



The Corporation of Town of New Tecumseth

Charitable Street Naming Policy

Charitable Street Naming Auctions

The Town of New Tecumseth may permit any charity, non-profit group, or organization to auction the opportunity to have a street name added to the Town's approved street naming list as part of a charitable fundraising event. The event must be based in the Town of New Tecumseth or have a local affiliation to be considered.

The number of street names to be auctioned at a fundraising event must be approved by Council in advance.

The process for requesting and conducting a charitable street naming auction shall be as follows:

1. Prior to the fundraising event, the charity, non-profit group, or organization must obtain approval from Council to auction the opportunity to have a street name added to the Town's approved street naming list. The charity, non-profit group, or organization must make a deputation to Council or submit a letter to Council for consideration. The charity, non-profit group, or organization must explain how the funds raised through the charitable street naming auction will be used and how the funds will benefit the community.

In consultation with Town staff, the charity, non-profit group, or organization must indicate which approved street naming list (Alliston, Beeton, Tottenham, or Tecumseth) the auctioned street name would be applied to.

2. If the request is approved by Council, the charity, non-profit group, or organization must submit written details about the proposed display and wording for the fundraising event to the Clerk's Department for approval. The display and wording must communicate that the winning bidder's proposed street name will be:

- a. Subject to Section 5.1 of this policy
- b. Subject to review and approval by Council, whose decision is final and binding
- c. Used at some future date and assigned by Council

3. At the fundraising event, the charity, non-profit group, or organization must display the Town-approved display and wording. Copies of this policy must also be made available to those attending the event.

4. After the fundraising event, the event representative must notify the Clerk's Department in writing of the proposed street name for consideration in accordance with Section 5.1 of this policy.

5. Should the winning bidder's proposed street name not be approved, the charity, non-profit group, or organization may request that the winning bidder provide an alternative street name. The process may repeat itself, if so desired, until the winning bidder has received approval of their selected street name.

Should the winning bidder not wish to provide an alternative street name, the charity, non-profit group, or organization may provide an alternative bidder an opportunity to select a street name.

6. If the proposed street name is the name of an individual or group, consent for the use of the name must be given by the individual or group through the submission of a completed Consent of Named Party form (Attachment #1).

If the individual is deceased, consent from the individual's surviving family or estate is required.

7. At all times, the charity, non-profit group, or organization will communicate with the winning bidder and the Town will communicate with the charity, non-profit group, or organization. The winning bidder should not contact the Town directly.

8. The following conditions shall apply to street names proposed through a charitable street naming auction in addition to those conditions established in other sections of this policy:

- a. The proposed street name must not be considered to be an advertisement
- b. The proposed street name must not be that of a business or corporation
- c. In general, the proposed street name shall only be one word in length plus the street name suffix

9. The following requirements included in other sections of this policy shall not apply to street names proposed through a charitable street naming auction:

- a. The requirement that only the names of persons who have resided within the communities of Alliston, Beeton, Tottenham, or the former Township of Tecumseth be considered shall not apply
- b. The requirement that the name is accompanied by supporting documentation explaining its historical significance shall not apply

2.2 Street Name Selection Criteria

The criteria for the selection of street names by staff for presentation to Council shall be as follows:

1. That the Council-approved street naming list be used as the source of street names, with the exception of private roads which may use names not included on the Council-approved street naming list, pending staff and Council approval.
2. That generally only last names (surnames) will be considered for street naming applications, unless otherwise directed by Council.
3. That duplicate names will not be considered to prevent confusion to emergency services (i.e., Smith Street, Smith Avenue, etc.)
4. That similarly spelled or pronounced names will not be considered to prevent confusion to emergency services (i.e., Smith Avenue, Smyth Avenue etc.)
5. That only the names of veterans that gave the supreme sacrifice or peacekeepers killed in a mission are eligible for a "poppy" symbol on the street sign to the left of the name.
6. That proposed street names must not contain any symbols (such as #, -, /, &, etc.).
7. That names will be selected in chronological order (i.e., WWI, followed by WWII, followed by peace-keepers killed in a mission, etc.) or as previously directed by Council.

Staff will provide the street names for a development at, or prior to, the time of the first submission of the detailed Engineering Drawings.

2.3 Street Name Suffixes

The Town of New Tecumseth proposes the following street name suffixes and appropriate uses:

- Avenue
- Boulevard
- Circle
- Court
- Crescent
- Drive
- East*
- Gardens
- Gate
- Grove
- Heights
- Highlands
- Lane
- North*
- Parkway
- Place
- Ridge
- Road
- South*
- Square
- Street
- Terrace
- Trail
- View
- West*
- Way

* Note: North, South, East and West are reserved to indicate the direction of the roadway where applicable.

The following table outlines the appropriate street name suffix by the type or style of roadway:

Street Name Suffix	Criterion
Avenue, Boulevard, Drive, Parkway, Road, Street, Way	Major thoroughfares and roadways that are several blocks in length.
Lane, Trail, Grove, Heights, Highlands, Ridge, Terrace, View	Local roadways or those that are short in length.
Crescent	Applicable to roadways that have entry at two access points from another roadway.
Circle, Court, Place, Square, Gardens	Applicable to Cul-de-sac or no-thru roadways.
Gate	Applicable to short roadways that serve as the entrance point to a subdivision area or community
Lane	Minor access roads, laneways and streets generally used for service

3. Implementation

The policy will be administered by the Clerk's Department.

