

**PROPOSED COMMUNITY AND STREET NAME**  
**RESIDUAL SUB-AREA 10A, 10B and 10C (WARD 10)**  
**8 AND 9 AVENUE, 100 STREET, 26 AVENUE ALIGNMENT AND**  
**STONEY TRAIL AND 84 STREET SE**

**MAP 7EE, 18EE,  
12E & 13E**

**EXECUTIVE SUMMARY**

The application is for a proposed community and street name, Belvedere.

**PREVIOUS COUNCIL DIRECTION**

None.

<b>ADMINISTRATION RECOMMENDATIONS</b>	2016 November 17
That Calgary Planning Commission recommends <b>REFUSAL</b> of the proposed community and street name.	
<b>RECOMMENDATION(S) OF THE CALGARY PLANNING COMMISSION</b>	
That Council:	
1. <b>ADOPT</b> , by Resolution, the proposed community name of Belvedere.	
2. <b>REFUSE</b> the proposed street name of Belvedere, in accordance with Administration's recommendation.	

**REASONS FOR RECOMMENDATION:**

On behalf of Tristar Communities Inc., Brown & Associates Planning Group has submitted a proposed community and street name for neighbourhood D in the Residual Sub-Area of 10A, 10B and 10C.

The rationale of the proposal is to achieve Calgary's heritage and sense of place and community. In the applicant's submission (APPENDIX I), history indicates that the land was marketed as *Belvedere on Chestermere Electric Railway*. It also means "beautiful view" and "a building, or architectural feature of a building, designed and situated to look out upon a pleasing scene".

Belvedere already exists in the Community of Bel-Aire as a street name. The requirements listed in Schedule C of the new Municipal Naming, Sponsorship and Naming Rights Policy clearly states that, community names are to be unique within Calgary. The proposed name is not unique. Also, the first syllable "Bel" is the first syllable of two communities, Bel-Aire and Belmont while "Belt" for Beltline almost has the same sound.

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Roads, Traffic Engineering suggested approaching the residents addressed off the existing Belvedere Road to change the street name. However, after further consideration, it was felt that this was not an appropriate approach. Changing Belvedere Road will not be a solution because there is a school in Bowness named Belvedere, *Belvedere Parkway School*. Also, the owner does not wish to change the name and requested to proceed with a refusal as recommended.

Subsequent to a meeting held with the circulation referees, it was decided not to support the proposed community and street name because it is not consistent with the policy. In addition, it could also cause confusion especially in 911 emergency situations. Multiple names pose a risk of accurately locating callers.

