

Strategic naming policy

Naming of parks, places, community infrastructure, roads and street numbering

Corporate Plan reference:	<p>A strong community</p> <p><i>In all our communities, people are included, treated with respect and opportunities are available to all</i></p> <ul style="list-style-type: none"> - A creative identify that supports community cohesiveness, development and wellbeing
Endorsed by Council on:	8 September 2010 OM10/238
Manager responsible for policy:	Group Executive Business Performance

Introduction

The Sunshine Coast Regional Council (council) is the custodian of an expanding collection of parks, buildings and other infrastructure that, in many cases, is named in dedication to significant individuals, families, associations, historical objects or events. Council also has a responsibility, under the Local Government ACT (2009), for the naming of public and private roads within council's boundaries.

Naming of parks, places, community infrastructure is administered by the Community Planning and Development Branch of the Economic and Community Development Group. Road naming and numbering is administered by the Corporate Knowledge Branch in the Business Performance Group.

Policy purpose

This policy formalises the principles by which council names parks, places and community infrastructure, which are generally the responsibility of local governments as detailed in the Place Names Act 1994 and the Local Government Act 2009. This policy also formalises the principles by which council names roads and allocates street numbers in accordance with its duties under the Act.

Policy outcome

It is intended that the outcomes of this policy are:

- parks, places and community infrastructure are reminders of local history, culture and citizens (as defined in the SCRC Community Cultural Plan);
- road names are appropriate for the region and properties numbered consistently;
- emergency services and utilities identify and locate properties with expediency; and
- pedestrians and vehicles navigate easily within the region.

Policy scope

The policy pertains to:

- naming and renaming of parks and places, owned or in the trust of the Sunshine Coast Regional Council;
- naming and renaming of infrastructure (eg. buildings, bridges, canals, etc) owned or controlled by the Sunshine Coast Regional Council;
- naming and renaming of public and private roads within the boundaries of the Sunshine Coast Regional Council; and
- street numbering and renumbering of properties adjoining a controlled road under council's jurisdiction;

Policy statement

Council is committed to ensuring that a consistent, fair and equitable protocol is followed whenever naming parks, places, community infrastructure and roads, and that consistent street numbering is used for all assets under the control of council.

Naming applications will be assessed in accordance with the guiding principles set out in this policy. This policy will be implemented by council employees, in accordance with Departmental guidelines detailing the processes associated with the naming of roads and numbering of streets, and the naming of parks, places and community infrastructure.

Guiding principles

Principles common to all naming applications

1. In general terms, the naming should be unique and use the form, spelling and style of contemporary Australian English. In particular cases, naming practice should take account of contemporary Indigenous and Torres Strait Islander spoken languages.
2. If personal names are used, the person commemorated should:
 - (a) have contributed significantly to the development of the immediate locality or greater region;
 - (b) have demonstrated outstanding levels of civic service;
 - (c) have achieved role-model status in the wider community or have donated property or funds for community benefit;
 - (d) be recognised in memoriam. Names of living persons are by their nature subject to partisan perception and change in community judgement and acceptance; for this reason they are not efficient or effective choices for official park; place; community infrastructure or road names. The adoption of a personal name during the lifetime of a person concerned should only be made in exceptional circumstance.
3. A name shall wherever possible, be:
 - (a) relevant to Australian, preferably local, history, flora, fauna, culture, local landscape and physical characteristics;
 - (b) preferably only one word, understanding that a geographic relationship such as Black Mountain is permissible;
 - (c) in all respects, be in accordance with community standards.

4. Sensitivity to diverse cultural situations should be applied when selecting names and derogatory or discriminatory terms or terms likely to cause offence should be avoided.
5. Terms that may be construed as advertising a commercial or industrial enterprise should be avoided.
6. The use of Indigenous and Torres Strait Islander names will be governed by the “Guidelines of the Committee for Geographical Names in Australasia” (http://www.icsm.gov.au/cgna/aboriginal_names.pdf) which includes:
 - (a) the need for consultation with groups within the community;
 - (b) the acceptance of Indigenous and Torres Strait peoples’ right to have input into the process of adopting approved facility, road or place names;
 - (c) the recognition that traditional names exist;
 - (d) the recognition that multiple names of Indigenous and Torres Strait origin, together with an European name, may exist;
 - (e) the recognition that Indigenous and Torres Strait Islander names may predate the arrival of Europeans in Australia;
 - (f) the equal status of oral recording of facilities, roads and place names with that of documentation;
 - (g) the recognition that the use of some names will be subject to restrictions;
 - (h) consideration to be given to using Indigenous or Torres Strait Islander names for those features with an unrecorded name, in accordance with Resolution 22 ‘Aboriginal/native geographical names’ of the Fifth United Nation Conference on the Standardisation of Geographical Names;
 - (i) the need to comply with the written form of the indigenous language, where one exists, from which a name is drawn; and
 - (j) the need for consultation with bodies affected by the naming proposal.
7. In all cases names containing an element that has historically been written with a final –‘s or _s’, the apostrophe is to be deleted. This is to facilitate the consistent matching and retrieval of road names in database systems such as those used by governments, emergency services and utilities.
8. English language place names do not have diacritical marks. In the case of place names derived from languages other than English, any diacritical marks are not to be carried over to the English form.
9. The use of hyphens in connecting parts of names should, as far as possible, be avoided.
10. Associated names or names deriving from the same source (such as McCarthy and McCarthy Shute), should generally have the same spelling (rather than for example McCarthy and MacCarthy Shute).

