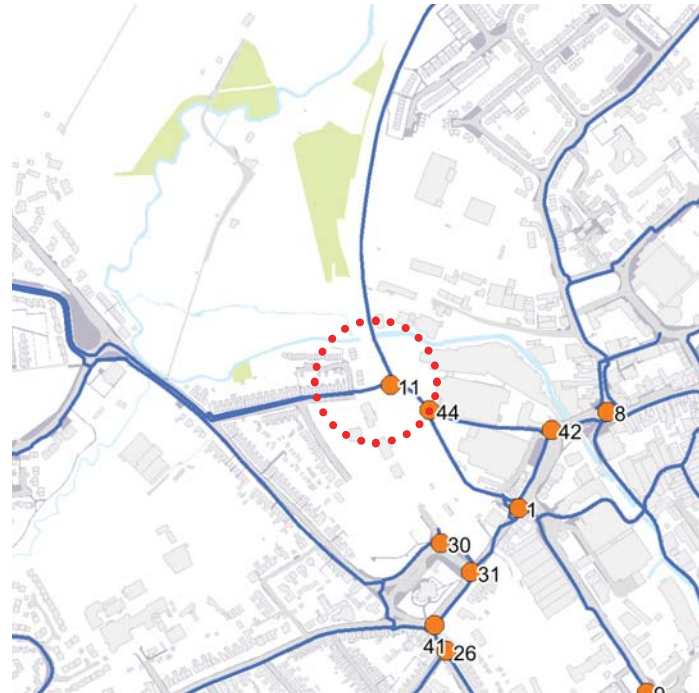


Location 11

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
11	Both	Secondary	Minor	Primary	Major	1 Flag	Supports routes to town centre and station	Only existing signage is regulatory	Mount on bollard if feasible (not post)



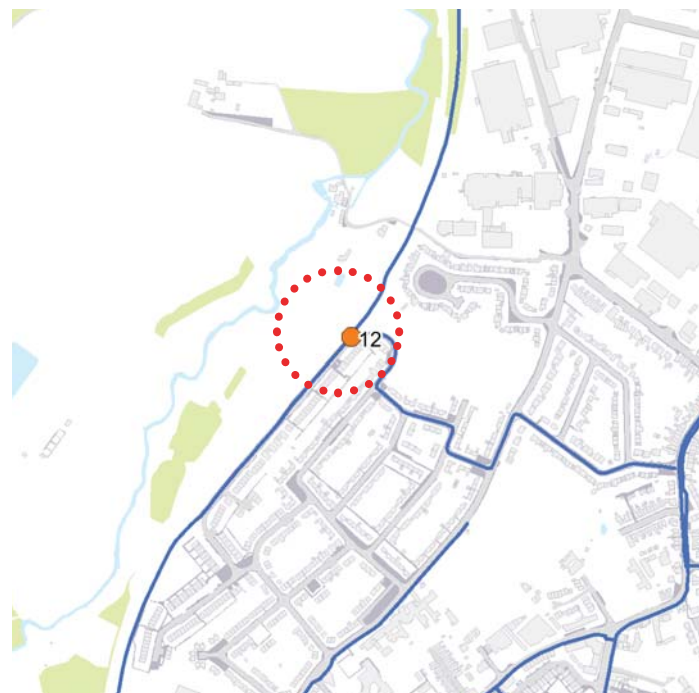
Map of proposed sign location



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 Flag	Supports route between Kennet and Avon Canal path and town centre / train station	Remove existing green signage	Replace dated towpath flag. Mount on bollard if feasible (not post). Supplement with one surface marking.



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	Major	1 Finger Post 1 Bollard	Supports route between Kennet and Avon Canal path and town centre / train station	Declutter temporary NCN signs if feasible. Trim foliage	Keep existing NCN fingerpost.



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	1 Surface Marking 1 Flag	Supports route to town centre	No existing cycle signage	Flag to town centre. Surface marking for route confirmation at transition from off-road route.



Map of proposed sign location

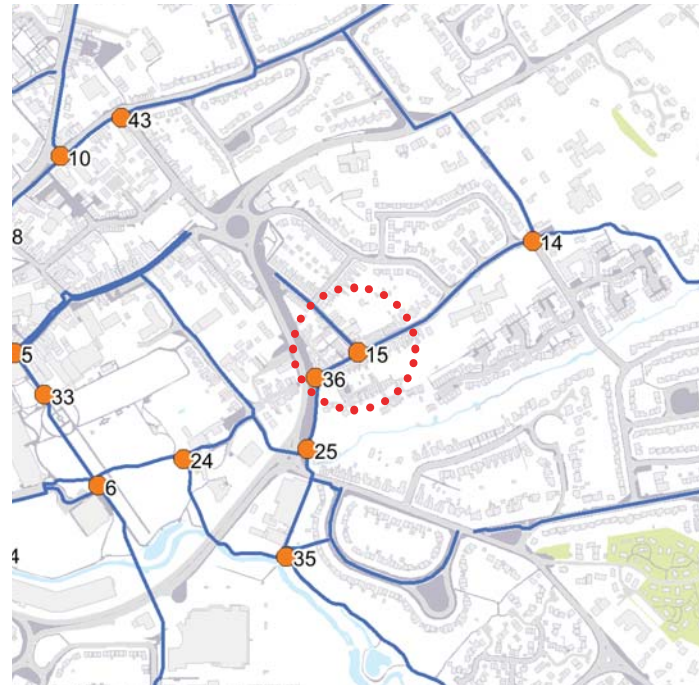


Proposed sign location - existing conditions



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	Route confirmation	No existing cycle signage	Surface marking acts as route confirmation on quiet street



