Renaming of William Hancox Parkette to Upper Beach Gardens Park

Date: May 20, 2016
To: Toronto and East York Community Council
From: General Manager, Parks, Forestry and Recreation
Wards: Ward 32 – Beaches – East York
Reference Number: P:\2016\Cluster A\PFR\TE17-061416-AFS#22946

SUMMARY

On February 4, 2016, a request was made to rename the park located at 45 William Hancox Avenue to Upper Beach Gardens Park. Property naming and renaming are a matter for which Community Council has delegated authority from City Council to make a final decision.

The Parks, Forestry and Recreation Division has reviewed this renaming proposal and recognizes that the renaming of this park will acknowledge the significance of local features and reduce potential confusion with Bill Hancox Park, also located in the City of Toronto. The Parks, Forestry and Recreation Division has reviewed the Council approved City of Toronto Property Naming Policy and found that this naming proposal meets the policy criteria and process.

The Parks, Forestry and Recreation Division is recommending that the park located at 45 William Hancox Avenue be renamed to Upper Beach Gardens Park.

RECOMMENDATION

The General Manager of Parks, Forestry and Recreation Division recommends that:

1. Toronto and East York Community Council adopt the renaming of William Hancox Parkette located at 45 William Hancox Avenue as Upper Beach Gardens Park.
FINANCIAL IMPACT

There are no financial implications resulting from the adoption of this report.

DECISION HISTORY

At its meeting of February 4th, 2016, City Council directed the General Manager of Parks, Forestry and Recreation Division to investigate the feasibility of renaming the parkette at 45 William Hancox Avenue as Upper Beach Gardens and report back to Toronto and East York Community Council with a recommendation based on the criteria and process outlined in the Property Naming Policy (MM12.36)


COMMENTS

William Hancox Parkette is located in an open green space in the community known to area residents and businesses as the Upper Beach. It was originally called Brockville Park, post-construction, but the name was changed over time to William Hancox Parkette to reflect the adjacent street name, William Hancox Avenue. The street was named in honour of William (Bill) Hancox in the summer of 1999, based on a recommendation from Toronto Community Council William (Bill) Hancox was a Toronto Police Constable slain on duty in August 1998. (http://www.toronto.ca/legdocs/1999/agendas/council/cc/cc990928/to12rpt/cl039.htm).

The proposed name, Upper Beach Gardens Park, contextualizes the park within the community and will help residents find, visit and remember this community park. Renaming this park will also reduce potential confusion with Bill Hancox Park, which is located in the former City of Scarborough in Ward 44. Renaming this site as a park, rather than a parkette, also ensures consistency with the park classification system outlined for park types in the Parks Plan.

Public Consultation

Parks, Forestry and Recreation staff produced and posted a temporary sign in the park advising the local community and parks users of the request to rename William Hancox Parkette to Upper Beach Gardens Park. The sign requested that anyone interested should send comments and feedback via email to parksning@toronto.ca. This sign was posted at the park location for a three-week period from April 18 to May 8, 2016. This notice received two letters of feedback; one in favour of the proposed name, and one suggesting an alternate name (i.e. Upper Beach Park).

To broaden consultation efforts, the local councillor's office incorporated the information about Parks, Forestry and Recreation's community consultation as an item in the May electronic newsletter sent to Ward 32 residents. Only one additional email in support of the proposed name was received. Overall, Parks, Forestry and Recreation did not receive any letters of objections.

Staff Report for Action on the Community Consultation for Renaming of William Hancox Parkette
Councillor Mary-Margaret McMahon previously conducted an independent online survey for Ward 32 residents to vote on a number of suggested new names for William Hancox Parkette. Upper Beach Gardens was selected by 144 of 397 respondents (36%) as one of their top three choices for the new park name.

CONTACT

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SIGNATURE

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