

Memorandum



CITY OF DALLAS

DATE May 2, 2008

TO Trinity River Corridor Project Committee Members:
David A. Neumann (Chairman) Pauline Medrano
Mayor Pro Tem Dr. Elba Garcia (Vice-Chair) Mitchell Rasansky
Deputy Mayor Pro Tem Dwaine Caraway Steve Salazar
Carolyn R. Davis
Linda Koop

SUBJECT Industrial Blvd. Renaming Short List and Public Comment

On Tuesday, April 29, 2008, a Community Meeting was held with business and property owners, and other interested citizens, to discuss the renaming of Industrial Blvd., generate a list of ten names and entertain public comments. During the week of April 21, staff received over 600 e-mail, telephone and mail submissions, and completed an initial sufficiency review. Over 300 possible names were presented to the meeting participants, with additional names submitted during the meeting. As a result, the following ten names were selected for your review:

Ascension Drive
Cesar Chavez Blvd.
Eddie Bernice Johnson Pkwy.
Post Industrial Blvd.
Riverfront Blvd.
Stanley Marcus Blvd.
Stevie Ray Vaughan Blvd.
Trinity Lakes Blvd.
Trinityview Blvd.
Waterfront Blvd.

At the Committee Meeting on May 6, you will be asked to narrow this list down to three finalists for city-wide input during the last week of May. Staff will be providing the Committee with comments submitted by participants and the additional responses requested from Industrial Blvd. property and business owners at the meeting on Tuesday. As part of the discussion to select the three final names, staff will provide further information regarding the street name standards contained in Section 51A-9.304 as it pertains to street names commemorating a person, and the required action necessary from the Dallas City Council to waive this or any of the street name standards contained in that section.

Following the Committee Meeting, the three final names will be further reviewed by City Departments, the U.S. Postal Service, and other agencies for compliance with all pertinent street naming protocol. An advertising and media outreach campaign is in place to launch the week of May 26-30 to encourage the public vote. The public will vote on the three final names during the time of the City Department review, and on June 3, the Committee will be asked to endorse the top name.

Additionally at the May 6 Committee Meeting, staff is also requesting action from the Committee to authorize the filing of the application with Development Services on the City's behalf to rename Industrial Boulevard, listing the three final names as proposed new street names. This application will initiate a more detailed review of the

proposed names by city departments and outside agencies. The process will conclude with public hearings before City Plan Commission and City Council on June 19 and June 25.

If you have further questions, please let me know.



Jill A. Jordan, P.E.
Assistant City Manager

c: Honorable Mayor and Members of the City Council

Mary K. Suhm, City Manager

Ryan S. Evans, First Assistant City Manager

Ramon F. Miguez, P.E., Assistant City Manager

A.C. Gonzalez, Assistant City Manager

David O. Brown, Interim Assistant City Manager

Dave K. Cook, Chief Financial Officer

Deborah A. Watkins, City Secretary

Thomas P. Perkins, Jr., City Attorney

Craig D. Kinton, City Auditor

Judge Jay E. Robinson

Chandra Marshall-Henson, Asst. to the City Manager

Frank Libro, Director, Public Information Office