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take note!

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- 1 notice = 1 form, i.e. each notice must be on a separate form
- Please submit your notice **ONLY ONCE**.
- Requests for information, quotations and inquiries must be sent to the Contact Centre **ONLY**.
- The notice information that you send us on the form is what we publish. Please do not put any instructions in the email body.

CONTENTS

	<i>Gazette No.</i>	<i>Page No.</i>
MUNICIPAL NOTICES • MUNISIPALE KENNISGEWINGS		
43	Newcastle Municipality: Policy on Place Naming: Final Draft March 2015.....	1646 4

MUNICIPAL NOTICES • MUNISIPALE KENNISGEWINGS

MUNICIPAL NOTICE 43 OF 2016



NEWCASTLE MUNICIPALITY

POLICY ON PLACE NAMING

FINAL DRAFT

MARCH 2015

TABLE OF CONTENTS

ITEM	Page No.
INTRODUCTION	3
DEFINITIONS	3-5
PURPOSE OF THIS POLICY PRINCIPLES	5
PRINCIPLES TO BE ADHERED TO IN THE NAMING AND RENAMING PROCESS	5-6
JURISDICTION	6-7
STANDARD FOR THE SELECTION OF NAMES	7-8
RENAMING OF FEATURES, LANDSCAPES & STRUCTURES	8
PROCEDURES FOR RENAMING	8-10
NAMING OF UNNAMED FEATURES	10
PROCEDURE FOR THE NAMING OF UNNAMED FEATURES	10-11
STREET NAMING AS PART OF TOWNSHIP ESTABLISHMENT	11-12
NAMING AND RENAMING OF PRIVATE STREETS	12-13
PARKING AREAS	13
IMPLEMENTATION	14

PREAMBLE

The naming of public entities should reflect the current social state of the Newcastle community, value our history and aspire to ameliorate spatial and non-spatial characteristics of Newcastle.

1. INTRODUCTION

South African cities have modelled the subject of place naming by commemorating the legacy of national and international heroes who relentlessly fought to deliver the democratic state of South Africa which we accustomed to or upheld good principles of humanity. This is part of transformation is not only concerned with embracing heritage, but also to reconfigure towns and cities' geography to be more inclusive, viable and sustainable. Newcastle is typically characterised with spatial segregation which transcends these bearer and manifest in dreadful levels of poverty, unemployment and inequality.

Newcastle records new statistics about the rapid growth experienced in the recent years, new settlements have been developed in large stock, beneficiaries are taking pride in receiving freehold titles over their properties and naming public facilities, including streets, ought not to be neglected. Place naming introduces the transformation of political order, aesthetical beauty, and ideology of the new dispensation. And owing to the urbanism notion that, different people interpret urban spaces differently. This policy seeks to purge the register of places/streets/building/features etc., names that represent the old dispensation and its vision of history. The proposed policy is a pathway to ridding or the de-commemoration of racial segregation and its inevitable manifestation of the old order. South African Geographical Names Council (SAGNC) was put in place as an advisory body appointed by the Minister of Arts and Culture in terms of the South African Geographical Names Act, 1998 (Act 118 of 1998) to oversee transformation and standardisation of official geographical names. It has jurisdiction over all names of geographical features and entities in the territories over which the South African government has sovereignty or jurisdiction acquired by treaty.

2. DEFINITIONS

Responsible body –	This shall mean the body responsible for maintenance and management of the specific asset.
	In the case of “Public Open Spaces” the Responsible Body shall be the Newcastle Municipality Parks Section;
	In the case of community facilities the Responsible Body shall be the Newcastle Municipality Community Services Section;
	In the case of road infrastructure the Responsible Body shall be the regional administration in consultation with the Newcastle Municipality Roads Section.
Act	- This shall refer to the South African Geographical Names Council Act of 1998. (Act 118 of 1998).

All reference to streets shall also apply to all roads and lanes owned by the Town and therefore falling within the Town's jurisdiction to name and rename as contemplated in the Act.

