



STEMMONS CORRIDOR BUSINESS ASSOCIATION

RENAMING OF INDUSTRIAL BOULEVARD

Topic:

On October 15th, SCBA Board of Directors voted unanimously to support the following resolution:

RENAMING OF INDUSTRIAL BOULEVARD

Whereas, on November 6th of 2007, the citizens of Dallas voted to reaffirm their support of the Trinity River project;

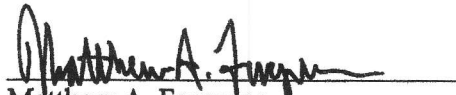
Whereas, the Trinity project will attract significant re-development in and around the Trinity corridor;

Whereas, the Trinity River Corridor Comprehensive Land Use Plan identified Industrial Boulevard as a spine connecting downtown neighborhoods along the east side of the levee, serving a major transportation and urban design role;

Whereas, SCBA represents approximately 5,000 business and property owners in the Stemmons Corridor (20% of Dallas' tax base), including the Market Center, Medical District, and Trinity Industrial / Design Districts;

And whereas changing the name of Industrial Boulevard presents an opportunity to showcase what will be one of Dallas' greatest resources;

Now therefore, the Stemmons Corridor Business Association is in support of changing the name of Industrial Boulevard to Riverfront Boulevard.


Matthew A. Ferguson
Chairman of the Board and President