

Appendix

a

Chippenham

Sign Placement Study  
7 April 2014

# About the Sign Placement Study for Chippenham

In June 2012 Wiltshire Council was awarded funding by the Department for Transport through the Local Sustainable Transport Fund (LSTF). The LSTF project has three main elements focussing on improving rail services, making interchange more easy, and implementing smarter choice measures to encourage people to travel by more sustainable modes.

As part of their commitment to the LSTF, Wiltshire Council commissioned Atkins to develop a wayfinding strategy to support and improve the legibility of walking and cycling in several towns and villages in the county.

Atkins has developed an Outline Wayfinding Strategy to improve wayfinding. The outline strategy has been piloted in Chippenham in order to validate the strategy and to make clear, specific recommendations for improving wayfinding for pedestrians and cyclists in Chippenham.

This appendix presents the Chippenham Sign Placement Study. This documents clear recommendations for enhancing walking and cycling information in Chippenham with new and updated signage, based on the overarching wayfinding strategy.

## Contents

This appendix presents a Sign Placement Guide for Chippenham. Clear recommendations are made for improving wayfinding for pedestrians and cyclists, with the following included in this appendix:

- An overview map showing proposed high level sign placements.
- A location-by-location sign schedule highlighting specific recommendations and rationale for each proposed location.
- A table outlining indicative costs for procuring new signage products.
- Maps of proposed signposting content to be considered when compiling a full sign content schedule in a future detailed design stage.

## Aims and objectives

The aim of this project is to develop a wayfinding strategy to support and improve the legibility of walking and cycling in several towns and villages in Wiltshire. To achieve this we are undertaking the following phases of work:

- Data Review and Outline Strategy Development
- Chippenham Pilot Sign Placement Study
- Phase 1 Towns Sign Placement Study
- Phase 2 Towns Sign Placement Study
- Phase 3 Towns Sign Placement Study

An outline strategy has been developed, which has been tested in Chippenham.

- The outline strategy appraises the types and styles of signs already used in each town including Chippenham.
- The outline strategy identifies key types of destinations to support with signing. **This typology is applied to Chippenham in this appendix.**
- The outline strategy recommends the types of routes and locations to support with signs, and the types of signage which could be used. **This is tailored to Chippenham in this appendix to identify which routes and locations in Chippenham should be supported with signs, and the types of signage which should be used at each location.**
- **This appendix recommends whether existing signage at proposed locations should be kept, replaced or added to.**
- The outline strategy suggests costs estimates for new wayfinding products. **This appendix details cost estimates associated with new wayfinding products in Chippenham.**

## Overview of strategy

A successful wayfinding strategy has to consider the needs of a diverse range of users (i.e. workers, visitors, passers-by) and consider how they will interact with their surrounding environment.

We have identified a holistic approach consisting of a small number of guiding wayfinding principles to inform the development of the wayfinding strategy proposed for Wiltshire. This is based on national and international best practice and Atkins' experience in developing wayfinding strategies.

These principles will affect the sign design development, messaging schedule and map development, as well as the placement strategy for the new wayfinding sign family. They are general principles and apply to both walking and cycling.

### Designed for people

Wayfinding systems should follow all users in their journeys and support them with clear and useful information when they most need it. Wayfinding needs start before journeys take place, when people require information to plan their trip to a given destination. During their journeys, users need to be reassured about their location on site and provided with directions to their destinations.

### Informative

Wayfinding systems inform users not only about how to reach a given destination, but also about attractions available nearby, the character of the local area and what to expect from a walk or a cycle ride in town.

### **Coherent and consistent**

For wayfinding systems to be successful, they need to present information in a cohesive and consistent manner. This can be achieved following simple recommendations:

- The planning of the system and sign placement should accompany users along recommended routes, with no interruptions.
- Place and street naming conventions should be consistent across all products, to avoid doubts and misunderstanding.
- A common branding identity for all products also makes it easier for users to recognise and supplement any information they need to complete their journey.

### **Intuitive**

Wayfinding systems should be seamless and intuitive. It is paramount to avoid overloading users with information that can confuse their route planning.

Successful wayfinding systems provide just the right information at the right time, following the principle of “progressive disclosure”. They also make sure the amount of signage is reduced to a minimum by decluttering the locations of proposed signage from unnecessary signs. This supports the legibility and effectiveness of the system.

### **Inclusive**

The wayfinding strategy for Wiltshire is developed around the user experience and follows a “human scale” at all stages of design and implementation. The needs of all users are taken into account while developing contents and all aspects of design, from graphics to product specifications and installations.

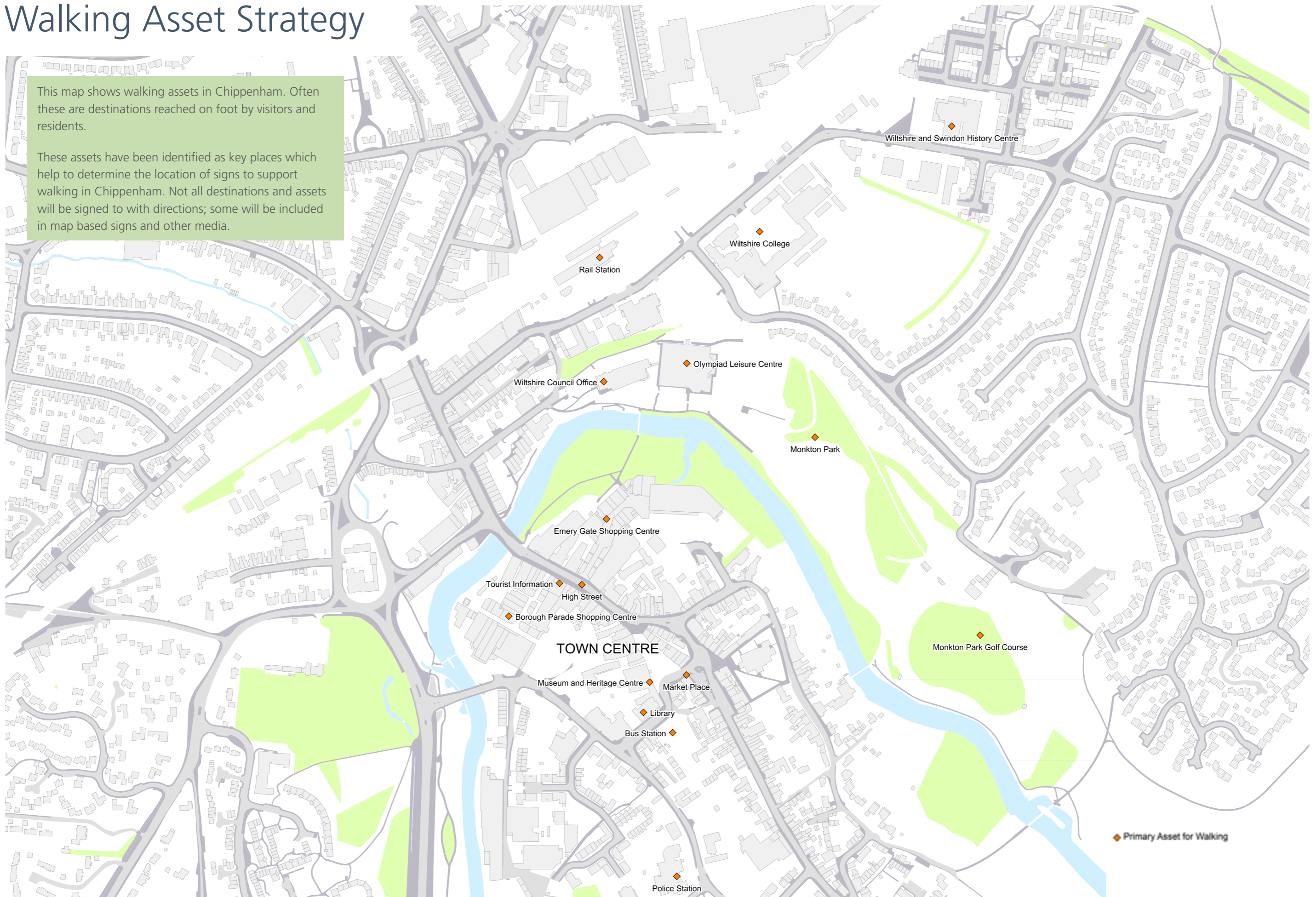
### **Sustainable**

Walking and cycling wayfinding systems are by definition designed to support sustainable forms of travel. Wherever possible, they should also make use of fully recyclable materials with minimal whole life costs, such as steel, aluminium and toughened glass.

