



NOTICE OF MEETING

CIVIC ASSET NAMING COMMITTEE

AGENDA

DATE: Monday, February 4, 2013

TIME: 5:00 pm

PLACE: Town Hall - Room 115
Main Floor - City Hall

PLEASE NOTE:

- *If you are unable to attend this meeting, please advise Laura Kazakoff at 604.871.6353 or e-mail laura.kazakoff@vancouver.ca*
 - *Agendas and Minutes are available on the City of Vancouver civic agencies' web site at: <http://vancouver.ca/cyclerk/civicagencies/civicindex.htm>*
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Roll Call

Approval of Minutes

The minutes of the meeting held Monday, September 24, 2012, to be approved.

Approval of 2013 Meetings Schedule

THAT the following meetings for 2013 be approved:

Monday, May 6
Monday, September 9
Monday, November 25

All meetings to begin at 5:00 pm.

1. Naming in the News

Les Mobbs, City Archivist, will provide a verbal report.

2. Request for Renaming of Grandview Highway

At its meeting on September 24, 2012, the Committee considered a request from a member of the public to rename Grandview Highway in order to remove the word "highway". The Committee requested the matter be brought back to a future meeting, along with additional information.

The attached document refers.

3. Review of Proposed Name Submitted by Public

The Committee to review the attached proposal received via the City's website to determine if the submission is to be added to the Civic Asset Name Reserve List.

4. Civic Asset Naming Requests

(a) Request for Naming of Four Public Streets in River District (also known as East Fraserlands)

The attached documents refer.

5. Correspondence

None.

6. New Business

Next Meeting:

Monday, May 6 at 5:00 pm (subject to approval)

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CIVIC ASSET NAMING COMMITTEE
Monday, February 4, 2013

Agenda Item No: 2

Civic Asset Naming Request: Renaming of Grandview Highway to Grandview Avenue or Grandview Boulevard.

A request was received from the public that the Civic Asset Naming Committee consider renaming Grandview Highway to Grandview Avenue or Grandview Boulevard "to make it clear that this is not a high-speed highway, and is instead an urban street. The City of Surrey recently re-named King George Highway to King George Boulevard for the same reason".

At your meeting of September 24, 2012, the Civic Asset Naming Committee asked that the matter be brought back for further discussion, along with the following information:

- the history regarding the naming of Grandview Highway;
- the circumstances and context around the renaming of King George Highway in Surrey, and the impacts, if any;
- the potential impacts of renaming Grandview to remove "Highway", including the approximate number of addresses which would be affected, costs, etc.;

Background:

Leslie Clauson of the Civic Asset Naming Committee has undertaken some research related to the issues. A summary of her findings, with some additional research, are as follows:

1. History and current status of the naming of Grandview Highway:

- Vancouver section: (E. Walker, *Street Names of Vancouver*, 1999):
 - "GRANDVIEW HIGHWAY. Named after the Grandview district through which it passed, when the city engineer, in his report to the board of works, 1 November 1921, presented the list of suggested names for the new road, which lay along the north side of the Great Northern Railway from Clark Drive to a point just east of Nanaimo Street."
 - Subsequent By-laws named the Grandview Diversion (1928) and, finally, Grandview Highway (Slocan to Boundary), Grandview Highway South (Slocan to Lakewood), Grandview Highway North (Slocan to Clark)(1946).
- Burnaby section: (City of Burnaby Archives, 2012):
 - Funds to construct an extension of the Grandview Highway were approved (Burnaby By-law No. 493) and Grandview Highway named (Burnaby By-law No.

- 520) in 1926. Note that the highway was then situated south of Highway 1, along current Canada Way.
- In 1967 the highway currently known as "Grandview-Douglas Highway" was renamed Canada Way (Burnaby By-law No. 5248). At the same time Clydesdale Street (between Boundary Road and Sumner Avenue, just north of Highway 1) was named Grandview Highway. This is the current extension of Grandview Highway into Burnaby, just north of Highway 1.
 - The name Grandview is also used for the Highway 1 interchange, east of Boundary.