Geographical names -	The national legislation governing the allocation of geographical names, the South African Geographical Names Council Act, 1998 (Act 118 of 1998) defines geographic names as the names of features on the earth that are natural, or man-made and adapted. These features can be populated or unpopulated.
Affected Property Owners -	Affected property owners shall refer to property owners and/or residents and business within 100 metres of the feature whose name is proposed for change or for naming in the case of unnamed features.
Features	- Features shall refer to all features that are subject of this policy, including streets, parks and other public buildings.
Avenue (Ave)	- A broad public street.
Boulevard (Blvd)	- A broad formally laid out (landscaped) paved public way, approx. 30m or more in width, possibly ornamentally illuminated or decorated. It carries moderate to heavy volumes of traffic at moderate to high speeds.
Cul-de-sac	- means a street with a single entry, which is also the exit, into the street.
Circle (Circ)	- "U" or circular – a road that runs in a circular direction terminating at or near in proximity to its beginning, and carries low to moderate volumes of traffic at low or moderate speeds.
Crescent (Cresc)	- A Street which forms a crescent.
Drive (Dr)	- A meandering, recreational or scenic local route that carries low, moderate or high volumes of traffic at low, moderate or high speeds. A road through a park.
Lane (Ln)	- A narrow or short private street or passageway.
Place (PL) OR Close (Cls)	- A short street or "dead end" street or cul-de-sac
Road (Rd)	- A public road that connects two or more settlements or towns generally bearing the name or names of the settlements connected.
Street (St)	- A public street is approximately 12m or more in width and used to give pedestrian and vehicular traffic access to the various parcels of land making up a community.
Terrace (Terr)	- A short hillside street. A residential street, especially on a slope or hill.

Trail (Trl)	- A pedestrian way through mountainous or rough terrain. A public way following a historical route.
Walk	-A pedestrian way.
Private (Pvt)	- All private accesses should be clearly identified with the statement "Private" or designation (PVT) shown on the street sign following the suffix.
Parking areas	- Area reserved for parking purposes according to the Newcastle Town Planning Scheme
Public Open Space	- Land reserved in terms of the Newcastle Town Planning Scheme for recreational purposes and includes all ancillary facilities and buildings.

3. PURPOSE OF THIS POLICY PRINCIPLES

This policy seeks to regulate and standardise the processes associated with the naming and renaming of places, features, streets, parks and municipal buildings. It covers three aspects namely,

1. The naming of unnamed places, features, streets, parks and municipal buildings;
2. The renaming of currently named places, features, streets, parks and municipal buildings;
3. The naming of places, features, streets, parks and municipal buildings as part of township establishment.

4. PRINCIPLES TO BE ADHERED TO IN THE NAMING AND RENAMING PROCESSES

The principles detailed below should be adhered to in considering all submissions and petitions for the naming and renaming of places, landscapes, streets, public open spaces and all public buildings in the town;

- i. The policy encourages that naming/renaming, especially that of streets, be carried out in unison and be focused in geographic locations, to avoid the unnecessary repetition of the process;
- ii. Naming and/or renaming is the responsibility of Council. The decision to proceed with the processes of naming and/or renaming must therefore be taken by council before the process may commence;
- iii. All names should follow a specific theme, i.e. Natural Features, Historical Figures, Heritage Sites, Flora and Fauna, only in exceptional cases as deemed by Council (in case of private submissions) should people's names be used and any submissions/petitions to name after people must be accompanied by a detailed motivation, indicating why the specific person is worthy of the honour and profile of the person should also be included;
- iv. All names will only be open for renaming after a period of five (5) decades from the effective date of the previous change. This is to maintain consistency and continuation within the jurisdiction of the Newcastle Municipality;

- v. The cemeteries must not be names after people, for religious and cultural reasons. Cemeteries shall be named after the geographical features or areas in which they are located;
- vi. In instances that places, features, streets, parks and municipal buildings are named after a person, the person's name and surname shall be used in full, i.e. Nelson Mandela Drive and not Mandela Drive, as a reflection of the honour bestowed upon them;
- vii. The renaming of streets and public places should only be done where there is a need and in such a way as to curb unnecessary expenses;
- viii. The process of naming and or renaming must be undertaken in a consultative manner and this must be clearly demonstrated before a final decision can be taken;
- ix. The Municipality shall establish a Town Naming/Renaming Committee made up of officials from Geographic Information Systems, Community Services: Arts Culture and Heritage, Parks Section, Development Planning and Human Settlements: Town Planning and Technical Services: Roads. The main responsibility of this committee will be to assess all naming and/or renaming proposals received against the criteria as spelt out in this policy and to make recommendations to EXCO and Council.
- x. A continuous street should maintain its name throughout its length so as to avoid confusion i.e. Drakensburg;
- xi. Only appropriate suffixes or in their accepted abbreviations shall be used such as Road – RD, Street – ST and Avenue AVE;
- xii. In the case of a person it shall be in the language preferred by the person or of his/her family, where full names will be used as preferred by the person or his/her family. This applies where permission from the family have been sought;
- xiii. The feature, road or structures must be situated within the jurisdiction of the local authority;
- xiv. In case of private township and private roads use of names that are not offensive to age, race, gender can be considered

