

Policy

Name of Policy: Naming Policy		Policy #
Council Approval	Effective Date • March 16, 2021	Supersedes
• Resolution # 2021-073		• Policy # dated

1. Purpose

The purpose of this policy is to establish criteria for the naming of locations within the Township of Cramahe and encouraging the use of street names of local significance.

Under the provisions of the Municipal Act, 2001, S.O. 2001, c.25, the municipality has final street name approval authority. By-Law 98-4, Being a By-Law to Establish Street/Road Names and Street/Road Map For the Roads in the Township of Cramahe allows the municipality to provide for changing the name or the giving of a name to a highway, and for affixing names at intersections on public or private property.

2. Scope

This policy applies to all staff and Council, the development industry, property owners and businesses for the naming of both public and private streets and locations.

3. Policy

3.1 All requests for street and municipal park names shall be made in writing. The requests shall include background information concerning the rationale for the request, geographical association (if applicable), biographical information and documentation providing support for the request. The applicant must assume responsibility for obtaining the support for the request where applicable.

3.2 Where the name of an individual is used, approval shall be obtained from his/her family if available.

3.3 Potential street and park names will be compiled into a list by the Planning and Development Department.

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3.4 All potential Street names will be forwarded to the Planner, with distribution to the Manager of Roads and Environment, for their review prior to being forwarded to Council for consideration and approval.

3.5 The Planner will be responsible for assigning street names either individually or through the subdivision agreement process.

3.6 Street names can be added to the compiled list from time to time as they are suggested through submission with a complete justification and history from citizens or public service groups and are formally adopted by Council.

4. Responsibilities

4.1 The CAO shall be responsible to ensure the street names are reviewed for compliance to this policy prior to being given approval.

4.3 The Clerk will ensure that the policy is reviewed on a regular basis.

5. Procedure:

5.1 Selection of Street Names for a Development

5.1.1 A developer will be required to select the street names for a proposed subdivision from the list of approved street names.

5.1.2 Re-naming of Existing Streets Initiated by Public:

5.1.2.1 The following minimum standards must be met before Council will consider changing the recorded name of any existing street:

5.1.2.2 75% of all owners of assessed properties abutting the street must sign and submit a petition representing 75% of assessment supporting the proposed street name;

5.1.2.3 The proposed street name must meet the criteria set out above;

5.1.2.4 The full costs of administration, purchase and installation of the street name sign(s) will be at the applicant's expense;

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5.1.2.5 The re-naming may take into account the significance of any past historical importance associated with existing name; and

5.1.2.6 Reason for change must have justification to in relation to the negatives of the existing name.

6. GENERAL GUIDELINES

a) Street names that exhibit the following elements will be given preference:

- a. Names that are easily pronounced;
- b. Names that are spelled how they are pronounced;
- c. Names that represent specific themes;
- d. Names that reflect local heritage, traditions and character;
- e. Names that recognize local features and geography;
- f. Names that recognize native wildlife, flora, and fauna.

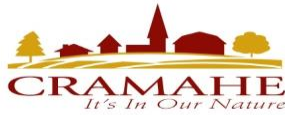
b) Street names that exhibit the following elements will not be considered:

- a. Names that are already in use within Northumberland County;
- b. Names with complex or unconventional spellings;
- c. Names that may be spelled in a number of different ways;
- d. Names with elements such as hyphens, apostrophes or dashes;
- e. Names that are spelled differently but sound similar to existing or reserved street names;
- f. Names that could be pronounced in several different ways;
- g. Names that may cause confusion in an emergency situation, such as names of a well-known location (i.e. Lakefront) or emergency services terminology (i.e. Chase);
- h. Names that use numbers;
- i. Names that denigrate individuals or groups;
- j. Names based on identifiable ethnic or racial groups, or religious affiliations;
- k. Names generated for marketing needs;
- l. Names that may be considered offensive due to inappropriate humour, parody, slang or double meanings.

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7. Individuals

- 7.1 Living Individuals Streets named after living individuals are discouraged as the individual may encounter future circumstances that lead to inappropriate connotations for his or her name. Use of a living person's name requires written consent of the individual, a written description detailing the individual's contribution to the Township and/or community, and Council (or its delegated authority) approval.
- 7.2 Posthumous Streets named after an individual posthumously require written consent from the individual's surviving family, a written description of the individual's contribution to the Township and/or community, and Council approval (or its delegated authority). Names of individuals who are national or international public figures do not require written consent from surviving family members.
- 7.3 Former Reeves & Mayors - No street may be named after an elected official unless they have retired from public service.
- 7.4 Veterans Streets named in honour of Township residents who served or who lost their lives while serving in the Canadian Armed Forces or the Police or Fire departments are encouraged. Special signage entailing a poppy symbol may be used for all streets named in honour of military veterans.
- 7.5 Businesses or Industries Streets named after existing businesses and industries shall not be considered as such names represent a form of advertising that may affect other businesses or industries in the area.
- 7.6 Intersecting Streets Where a minor road or collector road crosses an arterial road or a major collector road, each section of the minor road or collector road shall be assigned a different name. This is to ensure that emergency services may reach a destination in a timely and efficient manner. When a road that runs North and South or East and West has a 90 degree turn in the roadway



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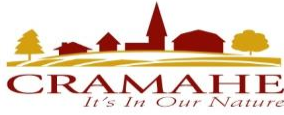
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to continue in a third direction must be named with a different street name to avoid confusion for emergency response.

7.7 Street Names as Prizes Street names shall not be used as a prize or as a silent auction item.

7.8 Naming of Parks - Where a past Mayor or Reeves name cannot be used for a street name because of a Northumberland County policy conflict, the Township should consider using those names for naming of Parks and Sports Fields in the community.

7.9 Naming of Community Facilities - The Township policy for naming of community facilities is to generate where possible, revenues to support the operating costs of these types of buildings. Businesses and corporations with interest in naming rights will execute a 5 to 10-year agreement to benefit both parties with the signage, promotion and exclusivity.



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APPLICATION FORM PROPOSAL FOR STREET NAME CHANGE IN THE TOWNSHIP OF CRAMAHE

Nominator's Information

Name:

Address:

City: Province: Postal Code:

Preferred Phone: Email:

Existing Street Name:

Proposed Street Name:

Reason for Request (Please indicate the information that is included with this Application):

- Background information (reason for request)
- Biography (if applicable) (i.e. Given name, Date of Birth/Death, Places of Birth/Death, Contribution, Awards, Achievements)
- Letter(s) of Support (if applicable) (i.e. approval of family of nominee, persons affected by naming/renaming, petition)
- Other: I authorize that this information is true and complete to the best of my knowledge.

Signature

Date