

What's In A Name?

***The
Power
of Street
Names***





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A Short History

Zoning Practice Research

- › Importance of Street Naming & Addressing Systems
- › A Short History of Street Naming & Addressing in the U.S.
- › Implementing a Comprehensive System for Local Governments
- › How to rename streets?

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ZONING PRACTICE

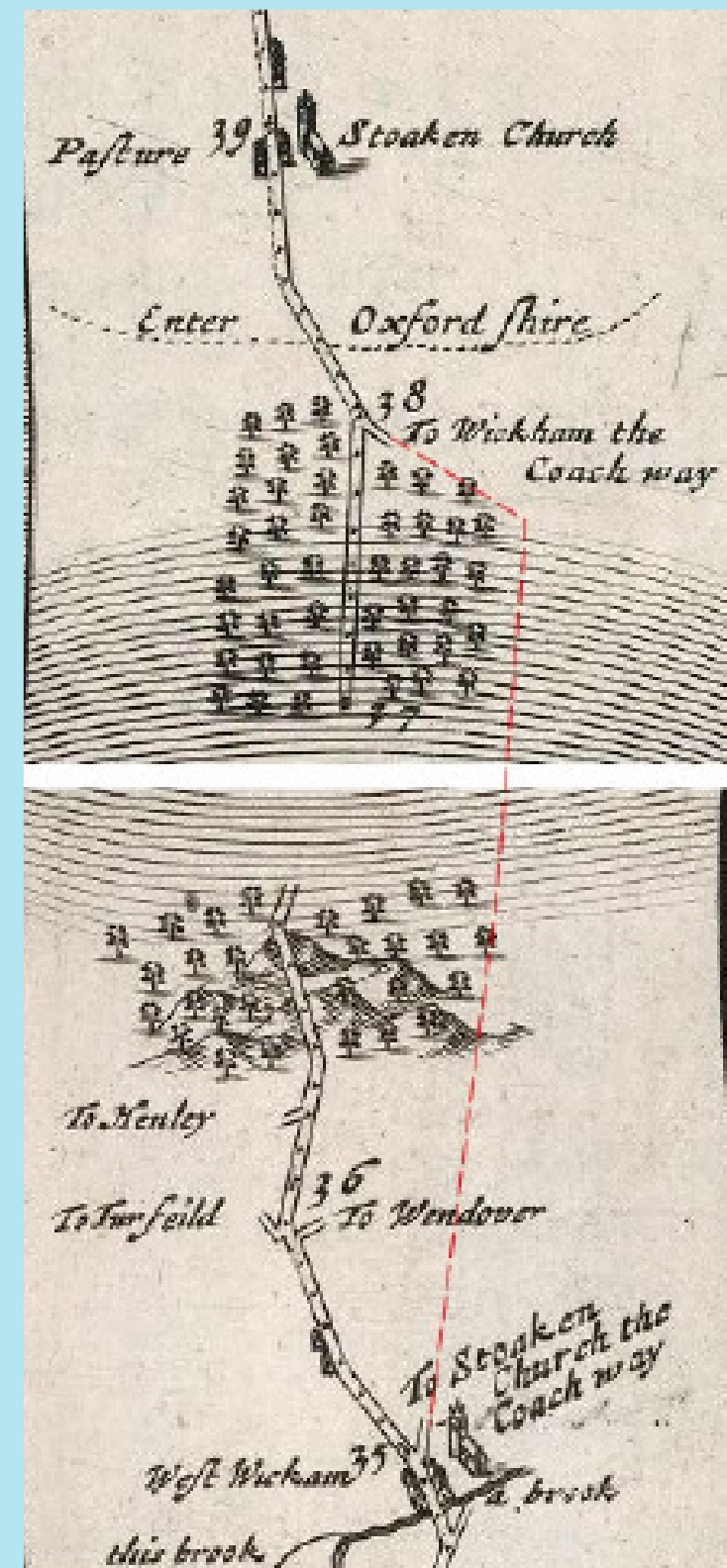
Unique Insights | Innovative Approaches | Practical Solutions

Comprehensive Street Naming and Addressing Systems

In this Issue: [The Importance of Street Naming and Addressing Systems](#) | [A Short History of Street Naming and Addressing in the U.S.](#) | [Implementing a Comprehensive System](#) | [Renaming Streets](#) | [Conclusion](#)

Why Do We Name Streets?

