



c/o 55 Sunnybrae Crescent
Toronto, Ontario
M6M 4W6

May 9, 2016

To: Etobicoke York Community Council

Re: Naming of New Centre at Black Creek & Eglinton

Our Association and many local residents are eagerly awaiting the opening of our new facility. However, the MDCA believes that "York Community Centre" is NOT the appropriate name, and urges that it be named the "**York Recreation Centre**" instead.

The proposed "York Community Centre" name:

- (1) Diminishes the significance of the former City of York and its history.
- (2) Does not adequately reflect the building's major functions.
- (3) Seems to imply that this is "The" (only) community centre in the former City of York.
- (4) Is more likely to be confused with the nearby York Civic Centre.

1. Diminished Significance

None of the five other former municipalities has a single Community Centre bearing its name. Overall, the City's Parks, Forestry & Recreation Department operates 130¹ different centres almost half of which bear the name "Community Centre". Most serve far smaller areas. A few of these facilities are similar in size to our new one, but most are far smaller. Look up just those names beginning with "A": Amesbury Community Centre, Ancaster Community Centre, Antibes Community Centre, Armour Heights Community Centre. None of these has anywhere near the population of the former City of York nor the same historic and political significance. Let's give the new centre its due with a name that is not so common.

2. Building's Function

The term "community centre" is ambiguous. It suggests a place where community members get together, and there are many of them. Just here in Mount Dennis, in addition to our places of worship, we have the Legion Hall, the LEF / MD Neighbourhood Centre building, the Urban Arts building on Bartonville, and the Mount Dennis Community Hall - all of which function to some extent as "community centres". But the new facility will be predominantly a recreation centre. Its main

¹ This count excludes stand-alone arenas

features are the pools, track, and gym spaces. It has also been made clear from the outset that it will serve a larger district - not just the local community.

While the City has no consistent policy when it comes to naming this sort of thing, and the name "Recreation Centre" is also used for facilities with very different sizes and catchment areas, it is a much rarer name. There are just 11 "Recreation Centres", none of them within the former City of York.

3. Other Community Centres in York

As noted above, there are other buildings that already play a community centre role in the former City of York and there will doubtless be a need for more in future. We are concerned that the very name "York Community Centre" may work against other community facilities being built in the former City of York area. (You've already got a community centre ... why do you need another one?).

4. Need to Avoid Confusion

We believe there is a strong likelihood some people will confuse the "York Civic Centre" and "York Community Centre". Both facilities are on Eglinton Avenue between Keele and Black Creek. Both would have C-C names (Community Centre / Civic Centre). Both names are somewhat ambiguous. We believe the name "York Recreation Centre" is far less likely to be confused with the Civic Centre.

Based on the above, **please adopt the name "York Recreation Centre"** for the new facility at Eglinton Avenue and Black Creek Drive.



Simon Chamberlain,
Secretary, Mount Dennis Community Association

Appendix

The City has a confusing history when it comes to naming its indoor recreational facilities.

On the City of Toronto website, you can find these facilities (along with the stand-alone ice rinks) under: *Living in Toronto*

/ Parks, Forestry & Recreation

/ Recreation Programs and Registration

/ Recreation Facilities.

Within that "Recreation Facilities" category, "*Recreation Centres*" is the major item, and there is an A - Z list, introduced by this paragraph:

"Toronto's **community recreation centres** are fun places to work out, learn new skills, get information and meet new friends. Our **recreation centres** offer a wide range of facilities such as pools, rinks, gymnasiums, weight rooms, and meeting rooms (*emphasis added*) They also offer programs for all interests and age groups "

When you examine the details, however, you find most (71) of these 130 facilities are named "Community Centre". Some (11) are named "Recreation Centre", others (19) "Community Recreation Centre" and the remaining 29 have other names such as "Seniors Centre", or special names like "Memorial Centre" or (in the case of Etobicoke's largest facility) "Olympium". Or even (Mount Dennis) "Community Hall".

It all seems inconsistent and a bit confusing.