



## City Policy & Procedure

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**Title:** Street Naming Policy & Procedure  
**Policy:** 1003  
**Covers:** Street Naming within the City of Brandon  
**Effective:** November 1, 2019  
**Revised:** October 7, 2019

### Purpose

- To define the limits of the various sectors within the limits of the City of Brandon
- To recommend a theme or themes to be used for street names within the various sectors and/or subdivisions of the City
- To recommend street names within each subdivision, in accordance with the general theme assigned to various sectors of the City
- To determine for each type of street the proper definition, (i.e. Bay, Avenue, Drive, Street, Lane, etc.)
- To review street names currently in use for public, as well as private streets in an attempt to avoid duplication and confusion
- To review applications for Honourary Street Naming within the City
- To maintain the Street Name Registry that may be used in the future by developers and City Administration in the naming of streets

*\*Where there is any conflict or inconsistency between the policies and procedures adopted by the City of Brandon and the terms of a Collective Agreement entered into and adopted by the City of Brandon, and/or the provisions contained within a statute or regulation of the Government of Canada and/or the Province of Manitoba and/or a by-law of the City of Brandon, the Collective Agreement or the Federal or Provincial statute or regulation or by-law of the City of Brandon shall supersede such policies or procedures adopted by the City of Brandon.*

\*Professionalism \*Respect \*Integrity \*Diversity \*Excellence

## Definitions

**City** means the area incorporated and known as the City of Brandon.

**Council** means the duly elected Council of the City of Brandon.

**Development Services Division** means the Development Services Division of the City of Brandon.

**Highway** means a designated or declared provincial highway, and/or street allowances and streets dedicated to the public use of highways under The Municipal Act or any other Act of Legislature.

**Honourary Street Name** means a temporary, unofficial street name assigned to all or part of a street.

**Honourary Street Sign Topper** means a temporary decorative sign containing an Honourary Street Name.

**Municipal Street** means all right-of-ways within the boundaries of the City.

**Property Administration Section** means the Property Administration Section of the Development Services Division of the City of Brandon.

**Sector** means an area of the City comprised of a large subdivision or a group of subdivisions that has an established theme which has been approved by Council.

**Subdivision** means a division of a single parcel of land into smaller parcels (lots) by submitting a plan describing the division, and obtaining the final approval of the Brandon and Area Planning District (BAPD).

## 1.0 Policy Statement

1.1 In the process for the approval of street names the following shall be adhered to:

- 1.1.1 That the City reserves its right to rename any street, including duplicate street names, in the interest of public safety.
- 1.1.2 That the selection of a street name should generally be in reference to groups, places, people, events, and matters/objects related to the area, the City and its citizens.
- 1.1.3 That the owner/developer/applicant shall give special consideration to names in the City's Street Name Registry, especially those of indigenous descent to further truth and reconciliation.
- 1.1.4 That names of living persons or companies used for the purpose of advertising shall not be permitted.

- 1.1.5 That there shall be no use of awkward, corrupt, discriminatory, or derogatory names, in regard to race, sex, colour, creed, political affiliation, or other social factors.
- 1.1.6 That the Street Naming Policy shall apply to both public and private roadways, including condominium roadways, where names are deemed necessary by the General Manager of Development Services.
- 1.1.7 That the Property Administration Section shall review names on all new City streets, which names shall appear on the provisional plan of subdivision submitted to the City's Development Services Division for consideration.
- 1.1.8 That the City shall not be responsible or liable for any costs to the land owner(s) associated with the street name changes.
- 1.1.9 That requests from City Departments and/or other agencies with respect to changing street names shall be considered in the interest of public safety.
- 1.1.10 That there shall be no re-use of former/discontinued street names.