- › Prior to 18th Century, navigation & orientation was very local:
 - House names
 - Prominent landowners
 - Meeting House / Market Place (e.g., Horse market; Hay market; New Street)
 - Inn, Business, Trade or Craft (e.g., glasswork; ironwork; tailor)
 - Landmark (e.g., gate, bridge, river,



1700 Govt. Intervention

- › 1700's population growth
- › European registers in London, Paris, & Vienna
 - Military (conscription)
 - Policing (criminals & vagabonds)
 - Tax collection & census

"...street addresses were not invented to help you find your way; they were created to find you..."

-Author Deirdre Mask



Early American Cities

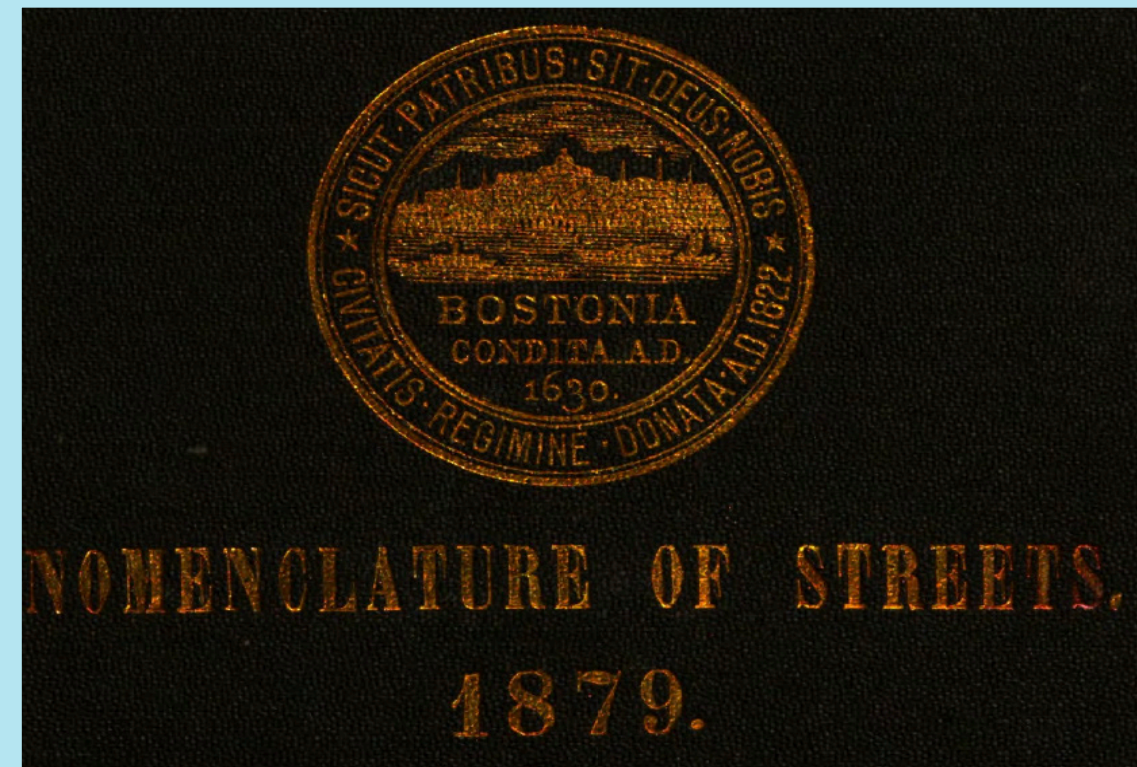
18th Century - Order & Rationalization

“Philadelphia System”

- › Democratization - grid
 - Streets (E/W): trees
 - Avenues (N/S): numerical
 - Odd/even addresses

