



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 DEV054-23, be approved and added to the City’s Municipal Names Registry:
 - a) Crowe;
 - b) Irving; and
 - c) Norville.

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 DEV054-23, 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.

APPENDIX "A"

Proposed Names Recommended for the Municipal Names Registry

PROPOSED NAME	REASONS FOR CONSIDERATION
Irving	<p><i>The Irving family started homesteading at their property located in the south end of Barrie in 1859 (aka Mattamy (Lockhart) Development), and the last farming operation was completed by Thomas Irving in 2021. The Irving property witnessed many technological farming advancements from the single furrow plow behind a horse to seeding and spraying crops with an airplane, but due to financial setbacks of one kind or another, this farm remained without hydro.</i></p> <p><i>Name suggested by the developer and approved by The Municipal Naming Working Group to be used on a street in the Mattamy Lockhart Development (620 Lockhart Rd). See application form below.</i></p>
Crowe	<p><i>After J. Gary Crowe longtime horseman based out of Barrie Raceway and Georgian Downs. He was a sulky driver at Barrie Raceway for most of his life. His brother also raced at the Barrie Raceway for many years. He accomplished the rare feat of training winners on both tracks' inaugural programs of live racing. He passed away on February 27, 2021, at the age of 73.</i></p> <p><i>Name suggested by a family member to be consider for one of the streets in the proposed development at 175 & 199 Essa Rd and 50 Wood St. See e-mail from Sharon Crowe below.</i></p>
Norville	<p><i>Norville Everett ("Molly") Small RCAF#113 Squadron Leader; born at Allandale, Ontario in 1908. Enlisted with the RCAF May 23, 1928, at Base Borden (Age 19). Received his wings in 1939. Promoted to Squadron Leader in June 1942. Sunk German (U-boat) Submarine (U-754) on July 31, 1942. Distinguished Flying Cross (DFC) awarded Jan.1, 1943. Killed in Plane Crash near Gander Lake, NL January 7, 1943. Buried in Gander Cemetery, Gander, NL.</i></p> <p><i>Name suggested for Steve Glover, Barrie Legion Public Relations Officer to be considered for a potential street name. See e-mail from Steve Glover below.</i></p>



Municipal Naming Policy
Including Application Forms
Last updated: January 2016

Appendix "A" to the Municipal Naming Policy
Naming Application Form

A. NOMINATOR'S INFORMATION	
Name (Individual or Organization): Mattamy (Lockhart) Limited	
Mailing Address: Mattamy (Lockhart) Limited C/O Mattamy Homes 433 Steeles Ave E, Milton ON L9T 8Z4	
Telephone: 416-303-3396	E-mail: Greg.Kruzel@mattamycorp.com
B. INFORMATION CONCERNING THE PROPOSED NAME	
Proposed Name: Irving	
If the name suggested relates to the commemoration of an individual who is alive, please provide the individual's contact information in the section below. <i>Note: A Commemorative Name may be used only once in the City of Barrie – subsequent requests will be denied.</i>	
Name: Thomas & Sue Irving	
Mailing Address:	
Telephone:	E-mail:
<p>Applicable Criteria (select all applicable criteria):</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> The nominated name gives a sense of place, continuity, belonging and/or celebrates the distinguishing characteristics and uniqueness of Barrie <input checked="" type="checkbox"/> The nominated name maintains a long standing local area identification with the residents of Barrie <input checked="" type="checkbox"/> The nominated name promotes pride in the City of Barrie, acknowledges local heritage, history and/or recognizes unique features and geography <input checked="" type="checkbox"/> The rationale associated with the selection of the nominated would be understandable to the majority of Barrie residents <input type="checkbox"/> The nominated name recognizes the contributions of organizations such as a partnership with or without financial contribution <input type="checkbox"/> The nominated individual/family has demonstrated excellence, courage or exceptional service to the citizens of the City of Barrie, the Province of Ontario and/or Canada; <input type="checkbox"/> The nominated individual/family has an extraordinary community service record; 	



