

Priorities Committee Meeting_Sep18_2018

STRATEGIC INITIATIVE AND UPDATE**Potential Renaming or Ceremonial Naming of a Portion of Oak Street (Ward 1)****Report Purpose**

To provide the Priorities Committee with updated information regarding the potential renaming or ceremonial naming of a portion of Oak Street to "Vic Bidzinski Way."

Our Prioritized Strategic Goals

Goal 7 - Provide opportunities for public engagement and communication

Report

The potential renaming or ceremonial naming of a portion of Oak Street, located north and west of Sherwood Drive, to "Vic Bidzinski Way," would honour former Councillor Vic Bidzinski, who was Councillor of Ward 1 over the span of two decades.

As a result of the presentation to the Priorities Committee on June 12, 2018, updated or additional information is included in Enclosures 4, 5, 6 and 7. The enclosures provide information regarding:

- a proposed Public Engagement Plan (Enclosure 3);
- costs associated with both officially renaming Oak Street to "Vic Bidzinski Way" or assigning "Vic Bidzinski Way" as a ceremonial name while maintaining the official name of Oak Street (Enclosure 4);
- information on address changes in other municipalities (Enclosure 5);
- an example of an existing memorial plaque (Enclosure 6); and
- sign proofs of collector and signal mast arm options for a ceremonial renaming (Enclosure 7).

Depending on the discussion at the Priorities Committee, the next step in the process would be to proceed with public engagement in order to receive feedback on the potential official renaming of a portion of Oak Street and/or the potential ceremonial naming of a portion of Oak Street.

Council and Committee History

June 12, 2018	The Priorities Committee was provided with information regarding the potential renaming of a portion of Oak Street to "Vic Bidzinski Way."
March 27, 2018	Council approved the following motion: <i>THAT administration prepare a report on the process to rename the portion of Oak Street, located west and north of Sherwood Drive, to "Vic Bidzinski Way" and that the report include information on how affected stakeholders will be engaged, as well as the estimated costs for signage and required address changes, including any options for a ceremonial name change; and that this report be brought to Council for consideration by the end of the second quarter of 2018.</i>

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Other Impacts

Policy: SER-008-011 Naming of Development Areas, Roads, Parks, and Public Facilities

Legislative/Legal: The *Municipal Government Act* authorizes a municipality to name roads within its boundaries.

Interdepartmental: Recreation, Parks and Culture as well as Transportation and Agriculture Services provided information regarding costs.

Communication Plan

Strathcona County administration has prepared a Public Engagement Plan (Enclosure 3) to engage the public regarding both the potential official renaming of a portion of Oak Street and the ceremonial naming of a portion of Oak Street.

The Public Engagement Plan includes one open house and an online survey, where the public will have the opportunity to provide feedback.

Notification of the open house will be made through newspaper advertisements in the Sherwood Park News, as well as by mail out to residents within the notification area.

Enclosures

- 1 Location map
- 2 Proposed notification map
- 3 Public Engagement Plan Proposal
- 4 Costs associated with the potential renaming or ceremonial naming of a portion of Oak Street
- 5 Information on address changes in other municipalities
- 6 Existing memorial example
- 7 Sign Proof