ATKINS

Wiltshire Walking & Cycling Wayfinding

Outline Strategy Report for Wiltshire Council
14 February 2014

Plan Design Enable

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Introduction 1

This project

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 strategy to improve wayfinding, which has been piloted in Chippenham and will be tailored to other towns in Wiltshire.

Aims and objectives

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

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

We are currently developing an outline strategy, which has been tested in Chippenham. This will then be applied to several other towns and villages in Wiltshire.

Through this project we will:

- Conduct an appraisal of the types and styles of signs already used in each town.
- Identify key types of destinations to support with signing, and identify those destinations in each town.
- Recommend routes and locations to support with signs, and the types of signage at each location.
- Suggest whether existing signage at proposed locations should be kept, replaced or added to.
- Estimate costs associated with new street furniture.

The wayfinding strategy described in this report has been finalised during the pilot study in Chippenham. It will subsequently be used for the development of a wayfinding system for remaining towns and villages.

Existing initiatives

Wayfinding information to support local trips can be provided through a combination of different ways to encourage people to walk and cycle more often.

Digital and paper maps are currently being developed by Wiltshire Council. This project focuses on designing and locating new signs and products on the ground which will support wayfinding for people walking and cycling.

PRE-JOURNEY INFORMATION | **ON-SITE INFORMATION**

DIGITAL MAPS | **PAPER MAPS** | **WAYFINDING SIGNAGE**

WALKING — CYCLING

Currently being developed by Wiltshire Council | **To be developed** | **Strategy outlined by Atkins in this report**

Supporting wayfinding for walking and cycling can be achieved through a combination of different approaches. Digital and paper maps are currently being developed by Wiltshire Council. This project focuses on designing and locating new signs and products on the ground which will support wayfinding for people walking and cycling.

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Study area

The predominantly rural character of Wiltshire is punctuated with a number of market towns and villages, each with its own character enhancing the economy of the local area and its rich heritage.

The study focuses on 19 towns and villages in Wiltshire. These can be broadly categorised based on their function and size:

- Larger towns - are economic hubs with significant influence for employment and visitors
- Market towns - are traditional places with distinct historic character
- Villages and rural areas - generally attract lower numbers of people and are less well connected by public transport and road links

The size and character of each place will inherently impact on the scale and type of walking and cycling infrastructure, and associated wayfinding support, that will be appropriate for each place.

Note: this study focuses on the wayfinding required for trips within the 19 towns that constitute the study area. There is a future opportunity to extend the scope of this study to the areas between the towns and review other wayfinding tools and signage to encourage walking and cycling trips between towns, though this is currently out of the scope of this project.

Wiltshire boundary (including Swindon)
Motorway
A Road
River
Town included in study
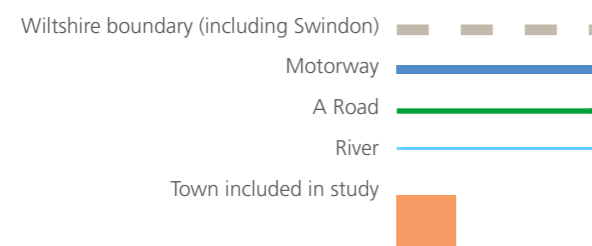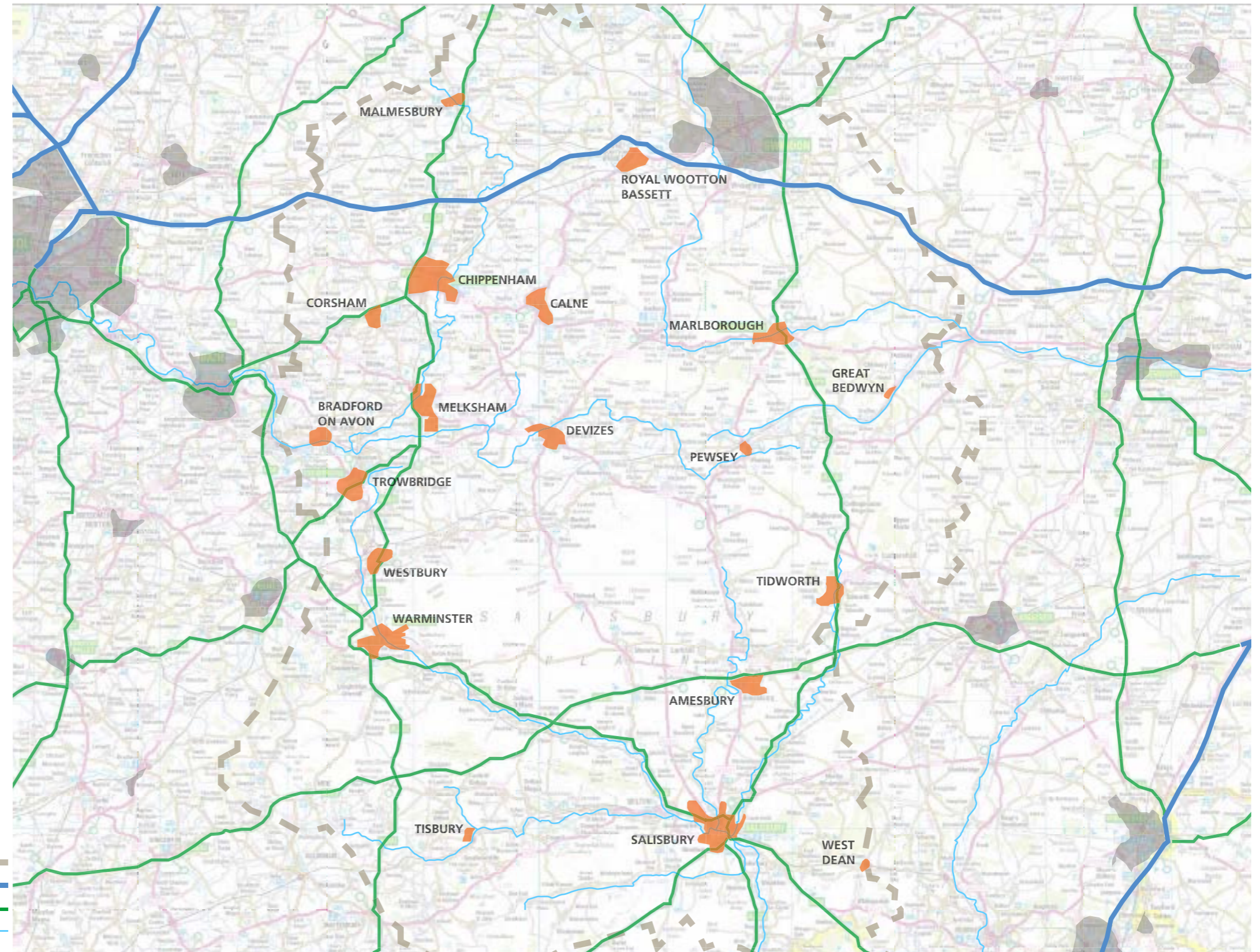
This report

This report presents our recommendations for a wayfinding strategy for towns and villages in Wiltshire.

The findings of the this report have been tested in Chippenham, and subsequently tailored to several other towns and villages in our study area.

To help build this strategy, we have:

- Collected background information to understand this project's role in future wayfinding in Wiltshire, including reviewing ongoing initiatives which will produce a local Journey Planner tool and Walking/Cycling Maps.

- Summarised walking and cycling wayfinding best practice examples and design standards, and how they might be applied to Wiltshire.

- Undertaken a desktop review of existing walking and cycling route maps for places in Wiltshire to understand the range of environments covered, the complexity of routes, and general scales and distances of current trip making in towns and villages across the county.

- Visited several towns in Wiltshire to identify and appraise existing walking and cycling wayfinding infrastructure including typical sign types, content, suitability and condition (a full sign audit is not part of our scope).

Our team has produced recommendations for a wayfinding strategy which has been tested in Chippenham and applied to other towns and villages in Wiltshire. The strategy in this report includes:

- **Sign product family**

  We have recommended an appropriate sign product family and application guidelines which can then be used for all future towns across Wiltshire. i.e. what product should be used, where and in what situation.

- **Sign content strategy**

  We have identified the type of sign content and hierarchy to be applied.

- **Next Steps**

  We have recommended next steps to further develop the wayfinding strategy.

This document summarises the development of an outline wayfinding strategy and the initial findings of the study.
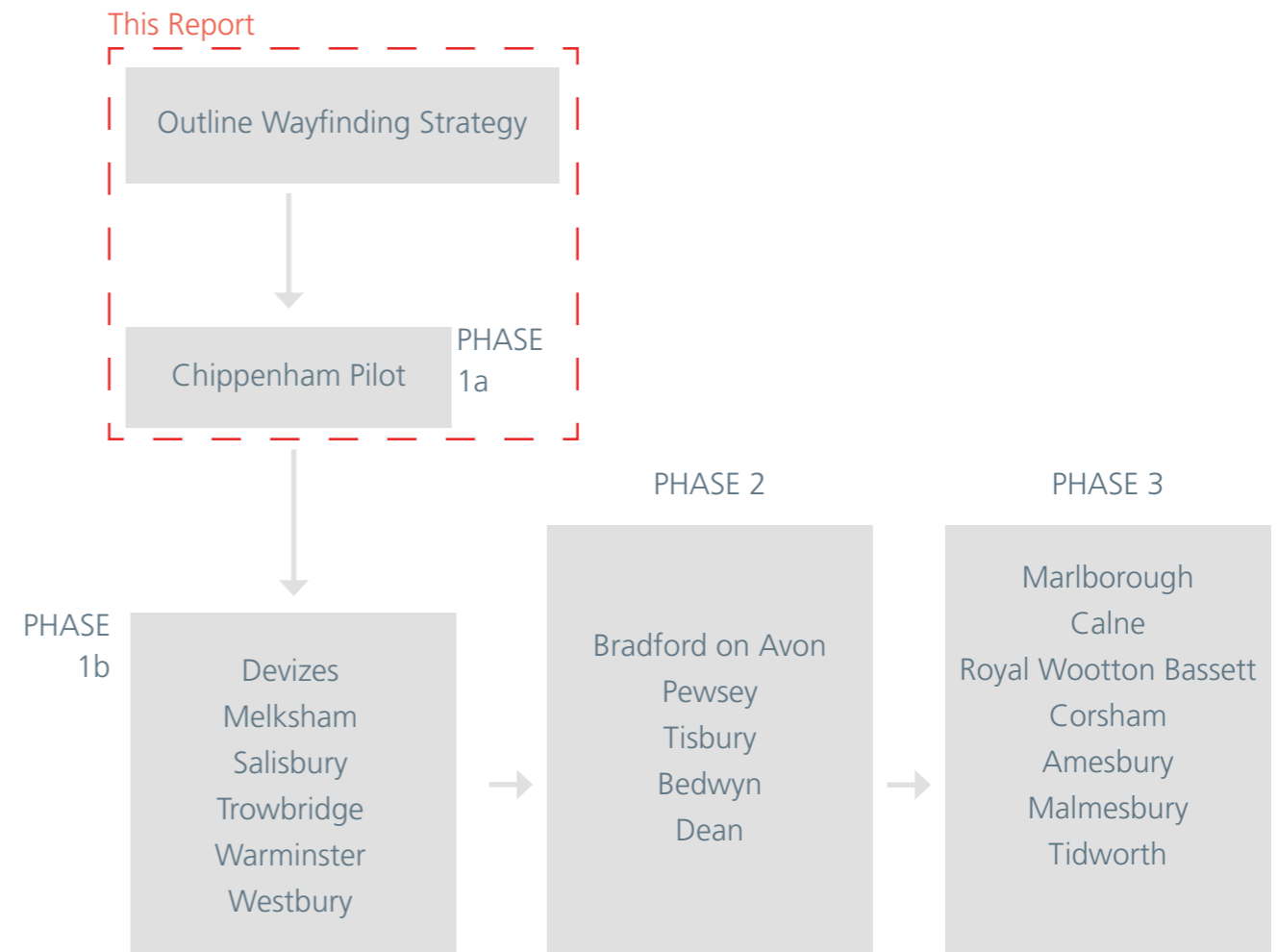
Chapter 1 introduces the study and provides contextual background for this wayfinding project.

Chapter 2 sets out wayfinding principles for walking and cycling, including good practice (and some bad practice) for supporting walking and cycling.

Chapter 3 reviews existing wayfinding in Wiltshire for walking and cycling, based on our experience working and living in the area, site visits and photographic surveys.

Chapter 4 recommends the outline strategy for walking and cycling including a sign product family and sign content strategy.

Chapter 5 suggests the next steps needed to continue the project towards implementation on the ground.

This Report

Outline Wayfinding Strategy

Chippenham Pilot — PHASE 1a

PHASE 1b

| Devizes |
| Melksham |
| Salisbury |
| Trowbridge |
| Warminster |
| Westbury |

PHASE 2

| Bradford on Avon |
| Pewsey |
| Tisbury |
| Bedwyn |
| Dean |

PHASE 3

| Marlborough |
| Calne |
| Royal Wootton Bassett |
| Corsham |
| Amesbury |
| Malmesbury |
| Tidworth |

About us

Atkins is one of the world's leading design, engineering and project management consultancies.

Our walking and cycling team provides specialist wayfinding design services. Our ethos is to encourage and support sustainable and active travel modes through the creation of high quality, legible and integrated street and public spaces, designed around people and communities.

Our team has over 12 years of experience working on some of the most innovative and exciting walking, cycling and wayfinding projects in the UK and internationally, encompassing a wide range of environments. These include town and city centres, transport interchanges and stations, airports, shopping centres and complex buildings.

Atkins' success in delivering high quality and award winning wayfinding systems across the UK and overseas has been made possible through our holistic approach applied consistently across all our projects. With an emphasis on the end user we make full use of our unrivalled experience of pedestrian movement and cyclist behaviour, and our understanding of how people navigate through unfamiliar environments, to produce systems designed around people. We ensure this methodology is carried forward throughout all the steps of our work; from initial strategies and concepts through to detailed designs, fabrication and installation.

Our team comprises specialists from a wide range of disciplines including environmental graphic designers, space planners, urban designers, engineers, and transport planners. In addition we are supported by experienced architects, town planners, conservation and heritage consultants, access consultants, human factors engineers, product designers and branding specialists from both the wider Atkins group and long-standing design partners.

We are members of the Society for Environmental Graphic Design, the Sign Design Society, the Royal Institute of British Architects and the Chartered Institution of Highways & Transportation.

