

Naming of Proposed Streets at 2277 to 2295 Sheppard Avenue West - Draft Plan of Subdivision

Date:	August 26, 2009
To:	Etobicoke York Community Council
From:	City Surveyor
Ward:	Ward 7
Reference Number:	P:\2009\Cluster B\TEC\EY09026

SUMMARY

This report recommends, subject to the concurrence of City Council, the approval of eight street names for use on the draft Plan of Subdivision at 2277 to 2295 Sheppard Avenue West.

RECOMMENDATIONS

The City Surveyor recommends that subject to City Council granting an exception to its policy of avoiding similar sounding names and avoiding the naming of streets after living persons:

1. the names Steve Sanderson Street, Parrotta Drive, McCartney Street, Ron Attwell Street, Lou Pomanti Street, Bob Yuill Drive, Mary Chapman Boulevard and Chabot Terrace be approved to identify eight proposed streets on the draft Plan of Subdivision at 2277 to 2295 Sheppard Avenue West; and
2. the appropriate City Officials be authorized and directed to take the necessary action to give effect thereto.

Financial Impact

There are no financial implications resulting from the adoption of this report.

ISSUE BACKGROUND

A request has been made by Lindvest Properties Limited - H&R Developments Limited (Westshep) – (3625 Dufferin Street, Suite 405 Downsview, ON M3K 1N4) to name ten

proposed streets for the draft Plan of Subdivision at 2277 to 2295 Sheppard Avenue West, as set out in Attachment No. 1.

The following names have been provided by the Emery Village BIA and are supported by Councillor Giorgio Mammoliti. The Emery Village BIA has letters of acceptance from each of the six living individuals and has included the required background information, as outlined in Attachment No. 2.

Street A - Steve Sanderson Street (living person)
Street B - Mainshep Road - This is the extension of an existing street.
Street C - Parrotta Drive (living person)
Street D - Isaac Devins Boulevard - Early settler in community.
Street E - Carol McCartney Street (living person)
Street F - Ron Attwell Street (living person)
Street G - Lou Pomanti Street (living person)
Street H - Robert Yuill Drive - North York and Metro Toronto Councillor
Street I - Mary Chapman Boulevard - Wife of Isaac Devins, early settler in community.
Street J - Robert Chabot Terrace (living person)

COMMENTS

The proposed names have been circulated for comment to the Etobicoke York Preservation Panel, Police, Fire and Emergency Medical Services (EMS). The comments of Police, Fire and Emergency Medical Services (EMS) are outlined below.

Street	Recommended Name	Stakeholder Comments
A	Steve Sanderson Street	Police and EMS object, similar to Sanderson Rd
B	Mainshep Road	No objection
C	Parrotta Drive	No objection
D	Isaac Devins Boulevard	No objection
E	McCartney Street	Police object to Carol McCartney Street- similar to Carol Wrenway
F	Ron Attwell Street	Police and Fire Object - similar to Attwell Drive
G	Lou Pomanti Street	No objection
H	Bob Yuill Drive	Police object - too many streets beginning with "Robert", similar to Yule Ave
I	Mary Chapman Boulevard	EMS object – similar to Chapman Avenue/Road
J	Chabot Terrace	Police and Fire object to Robert Chabot - too many names beginning with "Robert" - Robert Hicks Dr, Robert St (Toronto and York) Robert Woodland Crescent

The Etobicoke York Preservation Panel commented that it is inappropriate to name streets after living persons. Panel members also questioned whether it would be more appropriate to name streets in the Finch and Weston Road area after the Devins family who were pioneers in that area and to remember Abraham Welsh, the first owner of the

land being developed at Sheppard and Weston Road or John Boake, another early settler and miller in the area who had a contract for lumber used to build the Plank Road and who called his farm "Silver Hollow".

As there are no objections to the names Mainshep Road and Isaac Devins Boulevard, in accordance with Council policy, the City Surveyor will authorize the use of these two names on the draft plan of subdivision.

