

London Borough of Newham Street Name and Numbering Policy Guidelines – April 2025

Naming streets and buildings

The following policy guidelines have been established and followed over many years:-

1. New street or building names should not duplicate any similar name already in use in Newham or neighbouring boroughs. A variation in the suffix, e.g., 'street', 'road', 'avenue', etc., should not be accepted as sufficient reason to duplicate a name.
2. Names of more than three syllables should be avoided and this precludes the use of two words except in special cases.
3. Subsidiary names, such as a row of buildings within an already named road being called '.....Terrace/Parade', should only be used in roads of short length.
4. All new street names should end with one of the following suffixes:

Street	Avenue	Boulevard
Broadway	Circus	Close
Crescent	Dene	Drive
Gardens	Grove	Hill
Lane	Mead	Mews
Place	Reach	Rise
Road	Row	Square
Vale	View	Way
Wharf	Yard	

Not acceptable suffixes:

End, Court, Cross, Side, Path, Walk, Park, Meadow, Gate or Common.

5. All new pedestrian walkways should end with one of the following suffixes:

Walk Path

6. No street or building name to start with, 'The'.

7. All new building names should end with one of the following suffixes:

Apartments	Building(s)	Centre	Court
Heights	House	Lodge	Mansions
Point	Studio(s)	Tower	Villas

8. For private houses the name should not repeat the name of any other road or any other house or building in the surrounding area.
9. The use of North, East, South or West (as in Alfred Road North and Alfred Road South, or East or West) is only acceptable where the road is continuous and passes over a major junction.
10. Avoid having two phonetically similar sounding names within a postal area or within a borough, e.g. Churchill Road and Birch Hill Road.
11. Avoid misleading or unsuitable names such as Tip House, Access Way, or names open to misinterpretation like Tennis Court, Dead End Road etc.
12. For all names we will consult internally and may need to consult with the London Fire Brigade, and a names may be rejected on the grounds of duplication in the surrounding area and surrounding London Boroughs

Naming after people

1. We will accept street or buildings named after people in some circumstances
2. Such applications must be accompanied with a written statement to justify the naming choice
3. The persons should be associated with the local area
4. The persons must be deceased for at least a period of 10 years
5. If the persons were connected to a local family, permission must be sought from relatives of the deceased
6. For all names we will consult internally and may need to consult with the London Fire Brigade, and a names may be rejected on the grounds of duplication in the surrounding area and surrounding London Boroughs

Numbering of streets and buildings

1. A new street should be numbered with even numbers on one side and odd numbers on the other, with the exception that for a cul-de-sac consecutive numbering in a clockwise

direction is preferred.

2. Private garages and similar buildings used for housing cars, etc., should not be numbered.
3. There should be no sanction given to the avoidance of any numbers e.g. 4 or 13, and a proper sequence should be maintained.
4. Buildings (including those on corner sites) are to be numbered according to the street in which the main entrance is to be found and the manipulation of numbering in order to secure a 'prestige' address or to avoid an address which is thought to have undesired associations should not be sanctioned.
5. If a commercial building has entrances in more than one street but is a multiple occupancy building and each entrance leads to a separate occupier, then each entrance should be numbered in the appropriate road. Exceptions may be made, depending on the circumstances, for a house divided into flats.
6. A newly named building may not have more than one number allocated within the same road.
7. New residential buildings will be allocated one sequential number within the road. Flats to be numbered internally from number 1 upwards using all numbers. (e.g, Flat 2,13 Smith Street, not Flat A, 13 Smith Street and not 13A Smith Street which might already be used by an adjoining infill building).
8. The Act permits the use of numbers followed by letters or fractions (Section 11(2)). These are needed, for instance, when one large old house in a road is demolished and replaced by (say) four smaller houses. To include the new houses in the numbered sequence would involve renumbering all the higher numbered houses on that side of the road. If a considerable number of other houses would be affected, then to avoid this each new house should be given the number of the old house with either A, B, C or D added.

Renaming of Streets and Buildings

1. The London Building Acts (Amendment) Act 1939 permits the renaming of Streets and Buildings in some circumstances.
2. It is easier to rename a street or building if they are still under construction and unoccupied
3. If the street or building is in use, then the renaming process can become time-consuming and may cause costs and/or disruption to individual occupiers and owners and should, wherever possible, be avoided.

4. An application should be made with sufficient evidence to justify a change. For buildings this must be done by the owner. For streets, this must be from property freeholders or residents on the street, with a minimum 2/3 support for a change
5. The Council cannot be made liable in covering the costs of changes, e.g. changes to land registry title deeds, utility companies
6. The Council may on occasions seek to action a street or building name change, if it is deemed to be in the public interest. For example, if the street name is found to be controversial in nature
7. In these circumstance, consultation will take place between the Council and residents, and a 2/3 majority support should be sought before a change can be made
8. Consultation periods are likely to run to 4 weeks or 30 days
9. If a change of name is agreed, as much notice as possible will be given to residents and freeholders, of at least 4 weeks or 30 days

Appealing a Street Naming and Numbering Decision

1. If a property owner is unhappy with a naming or numbering decision, they can appeal within 14 days to Street Naming and Numbering
2. The appeal should include a written statement detailing the reasons for the objection
3. The appeal will be reviewed by the Council's Street Naming and Numbering Officer and/or the Address Custodian
4. If the property owner is unhappy with the outcome, they may make an official complaint the Council and the representation will be dealt with by another officer not previously involved in the case