

READING BOROUGH COUNCIL

REPORT BY DIRECTOR OF ECONOMIC GROWTH AND NEIGHBOURHOOD SERVICES

TO:	PLANNING APPLICATION COMMITTEE		
DATE:	17 JULY 2019		
TITLE:	STREET NAME ASSIGNMENT - FORMER TOYS R US/HOMEBASE SITE		
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 approve 1 street name from the tables set out at 4.3 of this report.
- 2.2 In the event that none of the proposed names are considered suitable for this site Committee to select a name from the Street Names Proposals list at Appendix 2, as previously approved by Committee.

3. BACKGROUND

- 3.1 The development is located on the Former Toys R Us/ Homebase Site off of Kenavon Drive. It will have a large number of dwellings, commercial units and four new streets.
- 3.2 The developer suggested 5 names for the site relating to the Huntley and Palmers factory, listed in table 4.3. After the initial names were suggested officers researched Huntley and Palmer biscuit types to increase the options to 9.
- 3.3 During the consultation, no comments were received from councillors.
- 3.4 The original suggested names are listed in section 4.3
- 3.5 A plan of the site detailing the street layout is attached at Appendix 1.

4. THE PROPOSAL

- 4.1 That Committee approves four names for the development.
- 4.2 The name approved by Committee will be reserved for the development and will be assigned to new street as the site is developed.
- 4.3 In the event that Committee consider none of the names offered to be acceptable, an alternative name will need to be selected from the Approved Street Names list in Appendix 2.

Name	Reason for action	Ward	Site	Source	Councillor Comments
Joseph Huntley	Name for one of the Founders of the Huntley and Palmer biscuit factory (Note there is already a road named Huntley in Reading).	Abbey	Former Toys 'r' us/Home base Site	Developer suggestion	No comments received
Palmer	Surname for one of the Founders of the Huntley and Palmer biscuit factory (Note there is already a road named George Palmer in Reading)	Abbey	Former Toys 'r' us/Home base Site	Developer suggestion	No comments received
Joplin	Louise Jopling who was a 19 th Century English painter. Louise was associated with the owners of the Huntley & Palmer biscuit factory and visited the biscuit factory in the 1890s.	Abbey	Former Toys 'r' us/Home base Site	Developer suggestion	No comments received
Chocolate	Associated with H&P's factory and nearby chocolate island	Abbey	Former Toys 'r' us/Home base Site	Developer suggestion	No comments received
Gem	One of the famous Huntley & Palmer biscuits	Abbey	Former Toys 'r' us/Home base Site	Developer suggestion	No comments received
Oliver	One of the	Abbey	Former	Officer	No comments

	famous Huntley & Palmer biscuits		Toys 'r' us/Home base Site	suggestion	received
Filbert	One of the famous Huntley & Palmer biscuits	Abbey	Former Toys 'r' us/Home base Site	Officer suggestion	No comments received
Carraway	One of the famous Huntley & Palmer biscuits	Abbey	Former Toys 'r' us/Home base Site	Officer suggestion	No comments received
Ratafias	One of the famous Huntley & Palmer biscuits	Abbey	Former Toys 'r' us/Home base Site	Officer suggestion	No comments received

