



**Metro**

Los Angeles County  
Metropolitan Transportation Authority

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**REGULAR BOARD MEETING  
JANUARY 24, 2013**

**SUBJECT: RAIL STATION RENAMING**

**ACTION: APPROVE REVISED NAMES FOR THREE METRO RAIL STATIONS  
(REQUIRES 2/3 VOTE)**

**RECOMMENDATION**

- A. Adopt "Universal City/Studio City Station" as the official name for Metro Rail's current Universal City Station;
- B. Adopt "Civic Center/Grand Park/Tom Bradley Station" as the official name for Metro Rail's current Civic Center/Tom Bradley Station;
- C. Adopt "Wilshire/Western/Alfred Hoyun Song Station" as the official name for Metro Rail's current Wilshire/Western Station;
- D. Approve the staff plan to implement the above changes at minimal cost without using operating funds.

**ISSUE**

The referenced name changes have been requested by Board members or community groups. In order to authorize the name changes, a two-thirds vote from the Board is required.

**DISCUSSION**

**Property Naming Policy**

The 2003 Board-approved Property Naming Policy (Attachment A) states that rail stations must use names that refer to: a nearby street or freeway; a well-known destination or landmark; a community or district name; or a city name. The policy also states that single names for stations are preferable, and that if multiple names are used, they should be separated by a slash. Proposals for new names or name changes must also be reviewed at a public forum to receive input.

The policy also indicates that properties may have a Board-adopted official name and a shorter operational name; the official name is used in Board documents and legal notices while the operational name may be used more commonly in signage and customer materials.

#### Universal City/Studio City Station

Staff received a request from the Studio City Neighborhood Council to include Studio City in the name of the Universal City Metro Rail Station. Staff has presented the issue to the Studio City and Hollywood Hills West Neighborhood Councils, within whose boundaries the station lies; both support the name change. Staff also has presented the issue to the San Fernando Valley Service Council, which voted to support the change contingent on use of the staff's plan detailed below to implement the change at an estimated cost of \$13,100, using capital funds rather than operations funds.

The proposed renaming of this station is consistent with the Board-approved Property Naming Policy referenced above. In addition, it is consistent with other recent name changes approved by the Board which kept the station's existing initial name but revised or added a second community-based name, such as "Hawthorne Bl/I-105" which was renamed to "Hawthorne Bl/Lennox," and "Vermont Av/I-105" which was renamed to "Vermont Av/Athens."

If approved, "Universal City/Studio City" will be the station's official name; per the policy, when station ID applications have character limitations, the operational name may be abbreviated -- in this case to "Universal/Studio City." Should any instances require further abbreviation due to space limitations, staff will determine appropriate abbreviations and implement as necessary.

Staff recommends that if adopted, adjustments to station signage and other materials be limited to those that can be revised at minimal cost. Accordingly, staff proposes that updates be made to designated station trackside signage and map case signage, the "Grand Pylon" station marker and onboard audio announcements. Total cost at this station is estimated at \$13,100, which will be funded by capital funds rather than operations funds. Updates to system-wide printed materials such as maps and brochures will be made as space allows and only when such materials are reprinted. Other, more costly station identifiers would be left as is; the cost of a comprehensive station identifier change-out for this station is estimated at \$195,065 and would require a budget amendment, and consequently is not recommended.

#### Civic Center/Grand Park/Tom Bradley Station

At the November 2012 Planning and Programming Committee meeting, Supervisor Molina presented a motion to rename the Civic Center/Tom Bradley Station to "Grand Park/Civic Center/Tom Bradley Station."

Staff recommends using the name "Civic Center/Grand Park/Tom Bradley Station" to be

be consistent with other recent name changes approved by the Board which kept the station's existing initial name but revised or added a second community-based name, such as "103<sup>rd</sup> St/Kenneth Hahn" which was renamed "103<sup>rd</sup> St/Watts Towers/Kenneth Hahn."

The proposed renaming of this station is consistent with the 2003 Board-approved Property Naming Policy referenced above. Staff is in the process of presenting the issue to downtown area stakeholders for their input. It will also be presented for input at the January 9<sup>th</sup> meeting of the Westside/Central Service Council. Staff will provide an update to the Board on the outcome of these discussions.

