



# TOWN POLICY

**POLICY NUMBER:** 6103

**REFERENCE:**  
Council 076.02.04

**ADOPTED BY:**  
Town Council  
18 February 2004

**PREPARED BY:** Planning & Development

**DATE:** 18 February 2004

**TITLE:** Naming Development Areas, Roads, Parks & Municipal Facilities Policy

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## **Policy Statement**

The Town of Strathmore will develop a Naming Policy for municipal roads, parks and facilities to reflect the Town's heritage and culture. Any corporate purchasing of naming rights will be addressed in the Corporate Naming Policy.

### **1. Definitions**

- 1.1 Applicant means an organization, community league, Town Council, the development industry, civic department or member of the public.
- 1.2 Council means the Council of the Town of Strathmore, in the Province of Alberta.
- 1.3 Community Association means a group of people organized to represent the area in which they live.
- 1.4 Existing Road means a developed road owned by the Town of Strathmore and used as a public road.
- 1.5 Honorary Naming means allowing a name for a street without actually changing the official civic address.
- 1.6 Municipal Facility means any building, structure, or area of land owned by or under the direction and control of the Town of Strathmore including but

not limited to; cemeteries, storm water management facilities, wastewater treatment facilities, water treatment facilities, libraries and civic buildings.

- 1.7 Names Reserve List means a compilation of names maintained by the Planning and Development Department and approved by Council.
- 1.8 Park means an area of land used for active and/or passive recreational activities under the ownership and control of the Town of Strathmore.
- 1.9 Proposed Road means land shown as a proposed road on a Tentative Plan of Subdivision that will be filed or registered in the Land Titles Office.
- 1.10 Town Manager shall mean the manager of the Town of Strathmore or designate as employed by the Town.

## 2. **Responsibilities**

### 2.1. Council

- 2.1.1 To approve amendments to the Names Advisory Committee Bylaw.
- 2.1.2 To approve amendments to the policy for naming roads, parks and municipal facilities.
- 2.1.3 To approve applicant's costs waivers incurred by the Town of Strathmore to rename a road, park or municipal facility. Costs include the design, production, and installation of street blade(s).
- 2.1.4 To approve the applicant's costs waivers incurred by the Town of Strathmore to assign an honorary name to a road. Costs include the design, production and installation of street blade(s).
- 2.1.5 To appoint members to the Names Advisory Committee.
- 2.1.6 To approve or not approve the application for a name.

### 2.2 Naming Advisory Committee

- 2.2.1 To recommend to Council amendments to the Names Advisory Committee Bylaw.
- 2.2.2 To recommend amendments to the Policy for Naming Roads, Parks and Municipal Facilities.

2.2.3 To recommend names to be added to the Names Reserve List.

2.2.4 To recommend to Council names for parks and municipal facilities.

2.2.5 To recommend to Council to the renaming of parks, roads and municipal facilities.

2.2.6 To recommend to Council honorary names for roads;

2.2.7 To strike a sub-committee, upon request of Council, to recommend to Council that a development area, road, park or municipal facility be named for a former Mayor or Councillor.

### 2.3 Applicant

2.3.1 To submit an application to name a park, road or municipal facility.

2.3.2 To submit an application to rename a park, road, or municipal facility.

2.3.3 To submit an application for the honorary naming of a road.

2.3.4 To pay for the costs incurred by the Town of Strathmore to rename a park, road or municipal facility, unless waived by Council. Costs include the design, production and installation of street blade(s); and

2.3.5 To pay for the costs incurred by the Town of Strathmore to assign an honorary name to a road, unless waived by Council. Costs include the design, production and installation of the street blade(s).

## 3. Naming Procedure

3.1 Area of Application – This policy is applicable whenever a name is to be applied to roads, parks, or municipal facilities within the boundaries of the Town of Strathmore.

## 4. Evaluation Process

### 4.1 New Roads & Development Areas

4.1.1 All names for new proposed roads and proposed development areas will be proposed by the Developer and determined by the Planning Department and Council.

