



City of Richmond

Report to Committee

To: Planning Committee **Date:** January 23, 2017
From: Cathryn Volkering Carlile **File:** 07-3070-01/2017-Vol
General Manager, Community Services 01
Re: **Naming of Child Care Facility - 5688 Hollybridge Way (Cressey Cadence)**

Staff Recommendation

That the City's child care facility being constructed at 5688 Hollybridge Way (Cressey Cadence) be named the Willow Early Care and Learning Centre.

Cathryn Volkering Carlile
General Manager, Community Services
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REPORT CONCURRENCE	
CONCURRENCE OF GENERAL MANAGER 	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: DW
APPROVED BY CAO 	

Staff Report

Origin

A child care facility was negotiated as a community amenity to be constructed by Cressey Gilbert Development LLP (Cressey), as part of a mixed use residential and commercial development at 5640 Hollybridge Way (RZ 12-602449). The project, known as the Cressey Cadence development, includes affordable housing and market residential units, commercial space and a 465m² (5,000 sq. ft.) child care facility with related outdoor play area.

On October 24, 2016, the Atira Women's Resource Society (Atira) was selected by City Council to be the future operator of the child care facility at 5688 Hollybridge Way. Once the amenity is completed, it will be transferred to the City. As the child care facility will be a City asset, it will require a name in keeping with the City's Naming Public Buildings – Parks or Places Policy No. 2016.

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.

2.3. Outstanding places, programs and services that support active living, wellness and a sense of belonging.

This report supports the City's Social Development Strategy Strategic Direction 4: Action #10 Support the establishment of high quality, safe child care services in Richmond through: 10.3 Securing City-owned child care facilities from private developers through the rezoning process for lease at nominal rates to non-profit providers.

Analysis

Naming Options for the Child Care Facility

The child care facility, located at 5688 Hollybridge Way, is under construction and scheduled to be completed in the spring of 2017. During the planning and development stage, the facility has been informally referred to as the Cressey Cadence child care facility. Staff are proposing that a different name be chosen to give the facility its own identity to distinguish it from the development's marketing name.

With the help of the City's Archivist and the Environmental Sustainability staff, a selection of potential names was compiled using references such as:

- Historic maps of the City Centre area;
- Previous property ownership records;

- History of Lulu Island, Thomas Kidd;
- The City of Richmond Heritage Inventory, 2005;
- The Brighthouse Homestead & Heritage Trees Statement of Significance;
- Joseph Trutch Field Survey Notes of 1859;
- City of Richmond brochure: “Birds: discover Richmond...”; and
- Native Plants & Wildflowers Guide, a landscaping resource on the City’s website.

Based on a staff review of these various references, along with suggestions solicited from the Atira Women’s Resource Society, three options were identified:

- Option 1: Willow Early Care and Learning Centre - a name derived from a native plant found on the historic Brighthouse Homestead site;
- Option 2: Beach Pea Early Care and Learning Centre - a name derived from a native plant that grows in Richmond; and
- Option 3: Song Sparrow Early Care and Learning Centre - a name derived from a common bird found in the area.

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

1. Does the name have historical or current relevance to the site or to Richmond?
2. Does the name relate to native flora and fauna?
3. Does the name distinguish the child care facility from others in the Lower Mainland?

The use of “early care and learning centre” in all three name options has been put forward by Atira as it reflects their program approach.

The first name option (recommended), Willow Early Care and Learning Centre, is derived from historical landscape features. The Cressey Cadence development is being built on land that was previously part of the historic 697 acre Brighthouse Homestead owned by Samuel Brighthouse, one of Richmond’s first aldermen. The City’s Heritage Inventory notes that Brighthouse brought several thousand tree seedlings from Europe and planted them on his property. Some of the tree species included willow, elm, oak, pine and ash. The willow is also a native plant and was documented in the 1859 Trutch field survey notes as frequently found along the edges of the Richmond’s sloughs. There are no existing Lower Mainland child care programs that use this name.

Beach Pea Early Care and Learning Centre, is the second name option and utilizes the name of a native plant. The beach pea is found growing along Richmond’s sandy shoreline areas. It has purple or pink flowers and seed pods. If this name were selected it would not duplicate an existing child care centre’s name.

The third option, Song Sparrow Early Care and Learning Centre, utilizes the name of a bird commonly found in Richmond. The bird is small, brownish with strong black streaks on its wings. It is known for its repertoire of at least twenty songs with up to one thousand variations. The name also has musical elements and relates well to the development's name, Cadence.

The name of the City child care facility put forward in the report is in keeping with the City's Naming Public Buildings – Parks and Places Policy No. 2016.


Financial Impact

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

Conclusion

The child care facility at the Cressey Cadence development will be completed in the spring of 2017. The new child care centre will add 37 licensed child care spaces (12 spaces of Group Care Under 30 Months and 25 spaces of Group Care 30 Months to School Age) to the City Centre area. It will have a name that reflects the program being offered and the history of the facility's location.

Staff are recommending that the City child care amenity, currently under construction at 5688 Hollybridge Way, be named the Willow Early Care and Learning Centre.



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