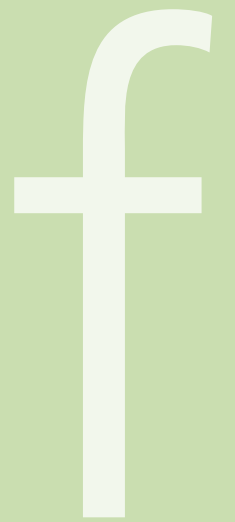


Appendix



Melksham

Sign Placement Study

About the Sign Placement Study for Melksham

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.

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

Contents

This appendix presents a Sign Placement Guide for Melksham. 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, including Melksham
- Phase 2 Towns Sign Placement Study
- Phase 3 Towns Sign Placement Study

An outline strategy has been developed, which has been applied at Melksham in this appendix.

- The outline strategy appraises the types and styles of signs already used in each selected town in Wiltshire.
- The outline strategy identifies key types of destinations to support with signing. **This typology is applied to Melksham 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 Melksham in this appendix to identify which routes and locations in Melksham 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 Melksham.**

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

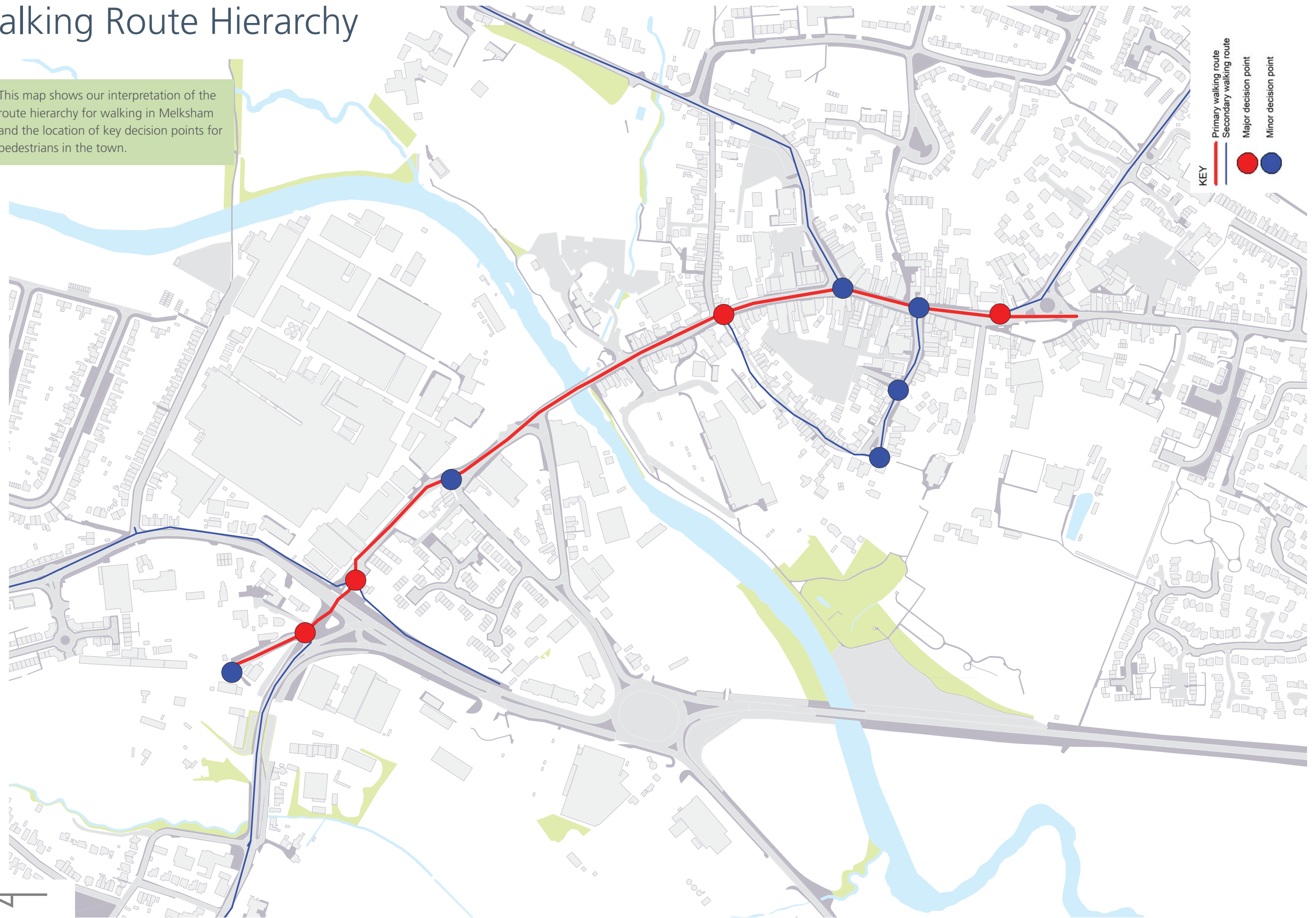
This map shows walking assets in Melksham. Often these are destinations reached on foot by visitors and residents.

These assets have been identified as key places which help to determine the location of signs to support walking in Melksham. 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

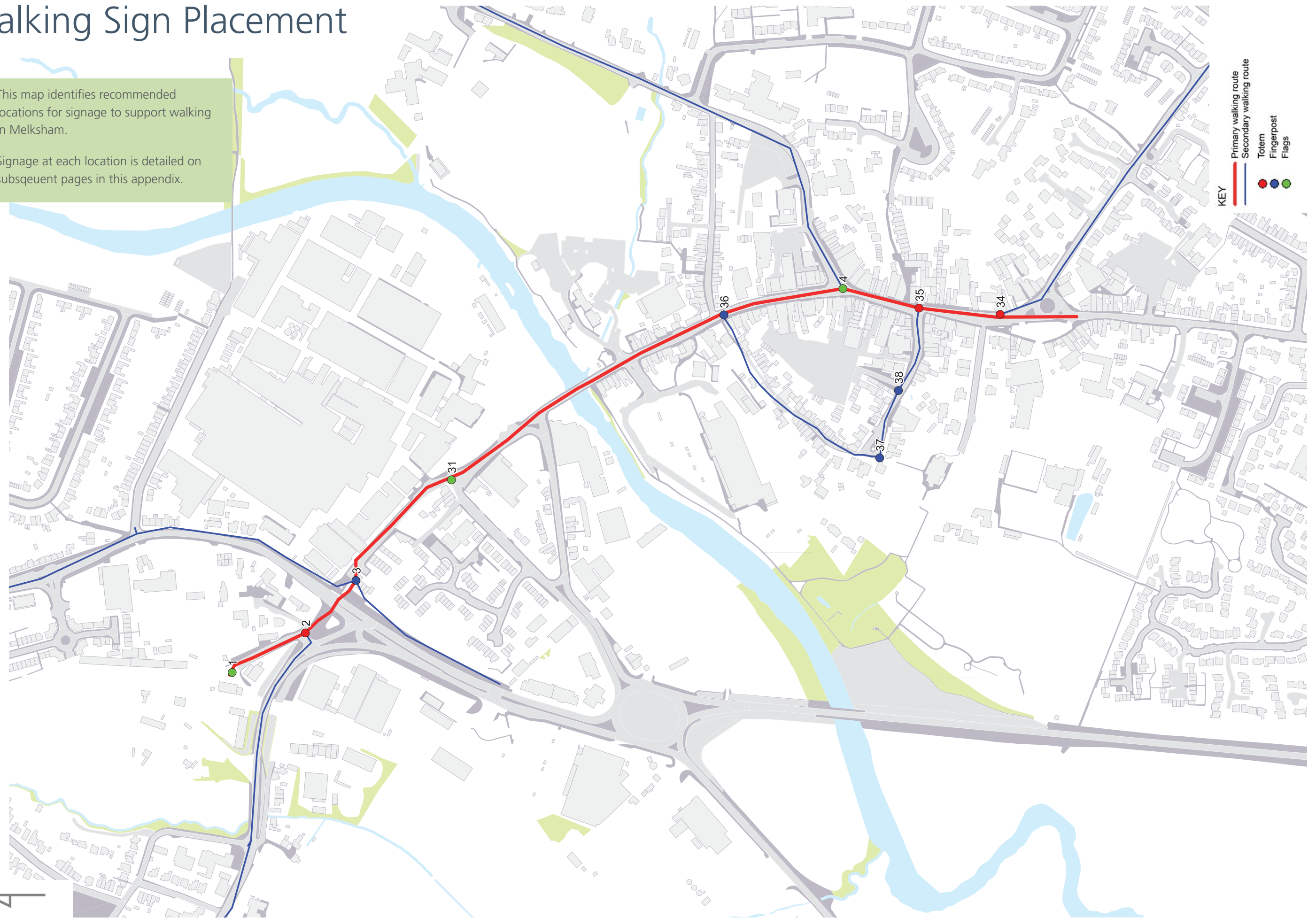
This map shows our interpretation of the route hierarchy for walking in Melksham and the location of key decision points for pedestrians in the town.



Walking Sign Placement

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

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



Walking Sign Product Details

Arrival / Interpretation Totem

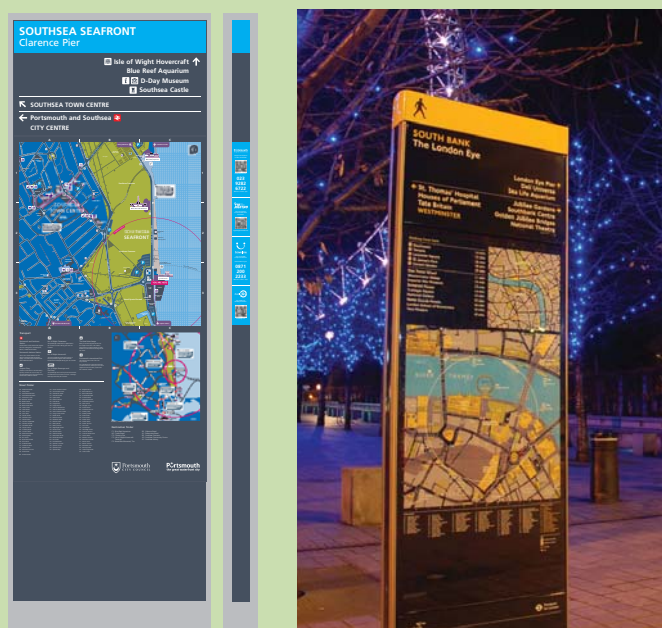
Description: Large bespoke or off-the-shelf totem to provide extensive, map-based information to visitors and local residents. Key pedestrian wayfinding tool to be used at main arrival points (e.g. rail stations) or in the heart of busy areas, such as public squares or pedestrianised high streets. Recommendations 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 Melksham 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 £100; installation £150; Total £250 per product. Assumes off-the-shelf product with minimal additional design work. Cost will likely be less for DfT style direction flags.



