



# Purple (D-Line) Extension Section 2 Station Naming Recommendation

Executive Management Committee  
May 15, 2025

## RECOMMENDATION FOR BOARD ACTION

Adopt the staff recommendation for the following official and operational station name for the City of Beverly Hills station that comprises Metro's Purple (D Line) Extension Section 2:

Official Station Name	Operational Station Name
<b>Beverly Dr</b>	<b>Beverly Dr</b>

# BACKGROUND/RELEVANT POLICY

## Board-approved Property Naming Policy

(Revised 2017)

### Purpose of Station Names

- Assist customers in navigating the system

### Criteria for Names

- Based primarily on geographic location
- Nearby street or freeway
- Well-known destination or landmark
- Community, district or city name
- Not named for individuals
- Preferred max. of 24 characters for ADA/general readability
- Simple, quick recognition
- Single names preferred; multiple names separated by slash

### Station Name Types

- "Official Station Name" board-adopted station name may be used in documents and legal notices
- "Operational Station Name" may be used more commonly and/or when space is limited and on signage, customer materials
- General guidelines, exceptions can be made

### Public outreach and engagement

- Required prior to station naming recommendations.
- Includes local/regional stakeholders, current and potential Metro Bus and Rail riders.

## PUBLIC OUTREACH & ENGAGEMENT

- Per naming policy, public outreach and engagement is required
- Six months of outreach and engagement - from late 2022 – early 2023.
- Online survey station name submissions received.
- Outreach included online and in-person presentations, community events, and at Metro hosted events.
- Outreach and engagement included: City of Beverly Hills, The Rodeo Drive Committee, The Rotary Club of Beverly Hills, The Beverly Hills Chamber of Commerce, residents, local businesses and civic leaders in Beverly Hills.

# SURVEY RESEARCH AND MEMORANDUM OF AGREEMENT

## **City of Beverly Hills/Metro Memorandum of Agreement**

- Metro and the City of Beverly Hills have a Memorandum of Agreement (MOA) that covers issues related to the construction of the Purple Line.
- The MOA states, “...LACMTA agrees that it will not name a rail/subway station in the City without the City Council’s Consent.”
- In October 2023, Metro presented the proposed station name, “Wilshire/Beverly Dr” to the Beverly Hills City Council and they did not consent to the name.
- In a unanimous vote, the Beverly Hills City Council consented to the “Beverly Dr” name.
- Consistent with Metro/City of Beverly Hills 2024 settlement agreement.



# Questions



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