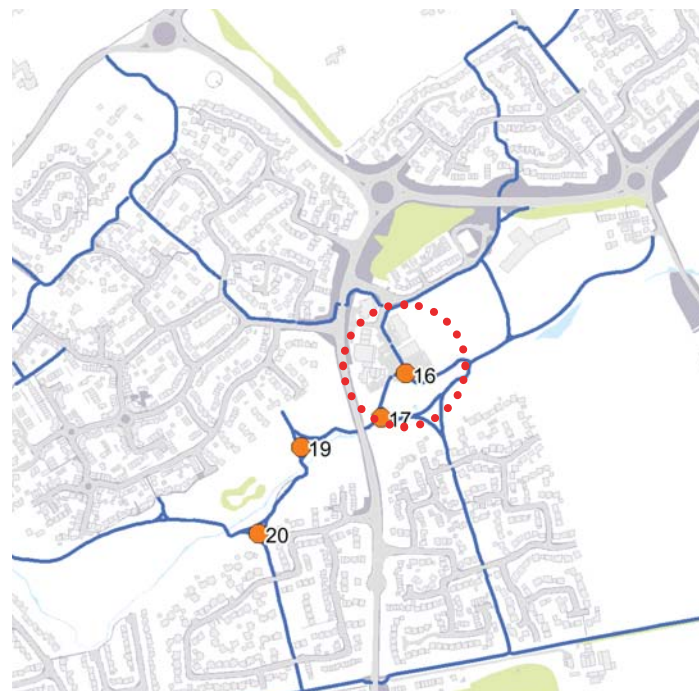
Map of proposed sign location



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	Start of route to town centre	Existing signage good	Existing barriers create an obstacle for both pedestrians and cyclists. Consider removal of barriers to reinforce wayfinding



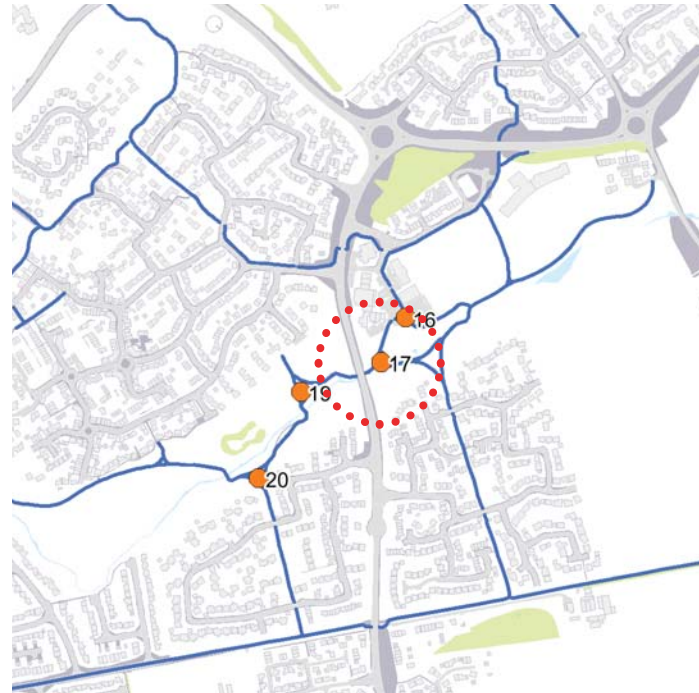
Map of proposed sign location



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	Cycling			Primary	Minor	1 Surface Marking 1 Flag	Route confluence	Leave existing shared use sign	Provide town centre direction for those joining path and confirmation for those already using.



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	Cycling			Primary	Minor	1 Flag	Supports quiet route to town centre. Avoid main road and roundabout.	No existing cycle signage	Flag mounted on existing lamp post



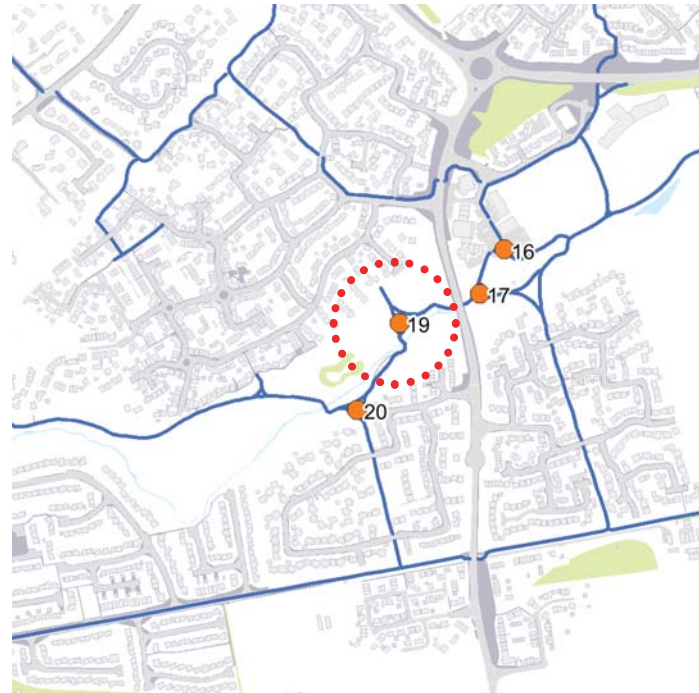
Map of proposed sign location



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 Surface Marking 1 Bollard	Off highway park environment	Replace shared use sign with one bollard	



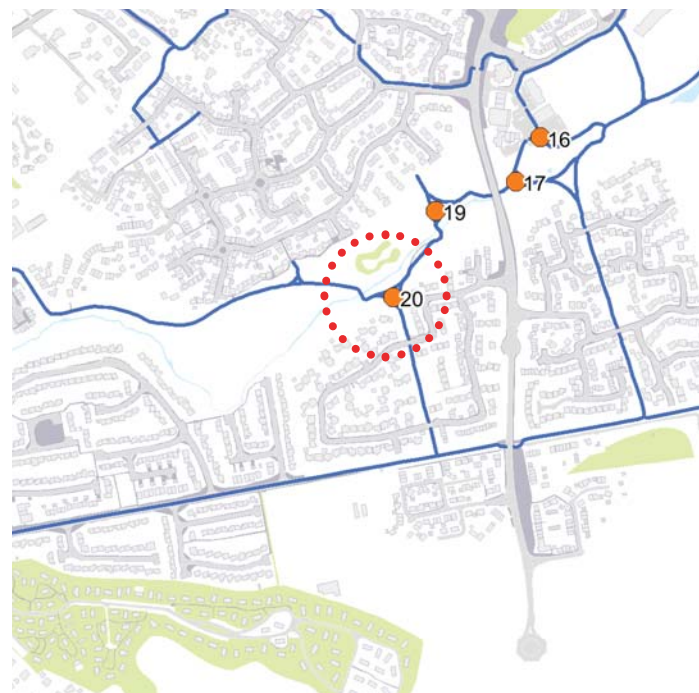
Map of proposed sign location



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	2 Flag	Off highway park environment	Replace shared use sign with one bollard	Consider removing barriers to support wayfinding



