

Street Renaming Guideline

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1 PURPOSE

- 1.1 The purpose of the Street Renaming Guidelines is to provide the Town of Bradford West Gwillimbury (BWG) with a fair, consistent and efficient process for the consideration and procedure for renaming of municipal streets. As street names are critical for municipal addressing and emergency response purposes, this guideline establishes specific criteria for identifying, consulting, proposing and reviewing street names, public engagement and final implementation.

2 SCOPE

- 2.1 This guideline applies to the renaming of streets within the Town of BWG and the Community Planning Staff responsible for processing and evaluating submissions.

3 RENAMING PROCESS

Street Name Change Application

- 3.1 Applications to change the name of a street may be submitted by one of the following:
- Member of Council;
 - Municipal Advisory/ Steering Committees (Heritage Advisory Committee or Diversity, Equity and Inclusion (DEI) Committee as an example); and
 - Member of the Bradford West Gwillimbury community.
- 3.2 Name change proposals should include a rationale supporting the proposed change.
- 3.3 Where a proposed street name is not provided for by the Applicant, Town staff will recommend an appropriate consultation process to solicit and evaluate suggestions.
- 3.3.1 At Council's discretion, a sub-committee, made up of Council appointed representatives from Municipal Advisory Committees, may be established to evaluate the naming suggestions.
- 3.4 Proposed name changes will comply with the Town's Street Naming Policy (PLN-001).

Evaluation and Review

- 3.5 The Town will solicit feedback by circulating the proposal to internal divisions and applicable advisory committees. The feedback is then included in a staff report to Council seeking direction to endorse the proposal. The staff report will also outline the consultation process and scope of project based on criteria outlined in this Guideline.
- 3.6 Town staff and committees will consider the following factors when evaluating the proposal:
- a) whether or not the existing name is offensive;
 - b) whether or not the name is associated with a controversial period of history;
 - c) financial implications;
 - d) the name change would positively contribute to the sense of community; and
 - e) that the name change reflects a changing BWG.

Endorsed Proposals

- 3.7 When proceeding with a street renaming, the Town will endeavor to consult with impacted stakeholders. The scope of the consultation will be determined with consideration of:
- a) The number of properties impacted;
 - b) The type of land uses of the subject properties;
 - c) The impact on the broader community; and
 - d) Jurisdictional changes and linkages of the street/road to other roads and infrastructure.
- 3.8 Consultation regarding the endorsement of a street name change may coincide with soliciting suggestions for proposed changes.

- 3.9 Based on the criteria in 3.6, Town staff will recommend consultation and notification efforts which may include:
- a) Direct mailings/notifications to property owners and tenants;
 - b) public notice in a well circulated online news source and Town website;
 - c) public open house; or
 - d) on-line surveys.
- 3.10 Town Staff will report back to Council upon completion of the consultations and community engagement efforts. The report will:
- a) Outline the consultation process and feedback received;
 - b) List proposed street name(s) that meet the Street Naming Policy (if applicable);
 - c) Make a recommendation whether to move forward with street name changes; and
 - d) Outline implementation requirements (if applicable).

Implementation

- 3.11 Upon Council direction, Town staff will develop an implementation plan. The implementation plan may include:
- a) Advise property owners/tenants on the impact of an address change;
 - b) Timing of change;
 - c) Coordination of signage changes;
 - d) Notifying external stakeholders:
 - i. Canada Post
 - ii. Utilities
 - iii. Simcoe County
 - iv. Emergency Services
 - e) Notify internal departments and take necessary steps to give effect to the change; and
 - f) Prepare and bring forward the required by-laws for enactment.

4 RELATED DOCUMENTS AND LEGISLATION

- Street Naming Policy – PLN-001 (November 2007)

5 FEEDBACK

Feedback may be provided about this document by emailing the Manager of Community Planning.

6 APPROVAL AND REVIEW DETAILS

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Document Approval

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