



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

Date: January 27, 2014

From: Cathryn Volkering Carlile
General Manager - Community Services

File: 06-2052-25-FCC1/Vol
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Re: **Naming of Community Centre - 5900 Minoru Boulevard**

Staff Recommendation

That the City's Community Centre being constructed at 5900 Minoru Boulevard be named City Centre Community Centre.

Serena Lusk
Senior Manager, Recreation and Sport Services
(604-276-4068)

REPORT CONCURRENCE	
CONCURRENCE OF GENERAL MANAGER	
 FOR C. CARLILE	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS:
APPROVED BY CAO 	

Staff Report

Origin

On July 25, 2011, City Council approved the development permit for phase 2 of the “Quintet Development” the portion of the development that includes both the Community Centre and Trinity Western University.

On February 28, 2012, City Council endorsed the building program for the Community Centre, which includes a large fitness studio and change rooms, multipurpose program spaces, aerobic and dance studio, music rooms, arts space, and meeting rooms. The facility also has a community living room and large lobby spaces that will allow people to gather informally, connect and engage with others in a safe and welcoming environment.

The purpose of this report is to recommend the adoption of a name for the Community Centre.

This report supports Council term goal and priority:

- 4.1 Development and implementation of a comprehensive facility development plan for current and future needs that:...responds to the City Centre facility needs to address the growing population.....

Analysis

The base building, which includes the Community Centre is now under construction and staff is working with the architects to complete the final design details for the Community Centre. While construction of the Community Centre will not start until the Fall of 2014, branding of the facility including the development of signage has started.

Staff are recommending that the facility be called the City Centre Community Centre, which is in keeping with Council Policy No. 2016, Naming of Public Buildings – Parks or Places which permits the naming of public buildings to include:

“a program, activity or symbol is pertinent to the life of the City specific to the location and may be used to effectively promote and market the program or activity both within and outside the community.”

This name fits this requirement and is consistent with the naming of the other community centres in Richmond, which are named for both the area within which they are located, and the function that they perform in the community, i.e., Thompson Community Centre. Other names were considered, however keeping a consistent naming practice with the other community centres, and creating a link to the Association who will partner with the City on the facility’s operation were considered to be a priority.

The City Centre Community Association is also in support of this recommendation.

Financial Impact

There is no financial impact as a result of selecting a name for this City facility.

Conclusion

Staff are recommending that the community centre at 5900 Minoru Boulevard be named the City Centre Community Centre.

A handwritten signature in black ink that reads "BAyers." The signature is written in a cursive, slightly slanted style.

Elizabeth Ayers
Manager, Community Recreation Services
(604-247-4669)