2. Circumstances and context around the renaming of King George Highway in Surrey, and the impacts (various sources, 2012):

- King George Highway was built to improve transportation south of the Fraser and opened in 1940. It was named for George VI, who visited B.C. in 1939.
- Nov. 16, 2009 Surrey City Council approved the renaming of 4 streets, including King George Highway to King George Boulevard. In his report to Council, the General Manager of Engineering stated that the change was consistent with the updated Surrey City Centre Land Use Plan and the development of the new, downtown core, that consultation had taken place with the Transportation Committee, Downtown Surrey BIA and representatives of community groups, and that there was broad support for the change.
- With respect to the impetus for changing the name, the Council report states: "Road names can be used to project a desired image to prospective developers, residents and businesses." In an interview with CTV News, Surrey's mayor said: "That's not something we wanted - to have a highway running down the centre. So we renamed it King George Boulevard."
- The new names were effective Jan. 31, 2010, "to allow time for owners of each of the affected properties to transition to the new address." Information was provided on the City's website (including help in changing addresses), in the newspaper and by direct mail to the post office, each of the owners of each affected property and emergency services. In addition, a period of "transitional signing" was implemented.
- Resulting impact: The City of Surrey considers the renaming a success. The initiative had general support from the business and community associations who were consulted early on the naming options. It did take considerable time to implement the changes, which involved IT, Planning and Legal staff. The total direct cost was about \$20,000 and they managed the changes without any claims for liability.

3. Impacts to re-naming Grandview Highway:

- Number of assigned addresses for the 3 segments for Grandview Highway:
 1. **Grandview Highway** (Kaslo to Boundary, 2800 to 3600 blocks)
 2. **Grandview Highway South** (Lakewood to Kaslo, 2100 to 2700 blocks)
 3. **Grandview Highway North** (Clark to Slocan, 1300 to 2600 blocks)
- There are approximately 125 addresses on the Grandview Highway segment- approximately 45 of these are businesses.

- There are approximately 22 addresses on the Grandview Highway South segment - 4 of which have multiple units for an additional approximately 120 additional units. (total 142) and 2 are businesses.
- There are approximately 38 addresses on the Grandview Highway North segment, of which 1 is a business.

This adds up to approximately 305 addresses in total.

- We are not able to reliably estimate the cost of City staff resources to change addresses in various recordkeeping systems and databases, change signage and manage the planning and communication activities.
- The City's Risk Management Office believes that the risk of renaming City streets is of low severity, as long as the process is well managed. It is possible that claims could arise for lost revenue, damages resulting from address confusion, and costs associated with the redirection of mail and business transformation costs (changes to forms, signage, websites, etc.).

Staff comments:

The City's terms of reference for renaming streets states that "existing civic assets will not be renamed unless the renaming generally improves public safety". These terms have been prepared with the understanding that renaming streets can have considerable cost and consume resources.

The re-naming of streets outside the need to improve public safety would best be done in the context of a wider community or neighbourhood plan, or similar initiative, where street renaming, and the consultation and feedback necessary to build community support, can be managed efficiently and effectively.



CIVIC ASSET NAMING COMMITTEE
Monday, February 4, 2013

Agenda Item No: 3

Suggestion to add name to Name Reserve List: Lauren Woolstencroft

"The most individual Paralympic gold medals ever won are by Canadian Lauren Woolstencroft, who secured five in alpine skiing. Born missing her left arm below the elbow as well as both legs below the knees, she began skiing at the age of 4 and began competitive skiing at the age of 14. She became the first Canadian to win 3 golds at the same Winter Paralympics. This total was later increased to 5 golds."

Suggested for any City asset, in any location.

