



City of Richmond

Report to Committee

To: General Purposes Committee
From: Lloyd Bie, P.Eng.
Director, Transportation
Re: Memorial Road Name Sign Program

Date: September 24, 2025
File: 10-6500-01/2025-Vol
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Staff Recommendation

That the implementation of the poppy-emblem on Francis Road, as described in the report titled "Memorial Road Name Sign Program", dated September 24, 2025, from the Director, Transportation be approved.

Lloyd Bie, P.Eng.
Director, Transportation
(604-276-4131)

REPORT CONCURRENCE		
ROUTED TO: City Clerks Office	CONCURRENCE ☒	CONCURRENCE OF GENERAL MANAGER
SENIOR STAFF REPORT REVIEW	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

The City has received a request for the addition of a poppy-emblem on Francis Road. As this request requires a change to the City's existing Memorial Road Name Sign Program, staff are seeking Council direction regarding this request.

This report supports Council's Strategic Plan 2022-2026 Focus Area #6 A Vibrant, Resilient and Active Community:

Vibrant, resilient and active communities supported by a wide variety of opportunities to get involved, build relationships and access resources.

Background

In 2015, the Friends of the Richmond Archives requested that the City of Richmond consider adding a poppy emblem to the existing streets named after local soldiers who lost their lives in military service.

In response, City Council endorsed the creation of Richmond's Memorial Road Name Sign Program in 2016. The program currently includes 55 existing roads that have poppy-adorned street name signs.

Analysis

The Memorial Road Name Sign Program (Figure 1) currently includes Richmond residents who:

- Lost their lives in World War I and World War II;
- Names were inscribed on the Richmond Cenotaph; and
- Have a road named after them.



Figure 1: Example of Existing Memorial Street Name Sign

Research on Francis Road suggests that Warrant Officer Robert Lewis Francis who is named on the Cenotaph is the son of the family that Francis Road is named after.

There are another 11 names on the Cenotaph, who also have road names. Preliminary findings indicate that Francis Road is the only name that has direct family lineage between the name of the fallen soldier on the Cenotaph and the name of an existing road. Should further research identify any additional names associated with existing roads, staff will report back to Council with a recommendation for expansion of the Memorial Road Name Sign Program.

Proposed Memorial Road Name Sign for Francis Road

Staff recommend adding a poppy on Francis Road. Approximately 30 street name signs along Francis Road will be replaced with the poppy-adorned street name signs. Staff anticipate implementing the new Francis Road memorial street name signs prior to Remembrance Day 2025.

Financial Impact

The estimated cost for the Francis Road memorial signs is \$6,000. This cost can be accommodated through the approved 2025 Arterial Road Improvement Program.

Conclusion

The installation of Memorial Road Name signs is an additional tribute to and legacy for those Richmond residents who have lost their life in military service. A request for a poppy-emblem on Francis Road has been received by the City. Warrant Officer Robert Lewis Francis is one of the names inscribed on the Cenotaph. As the research indicates a direct relation to the Francis family, staff recommend a poppy-emblem be added to the Francis Road street signs.

Additional research on the 11 remaining names on the Cenotaph that are also existing roads in Richmond will be undertaken. Any potential further expansion of the existing Memorial Road Name Program will be brought forward to Council for consideration.



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