POLICY

C-34	STREET NAMING POLICY

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COUNCIL APPROVAL:	June 22, 2026	Signature:	

1. PURPOSE

The purpose of this policy is to establish Council priorities with respect to the naming of streets within the town of Sussex; define roles and responsibilities; outline naming criteria; and describe procedures to be followed.

2. DEFINITIONS

Definitions used in this policy mirror standard municipal planning terminology and include the following:

Arterial Street means a major roadway intended to carry large volumes of traffic between different areas of the municipality and to provide connections to highways and regional routes.

Collector Street means a roadway designed to collect and distribute traffic between local streets and arterial streets.

Local Street means a roadway intended primarily to provide direct access to adjacent properties, with low traffic volumes and speeds.

Street means a public right-of-way within an urban area intended for vehicular and pedestrian travel, typically providing access to properties.

Street Type Designations

For the purposes of naming and classification, the following street types may be used:

Road (Rd.) means a public or private thoroughfare connecting two or more locations, applicable in urban, suburban, or rural contexts.

Avenue (Ave.) means a wide public roadway, often landscaped or tree-lined, and commonly oriented perpendicular to streets in a grid layout.

Boulevard (Blvd.) means a multi-lane roadway with a central median and landscaping, designed to accommodate higher volumes of traffic.

Lane (Ln.) means a narrow roadway, typically located in lower-density or rural areas, with relatively low traffic volumes.

Drive (Dr.) means a roadway that follows natural land contours, often curved, and commonly used in residential or scenic areas.

Court (Ct.) means a short roadway ending in a cul-de-sac or turnaround, with no through vehicular access.

Place (Pl.) means a short, low-traffic street, generally found in residential developments.

Way means a minor roadway or secondary route.

Terrace (Ter.) means a roadway situated along a slope or elevated landform, or a street featuring terraced or uniform housing.

Circle (Cir.) means a roadway forming a closed loop where the beginning and end connect to the same intersecting street.

Crescent (Cres.) means a curved roadway, typically forming a partial loop with both ends connecting to the same street.

Parkway (Pkwy.) means a landscaped roadway intended for scenic travel and often connecting parks or natural areas.

Close means a short dead-end street with a single point of entry and exit.

Row means a short street characterized by a continuous line of attached or closely spaced buildings

3. POLICY STATEMENTS

The primary consideration in naming is public safety, particularly emergency response clarity. Names may also reflect local history, culture, geography, and notable individuals associated with Sussex, New Brunswick, or Canada.

4. GENERAL NAMING CRITERIA

All names must be unique, non-derogatory, non-commercial, reasonably short for signage, and shall avoid similarities that could cause confusion. Names of living persons shall be used only in exceptional circumstances.

5. NAME BANK

a. Sussex shall maintain a Name Bank of pre-approved names.

b. To be recommended for inclusion in the Bank, names shall meet any of the following criteria:

   i. A name to honour a noteworthy person associated with the history of the town of Sussex or who made a significant contribution to the town of Sussex.

   ii. A name to honor a resident of Sussex that served in the Canadian military.

   iii. A name (person, place or thing) that has cultural and/or historical significance to Sussex, New Brunswick or Canada.

   iv. A name that recognizes the wildlife, flora, fauna or natural features of Sussex and New Brunswick.

   v. A name which celebrates and/or is unique to a particular location or part of the town.

c. Naming proposals shall be adequately researched and documented by the submitter and shall be verified by the Sussex Planning Staff.

d. In the case where the name proposed relates to a specific person, Sussex Planning Staff will make reasonable efforts to consult with the person's family. If no objections are received, the name will be recommended for the Name Bank.

Additions to the Sussex Name Bank may be proposed by any member of the public, including citizens, citizen groups, landowners, developers, members of Council and town staff. Proposals shall be made by completing a Street Name Bank Application form. All proposals will be reviewed by the Sussex Planning Staff.

A list of approved names for the Sussex Name Bank will be available online at www.sussex.ca.

6. PROCEDURES FOR NAMING STREETS

a. In accordance with the Community Planning Act, the naming of streets created through subdivision shall be subject to the approval of Sussex Council, in consultation with the Sussex Planning Advisory Committee (PAC).

b. The names of streets shall be chosen from the Name Bank unless otherwise authorized by Sussex Council.

c. Developers and landowners are encouraged to nominate a preferred name or names to the Sussex Name Bank (in accordance with Section 5 well in advance of making an application for subdivision. Names submitted for a particular development and accepted by Sussex Council, if requested in writing, will be reserved for use for the development for a period of ten years.

d. Developers and landowners are encouraged to consider the use of a

theme throughout a particular neighbourhood area. In accordance with Section 5, Sussex Council may direct that proposed names be reserved for a particular location or part of the town for future use by the developer.

e. Private streets shall be required to conform to the General Naming Criteria of this policy (Section 4).

7. MONITORING AND ADMINISTRATION

Town Administration shall periodically review this policy and report to Council regarding its effectiveness and compliance.