

Subject: **Town Centre Wayfinding**

Report to: **Economic Development Committee – 16th July 2018**

Report by: **Director of Development, Great Yarmouth Borough Council**

SUBJECT MATTER/RECOMMENDATIONS

Norfolk County Council has identified funds through the New Anglia LEP Local Growth Fund to develop and implement a Wayfinding scheme in Great Yarmouth. This funding is available to spend in 2018/2019 and these recommendations form the start of a programme of design work.

RECOMMENDATIONS: The Town Centre Member Working Group would like to make a number of recommendations for Economic Development Committee Members to consider as part of the Wayfinding project.

Recommendation 1 – Rationalisation of the wayfinding colour to green

Recommendation 2 – Have finials incorporated using the corporate emblem of a fish and lion

Recommendation 3 – Approve the collar plates as a functional design feature

Recommendation 4 – Install megaliths in locations across the town

Recommendation 5 – Remove wind sails and rationalise signage in car parks

1. INTRODUCTION/BACKGROUND

Wayfinding is a key part of the Great Yarmouth Town Centre Masterplan. It is part of the framework that sets out the Council's ambition for the regeneration of the town centre over the coming decade. The plan was shaped collaboratively and adopted in 2017. Since then a robust delivery plan has been put in place to push forward and deliver the plan.

The core objective directly relating to Wayfinding in the Town Centre Masterplan can be found on page 56 of the Town Centre Masterplan Document:

<https://www.great-yarmouth.gov.uk/CHttpHandler.ashx?id=2289&p=0>

f. Linking it all together

Objective:

Wayfinding is improved across the town through key parts of the network of Rows, increasing footfall to make the town centre feel safer and stimulate commercial uses

As part of the overall Town Centre Masterplan Objectives the Council agreed to roll out a number of deliverable actions directly relating to Wayfinding:

- To develop and test a replicable approach to Wayfinding and public realm through the historic core of the town centre that enable people to discover and experience its unique character and structure.
- To engage with stakeholders and develop general concept, design and delivery

approach

- Map the key community and tourism amenities across the town
- Identify useful shortcuts which link specific amenities
- Design signage solution and deliver on site
- Evaluate the impact

In partnership with Great Yarmouth Borough Council, Norfolk County Council appointed specialist Wayfinding experts FWT <http://www.fwt.co.uk> to plan and design a detailed proposal on Wayfinding in the town. This outline proposal from FWT is attached in **Appendix A**.

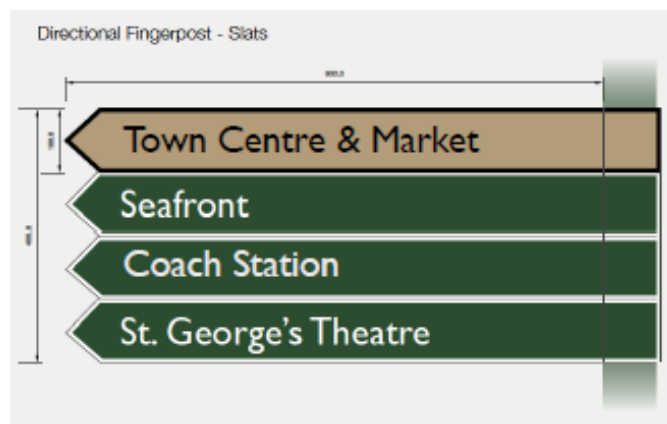
The Town Centre Masterplan Officer Working Group and The Town Centre Masterplan Member Working Group have both reviewed the proposal and have put forward a number of key recommendations for consideration by Economic Development Committee. The report breaks down the recommendations into walking, cycling and car parking.

2. Walking

Walking proposals are estimated to cost in the region of £240,110 (but this is indicative at this stage). This work has included a full audit of wayfinding in the town and the proposal is for a consistent design that removes unnecessary clutter and improves the amenities signposted as well as a full reconditioning and refurbishment of the existing fingerposts. There are also opportunities to add mapping and informational displays to some of the most prominently featured signposts.

2.1 Colour Palette

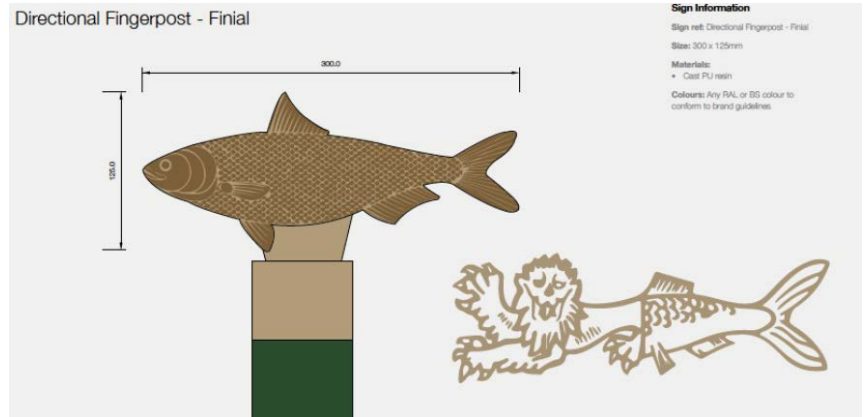
FWT have carried out extensive research and have made a recommendation for the street furniture colour palette (page 4, 5). This has been influenced by the historical and more recent use of Dark Green. This Green is found on the fishing vessels, was used extensively for finishing exterior building timber and has recently been reused for new Street name plates. In turn its Light Reflective Value (LRV) is typically 60% brighter than the existing Steel Blue and Burgundy street furniture, improving visual contrast, whilst not being too pale to be susceptible to graffiti and low cleaning cycles. This will be complemented by the use of a White and warm Clay. Currently there are a number of colours used in the town, with both blue and burgundy. This proposal will look to rationalize that and have one wayfinding colour, as so;



Recommendation 1 – Rationalisation of the wayfinding colour to green

2.2 Finials

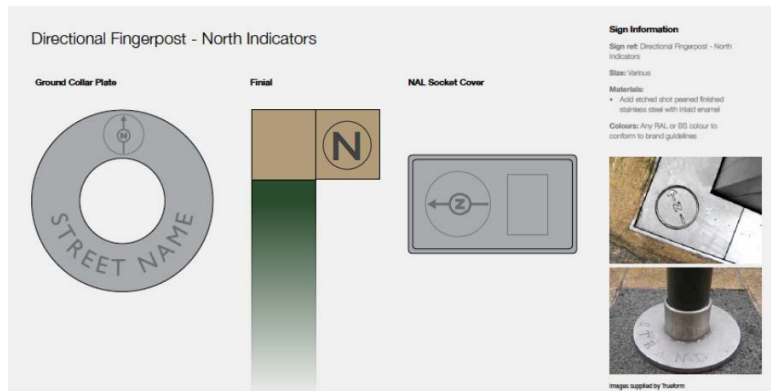
There is potential to fit uniquely designed finials to each fingerpost (page 6). These designs could be 3D or flat and could be part of a design competition. The finials could help brand areas and enhance the boroughs identity. There is also potential to look at future retrofitting.



Recommendation 2 – Have finials incorporated using the corporate emblem of a fish and lion

2.3 Directional Collar Plates

Directional collar plates (page 7) are not only an attractive design feature but increase opportunities to signpost. They can have the tree name or directional indicators to help walkers orientate around the town more easily.

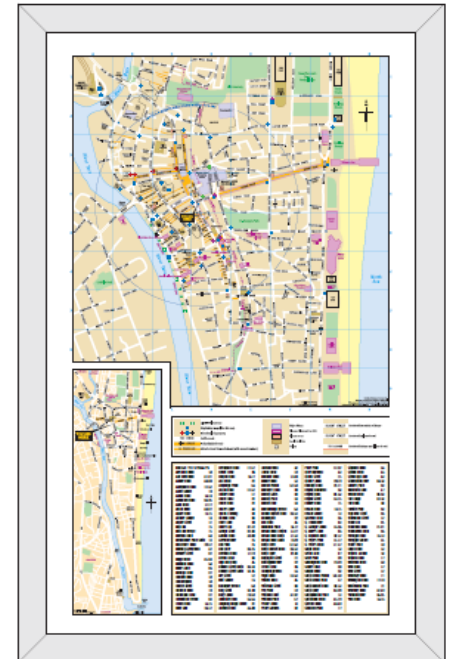
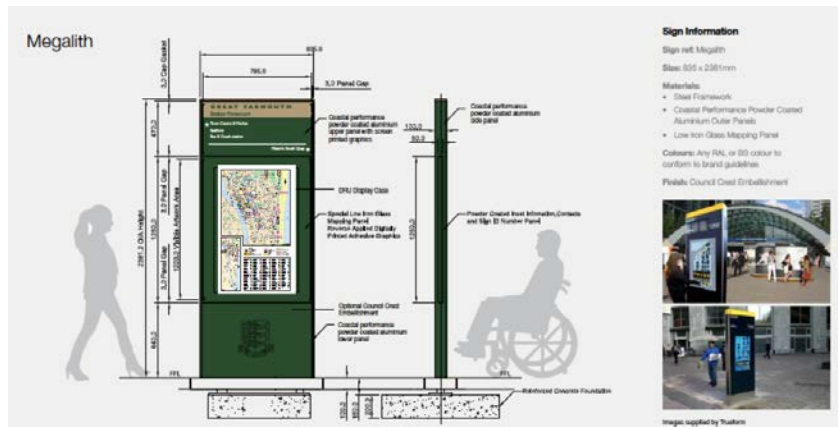


Recommendation 3 – Approve the collar plates as a functional design feature

2.4 Information megaliths

FWT have recommended 20 megaliths (see image A) in key locations in and around Great Yarmouth that contain key information, including a clear and coherent and clear map. Members are asked to recommend a smaller number of megaliths to be installed at four key locations:

Image A – Information megalith



- Train Station
- Bus Station
- Town Centre
- Seafront

Recommendation 4 – Install megaliths in locations across the town at locations highlighted in **Appendix B**.

