Brantford Public Library Announces Name of New Branch

December 1, 2025

Brantford Public Library is proud to announce that its new library branch will be known as the **Brantford Public Library – Shellard Lane Branch.**

The Library invited community input for the naming of the new branch through two City-run information sessions and through a Library-run survey, which received approximately 300 responses to the survey's request for name suggestions.

The final decision rested with the Library Board, who selected "Shellard Lane Branch" because it aligns with the location-based naming of existing service points and reflects community feedback. Given the Library Board's ongoing goal to expand Library services and resources throughout Brantford, this approach to naming will serve as a wayfinding cue for customers.

While the Board opted for a geographic name, they acknowledged Blanche E. Williams - the name selected for the elementary school, recreation centre, and park components of the project – is a commendable choice for the City of Brantford and Grand Erie District School Board. The legacy of Blanche E. Williams reflects local pride, academic excellence, and a commitment to equity and diversity.

The new library branch is one component of a larger joint facility, scheduled to open in 2026, that will include an elementary school, a day care (administered by the School Board), a community centre, and a park with several outdoor amenities. Each partner in the project (Grand Erie District School Board, City of Brantford, and Brantford Public Library) has the authority to name its own components of the facility.

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