

## CHEYENNE AVENUE

# Embarrassed neighbors want new street name

Two apartment buildings have given their area an unwanted reputation, they say, and they'd like to live on Oakville Avenue.

By Chip Martin

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What's in a name?

Everything, say residents of Cheyenne Avenue who want to change the name of their street.

They want to escape the stigma associated with the extensive negative publicity garnered by apartment buildings at 95 and 105 Cheyenne.

Those buildings — associated with cockroaches, sewage backups and abysmal landlord-tenant relations — have just recently passed into new hands and the new owner is already moving to improve them.

But neighbors complain they are embarrassed to say where they live because of the unwanted reputation their street has gained because of the apartment building troubles.

**PETITION:** Triggered by the ownership change, they are looking for a new start and they'll come to the city's planning committee Monday seeking a change in name to Oakville Avenue. They'll come armed with a petition that has attracted more than 200 names.

They'll be shepherded through city hall bureaucracy by their ward Councillor Bernie MacDonald who says the Cheyenne residents deserve a fresh start.

"They want to erase the stigma and they are starting to look ahead," he said Thursday.

He said he's sympathetic to their situation and has heard stories of how, when they give their address to others, some Cheyenne residents are "looked at like they have two heads."

MacDonald said the problem is particularly acute for the residents of the eight other apartment buildings on the street.

**SIMILAR CASE:** He conceded the situation is roughly similar to one where Whitehills residents persuaded city hall last year to change their street name from Limberlost Crescent to Scotchpine Crescent.

There, residents sought a new name partly to end confusion with nearby Limberlost Road but also to end the association with the street where a large public housing development is located. They argued the Limberlost name was hurting their property values.

### WHAT THEY SAY

**Esther Dawe, superintendent and site manager for three 53-unit apartment buildings at 84, 86 and 88 Cheyenne:** She's lived at 86 for 22 years and recently has had higher than normal vacancy rates. When some telephone callers learn the address of her buildings, they immediately hang up. She and her existing tenants have all signed the name-change petition "because of the stigma these buildings (at 95 and 105) have held over the street."

**Fatima Mendonca, who, with husband Luis, has lived at 23 Cheyenne for nine years:** "Sometimes I'm ashamed to say where I live." She thinks anyone on the street will have difficulty selling their properties when they choose to do so. She says just about any new name will do.

**Josephine Szymanski, who has lived at 30 Cheyenne for seven years:** She's concerned about anyone wanting to sell a home in the neighborhood and is unhappy at the dirtiness associated with the two apartment buildings. "We need a different street name so people will forget."