

Report Date: June 13, 2011
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Meeting Date: June 28, 2011

TO: Vancouver City Council
FROM: City Clerk
SUBJECT: Renaming of Rolston Crescent

RECOMMENDATION

- A. THAT the new street to be created by the reconfiguration of Rolston Crescent, shown on the attached map as "Road A", be named "Rolston Street".
- B. THAT the new street to be created by the reconfiguration of Rolston Crescent, shown on the attached map as "Road B" be named "Neon Street".
- C. THAT the new street to be created by the reconfiguration of Rolston Crescent, shown on the attached map as "Road C", be named "Continental Street".
- D. THAT the former street name "Rolston Crescent" be cancelled and removed from the Official Street Name Map of the City of Vancouver.
- E. THAT the Director of Legal Services be instructed to bring forward the appropriate amendments to the Street Name By-law.

CITY MANAGER'S COMMENTS

The City Manager submits the foregoing recommendations for consideration.

COUNCIL POLICY

Council uses the Street Name By-Law, No. 4054, to name and regulate public roads in the City of Vancouver. The Street Naming Committee, a staff team, is chaired by the Deputy City Clerk, and comprised of the City Archivist, City Surveyor, and representatives of the Planning, Development Services, and Fire & Rescue Services Departments. The Committee is responsible for the management of a consistent, integrated and duplication-free street name system.

The "Granville Loops Policies and Guidelines" were adopted by Council on October 7, 2010.

DISCUSSION

At meetings held on May 12 and June 9, 2011, the Street Naming Committee discussed the future plan to normalize the street pattern at the north end of the Granville Bridge. Under the new configuration, Rolston Crescent will be altered from the current crescent shape to a standard grid pattern, and result in three separate streets, each requiring its own name.

The physical reconfiguration of these streets will occur in the future when the Granville Bridge "loops" are removed. Since a number of development projects are underway on the adjacent private lands, new street names need to be assigned now to avoid the inconvenience of future multiple address changes.

In discussing possible names for these new streets, the Committee agreed that the name "Rolston" should be retained for the street shown as Road A on the attached graphic, given that a Building Permit has already been issued for a development on this street to be called "The Rolston", and work is currently underway. The recommended name is "Rolston Street", as it will no longer be a crescent.

The name "Rolston Crescent" was first approved for this location by Council in 2002, after Tilly Jean Cameron Rolston (1887-1953). Rolston was a native of Vancouver, who trained as a teacher at the University of British Columbia and Vancouver Normal School. In 1938 she entered public life on behalf of the British Columbia Council of Women. Among many public roles she subsequently took up were those of director of the Pacific National Exhibition, founding Chair of Theatre Under the Stars and member of the board of the Vancouver Symphony Society. In 1941, Tilly Rolston was elected to the British Columbia Legislature as member for Point Grey. Re-elected twice, she became British Columbia's Minister of Education in 1952 and the first woman in Canadian history to hold a cabinet post with portfolio.

The Committee also agreed to recommend the name "Neon Street" for the new street shown on the attached graphic as Road B, given its proximity to Granville Street, the historical use of neon signs in the area, and to acknowledge the historical significance of the neon sign industry in Vancouver.

In deciding on a name for the new street shown as Road C on the attached graphic, the Committee considered several long-standing businesses in the area, and agreed to recommend the name "Continental Street". The Continental Hotel was built in 1911-12 at 1390 Granville Street and has been in operation as a residence through various arrangements ever since that time. The building is currently called the Old Continental and is operated as non-market housing for seniors through the City's Housing Centre.

FINANCIAL IMPLICATIONS

There are no financial implications.

CONCLUSION

The Street Naming Committee recommends Council approve the names "Rolston Street", "Neon Street" and "Continental Street" for the three new streets which will be created by the future reconfiguration of the existing Rolston Crescent.

PLAN TO ACCOMPANY A BY-LAW TO AMEND STREET NAME BY-LAW No. 4054

DRAWING NOT TO SCALE

