

Naming of Parks, Playgrounds, Trails, and Municipal Facilities Policy

1.0 Policy Statement

Establishing a naming policy with naming procedures will maintain and promote an identity, while ensuring expediency in naming areas or facilities.

2.0 Background

The primary function of naming parks, trails, and facilities, is to recognize and commemorate noteworthy persons associated with Mount Pearl; reflect Mount Pearl's heritage; and to recognize the natural features of the community. The policy pertains to: Parks, Playgrounds, Trails, and Municipal Facilities.

3.0 Related Procedure

The name of a person must comply with the following criteria:

- A person who demonstrates excellence, courage and exceptional dedication to service in ways that bring special credit to the City of Mount Pearl, Province of Newfoundland and Labrador;
- A person who volunteers and gives extraordinary help or care to individuals, families or groups, or supports community services or humanitarian causes;
- A person who risks their life to save or protect others;
- A person who achieves a deed or activity performed in an outstanding professional manner or of an uncommonly high standard that brings considerable benefit or great honour to the City of Mount Pearl, Province of Newfoundland and Labrador; or
- The person will have been a resident of Mount Pearl at one time.

Names, other than a person, may reflect a historical event significant to Mount Pearl.

Notwithstanding the above, the name of a person or a name other than a person may be assigned when unique or extenuating circumstances warrant.

Names of living persons should be used only in extenuating circumstances.

Corrupted or modified names, discriminatory or derogatory names, from the point of view of race, sexual orientation, colour, creed, political affiliation or other social factors shall be avoided.

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The descriptive word "Trail" or "Path" shall be assigned to the name of a trail.

Roles and Responsibilities

The Community Services Director:

- reviews the information forwarded for each naming request;
- seeks approval from Committee of Council and Council;
- communicates this policy to all staff;
- oversees the staff compliance with the policy;
- takes necessary measures to ensure guardians understand the guidelines; and
- ensures guardians place their signature on the guidelines as noted above.


The Manager, Community Service Programs:

- oversees the general compliance with this Policy;
- communicates all naming requests with Director of Community Services;
- once approval given from Council to proceed with naming, communicates with proponents;
- contact Infrastructure & Public Works Department for ordering signage in consultation with the City's Communications and Marketing Officer; and
- communicates with Community Events Coordinator for ceremony.

The Community Events Coordinator:

- prepares event scenario for naming ceremony with staff concerned; and
- follows up on all procedures of the naming ceremony, including invites to proponents and Council.

4.0 Approvals



Steve Kent, Chief Administrative Officer

January 16, 2018

Date