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**Commemorative Street
F. Gerrits**

TO:	CHAIR AND MEMBERS CIVIC WORKS COMMITTEE MEETING ON JANUARY 21, 2013
FROM:	GEORGE KOTSIFAS, P. ENG. MANAGING DIRECTOR, DEVELOPMENT AND COMPLIANCE SERVICES AND CHIEF BUILDING OFFICIAL
SUBJECT:	COMMEMORATIVE STREET NAMING POLICY

RECOMMENDATION

That, on the recommendation of the Manager, Development Services the following actions be taken:

- (a) the attached proposed by-law (Appendix "A") **BE INTRODUCED** at the Municipal Council meeting of January 29th, 2013 to establish Council Policy 25() entitled "Commemorative Street Naming Policy" (Appendix "B") related to the naming of streets to broaden the eligibility of names to be honoured by the introduction of a Commemorative Streets Category.
- (b) subject to approval of a) above, the City Clerk **BE DIRECTED** to bring forward the necessary amendments to By-law A-46, being "A by-law to provide for Various Fees and Charges" to implement a new application fee for Commemorative Streets, in the amount of \$250.00 plus applicable taxes and 100% cost recovery of the new street signs and installation thereof.

BACKGROUND

In 2012, the Mayor's Office inquired about renaming Covent Market Place in the City of London to London Knights Way in recognition of the London Knights Ontario Hockey League Championship and their participation in the 2012 Memorial Cup Championship Game. Changing this street name could only be undertaken in accordance with Council policy for street name changes. Formal street name change(s) involves circulating the Municipal Addressing Advisory Group (MAAG); advertising the street name change in the local newspaper; sending notice of the street name change to those directly affected by the change; conducting a public meeting on the street name change; and, reimbursing affected property owners a portion of the costs for the inconvenience of changing their municipal address. (MAAG consists of members of staff from various departments within City Hall, Police Department, Fire Department and Ministry of Health and they are circulated proposed street names to ensure there are no conflicts with existing street names.) The process to formally change the street name was felt to be too long and costly and may have resulted in conflicts so an alternative was recommended – a Commemorative Street. Commemorative street names have no legal status and do not require a by-law. They simply display as additional information on the street name blade similar to what currently occurs in the City's Heritage Districts.

The term "Commemorative" was specifically chosen to avoid confusion with the City's existing "Streets of Honour" policies and guidelines. "Streets of Honour" are legal street names that pay tribute to London's War Dead; War Veterans; Emergency Services personnel who died in service; retired and/or deceased Emergency Services personnel; City of London Employees;



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City Council and Committee Members who have served the City for a period of 25 years or more; and honourees from the Mayor's Honour List. Streets of Honour are identified by the poppy or City of London tree logo.

On July 24 and 25, 2012, Council resolved:

- a) *The street, namely Covent Market Place **BE DESIGNATED** as a commemorative street by adding the name London Nights Way; it being noted that this commemorative street name will have no legal status;*

- c) *The Civic Administration **BE DIRECTED** to research and develop a policy for naming conventions for commemorative streets and report back to the Civic Works Committee.*

Below is a copy of the preliminary London Knights Way Commemorative Street Name Blade Design.



Commemorative Street Names were recommended to provide Londoners an alternative opportunity to recognize influential pieces of the City of London's history. They take the form of a decorative blade adhered to an existing street sign. The assignment of a Commemorative Street Name (CSN) to all or a portion of a street will not change the official street name, as it will have no legal status, and will not require any existing municipal addresses to be altered. The Commemorative Street Names Program will provide permanent fixtures on our streets to commemorate noteworthy people, places, events, themes, cultures, etc related to the City of London.

They shall:

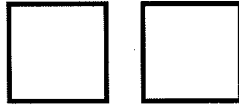
- commemorate person(s) associated with the City of London;
- commemorate local history, organizations, places, events or culture;
- strengthen neighbourhood identity and community commitment; and
- recognize native wildlife, flora, fauna or natural features related to the community and the City of London.

Survey of Municipal Examples

In preparation of this report, Development Services staff, contacted other municipalities regarding their policies and procedures with respect to their use of commemorative street names.

Toronto

The City of Toronto has dealt with both sides of the commemorative names debate. Under certain circumstances they have decided to officially change a street name (or portion thereof) while in other instances they commemorated the individual. Toronto refers to these commemorative streets as "Honourific Street Names". Two of the most notable official name changes were Ted Rogers Way and Ed Mirvish Way. Examples of "Honourific Street Names" include Johnny Lombardi Way (portion of College Street), Marshall McLuhan Way (portion of St.



