

TO:	CHAIR AND MEMBERS CIVIC WORKS COMMITTEE
FROM:	GEORGE KOTSIFAS, P. ENG. MANAGING DIRECTOR, DEVELOPMENT AND COMPLIANCE SERVICES AND CHIEF BUILDING OFFICIAL
SUBJECT	APPLICATION BY: THE CORPORATION OF THE CITY OF LONDON STREET RENAMING VARIOUS STREETS ACROSS THE CITY PUBLIC PARTICIPATION MEETING ON APRIL 17, 2018 NOT BEFORE 4:05PM

RECOMMENDATION

That, on the recommendation of the Managing Director, Development & Compliance Services and Chief Building Official and the Managing Director, Environmental & Engineering Services & City Engineer, the following actions be taken with respect to the application of The Corporation of the City of London for street renamings:

- a) the proposed by-law attached as Appendix "A" **BE INTRODUCED** at the Municipal Council Meeting to be held on April 24, 2018 to undertake the following actions:
 - i) rename La Stradella between Scottsdale Street and Monterey Crescent to La Stradella Gate, effective September 1, 2018;
 - ii) rename Middlewoods between Sarnia Road and Lawson Road to Middlewoods Drive, effective September 1, 2018;
 - iii) rename Tallwood north of Windermere Road to Tallwood Circle, effective September 1, 2018; and
 - iv) rename The Birches south of Agincourt Gardens The Birches Place effective, September 1, 2018.
- b) the owners of the affected lots **BE COMPENSATED** Two Hundred Dollars (\$200.00) each for the costs associated with the municipal address change;
- c) that Environmental & Engineering Services **BE DIRECTED** to review and amend the Traffic and Parking By-Law, as appropriate; and
- d) the Civic Administration **BE DIRECTED** to make the necessary arrangements to pay the costs associated with the street renaming outlined in a) above, including, but not limited to, street signage, advertisement and by-law registration costs.

BACKGROUND

Through a check of City legal documents and records, a number of streets were historically registered without a suffix. Through other search methods and inquiries, it has come to the Civic Administration's attention that some area residents have added their own suffix to their mailing address for these streets, presenting a variety of suffixes on one street. Google Maps shows some of these streets having a suffix associated to them, thus showing differently than the City of London maps.

Originally flagged by Emergency Management Services (EMS) in the fall of 2017, a newly recruited EMS driver could not locate a residential dwelling on Tallwood using the address that was provided by the caller, as the resident provided a suffix to a street name that does not legally have one. This prompted an internal review and discovery that on this particular street, twenty

two percent (22%) of the residents have a self-assigned suffix of either Road or Crescent. On November 2, 2017, a letter was sent to the residents on Tallwood explaining that the official street name is Tallwood, as registered and requesting them to refrain from assigning their own suffix. This prompted responses from the Tallwood residents expressing their concerns which are summarized below:

“I am sure you are aware that many online forms, some of which are unavoidable in this day and age, have the street suffixes as mandatory for completion. We believe that "Tallwood" should have a designated suffix and the City of London should undertake to change it.”

“When we enter our address for Google maps, on line retailers, hotels, airlines, car rentals and omit the suffix, whether it be street, crescent, road or some such, we receive an instant reply that "Tallwood" is not acceptable without a suffix. The same happens when we have to put in our credit card details and delivery address.”

“The answer is have a suffix designated, e.g. Circle, or Crescent. The residents of Tallwood pay a hefty total of city taxes therefore it would be kind if the suffix is provided by the city. If this cannot be done without a petition or council approval then please tell us how it can be achieved. Of course the changed means notifying many organisations and probably lots of paperwork.”

As a result, the Civic Administration undertook a full review of all streets within the City's jurisdiction and discovered that there are six (6) streets within the City that do not have a suffix tied to the official street name. Residents on The Parkway and The Ridgeway use the street names as registered, and the EMS had no concerns. Of the six streets, the Civic Administration is recommending that the following four of the streets be renamed:

Street Name:	Number of Residents	Number of Suffixes used	Percentage
La Stradella	0	0	0%
Middlewoods	49	45	91%
Tallwood	27	6	22%
The Birches	7	5	71%

The recommended name changes are intended to help with way-finding for both emergency services and the general public.

