

# Renaming of Industrial Boulevard

Trinity River Corridor Project Committee

December 4, 2007



# Purpose

- Provide an overview of the name change process regarding Industrial Boulevard

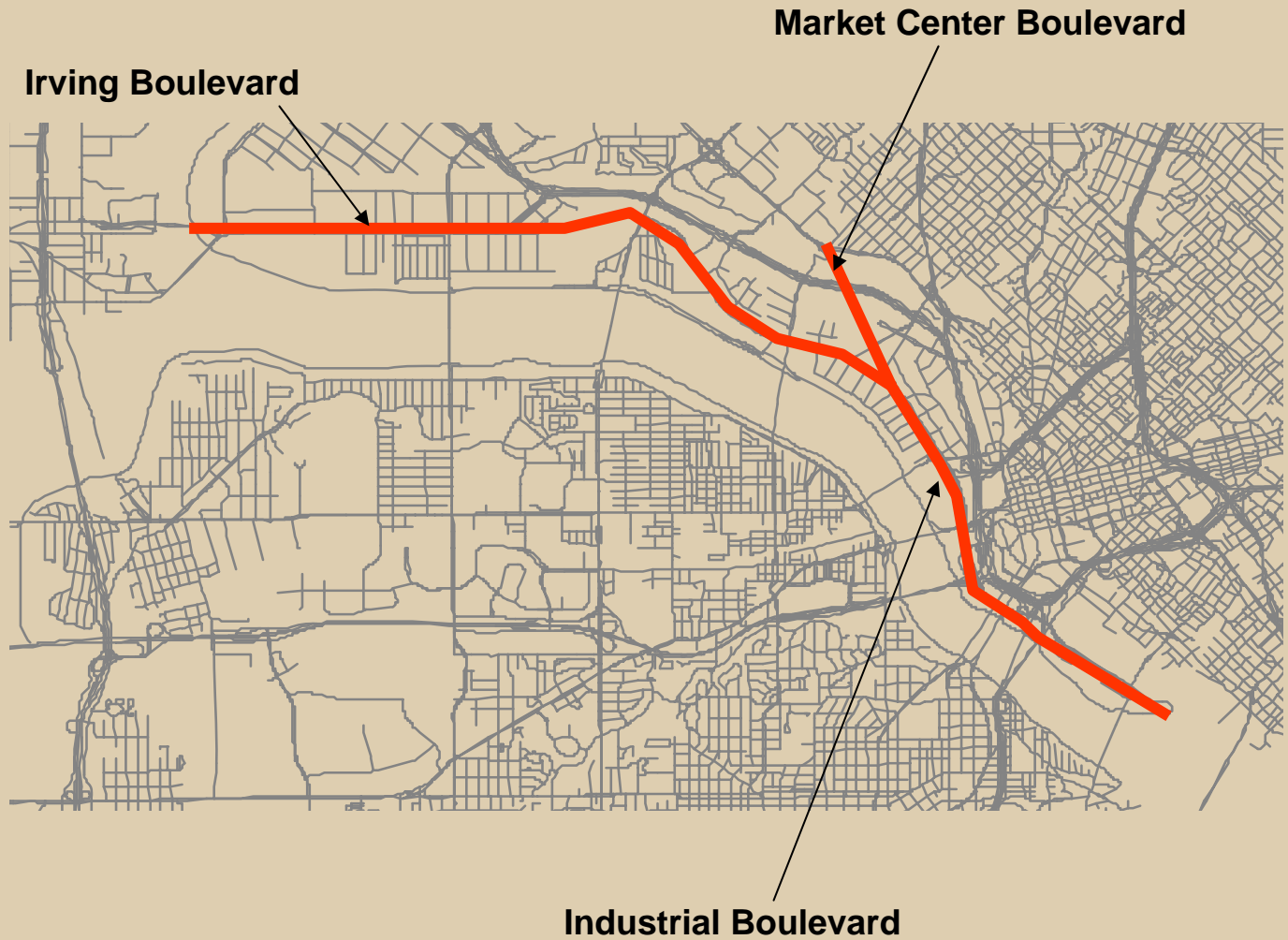


# Background

- The Trinity River Corridor Comprehensive Land Use Plan identifies Industrial Blvd as a spine connecting downtown neighborhoods along the east side of the levee, serving a major transportation and urban design role
- Name change process initiated with a community meeting in April of 2006
  - Feedback
    - ◆ Exclude Irving Boulevard segment from consideration
    - ◆ Market Center segment was still in question
- Thoroughfare Plan amendment for Industrial completed in 2006



# Background



# Potential Names Suggested

- Avenida del Lagos
- Beamon Blvd
- Big D Blvd
- Bridge Street
- Camino del Lagos
- Camino del Rio
- City Center Blvd
- Citygate Blvd
- Cityview Blvd
- Dallas Delta
- Dallas Drive
- Founders Blvd
- Gateway Blvd
- Heart of Dallas Dr
- Highbridge St
- Kirk Parkway
- Levee Dr
- Stanley Marcus Blvd
- Park Place
- Paseo Del Rio
- Pegasus Blvd
- Post-Industrial Blvd
- The Promenade
- Renaissance Blvd
- Reunion Dr
- Rio Vista
- River Rd
- River Place
- River Shore
- River Ridge



# Potential Names Suggested

- River Valley
- River Walk
- River Lake
- River Run Riverfront Dr
- Riverfront Rd
- Rivergate Blvd
- Riverpark Road
- Riverside Blvd
- Riverside Rd
- Riverwalk Drive
- Santiago Calatrava Blvd
- Shoreside
- Trinity Blvd
- Trinity Channel
- Trinity Commons Pkwy
- Trinity Gateway
- Trinity Lakes Blvd
- Trinity Park Blvd
- Trinity Trail
- Trinity Valley Blvd
- Trinity View
- Urban Blvd
- Urban Center Dr



# Name Change Standards

- No duplicate or near duplicate names
- Street names should have only one name and should not change between blocks
- May not identify a tenant or product
- May not exceed 14 characters or contain hyphens or apostrophes
- Historic street names may not be changed



# Typical Name Change Process

- Application / Initiation
- Proposal routed to city departments, utilities, postal service, contiguous municipalities
- Subdivision review committee
- Notice - Notices sent to property owners, notification signs posted and newspaper notice
- CPC Hearing
- CC Hearing





# If Approved

- Written notice sent to all property owners
- Effective date 60 days after the date of approval
- Post office recognizes both addresses for a period of 6 months from the effective date of the name change



# Opportunities

- Engage public in process to begin re-branding neighborhoods adjacent to the downtown lakes area
- Build excitement and energy regarding the project



# Next Steps

- Narrow list based upon technical parameters
- Citywide public input regarding name selection via web poll
- Media campaign to publicize opportunity to provide feedback
- Coordinate process with zoning change underway for the Mixmaster Riverfront Study Area
- Second Community Meeting with impacted property owners in January 2008 to kick-off process

