

An architectural rendering of a modern urban development. The scene features several high-rise buildings with unique facades: one with a light blue, grid-like structure and balconies, another with a dark brown, textured facade, and a third with a curved, reddish-brown exterior. In the foreground, a landscaped courtyard with trees, walkways, and a small green field is visible. A sign on one of the buildings reads "ST. MARY'S LANE".

**Mast Lane
Road Naming Proposal
March 2026**

Mast Lane

Road Naming Proposal (10 Little Docklands Drive, Docklands VIC 3008)

Proposed Name: Mast Lane draws inspiration from the site's interface with the waterfront and its proximity to Docklands, with "mast" referencing maritime elements synonymous with the area's history and identity. The name evokes a sense of movement, connection, and community, while aligning with the development's broader popular-culture naming theme. The City of Melbourne Council has approved this name for public

Introduction and Naming Rationale

This proposal seeks to name a new vehicle-access road within the build-to-rent (BTR) precinct at 10 Little Docklands Drive, Docklands (permit no. PA2302385). The name Mast Lane draws on the site's strong relationship with the nearby waterfront and its connection to Docklands, with "mast" referencing the maritime structures historically associated with the area. This nautical influence reflects movement, direction, and resilience, aligning with the precinct's evolving identity. The name also supports the development's broader popular-culture inspired naming theme, while establishing a distinctive and memorable character. Overall, it presents as a positive, non-controversial name that contributes to a cohesive and place-responsive identity for the new residential community.

Location and Development Context

The proposed road is located on land at within the development site. It is located north of the Docklands Primary School and adjacent to existing transport links (tram and train). The road will run in a northwest-southeast direction and connect to Little Docklands Drive on its southern end from Waterfront Way at the Northern end. The road will provide vehicular access to the existing District Docklands loading bay, visitor and delivery access to to the BTR development currently under construction at 10 Little Docklands Drive, and general vehicular access to the other future development sites located to the east of the road. In the site plan (Figure 1) below, the approximate alignment of the road is shown in red, providing a connection between Little Docklands Drive and Waterfront Way. As a key link for vehicles and servicing, the road will support the operation of the precinct as a transit-oriented residential community.



Figure 1: Conceptual view of the District Living precinct at 10 Little Docklands Drive. The future Mast Lane (highlighted red) will run into the site from Little Docklands Drive, serving the new BTR community.

Name Origin and Cultural Context

“Mast Lane” was selected to reflect the site’s close relationship with the waterfront and its proximity to Docklands. The term “mast” is drawn from maritime language, referencing the vertical structures of ships historically associated with Melbourne’s harbour and port activity. It conveys strength, direction, and movement—qualities that align with the evolving identity of the precinct.

By adopting a nautical reference, the name acknowledges the area’s maritime heritage while remaining simple, distinctive, and accessible. It also supports the Council’s approach to place-naming by reinforcing local context and creating a meaningful connection to the surrounding environment. The name aligns with the precinct’s broader popular-culture and character-driven naming theme, contributing a confident, place-responsive identity to the area without any negative or controversial associations.

Compliance with Naming Rules for Places in Victoria (2022)

The proposed name has been checked for consistency with the *Naming Rules for Places in Victoria 2022* and the following summarizes compliance by principle:

Relevant Principle	Compliance of <i>Mast Lane</i>
Principle A – Ensuring public safety (<i>Avoid risk or confusion</i>)	The name <i>Mast Lane</i> is short, simple and not easily confused with any nearby road names, minimizing any risk to emergency services or navigation. It will be formally registered in VICNAMES to prevent any ambiguity.
Principle B – Recognizing the public interest (<i>Long-term community benefit</i>)	This is a newly created road, so there is no inconvenience of renaming an existing road. The name delivers long-term public benefit by promoting a positive community experience and sense of address without adverse effects.
Principle C – Linking the name to place (<i>Cultural or local relevance</i>)	The road is located within the Docklands precinct and is subject to guidance in the Docklands Naming Strategy. This strategy identifies a naming theme of ‘harbour’ and a sub-theme of ‘Harbour’ for roads within this part of Docklands. The name “Mast Lane” is directly informed by the area’s waterfront context, with “mast” referencing the maritime structures historically associated with Melbourne’s harbour and port environment. This creates a strong and tangible link to place, reinforcing the site’s relationship with the water and the broader Docklands identity. The nautical reference is widely recognisable and culturally neutral, supporting legibility and connection for residents and visitors. This alignment with local context and identity is consistent with the naming guidelines’ encouragement of culturally and geographically meaningful names.
Principle D – Ensuring names are not duplicated (<i>Uniqueness within area</i>)	Searches of VICNAMES and local registers show no other “Mast Lane” (or similar spelling) in Melbourne or nearby suburbs. The name is unique beyond the 5 km duplication radius for metropolitan Melbourne. There is no conflict with existing street names.

Relevant Principle	Compliance of <i>Mast Lane</i>
Principle E – Recognition and use of Traditional Owner languages	The proposed name <i>Mast Lane</i> is not from a Traditional Owner language. Nevertheless, Geographic Names Victoria explicitly requires consultation with relevant Traditional Owner groups in any naming project. The Council will engage the Wurundjeri Woi Wurrung and Boon Wurrung representative groups (through RAPs or cultural bodies) during the formal consultation process, as recommended by the guidelines.
Principle F – Names must not discriminate or be offensive	“ <i>Mast</i> ” a non-derogatory, nautical term. It does not discriminate against any group or contain any offensive language. It fully complies with the rule that names must not cause offense.
Principle G – Gender equality (<i>Encouraged to consider gender balance</i>)	“ <i>Mast</i> ” is gender-neutral and does not privilege any gender. It resonates equally with all members of the community. Thus it aligns with the naming rules’ encouragement of gender-equal naming.
Principle H – Dual names	Dual naming is not proposed and this principle is not applicable.
Principle I – Using commemorative names	The proposed name is not commemorative and does not reference a person or event.
Principle J – Using commercial and business names	The proposed name is not a commercial or business name.
Principle K – Language	The name is a shortened derivation from Australian English, contains no abbreviations or punctuation, and is easy to spell and pronounce.
Principle L – Directional names to be avoided	The proposed name does not include directional references.
Principle M – Assigning extent	The extent of the road to which the name applies is clearly defined and shown on the accompanying plan.

All relevant principles have been satisfied by *Mast Lane*. In particular, the name is unique (Principle D) and poses no public safety or discrimination concerns (Principles A and F).

Community Consultation and Next Steps

The City of Melbourne Council has approved this name for public consultation. The proposed name is not a commemorative name and as such does not require consent from family members. The proposed name is also not in Traditional Owner language and does not require approval from a Traditional Owner Group.

The name will be subject to standard public consultation processes in line with the City of Melbourne's road naming policy.

Conclusion

The name Mast Lane is fitting for the new access road off Little Docklands Drive. It aligns with the Docklands naming framework and reflects the precinct's maritime heritage, reinforcing a clear and meaningful connection to place. The name is distinctive, easy to pronounce and spell, and satisfies all relevant statutory naming requirements.

It is recommended that Council proceed with gazettal of Mast Lane pending the outcome of public consultation, subject to any suggestions from the community or Traditional Owners.

Developer Contact:

The contact details of the relevant personnel are set out below.

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