



**STAFF REPORT
ACTION REQUIRED**

Proposed Official Naming of Linear Park at 81 Regent Park Boulevard, Ward 28

Date:	September 16, 2016
To:	Toronto and East York Community Council
From:	General Manager, Parks, Forestry and Recreation
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	P:\2016\Cluster A\PFR\TE19-101316-AFS#23541

SUMMARY

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

The Parks, Forestry and Recreation Division is recommending that the new linear park with municipal address 81 Regent Park Boulevard, located on the southeast corner of the Dundas Street East and Regent Park Boulevard intersection, be officially named "Spectrum Park".

The Parks, Forestry and Recreation Division has reviewed the policy criteria in the Council-approved *City of Toronto Property Naming Policy* and verifies that the proposed park name meets the criteria.

RECOMMENDATIONS

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

1. Toronto and East York Community Council officially name the new linear park with municipal address 81 Regent Park Boulevard, located on the southeast corner of the Dundas Street East and Regent Park Boulevard intersection, "Spectrum Park".

Financial Impact

There are no financial impacts resulting 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

The recently completed park is part of the ongoing Regent Park Revitalization.

Public Consultation

Due to its extensive public engagement experience in the Regent Park community, Toronto Community Housing (TCH) helped facilitate the process for naming the newly-created public park with direction from Parks, Forestry and Recreation. In 2014, TCH had undertaken a street naming consultation process, which included significant public outreach, to help name several new streets in the Regent Park community. The list of surplus suggested names was retained for future property naming opportunities.

As part of the park naming process, a shortlist of eight names was established from the list of existing name suggestions, as well as suggestions from the local Councillor and Parks, Forestry and Recreation staff.

During a community-wide meeting on May 31, 2016, a total of 100 participants voted for their top name choice from the eight shortlisted names. The top four name choices were then advanced for a second round of voting at various locations in the Regent Park community during the week of June 27, 2016. In total, 923 votes were submitted as part of the naming exercise and the votes for the top three names were distributed as follows: Spectrum Park (385 votes), Peaceful Common (251 votes), and Diversity Common (164 votes).

Parks, Forestry and Recreation staff have exercised due diligence in ensuring the naming process meets the criteria set out in the Council-approved *Property Naming Policy*. The proposed official name "Spectrum Park" is supported by the local Councillor and meets the policy criteria in the *Property Naming Policy* in that it has social significance because it reflects the spectrum of diverse cultures in the Regent Park community. The park's identity is also enhanced by the adjacent Artscape Daniels Spectrum, an established local landmark.

CONTACT

Michael Schreiner, Director Parks Development and Capital Projects

Tel: 416-392-8453, Email: mschrein@toronto.ca

Randy Jones, Manager Planning, Design and Development

Tel: 416-395-7899, Email: rjones@toronto.ca

SIGNATURE

Janie Romoff
General Manager, Parks, Forestry and Recreation