



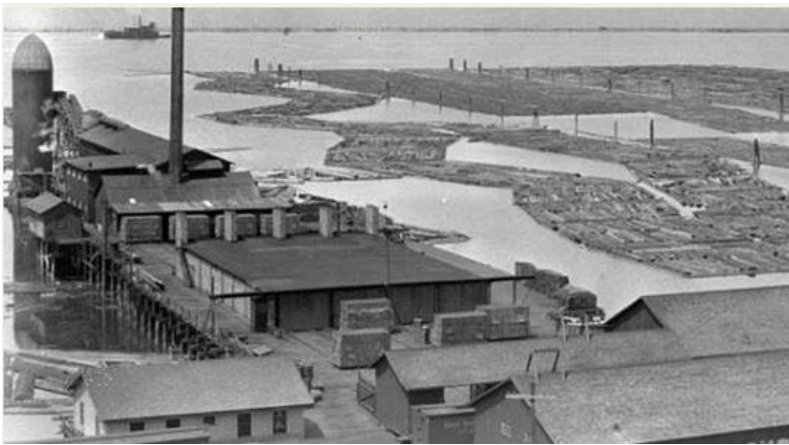
Port of Everett
Waterfront Place Central Naming
Recommendations - Updated
6.17.14

NAMING

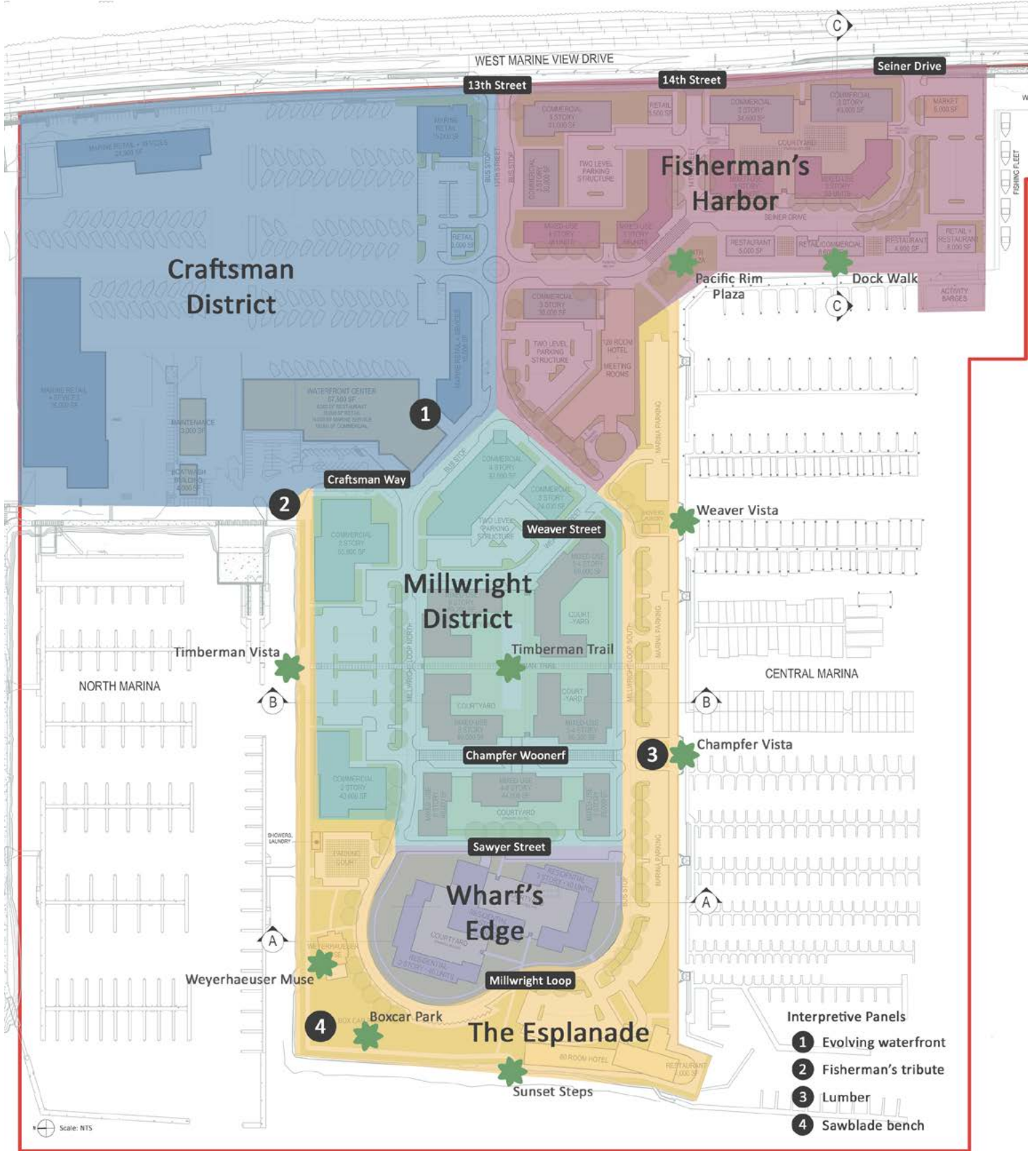
Our primary considerations for naming:

