



Planning and Building Services

TOWN OF NEWMARKET
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March 6, 2014

**DEVELOPMENT AND INFRASTRUCTURE SERVICES
PLANNING AND BUILDING SERVICES - PLANNING REPORT 2014-14**

TO: Committee of the Whole

SUBJECT: Process for Renaming Slingerland Circle and Procedure for Renaming an Existing Street

ORIGIN: Direction from Council

RECOMMENDATIONS

THAT Development and Infrastructure Services/Planning & Building Services Report 2014-14 dated March 6, 2014 regarding renaming Slingerland Circle be received and the following recommendation(s) be adopted:

- 1. THAT staff proceed with the procedure outlined in Development and Infrastructure Services/Planning & Building Services Report 2014-14 to rename Slingerland Circle to Jack Giles Circle;**
- 2. AND THAT Council advise Staff if it desires a PIC to be held prior to the name change coming into effect;**
- 3. AND THAT compensation be approved for the 50 affected owners to a maximum of \$50 per dwelling as per the process outlined in this report;**
- 4. AND THAT all 50 residents be notified in writing of the name change and when the street name change will take effect;**
- 5. AND THAT Council adopt the new procedure for renaming an existing street name outlined in this report;**
- 6. AND THAT the new procedure for renaming an existing street name be added to the Street Naming Policy and Procedures;**
- 7. AND THAT York Region Condominium 825, c/o Cheval Developments & Property Management Group, 372 Hollandview Trail, Suite 103, Aurora, ON L4G 0A5, be notified of this decision;**
- 8. AND THAT Council request the Board of Directors of York Region Condominium 825 to allow Public Works Services staff to enter on the property to change the two street signs.**

Background

On June 10, 2013 Council directed staff to provide information on the process for renaming a street and examining best practices of other municipalities.

On November 4, 2013 Council directed staff to proceed with changing Slingerland Circle to the next available veteran's name from the Street Name Reserve List and that a report be brought back outlining reasonable compensation to residents.

Municipal Best Practices

The following is a summary of information on how other municipalities have dealt with renaming streets and compensation.

Markham, Richmond Hill, Toronto, and Vaughan, Town of Aurora have not offered compensation to residents for a street name change.

Aurora, Whitchurch-Stouffville, East Gwillimbury, and Georgina have not initiated a change to the name of an existing street.

The Town of Milton has provided compensation to residents and businesses for Town initiated street name changes in 2009. Residents had to fill out a form and submit receipts of costs incurred to be reimbursed. The maximum compensation available was \$50 for residential land owners and \$100 for business and home occupation owners.

Compensation

Based on the practice in Milton, staff are recommending that \$50 be available to the 50 affected dwelling units as compensation. Staff propose that residents could obtain the \$50 from Customer Service with proof of residence on Slingerland Circle. Two forms of identification would be required, a government issued photo ID (i.e. driver's license) and a tax bill or credit card bill. Customer Service staff would submit a cheque request for processing and it would be mailed directly to the resident. As cheque runs are scheduled every two weeks, typically the cheque would arrive at the resident within 2 or 3 weeks of the request.

Alternatively, compensation could be mailed directly to each dwelling, or the Town could require that receipts are provided as proof of money spent on changing documents. The second option would require Town staff to review each request for compensation prior to a cheque request being submitted.

Costs of Renaming a Private Road

Newmarket Tay Hydro charges fees to cover the engineering and administrative costs of updating their systems. They estimate it will cost approximately \$1,000.

It is possible to update addresses for Government of Ontario identification (i.e. driver's license, health card) online for no charge (<http://www.ontario.ca/home-and-community/change-your-address>).

The physical street signs will have to be replaced. The Town's Public Works Department can fabricate the signs, they estimate it will cost approximately \$30 per sign and the equivalent of \$40 worth of labour to install them. They will have to get permission from the Condominium Corporation to enter into the lands and install the signs.

The costs to the Town are summarized below:

Estimated cost to rename Slingerland Circle (50 dwellings)

	Cost per dwelling	Total Cost
Newmarket-Tay Hydro Fee (approximate)	---	(\$1,000.00) waived
Resident compensation	\$50	\$2,500.00
Town's mailing costs (approximate)	\$1.00	\$50.00
New street signs (2 signs plus installation)	---	\$100.00
	TOTAL	\$2,650.00

If a PIC is held, costs will include staff time and mailing costs; the standard for any PIC held by the Town.

