

## **Naming Proposal - Confectioners Way, Rosebery**

**File No: X010883**

### **Summary**

This report seeks approval for the naming of a new street linking Crewe Place and Rosebery Avenue at Rosebery, as Confectioners Way. 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 a public road.

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

This report follows the Resolution of Council of 23 October 2017, giving in-principle approval to advertise the above naming proposal, subject to the public notification required by the Roads Regulation 2008.

Public notices of the proposal were published in the Southern Courier on 15 January 2018 and in the Central newspaper on 17 January 2018. A notice outlining the proposal was displayed at Neighbourhood Service Centres at Glebe, Kings Cross, Redfern, Green Square, Town Hall House and on-site. Notification of the proposal was also served on Australia Post, the Registrar General, the Surveyor General, the Chief Executive of the Ambulance Service of NSW, the NSW Fire Brigade, the NSW Rural Fire Service, the NSW Police Force, the State Emergency Services and the NSW Volunteer Rescue Association Incorporated, for comment on the proposal.

Seven responses were received, which are more fully described in the Public Consultation section of this report.

## **Recommendation**

It is resolved that:

- (A) approval be given to name the new street linking Crewe Place and Rosebery Avenue, Rosebery, as Confectioners Way; and
- (B) notice of the new name be published in the NSW Government Gazette and a local newspaper, and notification be forwarded to the relevant authorities, in accordance with the requirements of the Roads Regulation 2008.

## **Attachments**

- Attachment A.** Diagram Showing the Location of the New Street Proposed to be Named Confectioners Way

## 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, 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 confectionery company. It was at the Rosebery factory in 1922 that the iconic sweets '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 have suggested the name Confectioners Way as appropriate to the site's industrial history. Recently named Sweet Street and Stedman Street, as well as Sweetacres Park nearby, also reflect the site's history.
3. The City's draft Naming Policy was recently publicly exhibited. The proposed name meets the guidelines of the City's draft Naming Policy.
4. The proposed name meets the standards for street naming set out by the Geographical Names Board.
5. Public notices of the proposal were published in the Southern Courier on 15 January 2018 and in the Central newspaper on 15 January 2018. A notice outlining the proposal was displayed at Neighbourhood Service Centres at Glebe, Kings Cross, Redfern, Green Square, Town Hall House and on-site. Notification of the proposal was also served on Australia Post, the Registrar General, the Surveyor General, the Chief Executive of the Ambulance Service of NSW, the NSW Fire Brigade, the NSW Rural Fire Service, the NSW Police Service, the State Emergency Service and the NSW Volunteer Rescue Association Incorporated, for comment on the proposal.
6. Seven responses were received regarding the proposed name:
  - (a) Four supported the proposal.
  - (b) Two responses suggested alternative names:
    - Sweet Street, Sweetacres Way – these names are not suitable under the Geographical Names Board guidelines as the suggested names already exist;
    - Candy Lane – is considered inappropriate given the physical size of the new street.
    - Minties Mall, Fantales Fair - names were not acceptable because the names are still in use commercially.
  - (c) One response considered the word 'confectioners' to be old fashioned. The City has used the naming of new streets in this area as an opportunity to reflect the industrial heritage of the area and so 'Confectioners Way' is considered appropriate.

## Key Implications

### Social / Cultural / Community

7. New streets require a name to identify their 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

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

## Relevant Legislation

9. 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.
10. 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, Chief Executive of the Ambulance Service, the NSW Fire Brigade, the NSW Rural Fire Service, the NSW Police Service, the State Emergency Service and the NSW Volunteer Rescue Association Incorporated. 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 (7a) above, Council's Land Information Officer has submitted the naming proposal via the Online Road Naming System provided by the Geographical Names Board (GNB). The system serves notice on the prescribed authorities and advertises in the Government Gazette at no cost to Council.

## Critical Dates / Time Frames

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

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