

# **Policy and Guidance on Addressing Properties Street Naming and Numbering in Cumberland**

Version 1.0

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## 1. Introduction

Cumberland Council is responsible for street naming and numbering within the district and undertakes its addressing role through its street naming and numbering function under the provisions of Section 64 and 65 of the Town Improvements Clauses Act with the Extension of the Public Health Acts Amendment Act 1907 and section 17, 18 and 19 of the Public Health Act 1925.

**This policy and guidance is to aid the public on the addressing of properties through street naming and numbering, with guidance and recommendations contained in the latest version of the Data Entry Conventions and Best Practice for the National Address Gazetteer (NAG) (the Guidance) published by GeoPlace®.** This document reflects current practice within Cumberland Council modified to incorporate the recommendations of the Guidance, and having regard to local conventions and preferences whilst complying with the British Standard 7666. As updates to the Data Entry Conventions (DEC) as set out by GeoPlace, are received the guidance will be amended to reflect these changes. This Street Naming and Numbering Policy is to assist the Council in determining an appropriate street name and property number or name in accordance with its duties under the above Acts. This document may be reviewed and updated, please ensure that you are using the latest version.

Under this legislation the Council is the sole arbiter of an address and the decision on the name of a street or name or number of a property is for the Council to make in accordance with the current policy, guidance and recommendations contained in the latest version of the Data Entry Conventions and Best Practice for the NAG.

The address of a property has become a very important issue. The emergency services in particular need a rapid, efficient means of locating and referencing properties. Businesses and the general public all require access to accurate address information.

The emergency services have requested nationally that Councils no longer address properties and streets with the same or similar names with differing suffixes in an area, which historically was acceptable, they have requested that street names and property names are unique and easy to spell in order to allow for efficient identification of a property to avoid delays in deploying emergency services.

The overall objective when undertaking street naming and numbering is to allocate unique and logical addresses whilst complying with the recommendations and guidelines provided in the guidance from GeoPlace.

Many of the rural areas consisting of small settlements and hamlets may not have postal numbering schemes or street names and properties may be identified by property names only.

## **2. Background**

Cumberland Council is a signatory to the Public Sector Geospatial Agreement (PSGA) which is a contractual framework that regulates the use of mapping and address data in local authorities. Through the PSGA authorities are contracted to maintain a Local Land and Property Gazetteer (LLPG) and to ensure the quality of the address information it contains. The authority is contracted under a data licence contained within the Data Co-operation Agreement (DCA) to create maintain and delivery Authority Address Updates to the National Address Gazetteer (NAG) through the LLPG. This address information is electronically transferred to the National Address Gazetteer (NAG) in an agreed format for the use of Government and the emergency services and Ordnance Survey Address Base Products. Address information that does not conform to the agreed format will be rejected by the NAG and will not be eligible for post-coding.

The structure of the address data to form a compliant address is set out in BS7666.

Cumberland Council's LLPG is the single master source of correct address data for the Cumberland Council area.

The purpose of the LLPG and NAG is to ensure that all properties can be identified by one 'correct' address and not by two or more multiple addresses which can result through the existence of address data for the same property, but which resides in many databases which are not linked to one another and have no way of verifying the correct address for a property where such address anomalies exist. It is also to ensure that accurate and consistent geospatial based information is used and shared within and between public bodies throughout England and Wales. The Council's LLPG is the definitive addressing resource for use through all services, and in particular, for the key revenue raising activities associated with council tax and business rates (NNDR) income.

## **3. Unique Property Reference Number (UPRN)**

In addition to the traditional method of addressing a property the Government has introduced a British Standard (BS7666) for the precise identification of a property or plot of land. This is a standard format for the structure of an address and the UPRNs are the unique identifiers for every addressable location in Great Britain.. Each address has a 12 digit unique property reference number (UPRN). This UPRN permits additional information such as geographical co-ordinates to be accessed, allowing the property to be precisely located on a map.

Every address contains grid references which makes it possible to locate it quickly on the computerised Ordnance Survey maps. This information supports the emergency services and service providers. It is also making possible a whole range of locational services available through emerging technology. This UPRN permits additional information such as geographical co-ordinates to be accessed, allowing the property to be precisely located on a map and contains information relating to the full life cycle of a property including its provisional, historic and alternate addresses and whether it is residential or commercial.