The City will fund the cost of the change, including but not limited to the registration costs of all required By-laws. Costs associated with the recommend street renaming is recommend to be absorbed through Environmental and Engineering Services (EES), which are estimated to be as follows:

Street Name:	Number of Street Signs	Estimated Street Sign Replacement Cost	Number of Residents	Estimated resident reimbursement
La Stradella	2	\$1,000	0	0
Middlewoods	7	\$3,500	49	\$9,800
Tallwood	1	\$500	27	\$5,400
The Birches	1	\$500	7	\$1,400
Sub-Total(s)	11	\$5,500	83	\$16,600
TOTAL COSTS				\$22,100

Public and Agency Consultation

Notification of the proposed street name changes and of the upcoming Civic Works Committee meeting was given to all property owners on March 8, 2018 via Canada Post. A notice was also placed in the Londoner on March 29, 2018 and April 5, 2018.

Comments Received

As a result of the circulation of the notice of application to rename, the following responses were received:

Middlewoods:

- “I have lived on Middlewoods for nearly twenty years. I am strongly in favour of the proposal to officially rename Middlewoods to Middlewoods Drive. Thank you for your work in this matter.”

Tallwood:

- One resident called to question the rationale of the change, however, once explained that it was for safety purposes, she was satisfied and supported the change.

The Birches:

- There were no responses from the residents residing on The Birches

La Stradella:

- No comments received from residents in the area of La Stradella.

Any comments received after the deadline date for submission of this report will be included in the Added Agenda and can be addressed by the Civic Administration at Committee meeting, if any issues are raised.

Figure 1:
Illustrates the portion of La Stradella which is to be renamed to La Stradella Gate.



Figure 2:
Illustrates the portion of Middlewoods which is to be renamed to Middlewoods Drive.

