



Guidelines for Naming Public Geographical Areas In Community District 10 (Brooklyn) in Memory of Individuals and Organizations

Streets, parks, piers, waterways or other public geographical areas (PGAs) or parts thereof may only be named or re-named in accordance with the following guidelines and further provided that any site sought to be re-named does not already bear a memorial name.

I. GENERAL CONSIDERATIONS

A. General Considerations for Namings:

1. The Board may decline a naming if it feels, in its sole discretion, that such a naming, despite meeting all the guidelines herein, would tend to bring disrepute upon the community for any reason or would not in the opinion of the Board, be looked upon favorably by an overwhelming majority of the residents of the district.
2. Prior to considering a naming at the committee level, the Board will reasonably publicize the proposed naming and will distribute information about the proposed naming in the vicinity of any PGA proposed to be named or re-named. If the PGA is a street, then the information will be publicized on that street and on any street abutting on that street. The significant objections of nearby residents will be given great weight in the Board decision.
3. It is the responsibility of the applicant to demonstrate that the individual or organization for which a naming is proposed meets these guidelines. The applicant must meet this requirement by presenting evidence such as but not limited to newspaper articles, written statements of knowledgeable people, organizational records, birth and death certificates etc., or bringing witnesses to the committee hearing other than the applicant and the family members of proposed honoree. **(Amended June 18, 2012)**
4. The standards set forth in this document are only guidelines for the Board. The Board's decision should be made on the overall application. No single guideline should be determinative.
5. Notwithstanding any guidelines to the contrary, the Board may, in its discretion, approve a naming where the applicant provides a rationale that, although not falling technically within the guidelines, demonstrates extraordinary and highly acclaimed accomplishment or involvement, linked to Community District 10 to such an extent that it meets the spirit of these guidelines. **(Amended June 18, 2012)**

6. These guidelines apply only to namings to honor the memory of individuals and organizations and do not apply to namings commemorating events or identifying a locale.
7. The size of a PGA named for an individual or organization should be the smallest area fitting the honor to be bestowed. Where street namings are involved, generally, naming for individuals or organizations should not exceed one block between two intersections.

II. INDIVIDUALS

A. Individuals – General

1. The proposed honoree must be deceased for not less than two years at the time of the application submission. **(Amended June 18, 2012)**
2. Only one street or park area may be named for any individual.

B. Individuals – Uniformed/Heroic/Infamous

1. PGAs may be named for uniformed force members killed in the line of duty, and:
 - a. who lived in the community at the time of death, or
 - b. who grew up in the district and had close relatives still residing in the district at the time of death, or
 - c. who had significant connections to the community such as being stationed in a local precinct or firehouse, or
 - d. where the line-of-duty act leading to the death occurred in the district.
2. PGAs may be named for any person who dies while engaged in an heroic act, as determined by the Board, and:
 - a. who lived in the community at the time of death or
 - b. who grew up in the district and had close relatives still residing in the district at the time of death or
 - c. who had maintained significant connections to the community, such as owning a business or leading a local civic organization or
 - d. where the act leading to the death occurred within the district.
3. PGAs may be named for any person who dies under infamous circumstances of crime, accident, disease, social circumstance, or the like such that the death itself leads to a greater awareness within society of the cause of death and a concerted effort to address that problem, and:
 - a. who lived in the community at the time of death or
 - b. who grew up in the district and had close relatives still residing in the district at the time of death or

- c. who had maintained significant connections to the community, such as owning a business or leading a local civic organization or
- d. where the act leading to the death occurred within the district.

C. Individuals – Civic Leadership

1. PGAs may be named after any person whose efforts in life were commonly and openly acknowledged, within the community, as having been the primary driving force behind the establishment or construction of the geographic site proposed to be named.
2. PGAs may be named after any person who, in life, demonstrated an extraordinary and consistent voluntary commitment and dedication to the community over a prolonged period of time. Without limitation, such commitment may be demonstrated by primary leadership roles within the generally recognized charitable, civic, educational, governmental, political, religious or merchant groups provided those groups had a significant presence and effect within the community at the time of the individual's commitment. As used in this section "consistent" means a combined commitment in all such leadership roles of at least ten (10) consecutive calendar years and "extraordinary" means a demonstration of leadership having a significant, demonstrable and beneficial impact, not just on the civic group in which the individual held his or her position of leadership but on the community at large.

