

Applicant Submission



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Community Planning

On behalf of Qualico Communities, B&A Planning Group submits this Roadway Naming application for Neighbourhood 1 of the community of Alpine Park, within the Providence Area Structure Plan, as illustrated in Figure 2. We have chosen the name “Vermilion Hill” to represent the Neighbourhood, as it fits the overall theme associated with the community name. It is necessary to have a distinct identity for this Neighbourhood from a marketing perspective, while respecting the overall vision that has been established for Alpine Park.

The name Vermilion comes from the Vermilion Range in Banff National Park, located next to Banff itself. In fact, there is a second mountain range named Vermilion that is just to the west of Banff, in the Kootenay National Park. It is believed that these mountain ranges were named Vermilion because of the large amounts of ochre found in the valleys, which First Nation peoples used to create a red pigment.

The following proposed roadway names have been chosen to represent the natural colours, vegetation and features associated with mountain ranges while maintaining consistency of naming and helping to associate road names with the identity for the neighbourhood. Other roadway names to be used in this neighbourhood are extensions of the previously approved roadways in Neighbourhood 2 (see Figure 3). The street names proposed are shown in the table below, with newly added names indicated in red.

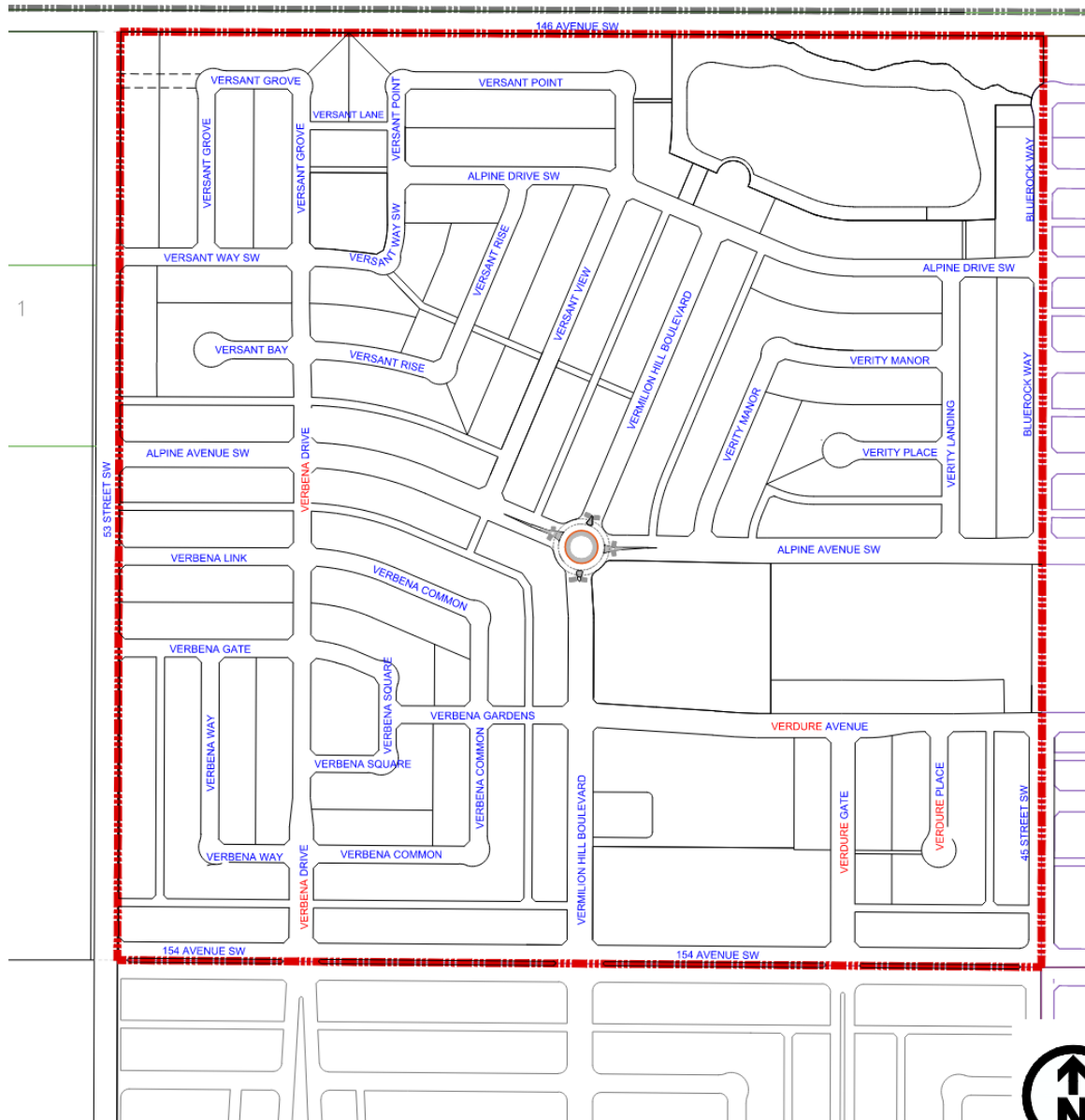
| Name | Meaning or Significance | Use |
|-----------------------|---|--|
| Vermilion Hill | Vermilion is a natural red pigment used by First Nations peoples. Also related to the Vermilion mountain range in Banff National Park | Primary gateway to the neighbourhood |
| Verbena | A genus of purple ornamental wildflower native to North America | Streets within the southwest quadrant of the plan area |
| Versant | Meaning, "the slope of a mountain or mountain chain" | Streets within the northwest quadrant of the plan area |
| Verity | Meaning, "the quality of being true" | Streets within the northeast quadrant of the plan area |
| Verdure | Meaning "fresh, flourishing, green" | Streets within the southeast quadrant of the plan area |
| Verdant | Meaning (of countryside) "green with grass or other rich vegetation" | For use in future development or as a replacement for 'Vermilion Hill' if required |
| Veranda | Related to outdoor, open porches and architectural elements present in some of the community's housing product. | For use in future development or as a replacement for 'Vermilion Hill' if required |

