

PROPOSED STREET NAME AND COMMUNITY NAME
RESIDUAL SUB-AREA 14U (WARD 14)
NORTH OF 210 AVENUE SE, SOUTH OF 194 AVENUE SE, WEST
OF THE BOW RIVER, AND EAST OF THE COMMUNITY OF
WALDEN

MAP 13SS, 17SSE,
18SSE

SUPPLEMENTARY REPORT

Calgary Planning Commission Directives:

Refer back to allow the Applicant and Administration to come up with another name to replace the street name "Wolf Willow". Once agreed Administration can return the item to Commission.

"Wolf Willow" is not recommended for Approval for a street name, but is acceptable as a community name. The Applicant proposes to replace the proposed street name of "Wolf Willow" with alternative options.

ADMINISTRATION CONSULTATION WITH APPLICANT

The applicant has withdrawn the proposed Street Name of "**Wolf Willow**" and has proposed the following street names:

Wolf Creek, Wolf Haven, Wolf Berry, Wolf Shore, Wolf River, Wolf Valley and Wolf Hollow.

PREVIOUS COUNCIL DIRECTION

None.

ADMINISTRATION RECOMMENDATION(S)	2016 February 25
That Calgary Planning Commission recommends APPROVAL of the proposed community name and street names.	
RECOMMENDATION(S) OF THE CALGARY PLANNING COMMISSION	
The Calgary Planning Commission recommended that Council:	
1. ADOPT , by Resolution, the proposed community name of Wolf Willow, in accordance with the Administration's recommendation.	
2. ADOPT , by Resolution, the proposed street names of Wolf Creek, Wolf Haven, Wolf Berry, Wolf Shore, Wolf River, Wolf Valley and Wolf Hollow, in accordance with the Administration's recommendation.	

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REASON(S) FOR RECOMMENDATION:

The new proposed street names were circulated with an objection regarding one of the newly proposed street names, and comments in general regarding the theme.

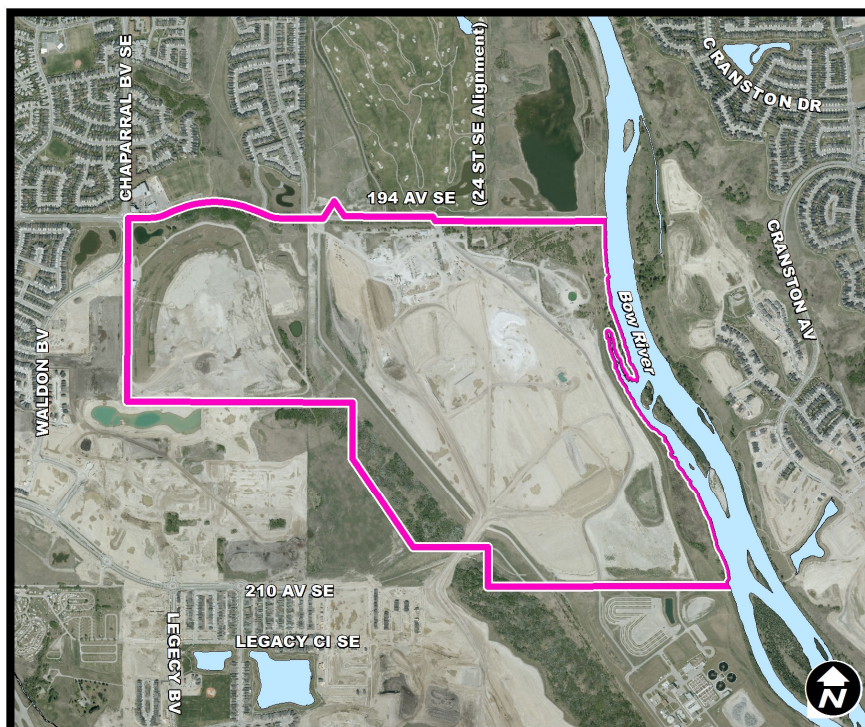
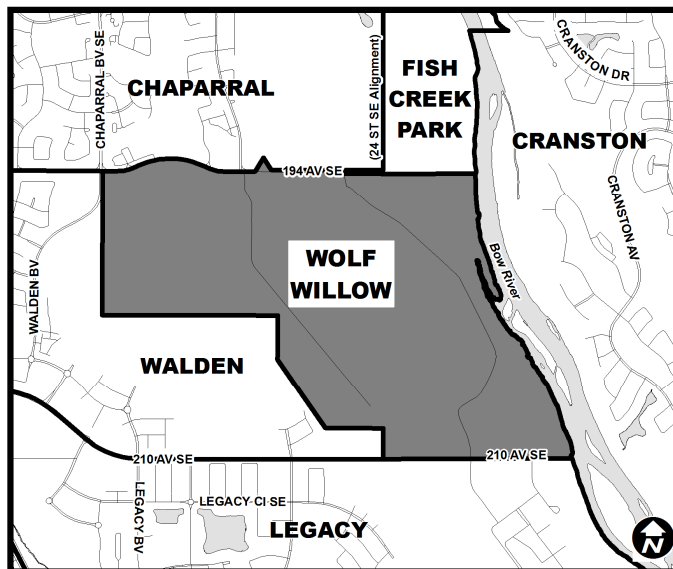
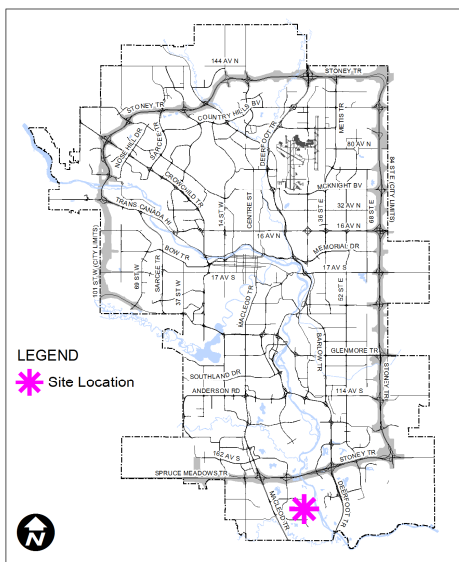
“There were concerns raised that Wolf Willow was a plant and the street names were geographical references, sharing only the prefix of “Wolf”. In a broader context, however, pioneers would have given these names to flora and locations due to the presence of wolves, an indigenous species to this region.

