

Naming of Private Access Road at 555 Petrolia Road

Date:	July 30, 2010
To:	North York Community Council
From:	City Surveyor
Wards:	Ward 8
Reference Number:	P:\2010\Cluster B\TEC\NY10043

SUMMARY

This report recommends that, subject to the concurrence of City Council, the name “Apollo Place” be approved to identify the private access road at 555 Petrolia Road. Naming the road will facilitate the identification of the proposed building fronting thereon.

RECOMMENDATIONS

The City Surveyor recommends that:

1. City Council grant an exception to the street naming policy and name the private access road, extending easterly from the intersection of Petrolia Road and The Pond Road, “Apollo Place”;
2. Fifty-Five Developments Limited pay the costs, estimated to be in the amount of \$300.00, for the fabrication and installation of a street name sign;
3. the owners of the private access road or their successors shall maintain, at their own risk, the signage installed under Recommendation (2) of this staff report; and
4. City Council 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. The estimated cost of \$300.00 for the street name sign will be paid by the applicant.

ISSUE BACKGROUND

We have a request from Rosemarie Humphries, on behalf of Fifty-Five Developments Limited, owners of the property identified as 555 Petrolia Road, to name the private access road extending easterly from the intersection of Petrolia Road and The Pond Road, as shown on the Attachment No. 1.

The name “Apollo Place” has been requested by Fifty-Five Developments Limited as the road will provide access to the new home of Apollo Health and Beauty Care Corporation. Apollo Health Care is the largest Private Label and Control Label Personal Care Manufacturer in Canada. The access road and the new building are located on the parcel of land identified as 555 Petrolia Road. The request has the support of Councillor Perruzza.

COMMENTS

The proposed name “Apollo Place” has been circulated for comment and the stakeholder comments and staff recommendation are outlined below:

Name Submitted	Stakeholder Comments	Staff Recommendation
Apollo Place	1. Police and EMS – Do not support the name as there is an Apollo Drive in the North York district. 2. Fire Services – Support the name. 3. North York Preservation Panel – Preference is for a historical name.	Apollo Place

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 naming proposal does not comply with the following provisions of Council’s policy: “Criteria for Name Selection” and “Names to be Avoided”.

Criteria for Name Selection

1. Streets should generally be named after people, places, events and things related to the City and citizens of Toronto.

Proposed names should meet one of the following criteria:

- (a) to honour and commemorate noteworthy persons associated with the City of Toronto;
- (b) to commemorate local history, places, events or culture;
- (c) to strengthen neighbourhood identity;

- (d) to recognize native wildlife, flora, fauna or natural features related to the community and the City of Toronto; or
- (e) to recognize communities which contribute to the ethno-racial diversity of Toronto.

2. Consideration should be given to names of local area or historic significance.

Names to be Avoided

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

The existing residential street named Apollo Drive, has 43 properties and is in Ward 25, located near the intersection of Leslie Street and York Mills Road. The proposed name “Apollo Place” is not an exact duplicate in Toronto or in the municipalities surrounding Toronto. The use of the street type “Place” should help to distinguish it from “Apollo Drive”, thereby addressing the concerns of Police and Emergency Medical Services.

Notice to name the private access road, under the *City of Toronto Act, 2006*, will be given in accordance with the notice requirement set out in Chapter 162-3A of the City of Toronto Municipal Code.

CONTACT

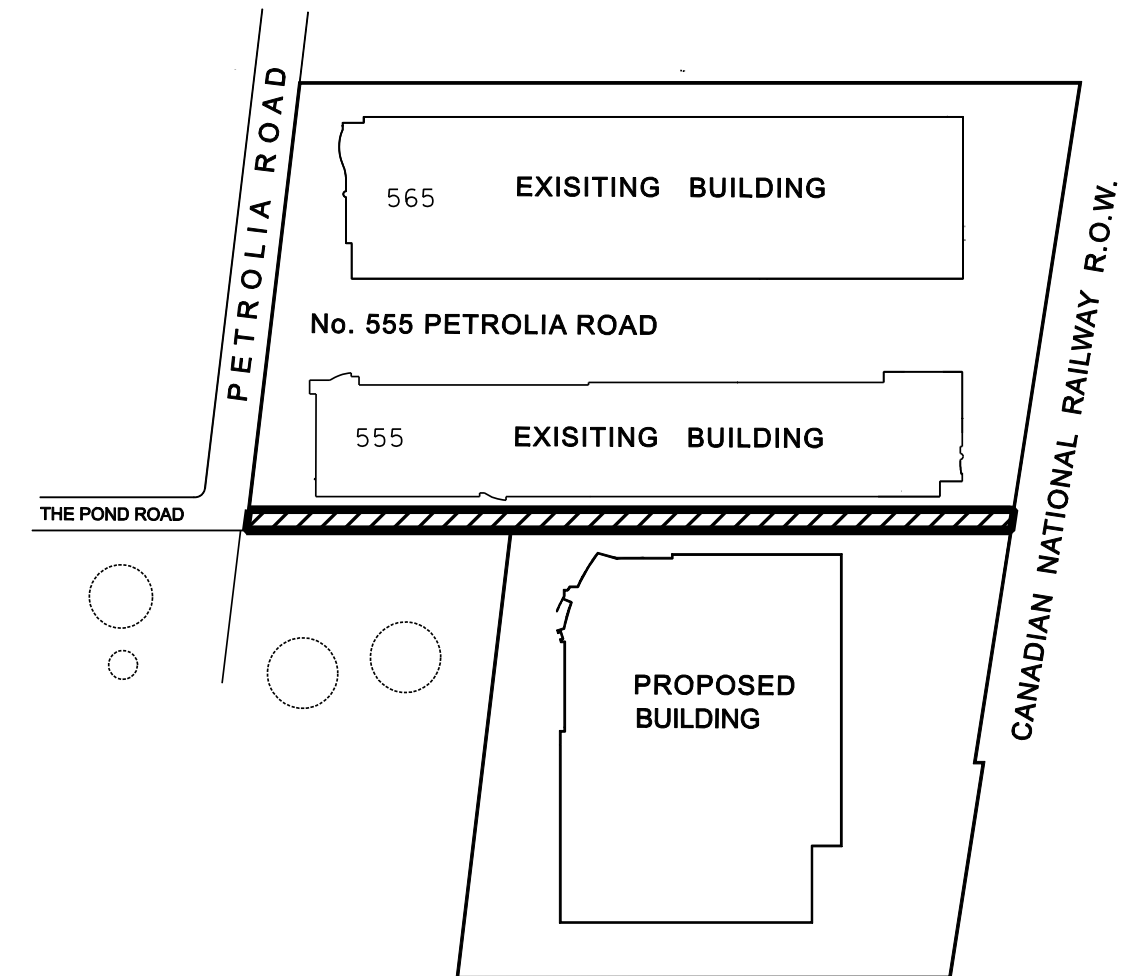
Kerry Ferguson Supervisor, Titles and Status
Phone: 416-392-7757, Fax: 416-392-0081, E-mail: kferguso@toronto.ca

SIGNATURE

W. (Wally) Kowalenko, City Surveyor

ATTACHMENT - MAP

Attachment No. 1



 PRIVATE ACCESS ROAD TO BE NAMED "APOLLO PLACE"



CITY OF TORONTO
SURVEY AND MAPPING SERVICES
WARD 8 JULY 28, 2010
APOLLOWAY.DGN MAP: 480-11.21
FILE: 1902.22.08 DRAWN: B.HALL