Sunningdale Park
Residents' Operating Committee

Sunningdale Park Residents' Proposal for Improved Signage

3rd August 2025

BACKGROUND TO PROPOSAL

Over the past two years, as owners have moved into completed properties within Sunningdale Park, there have been a number of ongoing incidents relating to trespassers on road and on foot, some which have been crime related. Whilst the owners we speak to recognise they have purchased a property adjacent to areas open to the public (the SANG), there is also sentiment that the general public continue to both accidentally and deliberately trespass into private areas of our estate.

There is also a consensus amongst owners a desire to improve the sense of security on the estate, in the absence of CCTV in some areas. The estate also has at least 30% of completed properties being left vacant for long periods of time (e.g. second home owners), resulting in the remaining properties more vulnerable to would-be thieves.

Subsequently, the ROC submitted a proposal earlier this year for the installation of vehicle barriers across the estate entrances, however for the time being, this has been turned down by estate management.

As a result, the ROC has compiled a list of proposed signage changes aimed at mitigating some of the problems the residents have been experiencing.

The ROC asks Berkeley to seriously consider all proposed ideas in this document, with the aim that all of these proposed changes together, will reduce the number of trespass and security incidents.

The ROC proposes that as a next step of this proposal, to meet face to face with signage designers to work out specific details and placements for each new sign.

SECTION 1 – PROPOSALS ACROSS ALL ESTATE

PROPOSAL 1.1 – New Road Name Signs

PROPOSAL:

We propose replacing the existing road name signs on the estate, with a new Sunningdale Park branded schema that better distinguishes that the roads are privately owned and maintained.

All road signs should also state that they're Private Roads (none of them currently state that they are).

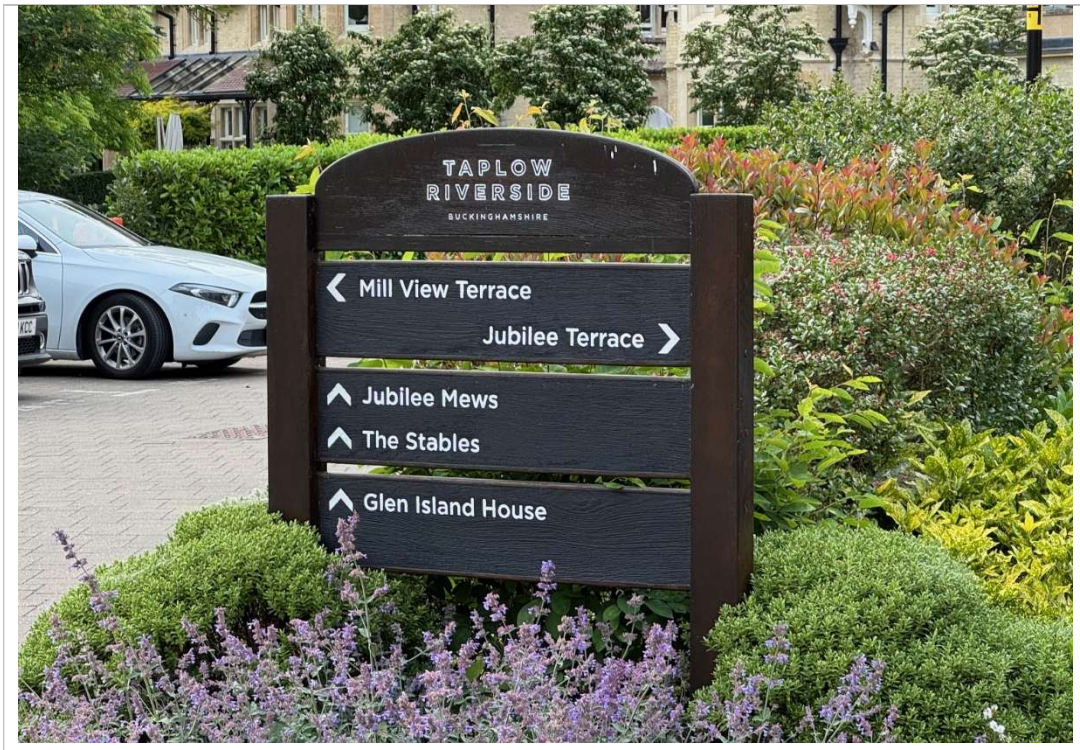
We have provided visual examples below on suggested styles.