From that viewpoint, committee members were mildly supportive of all the additional street names put forward, with the exception of “Wolf Berry”. The wolfberry plant, now more commonly known as goji berry, is native to China, and therefore has no established relationship with this region. The etymology of the wolfberry name is also weak, as it is believed to have been derived from a poor English interpretation of a Chinese dialect, and there is no established connection with wolves, Chinese or otherwise.”

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LOCATION MAPS



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ADMINISTRATIONS RECOMMENDATION TO CALGARY PLANNING COMMISSION

- | | |
|----|--|
| 1. | Recommend that Council ADOPT , by Resolution, the proposed community name of Wolf Willow. |
| | Moved by: J. Gondek Carried: 6 – 0 |
| 2. | Recommend that Council ADOPT , by Resolution, the proposed street names of Wolf Creek, Wolf Haven, Wolf Berry, Wolf Shore Wolf River, Wolf Valley, and Wolf Hollow. |
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Existing Street Name:

Proposed Street Name:

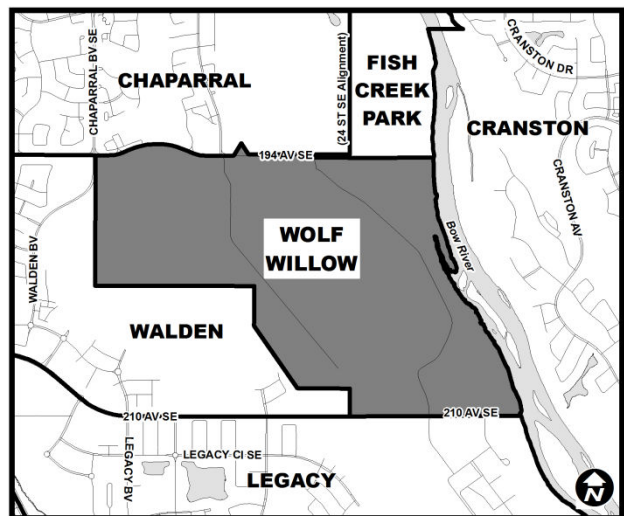
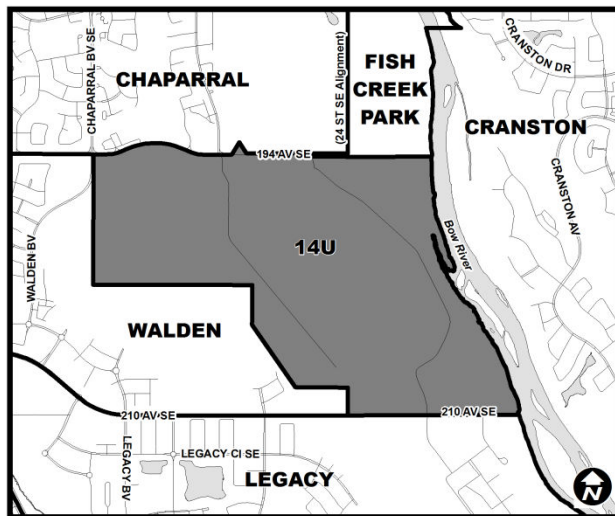
Wolf River
Wolf Valley
Wolf Hollow
Wolf Creek
Wolf Haven
Wolf Berry
Wolf Shore

Applicant:

Developer:

Brown & Associates Planning Group

1779925 Alberta Ltd (Harry Stepper)



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APPENDIX I

APPLICANT'S SUBMISSION

CHATTERSON DRIVE NAMING STRATEGY
RATIONALE: WOLF WILLOW

Biophysical. The Wolf Willow is a native shrub, usually under 2 m tall, with rust coloured twigs. Also known as Silverberry, it is found in the semi-native grassland and northeast portion of site, mainly adjacent to the upper riparian zone of the Bow. Typically flowers in May/June. In Latin, it is *Elaeagnus commutata*. Wolf Willow flowers are very fragrant and give off a strong musky-sweet smell. The silvery, slightly striped seeds are popular for some in the Prairies for making necklaces. Although the Wolf Willow is found throughout Alberta, its habitat usually includes moister edges of prairies, dry hillsides, and wide open fields in aspen forests. Also often found in overgrazed areas.



