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STAFF REPORT ACTION REQUIRED with Confidential Attachment

Naming Opportunities – Relocated St. Lawrence Branch, 339 Queen Street East

Date: April 2, 2026

To: Naming Committee

From: City Librarian

Reason for confidential information: *This report involves the security of the property of the Board – Public Libraries Act, R.S.O 1990, Chapter P. 44, s. 16.1 (4) (a).*

SUMMARY

The purpose of this report is to present recommendations for approval by the Toronto Public Library (TPL) Board for the naming opportunities at the relocated St. Lawrence Branch, 339 Queen Street East, as outlined in the confidential attachment. The proposal involves the naming of two rooms/spaces at the new branch, the TPL Community Services Hub and the Children’s Area.

RECOMMENDATIONS

The City Librarian recommends that the Naming Committee:

1. adopts the confidential recommendations in Confidential Attachment 1 for consideration at the April 20, 2026 TPL Board meeting; and
2. recommend that the Board authorize the public release of Confidential Attachment 1, following completion of negotiations, finalization of appropriate approvals, and release of public announcements.

FINANCIAL IMPACT

The financial implications of the proposed naming opportunities in support of the relocation of the St. Lawrence branch to the new location at 339 Queen Street East are set out in Confidential Attachment 1.

The Director, Finance & Chief Financial Officer has reviewed this financial impact statement and agrees with it.

ALIGNMENT WITH STRATEGIC PLAN

The opportunities identified in this report support the 2025-2029 Strategic Plan priority of Shared Community Spaces by accelerating enhancements of our physical spaces to ensure that Torontonians have access to up-to-date multi-use library spaces that cater to diverse needs in every neighbourhood in the city.

EQUITY IMPACT STATEMENT

TPL's Equity Statement outlines the library's commitment to creating and maintaining work and public service environments where everyone is welcomed, included and supported, and that are grounded in tolerance and mutual respect, so that library customers, stakeholders, staff and the public can freely and equitably access or deliver library services, which meet the changing needs of Torontonians. The naming opportunities presented in this report have been considered in alignment with TPL's Naming Policy, including ensuring that proposed names will not be or be perceived to be discriminatory or derogatory of

race, colour, ethnic origin, gender identity or expression, sex, sexual orientation, creed, political affiliation, disability or other social factors.

DECISION HISTORY

At its [June 23, 2025 meeting](#), the Toronto Public Library Board approved the Toronto Public Library Foundation's Framework for Space Naming Opportunities.

At its [March 24, 2025 meeting](#), the Toronto Public Library Board approved TPL's updated Naming Policy.

ISSUE BACKGROUND

Relocated St. Lawrence Branch

Toronto Public Library has been planning for a new district branch in the St. Lawrence area since 2008 in response to several critical factors, including projected population growth in this part of the city and the condition of the current St. Lawrence branch. TPL has purchased a building at 339 Queen Street East to house the new library branch. The new location is approximately 900 metres from the current branch, about a 15-minute walk.

At the new location, the branch will become a district branch designed to serve broader communities in a larger space with additional services. The new branch will feature larger collections, more open hours, barrier-free access to technology and digital literacy training, and options for individual and group workspaces. Flexible spaces for programming and events will be considered for the new space. Properly zoned spaces for different age groups, including an interactive early literacy centre for young children and dedicated youth spaces, will deliver much-needed library services to a rapidly growing population.

TPL Naming Policy

TPL's [Naming Policy](#) requires that names for library rooms, programs and collections be approved by the Board, where there is a commemorative name or a name in recognition of a donor or sponsor. This includes responsibility for approving the terms and conditions and amount of any donation or sponsorship.

The policy outlines that:

- The naming process is intended to be transparent. If the TPL Board approves a name in a closed session at its meeting, the details of the name, including the terms and conditions of the agreement, will be made public at an appropriate time.
- All naming agreements will be in the form of a legal contract.
- Names for a donor or sponsorship must be for a fixed term, and must not exceed the useful life of the asset.
- The donation or sponsorship shall constitute a significant portion of the total cost of the branch, room, program or collection to be named.
- In the case of sponsorship, the associated sponsorship shall be commensurate with the market value of the naming opportunity as identified by the TPL Foundation.
- In developing naming agreements, the Library and the TPL Foundation will ensure that donors and sponsors do not have any influence on the design or objectives of library branches, rooms, programs, and collections.
- If, at any time following the approval of a naming opportunity, circumstances change substantially such that the continued use of a particular name may compromise the public trust and/or reputation of the Library, the Library Board may withdraw the naming opportunity or discontinue use of the name. The sponsorship or donor agreement will contain a clause that reflects this.

The policy also outlines the factors to be considered for naming opportunities related to a donation or sponsorship:

- whether the initiative could proceed without the donation or sponsorship;
- the urgency of the need for the initiative;
- the distinction, reputation and integrity of the individual or corporation whose name will be used; and
- the relationship of the individual or corporation to the Library.

COMMENTS

The proposed naming opportunities will support the relocation of the St Lawrence branch to a new location at 339 Queen Street East. The proposal involves the naming of two rooms/spaces at the new branch, the TPL Community Services Hub and the Children's Area.

More information about the proposed naming approach is included in Confidential Attachment 1.

CONTACT

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SIGNATURE

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City Librarian

ATTACHMENTS

Attachment 1: Confidential Attachment on Naming Opportunities –
St. Lawrence Branch