



**Report:** TES-RTS-15-06

## **Region of Waterloo**

### **Transportation and Environmental Services**

#### **Rapid Transit**

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**To:** Chair Tom Galloway and Members of the Planning and Works Committee

**Date:** May 26, 2015      **File Code:** A02-30/PW

**Subject:** Recommended ION LRT Stop Names

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#### **Recommendation:**

That the Regional Municipality of Waterloo approve the ION LRT stop names as outlined in Report TES-RTS-15-06, dated May 26, 2015.

**Summary:** Nil

#### **Report:**

The selection of the ION LRT stop names is an important decision that will be a prominent feature of the rapid transit service for decades to come. The ION LRT stop names will be used for stop signage, mapping, vehicle audio announcements and more. Through research of existing naming conventions in other transit systems around the world, as well as Grand River Transit (GRT), it was determined that the best stop names are recognizable, short and descriptive. Therefore, in generating the recommended ION LRT stop names the following guidelines were considered and used where applicable.

- Stop names should be short and descriptive.
- Stop names should be consistent with existing GRT naming conventions.
- Typical naming conventions for transit systems, including GRT, do not use “Street” or “Avenue” suffixes. This should be consistent for ION LRT stop names.
- Stop names should be identifiable by both local/frequent users of the system as well as visitors.
- Stops can be named after established institutions and key landmarks if the stop is primarily serving a specific institution/landmark that currently exists and is known to exist long-term.

- Stops should be named after the closest cross street where no primary institution is present. If there are multiple institutions, the cross street name should also be used.
- Stop names should be unique and distinct from each other avoiding duplication of names.
- Stops should not be named for private enterprises as it generates free advertising, they are not guaranteed to exist long-term, and for many stops there are numerous enterprises which are being served. ION LRT is a public service.
- Central transit hubs and stations worldwide often have distinct names.

Based on the above naming criteria the following stop names are recommended.

<b>Recommended for Approval</b>	<b>Name used during the Planning Process</b>
Conestoga	Conestoga Mall
Northfield	Northfield Drive
Research and Technology	R&T Park
University of Waterloo	University of Waterloo
Laurier - Waterloo Park	Seagram Drive
Willis Way	Willis Way
Waterloo Public Square	Waterloo Town Square
Allen	Allen Street
Grand River Hospital	Grand River Hospital
King Central	Transit Hub
Victoria Park	Gaukel Street
Queen	Benton Street
Kitchener City Hall	Young Street
Frederick	Frederick Street
Kitchener Market	Cedar Street
Borden	Borden Avenue
Mill	Mill Street
Block Line	Blockline Road
Fairway	Fairview Park Mall

The Rapid Transit Steering Committee which includes Chair Ken Seiling and Councillors Tom Galloway, Sean Strickland, Geoff Lorentz and Karl Kiefer have reviewed and are in support of the proposed names.

### **Corporate Strategic Plan:**

This report supports Focus Area 3 Sustainable Transportation of the Region's Corporate Strategic Plan to implement a light rail transit system in the central transit corridor, fully integrated with an expanded conventional transit system.

**Financial Implications:**

Nil

**Other Department Consultations/Concurrence:**

Nil

**Attachments**

Nil

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**Approved By: Thomas Schmidt**, Commissioner, Transportation and Environmental Services