

**CITY OF VAUGHAN**

**EXTRACT FROM COUNCIL MEETING MINUTES OF DECEMBER 10, 2013**

Item 3, Report No. 55, of the Committee of the Whole (Working Session), which was adopted, as amended, by the Council of the City of Vaughan on December 10, 2013, as follows:

***By approving the following:***

***That clause 2. of recommendation 1) of the Committee of the Whole (Working Session) meeting of December 3, 2013, be deleted; and***

***That section 6. d) of the Proposed City of Vaughan Street Naming Procedures be amended to read as follows:***

- 6. d) only one (1) for every twenty (20) street names submitted, associated with a charity/fundraising event, shall be permitted within each approved plan of subdivision or site plan application if not within a subdivision.***

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**VAUGHAN STREET NAMING POLICY REVIEW**  
**FILE 4.8**  
**WARDS 1 TO 5**

The Committee of the Whole (Working Session) recommends:

- 1) That the recommendation contained in the following report of the Commissioner of Planning and the Director of Development Planning, dated December 3, 2013, be approved, subject to amending the Proposed Street Naming Policy and Procedures in Attachment #2 as follows:
  1. That section 1. c) of the Proposed City of Vaughan Street Naming Policy (Annotated) be amended to read as follows:
    - c) **Prohibited Names**
      - i.) business and corporate names;
      - ii.) discriminatory or derogatory names from the point of view of sex, race, colour, creed, political affiliation or other social factors;
      - iii.) names with sexual overtones, inappropriate humour, parody, slang or double meaning;
      - iv.) names with hyphens, apostrophes or dashes; and
      - v.) full names of people, except where the person is deceased and is of historical significance internationally, nationally, regionally or locally;
  2. That section 6. of the Proposed City of Vaughan Street Naming Procedures regarding street names originating from a charity/fundraising event be amended by striking out sub-sections d) and e) and substituting the following new sub-section d) as follows:
    - d) the street in question must be located within employment lands;
  3. That section 7 of the Proposed City of Vaughan Street Naming Procedures be deleted;
- 2) That the Commissioner of Planning be requested to incorporate such administrative amendments as required to give effect to these amendments;

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- 3) That the Street Name Reserve List contained in Communication C5, submitted by Councillors Shefman and Carella, be received by staff for review and consideration for addition to the Street Name Reserve List; and
- 4) That Communication C4, presentation material, entitled, “*City of Vaughan Street Naming Policy and Procedures*”, be received.

#### **Recommendation**

The Commissioner of Planning and the Director of Development Planning recommend:

1. THAT the amendments to the City of Vaughan Street Naming Policy and Procedures provided on Attachment #2, which includes amendments to the policies and procedures for naming streets after people, businesses and corporations, the gifting or auctioning of street names, and proposed Heritage Referenced street names, BE APPROVED.
2. THAT Staff monitor the amended Street Name Policy and Procedures (Attachment #2), specifically with respect to the effectiveness of the approved amendments, and report back to a future Committee of the Whole meeting in one (1) year after implementation.
3. THAT the street names shown on the Heritage Street Name Reserve List on Attachment #4, BE APPROVED.

#### **Contribution to Sustainability**

Permitting the gifting or auctioning of street names will benefit local charities, many of which contribute to improving social, economic well-being, and/or environmental sustainability.

#### **Economic Impact**

There are no requirements for new funding associated with this report.

#### **Communications Plan**

The Vaughan Council approved Street Naming Policy and Procedures and application forms will be placed on the Development Planning Department's web-site and front counter for access by the public.

#### **Purpose**

To respond to the following resolution respecting the City's Street Naming Policy and Procedures adopted by Vaughan Council on June 25, 2013:

“That the current policy be reviewed at a Committee of the Whole (Working Session) meeting in the Fall of 2013.”

The focus of the discussion at the Vaughan Council Meeting was on street names originating from charity/fundraising events, the proportional distribution of charity auction street names across all City Wards, and the use of individual person's and business/corporate names as street names, with the aim of having a Street Naming Policy and Procedures that is less restrictive and allows greater opportunities for the appropriate naming of streets across the City of Vaughan.

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#### **Background – Analysis and Options**

##### Street Naming Policy and Procedures

The current in-effect Vaughan Street Naming Policy and Procedures shown on Attachment #1, was approved by Vaughan Council on June 26, 2012, and includes a Street Name Reserve List (Attachment #3). The purpose of a Street Naming Policy and Procedures is to ensure a consistent procedure for approving street names within the City of Vaughan, for emergency response purposes, and to prevent the same street name or similar sounding names being used more than once within the Region of York.