The City of Toronto Street Naming Policy approved by City Council at its meeting held on August 1, 2, 3 and 4, 2000 and amended on June 1, 2001, sets out the guidelines and criteria for the naming and renaming of streets and lanes. Eight out of the ten proposed names do not fully comply with the following provisions of Council's policy:

Criteria for Name Selection

3. Names of living persons should be used only in exceptional circumstances.
4. Only a person's last name should be used as a street name unless additional identification is necessary to prevent a duplication with an existing street name in Toronto and surrounding municipalities.

Names to be Avoided

2. Similar sounding names such as Beach Avenue and Peach Avenue, or Apple Hill Road and Apple Road should be avoided.

The proposed names otherwise conform with Item 1 (a), Criteria For Name Selection, as set out in City Council's street naming policy – "to honour and commemorate noteworthy persons associated with the City of Toronto". The names deemed as similar sounding by Police, Fire and EMS, are not duplicated in Toronto and with the addition of modifiers are less likely to be confused with existing street names.

Based on the achievements, contributions and historical significance of the individuals, the proposed names could be considered an exception to Council's policy and approved for use in identifying the proposed streets, if deemed appropriate by City Council.

CONTACT

Desmond Christopher, Supervisor, Street and Parcel Mapping
Phone: 416-392-1831, Fax: 416-392-0081, E-mail: dchristo@toronto.ca

SIGNATURE

W. (Wally) Kowalenko
City Surveyor

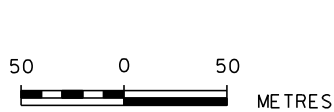
ATTACHMENTS

Attachment No. 1 – Map
Attachment No. 2 – Background Information

SHEPPARD AVENUE WEST



DRAFT PLAN OF SUBDIVISION AT 2277 TO 2295 SHEPPARD AVENUE WEST



CITY OF TORONTO
SURVEY AND MAPPING SERVICES
WARD 7
WESTSHEP.DGN
FILE:1902.22.07
MAY 27, 2009
MAP:46N-21
DRAWN:B.HALL

Attachment No. 2

(All Information provided by the Emery Village BIA)

STREET NAME: Carol McCartney Street
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Exceptional Circumstance for Having a Street Named:

Now a recognized jazz singer/musician

Contributions and Accomplishments to Emery Village:

Whether it's a concert hall or nightclub, Carol McCartney's impassioned and impeccable vocal style has made her a favorite among audiences and players alike. She has performed at all the major jazz clubs in Toronto and also has toured in the U.S. and Canada.

Carol recently recorded a CD that will be released Live at The Courthouse, September 19, 2007: A Night In Tunisia. Arranged by John Sherwood, it includes some of Canada's jazz greats sitting in with Carol on some classic standards. Peter Appleyard, Guido Basso, Reg Schwager, Dave Young, Terry Clarke, Bob Brough, Chase Sanborn, Geoff Young and John MacLeod all make appearances.

Carol first met many of these jazz greats through Peter Appleyard whom she has worked with since the early eighties. Mr. Appleyard, an original member of the Benny Goodman Septet, played a large role in Carol's early years as a singer and she continues to make guest appearances on Peter's concerts and club dates, both in Canada and the U.S..

On these dates she has worked alongside many jazz legends, including Mel Lewis, Ed Bickert, Major Holly, Bucky Pizzarelli, and the late Slam Stewart.

Carol is often the featured vocalist for one of Canada's premiere big bands, The Rex Hotel Orchestra, led by trumpeter/arranger John MacLeod. Appearing frequently with this twenty-piece jazz orchestra, she performs to standing-room only audiences at The Rex Hotel, and in 2006 at the TD Canada Trust Toronto Downtown Jazz Festival.

In 2007, she joined clarinet prodigy Dave Bennett and his septet on a US Tour of shows both symphonic and small group. Upcoming engagements can be found on her MySpace site.

