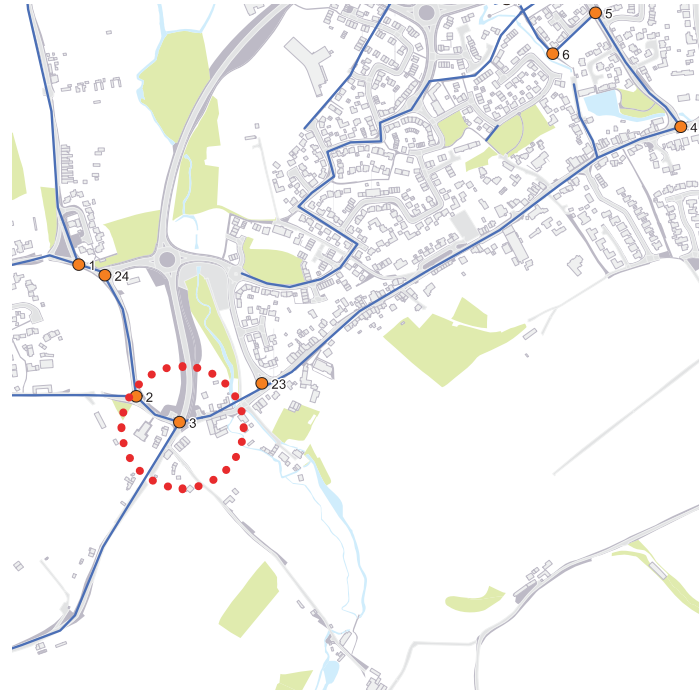


Location 3

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
3	Cycling			Primary	Major	4 Flag	Supports NCN and link to town centre	Remove Wiltshire Cycleway sign	Flag to NCN south both sides of the road, flag to NCN north on one side and to town centre on the other (cyclists must dismount)



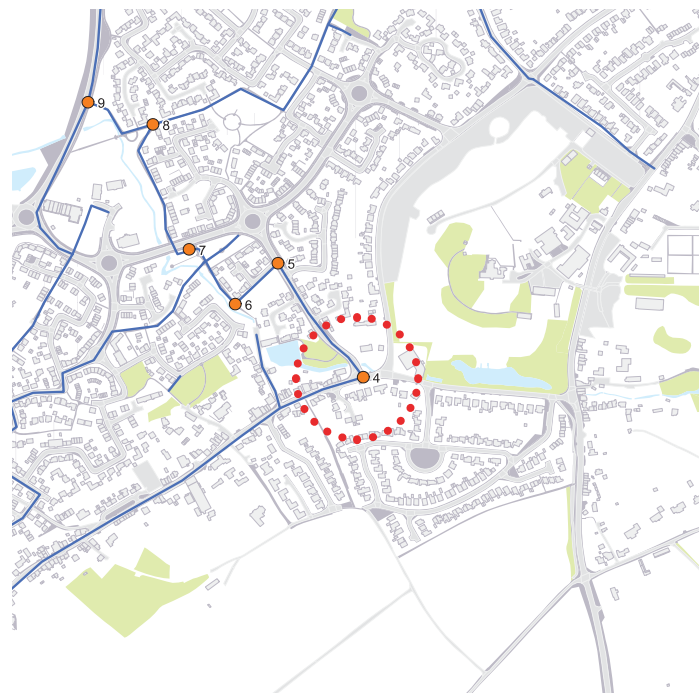
Map of proposed sign location



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	Major	2 Surface Marking 2 Flag	Supports link between NCN and town centre	Retain existing shared use signage	Flags at roundabout to town centre and NCN, surface markings on cycleway confirming routes to town centre and 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	2 Surface Marking	Supports link between NCN and town centre	No existing cycling signage	Surface markings on cycleway signing to town centre and NCN



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	2 Surface Marking	Supports link between NCN and town centre	No existing cycling signage	Surface markings on cycleway signing to town centre and NCN



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	3 Surface Marking	Supports link between NCN and town centre	No existing cycling signage	Surface marking on each side of road confirming routes to NCN and town centre, surface marking with two arrows confirming turning corner to continue cycle route



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	Minor	2 Surface Marking	Supports link between NCN and town centre	No existing cycling signage	Surface marking each side confirming routes to town centre and 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	Major	2 Surface Marking	Supports link between NCN and town centre	Consider replacing existing shared use signage by remounting on bollard	Surface markings for NCN and 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	Sub Minor	1 Surface Marking	Route confirmation for quiet route	Retain existing shared use signage	Surface marking with arrow in each direction confirming to follow path parallel to main road



