

29 July 2004**PROPOSED RENAMING OF CORPORATION LANE (CL NO 1404) MELBOURNE, AS ACDC LANE****Committee** Planning and Development**Presenter** Cr Ng, Chair Planning and Development Committee**Purpose**

1. To seek Council approval of a proposal to rename “Corporation Lane” (CL No 1404) as shown on the plan attached to the Management Report, as ACDC Lane.

Consideration at Committee

2. As a result of consideration at Committee the following paragraph was added to the recommendation contained in the Management Report (to be numbered 18.3):
 - 2.1. *“request the administration prepare a report outlining opportunities for renaming Corporation Lanes.”*

Issues arising subsequent to Committee

3. Since the meeting of the Planning and Development Committee on 8th July 2004, the written submissions made on the proposal to change the name of Corporation Lane to ACDC Lane have been considered.

Submission 1 – Pine Glen Ministries

4. The submitter is concerned about honouring the reputation of ACDC as the Ministry does not consider that the band is an appropriate role model for young people. In response, it is considered that the naming of the lane after the band does not necessarily support the individual members’ lifestyles but recognises that they are one of the biggest rock bands ever to be exported by the Australian music industry and have hundreds of thousands of supporters worldwide.

Submission 2 – Rosati Restaurant

5. Two meetings have been held with the manager of Rosati and he has expanded on the written objection. The restaurant managers are concerned that, given the emphasis that this city has on heritage matters, the true heritage nature of the precinct surrounding Corporation Lane is that of the rag trade, as many of the buildings in which the restaurants, including Rosati, now exist were formerly clothing/manufacturing premises. Secondly, the types of bars that exist in the area do not reflect ACDC music styles but range in type from jazz music through bar disco to rock and roll and only one (“The Cherry Bar”) may play ACDC music on infrequent occasions.
6. Rosati’s also believe that the image of the area is important in that it contains remnants of the rag trade, upmarket restaurants, bars, architects offices, art galleries and professional services. ACDC Lane would, in their view, be “the antithesis” of that image.

7. Rosati's representatives suggested that an alternative lane be identified if the Council wishes to recognise that band.

Conclusion

8. Whilst there have been a number of written submissions in support of naming a lane after the AC/DC band, the review of the objection from Rosati's suggest that further consideration should be given to whether there is an alternative lane that would be more appropriate. In this case, it is considered that the matter should be referred back to the Planning and Development Committee in September to receive a further report from management.

Recommendation

9. That Council resolve:
 - 9.1. to rename "Corporation Lane" (CL No 1404) ('the road') in Melbourne as "ACDC Lane", as shown hatched on the Locality Plan attached to the Management Report, subject to:
 - 9.1.1. the band or its representatives consenting to the renaming of the road;
 - 9.1.2. the Executive Corporate Solicitor being satisfied that the renaming does not contravene copyright and or similar legal requirements;
 - 9.1.3. the Group Manager Sustainable Regulatory Services considering all submissions to the advertising of the proposal and reporting back to Committee if necessary; and
 - 9.1.4. Council complying with the requirements of the *Local Government Act 1989*, the *Geographic Place Names Act 1998* and the guidelines made under Section 4 of that Act;
 - 9.2. by instrument of delegation sealed by the Council pursuant to Section 98(1) of the *Local Government Act 1989* to delegate to Council's Group Manager Sustainable Regulatory Services or the person acting from time to time in that position, its powers duties and functions to rename the road, and to do anything incidental or ancillary to effect the renaming of the road; and
 - 9.3. request the administration prepare a report outlining opportunities for renaming Corporation Lanes.

Council Report Attachment:

1. Planning and Development Committee, Agenda Item 5.1, 8 July 2004

8 July 2004

**PROPOSED RENAMING OF CORPORATION LANE
(CL NO 1404) MELBOURNE, AS ACDC LANE**

Division Sustainability & Innovation

Presenter John Noonan, Group Manager Sustainable Regulatory Services

Purpose

1. To seek Committee approval of a proposal to rename “Corporation Lane” (CL No 1404) (“the road”) as shown hatched on the attached plan, as ACDC Lane.