Newmarket-Tay Hydro has advised staff that they will waive the engineering and administrative costs of approximately \$1,000 as this is a Council directed name change.

Process for renaming Slingerland Circle

Council has determined it wants to rename Slingerland Circle and requested the next available veteran's name from the Street Name Reserve List. The veteran's name is Jack Giles, proposed as Jack Giles Circle.

Jack Giles was a charter member of the Royal Canadian Legion. He was born in 1925 and died in Newmarket in December 2006. He served in the Navy during World War II from January 1944 to March 1946. His name was added to the Street Naming Reserve list at the suggestion of the Royal Canadian Legion.

The *Municipal Act* requires that public notice be given for a street name change. The Town's Public Notice Policy requires advertising on the Town Page for two or three weeks, depending on the time of year.

At Council's direction, staff can organize a Public Information Centre (PIC) to provide residents with information on the impacts of the street name change and how they can receive compensation. An invitation to the PIC would be mailed to each dwelling on Slingerland Circle.

If Council approves the use of "Jack Giles Circle" staff will issue a change of street name notice; using the same process that is already in place for address notifications. The following agencies are formally notified of any address change:

- Canada Post,
- Enbridge,
- York Region,
- Town of Newmarket tax department,
- 911 Addressing,

- Emergency Medical Services,
- Central York Fire Services,
- York Region Police,
- Assessment Office,
- Ministry of Health,
- Rogers Cable,
- Bell Canada, and
- Newmarket Hydro.

They will all update their systems with the new street name change.

Staff will notify all 50 residents by mail when the name change will come into effect. It is suggested that the street name will come into effect approximately three weeks to a month after Council approves the change.

If Council directs staff to hold a PIC, it will take place prior to the agencies being notified of the name change.

Current Street Naming Process

Council has a policy for naming new streets outlined in the Street Naming Policy and Procedure (attached as Appendix 1). When a new street is proposed the developer may choose a name from the Reserve List or suggest a name. The process for vetting a new name and adding a name to the Reserve List are the same. The name is first vetted by the Region. The name is then taken to the Street Naming Committee. The Street Naming Committee considers the name and makes a recommendation to Council regarding the acceptability of the name (i.e. accept, reject or accept with modifications) and adding it to the Reserve List. The Street Naming Policy contains criteria for determining if the name is acceptable. Once the name is approved by Council it is added to the Reserve List. From the Reserve List it can be assigned to a new street by the Street Naming Committee.

The street name is registered on title through the registration of the Plan of Subdivision or by by-law.

Recommended Procedure for Renaming an Existing Public Street (when request by a resident)

Staff recommend establishing a policy to rename existing streets that will be in place should a resident request the renaming of a street. This procedure is not being proposed for the renaming of Slingerland Circle. It also only considers renaming a public street. Slingerland Circle is a private street. Based on municipal best practices and our experience in Newmarket, staff recommends the following procedure for considering changing a street name:

1. All applications for renaming streets shall be made in writing to Council.
2. The application shall include a petition with the names, addresses, and signatures of 60% the affected residents (persons who reside on or own property that fronts on to the subject street; including tenants and business owners). The petition must demonstrate that at a minimum 60% of the affected residents/owners are interested in considering changing the street name.

3. The application shall include a recommended new name that is in accordance with the Street Naming Policy (i.e. is from the Reserve List or that meets the requirements of the Policy).
4. If Council accepts the request to consider the name change, Council will direct staff to process the request as follows:
 - Advise, in writing through the mail, all affected residents that Council is considering changing the street name and the suggested new name.
 - Hold a Public Information Centre where residents can receive information on potential impacts of the change and express their opinion on the proposed change. Residents will be informed of the fees that the Town may be aware of (i.e. the \$257/address charged by Newmarket Tay Hydro) and reminded of the various agencies to be contacted and documents to be changed.
 - Prepare a "Letter of Consent" for the applicant to use in obtaining written agreement from the affected residents.
5. The applicant is responsible for collecting Letters of Consent from a minimum of 80% of affected residents.
6. If the request is to consider renaming a portion of the road as it was originally registered, a Reference Plan, prepared by a Surveyor may be required, at the applicant's expense.
7. If requested by the affected residents and/or applicant Council can consider offering compensation to cover the cost of changing addresses (i.e. the fee charged by Newmarket Tay Hydro to change addresses) and/or covering the cost of the Reference Plan (if required).
8. Staff will report back to Council with the results of the public consultation, and if the 80% agreement of residents was achieved, and make a recommendation to Council. The report will include a recommendation on the proposed change, the new name, and whether or not compensation should be considered.
9. If Council decides to approve the street name change, staff will be directed to:
 - Bring forward a by-law repealing existing street name (if required);
 - Bring forward a by-law for the new street name; and
 - Registered the new name on title.
10. Through the Fees and Charges By-law, Council may choose to establish an application fee to cover the staff time and resources required to process the street name change.