Southampton Legible City
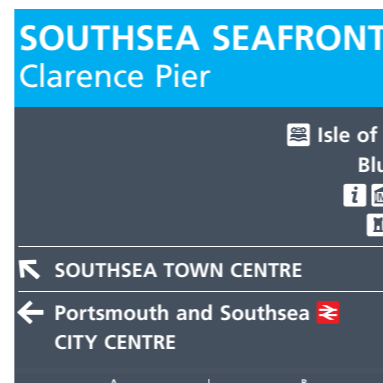
Legible London
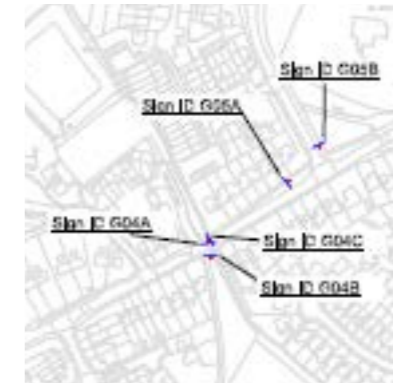
Cheltenham and Gloucester Signage Strategy
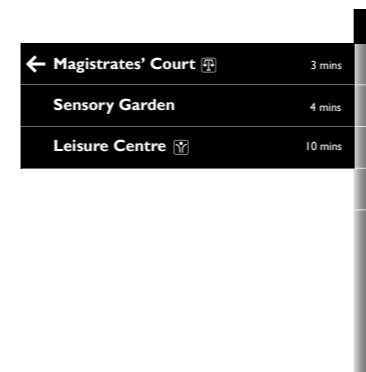
Dundee Wayfinding

Scottish Transport Awards Winner 2012

Portsmouth Wayfinding

Hampshire Wayfinding

Olympic Games

Peterborough Wayfinding

Wayfinding Principles
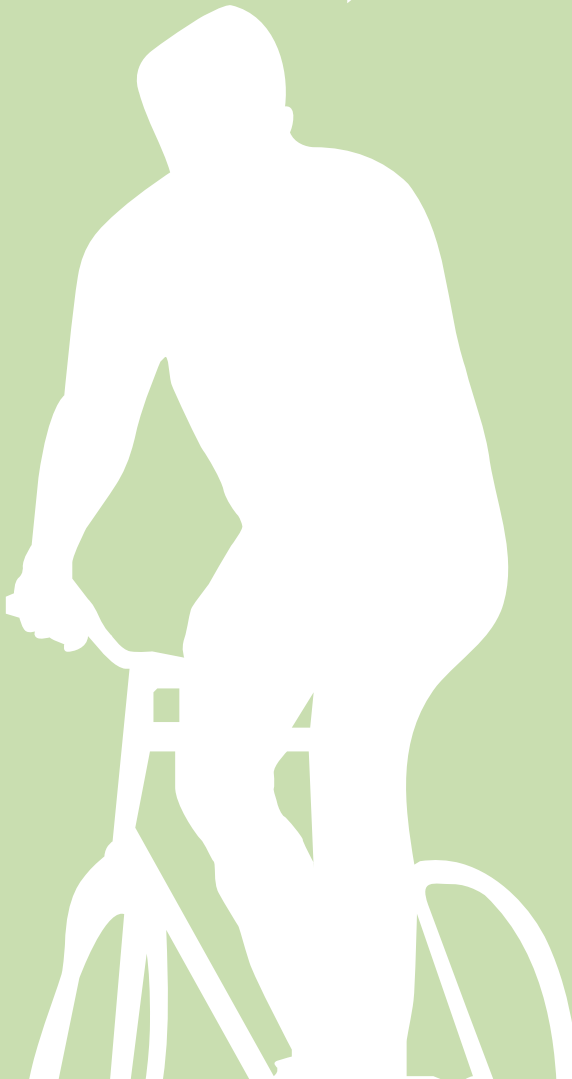
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What is wayfinding?

When people navigate a place they face a series of decisions as they follow a route to their destination, effectively asking themselves questions along the way. Wayfinding systems support users by providing answers along their journey. It is important to identify what information is required and where it is helpful, and to articulate it clearly, effectively and at the right time.

Helping people find their way

Wayfinding can be formally defined as the process of using spatial and environmental information to find our way in the built environment.

The process of "wayfinding" is influenced by many environmental factors such as user expectations, visual cues (prominent or discrete), and old memories of being in the area. These can all contribute to instinctive, or natural, wayfinding. However in many situations there is an additional need for bespoke, targeted information to encourage journey making and to assist journey planning. For example: on street signs, map handouts, online travel information, and information kiosks.

Not just signage

Wayfinding goes beyond just the creation of signs. The walking and cycling environment should be designed to be as intuitive, accessible and inclusive as possible. Instinctive wayfinding can be promoted through: routes supporting desire lines; active public squares; prominent landmark features; public artwork; consistent high quality materials; wide vistas etc.

However in many instances it is inevitable that additional wayfinding support is required through physical on-the-ground information as well as digital and printed formats.

The strategy presented in this report follows recognised best practice principles and is tailored to support specific wayfinding needs for walking and cycling in Wiltshire. Pedestrians and cyclists have different trip making characteristics. By their nature there are specific wayfinding needs for each of these two modes and they have been treated separately in this report.

Wayfinding principles

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.

The wayfinding strategy presented in this repost addresses these needs by developing a comprehensive wayfinding system based on best practice.

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.

A well-planned system of fingerposts can be sufficient and more appropriate to orientate locals and visitors walking or cycling in smaller towns. Despite their simplicity, fingerposts can provide key information for navigation on site, such as area names, facilities, attractions and walking times.

Maps offer a very efficient way to visualise data in a simple form and can be used to provide a vast amount of information. Studies commissioned by system owners, such as Transport for London, and anecdotal evidence suggests that map-based systems are more engaging and heavily used in practice. They allow a lot of information to be displayed and are useful for first time and occasional visitors to an area, as well as for people who work and live in an area. Map based systems encourage understanding of the town's makeup and empower people to select their own route rather than following a predefined route through directions only. They often include retail, tourist and transport information which enhance user experience in more complex environments.

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.

The careful integration of the map developed for the journey planner into a range of map-based products plays an essential part in achieving this.

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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.

Sign contents can also be made simple and intuitive. Destination names should be kept simple and memorable, providing clear names and references easily understood by locals and visitors alike.

When a comprehensive list of assets to sign is produced by Atkins and reviewed by WC, a hierarchy should be included for displaying certain assets at certain locations depending on their importance. When possible, and to improve sign legibility, umbrella terms could be used to designate areas where many assets are located.
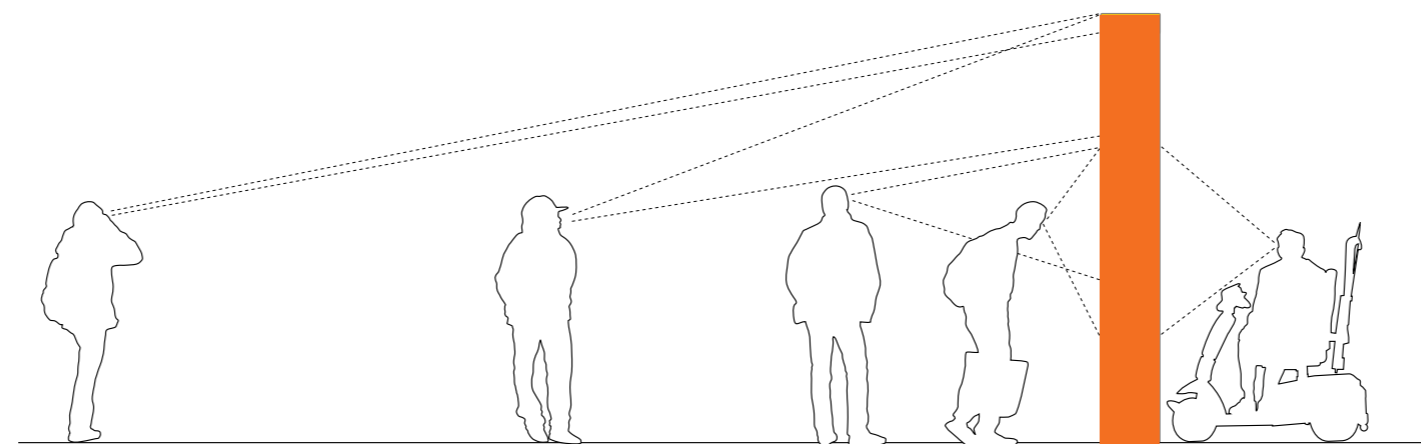
Inclusive

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.

Town navigation is made easier when users are presented with information that is easily understood and presented in a consistent format. To make signs clearly visible and easily identifiable, they should be similar in height with the right colour contrast levels.

The system is developed to ensure it works for as many users as possible, particularly for those with vision deficiency, learning difficulties, mobility impairments and where multiple languages are required. Ensuring accessibility and Disability Discrimination Act compliance is paramount to our schemes.

In addition to our in-house access consultants, we work with the Royal National Institute of Blind People and local disability access groups to incorporate expert advice on how to provide an inclusive design throughout. This feeds

into all aspects of the design from typeface selection and display sizes, colour contrasts, content selection and general graphical layouts, through to sign placement considerations such as lighting levels, circulation widths, gradients and sightlines.
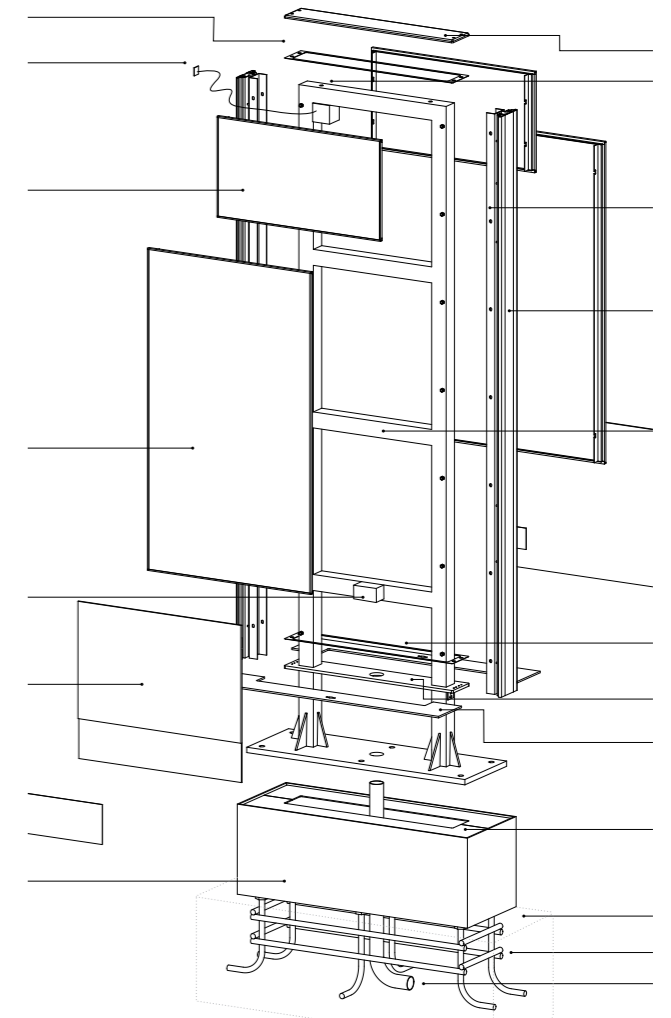
To make signs easy to read and identify by people with a broad range of visual abilities, sign and text sizes should be carefully planned, as well as the selection of appropriate fonts and colours. Additionally, using the appropriate icons and pictograms could help users to easily identify key destinations and services.

To make information easily accessible to everyone, the main information panel should be placed between 900mm and 1800mm high, as recommended by bus stop design guidelines.

Sustainable

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

Some of these elements, such as steel, are 100% recyclable, and can be recycled over and over without loss of quality. Additionally, sign products should be designed to be as robust as possible, to be relocated if required and also to be updated with new wayfinding content where necessary, all of which ensures that they have a long product life.

Signs should contain elements easily identifiable by users from various distances
(source: Legible London System Architecture)
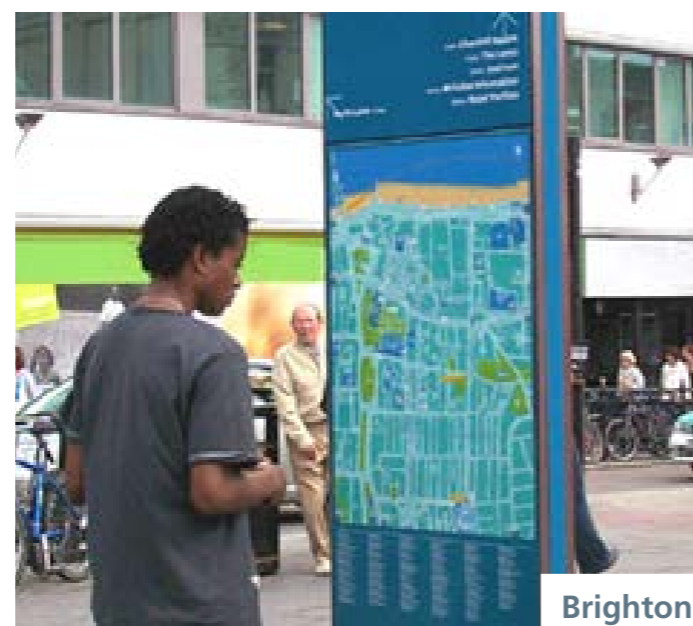
Supporting walking

South Bank, London

The Legible London wayfinding range has revolutionised how directional information and map data is presented in the street environment, with an integrated system of totems and fingerposts rolled out across Central London. The system provides clear and consistent information for residents and tourists to encourage more walking.

London

Map based products such as totems are easily understood by visitors and locals, with the added benefit that they can be viewed by many people at once.

Oxford City Centre

Fingerposts with pictograms are used at key decision points to display a wide range of local facilities with a clear hierarchy of destinations.
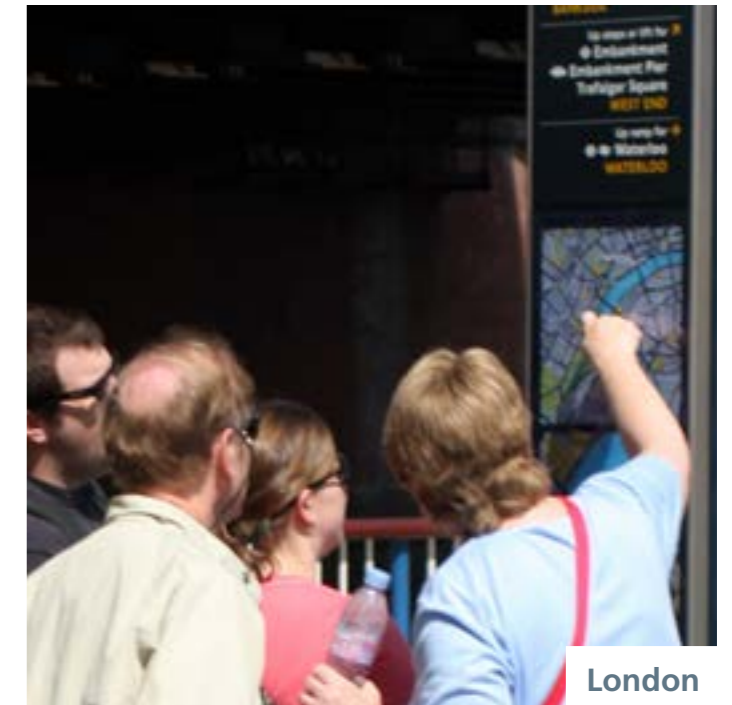

Brighton

Brighton has recently introduced map and fingerpost based system across the centre of the city.

