
TO: GENERAL COMMITTEE

SUBJECT: MUNICIPAL NAMES REGISTRY – ADDITIONAL NAMES

WARD: ALL

PREPARED BY AND KEY CONTACT: O. SANCHEZ, PLANNING SERVICES TECHNICAL COORDINATOR, EXT. 4380

SUBMITTED BY: M. BANFIELD, RPP, DIRECTOR OF DEVELOPMENT SERVICES

GENERAL MANAGER APPROVAL: B. ARANIYASUNDARAN, P. ENG., PMP, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT

CHIEF ADMINISTRATIVE OFFICER APPROVAL: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That the following proposed names, as identified in Appendix “A” to Staff Report DEV051-23, be approved and added to the City’s Municipal Names Registry:
 - a) Corby Adams
 - b) Devin

PURPOSE & BACKGROUND

Report Overview

2. The purpose of this report is to recommend names to be added to the Municipal Names Registry list that will be used to facilitate the naming of streets, parks and other municipal assets in future developments within the City.
3. The Municipal Naming Policy, updated in January 2016, establishes the processes and criteria for naming, renaming and dedicating Municipal Assets such as streets, parks and facilities as well as including the methods by which the public may provide suggestions and comments.
4. The Municipal Names Registry is a central repository of all approved names for streets, parks and other municipal assets. The registry includes qualifying names as suggested by the public and commemorative names.

Process for Adding New Names to the Municipal Names Registry

5. The current process for municipal naming approvals is done on an individual basis, as per the Municipal Naming Policy (January 2016). Whenever a proponent suggests a municipal name, they must also provide an explanation for the significance of the name.
6. Planning staff then review each request individually, to ensure that the naming principles criteria established in the Municipal Naming Policy are met and that the proposed name(s) are acceptable.

7. Planning staff circulate all names submitted to appropriate City departments and external stakeholders, including Emergency Services, for commenting.
8. Once all comments have been reviewed, Planning staff contact the proponent to inform them of the recommendation for the proposed naming and provide justification, as required.
9. Staff prepare a report for General Committee's consideration with respect to the proposed naming of municipal assets. If final approval is granted by Council, the names are added to the Municipal Names Registry.

ANALYSIS

10. Maintaining the Municipal Names Registry, with names already approved by Council, facilitates the process for assigning names to streets and municipal assets. Ensuring there are appropriate names available to be used for streets and municipal assets allows the city to effectively foster growth while contributing to a sense of place. Street names are a key component for the addressing process intended to provide a unique municipal identifier for the properties in the City and to provide municipal services to its residents.
11. All proposed names to be added to the Municipal Names Registry, as provided for in Appendix "A" to Staff Report DEV051-23, were circulated to appropriate city departments and external stakeholders, including neighbouring municipalities. No concerns have been raised regarding the proposed names.
12. The proposed names have met the following naming principles, which are from the Council-approved Municipal Naming Policy:
 - a) Names shall be unique; name duplication and similar sounding or spelled names shall be avoided.
 - b) The names give a sense of place, continuity and belonging, and celebrate the distinguishing characteristics and uniqueness of Barrie.
 - c) The names maintain a long-standing local area identification with the residents of Barrie.
 - d) The names promote pride in the City of Barrie and acknowledge local heritage, history and unique features.
 - e) Names may, on an exceptional basis, honour the significant contribution of an individual or family.

ENVIRONMENTAL AND CLIMATE CHANGE IMPACT MATTERS

13. There are no environmental and climate change impact matters related to the recommendation.

ALTERNATIVES

14. The following alternatives are available for consideration by General Committee:

Alternative #1

General Committee could reject the recommended motion and request that Planning staff provide a new or revised list of names for the naming of Municipal Assets in future developments.

This alternative is not recommended. The proposed names are consistent with the Council-approved Municipal Naming Policy and have been vetted and approved by Emergency Services and surrounding municipalities.

FINANCIAL

15. There are no financial implications for the Corporation resulting from the proposed recommendation.

LINKAGE TO 2022-2026 STRATEGIC PLAN

16. The recommendation(s) included in this Staff Report support the following goals identified in the 2022-2026 Strategic Plan:
- Community Safety
 - Thriving Communities
 - Responsible Governance
17. Maintaining the Municipal Names Registry, with names already approved by Council, facilitates the process for assigning names to streets and municipal assets. Street Names are a key component for the addressing process that is intended to provide a unique municipal identifier for the properties in the City and to provide municipal services to its residents, which fosters a safe and healthy City.

APPENDIX "A"

Proposed Names Recommended for the Municipal Names Registry

PROPOSED NAME	REASONS FOR CONSIDERATION
Corby Adams	A Canadian retired ice hockey left wing that played several years of junior hockey in the Barrie area, reaching the top level of competition in 1960 with the Barrie Flyers (1959-1960; 1967-1976)
Devin	Name suggested for a developer to be used on a private road on their development located in the south end. It will align nicely with the surrounding street names.