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	Major	1 Surface Marking 1 Flag 1 Bollard	Support traffic free route to town centre, takes cyclists off main road	Leave existing shared use sign but trim tree to make more visible	Consider removing shared use sign to support best practice



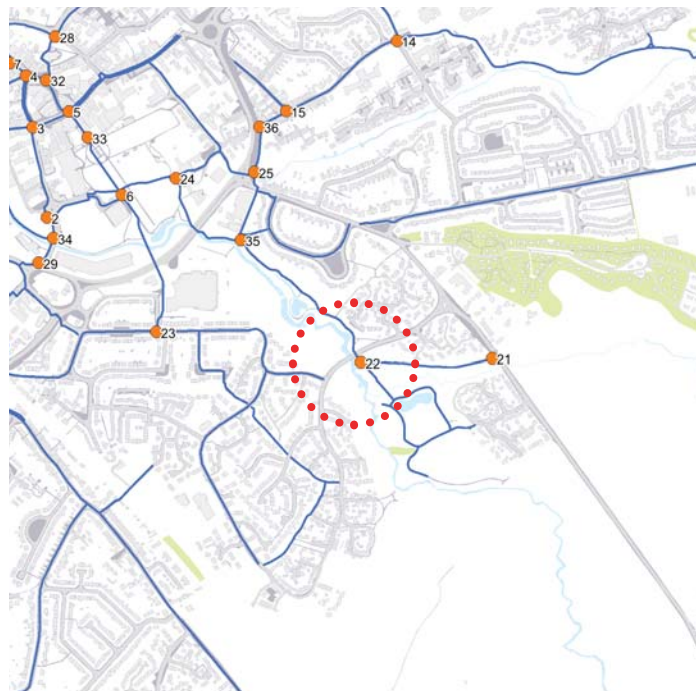
Map of proposed sign location



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	Minor	1 Surface Marking 1 Bollard	Support traffic free route to town centre	Recommend replacement of posts with bollards	



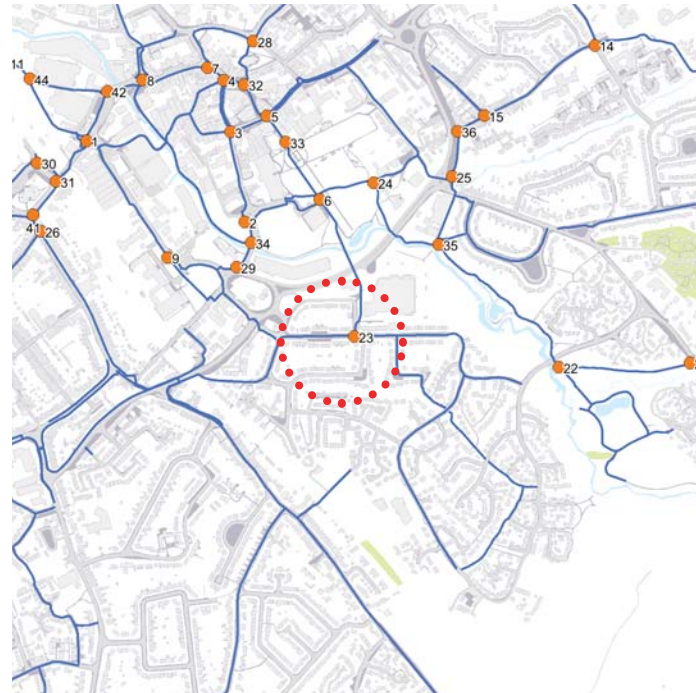
Map of proposed sign location



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	Walking	Secondary	Minor			1 Flag	Supports quiet route to town centre via park	Remove excess Tesco signs	



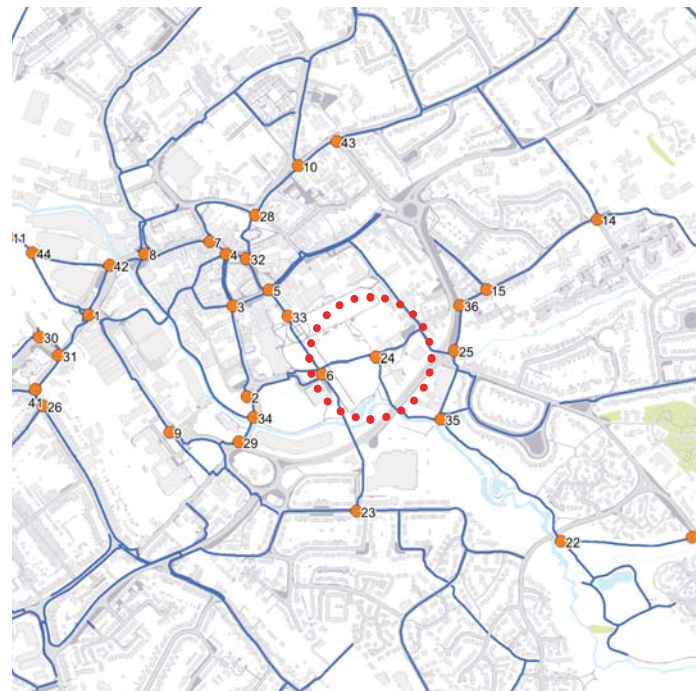
Map of proposed sign location



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	Both	Secondary	Minor	Primary	Major	2 Surface Marking 1 Flag	Support quiet route to town centre, confluence of two primary routes	No existing signage	Surface markings on both approaches to support cycle routes, flag to town centre on existing post



