

**WESTON
CONSULTING**

planning + urban design

Engineering and Construction Department
Town of Oakville
1255 Trafalgar Road
Oakville, Ontario,

October 2, 2012
File 5593

Attn: Vince Blosser, Supervisor- Engineering and Construction

Dear Sir,

**RE: Potential Road Re-naming
Joshuas Creek Drive
Town of Oakville**

Weston Consulting Group Inc. is the planning consultant for Carttera Private Equities Inc., the owner of the properties at 1455 Joshuas Creek Drive and 1455 North Service Road East in the Town of Oakville. These properties comprise approximately 62 acres of land, with frontage on both North Service Road and Joshuas Creek Drive. A portion of these lands have recently redeveloped with employment uses, with the remaining lands having the potential to redevelop with several hundred thousand additional square feet of employment uses.

It has come to our attention that applications have been submitted by Siemens Canada Limited to re-name Joshuas Creek Drive to *Siemens Boulevard*. This road re-naming is in light of Siemens' newly constructed Canadian head office at the northwest corner of North Service Road and Joshuas Creek Drive.

It is our understanding that this matter will be presented to Community Services Committee on October 23, 2012. We kindly offer the following comments in regards to the proposed road re-naming on behalf of our client, Carttera Private Equities.

The Town of Oakville "Street Names for Public Roads" (Procedure MS-ENS-002-001) outlines the policies related to naming public highways (roads) which are under the justification of the Town of Oakville. The policy applies to all streets names for public roads within the Town's municipal boundaries.

The procedure outlines the street names which are not permitted within the Town. Item 8 states that "*The Town will not allow street names that could be construed as advertising a product, commercial enterprise or religious institution.*" We are of the opinion that the proposed *Siemens Boulevard* is a direct violation of this policy as the name will advertise and benefit a private commercial enterprise.

In addition to the violation of the Town's procedure for "Street Names for Public Roads", we are of the opinion that re-naming Joshuas Creek Drive as proposed may negatively impact the marketability of Cartera's land holdings and is not fair and equitable to all landowners in the immediate area. The construction of Joshuas Creek Drive was primarily funded through Development Charge contributions from developments in the immediate area and the existing tax base. Re-naming the street to *Siemens Boulevard* would serve to inequitably benefit one private corporation over another. The proposed change would result in corporate branding of publicly funded infrastructure.

Based on the information provided in this letter we feel that our clients concerns with regards to the proposed name change of Joshuas Creek Drive to *Siemens Boulevard* are warranted. We respectfully request that any proposal to re-name Joshuas Creek Drive be refused.

Should you have any questions, please do not hesitate to contact me.

Respectfully submitted,



David Capper, BES, MCIP, RPP
Associate