

Date: March 15, 2021

Report To: Planning and Development Executive Committee

From: Cody Vangel, Chief Building Official & Municipal Planner

Re: Colonization Road Brochure Consultation Summary

The Planning and Development Executive Committee (PDEC) will recall on February 8, 2021 that Mayor and Council approved the Street Naming and Renaming policy. PDEC will also recall that Mayor and Council authorized administration to distribute a consultation brochure that was sent out to Town residents with the first tax bill of 2021 to seek input on the following:

- Any foreseen costs that may arise to property owners;
- Any potential address changes that may be required in addition to those outlined on this pamphlet; and
- Any other concerning impacts not related to address changes.

In addition to the many letters and emails that were sent prior to the consultation period, approximately 37 responses were received directly related to the brochure. These 37 responses have been included with this report along with the many letters received prior to the consultation period. As of March 10, 2021, the initial consultation period has closed.

Of the 37 responses received, many of the responses were letters of support that urged the Town to take on the name change. With these responses, many respondents expressed concern for the Town's image perception in the eyes of others if change is not initiated.

Of the 37 responses, there were only a select few that stated outright objections to the name change.

Of the 37 responses, the following considerations were brought forward for consideration by the committee:

- Some respondents felt that the timing was not appropriate and that perhaps it was better suited after pandemic
- Some of the respondents referenced the Calls to Action as detailed by the Truth and Reconciliation Commission
- Some of the businesses outlined the following considerations and potential costs associated with:
 - business cards, letterhead, intake forms, consent forms, dental related paperwork, preprinted freight/waybills/shipping labels, preprinted envelopes, website updates, Facebook, advertising on score cards, advertising contracts, reusable shopping bags water bottles, key rings, dental licenses and legal documents, supplier deliveries, preprinted merchandise, business stamps, bank cheques, time to reach vendors, licensing and permitting programs
- Some inquiries on fees associated with financial institutions, insurance institutions, boating licenses and passport were brought forward.
- Homeowners with signage in yard with street address.

Administration serves the Committee with the compiled letters and correspondence as supporting

information for consideration on the matter of changing the names of Colonization Road East and West.

Upon review of the letters and correspondence the primary costs that have been made aware for homeowners are if they have signage on their properties with their street address and their "personal time" required to change their address. It should be noted and confirmed that homeowners with personal cheques can continue to utilize these in the event of address change provided the account information is the same.

Upon review of the letters and correspondence there are more significant costs associated for businesses which have merchandise, office supplies, advertising, licenses, websites, etc. which have their address indicated on them. The exact cost of this cannot be confirmed. It should be noted that only two businesses located on Colonization Road East and West responded.

The Planning and Development Executive Committee may wish to accept these letters and correspondence with thanks, or they may wish to make recommendation to Mayor and Council to initiate the name change of Colonization Road East and West. As per section 3.1.2 of the Street Naming and Renaming Policy, *a request to name, rename or assign a Ceremonial name to a Street may be initiated by the Town, by a resolution adopted by council.*

Respectfully submitted.

A handwritten signature in black ink, appearing to read 'Cody Vangel', with a stylized flourish at the end.

Cody Vangel
Chief Building Official & Municipal Planner