



To: Planning Committee **Date:** June 16, 2004
From: Raul Allueva **File:** RZ 02-211434
Director of Development
**Re: Proposal by Great Canadian Casinos Inc. to Re-name a Section of
Garden City Road**

Staff Recommendation

That the proposal to re-name the section of Garden City Road between Bridgeport Road and River Road to "Great Canadian Way" be denied.

Raul Allueva
Director of Development

SB:blg
Att.

FOR ORIGINATING DIVISION USE ONLY		
CONCURRENCE OF GENERAL MANAGER		
REVIEWED BY TAG	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
REVIEWED BY CAO	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

Staff Report

Origin

Great Canadian Casinos Inc. has requested that the City consider re-naming the section of Garden City Road from Bridgeport Road to River Road, "Great Canadian Way". (**Attachments 1 and 2**).

Findings Of Fact

Garden City Road is an established arterial road in the Richmond half-mile grid system. Great Canadian Casinos Inc. is building a local arterial road extension of Garden City Road from Beckwith Road to River Road under Servicing Agreement as a condition of their rezoning application (RZ 02-211434). They are also building an access private road cul-de-sac that aligns with Garden City Road on their development parcel north of River Road. Their application successfully rezoned their development parcel from Automobile-Oriented Commercial District (C6) to a Comprehensive Development District (CD) to permit a "gaming facility". The proposed development includes a large casino, hotel, theatre, parking structures and associated retail activities.

Related Policies & Studies

Road Naming Policy (**Attachment 3**)

Council adopted the Road Naming Policy (No. 1310) on April 28, 1997. The road name suggestion does not meet the requirements of the policy. Although the name suggestion could be considered for new roads as an exception, as permitted in Schedule "A" (Road Naming Criteria), the suggestion as it relates to the particular road extension is contrary to Schedule "B" (Road Type Designations), which specifically states that, "The existing half-mile grid framework will remain in place and the traditional names will be retained." The key reason for this is to avoid confusion for the public.

Fire and Safety Response

Fire Department Rescue staff advise that, in general, they do not support having different names for sections of the same street due to the impact on emergency responder's ability to locate the street (**Attachment 8**). In this instance, the re-naming proposal of Garden City Road from Bridgeport to River Road may result in confusion to the general public and could hamper emergency response.

Analysis

There are precedents in Richmond of naming small new roads with names which have corporate significance. Specifically, "Sweden Way" in the Bridgeport Area and "Wireless Way" in the East Cambie Area (**Attachments 4 and 5**). The naming of the collector street "Sweden Way" is associated with the IKEA retail store development and the naming of the local road "Wireless Way" is associated with the Sierra Wireless telecommunication industrial development. The name "Sweden Way" recognizes that there are at least two (2) Scandinavian design retail stores located on Sweden Way and the name "Wireless Way" recognizes a body of technology and is located in an industrial information technology area. In both cases it is noted that these developments created entirely new local roads as opposed to an extension of an existing road. Therefore, in both cases, the road naming did not result in two (2) different street names along the same stretch of a public road.

In principle, having two (2) names along the same stretch of public road is undesirable as it generates confusion to the general public and may hamper emergency response. Several years ago, the City denied a request to rename a portion of Granville Avenue to "Quilchena Drive" from its west terminus to Barnard Drive (**Attachment 6**). In another recent situation, the City renamed an existing public road when it was connected up with another public road to maintain consistent road naming along a length of road. The Aberdeen Mall development built a road extension of Hazelbridge Way to connect with Cambie Road and aligned to connect with Northgate Way. The City re-named Northgate Way to Hazelbridge Way for consistency. The name "Hazelbridge Way" was chosen over "Northgate Way" in recognition of the public prominence of Hazelbridge Way (**Attachment 7**).

The extension of Garden City Road from Beckwith Road to River Road does not constitute a new road. The construction in question is an extension of Garden City Road, an established arterial road in Richmond's road system half-mile grid framework, bringing it to its northern terminus at River Road at the Great Canadian Casino development.

Options

Option 1 (recommended)

Deny the proposal to rename the section of Garden City Road between Bridgeport Road and River Road, on the basis of the following:

- Is consistent with City Policy;
- Provides no confusion to the general public; and
- Ensures that emergency response is unaffected.

Option 2

Approve the proposal to rename a section of Garden City Road.

