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VIVA PHASE 1 CAPITAL ENHANCEMENTS NAMING NEW VIVASTATION STOPS ON YONGE STREET

The Rapid Transit Public/Private Partnership Steering Committee recommends the adoption of the recommendation contained in the following report, October 3, 2007, from the Vice-President, York Region Rapid Transit Corporation:

1. RECOMMENDATION

It is recommended that the new Viva stops being implemented on Yonge Street at Jefferson Sideroad, as part of the Phase 1 capital enhancements, be named “Jefferson Sideroad”.

2. PURPOSE

This document reviews the approved policy for naming Vivastation stops and recommends names for new stops that are to be located on Yonge Street at Jefferson Sideroad.

3. BACKGROUND

On April 12, 2007, Council approved a new Vivastation stop (both directions) on Yonge Street in the vicinity of Stouffville Road, the final location of which was to be determined through a plan for conventional service connections. It was subsequently determined that northbound and southbound Vivastation stops should be located at Jefferson Sideroad. York Consortium 2002 (YC2002) is currently working to complete the preliminary design which will form the basis for determining a Guaranteed Maximum Price.

4. ANALYSIS AND OPTIONS

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.

Council approved the naming convention for Vivastation stop names on June 17, 2004

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.

Richmond Hill and Rapid Transit staff met to review stop location

Following further inquiry as to the preferred stop location, staff have met and recommend some minor modifications to the southbound stop and movement of the southbound stop further north, approximately mid-block, between Jefferson Sideroad and Shirrick Drive as per attachment one. As a result of these changes it may not be possible to complete these stops before the winter but every effort will be made to do so.

In accordance with the approved naming convention, it is recommended that the new northbound and southbound Vivastation stops on Yonge Street at Jefferson Sideroad be named “Jefferson Sideroad”.

5. FINANCIAL IMPLICATIONS

The stop will be constructed by YC2002 subject to the Owner's Engineer's review and confirmation of value for money. The cost to undertake the work is estimated to be \$1,150,000, including sidewalk connections, and will be funded from the 2007 approved capital budget for Phase One improvements.

6. LOCAL MUNICIPAL IMPACT

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

7. CONCLUSION

This document recommends that the new Vivastation stops on Yonge Street at Jefferson Sideroad be named “Jefferson Sideroad”.

The Senior Management Group has reviewed this report.