



**PUBLIC AGENDA  
NAMING ADVISORY COMMITTEE**

Thursday, September 17, 2015, 10:30 a.m.  
Committee Room A, Second Floor, City Hall  
Members:

His Worship Mayor D. Atchison, Chair  
Councillor T. Davies  
Councillor A. Iwanchuk  
Senior Planner, P. Kotasek-Toth  
Heritage and Design Coordinator, C. Kambeitz  
Open Space Consultant, K. Lackie

**Pages**

**1. CALL TO ORDER**

**2. CONFIRMATION OF AGENDA**

**Recommendation**

That the agenda be approved as presented.

**3. ADOPTION OF MINUTES**

**Recommendation**

That the minutes of Regular Meeting of the Naming Advisory Committee held on May 21, 2015 be adopted.

**4. UNFINISHED BUSINESS**

**5. COMMUNICATIONS**

**6. REPORTS FROM ADMINISTRATION**

**6.1 Naming Advisory Committee Report [File No. CK. 6310-1]**

**2 - 16**

**Recommendation**

That the Naming Advisory Committee issue direction with respect to the naming and renaming submissions contained within this report.

**7. ADJOURNMENT**

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# Naming Advisory Committee Report

## Recommendation

That the Naming Advisory Committee issue direction with respect to the naming and renaming submissions contained within this report.

## Topic and Purpose

The purpose of this report is to consider general naming and renaming requests to ensure they meet City Council guidelines, as set out in Naming of Civic Property and Development Areas Policy No. C09-008 (Naming Policy).

## Report Highlights

1. The following naming submissions require screening: Neufeld and Mack.
2. A renaming request has been submitted to rename Victor Road in the Stonebridge neighbourhood.
3. A specific naming request has been submitted for the new North Sector Industrial growth area.

## Strategic Goal

Under the City of Saskatoon's (City) Strategic Goal of Quality of Life, this report supports the recognition of our built, natural, and cultural heritage. The naming of civic facilities, streets, and parks celebrates the history, environment, and outstanding contributions of our diverse community.

## Background

According to the Naming Policy, all requests for naming of roadways from the Names Master List will be selected or endorsed by His Worship the Mayor. All of the names on the Names Master List have been previously screened by the Naming Advisory Committee (NAC) and meet City Council's guidelines for name selection, as set out in the Naming Policy. Name suffixes are circulated through the Administration for technical review.

## Report

### General Naming Requests

The following name submissions have been received and require screening:

- 1) "Neufeld" – Harold Neufeld owned and operated J&H Builder's Warehouse for 46 years. He has volunteered his time and resources to many causes, including the Saskatoon Food Bank, Friendship Inn, and The Salvation Army. The original submission is included as Attachment 1.
- 2) "Mack" – Brothers Stanley and John Mack were residents of the City for over 58 years. Both worked for over 35 years for the City; John as a transit driver,

## Naming Advisory Committee Report

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and Stanley as a foreman. John was also a World War II Air Force Veteran. The original submission is included as Attachment 2.

### Renaming Request

- 1) “Victor Road” – The Rural Municipality (RM) of Corman Park has requested that Victor Road in the Stonebridge neighbourhood be renamed to avoid confusion with Victor Road in the RM of Corman Park that is located approximately 10 kilometres south of the City. The construction of the Highway 11 Interchange at Victor Road prompted this request because if the name is not changed, two intersections within 10 kilometres of one another along Highway 11 will lead to a Victor Road. The RM of Corman Park did not request a specific renaming. There are two primary options: rename the prefix “Victor” and use a new name chosen from the Names Master List or rename the suffix “Road” with “Street” as an appropriate replacement.

There are no residences addressed to Victor Road, nor any addresses proposed. The Stonebridge Community Association, along with Dream Developments and Saskatoon Land were contacted for comments. To date, two responses have been received from residents of Stonebridge, both in favour of the name change. Further information, along with a map, is included as Attachment 3.

### Specific Naming Request

- 1) Long Range Planning, Planning and Development, is requesting that the NAC recommend a name for the new North Sector Industrial growth area of the City, either through expansion of the boundary of the “North West Industrial” area to include the North Sector study area, or through the application of a new name. This request is included as Attachment 4.

### **Public and/or Stakeholder Involvement**

Stakeholders or members of the public are invited to make a short presentation to the NAC, in support of their naming submissions.