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Joseph Street), Moses Znaimer Way (portion of Queen Street West) and Gilda Radner Way (portion of Lombard Street). The City of Toronto does not currently have an official policy on commemorative naming. The general practice is that a Ward Councillor makes a motion to City Council and following Council approval, Toronto staff prepares and installs the signs.

Kingston

The City of Kingston recently chose to pay tribute to hometown heroes and international rock sensation, "The Tragically Hip." The request to honour the group was brought forth by a Ward Councillor to City Council and the result of the motion was to allow for public input on the best method to recognize the band. Six options were proposed and following the public voting and comment period it was determined that the best option was to officially change the name of the portion of Barrack Street in front of the K-Rock Centre to "The Tragically Hip Way". Although one of the proposed options was to implement a honorary and unofficial name, strong support from both the K-Rock Centre itself as well as the public led to the decision to officially change the name. Due to the fact that the request was brought forth by a Ward Councillor and support by City Council, the entire cost of the recognition program was absorbed by the City of Kingston.

Winnipeg

Mayor Katz, of the City of Winnipeg, saw honorary street signs on a trip to Chicago and decided he would like to implement the process in Winnipeg. In January of 2012 he was approached by members of the public for comment and noted that the program was in progress. The City of Winnipeg has since developed an Honourary Street Naming amendment to their existing Street naming By-law but has yet to enact the by-law or erect any honorary signs.

Upon review of other municipalities there are no standards to the application of commemorative street names (or Honourific street names as in the case of Toronto) other than they all tend to recognize individuals or groups of local significance. Staff is of the opinion recognition of individuals or groups/teams by way of Streets of Honour is too limiting and not in keeping with the wishes of Council, that there be greater opportunities to assign commemorative street name.

Nomination Criteria

It is anticipated that the City will receive future requests for Commemorative Street Names. While there was wholesale support for the application of a Commemorative Street to pay tribute to the London Knights 2012 season, this support may not be the case for future Commemorative Street Name requests. Commemorative Street Names should

- recognize people, places, events, themes, cultures, etc. related to the City of London;
- signify the role that people, places, events, themes, cultures, etc. played in City of London's history;
- demonstrate excellence, courage, or exceptional service to the citizens of the City of London;

Nominees shall not:

- use corrupted or modified names, or names which are discriminatory from the point of view of race, sex, colour, creed, political affiliation or other social factors

Process

Any person wishing to submit a request to honour people, places, events, themes, cultures, etc. related to the City of London shall be required to fill out the application form, attached as Appendix B, as well as pay the fee as set out on page one of the application. It is recommended the application fee of \$250.00 (plus applicable taxes) be collected with the



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submission of the application form. An amendment to the Various Fees and Charges By-law is required to implement this portion of the recommendation. The fee is used to recover costs associated with the application such as application processing, blade design, and other staff resources/labour. The applicant shall also be responsible for each new street blade. Nominators should have regard for the Commemorative Street Naming Policy as set out by City staff.

Application submitted under the Commemorative Streets Program shall be subject to review by the Municipal Addressing Advisory Group (MAAG) for the above mentioned nomination criteria as well as the extent to which the proposed Commemorative Street Name is consistent with City of London municipal addressing guidelines. Development Services staff will prepare a report to the Manager Development Services – Engineering Liaison, or their designate, on the requested commemorative street name. The Manager Development Services – Engineering Liaison is recommended to make the final decision on the commemorative street name as this individual is identified in the Naming of Highways and Numbering of Buildings and Lots By-law as being responsible for assigning new street names in accordance with Council policy.

Following the approval Commemorative Street Name, staff will work with the applicant to develop an appropriate blade design for the commemorative portion of the street sign. This may include a logo, symbolic design or colour scheme as supplied by the applicant and accepted by the City. Below is a blank template for the Commemorative Blade which will be used as the starting point for any new Commemorative Street Name blade. The lower, official, street name blade shall remain green with white text, as is standard for all street name signs in the City of London. Specifications for the design and installation of Commemorative Street Sign Toppers shall be implemented to avoid confusion between Commemorative Street Names, Streets of Honour and Official Street Name Signs. These specifications shall include guidelines for the size; shape; fill colour; text colour; border colour; font type; and installation locations.



