

# Technical Note 01

|                   |                                                                    |                     |         |
|-------------------|--------------------------------------------------------------------|---------------------|---------|
| <b>Project:</b>   | Barrow Farm, Chippenham                                            | <b>Office:</b>      | Bristol |
| <b>Project №:</b> | 784-B054892                                                        | <b>Prepared by:</b> | LF      |
| <b>Client:</b>    | Barratt Homes                                                      | <b>Approved by:</b> | AP      |
| <b>Date:</b>      | 24.05.2024                                                         | <b>Status:</b>      | Final   |
| <b>Subject:</b>   | Planning Application PL/2022/04681: Condition 15 Wayfinding Scheme |                     |         |

## 1 INTRODUCTION

- 1.1 This Technical Note outlines a Wayfinding Scheme to discharge Condition 15 of Planning Application PL/2022/04681, which states:

*No dwelling shall be occupied until a wayfinding scheme to enhance walking and cycling to Chippenham Town Centre has been implemented in full, which shall first have been submitted to and approved in writing by the local planning authority.*

- 1.2 A wayfinding scheme is a comprehensive plan designed to help people navigate and orient themselves within a physical environment. Its central objective is to ensure that people can effortlessly and clearly navigate from one location to another, promoting efficient movement without confusion. Specifically, in the context of Condition 15, this strategy plays a key role in assisting future site users in traveling between the Site and Chippenham Town Centre, and the Site and key local facilities (Primary School and supermarket) by walking and cycling.

## 2 METHOD STATEMENT

- 2.1 A site audit was undertaken on Friday 19<sup>th</sup> January 2024 to review the transport network between the Site and Chippenham Town Centre, and the Site and key local facilities. From this, a suitable route for pedestrians and cyclists was confirmed. Efforts have been made to use lampposts and other existing posts to reduce unnecessary posts and visual clutter of the public realm. Street furniture placement that may be appropriate for local signage was recorded.
- 2.2 The audit confirmed that the desire line for pedestrians and cyclists to Chippenham Town Centre from the Site is via existing infrastructure along the B4069 and the A420. Pedestrians and cyclists then turn left off the A420 onto New Road, under the railway bridge ‘the arches’, which links to The Bridge and High Street at Chippenham Town Centre.

- 2.3 The audit confirmed that the desire line for pedestrians and cyclists to key local facilities is via existing infrastructure along Kilverts Way. The route to the local Primary School for pedestrians and cyclists is through the recently developed Birds Marsh View housing estate via Hazel Crescent, Filbert Street, Hill Corner Road and finally Greenway Lane. Pedestrians and Cyclists will continue along Kilverts Way for access to the local supermarket.
- 2.4 The Site is consented to provide a 3m shared use path, which will run on the western side of the B4069 until the Kilverts Way / B4069 roundabout. The 3m shared use path will cross the roundabouts western and southern arms via dropped kerb refuge crossing points. The 3m shared use path continues until the Saxby Road / B4069 roundabout. The Site will provide a pedestrian crossing facility with dropped kerbs and tactile paving to the immediate south of the vehicle access junction which adjoins the 3m shared use path to the existing 2m footway along the eastern side of the B4069. The Site's consented access and off-site improvement scheme is provided at **Appendix A**. Pedestrians will continue south towards the town centre using the pavements located along the B4069, with cyclists continuing their journey on road and utilising the shared use path located on the western side of the B4069 adjacent the Birch Road / B4069 junction. It should be noted that the areas of the B4069, where cyclists are required to cycle on road is classified as a 'recommended cycle route (on road)' by the Connecting Wiltshire cycle map.
- 2.5 The purpose of the strategy will be to provide an appropriate Wayfinding Scheme to connect the Site to the local facilities (Primary School and supermarket) and to the Totem Map, located at the B4069 / A420 signalised junction, known as New Road. The Totem Map provides 'you are here' locators and provides a useful 5-minute walk radius, so visitors can gauge the rough distances that they might need to cover to see attractions such as the town centre, shopping areas and railway station. An additional Totem Map is also located within the town centre, known as The Bridge. The Bridge Totem Map will provide additional information on town centre facilities.
- 2.6 **Drawing 784-B054892-001** shows the location of the New Road and The Bridge Totem Maps, with **Figure 2.1** advising on the placement of the New Road Totem Map within the street.

