



NOTICE OF MEETING  
CIVIC ASSET NAMING COMMITTEE  
AGENDA

DATE: Monday, November 25, 2013  
TIME: 5 pm  
PLACE: Town Hall - Room 115  
Main Floor, Vancouver 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](mailto:laura.kazakoff@vancouver.ca)*
  - *Agendas and Minutes are available on the City of Vancouver civic agencies' web site at: <http://vancouver.ca/your-government/advisory-boards-and-committees.aspx>*
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**Roll Call**

**Leave of Absence Requests**

**Approval of Minutes**

The minutes of the meeting held September 10, 2013, to be approved.

**2014 Meeting Schedule**

The proposed meeting schedule for 2014 is attached.

1. Naming in the News
2. Review of Proposed Names Submitted by Public
  - (a) Request to rename Grandview Highway North - see attachment

3. Civic Asset Naming Requests

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

Further to discussion at previous meetings and working sessions, the Committee is to continue its consideration of street names in the River District.

The streets to be discussed at this meeting are roads 13/23, 16 and 17, as shown in the attached letter dated October 15, 2013, from ParkLane Homes.

4. Naming Processes and Policies

As requested at the Committee meeting on May 6, 2013, the staff liaison will provide information regarding public asset naming processes and policies used by other bodies, such as the Park Board.

5. Correspondence

A folder of received correspondence will be circulated at the meeting.

6. New Business

Next Meeting:

DATE: Monday, March 3, 2014 (*subject to approval*)  
TIME: 5 pm  
PLACE: Meeting Room to be determined  
Main Floor, Vancouver City Hall

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VanRIMS No.: 08-3000-11

MEMORANDUM

November 14, 2013

TO: Civic Asset Naming Committee  
FROM: Laura Kazakoff, Meeting Coordinator  
SUBJECT: 2014 Meeting Schedule

Following is the recommended 2014 schedule of regular meetings of the Civic Asset Naming Committee:

DATES: *Mondays:*  
March 3  
June 23  
September 8  
November 3  
TIME: 5 to 7 pm  
LOCATION: To be determined

\* \* \* \* \*

PROTOCOL RELATING TO ATTENDANCE

*A member of the Committee who fails to attend four consecutive regular meetings of the Committee without leave of the Committee, shall forthwith cease to be a member and his/her appointment is thereupon terminated. (approved by Council March 1986).*

*To request Leave of Absence, members can ask in advance at a meeting or phone/e-mail the Meeting Coordinator prior to the meeting to advise they will not be attending. It is then the responsibility of the Meeting Coordinator to request Leave on behalf of the member at the meeting.*

*Sickness is considered automatic leave, but members are required to advise the Meeting Coordinator if they will be absent.*



CIVIC ASSET NAMING COMMITTEE  
Monday, November 25, 2013

Agenda Item No: 2(a)

Civic Asset Naming Request: Renaming of Grandview Highway

A request was received from the public that the Civic Asset Naming Committee consider renaming North Grandview Highway because "[t]his pleasant street is a lovely bike and pedestrian route through residential areas. It's part of the Central Valley Greenway. It's not a highway at all, and it doesn't connect with the real 'South' Grandview Highway." The requestor also notes "The current name of 'North Grandview Highway' is confusing and misleading. It deserves a nice name of its own, separate from the highway."

Background:

At its meeting of February 4<sup>th</sup>, 2013, the Civic Asset Naming Committee considered the renaming of all components of Grandview Highway and did so in the context of information provided by Committee member Leslie Clauson. The information relevant to North Grandview Highway presented at that meeting is 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).

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 North Grandview Highway:
  - There are approximately 38 addresses on the Grandview Highway North segment, of which 1 is a business.
- It was not possible 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. This approach would also allow for any risks to be appropriately evaluated and mitigated.

