Minute No. 579
Report - Standing Policy Committee on Property and Development – September 13, 2011

Item No. 8 Street Names By-law – Naming New Streets – Street Renaming – Honourary Street Names

COUNCIL DECISION:

Council concurred in the recommendation of the Standing Policy Committee on Property and Development and adopted the following:

1. That Appendix A (proposed By-law) of the Winnipeg Public Service Report dated June 28, 2011 be approved and enacted by Council with the following amendment:

   A. Amend Section 1. (c) of the Guidelines For The Naming, Renaming and Honorary Naming of Streets by adding the words "and community commitment;" after the word "identity".

2. That the following fees be approved:

   A. $150.00 application fee to add a street name to the Reserve Street Name List with an additional fee of $25.00 for each additional name on the same application, excepting those applications that are recognizing individuals;

   B. $150.00 application fee for honorary street names;

   C. $200.00 installation fee for honorary street name sign toppers.

3. That a fee of $768.00 be approved for a public street name change and a fee of $295.00 for a privately-owned street name change.

4. That the Planning, Development and Building Fees By-law No. 77/2009 be amended to delete an advertising fee for street renaming.

5. That any Council Decisions inconsistent with the foregoing be rescinded.

6. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Report - Standing Policy Committee on Property and Development – September 13, 2011

DECISION MAKING HISTORY:

Moved by Councillor Browaty,

That the recommendation of the Standing Policy Committee on Property and Development be adopted by consent.

Carried

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On September 21, 2011, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Property and Development and submitted the matter to Council.

STANDING COMMITTEE RECOMMENDATION:

On September 13, 2011, the Standing Policy Committee on Property and Development concurred in the recommendations of the Winnipeg Public Service dated May 20, 2011 and June 28, 2011, with the following amendments, namely:

Report Dated June 28, 2011

- Delete Recommendations 1. and 2. and replace with the following:

    "1. That Appendix A (proposed By-law) of the Winnipeg Public Service Report dated June 28, 2011 be approved and enacted by Council with the following amendment:

        A. Amend Section 1. (c) of the Guidelines For The Naming, Renaming and Honorary Naming of Streets by adding the words "and community commitment;" after the word "identity"."

Report dated May 20, 2011

- Delete Recommendation 1.

- Amend Recommendation 2. A. by adding the words "excepting those applications that are recognizing individuals" after the words "same application",

and forwarded the matter to the Executive Policy Committee and Council.

Report - Standing Policy Committee on Property and Development – September 13, 2011

DECISION MAKING HISTORY (continued):

STANDING COMMITTEE RECOMMENDATION (continued):

On July 5, 2011, the Standing Policy Committee on Property and Development laid over the matter to its meeting on September 13, 2011.

On June 7, 2011, the Standing Policy Committee on Property and Development laid over the matter for thirty (30) days.

ADMINISTRATIVE REPORT

Title: **Street Naming Policy – Supplementary Report**

Critical Path: **Standing Policy Committee on Property and Development – Executive Policy Committee – Council**

AUTHORIZATION

Author	Department Head	CFO	CAO
G. Solkoski	D. Joshi	N/A	Alex Robinson Deputy CAO

RECOMMENDATIONS

1. That Appendix A be replaced with the attached Appendix A as amended.

2. That the following sentence be added to the end of the Fees section of the report:

   "It is further recommended that charitable organizations be exempt from having to pay an application fee for adding a new street name to the Reserve Street Name List."

REASON FOR THE REPORT

On June 7, 2011 the Standing Policy Committee on Property and Development laid over the matter for thirty (30) days.

IMPLICATIONS OF THE RECOMMENDATIONS

If the recommendations of this report are concurred with, the Street Naming Policy Report and proposed By-law that were considered by the Standing Policy Committee on Property and Development on June 7, 2011 will be amended.

HISTORY

On November 18, 2009, the Executive Policy Committee concurred in the recommendation of the City Centre Community Centre, as amended, namely, the Winnipeg Public Service be requested to review the process for naming (renaming) streets in the City of Winnipeg, taking into consideration the concept of adding "honorary signage" in addition to the existing street name signs, and report back to the Standing Policy Committee on Property and Development.

On June 7, 2011 the Standing Policy Committee on Property and Development considered the Street Naming Policy report and laid over the matter for thirty (30) days.

Discussion:

At its June 7, 2011 meeting Committee laid over the matter for thirty (30) days. The intent of the lay over was to allow the Winnipeg Public Service to make it clearer in the proposed By-law that only Council, and not a Committee of Council, is empowered to rename a street.

Clauses 10(3) and 13(2) of the draft By-law are amended to replace the words "approving", "rejecting" and "determining", with "considering". A new subsection 14(1) is added to state explicitly that only Council may rename a street and may only do so by by-law.

Committee further intended that the draft by-law be amended to exempt charitable organizations from having to pay an application fee for adding a new street name to the Reserve Street Name list. Accordingly, a new sentence – It is further recommended that charitable organizations be exempt from having to pay an application fee for adding a new street name to the Reserve Street Name List – is added to the end of the Fees section of the report, and subsection 5(3) is added to the proposed By-law to provide for this change.

FINANCIAL IMPACT

Financial Impact Statement **Date:** June 27, 2011

Project Name:

Street Naming Policy - Supplementary Report

COMMENTS:

The recommendations contained in this report are that Appendix A be replaced with the attached Appendix A as amended and that the following sentence be added to the end of the Fees section of the report:

"It is further recommended that charitable organizations be exempt from having to pay an application fee for adding a new street name to the Reserve Street Name List."

There are no direct financial implications associated with these recommendations.

"Original Signed By"
Mike McGinn, CA
Manager of Finance

CONSULTATION

In preparing this report there was consultation with:

N/A

SUBMITTED BY

Department: Planning Property and Development Department
Division: Development and Inspections Division
Prepared by: Kim Raban, P.Eng
Date: June 28, 2011
File No. 1049/11

Attachments:
Appendix A – Street Names By-law

Filename: O:\Reports Directive\Development and Inspections\Land Development\Street Names By-Law Supplementary Report June_27 2011.doc

APPENDIX A

THE CITY OF WINNIPEG

BY-LAW NO.

A By-law of THE CITY OF WINNIPEG to create a process for the naming and renaming of streets and the assignment of honorary names to streets or portions of streets within the City of Winnipeg

THE CITY OF WINNIPEG, in Council assembled, enacts as follows:

Short title
1 This By-law may be cited as the **Street Names By-law**.

