

# City of Worcester Honorary Street Sign Process GUIDE



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## STEP 2

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Q & A



# STEP 1 - CONTACT THE CITY COUNCIL

## SO YOU WISH TO HONOR AN INDIVIDUAL(S) WITH AN HONORARY STREET SIGN....

### Let's Get Started!

According to Section 11A of Chapter 12 of the Revised Ordinances of 2008, any petition for an Honorary Street Name Designation is completed through the City Council.

In order to begin the process for designating a street name in honor of a person or group, you must reach out to the District City Councilor where you would like the honorary street sign to be located. If you reach out to an At-Large Councilor or the Mayor with your request for an honorary street sign for an individual(s) then the At-Large Councilor or Mayor must communicate this with the District Councilor where you would like the sign to be located. **From there, a City Council staff member will reach out to you via email to share a form that must be completed to collect more information!**

### A Few Things to Keep in Mind:

#### The honoree of an honorary street name designation ("Designation") MUST:

- be a past or current resident or residents of the City
- have made a demonstratable and significant positive impact on the community
- have contributed to the cultural, economic, educational, intellectual, political or scientific vitality of the community
- have made an extraordinary contribution in the service of humanity

#### A Designation MUST:

- be a public street

#### A Designation MUST NOT:

- be a commercial or corporate recognition
- be proposed for a section of street that has already received a Designation - No other proposals will be approved as long as that section of street has a designation already in place.
- duplicate an official street name
- be for names considered derogatory, pejorative or obscene.



## STEP 2 - CITY COUNCIL APPROVAL

A Designation should be proposed through the District City Councilor(s) in whose district(s) the Designation will be located. If a request is filed with a Councilor-at-large or the Mayor, the District Councilor shall be notified of the petition prior to submission.

Please make sure that your request states:

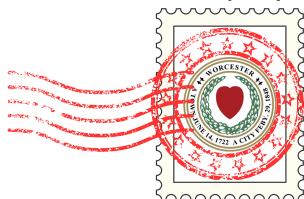
- the name of the individual(s) you would like to be honored
- the series of blocks to receive the Designation - a Designation shall NOT extend beyond two contiguous blocks and shall be applied to ONLY a single street.

When submitting a request you must include:

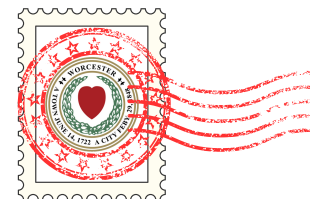
- a biography of the individual(s) you have selected to be honored
- the reason(s) you believe the individual(s) should be honored
- a map indicating the blocks for Designation that you would like, a clear Google maps image would be just fine.

Once the request has been adopted, a payment to the City in the amount established by the Commissioner of Public Works & Parks based on the actual cost to create signage. As of April 2025, the fee is \$75.00. If a third sign is requested for the honoree to take home with them, then an additional charge will apply and must be approved through DPW prior. A City Council staff member may assist you with this request if necessary.

A check is made payable to: **City of Worcester** and sent to/dropped off at:



Department of Public Works & Parks  
C/O Linh Nguyen-Ng  
20 East Worcester Street, 2<sup>nd</sup> Floor  
Worcester, MA 01604





## STEP 3 - PLANNING OF THE CEREMONY

When the City Council approves a Designation, the street shall retain its official name and its legal status. The new *honorary* street signage will consist of two signs and will be added to the already existing poles located at either end of the section of street designated. The Department of Public Works & Parks will handle the installation of these new signs and a City Council staff member will coordinate with them.

**The honorary street signs will always read as: The name of the individual(s) being honored followed by “Way”, NOT “Street”, “Road”, “Lane”, “Boulevard” etc.**

**For Example:**

TITLE (IF APPLICABLE)

ALWAYS ENDS IN WAY

**Senator**

**Daniel J. Foley**

**Way**

FIRST / MIDDLE INITIAL . / LAST NAME

♥ Honorary Street ♥  
**Senator Daniel J'Foley Way**

When planning and scheduling the Unveiling Ceremony, special consideration is given to the District Councilor(s) of whichever district the honorary street name will exist and the Mayor. The staff of the City Council will work with the District Councilor(s) to plan and coordinate with the Mayor, City Manager, State Representatives and of course the family and friends of the individual(s) being honored!





## STEP 3 - PLANNING OF THE CEREMONY CONTINUED

When beginning to plan an Unveiling Ceremony, a City Council staff member will reach out to you directly via email so that you may discuss possible dates that you may prefer for the event. In the past, those who request an honorary street designation have chosen to plan the Unveiling Ceremony around a specific date such as a birthday, anniversary or other special event! You might even prefer a time when family or friends will be in the area to help celebrate. A City Council staff member will work with you to look at possible dates and also let you know how you may make payment for the signage. The fee must be paid prior to any further planning!!