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

This proposed procedure supports the Community Strategic Plan by being *Well-Equipped and Managed* by suggesting policy and processes that reflect sound and accountable governance.

CONSULTATION

Residents will be notified of the street name change by a notice in the Town Page as per the Town's policy. Residents will also be notified by direct mail, indicating the date when the name change comes into effect. If directed by Council, staff can hold a PIC to answer residents' questions.

HUMAN RESOURCE CONSIDERATION

Not applicable to this report.

BUDGET IMPACT (CURRENT AND FUTURE)

As outlined in the chart above, the potential total cost to the municipality to rename the Slingerland Circle is approximately **\$2,650.00**.

CONTACT

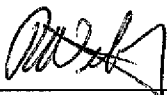
For more information on this report, contact: Meghan White, Planner at 905-953-5321, Extension 2458 or via email at mwhite@newmarket.ca.



Meghan White, Planner



Commissioner of Development and Infrastructure Services



Director of Planning and Building Services

APPENDIX 1

STREET NAMING POLICY

Street Naming Policy and Procedure

PURPOSE: TO PROVIDE POLICIES AND ESTABLISH A PROCESS FOR ASSIGNING STREET NAMES WITHIN THE TOWN OF NEWMARKET

1. Establish a Street Name Reserve List:

- 1.1 The reserve list is a database of names intended to be used as street names within the Town of Newmarket.
- 1.2 The Street Naming Committee of Council shall set a maximum size for the Street Name Reserve List to ensure all names will be used in conjunction with development growth.
- 1.3 Names within the reserve list may be prioritized to expedite selection. Criteria for prioritization are set out in section 3.0
- 1.4 The reserve list will be maintained by the Street Naming Committee.

2. Adding names to the Street Name Reserve List:

- 2.1 Street name requests are to be forwarded to the Town of Newmarket Planning Department.
 - 2.1.1 Anyone can make a request, including the Street Naming Committee.
 - 2.1.2 The request shall include the proposed name, a description as to how it meets the criteria established in sections 2.2 and 2.3 and contact information.
- 2.2 Street Name Criteria:
 - 2.2.1 Names must relate to local individuals/families posthumously who:

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- a. Have had a considerable relationship with the Town, and/or
- b. Have made a significant social, political or cultural contribution to the Town.

Or

2.2.2 Streets named after famous or distinguished individuals will normally occur after their deaths unless council determines extenuating circumstances exist to grant such an honour.

Or

2.2.3 Other names of historical importance.

Or

2.2.4 In the case of large developments (e.g. residential and/or industrial subdivisions), street name themes may be used. Such themes shall be of local, regional, provincial or national significance. Priority shall be given to themes with local significance.

2.3 Proposed street names **should not** have any of the following characteristics:

- 2.3.1 Generic names, such as Bay Street
- 2.3.2 Names with undesirable definitions or pronounced or spelled similar to such undesirable words
- 2.3.3 More than one word; use surname unless given names(s) necessary to avoid duplication
- 2.3.4 The first word of a new street name may not be reused
- 2.3.5 Corrupted, or modified names, such as Sandiford in recognition of Sandford
- 2.3.6 Discriminatory or derogatory names (e.g. with regard to race, sex, colour, creed, political affiliation or other social factors)
- 2.3.7 Names seen as advertising for a particular business

2.3.8 Re-use of former street names

2.3.9 Names of existing institutions, parks, facilities, enterprises, service clubs or similar organizations, lands or structures.

