



STAFF REPORT ACTION REQUIRED

Line 5 Eglinton Station Names

Date:	November 23, 2015
To:	TTC Board
From:	Chief Executive Officer

Summary

Metrolinx is building Line 5 Eglinton LRT (Eglinton Crosstown). At this stage of the project, names are required for each of the stations and stops. TTC staff have worked with Metrolinx to establish a framework for selecting proposed names. The proposed names follow core principles for optimum wayfinding - they are; simple, logical, durable, self-locating and unique. Attachment 2 details this framework. Attachment 3 shows the proposed station names in context to the rest of the TTC system.

Three of the LRT stations on Line 5 will integrate into existing TTC subway stations; *Eglinton*, *Eglinton West* and *Kennedy*. The TTC has ultimate responsibility for the names of these integrated stations. *Eglinton* and *Kennedy Stations* names will remain and will be adopted as the names of the integrated LRT stations. In order to reduce confusion with *Eglinton Station* and *Line 5 Eglinton*, *Eglinton West Station* will be renamed.

Recommendations

It is recommended that the Board:

1. Approve keeping *Eglinton Station* and *Kennedy Station* as integrated station names.
2. Approve changing the name of *Eglinton West Station* to reduce customer confusion.
3. Approve that the proposed name for *Eglinton West* integrated station be changed to either:
 - A) *Allen*; or
 - B) *Cedarvale*.
4. Ask Metrolinx to undertake direct consultation, which includes integrated station names, with local Councillors and communities with TTC support as required.

Implementation Points

The TTC will work together with Metrolinx to engage and consult Councillors and communities for the adoption of the station and stop names.

Eglinton West Station will be renamed when Line 5 Eglinton goes into operation (2021).

Financial Summary

There are no financial implications resulting from the adoption of this report. Cost of signage and wayfinding are captured within Metrolinx Eglinton Crosstown project scope (Line 5 Eglinton expansion).

Accessibility/Equity Matters

The recommendations support core principles that contribute to making the TTC system accessible to all customers. The proposed names are simple and will reduce confusion for customers with cognitive or language barriers.

Decision History

In consultation with the TTC, Metrolinx issued a report *Station, Stop, and Interchange Naming* in December 2014. This report included a “Decision Tree” to generate a selection of proposed names to be presented to the TTC, Councillors and the community.

The proposed names were reviewed and approved by the Customer Stakeholder Executive Committee on September 11, 2015 and the Management Executive Committee on November 4, 2015.

Metrolinx has sought feedback from the community using online engagement tools on their web site and through social media.

Comments

TTC staff evaluated the initial report and the proposed names and provided feedback and recommendations. A primary TTC concern was to avoid replication and redundancy with existing TTC station names. The proposed names are unique and are not likely to be confused with existing station names.

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Attachments

1. Line 5 Eglinton Station Names – Board Presentation – 23 Nov 15.ppt
2. Metrolinx Report: Station, Stop, and Interchange Naming – v 1.0 23 Dec 14
3. TTC System Map – Future.



LINE 5 EGLINTON STATION NAMES

23 November 2015





5 Eglinton Line



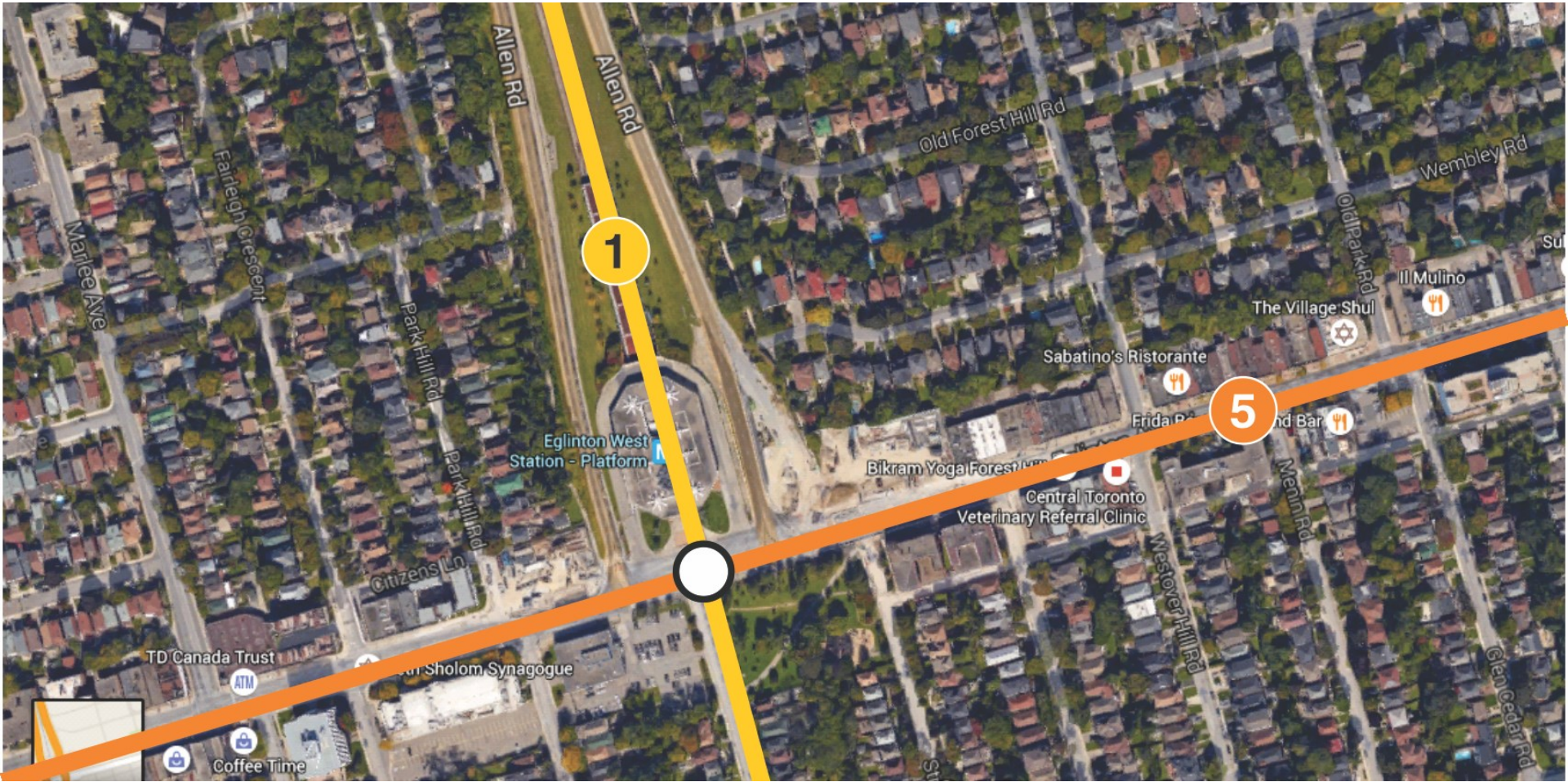
EGLINTON WEST CHANGE TO ALLEN OR CEDARVALE



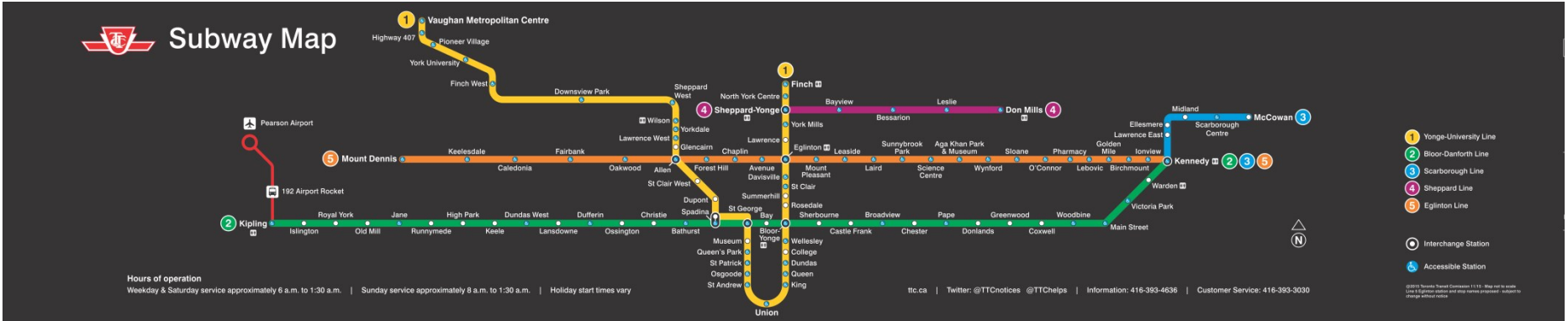
5 Eglinton Line



EGLINTON WEST CHANGE TO ALLEN OR CEDARVALE



FUTURE IMAGE OF THE SYSTEM - 2021





- **Coordinate with opening of Line 5 Eglinton LRT – 2021.**
- **Work together with Metrolinx to engage and consult councillors and communities.**





Thank you



**Regional Transit Wayfinding
Harmonization**

Station, Stop, and Interchange Naming

Version 1.0

23 December 2014

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Purpose

Purpose

This report reviews the current naming practices for stations, stops and interchanges in the GTHA, focusing on rail and bus rapid transit, as these currently use significant street furniture with the stop name writ large.

Names of lines and routes are covered in the discussion paper *Route Codification*.

