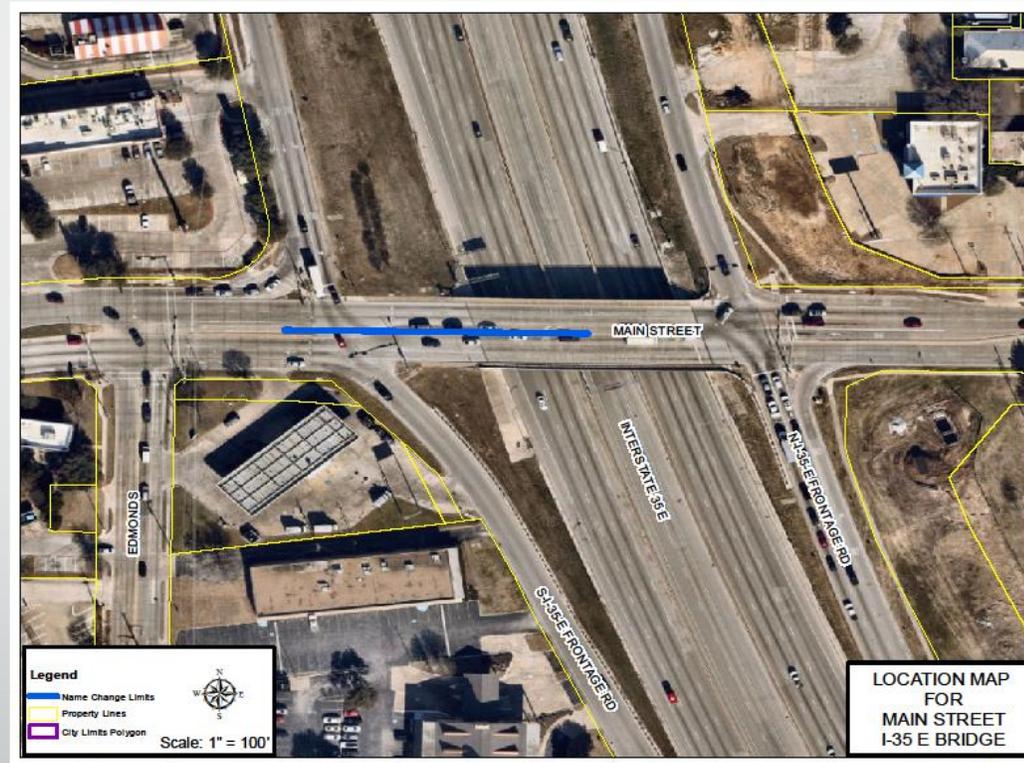


Consideration of
Renaming West
Portion of Main Street
Bridge to Fighting
Farmers Way



May 15, 2023 City Council Workshop

Formally Rename (Center Point of Bridge to West I-35 ROW)