3. Car Parking

FWT have identified the opportunity to rationalise and enhance the provision of wayfinding from the boroughs car parks. The Town Centre Member Working Group have reviewed the proposals and agree that the various signs in car parks currently cause confusion, duplicates information and increases clutter.

Recommendation 5 – Remove wind sails and rationalise signage in car parks

4. FINANCIAL IMPLICATIONS

Funding has been released via the Local Growth Fund to implement a sustainable transport scheme in Great Yarmouth. This project is likely to cost between £200k and £500k depending on how it develops and any additional features that may be necessary to include. GYBC are a key decision making partner in the scheme with the funds managed by Norfolk County Council. Financial implications for Great Yarmouth Borough Council through Project Management and officer support to ensure implementation of an appropriate scheme for Great Yarmouth.

5. RISK IMPLICATIONS

A delay in decision making risks funding available in this spending period.

6. CONCLUSIONS and NEXT STEPS

There is an ambitious programme of delivery for the Town Centre Wayfinding Project. The wayfinding scheme will make a huge impact on the visual appearance of the town, will reduce clutter, and improve signposting for shoppers, tourists and visitors to the town. This project forms part of the wider Town Centre Initiative programme and will have a large positive impact in a relatively short space of time.

The recommendations and proposals in this report are indicative of what can be achieved. Following committee approval the next steps will be:

- Contractor appointment
- Detailed design proposal including production of example signs
- Project delivery in 2018/2019

A task and finish officer group has been set up to support the project and this will directly into the Town Centre Masterplan Officer Working Group and the Town Centre Masterplan Member Working Group.

7. RECOMMENDATIONS

Recommendation 1 – Rationalisation of the wayfinding colour to green

Recommendation 2 – Have finials incorporated using the corporate emblem

Recommendation 3 – Approve the collar plates as a functional design feature

Recommendation 4 – Install megaliths in locations across the town

Recommendation 5 – Remove wind sails and rationalise signage in car parks

8. BACKGROUND PAPERS

Areas of consideration: e.g. does this report raise any of the following issues and if so how have these been considered/mitigated against?

Area for consideration	Comment
Monitoring Officer Consultation:	
Section 151 Officer Consultation:	
Existing Council Policies:	
Financial Implications (including VAT and tax):	
Legal Implications (including human rights):	
Risk Implications:	
Equality Issues/EQIA assessment:	
Crime & Disorder:	
Every Child Matters:	

GREAT YARMOUTH


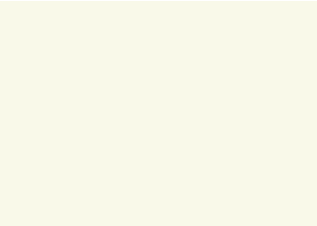

WAYFINDING PRODUCT DESIGN OVERVIEW

PRESENTATION 09 May 2018
Great Yarmouth Borough Council
Norfolk County Council





CORPORATE COLOUR

The simple aim of the boroughs brand guidelines (as supplied by Julia Devonshire as borough Cultural Officer) is to provide an outline of how to bring all graphical elements together, although it doesn't provide any further information on its corporate aspirations or origins?

		
GYBC Green	GYBC White	Process Black
RGB 0 112 60	RGB 249 249 233	RGB 30 31 31
LRV 31%	LRV 96%	LRV 1%

Meanwhile existing street furniture continues to be finished in an assortment of colourways including; Gold on Black, Gold on Heritage Red (Burgundy) RAL 3005 and Cream or White on Steel Blue. Karen Youngs (former InteGREAT) Projects Manager of Greater Yarmouth Tourism & Business Improvement Area (GYTABIA) subsequently confirmed that this was RAL 5011.

	
Steel Blue RAL 5011	Burgundy RAL 5003
RGB 26 43 60	RGB 89 25 31
LRV 12%	LRV 14%



Existing sign systems; Cast ductile iron Fingerposts, originally finished in a dark Sapphire Blue and warm White installed as part of the inteGREAT project in 2006,

Standardised Street Name signs pressed aluminium with extruded channel fixings, White on Green ground.

DESIGN GUIDANCE

The following is an extract from Norfolk County Councils Design Guidance which could possible effect and inform our product design recommendations;

Street Furniture

Each development should be considered in the light of the character of the settlement – in a rural village, hand painted timber signs could be appropriate. Litter bins, lighting columns, signposts and benches should be co-ordinated in design and colour. Standardised 'civic' street furniture should be avoided as it can be out of scale and too formal for Norfolk urban character; but where there is a local style, particularly when it is traditional it can be referenced.

Paving

A consistent palette of paving materials should increase attractiveness. In conservation areas, compatible natural materials such as stone slabs and granite setts could be selected to create appealing and welcoming floorscapes, but care should be taken to fit with local context, rather than create a generic style that has been repeated throughout the country. See original pavements along the Rows using beach pebbles flanked by Clunch (chalky White) limestone flags which could be re-interpreted using square cobbles and dark grey York stone.

Building materials

All building materials should be appropriate for their site and immediate setting, compatible with the relevant district Local Planning Authority's Guidance. They should, where possible, be locally sourced, re-used, renewable, low embodied energy materials, and should minimise waste generated during construction.

Most characteristically red brick, and simplicity of texture in both brickwork and pointing is the key to the vernacular style. Some older buildings are timber framed. Render is a traditional finish, preferably with a flat, smooth, colour-washed surface. 'Clay-lump' is a distinctive East Anglian building material. Flint is found in two forms: smooth round beach cobbles, or rough 'knapped' flints from excavations. Flint should only be used where locally appropriate. There is little other stone walling, except some Carrstone a dark rusty ginger coloured stone and Clunch a chalky white limestone.

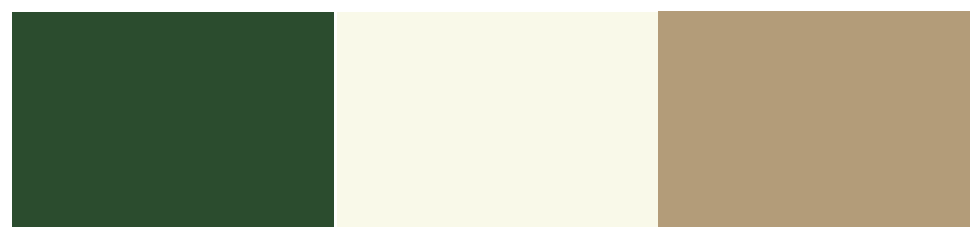
Railings may be suitable for residential developments in towns or sensitive village locations, as they provide meaningful enclosure without cutting off views. They should be iron, in dark, muted colours, and not too elaborate.



DESIGN PROPOSAL

COLOUR PALETTE

Our recommendation for the street furniture colour palette is influenced by the historical and more recent use of Dark Green. This Green is found on the fishing vessels, was used extensively for finishing exterior building timber and has recently been reused for new Street name plates, whilst it is similar to existing borough corporate branding. In turn its Light Reflective Value (LRV) is typically 60% brighter than the existing Steel Blue and Burgundy street furniture, improving visual contrast, whilst not being too pale to be susceptible to graffiti and low cleaning cycles. This will be complemented by the use of a White and warm Clay.

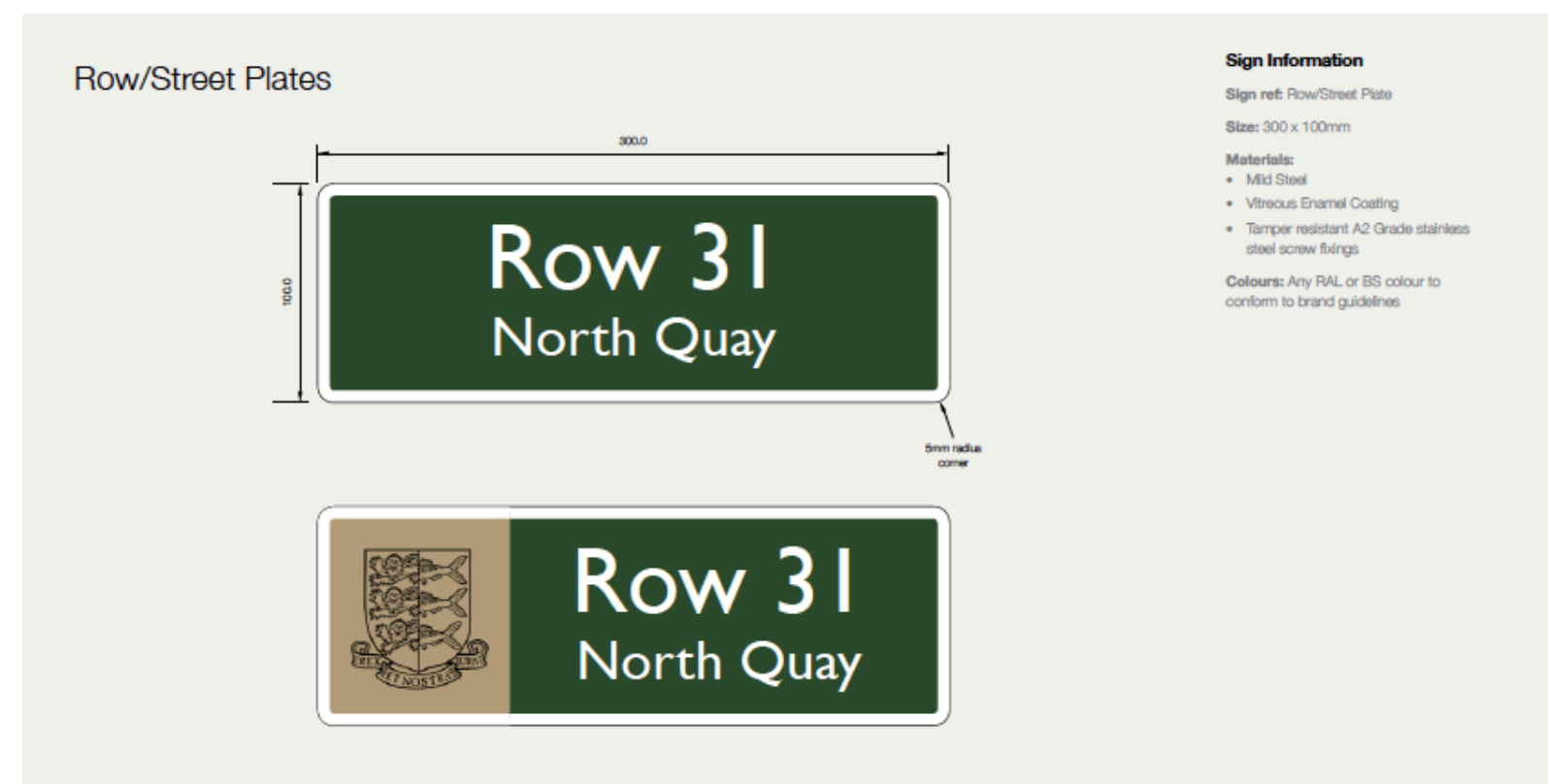


Dark Green	White	Clay
RGB 43 76 46	RGB 249 249 233	RGB 179 156 121
LRV 21%	LRV 96%	LRV 56%