Background

2. A request has been made by Councillor Kitching to change the name of the road to ACDC Lane.
3. The proposed name honours the renowned Australian Rock Band AC/DC. The proposal originated from an article in the Age Newspaper on Friday 21 May 2004, saluting the band and suggesting the renaming.
4. The band was formed in Sydney and has performed in Melbourne on several different tours since 1974 and is still performing. The band’s drummer Phil Rudd was born in Melbourne as was Mark Evans a former AC/DC bass player. One of the band’s most famous videos “It’s a Long Way to the Top” was filmed on a flatbed truck travelling down Swanston Street in 1975. The band has been recognised for over 20 years as one of the world’s leading Heavy Metal Bands. Their classic album “Back in Black” has sold over 10 million copies.

Issues

5. Corporation Lane was initially named in 1905 when it then provided access to a now long removed Council depot/workshop.
6. The existing name is undesirable as it causes confusion with the commonly used term within Council of “Corporation Lane”. A Corporation Lane is one of a thousand or so public lanes under Council’s care and management that are referred to under their original construction numbers. (The subject lane is also known to records as Corporation Lane No 1404).
7. Council is the responsible naming authority.

Relation to Council Policy

8. Proposed road names must meet public expectations and must relate to the historical and cultural aspects of the roads and their environs, under Part 10 of Council's Activities Local Law 1999, ("the Activities Local Law") and its associated "*Naming of Geographic Places (Including Roads)*" Policy Statement, ("the Council Policy"). The proposed name can be considered as being consistent with the policy as AC/DC has strong links to Melbourne and the road is situated within the heart of one of Melbourne's foremost "Bar and Rock" districts. The area is crowded with bars and restaurants that are popular with inner-city visitors and residents and the rock grunge bar "Cherry" has its entry off the road. The proposed name consequently recognises the roles the band and modern music have had in Melbourne and is very well aligned with the character of the precinct.
9. Council's policy requires compliance with the *Geographic Place Names Act 1998*, ("the Names Act") and the Act's guidelines made under Section 5 of the Act. Those guidelines discourage the naming of roads after living persons or commercial businesses or similar. This is however not a mandatory requirement and the Office of the Registrar of Geographic Names has advised the Registrar does not oppose the renaming, provided Council accepts responsibility for doing so. The Registrar however cannot accept road names including a forward slash ("/") or similar, largely due to the automation of authority records and data systems. "ACDC" is commonly used as the band's name and is consequently proposed.

Consultation

10. The naming of a road is not subject to the formal consultative requirements of the *Local Government Act 1989*, however the relevant requirements of the Activities Local Law Council's policy, the *Names Act* and the guidelines made under the *Names Act* must be met. The proposal has been referred to the service authorities and emergency service providers together with all abutting property owners and occupiers.
11. Considerable media attention and support has been given to the proposal at local, national and international levels.

Finance

12. Council will incur costs for the erection of a new nameplate on site. The cost will be in the order of \$200 and can be met from an existing Council Budget.

Legal

13. Council's powers with respect to naming roads are set out in Section 206 of the *Local Government Act 1989* and paragraph 5 of Schedule 10 in that Act. In exercising this power Council must act in accordance with the guidelines in force for the time being under Section 5 of the *Names Act* and advise the Registrar – Geographic Place Names of the action it has taken under the *Local Government Act 1989*.

