

**PROPOSED STREET NAME AND COMMUNITY NAME
RESIDUAL SUB-AREA 14V (WARD 14)
SHERIFF KING STREET AND 194 AVENUE SW**

MAP 16SS

EXECUTIVE SUMMARY

This street name and community name application is for an area located west of Sheriff King Street, south of 194 Avenue SW and north of 210 Avenue SW. The subject area is located in Cell A of the West Macleod Area Structure Plan.

The name of Yorkville is proposed for both the new community name and for a street name. The following names are also proposed for street names: Yorkshire, Yorkstone, Yorklyn and Yorkdale.

In support of the proposed community name, the applicant has provided the following statement: "The inspiration for the community name in West Macleod is one of Canada's oldest, most recognized and most exclusive mixed-use neighbourhoods. Founded in 1830 Yorkville began as a residential suburb and quickly grew into a village before it was annexed by the City of Toronto in 1883". More information can be found in APPENDIX I.

PREVIOUS COUNCIL DIRECTION

None.

ADMINISTRATION RECOMMENDATIONS

2015 November 05

That Calgary Planning Commission recommends **REFUSAL** 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 Yorkville; and
2. **ADOPT**, by Resolution, the proposed street names Yorkville, Yorkshire, Yorkstone, Yorklyn and Yorkdale.

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REASON FOR RECOMMENDATION:

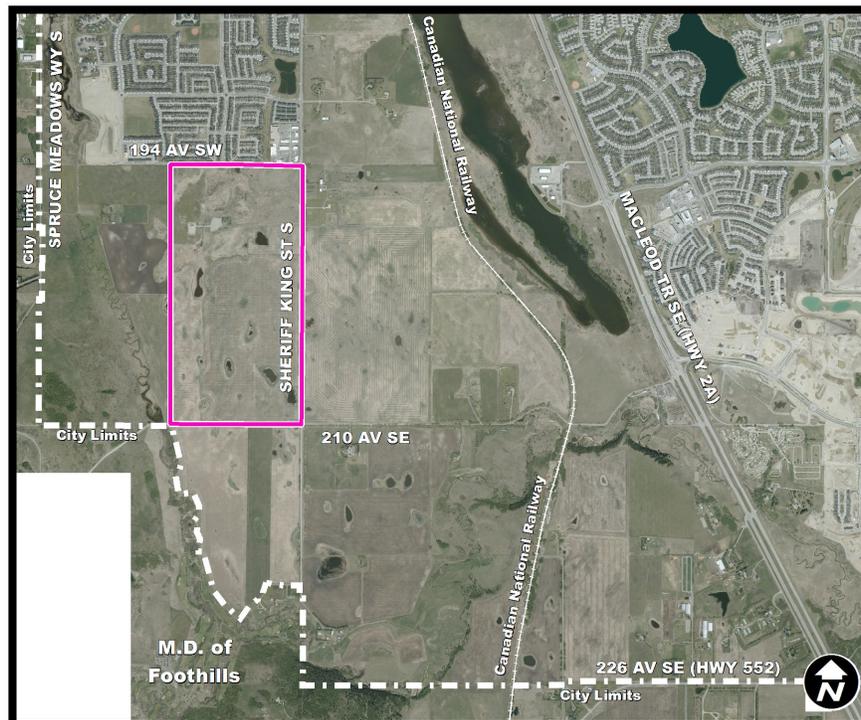
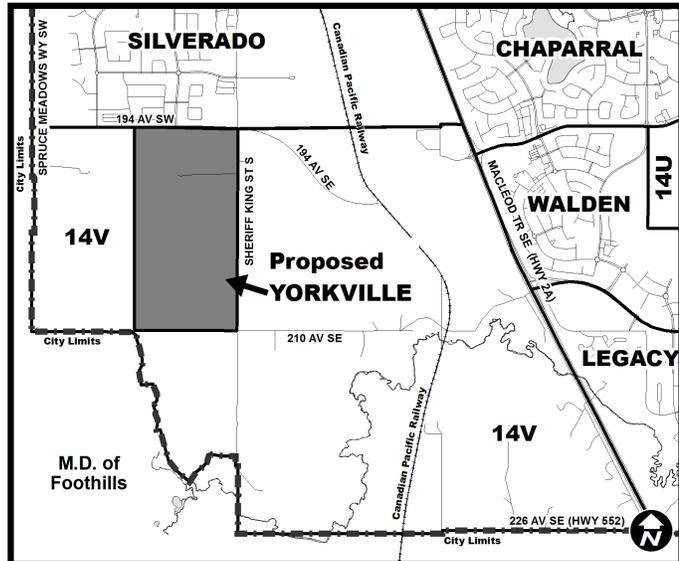
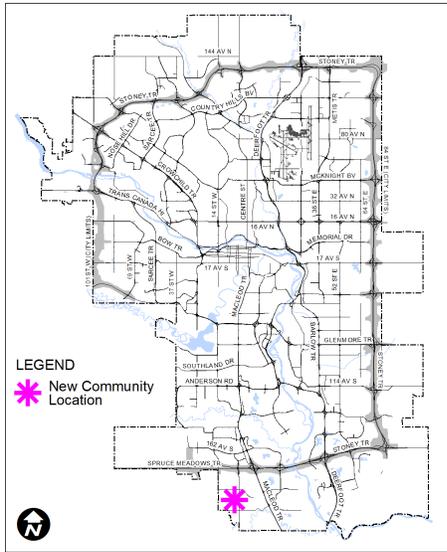
The Municipal Names Committee does not support Yorkville as a community name, as it does not conform to the Municipal Naming Policy criteria that requires municipal names to reflect Calgary's heritage, history, geography or significant contributors to Calgary.