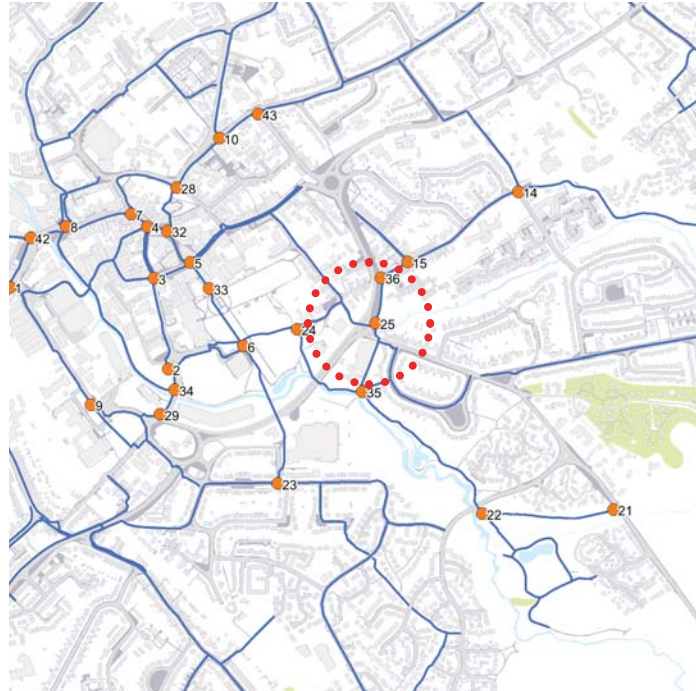
Map of proposed sign location



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	Minor	1 Finger Post	Support quiet route to town centre	Only existing signage is regulatory	Route towards sign 36 not currently for cycling. Consider fingerpost and review regulatory signage.



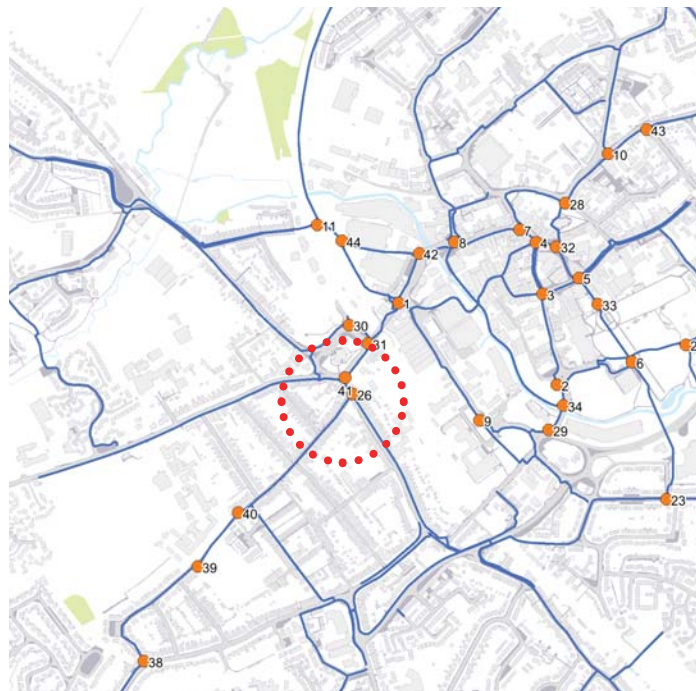
Map of proposed sign location



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			Primary	Minor	1 Flag	Supports direct route to town centre and railway station	No existing cycle signage	Flags mounted on existing lamp post



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			Primary	Major	1 Flag	Support route to town centre and Wiltshire College	No existing cycle signage. Flag mounted on existing lamp post. Signage with cycle directions	Foliage to be cut



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	Both	Secondary	Minor	Primary	MInor	1 Finger Post	End of cycle route to centre, supports walking short cut to central shopping area	No existing cycle signage	No further appropriate cycle routes. Edge of town centre. Finger post to provide transition to walking routes.



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	Walking	Primary	Major			1 Finger Post	Edge of town centre, routes to centre, station and council offices	Some existing ped signs for County Hall East back route - recommend their removal	



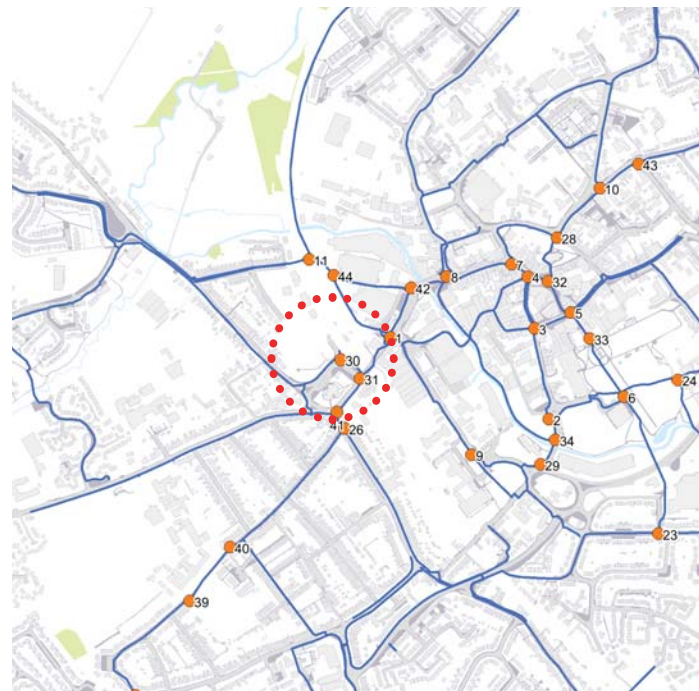
Map of proposed sign location



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	Both	Secondary	Major	Primary	Major	1 Flag	Supports route to town centre	No existing cycle signage	Update road signage with cycle directions