**Figure 2.1 – Existing Wayfinding Sign**



### 3 WAYFINDING SCHEME

#### SIGNAGE STRATEGY

- 3.1 The Traffic Signs Manual has been reviewed to determine the type of signage that would be appropriate to fulfil the requirement of Condition 15. It has been determined that the most appropriate signage would be as per Figure 14-3 within Chapter 7, Section 14 *Miscellaneous Design Details*, using a standard blue background sign with white arrow, pedestrian figure, destination (*Primary School, Supermarket, Town Centre*), and distance.
- 3.2 An example wayfinding sign is provided at **Figure 3.1**.

**Figure 3.1 – Example Wayfinding Sign**



#### WAYFINDING SCHEME

- 3.3 The Wayfinding Scheme is outlined at **Drawing 784-B054892-001**, which will direct pedestrians and cyclists to and from the Site to key facilities, enhancing local wayfinding. The Wayfinding Scheme utilises street furniture, to avoid unnecessary clutter. The street furniture is located on land classified as the adopted highway, which is under the control of Wiltshire Council. The placement of signage on existing street furniture can be undertaken through a Section 278 or similar process, which will be agreed with Wiltshire Council through the approval of the Wayfinding Scheme.
- 3.4 Key facilities have been identified as the town centre, due to being a significant employment, retail and leisure hub. The St Paul's Primary School, and the Morrisons supermarket due to being to main grocery facility in proximity of the Site.

#### Supermarket

- 3.5 **Drawing 784-B054892-001** outlines that Wayfinding signs can be placed at the following locations to direct pedestrians and cyclists to the local Morrisons supermarket:
- Kilverts Way arm of the B4069 / Kilverts Way roundabout at the southbound approach on the eastern side of the carriageway fronting the Site – Lamppost.
  - Hazel Crescent bus stop, north on Kilverts Way at the existing pedestrian crossing linking the Site with the adjacent Birds Marsh View development – Bus Stop pole; and,
  - Gainey Gardens arm of the Kilverts Way / Gainey Gardens roundabout at the southern side of the pedestrian crossing facility – Lamppost.

## Primary School

3.6 **Drawing 784-B054892-001** outlines that Wayfinding signs can be placed at the following locations to direct pedestrians and cyclists to the local St Paul's Primary School:

- Kilverts Way arm of the B4069 / Kilverts Way roundabout at the southbound approach on the eastern side of the carriageway fronting the Site – Lamppost; and,
- Hazel Crescent bus stop, north on Kilverts Way at the existing pedestrian crossing linking the Site with the adjacent Birds Marsh View development – Bus Stop pole.

3.7 An existing road sign warns users of the nearby school on the Greenway Lane arm of the junction with Hill Corner Road which will act in further directing pedestrians and cyclists to their end destination.

## Chippenham Town Centre

3.8 **Drawing 784-B054892-001** outlines that Wayfinding signs can be placed at the following locations to direct pedestrians and cyclists to the existing Totem Map at New Road:

- Kilverts Way arm of the B4069 / Kilverts Way roundabout at the southbound approach on the eastern side of the carriageway fronting the Site – Lamppost.
- Langley Park junction along the eastbound side of the carriageway – Shared use path sign and bus stop (Westinghouse Way); and
- B4069 / A420 signalised junction on the eastbound side of the B4069 south of the junction – Vehicle road sign directing to the A4, A432, A420 and Town Centre.

3.9 The street furniture outlined are appropriate to have signage installed and are shown within the **Photographs** section of this document.

