



To: Planning Committee **Date:** December 10, 2013
From: Cathryn Volkering Carlile **File:** 07-3070-20-001/2013-
Vol 01
 General Manager, Community Services
Re: **Naming of Child Care Facility - 23591 Westminster Highway**

Staff Recommendation

That the City's child care facility being constructed at 23591 Westminster Highway be named the Cranberry Children's Centre.

Cathryn Volkering Carlile
General Manager, Community Services
(604-276-4068)

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

Staff Report

Origin

On December 22, 2009, Council approved the Richmond Zoning Bylaw 8500, Amendment Bylaw 8557 rezoning for a Bus Operations and Maintenance Facility being developed by Translink at Westminster Highway and Boundary (RZ 09-484669 adopted November 8, 2010). As part of the rezoning agreement, the City accepted 2.43 acre land parcel, plus financial contributions of \$1,770,000 for community amenities and \$50,000 for trail development.

On June 22, 2010, Council endorsed the use of the funds for the establishment of a 33 space, 3,400 sq. ft. City-owned child care facility. Council selected the Society of Richmond Children's Centres (SRCC) to be the facility operator as of December 19, 2011. Subsequently, on November 26, 2012, the land was rezoned to accommodate the child care facility (RZ 09-484669). With Council's approval on July 22, 2013, the project was revised from a modular building to wood frame construction.

Analysis

The child care facility is now under construction. The project is due to be completed by the summer of 2014. During the planning and development stage, the facility has been informally referred to as the Hamilton child care facility. Staff are proposing that a different name be chosen to distinguish it from the Hamilton Community Centre (HCC).

With the help of the City's archivist, a selection of potential names was compiled using references such as: "Volume 3 Richmond Neighbourhood Series – The Country: Richmond's Eastern Neighbourhoods", maps of the Hamilton area from the 1930s, previous property ownership records, and Joseph Trutch's 1859 field survey notes. Historically, the site was covered in wild cranberries, swamp cranberries, prairie grass, pine brush, crab apples, rose bushes, spruce, alder, birch, aspen and cedar. Landscape features close to the site include the north arm of the Fraser River, Tree Island and Queen's Canal. Presently, the dominant tree on the site today is cottonwood.

Based on a review of historical references, along with suggestions solicited from the Society for Richmond Children's Centres and the Hamilton Community Centre Association, three options were identified:

- Option 1: Cottonwood Children's Centre, a name derived from the dominant tree currently growing on the site;
- Option 2: Cranberry Children's Centre, a name generated from the plants listed in the 1859 field survey notes for the site; and
- Option 3: Fraser River Children's Centre, a name developed to reference the facility's proximity to the river and its historical significance to the Hamilton settlement.

Staff considered the following questions to help narrow the name selection to one recommendation: 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 Hamilton residents?

The Cottonwood Children's Centre option draws upon the tree that is most prevalent on the site. However, this tree variety is not endemic to the Hamilton area. It is not a tree variety that Hamilton residents readily identify as an important species that defines the area. Also, further confusion could result, as a similar name is currently used for the Cottonwoods Child Care Centre in Maple Ridge.

The Fraser River, while important to the settlement of the Hamilton area, is not readily visible from the site. Technically, the facility is closer to the North Arm of the Fraser River. While it would be geographically specific to use Fraser River in the name, it could lead to confusion with an existing Fraser River Child Care Centre operating in Mission.

The Cranberry Children's Centre option is based on a native plant historically found both on the site and in Hamilton area. Joseph Trutch's 1859 survey notes both wild cranberries and swamp cranberries were present in the area. Cranberries have been an important commercial influence in the Hamilton area going back to the days when the First Nations traded them with the Hudson's Bay Company. There is also a link to the area's namesake, Alexander Hamilton, who was a berry farmer. There is no other child care centre located in the Lower Mainland that uses this name.

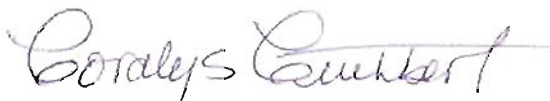
The name recommendation put forward in the report is in keeping with the City's Naming Public Buildings – Parks and Places Policy 2016.

Financial Impact

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

Conclusion

Staff are recommending that the child care facility currently under construction at 23591 Westminster Highway be named the Cranberry Children's Centre.



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