

<b>DECISION – MAKER:</b>	PLANNING AND RIGHTS OF WAY PANEL
<b>DATE OF DECISION:</b>	31 AUGUST 2010
<b>SUBJECT:</b>	STREET NAMING REPORT - FORMER WICKES SITE, 81 – 97 PORTSWOOD ROAD
<b>REPORT OF:</b>	HEAD OF PLANNING AND SUSTAINABILITY
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<b>EXECUTIVE DIRECTOR CONTACT DETAILS</b>	LORRAINE BROWN Tel: 023 8083 2011 Email: <a href="mailto:lorraine.brown@southampton.gov.uk">lorraine.brown@southampton.gov.uk</a>

#### **A. RECOMMENDATION**

It is recommended that the name ‘Fullerton Place’ be approved for the cul-de-sac serving the residential development on the former Wickes site, 81 – 97 Portswood Road.

#### **B. REASONS FOR REPORT RECOMMENDATIONS**

The purpose of this report is to decide the name of a new street to enable postal addresses to be assigned to the properties before the occupants take residence.

#### **C. ALTERNATIVE OPTIONS CONSIDERED AND REJECTED**

The name ‘Lowman’s Place’ is an alternative suggestion should the recommended name be unsuitable.

#### **D. WARDS / COMMUNITIES AFFECTED**

The development is situated in Bevois ward.

#### **SUMMARY**

1. Members are asked to consider the proposed name and agree this reports recommendation.

#### **BACKGROUND AND REPORT DETAILS**

2. Orchard Homes are building 101 dwellings on the site of the former Wickes Building Supplies at 81 – 97 Portswood Road. The development requires the creation of a new street. A location plan is attached for reference.
3. Research has been carried out in order to identify a suitable name for the street. The name ‘Fullerton Place’ has been suggested by the developer. The name derives from an archaeologist report of the site which shows the area to the

north and west to have been part of the Westwood House estate, the most prominent owner being George Fullerton.

4. Alternatively, the name 'Lowman's Place' is proposed as the site was previously occupied by Lowman's bakery.
5. The Royal Mail has been consulted and has raised no objection to the proposed names. Should an alternative name be chosen, further consultation with the Royal Mail will be required.

#### **POLICY FRAMEWORK IMPLICATIONS**

6. None

#### **LEGAL IMPLICATIONS**

7. The power for the City Council to name streets within the City is contained within the Town Improvement Clauses Act 1847.

#### **FINANCIAL IMPLICATIONS**

8. There are no financial implications associated with this report. Street nameplates will be funded by the developer.

#### **CONSULTATION AND CONCLUSIONS**

9. Both names proposed reflect the history of the site. The name 'Fullerton Place' is recommended as this is the developers preferred choice.

#### **BACKGROUND PAPERS**

Appendices: Location Plan and Site Location Plan

Documents in Members Rooms: Nil