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REQUEST FOR CONSENT TO USE THE NAME YORK REGION – YORK REGION MEDICAL ARTS CENTRE

The Finance and Administration Committee recommends the adoption of the recommendation contained in the following report, October 16, 2008, from the Regional Solicitor:

1. RECOMMENDATION

It is recommended that:

1. Regional Council deny the request from Condor Properties Ltd. for the use of the name York Region for the “York Region Medical Arts Centre”.

2. PURPOSE

The purpose of this report is to advise Regional Council of the request received from Condor Properties Ltd. for use of the name “York Region Medical Arts Centre” for their proposed medical and office facility, and to recommend Regional Council deny this request.

3. BACKGROUND

Three storey medical and office facility proposed to be named “York Region Medical Arts Centre”

Condor Properties Ltd. is developing an 83,000 square foot commercial facility at Major Mackenzie Drive West and Ilan Ramon Boulevard in the City of Vaughan. The development will be comprised of four buildings, with a mixture of retail, office and medical spaces (*see Attachment 1*). Building D will be comprised of three storeys -two storeys for medical space and one storey for office space. Condor Properties Ltd. has proposed Building D be named “York Region Medical Arts Centre”. Occupancy of the buildings is anticipated in or around fall of 2009.

4. ANALYSIS AND OPTIONS

The *Business Names Act* requires written permission must be obtained

The *Business Names Act* requires that any person wishing to register a business using a word or expression that could be connected with a municipality must obtain the written consent of the municipality to the use.

Regional Policy on Use of The Regional Municipality of York's Name

All requests to use the Region's name are brought to Regional Council for approval in accordance with the requirements of the Regional Policy "Use of The Regional Municipality of York's Name".

Under this policy, Regional Council can deny the use of the Region's name if it believes that using it would cause confusion on the part of the public about a service provided by the Region or it implies a connection with the Region that does not exist.

The Community and Health Services Department believes that use of the name "York Region Medical Arts Centre" would create potential confusion

Staff from the Community and Health Services Department have advised that if the medical centre offers services that are similar to those offered by Public Health (e.g. wellness clinics, immunization clinics, breastfeeding clinics), there would be potential for confusion because of their use of the name "York Region". In addition, use of the name "York Region" may lead the public to think that the Region is now operating medical and hospital type services.

5. FINANCIAL IMPLICATIONS

There are no financial implications associated with this report.

6. LOCAL MUNICIPAL IMPACT

This report has no local municipal impact.

7. CONCLUSION

It is recommended that the request received from Condor Properties Ltd. for the use of the name "York Region Medical Arts Centre" for their proposed medical and office facility be denied. The use of the name may suggest an affiliation with the Region and mislead the public.

For more information on this report, please contact Yvonne Cheung at Ext. 4015.

The Senior Management Group has reviewed this report.

(The attachment referred to in this clause is attached to this report.)