Source: Alberta Plantwatch

Semantic / Aural: "Wolf Willow" features repetitive patterns of sound. With the alliterative soft "w" beginning consonants, and the assonance / internal rhymes of the "o" and the "i" sounds, along with the closing "w" in "willow," the two words, "Wolf Willow" are a soft, rounded, pleasing, and feminine combination that allude to nature and an outdoor feel. A three syllable construction, Wolf Willow is an easy to remember combination of sounds. **However, some may not like the "tidiness" of the alliteration or symmetry, and not include the community in their consideration set for this reason.**

Symbolic: The symbol of a wolf is often associated with freedom, independence, instinct, and strength. In many First Nations traditions and folklore, wolves are associated with courage, strength, loyalty, and success at hunting. Willow is often associated with healing, thought of as "nature's aspirin." Notably in First Nations culture, willow was often used as the dome for skins and blankets to make a sweat lodge.

Visual: The combination of letters in the words "Wolf Willow" used in conjunction are pleasing to read. The eye naturally follows the letters "w" and "i" as it is read. The words are visually balanced and symmetrical, making the combination even easier to read and more memorable and recognizable. The name will lend itself to visualizations in terms of logo design.

Usability: "Wolf Willow" as a word pairing for a community is unique in Calgary, except for the street names Wolfwillow Lane and Wolfwillow Ridge in Elbow Springs. **This may cause issues with street naming policies.** There are no communities with similar syllabic constructions. The name conforms to naming conventions and is easily useable and sharable across multiple media channels.

May lack appeal	Unique + relevant	Multi-use	Not intentionally / unintentionally funny	Adherent to City policy
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

CHATTERSON DRIVE
WEST CREEK
WILLOW WILLOWS

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EXECUTIVE SUMMARY

This street name and community name application located to the North of 210 Avenue SE, South of 194 Avenue SE, West of The Bow River, and East of the Community of Walden submitted November 2015. The proposed Community is located in a portion of Cell B and all of Cell F in the East Macleod Area Structure Plan (ASP) in the existing Community of Residual Ward 14, Sub Area 14U.

Names excluded from the original application and removed are “Wolf” as an existing street name in the in the Southwest of the City named “Wolfe Street”.

The name of Wolf Willow is proposed for both the new Community name and for new Street Name along with the proposed Street Names of Wolf Willow, Wolf River, Wolf Valley, and Wolf Hollow.

See APPENDIX I for the applicant submission and rationale.

PREVIOUS COUNCIL DIRECTION

None.

ADMINISTRATION RECOMMENDATION(S)	2016 January 28
That Calgary Planning Commission recommends REFUSAL of the proposed community name and street names.	
The Calgary Planning Commission REFERRED the Item for the proposed community name: Wolf Willow and the proposed street names: Wolf Willow, Wolf River, Wolf Valley, Wolf Hollow, back to Administration to return to Calgary Planning Commission no later than 2016 March 24 in order for the Administration and the Applicant to find an alternate street name to replace the street name “Wolf Willow”.	

REASON(S) FOR RECOMMENDATION:

Administration recommends refusal due to circulation responses received by Rocky View County and City of Calgary Public Safety Communications. Upon initial consultation, the County was contacted a second time to respond to the use of exclusive street types not included in their existing database, and the recommendation received was for refusal of the use of Wolf Willow.

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"We feel that these names are too similar to other street names in our service area, and thus this could cause confusion to our responders, and in locating callers in an emergency".

The City of Calgary circulation responses from Fire that there were no objections.

Concerns from Addressing include the fact that there are already community areas named Wood Willow and Wood Valley, along with the length where street names are not to exceed 14 characters including spaces.

Regarding the Wolf Willow application, the clear majority of the Naming Committee is for refusal, supporting Rocky View County's reasoning.

One member additionally raised the issue of name length:

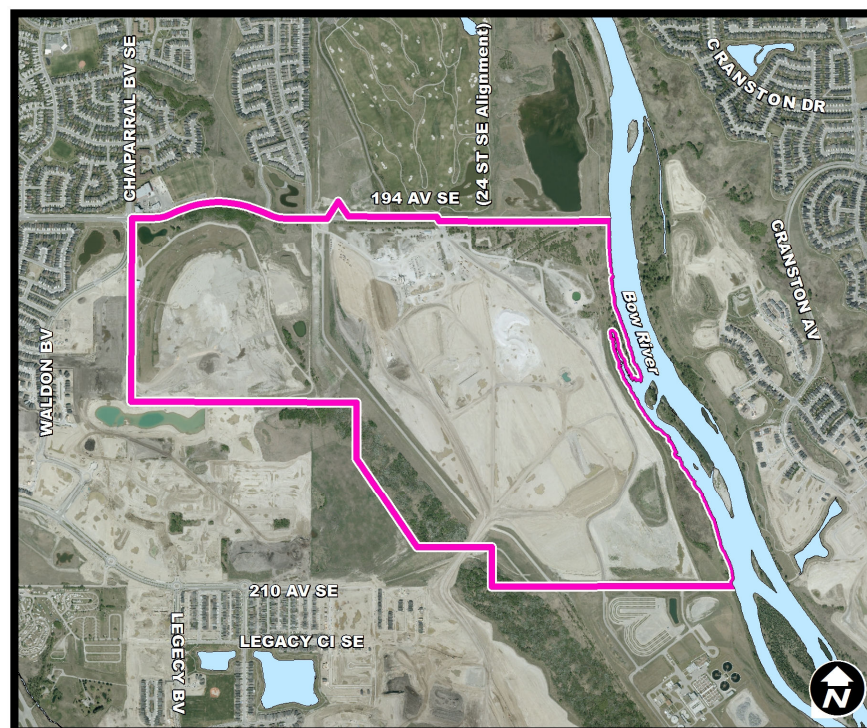
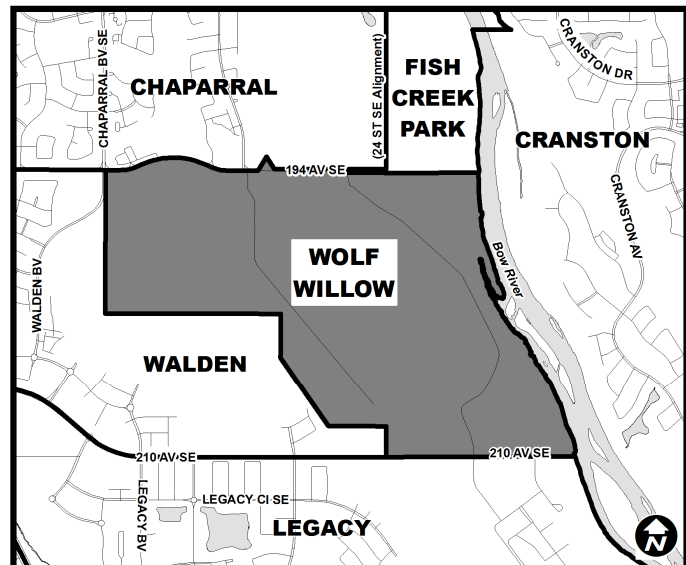
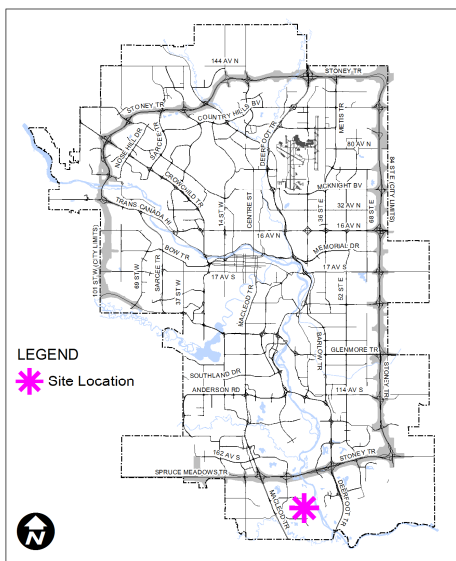
"There are concerns from a technical perspective that this is a two word name which has historically been discouraged due to the length of the street names that are generated, particularly when sub area of the community are added to the community name. If a two word community name is approved, then sub area naming within the community should not be allowed to prevent excessively long street name signs being required. Finally, the names of any roads within the community that will intersect adjacent skeletal roads cannot have a name longer than 8 letters (excluding the street type) to allow for the names to be used on the large white on green directional guide signs used along the skeletal roadways. Names longer than 8 letters require wider signs that do not fit on a single line of text over a single lane of traffic."

Another member pointed out that there are other flora and fauna native to this region that could be explored for community naming, rather than replicating a name already in use elsewhere.

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ADMINISTRATIONS RECOMMENDATION TO CALGARY PLANNING COMMISSION

1. Recommend that Council **REFUSE** the proposed community name: Wolf Willow; and
2. Recommend that Council **REFUSE** the proposed street names: Wolf Willow, Wolf River, Wolf Valley, Wolf Hollow.

2016 January 28

MOTION:

The Calgary Planning Commission accepted correspondence from:

- Brown & Associates Planning Group;

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

Moved by: M. Wade

Carried: 6 – 2

Opposed: G. Morrow and R. Wright

MOTION:

The Calgary Planning Commission **REFERRED** the Item for the proposed community name: Wolf Willow and the proposed street names: Wolf Willow, Wolf River, Wolf Valley, Wolf Hollow, back to Administration to return to Calgary Planning Commission no later than 2016 March 24 in order for the Administration and the Applicant to find an alternate street name to replace the street name “Wolf Willow”.

Moved by: R. Wright

Carried: 8 – 0

Reasons for support of the Referral motion from Mr. Foht:

- I support the motion to refer it back to allow the Applicant and Administration to come up with another name to replace the street name “Wolf Willow”. Once agreed Administration can return the item to Commission.

Reasons for Approval from Mr. Friesen:

- My main interest in naming is legitimate and meaningful connections to place. These could be historic, geographic, etc. in this case local plants. I consider the emergency dispatch issues technical and I don't pretend to be expert in this area.
- I supported this referral in the hopes that names I support can be adjusted to be acceptable for safe dispatch. In particular I hope that by using the name Wolf Willow as only the community name and

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other related names as street names the issues can be resolved. It seems that this approach should allow street addresses to be unambiguous.

