TORONTO TRANSIT COMMISSION REPORT NO.

MEETING DATE:	September 27, 2012
SUBJECT:	TORONTO-YORK SPADINA SUBWAY EXTENSION – STATION NAMES IN TORONTO

ACTION ITEM

RECOMMENDATIONS

It is recommended that the Commission:

- 1. Approve the station names DOWNSVIEW PARK, FINCH WEST, YORK UNIVERSITY, and STEELES WEST for intermediate stations on the Toronto-York Spadina Subway Extension, noting that these names were the ones most preferred -- in most cases by a wide margin -- by people who participated in the TTC's public consultation;
- 2. Approve renaming the existing DOWNSVIEW station to SHEPPARD WEST, as described in this report, in order to provide more-effective and useful travel information to passengers, noting that this name change was supported by 71% of the people who participated in the public consultation;
- 3. Forward this report to Councillors Augimeri, Pasternak, 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 1447 to 1449R of the TTC 2012-2016 Capital Program (Category - Expansion) which was approved by City Council on January 17, 2012.

BACKGROUND

The extension of the Spadina Subway is currently under construction and will include six new subway stations. It is Commission policy that the Commission formally approve subway station names.

TORONTO-YORK SPADINA SUBWAY EXTENSION – STATION NAMES IN TORONTO

At its meeting on September 30, 2010, the Commission considered an initial staff report, *"Toronto-York Spadina Subway Extension – Station Names"* and, in dealing with that report, requested that staff consult with the public on station names and report back on the results.

At its meeting on November 23, 2011, the Commission considered a follow-up staff report, *"Toronto-York Spadina Subway Extension – Station Names – Follow-up Report"* and, in dealing with that report, requested that staff further consult with the public and City Councillors in Toronto on station names and report back on the results.

At its meeting on February 29, 2012, the Commission considered a staff report, *"Toronto-York Spadina Subway Extension – Station Names in the City of Vaughan"* that made recommendations for the names of the two stations in Vaughan. The Commission received the report, and directed that the stations be named VAUGHAN METROPOLITAN CENTRE and HIGHWAY 407. These station names are not the subject of this report.

This report responds to the request for additional consultation on the names of the stations within the boundaries of the City of Toronto.

DISCUSSION

TTC Policy and Convention for Naming Stations

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 does not use names 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

TORONTO-YORK SPADINA SUBWAY EXTENSION – STATION NAMES IN TORONTO

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 customers.

Recommended Station Names

The recommended names for the four new stations in Toronto are DOWNSVIEW PARK, FINCH WEST, YORK UNIVERSITY, and STEELES WEST. It is also recommended that the existing DOWNSVIEW station be renamed SHEPPARD WEST.

The station names are shown in the table below, and on the following map. Further details and rationale about the recommended station names are provided in Appendix 1, attached.

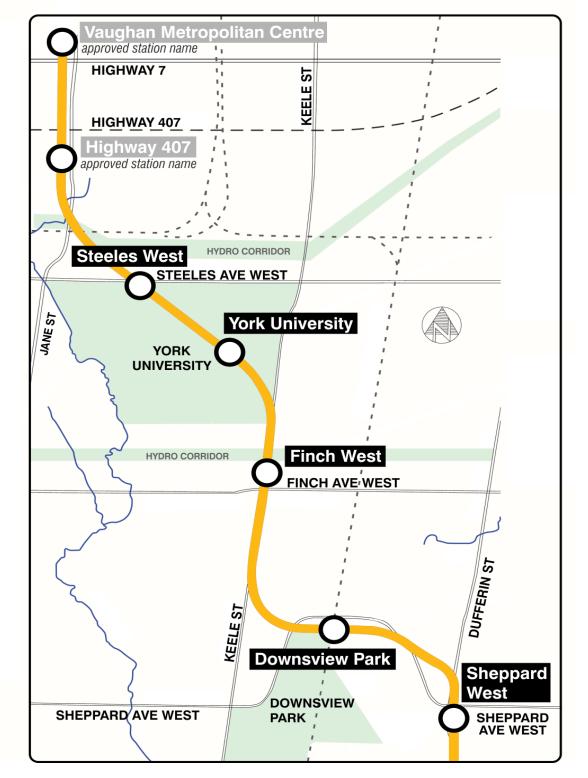
Recommended Station Names in Toronto, Spadina Subway Extension	
Sheppard West	new name for existing Downsview Station, located where the
	subway intersects Sheppard Avenue West
Downsview Park	name for new station located in Downsview Park
Finch West	name for new station located at Finch Avenue West & Keele Street
York University	name for new station located at centre of York University Campus
Steeles West	name for new station located at Steeles Avenue West at the
Steeles west	north-west corner of York University Campus