Boston 1879 Ordinance

- › Ease of Land Conveyance
 - Registry
 - Unique Names



Early American Cities

20th Century - Modern Reforms

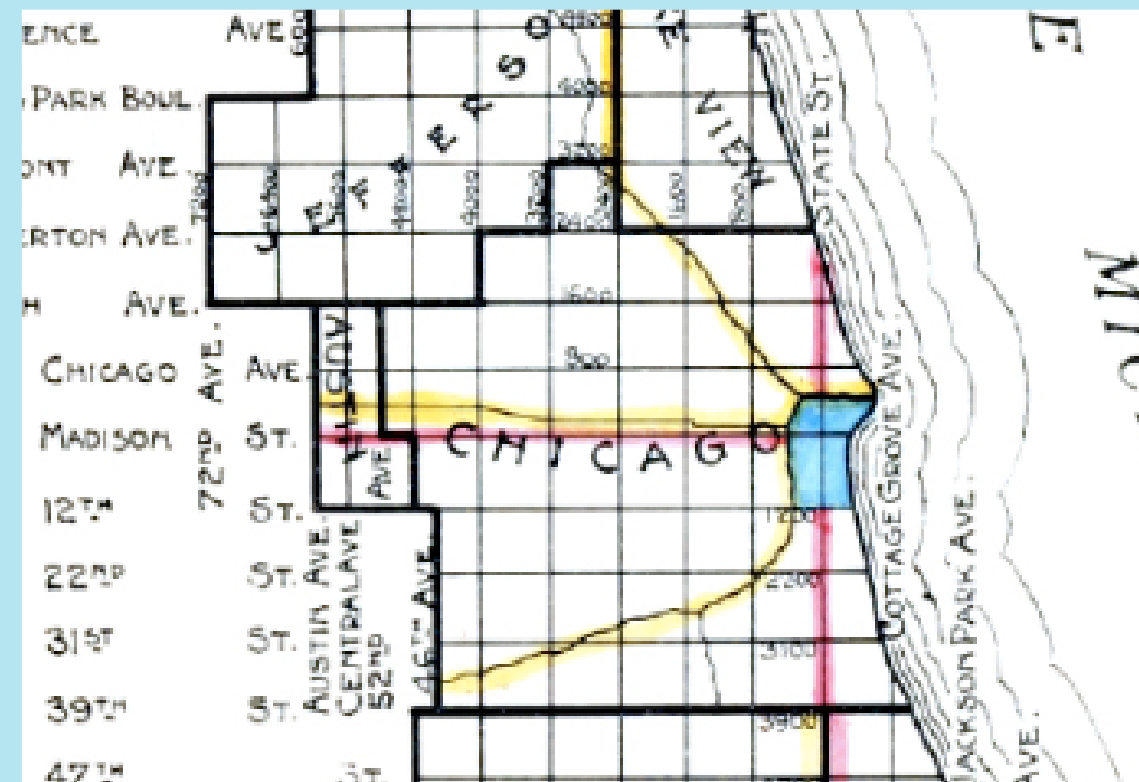
- › Chicago
- › San Francisco
- › Salt Lake City

Chicago's "Street Nomenclature Plan"

- › Ease of Commerce
 - Origin Point & Baseline Streets
 - Cardinal directions (N, S, E, & W)

San Francisco's Street Commission

- › Postal Service
- › Renamed lettered streets w/ Spanish & Mexican heritage



Whitney street, between Mission and Howard, from Fifteenth to Sixteenth, to Capp street.
Williamson street to Shrader street.
Willows avenue, between Seventeenth and Eighteenth streets, from Valencia to Mission, to Sycamore avenue.
Winslow street to Franconia avenue.
Yolo street to Twenty-fifth street.
Yuba street to Twenty-sixth street.
A street to Parker street.
B street to Turk street.
C street to McAllister street.
D street to Fulton street.
H street to Hammond street.
I street to Living street.
J street to Sullivan street.
K street to Kellogg street.
L street to Lilienthal street.

