

Future Melbourne Committee

Agenda item 7.1

Notice of Motion, Cr Leppert: Place and Road Naming Policy

23 April 2024

Motion

That the Future Melbourne Committee:

1. Adopts the Place and Road Naming Policy as found at the attachment to the notice, with a commencement date of 1 July 2024.
2. Authorises the General Manager Strategy, Planning and Climate Change, to make any editorial changes to the policy prior to its commencement, as well as any material changes strictly necessary to overcome any inconsistencies or unintended consequences that are discovered before or after commencement.
3. Requests that management makes the guidelines, the website and the register as required by the policy, by 1 July 2024.
4. Requests that management write to all known local historical societies and residents associations to make them aware of the policy and website, by 15 July 2024.
5. Requests that management advise Council in its next term, prior to adoption of the Council Plan 2025-2029, as to when the Arden and Macaulay precinct naming strategies should be scheduled for development.
6. Requests that management reviews the performance of the policy framework after 1 July 2026 and provides the findings of that review to councillors via briefing paper or, if amendments to the policy are recommended as a result of the review, to the Council (or delegated Committee).

Background

On 9 April 2024 the Committee deferred consideration of the Place and Road Naming Policy to the 23 April 2024 meeting. At the 23 April 2024 meeting the management recommendation is found at agenda item 6.4.

The management recommendation is an entirely legitimate interpretation of the drafting instructions set by this Committee. This notice of motion provides an alternative Place and Road Naming Policy but should not be read as a criticism of the management recommendation or its authors.

The purpose of providing an alternative Place and Road Naming Policy is to put forward a different structure and style of policy framework to that provided in the management recommendation. Both versions are informed by the same drafting instructions and the same public consultation findings.

Mover: Cr Rohan Leppert

Seconder: Deputy Lord Mayor Nicholas Reece



Place and Road Naming Policy

1 Title

This policy shall be known as the Place and Road Naming Policy. It is a local policy.

2 Definitions

For the purposes of this policy:

“Naming Rules” means the *Naming Rules for Places in Victoria (Statutory requirements for naming roads, features and localities – 2022)* or any document which replaces it.

“place” means a locality; a place; a park; a square; a plaza; a feature; a road (of any type); or a Council building.

“precinct naming strategy” means the document defined in Part 6 of this policy.

“register” means the register defined in Part 7 of this policy.

“Registered Aboriginal Party” means a body that is registered under Part 10 of the *Aboriginal Heritage Act 2006*.

“significant place” means a locality; or a new major road; or a new major bridge; or a new public open space performing a State, Capital City, Regional or Municipal role in the Council’s Open space network; or a large civic, community or recreation building built by the Council; or any other place deemed by a council officer to be significant.

“website” means the website described at Part 8 of this policy.

3 Scope

Council’s authority to name places is derived from the *Local Government Act 2020* (Section 10), the *Local Government Act 1989* (Schedule 10 Part 5) and the *Road Management Act* (Section 11), provided that names comply with the Naming Rules in accordance with the *Geographic Place Names Act 1998* (Section 10). This policy should therefore be read in conjunction with the Naming Rules.

This policy applies to all proposals to name any place where the Council has the authority to name the place.

4 Purpose

Within the City of Melbourne, the Council is the naming authority for most places. From time to time, Council receives requests from private land owners and developers, community members and the Victorian Government to name places. This local policy is required to ensure that naming decisions are made within a transparent and accountable framework, are consistent with Council and community expectations, and are compliant with the Naming Rules. This local policy also sets out methods to give particular effect to Principles E (Recognition and use of Traditional Owner languages) and G (Gender equality) of the Naming Rules.

5 Policy

Council is required to comply with the Naming Rules at all times and will do so.

Further, it is policy that:

- 5.1. Council will give particular effect to Principle E of the Naming Rules (Recognition and use of Traditional Owner languages) by giving priority to Traditional Owner language names in the development of precinct naming strategies, and by asking Registered Aboriginal Parties to choose those names.
- 5.2. Council will give particular effect to Principle G of the Naming Rules (Gender equality) by annually reporting all places named, and the proportional change of places named for women among all places named for people; and by ensuring that places named for women do not fall short of three-quarters of all places newly named for people in any 24-month period.
- 5.3. Council will give particular effect to Principle I of the Naming Rules (Using commemorative names) by not pursuing naming applications for living persons or for persons not yet five years deceased, to align with Council's Plaques and Memorials Policy.
- 5.4. There may be times when the Council will resolve to pursue a particular naming proposal in contravention of this policy (for example, there may be evidence of very significant community support for a special process), without contravening the Naming Rules. If and when that occurs, the Council should provide reasons.
- 5.5. Beyond the scope of precinct naming strategies, and within reason, any person should be able to make a submission to name an unnamed place.
- 5.6. Council will proactively seek naming submissions from the community for significant places (other than in declared precincts).
- 5.7. Council will consult the community on all naming proposals and will generally conduct voting polls for names for significant places (other than in declared precincts).