Although Yorkville is a pleasant sounding name, it lacks a direct connection to the community and does not align with the Municipal Naming Policy. As such, the proposed community name: Yorkville and the street names: Yorkville, Yorkshire, Yorkstone, Yorklyn and Yorkdale are not supported by the committee.

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LOCATION MAPS



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ADMINISTRATIONS RECOMMENDATION TO CALGARY PLANNING COMMISSION

Recommend that Council **REFUSE**, by Resolution, the proposed community name: Yorkville and the proposed street names: Yorkville, Yorkshire, Yorkstone, Yorklyn and Yorkdale.

Moved by: M. Wade

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

LOST: 2 – 5

Opposed: G. Morrow, D. Mulligan, G.-C. Carra, S. Keating and J. Gondek

2015 November 05

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

1. **ADOPT**, by Resolution, the proposed community name Yorkville; and
2. **ADOPT**, by Resolution, the proposed street names Yorkville, Yorkshire, Yorkstone, Yorklyn and Yorkdale.

Moved by: J. Gondek

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

Carried: 5 – 2

Opposed: M. Wade and C. Friesen

Reasons for support of the Adoption recommendation from Ms. Gondek:

- The name has been presented with a rational by the Applicant, with market-based reasoning. This should be enough given that there are no issues of duplication or emergency service conflicts.

Reasons for support of the Refusal recommendation from Ms. Wade:

- At the October 22 meeting of CPC we supported "Belmont" based upon the rational there was a horse connection with Silverado, Spruce Meadows. The "Yorkville" name does not make this connection. "Yorkville" is a district community in Toronto which has great planning attributes and creates a strong urban image, very different from the horse themeing of the surrounding communities

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which results in different image as per the October 22 discussion and rational for approval. The naming process and policy needs to be streamlined and provide rationale on naming supported by EMS and marketing.

- Since I argued in favour of “Belmont” based upon the horse connection to this area. I feel I must stay true to my argument from the October 22 CPC meeting.

