



POLICY MANUAL

POLICY NUMBER: CORPORATE - 048

SUBJECT: MUNICIPAL STREET NAMING POLICY

POLICY STATEMENT:

To outline the process for the naming of new streets and establish a mechanism addressing requests to rename existing streets.

RELATED POLICY PROCEDURES/GUIDELINES:

1.0 Introduction

Street naming ensures that properties can be located easily by Emergency Services, the public, utility companies and businesses. Ultimately, the City is responsible for the cost, coordination, installation and maintenance of existing municipal street signage and City-initiated street naming or renaming.

Municipal street naming is also used to honour and recognize individuals who have contributed to Brantford and society as a whole as well as to reflect the unique history, character, community and culture of the City of Brantford. In the absence of a formal policy and procedure regarding street name assignment, a list of names available for assignment has been maintained by the Planning Department. That list comes from two main sources, the 'Album of Honour for Brant County: 1939-1945' and 'Significant Lives: Profiles of Brant County Women'. From time to time, additional names have also been added to the list at the request of Council.

This policy responds to the needs of the development community and the public ensuring that a process is in place to add names to the approved list as well as assign street names as necessary.

This policy sets how new street names are identified and assigned as well as the process to facilitate the renaming of existing streets. Specifically this policy addresses the following:

- Identification of categories of pre-approved street names for selection;
- Procedure to add new street names to an approved list;
- Street Names – Suitability and Appropriateness
- Street Suffixes
- Procedure to assign an approved street name;
- Procedure for street renaming;
- Departmental responsibilities; and
- Reporting to Council

A [Municipal Street Naming and Addressing Guide](#) has also been developed, which is intended to be used in conjunction with this Policy, serving as a resource for the public, the development community, Council and City Staff.

1.1 Categories of Pre-Approved Street Names

Three categories for pre-approved street names are as follows:

a) **Honouring Those Who Have Given Their Life In Public Service**

Names of City residents who have served and lost their lives in the Canadian Armed Forces, as well as those who have lost their lives in public service as members of the Brantford Police Service, Brantford Fire Services, or Brant Brantford Paramedics.

b) **Honouring Individuals for Community Service, including those who served in the Canadian Armed Forces, or for Local, National or International Historical Reasons**

Names of individuals who are of historic importance either locally, nationally or internationally, or who have been of public service to the City.

c) **Names that Promote Pride in the City, Acknowledge Local Heritage and History, Unique Features and Geography which meet one of the following criteria:**

- i) Commemorates local history, places, events, culture;
- ii) Strengthens neighbourhood identity to reflect the character of the area;
- iii) Recognizes native wildlife, flora, fauna, natural features; and
- iv) Recognizes communities that contribute to the public life of the City.

Groups of names that represent specific themes and meet one of the criteria above are encouraged in new subdivisions and large development areas as they provide consistency and are easily recognizable for Emergency Services.

1.2 Priority Assignment of Street Names

Street names shall be assigned in priority according to the following:

Priority 1 The next street name(s) to be assigned, subject to any noted conditions, shall be:

Finney – Honouring Kevin Finney (Condition: to be used in the next industrial subdivision);

Rudd – Honouring Larry John Zuidema Rudd; and

Leary – Honouring Richard Leary

Priority 2 Veterans who have made the Supreme Sacrifice

Priority 3 Names from any of the Categories of Pre-Approved Street Names as listed in Section 1.1. of this Policy

1.3 Procedure to Add Street Names to the List

- a) A Street Name Request Form, with the applicable supporting documentation, is submitted to the Planning Department. The form will include a brief but complete explanation of the reasons for the proposed name(s), including identifying which of the street name categories in Section 1.1 would apply.

Street names proposed in accordance with Section 1.1 b) of this Policy require a written description detailing the individual's contribution and why they should be honoured. Planning Staff, with the assistance of the Heritage Committee (if applicable), will research the individual's contribution in the case of any names proposed by Council. The form will also include an option to identify a geographical area or location for a specific street to which the name would apply but only if this relates to a specific development.

- b) The Planning Department will review the proposed name(s) to ensure they adhere to the policies outlined within the Municipal Street Naming Policy and the related Municipal Street Naming and Addressing Guide and are in accordance with Section 1.2.
- c) Planning Staff will circulate the proposed street name(s) to Brantford Fire Services and to the County of Brant to check for similarities and

duplications with any existing street names within the City.

- d) Where Brantford Fire Services and the County of Brant have no concerns with the proposed street name(s) and the proposed street names adhere to the policies outlined in this Guide, the proposed street name(s) will be added to the *Approved Street Name List*.
- e) If a proposed street name(s) does not adhere to the policies outlined in this Guide, the applicant may seek Council approval for the request. In this case, Planning Staff will prepare a report and provide a recommendation to Council based on conformity with the Municipal Street Naming Policy and any other relevant considerations.
- f) Council may approve or refuse any Street Name Request it considers, and Council's decision is final and binding. Any street names approved by Council will automatically be added to the *Approved Street Name List*.

