Place Naming Policy

Purpose

To guide Council in exercising its powers as a naming authority under the *Local Government Act 1989* and the *Geographic Place Names Act 1998* to name or rename roads, features and localities within the municipality of Moonee Valley City Council in accordance with the Naming Rules for Places in Victoria: Statutory requirements for naming roads, features and localities 2022 or as amended.

Scope

This policy applies to all requests to name or rename roads, features or localities for which Council is the naming authority and where the Naming Rules apply.

The policy does not apply to the informal naming of features such as internal rooms, facilities and structures on Council land. In these situations, the principles in this policy shall be used as a guide only, subject to any modifications deemed necessary.

This Policy will operate independently of Council's Public Memorial Policy.

Policy statement

Council, as the responsible Naming Authority under the *Naming Rules for places in Victoria 2022*, is responsible for geographic place names within its municipality, with the exception of geographic places of regional, state or national significance and water ways.

Appropriate naming is essential to identify locations easily for providing emergency services and delivering goods and services in Victoria.

Council will preserve the heritage and identity of its City's localities and wherever possible, will link the name to the place through the use of the following 'naming themes':

- Recognition of Aboriginal heritage and language;
- Recognition of cultural diversity;
- Notable residents (male and female) who are deceased;
- Location (including suburb locality);
- Significant contributors to the community who are deceased;
- Local flora and fauna;
- Historical exploration and uses of the land and the people associated with it;
- Former veteran personnel and civil servants who are deceased;
- Social and historical events;
- Recognition of individuals from underrepresented groups through commemorative place naming, consistent with the Victorian Government's Our Equal Places program, including women, First Nations peoples,

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LGBTQIA+ people, people with a disability, and people from culturally and diverse backgrounds.

Policy principles

The *Naming Rules for Places in Victorian 2022* provide that anyone (including the Council itself) may submit a place naming request to Council. Council will consider requests from the community in relation to the names of roads or features, including requests for the changes to existing names. The factors to support a naming process are as follows:

- The existence of any new properties that will rely on the street for addressing purposes.
- Any identified risk with emergency services access or the connection of essential services (power, water, gas and telecommunications).
- An anomaly within the road network in the area (such as if all other local lanes are named).
- The need to ensure the road network is connected (a request to name one street may trigger the need to name another street to ensure it is connected).
- The desirability of recognising the historical significance of a particular location.
- In the case where properties will be required to change an existing address:
    - to achieve a logical sequence of street numbering within a street;
    - in response to difficulties raised by emergency and service authorities associated with the identification of a property;
    - where the ability remains to accommodate future allocation of numbers to properties and development potential exists; and
    - any other circumstance determined by Council.

1. Roads

1.1 Laneways and Rights-of-Way

Council will not name currently unnamed laneways and Rights-of-Ways (ROW).

It is acknowledged, however, that from time to time, a planning permit or subdivision will result in a dwelling whose primary access is to an unnamed laneway or ROW. In these circumstances it may be necessary to name the laneway or ROW in order to provide the new development with a practical and easily recognisable street address.

It is also acknowledged that a laneway or ROW provides linkages for pedestrian and vehicle access. Where a pedestrian laneway or ROW is adjacent to a plan of subdivision, it may be necessary to name the laneway or ROW to provide a practical and easily recognisable street address.

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In naming a laneway or ROW, the complete road connection including all associated alignments and connections will be named.

1.2 New Roads created on a Plan of Subdivision

Council will work with developers to create compliant road names for subdivisions.

Where an area or estate has a particular naming theme, such as sporting names, birds etc. the selection of a name to continue that theme will be considered in the first instance. Road names will be registered after Council has certified and issued a statement of compliance for a plan of subdivision.

1.3 Renaming of an existing road

In general, Council will not support a request to rename an existing road. It is acknowledged, however, that from time to time the renaming of an existing road will be required as a result of:

- identified risk with emergency services in accessing existing properties.
- a planning permit or subdivision that results in the total number of new dwellings exceeding the capacity of the existing street number allocation.
- to achieve a logical sequence of road connection within the network.
- the existing street name is deemed to be offensive.

In considering any request, Council must consider the long-term benefits and short-term effects on the wider community as a change will affect current and future residents, emergency response zones and addresses, property owners, businesses and visitors.