5. JURISDICTION

Newcastle Municipality is the custodian of naming and renaming of places, features, parks, streets and municipal buildings that are under its jurisdiction. With regards to the naming of private features, such as streets, buildings, etc., the policy will guide this in as far as these names comply with the naming guidelines indicated below. The process of naming or renaming private features will however be different to that of public streets. The naming of towns, suburbs, human settlement of any nature and form, highways, railway stations and government dams, is the responsibility of the national government and should be undertaken in terms of the provisions of the National Geographical Names Council Act (Act 118 of 1998). The naming of these features is therefore excluded from this policy; however, the municipality may make an application to the National Geographical names Council in this regard.

The town should continue to play the role contemplated by the Act in the allocation of geographical names that fall within the municipal area. In instances where the road or a part of a road intended for naming/ renaming is owned by another sphere of government then permission of that sphere to proceed with the naming / renaming should be sought in writing prior to the process being commenced with. The said authority should also indicate if there are any procedures that the municipality should comply with in managing the process.

6. STANDARD FOR THE SELECTION OF NAMES

Below is the standard for the identification and allocation of names:

- i. There shall be no duplication of names or confusingly similar names in the Newcastle Municipality;
- ii. Names of which the spelling or pronunciation may cause confusion because of its correlation with existing names, should be avoided;
- iii. Names of well-known places in other countries and the names of other countries should be avoided;
- iv. The use of a name which relates to people either living, or those alive during living memory shall not be used when naming or renaming streets and open spaces. Only exceptional circumstances will be given consideration (such as the naming of buildings and public amenities) and justifications will be required;
- v. Names shall not be too long or clumsy. Street names shall be limited to a length of 18 characters, including any combination of spaces, letters or punctuation in the base portion of the name, in order to facilitate the use of standard signage materials. Only in exceptional circumstances will street names of a longer length be considered with the required justification;
- vi. The use of compound names shall be discouraged;
- vii. Names shall not be discriminatory or derogatory from the point of view of race, religion, sex, colour, creed, political affiliation or other social factors to any community or section of a community;
- viii. Names shall promote goodwill and reconciliation;
- ix. Names may be expressed in any of the eleven official languages;
- x. Names shall promote a sense of place, ownership and the character of an area;
- xi. Names shall be in keeping with the theme of an area, meaning that they should have local relevance;
- xii. Street names cannot change at intersections. Continuation of existing streets must use the existing name;
- xiii. Names that could be construed as advertising a particular business, service or product shall not be allowed;
- xiv. Names should increase the marketing potential and investment attractiveness of an area;

- xv. Definitions of the street name suffixes (i.e. Drive, Lane, Road, etc.) are to be used to determine the appropriate suffix to be applied to any street to be named or renamed.
- xvi. The use of compass directions, such as North, South, East and West, should be avoided;
- xvii. Renaming of sections or partial areas of streets should not be considered. However, portions of a public facility (such as a swimming pool) may have another name than that of the entire facility, and
- xviii. Changes of names for public buildings, facilities and open spaces such as public open spaces shall only be approved when they do not violate historical or common usage names (especially in the case of renaming cemeteries).
- xix. No feature may be named after a practicing councillor or former councillor;

7. RENAMING OF FEATURES, LANDSCAPES AND STRUCTURES

The following criteria in ranked order are to be used to assist in the prioritising of streets and public places to be renamed. Any submission for a name change should make a strong case motivating on the basis of the following:

- i. Where the existing name is considered offensive;
- ii. Where the existing name is meaningless or historically irrelevant;
- iii. Where the name change is desirable to promote the goodwill of people now living in the new South Africa;
- iv. Where the change in name will assist in building a sense of ownership and community and in redefining society;
- v. Where there is a strong degree of community participation and support;
- vi. Where a name change is needed into a language more relevant to the local community;
- vii. Where the name change is to increase the marketing potential and investment attractiveness of the area.

