

**PROPOSED COMMUNITY AND STREET NAMES
SUB-AREAS 03C AND 03W (WARD 3)
STONE TRAIL AND 14 STREET NW**

MAP 33N, 4NN

EXECUTIVE SUMMARY

This report is for a proposed community name and street names for future development in the northern portion of Calgary. The lands are located within Community "A" of the Keystone Hills Area Structure Plan.

The proposed community name is Carrington and the proposed street names are: Carrington, Carringsby and Carringvue. Administration is recommending refusal, as the community name does not conform to the Municipal Naming Policy criteria of heritage, historical or geographical significance to Calgary. Also, Carringvue has the potential to be spelled incorrectly, which may present issues with way finding, mail delivery, etc.

PREVIOUS COUNCIL DIRECTION

None

ADMINISTRATION RECOMMENDATION

2015 February 12

That Calgary Planning Commission recommends **REFUSAL** of the proposed community name of Carrington and the proposed street names: Carrington, Carringsby and Carringvue.

RECOMMENDATION(S) OF THE CALGARY PLANNING COMMISSION

1. That Council **ADOPT**, by Resolution, the proposed community name of Carrington.
2. That Council **ADOPT**, by Resolution, the proposed street names of Carrington, Carringsby and Carringvue.

REASONS FOR RECOMMENDATION:

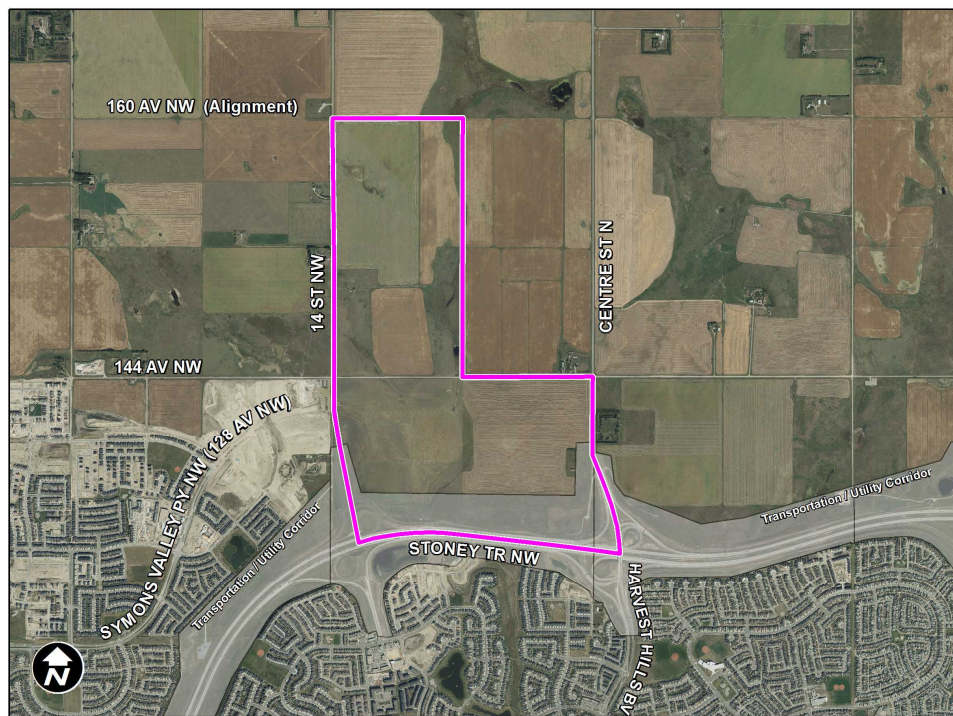
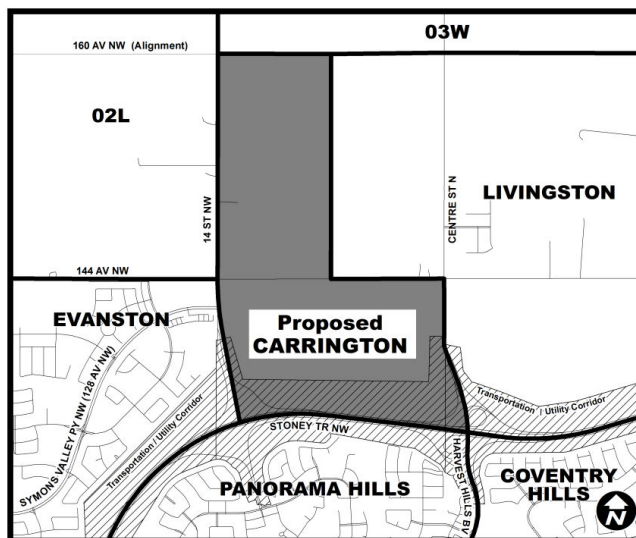
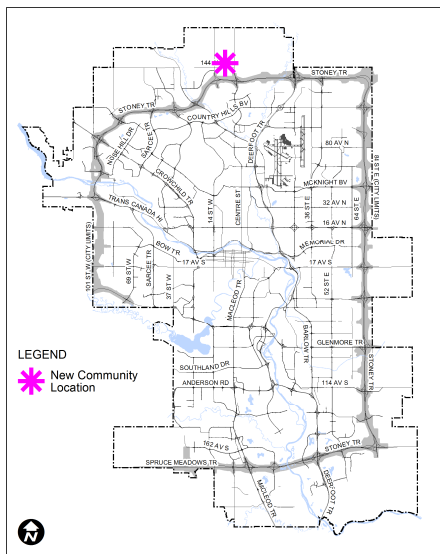
The proposed community and street names were circulated to the Municipal Naming Committee, as well as several other agencies and City business units. The proposed community name, Carrington, does not meet the Municipal Naming Policy criteria of heritage, historical, geographical or significant contributions to Calgary.

