



POLICY MANUAL

POLICY TITLE: Naming/Renaming of Municipal Assets	POLICY #: 6400-039
AUTHORITY: Administrative	EFFECTIVE DATE: November 19, 2013
ISSUED BY: Director of Corporate Administration	REVIEW SCHEDULE: 2 – 3 years
	APPROVED BY: Council
DATE ISSUED: December 2, 2013	DATE APPROVED: November 19, 2013 C-111-13

PURPOSE:

To provide guidelines and general information for the naming/renaming of municipal assets, including linear assets such as streets and trails, as well some non-linear assets such as parks.

DEFINITIONS:

1.0 STREET TYPES

- 1.1 The following are street designation descriptions:
 - 1.1.1 Street (run in a north/south direction), Avenue (run in an east/west direction), Road, Boulevard
For major thoroughfares of several blocks in length
 - 1.1.2 Drive, Trail, Way
For winding or curved streets
 - 1.1.3 Terrace, Gardens, Grove, Heights
For minor or short streets
 - 1.1.4 Lane, Close
For narrow streets generally used for service
 - 1.1.5 Crescent
For streets which form a crescent shape
 - 1.1.6 Court, Place
For cul-de-sacs

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- 1.1.7 Circle
For streets of a circular shape
- 1.1.8 Gate
For a short street that provides an entrance to a subdivision
- 1.1.9 Square
For streets of a square shape
- 1.1.10 North, South, East, West, Upper, Lower
For a newly created street that is an extension of an existing street that cannot be renamed

POLICY:

2.0 CRITERIA FOR NAMING/RENAMING OF MUNICIPAL ASSETS

- 2.1 Municipal assets should generally be named after people, places, events and things related to the Town and citizens of View Royal. Proposed names should meet one of the following criteria:
 - 2.1.1 to honour and commemorate noteworthy persons associated with the Town;
 - 2.1.2 to commemorate local history, places, events or culture;
 - 2.1.3 to strengthen neighbourhood identity;
 - 2.1.4 to recognize native wildlife, flora, fauna or natural features related to the community and the Town.
- 2.2 Names of living persons will only be used in exceptional circumstances.
- 2.3 Only a person’s last name will be used.
- 2.4 Names will be used, as far as possible, within the geographic areas with which they are associated.
- 2.5 Names will be reasonably easy to spell and pronounce.
- 2.6 Names will have no adverse connotations including discriminatory or derogatory.
- 2.7 Names will not duplicate an existing asset either in the Town of View Royal or in the Capital Regional District.
- 2.8 Fragmented linear assets will be given separate names for the different sections unless there is a Council approved plan to develop the asset into a continuous linear asset.

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- 2.9 Similar sounding names such as Beach Avenue/ Peach Avenue or Apple Hill Road/ Apple Road will not be accepted.
- 2.10 The re-use of former asset names will not be accepted.
- 2.11 Names should vary and not depend on the designation for differentiation (for example, Smith Lane, Smith Park, Smith Street are not acceptable).
- 2.12 The naming or renaming of a municipal asset to a corporate or business name will not be considered.
- 2.13 The naming or renaming of a municipal asset will not be through a naming rights agreement.

3.0 RENAMING OF A MUNICIPAL ASSET

In addition to the criteria in section 2.0 that must be adhered to, the following must also be observed for the renaming of a municipal asset:

- 3.1 Generally, once established, names of municipal assets should not be changed. Renaming will only be considered when:
 - 3.1.1 renaming would generally improve the Town’s administration of essential services; or
 - 3.1.2 it would be in the public interest.
- 3.2 A non-refundable fee of \$500 must be provided to the Town for municipal costs that the renaming would incur. Such costs include, but are not limited to: signage (public signage will be to Town specifications and will be supplied and installed by the Town at the applicant’s cost); GIS services; re-creation of mapping; required changes to emergency services information; notifications to impacted agencies; and administrative costs. 20% of the non-refundable fee will be required to accompany the application while the remaining 80% will be payable within one week of an approved renaming application.
- 3.3 If the application is approved, the applicant is responsible to pay for any and all costs, including but not limited to: Town costs that exceed the \$500 fee described in section 3.2; private signage as required; and change of address notifications for all impacted properties (if applicable).
- 3.4 A Town-initiated renaming is exempt from sections 3.2 and 3.3.

