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**Date:** July 11, 2019

**To:** Mayor and Council

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**RE:** Introduction of Street & Road Naming Policy

**Report No.:** PS 2019-024

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## **AIM**

To provide the Mayor and Council with a standard guideline and policy for the naming of streets and roads within the Town of Kingsville.

## **BACKGROUND**

At present street naming has followed a basic, informal approach. A developer proposes names for streets in a new development, the names are reviewed by Administration for duplication and complexity. If acceptable the street names are then assigned to the streets in a particular development and brought forward to Council for official approval. This approach has generally worked efficiently in the past but as development continues and requests for new street names increases it has become evident that a more formal policy is needed.

In addition there has been public feedback expressed on past street naming in the Town and a subsequent motion of Council directing staff to review existing naming policies in similar towns and develop a Street and Road Naming Policy for Kingsville.

## **DISCUSSION**

The Town does currently have a list of all street names used throughout the community which is considered an informal 'approved street name list.' This listing was developed and compiled as a reference for the review of new street names. There is no change in content being proposed. The list would continue to be developed as street names are proposed.

Having such a policy for reference will help to avoid the need to change street names in the future which is a formal public process and can have a significant financial implication on both the public and private side.

A number of existing street naming policies were reviewed in the preparation of the draft policy for the Town of Kingsville. Many of the policies follow the same basis outline with variation in the technical guides. The general content and format of the policy in Niagara-on-the-Lake was used as a model as it provided a good mix of policy and technical consideration.

## **LINK TO STRATEGIC PLAN**

Promote the betterment, self-image and attitude of the community.

## **FINANCIAL CONSIDERATIONS**

There is no direct financial implication of the development of the Street Naming Policy.

## **CONSULTATIONS**

CAO, Managers & the Niagara-on-the-Lake Street Naming Policy

## **RECOMMENDATION**

It is recommended that:

Council receive the report outlining the development of a Street Naming Policy for the Town of Kingsville for information purposes, and

Council adopt the proposed Street Naming Policy attached as Appendix A to this report.

*Robert Brown*

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*Peggy Van Mierlo-West*

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