

## Applicant's Submission



Tuesday, May 22, 2018

CITY OF CALGARY  
PO Box 2100 Stn M #8117  
Calgary, AB T2P 2M5

Attention: Miguela Jacinto, Subdivision Services

RE: **Rangeview Community Naming Application**  
(Related to LOC2017-0345, Section23 – Rangeview Outline Plan & Land Use)

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Section23 is proposing 'Rangeview' as the community name for 'Community B' located in Rangeview Area Structure Plan, approved by Calgary City Council in September 2014.

Community B, 755 hectares (1865 acres) in size, is bounded by:

- 196 Avenue to the north
- 88 Street to the east
- 52 Street to the west and
- 210 Avenue to the south

The landownership in Community B is as follows:

- Section23, 130 hectares (322 acres)
- Genstar, 130 hectares (320 acres)
- Danube, 84 hectares (208 acres)
- Traffords, 130 hectares (320 acres)

See Exhibit 1.

The proposed name is supported by all the landowners in Rangeview. Letters of support from the landowners are attached.

### Rationale for the Proposed Community Name

The name, Rangeview, is associated with the history of the land. Rangeview was the name of the one-room school house in the area attended by the local children, as documented in the book 'Tales from Two Townships' The Story of Dalemead, Indus and Shepard, published by the History Committee, 1967. The school was also attended by Mr. Fred Ollerenshaw, late father of Mr. Robert Ollerenshaw, the current owner of Section23 Developments. The Ollerenshaw family's ties to the land date back to the early 1900s. An enduring family legacy began in 1923 when Joe and Florence Ollerenshaw settled on Section 33 in southeast Calgary. Their son, Fred Ollerenshaw along with his wife

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Marjorie expanded the family farming and ranching operation with the purchase of nearby Section 23. These lands now make up Section23 Developments' portion of the Rangeview Area Structure Plan.

Section23 Developments conducted focus group testing of the proposed Rangeview name and overall received a positive response from participants. In particular, people were drawn to the historical aspect of the name. They enjoyed hearing the story behind the school house and ultimately, the family's ownership and farming and ranching activities that took place on the land. Participants also commented that it inspired visions of expansive views, open to the sky and horizon which speaks to Rangeview's existing prairie landscape. Lastly, the name Rangeview was deemed to fit-in with existing Calgary suburban new community names.

As a result, Section23 Developments respectfully requests the City to support the proposed community name of Rangeview.

Sincerely,

A handwritten signature in blue ink, appearing to read "Bela Syal", with a horizontal line underneath.

Bela Syal  
Strategic Advisor  
Section23 Developments Ltd.

cc. Chris Plosz, Section23  
Brad Wright, Section23  
Charles Maldeghem, Danube  
Kelly Schmalz, Genstar  
Tom and Danuta Trafford

## Applicant's Submission



Thursday, April 19, 2018

CITY OF CALGARY  
PO Box 2100 Stn M #8117  
Calgary, AB T2P 2M5

Attention: Miguela Jacinto, Subdivision Services

RE: Section23 Rangeview - Street Naming Application

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Section23 is proposing the following street names for approval to use in their proposed Outline Plan in Rangeview (LOC2017-0345).

- Rangeview
- Bartlett
- Gala
- Heirloom
- Lavender
- Savoy
- Sugarsnap

### Rationale for Proposed Street Names

**Rangeview:** The Rangeview street name echoes and reinforces the proposed Community name 'Rangeview' for Community B. Section23 is proposing three (3) streets to be named with Rangeview as the prefix. These roads straddle across landownership boundaries in Rangeview and form the main access points into Section23 Developments into Rangeview. See Exhibit 1.

**Rangeview Boulevard:** This constitutes the arterial road (196 Avenue) located along the north boundary of the community of Rangeview between 52 Street and 88 Street. Similar to Seton Boulevard, west of 52 Street, Section23 is proposing to name this road to reflect the community name.

**Rangeview Avenue:** is the east-west neighbourhood boulevard which runs adjacent to all the landowners' lands.

**Rangeview Drive:** is the key transit route that runs through Section23, Danube and Trafford lands.

In the future, the name Rangeview may also be used by other landowners for street names.

The remainder of the proposed street names, are themed around edible landscaping and food celebration, reinforcing the underlying principle of urban agriculture, a key element of Section23's neighbourhood design. The majority of the proposed street names represent varieties of plants, fruits and vegetables providing a sense of

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discovery and playfulness and aligning street names with the overarching neighbourhood theme for Section23's portion of Rangeview. These names will primarily be used within Section23's development.

Section23 Developments conducted focus group testing of the proposed names and received a positive response from the participants. In addition, Section23 also conducted a search of existing Calgary street names to avoid duplication.

We respectfully request the City to support the proposed street names for Section23's Rangeview development.

Sincerely,

A handwritten signature in blue ink, appearing to read "Bela Syal", with a horizontal line underneath.

Bela Syal  
Strategic Advisor  
Section23 Developments Ltd.

cc. Brad Wright, Section23  
Marion Murray, Section23