4.0 APPLICATIONS

- 4.1 Applications for naming or renaming a municipal asset – either linear or non-linear – may be made by property owners and/or residents. With

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respect to linear assets only, applicants must be a property owner and/or resident that is adjacent to the subject linear asset.

- 4.2 Non-property owners and non-residents can only submit a naming or renaming application for non-linear assets.
- 4.3 Applications for naming or renaming a municipal asset are to be made in writing to the Development Services Department (application attached as Schedule “A” to this Policy).
- 4.4 The application should include the proposed name/names; the specific location (a map or sketch may be useful); and a brief but complete background on the proposed name/names, including a description of the name’s compatibility with this Policy.
- 4.5 Names may also be selected from a list maintained by the Development Services Department (attached as Schedule “B” to this Policy).
- 4.6 In the case of a renaming application, the application must also include a petition with names, addresses and signatures of all the persons who reside on and/or own property that fronts or is adjacent to the subject municipal asset (petition form attached as Schedule “C” to this Policy). A map that highlights the impacted properties must also be provided. Staff will only accept a renaming application where there is full support of the application by all impacted parties, as determined by the applicant-provided petition.
- 4.7 Complete applications will be circulated by the Development Services Department to the parties deemed appropriate for review and consideration of suitability.
- 4.8 Once all referral comments have been obtained, a report will be forwarded to Council for consideration. Council reserves the right to make the final decision on the naming and renaming of municipal assets. (Note: Provincial legislation requires that street names be established by bylaw).
- 4.9 Private roads do not fall within the purview of Council though developers will be provided with a copy of this Policy to assist in their name selection.

5.0 NAME SUGGESTIONS

- 5.1 To suggest a name for consideration to the list maintained by the Development Services Department (attached as Schedule “B” to this Policy), applications are to be made on Schedule “A”.

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- 5.2 Name suggestions will be accepted from all sources – regardless of property-ownership or residency status, including societies, organizations, and individuals.
- 5.3 There is no charge to suggest a name though the criteria of section 2.0 applies and Council will make the final determination as to whether this Policy will be amended to add the suggested name to the Schedule “B” list.

ATTACHMENTS: Schedule A, Schedule B, and Schedule C.

DISTRIBUTION: Electronic file Y:\Administration\0340\50 - Final\6400 – Planning and Town of View Royal website.

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NAMING/RENAMING MUNICIPAL ASSET AND NAME SUGGESTION APPLICATION

TOWN OF VIEW ROYAL

Development Services

45 View Royal Avenue, Victoria, BC V9B 1A6

Tel. (250) 479-6800 Fax: (250) 727-9551

<http://www.viewroyal.ca>

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Application to:

- Name
- Rename
- Provide a suggested name

Municipal asset is a:

- Street
- Trail
- Park
- Other _____

Contact Information:

Applicant

Name		Company	
Address		City	
Email		Postal Code	
Phone	Cell	Fax	

Proposal:

Name	Specific location (if applicable)	Description and background (provide additional pages as required)
1.		
2.		
3.		

IF THIS APPLICATION IS TO RENAME A MUNICIPAL ASSET, PLEASE ATTACH THE COMPLETED PETITION FORM (SEE SCHEDULE "C").

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Application Fees:

The appropriate fees must be submitted at the time of a renaming application as described in section 3 of the Policy. There is no fee to either name a municipal asset or to suggest a name or names for the Schedule "B" list.

