To: Metrolinx Board of Directors

From: Leslie Woo, Chief Planning Officer

Date: January 14, 2016

Re: Revised Recommendations: Eglinton Crosstown LRT Stations and Stops Naming

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Executive Summary:

Staff is seeking final approval of Eglinton Crosstown LRT station and stop names (Appendix A).

The December 3, 2015 report of the Chief Planning Officer recommended Eglinton Crosstown LRT Station and Stop Names based on the Naming Principles and Protocols developed following a 12 month (between late 2014 and late 2015) long engagement process with GTHA local transit operators (Appendix B). The public was encouraged to provide feedback on proposed station and stop names online in October 2015. The Toronto Transit Commission also provided its own recommendations on the proposed names at its meeting of November 23, 2015.

At the December 3, 2015 Board meeting, three recommended location names were questioned: Lebovic, Forest Hill and Fairbank and staff were to report back on the basis of this Board feedback. Since the December 3, 2015 meeting staff undertook:

- a deeper analysis and exploration of possible alternative names for these three locations; and
- sought additional feedback from local councillors and MPPs on the three locations.

The revised recommendations are i) to use **Hakimi** in place of Lebovic; ii) no change be made to **Forest Hill**; and iii) no change be made to **Fairbank.**

In addition, staff plan to use in-station way-finding to assist customers in navigating between stations and the surface street system.

As well, Toronto Councillor Thompson raised the question on the naming of the "Golden Mile" station. No change is being proposed by staff.

A decision is needed by January 20, 2016, which is the date set out in the contract with Crosslinx Transit Solutions when this information is to be provided. Non-compliance carries a risk of financial penalty. Any failure on Metrolinx's part to deliver on our contractual obligations exposes the corporation to claims.

Revised Recommendations:

RESOLVED:

> **THAT the Metrolinx Board of Directors approve the recommended station names for the Eglinton Crosstown LRT project as described in the Chief Planning Officer's January 14, 2016 report to the Board.**

> **AND THAT staff be authorized to provide the recommended names to Crosslinx Transit Solutions and continue to advance the GTHA Naming Policy.**

> **AND THAT staff be authorized to advise the public and key stakeholders of the Board's decisions above.**

Analysis:

The deferral of the list of recommended station and stop names for the Eglinton Crosstown at the December 3, 2015 meeting of the Metrolinx Board of Directors was based on concerns about the application of the "self-locating" principle to three specific station/stop locations: Lebovic, Forest Hill and Fairbank. As part of the Board discussion, individual members were also applying their own local knowledge of different neighbourhoods.

Before the Metrolinx Board meeting, all names were considered by the TTC Board of Directors on November 23, 2015. The TTC subsequently requested a change to the stop Lebovic (the older street to south of Eglinton Avenue) to Hakimi (the newer street to north of Eglinton Avenue).

The following table outlines the station and stop names that raised concerns by members of the Board. Alternatives discussed during that meeting, as well possible alternatives aimed at addressing Board concerns, are discussed below.

Metrolinx Proposed Name	Alternate Name	Notes	Naming Principles & Protocols
1.0 Forest Hill	Forest Hill	Support from TTC, MPP and local councillor.	Consistent
	Bathurst	Duplicate name of existing subway station.	Not consistent

Metrolinx Proposed Name	Alternate Name	Notes	Naming Principles & Protocols
	Bathurst Heights	Support from local MPP. Not supported by local councillor.	Somewhat consistent
	Upper Forest Hill	Not supported by local councillor.	Somewhat consistent
2.0 Lebovic	Lebovic	Not supported by TTC or local councillor.	Consistent
	Hakimi	Support from TTC, local councillor and MPP.	Consistent
	Ashtonbee	Request from Centennial College.	Not consistent
3.0 Fairbank	Fairbank	Support from TTC, local councillor and MPP.	Consistent
	Dufferin	Duplicate name of existing subway station.	Not Consistent

1.0 Forest Hill Station (project name: Bathurst; earlier recommendation: Forest Hill)

Recommended name Forest Hill Station

The name Forest Hill was questioned by some members of the Board, based on the perception that the station is not located within the Forest Hill neighbourhood. Alternative suggestions included Bathurst-Eglinton.

