RESOLUTION NO.

WHEREAS, the original 1839 Waller Plan for the City of Austin was one square mile divided into 14 orthogonal blocks and included a network of 20 foot wide alley ways between streets that have served the city since its founding; and

WHEREAS, the Waller Plan included names for North-South streets based on the names of Texas rivers and East-West streets based on Texas native trees which was later replaced with numbers in 1884; and

WHEREAS, the alley ways of downtown have not had any publicly identifiable names during the entirety of their history; and

WHEREAS, alley ways can serve several important functions that are critical to the operations of businesses, the mobility of vehicles and cyclists, or as public space for pedestrians; and

WHEREAS, in April 2013, the City of Austin collaborated with a group that included members of the Downtown Commission, Design Commission, Art Alliance, the University of Texas and the Downtown Austin Alliance to activate an alley and demonstrate the possibilities for placemaking in that setting; and

WHEREAS, the group's subsequent report, "Activating Austin's Downtown Alleys as Public Spaces" from October 2013, recommended that an early step that the City can take is to adopt a process for naming Austin's downtown alleys and creating signs at the entrances of the alleys; and

WHEREAS, the Downtown Austin Wayfinding Master Plan from June 2013 explores ways to navigate from one place to another using various communication tools, however it did not include alleys; and

WHEREAS, a naming convention would provide an identity to alleys for purposes of both wayfinding and placemaking; **NOW, THEREFORE,**

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

Approve a resolution directing the City Manager to solicit the feedback of the Downtown Commission and other stakeholders for a naming convention or naming process for the downtown alleyway grid and report back to council within 180 days.

ADOPTED: _____, 2014   **ATTEST:** _____

Jannette S. Goodall
City Clerk