



“RENAME SHERBOURNE PARK” CONTEST BACKGROUNDER

Contest Overview

The “Rename Sherbourne Park” contest – www.torontoist.com/park – was launched on April 26 by Waterfront Toronto and online news website Torontoist. The contest gives Torontonians a chance to become part of the history of the waterfront by helping to rename a new, signature park in the heart of East Bayfront. The park’s working name – Sherbourne Park – is based on its location at the foot of Lower Sherbourne Street. When the park opens this summer, it will give Torontonians access to a part of the lakefront they have never been able to enjoy.

The “Rename Sherbourne Park” contest has two phases:

- Submissions phase: Between April 26 and May 14, members of the public were invited to submit their park names to www.torontoist.com/park. Contest submissions had to follow the City’s policy on park naming and were to reflect the park’s location in one of Toronto’s newest, most sustainable and technologically-advanced communities.
- Voting phase: During the semi-final voting, from May 31 to June 7, members of the public ranked their favourite park names at www.torontoist.com/park from a shortlist of eight names. The three highest ranked names are part of a final round of voting between June 9 and June 15. The park name with the most number of votes after the final round of voting will be declared the winner on June 16.

Selection Process

More than 500 park names were received during the three week submissions phase. A selection committee representing a broad range of voices in the community was assembled to review the 500+ names and shortlist 8-10 for public voting.

The selection committee included:

- Toronto City Councillor Pam McConnell
- George Brown College student council vice-president
- A representative of Great Gulf Group of Companies (developer of Parkside site which is adjacent to the new park)
- A representative from the park’s landscape architect, Phillips Farevaag Smallerberg
- Torontoist Senior Editor
- Waterfront Toronto, Senior Project Manager of Parks

The selection committee used the following criteria during the shortlist process:

- Names should reflect the park’s location on the waterfront in one of Toronto’s newest, most sustainable and technologically-advanced communities.
- Historical, commemorative or geographically-related names should strongly relate to the waterfront and urban revitalization.

- Names must adhere to the City of Toronto's Policy Statement on Naming and Renaming Park & Recreation Facilities & Parks.

The shortlist was also reviewed by the City of Toronto Parks, Recreation and Forestry Division to ensure the names met the parks naming criteria outlined in the City of Toronto's Policy Statement on Naming and Renaming Park & Recreation Facilities & Parks.

Shortlisted Names

The following park names and descriptions were shortlisted by the selection committee for voting.

Bayfront Village Green

Chosen for the park's location in middle of the new East Bayfront neighbourhood, and to reflect the elegance of the park and its sustainability aspects.

Blue Edge Park

The Blue Edge is not just a physical description of the Waterfront but also the competitive edge the waterfront gives Toronto in building a city that is sustainable, inclusive, diverse, interesting and beautiful.

Sherbourne Commons

A green space, a public venue where the greens, open park-like spaces belong to the people without regulatory restriction or proprietary requirement. . . the right of the commons to all.

Tkaronto Park

Many believe 'Toronto' comes from the Iroquoian word 'tkaronto', which means 'where there are trees standing in the water.' The park's shock of green when viewed from the lake, will look like trees standing in the water. The stormwater management system lying under the park adds a modern and utilitarian facet to the interaction of water and trees.

Kanadario Park

'Kanadario' is from the Iroquoian word for 'sparkling water,' a great way to describe the water channel. 'Kanadario' may also be the origin of the name 'Ontario'.

Merchant's Wharf Park

The park's name pays homage to the old pier that once stood at the foot of Sherbourne Street.

Ridout Park

Named after the Ridout family, whose ancestral home (in Sherborne, England) Sherbourne Street was named after.

Waterside Park

Given the park plan, the urban planning around the park, and the proximity of the park to the lake, it seemed ideal to include a reference to water in the name.

Semi-Final Round

The semi-final round of voting featured a ranked ballot style of voting. Of the eight shortlisted names, the following three names were ranked highest after the semi-final round: Sherbourne Commons, Merchant's Wharf Park and Tkaronto Park. More than 1,500 people voted during the semi-final round.

Approval Process

The winning park name will be announced on June 16, 2010 and must be formally approved by Toronto and East York Community Council.