Cycling Asset Strategy

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

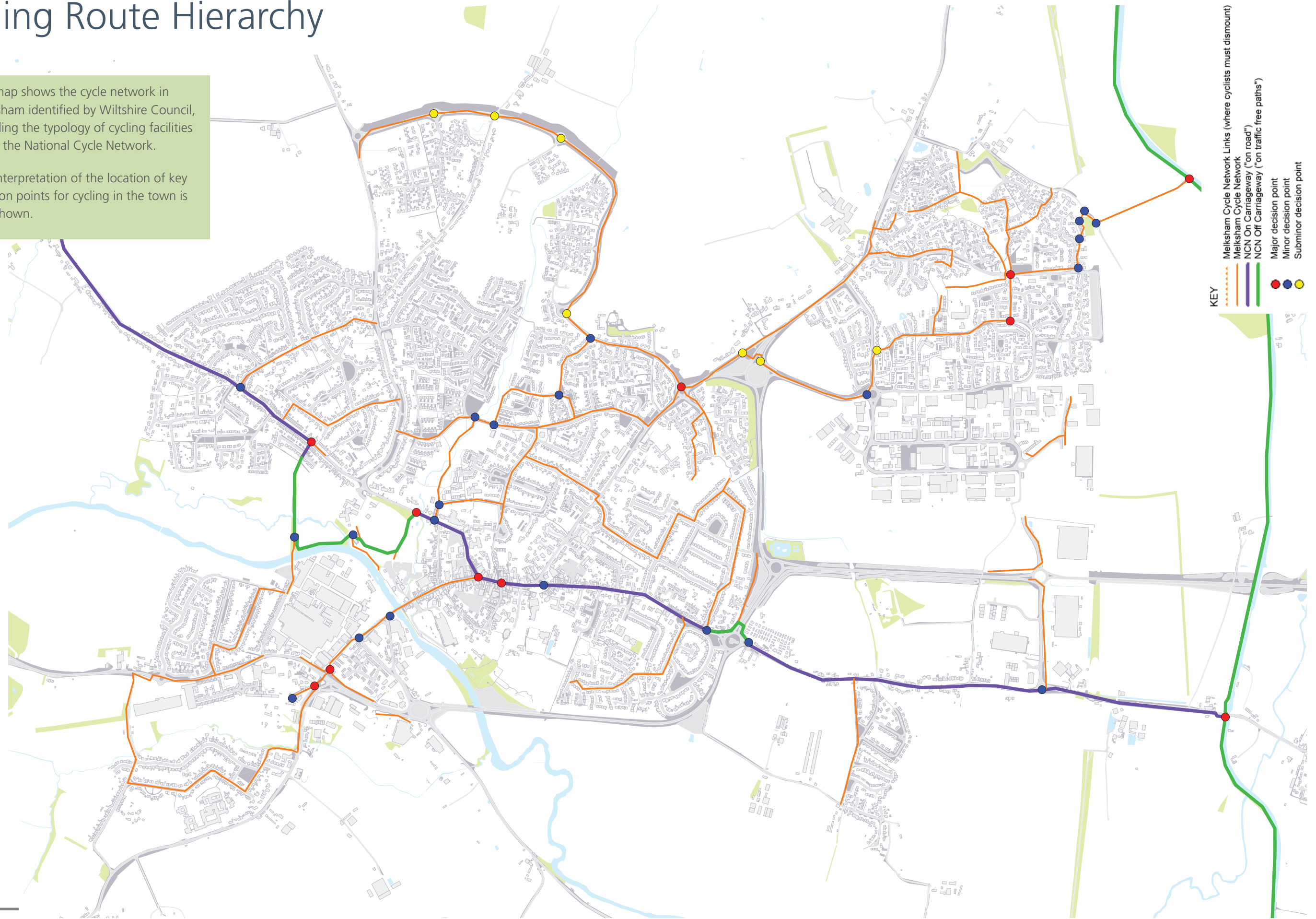
These assets have been identified as key places which help to determine the location of signs to support cycling. Not all destinations and assets will be signed to with directions; some will be included in map based signs and other media.



Cycling Route Hierarchy

This map shows the cycle network in Melksham 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.



- KEY**
- Melksham Cycle Network Links (where cyclists must dismount)
 - Melksham Cycle Network
 - NCN On Carriageway ("on road")
 - NCN Off Carriageway ("on traffic free paths")
 - Major decision point
 - Minor decision point
 - Subminor decision point



Cycling Sign Placement

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

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



Cycling Direction Signs on Quiet Streets

This map shows the typology of cycling routes in Melksham 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
— Quieter Streets and Existing Cycleways



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.

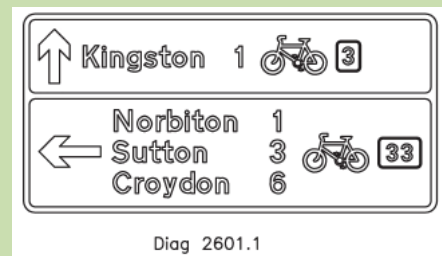
Directional flags to be used at intersections where advance warning for cyclists and motorists is required, e.g. main roads. Flags can be mounted on existing sign posts or permanent furniture to avoid the need for a new fingerpost, but in some instances may require a new post.

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 £100 (flag only) or £200 (with new post); installation £150; Total approx. £250 per product. Assumes off-the-shelf product.



Diag 2601.1



Diag 2602.1



Diag 2602.1



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.

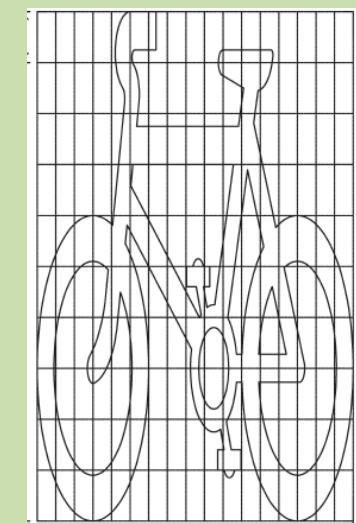
Surface marking to be used along selected cycle routes across the town. This is a key wayfinding tool to provide route confirmation along routes and at sub-minor decision points without the need for additional flag or finger post-type signage.

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.

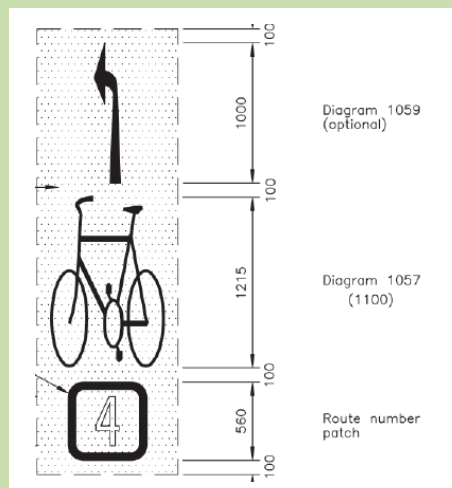
The sign could include text such as “Town” to indicate direction to the town centre from the outer areas without the use of additional signage, especially for signs located on private land and environmentally sensitive areas.

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	TBC	£TBC
Flag	£250	TBC	£TBC
Fingerpost	£2,000	TBC	£TBC
Road Sign	£TBC	TBC	£TBC
Surface Markings (Cycle logos with direction markings)	£30	TBC	£TBC
Surface Markings (Cycle logos on key routes on cycle network)	£TBC	TBC	£TBC
Arrival Interpretation Totem	£5,300	TBC	£TBC
Navigation Totem	£4,300	TBC	£TBC

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

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
1	Both	Primary	Minor	Primary	Minor	1 Flag	Arrival point at railway station	Retain existing sign	Existing signage currently sufficient



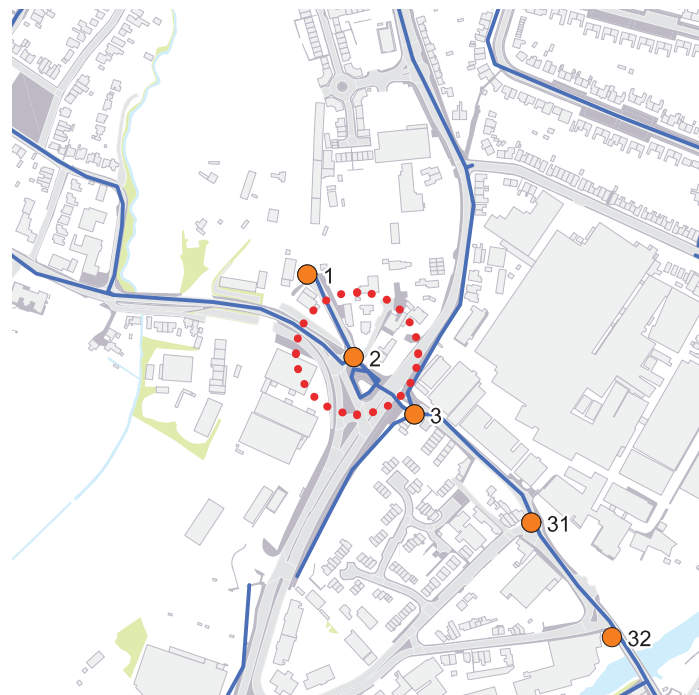
Map of proposed sign location



Proposed sign location - existing conditions

Location 2

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
2	Both	Primary	Major	Primary	Major	1 Flag 1 Totem	Arrival point at railway station, supports route to town centre	Replace existing pedestrian sign	Arrival totem by station info board, Flag to town centre (pedestrian and cyclist)



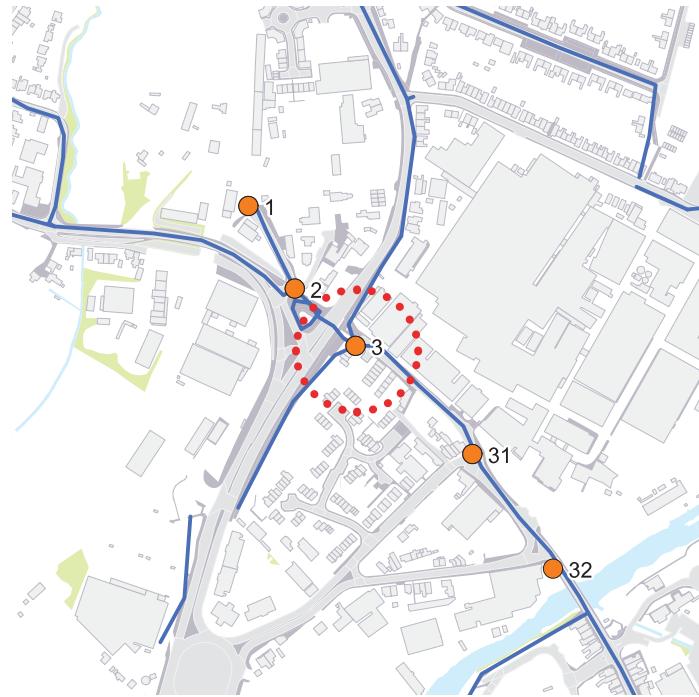
Map of proposed sign location



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	Primary	Major	Primary	Major	1 Finger Post	Supports route to town centre and railway station	Replace existing flags	Fingerpost directing to station, town centre, and possibly local retail.