1.4 Use of the Poppy

The City of Brantford is authorized by the Royal Canadian Legion – National Headquarters to affix the Poppy Trademark to all street names which honour veterans. The Poppy symbol is a registered trademark of The Royal Canadian Legion, Dominion Command and is used under license.

1.5 Suitability and Appropriateness of Street Names

In addition to the policies of Section 1.1 Categories of Pre-approved Street Names, the following policies have been developed to assess the suitability and appropriateness of street names:

- a) Where possible, street names should be easily pronounced and recognized, using conventional spelling to avoid difficulties in emergency situations. Street names should be spelled the way they are pronounced. The City recognizes that this will not be possible for street names honouring individuals.
- b) The following is not permitted:
 - i) Cumbersome, modified names, discriminatory or derogatory names from the point of view of race, religion, sex, colour, creed, political affiliation or other social factors.
 - ii) Names with any sexual overtones, inappropriate humour, parody, slang, or that have a secondary negative or offensive meaning.
 - iii) Names that could be construed as advertising for, but not limited

to, current operating businesses and industries.

- iv) Names spelled differently but sounding alike (e.g. Night Street and Knight Street) or having the potential for similar pronunciation (e.g. Herb Street could be pronounced with the 'H' dropped (Erb Street)).
- v) Names that are identical or similar to any existing street names within the City of Brantford or abutting jurisdictions.
- vi) Cardinal directions within the name of a street (e.g. West Front St.);
- vii) Former or discontinued street names.
- viii) Names with numerical digits and/or numerals.
- c) Names with hyphens, apostrophes or dashes are discouraged and will only be considered on a case by case basis provided other criteria have been met;
- d) Where appropriate, directional suffixes may be used for arterial or collector road classifications but shall not be used for local road classifications;
- e) New rear laneways will be assigned street names but they must include the suffix 'laneway';
- f) Continuity along the same street shall be maintained when assigning suffixes (e.g. Crescent, Avenue, etc.);
- g) Extensions to existing streets shall continue with the existing name;
- h) Where street name changes are necessary, they shall only occur at an intersection with a collector road classification or greater, pursuant to the classifications established in the City of Brantford Official Plan;
- i) Two different street names shall be assigned to a street broken by an intervening land use or land form (e.g. a street will be named differently on one side of a railway or wetland versus the other side);
- j) Streets named after individuals should be a posthumous honour. Streets named after living individuals are discouraged since there could be future circumstances that may lead to an inappropriate use for that name. Although this is discouraged, Council may consider applications to honour living individuals through the naming of a street. In this situation, written consent from the individual is required;

- k) Street names are generally limited to one word. Only a person's last name should be used unless additional identification is necessary to provide recognition for that individual or to prevent duplication with an existing street name in the City or abutting jurisdictions. Where a person's full name, including first and last name, is proposed for a street name, the applicant shall submit written consent from the individual's surviving family. Confirmation regarding the need for consent will be required if the individual was a national or international public figure;
- l) Street names are limited to a maximum of 15 characters and when spaces and the suffix are included, this shall not exceed 20 characters in total. This ensures that the name can fit on the City's standard street signs to maintain consistency;
- m) The Street Suffix is limited to a maximum 5 characters (when abbreviated); and
- n) The Directional Suffix is limited to a maximum 1 character (when abbreviated).

1.6 Assigning Street Suffixes

Proposed street names shall be assigned a street suffix in accordance with Table 1 below.

Table 1 – Street Suffixes*

Arterial/Collector Roads	Cul-de-sac
Avenue (AVE)	Court (CRT)
Boulevard (BLVD)	Cove (COVE)
Expressway (EXPY)	Place (PL)
Parkway (PKY)	
Road (RD)	Named for their Shape
	Circle (CIR)
Local Roads	Crescent (CRES)
Alley (ALLEY)	Square (SQ)
Drive (DR)	
Gardens (GDNS)	Rear Lanes
Heights (HTS)	Laneway (Lnwy)
Hill (HILL)	
Lane (LN)	Other
Run (RUN)	Centre (CTR)
Street (ST)	Close (CLOSE)
Terrace (TERR)	Gate (GATE)
Trail (TRAIL)	Ridge (RIDGE)
Way (WAY)	Row (ROW)
	Knoll (KNOLL)

* Street categories are identified in the City of Brantford Official Plan

1.7 Procedure for Assigning an Approved Street Name

1. A Street Name Request Form with the applicable supporting documentation is submitted to the Planning Department. The street name selections are based on the *Approved Street Name List* found here: <https://www.brantford.ca/en/index.aspx>.
2. Any new public streets within a development, excluding the extension of any existing streets, must be assigned a street name(s) from the *Approved Street Name List*.
3. The Planning Department reviews the selected street name assignments to ensure they are in conformity with the Municipal Street Naming Policy and circulates the appropriate documentation to the internal/external agencies (County of Brant, Brantford Fire Services, etc.).
4. Once the street names are approved and assigned, the street names are added to the City of Brantford Street Name Index and removed from the City of Brantford's List of Approved Street Names.
5. Selected street names are reserved for use within the proposed development and are to be shown on draft approved plans and registered plans.
6. Once the street names have been assigned, Planning Staff will ensure that the City's mapping software has been updated.

