

Councillor Frances Nunziata

Council Speaker

Ward 11 York South—Weston



May 24, 2017

To: Chair and Members of Etobicoke-York Community Council

Re: Request to name outdoor public space at 30 John Street as "Weston Common"

SUMMARY:

The redevelopment project at 22 John Street, 33 King Street and 2 Elsmere Avenue (The Weston Community Cultural Hub) is a partnership between the City, Rockport Group, and Artscape. Upon completion, the project will result in a new, 370-unit purpose-built rental building, including 5 townhouse units, and an Artscape-managed community/cultural hub consisting of: an indoor programming space of approximately 800 m²; an adjacent outdoor programming space of approximately 1,200 m²; and, 26 affordable housing units for artist-led families.

In 2016, Entro Communications Inc. was commissioned by Rockport Group and Artscape to develop a wayfinding and branding program for this redevelopment. As part of their work, it was proposed that the overall project (i.e. the community/cultural hub, the outdoor public space and the new apartment building) be identified as "Weston Common," reflecting the importance of inclusivity, and building on the collective use of community space and assets.

The public space created through this redevelopment project, which has been assigned the municipal address 30 John Street, will draw people of different ages, races, religions, and interests together as a community; all will be welcome and all will feel welcome at "Weston Common."

The name "Weston Common" was presented to the Weston Hub Community Steering Committee and the project's Public Realm Working Group (made up of members of the community) on November 2, 2016, with the same presented to the broader community later that month; as expected, the name was well-received.

RECOMMENDATIONS:

Etobicoke York Community Council recommend that:

1. City Council waive the relevant sections of the Property Naming Policy.
2. City Council approve the naming of the outdoor community space at 30 John Street as "Weston Common".

Frances Nunziata
Councillor, Ward 11