Public Consultation

TTC-Conducted Consultation

At its meeting of September 30, 2010, the Commission requested that staff carry-out a public consultation on station names for the subway extension. From September 23 to October 21, 2011, an on-line consultation was held on the TTC's website, ttc.ca. The consultation presented a short description and map of the subway extension project and then, for each station, asked participants to choose their preferred station name from a list of three possible choices, or to write in their own suggestion, supported by an explanation. Participants could also submit their suggestions by mail or by fax. The consultation was featured prominently on the TTC's website. An email about the consultation was sent to all people registered with Toronto-York Spadina Subway Extension project office. The consultation also received significant media coverage.

A total of 3,650 responses were received. The details of the public's input are summarized in Appendix 2, attached. Overall, participants in the consultation preferred the names Sheppard West, Downsview Park, Finch West, York University, and Steeles West for the stations in Toronto, in most cases by a wide margin.



Toronto-York Spadina Subway Extension Recommended Station Names in Toronto

Consultation by Toronto City Councillors

TTC staff contacted Councillor Perruzza and Councillor Augimeri, and offered to assist in any public consultation they wished to conduct. Councillor Augimeri said that she would be consulting her residents in the course of her various community events, and would subsequently advise the Commission of the input she received. Councillor Perruzza organised two public meetings in his ward to discuss the station names. The two meetings were held on June 5 and July 5, 2012, were attended by TTC staff, and featured display boards that outlined the TTC station-naming policy, and possible names for the stations. Approximately 15 community members attended each of the meetings. No written comments were received by the TTC from meeting attendees. The few verbal comments received by TTC staff from attendees were supportive of the proposed station names Finch West, York University, and Steeles West, because customers felt that the names accurately described the location of the stations.

Councillor Perruzza also carried out an on-line survey, and the results of this are included in a letter from the Councillor to the TTC (Appendix 3, attached). The Councillor's consultation showed that, of the people that responded, a majority preferred the name "University Heights" for the station at Finch Avenue West and Keele Street, and the name "Black Creek – Pioneer Village" for the station at Steeles Avenue West at the north-west corner of the York University campus. TTC staff asked for, but have not been shown the original survey questions or the details of the survey methodology used by the Councillor's office.

Other Input Received

The TTC also received three pieces of correspondence on this matter. The first was from the Toronto and Region Conservation Authority (attached as Appendix 4) indicating that they support the name Black Creek Pioneer Village for the station at Steeles Avenue West. The second was a letter from the York Region Rapid Transit Corporation (attached as Appendix 5) indicating they support the name Steeles West Station for the station at Steeles Avenue West. The third was from Parc Downsview Park (attached as Appendix 6), indicating that they support the name Downsview Park for the station located within Downsview Park.

As explained in more detail in Appendix 2, TTC staff do not support the use of the name Black Creek-Pioneer Village for the station at Steeles Avenue West because a station name that includes "Steeles", for the prominent and well-known east-west Steeles Avenue West, is more descriptive and helpful to customers across Toronto. The Black Creek Pioneer Village entrance is relatively remote from the station. "Black Creek" may be confused with Black Creek Drive, a street in west Toronto that is a long way from the station. TTC staff do not support the use of the name University Heights for the station at Finch Avenue West because the community name is not well known and, thus, does not provide useful locational information to customers travelling on the subway, and a station name that

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includes "Finch", for the prominent and well-known east-west Finch Avenue West, is more descriptive and helpful to customers across Toronto.

