

# TORONTO TRANSIT COMMISSION REPORT NO.

**MEETING DATE:** September 30, 2010

**SUBJECT:** TORONTO-YORK SPADINA SUBWAY EXTENSION –  
STATION NAMES

## ACTION ITEM

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### RECOMMENDATIONS

It is recommended that the Commission:

1. Approve the station names FINCH WEST, YORK UNIVERSITY, STEELES WEST, and HIGHWAY 407 for the new stations on the Toronto-York Spadina Subway extension, as described in this report;
2. Approve the station name DOWNSVIEW PARK for a new station on the Toronto-York Spadina Subway extension, as described in this report, subject to the satisfactory resolution of negotiations between the TTC, the City of Toronto, and Parc Downsview Park related to property acquisition;
3. Approve renaming the existing DOWNSVIEW station to SHEPPARD WEST, as described in this report, and subject to recommendation 2 being satisfied, effective no later than the opening of the subway extension;
4. Endorse the name VAUGHAN CENTRE for the terminal station of this subway extension, and request Vaughan City Council to also endorse this name – as opposed to their preferred name of VAUGHAN METROPOLITAN CENTRE – because:
  - it effectively describes the general station location at a major regional hub;
  - as stated by the TTC's Advisory Committee on Accessible Transportation, shorter and simpler names are more easily communicated to, and understood by people with visual, hearing, and cognitive impairments;
  - the travelling public will invariably use only the shorter two-word name when giving directions or making reference to this station;
  - the name VAUGHAN CENTRE is consistent with the names of other regional centres served by the subway, notably SCARBOROUGH CENTRE and NORTH YORK CENTRE;
  - in an effort to make sure that station names are selected primarily to help people navigate their way through the transit system, the TTC has never used any name which is intended to promote or advertise nearby developments, commercial enterprises, or attractions;

5. Note that Vaughan City Council has formally requested that the name of the terminal station be VAUGHAN METROPOLITAN CENTRE in support of their initiatives to brand, and build the profile of the area as a regional urban growth centre, and this request has been formally endorsed by the York Region Rapid Transit Corporation;
6. Note that, in response to concerns from Metrolinx, TTC will work closely with Metrolinx staff to resolve any outstanding station-naming issues and, if any further changes are required, TTC staff will report back to the Commission;
7. Note that the recommended station names have been selected with the objective of describing the geographical locations of stations for customers, and are consistent with longstanding policy and practise for TTC station names; and
8. Forward this report to Councillors Augimeri, Feldman, and Perruzza, City of Toronto Transportation Services, the City of Vaughan, the Regional Municipality of York, Metrolinx, and the Province of Ontario.

## **FUNDING**

Funding for the Toronto-York Spadina Subway Extension (TYSSE) Project is included and set out on pages 1439 to 1442 of the TTC 2010-2014 Capital Program (Category Expansion) which was approved by City Council on December 8, 2009.

## **BACKGROUND**

The extension of the Spadina Subway is currently under construction and is planned to open in 2015. The extension will include six new subway stations.

Commission policy *2.8.2 Identification of Routes, Stations and Stops* requires that the Commission approve station names. This report recommends names for the new subway stations.

## **DISCUSSION**

### **Station Naming Policy and Convention**

The naming of TTC subway stations is governed by TTC Corporate Policy *2.8.2, Identification of Routes, Stations and Stops*. Section 3.2 of that policy reads 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.

The policy stipulates that subway stations will be given names which make a direct reference to their geographic location. This principle ensures that the name of the station is a description of its location -- as an aid to passengers as they travel through the system -- and that the most prominent words on the walls of the station are useful information for customers finding their way in the city. In support of this, the TTC has never used any name which is intended to promote or advertise nearby developments, commercial enterprises, or attractions.

All of the TTC's present 69 rapid transit stations have a name related to the geographic location of the station. Of these, 58 are named for an intersecting or nearby street, six are named for a nearby major destination or landmark, and five are named for the district in which they are located. TTC staff have consistently applied the Commission-approved station naming policy, because it is intended to provide the best possible travel information to our customers.