VISUAL EXAMPLE:

Caption: *The current Sunningdale Park road name signs which, due to their appearance, gives the impression they're council-adopted roads.*

***Caption**: Image showing a nearby estate (Wentworth) using custom branded black road signs.*

***Caption**: Image showing a road sign, presumably in Greater London, for a private road, in a Berkeley estate.*



***Caption**: Image showing a good quality wayfinding sign at Taplow Riverside, another Berkeley constructed estate.*

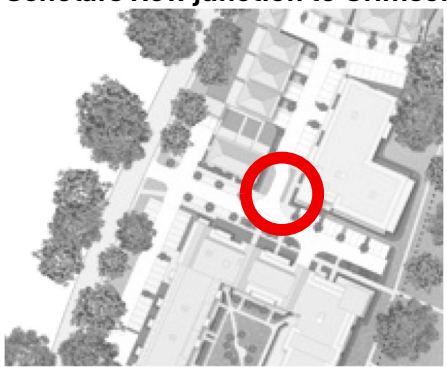
JUSTIFICATION:

1. The current use of council-style road name signs gives the impression to the public that the private estate roads are like any other road in the area and that they are council adopted. The use of the current signs and their appearance likely encourages members of the public to unknowingly trespass.
2. Use of a set of Sunningdale Park branded signs will give residents and visitors alike, a sense of place and increase the prominence of the estate's brand value in the local area.

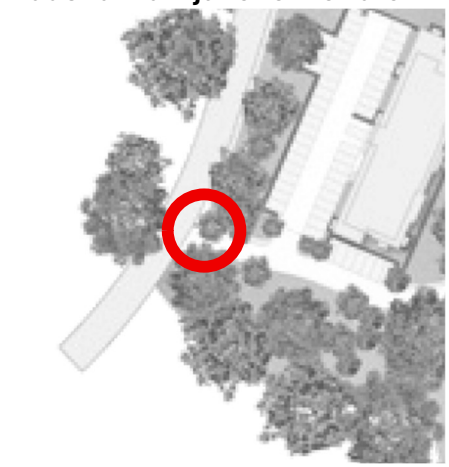
PROPOSED LOCATIONS:

1. **Linnet Drive / Archbury Walk Junction**

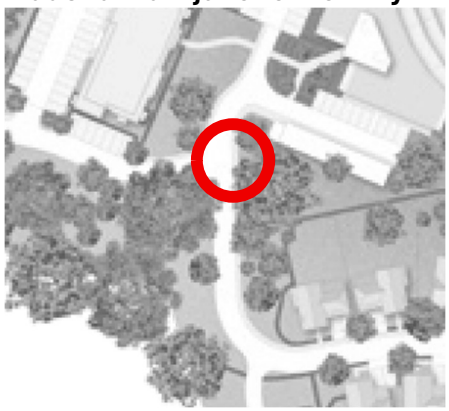
2. **Scholars Row junction to Crimson Avenue**



3. **Madeira Walk junction to Larch Avenue**



4. **Madeira Walk junction to Hilly Hill Drive**



PROPOSAL 1.2 – New Estate Entrance Signs

PROPOSAL:

We're proposing for the installation of 3 estate entrance / welcome signs as you enter the different parts of the estate from the public roads.

The signs would be designed to visually tell people they're entering Sunningdale Park, whilst also making certain key rules / guidelines clear as soon as you enter the estate. E.g. making it clear if a public right of way, to keep dogs on leads.

VISUAL EXAMPLE:

***Caption**: Image showing an example, high-quality estate entrance sign.*

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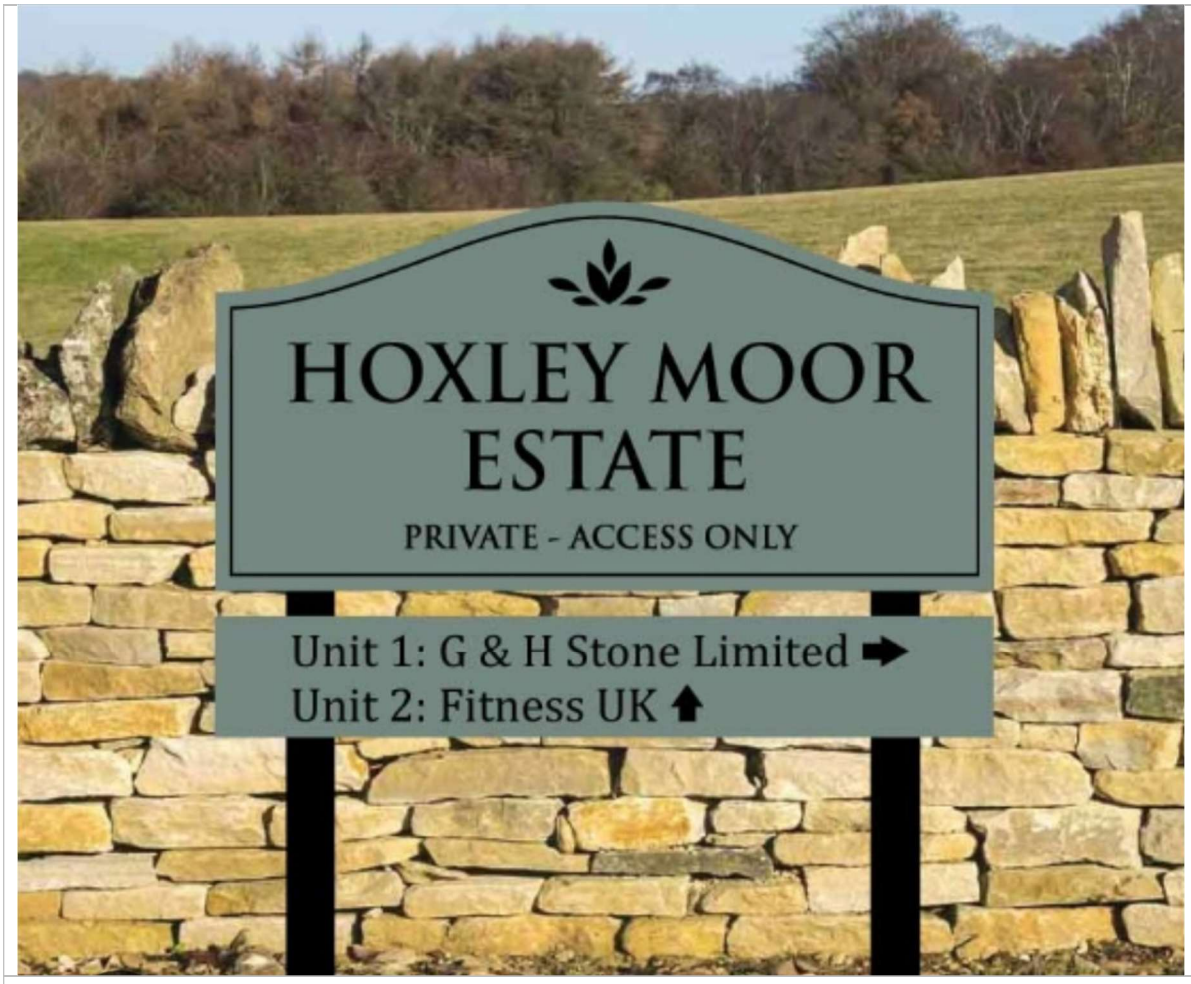

***Caption**: Image showing an example, high-quality estate entrance sign.*

LOGO

Sunningdale Park

PRIVATE ENTRANCE

No public access beyond this point

All dogs must be kept on leads at all times

Flying drones not permitted anywhere in the estate

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This is a private estate and no right of way, public or private, is acknowledged over it etc....

Caption: Proposed wording / formatting on the entrance signs. Wording can be amended based on the entrance and public right of way differences.

JUSTIFICATION:

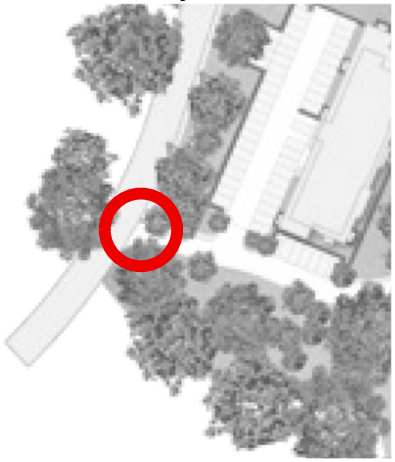
1. Provides a clear visual aid to people entering the estate, that they're entering an area that is distinctly different from the public roads.

2. Gives an opportunity to make certain rules / guideline messages clear as soon as people enter the estate.
3. Use of a set of Sunningdale Park branded signs will give residents and visitors alike, a sense of place and increase the prominence of the estate's brand value in the local area.

