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Town of Aurora

Street Naming Policy

Planning and Development Services

Contact: Director, Planning and Development Services

Approval Authority: Council

Effective: May 22, 2001

Revised: April 24, 2007; July 9, 2024

Purpose

This policy establishes the process and parameters for the street naming of public road allowances and private streets, and street name changes within the Town of Aurora. It is desirable that the Town of Aurora have such a policy in place to serve as a guide for staff and to promote the input of the public in the making of such decisions.

Scope and Application

The criteria and guidelines contained in this Policy shall apply to the naming of municipal and private streets. Notwithstanding the provisions of this policy, Council may, under special circumstances, duplicate the name of a road with the name of a facility, provided that the name has been selected in accordance with the Naming Rights and Street Naming Policies.

Policy

Street Name Criteria

It is desirable to promote the outstanding and/or exemplary contributions of persons in the community both past and present.

Street names for public road allowances shall generally be determined based on the following criteria:

- The names of historical persons or families and others within the municipality who have made outstanding, significant and/or exemplary contributions to the Town. The street signs for streets named after these persons may be identified with a professional emblem in recognition of their related service within the community, such as Fire Protection, Police Status, or others as deemed appropriate by Council or staff.
- The names of local Veterans; including but not limited to those who are honoured on the Town Cenotaph, Altar of Sacrifice and at the Aurora War

Memorial and Peace Park. The street signs for streets named after all Veterans shall be identified with a poppy emblem after their name.

- Any member of Aurora Council is eligible for nomination for the Town of Aurora Bank of Approved Street Names, however the selection of a Councillor's name for use cannot occur during their term of office.
- Other individual requests for street names as deemed appropriate by Council or staff.

Street names for private streets shall generally be determined based on the following criteria:

- In accordance with the general Street Name Criteria for public road allowances as set out above.
- A request made by the developer.
- A theme or promotional name may be proposed to assist with marketing.

The developer and owner/applicant have the opportunity to suggest alternate street names other than what is provided in the Bank of Approved Street Names for consideration and review under this Policy.

Bank of Approved Street Names

The Bank of Approved Street Names shall be replenished periodically by proposing a series of potential street names to York Region for approval on the basis of municipal consistency for 911 purposes. Central York Fire Services shall also be consulted with respect to those street names considered acceptable.

The Planning and Development Services Department shall maintain a bank of approved street names available for selection and assignment within new developments. Once all names have been approved by the appropriate agencies the list will be offered to developers as optional names, thereby providing improved efficiencies to the process of assigning street names to proposed new developments.

The Planning and Development Services Department will circulate appropriate notice of selected names to the following parties:

- a) New street name nominees or remaining family members of individuals that can be identified and who are in anyway associated or connected with the proposed street name, including the Aurora Royal Canadian Legion for Veterans. This notice shall be provided when the nominee is added and can also be provided when the name is selected for a new street.
- b) The public at large through newspaper publication as appropriate and posting

on the Town's website for a 30-day period.

- c) York Region, Central York Fire Services, and the appropriate agencies and Town departments including the Operations Department. The Aurora Royal Canadian Legion shall be circulated for Veteran street name selections.

Responses will be received from any of the above contacts for a period of 30-days after selection and prior to final approval. As per Council delegation (By-law 6212-19), the decision to approve street names is ultimately through the Director of Planning and Development Services.

Any objection to a street name consideration will be reviewed, and the name being considered can be removed at the discretion of the Planning and Development Services Department. A street name consideration can be removed under the following conditions:

- a) A request is made by a street name nominee, a remaining family member, or one of the circulation agencies noted above including the public, to have the name be removed. This can include the removal of a street name consideration due to potential offensiveness or reasons around sensitivity.
- b) Emergency Services (Central York Fire Services, York Region – Police, EMS, Bell 911) along with the Town of Aurora Planning and Development Services Department believe that a street name submission may potentially have a negative impact on Emergency Services. If such an issue arises, the street name nominee or remaining family members will be notified explaining why the name has been removed.

The input from the public, Aurora Royal Canadian Legion, and the Aurora Historical Society shall also be sought as required in updating future lists for potential street naming or to consult with on any name considerations or removals.

Application of Street Naming Conventions

The general street naming guidelines to be used are set out as follows:

- Street names shall not cross arterial roads.
- "North", "South", "East" or "West" shall not be used as part of the formal street name other than for descriptive purposes of streets.
- The criteria for naming street suffixes shall be applied to different road types in accordance with the following:

"Street", "Avenue", and "Way" for internal streets that run in a general north-south or east-west direction and are used generally to denote collector roads.

