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Trowbridge

Sign Placement Study

About the Sign Placement Study for Trowbridge

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

Contents

This appendix presents a Sign Placement Guide for Trowbridge. 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 Trowbridge
- Phase 2 Towns Sign Placement Study
- Phase 3 Towns Sign Placement Study

An outline strategy has been developed, which has been applied at Trowbridge 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 Trowbridge 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 Trowbridge in this appendix to identify which routes and locations in Trowbridge 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 Trowbridge.**

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.

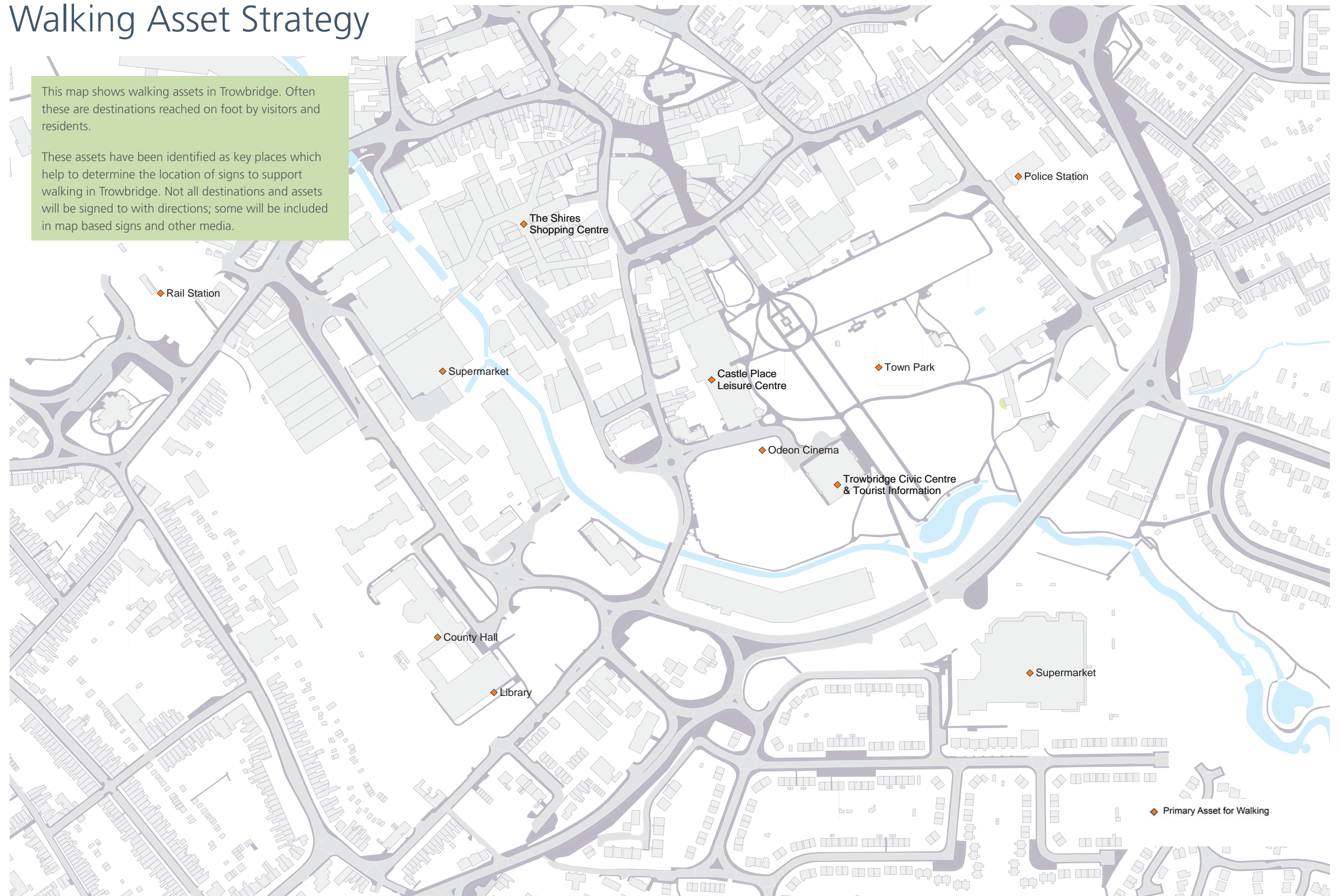
Sustainable

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

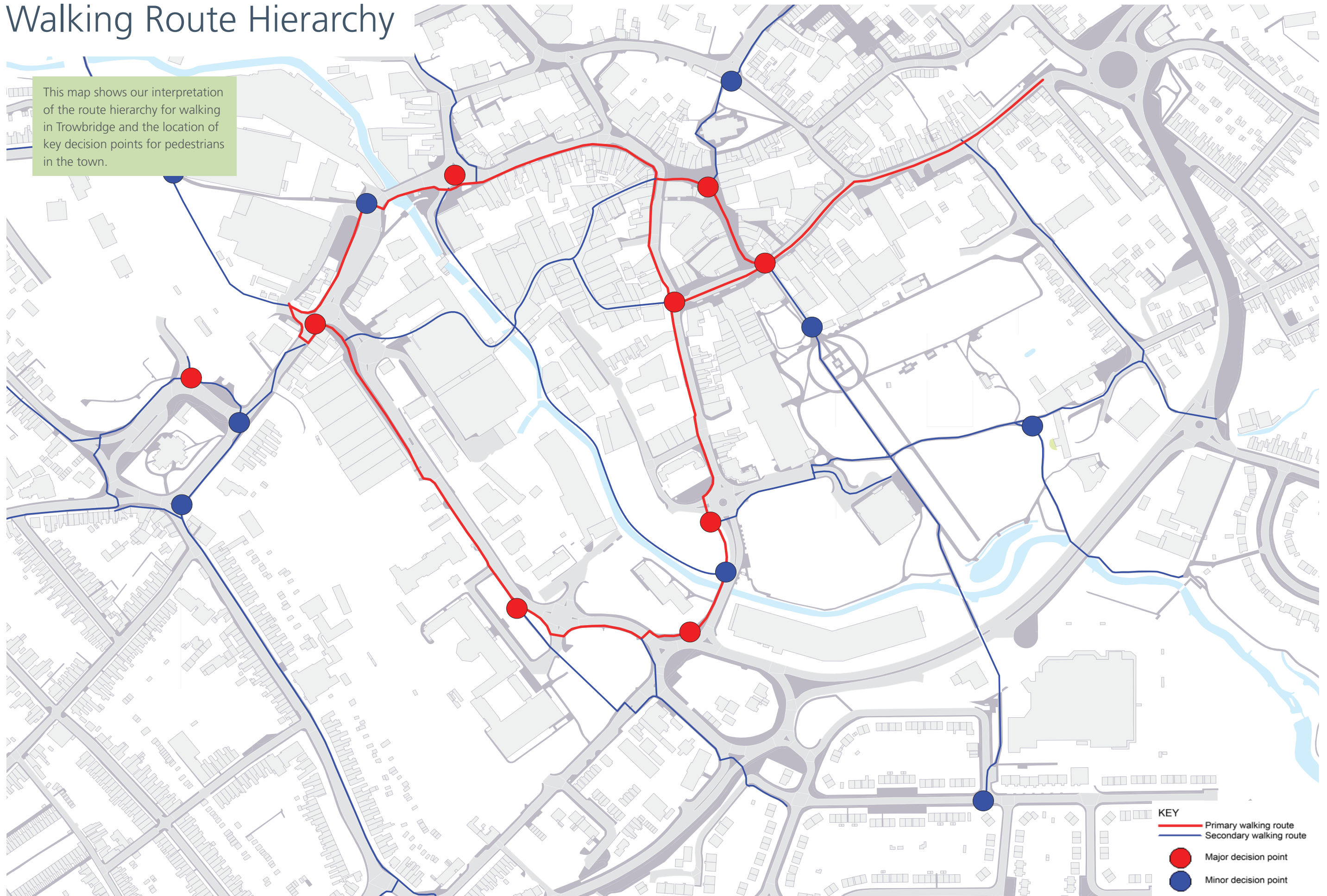
This map shows walking assets in Trowbridge. Often these are destinations reached on foot by visitors and residents.

