Minute No. 671
Report – Standing Policy Committee on Downtown Development, Heritage and Riverbank Management – September 30, 2013

Item No. 2 Street Name Change – Waterfront Drive between William Stephenson Way and Forks Market Road to Israel Asper Way (Fort Rouge-East Fort Garry Ward)

COUNCIL DECISION:

Council concurred in the recommendation of the Standing Policy Committee on Downtown Development, Heritage and Riverbank Management and adopted the following:

1. That Waterfront Drive between William Stephenson Way and Forks Market Road as shown on Misc. Plan No. 14568 be renamed Israel Asper Way.

2. That the Director of Legal Services and City Solicitor be instructed to prepare the necessary by-law for submission to Council to effect the street name change in accordance with Misc. Plan No. 14568.

3. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Report – Standing Policy Committee on Downtown Development, Heritage and Riverbank Management – September 30, 2013

DECISION MAKING HISTORY:

Moved by Councillor Pagtakhan,

That the recommendation of the Standing Policy Committee on Downtown Development, Heritage and Riverbank Management be adopted by consent.

Carried

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On October 9, 2013, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Downtown Development, Heritage and Riverbank Management and submitted the matter to Council.

STANDING COMMITTEE RECOMMENDATION:

On September 30, 2013, the Standing Policy Committee on Downtown Development, Heritage and Riverbank Management concurred in the recommendation of the Winnipeg Public Service and submitted the matter to the Executive Policy Committee and Council.

ADMINISTRATIVE REPORT

Title: **STREET NAME CHANGE: WATERFRONT DRIVE BETWEEN WILLIAM STEPHENSON WAY AND FORKS MARKET ROAD TO ISRAEL ASPER WAY**

Critical Path: **STANDING POLICY COMMITTEE ON DOWNTOWN DEVELOPMENT, HERITAGE AND RIVERBANK MANAGEMENT – EXECUTIVE POLICY COMMITTEE – COUNCIL**

AUTHORIZATION

Author	Department Head	CFO	CAO
M. Pittet	B. Thorgrimson	N/A	D. Joshi COO

RECOMMENDATIONS

1. That Waterfront Drive between William Stephenson Way and Forks Market Road as shown on Misc. Plan No. 14568 be renamed Israel Asper Way.

2. That the Director of Legal Services and City Solicitor be instructed to prepare the necessary by-law for submission to Council to effect the street name change in accordance with Misc. Plan No. 14568.

3. That the Proper Officers of the City be authorized to do all things necessary to effect the intent of the foregoing.

REASON FOR THE REPORT

Council authority is required to rename streets. Pursuant to By-law No. 115/2011, the proposed naming and renaming of streets within the area that is governed by the Downtown Winnipeg Zoning By-law must first be considered by the Standing Policy Committee on Downtown Development, Heritage and Riverbank Management

IMPLICATIONS OF THE RECOMMENDATIONS

In general, it is preferable to name a new street rather than renaming an existing street as stated in Appendix “A” to the Street Names By-law No. 115/2011. Renaming existing streets is discouraged for

a number of reasons, including, but not limited to the confusion it creates, costs incurred, the inconvenience to residents and businesses and the loss of history associated with the existing name. The by-law further states that, if it is important to rename a street, streets that will minimize these factors should be chosen over streets in which these factors are prominent. In this instance, the street selected is appropriate as the impacts of the renaming will be minimal.

Waterfront Drive between William Stephenson Way and Forks Market Road will be renamed Israel Asper Way following approval by Council and upon subsequent passage of the required by-law by Council.

All costs associated with the street name change are the responsibility of the applicant. There are no financial implications for the City of Winnipeg.

HISTORY

The Planning, Property and Development Department has received a request from the Canadian Museum for Human Rights to rename the portion of Waterfront Drive so identified on the attached copy of Misc. Plan No. 14568 to Israel Asper Way. The street name change is to honour Winnipeg philanthropist Israel (Izzy) Harold Asper, the founder of the Asper Foundation and driving force behind the creation of the Canadian Museum for Human Rights. Mr. Asper's history appears in Appendix "B" of this report.