WAYFINDING - ROW/ STREET PLATES

During the Elizabethan period the layout of the town was established in narrow East to West streets running between the North Sea and River Yare known as 'Rows'. Whilst these Rows had local names they were subsequently numbered 1-154. Many of these streets still exist today and the borough would like to consider fitting new Row plates displaying their original numbers and any known names, and as such you should consider supplying and fixing the following;

- Supply and fit nominally 100 off Row/ Street Name number plates nominally 100x300mm. Plates shall be fitted 2,250+-150mm above FFL using tamper resistant A2 Grade stainless steel screw fixings. Plates could be either pressed aluminium or Vitreous Enamel (VE). VE could be sourced from either of the following specialist manufacturers; AJWells NEWPORT or Links Signs St LEONARDS.



Vitreous enamel, is a material made by fusing powdered glass to a substrate by firing. The powder melts, flows and then hardens to a smooth, durable vitreous coating. VE offers many benefits, including;

- Longevity - 40yrs,
- Colourfast,
- Vandal resistant - graffiti resilient,
- Low maintenance - easy clean,
- Environmental resistant - severe atmospheres,
- Fire retardant.

WAYFINDING - DIRECTIONAL FINGERPOSTS, I

Recondition and refurbish all existing borough owned Fingerposts originally installed under the InteGreat project in 2006 with the following possible enhancements;

- Supply and fit nominally 180 off new cast aluminium Fingerpost Arms; nominally 89mm internal Dia, 100mm wide single line, 785mm (900mm lng) suitable for nominal 50mm X height (nominally 14 characters per line) using a Sans Serif style font upper and lower text throughout (justification TBC), pictograms, finished in White on Dark Green ground,

INSTALLATION

Arms shall be stacked in the following order; Any North/ North East direction upper most, East/ South East direction second row down, South/ South West direction third row down and West/ West North directions at the bottom of the stack, directions will generally be limited to increments of 45° to maintain visibility.

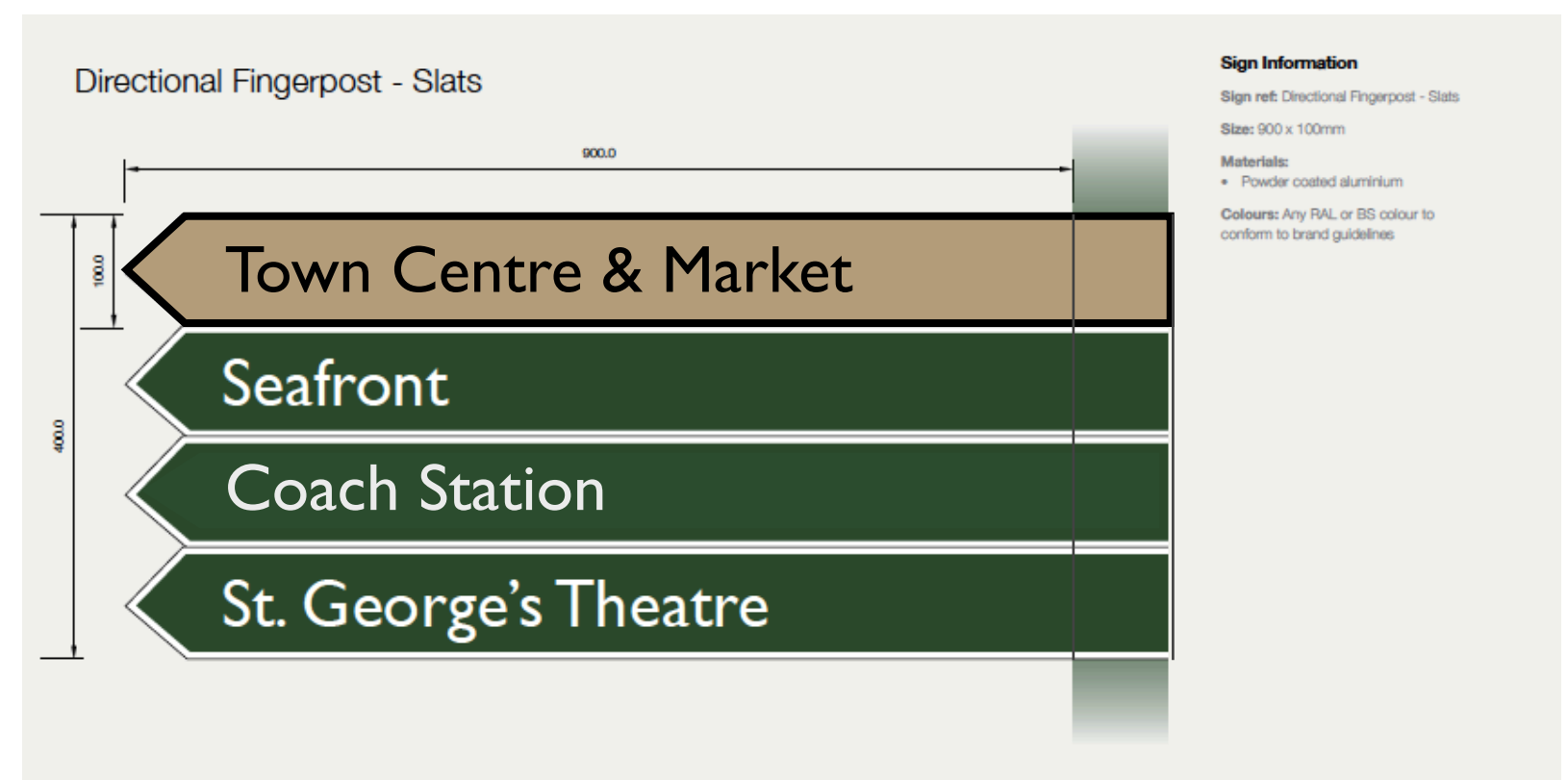
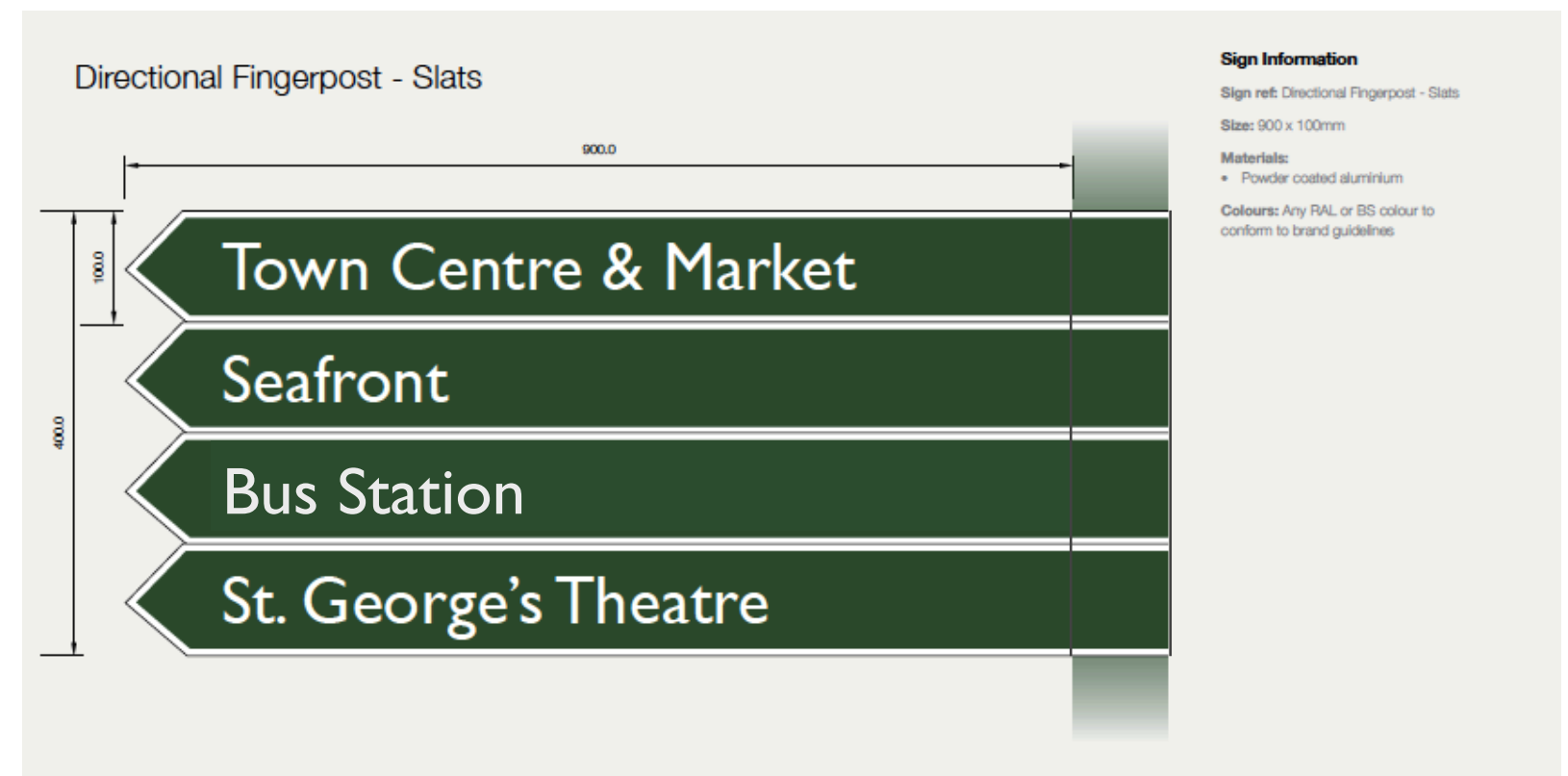
Refurbished/ enhanced nominally 42 off existing Fingerposts (nominally four off Finger slats per Posts), reconditioning options will be considered;

- Option 1; repaint on site, removing all Arms replacing in accordance with Signage Schedule, fixing new style North indicator Finial Post Cap and or Ground Collar Plate.
- Option 2; repaint on off-site, removing all Arms replacing in accordance with Signage Schedule, fixing new style North indicator Finial Post Cap and or Ground Collar Plate.