As it is common practice in Calgary to have the street names contain the first few letters or first syllable of the community name, the proposed street names, Carrington, Carringsby and Carringvue, are not supported either. In addition, there is a high probability that Carringvue would be spelled incorrectly, which may present issues with way finding, mail delivery, etc.

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LOCATION MAPS



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ADMINISTRATIONS RECOMMENDATION TO CALGARY PLANNING COMMISSION

Recommend that Council:

1. Recommend that Council **REFUSE** the proposed community name of Carrington.
2. Recommend that Council **REFUSE** the proposed street names of Carrington, Carringsby and Carringvue.

2015 February 12

MOTION: Insert letters dated 2015 February 06 from Genstar Development Company, and Mattamy Homes as APPENDIX IV.

Moved by: J. Gondek

Carried: 6 – 1

Absent: R. Honsberger and
M. Wade left the room
due to a pecuniary conflict
of interest and did not take
part in the discussion or
voting.

Opposed: S. Keating

MOTION: **TABLE** motion to **REFUSE** the proposed community name of Carrington.

Moved by: M. Logan

Lost: 3 – 4

Absent: R. Honsberger and
M. Wade left the room
due to a pecuniary conflict
of interest and did not take
part in the discussion or
voting.

Opposed: J. Gondek, G. Morrow,
C. Friesen, and
S. Keating

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

1. **ADOPT**, by resolution, the proposed community name of Carrington,

Moved by: J. Gondek

Carried: 4 – 3

Absent: R. Honsberger and
M. Wade left the room
due to a pecuniary conflict
of interest and did not take
part in the discussion or
voting.

Opposed: M. Logan, S. Keating
and C. Friesen

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2. **ADOPT**, by resolution, the proposed street names of Carrington, Carringsby and Carringvue.

Moved by: J. Gondek

Carried: 4 – 3

Absent: R. Honsberger and
M. Wade left the room
due to a pecuniary conflict
of interest and did not take
part in the discussion or
voting.

