



Board Report

File #: 2015-1063, File Type: Informational Report

Agenda Number: 70.

EXECUTIVE MANAGEMENT COMMITTEE
JULY 16, 2015

SUBJECT: RAIL STATION NAMES

ACTION: ADOPT STATION NAMES FOR CRENSHAW/LAX LINE

RECOMMENDATION

EXECUTIVE MANAGEMENT COMMITTEE RECOMMENDED AS AMENDED (5-0) adopting the following Official and Operational station names for the eight stations that comprise **Metro Rail’s Crenshaw/LAX line**:

<u>Official Station Name</u>	<u>Operational Station Name</u>
1. Expo/Crenshaw	Expo/Crenshaw
2. Martin Luther King Jr.	Martin Luther King Jr.
3. Leimert Park	Leimert Park
4. Hyde Park	Hyde Park
5. Fairview Heights	Fairview Heights
6. Downtown Inglewood	Downtown Inglewood
7. Westchester	Westchester
8. Aviation/Century	Aviation/Century

ISSUE

Since its inception, stations on the Crenshaw/LAX line have been identified by placeholder names based on street intersection. With construction in progress, final names need to be adopted by the Board in order to facilitate station signage design and fabrication without incurring extra costs for changes.

DISCUSSION

Property Naming Policy

The 2003 Board-approved Property Naming Policy (Attachment A) states that rail stations will be named in a simple and straightforward way to assist customers in navigating the system and the region. It indicates that names must be brief enough for quick recognition and retention, and must be based primarily on geographic location, referring 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 are to be separated by a slash.

The policy further 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 is used more commonly on station signage, maps and customer materials. The policy recommends keeping the length of the operational name to a maximum of 24 characters to ensure readability and compliance with ADA type size requirements.

Community Input

Per the policy, staff sought community input on station names from various entities. Potential names were discussed at 10 community meetings attended by approximately 450 people from August 26, 2014 to October 9, 2014.

Based on this input, staff recommends adoption of the names shown in the table below. A map of these stations showing the proposed Operational names is included as Attachment B. Alternate names for each station are shown in Attachment C.

Placeholder Name - Original	Official Name - Proposed	Operational Name - Proposed
Expo/Crenshaw	Expo/Crenshaw	Expo/Crenshaw
Crenshaw/MLK	Martin Luther King Jr.	Martin Luther King Jr.
Crenshaw/Vernon	Leimert Park	Leimert Park
Crenshaw/Slauson	Hyde Park	Hyde Park
Florence/West	Fairview Heights	Fairview Heights
Florence/La Brea	Downtown Inglewood	Downtown Inglewood
Florence/Hindry	Westchester	Westchester
Aviation/Century	Aviation/Century	Aviation/Century

1. Expo/Crenshaw Station

This station is the transfer point between the Crenshaw/LAX Line and the Expo Line. As the existing station on the Expo Line is named Expo/Crenshaw, the same name is recommended for the new station on the Crenshaw/LAX line. The situation and proximity are similar to the transfer point between the Red Line and the Orange Line; the stations for these two lines are across the street from each other and share the name “North Hollywood.” If adopted, both the Official and Operational names for this station will be “Expo/Crenshaw.”

2. Martin Luther King Jr. Station

This station lies at the intersection of Crenshaw and Martin Luther King Jr. Boulevards. Several station names incorporating “Martin Luther King Jr.” were suggested by community members and elected officials. The community also would prefer that “Martin Luther King Jr.” not be abbreviated in the station name. To avoid the need for any abbreviation and to meet the naming policy’s recommended 24-character maximum ensuring signage readability and compliance with ADA type size requirements, staff recommends the name “Martin Luther King Jr.” If adopted, this will be both the Official and Operational station name.

3. Leimert Park Station

The name “Leimert Park” was suggested by community members and elected officials. The name is consistent with the naming policy as the station is identified by a neighborhood landmark. If adopted, both the Official and Operational names for this station will be “Leimert Park.”

4. Hyde Park Station

The name “Hyde Park” was suggested by community members and elected officials. The name is appropriate as the station lies within the Hyde Park neighborhood boundary, and it is consistent with the naming policy as the station is identified by a neighborhood name. If adopted, both the Official and Operational names will be “Hyde Park.”

5. Fairview Heights Station

The name “Fairview Heights” was suggested by community members, Crenshaw/LAX Community Leadership Council (CLC) members and elected officials. The name is appropriate as the station lies within the Fairview Heights neighborhood boundary, and it is consistent with the naming policy as the property is identified by a neighborhood name. If adopted, both the Official and Operational names will be “Fairview Heights.”

6. Downtown Inglewood Station

The name “Downtown Inglewood” was suggested by community members and city officials. The name is consistent with the naming policy as the station is identified by a city name, and it distinguishes the station from the Fairview Heights station which is also in the City of Inglewood. If adopted, both the Official and Operational names will be “Downtown Inglewood.”

7. Westchester Station

This station is located at the northwest corner of Florence and Hindry Avenues, at the border of Inglewood and Westchester but within the city limits of Inglewood. This station received the most varied community input for names. The City of Inglewood preferred “Hindry/Veteran” to identify the station by the street on which it lies as well as by the destination of nearby veteran housing. The Westchester community supported the name “Hindry/Westchester” to reflect the station’s proximity to the area. Staff believes customers will be best served when navigating the system by referencing the community targeted for service, which is Westchester. If adopted, both the Official and Operational names will be “Westchester.” Upon direction from the Board, a commemorative plaque could be installed at the station acknowledging the nearby veteran housing, with final language to be determined prior to station opening.

8. Aviation/Century

The name “Aviation/Century” was suggested by community members, the Gateway to LA BID, Westchester stakeholders and elected officials. The name is consistent with the naming policy as it identifies the station by its street intersection. If adopted, both the Official and Operational names will be “Aviation/Century.”

DETERMINATION OF SAFETY IMPACT

Adoption of these names does not affect the incidence of injuries or healthful conditions for patrons

or employees. Therefore, approval will have no impact on safety.

FINANCIAL IMPACT

Approval of this item will result in no financial impact to Metro.

Impact to Budget

Approval of this item will have no impact to Metro's budget.

ALTERNATIVES CONSIDERED

The proposed names were developed as the result of community input and are consistent both with Metro's naming policy and the names of other stations in the system. The Board may elect to substitute one or more of the alternate station names shown in Attachment C, some of which also are consistent with Metro's naming policy.

NEXT STEPS

Staff will work with the Crenshaw/LAX construction project to ensure that the Board-adopted station names are implemented.

ATTACHMENTS

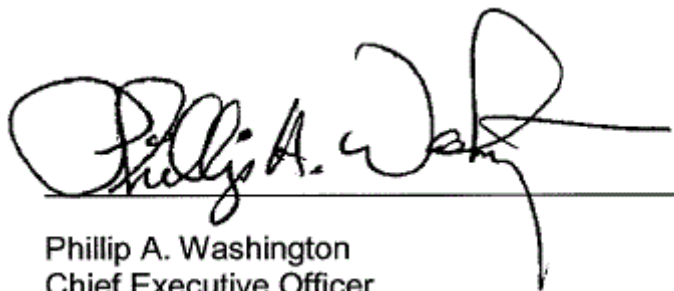
Attachment A - Property Naming Policy

Attachment B - Map of Crenshaw/LAX line with proposed Operational Station Names

Attachment C - Table of alternate names for each station

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