Should this option be chosen, it is recommended that a Road Naming Bylaw to change the name to "Great Canadian Place" be brought forward for Council consideration. Furthermore, to address the issue of emergency response, the new road name should be applied to a longer section road (from Sea Island Way to River Road). This is because Sea Island Way will become the principal access route to the Casino for vehicles using the Oak Street Bridge (**Attachment 8**).

Financial Impact

None. However, if the road re-naming were to be considered, costs would be incurred for new road signage and road maps.

Conclusion

The Great Canadian Casino is a large complex development that will have a significant urban presence and will likely be an anchor in the Bridgeport Area due to its location, size and complex programming. Although it is recognized that the subject development will generate overall public benefits, the proposal to rename a section of Garden City Road to "Great Canadian Way" is contrary to policy to alter the existing half-mile grid framework to change the name of an established arterial road; may be confusing to the general public; and may hamper emergency response. On this basis, the proposal cannot be supported.

Nevertheless, staff are supportive of working with Great Canadian Casinos Inc. to explore ways to celebrate of the terminus of Garden City Road and the casino location by way of boulevard improvements, banners and/or directional signage along a portion of Garden City Road. This would benefit Great Canadian Casinos Inc. through enhanced public profile. It would benefit the City through civic beautification, connection to the Fraser River, and celebration of the terminus of Garden City Road. Furthermore, it would benefit both parties through improved wayfinding.



Sara Badyal, M.Arch.
Planner 1
(Local 4282)

SB:blg

List of Attachments

- Attachment 1 Request letter from Great Canadian Casinos Inc.
- Attachment 2 Road Name Map of Garden City Road Extension (North terminus)
- Attachment 3 Road Naming Policy (No. 1310)
- Attachment 4 Road Name Map of Sweden Way
- Attachment 5 Road Name Map of Wireless Way
- Attachment 6 Road Name Map of Granville Avenue
- Attachment 7 Road Name Map of Hazelbridge Way
- Attachment 8 Fire-Rescue Department Staff Comments



#350 - 13775 Commerce Parkway
 Richmond, BC
 V6V 2V4
 Tel: (604) 303-1000
 Fax: (604) 279-8505

May 19, 2004

**VIA FACSIMILE: 604-276-4052
 ORIGINAL BY COURIER**

ATTENTION: Joe Erceg
 General Manager of Urban Development
 City of Richmond
 6911 No. 3 Road
 Richmond, BC
 V6Y 2C1

Dear Joe,

RE: Naming of New Road Extension – Great Canadian Way

As you are aware, Great Canadian Casinos Inc. has spent a significant amount of money extending and beautifying Garden City Way from Bridgeport to River Road. With this in mind, I respectfully request on behalf of Great Canadian Casinos Inc. that the City of Richmond consider naming the extension of Garden City Way; "Great Canadian Way".

Please contact me at 604-351-7061 if you would like to discuss this matter further, otherwise I will await your response.

