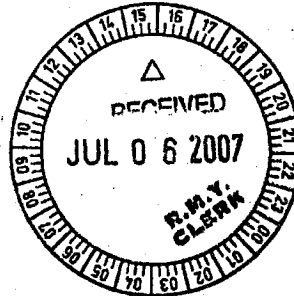




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June 27, 2007



Mr. Denis Kelly
Regional Clerk
The Regional Municipality of York
17250 Yonge Street
Newmarket, ON L3Y 6Z1

**RE: NAMING OF THE WOODBINE AVENUE BY-PASS ROAD
AND RENAMING OF THE FUTURE
BY-PASSED SECTION OF WOODBINE AVENUE (10.14)**

Dear Mr. Kelly:

This will confirm that at the meeting of Council held on June 26, 2007, Clause 2 of Report No. 41, was approved as follows:

"That the report entitled "Naming of the Woodbine Avenue By-Pass Road and Renaming of the Future By-Passed Section of Woodbine Avenue", dated June 19, 2007, be received;

And that the Town of Markham request the Region of York to name the future by-passed section of Woodbine Avenue north of Major Mackenzie Drive and south of 19th Avenue as Victoria Square Boulevard;

And further that Staff be authorized and directed to do all things necessary to give effect to this resolution."

Yours sincerely,

Sheila Birrell
Town Clerk

Report to: DEVELOPMENT SERVICES COMMITTEE

Report Date: June 19, 2007

SUBJECT: Naming of the Woodbine Avenue By-Pass Road and
Renaming of the Future By-Passed Section of Woodbine
Avenue

PREPARED BY: Robert Tadmore Extension 6810

RECOMMENDATION:

That the report entitled "Naming of the Woodbine Avenue By-Pass Road and Renaming of the Future By-Passed Section of Woodbine Avenue", dated June 19, 2007, be received;

And that the Town of Markham request the Region of York to name the future by-passed section of Woodbine Avenue north of Major Mackenzie Drive and south of 19th Avenue as Victoria Square Boulevard;

And further that Staff be authorized and directed to do all things necessary to give effect to this resolution.

EXECUTIVE SUMMARY:

Not applicable

FINANCIAL CONSIDERATIONS:

Not applicable

PURPOSE:

The purpose of this report is to recommend that the Town request the Region of York to rename the future by-passed section of Woodbine Avenue currently under their jurisdiction as Victoria Square Boulevard in order to remove and avoid name duplication issues with the realigned section of Woodbine Avenue (Woodbine Avenue by-pass road).

BACKGROUND:

A length of Woodbine Avenue running through the Cathedral Community, the Hamlet of Victoria Square and the approved residential area in the Highway 404 North Planning District will be by-passed by an approved realignment of Woodbine Avenue to the west. The by-pass road is meant to divert the majority of traffic traveling north/south on Woodbine Avenue away from the Hamlet of Victoria Square. (Figure 1)

In 2006 Staff recommended that the Town request the Region of York to name the Woodbine by-pass road as Woodbine Avenue, and rename the by-passed section of Woodbine Avenue as Old Woodbine Avenue. This was meant to ensure street name continuity of the regional road in its new alignment and to avoid a duplication of road names.

Development Services Committee directed staff to identify an alternative name for the future by-passed section of Woodbine Avenue that makes reference to Victoria Square, or the Cathedral. After contacting the Ward Councillor, staff recommended two road naming options in a February 13th Part A Development Services Committee presentation.

The first option was to request the Region to name the Woodbine Avenue by-pass road as Victoria Square By-Pass. This option eliminated the need to rename the future by-passed section of Woodbine Avenue and re-address every affected property. It also provided an appropriate name for the by-pass road in terms of the area's history. This option is consistent with Council's decision on the naming of the 9th Line by-pass road in Box Grove as Box Grove By-Pass.

The second option involved the naming of the Woodbine Avenue by-pass road as Woodbine Avenue, and renaming the future by-passed section of Woodbine Avenue as Old Woodbine Avenue. This option required consultation with affected property owners prior to requesting the Region for the renaming.

