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## COMMUNITY BOARD NO. 2, MANHATTAN

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### COMMUNITY BOARD NO. 2 MANHATTAN

#### STREET CO-NAMING GUIDELINES

Revised December 14, 2023

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 occupation of public space for private use except in extraordinary cases.

**A.** CB2M typically will recommend denial of any street co-naming application for either individuals or entities 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, public participation). Although there are many notable individuals who have made significant contributions to New York City and beyond on a broad basis, CB2M supports street co-namings only for those who have contributed to the greater good of the CB2M community, i.e., within the boundaries of CB2M.
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. If a co-name is proposed for an entity, the entity must be a non-profit organization.
4. The proposed co-naming must have the support of a substantial number of residents and/or businesses on the block that's under consideration and significant support from the CB2M community.
5. The person proposed for the co-naming must have been deceased three years or more 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. Submission Requirements: A Street Co-Naming Application Form must be submitted, accompanied by a Petition of community support that includes at least 100 signatures from people within CB2 only (primarily those on the block and in the immediate area of the proposed co-name location), and, for an Individual, a Biography of the proposed honoree, including birth and death dates, background on the individual's relation to the location and service to the community with the co-naming rationale; for an Entity, the proposed organization's History and Purpose, relation to the location and service to the community with the co-naming rationale. Neither the Biography nor the History and Purpose should be more than one page.

Letters and emails of support are also encouraged from community members, groups, organizations, institutions and others familiar with the proposed honoree's contributions as is any relevant documentation of accomplishments.

(See Street Co-Naming Request Application and Street Co-Naming Petition example below)

9. CB2M is open to supporting efforts at the applicant's expense to display a plaque or the like to describe the co-named person's or entity's community contributions, whether on a building or a sidewalk or a lamp post or other appropriate space nearby.

**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, in its discretion, 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 definitively 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 exclusively 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 or intersection.