



STREET NAMING POLICY

Policy Number:	ADM18
Administered By:	CAO
Approved By:	Town Council R.2019.147
Original Date:	May 2019
Revision Date:	

Purpose:

In the Town of Fort Macleod Street names are critical for municipal addressing and emergency response purposes. This Policy establishes criteria to name or rename a street or assign a ceremonial name to a Street.

Scope:

This Policy covers all naming and renaming of streets including assigning ceremonial names.

Responsibilities:

The CAO and Development Officer will be responsible to ensure the integrity and application of this Policy.

Policy:

The Town of Fort Macleod will establish a Policy to name, rename or assign a ceremonial name to the Streets.

Procedure:

Background:

Street naming, the process to legally name a municipal address, is an important municipal function that enables people to locate properties quickly and effectively. Street naming should be simple, easy for the public to understand and enable the effective management of municipal street networks and the delivery of municipal services, including emergency response.

Ceremonial street naming involves assigning a secondary name to a street usually to honor an individual, event or organization. A ceremonial street name does not replace the legal street name and is symbolic.

Criteria for Naming or Renaming a Street or Assigning a Ceremonial Name to a Street:

- 1) The Town will consider proposals for street naming but is under no obligation to accept a proposal to name, rename a street, or assign a ceremonial name to a Street.
- 2) Street names, including ceremonial Street names should portray a strong positive image and have historical, cultural or social significance or contributions to the community, the Town of Fort Macleod, the Province of Alberta or Canada.
- 3) Street names shall not impair the ability of First Responders to respond to emergencies or impair the Town's ability to deliver services.
- 4) Streets that have been named, renamed, or assigned a ceremonial name within the previous ten years will not be renamed.
- 5) Suffixes for Street names are assigned by the CAO to ensure the appropriate suffix is used to describe the type, function, length and configuration of the Street.
- 6) All Town costs involved in renaming a Street shall be the responsibility of the individual requesting a street name or renaming or ceremonial name.
- 7) Street names, including ceremonial names, shall not;

- a) Result in, or be perceived to confer, any competitive advantage, benefit or preferential treatment or advertisement to the named party, or a development, product, service or a particular business;
 - b) Be or be perceived to be discriminatory or derogatory of race, color, ethnic origin, gender identity or expression, sex, sexual orientation, creed, political affiliation, disability or other social factors;
 - c) Result in inappropriate abbreviations or acronyms;
 - d) Duplicate or be similar sounding to an existing Street name;
 - e) Place the Town in conflict with any agreements established in the acquisition or management of the Street; and
 - f) Make a direct or indirect reference to recent events or recently deceased individuals, except where the event or the individual had a legacy or significant contribution to the Town of Fort Macleod. Names of recent events or recently deceased individual may be considered after two years.
- 8) Street signs must comply with the Town's corporate identity and the physical location of the sign shall be determined by the Town.
- 9) Naming or renaming a Street, or assigning a ceremonial name to a Street, on behalf of an individual, event or an organization requires the written consent of the named party or the named party's representative.
- a) In circumstances where consent has not been received, despite reasonable efforts, the Town, in absence of any refusal to provide consent or legal concerns, may approve the name if the applicant is able to demonstrate efforts to obtain consent to the satisfaction of the Town.

Naming an Unnamed Town Street:

A proposal to name an unnamed Street is to be made by written request through the CAO and at a minimum is to include:

- 1) The proposed name;
- 2) Rationale for naming the Street;
- 3) Documented support from property owners/ residents who directly abut the unnamed street or local community members and/or organizations, and
- 4) A map or illustration, including major intersections of the unnamed street.

If the proposed name complies with this Policy, the Town shall give public notice on its intention to name the street including the proposed name in compliance with its Public Participation Policy.

If the proposed name does not comply with this Policy, the CAO will report to Council.

The proposed name will be considered by Town Council in accordance with the criteria set out in this Policy.

Renaming Town Street:

A proposal to rename a Street is to be made by written request through the CAO and at a minimum is to include:

- 1) Rationale for changing the name and significance of the proposed name;
- 2) Relevance of the proposed name to the Street;
- 3) Documented support, including but not limited to petitions and support letters, from at least 75 percent of property owners that abut the street; and
- 4) A map or an illustration, including major intersections of the street to be renamed.

If the proposed name complies with this Policy, the Town will provide public notice on its intention to rename an existing street and the proposed name in compliance with the Town's Public Participation Policy.

If the proposed name does not comply with the Policy, the CAO will report to Town Council.

The proposed name will be considered by Town Council in accordance with the criteria set out in this Policy.

Assigning a Ceremonial Name to a Town Street:

Assigning a ceremonial name to a street is symbolic and should be reserved for honoring individuals, events or organizations that have made a significant positive contribution to their local community, the Town of Fort Macleod, Alberta or Canada. Assigning a ceremonial name to a street needs to consider the impact of multiple signs on the street, the broader street network, and the public realm, to ensure that signage is not confusing to the public.

A proposal to assign a ceremonial name to a Street is made to be a written request and at a minimum is to include:

- 1) The Street proposed for the ceremonial name;
- 2) Rationale and significance of the proposed name;
- 3) Relevance of the proposed name to Street, community and Town;
- 4) Documented support from the local community, including but not limited to petitions and support letter; and
- 5) A map or illustration, including major intersections of the Street.

The proposed name will be considered by Town Council in accordance with the criteria set out in this Policy. If the proposed name complies with this Policy, the Town will provide public notice on its intention to assign a ceremonial name and the proposed name in compliance with the Town's Public Participation Policy.

In circumstances, where a specific Street or location is not identified, the CAO will provide street location options in a report to Council.

Further Information:

For further information regarding this Policy, please contact the department identified in the title bar under Administered By.

A handwritten signature in blue ink, appearing to read "Sue Keen", with a horizontal line underneath.

CAO – Town of Fort Macleod