



The Town of Niagara-On-The-Lake

Operations
Telephone (905) 468-3266
Facsimile (905) 468-2959

1593 Four Mike Creek
Road
P.O. Box 190
Virgil, Ontario
L0S 1T0

Report: OPS-19-019

Committee Date:

Due in Council:

September 16, 2019

Report To: Operations Advisory Committee

Subject: Ministry of Transportation Request to Rename Glendale Avenue East

1. RECOMMENDATION

It is respectfully recommended:

- 1.1 That Council approve the renaming of Glendale Avenue East as requested by the Ministry of Transportation.
- 1.2 That Council refer the choice of an alternate name for Glendale Avenue East to the Community and Development Services department as per the Town's Street Naming Policy.

2. PURPOSE / PROPOSAL

To secure Council's approval to change the name of Glendale Avenue East to an as yet to be determined alternative in order to improve wayfinding through the pending QEW/Glendale interchange redesign.

3. BACKGROUND

The QEW/Glendale interchange redesign is a joint project between the Ministry of Transportation (Ontario) and the Regional Municipality of Niagara. Several presentations have been made to Council regarding the project, which has now reached the RFP for design stage.

In an update meeting with Town staff on September 9, 2019 the MTO reported on a recently completed signage review and initiative to simplify wayfinding through the interchange, undertaken as part of the preparatory work for issuing the design RFP. This review noted that there are 3 roads in close proximity to each other all bearing the name "Glendale" - Glendale Avenue, Glendale Avenue North and Glendale Avenue East. Glendale Avenue and Glendale Avenue North are contiguous roadways, however Glendale Avenue East intersects Glendale Avenue and does not appear to drivers to be a logical, related roadway. This proliferation of "Glendale" names will likely lead to confusion when the intersection is reconfigured.

Accordingly, the Ministry of Transportation has requested that the Niagara-on-the-Lake Council approve a resolution to rename Glendale Avenue East. The MTO apologises for the short timeline, but requests support for this initiative before the design RFP is issued within the current month. There is no requirement to choose an alternate street name at this time - a new name will not be required until the start of construction, estimated to be approximately a year from now.

4. DISCUSSION / ANALYSIS

Staff research did not reveal any significant historical or community association with the naming of Glendale Avenue East, which is a vestige of the pre-QEW route of Glendale Avenue. This roadway is a low-volume cul-de-sac which experiences brief a.m. and p.m. traffic surges associated with the two properties fronting the road (Niagara College Glendale and the former Foster Wheeler building, now Niagara EMS and other offices). An overview of the subject roadway is attached as Appendix A for your information.

To reiterate, MTO is only requesting a resolution of Council to approve a name change for Glendale Avenue East at this time, with the new name as yet to be determined. The Town has a comprehensive street naming policy, adopted as by-law 4909-16 attached for your information. Although the policy refers to street names in new developments, the same principles can be applied to renaming an existing roadway.

Upon receiving Council's support for the requested street name change, this issue should be referred to the Community and Development Services department for selection of a new street name as per the terms of the Town's policy. A report to Council for revision of the NOTL street name list (last amended in 2013) will also be required.

5. STRATEGIC PLAN

N/A

6. OPTIONS

N/A

7. FINANCIAL IMPLICATIONS

The financial implications for the Town are minimal and confined to the staff time necessary to prepare the associated reports and amend the Town's GIS mapping and street names list to reflect the new street name. The cost of signage production and installation will be borne by the joint project partners, the Regional Municipality of Niagara and the MTO.

8. COMMUNICATIONS

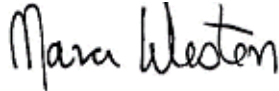
The Town Clerk to provide the Ministry of Transportation with a copy of Council's resolution to approve a street name change for Glendale Avenue East.

Advance communication regarding the pending name change will also be required for Canada Post and the two fronting properties.

9. CONCLUSION

Although Niagara-on-the-Lake is not a managing partner in the reconstruction of the Glendale/QEW interchange, it is important that we help provide the best possible wayfinding direction to the 3 million plus visitors travelling to the Town every year, the majority of whom transit the interchange. The renaming of Glendale Avenue East to something less confusing will support this goal.