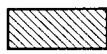
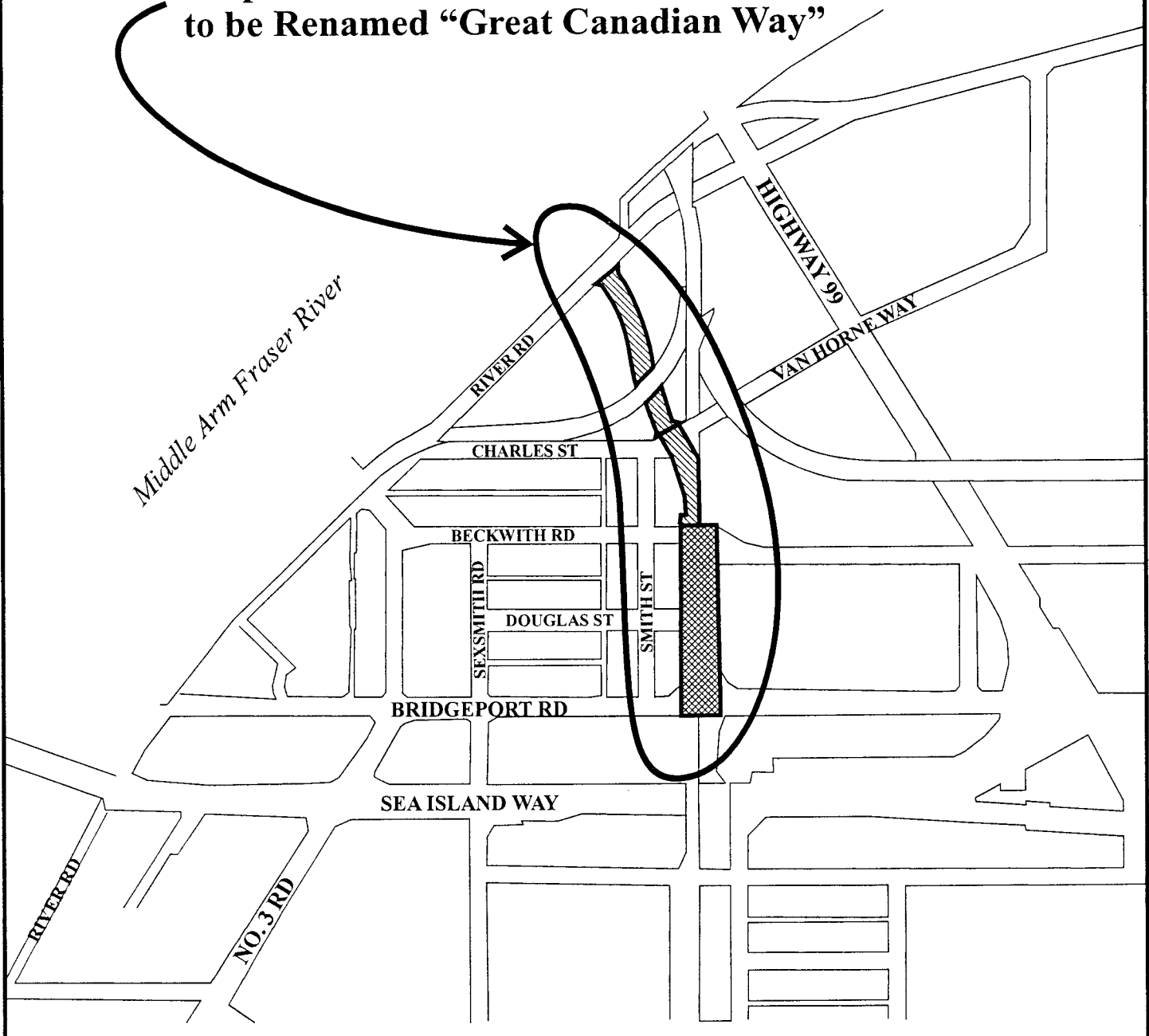
Sincerely,

GREAT CANADIAN CASINOS INC.

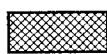
Al Watt
 Vice President, Planning & Development

/bk
 121-04

**Proposed section of Garden City Road
to be Renamed "Great Canadian Way"**



Road extension under construction



Existing section of Garden City Road



**Road Name Map
Section 21 & 22 5-6**

Adopted Date: 05/26/04

Amended Date:

Note: Dimensions are in METRES



City of Richmond

Policy Manual

Page 1 of 5

Adopted by Council: April 28/97

POLICY 1310

File Ref: 6360-05

ROAD NAMING

POLICY 1310:

It is Council policy that:

The naming of roads within the City shall be undertaken as follows:

1. Staff in the Urban Development Division shall provide, as required, road name suggestions to the Planning Committee (or the appropriate Standing Committee of Council responsible for land use functions), meeting in-camera, in accordance with:
 - (a) the road naming criteria shown on Schedule "A"; and
 - (b) the road type designations shownⁿ on Schedule "B";~~*~~

both of which are attached to and form a part of this policy.
2. Upon receipt of a list of road name suggestions, the Committee shall develop and replenish as required:
 - (a) a primary list of 12 potential road names, arranged in order of priority, for future road naming purposes; and
 - (b) a secondary list of at least 20 names, again arranged in order of priority, to be drawn upon, when necessary, for addition to the primary road name list.
3. In developing the primary and secondary road name lists:
 - (a) staff in the Urban Development Division shall provide the Committee with biographical data, maps, and other pertinent information, as required; and
 - (b) the Committee shall review any road names recommended by developers where such roads have been built by those developers.
4. Upon preliminary approval of subdivision plans by the City, the Committee shall recommend new road names from the primary list, and shall forward such names to Council in-camera.
5. Council in-camera shall, having agreed upon the new road names, refer such new road names to Council in open session for a final decision.



