



City of Richmond

Report to Committee

To: Public Works and Transportation Committee **Date:** March 24, 2016
From: Victor Wei, P. Eng.
 Director, Transportation **File:** 10-6450-06-04/2016-Vol 01
Re: **Memorial Street Name Signs in Richmond**

Staff Recommendation

That a proposed program to install memorial street name signs, as described in Option 2 in the staff report titled "Memorial Street Name Signs in Richmond" dated March 24, 2016 from the Director, Transportation, be considered as part of the 2017 Budget process.

Victor Wei, P. Eng.
 Director, Transportation
 (604-276-4131)

Att. 2

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Roads & Construction	<input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: DW	APPROVED BY CAO

Staff Report

Origin

In a letter dated December 14, 2015, the Friends of the Richmond Archives requested City Council to consider adding a poppy emblem to street name signs that are named after Richmond residents who have given their life in military service (Attachment 1). As this request would require a change to the City's standard design for a street name blade, staff are seeking Council direction with respect to the request.

This report supports Council's 2014-2018 Term Goal #2 A Vibrant, Active and Connected City:

Continue the development and implementation of an excellent and accessible system of programs, services, and public spaces that reflect Richmond's demographics, rich heritage, diverse needs, and unique opportunities, and that facilitate active, caring, and connected communities.

Analysis

Request from Friends of the Richmond Archives

As outlined in Attachment 1, the Friends of the Richmond Archives has an annual Remembrance Day exhibit at City Hall. In November 2015, the theme was "Memorial Roads in Our Community," which identified the roads in Richmond that are named after residents who died in military service. Based on the positive feedback from visitors to the exhibit who expressed that they were not aware of the history of the names, the group has requested that the City consider adding a poppy emblem to these street name signs similar to programs in other jurisdictions, both local and international.

Memorial Road Name Signage in Other Jurisdictions

Staff investigated the practices of the City of Toronto and the City of Vancouver; both have programs that allow for this type of application to street name signs.

- City of Toronto: Toronto City Council adopted a Street Naming Policy in June 2015. Part of that policy includes a component for ceremonial street naming that adds a secondary name to a street usually to honour an individual, event or organization that have made a significant positive contribution to the local community, the city or Canada. A ceremonial street name does not replace the legal street name and is symbolic only. The Policy also contains a component to recognize residents who have been killed in military service with the addition of a poppy emblem to the road name sign. Costs for the signage are dealt with on a case by case basis in a report to Council. The City of Toronto has received only positive feedback from area residents when the memorial road name signs are installed.
- City of Vancouver: The City of Vancouver Policy is similar to that of the City of Toronto and includes road name signage to reflect different geographical areas such as Chinatown and Gastown, or to recognize individuals, events or organizations that have made a significant contribution to the community, City of Vancouver, British Columbia or Canada.

The Policy also includes a section to recognize residents who have given their lives in military service (see Attachment 2 for a depiction on the poppy street name sign). These latter signs are permitted in two designated geographical areas: the streets bordering Victory Square and 15 streets within an area bounded by Grandview Highway, Rupert Street, Boundary Road, and East 22nd Avenue where the street is named after a person or a place that has had a role in a Canadian war. Costs for the signage are the responsibility of the applicant. The City of Vancouver has also received only positive feedback from area residents when the memorial road name signs are installed.

Proposed Memorial Road Name Signage Program for Richmond

Staff are supportive of the suggestion from the Friends of the Richmond Archives. Currently, only those residents who take the time to read the names on the Cenotaph, honouring those who have died in military service, make the connection between those names and the names of some of the roads in the city. The Cenotaph is one of only a few public places where people are remembered. As noted above, the Friends of the Richmond Archives annual exhibit in 2015 at City Hall at Remembrance Day received positive public feedback from visitors once they learned the history behind the names of some Richmond roads.

Friends of the Richmond Archives identified 54 existing roads named after residents who have lost their life in military service (see Appendix 2 of Attachment 1). The lengths of the roads identified varies, with some being short with only a few intersecting streets to other longer roads with many intersecting streets requiring a greater number of signs. It is estimated that 275 signs will be required to complete the changeover to Memorial Road Name Signs.

The manufacture of new road name signs to add a poppy decal would have no impact on the City of Richmond Road Naming Criteria as it would apply only to previously named roads.

The Public Works Sign Shop advises it is not possible to attach a poppy decal to existing road name sign blades as it would not adhere to the existing surface. Instead, each road name sign blade would need to be manufactured with the poppy decal on the sign face first layer, similar to the City of Vancouver design, at an estimated cost of \$150.00 per sign. Initial calculations for the manufacture and installation of all requested new road name sign blades are estimated to be \$45,000.

Given the greater than expected cost of replacing a large number of road name signs, staff propose two implementation options.

Option 1: Multi-Year Program

Under Option 1, the installation of the poppy street name signage would be phased over a five-year period beginning in 2017. A number of roads in a given geographic area that would require up to 60 signs in total would be selected each year for installation of the poppy signage with the intent of keeping costs at or near \$9,000 per year. The geographic area would be selected in the spring of each year in consultation with Friends of the Richmond Archives with installation being completed prior to Remembrance Day.

Option 2: One-Year Program (Recommended)

Under Option 2, an additional one-time expenditure request for \$45,000 would be made as part of the 2017 Operating Budget process, which is subject to Council approval, to allow all the replacement signs to be installed at one time in 2017.

Financial Impact

If Option 2 is approved as recommended, the estimated additional one time expenditure request would be \$45,000.00, as part of the 2017 Operating Budget Process, subject to Council approval. There will be no Ongoing Budget Impact as the proposed signs would be replacing road name signs already in place.

