



## *Street Naming and Numbering Policy*

<b><i>Policy Name:</i></b>			
<b><i>Responsible Executive:</i></b>		<b><i>Date of signing:</i></b>	
<b><i>Responsible Office:</i></b>		<b><i>Date of signing:</i></b>	
<b><i>Policy Register Number:</i></b>		<b><i>Service Area:</i></b>	
<b><i>Adopted:</i></b>		<b><i>Reviewed:</i></b>	

## Contents

1. Introduction .....	3
2. What is our aim? .....	3
3. Why are we doing it?.....	3
4. How will we do it?.....	4
5. How will we measure our progress? .....	8
6. Who will do this? .....	8
7. Appendices .....	8
Appendix A – Schedule of Street Naming and Numbering Charges.....	9
Appendix B – Supplementary Guidance .....	10

## ***1. Introduction***

---

The District Council requires street name plates to be clearly legible and to conform to the Council's agreed specification. Wherever possible the name plates should enhance the street scene and preserve the local character and identity.

Clearly legible street name plates are essential for the emergency and postal services as well as for the convenience and safety of the general public. It should be remembered that street name plates need to be legible by night as well as by day.

The principles of this policy are supported in law under the following Acts:

- Disability Discrimination Act 1995
- Public Health Act 1925 (sections 17,19)
- Public Health Act 1907 (section 21)

South Holland District Council's

- Code of Conduct
- Consultation and Participation Strategy and Methods
- Vision and Corporate Plan

## ***2. What is our aim?***

---

The aim of this policy is to provide a workable framework for South Holland District Council to operate its street naming and numbering function effectively and efficiently according to set procedures and performance standards, for the benefit of the residents of and visitors to South Holland.

## ***3. Why are we doing it?***

---

The Council has a duty to ensure that all roads in the South Holland District are named and all properties numbered or named. The responsibility for dealing with applications for street naming and numbering, or re-naming, or re-numbering will be administered by the Building Control section of Planning and Development Services who will ensure that this information is relayed to appropriate organisations. To ensure that the service is operated effectively and efficiently it is necessary to set out procedures and performance standards.

## 4. How will we do it?

---

This policy is divided into several sections:

- Guidelines
- Cost recovery
- Records
- Time scales
- Enforcement
- Appeal

### **GUIDELINES**

#### Choice of name for streets in new developments

Whilst the clarity of street numbering, naming and name plates is important for all users from visitors to the emergency services, street names often preserve facets of a settlement's history. In Spalding, for example, the names Herring Lane, Hall Place, Foundry Lane and Hole-in-the-Wall Passage reflect former activities of the area. Unfortunately over the years this distinctive naming culture has been replaced by a trend for using names with no significant meaning for the location. However, it is hoped that by thoughtful, informed choice of street names such as Cley Hall Drive and Castle Fields, new developments can help to preserve and strengthen the local identity.

In choosing street names, developers and individuals will be required to respect the proper meaning of terms such as 'Close', 'Drive', 'Court' etc which are in danger of being lost through inappropriate use.

To prevent confusion names must not be similar to, or sound similar to others in the same town, village or postal region.

The 'Postal Region' is used throughout this document and is as defined by Royal Mail and adopted by South Holland District Council for the avoidance of confusion. It consists of the first 3 or 4 digits of the first part of the postal code and the first digit of the second part of the postal code, i.e. PE11 3.. , PE12 9.., PE6 0.. and this definition will be used throughout this document.

Preference will be given to names drawing on topographical features or historical association of the site or surrounding area.

#### Design of street name plates

In conservation areas and all other parts of a town or village where historic street signs remain, the historic signs must be retained. If a structure carrying a historic sign is to be demolished or redeveloped, the sign must be retained, refurbished and re-used.

In new developments the design shall be as set out in the Council's Supplementary Guidance for street name-plates which has been drawn up in accordance with Ministry of Transport Circular 3/93.

Street Naming and Numbering Policy

Version 2.1

21/06/2022 Correction of error (Section 5.1.5)

### Positioning of street name plates

Street name plates should normally be mounted in the preferred order, on legs, on walls, buildings, railings or boundary structures at the nearest point to the highway boundary or back edge of footway.