Respectfully submitted,



Marci Weston
Engineering Technologist



Mike Komljenovic
Supervisor of Engineering



Jeffrey Vyse, C.S.T.
Director of Operations (I)



Sheldon Randall
Chief Administrative Officer (I)

ATTACHMENTS



Appendix A - Glendale Ave East Overview.pdf



4909-16 Street Naming Policy.pdf

WEB ATTACHMENTS

ATTACHMENTS FOR LINK

First Capital of Upper Canada - 1792

Appendix A

Overview of Glendale Avenue East



**THE CORPORATION
OF THE
TOWN OF NIAGARA-ON-THE-LAKE**

BY-LAW NO. 4909-16

A BY-LAW TO ENACT POLICY P-CDS-16-001 – MUNICIPAL
STREET NAMING - FOR THE CORPORATION OF THE
TOWN OF NIAGARA-ON-THE-LAKE

BE IT ENACTED AS A BY-LAW OF THE CORPORATION OF THE
TOWN OF NIAGARA-ON-THE-LAKE as follows:

1. THAT Municipal Street Naming Policy P-CDS-16-001, be and the same is hereby approved; and
2. THAT the Lord Mayor and Town Clerk be authorized to affix their hands and the Corporate Seal; and
3. THAT this by-law shall come into force and take effect immediately upon the passing thereof.

**READ A FIRST, SECOND AND THIRD TIME THIS 21st DAY OF NOVEMBER,
2016**



DEPUTY LORD MAYOR
JOHN WIENS



TOWN CLERK HOLLY DOWD



Department of Community
& Development Services
Telephone (905) 468-3266
Facsimile (905) 468-0301

The Town of Niagara-On-The-Lake

1593 Four Mile Creek Road
P.O. Box 100
Virgil, Ontario
L0S 1T0

POLICY

Policy No.: P-CDS-16-001 **Approved on:** November 21, 2016

By-Law No.: 4909-16 **Effective on:** November 22, 2016

Supersedes:

Report To: Community & Development Advisory Committee
Title/Subject: Municipal Street Naming

PURPOSE

The Town of Niagara-on-the-Lake honours and promotes the heritage and identity of the Town and therefore, the purpose of this Municipal Street Naming Policy is to provide guidelines and a consistent process for the naming of streets. This policy further protects the reputation and integrity of the Town of Niagara-on-the-Lake and its assets, and ensures a format for uniform development.

POLICY

The naming of new public and private streets is the responsibility of Town staff. Street names proposed by the proponent of a development which incorporate new public or private streets are subject to the approval of the Director of Community and Development Services.

The Community and Development Services Department is responsible for processing street name requests for consideration by the Director of Community and Development Services. Street name requests are evaluated for suitability and appropriateness based on conformity with the street naming policies contained herein.

Approved street names are to be placed on the Town's Approved Street Name List for future use. Only approved street names may be assigned to public and private streets. The Community and Development Services Department is responsible for maintaining the Approved Street Name List and all records related thereto.

PROCEDURE:

1. **Street Naming Process**
 - a) The Process for Assigning an Approved Street Name
 - i. The proponent of a development is encouraged to review the up-to-date Approved Street Name List for street name selection.
 - ii. Street names will be assigned at the time of the clearance of draft plan

of subdivision or draft plan of condominium conditions.

- iii. Selected street names are reserved for use within the proposed development and are to be shown on the draft Final Subdivision or Final Condominium plans.

b) The Process for Approving an Addition(s) to the Approved Street Name List

- i. A written request is to be submitted to the Community and Development Services Department and shall include: a brief but complete explanation of the reasons for the proposed name(s), the categorization of the street (see Section 2 and 3 of this policy), and a map clearly identifying the location of the specific street where the name(s) would apply (only if it is related to a specific development).
- ii. The proposed street name(s) will then be reviewed by staff and checked against all existing street names within the Town for similarities and duplications.
- iii. Where no concerns with the proposed street name(s) are foreseen, the proposed street name(s) will be presented to the Director of Community and Development Services for consideration and approval.
- iv. If a proposed street name(s) is found to be similar or a duplicate of an existing street name, the applicant may propose another street name(s) for approval.
- v. Where an approved street name(s) is intended for a specific development, the street name(s) is placed on the Approved Street Name List and will be reserved for use within that development.
- vi. Town staff shall consider all streets named after individuals, provided that written consent is obtained from the individual's surviving family. The honouring of a living local, regional, national or international public figure requires the individual's consent.

c) Private Street Names

- i. All private streets in residential developments within the Town shall be named.
- ii. The following is the process by which the Town will enact a street name on a private street:
 - a. the proponent of a residential development proposal shall submit the following in conjunction with a Development Application:
 - site plan depicting all proposed private streets and associated proposed street names.
 - b. the proposed street names are reviewed in accordance with the guidelines of this policy; and,
 - c. the street name signage requirements are to be fulfilled as part of the Development Agreement.

