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TO:	CHAIR AND MEMBERS CIVIC WORKS COMMITTEE
FROM:	GEORGE KOTSIFAS, P. ENG. MANAGING DIRECTOR, DEVELOPMENT AND COMPLIANCE SERVICES AND CHIEF BUILDING OFFICIAL
SUBJECT:	APPLICATION BY: CITY OF LONDON STREET RENAMING PORTION OF THIRD STREET (FROM OXFORD STREET EAST TO CHEAPSIDE STREET) TO BARANSWAY DRIVE MEETING ON NOVEMBER 12, 2018

RECOMMENDATION

That, on the recommendation of the Director, Development Services, the following actions be taken with respect to the renaming of the portion of Third Street (between Oxford Street East and Cheapside Street) to Baransway Drive:

- a) A public meeting for the proposed renaming of the portion of Third Street (between Oxford Street East and Cheapside Street) to Baransway Drive, be scheduled and notice be given advertising the public participation meeting;
- b) The Applicant pay for the cost of the advertising and change of street signage; and
- c) The Applicant compensate any property owner(s) for incurred costs associated with the municipal address change as a result of the street name change.

BACKGROUND

This section of Third Street was originally created through registered plan 33M-342 on August 16, 1996.

An application was made by Mark Henderson, Development and Compliance Services – Administration, City of London on behalf of the London Economic Development Corporation and Trudell Medical International. The application proposes to rename a section of Third Street to recognize Mitchell Baran.

Viewed as an influential businessperson by the local community that helped shape the London’s economy, Mitch Baran (1934-2015) continues to have a strong impact on our city to this day. The former Chief Executive of Trudell Medical Group built the business into one of London’s most successful companies and helped millions of people breathe easier along the way.

Baran passed away in 2015 at the age of 81 battling cancer and is remembered in the community for his dedication, entrepreneurship, and impactful work. He was inducted into the London Business Hall of Fame (2003), is an honoree of the Order of Canada, and had Riverside Park renamed after him in 2012. To help his legacy continue, it is proposed to have a street renamed in his honour given his impact on the London community.

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Trudell, which was founded in 1922 by Baran's wife's Grandfather George Trudell, started as a small company with only a dozen employees that supplied missionaries with Bibles, rosaries, and medical supplies. After Baran purchased Trudell in 1967, the company was transformed into a powerhouse medical-device company with a global market. Now, Trudell and its subsidiaries have around 750 employees around the world, including about 300 in London. Baran developed the company's flagship product, Aero Chamber, based off of personal experience suffering from severe asthma as a youth.

Committed to London, Baran turned down numerous offers to move Trudell to the U.S. and instead expanded Trudell here, which is now recognized as a major, locally-owned leader in the medical space. Baran's commitment spilled over into other spaces within London, as he invested in local start-up tech companies and established the Mitchell and Kathryn Baran Family Foundation. The foundation started in 2004 and has given back to local charities and organizations, including Let's Talk Science, Schulich School of Medicine and Dentistry, and The United Way. Baran also served on numerous hospital, corporate, and government advisory boards.

Mitch Baran has also been recognized by having a park named after him, Mitchell A. Baran Park, located at 10 Riverside Drive, at the fork of the Thames River.

Street Renaming

The City's Street Naming guidelines inform the recommended name change and no issues have been identified. The request to rename the subject portion of Third Street to Baransway Drive was circulated to the Municipal Addressing Advisory Group (MAAG) for review. The proposed name change and the proposed name was approved by the members, at a rate of 88% percent.

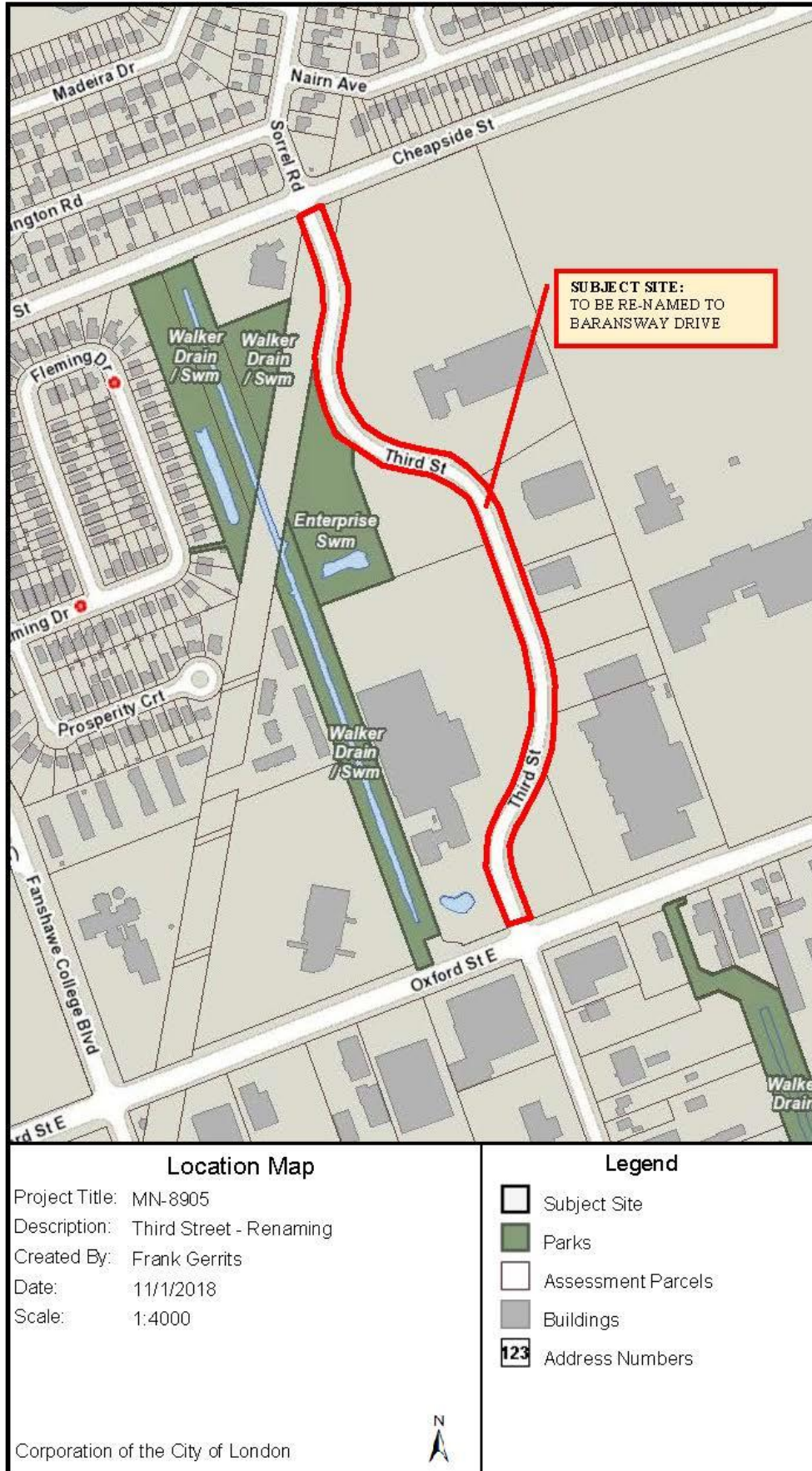
The Applicant, (Trudell Medical International), shall be required to financially compensate the property owners for a change in address, Council has previously recommended compensation of Two Hundred (\$200) dollars for private residences. However, there is no set amount for commercial business. In total, ten (10) business would be affected by renaming this section of Third Street. It is recognized, however, that Trudell owns most of the property fronting onto the subject portion of Third Street.

Street Signs will be required to be replaced (approx. \$500.00 plus taxes per sign, installed). After the public consultation process, staff will report back on the cost allocation and anticipated expenses to the Applicant associated with the sign replacement. The estimated cost for new and replacement street name signs do not include the posting of temporary signs indicating the former street name.

Consultation with emergency service providers and other agencies, such as Canada Post Corporation (CPC) will be necessary to ensure a streamline transition of the street name change. Canada Post Corporation has in the past provided six month free re-direction mail service.



Figure 1 – Third Street – Between Oxford Street East and Cheapside Street



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CONCLUSION

Staff recommends that the portion of Third Street between Oxford Street East and Cheapside Street be renamed to Baransway Drive, and that a Public Participation Meeting be held at the earliest available Civic Works Committee meeting. The Applicant, (Trudell Medical International), shall pay for the cost of advertisement, signage replacement on a full cost recovery basis, as well as compensation to the affected property owners.

PREPARED BY:	REVIEWED BY:
FRANK GERRITS Development Documentation Coordinator Development Services, (Subdivisions)	MATT FELDBERG Manager, Development Services (Subdivisions)
RECOMMENDED BY:	SUBMITTED BY:
PAUL YEOMAN, RPP, PLE Director, Development Services	GEORGE KOTSIFAS, P. ENG. Managing Director, Development & Compliance Services and Chief Building Official

FG/MF/PY/GK/fg
Attach.
October 29, 2018