Municipal Naming Policy

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Last updated: January 2016

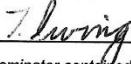
<p><input type="checkbox"/> The nominated individual/family has worked to foster equality and reduce discrimination;</p> <p><input checked="" type="checkbox"/> A direct relationship or association existed between the place of residence of or community efforts undertaken by the individual/family and the property, building or element to be named;</p> <p><input type="checkbox"/> The nominated individual has made a significant financial contribution to a park or facility, and the contribution significantly benefits the community that the park or facility serves (i.e., the park or facility may not have otherwise been possible without the financial assistance)</p> <p><input type="checkbox"/> The nominated name has historical significance</p>
<p>C. RATIONALE</p> <p>Please describe the rationale for Nomination and attach background information related to criterion chosen, which substantiates all claims made (include copies of newspaper articles, certificates, awards, letters of support or commendation, service records, pictures, etc.</p>
<p>Mattamy (Lockhart) Limited is developing the property that was previously owned by the Irving family. The Irving family family owned and farmed this property for <u>62</u> years. Mattamy (Lockhart) Limited is proposing the ceremonial naming of a street or park on the property to commemorate the legacy of the Irving family's ownership of these lands. The nominated name will provide continuity, maintain the long standing local area identification associated with this property and acknowledge the local heritage.</p>
<p>Please note all information provided below and/or attached to this Application Form will form part of the Naming Application Form and will therefore be released to the public in any public notices/advertisements produced, public Agenda and Minutes, Committee discussions/meetings and Reports which may go forward to Council.</p>



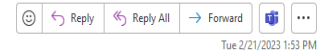
Municipal Naming Policy

Including Application Forms

Last updated: January 2016

D: DO YOU WISH THE NAME TO BE USED FOR A:	
<input checked="" type="checkbox"/> Park	
<input type="checkbox"/> Facility/Building	
<input checked="" type="checkbox"/> Street	
<input type="checkbox"/> Element of a Park or Facility (please describe): _____	
<input type="checkbox"/> Any of the above	
<input type="checkbox"/> Other (please describe): _____	
1 st choice: Park	
2 nd choice: Street	
E. IS THERE A PARTICULAR WARD OR PARK/FACILITY/STREET YOU WISH THE NAME TO BE USED FOR?	
1 st choice: Open Space Block 405 on Draft Plan of Subdivision (D30-012-2021)	
2 nd choice: Street 'N' / 'O' on Draft Plan of Subdivision (D30-012-2021)	
F: RENAMING: (Please note that before a Renaming Application is accepted, the nominator must have written permission from the family or next of kin —if this application results in a request to displace an existing commemorative name [person, persons, or family]):	
Does the venue currently have a name? <input type="checkbox"/> Yes	
<input checked="" type="checkbox"/> No	
If yes, provide current name, details and rationale for the proposed renaming of this venue:	
G. ADDITIONAL INFORMATION: (ADD INFORMATION AS NEEDED)	
Nominator's Signature: 	Date: NOV 15 2022
<small>Personal information about the Nominator contained on this form is collected pursuant to the Municipal Freedom of Information and Protection of Privacy Act, M.56, R.S.O. 1990 and will be used for the purposes of responding to your request. Questions about this collection should be directed to: the City Clerk, City of Barrie, 70 Collier Street, Barrie, Ontario, L4M 4T5, (705) 739-4204</small>	

Heritage Street Name - 175 & 199 Essa Road and 50 Wood Street



From: Sharon Crowe <SCrowe@smhosp.on.ca>
Sent: Tuesday, February 21, 2023 1:36 PM
To: Celeste Kitsemety <Celeste.Kitsemety@barrie.ca>
Subject: 175 & 199 Essa Road and 50 Wood Street

Good afternoon Ms. Kitsemety,

My family and I were talking about the plan for the new development at 175 & 199 Essa Road and 50 Wood Street on the weekend.

Our father was a sulky driver at Barrie Raceway for most of his life. His brother also raced at the Barrie Raceway for many years. We were wondering if there would be any chances to have a street in this development named after him. My family and I would love to see a Crowe Drive. It would mean so much to us.

This is part of my dad's obituary:
Trot Insider has learned that longtime horseman J. Gary Crowe, brother of Pat Crowe, passed away Monday February 27 at the age of 73.


Gary was based out of Barrie Raceway and Georgian Downs, and accomplished the rare feat of training winners on both of the tracks' inaugural programs of live racing.

