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**MN-8000
L. Mottram**

TO:	CHAIR AND MEMBERS PLANNING AND ENVIRONMENT COMMITTEE
FROM:	D. N. STANLAKE DIRECTOR OF DEVELOPMENT PLANNING DAVID AILLES MANAGING DIRECTOR, DEVELOPMENT APPROVALS BUSINESS UNIT
SUBJECT:	APPLICATION BY: CITY OF LONDON STREET RENAMING OF INNOVATION GATE BETWEEN BRADLEY AVENUE AND DISCOVERY DRIVE PUBLIC PARTICIPATION MEETING ON JANUARY 16, 2012

RECOMMENDATION

That, on the recommendation of the Director of Development Planning, and notwithstanding Council policy on street renaming after businesses, the following actions be taken with respect to the application by the Corporation of the City of London for a street renaming:

- a) the portion of Innovation Gate within Registered Plan 33M-627 located between Bradley Avenue and Discovery Drive **BE RENAMED** to Oetker Gate;
- b) on approval of the street name change, the City Clerk **BE REQUESTED** to introduce the attached by-law at a future meeting of the Municipal Council to rename Innovation Gate within Registered Plan 33M-627 located between Bradley Avenue and Discovery Drive to Oetker Gate.

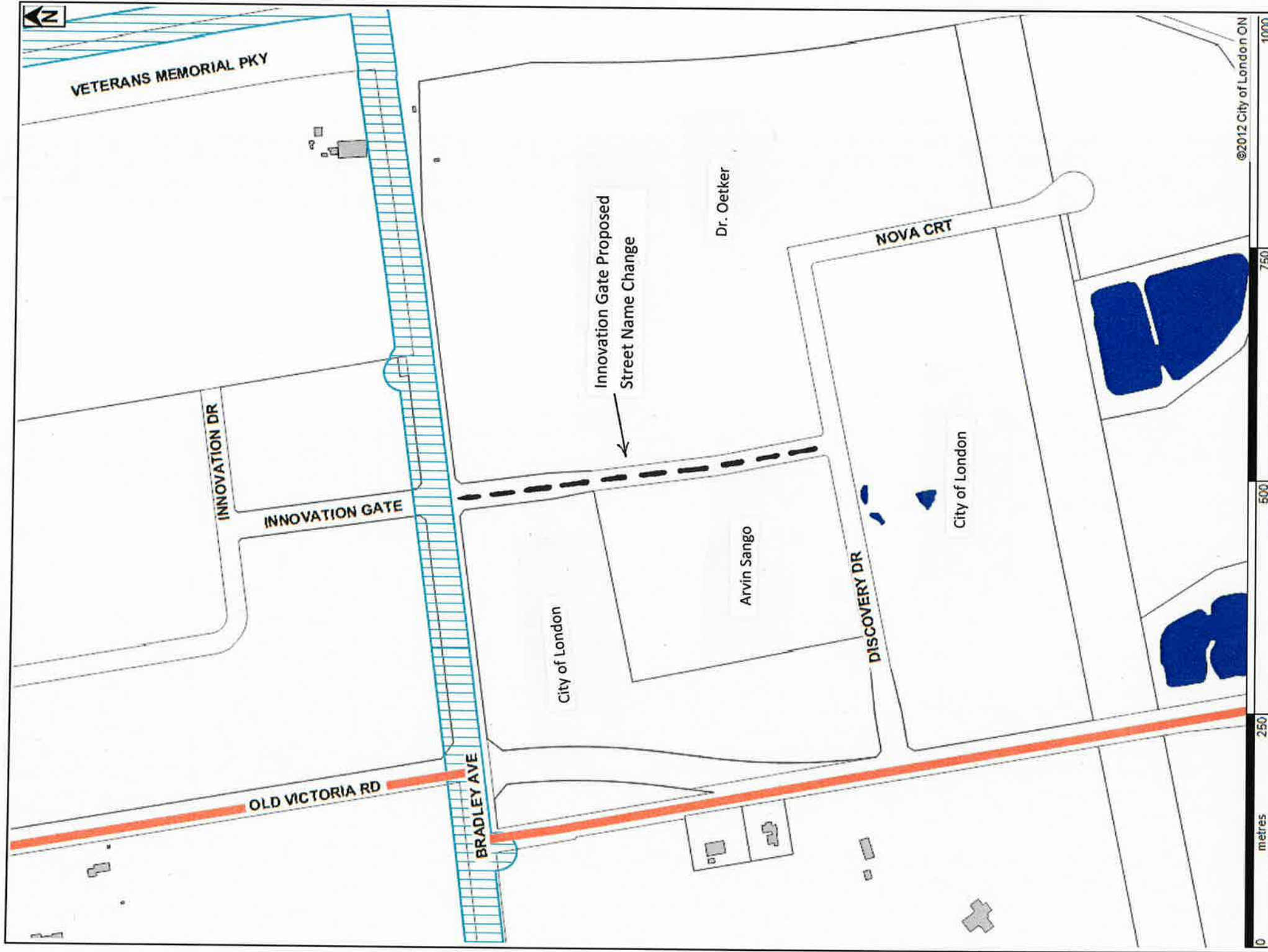
BACKGROUND

In accordance with By-law B-1, a by-law to provide for the Naming of Highways and the Numbering of Buildings and Lots, the renaming of highways shall require the approval of Municipal Council. The recommendation for a highway renaming shall be from the Planning and Environment Committee pursuant to a recommendation of the Director Development Planning or his designate, and following a public participation meeting as required by Council policy.

The purpose of this report is to bring forward a recommendation on a proposed street renaming within the City's prestige industrial-business park, Innovation Park (Phase III). This phase of the industrial subdivision is located south of Bradley Avenue, west of Veteran's Memorial Parkway, east of Old Victoria Road, and north of Highway 401. Phase III was registered in April of 2011 as Registered Plan 33M-627. In July it was announced that Dr. Oetker Canada Ltd. would be building a new food manufacturing plant in London and have chosen a site for their production facility within Innovation Park (Phase III). The plans are well underway for the approximately 17,000 square metre (183,000 sq.ft.) facility.