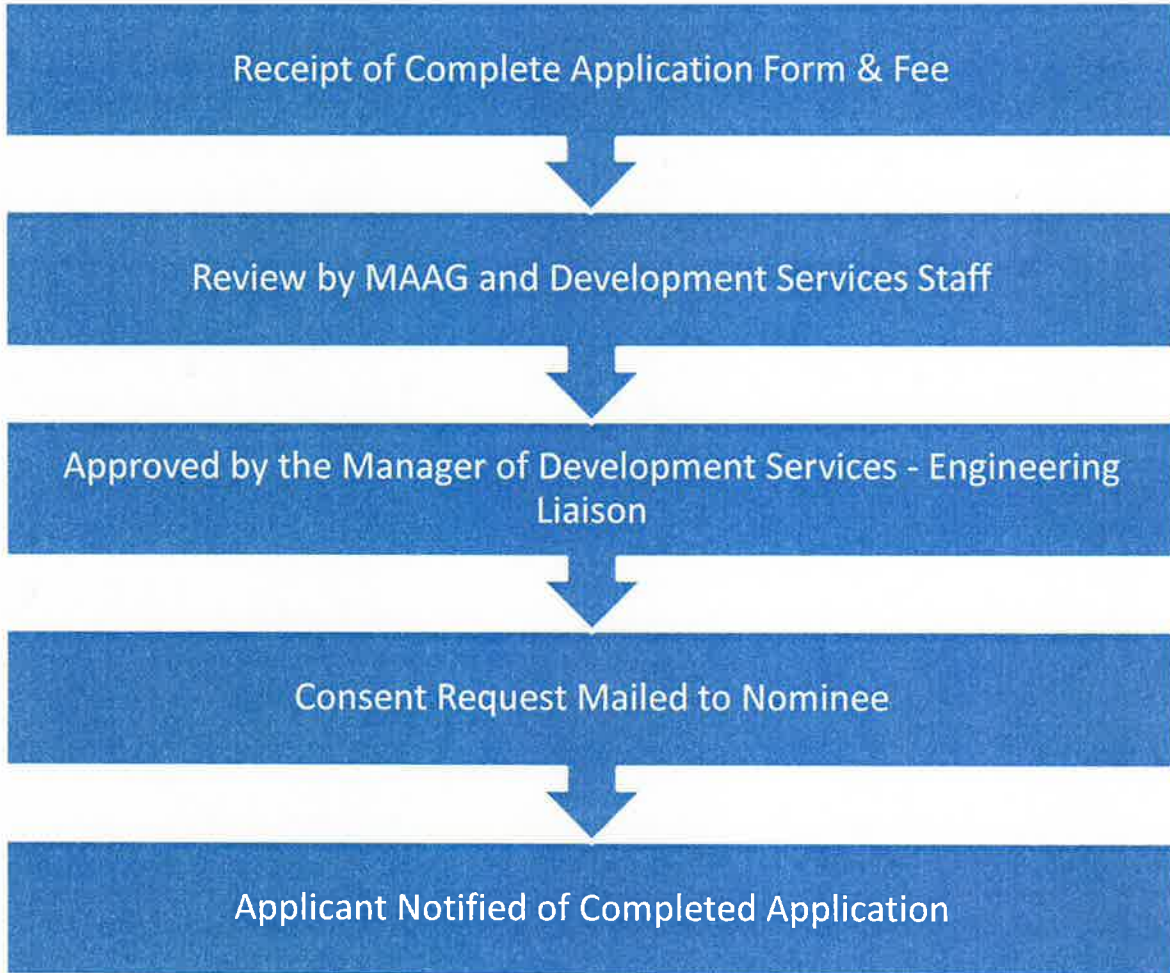
SAMPLE COMMEMORATIVE BLADE

The following flow chart outlines the application and acceptance process to help applicants, staff and interested parties better understand the Commemorative Street Names Program.

