



**DEVELOPMENT SERVICES
MEMORANDUM**

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TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

**FROM: O. SANCHEZ, PLANNING SERVICES TECHNICAL COORDINATOR,
EXT. 4380**

WARD: 7

NOTED: J. ROBERTS, MANAGER OF STRATEGIC INITIATIVES, POLICY AND ANALYSIS
M. BANFIELD, RPP, EXECUTIVE DIRECTOR OF DEVELOPMENT SERVICES
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

**RE: MUNICIPAL NAMES REGISTRY – ADDITIONAL NAME AND RENAMING OF A
PORTION OF BRYNE DRIVE**

DATE: SEPTEMBER 25, 2024

The purpose of this memo is to accompany a direct motion of Council that recommends that the name 'Harley' be added to the Municipal Names Registry, and to confirm 'Harley Court' as the new street name for that part of the right of way of Bryne Drive that is not part of the future extension north to Harvie Road, as shown on Appendix "A".

PROPOSED NAME	REASONS FOR CONSIDERATION
Harley	<p>Harley Davidson – Barrie Harley Davidson is a well-known brand name store for new and used motorcycles, genuine parts and apparel; established in their current location since November 2005.</p> <p>Harley Davidson, Inc. (H-D, or simply Harley); is an American motorcycle manufacturer with headquartered in Milwaukee, Wisconsin, United States and have becomes as one of the world's largest motorcycle manufacturers.</p>

In accordance with the detailed Environmental Assessment for the [Bryne Drive South Extension](#) to Harvie Road, there is a required realignment of the existing Bryne Drive. This realignment excluded a portion of the existing Bryne Drive north of Caplan Avenue as shown on Appendix "A".

Therefore, that part of the right of way of Bryne Drive north of Caplan Avenue, as shown on Appendix "B" is required to be renamed, and the properties facing onto this road segment will need to be renumbered. By-law 2004-147 requires every property owner to post their municipal property number to be readily visible from the driveway connection to the road.

The properties affected by this street name change are 301, 311, 316, 326 and 336 Bryne Drive as shown on Appendix "B"; two (2) of those five (5) properties are built and occupied by a commercial business.

As per Council policy, the Ward 7 Councillor has been contacted to obtain their recommendation for the renaming that part of Bryne Drive. The name 'Harley Court' has been brought forward after consultation with Ward 7 Councillor Harvey and with the owners of the Harley Davidson Motorcycle Business located in one of the properties affected by the renaming of this street.



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Public consultation for the renaming of this street was given on September 18, 2024, and the proposed name was circulated to appropriate City departments and external stakeholders, including neighbouring municipalities for comment. No concerns have been raised regarding the proposed name of 'Harley'.

