

Expo Phase 2 Station Names

Westside/Central Service Council

February 13, 2013



Metro

Station Naming Policy

Purpose of Station Names

- Assist customers in navigating the system
- Simple, quick recognition
- Single names preferred; multiple names separated by slash

Criteria for Names

- Based primarily on geographic location
- Nearby street or freeway
- Well-known destination or landmark
- Community, district or city name
- Preferred max. of 24 characters for ADA/general readability

Station Naming Policy (continued)

Stations may have:

- Official, Board-adopted Name
 - Used in documents and legal notices
- Shorter Operational Name
 - Used more commonly and/or when space is limited
 - Signage, customer materials

Expo Phase 2 – Seven New Stations



Names Under Consideration

Original Proposed Official Name	Original Proposed Operational Name	<i>Alt. Proposed Official Name</i>	<i>Alt. Proposed Operational Name</i>
National/Palms	National/Palms	Palms	Palms
Exposition/ Westwood	Expo/Westwood	-	-
Exposition/ Sepulveda	Expo/Sepulveda	-	-
Exposition/Bundy	Expo/Bundy		
Olympic/26 th Street	Olympic/26th St	26 th Street/ Bergamot	26 th St/Bergamot
Colorado/17 th Street	Colorado/ 17 th St	17 th Street/Santa Monica College	17 th St/SMC
Colorado/4 th Street	Colorado/4 th St	Downtown Santa Monica	Downtown Santa Monica

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Naming Alternatives

National/Palms vs Palms

- Alternative requested by Motor Avenue Improvement Assoc & Palms Neighborhood Council
- Station lies within Palms Neighborhood Council boundaries
- Consistent with naming policy & other station names
 - Highland Park, Chinatown

Olympic/26th St vs 26th St/Bergamot

- Alternative requested by City of Santa Monica
- Consistent with naming policy
- Consistent with other station names in the system
 - Expo Park/USC, Westlake/MacArthur Park

Naming Alternatives (continued)

Colorado/17th St vs 17th St/Santa Monica College

- Alternative requested by City of Santa Monica
- Consistent with naming policy
- Proximity of station to destination a consideration

Colorado/4th St vs Downtown Santa Monica

- Alternative requested by City of Santa Monica
- Consistent with naming policy
- Consistent with other station names in the system
 - North Hollywood, Culver City

Next Steps

- Community Input
- Finalization of staff recommendations
- Recommendations submitted for Board approval
 - Planned for March 2013