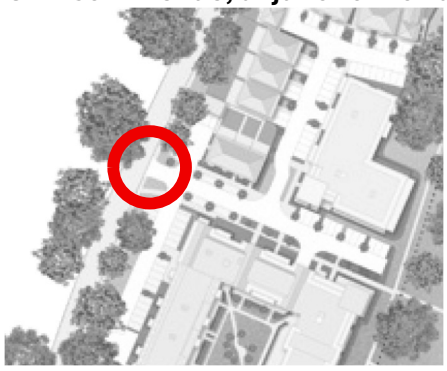
PROPOSED LOCATIONS:

1. **Linnet Drive, at the junction with Silwood Road**

2. **Madeira Walk, at junction to Larch Avenue**



3. **Crimson Avenue, at junction to Larch Avenue**



PROPOSAL 1.3 – Introduce Road Surface Markings

PROPOSAL:

Alongside additional signage, we propose for the painting of a thick road white line on the estate road entrances, with the addition of large 'PRIVATE' wording.

VISUAL EXAMPLE:

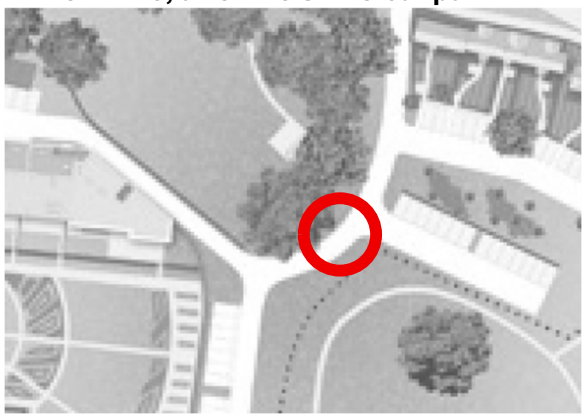
***Caption**: AI-generated image showing example thick white line and lettering.*

JUSTIFICATION:

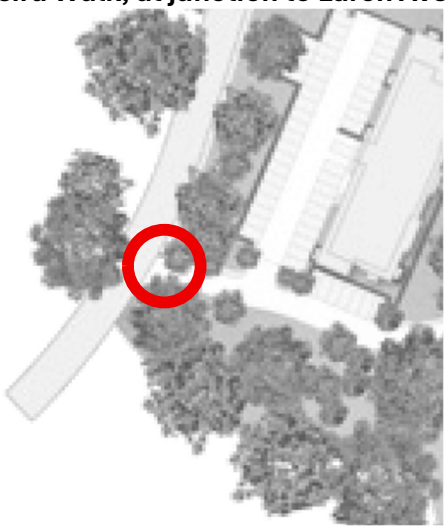
1. In the absence of a vehicle access barrier, which has been denied by Berkeley, adding a white line and message adds a clear, visual aid and deterrent to people in cars or on foot, that they know they're entering a private road / area, and shouldn't be going further

PROPOSED LOCATIONS:

1. **Linnet Drive, after the SANG car park**



2. Madeira Walk, at junction to Larch Avenue



PROPOSAL 1.4 - Upgrade of Existing Sign Quality

PROPOSAL:

We propose that other existing signage on the estate where messaging has worked, should be upgraded to a better quality, to match the proposed sign style set out elsewhere in this proposal.

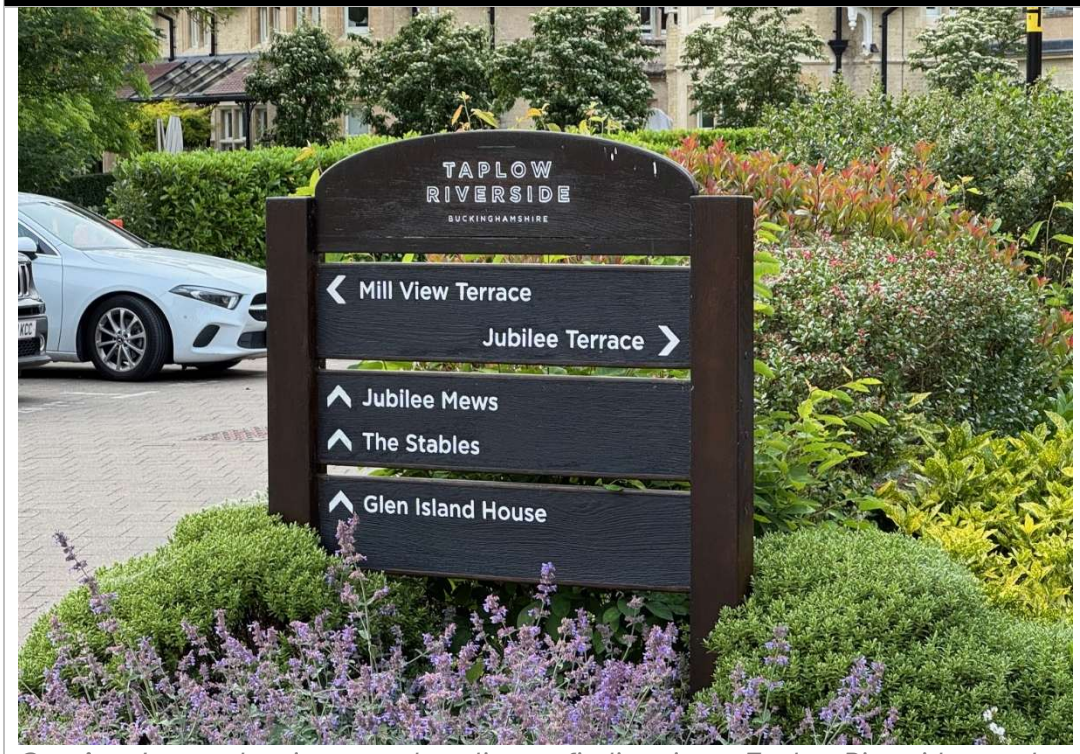
Signs need to be almost always at waist or head height - signs which are low to the ground have proven over the past 2 years to be ineffective in getting attention of the public.

