Town of East Gwillimbury

Street Naming and Renaming Policy

1.0 Purpose

The purpose of the Street Naming and Renaming Policy is to provide the Town of East Gwillimbury with a fair, consistent and efficient process for the naming and renaming of municipal streets. The purpose of the policy is to encourage the naming of municipal streets to promote wayfinding, easy navigation and to foster civic pride. The policy includes both the process for assigning street names and the criteria against which Council should consider new street names.

2.0 Objectives

2.1 To ensure a clear and efficient street naming and approval process;

2.2 To ensure the application of key criteria to determine the validity and appropriateness of a nominated street names that are non-discriminatory, appropriate, and non-exclusionary;

2.3 To ensure and encourage community participation and civic pride by encouraging any member of the public to nominate a street name;

2.4 To ensure compliance with the Municipal Act, 2001, as amended, and any other legislation that may be applicable

3.0 Definitions

Council: The Council of the Town of East Gwillimbury

ECSS: The Town of East Gwillimbury's Emergency, Community Safety Services Department

Planning Branch: The Town of East Gwillimbury's Development Services Planning Branch

Street Name Application: application form which is to be completed by the applicant with information related to the nomination and submitted to the Development Services – **Planning Branch** for consideration by **Council** to be added to the approved street name inventory

Street Name Inventory: The database of names which have been approved by Council for future assignment to municipal streets. The Inventory is managed and updated by the Development Services – **Planning Branch**.

Suffix: the word that follows the street name – usually to indicate the type of street (i.e., Street, Court, Avenue etc.)

Town: Corporation of the Town of East Gwillimbury

Veteran: Any person who served in the Canadian Armed Forces in active military duty during any war, military action or any peacekeeping action in which Canada played an active military role (including, but not limited to the First and Second World Wars) and who are/were residents of East Gwillimbury.

4.0 Procedure for Nominating a Municipal Street Name

4.1 Any person including member of **Council,** Town Staff and Advisory Committees can make a request to add a name to the Street Name Inventory.

4.2 The request shall be submitted to the **Planning Branch** along with the **Street Name Application** included in Appendix 1. Application forms must include a complete explanation of the reasons for the nomination of the proposed name(s) and which of the categories in Section 7.0 of this policy the proposed name fits.

4.3 Planning Staff will review the application for conformity to the criteria outlined in Section 8.0 of this policy and complete one of the following actions:

4.3.1 If the proposed name/explanation does not meet the Town's criteria, the applicant will be advised in writing, and the name will not be brought before **Council** for consideration.

4.3.2 If the proposed name/explanation meets the Town's criteria, it will be circulated to York Region Planning Department, the Town's **ECSS** Department, Diversity and Inclusion Committee and where appropriate, the Town's Heritage Advisory and for review and comment.

4.4 If the Region of York and the Town's **ECSS** Staff have no concerns with the proposed street name, a recommendation report will be brought forward for Council's consideration.

4.5 If a proposed name is not approved by **Council**, the applicant will be notified in writing and the name will not be added to the **Street Name Inventory** this decision of **Council** will be final.

5.0 Procedure for Assigning Municipal Street Names

5.1 Developers will be provided with the **Street Name Inventory** and will be encouraged to select street names from the approved list with an appropriate **suffix**.

5.2 Once Developers select names for assignment to a municipal street, Planning Staff will report to **Council** with the proposed street name assignment for **Council's** final approval.

5.3 Street names cannot be reserved for a specific development until **Council** has approved the name for assignment to a Municipal Street.

6.0 Street Name Inventory

6.1 The **Planning Branch** will update and manage the **Street Name Inventory** reporting to **Council** as needed with recommended updates to the **Street Name Inventory** including new nominations.

6.2 When nominating a street name, applicants may specify which community is most appropriate for assignment of the name (i.e., the name of a Veteran who lived in Queensville may be reserved for the Queensville Community) the **Street Name Inventory** will track all community specific names to ensure they are assigned in the most appropriate location.