Definitions and interpretation
2(1) In this By-law

"applicant" means the person or group applying

(a) for a one or more names to be added to a New Street Name Reserve List for a particular Community Committee under Part One of this By-law;

(b) for a street to be renamed under Part Two of this By-law; or

(c) for a street to be given an honorary name under Part Three of this By-law;

"designated committee" means the committee of Council that has authority to deal with a particular application under this By-law;

"designated employee" means the Director of Planning, Property and Development and any employee of the City to whom the Director has delegated authority to administer or enforce all or part of this By-law;

"honorary street name" means a temporary, unofficial street name assigned to all or part of a street under Part Three of this By-law;

"honorary street sign topper" means a decorative sign containing an honorary street name that is installed at intersections in the portion of a street that has been assigned an honorary street name;

"occupant" means a person who occupies property with an address on a street that is proposed to be renamed under this By-law;

"owner" means the owner of a property with an address on a street that is proposed to be renamed under this By-law;

"regional street" means a street or portion of a street that is set out in Schedule E of the Streets By-law;

"Reserve List" means one of the New Street Name Reserve Lists continued in subsection 4(1) and to which street names may be added under Part One of this By-law;

"street" means, unless the context requires otherwise, the street that is proposed to be named, renamed or given an honorary street name;

2(1) Unless the context requires otherwise, a reference to the relevant Community Committee is a reference to the Community Committee within whose geographical area the street or portion of the street that is proposed to be named, renamed or given an honorary name is located.

Scope of By-law

3(1) Subject to subsection (2), this By-law applies to the naming and renaming of, and assignment of honorary street names to, all streets within the City of Winnipeg, including streets on private property.

3(2) This By-law does not apply to street name changes of a minor nature which will not impact residents or businesses on the street or give rise to costs, and which are submitted directly to Council by the City Solicitor on instructions from the Director of Planning Property and Development in accordance with the Council Decision on Street Name Changes of a Minor Nature, adopted on July 17, 2002.

PART ONE
NAMING NEW STREETS

Street Name Reserve Lists continued

4(1) The Street Name Reserve Lists that have been created pursuant to Council Policy "Street names in new plans of subdivision" adopted on October 17, 1984 are hereby continued without change.

4(2) Only street names that are on the Reserve List for a particular Community Committee may be assigned to streets on a plan of subdivision within the geographical area of that Community Committee.

Application for additions to New Street Name Reserve List

5(1) Subject to subsection (3), upon payment of an application fee established by Council, any person or group may apply to the designated employee to have one or more names to be added to the New Street Name Reserve List of a particular Community Committee.

5(2) An application under subsection (1) must be made to the designated employee and must be in a form acceptable to the designated employee. The application must include a rationale for the addition of the particular name or names to the Reserve List.

5(3) The application fee referred to in subsection (1) is not payable by a charity currently registered with the Canada Revenue Agency.

Review and report to Community Committee

6(1) When an application under subsection 5(1) is made, the designated employee must review the application and submit a report to the relevant Community Committee. The report must include:

(a) the proposed new street name or names;

(b) the rationale provided by the applicant for the street name or names;

(c) the extent to which the proposed street name is consistent with the requirements and criteria for naming streets set out in this By-law, including the Guidelines attached as Appendix A to this By-law;

(d) such other information as the designated employee considers would assist the committee in considering the application.

6(2) The report referred to in subsection (1) may include a recommendation concerning the renaming of the street.

Criteria for adding new street names to List

7(1) A Community Committee must not add a new street name to a Reserve List if:

(a) it duplicates, sounds similar to, looks like or is otherwise easily confused with another existing or former street name within the City of Winnipeg;

(b) it is derogatory to individuals or groups of people;

(c) it could be reasonably considered to be obscene, blasphemous or offensive by individuals or groups of people.

7(2) Community Committees must refer to the Guidelines attached as Appendix A to this By-law for assistance in selecting names for new streets.

Adding and subtracting new street names to and from Reserve List
8(1) After reviewing the Report referred to in section 6, the Community Committee may add the proposed new street name to the Reserve List for that Community Committee.

8(2) Street names that are included in a plan of subdivision that is registered at the Winnipeg Land Titles Office must be removed from the Reserve Lists of all Community Committees by the designated employee.

PART TWO
STREET RENAMING

Application for street name change
9(1) Upon payment of an application fee established by Council, any person or group may apply in writing to the designated employee to have any street in the City of Winnipeg renamed.

9(2) In addition to other information required by the designated employee, an application under subsection (1) must set out:

(a) the applicant's name;

(b) the street that is proposed to be renamed;

(c) the proposed name for the street; and

(d) a rationale for the renaming of the street.

The applicant may also provide documentation demonstrating the support of some or all of the owners and occupants of property on the street for the renaming of the street.

Review and report to designated committee
10(1) When an application under section 9 is made, the designated employee must review the application and must submit a report to the designated committee. The report must include

(a) the name of the street that is proposed to be renamed and the proposed new name for the street;

(b) the rationale provided by the applicant for the street renaming;

(c) the number and nature of the properties on the street that would be affected by the renaming;

(d) details concerning the effect, if any, of the proposed street renaming on the departments or agencies of the City as well as other individuals or organizations;

(e) the extent to which the proposed new name is consistent with the requirements and criteria set out in this By-law, including the Guidelines attached as Appendix A;

(f) such other information as the designated employee considers would assist the committee in considering the application.

10(2) The Report referred to in subsection (1) may include a recommendation concerning the renaming of the street.

10(3) For the purpose of considering an application to rename a street, the designated committee is:

(a) subject to clause (c), the Standing Policy Committee on Property and Development, in the case of a proposed renaming of a regional street;

(b) subject to clause (c), the relevant Community Committee, in the case of the proposed renaming of a non-regional street; and.

(c) notwithstanding clauses (a) and (b), the Standing Policy Committee on Downtown Development, Heritage and Riverbank Management, in the case of a proposed renaming of a street within the area that is governed by the Downtown Winnipeg Zoning By-law;

Notice to affected owners and occupants

11(1) At least 14 days before the meeting of the committee at which the report required by section 9 will be considered, the designated employee must notify the owners and occupants of properties on the street of the application, providing them with:

(a) the proposed new name of the street;

(b) a copy of the rationale provided by the applicant for the renaming of the street;

(c) a copy of any documentation provided by the applicant demonstrating the support of some or all of the owners for the renaming of the street; and

(d) the date on which the application will be considered by the designated committee and notice that they are entitled to appear and be heard at the meeting of the designated committee.

11(2) The notification required by subsection (1) may be sent by ordinary mail, or delivered, as follows:

(a) if the person to be served is a registered corporation that has not been dissolved, to the address of the registered office of the corporation shown in the articles or incorporation or in the last notice filed under section 19 of *The Corporations Act*, C.C.S.M. c. C225;

(b) in any other case,

(i) if the person is the owner of the property, to the address maintained by the tax department of the City for the purposes of issuing the tax notice for the property; and

(ii) if the person is an occupant of the property, to the street address of the property.

