



STAFF REPORT ACTION REQUIRED

Renaming of Portion of Jarvis Street, Between Charles Street East and Bloor Street East as “Ted Rogers Way”

Date:	September 24, 2009
To:	Toronto and East York Community Council
From:	City Surveyor
Wards:	Ward 27
Reference Number:	P:\2009\Cluster B\TEC\TE09033

SUMMARY

This report recommends that, subject to the concurrence of City Council, the portion of Jarvis Street between Charles Street East and Bloor Street East be renamed as “Ted Rogers Way”.

RECOMMENDATIONS

The City Surveyor recommends that:

1. City Council grant an exception to the street naming policy and rename the portion of Jarvis Street between Charles Street East and Bloor Street East, as “Ted Rogers Way”.
2. City Council authorize City to take the necessary action to implement the foregoing including the introduction of a by-law.

Financial Impact

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

ISSUE BACKGROUND

A request has been made to Ward Councillor Kyle Rae from Rogers Communications Inc. (333 Bloor Street East, Toronto, ON M4W 1G9) to rename the portion of Jarvis Street between Charles Street East and Bloor Street East. Rogers Communications has written that “Calling this portion of the street as “Ted Rogers Way” would be a terrific recognition of the contribution Ted made to our community and this particular part of Toronto. Ted was a proud Torontonians and a strong supporter of this City. His

philanthropy is evident throughout the City. The company Ted built and headquartered in Toronto employs more than 10,000 today in this City.

COMMENTS

The proposal involves the renaming of the portion of Jarvis Street between Charles Street East and Bloor Street East, as shown on Attachment No. 1. There are two properties affected by the renaming: Rogers Media at 777 Jarvis Street and the Monarch Couture Development at 600 Jarvis Street. There are two addresses that abut the portion of Jarvis Street to be renamed: 235 Bloor Street East and 110 Charles Street East. Jan Innes, Vice President of Rogers Communications Inc. has confirmed the support of the property owners affected by this proposal.

The proposed name “Ted Rogers Way” has been circulated for comment and is acceptable to Councillor Kyle Rae, the Toronto and East York Preservation Panel, Fire Services and Emergency Medical Services. Police Services object to the name as it is similar sounding to Rogers Road and Ted Reeve Drive.

The City of Toronto Street Naming Policy approved by City Council at its meeting held on August 1, 2, 3 and 4, 2000 (Clause 9, Report 15 of the Works Committee) and amended on June 1, 2001, sets out the guidelines and criteria for the naming and renaming of streets and lanes. The renaming proposal does not comply with the following provisions of Council’s policy.

Naming and Renaming of Streets and Lanes

The general policy is that the names of streets and lanes should not be changed.

The renaming of a specific street or lane should only be considered when duplication of the name occurs within the City of Toronto or the surrounding municipalities and when renaming would generally improve the City’s administration of essential services and would be in the public’s best interest. Duplication of the name occurs when there are two or more unconnected portions of a street with the same name.

Names to be Avoided

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

Street Type Designations

Street type designations, depending on roadway function, length and configuration exist to define the character of a street. The following designations should be consulted:

Drive, Trail, Way – for streets which are winding or curved.

The proposed street name otherwise conforms 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 use of the full name "Ted Rogers" should reduce the likelihood of confusion with existing streets Rogers Road and Ted Reeve Drive during an emergency.

In recognition of Ted Rogers many contributions to the community as businessman and philanthropist and subject to the concurrence of City Council, the name "Ted Rogers Way" could be considered an exception to Council's policy and approved for use in identifying the portion of Jarvis Street between Charles Street East and Bloor Street East.

Once the renaming by-law has been passed, staff will notify the affected property owners, Canada Post, Municipal Property Assessment Corporation, City divisions, agencies and utilities of the new addresses and make arrangements to have the street name signs replaced.