Modern Nomenclature Systems

SC State Statute, Section 6-29-1200

- › Grants power to local jurisdictions
- › Planning Commission
- › Approve/Rename Street or Road Names
- › Recordation

Established Criteria:

- › Duplication or confusion (e.g., mail)
- › Simplifies location identification
- › “Other good and just reason”

Common Elements

1. Origin Point
2. Reference Lines
3. Address Zones
4. Address Posting Rules
5. Street Naming Guidelines
6. Administration

***Social Drivers of
(Re)-Naming Streets***



Adapting to New Functions

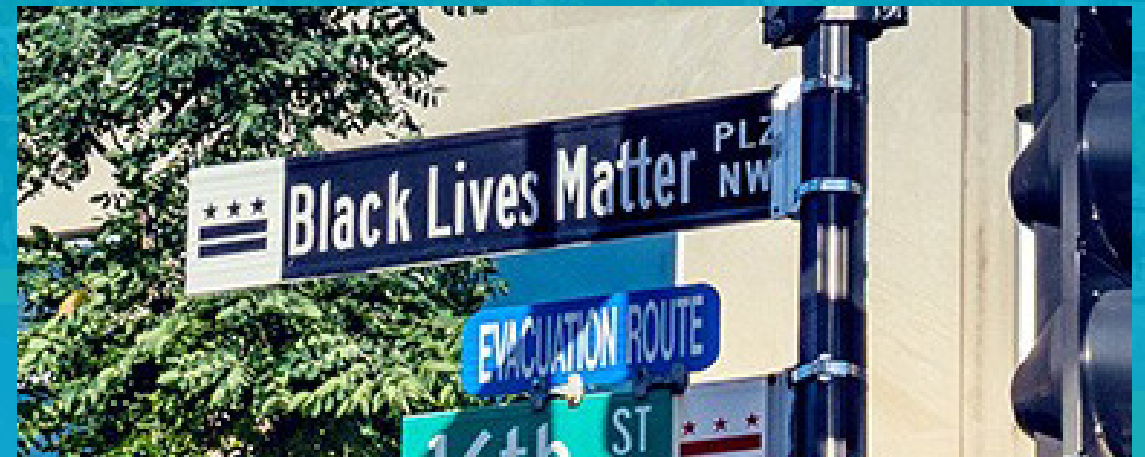
- › Post-pandemic view of public space
- › Temporary to permanent
- › Segments of streets & portions of cities transform into parklets, pedestrian plazas, esplanades, promenades, paseos, and bike lanes

Source: MKSK - Spartanburg's Morgan Square



Reclamation

- › 2020: “Black Lives Matter Plaza”
- › Permanent installation in Washington, D.C.
- › Other cities followed, including Chicago, Baltimore, Charlotte, & Chattanooga, Spartanburg



