

To: Economic and Development Services Committee

From: Anthony Ambra, P.Eng., Commissioner,
Economic and Development Services Department

Report Number: ED-24-01

Date of Report: January 3, 2024

Date of Meeting: January 8, 2024

Subject: New City of Oshawa Street Naming Policy

Ward: All Wards

File: 12-12-0033

1.0 Purpose

The purpose of this Report is to respond to the following directions of the then-Development Services Committee, now the Economic and Development Services Committee, and Council made on October 21, 2019 (Item DS-19-208) and October 25, 2021 (Item DS-21-195), respectively:

- Item DS-19-208:

“That staff be directed to investigate a fair, consistent and efficient process towards adopting a new Street Naming Policy to guide how future streets will be named including respect to the important need for public consultation regarding the naming, renaming or dedication of municipal assets; and,

That the Development Services Department staff be directed to include Community Services Department and Sponsorship staff in this investigation for a fulsome municipal asset naming Corporate Policy.”

- Item DS-21-195:

“In developing the street naming policy, that staff include a procedure for consideration of former mayors, members of council and other people who have contributed to the development and growth of the City of Oshawa.”

Attachment 1 outlines a proposed new City of Oshawa Street Naming Policy (the “Policy”).

Attachment 2 is a copy of the city’s current Street Naming Policy in Memory and Honour of the War Dead and War Veterans.

Attachment 3 is a list of names of Oshawa war dead and war veterans that have been used or assigned for use as street names in the city.

Attachment 4 is a copy of the city's current Street Naming Policy for Private Residential Roads.

Attachment 5 is a copy of the city's current procedure for the Naming of Parks, Natural Areas and Facilities. It is important to note that the Safety and Facilities Department has recently completed a review of the Procedure and will be advancing a report to the Safety and Facilities Committee on January 15, 2024 with some key amendments that modernize the current Procedure.

Attachment 6 is a copy of the city's current Sponsorship, Advertising and Donations Policy.

2.0 Recommendation

That the Economic and Development Services Committee recommend to City Council:

1. That, pursuant to Report ED-24-01 dated January 3, 2024, the proposed new City of Oshawa Street Naming Policy as outlined in Attachment 1 be approved in principle; and,
2. That a formal Policy document be developed to the satisfaction of the Commissioner, Economic and Development Services Department and Director, Legislative Services/City Clerk.

3.0 Executive Summary

Staff undertook a comprehensive review of the city's various street naming policies, the Naming of Parks, Natural Areas and Facilities Policy, the Sponsorship, Advertising and Donations Policy as well as best practices of municipal comparators. Noting the different departments responsible for the administration of each according to different processes, different approval jurisdiction, and financial donations associated with corporate sponsorship for naming of certain city assets, it is appropriate to combine the city's various street naming policies under the umbrella of a single consolidated Street Naming Policy. However, it is also appropriate to maintain the Naming of Parks, Natural Areas and Facilities Policy and the Sponsorship, Advertising and Donations Policy as separate and distinct policies at this time.

4.0 Input From Other Sources

The following have been consulted during the preparation of this Report:

- Commissioner, Safety and Facilities Services
- Commissioner, Corporate and Finance Services

In addition to the above noted internal City Departments, street naming policies from the following municipalities were reviewed:

- City of Mississauga
- Town of Richmond Hill
- City of London
- City of Vaughan
- City of Brampton
- City of Barrie
- City of Cambridge
- City of Hamilton
- City of Kingston
- Town of Oakville
- Town of Newmarket

The Town of Newmarket's street naming policy is the basis for the format used for the proposed Policy forming Attachment 1 to this Report.

5.0 Analysis

5.1 Background

The Planning Services Branch of the Economic and Development Services Department maintains the City of Oshawa's Street Name Reserve List. This is a list of names that have been approved for use as street names in the City of Oshawa. The names on the Street Name Reserve List have been approved for use by Oshawa Fire Services, the Oshawa Central Ambulance Communications Centre (O.C.A.C.C.) and the Region of Durham Planning and Economic Development Department, who consult with the Durham Regional Police Service (D.R.P.S.).

The Street Name Reserve List has been the primary source of street names for the city for decades and has been regularly updated to add names proposed by Council, city staff, the development community and the general public. All names added to the Street Name Reserve List must be approved by Oshawa Fire Services, the O.C.A.C.C. and the Region of Durham Planning and Economic Development Department, who consult with the D.R.P.S., to ensure that new names are not duplicates of names used elsewhere in Durham Region or do not have similar spelling or pronunciation to other names used or reserved for use in the Region.

On a go forward basis, names in an Indigenous language or which recognize an Indigenous individual, organization, event or concept are proposed to be added only after consultation with Indigenous communities and adherence to appropriate practices or protocols.

5.1.1 Existing Street Naming Policies

In 2003, City Council approved the city's Street Naming Policy in Memory and Honour of the War Dead and War Veterans to honour the memory of individuals from Oshawa who have served in war, military action or peacekeeping assignments as part of Canada's

military (see Attachment 2). The city's war dead and war veteran's names were originally compiled from the cenotaph in Memorial Park and more recently through a nomination program. Since the policy was implemented, the names of 91 Oshawa war dead and war veterans have been assigned for use as street names in the city (see Attachment 3).

Street names associated with Oshawa war dead and war veterans are identified by the inclusion of a poppy motif on both sides of the street name sign.

In 2012, through the approval of Reports DS-12-224, DS-12-225 and DS-12-248, Council approved the ability to allow new streets in the Windfields community to be named using a Windfields/equestrian theme to recognize the history of the area as the former Windfields Farm. Commemoration of Windfields history through street naming was also included in the Program for Honouring the Windfields Farm Legacy which was approved by Council in 2016.

