

# Pam McConnell



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**February 19, 2010**

**To: Toronto and East York Community Council**  
**Subject: East Bayfront Sherbourne Park Naming Competition**

## **SUMMARY:**

When “Sherbourne Park”, the spectacular new waterfront park, opens this summer it will transform a formerly industrial area into a much needed public greenspace on the lake. Located just east of Lower Sherbourne Street, this 1.5 hectare park spans more than two city blocks, from Lake Ontario in the south to Lake Shore Blvd. in the north, on both sides of Queens Quay. Designed by renowned landscape architects Phillips Farevaag Smallerberg in association with The Planning Partnership, and inspired by the iconic Canadian lakeside experience, this year-round park will become the heart of the new East Bayfront waterfront community.

Sherbourne Park was selected as a “working name” for the park during design/construction because of its location at the foot of Lower Sherbourne St. In keeping with Waterfront Toronto’s mandate to encourage public involvement in the revitalization of the waterfront, it is proposed that a park name be chosen through a public competition process. The goal is to select a name that reflects the park’s unique setting on Toronto’s waterfront in the heart of what will become one of Canada’s newest, most technologically advanced and sustainable communities.

The competition, which will be carried out in association with online newspaper “Torontoist”, will feature two key components: an online submissions period followed by a public voting process. A selection committee representing the City, Waterfront Toronto, Torontoist and a variety of key stakeholders will be established to vet the publicly submitted park names prior to the voting period. Their deliberations would respect the City’s parameters for naming parks and would result in a shortlist of five to ten suitable park names. At that point, the public will have an opportunity to select a final park name (from the approved short list) during the online voting period. Formal approval of the selected park name would then be sought from the Toronto and East Community Council.

In accordance with the applicable policies for naming City parks, and to facilitate the naming competition within this framework, the following is recommended.

**RECOMMENDATIONS:**

It is recommended that Toronto and East York Community Council:

1. Authorize a public competition to select the best name for the new park in the East Bayfront neighbourhood, located on the north and south sides of Queens Quay Boulevard, just east of Lower Sherbourne Street, with the judging criteria respecting the City's parameters for naming parks;
2. Direct the General Manager of Parks, Forestry and Recreation to report to Toronto and East York Community Council for authority to formally name the new park, once the public votes for a recommended name from the approved shortlist.

Sincerely,