Source: The Cultural Landscape Foundation
Photo courtesy of Ted Eyton

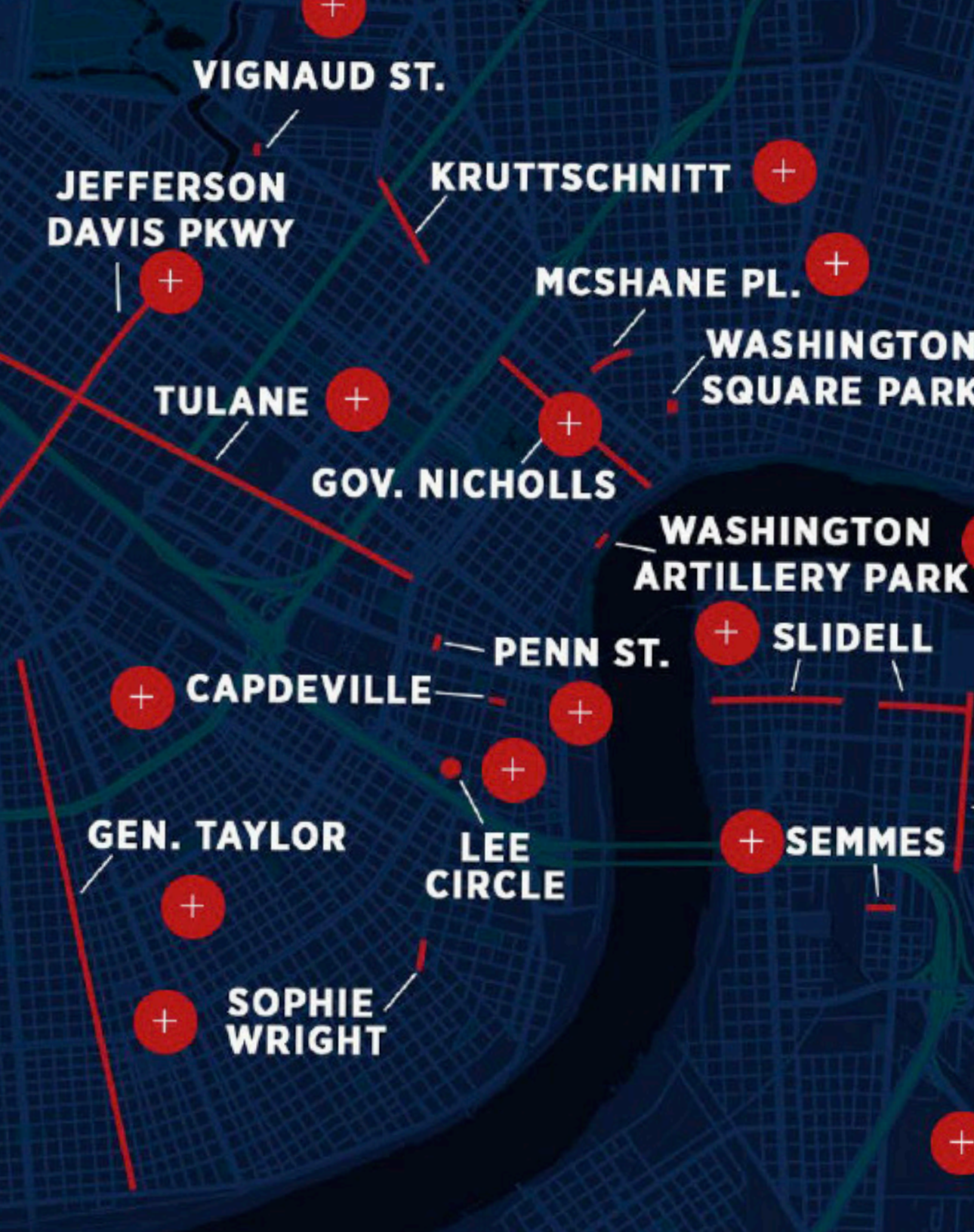


Cultural Values

- › Honorary Designation or Proclamation
- › Recognize and acknowledge cultural contributions
- › Artists, Musicians, Poets, etc.



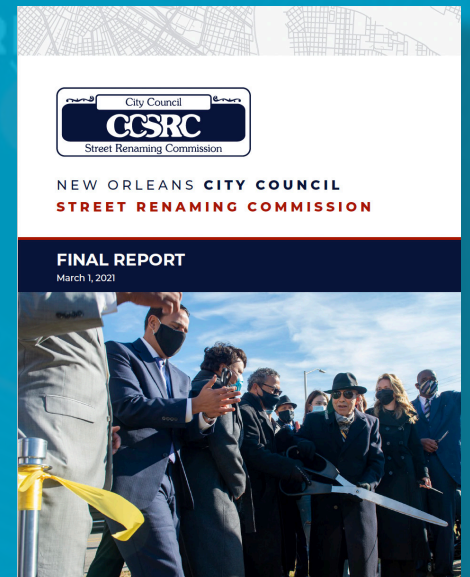
Source: Cincinnati local Fox News station
Source: Tennessean article on Music Row



Civic Identity

Example:

- › 2020: New Orleans creates Street Renaming Commission to conduct audit of its streets
- › From War relic to Artistic Expression



Source: New Orleans City Council
Street Renaming Commission

“Street names attest to our history: they belong to a political choice, revealing the values that the city wishes to embody...”

