



Town of Whitby Policy

Policy Title:	Street Naming Policy
Policy Number:	CA 290
Reference:	Council Resolution # 171-25
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Approval:	Council
Point of Contact:	Kathryn Kram, Senior Manager, Zoning and Regulation

Policy Statement

The Town of Whitby recognizes that due to the highly visible nature of street names and how heavily embedded they are in the daily lives of its residents, it is important to have directives for carefully selecting street names. Inappropriately chosen street names can have lasting repercussions. The selection of street names is important towards promoting a sense of place, safety, inclusion, civic pride, and heritage conservation. The Town of Whitby has encouraged naming its streets in honour of Canadians who perished at war as well as recipients of the Peter Perry Award, an award given to those who have made significant contributions to the community. With this policy, the Town of Whitby continues to recognize the value of selecting street names that commemorate local individuals, in addition to street names that will recognize the Town of Whitby's heritage, culture, and unique features.

Purpose

The purpose of this policy is to implement a comprehensive policy on street naming including:

- Establishing the technical and thematic requirements for street names in the Town of Whitby; and,
- Establishing the process for street name requests.

Scope

This policy applies to the naming of future Town-owned public streets and private streets within the Town of Whitby.

Index

1. Definitions	2
2. Responsibilities	2
3. Street Naming Request Process	3
4. Street Name Technical Requirements	3
5. Street Name Thematic Requirements	3

Definitions

“War dead” refers to individuals who perished while serving in active military duty during any war, or any peacekeeping mission in which Canada played an active military role, and who was a resident of the Town of Whitby at the time of their enlistment.

“War veteran” refers to individuals who served within the Canadian Forces during any war, military action, or peacekeeping mission in which Canada played an active military role, and who was a resident of the Town of Whitby at the time of their enlistment.

“Public service member” refers to individuals who have served as a municipal politician, public civil servant, local Member of Parliament, or local Member of Provincial Parliament.

“Peter Perry award winner” refers to recipients of the Peter Perry award. The Peter Perry award is given annually by the Whitby Chamber of Commerce to an outstanding individual in Whitby who has made significant contributions to the community.

1. Responsibilities

1.1. The Planning and Development Department shall:

- Maintain the street name reserve list.
- Review proposed street names submitted by applicants to the Town via the Street Name Request Form.
- Circulate proposed street names to the Region of Durham and the Town of Whitby Fire and Emergency Services for comments prior to approval. As identified by the street naming requirements, certain street names will also require being presented to Town of Whitby Council.

2. Street Naming Request Process

2.1. The Town shall maintain a street name reserve list with street names that have been reviewed and approved. Applicants are encouraged to select street names that are already listed on the Town’s street name reserve list.

- 2.2. In cases where an applicant is proposing a street name not on the street name reserve list, a Street Name Request Form shall be completed and submitted to the Planning and Development Department for review.
- 2.3. Street Naming Request Forms will be reviewed on a semi-annual basis by the Planning and Development Department. Requested street names that comply with the street naming requirements will then be forwarded to the Region of Durham Planning Department and the Town of Whitby Fire and Emergency Services for review prior to final approval. As identified by the street naming requirements, certain street names will require Council review and approval.

3. Street Name Technical Requirements

- 4.1 It shall be prohibited for street names to:
 - (a) be discriminatory or derogatory from the point of view of sex, race, colour, creed, national origin, sexual orientation, religion or other social factors.
 - (b) include sexual overtones, inappropriate humour, parody, or slang.
 - (c) promote religious or political messages that might be deemed prejudicial to other religious or political groups.
- 4.2 The following will be strongly discouraged:
 - (a) Street names that include hyphens, apostrophes, or dashes.
 - (b) Street names that are difficult to spell or pronounce.
 - (c) Street names that exceed twenty-three (23) characters, including symbols, spaces, and the suffix.
 - (d) Street names that exceed three (3) words, including the suffix.

5. Street Name Thematic Requirements

- 5.1 Street names shall be chosen with the aim to:
 - (a) Honour local individuals who have fought in war or served in peacekeeping duties (War dead and War veterans).

War dead and War veteran street names shall apply to those individuals who were residents of the Town of Whitby at the time of their enrolment within the Canadian Forces. Municipal staff will work with the Royal Canadian Legion in identifying individuals that qualify for street naming recognition. Street signs honouring War dead and War veterans will contain a poppy symbol on the sign blade.

(b) Recognize Peter Perry Award Winners.

(c) Recognize the Town of Whitby's heritage.

Heritage themed street names shall recognize the Town of Whitby's heritage. Such names may recognize local historical figures, events, activities, geographic features, natural landscape features, cultural heritage features, and historic landowners.

Proposed names in an Indigenous language or recognizing an Indigenous individual, organization, event or concept will require consultation with Indigenous communities and adherence to appropriate Indigenous practices or protocols.

Development proposals that create one (1) or more new streets, and which are in proximity to a geographic feature, natural landscape feature, or cultural heritage feature, shall be encouraged to implement street names that relate to such feature(s).

These street names are required to be approved by Council prior to going through the formal agency review process.

(d) Recognize landowners and development themes.

Street names that recognize the names of landowners are permitted. Such names shall be considered for approval by Council.

Street names that adhere to a development theme for the purpose of establishing the image or identity of the new development will also be considered. Street names that pertain to "development themes" shall be considered for approval by Council.

(e) Recognize public service members.

5.2 Street names that do not comply with the street naming policies herein may be considered by Council on a case-by-case basis. Special consideration of street name requests shall be made by completing and submitting a Street Name Request Form to the Planning and Development Department.

This Policy is hereby approved by Council Resolution #171-25 on this 6th day of October, 2025.