

COUNCIL – JULY 13, 2010

SUBWAY EXTENSION – STATION NAMES

Recommendation

The City Manager recommends:

1. That Council advise the Toronto Transit Commission (TTC) that the City supports the names "Vaughan Metropolitan Centre" and "Highway 407" for the stations; and
2. That, if necessary staff be authorized to attend the TTC meeting in support of the recommended names.

Contribution to Sustainability

N/A

Economic Impact

N/A

Communications Plan

Council's comments with respect to the proposed names for the subway stations will be communicated to the TTC, the Region of York and the York Region Rapid Transit Corporation.

Purpose

The purpose of the report is to respond to the TTC's request for input from the City of Vaughan and York Region with respect to the subway stations at the 407 and in the Vaughan Metropolitan Centre.

Background - Analysis and Options

TTC staff is proposing to bring forward a report to the September Commission meeting recommending names for the new subway stations. Currently, TTC staff is favouring the "Vaughan Centre" name for the station located in the Vaughan Metropolitan Centre; and "Highway 407" as the name for the station located immediately to the south of Highway 407, west of Jane St. By e-mail dated July 12, 2010, TTC staff is seeking input on the draft station names. Given the timing of the Council meetings over the summer, an immediate response is warranted.

The proposed "Highway 407" station name is in common usage amongst city staff and it is readily identifiable. As such, there is no objection to the use of this name. However, the "Vaughan Centre" name is a concern. On June 30, 2010 Council adopted the name "Vaughan Metropolitan Centre" to replace the earlier "Vaughan Corporate Centre" name. As a result, by letter dated September 30, 2009 (see Attachment No. 2), the TTC was advised of the name change and it was requested that the future Vaughan Corporate Centre station be named the Vaughan Metropolitan Centre station.

The TTC's rationale for using the Vaughan Centre name is that it is consistent with other stations on the system like North York Centre and Scarborough Centre and that it provides useful geographic information for customers. Further, in reaching this conclusion, there appears to be a perception on behalf of the TTC staff that the Vaughan Metropolitan Centre is tied to a specific

development. This is not the case. The Vaughan Metropolitan Centre is the City's branding of the Urban Growth Centre and vicinity, as established in the "Places to Grow" plan which is identified as a Regional Centre in the Region of York Official Plan. The City's new Official Plan will identify this broad area as the "Vaughan Metropolitan Centre Secondary Plan". In addition it has already been the subject of a marketing campaign to raise its profile amongst the business and residential communities. Use of the Vaughan Centre name has the potential to introduce a level of confusion with the public.

The measures being undertaken by the City will continue to build the profile of the Vaughan Metropolitan Centre as the City's primary urban focus. Recognition will be a key. Having the station reflect the name of the Council adopted name for centre will play an important role in furthering this objective. Therefore, it is recommended that the TTC be advised that the City continues to support the naming of the terminus station on the Spadina extension the "Vaughan Metropolitan Centre" station. In addition, the Region of York and the York Region Rapid Transit Corporation will also be advised of the City's position.

Relationship to Vaughan Vision 2020/Strategic Plan

The naming of the Vaughan Metropolitan Centre is part of the City's broader corporate objective of promoting the centre through a branding and marketing strategy.

Regional Implications

The Region of York was supportive of the City's initiative to rename the centre the Vaughan Metropolitan Centre. This name is recognized in the Region's Official Plan.

Conclusion

To achieve the desired profile and name recognition, it is critical to maintain consistency between the naming of the station, the broader planning area and the City's branding and marketing efforts.

Attachments

1. TTC Correspondence and excerpt from their draft report
2. September 30, 2009, City of Vaughan letter to the TTC

Report Prepared By:

Roy McQuillin
Manager of Corporate Policy

Clayton D. Harris
City Manager

Respectfully submitted,

Clayton D. Harris, CA
City Manager

Attachment No. 1**McQuillin, Roy**

From: Joanna.Kervin@ttc.ca
Sent: Monday, July 12, 2010 5:15 PM
To: McQuillin, Roy; Mary-Frances.Turner@york.ca
Cc: Brian.Titherington@york.ca
Subject: Station Naming - Highway 407 and VMC
Importance: High
Attachments: TYSSE Station Names - Draft Report Excerpt July 2010.doc

Hi Roy, Mary-Frances,

As we discussed some time ago, TTC has prepared a draft report to the Commission with regard to station names for all TYSSE stations. We are seeking Vaughan and York's input with regard to the station names for the stations at Highway 407 and VMC (as they are currently known). The attached document contains excerpts from the draft staff report that contains a discussion about possible names for each of these two stations including a recommended name and the rationale for the name.

We need to take this report to the Commission in September (this has an impact on the design of signage for each of the stations that needs to be included in the station tender documents), so I would appreciate you each considering how best for your respective municipalities to provide comments/preference as to names.

Regards,
Joanna

Joanna Kervin, P.Eng.
Deputy Chief Project Manager - Third Party, Planning and Property

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7/13/2010

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, and thus that the most prominent words on the walls of the station are useful information for customers finding their way in the city.

Every one of the TTC's present 69 rapid transit stations has a geographic name. Of these, 60 are named for an intersecting or nearby street, six are named for a nearby major destination or landmark, and four 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.

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.

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 Corporate Centre or Vaughan Metropolitan Centre – These are corporate or site specific names that have been used to describe the development planned for the site. Use of the more generic “Vaughan Centre” name is consistent with other station names for regional centres, and avoids linking the station name to the name of specific developments that may change as they are built.

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.

Mr. Vincent Rodo, General Secretary
Toronto Transit Commission
1900 Yonge St.
Toronto, Ontario
M4S 1Z2

Wednesday, September 30, 2009

Re: Vaughan Corporate Centre station be renamed the Vaughan Metropolitan Centre

Dear Mr. Rodo,

Earlier this year the City of Vaughan held a contest to find a new name for its downtown which, until this time, had been called the Vaughan Corporate Centre. The contest produced a winner, the Vaughan Metropolitan Centre. In keeping with proper protocol and procedure, the City of Vaughan is aware that the Toronto Transit Commission has a formal station naming policy and therefore, on behalf of the City of Vaughan, I am writing to make a request that the future Vaughan Corporate Centre station be renamed to the Vaughan Metropolitan Centre station.

The official name, Vaughan Metropolitan Centre, was adopted by Vaughan City Council on June 30, 2009 as indicated in the enclosed certified copy of Council Minutes provided by Mr. Jeff Abrams, City Clerk.

This request is respectfully being submitted to the Toronto Transit Commission in hopes that it be presented at the October 29, 2009 Commission meeting.

Please call me with any questions or if you require further information.

Best Regards,



Tim Simmonds
Director, Economic Development

Cc: Councillor Sandra Yeung Racco, Chair, Vaughan Metropolitan Centre Advisory
Committee
Mayor and Members of Council
Mr. Clayton Harris, City Manager
Mr. Jeffrey A. Abrams, City Clerk