Property owners, civic departments, agencies, and community associations who may be affected by the proposed renamings outlined in the report were contacted to gather comments.

### **Policy Implications**

The screening of requests and suggestions for naming or renaming of municipally-owned or controlled facilities, streets, suburban development areas, neighbourhoods, and parks must be in compliance with the Naming Policy.

### **Other Considerations/Implications**

There are no options, environmental, financial, privacy, or CPTED implications or considerations. A communication plan is not required at this time.

## **Naming Advisory Committee Report**

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### **Due Date for Follow-up and/or Project Completion**

No follow-up is required.

### **Public Notice**

Public notice, pursuant to Section 3 of Public Notice Policy No. C01-021, is not required.

### **Attachments**

1. Original Submission - Neufeld
2. Original Submission - Mack
3. Victor Road Renaming
4. North Sector Specific Naming Request

### **Report Approval**

Written by: Daniel McLaren, Planner, Planning and Development

Reviewed by: Alan Wallace, Director of Planning and Development

Approved by: Randy Grauer, General Manager, Community Services Department

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City of Saskatoon Naming Advisory Committee  
Community Services Department  
Planning & Development Branch  
222- 3<sup>rd</sup> Ave. North  
Saskatoon, Sask. S7K 0J5

Dear Committee members,

Please accept my application for the City of Saskatoon to consider using the name of my father, Harold Neufeld, for any upcoming opportunities for street naming, neighbourhoods, parks or wherever the usage of his name may encourage others to follow my father's lifetime example of caring for those within our community that need a some love and support.

My father was born on March 21<sup>st</sup>, 1927, shortly after the family had arrived in Canada, after fleeing the persecution that the Neufeld's and many other Mennonite people had endured, during the Bolshevik led, Russian revolution. My father never knew his own father, having been born, one month "after" his father had succumbed to cancer at the age of 47. Dad promoted and served wherever he could, within Saskatoon for the 67 years of his life, before passing away on March 27<sup>th</sup>, 2012. Dad was a first generation Canadian and was incredibly industrious in supporting his widowed mother and handicapped sister all the while bringing up a family of his own.

Harold Neufeld left the family home in Hepburn, Sask. and moved to Saskatoon, immediately after World War II. Harold had careers in Saskatoon in the trucking, meat cutting and building materials businesses. He owned homes during his life on both of Saskatoon's west and east sides, loving the neighbourhoods of Mayfair, North Park, Richmond Heights, Lakeview, where he lived throughout his life.

Harold was the ultimate in entrepreneurs. In each of his careers, he started a new business and did his best to employ fellow Saskatonians and to provide a high quality of life for each person that worked for him. In the 1950's Harold owned a trucking firm, called Northern Transport. In the early 1960's, he became a butcher and owned Best Buy Delicatessen, on 2<sup>nd</sup> Ave. just north of 25<sup>th</sup> St. & 2<sup>nd</sup> Ave. During early 1960's, my father rented a quarter section of land on the edge of Saskatoon, and used this pastureland to buy and sell horses and cattle, all the while, trying to earn a living and also, to give back to our community. On a side note, my father was offered this 160 acre pasture, now known as Evergreen, for grand sum \$3,600.00. My father graciously declined the offer as it was far more than he could afford, saying "where would a man ever find that kind of money! In the later part of the 1960's, Harold operated the trucking firm, Neufeld Transport. And then in 1969, Harold founded J&H Builders Warehouse. And with J&H Builders Warehouse celebrating its' 46<sup>th</sup> year in business in Saskatoon this year, the rest, as they say, is history.



**Ave C Location**

2505 Avenue C North Tel (306) 652-5322  
Saskatoon SK Fax (306) 652-5347  
S7L 6A6 Email: [jhbuilders@jhbuilders.com](mailto:jhbuilders@jhbuilders.com)



**8th Street Location**

3331 - 8th Street East Tel (306) 373-4300  
Saskatoon SK Fax (306) 373-4922  
S7H 4K1 Email: [jandhbuilders2@shaw.ca](mailto:jandhbuilders2@shaw.ca)

While the Saskatoon community supported Harold in each of his business ventures, Harold's passion was in serving those within our community, who were down on their luck, or needed some assistance in order to create a better quality of life for themselves. Harold's heart specifically went out to those who lived their lives within the Riverside community, providing significant financial resources as well as his time, to worthy causes like the Saskatoon Food Bank, Friendship Inn and of course and above all, the efforts of The Salvation Army. There are many times when I recall that my father would take the time for a person panhandling on one of Saskatoon's streets. Even though they would ask for change, Dad would rather choose to stop what he was doing and spend time with them, buying them a meal in a local restaurant, listening to their life stories, offering some encouragement to them, and usually closing the visit by offering each person a prayer for God's blessing on their lives.

