

STAFF REPORT: PLANNING & BUILDING SERVICES

REPORT TO: Council
MEETING DATE: September 12, 2011
REPORT NO.: PL.11.103
SUBJECT: Naming/renaming of a Street
PREPARED BY: David Finbow, Director Planning & Building Services

A. Recommendations

That Council endorse the use of the name “Canning” as a future public street, or for the renaming of a public street, in recognition of Mr. Gord Canning subject to Mr. Canning advising that he has no objections to same.

B. Background

2011 marks the 40th anniversary of the direct involvement of Mr. Gord Canning in the visioning, development and operation of Blue Mountain Resorts. In this regard, desire has been expressed to recognize this by the future naming/renaming of a public street “Canning” in recognition of Mr. Canning.

As Council is aware, Mr. Canning is currently the Chairman and Chief Executive Officer of Blue Mountain Resorts Limited. During the time of Mr. Canning’s involvement in the resort, the resort, along with the local ski industry, has evolved/grown considerably. Although the resort attracts in excess of 700,000 skier visits per year, the resort, as well as the Town, has become known as a major four-season tourist, recreation and conference destination. Currently, the resort employs in excess of 400 year-round employees with over 1,200 winter and 400 summer seasonal employees. The resort continues to be a critical piece of the Town’s tourism, recreational and economic development platforms.

In addition to Mr. Canning’s involvement in the resort, Mr. Canning is known as a community champion spearheading and/or supporting many community based initiatives.

With respect to the Town’s Street Naming Policy, it indicates that “Streets named after individuals shall be a posthumous honour” and shall only be done so with written consent from the individual’s surviving immediate family. The Policy does make an exception for this in the instance of “The honouring of a living international/national public figure” provided his/her consent is received for same.

With respect to the street to be named/renamed, staff currently do not have a recommendation for Council's consideration at this time but are of the opinion that a street within the general vicinity and one that has a relationship to the resort would be preferred.

In the instance of a renaming, Town staff note that the Town's Policy related to same is as follows:

1. Town staff identify for Council's consideration a street to be renamed. Criteria for selection is based on relevance to the request and minimizing the detrimental impact on residents/businesses.
2. Notice of Public Meeting of Proposed Renaming of a Public Street Published in Local Newspapers and the Town's Website
3. Public Meeting whereat comments received from the public are received with said comments limited to those individuals and/or businesses that would be prejudicially affected by the proposed renaming.
4. Council deliberation.

C. The Blue Mountains' Strategic Plan

"Providing a strong, well managed municipal government."

"Preserving and enhancing natural and environmental features, and cultural heritage of the community."

D. Financial Impact

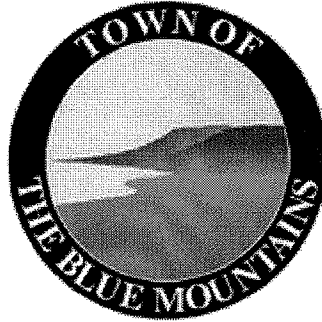
N/A

E. Addendums

- A. The Blue Mountains Street Naming Policy

Respectfully submitted,

David Finbow
Director, Planning & Building Services



THE BLUE MOUNTAINS STREET NAMING POLICY

Planning & Building Services Department
March 2009

SECTION 1 - INTRODUCTION

The function of street naming and numbering is to enable people, and emergency services, to locate properties readily. A uniform system by which to assign street names and numbers, if established by municipalities, would accomplish this objective.

In 1995, the former Township of Collingwood adopted a Policy as it relates to numbering. This Policy was developed in conjunction with the County of Grey and other municipalities and utilizes a six digit number for "rural" properties and a three digit number for more "urban" properties.

At this time, street naming for future public streets are proposed by the proponent and accepted by the Town provided same is not in conflict with other street names in the County. With respect to the naming of private streets, the Town, up until this time, has not had a role with respect to this.

SECTION 2 - STREET NAMING AUTHORITY

- a) The naming of a new public street shall be the sole responsibility of the Town.
- b) The naming of a private street, wherein individual properties are numbered in accordance with the Town's Numbering Policy (and therefore within the Emergency Services directory of individual properties) shall be the sole responsibility of the Town. Examples of private streets that meet this description include those within a Plan of Subdivision or Condominium which contains Parcels of Tied Land ("POTL") (such as is found in Lora Bay East and Georgian Bay Estates).
- c) The renaming of all existing public and private streets shall be the sole responsibility of the Town.