Address Social Inequity

- › Mayor of Paris, Anne Hidalgo, retitles Paris streets and squares
- › 2014 - named after women contributing to arts & Sciences
- › 2019 - re-named over 40 streets & squares honoring prominent LGBTQ figures



Source: FemiCite Paris Campaign

***Street
Naming
Guidelines***



Community Values



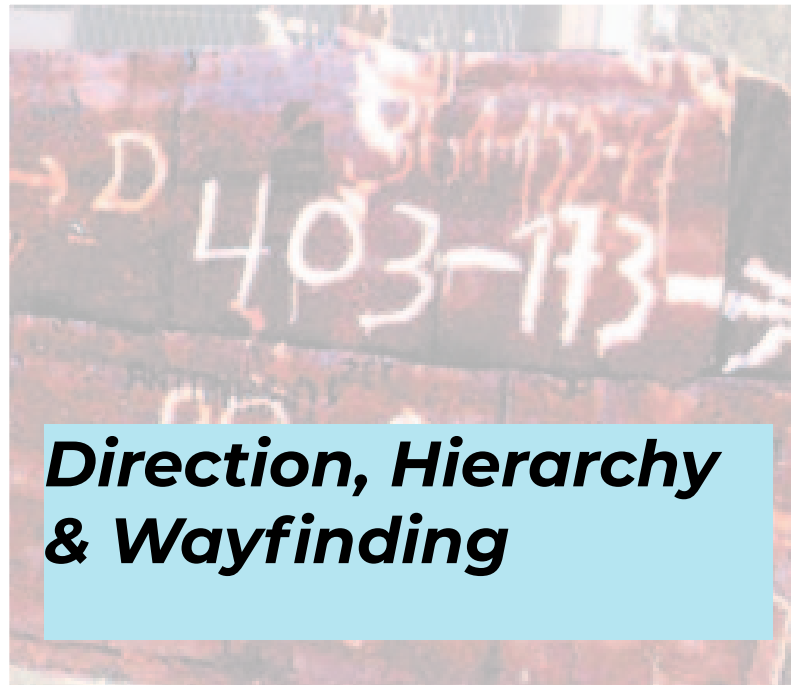
Memory



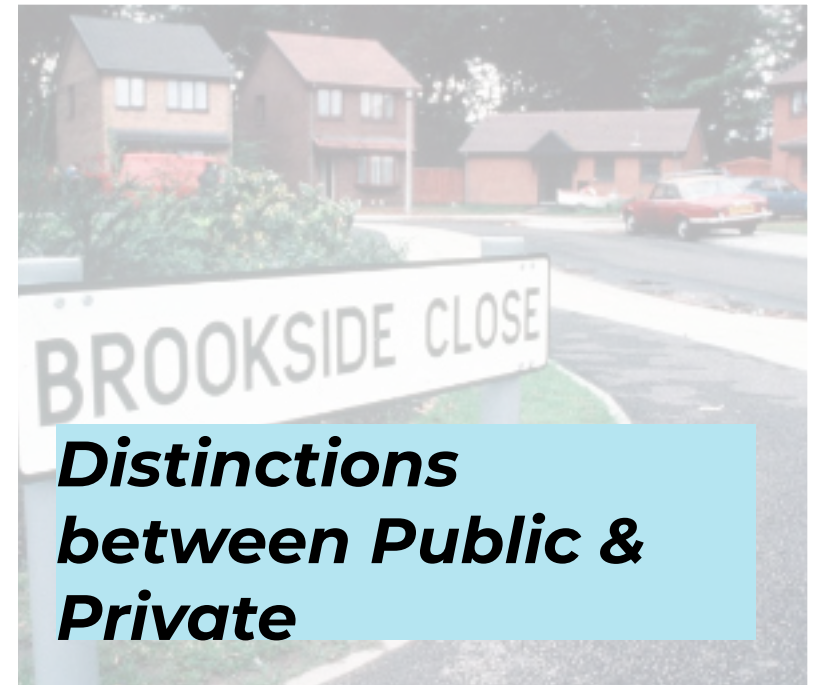
Sense of Place



Political, Social, or Economic Function



Direction, Hierarchy & Wayfinding



Distinctions between Public & Private

Street Naming Criteria

- › Standardized process for reviewing, assigning, and renaming of street names

Most common criteria used:

- › Indexing by number of alphabet
- › Historical events
- › Prominent figures
- › Unique landmarks
- › Geological formations
- › Local themes or character
- › Native trees, plants, or fauna



The Future of Addressing Systems...

Integral to Planning

- › Greater complexity, nuance, & sophistication over time

Growth Management

- › New growth areas; Infill development; multi-family development

Knowledge Management

- › Multiple agencies; Essential services & utilities; delivery systems; marketing & economic development