The traditional Forest Hill Village is concentrated on Spadina Road. However, the larger, and current neighbourhood boundary of Forest Hill extends north of Eglinton and does encompass the intersection of Bathurst and Eglinton. Landmarks within a 500-metre radius of the station location include Forest Hill United Church, Forest Hill Collegiate and Forest Hill Public Library.

The name Forest Hill was generally well received during the public consultation process. On a scale of 1 to 5, with one being *Strongly Like*, Forest Hill ranked 2.57 (neutral to like). The name was also strongly supported by the local councillor and MPP, and the councillor reiterated his support for the Forest Hill name via correspondence dated December 7, 2015.

Eglinton Avenue serves as the line between Forest Hill and Upper Forest Hill. As such, Upper Forest Hill is a viable solution that is somewhat consistent with the station and stop naming principles as it further aids self-location. However, it is not supported by the local councillor.

Bathurst Heights is a possible alternative that recognizes the station's position as the current northernmost station on Bathurst Street. It should be noted, however, that Bathurst Heights Adult Learning centre and former Bathurst Heights Collegiate are both located near the intersection of Lawrence Avenue and Allen Road, diminishing the self-locating potential of this name. The TTC has also expressed concern that the repetition of the name Bathurst could cause confusion with their existing Bathurst subway station. "Heights" is a unique modifier not used anywhere else on the system.

The suggestion of Bathurst-Eglinton is inconsistent with policy (Principle 1, Protocols 1 and 2) and could be confused with the TTC's existing Bathurst Station or Eglinton Station, the name of which will be retained for the subway-LRT interchange station located at Yonge and Eglinton.

Based on the considerations of alternatives and the input from local elected representatives, staff continue to recommend that the station be named Forest Hill.

As part of the station wayfinding infrastructure, signage will be included that directs customers to the relevant surface streets, including Bathurst. In addition, staff propose that "Bathurst" be included in smaller font below "Forest Hill" on the platform walls, similar to the TTC's existing approach to subway stations like Osgoode and St Andrew.

2.0 Lebovic Stop (project name: Lebovic; earlier recommendation: Lebovic)

Recommended name (revised): Hakimi

No clear preference was indicated by the Metrolinx Board of Directors. The TTC Board, the local councillors and MPP support the name Hakimi.

This stop was initially called Lebovic during the project phase and that name was retained as it was compliant with the naming principles and protocols. Lebovic is derived from the intersecting street on the south side of Eglinton Avenue, and allows the opportunity for self-location as suggested by the naming policy.

A change to Hakimi was suggested by local councillors, via a TTC board recommendation and subsequent correspondence. Hakimi Avenue extends one block north of the stop, and the name is compliant with the station and stop naming principles and protocols.

A change to reflect proximity to Centennial College's Ashtonbee Campus was suggested by Centennial College. Ashtonbee Road runs parallel to Eglinton without intersecting,

diminishing the possibility of self-location within the context of the line. Centennial College has multiple campuses; if the specific campus is not identified, or if the name is shortened in everyday use, confusion with Centennial's main campus, also located in Scarborough, is possible. Any combination of Centennial and Ashtonbee would exceed the maximum number of characters that is optimal for station or stop names.

Based on consideration of alternatives and the input from local elected officials, staff recommend that the stop be named Hakimi.

3.0 Fairbank Station (project name: Dufferin; earlier recommendation: Fairbank)

Recommended name: Fairbank

During the December Board meeting, Fairbank was perceived as not being self-locating by some Directors.

Written support for this proposed station name was received from the Fairbank Village Business Improvement Area, the local councillor and the area MPP. The use of the name 'Fairbank' has been associated with the immediate area around Dufferin and Eglinton since the mid-19th century. A number of landmarks within a 500-metre radius of the intersection use this name: Fairbank Public School, Fairbank Memorial Park and Fairbank United Church. Fairbank Avenue is located one block west of Dufferin and Eglinton.

The use of Dufferin as the station name would be inconsistent with policy (Principle 1, Protocols 1 and 2) and could be confused with the TTC's existing Dufferin subway station.

No better option to Fairbank has been found after analysis of nearby intersecting streets and landmarks, and review of public feedback.