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

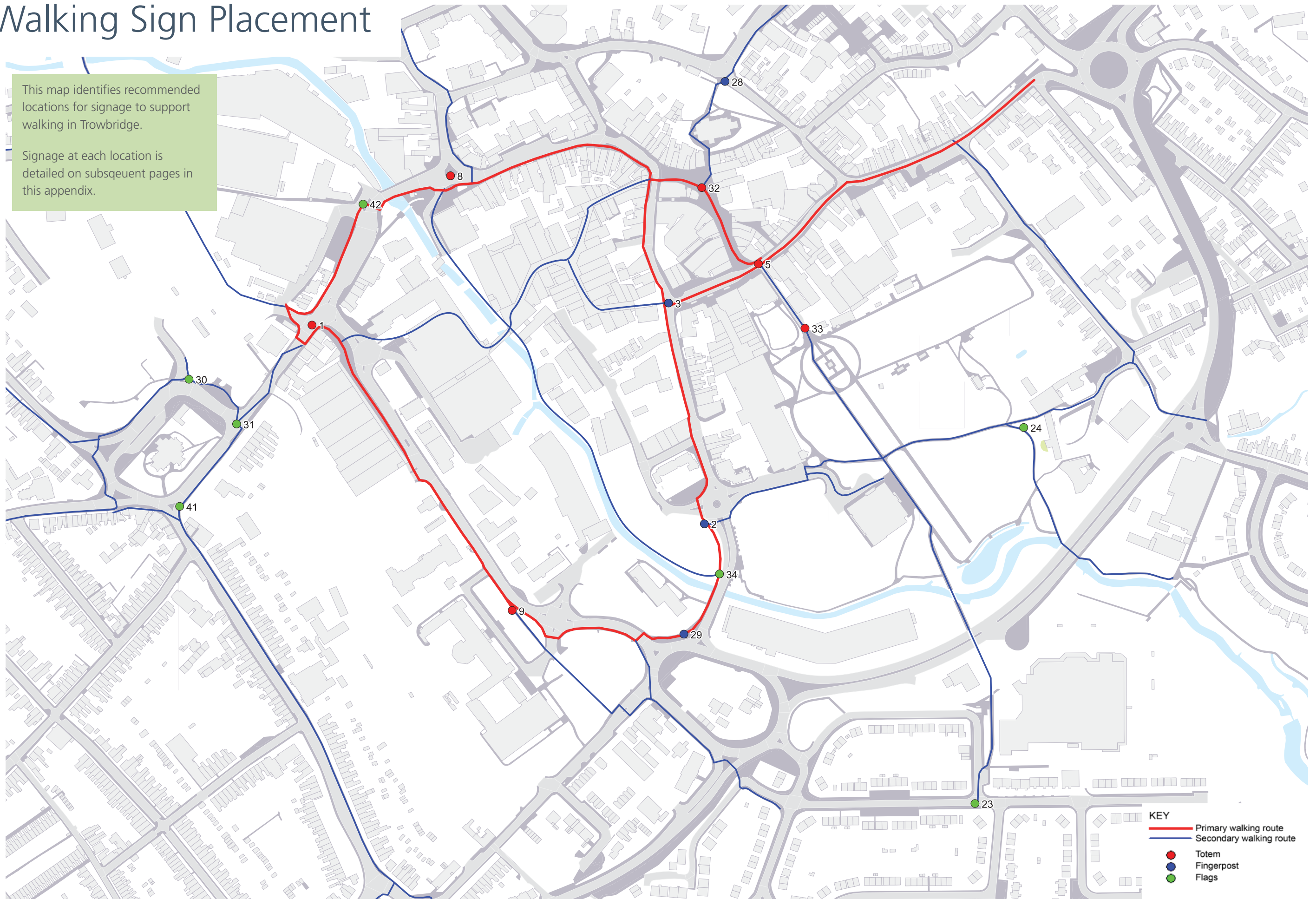
This map shows our interpretation of the route hierarchy for walking in Trowbridge and the location of key decision points for pedestrians in the town.



Walking Sign Placement

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

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



Walking Sign Product Details

Arrival / Interpretation Totem

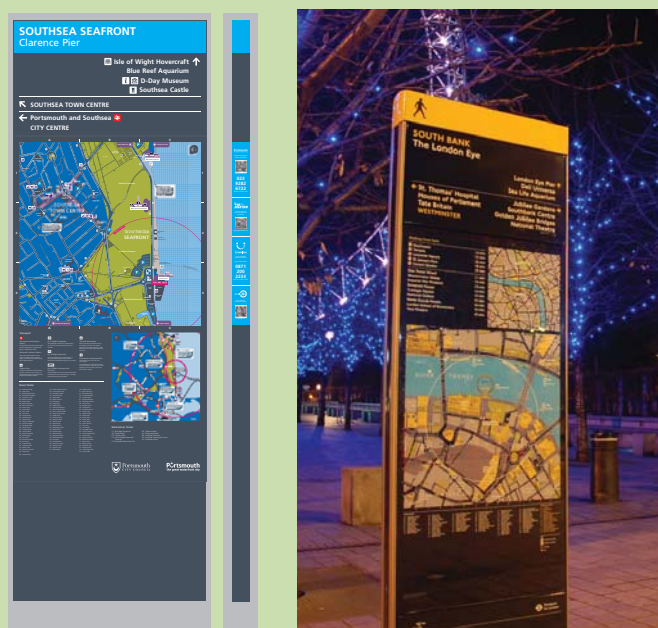
Description: Large bespoke or off-the-shelf totem to provide extensive, map-based information to visitors and local residents. Key pedestrian wayfinding tool to be used at main arrival points (e.g. rail stations) or in the heart of busy areas, such as public squares or pedestrianised high streets. Recommendations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

