

READING BOROUGH COUNCIL

REPORT BY EXECUTIVE DIRECTOR OF ECONOMIC GROWTH AND NEIGHBOURHOOD SERVICES

TO:	PLANNING APPLICATIONS COMMITTEE		
DATE:	30 MARCH 2022		
TITLE:	STREET NAME ASSIGNMENT - REAR OF 57 BAKER STREET		
SERVICE:	GI & Business Systems	WARDS:	Abbey
LEAD OFFICER:	Andy Fisher	TEL:	Ext 72606 (0118 937 2606)
JOB TITLE:	GI & Business Systems team leader	E-MAIL:	andy.fisher@reading.gov.uk

1. PURPOSE AND SUMMARY OF REPORT

- 1.1 To identify proposed names for the development site detailed below and for Committee to select the name to be assigned.

2. RECOMMENDED ACTION

- 2.1 The Committee select one street name from the table set out at 4.2 of this report.
- 2.2 In the event that none of the proposed names are considered suitable Committee to select names from the Street Names Proposals list at Appendix 2, as previously approved by Committee.

3. BACKGROUND

- 3.1 The development is located in central Reading, off Baker Street. We received the plans from the developers, based on these plans we would like committee to approve one name to be reserved for the development.
- 3.2 A plan of the site detailing the street layout is attached at Appendix 1.

4. THE PROPOSAL

- 4.1 That Committee approve one name for the development.
- 4.2 In the event that Committee consider none of the names offered to be acceptable, alternative names will need to be selected from the Approved Street Names listed in Appendix 1 of the previous report (Item 07a).

Name	Reason for suggestion	Ward	Site	Source
Fox Talbot Mews	There is a plaque on the wall next to the site commemorating Fox Talbot (Photography pioneer).	Abbey	Rear of 57, Baker Street, Reading.	Developer
Fox Talbot Close	Details as above. Response from the Councillor consultation was that the suffix "Close" was preferred.	Abbey	Rear of 57, Baker Street, Reading.	Cllrs Page, Rowland, and Ayub
Tallow Mews	A form of lubricant once made locally. The site was previous used for commercial purposes.	Abbey	Rear of 57, Baker Street, Reading.	Approved Street List

5 FINANCIAL IMPLICATIONS

5.1 None directly from this report.

6 LEGAL IMPLICATIONS

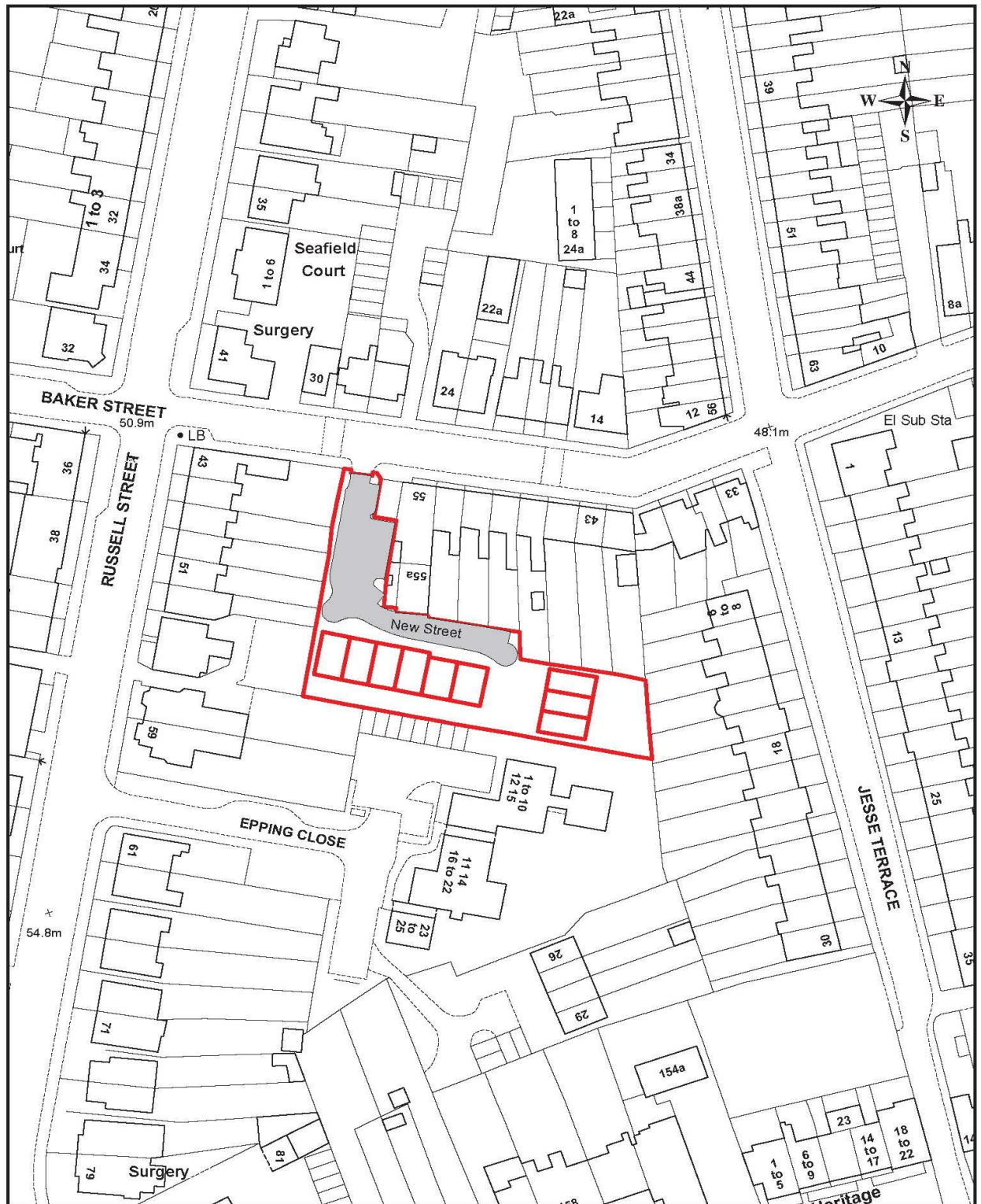
6.1 The creation of street names should follow the guidelines detailed in the "Data Entry Conventions and Best Practice for the National Land and Property Gazetteer", a reference manual based on Property Addressing Standard BS7666:2006 Parts 1 & 2.

7. CONTRIBUTION TO STRATEGIC AIMS

7.1 Having street names that either commemorate people of local interest or who have contributed to Reading or that reflect local characteristics or provide a sense of place can encourage civic pride and interest for thriving local communities as identified as one of the themes of the Council's Corporate Plan:

1. Healthy Environments
2. Thriving Communities
3. Inclusive Economy

Appendix 1 - Rear of 57 Baker Street (Street Plan)



Title: STREET NAMING & NUMBERING PLAN.
 New road name required for development off Baker Street, Reading.
 SN&N Xref.No.: 34520220304 Date: 10/03/2022 Scale at A4: 1:1000
 Produced by GIS & Mapping Services Ref: G:\SN&Numbering\RBC process\2022\0322 Applications Mar 2022\34520220304

