

## NorthAvenueNow.com



October 16, 2017

Dear Honorable Mayor Taggart and Members of Council:

*NorthAvenueNow.com* is a website that was designed and published in September as a result of your decision to rename North Avenue to University Boulevard. The website's goal is to collect in one place as much of the documentation and evidence available to illustrate the “story” of how the renaming came about and the substantial costs that will be paid by the North Avenue businesses if the street is renamed.

We are aware that the CMU 20000 Steering Committee wrote a letter to you, dated October 13<sup>th</sup>, in which they formally request “... City Council reconsider its previous formal designation of the North Avenue name change.” This is an excellent suggestion.

In September, *NorthAvenueNow.com* published the same idea:

**“Isn't it time for City Council to start over with this process  
of attempting to rename North Avenue?”**

**Outreach to all businesses on North Avenue in a planned, systematic  
and verifiable way would be a good place to start.**

**Engage the business owners about the pros and cons of the renaming.**

**Communicate with North Avenue businesses throughout the entire process,  
especially before any permanent and costly change is made.”**

*See, <https://www.northavenuenow.com/do-businesses-agree%3F>.  
Also see, City's new 2017 Strategic Plan, Fourth Strategic Directive.*

As you know, on last Friday, the same date as the CMU Steering Committee's letter to you, *NorthAvenueNow.com* delivered to each of you a spiral-bound booklet that included the “List of Costs and Expenses” forms completed by more than 30 North Avenue businesses describing thousands of dollars that the businesses will have to pay out of their own pockets if the street is renamed.

We are expecting many more of these forms to be completed and turned in because more than 170 individual North Avenue businesses have been personally contacted and given forms to complete. However, now we are hopeful that the businesses will not have to complete more forms, nor will they be facing a financial hardship in March 2018.

The CMU Steering Committee's letter states that they have “recently” learned that renaming North Avenue “has also become an inadvertent distraction from the broader outcomes” envisioned by the CMU 20000 Initiative. Therefore, they are proposing that your decision to rename North Avenue should be rescinded.

**We know that the majority of North Avenue businesses will wholeheartedly recommend that you follow this advice from the CMU Steering Committee.**

*NorthAvenueNow.com* agrees with the CMU Steering Committee's proposal that you consider formal endorsement of the CMU 20000 Initiative, without the North Avenue renaming component.

We would also like to make a suggestion regarding the “five-member task force” that the CMU Steering Committee is proposing that you appoint:

**The task force needs six members if CMU and the Chamber of Commerce still want you to consider renaming city streets.**

Since both 12<sup>th</sup> Street and North Avenue can potentially be impacted by street renaming resolutions, **each** of those streets should have a business representative on the task force. If the other four task force members are from CMU, from City Council, from the City Planning Department, and from the CMU Steering Committee, then that would be six members total.

Thank you for your consideration.

Sincerely,

Ann Duckett,  
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