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October 15, 2013

Dr. Verna Magee-Shepherd, Chair  
City of Vancouver Street Naming Committee  
c/o Heather Gordon, City Archivist  
1150 Chestnut Street  
Vancouver, BC V6J 3J9

Dear Dr. Magee-Shepherd,

**River District Road 13/23 (Town Square Crescent), Road 16, and Road 17 Street Naming**

Thank you for taking into consideration ParkLane's street name comments and suggestions in the City of Vancouver Civic Asset Naming Committee's deliberations. Together we have achieved a significant milestone with the naming of River District Crossing and North Arm Avenue. We look forward to having these names approved by City Council.

As discussed in the Naming Committee meeting on September 10, Road 13/23 (Town Square Crescent), Road 16, and Road 17 are streets within River District that still need to be named (Fig 1). To help inform the street naming process, ParkLane would like to share River District's placemaking street blade initiative and a rendering of the Town Square (Fig 2, 3 and 4). These pieces provide context and a visual of how these areas, intersected by Road 13/23, Road 16, and Road 17, will look and feel.

Spanning across 130 acres, River District is one of the largest master planned communities in Vancouver (Fig 5). Because of its size, River District is divided into five neighbourhoods based on each precinct's distinct features (Fig 2). ParkLane collaborated with both City of Vancouver Engineering and Planning departments to create a comprehensive placemaking street blade program where a street blade icon is allocated to every neighbourhood highlighting the unique characteristics of each area and providing a sense of location within the larger River District community (Fig 3).

Map of street locations, a rendering of the Town Square, and a map of the street blade icon allocated to each neighbourhood are included in the appendix.

**RIVER DISTRICT NEIGHBOURHOOD CHARACTERISTICS:**

**1. (A) Area One – Town Square Precinct (Road 13/23 is located in the Town Square Precinct)**

The town square precinct - the 'heart' of River District - will be an active neighbourhood and the commercial mixed-use core of the community. It acts as the front door to River District providing key points of arrival and offers a generous outdoor gathering space along with a mix of retail, restaurants and cafes at street-level to provide all-season vibrancy. The area will be characterized by the use of heavy timber, steel, and corrugated metal (Fig 4).



**Icon: Crane**

- The crane is a River District landmark that celebrates the site's rich mill history. It was the hub of the mill, constantly busy and active, plucking timber from the river. This movement and activity fits with the animation that will be part of the town square.

**1. (B) Area One – Waterfront Precinct** (*Road 16 and Road 17 are located in the Waterfront Precinct*)

The waterfront precinct connects the community with the river, making the riverfront an inseparable part of the River District experience. Similar to the town square, the waterfront is a vibrant and active neighbourhood surrounding a unique shopping street with mixed-use retail, restaurants and cafes. It will also have a plaza and park offering a different perspective of the river and wide range of public activities events.



**Icon: Tugboat**

- Among the many activities happening on the Fraser River, tugboats pulling barges and moving timber is a regular occurrence. Since the main feature of the waterfront precinct is activity and animation down by the river, the activity and movement on the water symbolized by the tugboat matches the activity that the waterfront precinct will embody.

**2. (A) Area Two – Northwest Precinct** *(As all roads are named in the Area Two Northwest and Southwest Precincts, the descriptions below are included for reference)*

The Northwest Precinct is a hillside neighbourhood with terraced buildings and landscaping to emphasize the sloping topography and provide a broad range of river view opportunities from both residential units and parks. Neighbourhood Park North is a prime public open space within the precinct, with three terraces offering views of the river.



**Icon: Heron**

- The heron is a local, commonly-seen bird that resides by the Fraser River. Using the heron icon keeps with the river theme of the area.
- As the heron gets a birds-eye view of the site, the northwest precinct hillside characteristic also provides a view of the surrounding neighbourhoods and the river beyond.

**2. (B) Area Two – Southwest Precinct**

The Southwest Precinct is a relaxed and richly-landscaped riverfront neighbourhood that includes the entrance way to the foreshore bike and pedestrian paths that connects the rest of the community.



**Icon: Path**

- This trail icon fits with the Southwest precinct because this is the start/end of the trail for people coming to and going from River District.
- The ambling trail icon also embodies the tranquil and relaxed riverfront environment.



