



# CORPORATION OF THE TOWNSHIP OF ESQUIMALT

Municipal Hall  
1229 Esquimalt Road  
Esquimalt, B.C. V9A 3P1

## Legislation Text

---

**File #:** 16-119, **Version:** 1

---

### REQUEST FOR DECISION

**DATE:** March 21, 2016

Report No. EPW-16-012

**TO:** Laurie Hurst, Chief Administrative Officer

**FROM:** Jeff Miller, Director of Engineering and Public Works

**SUBJECT:**

Request for Name Change for Esquimalt Road (1300 Block)

**RECOMMENDATION:**

That Council approve the name change of Esquimalt Road (side street) to St. Paul's Place.

**RELEVANT POLICY:**

Not Applicable.

**STRATEGIC RELEVANCE:**

Healthy and Liveable Community - ensure multi-modal traffic strategies consider and reflect business and residential growth and development.

**BACKGROUND:**

At the west end of Esquimalt Road, a side street branches off the main road. This side street also bears the name Esquimalt Road (see Attachment 1). This road provides ingress/egress to eight properties (1360, 1370, 1376, 1382, 1388, 1390, 1384, and 1386). The building types range from single family homes to multi-family structures.

In 2015, the Township received a request from the owners and residents of 1370, 1376, 1382 and 1384/1386 to change the street name (see Attachment 2). The purpose of the request was to seek a name change for the side street. The applicants expressed concern that due to the similarity between the side street name and the main thoroughfare name, there is confusion for people, first responders and commercial traffic in finding the side street. The applicants have requested that the name be changed to St. Paul's Place.

## **ISSUES:**

### **1. Rationale for Selected Option**

Engineering has reviewed the request. Based on the review of the request, no concerns were raised with the name change. If this portion of the neighbourhood would have just been developed, the main road and the side street would not have the same name. Naming the roads the same name without some form of difference leads to confusion and misunderstanding for users.

There is no concern with chosen name either. Staff recommend that the name change be approved.

### **2. Organizational Implications**

The proposed name change will be prepared by Engineering. This information will then be communicated to the residents and other parties (i.e. Fire, Police, Canada Post, BC Land Assessment, etc.). New signage will also be put in place by Public Works. The activities associated with the name change will not impose any significant organizational implications.

### **3. Financial Implications**

The name change can be accommodated within the current operational budget.

### **4. Sustainability & Environmental Implications**

There are no sustainability or environmental implications.

### **5. Communication & Engagement**

Once the name change has been approved, this information will be posted to the Township's website and other social media forums. Notification will also be sent to owners and residents of impacted properties. Further notification will also be sent to first responders, taxation authorities, etc. notifying them of the name change.

## **ALTERNATIVES:**

1. That Council approve the name change of Esquimalt Road (side street) to St. Paul's Place.
2. That Council not approve the name change of Esquimalt Road (side street) to St. Paul's Place and provides a different name.
3. That Council does not approve of any name change to Esquimalt Road (side street).