Comments from Ms. Gondek:

- As a commission, we are tasked with making decisions based on policy, but we also have a responsibility to provide Council with feedback on policies that sometimes create issues. The naming policy is one such example.
- With this application, we have been exposed to issues around: number of letters in a name; difference between 911 Communications Officer's (dispatch) opinion vs. Calgary Fire's opinion; and the inappropriate nature of two word names. Each time we are faced with new obstacles to naming based on existing policy, commission members have questions about the policy, and decision-making goes from approval/disapproval of a consent item to a lengthy question and answer session/debate. With so many cases of debate, the existing naming policy appears to be more of a hindrance than a help in naming matters.
- Perhaps engagement of CPC representatives in a review of the naming policy may be (have been) useful. At the moment, I am unclear of the status of this review.
- The market research enclosed in the application is very thorough and points to multiple variables that are considered in a decision for naming communities/streets. These variables are not considered in the naming policy, which is another reason that an applicant's process does not mesh with the City's process for review. Should there be consultation with market research experts to create a new and improved naming policy?
- The Naming Committee Chairman indicated that decisions are based on consensus. Does this mean all reviewers must be in agreement? Or does it mean the majority agree and those who disagree can live with it? If it is a split decision, who is the final point of decision?
- How much weight do we give to the opinions of other municipalities? For example if Rocky View County is not in favour of a name because a similar name exists in their jurisdiction, does their feedback break a consensus decision if all the reviewers in Calgary are supportive of a name?

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Existing Community Name:

Residual Sub-Area 14U

Proposed Community Name:

Wolf Willow

Proposed Street Name:

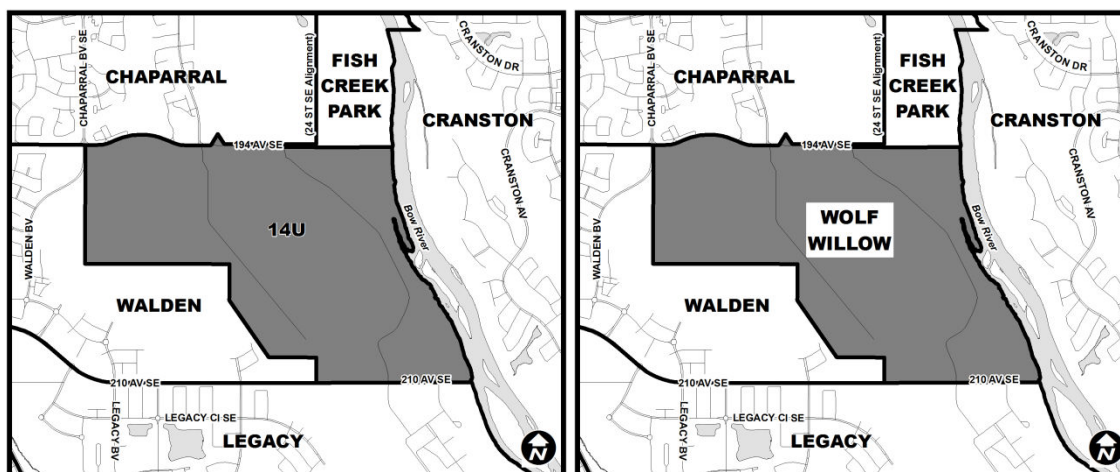
Wolf Willow
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Applicant:

Brown & Associates Planning Group

Developer:

1779925 Alberta Ltd (Harry Stepper)

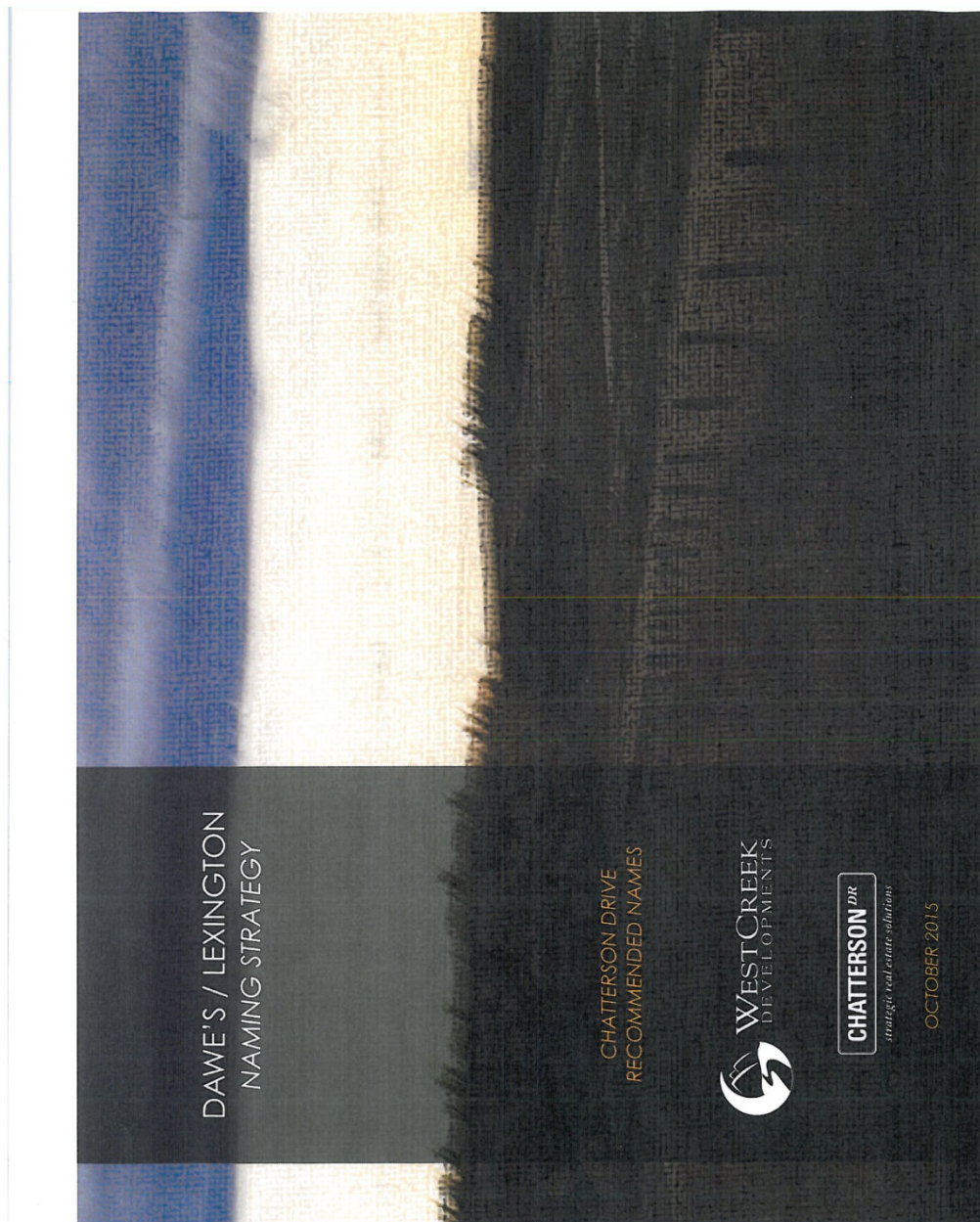


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APPLICANT'S SUBMISSION



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CHATTERSON DRIVE NAMING STRATEGY

RECOMMENDED NAMING CONVENTIONS

Eight Laws of Naming: Chatterson Drive Recommendations



HAVE APPEAL. Be easy / nice to say (aesthetic / poetic); appeal creates an emotional connection and engages residents. BORING does not. Previous research shows that aesthetic appeal reaches beyond practicality and ease of navigation. When naming new developments + communities also keep in mind the question of brand architecture: how will this fit into the master brand, if applicable?



BE UNIQUE BUT RELEVANT. People want to have something that is unique, interesting, welcoming, friendly + aspirational. It should never sound the same as everything else. In being unique, however, a name should speak to an historic / geographic / bio-specific aspect of its surroundings or context. Always remember: in being unique it must also be relevant.



BE EASY TO REMEMBER (MNEMONIC). Ease of use is a practical consideration – names must be easy to pronounce, spell, remember + quickly read. They must also be somewhat familiar in their semantic construction (i.e. if a name is "too foreign" or removed from comfortable cultural context it may offend or put some off).



MULTI-USE. It should easily work across multiple traditional + digital media as well as social media platforms. It should lend itself to easy URLs, hashtags + easy shareability. Therefore, it will not be overly long and can be easily + coherently shortened if needed. Keep in mind road / street naming conventions as well.

HUH?



DIFFERENT, BUT NOT TOO DIFFERENT. Be easy to recognize + remember, but also differentiated + distinctive. Classic, long-lasting appeal means never trendy or faddish. Not alienating, but unique. Names too far removed from community descriptors or cultural touchstones tend to confuse.



NOT INTENTIONALLY OR UNINTENTIONALLY FUNNY. Names should not have unintentionally negative or humorous connotations, leave room for misinterpretation, or refer to something beyond the context of the community; names should not be cutesy, kitschy, "in-jokes," or easy to inappropriately nickname.



CULTURALLY RESPECTFUL: Culturally aware and never unintentionally disrespectful. AVOID negative and potentially explosive cultural triggers or connotations.



ADHERENT TO CITY POLICY: Able to be registered (not repeated elsewhere). See SECTION 4.0 of The City of Calgary's NAMING OF COMMUNITIES AND ROADWAYS policy.

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CHATTERSON DRIVE NAMING STRATEGY
MUNICIPAL PARAMETERS

CITY OF CALGARY: SECTION 4.0 NAMING OF COMMUNITIES AND ROADWAYS

1. The name should, where possible, carry the name with which it has been identified the past provided such name is historically meaningful for such things as historical persons' names, etc., or the area should be named for some natural geographic feature or landmark.
2. In general, 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 should not be permitted.
5. Hyphenated or apostrophized names are acceptable for subdivision names. Approved names of this type are also legitimate if spelled without the hyphen or apostrophe.
6. Three-or-more word subdivision names are to be discouraged.
7. Area Structure Plans, approved by Council are to include the following condition "that, in general, names selected subsequently for identification of neighbourhood defined herein, be names which represent the homesteader, a historical event, geographic feature theme or other significant landmark relative to the lands to be developed.
8. Any proposed names being considered for addition to City "street types" in new or existing development, is to be circulated to Addressing & Data Services and Traffic Engineering for review and comment.

The City of Calgary is very clear in its policy around naming conventions.

