

Best Practice Guidelines

Naming streets

The following guidelines will be applied when naming new streets:

- New street names shall not duplicate any name already in use in the Borough or within 10k or a neighbouring borough. Variations ie Hertsmere Drive and Hertsmere Road are not deemed a sufficient reason to duplicate a name.
- Phonetically similar street names will not be allowed within the same town and/or postal area. (e.g. Churchill Road and Birch Hill Road)
- Any proposal to name a street after a deceased person, whereby their passing was over 20 years prior to the present day, will be considered based on the historical connotation and appropriateness.
- The use of Street Names which include numbers which can cause confusion, for example “20 Seven Foot Lane” sounds the same as “27 Foot Lane”
- Street names that may be considered or construed as rude, obscene, racist, or which would contravene any aspect of the council’s equal opportunities policies will not be acceptable.
- New street names shall not be assigned to new developments when such developments can be satisfactorily included in the current numbering scheme of the street providing access.
- Streets will not be named after any living person.
- Street names should not be difficult to pronounce or spell.
- In order to avoid potential confusion with building names, street names must not include the word “The” or end with a possessive (i.e. Apostrophe’s) or plural words (e.g. “The Saltings”)
- Street names that can be deemed as aesthetically unsuitable, or capable of misinterpretation, will be avoided.
- Any street name that promotes a company, service or product will not be permitted. Names based on developers trading name are seen as advertising and are not acceptable.

- The use of a name with Royal connotations is prohibited. The consent of the Lord Chamberlain's office must be obtained by the developer if a name with any reference to the Royal family or the use of the word 'Royal' is suggested.
- Unofficial 'marketing' titles or themes used by developers for the sale of new properties will not be adopted unless it has been agreed and approved in advance.
- It should also be made clear in any marketing material produced by the developer that names are subject to approval and possible change.
- The adoption of marketing titles will not be permitted in creating attractive 'unofficial' locality or village names.
- Whilst not an exhaustive list, new street names should ideally end with one of the suffixes below:
 - Road - for any major road or thoroughfare
 - Avenue - for any road or thoroughfare
 - Drive - for any road or thoroughfare
 - Street - for any road or thoroughfare
 - Way - for any road or thoroughfare
 - Grove - for residential roads
 - Mews - for residential roads (Former equestrian/stable sites only)
 - Place - for residential roads
 - Villas - for residential roads
 - Gardens - for residential roads (Provided there is no confusion with local open space)
 - Close - for cul-de-sac only
 - Court - for cul-de-sac and residential blocks only
 - End - for cul-de-sac only
 - Circle - for roads with same start and end poi
 - Crescent -for a crescent shaped road
 - Square -for a square only
 - Terrace - for a terrace of houses
 - Hill - for hillside road only
 - Ridge - for hillside road only
 - Rise - for hillside road only
 - Row - for residential roads in appropriate circumstance
 - Vale - for residential roads in appropriate circumstance
 - View - for residential roads in appropriate circumstance
 - Common - for roads in appropriate circumstance
 - Parade - for roads in appropriate circumstance
 - Park - for roads in appropriate circumstance
 - Reach - for roads in appropriate circumstance

- Lane - for any road or thoroughfare in a rural area (or in appropriate circumstance)
 - Meadow - for any road or thoroughfare in a rural area
 - Mead - as an alternative to above
 - Dene - for roads with historic link to wooded valley
 - Wharf - for roads parallel or adjacent to navigable waterways
 - Circus - for a large roundabout
 - Walk - for pedestrian ways
 - Path - for pedestrian ways
 - Footpath -for pedestrian ways
- Single or dual names without suffixes are acceptable in appropriate circumstances. For example major roads such as Kingsway, Queensway, The Broadway.
 - The use of North, South, East or West as a suffix is generally not acceptable. However, it is acknowledged that in exceptional circumstances it may be appropriate to do so to facilitate identification.

1.1 Numbering properties

The following guidelines will be applied when numbering properties:

- Odd property numbers allocated to the left of the proposed new street running from start to end of street.
- Even property numbers allocated to the right of the proposed new street running from start to end of street.
- Short cul-de-sac and small scale development will be numbered consecutively in a clockwise direction. Longer cul-de-sac development will again be numbered with odd property numbers allocated to the left and even property numbers allocated to the right.
- Infill development (new properties built between existing properties or in the grounds of an existing property) on a numbered street will be given the same house number as the property preceding the infill followed by a suffix of 'A', 'B'. For example 10A High Street). New street names shall not be provided for the sole purpose of avoiding numbers with a suffix.
- Properties, in particular those occupying corner sites, will be numbered or named according to the street in which the main entrance is accessed and located. The manipulation of property names or numbers in order to secure a more prestigious address or to avoid an address, which is thought to have undesired associations, will not be permitted.

- At locations where a property has been demolished to be replaced by a single property, the new property shall be given the same number as the old property. If the property previously had a house name only, we may introduce a number.
- All new properties shall be assigned numbers rather than names. Exceptions may apply in the instance of properties accessed from an existing unnumbered street. In this instance it will be appropriate to allocate agreed property names.
- Properties shall be allocated numbers to the street onto which the front door faces.
- Where a property has a number, it must be used and displayed. Where a name is given to a property together with its official number, the number must always be included. The name cannot be regarded as an alternative to the number. It is also noted that where a property has a number and a name, Royal Mail will hold the name as an 'alias' only. The name will not be displayed on the Royal Mail website.
- All property numbers and names must be displayed and visible from the highway. This may mean numbers or names being displayed at the door, posts, gates or fences to aid the easy identification of the property, particularly in the event of an emergency.
- The Council is not responsible for the erection or maintenance of property number or name signage or for directional signage to individual properties or groups of houses. This responsibility rests with the developer or owner(s).
- Where a property name is required, the name must not repeat the name of the road or that of any building in the area. It should also be sufficiently different to other property names used locally and where possible should reflect the history of the area or acknowledge the local geography.
- Annexes being used as ancillary to the main dwelling will not be assigned an official address. The address of main dwelling should be used for the purpose of receiving mail and goods.
- If at any point your annex is sold or occupied as a separate residential unit you should first obtain planning permission.
- Private garages and buildings used for the storage of vehicles and similar purposes will also not be assigned an official address.
- Blocks of flats are numbered clockwise, left to right, in all cases.

- Where possible blocks of flats will be numbered into the existing street sequence rather than be issued with a name.
- Use of the word “Flat” will apply to those properties where accommodation is on one floor only of a building. Where residential accommodation covers two or more floors, and has its own internal staircase, the term “Apartment” shall be used.
- All flats or apartments created, with access through a single point of entry, will be given a number rather than a letter or description (e.g. ‘Flat 1’ rather than ‘Flat A’ or ‘First Floor Flat’).
- All newly proposed development block names should preferably end with one of the following suffixes:
 - Court
 - Lodge
 - House
 - Apartments
 - Point
 - Mansions
 - Tower
 - Heights