



# CORPORATE POLICY

Sub Topic:	Street Naming Policy	Policy No. PLAN. 1-01
Topic:	Naming	Applies To: Public and Private Streets
Section:	Planning and Building Services	Council Adoption Date: May 16, 2016
Effective Date:	May 16, 2016	Revision No: 1 Date: May 15, 2023

## Policy Statement and Strategic Plan Linkages

The Town of Newmarket prides itself on its core values and being “Well planned and Connected.” As the Town strives to cultivate strategic growth, this policy supports that commitment by ensuring streets are named within their appropriate protocols.

## Purpose

The purpose of the Street Naming Policy is to set out guiding principles for the naming and renaming of streets in the Town of Newmarket. The Street Naming Policy includes the process for street names being added to, and developing priority standing on, the Town of Newmarket Street Name Reserve List and the establishment of an Internal Review Team. In addition, it outlines the procedures for assigning street names to a development and renaming an existing street.

This policy applies to both public and privately managed streets in the Town of Newmarket, subject to legislative requirements and governing by-laws. The policy is administered by Planning and Building Services.

## Definitions

**Resident-** in relation to section 7.0 of this policy, a resident is a person who resides on, or owns property that fronts on to the subject street; including tenants and business owners.

**Town** – is the Corporation of the Town of Newmarket

**Street Name Reserve List-** is a database of names intended to be used as street names within the Town of Newmarket.

## **Procedures**

### **1. Establishment of an Internal Review Team**

- 1.1 The Street Naming Internal Review Team is established to make recommendations to the Director of Planning or designate with regards to the naming of public and private streets in the Town of Newmarket.
- 1.2 The Street Naming Internal Review Team will be composed of the following groups:
  - Staff Liaison, Heritage Newmarket Advisory Committee
  - One (1) representative from Town of Newmarket Planning and Building Services
  - One (1) representative from the Town of Newmarket Recreation and Culture Department
  - One (1) representative from Central York Fire Services.
- 1.3 The Street Naming Internal Review Team's recommendations to the Director of Planning or designate include:
  - a) Requests to add a name to the Reserve List.
  - b) Assigning names to new subdivisions/ newly created roads, both private and public.
- 1.3 The Street Naming Internal Review Team will comment and provide recommendations by e-mail whenever possible. Formal meetings will be held only where required.

### **2. Street Name Reserve List:**

- 2.1 The Street Name Reserve List is a database of names intended to be used as street names within the Town of Newmarket.
- 2.2 The Street Name Reserve List will include potential themes to be used for developments in the Town of Newmarket.
- 2.3 Names within the Street Naming Reserve List may be prioritized to expedite selection.
- 2.4 Staff will provide an annual report to Committee of the Whole presenting the current Street Naming Reserve List.
- 2.5 Street names that represent Black peoples, Indigenous peoples, and people of colour, and/or their achievements will be encouraged and promoted.

### **3. Adding names to the Street Name Reserve List:**

- 3.1 Any street name request shall be forwarded to the Town of Newmarket Planning and Building Services.
  - 3.1.1 Any person can make a request for a street name.

3.1.2 The request shall include the proposed name, a description as to how it meets the established criteria, and contact information.

3.2 Street Name Criteria:

3.2.1 Names must relate to local individuals/families posthumously who:

a. Have had a considerable relationship with the Town and/or their community;  
and/or

b. Have made a significant social, political or cultural contribution to the Town  
and/or their community;

and/or

c. Are significant to Black peoples, Indigenous peoples, and equity-deserving groups.

Or

3.2.2 Other names of historical significance.

3.2.3 Themes for large developments (e.g. residential and/or industrial subdivisions) shall be of local, regional, provincial or national significance. Priority shall be given to themes with local significance and/or equity-deserving groups.

3.3 Proposed street names **should not** have any of the following characteristics:

3.3.1 Generic names, such as Bay Street

3.3.2 Names with undesirable definitions or pronounced or spelled similar to such undesirable words

3.3.3 More than one word; use surname unless given name(s) is necessary to avoid duplication

3.3.4 The re-use of a first word in a street name

3.3.5 Corrupted, or modified names, such as Sandiford in recognition of Sandford

3.3.6 Discriminatory or derogatory names (e.g. with regard to race, sex, colour, creed, political affiliation or other social factors)

3.3.7 Names seen as advertising for a particular business

3.3.8 Re-use of former street names

3.3.9 Names of existing institutions, parks, facilities, enterprises, service clubs or similar organizations, lands or structures.

