

Assigning the Ceremonial Name "Roger Ashby Way" to Part of Duncan Street

Date: February 14, 2019
To: Toronto and East York Community Council
From: General Manager, Economic Development and Culture
Wards: 10 – Spadina-Fort York

SUMMARY

The purpose of this report is to recommend that the ceremonial name of "Roger Ashby Way" be assigned to Duncan Street between Queen Street West and Richmond Street West.

A ceremonial street dedication does not change the official street name or address information. It does result in the installation of special signage along the selected street.

Transportation Services was consulted during the preparation of this report.

RECOMMENDATIONS

The General Manager, Economic Development and Culture, recommends that:

1. Toronto and East York Community Council assign the ceremonial name "Roger Ashby Way" to Duncan Street between Queen Street West and Richmond Street West.
2. Transportation Services erect signage marking "Roger Ashby Way".

FINANCIAL IMPACT

The estimated cost of erecting signage is \$500.00 and funding is available within the 2019 Approved Operating Budget for Transportation Services.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

On July 7, 2015, City Council adopted a set of updated policies for naming City streets and properties. The City of Toronto Street Naming Policy provides guidance on the ceremonial naming of City streets.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2015.EX7.8>

COMMENTS

Representatives from Bell Media have submitted a Street Naming Application requesting that the ceremonial name "Roger Ashby Way" be assigned to part of Duncan Street. Consent for the naming has been received from Roger Ashby. Letters in support of the application were received from the two Business Improvement Areas in the vicinity (Queen Street West and Toronto Entertainment District).

Roger Ashby joined 1050 CHUM - then Canada's most influential Top 40 AM radio station - as a disc jockey in 1969. In 1977, he helped organized the legendary Rolling Stones concert at the El Mocambo. After moving to CHUM FM in 1985, he hosted the morning show with Marilyn Denis for 32 years. Ashby was inducted into the Canadian Music and Broadcasting Hall of Fame in 2010 and received the Waters Family Broadcast Lifetime Achievement Award. He has also supported local charities, including the Big Brothers Big Sisters of Toronto, the Canadian National Institute for the Blind, the Toronto Wildlife Centre, and the Toronto Humane Centre.

Before retiring in 2018, Ashby worked for many years in the CHUM 104.5 Building at the intersection of Duncan and Richmond West, making this is an appropriate location to recognize an important contributor to Toronto's music history.

As this Street Naming Application and related documentation complies with the City of Toronto Street Naming Policy, it is recommended that the ceremonial name "Roger Ashby Way" be assigned to part of Duncan Street.

The General Manager, Transportation Services, has been consulted in the preparation of this report.

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SIGNATURE

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