#### **4. Street Naming and Numbering of Properties**

##### **Who should apply?**

- Individuals or developers building new streets, building new houses, annexes, commercial or industrial units.
- Individuals or developers undertaking conversions of residential, creation of an annexe, commercial properties, holiday cottages, barns or industrial premises which will require a new or amended address.

##### Individuals re-naming a property

- Resident wishing to re-name a street
- Please note that addresses are not allocated to agricultural buildings or pieces of land. Addresses are only allocated to buildings which attract individual services such as council tax and business rates.

##### **When should we apply?**

- Planning approval stage prior to commencement of build

Utility companies will not install services without notice from the Council of an official address and allocated postcode, you need this document before you can apply for any utilities to be connected.

Problems can arise if purchasers have bought properties which have been marketed and sold under an unofficial name and legal documentation such as title deeds and mortgage documents have already been drafted as these may need to be changed to the official address and the customer may incur additional Solicitors fees. Developers should be wary of using a name for marketing purposes if it has not been approved by the Council.

## **5. New Streets**

The formal submission of a street name must comply with the relevant guidance. You should submit no fewer than four name proposals for each street being built. This will allow the Council to determine the most suitable street name in consultation with the relevant parish council in accordance with the current SNN Policy and latest version of the Data Entry Conventions (DEC) and to check that the address is BS7666 compliant.

Allocating a suitable name to a street will take some time therefore it is the developer's responsibility to allow sufficient time for liaison with the parish or town council to obtain an address for a new street or development. It is therefore important that the address allocation is considered at planning approval stage prior to the need for utilities connections.

If an agreement regarding allocating a new street name cannot be reached between the parish or town council and a developer within a reasonable timescale, Cumberland Council will allocate a suitable street name in accordance with this document and register the new properties to this street.

The Council will allocate property numbers. Once numbering has been allocated and street names approved, the Council will then contact Royal Mail and request them to allocate a postcode to the address. It is Royal Mail who determines a postcode, locality, village and post town, not the Council. Once we have received postcode allocation from the Royal Mail, we will issue the developer with formal notice of address confirmation and inform the Council services and statutory undertakers of this new address via the national address gazetteer.

The numbering or naming of individual properties serviced by existing roads does not go through this process and is determined by officers having due regard to the provisions of the Council's Street Naming and Numbering Policy and data entry conventions. These proposals should also be submitted to the Council for consideration on the same application form.

## **6. Street Naming Guidance**

Where new streets are being created in the district the following applies:

- 6.1 Street names must not be the same as other street names with the same or a different suffix in the same village or postal town or replicate property names in the area.

eg ~~Pine Close~~  
~~Pine Avenue~~

- 6.2 Street names should not be similar to or contain part of existing names in the same village, in the area or postal town as this may lead to confusion. The historic practices which have resulted in many streets in close proximity being assigned the same or similar name and/or with a differing suffix are no longer acceptable.
- 6.3 Where possible names should reflect the history of the area or acknowledge the local geography.
- 6.4 Street names are unacceptable if they are likely to be difficult to pronounce or awkward to spell and should not lead to variations in the use of spelling or punctuation as these can cause confusion in an emergency situation or result in early demands for a change of address from occupiers.
- 6.5 Aesthetically unsuitable names will be avoided, a new street name should not be of a type which could be altered by an act of graffiti to read or spell other words.
- 6.5.1 Street names that could 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.
- 6.6 A street name should not consist of, refer to, or be derived from any company or group name or names which may be seen as advertising are not acceptable.
- 6.7 Street names referring to living people will not be acceptable and only names of national or local historic figures or events and their role which has benefited society will be considered providing the proposal is supported by documentation to show the person to have been one of the highest standing and such a view is likely to be shared by the public at large. Consent from the family is required along with evidence.
- 6.8 Pedestrianised streets should be suffixed only as Alley, Walk, Path, Way, Yard or Footpath.
- 6.9 The consent of the Lord Chamberlain's office must be obtained if a name with any reference to the Royal family or the use of the word 'Royal' or use of a name with Royal connotations is suggested.
- 6.10 Abbreviations or punctuation should not be used in a street name.
- 6.11 Street names must not commence with the word 'The'.
- 6.12 Street names must not include a number either in numerical or written format.

