



Braintree

District Council

Street Name Signage Specification for Developers

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Introduction

This specification outlines the requirements for the provision, installation and maintenance of street name plates within new developments in the Braintree District.

1. General Requirements

1.1 Provision of Street Name Plates

Developers are required to provide street name plates for all new roads and access routes that require naming, in accordance with Section 19 of the Public Health Act 1925 and Braintree District Council's street naming procedures.

1.2 Location of Name Plates

Street name plates must normally be installed:

- At both ends of every road.
- On each side of the road where appropriate.
- At crossroads and T-junctions.
- At mews, courts and private drives leading from a named road, where additional signage may be required.

Some signs may contain house number information only.

1.3 Mounting Height

Unless otherwise instructed by an authorised Braintree District Council representative, the top of each name plate must be positioned **0.8 metres above ground level**.

1.4 Property Owner Consent

Where a name plate is likely to be installed within a property's boundary or fixed to a building wall, developers should:

- Notify prospective purchasers before completion.
- Include a suitable clause within the conveyance documents granting consent for installation, inspection and maintenance of the sign.

This helps ensure continued access for future maintenance.

1.5 Responsibility for Works

The developer is responsible for providing all labour, materials, equipment and supervision necessary to complete the works in a safe and professional manner and in accordance with this specification.

2. Temporary Street Name Plates

2.1 Requirement

Temporary street name plates must be installed and maintained whenever permanent signs have not yet been erected before properties become occupied.

Important

This requirement is essential to assist:

- Emergency services.
- Royal Mail and other delivery services.
- Visitors and contractors.

Difficulties can arise when newly occupied roads are not clearly identified.

Temporary signs should be removed once permanent signs have been installed.

2.2 Construction Specification

Temporary signs shall:

- Be constructed from softwood.
- Use a name board measuring **150mm x 25mm**.
- Be fixed securely to two uprights measuring **100mm x 50mm**.
- Receive a suitable primer, undercoat and gloss finish.
- Be painted white with black Roman lettering.
- Have lettering at least **75mm high**.

2.3 Installation

Temporary signs shall:

- Be embedded a minimum of **400mm** into the ground.
- Have the top of the sign positioned **0.8 metres above ground level**.

3. Permanent Street Name Plates

3.1 Requirement

Permanent street name plates must be installed before occupation of the first property on the road and maintained until either:

- The highway is formally adopted; or
 - Construction of the development is complete.
-
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4. Permanent Sign Specification

4.1 Name Plate

The council currently recommend two suppliers for street name plates and posts, these include The Street Nameplate Company and GG Signs. Unless otherwise agreed by an authorised Council representative, name plates shall be:

The Street Nameplate Company

Post-mounted street name plates

- Sign face: Polycarbonate with reverse-applied vinyl.
- Widths vary depending on the number of text lines (typically 150mm high for single-line signs, increasing for multi-line signs).
- Maximum sign length is generally 1500mm.
- Backboards are recycled plastic, 30mm x 150mm x the length of the street name.
- Posts are 80mm x 80mm x 1300mm black recycled plastic with pyramid tops.

Wall/Fence-Mounted Street Name Plates

- Sign face: 3mm composite aluminium with digital print.
- Standard text: 90mm Kindersley font, black on a white non-reflective background.
- Signs can be fixed directly to a wall or supplied with either a 10mm recycled backboard or a standard 30mm backboard if required.

Supplementary Signs

- There is no fixed specification for private road signs, no-through-road signs, or other advisory signage.
- Typically, supplementary wording uses a 50mm Kindersley font rather than the 90mm font used for street names.

- Designs are usually produced on a case-by-case basis and agreed with the Council before manufacture.

G&G Signs

Street Name Plates and Posts

- Sign face: Embossed Aluminium.
 - Widths vary depending on the number of text lines (typically 150mm high for single-line signs, increasing for multi-line signs).
 - Maximum sign length is generally 1500mm.
 - Backboards are oak/marine ply, 30mm x 150mm x the length of the street name.
 - Posts are 100mm x 100mm x 1250 mm oak legs.
-
-

5. Installation Requirements

5.1 Signs Mounted on Posts

The Street Nameplate Company

Strengthening

- Black powder coated u section aluminium channel top and bottom secured to 30mm recycled plastic backboard using stainless black painted 'Pintorx' screws.

