

Memorandum



CITY OF DALLAS

DATE April 18, 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

The attached briefing will be presented to the Trinity River Corridor Project Committee at the next meeting on April 22, 2008. Staff has been challenged by Chairman Neumann to expedite the renaming process, and to have it complete (including final Council approval) by the end of June. The briefing will describe the process by which we expect to accomplish this.

If you have further questions, please let me know.

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

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

Attachment

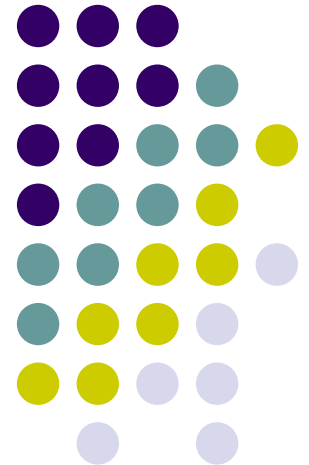
c: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Ryan S. Evans, First Assistant City Manager
Ramon F. Miguez, P.E., Assistant City Manager
A.C. Gonzalez, Assistant City Manager
David Brown, Interim Assistant City Manager
Dave K. Cook, Chief Financial Officer
Deborah A. Watkins, 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

INDUSTRIAL BLVD. RENAMING

Choose Your Transition

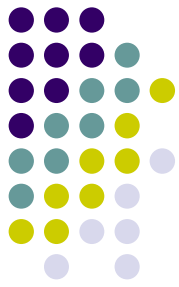
PROCESS AND STATUS

April 22, 2008



Industrial Blvd. Renaming

Choose your transition



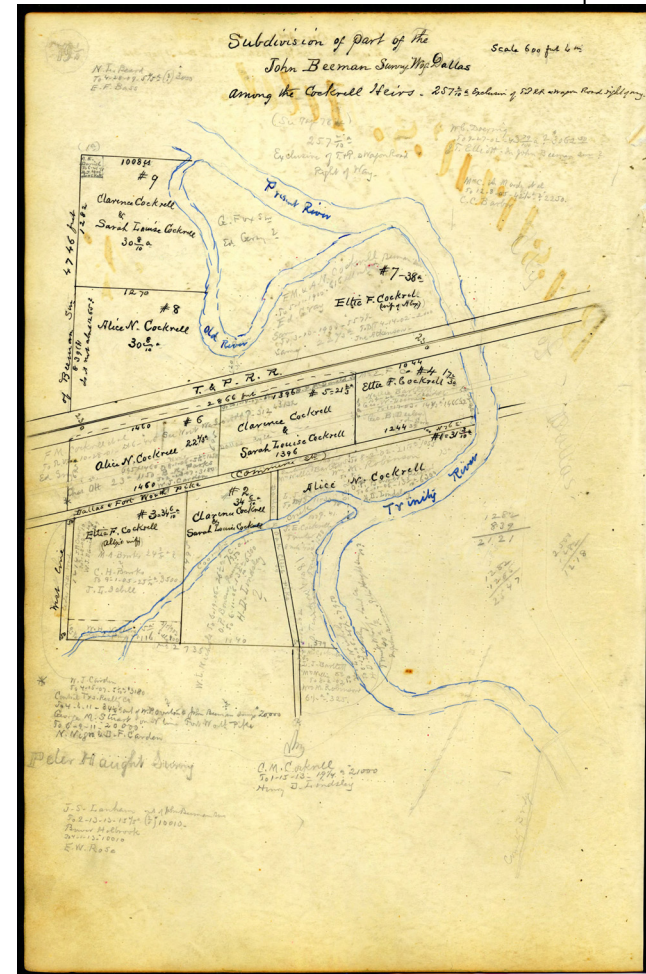
- In preparation for the significant changes taking place along Industrial Blvd., the name change supports the new branding and will help alter city-wide perception
- The name of the boulevard will be changed to reflect:
 - Economic development
 - Recreational choices
 - Transportation improvements and access
 - Advanced floodway improvement

Industrial Blvd. Renaming Choose your transition



Changing the Trinity River

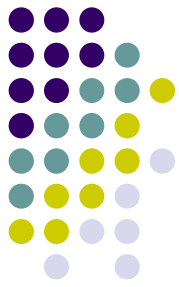
- City archives indicate that the name Industrial Blvd. first appeared in City documents in 1930s
- The name of the street appears after the flow of the Trinity River was changed to its current river course
- Due to its close proximity to downtown Dallas, Industrial Blvd. is a key transportation corridor along the Trinity River