Page 2 of 5

Adopted by Council: April 28/97

POLICY 1310

File Ref: 6360-05

ROAD NAMING

6. After the final decision on the naming of roads has been made:
 - (a) the City Clerk shall notify all parties affected by, or interested in, such new road names; and
 - (b) staff in the Urban Development Division shall:
 - (i) arrange for the new road names to be inscribed on the road name maps produced by the City; and
 - (ii) not less than annually, present a Road Naming Bylaw to Council in order to complete the legal process of road naming.

7. Upon adoption of a Road Naming Bylaw, the City Clerk shall ensure that such bylaw is presented to, and registered in, the Provincial Land Title Office.

(Urban Development Division)



**ROAD NAMING POLICY
SCHEDULE "A"**

ROAD NAMING CRITERIA

1. Road names are to have local significance; for example, a pioneer family name (Gilmore); a local activity (Garden City Way); a historical personage (Van Horne); a physical feature (Dyke Road); or other similar local association.
2. Names of prominent pioneer residents or families are particularly suitable.
3. Names of living persons shall not be precluded from inclusion on the primary or secondary road name lists.
4. Names of minority ethnic groups are to be represented.
5. Road names will be used, as far as possible, within the geographic areas with which they are associated; where addresses are from the main street, the cul-de-sacs maintain the main street name insofar as possible.
6. Road names shall be reasonably easy to spell and pronounce, and shall have no adverse connotations.
7. Road name suggestions shall be accepted from all sources, including societies, organizations, pioneers, and individuals.
8. Exceptions to the road naming criteria may be made, for example, to maintain a theme name in an established area.



**ROAD NAMING POLICY
SCHEDULE "B"**

ROAD TYPE DESIGNATIONS

The method of assigning road designations to promote clarity, avoid confusion and facilitate the road naming process, shall, wherever possible, be standardized, and in accordance with the following hierarchy:

