The Division of GIS Services has encountered subdivision naming inconsistencies where sites and subdivisions are renamed without notifying Public Safety of the appropriate channels. GIS Services staff oversee and approve site names for consistency and avoidance of conflicts/duplication. Section 40.31.715 of the Unified Development Code, stated the following:

Each application to rename a subdivision/land development plan or street shall follow the procedure set forth below.

- The applicant shall submit a petition to the resident County Council person as follows:
  - When the owners of property within an existing subdivision or land development propose to rename the subdivision or land development, a petition signed by two-thirds (2/3) of the property owners shall be submitted to County Council requesting adoption of a resolution.
  - When the owners of property within an existing subdivision or land development propose to rename streets therein, a petition signed by two-thirds (2/3) of the property owners, whose address range numbering references the subject street(s), shall be submitted to County Council requesting adoption of a resolution.
- The resident County Council person shall forward the renaming petition to the Department for processing. Upon receipt of the renaming petition and the filing fee in accordance with Appendix 2 of this Chapter, the Department shall review the request with the United States Post Office and the New Castle County Emergency Service Communication Center and make a recommendation to County Council. The recommendation shall include a draft name change resolution for County Council consideration and will be provided in both written and electronic form.
- County Council, upon receipt of the appropriate Recorder of Deeds filing fee, shall place the renaming resolution on their agenda. If adopted, the resolution shall be recorded in the Recorder of Deeds and indexed by the Recorder of Deeds by the old and new names of the street or subdivision/land development.
- The resolution shall be forwarded to the Department, DelDOT, New Castle County Emergency Service Communications, and United States Post Office.

The following language for official renaming should be adhered to with consultation by the Division of GIS Services plans establishing their standing in accordance with 40.31.715 in order to assist developers and the general public through identifying GIS Services standards and processes in establishing subdivision names.

1. Formatting: Include “Shopping Center” or “Store number” for appropriate plans. (Ex: “Store Number: ##” or “Name at Example Complex”)
2. Landmarks in name must be within tax-hundred of that named landmark.
3. First word limitation within a distance 5 miles of landmark.
4. First word limitations of ## in name inventory as a whole. (Ex: Brandywine)
5. A pre-existing site to be renamed is not considered to be “grandfathered-in” if any portion of the name poses a conflict
6. GIS approves all renamings in addition to County Council legislation preparations.
7. Copies of plan naming requests are retained by the Division of GIS Services, Department of Land Use.