Location requirements are set out in the Council's Supplementary Guidance.

### Repair and maintenance

The current stock will be maintained by the Council and a rolling programme will be introduced to bring the existing street name plates up to the Council's agreed standard.

The Council has a responsibility to carry out a survey of the condition of the District's existing street name plates and Parish Councils and Civic Societies will be encouraged to assist in the identification of damaged, missing or signs in poor state of repair.

### Numbering/naming of properties

Mandatory numbering will be applied to both new and existing properties during any renumbering or postal identification process of properties. On occasion there may be exemptions to this process, however, these will be at the discretion of the Council. Naming of properties with no number displayed is only acceptable where there is no current numbering scheme in place

## ***COST RECOVERY***

The Power to charge falls under Section 93 of the Local Government Act 2003. This sets out that a local authority may charge for discretionary services. Discretionary services are those services that an authority has the power but not a duty to provide. An authority may charge where the person who receives the service has agreed to its provision and the charge must not exceed the cost of providing the service. The Council cannot charge for Street Naming services (since the duty to provide this service is not discretionary), but it can charge for elements of the naming and numbering function (which is a discretionary service) by virtue of Section 64 and 65 of the 1847 Act coupled with Section 93 of the 2003 Act

For Street Naming and Numbering the charges cover the following elements;

- Consultation and liaising with other external organisations such as Royal Mail, Parish/Town Councils, Ward Members (as a non-statutory element of naming streets).
- The naming of new streets
- The naming and/or numbering of new properties (including conversions).
- Alteration in either name or numbers to new developments after initial naming and/or numbering has been undertaken.
- Renaming of existing properties.
- Addition of names to an already numbered property.

Street Naming and Numbering Policy

Version 2.1

21/06/2022 Correction of error (Section 5.1.5)

- Confirmation of existing addresses.
- Challenges to existing official naming/numbering schemes/addresses held within the Street naming and Numbering records.

All charges are to be paid prior to any service being provided. Please note: Any change to a property name/number made without contacting the Council will not be officially recognized and will not be registered with service providers and/or other organisations.

The Scale of Charges for Street Naming and Numbering can be found in Appendix A.

Fees and charges applicable for Street naming and Numbering service(s) will be annually reviewed during the Council's budget setting process and publicized through the Council's agreed communication channels including the website.

Payment can be made by phone by contacting us on 01775 764723 after completing the appropriate application form. Large developments may be invoiced if required and payment made via the methods indicated on the invoice.

Where a local authority wishes to charge for discretionary services, Section 93 of the Local Government Act 2003 allows charging on a 'not for profit' basis, that is, the Council can only aim to recover costs incurred. This is to encourage improvements to existing services and to develop new services with the aim of improving overall services to the customer.

All new development within South Holland will require the use of the Street Naming and Numbering function, as all new development needs address data, be they residential or commercial. There is a considerable amount of resource, both in staff time and associated costs that are incurred in the Street Naming and Numbering process.

### **REFUNDS**

Where an application form and fee has been submitted and a naming/numbering scheme has already been issued, no refund of fee will be available. No refund of the street naming fee can be made once a name has been submitted for the consultation period.

It has been agreed by the District Council that any Parish/Town council requiring a 'leading to' sign to be installed in addition to, or instead of, the mandatory sign, will be liable to pay 50% of the cost involved in purchasing and installing such a sign. This percentage split will be assessed and agreed on an annual basis by the District Council.

Where an existing sign is damaged, and the person or persons responsible is known, then the cost of replacing the sign, including any administrative charges, will be recovered from them. There will be no profit element in this charge.

### **RECORDS**

Written records will be issued to interested parties and the information stored in electronic format by the Council.

Street Naming and Numbering Policy

Version 2.1

21/06/2022 Correction of error (Section 5.1.5)

## ***TIME SCALES***

Street numbering will be effective 7 working days from the date of issue of the schedule.

Street renumbering will be effective, following completion of the necessary consultation and decision making process, from the date of issue of the schedule.

Street naming will be effective, following all necessary consultations and approvals, from the date of issue of the schedule.

Street renaming. Following consultation with and agreement from relevant stakeholders. Owners/occupiers will receive notification of the intended street renaming 6 months prior to implementation, a further two notices will be issued at 28 and 7 days prior to implementation.

