

Street & Road Names for Centenary Quay, Woolston 28th October 2010

Street Colour	Order of Preference	Proposed Name	Rationale
Yellow	1)	John Thornycroft Road	<p>This is the primary road within the development and top of the road hierarchy. Therefore we believe it should have a strong relationship with the site's history and to be known and recognisable to the public. The most prominent name we could label this relationship with is the name of the previous owner and owners. Therefore for our first choice we would like to name the road as "John Thornycroft Road" relating back to one of the most recent and well known owners, John Thornycroft who acquired the site in 1904.</p> <p>Options 3 and 4 are also names of past owners of the site, however the name Thornycroft we feel is more recognised locally and has a longer relationship with the site than the eventual partner, Vosper Ltd, that joined in 1966.</p>
	2)	Oswald Road	
	3)	Holland Road	
	4)	Thornycroft – REJECTED by Royal Mail	
Blue	1)	Centenary Quay	<p>This road is the most prominent road that leads off the yellow road, "Thornycroft", and goes into the heart of the site and crucially, to the water's edge. Therefore it is our intention to label this road "Centenary Quay" which makes references to past operations on the site, its ability to draw people of Woolston back to the water's edge and to make it a destination. By naming the road after the quay, it will ensure longevity of its name and purpose after the marketing promotional name has left the site.</p>
Light Green	To be named at a later date.		

Orange	1)	Vosper Road	We initially looked at the possibility of extending Western Grove Road into the site. However this was not possible due to house number 1 being adjacent to Victoria Road, thus not being able to extend it. Therefore a new name had to be created.
	2)	Oswald Road	As long as the principle yellow road has been named John Thornycroft Road (if not we would like to rethink the secondary road names to ensure ties with the site's history), we propose that the first choice name for this road is "Vosper Road". This links the site's heritage and partnership of Vosper Ltd with John Thornycroft in 1966. Again the second choice of Oswald, takes reference to the owner of the site in 1878. Albert Road pays reference between the relationship of Queen Victoria and her husband Albert, and the roads Victoria Road and Albert Road.
	3)	Albert Road	
Red	1)	Albert Road	Again as long as the principle yellow road has been labelled after John Thornycroft Road, our first choice road name is Albert Road which pays reference between the relationship of Queen Victoria and her husband Albert, and the roads Victoria Road and Albert Road. Again the second choice of Oswald, takes reference to the owner of the site in 1878. The third choice is reference to the Vosper Thornycroft partnership.
	2)	Oswald Road	
	3)	Vosper Road	
Purple	1)	Joiners Mews	As the road hierarchy decreases to a mews, our rationale changes from past owners of the site to actions/jobs that were performed on the site. Joiners Mews therefore is appealing in terms of marketing and fits well with the streetscape we are trying to create.
	2)	Shipwright Mews	
	3)	Pattern Mews	
Dark Green	1)	Foundry Court	Again as the dominance of the road hierarchy decreases and the formation of this road lends itself to a court, the names of some of the activities on the site are trying to be captured. Foundry Court lends itself well in terms of marketing and reference to the activities that happened on site.
	2)	Joiners Court	
	3)	Pattern Court	