7.0 Categories for Street Names

7.1 All proposed and approved street names should fit within one of the following categories:

Names of Individuals or Groups in Honour of their Outstanding Community Service or Historic Significance

- Resident or community group who have contributed to the Town or the well-being of its residents (i.e., through heroic actions sports, culture, or community involvement, may include former Councilors).
- The names of living individuals are not to be included for consideration
- Consent must be given by the individuals family

Outstanding Canadian and/or local Veterans and Heroes

- Individuals who have made significant contributions to Canadian society (i.e., David Wilson, Terry Fox etc.)
- Residents of East Gwillimbury who have served in the Canadian Armed Forces or who have lost their lives in public service (i.e., York Regional Police).
- All Veteran Street name signs are to include the Poppy symbol in recognition of their service
- Consent must be given by the individuals family

Natural Features and Botanical Names

- Names reflecting prominent natural features in the community (i.e., Vivian Creek Road and Pine Hills Court)

- Names recognizing native/local wildlife flora and fauna

Historic References

- Names reflecting a prominent historic location, individual or event in the Town of East Gwillimbury
- Names with reference to one of the Town's historic themes (i.e., related to the Sharon Temple, Agricultural History etc.)
- All nominated names with historic references should be circulated to the Heritage Advisory Committee prior to approval

Miscellaneous

- Any names that do not fit the four identified categories, but which may be significant or appropriate for use within the community
- Or if a subdivision comes in and want to select their own theme subject to Council approval

8.0 Criteria for Street Naming/Renaming

8.1 The Planning Branch will consider all **Street Name Applications** against the criteria set out in this Policy. Only those names that meet the criteria will be brought before **Council** for consideration to be added to the **Street Name Inventory**.

8.2 **Council** will consider all proposed names which meet the Town's criteria but are under no obligation to approve a proposed name even if all the criteria has been met.

8.3 When assigning names to a number of streets in one or more connected plans of subdivision, consideration may be given to assigning names with a particular theme (including those not listed in Section 7.0 of this Policy) subject to **Council** approval.

8.4 Proposed street names must meet the following criteria

8.4.1 Are easily pronounced, recognized, use conventional spelling and are spelled the way they are pronounced

8.4.2 Names honouring individuals shall be a posthumous honour and consent is required from the individual's family

8.5 Proposed street names with the following characteristics **will not** be considered for approval:

8.5.1 Those which exceed 16 characters in length (including spaces)

8.5.2 Those named after a living individual

8.5.3 Discriminatory or derogatory names, those which may be interpreted as such, or names of individuals known for discriminatory behaviour and/or beliefs.

8.5.4 Names with undesirable definitions or those pronounced or spelled similar to those with undesirable definitions (including names with sexual overtones, inappropriate humour and slang).

8.5.5 Names seen as advertising for a particular business

8.5.6 Names already assigned to existing streets and park facilities in East Gwillimbury, York Region, or nearby municipalities

8.5.7 Names will similar spelling or pronunciation to an existing street name

8.5.8 Names with multiple words or special characters (dashes, hyphens etc.) are to be discouraged

8.6 Please refer to the Town of East Gwillimbury's Engineering Standards and Design criteria for requirements for street name signage.

9.0 Assigning a Suffix to a Municipal Street Name

9.1 The criteria for making street suffices shall be applied to different road types by the **Planning Branch** in accordance with the following:

"Street", "Avenue", and **"Way"** for streets that run in a general north-south or east-west direction and used generally to denote collector roads.

"Road" for streets which are collector or arterial streets and are heavily used and run in any direction.

"Drive" and **"Trail"** for streets where meandering is the main character.

"Boulevard" for streets where the travel lanes are separated by a planted median divider.

"Crescent" for streets which intersect another street at both ends and which forms a crescent and leads back to the same connecting street at each end.

"Court" for streets which end permanently as a bulb/cul-de-sac, a "T", or a design which permits turning around and have only one point of access.

"Place" and **"Square"** for streets where there is no exit from the street and the street leads back to the original street entrance.

"Gate" for streets that are a short connection from a main street to another street.

"Circle" for streets that loop back to itself.

"Lane" for streets which are generally straight and have a minimum number of connecting streets.