As outlined previously in this report in the section on the Forest Hill station, wayfinding will be used to assist customers to navigate to the surface street system, including the placement of "Dufferin" on the station name at platform level.

Based on the consideration of alternatives, and input from local elected officials, staff recommend that the station be named Fairbank.

4.0 Other Issues

In addition to the two stations and one stop above, it should be noted that since the December 3 board meeting, the name for the stop at Warden Ave., "Golden Mile", has been questioned by the local councillor. His view is that Golden Mile is more appropriately located to the west of Warden, at Pharmacy Ave. The City planners consider the Golden Mile the strip between Victoria Park and Warden. As a result no change is recommended.

Background:

As set out in the Chief Planning Officer's December 3, 2015 report to the Board, new names for Eglinton Crosstown stations and stops were proposed to provide consistency with the naming policy developed as part of the GTHA-wide Harmonization Initiative**.** The naming policy prioritizes orienting the traveller within the broader, regional transit system, while acknowledging that many journeys include multiple lines, modes and providers.

Metrolinx issued a Station, Stop and Interchange Naming white paper to all regional transit agencies participating in the Regional Transit Wayfinding Harmonization initiative in December 2014. This report discussed how stations, stops and terminals should be named on a system-wide basis to best support customer wayfinding throughout the region. The white paper proposed a consistent logic, recommended application, and a series of naming principles and protocols, and emphasizes that unique names are a critically important element in aiding navigation and therefore improving the customer experience. The report included a "Decision Tree," which in turn formed the basis for the selection of unique station and stop names for the Eglinton Crosstown.

The proposed names for the Eglinton Crosstown stations and stops were created using this Decision Tree. TTC staff evaluated the initial report as well as subsequent proposed Eglinton Crosstown station and stop names, and provided feedback and recommendations. A primary TTC concern was avoiding replication and redundancy with existing TTC station names (Principle 1 and Protocol 1, outlined in Appendix B).

Metrolinx sought public input on-line in two phases for a list of proposed names between October 1 to 23 . The public was asked to rate names using the following scale, as well as to provide comments: *Strongly Like=1 Like=2 Neutral=3 Dislike=4 Strongly Dislike=5*. 1,502 ratings and 1,227 comments on six station and four stops were provided as part of this consultation.

The names were reviewed and approved by the TTC's Customer Stakeholder Executive Committee on September 11, 2015 and the TTC Management Executive Committee on November 4, 2015. The full list of names was presented to the TTC's Board of Directors on November 23, 2015 in the context of a recommendation pertaining to the renaming of TTC's existing Eglinton West Station as well as the new Eglinton Crosstown station at that same location. The TTC Board recommended the renaming of Eglinton West Station to Cedarvale and the stop at Lebovic and Eglinton Avenues to Hakimi.

Appendix A: Final recommended Eglinton Crosstown LRT station and stop names

Mount Dennis
Keelesdale
Caledonia
Fairbank
Oakwood
Cedarvale
Forest Hill
Chaplin
Avenue
Eglinton
Mount Pleasant
Leaside
Laird

Sunnybrook Park
Science Centre
Aga Khan Park & Museum
Wynford
Sloane
O'Connor
Pharmacy
Hakimi
Golden Mile
Birchmount
Ionview
Kennedy

(Station names in bold were subject to further consideration following the December 3, 2015 Metrolinx Board of Directors meeting and have been revised as discussed in this report.)

Appendix B: GTHA Naming Principles and Protocols

Naming Principles:

1. **Unique**: A unique name is one that cannot be confused with any other
2. **Self-locating**: Names should allow users to mentally locate themselves
3. **Simple**: Simple names are easier to remember
4. **Logical**: Logical names provide a mental link when trip planning
5. **Durable**: Names should be relevant as long as the station exists

Naming Protocols:

1. Duplicate names should be eliminated
2. Repetition of key names should be avoided
3. Names should be consistently applied across all modes
4. Priority given to established names embedded in local knowledge
5. Municipality names should be avoided
6. Underground transport should prioritize street names and neighbourhoods
7. Surface stops and modes of transport with frequent stops should prioritize street intersections or landmarks where possible
8. Recognize that there will be exceptions to these naming protocols