



NEIGHBORHOOD NAME CHANGE TOOLKIT

Background

In February 2021 the City of Charlotte began implementation of the **Legacy Commission's** recommendations which include renaming nine (9) city-maintained streets which have been prioritized as honoring a legacy of Confederate soldiers, slave owners and segregationists. The action inspired outreach by others seeking to a process to rename their street or neighborhoods for similar purpose.

The City of Charlotte does not have a role in assignment of neighborhood names or resident-initiated neighborhood name changes. This toolkit offers best practices to consider and pertinent contacts should your organization choose to proceed with voluntary renaming of your community. If you are interested in renaming a city-maintained street, please see the Charlotte Department of Transportation's (CDOT) **Request for Street Name Change** process.

Research

It is important to collect as much information as possible at the beginning of the process. Research should include history of the neighborhood and its current name -- the **Charlotte History Toolkit** is a great place to start. Historical records of The Charlotte Observer, made available by the **Charlotte-Mecklenburg Library**, are another good resource.

It is also important to review neighborhood governing documents to determine whether there is any explicit language around the neighborhood name. Our **Introduction to Non-profit Bylaws** training video helps residents understand their neighborhood bylaws. If your neighborhood has a homeowners' association (HOA), consider reaching out to your property management company to ask whether a neighborhood name change would require updating deeds and property records. If you live in a **Local Historic District**, contact **Kristina.Harpst@charlottenc.gov** for more information.

Community Outreach

When considering a new name, it is important to include everyone in the neighborhood. A **Community Engagement Planning Toolkit** can help the individual (or individuals) championing the name change consider how to share their research findings with others in the neighborhood. When sharing this information, it is important to ask how others feel about the current name and a possible new name.

Communication is key during this process. Information can be shared on a neighborhood website, in fliers (delivered door-to-door), at neighborhood meetings, and through other methods. Our **Communication Strategies for Neighborhood Organizations** and **Digital Meetings for Neighborhoods** provide tips on effective communication among neighbors.

Remember -- the more you include others now, the more likely they will feel heard and included when the time comes to select a new neighborhood name.

Select

Ultimately, the decision whether -- and what -- to rename a neighborhood should be made by everyone in the neighborhood. Collect name suggestions from all neighbors and clearly outline the selection process. If a neighborhood board decides that only board members will select a name change, be sure to communicate the reasoning clearly and effectively with everyone in the neighborhood.



NEIGHBORHOOD NAME CHANGE CHECKLIST ✓

It is the responsibility of the neighborhood to inform others of a neighborhood name change. This checklist provides suggestions of agencies and service providers to reach out to regarding a neighborhood name change.

City of Charlotte

- ☐ Charlotte Fire Department
cfdstrategicplanningdiv@charlottenc.gov
- ☐ Charlotte Planning, Design & Development
PDDinfo@charlottenc.gov
- ☐ Charlotte-Mecklenburg Police Department
communitycoordinators@cmpd.org
- ☐ Community Relations
infocrc@charlottenc.gov
- ☐ Economic Development
economicdevelopment@charlottenc.gov
- ☐ Housing & Neighborhood Services
hnsinfo@charlottenc.gov
- ☐ Register or update your new neighborhood name with the City of Charlotte's **Neighborhood Organization Contact List** to receive updates on public initiatives, meetings, and projects.

Mecklenburg County

- ☐ Charlotte-Mecklenburg Library
704-416-0558
- ☐ Charlotte-Mecklenburg Schools
980-343-6256
- ☐ Park and Recreation
Park-Admin@MeckNC.gov
- ☐ Public Information
Kay.Tembo@mecklenburgcountync.gov
- ☐ Sheriff's Office
mcsopublicinformation@mecknc.gov

Other Considerations

- ☐ Bylaws/Governing Documents
- ☐ Nextdoor
- ☐ Google/Google Maps
- ☐ Nearby Business/Merchant Associations
- ☐ Nearby churches
- ☐ Facebook group(s)
- ☐ Newsletter
- ☐ Marketing*
- ☐ Signage*

Grant support might be available
-- visit <https://charlottenc.gov/nmg>
to learn more.