All installations to be thoroughly rubbed down using a abrasive Scotchpad, degreased, patch primed and cleaned in accordance with paint suppliers recommendations before repainting. No works to be undertaken if ambient temperature falls below 5°C. Works to be undertaken by specialists cleaning and painting contractor such as; ASG One Ltd SHOREDITCH.

NOTE

Whilst we have approached the two original suppliers of the Fingerposts for further details; Malcolm Lane & Sons, CROPWELL BISHOP, and DW Windsor, HODDESDON, neither of them are in a position to provide new and or reconditioned Arms, although Furnitubes GREENWICH can be able to supply new Arms on request.



WAYFINDING - DIRECTIONAL FINGERPOSTS, 2

Recondition and refurbish all existing borough owned Fingerposts originally installed under the InteGreat project in 2006 with the following possible optional enhancements;

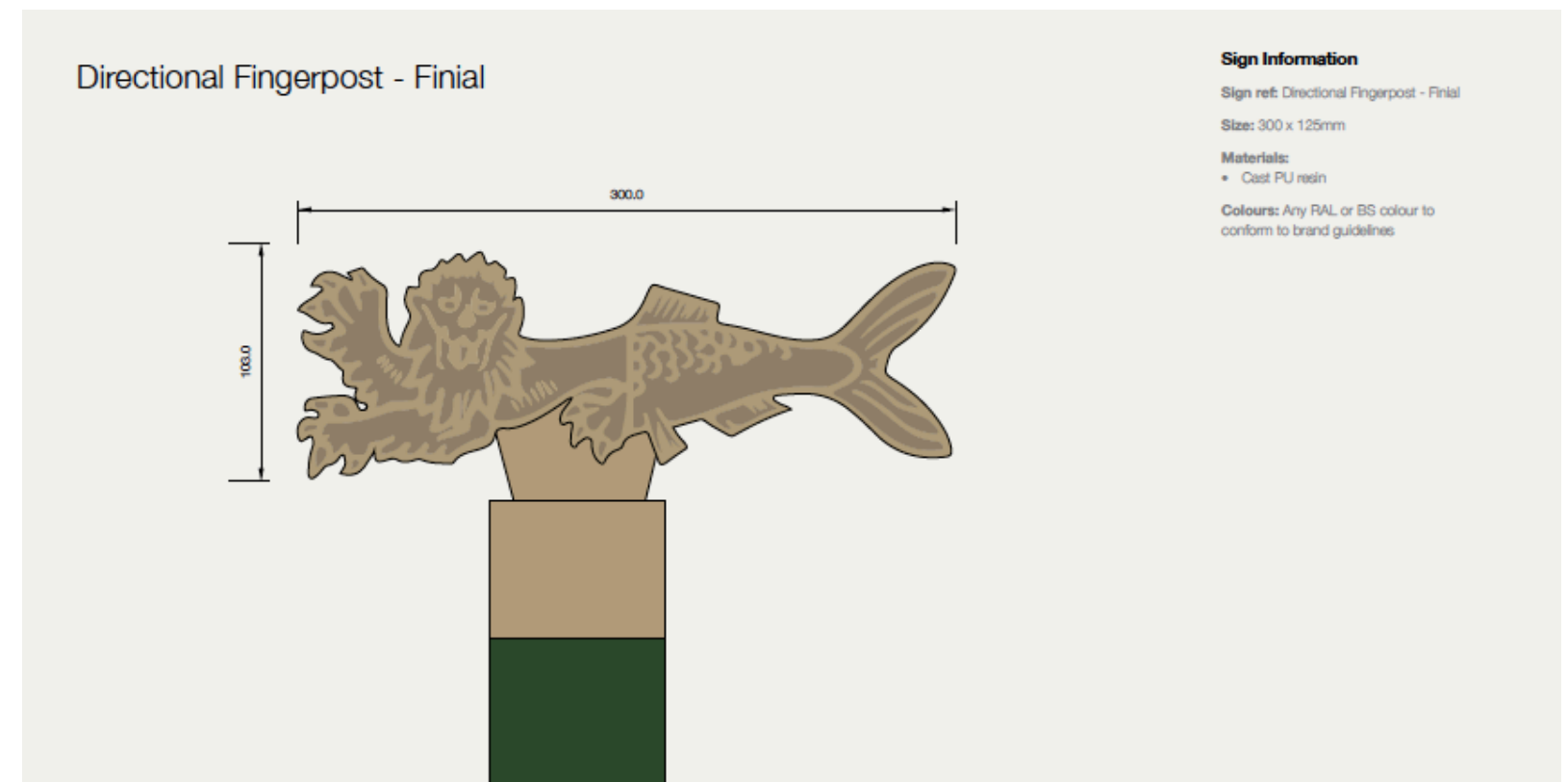
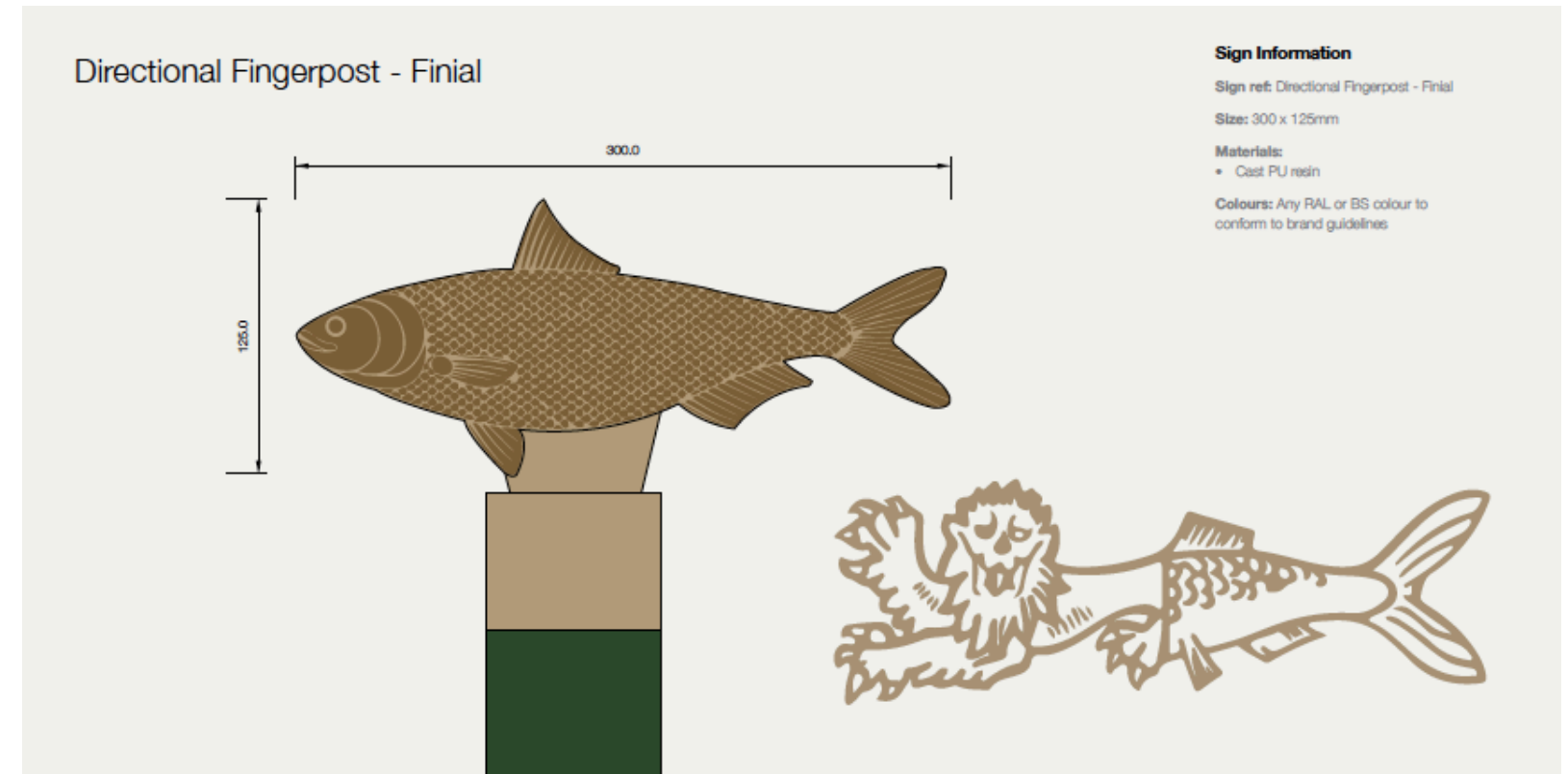
- Supply and fit nominally 44 off cast Polyurethane (PU) and Polyester painted Rapid Injection Moulded (RIM) nominally 300x125x110mm 3D modelled Finial Post Cap, or
- Supply and fit nominally 44 off cast aluminium and Polyester Powder Coated (PPC) nominally 300x125x110mm 3D modelled Finial Post Cap, or
- Supply and fit nominally 42 off laser cut 2D 10mm thk stainless steel shot peened finished nominally 300x125x110mm 3D modelled Finial Post Cap,

Indication of costs would be Tooling in the region of £4-4.5k assuming all moulds work with no undercuts and parts around the £85 each bracket as supplied by Midas Mouldings BEDFORD.

