

## 1.0 Purpose

The purpose of the Street Naming Policy is to provide the Municipality of Strathroy-Caradoc with a consistent and efficient naming process for municipal streets. The purpose of the policy is to encourage the naming of municipal streets to promote wayfinding, foster civic pride, and enable people and emergency services to locate properties readily.

## 2.0 Objectives

- 2.1 To ensure a clear and efficient street naming and approval process;
- 2.2 To ensure that the naming of streets follows a systemic and consistent process;
- 2.3 To ensure the application of precise criteria to determine the validity and appropriateness of chosen and suggested street names that are non-discriminatory, appropriate, and non-exclusionary;
- 2.4 To ensure that all municipal streets can be easily identified, and locatable; and
- 2.5 To ensure a proper approval process exists, which includes required approvals by the Municipality of Strathroy- Caradoc and Middlesex County.

## 3.0 General

### 3.1 Street Naming Authority

The naming of a new municipal street(s) shall be the sole responsibility of Municipal Council with input from the Strathroy-Caradoc Building and Planning Department, ensuring key criteria for street naming are applied. The Strathroy-Caradoc Building and Planning Department will work in collaboration with other municipal departments, Municipal Council, County of Middlesex, First Nation Communities, Museum Strathroy-Caradoc, and other service clubs and agencies within Strathroy-Caradoc to bring forward an appropriate street name list for Councils' consideration.

### 3.2 Approved Street Name List

3.2.1 Approved street names are to be placed on the Municipality of Strathroy-Caradoc *Approved Street Name List*.

3.2.2 The *Approved Street Name List* is a database of names intended to be used as an inventory of street names within Strathroy-Caradoc.

3.2.3 The S-C Building and Planning Department is responsible for creating, maintaining, and reviewing the *Approved Street Name List* and all records related thereto.

3.2.4 Names within the *Approved Street Name List* may be prioritized to expedite selection.

3.2.5 Approved street names shall meet the street name policy requirements included within Section 4.0 below.

## **4.0 Street Name Policy Requirements**

### **4.1 General Policies for Appropriate Street Names:**

- a) Names that strengthen neighbourhood identity by reflecting positive community character and promote pride.
  - a. Proposed names should meet the following:
    - i. Commemorate local settler or Indigenous history, landmarks, places, events, and culture;
    - ii. Recognize native wildlife, flora, fauna, natural features;
    - iii. Recognize communities that contribute to the public life of the Municipality.
  - b. Names honouring those who served or given their life in public service:
    - i. Facilitate names after Municipal residents who have lost their lives while serving within the Canadian Armed Forces or those who have served in the Armed Forces.
    - ii. Facilitate names of those who have lost their lives in the service of the public through the Strathroy Police Service, Ontario Provincial Police, or the Municipal Fire Department with the consent of his/her immediate family.
  - c. Street names that represent specific themes are encouraged as they are easily recognizable for emergency services and provide consistency in large developments.

### **4.2 Specific Policies Regarding Suitability of Street Names:**

- a) **Ease of spelling and pronunciation**
  - i. To avoid difficulties in emergency situations, street names shall be easily pronounced, recognized, and use conventional spelling.
- b) **Street Name Characteristics:**
  - i. Names shall not exceed 13 characters in length;
- c) **Names to Avoid:**
  - i. Names that are in conflict with other names within the Municipality;
  - ii. Names that could be construed as advertising a particular business, product or brand;
  - iii. Cumbersome, corrupted, modified names;
  - iv. Discriminatory or derogatory names from the point of view of race, sex, colour, gender, creed, political affiliation or other social factors;

- v. Names with any sexual overtones, inappropriate humour, parody, slang or double meaning;
- vi. Names that have a secondary negative or offensive connotation;
- vii. Street names spelled differently but sound alike (ex. Laurel Lane and Laura Lane) or have similar pronunciation but are spelled differently (ex. Heirloom Street could be pronounced with 'H' dropped (Eirloom Street));
- viii. Use of complex words (ex. Xavior Drive);
- ix. Names with hyphens, apostrophes or dashes are discouraged and only considered on a case by case basis provided other criterion met;
- x. A number as part of the name to minimize confusion with civic numbers (ex. Nineoak);
- xi. Re-use of former street names; and,
- xii. Names of existing institutions, parks, facilities, enterprises, service clubs or similar organizations, lands or structures.

#### **d) Street Type Designations**

1) Street type designations, depending on roadway function, length and configuration exist to define the character of a road. The following designations should be consulted:

**“Street, Avenue, Road, and Boulevard”:** For major thoroughfares or streets that are used frequently and are of several blocks in length.

