

**AGENDA of the
Portfolio Committee : Infrastructure & Planning
22 May 2018
(Also the agenda for the Mayoral Committee Meeting : 30 May 2018)**

**3.
DRAFT NAMING POLICY**

16/3/B

M Harmse

19 April 2018

(028) 3138104

Corporate Head Office

1. Executive Summary

The purpose of this report is to recommend to Council the adoption of the draft Naming Policy.

2. Service Delivery and Budget Implementation Plan - IGNITE

Directorate: Infrastructure & Planning
Department: GIS/Town Planning

3. Compliance with Strategic Priorities

Provision of democratic, accountable and ethical governance
Provision and maintenance of municipal services
The encouragement of structured community participation in the matters of the municipality

4. Delegated Authority

None

5. Legal Requirements

None

6. Background/Discussion/Evaluation/Conclusion

Overstrand belongs to all its people, and has a long history of human settlement and a rich and diverse heritage. The names of places should reflect our multicultural society which must be easily and equitably recognised.

It is essential for Overstrand Municipality to provide an accepted policy and process in giving names to its suburbs, public places, buildings, streets, facilities and artefacts.

The purpose of this policy is thus to give effect to paragraph 1.6 of Council's "Street Naming and Numbering Policy".

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7. Financial Implications

None

8. Staff Implications

None

9. Comments from other Departments, Divisions and Administrations

The policy was discussed at:

- Street naming and numbering workshop;
- Distributed for public participation – no comments received.

10. Annexures

Annexure A: Draft Naming Policy

RECOMMENDATION TO THE COUNCIL:

that the Overstrand Municipality: Draft Naming Policy **be adopted.**

RESPONSIBLE OFFICIAL :

R KUCHAR

TARGET DATE FOR IMPLEMENTATION :

MAY 2018

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**3.
DRAFT NAMING POLICY**

16/3/B

**M Harmse
19 April 2018**

(028) 3138104

Corporate Head Office

**THIS MATTER SERVED BEFORE THE JOINT PORTFOLIO COMMITTEE ON
22 MAY 2018, WHICH COMMITTEE RECOMMENDED AS FOLLOWS:**

RECOMMENDATION TO THE COUNCIL:

that the Overstrand Municipality: Draft Naming Policy **be adopted.**

RESPONSIBLE OFFICIAL :

R KUCHAR

TARGET DATE FOR IMPLEMENTATION :

MAY 2018

OVERSTRAND MUNICIPALITY



NAMING POLICY:

OVERSTRAND MUNICIPAL AREA

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NAMING POLICY OF OVERSTRAND MUNICIPALITY

PREAMBLE

Overstrand belongs to all its people, and has a long history of human settlement and a rich and diverse heritage. The names of places should reflect our multicultural society which must be easily and equitably recognised.

It is essential for Overstrand Municipality to provide an accepted policy and process in giving names to its suburbs, public places, buildings, streets, facilities and artefacts.

1. The importance of names

- 1.1 Names create a 'sense of place' and are essential locational tools and navigational aids for a predictable and orderly environment.
- 1.2 Names are the beginnings and ends of journeys.
- 1.3 Names are place markers and focal points through symbolism, association and remembrance.
- 1.4 Names have powerful positive or negative meanings for people and can promote community harmony or perpetuate hurt and division.

2. Policy objectives

- 2.1 To give effect to paragraph 1.6 of Council's "Street Naming and Numbering Policy".
- 2.2 To ensure a clear, inclusive and consultative process which enjoys public and political support and can stand the test of time.
- 2.3 To encourage citizens to consider all categories of places, provisions or opportunities in the policy.
- 2.4 To address issues of confusion where there are no names or a duplication of names.
- 2.5 To provide the opportunity to reflect all aspects of our shared history in a fair manner.
- 2.6 To address or replace names which are considered offensive.
- 2.7 To actively pursue initiatives in specific areas of the municipality needing intervention including alignment with the Integrated Development Plan (IDP) in such aspects as physical planning, the provision of housing and cultural strategies.
- 2.8 To initiate and sustain a programme to inform citizens about names in the Overstrand.

3. Categories of names

- 3.1 Artefacts may include objects owned or acquired by Overstrand Municipality or bequeathed to it and which reflect its civic history. Examples might include ceremonial regalia, whaling artefacts or public art.
- 3.2 Council-owned buildings and facilities are civic or operational buildings such as main or regional municipal office buildings (including venues contained within them), clinics, libraries and public parks.
- 3.3 Institutions may include municipal events and occasions such as parades, commemorative lectures and awards.
- 3.4 Natural areas include public open spaces, nature reserves and areas of natural or environmental significance.
- 3.5 Public places include squares, markets, places of assembly, sport stadiums and grounds.
- 3.6 Streets include public streets, roads, highways and footways.
- 3.7 Suburbs include residential and industrial areas within the boundaries of the Overstrand except where such areas are private property or under the auspices of the Western Cape Geographical Names Committee.
- 3.8 Where major roads, public buildings or places fall within the boundaries of the Municipality but are the responsibility of either the national or provincial government, the process of nomination, recommendation and public participation must be carried out in accordance with the municipality's policy while the Council resolution must be referred to the relevant sphere of government for further consideration and be subject to the applicable legislation.