## **2.0 Responsibilities**

- 2.1 The responsibilities for new street names shall include, but not be limited to the following:
  - 2.1.1 The owner/developer/applicant shall obtain a copy of suggested "Subdivision Themes and Street Names", and the "Street Naming Policy" from the Development Services Division.
  - 2.1.2 The owner/developer/applicant shall submit a written list of proposed street names, their locations shown on a copy of the proposed plan of subdivision, and background information on the proposed names to the Development Services Division who will forward the proposed names to the Planning Commission for review and recommendation to City Council.
  - 2.1.3 The proposed names will be reviewed by the Planning Commission to determine whether the development is a continuation of an existing theme, or the creation of a new theme with special consideration to local groups, places, people, events, and matters/objects related to the area, the City and its citizens, the Province and/or Canada.
  - 2.1.4 If the proposed names are approved by City Council, the Development Services Division will add the proposed street names to the City's list of reserved/held street name directory for use by the proponent of the names on the proposed plan of subdivision. The owner/developer/applicant shall be required to show the approved names on their plan of subdivision prior to registration in the Brandon Land Titles Office.

- 2.1.5 If the proposed names are not acceptable to City Council due to restrictions as indicated in this policy document, the owner/developer/applicant shall be required to submit alternative names.
  - 2.1.6 If the owner/developer/applicant is not subdividing the land, the proposed street name(s) shall be reviewed by the Planning Commission and subsequently approved by Council through a by-law which will be registered in the Brandon Land Titles Office.
  - 2.1.7 It is the responsibility of the owner/developer/applicant to work in conjunction with the City's Operational Services Division to install street name signs for their development.
  - 2.1.8 If a resident has a suggestion for a street name, a written letter can be submitted to the Development Services Division with the proposed name and a brief background. The Planning Commission will then review the submission, and if acceptable, the Development Services Division will add it to the Street Names Registry for possible future use.
- 2.2 City Council shall:
- 2.2.1 Consider all reports and recommendations submitted by City Administration and when appropriate, pass a resolution concerning the recommendation.
  - 2.2.2 Pass by-laws naming streets within the City in accordance with the provisions of The Municipal Act.
  - 2.2.3 Approve the naming of streets included in plans of subdivision.

### **3.0 Procedures**

- 3.1 New street names shall conform to the following guidelines:
- 3.1.1 Proposed street name(s) shall be reviewed to avoid street name duplication on a city-wide basis, including duplication with abutting municipalities, or which sound similar or have similar spelling or have similar pronunciation.
  - 3.1.2 New subdivisions shall have a theme for street names within the development and new street names shall be consistent with this theme.
  - 3.1.3 Subdivision themes and suggested street names shall be kept on a list for future use, if needed or requested by the owner/developer/applicant. These names are to be pre-approved by the Planning Commission.
  - 3.1.4 Names suggested shall not have more than two words with the use of Special Characters, such as hyphens, apostrophes, or dashes.

3.1.5 The person after whom a street is named must be at least one of the following:

- i. a person who demonstrates excellence, courage or exceptional dedication to service in ways that bring special credit to the City
- ii. a person who volunteers and gives extraordinary help or care to individuals, families or groups, or supports community services or humanitarian causes
- iii. a person who fosters equality and reduces discrimination
- iv. a person who risks his or her life to save or protect others
- iv. 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 honor to the City; or
- v. a former Mayor or City Councillor of the City

3.1.6 Substantiation is required if there is any, (i.e. Historical and/or Personal significance for a person's last name).

3.1.7 Street extensions shall continue with the existing street names and shall not change at an intersection, curve, or some other point.

3.1.8 New streets shall use the approved street suffixes as defined in this policy, which best suit the type of street being developed.

3.1.9 No new street shall begin with the use of "Old" or "New" as a base name.

3.1.10 No abbreviations, suffixes, or a single letter of the alphabet shall be used as a base name in the naming of streets.

3.1.11 Names shall be easily recognizable, readable and spellable.

3.1.12 A street name which is assigned to a street which is not constructed as a through street due to intervening land over which the street extension has been planned, may be continued for the separate portions of the planned through street.

### 3.2 Street Re-Naming Procedures:

3.2.1 Duplication of a street name occurs when there are two or more unconnected portions of a street with the same name within the City.

3.2.2 Consideration to rename a street shall only be given when renaming would provide a general improvement to the City's administration of essential services and in the interest of public safety.

3.2.3 In the case of a name change, the applicant shall submit a petition in support of the change to the City with the names, addresses and signatures of all

residents who reside on or own property that fronts on or is adjacent to the subject street.