Committee's options
12 After considering the report of the designated employee and hearing from any owners and occupants of properties on the street, the designated committee may reject the application, file the application, or recommend to Council that a By-law be enacted which will rename the street.

Criteria for street renaming
13(1) A street must not be renamed if the new name:

(a) duplicates, sounds similar to, looks like or is otherwise easily confused with another existing or former street name within the City of Winnipeg;

(b) is derogatory to individuals or groups of people;

(c) could be reasonably considered to be obscene, blasphemous or offensive by individuals or groups of people.

13(2) In considering whether or not a street should be renamed, designated committees and Council must consider the extent to which the proposed renaming complies with the Guidelines attached as Appendix A to this By-law.

Street re-naming by-law
14(1) Only Council may rename a street and must do so by by-law.

14(2) Unless the designated committee reduces or waives this requirement, the applicant must provide a deposit established by the designated committee before the designated committee's recommendation to rename the street may be considered by Council.

14(3) Unless the by-law provides to the contrary, a by-law that renames a street does not take effect until the applicant enters into an agreement with the City referred to in subsection (4).

14(4) The agreement referred to in subsection (3) must be in a form satisfactory to the City Solicitor and, unless Council has waived or amended this requirement, must provide that the applicant will reimburse the City in full for the costs of compensating owners and occupants affected by the street name change under section 15.

Compensation to owners and occupants affected by street name change
15(1) Where Council enacts a by-law renaming a street, any owner or occupant located on the renamed street is entitled to be compensated by the City for the out-of-pocket expenses necessitated by the renaming, including:

(a) the replacement value of signage that must be changed to reflect the new address;

(b) the costs of replacing old stationery with new stationery;

(c) the costs of changing websites and other electronic media to accommodate the new address.

15(2) Notwithstanding subsection (1), where Council enacts a by-law renaming a street, an owner or occupant located on the renamed street is not entitled to be compensated by the City for expenses that are not out-of-pocket or not necessitated by the renaming, including:

(a) the costs of advertising the change of address;

(b) the costs of upgrading or improving stationery, signage or websites.

Notification after the fact
16 As soon as reasonably possible after Council has enacted a by-law renaming a street, the designated employee must notify all owners and occupants on the street of this fact. The methods of notification set out in subsection 11(2) may be used for this notification.

PART THREE
HONORARY STREET NAMES

Applications for honorary street names
17(1) Upon payment of an application fee established by Council, any person or group may apply in writing to the designated employee to have an honorary name assigned to a street or a portion of a street.

17(2) In addition to other information reasonably required by the designated employee, an application under subsection (1) must set out:

(a) the street or portion of a street that is proposed to be assigned an honorary street name;

(b) the honorary street name that is proposed to be assigned;

(c) the rationale for assigning the honorary street name; and

(d) the period of time from the date of the installation of the street sign topper that the honorary street name is proposed to be assigned.

Review and report to designated committee

18(1) When an application under section 17 is made, the designated employee must review the application and submit a report to the designated committee. The report must include

(a) the street or portion of a street that is proposed to be assigned an honorary street name;

(b) the honorary street name that is proposed to be assigned;

(c) the rationale provided by the applicant for assigning the honorary street name;

(d) the period of time that the honorary street name is proposed to be assigned;

(e) the extent to which the proposed honorary name is consistent with the requirements and criteria set out in this By-law, including the Guidelines attached as Appendix A;

(f) such other information as the designated employee considers would assist the committee in considering the application.

18(2) The Report referred to in subsection (1) may include a recommendation concerning the renaming of the street.

18(3) For the purpose of approving or rejecting an application to assign an honorary street name, the designated committee is:

(a) subject to clause (c), the Standing Policy Committee on Property and Development, in the case of the assignment of an honorary street name to a regional street;

(b) subject to clause (c), the relevant Community Committee, in the case of the assignment of an honorary street name to a non-regional street; and

(d) notwithstanding clauses (a) and (b), the Standing Policy Committee on Downtown Development, Heritage and Riverbank Management, in the case of the assignment of an honorary street name to a street within the area that is governed by the Downtown Winnipeg Zoning By-law.

Mayor's assignment of honorary street names

19(1) Notwithstanding section 18, the Mayor of the City of Winnipeg may assign an honorary street name to a street or portion of a street for up to two years from the date of installation so long as the assignment complies with the requirements for assigning honorary street names set out in section 20.

19(2) Before assigning an honorary street name under subsection (1), the Mayor must request and consider a written opinion from the designated employee concerning the extent to which the

proposed new name is consistent with the requirements and criteria set out in this By-law, including the Guidelines attached as Appendix A.

Assignment of honorary street names

20(1) The designated committee and the Mayor must not:

(a) assign an honorary street name to any portion of a street for any time that an honorary name has already been assigned to it;

(b) assign an honorary street name that duplicates, sounds similar to, looks like or is easily confused with an existing street name;

(c) assign an honorary street name that has previously been assigned.

20(2) Subject to subsection (1), unless otherwise specified by the designated committee,

(a) an honorary street name applies to the portion of the street specified in the application; and

(b) subject to subsection (3), an honorary street name is assigned for two years from the date of the installation of the honorary street sign topper.

20(3) Notwithstanding subsection 18(3) and clause 20(2)(b), a Community Committee may not assign an honorary street name for a period of more than two years. An application to a Community Committee for the assignment of an honorary street name for a period longer than two years must be referred to the Standing Policy Committee on Property and Development for a decision.

20(4) In determining whether or not to assign an honorary street name, the designated committee or the Mayor, as the case may be, must consider the extent to which the proposed renaming complies with the Guidelines attached as Appendix A to this By-law.

20(5) The assignment of an honorary street name by the designated committee is conditional upon and takes effect only when an installation fee for honorary street sign toppers established by Council has been paid.

Honorary street sign toppers

21(1) The Director of Public Works for the City of Winnipeg shall establish specifications for the design and installation of honorary street sign toppers which are designed to avoid confusion between honorary street sign toppers and official street name signs. The specifications may include requirements as to the size, shape, colour, lettering, installation or any other aspect of the honorary street sign topper.

21(2) When an honorary street name has been assigned, in addition to paying the honorary street sign topper fee established by Council, the applicant or the Mayor, as the case may be,

must arrange and pay for the manufacture of the honorary street sign topper by a manufacturer acceptable to the Director of Public Works in compliance with specifications established under subsection (1).

21(3) When the applicant or the Mayor, as the case may be, has paid the installation fee and delivered one or more honorary street sign toppers, manufactured in accordance with specifications established under subsection (1), the Director of Public Works must ensure that street sign toppers are installed at intersections in that portion of the street that has been assigned the honorary street name.