2.3.10 Sound alike / similar street names are prohibited (e.g. Lynx and Links)

2.3.11 Names of existing streets shall be used on new streets which are continuations of, or in alignment with, existing streets

2.4 The naming of private streets must be submitted to the Street Naming Committee for review and approval in accordance with the existing Street Naming Policies. Due to the potential confusion and problems which may occur for emergency and delivery services caused by the naming of private streets municipal staff is to implement this policy as a condition of approval of proposed site plans with internal streets.

2.5 The Street Naming Committee shall forward all street name requests to the York Region Planning Department for Regional approval. If York Region does not approve the name, the Street Naming Committee may use its discretion to alter the name while maintaining consistency with the Policy and re-submitting it to York Region for approval. The individual/family who submitted the name should be contacted for their approval before the altered name is re-submitted to York Region.

2.6 Upon receiving Regional approval, the street name request shall be forwarded to the Town of Newmarket Council for Local approval. If Council does not approve the name, the Street Naming Committee may use its discretion to alter the name while maintaining consistency with the Policy and re-submitting it to York Region for approval. The individual/family who submitted the name should be contacted for their approval before the altered name is re-submitted to York Region. Upon receiving Regional approval, the street name shall be re-submitted to the Town of Newmarket Council for Local approval.

2.7 Concurrent with the request for Regional approval, the submitted street name(s) shall be circulated to the Newmarket Inclusivity Advisory Committee for awareness and comment. Council will be made aware of any comments prior to approval of the street name.

- 2.8 Upon receiving Regional and Local approval, the name is added to the Street Name Reserve List.

3. Street Name Reserve List Prioritization:

- 3.1 A name on the Street Name Reserve List shall receive priority standing if it has remained on the reserve list after a time period as specified by the Street Naming Committee.
- 3.2 The specified time period may be reviewed by the Street Naming Committee on an as needed basis to further the selection of names from the reserve list.
- 3.3 The Street Naming Committee may also prioritize names from the Street Name Reserve List based on the level of significance to the criteria established under section 2.2.
- 3.4 The Street Name Reserve List shall note those names with priority standing.
- 3.5 Every third name selected must be from names on the Town Cenotaph as listed on the approved Reserve List.
- 3.6 Council may use its discretion to prioritize an approved street name on the Street Name Reserve List.
- 3.7 All names on the current Street Name Reserve List are grandfathered.

4. Assigning street names to a development:

- 4.1 The Street Naming Committee shall review draft plans to determine the number of new streets.
- 4.2 The property owner shall submit a selection of names from the Street Name Reserve List for consideration by the Street Naming Committee.
- 4.3 One of every two selected names shall be names with Priority standing (rounded up).
- 4.4 The property owner may request the addition of names to the Street Name Reserve List for assignment within new developments. Such requests are required to comply with this policy.

- 4.5 The Street Naming Committee will review and assign the name to a new street.
- 4.6 At such time as a name is assigned to a new street within the Town of Newmarket, the Street Naming Committee shall advise the original requestor within two weeks that the street name has been officially assigned.
- 4.7 The Street Naming Committee may require and designate additional information, crest, symbols, etc. pertaining to the street name on street signs, while still maintaining the typical sign size.

General:

The above guidelines reflect the general criteria used by the Street Naming Committee in approving the use of street names within the Town of Newmarket.

It is recognized that judgment must be used when using these guidelines and that each proposed name should be judged on its own individual merits.

Approved by Newmarket Council September 21, 2009
Revised by Newmarket Council October 17, 2011

STREET NAMING COMMITTEE – MANDATE

(Legal and Development Services Report – Planning Report 2007-44 – adopted by Council on October 9, 2007)

The Street Naming Committee will be created to consider requests for street names and the assignment of names to new streets. The Committee will be responsible for the development of a street naming policy and procedure that will include identifying criteria for eligible names that have been nominated and the assignment of approved names to new streets.

Membership

There was limited discussion by Committee of the Whole on their September 4, 2007 meeting regarding the committee membership. A suggestion was made to have a 3-person membership appointed by Council. The naming of new streets has historically formed part of the land development process and has typically occurred in a timely fashion. A streamlined Street Naming Committee would facilitate the Town's customer service mandate and should thus be a relatively small committee for administrative purposes.

