


<b>COUNCIL Request for Decision</b> GIS Department Proposed Subdivision Name		
<b>Author / Presenter:</b>  Robert Miller, Manager of GIS Projects and Solutions Heather Hemingway, Director of Planning	May 8, 2024	
<b>ATTACHMENTS:</b>	Map	

**PURPOSE:**

To approve a new subdivision name on NW 14-21-29 W4, Plan 0613506 Blk 1 Lot 2 to allow for a feature entry sign.

**BACKGROUND:**

On December 13<sup>th</sup>, 2023, Council approved the 924637 Alberta Ltd. subdivision on NW 14-21-29 W4. On April 24<sup>th</sup>, 2024, Council delayed approving the sign for the subdivision until the name is approved.

**DISCUSSION:**

Subdivision names are generally not used for emergency services, however having similar names in separate areas can lead to confusion for the public and the delivery of goods and services. Having similar names within a given area can increase the exposure of branding for a given area to where it becomes a well-known area. A few smaller subdivisions with a similar theme will become generally recognized quicker than if each subdivision had its own unique theme.

Some of the general guidelines we follow for road naming that apply to subdivision names are:

- The chosen name shall not be duplicated within Foothills County or with any of its neighbouring city/municipal districts. This is done to prevent confusion for emergency and municipal personnel.
- The chosen name must not contain any special character or symbols.
- The chosen name must not directly or indirectly carry a negative meaning, have a discriminatory implication, or have any offensive meaning in any language. It also must not reflect/imply gender, race, colour, or political affiliation.
- The chosen name should be easy to pronounce, and to spell. It can take into consideration any local or historical meaning in its surrounding.
- Similar names with same pronunciation should be avoided and they are not acceptable, such as Wolf and Wolfe.
- Commercial product or company names, as well as names associated with copyright or trademarks, are not permitted.

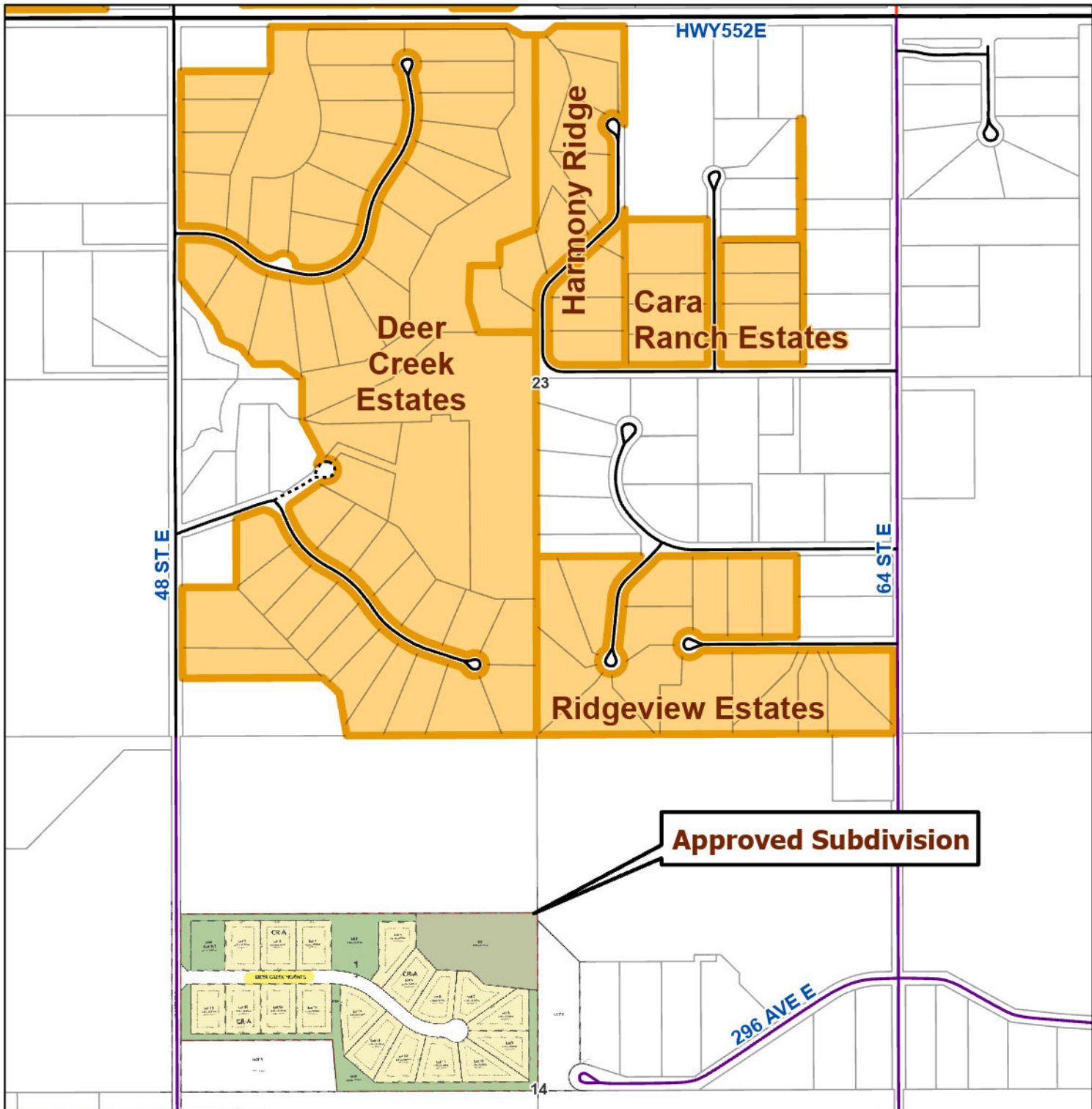
- If existing names in the area exist future names should follow the same theme
- Should be simple, commonly understood and withstand the test of time

Four hundred metres north of the approved subdivision is the subdivision of Deer Creek Estates with 46 addresses. “Over eight km to the northwest is the minor subdivision of Deerview Ridge with 4 addresses. The city of Calgary has the communities of Deer Run and Deer Ridge and Deerfoot Business Centre.

Emergency Services Commented that with the adoption of digitised routing, in collaboration with our CAD system and First Due mapping... the risk a delayed response due to the naming of a subdivision is extremely minimal. Ultimately, if Council approves the naming of this new subdivision and the subsequent road naming, then I am confident our personnel will response effectively and efficiently.

**OPTIONS:**

- 1) Approve the new subdivision name Deer Creek Heights on NW 14-21-29 W4, Plan 0613506 Blk 1 Lot 2.
- 2) Deny the request to name the new subdivision Deer Creek Heights on NW 14-21-29 W4, Plan 0613506 Blk 1 Lot 2.
- 3) Direct staff to consult with the developer to select a different name for the new subdivision on NW 14-21-29 W4, Plan 0613506 Blk 1 Lot 2.



# Proposed Subdivision Name Deer Creek Heights

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2024



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