Context

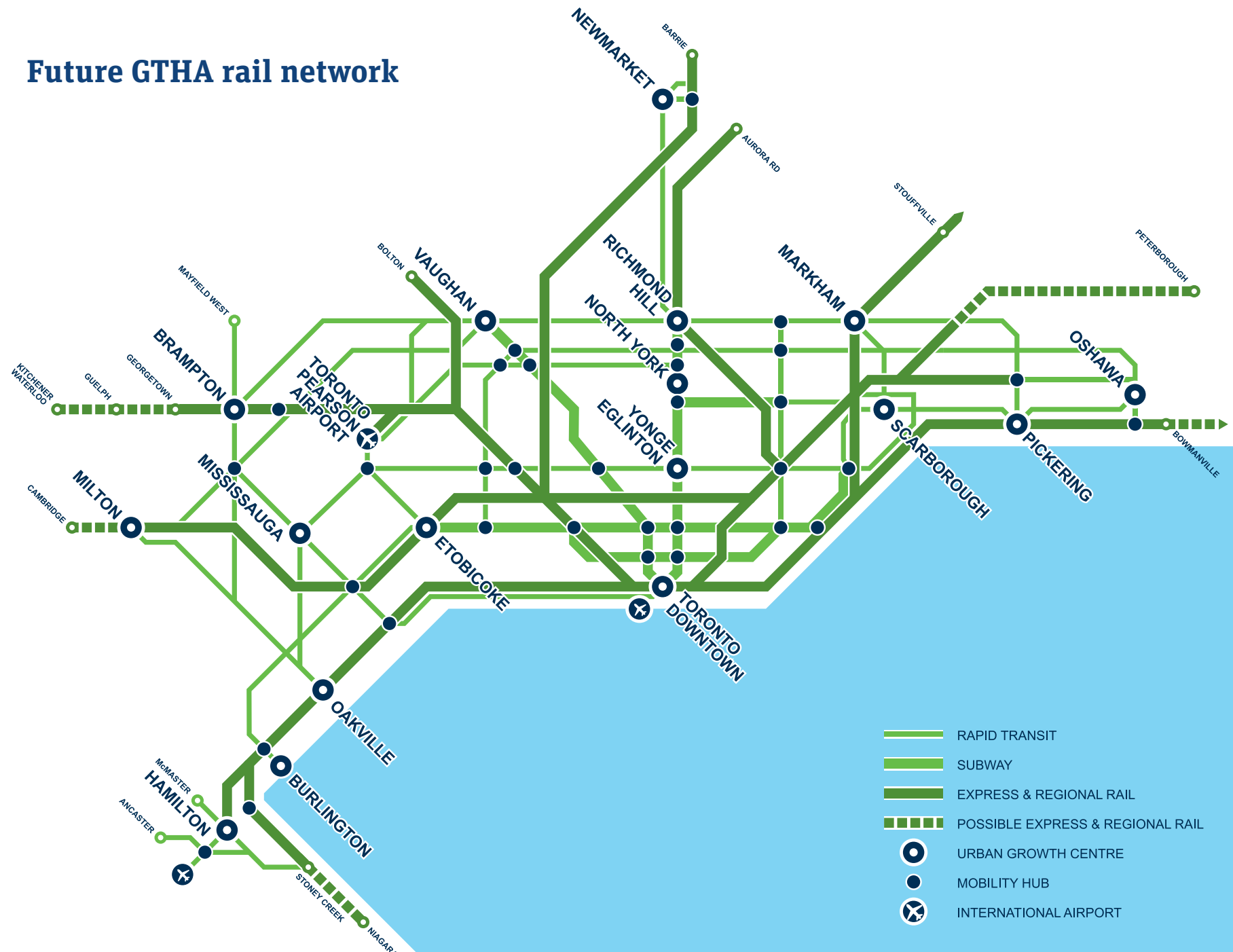
As part of the Regional Transit Wayfinding Harmonization project, this report has been prompted by the planned construction of hundreds of kilometres of new rapid transit in the region over the next several decades, requiring a regionally consistent station and stop naming strategy in order to make the system easy to navigate and avoid customer confusion.

The Eglinton Crosstown LRT, opening in 2020, has several planned stations whose working names conflict with existing station names, and for which alternative names must be developed.

This report discusses how stations, stops and termini should be named on a system wide basis to support wayfinding in the region. Names are crucial in wayfinding and must be consistently applied with logic and be unique in their application to avoid any confusion.

Naming rules apply as much to bus termini and major stops as to stations. For purposes of the report, only Viva, Züm and major bus termini are included for analysis purposes as the physical street furniture and visibility tends towards an LRT system. The majority of stations and exchanges belong to GO and TTC, with fewer exchanges as shared facilities like Finch (YRT / GO / TTC). Therefore, most examples focus on GO or TTC.

Future GTHA rail network



Context

Naming principles

While this document focuses on stations, the naming principles apply equally to all modes and facility types; to stations, interchanges and stops.

There are five core principles to naming in wayfinding:

- Simple
- Logical
- Durable
- Self-locating
- Unique

Simple

Simple names are easier to remember and avoid confusion. Simple names are short, and suitable for everyday conversations or when giving directions. Long, complex or double-barrelled names (having two words which work in conjunction to confirm the location, such as Bloor-Yonge) risk being shortened in everyday use by the public, potentially causing confusion.

Shorter names also have practical benefits, for example they are easier to accommodate and read on maps and diagrams. Also, because facility names are often used as bus route stops, they are less likely to require multiple lines on bus signs, and allow clearer ID signs at stops.



Museum is a good example of a simple station name, although it doesn't tell you which museum might be at the stop.

Logical

Logical names provide a mental link when trip planning. Names should therefore be relevant to the area in which they reside. At present the naming system in the GTHA is mixed, with names of stations following one or more of the following approaches.

- Named after a local street.
- Named after a specific building, local landmark or historic place.
- Named after a neighbourhood, community, or city.



Hamilton GO Centre is very agency-centric, when in actual fact several other services stop there. Hamilton Station would be a more inclusive and logical name.

Context

Naming principles

Durable

Names should be relevant as long as the station exists. Station names can become outdated if the station is named after a local building and it changes its name, or if expansion of the transit system introduces a new station to be better suited for an existing name.

For instance, Downsview Station is set to be renamed to Sheppard West Station as a new station will be built closer to the park and is a more logical gateway. That new station will be named Downsview Park Station.

Self-Locating

Names should ideally allow users to mentally locate the facility in the region. Naming stations after long streets or large areas does not give users enough information to identify the facility's location.

In addition, a name that is similar to another transit facility, transit line, route or different area in the region could cause confusion and should be avoided.

Unique

Eglinton is an example of a name that is used elsewhere. A unique name cannot be confused with any other. Uniqueness also applies to the sound of a name. Although pronunciation and sound are hard to control, there are examples of names that when spoken or announced by real-time machines on vehicles can sound like other names.



A good example of a durable name is Union Station. Though a name change was proposed, the public wished for the station's name to remain the same.



Eglinton GO Station is located 14km west of the Eglinton Subway Station. This is a poor example of a self-locating name.



Richmond Hill Centre is the YRT bus station next to Langstaff GO and isn't really near downtown Richmond Hill as its name implies. Richmond Hill GO is located approximately 5Km away. Richmond Hill Centre also falls foul of the 'Self locating' principle.

Context Options

Street and intersections

Many streets are well known in the region. Streets such as Dundas, Queen, Spadina, University, College, and King, are typically very long, passing through many neighbourhoods and can carry significant amounts of traffic.

Long streets present both advantages and disadvantages for wayfinding. Long streets are easy to navigate and roads can be followed for many kilometres. Journeys can be easily described with fewer street names required. However, long streets can also be difficult to describe and are inefficient at self-locating. For example, Dundas St is a long street that is separated into Dundas St W and Dundas St E in Toronto. When the street reaches the Mississauga region, it is again labelled Dundas St E, repeating the directional addition.

A good example of the confusion is the use of ‘Bloor’ which is used by TTC for the Bloor-Yonge Subway station. TTC also use Bloor to mean the line, and GO use Bloor for their station 6km from Bloor-Yonge.

Toronto is one of the few places in the world that can and does name its lines after streets. As explained above, this reinforces local knowledge but isn’t a great tool for locating a unique point, which is what the user wants to do when using a transit system. However, the expansion of the GTHA will introduce a higher and higher density of surface street stops with very few options for naming and although long names are not ideal, the safest option in many cases will be to use the intersection convention of Keele & Hwy 7, for example.

Landmarks

Landmarks are often a good choice as long as they are distinct. For example ‘Museum’ is simple and gives some indication of what might be at the station, but it doesn’t tell you which museum. Niagara Falls is an obvious use of a landmark, which happens to be easy to remember, self locating and likely understood by most visitors as to what is there. The choice of landmark names is extremely important for reasons of inclusiveness, recognition of amenities, community and city development and requires more careful consultation where obvious choices do not exist.

Neighbourhoods and communities

The municipalities are subdivided into wards and neighbourhoods. These are important in defining areas of municipalities and used when homing in on destinations. For example, when traveling to High Park, one moves from GTHA, to Toronto, to a nearby neighbourhood (such as Parkdale). Consistent use of names will eliminate confusion when planning a trip similar to this. If a region of the city has two names (such as Yonge & Eglinton), weak boundaries, or no official name, these issues should be worked out as part of the wayfinding system.

Regional and municipal names

The Larger GTHA Region is made up of 6 Regions: Durham, Halton, Peel, York and the cities of Hamilton and Toronto.