## 4 TRAVEL PLAN

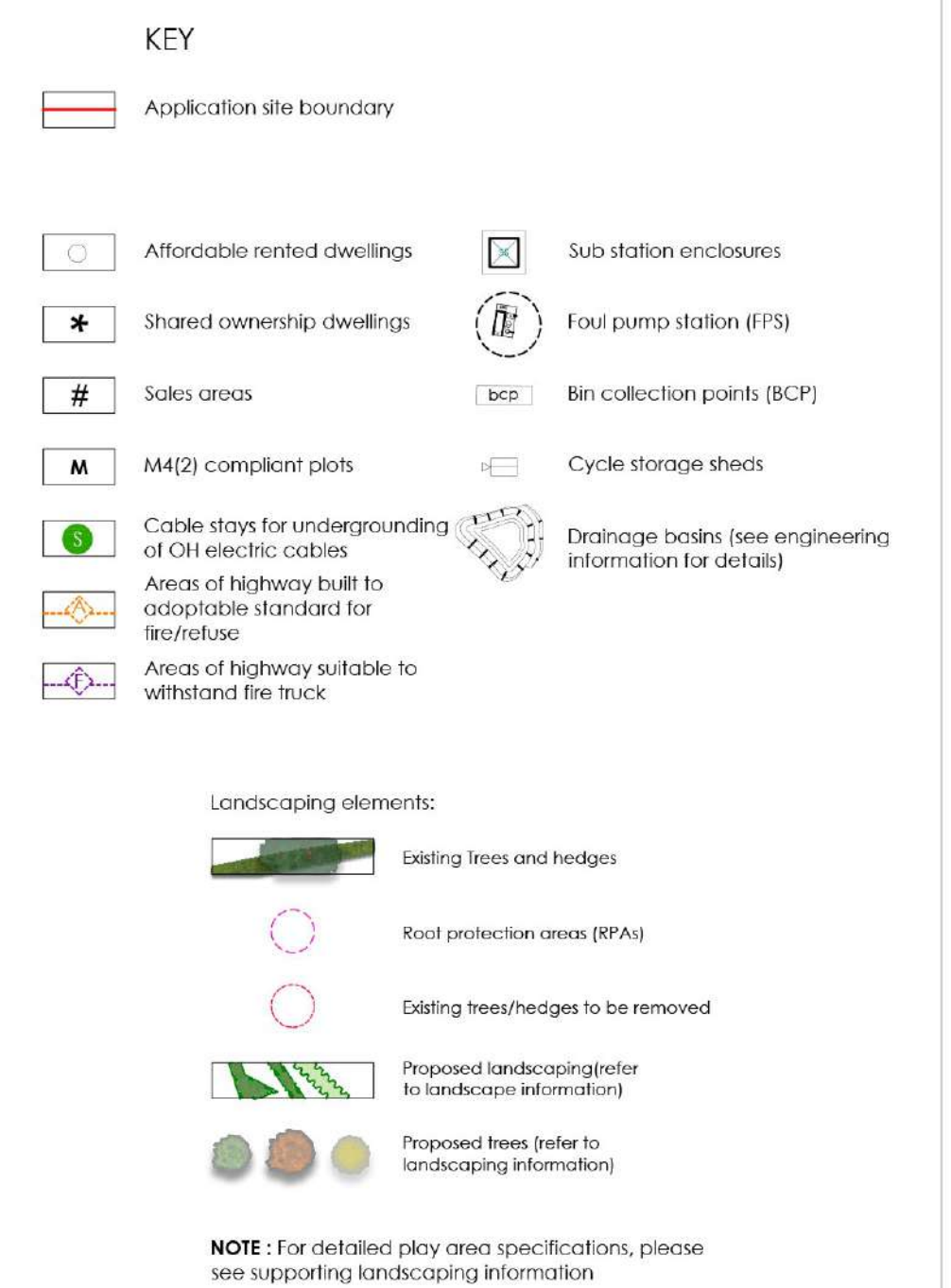
4.1 The Wayfinding Strategy will be reinforced through the implementation of a Travel Plan (TP), which provides a number of measures that will encourage active travel to and from the Site. Key measures that will assist the Wayfinding Strategy will be the implementation of a Travel Plan Coordinator (TPC), notice board, Travel information Pack, and Newsletters.

4.2 The TPC will use these communication mechanisms to actively promote the Wayfinding Strategy, and also advise future site users on how to travel to and from key destinations by walking and cycling. The Wayfinding Strategy within this document, in combination with the TP, will be an effective tool for supporting the growth of a new community that uses sustainable travel to access key day-to-day facilities and adjacent communities.

## 5 NEXT STEPS

5.1 Once this strategy has been agreed with Wiltshire Council, it can proceed to the detailed design stage, such as Section 278 or a similar process.

## APPENDIX A

[illegible]



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Swindon, SN3 4HG

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**For Technical Approval**  
This drawing is produced for the purposes of obtaining the approval of an adopting or maintaining authority, and reliance on this drawing, for whatever purpose, is at the developer's/contractor's risk until formal technical approval has been received.