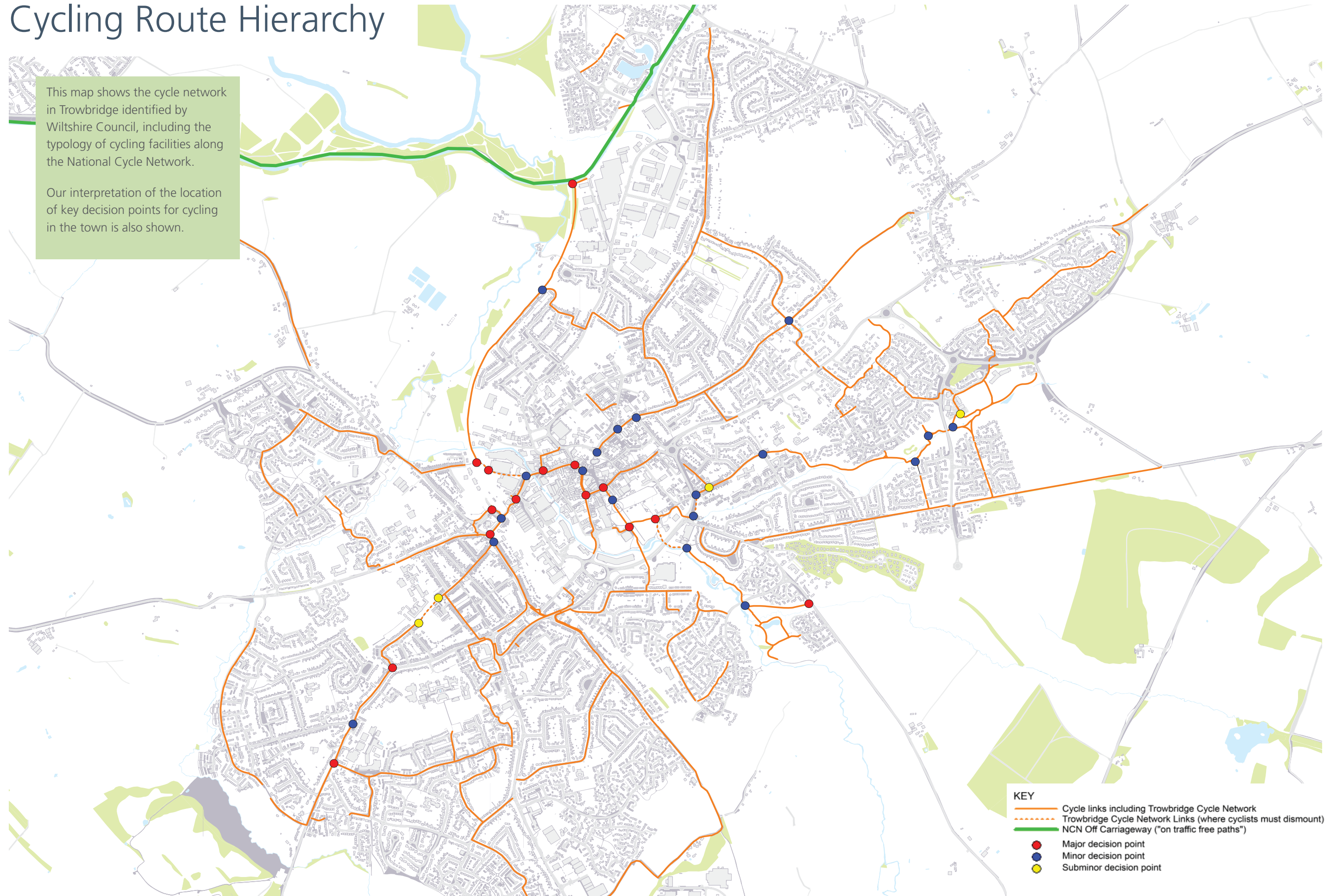


KEY
◆ Potential Assets for Cycling Signage
— NCN Off Carriageway ("on traffic free paths")

Cycling Route Hierarchy

This map shows the cycle network in Trowbridge 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.

