

READING BOROUGH COUNCIL

TO:	Planning Applications Committee		
DATE:	1 st March 2023		
TITLE:	Street Name assignment at Station Hill development		
SERVICE:	GI & Business Systems	WARDS:	Abbey
LEAD OFFICER:	Kristina Quinnell	TEL:	Ext 72663 (0118 937 2663)
JOB TITLE:	Interim GIS Manager	E-MAIL:	Kristina.Quinnell@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 the street name from the table set out at 4.3 of this report.
 - 2.1.1 If Committee consider this name unacceptable, alternative names should be put forward along with building address suggestions and a discussion with the developer will need to take place. It will then need to come back to a future planning committee for a decision.

3. BACKGROUND

- 3.1 The development is located in central Reading, off Station Hill. This is a high-profile development for Reading.
- 3.2 A new building is being constructed as part of the above development. The developers chose a name for the building; "One Station Hill", but this is not available for them as that address is already assigned and in use. We have been in discussion with the developers and believe a mutually acceptable solution would be to name the new pedestrian pathway around the development "Station Hill Square", with the new building address being "1, Station Hill Square".
- 3.3 During the consultation, Councillors Lovelock, Page & Rowland expressed that they are happy with the name "Station Hill Square".

3.4 A plan of the site detailing the street layout is attached at Appendix 1.

4. THE PROPOSAL

4.1 That Committee approve the name suggested for the new street.

4.2 If Committee consider this name unacceptable, alternative names should be put forward along with building address suggestions and a discussion with the developer will need to take place. It will then need to come back to a future planning committee for a decision.

4.3

Name	Reason for suggestion	Ward	Site	Source
Station Hill Square	Developers require the development to be number 1, so have suggested “Station Hill Square” as the street name. Number 1 Station Hill is already in use, so not available.	Abbey	Site of former Garrard Street Multi Storey car park (Station Hill Development).	Developer

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.

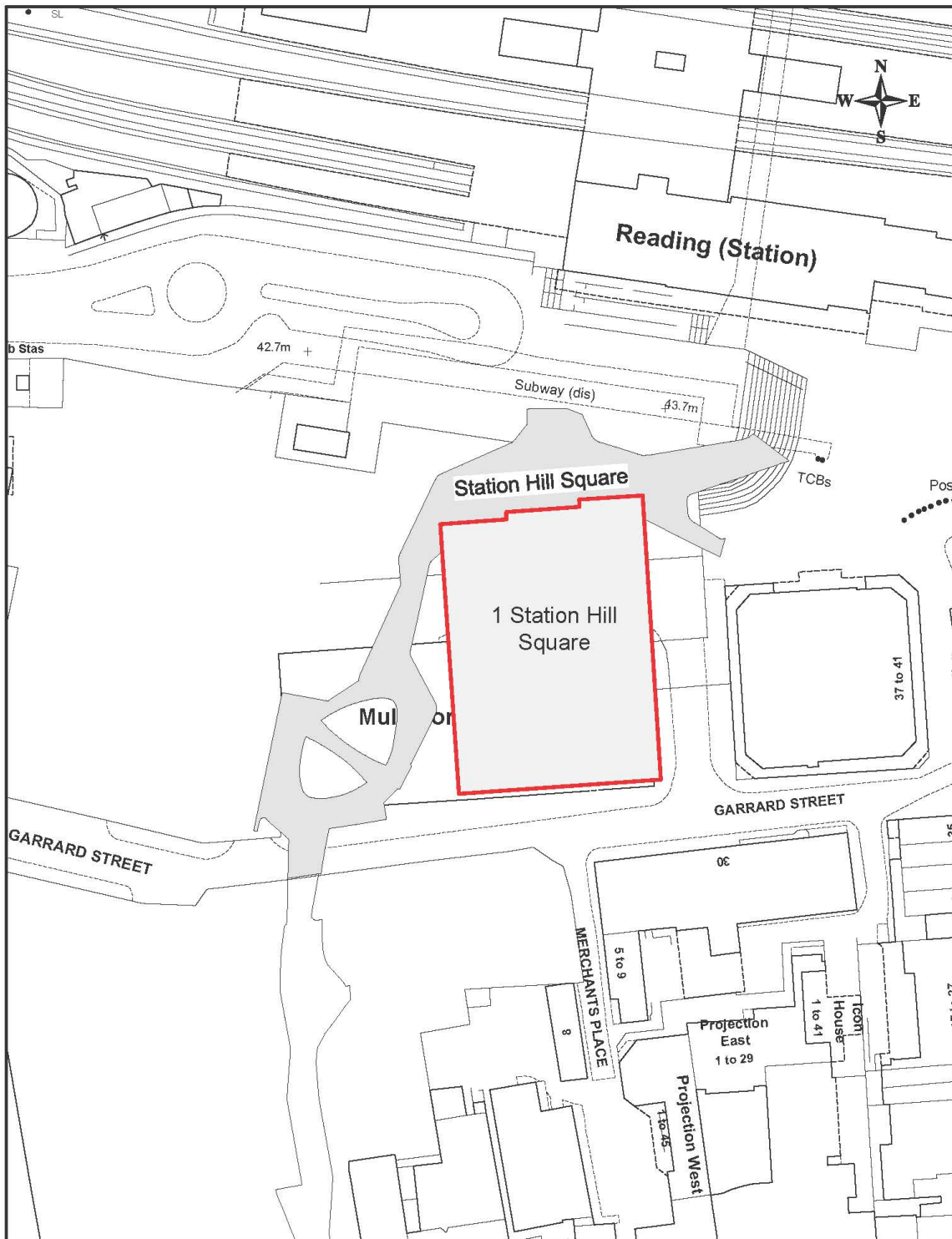
7. CONTRIBUTION TO STRATEGIC AIMS

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

8. COMMUNITY ENGAGEMENT AND INFORMATION

8.1 Members of the public can contribute to street naming process.



Title: STREET NAMING & NUMBERING PLAN.
 New Road Name - STATION HILL SQUARE.

SN&N Xref.No.34520220906 Date: 14/12/2022 Scale at A4: 1:1250
 Produced by GIS & Mapping Services Ref: G:\SN&NRBC process\2022\0922 Applications Sept 2022\34520220906



© Crown copyright and database rights 2022 Ordnance Survey 100019672