When traveling by commuter rail outside of urban areas with frequently spaced transit stations, using the name of the municipality is a common practice for station naming. However, use of municipal names should anticipate future additional stations that might also be within the same municipal boundary. It can be confusing if many stations fall within a municipal boundary but only one of those stations carries its name; for example, Brampton has a population of 433,000 and has three GO Train stations; the existing GO Station named “Brampton” does not help passengers locate a unique point within Brampton.

Overground or underground?

When traveling underground on public transit, the passenger is relying entirely on the information provided by line diagrams, announcements, platform signs and any planning they may have done. In this context, Neighbourhood names and landmarks on-street (such as Museum) can be more helpful than a street intersection as they describe more than a location.

At above ground stations, views allow passengers to understand where they are. For example, the #21 GO bus does not stop at Meadowvale Town Centre terminus but instead stops on the highway at Aquitaine Avenue. From this location however, it is possible to see the large shopping centre in time to understand that the stop is the town centre.

Whether an intersection or community name works at grade therefore needs to be tested in practice, rather than there being a strict rule.

Context

Current naming conventions

TTC naming conventions

TTC has the following guidelines for station naming:

TTC Corporate Policy 2.8.2, Identification of Routes, Stations and Stops. Section 3.2 (in part):

Station Identification

Each rapid transit station will be identified by a name. Normally the station name will incorporate the name of the major cross-street at which it is located, so that the location of the station is clearly identified to customers as they travel through the system.

If this is not possible (because, for example, confusion would result with existing station names, or because there is no major nearby cross-street), then the station name may be related to the area in which the station is located, or a major destination nearby.

Recommendations for names will be developed by the Strategy and Service Planning Department, in consultation with other departments. Station names must be approved by the Board.

GO Transit conventions

GO reviewed its own guidelines when it began to use more automated systems, as inconsistencies were identified in a report looking at administration of those systems.

The table to the right is taken from the 'GO Transit Station/Terminal/Stop Name Strategy' and is focused more on consistency of application rather than whether the name itself is correct, but is also an important factor in thinking about how a name is chosen as it is not just the public who will be use it.

GO does not have a formal station-naming policy, however it has developed conventions for how bus stops are to be named and referred to in passenger communications.

GTHA naming conclusion

Naming across the GTHA is therefore not defined and a consistent strategy for wayfinding is an important concern. Without coordination between the transport agencies, the user experience may be inconsistent and confusing. How these names play out in digital and third-party information is also critical for a robust system.

Inconsistency of name applications (courtesy of GO)

GO System or Application

Station, Terminal or Stop Name used

Bus Stop	
Hastus Schedule System (Bus)	Cambridge- Conestoga Blvd At Pinebush Rd
Google Transit	Conestoga Blvd At Pinebush Rd
System Timetable (Internal)	Cambridge SmartCentres
Printed Timetable (For Customers)	Cambridge SmartCentres
Station Page	Cambridge SmartCentre
GO Mobile (APP)	Conestoga Blvd At Pinebush Rd
Audio Guide (Bus)	Conestoga Blvd at Eagle St
Train Station	
On Line Timetable	Pickering GO Station
GO Tracker	Pickering GO
Printed Timetable (For Customers)	Pickering GO
System Timetable (Internal)	Pickering GO
Station Page	Pickering GO Station
GO Mobile (APP)	Pickering Station GO Rail

Context

Ottawa case study

The following text has been taken directly from Ottawa's recommendations for the new Confederation LRT Line:

Three of the stations along the line are at new locations, and the others replace current Transitway stations.

Using transit industry standards and best practices, OC Transpo station names are selected to provide essential wayfinding information for transit customers, following the established naming procedure. Station names are used in three main ways by customers:

- To identify where the station is located as they plan how to reach the transit system
- To identify where they are as the bus or train pulls into the station,
- To identify where the bus or train they are boarding is headed.

The best way to accomplish these needs is for stations to have names which provide easily-understood geographic information.

Stations are therefore usually given the name of a major cross-street or the well-known name of a district or major destination, and are also selected so that there is no confusion with other station names. In Ottawa, station names also need to be easily understood in both English and French, in both written and spoken communication.

In Ottawa, there are currently 51 rapid transit stations, and 50 of them have geographic names (one has a name that is descriptive of its location).

Across Canada, in Montréal, Toronto, Ottawa, Calgary, Edmonton, and Vancouver, there are 294 rapid transit stations, of which 286 of them (97%) have geographic names (five are descriptive names, two are historical names linked to their locations, and one is a commemorative name linked to its location).

There will be 13 stations on the Confederation Line.

Three of these are new stations and 10 are renovations of existing Transitway stations. Staff are recommending names for the three new stations, new names for four of the existing stations, and no change to the names of six of the remaining stations.

Within the wayfinding system, there will also be information provided in stations to confirm to customers which station best serves certain major destinations. For instance, the station name signs at Rideau Station could also indicate that that it is the station for the By Ward Market, and the station name signs at Tremblay Station could also indicate that that it is the station for the VIA Rail Canada intercity train station and the Ottawa Stadium.



These recommendations can be broadly applied anywhere. Although Ottawa has a specific legal requirement to make names work for English and French audiences, the reality is that names should work for many more languages and the simpler the better.

However, comparing the Ottawa network to the GTHA should take into account the significant difference in scale and density, and the GTHA will need to agree its own terms – for example, how often a street intersection can be used to describe a station or stop.

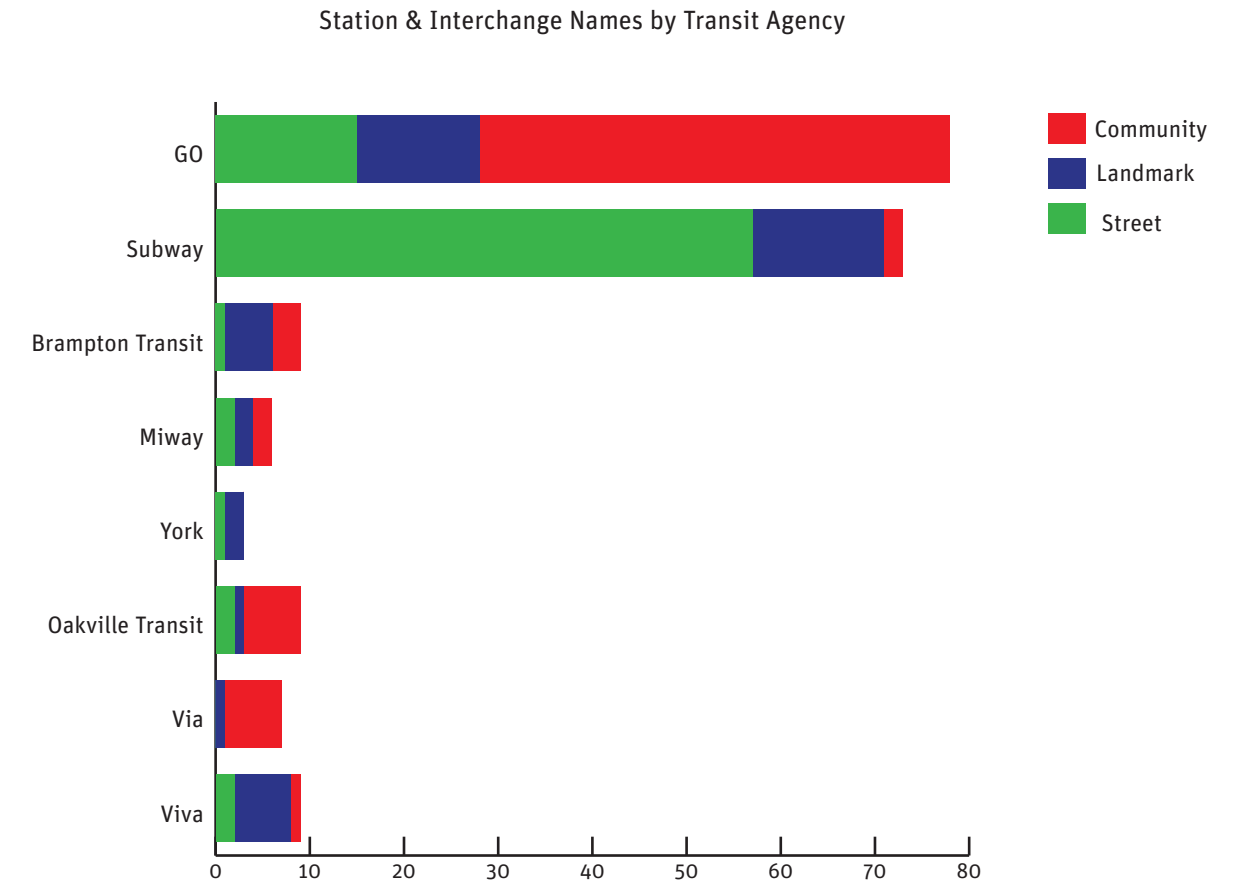
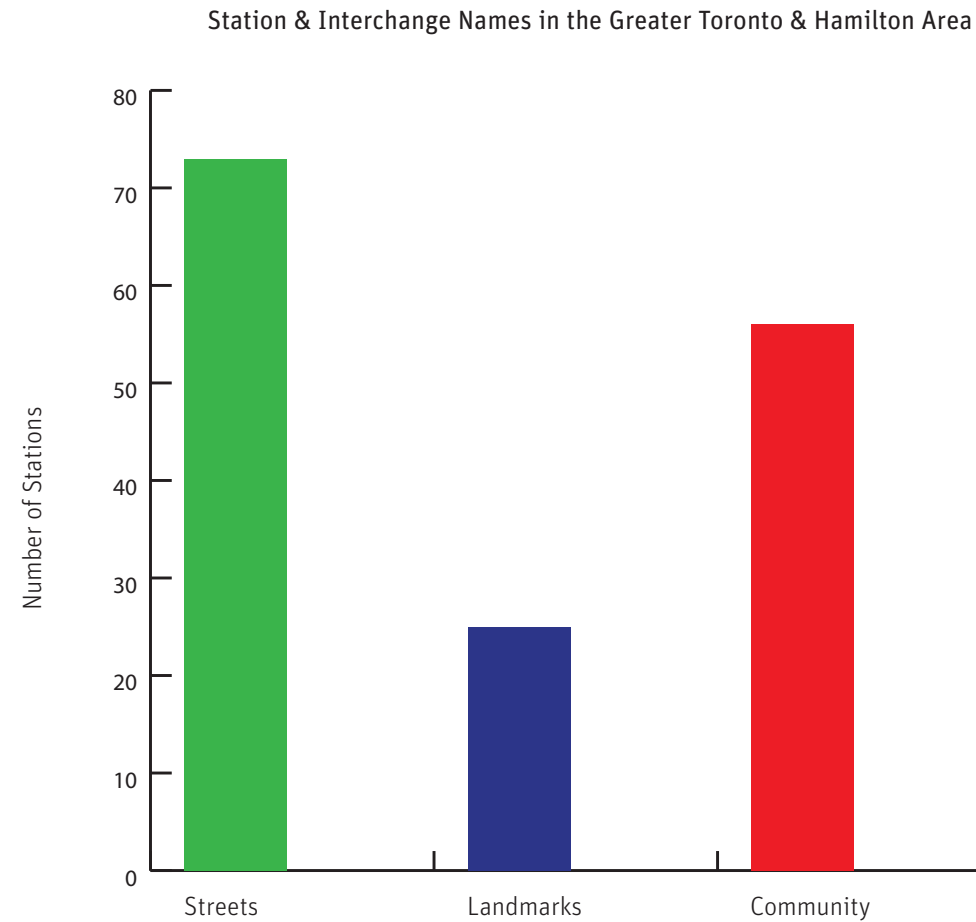
Context

