



REVITALIZE NORTH AVENUE



UNIVERSITY BLVD

NEW STREET, NEW NAME!

SECURING THE FUTURE OF NORTH AVENUE IN 2017

Dear Mayor Taggart and Members of City Council,

I am writing to show the North Avenue Owners Association support for the CMU 20,000 initiative to change the name of North Avenue to University Boulevard and develop a plan to finish the North Avenue Complete Street Project. While the name change will help to give the corridor a fresh start and discard the stigma North Avenue has earned over time, the completion of the planned improvements are needed to live up to the name.


The name change will be beneficial to many businesses in making a connection with the mass of students, staff, and visitors to the University but the current condition of the street is a deterrent.

The change does not come without some cost and the North Avenue Owners Association will continue to support the City of Grand Junction and North Avenue business owners through the transition as well as identifying any potential resources to provide financial assistance, possibly expanding the Commercial Catalyst Program, for those experiencing an extraordinary cost.

We urge you to make a commitment to change the name and develop a timeline for the completion of the needed upgrades to this important corridor. It is crucial for the long-term success of our community.

The first phase of the worthy project is almost complete and it gives a sense of what the future of this corridor will become. Thank you for your commitment thus far and in advance for taking the next step! We support you!!

Sincerely,


Poppy Woody, President
North Avenue Owners Association

