

Agenda Report

TO: CITY COUNCIL

DATE: June 9, 2003

FROM: CITY MANAGER

SUBJECT: APPROVAL OF GOLD LINE LIGHT RAIL STATION NAME CHANGES

RECOMMENDATION:

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

Fillmore Station

Del Mar Station

Memorial Park Station

Lake Station

Allen Station

Sierra Madre Villa Station

Recommended Name

"Huntington Medical Station"

"Del Mar Station" Central Park - Old Pasadena

"Old Pasadena Station" Memorial Park - Civic Ctr.

"Lake Avenue Station"

"Allen Avenue - College Station"

"East Pasadena Station"

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

RECOMMENDATION FROM 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

Fillmore Station

Del Mar Station

Memorial Park Station

Lake Station

Allen Station

Sierra Madre Villa Station

TAC Recommended Name

Fillmore Station

Del Mar / Old Pasadena Station

Memorial Park/ Old Pasadena/ City Hall Station

Lake Avenue Station

Allen Avenue / College Station

East Pasadena Station

BACKGROUND:

The Los Angeles to Pasadena Metro Gold Line Light Rail is nearing completion with opening tentatively scheduled in July of 2003. There are 13 stations being constructed including six in the City of Pasadena, one in South Pasadena, and six in Los Angeles. The six stations in Pasadena have been given names based on the street adjacent to the station, with the exception of the Memorial Park station.

Naming stations is an important consideration in developing a successful transit system. The names contribute to whether riders find the system easy to navigate and therefore choose to use the system again. Experience shows that station names must be short, identifiable, easy to remember and representative of the geographical location.

To better meet these criteria, staff and TAC are recommending changes to all six station names. Staff is recommending that the station names on printed material (such as schedules) remain as currently identified, with the exception of the Fillmore and Sierra Madre Villa Stations, and that the recommended longer names be used on signage at the stations.

The Old Pasadena Management District (OPMD) has submitted a request to the City and to the MTA to include "Old Pasadena" to the names of the stations at both Del Mar and Memorial Park. The recommendations in this report support OPMD's interest in better identifying the stations in the historic Old Pasadena area.

Fillmore Station

Staff believes that Fillmore is not a recognizable street name because it is a small street and has recently been closed to accommodate the station. The street name will not provide a geographical reference for most transit riders. However, this station is near the center of a larger medical complex that is more likely to be recognized by transit riders. Staff therefore recommends that Huntington Medical Station be the designated name for this station.

Del Mar Station

Staff recommends that the longer name of Del Mar/Central Park /Old Pasadena Station be used on signage at this station. Del Mar is a recognizable street because it is a major thoroughfare and a freeway exit, however staff believes it is important to include major tourist destinations such as the park and Old Pasadena shopping district on station signage to make it easier for out of town visitors.

Memorial Park Station

Staff recommends that the longer name of Old Pasadena/Memorial Park/Civic Center Station be used on signage at this station to provide better association with the Old Pasadena shopping district and the various functions within the Civic Center. Although TAC recommended including City Hall at this station, staff believes the number of visitors traveling to City Hall will be relatively small compared to those seeking all functions in

Civic Center. Staff also recommends that Old Pasadena be designated as the primary station name to be used on printed materials.

Lake Station

Lake Avenue is a recognizable street because it is a major thoroughfare and a freeway exit. Staff recommends adding the word "Avenue" to the station name to clarify reference to a street rather than a body of water; also, Lake Avenue is a recognizable "place".

Allen Station

Allen Avenue is a somewhat recognizable street although it is a freeway exit only from the east. Staff and TAC concurred that a geographical reference would make this station more user friendly, and agreed that the name of Allen Avenue/College Station, reflecting the proximity to CalTech and Pasadena City College, was appropriate.

Sierra Madre Villa Station

Staff and TAC concurred that Sierra Madre Villa was not a recognizable reference for this district in part because it is not a freeway exit and in part because it is a largely residential street without any major landmarks. The name of East Pasadena Station would better identify this part of town.

History

Since the inception of the Pasadena Light Rail Alignment Task Force in January 1988, the names of the six stations in Pasadena have been discussed several times.

In March 1992, the City Council considered recommendations for locations and names as follows, in order, starting from the south and going north to east:

Huntington Station at Fillmore
Transportation Center Station at Del Mar
Civic Center Station
Lake Avenue Station
Allen Avenue Station
Sierra Madre Villa Station

During that meeting, Council suggested that an alternate and creative approach be employed to provide a better method of outreach for the selection of names. After further discussion, staff was directed to obtain additional input from the community and high schools.

In June of 1996, the City received recommendations from Pasadena high schools for station names. TAC reviewed the suggested names in June of 1996 and based on the student's suggestions, recommended to the City Council the following:

1. Huntington Station
 2. Santa Fe Station
 3. Old Pasadena Station
-

4. Lake Station
5. Allen Station
6. Hastings Ranch Station

The City Council adopted these names and they were submitted to the MTA as the City's recommendations. Ultimately the MTA choose the following names:

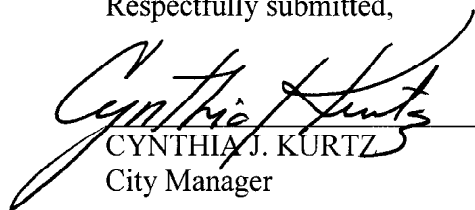
Fillmore Station
Del Mar Station
Memorial Park Station
Lake Station
Allen Station
Sierra Madre Villa Station

The change in leadership at the MTA has provided the City with a new opportunity to recommend station names.

FISCAL IMPACT:

There is no fiscal impact to the City of Pasadena.

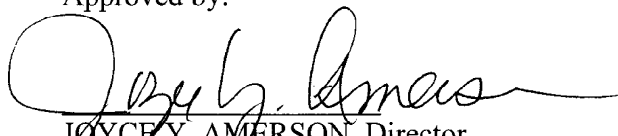
Respectfully submitted,


CYNTHIA J. KURTZ
City Manager

Prepared by:


CATHI COLE
Transit Manager

Approved by:


JOYCE Y. AMERSON, Director
Department of Transportation