Current patterns – Stations and interchanges

An analysis of stations and major bus termini in the GTHA was carried out to better understand the spread of name types.

The majority of stations named after street intersections were subway stops.

Stations named after communities were more common outside of the City of Toronto and were more likely to service GO stations.



Context

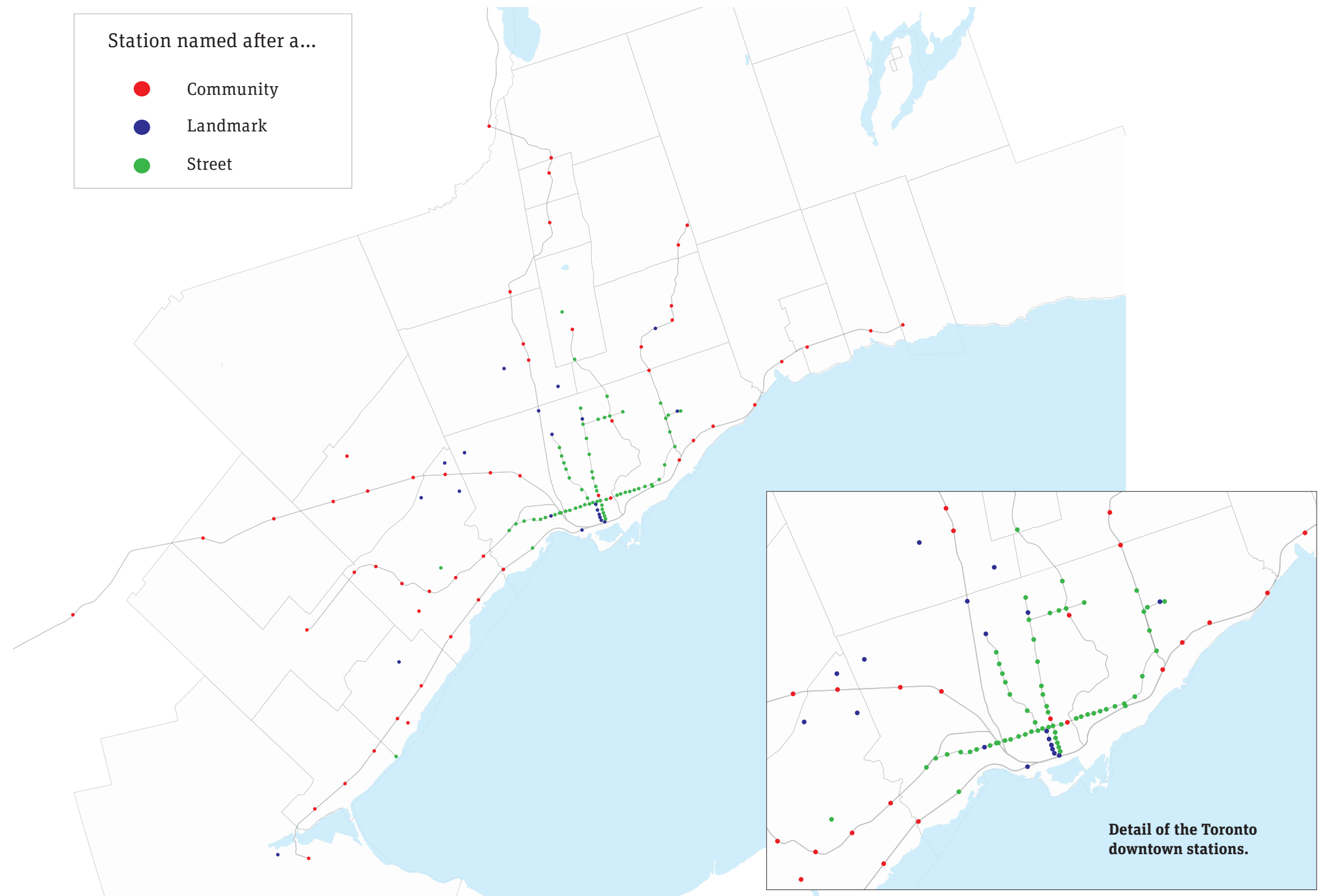
Current patterns – Stations and interchanges

From the analysis of the GTHA, a pattern was found that loosely organized the naming of stations.

Stations on the University part of the Yonge-University Line had to avoid name duplication of Wellesley, College, Dundas, Queen and King. This is because the Yonge-University line forms a U-Shape, putting two stations on the same street, eliminating their ability to name a station after the street without having duplicate station names.

Surrounding this area, but still in Toronto, more stations are named after street names. This follows the TTC Station naming conventions.

Outside the City of Toronto stations are named after the municipality, community, or neighbourhood in which they are located. This is unsurprising because as the density changes, communities often have just the one station or interchange and it is therefore easy to adopt the community name.



Context

Current patterns – Bus stops

Viva and Züm stops are being considered as part of this report because they are BRT routes with generally longer distances between stops, similar to an LRT, and with significant street furniture. In both cases they display the stop name prominently.

For purposes of clarity, both Viva and Züm facilities are referred to as ‘stops’ so as not to confuse the discussion on stations (Viva refers to its bus stops as ‘Viva stations and Züm uses ‘Station Stops’).

Most bus stops across the GTHA will be named by the intersection, street opposite, landmark, station or terminus. In most cases, stops currently do not show the name on a sign and may simply have an icon / brand identity and a stop code number that can be used to obtain information about that stop.

YRT, TTC, MiWay and Brampton currently operate a text information line where you can text a number code and obtain next bus information, rather than a stop name. HSR have a similar service that requires a phone call rather than text service.

The main differences between bus stops and rail stations are:

- On-street rather than off-street on an isolated rail network
- Usually come in pairs on opposite sides of a street rather than located in a single structure (termini are the exception)
- Often found at convenient intersections and follow the street pattern
- Have a fine grain frequency and stops often have to take the name of the intersection
- Names tend only to be shown on schedules, are often abbreviated for digital displays and announcements, and usually use the street grid for maps, avoiding the need to add a stop label.

Bus stops are therefore much harder to regulate in terms of similar names that might be used across the GTHA.