The Land Development Branch has done a sound-alike search and the name does not conflict with any existing streets. In addition, this proposed street name change meets multiple criteria set out in Appendix "A" of Street Naming By-law No. 115/2011.

The portion of Waterfront Drive lying between William Stephenson Way and York Avenue was opened as "Pioneer Boulevard" by Plan Nos. 23147 and 38724 which were registered in the Winnipeg Land Titles Office in December of 1988 and August of 2000 respectively. In January of 2003, City of Winnipeg By-law No. 8144/2002 was registered in the Winnipeg Land Titles Office, changing the name of Pioneer Boulevard to "Waterfront Drive". There are two properties bordering this portion of the subject street. The applicant's property (Canadian Museum for Human Rights) is situated on the east side with a street designation of 85 Waterfront Drive. The City of Winnipeg is the owner of the property on the west side with a street designation of 106 Waterfront Drive.

The portion of Waterfront Drive lying between York Avenue and Forks Market Road was opened as "Pioneer Boulevard" by Plan No. 28595 and registered in the Winnipeg Land Titles Office in August of 1992. At the request of The Forks Renewal Corporation, the right of way was legally closed in order to better control the proliferation of street vendors within the public right of way. The street was closed by Plan No. 36432 which was registered in the Winnipeg Land Titles Office in October of 1988. Although legally closed, this portion of Waterfront Drive is physically open. Title to the land currently vests in the name of the City of Winnipeg. The Forks Renewal Corporation is the owner of the properties on both side of this portion of Waterfront Drive. Buildings located within these properties all have designations of "Forks Market Road" and will not be affected by the name change.

FINANCIAL IMPACT

Financial Impact Statement **Date:** September 23, 2013

Project Name:

STREET NAME CHANGE: WATERFRONT DRIVE BETWEEN WILLIAM STEPHENSON WAY AND FORKS MARKET ROAD TO ISRAEL ASPER WAY

COMMENTS:

There are no financial implications associated with these recommendations.

Mike McGinn, CA
Manager of Finance

CONSULTATION

In preparing this Report there was consultation with:

Internal Consultation:

N/A

External Consultation:

N/A

SUBMITTED BY

Department: Planning, Property and Development
Division: Land Development, Geomatics and Land Information Systems
Prepared by: Bohdan Buyachok, Real Property Officer
Date: September 26, 2013
File No. 87/15