Sustainability

Connected and Accessible City

14. There is no significant sustainability impact.

Inclusive and Engaging City

15. The renaming enhances the vibrancy and attractions of the area.

Innovative and Vital Business City

16. There is no significant sustainability impact.

Environmentally Responsible City

17. There is no significant sustainability impact.

Recommendation

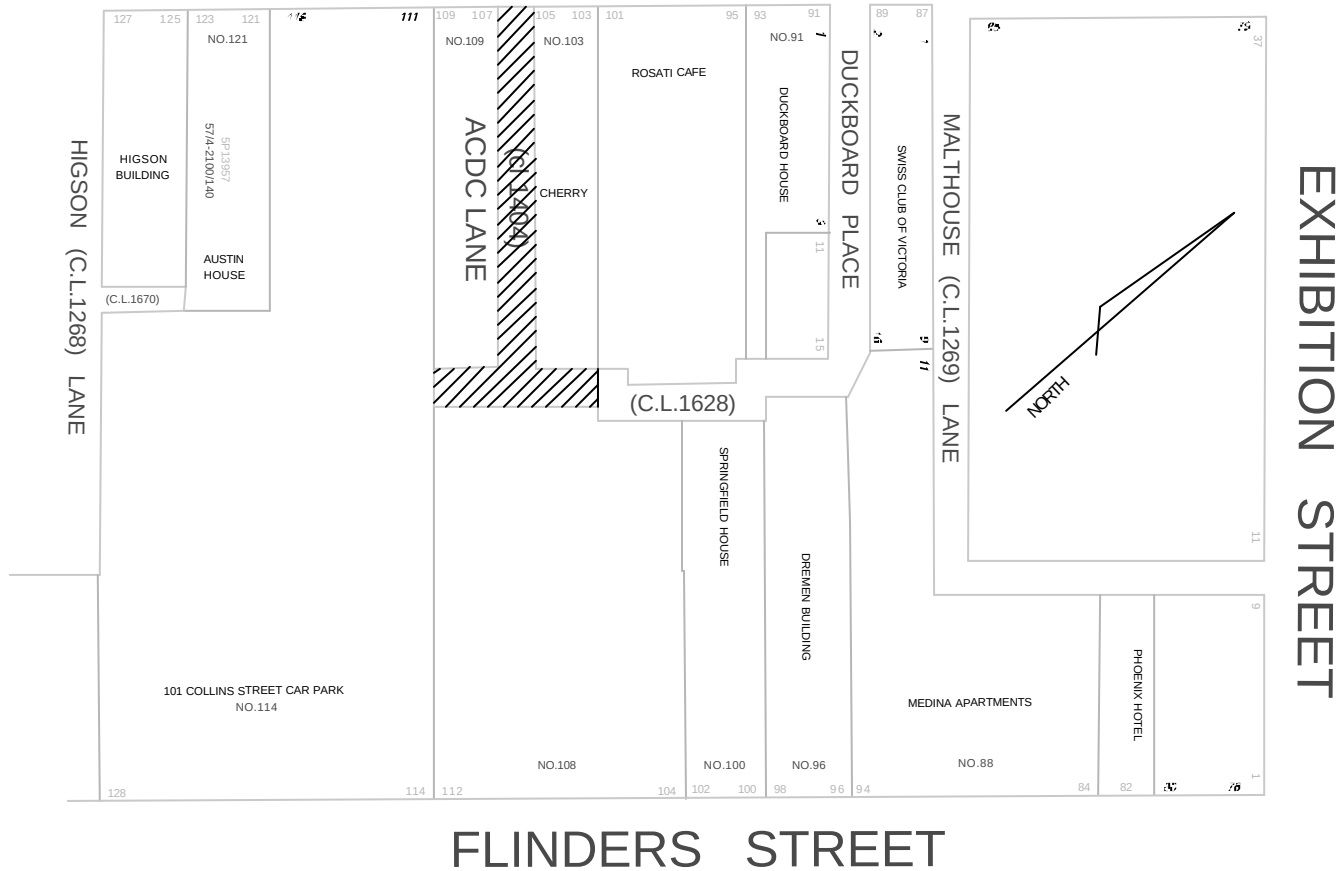
18. That the Planning and Development Committee recommend Council resolve:
 - 18.1. to rename “Corporation Lane” (CL 1404) in Melbourne as “ACDC Lane”, as shown hatched on the attached Locality Plan, subject to:
 - 18.1.1. the band or its representatives consenting to the renaming of the road;
 - 18.1.2. the Executive Corporate Solicitor being satisfied that the renaming does not contravene copyright and or similar legal requirements; and
 - 18.1.3. the Group Manager Regulatory Services considering all submissions to the advertising of the proposal and reporting back to Committee if necessary; and
 - 18.1.4. Council complying with the requirements of the *Local Government Act 1989*, the *Geographic Place Names Act 1998* and the guidelines made under Section 4 of that Act; and
 - 18.2. by instrument of delegation sealed by the Council pursuant to Section 98(1) of the *Local Government Act 1989* to delegate to Council’s Group Manager Regulatory Services or the person acting from time to time in that position, its powers duties and functions to rename the road, and to do anything incidental or ancillary to effect the renaming of the road.