# Walking Asset Strategy

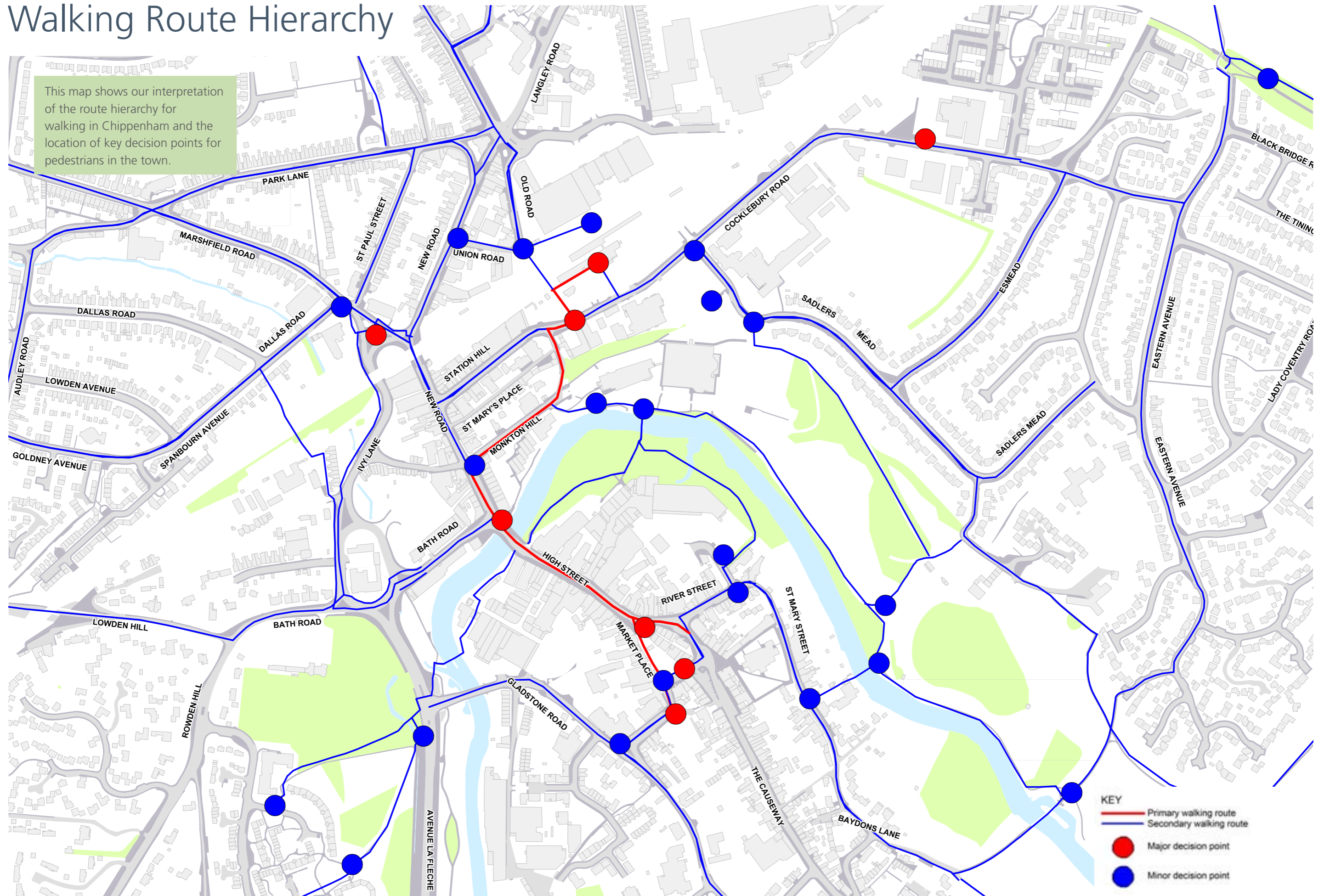
This map shows walking assets in Chippenham. Often these are destinations reached on foot by visitors and residents.

These assets have been identified as key places which help to determine the location of signs to support walking in Chippenham. Not all destinations and assets will be signed to with directions; some will be included in map based signs and other media.



# Walking Route Hierarchy

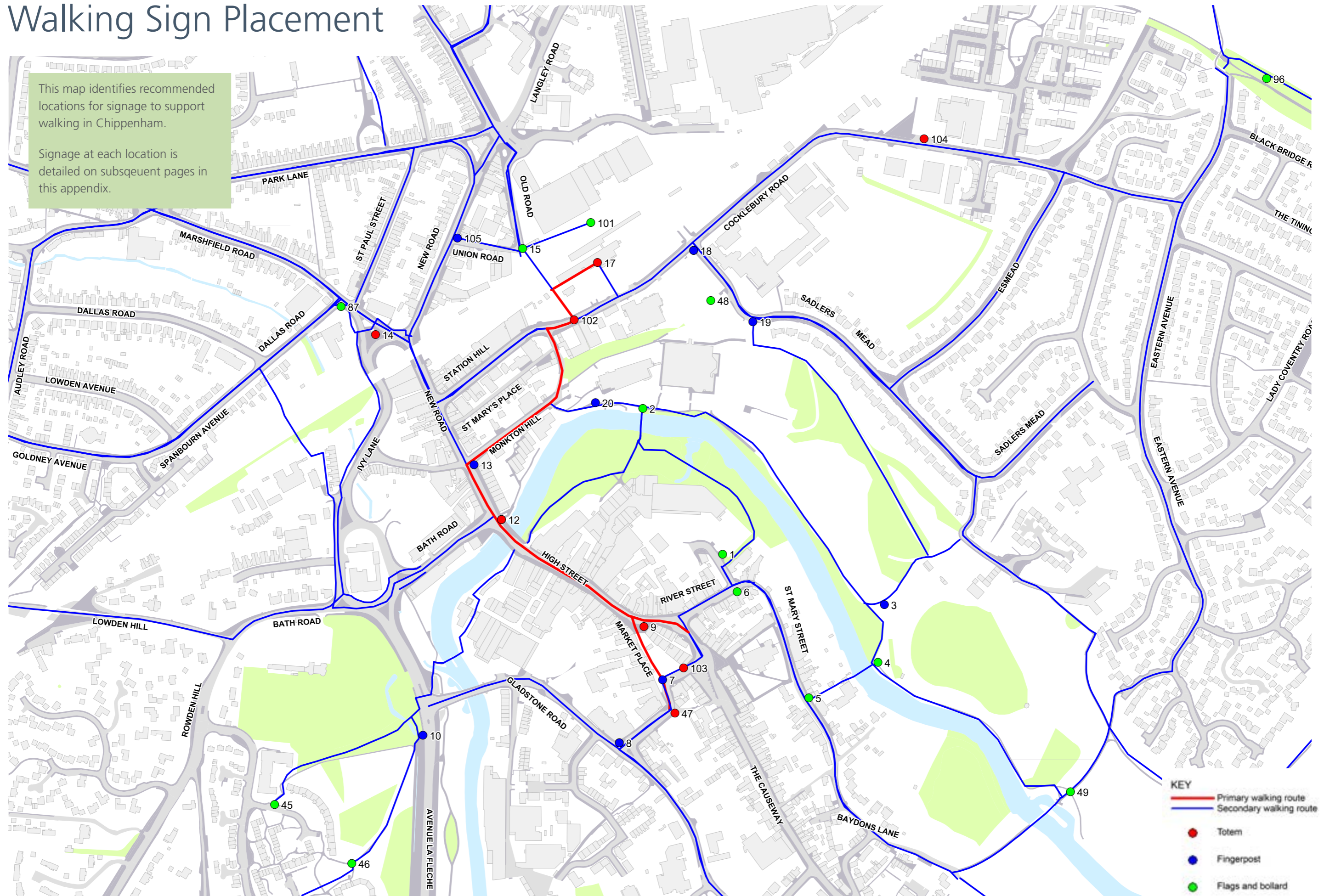
This map shows our interpretation of the route hierarchy for walking in Chippenham and the location of key decision points for pedestrians in the town.



# Walking Sign Placement

This map identifies recommended locations for signage to support walking in Chippenham.

Signage at each location is detailed on subsequent pages in this appendix.



# Walking Sign Product Details

## Arrival / Interpretation Totem

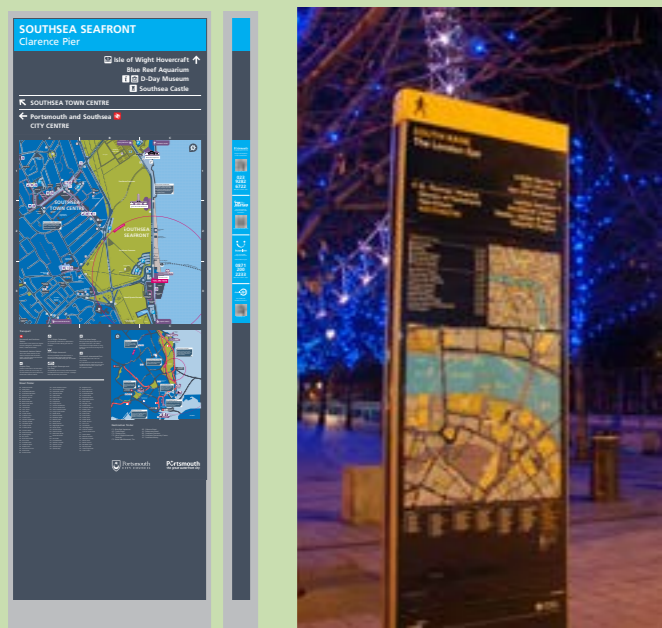
**Description:** Large bespoke or off-the-shelf totem to provide extensive, map-based information to visitors and local residents. Key pedestrian wayfinding tool to be used at main arrival points (e.g. rail stations) or in the heart of busy areas, such as public squares or pedestrianised high streets. Recommendations for sign content includes:

- Local area map to show primary, secondary and tertiary assets, including primary and secondary destinations, transport information, retail, accessibility detail (i.e. footways, road crossings facilities, steps, ramps and lifts), green spaces and walking routes.
- Context or wider area map providing information on longer walking routes and destinations further away. The maps should include walking time tools to encourage walking over other modes of transport.
- A street index, a destination finder and interpretative and/or historical information about the town. Signposting to primary destinations, in a similar manner to traditional fingerposts.