INSTALLATION

All 'King Herring' motif Finials to be positioned pointing North and as such will require anti-rotation/ tamper proof fixings.

Polyurethane RIM moulding provides a process for low volume requirements where quality finishes are essential and where complex and organic forms are desired. Risk and tooling investment is kept to a minimum.



WAYFINDING - DIRECTIONAL FINGERPOSTS, 3

Recondition and refurbish all existing borough owned Fingerposts originally installed under the InteGreat project in 2006 with the following possible optional enhancements;

- Supply and fit fabricated North Indicator and Street Name Ground Collar plates could be 6mm thk 450mm Dia acid etched shot peened finished stainless steel with inlaid enamel displaying location street names and North indicators motif, or
- Supply and fit fabricated and welded stainless steel PPC finished North Indicator Flag style Finial Post Cap 115x114mm Dia, or
- Supply and fit special Retention Socket Cover Plates with North Indicator Disk, nominally 6mm thk 60mm Dia machined with M8x25mm lng threaded stud and supplied with two off M8 Grade 4 stainless steel Lock nuts, acid etched shot peened finished stainless steel with inlaid enamel North indicators motif,

INSTALLATION

All North Indicator Flag Finial Post Caps and Retention Socket Cover Plate Disks to be positioned pointing North and as such will require anti-rotation/ tamper proof fixings.

Directional Fingerpost - Ground Collar Plate



Sign Information

Sign ref: Directional Fingerpost - Ground Collar Plate

Size: 350mm diameter

Materials:

- Acid etched shot peened finished stainless steel with inlaid enamel

Colours: Any RAL or BS colour to conform to brand guidelines



Images supplied by Thutorm

Directional Fingerpost - North Indicators

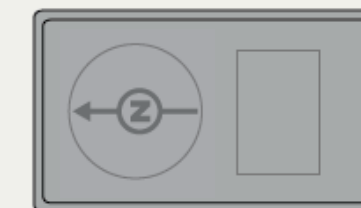
Ground Collar Plate



Finial



NAL Socket Cover



Sign Information

Sign ref: Directional Fingerpost - North Indicators

Size: Various

Materials:

- Acid etched shot peened finished stainless steel with inlaid enamel

Colours: Any RAL or BS colour to conform to brand guidelines



Images supplied by Thutorm

WAYFINDING - DIRECTIONAL FINGERPOSTS, 4

Recondition and refurbish all existing borough owned Fingerposts originally installed under the InteGreat project in 2006 with the following possible optional enhancements;

- Supply and fit 44 off Fingerposts with single or double sided Mapping display cases nominally 210x600-900mm (AAA4 size) visible area, around the centre of the Post (nominally 114mm Dia) with the bottom of the display nominally 900+-25mm from FFL orientated to be perpendicular to the main adjacent kerb line. All display cases shall be fitted with a sprung pre-printed 'Apology Board' and fitted with a 3+-1mm thk UV stable impact modified glazing. All outer frame shall be fitted with tamper resistant security fixings and fixed from underside.
- Supply and fit two off new Fingerposts (nominally four off Arms per Posts) requiring foundation and reinstatement,
- Remove and reset four off Fingerposts and reconditioned and redeploy (nominally four off Arms per Posts) requiring Retention Socket foundation and reinstatement (this can vary considerably depending on finish, nominally 1/2 Mtrs sq of either Carstone paving or aggregate macadam);

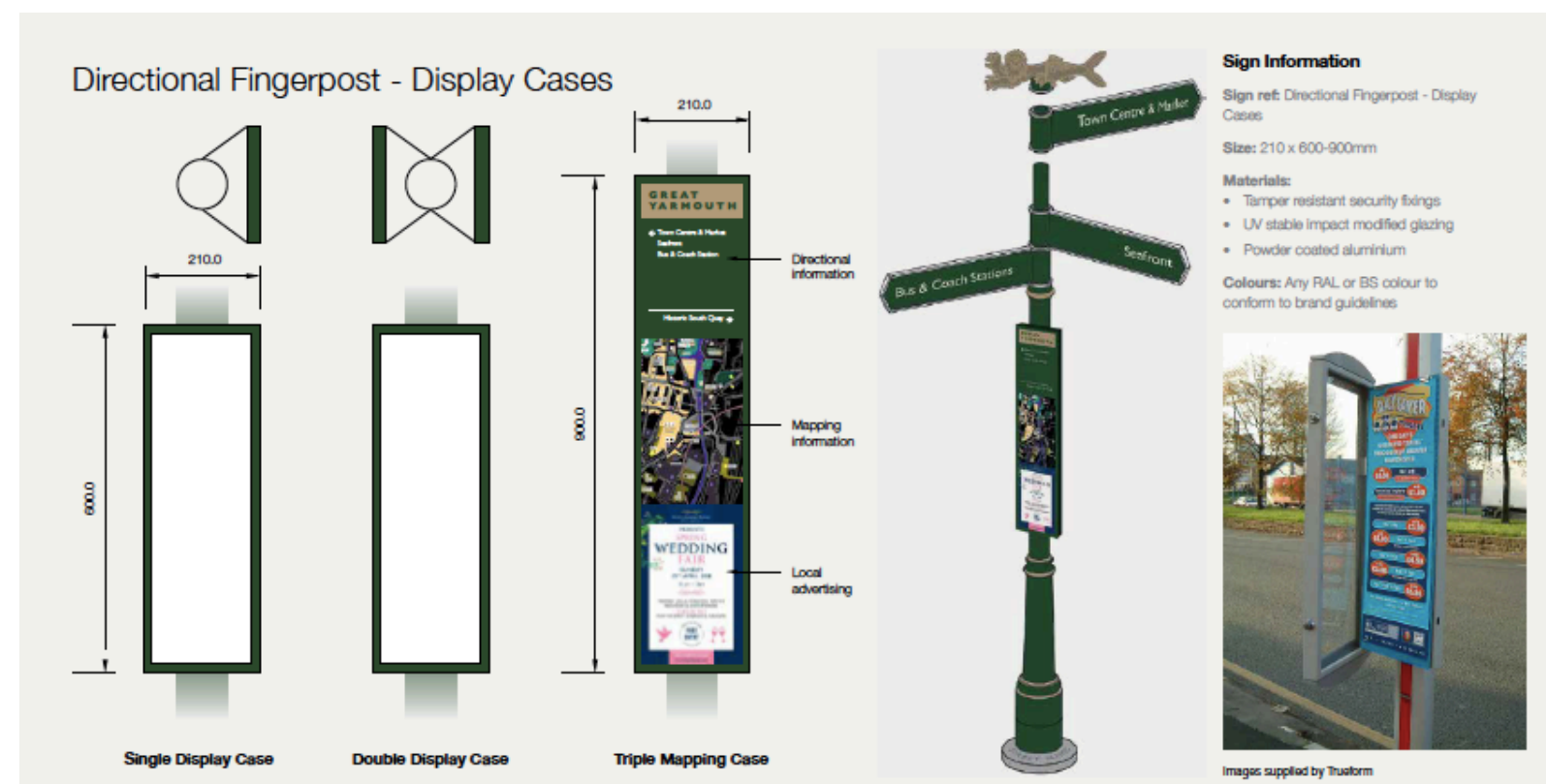
INSTALLATION

- Supply four off Retention Sockets suitable for cast ductile steel Fingerposts; nominally 2,300x114mm Dia with nominal 550x89mm Dia subsurface galvanised steel spigot/ Root,

These will be deployed at various primary junctions positioned nominally 1.5mtr of the kerb edge replacing numerous highway authority pedestrian signs (removal to be undertaken by others).

NOTE

Whilst we have approach the two original suppliers of the Fingerposts for further details; Malcolm Lane & Sons, CROPWELL BISHOP, and DW Windsor; HODDESDON, neither of them are in a position to provide new and or reconditioned Arms, although DW Windsor can provide new cast ductile iron and borough branded Posts. Possible alternative specialist manufacturers of cast ductile iron Posts from Cast Iron Company GUILDFORD, model reference; CFP101, whilst Furnitubes GREENWICH can be able to supply new Arms on request.



WAYFINDING - MEGALITHS

Supplying and install a minimum of 20 off Double Royal (DR) 705mm width 966x605mm visible area primary Megaliths at the following locations;

- GREAT YARMOUTH station forecourt,
- MARKET GATES Bus station at Regent Street,
- GREAT YARMOUTH Coach station forecourt,
- MARINE PARADE, outside the Tourist Information Centre,
- GREAT YARMOUTH Yacht station at NORTH QUARY (on the River Bure, Tar Works Road, 'Gateway to The Broads'),

These would be supported by the similar refurbished and enhanced Car Park 'Windsail' displays, Cycle Counter Totems and Cycle Parking Liths covering all major entry points.

