



STREET NAMING AND NUMBERING CONVENTIONS ADOPTED BY MEDWAY COUNCIL

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1. Introduction

- 1.1 The naming and numbering of the streets and building within Medway is a Statutory Function of Medway Council (hereafter known as “the council”), and is covered by Sections 64 & 65 of the Town Improvement Clauses Act 1847.
- 1.2 The address of a property is becoming a very important issue. Organisations such as the Post Office, Emergency Services and the general public need an efficient and accurate means of locating and referencing properties.
- 1.3 The purpose of this guidance note is to provide advice to developers and building occupiers on the naming and numbering policy of Medway Council.
- 1.4 The Council is happy for developers or occupiers to propose names for consideration. It is suggested that more than one new name is suggested and that the names proposed meet the criteria set out in Section 4-6 below.

2. Applying for a new postal address

- 2.1 Applications should be made by:-
 - 2.1.1 Individuals or developers building new houses, commercial or industrial premises, or;
 - 2.1.2 Individuals or developers undertaking conversions of existing residential, commercial or industrial premises which will result in the creation of new properties or premises.
- 2.2 Applications for new addresses should be submitted as soon as possible after planning permission for the proposal has been granted. This is important, as utility companies are often reluctant to install services where an official postal address has not been allocated.
- 2.3 Applications can be made by contacting the Street Naming and Numbering Section or by downloading an application form from the Council's website, www.medway.gov.uk. A site layout drawing showing plot numbers (for larger developments) and a site location plan to scale (preferably 1:1250) should be enclosed with your application. This documentation should then be forwarded to Medway Council, Regeneration, Community & Culture, Highways Team, Annexe B, Civic Centre, Strood, Rochester, Kent ME2 4AU.
- 2.4 If an application is submitted at a late stage of the development, problems could arise, especially if the application is rejected and purchasers have brought properties marketed under an unofficial marketing title. It should be made clear in any marketing literature distributed to prospective purchasers that marketing names for

developments are subject to approval and therefore liable to change. Some occupiers could feel aggrieved by the loss of a supposedly prestigious address and its replacement with an address that falls within the Council's guidelines as set out in this document.

3. Procedure

- 3.1 Once an application has been received, the Council will check that there is no duplication of existing street names within Medway.
- 3.2 The Council will check that the proposed street names accord with the General Naming Conventions, Street Naming Conventions and Building Naming and Numbering Conventions as outlined in Sections 4-6 of this document.
- 3.3 Before commencing the statutory consultation with the Emergency Services, Royal Mail, Parish Council and Ward Councillors where necessary, the Council will carry out research of the development site to see whether names maintaining historic links to the site can be found. If there are, then the Council will liaise with the developer as to the most suitable names(s) to be used.
- 3.4 Once agreement has been reached regarding road names, a 2-week consultation period will commence inviting comments from the Emergency Services, the Royal Mail and the Parish Council where necessary.
- 3.5 The Council's street naming and numbering section aim to complete the naming and numbering process within a maximum of 28 days, however this is dependant on a number of factors and you will be advised accordingly if delays are expected.

4. General Naming Conventions

- 4.1 Street names cannot be duplicated within Medway, even if an alternative ending is proposed;
- 4.2 Street names should not be difficult to pronounce or awkward to spell as they can cause serious implications to the Emergency Services;
- 4.3 The street names should, where possible, reflect the history or geography of the site or area;
- 4.4 Street names that could be construed as advertising will not be allowed;
- 4.5 Street names that could be considered offensive will not be allowed;
- 4.6 Subsidiary names (i.e. a row of buildings within an already named road being calledTerrace) should not be used;

4.7 Names of living persons will not be allowed;

The Council has always discouraged wanton naming practices, considering the danger inherent in naming a road after someone who is still very much alive and this practice has been adopted by most Local Authorities in England. It pays to let history decide who's great and who's best forgotten. If you're dead, it's a memorial. If you're alive, it's ego!

It is appreciated that some road names may be the name of a living person with the same name, but records are kept as to whom or what a road was named after. Wherever possible, the full name of the honouree will be the street name, ie "Lankester Parker Road". Street names commencing with initials, ie A.A. Milne Close, will not be permitted.

5. Street Naming Conventions

When naming new streets, the following conventions should be considered:

5.1 All new street names should end with one of the following suffixes:

- Street
- Road
- Way
- Avenue
- Drive
- Place
- Lane
- Grove
- Mews
- Gardens (for residential roads – subject to there being no confusion with local open space)
- Crescent (for a crescent shaped road)
- Close
- Court
- Square (for a square only)
- Hill (for a hillside road only)
- Circus (for a roundabout only)
- Terrace (for a terrace of houses, preferably not as a subsidiary name within another road (see section 4.6))
- Lane
- Vale
- Walk
- Rise
- Row

- Wharf (for residential roads in exceptional circumstances)
- Dene (for residential roads in exceptional circumstances)
- Mead (for residential roads in exceptional circumstances)

5.2 Non-acceptable suffixes are as follows:

- End, Cross, Side

All of the above can be incorporated in a street name provided it ends with an appropriate suffix (e.g. Mile End Road)

5.3 Exceptions or single or dual names without suffixes should only be used in appropriate places.

5.4 All pedestrian ways should have the following suffixes:

- Walk
- Path
- Way

5.5 The use of North, South, East or West (as in Island Way West or Island Way East) should not to be used (St. Mary's Island being the exception) when the road is in two separate parts. In such case, one half should be completely renamed.

