



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee
From: Marie Fenwick
Director, Arts, Culture and Heritage Services
Date: April 12, 2021
File: 06-2050-20-MP/2021-Vol 01
Re: Renaming of Minoru Place Activity Centre – 7660 Minoru Gate

Staff Recommendation

That the Minoru Place Activity Centre at 7660 Minoru Gate, currently awaiting renovation for conversion to a Community Arts Education and Program Space, be renamed Richmond Cultural Centre Annex as presented in the report titled “Renaming of Minoru Place Activity Centre – 7660 Minoru Gate,” dated April 12, 2021, from the Director, Arts, Culture and Heritage Services.

CM Fenwick

Marie Fenwick
Director, Arts, Culture and Heritage Services
(604-276-4288)

Att. 1

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Parks Services Facility Services & Project Development	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<i>Sevenson</i>
SENIOR STAFF REPORT REVIEW	INITIALS: <i>MF</i>	APPROVED BY CAO <i>[Signature]</i>

Staff Report

On November 13, 2018, Council approved Community Arts Education and Program Space as the preferred program for the building formerly known as the Minoru Place Activity Centre. Tendering for this project is anticipated to occur in 2021 with completion by late summer 2022, subject to an announcement by this summer of the City's grant application status under the Investing in Canada Infrastructure Program.

The purpose of this report is to recommend the adoption of a name for the repurposed facility.

This report supports Council's Strategic Plan 2018-2022 Strategy #3 One Community Together:

Vibrant and diverse arts and cultural activities and opportunities for community engagement and connection.

3.1 Foster community resiliency, neighbourhood identity, sense of belonging, and intercultural harmony.

3.2 Enhance arts and cultural programs and activities.

This report supports Council's Strategic Plan 2018-2022 Strategy #4 An Active and Thriving Richmond:

An active and thriving community characterized by diverse social and wellness programs, services and spaces that foster health and well-being for all.

4.2 Ensure infrastructure meets changing community needs, current trends and best practices.

Analysis

Background

Located directly across from the Richmond Cultural Centre/Richmond Public Library in Minoru Park, the converted facility will include an array of cultural programs including two Dance/Performing Arts Studios, Museum Program/Multi-purpose Room, Workshop/Multi-purpose Room, Pottery Studio, Media Arts Studio, Arts Studio/Multi-purpose Room, Flex-Lobby Space featuring Exhibition Space for local artists and Reception/Administration Spaces.

This facility will add vitality to the Arts and Culture District proposed in the Minoru Park Vision Plan. In function, it will be operated as an extension of the public programs currently offered in the Richmond Cultural Centre, offering additional and/or enhanced arts and cultural activities, particularly by the Richmond Arts Centre, Richmond Museum and Richmond Media Lab. As well, the facility will be operated and managed by the same staff team that operates the Richmond Cultural Centre.

Policy

Council Policy 2016, Naming of Public Building – Parks or Places (Attachment 1) states that a proposal for naming a public building, park or place, will be considered if:

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.

Naming Considerations

In identifying potential names of the facility, consideration was given to:

- the program for the facility which is an extension of that offered in the Richmond Cultural Centre;
- the facility's close proximity to the Richmond Cultural Centre;
- fit with the names of other facilities within the park and the City of Richmond;
- flexibility in relation to the variety of arts, culture and heritage activities that will take place within the facility; and
- compliance with the Council Policy 2016.

Naming Options

To address the above naming considerations, the following are options for consideration:

- Richmond Cultural Centre Annex (Recommended),
- Richmond Cultural Continuum: and
- The Culture Lodge.

Option 1 - Richmond Cultural Centre Annex (Recommended)

Staff recommend that the building formerly known as the Minoru Place Activity Centre be renamed as Richmond Cultural Centre Annex.

The recommended name responds to the naming considerations, reflects that the program is an extension of the services offered in the existing Cultural Centre and is the name that staff are already using internally for pre-conversion facility planning. Annex is also an accurate and literal description of the facility, which is "a building that is attached to or near a larger building and usually used as part of it" (Merriam-Webster).

While there is another nearby "Annex" (City Hall Annex), this facility is used predominantly by City staff. For the general public that would typically use the Richmond Cultural Centre Annex, the name is unlikely to present confusion.

Option 2 - Richmond Cultural Continuum

This name responds to the naming considerations and reflects that the program is an extension of the services offered in the existing Cultural Centre.

It is also a play on the title of the large-scale mural that encircles the Richmond Cultural Centre: *Continuum* by Richard Tetrault and Jerry Whitehead. Upon completion of the renovations, a linear mural will be added along the top of the newly converted building's façade in order to visually connect it to the existing Cultural Centre.

The disadvantage of this name and the reason it is not recommended is that it is not in keeping with the typical naming conventions in the City and it may be considered to be too abstract.

Option 3 – The Culture Lodge

This name responds to the naming considerations and reflects that the program is an extension of the services offered in the existing Cultural Centre. It is a good-natured reference to the relatively smaller scale of this wooden building, located in a treed area of Minoru Park, suggesting, as well, a place for gathering.

The disadvantage of this name, and the reason it is not recommended, is that the word “lodge” has longstanding connotations that do not fit with the building's function, such as Indigenous healing lodges and as a meeting place for organizations such as the Freemasons.

Financial Impact

None.

Conclusion

Staff are recommending that the former Minoru Place Activity Centre at 7660 Minoru Gate be renamed Richmond Cultural Centre Annex.



Liesl Jauk
Manager Arts Services
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Att. 1: Policy 2016 – Naming Public Buildings – Parks or Places



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.