



To: Richmond City Council **Date:** July 7th, 2005
From: Mayor Malcolm D. Brodie **File:** 10-6520-02-01/2005-
Chair, General Purposes Committee Vol 01
Re: **RAV LINE STATION NAMES IN RICHMOND**

The General Purposes Committee, at its meeting held on Monday, July 4th, 2005, considered the attached report, and recommends as follows:

Committee Recommendation

- (1) *That the following names of the RAV Line stations in Richmond (as amended by the Committee) be forwarded to RAV Project Management Ltd. for incorporation into the project:*

Station Location	Recommended Station Name
<i>River Road & No. 3 Road</i>	<i>Bridgeport</i>
<i>Capstan Way & No. 3 Road</i>	<i>Capstan</i>
<i>Cambie Road & No. 3 Road</i>	<i>Cambie</i>
<i>Lansdowne Road & No. 3 Road</i>	<i>Lansdowne *</i>
<i>Saba Road & No. 3 Road</i>	<i>Brighouse</i>

** - subject to current station location being moved 150m south.*

- (2) *That if the station currently proposed at Alderbridge Way and No. 3 Road is not shifted south closer to Lansdowne Road, as proposed by staff, that the name “Alderbridge” be retained for this station.*
- (3) *That RAVCO and TransLink be advised that Richmond City Council is opposed to the use of sponsorship and commercial names being selected for Richmond station names.*
- (4) *That City staff contact RAVCO, TransLink and the YVR regarding the City having input into the naming of the YVR stations.*

Mayor Malcolm D. Brodie, Chair
General Purposes Committee

Attach.

VARIANCE

Please note that staff recommended the following in Part (1) for the Saba Road & No. 3 Road station – “Richmond City Centre”; and that Committee added Parts (3) and (4).

Staff Report

Origin

RAV Project Management Ltd. (RAVCO) has recently advised the City that there is a limited opportunity to review and possibly change the names of the RAV Line stations in Richmond, if desired. This report presents RAVCO's current station names and a list of recommended and alternative station names for Council's consideration.

Analysis

1. Opportunity to Change RAV Line Station Names

RAVCO advises that it will give serious consideration to the City's preferences for the RAV Line station names in Richmond. The City is requested to forward its preferences to RAVCO preferably by June 30, 2005 and no later than the July 31, 2005 in order for RAVCO to receive the request prior to Financial Close, at which time a number of legal agreements pertaining to the project will be executed.

Any proposed changes by the City to station names made after July 31, 2005 would incur significant costs to the City, due primarily to the requirement to make changes to numerous control documents (e.g., computer programs, regulations). As an example, the cost to change a Millennium Line station name after preliminary design had commenced was estimated at \$1 million.

2. Short Decision Time

Given the short timeline available to inform RAVCO of the City's preferences for the RAV Line station names, it is not feasible to conduct public consultation regarding potential station names. However, it can be noted that the possible names presented are accepted and recognized Richmond names and heritage themes.

3. Criteria for Station Names

At the Council Visioning Workshop for the No. 3 Road Corridor held April 15, 2005, comments were made regarding the station names. Specifically, it was suggested that station names could reflect local history and/or the surrounding locale (e.g., "Brighthouse" was suggested as a potential name for the south terminus station).

RAV stations names should first promote ridership.

The following guidelines can be used to select RAV station names:

- *Wayfinding*: station names serve to orient people and help them find their way quickly and easily in the built environment.
- *Heritage/Historic*: station names reflect local landmarks, historic areas and/or heritage sites;
- *Sponsorship*: naming rights for a station are awarded to a third party that would use the name to promote brand awareness and market share, and to generate revenue.

The sponsorship of station names is not recommended for the following reasons:

- the station name may not adequately contribute to wayfinding and ridership, particularly if the sponsor is corporation or business interest not situated near the RAV Line;
- research indicates that there are few examples of the sale of naming rights for transportation projects in general or rapid transit stations in particular, which suggests that Richmond could expect limited corporate interest and thus a low value for the naming rights;
- the corporate naming of a public transit facility may not be supported by the community;
- the short timeline available to inform RAVCO of the City’s preferences for the RAV Line station names in Richmond is not sufficient to adequately pursue station sponsorship; and
- the revenues generated by sponsorship may:
 - not be adequate to cover the costs of making a station name change if the change occurs after July 31, 2005; and
 - flow to RAVCO, not the City.

Staff propose that wayfinding and heritage/historic names be the most important criteria in determining a station name, as the RAV Line is:

- a regional transportation system that should be easy to use and understand for all passengers, whether they are local residents or tourists; and
- a significant Richmond landmark that denotes a new era in the community’s history.