21(4) When the period of time for which the honorary street name has been assigned is over, the Director of Public Works must arrange for the street sign topper or toppers to be given to the applicant or to a person designated by the applicant.

Effect of honorary street names
22(1) The assignment of an honorary street name to all or a portion of a street does not change the official name of the street for any purposes.

22(2) No addresses using the honorary street name may be assigned and existing addresses are not altered by the assignment of an honorary street name.

Appendix A forms part of By-law
23 Appendix A, *Guidelines For The Naming, Renaming And Honorary Naming Of Streets*, which is attached hereto, forms part of this By-law.

DONE AND PASSED, this day of , 2011.

_____
Mayor

_____
City Clerk

Approved as to content:

_____
Director of Planning, Property
and Development

Approved as to form:

_____
For Director of Legal Services and
City Solicitor

APPENDIX A
TO THE STREET NAMING BY-LAW NO. .

GUIDELINES FOR THE NAMING, RENAMING AND HONORARY NAMING OF STREETS

Criteria for choosing street names or honorary street names

1 Street names and honorary street names should meet at least one of the following goals:

(a) subject to section 2, to honour and commemorate noteworthy people associated with the City of Winnipeg;
(b) to commemorate local history, organizations, places, events or culture;
(c) to strengthen neighbourhood identity;
(d) to recognize native wildlife, flora, fauna or natural features related to the community and the City of Winnipeg;
(e) to recognize communities which contribute to the ethno-racial diversity of Winnipeg.

Naming streets after people

2(1) The following are the preferred categories of individuals to be honored by having a street named, renamed or honorarily named after them:

(a) A person who demonstrates excellence, courage or exceptional dedication to service in ways that bring special credit to the City of Winnipeg;
(b) A person who volunteers and gives extraordinary help or care to individuals, families or groups, or supports community services or humanitarian causes;
(c) A person who fosters equality and reduces discrimination;
(d) A person who risks his or her life to save or protect others;
(e) A person who has achieved a noteworthy accomplishment or has otherwise acted in an outstanding professional manner or met an uncommonly high standard that brings great benefit or honour to the City of Winnipeg;
(f) An early pioneer or group or settlers who have contributed to the development of the City;
(g) Individuals who reflect the cultural and ethnic diversity of the City;
(h) Individuals who have made significant contributions to their field of endeavour, including the arts, entertainment, business, profession, athletics, public service, etc.
(h) Former Mayors, City Councillors or other political representatives from Winnipeg.

2(2) A person whose name is being considered for a street name should be someone who portrays a positive image for the City.

2(3) The names of people who are closely connected to Winnipeg should be preferred for street names over people who have achieved national or international status but are not closely connected to Winnipeg.

2(4) Before naming or renaming a street after a person, the person's consent should be obtained. If the person is deceased, the views of close family members or other individuals or groups representing the person's legacy should be taken into account.

2(5) A person's full name should be used as an official street name only if additional identification is necessary to prevent duplication with another street name.

2(6) Subject to subsection (5), a person's nickname or title may be used in an official street name if it provides a more appropriate, interesting or enduring street name.

Whole street should be renamed
3 Where a street is to be named or renamed, the whole length of the street should be given the same name wherever possible.

Length of name
4 Street names should not generally exceed 20 characters in length, including spaces between words but not including cardinal direction letters and abbreviations for street types.

No renaming a street for 10 years
5 After a street has been named or renamed, its new name should not be changed for a period of at least 10 years.

Street renaming discouraged
6 In general, it is preferable to name to a new street rather than renaming an existing street. Renaming existing streets is discouraged for the following reasons:

(a) the confusion that street renaming creates for emergency and other municipal services, commercial delivery services, and the general public;

(b) the cost incurred for the following:
  (i) compensation to residents and businesses for out-of-pocket expenses necessitated by the street name change;
  (ii) replacement of street and traffic signs;
  (iii) amending related by-laws;

(c) inconvenience to residents and businesses;

(d) the loss of history associated with the existing street name, in two senses:

(i) to the extent that the original name was intended to commemorate an individual or historical event; and
(ii) the individual histories and/or historical events that have taken place in relation to the street as it has been originally named.

Accordingly, if it is considered important to rename a street, streets that will minimize these factors should be chosen over streets in which these factors are prominent.

Honorary street names

7 Wherever it is possible to do so, an honorary street name should be assigned in an area of the City that is strongly connected to the individual, organization, place or event that is being honoured.

ADMINISTRATIVE REPORT

Title: **Street Naming Policy**

Critical Path: **Standing Policy Committee on Property and Development – Executive Policy Committee – Council**

AUTHORIZATION

Author	Department Head	CFO	CAO
G. Solkoski	D. Joshi	N/A	M Ruta Acting CAO

RECOMMENDATIONS

1. That the attached Street Names By-law, including the "Guidelines for the Naming, Renaming and Honorary Naming of Streets", attached as Appendix A be enacted by Council.
2. That Council approve the following fees:
   a. $150 application fee to add a street name to the Reserve Street Name List with an additional fee of $25 for each additional name on the same application;
   b. $150 application fee for honorary street names;
   c. $200 installation fee for honorary street name sign toppers.
3. That Council confirm a fee of $768 for a public street name change and a fee of $295 for a privately-owned street name change.
4. That Council amend the Planning, Development and Building Fees By-law to delete an advertising fee for street renaming
5. That any Council Decisions inconsistent with the foregoing be rescinded.
6. That the proper officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

REASON FOR THE REPORT

On November 18, 2009, the Executive Policy Committee concurred in the recommendation of the City Centre Community Centre, as amended, namely, the

Winnipeg Public Service be requested to review the process for naming (renaming) streets in the City of Winnipeg, taking into consideration the concept of adding "honorary signage" in addition to the existing street name signs, and report back to the Standing Policy Committee on Property and Development.

IMPLICATIONS OF THE RECOMMENDATIONS

If the recommendations of this report are concurred with, a new comprehensive By-law and Guidelines for the naming and renaming of streets and the assignment of honorary names to streets or portions of streets will be created.

HISTORY

Clause 129(b) of *The City of Winnipeg Charter* gives the City authority to name streets.

Council has a number of policies and Council Orders in effect that deal with street addressing and the naming of streets. However, these policies do not touch on all the matters necessary to cover the process of naming streets or assigning honorary street names, public notification and clarifying roles and responsibilities. In addition, there are financial implications for the City and the cost of providing the service should be subject to full cost recovery.

Currently, new street names are assigned through the subdivision and road opening process. New street names are usually submitted by property owners, developers or their agents in connection with subdivision applications. A Reserve Street Name List has been established from which names are selected. Names are added to the list by Community Committees.

