



NOTICE OF MEETING  
CIVIC ASSET NAMING COMMITTEE  
AGENDA

DATE: Monday, September 8, 2014  
TIME: 5:30 pm  
PLACE: Committee Room 1  
Third Floor, Vancouver City Hall

*PLEASE NOTE:*

- *If you are unable to attend this meeting, please advise Laura Kazakoff at 604.871.6353 or e-mail [laura.kazakoff@vancouver.ca](mailto:laura.kazakoff@vancouver.ca)*
  - *Agendas and Minutes are available on the City of Vancouver civic agencies' web site at: <http://vancouver.ca/your-government/advisory-boards-and-committees.aspx>*
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Roll Call

Leave of Absence Requests

Approval of Minutes

The minutes of the meeting held March 3, 2014, to be approved.

1. Naming in the News
2. Review of Naming Proposals Submitted by Public
  - (a) Reifel (see attached)
3. Civic Asset Naming Requests
  - (a) Naming of Public Streets in River District (East Fraser Lands)

Further to discussions at previous meetings and working sessions, the Committee is to continue its consideration of street names in the River District.

The streets to be discussed at this meeting are Roads 8 and 17.

4. **Naming Processes and Policies**

The staff liaison will provide an update regarding her enquiries with Parks and Recreation staff regarding green space naming processes.

5. **Civic Asset Naming Committee - Civic Election**

The staff liaison will provide information regarding the Committee's work processes in relation to the November 15, 2014, civic election.

6. **Naming of Lanes in the West End**

7. **New Business**

**Next Meeting:**

DATE: Monday, November 3, 2014  
TIME: 5:30 pm  
PLACE: Business Centre Meeting Room  
Second Floor, Vancouver City Hall

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CIVIC ASSET NAMING COMMITTEE  
Monday, June 23, 2014

Agenda Item No: 2(a)

Suggestion to add name to Name Reserve List: George C. Reifel

Quoting from email submission:

Built for brewery baron George C. Reifel in 1932, *Casa Mia* is Vancouver's leading example of Spanish Colonial Revival architecture. With a distinctive custom design by architect Ross Anthony Lort, the home's estate once stretched to the edge of the Fraser River. The opulent interior includes a sprung ballroom with stage that served as the second Commodore Ballroom to many of Vancouver's best known performers, a stunning central staircase with original woodwork, tile and impressive pendant light, a nursery hand-painted in egg tempera by Disney artists, and a gold swan faucet in the ladies powder room. The entire residence is beautifully retained and still holds the glamour expected of a home built for one of Vancouver's most notable businessmen.

The requestor suggests Reifel street, for an unspecified asset.

Staff comments:

George Conrad Reifel (May 15, 1893 - March 9, 1973) was a New Westminster brewmaster and distiller. With his brother Harry, he built and owned Commodore Block on Granville (1929) and Vogue and Studio theatres in the 1940s. His grandson George Henry farmed the 348-hectare Reifel Farms, and developed a way to grow sugar beet seed during WWII. In 1972, he donated a portion of Reifel Island to the Crown to maintain the George C. Reifel Migratory Bird Sanctuary. [From Chuck Davis' Metropolitan Vancouver, [http://www.vancouverhistory.ca/whoswho\\_R.htm](http://www.vancouverhistory.ca/whoswho_R.htm)

The current owners of Casa Mia are working with the City to develop the site as a long-term care facility.

"Reifel" does not pose any public safety issues.