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Craig Jones, Traffic Projects Engineer
Warwickshire County Council
PO Box 43
Shire Hall
Warwick, CV34 4SX

Dear Mr Jones:

Proposed Signage at Former Cattle Market Site

Thank you for inviting the Stratford Society/BID Transport and Parking Group to review and comment on the above signage proposals. We discussed them at some length during our meeting last Wednesday and offer the following comments on the proposals:

- (i) We believe there are too many signs. The principle guiding the design of signage for historic towns should be to provide the least number of signs to ensure that motorists can find their way. Too many signs are not only visually intrusive, but often confuse motorists who simply cannot absorb all the information presented. So we favour fewer signs.
- (ii) No information was supplied to show the size of the signs. We trust they will be as small as the regulations permit.
- (iii) The plan shows an awful lot of signs. It would have been helpful to know how many will replace identical existing signs, how many will replace signs but add further information to them and how many are completely new signs.
- (iv) We were not convinced of the need for so much town centre signage for the industrial estates (e.g., Stratford Enterprise Park and the Western Road Industrial Estate). We feel it should only be provided on the bypass and then at the specific junction leading to the estates.
- (v) We thought there were too many new destinations shown on the signs. We do not believe that the centre of the town needs to show how to find Anne Hathaway's Cottage (the sign at the junction of Alcester Road and Church Lane is sufficient), Mary Arden's Farm (a sign at the junction of Alcester Road and The Ridgeway should do), and Stratford College. Likewise, signs to places like Worcester, Evesham and Alcester should not be necessary in the town centre.
- (vi) Finally, we were not sure about the sign for the Minor Injuries Unit. Our understanding is that A&E signs are shown in red, but does the same apply to Minor Injuries?

I hope the above comments are of some help. One of our members, Ms Jenny Fradgley, is hoping to walk the route covered by the signs and may very well submit some extra comments later this week.

Yours sincerely

Ian Heggie