Governance

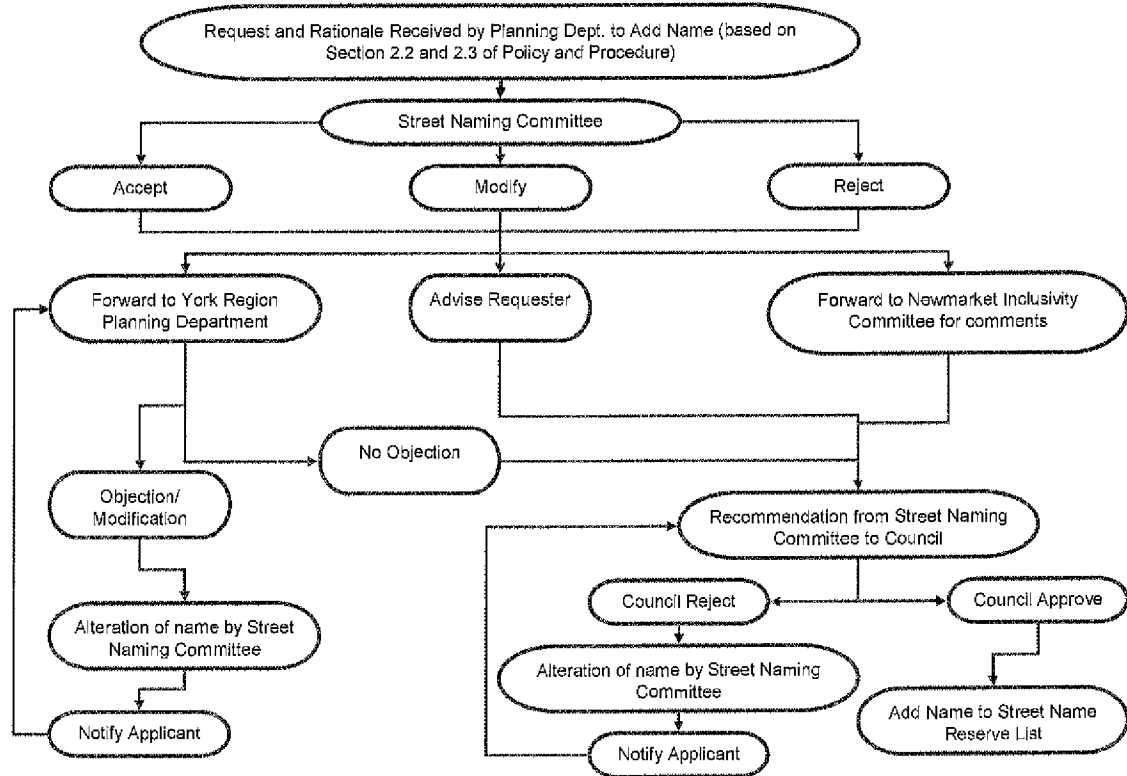
The governance plan for the Street Naming Committee of Council shall be as follows:

Role	Responsibilities	Assignment
Sponsor	<ul style="list-style-type: none">• Establish and appoint the Street Naming Committee of Council.• Adopt a Street Name Policy and Procedure.• Approve street name nominations.	Council
Committee Chair	<ul style="list-style-type: none">• Chair meetings, facilitating group discussion and in cooperation with the Administration and Staff Resources ensuring an open and productive environment exists to meet the mandate of the group.	To be appointed by the Committee
Staff Resources	<ul style="list-style-type: none">• First point of contact for receiving street name nominations.• Provide advice and information to the Street Naming Committee regarding street name nominations and status of new street developments.• Provide administrative support for the Committee.	Director of Planning or designate

Members of the Street Naming Committee	<ul style="list-style-type: none"> • Establish and maintain a Street Naming Policy and Procedure. • Review street name nominations for compliance with the Street Naming Policy and Procedure. • Provide recommendations to Council for the approval of street name nominations. • Assign approved street names to new streets. 	<ul style="list-style-type: none"> • One designated member from Heritage Newmarket • Two designated members from the public. • Committee to consist of a maximum of three individuals. • Staff is not a voting member.
Communication and Reporting Relationships	<ul style="list-style-type: none"> • Staff is responsible for making recommendations and communicating the views and recommendations of the Committee to Council and to provide feedback to the Committee regarding Council's disposition of the Committee business. 	Director of Planning Services or designate

¹ Revised October 17, 2011 - staff to report to Council on the recommendations of the Street Naming Committee

Policy for Adding Names to the Street Naming Reserve List



Policy for Assigning Street Names to a Development