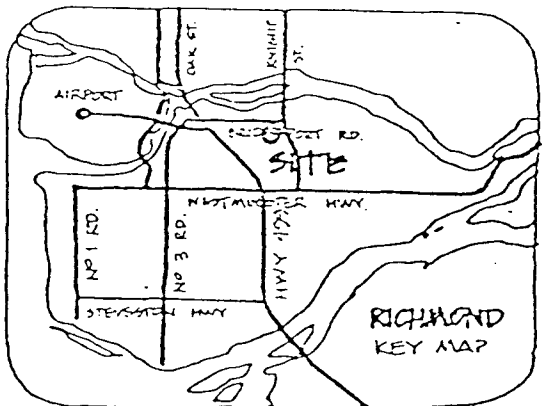
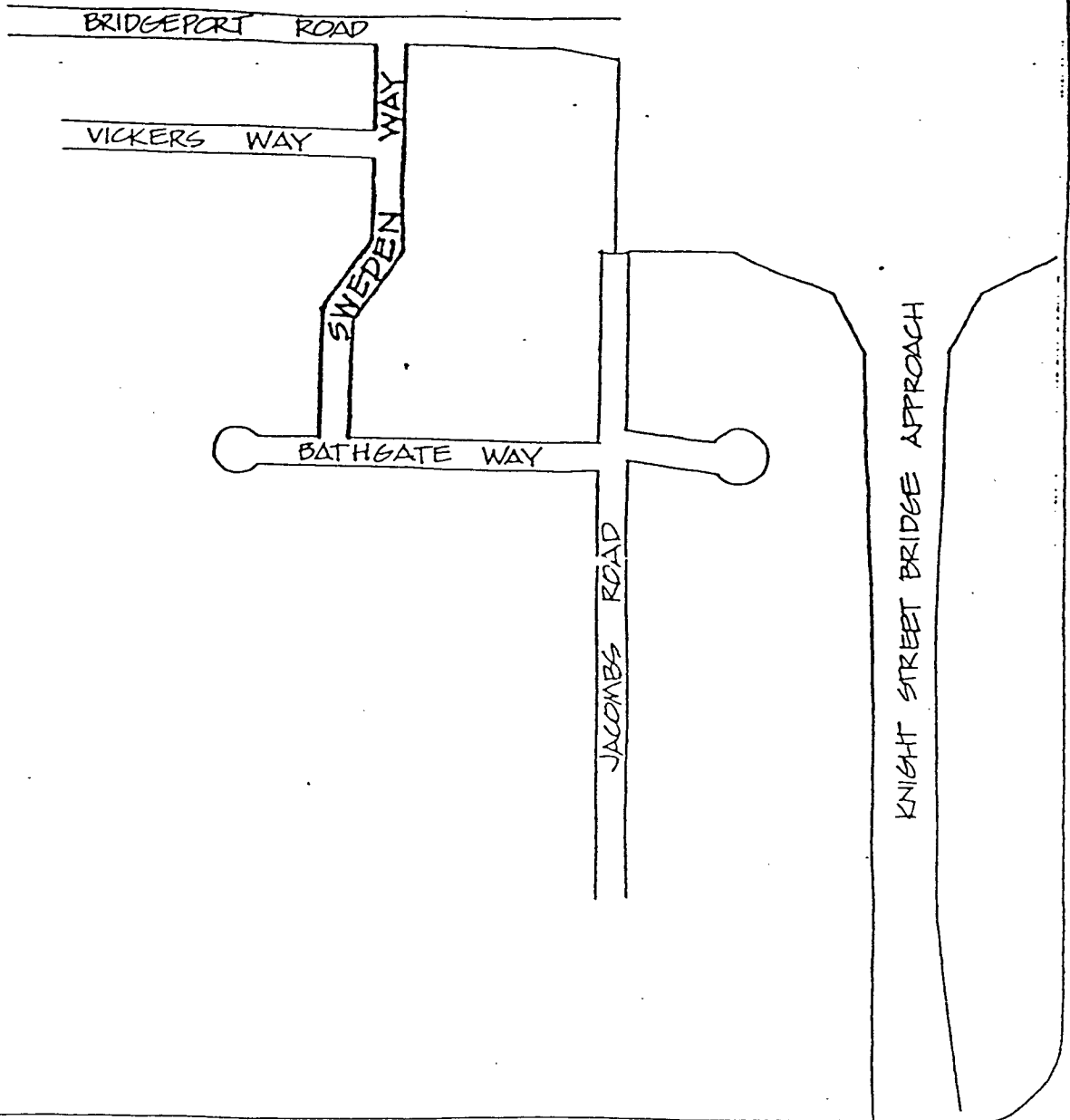
- 1. The existing half-mile grid framework will remain in place and the traditional names will be retained.
- 2. Most new roads will be located within quarter-sections. The basic designations for internal roads will be street and avenue. Streets will run north-south, Avenues east-west.
- 3. Other street designations will be as follows:
 - (a) **Drive** A drive is an irregular or winding street over 230 m (750 ft.) in length and connecting two other streets.
 - (b) **Road** The term "road" shall not be used except where it is already well established.
 - (c) **Court** A court is a cul-de-sac which cannot be extended. It may carry the name of the street from which it originates, but no more than one such court can be so named. The term "place" can also be used for a court.
 - (d) **Place** A place is a short street less than 106 m (350 ft.) in length, either connecting two other streets or ending in a development or cul-de-sac. It can have the name of one of the originating streets if there is no court already so named.
 - (e) **Gate** A gate is a short street less than 106 m (350 ft.) in length connecting two other streets.



- (f) **Crescent** A crescent is a named street in the form of a loop, both legs of which terminate on the same street. It shall have its own name.