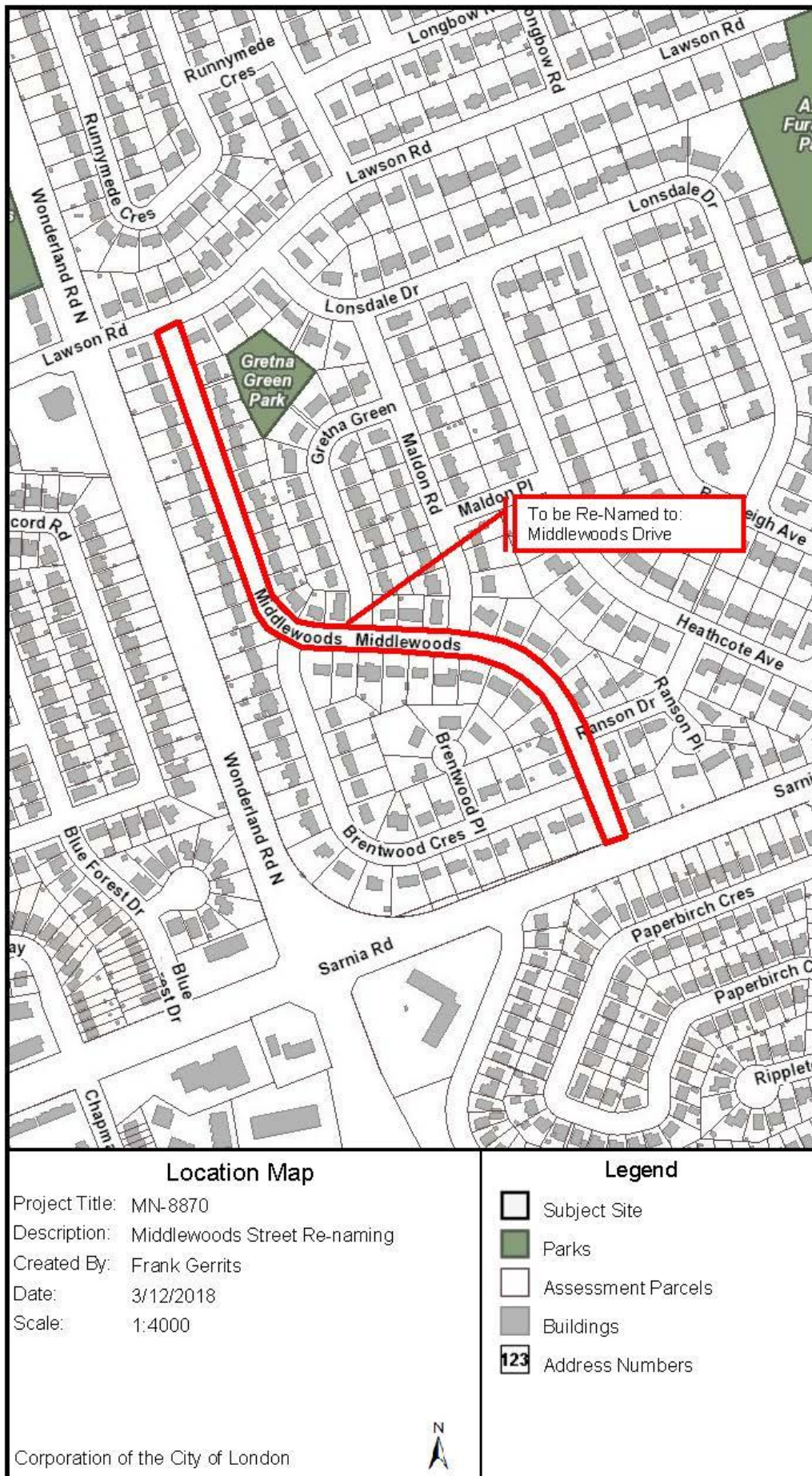


Figure 3:
Illustrates the portion of Tallwood which is to be renamed to Tallwood Circle.

