

4 February 2013

Our Ref: STR/001820



Melton City Council
P O Box 21
Melton VIC 3337



Sunshine Office
Alexandra Avenue
Sunshine, Victoria 3020

Keilor Office
Old Calder Highway
Keilor, Victoria 3036

T 9249 4000
F 9249 4351
W brimbank.vic.gov.au

Dear Sir,

Re: Duplicated Street Name and Post Code
The Esplanade, Sydenham 3037 and Taylors Hill 3037

An issue has recently been brought to light by one of our ratepayers concerning a street named "The Esplanade" which coexists under the same post code – 3037 – within both Brimbank City Council and Melton City Council.

A property owner/occupier at The Esplanade, Sydenham claims he has suffered disruptions to his postal service delivery due to the duplicated name and post code for the past four years. This has been amplified recently with his wife, recovering from a serious illness, missing important medical correspondence and also resulting in missed hospital appointments.

A discussion held with a rate officer at Melton City Council raising this issue also brought to light the duplicated street name under your municipality within close proximity to each other.

I enclose a Melways map with the three duplicated streets highlighted for your reference with the approximate distance between each.

We ask that Melton City Council review the street named The Esplanade, Taylors Hill 3037 and request that this street be renamed in accordance with 1.8 Principals of the Guidelines for Geographic Names 2010 being:

Principal 1(D) Ensuring names are not duplicated

Place names must not be duplicated. Duplicates are considered to be two (or more) names within close proximity, and those which are identical or have similar spelling or pronunciation. Examples of names which are similar and considered to be duplicates are White, Whyte, Wite and Wiet.

Duplication is not allowed within the one locality or within the following distances:

- Metropolitan urban area, within 5 kilometres
- Regional urban area, within 15 kilometres
- Rural or remote area, within 30 kilometres

The basis of this request is:



- The last 'Esplanade' to be constructed with the second half of the road construction being completed twelve months ago was in Taylors Hill.
- Less than half of the street has properties developed with some of those yet to be occupied.
- Given the shorter timeline of occupancy of new residents, while not ideal, should incur lesser impact of change than the two more established streets
- Remove postal service confusion
- Clear delineation of streets within Melton City Council
- And most importantly, provides ease of identification for emergency services and other utilities.

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As background I can advise that the The Esplanade, Sydenham's original subdivision and street naming occurred circa 1968 with properties being built and occupied since the mid 1980's. We do have original property owners still residing in the street.

As best I can gather the two relevant Melton subdivisions occurred around 2007-2008 and, with the close proximity of the same street names, bring to light the conflict in not only the post code matter but the duplicated name under your municipality.

To discuss this matter further I can be contacted on ph: 9249 4324 and look forward to reaching an amicable decision regarding this matter.

Yours faithfully,

Peter Horne
Manager – Revenue/Process Management



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Scale 1 : 20,000
A3 Mapsheet

"The Esplanade"
Duplicated Road Names