- 3.2.4 The proposed new street name will be reviewed by the Planning Commission, and subsequently approved by Council by by-law after which the required document will be registered in the Brandon Land Titles Office.
- 3.2.5 When considering renaming a public street or private road, the Development Services Division shall choose a solution that addresses public safety concerns and shall also have regard for the following:
  - i. the potential confusion created for emergency and other municipal services, commercial delivery services, and the traveling public by renaming the street
  - ii. the number of residential units affected and potential costs to residents\owners
  - iii. the number and type of businesses affected and potential costs to owners\ occupiers
  - iv. the costs of replacing street and traffic signs
  - v. the historical significance, if any, of the existing street name
- 3.2.6 All resident(s) shall bear their own costs for address change notifications when the change of a street name is petitioned by the resident(s).
- 3.2.7 When the City determines a name change will provide a general improvement to the City's administration of essential services and in the interest of public safety, costs for street name changes shall be borne by the City.

### 3.3 Honourary Street Name Procedures:

- 3.3.1 Honourary Street Name requests can be applied for by the applicant by submitting a written request of a proposed temporary street name, the location, and background information to the Development Services Division.
- 3.3.2. Honourary Street Names must portray a strong positive image and have historical, cultural, indigenous and/or social significance and contributions to the community, the City, the Province of Manitoba or Canada and must follow the criteria outlined in 3.1.5 herein.
- 3.3.3 The Development Services Division will bring forward the proposed name to the Planning Commission for approval and provide the recommendation to City Council.
- 3.3.4 Once approved, an Honourary Street Sign Topper can be installed at the approved location for a five (5) year period. Upon expiry, the applicant may re-apply for the sign to remain or it can be removed and retained by the applicant.

- 3.3.5 All costs associated with an Honourary Street Name applications and signage are borne by the applicant as outlined in the City Council adopted Fee Schedule.
- 3.3.6 All costs associated with indigenous Honourary Street Name applications and signage will be waived to encourage use. 3.3.7 Honourary Street Name Toppers are to be of a standard design selected by the City of Brandon.

#### **4.0 Related Legislation/Policies/Procedure**

- 4.1 In accordance with Section 232 (1) (d) of The Municipal Act, City Council may pass bylaws for assigning street names to municipal streets located within the jurisdiction of the City.
- 4.2 In addition to such names being established by by-law, a municipal street within the limits of the City may be named in a Plan of Subdivision which establishes a new highway pursuant to The Planning Act.
- 4.3 No by-law or Plan of Subdivision establishing or altering the name of a municipal street has any force or effect unless either is registered in the Brandon Land Titles Office.

#### **Attachments**

- 1) Street Name Suffixes
- 2) Street Name Registry

Revision Date: November 2, 2019      Issued By:      Development Services Division  
Property Administration

Authorized By:      City Council  
Motion No. 419  
(October 21, 19)

## Street Name Suffixes

**“Avenue”** means a street which runs in the East and West direction and is longer than three hundred and five (305) meters (1000 feet) in length.

**“Bay”** means a street that is generally “U” shaped and joins two separate streets, or the same street, (similar to Circle or Loop)

**“Boulevard”** means a wide street, usually having a median or promenade and lined with trees.

**“Circle or Loop”** means a secondary street that begins and circles back to terminate on the same street, including semicircular streets or closed loops, (similar to Bay).

**“Close”** means a street closed at one end.

**“Court”** means a permanently closed street such as a cul-de-sac which is less than three hundred and five (305) meters (1000 feet) in length.

**“Cove”** means a street which resembles a small sheltered inlet or bay.

**“Crescent”** means a crescent shaped street which terminates at points and continues through to other right-of-ways, usually longer than three hundred and five (305) meters (1000 feet) in length.

**“Cul-De-Sac”** means a street or an ally, open at one end only, and having a large, rounded, closed end to facilitate turning movements (U-turns).

**“Drive”** means a winding thoroughfare which continues through to other right-of-ways, including a diagonal, curvilinear, and curving street longer than three hundred and five (305) meters (1000 feet) in length.