Carol can be heard on Bob Brough's original CD Like A Spring Day, released in 2005, featured vocals on trumpeter Chase Sanborn's critically-acclaimed CD's Sweet and Low and Cut To The Chase; and all vocals on the JUNO-nominated recording (Canada's Grammy's) Taking Flight with big band Freeflight.

Relationship to the Neighborhood:

Carol McCartney is a graduate of Emery Collegiate High School and is a former resident of Emery Village.

STREET NAME: Lou Pomanti Street
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Exceptional Circumstance for Having a Street Named:

Lou Pomanti is an award winning Canadian musician and former resident of Emery Village

Relationship to the Neighborhood:

Lou Pomanti grew up and went to school in Emery Village

Composer, producer, musician, and 3 time Gemini Award nominee, Lou Pomanti is highly respected nationwide as one of the country's finest musical talents. With over 20 years of credits in scoring, songwriting and performing his expertise has awarded him hundreds of musical projects for film, television and album work.

In 1980, Lou received a call from David Clayton-Thomas asking him to join Blood, Sweat and Tears on their world tour. This kick started him into a whirlwind period over the next 2 decades of playing with a who's who of the North American music scene, from Anne Murray to Kim Mitchell, from Gordon Lightfoot to Platinum Blonde, from Triumph to Leonard Cohen.

Some of his film scoring credits include HBO-Devine Entertainment's "Edison: The Wizard of Light" for which he received a Gemini nomination for Best Original Music Score.

Lou has scored 6 movies in the last 5 years, including "Bailey's Billion\$", a theatrical release feature film starring Dean Cain, Jennifer Tilly, Tim Currie and Jon Lovitz. The music was recorded in London, England in February 2005.

Lou is equally at home with an orchestra, a rhythm section or a barrage of synthesizers, and his talents have earned him invitations to work with some of North America's best artists and producers, including: Celine Dion, David Foster, Michael Buble, James Horner, Lalo Schifrin and Georges Delerue,

Every year since 2003 Lou has been the Musical Director for the "Canadian Songwriters Hall of Fame". Past inductees include Leonard Cohen and Joni Mitchell, featuring such performers as James Taylor, Michael Buble and Herbie Hancock. This year Lou received 2 Gemini nominations for Best Performance and won for his performance of Both Sides Now with Measha Bruggersman and Kevin Breit.

STREET NAME: Steve Sanderson Street
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Exceptional Circumstance for having a street named:

Steve Sanderson is the founder and President of Accident Support Services International Ltd.

Contributions and Accomplishments to Emery Village:

Steve Sanderson is a local businessman who worked with both police and insurers. He understood the dilemma the police and the insurance industry were facing. He began to talk to both sides about their concerns and, through dialogue, Sanderson developed a new method of dealing with property damage collisions that kept police involved without tying up valuable manpower hours on roadside attendance. Sanderson's idea was a centralized facility where citizens could come to report their collisions to both police and insurance, assisted by customer service personnel provided by a private corporation. Insurers also requested that the centralized facility also have a vehicle impound facility in the Toronto, so apparently excessive tow charges could be better controlled. These meetings produced a committee formed, primarily, by the Canadian Insurance Claims Managers Association (Ontario Chapter), but with broad-based participation from insurers, police, and Sanderson. Together, this group worked out a solution that satisfied the interests of insurers and police. The solution was a one-stop reporting centre that set the standard for an alternate reporting system for property damage collisions.

The launch of Accident Support Services International Ltd.'s first professional Collision Reporting Centre (CRC) in North York, in October 1994, forever changed collision investigations. The public no longer spent long periods of time waiting at the side of the road until police showed up; police manpower was no longer used up with countless roadside non-injury property damage collisions, allowing for a very significant re-deployment of police to attend to higher priority calls.