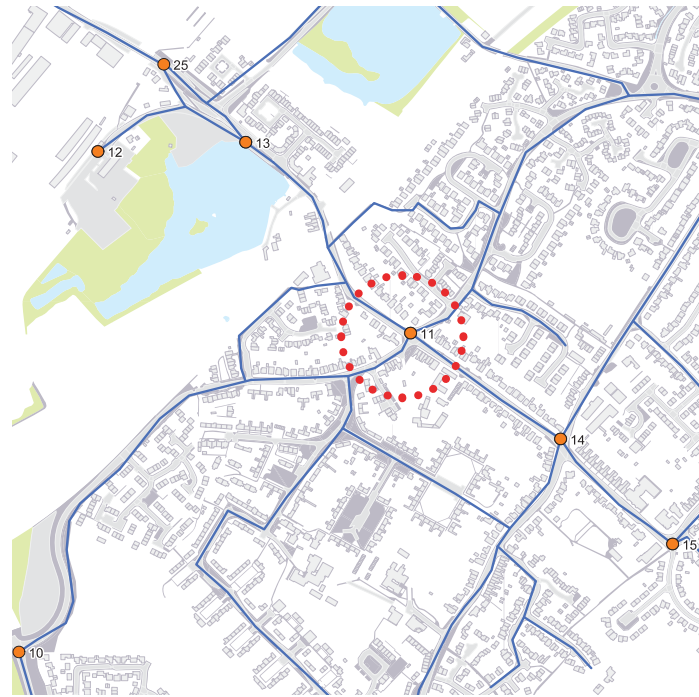
Map of proposed sign location



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	Both	Primary	Minor	Primary	Minor	4 Flag	Supports route to town centre/station and NCN	Replace existing pedestrian signs with pedestrian and cyclist	Pedestrian and cyclist flags to town centre and station, flag from each direction for NCN



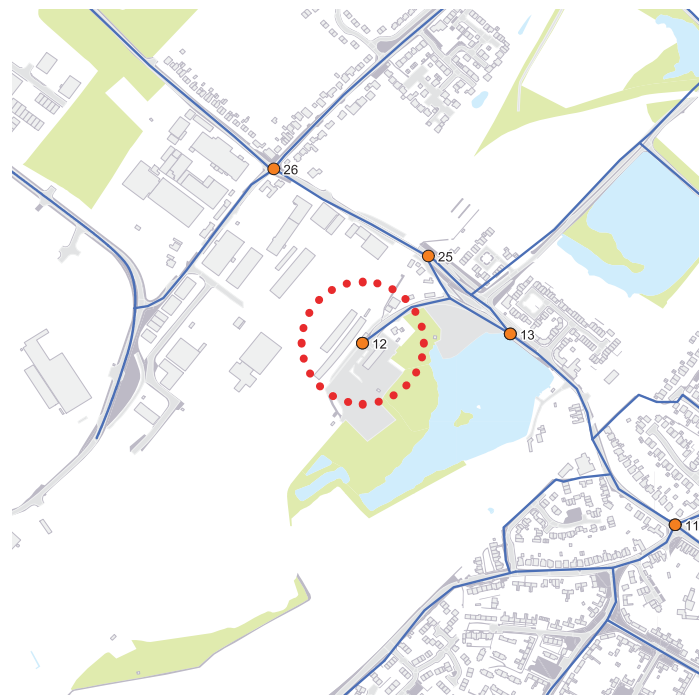
Map of proposed sign location



Proposed sign location - existing conditions

Location 12

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
12	Both	Primary	Major	Primary	Major	1 Totem	Arrival point from railway station	Remove existing pedestrian flags	Arrival totem outside station, clearly showing town centre and local bus stops