Installation of street signs by the Council. Signs will be erected within 4 weeks of delivery of the signs from the manufacturer.

Installation of street signs by developers. Signs will be installed within 14 days of occupation of the first property in the development.

## ***ENFORCEMENT***

On occasion action may be required to ensure that names and numbers are correctly displayed. Initially, an informal approach will be attempted to resolve the issue. If however this fails to achieve a satisfactory solution, the authority may resort to litigation through the Magistrate's Court.

## ***APPEAL***

If any resident/owner or interested party wishes to appeal against a decision of the Council, they should in the first instance seek to do so through the Council's complaints procedure. If this fails to satisfy, they have the right to seek redress through the Magistrate's Court under the Public Health Act 1925.

- Councillors
- Parish/Town Councils
- Citizens of South Holland
- Business operating within South Holland
- All permanent and temporary employees of the Council
- Contractors and sub-contractors
- Service users

## 5. How will we measure our progress?

---

### Monitoring and review

The Building Control Manager will review the operation of this policy 12 Months after its implementation. The outcomes and effectiveness of the policy may be managed by the use of local key performance indicators.

The policy will be monitored in the following ways:

<b>MONITORING ACTIVITY</b>	<b>PERSON RESPONSIBLE</b>
Check to see if the policy has been implemented effectively	Building Control Manager
Data collection and quarterly reporting	Building Control Manager
Periodic check of performance	Building Control Manager
Review of policy	Building Control Manager
Survey of customer satisfaction	Building Control Manager
Guidance package on implementation and use for new customers	Building Control Manager
External auditing to be in conjunction with Building Control Service	Building Control Manager

### Complaints/grievance procedure

If any member of the public or member of our staff believes that the Council has acted in a way that is not in accordance with this policy the Council's formal complaints procedure and grievance policy should be followed. We will take appropriate action to remedy any breaches.

## 6. Who will do this?

---

The commitment of everyone in the South Holland District including District Councillors, Town/Parish councils, local interest groups, businesses, residents and employees is essential to make this policy a success. The Building Control Manager has operational responsibility for this service, whilst overall responsibility rests with the Place Manager.

## 7. Appendices

---

Appendix A - Scale of Charges for Street Naming and Numbering

Appendix B – Supplementary Guidance



## Appendix A – Schedule of Street Naming and Numbering Charges



### Schedule of Street Naming and Numbering Charges

Existing Addresses (or addresses on new developments where schedules of numbering scheme have already been agreed and issued)

Type of Project	Charge
Renaming/Renumbering/Adding Name to an Already Numbered property	£40.00
Development renumbering due to change in layout (plot numbers or positions)	£25 per plot requiring renumbering
Renaming/Renumbering of street where requested by residents	Fees dependent on number of properties (see fees for New Addresses below)

New Addresses (new plots added to an existing street)

Naming/Numbering of up to 5 new properties	£40.00 per plot (capped at £120.00)
Naming/Numbering from 6 to 25 new properties	£120.00 plus £15.00 per plot (capped at £350.00)
Naming/Numbering from 26 to 75 new properties	£120.00 plus £10.00 per plot (capped at £750.00)
Naming/Numbering of more than 75 properties	Price on application
Naming/Numbering following conversion of existing property to alternative configuration	£40.00 plus £10.00 per property
Re-issue of an address for a replacement dwelling	£50.00

New Addresses (new plots combined with creation of new streets(s))

Additional charge where new street names required	£100.00 up to 5 new street names plus £10.00 per additional street thereafter
---	---

## Appendix B – Supplementary Guidance

---

### 1. INTRODUCTION

As set out under the Public Health Act 1925, the Council must provide property numbering schemes and implement the name of every street to be conspicuously displayed in or near the street. Ministry of Transport Circular 3/93 reminds Authorities of the need to maintain such property numbering scheme and all street name plates to a good standard, improving existing standards where necessary. It is the Council's duty under the Street Naming and Numbering Policy to implement its procedures in accordance with the attached Supplementary Guidance.