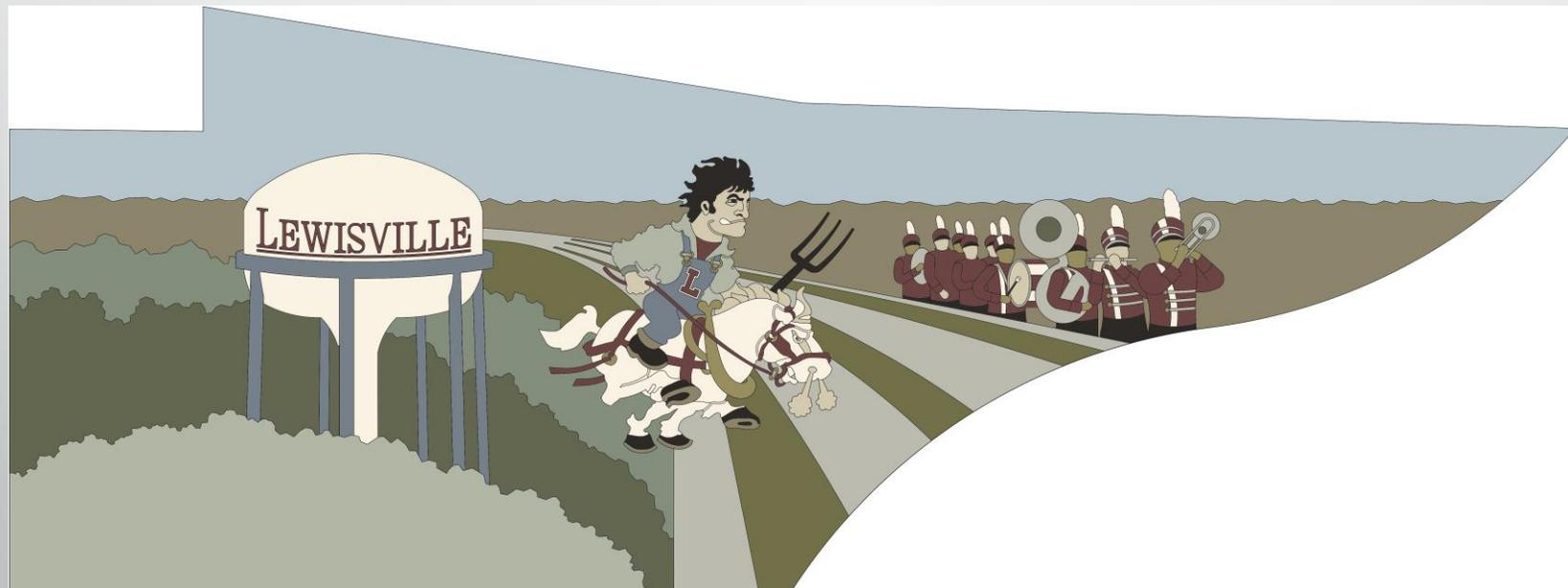




Why Rename?

1. Corridor Identity, Community Pride
2. TxDOT to provide directional signs and City ability to add street name to the bridge
3. Loss of the Water Tower
4. Inability to include “Fighting Farmers” wording on the interchange murals

Aesthetic Package



Aesthetic Package



Example Bridge Lettering Options



Bolted On Metal Lettering

Est. Cost \$21,500 (inc. design)



Embossed Lettering

Est. Cost \$22,000 (inc. design)

Example Main Lane Signage (provided by TxDOT)





Name Change Process & Considerations

- Public Hearing and Ordinance Adoption
- Public notice of public hearing in paper
- Affects no parcel addresses – so no written notice required to individual property owners
- Results in preferred bridge and interchange signage (confirmed with TxDOT), but street name change west of the bridge would only be ceremonial. Other than the signage on the interstate and bridge face, the name West Main Street would remain.
- Minimal driver, delivery, emergency service confusion
- Optional Street Name Blade Change for all of Main Street West of center of bridge to Flower Mound City Limits.

