

**Potential ceremonial road naming costs (Ward 1)****Report Purpose**

To provide information to Council regarding potential costs that would be incurred to add John Ashton's name as a ceremonial name to Athabasca Avenue.

**Recommendation**

THAT the ceremonial road naming of John Ashton Way, as set out in Enclosure 3 of the November 15, 2022, Planning and Development Services report, including the installation of the ceremonial street blades, be approved.

**Our Prioritized Strategic Goals**

Governance Requirement

**Report**

The potential ceremonial naming of Athabasca Avenue, located west of Broadmoor Boulevard would honour John Ashton.

On September 27, 2022, Council approved a motion which added Mr. Ashton's name to the Commemorative Names Registry. As part of the motion, Council requested a report with information on any costs that would be incurred to add the name as a ceremonial name to Athabasca Avenue.

The cost involved in assigning "John Ashton Way" as a ceremonial name would be approximately \$2,500. This would include the additional signage and installation costs for two large signs at the signal on Broadmoor Boulevard as well as six small signs for the three other intersections off of Athabasca Avenue. The cost for the signage and installation will be accommodated in existing budgets.

Sign proofs for the proposed ceremonial naming street blades are included in Enclosure 1.

The ceremonial name change would not have an impact on existing addressing in the area as the official name of Athabasca Avenue would be maintained.

**Council and Committee History**

September 27, 2022	THAT administration undertake the process to have the name "John Ashton" added to the Commemorative Names Registry, and by the end of October 2022, prepare a report with information on any costs that would be incurred to add his name as a ceremonial name to Athabasca Avenue.
--------------------	---

**Other Impacts**

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

**Legislative/Legal:** n/a

**Financial/Budget:** Costs to add additional street blades with the proposed commemorative name have been provided.

**Interdepartmental:** TAS has provided costs for new street blades and installation

**Master Plan/Framework:** n/a

**Communication Plan**

n/a

**Enclosures**

- 1 Proposed street blade design
- 2 Location map
- 3 Proposed naming map
- 4 Air photo