



CITY OF ST. ALBERT
ADMINISTRATIVE BACKGROUNDER

TITLE: NAMING OF EMPLOYMENT LANDS

On March 6, 2017 Councillor Hughes provided notice in accordance with Section 23 of Procedure Bylaw 35/2009 that she intended to bring forward the proposed motion below.

In order for Council to debate the motion, the motion must be formally moved.

PROPOSED MOTION(S):

That "Lakeview Business District" is amended to "Ray Gibbon Business District".

BACKGROUND:

The Council Policy C-CC-05 Municipal Naming provides Administration with the procedure for administering new names for neighborhood, roads and major infrastructure. This policy provides a collaborative framework for gathering recommendations, which includes input from residents, developers, and the Technical Naming Review Panel. However, ultimately Council has the authority for naming of neighbourhoods, roads and major infrastructure.

To help inform decisions, the following criteria are established within the Municipal Naming Policy

1. Where possible, naming of a district by a defined theme or phases within a neighbourhood shall be considered in consultation with the developer or property owners in undertaking new development.
2. Naming reflecting Botanical Artic City Branding may be considered.
3. Within a neighbourhood, a minimum of 25% of the roadways must use names from the Potential Significant Names List (PSNL) and/or meet one of the following criteria:
 - a. Local geography
 - b. French language and heritage
 - c. Metis and aboriginal culture or tradition, or
 - d. Flora, fauna or other natural features, reflecting the City's botanical arts brand

As Ray Gibbon has been used for the roadway, it has been removed from the PSNL list. Council may choose to discuss Ray Gibbon Business District to determine if the name reflects the local geography.

Report Date: April 24, 2017
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Committee/Department: Development Services
General Manager: Gilles Prefontaine
City Manager: Kevin Scoble