



Structure, Roads and Place Naming Planning Policy

Planning and Placemaking Branch

FREMANTLE PORTS' STRUCTURES, ROADS AND PLACE NAMING PLANNING POLICY

INTRODUCTION

Within the boundary of the Port of Fremantle there are times when naming is needed for structures, roads and places including areas of wharf, bridges, open areas of land and water and artworks.

Names are required to differentiate between areas within the port to help provide directions and generally assist movement within the port. Having names that have a link to a place also helps to build the identity of a place.

This policy is a guide on how to select a name and the internal and external requirements that need to be met.

OBJECTIVES

The objectives of the Structures, Roads and Place Naming Planning Policy are:

1. To ensure there is clear and consistent guidance to naming within the Port of Fremantle.
2. To provide a framework for selecting new and replacement names for structures, roads and places.
3. To ensure that all names selected make it easier for port users, visitors and emergency services to find their way around the Port of Fremantle.
4. To ensure all names help to create a sense of place and uniquely identity port buildings, roads and places.
5. To ensure that names are consistent with the naming conventions for roads as required by Land Gate's Geographic Names Committee.
6. To ensure that names are easy to read, spell and pronounce.
7. To outline administrative processes and how any policy variations will be dealt with.

CRITERIA

Names selected for structures, roads and place Naming Policy are to meet at least one of the following criteria. However it is preferred that in the first instance Indigenous names be used.

Indigenous names - Local Indigenous names where it is confirmed that the name has a connection to the history of the area. Consultation with Indigenous community members may be required before introducing Indigenous names.

Port history: Names that relate to historical events, ships, or historical landmarks or to people who have made a significant contribution to the Port of Fremantle.

Maritime or port industries: Names that have a maritime or port theme associated with maritime or port industries that are well connected to the Port of Fremantle.

Operational activities: Names that are descriptive of the use of the structure, road or place.

Locality or landmark: A name that reflects a local place or landmark.

Individuals - People who have a distinguished record of achievement directly associated with the Port of Fremantle.

When choosing names, the following should be avoided:

- Unnatural combinations of words.
- The use of hyphens, or other such characters..
- Long and difficult botanical or scientific names.
- Corrupted, contrived or modified names.
- Names that could be construed as advertising particular commercial or industrial enterprises.
- Names likely to give offence.

NAMING APPROVAL PROCESS

A proposal to name or re-name a structure, road or place may be put forward by any Fremantle Ports employee, tenant, maritime industry personnel or members of the public. In some situations Fremantle Ports may decide to invite suggestions from employees and from community.

On receipt of a proposal it is reviewed for compliance (including compliance with Land Gate's Geographic Names Committee naming requirements) and for appropriateness by Fremantle Ports' Naming Committee. The committee comprises the Manager Commercial Property Portfolio, Planning Manager, Manager Planning and Place Making, Manager Corporate and Community Relations. This committee consults with relevant parties both internal and external, and makes recommendations to Fremantle Ports' Executive Leadership Team to enable a decision to be made.

APPLICATION

1. This policy is not retrospective.
2. This policy applies to naming of all structures, roads and places within the water and land boundary of the Port of Fremantle.

3. This policy does not interfere with tenants' ability to have directional, corporate or advertising signage which is subject to separate requirements.
4. The requirements of this policy may only be varied subject to the approval of Fremantle Ports' Executive. In considering a variation, the proponent of the variation is to demonstrate:
 - Grounds for variation
 - Merits of the proposal
 - No negative impacts on port operations in the short and long term
 - Why an alternative name is not being pursued.

COMMUNICATION AND PUBLICATION OF NAMES

When a name has been selected and approved the following stakeholders should be contacted to advise them of the new name and to arrange for documentation including maps to be updated:

- Geographic Names Committee (Landgate)
- Street Directories publishers
- Fremantle Ports' officers
- Local government
- Fremantle Ports' tenants
- Port users

Depending on the nature of the proposal an advertisement may also be placed in local newspapers.



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