6 Precinct naming procedure

- 6.1. From time to time the Council will declare that particular precincts are subject to, or no longer subject to, the Precinct naming procedure.
- 6.2. Upon commencement of this policy, the following precincts are declared to be subject to the Precinct naming procedure, the geographical extent of each defined by clause 11.03 of the Melbourne Planning Scheme:
 - 6.2.1. Arden;
 - 6.2.2. Docklands;
 - 6.2.3. Fishermans Bend National Employment and Innovation Cluster;
 - 6.2.4. Lorimer; and
 - 6.2.5. Macaulay.
- 6.3. The creation of a proposed precinct naming strategy will:
 - 6.3.1. Give primary regard to:
 - 6.3.1.1. The plan that commissioned the Council to lead the precinct naming process, for example a Structure Plan; and
 - 6.3.1.2. The choices of the relevant Registered Aboriginal Party.
 - 6.3.2. Where further guidance is necessary, give regard to parts 5 and 7 of this policy generally, the Naming Rules, and/or the views of relevant local historical societies.
- 6.4. The proposed precinct naming strategy will be well advertised and be the subject of a period of public exhibition of no less than 8 weeks. Direct written notice of the exhibition will be provided to the relevant Registered Aboriginal Party (whether or not they assisted in the creation of the proposed precinct naming strategy), all property owners and occupiers, any known local heritage associations, any known local residents associations, any known local business associations, and any other person who it is considered would have a direct interest in the matter. The accidental failure to notify any person will not, alone, invalidate this provision.
- 6.5. Council must consider any submissions received during the public exhibition period before making a decision to adopt a precinct naming strategy, with or without changes.
- 6.6. An adopted precinct naming strategy will form the basis of any and all applications by the City of Melbourne to the Registrar of Geographic Names.
- 6.7. An adopted precinct naming strategy will be published online and will be brought to the attention of land owners early in any development application and/or subdivision process.

7 General naming procedure

- 7.1. This part covers all proposals to name all places other than those that are the subject of an adopted precinct naming strategy.

Submissions

- 7.2. Council will receive submissions to name places through a web form or by email or by mail on the basis of one proposed name per submission. The website will encourage submitters to first consider the Naming Rules and this policy before making a submission.
- 7.3. Submissions must include:
- 7.3.1. The proposed name of the place;
 - 7.3.2. A precise description or map of the location of the place, and whether the place to be named is required to be named in the short term, and why that is; or if no specific place is intended, the areas within which the name would be suitable;
 - 7.3.3. Arguments in support of proposed name; and
 - 7.3.4. Contact details for the person making the submission.
- 7.4. Submissions should include:
- 7.4.1. A self-assessment of the proposed name against the Naming Rules Principles and paragraph 5.3 of this policy; and
 - 7.4.2. A description of the level of support for the proposed name within the local community and/or what has been done to ascertain the level of support.
- 7.5. Submissions may include other supporting information.
- 7.6. Within 60 days of receipt of the submission, or receipt of the further information in association with that submission, whichever comes later, a council officer must either:
- 7.6.1. Reject the proposed name and advise the submitter of the rejection and the grounds for the rejection, if in the opinion of the council officer:
 - 7.6.1.1. The proposed name would violate the Naming Rules; or
 - 7.6.1.2. The submission does not include all of the mandatory requirements; or
 - 7.6.1.3. The place is the subject of a proposed or adopted precinct naming strategy; or
 - 7.6.1.4. The proposed name would violate paragraph 5.3 of this policy; or
 - 7.6.1.5. The proposed name is frivolous;or –
 - 7.6.2. Request further information of the submitter within 60 days, if in the opinion of the council officer there appears to be a reasonable prospect that the submission, with alteration or addition, might be compliant. This option may be exercised only once in relation to each submission;
 - or –
 - 7.6.3. Accept the proposed name for inclusion in the register and advise the submitter accordingly.
- 7.7. Submissions that are part of a pattern of repeated and/or unreasonable submissions may be ignored.