#### Recommended Station Names

The recommended names for the six new stations are DOWNSVIEW PARK, FINCH WEST, YORK UNIVERSITY, STEELES WEST, HIGHWAY 407, and VAUGHAN CENTRE. It is also recommended that the existing DOWNSVIEW station be renamed SHEPPARD WEST.

The station names are shown in Table 1, below, and on the attached map. Further detail about the recommended station names is given in Appendix 1, attached.

<b>Sheppard West</b>	new name for existing Downsview Station
<b>Downsview Park</b>	new station in Downsview Park
<b>Finch West</b>	new station at Finch Avenue & Keele Street
<b>York University</b>	new station at centre of York University Campus
<b>Steeles West</b>	new station at Steeles Avenue at north west corner of York University Campus
<b>Highway 407</b>	new station at Highway 407 & Jane Street
<b>Vaughan Centre</b>	new terminal station at regional development node at Highway 7 & Jane Street

#### Consultation with Municipal Partners

TTC staff sought input from City of Vaughan, and York Region staff on the recommended names for the two stations in York Region -- HIGHWAY 407 and VAUGHAN CENTRE. The City of Vaughan Council, at its meeting of July 13, 2010 considered the station names in a staff report "Subway Extension – Station Names". Vaughan Council supported the name HIGHWAY 407, but has requested that the name of the terminal station be VAUGHAN METROPOLITAN CENTRE in support of their initiatives to brand, and build the profile of the area as a regional urban growth centre. York Region Council did not take a position on the station names. However, the York Region Rapid Transit Corporation passed a resolution (attached) on September 16, 2010 endorsing the City of Vaughan's preferred station name. TTC staff have considered the City of Vaughan's proposed station name, but continue to recommend that the formal station name be VAUGHAN CENTRE, because it

effectively describes the general station location at a major regional hub. The TTC's Advisory Committee on Accessible Transportation has consistently advised that shorter and simpler names are more easily communicated to, and understood by people with visual, hearing, and cognitive impairments. The travelling public will invariably use only the shorter two-word name when giving directions or making reference to this station. The name VAUGHAN CENTRE is consistent with the names of other regional centres served by the subway, notably SCARBOROUGH CENTRE and NORTH YORK CENTRE. In an effort to make sure that station names are selected primarily to help people navigate their way through the transit system, the TTC has never used any name which is intended to promote or advertise nearby developments, commercial enterprises, or attractions. For the benefit of the travelling public, the TTC has been very consistent in its practice that subway station names be selected to inform travellers, in the simplest and most-understandable way possible, of where they are geographically as they navigate through the subway system.

TTC staff have also discussed station names with staff from Metrolinx and from the Ontario Ministry of Transportation, and a letter was received from Metrolinx (copy attached) on the subject. Metrolinx wants to ensure that the issue is discussed with all relevant stakeholders, which is being done by TTC staff. Metrolinx notes that station names should be co-ordinated among transit operators, and TTC staff are fully supportive of this intention. A specific concern was raised regarding the HIGHWAY 407 station name, but this is no different than at most stations where the station is named for the roadway that intersects with the subway, and is served by routes operating on the intersecting roadway. Overall, the benefits of a station name that is descriptive and predictable outweigh any potential confusion. Metrolinx also noted possible concerns by Parc Downsview Park staff about the DOWNSVIEW PARK station name, but there are no such outstanding issues, and Downsview Park staff support the DOWNSVIEW PARK station name. TTC staff will continue to work closely with Metrolinx staff on station-naming issues.

