Street Nameplate Specification and Installation Guidelines

Because street nameplates are commonly viewed from an angle it is important that wide, well-spaced lettering should be used. For this reason we require our street nameplates to be single unit 3mm polycarbonate faced, with 90mm black Kindersley capital letters on the reverse side and a white 150mm reflective background, supported on aluminium posts. Capital lettering is used to avoid confusion with traffic signs, which generally employ lower case lettering.

The illustrations below show various examples of street nameplate configurations.

With regard to installation:-

1. Street nameplates should be fixed as near as possible to street corners, so as to be easily readable by drivers as well as pedestrians. The nameplate should normally be within 3 metres of the intersection of the kerb lines but where this is not practicable the distance may be varied up to a maximum of 6 metres.

2. Street nameplates should be mounted so that the lower edge of the plate is approximately 1 metre above the ground at sites where they are unlikely to be obscured by pedestrians or vehicles and at approximately 2.5 metres where obscuration is a problem. They should never be lower than 0.6 metres or higher than 3.6 metres.

3. Street nameplates should normally be fixed at each street corner. At minor crossroads, particularly in residential areas, one plate on each side of the street positioned on the offside of traffic emerging from the road may be sufficient, except where the road name changes or where it is thought that point 8 below would apply. At major crossroads, name plates will be necessary on both sides of each arm.

4. At T-junctions a main street nameplate should be placed directly opposite the traffic approaching from the side road.
5. Where the street name changes at a point other than a cross-roads both names should be displayed at the point of change and it is useful to include arrows to indicate clearly to which parts of the street the names refer.

6. On straight lengths of road without intersections nameplates should be repeated at reasonable intervals with priority given to such places as bus and railway stations and opposite entrances to well frequented sites such as car parks.

7. Where two streets branch off obliquely from a common junction with a third street, plates on fingerpost mountings can be useful, provided they do not obscure any traffic sign.

8. Where it might reasonably be expected, for example at intervals on long straight lengths of road or at intersections or T-junctions, it is often useful to incorporate on the nameplate information indicating the street numbers on either side of the intersection.

9. Whenever practical, street nameplates should be mounted on posts at the back edge of the footway. Walls, buildings, other boundary structures or finger mounting should generally only be used where post mounting does not make the plate conspicuous (e.g. in the exceptional circumstances mentioned in point 7 above, or where it will frequently be obscured by pedestrian movement and must be mounted at the 2.5 metre height).

10. The nameplates should be so fixed that there is a clear space of at least 300mm in every direction between them and any notices, advertisements or other printed or written matter. Where possible greater clearance should be provided. Nor should they be incorporated in other direction sign assemblies, but be kept distinct and mounted in as standardised a manner as possible. Care should be taken to keep the view of name plates free from obstruction by trees and other growth.

11. Where possible, name plates should be fixed so that they will be illuminated by light from street lamps, especially at important junctions, provided they remain visible to vehicles on the main carriageway.

If you do not have a regular supplier for street nameplates you may like to consider purchasing from our present supplier. We have found their plates to be reasonably well proven against vandalism and we are endeavouring to ensure uniformity throughout the district. Enquiries should be directed to:

Street Naming & Numbering
Mid Devon District Council
Phoenix House
Phoenix Lane
Tiverton
EX16 6PP

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