

City of St. John's Corporate and Operational Policy Manual

Procedure Title: Street Naming Procedures	
Authorizing Policy: Street Naming Policy	
Last Revision Date: June 17, 2025	Procedure #: 07-04-01-01
Procedure Sponsor: City Clerk	

1. Purpose

To provide direction for the naming/renaming of City Streets.

2. Definitions

"Inclusion Advisory Committee" (IAC) means the Committee approved by Council as detailed in the IAC Terms of Reference.

"Policy" means the Street Naming Policy.

"Reserved Street Names Inventory" means the inventory of names approved by the Street Naming Committee that meet the requirements of the Policy.

"Street" shall have the same meaning as defined by the St. John's Development Regulations 2021, that is "a publicly owned street, road, highway, or other way including a structure for any part of the street, road, highway, or other way designed and intended or used by the public for the passage of traffic and include all the space between the boundary lines of the street, road, highway, or other way."

"Street Naming Committee" (Committee) means the committee approved by Council as detailed in the Policy and related procedures.

3. Procedure Requirements

3.1 Street Names

3.1.1 Naming Categories

- a) A Street name may recognize organizations, events, places, flora or fauna local to the City of St. John's, Newfoundland and Labrador, or Canada.
- b) A Street name may describe natural, topographical, or geographical features.
- c) A Street name may reflect or represent local traditions and cultural heritage.
- d) A Street name may recognize traditional usage, ways of knowing and cultural and historical interpretive elements of local and regional Indigenous peoples.
- e) A Street name commemorating an organization shall be of historical significance, while recognizing societal, cultural, and historical sensitivities.
- f) A Street name may be established on the basis of a theme. Where Street names in a neighbourhood are based on a specific theme, the Committee may prioritize names for new Streets consistent with that theme.
- g) A Street name shall not recognize people (living or deceased).

3.1.2 General Naming Requirements

- a) A Street name shall not be a duplicate of an existing Street or sound similar to any other Street within the City or any communities within the greater St. John's area that are under the responsibility of the St. John's Regional Fire Department. Duplication shall include similar names that are differentiated only by Street suffix.
- b) A Street name shall not contain numbers or special characters with the exception of hyphens or apostrophes.

- c) A Street name shall not be discriminatory (based on any prohibited grounds as defined by the Human Rights Act, 2010 SNL 2010 c. H-13.1 as amended from time to time), or be derogatory in nature, or be perceived as such, as determined solely by the City.
- d) A Street name shall not contain more than 20 characters including any combination of spaces and letters and excluding the suffix portion of the Street name.
- e) No Street names added to the Reserved Street Names Inventory shall begin with the use of “Old”, “New” or “The”.
- f) In order to prevent confusion with property records management and public safety, no former Street names shall be reused.
- g) A Street name shall not incorporate product, trademarked, business/ commercial, or copyrighted names.
- h) A continuous Street shall have one name throughout its entire length.
- i) A Street name shall not be continued through a right-angle turn.

3.1.3 Street Suffixes

- a) Street names shall have an appropriate suffix, which shall be abbreviated in accordance with Canada Post guidelines.
- b) Selection of Street suffix shall be at the discretion of the Corporate Information Services (CIS) Division.
- c) A non-exhaustive list providing standard suffixes for common Street types is contained in Annex A.

3.2 Submitting a Name for the Reserved Street Names Inventory

As noted in Section 3.2 of the Policy:

- a) Members of the public (including property developers) who wish to submit a Street name for the Reserved Street Name Inventory shall submit a **Street Naming Application Form** to the City.
- b) Names suggested will be placed on the Reserved Street Names Inventory. The City will make every effort but cannot guarantee a street name will be given to a specific street.

- c) Where proposed names relate to an organization, the requestor must obtain written consent from the authorized representative of the named organization by completing Section 3 of the Street Naming Application Form.
- d) Property developers submitting draft plans for subdivisions may suggest names from the Reserved Street Names Inventory for the Street names in the subdivision.
 - i. Any suggested Street names not on the Reserved Street Names Inventory shall require a **Street Naming Application Form**.
 - ii. If no names are suggested from the Reserved Street Names Inventory and no Street Naming Application Form is submitted, property developers shall accept recommendations from the Committee for Street names.

3.2.1 Review Process of a Name Submitted for the Reserved Street Names Inventory

As noted in Section 3.2.1 of the Policy:

- a) The Committee shall review Street names submitted to the Reserved Street Names Inventory.
- b) All Street names shall be approved by the St. John's Regional Fire Department prior to being brought to Committees or Council for approval and before being added to the Reserved Street Names Inventory.
- c) The Committee shall consult the Inclusion Advisory Committee (IAC) prior to adding names to the Reserved Street Names Inventory.
- e) The Committee reserves the right to consult with additional committees, boards, or other groups.
- f) The Committee shall seek approval at a Special Meeting of Council for names related to organizations.
- g) Applicants will be advised when a name has successfully been approved for the Reserved Street Names Inventory.
- h) Names may be retired from the inventory at the recommendation of the Street Naming Committee and upon approval by City Council.

3.3 Naming a New Street

- a) When a Street requires a name, it shall be selected by the Committee, prioritizing names significant to equity-deserving groups, where possible, at the sole discretion of the Committee.
- b) All selections shall be subject to final Council approval.

