

CITY OF HAMPTON FACILITY AND STREET NAMING POLICY

SECTION 1. POLICY PURPOSE

The City of Hampton recognizes that the naming of public facilities and spaces carries historical, cultural, civic, and operational significance. Names should strengthen community identity, support public safety, honor Hampton's history and values, and reflect the City's role as a center of innovation, resilience, military service, maritime heritage, and educational advancement.

This policy establishes a consistent process and criteria for naming and renaming City-owned facilities, streets, parks, trails, buildings, and other municipal assets.

SECTION 2. POLICY OBJECTIVES

The objectives of this policy are to:

1. Promote clear and consistent naming standards;
2. Protect emergency response and navigational clarity;
3. Honor individuals, places, and events with a significant connection to Hampton;
4. Encourage public participation and transparency;
5. Preserve Hampton's historic and cultural identity;
6. Ensure fair and equitable representation across public spaces;
7. Reduce arbitrary or inconsistent naming decisions.

SECTION 3. APPLICABILITY

This policy shall apply to naming of the following City-Owned facilities and properties:

- Public streets and roadways;
- Bridges, tunnels, and transportation infrastructure;
- Parks, athletic fields, and recreational facilities;
- Public buildings and municipal campuses;
- Trails, plazas, waterfront spaces, and public gathering areas;
- City-owned facilities and properties

This policy shall not apply to:

- Temporary event naming;
- Internal room naming unless otherwise directed by the City Manager;
- Naming rights or sponsorship agreements entered into by the City through separate contract;
- Initial street names in new developments or redevelopments by private developers; and
- Private streets not accepted into the City's Street system.

SECTION 4. GUIDING PRINCIPLES

The City of Hampton shall be guided by the following principles in all naming decisions made pursuant to this policy:

A. Public Safety First

Names must support efficient emergency response, navigation, and wayfinding.

B. Hampton Identity

Names should reinforce Hampton's unique identity as:

- America's oldest continuously occupied English-speaking settlement;
- A waterfront and maritime community;
- Home to NASA Langley and aerospace innovation;
- A military and veterans' community; or
- A center of education, resiliency, and innovation.

C. Community Representation

Names, as collectively approved pursuant to this policy, should reflect the full diversity of Hampton's history, neighborhoods, and people.

D. Historical Stewardship

Names should preserve and accurately reflect significant local history and heritage.

E. Transparency and Consistency

The naming process should be objective, understandable, and publicly accessible.

SECTION 5. NAMING CATEGORIES

A. Geographic or Place-Based Names

Naming categories include, but are not limited to:

- Historic Hampton communities or districts;
- Waterways and environmental features;
- Indigenous or historic place names;
- Significant local landmarks;
- Maritime or aerospace themes;
- Native flora and fauna; and
- Cultural and educational institutions.

B. Naming After Individuals

Facilities or streets may be named after individuals who have demonstrated:

- Extraordinary service to the City of Hampton;
- Significant civic, educational, military, scientific, cultural, or philanthropic contributions;
- Lasting positive impact on the community;
- Conduct consistent with City values.

Strong Preference Should Be Given To:

- Individuals with direct and substantial connection to Hampton;
- Individuals whose contributions had lasting regional or national impact tied to Hampton.

SECTION 6. PROHIBITED OR DISCOURAGED NAMES

The following names are prohibited:

- Duplicate or substantially similar street names;
- Commercial or advertising-oriented names unless specifically approved by Council through sponsorship agreement; and
- Names that may reasonably be considered offensive, discriminatory, or divisive;

SECTION 7 . NAMING REVIEW COMMITTEE

The City Manager shall establish a Naming Review Committee consisting of representatives from:

- Hampton Fire & Rescue;
- Hampton Police Division;
- Public Works;
- GIS and Addressing Staff;
- Emergency Communications;
- USPS and other relevant agencies as necessary.

The Committee shall:

- Evaluate naming proposals;
- Review historical and operational impacts;
- Conduct public engagement, as appropriate;
- Make recommendations to City Council.

