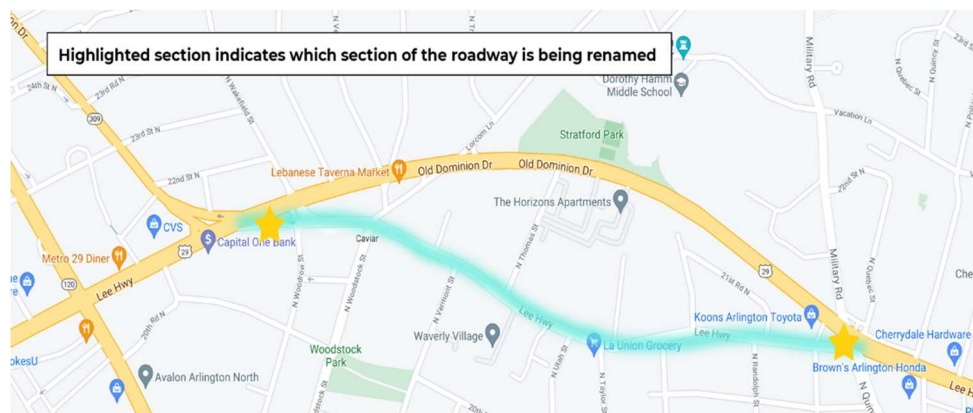


Final Report

Working Group on Renaming “Old” Lee Highway
October 13, 2021

On July 17th, 2021, the Arlington County Board formally renamed Lee Highway to Langston Boulevard. The decision to rename streets, bridges, or buildings honoring the Confederacy and its leaders is one that upholds Arlington’s values and supports the County’s broader commitment to prioritize and advance racial equity. Additionally, the decision to change “Highway” to “Boulevard” was an important step in the process to create a more welcoming, walkable, green, and economically vibrant community. The final step in that process is finding a new name for “Old” Lee Highway.

Through the initial renaming process, Arlington County Staff recommended realigning Langston Boulevard through a portion of Old Dominion Drive. The realignment left a section of the road commonly referred to as “Old” Lee Highway without a new name. Staff initially suggested renaming “Old” Lee Highway to Old Dominion Drive." LBA and those living on “Old” Lee Highway expressed concerns that the name "Old Dominion Drive" would cause further confusion for drivers and emergency vehicles.



At the July 17th County Board Meeting LBA was given the opportunity to conduct an abbreviated renaming process for “Old” Lee Highway with the expectation being that 2-3 name suggestions would be delivered to the Board at their October meeting

To facilitate the process, LHA assembled an 18 member Working Group of residents and business owners. The Charge to the Group was to recommend two to three new names that could be forwarded to the Arlington County Board for its consideration as a recommendation to the Commonwealth Transportation Board and supply an explanation for the name choices. The potential new names should be reflective of and compatible with the LBA Guiding Principles, especially “to Establish a Welcoming, Vibrant, and Attractive Corridor of Neighborhood Places.”

During the three meetings held this fall, the Working Group on Renaming “Old” Lee Highway:

- Agreed upon Rules and Evaluation Criteria which included:
 - Name does not include, play on, or refer to the word “Lee”
 - Name is not already used for another street or road in Arlington
 - Name does not include the word Highway

- Consider names separately from road types
 - Name is not racially, culturally, sexually, or ethnically offensive
 - Name will not contain numbers
 - Name is no longer than 18 characters for signage purposes
 - Name is welcoming
 - Name is easy to spell
 - Name does not contain homonyms
 - Name effectively promotes wayfinding for residents, businesses, and visitors
 - Name is relevant to Arlington/Northern VA and to place (history, flora, culture, landscape, etc.)
- Solicited name recommendations from the public through numerous channels such as newsletters, flyers, and social media.
 - Evaluated the 92 name recommendations based on the criteria and rules.
 - Reduced the long list to a shortlist of 10 names.
 - Engaged the community through social media, the LBA newsletter, civic association newsletters/listserves, flyers in lobbies of buildings, and booths at the Cherrydale Farmer's Market and Fall Festival at Woodstock Park. 377 individuals responded to the survey of the top 10 names.
 - Based on community input from the survey and dialogue during meetings, selected one preferred name and 2 alternatives
 - Sent the results to the LHA Board for review

The Working Group on Renaming "Old" Lee Highway recommended three names: Cherry Hill Road, Waverly Way, and Cherry Hill Lane.

Cherry Hill Road is the historic name of the area just up the hill from Cherrydale. Cherry Hill can also be seen as a blending of the Cherrydale and Waverly Hills neighborhoods. Dorsey Donaldson originally named this area Cherrydale because of the many cherry trees in the area, some of which are still here today. The County has planted many cherry trees in the neighborhood. The Cherry Hill name is also easy to spell and pronounce making for good wayfinding. The word 'Road' indicates a smaller, more walkable street but one that supports an important North Arlington bus route.

Waverly Way is welcoming and provides a strong connection to community and sense of place, which many at the grassroots level support. The name also provides good community branding with poetic alliteration and is easy to spell and pronounce making it good for wayfinding. Way - like Road - better fits the context than Avenue or Boulevard, which convey imagery of larger streets and Way indicates a smaller street.

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All three names meet the needs of practical signage as they are 15 letters or less.