

Memorandum



CITY OF DALLAS

Date February 26, 2026
To Eric L. Johnson, Mayor of the City of Dallas
Subject **Bridge Name Change – Pettis Norman**

Due the major City of Dallas contributions made by Pettis Norman, I am respectfully requesting the That the Market St. Bridge (Also known as the Jefferson Boulevard Bridge) is to be named in honor of Pettis Norman.

Professional and Community Impact

Pettis Norman has made major contributions to the City of Dallas, such as community leadership, civil rights, business, and economic empowerment impacts. Pettis Norman was a Dallas Cowboys tight end (1962–1970), including helping the team reach Super Bowl V, and remained a beloved figure in the Dallas sports community long after his playing career; and

Civil Rights Advocacy

Mr. Norman was an active civil rights advocate in Dallas in the 1960s, participating in protests and marches aimed at ending segregation and inequality in the city during a pivotal time in its history. He worked to address racial segregation within professional football and in the community, including pushing for integrated hotel accommodations and joining local marches; and

Economic Leadership and Business Achievement

After retiring from football, Mr. Norman became a successful businessman in Dallas, including ventures in banking, real estate, franchising, and transportation. He was one of the first Black banking executives in Dallas, serving as an assistant vice president in business development early in his post-NFL career; and

Civic and Economic Inclusion

Mr. Norman founded the Dallas Together Forum, a coalition of corporate leaders focused on expanding minority hiring and business contracting opportunities for women and minority-owned firms — a pioneering effort for inclusive economic development in the region. His work helped shape corporate engagement with issues of diversity and economic opportunity locally; and

Recognition and Honors

Mr. Norman received repeated congressional recognition for his community efforts and contributions, including acknowledgments in the Congressional Record for leadership and civic service to Dallas and beyond. He was inducted into multiple halls of fame and received numerous civic awards, reflecting his impact both on and off the field.

Street/Bridge Name Change – Pettis Norman

February 26, 2026

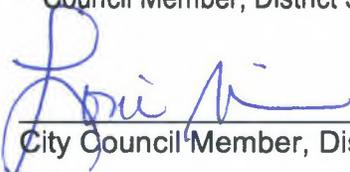
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Your attention to this matter is greatly appreciated.

Respectfully,



Zarin D. Gracey
Council Member, District 3



City Council Member, District 8



City Council Member, District 4

City Council Member, District __

City Council Member, District __

March 4, 2026

WHEREAS, Pettis Norman has made major contributions to the City of Dallas, such as community leadership, civil rights, business, and economic empowerment impacts; and

WHEREAS, Pettis Norman was a Dallas Cowboys tight end (1962–1970), including helping the team reach Super Bowl V, and remained a beloved figure in the Dallas sports community long after his playing career; and

WHEREAS, Mr. Norman was an active civil rights advocate in Dallas in the 1960s, participating in protests and marches aimed at ending segregation and inequality in the city during a pivotal time in its history. He worked to address racial segregation within professional football and in the community, including pushing for integrated hotel accommodations and joining local marches; and

WHEREAS, After retiring from football, Mr. Norman became a successful businessman in Dallas, including ventures in banking, real estate, franchising, and transportation. He was one of the first Black banking executives in Dallas, serving as an assistant vice president in business development early in his post-NFL career; and

WHEREAS, Mr. Norman founded the Dallas Together Forum, a coalition of corporate leaders focused on expanding minority hiring and business contracting opportunities for women and minority-owned firms — a pioneering effort for inclusive economic development in the region. His work helped shape corporate engagement with issues of diversity and economic opportunity locally; and

WHEREAS, Mr. Norman received repeated congressional recognition for his community efforts and contributions, including acknowledgments in the Congressional Record for leadership and civic service to Dallas and beyond. He was inducted into multiple halls of fame and received numerous civic awards, reflecting his impact both on and off the field;

NOW, THEREFORE,

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

SECTION 1. That the Market St. Bridge (Also known as the Jefferson Boulevard Bridge) is to be named in honor of Pettis Norman.

SECTION 2. That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly resolved.

March 4, 2026

2/27/26
DATE

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District 3
DIST. NO.

District 3
DIST. NO.

District 4
DIST. NO.

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DIST. NO.



REQUEST TO RENAME THE HOUSTON STREET BRIDGE
TO
PETTIS B. NORMAN BRIDGE

This request is not rooted in sentiment — it is rooted in history, impact, and justice.

When Pettis Norman arrived in Dallas in 1962 to play for the Dallas Cowboys, our city, like much of the nation, was deeply divided. At great personal and professional sacrifice, he chose to use his platform not for personal gain, but for progress. He built relationships across racial, political, and economic lines at a time when doing so required uncommon courage.

