



## COUNCIL REPORT

Report Date: February 25, 2025  
Contact: Heather Gordon  
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Meeting Date: March 11, 2025  
[Submit comments to Council](#)

TO: Vancouver City Council

FROM: City Clerk

SUBJECT: Street Naming – New Streets and Street Extensions in the River District, Mayfair West (Oakridge Transit Centre), Heather Lands, and Granville Loops Developments

### Recommendations

- A. THAT the new public street between East Kent Avenue South and North Arm Avenue, running from Oolichan Way to River District Crossing, as shown on the graphic attached as Appendix A, be named “Bulrush Avenue.”
- B. THAT the new public street running from West 38th Avenue to West 41st Avenue, as shown on the graphic attached as Appendix B, be named “Collins Street.”
- C. THAT the new public street running from Collins Street to West 38th Avenue, as shown on the graphic attached as Appendix B, be named “Nemetz Drive.”
- D. THAT the new public street running from Nemetz Drive to Willow Street, as shown on the graphic attached as Appendix B, be named “West 39<sup>th</sup> Avenue” as it is an extension of the existing street.
- E. THAT the new public street running from the lane east of Willow Street to the lane west of Ash Street between West 37<sup>th</sup> Avenue and McGuigan Avenue, as shown on the graphic attached as Appendix C, be named “West 35<sup>th</sup> Avenue” as it is an extension of the existing street.
- F. THAT the new public street running from West 35<sup>th</sup> Avenue to West 37<sup>th</sup> Avenue between Heather Street and Willow Street, as shown on the graphic attached as Appendix C, be named “Baillie Street” as it is an extension of the existing street.
- G. THAT the new public street running from the lane east of Willow Street to Baillie Street between West 35<sup>th</sup> Avenue and West 37<sup>th</sup> Avenue, as shown on the graphic attached as Appendix C, be named “West 36<sup>th</sup> Avenue” as it is an

extension of the existing street.

- H. THAT the new public street running from West 35<sup>th</sup> Avenue to West 37<sup>th</sup> Avenue between Ash Street and Heather Street, as shown on the graphic attached as Appendix C, be named “Manson Street” as it is an extension of the existing street.
- I. THAT the new public street running from Pacific Street to Neon Street between Howe Street and Granville Bridge, as shown on the graphic attached as Appendix D, be named “Continental Street” as it is an extension of an existing street.
- J. THAT the new public street running from Pacific Street to Neon Street between Granville Bridge and Seymour Street, as shown on the graphic attached as Appendix D, be named “Rolston Street” as it is an extension of an existing street.
- K. THAT the Director of Legal Services be instructed to bring forward for enactment by Council the appropriate amendments to the Street Name By-law.

### **Purpose and Executive Summary**

This report seeks Council approval of naming new public streets within the River District development, Heather Lands development, Mayfair West (Oakridge Transit Centre) development and the Granville Loops development. In the absence of the Civic Asset Naming Committee, this report is coming from the City Clerk.

### **Council Authority/Previous Decisions**

The Street Name By-law, No. 4054 is used to name and regulate public roads in the City of Vancouver. This by-law was enacted under the Vancouver Charter, which gives Council the power to assign names to streets in the City of Vancouver and to change the names so assigned when Council deems it necessary.

The Civic Asset Naming Committee was originally established by Council on February 29, 2012, and dissolved in October 2022 prior to the last municipal election. During its existence, the Committee approved names to be added to the Civic Asset Name Reserve List based on input from staff regarding compliance with naming policies and guidelines. It also recommended 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).

A new Street Naming Committee was established by Council on February 14, 2023, in anticipation of completion of a new Commemoration Framework that would provide guidance on naming policy and procedures. The Street Naming Committee has a very limited mandate to recommend street names using only the Civic Asset Name Reserve List.

### **City Manager’s Comments**

The City Manager concurs with the foregoing recommendations.

## **Context and Background**

Street names are required for new public streets in the River District, Mayfair West, Heather Lands and Granville Loops developments. These names are required as a result of the recent or imminent registration of related subdivision plans to dedicate these roads to the City. It has been established practice to wait until the streets are legally dedicated to formally approve naming, even if names are contemplated and settled on during the early days of site design.

