




City of Tacoma

City Council Action Memorandum

TO: Elizabeth A. Pauli, City Manager
FROM: Brennan Kidd, P.E. PTOE, Assistant Division Manager, Public Works
Ramiro A. Chavez, P.E. PgMP, Director/City Engineer, Public Works 
COPY: City Council and City Clerk
SUBJECT: Resolution - Honorary Street Naming Request ("Bill Evans Place") - North 27th Street between Proctor and Madison Streets - August 6, 2024
DATE: July 22, 2024

SUMMARY AND PURPOSE:

A resolution conferring the honorary street name "Bill Evans Place" for North 27th Street between Proctor and Madison Streets.

COUNCIL SPONSORS:

Mayor Woodards and Deputy Mayor Hines

BACKGROUND:

This Department's Recommendation is Based On: In accordance with Resolution No. 41009, which adopted the amendments to the City's *Policy on Place Names and Name Changes*, honorary street naming requests are reviewed and vetted at several levels: Mayor's Office, individual Departments/Divisions, and the Council's Infrastructure, Planning, and Sustainability Committee. The final review and decision to approve naming requests lies with the City Council. City staff reviewed the naming proposal in accordance with the City's adopted policy and presented the findings to the Infrastructure, Planning, and Sustainability Committee (IPS). On July 10, 2024, the IPS Committee unanimously approved forwarding the proposal to the full City Council for consideration. If the proposed resolution is adopted, two new additional honorary street name signs—displaying "Bill Evans Pl." will be provided at each end of the North 27th Street block from Proctor Street to Madison Street. The existing and official street name of North 27th Street will remain in effect, and the honorary naming/signs will only be informational.

COMMUNITY ENGAGEMENT/ CUSTOMER RESEARCH:

The City's naming policy requires the applicant to conduct the community engagement for the proposal. A signed petition in support of the renaming must be submitted by the proponents of the renaming prior to consideration by the City. For an honorary street name proposal, at least two-thirds of property owners abutting the linear frontage of the affected roadway and fifty percent of those property owners within 500 feet of the proposal must sign the petition in support. This proposal exceeded the minimum requirements outlined in the City's policy.

2025 STRATEGIC PRIORITIES:

Equity and Accessibility:

Approval of this proposal would not likely reduce, nor increase, racial and other inequities, disparities, or discrimination to under-represented communities. Mr. Evans was a community and civic leader that was a vested member and supported of the Proctor Business District area. Bestowing and installing the honorary street naming would provide an opportunity for those new to and familiar with the area to inquire about the naming and learn about the City's and District's history.

Economy/Workforce: *Equity Index Score:* Very High Opportunity
Increase positive public perception related to the Tacoma economy.



Civic Engagement: *Equity Index Score:* Very High Opportunity

Increase the number of residents who participate civically through volunteering and voting.

Increase the percentage of residents who believe they are able to have a positive impact on the community and express trust in the public institutions in Tacoma.

Livability: *Equity Index Score:* Very High Opportunity

Increase positive public perception of safety and overall quality of life.

Explain how your legislation will affect the selected indicator(s).

Economy/Workforce: the support/approval/investment of acknowledging honorary street name signing in the neighborhood business shows Council support and honors those that also were supportive and instrumental in the success of the business district. **Civic Engagement:** the presence of the honorary street name signs may encourage new and old business operators, residents, and visitors to inquire about the name individual and learn of Mr. Evans’ City-supportive actions and thus may be inspired to do similar. **Livability:** the time and investment in enhancing a portion of the City—and specifically a business district and surrounding small businesses—shows City support for a thriving economy and those that support it and the quality of life that results from it.

ALTERNATIVES:

Alternative(s)	Positive Impact(s)	Negative Impact(s)
1. Do not approve.	No potential for ambiguous referencing of the street/location by road users.	Ancillary maintenance (at City’s cost) of existing street name signs/posts would not be carried out concurrently; community interest in Resolution wanes.

EVALUATION AND FOLLOW UP:

If the proposed resolution is adopted, the honorary name will be in effect for 15 years. The City will install and maintain the honorary signs during the 15-year period. At the end of the 15-year period, the signs will be at the end of its expected useful life and will need replacement. Per Resolution No. 41009, if the applicant desires the name to remain in place after the 15-year period, the City will reconvene the staff workgroup to evaluate the proposal, and if approved, the applicant will be responsible for the cost to install any replacement signs.

STAFF/SPONSOR RECOMMENDATION:

Staff and IPS Committee’s recommendation is for Council approval of this request. Honorary naming of this specific city block is appropriate due to Mr. Evans’ presence within, and influence on, this particular business district and associated community.



FISCAL IMPACT:

The initial fiscal impact described below, as it relates to the honorary signs themselves and associated other sign-related needs prompted by the request, will be offset through post-installation reimbursement to be provided by the requester. The City’s naming policy further stipulates that on-going maintenance costs of the honorary signs are the responsibility of the applicant, so long-term costs to the City are expected to be de minimis.

Fund Number & Name	COST OBJECT (CC/WBS/ORDER)	Cost Element	Total Amount
1065 PW Street Fund	662426 / 60000038777	5195000 (Labor) 5295000 (Equipment) 5220100 (Operating Supplies)	\$1,072 (max. estimate)
TOTAL			\$1,072 (max. estimate)

What Funding is being used to support the expense?

The effort is being borne by the Public Works Department Street Operations Division as a street sign replacement task generated by the naming request and thus their full time and materials expended (to install the signs and perform associated work) will be reimbursed by the applicant (per Resolution No. 41009). The applicant is aware of this responsibility and has provided written confirmation of being able to provide reimbursement.

Are the expenditures and revenues planned and budgeted in this biennium’s current budget?

NO, PLEASE EXPLAIN BELOW

Revenues and expenditures for naming proposals are not budgeted. Implementation costs will be billed to the applicant.

Are there financial costs or other impacts of not implementing the legislation?

No

Will the legislation have an ongoing/recurring fiscal impact?

No

Will the legislation change the City’s FTE/personnel counts?

No

ATTACHMENTS:

- Application materials