Peterborough

Wayfinding products are tailored to reflect the character of an area and ensure that people are drawn towards using them.

Dundee

Local information can be used selectively to enhance the pedestrian experience; products can help support a clear identity for a town or city

Southampton

Good wayfinding has been shown to support public transport uptake. An integrated system of totems, paper maps, and journey planning applications, helps to support sustainable travel and public transport uptake.
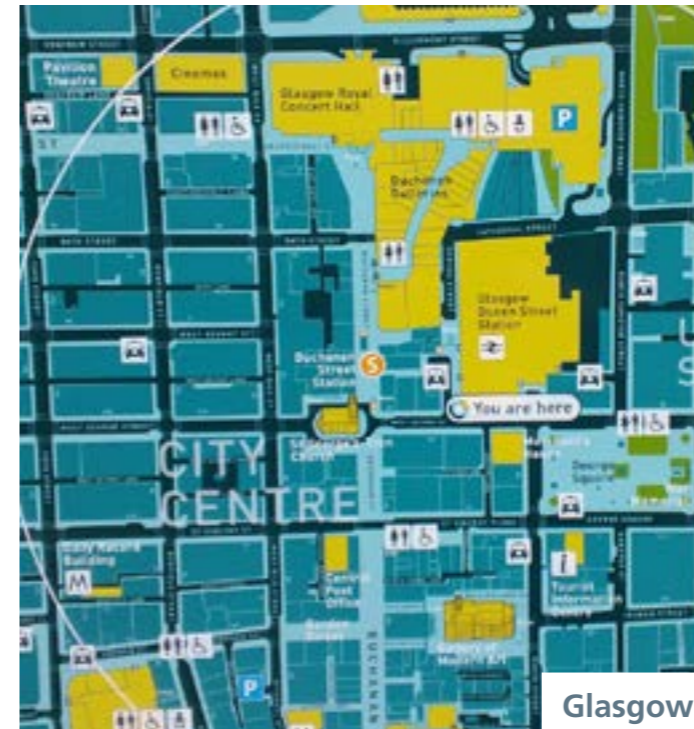
Glasgow

Legibility and choice of content is crucial for map graphics in order to get a balance of information which people find useful, but also easy to read.

London

Popular destinations are highlighted with directional signage and help pedestrians make quick decisions.

Southampton

Totems often include two map scales: to see local facilities and to help plan for longer journeys. Journey time indicators encourage people to walk.

Mobile phone applications have been used in Brighton and other cities in the UK, to support a new wayfinding range and make walking a more attractive option with additional interactive features to enhance a journey.

Peterborough

Well designed fingerposts at key decision points are fundamental for improving the pedestrian experience.

Signing from the Tate Modern, Southwark, London

Signage can be integrated into existing structures to minimise clutter. It can be used creatively to provide a unique and useful ways of getting to places

Southampton

Paper based maps remain integral to providing a full range of wayfinding options for all ages and are useful for encouraging exploration by foot.

Southampton, London and others

Paper walking guides using the same graphics as on totem maps highlight the benefits of walking and the attractions that are accessible on foot.

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Brooklyn, New York

Internationally, wayfinding products are becoming increasingly important for making walking a more attractive option.

Singapore

Signage can be made playful, informative and instructive as this example from Singapore demonstrates.

The Regent's Park, London

Information boards are a good way to manage the advertisement of local events and can help fulfil a number of wayfinding requirements. This board is simple, robust and in-keeping with its parkland setting.
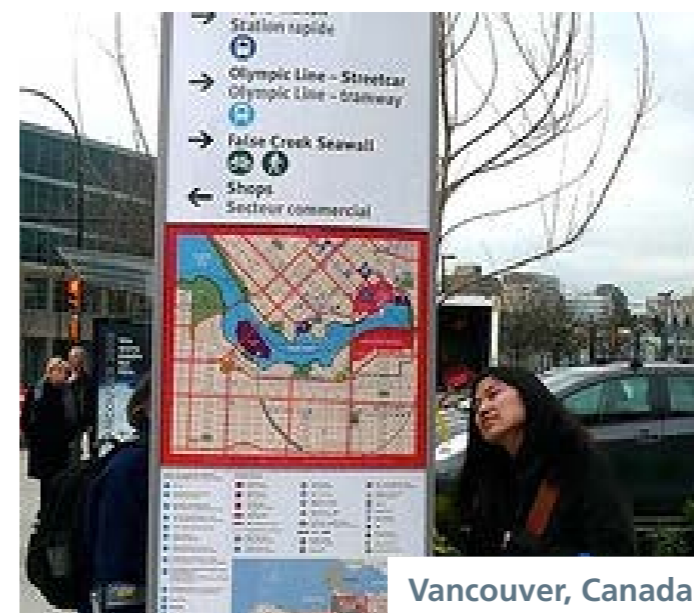
Vancouver, Canada

Wayfinding products in Vancouver exhibit a clear structure of direction signage, map, and information.
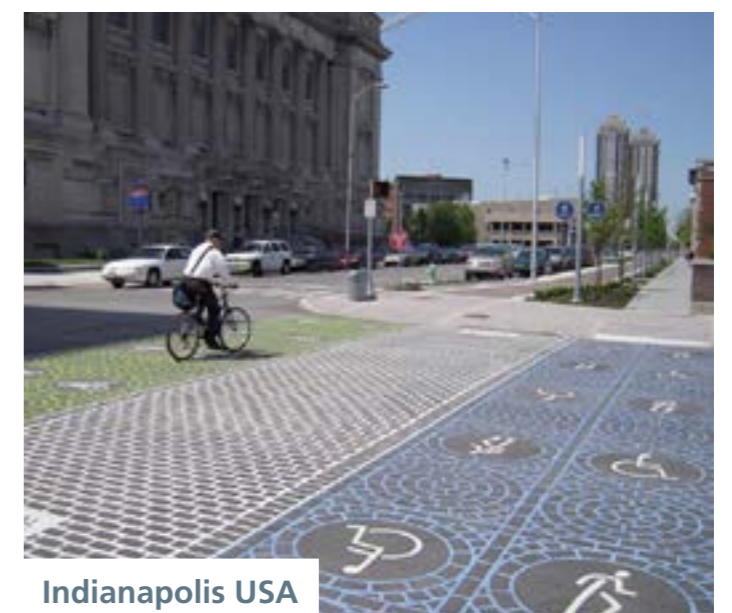
Indianapolis USA

Street level markings and trails can help encourage walking where it would otherwise be overlooked.

Supporting cycling

Regent's Canal, Islington, London

Legible London signs, traditionally for pedestrians, have been tailored for cyclists where there is high cycling activity. A map is provided with destinations in the local area, and journey times displayed with a wider context map for further journeys.
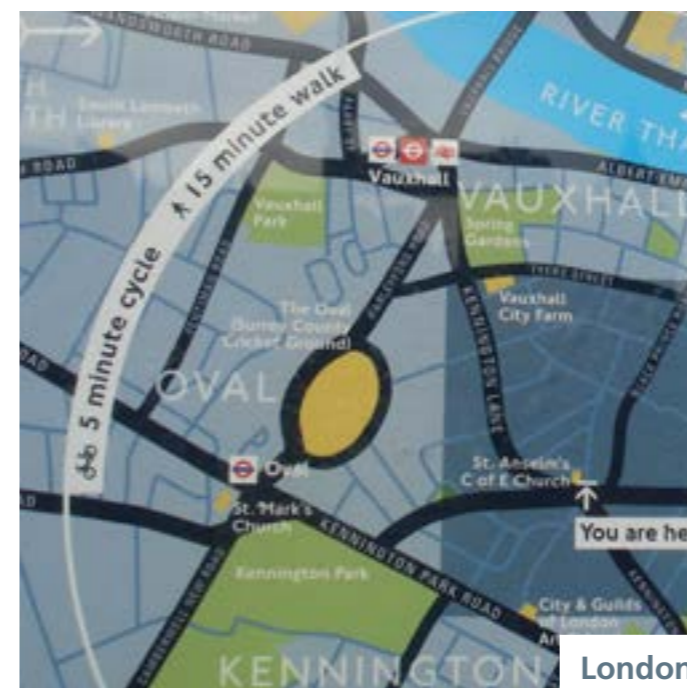
London

Legible London maps provide a useful indication of cycle journey times from the current location.

Abu Dhabi

Where restrictions are necessary, the scale should be kept to a minimum and mounted on street furniture consistent with other signs.

Twickenham, Richmond upon Thames

Mounting signs onto existing posts, such as this shared use sign on a primary road sign, is a good use of resources and minimises clutter.

London

Segregated facilities can be signed simply signed with a non-obtrusive bollard and subtle footway delineation.

Cambridge

Using a similar palette of street furniture helps minimise clutter.

Hampstead Heath, London

Bollards are favoured in parks to minimise visual intrusion and welcome considerate cycling.

Avoid

This straight on movement has a complex diagram to illustrate how to cross the road. This kind of sign is large and can be confusing, often being ignored

Cambridge

It can be more effective to use surface markings to point towards key destination, especially on minor junctions and on convoluted routes

Cambridge

Simple directional signage can be effective without being too large.

Avoid

Fingerposts should not point to too many destinations which may be better illustrated with a clearer hierarchy or a map

Hackney, London

This cycle sign is useful in that it signs to key destinations. However it is positioned away from the decision point at the junction and as such is only useful to people coming from one direction. Its style is not in-keeping with the character of the park.

San Francisco

San Francisco

Cambridge

A well-signed route called the wiggle avoids steep hills in San Francisco and adds to the sense of place.

The wiggle is supported by clear surface markings easy to follow for cyclists and more legible than signposts.

Clear, simple and functional signage is used well in a new development with a single bollard and surface markings identifying cycle paths and encouraging people to use them.

London

Cycle Superhighway totems are oriented with the flow of traffic to allow for quick en-route reading and indicate progress along the route.

London

Route repeater signs include journey times to destinations rather than distances.

London

Distinct blue road markings ensure the route is very legible for cyclists and clear for other vehicles.

Hampstead Heath, London

When implemented respectfully, no cycling signs provide the right information whilst not being anti-cycling

Barcelona

Messages can be supported by symbols, in this case encouraging priority for pedestrians

Cheltenham

Surface markings are a subtle way of reminding cyclists of the correct path providing route confirmation.

Review of existing wayfinding

3

Review of existing pre-journey information

A comprehensive approach

Wayfinding needs to be available to people before they even start their journey. Pre-journey tools in the form of on-line travel planning and paper maps to signage on site, play a key role in inspiring confidence in users to make alternative, more sustainable travel arrangements.

This review assesses existing pre-journey provision in the area and relevant precedents which could be incorporated in to the strategy. By utilising a holistic approach, travellers can be supported at various stages of their journey with a consistent crossover between different media for pre-journey and on route information.

The aim is to build on good precedents of easily accessible, user-specific travel information while providing an intuitive, flexible mapping system to support the journey decision-making process.

On-line tools

An on-line journey planner is currently being developed by Wiltshire Council for Chippenham, Trowbridge and Salisbury. This will form part of Wiltshire's new sustainable transport website and will be using a bespoke map base derived originally from Open Street Map (OSM). The customised map base is intended to strip out any unnecessary clutter and provide a more user friendly product which will lend itself more readily to having information overlaid on it.

A similar website already in place for Swindon has been assessed here to highlight any strengths and weaknesses with this approach.

Swindon Journey Planner

Strengths

- Information is clearly divided by colour into walking, cycling, driving and public transport.

- Recommended routes are clearly highlighted with key information such as directions and times, shown alongside other factors which may influence journey choice including calorie use, CO2 consumption and fuel cost.

- Cycle routes can be selected by type: quietest, fastest or balanced; allowing greater route flexibility and choice for different users.

- Formal pedestrian crossings and walking routes are clearly marked

- Information is disclosed progressively, as one zooms in and out of the map, so as to provide an appropriate level of detail at each scale.

- Map layers are divided by transport mode so details such as cycle parking locations are only displayed at the request of the user

- There is information on topography.

Weaknesses

- Pedestrian crossings shown as pictograms are not ideal at a higher map scale as they can form large clusters.

Opportunities

- Level changes and accessibility issues could be better described or annotated

- Maps could look less technical to encourage a more personal feel

- The website interface could be less cluttered, making the Journey Planner more prominent.

Successful in Swindon, interactive travel choice maps are being developed by Wiltshire Council for Chippenham, Trowbridge and Salisbury

Paper maps and information leaflet

Wiltshire Council are also creating walking and cycling maps for Salisbury, Chippenham and Trowbridge. These maps will use the same bespoke map base as the journey planner to provide continuity across the LSTF projects. They will detail recommended on and off street cycle routes in each town as well as walking routes between key destinations.

Review of information available at venues and tourist information points

- Large variety of information provided at stations, tourist information offices and other venues.

- Paper maps available in most but not all towns for free or for a small fee.

- Cycling maps (including those based on Ordnance Survey data) are often sold in tourist information offices, containing good information.

- Some towns have developed their own paper maps, of varying quality. Corsham is a good example of a local map, developed locally. Available at tourist information (30p) this is also used on information boards at car parks providing a gateway into Corsham

- Bradford-upon-Avon has a high quality map based on a hand drawing, emphasising the heritage and character of the area. The same leaflet has a more technical map at

the back, which shows facilities but is less attractive and easy to use

- Booklets on walking and cycling in the Wiltshire Downs are available for free. They provide useful information on leisure trips but the map is only indicative and too small to be used en route.

- Maps and leaflet are usually used to promote local attractions, but lack a coherent strategy for the promotion of all assets.

Good practice can be observed in the current provision of free/cheap maps and leaflets. Tourists and locals alike would benefit from a more coherent and consistent provision of free maps. These would:

- Show walking and cycling routes and infrastructure
- Highlight local services and facilities
- Promote local tourist attractions
- Show main public transport information
- Be broadly standardised and immediately comparable amongst towns
- Promote the unique character of each town

The development of a free paper map for walking and a separate map for cycling for Wiltshire county and for each town is recommended. This would help:

- Promote walking and cycling as alternative modes of transport by providing accurate information on routes and approximate distances.
- Promote tourist destinations by offering a free tool for planning your journey and by providing some info on each destination.
- Promote retail across the county by highlighting major shops, high streets, markets and shopping centres on the maps.
- Facilitate the creation of "mental maps" of the towns by visitors and residents alike, which will encourage more efficient journeys and show the real distances between places.
- Provide an opportunity for communicating a visual identity for the county or a specific town.

Good practice: the tourist map of Corsham shows local attractions and services. It is available at the tourist information point on the High Street and used on information boards at car parks.

Review of existing signage

A review of existing pedestrian and cycling signage was conducted to inform the development of the wayfinding strategy. This is based on site visits conducted in 9 towns within the study area.

The review highlights any strengths and weaknesses with the sign systems currently in place.

During our visits we focussed on key wayfinding principles and product design. The findings of the review are presented in the next pages and summarised at the end of this chapter.

Warminster

Signage should be positioned at an appropriate height to be read. In this instance the pedestrian sign is mounted inconveniently high.

The addition of new directional slats has left this fingerpost a cluttered.

