



701 East Broadway, Columbia, Missouri 65201

Council Memo

Department Source: Community Development

To: City Council

From: City Manager & Staff

Council Meeting Date: May 4, 2026

Re: Honorary Street Naming – Business Loop 70 to “Historic Hwy 40”. (Case # 105-2026)

Impacted Ward: Ward 1

Executive Summary

Approval of the attached legislation would “honorarily” name that portion of Business Loop 70 located within the boundaries of The Loop 70 CID (see attached map) to “Historic Hwy 40” in recognition of its 100th Anniversary of being authorized for construction by the 1926 Federal Highway Act. The “honoratory” naming, if approved, would not impact any existing postal addresses of properties along the designated corridor. Pursuant to existing city policy, brown “honoratory” street signs would be installed at approximately 23 street intersections on the same street poles beneath existing standard green street signs.

Discussion

Staff has received a written request from Carrie Gartner, Executive Director of The Business Loop Community Improvement District (The Loop CID), seeking to designate Business Loop 70 within the boundaries of The Loop CID (see attached map) as “Historic Hwy 40” pursuant to the December 2021 honorary street naming policy. The honorary street naming policy established guidance for requests to name, rename, or add names to existing streets and alleys. Council feedback at the time indicated support for staff to proceed forward with an administrative policy that would not necessarily need to be codified. A copy of the recommended guidelines is attached, with the highlighted line in the table indicating the applicable category for The Loop CID's request.

The proposed Business Loop 70 honorary name is consistent with the criteria for use of secondary street signs, which may commemorate an historic or notable place, person, or event, or signify a historic street name. The segment of Business Loop 70 located within the boundaries of The Loop CID, to be honorarily named, is set to commemorate its 100th anniversary of being authorized for construction by the 1926 Federal Highway Act. The installation of brown honorary street signs at the approximately 23 intersections along the corridor will help demark this historic milestone and further aid in identifying/branding The Loop 70 CID which was officially authorized for formation on April 20, 2015 with the general purpose of improving properties between College Avenue, on the east, and the I-70 Drive SW/Interstate70 eastbound on-ramp roundabout, on the west.

Approval of the requested honorary naming would not impact any existing postal addresses along the corridor. All adjacent property owners to the corridor were notified of this request on March 25, 2026 as described in the attached guides. No public comments have been received today with respect to this matter.

A copy of the request submitted by The Loop CID is attached for review and includes a list of the approximate 23 street intersections that would be the locations of brown “honorary” street signs. The original correspondence from The Loop CID indicated that only 18 locations would be involved; however, after analysis of the intersecting streets within the CID boundaries an additional 5 locations were identified.

Fiscal Impact

Short-Term Impact: City installation of approximately 23 brown “honorary” street signs upon existing/replacement street poles at cross-street intersection from College Avenue, on the east, to the I-70 Drive SW/Interstate 70 eastbound on-ramp roundabout, on the west. Estimated one-time Public Works – Streets Division expenditure for sign production and installation anticipated to cost \$1,000 per sign for a total of \$23,000.

Long-Term Impact: General street-sign maintenance. Expenditure to be addressed with Public Works – Street Division annual budget.

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Not Applicable, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable

Comprehensive Plan Impacts:

Primary Impact: Inter-Governmental Cooperation, Secondary Impact: Economic Development, Tertiary Impact: Economic Development

Legislative History

| Date | Action |
|------------|---|
| 04/20/2015 | Authorized the formation of the Business Loop Community Improvement District (Ord. 22415) |

Suggested Council Action

Approve the “honorary” naming of the Business Loop 70 from College Avenue, on the east, to the I-70 Drive SW/I-70 eastbound on-ramp roundabout, on the west, to “Historic Hwy 40” in recognition of the 100th anniversary of the roadway construction authorization by the 1926 Federal Highway Act. Such action meets all criteria specified for such naming as identified in December 2021 “honorary” street naming administrative policy.