

Street Naming Policy

1.0 Policy Statement

Street names are critical for municipal addressing and emergency response purposes. This policy establishes criteria to name or rename a street.

2.0 Definitions

- 2.1 **City** refers to the City of Mount Pearl.
- 2.2 **Draft Subdivision Agreement** is a document that shows the surveyed boundaries, location, size, and streets of a proposed subdivision.
- 2.3 **First Responders** refers to the St. John's Regional Fire Department and Royal Newfoundland Constabulary.
- 2.4 **Reserved Street Names Inventory** means the inventory of names approved by Council that meet the requirements of the Policy.
- 2.5 **Street** is any existing or proposed public or private Street, lane, or walkway within the boundaries of the City of Mount Pearl.

3.0 Naming Categories

Acceptable Naming Categories

- 1. Street names should portray a strong positive image, and have historical, cultural, Indigenous or social significance to the City of Mount Pearl, Newfoundland and Labrador or Canada.
- 2. Subdivision Street names may be established on the basis of a theme. Where street names in a neighborhood are based on a specific theme, Council may prioritize names for new streets consistent with that theme.
- 3. A street name may recognize organizations, events, places, flora or fauna local to the City of Mount Pearl, Newfoundland and Labrador, or Canada.
- 4. A street name may describe natural, topographical, or geographical features.
- 5. A street name may reflect or represent local traditions and cultural heritage.
- 6. A street name may recognize traditional usage, ways of knowing and cultural and historical interpretive elements of local and regional Indigenous peoples.
- 7. A street name commemorating an organization shall be of historical significance, while recognizing societal, cultural, and historical sensitivities.

8. A street name reflecting a family surname shall be reflective of an outstanding contribution to the local community.

Excluded Naming Categories

1. A street name shall not recognize individuals (living or deceased).
2. A street name shall not be a duplicate of an existing street or sound similar to any other street within the area that is under the responsibility of the St. John's Regional Fire Department.
3. A street name shall not contain numbers or special characters with the exception of hyphens or apostrophes.
4. A street name shall not be discriminatory based on any prohibited grounds as defined by the *Human Rights Act*, or be derogatory in nature as determined by the City.
5. A street name shall not be considered if it may result in in appropriate abbreviations or acronyms as determined by the City.
6. A street name shall not contain more than 20 characters including any combination of spaces and letters.
7. No former street names shall be reused in order to prevent confusion with property records management and public safety.
8. A street name shall not result in, or be perceived to confer, any competitive advantage, benefit or preferential treatment or advertisement to a named party, product, or service.
9. A street name shall not incorporate product, trademarked, business, commercial or copyrighted names.

4.0 Naming Procedure

The City of Mount Pearl's procedure for naming of streets shall be as follows:

1. Property developers may submit a draft subdivision plan with a list of proposed names which reflect the naming categories established by this Policy and in accordance with an established theme for the area. If the proposed list of names is unsuitable or if the developer does not provide a list, then names are proposed by the City.
2. The City may seek engagement from the community of street names to be considered. The City is under no obligation to accept a proposal.
3. A proposed street 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.
4. The names are forwarded to the St. John's Regional Fire Department for approval to avoid duplication or similar sounding names within the region.
5. All street names shall be subject to final Council approval.

6. Following approval by Council, the City shall notify the following organizations regarding street naming/renaming:
 - i. St. John's Regional Fire Department
 - ii. NL 911
 - iii. St. John's Transportation Commission (Metrobus)
 - iv. Royal Newfoundland Constabulary
 - v. NL Health Services
 - vi. Canada Post
 - vii. Elections Canada/Elections NL
 - viii. Newfoundland Power
 - ix. Telecommunications providers

5.0 Requests for Street Renaming

Street renaming will be considered only where:

1. It has been determined necessary due to reconfiguration of streets as determined by the City's Planning, Engineering and Development Department; or
2. Where it has been determined that a current street name is within the excluded naming categories and its continued use will result in disrepute as determined solely at the discretion of the City.

When a street is being considered for renaming, the City shall:


1. Provide public notice of not less than 60 days.
2. Notify all property owners on the street advising of the proposal and invite written comments on the proposal within the 60 day notice period.
3. If objections are received in writing, hold a public briefing session.
4. Following the briefing session, submit a report and recommendation to Council for consideration, including a new recommended street name, if necessary.
5. Submit the new street name to the St. John's Regional Fire Department for approval, where necessary.

6.0 Approvals

Adopted by Council April 28, 2026.



Cassie Rideout, Chief Administrative Officer



Date