As a result of the foregoing, names honouring the city's war dead and war veterans and Windfields/equestrian themed street names now form part of the Street Name Reserve List.

In 2017, Council approved a Street Naming Policy for Private Residential Roads (see Attachment 4). In accordance with that policy, private residential roads are to be named using names from the city's Street Name Reserve List. However, names on the Street Name Reserve List honouring the war dead and war veterans are reserved exclusively for the naming of public roads. The suffix "Path" is used for private residential roads to differentiate them from public roads. The suffix "Path" is only used for private residential roads.

While the city actively maintains the Street Name Reserve List and administers street names in accordance with the aforementioned Street Naming Policy in Memory and Honour of the War Dead and War Veterans and the Street Naming Policy for Private Residential Roads, there is currently no single consolidated policy in place governing street naming or renaming in the city.

The implementation of a new City of Oshawa Street Naming Policy will formalize the process for adding names to the Street Name Reserve List, assigning names for new streets and renaming streets, and will establish criteria for considering new street names. This will assist staff in consistently administering the city's street naming program that has historically been administered using institutional knowledge.

5.1.2 Naming of Parks, Natural Areas and Facilities Policy

On June 20, 1988, City Council approved a process including criteria for naming and renaming parks, natural areas, recreation buildings (or rooms within buildings) and outdoor recreation facilities. The procedure was updated in 2009 and is known as the Facility Naming Procedure No. P4-301-001 (the "Procedure" – see Attachment 5). The Safety and Facilities Services Department follows this document when naming the aforementioned city spaces.

Under the existing process, when a park, natural area, recreation building or room within a recreation building is to be named or renamed, the Safety and Facilities Services Department provides a recommendation to the Safety and Facilities Services Committee for consideration. The Safety and Facilities Services Committee then makes a recommendation to Council on the proposed name. City Council is the approval authority with respect to naming parks, natural areas, recreation buildings or rooms within a recreation building.

Safety and Facilities Services Department staff have advised that the existing criteria and process for naming and renaming parks, natural areas, recreation buildings (or rooms within buildings) and outdoor recreation facilities as detailed in Attachment 5 is appropriate and functions well.

The Safety and Facilities Department has recently completed a review of the Procedure and will be advancing a report to the Safety and Facilities Committee on January 15, 2024 with some key amendments that modernize the current Procedure.

5.1.3 Sponsorship, Advertising and Donations Policy

On April 7, 2015, City Council adopted a Sponsorship, Advertising and Donations Policy which is included as Attachment 6 to this Report.

The policy establishes a process to evaluate and to accept or decline a sponsorship opportunity, advertising revenue or a donation opportunity. This policy also provides corporate procedures to ensure sponsorship, advertising and donation revenue adheres to the city's legal and financial requirements.

The program is administered by the Community Partnerships Manager in Community and Operations Services.

The negotiation of third party advertising/sponsorship agreements are delegated to the Community Partnerships Manager or the Director, Recreation Services or the Manager, Programs and Facilities as authorized by Item 2.1 on Schedule "A" of the city's Delegation By-law 29-2009, as amended. The execution of third party advertising/sponsorship agreements are delegated to the Chief Administrative Officer, the Commissioner, Community and Operations Services or the Director, Recreation Services as authorized by Item 2.1 on Schedule "A" of the city's Delegation By-law 29-2009, as amended. These agreements shall be guided by the following delegation restrictions:

- Financial: Finance Services confirms that the value of everything to be provided by the city does not exceed the lesser of \$175,000 or the value of everything received by the city;
- Budgeted: Finance Services confirms that anything to be provided by the city that requires budget approval is in the Mayor's budget;
- Term: The term of the agreement must not exceed five (5) years;

- **Signing Authority:** The agreement is to be signed by the Chief Administrative Officer, the Commissioner, Community and Operations Services or the Director, Recreation Services;
- **Administration:** Nothing may be provided by the city except as expressed in the agreement; and,
- **Form:** The agreement is to be in a form and content to the satisfaction of the City Solicitor.

Any proposals to deviate from the delegation restrictions noted above are provided to the Community and Operations Services Committee and City Council for consideration. City Council is the approval authority for matters that fall outside of the delegated authority parameters.

Community and Operations Services staff have advised that the existing Sponsorship, Advertising and Donations Policy as shown in Attachment 6 is appropriate and functions well. Accordingly, no changes to the policy are proposed at this time.

5.2 Recommended Street Naming Policy

The recommended Policy contains all of the requirements included in the two (2) existing street naming policies and also includes the following new key items as detailed in Attachment 1:

- The recommended Policy establishes criteria for street names based on the names of individuals/families (other than the names of war dead and war veterans) which will require that such street names relate to local individuals/families who have had a considerable relationship with the city, have made a significant social, political or cultural contribution to the city and/or have served as Mayor or as a City Councillor.
- The criteria in the recommended Policy would also apply to other names of historical significance.
- The recommended Policy establishes parameters such that the city will not allow for street names that:
 - Duplicate an existing street name in the city or within the Region of Durham;
 - Have strongly similar pronunciation sounds shared by existing Street names or Private Road names (such as Lynx and Links or Beachtree and Peachtree) in the city or within the Region of Durham;
 - Are associated with undesirable definitions or pronounced or spelled similar to such undesirable words;
 - Are generally considered discriminatory or derogatory names (e.g. with regard to race, sex, colour, creed, political affiliation or other social factors); or,

- Are names that could be construed as advertising a product, commercial enterprise or religious institution.