The majority of new streets in the City are created through the approval of Draft Plans of Subdivision, and to a lesser extent, through infill development approved through the site plan process. The proposed street name(s) in each Draft Plan of Subdivision or site plan are currently provided by the applicant on an Application Form for Street Name Approval, and are subject to review by the Vaughan Development Planning Department for suitability under the Street Naming Policy and Procedures, and circulated to the Region of York Transportation and Community Planning Department and to the Vaughan Fire and Rescue Department and Vaughan Council members for comments. In addition, the Development Planning Department maintains a list of pre-approved Street Names on a Reserve List (Attachment #3) from which a landowner can select a street name(s).

The review of the current Vaughan Street Naming Policy and Procedures (Attachment #1) is primarily directed towards two specific policies being Names to Avoid, Policies 1.c.i) and 1.c.v), and Gifting or Auctioning, Policy 7. In addition, the Development Planning Department is recommending policies to implement and guide the use of street names with a heritage reference within the City's local communities and has proposed a Heritage Street Name Reserve List (Attachment #4) for approval by Vaughan Council. An annotated version of the proposed amendments recommended to the Street Naming Policy and Procedures as discussed in this report is shown on Attachment #2.

##### Naming of Streets after Businesses or Individuals

Policies 1.c.i) and 1.c.v) address the naming of streets after businesses and corporations, and individuals, respectively. The current policy (Attachment #1) is to avoid business and corporate names, and names of people including first and/or last names except where the individual is deceased and was of historical significance.

The Development Planning Department recommends changing the policy to allow business and corporate names to be used for streets in non-residential areas, which in certain circumstances is considered appropriate, subject to the proposed street name(s) satisfying the following specific criteria:

- i) the street name(s) shall comply with the Vaughan Council approved Street Naming Policies and Procedures;
- ii) the street(s) is located in an employment or commercial area only;
- iii) a business or corporate name shall not be permitted for any residential local or collector/mid-block street;
- iv) a business or corporate name shall be permitted only on a local employment/commercial street and shall not be permitted for a primary, collector or arterial road; and,
- v) abbreviations shall not be permitted (e.g. RBC, CN, IBM, CIBC, etc.).

Vaughan Council has previously approved corporate or business names in an employment/commercial context such as, Westburne Drive, Moyal Court, Conair Parkway,

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Villarboit Crescent, Royal Group Crescent and Bass Pro Mills Drive. In addition, the City has also previously approved corporate or business names in a residential context such as Greenpark Boulevard, Fieldgate Drive, Arista Gate Drive, Gold Park Court, Canada Company Avenue and Wycliffe Avenue. Therefore, precedent exists for the use of corporate or business names which are acceptable street names in the City of Vaughan.

However, despite the fact that corporate/ business names have been used in residential areas, as noted above, it is recommended that going forward that corporate/business names be limited to employment and commercial areas only in order to maintain the residential character of new communities unless the street name is of specific historical reference to the local community (e.g. a local retail store or post office) as discussed later in this report. In addition, it is recommended that the use of corporate / business names be restricted to local employment or commercial roads only. Arterial and collector roads play a role in defining the broader character of the community and street names for these streets should not be synonymous with a corporate/business name.

Staff also recommends allowing the names of people, including the first or last name, as well as, the full name of an individual, either living or deceased, if the person was of local significance. This change will permit some flexibility when street names are submitted by applicants that want to name some of the streets to honour family members or names from local history.

In both cases, the proposed street name(s) must satisfy the amended Street Name Policy and Procedures identified on Attachment #2, as approved or modified by Vaughan Council, which includes the review of the proposed street names by the Vaughan Development Planning and Fire Departments, the Region of York, and Vaughan Councillors, with the Development Planning Department preparing and forwarding a report with the recommended street name(s) to the Committee of the Whole for final approval by Vaughan Council.

