

April 25, 2022

Hello,

While the City of Brampton has a process to add street names to the approved list, it lacks a way to ensure that those names be used. With finite land, the window to actually make sure that the honours “make it onto the map” are increasingly limited.

In the Town of Caledon, the first two new roads in a subdivision plan must be drawn from the reverse list, and specifically drawn from categories their council identified as important. Given the fact that the approved list includes 568 names approved for use in Brampton, I would ask that Council consider adopting this measure, with an adaptation.

I would also ask that Council require developers to submit an explanation of any street names they introduce, names not already on the approved list. While reports such as “Staff Report re: Asset Naming – Various Street and Park Naming Requests” track requests from the public and council, I’m not aware of similar documentation for names from developers. I would ask that these documents either be classified as permanent (meaning that the City would maintain them forever) or marked as archival (meaning that the Region of Peel Archives would maintain them forever), whichever classification staff prefers.

Developers may complain that this hurts their marketability. In such an inflated housing market, in such a central and desirable city as Brampton, that argument doesn’t hold weight.

Proposed amendments to the street naming policy follow.

Regards,

Nick Moreau

Resident, Wards 1 & 5

Requiring use of the existing Approved street names list

The Peel Street Names database, available online, currently lists 568 approved or proposed street names. Most have been on the list for a decade, some for two decades.

Given a choice between using relevant names, and naming all the streets in a neighbourhood after the car brands like El Camino, Buick, Charger, and Roadmaster, developers will choose the latter. Brampton has two neighbourhoods where streets are all named for mountain ranges.

In the Town of Caledon, if you submit a subdivision plan with at least one new street, that street must be chosen from their “heritage” list, which consists of locally significant names of the distant and recent past. If you submit a subdivision plan with two new streets, the second must be named for a local veteran. Only if you submit a plan with three or more new streets do you get to start choosing random names.

I propose a similar system:

- The first new street in a subdivision must be named for a Brampton person, as found on the approved street names list.
 - Both women and diverse names are under-represented in current street names.
As such, use of a person’s name from either is worth two points.
- The second new street in a subdivision must also be selected from the approved names list. It must be either a geography term (Inlet, Forest...), a plant or an animal found locally (Woodpecker, Trout Lily, and Swan, Horned Grebe...), or a reference to international cultures or geography.
- If neither the first or second new streets are representative of diversity, then the third street must be. If the first or second street is representative, then developers can choose any other name from the approved list.
- Only if a subdivision plan adds four or more streets does the developer get to invent new names, not already found on the approved street names list.

Documentation of street name origins, when created by developers

Currently, developers seemingly don't have to justify or explain the source of their street names. They simply submit a list to the Peel Street Names Committee, see which ones pass the technical tests (spelling, pronunciation, character limits, etc.) and apply a selection to their development.

In the area of Conestoga and Wexford, for example, is Jay named for the bird, or a person? Who are Donna and Ebby? Is Colchester a reference to the community in Nova Scotia or the United Kingdom, and is it just a name, or is there a greater significance?

While names submitted by the public undergo scrutiny by the public, and by council, names proposed by developers have less regulation. While this often works out, the proposed street renamings in the staff report serve as evidence that this isn't always so.

I propose that developers must submit a brief justification of any street name not found on the Peel Street Names list as Approved.

Having such documentation on the books might encourage them to think about the long-term implications of their choices, that something they're using as a marketing gimmick has a decades or centuries long "tail." Sober second thought might save future councils and staff from the process of renamings.