6.13 All new street names must end with a suffix to reflect the nature, history and/or location of the street, please note that 'Court' should only be used to identify a block of flats or apartments or sheltered housing accommodation and not used as a suffix for a street.

- Avenue - tree lined residential roads
- Arcade - a street which has shops along it
- Bank - street on a bank
- Boulevard - a wide street often tree lined of major importance
- Close - a residential cul-de-sac only
- Crescent - a crescent shaped road
- Crest - residential road at the crest of a hill
- Circus - for a large roundabout only
- Drive - residential roads
- Gardens - residential road
- Garth - a cul-de-sac only
- Grove - residential road
- Heights - a road on a high piece of ground which overlooks
- Hill - a hillside road only
- Lane - road
- Lonning,  
Loaning  
or Lonnin - a country lane
- Mews - converted yard or stables
- Mount - high point of the road
- Parade - a public square, promenade or shopping centre
- Park - a development with open spaces
- Place - residential road
- Rise - road which has a rise
- Road - any thoroughfare
- Row - road
- Square - a square only
- Street - any thoroughfare
- Terrace - for a terrace of houses
- Vale - residential road

6.14 The following suffixes are only acceptable if incorporated in a street name provided it ends with one of the above suffixes, for example Sowerby End Road:  
Dale, End, Foot, Cross, Side, View, Walk, Flat

6.15 Street Nameplates must be installed by the developer of a street in accordance with the specifications set out in the Department of Transport document: CIRCULAR ROADS 3/93 which refers to Street Nameplates. Where a developer fails to install street nameplates, the Council will undertake this work and will submit a request for re-imbursement from the developer for this work. This includes private roads as well as Local Authority adopted streets.



- 6.15.1 Properties will be addressed to the street where the main access or postal delivery point is located.

### **Street Name Change**

- 6.15.2 If a request received involves the change to an existing street name the developer or residents must be informed of the formal process that must be adhered to before the change can be ratified. Under statute the consent to a change must be agreed by at least two thirds of the tax payers in the street and any application for change must provide with it this evidence for the change. Silence or failure to consent by property owners does not count legally as consent. This Council would require 100% confirmation from residents as this would result in a major address change and residents would incur costs in updating their address on legal documentation

### **Naming of Existing Unnamed or Locally Named Streets**

The naming of an unnamed or locally named street may be considered by the Council. This occurs mainly in rural areas where streets are not named. Naming an unnamed street may result in a postcode change for properties which will be addressed to this street. The Council will inform parish or town councils and/or residents before making any changes. Naming unnamed or locally named streets will assist in the locating and referencing of properties especially upon request of the emergency services, the Council would request that this be accepted by residents in these instances and the Council will try to avoid major changes

## **7. Numbering of Properties**

- All new properties which are accessed from a named street will be numbered. The Council will allocate a numbering scheme appropriately giving consideration to each individual development layout to ensure the numbering is logical and sequential and to allow for any future extension to the development
  - New properties on an existing named street will be numbered into the existing sequence depending on their location on the street, either continuing the existing numbering scheme or as 'in fill' suffixed numbering, for example 1A, 1B so long as the numbering remains logical
  - If the existing properties on the street are named only there is no requirement to number new or existing properties unless a 'terrace' is created to accommodate a numbering system
- 7.1 No numbers will be omitted; all numbers will be included in a numbering scheme if it is next in the numbering sequence. The number 13 will not be omitted from any numbering scheme.
- 7.2 Properties on main roads will be numbered so that when travelling away from the centre of a town, odd numbers are on the left hand side and even numbers on the right unless an established local convention is different or where it is not logical.
- 7.3 Properties will be numbered ascending away from the most important road that they lead from unless an established local convention is different or where it is not logical.

