

Secondary Street Name in Montgomery (Ward 7) for Bowness Road NW, SN2021-0005

RECOMMENDATION(S):

That Calgary Planning Commission recommend that Council:

1. Adopt, by resolution, the proposed dual street name of Bowness Road NW / Montgomery Way NW, between the eastern bank of the Bow River to 41 Street NW.

HIGHLIGHTS

- This application proposes to add a dual (or secondary) street name of Montgomery Way to be applied to the portion of Bowness Road NW between the eastern bank of the Bow River to 41 Street NW.
- Administration recommends approval of the proposal as it complies with the *Municipal Naming, Sponsorship and Naming Rights Policy*.
- What does this mean to Calgarians? Municipal naming plays an important role in the simple identification of location and navigation within the city of Calgary.
- Why does this matter? The proposal reflects Calgary's heritage by providing a historical link to a section of roadway which would further the community of Montgomery's sense of historical place.
- 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 was submitted by the Montgomery Community Association on 2021 June 03. The subject land is located north of the Trans Canada Highway (16 Avenue NW) and west of Shaganappi Trail NW within the developed community of Montgomery. Location maps are provided in Attachment 1.

The proposed dual name, Montgomery Way NW, was selected by the applicant to reflect Montgomery's rich history in the area and enhance Montgomery's sense of community. Applicant's submission is in Attachment 2.

Prior to submitting this application, the Montgomery Community Association had intended to apply for a street name change for the entire street. Stakeholder engagement was conducted by the Montgomery Community Association in July and August of 2020 and found that changing the street name entirely was not supported by businesses and residents fronting Bowness Road NW due to costs relating to changing addresses.

Further outreach was completed for a dual street name and supported by the community as no municipal addresses will be changed, and the official name of the roadway will remain Bowness Road NW. A dual naming would add a second sign blade under the existing signs for Bowness Road NW through Montgomery, similar to other dual-named roadways 15 Avenue SW / Nellie McClung Avenue SW and Martindale Boulevard NE / Gurdwara Sahib Boulevard NE.

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The *Montgomery Area Redevelopment Plan* (ARP) recognizes that Bowness Road NW has been a commercial and social focal point for the community of Montgomery for more than half a century. This dual naming would align with the ARP Section: Commercial Land Use and Development Objectives, Section 3.7 (a), which states: "To ensure that Montgomery's image is enhanced, and gateways celebrated." This pedestrian friendly mixed-use area is an important community asset that is designated as a Neighbourhood Main Street in the *Municipal Development Plan* (MDP).

The *Municipal Naming, Sponsorship and Naming Rights Policy*, Schedule 1, Section 2.2.10, states: "Dual naming of roadways is not normally permitted. However, secondary names may be used on signage in cases of historical, heritage, or community value at the direction of Council." Administration has considered the secondary name of Montgomery Way and found that the proposed name complies with the *Montgomery ARP* and the *Municipal Naming, Sponsorship and Naming Rights Policy*. The dual naming would also allow further distinction of the community of Montgomery as you travel along Bowness Road NW and through this area. The full Policy Stewards Compliance Report can be found in Attachment 3.

Administration has considered the relevant planning issues and stakeholder feedback specific to the application and has determined the proposal to be appropriate.

STAKEHOLDER ENGAGEMENT AND COMMUNICATION (EXTERNAL)

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

Applicant-Led Outreach

The applicant has undertaken outreach prior to submitting this application. During July and August 2020, the applicant led a public engagement along this stretch of the roadway to speak to existing landowners, business owners, and the public visiting the area on their thoughts regarding a complete roadway change or a secondary roadway naming application. The Applicant Outreach Summary can be found in Attachment 4.

City-Led Outreach

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

There were no objections to the proposed dual street name. No public comments were received at the time of writing this report.

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 Right Policy*, municipal naming plays an important role in commemorating Calgary's heritage and recognizing local significance.

Environmental

Not applicable.

Economic

As noted in the Applicant Submission, the intent is to use this secondary road naming to provide additional historical identity / sense of place to this area which could further support the local businesses and economy.

Service and Financial Implications

The applicant is working with Administration to look incorporating the costs with the upcoming Bowness Road Main Streets project which is planned to include this area.

RISK

There are no known risks associated with this proposal. The original roadway (Bowness Road NW) will maintain the current road name and addressing.

ATTACHMENT(S)

1. Location Maps
2. Applicant Submission
3. Policy Steward's Compliance Report
4. Applicant Outreach Summary

Department Circulation

General Manager/Director	Department	Approve/Consult/Inform