**“Gardens”** means a development consisting of two or more structures, surrounded by an abundance of lawns, plants, flowers, etc. giving a garden-like atmosphere.

**“Key”** means a street which resembles a low island or reef.

**“Landing or Point”** means a street such as a cul-de-sac generally near water, or located on an area overlooking a ravine or a valley.

**“Lane”** means a reduced right-of-way branching from courts, places, or ways, less than three hundred and five (305) meters (1000 feet) in length.

**“Loop or Circle”** means a secondary street that begins and circles back to terminate on the same street, including semicircular streets or closed loops, (similar to Bay).



**“Parkway”** means an unusually wide thoroughfare in residential sections divided by a landscaped center island.

**“Place”** means a cul-de-sac or permanently dead-end street.

**“Point or Landing”** means a street such as a cul-de-sac generally near water, or located on an area overlooking a ravine or a valley.

**“Road”** means a thoroughfare that is frequently used, has heavy traffic volumes and runs in any direction for more than three hundred and five (305) meters (1000 feet) in length.

**“Square”** means a widening of a street that creates an island between the extreme boundaries of the street. An open place or area formed at the meeting of two or more streets.

**“Street”** means a street which runs in a North and South direction and is more than three hundred and five (305) meters (1000 feet) in length.

**“Trail”** means a street which is a major transportation arterial which spans more than one area of the City.

**“Way”** means a narrow street or highway, generally a street with a hard surface width of twelve (12) meters (39.3 feet) or less

Suggested Street Names	History
Businesses	
Beaubier	1902-Beaubier Hotel, 7 <sup>th</sup> & Princess
Bertrand	started confectionary store in 1891, wife was entertainer
Birtles	one of the first butchers in the City, shop on Rosser
Combs & Stewart	Owned first store in Brandon. Carried their building in sections to the river and brought it up the river to locate in Brandon from Grand Valley.
Corness	Early ice cream parlor owned and car salesman. Mrs. and daughter operated a novelty shop at Clear Lake.
Crozier	Hotel
Doig	early clothing store
Donaldson	a family of pioneer butchers, established Brandon Packers.
Egilsson	Coal and wood dealers; Egill Egilsson & Ari Egilsson (brothers), Albert & Ari (sons of Egill)
Evans	John Evans: president of Brandon College; Zekeiel Evans: owned and operated the first private bank in Bdn
Harden (Hardin)	early English gardener in north end, operated a flower shop, active in Horticultural Society
Haslam	milk delivery business in 1920, coal delivery business
Hutton	conducted a floral business at 235-18 <sup>th</sup> St since 1904
Johnston	early hardware
Kirkland	hotel operator
Mansoff	Fred Mansoff, owned first nursery (Patmore's). Son Fred started Mansoff Welding in 1926@ 29-3 <sup>rd</sup> Street - grandson operates it to date.
Maxwell	established grist mill which expanded in 1880 into Western Canada Flour Mills and shipped flour to Europe. Creator of Purity Flour
Muir	Clerked the first grocery store in Brandon with Combs & Stewart, then operated his own grocery business
Quinn	Owned and operated the first bake shop in 1882
Rankin	early clothing store

Rea	flour and feedstore owner
Reesor	1892 jeweller
Relf	Relf Plumbing & Heating, daughter managed North Hill Inn Complex, designed North Hill Golf Course
Robertson	early clothing store
Smart	bookstore
Unicume	storage company
Vacarri	operated a man's made-to-measure business. World recognized authority of Japanese language to non-oriented countries. Used by the secret service of Great Britain.
Waddell	owner of Waddell's Children Wear until 1977
Woodley (Woodsley exists)	Woodley's Meat Shop late 1800's
Yaegar	owner of store
Zink	pioneer shoe store owner

Suggested Street Names	History
<b>Professionals</b>	
Adolph	early lawyer
Bigelow	outstanding surgeon and family doctor
Bradford	cabinet maker, lay preacher and a concerned community servant
Brooks (Brookwood exists)	his teams hauled loads of gravel for the foundations of many Brandon buildings
**Burchill	Jason Burchill, butcher. Alderman 1906. Reigning meat merchant 1884-1923. Cattle dealer-took cattle to Yukon in the Gold Rush
**Burton	Postal carrier, World War 1 veteran, helped construct dam at Minnedosa
Carter (Carleton & Cater exist)	his teams hauled loads of gravel for the foundations of many Brandon buildings

