

# Proposed Official Naming of New Park at 1 Queen Magdalene Place

**Date:** September 20, 2019

**To:** North York Community Council

**From:** General Manager, Parks, Forestry and Recreation

**Wards:** Ward 17

## SUMMARY

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This staff report is about the naming of a new park at 1 Queen Magdalene Place, a matter for which Community Council has delegated authority from City Council to make a final decision, provided that it is not amended to be inconsistent with City policy.

The Parks, Forestry and Recreation Division is recommending that the new park be named "Clara Will 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

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

1. North York Community Council officially name the new park located at 1 Queen Magdalene Place, "Clara Will Park".

## FINANCIAL IMPACT

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

## DECISION HISTORY

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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>

## COMMENTS

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PFR staff propose that the new park at 1 Queen Magdalene Pl. shall be named "Clara Will Park" in honour of the founder of Adventure Place. The proposed name "Clara Will Park" is supported by the local Councillor and meets the policy criteria in 'City of Toronto Property Naming Policy'.

### Public Consultation:

As part of the park naming process, Parks, Forestry and Recreation staff consulted with the local Councillor to establish a shortlist of 3 park names: Clara Will Park (in honour of the founder of Adventure Place), Queen Magdalene Place Park (Queen Magdalene Pl. is the street next to the park), and Royalway Park (a street name near the park). The three names were included in an online survey conducted by Parks, Forestry and Recreation from July 15 to July 26, 2019. There were 91 respondents to the survey.

"Clara Will Park" received 82 votes, or 90% of the respondents. The next most popular name was "Queen Magdalene Place Park." It received 7 votes, or 8% of respondents.

Clara Will founded Adventure Place in 1972 by to serve preschool-aged children with special needs and their families to integrate education and "treatment" in a classroom program within an operating elementary school. The agency has since expanded services beyond treatment in the Day Program to include Early Intervention services within schools, childcare centres, and other community settings, as well as Prevention programs that target children at risk and their families. Today, Adventure Place offers a unique range of integrated services and, even though it has grown over time, Clara's original vision of prevention, early intervention, and day treatment was fully realized and remains true today (<http://adventureplace.ca/about-us/our-history-founder/>)

## CONTACT

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## SIGNATURE

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Janie Romoff  
General Manager, Parks, Forestry and Recreation

## ATTACHMENTS

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None.