2. Categories of Street Names

- a) Honouring Those Who Have Given Their Life in Public Service
 - i. The Town will facilitate the naming of streets after Town residents who have served and lost their lives in the Canadian Armed Forces.

- b) Historical Figures
 - i. The Town will facilitate the naming of streets after Town residents who are considered to have had a historical impact on the Town.

- c) Other Names
 - i. Names that promote pride in the Town, acknowledge local heritage, history, and recognize unique features and geography are appropriate. Proposed street names should meet one of the following criteria:
 - a. commemorate local history, places, events, culture;
 - b. strengthen neighbourhood identity to reflect the character of the area;
 - c. recognize native wildlife, flora, fauna, natural features; or,
 - d. recognize communities that contribute to the public life of the Town.

 - ii. Names that represent specific themes are encouraged as they are easily recognizable for Emergency Services and provide consistency in large developments.

3. Guidelines for the Suitability and Appropriateness of Street Names

In addition to the policies of Section 2, 'Categories of Street Names', the following policies have been developed to assess the suitability and appropriateness of street names.

Ease of Spelling and Pronunciation

Street names should be easily pronounced, recognized and use conventional spelling to avoid difficulties in emergency situations. Street names should be spelled the way they are pronounced.

Two Word Names

Proposed street names consisting of two words should be changed to one word. Only a person's last name should be used unless additional identification is necessary to prevent duplication with an existing street name in the Town.

Street Name Characteristics

Street names should generally not exceed ten characters in length to ensure that the above mentioned criteria is met and that standard street signage across the Town is achieved.

Names to Avoid

1. Names that could be construed as advertising a particular business; and,
2. Cumbersome, corrupted, modified names, discriminatory or derogatory

names from the point of view of race, sex, colour, creed, political affiliation or other social factors; and,

3. Names with any sexual overtones, inappropriate humour, parody, slang or double meaning; and,
4. Names that have a secondary negative or offensive connotation; and,
5. Names spelled differently but sounding alike (Ex. Crosby Lane and Crosbie Lane) or having similar pronunciation but are spelled differently (Ex. Heirloom Street could be pronounced with the 'H' dropped (Ex. Eirloom Street); and,
6. Use of complex words (Ex. Quetico Drive); and,
7. Names with hyphens, apostrophes or dashes are discouraged and only considered on a case by case basis provided other criteria have been met.

4. System for Assigning Street Name Suffixes

Major roads	Named for their shape
Avenue	Circle
Boulevard	Crescent
Concession	Quadrant
Line	Square
Road	
Street	
Townline	Named for their function
	Approach
Small roads	Bypass
Alley	Center
Bend	Circuit
Byway	Close
Drive	Esplanade
Gate	Estates
Lane	Extension
Manor	Front
Mews	Link
Path	Parade
Pathway	Park
Route	Place
Run	Plaza
Terrace	Promenade
Trace	Quay
Trail	
Walk	Other
Way	Chase
	Common
Cul-de-sac	Downs
Court	Green
Cove	Key
Place	

5. Conclusions and Recommendations

It is important to adopt a consistent approach for assigning street names. Many problems can be avoided if these policies are applied:

1. Avoid any duplication of street named;
2. Avoid street names that sound similar, even if they have a different suffix (ex. Street vs. Road etc.);
3. Coordinate Draft Plan of Subdivisions and Condominiums to ensure that streets are assigned one name for their entire length;
4. Maintain continuity when assigning suffixes (ex. Crescent, Avenue, etc.);
5. Give consideration to grouping names by themes for certain areas;
6. Avoid long street names; and,
7. Ensure that when a new street name is proposed, that it falls into one of the established categories of street names.

ATTACHMENTS

WEB ATTACHMENTS



P-CDS-16-001.pdf

ATTACHMENTS FOR LINK

P-CDS-16-001.pdf