### 2. STREET NAMING (NEW DEVELOPMENTS) PROCEDURE

- 2.1.1. It is advisable that the builder, owner or developer submits suggestions for street names for agreement as early as possible in the application/build process. This is particularly relevant on large developments where sales promotion literature often includes names, which may not have been approved and may be unacceptable to the District Council. Builders, developers and owners will be asked to provide a number of alternative names, which should not duplicate, or sound similar, to other names in the town, village or Postal District. Three suggestions are requested as a minimum. It is necessary for the Council to consult the appropriate parish or town council and ward members and a 21-day period for objections to be submitted is specified to avoid unnecessary delay. Only valid reasons for objections will be considered.
- 2.1.2. It is suggested that prior to any names being proposed, local opinion is sought on possible names e.g., through the local parish or town council. This should help to identify names with particular relevance to the area and preserve links with local history, identity and character.
- 2.1.3. If appropriate, on receipt of acceptance of a name or names from the ward member, town or parish council, a decision is made by the Building Control Manager. In the event of a developer and the consultees failing to agree a road name and negotiation failing to reach an agreed solution, the Council must uphold the objection. A report must be prepared as a matter of urgency for the Portfolio Holder for Regulatory Services to make a decision. The developer/owner has the right of appeal to the Magistrate's Court against the objection.
- 2.1.4 The procedure to be followed for street naming is:
  - Upon receipt of consultation for a Planning Application, Building Control will contact Parish/Town Councils, Ward members for suggestions of street names. It will be made clear at this point these suggestions will be specific to

the planning application and it maybe some time before they are used.

- Any received suggestions will be electronically stored for use later.
- Planning permission granted, Building Regulations Approval/Acceptance or Initial Notice Acceptance.
- Letter sent to the developer requesting street name(s), this will include any received suggestions from Parish/Town Councils, Ward members.
- Building Control will then formally consult Parish/Town Councils, Ward members on suggestions. The consultation period will be 21 days unless extended with the agreement of all parties and notified to us by email.
- 
- Refusal letter sent to developer/owner if necessary
- In the event of the developer/owner and the Council failing to reach agreement on a road name, the Council must object. The developer/owner has the right of appeal to the Magistrates Court against the objection
- If no objection received from consultees approve road(s) names
- Following the decision, developers/owners should be notified in writing without delay. The numbering of the new development may also be dealt with at this time. This will be carried out once official confirmation of the post code(s) is received from the Post Office Registration Authority following a request from the Building Control Manager. (This will only be carried out by the District Council and not the developer/owner)
- Where developers use a 'Development Name' for marketing purposes, re-use of that name should be avoided in the final naming schedule.
- The final stage is to notify essential services and other interested parties of the official name and postal numbering of new developments. This list includes the following:
  - Royal Mail Address Management, Local Post Office sorting depot
  - Lincolnshire Fire Authority Headquarters and Boston Fire Station
  - Lincolnshire Ambulance Service
  - Lincolnshire Police Authority
  - BT Openreach
  - Anglian Water Authority
  - East Midlands Electricity/Western Power
  - British Gas
  - Internal Council departments i.e. Council Tax, Electoral Registration.

2.1.5 Following agreement on the name(s) for development the developer/owner will be issued with guidelines for the manufacture and installation of new signs. The cost of the signs will be borne by the developer/owner.

2.1.6 The developer/owner will agree the number, position and type of sign(s) to be installed with SHDC Building Control prior to any installation. The Council's decision on location, design and timing of installation will be final.

2.1.7 The installation of signs will take place when the first property in the relevant road/development is occupied. If this is not carried out within 14 days of occupation the Council can take any necessary steps to have this done. If it becomes necessary for the Council to supply and install any signs, the full cost including administrative charges will be recharged to the developer/owner.

2.1.8 Following completion of the final property on the site the developer/owner will

Street Naming and Numbering Policy

Version 2.1

21/06/2022 Correction of error (Section 5.1.5)

contact SHDC Building Control to arrange an audit of all new signs. Any additional or alterations to the signs will be purchased and installed by the developer/owner.

- 2.1.9 Following the audit, any discrepancies found must be rectified within 6 weeks from the date of written/email notification. If the work is not completed by this time, South Holland District Council reserves the right to undertake the works and pass on any costs to the developer.

