

**Subject: Community Identification System Policy Amendment –
PRL-040****APPROVALS:**

Bradley Evanson, Director
Brian Moore, Executive Director
Marcel Ulliac, Chief Administrative Officer

Administration Recommendation:

THAT the Community Identification System Policy PRL-040 dated May 26, 2015, be approved as amended (Attachment 1).

Summary:

The Community Identification Committee (CIC) in its meeting dated November 24, 2014 proposed additions to Community Identification System (Policy PRL-040). The Committee recommended adding two new street identifiers “Esplanade” and “Gateway” under subsection 03.03(a) (Street Name–Identifiers) of Council’s Policy. “Esplanade” would be an identifier for main street style commercial and mixed-use corridors that provides for wide walkable spaces along both sides of the road to provide a focus on commercial and recreational experience for pedestrians and a “Gateway” would be an identifier for entrances or major roads providing access to a subdivision.

There have been a number of other changes incorporated into the policy to reflect current position names and roles.

Background:

The Community Identification System Policy was adopted by Council on May 5, 1987. Subsequent revisions were approved in 1989, 1991, 1993, and 2006. The Community Identification System provides guidelines to the CIC to make recommendations to Council for naming communities, subdivisions, public facilities, streets and multi-family projects within the Regional Municipality of Wood Buffalo.

The CIC in its meeting dated November 24, 2014 passed a motion recommending identifiers “Esplanade” and “Gateway” to be added to the Community Identification System Policy (PRL-040).

Rationale for Recommendation:

The Community Identification Committee (CIC) works as per guidelines under Community Identification System Policy. The proposed identifiers are appropriate for addition to Policy as they provide suitable classification to better identify the environment and locations for present and future developments.

Attachment:

1. Community Identification System Policy PRL-040 dated May 26, 2015.