Not sure if you are the proper person to send this to, so wonder if you can pass on to the developers etc.

Thank you so much for reading my email.



Sharon Crowe
Board Liaison and Executive Assistant to:
Jody Levac, President and CEO
William Bye, Vice President and CFO
Stevenson Memorial Hospital | 200 Fletcher Cres | Alliston, Ontario | L9R 1W7
Phone: 705.435.3377 x. 3210 | Cell: 705.795.6822
e-mail: scrowe@smhosp.on.ca
www.stevensonhospital.ca



Accredited with
Exemplary Standing

From: [Steve Glover](#)
To: [Sergio Morales](#)
Cc: [Jim Lowe](#); [Olga Sanchez](#); [Barrie Legion President Marcel Vigneault](#)
Subject: Re: Introduction
Date: Thursday, August 24, 2023 9:45:42 PM

Hello Sergio! And thank you Jim for the introduction to Councilor Morales!

In the spring of 2022, my request to have two Canadian military veterans, Dr. Jim McPhee (WW2 Veteran) and Jonathan Woolvett (Afghanistan Veteran) was approved for potential selection for future Barrie street names. Olga Sanchez from the City of Barrie assisted me in getting their names (McPhee and Woolvett) considered. City Hall Council approved these two names in a May 2022 Council meeting. I am sending you a couple of powerpoint slides with photos and some detail about them.

My understanding is that Developers are free to select street names from the approved list. To the best of my knowledge no one has selected McPhee or Woolvett as potential street names so far.

As it relates to Dr. Jim McPhee - quite an amazing gentleman! Acting Mayor Barry Ward in 2002 recalled meeting Jim while canvassing some years ago. He wrote: *Dr. McPhee was simply fascinating. I remember he talked about the hospitality of the Germans years later when they invited him back to the area when his plane crashed after he bailed out. I believe part of the plane had been found and they tracked down the surviving members of the plane's crew based on serial numbers on the engine. One woman even presented him a piece of a parachute she had kept, the material being very in-demand during war shortages.*

As for Jonathan Woolvett, his wife, Christine Manley donated \$2,000 to the Barrie Legion Poppy Campaign in his name back in November 2020. But as you will see in the "very busy jpeg" slide, he came to Barrie when he was 16 and went to St. Peter's Secondary School. He enlisted in the Cdn. Armed Forces in 2002 and did two deployments in Afghanistan. Altogether he spent 12 years in the military and resigned in 2015. He died at the age of 28 at RVH in March 2020 just as the COVID Pandemic was coming into play. His health had been severely impacted from his experiences over in Afghanistan.

The other individual I would like to have considered for a potential street name is Squadron Leader Norville Small who was born in Allandale in 1908. As I learned from Canadian historian Ted Barris in his 2022 book, Battle of the Atlantic, Norville (nicknamed Molly) Small was serving in the RCAF Eastern Comman in WW2 and sunk the first German U-boat off the Nova Scotia coast in July 1942. In January 1943, he was killed in a plane crash near Gander, Nfld. We now have a piece of metal art with a photo of him in uniform on our Barrie Legion wall to honour him.

Let me know if you need more information about these Canadian Veterans.

Thank you for your time and interest.

Steve Glover, Barrie Legion Public Relations Officer (705-984-9843)

Squadron Leader Norville Everett (“Molly”) Small RCAF #113 BR Squadron (C/1379) “AFC” “DFC”



- Born Dec. 7, 1908 at Allandale, Ontario
- Enlisted with the RCAF May 23, 1928 at Base Borden (Age 19)
- Received his Wings in 1931
- Left RCAF in 1937; Re-enlisted in 1939;
- Served with #10 Bomber Reconnaissance (BR) Squadron on Cdn. East Coast
- Promoted to Squadron Leader at Yarmouth, N.S. in March 1942;
- Squadron Leader #113 BR Squadron in June 1942;
- **Sunk German (U-Boat) Submarine (U-754) on July 31, 1942;**
- Distinguished Flying Cross (DFC) awarded Jan. 1, 1943;
- Killed in Plane Crash near Gander Lake, NL January 7, 1943
- Buried in Gander Cemetery, Gander, NL