4. Recommended Station Names

The table below identifies recommended and alternative RAV station names.

Option 1 Names – Recommended - generally reference the common area name (such as Bridgeport, Richmond City Centre), or the cross-street with No. 3 Road at the station’s location (such as Capstan, Cambie, Lansdowne). This naming convention is generally consistent with RAV Line station names on the Vancouver segment and with those of the Expo and Millennium Lines.

Options 2 and 3 identify alternative RAV station names for Council’s consideration.

RAVCO’s Proposed Station Name	Option 1 (Recommended) Wayfinding & Heritage	Option 2 Symbolic/Heritage	Option #3 An example of a Family of Names
Bridgeport	Bridgeport	Richmond Gateway Richmond North	River Road (at No. 3 Rd)
Capstan	Capstan		Capstan Way (at No. 3 Rd)
Cambie	Cambie	Aberdeen Golden Village	Cambie Road (at No. 3 Rd)
Alderbridge	Lansdowne (1)	Richmond Olympic (2)	Lansdowne Road (at No. 3 Rd)
Richmond City Centre	Richmond City Centre	Brighthouse	

(1) Subject to current station location being moved south.

(2) Subject to receipt of permission to use “Olympic” name from IOC. This would take some time to negotiate.

Four of the five recommended station names also allude to historical and heritage aspects of Richmond, specifically:

- *Bridgeport*: one of the first settled communities in Richmond, along with Eburne, Steveston, South Arm, and East Richmond. The two bridges connecting Lulu and Sea Islands to the mainland (Marpole) built in 1899 in this area were the main motivating factor in using “Bridgeport” for naming the street, the former interurban station in the area and the former school (built in 1908) at Bridgeport Road and Sexsmith Road.
- *Capstan*: name of a mechanical device used chiefly on board ships or in shipyards for moving heavy weights by means of ropes, cables or chains. This name references the marinas located on the Middle Arm of the Fraser River as well as the marine industrial works prevalent in the vicinity of Capstan Way and River Road. Planned development of a higher density mixed-use neighbourhood in this area is expected to adopt the Capstan name unless an alternative name is adopted for the future RAV Line station.
- *Cambie*: the street, the school and the former interurban station are named after Henry James Cambie, an engineer with the Canadian Pacific Railway who surveyed and built roads in both Richmond and Vancouver.
- *Lansdowne*: name of a horse racing track located in the vicinity of No. 3 Road and Lansdowne Road that was in operation from 1924 to 1968. The track was named after a former Governor-General of Canada who had visited BC in 1895 and was later adopted by the shopping centre that replaced the track (i.e., Lansdowne Park Shopping Centre).
- *Brighouse*: Sam Brighouse settled in Richmond in 1864 and with William Scratchley established “Brighouse Estates”, a 697 acre parcel. In 1880, Sam Brighouse sold 5 acres of his land, at the corner of No. 3 Road and Granville Avenue, to the municipality for a town hall. Later, additional portions of Brighouse Estates were sold to the City to become Brighouse Industrial Estates and part of Minoru Park. *Source: Richmond Heritage Inventory, City Of Richmond, January 2004.*

5. The Proposed “Lansdowne Station” (Currently Alderbridge)

The recommended station names are the same as the current station names determined by RAVCO with the exception of Alderbridge, which staff recommend be renamed Lansdowne. The current alignment has Alderbridge Station located on the east side of No. 3 Road between Alderbridge Way and the entrance to Lansdowne Park Shopping Centre.

Staff have requested that RAVCO and InTransitBC investigate shifting this station by approximately 150 meters south to between the entrance to Lansdowne Park Shopping Centre and Lansdowne Road in order to create a stronger connection to Lansdowne Road, which is planned to become a major pedestrian greenway and vehicle link between the Olympic Oval, the DFO lands and the RAV Line. Should this shift occur, the station would be more appropriately named as Lansdowne (which will be the closest cross-street) rather than Alderbridge.

Financial Impact

None to the City at this time. Should Council wish to change a Richmond RAV Line station name from that of the current official list, the change can be made at no cost to the project provided that Council advises RAVCO by June 30, 2005 and no later than July 31, 2005.

A station name change made after July 31, 2005 will likely incur significant costs to the City and project that are estimated at up to \$1 million.

Conclusion

RAVCO has advised that there is a time-limited opportunity for the City to request changes to the RAVCO's proposed RAV Line station names in Richmond.

Staff propose that Council forward the recommended list of RAV station names to RAVCO before July 31, 2005 for incorporation into the project.



(for)
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(4035)

JC:jc