



STAFF REPORT ACTION REQUIRED

Proposed renaming of Bathurst Subway Parkette to Ed and Anne Mirvish Parkette

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| Date: | May 20, 2008 |
| To: | Toronto and East York Community Council |
| From: | Brenda Librecz, General Manager, Parks, Forestry and Recreation |
| Wards: | Ward 19 Trinity-Spadina |
| Reference Number: | |

SUMMARY

This staff report is about a matter for which the Community Council has delegated authority from City Council to make a final decision.

The purpose of the report is to respond to the request made at the January 15, 2008 Toronto and East York Community Council meeting regarding the renaming of Bathurst Subway Parkette to Ed and Anne Mirvish Parkette.

The Parks, Forestry, and Recreation staff is recommending that the Bathurst Subway Parkette, located at 819 Bathurst Street, be officially renamed the Ed and Anne Mirvish Parkette in honour of their significant contributions to the Toronto community and the arts.

Parks, Forestry and Recreation staff have exercised due diligence in ensuring that all criteria in the Renaming for Parks and Recreation Facilities and Parks Policy have been met.

RECOMMENDATIONS

The General Manager of Parks, Forestry and Recreation Division recommends that Toronto and East York Community Council approve the renaming of Bathurst Subway Parkette, located at 819 Bathurst Street, to Ed and Anne Mirvish Parkette.

Financial Impact

There are no financial implications resulting from the adoption of this report.

COMMENTS

Ed Mirvish moved to Toronto with his family in 1923 and at the young age of 15 commenced his business career after the death of his father. Ed became the manager of the family grocery store and the sole support for his mother and siblings. By 1941 Ed met and married a radio singer from Hamilton Ontario by the name of Anne Macklin. Ed and Anne opened and ran a dress shop until 1948 when Anne provided Ed with the funds from an insurance policy to open their bargain basement store known as “Honest Ed’s.”

Anne Mirvish was a supporter of the arts and an artist herself. She is best known for her series of metal sculptures titled Annie's Recipes and Memories of Tuscany, both of which received international critical acclaim. It was she who encouraged Ed Mirvish to buy the Royal Alexandra Theatre which changed the cultural landscape of Toronto by bringing world renowned musical theatre to the City.

Over the course of the next 60 years, Ed and Anne Mirvish expanded Honest Ed’s to incorporate the whole block. The store eventually became known as the “Worlds biggest discount department store.” “Honest Ed’s” was a significant presence within the community. It was a social gathering point for the many promotional events, turkey giveaways and street celebrations put on by the Mirvish family and enjoyed by the Toronto community.

Ed and Anne Mirvish’s strong commitment to family, community and the arts was the driving force for the couple to develop “Mirvish Village” and the “Theatre District.” They were both a positive influence on the community and encouraged excellence through their insight, generous spirit, and great love of life.

Renaming the Bathurst Subway Parkette to Ed and Anne Mirvish Parkette is an opportunity to recognize their importance to the City of Toronto and will honour them both.

CONTACT

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SIGNATURE

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