(Notwithstanding any language herein to the contrary, if the Board views an individual's community commitment to be so extraordinary that it should be acknowledged even though it did not meet the ten (10) year criterion, it may do so). As used herein, "leadership role" is not limited to title such as president, chair, manager or the like, though those titles may be considered. Leadership may be demonstrated by one's generally acknowledged standing within the community or an organization and by the respect and deference earned by the individual in the community-at-large. Commitment may also be established by significant philanthropy to recognized charitable, civic, educational, religious or resident groups, provided such groups had a significant presence and effect within the community at the time of the individual's commitment.

3. PGAs may be named after any elected or appointed governmental officials, who resided in the community at the time they held office, whose tenure was distinguished by extraordinary accomplishment bringing great benefit to the district, or, if the official's duties do not relate primarily to the district, such extraordinary accomplishment as would reasonably be viewed as a great source of pride to the community from which the official hails.
4. PGAs may be named after any person whose accomplishments in business, philanthropy, the arts, the sciences, education, military, government or otherwise are of such extraordinary character as would reasonably be viewed as a great source of pride to the community from which such a person hails and who resided in the district for a significant period of his/her life. **(Amended June 18, 2012)**

5. PGAs may be named after any person of world, national, state or city fame and renown whose professional accomplishments in business, philanthropy, the arts, the sciences, education, military, government or otherwise are of such an extraordinary character that the Board determines that, even in the absence of a direct connection of the community, it would be appropriate to honor his or her memory with the naming of an appropriate PGA of the Board's choosing.

D. Individuals – Victims of 9/11 Events [This section added 10/20/03]

1. Streets, avenues, boulevards, walks, ways and corners and similar transit surfaces in the district may be named in memory of victims of 9/11 related events upon the written request of the relatives or estate representative of the victim.
2. The street sign used for 9/11 memorial street-namings may read in a manner similar to the following example:

John Doe
9/11 Memorial Way

E. Appropriate Sites for Individual Namings [This section re-numbered from 'D' to 'E' 10/20/03]

1. Any street of current or childhood residence;
2. A park location intimately connected to the decedent's life;
3. In the case of category section II above, the location of the act leading to the death;
4. In the case of section II-C above, any street intimately connected with the individual's community involvement;
5. The streets etc., which may be named under section II-D, shall be limited to those of the victim's childhood residence or residence at the time of death, but not both. If the relatives of more than one victim shall apply for the naming of a given street, then each applicant shall be limited to naming one street corner on the block in question. [This sub-section added 10/20/03]

III. ORGANIZATIONS

A. Organizations – General

1. Any proposed organization must be a not-for-profit organization.

2. No organization may have more than one street or park named after it within Community District 10.
3. Organizations may propose that any site that can be named for the organization may, instead, be named, for a founder or other prominent historical member of the organization, subject to the approval of the Board.

B. Houses of Worship, Schools, Hospitals or Other Organizations with Connected Real Estate

PGAs may be named for any of the above provided the organization:

1. has been in existence for at least 40 years, and
2. is economically viable, and
3. has the expectation of continued operation for a prolonged period, and
4. no similar institution is located on the same street, if the PGA sought to be named is a street, or permission from similarly situated institutions has been obtained, in writing, and
5. has demonstrated a commitment to and participation in the civic life of the community in areas other than that area for which the organization was founded.

C. Organizations other than as stated in Section III-B Above

PGAs may be named for any of the above provided the organization:

1. is generally recognized in the community as a national, state or local organization with a demonstrable, extraordinary contribution to the civic life and well-being of the community and
2. has been in existence with a demonstrable presence in the community for at least 40 years and
3. has an expectation of continued and prolonged presence in the community.

D. Appropriate Sites for Organization Namings

1. For those organizations listed in Section III-A, any street upon which the real estate borders which has, for all practical purposes, acquired a secondary meaning within the community, as the location of the organization for which the naming is proposed.
2. For organizations listed in Section III-B, any street or geographical area of the community, so connected to the organization that it has, for all practical purposes, acquired a secondary meaning within the community, as the location of the organization for which the naming is proposed.

3. For any organization, a new facility or street or part thereof which the Board in its discretion, feels would be appropriate to name after the proposed organization because of some historical, metaphysical or aesthetic connection to the site.