



# City of Richmond

## Report to Committee

**To:** Planning Committee **Date:** February 11, 2019  
**From:** Kim Somerville **File:** 07-3070-01/2019-Vol  
 Manager, Community Social Development 01  
**Re:** **Naming of Child Care Facility, 10311 River Drive**

### Staff Recommendation

That the City's child care facility being constructed at 10311 River Drive (Northview Estates/Parc Riviera) be named River Run Early Care and Learning Centre, as outlined in the report titled "Naming of Child Care Facility, 10311 River Drive," dated February 11, 2019, from the Manager of Community Social Development, be approved.

Kim Somerville  
 Manager, Community Social Development  
 (604-247-4671)

Att. 1

<b>REPORT CONCURRENCE</b>	
<b>CONCURRENCE OF GENERAL MANAGER</b>	
<b>REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE</b>	<b>INITIALS:</b>
<b>APPROVED BY CAO</b>	

## Staff Report

### Origin

The future City-owned child care facility under construction by Western-Citimark River Front Townhouse Project Ltd. (“Western-Citimark”) is part of the Northview Estates (Parc Riviera) townhouse development located in the Bridgeport area at 10311 River Drive. The provision of this community amenity was secured through the original rezoning application (RZ 07-380169); with the construction of the child care facility being authorized as part of a development permit (DP16-721500). A no build covenant (BB4018181) and child care construction agreement (CA6783406 and CA6783413) are registered on Title.

The development is comprised of approximately 86 townhouse units and a two-storey, mixed use building including the child care and resident indoor and outdoor amenity space. The child care facility has been designed to accommodate 61–81 children in various licensed child care programs with the final number of licensed spaces to be confirmed by the Operator in consultation with the City and Vancouver Coastal Health Community Care Facilities Licensing. The types of child care programs to be provided include: Group Child Care Under 36 Months, Group Child Care 30 Months to School Age, and Preschool and/or School Age Care.

On November 13, 2018, the Atira Women’s Resource Society was approved by City Council to be the future operator of the child care facility. Construction of the facility is now underway and it is currently anticipated to be completed in the Fall of 2019, although timing is dependent upon a number of factors, including the final timeline for construction. Once the facility is completed it will be conveyed by Western-Citimark to the City in the form of a strata unit. As the facility will be a City asset, it will require a name in keeping with the City Policy 2016: Naming Public Buildings – Parks or Places.

This report supports the City’s Social Development Strategy 2013–2022, Strategic Direction 4 Action 10:

*Support the establishment of high quality, safe child care services in Richmond through such means as: 10.3 Securing City-owned child care facilities from private developers through the rezoning process for lease at nominal rates to non-profit providers.*

This report also supports the 2017–2022 Richmond Child Care Needs Assessment and Strategy, Strategic Direction 2. Action 7:

*Continue to secure community amenity contributions through rezoning processes, focusing on the creation of early childhood development hubs.*

### Analysis

#### Naming Options for the Child Care Facility

During the planning and development of the child care amenity it has been informally referred to as the Northview Estates/Parc Riviera child care. As the child care facility is due to be substantially completed in 2019, staff are proposing that a different name be chosen to give the facility its own identity as a civic building.

Staff have consulted with both the future operator and the developer and considered the following questions to help narrow the name selection to three options:

- 1) Will the name have historical or current relevance to the site?
- 2) Will it distinguish the child care facility from others in the Lower Mainland?
- 3) Will the name resonate with Bridgeport Planning Area residents?

The three suggested options for naming consideration are derived from the child care facility's proximity to the Fraser River.

1. River Run Early Care and Learning Centre – Recommended

The Fraser River is the longest river within British Columbia and the middle arm is located to the north of the Northview Estates child care facility. The run of the river describes the flow of the river without any human interference. The name "River Run" signifies the close proximity to the Fraser River, and is recommended.

2. Dragonfly Early Care and Learning Centre – Not Recommended

The dragonfly is a significant species in Richmond with a variety of species found along freshwater communities in British Columbia. While this name is unique from other child care facilities, it does not strongly relate to the specific location of Northview Estates.

3. Firefly Early Care and Learning Centre – Not Recommended

The firefly is an insect known for its ability to glow at night. They are declining in numbers with only small colonies found on the South Coast of British Columbia. While this name is unique from other child care facilities, it does not strongly relate to the specific location of Northview Estates.

The name recommendation put forward in the report is in keeping with the City Policy 2016: Naming Public Buildings – Parks and Places (Attachment 1).

**Financial Impact**

None.

**Conclusion**

The City continues to support accessible and affordable child care spaces through obtaining child care amenities. This new child care facility will provide 61–81 child care spaces to families in the community. Staff are recommending that the child care facility currently under construction at 10311 River Drive be named the River Run Early Care and Learning Centre.



Chris Duggan  
Program Manager, Child Care  
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Page 1 of 2	<b>Naming Public Buildings – Parks or Places</b>	<b>Policy 2016</b>
Adopted by Council: May 12, 1997		

**POLICY 2016:**

It is Council policy that:

The naming of public buildings, parks or places within the City shall be undertaken to:

1. Honour or memorialize individuals, corporations, events, and places that have attained achievements of extraordinary and lasting distinction and contribution to the City, or
2. Pay tribute to an association with an activity or program which is specific to the use of the public building, park, or place.

In all cases, staff will review the proposals/submissions based on the following "Guidelines for Naming", prior to making a recommendation to City Council. The final decision rests with City Council by means of a resolution adopted by majority vote of Council. In the absence of a clear direction or decision from staff, the final decision will be made by Council.

After the final decision on the naming of public facilities, parks and spaces has been made, the City Clerk shall notify all parties affected by, or interested in, such new public buildings, parks or places.



### GUIDELINES FOR NAMING

1. Proposals/submissions for naming a public building, park or place may be received from the public (including residents, community associations and organizations), staff, and corporations.
2. A proposal for naming a public building, park or place in honour of a person who has rendered outstanding service to the City, will be considered. Names of living individuals may be considered, but the use of individual names should be minimized.
3. A proposal for naming a public building, park or place, other than in honour of an individual, will be considered if:
  - an organization has had historical and exceptional ties to the City.
  - an event or date is significant in the City's history.
  - a place has significant meaning for, or ties to, the City.
  - 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.
4. In a proposal for naming "joint sites" between the City and School District, the park and school names should coincide through consultation between the two organizations.
5. A proposal for naming "parks and open spaces" may consider the name of the abutting road. Similarly, a public building accommodated on a park, the park name, or the building, should relate to each other.
6. A proposal for naming a "character area" such as a neighbourhood and/or open space should be designated by names linking persons, events, places or activities with appropriate references to location and activities to be conducted on the site or land form.
7. A proposal for naming a public building or park in recognition of a corporation which has made a significant gift or contribution to the City may be considered.
8. A named facility will retain that name as long as it exists. However, if a name is designated for a facility associated with a specific program or activity and that activity is subsequently changed, the name may be applied to a similarly-used facility, if possible, and if not, to another facility.