TTC staff have considered the results of all of the consultations regarding the names of stations in Toronto, and continue to recommend that the formal station names be SHEPPARD WEST, DOWNSVIEW PARK, FINCH WEST, YORK UNIVERSITY, and STEELES WEST, because they effectively and simply describe the station locations, and the names are consistent with TTC staff recommendations that 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.

SUMMARY

The recommended station names SHEPPARD WEST, DOWNSVIEW PARK, FINCH WEST, YORK UNIVERSITY, and STEELES WEST for stations in Toronto will ensure that the names of the stations on the Toronto-York Spadina Subway Extension provide useful information to customers as they travel, are consistent with the TTC's standard use of geographic names for rapid transit stations, and were preferred by participants in the TTC's on-line consultation about station names.

September 4, 2012 11-31-57

Attachments: Appendix 1: Details and Rationale for Recommended Station Names Appendix 2: Summary of Results of TTC Public Consultation on Station Names Appendix 3: August 16, 2012 Letter from Councillor Perruzza Appendix 4: April 27, 2012 Letter from TRCA Appendix 5: July 24, 2012 Letter from York Region Rapid Transit Corporation Appendix 6: November 23, 2011 Letter from Parc Downsview Park Inc.

Existing Downsview Station, at Sheppard Avenue West and Dufferin Street

Recommended Name:

SHEPPARD WEST

Sheppard Avenue West is the main east-west intersecting street at this station site on a north-south subway line. As such, the 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.

- "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.

New Station in Downsview Park, South of Sheppard Avenue, Connecting with 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.

- "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.

New Station on Finch Avenue West, at Keele Street

Recommended Name:

FINCH WEST

Finch Avenue West 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.

- "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.
- "University Heights" This neighbourhood name is not as well known, or recognisable to customers throughout the Toronto area as a station name that includes "Finch", for Finch Street.

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.

- *"lan 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.

New Station on Steeles Avenue West, at North West Gate

Recommended Name:

STEELES WEST

Steeles Avenue West 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.

- "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.
- "Black Creek" or "Pioneer Village" These names do not describe the station location as well as a name that includes "Steeles", for Steeles Avenue. The Black Creek Pioneer Village entrance is relatively remote from the station. "Black Creek" may be confused with Black Creek Drive, a street in west Toronto that is a long way from the station.

APPENDIX 2:

SUMMARY OF RESULTS OF TTC PUBLIC CONSULTATION ON STATION NAMES

·	Static	on Naming - Public Consultation
1. To re	duce i	potential confusion, TTC staff propose that Downsview Station
		Avenue West/Allen Road) be renamed Sheppard West, and
•		on in Downsview Park, south of Sheppard, be named
		ark Station. What is your preference?
Total	%	
2577		Sheppard West Station and Downsview Park Station
	13%	Downsview Station and Sheppard West Station
	10%	Downsview Station and Downsview Park Station
257	7%	I prefer another combination of station names
A/biob c	fthaf	in the names would you profer for the other stations
		ollowing names would you prefer for the other stations o-York Spadina Subway Extension?
on the l	oroni	0-rork Spaulina Subway Extension?
2. New s	station	located at Finch Avenue West and Keele Street.
<u>Total</u>	%	
2148	59%	Finch West Station
860	24%	Finch-Keele Station
417	11%	Keele North Station
225	6%	Other name
3 New (station	l located within York University (under the intersection of York
		d lan Macdonald Boulevard).
Total	%	
3118		York University Station
152		University Station
170		lan Macdonald Station
210		Other name
		I located at Steeles Avenue West and North West Gate, near the
		mer of the York University.
<u>Total</u>	<u>%</u>	
2235		Steeles West Station
	18%	
	14%	York University North Station
226	6%	Other name
5. New :	station	located at Highway 407 and Jane Street.
Total	%	
1314		Highway 407 Station
	17%	Highway 407 West Station
1252		Jane North Station
	13%	Other name
		I located in Vaughan's new city centre, at Highway 7 and Millway
	(one) %	block west of Jane Street).
Total		Vaughan Cantra Station
2931		Vaughan Centre Station
165	5%	Vaughan Corporate Centre Station
312	9%	Vaughan Metropolitan Centre Station
242	7%	Other name
3650		Total responses
0000		

