
TO: GENERAL COMMITTEE

SUBJECT: NAMING OF A STREET – GREENWICH

WARD: Ward #6

PREPARED BY AND KEY CONTACT: C. BORCHUK, PLANNING SERVICES TECHNICAL COORDINATOR
EXT. 4572

SUBMITTED BY: S. NAYLOR, MES, M.C.I.P., R.P.P.
DIRECTOR OF PLANNING SERVICES *Steph Naylor*

GENERAL MANAGER APPROVAL: *for* R. FORWARD, MBA, M.Sc., P.ENG.
GENERAL MANAGER OF INFRASTRUCTURE & GROWTH MANAGEMENT *ymurphy*

CHIEF ADMINISTRATIVE OFFICER APPROVAL: C. LADD, CHIEF ADMINISTRATIVE OFFICER *[Signature]*

RECOMMENDED MOTION

1. That a proposed new street in the draft plan of subdivision known as Manhattan West located at 40 Ferndale Drive South be named "Greenwich Street".

PURPOSE & BACKGROUND

Report Overview

2. The purpose of this staff report is to recommend a name for a proposed new street in the Manhattan West (Pratt) subdivision located on the west side of Ferndale Drive, north of Summerset Drive and south of the Barrie Collingwood Railway line in the Ardagh Planning Area. (D12-400) (Appendix A)
3. In 2010, City Council adopted by-law 2010-166 delegating approval of draft plan of subdivision conditions to the Director of Planning Services, Manager of Development Control and Manager of Policy Planning.
4. In accordance with this authority the draft plan conditions for the subject plan of subdivision were issued on January 22, 2014. Similar to all other draft plan approvals, condition number 14 of the Standard Conditions states that "The owner/developer shall acknowledge and agree that the road allowance included in this draft plan be named to the satisfaction of the City.

ANALYSIS

5. Council policy as amended on February 22, 2010, requires staff to follow a prescribed process to name new roads.
6. In accordance with Council policy 41.17, a list of potential names has been established for new roads using the following categories:
 - a) Names honouring those who have served their country or given their life in public service.

- b) Names honouring individuals for community services, local historical reasons, national reasons or international reasons.
 - c) Other names.
7. As per Council policy, the Councillor for Ward 6 has been contacted to obtain their recommendation for the naming of the proposed street. The name "Greenwich Street" has been requested by owners/developers of the subject plan of subdivision and has been approved by Councillor Prowse.
8. Representatives from Emergency Services and the surrounding municipalities have been contacted in regard to the proposed name "Greenwich Street" and these agencies have no conflicts or concerns.

ENVIRONMENTAL MATTERS

9. There are no environmental matters related to the recommendation.

ALTERNATIVES

10. The following alternative is available for consideration by General Committee:

Alternative #1 General Committee could choose a different name from the list of Council approved names for the naming of the proposed street in the Manhattan West (Pratt) plan of subdivision.

This alternative is not recommended since the Ward Councillor has recommended the name in accordance with Council policy, in keeping with the specific theme the developer has established for this subdivision development.

FINANCIAL

11. The cost associated with the naming of a road is a legal process that includes filing documents at the Land Registry Office. This cost will be covered by the developer.

LINKAGE TO 2014-2018 STRATEGIC PLAN

12. The recommendations included in this Staff Report support the following goals identified in the 2014-2018 Strategic Plan:

Well Planned Transportation

Attachment: Appendix A – Proposed Greenwich Street

APPENDIX "A"

Proposed Greenwich Street