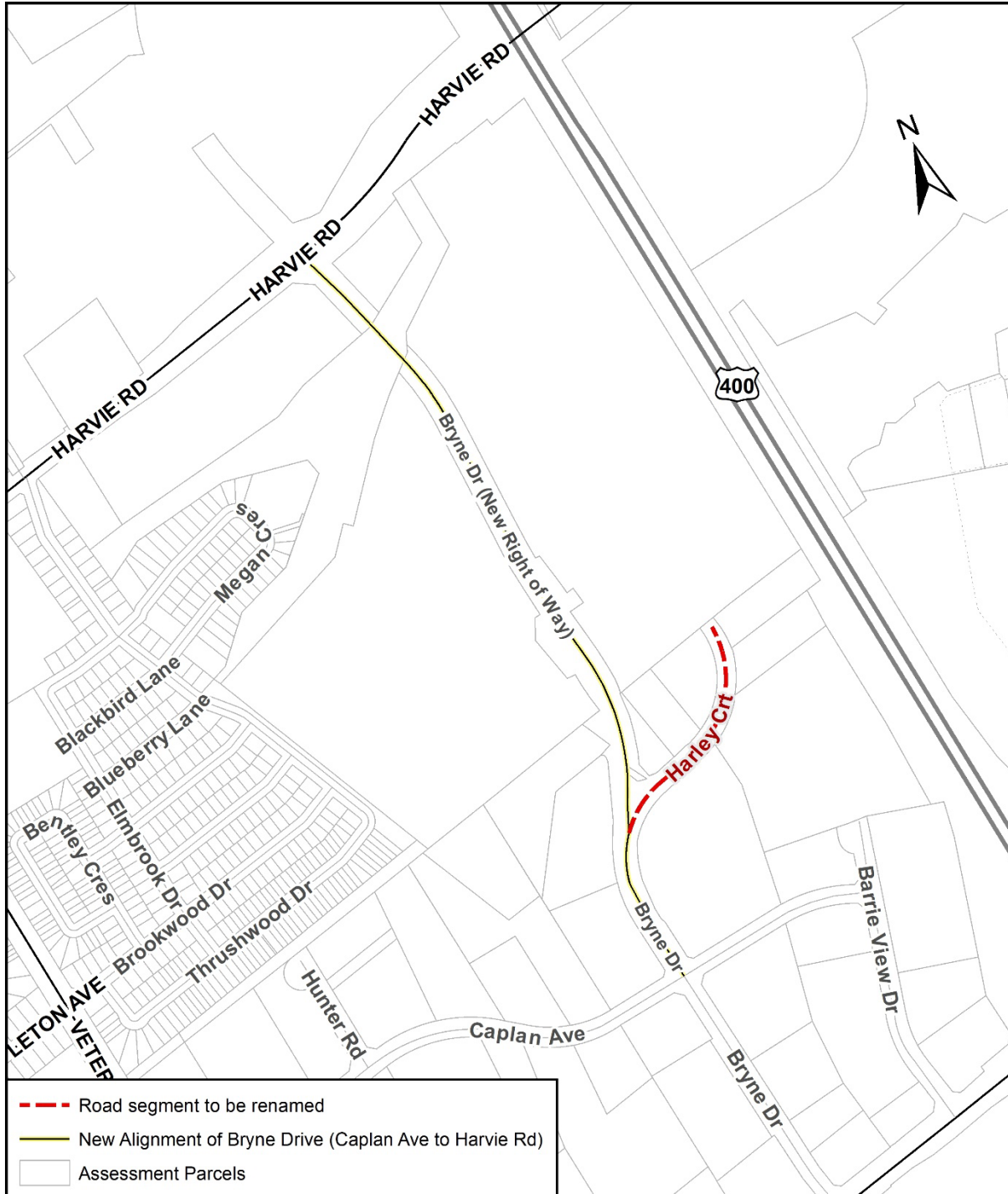
The proposed name has met the following naming principles, which are from the Council-approved Municipal Naming Policy:

- a) Names shall be unique; name duplication and similar sounding or spelled names shall be avoided.
- b) Names should give a sense of place, continuity and belonging, and celebrate the distinguishing characteristics and uniqueness of Barrie.
- c) The names maintain a long-standing local area identification with the residents of Barrie.
- d) Names shall assist with emergency response situations by being consistent with street names and geographical locations.
- e) Names may recognize the contributions of organizations such as partnership with or without financial contributions.

Attachments: Appendix "A" – Section of Road to Be Renamed
Appendix "B" – Proposed New Municipal Addresses