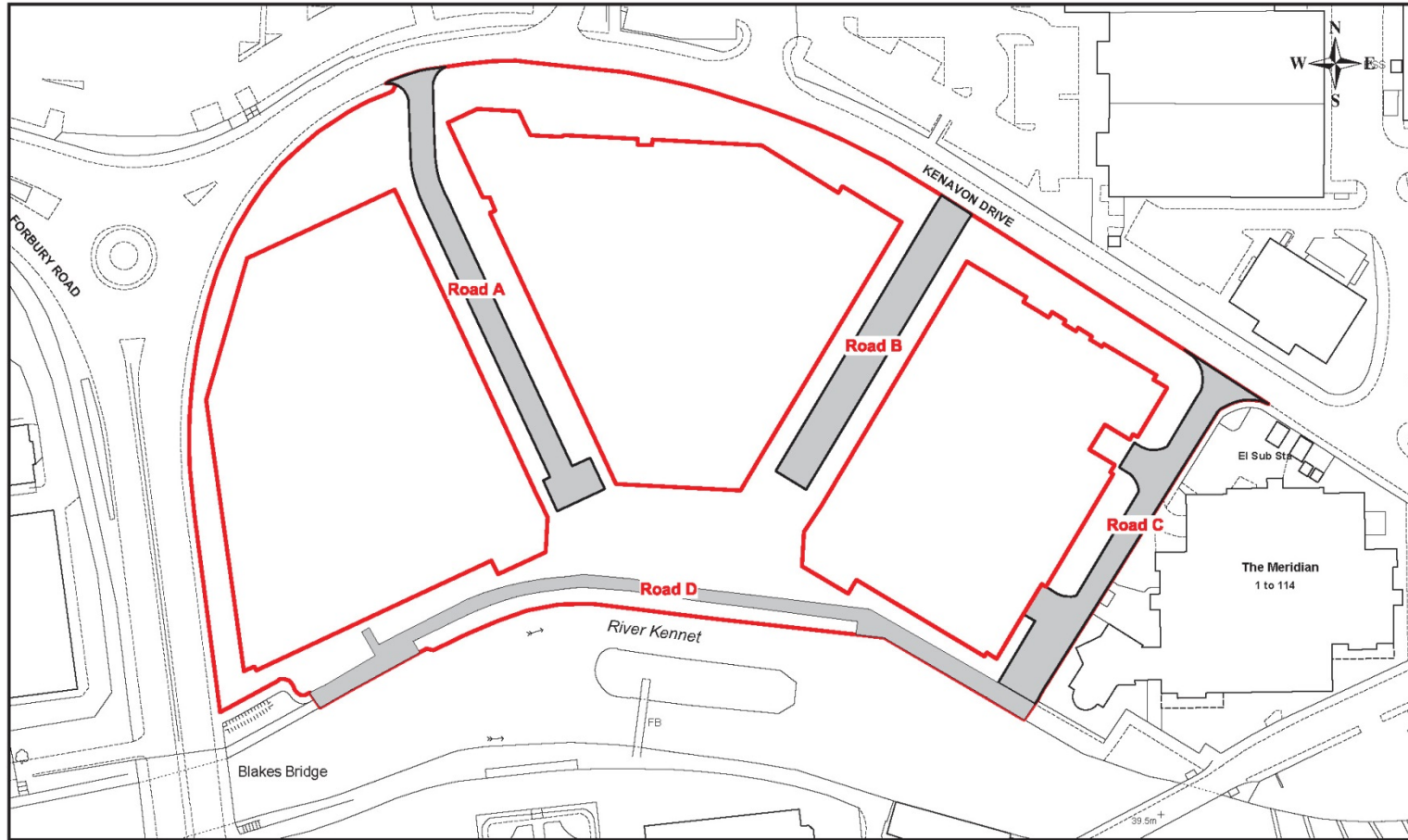
5 FINANCIAL IMPLICATIONS

- None directly from this report.

6 LEGAL IMPLICATIONS

- 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.

Appendix 1 - Former Toys R Us/Homebase Site



Title: STREET NAMING & NUMBERING.
Former Toys R Us and Homebase Site - Kenavon Drive, Reading

Drg.No.: 34520190401	Date: 31/05/2019	Scale at A4: 1:1250
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Appendix 2 - Approved Street List

