

## REPORT

COMMUNITY SERVICES COMMITTEE  
MEETING DATE: DECEMBER 11, 2012

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**FROM:** Engineering and Construction Department

**DATE:** October 30, 2012

**SUBJECT:** Request to Change Street Name for Joshuas Creek Drive to Siemens Boulevard

**LOCATION:** Joshuas Creek Drive between Upper Middle Road East and North Service Road East

**WARD:** 6

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### RECOMMENDATION:

That the request by Siemens Canada Limited to rename Joshuas Creek Drive between Upper Middle Road East and North Service Road East to Siemens Boulevard, as detailed in the report from the Engineering and Construction department dated October 4, 2012, be denied.

### KEY FACTS:

The following are key points for consideration with respect to this report:

- Siemens Canada Limited will be relocating its headquarters into Oakville in late 2012 / early 2013 at 1577 North Service Road East (at the corner of Joshuas Creek Drive).
- Siemens has submitted a request to rename Joshuas Creek Drive (between the North Service Road and Upper Middle Road) to Seimens Boulevard in recognition of their relocation to Oakville.
- The town's corporate policy and procedure for street naming (updated and approved in 2012) does not support renaming a road in recognition of a commercial business.
- Renaming of a road would require notification to the public as per town policy, replacement of signage, updating of town reference resources and will generate expense for the local property owners and their respective tenants whose municipal address will be affected.

### BACKGROUND:

The town undertook the first environmental assessment study for Midtown Core in 1999. The approved study recommended that North Service Road East be extended to Ford Drive and the former curvilinear section of North Service Road (connecting to Upper Middle Road) be re-configured to a "T" intersection at the

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North Service Road. The remnant road section from North Service Road to Upper Middle Road was renamed “Joshuas Creek Drive” in 2006 to be consistent with the existing road north of Upper Middle Road (refer to map in Appendix B).

Sun Life Assurance Company of Canada is the owner of the property known as 1565 & 1577 North Service Road East, which is located at the northwest corner of Joshuas Creek Drive and North Service Road East. As the sole tenant, Siemens Canada Limited is relocating its headquarters in late 2012 / early 2013 to the new Sun Life building which is presently under construction at 1577 North Service Road East. Siemens Canada Limited has made a request to rename Joshuas Creek Drive between North Service Road East and Upper Middle Road to “Siemens Boulevard” (see Appendix “A”).

This report has been prepared to address Seimens’ request.

#### **COMMENT/OPTIONS:**

##### 1) Deny the Request by Seimens:

Oakville’s *Street Names for Public Roads* procedure was updated earlier this year and adopted by Council (included as Appendix C). It specifically provides for the following:

- *The town will not allow street names that could be construed as advertising a product, commercial enterprise or religious institution.*

The town’s procedure also requires that proposed street names be reviewed by Halton Emergency Medical Services (EMS). The proposed street name “*Siemens Boulevard*” was not supported by EMS as the name was considered to be similar in pronunciation to an existing street name within Halton.

Staff has contacted the property owner, Sun Life to secure feedback on the Siemens renaming proposal; as of writing this report, Sun Life has provided no comments with regard to the request.

Carttera Private Equities Inc. is the owner of two properties in the area, one being the parcel on the east side of Joshuas Creek Drive (formerly known as the PGA Golf Centre), as well as the property known as 1375 – 1465 North Service Road East. This second property is branded as the Joshuas Creek Corporate Centre and is located directly beside the Sun Life property. Weston Consulting Inc. is the planning consultant for Carttera and they have asked that the request by Siemens be refused (Appendix “D”).

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## 2) Approve the Request by Seimens:

Staff acknowledges the relocation of Seimens to Oakville has significant benefits from an economic development perspective; over 800 jobs will be moving to Oakville.

Renaming Joshuas Creek Drive will come with related expenses, namely:

- Replacement of existing street signs and installation of new signs
- Updating the town's mapping database
- Circulation of the address changes to public and private agencies
- Preparation of the renaming by-law
- Registration/legal costs.

The costs for the above items would be approximately \$3000. In addition, there may be other third party expenses by existing property owners/tenants who would be impacted by the name change; at the time of the preparation of this report, these expenses were not known but would be established at the appropriate time.

Siemens Canada should be responsible to pay for all the associated expenses relating to the renaming of Joshuas Creek Drive,

### Staff Recommendation:

Notwithstanding the economic development benefits, staff is recommending the request by Seimens Canada Ltd. be denied as:

1. It does not conform to the town's *Street Names for Public Roads* procedure, specifically as it would advertise a commercial enterprise; and in waiving the provisions of this procedure, it will set an undesirable precedent.
2. The requested name is not supported by Emergency Services due to its similarity with other street names within their coverage area, and,
3. It is not supported by the property owner of two other properties that will be affected by the proposed name change.

Should Council support the request, it should be conditional upon Seimens paying for all the associated town and third party expenses related to the renaming of Joshuas Creek Drive.

**CONSIDERATIONS:****(A) PUBLIC**

The commercial property owners/tenants that front onto Joshuas Creek Drive were advised of the request by Siemens to rename the road; they have also been notified of the Community Services meeting of October 23, 2012 (and due to a deferral the subsequent meeting date of December 11, 2012) and were invited to express their comments, concerns and/or support on this request.

Should Council consider renaming the road; staff will provide notification to all property owners and tenants affected by the renaming, as well as the public and private agencies that maintain a municipal address database. General public notification will also be provided in accordance with the town's notice policy.

**(B) FINANCIAL**

Should Council support the request by Seimens, there will be associated one-time only expenses to rename Joshuas Creek Drive. The town's costs are estimated, at a minimum, to be \$3,000. There may be additional third party costs associated with existing property owners/tenants who would be impacted by the name change. These costs are not yet known but would be investigated at the appropriate time. It would be staff's opinion that Seimens should bear all the costs associated with renaming Joshuas Creek Drive.

**(C) IMPACT ON OTHER DEPARTMENTS & USERS**

Roads & Works Operations will be required to remove/install required signage. The Legal Department will be required to provide a renaming by-law and the Strategic Business Services group will be required to update the Oakville Community Map and all other mapping databases.

**(D) CORPORATE AND/OR DEPARTMENT STRATEGIC GOALS**

This report addresses the corporate strategic goal to:

- be accountable

**(E) COMMUNITY SUSTAINABILITY**

The economic pillar of sustainability is enhanced by the attraction of high quality employers to Oakville, but the town's street naming protocol has been developed, in part, to ensure all our corporate citizens are treated in an equitable manner.

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**APPENDICES:**

Appendix 'A'	Letter of Request from Siemens Canada Limited.
Appendix 'B'	Location Map
Appendix 'C'	Street Names for Public Roads Procedure
Appendix 'D'	Letter from Weston Consulting Inc for Carttera

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