Discussion:

A new comprehensive By-law and Guidelines for the naming and renaming of streets and the assignment of honorary names to streets or portions of streets is being proposed. The proposed Street Names By-law, together with the Guidelines that form part of the By-law, are based on the following key principles:

- there should be thoughtful criteria established for choosing names to honor and commemorate noteworthy persons, local history, organizations, places, events, culture or natural features related to the City

- there should be some notification or consultation with affected property owners, tenants and businesses when a street is renamed
- affected property owners, tenants and businesses should be compensated for reasonable out-of-pocket expenses when street names are changed
- street names and honorary street names should never compromise emergency response or cause confusion
- the process for naming, renaming and honorary naming of streets should be standardized, efficient and timely
- policies/guidelines for assigning street names should be transparent, predictable and readily accessible
- there should be one central body within the Public Service charged with overseeing the process
- a fees should be imposed to ensure there is a full cost recovery for City services and that businesses and property owners are not adversely affected

Selection of Street Names
The proposed By-law creates only one absolute rule for new, renamed or honorary street names – they must not duplicate, sound similar to, look like or otherwise be easily confused with another existing or former street name within the City of Winnipeg. This is essential to avoid confusion, especially for emergency responders.

The By-law also includes Guidelines which are not binding but which provide some direction for the selection of street names. The naming of streets should generally be used to honor and commemorate noteworthy people, organizations, history, places, events, culture or natural features associated with the City.

Process for Naming New Streets
The proposed By-law formalizes the current process whereby each Community Committee has developed a reserve list of street names that can be used in that community committee area. In order for a name to be added to the reserve list, the applicant will now have to formally submit an application and pay a fee. The application must be reviewed by the Planning, Property and Development Department and a report provided to the Community Committee indicating the extent to which the proposed name or names comply with the By-law and the Guidelines. Once a name is on the reserve list, it can be used to name a new street in the Community Committee area. New street name requests received by Councilors or Committee must be referred to the designated officer for fee payment and sound-alike check.

Process for Renaming Streets
Currently, requests to rename a street typically originate from residents of the street, advocacy groups or through political channels. As a rule, the proposed names are reviewed by the Winnipeg Public Service to ensure there is no conflict or duplication with existing names and that they do not sound similar in pronunciation or are spelled

similar to another existing street name which might cause confusion for emergency service access. However, there is no standardized process for renaming streets.

The proposed By-law provides that applications for the renaming of streets be made through the Planning, Property and Development Department. The Standing Policy Committee on Downtown Development, Heritage and Riverbank Management is designated for considering proposals to rename downtown streets. The Standing Policy Committee on Property and Development is responsible for dealing with proposals to rename regional streets and the relevant Community Committee is responsible for considering proposals to rename all other streets. Besides indicating the extent to which the proposed renaming complies with the By-law and the Guidelines, the departmental report would identify the estimated costs to the City associated with the renaming of the street. All owners and occupants on the street would be given notice of the meeting at which the Committee will consider the report. Unless the Committee determines otherwise, a proposal to rename a street could not be considered by Council unless the applicant provides a deposit to cover the costs of reimbursing property owners and occupants on the street for out-of-pocket expenses associated with the renaming. In addition, unless otherwise determined by Council, the applicant would be required to agree to pay all or part of these costs before the renaming is finalized.

The City Solicitor will still be able to submit street name changes of a technical or minor nature, which will not impact residents or businesses or give rise to costs, directly to Council.

Honorary Street Names
An honorary street naming process, as well as principles and criteria for honorary street names is included in the draft By-law.

Honorary street names would be assigned to short stretches of streets on a temporary basis. They would be entirely unofficial and would not change the official name of the street or any address on the street. The honorary street name would be displayed on a street sign topper at intersections on the portion of the street selected. They would be in a distinctive style, set apart from the existing street names, and could contain a name only, without suffix such as street, blvd or way etc. This is similar to the existing program of neighbourhood identification for Business Improvement and Housing Improvement Zones. Examples of these sorts of neighourhood identifications are attached as Appendix B.

The same committee responsibilities as apply for street renaming would apply to the assignment of honorary street signs. However, the Mayor would have the independent authority to assign honorary street signs so long as the criteria set out in the By-law are followed.

The applicant, or the Mayor if he or she assigned the honorary street name, would be responsible for the cost of production and installation of honorary street name signs. Upon expiry of the honorary naming period, the sign toppers will be gifted to the applicant or the Mayor.

Because the honorary street naming does not change the official name of the street, there will be no cost to existing property owners or businesses for honorary street naming and the naming would be limited to a period of 2 years or as determined by Standing Policy Committee.

Honorary street names offer a third option to recognize and commemorate noteworthy persons, local history, organizations, places, events, cultural or natural features related to the City. The possibility of assigning honorary street names is likely to reduce requests for street renaming because it has a much less significant impact on existing property owners and businesses and a financial impact to the City. Honorary names do not affect existing street addresses. Honorary street name programs are already in place in cities like Chicago and St. Louis, Kansas City and New York.

Fees

Besides the costs of creating new street signs and installing them, the costs of renaming a street include expenses incurred by property owners and occupants on the renamed street. Currently, there is no process in place to determine the costs and reasonable compensation for owners and occupants on a renamed street. Under the proposed by-law, compensation will be paid to existing property/business owners for the cost of replacing old stationery stock with new stock, replacement value of signage and the cost of changing websites and/or other electronic media. However, owners/occupants will not be eligible for compensation for expenses not necessitated by the renaming including:

- costs of advertising the change of address
- costs of upgrading or improving stationery or signage

The new By-law assumes that the out-of pocket costs to owners and occupants of a street renaming will be paid by the City and reimbursed by the applicant on a full cost recovery basis. If the committee that approves the renaming considers this unfair to the applicant, it can recommend to Council that the City pay some or all of these costs.

When a street renaming proposal is made, the City is responsible for all of the research, sound alike checks, sign production and installation, changes to internal mapping systems, changes to truck route maps, amending the list of streets in the Schedules of the Streets By-law, writing reports, Community Committee meetings, maintaining the Street Name Reserve List, etc. Under the Planning, Development and Building Fees By-law, the current fee for a public street name change is $768 and for a

privately-owned street name change is $295. This report does not propose any change to these fees.

A new fee of $150 is proposed when names are added to the Street Name Reserve List. A discount is proposed for the submission of multiple names at the same time. This fee is based on the real cost of administrative processing, approaching full cost recovery. The introduction of a street name requires several administrative services: prepare report, historical significance of name, prepare legal description, prepare by-law, committee meetings, file by-law at WLTO, etc.

A new application fee of $150 is also proposed for an application for an honorary street name. This will cover the City's costs of processing the application. If the application is approved, the applicant, or the Mayor if he or she assigns the honorary street name, would also be responsible for paying an installation fee of $200 per sign and having the sign blades manufactured by an approved manufacturer and presented to the City for installation.