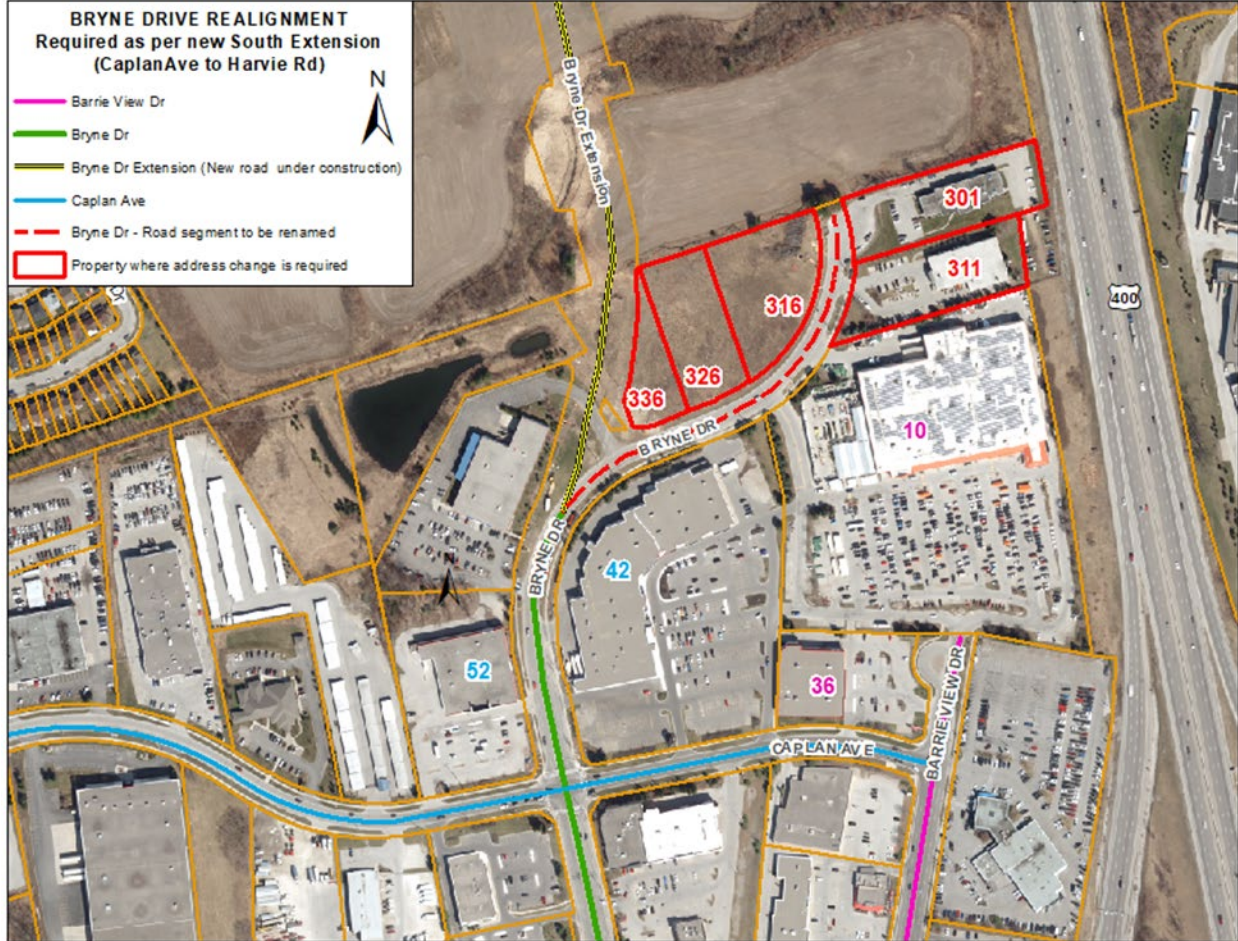
APPENDIX "A"

Section of Road to Be Renamed



APPENDIX "B"

Proposed New Municipal Addresses



Current Municipal Property Number	Proposed New Municipal Address	Legal Description
301 BRYNE DRIVE	47 HARLEY COURT	LOT 35 PLAN 51M401 CITY OF BARRIE
311 BRYNE DRIVE	27 HARLEY COURT	LOT 34 PLAN 51M401 EXCEPT PARTS 3 & 4 51R26923; AND PART BYRNE DRIVE PLAN 51M401 DESCRIBED AS PART 5 51R25790 (STOPPED UP BY LT344075) CITY OF BARRIE
316 BRYNE DRIVE	28 HARLEY COURT	PART LOTS 26 AND 27 PLAN 51M401 DESCRIBED AS PARTS 15 & 16 51R25790 CITY OF BARRIE
326 BRYNE DRIVE	18 HARLEY COURT	PART LOT 25 PLAN 51M401 DESCRIBED AS PART 17 51R25790 CITY OF BARRIE
336 BRYNE DRIVE	8 HARLEY COURT	PART LOT 24 PLAN 51M401 DESCRIBED AS PARTS 28 & 29 PLAN 51R37262 SAVE AND EXCEPT PARTS 1, 2 & 3, PLAN 51R43083 CITY OF BARRIE