



The Corporation of the Town of Tecumseh

Policy Manual

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1. Policy Statement

The Corporation of the Town of Tecumseh is committed to honouring and promoting the heritage and identity of the Town and recognizes the importance of names in community placemaking. This Streets, Parks and Community Facilities Naming Policy provides guidelines and a consistent process for street, park and Facility naming. This Policy further protects the reputation and integrity of the Town and its assets and ensures a format for uniform development.

2. Definitions

- 2.1 **“Chief Administrative Officer”** or **“CAO”** means the Chief Administrative Officer for the Corporation of the Town of Tecumseh.
- 2.2 **“Clerk”** means the Clerk or designate, of the Corporation of the Town of Tecumseh as appointed by Council.
- 2.3 **“Council”** means the elected body of the Corporation of the Town of Tecumseh.
- 2.4 **“Developer”** refers to any person or corporation initiating a project where the implementation of new streets is included.
- 2.5 **“Essential Services”** includes but is not limited to, 911 Emergency Service (Police, Fire, and Ambulance) and Canada Post/federal mail delivery.
- 2.6 **“Facility”** refers to any building, structure or area of land owned by or under the direction and control of the Municipality, including among other things: community centres, facilities, arenas, parks, park amenities, branch libraries, exhibition facilities and bridges.
- 2.7 **“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*, 2001.
- 2.8 **“Municipal Properties”** means Town assets. These include but are not limited to real property, facilities, parks, features (i.e., rooms, ice pads, bridges, playgrounds, etc.) and other Town assets.
- 2.9 **“Municipality”** means the Corporation of the Town of Tecumseh.
- 2.10 **“Naming Inventory”** means the inventory of names recommended by the Naming Advisory Panel and/or approved by Council pursuant to this Policy.

- 2.11 **“Streets/Roadways”** means all public and private rights-of-way within the boundaries of the Town.
- 2.12 **“Subdivision”** means a division of a single parcel of land into smaller parcels or lots by submitting a plan describing the division and obtaining the Draft and Final approvals in accordance with the provisions of the *Planning Act*.
- 2.13 **“Town”** means the Corporation of the Town of Tecumseh.

3. Purpose

- 3.1 This Policy is established to provide guidelines on the naming of Streets/Roadways and Municipal Properties in the Town.
- 3.2 This Streets, Parks and Community Facilities Naming Policy promotes the Town’s positive image and identity using names that are indicative of Tecumseh’s unique historical, geographical and cultural characteristics, and that assists in accurately pinpointing the location of properties, memorializing the names of those who have served the Town.
- 3.3 This Policy’s intent is to promote the selection of street, park and Municipal Properties names that will avoid duplications and promote emergency safety considerations.

4. Scope

- 4.1 This Policy applies to the assignment of names for Streets/Roadways and Municipal Properties including parks and other facilities within the Town.
- 4.2 This Policy does not apply to County roads and Highways.
- 4.3 This Policy shall be reviewed every five (5) years from the date it becomes effective, and/or sooner at the discretion of the CAO.

5. Overview

- 5.1 Unless otherwise stated herein, all requests for names must be made in writing and have a completed a Name Request Form. The requests shall include background information concerning the rationale for the request, geographical association (if applicable), biographical information and documentation providing support for the request. The applicant must assume responsibility for obtaining the support for the request where applicable.

- 5.2 A Naming Advisory Panel (“**Panel**”), composed of members of Town Administration selected by the CAO, shall serve to review, advise and provide recommendations to Council with respect to Street/Roadways and Municipal Properties naming submissions.
- 5.3 The Panel shall establish and maintain the Naming Inventory.
- 5.4 The Panel shall be comprised of at least one representation from each of the following:
 - 5.4.1 Legislative Services & Clerks Department
 - 5.4.2 Development Services Department
 - 5.4.3 Community & Recreation Services Department
 - 5.4.4 Information & Technology Services Department
- 5.5 Upon receipt of the Name Request Form, the Panel may consult with various other departments and agencies as required or deemed necessary and, as a minimum, the Panel shall with respect to each Name Request:
 - 5.5.1 review the proposed request for its adherence to this Policy;
 - 5.5.2 ensure the supporting documentation has been authenticated, particularly when an individual(s) name is proposed;
 - 5.5.3 conduct such due diligence as may be appropriate in reviewing any Name Request Form which may include background checks with the consent of the individual(s), group(s) or organization(s) proposed for naming; and
 - 5.5.4 consult and take into consideration the comments of all interested stakeholders.
- 5.6 Within ninety (90) days after submission, the Panel shall evaluate the requested name in relation to the Policy requirements and guidelines. If no concerns are found, the request shall be forwarded to Council with recommendations for consideration.
- 5.7 The Panel may refuse a Name Request Form if it is known to conflict with an existing street, park, or community names either within the Town or within abutting municipalities.
- 5.8 The duration of the property or street naming is at the sole discretion of the Town. However, at any time, Council maintains and reserves the right

to accept, change, or decline any new or existing names for those under the jurisdiction of the Town. The re-naming of any properties and streets will only be pursued in exceptional circumstances and will only be considered within the context of the historical and/or community significance of the existing name. The renaming of streets could be considered if it is determined that re-naming would improve the Town's administration of Essential Services and that it would be in the public's best interests.

