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Date December 13, 2022 **Report No.** 2022-714

To Chair and Members
Committee of the Whole – Planning and Administration

From Nicole Wilmot, MCIP, RPP
Chief Planner and Director of Planning and Development Services
People, Legislated Services and Planning

1.0 Type of Report

Consent Item	<input checked="" type="checkbox"/>
Item For Consideration	<input type="checkbox"/>

2.0 Topic Annual Update on Street Naming – 2022 [Financial Impact – None]

3.0 Recommendation

THAT Report 2022-714, “Annual Update on Street Naming – 2022”, BE RECEIVED.

4.0 Executive Summary

Corporate Policy 048 – Municipal Street Naming requires Planning Staff to provide Council with an annual update on street naming and a copy of the current Approved Street Name List. In 2022, one name (Finney) was added by Council to the Approved Street Name List, to honour Kevin Finney who was the City’s Director of Economic Development and Tourism until his sudden and unexpected passing on March 20, 2022. Finney has been added to the list in the Priority 1 grouping outlined in Section 1.2 of the Policy, with the condition that the name be used in an industrial subdivision. Also in 2022, seven names were removed from the Approved Street Name List to avoid duplication with names

already assigned to streets in the County of Brant: Blaney, McIntyre, Mears, Perry, Prine, Stokes and Veall.

No applications to assign approved names to streets were received in 2022. Staff note that the other Priority 1 names Rudd and Leary were assigned in 2021 to intersecting streets in the Wyndfield West Phase 8B subdivision, honouring veterans Larry John Zuidema Rudd and Richard Leary who made the Supreme Sacrifice while serving in Afghanistan. A name dedication ceremony for Rudd and Leary will be arranged once those streets are constructed, later in 2023. Additionally, based on Council direction, a rededication ceremony for the Veterans Memorial Parkway, that was put on hold due to the COVID-19 pandemic, has been tentatively rescheduled for May 24, 2023. Both Communications and Events staff are working collaboratively to plan the event and will provide Council with detailed information regarding the rededication as soon as plans are confirmed.

5.0 Purpose and Overview

The purpose of this Report is to provide Council with the annual update on street naming and a copy of the current Approved Street Name List, which is attached to this Report as **Appendix A**.

6.0 Background

Street naming ensures that properties can be located easily by Emergency Services, the public, utility companies and businesses. Street naming is also used to recognize and honour individuals who have contributed to Brantford and society as a whole, and to reflect the unique history, character, community, and culture of the City of Brantford. Following direction from Council, Staff prepared a Municipal Street Naming Policy to establish formal processes for street naming in Brantford (refer to [Report 2020-424](#)). On November 24, 2020, Council adopted Corporate Policy 048 – Municipal Street Naming.

7.0 Corporate Policy Context

7.1 Corporate Policy 048 – Municipal Street Naming

Corporate Policy 048 – Municipal Street Naming, attached to this Report as **Appendix B**, outlines the procedures for adding names to the Approved Street Name List, assigning street names, and renaming streets. Corporate Policy 048 requires Planning Staff to update Council on

an annual basis and to provide Council with a copy of the current Approved Street Name List.

8.0 Analysis

8.1 Changes to the Approved Street Name List in 2022

Corporate Policy 048 – Municipal Street Naming includes a procedure to add street names to the Approved Street Name List. Applicants must submit a Street Name Request Form with a written description of the reasons for including the proposed name(s) on the list. Planning Staff reviews the proposed street name(s), in consultation with Brantford Fire Services and the County of Brant, to ensure the names adhere to the Policy, before adding the names to the Approved Street Name List. No applications were submitted in 2022; however, the name Finney was added to the list by Council.

Kevin Finney was the City's Director of Economic Development and Tourism Services until his sudden and unexpected passing at the age of 43 on March 20, 2022. Kevin Finney was a highly regarded and respected member of the City of Brantford Economic Development and Tourism Department for almost 20 years, where he was instrumental in, and oversaw the completion of, many successful projects to improve the economy of Brantford by drawing businesses and visitors to the City. He was an outstanding leader who worked tirelessly to promote the City both locally and internationally.