**Typical size:** 2500mm high x 700mm wide x 120mm deep

**Materials:** typically steel frame with enamelled panels or vinyl prints behind glass panels for ease of updates.

**Costs (approximate):** product £4,500; installation £800; additional design work £1,000; Total £6,300 per product. Assumes off-the-shelf product using existing cartography with minimal additional design work.



## Navigation Totem

**Description:** Slim bespoke or off-the-shelf totem. Sign product and content similar to the larger totems but with a smaller product footprint for more convenient placement. This would typically result in a smaller local area map and reduced space for interpretative information.

This is the key walking wayfinding tools to be used along primary walking routes and decision points as it provides information that is normally included in a typical fingerpost, but much more in the form of a local and context map. It provides more comprehensive journey planning information which has significant advantages for supporting complex routes or where accessibility is a concern.

**Typical size:** 2700mm high x 450mm wide x 120mm deep

**Materials:** typically steel frame with enamelled panels or vinyl prints behind glass panels for ease of updates.

**Costs (approximate):** product £3,500; installation £800; additional design work £700; Total £5,000 per product. Assumes off-the-shelf product using existing cartography with minimal additional design work.



## Fingerpost

**Description:** Bespoke or off-the-shelf fingerpost product. The fingers signpost along the walking routes to key local and wider destinations. To be used between totems to assist with decisions at simple junctions where a change of direction or route confirmation is required. The product used in Chippenham is of a high quality design and material and in line with other street furniture. This particular product could be retained and used for new locations which require additional support or for updates to existing non-matching fingerposts.

**Typical size:** 3,000mm high (post) x 800 - 1,000mm long (finger slats)

**Materials:** typically steel or aluminium core posts with polyurethane or steel finger slats.

**Costs (approximate):** product £1,500; installation £500; Total £2,000 per product. Assumes off-the-shelf product with minimal additional design work.



## Flags / Finger slats

**Description:** Bespoke, DfT recommended or off-the-shelf finger slat product. Finger slats to be mounted primarily onto existing posts or permanent surfaces when a standalone fingerpost may create excessive clutter or not be strictly necessary.

In the town centre, where high quality street furniture is located, the finger slats should be the same as those used for the pedestrian fingerposts. In outer areas and parks, standard DfT flags showing the walking man should be used instead. Whenever possible, typically on shared use routes, this should be integrated with cycle signage by selecting the appropriate destinations and including a walking man on cycle signs.

**Typical size:** approx. 800mm long x 150 - 300mm high depending on content displayed. Mounted with minimum head clearance of 2,100mm.

**Materials:** typically steel or aluminium frame and panel with painted or powder-coated content. DfT signs are typically 3mm aluminium panels with reflective finish. Must be attached using tapped screws or similar to prevent rotation.

**Costs (approximate):** product and installation £100. Assumes off-the-shelf product with minimal additional design work.



# Cycling Asset Strategy

This map shows assets for cycling in Chippenham. Often these are places accessible by bicycle and used by visitors and residents. The National Cycle Network is included as a key cycling asset.

These assets have been identified as key places which help to determine the location of signs to support cycling. Not all destinations and assets will be signed to with directions; some will be included in map based signs and other media.

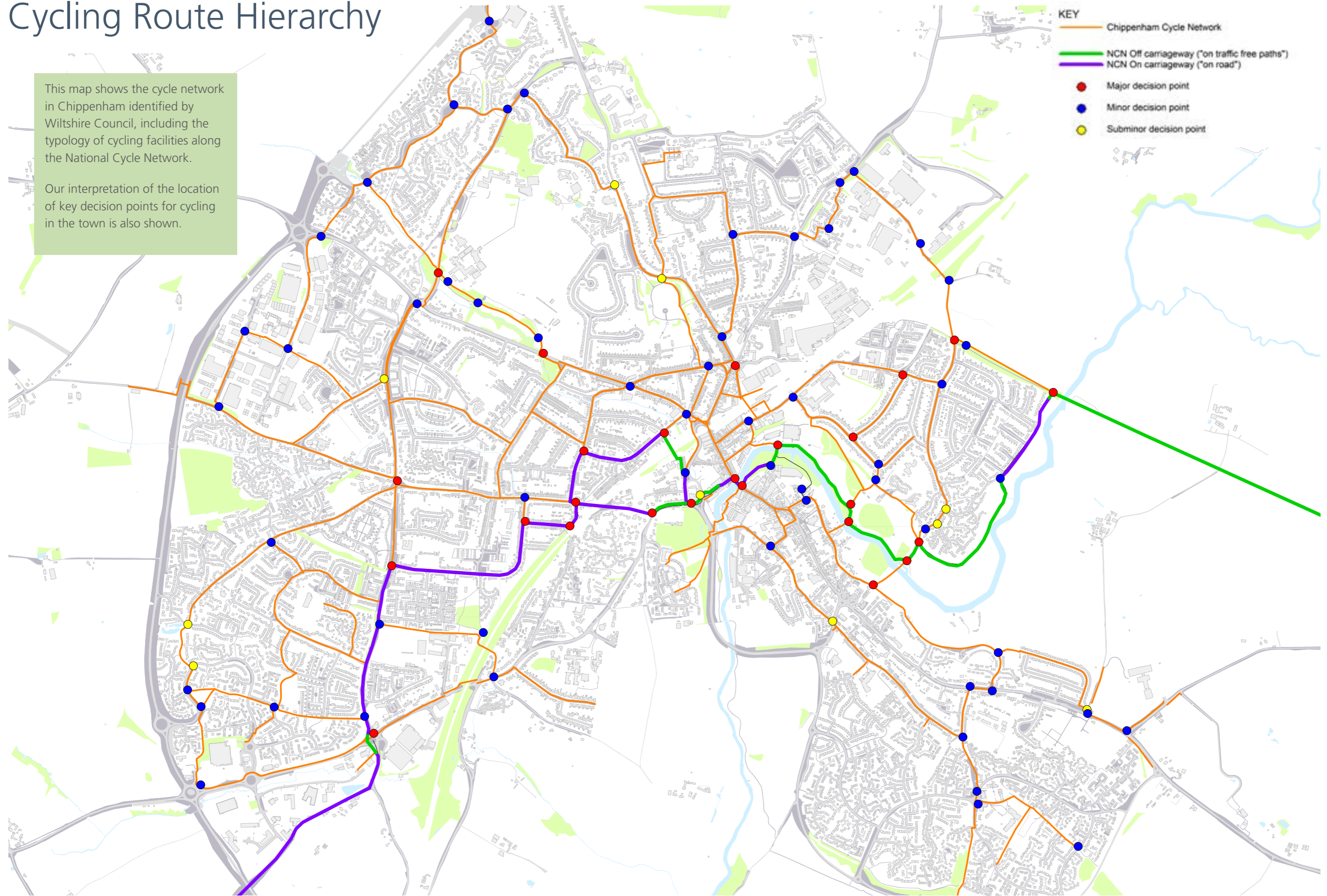




# Cycling Route Hierarchy

This map shows the cycle network in Chippenham identified by Wiltshire Council, including the typology of cycling facilities along the National Cycle Network.

Our interpretation of the location of key decision points for cycling in the town is also shown.



