

COMMUNITY BOARD NO. 2 MANHATTAN
STREET CO-NAMING GUIDELINES
Revised February 9, 2010 by the Traffic and Transportation Committee
Approved by the Full Board February 18, 2010

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

A. Community Board No. 2 Manhattan 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 block and/or the community.
2. The person or entity must have had a longstanding direct presence and relationship with the community in the vicinity of the proposed co-naming and a special significance for the block.
3. The proposed co-naming must have the support of a substantial number of residents of the block in consideration and significant support from the surrounding community.
4. The person proposed for the co-naming must have died more than two years prior to the initiation of the co-naming.
3. A community group or member of the community must initiate the co-naming process.
6. Objections by family members to the co-naming must be considered.
7. A one-page information sheet about the person or entity must be presented to the Community Board with the request, specifying the reasons why that block should be so co-named.

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

C. Community Board No. 2 Manhattan will 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.

2. Applications for signs to memorialize victims of accidents or disasters, unless also meeting the criteria in paragraphs A-1 through A-7 above.
3. Applications for more than one sign for any person or entity, or for more than one street co-name sign on any individual signpost.