

Proposed name change for Scarborough Bluffs Park

Date: April 7, 2017

To: Scarborough Community Council

From: General Manager, Parks, Forestry and Recreation

Wards: Ward 36 - Scarborough Southwest

SUMMARY

Parks, Forestry and Recreation, to improve operational methods and under the criteria of the Property Naming Policy, is recommending to rename Scarborough Bluffs Park, located at 61 Undercliff Drive as Scarboro Crescent Park. The renaming of this property will reduce public confusion and disappointment when visitors arrive at the park and cannot reach the beach. It will further reduce the major congestion and parking issues that this park faces.

Property naming and renaming are matters for which Community Council has delegated authority from City Council to make a final decision.

The Parks, Forestry and Recreation Division has reviewed the Council approved City of Toronto Property Naming Policy and found that this renaming proposal meets the policy criteria.

RECOMMENDATIONS

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

1. Scarborough Community Council adopt the renaming of Scarborough Bluffs Park, located at 61 Undercliff Drive as Scarboro Crescent Park.

FINANCIAL IMPACT

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

DECISION HISTORY

There is no decision history related to this matter.

COMMENTS

Visitors unfamiliar with this area confuse this park (located at the top of the Scarborough Bluffs) with Bluffer's Park and Beach (located at the water's edge) which results in both major congestion at the park, as well as disappointment of the public when they realize that the beach is not accessible from that location. Additionally, there is confusion between Scarborough Bluffs Park, and the Scarborough Bluffs geologic formation, which is made up of 9 distinct parks along the landform (of which Scarborough Bluffs Park is one). Renaming the park will reduce this duplication and associated confusion.

Recently, parks in this area have had an unprecedented and significantly increased number of visitors in the spring and summer months. There is one designated trail that leads down from Scarborough Bluffs Park to lower ground, but ends on Brimley Road, a significant distance from the beach. Unfortunately, visitors to Scarborough Bluffs Park use unsafe and dangerous methods to climb down the bluffs to the beach and as a result, in 2016, Emergency Medical Services (EMS) received approximately 25 calls to rescue park visitors.

Additionally, there is no dedicated parking available at Scarborough Bluffs Park, resulting in street parking and street access frequently becoming unmanageable. EMS response vehicles are often delayed because visitor vehicles are blocking road access. Each year, Toronto Police Services (TPS) receives dozens of calls to address altercations between drivers competing for the limited number of on-street parking spots.

The City of Toronto Property Naming Policy indicates in "Criteria to Name or Rename a City Property (3.3) Names of City Properties will portray a strong positive image of the City of Toronto, have geographic, historical, cultural, aboriginal or social significance to the location of the property, and may recognize significant contributions made by individuals or organizations to the community, the City of Toronto, the Province of Ontario or Canada".

Although the Scarborough Bluffs Park address is 61 Undercliff Drive, Scarboro Crescent abuts the northwest corner of the park. The new park name not only preserves the Scarborough name, but also holds geographic significance to the park location.

Changing the name of Scarborough Bluffs Park to Scarboro Crescent Park would take the word "Bluff" out of the name and help to clear up some confusion for visitors not familiar with this area; better direct visitors in finding the appropriate park and experience they are seeking; reduce the number of visitors scaling down the bluffs to access the beach; help lessen the on-street parking challenges; and reduce the number of emergency calls to TPS and EMS.

The Parks, Forestry and Recreation Division is recommending the renaming of Scarborough Bluffs Park, located at 61 Undercliff Drive as Scarboro Crescent Park.

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SIGNATURE

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