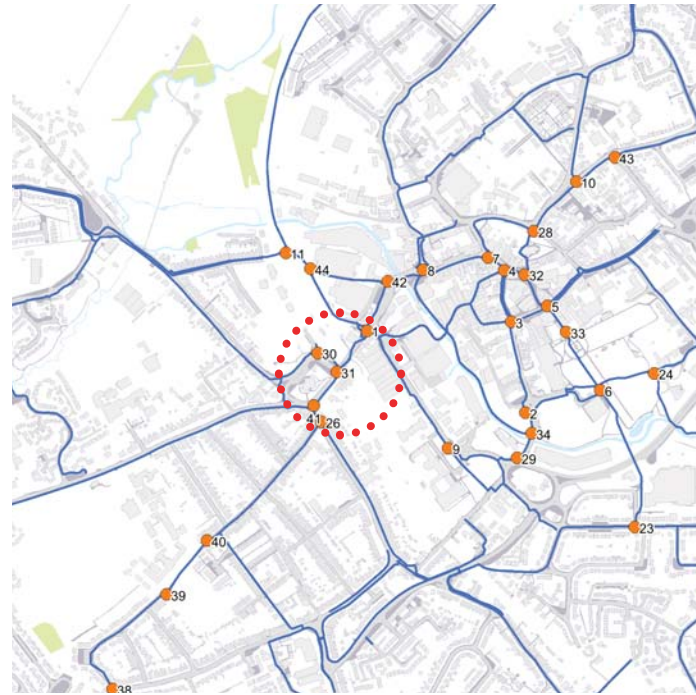
Map of proposed sign location



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	Secondary	Minor	Primary	Minor	1 Flag	Supports route town centre	No existing cycle signage	Update road signage with cycle directions



Map of proposed sign location

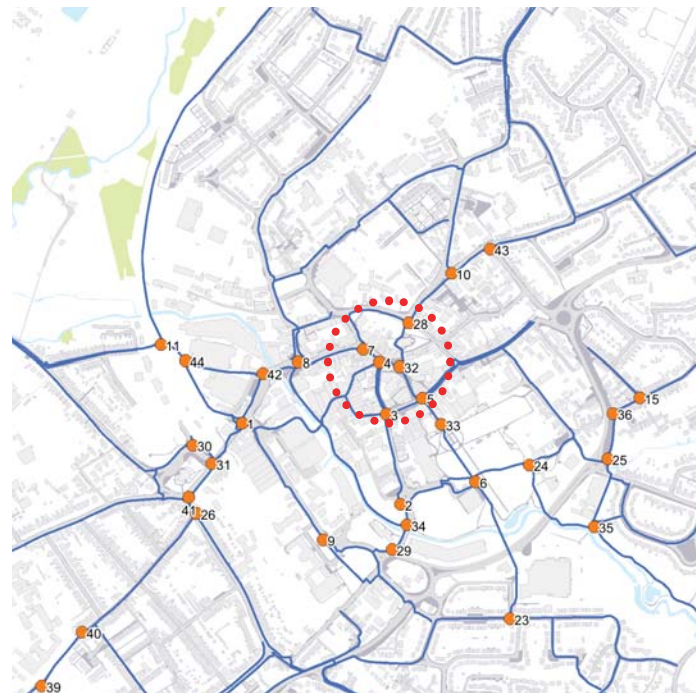


Proposed sign location - existing conditions



Location 32

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
32	Walking	Primary	Major			1 Totem	Supports routes around town centre and to station	Remove existing fingerpost	Recommend placement of an arrival totem



Map of proposed sign location

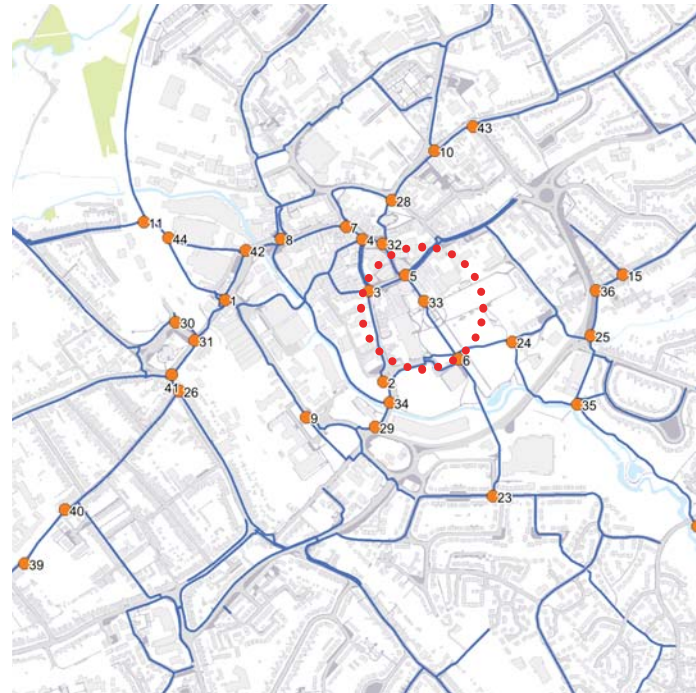


Proposed sign location - existing conditions



Location 33

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
33	Both	Secondary	Minor	Primary	Minor	1 Surface Marking 1 Totem	Supports route to town centre	No existing cycle signage	



