



City Council Staff Report

Subject: Honorary Street Naming
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Department: Planning and Community Development
Date: March 13, 2026
Type of Item: Directional

Summary

City Council has requested staff research best practices for honorary street designations, as there has been an increase in the requests for honorary designations. Currently, honorary designations for street names are approved by City Council through resolution; there are no selection or approval criteria.

Staff will present their recommendations to you on March 17, 2026, and are seeking direction from Council if a policy establishing criteria to approve honorary street names should be adopted.

The Issue

- There are currently no standards or criteria for honorary street names.
- Due to an increase in honorary street names, City Council has indicated that standards and criteria should be considered for its adoption.

Background

- The first honorary street was assigned in 2018 for Dr. Martin Luther King Jr.
- As of today, there are six honorary street names assigned throughout the city. With four of the honorary streets being assigned in 2025.
 - Dr. Martin Luther King Jr. on Virginia Beach Boulevard was approved April 2018.
 - Zim Avenue on Corporation Lane was approved August 2024.
 - George L. Kimble Street on General Street was approved February 2025.
 - Andrew Fine Avenue on Cypress Avenue was approved May 2025.
 - Timbaland Way on Bridle Creek Boulevard was approved October 2025.
 - Adm Jeremiah Denton Lane on Watergate Lane was approved November 2025.
- Areas of research for best practices and standards include Code of Virginia, 15.2-2019. Localities may name streets, roads, and alleys; The Municipal Research and Service Center (MRSC); Locality Process and Procedures at Cities of Alexandria, Blacksburg, Charlottesville, Chesapeake, Newport News, Norfolk, Petersburg, Portsmouth, Richmond, Suffolk, and Loudon County, Virginia.

Recommendations for City Council to Consider

- Based on Staff research, options for evaluating future honorary street naming designations are listed below:
 - To qualify for an honorary street name, the individual or group must have a significant and positive impact on the community or nation. Candidates must have contributed to the community through one or more of the following criteria:
 - Historical significance - Contribution to the City's history or culture.
 - Humanitarian significance - Contribution to the City that bettered the community through volunteering for philanthropic causes.
 - Service significance - Contribution to the City with distinction in the U.S. Armed Forces, public safety, or other public office.
 - Career significance - Contribution to the City's local art, science, entertainment, or business community that provided opportunities for others in the community.
 - Candidates must be deceased or retired from a distinguished career. Candidates that are a group (e.g., organization or business) shall have been in operation for a minimum of 25 consecutive years and have their base of operations in the City or be of particular importance to the City.
 - Candidates for honorary street name designation must be sponsored by a member of City Council.
 - Approval from honoree, honoree's family, honoree's estate, or Board of Directors (group candidate) is required.
 - Group candidates (organization or business) are not intended to be construed as advertising.
 - Limited frequency - Staff recommends careful consideration of how often candidates are honored, emphasizing the importance of assessing the value they have provided when reviewing the criteria for honorees (significance of request).

Resources Impacts

- Public Works incurs additional costs for the fabrication, installation, and continued maintenance and replacement of each honorary street sign.

Should you have any additional questions or concerns, please contact Deputy City Manager, Amanda Jarratt, at ajarratt@vbgov.com or Department of Planning and Community Development Director, Kathy Warren, at kmwarren@vbgov.com or (757) 385-5802.