

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)

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 100th 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 1st Street on the west, effective **March 1, 2018**.

Dated this 16th day of August 2017.



President of the Council

ATTEST:



Interim City Clerk

