

## Report to Council

<b>Report Title:</b>	Street Naming Policy		
<b>Prepared By:</b>	Fiona Hamilton, Director of Legislative and Legal Services (Clerk), and Dalton Stone, Legislative Support Assistant		
<b>Department:</b>	Clerk's		
<b>Date:</b>	June 21, 2022		
<b>Report Number:</b>	CLK2022-16	<b>File Number:</b>	C11CL, A09, T05
<b>Attachments:</b>	Street Naming Policy Application Form: Street Name Proposal		

### **Recommendation:**

That the Council of the Municipality of Brockton hereby receives Report Number CLK2022-16 - Street Naming Policy, prepared by Fiona Hamilton, Director of Legislative and Legal Services (Clerk), and Dalton Stone, Legislative Support Assistant and in doing so accepts the Street Naming Policy and further approves a By-Law coming forward to adopt the policy.

### **Report:**

#### **Background:**

On April 12, 2022, Council directed staff to seek public input for road name options for Proposed Road "A" within the East Ridge Business Park. Staff launched a recommendations page on Build your Brockton where community members could submit a proposed street/road name and individuals could vote in favour or against each name.

On May 10, 2022, staff brought forward Report PW2022-10 that presented the results of the online voting system to Council. Staff sought Council's direction and confirmation of naming Road "A" based on the public's input.

#### **Analysis:**

Presently, the Municipality of Brockton lacks any formal policies or procedures on how to choose and accept proposed street/road names. Given the increased development within the Municipality, the task of choosing new street/road names will correspondingly increase.

The Municipality of Brockton recognizes the importance of engaging with the community in certain decision-making processes within the Municipality, including the naming of future streets/roads. This community

engagement needs to be initiated in combination with specific naming criteria that promotes safe and sensible development.

The proposed policy would see that the names put forward from the public are vetted for suitability and then placed on a "Reserve List", which would then be presented to Council when a new street/road name is required. Council would make their decision based on the options on the Reserve List.

Appropriately named streets/roads are particularly important from a 911 emergency response perspective. Names that are difficult to read, pronounce, or are too similar to other names in the Municipality can lead to confusion and delays with 911 dispatch.

A new Street Naming Policy has been attached to this report for Council's information. Staff recommend adopting the Policy by By-Law to support future developments.

### **Strategic Action Plan Checklist:**

What aspect of the Brockton Strategic Action Plan does the content/recommendations in this report help advance?

- |   |     |
|---|-----|
| • Recommendations help move the Municipality closer to its Vision                       | Yes |
| • Recommendations contribute to achieving Heritage, Culture, and Community              | Yes |
| • Recommendations contribute to achieving Quality of Life                               | N/A |
| • Recommendations contribute to achieving Land Use Planning and the Natural Environment | N/A |
| • Recommendations contribute to achieving Economic Development                          | N/A |
| • Recommendations contribute to achieving Municipal Governance                          | Yes |

### **Financial Impacts/Source of Funding:**

- Do the recommendations represent a sound financial investment from a sustainability perspective?  
N/A

There are no budget implications associated with this policy.

### **Reviewed By:**



Trish Serratore, Chief Financial Officer

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### **Respectfully Submitted by:**



Fiona Hamilton, Director of Legal and Legislative Services (Clerk)

A handwritten signature in black ink, appearing to read "Dalton Stone". The signature is written in a cursive style with a large initial 'D' and 'S'.

Dalton Stone, Legislative Support Assistant

**Reviewed By:**

A handwritten signature in black ink, appearing to read "Sonya Watson". The signature is written in a cursive style with a large initial 'S' and 'W'.

Sonya Watson, Chief Administrative Officer