

**PROPOSED COMMUNITY NAME AND STREET NAMES
UNIVERSITY OF CALGARY (WARD 1)
32 AVENUE AND SHAGANAPPI TRAIL NW**

MAP 25W

EXECUTIVE SUMMARY

This application is for a proposed community name and related street names for the proposed development within the western portion of the University of Calgary lands, in the vicinity of the Alberta Children's Hospital.

The proposed community name is University District. The proposed street names are Thirsk, Dinning, Cuthbertson, Warren, Perraton, McCaig, Smith, Palmer, Norford, Lebel, Kovitz, Friley and McLaurin. The street names honour the present and former Chancellors of the University of Calgary.

ADMINISTRATION RECOMMENDATION

2015 May 07

That Calgary Planning Commission recommends **APPROVAL** of the proposed community name and street names.

RECOMMENDATION(S) OF THE CALGARY PLANNING COMMISSION

That Council:

1. **ADOPT**, by Resolution, the proposed community name of University District, in accordance with Administration's recommendation.
2. **ADOPT**, by Resolution, the proposed street names of Thirsk, Dinning, Cuthbertson, Warren, Perraton, McCaig, Smith, Palmer, Norford, Lebel, Kovitz, Friley and McLaurin, in accordance with the Administration's recommendation.

REASONS FOR RECOMMENDATION:

The proposed community name and street names have been submitted for the future development of the westerly portion of the University of Calgary lands. The development site is in the vicinity of Alberta Children's Hospital, south of 32 Avenue and east of Shaganappi Trail NW. An outline plan and land use redesignation was approved by CPC and City Council on 2014 July 31 and 2014 September 08 respectively.

The developer, West Campus Development Trust, is a non-profit subsidiary of the University of Calgary. The Trust was created with the sole mandate to develop the lands into a vibrant community over the next 15 to 20 years. The organization reports to a governance board of directors made up of University officials, development industry representatives and community members.

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MAP 25W

The developer has been considering various community and street names for the past few years. The original proposal was for the community name to be West Campus, however, after testing that name for marketability, "University District" was selected as the proposed community name. Refer to APPENDIX I for further information from the applicant.

The proposed street names are based on the present and past Chancellors of the University of Calgary. Refer to APPENDIX II for the list of names and further information from the applicant.

The developer's intent for street names is to use only the last names of the Chancellors, however, there is a conflict with two of the names within the City limits: *Warren and Palmer*. Warren Road SE is located in Willow Park and Palmer Road NE is located within the airport lands. Rocky View County has advised that *McLaurin* conflicts with Maclaurin Drive at the Springbank Airport. The Municipal Naming Policy states: "Proposed street names selected for roadways are to be distinct from those used for street names elsewhere in Calgary, by not sharing similar syllables or pluralized forms." It should also be noted that our 911 system services most of Southern Alberta, so conflicts in the vicinity of the City Limits should be addressed. Administration suggested using William Warren and James Palmer, to minimize conflicts with the existing street names. However, the applicant preferred to be consistent by either having all of the Chancellor's first and last names or just the last names. Using the first and last names was not an option, as some of the names are too long and exceed the 14 character maximum.

Another suggestion was to add the first initial to the two conflicting names within the City limits, therefore proposing W Warren and J Palmer. That was also not an acceptable solution, as using initials in street names is discouraged. The Municipal Naming Policy states "In general, prefixes and abbreviations within roadway names are not permitted." In addition to that, Public Safety Communications also does not support using initials in street names. They have advised that their Computer Aided Dispatch (CAD) System searches may be slowed by an initial and a space. For example, "D" would provide the 911 call taker with all addresses that start with the letter D. As a practice they often start with the first few letters to do a quick search. A search using an initial that is also a directions indicator, for example, "W" will produce all streets with the direction in their name. The two previous points make it more difficult for the 911 call takers to quickly search and narrow down an address.

The developer feels very strongly about using the Chancellors last names for the street names within the proposed development. Administration agrees, but is reluctant to approve names that are in conflict with the Municipal Naming Policy. As a compromise, Administration is suggesting that restrictions be placed on the proposed street names that are in conflict. This will be further reviewed when the subdivision applications are submitted. The developer is agreeable to the conditions, as most of the street *types** within the plan area are intended to be "street" and "avenue", in an effort to create an urban feel within the community. (*An address is made up of a building number, street name, street type and quadrant.) The conditions/restrictions are:

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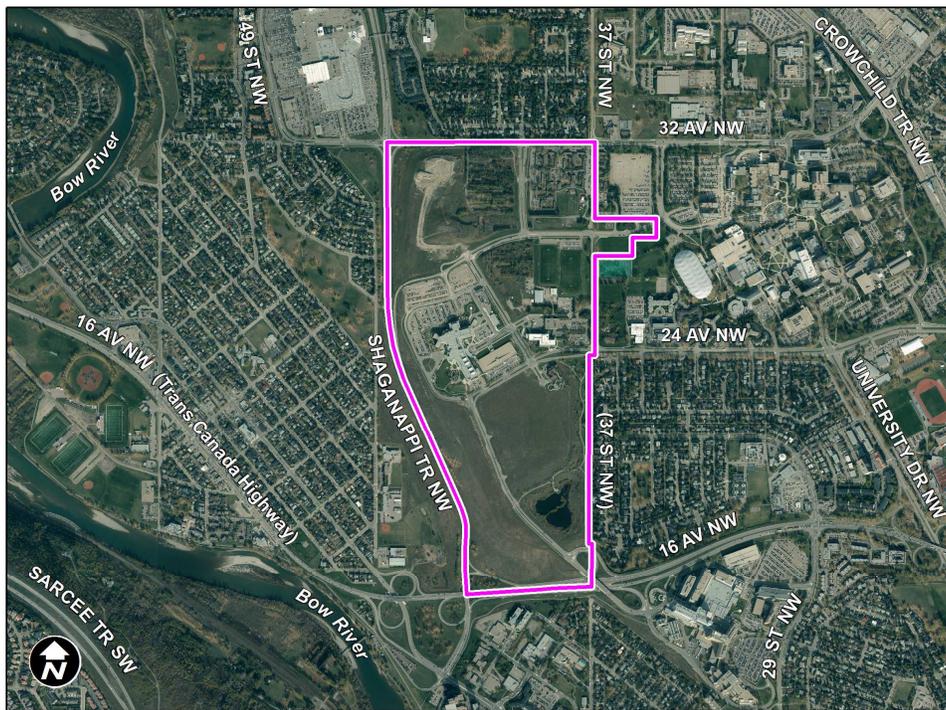
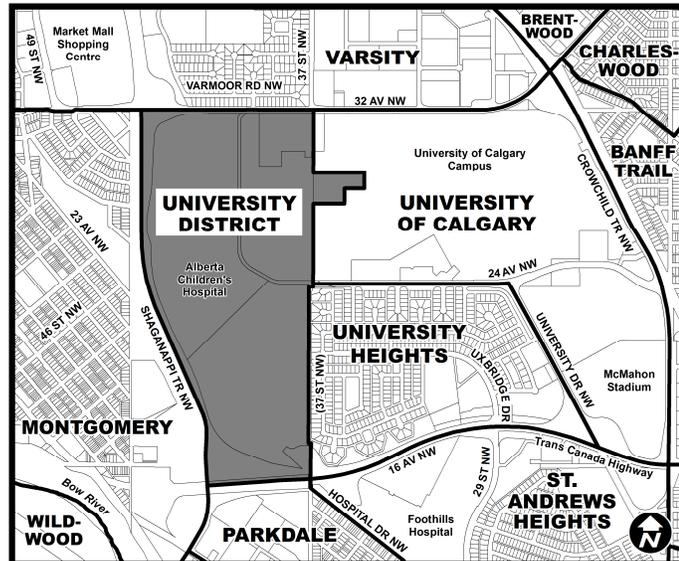
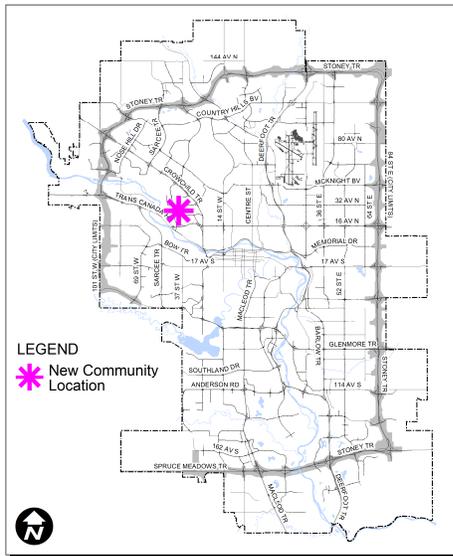
- Cuthbertson shall not include Place as a street type, as Cuthbert Place NW exists in Collingwood.
- Warren shall not include Road or Drive as a street type, as Warren Road SE exists in Willow Park. As the developer is intending to use this name on an area overlooking Shaganappi Trail, it is suggested that “View” be used as street type.
- Palmer shall not include Road or Drive as a street type, as Palmer Road NE exists within the airport lands.
- Norford shall not include Drive, Road or Way, as it is very similar to Norfolk Drive, Road and Way in North Haven.
- McLaurin shall not include Road or Drive, as Maclaurin Drive is used at the Springbank airport.