### 4.2 Parks

- 4.2.1 A request to name a park is submitted to the Planning and Development Department.
- 4.2.2. The Planning and Development Department will notify the Director of Infrastructure and Community Associations, if any, for comments.
- 4.2.3 The request is forwarded to the Names Advisory Committee for consideration and a recommendation of support/non-support.
- 4.2.4 The Planning and Development Department will notify the applicant, the Director of Infrastructure and the Community Association, if any, of the opportunity to be heard by the Names Advisory Committee prior to a recommendation.
- 4.2.5 A report, prepared by the Planning and Development Department on behalf of the Names Advisory Committee, will be submitted to Council with the recommendation of the Names Advisory Committee.
- 4.2.6 The Planning and Development Department will notify the applicant, Director of Infrastructure and the Community Association, if any, of the opportunity to be heard by Council prior to a decision; and
- 4.2.7 Upon the decision of Council, the Planning and Development Department will notify the applicant, Director of Infrastructure, the Community Association, if any, and the affected departments and agencies.

#### 4.3 Municipal Facilities

- 4.3.1 A request to name a municipal facility is submitted to the Planning and Development Department.
- 4.3.2. The Planning and Development Department will notify the Director of Community Services and Community Associations, if any, for comments;
- 4.3.3 The request is forwarded to the Names Advisory Committee for consideration and a recommendation of support/non-support.
- 4.3.4 The Planning and Development Department will notify the applicant, the Director of Community Services and the Community

Association, if any, of the opportunity to be heard by the Names Advisory Committee prior to a recommendation.

- 4.3.5 A report, prepared by the Planning and Development Department on behalf of the Names Advisory Committee, will be submitted to Council with the recommendation of the Names Advisory Committee.
- 4.3.6 The Planning and Development Department will notify the applicant, Director of Community Services and the Community Association, if any, of the opportunity to be heard by Council prior to a decision; and
- 4.3.7 Upon the decision of Council, the Planning and Development Department will notify the applicant, Director of Community Services and the Community Association, if any, and the affected departments and agencies.

#### 4.4 Rename a Road, Park or Municipal Facility or Honorary Name for a Road

- 4.4.1 A request to rename an existing road, park, municipal facility or honorary name for an existing road is submitted to the Planning and Development Department.
- 4.4.2. The Planning and Development Department will notify the Director of Infrastructure, Director of Community Services and the Community Associations, if any, and affected property owners for comments;
- 4.4.3 The request is forwarded to the Names Advisory Committee for consideration and a recommendation of support/non-support.
- 4.4.4 The Planning and Development Department will notify the applicant, the Director of Infrastructure, Director of Community Services, Community Association, if any, and affected property owners of the opportunity to be heard by the Names Advisory Committee prior to a recommendation.
- 4.4.5 A report, prepared by the Planning and Development Department on behalf of the Names Advisory Committee, will be submitted to Council with the recommendation of the Names Advisory Committee.
- 4.4.6 The Planning and Development Department will notify the applicant, Director of Infrastructure, Director of Community Services,

Community Association, if any, and the affected property owners of the opportunity to be heard by Council prior to a decision; and

- 4.4.7 Upon the decision of Council, the Planning and Development Department will notify the applicant, the Director of Infrastructure, Director of Community Services, Community Association, if any, affected property owners and the affected departments and agencies.

**5. General Criteria for Names to be Assigned to a Development Areas, Road, Park or Municipal Facility**

**5.1 General**

- 5.1.1 The name of a person, event, thing or feature shall be selected from the “Names Reserve List”.
- 5.1.2. Subject to subsection 5.1.1. preference will be assigned to those names that have been on the “Names Reserve List” the longest and have not been selected, whenever possible.
- 5.1.3 Notwithstanding subsection 5.1.1. and 5.1.2, the name of the person not identified on the “Names Reserve List” may be assigned to a road, park or municipal facility when unique or extenuating circumstances warrant, providing the name of the person complies with the criteria for honouring a person.
- 5.1.4 The name, other than a person, may have a historical significance to Strathmore or reflect early pioneers and pioneering groups who settled in Strathmore and the surrounding area.
- 5.1.5. The name, other than a person, may pertain to a geographical or topographical feature of the area, establishing a theme for a development area or neighbourhood; and
- 5.1.6 The name, other than a person, may pertain to the flora and fauna of the area, establishing a theme for a development area or neighbourhood.