CONTACT

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SIGNATURE

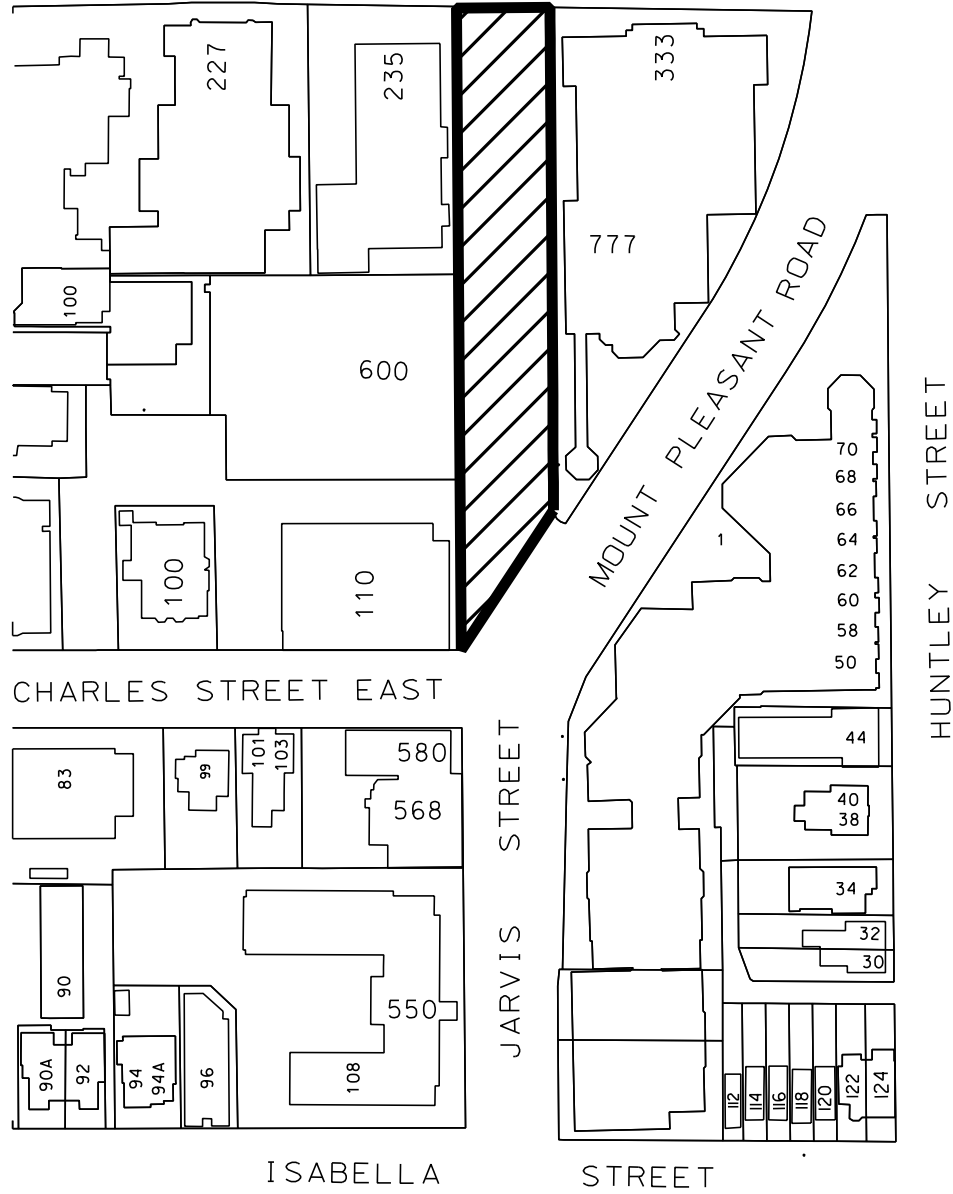
W. (Wally) Kowalenko
City Surveyor

ATTACHMENTS

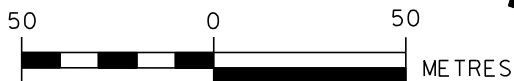
Attachments – Map

Attachment No. 1

BLOOR STREET EAST



PORTION OF JARVIS STREET TO BE RENAMED "TED ROGERS WAY"



CITY OF TORONTO
SURVEY AND MAPPING SERVICES
WARD 27
AUGUST 11, 2009
FILE: 1902.22.27.TEDROGERS.DGN
MAP: 51H21
DRAWN: B. HALL