

OFFICE OF THE CITY MANAGER

July 2, 2003

Mr. Roger Snoble
Chief Executive Officer
Los Angeles Metropolitan Transportation Authority
One Gateway Plaza, MS 99-23-2
Los Angeles, CA 90012-2952

Re: Gold Line Station Names

Dear Mr. Snoble:

The City of Pasadena is excited that our efforts are finally becoming a reality with the opening of the Gold Line scheduled for July 25. This has been a long process but one well worth our endeavor.

At our June 9, 2003 City Council meeting in response to a recommendation by our Transportation Advisory Commission, the Council approved the following names for the Gold Line stations for your consideration:

Current and Recommended

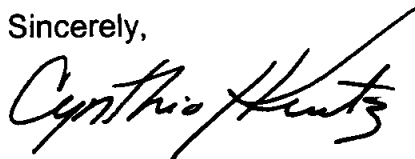
Fillmore Station / **Fillmore Station**
Del Mar Station / **Del Mar / Old Pasadena Station**
Memorial Park Station / **Memorial Park / Old Pasadena / Civic Center Station**
Lake Station / **Lake Avenue Station**
Allen Station / **Allen Station / College Station**
Sierra Madre Villa / **East Pasadena Station**

Their action (see attachment) was that the recommended names be included on all of MTA's printed material. However, although it was not part of the motion, they did request that if the names are too long, just include the first name on the printed material and the secondary names at the station. For example, for the Del Mar Station, if Del Mar/Old Pasadena is too long, then on your printed material identify the station as Del Mar, and at the station, include the secondary name of Old Pasadena.

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If you have any questions, please call our Director of Transportation, Joyce Amerson at (626) 744-6450. Our staff is always available to ensure that our excellent working relationship continues to move forward as smoothly as possible.

Sincerely,

A handwritten signature in black ink, appearing to read "Cynthia J. Kurtz". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

CYNTHIA J. KURTZ
City Manager

Attachment

CJK:JYA:pb

(1) APPROVAL OF GOLD LINE LIGHT RAIL STATION NAME CHANGES

Recommendation of City Manager: It is recommended that the City Council:

(1) Approve staff recommendations for the Gold Line Light Rail Station name changes for the six stations in the City of Pasadena as follows:

Current Name	Recommended Name
Fillmore Station	"Huntington Medical Station"
Del Mar Station	"Del Mar Station" Central Park - Old Pasadena
Memorial Park Station	"Old Pasadena Station" Memorial Park - Civic Ctr.
Lake Station	"Lake Avenue Station"
Allen Station	"Allen Avenue - College Station"
Sierra Madre Villa Station	"East Pasadena Station"

(2) Forward the approved station names to the Los Angeles Metropolitan Transportation Authority (MTA) Board of Directors for its consideration and approval.

Recommendation of the Transportation Advisory Commission: The Transportation Advisory Commission reviewed the matter of the proposed Gold Line Light Rail Station name changes at the May 9, 2003 meeting and recommends that the City Council approve the following recommended name changes for five of the six stations in the City of Pasadena:

Current Name	TAC Recommended Name
Fillmore Station	Fillmore Station
Del Mar Station	Del Mar/Old Pasadena Station
Memorial Park Station	Memorial Park/Old Pasadena/City Hall Station
Lake Station	Lake Avenue Station
Allen Station	Allen Avenue/College Station
Sierra Madre Villa Station	East Pasadena Station



staff report

441k

ACTION: APPROVED TRANSPORTATION ADVISORY COMMISSION RECOMMENDATION; AS AMENDED TO CHANGE "MEMORIAL PARK/OLD PASADENA/CITY HALL STATION" TO "MEMORIAL PARK/OLD PASADENA/CIVIC CENTER STATION".