

Applicant Submission



Original Submission: July 29, 2024
Revised Submission: October 3, 2024

City of Calgary
Corporate Planning Applications Group
800 Macleod Trail SE
Calgary AB T2P 2M5

Re: Proposed Street Names within the Ricardo Ranch Community

On behalf of Jayman Living and Telsec, B&A submits the following street name rationale for consideration within the Ricardo Ranch community.

The vision for Nostalgia Townlet, as a neighbourhood within the Ricardo Ranch community, is rooted in New Urbanism and bolstered by innovative building and development practices, embodied by Jayman and Telsec. Nostalgia Townlet will be a sustainable node for the southeast, balancing innovation and tradition to establish a place where people want to live. A significant feature of the neighbourhood is the innovative street network that is based on new urbanist and traditional neighbourhood design principles. As such, Jayman Living proposes a set of street names that reflect traditional and high-profile streets from around the world. These streets informed the new urbanist movement and link the present to the past.

As part of the visioning process, Jayman and Telsec toured the North America to review successful master-planned communities that have implemented sustainable building practices and integrated natural features as community amenities that also honour new urbanist principles and street designs. Nostalgia Townlet incorporates design elements from successful developments including Seaside, FL; Rosemary Beach, FL; Alys Beach, FL; Glenwood Park, GA; Serenbe, GA; Trilith, GA; Woodstock, GA; Aria, GA; Daybreak, UT; Northwest Crossing, OR; and Markham, ON. All of these places include streets that have been modelled after quality designed streets around the world. The intent is to incorporate famous streets that have influenced the new urbanist movement or existing in a new urbanist setting.

Nostalgia Townlet proposes a conceptual street naming convention that aligns with the overarching guiding principles. The conceptual street names align with the neighbourhood's name Nostalgia which is "a sentimental longing or wistful affection for a place with happy personal associations," and evokes feelings of something fondly remembered, but not immediately tangible. As a neighbourhood inspired by historically successful planning principles, the sense of place future residents can look forward to is one that is both memorable and aspirational. Street names have been selected from historical and admired neighbourhoods

from around the world, with major streets referenced from Toronto, London, Los Angeles, New York, Edinburgh, Manchester, Chicago, Lisbon, and Florida.

After considerable research and development tours Jayman Living plans to market their neighbourhood as Nostalgia and they wish to provide the following rationale to support the street names that will fall under this neighbourhood name. As such the following street names are proposed. The suffix will be edited in alignment with the street naming policy, corresponding with the street network proposed in Nostalgia.

Proposed Names List	Rationale
Nostalgia	Street name referencing the name of the neighbourhood, unique to anywhere in the world.
Stone Street	Manhattan, NY - First paved street in Manhattan and NYC's first nightlife district, beginning in the 1600's with some of the cities first breweries. It is a pedestrian-only cobblestone street with many landmarks registered as National Historic Places.
Roslyn Street	Roslyn, New York - Roslyn's Main Street and one of the areas key arterial roads that runs North/South between the 495 and the 25B Highways.
Olvera Street	Chinatown, Los Angeles - Historic pedestrian street in the historic centre of LA with the oldest plaza in California. The Street is also known as "El Pueblo", as it served as a centre for Mexican city life, with some of the oldest buildings in LA. It is now one of the most popular tourist destinations in LA with a Mexican marketplace that opened in 1930.
Flagler Street	Miami, Florida - 20km main street that runs east-west. It serves as the latitudinal baseline for the Miami-Dade County grid plan
Broad Street	Philadelphia, Pennsylvania - Broad Street goes past stores, churches, synagogues, museums, funeral parlors, fast food places, gas stations, apartment houses, and rows and rows of row houses. After driving the entire length of the street, Washington-based poet Stanley Plumly once said, "What I love is the immediate juxtaposition of neighborhoods. I don't think there's a street that represents America more totally in the full spectrum and range of humanity than Broad Street in Philadelphia."
Hennepin Avenue	Minneapolis, MN - One of the oldest streets in the city and the first to cross the Mississippi River. It is a major entertainment district with many architecturally significant theatres.