Existing signage on the estate is made up of thin metallic plates placed on single metal tubes, which is some circumstances gives the impression to users that the estate is council adopted.

Signs should in some cases, stand out in colour to catch people's attention, as opposed to being a dark green, making them less visible.

The ROC is proposing more sturdy, higher quality looking signage, with the same messaging as before, where applicable.

VISUAL EXAMPLE:



***Caption**: Image showing a good quality wayfinding sign at Taplow Riverside, another Berkeley constructed estate.*

***Caption**: Image showing a good quality instruction sign, on the nearby Windsor Park estate, with the messaging at waist height, making it more visible to pedestrians.*

JUSTIFICATION:

1. Makes the existing signs more consistent with the other signs proposed in this document.
2. Use of a high-quality set of Sunningdale Park branded signs will give residents and visitors alike, a sense of place and increase the prominence of the estate's brand value in the local area.

PROPOSED LOCATIONS:

1. **Various**

PROPOSAL 1.5 – New Neighbourhood Watch Signs

PROPOSAL:

We're proposing Berkeley organise procurement and placement of Neighbourhood Watch signs at strategic points on the estate roads, potentially best placed alongside CCTV notice signs that are already in situ in several areas.

We have found a good supplier of neighbourhood watch signs and would recommend procuring from JAF Graphics:
https://www.jafgraphics.co.uk/neighbourhood-watch-robust-sign

VISUAL EXAMPLE:

***Caption**: Image showing proposed sign (X) showing a neighbourhood watch scheme is in operation*

JUSTIFICATION:

1. Provides a visual aid / reminder to would-be criminals that residents within the estate are vigilant and could reduce the number of suspicious activity incidents.
2. Increases brand of the estate neighbourhood watch scheme, which in turn can bring down home insurance premiums of residents.

PROPOSED LOCATIONS:

1. **On a lamp post, by Gardeners Cottages**
2. **On a lamp post, by the Dairy**
3. **On a lamp post, on Scholars Row**
4. **On a lamp post, beside Felstead**
5. **On a lamp post, on Holly Hill Drive**