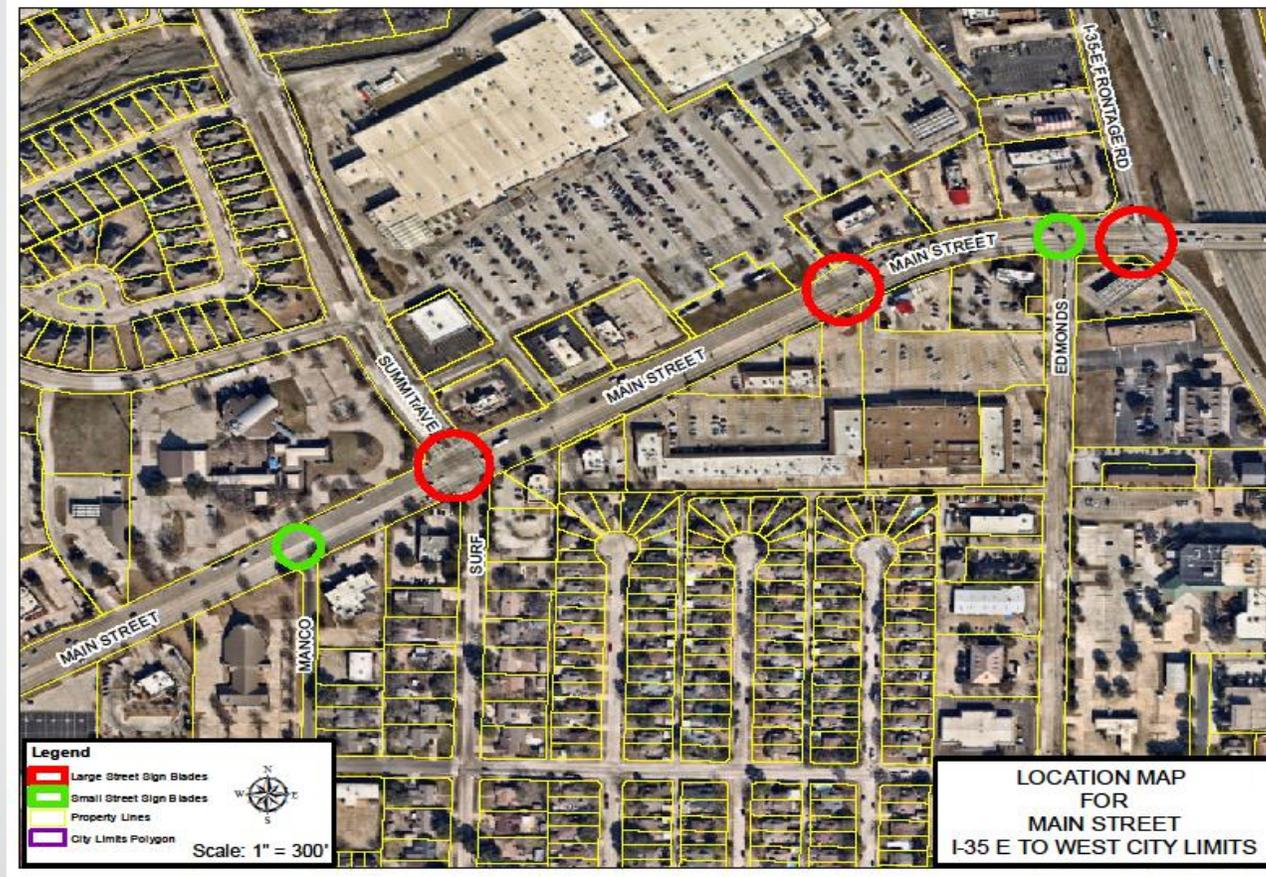
Corridor Identification

Street Name Blade Option for Large
Intersections

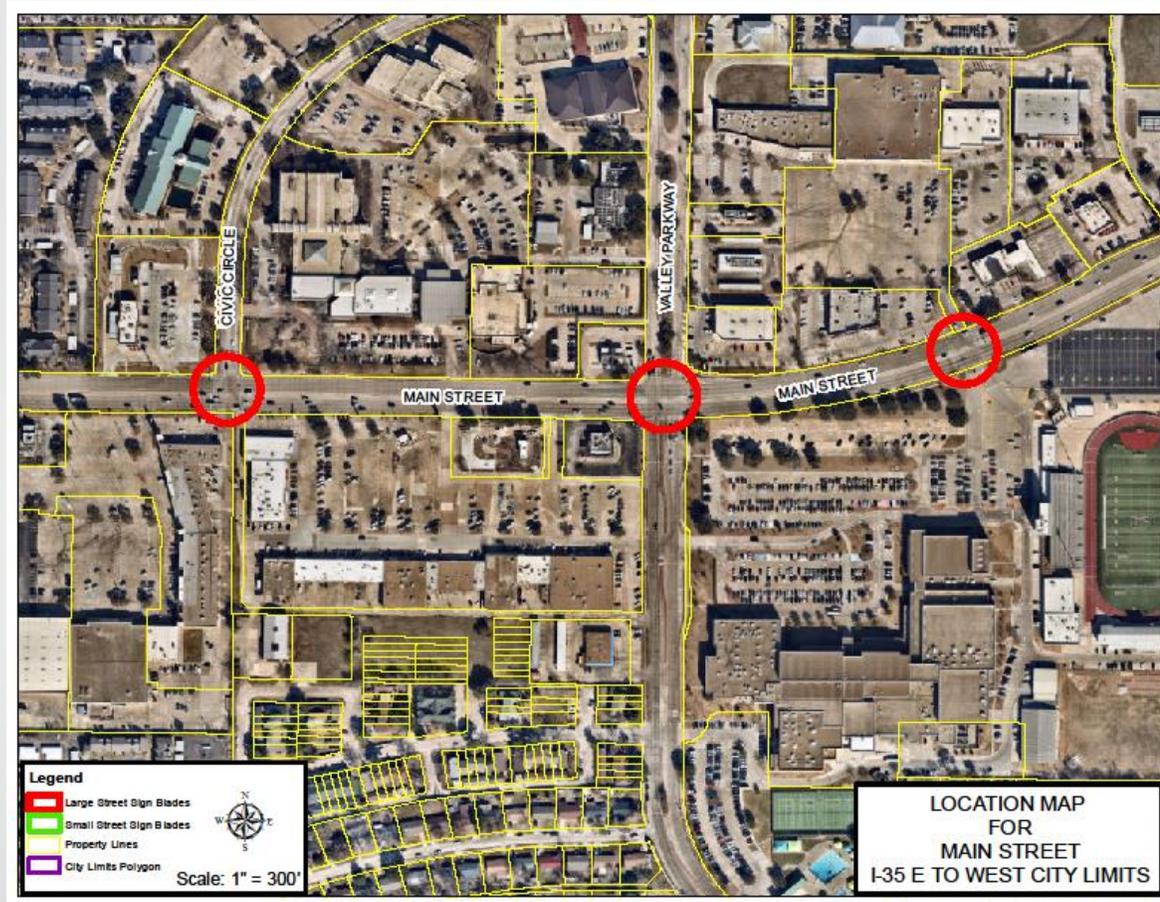




Street Name Blade Options



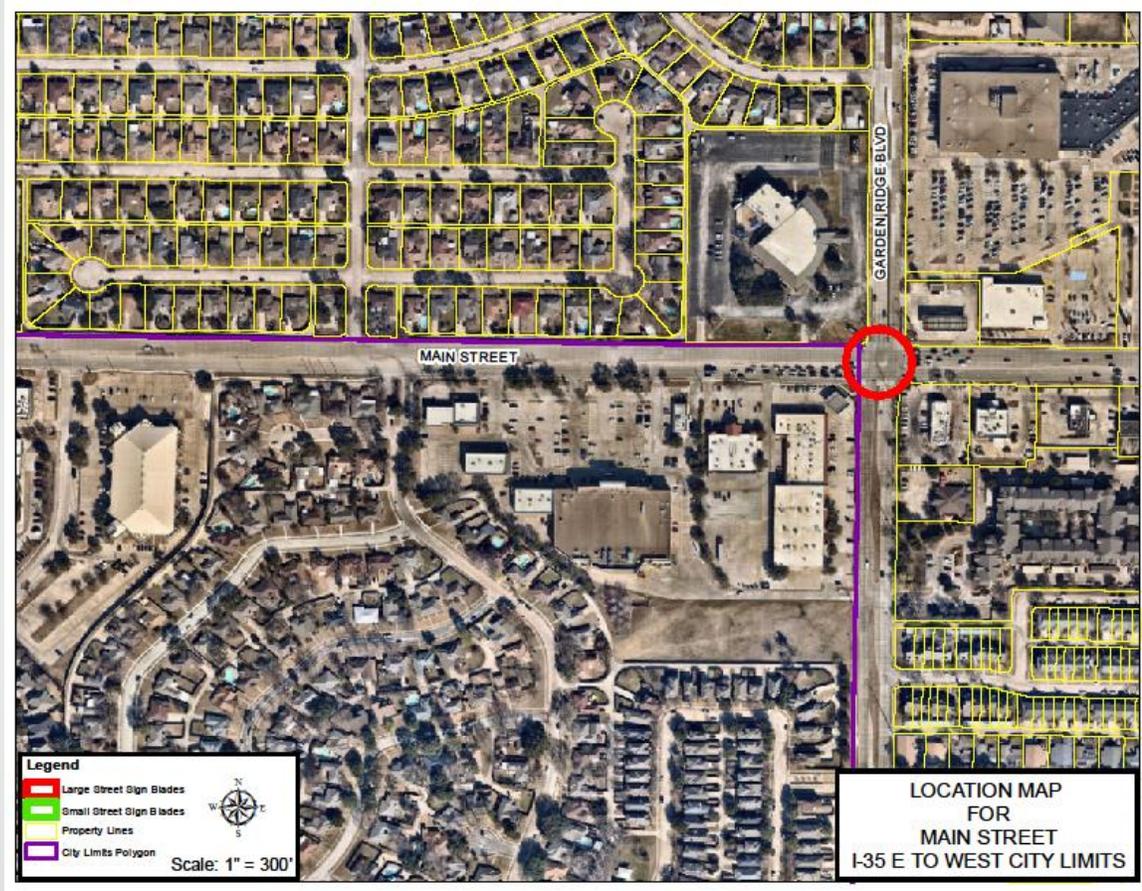
