

FINAL RULES FOR EVALUATING NAMES

- 1** Name does not include, play on, or refer to the word “Lee”
 - *i.e. “Spike Lee,” “Lighthorse Harry Lee,” or “Lehigh Way”*
- 2** Name is not already used for another street or road in Arlington
 - *Will also consider/flag roads in NOVA*
- 3** Name does not include Highway
- 4** Consider name separately from road types
 - *i.e. “Boulevard” becomes “John Lewis” and “Boulevard”*
- 5** Name is not racially, culturally, sexually, or ethnically offensive
 - *i.e. “All Lives Matter”*

FINAL CRITERIA FOR EVALUATING NAMES

**A name does not have to satisfy all criteria*



Name is welcoming



Name is not frivolous



Name effectively brands the corridor



Name increases public understanding of cultural history and racial equity



Name promotes Main Street character in accord with the revisioning under Plan Lee Highway



Name is relevant to Arlington/Northern VA and to place (history, flora, culture, landscape, etc.)