




To: Richmond City Council
From: Jean Lamontagne
Director of Development

Date: December 13, 2006
File: 10-6360-05-01/2006-Vol
01


Re: Road Naming

Staff Recommendation

1. That the name River Road continues to be used on an interim basis for the new road connecting River Road (west of No. 2 Road) to Hollybridge Way.


 Jean Lamontagne
 Director of Development

VK:blg
 Att.

FOR ORIGINATING DEPARTMENT USE ONLY		
CONCURRENCE OF GENERAL MANAGER		
		
REVIEWED BY TAG	YES <input checked="" type="checkbox"/> GJ	NO <input type="checkbox"/>
REVIEWED BY CAO	YES <input checked="" type="checkbox"/> AD	NO <input type="checkbox"/>

Staff Report

Origin

With the imminent re-opening of the section of River Road that has been relocated fronting the Richmond Olympic Oval between No.2 Road and Hollybridge Way, it is appropriate to ensure the public know that the road is a similar route. The City purchased the CP Rail alignment to build a road parallel to River road from No. 2 Road as far as Capstan Way. Once that road is extended past Hollybridge Way it would require a different name.

Findings Of Fact

Council has a Road Naming Policy, which permits a wide range of naming options, including names from the Potential Road Name List, names with local significance and theme names. As this new proposed road is of high significance, the City should carefully consider it's naming.

Analysis

Interim Road Name

The new road connecting River Road (west of No. 2 Road) to Hollybridge Way and fronting the Richmond Oval site will be opened at the end of January, 2007. As there is only one building on that site, staff recommend the use of the name River Road on an interim basis until a permanent name is adopted by Council.

Richmond Oval Sponsorship Initiatives

The City is in the process of evaluating potential sponsorship opportunities for the Richmond Oval. The opportunity for title and naming sponsorship may include the ability to name surrounding roads, infrastructure and signage. Road naming opportunities have significant value in naming and sponsorship based on road visibility and permanency, and can add tremendous value to a bundled package for a primary sponsor, which could bring sizeable resources to the project.

Should a sponsorship package come forward that includes a road-naming component, it would need to be carefully evaluated to ensure the appropriate complementary partner is identified and that the sponsorship partner adds credibility and value to the Oval neighbourhood and City as a whole. Staff will provide Council with information on potential sponsorship partners once this information is available.

Road Naming Options

The other options include names from the Potential Road Name List, names with local significance and theme names.

Upon completion of the Oval Neighbourhood Request For Proposals and Richmond Oval Sponsorship Initiatives, staff will bring forward future recommendations on a road name for this section of new road in accordance with Council Policy.

Financial Impact

None.

Conclusion

That Council direct staff to approve the use of the name River Road connecting River Road (west of No. 2 Road) to Hollybridge Way on an interim basis and that staff bring forward recommendations on a permanent name for the new road between No. 2 Road and Capstan Way, upon completion of the Oval Neighbourhood Request For Proposals and Sponsorship Initiatives related to the Richmond Oval.

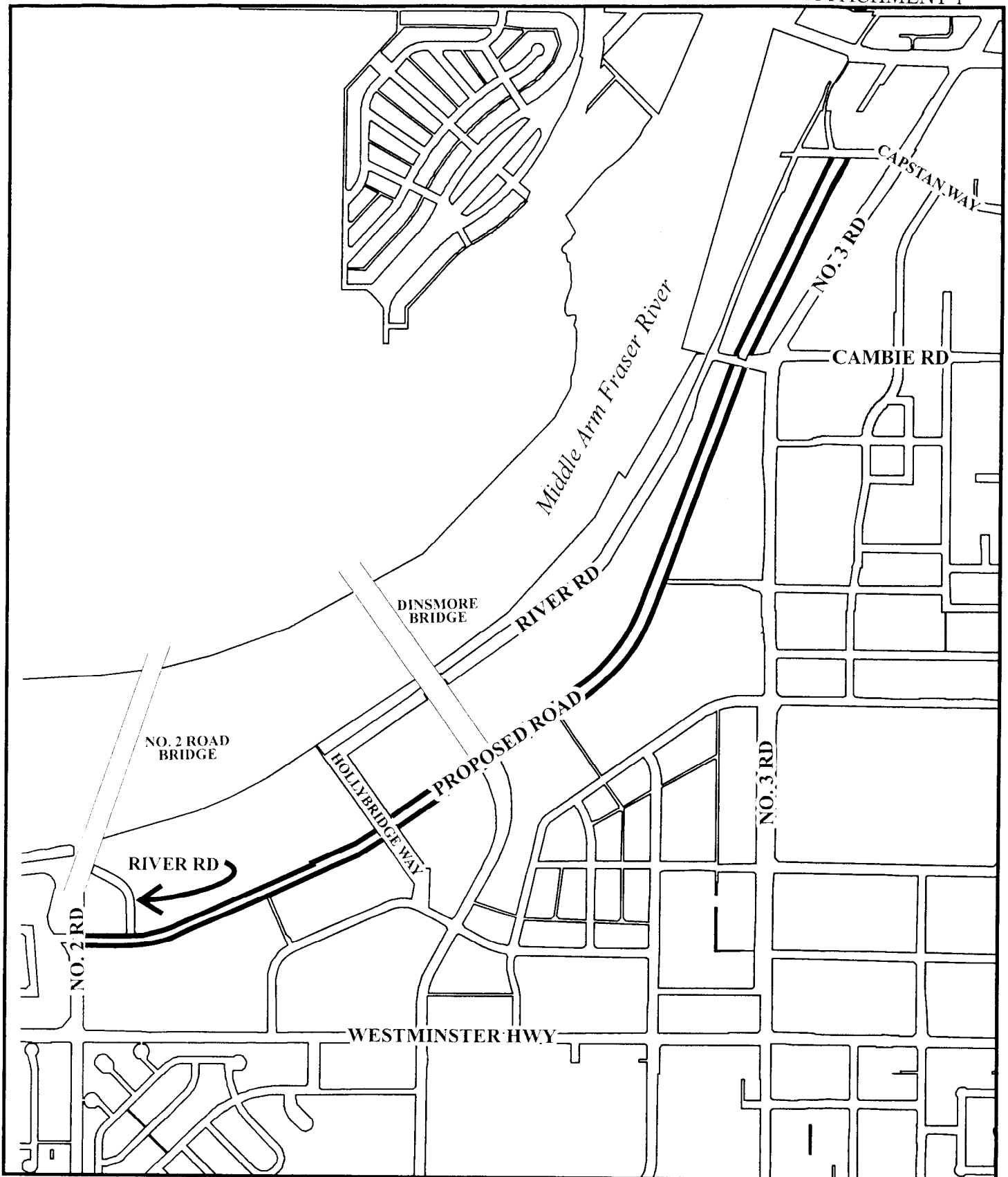


Val Klunder
Property Records Clerk
(Local 4314)



Scott Groves, P.Eng.
Engineer, Major Projects
(Local 4179)

VK:blg



Road Name Map Section 6-4-6

Original Date: 10/02/06

Amended Date:

Note: Dimensions are in METRES