August 16, 2012 Letter from Councillor Perruzza

Thursday, August 16, 20	12
Dear Mitch Stambler,	
Steeles, is very important	ay stations, one at Keele and Finch, the other at Jane and t to my community. Over the months of June and July, my office g consultation in Ward 8. In order to reach as many people as ronged approach:
about possible nat	
 Posted the survey 	online and sent out emails directing people to the website.
	the survey were mostly those already used by the TTC in their also allowed people to suggest their own names.
1790 votes were cast for	s significant and I wanted to share the results with you. All in all the two station names, 579 for the location at Keele and Finch off of Jane and Steeles. Each person was only allowed to vote
	that a majority of participants chose "University Heights" and Village" as the preferred names for each respective location.
Please share the results w	with the Commission at your earliest convenience.
What should we name t	the station at Keele and Finch?
• University Heigh	ts (53%, 257 Votes)
 Finch West (45%) 	
 Keele - Finch (15) Keele North (6%, 	
 Finch - Keele (4%) 	
Other - send an er	mail to councillor_perruzza@toronto.ca (2%, 8 Votes)

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What should we name the station at Jane and Steeles?

- Black Creek Pioneer Village (60%, 718 Votes)
- Steeles West (29%, 348 Votes)
- Black Creek (7%, 87 Votes)
- Pioneer Village (5%, 55 Votes)
- Other send an email to councillor_perruzza@toronto.ca (0%, 3 Votes)

Sincerely,

Anthony Terrizs

Anthony Perruzza City of Toronto Councillor Ward 8 – York West

Toronto City Hall 100 Queen Street West - 2nd Floor, Suite C41 Toronto, Ontario, Canada - M5H 2N2

councilor_perruzza@toronto.ca www.anthonyperruzza.com Tel.: 416 338 5335 - Fax: 416 696 4144

APPENDIX 4:

April 27, 2012 Letter From Toronto and Region Conservation Authority



Office of the Chair

April 27, 2012

Ms. Karen Stintz Chair, Toronto Transit Commission Toronto City Hall 100 Queen Street West, Suite B32 Toronto, ON M5H 2N2

Dear Chair Stintz:

At Authority Meeting #3/11, of Toronto and Region Conservation Authority (TRCA), held on April 27, 2012, the Resolution in regard to Naming of Steeles West Station was approved as follows:

WHEREAS the Toronto Transit Commission (TTC), in partnership with the Regional Municipality of York, is constructing a new station for the Toronto-York Spadina Subway Extension project on Steeles Avenue West, approximately 800 metres from Black Creek Pioneer Village;

AND WHEREAS Black Creek Pioneer Village is an historic museum opened in 1960, representing a typical 19th century crossroads community that became the foundation for modern Toronto and Ontario;

AND WHEREAS Black Creek Pioneer Village is regionally, nationally and internationally recognized for its collections and artifacts, as well as its public and education programs;

THEREFORE LET IT BE RESOLVED THAT Toronto and Region Conservation Authority (TRCA) request that the Toronto Transit Commission consider naming the Steeles West Station as Black Creek Pioneer Village (Steeles West);

THAT staff report back on the naming process for stations on the Eglinton LRT line once that process has been formally initiated by TTC;

AND FURTHER THAT the TTC, City of Toronto, Regional Municipality of York, City of Vaughan and York Region Rapid Transit Corporation be so advised by the CAO's Office.

