

ITEM 5. NAMING PROPOSAL – PROPOSED CONFECTIONERS WAY - NEW STREET AT 5-13 ROSEBERY AVENUE, ROSEBERY

FILE NO: X010883

SUMMARY

This report seeks approval for the naming of a new street linking Crewe Place and Rosebery Avenue at Rosebery. The street will be constructed as part of a residential/commercial development at 5-13 Rosebery Avenue. Following completion of the development, the new street will be dedicated to the public as public road.

This property was once the estate of the confectionary company James Stedman Henderson Ltd which opened in 1918. On this site in 1922, James Stedman Henderson produced the iconic Australian sweet Minties, which were soon followed by other popular sweets, such as Jaffas and Fantales. “Confectioners Way” is proposed as a name relevant and appropriate to the industrial history of the site.

This report also seeks endorsement for the public exhibition of the proposed name for a period of 14 days, in accordance with *Part 2, Division 2 (Naming of Roads), Road Regulation 2008*.

RECOMMENDATION

It is resolved that:

- (A) approval be given to advertise, for a period of 14 days, the proposed name of “Confectioners Way” for the new street to be constructed as part of a development at 5-13 Rosebery Avenue, Rosebery; and
- (B) a further report be submitted to Council, on the results of advertising the proposed name and the public consultation process, at the end of the required advertising period.

ATTACHMENTS

Attachment A: Diagram showing the location of the new street proposed to be named “Confectioners Way”

Attachment B: Extract from City Engineers Detail Plan Sh.16 – Showing Location of the James Stedman Henderson site c.1950

BACKGROUND

1. The subject new street is on the site of "Sweetacres", the industrial estate of James Stedman Henderson Ltd, which was opened in 1918 on Rothschild Avenue in Rosebery. James Stedman had been in the business of sweet making since 1850. Originally, Stedmans factory was in Kent Street, Sydney, but the move to Rosebery in 1918 allowed for greater expansion of the successful confectionary company. It was at the Rosebery factory in 1922 that the iconic Australian sweet Minties were first produced. These were soon followed by other popular sweets, such as Jaffas and Fantales.
2. The City's History Unit has been consulted and has suggested the name "Confectioners Way" as appropriate to the site's industrial history. Recently named Sweet and Stedman Streets, as well as Sweetacres Park nearby, also reflect the site's history. The proposed name meets the guidelines of the City's draft Naming Policy.
3. The proposed name meets the standards for street naming set out by the Geographical Names Board.

KEY IMPLICATIONS

Social / Cultural / Community

4. A new street requires a name to identify its location on the various mapping formats, as a basis for addressing of residential and commercial premises and to assist in wayfinding for visitors, courier drivers and emergency services.

BUDGET IMPLICATIONS

5. There are no budget implications associated with this proposal.

RELEVANT LEGISLATION

6. The City of Sydney is the roads authority and, under section 162 of the *Roads Act 1993*, may name all roads for which it is the roads authority. Road naming is conducted in accordance with *Part 2, Division 2 (Naming of Roads), Roads Regulation 2008*.
7. The naming process is as follows:
 - (a) Notice is given of the proposed name, published in a local newspaper and served on Australia Post, the Registrar General, the Surveyor General, the Chief Executive of the Ambulance Service of NSW, NSW Fire Brigade, the NSW Rural Fire Service, the NSW Police Association, the State Emergency Service, and the NSW Volunteer Rescue Association. The notice must state that written submissions on the name must be directed to the roads authority and must specify to whom and the date by which any submissions should be made.

Note: For (a) above, Councils Land Information Officer will submit the naming proposal via the Online Road Naming System provided by the Geographical Names Board. The system will serve notice to the prescribed authorities and advertise in the Government Gazette at no cost to Council.

CRITICAL DATES / TIME FRAMES

8. There are no critical dates/timeframes associated with this proposal.

PUBLIC CONSULTATION

9. A road naming proposal will require advertising in the local media, online submission to notify authorities and advertise in the Government Gazette, as well as the display of public notices at the City's Neighbourhood Service Centres and on-site.

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Peter Ryan, Land Information Officer