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Town of Aurora  
**Committee of the Whole Report**  
No. PDS24-090

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**Subject:** Updates to Street Naming Policy

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Manager, Policy Planning and Heritage

**Department:** Planning and Development Services

**Date:** September 3, 2024

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## Recommendation

1. That Report No. PDS24-090 be received; and
2. That Council approve the updated Street Naming Policy as attached to this report.

## Executive Summary

This report seeks Council's approval of the updated Street Naming Policy.

- The Town's Street Naming Policy was last updated in 2007.
- Updates to the Street Naming Policy are minor and address veteran poppy symbol application, Legion notification, and other general housekeeping items.

## Background

**The Town's Street Naming Policy was last updated in 2007.**

The Town first adopted the Street Naming Policy in 2001. The document was updated in 2007 but no other updates or changes have been made since that time, including after Council's delegation of street name approval to staff in 2019 (By-law No. 6212-19). The Town's Bank of Street Names has continued to be updated and refreshed, including most recently to include all names from the Aurora War Memorial Cenotaph and Altar of Sacrifice, but the Policy document itself has been due for an update.

## Analysis

**Updates to the Street Naming Policy are minor and address veteran poppy symbol application, Legion notification, and other general housekeeping items.**

The updated Street Naming Policy is attached to this report. The policy has been updated as follows:

- Clearly defining the scope of the application of the poppy symbol to all veterans, not just exclusively those listed on the Cenotaph.
- Including the Aurora Royal Canadian Legion as a circulation and notification agency for the review and selection of street names.
- Setting a dedicated 5-year review interval for the policy.
- Other minor housekeeping/administration updates (ex: removing references to comments being exclusively 'in writing'; updating fees to reference the Town's Fees and Charges By-law; removing references to former Department/Division names, clarifying language/content, updating to the latest document template).

These updates will ensure consistent and aligned application of the Street Naming Policy moving forward.

## Advisory Committee Review

A public delegation was made to the Heritage Advisory Committee and Council regarding updates to the Town's Street Naming Policy. The proposed updates as outlined in this report specifically address those comments that were received.

## Legal Considerations

The proposed policy has been reviewed by the Corporate Management Team and the Executive Leadership Team in accordance with the Town's policy program.

## Financial Implications

There are no direct financial implications as a result of this report.

## Communications Considerations

None.

## **Climate Change Considerations**

None.

## **Link to Strategic Plan**

Updates to the Town's Street Naming Policy further the Strategic Plan goal of Supporting an Exceptional Quality of Life for All through satisfying requirements of Celebrating and Promoting our Culture.

## **Alternative to the Recommendation**

1. That Council approve the updated Street Naming Policy based on any further edits.

## **Conclusions**

The Town's Street Naming Policy has been updated to reflect current best practices and incorporate comments received by the public.

## **Attachments**

Attachment 1 – Updated Street Naming Policy (2024)

## **Previous Reports**

None.

## **Pre-submission Review**

Agenda Management Team review on August 14, 2024

## **Approvals**

Approved by Marco Ramunno, Director, Planning and Development Services

Approved by Doug Nadorozny, Chief Administrative Officer