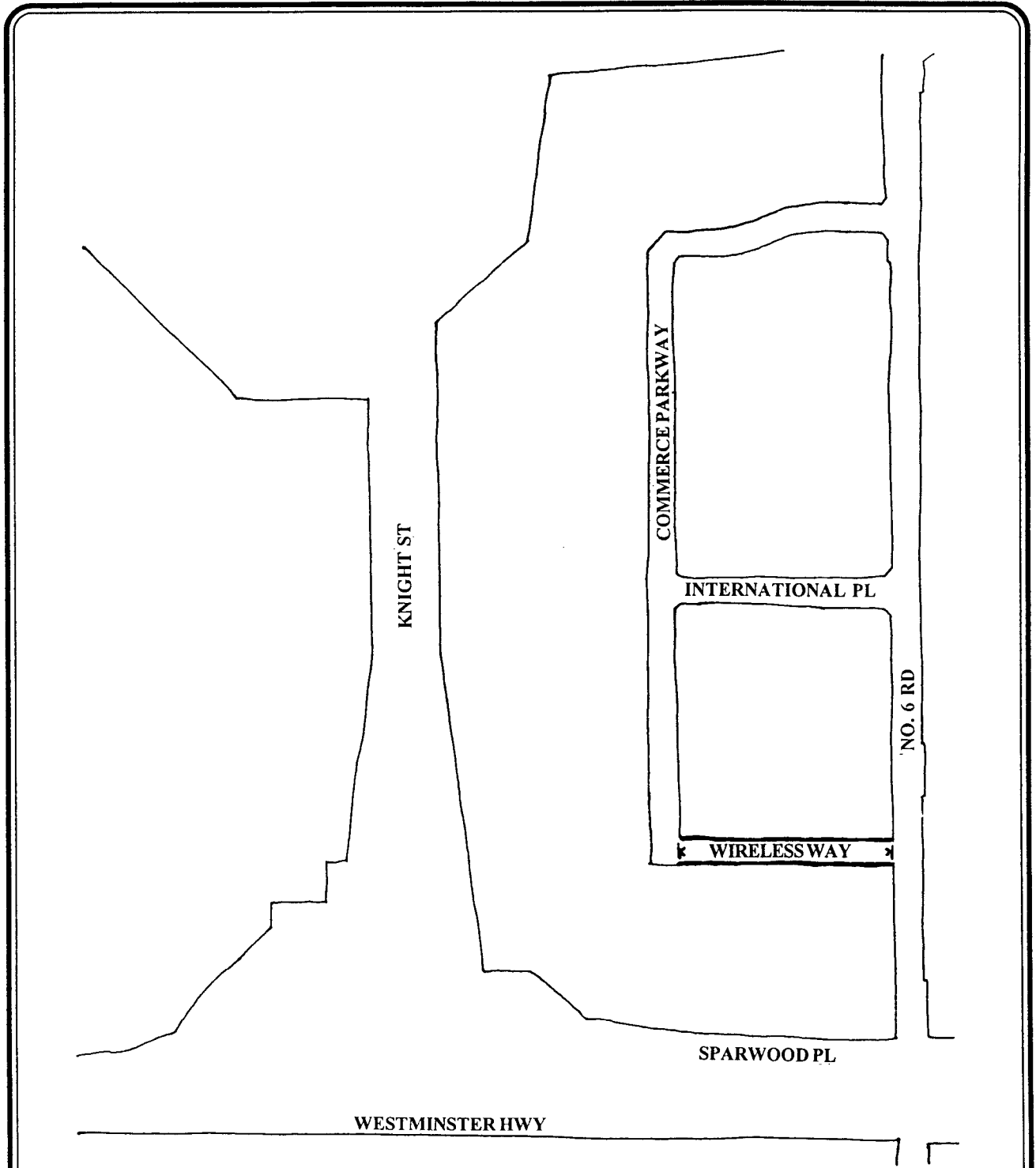
- (g) **Way** Industrial roads and some commercial streets have traditionally been designated "ways."

The above list contains some notable omissions such as "boulevard" and "lane." Under ordinary circumstances, these terms will not be used.



