
STATION AND STOP NAMES

Eglinton Line

September 2015



METROLINX

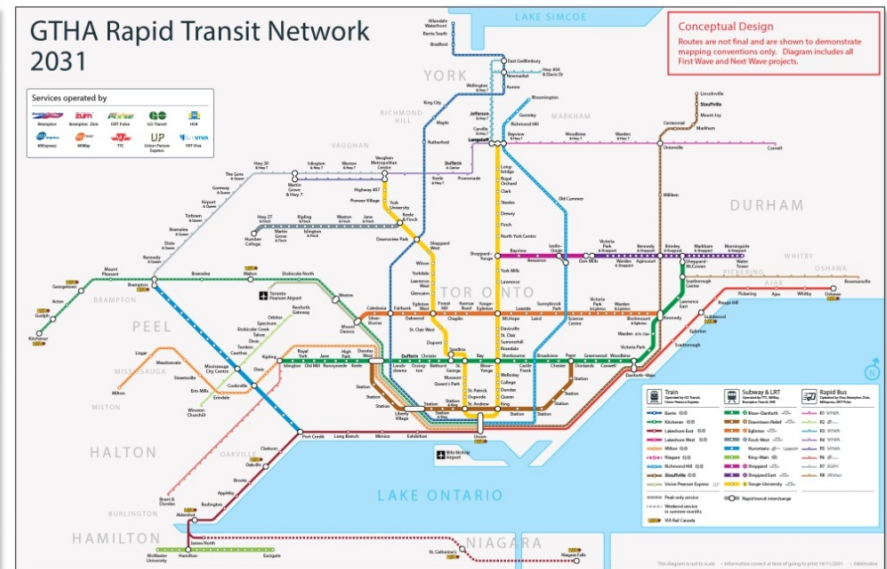
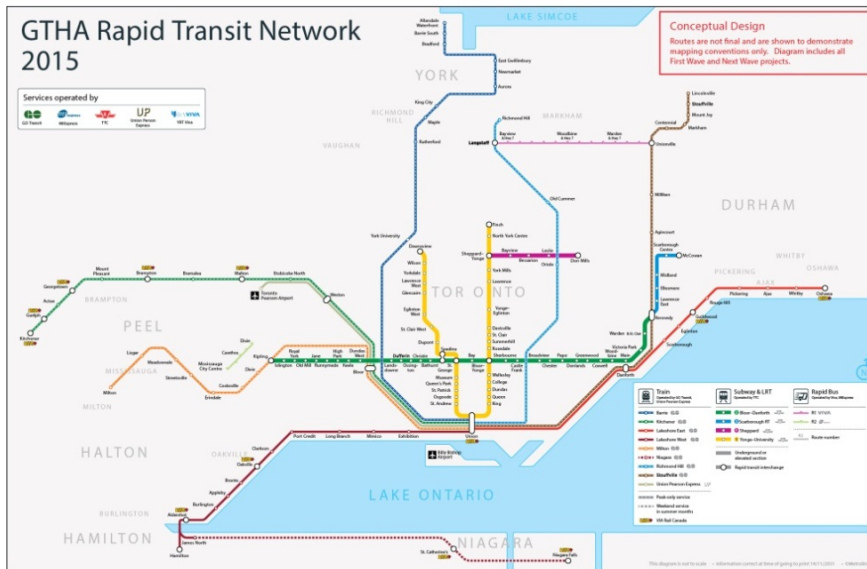
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Naming Conventions. Why?

- There are *ten* transit agencies operating in the GTHA
- The planned construction of hundreds of kilometers of new rapid transit in the region over the next decades requires a consistent regional strategy to make the system easy to navigate and avoid customer confusion
- Analysis done by Metrolinx has found that station, stop, and interchange naming conventions are not consistent across the GTHA
- There are numerous station and stop naming conflicts across the regional transit agencies

Future Line Implications

- By 2031 the regional transit network will look substantially different than it does today, particularly the number of interchanges and new lines
- The proposed expansion of routes between 2015 and 2031 illustrates the increasing complexity of the planned regional transit network



Station and Stop Naming Principles

Metrolinx's analysis of transit station and stop naming conventions established these principles for determining new names:

1. Simple

- Simple names are easier to remember

2. Logical

- Logical names provide a mental link when trip planning: they should be relevant to the area they reside

3. Durable

- Names should be relevant as long as the station exists

4. Self-Locating

- Names should allow users to mentally locate themselves within the region

5. Unique

- A unique name is one that cannot be confused with any other.

