

Feasibility of renaming "Birchmount Stadium" to "Bill Stephens Stadium"

Date: September 12, 2019

To: Scarborough Community Council

From: General Manager, Parks, Forestry and Recreation

Wards: Ward 20 - Scarborough Southwest

SUMMARY

A member of the community, under the criteria of the City of Toronto Property Naming Policy, has initiated an application to rename Birchmount Stadium, located at 75 Birchmount Road to Bill Stephens Stadium. Property naming and renaming are a matter for which Community Council has delegated authority from City Council to make a final decision.

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, however public consultation conducted did not support the proposal of renaming Birchmount Stadium. Through the consultation with the community and community groups, it was suggested that the outdoor track in Birchmount Stadium be may be suitable to honour Bill Stephens.

Parks, Forestry and Recreation Division does not support the renaming of Birchmount Stadium based on the lack of community support and the stadium's geographical and historical relevance, however is recommending that the outdoor track in Birchmount Stadium located at 75 Birchmount Road be named to Bill Stephens Track.

RECOMMENDATIONS

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

1. Scarborough Community Council not support the renaming of Birchmount Stadium located at 75 Birchmount Road as Bill Stephens Stadium.
2. Scarborough Community Council adopt the naming of the outdoor track in Birchmount Stadium located at 75 Birchmount Road as Bill Stephens Track.

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

An application to rename Birchmount Stadium to Bill Stephens Stadium was received from a member of public.

Mr. Bill Stephens is a retired teacher and has been a respected coach for over 40 years in the track and field community. While at W.A. Porter and Birchmount Park C.I., Mr. Stephens has coached a large number of individuals and teams that have won OFSAA cross country and track titles at the high school and club level with Phoenix Athletics Association. He has coached numerous athletes who became National Champions and who have competed with the Canadian National Team.

The renaming request recognizes Mr. Bill Stephens' scouting and coaching abilities which have brought many talented, dedicated young people in to the sports.

In accordance with the City of Toronto Property Naming Policy, Parks, Forestry and Recreation staff produced and posted a temporary sign at Birchmount Stadium advising the local community and users of the request to rename Birchmount Stadium to Bill Stephens Stadium. The sign requested that anyone interested should send comments and feedback via mail or complete an online survey. The sign was posted at Birchmount Stadium from June 17 to August 1, 2019. Online survey responses were accepted until August 1, 2019. Parks Forestry and Recreation received over 500 responses. The majority of the respondents opposed the renaming of Birchmount Stadium due to its historical and geographical relevance to the neighbourhood. However, those who opposed the renaming of the stadium suggested naming the outdoor track to Bill Stephens Track to honour Mr. Bill Stephens' contribution in the community.

CONTACT

Richard Ubbens, Director, Parks Branch, Tel: 416-392-7911, Fax: 416-397-4899,
Email: richardubbens@toronto.ca

SIGNATURE

Janie Romoff
General Manager, Parks Forestry and Recreation