3.3.10 Sound alike/similar street names are prohibited (e.g. Lynx and Links)

3.3.11 Names of existing streets shall be used on new streets which are continuations of, or in alignment with, existing streets

- 3.4 The names of private streets must be circulated to members of the Street Naming Internal Review Team for evaluation and approval in accordance with the existing street name policies. Due to the potential confusion and problems which may occur for emergency and delivery services caused by the naming of private streets, Planning and Building Services is to implement this policy as a condition of approval of proposed site plans with internal streets.
- 3.5 The Planning and Building Services representative shall forward all street name requests to the York Region Planning Department for Regional Approval. After receiving this approval, street name requests will then be circulated to the Street Naming Internal Review Team for approval.
- 3.6 If York Region does not approve the name, the Street Naming Internal Review Team may use its discretion to alter the name while maintaining consistency with the Policy and re-submitting it to York Region for approval. The developer/individual/family who submitted the name should be contacted for their approval before the altered name is re-submitted to York Region.
- 3.7 Upon receiving Regional and Local approval, the name is added to the Street Name Reserve List.

#### **4. Street Name Reserve List Prioritization**

- 4.1 The Street Naming Internal Review Team may give priority standing to names on the Street Name Reserve List. The Street Name Reserve List shall note those names with priority standing.
- 4.2 The Street Naming Internal Review Committee may prioritize names from the Street Name Reserve List based on the level of significance to the criteria established under Section 3.2.

#### **5. Assigning Street Names to a development:**

- 5.1 Planning and Building Services shall review draft plans to determine the number of new streets.
- 5.2 Names of new streets must be chosen from the existing Reserve List.
- 5.3 The Street Naming Internal Review Team will review and assign the name to a new street following consultation with the property owner.

- 5.4 At such time as a name is assigned to a new street within the Town of Newmarket, the Street Naming Internal Review Team shall advise the original requestor that the street name has been officially assigned.
- 5.5 The Street Naming Internal Review Team may require and designate additional information, crest, symbols, etc. pertaining to the street name on street signs, while still maintaining the typical sign size.

## **6. Circumstances that require Council Approval**

- 6.1 In extenuating circumstances in which there is a need for an exception and/or change to the policy Council approval is required (i.e. putting the name of an individual on the list when they are still alive).

## **7. Renaming an Existing Street**

- 7.1 All applications for renaming streets shall be made in writing.
- 7.2 The application shall include a petition with the names, addresses, and signatures of 60% of the affected residents. The petition must demonstrate that at minimum 60% of the affected residents/owners are interested in considering a change to the street name.
- 7.3 The application shall include a recommended new name that is in accordance with this policy.
- 7.4 If Council accepts the request to consider the name change, Council will direct staff to process the request as follows:
- Advise, in regular mail, all affected residents that Council is considering changing the street name and the suggested new name.
  - Hold a Public Information Centre where residents can receive information on potential impacts of the change and express their opinion on the proposed new name. Residents will be informed of the fees that the Town may be aware of (e.g. fees charged by utility companies for address changes) and reminded of the various agencies to be contacted and documents to be changed.
  - Prepare a "Letter of Consent" for the applicant to use in obtaining written agreement from the affected residents.
- 7.5 After the PIC, the applicant is responsible for collecting Letters of Consent from a minimum of 80% of affected residents.
- 7.6 If the request is to consider renaming a portion of a road, a Reference Plan, prepared by a Surveyor may be required, at the applicant's expense.
- 7.7 If requested by the affected residents and/or applicant Council can consider offering compensation to cover the cost of changing addresses (i.e. the fee charged by

Newmarket Hydro to change addresses) and/or covering the cost of Reference Plan (if required)

- 7.8 Staff will report back to Council with the results of the public consultation, and if the 80% agreement of residents was achieved, and make recommendation on the proposed change, the new name, and whether or not compensation should be considered.
- 7.9 If Council decides to approve the street name change, staff will be directed to:
  - Bring forward a by-law repealing existing street name (if required);
  - Bring forward a by-law for the new street name; and
  - Register the new name on title of the affected properties
- 7.10 Through the Fees and Charges By-law, Council may choose to establish an application fee to cover the staff time and resources required to process the street name change.