Map of proposed sign location

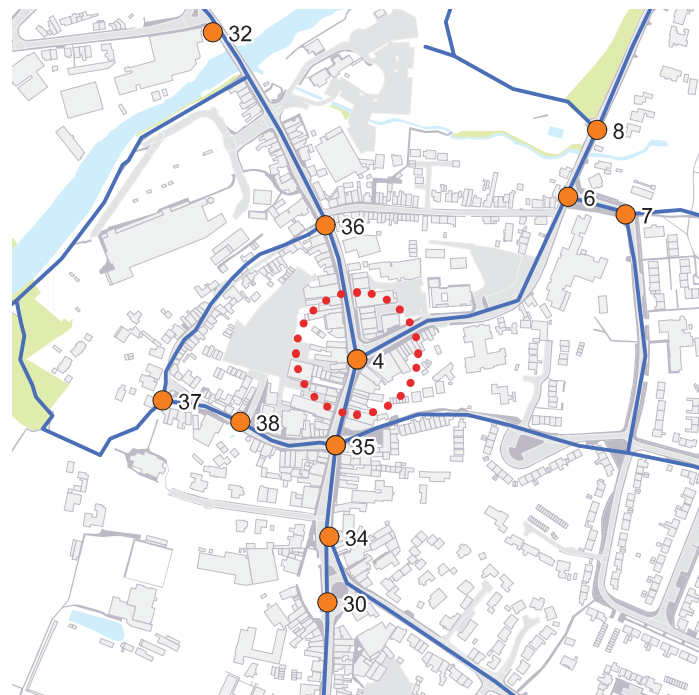


Proposed sign location - existing conditions



Location 4

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
4	Both	Primary	Minor	Primary	Major	3 Flag	Supports route to town centre and station, and continuation of NCN	No existing cycling/pedestrian signage	Flag to station, Flags from each direction for NCN



Map of proposed sign location

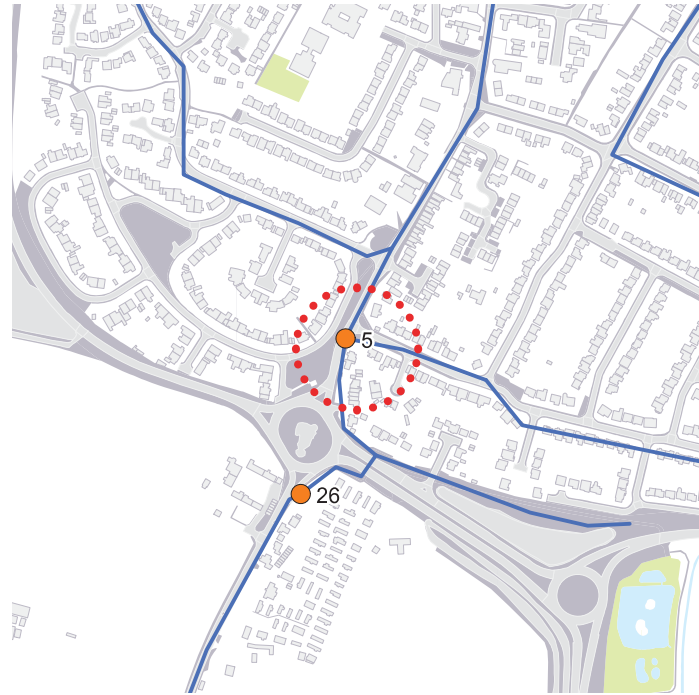


Proposed sign location - existing conditions



Location 5

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
5	Cycling			Primary	Minor	1 Surface Marking 1 Flag	Supports NCN route to/from town centre	Retain shared use signage, remove stickers	Surface marking for NCN on cycleway, flag directing to town



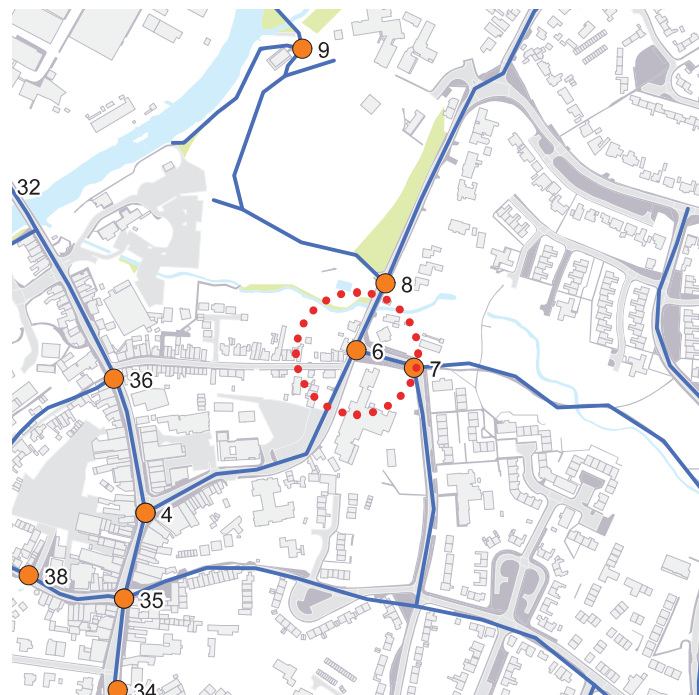
Map of proposed sign location



Proposed sign location - existing conditions

Location 6

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
6	Cycling			Primary	Minor	1 Flag	Supports route to town centre and railway station		



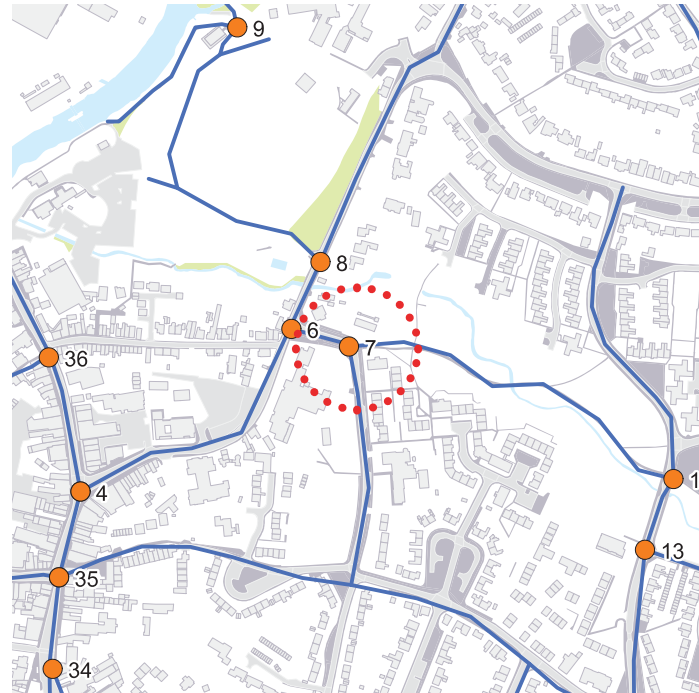
Map of proposed sign location



Proposed sign location - existing conditions

Location 7

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
7	Cycling			Primary	Minor	1 Flag	Supports route to town centre		



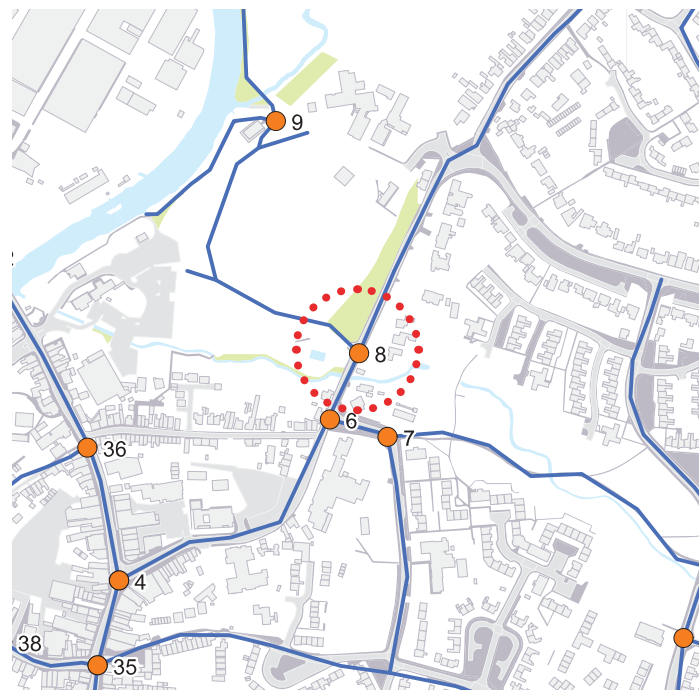
Map of proposed sign location



Proposed sign location - existing conditions

Location 8

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
8	Cycling			Primary	Major	2 Surface Marking 2 Flag	Supports NCN route to/from town centre	Remove stickers, replace flags	Surface markings in park for town centre and confirming NCN, flags out on road for town centre and confirming NCN