Names which are somewhat similar to an existing street name may be permitted if approved by the Region of Durham, Durham Regional Police Services, Oshawa Fire Services and the Oshawa Central Ambulance Communications Centre.

- The recommended Policy describes the process for adding names to the Street Name Reserve List.
- The recommended Policy describes the process for assigning street names to public streets or private residential roads in a development.
- The recommended Policy describes the process for assigning street names to a new public road constructed by the city. The process includes public consultation.
- The recommended Policy describes the process for renaming an existing street. The process includes public consultation with affected property owners, residents and businesses.
- The recommended Policy requires consultation with Indigenous communities and adherence to appropriate practices of protocols for proposed names in an Indigenous language or a name recognizing an Indigenous individual, organization, event or concept.
- The recommended Policy incorporates the existing Street Naming Policy in Memory and Honour of the War Dead and War Veterans and the Street Naming Policy for Private Residential Roads.
- The recommended Policy prioritizes the use of names of War Dead and War Veterans for street names for public streets in new developments.

In addition, Article 1(i) of the existing Street Naming Policy in Memory and Honour of the War Dead and War Veterans requires city staff to meet with the stakeholders twice per year. This has been revised to require the meetings “as necessary” in the recommended Policy to reflect current practice based on whether or not any war dead or war veteran names nominations need to be reviewed.

5.3 Diversity and Inclusion

On June 20, 2022, pursuant to its consideration of Report CNCL-22-48, Oshawa City Council committed to making meaningful reconciliation with Indigenous Peoples. Staff were directed to investigate, propose and initiate a process to develop a Reconciliation Strategy and Action Plan and to utilize the Truth and Reconciliation Commission’s Calls to Action and the United Nations Declaration on the Rights of Indigenous Peoples as the framework for the City of Oshawa’s Reconciliation efforts.

Considering local Indigenous history, the inclusion of language in the Street Naming Policy is a way to honour this commitment.

To ensure alignment with the City of Oshawa's commitment, this Policy includes provisions that any proposed names in an Indigenous language or a name recognizing an Indigenous individual, organization, event or concept will require consultation with Indigenous communities and adherence to appropriate practices and protocols.

6.0 Financial Implications

There are no financial implications associated with the Recommendation in this Report. However, there are certain costs to the city for city-initiated street name changes, such as an ex-gratia payment of \$250.00 to homeowners and tenants for any change of address in accordance with the Council Policy established in 2008.

Costs associated with any street name change will be included in future staff reports on specific name changes.

7.0 Relationship to the Oshawa Strategic Plan

This Report advances the Accountable Leadership and Social Equality goals in the Oshawa Strategic Plan.



Tom Goodeve, M.Sc.Pl., MCIP, RPP, Director,
Planning Services



Anthony Ambra, P.Eng., Commissioner,
Economic and Development Services Department

City of Oshawa Street Naming Policy

Purpose

The purpose of this City of Oshawa Street Naming Policy (the “Policy”) is to set out guiding principles for the naming and renaming of streets in the City of Oshawa. The Policy outlines the process for the following:

- a) Adding street names to the Street Name Reserve List; and,
- b) The procedures for assigning street names to new streets constructed by the city, streets in new developments and renaming an existing street.

The Policy also incorporates the existing Street Naming Policy in Memory and Honour of the War Dead and War Veterans and the Street Naming Policy for Private Residential Roads.

Procedures

This Policy applies to both public and private streets in the City of Oshawa, subject to legislative requirements and governing by-laws. The Policy as it relates to street naming is administered by Planning Services in the Economic and Development Services Department.

1. Definitions

- 1.1. “Street” means any road owned by the City of Oshawa.
- 1.2. “Private Residential Road” means any privately owned road, laneway, other means of vehicular access to, or egress from, any residential land, building or structure, exclusive of a driveway. Without limitation, a Private Residential Road may include part of a parking lot.
- 1.3. “Street Name Reserve List” means a database of names that have been approved for use as Street names within the City of Oshawa.
- 1.4. “Regional Street Name Index” means a database of names that have been approved for use as Street names within the Region of Durham.

2. Street Name Criteria

- 2.1. Street names based on the names of individuals/families (other than the names of war dead and war veterans) must relate to the following:
 - (a) Local individuals/families who have had a considerable relationship with Oshawa;
 - (b) Local individuals/families who have made a significant social, political or cultural contribution to Oshawa;

- (c) Former Mayors and members of City Council; or,
 - (d) Names of persons of historical significance which could include significance other than of a local nature.
- 2.2. Themes for large developments (e.g. residential subdivisions) shall be of local, regional, provincial or national significance. Priority shall be given to themes with local significance.
- 2.3. The city will not allow Street names that:
- (a) Duplicate an existing Street name in the city or within the Region of Durham;
 - (b) Have strongly similar pronunciation sounds shared by existing Street names or Private Road names (such as Lynx and Links or Beachtree and Peachtree) in the city or within the Region of Durham;
 - (c) Are associated with undesirable definitions or pronounced or spelled similar to such undesirable words;
 - (d) Are generally considered discriminatory or derogatory names (e.g. with regard to race, sex, colour, creed, political affiliation or other social factors); or,
 - (e) Are names that could be construed as advertising a product, commercial enterprise or religious institution.
- 2.4. Names that are somewhat similar to an existing street name may be permitted if approved by Oshawa Fire Services, the Oshawa Central Ambulance Communications Centre, the Region of Durham Planning and Economic Development Department and the Durham Regional Police Service, pursuant to Section 3.5 of this Policy.

