



**STAFF REPORT  
ACTION REQUIRED**

**East Bayfront Sherbourne Park Naming**

<b>Date:</b>	June 21, 2010
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Brenda Patterson, General Manager, Parks, Forestry and Recreation
<b>Wards:</b>	Ward 28-Toronto-Centre-Rosedale
<b>Reference Number:</b>	P:\2010\Cluster A\PFR\TE35-062210-AFS#12109

**SUMMARY**

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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 March 9th, 2010 meeting (TE32.19), authorizing a public competition to select a name for the new park in the East Bayfront neighbourhood, located on the north and south sides of Queens Quay East, just east of Lower Sherbourne Street. The competition has ended and the new name chosen is “Sherbourne Common.”

The Parks, Forestry, and Recreation Division is recommending that the park name selected by Toronto residents, “Sherbourne Common,” be officially adopted as the name of the new park.

**RECOMMENDATIONS**

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

1. approve the park name “Sherbourne Common” selected by Toronto residents in the public naming competition for the new park in the East Bayfront neighbourhood, located on the north and south sides of Queens Quay East, just east of lower Sherbourne Street with the judging criteria respecting the City’s parameters for naming parks.

## **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 March 9, 2010, considered a motion from Councillor Pam McConnell to authorize the East Bayfront Sherbourne Park Naming competition with the judging criteria respecting the City's parameters for naming parks. The General Manager of Parks, Forestry and Recreation was directed to report to Toronto and East York Community Council once the public had voted on a recommended name.

(Item TE32.19)

<http://www.toronto.ca/legdocs/mmis/2010/te/decisions/2010-03-09-te32-dd.htm>

## **COMMENTS**

Once completed, the new East Bayfront park will be a stunning waterfront park that transforms a former industrial area into much needed public greenspace on the lake. Designed by one of Canada's most renowned landscape architects, Phillips Farevaag Smallenberg of Vancouver, in association with Toronto's The Planning Partnership, the park will bring a feeling of "life at the lake" to the area. To bring the lakeside experience to life, the park features three key elements: woods, water and wide open greenspace. Those elements, coupled with a wide range of features include unique play areas, a skating rink that doubles as a splash pad in the summer, a striking zinc-clad Pavilion, and a stunning water channel with three dramatic art sculptures.

The "Rename Sherbourne Park" contest which had three voting phases was launched on April 26<sup>th</sup>, by Waterfront Toronto and online news website Torontoist. Members of the public were encouraged to submit a new name for the park and to vote for their favourites online. During the semi-final voting, from May 31<sup>st</sup> to June 7<sup>th</sup>, members of the public ranked their favourite park names at [www.torontoist.com/park](http://www.torontoist.com/park) from a shortlist of eight names. Between June 9<sup>th</sup> and June 15<sup>th</sup>, the three highest ranked names were part of a final round of voting. On June 16<sup>th</sup>, "Sherbourne Commons," the park name with the most number of votes, was declared the winner.

More than 500 names were submitted and thousands of people voted online during the month and a half long "Rename Sherbourne Park" contest. "Sherbourne Commons," which was submitted by Mr. Doug Dent, received the most number of votes during the final round of the voting, followed by Merchant's Wharf Park and Tkaronto Park. However, after further research into the definition of the word "Commons" was conducted, it was realized that the new park should be referred to as "Common" instead of "Commons" for consistency and uniformity purposes to another waterfront park, "Port Union Village Common". The new name "Sherbourne Common" incorporates the park's location and the history of the Sherbourne name with the idea of "the common" which is a green space and a public venue where the park space belongs to the people.

**CONTACT**

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**SIGNATURE**

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