**Outside source map
of area - 1936**

Industrial Blvd. Renaming

Choose your transition



Changing a Name

- Today, the Trinity River is changing again
 - An opportunity to choose a new name for Industrial Blvd. to capture this remarkable time for Dallas – a time of transition
 - It needs a new name that will capture the spirit and goals of the Trinity River Corridor Project
 - Citizens will be asked to participate in this change and **choose their transition** from the Trinity River Corridor of yesterday to the vibrant new corridor of tomorrow

Industrial Blvd. Renaming

Choose your transition



What do we mean by “Choose Your Transition”

- This is a time to focus on the future and the most complex and the largest urban development effort in the history of Dallas
- It is an opportunity to participate in the change by assisting in the selection of a new name for Industrial Blvd.
- Change is not easy, but it can be empowering for all business owners and stakeholders involved
- This time of transition, between the Industrial of today and the one of tomorrow, gives us the chance to embrace the past, celebrate the future, and discover our destiny
- Participate in the process by choosing a new name for the street and leading the way for a vibrant new corridor

Industrial Blvd. Renaming Choose your transition



Perimeter of the name change

- Only rename the segment of the street featuring the name Industrial Blvd.
 - Exclude Irving Boulevard segment from name change consideration
 - Exclude Market Center segment from name change consideration

Industrial Blvd. Renaming Choose your transition

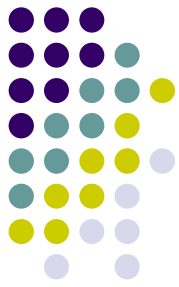


Official Name change standards

- No duplicate or near duplicate names
- One name for the renaming of Industrial Blvd.
- Name may not identify a tenant or product
- May not exceed 14 characters
- May not contain hyphens or apostrophes
- Historic street names may not be changed (Industrial Blvd. is not an historical name)
- GIS and Development Services review the submitted names to ensure compliance with the standards

Industrial Blvd. Renaming

Choose your transition



Preliminary List of Suggested Names

- City Center Boulevard
- Stanley Marcus Boulevard
- Riverfront Boulevard
- Rivergate Boulevard
- Riverwalk Drive
- Urban Centre Drive
- Urban Center Drive
- Frank Wozencraft Way
- John Neely Bryan Boulevard
- River Shore
- River Valley
- Trinity Lakes Boulevard
- Trinity Valley Boulevard
- Riverview Boulevard
- Del Mar Avenue (Spanish Of the Sea)
- Sol Rio Boulevard (Spanish for sun or sunny river)
- Great River Street
- Trinidad Avenue (Spanish for Trinity)
- Rio Que Salta Drive (Jumping River)
- Feuve Du Soleil (French for Sun River)
- Coeur du Fleuve (French for Heart of the River)
- Del Fiora Avenue (Spanish for The Flower)
- Diplomat Boulevard
- Discovery Park Avenue
- Discovery Park Drive
- River Wind Boulevard
- Water Echo Boulevard
- Edgewood Boulevard
- Voz del Rio Drive (Spanish for Voice of the River)
- Dorado Boulevard (Spanish for gold)
- Texas Avenue
- Bridgeview Boulevard

Original list of names was compiled by Trinity Commons and city staff

Stakeholders will have the option to provide their own suggestions

Industrial Blvd. Renaming

Choose your transition



Key components and milestones

Key components and milestones



- April 18th – Postcards were sent out to 330 property owners and businesses with addresses (or frontage) on Industrial Blvd. (see attached map)
 - Notice of Stakeholder meeting on April 29th
 - Request to submit suggested names by end of business on April 25th
 - Options for sending in suggested names:
 - Website (www.trinityrivercorridor.org)
 - Email (judy.schmidt@dallascityhall.com)
 - Mail to City Hall, Trinity River Corridor Project Office
 - Phone (214-671-9025)

Key components and milestones



- April 29th – Stakeholder Meeting, 5:30 p.m., City Hall Auditorium
 - List of suggested names compiled during the previous week will be presented
 - Stakeholders will be asked to produce a short list of 10 names to be considered
 - Stakeholders will provide input on when the name change will take effect (to allow them adequate time to incorporate name change for their property/business)
- May 6th – Trinity River Corridor Project Committee Meeting
 - Short list of 10 names will be presented to the committee
 - Committee will select the top 3 names for final voting by the public