3. Adding Names to the Street Name Reserve List

- 3.1. Any Street name request shall be forwarded to the City of Oshawa Planning Services Branch in the Economic and Development Services Department.
- 3.2. Any person/developer, including a city staff member or elected official, can make a request for a Street name.
- 3.3. The formal request must be in writing and shall include the proposed name, a description as to how it meets the established criteria, and contact information.
- 3.4. Planning Services will review the requested Street name to ensure that the name is not already included on the Street Name Reserve List and complies with the Street name criteria outlined in Section 2 of this Policy.
- 3.5. A requested Street name that is determined to meet the criteria in Section 2 will be sent to Oshawa Fire Services, the Oshawa Central Ambulance Communications Centre and the Region of Durham Planning and Economic Development Department, who will consult with the Durham Regional Police Service, for further

review and comment. The Region of Durham will review the requested name with the Regional Street Name Index, which is a master list of Street names for the Region of Durham, to ensure that there is no duplication of Street names. Oshawa Fire Services, the Oshawa Central Ambulance Communications Centre and the Region of Durham Planning and Economic Development Department, who will consult with the Durham Regional Police Service, will also review the name to ensure that the name is compatible with dispatch and mapping systems, is not difficult to spell or pronounce or does not sound too similar to existing Street names.

- 3.6. Proposed names in an Indigenous language or a name recognizing an Indigenous individual, organization, event or concept will require consultation with Indigenous communities and adherence to appropriate practices or protocols.
- 3.7. Upon receiving approval from Oshawa Fire Services, the Oshawa Central Ambulance Communications Centre and the Region of Durham Planning and Economic Development Department, and after consulting with Indigenous communities, as necessary, the name is added to the Street Name Reserve List.

4. Assigning Street Names and/or a Theme to a Development

- 4.1. Planning Services shall review plans of subdivision and site plans with Private Residential Roads to determine the number of new streets requiring names.
- 4.2. Planning Services shall provide the property owner/developer with the list of available Street names from the Street Name Reserve List. Priority shall be given to the use of names of the war dead and war veterans in accordance with Section 8 of this Policy. Following the names of the war dead and war veterans, the names of individuals (e.g. former Mayors) shall be given priority before the use of general street names (e.g. Speed River).
- 4.3. The property owner/developer shall select Street names from the Street Name Reserve List and advise Planning Services of the names selected for the development. Planning Services shall update the Street Name Reserve List to assign the selected names to the subject plan of subdivision or site plan.
- 4.4. The property owner/developer may propose Street names to Planning Services that are not on the Street Name Reserve List. The proposed Street names will be vetted through the approval process outlined in Section 3 of this Policy.
- 4.5. If the property owner/developer selects a theme for the development, the property owner/developer shall provide a written rationale for the theme and proposed associated Street names through the Planning Act development approval process. The proposed Street names will be vetted through the approval process outlined in Section 3 of this Policy.
- 4.6. Approved Street names shall be shown on the M-plan for a draft plan of subdivision and on the site plan for a development with a Private Residential Road.

5. Circumstances that Require Council Approval

- 5.1. In extenuating circumstances where there is a need for an exception and/or change to the Policy, Council approval is required.

6. Renaming an Existing Street or Private Residential Road

- 6.1. Any privately-initiated requests for renaming existing Streets and Private Residential Roads shall be made in writing to the City of Oshawa Planning Services Branch in the Economic and Development Services Department.
- 6.2. Any person/developer, including a city staff member or elected official acting as a private individual, can make a privately-initiated request to rename an existing Street or Private Residential Road. Council may also initiate the process to rename an existing Street or Private Residential Road as a matter of addressing a municipal interest, as opposed to an elected official acting as a private citizen seeking to advance a private interest, either their own or on behalf of another.
- 6.3. Any request received for renaming an existing Street or Private Residential Road shall be provided to City Council for direction prior to any review process being undertaken by city staff.
- 6.4. If Council directs staff to consider a name that is not on the Street Name Reserve List, the proposed name will be vetted through the approval process outlined in Section 3 of this Policy.
- 6.5. In the event Council accepts the request to consider the name change, Council will direct staff to process the request as follows:
 - Advise all affected businesses and property owners by regular mail, that Council is considering changing the name of the Street or Private Residential Road and the suggested new name; and,
 - Provide businesses and property owners an opportunity to submit written comments on the proposed name change of the Street or Private Residential Road and express their opinion on the proposed new name by a specified date.
- 6.6. After the deadline to receive public comments has passed, staff will report back to the Economic and Development Services Committee on the outcome of the public consultation and make a recommendation on the proposed Street name change or Private Residential Road name change.
- 6.7. The Economic and Development Services Committee shall make a recommendation to Council.
- 6.8. If Council approves the proposal to rename the Street or Private Residential Road, it is an approval “in principle” with direction that staff undertake the renaming process.

6.9. The city will undertake the following renaming process:

- Staff shall prepare a by-law renaming the Street or Private Residential Road. If necessary, a survey shall be prepared in order to create a suitable legal description for the subject Street or Private Residential Road to be renamed;
- Staff shall prepare and give notice of Council's intent to pass the proposed by-law renaming the Street or Private Residential Road in accordance with the city's Public Notice Policy and mail out a copy of the notice to all affected property owners, residents and businesses;
- Council will consider the input of any person who supports the renaming or who claims to be adversely affected by the renaming. In this regard, such persons may provide written correspondence or appear as a delegation at an Economic and Development Services Committee meeting or Council meeting. While Council is required to consider the input of persons who support the renaming or who claim to be adversely affected, there is no mechanism for appealing a by-law renaming a Street or Private Residential Road once the by-law is passed; and,
- The by-law will be placed on a Council agenda for adoption. If Council finds it appropriate to rename the Street or Private Residential Road, Council will pass the by-law renaming the Street or Private Residential Road.

