



Policy #69

Policy Title: Naming Policy for Streets, Parks and Community Facilities

Approved by Council on: December 20, 2017

Policy Statement:

Under the provisions of the *Municipal Act, 2001, S.O. 2001, c.25*, the municipality has final street name approval authority.

The Township, in consultation with Grey County, maintains the list of approved street names for use in the naming of new streets or the renaming of existing streets, municipal parks and community facilities.

Scope:

This policy applies to all staff, Council, Grey County, the development industry, property owners and businesses for the naming of both public and private streets.

Purpose:

The purpose of this policy is to establish criteria for the naming of streets in the Township of Southgate, encouraging the use of street names of local significance.

1.0 OVERVIEW:

1.1 All requests for street and municipal parks names shall be made in writing. The requests shall include background information concerning the rationale for the request, geographical association (if applicable), biographical information and documentation providing support for the request. The applicant must assume responsibility for obtaining the support for the request where applicable.

1.2 Where the name of an individual is used, approval shall be obtained from his/her family if available.

1.3 Potential street and park names will be compiled into a list by the Planning and Development Services.

1.4 All potential Street names will be forwarded to the Planner, with distribution to the Public Works Manager, for their review prior to being forwarded to Council for consideration and approval.

1.5 The Planner will be responsible for assigning street names either individually or through the subdivision agreement process.

1.6 Street names can be added to the compiled list from time to time as they are suggested through submission with a complete justification and history from citizens or public service groups and are formally adopted by Council.

2.0 RESPONSIBILITIES

2.1 The CAO shall be responsible to ensure the street names are reviewed for compliance to this policy prior to being given approval.

2.2 It is the responsibility of the Clerk to ensure staff are aware of and follow this policy.

2.3 The Clerk will ensure that the policy is reviewed on a regular basis.

3.0 PROCEDURE:

3.1 Selection of Street Names for a Development

- A developer will be required to select the street names for a proposed subdivision from the list of approved street names.

3.2 Re-naming of Existing Streets

Initiated by Public: The following minimum standards must be met before Council will consider changing the recorded name of any existing street:

- 75% of all owners of assessed properties abutting the street must sign and submit a petition representing 75% of assessment supporting the proposed street name;
- The proposed street name must meet the criteria set out above;
- The full costs of administration, purchase and installation of the street name sign(s) will be at the applicant's expense;
- The re-naming may take into account the significance of any past historical importance associated with existing name; and
- Reason for change must have justification in relation to the negatives of the existing name.

4.0 GENERAL GUIDELINES

a) Street names that exhibit the following elements will be given preference:

- Names that are easily pronounced;
- Names that are spelled how they are pronounced;
- Names that represent specific themes;
- Names that reflect local heritage, traditions and character;
- Names that recognize local features and geography;
- Names that recognize native wildlife, flora, and fauna.

b) Street names that exhibit the following elements will not be considered:

- Names that are already in use within the Grey County;
- Names with complex or unconventional spellings;
- Names that may be spelled in a number of different ways;
- Names with elements such as hyphens, apostrophes or dashes;

- Names that are spelled differently but sound similar to existing or reserved street names;
- Names that could be pronounced in several different ways;
- Names that may cause confusion in an emergency situation, such as names of a well-known location (i.e. Lakefront) or emergency services terminology (i.e. Chase);
- Names that use numbers;
- Names that denigrate individuals or groups;
- Names based on identifiable ethnic or racial groups, or religious affiliations;
- Names generated for marketing needs;
- Names that may be considered offensive due to inappropriate humour, parody, slang or double meanings.

1. Two-Word Names

Single word street names are preferred, but because of the number of existing streets in the Grey County, two-word street names will be considered. Where possible, these names will be changed into one-word street names.

2. Use of Prefixes

Street name prefixes are words that precede a street name. The prefix "Old" should only be used to rename a separated part of an existing street. The alternative spelling of "Olde" shall be avoided to eliminate any spelling confusion. The prefix "New" shall not be used under any circumstance. The prefix "Saint" shall be written out in full, rather than in short form (St.).

