

CREWE TOWN COUNCIL POLICY FOR STREET NAMING

1. Crewe Town Council would prefer street names to have some local relevance such as local geographical features e.g. Church View Walk, local historical connections e.g. old field names, or commemorating local personalities (Vernon Way), industries (Bentley Drive), etc.
2. It accepts street names used as part of a marketing strategy (Pinewood Court) provided that they are not excessively over-stated (Orlando Park).
3. It accepts (subject to 7 below) that there will be frequently used themes such as poets and trees, though it considers that their over-use betrays a lack of imagination.
4. It cautions against the use of names which are topical at the time of development but which people have difficulty in pronouncing and / or spelling in later years (Jan Palach Avenue).
5. It does not favour names which relate to developers' personal friends or relatives (Marie Close).
6. It does not favour names of other places which are no more distinguished than our own towns (and sometimes less so) but whose use encourages the notion that they are more attractive (*Bramhall Road, Marple Crescent*).
7. The growing use of post codes may mean that the Post Office will no longer have as much difficulty as it has in the past with similar names in different areas of the Borough. However, there is still scope for confusion for other people and organisations within the community, and we will continue to scrutinise new names under that criterion.
8. The Town Council recognises that it does not have statutory power, but will use its influence wherever possible in pursuit of these objectives.

Adopted by Council 25th Sept 2018