#### Gifts or Auctioning of Street Names

Policy #7 of the City's current Street Naming Policy addresses the gifting or auctioning of a street name. The current policy is to permit the gifting or auctioning of a street name provided the proposed street name satisfies the Street Naming Procedures. Street names originating from a charity/fundraising event are subject to Procedures 1-5 and the following criteria, as shown on Attachment #1:

- a) the charity/fundraising event must be based in the City of Vaughan, be locally affiliated, and/or directly benefit Vaughan residents;
- b) prior to and during the charity/fundraising event, the charity organizer must provide a clear disclaimer that the winning bidder's proposed street name is subject to the City of Vaughan Street Naming Policy and must be approved by Vaughan Council (a copy of this disclaimer must be provided as proof to the Development Planning Department with the application form);
- c) the applicant must disclose the proposed street name, whether the name is a result of a charity/fundraising event, the name of the event, and the contact information of the winning bidder on the Application for Street Name Approval;
- d) only one (1) street name associated with a charity/fundraising event shall be permitted within each approved plan of subdivision or Site Development application if not within a subdivision; and,
- e) the street name associated with a charity/fundraising event must be located on a local road, preferably on a short stretch of road or a cul-de-sac road, and cannot be identified with a primary, collector or arterial road.

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At the June Council meeting, the discussion respecting the City's Street Naming Policy and Procedures focused on ensuring that charity/fundraised street names are equally distributed among all Wards in the City, and that the Procedures be more flexible in facilitating a greater number of names per subdivision or site plan than the one (1) name that is currently allowed. This may be difficult to achieve since development areas where significant new Draft Plan of Subdivision approvals are likely to occur are located in Ward 1, including the new West Vaughan Employment Area, Blocks 47 and 61, the Vaughan Official Plan 2010 expansion Blocks (27 and 41) and the OPA #637 employment area (Blocks 34 and 35). Additional street name opportunities may likely occur in the Vaughan Metropolitan Centre (VMC). Charity/fundraised street names are also bid on by individuals often with the expectation that the street name will be located in a specific geographic area that has meaning (e.g. family history, personal history, community where they reside, etc.) to the bidder.

In consideration of the above, the Development Planning Department recommends amending Procedure 6 d) of the Street Naming Procedures to manage the number of charity/fundraised street names within a particular development area by permitting a maximum of one (1) street name associated with a charity/fundraising event for every ten (10) names submitted in a Draft Plan of Subdivision or Site Development Application, as follows:

<u>Number of Streets in a Draft Plan of Subdivision/Site Plan</u>	<u>Permitted Number of Charity/ Fundraised Street Names</u>
1 - 10 streets	1
11 - 20 streets	2
21 - 30 streets	3
31 and over	1 additional street name for every 10 streets

This policy will allow the charity/fundraised street names to represent a maximum of 10% of the street names in any subdivision with at least 10 streets. In subdivisions or developments with less than 10 streets, only 1 charity/fundraised name will be permitted, even if the subdivision consists of only one (1) street. The revised procedures will allow a greater number of street names to be accommodated within a subdivision or site plan area, and will allow the street names to be located across the City to accommodate the individuals who will be providing proposed names for the charity/fundraised streets, in a better managed and organized way.

The charity/fundraised street name must still comply with the recommended Street Naming Policies and Street Naming Procedures identified on Attachment #2. The proposed street name(s) will continue to be reviewed by the Development Planning and Fire Departments, and the Region of York, and Councillors will continue to be circulated the proposed charity/fundraised street name(s), together with all other proposed street names, and provided with an opportunity to review the street name(s) and provide any comments prior to a report being prepared by Development Planning Staff for consideration and disposition by the Committee of the Whole and subsequently by Vaughan Council, at which point a charity/fundraised street name is either approved or refused.

#### Street Names - Heritage Reference

The Vaughan Cultural Services Division and the Vaughan Archives and Records Management Services has prepared a list of 458 potential street names that are connected primarily to people with historical reference in the City of Vaughan. The proposed street names were subsequently reviewed in light of the City's Street Name Policy and Procedures, including checking the names for duplicates in York Region, and review by the Region of York and the Vaughan Fire and Rescue Department, and a total of 99 potential new street names with historical reference are identified on Attachment #4. These street names are grouped by community areas in the City of

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Vaughan (e.g. Kleinburg, Woodbridge, Maple, Concord, and Thornhill), and if approved, would form a new Heritage Street Name Reserve List (Attachment #4) of Council pre-approved street names with historical reference in the City.

To date, landowners have generally not utilized the City's Street Name Reserve List or proposed street names with historical reference to the local community in new subdivisions and developments where a new public road(s) is created. This has resulted in developments where the street names have no direct association with a theme, event, person, activity, organization or institution that may be historically significant in the local community. Street names in any city often appear to be insignificant; however, the history behind the names often reveals a past that reflects their true importance. Street names can give character and life to the space they occupy, often serving as historical markers for a city. Street names can be a manifestation of the city's culture and ideologies and provide a common language for a city and its residents, and can also be markers of change.

