I request consideration of the following change in text of the Matthews Zoning Ordinance:

Requested text change is:

- a change in wording to existing Section(s)
- an addition to Section(s)
- a deletion of wording at existing Section(s)

Below is the text requested to be changed, added or deleted:

Existing Section 15.405.4.Q

Proposed Section

15.405.4.Q Subdivision Names

SUBDIVISION NAMES. Proposed subdivision names should not duplicate nor too closely approximate phonetically the name of any subdivision, within the Town, (unless applicant presents compelling reasons to planning department to support proposed name). Subdivision names should minimize the use of words used two (2) or more times as part of names of streets (except streets internal to the subdivision), residential subdivisions, commercial subdivisions or apartment complexes within the county except where the new subdivision is an extension of or adjacent to an existing subdivision with the same name. Applicants may present requests to deviate from this ordinance prior to the completion of any new subdivision. Approval of requested names shall be reviewed on an individual basis and solely at the discretion of the planning department and/or the Town Council.
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What is the intended effect of this request?

To broaden the Subdivision Name process to include naming opportunities that might have historical significance to the Town of Matthews.