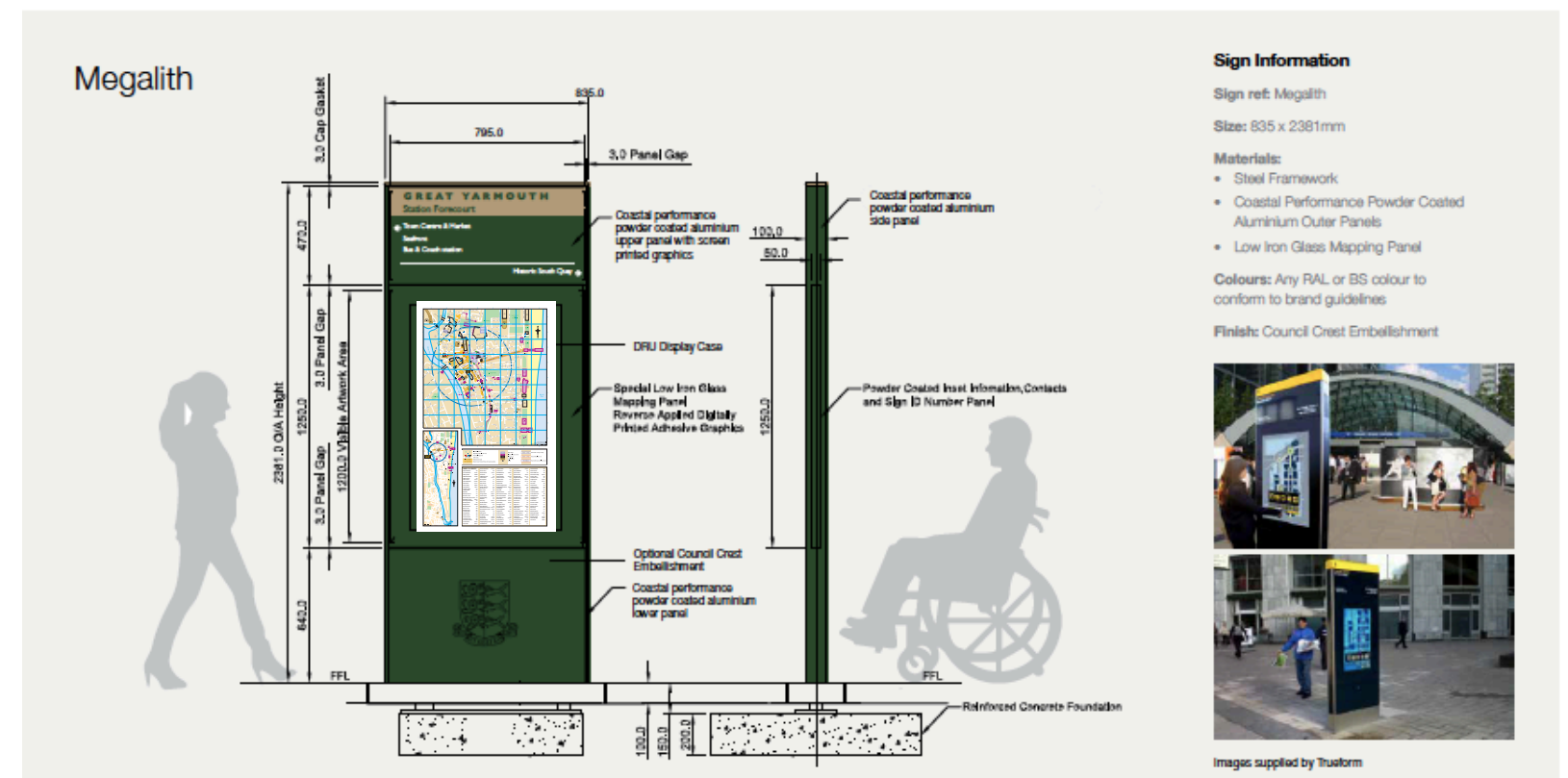
A further five (or six) existing A1 size free-standing units (FSU) display cases managed by Greater Yarmouth Tourism & Business Improvement Area (GYTABIA) could be replaced by Megaliths following further consultation.

These single legged units are finished in either Burgundy in the Market Row area and Steel Blue on the corner of King Street/Regent Road and South Quay. Whilst they are in poor repair they could be refurbished, though it may be more cost effective to replace them altogether with more modern and easier maintenance DR cases on two legs. This would help standardise on case size throughout the project area and is to be recommended.

These cases have varying content, some purely with local attraction adverts and some as a sort of shop street directory. The presentation of the shop directories at present is by means of individual magnetic strips and easily replaceable when shops change use or name. The shop names in themselves may not be that helpful to visitors as they may not be lucid in revealing what sort of goods may be available in the shops being listed. The update and replacement method at the moment is very cheap but not particularly enticing in quality of appearance terms.

It is possible to present enhanced information to a much higher standard and with the same ease of updating. The cost of this would be higher than present but still quite economical and would probably draw in more users to the shops.

The existing FSU's are all positioned perpendicularly against the dominant pedestrian thoroughfare for maximum visibility, however, the projecting overhang of the display case is greater than 150mm and below 2,400mm from the FFL which is not recommended in various design guidelines and standards supporting the Equality Act. As such these units positioned as they are prone to impact and could cause harm and obstruction for the blind, partially sighted, wheelchair users, children and buggy users



PUBLICITY

To support the boroughs programme for walking and cycling we wish to offer to supply and install (pending onsite surveys to be undertaken by others) for 14 off DR size Publicity Frames at all public amenities with an additional distinctive branded Header panel for identification at the boroughs;

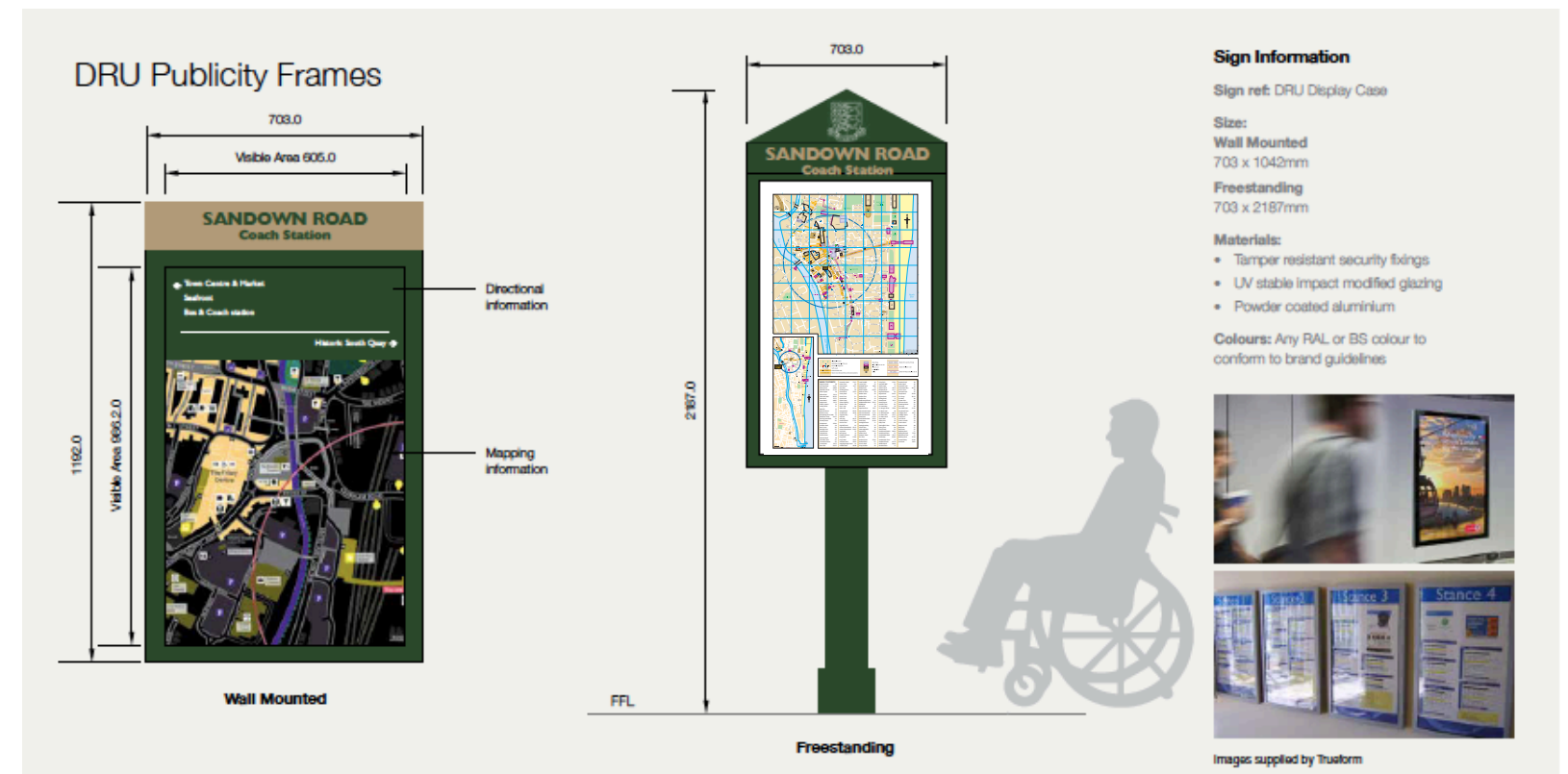
- Eight off High Schools, Colleges and Academy's,
- Two off Sports facilities,
- Three off Libraries, and
- NORTHGATE Hospital.

All Malcolm Lane & Sons, CROPWELL BISHOP manufactured double sided branded, single Post, A1 size display frames could be recovered and options provided for their reconditioning and enhancement. They could be shot-blast and repaint replacing the glazed Door frames and any interior infill panels fitting new tamper resistant security budget locks on the side (with hidden side access Locks reducing visible clutter from the front aspect) and fitting new Roof Panel improving Ingress Protection (IP) and security reducing unauthorised access/ tampering. It is expected that the reconditioned displays will be refitted at the following borough Parks and Recreation grounds;

- ST NICHOLAS Recreation Ground,
- BECONSFIELD Recreation Ground,
- GORLESTON Recreation Ground,
- MEADOW PARK,
- SOUTHTOWN COMMON Recreation Ground.

INSTALLATION

Always to be positioned inline with pedestrian flow not against to reduce impact.



