



DESIGN STATEMENT

PROPOSED ADVANCE WARNING TRAFFIC SIGNS

KAY GROUP LTD. WREXHAM, RUABON PARK.

INTRODUCTION

This statement is to accompany the planning submission made on behalf of the Kay Group Ltd for the installation of off-site services information signs related to the above service area site superior to others located on or just off the A483.

The site is part of the Ruabon Park development masterplan and sits alongside the recently completed Aldi retail store and Costa Coffee Drive-Thru unit.

To assist both the passing motorist and local trade, directing them to the facilities available the signage is seen as an extension to the s278 signage works completed as part of highway's requirements.



Road markings as part of s278 agreement



LOCATION

The location of the signs are all proposed in locations where similar road guidance and warning signs are placed. The exact locations are given on the accompanying drawing M18-26-82A Rev 01 as eastings and northings and fall within the highway verges in all cases.

There are 6 signs in total covered by three separate designs, type A, B and C:

Sign A is the full standard service area type sign highlighting the local facilities, set at 1 mile from the subject site. These are noted as location 1 and 6

Sign B is the half mile marker indicating services with a direction arrow. These are noted as location 2 and 5

Sign C is similar to sign B directing traffic right or left as required. These are noted as location 4

There is a private wood and garden (Bathground Wood) nearby, though the sign proposed is within the highway verge on the opposite site of the A539 at the end of the slipway from the A483 and as such has no real impact on the wood itself.

Both locations for type C sign fall within an existing floodplain and would be constructed to suit these ground conditions as we would expect all the existing signs in these two locations would already be.

DESIGN

The signs follow gov.uk design guidance in using logo's and wording to depict the services offered, which include the following:

Free ATM services 24 hrs

Full fuel facilities 24hrs

Snacks and refreshments 24 hrs

External seating areas 24hrs

Superior W.C. facilities separate for males and females (Inc. separate Disabled facilities)

Information point

The Kay Group will further promote other services and facilities to Ruabon through the information point such as the Wynnstay Arms who offer quality accommodation with more formal dining and local Pharmacy both under ½ a mile away.

There are 3 sign types proposed, a mile marker sign, a half mile marker sign and a local direction sign. The details of each sign type are noted on drawing M18-26-80 and the location for each sign type is confirmed on drawing M18-26-81.

Each of the signs are dual language following the Kay Groups approach to their onsite signage.

The Kay Group has embraced the Welsh language and turned to local Junior Barrister MR Wayne Williams who was invaluable in assisting with directional and informational signage ensuring the correct grammatical spelling was used in the right context both externally and internally on all dual language signage. This has been greatly supported by the local welsh community and the A483 is primarily a Welsh main commuter A road.



LOCAL SERVICES

Following the recent opening of the service area site, the feedback from customers (local) to the services offered has been overwhelming in its positivity.

It is clear; therefore, the signage will assist in promoting these services now available in Ruabon.

It is perhaps critical to mention at this point the installation of a 'free' ATM service as being a major asset to the area, in light of recent press reporting of the decline in such services in rural areas, villages and small towns nationally, particularly with the increasing closures of Banks, Building Societies and Post Offices. Ruabon no longer has a Bank or Building Society to provide a free ATM service.

ATM's sited in commercial and retail facilities have already or are under pressure to charge to withdraw cash and was highlighted by the BBC Breakfast News in February this year with reported charges up to £3.99 for each withdrawal of cash.

The Kay Group has commercially decided to provide a free service to commuters and local customers.



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External seating Photo taken on handover day.

This free to use pic-nic seating area controlled by The Kay Group for families with their own food can be extend if demand requires it.



Jet wash bays Photo taken on handover day

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The use of advance information signs has a precedent set elsewhere on the A483 directing traffic to more traditional petrol service stations with lesser facilities and off the A483 Junction 3 to the Rhostyllen service area. The only difference in the nature of the signs is the greater range of 24hr facilities available at Ruabon Park.



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The above photographs of passenger vehicle and HGV facilities available 24hrs and the two seating facilities within the PFS sales building



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The high standard of facilities available 24hrs with the PFS building and The Kay Group will be entering the toilets and disabled facilities for “Loo of the Year” for the industry annual Forecourt Awards.

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P u l m a n n A s s o c i a t e s
a r c h i t e c t s

Between the PFS and Costa Drive-Thru there are over 65 parking places and 4 disabled with further parking to the Aldi super store.

The Kay Group is a multiple industry award winning company for, Innovation, Design and Customer Services.

The “Service Signage Signs” are key to being able to market the site as one providing high quality, well managed local superior 24hr services to the motorist to the same extent as afford to all other Petrol Service Stations who are supported by existing signage with most with limited and restricted services and facilities.

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