If approved, "Civic Center/Grand Park/Tom Bradley" will be the station's official name; per the policy, when station ID applications have character limitations, the operational name may be abbreviated -- in this case to "Civic Center/Grand Park" or "Civic/Grand Park." Should any instances require further abbreviation due to space limitations, staff will determine appropriate abbreviations and implement as necessary.

Staff recommends that if adopted, adjustments to station signage and other materials be limited to those that can be revised at minimal cost. Accordingly, staff proposes that updates be made to designated station trackside signage and map case signage, the "Grand Pylon" station markers and onboard audio announcements. Total cost at this station is estimated at \$19,100, which will be funded by capital funds rather than operations funds. Updates to system-wide printed materials such as maps and brochures will be made as space allows and only when such materials are reprinted. Other, more costly station identifiers would be left as is; the cost of a comprehensive station identifier change-out for this station is estimated at \$201,065 and would require a budget amendment, and consequently is not recommended.

#### Wilshire/Western/Alfred Hoyun Song Station

At the November 2012 Planning and Programming Committee meeting, Supervisor Ridley-Thomas presented a motion to rename the Wilshire/Western Station to "Wilshire/Western/Alfred Hoyun Song Station."

The 2003 Board-approved Property Naming Policy (Attachment A) states, "If the Board wishes to bestow a special honor to a deceased individual, it may chose to dedicate a site to him/her," and indicates that when the Board dedicates a station to an individual, that individual will be honored with a plaque at the site. The policy also states that "properties/facilities frequented by the public may not be renamed for individuals." However, because the names of individuals were added to some stations prior to the policy's adoption, the practice has been to include these individual's names in the station's official name.

Staff is in the process of communicating this proposed change to stakeholders in the station vicinity; it will also be presented for input at the January 9<sup>th</sup> meeting of the

Westside/Central Service Council. Staff will provide an update to the Board on the outcome of these discussions.

If approved, staff per the policy will develop a plaque honoring Alfred Hoyun Song and determine a prominent location at which it will be displayed at the Wilshire/Western Station, and "Wilshire/Western/Alfred Hoyun Song" will be the station's official name. Other station identifiers will remain as is. Total cost for the plaque is estimated at \$5,000, which will be funded by capital funds rather than operations funds.

### **DETERMINATION OF SAFETY IMPACT**

This name change does not affect the incidence of injuries or healthful conditions for patrons or employees. Therefore, approval of this name will have no impact on safety.

### **FINANCIAL IMPACT**

The estimated cost of \$37,200 (\$13,100 for Universal City/Studio City, \$19,100 for Civic Center/Grand Park/Tom Bradley, and \$5,000 for Wilshire/Western/Alfred Hoyun Song) is contained in the FY13 budget in Cost Center 7140, Account 50316, under Approved Capital Project 204020 Regional Rail Signage System, Task 07.001.

#### **Impact to Budget**

The Approved Capital Project 204020 Regional Rail Signage System funding source in FY2013 is Prop A Rail 35% Set Aside, which are eligible for bus and rail operating and capital expenses. The funds being used are specifically programmed for the Regional Rail Signage Capital Project. This does not impact Proposition A, C or TDA administration budget or the Measure R administration budget.

### **ALTERNATIVES CONSIDERED**

1. Decline to rename these stations. This alternative is not recommended as the proposed name changes are consistent with other recent station renamings.
2. Rename the Universal City and Civic Center stations and implement a comprehensive station identifier change-out. This is not recommended as the cost of such a change-out is estimated to total \$396,130 and would require a budget amendment, and is significantly more than the \$32,200 required for the recommended action at those two stations.

## **NEXT STEPS**

Staff will implement the updates as described above.

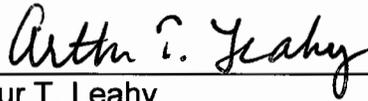
## **ATTACHMENTS**

A. Property Naming Policy

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Lynda Bybee  
Interim Chief Communications Officer



Arthur T. Leahy  
Chief Executive Officer

## ATTACHMENT A

### PROPERTY NAMING POLICY

#### Purpose

Through implementation of this policy, Metro seeks to establish guidelines regarding the naming of Metro properties frequented by the public that will provide clear transit information to our customers – both frequent patrons as well as visitors and infrequent users. In addition, the policy is intended to ensure timely, cost-effective and rider-friendly property naming efforts.