### **3. STREET NUMBERING (NEW DEVELOPMENTS) PROCEDURE**

- 3.1.1 The following procedure for numbering properties will affect all new developments that will require a postal address.
- 3.1.2 Main roads should be numbered so that when traveling away from the centre of town the odd numbers are on the left hand side and even numbers on the right. Succeeding numbers should be approximately opposite one another; even though this may mean the omission of certain numbers where frontages vary. (Suffix letters may be used in such cases as an alternative). Side roads should be numbered in ascending order from the main road, either consecutively or odds and evens as appropriate to the layout.
- 3.1.3 Where a new development consists of 3 or more properties and delivery points cannot be accessed directly from the existing street, the creation of a new street and the associated name will be considered. Where the development is less than 3 new dwellings, suffixes will be used to maintain the numbering sequence.
- 3.1.4 The postal authorities (i.e. the Royal Mail Postcode Centre) can be consulted on numbering pedestrian type layouts and other complex urban developments.
- 3.1.5 In small groups of low rise flats, dwellings should be numbered within the ordinary street numbering system, but in tall blocks of flats each flat should be numbered so that the number indicates the floor level. The numbers of the flats contained in each block should also appear at the entrance to the block in a position clearly readable from the roadside.
- 3.1.6 All houses, offices, business establishments and other premises should be numbered, preferably with numerals of a minimum size of 62.5mm, and their numbers should be displayed so as to be in a clearly readable position facing the road. Mounting may be on gates, gate posts, doors or walls as appropriate, but ensuring that there is a good colour contrast between the numerals and the background to which they are fixed.
- 3.1.7 When considered appropriate a scheme of numbering will be prepared and implemented. A numbering scheme will be used in all cases except in exceptional circumstances i.e.: no numbering scheme currently in place for existing surrounding properties where to number would not assist in any future renumbering scheme. No existing logical numbering pattern to follow.

- 3.1.8 It will be the responsibility of the developer/builder to supply all necessary information/plans to enable a suitable scheme to be prepared
- 3.1.9 If deemed necessary letters are sent/delivered to the occupiers of the dwellings by the developer as soon as possible to assist future occupiers of their postal address.
- 3.1.10 Notifications and copies of the scheme are sent to the statutory bodies (as specified in 8.2.4 above).
- 3.1.11 After a reasonable period, the scheme may be surveyed to ascertain the level of implementation.
- 3.1.12 If a survey is carried out reminders are sent to those occupiers not complying with the scheme.
- 3.1.13 If reminders fail to achieve compliance direct action can be taken through the Magistrate's Court.

#### **4. EXISTING STREET NAMING AND/OR NUMBERING PROCEDURE**

- 4.1.1. There are occasions where existing naming and or numbering is found to be unsatisfactory and changes need to be made. Complaints come from many sources and all should be properly investigated before deciding on a course of action.
- 4.1.2. If the council feels it appropriate that renaming/numbering/renumbering is required, the essential services should first be consulted and proposals agreed.
- 4.1.3. It is then necessary to seek consent from two thirds in number of the ratepayers in the street.
- 4.1.4. Following the expiry of 28 days, a decision is reached taking into account objections and other observations received.
- 4.1.5. A report will be prepared with recommendations for the Regulatory Portfolio Holder to make the necessary decision.
- 4.1.6. Once a decision has been made and has not been called in for scrutiny a scheme will be prepared and implemented.
- 4.1.7. A letter of notification will be sent to all relevant parties informing them that the new naming/numbering scheme will be implemented in 6 month's time from date of the letter.
- 4.1.8. Four weeks prior to implementation a further letter will be sent to all parties reminding them of the pending change-over, stating that they will use their new official street name/number from given date and all new signs to be placed on their property as per the schedule.
- 4.1.9. Where necessary all new street signs will be purchased and installed by South Street Naming and Numbering Policy  
Version 2.1  
21/06/2022 & Correction of error (Section 5.1.5)

Holland Council on the day of change-over.