My father was a very low key, "behind the scenes" type of leader, within our community. If my father were alive today, I know that he would feel awkward or uncomfortable knowing that I am making this application, on his behalf. But he knew so well what it was like to be poor and as a result, wanted to help each and every Saskatonian that was in the predicament that once was, to experience somewhat of a better life. At the conclusion of my father's funeral service, two of Saskatoon's retired physicians approached me to offer their condolences as well as share a few stories of them growing up in Hepburn, with my father. These doctors told me that in all of their days, they had never witnessed a family as poor as the Neufeld's. They said that my father, his sister and mother, had nothing to their names. Yet, it was incredible for them to have witnessed how this my father had persevered and overcome these challenges, had succeeded in life and then, gave back to so many in our Saskatoon's community that needed the same help that he once needed.

Harold Neufeld was also a responsible, corporate citizen. By example, when contacted in the mid 1970's by then Mayor Bert Sears for his cooperation with a City of Saskatoon initiative, my father was more than willing to help in the progress of Saskatoon. Mayor Sears asked my father to consider trading a piece property on the 2400 block of Ave. C North, in order for the City of Saskatoon to build the roadway as well as the 51<sup>st</sup> St./Ave. C overpass. I still have some of the correspondence that refers to this communication. It is truly fascinating. As a result, today's J&H Builders Warehouse operates on a somewhat uniquely shaped piece of property. But it did enable the City of Saskatoon to extend Ave. C North and build the overpass to connect Ave. C to 51<sup>st</sup> Street.

In your application, there is an option to speak to the Naming Advisory Committee. If that would be your desire, I would be certainly willing to come before your committee. I could honestly tell you many, many stories of my father's experiences and good works within our city. I truly feel that if the City of Saskatoon would choose to use my father's name, his story and example would be one that could inspire other Saskatonians to make Saskatoon an even better city than it already is.

Thanks so much for your attention and consideration for the naming request for Harold Neufeld. He was a very special father and quietly, a man that has helped make Saskatoon the wonderful place that each of us calls home.

Sincerely,

A handwritten signature in black ink, appearing to be 'D. Neufeld', with a long horizontal flourish extending to the right.

Don Neufeld  
President  
J&H Builders Warehouse

# the PROCESS

## General Name Request

**Suggestion**  
Submit Application Form to Planning & Development Branch to request that a name be added to the Names Master List.

**Screening**  
Naming Advisory Committee reviews naming request in accordance with Council guidelines.

**Recommendations**  
Naming Advisory Committee recommends to City Council the support or non-support for adding the name to the Names Master List.

**Approval**  
City Council approves or rejects adding names to the Names Master List.

**Requests**  
Requests to assign a name from the Names Master List are made to Planning & Development Branch by Developers, Land Branch, or other Civic Departments.

**Selection**  
Requests to assign a name from the Names Master List are forwarded to the Mayor's Office who selects a name from the Names Master List.

**Notification**  
The Mayor notifies applicant and affected others that the name has been selected for use.

## Specific Naming Request

**Screening**  
Naming Advisory Committee reviews naming request in accordance with Council guidelines.

**Recommendations**  
Naming Advisory Committee recommends to City Council the support or non-support for the naming request.

**Approval**  
City Council approves or rejects naming request.

**Notification**  
The Mayor notifies applicant and affected others of City Council's decision.

## Re-Naming Request

**Consult**  
The applicant is required to consult property owners affected by the proposed re-naming. Please contact the Planning & Development Branch to determine the consultation requirements.

**Suggestion**  
Submit Application Form to Planning & Development Branch to re-name a specific municipally-owned property. Include written comments from affected property owners.

**Comments**  
Planning & Development Branch contacts all affected civic departments, community associations, property owners, etc. to gather comments and estimate costs.

**Screening**  
Naming Advisory Committee reviews re-naming request in accordance with Council guidelines.

**Recommendations**  
Naming Advisory Committee recommends to City Council the support or non-support for the re-naming request.