However, since buses are a completely different mode to rail based transit, the confusion between similar bus stop and rail station names is not considered an issue with the following exceptions:

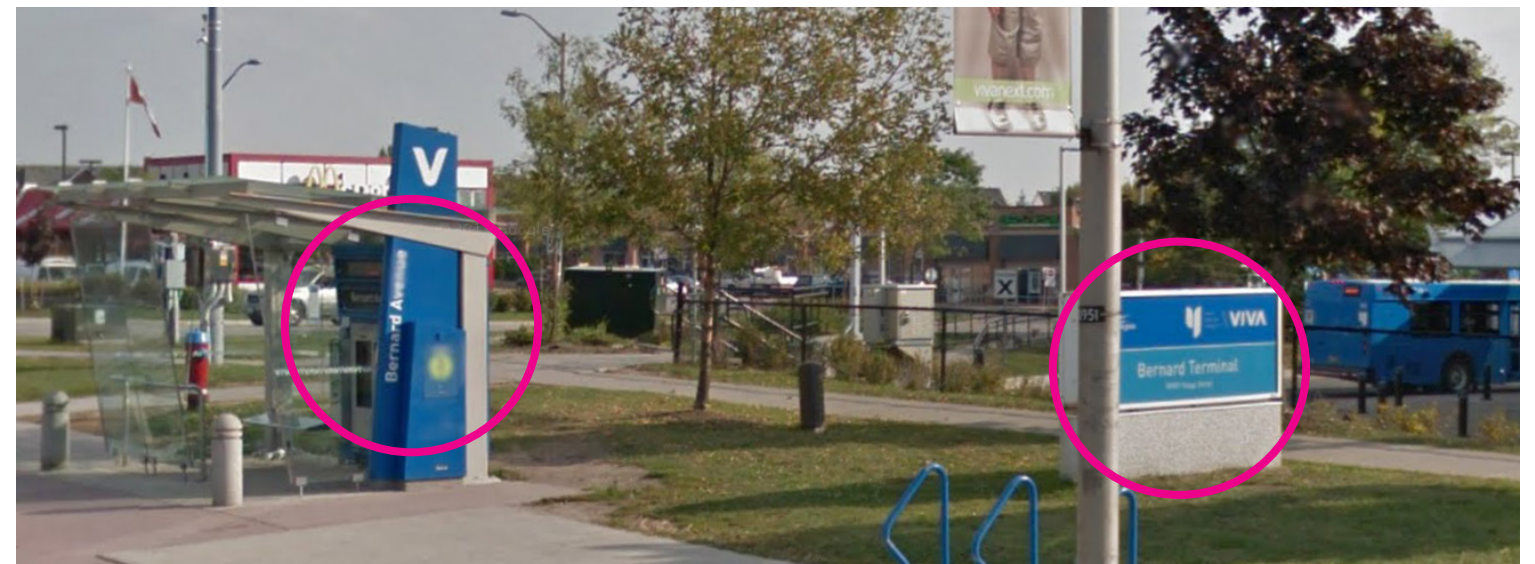
- The stop uses a completely different name to an adjacent rail facility. For example ‘Vaughan Corporate Centre’ (Viva Orange) will in future be called ‘Vaughan Metropolitan Centre’ by the TTC for the new Yonge-University-Spadina Line extension.
- The stop name has been abbreviated or subtly changed to suit the agency brand / style but deviates from the actual usage causing potential confusion. For example Züm 511 uses ‘Bramalea’ in its ‘Next Ride’ schedule to mean Steeles Avenue & Bramalea Road which is next to the Bramalea GO Station, but the Züm 505 also uses ‘Bramalea’ to mean Boviard Drive & Bramalea Road, about 7km away. Viva Blue uses ‘King’ on its maps and Yonge/King in its schedules, but is displayed as ‘King Road’ on the physical stop. King is a subway station about 40km south of here.

The analysis of both the Züm and Viva schedules highlighted some naming clashes with rail, but mostly highlighted inconsistencies in application within the agencies themselves.

Examples of name clashes for Viva (Google Streetview)



A TTC stop, ‘Leith Hill Road’, with a Viva stop titled ‘Don Mills Station’. Viva has two similar stops in its schedule – ‘Don Mills Station’ and ‘Don Mills Road / Leith Hill Road’. It is unclear which one this is.



A Viva stop, ‘Bernard Avenue’, next to a sign for ‘Bernard Terminal’. These are two adjacent stops on the schedule but only Bernard Terminal is on the map. The proximity of the signs is also confusing.

Context

Current patterns – Viva and Züm stops

Although general research has been carried out across the GTHA looking at all transit agencies, the following observations were identified from desk research and have not been verified with a full street audit. Desk resources included printed maps (Brampton 2013, YRT 2014), schedules, agency websites and Google Streetview.

- Viva displays stop names on its maps, Züm does not unless it is a major terminal.
- Züm (where identified on Streetview) displays the same name on it's stops as it does on the Next Ride schedules.
- Viva does not display the same names and often abbreviates them on the maps, for example 'Centre' on the map is 'Centre Street' on the stop, 'Jefferson' on the map is 'Jefferson Sideroad' on the stop.
- Both agencies have inconsistencies in how they apply names. For example, Viva uses 'Golf Links' on the map, 'Yonge/Golf Links' on the schedule and 'Golf Links Drive' on the stop. Züm uses 'West' on the Next Ride schedule, 'Queen St & West Dr' on the printed schedule and 'West Drive' on the stop.
- Viva sometimes match the schedule name with the stop name, but only approximately 30% of the time.
- Some Züm routes run into other regions. Along these sections, they appear to adopt the existing bus stop which may or may not be named. For example, the Züm 501 has several stops in York Region and shares the Viva Orange stops. The Züm 502 runs into Mississauga and appears to use standard MiWay stops. This creates inconsistencies in naming and passenger expectation for what to look for.
- The Züm 501 uses Glenvale for the eastbound stop and Finchgate for it's opposite westbound. This may make sense in-situ but is confusing when taken out of context on a schedule or map
- Züm 501 displays Chrysler and Gateway in-situ, both directly opposite each other, but the stops are not in the schedule
- Züm 502 opposite pair at Hurontario St & Ray Lawson Blvd are named Ray Lawson and County Court South respectively. Also, the 502 is a North/South route and County Court North is the next stop up but paired with Sir Lou opposite. It would be easy to confuse County Court North and South as a matched pair.
- Züm 505 stops at Brampton Civic Hospital, but this is not identified in the printed schedule. This is an ideal landmark stop and it's unclear why it has been omitted from the schedule.
- Viva Blue abbreviates Jefferson Side Road on the map to Jefferson and displays Yonge/Jefferson in the schedule, but this could easily be mistaken for Jefferson Forest Drive which intersects with Yonge Street approximately 1km south.
- Viva Blue uses Yonge/Street Name for most of the schedule then flips to Eagle St/Yonge St, but it is unclear why.
- Viva Purple uses 'Hwy 7' for most stops but 'Highway 7' for one stop only in the schedule. Sometimes Hwy 7 is before the secondary street name, sometimes after. The inconsistency is confusing as it suggests there is a significance.
- Viva Orange at York University switches from the standard Viva blue stops to red. It's assumed that this is to match the York University brand, but is completely counter-intuitive for the system and expectations of the passenger. Züm has a stop nearby but their brand is already red. This is obviously moving away from basic naming but is nonetheless part of the context of a name which is why it is highlighted here.



Context
Current patterns – Viva and Züm stops

This diagram shows some common scenarios for how stops appear to be named for opposite pairs, either East/West bound or North/South bound.

Based on the desktop exercise, Züm appear to use mostly scenarios 4 and 5, whereas Viva have used scenario 3.

Common bus stop naming scenarios



Recommendations

Recommendations

Main recommendations

Currently there is no regional protocol for the naming of stations, stops or interchanges in the GTHA, resulting in inconsistencies throughout the region. The ultimate goal is to help people locate a station, stop or interchange by its name, and consistent naming guidelines can aid that.

When considering a naming protocol, it is important to note that established names are often the most appropriate as they are embedded in local knowledge. The reasons for changing names in an established system must therefore be strong, robust, and fit in with a consistent naming policy.

Within this protocol all existing station and stop names have been reviewed with the underlying presumption that changing names of existing stations should be avoided if possible. Any **new** station names (for the Eglinton Crosstown for example) should follow the naming principles.

The proposed changes to existing station names recommended in the Appendix of this document are therefore predicated on improving a system understanding for visitors and local people alike, even though it is recognised that change is often difficult to make.

As a first step, a central body (possibly Metrolinx) should collate and maintain a master list of major stops and stations used across the GTHA that agencies can refer to. This list would also set out the naming conventions.

Main recommendations

The primary recommendations are:

- Modes of transport with frequent, short distance stops should prioritize landmarks or street intersections for the name. As the transit network expands, more and more stops will be at intersections that look very similar and using the full intersection name, although potentially quite long, ensures the stop can be pinpointed. The exception to this would be a unique landmark.
- Surface stops should prioritise the full intersection name or landmark
- Neighbourhood names should be used with care. A small neighbourhood has an obvious centre, but as the regions grow and develop, centres will move. Richmond Hill and Richmond Hill Centre is a good example of this potential confusion.
- Duplicate station and stop names should be eliminated based on the more practical option. For example, rename Eglinton Subway or Eglinton GO Station.
- Stations where access points to platforms are more than 400 meters apart should have different names.
- Stations or terminals where access points to platforms or bus loops are between 200m and 400m apart should have the same name on the condition that they are physically connected through a weather-protected (overhead canopy or tunnel) and barrier-free accessible path
- Stations or terminals where access points to platforms or bus loops are less than 200 meters apart should always have the same name, even if there is no weather protection. For example, Langstaff GO and Richmond Hill Centre could become South Richmond Hill.
- Single word names should only be used once in the system to avoid a version that uses a directional addition but is in a completely different location (e.g., Dundas and Dundas West).
- Addition of the agency name should be removed to anticipate that facilities may currently or in future be served by multiple transit agencies. This will need to be changed incrementally to ensure consistency across the GTHA. For example, ‘Rutherford Station’ instead of ‘Rutherford GO’.
- Names should be consistently applied in all mediums (printed schedules and online, announcements, maps, diagrams and in-situ on stops and buildings). This will inevitably create a challenge for long names, but as we have seen with Züm, it is possible to let the street grid do the work on a printed map rather than giving the stop a label, unless it is a major terminal.
- Ensure names are consistently published by agencies when two or more agencies share the same stop

Exceptions

As with any rules there are always exceptions. Decisions should always start with the primary recommendations, however the Yonge-University-Spadina subway line was the first in the region and has the most long-established station names.