The register

- 7.8. The register will include:
- 7.8.1. All proposed names accepted under paragraph 7.6.3 of this policy;
 - 7.8.2. Any names compliant with the Naming Rules that were considered for, but not in an adopted, precinct naming strategy; and
 - 7.8.3. Any other names that had been kept on an informal register immediately prior to the commencement of this policy.
- 7.9. The register will, for each proposed name, include the date the proposed name was added, include any information provided with its respective submission, indicate if the name is a Traditional Owner language word, indicate if the name recognises a person, and indicate if the name recognises a woman.
- 7.10. The register is not a public document.

Initiating a place naming process

- 7.11. A Council officer will determine when a place naming process for any place is to be initiated. This will usually be once one of the following occurs:
- 7.11.1. A significant place requires a name;
 - 7.11.2. Construction has commenced to develop land, and that development will create a new place or places;
 - 7.11.3. There is a need to assign or amend the name of a place to ensure appropriate addressing and identification is provided to every occupiable building in the municipality; or
 - 7.11.4. There is another good reason to do so.
- 7.12. If the relevant place is a significant place, Council must newly invite submissions for the name [this is a notifiable decision], including by writing to property owners in or abutting the place, and by writing to any relevant local historical society.
- 7.13. A Council officer will identify a preferred name or names for the place [this is a notifiable decision] as follows:
- 7.13.1. Any name must be compliant with paragraph 5.2;
 - 7.13.2. The name for a significant place should be the two or three most compelling names from among the submissions newly received under paragraph 7.12 as well as the register.
 - 7.13.3. The name for any other place should be the most appropriate name from the register.

Public consultation

- 7.14. Public consultation will be conducted in accordance with Section 7 of the Naming Rules, and:
- 7.14.1. Naming proposals for all places will be exhibited on the website; and
 - 7.14.2. Voting polls will take place for the naming of any significant place, unless a Council officer has determined that there should not be a voting poll and has provided reasons [this is a notifiable decision].

Deciding names

- 7.15. The outcomes of any voting polls and the recommendation to pursue a name for any significant place will be the subject of a decision by Council (or delegated Committee).
- 7.16. The outcomes of public consultation and the recommendation to pursue a name for any place that is not a significant place will be reported internally [this is a notifiable decision].
- 7.17. A Council officer will refer any decided name to the Registrar of Geographical names (VICNAMES) for gazettal.

Notifiable decisions

- 7.18. Notifiable decisions are decisions proposed to be made under delegation that must be put on notice and provided to councillors. The notifiable decisions are:
- 7.12: to invite submissions for the name of a significant place;
 - 7.13: to identify a preferred name or names for a place as the basis for public consultation;
 - 7.14.2: to not undertake a voting poll for the naming of a significant place; and
 - 7.16: to pursue a name for a place that is not a significant place.
- 7.19. The relevant Council officer will refer any notifiable decision to Council (or delegated Committee), without prior decision by the Council officer, wherever and whenever any two councillors have indicated in writing before the expiry of the notice period that they call the matter in.
- 7.20. If the notifiable decision has not been referred to Council (or delegated Committee) in accordance with paragraph 7.19, the decision will be made.

8 Website and public reporting

- 8.1. Council will maintain a website to receive submissions to name unnamed places (other than in declared precincts), to provide access to any adopted precinct naming strategies, and for annual reporting purposes.
- 8.2. After the end of each financial year, a concise report in respect of the financial year will be published on the website.
- 8.3. Reports must:
- 8.3.1. Provide a list of all new decided place names (inclusive of names in declared precincts).
 - 8.3.2. Be in a format that will assist decision-making under the policy, particularly with regard to paragraph 5.2.
 - 8.3.3. Measure progress towards the purpose of this policy by comparing the end of financial year position to the 30 June 2024 baseline position (and any end of financial year positions in between) in relation to:
 - 8.3.3.1. The total number of places using Traditional Owner language words;
 - 8.3.3.2. The total number of places named for women; and
 - 8.3.3.3. The proportion of places named for women among all places named for people.

9 Fees

- 9.1. Where a new development is the cause for the initiation of a place naming process under paragraph 7.11, the proponent of that development must pay all fees associated with the naming process, public consultation and lodgement.
- 9.2. Costs associated with the naming process, public consultation and lodgement will otherwise be covered by the Council.

10 Place and Road Naming Guidelines

- 10.1. Council officers will make and maintain Place and Road Naming Guidelines under delegation in order to implement the policy efficiently and monitor its effectiveness.
- 10.2. The Place and Road Naming Guidelines is not a public document.

11 Version control and change history

<u>Version number</u>	<u>Approval date</u>	<u>Approved by</u>	<u>Amendment</u>
1	23 April 2024	Future Melbourne Committee	None. Original version.