

AndersonOrr

SIGNING & MARKING STRATEGY
22044 – STANLEY HOUSE

Signing & Marking Strategy

JOB NO PROJECT
22044 **Stanley House, Bramble Road, Techno Trading Estate, Swindon, SN2 8ER**


REVISION DATE
/ **21 March 2024**


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1.0 Introduction

- 1.1. This Signage & Marking Strategy has been prepared by Anderson Orr Architects and accompanies an application to Swindon Borough Council to discharge planning conditions in relation to Stanley House, Bramble Road, Swindon.
- 1.2. This strategy has been prepared to satisfy Condition 5 of planning permission (S/23/1008/AMMY), recently granted by Swindon Borough Council.

Condition 5 states the following:

"Within one month of the date of this decision, details of the signing and marking strategy for the parking areas shall be submitted for approval to the Local Planning Authority. The signing and marking strategy shall include: direction information from Bramble Road to the locations of each unit's separate parking and to allocated disabled user parking; and individual signing of allocated customer parking and disabled-user parking. Within one month of approval the signing and marking shall be installed and commissioned in accordance with approved details and shall be maintained thereafter. Reason: To manage and reduce potential highway impact by ensuring that adequate access and parking are assured for users of and visitors to the site, in accordance with SBCs Parking Standards and Policy TR2 of Swindon Borough Local Plan 2026."

2.0 Direction Information

2.1. Direct Information Sign

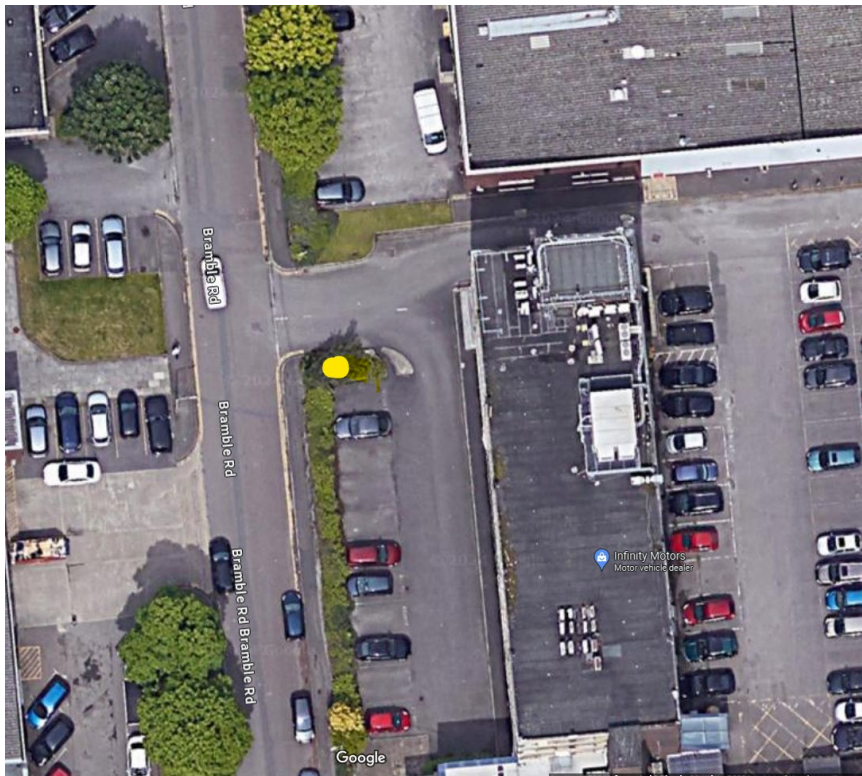


Figure 1 Sign Location (Source: Google Maps)

A direct information sign will be installed at the entry of the site (marked in yellow on the image above) at the junction with Bramble Road to direct motorists to the most appropriate parking location of each unit's parking for allocated customers, disabled users, and unloading vehicles.

The sign will be of an overall size that is considerably noticeable to the user from the adjacent road; its type of font and symbol proportions will be large enough for users to distinguish clearly; suitable

colour and contrasting that reflect the site will be utilised; positioned where there is an excellent quantity of natural light.

It will factor in all relevant sign requirements to determine the best readability and content for vehicle users entering the site.

3.0 Signing & Marking

3.1. Individual Signing of Allocated Customer Parking

Signage will be installed to all allocated customer parking bays.

These signs will be of a typical size that is clear and identifies the specific parking bay function to the user. An example of the proposed sign design is illustrated below:



Figure 2 Visitor Sign (Source: <https://www.safetybuyer.com>)

3.2. Marking for Disabled-User Parking

To make sure that the disabled parking spaces are easily identifiable, yellow surface markings and white wheelchair user symbol will be painted as illustrated on the image below.

These accessible bay markings on the road's surface are identifiable at the driver's eye level. The markings will be illustrated in yellow thermoplastic paint and will include a wheelchair icon and 'DISABLED ONLY' to clarify that the bay is intended for disabled users only.



Figure 3 Disabled-User Marking (Source: <https://wearepurple.org.uk/>)

3.3. Marking for Loading Bays

Surface markings will be provided to the allocated loading-only parking bays.

These accessible bay markings will be identifiable at the driver's eye level. The markings will be illustrated in thermoplastic paint and include a 'LOADING/UNLOADING ONLY' to clarify that the bay is for only this use.



Figure 4 Loading Bay Marking (Source: www.roadartltd.co.uk)