PROPOSAL 1.6 – Introduce Fake Gates at Estate Entrances

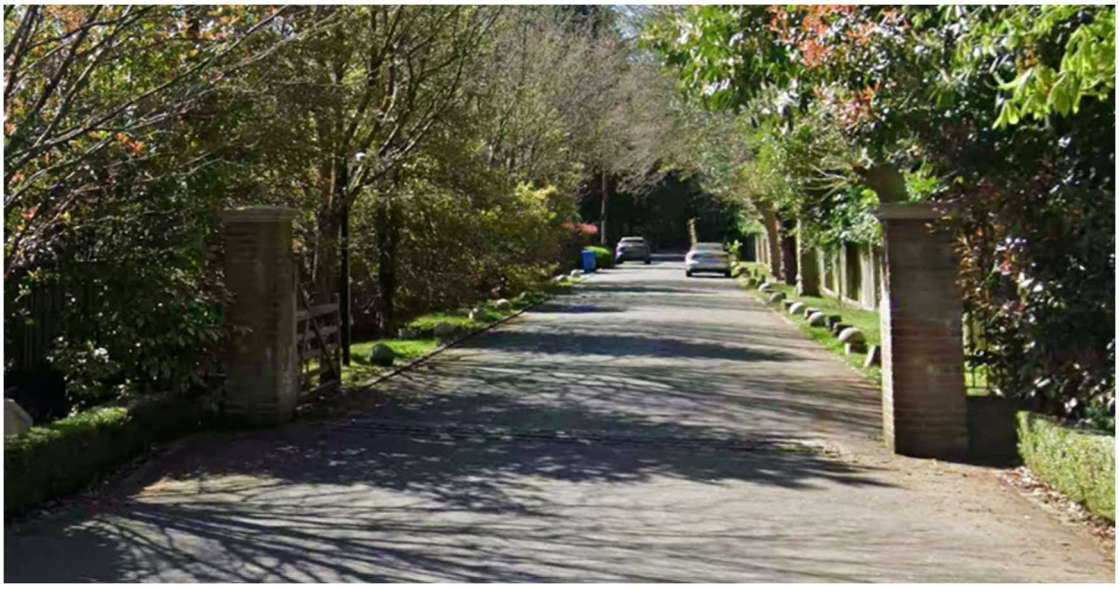
PROPOSAL:

In the absence of a working physical vehicle barrier, the ROC proposes the installation of faux fencing boundaries / gates, to distinguish on the estate roads where they essentially become private areas.

Whilst the faux gates would never be used practically, they provide a visual aid to drivers / pedestrians that it's a distinct separate area and discourages casual trespassing.

VISUAL EXAMPLE:

***Caption**: Image showing example fake gates / fencing that gives cars and pedestrians a feeling they're entering a distinctly different area.*



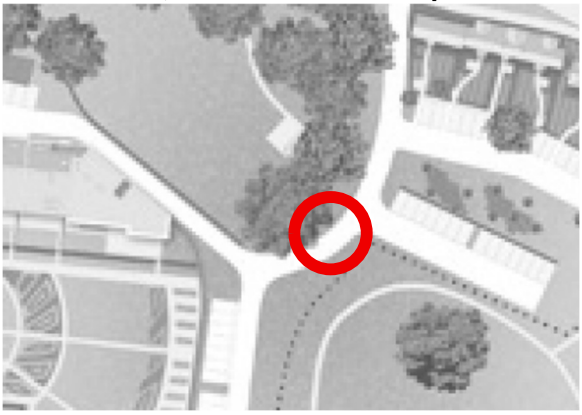
***Caption**: Photo of Fireball hill In Sunningdale that has gate sides and 'fake' wooden gates that helps gives the correct impression the person is entering into a private drive.*

JUSTIFICATION:

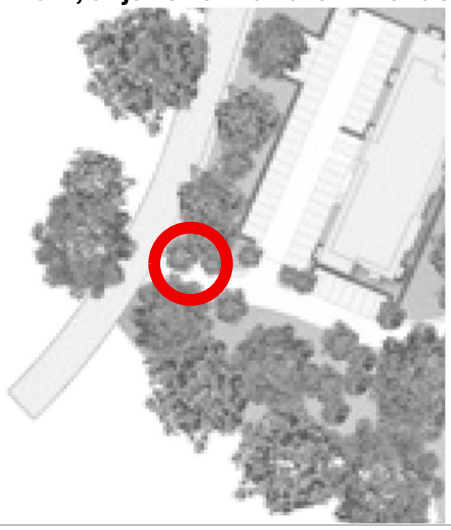
1. Would deter casual trespassers from entering the private areas of the estate, as it acts as a visual aid.
2. Is the 'next best' solution (in the absence of working barriers) to decrease the number of casual trespassers using private estate roads.

PROPOSED LOCATIONS:

1. **Linnet Drive, after the SANG car park**



2. **Madeira Walk, at junction to Larch Avenue**



SECTION 2 – PROPOSALS FOR LINNET DRIVE AREA

PROPOSAL 2.1 – New Signage Beside Lake

PROPOSAL:

We're proposing placement of a new sign on the pedestrian access gate at the end of Archbury Walk, that provides residents' access into the SANG.

The ROC understands the gate is required to provide public access during daylight hours, from the SANG to Audley's public access area (main lake) – however through confusing signage, they accidently or deliberately then trespass into private areas as a result.

