

Applicant Submission



June 2, 2021

Vivian Barr

Senior Planning Technician

Community Planning

City of Calgary

vivian.barr@calgary.ca

Re: Secondary Street Name – Bowness Road NW to Montgomery NW

Dear Vivian,

The community of Montgomery has a rich and interesting history, beginning as early as the 1880's and even before it became part of the city of Calgary in 1963. As the community continues to grow and attract attention, it is becoming increasingly important to understand exactly what makes this community unique and celebrate all it has and continues to offer.

Montgomery Way NW is the proposed secondary name for Bowness Road NW for the area marked on the map (Figure 1). Secondary naming has been proposed as opposed to renaming the street to avoid the financial burden that would be inflicted on both businesses and residents along the strip.

The secondary naming to Montgomery Way NW is supported by more than 80% of residents living directly on the street. This naming will provide particular branding opportunities for the Montgomery Community Association and the commercial district, such as "Shop the Montgomery Way", "Live the Montgomery Way", "Explore the Montgomery Way", etc. Secondary naming will allow residents and businesses of Montgomery to reclaim the area as distinct from the adjacent neighbourhood of Bowness. As Montgomery undergoes rapid redevelopment, and 16th Avenue NW is refreshed, Montgomery has a special opportunity to be 'put on the map.'

Yours truly,

Jane Durango

Planning Committee Co-Chair, Montgomery Community Association

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cc: Counselor Druh Farrell
Executive Assistant Ward 7
President, MCA
Members of the MCA Planning Committee

