



Council Report

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Date: October 7, 2025 File No: RMS/3900-02
To: Anthony Haddad, City Manager
From: Steven Collyer, Housing and Policy Initiatives Manager

Subject: Civic Address and Street Naming Bylaw No. 2025-28, Guidelines for Assigning Civic Addresses, Guidelines for Assigning Street Names, Street Name Change Policy, and Municipal Ticketing Information Amendment Bylaw No. 2025-29

Staff Recommendation

THAT Council give first, second, and third reading to “Civic Address and Street Naming Bylaw No. 2025-28”, a bylaw to repeal and replace “Civic Address and Street Naming Bylaw No. 2018-51”;

AND THAT Council, subject to adoption of “Civic Address and Street Naming Bylaw No. 2025-28”, approve the following related Council policies:

- CP#2025-05 - Guidelines for Assigning Civic Addresses;
- CP#2025-06 - Guidelines for Assigning Street Names;
 - including the Street Name Reserve List
- CP#2025-07 - Street Name Change Policy;

AND THAT Council give first, second, and third reading to “Municipal Ticketing Information Amendment Bylaw No. 2025-29” to create a \$200.00 ticketing offense for non-compliance with section 6.1.4 of “Civic Address and Street Naming Bylaw No. 2025-28”;

AND THAT Council engage with snpink'tn Indian Band (PIB) Council to complete the Street Name Reserve List with local nsyilxcen (Syilx) street name options.

Strategic Priority Objective

Livable & Accessible: The City of Penticton will proactively plan for deliberate growth, focusing on creating an inclusive, healthy, and vibrant community.

Background

On December 3, 2024, Council supported street names for the ‘Innovation District’ development at 1704 Government Street. Staff identified opportunities to improve Civic Addressing and Street Naming Bylaw No.

2018-51 and its related policies. Council passed the following resolution (highlighted below) directing staff to complete these bylaw and policy updates and present them to Council for consideration.

Street Naming for Subdivision of 1704 Government Street

362/2024 It was MOVED and SECONDED

THAT Council support the following street names for new public and private streets to be constructed through subdivision of 1704 Government Street:

- “Innovation” for the new public street between Government Street and Page Avenue;
- “Discovery” for the new private ‘L-shaped’ street between two sections of the new public road; and
- “Dynamic” for the new private cul-de-sac extending north from the new public road.

AND THAT Council direct staff to review the Civic Addressing and Street Naming Bylaw 2018-51 and the Administrative Guidelines for Assigning Civic Addresses policy, and present an updated bylaw and policy to Council for consideration.

CARRIED UNANIMOUSLY

The goal of these updates is to update and clarify local civic addressing and street naming procedures. The proposed updates reflect emerging development patterns, new zoning rights, staff procedures for addressing infill developments, and a modernized Street Name Reserve List.

Civic Address and Street Naming Bylaw (updated) – see Attachment ‘A’

This bylaw contains requirements to ensure orderly civic addressing of properties and buildings and appropriate naming of streets. The bylaw sets out civic addressing standards to support effective emergency response, and requires the posting of address numbers with specifications. The bylaw also outlines the procedure for re-addressing and requirements regarding new street names.

- Key changes:
 - Adding ‘business license issuance’ as a trigger for civic addressing review, in addition to subdivision and building permit issuance.
 - Moving guidelines and procedure for assigning street names out of the bylaw and into a standalone document: Guidelines for Assigning Street Names.
 - Council remains the approval authority for new street names.
 - Adding a ticketable offense as a bylaw enforcement mechanism (Municipal Ticketing Information Bylaw Amendment No. 2025-29).

Council Policy: Guidelines for Assigning Civic Addresses (new) – see Attachment ‘B’

This new policy focuses on civic addressing only, compared to the existing policy which is broader in scope. The policy describes the administrative process for assigning civic addresses for residential, commercial, industrial and other buildings and properties. The policy provides a consistent method for assigning civic

addresses in different developments and street types, and the process for leaving space between address numbers to account for future development opportunities.

- Key elements:
 - More detailed guidance on procedure for assigning civic addresses in different development scenarios (i.e. different combinations of units per lot, accessory suites in townhomes, etc.).
 - Allowing for civic addresses to be assigned to street-facing duplex and townhouse units in some cases, rather than exclusively requiring unit numbers.
 - Enabling multiple commercial buildings on a lot to have their own civic address instead of requiring continuity in unit numbers across multiple buildings, similar to multi-building residential developments.
 - Updated language for clarity.

Council Policy: Guidelines for Assigning Street Names (new) & Street Name Reserve List (updated) – see Attachment C

This new policy focuses on street naming and complements the new policy focused on civic addressing. This policy describes the procedure for considering new street names and outlines permitted street suffixes (i.e. road, drive, avenue, court, etc.).

