

REVISED REQUEST FOR DECISION

Subject: Naming of Banff Avenue Affordable Housing Development



Presented to: Council

Date: 2020 November 23

Submitted by: Sharon Oakley
Manager, Housing Sustainability

Item #: 8.3

RECOMMENDATION:

That Council select one of the proposed names outlined in the Report for the Banff Avenue Affordable Housing Development, located at 338-342 Banff Avenue.

BACKGROUND

Reason for Report

To request Council to select a name for the Banff Avenue Affordable Housing Development at 338-342 Banff Ave as per Council Policy 1009, Naming and Sponsorship, and to receive input on potential names as a result of a consultation process undertaken with four Banff Community High school humanities classes.

Included below are the two council motions tied to the approval of the Banff Avenue Affordable Housing project:

COU20-260 Banff Avenue Affordable Housing Project Moved by Councillor DiManno That with respect to Item 8.2, Banff Avenue Affordable Housing Project, the following be adopted: That Council direct Administration to: 1. Proceed with issuing Studio North & Lola Architecture a letter of intent to finalize drawings and start the approvals and construction process for a 33 unit affordable, for purchase, housing development on 338-342 Banff Avenue; and 2. Return to Council with a borrowing bylaw for the construction of 338-342 Banff Avenue affordable Housing Development.

COU20-277 Moved by Mayor Sorensen That with respect to Recommendation 1 contained in Item 8.2, Banff Avenue Housing Project Budget and Financing and Proposed Bylaw 399, Borrowing Bylaw, the following be adopted: That Council direct Administration to: 1. Approve an amendment to the 2020-2029 capital budget to include expenditures of \$400,000 in 2020 and \$10,975,000 in 2021 for the construction of the Banff Avenue Affordable Housing project with the construction is to be debt financed and repaid through the resale of the units upon completion.

Summary of Issue

Three parcels of land on Banff Avenue have been purchased by the Banff Housing Corporation for the purpose of an affordable housing development. The address of the site is 338/340/342 Banff Avenue. Council approved the project in October 2020. The development will provide 33 affordable, price restricted units for purchase to eligible residents of Banff.

The Banff Community High School humanities classes were asked to participate in assisting the Town of Banff identify a meaningful name for the new development. BCHS will be an adjacent neighbour and many of the students have connections to the site as it housed the Banff Hockey Academy. This is also their “neighbourhood” and therefore they have a vested interest in what is being developed

next door. The students were given a short presentation on the development, what it will look like, who the project is aimed to help, as well as a briefing on the town of Banff's naming policy. Student teams were created and were given three days to research and come up with a name that was specific to the history of the town, a sense of place, significance of the site and did not duplicate any names currently in use in our community, or contravene the naming policy.

Key areas for consideration from *Council Policy 1009, Naming and Sponsorship* include:

- a) Naming shall avoid duplication of other municipal names or geography in the Bow Valley when such use could cause confusion in navigation.
- b) Naming shall reflect the unique location, flora, fauna, geography, associated building, or neighbourhood where the property is located, or recognize the exceptional contributions of individuals or organizations of Banff, the Bow Valley, Banff National Park, the Province of Alberta, or Canada. An example is the Fenlands Banff Recreation Centre.
- c) Naming shall reflect Town of Banff ownership of property, for the public good.
- d) Names of animals and trees shall be avoided as they are reserved for streets, roads, and lanes.
- e) The Town may consider recognizing other UNESCO sites in naming locally, to strengthen Banff's commitment to the UNESCO World Heritage Site system.
- f) The Town may consider Indigenous names to recognize the heritage importance to Banff.
 - 1) this valley has long been a place of shared use by First Peoples from multiple language groups (for as long as there have been buffalo here), these language groups include Ktunaxa (Kootenay), Secwepemc (Shuswap), Athapaskan (Dene), Algonquian (Nehiyaw, aka Cree; Nütsitapi, aka Blackfoot), Assiniboian (Nakoda), and Michif (Métis); and
 - 2) The Town will strive to honour all peoples and exclude none over time.

The top five names identified from the Banff Community Highschool consultation were as follows:

Project Name	Background and reason for name
Vermilion	We chose Vermilion for many reasons. Our first reason is how unique the name is. There are very few buildings or areas named after Vermilion lakes. The location of the building is only a few town blocks from the first vermilion lake, this makes a connection to the geographical location. The new building is taking certain aspects from the Banff Springs and incorporating them into the architecture of the building. The Banff Springs also has a room named The Vermilion Room. The building is in a unique U shape, you can also think of the three vermilion lakes being in a U shape. And last but not least it has a good ring to it.
7 Summits	Regarding the origin of the 7, we chose it because Banff National Park resides on Treaty 7 territory. By including the number 7 in the name, we are reminded of the fortune of being able to call this land home. The word 'summits' is included in the name as well because mountains are a significant geological feature of Banff National Park. In addition, the summit is where all matter gathers at the top point, and to represent our community, we thought that the word summit was fit to show how our diverse, all-inclusive community comes together as a whole.

Larkspur Meadows	Larkspur is a native flower here in Banff. It is a purple flower that is also seen around Alberta and is common in Banff. Since you see the flower very often, the building, will in a sense be seen very often. In turn the flower reflects the building. The flower can be seen when hiking around lakes, mountains, gardens and often can be found when walking around town. That is the reason why we believe that the building should be named Larkspur Meadows.
Aster View	Aster View takes inspiration from the Aster flower. The aster flower is one of Banff & Alberta's most common ornamental wildflowers. This common flower grows in and around the areas of Banff National Park. It blooms in groups and appears throughout the Banff National park. During the late summer and early fall, they tend to bloom so when you drive around the Park you should see them in bloom. Also, Aster View has a very nice tone when spoken.
Heartwood	We chose the name Heartwood because the heartwood is the center of a tree and we feel it represents what has happened in the historic houses. In front of the two historic houses, there are two trees that connect to the center of the property and this building will be near the centre of Banff- the heart of our community.

Response Options

Council may:

1. Approve one of the potential names outlined in the Report for naming of the 338-342 Banff Avenue Affordable Housing Development; or
2. Request Administration to return with alternative names subject to town of Banff Naming and Sponsorship Policy C1009.

Council Strategic Priorities

Council's Strategic Priorities 2019-2022

Facilitate the development and management of price-reduced rental and purchasable housing.

Banff Community Housing Strategy – Key Findings

There is an undersupply of both affordable rental housing and affordable homes to purchase, along with an emerging undersupply of staff accommodations

Banff Community Plan

The Banff Community Plan directs the Town of Banff to supply a mix of affordable housing options to ensure those working in Banff have a place to live. It encourages the town of Banff to maintain and respect neighbourhood characteristics that personifies and reinforces Banff's sense of place and ensure high standards of design for both building and landscape architecture.

ATTACHMENTS

Naming and Sponsorship Policy -C1009

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2020 November 13

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On Original
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Reviewed By:

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Kelly Gibson, Town Manager