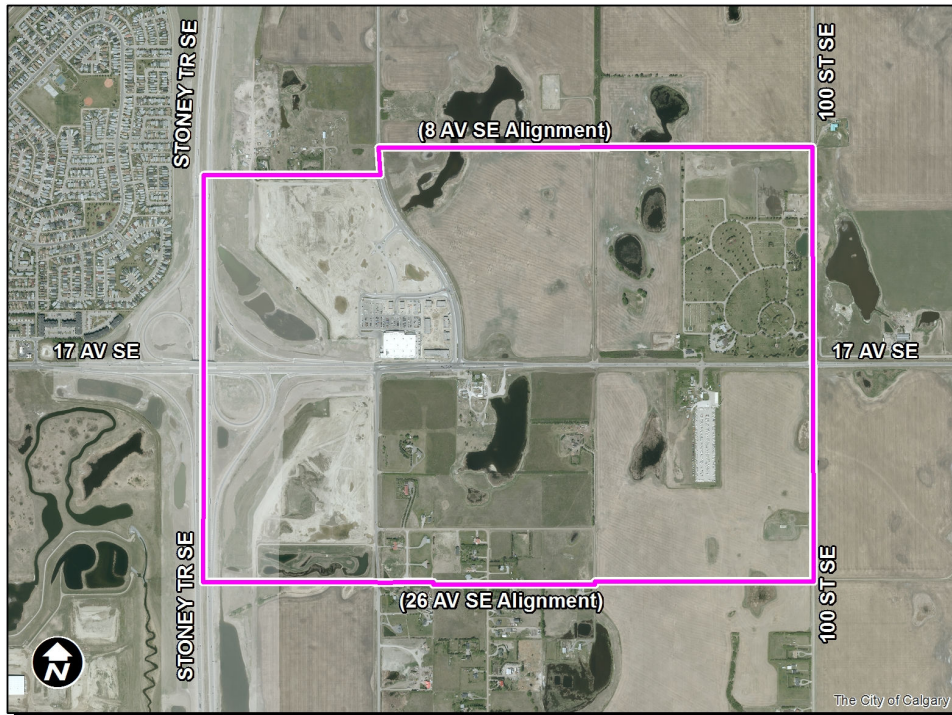
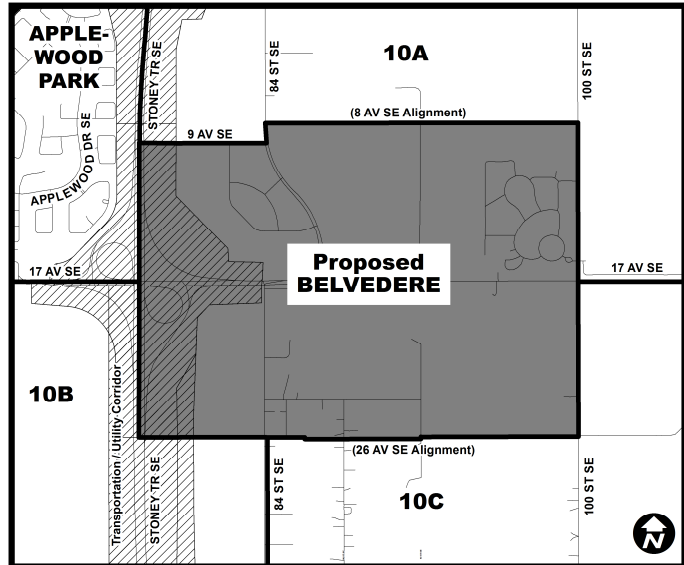
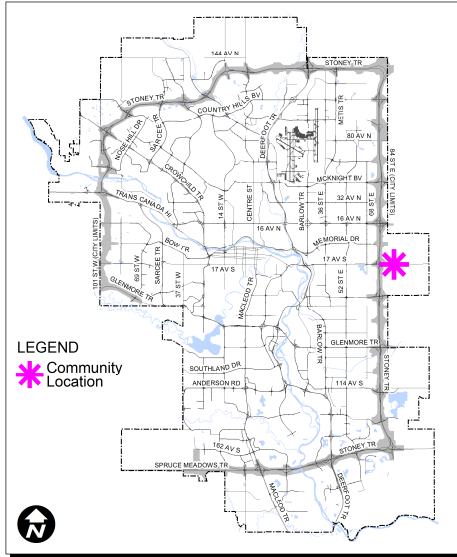
Administration believes that this is a great opportunity to name the neighbourhood in a way that would truly reflect and promote Calgary's heritage and sense of place and community. Also a community name unique on its own would not cause confusion in emergency situations.

For these reasons, Administration recommends refusal of the proposed community and street name "Belvedere".

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**LOCATION MAPS**



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**ADMINISTRATIONS RECOMMENDATION TO CALGARY PLANNING COMMISSION**

1. Recommend that Council **REFUSE**, the proposed Community Name “Belvedere”.
2. Recommend that Council **REFUSE**, the proposed Street Name “Belvedere”.

**2016 November 17**

**MOTION:** The Calgary Planning Commission accepted correspondence from:

- Calgary9-1-1 dated 2016 November 16;

as distributed, and directs it to be included in the report in APPENDIX III.

**Moved by: M. Tita**

**Carried: 7 – 0**

**MOTION:** 1. The Calgary Planning Commission **FILED** Administration’s recommendation of **REFUSAL** and recommends that Council **ADOPT**, by Resolution, the proposed community name of Belvedere.

**Moved by: R. Wright**

**Carried: 7 – 0**

2. The Calgary Planning Commission recommended that Council **REFUSE** the proposed street name of Belvedere, in accordance with Administration’s recommendation.

**Moved by: R. Wright**

**Carried: 7 – 0**

Reasons for support of the Approval for the Community Name and Refusal of the Street Names from Mr. Friesen:

- I supported this community name based on its historic connection to the area and its previous use on planning documents. The commitment by the developer to use the name only for the community and not the streets seemed to eliminate most practical objections regarding dispatch. We should support names with a historic connection to the city whenever possible.

