



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee **Date:** January 31, 2022

From: Elizabeth Ayers, Director, Recreation and Sport Services **File:** 11-7000-01/2022-Vol 01

Re: **Naming of the Community Centre in the YuanHeng Development – 3311 No. 3 Road**

Staff Recommendation

That the City’s community centre planned as part of the YuanHeng Development be named Capstan Community Centre, as presented in the staff report titled “Naming of the Community Centre in the YuanHeng Development – 3311 No. 3 Road,” dated January 31, 2022, from the Director, Recreation and Sport Services.

Elizabeth Ayers
 Director, Recreation and Sport Services
 (604-247-4669)

Att. 1

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Facility Services & Project Development	<input checked="" type="checkbox"/>	
Development Applications	<input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS:	APPROVED BY CAO

Staff Report

Origin

On September 26, 2016, City Council approved the rezoning application, RZ 12-603040, for the YuanHeng Development located at the north end of No. 3 Road. The development, in the rapidly growing and diverse Capstan Village, includes a new community centre provided by the developer as a community amenity contribution. The Council approved innovative program for the proposed 33,000 sq. ft. facility will provide opportunities for community members to enhance their health and well-being, and develop social connections.

The purpose of this report is to recommend the adoption of a name for Richmond's newest community centre, so that there is sufficient time to plan for and prepare a branding strategy, marketing and communication plan, and facility signage.

This report supports Council's Strategic Plan 2018-2022 Strategy #4 An Active and Thriving Richmond:

An active and thriving community characterized by diverse social and wellness programs, services and spaces that foster health and well-being for all.

This report also supports the City's Recreation and Sport Strategy, Focus Area #4 Active People and Vibrant Places:

Natural and built environments within neighbourhoods in Richmond encourage connectedness and participation in recreation and sport.

Action 4.3 Provide inclusive, safe and welcoming facilities and spaces for recreation and sport programs and services.

This report supports the City's Community Wellness Strategy, Focus Area #3 Enhance equitable access to amenities, services and programs within and among neighbourhoods:

Align availability and access of programs and services to meet the needs of Richmond residents by addressing inequities at a neighbourhood level, e.g., geographical, cost of programs and transportation, timing, cultural relevance and language needs or facilitating outreach opportunities.

Analysis

Background

Community centres play an integral role in developing physical and social wellbeing, building healthy communities, and fostering feelings of belonging and connection between individuals and their community. Richmond's newest community centre planned for the second phase of the YuanHeng Development in the Capstan Village area will be a leading edge community centre in the heart of the rapidly growing and diverse Capstan Village. This developer-funded 33,000 sq. ft. two-story facility located just off No. 3 Road near Capstan Way was secured through the

rezoning application. The delivery of the turn-key community centre and transfer of ownership to the City is tied to the development's second phase of construction. The Development Permit Phases 2 & 3 of the overall development including the community centre was issued by Council on July 26, 2021. A Building Permit authorizing the initial stages of construction of the community centre was issued by the City on December 20, 2021. The construction of the community centre is estimated to take approximately 33 months (which is generally consistent with industry standards for a complex development project).

The facility will be a community gathering space providing opportunities for physical, creative and social pursuits, contributing to the development of a vibrant and active community. Programs and services for all ages and abilities will be provided at the community centre to meet the diverse needs of the growing City Centre community. The facility will include a large gymnasium for sports and community events, an indoor activity track, studios and spaces for arts and creative pursuits, a children's exploratorium, as well as a variety of multipurpose spaces and community gathering areas. This project is currently in the detailed design stage.

Enabling Policy

Council Policy No. 2016, Naming of Public Buildings – Parks or Places (Attachment 1) states the following:

3. *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 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.*
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.*

Naming Considerations

In identifying potential names for the facility, in addition to compliance with Council Policy No. 2016, consideration was given to:

- 1) The historical context of Capstan Village;
- 2) Whether the name would resonate with Capstan Village and City Centre planning area and residents; and
- 3) Alignment with the programs and services that will be offered in the building.

Naming Options

In keeping with the above noted considerations, the following are naming options for the Community Centre:

- Capstan Community Centre (**Recommended**);
- Riverfront Community Centre; and
- North Richmond Community Centre.

Option 1 – Capstan Community Centre (Recommended)

Staff recommend that the facility be named “Capstan Community Centre.”

The recommended name responds to the naming considerations. Incorporating “Capstan” into the name provides for geographical association, which supports wayfinding and will enable residents to locate the facility quickly and effectively. The inclusion of “Capstan” will further enhance fostering a sense of place for the Capstan Village neighbourhood distinct from the broader City Centre planning area in which it is situated, and the existing City Centre Community Centre also located in the City Centre planning area.

Including “Community Centre” in the name is consistent with the naming of the other community centres in Richmond, which are named for the function that they perform in the community. In addition “Community Centre” will be familiar to Richmond residents, which will help to promote public awareness of the new facility and the programs and services that will be offered.

This name is consistent and in alignment with the adjoining new Capstan Neighbourhood Park, and the future Capstan Canada Line station.

This name also reflects the history of the naming of Capstan Way, which was derived from the use of horse-powered capstans that towed water pipes across the Middle Arm from the west end of Bridgeport Road. Including “Capstan” in the name of the Community Centre is in keeping with the historical significance of this term to this area.

Option 2 – Riverfront Community Centre

This option responds to the naming considerations. Historically, Capstan Village played a key role in the early and ongoing transportation development along the Middle Arm of the Fraser River.

This name is presented for consideration given the proximity of this facility to the Fraser River; however, it is not recommended. It may not resonate with Capstan Village and the City Centre planning area residents, or residents in neighbouring communities as this is not the typical reference for this area, and riverfront is not unique to this neighbourhood in Richmond.

Option 3 – North Richmond Community Centre

This option responds to the naming considerations and, similar to Option 1, is consistent with the naming of the other community centres in Richmond which are named for both the area within which they are located, and the function that they perform in the community, i.e., West Richmond Community Centre. However, as this is a new facility in a rapidly growing and diverse area, a name based on geography that also supports fostering a sense of place is felt to be more appropriate.

Financial Impact

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

Conclusion

Staff are recommending that the Community Centre located 3311 No. 3 Road be named the Capstan Community Centre, which is in keeping with Council Policy No. 2016. This Community Centre will be the heart of the community, a gathering place that will foster meaningful connections and meet the physical, wellness, and creative needs of those who live, work and play in Capstan and the surrounding neighbourhoods.



Mandeep Bains
Manager, Community Services Planning and Projects
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Att. 1: Policy 2016: 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.



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	Adopted by Council: May 12, 1997	

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.