“Road” for streets which are collector or arterial streets and are heavily used and run in any direction.

“Drive” and “Trail” for streets where meandering is the main character.

“Boulevard” for streets where the travel lanes are separated by a planted median divider.

“Crescent” for streets which intersect another street at both ends and which actually forms a crescent and leads back to the same connecting street at each end.

“Court” for streets which end permanently as a bulb/cul-de-sac, a “T”, or a design which permits turning around through only one point of access.

“Place” and “Square” for streets where there is no exit from the street and the street leads back to the original street entrance.

“Gate” for streets that are a short connection from a main street to another street.

“Circle” for streets that loop back to itself.

“Lane” for streets which are generally straight and have a minimal number of connecting streets.

A mix of different suffixes shall be assigned in circumstances where street names are proposed to be assigned (i.e. use one “Street”, “Road”, “Avenue”, etc.) for registered plans of subdivision.

Street Names for Public Road Allowances

Municipal street names shall be assigned by the Planning and Development Services Department at the time that second submission engineering plans are processed and when the developer initiates the subdivision agreement process. The developer is instructed by the Planning and Development Services Department to initiate the street naming process.

The street name assignment process for street names other than those listed in the Town’s Bank of Approved Street Names involves obtaining clearance for the use of the proposed street name(s) by York Region, and acceptance by Central York Fire Services.

Additional agencies, including but not limited to the Aurora Royal Canadian Legion and/or the Aurora Historical Society can also be consulted as required. An appropriate suffix to the street name is assigned by the Planning and Development Services Department subject to the configuration of the road in accordance with the provisions of this Policy. The Planning and Development Services Department shall give notice of the designated street names to the Town's list of interested agencies requesting notification once the Plan of Subdivision is registered.

Street Names for Private Streets

Street names for private streets may be allocated from the Bank of Approved Street Names. Additionally, a developer may be permitted greater flexibility to suggest their own names for private streets subject to the provisions of this Policy.

The process is initiated by a site plan application to the Planning and Development Services Department, as it is at this stage that the requirement for the name assignment is identified.

The street name assignment process for street names other than those listed in the Town's Bank of Approved Street Names involves obtaining clearance for the use of the proposed street name(s) by York Region, and acceptance by Central York Fire Services. Additional agencies, including but not limited to the Aurora Royal Canadian Legion and/or the Aurora Historical Society can also be consulted as required. An appropriate suffix to the street name is assigned by the Planning and Development Services Department subject to the configuration of the road in accordance with the provisions of this Policy. For private streets that are created through a plan of condominium, the Planning and Development Services Department shall give notice of the designated street names to the Town's list of interested agencies requesting notification once the final Plan is registered.

Street Name Changes

Requests for street name changes shall be submitted to the Planning and Development Services Department and be accompanied by the prescribed fee from the Town's Fee By-law as amended from time to time as part of the annual review of fees.

Requests for street renaming shall only be considered in special circumstances, for example, considering the impact on the existing street numbering and naming conventions and/or emergency services. In such cases, street renumbering pursuant to

the Town's street numbering policies shall be done concurrently as may be appropriate to ensure that consistency is adhered to.

The street name change process involves receipt of a complete application, the preparation of a report to Council by the Planning and Development Services Department for approval, notice of consideration of a By-law, and registration of the By-law. The public shall be notified and the Council shall hear any person who claims to be adversely affected by the by-law and applies to be heard. In addition to the minimum requirements for publication, notice may be given by prepaid postage to all assessed person affected by the change, at the discretion of the Clerk.

Usually there are a number of months from the time of approval to implementation of a street name change in order to allow any affected residents time to alter their personal address information and to post new street addresses should this be necessary.

Street Naming Notification

The Planning and Development Services Department maintains a list of interested parties requesting notification for each development application. This list, as well as those agencies referenced in this Policy shall be notified regarding street naming for the respective development applications.

Responsibilities

All Staff

Staff shall refer all requests for street naming to the attention of the Planning and Development Services Department.

Specific Department

The Planning and Development Services Department shall be responsible for the administration and maintenance of this policy.

References

1. Municipal Naming Policy

Review Timeline

This policy shall be reviewed every 5 years.