

# The Regional Municipality of York

Housing York Inc.  
September 10, 2015

Report of the  
General Manager

## Facility Naming Process for Housing York Inc.

### 1. Recommendations

It is recommended that:

1. The Board of Directors approve the name “Richmond Hill Hub” for the Housing York Inc. building at 10415 Yonge Street, Richmond Hill.
2. The Board of Directors approve the proposed process for naming Housing York Inc. facilities.

### 2. Purpose

This report provides the Board of Directors with a recommended name for the new building located at 10415 Yonge Street, Richmond Hill and recommends a process to name new and existing Housing York Inc. (Housing York) facilities (Attachment 1).

### 3. Background

10415 Yonge Street, Richmond Hill requires a permanent name

Throughout the development process, 10415 Yonge Street, Richmond Hill has been referred to as the “Richmond Hill Housing and Community Hub” (the Hub). In June 2015, staff recommended the Board approve “Aspire” as the permanent name for the Hub. The Board requested staff revisit the name and provide additional options for consideration.

The process for naming Housing York facilities should be clear and consistent

Since 2002, Housing York has added seven new buildings to its portfolio. Determining the name of the buildings has been done a variety of ways. Often, the name was simply assigned at the end of the development process. Developing a standard naming process for all Housing York facilities will ensure a consistent and efficient process that is reflective of community characteristics.

A naming process would apply to all Housing York facilities

The term “facilities” includes buildings or rooms, gardens or memorials operated or controlled by Housing York. The process of naming facilities would apply to new facilities that are constructed, acquired or have gone through major renovations as well as existing facilities, as appropriate.

#### 4. Analysis and Options

Name for 10415 Yonge Street proposed to be Richmond Hill Hub

A permanent name needs to be assigned. In the absence of an approved naming process, and following informal discussions with some members of Richmond Hill Council staff recommend the name “Richmond Hill Hub” for the new development.

Moving forward, an approved naming process will be used when naming or renaming all Housing York facilities

Naming any Housing York facility is the responsibility of the Board of Directors. Attachment 1 recommends a process staff will utilize to solicit and recommend names for the Board’s approval. The naming process will reflect the following principles:

- Priority will be given to names carrying geographic, historical or cultural significance to the area
- Consideration will be given to architectural or special features directly related to the facility
- Names will be simple to pronounce, spell and be three words or less

Staff will present the Board with a limited selection of names, based on the aforementioned themes, for their consideration and approval.

Link to key Council-approved plans

The development of the Hub supports goals articulated in the Region's *2015 to 2019 Strategic Plan*, Housing York Inc. *Strategic Plan*, *Regional Official Plan*, and *Vision 2026*. A focus on increasing the range of available and affordable housing choices, and strengthening the homelessness and housing stability system are realized with the addition of 202 new rental units and youth space operated by 360° Kids.

## 5. Financial Implications

Any financial implications associated with naming a Housing York facility will be absorbed through existing budget allocations.

## 6. Local Municipal Impact

There is no local municipal impact.

## 7. Conclusion

Housing York looks forward to the winter 2016 opening of the Hub. With a permanent name the building rent-up process will begin in the fall of 2015.

For future developments the proposed naming process will be utilized to ensure facilities will be named in an efficient, consistent manner that aligns with Board established principles and considers feedback from municipal stakeholders.

For more information on this report, please contact Rick Farrell, General Manager, Housing York Inc. at ext. 72091.

Facility Naming Process for Housing York Inc.

The Senior Management Group has reviewed this report.

Recommended by:

Approved for Submission:

Rick Farrell  
General Manager, Housing York Inc.

Adelina Urbanski  
President, Housing York Inc.

August 14, 2015

Attachment (1)

#6170504

Accessible formats or communication supports are available upon request

## Operational Policy and Process

**Number:** 2015 – xx

**Date:** October 1, 2015

**Subject:** **Facility Naming Process**

**Purpose:** The purpose of this process is to ensure that the naming of all Housing York facilities is done in a consistent, fair and efficient manner that aligns with Board established principles and considers feedback from municipal stakeholders.

**Background** Housing York's facilities include buildings, rooms, interior spaces, exterior spaces (i.e. gardens, memorials, etc.), operated or controlled by Housing York. Names are given to new facilities that are constructed, acquired or have undergone major or minor renovations as well as to existing facilities where appropriate. Housing York favours a consistent approach to facility naming.

**Process:** Staff will engage in a consultative process to identify naming options. The consultation process may include soliciting feedback from tenants, community stakeholders, local Council members on the Board and regional staff with respect to selecting themes.

**Responsibility:** Staff will present the Board with a limited selection of names for their consideration and approval.

**Principles:** All recommended names will consider the following principles:

- Priority will be given to names carrying geographic, historical or cultural significance to the area
- Consideration will be given to architectural or special features directly related to the facility
- Name will be simple to pronounce, spell and be three words or less

**Evaluation:** The Facility Naming Process will be evaluated and reviewed periodically by the General Manager, Housing York Inc. Any adjustments to this policy will be approved by the Board.