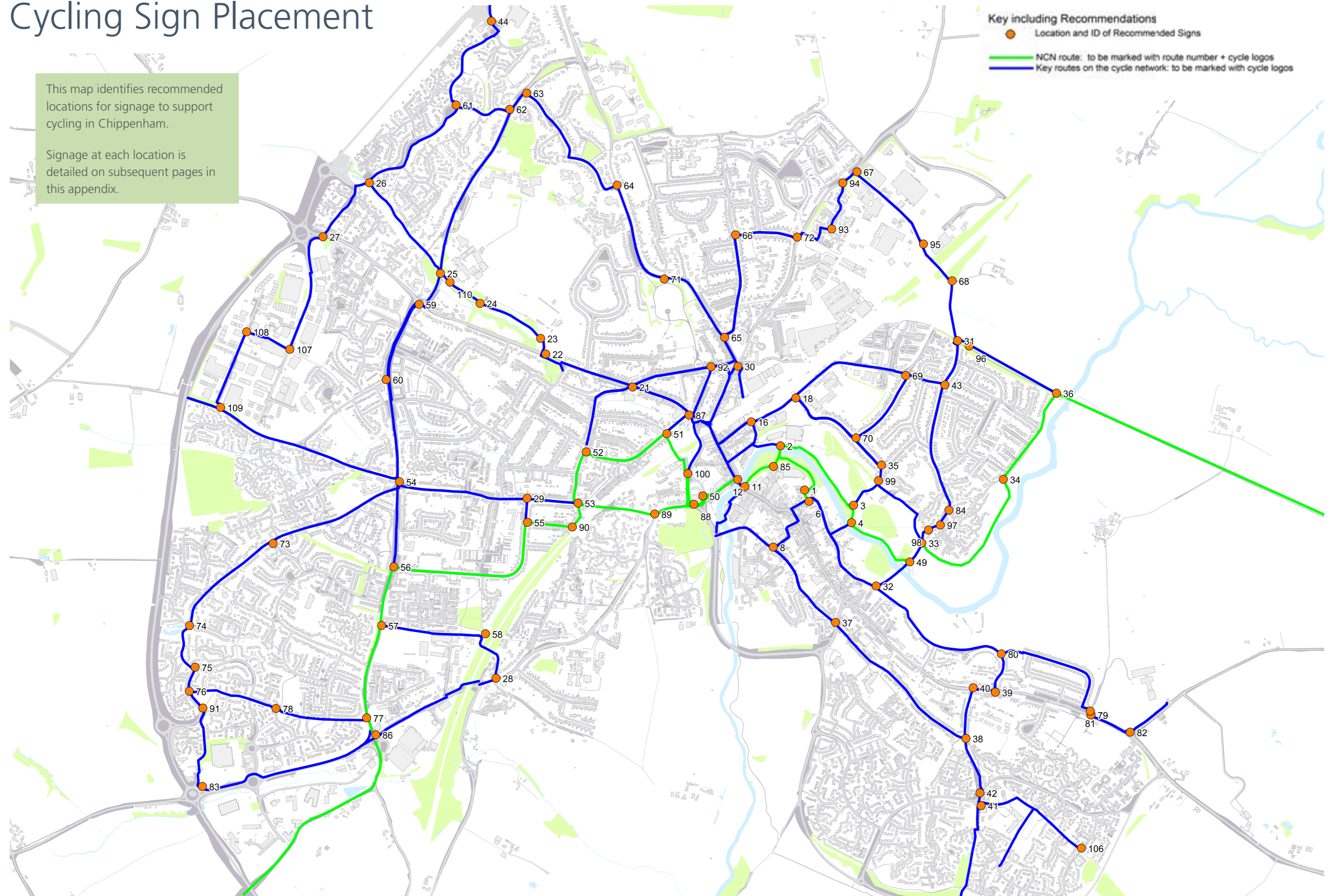
# Cycling Sign Placement

This map identifies recommended locations for signage to support cycling in Chippenham.

Signage at each location is detailed on subsequent pages in this appendix.

### Key including Recommendations

- Location and ID of Recommended Signs
- NCN route: to be marked with route number + cycle logos
- Key routes on the cycle network: to be marked with cycle logos



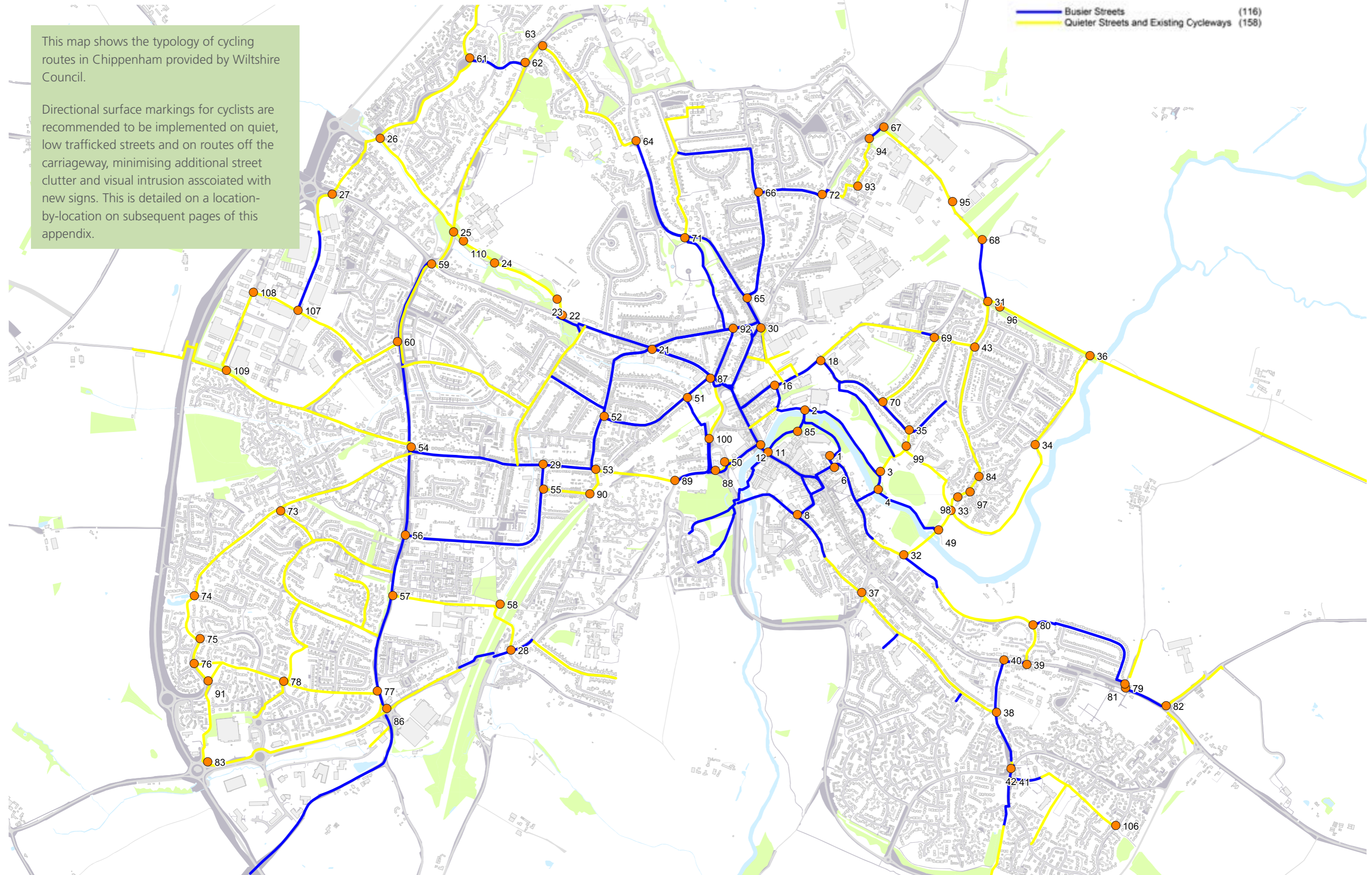
# Cycling Direction Signs on Quiet Streets

This map shows the typology of cycling routes in Chippenham provided by Wiltshire Council.

Directional surface markings for cyclists are recommended to be implemented on quiet, low trafficked streets and on routes off the carriageway, minimising additional street clutter and visual intrusion associated with new signs. This is detailed on a location-by-location on subsequent pages of this appendix.

**Key including Recommendations**

- Location and ID of Recommended Signs
- Busier Streets (116)
- Quieter Streets and Existing Cycleways (158)



# Cycling Sign Product Details

## Fingerpost

**Description:** Fingerposts based on the NCN products, i.e. DfT blue flags mounted on white posts. Bespoke designs also possible, based on the existing NCN signs.

High quality fingerposts located at major decision points in parks and along shared use routes, mostly away from highways. The signs are used to provide directional information including cycle times and indicate the presence of cycling routes in the area. They can be integrated with pedestrian information, or as a minimum include the walking man pictogram on shared use routes.

Each flag would typically include a maximum of three lines of text, to ensure legibility.

In addition to cycle routes, signs could direct to "Town Centre" or neighbouring towns from outer areas, or to specific destinations within the town centre, e.g. High Street. Cycle times are recommended.

Finials should be included at the top of each post to denote the NCN route, where applicable.

**Typical size:** 3,300mm high post x 800 -1,000mm long finger slats depending on content.

**Materials:** steel post and steel / aluminium flag panels with anti-rotation fixing.

**Costs (approximate):** product £1,500; installation £500; Total £2,000 per product. Assumes off-the-shelf product with minimal additional design work.



## Flags

**Description:** Post-mounted directional flags e.g. TSRGD diagrams 2601 and 2602 or similar, variants with cycle times in place of distances.

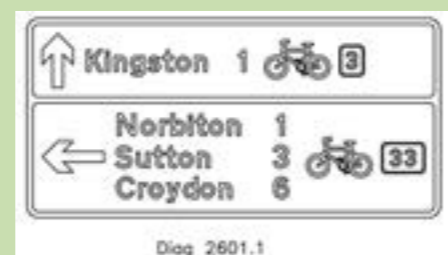
Directional flags to be used at intersections where advance warning for cyclists and motorists is required, e.g. main roads. Flags can be mounted on existing sign posts or permanent furniture to avoid the need for a new fingerpost, but in some instances may require a new post.

Signs would typically direct to "Town Centre" from outer areas and to specific destinations within the town centre, e.g. High Street. The railway pictogram should be used when directing to the station. Flags located in outer areas could include cycle times to encourage cycling to the town centre (TBD).

**Typical size:** minimum approx. 300mm x 150mm but dependant on content. Min. mounting height of 2,300mm.

**Materials:** typically 3mm aluminium panels with reflective finish. Flags should be secured using anti-rotation fixings.

**Costs (approximate):** product and installation £100. Assumes off-the-shelf product.



## Bollards

**Description:** Existing or new bollards with directional information and/or route information (TBD) applied to surface.

Bollards providing directional information to be used in place of fingerpost, where space is limited or in environmentally sensitive areas to keep in-line with the landscaping whilst providing useful information to cyclists. This should be a bespoke design based on the NCN bollards and NCN temporary signage.

Alternatively, it could make use of small directional flags (e.g. 2602) although this is not the preferred option. As a minimum this should include the cycle logo and an arrow on a blue background, but could also show the NCN route number in red and/or a brief destination name, e.g. "Town Centre" or "Town".

**Typical size:** bollard size TBD. Sign display area approx. 300mm high x 150mm wide, and positioned approx. 500 -1,500mm above floor level.

