



## MARYLAND TRANSIT ADMINISTRATION

### MARYLAND DEPARTMENT OF TRANSPORTATION

Martin O'Malley, Governor • Anthony G. Brown, Lt. Governor  
James T. Smith, Jr., Secretary • Robert L. Smith, Administrator

## Facility Naming Policy

### Background

The Maryland Transit Administration (MTA) operates more than 100 facilities used by the general public, mostly rail stations but also including park and ride lots and major bus transfer centers. MTA is also proposing to construct new facilities for this purpose through new rail and busway projects. To aid the public in identifying the facility, each is described with a name. Furthermore, from time to time MTA considers whether to maintain or modify the name of an existing facility or to create a name for a new facility.

Through this policy, MTA establishes guidelines regarding the naming and re-naming of MTA facilities utilized by the general public. The primary purpose of the policy is to ensure that facility names provide benefit and convenience to MTA customers first and identity for communities and third parties second.

### Naming Principles

Facility names will reflect the following principles:

- ***Simplicity*** – Names will be memorable and brief enough for quick recognition and retention by a customer in a moving vehicle.
- ***Location*** – Names will provide specific information as to the location of the facility within the context of the surrounding street network or communities so that customers can find their way around after their arrival.
- ***Community Identity*** – Where appropriate, facility names will acknowledge that system stations and stops serve as entry points to the area's communities and neighborhoods and celebrate their identities.
- ***Transit System Context*** – Names will provide information as to where a property is located within the context of the entire transit system.

### Naming Guidelines

1. This policy shall be known as "Facility Naming Policy – Maryland Transit Administration."
2. Guidelines contained in this policy shall only apply when MTA is naming a new facility or re-naming an existing facility; current facility names may remain indefinitely.
3. Transit facilities include rail stops and stations, park and ride lots, transit centers and other facilities frequented by the public.

4. Facility names should be primarily geographical in nature, including the following:
  - 4.1. Adjacent or nearby street, cross-street or highway (e.g., Old Court)
  - 4.2. Well-known destination or landmark immediately adjacent to the facility and in no case further than ¼ mile which is approximately equivalent to a 5-minute walk (e.g., Johns Hopkins Hospital, Bowie State)
  - 4.3. Community or neighborhood name (e.g., Lutherville)
  - 4.4. City/town name if only one MTA facility is located within a city/town (e.g., Rockville)
5. Single word names are preferred with additional words only in situations where a single word would be confusing (e.g., Mondawmin, Cultural Center).
6. Multiple names separated by hyphens or slashes should be avoided (e.g., avoid State Center/Cultural Center).
7. The facility name should have a maximum of 25 characters to ensure readability and fit within the space constraints of printed timetables, maps, and static and electronic signs. (The Americans with Disabilities Act does not govern station naming, but meeting its requirements for visibility of lettering places practical limits on signage.)
8. Facility names should be unique so that the name does not create confusion for potential customers or emergency responders (e.g., avoid Cold Spring and West Cold Spring or Penn Station and Penn North) and distinctive so as to be memorable for riders.
9. No commercial entity, product or name of any person (living or deceased) will be used unless that name is part of a street name or well-known destination.
10. Station naming rights may not be sold, except on a temporary basis. Temporary naming for a special event or limited-duration commercial promotion is permitted.
11. Station names shall be determined by the MTA Administrator with final approval by the Board of Public Works according to Board of Public Works Advisory No. 2004-1.