VISUAL EXAMPLE:

***Caption**: Image showing current unauthorised sign placed by Audley on a Berkeley estate gate.*

***Caption**: Image showing current sign placed by Berkeley previously that looks like it was meant for somewhere else, thereby cluttering and confusing the space.*

PRIVATE LAND

No right of way
beyond this point

Dogs on leads at all times

***Caption**: Image showing potential wording of a new sign to be placed on the pedestrian gate*

PRIVATE AREA

Residents only
beyond this point

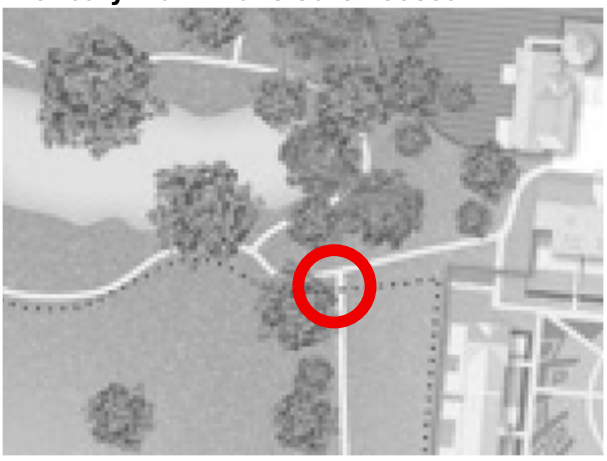
***Caption**: Image showing potential wording of a new sign to replace an older sign.*

JUSTIFICATION:

1. Some members of the public decide to deviate from the main path between the lake and SANG, and go into Archbury Walk, which is a private residents area and not a public walking route.
2. During busier periods such as weekends, members of the public have been spotted 15-20 times a day walking along Archbury Walk (rather than using the SANG) and in some cases going up to windows to look inside properties.
3. The existing sign (placed by Audley), does not protect owners' long-term interests in preventing a public right of way being created on the Archbury Walk / lake pedestrian gate.

PROPOSED LOCATIONS:

1. **Archbury Walk / Lake Gate Access**



PROPOSAL 2.2 – New Signage at Linnet Drive / Archbury Walk Junction

PROPOSAL:

There are a number of existing signs as this junction – creating a confusing situation for visiting drivers and pedestrians on foot.

VISUAL EXAMPLE:

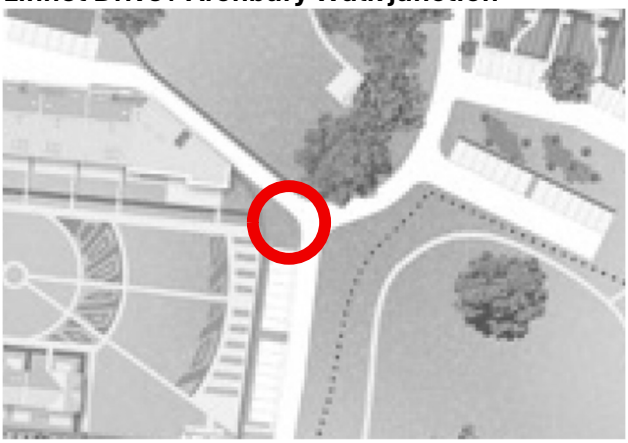
***Caption**: Image showing the existing set of signs at the junction – potentially confusing to drivers and pedestrians.*

JUSTIFICATION:

1. A new set of signs at this junction would reduce confusion of courier drivers and other visitors, causing less inconvenience for residents living on the estate.
2. Amongst the confusion, some messaging gets lost, which then potentially results in members of the public accidently trespassing / not realising they're in a private area.

PROPOSED LOCATIONS:

1. **Linnet Drive / Archbury Walk junction**



SECTION 3 – PROPOSALS FOR MADEIRA WALK

PROPOSAL 3.1 – New Signage at Felstead

PROPOSAL:

The current Felstead sign is placed facing slightly away from the road, removing any benefit of visitors and couriers seeing the sign and determining where to go.

We're proposing moving the existing sign, from its current placement, to facing directly onto the oncoming Madeira Walk road.