6. General Naming Considerations

- 6.1 A primary goal for all naming is clarity for emergency services. Names must not be duplicated within the Town or abutting municipalities and must be easy to spell and pronounce to avoid confusion.
- 6.2 The Town at its discretion will reject names that are, but not limited to:
 - 6.2.1 discriminatory of race, colour, ethnic origin, gender identity or expression, sex, sexual orientation, creed, political affiliation, disability or other social factors;
 - 6.2.2 associated with individuals known for discriminatory actions;
 - 6.2.3 related to inappropriate humor, parody, slang or double meanings or which result in inappropriate abbreviations or acronyms; and/or
 - 6.2.4 result in, or be perceived to confer, any competitive advantage, benefit or preferential treatment or advertisement to the named party, or a product, service or a particular business.
- 6.3 Names shall be chosen, whenever possible to recognize the historical significance of figures, groups, neighborhoods, places, landmarks and events within the Town that denote:
 - 6.3.1 the community's evolution and progress such as the commemoration of local settler or Indigenous history, landmarks, places, events, and culture;
 - 6.3.2 the unique aspects related to the community's geographical locations or other distinct characteristics such as flora, fauna, or natural formations;
 - 6.3.3 figures, events, milestones, and achievements that the community may wish to acknowledge, or

- 6.3.4 names of Town residents who have served or given their life to the Canadian Armed Forces, Ontario Provincial Police, Town Police Service, or Town Fire Department with direct familial consent. Elected Officials must be retired from public service before being considered for naming.
- 6.4 Where a requested name is in honour of a person, the request shall also include biographical information including social media search results, documentation from the individual's family or organization providing consent for the request and information about the positive contribution made by the individual or organization.

7. Guidelines to Naming

- 7.1 Names should not have more than 20 characters, nor use numbers.
- 7.2 Names shall assist with emergency response situations by being consistent with street names and geographical locations.
- 7.3 Names with spelling that leave proper pronunciation in question including homonyms, or unconventional spellings shall be avoided.
- 7.4 Two-word names shall be avoided.
- 7.5 Names with elements such as hyphens, apostrophes or dashes will not be permitted.
- 7.6 Names must not be identical or similar sounding to any existing street, park or community name, both within the Town and within abutting municipalities

8. Street Specific Guidelines

- 8.1 In accordance with Sec. 24-68 of the *Municipal Act*, 2001, Town Council may pass by-laws for assigning street names to municipal streets within the jurisdiction of the Town. Additionally, a municipal street within the limits of the Town may be named in a Plan of Subdivision, pursuant to this Policy.
- 8.2 Street names that represent specific themes are encouraged as they are recognizable for emergency services and provide consistency in large developments.
- 8.3 Street names should continue across intersections.

- 8.4 Street extensions should continue with existing street names.
- 8.5 Redundant street type designations are to be avoided (for example, Hall, Line, Drive).
- 8.6 North, South, East and West may be used when a newly created street is an extension of an existing street which cannot be renumbered or for which no municipal numbers are available.
- 8.7 Wherever possible the following street type designations are to be followed:
 - 8.7.1 Streets running in an East/West direction are to be designated as Streets.
 - 8.7.2 Streets running in a North/South direction are to be designated as Avenues or Roads.
 - 8.7.3 Narrow secondary streets having less than a 15.2 metre / 50-foot right-of-way, are to be designated as Lanes.
 - 8.7.4 Wider collector streets, when separated by a planted median, may be designated as Boulevards or Drives.
 - 8.7.5 Dead-end streets less than 305 meters / 1000 feet in length are to be designated as Courts.
 - 8.7.6 Streets having two entrances in the form of a loop, or an 'L' are to be designated as Crescent, Circle, or Way.
- 8.8 Council approval and adoption of a by-law is required for the creation of any new street name not created through the registration of a plan of subdivision or condominium within the Town. Names submitted through a plan of subdivision are subject to the requirements of this Policy and shall continue to be received and reviewed by Development Services to ensure adherence to this Policy.
- 8.9 Street name signs shall be of such size and shape and constructed of such materials as required by the Town's Public Works & Environmental Services Department, in compliance the Manual of Uniform Traffic Control Devices and the Ontario Traffic manuals.
- 8.10 A street name sign may also include an address range to the street address numbers that are located within a street or any portion of a street.

9. Parks and Facilities Specific Guidelines

- 9.1 Asset naming of parks and facilities shall be in accordance with Sections 6 and 7 of this Policy.
- 9.2 Sponsorship or naming right opportunities relating to parks and facilities shall be carried out in accordance with the Town's Corporate Grants, Sponsorships and Naming Rights Policy No. 72, as amended or replaced from time to time.

10. Notification

The Town shall notify all internal departments, emergency services, agencies/bodies (i.e., Canada Post) and adjacent municipalities of the assignment of a new street name.

11. Procedures

Administration has the authority to establish procedures for implementing this Policy and to amend those procedures, as required, in the best interest of the Town with the concurrence of the CAO and Town solicitor, if required.

12. Responsibilities

- 12.1 Council has the authority, discretion and responsibility to:
 - 12.1.1 Approve street names for new and existing streets, parks and facilities names.
 - 12.1.2 Adopt by-laws required for the creation of any new street name not created through the registration of a plan of subdivision or condominium within the Town.
- 12.2 The Panel has the authority, discretion and responsibility to:
 - 12.2.1 Coordinate and evaluate submissions in respect of street, park and facilities names within the Town.
 - 12.2.2 Ensure that all proposed naming is conducted in accordance with this policy.
 - 12.2.3 Present Council with recommendations regarding the naming or renaming of new streets, parks or facilities through Council reports and supporting by-laws.