### **SUMMARY**

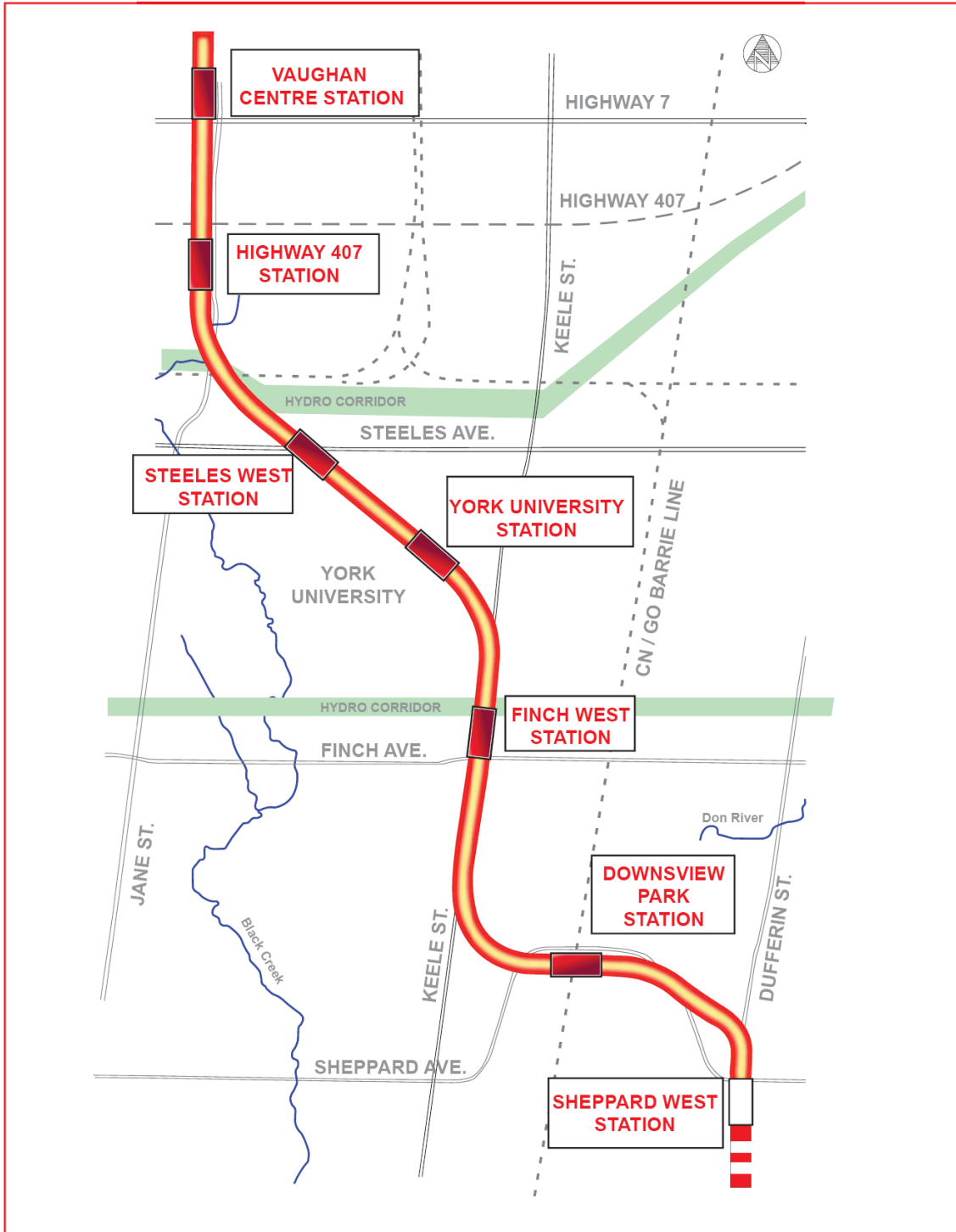
The recommended station names SHEPPARD WEST, DOWNSVIEW PARK, FINCH WEST, YORK UNIVERSITY, STEELES WEST, HIGHWAY 407, and VAUGHAN CENTRE will ensure that the names of the stations provide useful information to customers as they travel on the Toronto-York Spadina Subway extension, and are consistent with the TTC's standard use of geographic names for rapid transit stations.

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September 2, 2010  
11-31-57

Attachments: Map -- Toronto York Spadina Subway Extension – Station Locations  
Appendix 1 – Recommended Station Names  
September 8, 2010 Letter from Metrolinx  
September 16, 2010 Minutes of York Region Rapid Transit Corporation

# Toronto-York Spadina Subway Extension – Station Locations



09-13-2010

## APPENDIX 1 - RECOMMENDED STATION NAMES

### **Existing Downsview Station, at Sheppard Avenue and Dufferin Street**

Recommended name:

## **SHEPPARD WEST**

Sheppard Avenue is the main east-west intersecting street at this station site on a north-south subway line. As such, use of "Sheppard" in the station name is consistent with the majority of existing TTC stations, and with the Commission-approved policy on station names. Use of "West" in the station name helps avoid confusion with the existing Sheppard-Yonge Station, and is consistent with other station names on the Spadina Subway, which have "West" as part of the station name. The "Sheppard West" name provides useful geographic information for customers.

