



Ryedale District Council

REPORT TO: COMMUNITY SERVICES AND LICENSING

DATE: 29th May 2008

REPORTING OFFICER: David Summers
Property Manager

SUBJECT: NAMING OF DEVELOPMENT - FORMER
NORTH RIDING GARAGES LTD SITE
EASTGATE, PICKERING
(APP/92736/A/07/2047663)

WARDS AFFECTED: Pickering

1.0 PURPOSE OF REPORT

1.1 To re-examine the name allocated to this development.

2.0 RECOMMENDATIONS

2.1 That Members agree a suitable street name for the development on the former North Riding Garages site at Eastgate, Pickering.

3.0 REASONS SUPPORTING DECISION

3.1 The proposed name complies with the Council's Street Naming and Numbering Policy

4.0 BACKGROUND

4.1 Members will recall that this development was allocated the street name of "Lime Tree Court" at the 10th April 2008 meeting of this Committee (Minute No 523 refers).

5.0 POLICY CONTEXT

5.1 This report operates within the Street Naming and Numbering Policy (2007), BS 7666:2006 Addressing Standard along with the LLPG Addressing Conventions.

6.0 REPORT

6.1 The Committee decision was conveyed to Golden Living, who have objected. The basis for the objection is that, while they have no

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objection to the allocated name (Lime Tree), they do object to the suffix (Court).

6.2 The basis for the objection is that "Court" is the suffix associated with their major commercial competitor.

6.3 Accordingly, they have queried why "Mews" is not considered to be appropriate when "Court" is.

6.4 They have therefore requested that "Mews" be reconsidered. If this is still not considered to be appropriate then could "Close" or "Place" be used?

6.5 **Officer Comments**

6.6 The Policy has been drafted to be as open and flexible as possible however, the concept of having suffix "a" associated with developer "x" and suffix "b" associated with developer "a" is new. This tends to be at variance with normal practice where the appropriateness and context of the name/suffix is considered for each development in turn.

6.7 Certainly "Mews" has its origins in a set of stabling around a yard that has subsequently been converted to dwellings.

6.8 There is a point of principle. Should the naming and numbering authority be tied to a developer's marketing style of street naming or should it act within its` adopted Street Naming and Numbering Policy.

6.9 The commercial competitor referred to is likely to be submitting a naming/numbering application in the near future, which will doubtless be requesting the use of the suffix "Court". It is therefore important that an even-handed approach is adopted.

6.10 In order to provide more prescriptive guidelines, Members may wish to consider adding Annex A to the previously agreed Street Naming and Numbering Policy.

6.11 In this instance the use of either "Close" or "End" would be appropriate.

7.0 **OPTIONS**

7.1 Reaffirm the previous decision (minute 523).

7.2 Change the suffix in the light of developer representations.

8.0 **RESULT OF OPTION APPRAISAL**

8.1 To be determined.

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9.0 FINANCIAL IMPLICATIONS

9.1 Signage is provided at the Developer's costs.

10.0 LEGAL IMPLICATIONS

10.1 The Council is the appropriate body for Naming/Numbering new developments.

11.0 RISK ASSESSMENT

11.1 N/A

12.0 CONCLUSION

The decision regarding the naming/numbering of this development could have implications in respect of how certain other developments are dealt with in the future.

Background Papers: BS 7666:2006 Addressing Standard, Street Naming & Numbering Policy, LLPG Conventions Document.

OFFICER CONTACT: Please contact David Summers, Property Manager if you require any further information on the contents of this report. The officer can be contacted at Ryedale District Council, 01653 600666, Ext 461 and e-mail david.summers@ryedale.gov.uk

CORPORATE POLICY APPRAISAL FORM *(One for each Option)*

Annex A

Policy Context	Impact Assessment	Impact +ve -ve Neutral
Community Plan Themes <i>(Identify any/all that apply)</i>		
Corporate Objectives/Priorities <i>(Identify any/all that apply)</i>		
Service Priorities		
Financial		
Procurement Policies		
Asset Management Policies		
LA21 & Environment Charter		
Community Safety		
Equalities		
E-Government		
Risk Assessment		
Estimated Timescale for achievement		

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