6.10. In accordance with Council policy, the city will provide an ex-gratia payment to affected businesses, property owners and tenants for any city-initiated street name change.

6.11. Once the by-law renaming the Street or Private Residential Road is passed, the Building Services Branch of the Economic and Development Services Department shall advise affected property owners, businesses and any necessary stakeholders (e.g. Municipal Property Assessment Corporation, Region of Durham, utility companies, etc.) by mail of the Council-approved Street or Private Residential Road name change and provide affected businesses and property owners with an ex-gratia payment consistent with Council policy.

6.12. Costs associated with the renaming of a Street or Private Residential Road, including, but not limited to, the ex-gratia payment to affected businesses and property owners and the cost of new street signs, shall be at the expense of the requester unless the renaming was initiated by the city, i.e. through Council initiating the renaming process as a matter of addressing a municipal interest.

7. City-Initiated Naming of a New Street Outside of a Plan of Subdivision

7.1. In instances where the city constructs a new Street outside of a draft plan of subdivision, Planning Services staff shall prepare a report to Council outlining available names on the Street Name Reserve List, additional potential names recommended by staff for further investigation and consideration, and the process for public consultation via the city's website on potential Street names including names that may be suggested by the public for consideration. Once the public consultation exercise has been completed, Planning Services shall prepare a report

to Economic and Development Services Committee summarizing the results of the public consultation and providing options for the Street name.

- 7.2. The Economic and Development Services Committee shall make a recommendation to Council.
- 7.3. If Council approves a Street name, it is an approval “in principle” with direction that staff undertake the Street naming process.
- 7.4. The city will undertake the Street naming process which involves:
 - Staff shall prepare a by-law naming the new Street. If necessary, a survey shall be prepared in order to create a suitable legal description for the subject Street to be named;
 - Staff shall prepare and give notice of Council’s intent to pass the proposed by-law naming the new Street in accordance with the city’s Public Notice Policy and mail out a copy of the notice to all affected property owners (if any), residents and businesses;
 - Council will consider the input of any person who supports the street name or who claims to be adversely affected by the street name. In this regard, such persons may provide written correspondence or appear as a delegation at an Economic and Development Services Committee meeting or Council meeting. While Council is required to consider the input of persons who support the street name or who claim to be adversely affected, there is no mechanism for appealing a by-law to name a new Street once the by-law is passed; and,
 - The by-law will be placed on a Council agenda for adoption. If Council finds it appropriate to name the new Street, Council will pass the by-law to name the new Street.
- 7.5. Once the by-law naming the new Street is passed, the Building Services Branch of the Economic and Development Services Department shall advise affected property owners, businesses and any necessary stakeholders (e.g. Municipal Property Assessment Corporation, Region of Durham, utility companies, etc.) by mail of the Council-approved Street name.

8. Street Naming in Memory and Honour of the War Dead and War Veterans

- 8.1. The following Street naming policies in the memory and honour of the war dead and war veterans shall be applicable:
 - (a) It is a policy of the city to honour the memory of individuals from Oshawa who have served in war, military action or peacekeeping assignments as part of Canada's military in the naming of new Streets;
 - (b) For the purpose of this Policy, the ‘war dead’ refers to those persons who died or went missing in action while serving in active military duty during any war, military action or any peacekeeping action in which Canada played an active military role;

- (c) For the purpose of this Policy, 'war veterans' refers to those persons who served with Canada's military forces in active military duty during any war, military action or any peacekeeping action in which Canada played an active military role;
- (d) The use of war dead and war veterans' names will comply with the Region of Durham Street-naming policy;
- (e) The war dead that will be honoured in this manner are those individuals who were residents of Oshawa at the time they served;
- (f) The war veterans that will be honoured in this manner are those individuals who were or became and remained residents of Oshawa after their service;
- (g) War veterans both living and deceased to be honoured shall be considered based on the following criteria:
 - (i) Length of military service;
 - (ii) Decorations received (i.e. bravery medals, etc.); and,
 - (iii) Length and type of community service to Oshawa and its residents.
- (h) The approval of war veterans' names for use on the Street Name Reserve List is delegated to the Economic and Development Services Committee;
- (i) City staff will meet with the Oshawa United Veteran Services group (which includes representation from the Legion, 420 Wing, Canadian Corps, Polish Vets, Ontario Regiment Association, Navy Club, Korean War Veterans and UN Peace Keepers) as necessary in order to review submissions, identify potential veterans' names and to assist the Oshawa United Veteran Services group in making a recommendation to the Economic and Development Services Committee on whether a new war veteran's name should be approved;
- (j) Written requests from the public or groups for approval of a war veterans name must be submitted in writing to the Economic and Development Services Department including a description of how the individual complies with the criteria as outlined in this Policy;
- (k) The city will encourage the use of war dead and war veterans' names within new plans of subdivision based on the following order of priority:
 - (i) War dead;
 - (ii) War veterans on current Street Name Reserve List; and,
 - (iii) War veterans approved by Economic and Development Services Committee based on priority established by Economic and Development Services Committee;

- (l) Street signs honouring the war dead and war veterans will include a poppy motif in the design.
- 8.2. That an exception to the policy be endorsed to include the lands generally within the geographic area of the General Sikorski Hall such that the street names within that area could include World War II Veterans of the Polish Armed Forces who were Allies of Canada, who served under British Command, and who took up residence in the City of Oshawa after the War. Name selection shall be done pursuant to paragraph (g) above.