These are consistently named after east-west cross streets without any additional qualifiers. To maintain consistency, changes to existing Yonge-University-Spadina station names should be avoided.

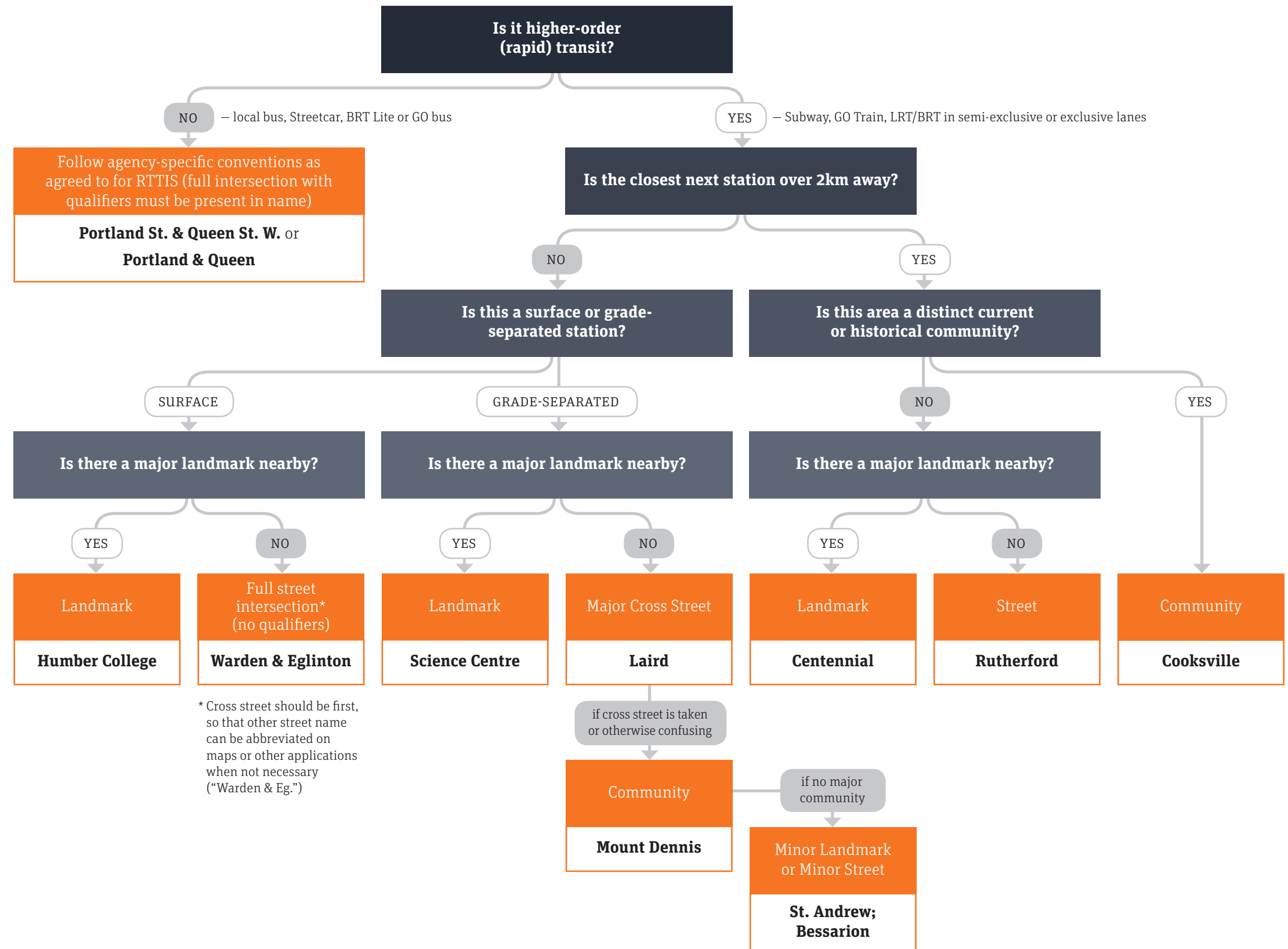
However, there are problematic names using the additional cardinal direction that should be considered for change:

- St. Clair West
- Finch West
- Sheppard West
- Lawrence West
- Eglinton West

Recommendations

Decision tree

The decision tree opposite sets out a rule of thumb for deciding station or stop names. As stated previously, there are always going to be exceptions to the rule but this describes the logical steps that will work for most solutions.



Recommendations

Selection and consultation

Recognizing that changing station names may be particularly sensitive in some communities, especially when the name of a landmark or community is proposed as the new station name, the following is proposed as the process by which a name change is undertaken:

Step 1

The agency refers to GTHA guidelines and identifies which station names are potentially confusing and require changing. Agencies should also reference the GTHA 'Master list' to highlight any conflicting names.

Step 2

A shortlist of alternative names is developed with a robust rationale for each name.

Step 3

Public opinion should then be surveyed through a local resource such as a community centre or Town Hall, and online.

Step 4

In most cases this should highlight a clear preference. If however there is a 'stalemate', the agency should make a call on which of the two options is the simplest and easy to remember.

Great care would have to be taken to introduce any new names. Multiple name changes would ideally be introduced simultaneously so that system map updates could be coordinated.

Other name updates may be more appropriately phased to occur simultaneously with planned station renovations, to minimize signage replacement costs.

Appendix

Station Naming Conflicts

The following pages identify existing transit stations, stops or termini where a naming conflict exists or is expected to exist. Alternative name recommendations are provided based on the previous analysis, but these are not final recommendations.

The list is not exhaustive.

Appendix

Viva and Züm stops

As stated, the evaluation for Viva and Züm has been carried out as a desktop exercise and some of the naming issues have not been verified. For example, not all stops are shown in the schedules or maps, but Google Streetview identifies some of these missing stops. The following list is therefore a sample only.

For example, Züm 501 and 511 run along Queen and Steeles respectively crossing the same streets for much of their route.

Based on the recommendation that all bus stops should be named after the intersection, this list highlights some of the current stop names that are confusing:

Kennedy

Züm stop at Queen Street & Kennedy Road, and Viva stop at Highway 7 & Kennedy Road. Kennedy is being used by TTC already. Kennedy Road is the intersection in both cases. Either new unique names should be found or the full intersection used – Kennedy & Queen.

Rutherford

Züm stop that is being used by GO already. Rutherford & Queen is the full intersection.

Dixie

Züm stop that is being used by TTC already. Dixie & Queen is the full intersection.

Bramalea

Züm stop that is being used for the terminal already. Bramalea & Queen is the full intersection.

Finch

Züm stop that is being used by TTC, GO and YRT already. Claireville is an option or the full intersection of Steeles & Finch.

Humber College Blvd at Humber College

Züm stop that clashes with the future Finch LRT ‘Humber College Terminal’. The Züm name is far too long.

Main

Züm stop that is being used by TTC already. Main & Queen is the full intersection.

King

Viva stop that is being used by TTC already. King & Yonge is the full intersection.

Keele

Viva stop that is being used by TTC already. Concord is an option or Keele & Hwy 7 as the full intersection.

Dufferin

Viva stop that is being used by TTC already. Dufferin & Centre is the full intersection.

Richmond Hill Centre Terminal

Viva stop that clashes with Richmond Hill GO. See following section for recommendations.

Leslie

Viva stop that is being used by TTC already. Leslie & Hwy 7 is the full intersection.

Town Centre

This has only been highlighted because in abbreviated form it is too generic. Town Centre Boulevard is a short cross street, so the recommendation is to include the ‘Boulevard’ portion of the name. Town Centre Blvd & Hwy 7 is the full intersection.

Warden

Viva stop that is being used by TTC already. Markham Town Square is an option. Warden & Enterprise Blvd is the full intersection.

McCowan

Viva stop that is being used by TTC already. Markville Mall is an option. McCowan & Hwy 7 is the full intersection.

Kipling

Viva stop that is being used by TTC already. Kipling & Hwy 7 is the full intersection.

Islington

Viva stop that is being used by TTC already. North Johnson Park or Hillcrest are options. Islington & Hwy 7 is the full intersection.

Weston

Viva stop that is being used by TTC already. Weston & Hwy 7 is the full intersection.

Vaughan Corporate Centre

Viva stop that will be used as ‘Vaughan Metropolitan Centre’ by TTC when the Yonge-University-Spadina extension opens.

Centre

Viva stops at Yonge Street & Centre Street, which is approximately 40km away from the Züm Centre Street stop on Queen Street. The respective full intersections are Yonge & Centre and Centre & Queen.



Viva at Yonge Street & Centre Street



Züm at Queen Street & Centre Street

Appendix

Existing stations and interchanges

In line with the principles, the following names should be considered for change

Eglinton GO Station

Historically, TTC has the grandparent rights to this station name and GO should change. There are double-barrelled options such as Scarborough-Eglinton or Bellamy-Eglinton, but these should ideally be avoided. Bellamy works well and refers to the main North-South street and nearby Park.

Eglinton West Station

Easily confused with Eglinton (and Eglinton GO), there are several local names this could adopt such as Cedarvale, Forest Hill or Allen.

Dundas West & Bloor GO Station

Dundas Street is a long street which switches to Dundas W and Dundas E a few times. Taking into account the Grandparent rights of the Yonge-University-Spadina Line, Dundas should keep its name. Dundas West and Bloor GO are very close and the recommendation is they share the same name since passengers will be encouraged to make transfers if they knew the proximity.