5.6 Phonetically similar names within an area should be avoided (i.e. Acre Close and Acre Grove, or Cook Close and Hook Close). Although these are examples, these are actual names within Medway and were named prior to the amalgamation of Gillingham Borough Council and Rochester Upon Medway City Council. Therefore as a Unitary Authority, this is no longer acceptable and therefore forms part of the street naming convention.

6. Building Naming and Numbering Conventions

When naming / numbering a new building, the following conventions should be considered:

- 6.1 A new street should be numbered with the odd numbers on the left and the even numbers on the right from the entrance of the street, except in the case of a cul-de-sac, where consecutive numbering in a clockwise direction is preferred. For small developments, with no available land for future development, consecutive numbering is acceptable, up to 30 properties.
- 6.2 Private garages and similar buildings used for housing cars, etc, should not be numbered.

- 6.3 All numbers should be used in the proper sequence (including 13). However, should the developers make a request, the exclusion of 13 may be permitted.
- 6.4 Where an existing street or similar is to be extended, it would be appropriate to continue to use the same street name. This would include the continuation of the street numbering. Only in exceptional circumstances will an alternative name be considered.
- 6.5 Buildings (including those on corner plots) will be numbered according to the street in which the main entrance is to be found. The manipulation of numbering in order to secure a prestigious address, or to avoid an address with undesirable associations, will not be authorised.
- 6.6 If a building has entrances in more than one street, is a multi-occupied building and each entrance leads to a separate occupier, then each entrance should be numbered in the appropriate road. Exceptions may be made, depending on circumstances, for a house divided into flats.
- 6.7 In residential buildings (i.e. a block of flats), it is usual to give a street number to each dwelling where the block is up to six storeys in height. When the block exceeds this height or there are not sufficient numbers available because of existing development, it should be given a name and numbered separately internally.
- 6.8 Legislation permits the use of numbers followed by letters. These will be suitable, for example, when one large house in a road is demolished and replaced by (say) 4 new smaller houses. To include the new houses in the existing numbered sequence of the road would involve renumbering all the higher numbered houses positioned on the same side of the road affected by the proposal. This is something that the Council would be loathed to do (see Section 7). To avoid this situation, the new houses should be given the number of the old house with A, B, C or D added (i.e. 21A, 21B, 21C, 21D).
- 6.9 For houses in existing unnumbered roads, it is essential that the houses be officially allocated names. The name should not repeat the name of the road, or that of any house or building in the immediate area. House names are only permitted formally where every property in the road is known by a name and not a number, ie Spekes Road, Hempstead. For a new development in a road where property names and not numbers apply, a proposed name should be submitted for approval.
- 6.10 Where a property has a number, it must be used and displayed. Where a name has been chosen for a property with a number, the number must always be included in all correspondence. The name cannot be regarded as the alternative and it is therefore unacceptable to supersede a postal number for a property name. House names, where postal numbers exist, are not formally registered and are therefore unrecorded.

However, proposals for using a house name informally must be submitted to the Street Naming and Numbering Section for approval, so that the relevant checks can be carried out to ensure no duplication in the immediate vicinity.

The Council can take action under the County of Kent Act 1981 for failure to display a property number.

- 6.11 Where a house is being converted to form flats, the official address should include for the number of flats. For example, if 4 flats are being created at a property known as 10 Smith Square, the formal address for the flats should be Flats 1 to 4, 10 Smith Square. Numbering conventions do not permit for flats to be known as, for example, 10, 10A, 10B and 10C.

7. Renaming and Renumbering of Streets and Buildings

- 7.1 On rare occasions, it may be necessary to rename or renumber a street. This is usually only done as a last resort when:

- There is a confusion over the streets name and/or numbering
- A group of residents are unhappy with their street name
- New properties are built and there is a need for other properties to be renumbered to accommodate the new properties
- The number of named-only properties in a street is deemed to be causing confusion for visitors, deliveries or the emergency services

- 7.2 Residents of the affected street will be consulted and their views will be taken into account. We will also consult the Royal Mail and the Emergency Services.

- 7.3 Local residents will be balloted on the issue. At least a two-thirds majority will be required to make a change.

- 7.4 Where residents request to rename or renumber a street, the costs in doing so must be borne by those wanting the change. This will include all advertising costs, consultation costs and replacement street nameplates etc. At least two-thirds majority will be required to make a change.

8. The NLPG and LLPG

- 8.1 The Council is responsible for maintaining information relating to Medway in the National Land and Property Gazetteer (NLPG). This is done by maintaining a Local Land and Property Gazetteer (LLPG).

- 8.2 The LLPG and NLPG will be updated to include all authorised new street names, building names and numbering. These will be made in accordance with British Standard BS7666 "Spatial Data-sets for geographical referencing".
- 8.3 The Council is not responsible for the assignation of postcodes to addresses. Royal Mail does this. Any queries about postcodes can be dealt with by Royal Mail by calling 08456 045060 (Postcode Enquires) or via their website at <http://www.royalmail.com/portal/rm/>

9. Further Information and Advice

- 9.1 For further advice on any aspect of street naming and numbering, please contact Customer Services on (01634) 333333 or email customer.first@medway.gov.uk