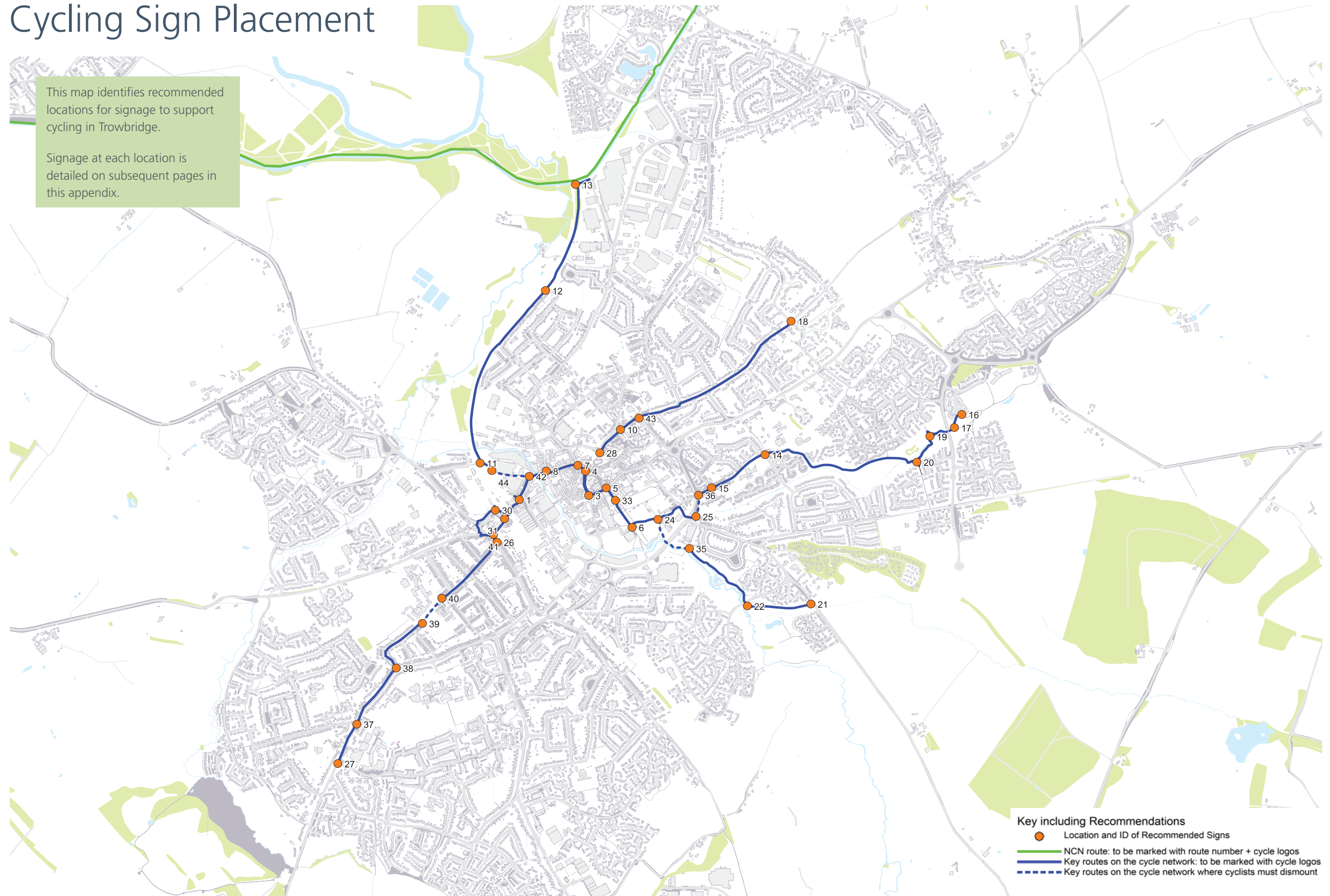


- KEY**
- Cycle links including Trowbridge Cycle Network
 - - - Trowbridge Cycle Network Links (where cyclists must dismount)
 - NCN Off Carriageway ("on traffic free paths")
 - Major decision point
 - Minor decision point
 - Subminor decision point

Cycling Sign Placement

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

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 Trowbridge 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 and installation £100. 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.

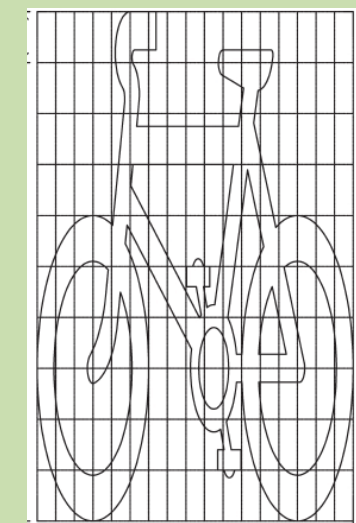
Surface marking to be used along selected cycle routes across the town. This is a key wayfinding tool to provide route confirmation along routes and at sub-minor decision points without the need for additional flag or finger post-type signage.

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.

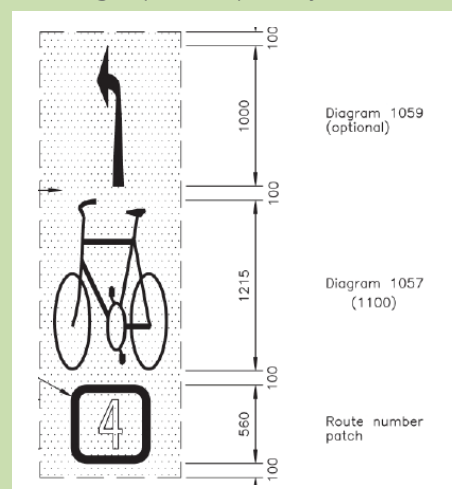
The sign could include text such as “Town” to indicate direction to the town centre from the outer areas without the use of additional signage, especially for signs located on private land and environmentally sensitive areas.

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 | £100 | 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:

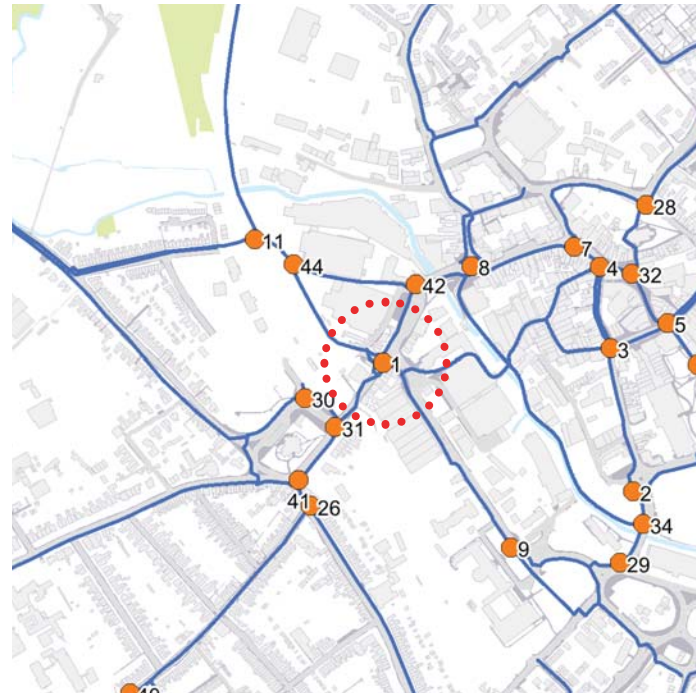
- Additional design work
- Economies of scale
- Costs for surface markings which are recommended as part of the wayfinding strategy to identify the cycle network.
- Costs for updating existing motorised vehicular road signs with integrated cycle direction information.

