

Revised Street Signage Standard Options

The following mock designs of the proposed street nameplate standard have been created with input from the Lead Councilor for Infrastructure and Governance and the Corporate Management Team.

These options will be discussed with the Council's Planning Directorate, the Post Office and Surrey County Council Highways prior to presentation to the Executive/Management Team Liaison Group, the Executive Advisory Board and a public consultation.

This feedback will be used to inform officers of stakeholders' views and provide an evidence base for the officer advice to the Executive in selecting the new Borough wide standard.

Option 1 - Signage in Kindersley Font with the Crest and Borough branding:



The above designs demonstrate three real world streets. The town and postcode district the street is located in is printed in green text at the bottom right of the sign. Three postal areas cover Guildford Borough, these are GU, KT, and RH. The Council is legally able to include town names and postcode districts on street signs.

There are 47 different towns with streets assigned to them within Guildford Borough and each street is assigned to a town as defined in the Council's Local Land and Property Gazetteer (LLPG).

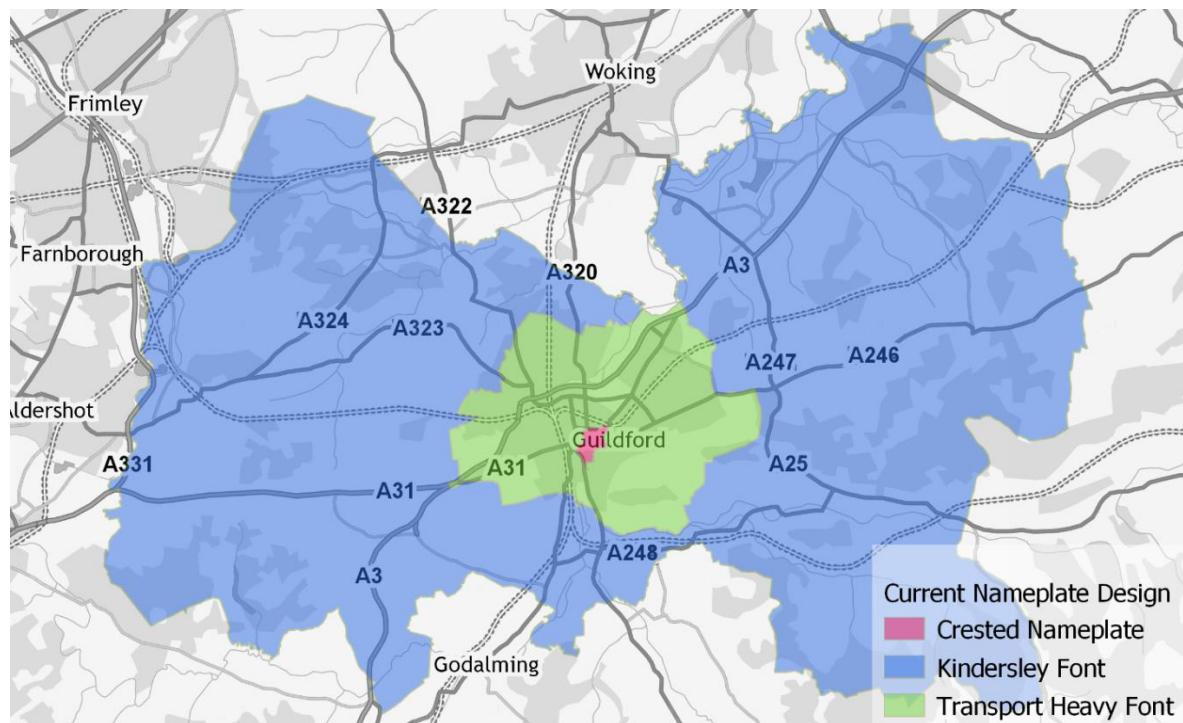
Note that "Kingston" is not recommended to be included on street signs in KT postcode regions within Guildford Borough because Kingston is not a town which applies to Guildford Borough streets (the KT section of the postcode refers to the postal area not a town).

Town boundaries are not yet explicitly defined areas and displaying the town name on new street signs would require these boundaries to be spatially defined (with changes over time recorded) to ensure the Council provides transparency and clarity for residents and developers. Replacement of any existing street signs in future could prompt residents to update their address details where they may be using a different town in their address to what is officially recorded by the Council.

Option 2 - Plain signage with Postcode in Transport Heavy font:



For background information the attached map shows the current use of signage styles and fonts in the Borough:



Consultation Feedback

Feedback from Guildford Borough Council Planning Department

Design and Conservation have asked whether we can make sure that no historic cast iron street name plates are being removed to replace with these new types. This request will provide some protections to street furniture of historic interest.

Feedback from Surrey County Council Highways

SCC Highways said that the strategy and street nameplate design appear well considered.

SCC Highways also asked that each location is assessed to ensure that site line visibility is not compromised for drivers exiting a junction but also that the street nameplates are well seen on each approach to the junction to avoid late breaking and risk of shunts. Additionally, that they are located as close to the back of highway as possible. Utilities underground plant will also need to be considered where the locations differ from existing. *(N.B. This guidance is currently followed by Guildford Borough Council already).*

SCC Highways also offered assistance for sites where we may find problems in deciding the appropriate location for a street nameplate.

Feedback from Royal Mail

Although Royal Mail were asked, no feedback was received. It is noted this is not an issue which Royal Mail would typically be expected to provide feedback on.