

APPENDIX 1 - Proposed Street Naming Policy

What we aim to do:

Generally new street names in the West Dunbartonshire Council area will meet the following criteria:

- Follow the current theme within an existing area wherever possible,
- If it is not possible to use an existing theme or the development involves multiple new street names, a new theme will be considered,
- Where a new theme is proposed, the street name(s) should have a local significance and/or a historical link to the local area, places, events or culture, particularly if they have a direct connection to the site,
- Recognise native wildlife, flora, fauna or natural features related to the area or West Dunbartonshire.
- Street names should be easily pronounced and spelt so as not to cause confusion, particularly in the case of an emergency.

Issues that we aim to avoid:

- Names of people who are living; this is due to the risk that public perception of that person may change as a result of events occurring over the remainder of their lifetime. In appropriate circumstances names of deceased people will be given consideration,
- Street names duplicating or conflicting with an existing street name within the town concerned,
- Variations in the suffix of a street name in separate locations; alternative suffixes may be used with discretion and only be considered if the streets lead off each other;
- Punctuation, including commas, apostrophes, full stops, hyphens and slashes within a street name unless they are absolutely necessary.
- Names that are capable of deliberate misinterpretation or with adverse connotations.
- We will not use developers marketing titles as part of the new postal address.

Other matters:

- Consideration will be given to suffixes for street names:
New street names should end with an appropriate suffix for the road layout, e.g. Street & Road used for thoroughfares; Lane & Drive for side streets; Close & Place for cul-de sacs; and Crescent & Square, etc to suit geometry of the layout.
- We will use the number 13 when numbering properties.
- Consultation will be carried out with the Community Council for the area and elected members for the ward concerned before it is brought to Planning Committee for approval.