The present Downsview Station name is a problematic station name that fails to adequately identify the station for customers. Most significantly, the name does not tell customers that the station is located at Sheppard Avenue on a north-south subway; thus there is no specific geographic reference that would help customers locate themselves in our system. In addition, the station is not close to the historic community of Downsview, nor is it near to residential areas in the present Downsview-Roding-CFB neighbourhood. There is very poor walking access from Downsview Station to Downsview Park but, because of the station name, customers think that the park is easily accessible from the station. The next station to the north on the subway extension will better serve Downsview Park, than the station that is presently called "Downsview", which would add to confusion.

Renaming an existing station name is not a decision taken lightly. In the short-term, there is the potential for confusion for customers, although in the long term, the recommended new name better describes the station location to customers, and should reduce confusion. The costs normally associated with renaming a station (signage, maps, other customer information, and internal documentation) can be greatly reduced by making the station name change at the same time, or shortly before, the opening of the subway extension and the introduction of six other new station names.

Other options considered:

"Dufferin North" – Dufferin Street is a north-south street, and so, logically, it does not describe the location of this north-south subway line as well as the name of an intersecting east-west street.

"Allen" or "Sheppard-Allen" – Allen Road is a north-south street, and so, logically, it does not describe the location of this north-south subway line as well as the name of an intersecting east-west street.

## APPENDIX 1 - RECOMMENDED STATION NAMES

### **New Station in Downsview Park, south of Sheppard Avenue, connecting with the Barrie GO Line**

Recommended name:

## **DOWNSVIEW PARK**

This station is located within Downsview Park, and will be the station that best serves customers travelling to the park, and to the developments planned for the area. The station is not located directly on any main road, but will be served by future unnamed local roads that will be established as part of planned developments. The TTC subway station will include an excellent connection to a future GO Transit station on the Barrie line, and Metrolinx should be encouraged to use the same “Downsview Park” name for the GO station, so that the connection at both stations is easily recognised by customers. The “Downsview Park” name provides useful geographic information for customers.

Other options considered:

*“Sheppard West”* – The station is located some distance south of Sheppard Avenue. The more prominent intersection of the Spadina Subway with Sheppard Avenue occurs one station to the east, at Sheppard Avenue and Allen Road, and that location is better suited to a “Sheppard West” name.

*“GO/Sheppard”* – Including “GO” in a station name is not done at any of the other TTC stations with nearby GO connections. A hyphenated name is more subject to mis-spelling or mis-pronouncing.

*“Chesswood”* or *“Bakersfield”* or *“Carl Hall”* – These nearby street names are not well known, nor easily recognisable to customers throughout the Toronto area.

## APPENDIX 1 - RECOMMENDED STATION NAMES

### **New Station on Finch Avenue, at Keele Street**

Recommended name:

## **FINCH WEST**

Finch Avenue is the main east-west intersecting street at this station site on a north-south subway line. As such, use of “Finch” in the station name is consistent with the majority of existing TTC stations and with the Commission-approved policy on station names. The use of “West” in the station name is required to avoid confusion with the existing Finch Station, and is consistent with other station names on the Spadina Subway, which have “West” as part of the station name. The “Finch West” name provides useful geographic information for customers.

Other options considered:

*“Finch”* – This name is already in use for the station at Finch Avenue and Yonge Street on the Yonge Subway. Use of this name would be inconsistent with other stations on the Spadina Subway that are named after major east-west roads and which have “West” as a part of their name.

*“Keele”* – This name is already in use for the station at Keele Street and Bloor Street on the Bloor-Danforth Subway. Keele Street is a north-south street, and so, logically, it does not describe the location of this north-south subway line as well as the name of an intersecting east-west street.

*“Keele North”* – Keele Street is a north-south street, and so, logically, it does not describe the location of this north-south subway line as well as the name of an intersecting east-west street.