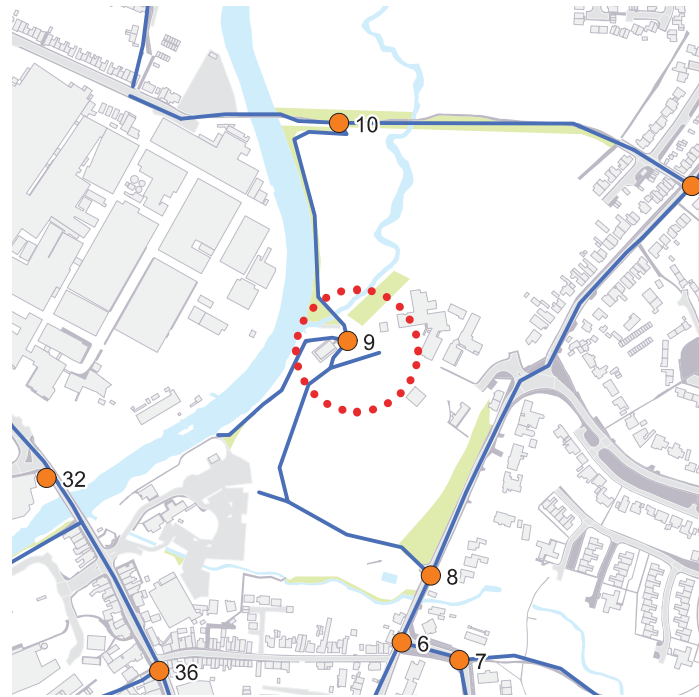
Map of proposed sign location



Proposed sign location - existing conditions

Location 9

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
9	Cycling			Primary	Minor	2 Surface Marking 1 Flag	Supports NCN route to/from town centre	Remove stickers and NCN flag	Surface markings at fork in path and t-junction, flag to town centre



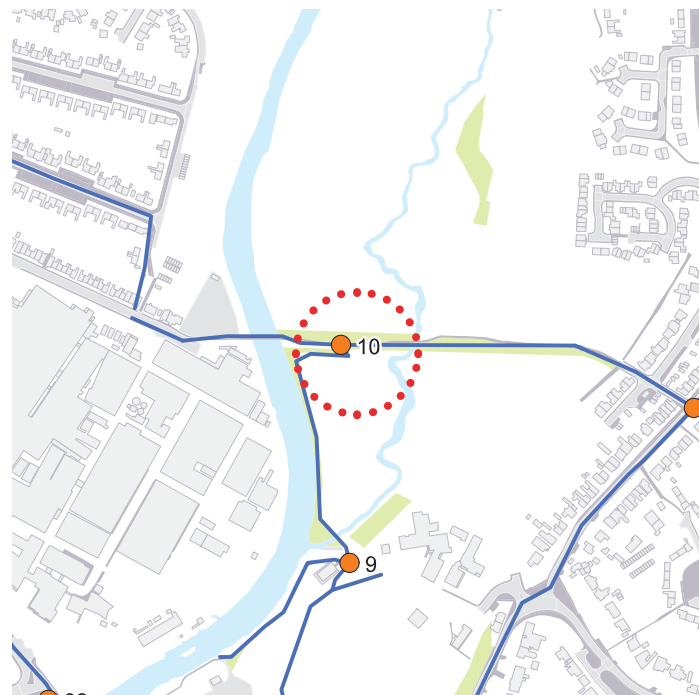
Map of proposed sign location



Proposed sign location - existing conditions

Location 10

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
10	Cycling			Primary	Minor	2 Surface Marking 1 Finger Post	Supports NCN route to/from town centre and wider Wiltshire routes	Retain fingerpost, remove flag and sticker	Fingerpost directing to Melksham town centre and other locations on NCN, surface markings confirming continuation of NCN



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 Surface Marking 1 Flag	Supports NCN route to/from town centre	Remove flags	Surface marking confirming continuation of NCN, flag to town centre



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	Cycling			Primary	Minor	1 Surface Marking 1 Bollard	Confirm route to town centre	Replace cycle track signs with bollard. Surface markings to replace flags.	Investigate improving crossing facility for cyclists



Map of proposed sign location

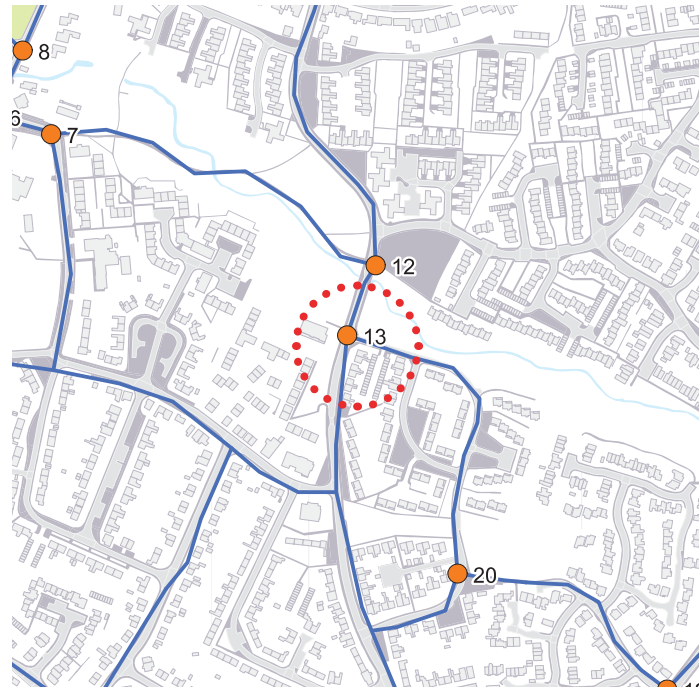


Proposed sign location - existing conditions



Location 13

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
13	Cycling			Primary	Minor	1 Surface Marking 1 Bollard	Confirm route to town centre	Replace cycle track signs with bollard. Surface markings to replace flags.	Investigate improving crossing facility for cyclists



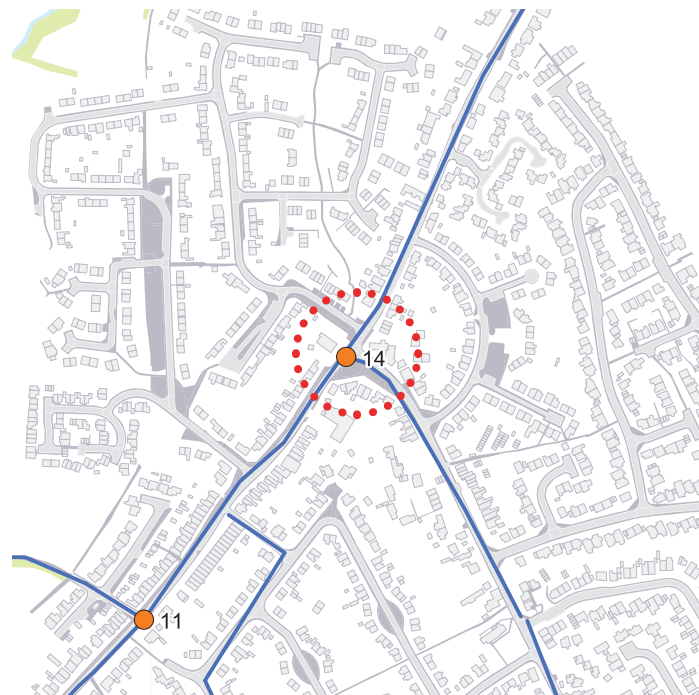
Map of proposed sign location



Proposed sign location - existing conditions

Location 14

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
14	Cycling			Primary	Minor	2 Flag	Supports NCN route to/from town centre	Remove stickers	Flag confirming continuation of NCN, flag to 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	Cycling			Primary	Sub Minor	1 Surface Marking	Confirm route to town centre across small junction	Too much clutter - end of route signs followed quickly by shared use	SM to reduce confusion and direct correctly



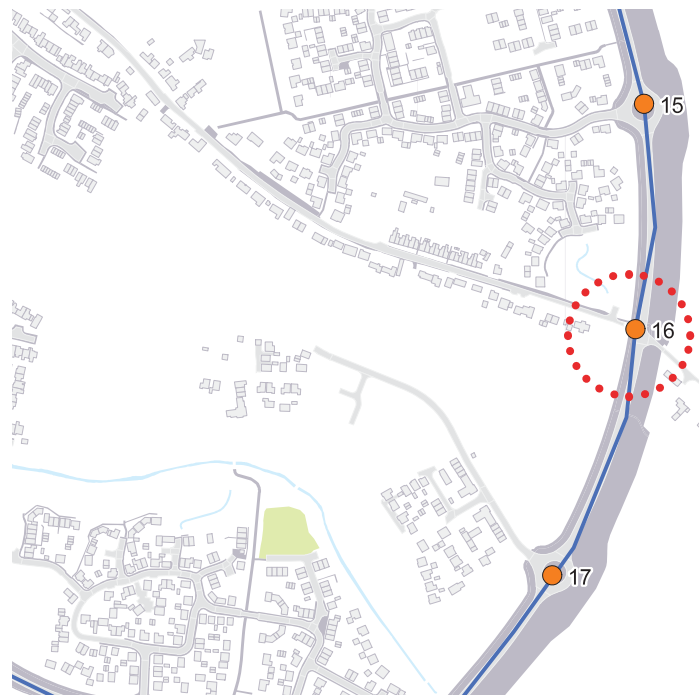
Map of proposed sign location



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			Primary	Sub Minor	1 Surface Marking	Confirm route to town centre		



Map of proposed sign location



Proposed sign location - existing conditions

Location 17



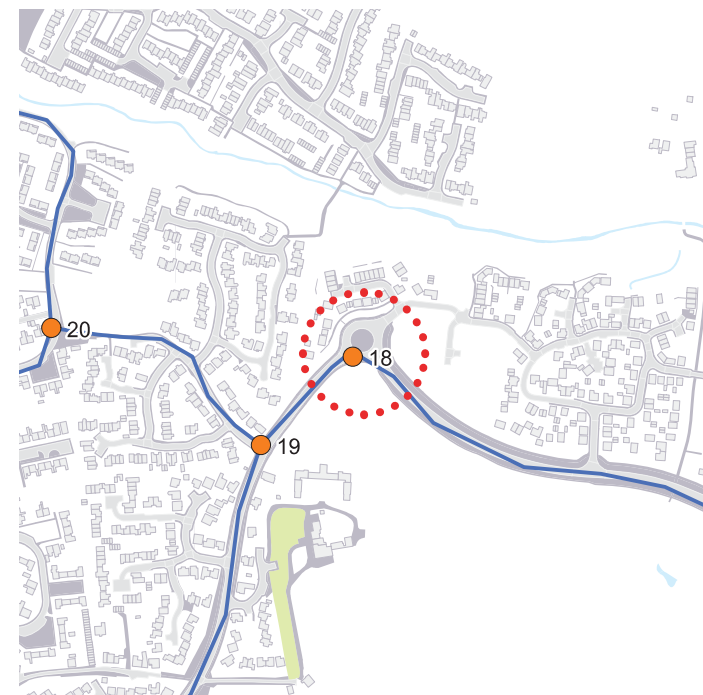
Map of proposed sign location

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
17	Cycling			Primary	Sub Minor	1 Surface Marking	Confirm route to town centre across small junction	Too much clutter - end of route signs followed immediately by shared use	