City Administration (Realty Services) in conjunction with London Economic Development Corporation have proposed changing the name of Innovation Gate south of Bradley Avenue to "Dr. Oetker Gate". They have requested the street name change for two reasons:

- 1) to recognize a significant new business in the City of London; and,
- 2) to distinguish Innovation Park Phase II, north of Bradley Avenue from Innovation Park Phase III, south of Bradley Avenue. Having the entrances to both industrial subdivisions named "Innovation Gate" causes confusion for delivery vehicles.



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LEGEND

-  Subject Site
-  Parks
-  Assessment Parcels
-  Buildings
-  Address Numbers

LOCATION MAP

Subject Site: Innovation Gate street renaming
 File Number: MN-8000
 Created By: LM
 Date: 2012-01-04
 Scale: 1:5000



Agenda Item #	Page #

MN-8000
L. Mottram

The Development Approvals Business Unit received the request internally to initiate the street renaming process and have completed the circulation of the proposed street renaming to the Municipal Addressing Advisory Group (MAAG) for comments, as well as circulated a Notice of Public Meeting of the proposed street renaming to affected property owners, internal departments, and outside agencies. MAAG is made up of representatives from various municipal departments and Emergency Management Service providers (Fire, Police, and Ambulance). Their purpose is to review and recommend street names for new public and private streets in the City of London; to review all proposed street re-naming; and when necessary, municipal numbering and unit numbering issues.

The results of the circulation to MAAG indicated that there are no conflicts with other street names, or issues with spelling or pronunciation; and generally the comments indicated no objection with the proposed renaming. However, it was suggested that for simplicity and clarity the street name be modified to "Oetker Gate" without the "Dr." portion to avoid potential conflicts with "Drive", and its abbreviation "DR", which is also an acceptable and commonly used suffix in street names.

