



**To:** General Purposes Committee **Date:** September 21, 2022  
**From:** Elizabeth Ayers **File:** 06-2052-25-  
 General Manager, Community Services SCCR1/Vol 01  
**Re:** **Naming the Steveston Community Centre and Branch Library Replacement Facility**

**Staff Recommendation**

That the Steveston Community Centre and Branch Library replacement facility be named Steveston Community Centre and Library as presented in the report titled, "Naming the Steveston Community Centre and Branch Library Replacement Facility," dated September 21, 2022, from the General Manager, Community Services.

Elizabeth Ayers  
General Manager, Community Services  
(604-247-4669)

Att. 1

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

## Staff Report

### Origin

On December 12, 2016, Council identified the Steveston Community Centre and Branch Library as a priority Phase 2 Major Facilities project for 2016-2026. Since then, Council has made a number of key decisions which include the approval of the 60,350 square foot program, site location, parking and building concept form, exterior form and character design, as well as the \$90 million capital budget and the \$5 million construction escalation contingency. The project is currently in the detailed design stage, which is the third stage of a multi-stage process in the delivery of a major facility project.

The purpose of this report is to recommend the adoption of a name for the replacement facility, so that there is sufficient time to plan for and prepare a 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

With the goal to serve the community into the future by supporting the physical, wellness, life-long learning, and creative needs of those who live, work and play in Richmond, the new 60,350 square foot three-storey facility will include: two gymnasiums, a fitness centre, community "living room", library and study areas, as well as several multipurpose rooms for community use. The facility design process has been informed by:

- extensive stakeholder consultation;
- the unique history of Steveston, the guiding principles of the project to be innovative, sustainable, inclusive, a model of wellness, synergistic, connected, and reflective; and
- synergies with surrounding buildings located within the Steveston Community Park.

### 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

This new facility will replace the existing community centre and library that has served the community since 1957. In identifying potential names for the facility, in addition to compliance with Council Policy No. 2016, consideration was given to a name that would:

- 1) Continue to be identifiable and resonate with the community;
- 2) Be synergistic with the facility's location within the Steveston Community Park; and
- 3) Align with the programs and services that will be offered in the building.

### Recommended Name

In keeping with the above noted considerations and compliance with Council Policy No. 2016, staff recommend the replacement facility be named "Steveston Community Centre and Library."

Retaining "Community Centre" and "Library" in the name is consistent with typical naming conventions in the City to name facilities for the function that they perform in the community. In addition "Community Centre" and "Library" are terms that will be familiar to, and identifiable by Richmond residents, which will help to promote public awareness of the facility and the programs and services that will be offered.

Consistent with the above noted naming considerations, staff are proposing that the word “Branch,” which is in the name of the existing facility, not be included in the name of the new replacement facility. Although “branch” serves an identifying function internally for Library staff, it is unlikely to resonate with the general public nor offer insights on the programs and services offered within the facility or the function it performs in the community.

### **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 Steveston Community Centre and Branch Library replacement facility be named the Steveston Community Centre and Library. This name responds to the naming considerations and is in keeping with Council Policy No. 2016.

The new replacement facility will serve the community into the future by supporting the physical, wellness, life-long learning, and creative needs of those who live, work and play in Richmond and contribute to the City of Richmond becoming the most appealing, livable and well managed community in Canada.



Mandeep Bains  
Manager, Community Services Planning and Projects  
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Att. 1: Policy 2016: Naming Public Buildings – Parks or Places



Page 1 of 2	<b>Naming Public Buildings – Parks or Places</b>	<b>Policy 2016</b>
Adopted by Council: May 12, 1997		

**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.



Page 2 of 2	<b>Naming Public Buildings – Parks or Places</b>	<b>Policy 2016</b>
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.