

# Memorandum



CITY OF DALLAS

DATE June 6, 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 Process Update

The purpose of this briefing is to inform members of the Trinity River Corridor Project Committee of the results of the City of Dallas internal review and the Public Survey of the six names under consideration for renaming of Industrial Boulevard. Staff requests that one name be selected by the Committee at the June 10, 2008 Committee meeting for submission to the City Plan Commission on June 19, 2008. Based on their approval, City Council will be asked to approve the final name on June 25, 2008.

If you have further questions, please let me know.

A handwritten signature in black ink, appearing to read 'Jill A. Jordan'.

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

c: Honorable Mayor and Members of the City Council

Mary K. Suhm, City Manager	Deborah A. Watkins, City Secretary
Ryan S. Evans, First Assistant City Manager	Thomas P. Perkins, Jr., City Attorney
Ramon F. Miguez, P.E., Assistant City Manager	Craig D. Kinton, City Auditor
A.C. Gonzalez, Assistant City Manager	Judge Jay E. Robinson
David O. Brown, Interim Assistant City Manager	Chandra Marshall-Henson, Asst. to the City Manager
Dave K. Cook, Chief Financial Officer	Frank Libro, Director, Public Information Office

# INDUSTRIAL BLVD. RENAMING

Process and Update

June 10, 2008



THE TRINITY  
DALLAS

# Industrial Blvd. Renaming



## A New Future for Industrial Blvd.

- One of the ways to embrace this new future is to rename Industrial Blvd.
- The new name will . . .
  - Capture this remarkable time for Dallas – a time of transition
  - Connect the spirit and goals of the Trinity River Corridor Project to Dallas
  - Take us from the Trinity River Corridor of yesterday to the vibrant new corridor of tomorrow



# Industrial Blvd. Renaming



## A New Future for Industrial Blvd.

- **Committee Meeting Goal**
  - Staff is requesting that the Trinity River Corridor Project Committee select one name for submission to the City Plan Commission on June 19<sup>th</sup>



# Key components and milestones



- **May 6<sup>th</sup>** – Trinity River Corridor Project Committee Meeting
  - Short list of 10 names presented to the committee
  - Committee selected 6 names for public interest survey
- **May 7<sup>th</sup>** – Notices were sent out to 330 property owners and businesses with addresses (or frontage) on Industrial Blvd. announcing the six names
  - Requesting feedback on the name change
  - Requesting information on the timeline implementation period



# Key components and milestones



- **May 7-23** – Names were reviewed by City Departments and the U.S. Postal Service for compliance with street naming protocol
  - City of Dallas GIS staff provided the following comments for one name -- Eddie Bernice Johnson Parkway
    - **Person is not dead.** By city code, SEC. 51A-9.304 (c)(2), for a street to be named for a person, that person must have been dead at least 2 years.
    - **Too many labels.** By city code, SEC. 51A-9.304 (d)(3), “No street name may have more than two labels before the street-type designation.”
    - **Possibility of people calling the street EBJ Parkway which would cause confusion with existing LBJ Freeway.** By city code, SEC. 51A-9.304 (a)(2), “A proposed street name may not be similar to an existing street name so that it creates confusion or an obstacle to the provision of emergency services.”
  - Dallas Fire Rescue recommended denial of EBJ Parkway for similar reasons
  - Above City codes can be waived by  $\frac{3}{4}$  vote of the City Council



# Key components and milestones



- **May 26-30** – Public interest survey on top 6 names took place
- **May 30<sup>th</sup>** – Notices were sent out to 330 property owners and businesses with addresses (or frontage) on Industrial Blvd. announcing rescheduled Trinity River Corridor Project Committee Meeting from June 3 to June 10
- **June 10<sup>th</sup>** – Trinity River Corridor Project Committee is asked to endorse one name
- **June 11<sup>th</sup>** – Public notice of name change (newspaper ads, signs, written notification)



# Key components and milestones



- **June 19<sup>th</sup>** – Subdivision Review Committee and City Plan Commission are asked to endorse one name
- **June 25<sup>th</sup>** – City Council is asked to endorse proposed name
- **June 2009** – Name change will officially take effect in one (1) year based on input from property and business owners at April 29<sup>th</sup> meeting and subsequent notifications to same





# Advertising Component

May 21-30, 2008 in local newspapers



- DMN Front Page Notes

**Rename Industrial Blvd.!**  
**Select Your Favorite**  
**TODAY thru May 30**



Visit  
[www.trinityrivercorridor.org](http://www.trinityrivercorridor.org),  
or call  
**214-671-9592**

Choose from  
the following  
six selections:

- Cesar Chavez Blvd.
- Eddie Bernice  
Johnson Pkwy.
- Riverfront Blvd.
- Trinity Lakes Blvd.
- Trinityview Blvd.
- Waterfront Blvd.