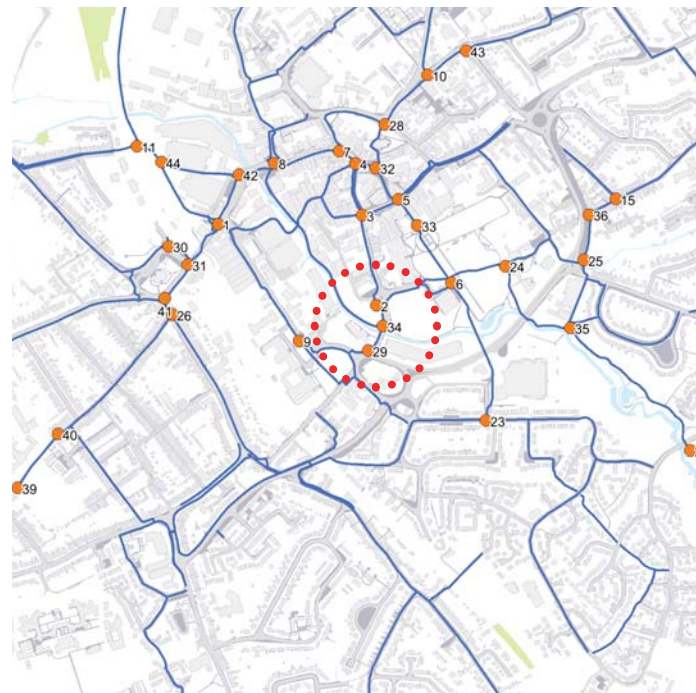
Map of proposed sign location



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	Secondary	Minor			1 Flag	Supports quiet riverside walk to station and town centre	Replace existing flag	Ensure flag mentions that riverside walk can be used to access shopping centre and station. Flag should be in keeping with park setting



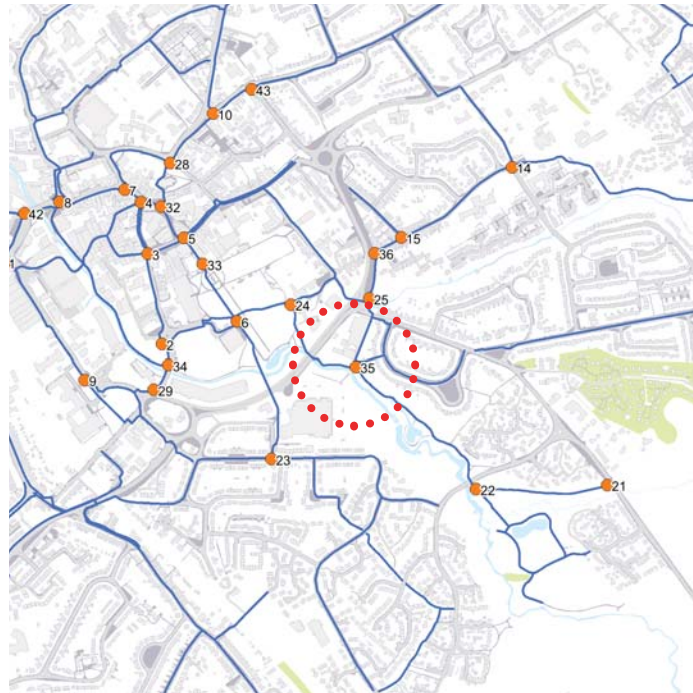
Map of proposed sign location



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			Primary	Minor	1 Bollard	Support quiet route to town centre	Recommend replacement of shared use sign with bollard	Section where no cycling is allowed - cyclists must dismount, but is still best route to reach town centre



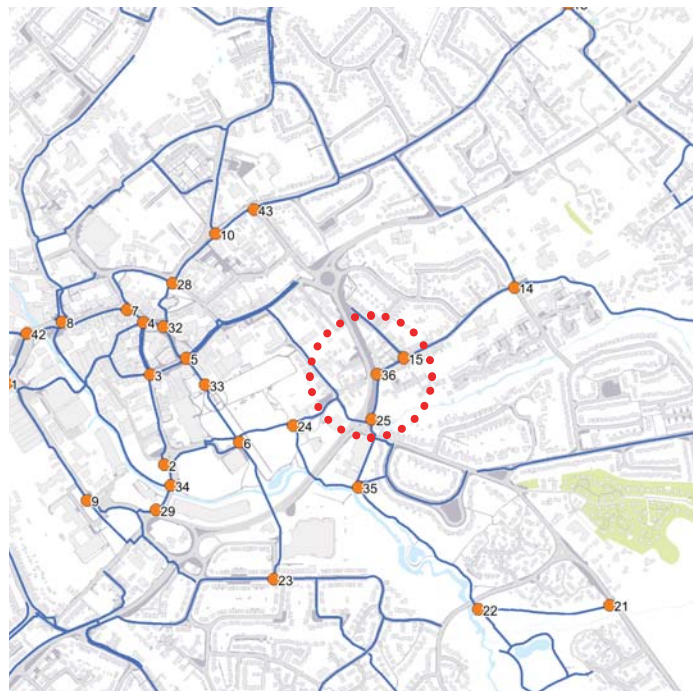
Map of proposed sign location



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			Primary	Minor	1 Surface Marking 1 Flag	Support quiet route to town centre		Route towards sign 25 not currently for cycling. Consider wall mounted flag to town centre and review regulatory signs.



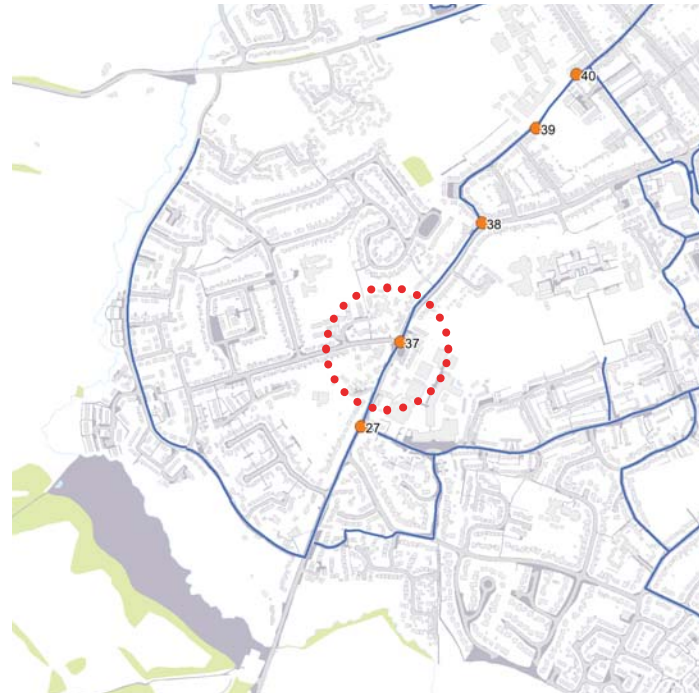
Map of proposed sign location



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			Primary	Minor	1 Bollard	Supports route to Town Centre	No existing cycle signage	Flag mounted on existing road sign.