3. Use of Suffixes

Street name suffixes are words that follow a street name, generally indicating the street's configuration and, on occasion, street direction. Suffixes are proposed by the applicant for review and final approval by Township and County staff to ensure the suffix appropriately defines and describes the type of street being named. A list of suffixes acceptable for use in the Township is noted below, followed by its abbreviation and a brief description.

- Alley (Aly): A narrow lane between or behind a row of buildings.
- Avenue (Ave): A street in a densely populated area serving light to high volumes of traffic and commonly used interchangeably between local, collector and arterial roads.
- Boulevard (Blvd): A street with a median reflecting the boulevard character serving medium to high volumes of traffic.
- Circle (Cir): A cul-de-sac or looped street that begins and circles back to terminate on the same street.
- Court (Ct): A street with no outlet, usually ending in a cul-de-sac, and usually not exceeding 300 metres in length.
- Crescent (Cres): A local street that is uninterrupted other than by a cul-de-sac, and having two connections to one street.

- Drive (Dr): A curvilinear street, usually a thoroughfare that serves light to high volumes of traffic, and commonly used interchangeably between local, collector and arterial roads.
- Gate (Gate): A short street providing an entrance to a subdivision or another street or as a link between two different streets, and that has no buildings or lot frontages.
- Grove (Gv) A modified and unique form of cul-de-sac or looped street characterized by minimal street frontage that is separate and distinct from the balance of the subdivision or development area.
- Heights (Ht): A street that, by its unique configuration, represents a theme or quality of superior design, layout, or association with the surrounding land features or geography.
- Lane (Ln): A minor dead-end or private street.
- Parkway (Pkwy): A street with a median reflecting the parkway character.
- Place (Pl): A short street with a length of 300 metres or less, commonly used for a cul-de-sac or permanently closed dead-end street.
- Promenade (Pm): A street with a large right-of-way width and/or containing an unusual and non-typical design, layout or extensive landscaping or other design features.
- Road (Rd): A common street usually in less densely populated areas serving light to high volumes of traffic.
- Square (Sq): A square street pattern.
- Street (St): A common street usually in more densely populated areas serving light to high volumes of traffic.
- Terrace (Terr): A short street with a length of 300 metres or less, commonly used for a cul-de-sac or permanently closed dead-end street.
- Trail (Trail): A collector-type street usually winding or meandering.
- Way (Way): A private street and/or narrow street usually servicing the rear of properties.

A maximum of one (1) of the following suffixes may be used for each street name:

- North (N)
- South (S)
- East (E)
- West (W)

4. Individuals

a) Living Individuals

Streets named after living individuals are discouraged as the individual may encounter future circumstances that lead to inappropriate connotations for his or her name.

Use of a living person's name requires written consent of the individual, a written description detailing the individual's contribution to the Township and/or community, and Council (or its delegated authority) approval.

b) Posthumous

Streets named after an individual posthumously require written consent from the individual's surviving family, a written description of the individual's contribution to the Township and/or community, and Council approval (or its delegated authority). Names of individuals who are national or international public figures do not require written consent from surviving family members.

c) Former Reeves & Mayors

A list of former Southgate Reeves and Mayors (which will be updated following each development application) for consideration is attached to this policy as Schedule A for the Village of Dundalk, Township of Egremont, Township of Proton and the Township of Southgate.

No street may be named after an elected official unless they have retired from public service.

d) Veterans

Streets named in honour of Township residents who served or who lost their lives while serving in the Canadian Armed Forces or the Police or Fire departments are encouraged. Special signage entailing a poppy symbol may be used for all streets named in honour of military veterans.

5. Businesses or Industries

Streets named after existing businesses and industries shall not be considered as such names represent a form of advertising that may affect other businesses or industries in the area.

