Policy W13 – Naming of Localities, Roads, Parks, Reserves and Buildings

1. Policy Intention

To establish a process for dealing with the naming of Localities, Parks, Reserves, Shire Buildings and Roads.

2. Policy

The Shire will undertake any naming actions generally in accordance with the below requirements.

Where there is an inconsistency between this Policy and Landgate's Policies and Standards for Geographical Naming in Western Australia, and Landgate's Aboriginal and Dual Naming Guidelines, the Landgate Policies, Standards and Guidelines shall prevail.

Names of living persons are by their nature subject to partisan perception and change in community judgement and acceptance. For this reason, names that commemorate or may be construed to commemorate living persons will not be considered.

Aboriginal place names may be adopted where these names are appropriate to the locality, provided that consultation occurs with the relevant Aboriginal groups and there is an agreement on the use of the proposed name.

All requests for naming will be assessed against this Policy and Landgate's Policies and Standards and Guidelines.

2.1 Localities

(a) Locality names shall not be duplicated locally, within the State or Nationally.

(b) A locality name should be non-controversial, have broad based local community support and be acceptable to the wider community and not divisive.

(c) A locality name shall not be abbreviated or contain an abbreviation or acronym. e.g. "Mount" shall not be abbreviated; however, "St" may be used as an abbreviation for "Saint".

(d) A locality name shall not contain diacritical marks, full stops or numerals.

(e) A locality name shall not include possessive apostrophes (e.g. "Bethels Green" not "Bethel's Green").

(f) Apostrophes forming part of an eponymous name (e.g. O'Neill) may be included.

(g) A locality name shall avoid the inclusion of qualifying terminology, cardinal indicators or similar prefixes or suffixes (e.g. Upper, New, North, South). Where such is unavoidable, it should only be used as a suffix in order to minimise ambiguity and confusion.

(h) Locality names shall have uniformity of spelling with associated feature names, in that names derived from same source should have same spelling (e.g. McDonnell, Mount McDonnell, not McDonnell, Mount MacDonnell).

(i) A locality name should preferably be a single word.

(j) Locality names shall not be similar in spelling or sound (e.g. Wytmont, Whitmont) to any other locality, within the state and preferably not within the country.

(k) Traditional indigenous names should be recognised.

(l) Where locality names may be derived from indigenous sources, the local indigenous community shall be consulted for input and endorsement.

(m) Where a name is derived from an indigenous language it shall comply with the

written form, should one exist and be supported by evidence to satisfy the Naming Authority.

(n) Locality boundaries should not separate areas of community interest.

(o) Locality boundaries shall follow definite and distinguishable community or physical features or barriers (e.g. creeks, rivers, breaks in residential developments, large open spaces, centrelines of major roads, railways or pipelines etc).

(p) Locality boundaries shall not extend across local government boundaries.

(q) Promotional "Estate Names" used for marketing purposes are not acceptable as a substitution for a Locality Name.

2.2 Road Names

The allocation of road names for new roads, shall be based upon all such names being taken from an approved Shire of Murray Register of Road Names adopted by the Council, from time to time, and endorsed for use by Landgate's Geographic Names Committee.

Developers of all subdivisions and/or developments that create new roads which do not have a name allocated to them are required to:

- choose road names from the approved Register of Road Names and submit that information to the Shire and Landgate; or
- submit a list of alternate road names, together with origins for the names and the reasons for the new road names, to the Shire for consideration.

(a) All public roads shall be named uniquely and unambiguously.

(b) All roads that can be used as part of an address for an address site shall be named.

(c) All private roads that are accessible to the public shall be named. This includes, but not limited to, roads within complexes such as universities, hospitals, retirement villages, and roads in forests, parks, or other public reserves etc.

(d) The name of a road shall be unique and unambiguous within the local government area and within the locality. To avoid all risk of confusion of location, it should preferably be unique across neighbouring local governments.

(e) All road names shall include a road type. Road types shall be selected from the specified lists that convey their function.

(f) Road name extensions (suffixes) after the type shall not be used. (e.g. Smith Street South).

(g) Irrespective of the road "type" assigned, a road name shall be unique. Road names with the same name but different in type are not considered unique (e.g. "Smith Lane" and "Smith Street" are not acceptable).

(h) A single name may be assigned to a road that passes through more than one local government area. In such cases the name and extent of the road should be determined through liaison with the relevant naming authorities.

(i) The start and end points of a road/road name shall be clearly identifiable.

(j) Other than a median strip, the extent of a road name shall not include more than one length of physically contiguous road, i.e., not have two or more separately drivable sections.

(k) A length of road shall have only one name.

(l) Road name prefixes shall not be used.

(m) A directional or similar device shall not be used as a prefix or a suffix to

uniquely define road extremities, i.e. names such as White Road “East” / White Road “West” are not acceptable road naming practice. Such extremities shall be separately and uniquely named.

(n) The naming of a road using “origin-destination” shall not be permitted. A road name shall consist only of letters and spaces and, where necessary, a hyphen, apostrophe or macron. Excepting an anglicising apostrophe in a surname (e.g. “O’Connor” Road), road names shall not include possessive apostrophes (e.g. “Burkes Road” not “Burke’s Road”), numerals, full stops or other diacritical marks.

(o) Road names shall not be abbreviated or contain an abbreviation or acronym. e.g. “Mount” shall not be abbreviated; however, “St” may be used as an abbreviation for “Saint”.

(p) A road name shall have the same spelling as any associated or source name (i.e. McDonnell and McDonnell Road, not McDonnell and MacDonnell Road).

