



One Source  
REALTY

EXCEPTIONAL  
REAL ESTATE

**GEORGE SEMIAN**  
Certified Residential Specialist

Office: **570.587.9999**  
Direct: **570.313.9299**  
[george.semian@era.com](mailto:george.semian@era.com)

What if Google tried to rename your neighborhood? That happened to some Californians in spring 2018, when Google Maps changed the moniker of three San Francisco neighborhoods Rincon Hill, South Beach and South Market to East Cut. Given the extensive reach that Google has in the transmission of geographic data, through Google Maps and its geospatial analysis software Google Earth Engine, the name quickly spread and was adopted by other businesses, such as Uber. But residents decried the change. Its degrading to the reputation of our area, one told The New York Times. Neighborhood renaming is nothing new. Name changes occur when historical names no longer fit, during rebranding campaigns and through gentrification such as when Pigtown, Brooklyn was renamed Wingate. The name Pigtown originally referred to a number of pig farms located in the area. In the 2000s, the area was renamed Wingate by developers to lure in new buyers. Why Cities Shouldn't Play Incentives Games There are many reasons why someone might want to change their neighborhoods name, but whats driving current name-changing initiatives carried out by big businesses with little or no personal connection to the places they rename? As a geographer, I see three main driving forces all of which can leave longtime locals feeling upset and left out. Marketing Rebrand Take National Landing, Amazons new name for Crystal City, Virginia. The name was decided upon by Amazon, local economics groups and JBG Smith, a real estate company based



**WAVERLY ESTATE \$1,299,900**



**GLENMAURA \$579,900**



**GLENBURN TWP. \$1,199,999**

in Washington, D.C. The name change, revealed in Amazons November announcement on its new headquarters, was meant to unite the neighborhoods in Northern Virginia, Crystal City, Pentagon City and Potomac Yard areas. However, in a Washington Post article, Arlington County Manager Mark Schwartz suggested that the name change would not be adopted by the local government.



**GLENMAURA \$699,900**



**WAVERLY \$469,900**



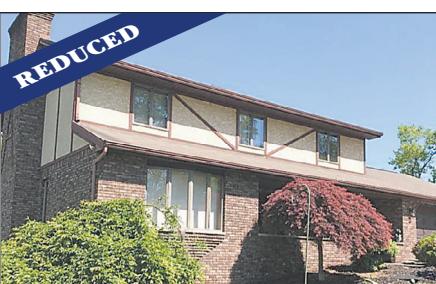
**ROARING BROOK TWP. \$459,900**



**GLENMAURA \$439,900**



**SOUTH ABINGTON \$369,900**



**ARCBALD \$349,900**



**ROARING BROOK TWP. \$264,900**



**3 UNIT IN DUNMORE \$249,000**