Pictograms (e.g. rail station) are a useful way of showing clear information.

TSRGD direction signs for pedestrians are generally clear and concise, but in need of maintenance.

Clean, heritage style fingerposts suggest civic pride. The current fingerpost system used in Warminster is robust and durable, although colour contrast should be improved.

Bradford on Avon

Signage should be context sensitive, complementing the existing natural beauty and character of towns and villages.

Pictograms are effective at communicating simple messages; however sign design should be sensitive to its context, and fit into the surroundings in parks and conservation areas.

Ongoing maintenance of signs and foliage is important; Signs can be designed with removable slats so that information can be removed if no longer needed.

A welcome board is an effective way of providing information to residents and visitors alike. Different kinds of signage in close proximity could be integrated to provide a less cluttered and legible design solution.

DfT style signage and existing 'feature' signage could be rationalised in some instances.

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Well maintained signposts and the merging of street furniture can help in enhancing the quality of the street, both visually and functionally.

National Cycle Network stickers have been positioned to improve navigation where it is most needed.

Temporary signs provide local event information and celebrates walking.

Pay and display information is well signposted, with key information being clear and easy to read.

Chippenham

Existing signage is clear with good colour contrast.   Signs can attract clutter such as A-boards.

Appropriately placed fingerposts at key junctions enhance legibility for pedestrians and cyclists, although map based systems can provide more benefit in key locations. In this instance additional cycle route information was not integrated into the original design and has been positioned after installation.

The design of existing signs is cluttered and text is not aligned.
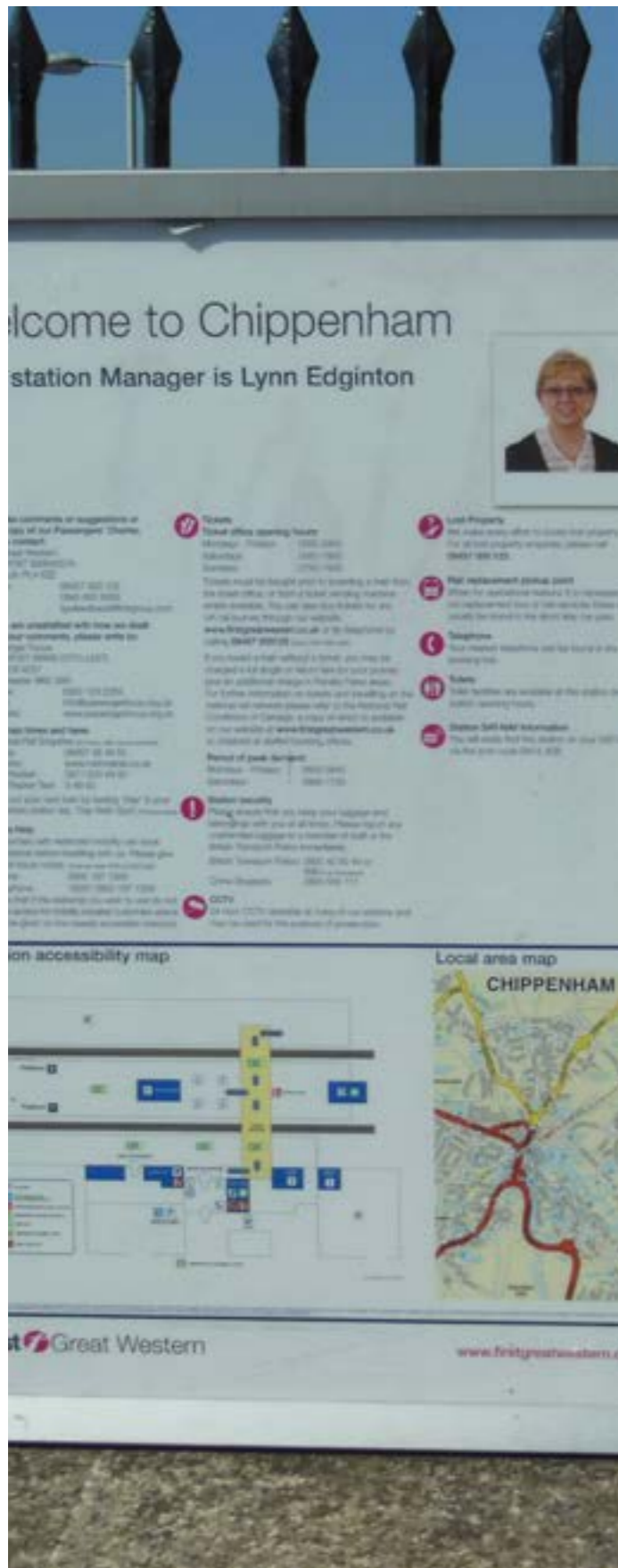
Rail station signs provide too much information, which is not easy to understand and does not provide an effective welcome to the town.

A more considered, better integrated approach to National Cycle Network repeater signs is recommended.

The use of signs should be well thought through to enhance places rather than detract from their character and sense of a place.

Maintenance should be an integral part of wayfinding planning and implementattion.

Small touches such as signing to local destinations using street name signs is subtle and effective.

Signage positioned in close proximity could be rationalised onto a single pole to reduce clutter and maintenance costs going forward.

Fostering a culture of cycling needs more than signs. Cycle parking supports short trips to shops.

Adhesive stickers can deteriorate quickly, but are a quick way of supporting longer journeys by bicycle.

In damp, wind-beaten settings, materials are more prone to weathering and regular maintenance is essential, especially for DfT signage.

Context sensitive design is important; this sign could have been mounted on the railing to reduce clutter.

Signs can be key to welcoming visitors and providing information, whilst sign placement should maintain the views of an area not detract from it.

In park environments, tall fingerposts can look out of place and detract from the character of the area.

Diversion signs for the national cycle network indicate that those responsible for signing the routes are committed to making the route legible and easy to follow.

Bollards provide effective route markers which fit into their surroundings, though are needed to be maintained just as any other sign.

Text size is important to ensure that information and maps are legible for all users.

Corsham

Corsham has a picturesque High Street, clearly looked after by its businesses, residents and local council.

Additional wayfinding support and fingerposts are used sparingly; highway signage contrasts poorly to the character of the town.

Centralising information and rationalising signage is desirable but must not compromise function and legibility.

The information board provides a helpful welcome to Corsham, is well placed at entrances to the town, and includes an easy to understand local map.

Cycling is not welcome, but should this private sign say "no cyclists" or "no cycling" - there is a big difference.

This no cycling sign is large and sends a clear message cycling is not welcome. Could the sign be made smaller and integrated into a bollard?

Could this information be rationalised?

Cycle signage to DfT standards can appear cluttered.

Cycle signage to DfT standards does not enhance the character of this area. These signs are clear but their piecemeal placement is cluttered.

Devizes

A distinct blue and yellow fingerpost style offers relatively good visibility and tonal contrast.

The unique character of the fingerposts makes any additional signage especially unsightly, and sends a message to people cycling to work, to school, and to the shops that they are not welcome.

Pictograms are used effectively to support text.

The placement of some fingerposts needs improving.

Outside of the town centre, DfT approved signs do not add to the character of the area.

The message on this private sign is clear, and it has been respectfully integrated into the design of the gate.

The location of this fingerpost on the footway away from where people crowd is well thought through, and the sign provides useful information for those arriving by bus.

Bus information is added to an existing sign to avoid clutter, but could have been integrated in the design of the sign from day one.

Rural village signage adds to the local character.

Managing local information by providing facilities to mount signs consistently will help ensure signs are well maintained and positioned appropriately.

Melksham

Melksham also has its own range of signposts, well located in places where they support wayfinding.

Information is relevant, clear and easy to understand.

Landscaping is well maintained and does not block the information on signs.

A fingerpost attracts A-boards and clutter - a common phenomenon on high streets.

Signage and maps that include small businesses can quickly become outdated; map bases are not effective at encouraging human scale journeys.

Bespoke signage is clean and clear, with 3 direction signs on one level.

A regulatory sign clashes with local walking trail sign, which itself includes additional information about the trail.

Posts become beacons for additional signs and information, becoming confusing and unsightly.

Using existing posts and lamp columns is an effective way of putting up new signage if needed.

Different fingerpost styles suggest there should be greater communication between the different authorities erecting signs to help facilitate a more consistent palette.

Salisbury

Larger towns have a greater range of local amenities that need to be signposted accordingly.

Fingerposts vary in style and quality.

Incremental additions to cycle signage have created a complex arrangement in this example, which would benefit from being rationalised.

Fingerposts with too much information can impact on legibility and aesthetic quality. In this instance where there are a number of local attractions, a map based system may be more appropriate.

Better sign design could minimise ongoing maintenance costs, such as in this case where new paint is needed.

Information on private wayfinding signs can be considered in any overall wayfinding system, to ensure seamless directions are provided.

Cycle route signage has been added as an afterthought. It would have been better to design this in from the start.

Rationalising signage includes not just ensuring signs are mounted to street furniture appropriately, but also if they are needed at all.

Low level signage is often appropriate for cycles and minimises the cluttering of streets with obtrusive tall poles.

It may be appropriate to formalise the location of some repeater signs for cycle routes.

Bespoke signage can work well in character areas when kept to a minimum; destinations can be integrated into an overall wayfinding strategy where appropriate.

Wayfinding boards for Salisbury Cathedral located next to a map and a fingerpost.
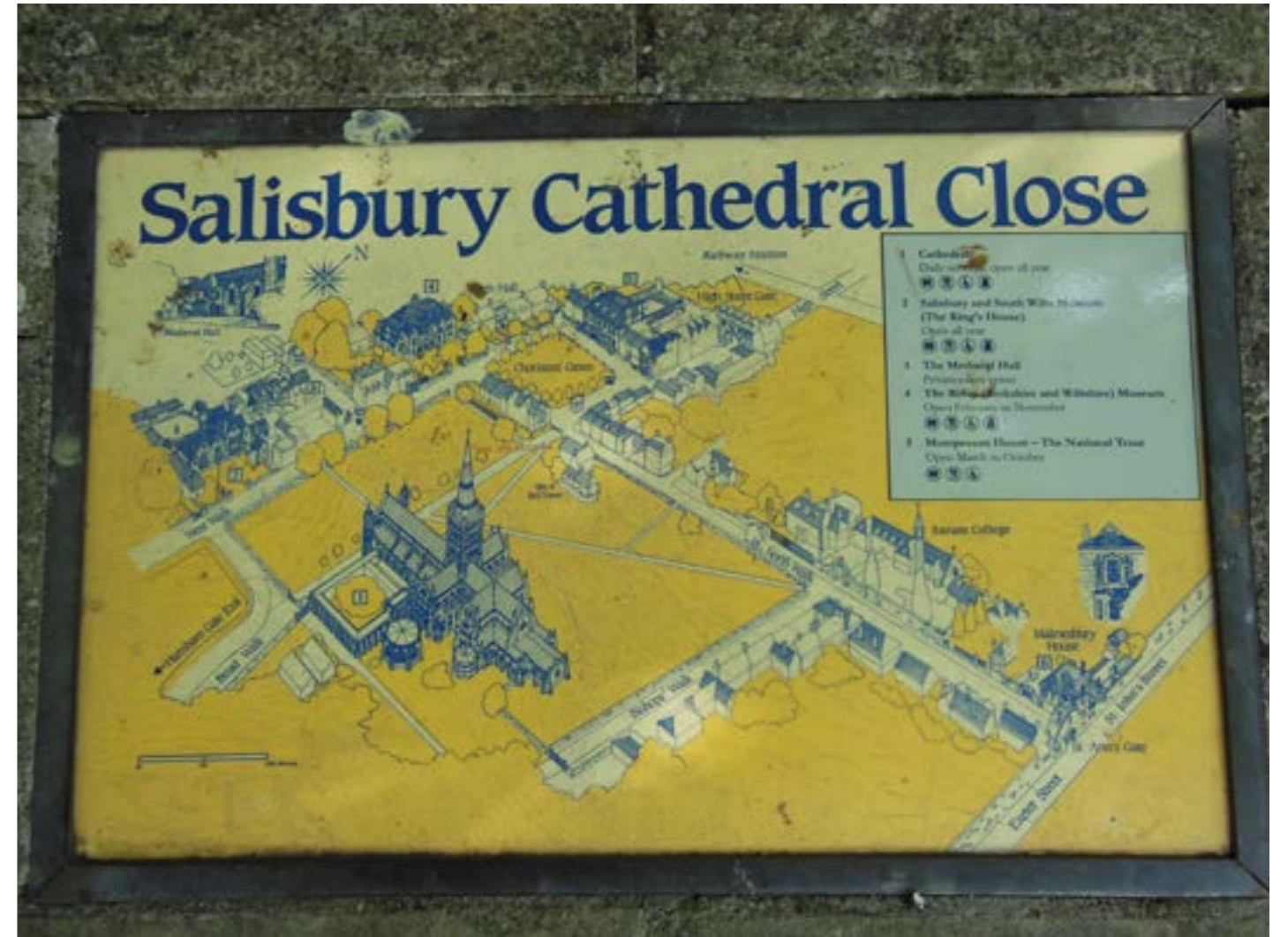
Older maps can confuse users and provide limited wayfinding value.
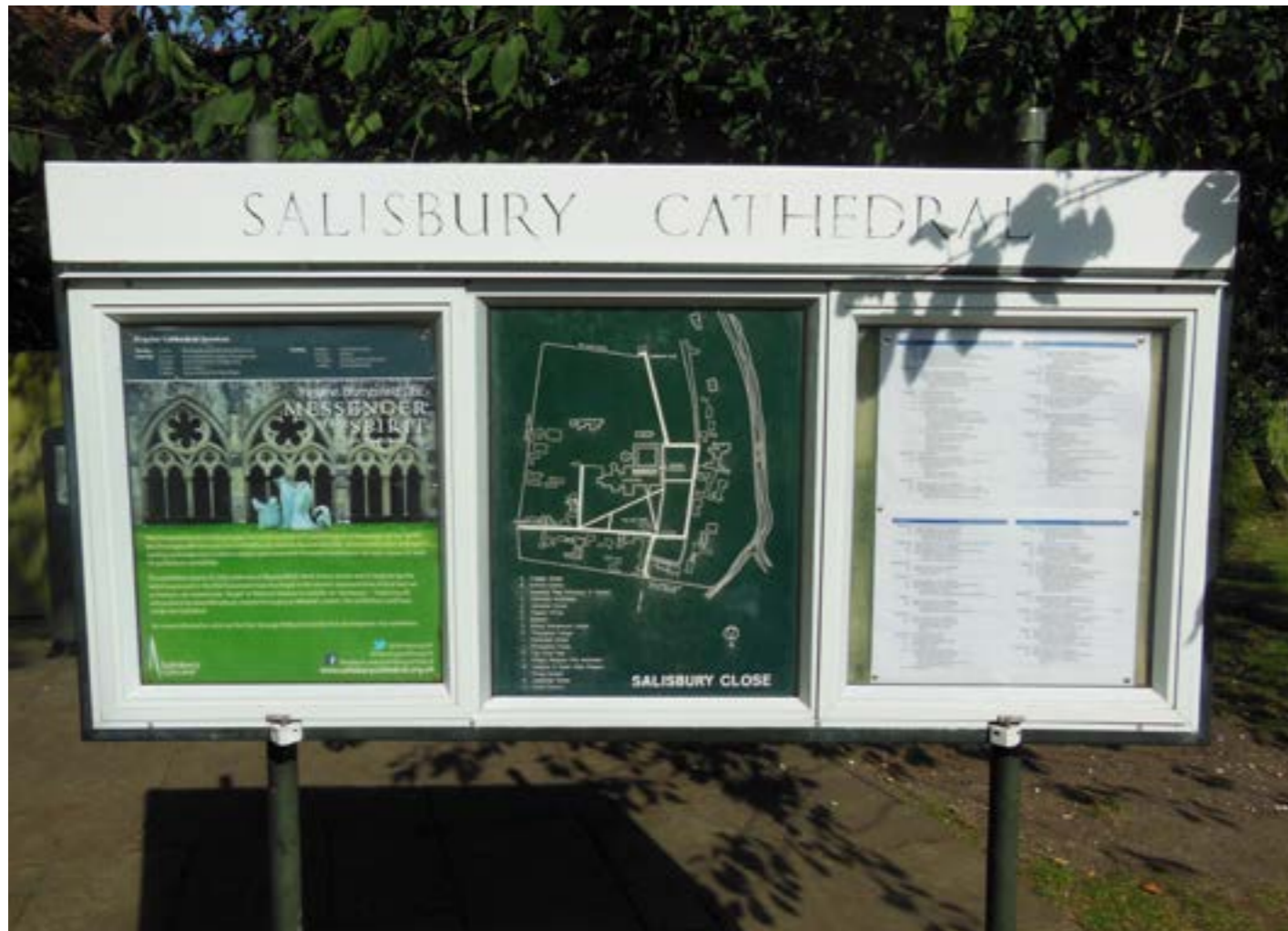
When designed appropriately and maintained, information boards provide a good welcome and are an effective way for containing local news and events.