**Material:** typically 3mm aluminium panel or similar mounted onto new or existing bollard.

**Costs (approximate):** product £30 - £200 depending on bollard design; installation £250; Total approx. £365 per product. Assumes off-the-shelf product.



## Cycle Logo

**Description:** Permanent road marking showing the cycle logo. TSRGD cycle symbol 1057 or similar.

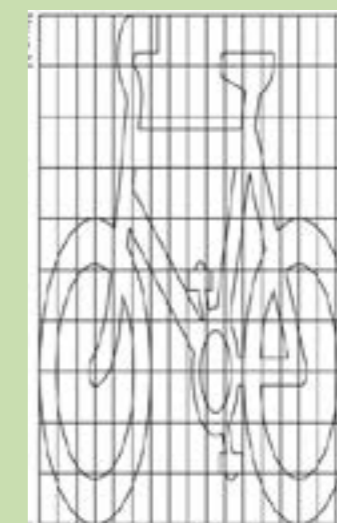
Surface marking to be used along selected cycle routes across the town. This is a key wayfinding tool to provide route confirmation along routes and at sub-minor decision points without the need for additional flag or finger post-type signage.

Typically painted along the left hand edge of the carriageway, the logo is visible to all road users and can also serve to highlight the presence of cyclists to motorists. Also, it replaces less discreet vertical signage for route confirmation.

**Typical size:** 1215mm x 750mm

**Material:** white road markings (thermoplastic, cold plastic, preformed material or paint depending on local conditions).

**Costs (approximate):** product £30; installation £500 / day (number of signs painted per day TBD).



## Directional Cycle Logo

**Description:** Road marking showing the cycle logo and a small arrow indicating the direction along the cycle route. TSRGD cycle logo 1057 + Arrow 1059 or similar.

To be used at intersections of routes marked with the cycle logo to provide continuity. They are a key wayfinding tool to provide directions at minor decision points. Along the NCN, this could include the route number (e.g. 403) below the cycle logo. The exact design of the markings to be defined at detailed design and implementation stage.

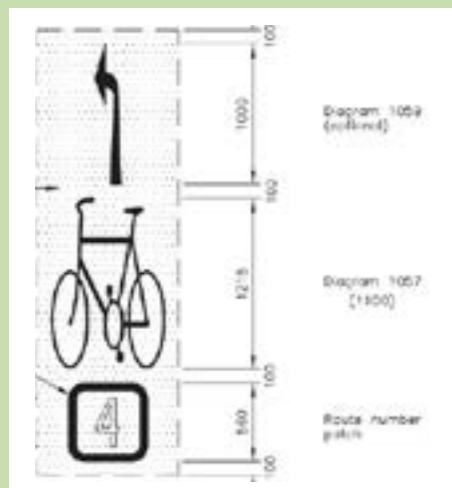
The sign could include text such as “Town” to indicate direction to the town centre from the outer areas without the use of additional signage, especially for signs located on private land and environmentally sensitive areas.

Note: TSRGD regulations state that any directional cycle markings on highways should be accompanied by vertical flag signage. Several cycling wayfinding systems such as schemes in London, Devon and Cornwall do not use vertical flags, where such signs are associated with street clutter and visual intrusion. The use of the directional cycle markings without vertical flags on highways requires DfT approval. We suggest that this approach be taken.

**Typical size:** see below for indicative dimensions.

**Materials:** white road markings (thermoplastic, cold plastic, preformed material or paint depending on local conditions).

**Costs (approximate):** product £45; installation £500 / day (number of signs painted per day to be determined).



## Cost Estimates

### Introduction

The following is an indicative cost estimate for the signs recommended in this appendix.

Sign Type	Indicative cost per item, including installation	Total Items	Indicative total cost, including installation
Bollard	£365	15	£5,475
Flag	£100	122	£12,200
Fingerpost	£2,000	13	£26,000
Road Sign	£TBC	2	£TBC
Surface Markings (Cycle logos with direction markings)	£30	78	£2,340
Surface Markings (Cycle logos on key routes on cycle network)	£TBC	TBC	£TBC
Arrival Interpretation Totem	£5,300	2	£10,600
Navigation Totem	£4,300	6	£25,800

The values in the table do not include:

- Additional design work
- Economies of scale
- Costs for surface markings which are recommended as part of the wayfinding strategy to identify the cycle network.
- Costs for updating existing motorised vehicular road signs with integrated cycle direction information.

The values in the table require review by Wiltshire Council to confirm supplier costs for product manufacture and installation.

The total cost will be reduced by economies of scale which can be identified in collaboration between Atkins and Wiltshire Council.

# Location 1



Map of proposed sign location

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
1	Both	Secondary	Minor	Secondary	Minor	1 Flag	Support quiet route to riverwalk	Replace existing signs. Reuse existing post	Walking and cycling DfT signage



Proposed sign location - existing conditions

# Location 2



Map of proposed sign location

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
2	Both	Secondary	Minor	Primary	Major	2 Surface Marking 1 Flag	Support routes to town centre and along NCN	Remove stickers	Walking and NCN flags on existing lamppost opposite bridge. Directional surface markings on shared use paths



Proposed sign location - existing conditions

# Location 3

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
3	Both	Secondary	Minor	Secondary	Major	2 Surface Marking 1 Finger Post	Routes to station and high street	Replace existing fingerpost	New fingerpost for walking and cycling. Directional NCN surface markings on shared use paths



Map of proposed sign location



Proposed sign location - existing conditions

# Location 4

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
4	Both	Secondary	Minor	Primary	Major	2 Flag	Routes to station and high street	Remove stickers	NCN flags for walking and cycling mounted on existing railing



Map of proposed sign location



Proposed sign location - existing conditions

# Location 5

Location	Mode	Route	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
			Decision Point	Route	Decision Point	Route				
5	Walking	Secondary	Minor				1 Flag	Routes to station and park	Remove existing flag. Maintain existing regulatory signage and consider reducing sign clutter	DfT flag for walking mounted on existing post.



Map of proposed sign location



Proposed sign location - existing conditions

# Location 6

Location	Mode	Route	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
			Decision Point	Route	Decision Point	Route				
6	Both	Secondary	Minor	Secondary	Minor		1 Flag	Support routes to town centre and riverwalk	Replace existing post-mounted flags	Walking and cycling DfT signage



Map of proposed sign location



Proposed sign location - existing conditions



# Location 7

Location	Mode	Route	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
			Decision Point	Route	Decision Point	Route				
7	Walking	Primary	Minor				1 Finger Post	Gate to the town centre, providing directions to Bus Station	Replacing existing fingerpost	Update signposting info on existing fingerpost



Map of proposed sign location



Proposed sign location - existing conditions

# Location 8

Location	Mode	Route	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
			Decision Point	Route	Decision Point	Route				
8	Both	Secondary	Minor		Secondary	Minor	2 Flag 1 Finger Post	Support route to town centre	No existing signage	Pedestrian fingerpost. Flags for cyclists.



Map of proposed sign location



Proposed sign location - existing conditions

# Location 9

Location	Mode	Route	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
			Decision Point	Route	Decision Point	Route				
9	Walking	Primary	Major				1 Totem	Map-based sign in main pedestrianised area along the high street	Remove existing information board and fingerpost	Interpretation totem with information, street index and destination finder



Map of proposed sign location



Proposed sign location - existing conditions

# Location 10

Location	Mode	Route	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
			Decision Point	Route	Decision Point	Route				
10	Walking	Secondary	Minor				1 Finger Post	Support quiet route	No existing signage	DfT fingerpost by railings



Map of proposed sign location



Proposed sign location - existing conditions

# Location 11

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
11	Cycling			Primary	Major	1 Flag	Support cycle route to park and riverwalk	Replace existing signage	NCN flag on railings or bridge structure minimising visual clutter



Map of proposed sign location



Proposed sign location - existing conditions

# Location 12

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
12	Both	Primary	Major	Primary	Major	2 Flag 1 Totem	Main gate to the town centre. Support route to rail station and cycle network along river	Remove existing fingerpost and cycle stickers	Pedestrian navigation totem on eastern footway. NCN flag for cycling approaching the roundabout.



Map of proposed sign location



Proposed sign location - existing conditions

# Location 13

Location	Mode	Route	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
			Decision Point	Route	Decision Point	Route				
13	Walking	Primary	Minor				1 Finger Post	Support quiet route to rail station	Replace existing fingerpost	



Map of proposed sign location



Proposed sign location - existing conditions

# Location 14

Location	Mode	Route	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
			Decision Point	Route	Decision Point	Route				
14	Walking	Secondary	Major				1 Totem	Support entrance to the town centre through arches and route to rail station. Complex junction	No existing pedestrian signage	Navigation totem in garden area to support a number of different routes to/from town centre



Map of proposed sign location



Proposed sign location - existing conditions

# Location 15

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
15	Walking	Secondary	Minor			1 Flag	Support routes to rail station and town centre through bridge	No existing signage	Flag on existing lamppost



Map of proposed sign location



Proposed sign location - existing conditions

# Location 16

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
16	Cycling			Secondary	Minor	1 Surface Marking	Support quiet route from and to station	Remove existing fingerpost	Surface marking to station and areas north of station via footbridge



Map of proposed sign location



Proposed sign location - existing conditions

# Location 17

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
17	Walking	Primary	Major			1 Totem	Main arrival point	No existing signage	Arrival totem outside station entrance. Map-based sign required to show alternative routes and town destinations



