

MEMORANDUM

TO: Chairman and Members
Jacksonville Historic Preservation Commission

FROM: Christian Popoli, City Planner Supervisor - Historic Preservation

RE: *Renaming Everbank Field Drive to TIAA Bank Field Drive*

DATE: May 23, 2018

Consistent with Chapter 745 of the Jacksonville Ordinance Code on addressing and street naming regulations, requests to rename streets require a review and recommendation from the Jacksonville Historic Preservation Commission. In making a report and recommendation, the Commission shall address the following criteria:

1. The origin of the street name
2. Any historical significance of the existing street name
3. Whether there are any historical structures or landmarks on the subject street
4. Whether the existing name is part of a common theme of street names throughout the community where such street is located
5. The age of the street name
6. Whether the street name is a duplicate street name

Present Street Name: Everbank Field Drive

Proposed Street Name: TIAA Bank Field Drive

Reason for Change: To reflect the new Naming Rights Agreement of the Former Everbank Field to the new TIAA Bank Field as described in Ordinance 2018-0134.

Background: In 2010, the City of Jacksonville entered into an agreement with Everbank Financial Services for naming rights to the Stadium now known as Everbank Field. At the time, the Stadium was sponsored by, and named after the Alltel Corporation. The 2010 naming rights ordinance (2010-726) had renamed the then Stadium Place, to Alltel Stadium Place, to Everbank Field Drive. The current renaming request follows the same process of changing not only the name of the stadium, but the road as well, so the address can be "1 TIAA Bank Field Drive". The road runs from the stadium to Georgia Street.

Report and Recommendation

The origin of the street name and any historical significance of the existing street name

The name has changed three times in the last twenty years, from Alltel Stadium Place to Everbank Field Drive. The current name was designated as part of the naming rights agreement between the City of Jacksonville and the sponsor, Everbank Financial Services and therefore has no historical significance. The new proposed name of TIAA Bank Field Drive is requested as part of the entitled naming rights outlined in ordinance 2018-0134.

Whether there are any historical structures or landmarks on the subject street

There are no historical structures on this lot, or facing this street. The street only interfaces with the modern football stadium.

Whether the existing name is part of a common theme of street names throughout the community where such street is located

The current street name was given in 2010, and is not consistent with any theme throughout any other part of the city.

The age of the street name

The current name dates to 2010, as noted above.

Whether the street name is a duplicate street name

The street name is not a duplicate.

Recommendation: The Planning and Development Department recommends that the proposed street name change from Everbank Field Drive to TIAA Bank Drive be approved.