



Cesar Chavez Street Renaming Engagement Plan, Cost Analysis and Timeline

Austin Equity and Inclusion | Austin Communications and Engagement
Austin Transportation and Public Works | Austin Economic Development

May 26, 2026

Agenda

- Background
- Community Engagement and Outreach Plan
- Business and Economic Impact
- Map of Area
- Street Naming Process and Cost Analysis
- Key Considerations
- Next Steps

Background

April 3, 2026, memorandum from Mayor Pro Tem Vela, and Council Members Fuentes, Velasquez, and Qadri directed cross departmental collaboration to develop a plan that:

- Assesses the potential cost associated with renaming the street for the City, individuals living or operating businesses along Cesar Chavez street;
- Engages community particularly Latino leaders, labor unions, residents, businesses, and displaced communities;
- And identifies a timeline for the process.

Previous and Current Name

- Water Avenue – original name, 1839
- Water Street or First Street – 1887
- Cesar Chavez Street – current name, 1993

Community Engagement and Outreach Plan



Engagement Goals

- Equitable, inclusive, transparent, and reliable engagement process to:
 - Understand community views on whether to change the street name, and
 - If so, identify community-informed options for a new name

Target Audiences

- Stakeholders along East/West Cesar Chavez, including:
 - Current, previous, and displaced residential property owners and tenants
 - Corridor institutions (schools, churches)
 - Businesses along East/West Cesar Chavez
- Labor unions and Latino community leaders

Community Engagement and Outreach Plan



- **Total of 3 engagement opportunities**
 - 2 in-person meetings (locations to be decided)
 - 1 virtual meeting

- **Meeting Structure**
 - Information about history, costs, and impacts
 - Comment cards available to collect feedback
 - Opportunity to complete survey via SpeakUp Austin

Street Name Options



Community Suggestions

- East First Street
- Dolores Huerta – Co-founded National Farm Workers Association
- Jorge “George” Pastore – Senior Police Officer, died in the line of duty 2023

Community Engagement and Outreach Plan



Proposed Engagement Timeline

Timeline	Activity
June 2026	Prepare for engagement - finalize materials, project page, etc; confirm meeting locations, meeting design, etc.
July – August 2026	Conduct stakeholder outreach; promote, conduct community meetings and survey
September 2026	Compile/analyze findings and prepare public engagement report
Fall 2026	City Council considers next steps



Business and Economic Impact



- 153 businesses operating along East and West Cesar Chavez Street. These businesses represent a diverse mix of industries and organizational sizes
- Businesses and residents along the corridor would incur their own costs associated with an address change.
 - Administrative
 - Physical and Marketing
 - Digital and Online
 - Opportunity
- **Prior Impact:** During the Menchaca Road renaming process, some businesses publicly estimated tens of thousands of dollars in rebranding and updating costs.

Business and Economic Impact



Business Community Engagement

- EDD will lead focused engagement with business community in alignment with overall Community Engagement and Outreach Plan
- Engagement will include:
 - Utilization of Economic District relationships (East Cesar Chavez Merchants Association, and other business networks)
 - Surveys
 - Information Sessions

Map of Area (COA + TxDOT Jurisdictions)



- COA: Mopac to Lamar and N. IH-35 Frontage to 183
- TxDOT: Lamar Blvd to S. IH-35 Frontage

Street Renaming Process

Requires:

- Proposed street name
- Majority property-owner support
- Department & emergency services review
- City Council resolution approving name
 - May also waive portions of the City Code, as needed



Ongoing community engagement and outreach

Code Provisions to be Considered

(Chapter 14-5 Street Name Change)



- § 14-5-2 – Application and Fees
 - Application and processing fee of \$1,600
 - City-initiated changes may submit a fee waiver
 - Community-submitted applications must include support from not less than 50 percent of abutting property owners (not applicable to City-initiated changes)
- § 14-5-6 – Owner Notification
 - Department shall notify abutting property owners
 - TCAD research indicates approx. 450 addresses, including 153 businesses
- § 14-5-7 – Recommendation to Council and Council Action
 - If an abutting property owner opposes the proposed name change, Council shall hold a public hearing before taking action

Cost Analysis



Item	Cost	Other Considerations
City Street Signs	~\$11,200	
TxDOT + CTRMA Highway Signs	~\$400,000 - \$1,200,000	Large highway signs, toll lane signs are digital; range of costs include design plans, traffic control costs for installation
Economic District Custom Street Signs	~\$10,000	
Community engagement	~\$10,000	Shared responsibility across departments
Notification mailings	~\$2,500	Required to notify of name change (after name is determined)
Total Estimated Costs	~\$423,700 - \$1,223,700	
Additional costs: • CTRMA, TxDOT coordination	TBD	TxDOT may be able to implement a partial "sticker type" adjustment (not full replacement) at no-cost to City

Key Considerations



- **Significance to the community**
 - This road has **cultural and historical significance**, requiring an intentional, inclusive and impactful community engagement process
- **Cost**
 - Citywide signage updates are projected to **cost several hundred thousand dollars**, with additional expenses expected to be absorbed by local businesses and residents
- **Business Impact**
 - Corridor businesses may face **administrative and rebranding costs**, as well as short-term operational impacts
- **Interagency Coordination**
 - Implementation **timelines and costs** are partially dependent on TxDOT and CTRMA

Next Steps



- Receive City Council feedback on proposed approach
- Finalize engagement materials and logistics
- Launch community engagement (July-August 2026)
- Return to City Council with findings in September



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