1.4 Street addressing and renumbering of existing properties

The allocation of street numbers to properties will be determined by Council in accordance with the Australian Standard: AS/NZS4819:2011 Rural and Urban Addressing.

This will provide a consistent, clear and logical approach to street numbering within Moonee Valley to ensure that all properties can be identified easily and to assist home owners, the general public, service providers and emergency services to identify individual properties.

In general, Council will not support a request to renumber an existing property. Council will consider a request for a change of street number or will initiate the renumbering of properties in the following circumstances:

- In response to difficulties reported by emergency services or alike essential service provider;
- In response to a planning permit or subdivision approval which establishes new dwellings;
- To achieve a logical sequence of street numbering within a street;

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- Where the ability remains to accommodate future allocation of numbers to properties and development potential exists; and
- Any other circumstance determined by Council.

1.5 Fees and charges

Where a place naming process is triggered, the applicant and/or the developer will be responsible for all costs incurred and will be required to reimburse Council which includes and not limited to:

- Financial reimbursement assistance to any impacted properties which includes:
    - Mail redirection (12 months at Australia Post rates)
        - Residential - per affected property owner and tenant
        - Commercial/Home Business - per affected property owner and tenant
    - New property number
        - Residential
        - Commercial/Home Business
- Administration costs incurred by Council not limited to:
    - Statutory public notice published in newspaper
    - New street signage – supply and installation

Where Council initiates a place naming process, affected property owners may be eligible for financial assistance to support the transition. This assistance may include the provision of a new property number and mail redirection services for a period of up to three months, based on applicable Australia Post rates.

2. Locality Naming

In general, Council will not support a request to establish a new locality name, or to alter the boundaries of existing localities within the municipality.

It is acknowledged, however, that from time to time, a change in locality boundary may be required as a result of but not limited to:

- Local Government area boundary review where a locality may cross two or more municipal areas
- A subdivision resulting in a parcel of land being split across two localities

Any request by a member of the community to alter locality names should be submitted to Council together with evidence of support of a significant number of the affected persons. This evidence might include a petition, letters of support, results of a community survey or similar.

In considering any request, Council must consider the long-term benefits and short-term effects on the wider community as changes may affect current and

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future residents, emergency response zones and addresses, property owners, businesses and visitors.

3. Feature naming

A feature is considered to be a unique geographical place or attribute that is easily distinguished within the landscape under the Naming Rules for Places in Victoria. For example, a feature can be a mountain, watercourse, building, prominent structure or park.

Council will only name places of significant prominence and permanence. Usually these are places that warrant naming because of their size or to assist with identifying their location. In general, features within a park or reserve should not be officially named and registered. Playgrounds, ovals and pavilions within a park or reserve are usually identifiable by the name of the park /reserve.

4. Consultation

Consultation is a key component in the process of naming or renaming roads, features and localities. Consultation provides the community involvement in shaping the area in which they live. All community engagement will be completed in accordance with the minimum requirements outlined in the *Naming Rules for Places in Victoria 2022*.

Council will consult with the whole community including the following organisations in relation to any naming proposals:

- Local Historical Groups
- Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation
- Geographic Names Victoria
- Any other relevant statutory or community organisation

Name Bank Register

Council will maintain a Name Bank Register to identify and preserve names of local historical, cultural and community significance for future place naming opportunities.

The Register will be informed by nominations received from the community, community groups, Traditional Owners, organisations and other stakeholders through an open, transparent and ongoing community engagement process.

Council will encourage nominations that recognise individuals who have made a significant contribution to the municipality and reflect the diversity, heritage and identity of the community. Names included in the Register may be considered for future roads, parks, reserves, facilities and other places in accordance with the Naming Rules.

5. Signage

Upon the gazettal of a new street name, signage showing the new street name or feature shall be installed as soon as practicable.

All new and replacement signage will be designed, manufactured and installed in accordance with Council's Signage Guidelines.

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6. Decision Making and Delegated Authority

All decisions in relation to a place naming proposal will be determined by a resolution of Council or a Delegated Committee of Council, with the exemption of the matters outlined in Table 1 - Delegated Authority to Council Officers.

