

THE REGIONAL MUNICIPALITY OF YORK

Housing York Inc.
November 9, 2005
Report of the
General Manager

HOUSING YORK INC. PROPERTY NAMES

1. RECOMMENDATION

It is recommended that:

1. The Board of Directors approve the property names contained in this report for the respective addresses.

2. PURPOSE

The purpose of this report is to obtain approval for naming the balance of the Housing York Inc. (HYI) properties, creating a consistent property management practice that assists in integrating each property with the local fabric of the community.

3. BACKGROUND

The naming of a property is a subtle but important exercise that contributes to resident pride and community belonging which can translate into reduced operating costs.

Seventeen of the 28 HYI properties are older and were part of the older Public Housing Program. Historically, these properties were not assigned identifiable property names; they were simply referred to by the municipal address.

More recently constructed properties were assigned property names such as Keswick Gardens, Hadley Grange and Springbrook Gardens. These property names also assist the public with identifying a property, gaining community acceptance and improving the marketing of the properties.

The name for a property may consider such attributes as the characteristics of the property, location, or historical aspects of the property.

4. ANALYSIS AND OPTIONS

The assignment of a property name is important to the character of the building and since the 17 buildings without a property name are tenanted it is equally important to include resident consultation as part of the process.

Therefore residents were invited to submit suggestions and approximately 250 residents submitted their ideas.

Staff reviewed the suggestions identifying a preference and creating a short list of names for further consideration. A list of each of the properties and the proposed name is included with this report (*see Attachment 1*).

Once property names are confirmed staff will arrange for the appropriate signage for each property.

5. FINANCIAL IMPLICATIONS

Signage for each property will be installed at an estimated cost of \$35,000. Capital funds were allocated in the 2005 budget.

6. LOCAL MUNICIPAL IMPACT

Property names will provide residents with an increased sense of identity within the local municipality.

7. CONCLUSION

Providing property names for all HYI properties will ensure consistency of property management practices, strengthening of our marketing effort, and improve the identity of each property within the community.

The Senior Management Group has reviewed this report.

Prepared by:

Reviewed by:

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Recommended by:

Approved for Submission:

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Michael R. Garrett
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October 27, 2005

Attachment - 1
DM/sd

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