

**Subject: Community Identification Committee Recommendation -
Naming of Upcoming Commercial Development at Stone Creek****APPROVALS:****Jamie Doyle**_____
Director_____
Chief Administrative Officer**Recommended Motion:**

THAT the upcoming commercial development at Stone Creek as shown in Attachment 1, be named "The Markets on Prospect".

Summary:

The Community Identification Committee recommends that the upcoming commercial development at Prospect Drive in Stone Creek be named "The Markets on Prospect" and that it be forwarded to Council for approval.

In accordance with the Community Identification System Policy (LDI-010), Council's approval is required for the naming of subdivisions in the Regional Municipality of Wood Buffalo.

Background:

A new commercial shopping centre is planned on Prospect Drive in Stone Creek, near the Confederation Way interchange on Lot 2A/7/1220354, Lot 6/7/1923559, Lot 7/7/2022945, and Lot 8/7/2022945 (Attachment 1). The developer submitted a request to the Community Identification Committee to name this commercial development.

During its meeting on March 25, 2021, the Community Identification Committee reviewed the naming request and discussed various naming options. After deliberation, the Committee considered "The Markets on Prospect" to be a suitable name for the development and recommended that the name be forwarded to Council for approval.

Rationale for Recommendation:

The recommended name "The Markets on Prospect" is appropriate for a commercial development and is also distinct from names currently used elsewhere in the Municipality. It is in accordance with the Council-approved Community Identification System Policy (LDI-010).

Strategic Priorities:

Responsible Government
Regional Economic Development

Attachments:

1. Subject Area Map - The Markets on Prospect