MEMO

TO: Toronto & East York Community Council
FROM: Councillor Joe Mihevc, Ward 21, St. Paul’s West
RE: Naming of Robert Bateman Urban Nature Trail
DATE: April 9, 2013

SUMMARY:

In 2010, Toronto and East York Community Council approved the renaming of a parkette off of Chaplin Crescent to "Robert Bateman Park." Since then there has been an active conversation between representatives of the Bateman Foundation, Parks Department staff, local Councillors and community members, most prominent of which has been the Toronto Trails Festival representatives. The conversation has focused on how the city and the Foundation can work together to promote walking, children’s play in nature and nature appreciation.

Robert Bateman is a world renowned fine artist. He grew up on Chaplin Crescent behind the Kay Gardiner Beltline Trail where as a child developed his genius as an artist of nature and naturalist. He studied art in Toronto as a young adult and taught school here. He has often participated in support of initiatives that promote Toronto's ravines and natural settings. And, he has given of his time, his art and financially to many Toronto causes supporting conservation and nature education. Robert Bateman is a national treasure and favourite son of Toronto.

The proposed naming would not replace the names of existing parks along the 18km route. The trail naming is a way of facilitating a walking culture, a sense of nature appreciation and local neighbourhood engagement.

Over the medium and longer term, the Robert Bateman Foundation will offer programs directed towards the Trail. For example: looking at an Internet app that would use GPS, and that would be able to allow walkers in the ravine to access stories narrated by Bateman, locations where Bateman painted particular paintings, etc. The app would also allow for other contributors including families and young artists to add stories and points of interest. The Foundation is also interested in contributing to city-led capital projects along the route that would contribute to enhancing the trail experience and conserve the ecosystems. Of course, any program or capital
changes must go through the appropriate approval process via the Parks and Environment Committee, including staff review and collaboration.

There are no financial implication for this naming. At some point there will be some physical identifiers along the route, though the intent is that the trail would be primarily promoted through the Internet, and on brochures.

As part of this naming opportunity, The City of Toronto and The Bateman Foundation would enter into a memorandum of understanding about joint communications and the use of Robert Bateman’s name.

RECOMMENDATIONS:

Further to my motion at the February 2013 City Council meeting, I will be moving the following:

1. Be it resolved that the 18 kilometre route (map attached) be named "The Robert Bateman Urban Nature Trail"
2. Appropriate city staff work with the Robert Bateman Foundation on possible joint ventures and programming

Sincerely,

Councillor Joe Mihevc
Ward 21, St. Paul's West