

# Metro Board Approved Policy

## Property Naming Policy

*Adopted: August 28, 2003*

### Historical Perspective

This policy was last amended on February 23, 2017.

Each of the predecessor agencies had adopted naming policies. In June 1989 the Southern California Rapid Transit District Board adopted names for the first five stations of the Metro Red Line. During the planning phase of the project, Metro Red Line stations were named after adjacent streets. Later, during the construction stage, four of the first five stations were named for well-known station area destinations—Union Station, Civic Center, Pershing Square, and Westlake/MacArthur Park. Since there was no major landmark nearby, the fifth station was named 7th Street/Metro Center, after an adjacent street and a new transit facility.

The Los Angeles County Transportation Commission (LACTC) developed a naming policy for the Blue Line Stations. According to the LACTC policy, stations could have two names separated by a slash. The first, which was the operational name, identified the adjacent street, while the second could refer to a community point of interest. The policy also encouraged suggestions for station names from communities, cities and public groups before the Commission adopted the names.

In June 1993 the Board adopted the LACTC's naming policy, which was used for the names of the Green Line, and remaining Red Line stations. Four years later, in March 1997, the Board approved a separate policy to honor individuals who made significant contributions to transportation in Los Angeles County by naming properties after them.

Recently, the Board decided to review its policy for opportunities to improve the property naming process. Shortly thereafter, the Board adopted its new policy.

At the February 2017 Board meeting, there was discussion regarding the complexity of the implementation of a Corporate Sponsorship/Naming Rights program, and many

questions and concerns were raised since the Board of Directors adopted the program as part of the overall Property Naming Policy in December 2016. More research and time is needed to review the potential benefits and drawbacks of the Corporate Sponsorship Program. Therefore, this component of the Property Naming Policy was struck from the policy, which the Board adopted to maintain the agency's process for naming stations and properties. The Property Naming Policy then move forward without a Corporate Sponsorship/Naming Rights Policy.

# 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.

## NAMING 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 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.

## **NAMING PROCESS AND PROCEDURE**

The property naming process will include the following steps:

1. Initial property names will be identified during the project planning process primarily based on geographic location.

2. When a project is approved by the Board to proceed into the preliminary engineering phase, a formal naming process will be initiated.
3. Staff will solicit input from cities, communities and other stakeholders on preferred property names based on the Board-adopted naming criteria.
4. The resulting property names will be reviewed by a focus group comprised of both transit system users and non-users for general public recognizability.
5. Staff will return to the appropriate Board committee and then to the full Board for adoption of the final set of official property names.
6. The adopted official property names will then be included in any final engineering bid documents and other agency materials.
7. 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 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.
8. 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 of substantial historical, cultural, or civic significance. The Board may wish to bestow a similar honor upon an individual who demonstrated a unique and extraordinary degree of service yielding a distinguishable contribution 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.