

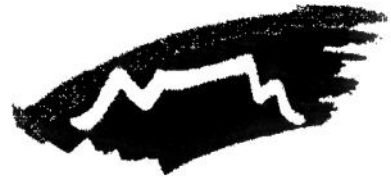
# NAMING POLICY

## OF THE CITY OF CAPE TOWN

APPROVED BY COUNCIL : 09 DECEMBER 2010  
C 98/12/10

AMENDED BY COUNCIL : 29 AUGUST 2012  
C 60/08/12

PLEASE NOTE THAT THE NOMINATION FORM OF THE NAMING  
POLICY CAN BE OBTAINED FROM MR FREDERICK VENTER ON  
021 400 1768



CITY OF CAPE TOWN | ISIKHESHO SASAKAPA | STAD KAAPSTAD

## AMENDED NAMING POLICY OF THE CITY OF CAPE TOWN

APRIL 2012

## **NAMING POLICY OF THE CITY OF CAPE TOWN**

### **PREAMBLE**

Cape Town belongs to all its people, and has a long history of human settlement and a rich and diverse heritage. The names of places should reflect our multicultural society which must be easily and equitably recognised.

It is essential for the City of Cape Town to provide an accepted policy and process in giving names to its public places, buildings, streets, facilities and artifacts.

#### **1. The importance of names**

- 1.1 Names create a 'sense of place' and are essential locational tools and navigational aids for a predictable and orderly environment.
- 1.2 Names are the beginnings and ends of journeys.
- 1.3 Names are place markers and focal points through symbolism, association and remembrance.
- 1.4 Names have powerful positive or negative meanings for people and can promote community harmony or perpetuate hurt and division.

#### **2. Policy objectives**

- 2.1 To ensure a clear, inclusive and consultative process which enjoys public and political support and can stand the test of time
- 2.2 To encourage citizens to consider all categories of places, provisions or opportunities in the policy
- 2.3 To address issues of confusion where there are no names or a duplication of names
- 2.4 To provide the opportunity to reflect all aspects of our shared history in a fair manner
- 2.5 To address or replace names which are considered controversial or offensive
- 2.6 To actively pursue initiatives in specific areas of the city needing intervention including alignment with the Integrated Development Plan

(IDP) in such aspects as physical planning, the provision of housing and cultural strategies

- 2.7 To initiate and sustain a programme to inform citizens about names in the city

### **3. Categories of names**

- 3.1 Artifacts may include objects owned or acquired by the City of Cape Town or bequeathed to it and which reflect its civic history. Examples might include ceremonial regalia, the bells in the City Hall or public art.
- 3.2 Council-owned buildings and facilities are civic or operational buildings such as main or district municipal office buildings (including venues contained within them), clinics, libraries and public parks.
- 3.3 Institutions may include municipal events and occasions such as parades, commemorative lectures and awards.
- 3.4 Natural areas include public open spaces, nature reserves and areas of natural or environmental significance.
- 3.5 Public places include squares, markets, places of assembly, sports stadiums and grounds.
- 3.6 Streets include public streets, roads, highways and footways.
- 3.7 Suburbs include residential and industrial areas within the boundaries of the City of Cape Town except where such areas are private property or under the auspices of the Western Cape Geographical Names Committee.
- 3.8 Where major roads, public buildings or places fall within the boundaries of the City of Cape Town but are the responsibility of either the national or provincial government, the process of nomination, recommendation and public participation must be carried out in accordance with the City's policy while the Council resolution must be referred to the relevant sphere of government for further consideration and be subject to the applicable legislation.