**Approval**



**J&H BUILDER'S WAREHOUSE**

**DON NEUFELD  
PRESIDENT**

2505 Avenue C North  
Saskatoon, SK S7L 6A6

Tel: 306-652-5322 Fax: 306-652-5347  
Email: don@jhbuiders.com

www.jhbuiders.com

J&H. SOMEONE YOU KNOW,  
SOMEONE YOU TRUST

# APPLICATION FORM To Name Streets, Parks & Civic Properties

Please complete the attached application form for all new name submissions and requests for re-naming a street, park, or other civic properties.

Name: Don Neufeld

Address: 2505 Ave. C North

City/Town: Saskatoon Province: SK Postal Code: S7L 6A6

Phone: 306-652-5322 E-mail: done.jhbuiders.com

New Name Submission  Re-naming Request

Requested Name(s) (please print)

HAROLD NEUFELD

Requested Use of Name

Street  Park  Municipal Facility  
 Neighbourhood  Other  Any of the Above  
 Suburban Development Areas

If this is a request for re-naming an existing location, please indicate the current name:

PLEASE INCLUDE THE FOLLOWING INFORMATION AS PART OF YOUR APPLICATION  
(Indicate which items are attached to the application form)

1. Background Information (Reason for request)
  2. Short Biography (Given name, date of birth/death, place of birth, contributions, awards, achievements, or other relevant information)
- Do you wish to speak to the Naming Advisory Committee?  YES  NO

Please send the completed application form to:

City of Saskatoon Naming Advisory Committee  
Community Services Department, Planning & Development Branch  
222-3rd Avenue North  
Saskatoon, SK  
S7K 0J5



**From:** Shannon Cossette [<mailto:Shannon.Cossette@sig.sk.ca>]  
**Sent:** Tuesday, August 11, 2015 4:44 PM  
**To:** Web E-mail - Development Services  
**Subject:** Application - To Name Streets, Parks & Civic Properties

### APPLICATION FORM TO:

City of Saskatoon Naming Advisory Committee  
Community Services Department, Planning & Development Branch  
222-3rd Avenue North  
Saskatoon, SK  
S7K 0J5

### To Name Streets, Parks & Civic Properties

Name: Shannon (Mack) Cossette

Phone: E-mail: [cosse1@sasktel.net](mailto:cosse1@sasktel.net)

**Requested Name(s)** Mack

**Requested Use of Name** Any of the Above

I would like to request that the name of Mack be allocated to an area of the city (I don't believe Montgomery would be an option?) – either park or street name.

Stanley Mack (still a resident) and John Mack (deceased) - both residents of the City of Saskatoon for over 58 years.

Both brothers worked for over 35 years for the City of Saskatoon. John Mack was a City of Saskatoon Transit Driver and Stanley Mack was a City of Saskatoon Foreman

In addition, John Mack was a World War II Air Force Veteran who was imprisoned in Nazi Germany (Stalag Luft III) during the war in a camp made famous through the movie "The Great Escape". Both brothers came into Saskatoon and took up residence in Montgomery Place raising large families of 6 children each. Elaine Mack one of John's daughters worked for the City of Saskatoon for many years with council.

Most of their children still reside in Saskatoon

John Mack is now deceased (his wife Kaye was a war bride who also passed away this past year). Stan Mack is still living in Saskatoon at the ripe old age of 87 (he is predeceased by his veteran wife Ethel Winifred Mack). He still meets (since his retirement) with his friends who have retired from the City every Wednesday afternoon!

Both gentleman were pioneers to the Montgomery area and their names have been recognized along with their many neighbours by the Montgomery Community Association on the memorial.

I would certainly be willing to support this application in person. YES



June 9, 2015

Alan Wallace  
Director of Planning and Development  
City of Saskatoon  
222 – 3<sup>rd</sup> Avenue North  
Saskatoon SK S7J 0K5

Dear Mr. Wallace:

**Re: Victor Road – Duplicate Road Name**

At their June 8<sup>th</sup> meeting the R.M. of Corman Park Council raised concern with use of the street named "Victor Road" located within the City of Saskatoon. Council recognizes that in the past there have been duplicate road names used within both jurisdictions but strongly feel that the use of Victor Road for a street name within the City limits will conflict with the existing Victor Road within the R.M. of Corman Park.

