

Department:	All Departments	Policy Number:	T05-1300-22
Section:	Transportation Services	Effective Date:	June 21, 2022
Subject:	Street Naming	Revised Date:	
Authority:	By-Law 2022-#####		

1. Purpose

The purpose of this policy is to establish criteria for the naming of streets in the Municipality of Brockton. The function of municipal street naming is to enable people and emergency services to locate properties readily. This policy provides guidance in the process of naming newly constructed municipal streets or renaming existing streets as deemed appropriate.

2. Objectives

- 2.1 To ensure a clear and efficient street naming and approval process.
- 2.2 To ensure the application of key criteria to determine the validity and appropriateness of a nominated street names that are non-discriminatory, appropriate, and non-exclusionary.
- 2.3 To ensure and encourage community participation and civic pride by encouraging any member of the public to nominate a street name.

3. Scope and Applicability

- 3.1 This Street Naming Policy applies to any municipally owned street within the municipal boundaries of the Corporation of the Municipality of Brockton.
- 3.2 This policy does not apply retroactively. Naming arrangements that pre-date this policy are not subject to its terms.

4. General Guidelines

- 4.1 The Municipality of Brockton shall review all submitted street names to ensure adherence to the following general policies for appropriate street names. Street names are subject to approval by Council.
- 4.2 Street names that exhibit the following elements will be given preference:
 - Names that are easily pronounced;
 - Names that are spelled how they are pronounced;

- Names that strengthen neighbourhood identity to reflect the character of the area;
 - Names that represent specific themes;
 - Names that are two words or less;
 - Names that reflect local heritage, traditions and culture;
 - Names that recognize individuals who made a significant contribution to the area.
- 4.3 Street names that exhibit the following elements should not be considered:
- Names that are already in use within the Municipality of Brockton;
 - Names with complex or unconventional spelling;
 - Names with elements such as hyphens, apostrophes or dashes;
 - Street names spelled differently but sound alike (i.e. Lynx Street and Links Street) or have similar pronunciation but are spelled differently (i.e. Knight Street and Night Street);
 - Names that could be construed as advertising a particular business, product or brand;
 - Re-use of former street names;
 - Full names of people, except where the person is deceased and is of historical significance internationally, nationally, regionally or locally;
 - Names with sexual overtones, inappropriate humour, parody, slang or double meaning;
 - Names that have a Cumbersome, corrupted, modified names, discriminatory or derogatory names from the point of view of race, sex, colour, creed, political affiliation or other social factors.
- 4.4 Streets named after living individuals are discouraged as the individual may encounter future circumstances that lead to inappropriate connotations for his/her/their name. Use of a living person's name requires written consent of the individual, and written description detailing the individual's contribution to the community.
- 4.5 Streets named after an individual posthumously require written consent from the individual's surviving family, a written description of the individual's contribution to the community, and Council approval. Names of individuals who are national or international public figures do not require written consent from surviving family members.
- 4.6 The Municipality will facilitate the naming of streets after municipal residents who have lost their lives while serving within the Canadian Armed Forces or those who have served in the same Armed Forces, with the consent of his/her/their family. Special signage containing the Poppy symbol can be used for Veteran Street names.
- 4.7 The Municipality may also include the names of those who lose their lives in service through the Municipal Fire Department, with the consent of his/her/their immediate family.
- 4.8 The rationale associated with the use of a particular names shall be understandable to the majority of Municipality of Brockton residents.

- 4.9 Street name suffixes are words that follow a street name, generally indicating the street's configuration and, on occasion, street direction. Suffixes are proposed by the applicant for review and final approval by the Municipality to ensure the suffix appropriately defines and describes the type of street being named.

5. Reserve List

- 5.1 The Reserve List is a database of potential street names intended to be used for future streets within the Municipality of Brockton, as decided on by the applications from residents of the Municipality of Brockton.
- 5.2 The Reserve List will accept 10 new, potential street names per year.
- 5.3 The Reserve List will be presented to Council as needed when new streets require naming.

6. Consultation with Saugeen Ojibway Nation and/or the Metis Nation of Ontario

- 6.1 The Municipality may, from time to time, consult with Saugeen Ojibway Nation or the Metis Nation of Ontario to discuss potential street names that align with the Municipality of Brockton's reconciliation efforts.

7. Procedure for Adding Street Names to Reserve List

- 7.1 The Director of Operations or designate receives an application by a developer/member of the public which includes the proposed street name(s) and a brief but complete explanation of the significance of the name.
- 7.2 The Director of Operations or designate is responsible for processing street name requests for consideration. Street name requests are evaluated for suitability and appropriateness based on conformity with the street naming policies contained herein.
- 7.3 Proposed street names will be vetted against all street names within the Municipality of Brockton to ensure that there are no duplicates.
- 7.4 When determined necessary by the Municipality of Brockton, the County of Bruce may be consulted on proposed street names when the street(s) in question run adjacent to, or connect to a county road.
- 7.5 The street names must also be reviewed by the Director of Fire and Emergency Services or designate for suitability, as forwarded to them by the Director of Operations or designate. The Director of Fire and Emergency Services or designate shall advise the Director of Operations or designate as to the suitability of the proposed names.
- 7.6 Once the street names are reviewed and approved by the Director of Operations or designate and the Director of Fire and Emergency Services or designate, the street name will be added to the Reserve List.

8. Procedure for Selecting a Street Name

- 8.1 When a new street name is needed within the Municipality, the Director of Operations or designate will present Council with the up-to-date Reserve List.
- 8.2 Council will vote on an appropriate street name that shall be selected from the Reserve List.
- 8.3 Following a final decision of Council, the approved name will be forwarded with the resolution of Council to the County of Bruce for addition into the 911 System. The developer will also be notified of the final decision and resolution of Council.
- 8.4 Street signs are ordered by the Public Works Department and provided to the developer at their expense for installation.

9. Subdivision Development

- 9.1 A subdivision developer may, by agreement with the Municipality of Brockton, choose the street names of the subdivision in question, so long as the street names align with the general guidelines as indicated in section 4. of this policy, and be approved by the Director of Operations or designate and the Director of Fire and Emergency Services or designate.

10. Land Donation

- 10.1 In the event a resident transfers, conveys or donates the land to be used in constructing a road or bridge, the Municipality of Brockton will recognize such donation by naming the bridge or road after, or as suggested by the person that donated the land, provided the suggested name still complies with the guidelines suggested in section 4. of this policy. In this event, and provided the person that donated the land agrees, the proposed name will be brought forward for Council's consideration with a description of the lands that were donated.