Conclusion

The installation of Memorial Road Name signs would be an additional tribute to and legacy for those Richmond residents who have lost their life in military service. These signs would be consistent with Council's goal to reflect the rich history and sacrifice made by Richmond residents.



Robert Gilchrist
Traffic Supervisor
(604-247-4697)

RG:rg

- Att. 1: Letter from Friends of the Richmond Archives
- 2: City of Vancouver Road Name Signage with Poppy

Friends of the Richmond Archives

c/o City of Richmond Archives, 7700 Minoru Gate, Richmond BC V6Y 1R9

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✓	DW		
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✓	ED	DB	

10-6360-05-01

December 14, 2015

Mayor and Council
City of Richmond
6911 No. 3 Road
Richmond, BC V6Y 2C1

Dear Mayor Brodie and Members of Council,

RE: Request to Consider Introducing Signage to Memorial Roads in Our Community

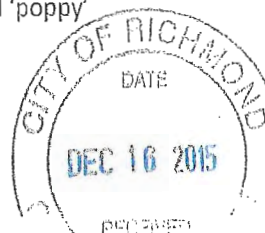
The Friends of the Richmond Archives was established in 1987 to support the work of the City of Richmond Archives and to promote the preservation and understanding of Richmond's history. In addition to supporting a unique publishing program for local Richmond history and carrying out a busy community exhibit program, the Friends also contribute funds for specialized archival equipment and projects at the City of Richmond Archives.

One of the community exhibit programs run by the Friends of the Richmond Archives is our annual Remembrance Day exhibit held at City Hall. This past Remembrance Day, our display was "Memorial Roads in Our Community". The research undertaken to create this display located 54 currently named streets named after fallen servicemen. We also located one name - Edgington - which originally had a street named Edgington Avenue in the Cora Brown subdivision on Sea Island, which is no longer in existence.

Our Remembrance Day exhibit was a great success, with visitors remarking how interesting it was to learn of the City of Richmond's street naming policy and the real history behind these street names. The vast majority of visitors had no idea these streets were named after people, let alone those that gave their lives during World War I and World War II. One of the outcomes of this exhibit is an idea put forward by School Trustee Ken Hamaguchi to commemorate these streets with a specially identified 'poppy' street sign.

Following our conversation with School Trustee Hamaguchi at our Remembrance Day exhibit, we researched the topic of memorial roads in communities with "poppy" signage. We found that cities across Canada, Europe and New Zealand have been instituting policies and programs for street naming and signage since the early 2000s. The City of Vancouver installed 'poppy' street signs around Victory Square for Remembrance Day 2009.

FILE COPY



Friends of the Richmond Archives

c/o City of Richmond Archives, 7700 Minoru Gate, Richmond BC V6Y 1R9

In Richmond we currently have 54 streets already named after fallen servicemen. We would like to propose that Council consider a project to create and install a specialized 'poppy' sign for these streets. The poppy has become the symbol of remembrance in Canada and around the world. This way, the citizens of Richmond will immediately know these streets are named to honour a specific fallen serviceman, thereby further memorializing those that gave their lives for this country and community.

Yours sincerely,



Barbara Williams, President
Friends of the Richmond Archives

cc School Trustee Ken Hamaguchi

Friends of the Richmond Archives

c/o City of Richmond Archives, 7700 Minoru Gate, Richmond BC V6Y 1R9

Appendix 1 – Photographs

Here is a selection of images of what the signs look like:



(City of Vancouver; source: <http://ow.ly/VLVRh>)



(City of Ottawa; source: <http://ow.ly/VLVbB>)

Friends of the Richmond Archives

c/o City of Richmond Archives, 7700 Minoru Gate, Richmond BC V6Y 1R9



(City of Toronto; source: <http://ow.ly/VLVmG>)



(Town of Richmond Hill; source: <http://ow.ly/VLVYW>)

Friends of the Richmond Archives

c/o City of Richmond Archives, 7700 Minoru Gate, Richmond BC V6Y 1R9

Appendix 2 – List of Street Names

Streets Named After Fallen Servicemen – From the book “We Will Remember Them: The Lives Behind the Richmond Cenotaph” by Mary Keen (published by the City of Richmond Archives, 1998):

1. Allison Court/Street
2. Bowcock Road
3. Carter Court/Drive
4. Chatterton Road
5. Cooper Road
6. Craig Road
7. Davies Court/Place
8. Dayton Road
9. Dixon Avenue
10. Dolphin Avenue
11. Donald Road
12. Edgington Avenue*
13. Fedoruk Road
14. Finlayson Drive
15. Forsyth Crescent
16. Gage Road
17. Gagnon Road
18. Gamba Drive
19. Gates Avenue
20. Gay Road
21. Gibbons Drive
22. Gilmore Crescent
23. Greenland Drive/Place
24. Hall Avenue/Place
25. Kartner Road
26. LeChow Street
27. Mang Road
28. McCutcheon Avenue
29. McKessock Avenue/Place
30. McLennan Avenue
31. McLeod Avenue
32. Moffatt Road
33. Moore Road
34. Myhill Road
35. Myron Drive

Friends of the Richmond Archives

c/o City of Richmond Archives, 7700 Minoru Gate, Richmond BC V6Y 1R9

36. Olafsen Avenue
37. Sils Avenue
38. Tucker Avenue
39. Turnill Street
40. Wallace Road
41. Wheeler Road
42. Willett Avenue

Throughout the course of this research we identified another 13 streets named after fallen servicemen:

1. Abercrombie Road
2. Boyd Court
3. Comstock Road
4. Foster Road
5. Grandy Road
6. Hayne Court
7. Kitcher Place
8. Lemon Avenue
9. Leslie Road
10. Muir Drive
11. Scotchbrook Road
12. Shields Avenue
13. Smith Crescent

City of Vancouver Poppy Street Name Sign

