

6 Signage



CEDAR HEIGHTS
leading to
ASHFIELD CLOSE



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6.1 GENERAL PRINCIPLES

Whilst the high density of traffic related and other signage may be inevitable, there are principles from a townscape point of view which can help to reduce visual intrusiveness. These include:

- Consider whether the sign is needed at all?
- Reduce the number of signs to a minimum – there are situations where one rather than two signs can be used
- Take the opportunity to rationalise signs rather than just add to what is already there
- Find out if others are planning signs in the same area and coordinate the provision
- Take the opportunity to remove any redundant signage in the vicinity. The budget should include a percentage for this
- Take account of the design of existing signs. If possible, repeat the colour, font style and size
- Minimise size of signage
- Avoid new posts where new signs can be fixed to existing posts, lamp columns, walls, railings or boundaries
- Avoid signs with yellow or other strident colours wherever possible
- Paint posts to match local street furniture
- Avoid obstructing pedestrians
- Avoid detracting from sensitive settings, which may include in particular listed buildings, important views and riverside locations
- Consider lower heights for signage. Low signs tend to be less obtrusive visually, eg. for Controlled Parking Zones. Signage on bollards also works well
- Ensure design of sign (typeface, colours, height and angle) is carefully considered to be easily read by people with disabilities
- Use double sided signs where possible.



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6.2 PARKING SIGNAGE

Signs, markings and associated elements to limit parking are not always easy to integrate with the townscape and landscape. Whilst the signs need to be legible it is most important that they do not detract unnecessarily from their setting. The main considerations include:

Siting

- Avoid detracting from views or causing clutter
- Fix in least obtrusive location possible.

Fixing

- Avoid little signs on thick posts
- Mount signs on existing street furniture or boundary walls where possible.

Duplication

- Avoid unnecessary duplication of signage
- The removal of redundant 'no waiting' signs, with road markings, is being carried out.

Yellow lines

- To be 50mm width deep cream colour throughout the Borough
- All reinstatement works also to be in thin cream – thick yellow to be discontinued. This also applies to kerb loading markings.



Avoid little signs on big posts



Yellow lines discontinued



Avoid obtrusive signage

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Controlled Parking Zone (CPZ) and other parking signage

This can result in a large amount of new signage in an area. It is important to avoid a sea of galvanised posts to the front of the footway which can, for example, detract badly from the appearance of residential streets. Methods that should be used to avoid this include:

- Fix signs as far as possible to existing lamp columns, posts or boundaries (eg. walls or railings)
- Consider fixing signs to the back of ticket dispensers (facing road)
- Where the above measures are not possible, signs should ideally be mounted on low posts at the back of the footway against walls or hedges, to reduce intrusiveness
- All posts should be finished in a dark colour, normally black or dark green according to area
- To reduce intrusiveness, zone entry signs should generally be mounted on black or dark green slender single posts and the size of the signs should be reduced to the minimum. Avoid wherever possible having signs on both sides of the road
- Consider alternatives to repeated signage where this is possible (perhaps in conjunction with 20 mph zones)
- Methods generally need to be further investigated for making signage less intrusive
- The layout of parking spaces can sometimes be modified to allow signage to be fixed in the least intrusive way
- Carriageway markings to indicate spaces should be as minimal as possible.



Use existing walls where possible

Ticket machines

- These should normally have a black finish, although there may be exceptions where other colours are more appropriate. Dark green can be used in less urban areas.

Traffic light poles

- Traffic lights poles to be in dark green in most areas of the Borough, except in specific urban areas where they are to be black, or dark blue/grey in Twickenham
- The possibility of traffic lights being combined with lighting columns should be investigated wherever possible.



Avoid a sea of galvanised posts



Mount signs on low posts at the back of footways

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Reduce the number and size of signs



Review traffic signage



Urban keep left sign



General keep left bollard

6.3 OTHER TRAFFIC RELATED SIGNAGE

'Keep left' bollards – in town centres and other key locations an uplit hooped shaped sign should be considered in place of the usual plastic 'keep left' bollard.

20 mph zones – the style of signage and demarcation should reflect the setting. White timber posts have been used to good effect in Petersham.

Flashing signs – there are many environments for which these are not suitable. They need to be used with great care and are best avoided in sensitive locations.



Consider lower heights



20 mph signage

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Borough boundary sign



Park sign



Local area on name plates

6.4 BOROUGH AND LOCAL IDENTITY SIGNAGE

Borough boundary signs – a distinctive cast sign design has been established and these are generally used only at main entry points to the Borough.

Local area signs – apart from Borough entry points, 'Welcome to...' signs are not normally to be provided. Local areas are to be distinguished by subtle colour and street furniture variations. The bylaw signs for parks and open spaces are an exception. Local area names are included wherever possible on street name plates.

Signs for Parks and Open Spaces – a redesign of this signage is currently in preparation.

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6.5 SIGNAGE FOR PEDESTRIANS AND CYCLISTS

Problems

- By-law stickers can be intrusive
- Signage provided by, or on behalf of, many different organisations creates clutter
- Signage does not always follow through to its destination
- Much existing signage for those on foot is unattractive.

Guidelines

- Review the use of by-law stickers
- Consider complete schemes for areas
- Unify different signs on one plate, particularly on the riverside
- Continue replacement of brown tourist and other signs-use signage with white lettering on a black background (cast type where possible)
- Consider improvements in the design of signage. Bronze signage set in the ground has been used by Kew Gardens Station and for Arcadia
- Normally use white lettering on a black background.