The following resolution was approved by Council at the April 26, 2022 Council meeting to honour Kevin Finney:

A. THAT Staff BE DIRECTED to consult with Brantford Fire Services and the County of Brant to ensure that there are no conflicts or concerns with including the name Finney on the list of Approved Street Names List for the City of Brantford; and

B. THAT subject to Recommendation A, the name Finney BE ADDED to the Approved Street Name List; and

C. THAT subject to Recommendation B, the name Finney be prioritized for use in an industrial subdivision in Brantford; and

D. THAT the necessary by-law to amend policy Corporate-048 – Municipal Street Naming Policy to implement Recommendation C BE PRESENTED to Council for adoption.

In accordance with clause D of the resolution above, By-law 127-2022 was passed at the July 26, 2022 Council meeting, adding the name Finney to the list, prioritized for use in an industrial subdivision in Brantford.

As noted above, Planning Staff update the Approved Street Naming List in cooperation with the County of Brant to avoid duplication. The following names were removed from Brantford's Approved Street Naming List in 2022 because they have been assigned already to streets within the County of Brant:

- Blaney
- McIntyre
- Mears
- Perry
- Prine
- Stokes
- Veall

8.2 Applications to Assign New Street Names

Corporate Policy 048 – Municipal Street Naming also includes a procedure for assigning an approved street name to a new street. Applicants, typically developers or their agents, must submit a Street Name Request Form with the applicable supporting documentation (e.g., draft plan of subdivision) and must select names from the Approved Street Name List, to be assigned from the order of priority groupings outlined in Section 1.2 of the Policy.

No new applications to assign names to streets were received in 2022. Based on the status of current plan of subdivision applications, Staff anticipate the next application to assign street names will be received in Q2 or Q3 of 2023. The names of the streets recently constructed or currently under construction in Brantford were assigned during the planning process for plans of subdivision in prior years.

The last application to assign names to streets was received in September 2020 for the Wyndfield West Phase 8B subdivision. The assigned names

were revised in 2021, to apply the names Rudd and Leary to a future intersection within the subdivision. These names were Priority 1 names to be applied in honour of veterans Larry John Zuidema Rudd and Richard Leary who made the Supreme Sacrifice while serving in Afghanistan.

8.3 Future Road Dedication Ceremonies

Staff note the interest of Council in ensuring that a name dedication ceremony for Rudd and Leary will be arranged once those streets are constructed in the Wyndfield West Phase 8B subdivision, later in 2023.

Additionally, based on Council direction, a rededication ceremony for the Veterans Memorial Parkway that was put on hold due to the COVID-19 pandemic, has been tentatively rescheduled for May 24, 2023. Both Communications and Events staff are working collaboratively to plan the event and will provide Council with detailed information regarding the rededication as soon as plans are confirmed.

9.0 Financial Implications

There are no financial implications to the municipality associated with this Report.

10.0 Climate and Environmental Implications

There are no climate and environmental implications associated with this Report.

11.0 Conclusion

This Report serves as the annual update to Council on street naming in accordance with the requirements of Corporate Policy 048 – Municipal Street Naming. In 2022, Brantford's Approved Street Name List was revised to include one additional street name in honour of Kevin Finney and to remove seven street names to avoid duplication with street names already assigned in the County of Brant. No new applications to assign names from the list to new streets have been received in 2022.



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Attachments:

Appendix A – Approved Street Name List

Appendix B – Corporate 048 – Municipal Street Naming Policy

In adopting this report, is a by-law or agreement required? If so, it should be referenced in the recommendation section.

By-law required ☐ yes ☒ no

Agreement(s) or other documents to be signed by Mayor and/or City Clerk ☐ yes ☒ no

Is the necessary by-law or agreement being sent concurrently to Council? ☐ yes ☒ no