



Legislation Details (With Text)

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Presented by: Kristina Peter, Planning Branch Manager

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TAMRMS#: B06

Possible Names for the Employment Lands
Presented by: Kristina Peter, Planning Branch Manager

RECOMMENDATION(S)

1. That the lands currently referred to as the "Employment Lands" be renamed to the "Lakeview Business District".
2. That the street naming convention within the Lakeview Business District be based off a theme that reflects noted business people with historical connections to the City of St. Albert.

PURPOSE OF REPORT

As per Council the April 18 2016 Council direction, Administration consulted land owners within the Employment Lands and the Technical Naming Review Panel to gather names for consideration. Administration prepared a summary of these names and the corresponding rationale which can be found in Attachment 1 of this report.

The purpose of this report is to provide Council with the rationale for the list of alternative names considered, the recommended replacement name for the Employment Lands, to propose a street naming convention, and to provide alternatives to the term "Park".

COUNCIL DIRECTION

On April 18, 2016 Council passed the following motions:

(C237-2016)

That Administration, as per the policy, consult with land owners and the Technical Naming Review

Panel (if applicable) and propose to Council by the end of Q-1, 2017 a name and possible name alternatives of the "Park" to replace the name "Employment Lands".

BACKGROUND AND DISCUSSION

The City of St. Albert's Employment Lands occupy approximately 618 acres of land. The Employment Lands are located on the western edge of the City, between Carrot Creek and Ray Gibbon Drive, and Meadowview Drive and Old McKenney Road. On October 17 2016, Council approved a set of principles to guide the development of the Employment Lands for a range of industrial, commercial, and professional activities. These activities will include opportunities for knowledge-based and creative industries and the accompanying accessory uses.

Planning staff consulted with land owners and the Technical Naming Review Panel. Members of the Technical Naming Review Panel include:

- Ray Pinco - St. Albert Historical Society,
- Shari Strachan - Arts and Heritage Foundation,
- Vino Vipulanantharajah - Arts and Heritage Foundation,
- Ann Ramsden - Arts and Heritage Foundation,
- Diane Enger - City of St. Albert (Recreation and Parks),
- Kelly Jerrott - City of St. Albert (Cultural Services),
- Tammy Kobliuk - City of St. Albert (Innovation & Technology Services),
- Craig Holland - City of St. Albert (Planning and Development),
- Jessi Fry - City of St. Albert (Planning and Development), and
- Kim Hamson - City of St. Albert (Planning and Development).

Based upon the consultation, Administration prepared a recommendation of possible names for the Employment Lands. This is presented in Attachment 1. These names are organized in three categories: geographical, historical, and aspirational. Rationale for each name is provided.

Input received from the Technical Naming Review Panel included the following sentiments:

- Preference was expressed for geographical focused names as these are clearly identifiable to the citizens of St. Albert, however there was no clear preference for one name over the other.
- The historical names of Belcourt and Ferguson were recommended, which celebrate the settlement of St. Albert and Metis heritage.
- There were no stated preferences for any of the aspirational names.

On December 20 2016, Administration met to discuss the inputs received and the technical implications of the proposed names. Traditionally, St. Albert is known for its alphabetically assigned neighbourhood names and corresponding roadway names commencing with the first letter of the respective neighbourhood name. However, it is noted that the City's municipal naming policy permits the naming of streets after a defined theme (ie. Elysian Fields). In this case, the subsequent naming of streets within the Employment Lands can be based on themes such as geographic/natural features, current or future business owners, or development aspirations.

Based upon the input received, and the technical requirements, Administration recommends the name "Lakeview Business District" for the following reasons:

- that geographical names were preferred by the Technical Naming Committee,

- that “District” be used to replace “Park”, as a district accurately reflects the scale of the area and the intent of Council Motion C237-2016,
- that the name reflects the geographical location of Big Lake,
- that the name reflects the ecologically sensitive natural environment that borders the study area,
- that the name Big Lake Business Park was discounted due to the pre-existing Big Lake Area Structure Plan (in Edmonton and Parkland County), and
- that the name Meadowview was discounted as it could cause confusion regarding pre-existing amenities located within the Riverside Area Structure Plan.

In addition, Administration recommends that the street naming convention be based on a theme that reflects noted business people with historical connections to the City, and reflects the vision for the Lakeview Business District.

Alternatives that were discussed included the Belcourt Business District, and applying the traditional street naming convention to the subject area.

STAKEHOLDER COMMUNICATIONS OR ENGAGEMENT

Administration consulted land owners of the Employment Lands and received no specific suggestions or preference for naming these lands. Planning staff consulted with the Technical Naming Review Panel (consisting of representatives from the St. Albert Historical Society, Arts and Heritage St. Albert, and City departments). Based on this consultation, a list of possible names was collected in *Attachment 1*. This list was distributed and shared with the Technical Naming Review Panel for final input in December 2016.

IMPLICATIONS OF RECOMMENDATION(S)

Financial: None at this time

Legal / Risk: None at this time

Program or Service: None at this time

Organizational: None at this time

ALTERNATIVES AND IMPLICATIONS CONSIDERED

If Council does not wish to support the recommendation, the following alternatives could be considered:

- Alternative 1. Choose the Belcourt Business District, and apply the traditional street naming convention.
- Alternative 2. Choose a name from the "Possible Names for the Employment Lands", provided as *Attachment 1*, and recommend a street naming convention.
- Alternative 3. Provide additional feedback to Administration for any further consideration or research on other possible names for the Employment lands.

STRATEGIC CONNECTIONS

a) City of St. Albert Strategic Plan (Policy C-CG-02)

Pillars of Sustainability

BUILT ENVIRONMENT - We build our community towards the future to sustain balanced development, with a reverent eye to the past, honouring our unique settlement history and distinct identity.

CULTURE - We are proud of our storied history that has fed and nurtured our festive and culturally-rich community.

Service Delivery Strategy

Council is committed to ensuring that the City of St. Albert is engaging residents to identify opportunities to improve delivery of services to the community.

b) City of St. Albert's Employment Land Principles

Report Date: March 6, 2017

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Committee/Department: Development Services

General Manager: Gilles Prefontaine

City Manager: Kevin Scoble