



Town of Newmarket
395 Mulock Drive P.O. Box 328,
Newmarket, Ontario, L3Y 4X7

Email: info@newmarket.ca | Website: newmarket.ca | Phone: 905-895-5193

Street Naming Policy and Reserve List Update Staff Report to Council

Report Number: 2023-29

Department(s): Planning and Building Services

Author(s): Kaitlin Friesen, Planner – Development

Meeting Date: May 8, 2023

Recommendations

1. That the report entitled Street Naming Policy and Reserve List Update dated May 8, 2023 be received; and,
2. That the Town's Street Naming Policy be updated; and,
3. That Staff be authorized and directed to do all things necessary to give effect to this resolution.

Purpose

The purpose of this report is to provide Council with recommendations for updates to the [Town of Newmarket's Street Naming Policy](#) and provide Council with an update regarding the Town's Street Name Reserve List.

Background

On January 16, 2023, the Newmarket Dismantling Anti-Black Racism Task Force presented the Dismantling Anti-Black Racism Action Plan to Council.

One of the action items identified through the work of the Task Force and in the Action Plan was to review and revise the street naming policy to specifically encourage and promote names that represent Black peoples, Indigenous peoples, and people of colour, and/or their achievements.

This report provides Council with staff's recommendations for updates to the Town's Street Naming Policy and provides an update on new additions to the Town's Street Name Reserve List.

Discussion

Street Naming Policy

The Town's Street Naming Policy was approved by Council on May 16, 2016. The purpose of the policy is to set out guiding principles for the naming and renaming of streets in the Town of Newmarket. The Street Naming Policy outlines the process for street names to be added to the Street Name Reserve List and establishes an Internal Review Team to review and approve suggestions for future street names. This review team is comprised of representatives from Town of Newmarket Planning Services, Recreation and Culture Services, Central York Fire Services, York Region Development Services, and the Staff Liaison for the Heritage Newmarket Advisory Committee.

Planning Staff maintain the Street Name Reserve List. Any street name suggestions that are approved by the Review Team are also included on a consolidated list that may be used for future parks and asset naming.

The Dismantling Anti-Black Racism Action Plan recommended that:

“the Street Naming Policy should be reviewed with an aim at addressing the current imbalances as it relates to Black and other visible minorities. Newmarket maintains a strong historic landscape & heritage which attracts and maintains a diverse meeting of peoples and commercial activities. As the story of Newmarket continues to be written, it is important to recognize all those who have contributed to the Town from the standpoint of equity.”

Staff recommend that the following wording be added into the Policy to encourage and promote street names that are representative of the diverse community and their achievements:

Add to Section 2.5 - “Street names that represent Black peoples, Indigenous peoples, and people of colour, and/or their achievements will be encouraged and promoted.”

The Dismantling Action-Black Racism Action Plan also notes that “equity issues with regards to class-based bias should be considered and the bias eliminated. A framework in which, for example, an exemplary working class individual is given due consideration for recognition is to be encouraged.”

The current policy wording requires street name nominees to have had a considerable relationship and/or have made a significant contribution to the Town specifically. As per the above Action Plan recommendation, Staff recommend the following amendments to the Policy to encourage future street names that not only represent individuals that have had a relationship and/or made contributions to Newmarket, but also those who have made contributions to their communities. A person could be nominated for their contributions to a cultural community, religious community, school community, etc.

Section 3.2 – Street Name Criteria of the Policy	
Current Wording	Proposed Wording
<p>3.2.1 Names must relate to local individuals/families posthumously who:</p> <p>a. Have had a considerable relationship with the Town, and/or</p> <p>b. Have made a significant social, political, or cultural contribution to the Town.</p> <p>Or</p> <p>3.2.2 Other names of historical significance.</p> <p>3.2.3 Themes for large developments (e.g. residential and/or industrial subdivisions) shall be of local, regional, provincial or national significance. Priority shall be given to themes with local significance.</p>	<p>3.2.1 Names must relate to local individuals/families posthumously who:</p> <p>a. Have had a considerable relationship with the Town and/or their community;</p> <p>and/or</p> <p>b. Have made a significant social, political, or cultural contribution to the Town and/or their community;</p> <p>and/or</p> <p>c. Are significant to Black peoples, Indigenous peoples, and equity-deserving groups.</p> <p>Or</p> <p>3.2.2 Other names of historical significance.</p> <p>3.2.3 Themes for large developments (e.g. residential and/or industrial subdivisions) shall be of local, regional, provincial or national significance. Priority shall be given to themes with local significance and/or equity-deserving groups.</p>

In conclusion, it is recommended that the Town’s Street Naming Policy be updated with the amendments as noted above. Further, staff will engage with NACCA to invite a member to participate on the Street Naming Internal Review Team.

Street Name Reserve List

The Street Name Reserve List is a database of names intended to be used as future street names within the Town of Newmarket. When a street name is required, the Street Naming Internal Review Team will work with the property owner to assign a street name(s). Street names must be chosen from the existing reserve list.

The Action Plan outlines key performance indicators (KPIs) to set clear targets and measures of success for each of the priority areas in the report. The KPIs for street naming include:

- Regular (e.g. annual, semi-annual) meetings with community groups to obtain new names;
- Annual staff report to Council updating list of pre-approved names; and,
- Percentage of new names recognizing Black peoples, Indigenous peoples, and people of colour, and/or their achievements on the list of pre-approved names.

Planning Staff have consulted with Newmarket African Caribbean Canadian Association (NACCA). NACCA has provided the following name suggestions to be added to the street name reserve list:

- Carthage;
- Charlie Phillips;
- Chloe Cooley;
- Edward Provost;
- Henry Hisson;
- Mary Louisa Pipkin;
- Nelson Mandela;
- Peter Martin;
- Taylor Tamar; and,
- Ubuntu.

Refer to Attachment #1 for a summary of the contributions each of the above noted individuals has made to Newmarket or their community, as provided by NACCA.

Planning Staff will continue to explore opportunities to engage with community groups to obtain new street name suggestions and will advise Council on the percentage of new names recognizing Black peoples, Indigenous peoples, and people of colour on the list of pre-approved names.

Conclusion

Staff have completed a review of the Town's Street Naming Policy and Street Name Reserve List. This report recommends updates to the Town's Street Naming Policy to implement the recommendations of the Dismantling Anti-Black Racism Task Force.

Business Plan and Strategic Plan Linkages

Council's Priority of being a diverse, welcoming, and inclusive community is supported by implementing specific action items outlined in the Town's Dismantling Anti-Black Racism Action Plan.

The Town's Strategic Plan priority of being Well-Balanced by nurturing inclusivity and celebrating diversity is met by updating the Town's Policy and Reserve List to promote inclusive street naming practices.

Consultation

Planning Staff have consulted with Newmarket African Caribbean Canadian Association (NACCA).

Human Resource Considerations

None.

Budget Impact

None.

Attachments

Attachment 1 – Summary of names proposed for inclusion on the Town's Street Name Reserve List

Submitted by

Kaitlin Friesen, Planner, Planning and Building Services

Approved for Submission

Adrian Cammaert, Manager, Planning Services

Jason Unger, Director, Planning & Building Services

Peter Noehammer, Commissioner, Development & Infrastructure Services

Contact

Kaitlin Friesen MCIP, RPP

kfriesen@newmarket.ca