Key components and milestones

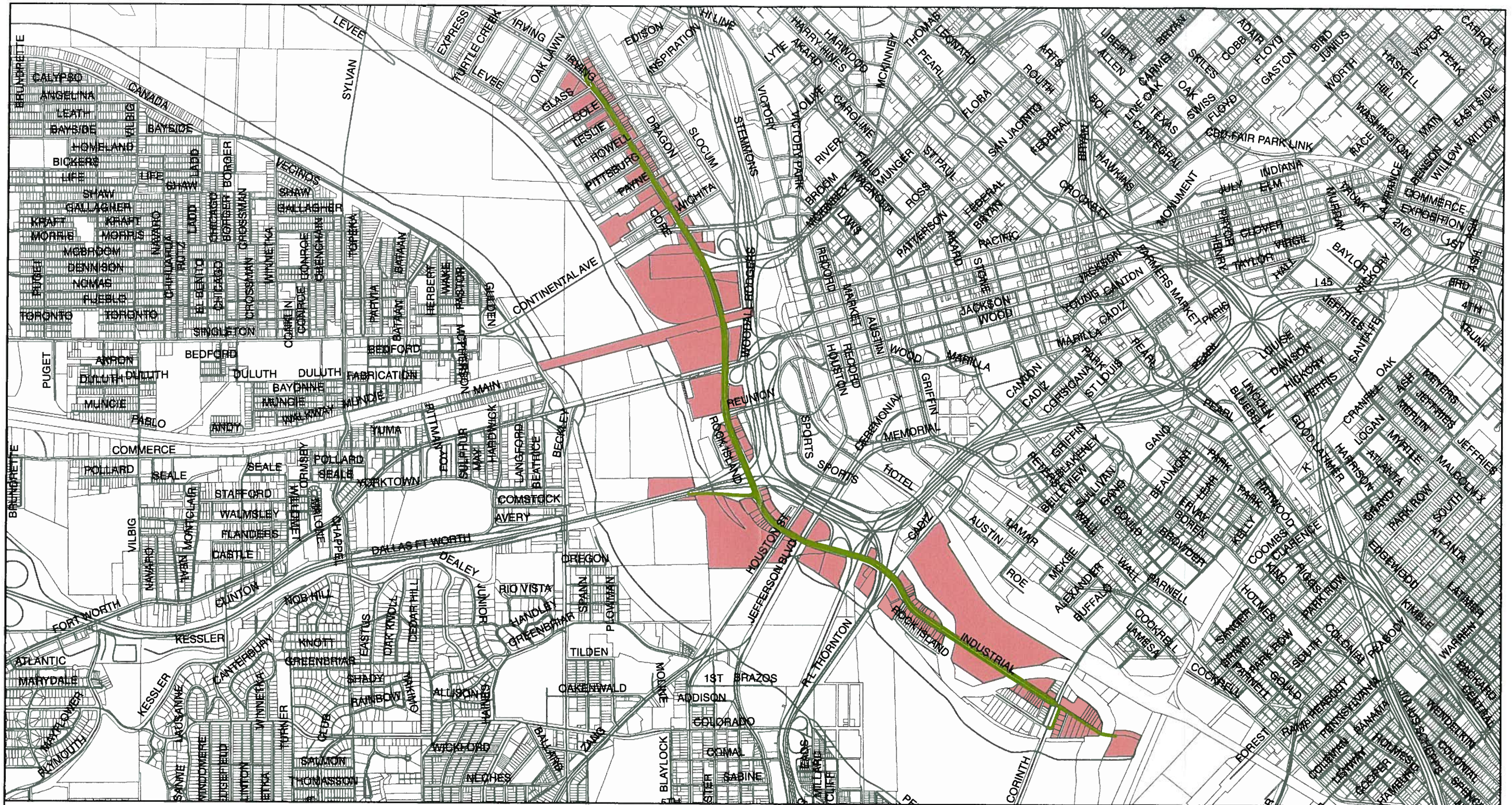


- May 7-23 – Names will be reviewed by City Departments and the U.S. Postal Service for compliance with street naming protocol
- May 26-30 – City-wide public voting on top 3 names
- June 3rd – Trinity River Corridor Project Committee is asked to endorse top name
- June 4th – Public notice of name change (newspaper ads, signs, written notification)
- June 19th – Subdivision Review Committee and City Plan Commission are asked to endorse top name
- June 25th – City Council is asked to endorse top name
- TBD – Name change will take effect based on input from Stakeholders at April 29th meeting



Follow up

- Name change will be coordinated with Police and Fire Dispatch
- Randomly selected voter from public voting will be awarded a special prize (TBD)
- 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



Legend

- Industrial Blvd
- Parcels Notified of Community Meeting

Industrial Boulevard Notification Area