2.0 Procedure for Street Renaming

In general, street renaming is discouraged, primarily because of the potential confusion, and inconvenience incurred by the public as well as the cost to the City. Accordingly, all street renaming requests shall be initiated and directed by Council and processed by the Planning Department.

When a street is renamed, all fees that are associated with the renaming of the street shall be borne by the City. When the request comes forward, a funding source must be identified to cover the cost of the renaming of the street. Examples of potential costs include but are not limited to the following: administrative costs associated with notification, celebration and publication of the proposed name change, costs incurred by all affected property and business owners such as changes to personalized stationary and signage, the cost to replace City signage, and changes to official Ministry of Transportation (MTO) signage on provincial highways (where required by the MTO).

Proposals to rename streets shall be managed by Planning Staff. Public consultation and a report to Council, with an approved funding source, shall be required prior to renaming a street, in accordance with the following:

- a) A letter describing the proposed name change shall be mailed to the surviving member(s) of the family associated with the current street name that is proposed to be changed (if applicable).
- b) A notice shall be placed on the City's website at least two weeks before the meeting at which Council considers the renaming of the street;
- c) A notice shall also be published in the local daily newspaper at least once, a minimum of two weeks prior to the meeting at which Council considers the renaming of the street;
- d) The notice shall also be mailed to all affected property owners at least two weeks prior to the meeting where Council will consider the renaming of the street;
- e) Planning Staff will report to Council, providing background, summarizing public input, include a recommendation regarding the proposed renaming of the street and a source of funding for the costs to be incurred; and
- f) Council's decision is final and binding.

3.0 Departmental Responsibilities

3.1 Planning Department

The Planning Department is responsible for the following:

1. Updating the Municipal Street Naming and Addressing Guide in consultation with the Engineering Services Department and Brantford Fire Services, and with the approval of the General Manager of Community Development;
2. Reviewing and reporting to Council in regard to any necessary changes to the Municipal Street Naming Policy;
3. Updating and maintaining the City of Brantford's *Approved Street Name List*;
4. Collecting and filing all request forms relating to street naming;
5. Managing proposals to rename streets including circulation, notification to the public and reporting to Council.
6. Circulating all City of Brantford Departments and external agencies that require street naming information, once street names have been assigned or reassigned; and
7. Recording all street name assignments in the City's GIS mapping

software to ensure the information is up to date.

3.2 Engineering Services Department

The Engineering Services Department is responsible for the following:

1. Updating the Municipal Street Naming and Addressing Guide in consultation with the Planning Department and Brantford Fire Services, with the approval of the General Manager of Public Works;
2. Reporting to Council as necessary in regard to any necessary amendments to the Municipal Addressing By-law;
3. Collecting and filing all request forms relating to municipal addressing;
4. Assigning a municipal address number to every building, block and/or lot or property within the City of Brantford, including walkways, commercial blocks, future residential blocks, parks, storm ponds, walkways etc.;
5. Circulating all City of Brantford Departments and external agencies that require municipal addressing information, once municipal numbers have been assigned or reassigned;
6. Notifying the Property Owner of the address change in writing, creating a copy of the notice for the property file and saving an electronic copy of the notice;
7. Maintaining a log of addresses assigned and re-assigned; and
8. Recording all address changes/new addresses in the City's GIS mapping software to ensure the information is up to date.

3.3 Brantford Fire Services

Brantford Fire Services or Designate is responsible for the following:

1. To advise the Planning Department in regard to proposed street names by identifying any similarities or duplications with street names in the County of Brant;
2. To assist the Planning Department and Engineering Services Department with updating the Municipal Street Naming and Addressing Guide when necessary; and
3. Where additional signage is required to identify a property or building, Brantford Fire Services or designate from another Department may provide written notice to the owner that additional signage is required and shall follow up to ensure compliance.

4.0 Reporting To Council

1. Planning Department Staff will update Council on an annual basis and provide Council with a copy of the *Approved Street Name List*.
2. Planning Department Staff will report to Council on an as needed basis following a review of Corporate Policy 048- Municipal Street Naming Policy, to ensure the Policy remains current.
3. Engineering Services Staff will report to Council as necessary, in the event that amendments to the Municipal Address By-law are required.

	Related By-law Number/Staff Report Number: By-law 191-2020, Report 2020-424 127-2022
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Date of Next Review: 2024	Applicable Legislation/Legislative Authority: