

<b>TO:</b>	<b>CHAIR AND MEMBERS CIVIC WORKS COMMITTEE</b>
<b>FROM:</b>	<b>GEORGE KOTSIFAS, P. ENG. MANAGING DIRECTOR, DEVELOPMENT AND COMPLIANCE SERVICES AND CHIEF BUILDING OFFICIAL</b>
<b>SUBJECT:</b>	<b>APPLICATION BY: THE CORPORATION OF THE CITY OF LONDON STREET RENAMING PORTION OF THIRD STREET (FROM OXFORD STREET EAST TO CHEAPSIDE STREET) TO BARANSWAY DRIVE MEETING ON DECEMBER 11, 2018</b>

<b>RECOMMENDATION</b>
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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) the proposed by-law attached as Appendix "A" **BE INTRODUCED** at the Municipal Council Meeting to be held on December 18, 2018 to undertake the following actions:
  - i) rename Third Street between Oxford Street East and Cheapside Street Baransway Drive, effective February 1, 2019;
- b) Trudell Medical Group **BE REQUIRED** to pay for all costs of street address change and the change of street signage; and
- c) Trudell Medical Group **BE REQUIRED** to compensate any property owner(s) for incurred costs associated with the municipal address change as a result of the street name change.

<b>PREVIOUS REPORTS</b>
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November 12, 2018 – Street Renaming – Portion of Third Street (From Oxford Street East to Cheapside Street) to Baransway Drive

<b>BACKGROUND</b>
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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 Group.

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, we are proposing to have a street renamed in his honour given his impact on the London community.

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.

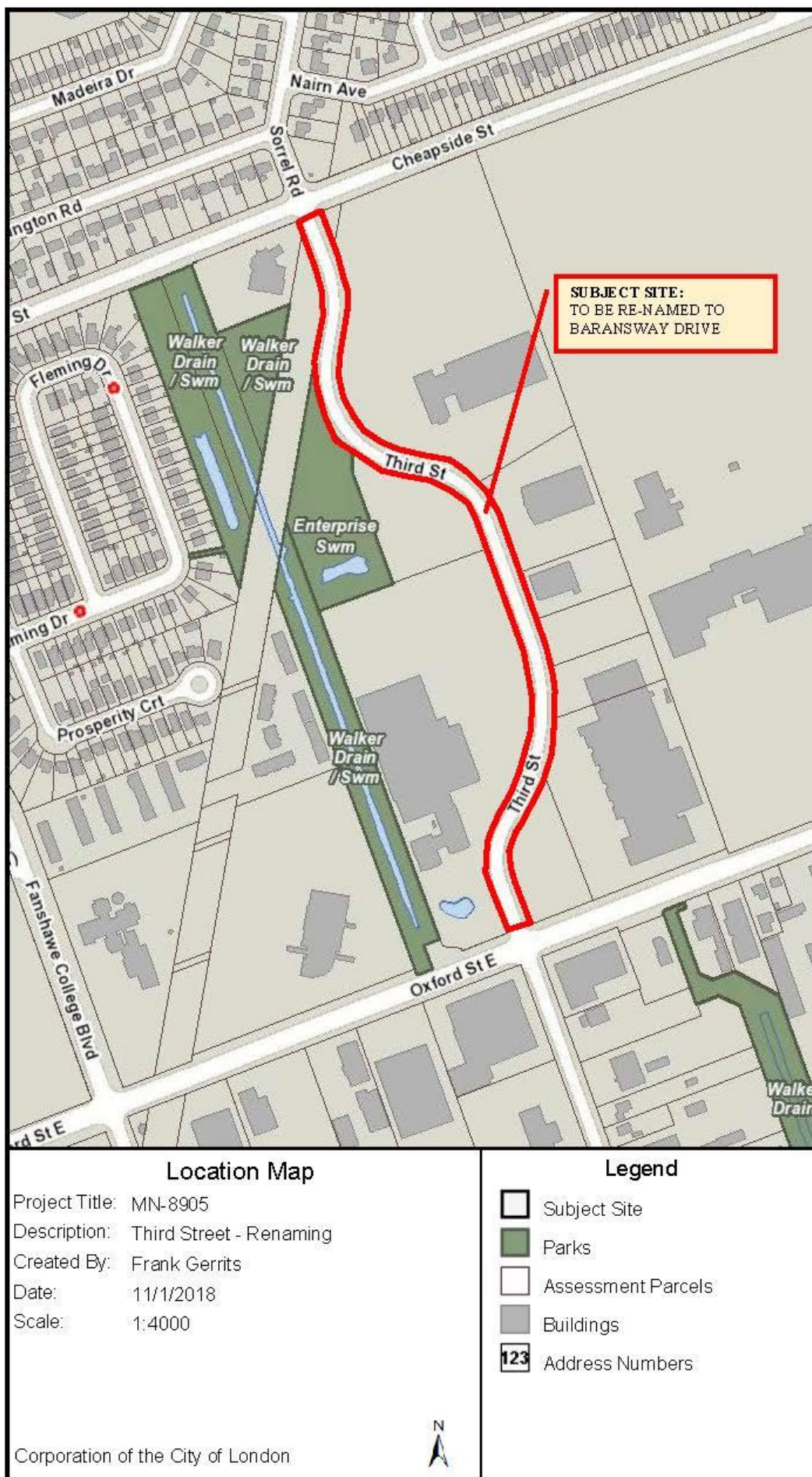
Mitch Baran was previously recognized by having a park named after him, Mitchell A. Baran Park, located at 10 Riverside Drive, at the fork of the Thames River.

The Applicant 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.

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



<b>CONCLUSION</b>
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The Civic Works Committee (CWC) recommends the portion of Third Street (between Oxford Street East and Cheapside Street) be renamed to Baransway Drive. Trudell Medical Group shall pay for the cost of advertisement, signage replacement on a full cost recovery basis, as well as compensation to the affected property owners.

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

FG/MF/PY/GK/fg  
Attach.  
November 27, 2018

Bill No.  
2018

By-law No. S.-\_\_\_\_\_

A by-law to rename a portion of Third Street to Baransway Drive, effective February 1, 2019.

WHEREAS the Municipal Council of The Corporation of the City of London deems it expedient to rename a portion of Third Street to Baransway Drive;

NOW THEREFORE the Municipal Council of The Corporation of the City of London enacts as follows:

1. That portion of Third Street between Oxford Street East and Cheapside Street, being that portion on Registered Plan 33M-342, shall hereafter be called and known as Baransway Drive, and the name of said street is hereby changed accordingly:
2. This by-law comes into force and effect on February 1, 2019.

PASSED in Open Council on \_\_\_\_\_

Ed Holder  
Mayor

Catharine Saunders  
City Clerk

First Reading –  
Second Reading –  
Third Reading –