- 7.4 Cul-de-sacs will be numbered sequentially beginning at the first property encountered when entering the cul-de-sac.
- 7.5 Infill development on an existing numbered street will include a suffix to the premise number for example, 7, 7A, 7B 8.
- 7.6 Each property owner has a legal obligation to ensure that property numbers are clearly displayed at/on the property in order that this is visible from the road, this is essential to assist in the location and identification of the property by members of the public, to assist with deliveries but more importantly to avoid delays in response times should the Emergency Services be requested to attend the property. Where no number is displayed this may be enforced by Cumberland Council.

**Adding a Property Name to an Existing Numbered Property**

- 7.6.1 If a request is received to add a property name to an existing numbered address this will be approved subject to it causing no conflict with addresses in the same street/postal area, however the retention of premise numbers shall be enforced and displayed on the property. The numbered address must be used and referred to in all correspondence as this is the legally allocated address of the property.

**Removing a Property Number to Replace with a Name**

- 7.6.2 If a request is received to replace a numbered premise with that of a name only this shall be declined.

**Alteration to Property Numbering on an Existing Street or Re-numbering**

- 7.6.3 Where appropriate, alteration of an existing street numbering scheme may be undertaken by the Council provided it can be proved that there is 'cause' for this, the Data Entry Conventions will be used as a reference guide to undertake this

**8. Property Name Guidance**

Properties will only be named where there is no numbering scheme in existence or where there is no official street name. A property name for a new property in a rural area, locality or village should be unique and not similar to other property names. If there is a property with the same or similar name in a close community with a different village or postcode this must be avoided as there may be locational, delivery and identification issues

eg ~~Pine Cottage~~  
~~Pine House~~  
~~Pinecone Bungalow~~

- 8.1 New property names should not duplicate any similar name already in use as a property name, street, geographical area or pedestrian way name in the locality, village or post town. A variation in the end word eg, 'Court', 'House' or 'Lodge' will not be accepted as sufficient reason to duplicate a name, for example if there is already a property named Oak House, Oak Cottage or Oaktree Cottage, a proposal of Barnoak House would not be accepted as 'oak' is already in use.
- 8.2 The use of names that may cause spelling or pronunciation problems should not be used as these can cause confusion or result in early demands for a change of address from occupiers. A name should be easy to transcribe and not lead to variations due to spelling or pronunciation. 'Local' or 'made up' names which may lead to variations of the name or be misspelt in external databases should not be used
- An example of a selection of names which cannot be used are as follows:
- Neverdone  
Dunromin  
Twazabarn  
Twasabarn
- 8.3 A family name would not be considered as the name of a residential property as this may result in a change of name request should the property be sold, transferred or occupied by someone else, this includes first and surnames.
- 8.4 Where possible names should reflect the history of the area or acknowledge the local geography whilst being BS7666 compliant.
- 8.5 The allocation of a property name using double suffixes will not be acceptable, for example Cottage House or Lodge House unless incorporated with a property name, for example Carlisle Lodge House.
- 8.6 Property names that could 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.
- 8.7 Property names must not include a number either in numerical or written format.
- 8.8 Abbreviations or punctuation must not be used, ie Marks House rather than Mark's Hse.
- 8.9 Property names should not begin with the word 'The' for example The Ramblings is not acceptable, Rambling House is acceptable.
- 8.10 Names that could be seen as advertising are not acceptable.
- 8.11 Naming a property after a company or business is not acceptable unless the company no longer occupies the building and there is a positive local association and does not cause confusion so long as the company is no longer trading
- 8.12 Properties must not be named with a business name, or name similar to the business name; this will be added to the address separately.