Recommendations A, B and C refer to new streets in the River District and Mayfair West developments for which new names were recommended by the Civic Asset Naming Committee. The Committee recommended Bulrush Avenue at its Regular meeting on June 25<sup>th</sup>, 2018 and Collins Street and Nemetz Drive at its Regular meeting on September 28, 2020. The remaining recommendations refer to extensions of existing streets in the Mayfair West, Heather Lands and Granville Loops developments. Civic Asset Naming Committee and Street Naming Committee input is not required for extensions of existing streets.

## **Discussion**

### River District Development

In September 2010, the City received a request from the developer, Park Lane Homes, outlining the need to name 23 public and private streets in its River District development south of Marine Drive. Between November 2013 and 2019 the Civic Asset Naming Committee recommended, and Council approved, a number of names, including “North Arm Avenue,” “River District Crossing,” “Sawmill Crescent,” “Rivergrass Drive,” “Jack Uppal Street” and most recently, “Oolichan Way.”

In a city as built-out as Vancouver, the River District offers a rare opportunity to select street names that reflect a large site's rich historical, cultural, geographical and natural features. The name put forward in this report was chosen after careful research and discussion, and also with a view of the River District development as a whole.

As with “Oolichan Way,” the proposed new street name “Bulrush Avenue” (Recommendation A) is meant to reflect the development’s connection to local flora and fauna along the Fraser River. Bulrush references the sedges that grow along the riverbank and provide an important food source for the bird life that inhabits the area and serves as a means of water purification. Bulrush leaves and stalks were used by local indigenous people to weave mats.

### Mayfair West (Oakridge Transit Centre) Development

“Collins Street” (Recommendation B) is recommended in honour of union leader and Black activist Frank Collins, who worked as a Canadian Pacific Railway porter and later as a bus driver. He served as president of the Vancouver Division of the Brotherhood of Sleeping Car Porters and the BC branch of the Canadian League for the Advancement of Coloured People (later the BC Association for the Advancement of Coloured People). The Civic Asset Naming Committee felt this an appropriate name given the former use of the site as Translink’s Oakridge Transit Centre bus depot.

“Nemetz Drive” (Recommendation C) is recommended to honour the Nemetz family for their many community contributions to Vancouver. The family arrived in Canada as Ukrainian Jewish

refugees in the early 1900s, with the siblings Samuel, Charlie, David, Harry, and Sonia arriving first. David returned to Europe in 1922, managing to smuggle out 30 family members. In the late 1920s, the family relocated to Vancouver, contributing to various community causes ranging from health and education to labour and human rights over numerous generations. The name was suggested to the Civic Asset Naming Committee by the Jewish Museum & Archives of BC, the Centre for Israel and Jewish Affairs, and the Jewish Federation of Greater Vancouver. The Civic Asset Naming Committee felt this an appropriate name given the strong Jewish community presence in the Oakridge area.

### Street Extensions

Recommendations D, E, F, G, H, I, and J refer to extensions of existing streets in the Mayfair West, Heather Lands, and Granville Loops developments. Staff recommend extending the names of the existing streets, in compliance with City naming policies and guidelines which call for a continuous street name system.

### Public Safety

Staff have confirmed with E-Comm through Vancouver Fire Rescue Services that “Bulrush Avenue,” “Collins Street,” “Nemetz Drive” and the extensions of “West 39<sup>th</sup> Avenue,” “West 35<sup>th</sup> Avenue,” “West 36<sup>th</sup> Avenue,” “Baillie Street,” “Manson Street,” “Continental Street,” and “Rolston Street” present no public safety risks and are not duplicated in the Lower Mainland. Every name recommended to Council 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.

### **Financial Implications**

There are no financial implications.

### **Legal Implications**

If the Recommendations in this report are approved by Council, the Director of Legal Services will bring forward for enactment by Council the appropriate amendments to the Street Name By-law.