SECTION 8. APPLICATION PROCESS

Step 1 — Submission

Step 2 — Staff /Naming Review Committee Review

Step 4 – Recommendation

Step 5 – Council Action

Final approval authority shall rest with Hampton City Council.

SECTION 9. RENAMING EXISTING FACILITIES OR STREETS

Because renaming can create operational, financial, and historical impacts, renaming requests shall be considered only under limited circumstances.

Renaming may be Considered When:

- The existing name creates public safety confusion;
- The existing name is inconsistent with community standards or values;
- Significant historical reassessment has occurred;
- Redevelopment or infrastructure changes require renaming;
- Strong public interest supports the change.

SECTION 10. NAMING THEMES FOR FUTURE DEVELOPMENT AREAS

The City may establish thematic naming systems for future growth areas or redevelopment districts.

Potential Hampton themes may include:

- Aerospace and aviation pioneers;
- Maritime heritage;
- Indigenous and colonial history;
- Civil rights and educational leadership;
- Environmental resiliency and waterways;
- “From the Sea to the Stars” innovation themes.

SECTION 11. INTERPRETIVE AND EDUCATIONAL FEATURES

For major facilities or historically significant naming actions, the City may include:

- Historical markers;
- Public art;
- Interpretive signage;
- QR codes or digital storytelling;
- Educational displays.

The City encourages naming practices that help residents and visitors better understand Hampton’s history and identity.

SECTION 12. DONOR OR SPONSORSHIP NAMING

Naming rights associated with donations or sponsorships shall:

- Require a written agreement;
- Be approved by City Council;
- Include revocation provisions;
- Specify duration and terms.

SECTION 13. REVOCATION OR RECONSIDERATION

The City may reconsider naming actions when:

- Significant new historical information emerges;
- Conduct fundamentally inconsistent with City values becomes known;
- A naming agreement is violated.

Any reconsideration process shall include:

- Public notice;
- Opportunity for public comment;
- Council action.

SECTION 14. ADMINISTRATIVE PROCEDURES

The City Manager may adopt administrative procedures necessary to implement this policy, including:

- Application forms;
- Technical addressing standards;
- Signage standards;
- Public engagement procedures.

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Additional Requirements for Street Renaming:

CITY OF HAMPTON POLICY FOR CITIZEN INITIATED STREET NAME CHANGES

This attachment is the currently adopted Policy for Citizen Initiated Street Name Changes (pursuant to Resolution 18-0042)

ATTACHMENT A

January 24, 2018

Purpose:

In some instances, citizens or organizations desire to change the name of public and private streets in the City. The purpose of this policy is to outline the City's Street naming policy and processing procedures. An application fee of \$100 must be submitted with all requests. The City will not be responsible for any costs associated with the street name change for property owners such as but not limited to brochures, stationery, business cards, etc. as well as the cost of notification and other changes related to the change. Because street name changes affect people and inconvenience them, street name changes may only be approved by City Council.

This policy does not apply to street name changes initiated by

the City. Procedures:

1. A citizen or organization, hereinafter referred to as the "petitioner", files a request with the Public Works or his designee requesting the street name change. Request shall include the following:
 - A petition that includes the current street name, the proposed street name, a contact name and number (address and phone number), e-mail address, reason for the change and the application fee. See attached petition.
 - A map showing the location of the street.
 - A listing of property owners affected by the proposed street name and their addresses. Affected property owners include owners of all properties that abut the street in question whether containing an occupied dwelling or not.
2. The Director of Public Works or his designee reviews the package for completeness and confirms accuracy of listing of the names and addresses of property owners affected by the proposed street name change. The Director of Public Works or his designee also coordinates with the Information Technology/GIS Office to verify that the proposed street name meets the following criteria to include but not limited to: is not a duplicate, no directions in name, no more than 14 characters, not similar sounding, etc. and conforms to the USPS Standard Suffix Name and Standard

Abbreviation list found at: https://pe.usps.com/text/pub28/28apc_002.htm according to the type of roadway based on the functional classification and is consistent with the City's Information Technology/GIS Office Address and Street Naming Policy found at: <http://www.hampton.gov/DocumentCenter/View/603>.

