

## NAMING OF ROADWAY – BELTLINE

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### EXECUTIVE SUMMARY

Administration is proposing that the identified portion of roadway on 15 AV S.W. also be known as “Nellie McClung Avenue.”

### ADMINISTRATION RECOMMENDATION(S)

That the Priorities and Finance Committee recommend that Council:

1. Approve the portion of 15 Avenue S.W., between 7 Street S.W. and 8 Street S.W. also be known as “Nellie McClung Avenue;” and
2. Direct that the report and attachments remain confidential pursuant to Section 24(1)(b) of the Freedom of Information and Protection of Privacy Act until Council rises and reports, and
3. Direct that Attachment 5 remains confidential pursuant to Section 17(1) of the Freedom of Information and Privacy Act until such time as the named individual gives written consent to release their personal information.

### RECOMMENDATION OF THE PRIORITIES AND FINANCE COMMITTEE, DATED 2015 DECEMBER 15:

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That Council:

1. Adopt the portion of 15 Avenue S.W., between 7 Street S.W. and 8 Street S.W. also be known as “Nellie McClung Avenue; and
2. Direct that Attachment 5 remains confidential pursuant to Section 17(1) of the *Freedom of Information and Privacy Act*.

### PREVIOUS COUNCIL DIRECTION / POLICY

None

### BACKGROUND

In 1924 Nellie McClung, now nationally famous as a member of “The Famous Five,” moved to Calgary where she would reside until 1933. Her political import needs little explanation or review as she is renowned for the impact of the Persons Case in Canada. She published her first novel *Sowing Seeds in Danny* in 1908 which was followed by seven more novels, a collection of short stories and eight volumes of non-fiction by 1945. Her home is a historic site and currently the Columbia Consulate.

Nellie McClung lived in the Beltline at 803 15 Avenue S.W.

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### **INVESTIGATION: ALTERNATIVES AND ANALYSIS**

Administration recently worked with the Calgary Arts Development Association to identify opportunities for naming sections of pathways and roadways after famous Canadian poets and writers.

Administration recommends that the portion of 15 Avenue S.W. between 7 Street S.W. and 8 Street S.W. also be known as “Nellie McClung Avenue” (see the attached location map). This portion of 15 Avenue S.W. is immediately adjacent to the former McClung residence.

Although this section will be formally known as 15 Avenue S.W. it will also be known as “Nellie McClung Avenue,” similar to the current practice of recognizing former names of roadways in the vicinity (e.g. 18 Avenue Southwest is also “St. Joseph Street” and Centre Street South is “Volunteer Way”). Preserving the official name of 15 Avenue S.W. is important for addressing and emergency response purposes.

The proposed name is in accordance with the Municipal Naming Policy naming criteria which honours the contributions of Calgarians and provides an excellent opportunity to ensure Calgary's history and heritage is kept alive.

### **Stakeholder Engagement, Research and Communication**

Numerous stakeholders including those from the arts community, local education facilities, the ward Councillor and the Beltline community association itself have been consulted and support this naming. The family of Nellie McClung has also provided consent to this proposed naming.

### **Strategic Alignment**

This naming is aligned with City Council approved Municipal Naming Policy #CS003.

### **Social, Environmental, Economic (External)**

The proposed naming recognizes a key historic figure that helped shape the social fabric of Calgary and Canada.

### **Financial Capacity**

#### **Current and Future Operating Budget:**

No impact to current and future City operating budget. The roadway signage will be funded by Calgary Arts Development and installed by City of Calgary staff.

#### **Current and Future Capital Budget:**

No impact to current and future City capital budget.

### **Risk Assessment**

There are no risks associated with the recommendation as presented by Administration.

### **REASON(S) FOR RECOMMENDATION(S):**

There is consensus by Administration as well as overall community support that the portion of 15 Avenue S.W. between 7 Street S.W. and 8 Street S.W. also be known as “Nellie McClung Avenue.”

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**ATTACHMENT(S)**

1. Location Map
2. Letter of Support –Councillor
3. Letter of Support – Beltline Community Association
4. Other Letters of Support
5. Family Authorization

CONFIDENTIAL