



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services
Committee

Date: March 7, 2017


From: Serena Lusk
Senior Manager, Recreation and Sport Services

File: 06-2052-55-01/Vol 01

Re: Naming of New Facility – 7191 Granville Avenue




Staff Recommendation

That the facility at 7191 Granville Avenue, currently under construction, be named Minoru Centre for Active Living.

Ed.


Serena Lusk
Senior Manager, Recreation and Sport Services
(604-233-3344)

Att. 2

REPORT CONCURRENCE		
ROUTED TO: Parks Services Project Development	CONCURRENCE <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	CONCURRENCE OF GENERAL MANAGER 
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO 

Staff Report

Origin

On October 27, 2014, Council approved the Minoru Facility Floor Plan and Preliminary Form/Character for the new innovative multi-purpose facility that will house aquatic and fitness services, senior's services and amenities to support Minoru Park's outdoor sports facilities.

On November 14, 2016, Council approved the Minoru Facility Service Levels, which includes the development of a comprehensive branding strategy and marketing plan in 2017. In order to develop this plan, the name of the facility needs to be confirmed.

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

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

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

This report supports Council's 2014-2018 Term Goal #6 Quality Infrastructure Networks:

6.2. Infrastructure is reflective of and keeping pace with community need.

Analysis

Background

The facility is under construction and expected to be complete in spring 2018. Located in the heart of Richmond's Minoru Park, the facility includes an array of services, including aquatics, fitness, seniors, food, physiotherapy and sport hosting. The facility will be "A Centre of Excellence for Active Living and Wellness." A branding strategy and marketing plan will be developed early in 2017 and in order to move forward with this plan a name for the facility is required.

Policy

Council Policy 2016, Naming of Public Buildings – Parks or Places (Attachment 1) permits the naming of public buildings to include:

A proposal for naming a public building, park or place, other than in honour of an individual, will be considered if: ...an event or date is significant in the City's history.

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.

Naming Considerations

Prior to identifying potential names for the facility, consideration was given to:

- The guiding principles established for the facility and endorsed by Council on July 28, 2014 (Attachment 2);
- The facility's location within Minoru Park;
- Fit with the names of other facilities within the park and the City;
- Flexibility in relation to the variety of 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:

- Minoru Centre for Active Living;
- Richmond Centre for Active Living; and
- Centennial Centre for Active Living.

Option 1 – Minoru Centre for Active Living – Recommended Option

Staff recommend that the facility be named, Minoru Centre for Active Living.

The recommended name responds to the naming considerations and is in keeping with the guiding principles established for the facility. Continuing with “Minoru” in the name retains a connection to all of the facilities that this facility replaces, Minoru Place Activity Centre, the Minoru Aquatic Centre and the Minoru Pavilion.

Facilities in Richmond are often named for the activities that one finds within the facility, i.e., the Richmond Ice Centre and the Minoru Aquatic Centre. This new facility offers a variety of activities and Active Living is a term that is inclusive of all of them.

Option 2 – Richmond Centre for Active Living

This option responds to the naming considerations and is in keeping with the guiding principles for the facility. Facilities that offer programs and services to serve residents at a city-wide level often have Richmond in the title to signify the level of service provided, i.e., Richmond Ice Centre, the Richmond Library and Cultural Centre. This new facility offers programs and services intended to serve residents from across the City and therefore, Richmond could be an appropriate choice.

The disadvantage with this name and the reason it is not recommended is there may be confusion with the Richmond Centre (shopping mall) which already has a strong identity within the City.

Option 3 – Centennial Centre for Active Living

This option responds to the naming considerations and is in keeping with the guiding principles for the facility. The original Centennial Outdoor Pool was built in 1958 and named in recognition of British Columbia's Centennial. This name would provide a connection to the original pool and recognize the history of aquatics in Richmond. However, as this new facility

March 7, 2017

- 4 -

combines services from three significant facilities in Richmond, a name that provides a connection to all three is felt to be more appropriate.

Financial Impact

None.

Conclusion

Staff are recommending that the facility at 7191 Granville Avenue be named Minoru Centre for Active Living.



Elizabeth Ayers
Manager, Community Services Planning and Projects
(604-247-4669)

Att. 1: Policy 2016 - Naming Public Buildings – Parks or Places
2: Guiding Principles



City of Richmond

Policy Manual

Page 1 of 2

Adopted by Council: May 12/97

POLICY 2016

File Ref: 2000-00

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.

(Community Services Division)

Minoru Recreation Complex

Guiding Principles:

1. BE EXCEPTIONAL



Design and build an extraordinary, innovative and well-functioning centre for aquatics, older adults and community sport development that creates a sense of place and speaks to its surroundings.

2. BE SUSTAINABLE

Reflect sustainability principles through all stages of the project:



- **FINANCIAL** - Deliver the project on time and on budget



- **SOCIAL** - Ensure decisions are transparent, responsive to community input and contribute to community development through public engagement



- **ENVIRONMENTAL** - consider options for construction and operations that deliver exceptional energy management and improve and respect the natural environment.

3. BE ACCESSIBLE



Prioritize cultural and physical accessibility and ensure spaces/ places are designed with all aspects of accessibility in mind.

4. BE "A CENTRE OF EXCELLENCE FOR ACTIVE LIVING AND WELLNESS"



Demonstrate that Richmond is the best place for residents to play, live a long and healthy active life, raise their family and achieve their highest potential by reflecting a 'Sport for Life' model.

5. BE SYNERGISTIC



Take advantage of the opportunity to create synergy among users and uses while being sensitive to unique needs. Ensure multi-purpose spaces facilitate excellence and ensure appropriate, dedicated spaces are available where needed.

6. BE CONNECTED



Improve the urban realm and respect the history and uses in Minoru Park while integrating public art, transportation, circulation improvements and connections to the outdoors and nature to benefit all visitors to the Civic Precinct.