This will also avoid confusion with Bloor-Yonge Station. The name could be West Bend or Junction Triangle.

Lawrence East Station

Lawrence Avenue is over 30km long and stretches across the GTHA. In order to pinpoint the station location more, a neighbourhood should be used instead. Because this station will be replaced in the next 10 years by the new Scarborough Line and may be at a different location, it is recommended the new station adopt a different name appropriate to its location, such as Bendale or Dorset Park. The current station can remain as it is in the near term.

Lawrence West Station

Lawrence Avenue is over 30km long and stretches across the GTHA. In order to pinpoint the station location more, the station could be named after the nearby shopping centre or neighbourhood. Lawrence Square or Lawrence Heights are good options.

Richmond Hill Centre Bus Terminal

The bus station is currently located on the southern edge of Richmond Hill at Langstaff GO Station. Richmond Hill GO exists and is closer to the centre. The combined GO and Bus station should be given a single name, such as South Richmond Hill or High Tech.

Newmarket GO Bus Terminal

The bus terminal is located across the street from the Upper Canada Mall, providing a suitable landmark and geo-location. Upper Canada Mall, or simply Canada Mall could be used and would eliminate confusion with the Newmarket GO station, which is not within walking distance of the bus terminal.

Square One GO Bus Terminal

This should be renamed Mississauga City Centre as the current Mississauga City Centre Bus Terminal is across the street from the Square One GO Bus terminal.

Scarborough GO Station

The GO station is located in the neighbourhood of Scarborough Junction. The station is also located south of Scarborough City Centre, by adding the 'Junction' signifier, it may indicate a difference in location that was missing previously.

However, there is still the possible confusion between Scarborough Centre and Scarborough Junction, though the Junction and Centre are different enough to avoid wholesale confusion. Cliffside is another option.

Bramalea GO Station

The GO station is located 3–4km from Bramalea Bus Terminal, which is in the downtown centre. Bramalea GO should be renamed, one option is Frasers Corners Station for example.

Oshawa GO Bus Terminal

Both the bus terminal and rail stations are run by GO but 3–4km apart. The recommendation is that Oshawa Station is retained (dropping the 'GO'), but Oshawa GO Bus Terminal be changed to Oshawa Downtown Terminal.

Appendix Yonge–University–Spadina extension

The station names for the Yonge-University-Spadina extension have already been consulted on by the TTC and agreed with local communities and developers. With this in mind, recommendations are possibly too late to make a difference, but are listed here as part of this exercise. It is not clear whether the names agreed were considered with the bigger picture of the GTHA or an agency specific decision.

Vaughan Metropolitan Centre

OK – Acknowledged as too long and will likely be abbreviated in practice to Vaughan Centre by users.

Highway 407

This is problematic as Highway 407 is very long and crosses many existing and planned rapid transit corridors. The station will also be a major terminal for several operators who also run routes along Highway 407 (TTC, GO, YRT, Brampton).

Consultation suggested the alternatives of Black Creek and Jane North. Beachwood is also a suitable candidate due to the large cemetery next door that has been there 50 years.

Pioneer Village

OK – Following consultation it was decided that the full name of Black Creek Pioneer Village was too long and shortened to Pioneer Village.

York University

OK

Finch West

Although this currently follows the legacy pattern of naming for the Yonge-University-Spadina line, as a new station it should carry a different name to Finch as it is 6km away. This would also be in line with recommendations to change Lawrence West and Eglinton West.

It is understood there was a local campaign to name the stop University Heights and alternative names of Keele North, Keele-Finch, Four Winds and Sentinel were also rejected. Keele-Finch is more helpful and specific than Finch West, though Keele is currently used for the Bloor-Danforth Line, so potential for confusion here.

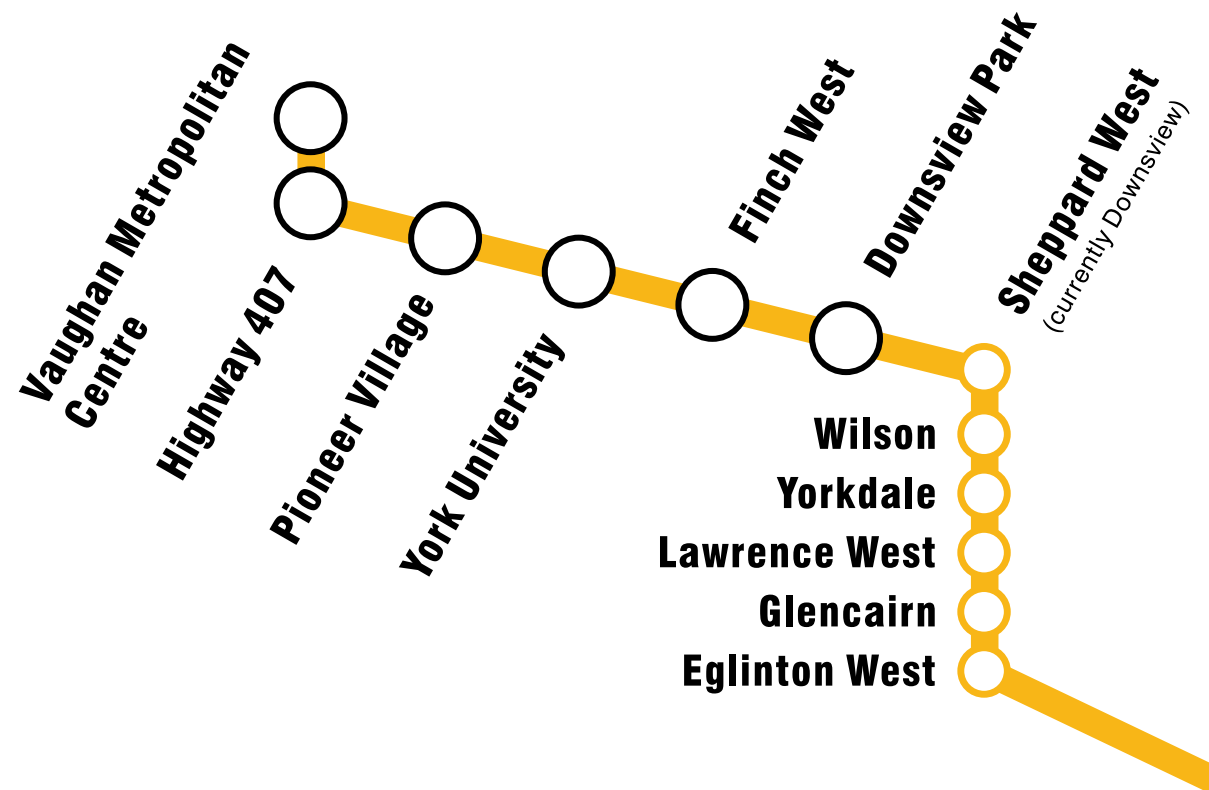
Downsview Park

OK

Sheppard West

As above, this follows the legacy convention for the rest of the line, however the fact that it has been agreed to rename an existing station and switch the old name with a new stop (adding 'Park') shows that communities are open to change where a logical rationale is proposed.

Allen, Dufferin North and Sheppard-Allen have already been rejected through consultation. Downsview Airport is a private testing site owned by Bombardier so not recommended. Allen, the local community, is currently not used anywhere in the GTHA and is recommended – short, unique, easy to remember and represents the local area.



Appendix Sheppard East LRT

The following list sets out the proposed names for the Sheppard East LRT Line with options for changes. Each stop could adopt a local landmark or area name if appropriate, but if the recommendation to assign surface stops with full intersection names is agreed, all of the Sheppard East LRT stops will follow the structure [cross street] & Sheppard:

Consumers

OK, but this is only one side of the street so Brian Village might be a better option, or ... & Sheppard

Victoria Park

Already exists – no obvious options here. Possibly Victoria Park Square. Hickory Nut Park or Lansing Square are possibilities or ... & Sheppard

Pharmacy

Already exists – Wishing Well is an option or ... & Sheppard

Palmdale

... & Sheppard

Warden

Already exists – Warden Sheppard Plaza is wordy but unique or ... & Sheppard

Bay Mills

... & Sheppard

Birchmount

Already exists – Tam O’Shanter is an option or ... & Sheppard

Allanford

... & Sheppard

Kennedy

Already exists – West Highland Creek is wordy but an option or ... & Sheppard

Agincourt

... & Sheppard – it’s unclear how close this will be to the existing Agincourt GO Station, but could share the name.