3. If the Director of Public Works or his designee determines that the street name request can proceed, a letter will be prepared to the affected property owners. The letter must contain the following: current street name, proposed street name, and a check box indicating whether or not the property owner agrees to the street name change, date on which property owners must respond and a name and phone number in case there are questions. Only those responses received will be used in determining if the 75% approval threshold has been met of the total number of properties. See attached form letter.
4. The request to change the name must be approved by seventy-five percent (75%) of all affected property owners prior to forwarding to City Council for final approval unless the request is due to a duplicate street name. The Director of Public Works or his designee will prepare a letter to the petitioner with reasons why the request is denied. The petitioner will be contacted approximately 10 days before the final response due date as to the status of responders.
5. If seventy-five percent (75%) of the property owners concur with the request, the request will be forwarded to City Council for final consideration. If approved by City Council, the street name change will not be effective for sixty (60) days so the signs can be fabricated and installed. A letter is sent to the petitioner informing him/her of the results.
6. The GIS Office of the Department of Information Technology notifies all affected property owners, City Departments and agencies, the Post Office, and all utility companies of the street name change and effective date

PETITION TO CHANGE STREET NAME

(Please print neatly)

1. Petitioner(s)

Name:

Address:

E-mail Address:

2. Current Street
Name

3. Proposed Street Name:

4. Please describe the reason(s) why you are seeking the street name change:

FILING REQUIREMENTS CHECKLIST

1. The petition with the original signature(s).
2. One (1) copy of a location map accurately showing the location of the referenced street reduced to a paper size not more than 11" x 17".
3. A list of the names and addresses of all persons, firms, or corporations owning all properties affected by the street name change and the tax map number of such properties.

Note to the Petitioner: It is highly recommended that the petitioner seek input from affected property owners and solicit their support of the street name change prior to filing the request with the Department of Public Works. It is the City's policy that seventy-five percent (75%) of all affected property owners must agree to the street name changes initiated by a citizen, or the request will not be approved. Only those responses received will be used in determining if the 75% approval threshold has been met of the total number of properties.

4. Application fee of \$100 made payable to the City of Hampton is enclosed.

I, the undersigned Petitioner, certify that to the best of my knowledge, all statements in this application are accurate and complete, including all required information and submittals. I understand that the costs associated with this request, including postage, the design, fabrication, and installation of the signs., is my responsibility and agree to pay all costs associated with this request.

Name: _____
(Printed)

(Signature)

Completed requests must be returned to:

Department of Public Works
Attention: Right-of-Way Agent
Address: 22 Lincoln Street
Hampton, Virginia 23669
(757) 727-8311

SAMPLE LETTER FORMAT

Date: _____

Dear Citizen:

Please be advised that the Hampton Department of Public Works has received a request to change the name of a street that abuts property you own. The current name of the street and proposed name of the street is as follows:

(Current name of street) (proposed name of street)

The Department of Public Works would appreciate your response to the following question:

Do you support this street name change?

Yes_____

No_____

If no, please explain:

Completed questionnaires must be returned to:

City of Hampton

Department of Public Works

Attention: Right-of-Way Agent

Address: 22 Lincoln Street

Hampton, Virginia 23669

(757) 727-8311

Please return within thirty (30) days from the date of this letter. Only those responses received will be used in determining if the 75% approval threshold has been satisfied

Sincerely,

City of Hampton Honorary Street Name Policy

Honorary street designations are intended to recognize and honor the citywide contribution, impact, or fame of individuals and groups. The honorary designation of a street does not change the official name of the street or the addresses of residences and businesses on the street.

Purpose:

The honorary street designation policy seeks to honor the contribution of individuals and groups in a public setting while minimizing the confusion a permanent street name change has on both emergency services and general travel.

Objectives:

- To ensure that street name designations are "honorary" and at the discretion of City Council
- To ensure that streets continue to retain their official name and remain easily identifiable.
- To ensure that street name designations are accepted by the community/consistent with City values.

