



Street or Development Naming/Renaming Application

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Updated FEB 2026

NOTICE TO APPLICANT

This application for Street or Development Naming/Renaming must be accompanied by a site plan showing the location of the street or development, along with the following:

- A vicinity map
- A written narrative that states why and how the name was chosen and how it meets the criteria outlined in the Code of Ordinances, Appendix A, Article III, Section 11

Applicant Information

Name

Email

Mailing Address

Phone

Type & Action

- Street Development
 Naming Renaming Temporary Honorary Designation

Proposed Name:

Criteria:

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

1. 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.
2. 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.
3. 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.
4. 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.
5. Use of a common theme is recommended for names of streets that are associated with one another, such as those within a residential development.
6. 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.
7. 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.
8. 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.
9. Names should generally not exceed three words or thirty (30) characters, excluding the required suffix

Considerations. All applications shall take into account the following:

1. The number of residents, property owners, and businesses directly impacted;
2. The historical significance and context of any existing name or feature;

3. The appropriateness and compatibility of the proposed name with the surrounding area's character, geography, and land use; and
4. Potential impacts on emergency service delivery, postal services, navigation, and public safety;