Opposed: M. Logan, S. Keating
and C. Friesen

Existing Community Name;

Sub-areas 33N and 4NN

Proposed Community Name;

Carrington

Proposed Street Names

Carrington
Carringsby
Carringvue

Applicant:

B & A Planning Group

Developers:

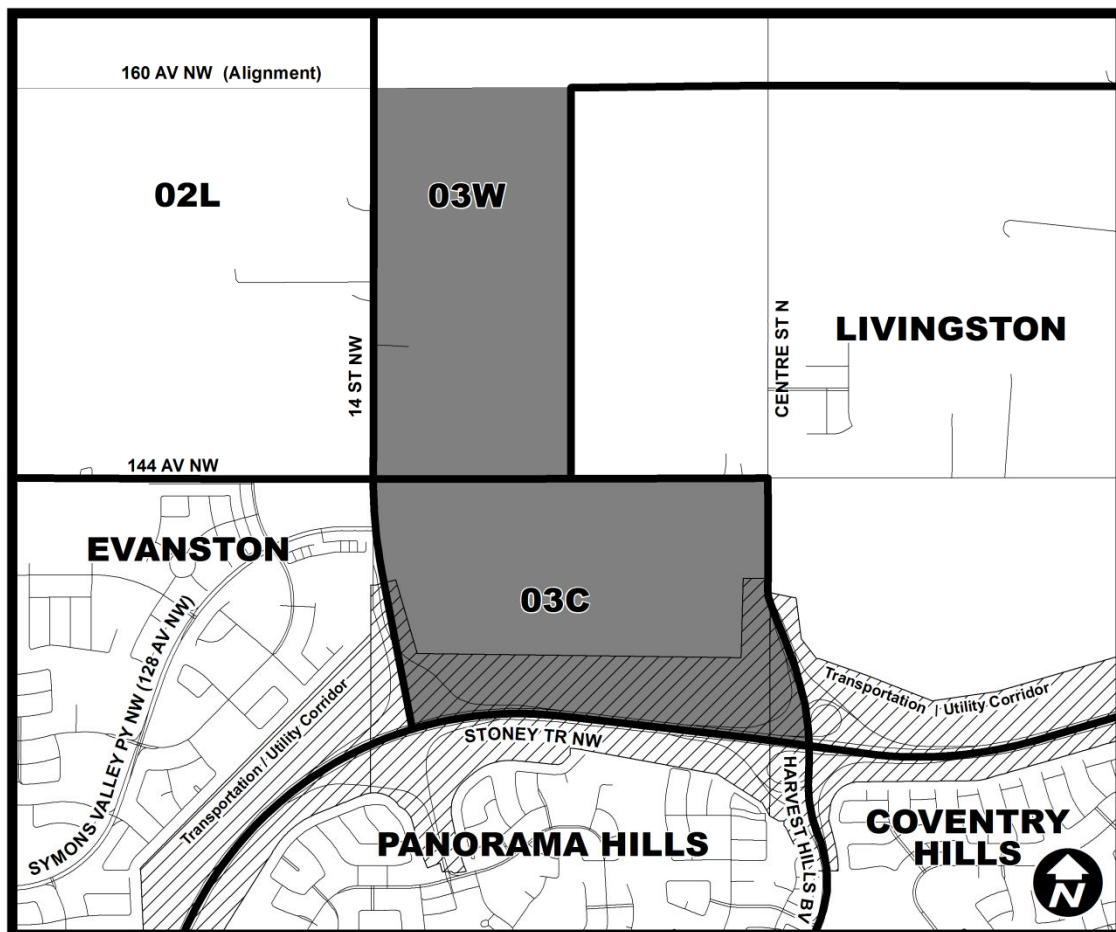
Genstar Development Company
The Hong Family
Mattamy Homes Limited
Brookfield Residential

