

PROPOSED STREET NAME
WEST SPRINGS (WARD 6)
85 STREET AND OLD BANFF COACH ROAD SW

MAP 22W

EXECUTIVE SUMMARY

“West District” has been proposed for use as a street name in the community of West Springs. The name is requested for a proposed development within the community (LOC2014-0008).

PREVIOUS COUNCIL DIRECTION

None

ADMINISTRATION RECOMMENDATION

2015 February 12

That Calgary Planning Commission recommends **REFUSAL** of the proposed street name West District.

RECOMMENDATION OF THE CALGARY PLANNING COMMISSION

That Council **ADOPT**, by Resolution, the proposed street name West District.

REASONS FOR RECOMMENDATION:

The applicant, on behalf of the developer, has requested the street name “West District” for use in a proposed development in the West Springs community. Justification for the street name is in a letter from Civicworks (APPENDIX I).

The proposed street name was circulated and did not receive support for the following reasons:

- The word “District” in the street name could lead to confusion as district is generally used in conjunction with a community or a geographic area.
- “District” does not fit with standard naming conventions.
- Streets are not typically named for marketing purposes.
- The name does not conform with the Municipal Naming Policy criteria.

Based on the lack of support, it is recommended that West District not be approved as a street name.

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ADMINISTRATIONS RECOMMENDATION TO CALGARY PLANNING COMMISSION

Recommend that Council **REFUSE** the proposed street name West District.

2015 February 26

MOTION: The Calgary Planning Commission **FILED** Administration's recommendation of **REFUSAL** and recommends that Council:

ADOPT, by resolution, the proposed street name West District.

Moved by: R. Honsberger

Carried: 6 – 2

Opposed: M. Logan and C. Friesen

Reasons for Opposition from Mr Friesen:

- I agreed with administration that this name would be confusing and had little to do with the location. I understand the name is not even being used for a street in the west part of West Springs.
- Names are not purely marketing tools. The notion that names should be related to their location is a sound one. In most cases meaning should take precedence over marketing.
- I support the use of historic and/or geographic names and am not convinced that it is difficult to find new names. Hire a historian or read a book. With a young city like Calgary we have little enough history and it should all be utilized. A rich cultural experience is developed by successive layers of history, not by burying what we have.
- The naming policy has a number of flaws, for example names should be unique and the use of the same name with many suffixes is very disorienting. The reintroduction of some numbered streets and avenues would be most welcome. I support the revision of the naming policy and review of the committees that develop names.

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Proposed Street Name:

West District

Applicant:

Civicworks Planning + Design

Developer:

Truman Development Corporation

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MAP 22W

APPENDIX I

APPLICANT'S SUBMISSION



Suite 325, 259 Midpark Way S.E.
Calgary, Alberta, Canada T2X 1M2

P 403.201.5305
F 403.201.5344

25 August 2014

Our File: 12-022 (Gateway)

The City of Calgary | Mail Code: #8117
4th Floor, Municipal Building - A2-2B, 800 MacLeod Trail SE
PO Box 2100, Stn. M, Calgary, AB T2P 2M5

ATTN: Vivian Barr
Senior Planning Technician, New Community Policy & Subdivision Services, Land Use
Planning & Policy

**RE: LOC2014-0008 (Gateway)
Road Naming Request - West District Avenue SW**

Dear Ms. Barr,

We have made an Outline Plan and Land Use application referenced above as LOC 2014-008.

This application includes a new Activity Centre Street that we would like to call **West District Avenue SW**. The application before CPAG presently (LOC2014-0008) is the start (or "Gateway") to a greater area wide application that we will submit later this year for a new Activity Centre we will call West District. To learn more about this application, as it is in the consultation stage, you can visit www.westdistrict.ca.

The Activity Centre Street would run through the heart of West District, and regardless of the outcome of eventual density and form of this 95 acre site, the balance of the holdings are served and affected by this road. We are making this request to name this road West District Avenue SW to ensure that the travelling public clearly understand that they have reached the vibrant, mixed-use, higher intensity, compact node we are cultivating and that activity centre uses align with this road as they travel it.

Please do not hesitate to contact me with any request for additional information or background.

Yours truly,
CivicWorks Planning + Design Inc.

David White, B.A., M.Sc.Pl.
Principal, RPP, MCIP



CIVICWORKS.CA

V. Barr