

Street Names in Alpine Park (Ward 13), SN2020-0004

RECOMMENDATIONS:

That Calgary Planning Commission recommend that Council:

1. **Adopt**, by resolution, the proposed street names: Verbena, Versant, Verity, Verdure, Verdant, and Veranda; and
2. **Refuse**, the proposed street name Vermilion Hill.

HIGHLIGHTS

- This application proposes new street names in the southwest community of Alpine Park.
- Administration recommends approval of the proposed street names Verbena, Versant, Verdure and Verdant as they comply with the *Municipal Naming, Sponsorship and Naming Rights Policy*.
- Administration recommends approval of the additional proposed street names of Verity and Veranda even though they do not comply with the *Municipal Naming, Sponsorship and Naming Rights Policy* as explained in the Discussion section.
- Administration recommends refusal of the proposed street name Vermilion Hill as it does not comply with the *Municipal Naming, Sponsorship and Naming Rights Policy*.
- What does this mean for Calgarians? Municipal naming of communities and streets plays an important role in simple and unambiguous identification for location and navigation within Calgary.
- Why does this matter? The proposal will assist citizens and emergency services operators with navigation to and within the developing community of Alpine Park.
- The application is associated with an approved land use and outline plan application, LOC2017-0378, and an approved community and street name application SN2019-0007.
- There is no previous Council direction regarding this proposal.
- Strategic Alignment to Council's Citizen Priorities: A city of safe and inspiring neighbourhoods.

DISCUSSION

This application for proposed street names, for use in the southwest community of Alpine Park, was submitted by B&A Planning Group on behalf of the landowner, Qualico Communities, on 2020 May 29.

The subject land is located in southwest Calgary, bounded by 53 Street SW to the west, and 146 Avenue SW to the north. North of 146 Avenue SW is the City Limits as well as Tsuut'ina First Nation. The development area is located in Neighbourhood 1 of the *Providence Area Structure Plan*. Location maps are provided in Attachment 1.

An outline plan application (LOC2017-0378) for the subject area was approved by Calgary Planning Commission at the 2020 August 06 meeting. The associated land use amendment was approved at the 2020 September 14 Meeting of Council.

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The community name Alpine Park and street names Alpine, Bighorn, Bluerock and Treeline were approved at the 2019 July 29 Meeting of Council. The subject development includes extensions of approved streets Bluerock Way SW, Alpine Drive SW and Alpine Avenue SW, which connect to the streets of the same name within the adjacent development located to the east.

The developer intends to market the area as Vermilion Hill within the community of Alpine Park. The City's current policy does not require formal naming approval for neighbourhoods within larger communities. Vermilion is a natural red pigment used by First Nations peoples and is also related to the Vermilion mountain range located in Banff National Park. This supports the Alpine Park community naming theme which is related to mountainous features, parks, and trails from Alberta. The street names all begin with the first few letters of Vermilion in order to provide consistency within the development area.

The proposed street names Verbena, Versant, Verdure, and Verdant are all compliant with the *Municipal Naming, Sponsorship and Naming Rights Policy* as they are all connected to the naming theme of Alpine Park. The proposed street names Verity and Veranda were deemed non-compliant to the policy requirement 2.1.3 which states that residential roadways within a Community should meet at least one of the following naming requirements:

- a. Follow a theme, preferably connected to the Community name;
- b. Reflect local geographic features(s), including flora and fauna;
- c. Reflect Community/ Calgary Heritage; or
- d. Be words using the first several letters of the Community name.

Administration has considered the street names of Verity and Veranda and although they cannot be directly linked to the naming theme of the community, they are consistent with the proposed street naming within the development and there are no duplications or other concerns with these proposed street names.

Administration is recommending a refusal of the proposed street name Vermilion Hill due to concerns identified by Emergency Services in Attachment 4. There is currently an existing street named Vermillion Street, which is located within the northeast community of Vista Heights. There are two parcels addressed to Vermillion Street NE, one contains a low-rise apartment building with 41 units, and the other contains Vista Heights School. Vista Heights School is currently open and provides Kindergarten to Grade 6. Emergency Services does not support the proposed street name Vermilion Hill as this will cause confusion with Vermillion Street NE. The *Municipal Naming, Sponsorship and Naming Rights Policy* requirement 2.2.2 states that: *proposed roadway names shall be distinct from names used for roadways or Communities elsewhere in Calgary. Duplicated or similar sounding roadway names within the boundaries of deployment of regional emergency services shall be avoided.* Although Vermilion Hill and Vermillion Street have a different spelling, they are phonetically identical and therefore duplicate street names.

In addition, the proposed street name Vermilion Hill is non-compliant with the *Municipal Naming, Sponsorship and Naming Rights Policy* requirement 2.2.20. Policy requirement 2.2.20 states that words used as roadway types shall not be permitted for use in the selected roadway

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names. Hill is a roadway type and shall not be used in a compound roadway name. The full Policy Steward's Compliance Report can be found in Attachment 4.

It is for the above reasons that Administration is recommending refusal of the proposed street name Vermilion Hill.

Despite Administration's recommendation of refusal, the applicant and developer would still like consideration of the street name Vermilion Hill as per their rationale in the Applicant Submission (Attachment 2). As an alternative, the applicant included the additional street names Verdant and Veranda for use as potential alternatives to Vermilion Hill within their development.

Administration has considered the relevant planning issues and stakeholder feedback specific to the application and has determined the above proposal to be appropriate, with the exception of the proposed street name Vermilion Hill.

STAKEHOLDER ENGAGEMENT AND COMMUNICATION (EXTERNAL)

- Outreach was undertaken by the Applicant
- Public/Stakeholders were informed by Administration

Applicant-Led Outreach

Applicant-led outreach was not required for this application.

City-Led Outreach

In keeping with Administration's practices, this application was circulated to stakeholders.

Comments were received from Emergency Services, Addressing and the Municipal Naming Policy Steward. Emergency Services is in support of all names included within the application with the exception of the street name Vermilion Hill. Emergency Services does not support Vermilion Hill as it will cause confusion with Vermillion Street which exists in the community of Vista Heights. Addressing noted the duplication of the street name Vermilion and provided comments that Hill is a street type and should not be used within a street name. The Policy Steward's Compliance Report can be found in Attachment 4.

There is no community association for the subject area.

Administration is recommending refusal of the proposed street name Vermilion Hill after careful consideration of the comments received from Emergency Services and the Municipal Naming Policy Steward.

Following Calgary Planning Commission, this application will be scheduled for decision at a future meeting of Council.

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IMPLICATIONS

Social

As per the *Municipal Naming, Sponsorship and Naming Rights Policy*, municipal naming plays an important role in simple and unambiguous identification of location and navigation in the city of Calgary.

Environmental

There are no concerns associated with this application.

Economic

There are no concerns associated with this application.

Service and Financial Implications

No anticipated financial impact.

RISK

In the event that Council recommends the use of Vermilion Hill, there is a risk of confusion between Vermilion Hill Boulevard SW (proposed) and Vermilion Street NE located within the community of Vista Heights. The confusion could result in future emergency vehicles being deployed to the wrong location within the city when an emergency is present.

ATTACHMENT(S)

1. Location Maps
2. Applicant Submission
3. Street Name Map
4. Policy Steward’s Compliance Report

Department Circulation

General Manager	Department	Approve/Consult/Inform