- 4.1.10. Notification will be provided to all relevant parties giving details of the scheme including statutory bodies.
- 4.1.11. A survey may be carried out after a period of 28 days to ascertain the level of implementation.
- 4.1.12. Where necessary a communication will be sent to occupiers not complying with the scheme of their legal duty to do so.
- 4.1.13. The renaming and/or renumbering of existing streets and buildings is normally only considered when changes occur which give rise or are likely to give rise to problems for the occupiers, Post office or Emergency Services.
- 4.1.14. If notification of difficulties has been received from one of the following major stakeholders i.e. Emergency Services, Post Office, the implementation of a renaming/numbering/renumbering exercise will be undertaken within a shorter timescale due to the serious nature of these concerns. This will entail reduction of implementation from 6 months to 3 months..

## **5.NAMING STREETS AND BUILDINGS PROCEDURE**

- 5.1.1. New street names should not duplicate any similar sounding or looking name already in use in the town, village or Postal District. A variation in the terminal word, i.e. 'street', 'road', 'avenue', 'drove', etc will not be accepted as sufficient reason to duplicate a name.
- 5.1.2. It is important to both the Royal Mail and the Emergency Services to avoid giving streets similar names within the same locality. The close juxtaposition of similar names such as Riverside, River Bank, Riverside Park and River Lane in the same area has proved to be a particular source of difficulty. A great variety of "999" calls are received each day and some callers can be vague in the details they give. Where names are duplicated it can be extremely difficult to pinpoint an exact location in order to enable emergency services to attend in the time allowed. Duplication of **any** existing street name within the District is to be avoided.
- 5.1.3. Street names should not be difficult to pronounce or awkward to spell. In general, words of more than three syllables should be avoided and this precludes the use of two words except in special cases.'
- 5.1.4. Subsidiary names (e.g. a row of buildings within an already named road being called '... . terrace') should not be used.

5.1.5. All new street names should end with one of the following suffixes:-

### **Major Roads**

---

Street  
Way  
Road  
Avenue (If to be tree-lined)

### **Residential Roads**

---

Gate (South Holland's oldest road name)  
Drive  
Grove  
Lane (if narrow)  
Drove  
Gardens (subject to there being no confusion with any local open space)  
Place  
Bank (if appropriate)

### **Towns/Villages**

---

Road  
Street  
Gate  
Avenue  
Lane  
Court – for cul-de-sac or similar roads

Crescent – for a crescent shaped road  
Close – for cul-de-sac or similar roads  
Square – for a square only surrounded by buildings  
Hill – hillside roads only  
Circus – for a large roundabout  
Terrace – Urban, for a terrace of houses (provided it is not a subsidiary name)  
Row – Village, for a terrace of houses (provided it is not a subsidiary name)  
Market – If market intended or historic use  
Vale )  
Dene ) for residents roads only for exceptional use  
Mead )  
Rise )

### **Pedestrian Ways**

---

Path  
Passage  
Lane  
Walk

### **Blocks**

---

Court  
House  
Chambers

Street Naming and Numbering Policy

Version 2.1

21/06/2022 & Correction of error (Section 5.1.5)

## Non acceptable suffixes:

---

End	)	
Cross	)	
Side	)	
View	)	All these words can of course be incorporated in
Wharf	)	a street name provided it terminates with an
Walk	)	appropriate suffix (e.g. Riverside Path)
Park	)	
Meadow	)	

Exceptions: Single or dual names without suffixes in appropriate places (e.g. Broadgate – for major roads only).

- All new pedestrian ways should end with one of the following suffixes:-  
Walk  
Path  
Way
- All new block names should end with one of the following suffixes:  
House Court – residential only  
Point – high block residential only  
Tower – high block offices or residential
- For private houses it is sufficient that the name should not repeat the name of the road or that of any house or building in the relevant town, village or postcode area.
- Under exceptional circumstances, a duplicated new property name can be allowed provided that it is within the curtilage of the existing building with the same name. That is, it does not cause confusion with another property outside of that curtilage.
- Avoid aesthetically unsuitable names such as Gasworks Road, Tip House, Coal Pit Lane, or names capable of deliberate misinterpretation like Tipple Avenue, Swag House etc.

5.1.6 If the owners of a property that currently uses a number wish to use a name, this is acceptable as long as the number is retained. Under no circumstances will a number be removed and replaced with a name.

## 6.DESIGN/LAYOUT

6.1.1. The design and installation of road signage should be in accordance with that specified within Department of Transport circular 3/93.

