

TO: CITY MANAGER 2001 APRIL 18

FROM: DIRECTOR PLANNING AND BUILDING OUR FILE: 17.811.4
X-Ref: RZ #49/97

SUBJECT: PROPOSED NAME FOR BRENTWOOD TOWN CENTRE CHILD CARE FACILITY

PURPOSE: To propose a name for the City child care facility, currently being developed in the Brentwood Town Centre area.

RECOMMENDATION:

1. THAT Council endorse "Madison Children's Centre" as the name for the City child care facility currently being developed in the Brentwood Town Centre area.

REPORT

1.0 BACKGROUND

The Madison Centre mixed-use development, which encompasses the former Lougheed Hotel site and properties to the north (Rezoning Reference #49/97), will include a purpose-built child care facility. In accordance with the City's Community Amenity Bonus provisions, the developer agreed to provide the child care facility, as well as a special needs housing component, in exchange for increased development density.

Particulars regarding the child care facility are as follows:

- *size*: roughly 4000 square feet of indoor space and 3500 square feet of outdoor space
- *ownership*: to be turned over to the City as a free standing building on a fee simple parcel
- *development costs*: designed, furnished, and equipped at the developer's cost, and to the City's satisfaction, for operation as a child care centre
- *operator*: Lower Mainland Purpose Society for Youth and Families
- *capacity and target group*: roughly 40 spaces (tentatively 24 infant/ toddlers and 16 3 - 5 year olds); subject to Provincial funding, priority will be given to families who require respite child care and parenting assistance (i.e., families facing stress which is putting their children at risk).

The child care facility is currently under construction and is expected to be completed this June. The Purpose Society plans to open the centre in early July. Given the imminent opening, it is important that a name be selected for the centre as soon as possible. This report proposes a name for Council's consideration and endorsement.

2.0 PROPOSED NAME

The name being proposed for the child care facility is "Madison Children's Centre." The rationale for the proposal is twofold:

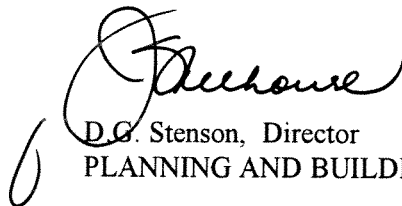
- 1) it provides a geographic context for the centre, acknowledging that Madison Avenue runs along the western edge of the mixed-use development
- 2) it echoes the name of its host development (i.e., Madison Centre).

Staff has discussed the proposed name with the developer and Purpose Society, and both parties have indicated their support for it. Given the foregoing, it is recommended that Council endorse Madison Children's Centre as the facility's name.

3.0 CONCLUSION AND NEXT STEPS

The child care facility being developed in the Brentwood Town Centre area promises to be a high quality facility that the City, developer, and community can be proud of. Given confirmation of a name for the facility (proposed to be "Madison Children's Centre"), the Purpose Society will be able to begin advertising to attract families, and the developer will be able to prepare the necessary signage for the building. Also, staff will be able to develop an agreement for operation of the centre with the Purpose Society, which will resemble the one in place for the Hanna Court Children's Centre.

An official opening ceremony for the centre will likely take place in the fall. Staff will provide Council with a report on the opening, and other pertinent matters concerning the centre, in due course.


D.G. Stenson, Director
PLANNING AND BUILDING

JF\sa

cc: Director Parks, Recreation & Cultural Services
Chief Building Inspector
City Solicitor