Other route specific signage and specialist information can provide added value, but need to be well managed to support a clear brand and identity to a town or city.

Private signs also contribute to welcoming visitors to an area, or not, such as this cluttered example (out of scope).

Route numbers and distances have been added to National Cycle Network signs to provide useful information where it is most needed.

Unconventional or overly complex signage can confuse simple instructions.

An attempt at integrating different information appears cluttered; the route to the cathedral for cycling does not match the direction on the sign.

Non-standard signage can be the result of incremental changes to existing signs, minimising costs but maintaining the message.

Trowbridge

Trowbridge is the third largest town in the study area and as such has a range of places to visit and destinations to sign to.

Well-intentioned combinations of information boards and fingerposts can become confusing.

Heritage fingerposts add to the sense of place and send a clear message to visitors and locals.

Inclusion of signage pointing to Trowbridge's twinned towns adds to the sense of place, town character and local interest.
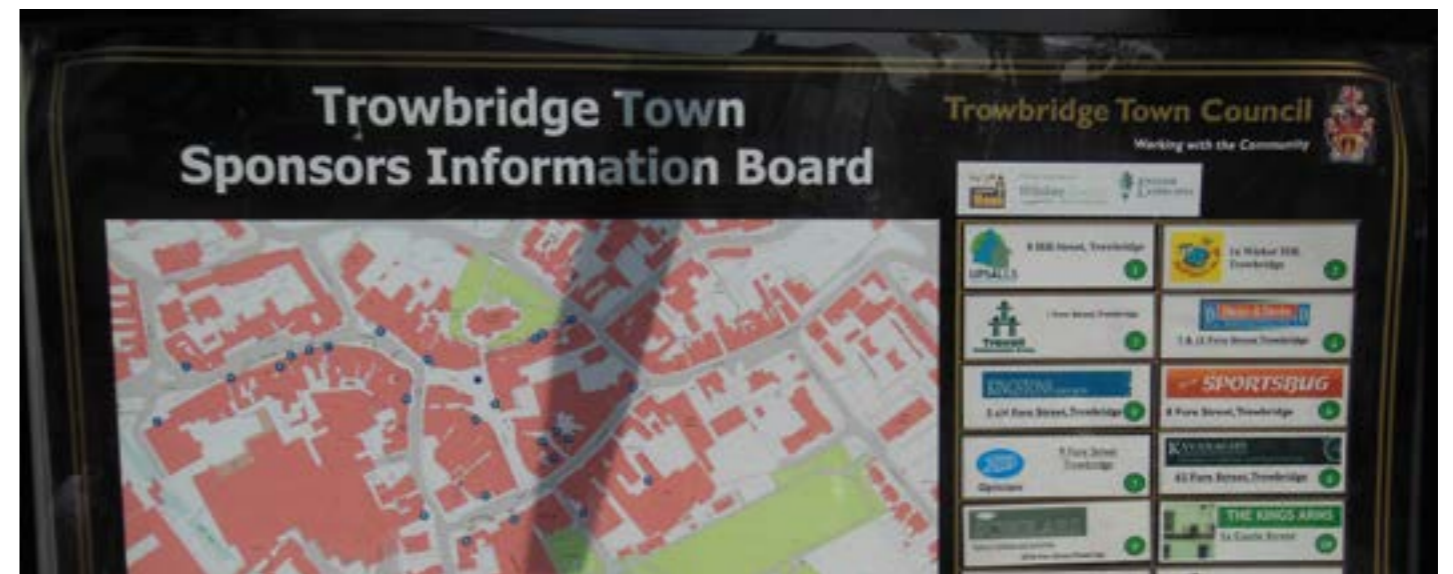
Maps showing sponsors' information can help fund the provision of wayfinding units where they would otherwise not be affordable; however consideration needs to be given to the map contents to make it meaningful, useful and clear.

Bespoke signage can enhance the character of key areas, but their impact on the provision of a coherent identity for a town should be considered.

Dedicated cycle and pedestrian signage provided at key decision points enhance the attractiveness of cycling and walking across the area as a whole.

There is not a lot of information here for a sign of its size; is there an opportunity to rationalise the design of such signs?

Westbury

Westbury has a well known association providing an opportunity for clear identity.
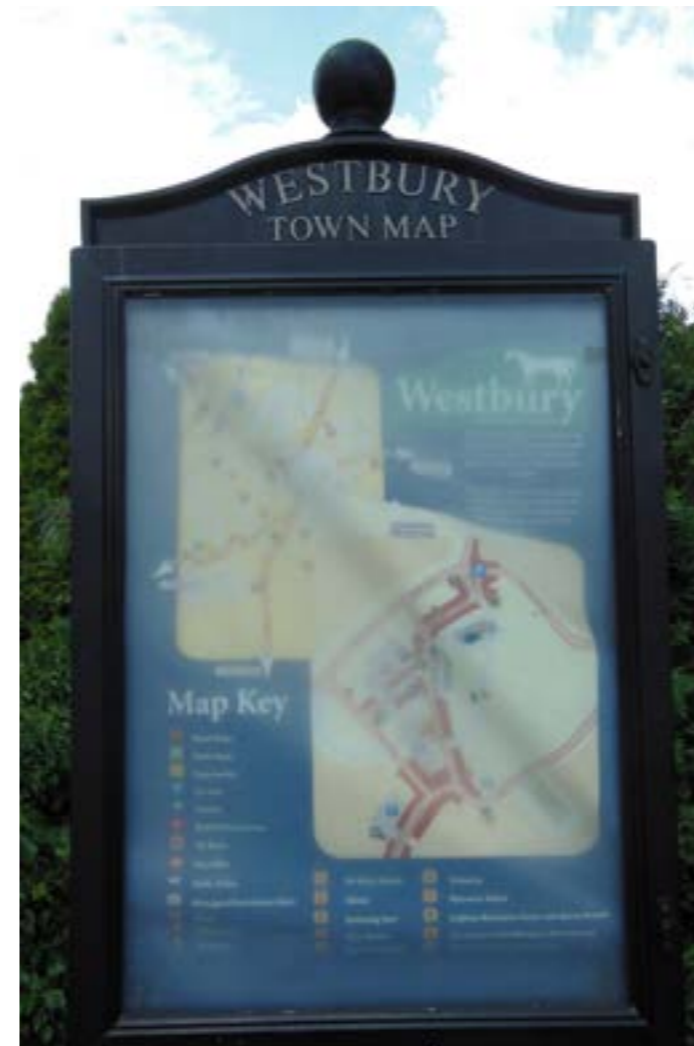
Poor materials and fixings can impact significantly on the message a sign is giving.

Creative signage placement saves on additional poles and fixing materials, and enhances the local area.

Signing to twinned towns in Europe encourages interest and provides a sense of character.

Some locations with signs would benefit from rationalising their information to ensure it is clear whilst minimising visual clutter.

Key observations

Technical review

The quality and legibility of existing wayfinding provision varies dramatically across Wiltshire.

Most towns within the study area exhibit a bespoke palette of wayfinding furniture, implemented anywhere between 2 and 25 years ago. The condition of these signs therefore varies substantially.

Implementation of new signage will need to ensure that it does conflict with existing information, nor does it repeat what has been provided already. Removal will require a management process that ensures all ownership issues are discussed to work towards minimising street clutter through the removal of defunct signage.

General signage comments

The most fundamental issues with the current signage provision are:

- Lack of a consistent approach to sign placement, content and aesthetics
- Inappropriate use of certain wayfinding products at key locations
- Lack of a suitable range of products for cycle signage at different urban areas, parks and routes, which would benefit from context sensitive direction signs, route repeaters, bollards, and road markings
- Outdated and poor quality map images
- Repetition of information as incremental additions have been introduced
- Ongoing maintenance and management of different units

Pedestrian signage

There is presently a lack of a distinctive wayfinding system that unifies towns and villages in Wiltshire. For tourists in particular, there would be great benefit in having a single wayfinding product range across the county, whether that would be paper maps as well as sign family on the ground.

The size and close proximity of these towns means that visitors often frequent more than one place in a single day

and as such a coherent system of wayfinding across towns would inherently be easier to follow and more useful to more visitors.

A more consistent system could also improve management and maintenance, enabling more replacement stock to be held and ordered cheaply.

Trails and character areas may benefit from bespoke signage but the justification and implications for having these need to be fully considered before implementation. Their destination strategies should be coordinated with any overall wayfinding system.

Cycle signage

There has been a series of incremental changes to cycle signing in recent years with additional signage and route numbers being placed in towns and villages in Wiltshire.

A clear, overarching wayfinding strategy will better define destinations to sign to and where to place signs, as well as suggest a broader range of products which are more in-keeping with the local area.

Additional signs are put on routes making up the National Cycle Network (NCN), often by local volunteers. Incremental measures such as those observed on the NCN illustrate demand for a wayfinding strategy and system that better provides for cyclists within Wiltshire's towns whilst on longer cycling trips.

In many places, additions to existing signs, and new signs placed next to older ones, have created a situation where mixed messages occur, and where signage is overly cluttered and complex. Rationalising the message shown is the key process for improving legibility for cyclists.

The predominant type of cycle direction sign in use in Wiltshire is the TSRGD approved blue cycle signs mounted onto new or existing posts. Whilst well-intentioned, their design is sometimes not in-keeping with the local character of each town or the environments in which they are placed (such as heritage areas, parks and open spaces). The

development of a broader range of products will allow more flexibility in how to show consistent information in different ways to suit the local context.

At the same time as recent increases in new cycle direction signage, there has been an observed increase in the number of large "no cycling" signs being erected. These regulatory signs play a key role in reducing access by bicycle to key destinations. Moreover the size, scale and placement of such large signs discourage a culture of cycling, reinforcing the car as the primary mode of transport, and limiting the impact of positive initiatives aimed at encouraging more people to try cycling. Where there is a clear need for regulatory signs, their design and placement should be better considered to fit into their surroundings and minimise visual intrusion.

Lessons learned

In understanding the character of towns and villages in Wiltshire the development of this wayfinding strategy needs to take into account the relationships, actions and impacts of different organisations in the area which have an influence over current signs and wayfinding systems in Wiltshire. We have tried to understand how different local authorities approach signage, and work with each other to deliver signs and information on the ground whilst maintaining a sense of place and enhancing local identity.

Our wayfinding strategy will take into account the following key challenges, which should be overcome over time:

- Improving coordination between bodies responsible for signage
- Defining shared visions for each place in Wiltshire and encouraging collaboration between different people, specialists and authorities
- Clearer funding and budgets for walking and cycling infrastructure, signing, maintenance and updates
- Clearer responsibility for signage assets - and sharing of street furniture when planning, designing and placing signs to reduce clutter
- Limited range of products to choose from (using standard, existing products such as those recommended by the DfT)

The Wayfinding Strategy 4

WALKING

User experience

How can I walk to the Town Hall?

Arrived by train → VISITOR GOING TO A BUSINESS MEETING → Looks for information at the station → Starts walking and finds a fingerpost → Follows directions and arrives → Has some spare time for a coffee → How far is the nearest High Street?

What is the nicest route to the Cathedral?

Parked at a long stay car park → Has a paper map but looks for directions → TOURIST VISITING THE TOWN FOR THE FIRST TIME → Hard to find his location on the map → Follows the "exit" for cars and walks out → Walks on a busy road with traffic → First impression is not great

Is there a step-free route to the shops?

LOCAL RESIDENT GOING TO THE SHOPPING CENTRE → She is pushing a pram → The route she knows has some steps → Fingerposts don't specify accessibility → Follows the route she knows → Doesn't realise there is a better route → Goes back home the same way

ATKINS

Asset strategy

A hierarchy of assets

The key to the success of a wayfinding system for each towns in Wiltshire is careful planning of its information strategy. This starts by selecting a list of assets that can be identified as key destinations in the towns, or landmarks that are not destinations as such but would help users orientate themselves on site.

A hierarchy of assets is required to prioritise space for information lines on signs and other wayfinding products. Assets which should be considered in the wayfinding system for walking for each town will vary from town to town and stakeholders consultation should be part of the process. In general, assets can be categorised into primary, secondary and tertiary and for people on foot are likely to include:

Primary assets

- Districts, neighbourhoods, and areas
- Key streets and squares
- Main transport infrastructure and key arrival points
- Historic buildings and landmarks
- Markets and shopping centres
- Universities and colleges
- Hospitals and other major health facilities

Secondary assets

- Local transport, e.g. bus stops, taxi ranks
- Car parks
- Cycle parking
- Local bike shops
- Schools
- Toilets
- Places of worship
- Other retail and leisure offer
- Business centres and main offices
- Surgeries and other health facilities
- Community centres
- Major green spaces

Tertiary assets

- Pedestrianised areas, walking routes and trails
- Road crossings, steps, ramps, subways
- Cash machines
- Post boxes
- Police stations
- Post offices
- Routes on the national cycle network
- Opportunity to show formal walking routes or trails

The assets selection process can also include consultation with local stakeholders, who can suggest bespoke local features which are not listed above. Some existing Trowbridge signs point to Oujda its twin town in Morocco.