Attachments:

1. [Locality Plan](#)
2. [Site photo](#)
3. [Council policy](#)

PROPOSED RENAMING OF CL 1404 AS ACDC LANE

FLINDERS LANE



FLINDERS STREET

6P 16755



Naming of Geographic Places (Including Roads)

Policy Framework	The City of Melbourne is committed to a safe City and movement around the city. Council aims to make the City of Melbourne more attractive to visitors and ratepayers by facilitating property identification. The naming of places (including roads) supports emergency service provision, property identification, promotion and tourism, and business growth and marketing. The repeal of Council's Naming Of Roads and Numbering of Premise Local Law 1992 and the recently proclaimed Geographic Place Names Act 1998, cause the establishment of a Council policy to consistently manage the naming and renaming of places, including roads. There is also a need to maintain the integrity of Council's Property Base System.
Relevant Local Law	Activities Local Law 1999. <i>Part 10 Naming of Roads and Numbering of Premises.</i> A "place" for the purpose of this policy has the same definition as that in the Geographic Place Names Act 1998. That definition includes a street and road, a locality, a garden or reserve and a topographical feature. A "road" for the purpose of this policy has the same meaning as that in the Local Government Act 1989.
Service Description	Council names and renames places. Place names are required for property addressing, property identification, mapping and management purposes, and emergency and statutory service provision. Place naming and renaming proposals of statewide significance are considered by Advisory Committees established under the Geographic Place Names Act 1998. Those committees make recommendations to the Registrar of Geographic Names. The Registrar has advised that road names do not hold statewide significance under the Act.
Frequency of Service	The service is in operation all year.