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 | Major | Primary | Major | 1 Flag 1 Totem | Arrival point from railway station. Supports route to town centre | Remove existing fingerpost pointing wrong direction, replace with arrival totem. No existing cycle signage | Update road signage with cycle directions |



Map of proposed sign location

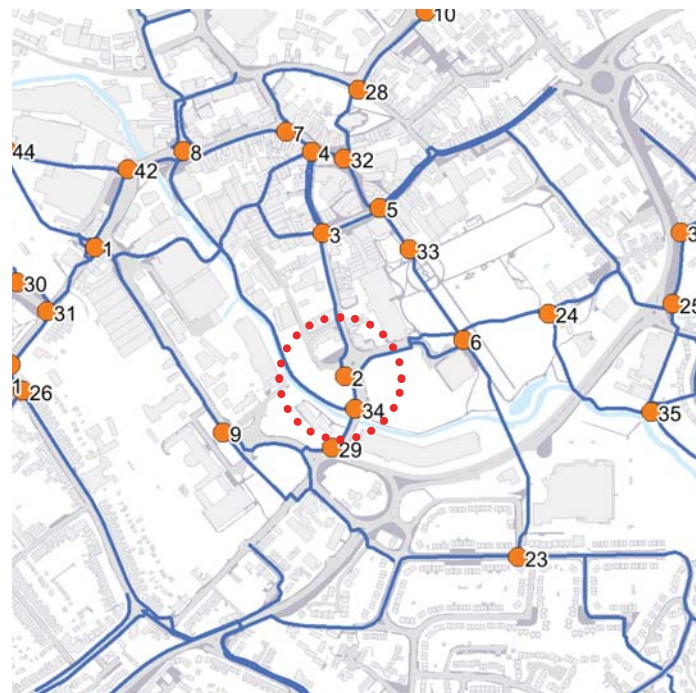


Proposed sign location - existing conditions



Location 2

| Location | Mode | WALKING | | CYCLING | | Sign Quantity and Types | Rationale | Decluttering | Comments |
|----------|---------|---------|----------------|---------|----------------|-------------------------|--|---|----------|
| | | Route | Decision Point | Route | Decision Point | | | | |
| 2 | Walking | Primary | Major | | | 1 Finger Post | Link between main route through town and alternative quiet route through park, close to future development | Rationalise finger posts - remove one and consolidate? Remove pedestrian signs that point straight to building site | |



Map of proposed sign location

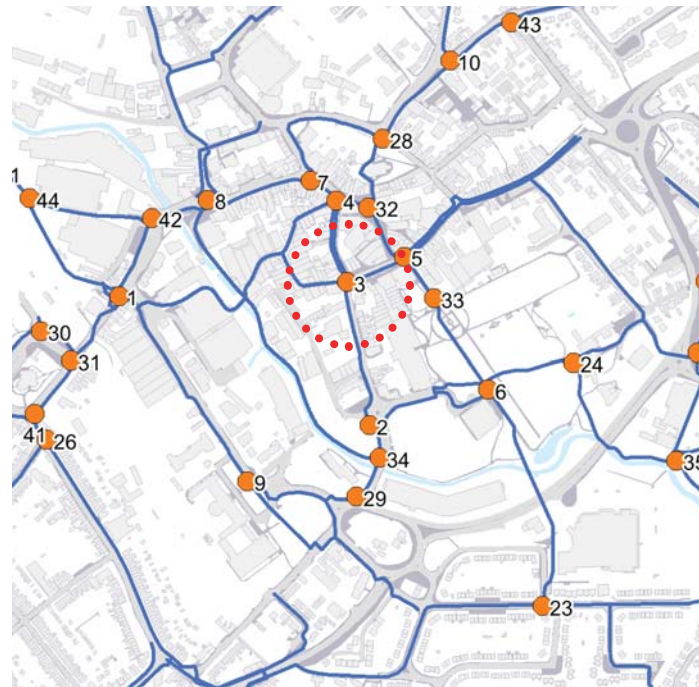


Proposed sign location - existing conditions



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 | 2 Flag 1 Finger Post | Supports route to town centre/railway station and main bus stop | No existing cycle signage | Flags mounted on existing lamp post |



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 | Cycling | | | Primary | Minor | 1 Totem | Supports route to town centre/railway station and main bus stop | Remove existing signage and replace with a navigation totem. No existing cycle signage | Coordinate placement of this totem with respect to the adjacent recommended totem at location 32 |