Should you have any further questions or require additional information, please do not hesitate to contact me at 403-692-4534 or jmoodle@bapg.ca

Regards,



Tsuut'ina Nation



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NTS

Legend

- - - - - Subject Site
- - - - - City Limits

VERMILION HILL

Street Naming Figure

April 2020

RATIONALE FOR "VERMILION HILL BOULEVARD"

VERMILION
STREET NE

THE ONLY OTHER INSTANCE OF
"VERMILION" IN CALGARY IS A
SHORT STREET IN VISTA HEIGHTS NE.
VERMILION STREET IS ONE BLOCK LONG.

THE TWO LOCATIONS ARE IN DIFFERENT
QUADRANTS OF THE CITY, OVER 19 KM
APART.

DUE TO GEOLOCATION OF EMERGENCY
CALLS IT IS UNLIKELY THAT THE TWO
COULD BE CONFUSED.

VERMILION HILL
BLVD SW



RATIONALE FOR “VERMILION HILL BOULEVARD”

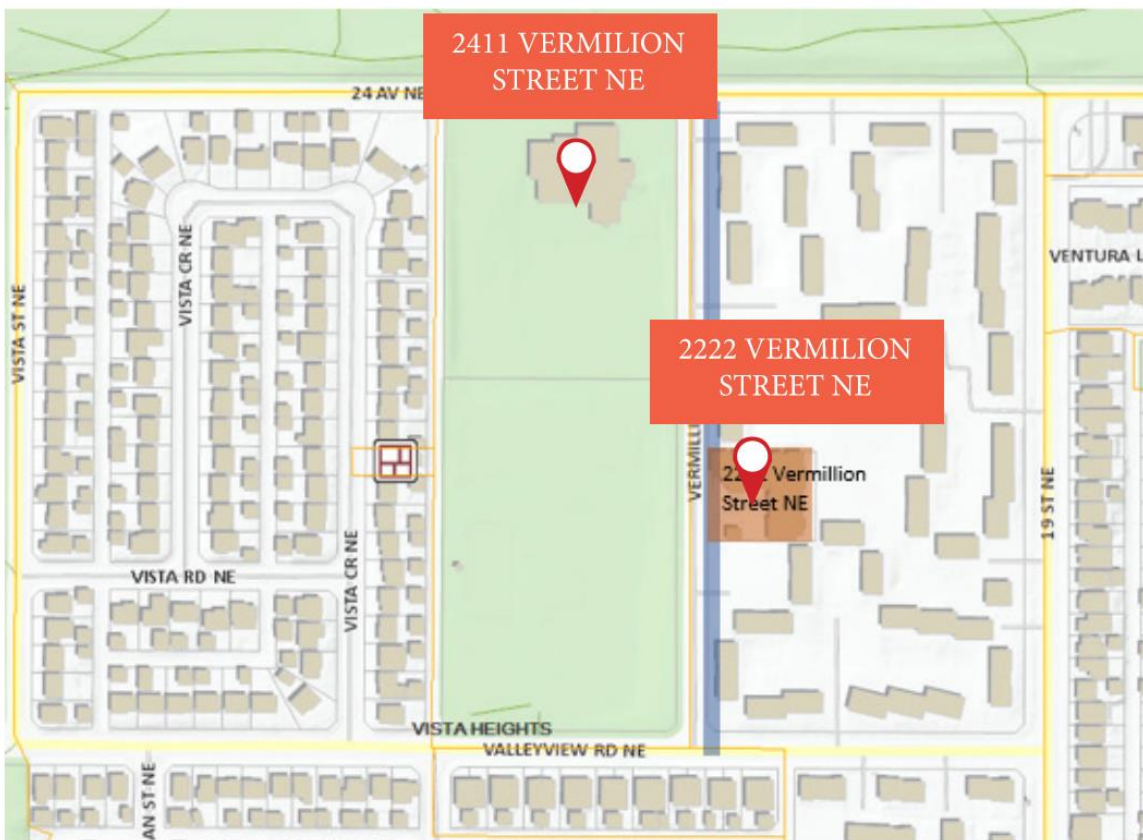
VERMILION STREET NE IS THE ONLY OTHER ROAD IN CALGARY USING THE PREFIX “VERMILION”.