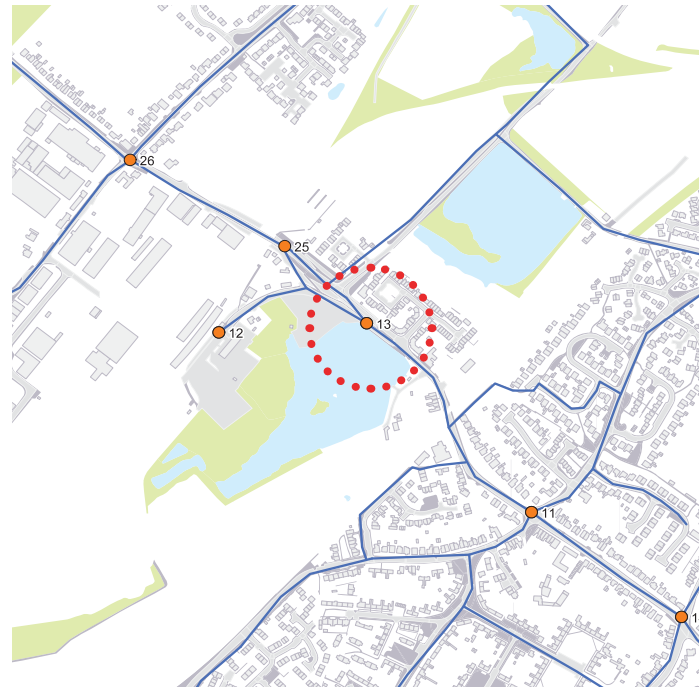
Map of proposed sign location



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	Both	Primary	Major	Primary	Major	2 Flag	Supports route between town centre and railway station	Remove existing pedestrian sign to station, replace pedestrian sign to town centre with pedestrian and cyclist sign	Pedestrian and cyclist flag on Station Approach directing to town centre and on roundabout directing to station



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	Both	Primary	Minor	Primary	Minor	1 Finger Post	Confirm route to town centre and railway station	Remove existing walking flags	Replace at existing location



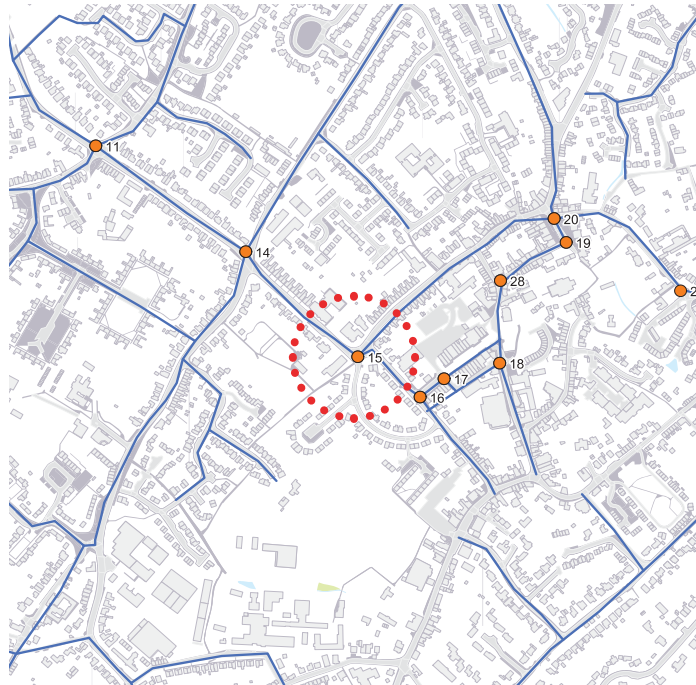
Map of proposed sign location



Proposed sign location - existing conditions

Location 15

Location	Mode	Route	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
			Decision Point	Route	Decision Point	Route				
15	Both	Primary	Major	Primary	Major	1 Finger Post	Supports route between town centre and railway station	Consolidate existing signs if possible. Look to utilise road signs.	Busy road with HGV traffic, but no alternative route - investigate cycling improvements	



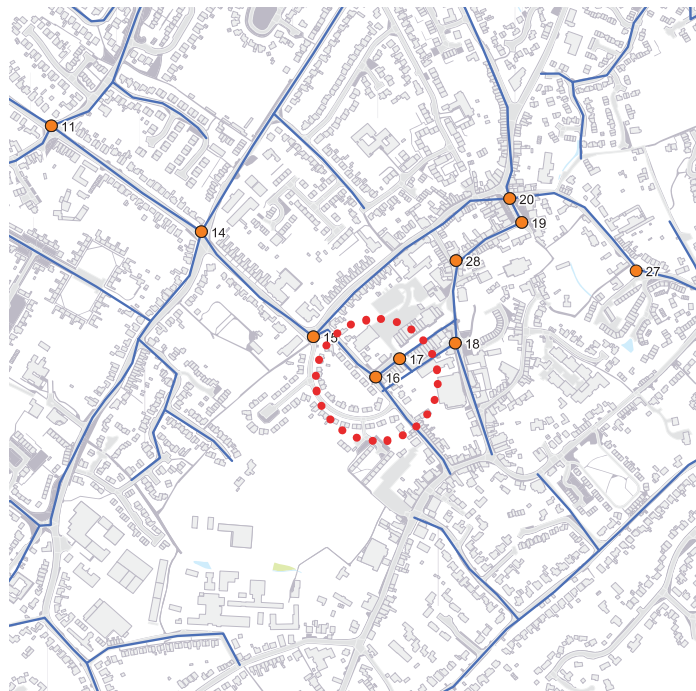
Map of proposed sign location



Proposed sign location - existing conditions

Location 16

Location	Mode	Route	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
			Decision Point	Route	Decision Point	Route				
16	Both	Primary	Minor	Primary	Minor	1 Flag	Supports route between town centre and railway station	Consolidate existing signs if possible	Busy road with HGV traffic, but no alternative route - investigate cycling improvements	