4. Names to be considered

- 4.1 Names which recognise noteworthy deceased persons associated with the Overstrand or Western Cape.
- 4.2 Names which honour or commemorate history, events, memories or culture of relevance to the people of the Overstrand.
- 4.3 Names which promote the cultural diversity of the Overstrand and strengthen community identity.
- 4.4 Names which recognise flora, fauna and natural features relevant to the Overstrand or Western Cape.
- 4.5 Names which promote and improve orientation and recognition.

5. Names not to be used, except under exceptional circumstances, include those:

- 5.1 Names which honour living persons.
- 5.2 Names which are deemed to be insensitive, offensive or hurtful.
- 5.3 Names which are grammatically or linguistically corrupted or modified.
- 5.4 Names which may be considered cumbersome or intelligible in the spoken or written form, or impractical in application to signage.
- 5.5 Names which are duplicated within a 5km radius, or names which occur repeatedly, or names which sound similar such as Apple Road and Apple Hill Road.
- 5.6 Names which may be construed to be commercial advertising except where Council has entered into an agreement which includes naming rights.
- 5.7 Names which have been changed in the preceding twenty (20) years.

6. Process of naming

The Executive Mayor must initiate all naming processes and authorise public participation processes provided that the final decision on naming remains with Council. The Town Planning Department will provide a secretariat role to the Mayor.

- 6.1 Any person, community or organisation may submit a proposal.
- 6.2 All nominations, proposals or suggestions must be on the prescribed form (Annexure A).
- 6.3 The proposer must show or supply proof reflecting substantiated support for the nomination from the community most affected, including consideration of local interest and documentary proof where necessary. Such support may include verifiable petitions, referendums or similar instruments.
- 6.4 No submission may be offensive, insensitive or hurtful.
- 6.5 A schematic diagram of the process is attached as Annexure B.

7. Naming Committee

- 7.1 The Infrastructure and Planning Committee will form the "Naming Committee" to advise the Mayor on all issues related to the naming, renaming and the

implementation of this policy so as to enable the Executive mayor to make recommendations to Council.

- 7.2 The Infrastructure and Planning Committee may recommend to the Executive Mayor that a panel of experts be established for the purpose of advising the Executive Mayor on any naming project or proposal.

8. Panel of experts

- 8.1 The Executive Mayor may on recommendation of the Infrastructure and Planning Committee co-opt a panel of experts to provide assistance and advice on naming issues on an ad hoc basis.

9. Reports to Council

- 9.1 All reports or recommendations must include the detailed technical specifications and budget for the erection of signage.
- 9.2 Report recommendations must indicate whether aspects of metropolitan and local area significance have been considered.

10. Policy guideline

This policy serves as a guideline and does not fetter with the exercise of Council's discretion.



A7/9

ANNEXURE A

**OVERSTRAND MUNICIPALITY NAMING POLICY
NAMING PROPOSAL FORM**

Note: Please consult all provisions and requirements of Council's Naming Policy

1. Proposal to name
(existing name of building, park, street etc. if applicable)

To
(new name of building, park or street)

2. Name and contact details of the proposer:

Name & surname:

Cell phone nr: Land line nr:

Physical address:

Postal address:

3. What is the physical locality of the site/facility which you are proposing?
 (e.g. corner of Smith & Jones Streets)

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4. In which ward is the object of proposal located?

5. Reasons for the proposal.

Please attach documentation which clearly explains the reasons for the proposal. This is especially important if the proposal is motivated by an opinion that the existing name is considered offensive, insensitive or hurtful.

6. Technical requirements. What will be required to give effect to this name proposal, e.g. road or building signage, etc.?

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7. Evidence of support for the proposal. Please attach documentation which supports the proposal. Verifiable names and contact details of residents and/or property owners likely to be affected by the proposal are required.

8. Further supporting documentation. Please include any relevant material which strengthens the case for your proposal. Do not send original or irreplaceable documents because the Municipality cannot accept responsibility for loss or damage.

Please note: Sections 1 – 8 have to be completed in full. No incomplete documentation will be considered. Proposals for naming may be made at any time.

Please make submissions:

- By post to: Street Naming Committee, PO Box 20, Hermanus, 7200
- By hand to: 1 Magnolia Street, Hermanus 7200
- By fax to: 028-313 8128
- By email to: enquiries@overstrand.gov.za

ANNEXURE B