Street Name	Reason for suggestion	Preferred area / site
Alderney	Channel Island	None specified
Ambleside	A place in the lake district	Kentwood
Arlington	Random selection	West Reading
Belvedere	Victorian name for a viewing point on a tall building	None specified
Braunston	UK place name and canal junction	None specified
Brecon	A Welsh town	Bugs Bottom / Caversham
Buckler	Derek Buckler, and Bucklers Of Reading Car company. 1947 - 1964 at 67 Caversham Road	Caversham Road / Caversham Heights
Burns	2001 World Rally Champion who died in 2005, aged 34.	None specified
Byron	Poet	None specified
Coppell	Former Reading Football Manager	None specified
Curtis	Geoff Curtis, Reading Racers Speedway in 1973, part of the British League Division One Championship team. Killed in Sydney on 5th Dec 1973, 40 years anniversary in 2013.	None specified
Depass	Harvey DePass, Reading's first Community Relations Officer	Caversham
Dundas	Canadian town name	None specified
Dunelm	Abbreviation of a latin word	None specified
Eastwood	Random selection	None specified
Elgin	Scottish town name	None specified
Erith	Riverside town name in Bexley Borough London	None specified
Falcon	Name of a bird	None specified
Festival	40+ years of Reading Festival	None specified
Flint	Old Reading street name - lost during building of civic centre & IDR	Katesgrove
Flower	Random selection	None specified
Gardener	Random selection	None specified
Garland	Named after British naval vessel	None specified
Gold	Mineral theme	None specified
Guernsey	Channel Island	None specified

Street Name	Reason for suggestion	Preferred area / site
Hampton	Named after British naval vessel	None specified
Hampshire	Named after British naval vessel	None specified
Harwich	Named after British naval vessel	None specified
Hope	Named after British naval vessel	None specified
Humber	Named after British naval vessel	None specified
Iron	Mineral theme	Katesgrove
Ivory	Random selection	None specified
Jersey	Channel Island	None specified
Jonsson	Per Jonsson. Reading speedway team and World Champion.	Whitley
Kennedy	Phil Kennedy, BBC Radio Berkshire presenter	None specified
Knox	Random selection	None specified
Larose	Random selection	None specified
Ledger	Random selection	None specified
Leicester	Random selection	None specified
Limerick	Celebrating Reading's Irish community.	None specified
Madejski	John Madejski - Reading Football Club owner	None specified
Margate	Random selection	None specified
Matrix	Former Reading nightclub	None specified
Michanek	Anders Michanek. Reading speedway team and World Champion.	Whitley
Monarch	Random selection	None specified
Norwich	Random selection	None specified
Nottingham	Random selection	None specified
Nuneaton	Random selection	None specified
Oban	Random selection	None specified
Pantry	Peoples Pantry restaurant, badly damaged by a bomber on 10th February 1943. 41 people killed and 49 injured.	None specified
Peach	Andrew Peach, BBC Radio Berkshire presenter	None specified

Street Name	Reason for suggestion	Preferred area / site
Perkins	Make of engine used locally	None specified
Price	Candle-maker	None specified
Pyeatt	Reading Speedway rider from 1981/82 who was killed in July 1982.	None specified
Ransome	Make of steam engine used locally	None specified
Redway	Bernard Redway, Poet, Athlete, expeditioner and mountaineer.	None specified
Rowland	Unknown reason	None specified
Sangar	Sangar is a type of look out tower.	Brock Barracks
Sark	Channel Island	None specified
Saunderson	Make of tractor once used locally	None specified
Saxon	Anglo-Saxon tribe, Readingas, who settled the area.	None specified
Signal	Former GWR signal works was located in Reading	None specified
Sprott	Michael Sprott is the former British and Commonwealth Heavyweight champion from Reading.	None specified
Stephenson	Steam engine designer	None specified
Steve Death	Steven Victor Death, former Reading Football Goalkeeper	None specified
Tallow	A form of lubricant once made locally	None specified
Thompson	Make of steam engine used locally	None specified
Thornycroft	Historic firm formerly based on the bank of the Thames	None specified
Tilley	Historic type of oil lamp	None specified
Ufton	Local village	None specified
Ullapool	Scottish town	None specified
Vickers	Aircraft manufacturer	None specified
Vickers	Aircraft manufacturer	None specified
Viking	Norse warriors	None specified
Vulcan	Royal Airforce Bomber	None specified
Walford	Senior medical officer of the Reading Union	None specified

Street Name	Reason for suggestion	Preferred area / site
Watkins	Professor Derek Watkins, Reading pupil, cancer survivor, trumpet player and trumpet designer. Went to school in Whitley.	Whitley
Westray	Scottish island	None specified
Whitchuch	Local village	None specified
Yateley	Local village	None specified
Yattendon	Local village	None specified
Zenith	Random selection	None specified