Operational arrangements	Places are named or renamed following extensive research into the historical and cultural aspects of the places and their environs. The applications of suitably linked and based “naming themes” are considered for roads, together with all other pertinent matters. Roads are named under delegated powers. This supports property identification especially by the emergency service providers and facilitates appropriate development and subdivision. It also meets public expectations. Any proposals considered by a delegate to have a special significance for the City, must be the subject of a report with recommendations to Council. Road naming and renaming proposals are processed by Team Leader Land Survey. A road name forms part of a property address and this management recognises the significance of a road name in property addressing, as well as ensuring the integrity of Council’s Property Base. The management also ensures compliance with relevant criteria of the Geographic Place Names legislation. Consultative actions are carried out for the naming and renaming of all places, primarily in consideration of the significance and potential affects of a proposal. The views of potentially affected property owners and occupiers must be sought and considered. Public submissions and service authority comments may be sought if considered necessary. The requirements of the Geographic Place Names Act 1998 and its procedural guidelines are met. These include: • criteria for assessment of cultural, heritage, tourism or other significant issues; • principles for the written form and character of names; • consultative mechanisms and submission requirements; • recognition and use of Aboriginal/Koori names; • policy approaches to commemorative naming; • compliance with contemporary standards; • non-duplication or confusion of place names; • discouragement of names of living persons, registered commercial businesses or non-profit organisations; and • recognition of present day local usage or preference; Team Leader Land Survey is notified at concept stage, of all place naming and renaming proposals. He/she is also notified on completion of the naming process. This supports compliance with the procedural requirements of the Geographic Place Names Act and maintains the integrity of Council’s Property Base System. Team Leader Land Survey gives notice to every authority supplying water, gas, electricity or providing drainage sewerage postal or telecommunication services in the locality, and to Land Victoria and the State Revenue Office or their successors, following the allocation or changing of the name of a place. Team Leader Land Survey maintains a register of road names in such a form as to show the date of every entry and alteration and show old and new details.
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Council Officer & full contact details	Mr Chris Blackwood, Team Leader Land Survey, Development and Statutory Services. Phone - 9658 8581. Fax. - 9658 9179. E-mail - chrbla@melbourne.vic.gov.au
Conditions	The naming and renaming of places must comply with this policy and the requirements of the Geographic Place Names Act 1998 and the Guidelines for Geographic Names.
Fees	There are no prescribed fees for the service. An applicant may be responsible for meeting Council's advertising costs for a proposed place renaming, if Council does not initially support the proposal.
Enforcement provisions	The Activities Local Law 1999 <i>Part 13 Enforcement</i> sets out offences for interfering with street signs. It also prescribes penalties for offences and provides for the serving of infringement notices. It enables Council to cause a road name that has been unlawfully or incorrectly painted affixed or set up, to be removed.
Associated documentation and legislation	City Plan. Council's Numbering of Premises Policy. Local Government Act 1989. • Section 8 and Schedule 1 (functions and powers of Council). • Clause 5 of Schedule 10 (naming of roads and numbering of premises). Geographic Place Names Act 1998 and the Guidelines for Geographic Names.
Future (or ongoing) Initiatives	The automated transfer of place names and property number data to the State Government. This transfer of information is essential to ensure a consistent identification of places and properties is available to all State Government Departments, statutory authorities and private users that will adopt the State Government computer mapbase.

FINANCE ATTACHMENT

**PROPOSED RENAMING OF CORPORATION LANE (CL NO 1404) MELBOURNE,
AS ACDC LANE**

Council will incur costs for the erection of a new nameplate on site. The cost will be in the order of \$200 and can be met from an existing Council Budget.

Kerrie Jordan
Acting Manager Finance Services

LEGAL ATTACHMENT

PROPOSED RENAMING OF CORPORATION LANE (CL NO 1404) MELBOURNE, AS ACDC LANE

When considering naming a municipal road or changing the name of such municipal road Council must have regard to:

- section 206 of the *Local Government Act 1989* and paragraph 5 of Schedule 10 of that Act;
- the *Geographic Place Names Act 1998* (Vic), and the guidelines made under section 5 of that Act; and
- the *Activities Local Law, Number 1 of 1999*, Part 10 and the accompanying operating policy statement titled Naming of Geographic Places (Including Roads) and the procedural standards titled Naming of Geographic Places (Including Roads).

Council's powers with respect to naming roads are set out in Section 206 of the *Local Government Act 1989* and paragraph 5 of Schedule 10 in that Act. Paragraph 5(1)(a) provides that Council may "*approve, assign or change the name of a road*". Paragraph 5(2) of Schedule 10 provides that in exercising this power Council must act in accordance with the guidelines in force for the time being under the *Geographic Place Names Act 1998* and advise the Registrar appointed under that Act of the action Council has taken.

Council is required to notify the Registrar of Geographic Place Names of any change to a road name within its municipality to enable the Register to be amended. The Registrar normally requires details of the name change and an accompanying map.

The *Activities Local Law* provides that no person may give, approve or allot a name to any road without the approval of Council. The accompanying policy and procedural standards specify the procedure to be followed when considering naming and renaming proposals, including a requirement that the views of potentially affected property owners be sought and, if necessary, submissions sought from the public and relevant service authorities.

The procedure detailed in the report is consistent with the policy and procedural standards.

Kim Wood
Acting Manager Legal & Governance