PROPOSED COMMUNITY AND STREET NAMES
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APPENDIX I

EXISTING COMMUNITY BOUNDARIES

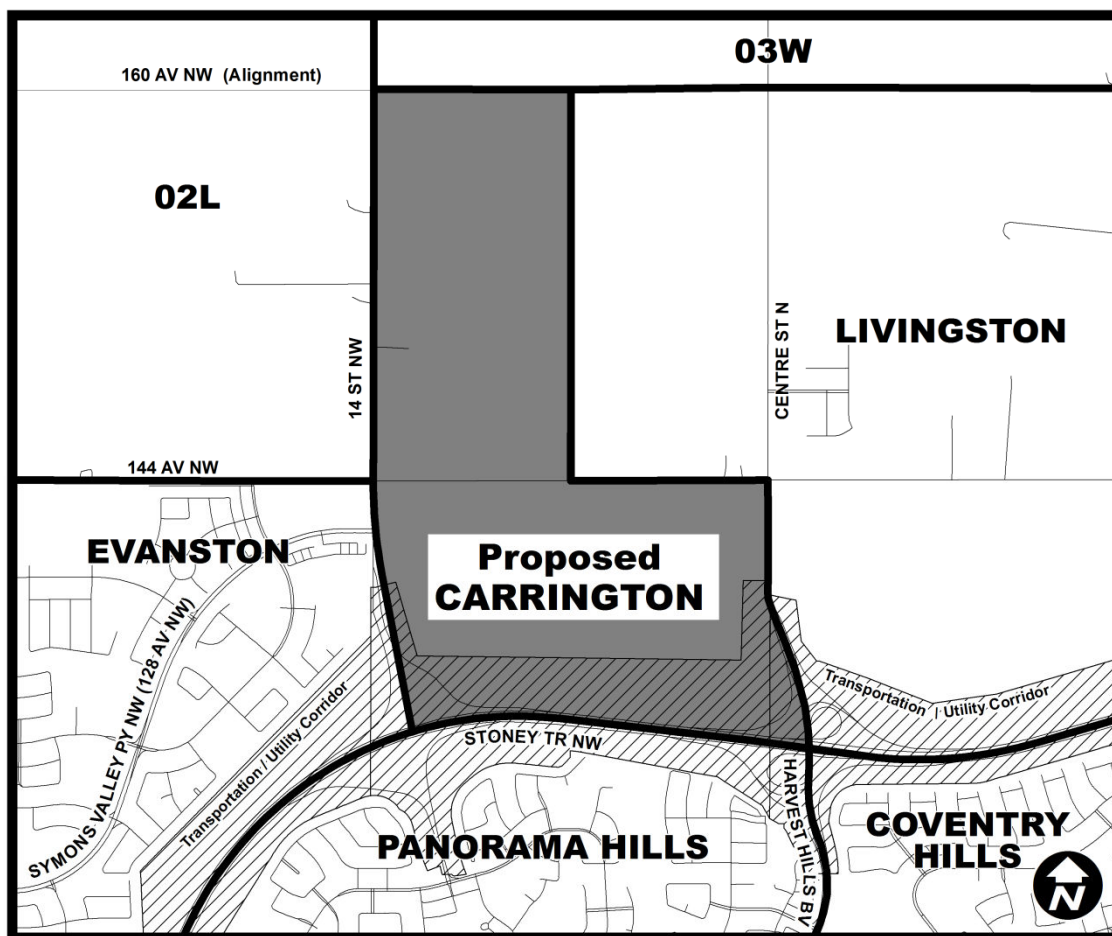


PROPOSED COMMUNITY AND STREET NAMES
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APPENDIX II

PROPOSED COMMUNITY BOUNDARIES



PROPOSED COMMUNITY AND STREET NAMES
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APPENDIX III

APPLICANT'S SUBMISSION

Please accept this letter as the formal application for the proposed Community name of "Carrington", together with related street names to be applied within this community on land owned by Genstar Development Company ("Genstar"), The Hong Family ("Hong") and Mattamy Homes Limited ("Mattamy").

The name "Carrington" is intended to be applied to Community 'A' as identified within the Keystone Hills Area Structure Plan. Community 'A' currently contains lands owned by Genstar, Hong and Mattamy, as well as Brookfield Residential.

It is submitted that the proposed name "Carrington" is consistent with the City's community naming policy.

The investigation into the name has concluded that the first part of the name of **"Caring" is derived from the tending or herding of animals in a pastoral setting** (Old English). The "tending or herding" can be related back to the pioneering of the Beddington Valley in the late 1800s/early 1900s, and the cattle ranching that occurred in the area.

The suffix **"ton" in the name Carrington has the direct translation to "town" or settlement** (Old English), and is a common suffix used for community names.

Hence the **translation of Carrington to mean "herding settlement" which is reflective of the early ranching activities characteristic of this area, and the Calgary region in general.**

It is noted that the name Carrington is similar in structure, to the name Livingston, which is being proposed for Community 'B' in Keystone Hills. These two names establish a consistent approach for the Keystone Hills area that is both identifiable and unique.

The name Carrington does not appear to be similar to other community names in the City, and should not create confusion for the general public or emergency services in the City.

