



PRIME MINISTERS' ROW

L'ALLÉE DES PREMIERS MINISTRES™

Sandy Hill's extraordinary history is highlighted in these photos at the former All Saints Church, now known as *allsaints*, where Board Members and Steering Committee members celebrated the conclusion of the inaugural Board Meeting.



A Milestone Project for the National Capital Region

Prime Ministers' Row is thrilled to announce its inclusion by the National Capital Commission (NCC) in the recently released Plan for Canada's Capital, as one of the 17 Milestone Projects that will guide the next 50 years of Capital building. This planning framework commits the NCC to "participate in partnership with the City of Ottawa in improving the streetscape

of Laurier Avenue East" and to "support the development of an innovative interpretation project underscoring the residences of former Prime Ministers of Canada on Laurier Avenue East."

The institutional backing of both the City and the National Capital Commission, coupled with the tremendous community buy-in this

initiative has received, have meant that we can actually expand our vision, ambition and schedule for this project.

Against this background, the Board of Directors of Prime Ministers' Row gathered for its inaugural meeting this past September in order to finalize the strategic vision for the project. The

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implementation of that vision will be led by a Steering Committee composed of dynamic and talented community leaders:

- Sarah Carpenter - Business and Human Rights Analyst at Assent Compliance
- Mena Gainpaulsingh - Director of the International Fundraising Consultancy

- Sirous Ghanbar Zadeh - Urban Designer with Urban Strategies
- Elizabeth Gray-Smith - Senior Content Strategist at Bluesky Consulting Group
- Ryan Lotan - Director, Operations Practice at PricewaterhouseCoopers
- Suneeta Millington - Co-Founder of PMR and Chair of the Board of Directors
- Carl Neustaedter - Director of Communications for the Public Policy Forum
- Yasmin Shaker - Deputy Director in the Trade Law Bureau at Global Affairs Canada

- Christiane Vaillancourt - Senior Manager for Communications at the National Gallery of Canada

The Committee's efforts are supported by the bookkeeping and administrative talents of Jan Finlay, and by Elspeth Tory, PMR's savvy webmaster. As the four elements of the project begin to take shape (including infrastructure revitalization; structural additions; programming and events; and multimedia platforms) citizens from across the country will begin to see and treat Laurier Avenue East as the nationally important cultural space that it is.

Salute to the Honourable Mauril Bélanger

You may have crossed paths with the Honorable Mauril Bélanger in Ottawa on the day he was happily looking for bubble-makers while attending the Sandy Hill community's Spring Fair for local children, or you may have crossed paths with him in Africa where he regularly visited to promote human rights and the power of democracies. Over a long and dedicated career, his commitment to improving lives and tackling issues small and great, whether in Canada or abroad, took him across the globe.

These efforts spoke to his vision - enhanced by those who preceded him by over a century - for an inclusive and caring society. His example encourages us all to continue to



The Honorable Mauril Bélanger (June 15, 1955 - August 16, 2016) , Member of Parliament for Ottawa - Vanier. May he rest in peace, knowing his efforts made a difference and continue to resonate into the future.

find our way in a complex world, treating one another as neighbours no matter where we find ourselves.

It is in keeping with that vision that the Honorable Mauril Bélanger acted as standard-bearer in the promotion of Prime Ministers' Row. Indeed he and his staff ensured that the idea translated into reality, even at a time of great personal suffering, because just as he knew the 50th anniversary of the Canadian flag would matter to Canadians, so too did he recognize that Prime Ministers' Row represented something significant to us all.

Consider, when you walk Prime Ministers' Row, that alongside the footprints of the Fathers of Confederation and past Prime Ministers will also be those of Mauril Bélanger. Indeed his presence will be felt as a cornerstone of Laurier Avenue East for he joins the ranks of many great Nation-builders as a tireless builder of a just society - beloved by all within the community, respected and liked across party lines.

The Examination Unit : Canada's First Code-Breaking Agency

Secrets and Spies in Sandy Hill

Laurier Avenue East has been home to many distinguished residents over the years – Prime Ministers, businessmen, senior civil servants, leaders of political parties – but undoubtedly the most mysterious were those who occupied 345 Laurier Avenue East during the Second World War. Located next door to Laurier House (then Prime Minister Mackenzie King's residence), the rambling Edwardian house with the big verandas that used to stand at this address was the headquarters of the National Research Council's Examination Unit during the Second World War.

The Examination Unit was Canada's first spy agency: it decoded enemy messages, mostly from the French and the Japanese and shared the intelligence with Canada's English and American allies. It was established thanks to private donations from rich businessmen such as John Eaton, Sir Edward Beatty (head of the CPR) and Sam Bronfman (Seagram's) who gave money to the NRC to conduct military research and development for the war. Someone thought that it would be

useful to allocate a portion of these funds to cryptography as Canada had had no foreign intelligence capacity before the war. So was born the Examination Unit, whose administrative home and innocuous name gave it the perfect cover to conduct its secret work.

The Unit started up in 1941 and counted 50 employees at its height. It was set up by two mathematicians from the University of Toronto with the help of U.S. and eventually British experts. It focused on decoding messages from Vichy France as well as Japanese diplomatic and military intelligence. This included notices about Japanese

France, the Unit continued to intercept and decode messages from the Free French.

After the war, the Examination Unit moved to Sussex Drive in what was previously known as the La Salle Academy and eventually became today's Communications Security Establishment. Ironically, a French Government agency rented 345 Laurier Avenue East

Secrets and Spies at 345
Laurier Avenue East
LAC MIKAN 3325767



merchant shipping (useful for positioning U.S. submarines) and the views of the Japanese ambassador in Moscow (which provided insights into what the Soviet leadership was thinking). After Germany occupied Vichy

for a few years immediately after the war. In 1948, the house was subdivided into apartments and finally torn down in 1967 to make way for the current undistinguished apartment building.

Streetscape + Fabric Swatch = PMR Logo

Calgary Graphic Designer Creates Winning Design

Jonathan Herman has been designing logos for about ten years (<http://www.jonathanherman.com/>). The Emily Carr University graduate created the logos for Cenovus Energy, the Calgary Airport Authority and the Calgary International Film Festival, to name a few. He is also the lead designer of the Prime Ministers' Row logo.

"We loved the gravity and the importance of the initiative," he said during a recent telephone interview. "I am one of those Canadians who knows more about American history than Canadian history, so the project got me to research our past. It hit a chord with me immediately. Why has this not been done before? It is easy to see the importance of the project."

It took a little over a month for Herman and his team to come up with a design that was memorable, functional and flexible: "A good logo can work in all sizes, big and small, and

plant the seeds for the rest of the brand," he explained. In designing the PMR logo he was asked to create something that worked in French and English, did not look like it was affiliated with a specific political party and appealed as much to a young audience as to an older one. After spending some time researching the neighbourhood on Google Maps, he came up with a simplified version of the layout of the streets. He coloured Laurier Avenue East red to highlight its importance as the heart of the neighbourhood that was home to ten Prime Ministers and seven Fathers of Confederation. The more he

looked at what he had created, the more it reminded him of a swatch of fabric: "maybe even a piece of the Canadian flag," he said. "We took the literal map of the neighbourhood and turned it into a metaphor for the people who lived there and created the fabric of the culture we inhabit today."

Herman is pleased with his design because he believes it captures the spirit of PMR. His focus was not so much on who the people were who lived in the neighbourhood, but more on how their legacy can inspire all those who come in contact with PMR in the future.



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