- To create enduring value and to be successful, we feel it is important to develop a name and identity that will create a strong sense of place and community—a place where people of many walks of life feel that they belong.
- Developing a name that will resonate with the new neighborhood's many target audiences, yet that will provoke interest and be a conversation starter for overall neighborhood engagement.
- We looked to several aspects of the project from which we could establish a name and story for the districts:
 - The history of the waterfront, with a focus on the stories of Everett's shingle mills.
 - The location on the Everett waterfront.
 - The spirit of the development which mixes industry, residential, retail and outdoor recreation.
 - The maritime nature of the area's businesses and recreational pursuits.
- We looked for a name that is authentic and timeless. This neighborhood will exist for years and years to come. Equally important:
 - The ability to be authentic and genuine to the Everett experience and population; not a "fabricated" name or experience.
 - Overcoming any lingering perceptions that this is/will be a place only for the privileged few.
 - The name ultimately needs to communicate that this is a district that is integral to the urban Everett experience of the future, while being respectful of the past.

MOOD BOARD



SITE MAP



DISTRICT, STREET, AND PLACE NAME STORIES

DISTRICT NAMES

- **CRAFTSMAN DISTRICT** – Remains consistent.
- **FISHERMAN'S HARBOR** – The Fisherman's Harbor district surrounds the area where the Everett fishing fleet will be located. The activities of the fleet will be front and center, engaging visitors to the waterfront in the working nature of the area as they enjoy the retail, restaurants and services found along the water's edge. A harbor is a body of water where ships, boats and barges seek shelter from stormy weather. When man-made, harbors are protected by breakwaters, seawalls or jetties. As a name, Fisherman's Harbor is direct, describing the activity at the heart of the District. As a District name, Fisherman's Harbor honors the fleet of commercial (and recreational) fishing at the waterfront.
- **THE MILLWRIGHT DISTRICT** – The Millwright District speaks directly to the history of the development area as the site of lumber and shingle mills. It is estimated that over 10 million feet of standing timber moved through the Everett mills in the late 1800's alone. The 14th Street Dock had between 4 and 6 mills for most of the early 1900's with the last of the mills closing in 1962. A millwright, historically, was the person in the mill with a working knowledge of the machinery – a person who kept things running! As a name, Millwright District honors the waterfront's past. At the same time, it speaks to the future, a place where people will operate small businesses (and larger businesses) and keep the mechanisms of their life in motion – whether with recreation, a home or a business.
- **WHARF'S EDGE** – A name from the former development plan for the district, Wharf's Edge is specific to the District's location at the end of the wharf along the water. As a name, Wharf's Edge will provide an immediate sense of location for visitors.
- **THE ESPLANADE** – A name from the former development plan for the district, The Esplanade is specific to the use of the area – a long, casual walkway along the water. Esplanades are often found at the edge of the sea and allow walking and relaxing in low and high tide conditions. As a name, Esplanade provides a sense of a celebrated open space, intended for pedestrians, bikes, relaxing and water views.

DISTRICT, STREET, AND PLACE NAME STORIES

STREET & PLACE NAMES - FISHERMAN'S HARBOR

(Names that retain a connection to the fishing fleet and to Everett's street grid.)

- **SEINER DRIVE** – As a name, Seiner Drive honors the commercial fishermen of the Everett fishing fleet. Seiners are the fishing boats that engage in catching fish through the use of nets. The nets, or seines, hang vertically in the water and catch fish as they swim with the current. As a street name, Seiner Drive speaks to both the current and historical craft of the Everett fishing fleet.
- **13TH STREET** – Port Gardner Way is re-named 13th Street, creating a sense that this is indeed the extension of 13th Street in downtown Everett, reconnecting the waterfront to the city center.
- **13TH AND 14TH STREETS** – These streets are named as such to provide a continuation of the City of Everett's street grid, creating a sense of connection to the downtown.
- **PACIFIC RIM PLAZA** – This is a name that speaks to the global connections that the Port of Everett creates for the City of Everett. The Port, the Naval Station, boating, and as a result Everett as a community are connected through trade to the cities of the Pacific Rim.

