

Staff Report



To	General Committee
Subject	Municipal Names Registry – Additional Name
Date	December 10, 2025
Ward	All
From	M. Banfield, RPP, Executive Director of Development Services
Executive Member Approval	M. Banfield, RPP, Executive Director of Development Services
CAO Approval	M. Prowse, Chief Administrative Officer
Staff Report #	DEV045-25

Recommendation(s):

1. That the following proposed name, as identified in Appendix A to Staff Report DEV045-25, be approved and added to the City's Municipal Names Registry:
 - a) Midnight

Executive Summary:

The purpose of this report is to recommend a name to be added to the Municipal Names Registry list. This name is intended to be used for a private street in a future planned development within the City.

Key Findings:

Maintaining the Municipal Names Registry, with names approved by Council, facilitates the process for assigning names to streets and municipal assets. Ensuring there are appropriate names available to be used for streets and municipal assets allows the City to effectively foster growth while contributing to a sense of place. Street names are a key component for the addressing process intended to provide a unique municipal identifier for the properties in the City and to provide municipal services to its residents.

Financial Implications:

There are no financial implications for the Corporation resulting from the proposed recommendation.

Alternatives:

The following alternatives are available for consideration by General Committee:

- Alternative #1 General Committee could reject the recommended motion and request that Planning staff provide a new or revised list of names for the naming of Municipal Assets in future developments.

This alternative is not recommended. The proposed names are consistent with the Council approved Municipal Naming Policy and have been vetted and approved by Emergency Services and surrounding municipalities.

Strategic Plan Alignment:

Affordable Place to Live		Not applicable
Community Safety	X	Street names are a key component for the addressing process that is intended to provide a unique municipal identifier for the properties in the City and to provide emergency services to residents.
Thriving Community		Not applicable
Infrastructure Investments		Not applicable
Responsible Governance	X	Maintaining the Municipal Names Registry, with names approved by Council, facilitates the process for assigning names to streets and municipal assets.

Additional Background Information and Analysis:

The Municipal Naming Policy, updated in January 2016, establishes the processes and criteria for naming, renaming and dedicating Municipal Assets such as streets, parks and facilities as well as including the methods by which the public may provide suggestions and comments.

The Municipal Names Registry is a central repository of all approved names for streets, parks, and other municipal assets. The registry includes qualifying names as suggested by the public and commemorative names.

The application form associated with the proposed name to be added to the Municipal Names Registry can be found in Appendix 'B' - Application Form.

Consultation and Engagement:

The proposed name to be added to the Municipal Names Registry, as provided for in Appendix 'A' to Staff Report DEV045-25 was circulated to appropriate City departments and external stakeholders, including neighbouring municipalities. No concerns have been raised regarding the proposed name.

The proposed name has met the following naming principles, which are from the Council approved Municipal Naming Policy:

- a) Names shall be unique; name duplication and similar sounding or spelled names shall be avoided.
- b) The names give a sense of place, continuity and belonging, and celebrate the distinguishing characteristics and uniqueness of Barrie.
- c) Names may recognize the contributions of organizations such as partnership with or without financial contributions.
- d) The rationale associated with the use of particular names shall be understandable to the majority of Barrie residents.

Environmental and Climate Change Impact Matters:

There are no environmental and/or climate change impact matters related to the recommendation.

Appendices:

Appendix 'A' – Proposed Name Recommended for the Municipal Names Registry

Appendix 'B' – Application Form

Appendix 'C' – Location of Proposed Private Street

Report Author:

O. Sanchez, Planning Services Technical Coordinator, Development
Services - Planning

File #:

D19

Pending #: TMP-35078

Appendix 'A'

Proposed Name Recommended for the Municipal Names Registry

PROPOSED NAME	REASONS FOR CONSIDERATION
Midnight	<p>Midnight Lane - Proposed name to be used on a private street that will provide access to the new rental community development on lands known as 545–565 Big Bay Point Road, 218 Ashford Drive, 207–209 Montgomery Drive & 200–210 Bertha Avenue. As shown on map attached</p> <p>The name “Midnight” is simple, neutral, and clear. Easy for residents, emergency services, and the public to recognize and pronounce.</p> <p>The name acknowledges Midnight Group, a Barrie-based development organization contributing to local housing supply and city-building efforts through multiple mid-rise and rental projects.</p>

Appendix 'B'