NOTES

1. This drawing is based on the Topographical Survey undertaken by Laser Surveys (Drawing Number 7671) Dated February 2014, updated October 2020.
2. All adoptable highway works shall be constructed in accordance with the current version of the Specification for Highway Works (SHW), published by the Stationery Office as Volume 1 of the Manual of Contract Documents for Highway Works, and Wiltshire Council's Specification and Notes for Guidance for Highway Works by Developers Under Agreement, Eighth Edition.
3. The works shown on this drawing could affect Statutory Undertaker's apparatus and the Contractor is required to verify the location and depth of all such apparatus prior to commencement of the works and to take any precautions necessary when working in the vicinity of any such apparatus.
4. All dimensions shown in metres (m) unless otherwise stated, and all levels relate to Ordnance Datum.
5. All tactile paving surfaces shall be laid out in accordance with DETR's 'Guidance on the use of Tactile Paving Surfaces'.
6. All road markings and traffic signs shall comply with The Traffic Signs Regulations and General Directions 2016, as amended.

KEY

- Carriageway
- Footway or shared footway/cycleway
- Soft verge
- Hard verge
- Tactile paving, colour buff, on uncontrolled crossing
- Visibility splay, based on MfS2 applying DMRB absolute minimum SSD parameters with observed 85%ile speeds
- Site Boundary
- Highway Boundary

THE SITE

100m visibility splay to the north, based on MfS2 applying DMRB absolute minimum SSD parameters with observed 85%ile speed of 46.5mph

Road markings to tie into existing

Proposed carriageway widening on western side of B4069 to provide three lanes

95m visibility splay to the north, based on MfS2 applying DMRB absolute minimum SSD parameters with observed 85%ile speed of 45.6mph

Road markings to tie into existing

New shared footway/cycleway to continue south to Mauds Heath Roundabout

New crossing on roundabout arm

| Rev | Date     | Description | Drawn | Check |
|-----|----------|-------------|-------|-------|
| #   | 02/02/24 | First Issue | HE    | RML   |

Status

FOR TECHNICAL APPROVAL

Client



Project

Barrow Farm  
Chippenham

Drawing Title

S278 Works  
General Arrangement Plan

Drawing No.