9. Private Residential Roads

9.1. The following policies shall apply for the naming of Private Residential Roads:

- (a) It is a policy of the city to name Private Residential Roads subject to certain criteria as outlined in this Policy;
- (b) A name shall be assigned to all new Private Residential Roads;
- (c) Private Residential Roads shall be named using names from the City of Oshawa Street Name Reserve List;
- (d) The names on the city's Street Name Reserve List honouring the city's war dead and war veterans under the city's Street Naming Policy in Memory and Honour of the War Dead and War Veterans shall not be used for the naming of Private Residential Roads;
- (e) Names of Private Residential Roads shall be differentiated from Streets through the use of the suffix "Path";
- (f) Street signs for Private Residential Roads shall be green with white text in order to differentiate them from the city's standard blue Street signs with white text. Private Residential Road signs shall also include the word "Private" for clarity;
- (g) This Policy is applicable to all new residential developments with a Private Residential Road that receives approval after July 1, 2017. For the purposes of this Policy, approval shall mean the approval of the proposed site plan drawings;
- (h) The cost for the installation and maintenance of a sign for a Private Residential Road shall be the responsibility of the property owner/developer;
- (i) This Policy shall not apply to any development that has Private Residential Roads prior to July 1, 2017 unless requested by the property owner/developer. Any costs associated with naming a Private Residential Road in an existing development shall be the responsibility of the property owner/developer that has made the request including such matters as the cost to install and maintain the sign and any costs to residents affected by the proposal;
- (j) Private Residential Road names and sign details shall be shown on the plans forming part of any development agreement for a development with a Private Residential Road. For requests to name a Private Residential Road in an

existing development, the owner shall provide a plan showing the Private Residential Road and proposed Private Residential Road name to Planning Services for review and approval;

- (k) Private Residential Road names shall be included in a by-law passed pursuant to the Municipal Act. The approval of Private Residential Road name by-laws is delegated to the Commissioner, Economic and Development Services or the Director, Planning Services in accordance with Article 87 of the Delegation of Authority By-law 29-2009, as amended; and,
- (l) Notice of the city's intention to pass a by-law to name or re-name a Private Residential Road shall be given in accordance with the city's Public Notice Policy as well as to the owner/developer of the property and tenants of the property to which the by-law will apply.

Note: Minor changes to or deviations from this Policy and procedure may be made by the Commissioner, Economic and Development Services provided the intent of the Policy is maintained. Any significant changes must be approved by City Council.

Street Naming Policy in Memory and Honour of the War Dead and War Veterans

1. The following street naming policy in the memory and honour of the war dead and war veterans shall be applicable:
 - (a) It is a policy of the City to honour the memory of men and women from Oshawa who have served in war, military action or peacekeeping assignments as part of Canada's military in the naming of new streets;
 - (b) For the purpose of this policy, the 'war dead' refers to those persons who died or went missing in action while serving in active military duty during any war, military action or any peacekeeping action in which Canada played an active military role;
 - (c) For the purpose of this policy, 'war veterans' refers to those persons who served with Canada's military forces in active military duty during any war, military action or any peacekeeping action in which Canada played an active military role;
 - (d) The use of war dead and war veterans' names will comply with the Region of Durham street-naming policy;
 - (e) The war dead that will be honoured in this manner are those men and women who were residents of Oshawa at the time they served;
 - (f) The war veterans that will be honoured in this manner are those men and women who were or became and remained residents of Oshawa after their service;
 - (g) War veterans both living and deceased to be honoured shall be considered based on the following criteria:
 - (i) Length of military service;
 - (ii) Decorations received (i.e. bravery medals, etc.); and
 - (iii) Length and type of community service to Oshawa and its residents.
 - (h) The approval of war veterans' names for use on the street name reserve list is delegated to the Development Services Committee.
 - (i) That City staff meet with the Oshawa United Veteran Services group (which includes representation from the Legion, 420 Wing, Canadian Corps, Polish Vets, Ontario Regiment Association, Navy Club, Korean Veterans and UN Peace Keepers) twice per year in order to review submissions, identify potential veterans' names and to assist the Oshawa United Veteran Services group in making a recommendation to the Development Services Committee on whether a new war veteran's name should be approved.
 - (j) Written requests from the public or groups for approval of a war veterans name must be submitted in writing to the Development Services Department including how the individual complies with the criteria.

- (k) The City will encourage the use of war dead and war veterans' names within new plans of subdivision based on the following order of priority;
 - (i) War dead;
 - (ii) War veterans on current street name reserve list; and
 - (iii) War veterans approved by Development Services Committee based on priority established by Development Services Committee.
 - (l) Street signs honoring the war dead and war veterans will include a poppy motif in the design.
2. That an exception to the policy be endorsed to include the lands generally within the geographic area of the General Sikorski Hall such that the street names within that area could include World War II Veterans of the Polish Armed Forces who were Allies of Canada, who served under British Command, and who took up residence in the City of Oshawa after the War. Name selection shall be done pursuant to paragraph (g) above.

**List of War Dead and War Veterans Names Assigned for Use
as Street Names in the City**

Askew	Krasutsky	Wallig
Edward Bolton	Krawchuk	Everett Warne
Badgley	Kurelo	Don White
Baynes	Langley	Whitelaw
Benson	Douglas Langtree	
Bourne	William Lee	
Bovin	Livesey	
Verne Bowen	Lockie	
Bray	Cameron Lott	
Jim Brewster	William Lott	
Alfred Brisebois	Lowry	
Cheesewright	Luple	
Graham Clapp	Maddock	
Cocklin	MacInally	
Cordick	Magee	
Coyston	Ted Marks	
Cronk	Marshall McConkey	
John Dalby	Geoffrey Marston	
Docking	Chris Mason	
Drinkle	Frederick Mason	
Horace Duncan	McCabe	
Dyas	McCue	
Fetchison	Meath	
Fighting Reids	Missom	
Finkle	Andrew Murdoch	
Doug Finney	Matthew Murray	
Frolis	Nugent	
Fudge	Pennel	
Henry Galbraith	Pindar	
Jack Glenn	Rennie	
Goldsmith	John Richardson	
Lorne Goodman	Rorison	
Gow	Salmers	
Gower	Schooling	
Ronald Guscott	Irvine Scott	
Gyatt	Frederick Smith	
Handzuk	Spencely	
Hanmore	Stire	
Armour Hanna	Suddard	
Hunking	Taggart	
Ronald Inche	Thompson	
George Kingsland	Travail	
Kitchen	Valentine	