Condell	CPR driver in early 1900's. District coroner for over 30 years. Mrs. was very active in Women's Hospital Aid
Dunlop (Dunlap)	worked as a boy in "Horner's Busy Corner", became a school inspector
Edmison	local doctor, independent MLA in 1922
Forbes	his teams hauled loads of gravel for the foundations of many Brandon buildings
Foster	was a private detective from 1886 to 1940's
Jeffrey	magistrate
Jiggins	Employee of B.G.H. who donated potatoes from his garden for hospital use during the depression
**Kilgour	Prominent lawyer, served on School Board. Mrs. was active in community affairs
Koester	Charles was early tinsmith, Harry was the first Ferry operator in Brandon
Lawson	First methodist minister in Brandon, son was first boy to be born in Brandon. He also performed the first marriage ceremony and the first burial in Brandon
Lee	first harness maker in Grand Valley. Daughter Kitty was a noted soloist
Magee	original fire brigade member, early transfer bus operator
Matheson	doctor, lawyer and magistrate
McMurachy	a farmer whose seeing and saving of unruined heads of wheat lead to the development of Selkirk by Experimental Farm Researchers
McPhail	helped build the CPR railway to Banff, 1915 became Superintendent of BMHC, planted evergreens on 1 <sup>st</sup> St
Orchard	hardware
Payne	prosperous hotel businessman. Owned the first motor car in Brandon
Petrick	early market gardeners at north end of 1 <sup>st</sup> St bridge
Purden	Flour and feed, daughters were prominent city workers
Quigley	barber
Roberts	businessman in real estate and insurance
Rosenman	auctioneer
Rust	Prominent businessman and community worker

Sandison	Brandon first large farmer operating 2800 acres by 1890
**Sedran	Marble maker, brick layer and roper slicer. Laid the bricks on Rosser Ave, maker of marble crucifix's in Brandon cemetery. City fireman.
Shier	Senior District Planner in Brandon for 35 years
Shrives	Parks Board Superintendent, during his time many parks and boulevards were planned
Skinner	his teams hauled loads of gravel for the foundations of many Brandon buildings
Smith	ran a large sale barn at 5 <sup>th</sup> & Princess
Stinson	first white women to come to Brandon. She cooked for the surveyors who staked out Section 23, the beginning of the City property.
Tackaberry	Originator of Tackaberry Hockey Boots which became famous throughout Canada and were sold in 23 different countries. The patent was sold to CCM and are still on the market.
Tinline	Superintendent, Experimental Farm
Town	Painter and decorator when Prince Edward Hotel was built in 1912.
Warren	Caretaker of the CDI. Gave valuable advice to many boys who otherwise may have gone astray.
Woodworth	Brandon Provincial member 1882, owned a large amount of land where Rideau Park now stands, first of two settlers.

Suggested Street Names	History
Education	
Beveridge	academy associate and co-founder of the Wheat City business college
Evans	John Evans; president of Brandon College; Zekeiel Evans; owned and operated the first private bank in Bdn
Hooper	first women in the history of the University of MB to prepare herself as a candidate for a B.A. degree
Irwin	Teacher

**Kilgour	prominent lawyer, served on School Board. Mrs. was active in community affairs
Kirkness	native athlete, football player for Indian School team in 1900's
Lamont	first teacher in Brandon
McDougall	principal of Brandon College 1907-1922
McKee	first principal of Brandon College
Parkinson	first principal of King George School. First women president of the Manitoba Teachers Society
**Sutherland	William (Bill) Sutherland was on Brandon School Board and Kiwanis Club; son Glen Sutherland was Chair of Brandon School Board, helped raise money for Keystone Centre and Brandon University, was in army
Trotter	horse dealer 1897
Tullichewan	Organized church women's group, the Council of Women, V.O.N. and Y.W.C.A. Helped get manual training and economics into the school program.