**5.2 Development Area**

5.2.1 In the event that a theme is assigned to a development area, the name of the neighbourhoods within the development area shall be associated with the theme.

5.2.2 The marketing name of a neighbourhood shall not be similar as the official municipal name previously assigned to another neighbourhood in the Town of Strathmore.

### 5.3 Roads

5.3.1 When a road is applied, the planning and Development Department shall be responsible for assigning the appropriate suffix according to the following:

Avenue	Ave.	A roadway (minor or major) that runs east and west .
Bay	Bay	An eyebrow, minor roadway usually from a local or minor collector and has no intersecting roadways other than service lanes .
Bend		Applied to road adjacent or near to the curved part of a moving body of water (river, stream, creek, etc.).
Boulevard	Blvd.	A primary collector or arterial roadway linking with another primary collector or arterial or with access from a highway or expressway, no structures or lots have direct access (driveways) to the roadway although they may front onto the roadway – same as a Trail.
Byway		Applied to a little traveled side road.
Cape	Cp.	A short minor roadway ending in a cul de sac and has no intersecting roadways other than service lanes: same as a place, usually applies to water feature lots.
Centre	Ctr.	Applied to Centre Street and Centre Avenue.
Circle	Cir.	A collector or primary collector spine roadway with access from the same or two arterials and can continue on both sides of the arterial – same as a Drive or Road.
Circuit		Applied to a road, which follows a course around a periphery.

Close	Cl.	A “P” shaped or racquet shaped minor roadway and has no intersecting roadways other than service lanes.
Common	Cm.	A “P” shaped, or cul de sac or racquet shaped minor roadway.
Court	Crt.	A short minor roadway with driving lanes usually separated with a median or green space and ending in a turn around and has no intersecting roadways other than service lanes.
Cove		Applied to a cul-de-sac near water.
Crescent	Cres.	Applied to a “U” shaped minor roadway with two accesses on the same roadway, usually a collector.
Crossing		Applied to a road, which crosses a geographical feature, a place where a railroad track crosses a roadway.
Dale		Applied to a road located in a valley.
Dell		Applied to a road located in a valley, especially if surrounded by trees and woods.
Diversion	Divers.	Applied to a road, which deviates from a standard or regular course.
Drive	Dr.	A collector or primary collector spine roadway with two access points from the same or two arterials and can continue on both sides of the arterial – same as a Circle or Road – e.g. linkage may be via a Gate.
End		Applied to a road, which lies at the terminal point of something.
Esplanade	Espl.	Applied to a level, open road or pedestrian walk along a shore.
Expressway	Expy.	Applied to a high-speed, divided road with grade separations at important intersections with other roadways.



Extension	Exten.	Applied to a road, which forms a distinct continuation of another roadway.
Gate	Ga.	A short roadway providing access to a subdivision area from a major collector connecting to an internal community roadway system such as Drives, Crescents or Commons.
Green	Gr.	A “P” shaped, or cul de sac or racquet shaped minor roadway and is adjacent to or forms the perimeter road of an open space.
Grove	Gv.	A minor roadway that usually traverses through a tree belt or is serving a subdivision that will have tree lined boulevards and medians.
Heath	He.	A “P” shaped, or cul-de-sac, or racquet shaped minor roadway adjacent to or embraces an open space.
Heights	Hs.	Applied to roadways that take advantage of hills or escarpments.
Highway	Hwy.	Refers to a major provincial roadway with no or limited access.
Hill		Applied to a minor road located on lands with a noticeable slope.
Hollow		Applied to a road in a small valley or basin.
Landing		Applied to a cul-de-sac generally located near water.
Lane		Applied to narrow road, often private.
Link	Lkout.	A short minor roadway linking two roadways or two subdivision cells.
Lookout		Applied to an elevated road affording a wide view for observation.
Loop		Applied to a road which forms a closed or partly open curve.