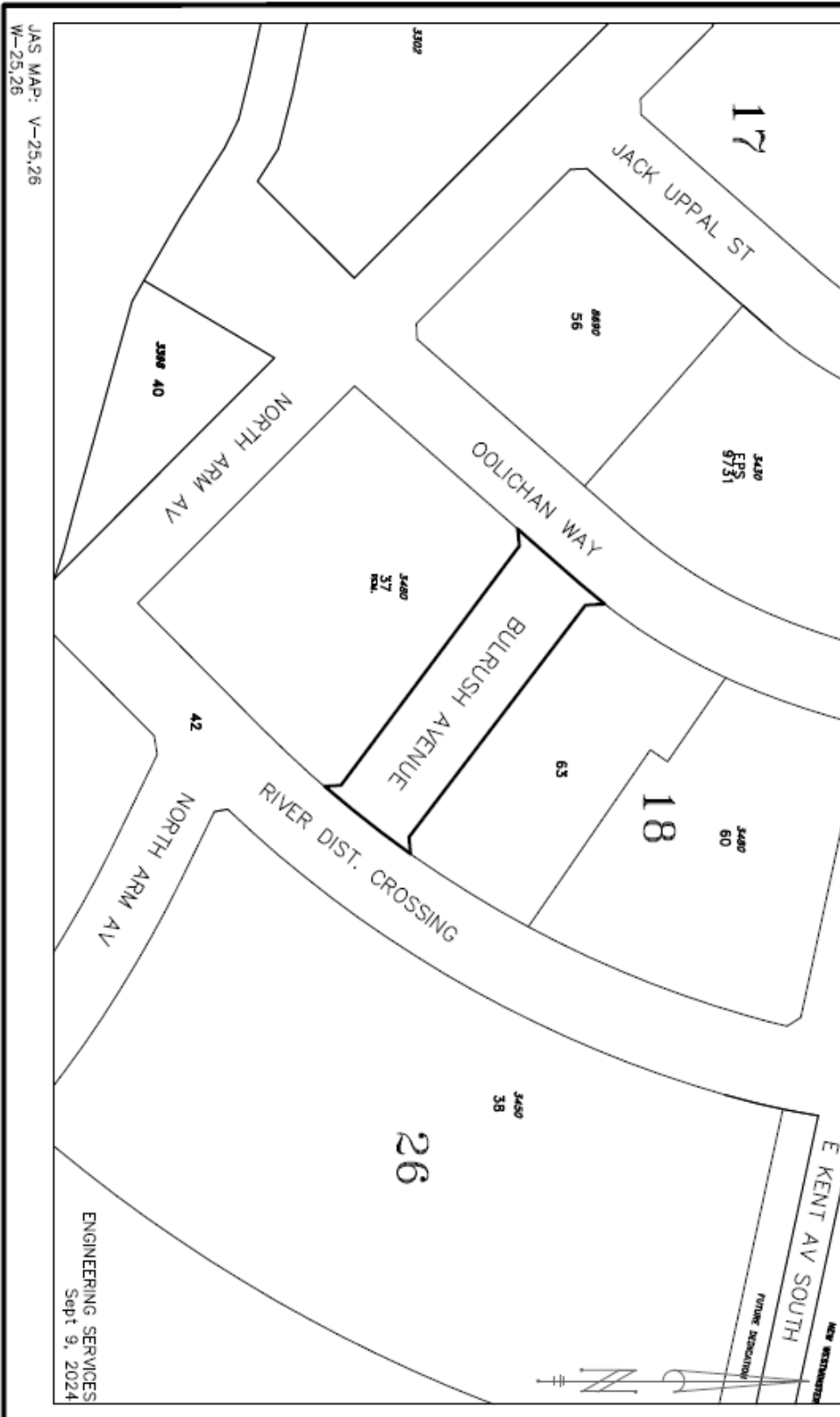
\* \* \* \* \*

### APPENDIX A RIVER DISTRICT

6C221F1

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

DRAWING NOT TO SCALE



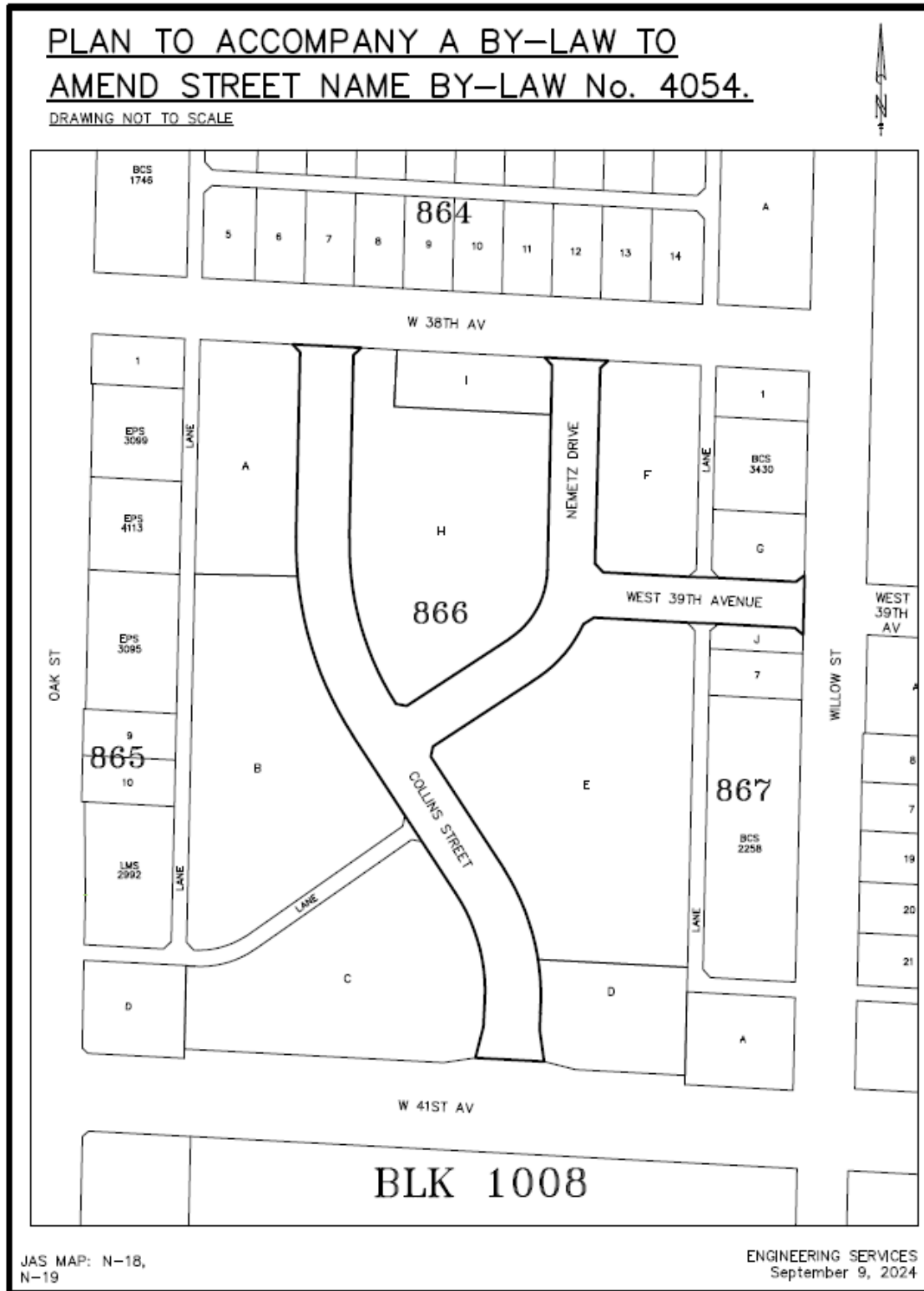