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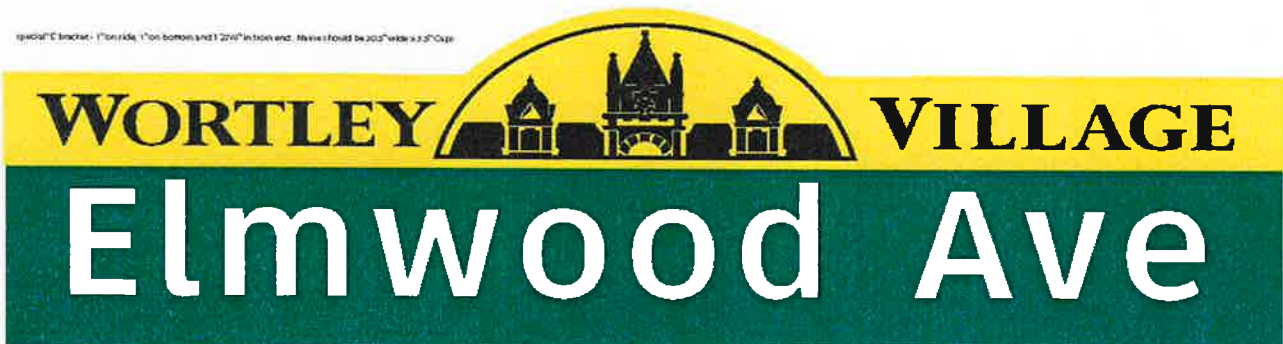
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Process Flow Chart



Whenever possible to do so, a Commemorative Street Name should be assigned in an area of the City that is strongly connected to the people, places, events, themes, and cultures for which it is being named. The commemorative blades will be applied to a minimum of two intersections denoting the start and end of the portion of the street to be recognized.

As noted above, application the Commemorative Street Name "London Knights Way" to Covent Market Place is similar to what the City has previously approved to recognize Heritage Conservation Areas. In fact, a similar design was used for Wortley Village.



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Acknowledgements

Recognition needs to be given to Joannah Cliff, (Summer student, Development Services) for her excellent research and her time spent on development of the policy and procedures of this report.

CONCLUSION

The proposed policy for Commemorative Street Naming is an appropriate manner in which to recognize, pay tribute to, and/or commemorate people associated with the City of London, local history, organizations, places, events or culture; and to strengthen neighbourhood identity and community commitment; and to recognize native wildlife, flora, fauna or natural features related to the community and the City of London.

There will be no requirement for public meetings and/or Council Approval, and that approval of the proposed Commemorative Street Name(s) shall be the responsibility of the Manager of Development Services – Engineering Liaison in consultation with Municipal Addressing Advisory Group (MAAG). Cost associated with applications for Commemorative Street Names will be borne by the applicant.

PREPARED BY:	REVIEWED BY:
	
FRANK GERRITS SUBDIVISION AND CONDOMINIUM DOCUMENTATION COORDINATOR	J. LEUNISSEN, MCIP, RPP MANAGER, DEVELOPMENT PLANNING
RECOMMENDED BY:	SUBMITTED BY:
	
J. A. RAMSAY, P. ENG MANAGER, DEVELOPMENT SERVICES – ENGINEERING LIAISON	G. KOTSIFAS MANAGING DIRECTOR OF DEVELOPMENT AND COMPLIANCE & CHIEF BUILDING OFFICIAL

JL/fg
"Attach."

Appendix "A"

Bill No. xxx
2013

By-law No. xx

A by-law to establish Council Policy 25() entitled "Commemorative Street Name Policy" to provide for an alternative means to recognize influential pieces of London history.

WHEREAS the Municipal Council of The Corporation of the City of London wishes to amend Council Policy 25() entitled "Commemorative Street Name Policy" to provide an alternative means to recognize influential pieces of London history;

AND WHEREAS section 5(3) of the *Municipal Act, 2001*, as amended, provides that a municipal power shall be exercised by by-law;

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

1. The Council Policy 25() entitled "Commemorative Street Name Policy" attached to this by-law as Schedule "A" be approved.
2. This by-law comes into force on the day it is passed.

PASSED in Open Council on January 29, 2013.

Joe Fontana
Mayor

Catharine Saunders
City Clerk

First Reading –January 29, 2013
Second Reading – January 29, 2013
Third Reading –January 29, 2013



Appendix “B” – Recommended Commemorative Street Name Policy

Street Naming Policy

25() Street Naming – Commemorative Streets

- (a) That a policy be established for the naming of commemorative streets after person(s) associated with the City of London, commemorate local history, organizations, places, events or culture; demonstrate excellence, courage, or exceptional service to the citizens of the City of London; strengthen neighbourhood identity and community commitment; and recognized native wildlife, flora, fauna or natural features related to the community and the City of London. Commemorative streets shall not use corrupted or modified names, or names which are discriminatory from the point of view of race, sex, colour, creed, political affiliation or other social factors;
- (b) That a short list of names be randomly selected on an annual basis and reviewed for conflicts with existing street names;
- (c) That streets so chosen to be identified as a Commemorative street shall bear an approved Commemorative street sign;
- (d) That approval of the proposed Commemorative Street name shall be the responsibility of the Manager of Development Services – Engineering Liaison, or their designate, in consultation with the Municipal Addressing Advisory Group (MAAG); and,
- (e) That this policy is not to be confused with, nor is a substitution of recognition for that of the Streets of Honour Street name Policy.