**Applicant:**

Brown & Associates Planning Group

**Developer:**

Tristar Communities Inc

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## **APPENDIX I**

### **APPLICANT'S SUBMISSION**

#### **Belvedere Meaning:**

Belvedere originates from the Italian language, translating into "beautiful view." The dictionary defines belvedere as "a roofed structure, especially a small pavilion or tower on top of a building, situated so as to command a wide view." Significant portions of the neighbourhood will have views of the downtown Calgary skyline and the Rocky Mountains beyond.

#### **Other Belvedere Names:**

Belvedere is most famously associated with the historic Belvedere Palace in Vienna, Austria. The Belvedere name is also found in many different countries around the world, including the United States, United Kingdom, France, Italy, Germany, Uruguay, and Zimbabwe. For example, Belvedere is also the name of an affluent city in the San Francisco, California area. Closer to home, a neighbourhood in Edmonton is named Belvedere.

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**Belvedere in the Calgary Context:**

The Belvedere Area Structure Plan was approved by Council in May 2013. The Belvedere name was chosen due to its historical association with the area.

In the early 1910s, a 240 acre parcel of land, which at the time was located east of Calgary, was purchased by the MacCullough & McGillis Land Co. This land was named Belvedere, and was partially subdivided and sold to speculative buyers due to its proximity to the proposed Chestermere Electric Railway. However, the railway never came through and Belvedere was never developed, remaining a vacant parcel of land. The area has predominantly been used for agricultural purposes since that time.

The only three other "Bel" neighbourhoods in Calgary – these include Beltline, Bel-Aire and Belmont. These names would not cause confusion with Belvedere due to the Beltline being an established neighbourhood located in central Calgary, while Bel-Aire is a small, lesser known

neighbourhood located in the west end of Calgary. Belmont is a recently approved Community name that was considered after the approval of the Belvedere ASP and it's deep south west location should not cause confusion. Additionally, all of these Community names have two syllables while Belvedere has three.

**Special Exhibits at Calgary's Land Show**

**BELVEDERE**  
*On Chestermere Electric Railway*

When we purchased the two hundred and forty acres comprising BELVEDERE in 1910 we selected the best lying land between Calgary and Chestermere Lake and along the Chestermere-Calgary-Edmonton railway.

**When you visit the Land Show look us up at Booth twenty-one and see BELVEDERE**

The history of suburban property all over the world where electric cars pass four every fifteen minutes has been from three to five hundred per cent increase in value.

It will be reconstructed again in BELVEDERE on Chestermere Electric railway.

**MacCullough & McGillis Land Co.**  
815 a Centre Street  
Calgary, Alta.

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**REAL ESTATE TRUST CO. LTD.**  
Bank of British North America Building  
Calgary, Alta. Phone 3995

It is essential for this company to enter into a long discussion of our reasons for advising the investing public to buy their lands and holdings in the southwestern portion of the city, but a few comparisons in prices of a year ago, in a few of the lots now instrumental in selling will be of interest to the investor.

	1910	1911
Block 8 and 9, South Alderson, and Dev. 1, per lot	\$60	\$50 and up
Section 36 and 37, 20th St., 1st lot	\$100	\$200 and up
Kensington, east 20th St., 1st lot	\$50	\$200 and up
Block 24, South Calgary, and 2nd, 1st lot	\$100	\$200 and up
Block 24, west 20th St., 1st lot	\$70	\$200 and up

The above are but a very few of the properties that we owned and sold with their comparative values. They are worthy of note. Our list will verify the statements made to it, there is no doubt about it.

**DEVELOP THE LAND SHOW - SEE WHAT WE ARE GOING TO OFFER FOR SALE ALL LOTS IN BLOCKS 22, 23, 24 and 25, at \$100 and \$200, and \$300 extra for sections. The time this is to be sold will be after 2 p.m. Saturday next. Lots in blocks 24 and 4, near subdivisions, 1st and 2nd, will be \$150 each. The time will be in block of all.**

**Look Us Up At The Land Show**

**BANK VIEW**  
The Best Buy in this Division  
We have listed a residential with an acre of land in Block 12, near 20th St., \$10000 cash for the price. Show us plans if this appeals to you.  
**GEO. E. KENNEDY**  
Suite 5 Phone 300 Elms Block  
Money to Loan Open Evenings Insurance Street

**McCALLUM'S LTD.**  
Auction Sale Extraordinary  
The Hon. J. H. McCallum, Ltd., Auctioneers, 1000 - 10th St. S. W. Calgary, Alberta.