Map of proposed sign location



Proposed sign location - existing conditions

# Location 18

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
18	Both	Secondary	Minor	Secondary	Minor	2 Flag 1 Finger Post	Route to history centre and town centre	Remove existing flag	Fingerpost at intersection. Flags for cyclists at junction



Map of proposed sign location



Proposed sign location - existing conditions

# Location 19

Location	Mode	Route	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
			Decision Point	Route	Decision Point	Route				
19	Walking	Secondary	Minor				1 Finger Post	Support route to park and riverwalk	Remove existing post	



Map of proposed sign location



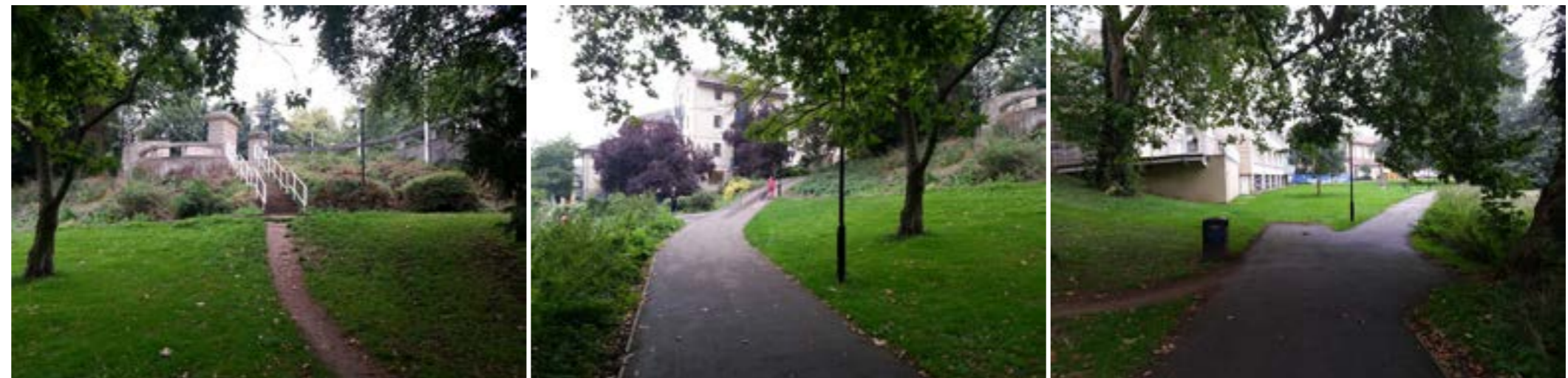
Proposed sign location - existing conditions

# Location 20

Location	Mode	Route	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
			Decision Point	Route	Decision Point	Route				
20	Walking	Secondary	Minor				1 Finger Post	Directions to rail station and town centre	No existing signage	Pedestrian fingerpost



Map of proposed sign location



Proposed sign location - existing conditions

# Location 21

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
21	Cycling			Secondary	Minor	2 Flag	Support link to NCN and rail station	No existing cycle signage	Flags at roundabout



Map of proposed sign location



Proposed sign location - existing conditions

# Location 22

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
22	Cycling			Secondary	Major	1 Surface Marking 2 Flag 1 Finger Post	Direct cyclists to quiet route away from Bristol Rd	Replace existing fingerpost	Replace fingerpost. Flags on Bristol road to direct cyclists to quiet route. Surface markings to town centre on shared use path



Map of proposed sign location



Proposed sign location - existing conditions



# Location 23

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
23	Cycling			Secondary	Minor	1 Surface Marking 1 Bollard	Confirm most direct shared use path	Replace existing fingerpost.	Directional bollard and surface marking to town centre. Recommended shared use symbol on both paths



Map of proposed sign location



Proposed sign location - existing conditions

# Location 24

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
24	Cycling			Secondary	Minor	1 Surface Marking 1 Bollard	Confirm route to town centre	Remove shared use post	Directional bollard and surface markings to town centre



Map of proposed sign location



Proposed sign location - existing conditions

# Location 25

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
25	Cycling			Secondary	Major	2 Surface Marking 3 Flag	Confirm route to town centre across Hardenhuish Ln	Replace existing signage	Directional surface markings on shared use path. Replace flag with directions to town centre and flag on railings. Flags on Hardenhuish Ln to town centre to redirect to quiet route



Map of proposed sign location



Proposed sign location - existing conditions

# Location 26

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
26	Cycling			Secondary	Minor	2 Surface Marking 1 Bollard	Support quiet route to town centre	No existing cycle signage	Directional bollard to town centre. Surface markings to town centre on shared use path



Map of proposed sign location



Proposed sign location - existing conditions

# Location 27

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
27	Cycling			Secondary	Minor	4 Surface Marking 2 Flag	Support routes away from roundabout	No existing cycle signage	Flags on Bristol Rd to direct to quiet route. Directional surface markings at entrances to shared use paths



Map of proposed sign location



Proposed sign location - existing conditions

# Location 28

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
28	Cycling			Secondary	Minor	2 Surface Marking 2 Flag	Support quiet route to NCN through park	No existing cycle signage	Flag mounted on existing post. Directional surface markings on quiet route to confirm directions to park and NCN



Map of proposed sign location



Proposed sign location - existing conditions

# Location 29

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
29	Cycling			Primary	Minor	2 Flag	Support regional route and link to NCN	No existing cycle signage	Flags mounted on existing post to confirm NCN route to town centre



Map of proposed sign location



Proposed sign location - existing conditions

# Location 30

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
30	Cycling			Secondary	Major	2 Road Sign	Support route to rail station and town centre	Update road signage with cycle directions	Complex junction close to rail station



Map of proposed sign location



Proposed sign location - existing conditions

# Location 31

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
31	Cycling			Secondary	Major	2 Flag	Support quiet route to NCN through park	Replace existing cycle signage	Flags mounted on both sides of existing gate



Map of proposed sign location



Proposed sign location - existing conditions

# Location 32

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
32	Cycling			Secondary	Major	2 Surface Marking 2 Flag	Linking the NCN and support route to town centre	Replace existing cycle signage	Directional flags on existing gate. Surface markings directing to town centre



Map of proposed sign location



Proposed sign location - existing conditions

# Location 33

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
33	Cycling			Primary	Major	1 Finger Post	Directions at intersection between regional and national cycle routes	Retain existing fingerpost and flags	Useful high quality sign. Retain existing fingerpost



Map of proposed sign location



Proposed sign location - existing conditions

# Location 34

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
34	Cycling			Primary	Minor	1 Bollard	Minimise signage to support NCN route through green space	Replace existing post with bollard	Bollard providing directions to NCN route



Map of proposed sign location



Proposed sign location - existing conditions

# Location 35

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
35	Cycling			Secondary	Minor	1 Surface Marking	Support route to town centre through park	No existing signage	Surface markings to town centre through park



Map of proposed sign location



Proposed sign location - existing conditions

# Location 36

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
36	Cycling			Secondary	Major	2 Flag 1 Finger Post	Directions at intersection between regional and national cycle routes	Retain existing fingerpost and flags	Useful signage



Map of proposed sign location



Proposed sign location - existing conditions

# Location 37

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
37	Cycling			Secondary	Subminor	2 Surface Marking 2 Flag	Confusing junction. Support direct route to town	No existing cycle signage	Flags mounted on existing gates. Directional surface markings on quiet streets to confirm route



Map of proposed sign location



Proposed sign location - existing conditions

# Location 38

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
38	Cycling			Secondary	Minor	2 Flag	Support route to town centre	No existing cycle signage.	Directions to town centre and other routes. Shared use regulatory sign recommended at Forest Ln entrance



Map of proposed sign location



Proposed sign location - existing conditions



# Location 39

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
39	Cycling			Secondary	Minor	2 Flag	Support route to town centre	No existing cycle signage	Directions to town centre via quiet route. Flag on London Road on existing lamppost



Map of proposed sign location



Proposed sign location - existing conditions

# Location 40

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
40	Cycling			Secondary	Minor	2 Flag	Support route to town centre	No existing cycle signage	Directions to town centre via quiet route.



Map of proposed sign location



Proposed sign location - existing conditions

# Location 41

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
41	Cycling			Secondary	Minor	3 Flag	Support route to town centre	No existing cycle signage	Directions to town centre either side of roundabout



Map of proposed sign location



Proposed sign location - existing conditions

# Location 42

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
42	Cycling			Secondary	Minor	2 Surface Marking 1 Bollard	Support quiet route to town centre	No existing cycle signage	Directional bollard and surface markings on shared use path to direct to town centre. Shared use sign recommended on existing bollard at entrance to Forest Ln.