This selection process aims to provide a range of information to a wide a range of people as possible including local residents and visitors. It also aims to include information on a range of activities that will help to encourage people visiting or unfamiliar with the towns to explore, discover new locations and frequent local businesses and cultural centres.
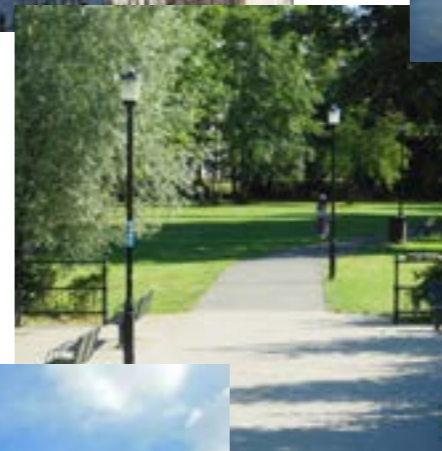
Route network

Route hierarchy

A network of walking routes should be identified for each town. Routes should be selected and categorised based on considerations of:

- Existing infrastructure / quality of the pedestrian environment
- Distances and direct routes between trip origins and destinations
- Slopes and hills
- Bridges and subways
- Accessibility (i.e. stairs)
- Locations of key assets

Routes recommended for walking may vary from wide footways along main roads to green space tracks or shortcut alleyways in pedestrianised town centres. These are categorised into primary, secondary and tertiary.

Primary routes constitute the recommended existing infrastructure and should inform all the wayfinding products developed for walking. Intersections of primary routes should be prioritised in the strategy.

The density of the route network should also be take into account as this may vary from area to area. This can highlight specific wayfinding needs, e.g a small number of available routes around large green spaces may increase the importance of secondary routes in the network.

Decision points

The wayfinding strategy aims to support pedestrians arriving to the towns as well as pedestrian movement along the key walking routes helping them reach their final destination.

Some locations within the town environment can be considered more important than others as people tend to make decisions about their journey there. Providing wayfinding support at these "decision points" is the most efficient and effective way to help users orientate themselves on site. These locations should be prioritised in the development of the wayfinding strategy.

Decision points would typically include:

- Arrival points and end of main walking routes.
- Junctions or areas of ambiguity, i.e. intersections of primary walking routes.
- Locations along long routes, to provide reassurance that people are travelling in the right direction. This is referred to as "route confirmation".
- Resting areas along routes.

The Chippenham pilot provides an example of route analysis and more details on the method used to identify the decision points (see "Chippenham pilot study" in appendix A, page xx).

Walking routes are categorised into primary, secondary and tertiary. Walking and cycling routes are assessed separately.
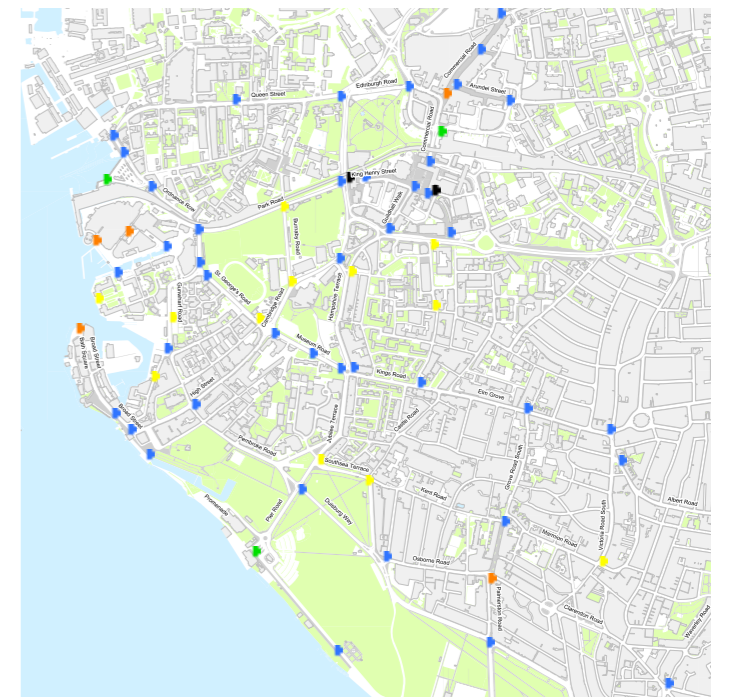
The route hierarchy informs the selections of decision points that should be prioritised int he wayfinding strategy.

Product family

A well-designed wayfinding strategy should be comprehensive and address wayfinding needs of all users. These range from pre-journey information required to plan a trip to a given destination or area, to on-site signage which helps users orientate themselves in the physical environment.

The recommended walking wayfinding products for Wiltshire are described in the following paragraphs.
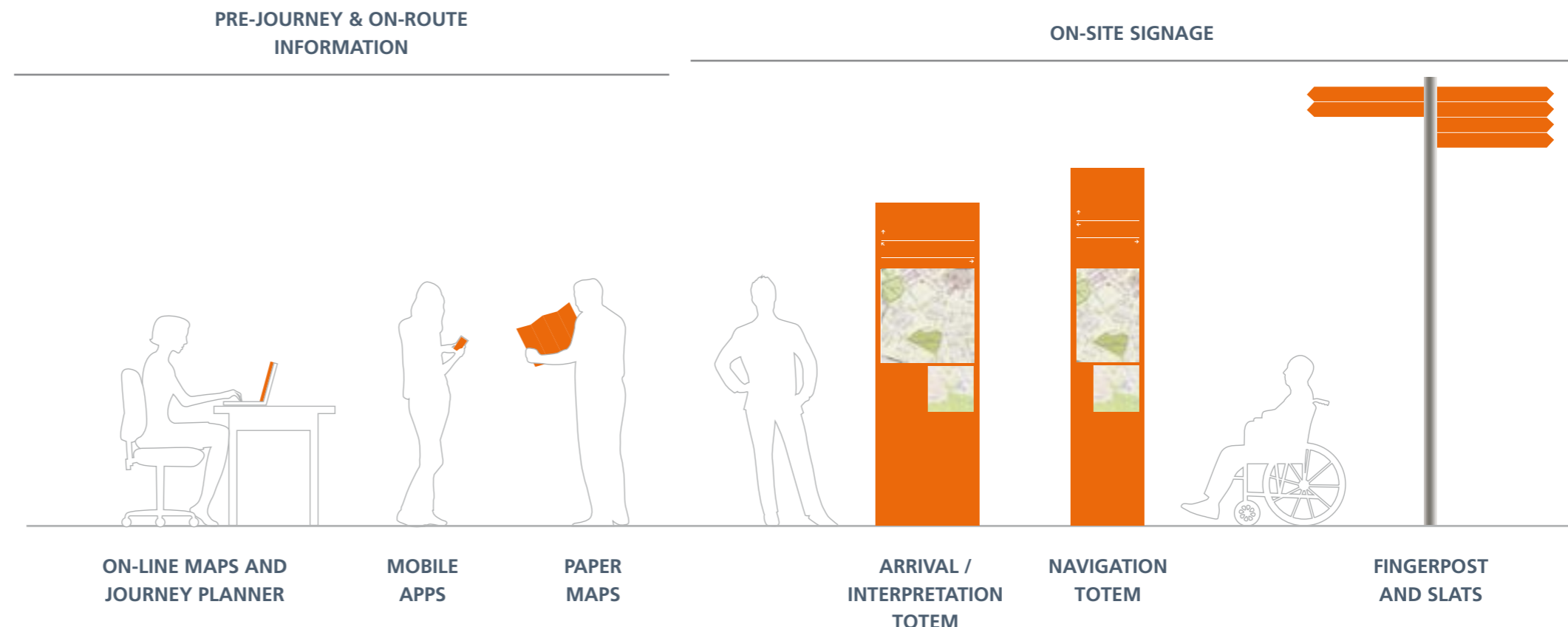
Pre-journey and on-route wayfinding information

Users require information to plan their journeys to a destination. They may want to know in advance what times and distances are involved, which alternative modes of transport are available and which are the most direct or fastest or most pleasant routes to reach their destination.

The provision of "pre-journey" information forms an integral part of the wayfinding strategy and should be developed alongside signage by following the same best practice wayfinding principles. Information should be provided to all users in both digital and printed formats and designed to work effectively when used on site alongside signage.

On-line maps and Journey planner

- A multi-modal journey planner is currently being developed for the WC's sustainable transport website. The customised map base is intended to provide a more user friendly product which will lend itself more readily to having information overlaid on it.

- A number of on-line maps are already available. These include walking journey planners widely used in the UK. The Wiltshire journey planner should deliver extra value in terms of accuracy, local knowledge, ease of representation and integration with other local databases and on-line tools. It should also be actively and effectively promoted to a wide an audience as possible.

- On-line information should also be made available in a format adapted for mobile phones. Ideally a journey planner app should be provided free of charge in both Android and IOS formats.

PRE-JOURNEY & ON-ROUTE INFORMATION

ON-SITE SIGNAGE

ON-LINE MAPS AND JOURNEY PLANNER

MOBILE APPS

PAPER MAPS

ARRIVAL / INTERPRETATION TOTEM

NAVIGATION TOTEM

FINGERPOST AND SLATS

Paper maps

- Printed walking maps are being created for Salisbury, Chippenham and Trowbridge, which will detail recommended walking routes between key destinations.

- They should use a version of the journey planner map optimised for paper publishing which includes main transport, retail and tourist information.

- The walking maps should be part of a series of printed maps which use the same graphics and layout, i.e. cycling maps and public transport maps.

- Paper maps should be distributed free of charge at key locations within the towns (e.g. railway and bus stations, tourist information offices, libraries and community centres, etc..).

- They should be designed to provide key wayfinding information required by all users and aim to become a wide-spread wayfinding tool for all visitors arriving to the towns.

- They should be designed to be clear and readable tools for all users, and follow a branding identity consistent with the digital format and the on-site signage.

Wayfinding signage

On the ground, decision points identified along the primary walking routes should be supported by specific sign types, based on considerations of:

- Area character / sense of place (e.g. heritage site)

- Location within the town and proximity to assets

- Accessibility and complexity of routes

- Purpose (i.e. change of direction or route confirmation)

- Space available for installing the signs

- Type of ground / structure, which dictates the foundations required for the signs

Based on these considerations, we have identified a family of sign products that are most suited to address the wayfinding needs identified for the study area in Wiltshire.

All signage should follow the same branding identity to reinforce the effectiveness of the system and help users familiarise with the different wayfinding products.

Some of these products coincide or are very similar to the existing signage used in Wiltshire. The product family described here should be considered as a comprehensive and unique list of products to choose from when replacing the existing signage as required in each town.

In the larger towns of Chippenham, Trowbridge and Salisbury map-based totems are the most suitable products to provide the information required by locals and visitors.

In the other towns, a well-designed network of fingerposts and information boards is a more cost-effective solution provide the directional information needed by the majority of users. Signage should be used in conjunction with paper maps and digital contents to cover any gaps in the information provided on the signage (e.g. accessible routes).

Arrival totems

- Wide totems provide a starting point for all users' journey in the towns. They should be located at arrival points - such as railway stations and bus stations - to welcome locals and visitors and provide them with the information

ATKINS

ON-SITE SIGNAGE

INFORMATION BOARD

WAYFINDING INFORMATION AT BUS STOPS

WALKING TRAIL
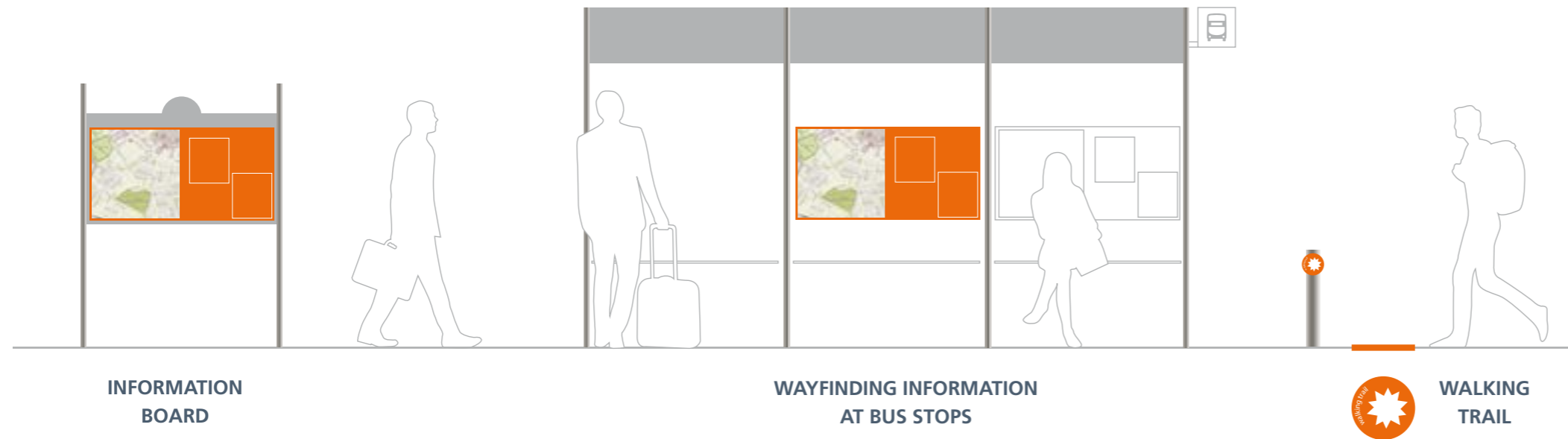
required to facilitate and enhance their experience of the towns.

- At the top, the sign address or street name can be shown. This can be highlighted with a bright background colour to create a "beacon" effect and make the sign stand out from other street furniture and attract users.

- Just below, directional information to primary assets is shown in large characters to maximise reading distances.

- In the centre of the sign, a local area map shows primary, secondary and tertiary assets, as well as information which describes and promotes key attractions and other destinations. It could also include key travel information and a context map showing the location within the wider area or the whole town.

- Best practice suggests local and wider area maps should include a walking circle indicating approximate walking times, to give a sense of scale and encourage walking.

- The bottom part of the sign has an area reserved for additional council/branding content.

- Totems are typically steel frame signs with maps printed on glass or enamelled panels. The exact specifications for the products are to be determined, subject to

consultation with local governments and other key stakeholders.

- All main information should be placed between 900mm and 1800mm to ensure legibility by all users.

Interpretation totems

- In busy public spaces squares and other high quality open spaces where people tend to gather, interpretation totems should be used to provide more detailed information about the towns.

- The contents focus on helping users navigate in the town environment by providing a street index and a destination finder instead of the interpretative information.

- The sign product is the same as the arrival totems and the same recommendations apply.

Navigation totems

- A key decision points such as intersections of primary routes, a narrower version of the totem should be used to help users navigate in the town.

- The totems should include on each side maps of the local and wider areas, key transport information and potentially a street finder and/or a destination finder.

- Except for dimensions, the navigation totems have the same specifications as the arrival/interpretative totems and the same recommendations apply.

Bus information board

- Bus stop information for passengers should be part of an integrated strategy for the promotion of smarter travel choices such as walking, cycling and using public transport.

- A consistent family of signs, timetables and posters should be developed in line with paper and digital maps. This should incorporate up-to-date information and clear indications of bus routes and services.