Reasons for support of the Refusal recommendation from Mr. Friesen:

- I supported the Refusal as proposed by administration because I believe that the City criteria for naming are in many ways valid and appropriate. The notion that names should be related to the history, geography or heritage of the place or names should reflect the history of or honour important people in Calgary in general seems right. Why should we borrow names from other places that have no connection to Calgary, in this case apparently from a high end area of Toronto, which seems particularly inappropriate.
- Having been to both Tuscanys I feel confident in saying the two locations have little in common. Coral Springs may have a spring but I doubt if there is much coral nearby. I am quite sure that consulting with a historian would elicit all manner of pleasant, marketable names that could be used around Calgary. It seems that developers just don't want to take the little amount of time and effort required to get the right name or market appeal takes absolute priority over other considerations.
- I understand that Council is considering changes to the naming policy. I would urge them to keep the principles of history, geography, etc. that already exist in the policy. They could also abandon the notion of endless suffixes added to the basic name such as in this case Yorkshire, Yorkstone, Yorklyn, etc. and endless streets of essentially the same type name. Having so many names that look and sound the same in one area is very confusing.
- What would be much better would be to reintroduce a few numbered streets in important and high traffic locations. This would improve location finding enormously and would provide some notion of location in the city at large.

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Existing Community Name;

Residual Ward 14 - Sub Area 14V

Proposed Community Name;

Yorkville

Proposed Street Name;

Yorkville
Yorkshire
Yorkstone
Yorklyn
Yorkdale

Applicant:

Brown & Associates Planning Group

Developer:

Mattamy Homes Ltd.

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APPENDIX I

APPLICANT'S SUBMISSION



Suite 600, 940 - 6th Avenue SW
Calgary, Alberta T2P 3T1
koberg@bapg.ca
p. 403.692.4532 f. 403.262.4480

Feb 12, 2014/Job 1424

Kimberly Lemmon
New Community Planning and Subdivision Services
The City of Calgary
P.O. Box 2100, Stn M.
Calgary, AB T2P 2M5

Dear Ms. Lemmon;

**RE: Community and Street Name Application
Mattamy Homes Limited**

Please accept this letter as the formal application submitted on behalf of Mattamy Homes Limited ("Mattamy") for the proposed community name, "Yorkville". In addition to the information provided below, the Naming Committee has requested (through Mattamy's previous Cityscape application) copies of the supporting document for distribution to its members as part of their review process. 10 additional copies of the report will be submitted with the circulation copies to ensure they are provided the full supporting information package.

Proposed Community Name:
YORKVILLE

Proposed Neighbourhood/Street Names:
Yorkshire*
Yorkville*
Yorkston*
Yorklyn
Yorkdale

*Known Thoroughbred Horses (ie. Yorkville Belle)

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The inspiration for the community name in West Macleod is one of Canada's oldest, most recognized and most exclusive mixed-use neighbourhoods. Founded in 1830 Yorkville began as a residential suburb and quickly grew into a village before it was annexed by the City of Toronto in 1883.

Yorkville's original character has survived the pressures of growth since it was founded and at their core community's values remain the same today. Architecturally significant homes, quiet residential streets are still the features that attract residents and visitors into the community; the picturesque gardens and vibrant public space convince them to stay.

Yorkville, Calgary will have the same humble beginnings, but by building on the same foundations the community will be able to respond quickly to growth pressures in Calgary by immediately providing picturesque natural amenities, unique vibrant public spaces, new pedestrian environments, and age-in-place opportunities not found in other Greenfield communities.

At its core Yorkville, Calgary will be built around a vibrant public plaza. Framed with architecturally significant dense urban core to the east that will accommodate, trendy live-work town home units, exclusive retail and unique condominium product traditionally found closer to downtown areas. To the west, the public plaza will offer striking vistas into the quiet residential streets, and picturesque natural amenities that make up the remainder of the community.

Mattamy Homes is proposing the name of Yorkville for the subject land. The rationale relates to its uniqueness in the City, and Mattamy's desire to apply a community name that is distinctive for future residents.

Yorkville is a common place name that conjures up an historical, quaint and small town feel in people's minds. Yorkville has a British origin, and "York" is used as the prefix in several established and well know communities in Canada and the United States. Yorkville is a very popular name with 11 states having villages or towns with this name, the most well-known, as stated earlier, being the Yorkville community in Toronto. The origin of the name Yorkville is derived from a Town in Britain and 'ville" is a French term for village. York is a common name in Britain and believed to be related to royalty.

The subject lands are in close proximity of Spruce Meadows. While not directly related to a 'historic horse race', it is interesting to note the following:

"The American Champion Three-Year-Old Filly is an American Thoroughbred horse racing honor awarded annually to a female

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horse in Thoroughbred flat racing. It became part of the Eclipse Awards program in 1971.