Where a place naming proposal is to be considered by Officers under delegation, a Councillor Update must be circulated to all Councillors. Any place naming proposal can be called in by a Councillor and be determined by Council by written notice to the Manager Legal & Governance. Any notice must:

- be in writing and outline a reason(s) for the proposal to be determined by Council
- be supported by two other Councillors

Table 1: Delegated Authority to Council Officers

Provision	Item Delegated	Delegate	Conditions and Limitations
Naming Rules for places in Victoria 2022 *Local Government Act 1989* Clause 5(1)(a)	Naming of a road or feature on private or Commonwealth Land.	Senior Governance Advisor Manager Legal & Governance	The proposed name must comply with the *Naming Rules for places in Victoria 2022* Approve and register the Place name with the appropriate authorities A Councillor Update on the proposal must be sent to all Councillors.
Local Government Act 1989 Clause 5(1)(c)	Power to require people to number their premises and to renew those numbers.	Senior Governance Advisor Manager Legal & Governance Chief Financial Officer Coordinator Revenue Team Leader Revenue	The allocation of property numbers must be in accordance with the Australian Standard: AS/NZS4819:2011 Rural and Urban Addressing. Approve and register property numbers with the appropriate authorities. A Councillor Update on the proposal must be sent to all Councillors.

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Responsibilities

The following Council departments and business units have direct and / or supporting responsibilities associated with this policy:

Role	Responsibilities
Legal & Governance department	the implementation and monitoring of this policy ensuring legislative compliance.
Relevant department Manager and Coordinators	the relevant Council unit (the service delivery unit responsible for the property asset that is subject to the naming proposal) in conjunction with the Legal & Governance department is responsible for undertaking the naming process. This process includes engaging in consultation, the evaluation of naming proposals for reporting to Council, advice to internal Council units and the Registrar of Geographic Names.
Council	deciding on all naming proposal with the exception of powers delegated to Council Officers.
Audit and Risk Committee	the Audit and Risk Committee provides an oversight function regarding: • Council's policies • Risk management system • Compliance controls • Audit functions

Definitions

Term	Definition
Applicant	the entity who has requested that a place naming proposal be considered by Council.
Developer	the entity who has received planning approval and requested that a place naming proposal be considered by Council
Council	the responsible Naming Authority who determines all place naming matters in accordance with the *Naming Rules.*
Feature	a unique geographical place or attribute that is easily distinguished within the landscape (including a park, open space, watercourse or sports ground).

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Term	Definition
Locality	a geographical area that has identifiable community and/or landscape characteristics (commonly known as a 'suburb').
Naming Rules	the document titled "Naming Rules for Places in Victoria: Statutory requirements for naming roads, features and localities 2022" which is published in accordance with the *Geographic Place Names Act 1998*, and any subsequent updates of that document.
Road	a public road as defined in the *Road Management Act 2004*.
Place naming process	the statutory process governed by the *Naming Rules* to officially name or rename a road, feature or locality.
Proactive naming	a naming proposal that is triggered by Council seeking to recognise a particular theme or to apply a particular name to a place.
Responsive naming	a naming proposal that is triggered by the identification of an unnamed place that requires a name, or a named place that requires renaming.
Wurundjeri Woi-wurrung	the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation.

Related legislation and reference sources

- *Geographic Place Names Act 1998*
- *Local Government Act 1989*
- *Road Management Act 2004*
- Naming Rules for Places in Victoria, Statutory Requirements for naming roads, features and localities 2022

Related Council documents

- Council Signage Guidelines
- Public Memorial Policy

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Document Type	Council Policy	**Classification**	External	**Status**	Approved
Document Suite	Council Governance and Administration				
Author	Senior Governance Advisor	**Owner**	Manager Legal & Governance		

Council Policy

Approved by	Council			**Version**	2.0
Approved	8 August 2023	**Last Reviewed**	TBC	**Next Review**	TBC
Major Changes	No major changes have been made. Three new provisions have been included: • Recognition of individuals from underrepresented groups through commemorative place naming, consistent with the Victorian Government's Our Equal Places program. • Provision of financial assistance where Council initiates a place naming process. • Name Bank Register				

Document control disclaimer
Minor amendments to this document may be required from time to time. Where amendments don't materially alter a document, they will be made administratively, without a requirement for formal approval. Printed copies of this document are considered uncontrolled.

Acknowledgement of Country
Moonee Valley City Council respectfully acknowledges the traditional custodians of this land – the Wurundjeri Woi-wurrung people of the Kulin Nation, their spirits, ancestors, elders and community members past and present.

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