THE CITY OF WINNIPEG

BY-LAW NO. 115/2011

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 honorary street name.

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 28th day of September, 2011.

_____
Mayor

_____
City Clerk

Approved as to content: Approved as to form:

Director of Planning, Property and Development

For Director of Legal Services and City Solicitor

APPENDIX A
TO THE STREET NAMING BY-LAW NO. 115/2011

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 and community commitment;
(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.