The updated Street Name Reserve List is a schedule of this new policy, containing a list of potential street names from which new names may be selected. Originally developed by a Council committee in 2018, many street name options provide background information explaining the connection of the name to the cultural, social and natural history of Penticton. Updates are proposed to modernize the list.

- Key elements:
 - Added procedural language previously in the bylaw into this policy.
 - Affirms City direction of not assigning street names to public lanes.
 - Enables the option for assigning street names to private roads (i.e. bareland strata developments).
 - Outlines process for choosing a new street name, whether from the Street Name Reserve List or a name not included on the list.
 - Allows for staff-only review of proposed street names if a relevant Council committee is not in effect.
 - Updated the Street Name Reserve List (schedule) by removing:
 - Names of persons with no background information provided.
 - Names of Aldermen and Mayors without further background information provided.
 - Names with a negative connotation/background (i.e. names of murder victims, bootleggers, etc.).
 - Duplicate names already used in the broader emergency response region (Penticton, Summerland, Naramata, West Bench, Kaleden, Okanagan Falls, and Penticton Indian Band).
 - Removed the suggested lane names table from the Street Name Reserve List because the City's practice is not to assign names to lanes as per the bylaw.

Street Name Change Policy (updated) – see Attachment 'D'

The Street Name Change Policy describes the procedure for considering either a City-initiated or privately-initiated change to a City street name. The policy describes steps for notification and compensation to affected parties, and outlines the process for staff and or relevant Council committee review prior to Council's decision on the street names change.

- Key changes
 - Clarification that tenants will receive notification of proposed changes and the outcomes, in addition to property owners.
 - Enables review by staff unless a relevant Council committee is in effect.

Financial Implication

The Civic Address and Street Naming Bylaw - and related Council policies - apply primarily to new development and place obligations on property owners to comply with the bylaw requirements. Through the proposed updates, non-compliance may result in a \$200.00 fine, as per the proposed Municipal Ticketing Information Bylaw amendment.

In the case of a City-initiated street name change, the updated Street Name Change Policy carries forward a requirement from the original policy for the City to compensate any affected households and businesses up to \$500.00 each for their expenses to update their records with the new street name. This compensation requirement will only apply if Council approves a City-initiated street name change. It would not apply for any privately-initiated street name changes.

Analysis

Staff are proposing updates to the Civic Address and Street Naming Bylaw - and associated policies - based on Planning Department experience and Fire Department feedback. The updates are intended to modernize how civic addressing and street naming are conducted in the City and provide procedural clarity.

Staff noted the absence of nsyilxcen (Syilx) street name options in the existing Street Name Reserve List, despite a section in the list from 2018 dedicated to such names. Through discussions with snpink'tn Indian Band (PIB) staff, the process to engage on local Indigenous street name options would be for City Council to engage with PIB Council on the topic, then staff from both organizations can connect further on this work to add nsyilxcen street name options into the list at a future date.

Currently, there are minimal enforcement mechanisms for contraventions of the Civic Addressing and Street Naming Bylaw. Staff propose that a \$200.00 fine for any person posting an address in conflict with the most recent City-issued address be added into the Municipal Ticketing Information Bylaw. This provides a mechanism to use, if deemed necessary, to ensure bylaw compliance.

New developments are increasingly creative with mixes of uses and unit types in individual projects. The updated civic addressing and street naming requirements and procedures assist with effective emergency response, deliveries, and geo-locating to support ongoing intensification and redevelopment in Penticton.

Alternate Recommendations

Council may wish to approve further updates to the Civic Address and Street Naming Bylaw or the associated policies. If this is the case, Council should choose the alternate recommendation and refer the bylaw and policies back to staff with specific direction on areas to review further.

- 1. THAT Council give first reading to Civic Address and Street Naming Bylaw No. 2025-28 and Municipal Ticketing Information Bylaw Amendment No. 2025-29;
AND THAT Council refer the Bylaw and related policies back to staff with specific direction on areas to review further.

Attachments

- Attachment A – Civic Address and Street Naming Bylaw No. 2025-28
- Attachment B – Council Policy No. 2025-05: Guidelines for Assigning Civic Addresses
- Attachment C – Council Policy No. 2025-06: Guidelines for Assigning Street Names
- Attachment D – Council Policy No. 2025-07: Street Name Change Policy
- Attachment E – Municipal Ticketing Information Bylaw Amendment No. 2025-29

Respectfully submitted,

Steven Collyer, RPP, MCIP
Housing and Policy Initiatives Manager

Concurrence

General Manager of Development Services <i>BL</i>	City Manager <i>SH</i>
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