Station and Stop Naming Principles

Optimal name choices:

Streets and intersections

- Many streets are well known in the region; however, long streets can be inefficient at self-locating
- Some major street names are duplicated in different communities within the GTHA

Landmarks

- Landmarks are a logical choice
- Landmarks should be distinct and not named after commercial entities

Neighbourhoods and communities

- These are important in defining areas within municipalities and used when honing in on destinations

Station and Stop Naming Principles

Other naming considerations:

Regional and Municipal Names

- On commuter rail routes the municipality was commonly used for station naming
- Confusion can arise when stations are added that are within the same municipal boundary

Overground or Underground

- When travelling underground on public transit passengers rely on information provided by line diagrams, platform signs, and trip planning applications
- At above ground stations, views allow passengers to understand where they are (self-orienting)

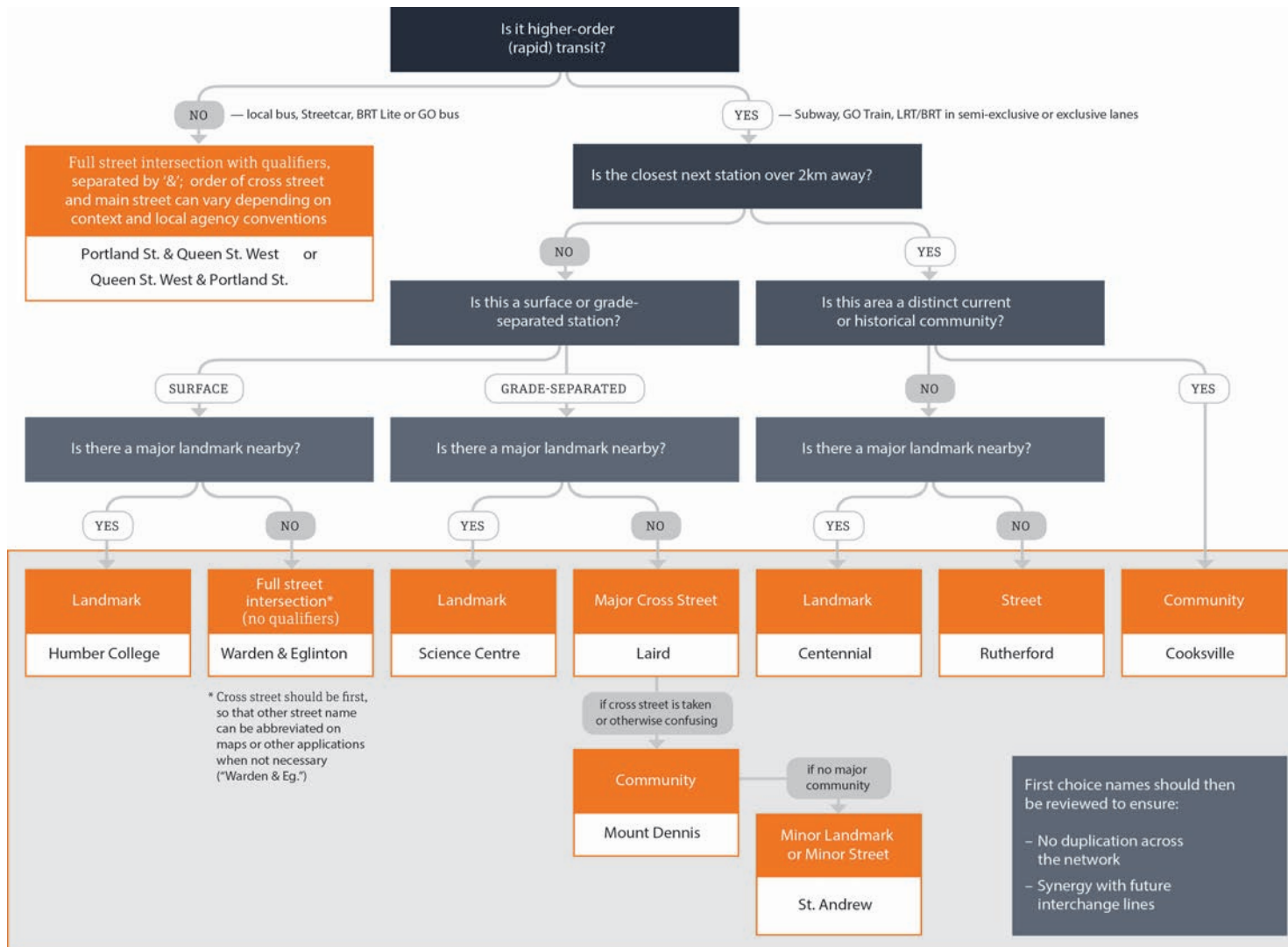
Recommended Naming Protocols

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

Steps for Naming or Renaming a Station or Stop

1. Consult the “Master List” of existing station names
2. Use the Decision Tree (see next slide) to guide possible names
3. Draft a shortlist of proposed names with supporting rationale