DISTRICT, STREET, AND PLACE NAME STORIES

STREET & PLACE NAMES - MILLWRIGHT DISTRICT

(Names that retain a connection to the development site's former use as a site for shingle and lumber mills.)

- **WEAVER STREET** – The 14th Street Dock was the site of a long line of lumber and shingle mills. Work in the shingle mills was dangerous and difficult. The men that packed the shingles had a special skill, placing the shingles in bundles at a high rate of speed. These packers worked with speed, and in a pattern that made their motions appear to be weaving the shingles together. As *The Evolution of a Vibrant Everett Waterfront* notes, the “shingle weaver” originated from this term and became a label for those individuals working in the mills. The book goes on to note that the weavers “exhibited a special blend of fearlessness, toughness, manual dexterity and pride – a quiet pride in their ability to beat the odds and succeed in a foreboding environment.” As a name for a street within the new neighborhood, Weaver speaks to the specific history of the development area and to the people that worked in the mills, and worked to build Everett and the waterfront into a city and a community. The name speaks to the working people of the community – a place for everyone. At the same time, Weaver is reflective of the mixed-use character of the new district – where work and life and recreation weave together.
- **TIMBERMAN TRAIL** – A Timberman is a name for a person working in the logging industry. *The Timberman* was a Pacific Northwest founded lumber journal published in the early 1900's by a young man named George Cornwall. To differentiate and elevate his publication from comparison with other lumber journals he added a tagline “an International Lumber Journal” and established a reputation of “honesty, friendliness and vision” with the writing in his magazine. Cornwall also worked for lumber industry reform and founded and served as longtime secretary of the Pacific Logging Congress, an organization that promoted better logging methods and sanitation. As a name, Timberman has two interesting connections to the mill history of the development site.
- **CHAMPFER WOONERF** – A Champfer is a beveled edge or cut connecting two surfaces. As a woodworking term, the name speaks to the mill history of the development site. At the same time, it is appropriate for a street that not only connects across the development, but also connects activity at either street edge.

DISTRICT, STREET, AND PLACE NAME STORIES

- **SAWYER STREET** – Sawyer is a name that speaks directly to Everett's logging and shingle mill history. A sawyer is a person who saws timber for a living. Before the days of gas-powered saws, sawing was slow and required strong and hearty men. Sawyers generally used pit saws (also known as whipsaws) in teams of two, with the pit-man sanding below the lumber being cut and the top-man standing above. The sawyer was also a key team member in Everett's shingle mills, which were centered on the waterfront at the 14th Street Dock, the historic backdrop for the Port's new development. The sawyer was the person who pushed the red cedar through the circular saws, shingle saws and trimmer saws. A sawyer was an "Everyman," fitting for a street name in a place where all are welcome.
- **MILLWRIGHT LOOP** – The main loop through the District would simply reflect the name of the neighborhood, creating simplicity and recognition.

PLACE NAMES – THE ESPLANADE

(Names relate to the streets, the water experience and to the celebration of the mill history (sawblade bench) within the Esplanade.)

- **THE WEYERHAEUSER MUSE** – The Weyerhaeuser Building becomes the Weyerhaeuser Muse. A muse is defined as a person (or place) that is a source of inspiration. Bringing Everett's history to the forefront of this new development, the building will be a muse to the developers who craft new structures and open spaces around it. As a gathering place for users of the marina and the Port, the building will also be a muse to the people who congregate in it, helping them to be inspired in their meetings and celebrations.
- **BOXCAR PARK** – Boxcar Park refers to the conveyance that first transported the shingles off of the 14th Street Dock upon completion of the Great Northern Railway spur. This new transportation option allowed the shingle mills to rapidly increase production on the waterfront. The first boxcars were utilized in 1893 and were pulled eastward to Minneapolis. Each car was covered with a canvas sign describing the cargo within, as well as noting that the cargo was "From Everett, Wash." As a name, Boxcar Park ties to the sawblade bench and is part of the Esplanade that circles the wharf. It is a name that connects to the history of the development area as the location of shingle and lumber mills.
- **WEAVER VISTA** – The name for the overlook / pocket park at the end of Weaver Street.
- **CHAMPFER VISTA** – The name for the overlook / pocket park at the end of Champfer Woonerf.
- **SAWYER VISTA** – The name for the overlook / pocket park at the end of Sawyer Street.