COUNCIL POLICY

As Municipal Council has approved policies regarding the naming or renaming of public streets after businesses, the request does not fully comply with Council policy on renaming streets after businesses. Below is an evaluation of the proposed street name change against that policy:

Renaming Streets After Businesses

Naming of public streets that could be construed as advertising for a particular business should be avoided. Notwithstanding, Council may consider renaming a street after a business where:

- a) the proposed street name does not conflict with other street names in the City and adjoining municipalities;*
 - b) the proposed name has a strong historic link with the City;*
 - c) the business proposing the street name change employs a significant number of workers;*
 - d) the proposed street name change must be supported by 100% of all businesses and property owners addressed from the street; and,*
 - e) the applicant is responsible for all costs incurred as a result of the street renaming.*
- a) This has been confirmed through the circulation to the MAAG that the proposed renaming does not conflict with other street names in the City of London and adjoining municipalities.
 - b) This company is a new and welcome addition to the City of London. The business name does not have strong historic links to the City.
 - c) The business is expected to employ a significant number of workers. The new plant which will act as production hub for the company's North American frozen pizza operations is expected to create 125 new jobs in London and generate an additional 300 jobs in the local area.
 - d) Dr. Oetkers is owner of all the lands on the east side of Innovation Gate, between Bradley Avenue and Discovery Drive; however, their municipal street address is from Nova Court (3100 Nova Court). The City of London and Arvin Sango Canada Inc. are the owners of the lands on the west side. However, Arvin Sango's municipal street address is from Discovery Drive (2330 Discovery Drive) and the City is the only other remaining property owner addressed from Innovation Gate.
 - e) The City of London is the proponent and initiated the street renaming, and will be responsible for any cost incurred, such as supplying and installing new street signs, and survey and legal expenses.

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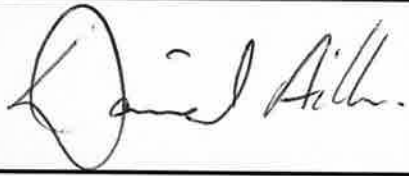
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Public and Departmental/Agency Circulation

On December 21, 2011, staff circulated a Notice of Public Meeting before Planning and Environment Committee for the proposed street renaming to all property owners within 120 metres (400 ft.) radius of the application, and to relevant municipal departments and outside agencies. A Notice of Public Meeting was also advertised in the Living in the City section of the London Free Press on December 24, 2011. To date there have been no responses received to the notice.

CONCLUSION

Based on our review of the City's street naming policies, although this company does not have strong historical links to the City's past, the proposed renaming satisfies all the other criteria for renaming a public street after a business. Development Planning staff have also reviewed the requested street name change in consultation with the MAAG and as a result of that review there are no objections to the renaming using "Oetker" as the principle street name. In order to avoid the potential for confusion with street name suffixes, and for simplicity and clarity, we would recommend renaming it to "Oetker Gate" rather than "Dr. Oetker Gate". Thirty (30) days past Council approval should be allotted for the effective date to provide time for production of signage and to other administrative actions required by the City staff, agencies and service providers.

PREPARED BY:	SUBMITTED BY:
	
LARRY MOTTRAM, MCIP, RPP SENIOR PLANNER	<i>For</i> JEFF LEUNISSEN, MCIP, RPP MANAGER, DEVELOPMENT PLANNING
RECOMMENDED BY:	REVIEWED AND CONCURRED BY:
	
D.N. STANLAKE DIRECTOR, DEVELOPMENT PLANNING	DAVID AILLES, P.ENG. MANAGING DIRECTOR, DEVELOPMENT APPROVALA BUSINESS UNIT

Agenda Item #	Page #

MN-8000
L. Mottram

Bill No.
2012

By-law No. _____

A bylaw to rename the portion of Innovation Gate between Bradley Avenue and Discovery Drive, in the City of London, to Oetker Gate.

WHEREAS the Municipal Council of The Corporation of the City of London finds it expedient to rename the portion of Innovation Gate between Bradley Avenue and Discovery Drive in the City of London to Oetker Gate;

The Municipal Council of the Corporation of the City of London enacts as follows:

1. That the portion of Innovation Gate between Bradley Avenue and Discovery Drive on Registered Plan No. 33M-627 in the City of London and County of Middlesex shall hereafter be called and known as Oetker Gate, and the name of the said street is hereby changed accordingly.

This by-law comes into force on _____, 2012

PASSED in Open Council on _____, 2012.

Joe Fontana
Mayor

Catharine Saunders
City Clerk

First Reading –
Second Reading –
Third Reading –