The award originated in 1936 when both the Daily Racing Form (DRF) and Turf and Sports Digest (TSD) magazine began naming an annual champion. Starting in 1950, the Thoroughbred Racing Associations (TRA) began naming its own champion.

The Daily Racing Form, the Thoroughbred Racing Associations, and the National Turf Writers Association all joined forces in 1971 to create the Eclipse Award. Champions prior to 1936 were selected retrospectively by a panel of experts as published by The Blood-Horse magazine. These awards included several joint-winners.

In 1892, an Informal and Retrospective Awards went to Trainer Matthew M. Allen and Owner Frank A. Ehret for "Yorkville Belle".

Mattamy is developing a well-defined community in the southwest that will have many of the attributes and design features of a village or town, the Yorkville name will complement the feeling and image that it wishes to portray for its residents and the rest of Calgary. Mattamy has purposely avoided the nature/geographic feature based names found immediately surrounding their community (sky, stone, ridge, hill, sage) and turned their attention to something a little more human in derivation. Ideally the names of landowners or historical figures would have been considered, however, through investigation Mattamy felt none were significant enough for a town, containing approximately 3500 families when fully developed.

If you require anything further to assist in the processing of this community name and street name application, do not hesitate to contact me.

Sincerely,

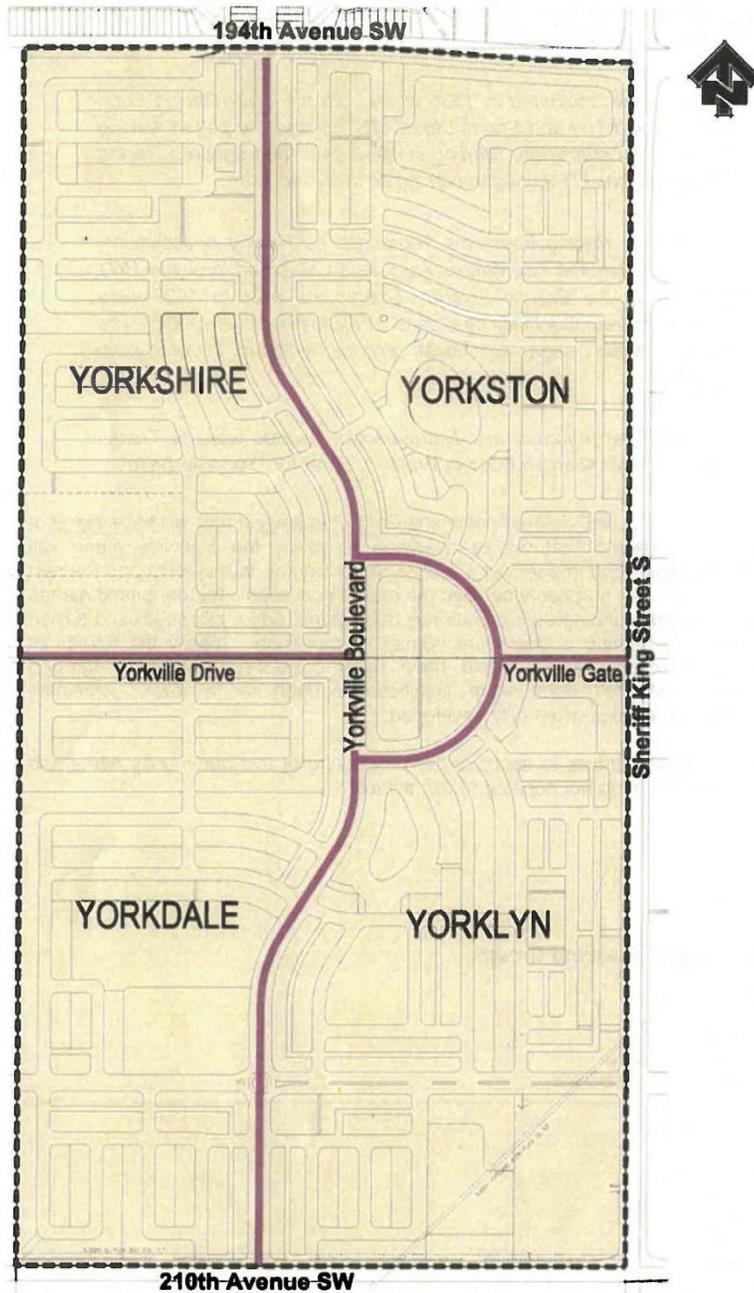


Brown & Associates Planning Group
Kathy Oberg
Principal

cc: Joe Case, Mattamy Homes
Geraldine O'Brien, City of Calgary

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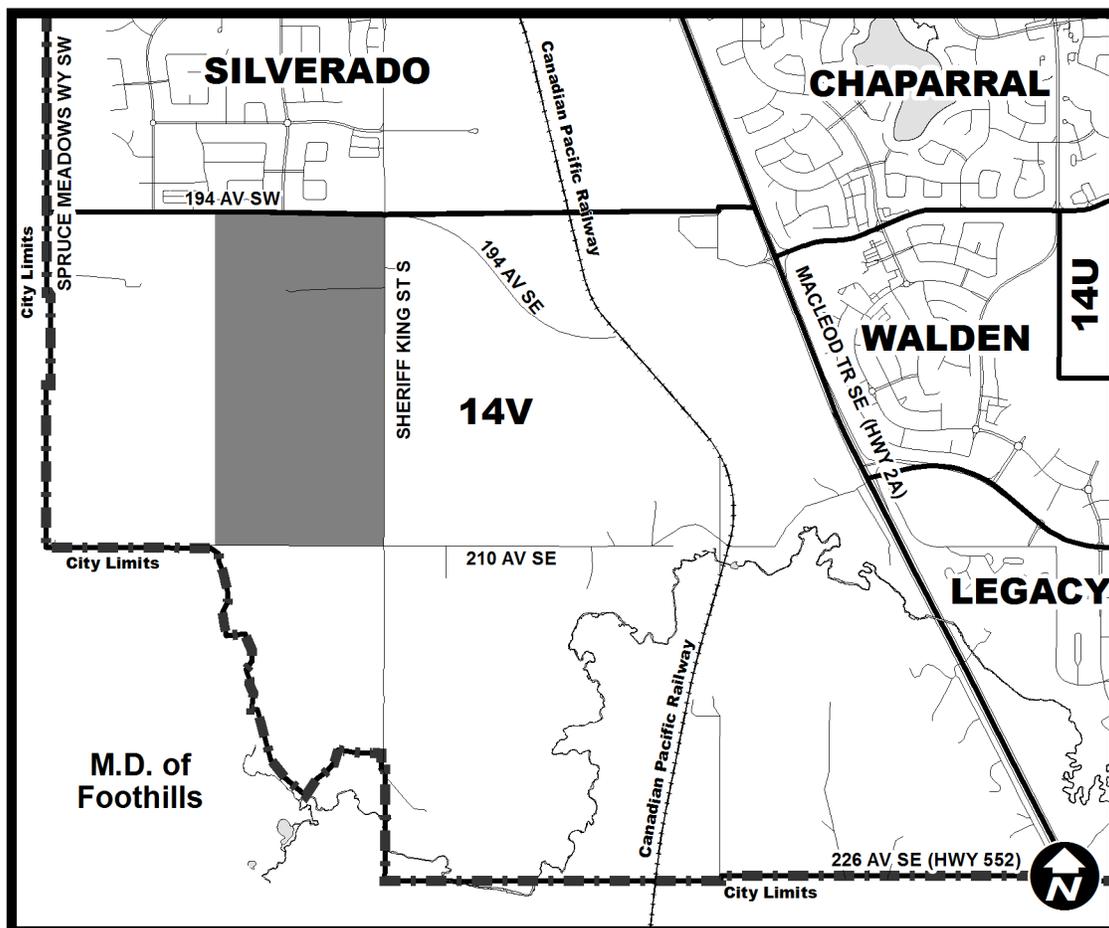
YORLVILLE
Community/Street Naming

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APPENDIX II

EXISTING COMMUNITY



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APPENDIX III

PROPOSED COMMUNITY