**3. Area Three – Park Precinct** *(For future reference, there are still five additional streets within the Park Precinct to be named. Nature-themed street names may fit well in this neighbourhood's identity)*

In the Park Precinct, the Avalon park corridor is a key feature of this neighbourhood. The park corridor is an expansive green space that extends from the wooded slopes north of the site down to the riverfront. The corridor connects the community to the River and is an important part of the songbird strategy.



**Icon: Grass**

- The grass icon not only conveys greenery and park space, river grass is also very much a part of the river environment.

Given the abovementioned community and placemaking context, ParkLane Homes would like to submit the following street name suggestions (in order of preference):

**Road 13/23 (Town Square Crescent):**

- Millview
- Millside
- Milltown
- Woodlane
- Riverstone
- Rivermill

**Road 16:**

- North Arm Avenue

**Road 17:**

- Millview
- Millside
- Milltown
- Woodlane
- Riverstone
- Rivermill

We look forward to reviewing the proposed names at the November 25, 2013 Civic Asset Naming Committee meeting. Our request is that the Committee prepares a shortlist of 2 or 3 names for further discussion.

Thank you for your time and consideration on this matter, and if you have any comments or questions ahead of the next meeting, please feel free to contact me.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Joe", with a large, sweeping flourish underneath.

Signed on behalf of:

Joe Carreira  
Development Manager, ParkLane Homes

cc. Janette Lau, Community Relations Manager, River District

Fig 1

River District Street Names

# River District Proposed Street Names



**Already Named**

- 1. Kerr Street
- 2. Pierview Crescent
- 3. Riverwalk Avenue
- 4. Kinross Street
- 5. Kent Avenue North
- 6. Kent Avenue South
- 7/16. North Arm Avenue
- 12. River District Crossing

**Priority to Name**

- 13/23. \_\_\_\_\_
- 16. \_\_\_\_\_
- 17. \_\_\_\_\_

**Streets to be Named**

- 8. \_\_\_\_\_
- 9. \_\_\_\_\_
- 10. \_\_\_\_\_
- 14. \_\_\_\_\_
- 15. \_\_\_\_\_
- 18. \_\_\_\_\_
- 19. \_\_\_\_\_
- 20. \_\_\_\_\_
- 21. \_\_\_\_\_
- 22. \_\_\_\_\_

Fig 2

River District Neighbourhoods



Fig 3

River District Neighbourhoods with Street Blades

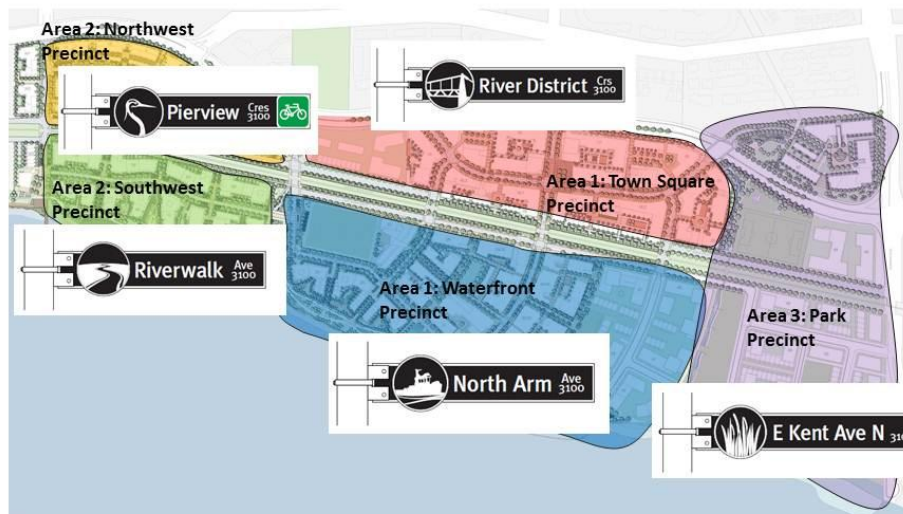


Fig 4

Rendering of Town Square



**Fig 5**

**River District Community Master Plan**