- 8.13 Property names must not reflect the commercial use of the building as should the business change the new occupier would request a name change for the building, for example Classical Music Centre - this identifies the current use of the building but should a book shop take over the building they would not want 'Music Centre' in the name of the property and this would give rise to a property name change which should be avoided.
- 8.14 Where the property is converted from a commercial to a residential property, for example a church, chapel or public house, the name will be amended to reflect the current use of the property, for example Greystoke Chapel will be addressed as Old Chapel. The village name will be part of the address so must not be used in the property name. Grey Goat Inn will become Old Grey Goat Inn or Old Grey Goat or Grey Goat House. This will ensure that the property is identified as no longer being a place of worship, public house or commercial property. This request must be submitted on a 'property name change' application form, failure to request an address change in this instance may lead to problems when requesting certain services which are only available for residential dwellings.
- 8.15 Where the property is a former agricultural building, for example a piggery, or cow byre the property name should not be Piggery Barn or Cow Byre as this would suggest the property as being an 'in use' agricultural building, the property name may however become Old Piggery Barn or Old Cow Byre as this would refer to the current use of the building.
- 8.16 The address of a named property should not include or reference the name of another property unless the said property is an agricultural workers dwelling or holiday let, for example an existing property named Stone House, a new property must not be addressed Rose Cottage, Stone House as this may lead to confusion and result in a request for an address change.
- 8.17 Property names should not replicate street or village/post town names within the local authority area as these may be misleading, for example Brough House, Carlisle would not be accepted as it could lead to locational issues if the post town and/or postcode were not used, this could lead to delays in response times for the emergency services or delivery issues. Also Brough House, Brough would not be accepted as this would replicate the village name.
- 8.18 The word 'Flat', 'Flatt' in any form is not acceptable as the principal property name or as part of the property name, for example Cumberlandflat House, however Flat may be used in the format Flat 1, Cumberland House, Cumberland House is the principal property name.
- 8.19 The use of a name with Royal connotations. The consent of the Lord Chamberlain's office must be obtained if a name with any reference to the Royal family or the use of the word 'Royal' is suggested.

8.20 Property names should include an appropriate suffix to identify the type of the property, eg

- House
- Bungalow
- Cottage
- Lodge
- Loft
- Barn
- Byre - only if incorporated with the word 'old'
- Croft
- Mansion

The following are unacceptable in any form as part of an address unless they are incorporated with an acceptable suffix, for example Meadow Dale House

End, View, Dale, Foot, Cross, Side

Any word which refers to a road or street must not be used as part of an address, for example;

Bridleway, Path, Road, Street, Way, Lane, Lonnin, Loaning, Lonning

All properties will be addressed to the road which the postal delivery point (mail box) or front door is accessed from.

## **9. Displaying Property Names and Numbers**

It is the responsibility of the owner, developer or occupier of properties to fix and maintain an officially assigned number allocated by the Council to identify a property in a street.

Property names must be clearly displayed at/on the property in order that this is visible from the road, this is essential to assist in the location and identification of the property by members of the public, to assist with deliveries but more importantly to avoid delays in response times should the emergency services be requested to attend the property.

Should the owner/occupier fail to display the lawfully assigned name or number, the authority shall give 21 days' notice to the owner/occupier of the property to display the correct number/name.

Where the notice is not complied with the authority shall give a further 14 days' notice that it will cause the name or number to be displayed on the property in default and recover the expenses from the owner/occupier of the property.

The position and style of the name or number is the choice of the owner/occupier but this must be clearly visible from the road side. This will assist with locating and referencing the property should the emergency services be requested, for the ease of deliveries and also for the safety of the general public.

## 10. Changing an Existing Address

### Property Name Changes, Changing an Existing Property Name

To gain any legal recognition an application form must be submitted for the change by property owners. In order for the change to be considered and where appropriate approved by the Council the criteria below shall be applied to ensure the change does not cause conflict with any existing address in that location.

### Addressing of Blocks of Flats or Apartment Buildings

If the building is located in an existing numbering scheme the building will be numbered or retain the existing number. If the building is a new building, consideration will be given to naming the building as an exception

- each internal flat or apartment will be numbered on each floor in a clockwise direction from the entrance/stairwell
- each internal flat will be prefixed with Flat or Apartment
- buildings which have entrances on different streets will be addressed to the street where the main postal entrance is located
- internal flats which are located in the building but separately accessed from another street will be addressed with the building name but to the street which is used to accessed the flat

Where a building is named an appropriate suffix should be allocated, see below:

- Court
- House
- Mansion
- Tower
- Heights

## 11. Division of One Property into Multiple Properties or the Merge of Two or More Properties

Where residential or commercial properties are to be merged or divided an application form must be submitted for the alteration of an address, addresses will be altered in accordance with the current Data Entry Conventions (DEC) and the following applies:

- 11.1 **Merged** properties will adopt all previous addressable objects as its identifier where premise numbers are used;

For instance the merging of two properties at 4 and 5 High Street to become one property will result in a new address of 4-5 High Street

- 11.2 The **Division** of a property where the building is divided into two or more self-contained units;

The building shell will be the existing property number or name if no number exists, eg 13 North Road, the internal numbering whether this is commercial or residential will be known as Unit/Flat 1-3 or Unit/Flat A-C, 13 North Road.