These rules can summarized:

Be contextual

Be relevant

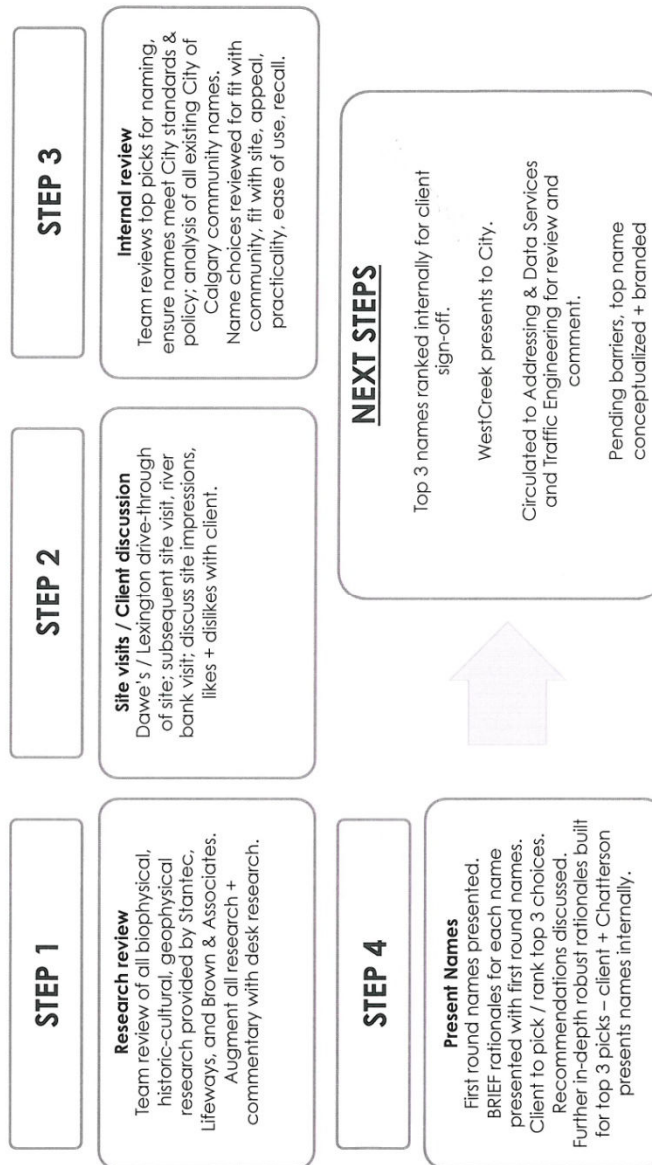
Be different + diverse

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CHATTERSON DRIVE NAMING STRATEGY NAMING APPROACH + PROCESS

Our four-step naming process includes research overviews, site visits, and internal workshops.



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CHATTERSON DRIVE NAMING STRATEGY
NAMING STRATEGY DNA: SOURCE AREAS EXPLORED

BIOPHYSICAL

Threadleaf Sedge
Red Osier Dogwood
Aspen
Wolf Willow
Fringed Sage / Prairie Sage
Balsam Poplar / Birch

Horned Lark
Bald Eagle
Sharp-tailed Grouse
Bank Swallow / Tree Swallow
Great Blue Heron
Hawk / Pelican / Sparrow/ Raptor

HISTORIC-CULTURAL

Stone Circle
Stone Circles / Double Stone Circle
Fire Rock (fire broken rock)
Askew
Grand Trunk Railway
Buffalo Pound
Wolley-Dad | Dawes