Street Naming Policy for Private Residential Roads

1. The following street naming policy for the naming of private residential roads shall be applicable:
 - (a) It is a policy of the City to name roads that are privately owned and maintained subject to certain criteria as outlined in this policy;
 - (b) For the purposes of this policy, “private road” means any road, laneway, other means of vehicular access to, or egress from, any land, building or structure, exclusive of a driveway. Without limitation, a private roadway may include part of a parking lot;
 - (c) A street name shall be assigned to all new private roads;
 - (d) Private roads shall be named using names from the City of Oshawa Street Name Reserve List.
 - (e) The street names on the City’s Street Name Reserve List honouring the City’s war dead and war veterans under the City’s Street Naming Policy in Memory and Honour of the War Dead and War Veterans shall not be used for the naming of private roads;
 - (f) Names of private roads shall be differentiated from public roads through the use of the suffix “Path”;
 - (g) Street signs for private roads shall be green with white text in order to differentiate them from the City’s standard blue street signs with white text. Private road signs shall also include the word “Private” for clarity;
 - (h) This policy is applicable to all new residential developments with a private road that receives approval after July 1, 2017. For the purposes of this policy, approval shall mean the approval of the proposed site plan drawings;
 - (i) The cost for the installation and maintenance of a street name sign for a private road shall be the responsibility of the property owner;
 - (j) This policy shall not apply to any development that has received approval prior to July 1, 2017 unless requested by the property owner. Any costs associated with naming a private road in an existing development shall be the responsibility of the property owner that has made the request including such matters as the cost to install and maintain the sign and any costs to residents affected by the proposal;
 - (k) Private road names and street sign details shall be shown on the plans forming part of any development agreement for a development with a private road. For requests to name a private road in an existing development, the owner shall provide a plan showing the private road and proposed private road name to Planning Services for review and approval; and
 - (l) Private road names shall be included in a by-law passed pursuant to the Municipal Act.

(m)Notwithstanding the City's Notice By-law 147-2007, notices of the City's intention to pass a by-law to name or re-name a private residential road shall be provided to the owner of the property and tenants of the property to which the by-law will apply and be provided on the City's website.

Note: Minor changes to or deviations from this policy and procedure may be made by the Commissioner of Development Services provided the intent of the policy is maintained. Any significant changes must be approved by City Council.



Procedure No: P4-301-001 Page No: 1 of 2
Department: Community Services Date: April 20, 2009
Approved By Director:
Subject: Parks Development and Construction
Approved By Commissioner:
Title: Naming of Parks, Natural Areas and facilities
Purpose: To establish a criteria and process for City Council to consider in selecting names for parks and facilities.
Source: City Council Minutes, 1988 06 20
Policy: That City of Oshawa parks, natural areas, recreation buildings (or rooms within buildings) and outdoor recreation facilities shall be named or renamed in accordance with the following criteria.

Procedure:

1. The name of the street on which the park, natural area or recreational building is located.
2. The name of the community area in which the park, natural area or recreational building will serve.
3. A historically significant name in terms of famous pioneers, settlements or establishments of incidents applied to the area in which the park, natural area or recreation building is located.
4. Topographical or unique characteristics of the site.
5. In certain circumstances, consideration may be given to naming a park, natural area or facility after a person or a group. The following criteria will apply:
 - a. The contribution of the individual or group has made to the public life and the well-being of the City of Oshawa.
 - b. The contribution made to the acquisition of the parkland in question and/or its subsequent development.
 - c. Direct relationship or association that existed between the place of residence of the person or group to the park to be named.
 - d. Where a park facility is named after a sports celebrity, the facility being named shall be of a type associated with the celebrity.
 - e. Where the name of an individual is so used, approval shall be obtained from the individual or his or her next of kin for such naming.
 - f. The person or persons submitting such name for consideration shall provide background information outlining the reasons supporting the request on a nomination form.

6. Names for parks, natural areas, recreation buildings and rooms within recreation buildings shall be recommended by the Community Services Committee using the aforementioned criteria as a guideline with the Community Services Committee to ratify such selections and City Council shall have final approval of such selections.
7. Discussions by elected representatives regarding the selection of names for parks, natural areas and facilities shall be held in public.

Authority
Commissioner, Community
Services or Designate

Date

Signature

Sponsorship, Advertising and Donations Policy

1.0 Purpose

The purpose of this Policy is to:

- Establish a process to evaluate and to accept or decline sponsorship, advertising and donation opportunities.
- Provide corporate procedures to ensure sponsorship, advertising and donation revenue adheres to the City's legal and financial requirements.

This Policy does not pertain to funding received from other levels of government through formal grant programs.

2.0 Definitions

Advertising is the selling or leasing of advertising space on the City's properties and assets whereby the advertiser is not entitled to any additional benefits beyond access to the space purchased. Advertising is a straightforward purchase of space based on Council approved pre-established rates for a specified period of time.

Donation is a gift or contribution of cash, goods or service given voluntarily toward an event, project, program or corporate asset as a philanthropic act.

