



STAFF REPORT ACTION REQUIRED

Naming of Kingston Road East Early Learning and Child Care Centre and Renaming of Birchmount Early Learning and Child Care Centre

Date:	May 26, 2016
To:	Scarborough Community Council
From:	General Manager, Children's Services
Wards:	Ward 36 – Scarborough South West Ward 40 – Scarborough Agincourt
Reference Number:	

SUMMARY

This staff report is about a matter for which Community Council has delegated authority from City Council to make a final decision.

As per the City of Toronto Property Naming Policy, this report seeks the approval of the Scarborough Community Council for the naming of a new Toronto Early Learning and Child Care Centre to be opened at 3392 Kingston Road in late 2016/early 2017 and the renaming of Birchmount Early Learning and Child Care Centre to reflect its actual location.

RECOMMENDATIONS

The General Manager of Children's Services recommends that:

- 1) the Toronto Early Learning and Child Care to be opened at 3392 Kingston Road be named Kingston Road East Early Learning and Child Care Centre; and
- 2) the Birchmount Early Learning and Child Care Centre be renamed Bay Mills Early Learning and Child Care Centre to reflect its actual location.

FINANCIAL IMPACT

There is no financial impact arising from the adoption of this report.

DECISION HISTORY

At its meeting of July 7, 8 and 9, 2015, City Council adopted the Property Naming Policy with the effective date of October 2015.

City Council EX7.8, "Updated Policies for Naming City Streets and Properties"
<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2015.EX7.8>

ISSUE BACKGROUND

In the fall of 2015, the City adopted a Property Naming Policy that requires Divisions to seek Community Council approval for the naming of new sites and the renaming of existing sites. Children's Services has two sites in the Scarborough Community Council requiring approval under this policy.

COMMENTS

Naming of Early Learning and Child Care Centres

When naming or renaming directly operated child care centres Toronto Early Learning and Child Care Services (TELCCS) uses the community or geographic location of the Centre as the basis for the name. In order to reduce public and family confusion TELCCS also reviews the names of other child cares and social services in the area and avoids duplicating already existing names.

Kingston Road East Early Learning and Child Care Centre

In late 2016/early 2017, Toronto Early Learning and Child Care Services will be opening a new program on the north side of Kingston Road, west of Markham Road. The local community is known as Scarborough Village; however, there are already a number of existing social services and business that include Scarborough Village in their name. As such, Children's Services recommends the site be named Kingston Road East ELCCC. The local Councillor is aware of and supportive of this name.

Bay Mills Early Learning and Child Care Centre

The Birchmount Early Learning and Child Care Centre (ELCCC) operates at 365 Bay Mills Blvd in a Toronto Community Housing building. Children's Services recommends that the Centre be renamed Bay Mills ELCCC to reflect the actual location of the Centre. This will more clearly indicate the location of the Centre and reduce confusion that sometimes arises with a similarly named Centre located on Birchmount Avenue.

CONCLUSION

Children's Services Division recommends the Birchmount ELCCC be renamed Bay Mills ELCCC and that the new Centre at Kingston and Markham Road be named Kingston Road East ELCCC.

CONTACT

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SIGNATURE

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