



THE LORD MAYOR OF SYDNEY
CLOVER MOORE

01 JUL 2014

FLAG Harold Park
By email flagharoldpark@hotmail.com

Dear FLAG Harold Park members

Suburb Naming

I refer to your email about the proposal to change the suburb name and boundary of the Harold Park urban renewal site.

Mirvac has proposed the Harold Park development site be identified as a suburb because:

- A new suburb name will provide a unique identity for the new community and sense of place
- The site is physically isolated from surrounding suburbs due to the escarpment and Johnstons Creek and therefore suitable as a new suburb
- The site is well-known within the community as Harold Park
- The name has a long association and rich history owing to its former use, and
- The name will reinforce the objectives of the naming strategy for street and buildings, which refer to their former use.

The City is responding to a request from the land owner about the future name. You can read Council's committee report on the proposal at <http://bit.ly/1lsvwAT>

The Geographical Names Board has responsibility for determining place names and suburb boundaries in NSW. Council will consider Mirvac's proposal against the Board's guidelines, and any feedback we receive during the consultation. You can see the guidelines at <http://bit.ly/1pNXGLg> and <http://bit.ly/1ypVwE6>. They do not include consideration of land value, socio-economic mix or the demographic profile of an area in determining a future place name.

Changing a name is unlikely to impact on infrastructure and services, which are typically delivered on a regional or precinct scale. For example, within the NSW Government, the Bureau of Transport Statistics reports by a range of areas including statistical area, travel zone and Local Government Area (LGA). The Department of Planning and Environment also typically reports by LGA.

Similarly, the City's parking restrictions are based on the precincts outlined in the Neighbourhood Parking Policy, our service delivery is based on village precincts, and open space is provided using the precincts described in the City's development contributions plans.

If you would like to speak with a Council officer about Mirvac's naming proposal, you can contact Bryce Thornhill-Weedon, Student Planner on 9265 9333 or at bweedon@cityofsydney.nsw.gov.au

Yours sincerely

A handwritten signature in black ink that reads "Clover Moore". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

Clover Moore
Lord Mayor of Sydney