6.1.2. All new road signage within the District leading to a dead-end will have a NO THROUGH ROUTE symbol included within the sign (on leg) to indicate this.



- 6.1.3. All new and replacement signs when installed within Conservation areas will be in keeping with the area i.e. cast type.
- 6.1.4. In accordance with the Public Health Act 1925 and Department of Transport circular 3/93 the Council has the right to install signs on private properties or business walls etc. in the interest of public safety. There is no legal obligation to notify owners, but it is likely to cause ill will if this is not done. In the interests of good relations, the Council will attempt to notify owners/occupants of the affected part of the property prior to installation.
- 6.1.5. The design of all new signs within the District will be 150mm plate white lettering on Mid Brunswick Green background. A 100mm actual capital letter height of lettering is the required Standard. (Exceptions to this may be allowed within the conservation areas to keep signage in character with the original design but only by agreement with Council).
- 6.1.6. The spacing of letters must give good legibility having regard to the letter form used. Spacing should be sufficient to prevent letters having a jumbled appearance when viewed from an oblique angle. The apparent area between successive letters should be as uniform as possible and this is affected by the shape of individual letters: vertical strokes found in B, D, E, etc. are those which need to be farthest apart; curves in B, C, D, G, etc. permit a slight decrease in spacing; right angled letters E, F, L, etc. and sloping ones, A, K, V, etc. can be closer still; some combinations such as LT, LY and VA can almost overlap.

## **7. THE INSTALLATION OF STREET NAME PLATES**

- 7.1.1. Street name plates should be fixed as near as possible to street corners, so as to be easily readable by drivers as well as pedestrians. The name plate should normally be within 3 metres of the intersection of the kerb lines, but where this is not practicable the distance may be varied up to a maximum of 6 metres.
- 7.1.2. Street name plates should be mounted so that the upper edge of the plate is no more than 900mm above the ground at sites where they are unlikely to be obscured by pedestrians or vehicles and at approximately 2.5 metres where they are likely to be obscured. They should never be lower than 0.6 metres or higher than 3.6 metres. In conservation areas where cast signs are to be installed, consideration should be given to position and height and discussion with the Council is recommended.
- 7.1.3. Name plates should normally be fixed at each street corner. At minor crossroads, particularly in residential areas, one plate on each side of the street positioned on the offside of traffic emerging from the road may be sufficient, except where the road name changes or where it is thought that paragraph 8.7.8 would apply. At major crossroads, name plates will be necessary on both sides of each arm.

- 7.1.4. At T-junctions a main street name plate should be placed directly opposite the traffic approaching from the side road.
- 7.1.5. Where the street name changes at a point other than cross-roads both names should be displayed at the point of change to include arrows to indicate clearly to which parts of the street the names refer.
- 7.1.6. On straight lengths of road without intersections name plates should be repeated at reasonable intervals with priority given to such places as bus and railway stations and opposite entrances to often frequented sites such as car parks.
- 7.1.7. Where two streets branch off obliquely from a common junction with a third street, plates on fingerpost mountings can be useful, provided they do not obscure any traffic sign.
- 7.1.8. Where it might reasonably be expected, for example at intervals on long straight lengths of road or at intersections or T-junctions, the name plate could incorporate information indicating the street numbers on either side of the intersection.
- 7.1.9. Whenever practical, street name plates should be mounted on walls, buildings or other boundary structures at the back edge of the footway. Post mounting or finger mounting should only be used where normal mounting does not make the plate conspicuous (e.g. where an important side road has a narrow entrance or in the exceptional circumstances mentioned in paragraph 8.7.7 above or where it will frequently be obscured by pedestrian movement and cannot be mounted at the 2.5 metre height).
- 7.1.10. The name plates should be fixed so that there is a clear space of at least 300mm in every direction between them and any notices, advertisements or other printed or written matter. Wherever possible a greater clearance should be provided. Nor should they be incorporated in other direction sign assemblies, but be kept distinct and mounted in as standardised a manner as possible. Care should be taken to keep the view of name plates free from obstruction by trees and other growth.
- 7.1.11. Where possible, name plates should be fixed so that they will be illuminated by light from street lamps, especially at important junctions, provided they remain visible to vehicles on the main carriageway.