Naming Rights is the naming of a facility, after a person or group or through a sponsorship in which a company purchases (cash or other revenue support) the exclusive right to name an asset (facility, room, etc.), for a specific period.

Sponsorship is a mutually beneficial business arrangement or partnership between the City of Oshawa and an external company, organization or enterprise wherein the external party contributes funds, goods, or services to a municipal project, initiative or service in return for recognition, acknowledgement or other promotional consideration for a specified period of time.

3.0 Guidelines

- External organizations or individuals may partner with the City of Oshawa in providing programs, events, facilities or activities where such a partnership:
 - Is mutually beneficial to both parties.
 - Is consistent with the vision, policies and goals of the City of Oshawa.
 - Optimizes the revenue opportunity and ensures that it provides a net financial benefit to the City Oshawa.

- Complies with all federal and provincial statutes, municipal by-laws, corporate policies, procedures and standards set-out by the Canadian Advertising Standards Council.
 - Does not imply endorsement of the company or its products and services and should prohibit partners from making statements which suggests a company's products and services are endorsed by the City of Oshawa.
 - Does not result in or is perceived as giving any preferential treatment outside of the partnership agreement.
 - Does not cause a municipal employee to receive any product, service or asset for personal use or gain.
- Sponsorship, advertising and donation agreements will not be accepted from individuals or corporations not in good standing with the municipality (i.e. currently in violation of a bylaw, under litigation against the City or owe money to the City).
 - Recognition of the sponsor, advertiser and donor will be designed so that it will not detract from the physical attributes of a location, event, facility or service delivery.
 - Agreements shall not in any way invoke future consideration, influence, or be perceived to influence the day-to-day business of the City.
 - The City will not solicit, or accept, naming rights, sponsorship, advertising or donations from tobacco companies or other companies whose reputation could prove detrimental to the City's image. For example, organizations whose products or public image may be deemed to be "sensitive" (i.e. liquor). The City must evaluate all such proposals on an individual basis based on the content of the proposal and the target audience.
 - The City will not accept a proposal from any corporation, who, in any manner, portrays, promotes or condones stereotyping of any group or any form of discrimination prohibited by the Ontario Human Rights Code.
 - The City reserves the right to reject any or all unsolicited sponsorships, advertising and donations offered to the City and to reject any and all proposals.
 - Acceptance of sponsorships, advertising and donations will be based on, but not limited to, the following criteria:
 - The value of the product, service and cash provided to the City.
 - The relationship must be beneficial for both parties.
 - Must enhance the development, delivery, awareness or continuance of one or more City programs, services or facilities.

- The value of the agreement must be consistent with the level of recognition or acknowledgement of the sponsor

4.0 Financial Management

Finance Services is responsible for:

- Verifying the Corporate Partnership Program revenues, other expenses, any in-kind services provided by the corporate partner and any foregone revenues associated with any agreement.
- Working in cooperation with the City Department and Branch to continually review and modify business processes to ensure that they are efficient and effective in tracking the revenue and expenses associated with each agreement.
- Validating documentation supplied by the corporate partner, in partnership with the City Department and Branch, to ensure the value of the in-kind services provided by the City including foregone revenue for the purposes of calculating commissions (if required) and issuing tax receipts (where applicable).

New agreement opportunities will be supported by a business case, which will identify the need and benefits to the City and potential partners.

Revenues, in-kind services and donations generated through the Corporate Partnership Program shall be used to reduce the overall operating expenses for an event, program, or facility.

Official receipts for income tax purposes shall be authorized by the Treasurer or designate for eligible gifts and gifts in-kind made to the City if requested by the donor and in accordance with Canada Revenue Agency guidelines. Receipts will be made in the name of the donor only.

The fair market value of an in-kind donation should be provided by the donor. The City reserves the right to determine if the appraised value is fair. In accordance with the Canada Revenue Agency, a written professional appraisal report shall be provided at the donor's expense for all donations valued at \$1,000 or more. The appraisal shall be in a form and content acceptable to the Treasurer. The income tax receipt shall be in the amount of the appraised value, or in the case of two or more appraisals, the lowest appraised value. The receipt shall also indicate a description of the object and the name and address of the appraiser, and shall be dated the day in which the City received the gift.

5.0 Delegation By-law

Third Party Advertising/Sponsorship agreements are authorized by the Delegation By-law. Specifically, these agreements shall be guided by the following:

- *Financial:* Finance Services confirms that the value of everything to be provided by the City does not exceed the *lesser* of \$175,000 *and* the value of everything received by the City;
- *Budgeted:* Finance Services confirms that anything to be provided by the City that requires budget approval is in a budget approved by Council;

- *Temporal:* The term of the agreement must not exceed five (5) years;
- *Signing Authority:* The agreement is to be signed by City Manager, Commissioner, Community Services Department or Director, Recreation and Culture Services;
- *Administration:* Nothing may be provided by the City except as expressed in the agreement;
- *Form:* The agreement to be in a form approved by the City Solicitor.

6.0 Administration

A dedicated resource shall be the exclusive sales agent for naming rights, sponsorship, advertising and donations as they relate to generating revenue for city facilities, events and programs.

With the approval of the City Manager and/or Designate, the contracted resource will be responsible for:

- Establishing and nurturing relationships with potential sponsor, advertisers and donors that is aligned with the Core Values of the organization and does not violate the Code of Conduct;
- ensuring that the opportunity for naming rights, sponsorship, advertising and donations are widely marketed;
- setting and monitoring pricing levels, offered benefits, negotiating and approving agreements, managing and serving corporate partners;
- maintaining a Corporate Partnership database to keep track of activity and levels of corporate involvement.