

Background

1. Homes England wish to name the Southern Access Road West (SARW), and are looking for the Town Council to make (a) suggestion(s) for naming that will be considered by the street naming authority.
2. Naming the road, rather than continuing to refer to it as Southern Access Road West will help with place making, and feeling more like a community, rather than using its construction name.

Recommendation

3. For the Town Council to consider possible names, and provide justifications in line with the District Council's Address Management Policy.

Other Considerations

4. The street that is proposed to be named is shown in the Map section of this document, it will eventually become the main boulevard within Phase 3A (Marked on the map in Blue) and will have residential property utilising the name. This name will extend through the SARW (marked in green on the provided Map)
5. The street naming authority, South Cambridgeshire District Council, have a [policy](#) which includes the following conventions:
 - a. Preference is given to names which refer to local historical heritage, natural or landscape features of the local area.
 - b. New streets must not duplicate any similar name already in use in the local area such that it might cause confusion to the emergency services and/or service delivery agents.
 - c. Streets may occasionally be named after people. It would be preferable not to do so unless the person whose name has been suggested is in some way related to the particular area or village where the development is taking place.
 - d. A street should never be named using a person's full name (this may cause confusion to an emergency operator between an individual's name and an address). With the exception of saints or members of a royal family, the surname alone is to be used.
 - e. A variation in the street name suffix will not be accepted if the main part of the street name is duplicated. For example a request for "Church Lane" off an existing "Church Road" will not normally be allowed as this can cause confusion particularly with emergency services.
 - f. Where a new road is an extension of an existing road, it will not be allocated a new street name and the properties will be numbered into the existing road.
 - g. Street names should not include numeric characters.
 - h. Street names should not be difficult to pronounce or spell.
 - i. Any proposed name that the Address Management Team deems to be offensive, inappropriate and/or misleading will not be approved.
 - j. The use of ambiguous or indistinctive names is discouraged.
 - k. Names which may encourage the defacing or theft of nameplates are to be avoided.