Proposed sign location - existing conditions

Location 18



Map of proposed sign location

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
18	Cycling			Primary	Sub Minor	1 Surface Marking	Confirm route to town centre via road crossing		



Proposed sign location - existing conditions

Location 19

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
19	Cycling			Primary	Minor	1 Flag	Supports route to town centre	Attach to existing post	



Map of proposed sign location



Proposed sign location - existing conditions

Location 20

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
20	Cycling			Primary	Minor	1 Surface Marking 1 Flag	Confirm route to town centre	Consolidate existing NCN sign with new flag and replace 'rejoin carriageway' sign with SM	



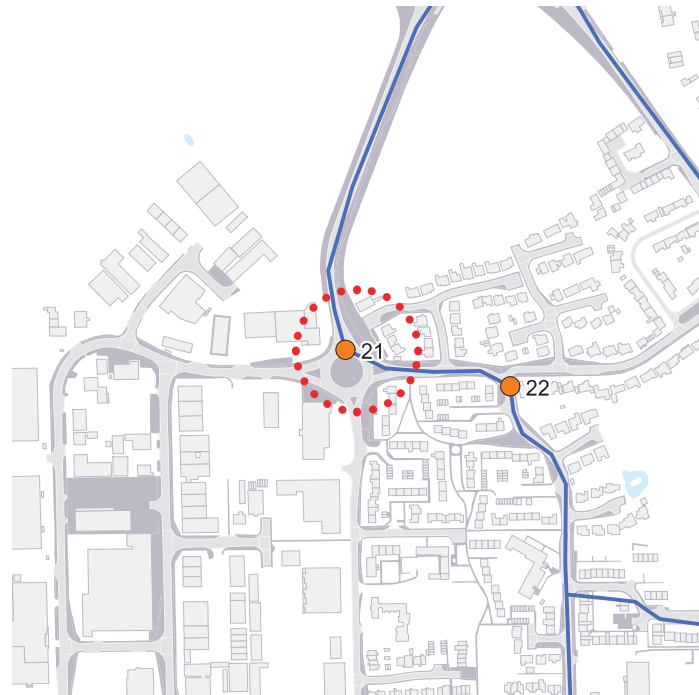
Map of proposed sign location



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			Primary	Minor	1 Surface Marking	Supports route to town centre	No existing cycle signage	Surface marking placed on share path



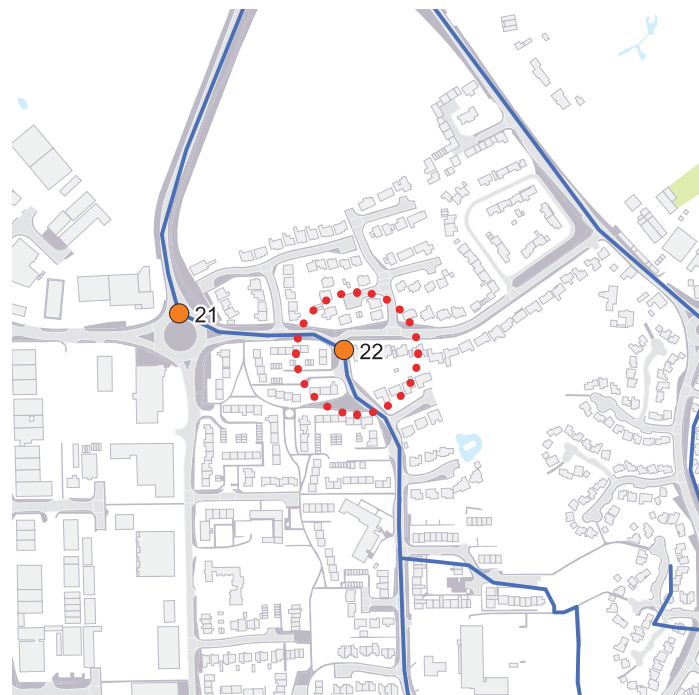
Map of proposed sign location



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			Primary	Sub-Minor	2 Flag	Confirm route to town centre and NCN	Removing existing contradictory NCN Flags	



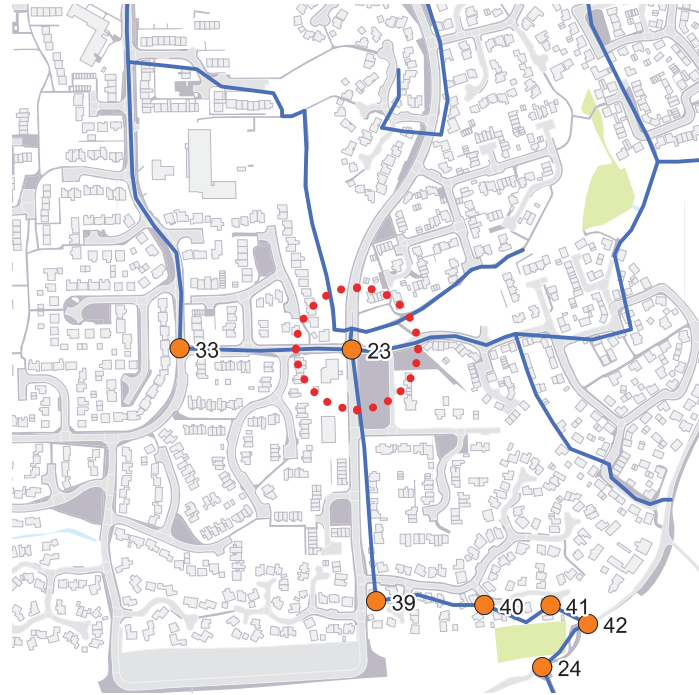
Map of proposed sign location



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			Primary	Major	2 Surface Marking	Supports quiet route to town centre and NCN	No existing cycle signage	



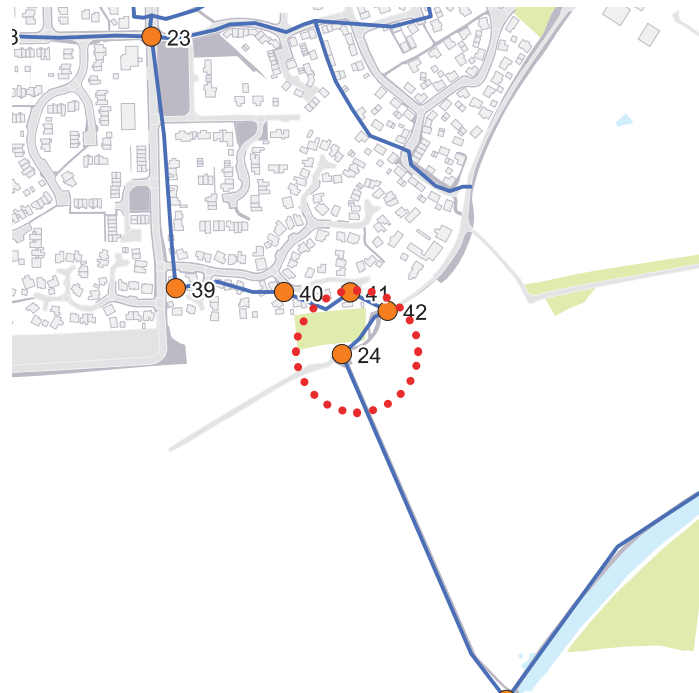
Map of proposed sign location



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			Primary	Minor	1 Surface Marking 1 Bollard	Supports route to town centre from NCN	Replace existing wooden fingerpost	Bollard to NCN and SM to Town centre. Current wooden fingerpost covered by foliage

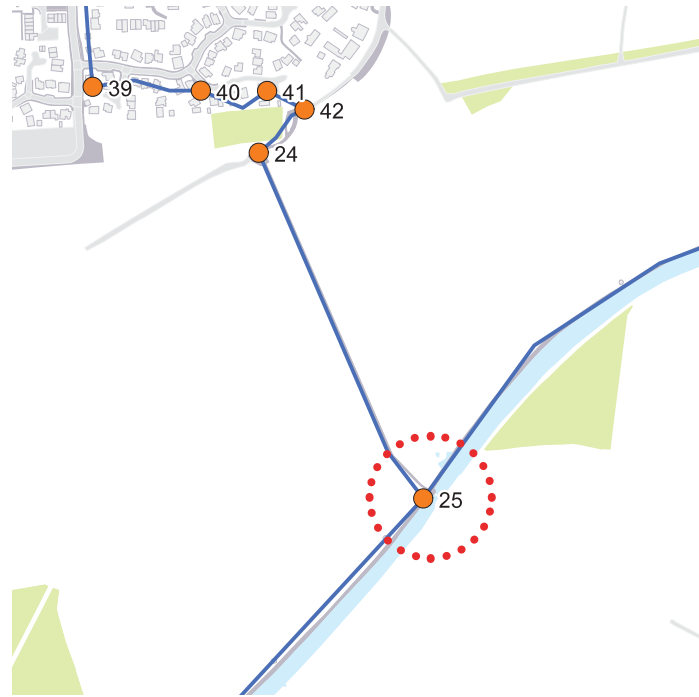


Map of proposed sign location



Proposed sign location - existing conditions

Location 25



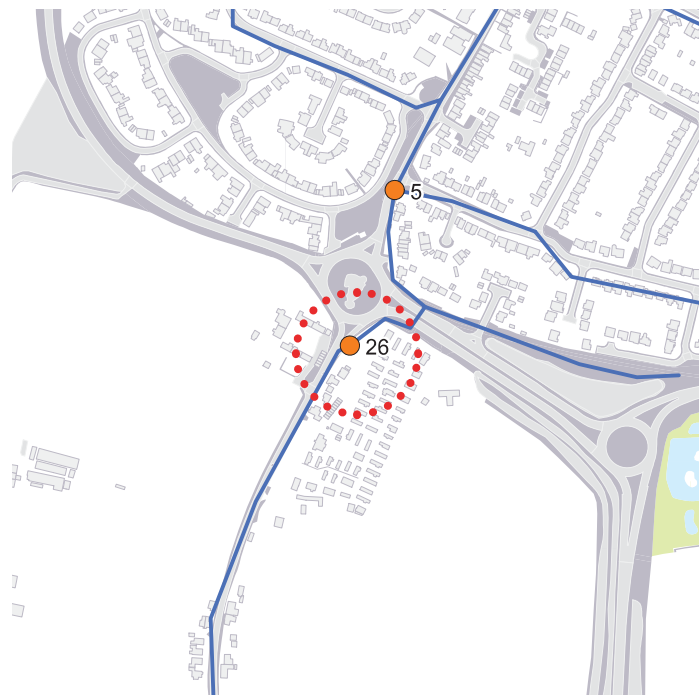
Map of proposed sign location

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
25	Cycling			Primary	Major	1 Surface Marking 1 Finger Post	Supports route to town centre from NCN	Replace existing wooden fingerpost	Wooden fingerpost does not currently sign to Melksham town centre