- 11.3 Conversion of a house into two or more residential flats with one door providing access to all flats:

The building shell shall be recorded as the existing property number or name with each flat numbered internally as Flat/Apartment 1 or A, Flat 2 etc, eg Flat 1 13 North Road.

- 11.4 Conversion of a house into two or more residential flats with separate doors from the street providing access to each of the flats:

Each flat shall be numbered with the property number with the addition of a suffix for example, 13A, 13B, 13C etc Duke Street.

- 11.5 More complex arrangements will be addressed using the conventions set out in the latest version of the Data Entry Conventions and Best Practice for the National Address Gazetteer.

## 12. **Addressing Business Properties and Commercial Units on Industrial Estates or Retail Parks**

These buildings should be named rather than numbered if not currently located in a numbering scheme. This will allow for easy divisions or merges of businesses to be addressed appropriately without dramatically changing the original address. Business names will then be added or removed where necessary without the official property address changing. Refer to section 7 Property Names.

New business parks should be named, this will become a 'locality' field in the address, each road will then be named and buildings named onto that road with each internal unit numbered, and business name added, this allows for changes to business name and internal numbering, the address of the building will be retained during any changes, for example:

Business Name:	Potts Building Supplies
Internal Numbering:	Unit 1
Building Name:	Cumberland House
Street Name:	Brunthill Road
Locality:	Kingstown Industrial Estate
Post Town:	Carlisle
Postcode:	CA3 0EH

## **13. Objects without Postal Addresses (OWPAs)**

13.1 Properties which do not have a postal delivery point or letter box but which attract either non-domestic rates or Council tax are known as Objects Without Postal Addresses (OWPA's) or Not Postally Addressable and will be addressed in accordance with the conventions in the Council policy and the latest Data Entry Conventions. It should be noted that Royal Mail will not allocate a postcode to properties, or include the address in the Postal Address File (PAF) where the property:

- does not have a postal delivery point, letter box or collection point
- where the property is not the main residence but is a second home
- where the property is a holiday let

These properties still require addressing through the Council's Street Naming and Numbering Function and adding onto the national address database to allow for service delivery by Council, Government and emergency services and will be allocated the nearest postcode for identification and referencing purposes only.

## **14. Demolished Properties**

If the demolished property occupies a site that is to be redeveloped the new address will include the reinstatement of premise numbers previously used on that street.

## **15. Postcode Allocation**

It is Royal Mail who allocates postcodes, not the Council. The Council will request the Royal Mail to allocate a postcode to a new property through the Street Naming and Numbering process and the Council will inform the owner/developer of the property the postcode, locality and post town which the Royal Mail has allocated.

Royal Mail may find it necessary from time to time to alter your postcode and address as they see fit, but they will inform you of any change.

Should you feel that you have been allocated the wrong postcode by the Royal Mail you must contact them direct to discuss the issue.

## **16. Circulation of New or Revised Street Naming and Numbering (Address) Information**

The owner/developer of a property is issued notice of an address in the form of the 'Street Naming and Numbering Notification' confirming the allocated address or address change of the property upon completion of the street naming and numbering application process.



New or revised addressing through this process is issued electronically to the National Address Gazetteer (NAG) on a daily basis. This information is taken by Ordnance Survey who uses it to create Address Base products. This Address Base product is updated on a regular basis. The product contains approved addresses with grid references for all properties in England and Wales which is used for referencing and locating purposes and is the format for addresses used by Government organisations and emergency services.

## **17. Street Nameplates**

Every street must be clearly signed with nameplates being positioned at principal junctions so as to be easily readable by both pedestrians and drivers.

Section 64 of the Town Improvement Clauses Act, 1847, places a duty on a local authority to see that street names are indicated on a conspicuous place in or near the street. In the case of new developments the Council expects the developer to provide and erect nameplates prior to the development being occupied in accordance with the specifications below. This will enable the efficient functioning of the postal and emergency services as well as for the convenience and safety of the general public.