I acknowledge the responsibility to pay for any and all costs for renaming a municipal asset, including but not limited to all municipal costs as well as private signage that will be impacted if the application is approved and all required address changes.

Signature of Applicant _____ Date _____

Office Use
Only

Date	
Received By	

Schedule "A"

Suggestions for Street Names:

Pioneers and Placenames in View Royal

NOTE: For more information, see page references in the "*Craigflower Country*" book edited by Maureen Duffus

- **Alcock** (Captain) - Resident painter (p.117).
- **Alexander** - Built and operated Chantecler roadhouse (pp.60,63,68,84,92,94).
- **Atkinson** - Developed subdivision on his lands above Glenairlie Drive (p.94).
- **Aylwin** (Jack) - Mink rancher on Atkins Road (p.103).
- **Bailey** (Joe) - Lightweight boxing champion (p.92).
- **Barrett** (Bill and Frances) - Operated store at top of Four Mile Hill (p.92).
- **Bartleman** (Peter) - Blacksmith at Craigflower Farm (p.29).
- **Baynes** (Admiral Sir Robert) - Initiated construction of powder magazine on Cole Island (p.37).
- **Beasley** (E. Al 'Buzz') - Softball organizer and first fire chief of View Royal Volunteer Fire Department (pp.77,118).
- **Bennett** (Fred) - Horticulturist on acreage on Quincy Street (p.70).
- **Beveridge** (Minnie) - Milliner (p.101).
- **Brown** (Percival Rideout) - Donated the land for Strawberry Vale Community Hall (p.116).
- **Calvert** (Peter) - Former Craigflower Farm employee; started Four Mile Inn (pp.9,10,22,44,47,94,126).
- **Campbell** - Owner of commercial building at northwest corner of Helmcken Road and Island Highway (p.76).
- **Cary** (George Hunter) - Attorney General; landowner in Coopers Estate (pp.22,34).
- **Chantecler** - Roadhouse at location of Fort Victoria Recreational Vehicle Park (pp.60,63,84,92,94).
- **Christie** (John) - Owner of Craigflower Farm from 1936 to 1956 (purchased from Hudson's Bay Company), operated auto-court on Admirals Road (pp.4,124,125).
- **Colclough** (Mr. and Mrs. Dudley) - Residents of Lavender Cottage (p.86).
- **Collingwood** - Collingwood Estates subdivision in Four Mile Hill area (pp.22,94).
- **Connell** (Reverend Robert) - Natural historian and artist (p.67).
- **Cooperville** - First proposed subdivision bordering Craigflower Farm (p.22).
- **Couche** (Roger) - Bought pig farm and built restaurant Chez Marcel (p.103).
- **Cox** (Frank) - Logged opposite Louie's Store, logged up to railway (p.91).
- **Crate** - Hudson's Bay Company millwright (p.11).
- **Davidson** (Alex) - Manager of Four Mile House (p.46).
- **Donaldson** (John) - Operated oyster bed near Parson's Bridge (p.74).
- **Duval** (Mr. and Mrs. William) - Farmer at top of Four Mile Hill (p.89).
- **Elliot** (Miss) - Donated property for St. Columba Church at corner of High Street and Burnside Road (p.112).
- **Esposito** (Mr.) - Tannery owner on Atkins Road (p.104).
- **Fagan** (Matt) - Railway engineer and orcharder on Atkins Road (p.104).
- **Fellowes** - Early tenants of Cooper's cottage; Mrs. Fellowes was the daughter of Sir Rowland Hill, British postal reformer and inventor of the penny postage stamp (p.23).
- **Fenn** (Bernard) - Lawyer at Fenton Road (p.94).
- **Fisher** (I.J.J. and family) - Operator of orchards and store by Palmer Station and later orchard by Wilfert Road (pp.103,110).
- **Flower** (Mr.) - Helped with creation of Helmcken Centennial Park (p.77).