Properties will be named with the maximum benefit and convenience of the transit system user in mind. Naming will provide customers with travel information in a simple, straightforward and unified way in order to assist patrons in successfully navigating the transit system and correspondingly the region. Property names will reflect the following principles:

- ***Transit system context*** – Names will provide information as to where a property is located within the context of the entire transit system; property names will be clearly distinguishable with no duplication.
- ***Property area context*** – Names will provide specific information as to the location of the property within the context of the surrounding street system, so that users can find their way around after their arrival and to support system access via automobile drop-off and parking.
- ***Neighborhood identity*** – Where appropriate, property naming will acknowledge that system stations and stops serve as entry points to the region's communities and neighborhoods.
- ***Simplicity*** – Names will be brief enough for quick recognition and retention by a passenger in a moving vehicle, and to fit within signage and mapping technical parameters.

#### Policy Points

1. Property naming will identify transit facilities so as to provide immediate recognition and identification for daily riders as well as periodic users and visitors. Transit facilities include rail stations, bus rapidway stations, transit centers, bus stops and other properties frequented by the public. Property names will be identified based on the following:
  - Adjacent or nearby street or freeway
  - Well-known destination or landmark
  - Community or district name
  - City name – if only one Metro property is located within a city

If space permits, property names can be a combination of street system location and well-known destination, particularly when the street system name may not be recognizable to transit riders and visitors. No business, product or personal names shall be used unless that name is part of a

street name or well-known destination; or as part of a corporate sponsorship or cooperative advertising revenue contract.

2. The following criteria will ensure simple, succinct property names that are easily understood and retained by transit riders:
  - Minimize the use of multiple names for a property. A single name identifiable by the general public is preferred, with a maximum of two distinct names separated by one slash. For example, Westlake/ MacArthur Park Station.
  - Minimize the length of property names to ensure comprehension and retention by system riders. The property name shall have a preferred maximum of 24 characters in order to ensure general public and ADA readability, and fit within Metro's signage system.
  - Minimize the inclusion of unneeded words in property names such as ones that are inherently understood, or added when verbally stating the property's name. Avoid inclusion of unnecessary words that may describe the property's location, but are not part of that location's commonly known name.
3. In consideration of the various applications where the property name will be used and displayed, properties may have a Board-adopted official name as well as a shorter operational name. The official property name would be used for Board documents, contracts and legal documents and notices. The operational name would be used for station/stop announcements by vehicle operators, and on printed materials due to readability and size constraints. In addition, the property name may be further abbreviated for other operational uses such as vehicle headsigns and fare media.
4. The property naming process will include the following steps:
  - A. Initial property names will be identified during the project planning process primarily based on geographic location.
  - B. When a project is approved by the Board to proceed into the preliminary engineering phase, a formal naming process will be initiated.
  - C. Staff will solicit input from cities, communities and other stakeholders on preferred property names based on the Board-adopted naming criteria.
  - D. The resulting property names will be reviewed by a focus group comprised of both transit system users and non-users for general public recognizability.
  - E. Staff will return to the appropriate Board committee and then to the full Board for adoption of the final set of official property names.
  - F. The adopted official property names will then be included in any final engineering bid documents and other agency materials.
  - G. Requests to rename properties after Board action and the release of project construction documents may be considered by the Board. Property name changes must be approved by a vote of two-thirds of the Board members. All costs associated with changing a property

property name, including any signage revisions and market research to determine if the proposed name is recognizable by the general public, will be paid for by the requestor unless otherwise determined by the Board.

5. If the Board wishes to bestow a special honor to a deceased individual, it may choose to dedicate a site to him/her. The act of dedicating a Metro property to an individual should be rare and reserved as a means to honor those who, in the view of the Board, have demonstrated a unique and extraordinary degree of service to public transportation in Los Angeles County. Such dedications shall be viewed as secondary information with regard to signage and other identification issues. Properties/facilities frequented by the public may not be renamed for individuals.

Such dedications are made in the form of a motion presented by a Board Member to the appropriate committee of the Board for review and approval, and then forwarded to the full Board for final approval. With Board action, individuals will be honored with plaques where space is available.