- As an interim measure, walking information could be provided alongside existing bus and public transport information at bus stops. This should later be integrated within a consistent system of wayfinding products which reflects the public image and brand adopted by Wiltshire Council for active travel.

Information boards

- Signboards should be located at secondary arrival points, transport interchanges and waiting areas, e.g. car parks.

- They could also be used as a cost-effective alternative to map-based totems in smaller towns, e.g. at railways stations and public squares.

- They provide primary, secondary and tertiary information on a map. This should be an adapted version of the map used on the totems, journey planner and paper products.

- Existing boards could be retained and updated with posters including maps and information for walking, which would be easily replaceable and at low cost.

Fingerposts and slats

- Fingerposts should offer route confirmation at decision points where map-based signs are not required or recommended.

- They should include approximate walking times in minutes to encourage walking to destinations.

- A steel or cast iron product should be developed to replace or complement the existing fingerposts as required.

- Slats following the same design used in the fingerpost could be used on existing street furniture (e.g. lampposts) when the installation of an additional post is not recommended.

- Wall mounted slats of wall mounted panels could also occasionally replace the need for a fingerpost where this is preferable.

Walking trails

- Plaques should be used to mark the way along routes such as historic walks, heritage or leisure trails, which are also marked on the wayfinding maps.

- They provide an effective and noninvasive wayfinding tool to help users locate themselves on site or on a map.

- A different paving material or layout can be used alongside the plaques to highlight the trails.

- The design and contents of the plaques can be customised as required.

CYCLING

What is the fastest and safest route?

SPORT CYCLIST

Wants to cycle for one hour for training →
Has a cycle map of the area →
Wants to locate him/herself on the map →
Looks for confirmation on site →
Can only find road signs →
Ends up cycling on main roads

Can I cycle to school away from cars?

CHILD GOING TO SCHOOL BY BIKE

Cycles to school most days of the week →
Knows one road leading to school →
Cycles on a shared-use route →
Can't find directions to school →
Cycles on the road he knows →
Arrives at school

How can get to the river from my hotel?

VISITOR CYCLING FOR LEISURE

Left his/her hotel for a day of cycling →
Knows the direction but not the way →
Has a cycling map of the area →
Looks for confirmation on site →
Follows directions on a pedestrian sign →
The path is for pedestrians only

LOCAL RESIDENT COMMUTING TO WORK

Can I pop up to the shops on my way?

Cycles to work on most summer days →
Knows one way to reach the office →
Looks for directions to the shopping centre →
Follows the road to the town centre →
Doesn't know there is a route through the park →
Which way home from the shops?

Asset strategy

A hierarchy of assets

As for walking, the key to the success of a wayfinding system for cycling is the effective planning of its information strategy. This starts by selecting a list of assets that can be identified as key destinations in the towns or landmarks that are not destinations as such but would help cyclists orientate themselves on site.

A hierarchy of assets is required to prioritise space for information lines on signs and other wayfinding products. Assets which should be considered in the wayfinding system for cycling for each town will vary from town to town and stakeholders consultation should be part of the process. In general, assets can be categorised into primary, secondary and tertiary and are likely to include:

Primary assets

- Districts, neighbourhoods and areas
- Cycle friendly streets and tracks
- Leisure routes, including National Cycle Network
- Public space
- Main transport infrastructure and key arrival points
- Historic buildings and landmarks
- Markets, shops and shopping centres
- Universities and colleges
- Schools
- Hospitals and other major health facilities

Secondary assets

- Cycle parking
- Local bike shops
- Local transport, e.g. bus stops
- Toilets
- Places of worship
- Business centres and main offices
- Surgeries and other health facilities
- Community centres
- Major green spaces

Tertiary assets

- Pedestrianised areas, walking routes and trails
- Road crossings, steps, ramps, subways
- Cash machines
- Post boxes
- Police stations
- Post offices

Other bespoke local features which are not listed above could also be included as secondary or tertiary assets.

This information will aim to provide a range of information to a wide a range of people as possible including local commuter and leisure cyclists. It will also aim to sign cyclists along routes which are suitable for enjoying cycling as part of everyday activities.
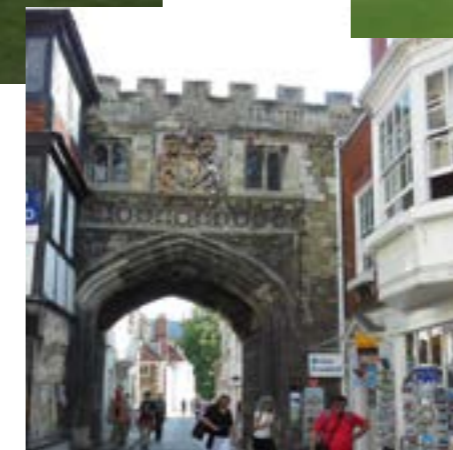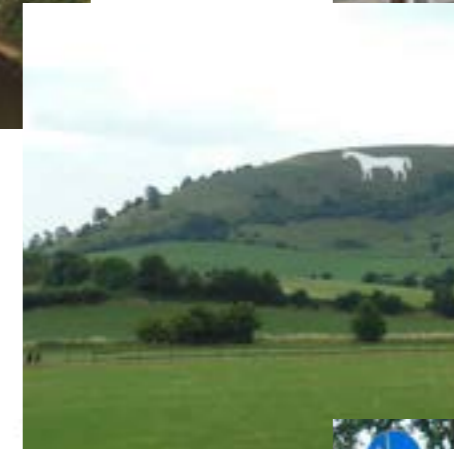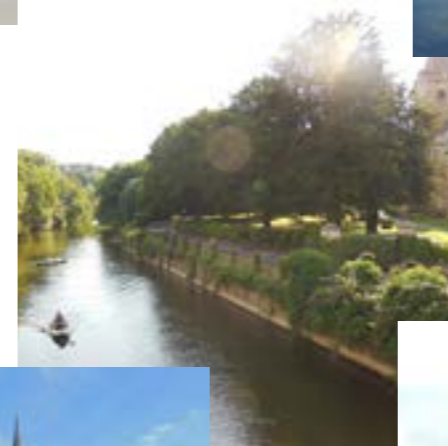
Route network

Route role and importance

Network planning for cycling is fundamental for identifying a network of cycle routes which connect people to places they want to go, along which investment can be focussed to improve the provision for cycling where it is most needed.

Cycling routes should be selected and categorised based on considerations of:

- Locations of key assets - routes should connect people to places they want to go
- Existing cycling infrastructure / quality of the provision
- Consistency of cycling infrastructure along routes between key assets
- Suitability of cycling infrastructure for different types of users
- Vehicular traffic volumes and speeds
- Gradients
- Physical barriers such as rivers and busy roads

In practice routes recommended for cycling may incorporate several different types of infrastructure on the ground, such as wide cycle lanes along main roads, segregated cycle tracks, pedestrian and cyclist shared use routes in parks, and lightly trafficked routes shared with cars (e.g. residential streets).

The cycle network should incorporate the following types of routes to provide a network of usable routes for everyday journeys to be made by residents and visitors:

- **Strategic cycling routes linking people to places**

  Typically these are safe, direct and legible routes along arterial roads. They are primary routes used for utility cycling including commuting.

- **Quieter cycling routes linking people to places**

  Typically these are comfortable and convenient routes along residential streets and through parks.

- **Radial routes linking neighbourhoods**

  Typically these routes are comfortable and convenient, and many cases informal, avoiding busier urban centres, yet connecting people to where they want to go (e.g. to and from schools)

- **Routes linking to other towns and villages**

  These are currently provided by the National Cycle Network which are typically unsurfaced, off-highway leisure routes for walking and cycling, as well as quieter country roads on which there are no dedicated cycling infrastructure.

Decision points

The wayfinding strategy aims to support cycling by helping to identify and promote the cycle network and support its legibility at key places.

Some locations within the town environment can be considered more important than others as people tend to make decisions about their journey there. Providing wayfinding support at these "decision points" is the most efficient and effective way to help users orientate themselves on site. These locations should be prioritised in the development of the wayfinding strategy.

Decision points would typically include:

- Arrival points e.g. rail stations.
- Major junctions on the cycle network e.g. intersections of primary and secondary roads.
- Minor junctions on the cycle network e.g. connection to and from, and intersections within, parks and green spaces.
- Locations along routes to provide reassurance that people are travelling in the right direction. This is referred to as "route confirmation".
- Resting areas along routes.

The level of wayfinding support varies depending on the type of route (its role and its importance), and its context as part of the cycle network.

Levels of recommended support

- Strategic cycling routes

  Strategic cycle routes on arterial routes tend to be on main roads already supported by existing primary and secondary road signs.

- Quieter cycling routes and radial routes

  Quieter cycle routes in parks and along residential streets tend to follow comfortable routes which are less legible than primary, direct routes. These may benefit from a greater level of wayfinding support and route confirmation.

- Routes linking to other towns and villages

Extract of the Cheltenham Cycle Map showing how different routes have been characterised based on their suitability for cycling

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Routes on the National Cycle Network are typically off-highway leisure routes incorporating bespoke NCN signage. There is an opportunity to improve the level of wayfinding support on these routes in urban areas where they often follow less direct routes with many minor decision points. Such routes may benefit from additional wayfinding support singing to and from local routes.

The Chippenham pilot provides an example of route analysis and more details on the method used to identify the decision points (see "Chippenham pilot study" in appendix A).

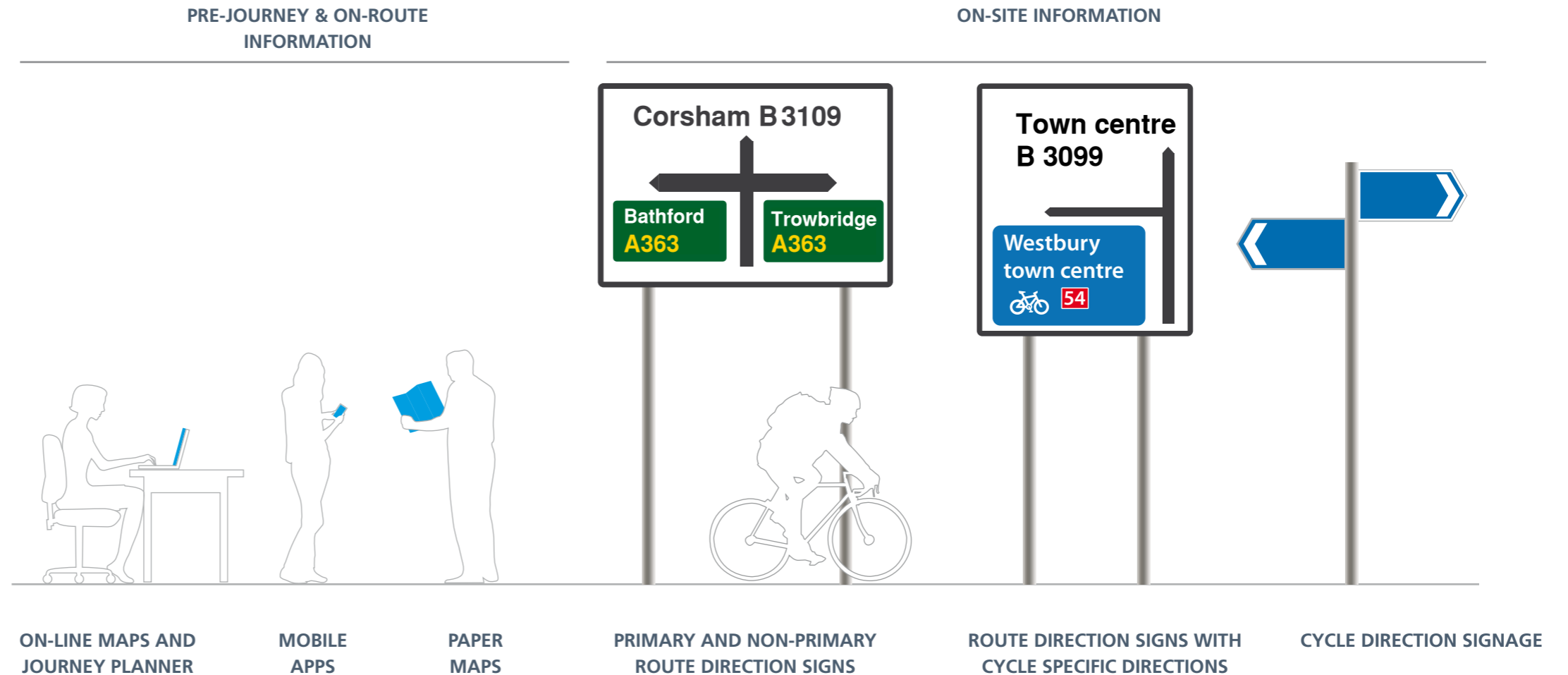|		Wiltshire Cycleway (NCN 254)
		Wylye Valley Route (NCN 24)
		Vale of Pewsey Route
		New Forest Link
		NCN Route 4
		NCN Route 403
		NCN Route 45
		NCN Route 481
		NCN Route 482
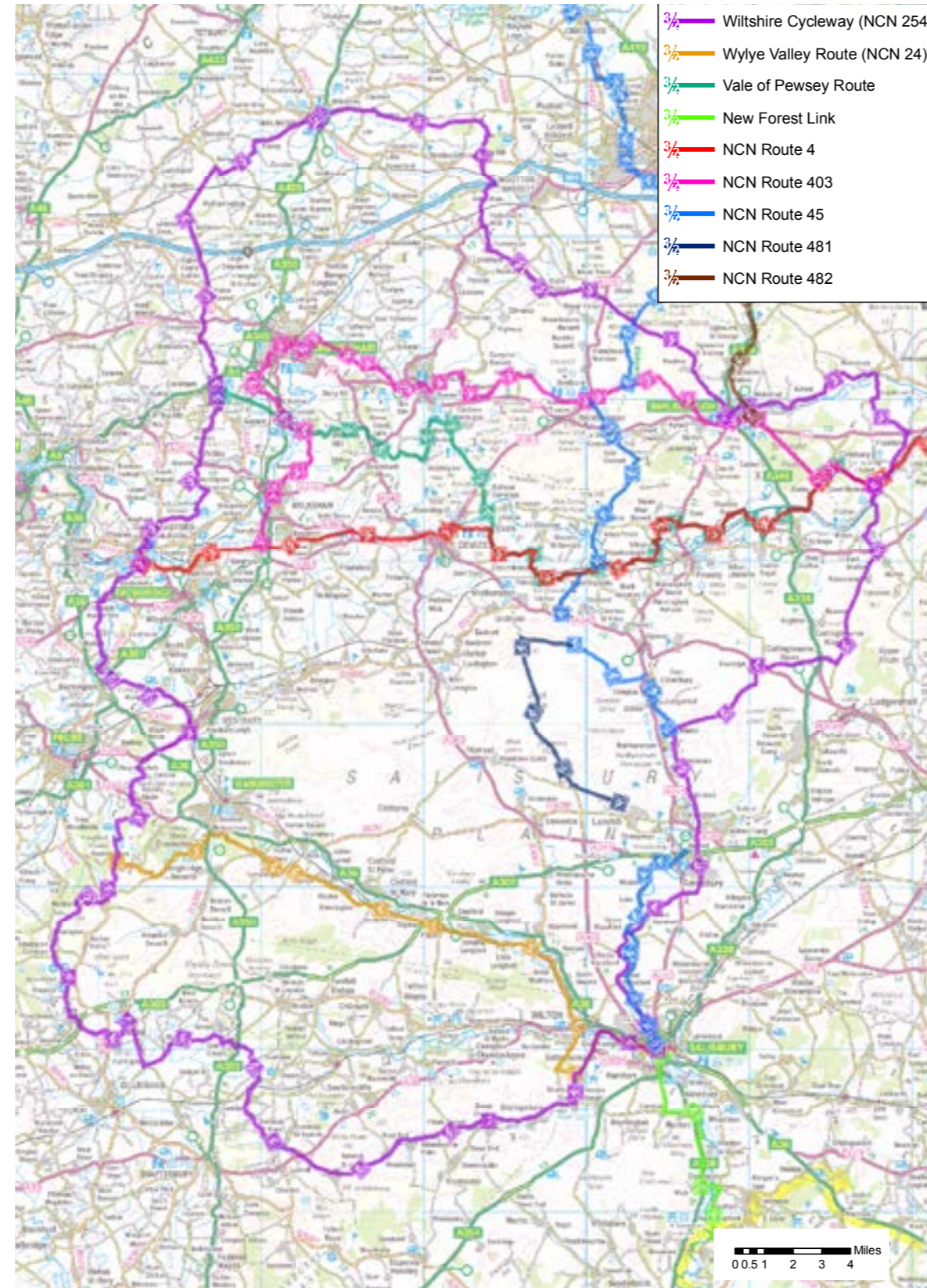
Wiltshire Council has developed inter-urban and rural cycle routes as part of the National Cycle Network; these routes would benefit from improved signage through towns, and could benefit from improved connection to and from local towns

Product family

Wayfinding needs

- A holistic approach to support wayfinding which encourages more local cycle trips will be tailored for cyclists.

