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MANHATTAN COMMUNITY BOARD 4
STREET RENAMING GUIDELINES
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Final Secondary Street Sign Policy as approved by the Transportation Committee on September 18, 2024, and the Full Board on October 2, 2024.

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 New York City Council and/or the Mayor's Office.

Manhattan Community Board No 4 has recommended approval for a small number of secondary street signs in the most **extraordinary cases**. Accordingly, 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. Individual prospective honorees must be deceased for a period of at least one year prior to consideration;
 - B. Organization prospective honorees must be incorporated and registered as a Not-for-Profit Corporation under New York's Not-for-Profit Corporation Law;
 - C. Where the proponent sets forth a rationale which demonstrates extraordinary historical significance (such as an historic event or place as recognized by an appropriate historical society) linked to Manhattan Community Board 4;
 - D. The person or organization must have had a long-standing presence and association with the community in the vicinity of the proposed sign. Prospective honorees should have a minimum of ten (10) years community involvement for individuals and fifty (50) years for organizations);

- E. The person or organization must have an extraordinary record of public service to the Manhattan Community Board 4 community;
 - F. 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. As evidence of this local support, the proponent must produce a petition with either: (a) a minimum of 200 signatures (including names and addresses) from those who reside or have a business within 10-square blocks of the proposed sign; or (b) a minimum of 500 signatures (including names and addresses) from those who reside or have a business within the Community Board 4 District; and
 - G. The Applicant must attest to having reviewed the appended materials, demonstrating knowledge of prior applications that have been approved and denied by Manhattan Community Board No 4.
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 recommend 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-F above;
 - B. Applications for signs that promote commercial activity in any way;
 - C. Applications for more than one sign for any person or organization or for more than one secondary street sign on any individual signpost.
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.