



**Grand Junction City Council**

**Regular Session**

**Item #6.a.**

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**Meeting Date:** August 16, 2017  
**Presented By:** Kathy Portner, Planning Manager  
**Department:** Community Development  
**Submitted By:** Kathy Portner, Planning Manager

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**Information**

**SUBJECT:**

A Resolution Renaming North Avenue to University Boulevard Between I-70B (on the East) to 1st Street (on the West)

**RECOMMENDATION:**

At the July 17, 2017 Workshop, City Council asked that this be brought forward for consideration.

**EXECUTIVE SUMMARY:**

CMU20000, the Grand Junction Area Chamber of Commerce, and the North Avenue Business Owners Association are proposing to change the name of North Avenue to University Boulevard. The street name change would be effective March 1, 2018.

**BACKGROUND OR DETAILED INFORMATION:**

In 1881 when George Crawford of the Grand Junction Town Company named the northernmost road in the fledging community North Avenue and the southernmost road South Avenue, such was likely as much a matter of practicality as anything else. While the names given by the Town Company have remained, changing the name of North Avenue to University Boulevard, a change first suggested in 2014 by Levi Lucero, a long-time resident of the City, is wholly consistent with Crawford's pioneering spirit.

Mr. Lucero has repeatedly demonstrated that spirit with his continuing push for recognition of the importance of Colorado Mesa University by changing the name of the street. For many years he canvassed property and business owners, consulted with City and Colorado Mesa University officials and again recently delivered petitions to the

City Council to change the name of the street. The most recent petitions have over 1,000 signers in favor of changing the name to University Boulevard, a name that has significant relevance, importance and meaning because of the presence of and continued growth of Colorado Mesa University.

CMU2000 recently brought together 200+ business and community leaders to brainstorm about priorities. The number one recommendation was to start the initiative by changing the street names. Both the Chamber of Commerce and the North Avenue Owners Association endorse changing the name of North Avenue to University Boulevard, believing that the name change will help to give the corridor a fresh start along with the recently completed improvements and the planned improvements.

Recognizing that the name change will require property and business owners to revise their mailing address, promotional materials and business supplies and to minimize the cost and disruption that may be caused, it is proposed that the name change not be effective until March 1, 2018. Upon the effective date of the name change, mail will continue to be delivered for 12 months, even if it is addressed as North Avenue. Further, the Chamber of Commerce has indicated that their staff will be available to assist business owners with any challenges related to the name change.

CMU20000 believes this is an opportunity for the City to demonstrate its support for university growth, to broadcast the important economic impact the university has and will continue to generate and to bring the university and community closer together.

**FISCAL IMPACT:**

The Transportation Engineering division will complete all sign fabrication and installation in-house. Material cost is estimated at \$22,000 and 348 labor hours for fabrication and installation.

**SUGGESTED MOTION:**

I MOVE to (Approve or Deny) Resolution No. 47-17 - A Resolution Renaming North Avenue to University Boulevard Between I-70 B (on the east) to 1st Street (on the west)

**Attachments**

1. Proposed Resolution

**CITY OF GRAND JUNCTION, Colorado**  
**RESOLUTION NO. \_\_\_-17**

**A RESOLUTION RENAMING NORTH AVENUE TO UNIVERSITY BOULEVARD  
BETWEEN I-70 B (ON THE EAST) TO 1<sup>ST</sup> STREET (ON THE WEST)**

**RECITALS.**

In 1881 when George Crawford of the Grand Junction Town Company named the northernmost road in the fledging community *North Avenue* and the southernmost road *South Avenue*, such was likely as much a matter of practicality as anything else. While the names given by the Town Company have remained, changing the name of *North Avenue* to *University Boulevard*, a change first suggested in 2014 by Levi Lucero, a long-time resident of the City, is wholly consistent with Crawford's pioneering spirit.

Mr. Lucero has repeatedly demonstrated that spirit with his continuing push for recognition of the importance of Colorado Mesa University by changing the name of the street. For many years he canvassed property and business owners, consulted with City and Colorado Mesa University officials and again recently delivered petitions to the City Council to change the name of the street. The most recent petitions have over 1,000 signers in favor of changing the name to *University Boulevard*, a name that has significant relevance, importance and meaning because of the presence of and continued growth of Colorado Mesa University.

Roads are often named for landmarks or as Crawford did with *North* and *South Avenues*, for the streets' location in the community. As well, roads are named for the commerce or industry found on or accessed therefrom. Because *North Avenue* is no longer the northernmost road in the City and because CMU is a landmark in its own right and serves as a significant center of intellectual and economic commerce in and for the City and the region, the City Council finds that the proposal to rename *North Avenue* to *University Boulevard* is in the best interests of the community. Furthermore, the City Council thanks and commends Levi Lucero for his civic mindedness in pursuing the name change.

The City Council acknowledges that the name change will require property and business owners to revise their mailing address, promotional materials and business supplies; to minimize the cost and disruption that may be caused, the name change will not become effective until March 1, 2018. The United States Postal Service has advised City staff that mail will be delivered during the 6 month transition if the mail is addressed as *North Avenue* or *University Boulevard*. Following the effective date of the name change mail will continue to be delivered for 12 months even if it is addressed as *North Avenue*.

Colorado Mesa University, first as a junior college and now as an institution offering certificates, associates, bachelors, masters and doctoral degrees, has been part of the City since 1925 and in a few short years will be celebrating its 100<sup>th</sup> anniversary. Given

its past, current and future importance in and to the community and because Mr. Levi Lucero championed the cause, Colorado Mesa University will be acknowledged as both the landmark and the industry that it is by changing the name of North Avenue to University Boulevard.

**NOW, THEREFORE, BE IT RESOLVED THAT** the City Council of the City of Grand Junction does hereby rename North Avenue to University Boulevard between I-70 B on the east and 1<sup>st</sup> Street on the west, effective **March 1, 2018**.

Dated this \_\_\_\_ day of \_\_\_\_\_ 2017.

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President of the Council

ATTEST:

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Interim City Clerk