The same criteria as spelt out above for the identification and allocation of names shall apply with all renaming considerations.

8. PROCEDURES FOR RENAMING

The principles spelt out in Section 4 and 6 of this policy must be strictly adhered to in the renaming process. The process to be followed in the renaming is the following:

- i. Any ideas, proposals, petitions or requests from any party must be submitted to the Office of the SED: Development Planning and Human Settlements (Town Planning Directorate) in the prescribed format, to be registered.
- ii. The application referred to in (i) above shall include the following information:
 - a) The proposed new name and the reasons for the name.
 - b) A locality map showing the feature proposed for renaming.
 - c) The applicant or requesting party's proof of legal residency or business address in Newcastle.
- iii. The SED: Development Planning and Human Settlements (Town Planning Directorate) will assess the application to check compliance with the policy in terms of the set criteria and subjects the application to the scrutiny of the Municipal naming / renaming committee.
- iv. On the basis of the recommendation of the committee, a report is submitted to council for a decision to either proceed with the renaming or not. Should the decision be to not proceed with the renaming, the applicant is advised of the Council's decision, stating clear reasons for the decision.
- iv. If the Council decision is to proceed with the renaming, the applicant is informed of the decision in writing. The first stage in this regard should be the engagement with the ward councillor(s) to seek their comments on the proposed renaming. If the feature being renamed services or traverses more than one ward, then all affected Ward Councillors must be consulted.
- v. The extent of the public engagement should be reflective of the size and functional range of the feature being renamed. In the case of local roads and local facilities, consultation with the Ward Councillor and the placement of public notices on site and on prominent and strategic positions such as schools, clinics, libraries, etc. should suffice. The application should also lie open for inspection for a period not earlier than 30 days from the date of publication of the advertisement at an office of the responsible body or office easily accessible to the public, such as the Municipal offices. In some instances it would be advisable to also convene a public meeting, the extent of which should be in keeping with the size and functional reach of the feature being named/renamed.
- vi. With regards to the renaming of higher order features, such as main roads, regional facilities, etc., the public participation must include the placement of municipal notices in local papers, in the manner prescribed.
- viii. The application will be circulated to relevant municipal departments and Ward Councillors for their comments or input simultaneously with the public participation process;
- ix. In terms of the notices and advertisement, the responsible body must request the public to submit comments on proposed name and or make any other submissions within 30 days. Possible alternative names are also requested from the public. The criteria for the prioritising of name changes, as listed above are to be included in the advertisement as are the criteria for the allocation of names.
- x. Once the views of the public and the Ward Councillor have been obtained and where necessary reconciled, the responsible body prepares a report detailing the proposal together with the recommendation, as well as all the comments received in view of the advertising and submits the

report to the Council for consideration. The report should also include the financial implications for the change of each of the proposals.

- xii. Once the name is approved, the responsible body erects notices on the site and on prominent and strategic positions such as schools, clinics, libraries, etc., reflecting adequate details of the change of name i.e. the date of implementation, the approved name and the date of the Council decision.
- xiii. The responsible body also notifies all affected role-players such as the Surveyor General and Postmaster General, the Registrar of Deeds, the Post Office, Telkom, the South African Police Service, Emergency Services, Community Development (Arts, Culture and Heritage), Kwa-Zulu Natal Roads Agency of any change or variation in the name of any feature. Any such notification is to be accompanied by a Committee Resolution.
- xiv. The budget should make provision for capital funds as well as operating funds to implement the proposals as per responsible department.

9. NAMING OF UNNAMED PLACES, FEATURES, STREETS, PARKS AND MUNICIPAL BUILDING

The naming of unnamed features shall take precedence and priority over the renaming of streets and other public facilities as detailed elsewhere in this policy. The naming of features, should as far as possible be undertaken as part of the development of the feature. In the case of streets for instance, this should be undertaken as part of the township development/ establishment and for Public Open Spaces and other public facilities as part of their initial development or upgrading. The principle of public participation should still be adhered to, but may be undertaken as part of the broader development or upgrading programme.