Staff comments:

The following additional information is included in a Wikipedia entry (http://en.wikipedia.org/wiki/Lauren_Woolstencroft): "Lauren Woolstencroft (born November 24, 1981 in Calgary, Alberta) is a Canadian alpine skier. She is an electrical engineer. She graduated with an electrical engineering degree from the University of Victoria. She now resides in North Vancouver."

"Woolstencroft" is not duplicated in the Greater Vancouver Street Names List. The most similar names are "Woolridge Court" in Richmond and "Woolwich Avenue" in Burnaby.



CIVIC ASSET NAMING COMMITTEE
Monday, February 4, 2013

Agenda Item No: 4(a)

Civic Asset Naming Request: Naming of Four Public Streets in River District.

ParkLane Homes has proposed the names for four public streets in the River District (also known as East Fraser Lands). This request has been brought forward to the Civic Asset Naming Committee.

Staff comments:

A review of the street names proposed by ParkLane Homes shows that all but one of the proposed names are duplicated or sound similar to street names already in use in the Metro Vancouver area, therefore, only one of the names "District Crescent" and "District Place" meet the City's criteria for naming public streets. Note that the use of both of these names, as proposed, would represent a duplication and, therefore, does not meet the City's street naming criteria.

In addition, the street types proposed do not always agree with the list of Vancouver Street Types. For instance, "Crossing" is proposed but not included in the list and "Avenue" is proposed for Street 12 and this street type should be used for a "numbered street in East/West orientation".

In Sept. 2010 the City's Street Naming Committee received a letter from ParkLane Homes outlining the need to name 23 public and private streets in this development and providing a list of suggested names. In Nov. 2010, the same committee approved the naming of "Pierview Crescent" and "Riverwalk Avenue" in the River District subject to confirmation that they received approval from the East Fraser Lands Committee. Confirmation was received and the streets were officially named.

While only one of the proposed street names meets the City's street naming criteria, the Committee might take this opportunity to review the proposal and the naming of public streets in the River District and determine a process to work with ParkLane Homes to name the streets.

Attachment:

1. Letter dated January 29, 2013, from ParkLane Homes
2. List of street names proposed by ParkLane Homes showing where duplication or similar sounding names appear in Metro Vancouver.

Four Bentall Centre
Suite 2000, 1055 Dunsmuir St
Vancouver, BC V7X 1L5
Tel: 604.648.1800
Fax: 604.648.2868
www.parklane.com

January 29, 2013

City of Vancouver Street Naming Committee
c/o Leslie Mobbs, City Archivist
453 West 12th Avenue
Vancouver, BC V5Y 1V4

To whom it may concern,

Please find enclosed ParkLane Homes's street name recommendations for River District (also known as East Fraserlands). These names, which reflect the geographical and historical uses of the site, have been collaboratively chosen by the ParkLane team with the objective of creating an identity in each sub-area and to foster a general sense of place throughout River District.

Rationale:

Street names are an essential ingredient to build the feel and attitude of a community. The names proposed on July 7th, 2010 are divided according to three areas; however, the site is currently divided into five areas. To address this, the proposed street names reflect the themes identified in their respective area. The proposed street names will help residents and visitors locate themselves within the greater community while distinguishing one neighbourhood from another. By assigning meaningful names to the streets, people will relate to them and in turn want to live on and visit these desirable addresses.

Street Name Conventions:

The site has been divided into five areas. Below is a list of each neighbourhood and the associated naming convention.