Map of proposed sign location



Proposed sign location - existing conditions

# Location 43

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
43	Cycling			Secondary	Minor	2 Surface Marking 2 Flag	Support regional route to town centre and rail station	Replace existing signage	Surface markings and flags on existing lamp post to support



Map of proposed sign location



Proposed sign location - existing conditions

# Location 44

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
44	Cycling			Secondary	Minor	2 Flag	Support route to town centre	No existing cycle signage	Flags before and after roundabout



Map of proposed sign location



Proposed sign location - existing conditions

# Location 45

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
45	Walking	Secondary	Minor			1 Bollard	Support quiet route	No existing signage	Bollard to support quiet route to town centre



Map of proposed sign location



Proposed sign location - existing conditions

# Location 46

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
46	Walking	Secondary	Minor			1 Bollard	Support quiet route	No existing signage	Bollard to support quiet route to town centre



Map of proposed sign location



Proposed sign location - existing conditions

# Location 47

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
47	Walking	Primary	Major			1 Totem	Main arrival point. Information and map about the town to visitors	Remove existing fingerpost	Arrival totem at bus station to direct visitors to town centre and show main town destinations



Map of proposed sign location



Proposed sign location - existing conditions

# Location 48

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
48	Walking	Secondary	Minor			2 Flag	Direct to key destinations from car park	Replace existing flags	Pedestrian signage replacing existing. Mounted on existing lampposts



Map of proposed sign location



Proposed sign location - existing conditions

# Location 49

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
49	Both	Secondary	Minor	Primary	Major	1 Flag	Routes to rail station and town centre	Remove existing stickers	NCN flags on existing post or new walking and cycling fingerpost



Map of proposed sign location



Proposed sign location - existing conditions

# Location 50

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
50	Cycling			Primary	Subminor	4 Flag	Keep cyclists away from road, support route along crossings	Remove existing stickers	2 NCN flags in central island to be mounted on existing lamp post



Map of proposed sign location



Proposed sign location - existing conditions

# Location 51

Location	Mode	Route	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
			Decision Point	Route	Decision Point	Route				
51	Cycling	Secondary	Minor	Primary	Major	2 Flag	Support NCN route to town centre	No existing cycle signage	Flags to direct to quiet route	



Map of proposed sign location



Proposed sign location - existing conditions

# Location 52

Location	Mode	Route	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
			Decision Point	Route	Decision Point	Route				
52	Cycling			Primary	Major	2 Flag	Support NCN route to town centre	No existing cycle signage	Flags mounted on existing lamp post	



Map of proposed sign location



Proposed sign location - existing conditions

# Location 53

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
53	Cycling			Primary	Major	2 Flag	Support NCN route to town centre	No existing cycle signage	NCN flags on Palmer St northbound and Lowden Hill westbound



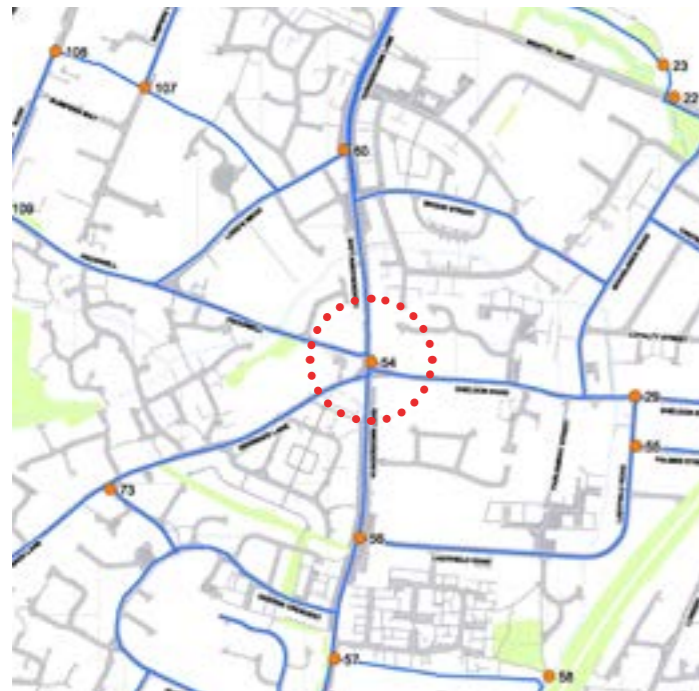
Map of proposed sign location



Proposed sign location - existing conditions

# Location 54

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
54	Cycling			Primary	Major	4 Flag	Support routes to town centre and NCN	Integrate cycle directions to town centre with road signs	Flags to town centre from radial routes before roundabout.



Map of proposed sign location



Proposed sign location - existing conditions



# Location 55

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
55	Cycling			Primary	Major	2 Flag	Support NCN route to town centre	No existing cycle signage	NCN flags mounted on existing lamp post



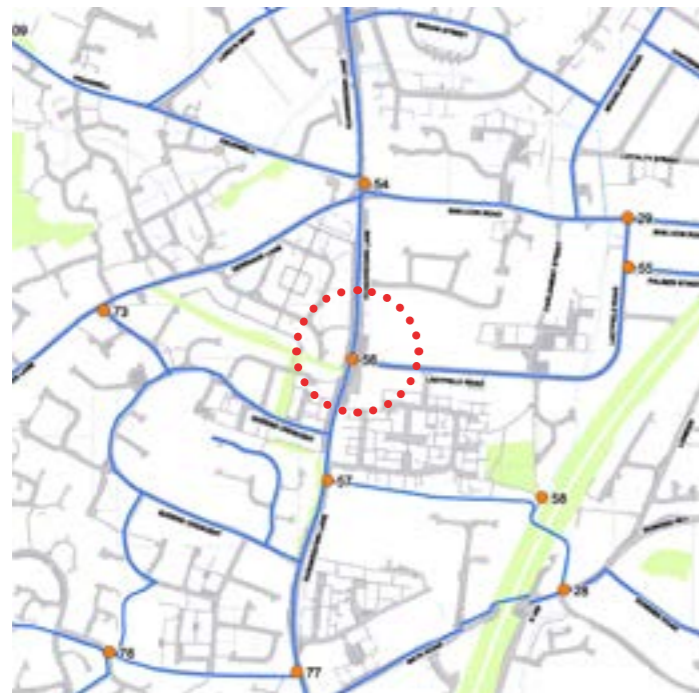
Map of proposed sign location



Proposed sign location - existing conditions

# Location 56

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
56	Cycling			Primary	Major	2 Flag	Support NCN route to town centre	No existing cycle signage	NCN flags mounted on existing lamp post on Hungerdown Ln



Map of proposed sign location



Proposed sign location - existing conditions

# Location 57

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
57	Cycling			Primary	Minor	1 Surface Marking 2 Flag	Support NCN route to town centre	No existing cycle signage	2 NCN flags at entrance to park. Directional surface marking on share use path at entrance to park



Map of proposed sign location



Proposed sign location - existing conditions

# Location 58

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
58	Cycling			Secondary	Minor	1 Bollard	Support quiet route to NCN through park	No existing cycle signage	Bollard with directions to NCN and quiet route



Map of proposed sign location



Proposed sign location - existing conditions

# Location 59

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
59	Cycling			Secondary	Minor	2 Flag	Avoid roundabout and main roads. Support quiet route to town centre	Retain existing signage	Flags to town centre on existing posts



Map of proposed sign location



Proposed sign location - existing conditions



# Location 60

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
60	Cycling			Secondary	Subminor	2 Flag	Link to NCN, route confirmation	No existing cycle signage	Flags to NCN mounted on existing lamp post



Map of proposed sign location



Proposed sign location - existing conditions



# Location 61

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
61	Cycling			Secondary	Minor	3 Flag	Support route to town centre	No existing cycle signage	Flags to town centre before roundabout



Map of proposed sign location



Proposed sign location - existing conditions

# Location 62

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
62	Cycling			Secondary	Minor	2 Flag	Support route to town centre	No existing cycle signage	Flags on existing lamp post on Hardenuish Ln



Map of proposed sign location



Proposed sign location - existing conditions

# Location 63

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
63	Cycling			Secondary	Minor	1 Surface Marking 1 Bollard	Support route to town centre	No existing cycle signage	Surface marking to town centre supported by bollard



Map of proposed sign location



Proposed sign location - existing conditions

# Location 64

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
64	Cycling			Secondary	Subminor	2 Flag	Support route to town centre	No existing cycle signage	Flags to town centre



Map of proposed sign location



Proposed sign location - existing conditions

# Location 65

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
65	Cycling			Secondary	Minor	2 Flag	Support link to town centre	No existing cycle signage	Flags to town centre



Map of proposed sign location



Proposed sign location - existing conditions

# Location 66

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
66	Cycling			Secondary	Minor	2 Flag	Support link to town centre	No existing cycle signage	Flags to town centre



Map of proposed sign location



Proposed sign location - existing conditions

# Location 67

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
67	Cycling			Secondary	Minor	1 Flag	Support link to town centre	No existing cycle signage	Flag on existing post



Map of proposed sign location



Proposed sign location - existing conditions

# Location 68

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
68	Cycling			Secondary	Minor	1 Bollard	Support route to town centre and link to NCN	No existing cycle signage	Bollard with directions to NCN



Map of proposed sign location



Proposed sign location - existing conditions

# Location 69

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
69	Cycling			Secondary	Major	2 Surface Marking	Support regional route to town centre and rail station	No existing cycle directional signage	Surface markings to and from town centre



Map of proposed sign location



Proposed sign location - existing conditions

# Location 70

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
70	Cycling			Secondary	Major	1 Surface Marking 3 Flag	Support route to station and park	No existing cycle signage	Flags at intersection with surface marking to and from town centre



Map of proposed sign location



Proposed sign location - existing conditions



# Location 71

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
71	Cycling			Secondary	Subminor	1 Flag	Support route to town centre	No existing cycle signage	Flag to town centre on Malmesbury Rd southbound



Map of proposed sign location



Proposed sign location - existing conditions

# Location 72

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
72	Cycling			Secondary	Minor	2 Surface Marking 4 Flag	Support link to town centre from quiet route	No existing cycle signage	Flags on Pew Hill and Birch Grove to direct to quiet route. Directional surface markings at entrance to shared use path



Map of proposed sign location



Proposed sign location - existing conditions



# Location 73

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
73	Cycling			Secondary	Minor	1 Flag	Confirm route to town centre	Consider reusing existing post	Flag to town centre before roundabout.



