

Street Naming Dedication Ceremony Policy

1.0 Policy Statement

The City shall conduct a dedication ceremony for instances where a street is named to commemorate individuals/family members in the City of Mount Pearl. Such ceremonies shall be carried out in a planned and consistent manner. This policy conforms with the City's *Street Naming Policy (CD-SN-01)*.

2.0 Scope

This policy applies to street naming dedication ceremonies conducted by the City of Mount Pearl.

3.0 Purpose

To establish a consistent approach to the dedication ceremony when a street has been named to commemorate an individual, family, group/organization, or event, when Council wishes to hold a Street Naming Dedication Ceremony.

4.0 Procedure

Upon approval of a new street name commemorating an individual, family, organization, or event for a street within the City, Council may hold a Street Naming Dedication Ceremony. The ceremony will be organized by City employees as per the procedures outlined in this policy, with the objectives of:

- a consistent and thorough approach to ceremonies that appropriately acknowledge, recognize, and celebrate individuals/family members for whom a street is being named;
- being sufficiently flexible to allow specialized aspects to these events if there are unique circumstances surrounding naming of streets; and
- providing direction and structure to maximize the efficiency and effectiveness of planning such dedication ceremonies.


The Street Naming Dedication Ceremony shall be as follows:

1. As per the City's Street Naming Policy, the official naming of a street will come forward to a regular meeting of Council for approval. Individuals/representatives making the request, and for whom/which the street will be named, will be contacted about the approval of the name and invited to attend the Council meeting wherein the street name is formally approved.
2. Upon approval of a new street name, the Infrastructure & Public Works (IPW) Department will be responsible for ordering the street signs. One sign (or more if applicable) will be ordered for installation at the street site(s), and an additional street sign will be ordered for presentation to the family or organization at the Street Naming Dedication Ceremony.
3. When the IPW Department has received the street signs for installation at the street site, they will so advise the Director of Community Development.
4. The Director of Community Development will then be responsible to ensure that:
 - a. arrangements are made for a Street Naming Dedication Ceremony to take place at the street sign installation site;
 - b. invitations for ceremony are issued to the following:
 - Mayor and Councillors,
 - Chief Administrative Officer and Directors,
 - Relevant family members (to be determined by the Director of Community Development, in consultation with the family contact),
 - Subdivision developer (if applicable),
 - Other relevant individuals and/or representatives of related organizations (if applicable and to be determined by the Director of Community Development), and
 - A public notice of the dedication ceremony will be distributed to appropriate residents of the area (if applicable – i.e. new developments);
 - c. a media release is prepared by the City's Communications Division, announcing the new street name and details of the Street Naming Dedication Ceremony;
 - d. the agenda for the ceremony will follow the guidelines of:
 - Opening Remarks (Mayor),
 - Background of Street Name (Chair of the Planning and Land Use Committee),
 - Relevance of the Street Name to Mount Pearl (Chair of the Planning and Land Use Committee),
 - Unveiling of the installed street sign (Mayor),
 - Presentation of street name sign to family member(s) or organization (Mayor),
 - Family Response (Family Member), and
 - Concluding Remarks (Mayor); and
 - e. A reception may be organized to take place at City Hall following the on-site ceremony for all those invited to the ceremony.

5. Joint Street Naming Dedication Ceremonies will be encouraged when there is more than one street name approved within a subdivision.

6. The Director of Community Development will ensure the new street name is provided to the Land Information Technologists for adding such name to the City's Directory of Streets document, including the background of the name as well as its relevance to Mount Pearl. A copy of this entry will be provided to the family contact when it is available.

5.0 Approvals



Steve Kent, Chief Administrative Officer

April 17, 2019

Date