Pier Point – all new streets are already named

Hill Point – all new streets are already named

Crescent – streets reflect the unique crescent shaped street design and gateway to the project

Mill Bay – streets reflect past site uses as a mill and marine related features

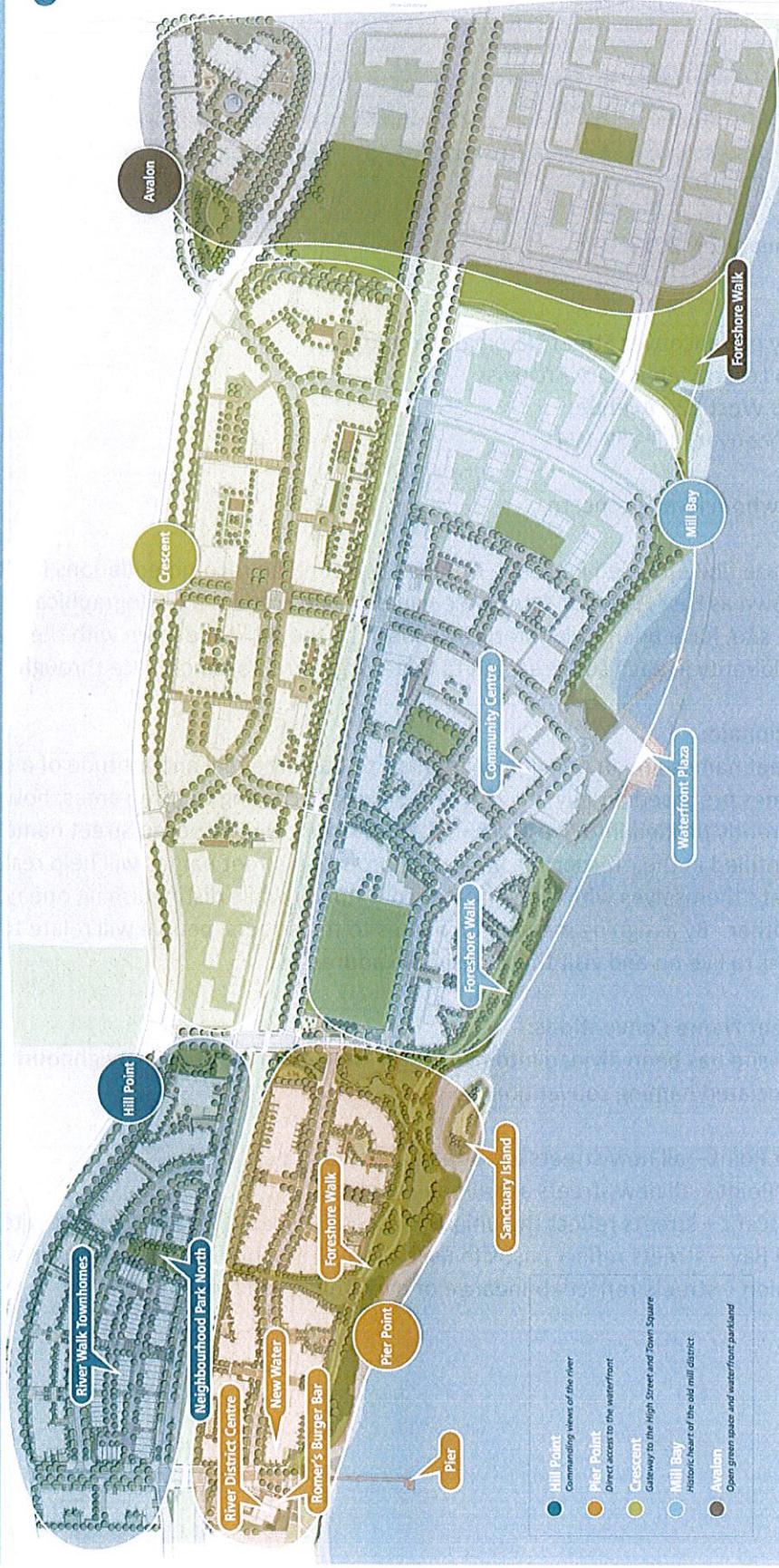
Avalon – streets reflect abundance of park and green space

