



CITY of POOLER
— GEORGIA —

STATE OF GEORGIA }
 }
COUNTY OF CHATHAM }

ORDINANCE O2025-11.B

Street and Development Naming

AN ORDINANCE TO AMEND THE CITY OF POOLER CODE OF ORDINANCES APPENDIX A- ZONING, ARTICLE III- GENERAL PROVISIONS, SECTION 11- RESERVED, TO PROVIDE PROVISIONS FOR STREET AND DEVELOPMENT NAMING AND RENAMING; TO REPEAL ALL ORDINANCES IN CONFLICT HERewith; TO PROVIDE FOR AN EFFECTIVE DATE, AND FOR OTHER PURPOSES

NOW THEREFORE, BE IT ORDAINED by the Mayor and Council of the City of Pooler that the Code of Ordinances of the City of Pooler, Georgia are hereby amended as follows:

I

That APPENDIX A- ZONING, Article III- General Provisions, Section 11- Reserved, be amended by deleting the strikethrough language and adding the underlined text as follows:

Section 11. Reserved ~~Street and Development Naming and Renaming and~~ Honorary Designations.

(A) *Purpose and intent.* It is the purpose of this section to establish procedures and standards for reviewing an application for a street, facility, public property or development name or renaming in a thoughtful and inclusive manner. Names should reflect the principal function, location, or documented historical reference of the site and may commemorate deceased people whose lives and service bear a clear and verifiable connection to the City of Pooler.

(B) *General Policy.* Names may be descriptive or commemorative. Descriptive names reference the property's function, location, or regional and natural context, including flora, fauna, waterways, topography, natural features, native wildlife, neighborhoods, or historically recognized place names. Commemorative names are permitted for a facility, public property or development where the criteria in this Section are met. Commemorative names are permitted for streets only as a Temporary Honorary Street Naming Designation where the criteria in this section are met.

1. Deceased requirement. Absent extraordinary or extenuating circumstances, a property, facility, or street may be named for a person only if the proposed honoree is deceased. Family-based names are permitted only where the commemorative name is connected to a specific deceased family member who meets this section's criteria.

2. Historical relevance. The honoree must have a clear and verifiable connection to Pooler or the surrounding area, with contributions of lasting significance to civic life,

public service, arts, culture, education, commerce, military service, or community betterment.

3. Temporary Honorary Street Naming Designations. Honorary street name designations are intended to recognize individuals who have made significant contributions to the city. Where deemed consistent with the objectives of this section, the designation will be a temporary assignment of the honorarium and shall be in addition to the official name of an existing right-of-way.

i. Honorary designations may be bestowed under the following non-exclusive circumstances:

a. Where the proposed namesake made a sustained contribution over an appreciable time period, exerted efforts of benefit or significance to local, state or national affairs and/or demonstrated leadership in governmental, cultural or historical affairs, humanitarian efforts, or community development.

b. Where the proposed namesake made contributions that beneficially changed the nature and characteristics of the community.

c. Where the proposed namesake is a native to Pooler or has resided in Pooler for at least 15 years.

ii. Individual family tributes; commercially concerned and corporate-related recognitions shall not be eligible for honorary designation.

iii. Roadways under the control of the Federal Highway Administration, Georgia Department of Transportation or Chatham County are not subject to honorary naming.

iv. Honorary designations shall be limited to two City Council-approved designations per calendar year. Requests will be reviewed and evaluated in the order in which they are received.

v. Requests to affix an honorary designation to a public right-of-way shall be made in writing and directed to the attention of the City Manager. Submissions shall include:

a. Identification of the particular section or block of an existing City street for which the honorary designation is sought.

b. A supporting petition signed by not less than 51 percent of all property owners abutting the subject right-of-way.

c. The present official name of the right-of-way.

d. The proposed honorary designation.

e. The name, address, telephone number and email address of the person requesting the honorary designation.

f. A statement of reasons supporting the honorary naming request, including a discussion of historical significance, contributions, heroic service or personal sacrifice by the honoree to the city.

vi. Upon receipt of the request submitted pursuant to this section, the City Manager shall review and provide a recommendation to City Council. Requests approved by City Council shall be effective for five years from the date of such approval.

vii. Renewal requests may be submitted; provided, however, that they are transmitted no less than 60 days prior to the termination of the effective

period. Renewal requests will not be given priority over pending honorary designation requests, if any.

viii. Honorary signs may be mounted on the same post as the existing street sign or mounted free standing on a separate post. The city will maintain the sign after installation. The city will replace signs stolen or damaged during the five-year effective period.

ix. Along with the application submitted, the applicant shall include payment of a non-refundable fee in accordance with the Schedule of Fees to defray the costs associated with the review, design, fabrication, installation and maintenance of the sign.