Proposed sign location - existing conditions

Location 26



Map of proposed sign location

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
26	Cycling			Primary	Minor	1 Surface Marking 1 Flag	Supports NCN route to/from town centre	Retain bollard and surface marking, remove sticker	Surface marking to town, flag confirming NCN



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			Primary	Major	1 Flag 1 Finger Post	Supports intersection of NCNs and route to town centre	Retain existing fingerpost and flag on gate	Fingerpost directing to town centre and other locations on NCN, flag confirming continuation of NCN across road



Map of proposed sign location

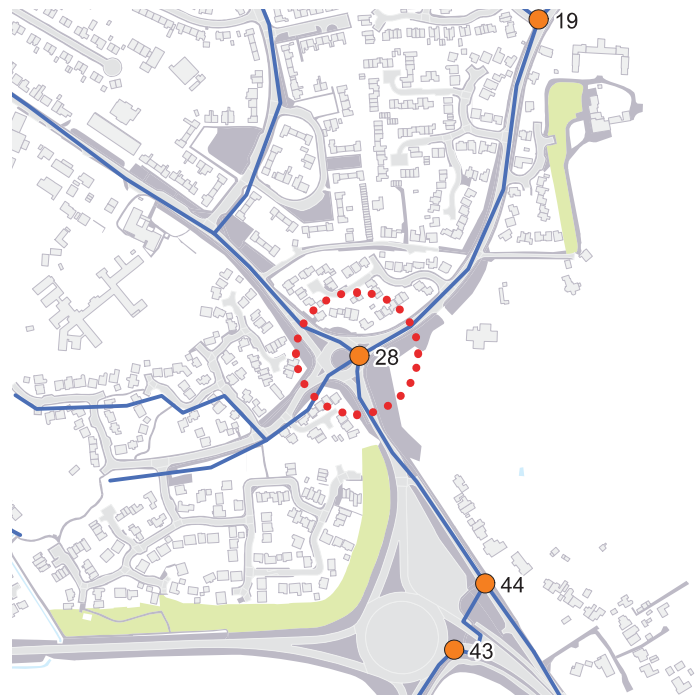


Proposed sign location - existing conditions



Location 28

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
28	Cycling			Primary	Major	1 Surface Marking	Supports off-road route to town centre	No existing cycle directional signage	Surface marking placed on share path



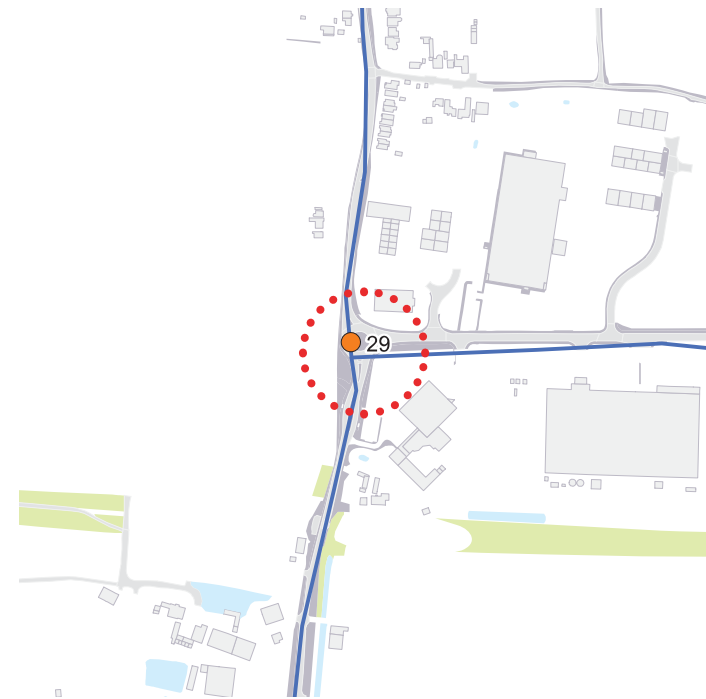
Map of proposed sign location



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	Supports NCN route to/from town centre	Remove stickers	Flag to town centre, flag to confirm continuation of NCN



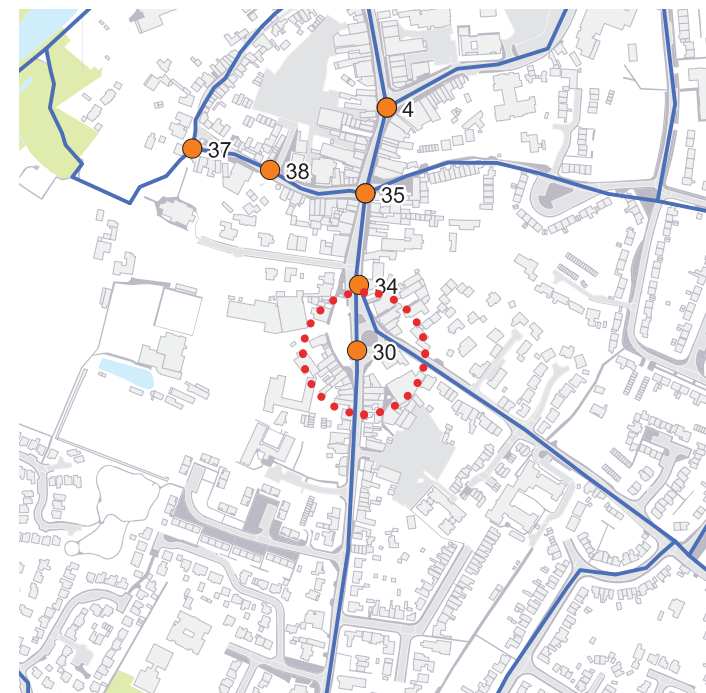
Map of proposed sign location



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			Primary	Minor	2 Flag	Supports NCN route to/from town centre	Remove stickers	Flag to town centre, flag to confirm continuation of NCN



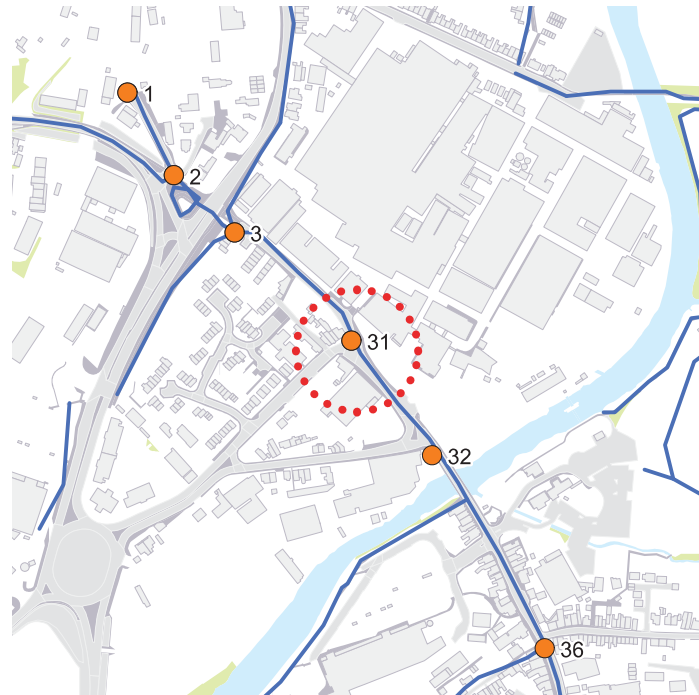
Map of proposed sign location



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	Both	Primary	Minor	Primary	Minor	1 Surface Marking 1 Flag	Route confirmation for station and town centre	Retain existing shared use signage	Surface marking to town centre, flag to station



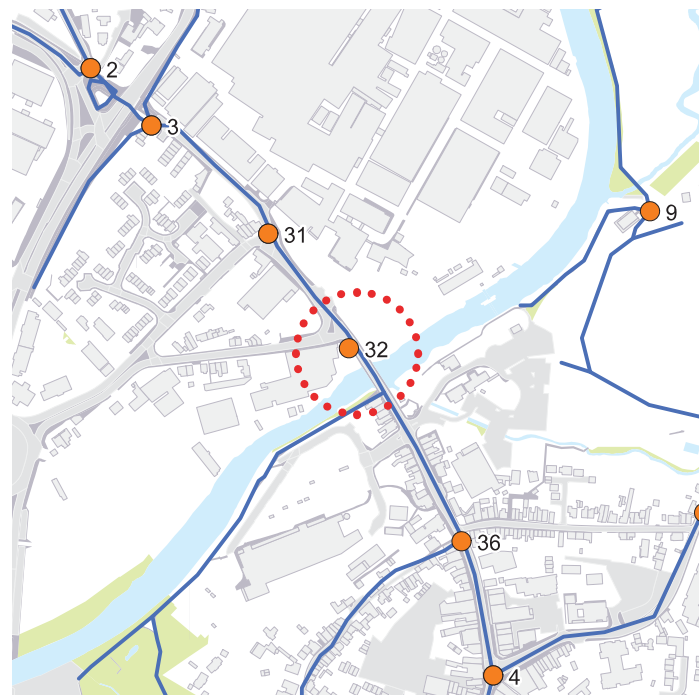
Map of proposed sign location



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			Primary	Minor	2 Surface Marking	Route confirmation for station and town centre	Retain existing shared use signage	Surface markings to town centre and station in existing cycle lane



