

Clause embodied in Report No. 7 of the Works Committee, as adopted by the Council of the City of Toronto at its meeting held on May 30, 31 and June 1, 2001.

12

Cost Recovery for Requests to Rename Streets Using a Corporate or Business Name

(City Council on May 30, 31 and June 1, 2001, adopted this Clause, without amendment.)

The Works Committee recommends the adoption of the following report (May 1, 2001) from the Commissioner of Works and Emergency Services:

Purpose:

This report recommends that all costs for renaming a street or lane after a business be the full responsibility of the applicant.

Financial Implications and Impact Statement:

There are no financial implications resulting from the adoption of this report.

Recommendations:

It is recommended that:

- (1) applicants who request to rename a street or lane after a business be required to pay full costs incidental thereto, including but not limited to the publishing of notices, sign fabrication and installation, registration of by-law and all staff costs associated with the preparation and circulation of related correspondence and the updating of City databases;
- (2) a non-refundable fee of \$3,000 be submitted with each request to rename a street or lane after a business;
- (3) the applicant be required to compensate the residents and businesses affected by the street or lane name change proposal;
- (4) the introduction of a by-law renaming a street or lane after a business be conditional upon the receipt of funds referred to in Recommendation No. (1); and
- (5) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto including the introduction of any by-law that may be required.

Background:

The East Community Council at its meeting held on February 13, 2001, discussed the proposed by-law to rename Loblaws Lane as “No Frills Lane”, and approved a motion by Councillor Soknacki that the Commissioner of Works and Emergency Services be requested to submit a report to the Works Committee, to establish a fee schedule to cover the City’s costs where the City has received a request to rename a street after a corporate or business name (Clause No. 2, Report No. 2 of The East Community Council).

The application to rename Loblaws Lane to No Frills Lane preceded the new street naming policy (Clause No. 9, Report No. 15 of The Works Committee) adopted by City Council at its meeting held on August 1, 2, 3 and 4, 2000. The request was made because the former Loblaws was recently reopened as a No Frills store. The approximate cost of \$2,000 for publishing notices of the proposed by-law and \$500 for street name signs are to be paid by the applicant. Only the applicant’s property would be affected by the proposed change of name.

Comments:

The Street Naming Policy outlines guidelines for renaming streets and states, in part, that:

- (a) the general policy is that the names of streets and lanes should not be changed;
- (b) the renaming of a specific street or lane should only be considered when duplication of the name occurs within the City of Toronto or the surrounding municipalities and when renaming would generally improve the City’s administration of essential services and would be in the best interest of the public;
- (c) Municipal Act statutory compliance must be carried out, including advertising the proposed name change for four weeks and giving affected parties an opportunity to be heard by Council;
- (d) applicants may be required to pay the costs incurred as a result of their request to name a street or lane, including notification in a newspaper of general circulation;
- (e) in the case of a name change, the application should also include a petition with name, address and signatures of the persons who reside on or own property that fronts on or is adjacent to the subject street; and
- (f) names for public streets that could be construed as advertising a particular business shall be avoided.

While requests to rename streets after a business conflict with the new City policy on naming and renaming of streets and should generally be discouraged, the City’s costs should be recovered in those cases granted as exceptions. The applicant should pay all costs resulting from such applications, including the publishing of notices, installation and fabrication of street name signs, staff time for preparing and circulating correspondence, conducting polls and preparing

and registering the by-law. The applicant would also be expected to pay the costs of or negotiate a suitable arrangement with the residents and businesses affected by the name change proposal.

The City's minimum costs would be \$2,500 for out-of-pocket expenses plus staff time valued at approximately \$500.

Conclusion:

Applicants who request to rename a street or lane after a business should be required to pay the City's full costs for processing the proposal, including but not limited to the publishing of notices, sign fabrication, registration of by-law and all staff costs associated with the preparation and circulation of correspondence. The minimum fee of \$3,000 should be set for this service. The fee excludes the compensation to be arranged by the applicant for the residents and businesses affected by the proposal.

As each street naming case is unique, the cost of such street renaming proposals would be estimated in the report to the Community Council and the introduction of the by-law renaming the street would be conditional upon the receipt of the funds to recover the City's expenses as identified in the report.

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