**Begin Saving Money Now**  
We will Open an Account in our Savings Bank & Pay Cash Dividend, guaranteed, 5% and interest on balance withdrawn at any time.

**The Trusts and Guarantee Company, Limited**  
CORPORATED IN CANADA  
Capital \$1,000,000.00  
Assets \$1,000,000.00  
Reserve \$1,000,000.00  
Office 1000 - 10th St. S. W. Calgary, Alberta.

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**APPENDIX II**

**SCHEDULE C (NEW NAMING, SPONSORSHIP AND NAMING RIGHTS POLICY)**



**SCHEDULE C: REQUIREMENTS FOR NAMING COMMUNITIES,  
NEIGHBORHOODS AND SUBDIVISIONS**

The following requirements are evaluated by Administration as part of the approval process for any proposed community, neighbourhood and subdivision naming:

1. The area name should reflect Calgary's heritage and/or further a sense of community;
2. Community, neighbourhood and subdivision names are to be unique within Calgary. Names suggested shall not resemble those of any other street and/or development name used elsewhere in Calgary. Where a development is located within a subdivision, that development may use the same name as the subdivision;
3. The first syllable (or syllables) of a suggested name are not to be in use as the first syllable (or syllables) of a subdivision name in another part of the city, unless the two subdivisions are adjacent and in the same sector;
4. Abbreviations in subdivision names are not permitted (Example Varsity Est. for "Estates", Cambrian Hts. For "Heights", etc.);
5. Names containing a hyphen or apostrophe are considered acceptable for subdivision names. Approved names of this type are also considered legitimate if spelled without the hyphen or apostrophe;
6. Three-or-more word subdivision names are not permitted; and
7. Communities, neighbourhoods or subdivisions, once named, shall not normally be renamed. Council may consider renaming on an exceptional basis when new information regarding the effectiveness of that name becomes apparent.

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APPENDIX III



November 16, 2016

Miguela M. Jacinto  
Senior Planning Technician, Subdivision Services  
Community Planning, P & D  
The City of Calgary | Mail Code: # 8076

**RE: COMMUNITY WARD 10 RESIDUAL SUB-AREA 10A, 10B and 10C**

Calgary 9-1-1 has reviewed the application from Tristar Communities Inc. submitted by Brown & Associates Planning Group for the proposed community name of Belvedere. Given that this name already exists in another part of Calgary, Calgary 9-1-1 does not support this naming.

Calgary 9-1-1 receives, evaluates and dispatches 9-1-1 emergency calls for Calgary and several neighbouring municipalities. To identify the location of an emergency, and to deploy the appropriate responders, Calgary 9-1-1 relies on a combination of technologies and caller-provided information. Calgary 9-1-1 takes 1.2 million calls from citizens annually, approximately 70% of which do not come from landlines

Having multiple locations with a similar name can create confusion around the true location of an emergency. For example, while a 9-1-1 call placed from a landline will provide 9-1-1 with a subscriber address, not all emergency calls originate from the address of the emergency. Examples include calls from alarm companies, which are often located in other cities or countries. Likewise, third party callers such as family members may be calling from a different location, and unable to articulate which instance of an address they need a response to.

As technology evolves, the increasing incidence of nomadic VOIP telephones and WiFi calling are creating new challenges for 9-1-1 to accurately identify new locations through technology alone. The impact of not identifying the proper address of an emergency, or deploying responders to the wrong address can be very high. This duplicate naming thus presents an unnecessary risk to citizen safety.

Sincerely,

A handwritten signature in black ink, appearing to read "Richard Hinse".

Richard Hinse  
9-1-1 Commander  
Calgary 9-1-1, Calgary Community Standards  
T 403.538.6165 | F 403.538.6125  
The City of Calgary | Mail Code: # 51

Copy: Magni Magnason. Dustin Beck, Craig Savage