Nameplates must be installed in order for the developer to comply with the terms and conditions set out in the section 38 Agreement of the New Roads and Street Works Act which the developer enters into with the Highway Authority for the adoption of roads and highways, which in this instance is Cumbria Highways.

The recommended specification for street nameplates is set out in the Department of Transport Circular 3/93, Street Name Plates and the Numbering of Premises as follows:

## **18. Procedures for the Installation of Street Nameplates**

- 18.1 Street nameplates should be fixed as near as possible to street corners, so as to be easily readable by drivers as well as pedestrians. The nameplate 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.
- 18.2 Street nameplates should be mounted so that the lower edge of the plate is approximately 1 metre above the ground at sites where they are unlikely to be obscured by pedestrians or vehicles and at approximately 2.5 metres where obscuration is a problem. They should never be lower than 0.6 metres or higher than 3.6 metres.
- 18.3 Nameplates 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 section 18.8 would apply. At major crossroads, nameplates will be necessary on both sides of each arm.

- 18.4 At T-junctions, a main street nameplate should be placed directly opposite the traffic approaching from the side road.
- 18.5 Where the street name changes at a point other than a cross-road, both names should be displayed at the point of change and it may be useful to include arrows to indicate clearly to which parts of the street the names refer.
- 18.6 On the straight lengths of road without intersections nameplates should be repeated at reasonable intervals with priority given to such places as bus and railway stations and opposite entrances to well frequented sites such as car parks.
- 18.7 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.
- 18.8 Where it might reasonably be expected, for example at intervals on long straight lengths of road at intersections of T-junctions, it may be useful to incorporate on the nameplate information indicating the street numbers on either side of the intersection.
- 18.9 Whenever practical, street name plates should be mounted on walls, buildings or other robust boundary structures at the back edge of the footway.
- 18.10 The name plates should be so fixed that there is a clear space of at least 300 mm in every direction between them and any notices, advertisements or other printed or written matter. Where possible, greater clearance should be provided. Nor should they be incorporated in other direction sign assemblies, but be kept distinctly 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.
- 18.11 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.

## **19. Style Guidelines for Manufacture of Street Nameplates**

- 19.1 Street nameplates should be manufactured from 11 gauge pressed aluminium plate with the street name in black embossed 90mm Kindersley type letters on a white background with a 12mm black border. Any additional text such as "Leading To \_ ." or "Numbers 1-32" shall be in 50mm MOT lettering.
- 19.2 Should the nameplate need to be mounted in a freestanding frame then it should be secured firmly within a 38mm x 38mm x 5mm plastic coated **or** galvanised angle iron frame.
- 19.3 Because street nameplates are commonly viewed from an angle, it is important that wide, well-spaced lettering should be used.
- 19.4 Capital lettering must be used to avoid confusion with traffic signs, which generally employ lower case lettering.

- 19.5 Only durable materials should be used for the construction of nameplates. The Council requires 11 gauge pressed aluminium plate with 90mm Kindersley type black letters on white background with 12mm black border and they should be maintained in a clean condition. A 150mm letter height may be more appropriate on fast main roads.
- 19.6 Street nameplates must have black lettering on a white background with a black border, as this gives the best contrast. Coloured legends or backgrounds will result in poor legibility, especially under low pressure sodium street lighting and must not be used. The white background should be reflectorised.
- 19.7 Only well-known abbreviations should be used eg AVE, CRES, ST, GDNS, RD etc.
- 19.8 When streets have been re-named, the old name crossed out but clearly legible should remain for at least one to two years and then removed.
- 19.9 Area colour coding by a background colour on the street nameplate is not permitted. There is a loss of good contrast with many colour combinations.
- 19.10 The chief aim of letter spacing is to 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 and E etc are those which need to be furthest apart; curves in B, C D and G etc permit a slight decrease in spacing, right angled letters E, F and L etc and sloping ones A, K and V etc can be closer still; some combinations such as LT, LY and VA can almost overlap.
- 19.11 Street nameplates must not incorporate any business names, logos or any other form of advertising.



FIG. I KINDERSLEY - 90



FIG. II KINDERSLEY - 90