ONLY TWO BUILDINGS ARE ADDRESSED FROM VERMILION STREET NE:

- THE VISTA HEIGHTS ELEMENTARY SCHOOL
- THE VISTA GRANDE APARTMENT BUILDING

BOTH OF WHICH HAVE RECOGNIZABLE ALTERNATIVE NAMES AND DISTINCT 4-DIGIT NUMBERED ADDRESSES.

ALL OTHER HOUSING ON THIS ROAD IS ADDRESSED FROM 19 STREET.



RATIONALE FOR “VERMILION HILL BOULEVARD”

VERMILION HILL BOULEVARD IS THE ONLY STREET IN THE OUTLINE PLAN PROPOSED TO USE THIS PREFIX. NO OTHER STREET IN THE OUTLINE PLAN USES “VERMILION” OR “HILL” IN ANY CONTEXT.

“HILL” IS NOT COMMONLY USED AS A PREFIX FOR STREET NAMES IN CALGARY. HOWEVER, IN THIS CASE IT IS BENEFICIAL TO ADD “HILL” AS A PREFIX TO FURTHER DIFFERENTIATE THIS INSTANCE FROM VERMILION STREET.

MANY OTHER CALGARY COMMUNITIES THAT HAVE “HILL(S)” IN THEIR NAME ALSO USE IT ON MAIN BOULEVARDS (HARVEST HILLS BLVD, PANORAMA HILLS BLVD, PUMP HILL ROAD).



RATIONALE FOR “VERMILION HILL BOULEVARD”

VERMILION HILL IS THE NAME OF THE NEIGHBOURHOOD AS ILLUSTRATED BY QUALICO'S WEBSITE BELOW.

QUALICO HAS REMOVED ALL BUT ONE PROPOSED INSTANCE OF THE VERMILION HILL STREET NAME IN THIS NEIGHBOURHOOD, BUT STRONGLY DESIRES TO RETAIN THIS ONE INSTANCE.

AS AN ENTRY ROAD, THIS STREET NAME WILL HELP WITH WAYFINDING AND COMMUNITY RECOGNITION.



RATIONALE FOR “VERMILION HILL BOULEVARD”

IT HAS BEEN OUR EXPERIENCE THAT IT IS POSSIBLE TO DUPLICATE A SIMILAR OR EVEN IDENTICAL STREET NAME IN UNIQUE SCENARIOS SUCH AS THIS, ESPECIALLY WHERE ONE OF THE STREETS HAS FEW OR NO UNITS ADDRESSED FROM IT.

AN EXAMPLE IS BELVEDERE - “BELVEDERE” WAS GRANTED AS A STREET NAME FOR THE NE PLAN AREA DESPITE THE EXISTENCE OF “BELVEDERE ROAD” IN THE SW NEIGHBOURHOOD OF BEL AIRE.

THE RATIONALE PROVIDED IN SUPPORT OF THIS INCLUDED:

- “ROAD” WOULD NOT BE USED TO AVOID A DIRECT DUPLICATE
- THE TWO AREAS WERE IN DIFFERENT QUADRANTS OF THE CITY
- THE NUMBER OF BUILDINGS ADDRESSED FROM EACH WOULD BE LIMITED.

WE BELIEVE THIS RATIONALE ALSO APPLIES TO VERMILION HILL AND REQUEST YOUR SUPPORT WITH THIS NAMING APPLICATION.