(C) *Review Criteria.* A proposed new or modified street, facility, public property or development name shall comply with the following criteria:

i. No new or modified name of a street or development, shall duplicate, be phonetically similar to, or in any way be likely to be confused with an existing street or development name within Chatham County, despite the use of prefixes or suffixes.

ii. Names shall be simple, logical, easy to read and pronounce, and clear and brief. Use of frivolous or complicated words or unconventional spellings in names shall not be approved.

iii. The proposed name of a development shall in all respects emphasize the project's distinctive name rather than the name of the company or corporation that owns the development. This will reduce confusion on the location of separate developments owned by the same company or corporation.

iv. It is desirable to use names that have some association with Pooler and specifically with the immediate location of the street or place, such as reference to local history or physiographic features.

v. Use of a common theme is recommended for names of streets that are associated with one another, such as those within a residential development.

vi. Streets that continue through an intersection should generally bear the same name, except where the street crosses a major road or where existing address points on a street require that the street be given a different name.

viii. New or modified street names should generally use Drive, Lane, Place, Road, Street, or Way as suffixes. The following street designations should only be used if the street design meets one of the following descriptions. This list is not intended to limit the use of other appropriate suffixes.

a. Alley—A street providing vehicular access to the rear of lots or buildings, usually as a secondary means of vehicular access to a property.

b. Avenue—A street that is continuous.

c. Boulevard—A street with a landscaped median dividing the roadway.

d. Circle—A street with a complete loop on the end or a side street that intersects another street at two adjacent intersections.

e. Court—A street terminating in a cul-de-sac, not longer than 1,000 feet in length.

f. Extension—A section of street forming an additional length.

ix. Where natural barriers, intervening land uses, or developments break an existing street into two separate streets that are not likely to be reconnected in the future,

the streets shall be named in a manner that considers the potential economic impact of the number of address points and type of addresses impacted.

x. Names should generally not exceed three words or thirty (30) characters, excluding the required suffix

(D) *Considerations.* All applications shall take into account the following:

- i. The number of residents, property owners, and businesses directly impacted;
- ii. The historical significance and context of any existing name or feature;
- iii. The appropriateness and compatibility of the proposed name with the surrounding area's character, geography, and land use; and
- iv. Potential impacts on emergency service delivery, postal services, navigation, and public safety;

(E) *Decision-Making Body.* All new or modified street and development name applications shall be sent to the Metropolitan Planning Commission by city staff for review and agreement prior to approval by the city.

- i. For new streets, new developments or the renaming of existing developments, city staff shall review the application and is the final decision-making authority. A street or development name application is required to be approved prior to the approval of a new subdivision or site development plan.
- ii. The renaming of existing streets or the naming/renaming of public property requires city staff review and recommendation, a recommendation of the Planning & Zoning Commission, a public hearing and final approval by City Council.

(F) *Approval.*

- i. Upon approval of a new or modified street or development name, staff shall provide notice of the approved name to emergency dispatch offices, the post office, SAGIS, the Office of the Register of Deeds for Chatham County, as well as the applicant.
- ii. Upon approval of a modified street name, staff shall also provide notice by certified mail to all owners of record of properties on the affected street.

(G) *Dedications And Honorary Recognitions (Non-Naming).* The City of Pooler may honor individuals, organizations, or historic events through dedications that do not involve renaming, such as plaques, monuments, trees, benches, or other commemorative markers placed on public property.

(H) *Dedication Ceremonies.* Applicants may request a dedication ceremony at the time of submitting a naming, renaming, or dedication application. The City Manager or their designee is responsible for scheduling and coordinating such ceremonies.

(I) *Discontinuance and Revocation of Names.* The City retains the right to reject, discontinue, or revoke any previously approved naming or renaming if deemed necessary to protect the health, safety, welfare, or interests of the community. Discontinuance decisions shall be subject to review and approval by City Council. Such action may be taken when:

- i. New information arises that changes the appropriateness of the name.
- ii. Circumstances change in a manner that conflicts with City policies or values.
- iii. The named entity no longer meets the established criteria.

II

All ordinances or parts of ordinances in conflict with the ordinance are hereby repealed.

III

If any section, clause, or phrase of this ordinance is held to be invalid or unconstitutional by any court of competent jurisdiction, the said holding shall in no way affect the validity of the remaining portions of this ordinance.

IV

This ordinance shall be effective immediately upon its adoption by the Mayor and City Council of Pooler, Georgia.

FIRST READING: _____ day of _____, _____

SECOND READING: _____ day of _____, _____

ADOPTED: _____ day of _____, _____

CITY OF POOLER, GEORGIA

Karen L. Williams, Mayor

ATTEST:

Kiley Fusco, Clerk of Council