### **4. Names to be considered**

- 4.1 Names which recognise noteworthy deceased persons associated with

## Cape Town

- 4.2 Names which honour or commemorate history, events, memories or culture of relevance to the people of Cape Town
- 4.3 Names which promote the cultural diversity of Cape Town and strengthen community identity
- 4.4 Names which recognise flora, fauna and natural features, relevant to Cape Town
- 4.5 Names which promote and improve orientation and recognition

## 5. **Names to be avoided**

- 5.1 Names which honour living persons, with the exception of freemen of Cape Town or citizens of Cape Town or South Africa who have achieved international recognition of the highest kind
- 5.2 Names which are deemed to be insensitive, offensive or hurtful
- 5.3 Names which are linguistically corrupted or modified
- 5.4 Names which may be considered cumbersome or unintelligible in the spoken or written form, or impractical in application to signage
- 5.5 Names which are duplicated within a 5 km radius, or names which occur repeatedly, or names which sound similar such as Apple Road and Apple Hill Road
- 5.6 Names which may be construed to be commercial advertising except where Council has entered into an agreement which includes naming rights
- 5.7 Names which have been changed in the preceding ten years

## 6. **Names to be addressed**

- 6.1 Names in areas, streets or places where there are no names or where existing names such as Sixth Street or First Avenue provide an opportunity for names to be introduced
- 6.2 Names which will improve the City's administration and ability to deliver services or are essential to safety and security in the community
- 6.3 Names associated with extraordinary events in Cape Town or with significant physical development in the City

**7. Process of naming**

The Executive Mayor must initiate all naming processes and authorise public participation processes provided that the final decision on naming remains with Council.

- 7.1 Any person, community or organisation may submit a proposal.
- 7.2 All nominations, proposals or suggestions must be on the attached form.
- 7.3 The proposer must show or supply proof reflecting substantial support for the nomination in the community most affected, including consideration of local interest and documentary proof including oral evidence, cost implications or other relevant factors. Such support may include verifiable petitions, referendums or similar instruments.
- 7.4 No submission may be offensive, insensitive or hurtful.

**8. Reports to Council**

- 8.1 All reports or recommendations must include the detailed technical specifications and budget for the erection of signage.
- 8.2 Report recommendations must indicate whether aspects of metropolitan and local area significance have been considered.

**9. Section 80 Committee**

- 9.1 Council must establish a Section 80 Committee (the 'Naming Committee') to advise the Executive Mayor on all issues related to naming, renaming and the implementation of this policy so as to enable the Executive Mayor to make recommendations to Council.
- 9.2 The Naming Committee may recommend to the Executive Mayor that a panel of experts be established for the purpose of advising the Naming Committee on any naming project or proposal.

**10. Panel of experts**

The Executive Mayor may on recommendation of the Section 80 Committee co-opt a panel of experts to provide assistance and advice on naming issues on an ad hoc basis.

**11. Policy guideline**

This policy serves as a guideline and does not fetter with the exercise of Council's discretion.

# ANNEXURE A

## CITY OF CAPE TOWN NAMING POLICY

### NAMING PROPOSAL FORM

*Note: Please consult all provisions and requirements of Council's Naming Policy*

1. Proposal to name.....

(existing name of building, park, street, etc. if applicable)

To.....

(new name of building, park or street)

2. Name and contact details (tel & cell numbers) of the proposer

.....  
.....  
.....  
.....

3. What is the physical locality of the site/facility which you are proposing?

(e.g. corner of Smith & Jones Streets)

.....  
.....  
.....  
.....  
.....

4. In which ward is the object of proposal located?

.....

5. Reasons for the proposal.

Please attach documentation which clearly explains the reasons for the proposal. This is especially important if the proposal is motivated by an opinion that the existing name is considered offensive, insensitive or hurtful.



**6. Technical requirements. What will be required to give effect to this name proposal, e.g. road or building signage, etc?**

.....  
.....  
.....  
.....

**7. Evidence of support for the proposal. Please attach documentation which supports the proposal. Verifiable names and contact details of residents and/or property owners likely to be affected by the proposal are required.**

**8. Further supporting documentation. Please include any relevant material which strengthens the case for your proposal. Do not send original or irreplaceable documents because the City of Cape Town cannot accept responsibility for loss or damage.**

**Please make submissions:**

- By post to Frederick Venter, Public Participation Unit, Private Bag X9181, Cape Town 8000
- By hand as above at 3rd Floor, H Lift, Podium Hall, Civic Centre 12 Hertzog Boulevard, Cape Town
- By fax to 021 400 1465
- By e-mail to [naming@capetown.gov.za](mailto:naming@capetown.gov.za)

**Please note: Sections 1 - 8 have to be completed in full. No incomplete documentation will be considered. Proposals for naming may be made at any time.**