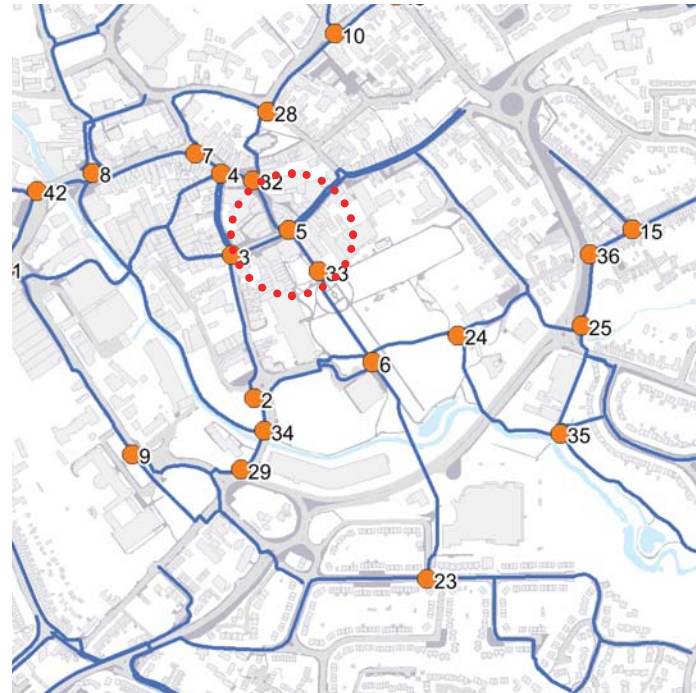
Map of proposed sign location



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 | Both | Primary | Major | Primary | Major | 1 Surface Marking 1 Flag 1 Totem | Supports route to town centre/railway station and main bus stop | No existing cycle signage. | Navigation totem. Surface marking to railway station. |



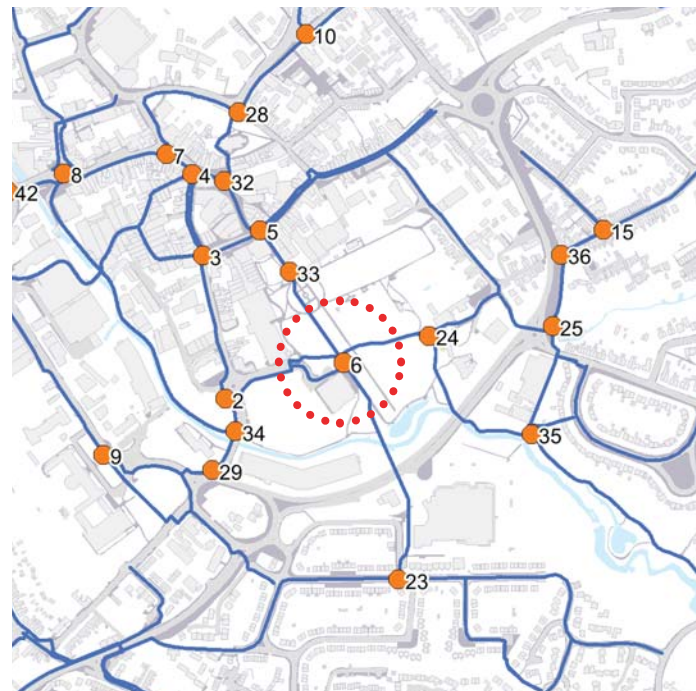
Map of proposed sign location



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 | Major | 2 Surface Marking 1 Totem | Popular area near town centre | Remove unneeded cycling signs and existing finger post | Retain existing finger post and historical map. Navigation totem and surface markings for route confirmation. |



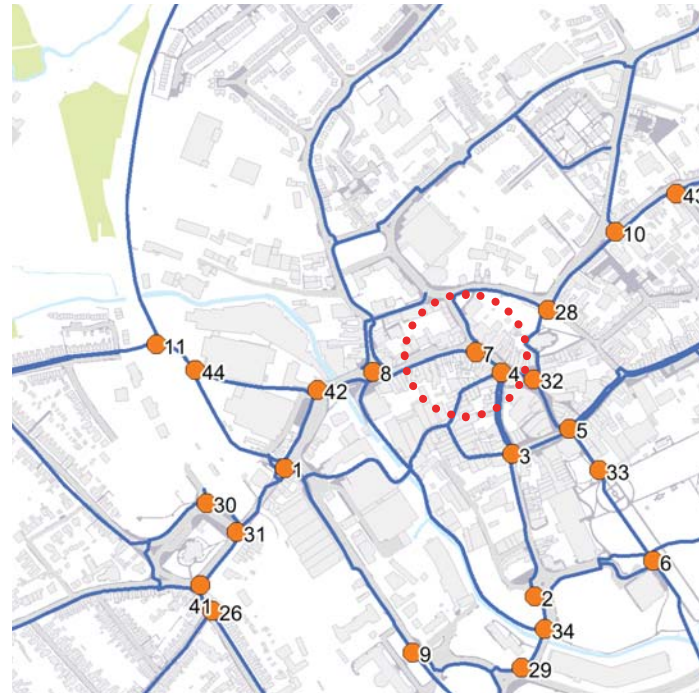
Map of proposed sign location



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 | Major | Primary | Major | 2 Flag | Supports route to town centre and station | Remove existing fingerpost | |