With the above noted conditions, Administration feels it may support the proposed community name of University District and the proposed street names: Thirsk, Dinning, Cuthbertson, Warren, Perraton, McCaig, Smith, Palmer, Norford, Lebel, Kovitz, Friley and McLaurin.

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LOCATION MAP



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ADMINISTRATIONS RECOMMENDATION TO CALGARY PLANNING COMMISSION

1. Recommend that Council **ADOPT**, by Resolution, the proposed community name: University District, and

Moved by: S. Keating
Absent: G.-C. Carra

Carried: 8 – 0

2. Recommend that Council **ADOPT**, by Resolution, the proposed street names: Thirsk, Dinning, Cuthbertson, Warren, Perraton, McCaig, Smith, Palmer, Norford, Lebel, Kovitz, Friley and McLaurin.

Moved by: S. Keating
Absent: G.-C. Carra

Carried: 8 – 0

Reasons for Approval from Ms. Wade:

- Support the use of Chancellors' last names as it utilizes the historical people who have played a significant role in the University. It creates a sense of place and storytelling of the history of the University.

Reasons for Approval from Ms. Gondek:

- I am very pleased to see the naming policy principles of thematic naming being upheld. Also, the proposed solutions for maintaining the names with different street types when there is a potential similarity conflict is forward thinking and greatly appreciated.

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Existing Community Name;

University of Calgary

Proposed Community Name;

University District

Proposed Street Names;

- Thirsk
- Dinning
- Cuthbertson
- Warren
- Perraton
- McCaig
- Smith
- Palmer
- Norford
- Lebel
- Kovitz
- Friley
- McLaurin

Applicant:

West Campus Development Trust

Developer:

West Campus Development Trust

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APPENDIX I

APPLICANT'S SUBMISSION

CONTEXT FOR COMMUNITY NAMING

To ensure that the community is branded strategically, the Trust began a place-branding process in January 2014. The process tested the existing name (West Campus) for marketability and generated potential new names, positioning and marketing strategies.

After comprehensive research and analysis, the Trust has determined that a new name for the community will offer the most value in marketing the new community to future residents.

SUPPORT FOR THE VISION

As a destination for the city that also enhances the University experience.

DISTINCTLY URBAN

The name 'district' is distinctive of the city and of a place rich in character, with famous precedents worldwide. The term further encapsulates the intended sense of place as a neighbourhood of diversity and density.

BASED ON EMPIRICAL EVIDENCE

The name demonstrates a strong alignment with target audiences lifestyle choices and specified desires.

UNIVERSITY CONNECTION

Simple, evocative and clear - the name promises to put the University on track to meet its goals to become a world-renowned institution. The name also aligns with a street naming strategy that links the University of Calgary's past and future.

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APPLICANT'S SUBMISSION

PAYING TRIBUTE: STREET NAMES

CONTEXT FOR STREET NAMING

As the new community name will be strongly linked to the University of Calgary, the Trust is seeking also to link the street names with a University-related theme, ideally in such a way to provide long-term value and integration with the University as the community evolves.

A BRIDGE FROM THE UNIVERSITY TO COMMUNITY

The Trust has developed a proposed strategy for street names that befits the University's respected history, as well as, reinforces the vision for a community that is harmonized with surrounding communities. In the proposed strategy, each street name will be named after a former University of Calgary Chancellor, dating back to when the University was established in 1966.

In the University's own words, the Chancellor's role has contributed "mightily" to the University of Calgary's 44-year history:

"The Chancellor serves as a bridge from the University of Calgary to the community... a symbol of academic tradition ..."

PAYING TRIBUTE TO 50 YEARS

With 13 Chancellor's names, the new community has capacity to use each name in a unique context at various locations on the internal street network:

- Dr. Robert Thirsk (2014-)
- Dr. Jim Dinning (2010-2014)
- Dr. Joanne A. Cuthbertson (2006-2010)
- Dr. William J. Warren (2002-2006)
- Dr. J. Jack Perraton (1998-2002)
- Dr. M. Ann McCaig (1994-1998)
- Dr. David B. Smith (1990-1994)
- Dr. James S. Palmer (1986-1990)
- Dr. Brian Norford (1982-1986)
- Dr. Louis Lebel (1978-1982)
- Dr. Muriel Kovitz (1974-1978)
- Dr. William A. Friley (1970-1974)
- Dr. C. Campbell McLaurin (1966-1970)

This approach provides the one-of-a-kind opportunity to have 50 years' of Chancellors' names inaugurated in the community to coincide with the University's 50-year anniversary in 2016.