In 2003, almost a decade after the introduction of the first collision reporting centre, ASSI introduced the Collision Reporting & Occurrence Management System (CROMS)—a move away from a paper based system to an electronic system.

By 2005, CROMS had won two distinguished awards from Microsoft. First, CROMS was chosen out of an international field of top submissions for delivering market-leading customer solutions and given the Integrated E-Business Solutions Award of the Year. Later that year, Microsoft Canada awarded CROMS with an Impact Award for Excellence and named CROMS as Solution of the Year.

Associations/Neighborhood Groups Involved In:

Chair of the Emery Village BIA Streetscape Committee, and Board Member of the Emery Village BIA

Name of Business:

Accident Support Services International Ltd.

Relationship to the Neighborhood:

Steve Sanderson is a local businessman, active community member and strong supporter of Emery Village BIA.

STREET NAME: Parrotta Drive

Exceptional Circumstance for Having a Street Named:

Gilbert Parrotta was the founder and former president of the Humberlea Rate Payers Association, Active resident and supporter of the Emery Village BIA.

Contributions and Accomplishments to Emery Village:

Gilbert Parrotta was appointed for a three-year term ending August 28, 2008. Prior to his retirement, he was a Returning Officer for the federal elections and a Real Estate Broker. Mr. Parrotta has been an active member of the Humberlea Ratepayers Group Inc., currently serving as its President and a member of the Canada Day Committee for many years. He received his education in Italy and Toronto, and is fluent in English and Italian.

Associations/Neighborhood Groups Involved In:

Humberlea Rate Payers Association

Relationship to the Neighborhood:

Resident and Active Community Member

STREET NAME: Ron Attwell Street
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Exceptional Circumstance for Having a Street Named:

Ron Attwell (born February 9, 1935 in Humber Summit (Emery Village), Ontario) is a retired professional ice hockey player who played 22 games in the National Hockey League. He played with the St. Louis Blues and New York Rangers.

Relationship to the Neighborhood:

Ron was a top-ranked junior in the Boston organization, tall, tough, and skilled. He began with the Montreal Jr. Canadiens for two years. He was called up to Providence, and the

next step seemed the Forum, but after three games he suffered a separated shoulder and was returned to the Junior Canadiens.

Attwell stayed in Quebec for much of the next five years, playing also in the AHL. And when the Montreal Canadiens came along in 1952 and offered the Bruins \$10,000 for the 19-year old, he seemed destined for a life in the bleu, blanc, et rouge. Such was no to be. He spent several more years in the minors during the Original Six, playing mostly for the Cleveland Barons of the AHL.

Many years later, he and Pat Quinn were sold to the expansion St. Louis Blues in 1967 for cash, and it was then that Attwell saw his first NHL action, playing 18 games in the Blueniote. A few games later, he was traded to the Rangers with Ron Stewart for Red Berenson and Barclay Plager, but by the end of the year he was back in the AHL. He stayed in the minors for to more full seasons and retired in 1970.

STREET NAME: Robert Chabot Terrace

Exceptional Circumstance for having a Street Named:

Robert Chabot is a local businessman and strong supporter of the Emery Village BIA.

Contributions and Accomplishments to Emery Village:

Robert Chabot has been running his business in the Emery Village area since 1957. Robert Chabot, along with his daughter Lorraine Chabot-Vecera and the Ward 7 Councillor spearheaded the founding of the Emery Village BIA in 2003.

Robert Chabot is an active member of the BIA. He gladly participates and volunteers his time to Emery Village BIA events, most notably, making his traditional appearance as Santa Claus at the Annual Emery Village BIA Lighting Ceremony.

Name of Business:

Centennial Sweeping
143 Toryork Drive
Toronto, Ontario
M9L 1X9

Contribution of Business to Emery Village:

Robert Chabot business, Centennial Sweeping, has helped maintain, clean and sweep the streets and revitalization projects of the Emery Village BIA.

Relationship to the Neighborhood:

Business Owner