Newspaper notice of street name changes eliminated
In 2008, the historic practice of advertising notice of a street name change in two newspapers was discontinued by the Public Service on the basis that it was expensive and not legally necessary. Accordingly, it is proposed that Council endorse this practice and that any reference to this practice should be deleted from the Planning, Development and Building Fees By-law.

FINANCIAL IMPACT

Financial Impact Statement Date: May 19, 2011

Project Name:

Street Names By-law

COMMENTS:

The recommendations contained in this report include 1) that the attached Street Names By-law, including the "Guidelines for the Naming, Renaming and Honorary Naming of Streets", attached as Appendix A be enacted by Council, 2) that Council approve the following fees:
a. $150 application fee to add a street name to the Reserve Street Name List with an additional fee of $25 for each additional name on the same application;
b. $150 application fee for honorary street names;
c. $200 installation fee for honorary street name sign toppers,
3) that Council approve the current practice of not giving notice of a street name change in two daily newspapers and amend the Planning, Development and Building Fees By-law to delete an advertising fee imposed for this purpose and, 4) that any Council Decisions inconsistent with the foregoing be rescinded.

There are no material financial implications associated with these recommendations.

"Original Signed By"
Mike McGinn, CA
Manager of Finance

CONSULTATION

In preparing this report there was consultation with:

- City Clerks Department
- Public Works Department
- Winnipeg Fire Paramedic Service
- Winnipeg Police Service

SUBMITTED BY

Department: Planning Property and Development Department
Division: Development and Inspections Division
Prepared by: Kim Raban, P.Eng
Date: May 20, 2011
File No. 1049/11

Attachments:
Appendix A – Street Names By-law
Appendix B – Examples of Neighbourhood Identification Signs

Filename: O:\Reports Directive\Development and Inspections\Land Development\Street Names By-Law RIS Report May_20 2011.doc

APPENDIX A

THE CITY OF WINNIPEG

BY-LAW NO.

A By-law of THE CITY OF WINNIPEG to create a process for the naming and renaming of streets and the assignment of honorary names to streets or portions of streets within the City of Winnipeg

THE CITY OF WINNIPEG, in Council assembled, enacts as follows:

Short title
1 This By-law may be cited as the **Street Names By-law**.

Definitions and interpretation
2(1) In this By-law

"applicant" means the person or group applying

(e) for a one or more names to be added to a New Street Name Reserve List for a particular Community Committee under Part One of this By-law;

(f) for a street to be renamed under Part Two of this By-law; or

(g) for a street to be given an honorary name under Part Three of this By-law;

"designated committee" means the committee of Council that has authority to deal with a particular application under this By-law;

"designated employee" means the Director of Planning, Property and Development and any employee of the City to whom the Director has delegated authority to administer or enforce all or part of this By-law;

"honorary street name" means a temporary, unofficial street name assigned to all or part of a street under Part Three of this By-law;

"honorary street sign topper" means a decorative sign containing an honorary street name that is installed at intersections in the portion of a street that has been assigned an honorary street name;

"occupant" means a person who occupies property with an address on a street that is proposed to be renamed under this By-law;

"owner" means the owner of a property with an address on a street that is proposed to be renamed under this By-law;

"regional street" means a street or portion of a street that is set out in Schedule E of the Streets By-law;

"Reserve List" means one of the New Street Name Reserve Lists continued in subsection 4(1) and to which street names may be added under Part One of this By-law;

"street" means, unless the context requires otherwise, the street that is proposed to be named, renamed or given an honorary street name;

2(1) Unless the context requires otherwise, a reference to the relevant Community Committee is a reference to the Community Committee within whose geographical area the street or portion of the street that is proposed to be named, renamed or given an honorary name is located.

Scope of By-law

3(1) Subject to subsection (2), this By-law applies to the naming and renaming of, and assignment of honorary street names to, all streets within the City of Winnipeg, including streets on private property.

3(2) This By-law does not apply to street name changes of a minor nature which will not impact residents or businesses on the street or give rise to costs, and which are submitted directly to Council by the City Solicitor on instructions from the Director of Planning Property and Development in accordance with the Council Decision on Street Name Changes of a Minor Nature, adopted on July 17, 2002.

PART ONE
NAMING NEW STREETS

Street Name Reserve Lists continued

4(1) The Street Name Reserve Lists that have been created pursuant to Council Policy "Street names in new plans of subdivision" adopted on October 17, 1984 are hereby continued without change.

4(2) Only street names that are on the Reserve List for a particular Community Committee may be assigned to streets on a plan of subdivision within the geographical area of that Community Committee.

Application for additions to New Street Name Reserve List

5(1) Upon payment of an application fee established by Council, any person or group may apply to the designated employee to have one or more names to be added to the New Street Name Reserve List of a particular Community Committee.

5(2) An application under subsection (1) must be made to the designated employee and must be in a form acceptable to the designated employee. The application must include a rationale for the addition of the particular name or names to the Reserve List.

Review and report to Community Committee

6(1) When an application under subsection 5(1) is made, the designated employee must review the application and submit a report to the relevant Community Committee. The report must include:

(a) the proposed new street name or names;

(b) the rationale provided by the applicant for the street name or names;

(c) the extent to which the proposed street name is consistent with the requirements and criteria for naming streets set out in this By-law, including the Guidelines attached as Appendix A to this By-law;

(d) such other information as the designated employee considers would assist the committee in considering the application.

6(2) The report referred to in subsection (1) may include a recommendation concerning the renaming of the street.

Criteria for adding new street names to List

7(1) A Community Committee must not add a new street name to a Reserve List if:

(a) it duplicates, sounds similar to, looks like or is otherwise easily confused with another existing or former street name within the City of Winnipeg;

(b) it is derogatory to individuals or groups of people;

(c) it could be reasonably considered to be obscene, blasphemous or offensive by individuals or groups of people.

7(2) Community Committees must refer to the Guidelines attached as Appendix A to this By-law for assistance in selecting names for new streets.

Adding and subtracting new street names to and from Reserve List
8(1) After reviewing the Report referred to in section 6, the Community Committee may add the proposed new street name to the Reserve List for that Community Committee.

8(2) Street names that are included in a plan of subdivision that is registered at the Winnipeg Land Titles Office must be removed from the Reserve Lists of all Community Committees by the designated employee.

PART TWO
STREET RENAMING

Application for street name change
9(1) Upon payment of an application fee established by Council, any person or group may apply in writing to the designated employee to have any street in the City of Winnipeg renamed.

9(2) In addition to other information required by the designated employee, an application under subsection (1) must set out:

(a) the applicant's name;

(b) the street that is proposed to be renamed;

(c) the proposed name for the street; and

(d) a rationale for the renaming of the street.

