



2012-04-13

Robert Tadmore  
Coordinator of Geometrics / GIS Advocate  
Town of Markham

Re: Renaming of Highway 48 in Markham

Dear Sir:

Thank you for your email inquiring about the cost impact we expect to incur if the town were to pursue the proposed renaming of Highway 48.

I am writing on behalf of several Markham-based small businesses that jointly own and occupy an office suite in the Markhamack Centre complex located at 9889 Highway 48, namely:

- Alea Investments Ltd (Real Estate Investment Business based in Markham since 2003)
- xiB/OSS Corporation (Technology Consulting Agency based in Markham since 2002)

In addition to these two, I have authority to speak for Qualitas Property Management Ltd. which is headquartered at this location, and of which I am a Director. Finally, because of the nature of Alea's business involving property ventures, there are some 13 title-holding corporations registered to this address.

Firstly, for the record, the owners would like to state that we are opposed to any road name change at this time. We believe that council is pursuing this change without having demonstrated a compelling demand or justification.

- The argument that the change is necessitated by the handover from the Province is without merit. For example, as we understand it, on Provincial handover, the former King's Highway 7 was internally designated York Regional Road 7, but is still officially named Highway 7.
- There have been vague references to the "requirements" of new developments being built. We are concerned council is not taking adequate care to differentiate between "requirements" and "wishes".
- In these trying economic times, the last thing small businesses like ours need is unwarranted municipal initiatives that generate unnecessary costs, confusion with suppliers and customers, and no discernible benefit. Likewise, taxpayers are stretched enough these days such that the cost of re-signposting this road segment seems particularly frivolous. Motorists are required by the Ontario Highway traffic act to take their speed cues from posted speed signs, not from street name signs.



Should council nonetheless proceed with the contemplated address change, there would arise material legal, regulatory and clerical costs for us.

- Numerous statutory filings would be required to maintain compliance for our corporations, e.g. Form 1's in Ontario, and the equivalent for our extra-provincial registrations – each involving legal and filing fees. Additionally, certain government agencies in all national and international jurisdictions in which these businesses operate would need to be notified, some by special form.
- Moving on to regular business relationships: collectively our companies have hundreds of active agreements in place: with employees, partners, customers, investors, joint venturers, agents, lenders, service providers, and vendors both nationally and internationally. Most agreements require the parties to send formally notify the other of address changes. Even retrieving all these agreements and poring over their notice requirements will absorb considerable clerical time.
- We have also identified at least one significant indirect impact: xiB/OSS in particular sends and receives payments nationally and internationally every year related to technology projects for which it provides expertise. xiB/OSS banking is channelled through the TD branch at Wismer Commons across the road from the offices. Consequently, the accounting departments of many clients will have to be contacted and provided with new banking information to ensure wire transfers are not waylaid.
- Naturally there will also be a range of costs for replacing stationary, business cards, updating web sites and other online information.

We have already invested some clerical time to put together and attach a spread sheet outlining the tasks we believe we would have to undertake. This is just a preliminary list as we may come across other items as we work through the changes.

If council insists on pushing this name change through, we respectfully insist that a formula be established to soften the impact of these changes. We would be willing to work with your staff to help establish reasonable guidelines for such a reimbursement plan, including requirements for proper documentation and proof of costs.

Please see our attached spreadsheet.

Sincerely,  
ALEA INVESTMENTS LTD.

(per) Ted Brown & Glenn Pociluyko  
Directors

[illegible]

ASSUMPTIONS:

Identifying a relevant contact/document and determining address for notice	0.10	1.60
Preparing notice, envelope	0.10	1.60
Stationary		0.05
First class postage		0.61
<b>Total per notice</b>		<b>3.86</b>