



CITY OF KYLE

Community Development Department



MEMORANDUM

TO: Mayor & City Council

FROM: William Atkinson, City Planner

DATE: Tuesday, July 18, 2017

SUBJECT: Proposed Street Name Change, Goforth Road

REQUEST

City staff requests to allow a street name change for the following sections of Goforth Road:

- North/South Section (I-35 & Goforth Rd near Oaks of Kyle apartments to Breadbasket & Texaco)- **Change to Philomena Drive.**
- East/West Section (Breadbasket & Texaco to PEC substation east of Lehman High School)- **Change to Bunton Creek Road.**

TEXT OF THE ZONING ORDINANCE

Sec. 38-332 - General

- (a) The council shall be the final authority on the naming or renaming of any public place and shall memorialize said naming or renaming by the passage of a resolution of the governing body.
- (b) The council shall be duly authorized to remove the name of any public place should removal be affirmed by the same.
- (c) Before the council will take a vote to ratify a resolution naming or renaming a public place, a public hearing must be held before the city council. This may occur at the same meeting as consideration of the resolution naming or renaming.
- (d) Existing names of public places carry recognition and should take priority over considerations for renaming except in special circumstances as determined by the council.

- (e) Recommendations to name or rename a public place, if not initiated by council, must originate by application. To be considered by council, the item must be sponsored by a seated councilmember per naming procedure in [section 38-334](#)....

Sec. 38-333. - Naming criteria.

- (a) The more prominent a public place, the more significant the naming should be.
- (b) Names should be appropriate to the particular public place by reflecting native wildlife, history, flora, fauna, geographic area, natural or geological features, or honoring individuals or families significant to Kyle as determined by council.
- (c) Consideration should be given to reflecting the city's ethnic and cultural diversity.
- (d) Corporate naming in exchange for due consideration shall be allowed on a case by case basis, but only by agreement for a defined term as approved by council.
- (e) The following questions should be considered for determining naming significance:
 - (1) Will the name have historical, cultural and social significance for generations to come?
 - (2) Will the name engender a strong and positive image?
 - (3) Will the name memorialize or commemorate people, places or events that are of enduring importance to the community or the nation?
 - (4) Will the name engender significant ties of friendship and mutual recognition and support within the community or with those outside of the community?
 - (5) Will the name be identified with some major achievement or the advancement of the public good within the community or the nation?
 - (6) Will the name be particularly suitable for the facility based on the location history of the facility or the surrounding neighborhood?
 - (7) Will the name have symbolic value that transcends its ordinary meaning or use and enhance the character and identity of the facility?

- (8) Will the naming request that accompanies a financial gift result in the undue commercialization of the facility?

ANALYSIS

Following a presentation by staff at the March 7, 2017 to change the name of the recently completed “Goforth Extension” or Philomena Drive (as platted), council wanted a better direction to take for renaming Philomena Drive to better match the existing Goforth Road to the south. After much internal discussion, staff returned with a potential solution at the March 21, 2017 city council meeting. Instead of renaming Philomena Drive, a proposal was brought forth to rename the stretch of Goforth Road from the Oaks of Kyle to the Breadbasket & Texaco. This stretch would continue the name Philomena Drive.

In addition to this idea, to help clear up the confusion and alignment of Goforth Road, staff presented the idea to rename the east/west stretch. This stretch starts at the Breadbasket and runs east to the PEC power substation (past Lehman High School). Staff proposes to rename this stretch as Bunton Creek Road, to continue the same road that currently exists from the intersection of I-35 & Bunton Creek Road (Hampton Inn) to Miscellaneous Steel Inc.

Staff did contact the Texas Historical Commission to confirm that Goforth Road is not a designated historic roadway.

At the time of writing this report, two public town hall meetings have been scheduled, with one meeting being held. The second town hall meeting will have happened on Thursday, July 13th.

The City of Kyle proposes to change the names for the following reasons:

- **Less confusion and increased efficiency relating to emergency service response times.** As the City of Kyle swells in population, it is imperative to have clear addresses and routes to addresses to better respond to emergencies.
- **Less confusion relating to street names.** Better continuity related to “the same physical road” that have different names. As the city grows, new residents and businesses/services will be helped by providing clearer routes.
- **Increased clarity relating to mail, parcels and delivery services.** The U.S. Postal service is expanding in relation to the growth of the Kyle area. As they train new employees and update their addressing systems, it helps to clear up potential confusion when delivering mail or parcels.

When considering a name change to a public area, in this case a street/road, the Council should consider the following:

- **Geographic Area-** As it relates to Bunton Creek, one can travel by car from I-35 to all the way to the actual Bunton Creek. Considering a portion of the road is already named Bunton Creek Road, it is a valid idea to continue the name of the road as such. Additionally, as Seton Hospital platted the recently completed

extension (Philomena Drive), the hospital creates a geographical draw to the area (especially as it relates to emergency services). It makes sense to continue the name of Philomena Drive to southern terminus of Goforth Road.

- **Strong & Positive Image-** Renaming the Goforth Road will provide a much stronger and positive image, than it currently does. Currently the name of Goforth Road feels disjointed and unorganized. With it renamed and better organized it will help, in part, present a stronger community image.
- **Engender significant ties of friendship and mutual recognition-** The continuation of Philomena Drive, specifically, will be well received by the Seton Family of Hospitals. St. Philomena is the patron saint of infants & children, which ties into the healing nature of hospitals.
- **Advancement of the public good-** When routes and or addresses are organized in better or more efficient pattern, emergency services and public services such as the post office, public works, etc., will be able to respond faster and potentially in life saving manners.

If Council approves the resolution to rename Goforth Road, staff will ensure it will be effective on a date certain. This ensures adequate time for staff to update all the addressing systems as appropriate. It also allows for citizens and business entities to contact appropriate people and vendors in a timely manner.

Recommendation

- Storage facilities (without vehicle storage) should not provide for long term parking for most the property (only office area). Most customers pick up and drop off within a short time frame. Parking should meet minimum standards for the Warehouse zoning district for employees and appropriate parking for the office area as determined by city council.

To help ensure appropriate parking ratios are in place, the Holm's Self Storage site plan has been submitted for your review. Staff asks that the Mayor & Council approve a waiver allowing the site plan as proposed.

ATTACHMENTS

1. Map
2. Timeline
3. Resolution