x Hill
x Park
x Wood

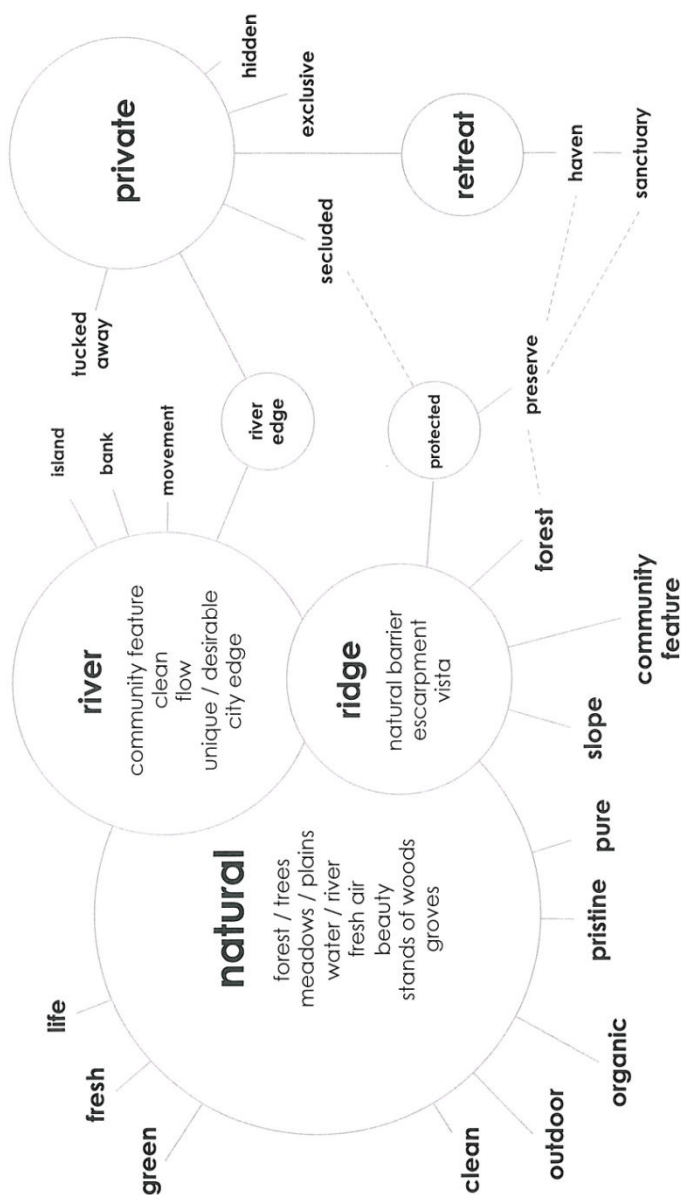
GEOPHYSICAL

Valley
(Synonyms: Hollow, Glen, Vale, etc)
Meadows
(Synonyms: Prairie; Field)
Escarpment
(Synonyms: Ridge, Bluff, Butte, Slope)
Forest
(Synonyms: Grove; Stand; Woods)
River
Suggested by Brown & Associates:
The Downs | The Views | The Plains
Downsview | Wolley-Dad Farm
Wolley-Dad Plains | Daweson

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CHATTERSON DRIVE NAMING STRATEGY RATIONALE: WOLF WILLOW

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<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mnemonic	Culturally respectful	Not confusing or alienating	Not confusing or alienating	Not confusing or alienating
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CHATTERSON DRIVE NAMING STRATEGY				

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APPENDIX II



Darrell Grant, Principal, BA (Geog/Urban Studies) ✉ dgrant@bapg.ca
Suite 600, 940 6th Ave SW ☎ 403.692.4528
Calgary, Alberta T2P 3T1 📠 403.262.4480

Mr. Ian Cope
Secretary Calgary Planning Commission
P.O. Box 2100, Station M.
Calgary, Alberta
T2P 2M5

Dear Mr Cope,

**RE: SN2015-0012 – CPC ITEM FOR 28 JANUARY 2016
PROPOSED COMMUNITY & STREET NAMES OF
WOLF WILLOW, WOLF HOLLOW, WOLF VALLEY, WOLF RIVER**

We, b&a and WestCreek Developments, were both surprised and disappointed with Administration's Recommendation of Refusal regarding the proposed Wolf Willow name and associated streets: Wolf Willow, Wolf Hollow, Wolf Valley, and Wolf River.

We find the report needs clarification with the following items:

- We recognize there are four names in Rocky View County (Elbow Valley community) with the Wolf Willow prefix: Lane, Point, Way and Ridge. We have suggested to Administration that we would not use any of these street names so as not to duplicate and cause confusion. Note "Ridge" is not a street type in Calgary, so it would never be duplicated. Also of note is the Rocky View County addresses are located west of Calgary whereas our proposed names are located in the southeast quadrant of the City.
- Length of names. Our longest names are 11 letters in length, including the space: Wolf Willow, Wolf Hollow and Wolf Valley. This complies with the City's requirements. I might add that this could become problematic with the City when and if the City chooses to name a street after, for example, a Calgary citizen who may have contributed to its success and where their name is longer than the required letter count – something to be mindful;
- Wood Willow and Wood Valley in the southwest quadrant community of Woodlands is moot, considering we are not suggesting Wood in our name, this being the primary or first word of the proposed community. Presently, Calgary only has Wolfe Street SW in Mount Royal, and we are not proposing this prefix. Note Administration suggested this prefix: we did not;
- Fire had no objection. We consider this comment the most powerful comment as they are the first responders. Furthermore, as I understand it, the use of GPS is now commonplace and therefore, confusion with names is lessened;
- A marketing company was retained to research naming options for this community. This was included with the CPC item. Wolf Willow is a native shrub that is commonly found in the immediate area and is representative of the local ecology.

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**PROPOSED STREET NAME AND COMMUNITY NAME
RESIDUAL SUB-AREA 14U (WARD 14)
NORTH OF 210 AVENUE SE, SOUTH OF 194 AVENUE SE, WEST
OF THE BOW RIVER, AND EAST OF THE COMMUNITY OF
WALDEN**

**MAP 13SS, 17SSE,
18SSE**

On a lighter side, one homesteader for part of the subject property was Colonel Arthur George Wolley-Dod (1860-1936), who came from England in 1887 and owned the property between 1887 and ca1916. He was an active member of Calgary's horticultural society, ca1921. While we are not proposing this surname for the subject area, it is interesting to note that the **WOLLEY-DOD** name would aptly comply as a street name in the community of **WOLF WILLOW**.

As you can see, a significant amount of effort is placed on this component of land planning and it is not taken lightly, as we know these names will remain in perpetuity with the municipality.

Please note we will be in attendance at Thursday's Commission meeting and available if any Commission member wishes to speak to us at that time. Thank you.

Respectfully yours,



N. Darrell Grant
Principal

CC CPC members: Councillor Gian-Carlo Carra, Councillor Shane Keating, GM Malcom Logan
Mathias Tita, Jyoti Gondek, Marianne Wade, Colin Friesen, Gregory Morrow, Melvin Foht
Roy Wright
Kimberly Holberton, CPC Administrative Assistant
Cathi Agar, Planning Director, WestCreek Developments
David Couroux, CPAG File Manager
Grant Mihalcheon, b&a PLANNING GROUP