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APPENDIX IV



Genstar Development Company
Calgary Region
Suite 230, 8826 Blackfoot Trail SE
Calgary, Alberta T2J 3J1
Tel: (403) 256-4000
Fax: (403) 256-9121

Members of Calgary Planning Commission
c/o Ian Cope, Secretary to CPC

February 6, 2015

Dear Members of Calgary Planning Commission

Re: Calgary Planning Commission - February 12, 2015
Proposed Community and Street Names - Carrington
Agenda Item #1: SN2014- 0003

Genstar Development Company and the Hong Family own 80 acres and 115 acres respectively in Community A of the Keystone Hills ASP. The two land holdings have been submitted as a joint outline plan, LOC2013-0037(OP) and has been recommended by Administration for approval by Calgary Planning Commission. It is scheduled for review at the February 12 meeting of CPC. This outline plan along with Mattamy Homes' outline plan (385 acres) will form a master-planned community that all three landowners wish to name Carrington.

We feel that the proposed name of Carrington and proposed street names: Carrington, Carringsby and Carringvue are most appropriate for this new community. Based on our Applicant's Submission (attached), we feel that the name is consistent with the City's naming policy criteria of "heritage" and "historical".

It should be noted there are numerous other communities in the City that either do not or may partially adhere to the Municipal Naming Policy criteria, yet are well-planned and highly recognizable:

- Panorama Hills
- SkyView Ranch
- Coral Springs
- Cityscape
- Tuscany
- Auburn Bay
- Mahogany
- New Brighton
- Legacy
- Walden

The proposed street naming of using the first few letters or first syllable of the community name is consistent with street naming in these communities also.

V. Barr

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In addition, a market research report was commissioned by the landowners in February, 2013 and conducted with residents living in Calgary North. The research confirmed that Carrington rated very high and was relevant to prospective buyers and real estate community. Some comments that respondents provided to the name were:

- Sense of community.
- Elegant.
- Carrington is a neighbourhood that cares about its residents.
- Carrington is easy to say.
- Richness.
- History.
- Upscale, of better quality.

We ask that you consider the above and provide support for our proposed community and street names.

Best regards,
GENSTAR DEVELOPMENT COMPANY

A handwritten signature in black ink, appearing to read "M. Chiacchia".

Marcello Chiacchia, P. Eng.
General Manager

The Hong Family

A handwritten signature in black ink, appearing to read "Julian Hong".

Julian Hong

Cc: Vivian Barr, City of Calgary
Angelique Dean, City of Calgary
Colin Campbell, Mattamy Homes
Jim Stevenson, Councillor Ward 3

**PROPOSED COMMUNITY AND STREET NAMES
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Mattamy Homes Limited
Calgary Division

2583 29th Street NE, Calgary, AB T1Y 7B5
T (403) 769-1755
www.mattamyhomes.com

Members of Calgary Planning Commission
c/o Ian Cope, Secretary to CPC

February 6 2015

Dear Members of Calgary Planning Commission

Re: CPC February 12 2015
SN2014-0003
Proposed Community and Street Names (Carrington)

Mattamy Homes is the owner of 400+/- acres in Community A of the Keystone ASP. We are the single largest landowner in Community A. Our lands are adjacent to 14th St NW, along the westerly side of Community A.

We have read with interest the above captioned report by Administration.

As part of our development process we invest considerably in market research and a key focus of our research is the name for the community. In our focus groups Carrington came out in the top three and it was our choice because of the flexibility it offered for street names, the distinctiveness of its name in branding a new community and that it did not have any negative implications with focus group participants. We are telling you this so that you know that this was not a name that we simply grasped without foresight but rather with considerable study and diligence.

Administration cites that the name does not meet with Naming Policy criteria of heritage, history or geography; however we question how names such as Redstone, Legacy, Kincora, Mahogany, and New Brighton, etc may have complied yet Carrington does not.

We respectfully request that CPC consider a motion to approve Carrington as the Community name and the proposed street names.

Thank you for your consideration.

Yours truly,
Mattamy Homes Limited

A handwritten signature in black ink, appearing to read "Collin Campbell".

Collin Campbell
Vice President
Land Development
(403) 990-5560