



## CORPORATE FACILITIES MEMORANDUM

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**TO: MAYOR, A. NUTTALL AND MEMBERS OF COUNCIL**

**FROM: N. CALDER, FACILITIES PROJECT MANAGER**

**NOTED: R. PEWS, P.ENG., DIRECTOR OF CORPORATE FACILITIES**  
**D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES**  
**M. PROWSE, CHIEF ADMINISTRATIVE OFFICER**

**RE: ALLANDALE AND DOWNTOWN TRANSIT MOBILITY HUBS, ALL WARDS**

**DATE: MARCH 1, 2023**

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The purpose of this Memorandum is to advise members of Council of the names shortlisted for the new facility being developed through the Allandale Transit Mobility Hub project that will be presented to the public for input.

### Facility Name:

The name of this future facility is important, as it will be a gateway for transit users in the City of Barrie. The name should be thoughtful, as it will be used daily and will be identifying a civic facility built within the City's intensification node and urban growth centre to revitalize the area.

To determine a civic and public facing facility name, staff and consultants applied industry best practice and considered general principles to prepare a shortlist of the potential facility names. A facility name should be "easy" to understand, pronounce, and remember, should be "self-locating" to enable users to locate the facility, be "distinctive" as it differentiates from other civic facilities and be "relevant" for the facilities intended purpose.

### Shortlist of potential names:

- Allandale Bus Terminal
- Allandale Waterfront Bus Terminal
- Barrie Allandale Bus Terminal

All potential facility names are easy to understand, pronounce and remember, as they are short and simple. The words "Allandale" and "Barrie" help self-locate transit users to this specific area. "Waterfront" further self-locates the user to the area and is consistent with the Metrolinx GO naming of the train station. Including the word "Bus" makes the naming distinctive and relevant to the purpose of the facility, as it is only utilized by buses and no other means of transit. Additionally, "Terminal" is relevant and suitable for the facility's intended purpose, as a terminal refers to a facility that accommodates passenger transfers between transit modes, as it will be adjacent to the Metrolinx GO rail station and will access the Lakeshore-Waterfront Trail.

The intent of the public information process is to allow the public to provide their feedback on the names shortlisted for the facility. Staff will use the submitted feedback to help inform the recommendation for the facility name.