To clarify, Victor Road within the R.M.'s jurisdiction is located on Township Road 352 between Range Road 3054 (Highway 219) and Highway #11 (South) at which point it access Highway #11. Victor Road within the City of Saskatoon is a street name used in the subdivision of Stonebridge and it is understood that the City intends to extend Victor Road from Hunter Road to access Highway #11(Circle Drive South). To avoid future confusion to the public, it is Council's request that the City of Saskatoon consider using an alternative road name for the particular portion of this street to avoid having both Victor Roads accessing Highway #11.

Rock Gorlick, Executive Director with the Ministry of Highways and Infrastructure has also been provided with correspondence regarding this matter and it would be appreciated if your immediate attention be given with respect to this request.

If you have any further questions regarding this matter please contact the undersigned.

Sincerely,

Adam Titemore  
Administrator

# Proposed Renaming of Victor Road



Louis Riel Trail

Highway No. 11



**City of Saskatoon**  
Planning & Development

NOTE: The information contained on this map is for reference only and should not be used for legal purposes. All proposed line work is subject to change. This map may not be reproduced without the expressed written consent of the Regional Planning, Mapping & Research Section.

DRAWING NOT TO BE SCALED  
August 2015

North Sector Specific Naming Request

CITY OF SASKATOON

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**Community Services Department**

To: Daniel McLaren, Planner  
Development Review

Date: August 17, 2015

From: Terry Fusco, Senior Planner  
Long Range Planning

Phone: 306-975-7946

Our File: PL 4134-3-1

**Re: Requesting a North Sector Name from the Naming Advisory Committee**

**Request**

Planning and Development is requesting that the Naming Advisory Committee (NAC) recommend a name for the new North Sector Industrial growth area of Saskatoon, either through expansion of the boundary of the “North West Industrial” area to include the North Sector study area, or through the application of a new name.

**Highlights**

1. In 2010 and 2015, additional lands were brought into City of Saskatoon (City) jurisdiction by boundary alteration for industrial growth.
2. The total land area of the North Sector is: 1,950 hectares (4,819 acres).
3. The size of the North Sector could sustain its own unique character and name, if desired.
4. Historical and environmental reviews for the North Sector area returned a few names that previously occupied these lands; therefore, the NAC is being asked to review and choose a name for the area.

**Background**

The Saskatoon Future Growth Study, 1999, identified the lands north of Saskatoon for future industrial growth expansion. As undeveloped lands are brought into jurisdiction, the Administration prepares sector plans for these areas, creating a vision and ensuring growth occurs in a balanced, compact, contiguous manner while identifying key land uses, transportation, and servicing components that will need to be constructed in order to grow the city. In 2010 and again in 2015, the City adjusted its boundary to included additional lands north of Saskatoon.

**Report**

Planning and Development is currently preparing a sector plan report for a new North Sector Industrial growth area and has intermediately named the report “North Sector Plan”, reflecting its location in relation to the centre of Saskatoon. Depending on the decision from the NAC, the sector plan report and industrial growth area name will be revised accordingly.

Planning and Development is requesting that the NAC provide a recommendation to either:

- a) expand the existing North West Industrial area name to the lands recently brought in by boundary alteration; or
- b) recommend a new name for the industrial growth area by choosing one from the Names Master List or by adding a name to the Names Master List that could be used.

The sheer size of the sector plan study area could allow this area to be named independently, creating a new industrial growth area. The total area of the North Sector Industrial growth area is equal to 75% of the existing North West Industrial area.

The chosen name would be applied to the area and to the sector plan report. Individual Industrial Area Concept Plan names (smaller 300 to 400 acre industrial parks within the sector will be requested independently at the time these developments are being planned, though there is the potential that the industrial growth area name could influence the names chosen for these smaller industrial parks that make up the greater sector).

Currently, the majority of the North Sector is being used for agricultural purposes, and through a historical and environmental screening of the area, the only significant elements of the area that were identified were the two existing homestead sites: Caswell and Valley Crest; the Wetland Complex that has been referred to as the Hudson Bay Slough or the North Swale in the past; and Wanuskewin Heritage Park. In discussions with the City's Archivist, no further ties to the historical area could be determined other than the 1913 Yorath Plan that provided names to future areas in the general region, such as: Clapham, Rideau, Glenora, Transcona, and Mackenzie.

### **Options**

1. To expand the existing "North West Industrial" name to include the new North Sector Industrial growth area;
2. To choose a name from the Names Master List for the new North Sector Industrial growth area; or
3. To add a new name to the Names Master List that could be used for the North Sector Industrial growth area.