Naming of Parks, places and community infrastructure

1. The Departmental Guideline for Naming of Parks, Places and Community Infrastructure, associated with this policy, will enable community groups and individuals to have input into naming proposals.
2. Renaming of a park, place or infrastructure will only occur in an extraordinary case. Only council can initiate a renaming. A park named after the street/location it is located in is considered to be unnamed.

Road naming

1. Road names will adhere to the common principles defined below along with the rules defined in the Departmental Guidelines for the Naming and Numbering Roads.
2. Road names should, where ever possible, be:
 - (a) easy to pronounce, spell and write;
 - (b) simple, concise and preferably of 20 or fewer characters;
 - (c) single destination, e.g. Palmwoods Road not Woombye-Palmwoods Road;
3. Road types will be in accordance with the Australian Standards AS1742.5-1997; AS4590-2006.
4. Council approval of new road names is required before a plan for subdivision is lodged. In the absence of a request the Land Information Officer will select names from the Unused Name Register held by the Heritage Library.
5. Renaming of roads will only occur in extraordinary cases.
6. Duplication of names within a locality refers to the road name itself not the road type. For example Ocean Place Kuluin is considered a duplication of Ocean Street Maroochydore.
7. Where duplication of road names already exists at the time of adoption of this policy, council will not change the name. Council may choose to rename the road subsequently:
 - (a) if requested to do so by a majority of the property owners fronting the road;
 - (b) if requested to do so by a Queensland State Department Director, eg Emergency Servies.
 - (c) at its own discretion.

Street numbering

1. Street will be numbered according to the Australian Standard AS4819:2003.
2. Numbering rules are defined in the Departmental Guidelines for Naming of Roads and Street Numbering.

Roles and responsibilities

To ensure that existing names are protected and that the naming of new or previous unnamed entities is consistent with this policy, the following table defines the valid applications, requestors, assessors and approvers allowable.

Application	Requestor	Assessors	Approver
Naming of New or Unnamed Park/ Infrastructure	Council or Community	Divisional Councillor/s and naming panel	CEO or Delegate
Renaming of Park/ Infrastructure	Council	Divisional Councillor/s and naming panel	CEO or Delegate
Naming of New Roads	Developer who donated the road or Council	Council Land Information Officer and Heritage Library Coordinator	Council Land Information Officer
Renaming of Roads	Property owner fronting the road, Council or State Dept. Director	Divisional Councillor/s, Council Land Information Officer and Heritage Librarian	Divisional Councillor
Numbering of New Roads	Council Land Information Officer	Council Land Information Officer	Council Land Information Officer
Renumber of Properties	Council Land Information Officer	Divisional Councillor/s and Council Land Information Officer	Council Land Information Officer

Definitions

Commemorated – means dedicated to a person, family or group.

Road - for the purpose of this Policy, mean any road, street, private road or thoroughfare access easement. It does not include a State-controlled road. Roads must be within the geographical boundaries of the Sunshine Coast Regional Council local government area.

Community infrastructure – means for the purpose of this policy any property, complex, structure, building, bridge, asset, park or reserve or portion of thereof owned or under the control of council but does not include a road or place unless exempt under the *Place Names Act 1994*.

Place – means for the purpose of this policy an area under council control or responsibility that is not deemed to be a park. Council is not responsible for the naming of geographical features (whether natural or artificial) or localities/suburbs. These are controlled by the State through the *Place Names Act 1994*.

Commemorative name – primarily describes naming, which is applied in dedication to a person, family or group. eg. June Blanck Park; Maroochy Lions Park; 37/52nd Battalion Park.

Park – a piece of land designated as a “park” under the Town Plan and a park or reserve as defined in a Local Law.

Related policies and legislation

Local Government Act 2009

Place Names Act 1994

Guidelines of the Committee for Geographical Names in Australasia

Caloundra City Council, Local Law 9 (Roads)

Transport Operations (Road Use Management Act) 1995

Transport Infrastructure Act 1994

Australian/NewZealand Standard – AS/NZS4819:2003 Geographical information – Rural & urban addressing
Maroochy Shire Local Law No. 17 (Parks and Reserves) Maroochy Shire Local Law Policy NO. 17 Parks and Reserves

Noosa Shire Council Local Law NO.5 - Parks, Reserves and Foreshores

Noosa Shire Council Subordinate Local Law NO.5 - Parks, Reserves and Foreshores

Caloundra City Local Law No. 2 (Council Facilities and Other Public Places)

Departmental Guideline – Process for implementing road naming and street numbering proposals (Corporate Services Department)

Departmental Guideline – Process for implementing naming proposals (Community Services Department)

Version control:

Version	Reason / Trigger	Change (Y/N)	Endorsed / Reviewed by	Date
1.0	Internal revision	Y	Cr Green, Gov, Reg Serv, IS, DA	27/05/2009
1.1	Group revision	Y	Reg Serv, Road Services, SMIC	11/06/2009
1.2	Internal revision	Y		05/10/2009
1.3	ELT revision	Y	Corporate Governance, Community Services, SMIC	13/05/2010
1.4	OP Department revision	Y	Corporate Governance, Community Services, SIM	19/05/2010
1.5	OP Department revision	Y	Corporate Governance, Community Services, SIM	30/07/2010
1.6	Revised	Y	MLE,JAR, SSQ, BB014	15/04/2016
1.7	Internal revision	Y	MLE,JAR, SSQ, BB014	15/04/2016
1.8	Updated department names and branding	N	Corporate Governance	04/01/2017
1.9	Update as per new Organisational		Corporate Governance	22/11/2017

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