

**COMMUNITY BOARD NO. 2 MANHATTAN
STREET CO-NAMING GUIDELINES
Revised May 8, 2014 by the CB2M Traffic and Transportation Committee
Approved by the Full Board May 22, 2014**

Community Board No. 2 Manhattan (CB2M) has traditionally recommended denial of most street co-naming applications within CB2M's boundaries. These revised Street Co-Naming Guidelines are intended to further clarify CB2M's policy opposing this use of public space for private use except in extraordinary cases.

A. CB2M typically will recommend denial of any street co-naming application unless compelling evidence is provided of all of the following:

1. The person or entity proposed for the co-naming must have contributed in some extraordinary way to the welfare of the block and/or the community with a consistent voluntary commitment and dedication to improving community conditions (e.g., land use, social services, housing, preservation, public safety, civil liberties, transportation, streetscape, environment).
2. The person or entity must have had a longstanding direct presence and relationship with the community (preferably at least 10 years of community involvement) in the vicinity of the proposed co-naming and a special significance for the block.
3. The proposed entity must be a non-profit organization.
- 4.. The proposed co-naming must have the support of a substantial number of residents as well as businesses on the block that's under consideration and significant support from the immediate surrounding community.
5. The person proposed for the co-naming must have been deceased more than five years prior to the initiation of the co-naming.
6. A community group or member of the community must initiate the co-naming process.
7. Objections by family members to the co-naming must be considered.
8. A street co-naming application form must be submitted, accompanied by a petition of community support including signatures, information on the person or entity and co-naming rationale (See Street Co-Naming Request Application and Street Co-Naming Request Instructions).

B. Simply meeting the above criteria does not automatically assure a recommendation of approval of an application, as CB2M reserves the right to recommend denial of applications based on other criteria such as context, visual clutter or proliferation. If the

Board feels that a co-naming, despite meeting all of the guidelines, would tend to bring disrepute upon the community for any reason (e.g., criminal records), or would not, in the opinion of the Board, be looked upon favorably by an overwhelming majority of the residents of the district, application approval also may be denied.

C. CB2M will generally recommend denial of any street co-naming application under the following conditions:

1. Applications for street co-namings that promote commercial activity and benefit in any way or that are related to past commercial activity.
2. Applications for co-naming streets for entertainers or others notable for accomplishments beyond CB2M's boundaries.
3. Applications submitted by a broad constituency outside CB2M's boundaries.
4. Applications for signs to memorialize victims of accidents or disasters, unless also meeting the criteria in paragraphs A-1 through A-9 above.
5. Applications for more than one sign for any person or entity, or for more than one street co-name sign on any individual signpost.

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STREET CO-NAMING REQUEST INSTRUCTIONS

The following items must be submitted:

1. Community Board No. 2 Manhattan Street Co-Naming Request Application, which must be completely filled out.
2. A petition demonstrating substantial community support for the co-naming proposal, which must include the following information at the beginning of the petition above the gathered signatures:
 - The proposed honoree's name and a succinct but detailed explanation (no more than one page) as to why the honoree should have a street co-named after him, her or that entity, along with the name and location of the proposed co-naming. Include a brief biographical description such as the date and location of birth (for an individual) and when the individual/organization became part of the community, the connection between the co-named street and whomever is being honored, and verifiable documentation of his, hers or that entity's contribution(s) to the community's improvement.

STREET CO-NAMING REQUEST APPLICATION

Please complete the following application and submit it with the required materials to the Community Board No. 2 Manhattan office.

1. Applicant's Name:

2. Applicant's Telephone Number and e-mail:

3. Applicant's Address:

4. Applicant's connection to proposed honoree:

5. Proposed Honoree's Name:

6. Is proposed honoree an ___ Individual or ___ Non-profit Organization (check one)

7. Proposed Location for Co-naming:
(NE; NW; SE; SW)

8. Does the proposed location already have a co-name? ___ Yes ___ No

a. If Yes, indicate the current name _____

9. Has any other public area been named after the proposed honoree? ___Y ___N

a. If yes indicate the location _____

Attach any relevant documentation along with the required petition of support from the residents and businesses on the street proposed to be co-named.