

January 18, 2018

Ms. Gretchen Hollrah
Executive Director, Mayor's Office of the National Western Center
City & County of Denver
201 W. Colfax Ave.
Denver, CO 80202

Re: Proposed Naming Change of the RTD station at the National Western Center

Dear Ms. Hollrah:

Thank you for your letter on behalf of the National Western Center Citizen's Advisory Committee and the NWC campus program equity partners requesting RTD consider changing the name of the **"48th & Brighton Blvd at National Western Center"** station on the North Metro Rail Line. RTD appreciates the importance of the National Western Center and we are excited about the positive transportation impact that our station and commuter rail service will have for both the NWC and for the Elyria neighborhood.

RTD has reviewed your request on behalf of the stakeholders to rename the station to the **"National Western Center at Historic Elyria"** station, recognizing the points made in your correspondence and also in light of past RTD Board of Directors actions and policy regarding station naming. Importantly, in 2015, the RTD Board of Directors formally adopted names for all stations on the North Metro Rail Line, including for the **"48th & Brighton Blvd at National Western Center"** station, consistent with adopted Board policy for station naming. At the time, the City and County of Denver had requested that the station name include the wording **"National Western Center"** and I am pleased that RTD was able to accommodate this request. As noted in the 2015 Board of Directors Report, the adopted name "fits directly into the current station naming policy of naming stations after cross streets as well as naming after a publicly recognized location." Please also note that changing station names comes with Project financial costs to RTD that, per Board direction, would require RTD to seek assistance from Denver to offset.

As a result, and after careful consideration, the requested name change is not within the Board policy on station naming. I recognize the importance of the station to the Elyria neighborhood, Denver and the NWC. I will encourage the North Metro Project team and RTD staff to continue a dialogue that explores opportunities to recognize the Historic Elyria community.

Attached to this letter is the RTD Board policy on station naming, and the Board action from 2015 on approval of station names for North Metro Rail Line. Please contact me with questions. Thank you.

Sincerely,



David A. Genova
General Manager and CEO

C: RTD Board of Directors

BOARD OF DIRECTORS REPORT



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To: Phillip A. Washington, General Manager
From: Scott Reed, Assistant General Manager, Communications
William C. Van Meter, Assistant General Manager, Planning
Date: May 3, 2011
Subject: RTD Station & Facility Naming Policy

Date:	5/11/11	
GM:	P.A. Washington	
Board Meeting Date:	May 17, 2011	
ACTION	DISCUSSION	INFO
X		

RECOMMENDED ACTION

It is recommended by the Planning and Development Committee that the Board of Directors adopt this station and facility naming policy, which updates a policy adopted by the Board in December 2003.

BACKGROUND

The 2003 Board action reaffirmed a Board policy originally adopted in 1994 for the naming of stations on rapid transit lines and established a consistent policy for the naming of new Park-n-Rides and new transfer centers. RTD's station naming policy has been intended to establish station names that are recognizable to our customers as destinations. Per the original Board policy established in 1994, RTD rapid transit stations are usually named for the nearest street intersections, major cross streets or the name of the geographic location of the area. The 2003 action also extended the same naming convention to new Park-n-Rides and new transfer centers. Ideally, station, Park-n-Ride, and transfer center names should be kept relatively short so that the names will fit efficiently on destination signs, station signs, maps, and other materials. The 2003 Board action also recognized the need for flexibility in naming stations and the Board's prerogative to select alternate names through subsequent Board action.

DISCUSSION

Staff is proposing changes to the station naming policy to permit greater flexibility and to define parameters under which proposed station and facility names not conforming to the previously adopted naming policy would be considered. The first staff proposal is to maintain the 2003 core policy and expand its use to include rail stations, Park-n-Rides, transfer centers and other major passenger facilities. The 2003 policy states that these facilities should usually be named for the nearest street intersections, major cross streets, or the name of the geographic location of the area, and that names should be kept relatively short so that they will fit efficiently on destination signs, station signs, maps, and other materials.

Staff is also proposing that the Board expand this policy and establish a process that would allow staff to work with local governments and stakeholders to develop station/facility names that are different from the core policy as long as:

- a. The name is recognizable to the general traveling public; and
- b. The name does not incorporate any trademarked names with value to the private sector or that would have commercially-viable or valuable benefits (absent compensation to RTD as described below); and

- c. The names of new stations/facilities are set at least 2 years before opening of the station/facility. If a local government or stakeholder requests a name change after this point, they would be liable for the additional costs RTD would incur for changing the name (station signs, maps, collateral material, recorded announcements, etc.); and
- d. The name does not violate any existing naming agreement.

Staff is also proposing that the station and facility naming policy be amended to allow RTD to explore the option of "selling" naming rights of RTD stations and facilities under a multi-year contractual agreement. The following conditions would apply:

- a. The core station/facility name must remain as a "location identifier" for the traveling public; and
- b. To be considered as viable, the sale of naming rights would need to generate positive net revenue to RTD after fully accounting for RTD's costs of changing the station/facility name (station signs, maps, collateral material, recorded announcements, etc.) as well as foregone revenue from other sources, and
- c. The name does not violate any existing naming agreement.

Staff is developing a request for proposals-type process to gauge potential interest, possible financial return and solicitation of naming rights. Any naming rights contracts would be approved by the RTD Board.