Committee members requested that staff proceed with the second option, but work with the Ward Councillor to consult with residents, businesses, and representatives of the Victoria Square United Church and ratepayers association regarding the choice of names for the future by-passed section of Woodbine Avenue. Staff sent out 98 notices for a community information meeting that included all the owners of properties on the affected section of Woodbine Avenue.

On March 28 the Ward Councillor and a staff member met with the property owners affected by the potential Woodbine renaming, including representatives from the church and the ratepayers association, to discuss the proposed renaming of Woodbine Avenue and the naming of the Woodbine by-pass road. Seventeen property owners attended the meeting and it was noted that most of the people have been living in the area for over 40 years. The majority of people who attended the meeting did not want Woodbine Avenue to undergo a name change. Main reasons cited for keeping the name included the inconvenience and cost of changing personal and business related address information, and the need for social and cultural preservation for the area.

Approximately 15 of the 17 property owners were in favour of naming the by-pass road either Woodbine By-Pass, or Victoria Square By-Pass. Some felt the name of the by-pass should reflect its true function, which was to divert traffic around the Hamlet, and that applying the name Victoria Square By-Pass seemed a more appropriate option. A comment was also made that the by-pass road would not halt east-west traffic through the hamlet unless the by-pass was named Woodbine Avenue, as people would instinctively be looking for Woodbine Avenue as their route north or south.

The Ward Councillor indicated that any choice of name would be subject to Regional and Fire Department approval to ensure there were no duplication and emergency service issues. Both names are acceptable to the Region and Fire Department.

The Ward Councillor advised staff that a meeting was scheduled for May 30th with Victoria Square Hamlet residents to discuss the road naming issue. Approximately 30 property owners attended the meeting. After some discussion there remained no consensus with respect to changing the name of the future by-passed section of Woodbine Avenue. However, if the name were to be changed the general feeling was that Woodbine Avenue should be renamed Victoria Square Boulevard.

The Ward Councillor advised those in attendance that a name change report was going to the June 19th Development Services Committee meeting and that anyone can attend to voice their concerns. He also indicated that the Region of York currently favours naming the Woodbine Avenue by-pass road as Woodbine Avenue.

OPTIONS/ DISCUSSION:

After the initial community meeting Town Staff contacted staff at the Region regarding the possibility of naming the Woodbine Avenue by-pass road as Victoria Square By-Pass. Regional staff stated the functional purpose of the by-pass road was to serve as the revised alignment of Woodbine Avenue and not as a by-pass route around the Hamlet of Victoria Square. They are therefore intent on naming the by-pass road as Woodbine Avenue to ensure continuity in naming.

Regional Staff also indicated they will likely rename the future by-passed section of Woodbine Avenue as Old Woodbine Avenue prior to the transfer of this section of road to Markham. Town staff is of the opinion that the revised name for this transferred section of road should be agreeable to the Town of Markham and that the name should be representative of the hamlet.

Residents of Victoria Square would prefer to avoid a name change for the future by-passed section of Woodbine Avenue due to concerns over address changes as well as social and cultural preservation issues. However, in light of the Region's preference to apply the name Woodbine Avenue to the by-pass road, which is the Region's ultimate decision, Staff feels the most logical and prudent course of action would be to ensure a new name for the by-passed section of Woodbine Avenue consistent with local history. In order to delineate the hamlet from the new urban development around it, it is recommended that the future by-passed section of Woodbine Avenue should be renamed as Victoria Square Boulevard, a name that makes reference to the historical community in a similar fashion to Main Street Unionville and Main Street Markham.

It is therefore recommended that the Town of Markham request the Region of York to name the future by-passed section of Woodbine Avenue north of Major Mackenzie Drive and south of 19th Avenue as Victoria Square Boulevard.

FINANCIAL TEMPLATE: (external link)

Not applicable.

FILE NO. 1