Supports

- 80x80x1300mm long bevel topped recycled plastic posts, black, drilled at base and supplied with two six inch aluminium anchors pins

Construction

- The posts are to be morticed at a depth of 40mm to accept the sign face assembly which is fixed from the back with 60mm counter sunk security screws and capped using plastic cover plugs.

G&G Signs

Supports

- 100x100x1250mm long oak legs, bolted to a 1500mm marine ply back plate.

Construction

- The posts are to be morticed at a depth of 450mm and a width of 250mm.
-
-

5.2 Signs Mounted on Walls or Fences

The Street Nameplate Company

- Signs suitable to fix directly to wall but where required supply with either 10mm recycled backboard or standard 30mm size
-
-

6. Recommended Suppliers

6.1 Street Name Plates and Posts

G & G Signs

15 Foxholes Road
Off Golf Course Lane
Leicester
LE3 1TH

Tel: 0116 254 4445

Website: www.ggstreetnameplates.com

The Street Nameplate Company

Unit 5 Tortworth Business Park
Tortworth
Gloucestershire
GL12 8HQ

Tel: 01454 631409

Website: www.streetnameplate.co.uk

6.2 Recycled Posts

Filcris Limited

The Old Fire Station
Broadway, Bourn
Cambridge
CB3 7TE

Tel: 01954 718327

Website: www.filcris.co.uk

7. Appendix – Signage Specifications Plans

The Street Nameplate Company



STREET
NAME
PLATE CO

Plate + Backboard





Braintree
District Council

Specification
details

Braintree District Council

Signface = 3mm Composite with digital print.

Font = 90mm Kindersley

Text Colour = Black

Background Colour = White (non reflective)

Backboard = 30x150xlength of name

01454 631 409

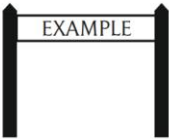
Please note this drawing is for visual reference only.
Liability cannot be accepted for errors or omissions once the
proof and specification has been approved and production started.

sales@streetnameplate.co.uk



STREET
NAME
PLATE CO

Complete Units





Braintree
District Council

Specification
details

Braintree District Council

Signface = 3mm Polycarbonate with reverse
applied text

Font = 90mm Kindersley

Text Colour = Black

Background Colour = White (non reflective)

Posts = 80mm black recycled plastic

Backboard = Recycled plastic with plastic
capping to retain sign face

01454 631 409

Please note this drawing is for visual reference only.
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proof and specification has been approved and production started.

sales@streetnameplate.co.uk



G&G Signs, 15 Foxholes Road, Off Golf Course Lane, Leicester, LE3 1TH
T: 0116 254 4445 F: 0116 254 2020 www.ggstreetnameplates.com E: info@ggstreetnameplates.com

STREET NAME PLATE SPECIFICATION

Customer: Braintree DC | Drawn by: CMM | Date: 02-02-2012 | Material: Embossed Aluminium
Notes: 150mm plate. 90mm Kindersley text, black text and border on a white background.
"T" symbol 816.1 of The Traffic Signs Regulations and General Directions 2002.



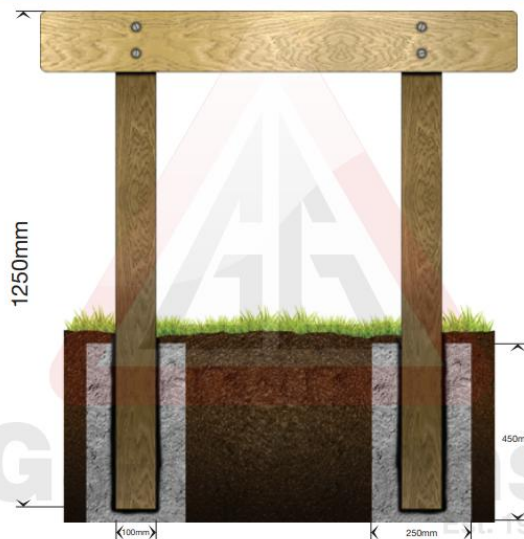
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G&G Signs, 15 Foxholes Road, Off Golf Course Lane, Leicester, LE3 1TH
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STREET NAME PLATE FRAME SPECIFICATION

Customer: Braintree DC | Drawn by: CMM | Date: 02-02-2012 | Material: Oak/Marine Ply
Notes: 100x100x1250mm oak legs, bolted to a 150mm marine ply back plate.



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