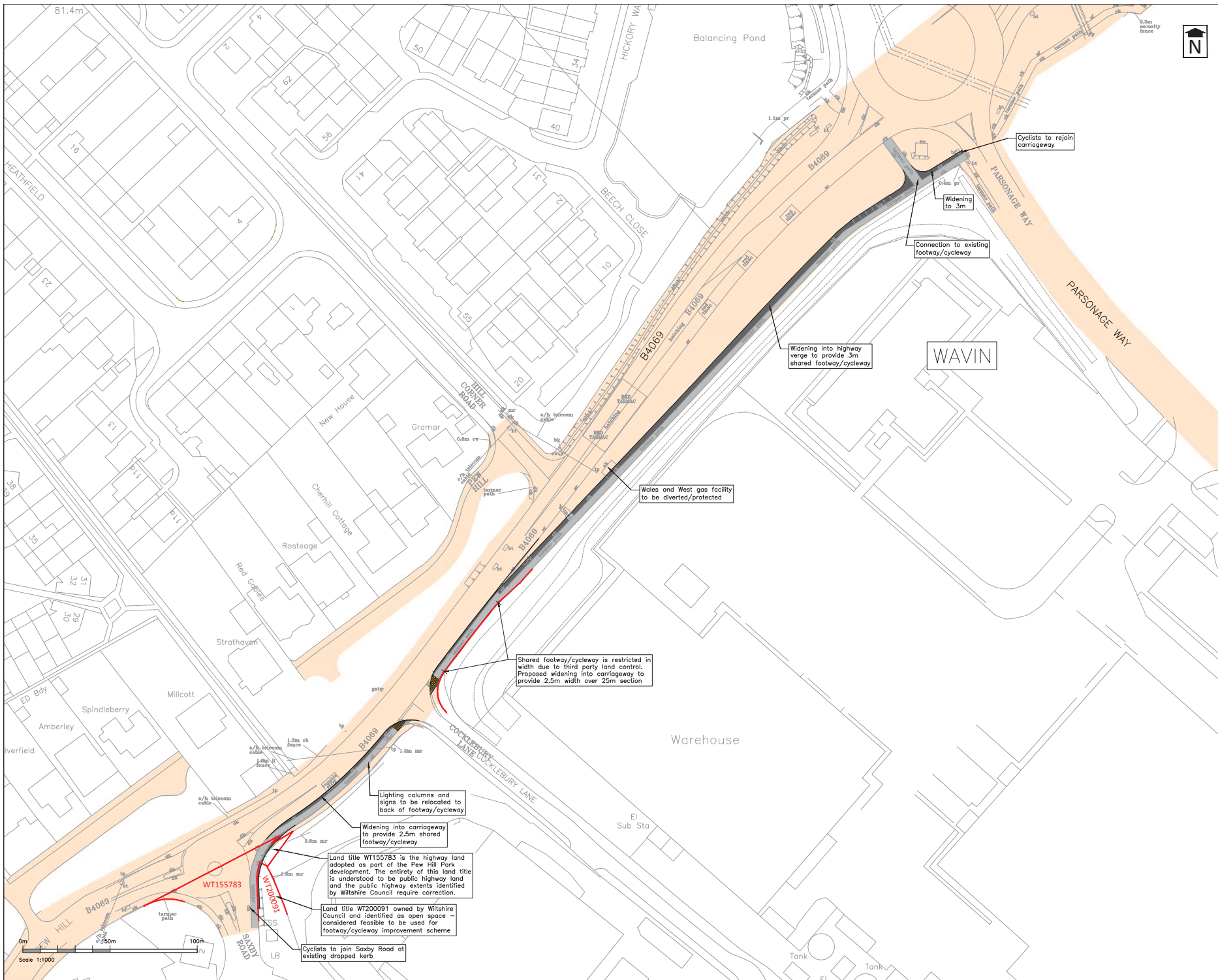
B792/02

Date: February 2024

Scale: 1:500 @ A1

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**Preliminary**  
This drawing is produced for initial discussion and illustrative purposes only, and should not be relied upon for tender or pricing purposes.

#### NOTES

1. This drawing is based on Amec Foster Wheeler's drawing number 35381-20-35p dated May 2016.
2. This drawing is based on the Topographical Survey undertaken by Laser Surveys (Drawing Number 7671) Dated February 2014, updated October 2020
3. The drawing contains OS data © Crown copyright and database rights OS Licence No. 0100031673, PFA OS Paper Map Copying Licence No. 100000054

#### KEY

- Title Boundary
- Extent of Public Highway obtained from Wiltshire Council dated 21.07.20
- Existing Footway
- Proposed Widening
- Proposed Tactile Paving

| Rev | Date     | Description | Drawn | Check |
|-----|----------|-------------|-------|-------|
| #   | 28.10.20 | First Issue | TLM   | PK    |

Status

**PRELIMINARY**

Client

**Robert Hitchens Ltd**

Project

**North Chippenham**

Drawing Title

**Off-Site Improvements  
to Pew Hill (B4069)**

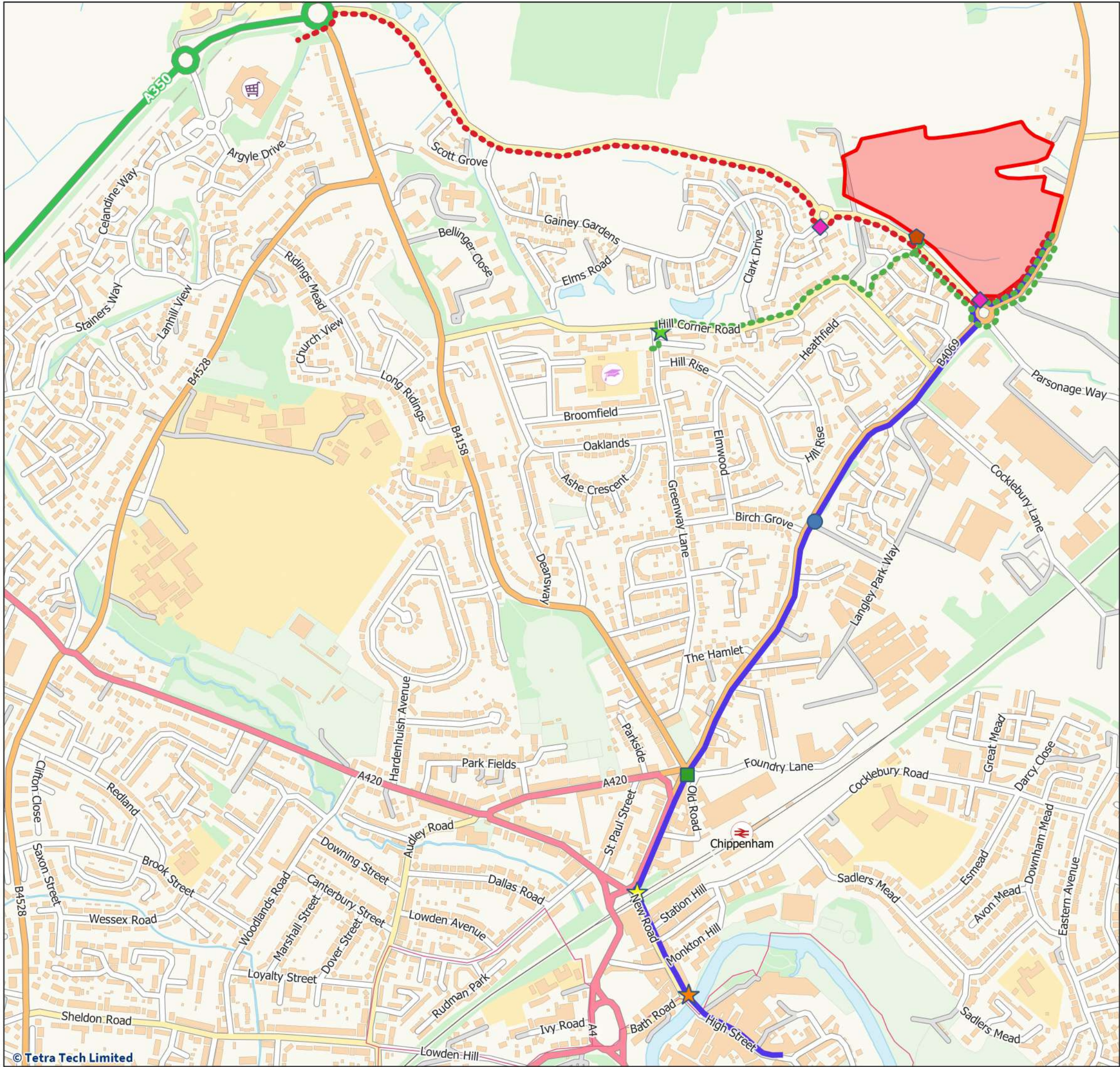
Drawing No.