He met privately with business leaders, pastors, elected officials, and civil rights leaders, serving as the quiet mediator in rooms where conversations were difficult, but necessary. He believed Dallas could be better, and he devoted his life to changing the landscape of our city.

Many would say that because of Pettis Norman, Dallas grew more culturally aware, more politically respectful, and more intentional about diversity within its corporate leadership. His work helped shape the tone of collaboration that defines much of our city's progress today. He did not seek headlines; he sought healing. He did not pursue power; he pursued unity. He did not build monuments; he built bridges between North and South Dallas, among communities of faith, and across boardrooms and neighborhoods.

Renaming the Houston Street Bridge to the Pettis B. Norman Bridge, would not simply honor a former professional athlete, it would honor a statesman of Dallas. A man who used his influence to lift others and to strengthen the moral fabric of this city. A bridge is not just infrastructure, it is a symbol, and no symbol could more appropriately reflect Pettis Norman's life's work.

The momentum behind this effort continues to grow, and it's time that we permanently connect Pettis Norman's name with the very thing he dedicated his life to creating — connection. While Pettis Norman was not a wealthy man in material terms, he was rich in the things that matter most — moral courage, integrity, and compassion. Pettis lived with a steadfast commitment to "the least of these," never seeking recognition, never asking what he would gain, only what he could give. His wealth was measured in lives lifted, barriers broken, and bridges built. And that is a legacy far more valuable than any personal fortune.

Let's champion this initiative and ensure that future generations who cross this bridge will know the name of a man who helped Dallas cross its own bridges of division.

Below is a preliminary and steadily growing list of distinguished leaders who have enthusiastically embraced the effort to rename the Houston Street Bridge in honor of Pettis B. Norman. Their letters of support are included, and additional endorsements are forthcoming in the weeks ahead.

Ms. Arcilia Acosta – CEO CARCON Industries & Construction & Immediate Past Chairwoman, Dallas Citizens Council

Mr. Joe Alcantar – Co-Chair Dallas Together Forum & Former Chairman Dallas City Plan Commission

Ms. Linda S. Baker – Market President for Argent Trust Company/Dallas, TX

Mr. Victor Burke – Former Executive Vice President of Operations for DART

Ms. Mary Coane – SVP & Wealth Advisor, Argent Trust Company/Dallas, TX

Ms. Lora Davis – Founding Member of Davis Stephenson, PLLC

Mr. Tom Dunning – Chairman Emeritus Lockton Dunning & Former Chair Dallas Citizens Council

Mr. Rodney Ellis – Senator & Commissioner Harris County, Houston

Mr. John Garda – Managing Director, Longford Capital Management, LP

Ms. Helen Giddings – Former State Representative Texas House District 109

Mr. Zarin Gracey – Councilman District 3

Mr. Calvin Hill – Former Teammate Dallas Cowboys & Cowboys Consultant

Mr. Peter Johnson – Prominent Civil Rights Leader

Mr. Ronald Kirk – US Trade Representative Obama Administration, Former Dallas Mayor & Sr. Counsel Gibson, Dunn & Crutcher

Mr. Tom Landry, Jr. – Son of Dallas Cowboys Coach & President of Landry Investment Group, Inc

Mr. Terrence G. Maiden – CEO Russell Glen Company

Mr. Rene Martinez – Special Assistant to President East Texas A & M University

Dr. Lee Monroe – Former President Paul Quinn College & Consultant

Mr. Erle Nye – Chairman Emeritus TXU Corporation

Mr. John Wiley Price – Dallas County Commissioner District 3

Mr. Mike Rawlings – Former Mayor Dallas & Vice Chairman of CIC Partners

Ms. Melanie Saxton – Autobiography collaborator on the Pettis B. Norman book

Mr. Brad Sham – Voice & Announcer for Dallas Cowboys

Mr. William T. Solomon – Chairman Emeritus Austin Industries, Chairman of O'Donnell Foundation & Co-Chair Dallas Together Forum

Mr. Roger Staubach – Cowboys Quarterback & CEO Staubach Corporation

Mr. Vernell Sturns – Former Executive Director of the DFW Airport & Asst City Manager Fort Worth

Mr. Casey Thomas – Former Councilman District 3 & Consultant

Mr. Royce West – Texas State Senator District 23

Mr. J. McDonald (Don) Williams – Chairman Emeritus Trammell Crow Company, Chairman FCE

Mr. Mark H. Wittow – Partner K & L Gates