CYCLE PARKING

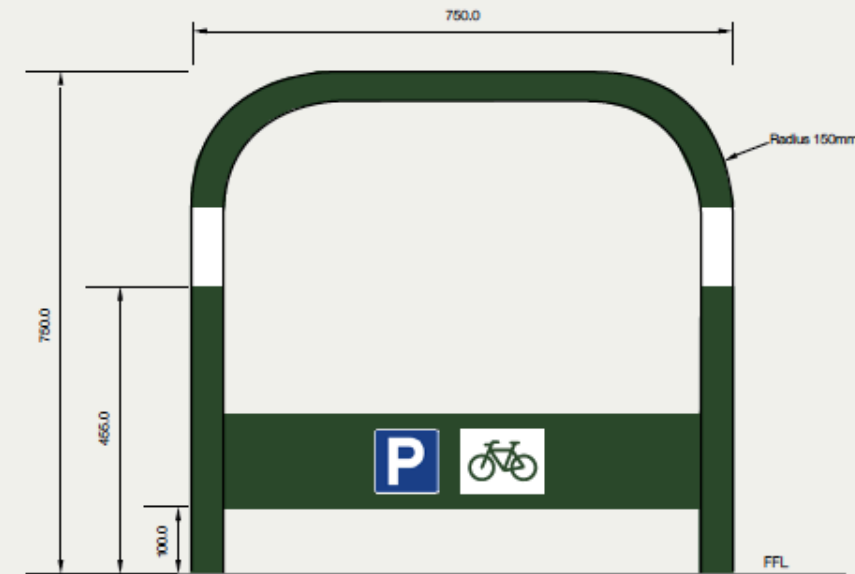
Consider enhancing the boroughs secondary Cycle Parking sites with the following amenity furniture pieces;

- Supply and install five off Cycle Sheffield style Hoops, at supplementary cycle parks;
- NORTH WEST TOWER,
- SOUTH BEACH PARADE opposite Atlantis Tower,
- SOUTH BEACH PARADE opposite Portland Place,
- REGENT STREET, and
- TOLL HOUSE,

Design and modify products to enhance this range of pieces to ensure we provide a visually consistent furniture product range, whilst all other Cycle Parking is to be assessed for Equality Act compliance as many existing hoops have no Tapping Rail (Tapping Rails are recommended on the first and last Hoops nominal 100mm from FFL), with an option to enhancing one Sheffield style Hoop in each group with additional integral Post with TSRGD Cycle pictogram and 'P' logotype diagrams; 968/968.1 for Cycle parking for improved recognition. This could also provide an opportunity to transfer and display any existing neighbouring CCTV notices (as required under the Data Protection Act). The underside of the sign shall be 2,215+/-150mm from FFL.

The Cycle Pump and maintenance Lith could be positioned to 'Bookend' the cycle Hoops thereby defining the cycle parking amenity, improving sense of space and overall visibility. The Pump/ Maintenance Lith to incorporate a AAA4 size Display case, with specialist CycleHoop HAMMERSMITH supplied Cycle Pump and Cycle Maintenance Stand on opposing aspects. This AAA4 Display within the Lith would be used to display the standard map of the town centre but showing both walking and cycling distances. Finally consider providing 650+/-25mm high Perch style seating product to enhance the amenity provision for casual seating and changing.

Cycle Parking Bollards



Sign Information

Sign ref: Cycle parking bollards

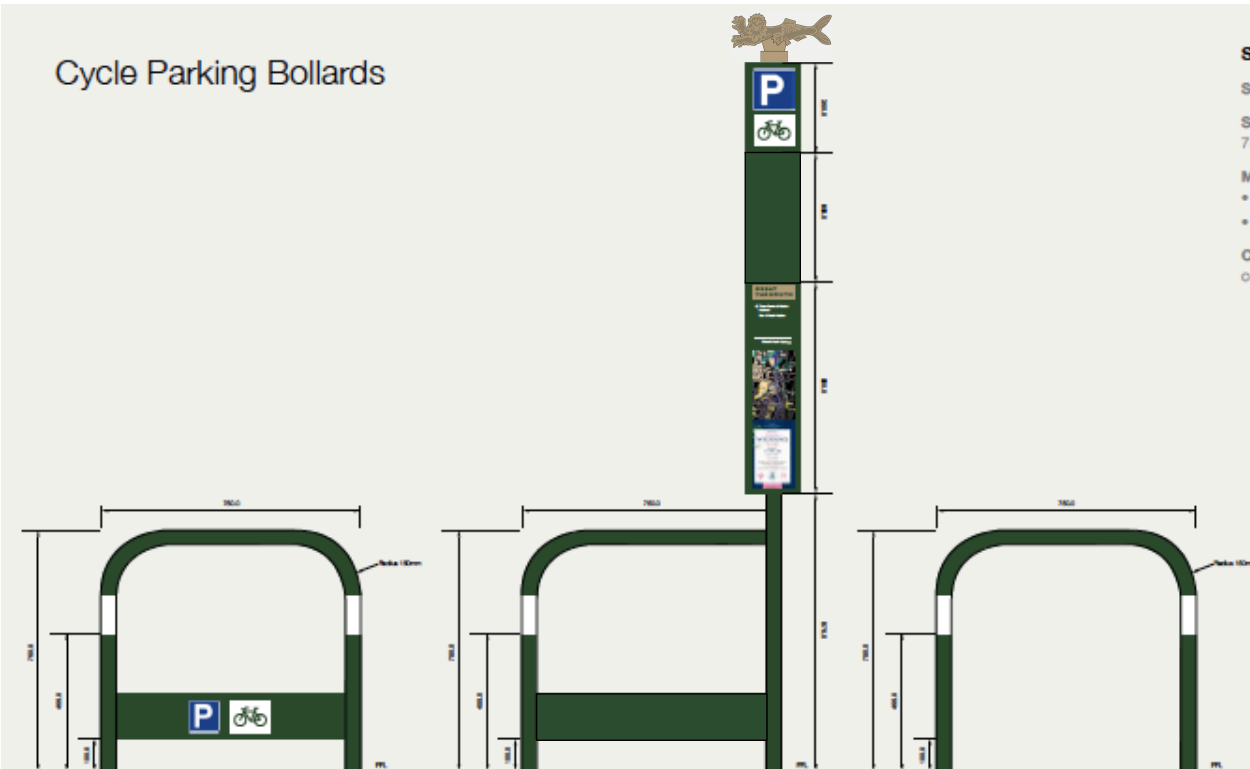
Size: 750 x 740mm

Materials:

- Polyurethane elastomer coating over galvanised steel core painted with vinyl logos

Colours: Any RAL or BS colour to conform to brand guidelines

Cycle Parking Bollards



Sign Information

Sign ref: Cycle parking bollards

Size:
750 x 750mm

Materials:

- Steel framework
- Powder coated aluminium

Colours: Any RAL or BS colour to conform to brand guidelines

CYCLE PARKING

Consider enhancing the boroughs primary Cycle Parking sites with the following amenity furniture pieces;

