

Date: June 22, 2010



TO: Board Members – Vancouver Park Board
FROM: General Manager – Parks and Recreation
SUBJECT: Naming of Southeast False Creek Recreation Facility

RECOMMENDATION

THAT the Board approve “Creekside Recreation Centre” as the name of the new recreation facility in Southeast False Creek.

POLICY

The proposed naming of this facility is not addressed by the guidelines listed in the two existing naming policies for Park Board facilities and parks; it is neither related to sponsorship nor commemoration. At a future date, the name may be revised in accordance with either of these policies.

BACKGROUND

The new recreation centre in Southeast False Creek is scheduled to open to the public in July 2010 after serving as part of Athletes’ Village for the 2010 Winter Games. The building includes indoor and outdoor recreation areas, fitness centre, boating centre, childcare, and space for a future restaurant. The centre and surrounding village have been developed to set new standards in the area of sustainable design and construction in the city.

DISCUSSION

The Southeast False Creek development has in recent years been referred to by a number of names; “Olympic Village”, “Athlete’s Village”, “Millennium lands”, and “Southeast False Creek” to name a few. Officially the location is within the north Mount Pleasant region of the city, although some believe it lies within the adjacent Fairview community. The title which the Park Board has been using for the recreation facility has been the name identified in the official development plan; “Southeast False Creek Community Centre”. While useful during the construction phase, it has become apparent that certain challenges make this name unlikely to be the best option over the long-term.

The Park Board has made the decision to operate the new waterfront centre through an approach which coordinates programming between it and the existing False Creek Community Centre on Granville Island. Unfortunately, confusion has already resulted given that the two names currently use “False Creek Community Centre”. The existing

Granville Island facility has built a substantial amount of equity in its name over the decades and residents in the area clearly associate the name with this centre.

In the spring of 2010, staff enlisted the assistance of a consultant which specializes in branding and naming of organizations to assist with the creation of a short list of options of potential names for this new facility. A workshop facilitated by the consultant was held involving Recreation staff, where key principles were established to help guide the discussion about potential naming options. It was determined that the name should;

- i) be concise with a minimum number of words;
- ii) reflect the geographic location or connection in the public consciousness to the area (ie Olympic Legacy);
- iii) align with the vision of the centre as a forward-thinking facility for recreation and sport.

The scoping session resulted in a short-list of six options, from which three were determined to be appropriate and in-line with the above principles; “Olympic Village Recreation Centre”, “Athletes Village Recreation Centre”, and “Creekside Recreation Centre”. After further review the final recommendation for “Creekside Recreation Centre” was decided upon as the best option.

The “Creekside” name relates to the geographic positioning and site location on the seawall, in close proximity to the existing “Creekside Park”. The simple, two-syllable name also relates to the future marine application, namely the boating facility on the City’s highest-profile “creek”. Furthermore, the use of “Recreation” in the name identifies the centre as a place for activity and sport, the core purpose of the facility. This feature along with the “#1 Athletes Way” street address align with the sport legacy aspect of this facility and its role during the 2010 Winter Games.

SUMMARY

Staff recommend that the Board approve “Creekside Recreation Centre” as the name for the new recreation facility at Southeast False Creek.

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