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Communication	
CW:	<u>OCT 5/16</u>
Item:	<u>DEP. 1</u>

## memorandum

**TO:** HONOURABLE MAYOR & MEMBERS OF COUNCIL

**FROM:** JOHN MACKENZIE, DEPUTY CITY MANAGER,  
PLANNING & GROWTH MANAGEMENT

**DATE:** SEPTEMBER 28, 2016

**SUBJECT:** COMMUNICATION – COMMITTEE OF THE WHOLE – OCTOBER 5, 2016  
  
PRESENTATIONS AND DEPUTATIONS – MIKE SHAW, COSTCO  
BRAMPTON DEPOT MANAGER, TO NAME THE PUBLIC ROAD  
CURRENTLY UNDER CONSTRUCTION THAT LEADS FROM LANGSTAFF  
ROAD TO THE NEW COSTCO DISTRIBUTION CENTRE “COSTCO WAY”

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### Recommendation

The Deputy City Manager, Planning & Growth Management recommends:

1. THAT this Communication, BE RECEIVED, as information

On October 5, 2016, the Committee of the Whole will be hearing from a deputant to consider naming a new public road, currently under construction, that leads from Langstaff Road to the future Costco Distribution Centre as “Costco Way”. The purpose of this Communication is to provide the Committee with background related to the request and the City of Vaughan Street Naming Policy, as well as to provide alternative options that the Committee may consider.

### Background

On June 25, 2013, Vaughan Council adopted a resolution respecting the City's Street Naming Policy and Procedures and requested “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 included but was not limited to, street names that originated from charity fundraising events, as well as the use of individual person's and business/corporate names as street names. The aim of the review was to have a policy that was less restrictive and allowed greater opportunities for the appropriate naming of streets across the City of Vaughan.

On December 10, 2013, Vaughan Council considered a report prepared by the Vaughan Development Planning Department dated December 3, 2013. The staff report proposed an amendment to the previous street naming policy to allow business and corporate names to be used for streets in non-residential areas, which in certain circumstances could be considered appropriate subject to satisfying specific criteria that included:

- 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.).

Prior to approving the Street Naming Policy, and having considered the staff report, Vaughan Council at its Working Session resolved to prohibit "business and corporate names".

Since the approval of the existing Street Naming Policy in 2013, City Staff have received other requests to name streets with business/corporate names. In such instances, the Owners/applicants were advised of the Street Naming Policy and that such requests would not be considered because it was prohibited by the policy. Owners/applicants were advised to propose a different name, or to choose a name from the approved Street Name List.

#### Options for Council

With respect to the request that will be before the Committee as a Presentation and Deputation, Staff have identified 3 options that the Committee may consider to resolve the request. The Committee may:

1. Uphold the Street Naming Policy and not permit a business/corporate name to be used.
2. Defer the matter and require the Owner to either propose a different name in compliance with the approved Street Naming Policy, or to choose a pre-approved name from the approved Street Name List.
3. Allow the business name to be used contrary to the current policy, as an exception to the Policy, which may set a precedent for future deputations for similar requests.

Staff have no plans or Council direction to amend the existing Street Naming Policy.

Respectfully submitted,



JOHN MACKENZIE  
Deputy City Manager, Planning & Growth Management

CM/cm

Copy To: Daniel Kostopoulos, City Manager  
Jeffrey A. Abrams, City Clerk  
Grant Uyeyama, Director of Development Planning