3.4 Street Renaming

3.4.1 Requests for Street Renaming

- a) Applicants shall complete a Street Renaming Application and provide a map or illustration of the Street to be renamed to the Office of the City Clerk.
- b) Upon receiving the Street Renaming Application, the Office of the City Clerk, in consultation with the CIS Division, shall provide the applicant with a list of all of the residential and commercial properties on the street, along with the number of properties required to meet the 50 percent plus one threshold for the petition.
- c) The applicant shall submit a petition with support from a minimum of 50 percent plus one property owners on the Street (with one signature per property), containing the property owner's name, Civic Address, and handwritten signature, using the City-provided template.

3.4.2 Processing

- a) Upon receiving the petition associated with the Street Renaming Application,
 - i. The Office of the City Clerk shall review the submitted petition to confirm that it contains valid property owner names and upon any exclusion for those who are not property owners, that it still meets the 50 percent plus one threshold, and
 - ii. The City Clerk shall seek a Member of Council to sit on the Street Naming Committee only for the purposes of the particular

street renaming request, in accordance with Section 93(a) of the Rules of Procedures for the St. John's Municipal Council.

- b) If the petition, upon review, does not meet the 50 percent plus one threshold, the City Clerk may reject the request, subject to extenuating circumstances as determined solely by the City. The City may permit revisions to the petition, in its sole discretion, due to extenuating circumstances.
- c) If the required petition threshold is met, the Office of the City Clerk shall conduct a mail poll of all affected residential and commercial property owners. The Street Renaming Application request shall only proceed further if 50 percent plus one of all property owners polled by mail by the City support the street renaming.
- d) The Office of the City Clerk shall advise the applicant of the result and any further action.

3.4.3 Public Notice and Consultation

- a) Following completion of the mail poll with 50 percent plus one of all property owners supporting street renaming, and with the approval of Council, the Committee shall provide a public notice period of not less than 60 days.
- b) The Committee shall schedule a public meeting, to be held not less than 30 days prior to submitting a recommendation to Council.
- c) All property owners on the Street shall be notified by mail of the public notice period and the time of the scheduled public meeting.
- d) Following the 60-day public notice period, the Committee shall submit a report and recommendation, including a new recommended Street name, if necessary, to Council.
- e) Following the decision by Council, all property owners on the Street shall be notified by mail of the outcome, including when any change will occur. The City shall also include a pamphlet for affected property owners, as detailed in Annex B, to provide some guidance with respect to notification of the change to various groups.

4. Notification

As noted in Section 3.3 of the Policy:

- a) 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
 - viii. Newfoundland Power and
 - ix. telecommunications providers.

5. Application

These procedures apply to all Streets in the City of St. John's.

6. Responsibilities

6.1 The Street Naming Committee shall be responsible for:

- a) providing recommendations to Council with respect to Street naming;
- b) completing consultations or public engagement;
- c) managing the Reserved Street Names Inventory.

6.2 The CIS Division shall be responsible for:

- a) applying names from the Reserved Street Names Inventory to new Streets;
- b) updating Streets that have been renamed.

6.3 The IAC shall be responsible for:

- a) providing recommendations to the Street Naming Committee regarding names submitted for the Reserved Street Names Inventory.

6.4 The St. John's Regional Fire Department shall be responsible for:

- a) approving and reserving Street names for use.

7. References

[Human Rights Act, 2010](#)

[Inclusion Advisory Committee Terms of Reference](#)

Street Naming Policy

Street Naming Application Form

Street Renaming Application Form

8. Approval

- Procedure Sponsor: City Clerk
- Procedure Writer: Policy Analyst; Manager, Land Information Services; Geographic Information Systems Technologist
- Date of Approval from Council: May 29, 2023

9. Monitoring and Contravention

- a) The Office of the City Clerk shall monitor the application of the policy and procedures.
- b) Any contravention of the policy and/or associated procedures may be brought to the attention of the Office of the City Clerk, the Department of Finance and Corporate Services (Human Resources Division), the Office of the City Solicitor, and/or the Office of the City Manager for further investigation and appropriate action, which may include, but is

not limited to, legal action and/or discipline up to and including dismissal.

10. Review Date

Initial Review: Two years

Subsequent Reviews: Concurrent with policy review

Annex A

List of Standard Suffixes for Common Street Types*

Street Type	Suffix
Avenue	Ave
Boulevard	Blvd
Circle	Cir
Close	Close
Court	Crt
Cove	Cove
Crescent	Cres
Drive	Dr
Heights	Hts
Highway	Hwy
Hill	Hill
Lane	Lane
Line	Line
Loop	Loop
Place	Pl
Road	Rd
Row	Row
Square	Sq
Street	St
Terrace	Terr
Turn	Turn
Way	Way

* Note: this is a non-exhaustive list.

Annex B

Notifications of Address Change

The following is a non-exhaustive list of individuals and organizations that may need to be contacted by property owners/residents to advise them of an address change. The onus will be on the individual to follow up with appropriate organizations.

- Canada Post
 - If approved by Council, there is no charge, but individual property owners and residents still need to arrange the mail forwarding.
- [Digital Government and Service NL](#) - Drivers License and/or Vehicle Registration
- Canada Revenue Agency
- Service Canada
 - Canada Pension Plan and Old Age Security
 - Employment Insurance
- [Medical Care Plan \(MCP\)](#)
- Immigration, Refugees and Citizenship Canada
 - Work permit, study permit, travel visa
 - [Passport](#) - Only requires updating of the physical passport document with new address.
- Employer
- Private pension plan
- School, university, daycare
- Financial institutions and/or credit card companies
- Landlord
- Doctor, Dentist, or other healthcare professional
- Phone/cable/internet
- Newfoundland Power and/or fuel company
- Insurance companies (home, vehicle, health, etc.)
- Subscriptions