



STAFF REPORT ACTION REQUIRED

14.

Naming New Branch – Scarborough Centre Area

Date:	June 25, 2012
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

A new library branch is being built in the Scarborough Centre area within the Civic Precinct on Borough Drive, on the south side of the Scarborough Civic Centre. An address has been assigned to the branch, 150 Borough Drive. The anticipated opening of this branch will take place in 2014.

A name must be assigned to the new branch in preparation for construction and opening. Toronto Public Library has a Naming Policy which outlines the protocol and preferred names for Toronto Public Library branches, rooms, programs and collections.

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. names the new library branch located at 150 Borough Drive the Scarborough Centre Branch.

FINANCIAL IMPACT

There is no financial impact beyond what has already been approved in the current year's budget.

The Director, Finance and Treasurer has reviewed the financial impact statement and is in agreement with it.

BACKGROUND

Toronto Public Library's Naming Policy establishes the protocol and preferred names for Toronto Public Library branches, rooms, programs and collections. Toronto Public Library established the practice of naming its branches for their geographic locations when it opened its first branch, Northern, in 1884 in what was the Northern part of the

city. Since then, branches in all areas of the city have, for the most part, been named for their geographic location.

The naming of branches after the geographic location provides a sense of place and identity for the library. It provides an indication of the location and facilitates finding the branch.

COMMENTS

The new branch in the Scarborough Centre area will be located on Borough Drive on the south side of the Scarborough Civic Centre. In accordance with the Naming Policy, Scarborough Centre Branch is the recommended name as it indicates the geographic location and community where the branch will be situated. The service area for the new branch extends beyond the Civic Precinct, and Scarborough Centre is indicative of the area the branch will serve. The local councillor has been consulted and is in agreement with this name.

CONTACT

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SIGNATURE

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