- **Fulton** - Store owner by Craigflower Road and Admirals Road (p.92).
- **Gaunt** (Mr. and Mrs. A.) - Architect of St. Columba Church; in 1926, Mrs. A. Gaunt donated the land adjacent to the church property for the parish hall (p.112).
- **Goldring** (John) - Later owner of Dr. Holden's Bessborough house (pp.76,94,114).
- **Gorman** - Operated drugstore opposite Texaco station (p.76).
- **Goucher** (Ernest) - Operator of sausage factory between Six Mile House and the C.N.R. tracks (p.102).
- **Gouge** (Bertrand and Mary) - Farmer by Fenton Road and early proprietors of Four Mile House (pp.44, 45,94).
- **Granderson** (Bob) - Farmer next to tannery on Atkins Road (p.104). **One in Colwood/Langford**
- **Greig** (John) - Had a lime-burning operation near Thetis Lake (p.122).
- **Hadlow** (Reverend H.B.) - First reverend of parish of St. Columba Church (p.113).
- **Hamilton** - Hamilton Powder Works by Parson's Bridge (p.99).
- **Hanbury** (D.W.) - Fox farmer by Craigflower Creek (p.82).
- **Hanson** (A.) - Fox farmer between Jedburgh Road and Helmcken Road (p.76).
- **Harle** (Oswald) - Farmer on Atkins Road west of Chilco Road; bought from the Hudson's Bay Company in the 1920's (p.103).
- **Heron** (family) - Resident by Limekiln Cove (p.92).
- **Hetherington** (Harry and Henrietta) - Residents of Cole Island; managed ammunition sheds (p.66).
- **Holden** (Dr. Donald) - Early settler at Bessborough Avenue (p.58).
- **Holden** (E.C.) - Operator of guest house in Craigflower Farmhouse (p.123,125).
- **Holms** (Captain) - Captain (p.85).
- **King** - Grocer opposite Texaco station at top of Four Mile Hill (p.76).
- **Kosampson** - Original Songhees owners of View Royal (bought by Hudson's Bay Company) (p.3).
- **Laughren** (Ben) - Long distance swimmer and owner of drive-in restaurant in front of Craigflower Farmhouse (p.111).
- **Lockie** - Constable; started a Boys' Club (p.77).
- **Louie** (Hoy and Poy Lee) - Grocery store operators (p.97).
- **Lund** (Captain) - Farmer at end of Chilco Road (p.93).
- **Mabb** (Jimmy) - John T. Smith's daughter, owner of house built with bricks from powder magazine by Parson's Bridge (p.99).
- **MacLennan** - Dairy farmer near Pheasant Lane (p.77).
- **Maple Point** - Former name of Craigflower Farm (pp.8,10).
- **Massey** - Caretaker at Thetis Lake (p.93).
- **McKay** (William Gordon) - Owner of Craigflower Farm (p.125).
- **McTavish** (Duncan) - Farmer north of Island Highway and Heddle Avenue (p. 60,115). **Cen.Saanich**
- **McTavish** (John A.) - Property owner in View Royal Avenue area (p.60).
- **Melrose** (Robert) - Author and resident in one of Craigflower cottages (pp.26,29,33).
- **Minifie** (Frances) - Farmer, mother of James Minifie, broadcaster and war correspondent (p.84).
- **Morrison** (Ethel) - Nurse at Ford Rodd Hill and Work Point barracks (p.85).
- **Mould** (Tommy) - Operated farm on site of Centennial Park (p.72).
- **Newton** (H.E.) - Leased Christie Point and Craigflower Farmhouse as a camp for young ladies in late 1920's and early 1930's (p.124).
- **Niven** - Builder of road from Gorge to sawmill at Millstream (p.12).
- **Parker** (John) - Operated dairy farm and slaughterhouse at Craigflower Farm (pp.62,64,124). **Saanich**
- **Picock** (family) - Operated dairy farm at Craigflower Farm from 1901 until 1919 (p.124).
- **Pilgrim** (Myrtle) - Founding member of Craigflower Womens' Institute (p.119).
- **Pimlott** (Miss) - Store owner at top of Four Mile Hill (p.92).
- **Pitt** (Marion) - Pianist at Empress Hotel and Crystal Garden; had acreage between Six Mile House and C.N.R. tracks and Chilco Road (p.102).
- **Pooley** (R.W. and family) - California family who lived in Dr. Holden's large house on Bessborough Road (p.83).
- **Pope** (Mr. and Mrs. Charles Arthur) - Organized first library service in View Royal (pp.118,119).