6. Intersecting Streets

Where a minor road or collector road crosses an arterial road or a major collector road, each section of the minor road or collector road shall be assigned a different name. This is to ensure that emergency services may reach a destination in a timely and efficient manner.

When a road that runs North and South or East and West has a 90 degree turn in the roadway to continue in a third direction must be named with a different street name to avoid confusion for emergency response.

7. Street Names as Prizes

Street names shall not be used as a prize or as a silent auction item.

8. Naming of Parks

Where a past Mayor or Reeves name cannot be used for a street name because of a Grey County policy conflict, the Township should consider using those names for naming of Parks and Sports Fields in the community.

9. Naming of Community Facilities

The Township policy for naming of community facilities is to generate where possible, revenues to support the operating costs of these types of buildings. Businesses and corporations with interest in naming rights will execute a 5 to 10 year agreement to benefit both parties with the signage, promotion and exclusivity.

Schedule A to Policy #69
Eligible Names for Streets, Parks and Community Facilities

- Names in **Black** lettering have been used in Southgate
- Names in **Blue** lettering are in conflict with Names in other Grey County Municipalities and cannot be used as Street Names in Southgate to prevent Emergency Response confusion
- Names in **Red** lettering can be used for Southgate Street Naming, as of September 1, 2026

Dundalk Former Mayors and Reeves			
John Sinclair	W. J. Symington	J.D. Morgan	J.F. VanDusen
J.T. Park	S. Bell	A.E. Colgan	W.J. Armstrong
J.D. McDowell	George Stocks	Sam Todd	H.C. Moody
A.D. McAlister	R.J. Russell	D.T. Wright	C.R. Werry
Ainsy Jack	Gordon Aitchison	George M. Wilson	J.W. Seeley
M.W. Ridley	Norman Jack	Allan Roach	

Egremont Former Mayors and Reeves			
David Cochrane	Wm. Caufield	John McArthur	Samuel Patterson
James Brown	Henry Wakefield	Walter Hastie	S.M. Paterson
Thomas Smith	Samuel Wallace	Dan McQueen	Wm. J. Aldcorn
James Doyle	Robert Brown	John Philip	Thomas Hattle
Andrew Swanston	Nicol McIntyre	Thomas Gordon	Clarence Ross
Adam Brown	James Murdock	James Lothian	Ed Shier
James Reid	Peter Dickson	Wm. H. Hunter	Wilfred Daly
Robert Gillies	Alex McGillivray	Clarence Moore	

Proton Former Mayors and Reeves			
Thomas McKee	Duncan McMillan	William McDonald	John W. Armstrong
Robert Montgomery	John J. Middleton	Peter McGreggor	Thomas Fennell
Alex McPhail	Samuel Rogers	James Corbett	Patrick Shaw
Duncan McKenzie	Joseph McArdle	Daniel Wilson	Walter Bell
Joseph Goodfellow	James Fraser	George Wright	Edmund Hockridge
William Jack	Howard Watson	John McEachern	Stanley Acheson
Neil Campbell	Grant Preston	Harry Martin	Jim Milliner

Southgate Former Mayors			
Don Lewis	Brian Milne (current Mayor)	Anna-Marie Fosbrooke	John Woodbury

Other			
Morley Mills	Aitken	Gardiner	



APPLICATION FORM PROPOSAL FOR STREET NAME CHANGE IN THE TOWNSHIP OF SOUTHGATE

Nominator's Information

Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Preferred Phone: _____ Email: _____

Existing Street Name: _____

Proposed Street Name: _____

Reason for Request

Please indicate the information that is included with this Application: (check those items that are attached)

☐ Background information (reason for request)	☐ Biography (if applicable) (i.e. Given name, Date of Birth/Death, Places of Birth/Death, Contribution, Awards, Achievements)
☐ Letter(s) of Support (if applicable) (i.e. approval of family of nominee, persons affected by naming/renaming, petition)	☐ Other: _____ _____ _____ _____

I authorize that this information is true and complete to the best of my knowledge.

Signature

Date