
existing name, including Longboat Run to Longboat Run East and Morton Avenue to Morton Avenue West.

Staff note that a street naming dedication ceremony was held in May 2024 to honour Captain Richard Leary and Trooper Larry John Zuidema Rudd who made the Supreme Sacrifice while serving in Afghanistan. These names were assigned in 2021 to intersecting streets in the Wyndfield West Phase 8B subdivision, now constructed in West Brant (Leary Road and Rudd Way).

One application was received by City Staff in 2024 to assign names from the List to fourteen new streets to be built by Cachet Homes in the Havendale subdivision in Tutela Heights. Now assigned, these fourteen names will also be removed from the List.

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, businesses and delivery services. 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, and on November 24, 2020, Council adopted Corporate Policy 048 – Municipal Street Naming (refer to Report 2020-424). The policy was amended through By-law 138-2024 on October 29, 2024 to prioritize the name Sterne for an industrial subdivision. As of November 30, 2024, there are 258 names on the List.

7.0 Corporate Policy Context

7.1 Corporate Policy 048 – Municipal Street Naming

Corporate Policy 048 – Municipal Street Naming 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. The Policy establishes the following priority groups for assigning street names in the List:

1. Priority 1 contains two names that were nominated and approved by Council;
2. Priority 2 names include Veterans who have made the Supreme Sacrifice;
and
3. Priority 3 names include names from one or more of the following categories:
 - A. Honouring Those Who Have Given Their Life In Public Service
 - B. Honouring Individuals for Community Service, including those who served in the Canadian Armed Forces, or for Local, National or International Historical Reasons
 - C. Names that Promote Pride in the City, Acknowledge Local Heritage and History.

8.0 Input From Other Sources

The administration of Corporate Policy 048 – Municipal Street Naming involves consultation between Planning Staff and Development Engineering, Engineering Services, Brantford Fire Department, and the County of Brant.

9.0 Analysis

9.1 Changes to the Approved Street Name List in 2024

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 Department and the County of Brant, to ensure the names adhere to the Policy, before adding the names to the Approved Street Name List. Two applications to add a name to the List were approved in 2024: Robert Counsell and Scarrow. Two names provided by Brantford Fire Services were also added to the List in 2024: Cummerson and Ruttan.

9.1.1 Robert Counsell

The name Robert Counsell was submitted posthumously by his three children (Glenn Counsell, Maureen Gilmour and Doug Counsell). Robert Counsell voluntarily joined the army to serve his country during the Second World War as a member of the Dufferin and Haldimand Rifles of Canada and went overseas with the 2nd Canadian Division. Subsequently, he was attached to the Toronto Scottish Regiment. For his service to his country, he was awarded the 1939 - 1945 France and Germany Star, the 1939 - 1945 Star, the War Medal, the Defense Medal and the Canadian Volunteer Service Medal. Later, he was presented with the Normandy Medal for his participation in the liberation of the Netherlands.

Robert Counsell supported military veterans throughout his life in many ways and was the driving force behind the formation of the Brant County War Memorials Committee in 1987 and was Chairman of the Committee. The Committee started with volunteer maintenance of War Memorials within Brant County and then embarked on a fundraising campaign to install seven life-sized bronze military sculptures for the Brant County War Memorial located at the Brantford Cenotaph in War Memorial Park in Brantford. The fundraising was a five-year journey, successfully raising \$380,000. The seven bronze sculptures were installed on September 12, 1992.

Robert Counsell was also an instrumental force in forming the Canadian Military Heritage Museum of Brant County. He was a past President of the Brantford Lions Club and a Past President of the Brantford Army, Navy and Air Force Veterans Club. He passed away in 2006. His children say he was especially passionate about the plight of veterans, the remembrance of veterans, promoting veterans groups and the annual Poppy Campaigns.

Robert Counsell has been added to the Approved Street Name List in the Priority 3 Group. The full name is to be used to avoid confusion with Consol Road, an existing street name in the City.

9.1.2 Wesley Scarrow

The name Scarrow was submitted posthumously by Wesley (Wes) Scarrow's son, Ross Scarrow. At the age of 17, Wes Scarrow enlisted in the Royal Canadian Navy, serving from 1942 to 1946, as a Radio Artificer 5th Class, serving aboard the HMCS Levis.

Wes Scarrow left the Navy and entered McMaster University, where he received a Degree in Mathematics and Physics and subsequently graduated from Teacher's College in 1950. His career as an educator in Brantford started in 1963 as the Vice Principal and then Principal of Pauline Johnson Secondary School. In 1968 he became the Principal of the Senior Elementary School for the Department of National Defense stationed in Baden Solingen, Germany. At the end of this two-year posting, he returned to Brantford in a succession of positions with the public school board, first as the Vice Principal of Herman Fawcett School (now known as the Tollgate Technological Skills Centre), and then in Superintendent roles from 1975 until retirement in 1984.

Wes Scarrow loved to work in the community and was a committed volunteer. During the time his family lived in Brantford, he was a member of the Brantford Rotary Club. In 1982 he headed up fundraising for the Crippled Children's Fund and in 1984 he took on the role of Chairman of the Brantford United Way campaign.