Frith Street	Soho, London, England - Mixed-use street that runs from Soho Square Gardens to Shaftesbury Avenue and is where Mozart lived in 1764.
Tib Street	Manchester, England - Spans from Hilton Street to Market Street one-way from east to west with a variety of eateries and shops.
Argyle Street	Halifax, Nova Scotia - commercial main street the closes for street festivals. Known for it's innovate design as a shared street.
Bleecker	Greenwich Village, NYC - one-way street street that runs east-to-west with a cycle lane. Well-known as the nightclub district in Manhattan.
Little Green Street	London, UK - Short cobblestone street with only 8 residences off of main arterial Highgate Road. Shortened to Little Green to avoid two street types (Green and Street)
Princelet Street	Spitalfields, London, England - Street with Georgian-era houses that was once well known as the silk-weaving industry district.
Shambles Street	York, England - Street with preserved medieval buildings from the 14th century.
Chambers Street	Edinburgh, UK - Main Street in the Old Town that is composed of University of Edinburgh buildings and museums. Manhattan, NYC - Street that runs from Battery Park to NY City Hall
Saltmarket Street	Glasgow, Scotland - Also known as A8, is a continuation of the High Street and is where the Justiciary Buildings are located.
Henrietta Street	Dublin, UK - Street with the most intact mid-18th century houses in Ireland.
Cork Street	London, UK - Street with many contemporary art galleries and was once a key spot for tailoring in London.
Oxford Church Street	London, UK - Known as Europe's busiest shopping street. Toronto, ON - Also known as the Village, which is the historic home of Toronto's LGBTQ+ communities.
Orchard Street	Manhattan, NY - Centre of Lower East Side and primarily has low-rise buildings and fire escapes. Every Sunday it is closed to vehicle traffic. Singapore - Retail centre and a one-way street that is known for underground infrastructure.
Bond Street	London, UK - Luxury shopping street since the 18th Century that links the centres of Piccadilly and Oxford. Toronto, ON - Provides connection from Toronto Metropolitan University to Queen Street E.

Brick Street	London, UK - Named this in 1666 during the Great Fire of London as it was an area rich in clay for the manufacture of bricks. Now home to diverse restaurants/shops and the Brick Lane Market.
Long Street	Cape Town, South Africa - A major Main Street that spans more than 20 blocks and was once the centre of Cape Town. It is a vibrant street with diverse restaurants and shops. Traffic is one-way headed southwest.
Camden	Camden High Street, London, UK - Famous shopping road/district with eateries and entertainment. Direct connection to Camden Town Tube Station.
Devon Avenue	Chicago, IL - Main street in Chicago and "little India" cultural hub with shops, restaurants and cultural landmarks.
Augusta Road	Lisbon, Portugal - pedestrian shopping main street that links the cities two main squares, Rossio and Praca do Comercio.
Saint Laurent Street	Montreal, QC - one of the oldest streets in Montreal within the National Heritage District and serves as a key commercial artery as it crosses the entirety of Montreal.
Biltmore Avenue	Asheville, NC - Main Street that runs north/south named after George W. Vanderbilt's iconic French Renaissance chateau in Asheville.
Bloomfield Avenue	Montclair, NJ - Main Street that runs east/west.
Dauphin Street	Mobile, Alabama - Located in the Lower Dauphin Street Historic District and is one of the oldest pedestrian friendly commercial districts. The street is celebrated for its range of architectural styles.
Unionville Street	Markham, Ontario - Main Street in Unionville that connects Enterprise Blvd to Highway 3 north-south. Character homes along a tree-lined street with sidewalks on both sides.
Quincy Circle	Seaside, Florida - brick multi-user road (vehicles, pedestrians, active modes) that connects to Seaside local residential, hotels, and theatres off of East County Highway 30A
Moonlight Lane	Alys Beach, Florida - brick road with zero-lot line cottages, each with a front yard driveway and no pedestrian sidewalks
Swann Street	Washington, DC - Swann Street features traditional DC rowhouses and many mature trees that provide a canopy of green. Swann Street residents enjoy a short stroll to the vibrant Dupont, Logan and U Street hot spots.

Bleecker Street	New York , popular street in new York with commercial and mixed use activity. The street connects a neighborhood popular today for music venues and comedy as well as an important center of LGBT history and culture and bohemian tradition.
Essex Street	London, UK - Dead end Street across from the Royal Courts of Justice with a variety of barrister chambers.
Fitzroy Street	Melbourne, Aus. Active Mainstreet in one Melbourne's most eclectic and mixed use neighbourhoods.
Glebe Street	Sydney, Aus. Beautiful tree lined residential street in Glebe. Glebe is a central district with a laid-back, intellectual feel and atmospheric heritage buildings.

This is an innovative and fresh approach to street naming and one that creates a unique sense of place in the city. It is different than the norm, but is something that makes places stand out from the rest.

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