



## OTHER REPORT

Report Date: July 3, 2018  
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Meeting Date: July 24, 2018

TO: Vancouver City Council

FROM: Civic Asset Naming Committee

SUBJECT: Street Naming – Naming of New Streets and Street Extensions within the Pearson Dogwood Development

### **RECOMMENDATION**

- A. THAT the new public street between Cambie Street and Heather Street, running south from West 57th Avenue to West 59th Avenue, as shown on the graphic attached as Appendix A, be named "Paulson Street".
- B. THAT the new public street between Cambie Street and Heather Street, running south from West 57th Avenue to the extension of West 58th Avenue, as shown on the graphic attached as Appendix A, be named "Markovich Street".
- C. THAT the new public street between West 57th Avenue and West 59th Avenue, running west from Cambie Street as shown on the graphic attached as Appendix A, be named "West 58th Avenue" as it is an extension of the existing street.
- D. That the new public street between West 57th Avenue and West 59th Avenue, running east from Heather Street as shown on the graphic attached as Appendix A, be named "West 58th Avenue" as it is an extension of the existing street.
- E. THAT the Director of Legal Services be instructed to bring forward for enactment the appropriate amendments to the Street Name By-law.

### **REPORT SUMMARY**

This report recommends names for new streets and street extensions within the Pearson Dogwood Development.

## ***COUNCIL AUTHORITY/PREVIOUS DECISIONS***

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 Name 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).

## ***CITY MANAGER'S/GENERAL MANAGER'S COMMENTS***

The City Manager recommends the foregoing for consideration.

## ***REPORT***

### ***Background/Context***

The Pearson Dogwood site was developed in the 1950s for institutional healthcare purposes, the two main facilities being Dogwood Lodge and the George Pearson Centre. Dogwood Lodge was constructed in 1974 for long-term senior residential intermediate care. Pearson Centre was constructed in 1952 as a tuberculosis sanatorium, and subsequently used in the 1950s during the polio epidemic. In recommending names for the new public streets on the site, the Civic Asset Naming Committee sought to reflect this history.

Esther Paulson (1906-2004) was the first superintendent of nurses at the George Pearson Centre, and her 41-year career illustrates the evolution in care and education for TB nurses over time. She began caring for TB patients during her training at the Royal Columbian Hospital School of Nursing and, upon graduation in 1928, she was offered a job in the isolation cottages. Personal health issues took her back to school and work in the Kootenay district as a public health nurse and welfare field worker. She returned to Vancouver after the depression and, in 1942, due to her knowledge of TB, was “loaned” to the new Division of TB Control to develop and coordinate service between the patchwork of hospitals, clinics, local public health services and the Division. A year later she was appointed Director of Nursing at the Willow Chest Clinic, at the time the Division’s major TB hospital, while also continuing as consultant and coordinator for the Division. She was appointed General Superintendent of Nursing for the Division of TB Control in 1947. In 1952, when the new, \$1.8 million, 264-bed Pearson Hospital opened, Paulson was superintendent of nurses. She pioneered the self-care theory for TB patients, where patients were prepared for a full return to the community after long hospitalization. As death rates due to TB dropped, she helped open the new wing of the hospital in 1954 for rehabilitation of patients of the new epidemic, polio.

Leonora Lucyna Markovich (1907-1970) settled in Vancouver after leaving a successful architectural career in Warsaw at the outbreak of WWII. In 1949, after obtaining Canadian citizenship, she became the fifth female architect to register with the Architectural Institute of British Columbia. Shortly after registration she established her

own firm, which became one of Vancouver’s most successful practices over the next two decades. For a time, Markovich was the only woman architect with a private practice.

Markovich designed Willow Gardens, constructed on West 46th Avenue in 1965, a project that set the tone for a new approach to apartment living. It would serve as a precedent for the Langara Gardens development further south, also executed by Markovich’s firm, which began construction three years later. Langara Gardens design exemplified Markovich’s principles, believing an apartment complex should reflect the needs of residents, mixing affordable high-rise living with gardens and outdoor mixed-use spaces. While commonplace today, this approach was creative and original at the time.

Staff have confirmed with E-Comm through Vancouver Fire Rescue Services that “Paulson Street” and “Markovich Street” present no public safety risks and are not duplicated in the Lower Mainland. Every name considered by the Civic Asset Naming Committee is vetted through VFRS to ensure the name does not present a risk to public safety or the safety of emergency responders. Emergency dispatchers, receiving a majority of their calls from cell phones, most often do not have a caller’s location displayed to them. They must then rely on a drop-down list of addresses based on the information relayed by the caller. As callers are often in distress, understanding them can be very difficult. For this reason VFRS will not support names, particularly for streets, that present any risk of the location being misunderstood in an emergency situation.

Also for reasons of public safety and database entry limitations, the use of double-barrelled names, i.e., each woman’s first name in conjunction with their surname, is not recommended. To provide the contextual information that use of a first name would add, the Committee endorsed adding subtext to the street blade signs, similar to that recently used for West End lane signs, as follows:

- Paulson Street  
Esther Paulson | Leading TB nurse
- Markovich Street  
Leonora Markovich | Langara Gardens architect

Engineering Services and VFRS support the addition of the explanatory subtext.

### ***Public/Civic Agency Input***

On June 25, 2018, the Civic Asset Naming Committee approved motions recommending names as put forward in the recommendations in this report.

### ***Implications/Related Issues/Risk***

#### ***Financial***

There are no financial implications. Engineering Services has confirmed that the addition of the explanatory subtext does not increase the cost to manufacture and install the street name signs.

***CONCLUSION***

The Civic Asset Naming Committee recommends Council approve the names put forward in the recommendations for the new public streets in the Pearson Dogwood development.

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

DRAWING NOT TO SCALE