Signs for public rights of way – white lettering on black background, lower case. Do not include a walking man symbol. Where there are other pedestrian signs in the area, the rights of way signs should follow the existing pattern. Typeface, Arial Bold 120pt.

Thames Path signs – white lettering on black background. This can be reversed or be in a cast finish to coordinate with other signage. THAMES PATH should be in upper case. This is part of the Thames Path national trail. Typeface, Gill Sans Bold 120pt.



Problematic signage



Area scheme



Bronze signage, Arcadia



Bronze signage, Kew

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Other signage for pedestrians – such as signage for Capital Ring. The form and layout of the signage needs to relate to that used in the locality, which is likely to be either cast finger signs with raised lettering or plainer aluminium signs; in both cases lettering is normally white on black background. A style of signage has been designed for Council initiatives such as Community Toilet Scheme, and a similar style should be considered for any future related initiatives.

The provision of signage needs to be selective so that it does not cause unreasonable clutter.

Cycling route signs – these are currently in white lettering on a blue background. The colour is rather strident and it is recommended that the colour used is reviewed.

Pedestrian/cycle shared routes – for shared surfaces the pedestrian symbol should be on top of the cycle symbol, or to the relevant side if that is appropriate.

Bollard signage – signage on bollards is an effective route indicator which avoids the visual intrusion of taller posts. The cast type works well in urban locations and timber in less urban settings.



More urban



More rural



More urban



More rural

6.6 CCTV AND SECURITY SIGNAGE

The problems associated with the proliferation of signage have already been referred to. Additional problems now include requirements to sign CCTV and 'dispersal' areas. It is critical that these do not spoil the environment which they are designed to protect and that any such signing is minimal in terms of colour and size. Large signs are completely unacceptable and the siting and background of such signage needs to be carefully considered. Signs should not have a yellow finish as this is particularly intrusive.

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Pictorial map



Local interpretation board

6.7 LOCAL MAPS AND NOTICEBOARDS

Pictorial maps – these have been used in Twickenham and Kew and it is expected to expand them to other areas.

Local notice boards – the existing boards are somewhat dated and a new, more compact design related to the street scene is required.

Local interpretation boards – these have been successfully used by the Richmond Society and others to provide historical and other information. Consultation should take place with the Council on siting, content, design, corporate ID issues and to facilitate access for people with disabilities.

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Historic ceramic nameplates



Modern street nameplate



Raised lettering



Blue enamel

6.8 STREET NAMEPLATES

Guidelines

Historic nameplates – Older ceramic, cast iron and enamelled plates should be retained as they are valuable townscape features. Consideration should be given to expanding the use of such distinctive signage, particularly where it is a characteristic of the area, for example, the ceramic signs in the residential streets off Richmond Hill.

Street naming and numbering – This function is carried out by the Building Control Section, usually in consultation with the developers. A frequent complaint in shopping streets is the absence of property numbers on shop premises. In all new development, including shopfronts, the street number should be included in the overall design. Wherever possible district names should be included on new street signs.

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Street nameplates – Department of Transport Circular 3/93 gives guidance on the design and siting of street nameplates. 'Kindersley' typeface has been approved by this Council for general use for new nameplates.

Location – Wherever possible nameplates should be wall mounted, preferably 2.5m high. Where they are mounted at ground level or on a retaining wall the minimum height is 0.6m and the maximum height is 3.6m above the ground. Where it is not possible to find a suitable wall, then they should be mounted on posts, sited for maximum visibility and minimum obstruction for pedestrians. Ideally, plates should be fixed at every street corner, within 3m of the junction. They should be located to benefit from existing street lighting.

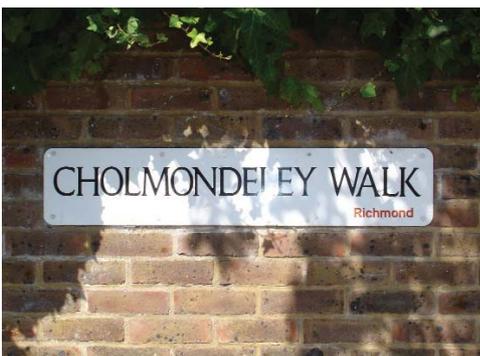


Low post mounted street nameplate

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Design guidelines

- Lettering for road names to be in Kindersley font upper case 75mm. in black, on a white background. It is most important for the overall appearance that the letters are correctly spaced
- Lettering for district name to be in Helvetica font upper and lower case, 25mm, in red (BS04D45). Intermediate line reading 'leading to' to be in Kindersley font, upper case, 37.5mm, in black
- The street name should be centred on the sign, with the district name justified to the right, to line up with the last letter of the street name. Any additional text, such as 'leading to...', should be centred on the street name
- Minimum gap between lettering and edge of sign, 45mm
- Street nameplates should be fixed to walls wherever possible as this looks neater and avoids clutter created by separate posts
- Any fixings on the sign face itself (wall fixing only) to have a white finish, using white plastic screw covers
- Where posts are used, these and their visible fixings to be in black with caps to posts flush with the top of the name plate. No fixings should be visible above the nameplate. The back of the nameplate should have a black finish if this is visible. The height of sign plate should be 1m above ground level
- Corners of signs to be rounded with 25mm radius.



Wall mounted street nameplate