*“Finch-Keele”* or *“Keele-Finch”* – A hyphenated name is subject to mis-spelling or mis-pronouncing. Keele Street is a north-south street, and so, logically, it does not describe the location of this north-south subway line as well as the name of an intersecting east-west street.

*“Four Winds”* or *“Sentinel”* – These nearby street names are not as well known, or recognisable to customers throughout the Toronto area as Finch Street.



APPENDIX 1 - RECOMMENDED STATION NAMES

**New Station on York University Campus, near Ian Macdonald Boulevard**

Recommended name:

**YORK UNIVERSITY**

The station would be located on the grounds of York University. The “York University” name provides useful geographic information for customers.

Other options considered:

*“Ian Macdonald”* – This name is not as prominent as York University. Ian Macdonald Boulevard is not a well-known street name throughout the Toronto region.

*“University”* – This name would partially describe the station location, but could cause confusion for customers with the other two universities in the city, both of which are located close to other subway stations.

*“York”* – This could cause confusion for customers with either York Region, or the former City of York; or with other uses of York in street and community names.

## APPENDIX 1 - RECOMMENDED STATION NAMES

### **New Station on Steeles Avenue, at North West Gate**

Recommended name:

## **STEELES WEST**

Steeles Avenue is the main east-west intersecting street at this station site on a north-south subway line. As such, use of “Steeles” in the station name is consistent with the majority of existing TTC stations, and with the Commission-approved policy on station names. Use of “West” is consistent with other station names on the Spadina Subway, which have “West” as part of the station name. The “Steeles West” name provides useful geographic information for customers.

Other options considered:

*“Steeles”* – This would be inconsistent with other stations on the Spadina Subway that are named after major east-west roads, and which have “West” as a part of their name. A possible future extension of the Yonge Subway to Steeles Avenue would require that the station there be named something other than “Steeles”, which is the most logical and consistent name for a station at Steeles Avenue and Yonge Street.

*“York University”* – This will not be the closest station to the majority of the university. Naming this station “York University” would conflict with the same name proposed for the next station to the south.

*“Jane North”* – This station is not within a convenient walking distance of Jane Street. Jane Street is a north-south street, and so, logically, it does not describe the location of this north-south subway line as well as the name of an intersecting east-west street.

## APPENDIX 1 - RECOMMENDED STATION NAMES

### **New Station on Jane Street, at Highway 407**

Recommended name:

## **HIGHWAY 407**

Highway 407 is the main east-west intersecting feature at this station site on a north-south subway line. As such, use of "Highway 407" in the station name is consistent with the majority of existing TTC stations, and with the Commission-approved policy on station names. The "Highway 407" name provides useful geographic information for customers.

Other options considered:

*"Highway 407 Transitway"* – Long-term regional transit plans call for a bus rapid transitway to be built along the Highway 407 corridor. Adding "Transitway" to the station name in advance of construction of the Transitway is not appropriate, nor necessary.

*"Highway 407 West"* – While the possible future extension of the Yonge Subway would have two stations near Highway 407, there are better potential names for those stations than "Highway 407" and so a "Highway 407 West" name for the station on the Spadina Subway does not provide any more clarity to customers than the recommended name.

*"Jane North"* – Jane Street is a north-south street, and so, logically, it does not describe the location of this north-south subway line as well as the name of an intersecting east-west street.

*"Beechwood"* – Is the name of the nearby cemetery. This name is not well known, nor easily recognisable to customers throughout the Toronto area.

*"Black Creek"* – Is the nearest significant natural feature to the station. Black Creek extends a considerable distance throughout western Toronto, and so, using the name for this station may cause confusion for customers who know of Black Creek in other locations. This station will not be the closest station to Black Creek Pioneer Village, and this could cause confusion for customers.

*"Exchange"* or *"Peelar"* or *"Adesso"* – These nearby street names are not well known, nor easily recognisable to customers throughout the Toronto area.

*"Snider"* – A nearby point on the CN railway is called Snider. This name is not well known, nor easily recognisable to customers throughout the Toronto area.

