

Final Secondary Street Sign Policy as approved by the Transportation Committee of Manhattan Community Board 4 on 18 April 2007 and the Full Board on 2 May 2007.

Secondary street signs are flat metal panels similar to street or avenue number/name signs usually meant to honor or remember a notable individual or entity. These secondary street signs do not replace the normal, or primary, signs, but typically are mounted above or below the primary sign. Because the placement of secondary street signs is an issue pertaining to the use of public space for private use, Manhattan Community Board No 4 normally reviews and takes an advisory position regarding each application for a secondary street sign before consideration by the NY City Council and/or the Mayor's Office.

Manhattan Community Board No 4 has traditionally recommended denial of most applications but since the Board has recommended approval for a small number of such signs in extraordinary cases, the purpose of this policy is to establish criteria by which the Board will evaluate future applications.

1. The Board will recommend denial of any secondary street sign unless compelling evidence is provided of all the following:
 - A. The person or entity must have had a long standing presence and association with the community in the vicinity of the proposed sign;
 - B. The person or entity must have an extraordinary record of public service to the community, the city, state, country or the world;
 - C. There must be strong local support for the proposed sign, and virtually no opposition from residents or businesses in the immediate vicinity of the proposed sign.
2. Simply meeting the above criteria does not automatically assure a recommendation of approval of an application as the Board reserves the right to recommend denial of applications based on other criteria such as context, visual clutter or proliferation. The Board also reserves the right to suggest alternate locations for a proposed sign.
3. The Board will recommended denial of any secondary street sign under the following conditions:
 - A. Applications for signs to memorialize victims of accidents or disasters, unless also meeting the criteria in paragraphs 1-A through 1-C above;
 - B. Applications for signs that promote commercial activity in any way;
 - C. Applications for more than one sign for any person or entity, or for more than one secondary street sign on any individual sign post.
4. A notice regarding the application must have been placed in multiple locations in the immediate vicinity of the proposed sign at least two weeks prior to the Board's discussion of an application, stating the date, time and location of the Board or committee meeting at which the application will be discussed.