### **Attachments**

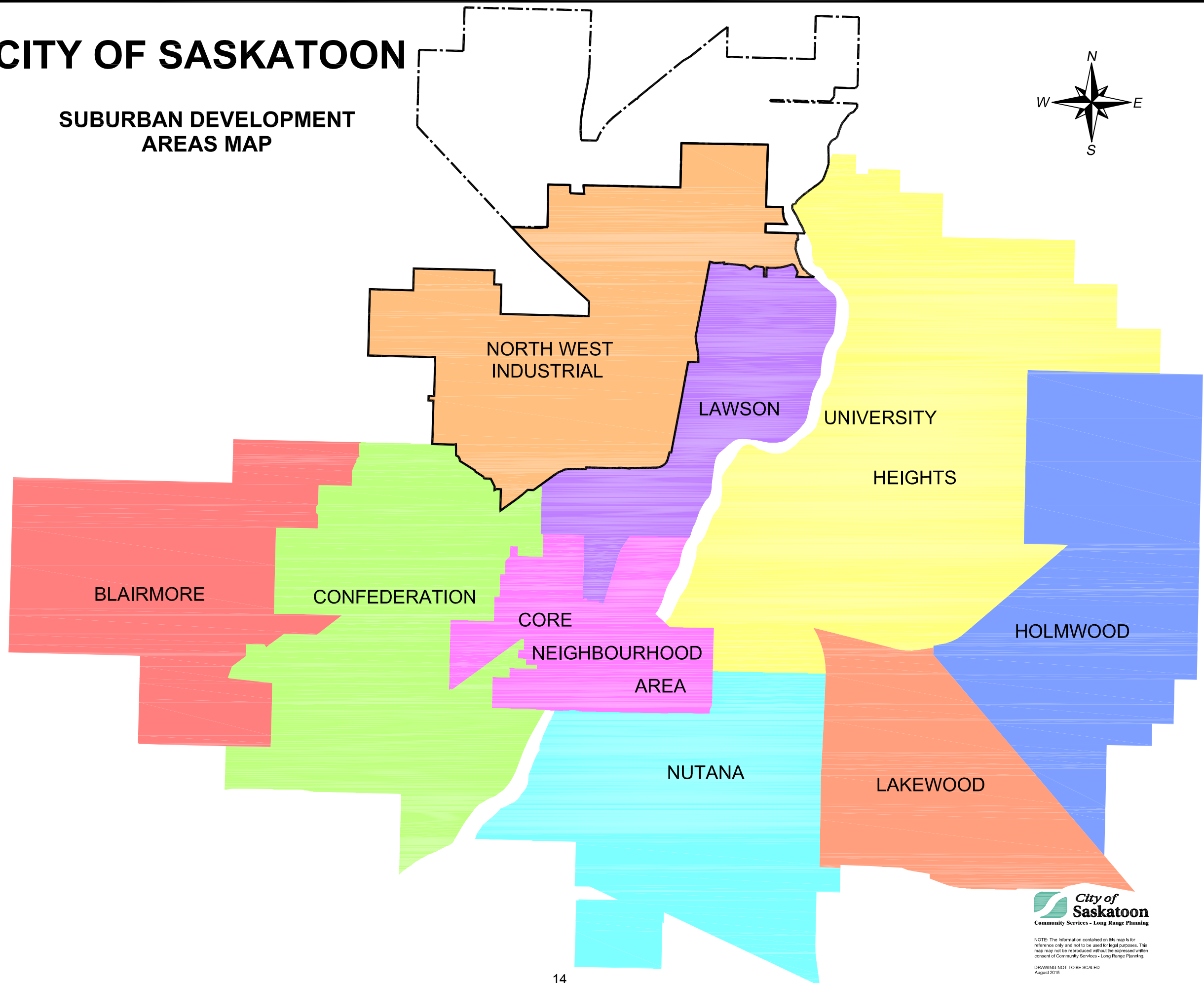
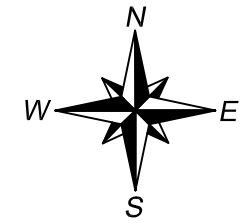
1. Current Suburban Development Areas Map  
Option 1 – Expanded the North West Industrial Area  
Option 2 – Provide a new Industrial Growth Area name