Accordingly, the Development Planning Department recommends that the City's Street Name Policy and Procedures be amended to require that approved Draft Plans of Subdivision and Site Development applications that propose a new public street(s) incorporate street names of local community historical significance utilizing the City's Heritage Street Name Reserve List, as shown on Attachment #4. Specifically, it is recommended that the City's Street Name Policy and Procedures be amended to add the following:

#### Heritage Street Naming

1. The City will identify a list of potential heritage street names that comply with the Vaughan Council approved Street Naming Policy and Procedures.
2. Heritage street names shall comply with the following criteria:
  - a) heritage street names should reflect the history that relates to the City of Vaughan, and the former Town and Township of Vaughan, and including its local communities (i.e. Village of Kleinburg, Woodbridge, Maple, Concord, Thornhill). Proposed street names must meet one of the following criteria:
    - i) the name(s) has direct association with a theme, event, person, activity, organization or institution in the community; and,
    - ii) the name(s) contributes to an understanding of the community's culture, local geography and/or landscape;
  - b) For development applications that propose to create one (1) or more new streets, and where the property contains or is in close proximity to a built, cultural, or natural heritage resource, the Development Planning Department, in consultation with the Cultural Services Division shall advise the applicant that the new street name(s) shall relate to as many heritage resources as identified on the Heritage Street Name Reserve List that are applicable to that subdivision or site plan, and that this requirement shall be a condition of Draft Plan of Subdivision or Site Plan approval; and,
  - c) If the applicant desires, other preferred heritage street names may be selected, provided the applicant identifies the heritage reference of the proposed street name(s) and the name(s) shall comply and meet the criteria identified in paragraph a) above.

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It is also proposed that further research be undertaken by City Departments to regularly (e.g. annually) identify additional street names with historical reference in the City of Vaughan to add to those names identified on Attachment #4, for consideration and approval by Vaughan Council at a future date to further populate the Street Name Reserve List.

The addition of proposed heritage street naming policies to the City's Street Naming Policies and Procedures serves to recognize the City of Vaughan's local history.

#### **Follow-up Review**

The Development Planning Department also recommends that all of the proposed changes to the City's current Street Naming Policy and Procedures be monitored for a period of one (1) year from the date that the Council approved policy is implemented, after which an evaluation report will be prepared for consideration by the Committee of the Whole at a future meeting with respect to the effectiveness of the amendments to the Street Naming Policy and Procedures. A recommendation to this effect is included in the recommendation of this report.

Other areas of the Street Naming Policy are considered adequate and do not require further amendment(s) at this time.

#### **Relationship to Vaughan Vision 2020/Strategic Plan**

This staff report is consistent with the priorities set forth in Vaughan Vision 2020, particularly "Manage Growth and Economic Well-being".

#### **Regional Implications**

The Region of York does not have any objection to the proposed Street Naming Policy and Procedures, and has reviewed all street name(s) to be included in the Street Name Reserve List including heritage names.

#### **Conclusion**

This report proposes amendments to the City's current Street Naming Policy and Procedures, as revised and shown on Attachment #2, which establishes consistent procedures for the approval of street and laneway names. This policy will ensure street names are appropriate and not duplicated within York Region for review and approval by the City of Vaughan and the Region of York.

The Vaughan Development Planning Department has proposed changes to the Street Naming Policy and Procedures including, permitting corporate/business names in employment and commercial areas subject to specific criteria, limiting the number of charity/fundraised street names to a maximum of one (1) street name for every 10 streets in a draft plan of subdivision or site development, and allowing the names of people (first or last name), and the full name of an individual (living or deceased, if the person was of local significance) to be used for street names. In addition, the Development Planning Department has proposed establishing street name policies requiring that street names that reflect local City of Vaughan heritage be included in the City's Street Naming Policy and Procedures. Furthermore, the Development Planning Department recommends that the amendments to the Policy and Procedures proposed in this report be monitored for a period of one (1) year and that an evaluation report be prepared respecting the effectiveness of any approved amendments to a future Committee of the Whole meeting for their consideration.

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**Attachments**

1. City of Vaughan Street Naming Policy (Current)
2. Proposed City of Vaughan Street Naming Policy (Annotated)
3. Street Name Reserve List
4. Heritage Street Name Reserve List

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(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)