10. PROCEDURE FOR THE NAMING OF UNNAMED FEATURES

The process to be followed in the naming of unnamed features is the following:

- i. Any ideas, proposals, petitions or requests from any party must be submitted to the Office of the SED: Development Planning and Human Settlements (Town Planning Directorate) in the prescribed format, to be registered.
- ii. The application referred to in (i) above shall include the following information:
 - a) The proposed new name and the reasons for the name.
 - b) A locality map showing the feature proposed for naming.
 - c) The applicant or requesting party's proof of legal residency or business address in Newcastle.
- iii. The Responsible Body then assesses the application to check compliance with the policy in terms of the set criteria and subjects the application to the scrutiny of the municipal naming / naming committee.
- iv. On the basis of the recommendation of the committee, a report is submitted to council for a decision to either proceed with the naming or not. Should the decision be to not proceed with the naming, the applicant is advised of the Council's decision, stating clear reasons for the decision.

- v. If the Council decision is to proceed with the naming, the Responsible Body informs the applicant to undertake the process and to implement the proposal. The first stage in this regard should be the engagement with the ward councillor(s) to seek their comments on the proposed naming. If the feature being named services or traverses more than one ward, then all affected Ward Councillors must be consulted.
- vi. The extent of the public engagement should be reflective of the size and functional range of the feature being named. In the case of local roads and local facilities, consultation with the Ward Councillor and the placement of public notices on site and on prominent and strategic positions such as schools, clinics, libraries, etc. should suffice. The application should also lie open for inspection for period not earlier 30 days from the date of publication of the advertisement at an office of the responsible body or office easily accessible to the public, such as the People's Centres. In some instances it would be advisable to also convene a public meeting, the extent of which should be in keeping with the size and functional reach of the feature being named.
- vii. With regards to the naming of higher order features, such as main roads, regional facilities, etc., the public participation must include the placement of municipal notices in local papers, in the manner prescribed.
- viii. The responsible body also circulates the application simultaneously the relevant municipal departments to Arts, Culture and Heritage and the KZN Roads Agency for technical comment and input.
- ix. In terms of the notices and advertisement, the responsible body must request the public to make submissions with proposed names and any other submissions within 30 days. The criteria for the allocation of names should be included in notices and advertisements.
- x. Once the views of the public and the Ward Councillor have been obtained and where necessary reconciled, the responsible body prepares a report detailing the proposal together with the recommendation, as well as all the comments received in view of the advertising and submits the report to the council the responsible body should also include the financial implications for naming.
- xi. Once the name is approved, the responsible body erects notices on the site and on prominent and strategic positions such as schools, clinics, libraries, etc., reflecting adequate details of the name i.e. the date of implementation, the approved name and the date of the committee decision.
- xii. The responsible body also notifies all affected role-players such as the Surveyor General and Postmaster General, the Registrar of Deeds, the Post Office, Telkom, the South African Police Service, Emergency Services, Community Development (Arts, Culture and Heritage), Kwa-Zulu Natal Roads Agency of any change or variation in the name of any feature. Any such notification is to be accompanied by a Committee Resolution.

11. STREET NAMING AS PART OF TOWNSHIP ESTABLISHMENT

It is imperative that the public is afforded the opportunity to comment on, or object to the proposed names for new public places and townships. It is therefore recommended that the following process be followed:

- i. All proposed names are to be included in the formal application i.e. township establishment application;

- ii. Allow public participation on the proposed names at the time the application is advertised in terms of the relevant legislation;
- iii. Where a street traverses the boundaries of more than one neighbourhood, advertising must include these affected regions as well;
- iv. Renaming of sections or partial areas of streets should not be considered;
- v. Comments on the proposed names be included in all reports dealing with township applications and the subdivision of land, which are submitted to the relevant committee for approval;
- vi. With respect to the allocation of names to townships, the National Place Names Committee, which falls under the jurisdiction of the Department of Arts, Culture, Science and Technology, is an advisory body to the Minister on township names. The proposed new name and written comments received must be forwarded to the National Place Names Committee consideration and approval.
- vii. The name of a township or suburb is registered with the Surveyor General and the Registrar of Deeds when the General Plan of the township is approved in the process of township establishment. In addition to other comments received, the proposed name or change in name must be submitted to the Surveyor-General for comments, which must be submitted to the National Place Names Committee.