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Appendix B – Application Form
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THE CORPORATION OF THE CITY OF LONDON – DEVELOPMENT SERVICES, ROOM 609, CITY HALL
300 DUFFERIN AVENUE, LONDON, ONTARIO N6A 4L9
Telephone (519) 930-3500 Fax: (519) 930-3501

Notes to the Applicant:

- Please review the Street Naming – Commemorative Streets Policy ___() for nominee eligibility criteria prior to submitting your complete application
- A complete nomination package includes the following information:
 - Nominator contact information
 - Nominee contact information (where applicable)
 - Nominator declaration
 - Biography of Nominee (350 words or less)
 - Supporting documentation (photocopies welcome, submissions not returned)
 - Relevant photos of nominee, as available (photos will not be returned – digital submissions to commemorativestreets@london.ca with .gif, .jpg, .jpeg extensions are encouraged)
- Pending application approval applications shall be required to provide a preliminary design and/or digital image of the logo to be used in the honorary street sign topper. Any designs are subject to Development Services staff review and approval.

Incomplete applications will not be considered

Please feel free to enclose any other additional comments, supporting documentation, reference letters, newspaper articles or commendations about your nominee.

Steps in the process:

- Step 1 **Submit complete nomination package.** Nomination submissions may be submitted to the above address. Online applications, digital photos and biographies may be submitted to commemorativestreets@london.ca. Please include "Name of Nominee – Commemorative Streets" in the subject line of the email.
- Step 2 **Nominations Circulation and Staff Review.** Development services staff will review the application and compare it with current municipal addressing guidelines to ensure accordance between the two. Application circulated to relevant organizations, the public and Ward Councilor.
- Step 3 **Decision Letter - Approved.** Once an application has been successfully screened and approved by Development Services staff with no public objections, the sign will be posted as determined

OR

Decision Letter – Refused. If a nomination was reviewed by staff and the public and is deemed not acceptable to the Commemorative Streets Program, planning staff will notify the applicant of this decision.

- Step 5 **Nominee submits consent form.** Upon receipt of the nominee's consent, the name will be added to the Commemorative Streets Reserve List.

Fees: I, _____, confirm that the \$250.00 (plus applicable taxes) application fee is attached. (print name clearly)

Note: An additional fee for the cost of the new street signs and installation for each commemorative street name sign toppers will be required, on a full cost recovery basis, pending application approval.

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Appendix B – Application Form
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CONTACT INFORMATION

1. NOMINATOR INFORMATION	
Name:	
Address:	
City:	Postal Code:
Phone:	Email:
Association to nominee:	
<p>NOTE: Development Services Staff are required to obtain the nominee's consent (where applicable), to allow their name and biography to be added to the Commemorative Streets reserve list. Without their consent, their name cannot be added to the list. In cases where the nominee is deceased for a period of less than 30 years, the Estate Trustee of the deceased will be contacted (where such information is available).</p>	

2. NOMINEE INFORMATION	
Name:	
Address:	
City:	Postal Code:
Phone:	Email:

3. ORGANIZATION INFORMATION	
Name:	
Address:	
City:	Postal Code:
Phone:	Email:

4. NOMINATOR'S DECLARATION	
<p>I, _____ of the _____ in the Region/County/District of _____, solemnly declare that all of the statements contained in this Commemorative Streets nomination package and all supporting documents are true and complete, and I make this solemn declaration conscientiously believing to be true, and knowing that it is of the same force and effect as if made under oath, and by virtue of the Canada Evidence Act.</p>	
<p>Declared before me at: Region/County/District of <i>Middlesex</i> In the municipality of <i>The City of London</i>, this</p>	
<p>____ day of _____, _____ (Day) (Month) (Year)</p>	<p>_____ Signature of Nominator/Declarant</p>
<p>_____ Commissioner of Oaths</p>	<p>_____ (Day) (Month) (Year)</p>