Application Form



Municipal Naming Policy

Including Application Forms

Appendix "A" to the Municipal Naming Policy

Naming Application Form

A. NOMINATOR'S INFORMATION	
Name (Individual or Organization): Victor Godinho	
Mailing Address:	
Telephone:	E-mail:
B. INFORMATION CONCERNING THE PROPOSED NAME	
Proposed Name: Midnight Lane	
If the name suggested relates to the commemoration of an individual who is alive, please provide the individual's contact information in the section below. <i>Note: A Commemorative Name may be used only once in the City of Barrie – subsequent requests will be denied.</i>	
Name: _	
Mailing Address: _	
Telephone: _	E-mail: _
Applicable Criteria (select all applicable criteria):	
<input checked="" type="checkbox"/> The nominated name gives a sense of place, continuity, belonging and/or celebrates the distinguishing characteristics and uniqueness of Barrie	
<input type="checkbox"/> The nominated name maintains a long standing local area identification with the residents of Barrie	
<input checked="" type="checkbox"/> The nominated name promotes pride in the City of Barrie, acknowledges local heritage, history and/or recognizes unique features and geography	
<input checked="" type="checkbox"/> The rationale associated with the selection of the nominated would be understandable to the majority of Barrie residents	
<input checked="" type="checkbox"/> The nominated name recognizes the contributions of organizations such as a partnership with or without financial contribution	
<input type="checkbox"/> The nominated individual/family has demonstrated excellence, courage or exceptional service to the citizens of the City of Barrie, the Province of Ontario and/or Canada;	
<input type="checkbox"/> The nominated individual/family has an extraordinary community service record;	

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<input type="checkbox"/>	The nominated individual/family has worked to foster equality and reduce discrimination;
<input type="checkbox"/>	A direct relationship or association existed between the place of residence of or community efforts undertaken by the individual/family and the property, building or element to be named;
<input type="checkbox"/>	The nominated individual has made a significant financial contribution to a park or facility, and the contribution significantly benefits the community that the park or facility serves (i.e., the park or facility may not have otherwise been possible without the financial assistance)
<input type="checkbox"/>	The nominated name has historical significance
C. RATIONALE	
Please describe the rationale for Nomination and attach background information related to criterion chosen, which substantiates all claims made (include copies of newspaper articles, certificates, awards, letters of support or commendation, service records, pictures, etc.	
<p>"Midnight Lane" will form part of a new rental community in Barrie and contributes to creating a recognizable identity and sense of place within the city's growing south corridor.</p> <p>The naming recognizes Barrie's evolution through locally developed projects and aligns with the City's identity as a fast-growing, design-forward community.</p> <p>The name "Midnight" is simple, neutral, and clear. Easy for residents, emergency services, and the public to recognize and pronounce.</p> <p>The name acknowledges Midnight Group, a Barrie-based development organization contributing to local housing supply and city-building efforts through multiple mid-rise and rental projects.</p> <p>The proposed name "Midnight Lane" represents a contemporary and locally rooted identity for the new residential community. It takes inspiration from the developer, Midnight Enterprises Ltd, whose projects have become part of Barrie's recent growth story. The name conveys a sense of calm, continuity, and place that aligns with the city's modern neighborhoods. Midnight Lane is distinct within Barrie's street network, simple to pronounce, and visually appealing for signage and addressing. Its neutral and elegant tone complements the character of the development and supports Barrie's vision of well-planned, design-focused communities.</p>	
Please note all information provided below and/or attached to this Application Form will form part of the Naming Application Form and will therefore be released to the public in any public notices/advertisements produced, public Agenda and Minutes, Committee discussions/meetings and Reports which may go forward to Council.	

For more information:

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Municipal Naming Policy

Including Application Forms

D: DO YOU WISH THE NAME TO BE USED FOR A:	
<input type="checkbox"/>	Park
<input type="checkbox"/>	Facility/Building
<input type="checkbox"/>	Street
<input type="checkbox"/>	Element of a Park or Facility (please describe): _____
<input type="checkbox"/>	Any of the above
<input checked="" type="checkbox"/>	Other (please describe): <u>Private laneway within a residential development</u>
1 st choice: Midnight Lane	
2 nd choice:	
E. IS THERE A PARTICULAR WARD OR PARK/FACILITY/STREET YOU WISH THE NAME TO BE USED FOR?	
1 st choice: Ward 9– 545 – 565 Big Bay Point Road	
2 nd choice:	
F: RENAMING: (Please note that before a Renaming Application is accepted, the nominator must have written permission from the family or next of kin —if this application results in a request to displace an existing commemorative name [person, persons, or family]):	
Does the venue currently have a name? <input type="checkbox"/> Yes	
<input checked="" type="checkbox"/> No	
If yes, provide current name, details and rationale for the proposed renaming of this venue:	
G. ADDITIONAL INFORMATION: (ADD INFORMATION AS NEEDED)	
Nominator's Signature:	Date:
<small>Personal information about the Nominator contained on this form is collected pursuant to the Municipal Freedom of Information and Protection of Privacy Act, M.56, R.S.O. 1990 and will be used for the purposes of responding to your request. Questions about this collection should be directed to: the City Clerk, City of Barrie, 70 Collier Street, Barrie, Ontario, L4M 4T5, (705) 739-4204</small>	

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Appendix 'C'

Location of Proposed Private Street