Public input survey only for Dallas, Texas residents.  
The Dallas City Council will select the final name this June.

- Al Dia Front Page Notes

**¡Elija el nuevo nombre de Industrial Blvd!**  
**Seleccione su favorito a partir**  
**de hoy hasta el 30 de mayo.**



Visite  
[www.trinityrivercorridor.org](http://www.trinityrivercorridor.org),  
o llame al  
**214-671-9592**

Elija entre estas  
seis opciones:

- Cesar Chavez Blvd.
- Eddie Bernice  
Johnson Pkwy.
- Riverfront Blvd.
- Trinity Lakes Blvd.
- Trinityview Blvd.
- Waterfront Blvd.

Esta encuesta pública es para los residentes de Dallas, Texas solamente.  
El Consejo de la Ciudad de Dallas hará la selección final del nombre en junio.



# Advertising Component

May 21-30, 2008 in local newspapers



- Dallas Weekly
- Dallas Examiner
- El Heraldo

## A Vibrant New Future!

Embrace the past. Celebrate the future.  
Discover a new destiny for Industrial Blvd.

The course of the river was changed in years past,  
and today, the river is changing again.  
Choose your favorite name for Industrial Blvd.

**Today thru May 30**

visit [www.trinityrivercorridor.org](http://www.trinityrivercorridor.org)  
or call 214-671-9592

**Cesar Chavez Blvd.  
Eddie Bernice Johnson Pkwy.  
Riverfront Blvd.  
Trinity Lakes Blvd.  
Trinityview Blvd.  
Waterfront Blvd.**



In June, the Dallas City Council will select the new name for Industrial Blvd.

This Industrial Blvd. street name change survey is for residents of Dallas, Texas only. The Dallas City Council will make the final decision on the street name, but will take into consideration the results of this survey; the testimony presented at the public hearing; the recommendations of the City Plan Commission, the Subdivision Review Committee, and the Subdivision Administrator; and the street name standards in Section 51A-9.304.



**Ad ran in English and Spanish**

- Elite News
- Oak Cliff People
- Oak Cliff Tribune



# Public Interest Survey

May 26-30, 2008



- The public, citizens of Dallas, and property and business owners along Industrial Blvd. participated in a public interest survey
- Methodology included:
  - Survey via telephone
  - Survey via web site at [www.dallascityhall.com](http://www.dallascityhall.com) or [www.trinityrivercorridor.org](http://www.trinityrivercorridor.org)



# Survey Data Recap – Internet and Telephone



May 26-30, 2008

Cesar Chavez Blvd.	Riverfront Blvd.	Trinity Lakes Blvd.	Trinityview Blvd.	EBJ Pkwy.	Waterfront Blvd.	Total
<b>Total Complete Survey Responses</b>						
10,710	3,873	2,255	1,931	936	889	20,594
52.0%	18.8%	10.9%	9.4%	4.5%	4.3%	100%
<b>Internet Survey Responses</b>						
2,944	2,971	1,673	1,412	603	669	10,272
28.7%	28.9%	16.3%	13.7%	5.9%	6.5%	100%
<b>Telephone Survey Responses</b>						
7,766	902	582	519	333	220	10,322
75.2%	8.7%	5.6%	5.0%	3.2%	2.1%	100%

Total Survey Telephone Calls: 15,232

Duplicates removed from Telephone Survey: 2,541

Incomplete Surveys: 2,369

Completed Telephone Surveys: 10,322



# Next Steps



- Randomly selected voter from public voting will be awarded a special prize
  - Trinity River Audubon Center membership (\$60)
- Special events to be planned for unveiling of name
- Post Office will deliver mail sent to both addresses for six months after the name change takes effect