Four Bentall Centre
Suite 2000, 1055 Dunsmuir St
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Tel: 604.648.1800
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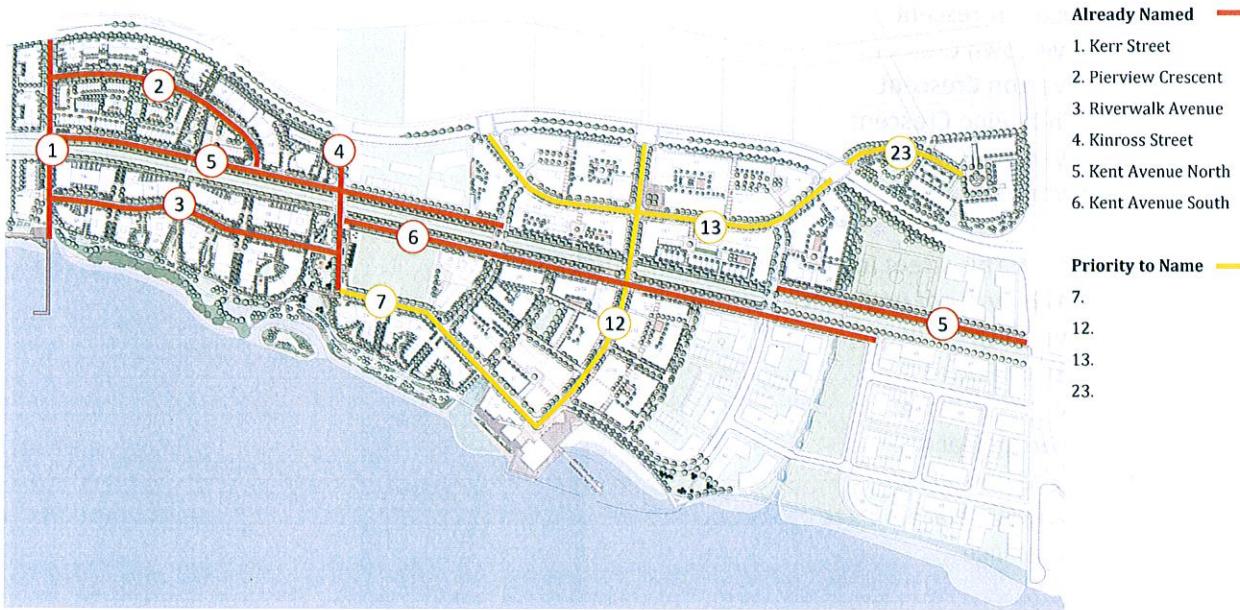


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Existing and Proposed Street Names:

Per the diagram below, the following streets are already been named: 1, 2, 3, 4, 5 and 6. ParkLane is requesting approval of streets numbered 7, 12, 13 and 23 given that Development Permit issuance requires street addresses/names and so that future building names do not overlap with street names and cause confusion.



Proposed Names and Detailed Rationale:

Street 7: This name celebrates the view of Mount Baker from this street.

Options: Mount Baker Way

Street 12: This street is the heart of the community and will be the primary retail and pedestrian street. Therefore the name should be strong, prominent, easy to articulate and memorable.

Options in order of preference:

- Old Mill Road
- River District Crossing
- Prospect Way
- Riverview Way
- Mill Street
- High Street
- Mill Bay Road
- Millview Way
- Market Avenue

Street 13: This street is also a main retail and pedestrian street and it intersects the most prominent street in River District (Street 12). The name should have similar characteristics to Street 12 (e.g. memorable, strong etc.).

Options in order of preference:

- River District Crescent
- District Crescent
- Rivertown Crescent
- Riverton Crescent
- White Pine Crescent
- Riverview Crescent
- River Crescent

Street 23: This street is a continuation of Street 13.

Options in order of preference:

- River District Place
- District Place
- Rivertown Place
- Riverton Place
- White Pine Place
- Riverview Place
- River Place

Given the significance of streets 12, 13 and 23, ideally one of the names could include “River District”.

*Note that street names for 13 and 23 should be the same – the only thing that should change is the suffix (for example, if River District Crescent is chosen for Street 13, then River District Place should be selected for Street 23).