**H663/04**

Date: October 2020 Scale: 1:500 @ A1

E-Mail: jalexander@pfaplcl.com

## DRAWINGS



# Wayfinding Strategy Plan

Barrow Farm, Chippenham  
Barratt Homes

## Legend

Barrow Farm, Chippenham

Railway Station

**784-B054892\_240422LF\_Facs**

St Paul's Primary School

Morrisons Supermarket

## Pedestrian / Cycle Desire Lines

Route to Chippenham Town Centre

Route to local Supermarket

Route to local Primary School

## Wayfinding Scheme

Lampposts - Kilverts Way arm of the B4069 / Kilverts Way roundabout at the southbound approach on the eastern side of the carriageway fronting the Site and Gainey Gardens arm of the Kilverts Way / Gainey Gardens roundabout at the southern side of the pedestrian crossing facility

Shared Use Path Signpost & Bus Stop (Westinghouse Way) - Langley Park junction along the eastbound side of the carriageway

Road Sign (directing to A4, A432, A420 and Town Centre) - B4069 / A420 signalised junction on the eastbound side of the B4069 south of the junction

Hazel Crescent bus stop, north on Kilverts Way at the existing pedestrian crossing linking the Site with the adjacent Birds Marsh View development - Bus Stop pole

Existing Wayfinding Sign (Totem Map) - New Road

Existing Wayfinding Sign (Totem Map) - The Bridge

Existing Road / Wayfinding Sign (School) - Greenway Lane

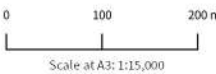
Drawn by: LF

Drawing No.: 784-B054892-001

Checked by: AP

Revision No.: 0002

Office: Bristol



24 April 2024

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## PHOTOGRAPHS

Kilverts Way arm of the B4069 / Kilverts Way roundabout at the southbound approach on the eastern side of the carriageway fronting the Site – Lamppost



Gainey Gardens arm of the Kilverts Way / Gainey Gardens roundabout at the southern side of the pedestrian crossing facility - Lamppost



Langley Park junction along the eastbound side of the carriageway –  
Shared use path sign and bus stop (Westinghouse Way)



B4069 / A420 signalised junction on the eastbound side of the B4069 south of the junction –  
Vehicle road sign directing to the A4, A432, A420 and Town Centre



Hazel Crescent bus stop, north on Kilverts Way at the existing pedestrian crossing linking the Site with the adjacent Birds Marsh View development – Bus Stop pole / Lamppost



Greenway Lane Road Sign and Wayfinding School – Vehicle  
Road Sign / Lamppost



## New Road Totem Map