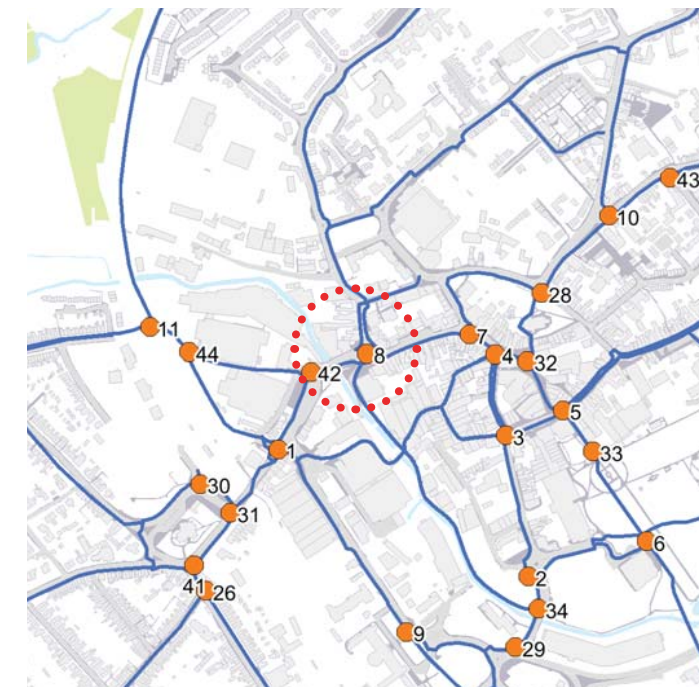
Map of proposed sign location



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 | Both | Primary | Major | Primary | Major | 2 Flag 1 Totem | Supports route to town centre/railway station | Remove existing fingerpost. No existing cycle signage | Pedestrian navigation totem. Cycling flags mounted on existing lamp post |



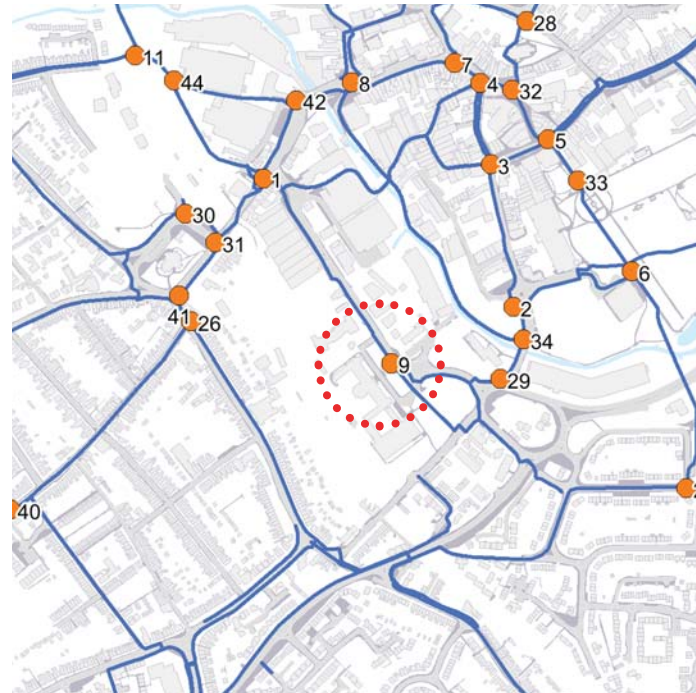
Map of proposed sign location



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 | Walking | Primary | Major | | | 1 Totem | Supports route to town centre/railway station | | |



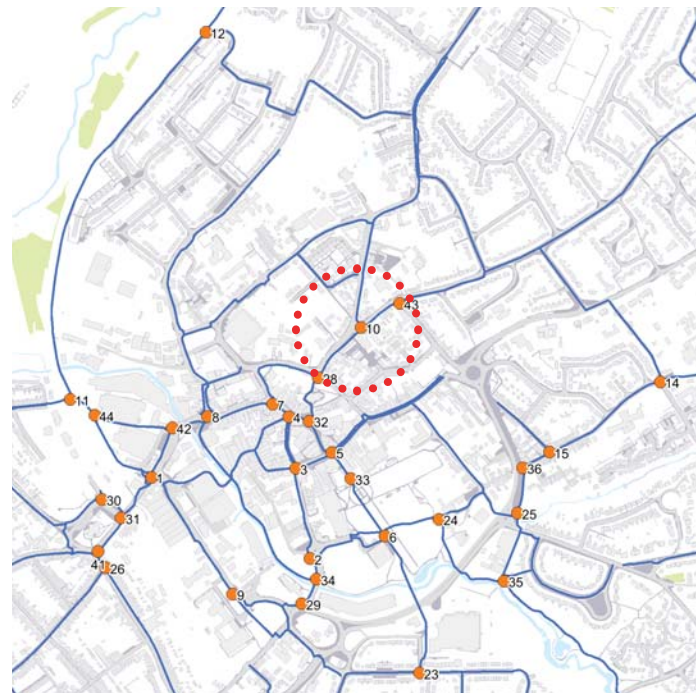
Map of proposed sign location



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 | 1 Flag | Supports route between residential area and town centre | Investigate potential to combine with existing signs | Large junction |



Map of proposed sign location



Proposed sign location - existing conditions