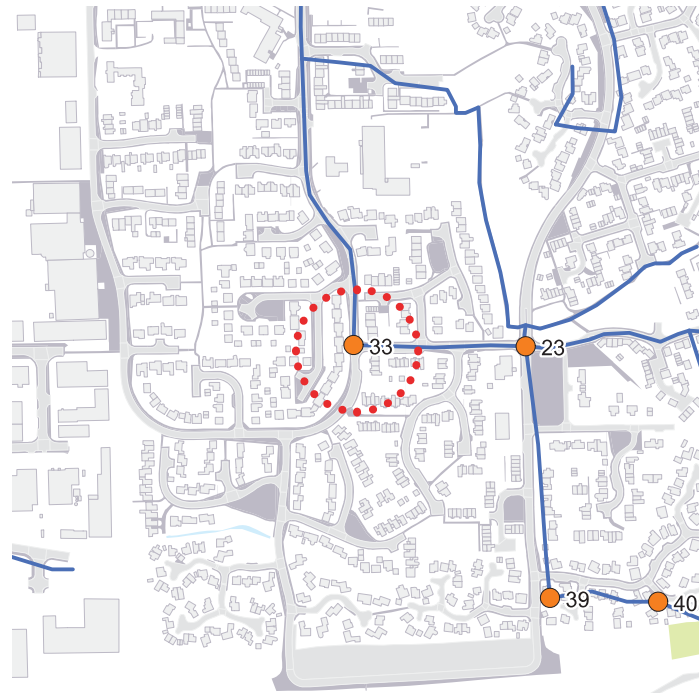
Map of proposed sign location



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	Primary	Major	2 Surface Marking	Supports route to town centre and NCN	No existing cycling signage	Surface marking to NCN, surface marking to town centre



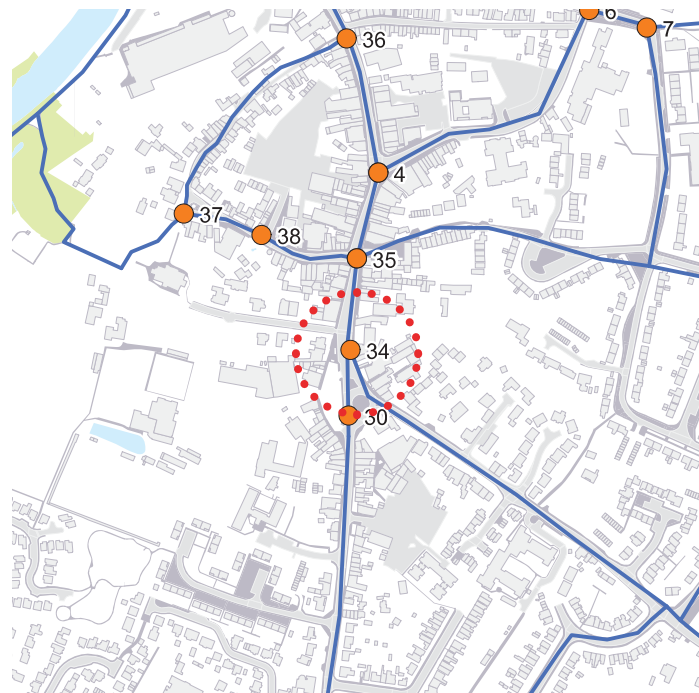
Map of proposed sign location



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	Walking	Primary	Major			1 Totem	Arrival point from main bus stop	Consolidate existing finger post and signage into arrival totem	Arrival totem in market place for arrivals by bus and pedestrians using thoroughfare



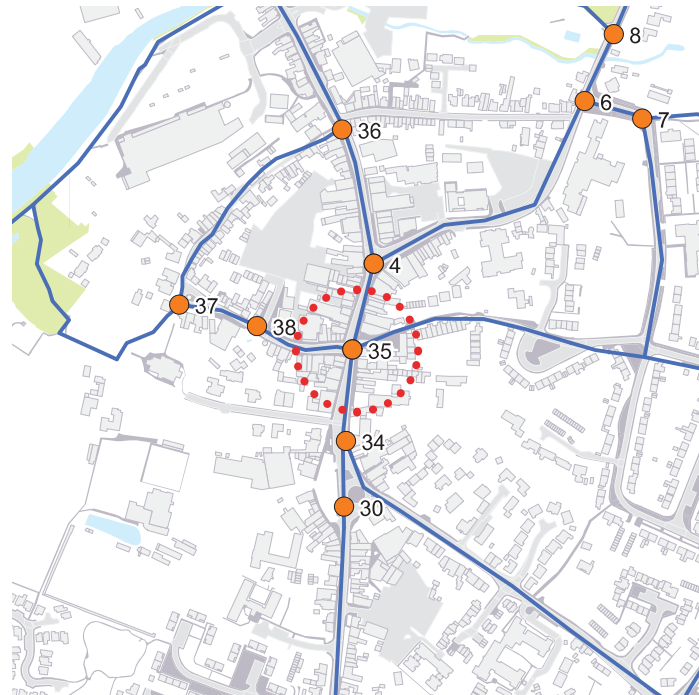
Map of proposed sign location



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	Both	Primary	Minor	Primary	Major	1 Totem	Crucial thoroughfare in centre would benefit from a navigation totem to aid wayfinding	Remove existing finger post	Consider allowing cycling on Stratton's Walk



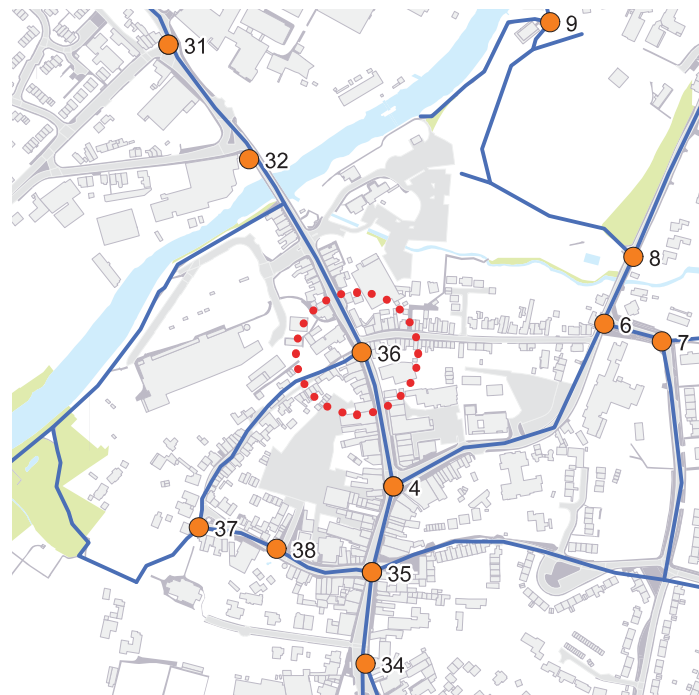
Map of proposed sign location



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	Walking	Primary	Major			1 Finger Post	Supports pedestrian route to tourist office and other services/attractions	Retain existing fingerpost	When fingerpost is eventually replaced, should be DDA compliant



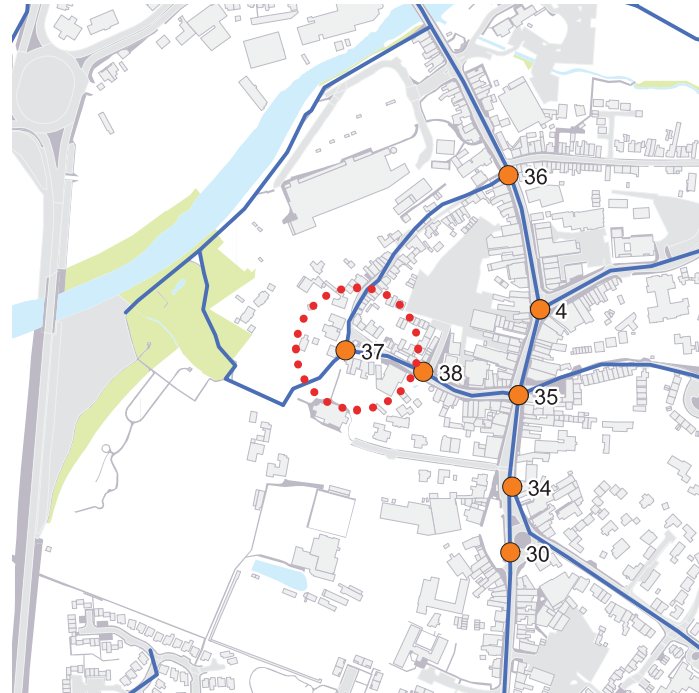
Map of proposed sign location



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	Walking	Secondary	Minor			1 Finger Post	Confirm route to train station, town centre and tourist information	No existing signage	



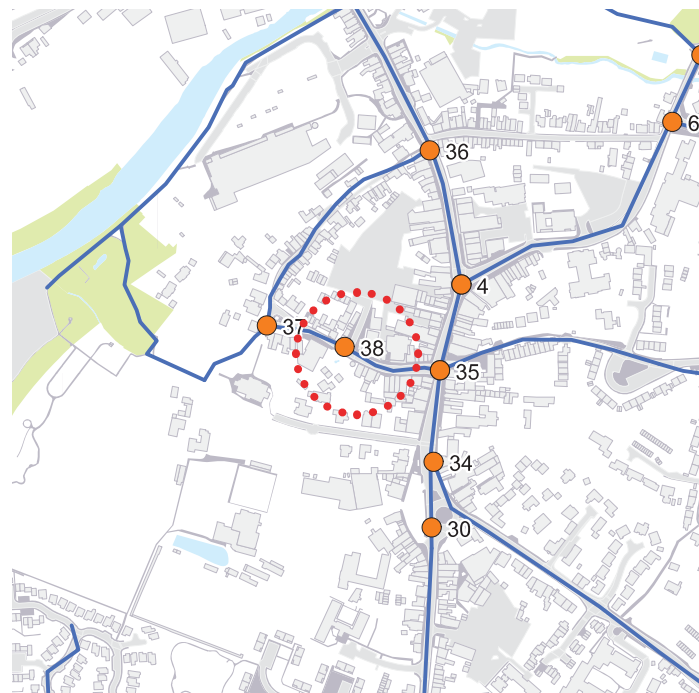
Map of proposed sign location



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	Walking	Secondary	Minor			1 Finger Post	Confirm route to town centre and tourist information centre	Replace existing flags on lamp post	