**“Drive, Trail, and Way”:** For streets which are winding or curved.

**“Terrace, Gardens, Grove, Pathway, and Heights”:** For minor or short streets.

**“Lane and Mews”:** For narrow streets generally used for service or private roads.

**“Crescent”:** For crescent shaped street which begins and circles back to terminate on the same street.

**“Court and Place”:** For dead ended streets or permanently closed streets such as a cul-de-sacs.

**“Circle”:** For streets that are circular.

**“Close”:** For streets that form a “P” shape with entry from another road.

**“Gate”:** For a short street that provides an entrance to a subdivision.

**“Square”:** For streets that form part of a square.

2) Qualifying words may be used when a newly created street is in actuality an extension of an existing street which cannot be renumbered or for which no municipal numbers are available. North, South, East, West, Upper, and Lower are appropriate qualifying words.

### 4.3 Creating Approved Street Name List:

The process for creating an approved street name list shall be open to the public, transparent and ensure that approved street names meet the intent of the Municipality's Street Naming Policy.

1. The Municipality of Strathroy-Caradoc Building and Planning Department will undertake a public request for street name(s) suggestions after the beginning of each new Council term. The request will be directed to other municipal departments, Municipal Council, First Nation Communities, Museum Strathroy-Caradoc, local service clubs and agencies. This request will also be placed on the Municipality's website to solicit interest and participation from the general public and will contain a deadline for submissions.
2. Street name suggestions must be directed to the Building and Planning Department and must be accompanied by a description as to how it meets the municipality approved street naming criteria in Section 4.1 and 4.2 above, information explaining the reason for the requested name, and contact information of the requester.
  - a) Where the requested street name is in honour of a person, the request shall also include biographical information including social media search results, documentation from the individual's family or organization providing consent for the request and information about the positive contribution made by the individual or organization.
3. The Municipality will consider proposals for Street naming, but is under no obligation to accept a proposal name, or rename a Street, or assign a Ceremonial Name to a Street.
4. Where a requested street name is found to be offending by virtue of 4.2 (c), (iv), (v) or (vi), the Building and Planning Department can immediately refuse the request.
5. Where the suggested list of requested names includes less than 100 approved names, the Building and Planning Department will include suggested street names and the required information noted in 4.3.2 above for consideration.
6. The Building and Planning Department will evaluate all of the street name requests for adherence to Sections 4.1, 4.2, and 4.3.2 above, and will circulate the list to the County of Middlesex for duplication. Upon receiving County approval of the names, and based on the results of internal review, the Building and Planning Department will present to Council a list of all of the requested street names and the associated recommendation for approval or denial.
7. Council will consider the street names and by resolution will approve in whole, or in part, the recommended Street Name List. There is no appeal of Council's resolution.

8. The Building and Planning Department will inform the requesters of the outcome of Council's decision.
9. The process to guide the consideration of street names other than those on the municipality *Approved Street Name List* is outlined in Section 5.1.5 below.

## 5.0 Procedure for Naming New Streets

The naming of the streets shall be the responsibility of the Building and Planning Department of the Municipality of Strathroy-Caradoc.

### 5.1 Street Name Approval / Assignment Process

1. The Municipality of Strathroy-Caradoc Building and Planning Department shall maintain an *Approved Street Name List*, with names being removed from the list as they are used.
2. Those requesting and/or proposing street name(s) shall apply for a street name(s) approval request to the SC-Building and Planning Department.
3. Requests for street names related to new plan of subdivision, condominium or site plan approvals shall only be received AFTER the draft plan approval has been granted.
4. A minimum of one street name and no less than 75% of all streets in the proposed development must be chosen from the *Approved Street Name List*. Such names are then reserved for the proponent's project and must be used therein.
5. Written requests for new street name(s) that are not contained on the *Approved Street Name List* shall be forwarded to the Building and Planning Department at the Municipality of Strathroy-Caradoc.
  - a) Submissions shall provide the following:
    - i) A description of how the proposed street name(s) corresponds with the street name selection criteria (Section 4.0 of this Policy);
    - ii) For a street name that honours a deceased individual, the requester shall submit:
      - (1) Substantial biographical information about the individual or organization, including social media search results;
      - (2) Documentation from the individual's family or organization providing consent for the request; and,
      - (3) Information about the positive contribution made by the individual or organization.

- iii) For a street name that honours the Municipality's Settler and Indigenous history, heritage, unique features, geography, and natural heritage features, the requester shall submit:
- (1) Substantial historical or natural heritage documentation about the importance of the feature, event, or history;
  - (2) Demonstrate how the name fosters positive community character and pride, and will strengthen neighbourhood identity; and,
  - (3) Additional information as necessary to demonstrate the positive contribution the event, feature, history, etc. has to the Municipality.
6. SC-Building and Planning Department shall evaluate the requested name in relation to Section 5 above. If the name is found to be acceptable, it will be forwarded to the County of Middlesex for review. If no concerns by the County have been received, the Building and Planning Department will bring forward the name for consideration by Council.
7. The Council shall consider the off-list name request and make a decision by resolution to approve in whole or in part, or deny the street name request.