We welcome your comments and feedback on the proposed street names and look forward to working with you to ensure the street names are supported by all parties. If there are any questions, please do not hesitate to contact me at klubell@parklane.com or 604.431.5595. Thank you for your time and efforts on this matter.

Yours sincerely,

ParkLane Homes



Kyra Lubell
Director of Community Relations, ParkLane Homes



CIVIC ASSET NAMING COMMITTEE
Monday, February 4, 2013

Agenda Item No: 4(a)

Civic Asset Naming Request: Naming of Four Public Streets in River District.

Attachment 2: List of street names proposed by ParkLane Homes showing where duplication or similar sounding names appear in Metro Vancouver.

1. Mount Baker Way
 - a. Baker View Street (NVD)
 - b. Baker Avenue (B)
 - c. Bakerview Drive (R)
 - d. Mount Seymour Road (NVD)
 - e. Mount Seymour Parkway (NVD)
 - f. Mount Crown Road (NVD)
 - g. Mount Moyne Square (WV)
 - h. Mountain Highway (NVD)
 - i. Mountview Place (B)
2. Old Mill Road, Mill Street, Mill Bay Road, Millview Way
 - a. Mill Street (NVD)
 - b. Millbank (V)
 - c. Millbrook Lane (B)
 - d. Millburn Court (B)
 - e. Millcarch Street (R)
 - f. Miller Street (V)
 - g. Miller Avenue (B)
 - h. Miller Road (R)
 - i. Millmore Road (R)
 - j. Millstone Street (Private - V)
 - k. Millstream Road (WV)
 - l. Millyard (V)
 - m. Old Lillooet Road NVD
 - n. Old Orchard Road UNIV
 - o. Old Bridge Court V
 - p. Old Bridge Walk V
 - q. Old Bridge Street V

3. River District Crossing/Crescent/Place, Riverview Way/Crescent/Place, Rivertown Crescent/Place, Riverton Crescent/Place, River Crescent/Place

- a. River Drive R
- b. River Grove Place NVD
- c. River Road R
- d. River Drive NW
- e. Riverbank Place NVD
- f. Riverbend Court B
- g. Riverbend Drive B
- h. Riverdale Drive R
- i. Riverfront Gate B
- j. Riverfront Gate B
- k. Riverport Way R
- l. Rivers WV
- m. Riverside Drive NVD
- n. Riverside Way R
- o. Riverway Place B
- p. Riverwalk Avenue V
- q. Riverwood Way V

4. Prospect Way

- a. Prospect Avenue NVD
- b. Prospect Road NVD

5. High Street

- a. High Road (not drivable - V)
- b. HighRock Passage (WV)
- c. Highbury Street (B)
- d. Highfield Drive (B)
- e. Highgate Street (V)
- f. Highland Place (NVD)
- g. Highland Blvd (NVD)
- h. Highland Drive (WV)
- i. Highland Place (WV)
- j. Highland Avenue(B)
- k. Highland Court (B)
- l. Highland drive (B)
- m. Highway (WV)

6. Market Avenue

- a. Market Crossing B
- b. Market Hill V

7. District Crescent/Place

- a. [NOTE: No duplication of "District" as a street name in Greater Vancouver but using the same name with different street types, as proposed, would create a duplication]

8. White Pine Crescent/Place

- a. White Pine Lane (NVD)
- b. Pine Street (B)
- c. Pine Street (NW)
- d. Pine Crescent (V)
- e. Pine Street (V)
- f. Pinecrest Drive (WV)
- g. Pinecrest Drive (B)
- h. Pinecrest Drive (V)
- i. Pineridge Avenue (NVD)
- j. Pinetree Crescent (WV)
- k. Pinewell Place (R)
- l. Pinewell Crescent (R)
- m. Pinewood Cr (B)
- n. Pinewood Crescent (NVD)