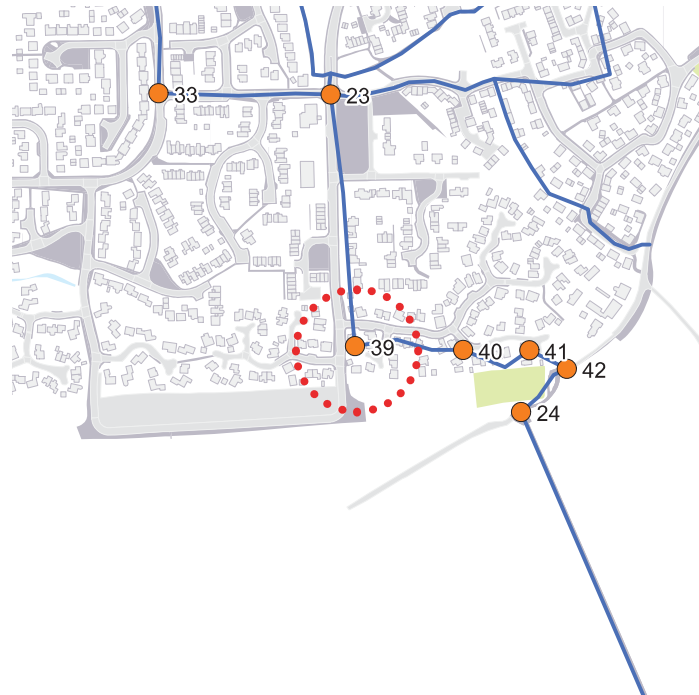
Map of proposed sign location



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			Primary	Minor	2 Flag	Supports quiet route to town centre and NCN	Remove existing flags on lamp post	Two existing contradictory flags



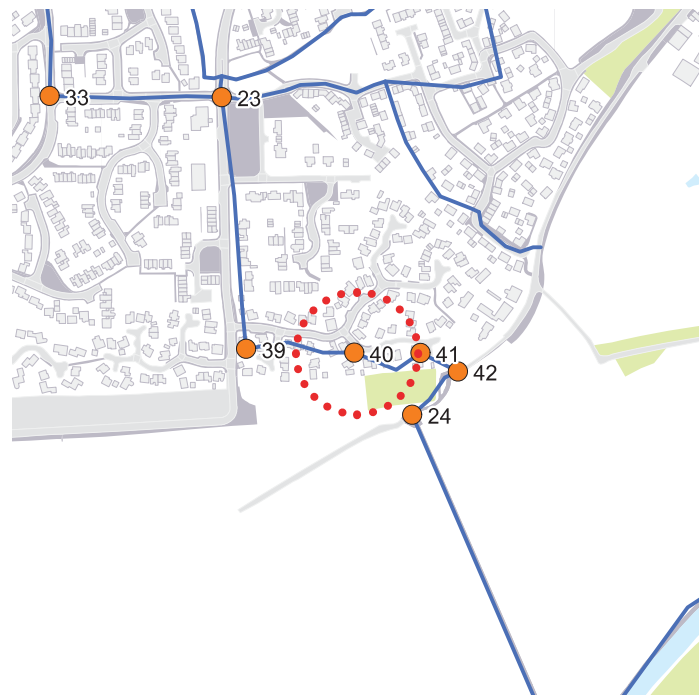
Map of proposed sign location



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			Primary	Minor	1 Surface Marking	Supports quiet route to town centre	Remove existing flags on lamp post	



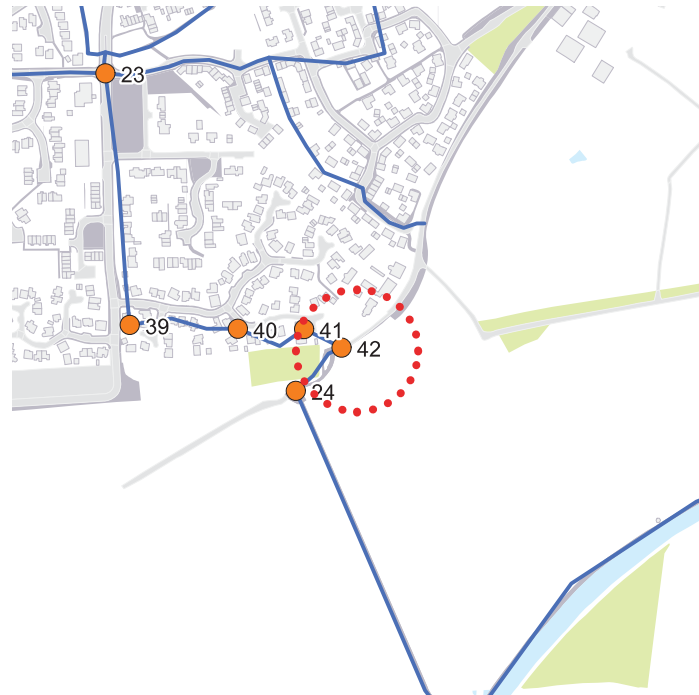
Map of proposed sign location



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			Primary	Minor	1 Surface Marking	Supports quiet route to town centre	Remove existing flags on lamp post	



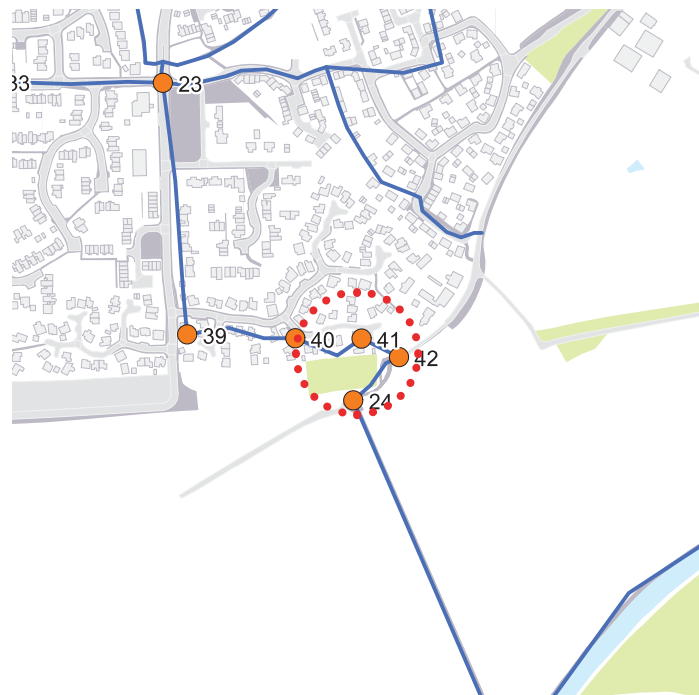
Map of proposed sign location



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			Primary	Minor	1 Surface Marking 1 Bollard	Bollard to NCN and surface marking to town centre	Replace existing wooden fingerpost.	Wooden fingerpost does not currently sign to Melksham town centre.



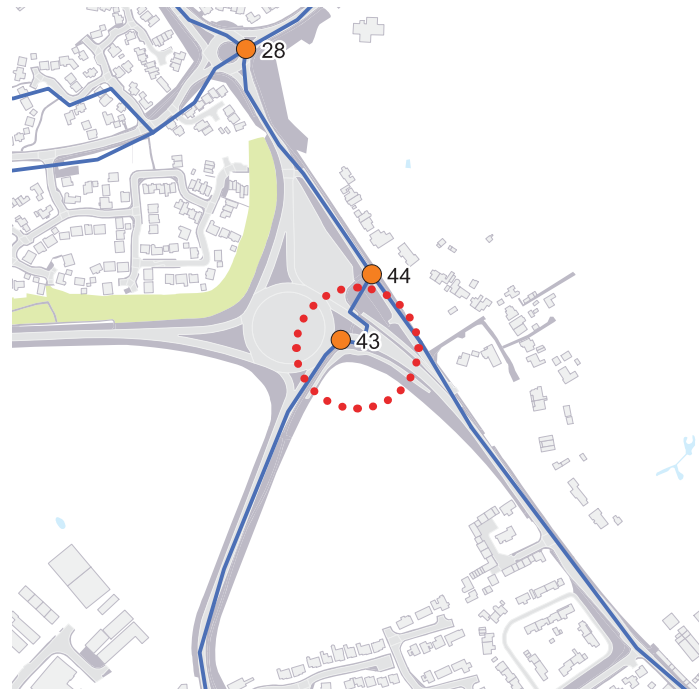
Map of proposed sign location



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			Primary	Sub-Minor	1 Flag	Route confirmation	No existing cycle signage	



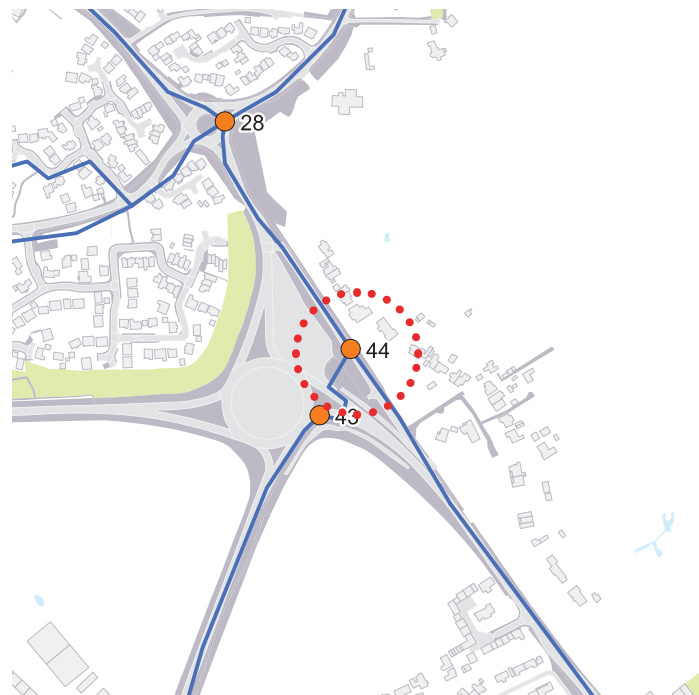
Map of proposed sign location



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			Primary	Sub-Minor	1 Surface Marking	Route confirmation	No existing cycle signage	Retain existing 'Beware of Vehicles, Look Both Ways Sign'



Map of proposed sign location



Proposed sign location - existing conditions