- **Rant** (Gordon) - General contractor (pp.68,69,94).
- **Rant** (Norman) - Nursery operator of Rockholme Gardens (pp.64,69,80,94).
- **Reeve** (Richard) - Long-term advisory committee member who contributed to the creation of bicycle lanes on Helmcken Road and throughout View Royal.
- **Reynolds** (Marjorie) - First president of the Ladie's Guild (p.114).
- **Robinson** (Doris) - Concert pianist (p.88).
- **Ross** (Chief Percy) - Native Indian chief (p.77).
- **Ross** (Don) - Farmer at Burnett Road and Pheasant Lane (pp.77,95).
- **Ross** (Jack) - Helped with creation of Helmcken Centennial Park (p.77).
- **Rowe** (Thomas) - Paymaster of the survey ship H.M.S. Fisgard (p.4).
- **Russell** (Thomas) - Kenneth McKenzie's brother-in-law, schoolmaster of Craigflower School (p.29).
- **Salmond** (Mr.) - Original owner of oyster beds near Parson's Bridge (p.103).
- **Seaview** - Seaview Farm of the Stewart family (pp.18,64,76,78,80).
- **Simpson** (Will) - Blacksmith by Parson's Bridge, operator of brass foundry and mink farm behind foundry (originally Hamilton Powder Works, later C.I.L) (p.99).
- **Smith** (John T.) - Owner of powder magazine by Parson's Bridge and acreage on Mill Hill (p.99).
- **Strellendorf** (Baron) - Gambler that built architect-designed chicken house, later turned into a motel (p.99).
- **Swenger** - Operator of 300 acre dairy farm on site of Victoria General Hospital (p.72).
- **Terry** (family) - Owners of vegetable farm on View Royal Avenue and owned Terry's Drug Store (p.57).
- **Thomas** (Bert) - Operated store at top of Four Mile Hill (p.92).
- **Tuzo** (Dr. Henry Atkinson and Lettie) – Residents at Parson's Bridge (p.28).
- **Waring** (Mr. and Mrs. Harry) - Converted ship into cabin (p.94).
- **Watson** (Dr. John) - Music teacher, builder of Lavender Cottage (p.85).
- **White** (Frank) - Resident opposite Louie's Store, logged up to railway (p.76).
- **Whyomilth** - Original Songhees owners of View Royal (bought by Hudson's Bay Company) (pp.3,4,5,8,126).
- **Wilmshurst** (Jim) - Baker (pp.68,92).
- **Wood** (Mrs. J.F.O.) - Dog breeder and kennel operator (p.90).



Petition to Name/Rename a Municipal Asset

Applicant: (print name) _____

Date: _____

Petition summary and background
 (Applicant: A map that highlights the impacted properties must be attached to the petition.)

I, the undersigned, am aware of and support _____'s (name of applicant) application to name/rename (circle one) a municipal asset from _____ (current name of asset, if applicable) to _____ (proposed name of asset).

I also acknowledge and agree that I have read the Town's Naming and Renaming of Municipal Assets Policy (Policy 6400-039) and understand that _____ (name of applicant) will be responsible for any and all costs associated with the naming/renaming (circle one) if their application is approved by Council. These costs will not be the responsibility of the Town of View Royal and I will not request any compensation from the Town of View Royal in relation to this application.

Print Name	Signature	Address	Comment	Date