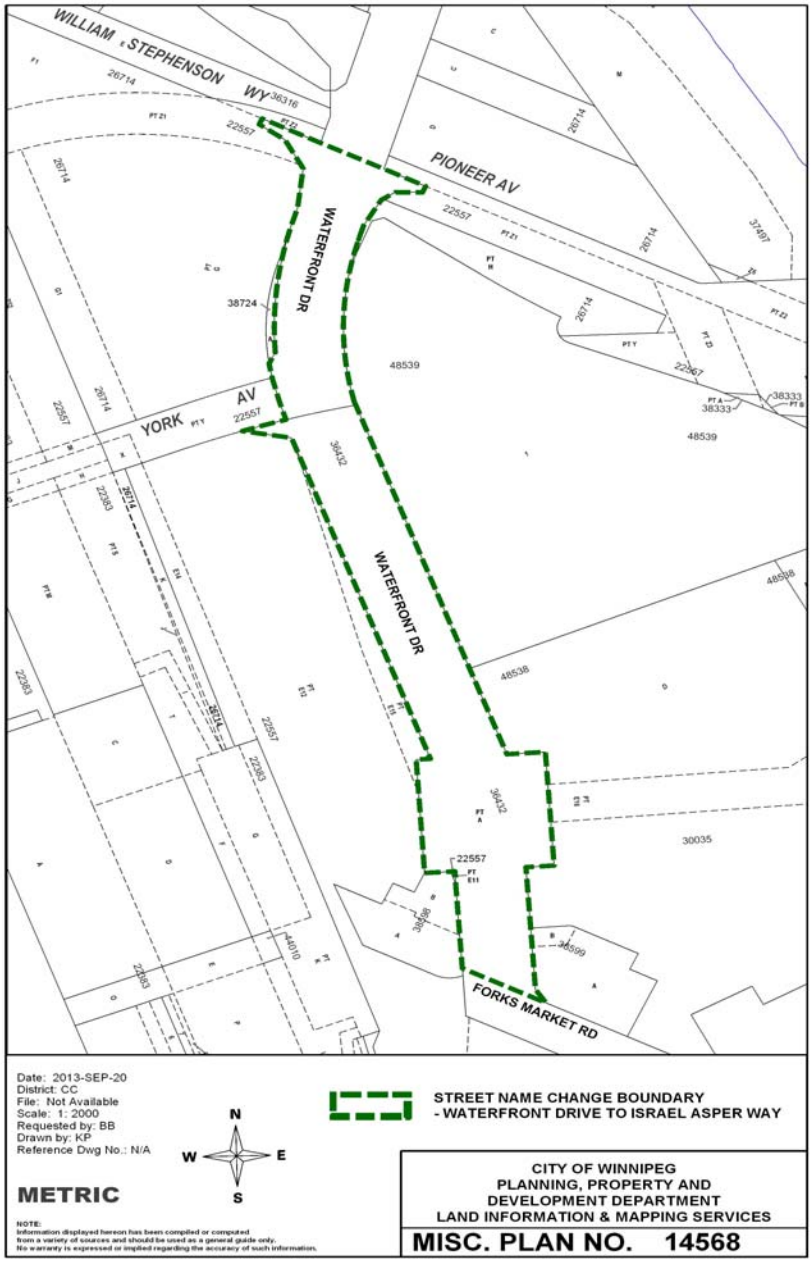
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List of Attachments

Appendix “A”: Miscellaneous Plan No. 14568
Appendix “B”: History of Israel (Izzy) Harold Asper

APPENDIX "A"

Miscellaneous Plan



APPENDIX "B"

History of Israel (Izzy) Harold Asper



ISRAEL (IZZY) HAROLD ASPER

B.A., LL.B., LL.M., O.C., O.M., Q.C.

I am the offspring of immigrants and Prairie immigrants at that. And these people who would otherwise have been cinders in one of Hitler's ovens have a great sense of gratitude to Canada for offering them shelter . . . people arriving with no money, people arriving not being able to speak a word of English from all over the place. And so you get taught that you owe and you have an undischarged debt to this country . . . we don't say we're our brother's keeper, but we do say we're our brother's helper . . . and that's part of the culture in the Prairies." – *Israel (Izzy) Asper*

Izzy was born in Minnedosa, Manitoba on August 11, 1932 to Leon and Cecilia Asper, who immigrated to Canada during the 1920s. He was educated at Kelvin High School and the University of Manitoba, B.A., 1953, LL.B., called to the Bar, 1957, LL.M., 1964 and practiced and taught law for 20 years, specializing in taxation. Izzy wrote a nationally syndicated newspaper column on taxation and in 1970 authored a book critical of the federal government's tax reform proposals.

In 1970 Izzy became leader of the provincial Liberal Party in the Manitoba Legislature and, as a Member of the Manitoba Legislature, tabled Manitoba's first Bill of Rights. That same year he and a partner purchased an independent Winnipeg television station. He discontinued his political life and law practice when he chose to go on to other interests that had captured his energy.

In 1977, he and another partner formed The CanWest Global Communications Corp. From its headquarters in Winnipeg, the corporation grew with major purchases such as Global Television and became a leading international, diversified media empire spanning three continents with interests in television, film production, radio, the internet and newspapers. By 1984, Izzy was sole owner of CanWest and was listed in 1996 on the NYSE with its symbol of CWG. He was a majority controlling shareholder and served as Executive Chairman of the Board and its subsidiaries.

