

Item 10

Naming Proposal - Butterscotch Park, Rosebery

File No: X034621

Summary

This report recommends that, subject to the Geographical Naming Board's procedure for the naming of public places (inclusive of public notification), Council approve naming a new park in Rosebery, "Butterscotch Park".

This multipurpose park, completed in 2023, is located on the former site of Sweetacres, the factory of James Stedman Henderson Ltd, which was opened in 1918 on Rothschild Avenue, Rosebery.

The initial name proposed for this park, "Allsorts Park", was endorsed by resolution of Council for public consultation in August 2020. The proposed name was put on public exhibition for 28 days in March 2021.

Feedback on this name was mixed - people in support cited links to the history of the site as a key reason, and people not in support of "Allsorts Park" cited concerns that without reference to 'licorice' in the name, the meaning of 'allsorts' could be unclear and interpreted in different ways.

In September 2021, Council approved the name "Licorice Allsorts Park" for this park. Subsequently, the City of Sydney's Aboriginal and Torres Strait Islander Advisory Panel raised the concern that "Licorice Allsorts" has been used as a derogatory term and could cause offence. As a result of this advice the name did not progress to the Geographical Names Board for gazettal.

A number of parks and streets in the surrounding area have been named in tribute to the sweet making history of the site, including Honeykiss Park, Sweetacres Park, Stedman Street, Sweet Street and Confectioners Way.

In keeping with the precedent to name parks and streets in the area after the history of Sweetacres, "Butterscotch Park" is now the name being proposed. A range of butterscotch confectionaries were made by the Sweetacres factory.

The previous naming consultation for this park and the nearby "Honeykiss Park" in March 2021 showed community support for names associated with the Sweetacres and its confectionary range.

The name "Butterscotch Park" is supported by the City Historian and has passed the initial check on the Geographical Names Board portal to ensure no local duplicates exist.

Given the community have been consulted a number of times on names for parks and streets in the area in tribute to the sweet making history of the site, it is proposed that Council submit the name “Butterscotch Park” directly to the Geographical Names Board. It is noted that the Geographical Names Board will undertake a public notification process in relation to the proposed name prior to gazettal and the City will also notify the community of the proposed name during this period.

Recommendation

It is resolved that Council:

- (A) not proceed with the name “Licorice Allsorts Park” for the new park in Rosebery at the corner of Rosebery Avenue and Crewe Place;
- (B) approve naming the new park in Rosebery at the corner of Rosebery Avenue and Crewe Place as “Butterscotch Park”; and
- (C) submit the name “Butterscotch Park” for the new park in Rosebery at the corner of Rosebery Avenue and Crewe Place for assessment by the Geographical Names Board of New South Wales through its formal application process.

Attachments

Attachment A. Map Showing the Location of "Butterscotch Park".

Attachment B. Historical Justification

Background

1. A new park was completed in 2023 within a development site bounded by 25–55 Rothschild Avenue and 5–13 Rosebery Avenue, Rosebery.
2. The park is located on the former site of Sweetacres, the factory of James Stedman Henderson Ltd, which was opened in 1918 on Rothschild Avenue, Rosebery.
3. The development is comprised of predominantly residential apartments of six to seven storeys with a mix of ground floor retail, childcare, home office and commercial uses and public domain works.
4. The development includes a new neighbourhood park of approximately 5,750 square metres.
5. The City consulted with the community (via a Review of Environmental Factors) on a refined design developed by Gallagher Studios for the new park in mid-2022 which was delivered by the City.
6. The new park provides an engaging green open space for recreation, play and social gatherings.
7. Key features include a children’s playground, picnic areas, grassed area and upgraded paths for walking.
8. A nearby park and three streets have taken their names from the historic sweet making enterprise in this area.
9. “Sweetacres Park” on the corner of Rothschild Avenue and Cressy Street (to the west of the site), “Sweet Street” runs between Mentmore and Rothschild Avenues, “Confectioners Way” is a new link that runs past the perimeter of the proposed “Butterscotch Park”, and “Stedman Street” adjoining “Honeykiss Park”.
10. The initial name proposed for this park, "Allsorts Park", was endorsed by resolution of Council for public consultation in August 2020. The proposed name was put on public exhibition for 28 days in March 2021. Feedback on this name was mixed - People in support cited links to the history of the site as a key reason, and people not in support of "Allsorts Park" cited concerns that without reference to 'licorice' in the name, the meaning of 'allsorts' could be unclear and interpreted in different ways.
11. In September 2021, Council approved the name “Licorice Allsorts Park” for this park.
12. Subsequently the City of Sydney's Aboriginal and Torres Strait Islander Advisory Panel raised the concern that “Licorice Allsorts” has been used as a derogatory term and could cause offence.
13. As a result of this advice the name did not progress to the Geographical Names Board for gazettal and options for a new name have been explored.
14. Given the community have been consulted a number of times on names for parks and streets in the area in tribute to the sweet making history of the site, it is proposed that Council submit the name “Butterscotch Park” directly to the Geographical Names Board.

Key Implications

Strategic Alignment - Sustainable Sydney 2030-2050 Continuing the Vision

15. Sustainable Sydney 2030 is a vision for the sustainable development of the City to 2030 and beyond. It includes 10 strategic directions to guide the future of the City, as well as 10 targets against which to measure progress. This report is aligned with the following strategic directions and objectives:
 - (a) Direction 4 - A City for Walking and Cycling - formally naming the park will assist in wayfinding and will facilitate recognition and visitation.
 - (b) Direction 6 - Vibrant Local Communities and Economies - naming the park will raise awareness of the new facility, acknowledge local historical context, and promote visitation to the precinct and to nearby businesses such as cafes and restaurants.
 - (c) Direction 9 - Sustainable Development, Renewal and Design - naming the park will enhance an important precinct in the Green Square urban renewal area.

Social / Cultural / Community

16. Many names of Aboriginal language origin have been applied to parks, streets and buildings in recent years, particularly around the southern renewal area.
17. The City's Historian recommends "Butterscotch Park", reflecting the historic context of the site which has resulted in an integrated precinct with confectionary-themed names.
18. Previous community consultation on this park and surrounding parks have indicated community support for names associated with the historic sweet making use of the site.
19. The City's standard park signage featuring the traditional Acknowledgement of Country messaging "Bujari Gamarruwa" will be installed at the main park entrances.

Financial Implications

20. There are funds available in the 2023/24 budget for the installation of park signage.

Relevant Legislation

21. The Geographic Names Act 1966 (NSW) and Geographical Names Board Guidelines – the recommended name complies with this legislation and meets the Geographical Names Board Guidelines.

Critical Dates / Time Frames

22. There are no critical dates. Should Council approve the name, a formal naming application will be submitted to the Geographical Names Board for consideration.

Public Consultation

23. Given the community have been consulted a number of times on names for parks and streets in the area in tribute to the sweet making history of the site, it is proposed that Council submit the name “Butterscotch Park” directly to the Geographical Names Board in this instance.
24. Previous community consultation on this park and surrounding parks have indicated community support for names associated with the historic sweet making use of the site.
25. The proposed name “Butterscotch Park” will be assessed by the Geographical Names Board of New South Wales through its formal application process.
26. The Geographical Names Board will notify the public through the local press as part of their routine procedure for the naming of public places.
27. The City will also notify the community during the Geographical Names Board process for the naming of public places.
28. If objections are raised, the proposal is returned to Council for further comment or amendment if required.
29. The name “Butterscotch Park” will be published in the NSW Government Gazette following the Geographical Names Board process for the naming of public places.

MONICA BARONE

Chief Executive Officer