SECTION 3 – INVENTORY OF ACCEPTABLE STREET NAMES

The Planning & Building Services Department shall compile and process all proposed street names for suitability, appropriateness and conformity to the street naming policy of the Town and make recommendations to Council as it relates to same.

The Planning & Building Services Department shall maintain an "Approved Street Name List" that shall contain the names of those streets which have been approved by Council.

SECTION 4 – OTHER STREET NAMES

Street names other than those found on the "Approved Street Name List" may be entertained and approved by the Town, at the Town's sole discretion, provided such names are not found to be in conflict with other street names within the Town or County of Grey.

SECTION 5 – STREET NAME APPROVAL/ASSIGNMENT PROCESS

- a) The process for approving a street name(s) is as follows:
- i. The Planning & Building Services Department receives a written request by the proponent of a name(s) which includes the proposed street name(s) and a brief but complete explanation for the name (for the related fee, see the Town's Tariff of Fees By-law).
 - ii. Name(s) are checked for similarities and duplications in the Town and County Index.
 - iii. Name(s) which do not currently exist anywhere in the County are circulated to the County Planning Department and County Emergency Services Department for comments to ensure that similar names are not currently being considered in other municipalities.
 - iv. If a name is not acceptable to those circulated, the Planning & Building Services Department shall refuse the name.
 - v. Planning & Building Services Department staff submit the names(s) to Council for approval at the same time as the Draft Plan of Subdivision/Condominium Report comes forward. Staff will include a recommendation as to which of the categories set out in Schedule "A" on which such name shall be placed on the "Approved Street Name List". The name, when associated with a Draft Plan, shall be reserved for use in that particular project.
 - vi. Upon approval by Council, the street name is placed on the "Approved Street Name List" and is available for use. If a proponent's request is approved by Council, the name may be reserved for use with the proponent's project.
- b) The process for assigning an approved street name to a proposed street is as follows:
- i. The proponent reviews the "Approved Street Name List" for street name(s) selection, including any names approved by Council specifically for use within the proponent's project.
 - ii. A minimum of one street name and no less than 50% of all streets in the proposed development must be chosen from the first six priority categories of the "Approved Street Name List". Such names are then reserved for the proponent's project and must be used therein.

SECTION 6 – COUNCIL DESCRETION

Council may, at any time, direct that a specific street name be used for a specific street.

SECTION 7 – GENERAL POLICIES FOR APPROPRIATE STREET NAMES

a) Names Honouring Those Who Have Served or Given Their Life in Public Service

The Town will facilitate the naming of streets after Town residents who have lost their lives while serving within the Canadian Armed Forces or those who

have served in the same Armed Forces. In addition, the Town may also include the name of those who lose their lives in the service of the public through either the Ontario Provincial Police or the Town Fire Department with the consent of his/her immediate family.

Special signage containing the Poppy symbol is to be used for all Veteran Street names.

b) Names Honouring Individuals for Community Service, Local Historical Reasons, National Reasons or International Reasons

Council may approve, or a proponent may request the approval of, a name for a street which identifies a specific deceased individual. Generally such a name will be of historic importance to the Town or be a name which is of importance either nationally or internationally or lastly be a name of a person who has been of public service to the Town or broader Community. A written description of the individual's contribution to the Town, or broader Community explaining why the honour should be given, shall be submitted by the proponent. Planning & Building Services staff shall research names proposed by Council. The consent of his/her immediate family is required.

c) Names that reflect the Municipality's Agricultural and/or Recreational Heritage/Nature

Council may approve, or a proponent may request the approval of, a name for a street which reflects the Municipality's agricultural and/or recreational heritage/nature. A written description of the proposed name and its linkage to the area shall be submitted by the proponent. Planning & Building Services staff shall research names proposed by Council.

d) Other Names

Other appropriate street names are names that promote pride in the Town, acknowledge local heritage and history, and recognize unique features and geography.

Proposed names should meet one of following:

- Commemorate local history, places, events, culture
- Strengthen neighbourhood identity to reflect the character of the area
- Recognize native wildlife, flora, fauna, natural features
- Recognize communities that contribute to the public life of the Town

Street names that represent specific themes are encouraged as they are easily recognizable for emergency services and provide consistency in large developments.

