

Meeting Date: September 16, 2024
Department: Building, By-law & Planning
Report No.: BBP-2024-108
Submitted by: Eva Baker, Development Services Co-ordinator
Approved by: Jennifer Huff, Director, Building & Planning
Trisha McKibbin, Chief Administrative Officer
SUBJECT: **Proposed Street Naming List**

RECOMMENDATION: THAT: Council receive Report BBP-2024-108 for information, and further;

THAT: Council Approve / Request Changes / or Provide Alternative Direction on the Proposed Street Name List.

BACKGROUND:

The Municipality's existing street name list is running short on names due to the Municipality's recent growth and development activity. The Municipality's Street Naming Policy was passed under By-law 83-22 on December 19, 2022 to provide direction and criteria for a new street name list to be created. The Council-approved policy is provided as an attachment to this report.

As provided in the street naming policy, staff began working on establishing an updated street naming list in 2023. The process for generating a proposed street name list consisted of a three parts: 1) public consultation, 2) internal review and, 3) consultation with Middlesex County mapping services department as detailed below:

1) Public Consultation Details

Public consultation consisted of inviting various local communities, groups and the general public to submit street name suggestions between early May 2023 and July 2023.

Submissions received after the end of the submission request period were also accepted for consideration.

An email invitation containing the Street Naming Policy and the submission form was sent by email to contacts at various local communities and groups including:

- First Nations Communities that border Strathroy-Caradoc
- Conservation Authorities that border Strathroy-Caradoc
- Lion's Club of Mount Brydges
- Lion's Club of Strathroy
- Strathroy Royal Canadian Legion
- Mount Brydges Royal Canadian Legion
- Strathroy Middlesex General Hospital
- Middlesex Hospital Alliance
- Strathroy-Caradoc Municipal Council and staff

The general public was also engaged during the submission period through:

- social media through the municipal Facebook and Instagram accounts,
- municipal website,
- in-person at Customer Service Desk in Town Hall,
- the Municipality's Downtown Strathroy Market booth.

In total, 22 unique street name suggestions were received from the public.

2) Internal Review

Street name submissions were reviewed by staff for consistency with the approved Street Naming Policy. Submissions that met the criteria of the Policy were forwarded to Strathroy-Caradoc Museum staff to conduct an internal review and confirmation of historical figures and places. To augment the list, museum staff provided additional historical or commemorative names for consideration.

3) County Review

Upon the completion of the review by the Strathroy-Caradoc museum staff, the proposed Street Name List was circulated to the Middlesex County for review. Staff at the County of Middlesex reviewed the list and recommended removal of names that already exist or were very similar to names already in place in the County, or were difficult to read or dictate for the public to emergency dispatch staff.

It is also important to note that existing unused Veterans names from the previously approved Street Name List were added to the new proposed Street Name List. The proposed Street Name List attached to this report contains names that meet the Street Naming Policy and have been reviewed and approved for use by municipal staff and Middlesex County mapping services departments and can now be considered by Council for final approval.

CONSULTATION:

Michelle Wright, Museum Curator
Crystal Loyst, Museum Collections and Research Co-ordinator
Claire Stavina, County of Middlesex

FINANCIAL IMPLICATIONS:

None.

ALTERNATIVE(S) TO THE RECOMMENDATION:

Option 1: Approve the proposed Street Name List

Option 2: Amend the proposed Street Name List

Option 3: Council provide alternate direction

STRATEGIC PLAN ALIGNMENT:

This matter is in accord with the following strategic priority:

Managing the Challenges of Growth for the Municipal Organization: Strathroy-Caradoc will be an inclusive community where growth is managed to accommodate a range of needs and optimize municipal resources. We are committed to maintaining operational efficiency and economies of scale through these times of change.

ATTACHMENTS:

Strathroy-Caradoc Street Naming Policy
Proposed Street Name List