Street Blade Locations



Street Blade Locations



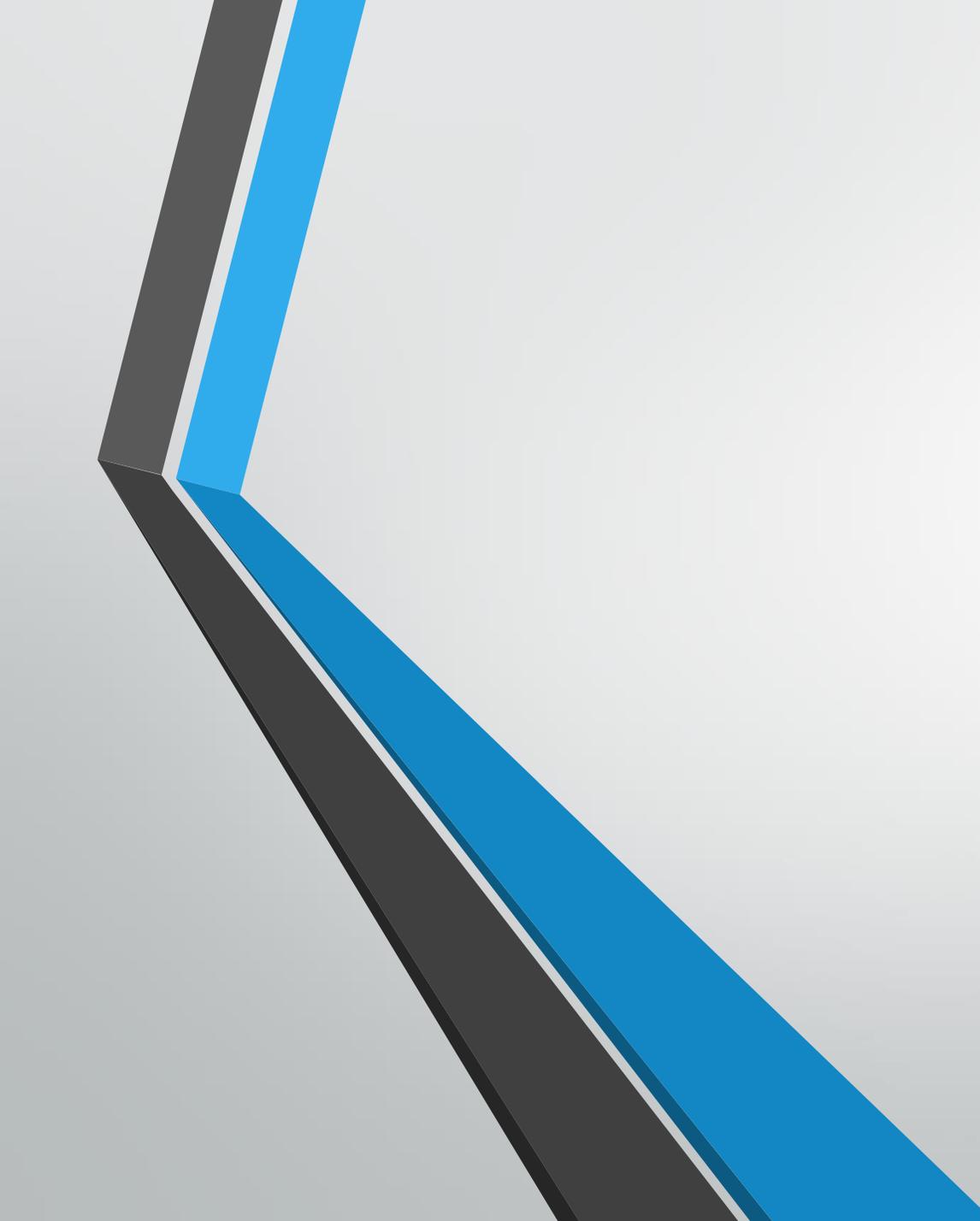
Street Blade Locations



Street Blade Locations

Street Name Blade Location & Cost

- 29 Street Blades mounted on traffic signal mast arms @ \$597 Ea. (\$17,313)
- 6 small street blades mounted above stop signs @\$93 Ea. (\$558)
- **Total Cost = \$17,871**



Direction Needed

1. Pursue Street Name Change?
2. Bridge Lettering Option?
3. Street Blade Change?