

From: "Johnston, Sadhu" <Sadhu.Johnston@vancouver.ca>
To: "Direct to Mayor and Council - DL"
CC: "City Manager's Correspondence Group - DL"
"Gordon, Heather" <heather.gordon@vancouver.ca>
"Zacharias, Alan" <alan.zacharias@vancouver.ca>
"Dobrovolny, Jerry" <jerry.dobrovolny@vancouver.ca>

Date: 11/30/2018 12:59:14 PM

Subject: Memo - Civic Asset Naming Process - RTS 12657

Attachments: RTS 12657 Civic Asset Naming Process - 2018-11-29.pdf

Greetings Mayor & Council,

Please find attached a memo on the City's civic asset naming process in response to a request for information (RTS 12657) made in the Regular Council Meeting on June 5, 2018. The memo provides the following information:

1. Background on the City's Civic Asset Naming Committee;
2. Current process for naming civic assets; and
3. Policy on re-naming civic assets.

We hope this update is useful for you. Should you have any questions, please contact Katrina Leckovic at 604.873.7998 / Katrina.Leckovic@vancouver.ca or Heather Gordon at 604.829-4266 / heather.gordon@vancouver.ca.

Best,
Sadhu

Sadhu Afochs Johnston | City Manager
City of Vancouver | 453 W 12th Avenue
Vancouver | BC V5Y 1V4
604.873.7627 | Sadhu.johnston@vancouver.ca
Twitter: sadhuajohnston



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MEMORANDUM

November 29, 2018

TO: Mayor and Council

CC: Sadhu Johnston, City Manager
Paul Mochrie, Deputy City Manager
Lynda Graves, Administration Services Manager, City Manager's Office
Rena Kendall-Craden, Civic Engagement and Communications Director
Neil Monckton, Chief of Staff, Mayor's Office
Alvin Singh, Communications Director, Mayor's Office
Anita Zaenker, Chief of Staff, Mayor's Office
Jerry Dobrovolny, General Manager, Engineering Services
Heather Gordon, City Archivist
Al Zacharias, City Surveyor

FROM: Katrina Leckovic
City Clerk

SUBJECT: RTS 12657 – Civic Asset Naming Process

At the Regular Council meeting on June 5, 2018, the former City Council requested that staff inform the incoming City Council on the process for naming civic assets. This memo responds to the request.

Civic Asset Naming Committee Background

Until 2012, names for City-owned streets were recommended to Council by a committee comprised of City staff from Engineering, Planning, Vancouver Fire & Rescue Services and the City Clerk's Department. In 2012, to improve public input into the naming of civic assets, City Council established and subsequently re-established in 2014 the Civic Asset Naming Committee. The Committee dissolved on November 5, 2018, as per section 160 of the Vancouver Charter. The Committee was comprised of nine voting members, all appointed by City Council, with five appointed from the community and one from each of:

- Vancouver Historical Society
- Vancouver Public Space Network
- Cultural Communities Advisory Committee (CCAC)
- Urban Indigenous Peoples' Advisory Committee (UAPAC).

The Committee also had one City Council liaison, one Park Board liaison, one School Board liaison and a staff liaison. The Committee's mandate was to review names submitted by the public for inclusion on the Civic Asset Name Reserve List and to recommend to Council names

for new civic assets of all types. The committee held regular meetings approximately 6 times per year.

Process for Naming Civic Assets

1. Submission of Names by the Public and Initial Review

Following submission of names by the public, the City Archivist, who served as the Committee's staff liaison, reviewed the name to ensure it did not present any public safety or other concerns, and then presented the name to the Committee. The Committee would weigh the name against the following criteria:

- Names that commemorate persons must reflect the cultural and ethnic diversity of Vancouver and honour individuals who:
 - are no longer living;
 - were exceptionally dedicated or demonstrated excellence in service in ways that made a significant contribution to the community, city of Vancouver, province of British Columbia, or Canada;
 - volunteered and gave extraordinary help or care to individuals, families, or groups, or support to the community; or
 - risked their life to save or protect others.
- Names that commemorate local history, places, events, or culture must reflect something of significance to the city of Vancouver, the Lower Mainland, British Columbia, or Canada.
- Names that celebrate the diversity of Vancouver should reflect the name of an event or community contributing significantly to the multicultural diversity of Vancouver.
- Names that recognize native wildlife, flora, fauna, or natural features should be a geographical or topographical feature in the local area.

After the Committee weighed the name against these criteria, they would decide whether or not it should be added to the Reserve List, which would require an affirmative vote of the committee members at a regular committee meeting.

2. Naming Unnamed Assets

When an unnamed asset was identified by staff, the Committee consulted the Reserve List for appropriate names and, if the members determined none fit the asset or the site, they would discuss ideas for other names using the same pre-set criteria used in evaluating public submissions. The Committee then provided a recommendation to Council. If the asset was a street, a by-law to amend Street Name By-law No. 4054 was also brought forward to Council.

A civic asset usually becomes available for naming when developments lead to the creation of new streets, but staff are currently creating a list of unnamed assets, such as City-owned buildings and plazas, that may present opportunities for naming. This work is part of a larger project to review the city's corporate sponsorship strategy and commemorative naming policy.

In the absence of a Civic Asset Naming Committee, or at its own discretion, Council may directly name assets.

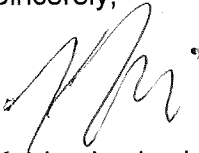
Policy for Re-naming Civic Assets

In July 2018, Council approved a policy for re-naming civic assets. This policy states that members of the public may submit proposals for re-naming, but these proposals must include, at a minimum:

- The rationale for changing the name and significance of the proposed name;
- The relevance of the proposed name to the asset;
- Documented support, including but not limited to petitions and support letters, from at least 75 percent of property owners that abut the street, place or building;
- A map or an illustration, including major intersections of a street to be renamed; and
- Proposed names that portray indigenous significance or are after an indigenous individual, organization or event will require consultation with the Musqueam, Squamish and Tsleil-Waututh band councils, or their designates, and adherence to appropriate indigenous practices or protocols.

Please do not hesitate to contact me or Heather Gordon, City Archivist, at heather.gordon@vancouver.ca or 604.829.4266 if you have any questions or concerns.

Sincerely,



Katrina Leckovic
City Clerk

604.873.7998 | katrina.leckovic@vancouver.ca