Member of Conservation Ontario

5 Shoreham Drive, Downsview, Ontario M3N 1S4 (416) 661-6600 FAX 661-6898 www.trca.on.ca

Enclosed for your information and any action deemed necessary is the report as presented to the Executive Committee on April 13, 2012. If you have any questions or require additional information, please contact the undersigned at 416-661-6600 extension 5264 (kstranks@trca.on.ca) or Beth Williston at extension 5217.

Sincerely

Gerri Lynn O'Connor Chair

Sent via email

Joanna M. Kervin, Deputy Chief Project Manager Third Party, Planning and Property, Toronto-York Spadina Subway Extension, Toronto Transit Commission Roy McQuillin, Manager of Corporate Policy, City of Vaughan

Mary-Frances Turner, Vice President, York Region Rapid Transit Corporation, Regional Municipality of York

Ulli S. Watkiss, City Clerk, City Clerk's Office, City of Toronto

Brian Titherington, Director, Roads, Transportation and Community Planning Department, Regional Municipality of York

/Encl.

CC.

APPENDIX 5:

July 24, 2012 Letter from York Region Rapid Transit Corporation



July 24, 2012

Ms. Gerri Lynn O'Connor, Chair Toronto and Region Conservation Authority 5 Shoreham Drive Downsview, ON M3N 1S4

Dear Ms. O'Connor:

Re: Naming of Steeles West Station

Further to the Toronto and Region Conservation Authority's Resolution passed April 27, 2012 regarding the naming of the above-mentioned station which resolution was received by the York Region Rapid Transit Corporation (YRRTC) Board of Directors at its meeting held on June 14, 2012, we confirm that the Board passed the following resolution:

"WHEREAS:

The York Region Rapid Transit Corporation has received a Resolution of the Toronto and Region Conservation Authority ("TRCA") passed April 27, 2012 that the TRCA request that the Toronto Transit Commission consider naming the station for the Toronto-York Spadina Subway Extension Project on Steeles Avenue West as "Black Creek Pioneer Village (Steeles West)".

NOW THEREFORE BE IT RESOLVED THAT:

The York Region Rapid Transit Board endorse staff's recommendation that the above-mentioned station be named "Steeles West Station", being consistent with The Regional Municipality of York's station naming guideline that the name reflect the geographic location of the station."

For your information we enclose a copy of the Rapid Transit Policy for Naming Terminals and Stops (Clause 6 of Report No. 6 of the Rapid Transit Public/Private Partnership Steering Committee passed at a meeting of Regional Council on June 24, 2004).

Sincerely,

non Janis E. Ingram

Senior Counsel and Corporate Secretary to the Board





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Enclosure

- CC
- CC:
- Karen Stintz, Chair, Toronto Transit Commission Mary-Frances Turner, President, York Region Rapid Transit Corporation Brian Titherington, Director, Roads, Transportation and Community Planning Chris Raynor, Clerk's Office, Region of York CC:

Edocs #4330387

APPENDIX 6: November 23, 2011 Letter From Parc Downsview Park Inc.

Downsview Parc Park Downsview November 23, 2011 Mayor Rob Ford Toronto City Hall, 2rd Floor 100 Queen St., West Toronto, ON M5H2N2 Councillor-Karen Stinz Chair, Terento Transit Commission Toronto City Hall, Suite B32 Toronto, CN_M5H 2N2 Dear Mayor Ford and Councillor Stinz; Please be advised that the following resolution was endorsed by the Board of Directors of Parc Downsview Park Inc. at its meeting of October 26, 2011: \bigcirc That the Board endorse the name of Downsview Park for the station under construction on Parc Downsview Park lands, and that this resolution be sent for any necessary action to Karen Stinz, Chair, Toronto Transit Commission and Rob Ford, Mayor, City of Toronto. Should you have any further questions please do not hesitate to contact me. Sincerely, PARC DOWNSVIEWPARK INC. David Soknacki Chain DS/pa 1-35 Carl Hall Read / 1-35, shemin Carl Hall Lorente, GN-MSK 285 416-952-2222 www.downsylewbark.co/ www.puredownsylew.ca

Canadã