VISUAL EXAMPLE:

***Caption**: Image showing existing Felstead sign on the right in red, which partially faces away from the road.*

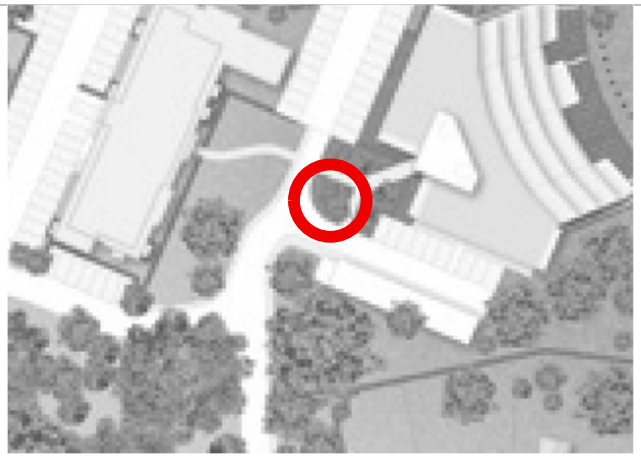
The green box highlights where we propose to move the sign to instead.

JUSTIFICATION:

1. Better placement of the sign would mean couriers and visitors do not get lost – resulting in happier residents.

PROPOSED LOCATIONS:

1. **Beside Felstead building and Madeira Walk**



PROPOSAL 3.2 – New Signage at Madeira Walk / Holly Hill Drive Junction

PROPOSAL:

The ROC is proposing Berkeley re-think the signage at this junction - similar to the situation on Linnet Drive – there is a mix of current signage, potentially confusing pedestrians and drivers alike. Some signs have very small font, making it unreadable unless stood directly beside it.

There is an existing sign which asks the public to access the SANG via Felstead, however the size of the sign and the writing on the sign, is too small to be read easily, even on foot. This then results in some members of the public using Holly Hill Drive to access the SANG parklands.

Plants in front of the sign naturally continue to grow, now obscuring half of the sign.

VISUAL EXAMPLE:

***Caption**: Image showing signage at the existing junction.*

PRIVATE AREA
Residents only
beyond this point

***Caption:** Additional proposed sign at Holly Hill Drive entrance.*

JUSTIFICATION:

1. Clearer signage for delivery couriers, as some residents have said parcels meant for Felstead have been delivered at the Mackenzie Court building instead.
2. Clearer signage that prevents members of the public from walking down Holly Hill Drive, which is a private area for residents only (no public walking route).
3. The existing sign does not protect owners' long-term interests in preventing a public right of way being created on both Madeira Walk & Holly Hill Drive roads.

PROPOSED LOCATIONS:

1. **Madeira Walk / Holly Hill Drive junction**

SECTION 4 – PROPOSALS FOR SCHOLARS ROW

PROPOSAL 4.1 – New Signage into Scholars Row

PROPOSAL:

We're proposing placement of a new sign at the entrance to Scholars Row, stating that it's a private area for residents only.

VISUAL EXAMPLE:

PRIVATE AREA
Residents only
beyond this point

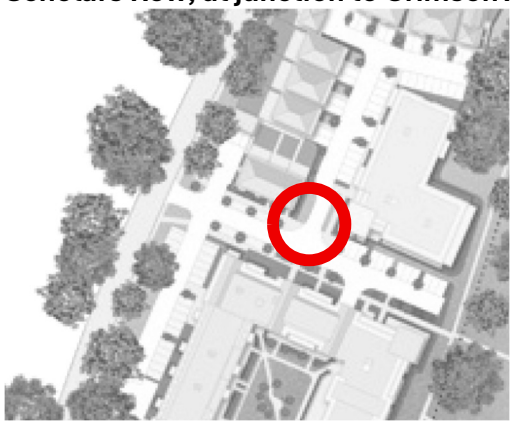
***Caption**: Example wording of a sign to be placed at the entrance to Scholars Row, to stop the street being used as de facto access into the SANG by members of the public.*

JUSTIFICATION:

1. Will prevent (as much as is possible without a vehicle barrier) members of the public from accidently or deliberately trespassing into a private residents' street within our estate.
2. The existing setup means it does not protect owners' long-term interests in preventing a public right of way being created along Scholars Row.

PROPOSED LOCATIONS:

1. **Scholars Row, at junction to Crimson Avenue**



PROPOSAL 4.2 – New Signage into Audley area

PROPOSAL:

We're proposing placement of a new sign at the end of Scholars Row into the Audley area, stating that it's a private access path for residents only.

VISUAL EXAMPLE:

PRIVATE AREA

Residents only
beyond this point

***Caption**: Example wording for a sign to discourage the estate's private area pathways being used as public access routes.*

JUSTIFICATION:

1. There is no approved public walking route along this path, and therefore the path should make clear it's for residents' use only.
2. By not having any sign, it does not protect owners' long-term interests in preventing a public right of way being created.

PROPOSED LOCATIONS:

1. **At the estate boundary, closest to Scholars Row.**