## APPENDIX 1 - RECOMMENDED STATION NAMES

### **New Station on Jane Street, at Highway 7**

Recommended name:

## **VAUGHAN CENTRE**

This station will be the terminus of the subway, and is located at a major development node in the City of Vaughan. The name is consistent with station names used at other significant regional centres on the TTC system, such as North York Centre, and Scarborough Centre. The “Vaughan Centre” name provides useful geographic information for customers.

Other options considered:

*“Vaughan Metropolitan Centre” or “Vaughan Corporate Centre”* – Vaughan Metropolitan Centre is the name being used by the City of Vaughan to brand the urban growth centre area and to raise the profile of the location. Vaughan Corporate Centre is a site-specific name of a nearby development. Use of the more generic “Vaughan Centre” name is consistent with other station names for regional centres used elsewhere in the TTC subway system, and avoids linking the station name to specific branding or development names that may change over time. These names are also very long, and would be more difficult to clearly convey to customers on signs, public information and in announcements.

*“Highway 7”* – Highway 7 is the major east-west connecting street on the subway at this location. Given the planned major regional development at the site, it is more appropriate to name the station as a regional centre, rather than a connecting street. It is also understood that the “Highway 7” street name may change in the future, as the name predates the downloading of the roadway from the province to the local government.

*“Highway 7 West”* – While the possible future extension of the Yonge Subway would have a station near Highway 7, there are better potential names for that station than “Highway 7”, and so, a “Highway 7 West” name for the station on the Spadina Subway does not provide any more clarity to customers than the recommended name.

*“Jane North”* – Jane Street is a north-south street, and so, logically, it does not describe the location of this north-south subway line as well as the name of an intersecting east-west street.

*“Edgeley”* – Is the name of a former community located nearby, and also of a nearby road. This name is not well known, nor easily recognisable to customers throughout the Toronto area.

*“Creditstone” or “Applewood”* – These nearby street names are not well known, nor easily recognisable to customers throughout the Toronto area.



Phone: (416) 874-5949  
Fax: (416) 869-1794

September 8, 2010

Toronto Transit Commission  
Andy Bertolo  
Chief Project Manager  
5160 Yonge Street, 11<sup>th</sup> Floor  
Toronto, Ontario  
M2N 6L9

Dear Mr. Bertolo:

**Subject: Spadina Subway Station Nomenclature**

This letter is a follow up to your email of September 8, 2010 regarding the naming of subway stations for the Spadina Subway Extension.

As noted in your email, after the voting at the September 30 Commission General Meeting, it will be difficult to change the station names. Therefore, it is imperative that the proposed station names be circulated to the interested agencies and funding partners for their review prior to the Commission General Meeting, with adequate time to provide effective comments.

In addition to ourselves, there are a range of stakeholders with an interest in the station nomenclature. These interests range from coordination with adjacent municipal/ crown corporation plans, interfaces with other transportation stations and consideration of Provincial/ Regional funding agency interests. As Metrolinx is developing a regional transit network that seeks to integrate transit choices in the GTHA it is important to us to ensure the proposed subway names meet the objectives of all parties involved.

One particular area of interest is associated with the coordination of naming conventions for interfaces with Metrolinx assets. These include our commuter rail station at Parc Downsview Park (PDP), the Finch LRT station, the bus terminal at Jane and Highway 407, and Viva BRT rapidways along Highway 7. The provision of clear, concise names that build on our respective brand identities and that optimize the comprehension of connections for transferring customers at station facilities are key objectives in choosing station nomenclature.

Assuming the current slate of interim names are made permanent by the Commission, we feel that numerous opportunities for the interfacing Metrolinx stations to bear harmonized nomenclature would be lost. For example, the bus terminal at Jane and Highway 407 would perform poorly at meeting the wayfinding needs of GO customers if it was identified as

“Highway 407 Terminal” given that there might be multiple GO terminals along 407. As such, were the Commission to adopt “Highway 407” as the permanent name for the subway station at that location, it could bring about a customer-unfriendly (and altogether avoidable) situation where a single integrated transit facility bears two different names, one for the TTC-managed portions and another for the GO-managed. A second example is the intermodal station in PDP, where we understand that PDP has expressed dissatisfaction with the name “Sheppard West.” We are hopeful that a single final name for both the commuter rail and subway facilities on that site could be found that would make navigating easy for our customers and have the support of all relevant stakeholders, while avoiding confusion with the existing Downsview subway station to the southeast.