4. Solicit public input through surveys/stakeholder engagement processes, recognizing importance of balancing public input with technical requirements and regional perspective
5. Finalize names
6. Submit to relevant parties for use in public-facing communications
7. Public communications roll-out

Naming Protocol Decision Tree



Implications for the Eglinton Line

Six underground station names recommended for reconsideration to avoid name duplication and confusion:

1. Keele → Silverthorne
2. Dufferin → Fairbank
3. Bathurst → Forest Hill
4. Avenue → Oriole Park
5. Don Mills → Science Centre
6. Bayview → Leaside

One surface stop name change recommended:

1. Ferrand → Aga Khan & Eglinton

Proposed naming changes on existing TTC subway lines*:

1. Eglinton West → Allen
2. Eglinton-Yonge → Eglinton

*Requires TTC Board approval. Changes to be implemented by TTC.

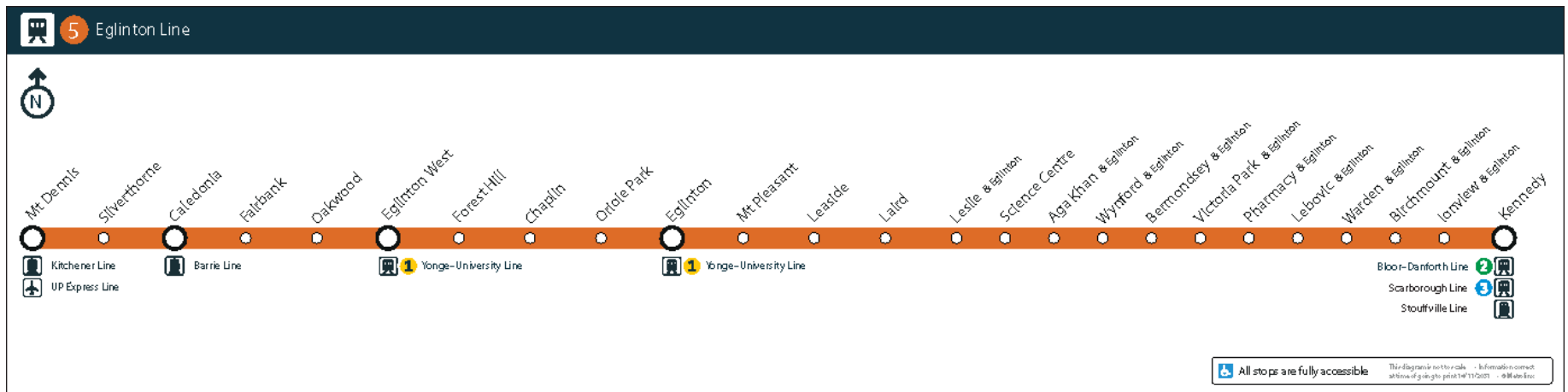
Proposed Eglinton Line Names

Underground Stations

- Mt Dennis
- **Silverthorne**
- Caledonia
- **Fairbank**
- Oakwood
- Eglinton West
- **Forest Hill**
- Chaplin
- **Oriole Park**
- Eglinton
- Mt Pleasant*
- **Leaside**
- Laird
- **Science Centre**
- Kennedy

Surface Stops

- Leslie & Eglinton
- **Aga Khan & Eglinton**
- Wynford & Eglinton
- Bermondsey & Eglinton
- Victoria Park & Eglinton
- Pharmacy & Eglinton
- Lebovic & Eglinton
- Warden & Eglinton
- Birchmount & Eglinton
- Ionview & Eglinton





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