
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 DEV010-22, be approved and added to the City’s Municipal Names Registry:
 - a) Kenyon
 - b) McPhee
 - c) Woolvett

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," 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 2018–2022 STRATEGIC PLAN

16. The recommendation(s) included in this Staff Report support the following goals identified in the 2018-2022 Strategic Plan:
- Fostering a Safe and Healthy City
 - Improving the Ability to Get Around Barrie
 - Building Strong Neighbourhoods

APPENDIX "A"

Proposed Names RECOMMENDED for the Municipal Names Registry

PROPOSED NAME	REASONS FOR CONSIDERATION
Kenyon	Maj. Samuel Kenyon (Ken) Lount Barrie Soldier in WWI Recognized with Military Cross for conspicuous gallantry and devotion to duty at Vimy Ridge during April 9-12, 1917
McPhee	Sgt. Jim McPhee Barrie Soldier in WWII Prisoner of war until end of WWII Returned to become a medical doctor (in the GTA area)
Woolvett	MCpl. Jonathan (Jon) Woolvett Reported for duty in Afghanistan, from January to August 2007; and from September 2008 to March 2009 Received the Sacrifice Medal in March 2013 and retired from the Canadian Armed Forces on April 1, 2015 Died at RVH in Barrie on March 17, 2020 (age 38)