Wes Scarrow was also a member of the Brantford Kiwanis Club, where he chaired the committee that instituted the Dr. Marquis Scholarship fund and he was also involved in the beginning of the James Hillier Foundation. He took on the interesting task of collecting and cataloging Dr. Hillier's papers and presented the completed collection to the Brantford Library for archives. He was presented with the Paul Harris Fellowship for his contributions to the Kiwanis Club.

Wes Scarrow was a Navy veteran, an educator, and an enthusiastic contributor to the community of Brantford. Scarrow has been added to the Approved Street Name List in the Priority 3 Group.

9.1.3 Sterne

The Municipal Street Naming Policy was amended through By-law 138-2024 approved by Council on October 29, 2024 to prioritize the name Sterne for an industrial subdivision. This by-law implemented a resolution brought forward in June 2024 to honour Richard (Rick) Sterne who passed away in December 2023 by adding his name to the Approved Street Name List in the Priority 1 Group to be assigned within an industrial subdivision. Rick Sterne was a successful local businessman and held many positions with various community organizations in Brantford, as detailed in the [resolution](#).

9.1.4 Brantford Fire

A list of 17 individuals whose passing can be considered line of duty deaths was provided to Staff by Brantford Fire Department in 2024. After review, two names have been added to the Approved Street Name List in the Priority 3 Group: Cummerson, honouring Troy E. Cummerson who passed away in 2018; and Ruttan, honouring Robert A. Ruttan who passed away in 2022. Nine of the other names submitted by the Brantford Fire Department are already on the List and four names are already existing street names in Brantford and therefore not on the List. Four submitted names, including Kelly, Mulligan, Smith and Telfer, have been removed from the Approved Street Name List to avoid duplication with existing street names in the County of Brant as per the Municipal Street Naming Policy.

9.1.5 Additional Names Removed from the Approved Street Name List

Staff completed a full review of all names from the Approved Street Name List with street names already assigned within the City of Brantford and the County of Brant. The following seventeen names have been removed from the Approved Street Name List to avoid duplication with existing streets.

- Baker
- Currie
- Daniels
- Dixon
- Edwards
- Fleming
- Hawke
- Moore
- Pearson
- Scott
- Wilson

-
- Callwood
 - Hall
 - Isaacs
 - Kitchen
 - Watt
 - Wight

9.1.6 Longboat Run East and Morton Avenue West

Following direction from Council, two streets were renamed in 2024. Longboat Run was renamed Longboat Run East and Morton Avenue was renamed to Morton Avenue West. Both street name changes were supported by Staff and approved by Council after consultation with residents and businesses along the affected streets in accordance with the Municipal Street Naming Policy. The changes are intended to alleviate confusion with common municipal addresses on Longboat Run West and Morton Avenue East. All segments of Longboat Run and Morton Avenue now include a directional suffix.

9.1.7 Rudd & Leary

A street naming dedication ceremony was held in May 2024 to honour Captain Richard Leary and Trooper Larry John Zuidema Rudd who made the Supreme Sacrifice while serving in Afghanistan. These names were assigned in 2021 to intersecting streets in the Wyndfield West Phase 8B subdivision, now constructed in West Brant (Leary Road and Rudd Way).

9.2 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, 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.

One new application to assign names to streets was received in 2024. The street names chosen by Cachet Homes for the future Havendale residential subdivision development within the Tutela Heights area include the following

fourteen names from Priority 2 Group in the Approved Street Name List. The full names of the veterans honoured and who made the supreme sacrifice in World War I or II are noted in parentheses:

- Allison (Peter Allison, WWI Veteran)
- Bailey (George Tew Bailey, WWI Veteran)
- Benson (James Benson, WWI Veteran)
- Collins (Albert James Collins, WWI Veteran)
- Davenport (James Smith Davenport, WWI Veteran)
- Fraser (Finlay David Fraser, WWI Veteran)
- Hunt (Alfred Hunt and Morton Stanley Curran Hunt, WWI Veterans)
- Lark (Albert Charles Lark, WWI Veteran)
- Lowes (James Henry Lowes, WWI Veteran)
- Moon (Henry Moon, WWI Veteran)
- Mott (Alfred John and Jacob Ernest Mott, WWI Veterans)
- Spence (Gordon Mitchell Spence, WWI Veteran)
- Walker (Charles Ard Walker, WWI Veteran)
- Westbrook (Ralph Westbrook, WWI Veteran)

Now assigned, these names will be removed from the Approved Street Name List.

10.0 Financial Implications

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

11.0 Climate and Environmental Implications

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

12.0 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 2024, five names were added to the Approved Street Name List and

twenty-one names were removed from the List to avoid duplication with existing street names. Two streets were renamed, including Longboat Run to Longboat Run East and Morton Avenue to Morton Avenue West. One application was received by City Staff in 2024 to assign names from the List to fourteen new streets to be built by Cachet Homes in the Havendale subdivision in Tutela Heights. Now assigned, these fourteen names will also be removed from the List.



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Attachments:

Appendix A – Approved Street Name List

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