- Products specifically focused on cyclists will have a suite of different content which focuses on directional signage.

- Products will be tailored to their location and context (e.g. small bollards should be installed in parks rather than large highway style fingerposts).

- Rationalising existing signage to include cycle directions and information as part of a consistent package will be integral to providing a consistent, manageable approach to cycle signage and will help to foster a cycling culture in Wiltshire.

- Key routes and trails may have specific branding and graphic identity to support the local character of the route.

PRE-JOURNEY & ON-ROUTE INFORMATION

ON-SITE INFORMATION

Corsham B 3109

Bathford A363   **Trowbridge A363**

Town centre B 3099

Westbury town centre 🚲 54

| ON-LINE MAPS AND JOURNEY PLANNER | MOBILE APPS | PAPER MAPS | PRIMARY AND NON-PRIMARY ROUTE DIRECTION SIGNS | ROUTE DIRECTION SIGNS WITH CYCLE SPECIFIC DIRECTIONS | CYCLE DIRECTION SIGNAGE |

Pre-journey and on-route wayfinding information

- Pre-journey planning is a key part of wayfinding for most cyclists making their first journey to a new destination. Specific needs should be considered such as which routes are suitable for cyclists of different abilities, and whether those routes are consistent in the provision for cycling (e.g. is the route comfortably separated from heavy traffic? Is the surface of the route suitable for a road bike?)

- Additional pre-journey planning includes distance, time, and gradient.

- Pre-journey tools are typically a combination of vehicular traffic route planning and pedestrian wayfinding, shown at the relevant scale for cycle journeys. Tools visualise off-highway routes (not usually included in vehicle route

planning) and cycle parking (not usually included in pedestrian route planning).

- On the move wayfinding tools are typically used by cyclists on longer journeys and on journeys which are unfamiliar.

On-line maps and Journey planners

- Cycle infrastructure is being mapped as a selectable layer on the Swindon website journey planner.

- Mobile applications will be developed alongside to help provide specialised information on cyclists and orientate users within the map space.

Paper maps

- Paper maps for cycling require a different scale and focus than for pedestrians, but still need to retain a visual compatibility with the on-line journey planner maps.

- The maps will use a version of the journey planner map optimised for paper publishing, and showing the street network as a hierarchy of routes for cyclists. Rather than just showing formal cycle routes, the full road network will be categorised for cycles, highlighting quietways, recommended routes for utility cyclists and less suitable roads.

- Maps will also include cycle infrastructure such as parking locations and cycle shops.

- They will be made available alongside pedestrian maps at key locations within the towns. It may also be worth considering the provision of a facility which posts maps to local residents, to encourage local cycle uptake.
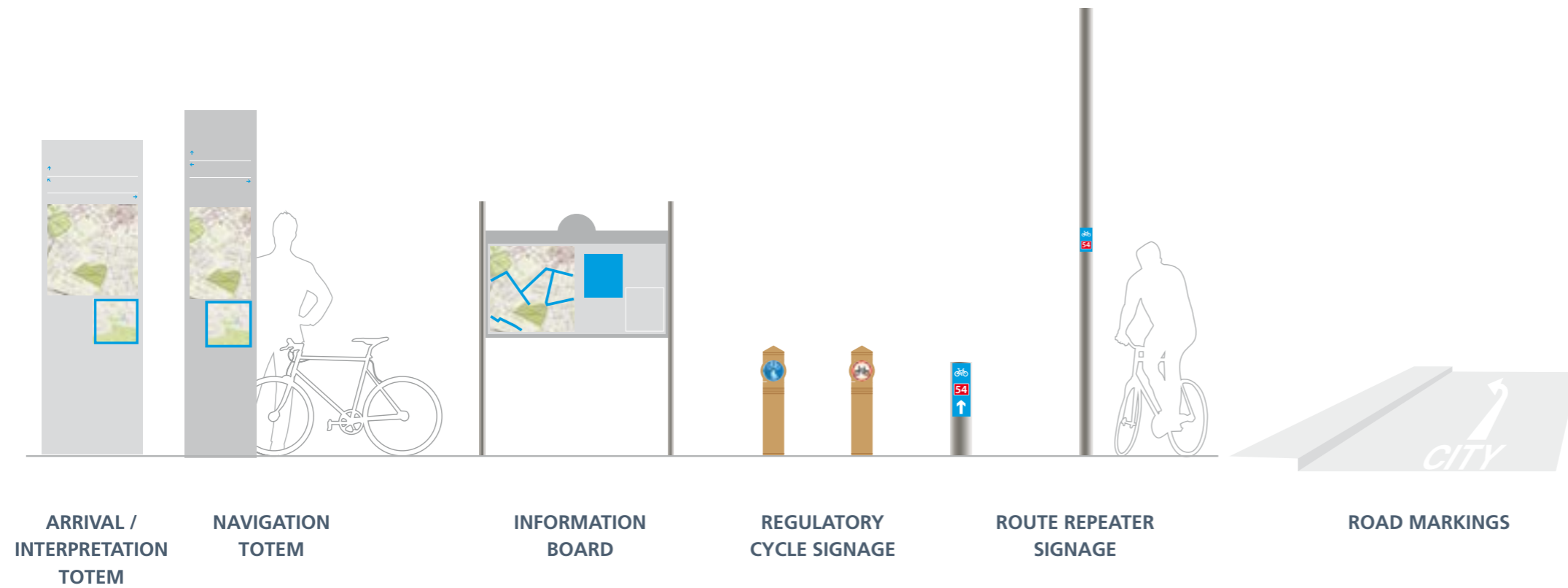
Cycle direction signs

- As road users, cyclists extensively use primary and non-primary route signs as navigation tools. These should therefore be included as part of the suite of wayfinding tools that cyclists use to navigate.

- Where a cycle route to a particular destination is different to the motor vehicle flow, cycle specific signage should be integrated with the main body of the road sign.

- Dedicated cycle signage should be clear and concise. Where further information may be beneficial, it is often more useful to include journey times on cycle direction signs, rather than distances.

- The positioning of the sign at the correct viewing height and location relative to a decision point is crucial for legibility and effective application.

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ON-SITE INFORMATION

ARRIVAL / INTERPRETATION TOTEM NAVIGATION TOTEM INFORMATION BOARD REGULATORY CYCLE SIGNAGE ROUTE REPEATER SIGNAGE ROAD MARKINGS

Wayfinding signage

Arrival / Interpretation / Navigation totems

- Cyclists can use signs and information for pedestrians, especially in town centres where signage can be integrated.

- Cycle specific information can be included on the totem, such as cycle routes on the context map and cycle parking/shops on the detailed local map.

Information Boards

- The complexity of information provided on totems and information boards inherently requires a small scale for the typeface. This inevitably requires the cyclist to stop moving to be able to read it, which is usually acceptable.

- Information boards therefore do not provide a primary navigation tool for cyclists on the move, but can be designed to serve an important supporting function.

Regulatory cycle signage

- Any signage placed specifically for cyclists should be carefully designed to ensure minimal visual intrusion.

- Signs such as 'no cycling' should be used sparingly, to help foster a culture of cycling.

Route repeater signage

- A quick win for facilitating cycling in the study area would be to ensure the NCN routes are correctly signposted and well maintained. This could encourage more leisure cycling, promote the local economy, and further foster a culture of cycling in the area.

- The proposed signage would be a combination of route confirmation on NCN routes and directions to/from key areas within the town boundaries.

- Consistent DfT cycle signs (small blue stickers) are used across the NCN and satisfy the needs of touring and leisure cyclists who travel on the NCN using a combination of paper maps helped by signage.

- The integration of signage along NCN routes and the local cycle networks should be considered.

Road markings

- Often cyclists are looking at the road surface, and surface marking can play an important role in supporting wayfinding. Surface markings should be used to aid cyclists' navigation at major and minor junctions including in parks and green spaces with minimal visual intrusion.

Next steps 5

Next steps

This report sets out our recommendations for a wayfinding strategy for towns in Wiltshire. The following is a summary of the next steps needed to test this strategy, refine it, and roll out it out to the towns in our scope of work.

Phase 1

Phase 1a Chippenham Pilot - Sign Placement Study

This phase was completed in January / February 2014, during which we tested and applied this strategy to the pilot town of Chippenham. This provided an opportunity to make final iterations to the strategy.

Phase 1a is documented in Appendix A of this Wayfinding Strategy. This phase has delivered:

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

Phase 1b Remaining Towns - Sign Placement Study

Atkins is delivering sign placement and content deliverables for the remaining six towns in Phase 1b.

The sign placement study for each of these towns will form a subsequent appendix to this report.
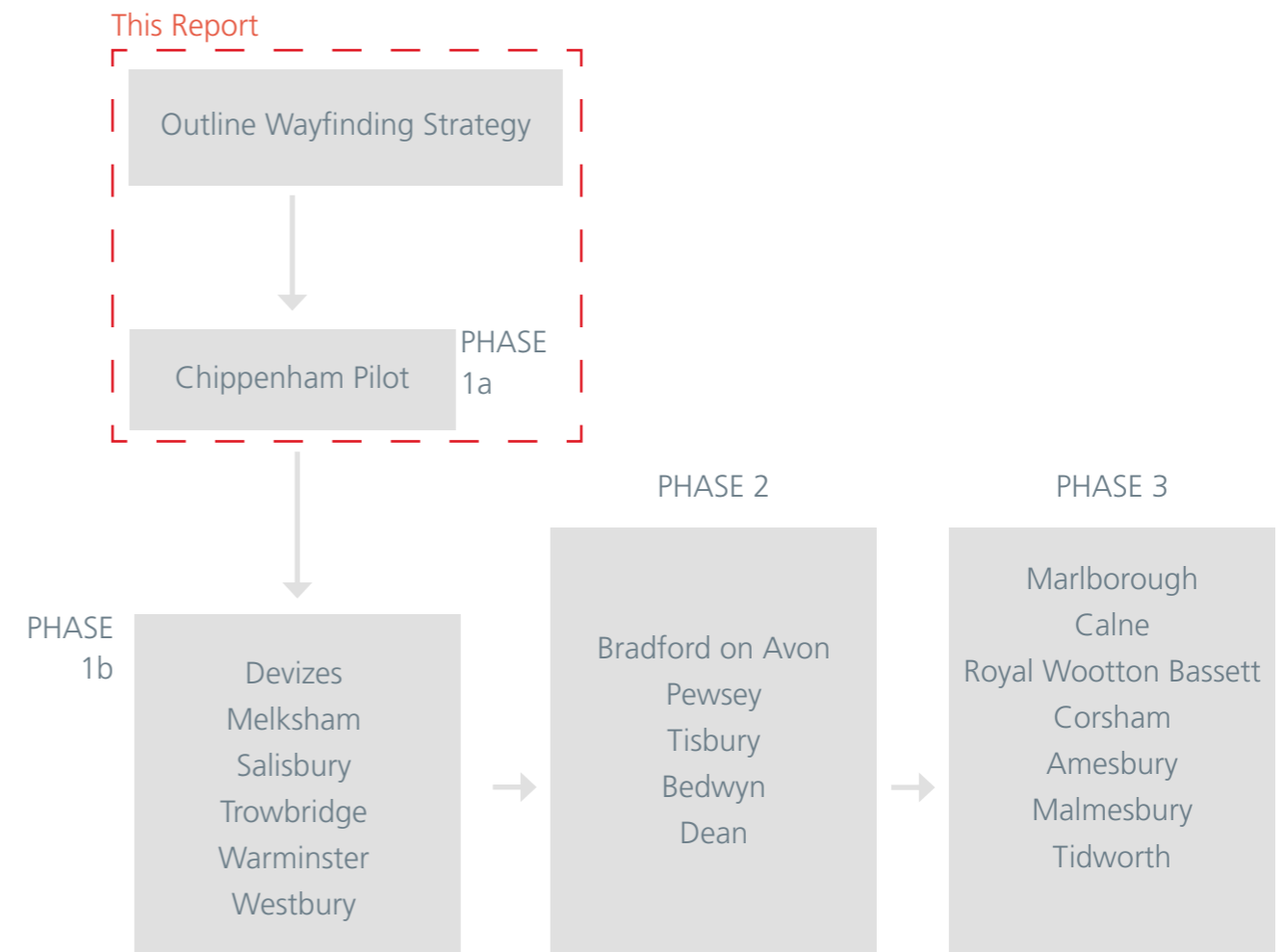
Phase 2

Towns: Sign Placement Study

Following client agreement, Atkins will carry out sign placement studies for Phase 2 towns based on the same methodology to ensure consistency and continuity.

Phase 3

Towns: Sign Placement Study

Following client agreement, Atkins will carry out sign placement studies for Phase 3 towns.

This Report

Outline Wayfinding Strategy

Chippenham Pilot   PHASE 1a

PHASE 1b

Devizes
Melksham
Salisbury
Trowbridge
Warminster
Westbury

PHASE 2

Bradford on Avon
Pewsey
Tisbury
Bedwyn
Dean

PHASE 3

Marlborough
Calne
Royal Wootton Bassett
Corsham
Amesbury
Malmesbury
Tidworth

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