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	Both	Primary	Minor	Primary	Minor	1 Surface Marking 1 Totem	Totem provides wayfinding assistance for walkers in pedestrian area whilst surface marking directs cyclists through town centre	Replace existing finger post	Navigation totem



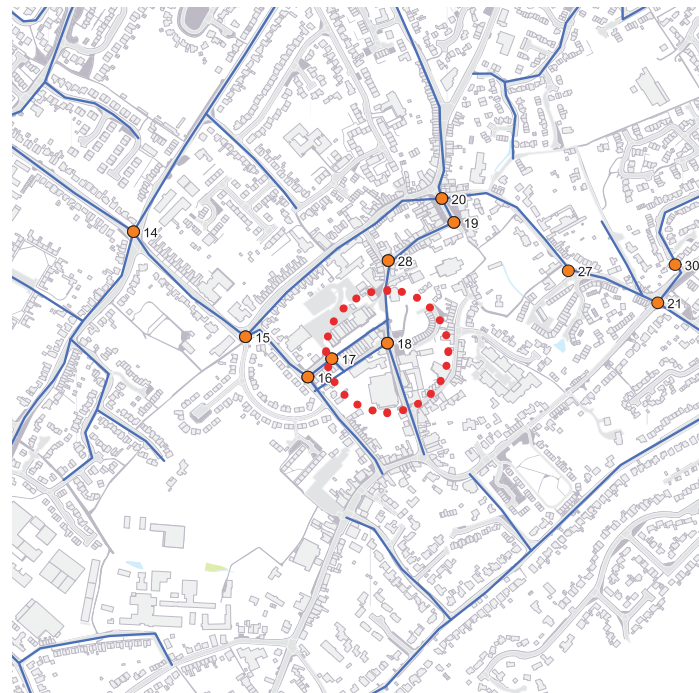
Map of proposed sign location



Proposed sign location - existing conditions

Location 18

Location	Mode	WALKING		CYCLING		Sign Quantity and Types	Rationale	Decluttering	Comments
		Route	Decision Point	Route	Decision Point				
18	Both	Primary	Major	Primary	Major	1 Surface Marking 1 Finger Post	Supports busy thoroughfare and directs cyclists through centre towards station	Replace existing finger post or at least refurbish	Not very cycle friendly area - one way systems and 'no cycling' signs



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	Both	Primary	Minor	Primary	Minor	1 Totem	Supports walking and cycling route to town centre	Replace existing finger post and map.	Existing infrastructure adds local character but is not very functional as a wayfinding tool. Navigation totem.



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	Both	Primary	Minor	Primary	Major	1 Surface Marking 1 Finger Post	Supports walking and cycling route to town centre	No existing cycling signage	Fingerpost to direct pedestrians onto primary walking route to town centre as opposed to secondary route along A350



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 Flag	Support quiet route to town centre	No existing cycle signage	Attach flag to existing lamp post



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	Minor	1 Flag	Support quiet route to town centre	No existing cycle signage	Attach flag to existing lamp post



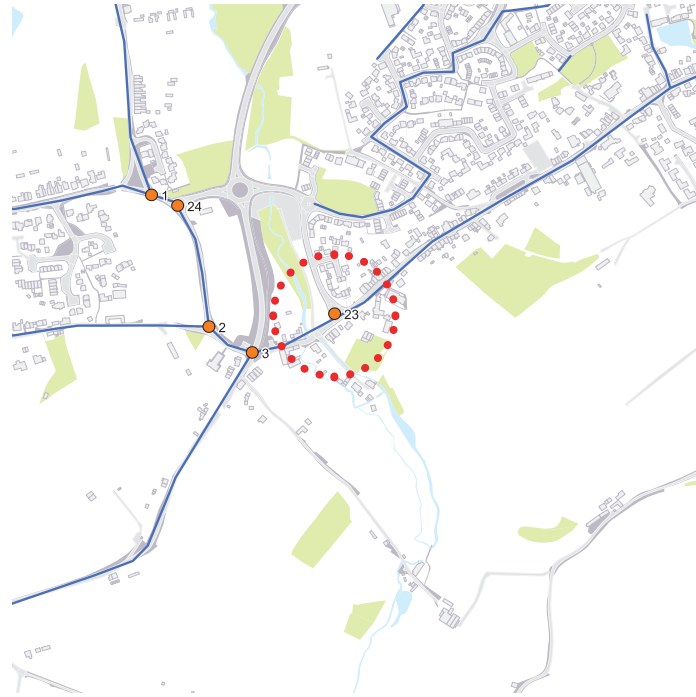
Map of proposed sign location



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	Minor	2 Flag	Supports route between NCN and town centre	No existing cycling signage	Flags to NCN and town centre at roundabout