12. NAMING AND RENAMING OF PRIVATE STREETS

Where streets either existing or proposed for private use that requires naming such as in golf estates, farms and private housing developments will follow guidelines in this policy.

There are some of these streets, which have not been named as part of the "township establishment" and therefore need to be named, in other instances, there is a need to rename these streets.

While the council does not have the authority to name and or rename private streets, there is still the need to regulate the naming and renaming of same. The intention in regulating this is to make sure that the town's naming regime is respected and is consistent, without placing an onerous burden on the private owners of such streets.

Procedure:

Should the owner of a private street wish to name an unnamed private street, a submission must be made in the prescribed format to the SED Development Planning and Human Settlements. The submission should be accompanied by the following information:

- i. Proof of ownership,
- ii. A locality map showing the street proposed for naming and or renaming,
- iii. Motivation for the renaming,

- iv. Proposed new name(s), the identification of which MUST comply with the criterion indicated above,
- v. Confirmation that the majority of residents of the street are in support of the proposed new name- this may be done in the form of a signed petition,
- vi. The petition should include the names, addresses, signatures and contact details of the affected property owners. These lists should indicate whether the affected property owner or resident supports the proposed street naming and the signatures should not be older than one (1) year upon time of submission to the Newcastle Municipality,
- vii. All costs associated with providing and erecting new name plates, except in exceptional circumstances, will have to be met by the applicant(s)/requesting party.
- viii. The Newcastle Municipality will then assesses the application to check compliance with the policy in terms of the set criteria and subjects the application to the scrutiny of the Town's naming / renaming committee. Should the recommended name(s) be in compliance with the provisions of this policy, the applicant is informed that the Municipality supports the name(s) and that they may proceed to notify all relevant agencies, i.e. Telkom, Post Office, SAPS, etc. of the new name. On approval, the applicant should erect the new name to the standards specified by the Newcastle Municipality Roads Section.

13. PARKING AREAS

The following criteria in ranked order are to be used to assist in the prioritising of parking areas to be named or renamed. Parking areas are identified by the Newcastle Town Planning Scheme as land reserved exclusively for the parking of vehicles and may accommodate public conveniences. Any submission for a name change of parking areas should make a strong case motivating on the basis of the following:

- i. Where the existing name is considered offensive;
- ii. Where the existing name is meaningless or historically irrelevant;
- iii. Where the name change is desirable to promote the goodwill of people now living in the new South Africa;
- iv. Where the change in name will assist in building a sense of ownership and community and in redefining society;
- v. Where there is a strong degree of community participation and support;
- vi. Where a name change is needed into a language more relevant to the local community;
- vii. Where the name change is to increase the marketing potential and investment attractiveness of the area.

The same criteria as spelt out above for the identification and allocation of names shall apply with all renaming considerations.

14. IMPLEMENTATION

- i. A turnaround time of 180 days from the date of implementation will apply; where the old and the new street names will be displayed on the street name labels/signs. The old name will have a line across it to show that it has been replaced.
- ii. Parties that are directly impacted by the name change should be encouraged to affect the name change on their private labels/signs i.e. website directories and profiles, business windows and personal/private contacts etc. at their own cost.
- iii. Where applicable, affected parties that fail to physically and/or visibly effect the name change within the stipulated turnaround time of 180 days, will be served with reminders every 30 days thereafter urging them to effect the name change.
- iv. All costs relating to street naming within a township establishment shall be borne by the developer and where the developer is Council, the cost shall be borne by Council.
- v. As a result of the name change, Council shall bear the cost of naming, renaming and/or replacing public signs and labels.
- vi. Council shall not be liable for any costs incurred by others as a result of the naming or renaming of street, structures, features and public buildings.
- vii. Where state owned and/or public buildings have been named or renamed, the department concerned will be liable for the branding of the building.
- viii. All signage and labels that are to be erected shall be submitted to the Newcastle Municipality: Roads Section for safety and visibility approval and specification.

Municipal and government departments are urged to lead the process of the implementation of the name changes by being the earliest to effect the changes where necessary, and comply with the processes and regulations stipulated in this policy.

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