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RAPID TRANSIT POLICY FOR NAMING TERMINALS AND STOPS

The Rapid Transit Public/Private Partnership Steering Committee recommends the adoption of the recommendations contained in the following report, June 17, 2004, from the Vice President of the York Region Rapid Transit Corporation:

1. RECOMMENDATIONS

It is recommended that:

1. The rapid transit station naming policy be approved.
2. The names for the terminals and stops presented in this report be approved.
3. The local municipalities be notified of the policy and related terminal and stop names.

2. PURPOSE

This document establishes a policy for naming YRTP stops and terminals and specifically identify the names to be utilized.

3. BACKGROUND

The objectives of the station naming policy are:

- Clear passenger communication.
- Equitable treatment for all destinations in each station area.
- Consistency with names used by existing transit services.

4. ANALYSIS AND OPTIONS

4.1 Policy Principles for Terminals & Major Intermodals

- Where YRTP operates on terminal properties currently served by fixed-guideway transit services [TTC and GO], YRTP will retain the name used by the existing service, and incorporate the word “station,” e.g., *Downsview Station*.
- Terminals currently served by other bus transit services retain the name used by that service, with no street suffix, e.g., *Newmarket Terminal*.
- Other terminals and major intermodal names will appear frequently on variable message signs, bus destination boards, etc. It is therefore appropriate to use short, appealing names that refer to broad geographic areas, e.g., *Cornell*.

Table 1
Proposed Names for Terminals & Major Intermodal Centres

Terminal Name	Remarks
Richmond Hill Centre	- previous internal designation has been <i>Langstaff</i> - the name for this major new terminal is consistent with York Region's <i>Centres and Corridors</i> policy
Cornell	previous internal designation has been <i>Markham-Stouffville Hospital</i>, however this is cumbersome and the permanent terminal is likely not on hospital grounds
Don Mills Station	Existing TTC Station
Downsview Station	Existing TTC Station
Finch Station	Existing TTC/GO Facility
Newmarket Terminal	Northern terminus of the Yonge St corridor.
Unionville Station	Existing GO Station
Martin Grove	Western Terminus of the Highway 7 corridor. Potential alternates: <i>Woodbridge, Rainbow Creek</i>
York University	
Promenade Terminal	

4.2 Policy Principles for Stop Names

- Typically, stops are named for streets intersecting the transit route.
 - The full stop name includes "Avenue," "Street," etc.; however these may be abbreviated or omitted subject to space limitations on structures or signage.
 - The full stop name excludes compass directions associated with streets (e.g. "Wellington Street," not: "Wellington Street West," unless this information is essential to avoid confusion with other stops (such as at West and East Beaver Creek roads).
 - Where intersecting street names differ on either side of the route, the full stop name includes both street names, with the street to the north or east of the corridor listed first. In these cases, "street" is not included. Where the composite name exceeds the character length cited below, the full name is shortened to the street that is physically longer, or more commonly known.
- Where possible, stops are named to match "Regional Centres" designated in York Region's Official Plan, e.g., Vaughan Corporate Centre at Highway 7 and Highway 400;
- Stops that lie on the property of a private person or company may be named accordingly, e.g., *IBM*.
- Maximum character length is approximately 18-20 characters and spaces.

Table 2
Stops – Yonge Street Corridor

Stop Name Listed North to South (see table 1 for Terminals and Intermodals)	Remarks
Eagle Street	
Mulock Drive	
Batson-Orchard Heights	Orchard Heights is the abbreviated name.
Wellington Street	
Dunning-Golf Links	Golf Links Drive is the abbreviated name
Henderson-Allaura	Henderson Drive is the abbreviated name
Bloomington Road	
King Road	
19 th -Gamble	
Bernard Avenue	
Elgin Mills Road	
Crosby Avenue	
Major MacKenzie Drive	
Weldrick Road	
16 th - Carville	
Bantry-Scott	
Royal Orchard Boulevard	
Thornhill Summit-Centre	Centre St. is abbreviated name
Clark Avenue	
Steeles Avenue	

Table 3
Stops – Highway 7 Corridor

Stop Name Listed West to East (see table 1 for Terminals and Intermodals)	Remarks
Kipling Avenue	
Islington Avenue	
Pine Valley Drive	
Ansley Grove-Whitmore	Ansley Grove is abbreviated name
Weston Road	
Vaughan Corporate Centre	• At intersection of Hwy 7 and Interchange Way • Name reflects regional centre designation in the <i>Centres and Corridors</i> report • Abbreviated as VCC where required • Edgeley Boulevard is the northern cross street; Interchange Way is

Stop Name Listed West to East (see table 1 for Terminals and Intermodals)	Remarks
	southern cross street
Interchange Way - Jane	This stop is at the intersection of Jane Street
Keele Street	
Dufferin Street	
Atkinson Avenue	
Bayview Avenue	
Valleymede Drive	
West Beaver Creek	
Leslie Street	
East Beaver Creek	
Allstate-East Valhalla	Allstate Parkway is abbreviated name
Woodbine Avenue	
Montgomery-Fairburn	
Town Centre Boulevard	
IBM	Stop is on private property
Markham Centre	▪ Stop at Enterprise and Warden Avenue ▪ Name reflects regional centre designation in the <i>Centres and Corridors</i> report
Enterprise	At intersection of street known as “N-S Connector Road” and Helen
Kennedy Road	
Bullock Drive	Serves Markville Mall
McCowan Road	
Main Street Markham	
Wootten Way	

Table 4
Stops – Downsview Corridor

Stop Name Listed North to South (see table 1 for Terminals and Intermodals)	Remarks
Keele-Finch	
Downsview Station	Applies to on- and off-street stops at the TTC station

Table 5
Stops – Don Mills Corridor

Stop Name Listed North to South (see table 1 for Terminals and Intermodals)	Remarks
14 th Avenue	
Denison Street	
Esna-Steeles	
McNicoll Avenue	
Seneca Hill Drive	
Don Mills Station	Applies to on- and off-street stops serving the TTC station

5. FINANCIAL IMPLICATIONS

Station naming is included as part of the YRTP budget. Names are being finalized at this time to allow manufacturing of shelters to commence on a rolling basis between August and November 2004. If approved names cannot be determined by the time a shelter is to be fabricated, a blank panel would be installed, and later replaced with the approved name. This would add up to \$600 at each affected location.

6. LOCAL MUNICIPAL IMPACT

Municipalities will benefit from the addition of names to the rapid transit stops as they will be more identifiable to residents.

7. CONCLUSION

This document establishes a policy for naming YRTP stops and terminals. It is recommended that this naming policy be approved and that the local municipalities be notified of the policy.