FILE: 5105
 ROAD NAME
 "SWEDEN WAY"
 SEC. 30.5.5

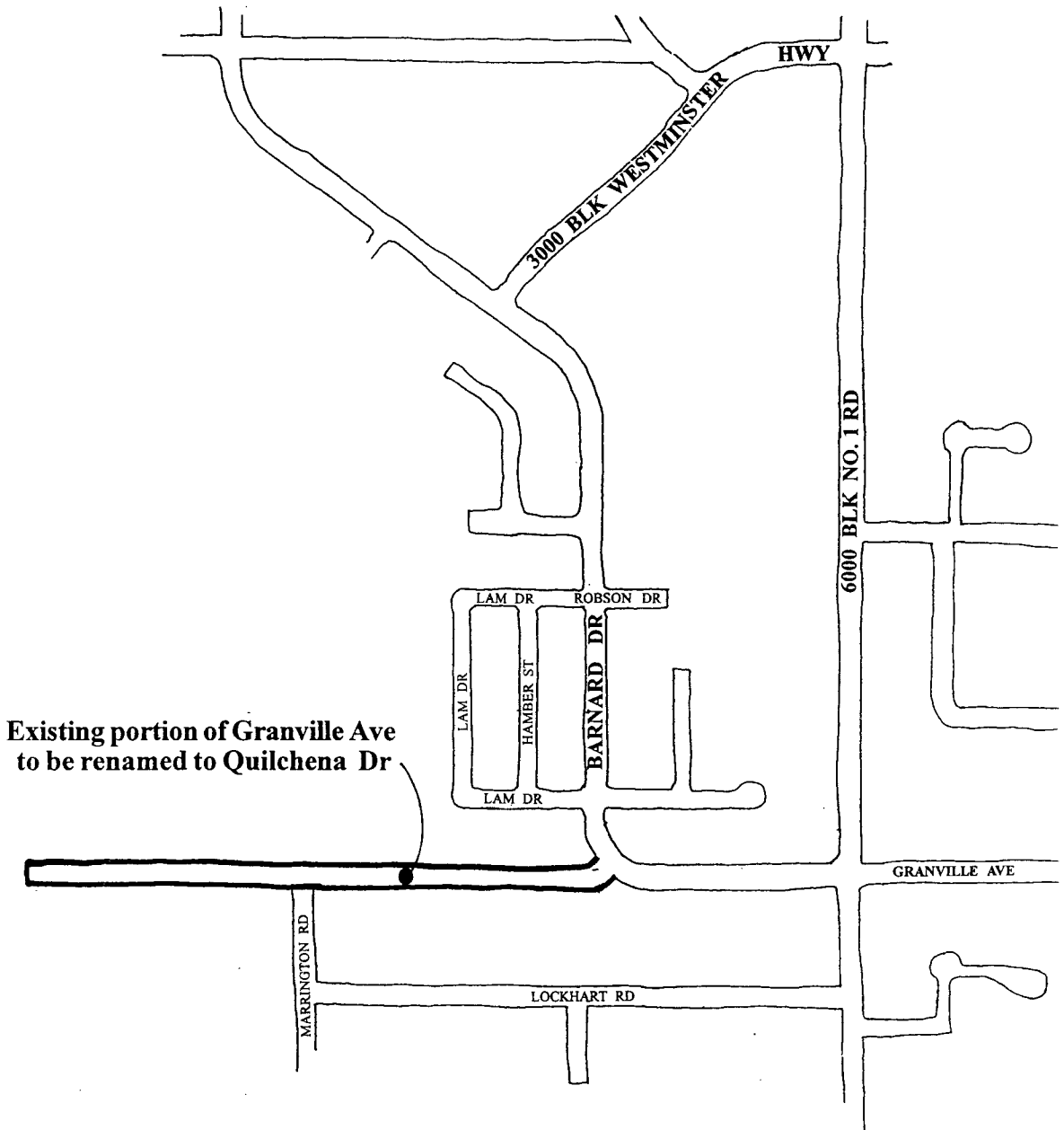
SWEDEN WAY



Road Name Map

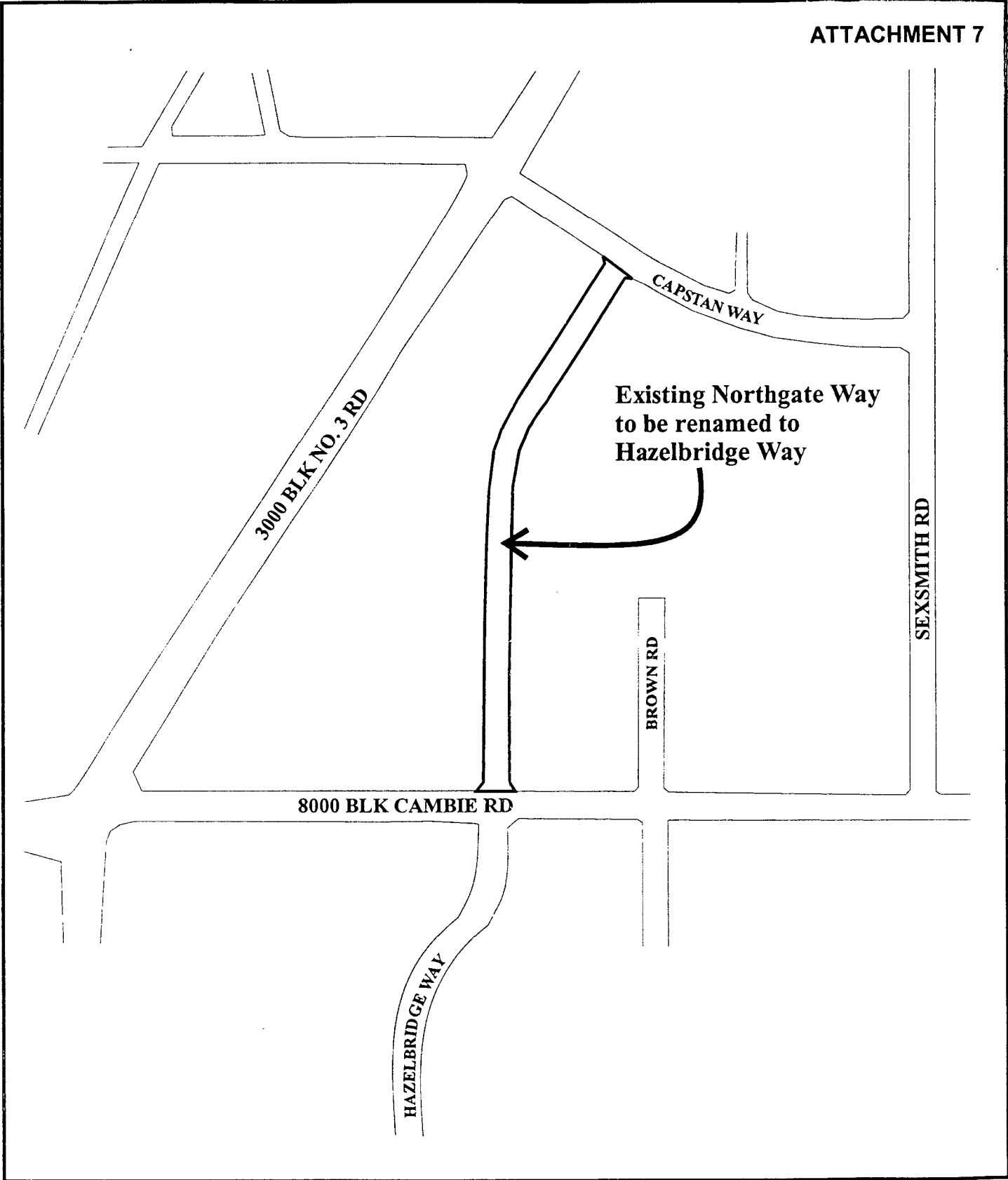
WIRELESS WAY

Section: 05, 4-5



Road Name Map

Section: 10 & 15, 4-7



Road Name Map
Hazelbridge Way
28, 5-6

Original Date: 03/07/02

Revision Date:

Note: Dimensions are in METRES

From: Clou, Dave
Sent: June 28, 2004 10:26 AM
To: Badyal, Sara
Subject: Garden City Renaming Proposal

Hi Sara,

Re the proposed renaming of *Garden City* to *Great Canadian Way* from Bridgeport to River Rd.

As you are aware, Fire Rescue does not generally support renaming portions of existing streets.

Our principal objection is the potential for confusion and delay to local and in particular outside emergency responders such as *BC Ambulance Service*. Any emergency response from Vancouver would likely come via *Sea Island Way*, which could make *Great Canadian Way* difficult to locate.

In accordance with this, RFR does not support the renaming as proposed.

However, recognizing that the unique 'landmark' status of this development, could actually improve outside emergency responder's ability to locate the street.

RFR would support a proposal to rename *Garden City* as *Great Canadian Way* from *Sea Island Way* (rather than at Bridgeport) to *River Rd*.

For our local services and residents, renaming *Garden City* from *Sea Island Way* makes sense because:

- this was where *Garden City* used to terminate prior to the upgrading of *Winnipeg Ave*
- this will become the principal access route to the *Casino* for vehicles using the *Oak Street Bridge*
- this will direct local through traffic travelling North on *Garden City* to continue straight at *Sea Island Way* for the *Casino*

This support is of course contingent on appropriate signage on the various approaches.

Dave Clou

**Captain - Special Protection Services
Richmond Fire-Rescue Department
Direct: 604.303.2707
Fax: 604.278.0547**