It was the wealth created by CanWest that allowed him and his wife, Ruth (Babs) Asper to create The Asper Foundation.

As a philanthropist, Asper was an inspiration to all. His underlying philosophy, which he imparted to his three children from the first day The Asper Foundation was established in 1983, was for them "to do something useful with [their] lives and make a difference." He was imbued with what in Hebrew is referred to as Tikkun Olam – taking action to repair the world. He was never content to sit back and watch while a wrong was perpetrated.

The Asper Foundation was dedicated to carrying out Izzy's major philanthropic ambitions, with a strong focus on educating youth about the importance of human rights. In the process he began to envision a uniquely Canadian destination for human rights education and action that would also reflect the world's collective human rights struggles and aspirations. As a passionate Canadian, he worked hard to turn his vision for a Canadian human rights museum

into a reality. Friends of the Canadian Museum for Human Rights (Friends) was founded in 2002 to spearhead the Museum's creation.

In April 2003, The Asper Foundation, in joint partnership with the Government of Canada, Province of Manitoba, City of Winnipeg and The Forks North Portage Partnership, announced the establishment of The Canadian Museum for Human Rights in Winnipeg, Canada. The Asper Foundation donated $20 million and was the driving force behind the creation of a distinctive, architecturally exceptional Museum that will help to eliminate intolerance through recognition of human rights as the foundation for human equality, dignity and freedom worldwide. A major component of the Museum will be a national student program that will sponsor high school students in Winnipeg, Manitoba and ultimately from across Canada. In 2008, Bill C48 was passed unanimously in Parliament establishing the Museum as a National Federal Museum, the fifth National museum and the first to be established outside of the National Capital Region.

It's been argued that anyone else of his stature, wealth and international business interests would have left Winnipeg. Not Asper. He remained to the last Winnipeg's greatest booster. . In 1996, as only one of many examples, he became involved in the campaign to save the National Hockey League Winnipeg Jets franchise—despite the fact that he was not a hockey fan.

Izzy's belief in supporting all facets of the city was reflected in the Asper family's support other major Winnipeg projects supported by The Asper Foundation such as $10 million donations to each of the Winnipeg Foundation and the Jewish Foundation of Manitoba and developments including the I. H. Asper Clinical Research Institute at St. Boniface General Hospital, I. H. Asper School of Business, the Izzy Asper Jazz Performances Series, The Asper Foundation Lecture Series, the Lyric outdoor theatre at Assiniboine Park, the Asper Helping Hand Initiative as well as the former Asper Centre for Entrepreneurship at the University of Manitoba (now the Stu Clark Centre for Entrepreneurship). The Asper Foundation continues to be particularly proud of its Human Rights and Holocaust Studies Program for high school students.

Izzy's love of Judaism and Israel were, of course, renowned.

In Winnipeg, it was clearly demonstrated in his support of the Jewish Foundation, the Winnipeg Zionist Initiative and the Winnipeg Jewish Theatre.

Izzy was the recipient of many awards: Honourary Fellow, Hebrew University of Jerusalem (1985), twice nominated Manitoba Business Entrepreneur of the Year (1989 and 1991), Gold Ribbon Award for Broadcast Excellence (1992), B'nai Brith International Award of Merit (1993), Officer of the Order of Canada (1995), inducted into Canadian Entrepreneur Hall of Fame (1997), recipient, International Distinguished Entrepreneur Award, University of Manitoba, School of Business (1997), Honourary Doctor of Laws and Letters, University of Manitoba (1998), Honorary Doctor of Philosophy, Hebrew University of Jerusalem, (1999), inducted into Winnipeg Citizens Hall of Fame (1999), inducted as a Founding Member of the Order of Manitoba (2000), recipient of the Edmund C. Bovey Award (2001), Winnipeg Philanthropist of the Year Award (2001), awarded Queen Elizabeth II Jubilee Medal (2002) and many more.