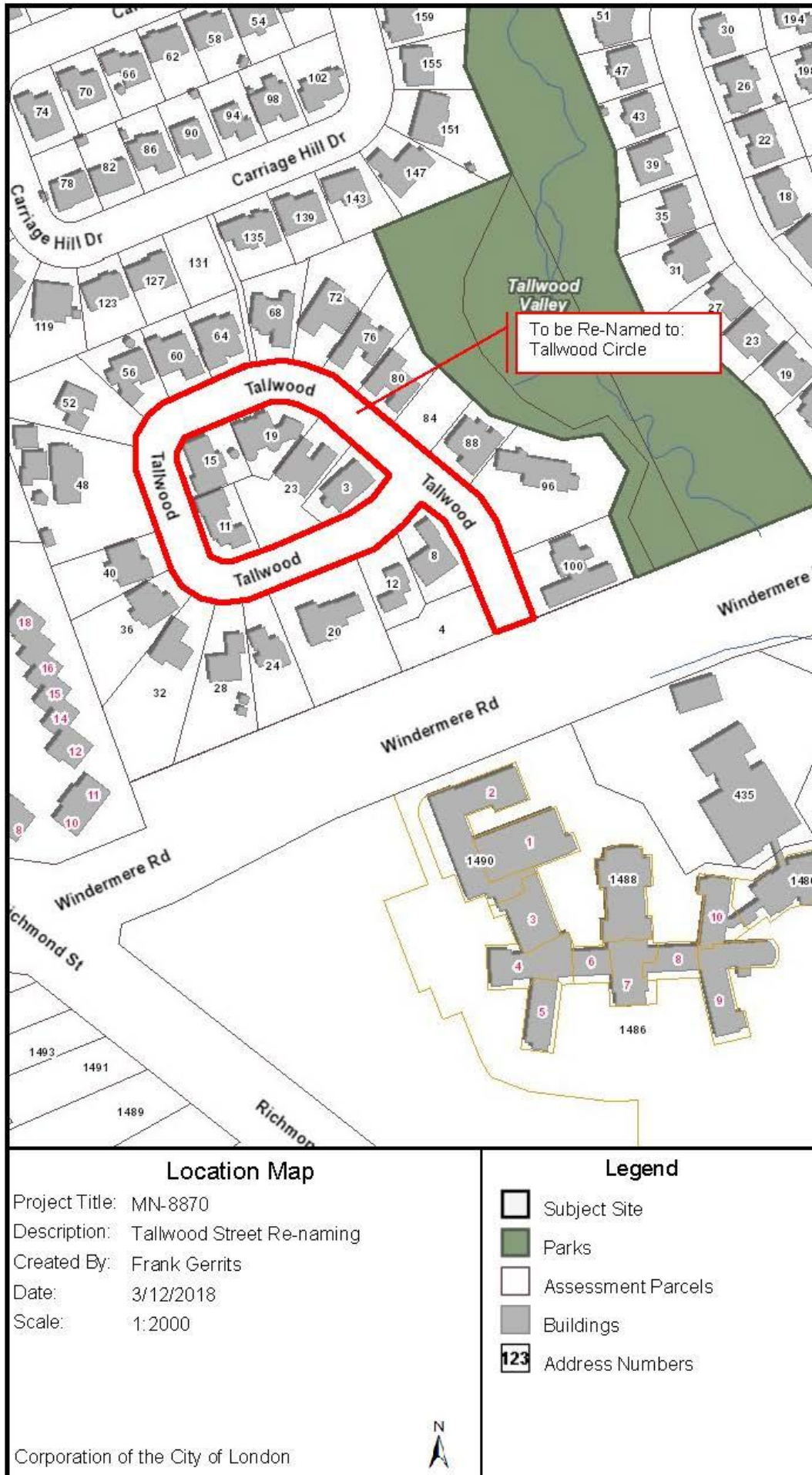


Figure 4:
Illustrates the portion of The Birches which is to be renamed to The Birches Place.



CONCLUSION

Staff recommend that the City rename “La Stradella” to “La Stradella Gate”; “Middlewoods” to “Middlewoods Drive”; “Tallwood” to “Tallwood Circle”; and “The Birches” to “The Birches Place”, effective September 1st, 2018 upon approval by Council, and that the City be required to fund the cost of the change, including but not limited to the registration cost of all required By-Laws.

PREPARED BY:	REVIEWED BY:
FRANK GERRITS DEVELOPMENT DOCUMENTATION COORDINATOR	MATT FELDBERG MANAGER, DEVELOPMENT SERVICES (Subdivisions)
SUBMITTED BY:	CONCURRED IN BY:
PAUL YEOMAN, RPP, PLE DIRECTOR, DEVELOPMENT SERVICES	EDWARD SOLDI, P. ENG. DIRECTOR, ROADS AND TRANSPORTATION
RECOMMENDED BY:	RECOMMENDED BY:
GEORGE KOTSIFAS, P. ENG. MANAGING DIRECTOR, DEVELOPMENT & COMPLIANCE SERVICES AND CHIEF BUILDING OFFICIAL	KELLY SCHERR, P. ENG. MBA, FEC MANAGING DIRECTOR, ENVIRONMENTAL & ENGINEERING SERVICES & CITY ENGINEER

FG/MF/PY/ES/GK/fg
Attach.
April 5, 2018

APPENDIX "A"

Bill No.
2018

By-law No. S-_____

A by-law to rename a portion of LA Stradella to La Stradella Gate; to rename a portion of Middlewoods to Middlewoods Drive; to rename a portion of Tailwood to Tailwood Circle and to rename a portion of The Birches to The Birches Place, effective September 1, 2018.

WHEREAS the Municipal Council of The Corporation of the City of London deems it expedient to rename a portion of LA Stradella to La Stradella Gate; to rename a portion of Middlewoods to Middlewoods Drive; to rename a portion of Tailwood to Tailwood Circle and to rename a portion of The Birches to The Birches Place;

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

1. That portion of of La Stradella between Scottsdale Street and Monterey Crescent be renamed to La Stradella Gate, being that portion of La Stradella lying between Scottsdale Street and Monterey Crescent, on Plan 908, Plan 1021, and Block B on Plan 908 being all of PIN 0807-10278.
2. That portion of Middlewoods between Sarnia Road and Lawson Road be renamed to Middlewoods Drive, being that portion of Middlewoods lying between Sarnia Road and Lawson Road, on Plan 890, being all of PIN 0807-10278.
3. That portion of Tallwood north of Windermere Road be renamed to Tallwood Circle, being that portion of Tallwood lying north of Windermere Road, on Plan 875 and 949, being all of PIN 0808-30403 and Part of Lots 15 and 16, Concession 4: Designated as Part 3 on 33R-4853.
4. That portion of The Birches south of Agincourt Gardens be renamed to The Birches Place, being that portion of The Birches lying south of Agincourt Gardens, on Plan 875 and 949, being all of PIN 0847-20310.
5. This by-law comes into force and effect on September 1, 2018.

Matt Brown
Mayor

Catharine Saunders
City Clerk

First Reading
Second Reading
Third Reading