

City Amenities Naming Policy

1.0 Policy Statement

The City of Mount Pearl recognizes that the names of City parks, playgrounds, trails and municipal facilities have a significant influence on the sense of community. The City encourages names that reflect and acknowledge the area's history, heritage, and environment through a transparent, equitable and efficient naming policy.

2.0 Purpose

The purpose of this policy is to establish a clear and consistent framework for the naming or renaming of municipal amenities.

3.0 Definitions

2.1 "City" means the City of Mount Pearl.

2.2 "City Amenities Assets" means any property, building, infrastructure, or facility owned or operated by the City. This includes, but is not limited to, parks, playgrounds, recreation facilities, community centers, and other public properties.

2.3 "Naming or Renaming" means the process of assigning or changing the name of a city amenity. This can involve naming a new asset or changing the name of an existing asset to reflect sponsorship, recognition, or community values.

2.4 "Naming Rights Agreement" means a type of sponsorship agreement specifically focused on granting a sponsor the right to name or rename a city amenity in exchange for a financial or other contribution. The naming rights are granted for a defined period, and the agreement includes specific terms and conditions.

2.5 "Sponsor" means any business, corporation, or other entity that enters into a sponsorship or naming rights agreement with the municipality to provide funding, goods, services, or other support in exchange for the naming of a city amenity.

2.6 "Sponsorship Agreement" means a formal, legally binding contract between the Municipality and a sponsor in which the sponsor provides financial or in-kind contributions in exchange for rights to have their name associated with a municipal asset or a portion of a city amenity for a specified period of time.

4.0 Naming of New City Amenities

All new City Amenity names should be consistent with the following standards:

1. Reflect the identity, values, and character of the area or neighbourhood served.
2. Easily recognizable and understandable.
3. Meaningful to the broader community.
4. Consistent with any other applicable policies.

Names will not be considered that:

1. Cause confusion due to duplication or sounding similar to existing City Amenity.
2. Have inappropriate short forms, acronyms or modifications as determined in the sole discretion of the City.
3. Are considered discriminatory based on any prohibited grounds as defined by the *Human Rights Act*, or be derogatory in nature as determined by the City.

Criteria – Priority 1: Civic or historical significance

Names that have local civic or historical significance (e.g. historical event with local impact or significance; individual, family or object having historical connection to the site such as the original land holder or past community name).

Location or features

Names that reflect the geographic location of the facility (e.g. neighbourhood, community, subdivision, adjacent street) or unique or noteworthy physical, environmental or scenic features/qualities.

Criteria – Priority 2: Significant individuals, families, organizations and foundations

Names that recognize individuals, families, organizations and foundations will be considered if they have made a significant contribution to the local community that is well documented and broadly acknowledged within the community. The nominee's contribution shall be beyond the normal course of duty, such as lengthy and exceptional service in a voluntary or philanthropic capacity or achieving excellence in their endeavors and representing the City in a meritorious manner. Nominee's contributions must be anticipated to resonate with the broader community over an extended period of time. Where possible, there should be a direct relationship between the individual/family/organization/foundation and the community amenity being named.

Names in honour of elected or appointed public officials, City officials, and staff will normally only be considered once deceased. These individuals will have made an outstanding contribution to the local community outside their expected capacity and duties as an official or employee.

A proposed City Amenity name which recognizes traditional usage, ways of knowing and cultural and historical interpretive elements of local and regional Indigenous peoples will require consultation with an Indigenous community serving organization and adherence to appropriate Indigenous practices or protocols.

Sponsorship naming rights will be considered and may take precedence over other suggested names.

5.0 Renaming Existing City Amenities

City Amenity renaming will be considered only when it is directly associated with a sponsorship or naming rights agreement, or where the current name would bring the City's reputation into disrepute.

The City will consider factors such as the historical or cultural significance of the existing name, the potential impact on the community, and the terms of the new sponsorship agreement.

Eligibility for Sponsorship Agreement or Naming Rights

The City may enter into naming rights or sponsorship agreements for the purposes of generating revenue, promoting community involvement, or recognizing significant contributions made by an entity.

Any proposed name change must be consistent with City branding guidelines and be free from offensive or inappropriate language.

Content of Agreements

Agreements will include specific terms on the duration of the naming rights (e.g., for a fixed period or until certain conditions are met).

Agreements will outline the rights and responsibilities of both the City and the sponsor, including signage, branding, and marketing materials related to the City Amenity.

Revocation

The City reserves the right to revoke a naming or sponsorship agreement if the sponsor fails to fulfill the terms of the agreement or if the name becomes inconsistent with community values or legal requirements.

6.0 Naming and Renaming Procedure

The City of Mount Pearl's procedure for naming or renaming City amenities shall be as follows:

1. Proposals for the naming or renaming of a municipal asset must be submitted to the Legislative Officer-City Clerk for review.
2. Requests which meet the established policy criteria will be forwarded to the appropriate department for consideration by a representative committee.
3. If supported by the CAO, a report, including a recommendation, will be presented to Council for approval.

7.0 Approvals

Adopted by Council on April 28, 2026.

Cassie Rideout
Cassie Rideout, Chief Administrative Officer

May 22/26
Date