JAS MAP: V-25,26  
W-25,26

Y:\LAND\_SURVEY\JAS\Street Name\LF12239 - Bulrush Av-Sept 2024.dwg

LF12239

**APPENDIX B  
MAYFAIR WEST (OAKRIDGE TRANSIT CENTRE)**

LF12238

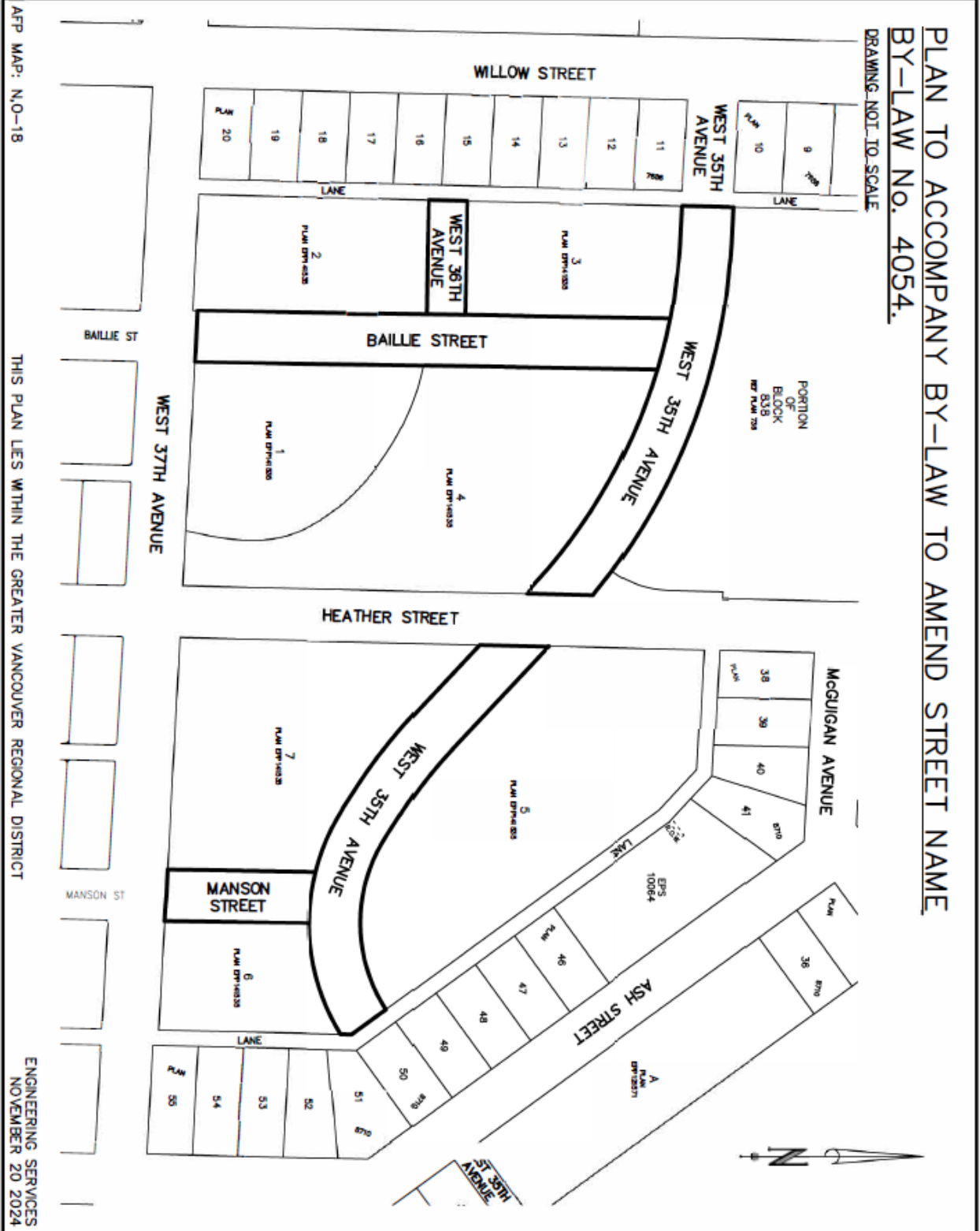


