



To: Planning Committee

Date: March 28, 2006

From: Greg Scott, P. Eng., LEED A.P.
Director, Major Projects

File: 10-6520-02-01/2006-Vol
01

Re: Canada Line - Cambie Station Renaming

Staff Recommendation

That Council consider the change of the Cambie Station name to either:

- International Station; or
- Riverside Station

Greg Scott, P. Eng., LEED A.P.
Director, Major Projects
(4372)

FOR ORIGINATING DIVISION USE ONLY					
ROUTED TO:		CONCURRENCE			
Policy Planning	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>	
Transportation	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>	
REVIEWED BY TAG		YES	NO	REVIEWED BY CAO	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>

Staff Report

Origin

Canada Line Project Management Ltd. (CLCO) has advised the City that they will be making recommendations to the GVTA regarding station naming. They completed a Naming Study and have identified some concerns with “Cambie” station name. The Naming Study concluded that civic naming (based on community and civic features and terminology) is preferable to geographic naming (based on street names and intersections). The three reasons why they recommend that Richmond and GVTA look at alternate names for the Cambie station are:

1. Avoids any competition and confusion for naming between Vancouver and Richmond.
2. Cambie Rd. does not represent the local community other than its role as a street name. Telephone listing searches reveal that virtually all businesses and organisations that use the name are located in Vancouver and not Richmond.
3. An opportunity for Richmond to choose a name which is unique and distinctive of the City and that particular local community.

Analysis

The Naming Study has provided some alternate names from various sources for the City’s consideration as follows:

- International Station – Provides a balance of Asian-Pacific community and reflects the character zone. An opportunity to celebrate and market the international character of Richmond.
- Riverside Station – This station is the closest proximity to the riverfront and best reflects the historical character of Richmond. The ‘Riverside’ was the name used for a station on the old BC Electric Line in Richmond. However, the name does not reflect or celebrate the ethnic diversity of the community. This name was most favoured by all the staff consulted.
- Aberdeen Station – This is not recommended from the Naming Study as to avoid commercial naming. In addition, City Council was “opposed to use of sponsorship and commercial names being selected for Richmond station names” previously presented to Council on July 11th, 2005. However, Aberdeen Mall has been a strong supporter in improvements in the area and will likely advocate for this name. Aberdeen can be justified in that it is currently the name of the planning sub-area of the City Centre.
- Golden Village Station or Golden Plaza Station – Previously considered by the City and addresses the area’s Asian character. However, it is recommended to change ‘Village’ as it gives a “traditional and small” connotation in Chinese Culture. This may not be supported by some people as it speaks primarily to a segment of the Chinese community and not a wider Asian-Pacific community.
- Asia Pacific Station – Provides a balance of Asian-Pacific community.

March 28, 2006

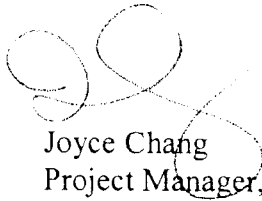
- 3 -

Financial Impact

No financial impact to the City anticipated.

Conclusion

Following consultation with a number of other staff in different departments, the recommended name for Cambie Station is either International Station or Riverside Station. Richmond needs to state our preference for a station name to CLCO by end of April 2006 when recommendations will be made to Greater Vancouver Transit Authority.



Joyce Chang
Project Manager, Major Projects Team
(4681)

JC:jc