Suggested Street Names	History
Mayor/City Council/City Employee	
Boreski (Boreskie)	City Council 1938-1964
Borotsik	Immigrated from Ukraine in 1905, City employee. Rick served as Mayor from 1992-1998.
**Burchill	Jason Burchill, butcher. Alderman 1906. Reigning meat merchant 1884-1923. Cattle dealer-took cattle to Yukon in the Gold Rush
Burneski	City Council 1944-1969, Prop. Dominion Tire & Radio
Coldwell	Alderman 1888-1907. Lawyer by profession. In 1907 became MLA and made Minister of Education for MB and Provincial Secretary.
Curran	Alderman 1888-1907, 1917-1925, 1927-1928, served on park's board, Curran Park had been named after him, manager of Brandon Hardware Co. Ltd.
Everett	Chief Constable of Brandon Police Dept from 1926-1947

Hall	Reeve of Whitehead 1893 and Mayor of Brandon 1903-1904
Harwood	City Administrator and Realtor 1937
Londry	Frank worked for City for 20 years, community volunteer, crafted old City Hall in aquarium stone which was donated to the City
Schnieder	City employee, built the sewer line on Victoria Avenue. Later worked at Experimental Farm, finished at a shoe repair business
Schultz	doctor, Mayor 1956-1957
**Sedran	Marble maker, brick layer and roper slicer. Laid the bricks on Rosser Ave, maker of marble crucifix's in Brandon cemetery. City fireman.
Shewan	Member of the Board of Trade 1902, City Councillor 1919-1920. Store clerk to partner in a large ready to wear clothing store (Nation & Shewan).
Shopka	Employee with the City laying sewer lines, later, as no records were kept he would help locate lines he built
Shillinglaw	early (1897) City Engineer and architect of many buildings. Laid plans for the first overhead bridge at 1 <sup>st</sup> Street. Alderman 1913-1915
Strome	1896 mercantile merchant, City Council 1894-1904
Veale	Alderman 1950-1956 and postal worker

Suggested Street Names	History
<b>Street Names Committee</b>	
Chinook	St. Name Committee meeting held Jan 29/75.
Hercules	St. Name Committee meeting held Jan 29/75.
Macoum	St. Name Committee meeting held Jan 29/75.
Manitou	St. Name Committee meeting held Jan 29/75.
Marcus	St. Name Committee meeting held Jan 29/75.
Napayo	St. Name Committee meeting held Jan 29/75.
Norquay	St. Name Committee meeting held Jan 29/75.
Pelissier	St. Name Committee meeting held Jan 29/75.
Pitic	St. Name Committee meeting held Jan 29/75.

Rasner	St. Name Committee meeting held Jan 29/75.
Selkirk	St. Name Committee meeting held Jan 29/75.
Thatcher	St. Name Committee meeting held Jan 29/75.

Suggested Street Names	History
<b>War Veterans</b>	
**Burton	postal carrier, World War 1 veteran, helped construct dam at Minnedosa
McLaren	War Days 1918
Oliver	Sgt. G.J. (George) Oliver, one of the most decorated soldiers of the First World War, medals donated to RCA Museum at Shilo
**Sutherland	William (Bill) Sutherland was on Brandon School Board and Kiwanis Club; son Glen Sutherland was Chair of Brandon School Board, helped raise money for Keystone Centre and Brandon University, was in army

Suggested Street Names	History
<b>Miscellaneous</b>	
Adamson (adams exists)	first two settlers, owner of land near St. Augustine Church area.
Bracken	
Brown	died in first of Olympic Café
Campbell	
Diefenbaker	
Downing	
Forsyth	early residents of Brandon, noted curlers
Heise	
Hinners	
Jubilee	Proposed change for 18 <sup>th</sup> St N by Mel Wolfe
Keeper	
Kilbert	



King	
Knox	
Kullberg	
MacKenzie	
Mathews	
Meighen	
McClung	
Orchid	Yellow and Dwarf White orchid's were located in Brandon's Green Acres
Queen Elizabeth	Proposed change for 18 <sup>th</sup> St N by Mel Wolfe
Roblin (Robin exists)	
Roseberry	
Scott	

*\*\* represents a duplication of the name within the categories*