The applicant may also provide documentation demonstrating the support of some or all of the owners and occupants of property on the street for the renaming of the street.

Review and report to designated committee
10(1) When an application under section 9 is made, the designated employee must review the application and must submit a report to the designated committee. The report must include

(a) the name of the street that is proposed to be renamed and the proposed new name for the street;

(b) the rationale provided by the applicant for the street renaming;

(c) the number and nature of the properties on the street that would be affected by the renaming;

(d) details concerning the effect, if any, of the proposed street renaming on the departments or agencies of the City as well as other individuals or organizations;

(e) the extent to which the proposed new name is consistent with the requirements and criteria set out in this By-law, including the Guidelines attached as Appendix A;

(f) such other information as the designated employee considers would assist the committee in considering the application.

10(2) The Report referred to in subsection (1) may include a recommendation concerning the renaming of the street.

10(3) For the purpose of approving or rejecting an application to rename a street, the designated committee is:

(a) subject to clause (c), the Standing Policy Committee on Property and Development, in the case of a proposed renaming of a regional street;

(b) subject to clause (c), the relevant Community Committee, in the case of the proposed renaming of a non-regional street; and.

(c) notwithstanding clauses (a) and (b), the Standing Policy Committee on Downtown Development, Heritage and Riverbank Management, in the case of a proposed renaming of a street within the area that is governed by the Downtown Winnipeg Zoning By-law;

Notice to affected owners and occupants

11(1) At least 14 days before the meeting of the committee at which the report required by section 9 will be considered, the designated employee must notify the owners and occupants of properties on the street of the application, providing them with:

(a) the proposed new name of the street;

(b) a copy of the rationale provided by the applicant for the renaming of the street;

(c) a copy of any documentation provided by the applicant demonstrating the support of some or all of the owners for the renaming of the street; and

(d) the date on which the application will be considered by the designated committee and notice that they are entitled to appear and be heard at the meeting of the designated committee.

11(2) The notification required by subsection (1) may be sent by ordinary mail, or delivered, as follows:

(a) if the person to be served is a registered corporation that has not been dissolved, to the address of the registered office of the corporation shown in the articles or incorporation or in the last notice filed under section 19 of *The Corporations Act*, C.C.S.M. c. C225;

(b) in any other case,

(i) if the person is the owner of the property, to the address maintained by the tax department of the City for the purposes of issuing the tax notice for the property; and

(ii) if the person is an occupant of the property, to the street address of the property.

Committee's options
12 After considering the report of the designated employee and hearing from any owners and occupants of properties on the street, the designated committee may reject the application, file the application, or recommend to Council that a By-law be enacted which will rename the street.

Criteria for street renaming
13(1) A street must not be renamed if the new name:

(a) duplicates, sounds similar to, looks like or is otherwise easily confused with another existing or former street name within the City of Winnipeg;

(b) is derogatory to individuals or groups of people;

(c) could be reasonably considered to be obscene, blasphemous or offensive by individuals or groups of people.

13(2) In determining whether or not to rename a street, designated committees and Council must consider the extent to which the proposed renaming complies with the Guidelines attached as Appendix A to this By-law.

Street re-naming by-law
14(1) Unless the designated committee reduces or waives this requirement, the applicant must provide a deposit established by the designated committee before the designated committee's recommendation to rename the street may be considered by Council.

14(2) Unless the by-law provides to the contrary, a by-law that renames a street does not take effect until the applicant enters into an agreement with the City referred to in subsection (3).

14(3) The agreement referred to in subsection (2) must be in a form satisfactory to the City Solicitor and, unless Council has waived or amended this requirement, must provide that the applicant will reimburse the City in full for the costs of compensating owners and occupants affected by the street name change under section 15.

Compensation to owners and occupants affected by street name change

15(1) Where Council enacts a by-law renaming a street, any owner or occupant located on the renamed street is entitled to be compensated by the City for the out-of-pocket expenses necessitated by the renaming, including:

(a) the replacement value of signage that must be changed to reflect the new address;

(b) the costs of replacing old stationery with new stationery;

(c) the costs of changing websites and other electronic media to accommodate the new address.

15(2) Notwithstanding subsection (1), where Council enacts a by-law renaming a street, an owner or occupant located on the renamed street is not entitled to be compensated by the City for expenses that are not out-of-pocket or not necessitated by the renaming, including:

(a) the costs of advertising the change of address;

(b) the costs of upgrading or improving stationery, signage or websites.

Notification after the fact

16 As soon as reasonably possible after Council has enacted a by-law renaming a street, the designated employee must notify all owners and occupants on the street of this fact. The methods of notification set out in subsection 11(2) may be used for this notification.

PART THREE
HONORARY STREET NAMES

Applications for honorary street names
17(1) Upon payment of an application fee established by Council, any person or group may apply in writing to the designated employee to have an honorary name assigned to a street or a portion of a street.

17(2) In addition to other information reasonably required by the designated employee, an application under subsection (1) must set out:

(a) the street or portion of a street that is proposed to be assigned an honorary street name;

(b) the honorary street name that is proposed to be assigned;

(c) the rationale for assigning the honorary street name; and

(d) the period of time from the date of the installation of the street sign topper that the honorary street name is proposed to be assigned.

Review and report to designated committee
18(1) When an application under section 17 is made, the designated employee must review the application and submit a report to the designated committee. The report must include

(a) the street or portion of a street that is proposed to be assigned an honorary street name;

(b) the honorary street name that is proposed to be assigned;

(c) the rationale provided by the applicant for assigning the honorary street name;

(d) the period of time that the honorary street name is proposed to be assigned;

(e) the extent to which the proposed honorary name is consistent with the requirements and criteria set out in this By-law, including the Guidelines attached as Appendix A;

(f) such other information as the designated employee considers would assist the committee in considering the application.

18(2) The Report referred to in subsection (1) may include a recommendation concerning the renaming of the street.

18(3) For the purpose of approving or rejecting an application to assign an honorary street name, the designated committee is:

(a) subject to clause (c), the Standing Policy Committee on Property and Development, in the case of the assignment of an honorary street name to a regional street;

(b) subject to clause (c), the relevant Community Committee, in the case of the assignment of an honorary street name to a non-regional street; and

(h) notwithstanding clauses (a) and (b), the Standing Policy Committee on Downtown Development, Heritage and Riverbank Management, in the case of the assignment of an honorary street name to a street within the area that is governed by the Downtown Winnipeg Zoning By-law.

Mayor's assignment of honorary street names
19(1) Notwithstanding section 18, the Mayor of the City of Winnipeg may assign an honorary street name to a street or portion of a street for up to two years from the date of installation so long as the assignment complies with the requirements for assigning honorary street names set out in section 20.