Parade		Applied to a road adjacent to a place for strolling.
Place	Pl.	A short minor roadway ending in a cul de sac and has no intersecting roadways other than service lanes.
Promenade	Prom.	Applied to a road adjacent to a public place for strolling.
Point	Pt.	Applied to a cul-de-sac generally located near water or located on an area overlooking a ravine or valley.
Ridge		Applied to a road near or through a range of hills or mountains.
Rise		Applied to a minor road which has a noticeable slope throughout most of its length.
Road	Rd.	A collector or primary collector spine roadway with two access point from the same or two arterials and can continue on both sides of the arterial – same as Circle or Drive.
Row		Applied to a road dominated by a specific kind of enterprise or occupancy.
Run		Applied to a road adjacent to or near a natural area (originally meant a path used by animals).
Square	Sq.	A minor roadway that perimeters or embraces an open space.
Street	St.	A roadway (minor or major) that runs north and south.
Terrace	Terr.	Applied to a road adjacent to a row of houses or apartments on raised ground.
Trail	Tr.	A primary collector or arterial roadway linking with another primary collector or arterial or with access from a highway or expressway, usually no structures or lots have direct access (driveways) to the roadway although they may front onto the roadway – same as a Boulevard.
View		Applied to a minor road located on lands with a noticeable slope and offers a “view”.

Vista	Applied to a road with a distant view through an opening or along the roadway.
Walk	Applied to pedestrian walkways
Way	Applied to a minor road, which may change direction
Wynd	Applied to a very narrow street

5.3.2 The suffixes and definitions are not exhaustive and discretion can be exercised in the event the above do not apply in an appropriate manner.

#### 5.4 Parks

5.4.1 Parks shall be named after a geographical designation, a historical name, organizations, the name of a person or the development area.

5.4.2 The suffix “park” shall be assigned to the name of the park.

#### 5.5 Municipal Facilities

5.5.1 Cemeteries, civic buildings, leisure centres (ice arenas and swimming pools), public libraries, service yards, sewage treatment plants, and water treatment plants may be named after the neighbourhood in which they are located, a geographical designation, an organization, a historical name or the name of a person.

5.5.2 Storm water management facilities (wet) shall have the prefix or suffix “lake” or “pond” and shall be named after the park where it is situated or adjacent, the neighbourhood in which it is located or after the theme of the area; and

5.5.3 The naming of halls, rooms, or other facilities within a municipal facility included in this policy.

### 6. Names Reserve List

6.1 Names to be honoured and recognized may be submitted by organizations, community leagues, Town Council, civic departments, and the public at large to the Planning and Development Department.

- 6.2 The Town of Strathmore encourages that the names to be honoured reflect the cultural and ethnic diversity of the community.
- 6.3 The person must meet at least one of the following criteria:
  - 6.3.1 a person who demonstrates excellence, courage or exceptional dedication to service in ways that bring special credit to the Town of Strathmore, Province of Alberta or Canada;
  - 6.3.2 a person who volunteers and gives extraordinary help or care to individuals, families or groups, or supports community services or humanitarian causes;
  - 6.3.3 a person who fosters equality and reduces discrimination;
  - 6.3.4 a person who risks their life to save or protect others; or
  - 6.3.5 a person who achieves a deed or activity performed in an outstanding professional manner or of an uncommonly high standard that brings considerable benefit or great honour to the Town of Strathmore, Province of Alberta or Canada.
- 6.4 The request is forwarded to the Names Advisory Committee for consideration and a recommendation of support/non-support.
- 6.5 The Planning and Development Department will notify the applicant of the opportunity to be heard by the Names Advisory Committee prior to a recommendation.
- 6.6 A report, prepared by the Planning and Development Department on behalf of the Names Advisory Committee, will be submitted to Council with the recommendation of the Names Advisory Committee.
- 6.7 The Planning and Development Department will notify the applicant of the opportunity to be heard by Council prior to a decision; and
- 6.8 Upon the decision of Council, the Planning and Development Department will notify the applicant and in the event that the name is approved, the name will be placed on the Names Reserve List.

7. **End of Policy**