Qualifications:

A request for an honorary street designation shall detail the individual's or group's citywide, state or national impact, contribution, or fame. The honoree(s) must currently or have previously resided, worked or have other significance to the City of Hampton. Family member tributes or commercial recognitions do not qualify for honorary street designation. The approval of the request shall be permanent, unless otherwise directed by the City Council.

1. The following criteria shall be used in determining the appropriateness of the designation:
 - a. An individual of historical or cultural significance.
 - b. An individual or group that has made a significant positive impact on the city, state or country. This impact must be well documented and broadly acknowledged within the community and by the City of Hampton.
 - c. An individual or group donating to the City of Hampton and/or the use of land or facilities for community purposes.
2. The honorary designation must be consistent with City values and not negatively impact the City's ability to carry out its functions fully and impartially.
3. The honorary designation of a street is a high honor and should not be done casually. The honor is reserved for individuals or groups that have made extraordinary

- contributions to the city and the community through their achievements.
4. Permission from an individual's family or group representative should be obtained prior to naming.
 5. Permission from the majority of affected property owners on the street should be obtained.
 6. No designation request that has been rejected by the City within the preceding five (5) years shall be considered.

Application Process:

Requests shall be made on a City provided application form to the Director of Public Works. The completed form must detail the location and the honorary designation desired. The Application must be accompanied by a written justification for the designation, family/estate consent form (if applicable) and an application fee of \$100.00. Public Works staff will review the application and make a recommendation to City Council, who will then vote on the request.

The following procedure for the honorary street designation policy shall be observed:

1. A completed application shall be submitted to the Director of Public Works accompanied by a written justification, adjacent property owner petition, family/estate/organization consent form and application fee.
2. The written justification should show how the proposed designation is consistent with the criteria stated in this policy. When honoring a person or persons, the application will describe the contributions to the city. A property owner petition, written documentation and approval by next of kin to the individual or the authorized representative of an organization to be honored is required as part of the proposal.
3. Public Works staff will review the proposal for adherence to the stated criteria and authentication of statements relative to contributions of the proposed honoree before forwarding to the Public Works Director. If the request is incomplete, staff will contact the applicant, in writing and provide them with the opportunity to resubmit a revised request.
4. The Director and naming review committee will review and issue a recommendation to the City Manager. The Manager will present the request to City Council.
5. City Council may approve, reject, or propose a different designation.
6. City Council has sole authority to approve honorary street designation requests. The approval of the request shall be permanent, unless otherwise directed by the City Council.

Sign Placement:

The requested location for the honorary street designation should have a geographic, historical or other cultural significance to the honoree(s). Honorary street designation signs are placed below the official street name signs that are located at the intersection of streets.

The sign shall be a double-faced sign of the same size as the standard City of Hampton Street name sign. The requested name shall be of a length compatible with the standard street name blade and incorporate standard highway letter fonts and heights. Signs shall be white lettering on a brown background with a white border.

The following procedure for honorary street designation sign placement shall be observed:

- I. An honorary sign shall be placed above the official street name.
2. Honorary signs will not be installed unless all applicable costs have been paid in full by the applicant.
3. The City of Hampton shall install the honorary signs within a reasonable time but no later than ninety (90) days from the receipt of payment.

Costs

If approved by City Council, the requestor shall pay all costs associated with the design, fabrication, and installation of the signs. The city will maintain the signs, at the City's cost, after installation.

REQUEST FOR HONORARY STREET DESIGNATION

Name of Person Making Request:

Mailing Address:

Contact Person's Phone Number(s): Daytime: _____

Evening: _____ Contact

Person's Email Address: _____

Name of Individual or Group Proposed: _____

Date of Death (If Applicable) _____

Indicate Street for Designation Request:

[hereby declare that the information contained herein is true and correct to the best of my belief and knowledge.

Sponsor

Printed Name

Date

**WRITTEN HISTORY OF INDIVIDUAL OR GROUP
TO BE HONORED**

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

