



OTHER REPORT

Report Date: November 22, 2016
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Meeting Date: December 13, 2016

TO: Vancouver City Council
FROM: Civic Asset Naming Committee
SUBJECT: Street Naming - New Street Name - Maxine Lane

RECOMMENDATION

- A. THAT the existing lane which runs from Burrard Street to Bidwell Street, located between Burnaby Street and Harwood Street, as shown on the graphic attached as Appendix A, be named as "Maxine Lane".
- B. THAT the Director of Legal Services be instructed to bring forward the appropriate amendment to the Street Name By-law.

CITY MANAGER'S COMMENTS

The City Manager submits the foregoing 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 Civic Asset Naming Committee was established by Council on February 29, 2012, and re-established on December 16, 2014. The Committee approves names to be added to the Names Reserve List based on input from staff regarding compliance with naming policies and guidelines and also recommends names to Council for new streets and roads, development areas, pedestrian and cycling infrastructure, and other City-owned assets and facilities (excluding Parks and Library assets).

PURPOSE

This report seeks Council approval of naming an existing lane located between Burnaby and Harwood Streets, and extending between Bidwell and Burrard Streets in the West End, as "Maxine Lane".

BACKGROUND AND DISCUSSION

At its meeting on March 30, 2015, the Civic Asset Naming Committee approved a motion to add the name Maxine MacGilvray to the Civic Asset Name Reserve List with a notation that it would be recommended to Council for the future naming of the lane which runs between Burnaby and Harwood Street, as "Maxine Lane". Maxine MacGilvray was an enterprising business woman who built a series of successful businesses here in Vancouver and Seattle. Originally from Wisconsin, Maxine debuted a line of beauty products at Spencer's Department Store in Vancouver in 1914, and from in-store demonstrations of her line she then went on to establish her own hair salons, beauty school, and popular line of beauty products manufactured in the city. The preserved facade of the former Maxine's Beauty School at 1209 Bidwell Street is now a JJ Beans coffee shop.

This is the second West End lane to require a name for addressing purposes since the West End Community Plan was approved by Council on November 20, 2013. The wider laneways typical of the West End present an opportunity to develop ground-oriented infill housing and to enhance the laneways as more walkable public spaces, potentially with improved lighting, gardens, landscaping, and traffic calming, while still maintaining integral servicing, parking and utility functions. This overall strategy is referred to as "Laneways 2.0" throughout the plan. The Civic Asset Naming Committee sees the strategy as an opportunity to recognize a number of individuals with strong connections to the West End.

FINANCIAL IMPLICATIONS

There are no financial implications.

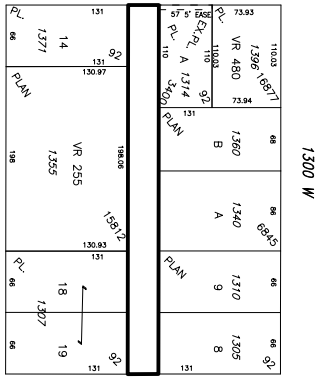
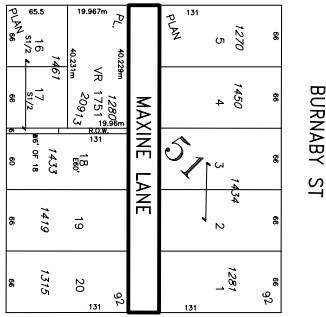
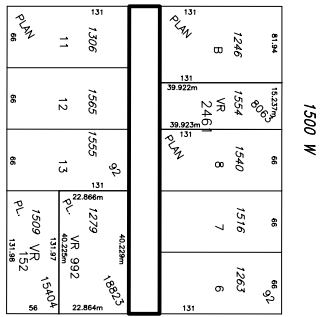
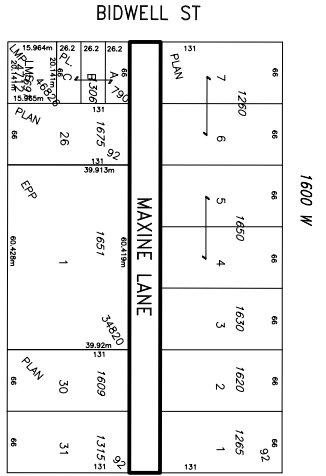
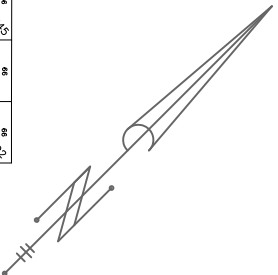
CONCLUSION

The Civic Asset Naming Committee recommends that this lane in the West End be named as "Maxine Lane".

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

DRAWING NOT TO SCALE



1200 W

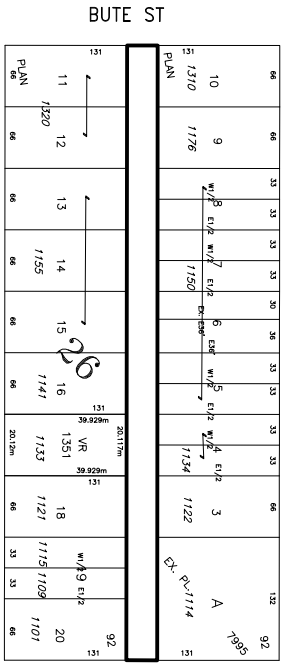
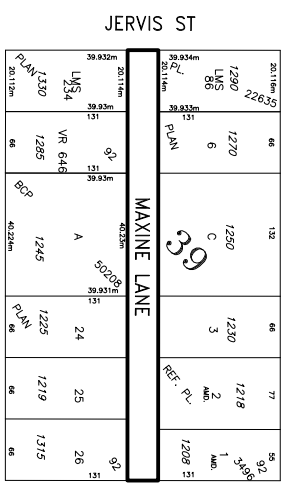
1600 W

1500 W

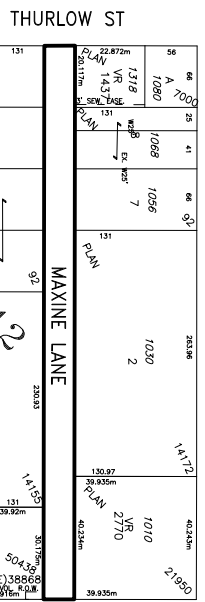
BURNABY ST

1300 W

Continues Below



BURNABY ST



1000 W

HARWOOD ST

BURRARD ST