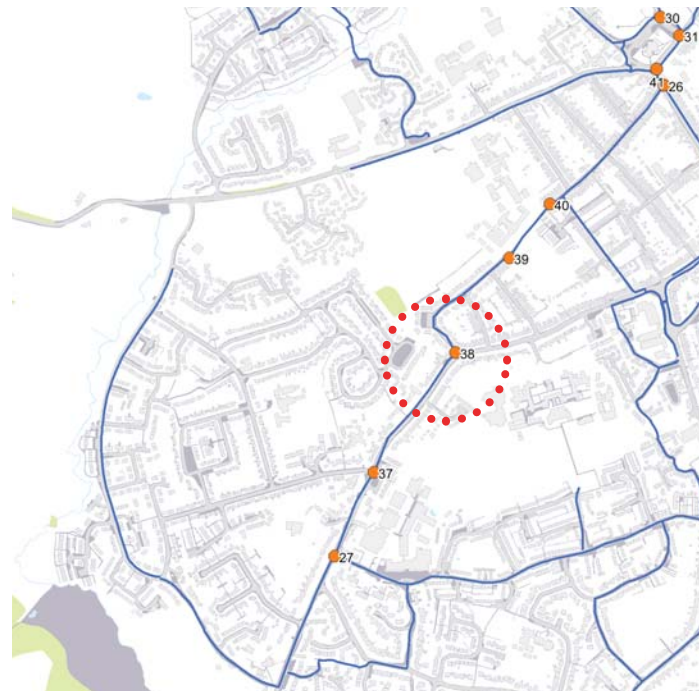
Map of proposed sign location



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			Primary	Major	2 Flag	Supports quiet route to Town Centre and Railway Station	No existing cycle signage	Flags mounted on existing lamp post



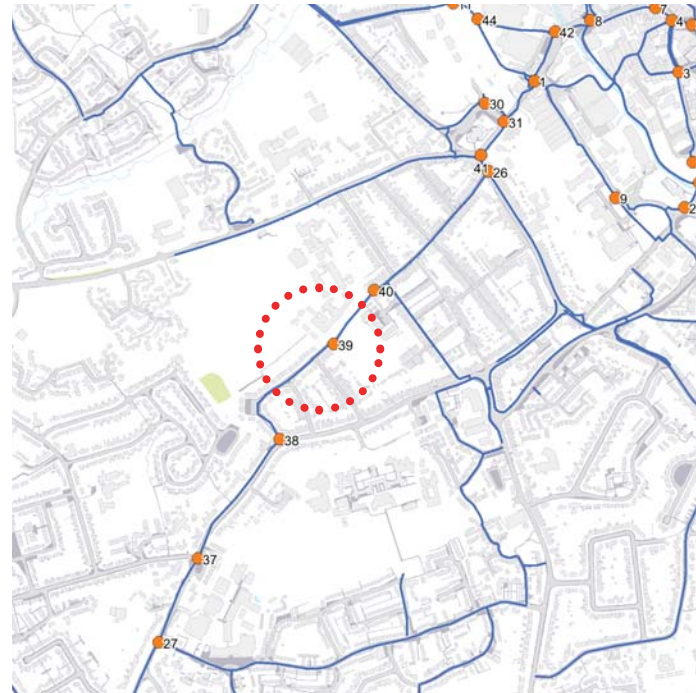
Map of proposed sign location



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	Sub Minor	1 Surface Marking	Supports quiet route to town centre/route confirmation	No existing cycle signage	Currently no cycling on footpath. Cycle route continues, cyclists are required to dismount briefly. Surface marking to town centre



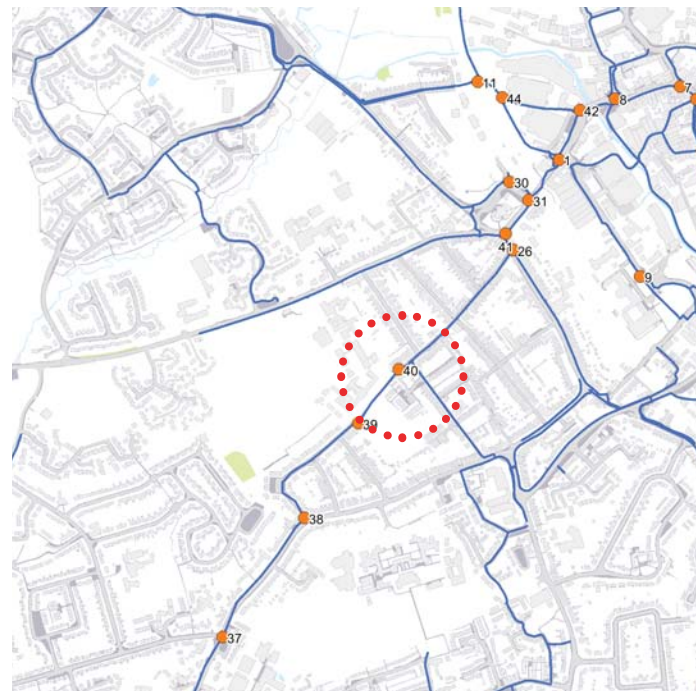
Map of proposed sign location



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	Sub Minor	1 Surface Marking 1 Bollard	Supports quiet route to town centre/route confirmation	No existing cycle signage	Currently no cycling on footpath. Cycle route continues, however cyclists are required to dismount briefly