TF:kt

cc: Don Cook, Manager, Long Range Planning

# CITY OF SASKATOON

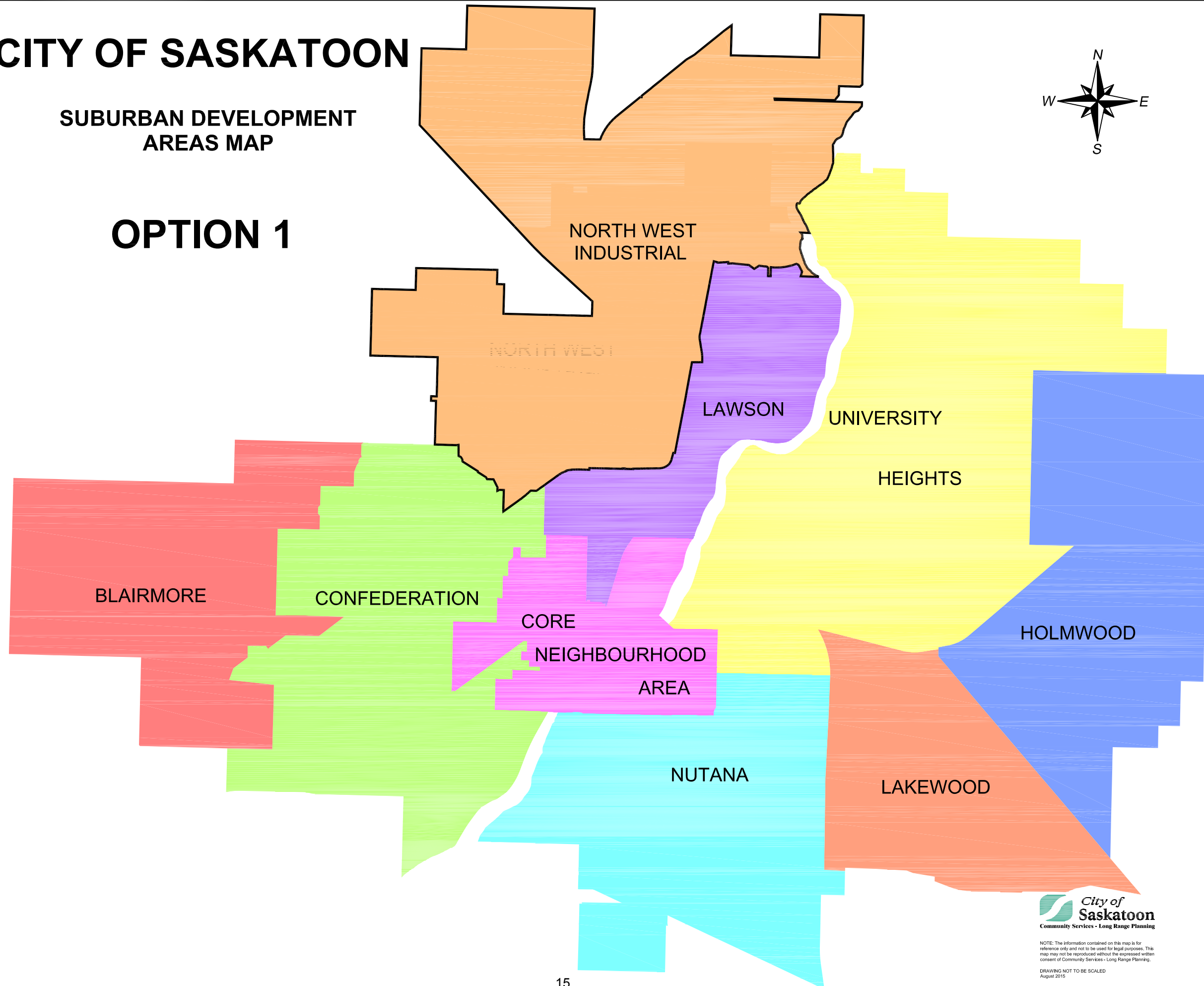
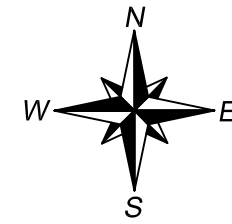
## SUBURBAN DEVELOPMENT AREAS MAP



# CITY OF SASKATOON

## SUBURBAN DEVELOPMENT AREAS MAP

### OPTION 1



# CITY OF SASKATOON

## SUBURBAN DEVELOPMENT AREAS MAP

### OPTION 2

