



THE CORPORATION OF THE TOWN OF AMHERSTBURG  
OFFICE OF ENGINEERING & INFRASTRUCTURE SERVICES

**Mission Statement:** As stewards of the Town of Amherstburg, we strive to improve the quality of life of all residents through the delivery of effective, efficient, and affordable services.

Author's Name: Eric Chamberlain	Report Date: January 9, 2025
Author's Phone: 519 736-3664 ext. 2312	Date to Council: January 27, 2025
Author's E-mail: echamberlain@amherstburg.ca	Resolution #:

To: Mayor and Members of Town Council

Subject: Request to Name Section of King Street as Mac Simpson Way

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1. **RECOMMENDATION:**

It is recommended that:

1. The request from Amherstburg Freedom Museum for the honorary naming of King Street from Simcoe Street to Gore Street as Mac Simpson Way **BE APPROVED.**

2. **BACKGROUND:**

Recently, Administration received correspondence from Amherstburg Freedom Museum requesting to name a section of King Street from Simcoe Street to Gore Street as Mac Simpson Way.

3. **DISCUSSION:**

Administration is recommending that an honorary street name be created to publicly recognize Melvin "Mac" Simpson, Founder of the Amherstburg Freedom Museum without causing an official address change to the residents or businesses located on King Street. Two (2) signs would be installed from Simcoe Street to Gore Street. The signs will be different from the current decorative and common street name signs to prevent confusion to the public. All costs associated with the manufacturing and installation of the street name sign will be covered under the Sign and Devices budget in the Public Works Operational Budget. The signs would be maintained for as long as the Amherstburg Freedom Museum remains on King Street.

#### 4. RISK ANALYSIS:

There is no risk associated with approval of this honorary street name sign. The honorary sign does not change the official street name and does not require residents and businesses to change their address.

#### 5. FINANCIAL MATTERS:

The estimated cost of this initiative is estimated at \$500 to manufacture the sign and complete works to the existing signage. The cost also includes maintaining the existing decorative signs that are impacted by this initiative.

#### 6. ASSET MANAGEMENT IMPACTS:

The new honorary street name signs should be included in the asset management plan for tracking for maintenance and future replacements. In addition, the maintenance of the existing decorative signs should be updated to track the work completed.

#### 7. CONSULTATIONS:

The Curator and Board of the Amherstburg Freedom Museum were consulted.

#### 8. CORPORATE STRATEGIC ALIGNMENT:


*Vision: Preserving our past while forging our future.*

<i>Amherstburg Community Strategic Plan 2022 - 2026</i>	
<p><b>PILLAR 1</b> <b>Deliver Trusted &amp; Accountable Local Government</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Improve trust between council and staff, and residents, by strengthening governance and internal accountability structures.</li><li><input type="checkbox"/> Deliver transparent and efficient financial management.</li><li><input type="checkbox"/> Increase effective communication and engagement with residents.</li><li><input type="checkbox"/> Develop our staff team, resources, and workplace culture.</li><li><input type="checkbox"/> Continue to deliver strong core municipal services.</li></ul>	<p><b>PILLAR 3</b> <b>Encourage Local Economic Prosperity</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Encourage development of commercial and industrial lands.</li><li><input type="checkbox"/> Continue to promote local tourism industry, especially overnight accommodation.</li><li><input type="checkbox"/> Continue to facilitate downtown development for residents and visitors.</li><li><input type="checkbox"/> Continue to leverage partnership opportunities with other provincial, federal, and local governments, agencies, and organizations.</li></ul>

<input type="checkbox"/> Ensure Amherstburg is an inclusive accessible and welcoming community committed to reconciliation.	
<p style="text-align: center;"><b>PILLAR 2</b></p> <p style="text-align: center;"><b>Invest in Community Amenities and Infrastructure</b></p> <ul style="list-style-type: none"> <li>✓ Maintain safe, reliable and accessible municipal infrastructure and facilities.</li> <li><input type="checkbox"/> Increase access to recreation opportunities for all ages.</li> <li><input type="checkbox"/> Finalize and execute plans for town-owned lands (e.g. Duffy’s site, Belle Vue)</li> <li><input type="checkbox"/> Create public access to water and waterfront</li> <li><input type="checkbox"/> Prioritize opportunities to reduce environmental impacts of Town operations and increase Town resilience to climate change.</li> </ul>	<p style="text-align: center;"><b>PILLAR 4</b></p> <p style="text-align: center;"><b>Shape Growth Aligned with Local Identity</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Define and communicate a vision for the Town’s future and identity.</li> <li><input type="checkbox"/> Promote and plan for green and “climate change ready” development.</li> <li><input type="checkbox"/> Review and implement policies that promote greater access to diverse housing.</li> <li>✓ Protect the Town’s historic sites and heritage.</li> <li><input type="checkbox"/> Preserve the Town’s greenspaces, agricultural lands, and natural environment.</li> </ul>

**9. CONCLUSION:**

Administration recommends the installation of Honourary Street Name signs to publicly recognize the Amherstburg Freedom Museum request to rename a section of King Street to Mac Simpson Way.

  
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 Eric Chamberlain  
**Manager of Roads and Fleet**

## Report Approval Details

Document Title:	Request to Name Section of King Street as Mac Simpson Way.docx
Attachments:	- Proposal for the Honorary Street Renaming in Celebration of the Amherstburg Freedom Museum's 50th .pdf
Final Approval Date:	Jan 16, 2025

This report and all of its attachments were approved and signed as outlined below:



Antonietta Giofu



Tracy Prince



Valerie Critchley



Kevin Fox