(q) Names should generally be simple, easily pronounced, and easily understood.

(r) The road name and type should be relatively short and shall not exceed 40 characters in total.

(s) “Unique” and “unambiguous” as it applies to a road name also means that it shall not sound similar or be spelt similar to another name.

Where existing roads are extended into new sub divisional estates, the existing road name shall apply, so as to avoid confusion for road users.

2.3 Naming of Parks, Reserves and Buildings

The naming of Parks, Reserves and Shire Buildings will be assessed against this Policy, to meet Landgate’s requirements, and to apply the following criteria:

(a) Priority will be given to the naming after an adjacent street or feature to maximise the identification of that park, reserve or building within an area. The ‘road type’ is not to be included as part of the name. (e.g. Humphrey Park after Humphrey Street; Pelican Park which is located on Pelican Road; Murray House which is located on Murray Street).

(b) ‘Reserve’ is only to be used as part of the name if the whole of the area to be named is reserved under the Land Administration Act 1997 and therefore has a reserve number.

The term ‘Reserve’ generally applies to conservation reserves and public open space (POS) classified as District level, which are often sports related. (e.g. Recreation Reserve / Sports Reserve).

(c) Proposals to name parks, reserves and buildings, other than as above, should include evidence of strong written community support for the name proposed.

(d) For names that commemorate or may be construed to commemorate a person, the person being honoured, should be:

1. Deceased; and

2. Have either had a direct long-term association with the area, or have made a significant contribution to the park, reserve or building, in the form of one or more of the following:

(I) two or more terms of office on local government council (Shire of Murray);

(II) thirty or more years’ voluntary association with a local community group or service club, based in the Shire. Service to the local community group or service club must have been voluntary;

(III) action by an individual to protect, restore, enhance or maintain the asset being named, that produced substantial long-term improvements for the community; and

3. Of good repute and not likely to be the subject of controversy.

(e) Names commemorating a person may either be their given name and surname combined, or given name or surname only. (e.g. George Brook Reserve, named after George Bouglas; Don Spark Reserve, after Don Spark; Cantwell Park after Albert Richard Cantwell).

(f) Death and former ownership of land are not acceptable reasons for proposing a name, unless previous criteria apply.

(g) Components of POS, such as 'Oval' or 'Playground' are generally not to be used in the main name. (e.g. Dwellingup Trails Precinct, rather than merely 'Dwellingup Oval', which is only one component of the place).

(h) The term 'Park' usually denotes POS of Local or Neighbourhood classification. (e.g. Sandy Cove Park, York Park).

(i) The term 'Precinct', as used by the Shire, denotes those reserves with a hall or other use included within the reserve/POS. (e.g. North Dandalup Community Precinct).

(j) The term 'Foreshore' describes POS whether or not in a reserve (as with the Shire's designated Road Reserve foreshore areas) along a river or estuary foreshore. (e.g. Furnissdale Bridge Foreshore, Wellya Foreshore).

(k) 'Launch Facility' denotes boat ramp areas as per Department of Transport protocols. (e.g. Batavia Quays Launch Facility).

(l) For reserves classified as 'Restricted Reserves', being reserves that serve a particular function or functions that restricts their use to that function, and/or restricts public use or access, that function may form part of their name in combination with naming conventions as outlined above. (e.g. Coolup Emergency Services Precinct).

(m) Dual naming of parks, reserves and buildings is encouraged, to recognise traditional indigenous names, and to provide dual naming and explanation/story on signage etc. (e.g. North Pinjarra / Carcoola Hall).

(n) Generic naming, such as 'Centenary Park', 'Memorial Park' are generally not encouraged, although historic instances exist. Parks and reserves are to have more descriptive names that more accurately and easily identify their location and specific attributes.

2.5 Renaming of Parks, Reserves and Buildings

(a) Names chosen for parks, reserves and buildings are expected to be permanent, and renaming is discouraged. Circumstances for considering new names are:

- the person/body/entity after which the facility was named has been discredited or dishonoured;
- the name is duplicated elsewhere in the Shire;
- it has been found that the information submitted regarding the naming of the facility is factually incorrect;
- the name is no longer appropriate in historical or geographical terms;
- the name is no longer appropriate because it is likely to cause distress to members of the community;
- Landgate direction;
- any other reason deemed appropriate at Council's discretion.

(b) Evidence of substantial community support for a change of name must be provided.

2.6 Application to Name or Rename a Park, Reserve or Building

(a) Anyone seeking to propose a name or rename must submit their proposal in writing. The applicant will be required to provide the following:

- ensure the name meets the requirements outlined in this Policy;
- detailed reasons for the naming;
- supporting evidence and research material.

(b) If the proposal is to name after a person, the applicant must demonstrate that the person was of good repute and not likely to be the subject of controversy. If the applicant is not an immediate relative, written permission of the family is to be included in the submission.

(c) The applicant must ensure that all material supplied to the Shire is accurate, objective and not a distortion of actual facts. The proponent may be required to provide additional evidence or research material to further substantiate the proposal.

Policy Detail		
Responsible Directorate	Infrastructure Services	
Responsible Department	Infrastructure Services	
Responsible Officer	Director Infrastructure Services	
Next Policy Review / Schedule	2026 (3-yearly)	
Council Adoption	**Date / Resolution**	17 September 1998 (SCM98/0310)
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		26 July 2012 (OCM12/149)
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		23 June 2022 (OCM22/070)
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