19(2) Before assigning an honorary street name under subsection (1), the Mayor must request and consider a written opinion from the designated employee concerning the extent to which the proposed new name is consistent with the requirements and criteria set out in this By-law, including the Guidelines attached as Appendix A.

Assignment of honorary street names
20(1) The designated committee and the Mayor must not:

(a) assign an honorary street name to any portion of a street for any time that an honorary name has already been assigned to it;

(b) assign an honorary street name that duplicates, sounds similar to, looks like or is easily confused with an existing street name;

(c) assign an honorary street name that has previously been assigned.

20(2) Subject to subsection (1), unless otherwise specified by the designated committee,

(a) an honorary street name applies to the portion of the street specified in the application; and

(b) subject to subsection (3), an honorary street name is assigned for two years from the date of the installation of the honorary street sign topper.

20(3) Notwithstanding subsection 18(3) and clause 20(2)(b), a Community Committee may not assign an honorary street name for a period of more than two years. An application to a

Community Committee for the assignment of an honorary street name for a period longer than two years must be referred to the Standing Policy Committee on Property and Development for a decision.

20(4) In determining whether or not to assign an honorary street name, the designated committee or the Mayor, as the case may be, must consider the extent to which the proposed renaming complies with the Guidelines attached as Appendix A to this By-law.

20(5) The assignment of an honorary street name by the designated committee is conditional upon and takes effect only when an installation fee for honorary street sign toppers established by Council has been paid.

Honorary street sign toppers

21(1) The Director of Public Works for the City of Winnipeg shall establish specifications for the design and installation of honorary street sign toppers which are designed to avoid confusion between honorary street sign toppers and official street name signs. The specifications may include requirements as to the size, shape, colour, lettering, installation or any other aspect of the honorary street sign topper.

21(2) When an honorary street name has been assigned, in addition to paying the honorary street sign topper fee established by Council, the applicant or the Mayor, as the case may be, must arrange and pay for the manufacture of the honorary street sign topper by a manufacturer acceptable to the Director of Public Works in compliance with specifications established under subsection (1).

21(3) When the applicant or the Mayor, has the case may be, has paid the installation fee and delivered one or more honorary street sign toppers, manufactured in accordance with specifications established under subsection (1), the Director of Public Works must ensure that street sign toppers are installed at intersections in that portion of the street that has been assigned the honorary street name.

21(4) When the period of time for which the honorary street name has been assigned is over, the Director of Public Works must arrange for the street sign topper or toppers to be given to the applicant or to a person designated by the applicant.

Effect of honorary street names

22(1) The assignment of an honorary street name to all or a portion of a street does not change the official name of the street for any purposes.

22(2) No addresses using the honorary street name may be assigned and existing addresses are not altered by the assignment of an honorary street name.

Appendix A forms part of By-law

23 Appendix A, *Guidelines For The Naming, Renaming And Honorary Naming Of Streets*, which is attached hereto, forms part of this By-law.

DONE AND PASSED, this day of , 2011.

_____
Mayor

_____
City Clerk

Approved as to content:

_____
Director of Planning, Property
and Development

Approved as to form:

_____
For Director of Legal Services and
City Solicitor

APPENDIX A
TO THE STREET NAMING BY-LAW NO. .

GUIDELINES FOR THE NAMING, RENAMING AND HONORARY NAMING OF STREETS

Criteria for choosing street names or honorary street names

1 Street names and honorary street names should meet at least one of the following goals:

(a) subject to section 2, to honour and commemorate noteworthy people associated with the City of Winnipeg;
(b) to commemorate local history, organizations, places, events or culture;
(c) to strengthen neighbourhood identity;
(d) to recognize native wildlife, flora, fauna or natural features related to the community and the City of Winnipeg;
(e) to recognize communities which contribute to the ethno-racial diversity of Winnipeg.

Naming streets after people

2(1) The following are the preferred categories of individuals to be honored by having a street named, renamed or honorarily named after them:

(a) A person who demonstrates excellence, courage or exceptional dedication to service in ways that bring special credit to the City of Winnipeg;
(b) A person who volunteers and gives extraordinary help or care to individuals, families or groups, or supports community services or humanitarian causes;
(c) A person who fosters equality and reduces discrimination;
(d) A person who risks his or her life to save or protect others;
(e) A person who has achieved a noteworthy accomplishment or has otherwise acted in an outstanding professional manner or met an uncommonly high standard that brings great benefit or honour to the City of Winnipeg;
(f) An early pioneer or group or settlers who have contributed to the development of the City;
(g) Individuals who reflect the cultural and ethnic diversity of the City;
(h) Individuals who have made significant contributions to their field of endeavour, including the arts, entertainment, business, profession, athletics, public service, etc.
(h) Former Mayors, City Councillors or other political representatives from Winnipeg.

2(2) A person whose name is being considered for a street name should be someone who portrays a positive image for the City.

2(3) The names of people who are closely connected to Winnipeg should be preferred for street names over people who have achieved national or international status but are not closely connected to Winnipeg.

2(4) Before naming or renaming a street after a person, the person's consent should be obtained. If the person is deceased, the views of close family members or other individuals or groups representing the person's legacy should be taken into account.

2(5) A person's full name should be used as an official street name only if additional identification is necessary to prevent duplication with another street name.

2(6) Subject to subsection (5), a person's nickname or title may be used in an official street name if it provides a more appropriate, interesting or enduring street name.

Whole street should be renamed
3 Where a street is to be named or renamed, the whole length of the street should be given the same name wherever possible.

Length of name
4 Street names should not generally exceed 20 characters in length, including spaces between words but not including cardinal direction letters and abbreviations for street types.

No renaming a street for 10 years
5 After a street has been named or renamed, its new name should not be changed for a period of at least 10 years.

Street renaming discouraged
6 In general, it is preferable to name to a new street rather than renaming an existing street. Renaming existing streets is discouraged for the following reasons:

(a) the confusion that street renaming creates for emergency and other municipal services, commercial delivery services, and the general public;

(b) the cost incurred for the following:
  (i) compensation to residents and businesses for out-of-pocket expenses necessitated by the street name change;
  (ii) replacement of street and traffic signs;
  (iii) amending related by-laws;

(c) inconvenience to residents and businesses;

(d) the loss of history associated with the existing street name, in two senses:

(i) to the extent that the original name was intended to commemorate an individual or historical event; and
(ii) the individual histories and/or historical events that have taken place in relation to the street as it has been originally named.

Accordingly, if it is considered important to rename a street, streets that will minimize these factors should be chosen over streets in which these factors are prominent.

Honorary street names

7 Wherever it is possible to do so, an honorary street name should be assigned in an area of the City that is strongly connected to the individual, organization, place or event that is being honoured.

APPENDIX B

Examples of Neighbourhood Identification Signs



