

Street Naming Policy

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1 PURPOSE

- 1.1 To ensure that street name approvals are consistent, comprehensive, effective and efficient, and thereby result in the approval of high quality names that reflects a positive image for the Town of Bradford West Gwillimbury.

2 SCOPE

- 2.1 This policy applies to development proponents and organizations submitting requests for street names and Development Engineering staff responsible for evaluating requests.

3 POLICY STATEMENT

- 3.1 Streets should generally be named after people, places, events and things related to the municipality. Proposed names should meet one or more of the following:

- (a) honour and commemorate noteworthy persons associated with the town;
- (b) commemorate local history, places, events or culture;
- (c) recognize native wildlife, flora, fauna or natural features related to the community.

- 3.2 In order to ensure that street names proposed under sections 3.1(a) and (b) are representative of all people and cultures within Bradford West Gwillimbury's diverse community, emphasis will be placed on selecting names of Black, Indigenous, racialized people and women that have made positive contributions to our community.
- 3.3 The town will enable the naming of streets after residents who have lost their lives while serving the Armed Forces, Fire and Emergency Services or South Simcoe Police Services. These names may also be used for the naming of civic parks, walkways and civic spaces within the town.
- 3.4 Names of living persons should be used only in exceptional circumstances. Streets named posthumously may be permitted provided that written consent has been obtained from the individual's surviving family (unless the individual is a national or international public figure). Reasonable effort should be taken in attempting to contact family members.
- 3.5 Development plans requiring more than five new streets names should be named on basis such that one-third of the names are drawn from section 3.1(a), (b) and (c). This requirement is to be applied generally, with the key aspect being that names of specific relevance to the subject lands should receive the highest consideration, particularly for the main streets of the plan.

For any development plan requiring more than one street name, a minimum of one name will comply with section 3.1.

- 3.6 The following criteria will be applied when considering proposed street names:
- (a) new street names should not duplicate any similar name already in use. A variation in the suffix, i.e. "street", "road", "avenue", will not be accepted as sufficient reason to duplicate a names;
 - (b) street names with unconventional spellings should be avoided so as to facilitate easy recognition, pronunciation, and to avoid confusion;
 - (c) only a person's last name should be used as a street name unless additional identification is necessary to prevent a duplication with an existing street name;
 - (d) names having the same or similar pronunciation but with different spellings are not permitted;
 - (e) special characters in street names such as hyphens, apostrophes or dashes shall not be used;
 - (f) names for public streets that could be seen as advertising a particular business shall be avoided;
 - (g) directional prefixes will be used only when necessary;
 - (h) street names will be no more than 18 characters including spaces and suffix;
 - (i) names of existing streets shall be used on new streets which are continuations of, to in alignment with, existing streets (becoming through-streets); and

(j) the use of compound names shall be discouraged.

- 3.7 Acceptable suffixes/street types are listed under Appendix 'A'. Abbreviations shall be applied uniformly as listed in the appendix.
- 3.8 Council shall consider requests to rename public roads in accordance with the Street Renaming Guideline and private roads in accordance with the Street Renaming Guideline and section 48 of the Municipal Act.

4 PROCEDURE

- 4.1 Development proponents shall submit proposed street names in writing to the project planner following draft approval and prior plan registration, to assist with identifying potential names, the proponent may choose to consult with the Royal Canadian Legion, the Land Registry Office, the BWG Heritage Committee, and the town's list of Candidate Street Names. If applicable, the proponent shall be responsible for obtaining written permission as described in Section 3.4.

The request shall include the proposed name, the specific street location and brief background information on the name and how it meets the street name policy. The project planner, in consultation with Fire and Emergency Services, will evaluate the proposed names within context of this policy. Staff recommendations will be presented to council for approval.

5 RESPONSIBILITIES

Compliance, monitoring and review

- 5.1 The Administrator has overall responsibility for:
- the policy document and must ensure the document is updated to comply with legislation, Town requirements and best practices;
 - receiving and coordinating the review of proposed street names;
 - ensuring this policy aligns with Town's requirements/strategies/values;
 - implementing and monitoring, and
 - reviewing to evaluate the continuing effectiveness of this policy.

Staff will consider criteria in this policy when reviewing submissions.

Reporting

- 5.2 No additional reporting is required.

Records management

- 5.3 Staff must maintain all records relevant to administering this policy in a recognized Town recordkeeping system and in accordance with Town Records Management policies and procedures.

6 FEEDBACK

- 6.1 Feedback about this document may be provided by emailing the Manager of Community Planning.
- 6.2 To report suspected instances of noncompliance with this Policy, please see Town's Complaint Policy.

7 APPROVAL AND REVIEW DETAILS

Approval and Review	Details
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Administrator	Manager of Community Planning
Next Review Date	2027/05/17

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Notes	

Approval and Amendment History	Details
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Notes	

Approval and Amendment History	Details
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Notes	Amends Section 3.8 – Street renaming

8 APPENDIX

Appendix 'A' – Street Suffixes

Street Name	Abbreviation
Streets	St
Lane	Ln
Road	Rd
Court	Ct
Way	Way
Drive	Dr
Place	Pl
Circle	Cir
Ridge	Ridge
Avenue	Ave
Trail	Trail
Run	Run
Point	Pt
Terrace	Ter
Boulevard	Blvd
Landing	Lndg
Run	Run
Parkway	Pkwy
Loop	Loop
Square	Sq
Crossing	Crsg
Row	Row

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Document Approval

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