Once there is a **finalized** date and time and confirmation of payment, a City Council staff member will begin creating an invitation that may be shared with family and friends!

**Examples of past invitations:**





## STEP 4 - DAY OF THE EVENT



### **The Day of the Unveiling is Finally Here!**

The day of the event, a check in with all speakers is necessary! A City Council staff member will reach out to all listed speakers and of course, YOU, the individual who requested the honorary street designation! This will happen via email and/or phone call to make sure they have the most up to day event intake form and to ask if they have any questions or concerns.



### **Always Check the Weather!-**

A City Council staff member will review an up-to-date weather report for that day. Unveiling Ceremonies take place outdoors in the elements, so it is important to have an idea of what to expect beforehand. If it is too dangerous to be outdoors during the scheduled time - ex. a thunderstorm - plans must change and be arranged with all parties involved for safety reasons.

The Chief of Staff to the City Council will work with the District Councilor(s) on making any such call to cancel an event the day of and then reach out to notify those who planned on attending.





## STEP 4 - DAY OF THE EVENT

### **Dressing the Sign-**

Upon arrival, the sign will have already been installed by DPW the morning of the event and a City Council staff member will have draped a red cloth over the sign - completely covering it - ready for it's big reveal! A white cord will be used to tie around the pole to help keep any wind from taking the cloth off prematurely. This cord will remain tied this way until it comes time to reveal the new Honorary Street sign.

### **During the Ceremony-**

When the ceremony begins, a City Council staff member will help to usher guests so that they are standing in the correct, designated area and are a safe distance away from traffic while avoiding the sidewalk from being blocked by pedestrians passing through. They will also confirm when all speakers are present so that the emcee may begin and to keep the ceremony running along as smoothly as possible.

### **Unveiling the Honorary Street Sign- The Big Reveal!!**

When ready, the white cord is removed by a City Council staff member and the red cloth is pulled off by the individual(s) being honored or a selected family member, friend etc. A City Council staff member stays close by to take the cloth back so that no one has to hold it in photos.

**\*\* If a third sign is prepared/purchased - this is also when it is \*\*  
presented by the District Councilor(s) and/or the Mayor.**

### **Photo Opportunity!**

Photos will be taken during and after the Unveiling Ceremony. Please note that these photos *may* be used in the City Council's Weekly Summary Newsletter that highlights events taking place in the community as well as on various social media pages. If you or someone in your party prefers NOT to be photographed, please make it known by the City Council staff member on hand at the beginning of the Unveiling Ceremony and they will try their best to accommodate your request while still documenting the event.





## FREQUENTLY ASKED QUESTIONS

- **Who can request an Honorary Street Sign?**
  - Anyone can request an honorary street sign, however, the honoree(s) have to meet the necessary criteria to qualify. Please review STEP 1 to confirm.
- **Where do I submit a request for an honorary street sign?**
  - A request should be submitted to the District Councilor(s) where the honorary sign will be located. If an At-Large Councilor or the Mayor are contacted about a request then they should communicate with the District Councilor(s) on behalf of the individual who reached out.
- **Does the individual(s) being honored have to be a Worcester resident(s)?**
  - Yes, the honoree(s) must be or has been a Worcester resident at some point in time.
- **Can an entire street be designated to one individual?**
  - No, an honorary street designation may only extend 2 blocks on a given street.
- **Can any street be selected?**
  - No, only public streets may be selected - private streets cannot.
- **Can a Designation be revoked?**
  - At any time, the City Council may revoke and remove a Designation by a majority vote.





## FREQUENTLY ASKED QUESTIONS

- **How long does the honorary designation last?**
  - The Designation shall be for a term of ten (10) years. If no new request is pending for the same location, the Designation shall automatically renew for another ten years unless otherwise voted by the City Council.
- **How much does the honorary street name process cost?**
  - **Two Signs** - \$75.00 (installed, one at either end of designation)
  - **Three Signs** - \$100.00 (two signs installed on location of honorary street designation, one more taken home with the honoree)
- **Who plans the Unveiling Ceremony?**
  - The District City Councilor(s) where the honorary street sign is located plans the Unveiling Ceremony with assistance from City Council staff members.
- **Who may I share the invitation to an Unveiling Ceremony with?**
  - You may share the invitation with anyone you like - family, friends etc.
- **How do I request a third sign to take home?**
  - You may request a third sign at an additional cost, and you would need to make this request to the Council staff member coordinating the event.  
**PLEASE NOTE:** This additional sign will not be installed on location but instead handed to the honoree to take with them the day of the unveiling.