Therefore, we respectfully request that the proposed station names and the TTC policy for naming stations be circulated to Metrolinx and other stakeholders at the earliest possible opportunity to enable an adequate timeframe to prepare our position with respect to station nomenclature. Alternatively, we request that the name recommendations be deferred to a subsequent Commission General Meeting, to provide us with an adequate opportunity to further investigate the opportunities for harmonized nomenclature.

In the interim, I have cancelled the September 24 meeting as it did not provide a viable timeframe or venue to consider this matter.

Sincerely,

A handwritten signature in black ink, appearing to read 'Daniel Haufschild', with a long horizontal line extending to the right.

Daniel Haufschild  
Director, Policy and Planning

Cc: Andrew Posluns, MTO  
Tanya Dubar, Minister's Office  
David Anselmi, Downsview Park Inc.  
Leslie Woo, Metrolinx

York Region Rapid Transit Corporation  
Board of Directors Meeting  
September 16, 2010

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Minutes of  
Meeting of Board of Directors  
On September 16, 2010

The Board of Directors of York Region Rapid Transit Corporation met at 12:05 p.m. in Committee Room A, Regional Administrative Centre, 17250 Yonge Street, Newmarket, Ontario.

**Directors present at this Meeting:**

Mr. B. Fisch – Chair  
Mr. D. Barrow  
Mr. F. Scarpitti

**Staff:** D. Albers, D. Clark, D. Duncan, P. May, S. Tuckey, M-F.  
Turner, J. Vanderburgh

**Regional Staff:** D. Basso, L. Bigioni, P. Casey, J. Hulton, R. Leary, K. Llewellyn-Thomas, B. Macgregor, C. Raynor, L. Russell, K. South, E. Wilson

**Declaration of Interest**

Nil

**10-29 Approval of Minutes**

It was moved by Mr. Scarpitti that the Board confirm the Minutes of the June 10, 2010 meeting of the Board of Directors of York Region Rapid Transit Corporation in the form supplied to the members, which was Carried.

**10-30 Communication from Jeffrey A. Abrams, City Clerk, City of Vaughan, dated July 19, 2010, regarding 'Subway Extension – Station Names'**

It was moved by Mr. Scarpitti that the communication be received and the following resolution be adopted:

York Region Rapid Transit Corporation  
Board of Directors Meeting  
September 16, 2010

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WHEREAS the designs for the station located within the Vaughan Metropolitan Centre on the Toronto York Spadina Subway Extension are 60% to 90% complete, and public open houses will be scheduled as designs approach completion;

AND WHEREAS the City of Vaughan has stated its position that the name of the said station should be: "Vaughan Metropolitan Centre Station";

NOW THEREFORE BE IT RESOLVED THAT the York Region Rapid Transit Corporation support the City of Vaughan's proposal that the Toronto York Spadina Subway Extension station to be located at the Vaughan Metropolitan Centre be named "Vaughan Metropolitan Centre Station";

AND FURTHER RESOLVED THAT this resolution be forwarded forthwith to the Toronto Transit Commission and to the Regional Clerk of the Regional Municipality of York.

which was Carried.

**10-31 Preliminary Engineering (PE) for Rapid Transit Operations, Maintenance and Storage Facility**

Mr. D. Clark, Chief Architect, presented an overview of the Preliminary Engineering for the Rapid Transit Operations, Maintenance and Storage Facility.

A report of the President dated September 7, 2010 was presented with the following recommendation:

1. The Board approve the award of the Preliminary Engineering (PE) Contract to IBI Group in the amount of \$634,000, exclusive of all taxes for architectural and engineering services for the design of a Rapid Transit Operations, Maintenance and Storage Facility, to be constructed in the Headford Business Park, Richmond Hill.

It was moved by Mr. Barrow that the presentation by Mr. D. Clark, Chief Architect, be received and the foregoing recommendation be adopted, which was **Carried**.

**10-32 Federal FLOW Contribution Agreement Update – Viva Phase 2, Stage 1 Bus Rapid Transit Project**

There was an update on this matter.