



STAFF REPORT ACTION REQUIRED

Naming of the new Park at Concord City Place

Date:	November 6, 2009
To:	Toronto and East York Community Council
From:	Brenda Patterson, General Manager, Parks, Forestry and Recreation
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	

SUMMARY

This staff report is about a matter for which Community Council has delegated authority from City Council to make a final decision.

This report responds to the direction of Toronto and East York Community Council, at its September 15, 2009 meeting, authorizing a public competition to select the best name for the new park in the City Place neighbourhood, on the north side of Fort York Boulevard, between Spadina Avenue and Bathurst Street. The competition has been completed, and the judging panel has submitted its recommendation.

The Parks, Forestry, and Recreation Division is recommending that the park name selected by the judging panel, Canoe Landing, be officially adopted as the name of the new park located at City Place.

RECOMMENDATIONS

The General Manager of Parks, Forestry and Recreation recommends that Toronto and East York Community Council:

1. approve the park name, Canoe Landing, as selected by the judging panel in the public competition, for the new park in the City Place neighbourhood, on the north side of Fort York Boulevard, between Spadina Avenue and Bathurst Street.

Financial Impact

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

DECISION HISTORY

Toronto and East York Community Council, at its meeting of September 15, 2009, authorized a public competition to select the best name for the new park in the City Place neighbourhood, on the north side of Fort York Boulevard, between Spadina Avenue and Bathurst Street, with the judging criteria respecting the City's parameters for naming parks. Community Council requested the General Manager of Parks, Forestry and Recreation to report back to its meeting of November 10, 2009, once the judging panel had selected a recommended name. (Item TE27.165).

<http://www.toronto.ca/legdocs/mmis/2009/te/decisions/2009-09-15-te27-dd.htm>

COMMENTS

The exciting new 8-acre park in the City Place neighbourhood is the first major new downtown public park to be opened in over a decade. Inspired by the vision of noted Canadian writer and artist, Douglas Coupland, and commissioned by developer Concord Adex Inc., the new park runs north from Fort York Boulevard, halfway between Spadina Avenue and Bathurst Street. It features tree-lined paths, a range of public art, water features and the Terry Fox Miracle Mile track. Reflecting its central theme of celebrating Canada and particularly Toronto and connection to its roots, the park is highlighted by a giant red canoe feature which is clearly visible from the nearby Gardiner.

In keeping with the excitement generated by this new facility, Toronto and East York Community Council authorized that a name be chosen through a public competition. The competition was carried out in association with the publication "Spacing" between September 23, 2009 and October 13, 2009. The contest was also promoted on the City of Toronto's website. Submissions were to be consistent with the City of Toronto's Naming and Renaming for Parks and Recreation Facilities policy. More than 150 submissions were received.

A panel of prominent Torontonians reviewed the submissions and has made a recommendation to Toronto and East York Community Council for the name of the park. The panel included:

- Dionne Brand, Toronto's Poet Laureate;
- The Honourable Adrienne Clarkson, former Governor General of Canada;
- Barbara Hall, former Mayor of Toronto and current Chief Commissioner, Ontario Human Rights Commission;
- Stephen Otto, Friends of Fort York;
- Charles Pachter, Toronto artist; and
- Alan Vihant, Concord Adex.

Over 150 submissions were received in response to the competition to name the new park in the City Place development.

The panel recommends that the park be named "Canoe Landing". This recommendation was based on a combination of several park name submissions. Many residents felt the red canoe was a distinctive and highly visible component in the park and it was the most recognizable way to identify the park. The canoe reference in the proposed name also gave an indirect recognition to the park's well-known designer, Canadian writer and artist Douglas Coupland. The name is simple, understandable and as the sculpture aptly points out, canoes would once have been on this beach.

The word "Landing" incorporates the water features of the park (the canoe and fishing bobbers, etc.) and represents a place where boats congregate to load and unload their goods. It reflects the historic shoreline and harbour, as well as today's proximity to the waterfront. Toronto has historically and continues to be a landing place for thousands of newcomers to Canada.

Parks, Forestry and Recreation staff exercised due diligence in ensuring that the criteria in the Naming and Renaming for Parks and Recreation Facilities policy were met.

The City would like to extend its thanks and appreciation to the distinguished panel members, Spacing Magazine and all residents who contributed their creativity and time to this successful process.

CONTACT

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SIGNATURE

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