JAS MAP: N-18,  
N-19

ENGINEERING SERVICES  
September 9, 2024

**APPENDIX C  
HEATHER LANDS**

E12242



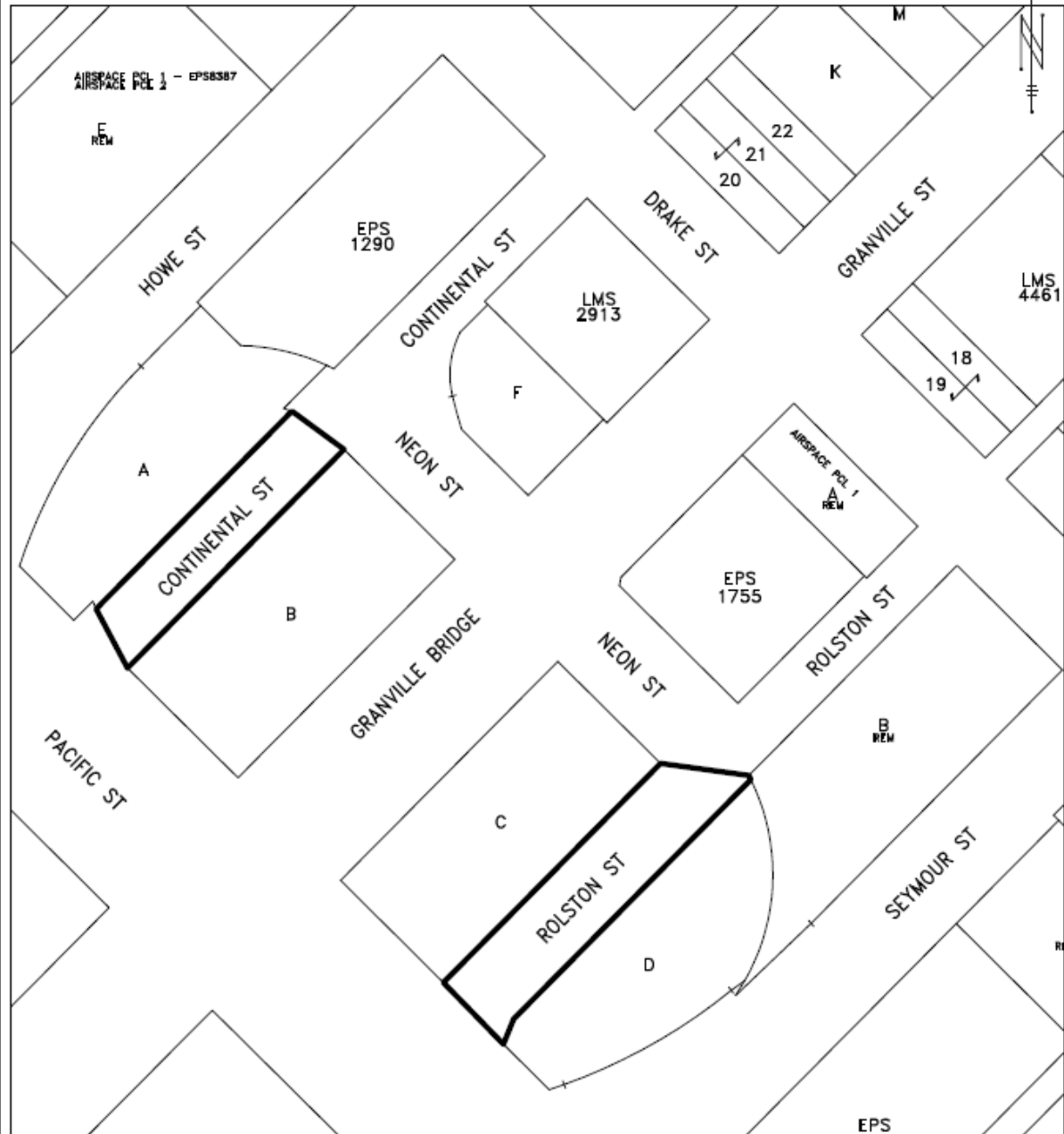
E12242

### APPENDIX D GRANVILLE LOOPS

LF12249

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

DRAWING NOT TO SCALE



JAS MAP: N-9,10

ENGINEERING SERVICES  
Jan 24, 2025

Y:\LAND\_SURVEY\JAS\Street Name\LF12249 - Ralston St-Continental St Ext.dwg

LF12249