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	Both	Secondary	Minor	Primary	Major	1 Flag	Supports route to Town Centre and Railway Station	No existing cycle signage	Flag mounted on existing lamp post



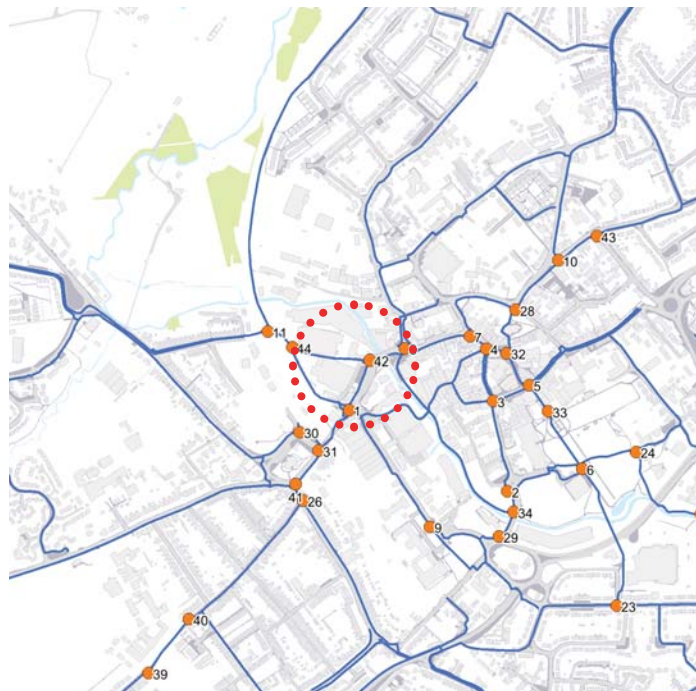
Map of proposed sign location



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	Both	Primary	Minor	Primary	Minor	1 Surface Marking 2 Flag	Supports route to town centre/Railway station to and from the NCN	No existing cycle signage	Flags mounted on existing lamp post. Signage to be reviewed and decluttering at this location as part of Innox Riverside development



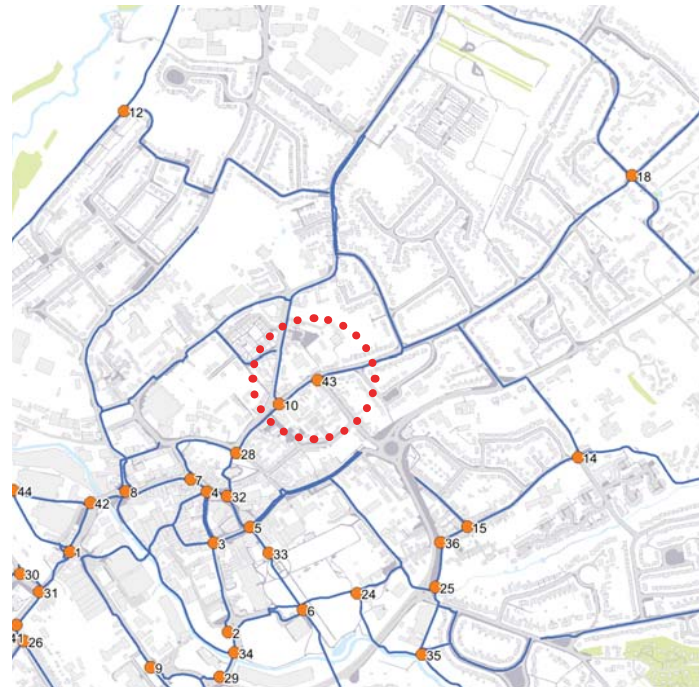
Map of proposed sign location



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	Minor	1 Flag	Supports quiet route to town centre. Avoid main road and busy roundabout	All signage to be reviewed and decluttered at this location. Retain existing hospital road sign.	Flag mounted on existing lamp post. Civic banner adds to sense of place.



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	Both	Secondary	Minor	Primary	Major	1 Finger Post	Routes for town centre and station diverge here.		Cyclists dismount, but still most sensible route. Remove the sign that is not fit for purpose. Signage to be reviewed as part of Innox Riverside development



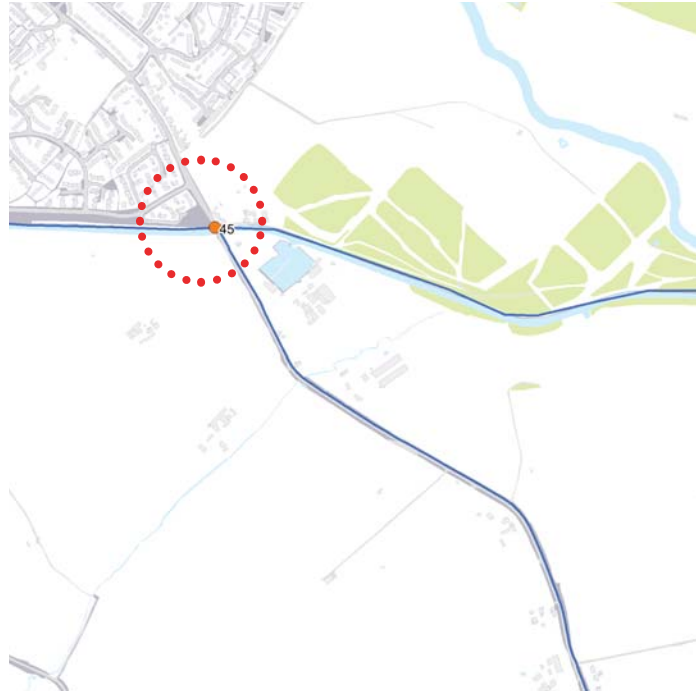
Map of proposed sign location



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	Cycling			Primary	Minor	1 Flag	Supports quiet route to Trowbridge		Directs cyclists to carry further along NCN for better cycling link into Trowbridge



Map of proposed sign location



Proposed sign location - existing conditions