Map of proposed sign location



Proposed sign location - existing conditions

# Location 74

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
74	Cycling			Secondary	Subminor	1 Flag	Support route to town centre	No existing cycle signage	Flag to town centre mounted on existing barriers. Regulatory signage recommended



Map of proposed sign location



Proposed sign location - existing conditions

# Location 75

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
75	Cycling			Secondary	Subminor	2 Surface Marking	Support route to NCN and town centre	No existing cycle signage	Directional surface markings to town centre and NCN on shared use paths. Regulatory signage recommended



Map of proposed sign location



Proposed sign location - existing conditions

# Location 76

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
76	Cycling			Secondary	Minor	2 Surface Marking	Support route to NCN and town centre	No existing cycle signage	Directional surface markings to town centre and NCN on shared use paths. Regulatory signage recommended



Map of proposed sign location



Proposed sign location - existing conditions

# Location 77

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
77	Cycling			Primary	Minor	2 Surface Marking	Support NCN route to town centre from shared use path	No existing cycle directional signage	Directional NCN surface markings on shared use path



Map of proposed sign location



Proposed sign location - existing conditions



# Location 78

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
78	Cycling			Secondary	Minor	2 Surface Marking	Support route to NCN and town centre	No existing cycle signage	Directional surface markings to town centre and NCN on shared use path. Regulatory signage recommended



Map of proposed sign location



Proposed sign location - existing conditions



# Location 79

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
79	Cycling			Secondary	Minor	2 Surface Marking 2 Flag	Support route to town centre	No existing cycle signage	Flags on London Rd to redirect to quiet route to town centre. Directional surface markings on shared use paths



Map of proposed sign location



Proposed sign location - existing conditions

# Location 80

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
80	Cycling			Secondary	Minor	1 Surface Marking 1 Bollard	Support route to town centre	No existing cycle signage	Directional bollard and surface markings to town centre on side path



Map of proposed sign location



Proposed sign location - existing conditions

# Location 81

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
81	Cycling			Secondary	Subminor	2 Surface Marking	Support route to town centre	No existing cycle signage	Directional surface markings along quiet route to town centre



Map of proposed sign location



Proposed sign location - existing conditions

# Location 82

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
82	Cycling			Secondary	Minor	1 Finger Post	End of town. Support route to town centre	Remove existing cycle signs	Fingerpost showing cycle times to town centre. Move shared use signage obstructing road sign



Map of proposed sign location



Proposed sign location - existing conditions

# Location 83

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
83	Cycling			Secondary	Minor	2 Surface Marking	Support quiet route away from roundabout and main roads	Retain existing cycle logo surface marking	Directional surface markings on shared use surface



Map of proposed sign location



Proposed sign location - existing conditions

# Location 84

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
84	Cycling			Secondary	Subminor	2 Surface Marking	Support route to town centre and NCN	No existing cycle signage	Directional surface markings before intersection



Map of proposed sign location



Proposed sign location - existing conditions

# Location 85

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
85	Cycling			Secondary	Minor	4 Surface Marking 1 Bollard	Directions to town centre and rail station	Remove stickers	NCN directional bollard and surface markings at intersection of paths



Map of proposed sign location



Proposed sign location - existing conditions

# Location 86

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
86	Cycling			Primary	Major	2 Surface Marking 2 Flag	Support NCN route to and out of town	Remove existing stickers	Flags to town centre on Hungerdown Ln. Directional NCN surface markings to town centre on shared use paths



Map of proposed sign location



Proposed sign location - existing conditions



# Location 87

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
87	Both	Secondary	Minor	Secondary	Minor	2 Flag	Support the link to NCN and rail station	No existing cycle signage	Walking and cycling flags on Marshfield Rd and Dallas Rd



Map of proposed sign location



Proposed sign location - existing conditions

# Location 88

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
88	Cycling			Primary	Major	4 Flag	Keep cyclists away from road, support route along crossings	Remove existing stickers	Flags mounted on existing lamp posts when possible



Map of proposed sign location



Proposed sign location - existing conditions

# Location 89



Map of proposed sign location

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
89	Cycling			Primary	Major	2 Surface Marking 2 Flag	Support route to town centre along NCN	Refresh existing cycle logo on shared use surface	NCN flags on Lowden Hill to bath Rd and viceversa. Directional NCN surface markings on shared use path



Proposed sign location - existing conditions



# Location 90



Map of proposed sign location

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
90	Cycling			Primary	Major	2 Surface Marking 2 Flag	Support NCN route to town centre	No existing cycle signage	NCN flags on Palmer St eastbound and Lowden Hill westbound, and surface markings to support.



Proposed sign location - existing conditions



# Location 91

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
91	Cycling			Secondary	Minor	2 Surface Marking	Support route to NCN and town centre	No existing cycle signage	Directional surface markings to town centre and NCN on shared use paths.



Map of proposed sign location



Proposed sign location - existing conditions

# Location 92

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
92	Cycling			Secondary	Minor	1 Flag	Routes to rail station and town centre	Integrate with existing road signage if possible	Directions to rail station (ahead) and town centre (right)



Map of proposed sign location



Proposed sign location - existing conditions

# Location 93

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
93	Cycling			Secondary	Minor	2 Surface Marking	Route confirmation	No existing cycle signage	Directional surface markings at intersection



Map of proposed sign location



Proposed sign location - existing conditions

# Location 94

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
94	Cycling			Secondary	Minor	2 Flag	Support route to town centre	No existing cycle signage	Flags to town centre at roundabout



Map of proposed sign location



Proposed sign location - existing conditions

# Location 95

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
95	Cycling	Secondary	Minor	Secondary	Minor	1 Bollard	Support route to town centre and link to NCN	No existing cycle signage	Bollard with directions to NCN



Map of proposed sign location



Proposed sign location - existing conditions

# Location 96

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
96	Both	Secondary	Minor	Secondary	Minor	1 Bollard	Support walking trail and off-road cycle route	Replace existing walking trail bollard	Bollard with walking trail and cycle logos



Map of proposed sign location



Proposed sign location - existing conditions

# Location 97

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
97	Cycling				Subminor	1 Surface Marking	Route confirmation	No existing cycle signage	Directional surface markings to town centre



Map of proposed sign location



Proposed sign location - existing conditions

# Location 98

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
98	Cycling			Secondary	Minor	2 Surface Marking	Support quiet route to NCN through park	Remove existing cycle signage	Surface markings to support the NCN



Map of proposed sign location



Proposed sign location - existing conditions

# Location 99



Map of proposed sign location

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
99	Cycling			Secondary	Minor	2 Surface Marking	Route confirmation	Replace existing shared use post with sign on bollard	Directional surface markings on shared use surface within the park.



Proposed sign location - existing conditions

# Location 100



Map of proposed sign location

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
100	Cycling			Secondary	Minor	2 Surface Marking 2 Flag	Support NCN along quiet route	No existing cycle signage	Flags to quiet route on Ivy Lane. Directional surface markings to town centre on shared use path.



Proposed sign location - existing conditions

# Location 101

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
101	Walking	Secondary	Minor			1 Flag	Signpost back entrance to rail station	Replace existing signs	Flags mounted on existing structure



Map of proposed sign location



Proposed sign location - existing conditions

# Location 102

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
102	Walking	Secondary	Major			1 Totem	Support both routes to town and station	Remove existing fingerpost	Navigation totem. Map-based sign required to provide alternative routes



Map of proposed sign location



Proposed sign location - existing conditions



# Location 103

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
103	Walking	Primary	Major			1 Totem	Support route to and from market Place.	Remove existing fingerpost	Navigation totem to provide map showing town centre. Also supporting route from car park and memorial on Market Place south



Map of proposed sign location



Proposed sign location - existing conditions

# Location 104

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
104	Walking	Secondary	Major			1 Totem	Support route to rail station and town centre	No existing signage	Navigation totem outside History Centre to provide information to visitors and encourage walking to town centre by showing walking times and routes



Map of proposed sign location



Proposed sign location - existing conditions

# Location 105

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
105	Walking	Secondary	Minor			1 Finger Post	Support route to rail station	No existing signage	Pedestrian fingerpost



Map of proposed sign location



Proposed sign location - existing conditions

# Location 106

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
106	Cycling			Secondary	Minor	1 Flag	Support route to town centre	Retain shared use sign	Flag to town centre mounted on railings



Map of proposed sign location



Proposed sign location - existing conditions

# Location 107

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
107	Cycling			Secondary	Minor	1 Surface Marking 2 Flag	Support quiet route	No existing cycle signage	Surface marking and flags to town centre



Map of proposed sign location



Proposed sign location - existing conditions

# Location 108

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
108	Cycling			Secondary	Minor	1 Surface Marking 2 Flag	Support quiet route	No existing cycle signage	Surface marking and flags to town centre



Map of proposed sign location



Proposed sign location - existing conditions

# Location 109

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
109	Cycling			Secondary	Minor	2 Surface Marking	Support quiet route	No existing cycle signage	Surface markings to support the cycle route on Frogwell Rd and Vincients Rd



Map of proposed sign location



Proposed sign location - existing conditions

# Location 110

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
110	Cycling			Secondary	Minor	2 Surface Marking 1 Bollard	Confirm route to town centre	Remove existing finger post	Directional bollard and surface markings to town centre on shared use path



Map of proposed sign location



Proposed sign location - existing conditions