Midland

Already exists – Knox is an option after the church at the intersection or ... & Sheppard

Brimley

... & Sheppard

Brownspring

... & Sheppard

McCowan

Already exists – no obvious options so Sheppard-McCowan may be the only choice. Commander Arena is nearby and could work, or ... & Sheppard

White Haven

... & Sheppard

Shorting

... & Sheppard

Massie

... & Sheppard

Markham

Already exists – Sheppard East Village and Markham Corners are options or ... & Sheppard

Malvern / Progress

Either Malvern or Progress – Rosebank Park is also an option or ... & Sheppard

Washburn

... & Sheppard

Burrows Hall

... & Sheppard

Neilson

... & Sheppard

Murison

... & Sheppard

Brenyon

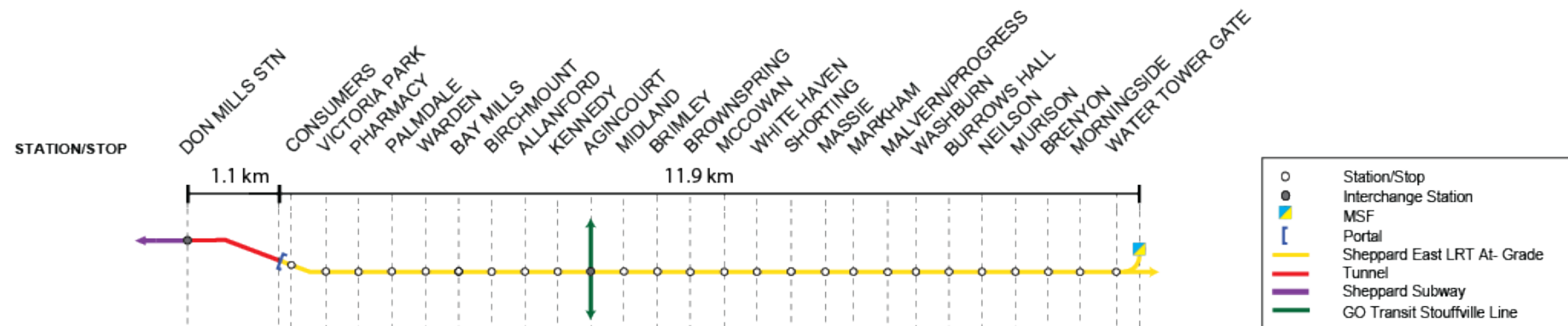
... & Sheppard

Morningside

... & Sheppard

Water Tower Gate

... & Sheppard – or simply Water Tower as the southern street has a different name and the water tower is a landmark



Appendix Finch West LRT

The following list sets out the proposed names for the Finch West LRT Line with options for changes. Each stop could adopt a local landmark or area name if appropriate, but if the recommendation to assign surface stops with full intersection names is agreed, all of the Finch West LRT stops will follow the structure [cross street] & Finch:

Humber College Terminal
OK

Highway 27
Not recommended – Highway 27 is very long and it is likely that Highway 407 will remain as the station name for the Yonge-University-Spadina Line extension, and these names are too similar. Claireville may be a good option or ... & Finch

Westmore
... & Finch

Martin Grove
... & Finch

Albion
... & Finch

Stevenson
... & Finch

Kipling
Already exists – no obvious options here. Possibly Smithfield makes sense or Thistletown, or ... & Finch

Islington
Already exists and is 12km away. Finch-Islington has some logic as it is the name of the adjacent park and supports the intersection, but Rowntree Hill is also an option, or ... & Finch

Pearldale / Ardwick
Either Pearldale or Ardwick – Finchdale or Finchdale Plaza are also options or ... & Finch

Duncanwoods
... & Finch

Milvan / Rumike
Either Milvan or Rumike ... & Finch

Weston
Already exists – Emery is an option and makes more sense if GO build a station connection here as well, or ... & Finch

Signet / Arrow
Either Signet or Arrow ... & Finch

Oakdale / Norfinch
Both these options are problematic in that there already exists an Oakville and Oakwood, and Norfinch is too close in sound to North Finch. Black Creek was rejected to replace Highway 407 but could work well here. The Humber River Regional Hospital could be used although there are more than one in the GTHA. If it is used then ideally a shorter version, such as Humber Hospital. Oakdale & Finch is the intersection option.

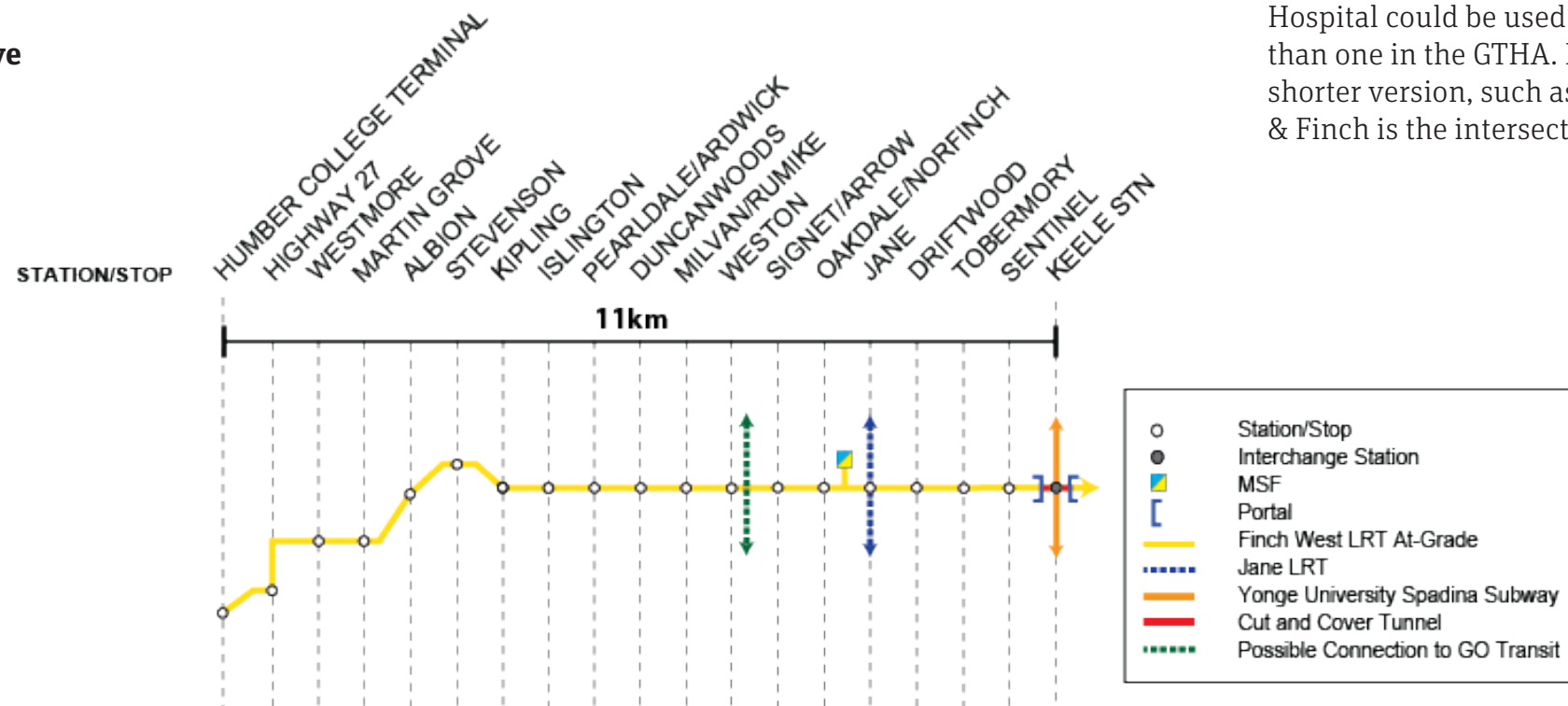
Jane
Already exists – Jane-Finch is problematic because both Jane and Finch are stations. Jane-Finch Mall gives the station a more specific handle which would help differentiate it. York Gate is another possible option. Jane & Finch is the option if the naming convention for surface stops is agreed

Driftwood
... & Finch

Tobermory
... & Finch

Sentinel
... & Finch

Keele
Already exists – see the new Yonge-University-Spadina Line (previous page). Keele-Finch is more helpful but it is likely that Finch West will become the new name. Ideally, a name that does not reference either Keele or Finch should be agreed as both are existing station names, however if the naming convention for surface stops is agreed it will be Keele & Finch.



Appendix Eglinton Crosstown LRT

The following list sets out the proposed names for the Eglinton Crosstown LRT Line with options for changes. Each stop could adopt a local landmark or area name if appropriate, but if the recommendation to assign surface stops with full intersection names is agreed, those surface stops will follow the structure [cross street] & Eglinton:

Mount Dennis
OK

Keele
Already exists – could be Silverthorne

Caledonia
OK, though pretty far from Caledonia Road. This could be Fairbank

Dufferin
Already exists – could be Fairbank or Briar Hill

Oakwood
OK

Eglinton West
(See existing station list)

Bathurst
Already exists – could be Forest Hill

Chaplin
OK

Avenue
Although this is the name of the cross street, it is also a generic suffix for hundreds of other avenues. Avenue Road, Oriole Park or Burnaby are better.

Mt. Pleasant
Already used by GO on the Kitchener line – Mt. Hope could be used.

Bayview
Already exists – could be Leaside

Laird
OK

Leslie
Already exists – could be Sunnybrook Park or ... & Eglinton

Don Mills
Already exists – could be Science Centre, which is more appropriate as the station is closer to the Science Centre than it is to the town centre.

Ferrand
Should be Aga Khan Museum, or simply Aga Khan or ... & Eglinton

Wynford
... & Eglinton

Bermondsey
... & Eglinton

Victoria Park
Already exists – Golden Mile is better or ... & Eglinton

Pharmacy
... & Eglinton

Lebovic
... & Eglinton – Eglinton Town Centre is another option

Warden
... & Eglinton

Birchmount
... & Eglinton

Ionview
... & Eglinton

Kennedy
OK







Subway Map



- 1 Yonge-University Line
- 2 Bloor-Danforth Line
- 3 Scarborough Line
- 4 Sheppard Line
- 5 Eglinton Line

-  Interchange Station
-  Accessible Station

Hours of operation

Weekday & Saturday service approximately 6 a.m. to 1:30 a.m. | Sunday service approximately 8 a.m. to 1:30 a.m. | Holiday start times vary

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Line 5 Eglinton station and stop names proposed - subject to change without notice