SECTION 8 – SPECIFIC POLICIES REGARDING SUITABILITY OF STREET NAMES

In addition to the policies within Section 7, General Policies for Appropriate Names, specific street naming guidelines have been developed to promote the orderly naming of streets. When naming a new street, in addition to the General Policies as stated in Section 7, the following shall be adhered to:

a) Ease of Spelling and Pronunciation

Street names shall be easily pronounced, recognized and use conventional spelling to avoid difficulties in emergency situations. Street names should be spelled the way they are pronounced.

b) Individuals

Streets named after individuals shall be a posthumous honour and Council shall consider such names provided that a written consent is obtained from the individual's surviving immediate family. A written description is required detailing how the individual made a significant contribution to the Town. The honouring of a living international/national public figure requires his/her consent.

c) Two Word Street Names

Proposed street names consisting of two words shall be changed to one word. Only a person's last name shall be used unless additional identification is necessitated by the Town to prevent duplication with an existing street name in the Town and surrounding local municipalities.

d) Street Name Characteristics

Names should generally not exceed ten characters in length. This helps ensure that the above mentioned criterion are met and that there is a standard street name signage across the Town and County.

e) Street Names to Avoid

- i. Names that are in conflict with other street names within the Town or County of Grey.
- ii. Names that could be construed as advertising a particular business, product or brand.
- iii. Cumbersome, corrupted, modified names, discriminatory or derogatory names from the point of view of race, sex, colour, creed, political affiliation or other social factors.
- iv. Names with any sexual overtones, inappropriate humour, parody, slang or double meaning.
- v. Names that have a secondary negative or offensive connotation.
- vi. Street names spelled differently but sound alike (i.e. Crosby Lane and Crosbie Lane) or have similar pronunciation but are spelled differently (i.e. Heirloom Street could be pronounced with 'H' dropped (Eirloom Street)).
- vii. Use of complex words (ex. Quetico Drive).

- viii. Names with hyphens, apostrophes or dashes are discouraged and only considered on a case by case basis provided other criterion met.
- ix. Names that contain the following due to names of existing streets within the municipality:
 - a. Arrowhead
 - b. Arthur
 - c. Blue
 - d. Mountain
 - e. Craig (Craigeleith, Craigmore)
 - f. John
 - g. Lake (Lake, Lakeshore, Lakewood, Old Lakeshore)

SECTION 9 – PRIORITY FOR SELECTION OF STREET NAMES

In assigning street names, a proponent or staff shall utilize names from the Approved Street Name List when selecting names for a proposed street. Items 1 through 6 are the first six categories referenced at Section 5 b) ii.

1. Names Honouring Those Who Have Served Their Country
2. Names Honouring Those who have given their Life in Public Service
3. Names Honouring Individuals – Local Historical
4. Names Honouring Individuals – National or International
5. Names Honouring Individuals – Community Service
6. Names that reflect the Municipality's Agricultural and/or Recreational Heritage/Nature
7. Other Names

SECTION 10 – SYSTEM FOR ASSIGNING STREET NAME SUFFIXES

Generally, street names shall contain the suffix "Street", "Avenue", "Road" or "Drive". The suffix

"Road" shall only be utilized for major collector or arterial streets (i.e. those streets that are, or will be, designated as collector or arterial roads within the Town or County's Official Plan). For other proposed suffixes, the following definitions shall be used:

"Boulevard" - all streets which have a planted median divider for its full length.

"Court" - all streets which end permanently as a bulb/cul-de-sac, a "T", or a design which permits turning around - they have only one point of access.

"Crescent" - all streets which intersect another street at both ends, and which actually forms a crescent.

"Gate" - all streets which serve as an entry onto a court or a crescent – their main characteristics are that they are short in length and that no other streets intersect them.

"Lane" - all streets which are exclusive to condominium projects, or where there is a desire to name a private drive.

SECTION 11 – EFFECTIVE DATE

This Policy as it relates to the naming of a new public or private street applies to all lands and/or streets contained within Plans of Subdivision or Condominium which have not been granted Draft Plan Approval or have been registered by March 31, 2009.

This Policy as it relates to the renaming of existing public or private streets applies to all lands and/or streets contained within Plans of Subdivision or Condominium upon this Policy being approved by the Council of the Corporation of the Town of The Blue Mountains.

SCHEDULE "A"
APPROVED STREET NAME LIST

1. Names Honouring Those Who Have Served Their Country

Name	Date Approved by Council

2. Names Honouring Those who have given Their Life in Public Service

Name	Date Approved by Council

3. Names Honouring Individuals – Local Historical

Name	Date Approved by Council

4. Names Honouring Individuals – National or International

Name	Date Approved by Council

5. Names Honouring Individuals – Community Service

Name	Date Approved by Council

6. Names that reflect the Municipality's Agricultural and/or Recreational Heritage/Nature

Name	Date Approved by Council

7. Other Names

Name	Date Approved by Council