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	2 Flag	Supports NCN route	Remove Wiltshire Cycleway sign	Flag in each direction for continuation of NCN



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	Walking	Secondary	Minor			1 Flag	Supports pedestrian shortcut to railway station from north	Retain existing sign	Flag to station indicating shortcut



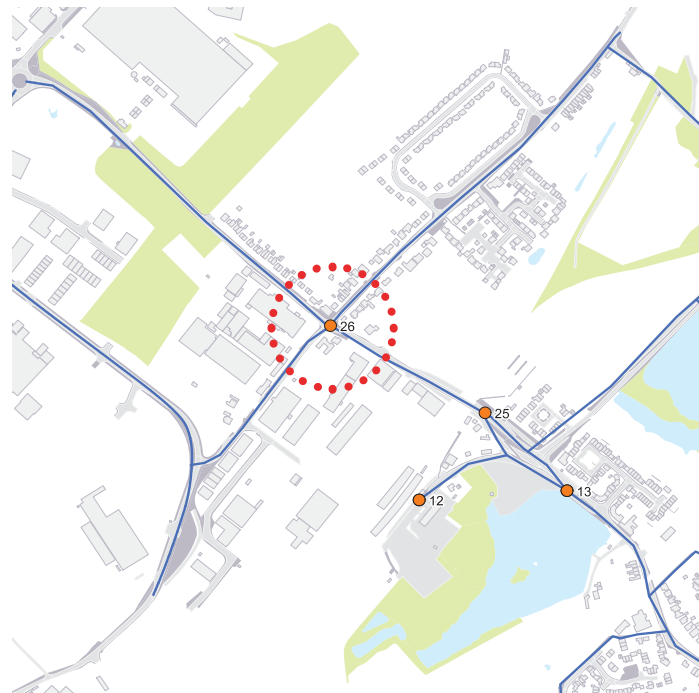
Map of proposed sign location



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	Walking	Secondary	Minor			1 Flag	Supports route to town centre and railway station	Integrate with road signs if possible	Flag to town centre and station



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		Primary	Sub Minor	1 Surface Marking	Supports quiet route to town centre	No existing cycling signage	



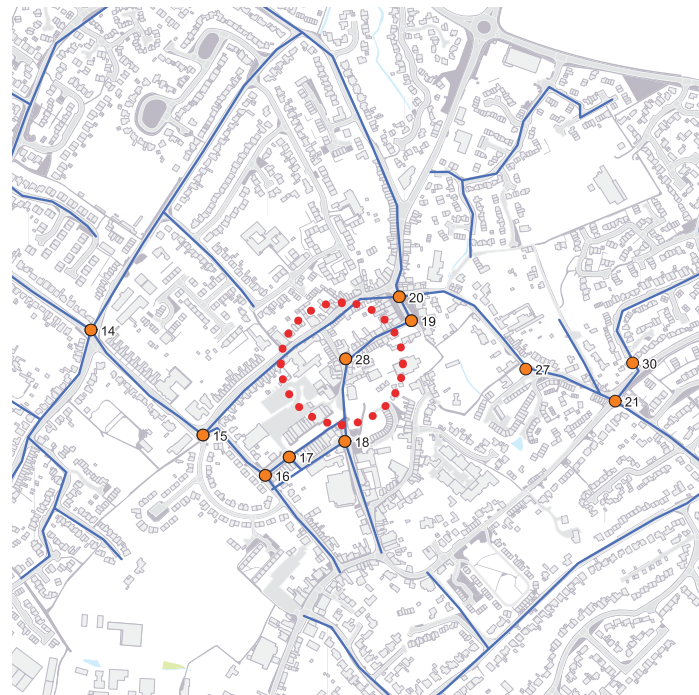
Map of proposed sign location



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	Primary	Minor	Primary	Minor	1 Surface Marking 1 Finger Post	Edge of town centre, supports route to and through central area to station	No existing cycling signage	Investigate possibility of cycling contraflow.



Map of proposed sign location



Proposed sign location - existing conditions