FINANCIAL IMPACT

The station naming policy will have no negative financial impact to RTD, unless station names are changed after printed materials and signs have been produced requiring that these materials be altered. As presented, these costs would be RTD's responsibility only for name changes proposed by RTD. Entities proposing name changes under other provisions of this policy would be required to absorb all associated costs.

ALTERNATIVES

1. Accept the recommended action. It is recommended by the Planning and Development Committee that the Board of Directors adopt this station and facility naming policy, which updates a policy adopted by the Board in December 2003.
2. Do not accept the recommended action. This is not recommended as it limits flexibility in adopting station names that enable RTD to work with local governments and stakeholders and can also limit opportunities to generate additional revenue from sale of naming rights.

BOARD OF DIRECTORS REPORT

To: Phillip A. Washington, General Manager
From: Richard F. Clarke, Assistant General Manager
Date: April 1, 2015
Subject: Station Names on North Metro Rail Line

Date: April 1, 2015
GM
Board Meeting Date: April 21, 2015

RECOMMENDED ACTION

It is recommended by the FasTracks Monitoring Committee that the Board of Directors accept and approve the revised final station names for the North Metro Rail Line: 48th & Brighton Blvd at National Western Center; Commerce City● 72nd; Northglenn●112th; Original Thornton●88th; Thornton Crossroads●104th; Eastlake●124th; York●144th; and North Thornton●Hwy 7.

BACKGROUND

Station names were originally assigned to locations based on geographic locations during the North Metro Corridor Environmental Impact Statement (2007 – 2011) and have been used on plans, fact sheets and the website ever since. During final design, final station names are required for station signage and related purposes. The following requests were received from the local jurisdictions of Denver, Commerce City, Northglenn and Thornton.

It is important that station names are recognizable as destinations to RTD patrons. This enables travelers to easily identify station locations and to efficiently complete trips. Staff recommends station names that are readily recognizable and make sense for the location while following RTD policy and precedents.

DISCUSSION

The City and County of Denver requested the station at National Western Stock Show be changed to National Western Center. The City and County of Denver is contributing funds toward the North Metro Rail Line over and above the required local match. While the National Western Stock Show and National Western Complex are trademarked names of private entities, the National Western Center is not. In addition, the intent of the City and County of Denver is to be heavily involved in the "National Western Center" development in the near future.

Staff Recommendation: Change to 48th & Brighton at National Western Center

This solution fits directly into the current station naming policy of naming stations after cross streets as well as naming after a publicly recognized location.

The City of Commerce City requested that the 72nd Avenue station be changed it to Commerce City-East 72nd Avenue.

Staff Recommendation: Change to "Commerce City●72nd"

This solution names Commerce City in the station and includes a cross street in accordance with the station naming policy. Staff recommends the "East" and the "Avenue" be dropped since no other stations include a direction or street type designation. It also follows a precedent set at Littleton●Mineral and Lakewood●Wadsworth stations on other existing lines.

The City of Northglenn requested that the 112th Avenue station names be changed to Northglenn•112th Avenue

Staff Recommendation: Change to "Northglenn•112th"

This solution names Northglenn in the station and includes a cross street in accordance with the station naming policy. Staff recommends the "Avenue" be dropped since no other stations include a direction for street type designation. It also follows a precedent set at Littleton•Mineral and Lakewood•Wadsworth stations on other existing lines where names of cities are added into station names.

The City of Thornton requested the following station names:

1. **Changing "88th" to "Original Thornton at 88th"**

This is the first station in Thornton so including the name of the City is appropriate. Using 'Original Thornton' gives recognition to the adjoining area where Thornton began.

2. **Changing "104th" to "Thornton Crossroads at 104th"**

This station is located where two important roads intersect, Colorado Boulevard and 104th Avenue. Colorado Boulevard runs through the center of Thornton and extends far north into Weld County and 104th is an important access route to DIA from communities in the northern part of the metro area.

3. **Changing "124th-Eastlake" to "Eastlake at 124th"**

The Town of Eastlake, now incorporated into Thornton, is a strong historic and geographic reference point for this station. Eastlake was one of the stops on the original Union Pacific rail line.

4. **Changing "144th" to "York at 144th"**

York Street and 144th Avenue intersect close to the station and provide a geographic reference point for this station name.

5. **Changing "162nd/Hwy 7" to "North Thornton at Hwy 7"**

This station name reflects the fact that the station is located at the northern end of the line and at the northern boundary of Thornton.

Staff Recommendation: Change to the following – Original Thornton•88th; Thornton Crossroads•104th; Eastlake•124th; York•144th; and North Thornton•Hwy 7.

Each of the suggestions from the City of Thornton makes sense and fits within the station naming policy. Staff recommends changing the "at" to a bullet to conform to RTD standards.

FINANCIAL IMPACT

There is no financial impact at this time, however decisions need to be made prior to final design completion so signage and systems set up can be completed with final station names.

ALTERNATIVES

1. Accept the Recommended Action. It is recommended by the FasTracks Monitoring Committee that the Board of Directors accept and approve the revised final station names for the North Metro Rail Line: 48th & Brighton Blvd at National Western Center; Commerce City• 72nd; Northglenn•112th; Original Thornton•88th; Thornton Crossroads•104th; Eastlake•124th; York•144th; and North Thornton•Hwy 7.
2. Do not accept the recommended action. Instead leave the names as defined in the EIS. This is not recommended as it would not be responsive to key stakeholders making the request.

Prepared by:
Brenda Tierney, Public Information Manager, North Metro Rail

Approved by:


Richard F. Clarke, Assistant General Manager 4/1/2015