



KENT COUNTY ROAD COMMISSION

POLICY

No.
602

Effective Date
11/07/97

Revised Date
11/25/09

Street Naming Guide

Policy authored by Engineering Division

The following guidelines have been established for the naming of roads within Kent County:

1. East and West roads are called "Streets," except that the mile roads north of Grand Rapids are called "Roads."
2. North and South roads are called "Avenues."
3. Permanent cul-de-sacs are called "Courts" and will maintain the same prefix as the street to which they are connected (i.e. Sam Street and Sam Court).
4. Other allowable suffixes such as "Drive" and "Boulevard" may when approved.
5. Where a new street lines up with an existing public street, the existing street name is used at the intersection, and the public street name is used for the new private street name. When the private street intersects with a state highway or a county primary road, a different street name may be required.
6. Names that are different in spelling but sound the same will not be utilized (i.e. Gene and Jean, or Reyburn and Rayburn).
7. Names already in use in Kent County or another municipality in Kent County will not be used again. A street name cannot be changed to an Avenue or Drive. Example: If Oak Street is a recorded street name, Oak Drive will not be allowed.
8. Names of streets are limited to 15 letters / spaces. Example: Stonebridge Point Dr has 20 letters / spaces, which is too many for the size of the street sign stock.
9. A prefix can be used a maximum of 6 times in Kent County. Common prefix names such as Oak, Pine and Maple cannot be used.
10. Unusual suffixes such as Pass, Circle and Trail are not acceptable. Additionally, double endings such as Pine Trail Drive or Division Avenue Boulevard are not allowed.