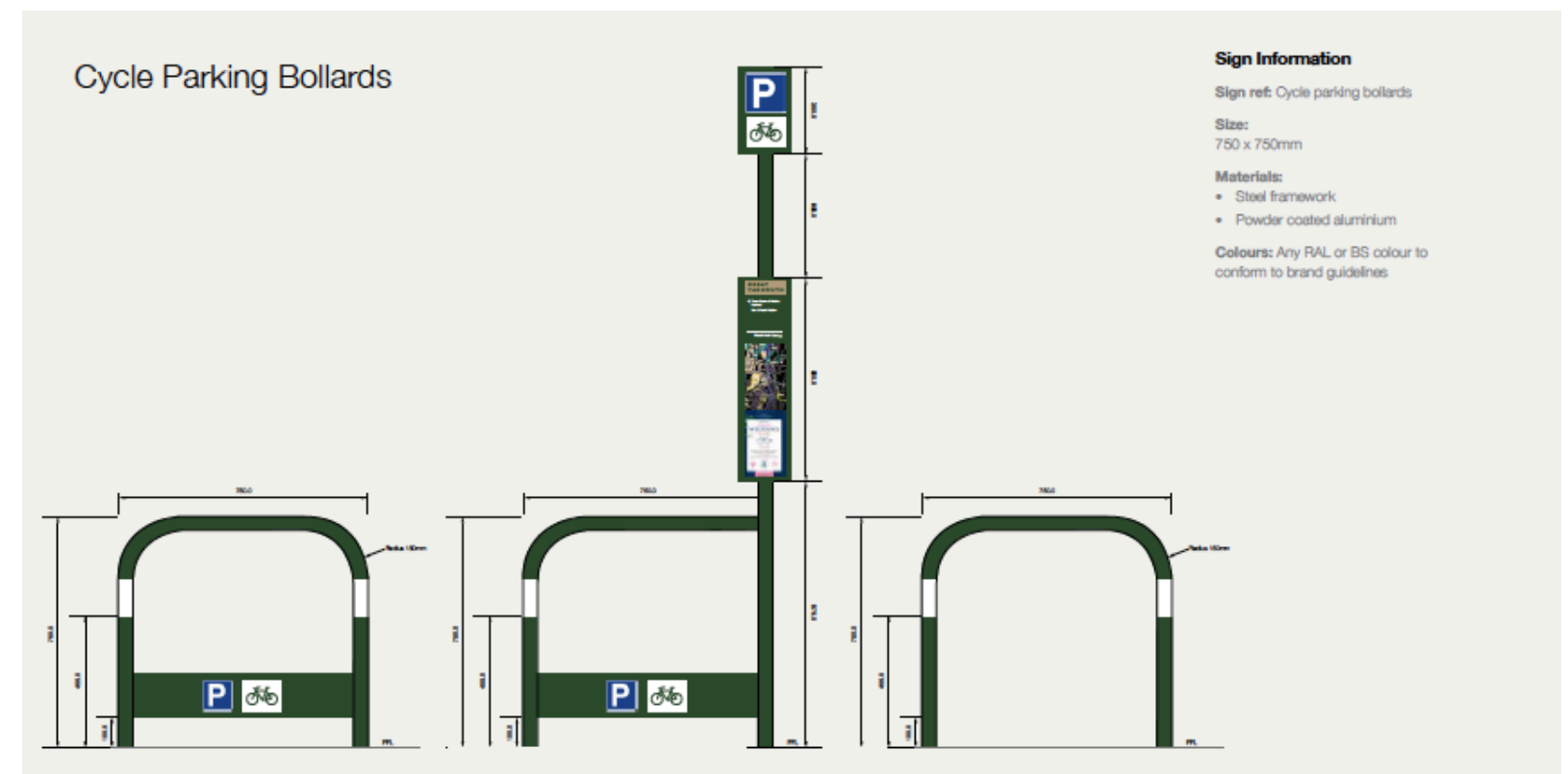
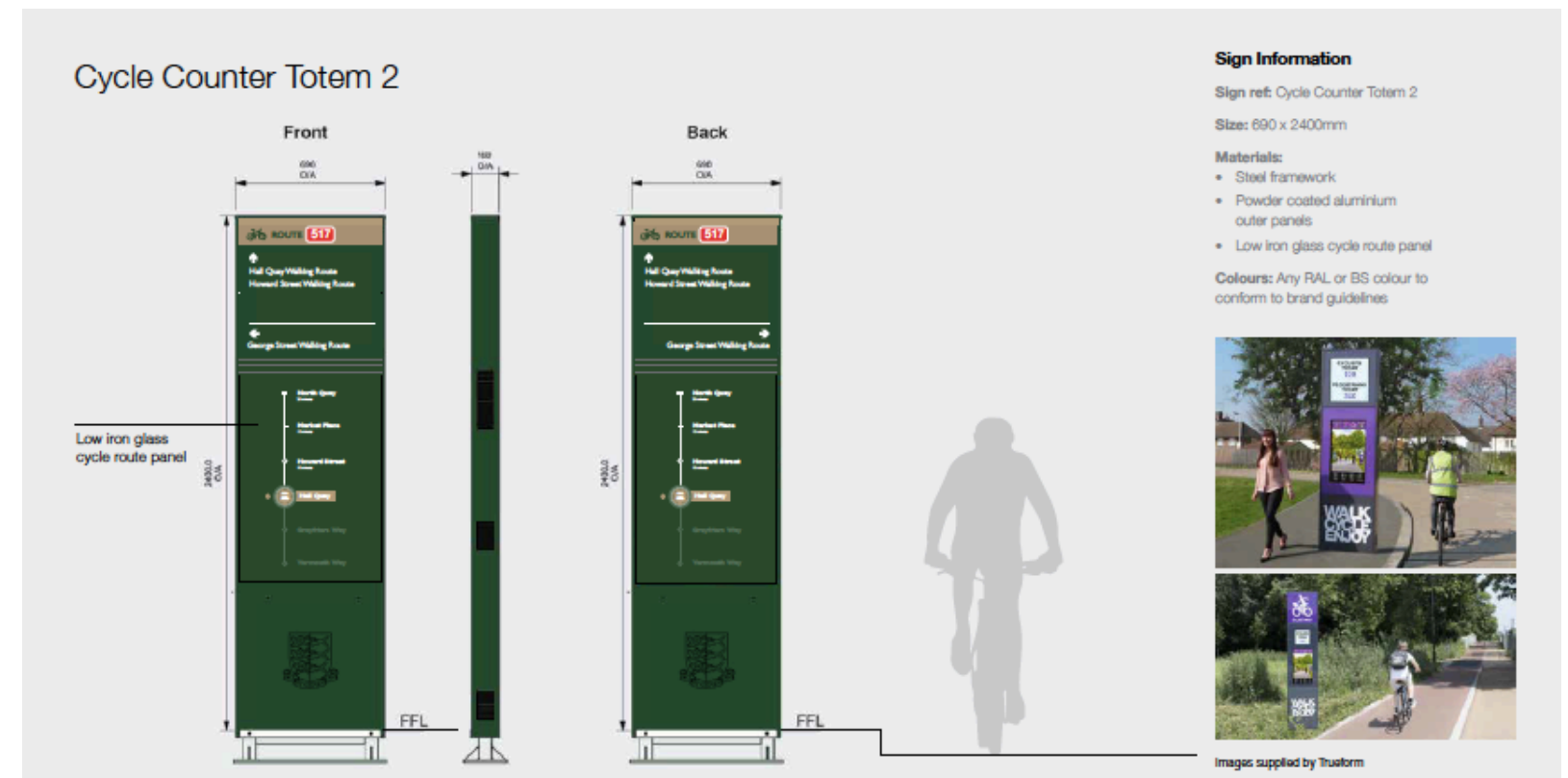
- Supply and install five off Cycle Liths, at significant cycle parks;
- SOUTH QUAY outside Town Hall,
- GREAT YARMOUTH station forecourt,
- St GEORGES PARK on Crown Road,
- MARKET PLACE, and
- NORTH DRIVE outside Britannia Pier,

Design and modify products to enhance this range of pieces to ensure we provide a visually consistent furniture product range, whilst all other Cycle Parking is to be assessed for Equality Act compliance as many existing hoops have no Tapping Rail (Tapping Rails are recommended on the first and last Hoops nominal 100mm from FFL), with an option to enhancing one Sheffield style Hoop in each group with additional integral Post with TSRGD Cycle pictogram and 'P' logotype diagrams; 968/968.1 for Cycle parking for improved recognition. This could also provide an opportunity to transfer and display any existing neighbouring CCTV notices (as required under the Data Protection Act). The underside of the sign shall be 2,215+/-150mm from FFL.

The Cycle Pump Bollard and maintenance Lith shall be positioned to 'Bookend' the cycle Hoops thereby defining the cycle parking amenity, improving sense of space and overall visibility. The Pump/ Maintenance Lith to incorporate a AAA4 size Display case, with specialist CycleHoop HAMMERSMITH supplied Cycle Pump and Cycle Maintenance Stand on opposing aspects.

This AAA4 Display within the Post and Lith would be used to display the standard map of the town centre but showing both walking and cycling distances.

Finally consider providing 650+-25mm high Perch style seating product to enhance the amenity provision for casual seating and changing.



LOCAL CYCLE NETWORK

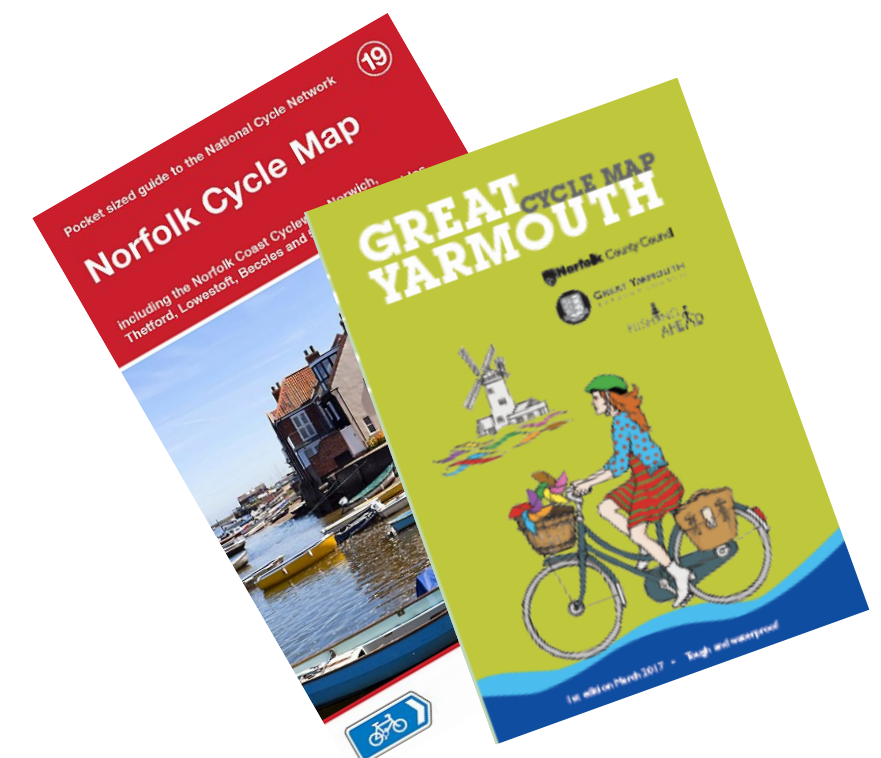
We have identified the following potential items to enhance Great Yarmouth Borough Local Cycle Network (LCN);

- Supply and install three off Cycle Counter Totems, at (240V 6Amp mains electrical supply and commissioning to be undertaken by others) at the following locations;
- NORTH QUARY,
- HALL QUARY, and
- NORTH DRIVE,

Height 2400mm x Width 650mm installation with the following features;

- Route branding/ identification,
- Wayfinding and directional information (for pedestrians and cyclists alike),
- LED matrix Variable Message System (VMS) display, when equipped with road mounted (piezo-electric systems) sensors can provide bi-directional pedestrian and cycle counting. This can then be used to displayed Real Time Information on number of cyclist per hour/ day or period, in addition to displaying time of day and temperature, whilst if connected to local Traffic Control Centre be utilised to inform users of traffic conditions (SLOW Icy conditions) and any advanced warning of events, disruption and recommended diversions,
- Single or Double sided Double Royal (DR) size Publicity display with optional rear edge backlit enhancement, and or 42" High Definition (HD), TFT, Real Time display, providing; engaging publicity information to promote other forms of travelling in neighbourhoods to encourage a healthier lifestyle, and or Real Time Mapping solutions.

These dynamic maps can be tailored to time of day appealing to different cyclist throughout the day of year; commuters, family and leisure all requiring different routing and information on distance, amenities and destinations, whilst providing the local authorities with key supporting data in achieving targets and promoting active travel for a 'Smarter' economy.



LOCAL CYCLE NETWORK

We have identified the following potential items to enhance Great Yarmouth Borough Local Cycle Network (LCN);

- Supply nominally 25 off Signpost Solutions TIPTON; SPS 3Sixty Bollards in either Black or Dark Grey (TBC) suitable for NAL Retention Socket installation,
- Supply nominally 25 off Signpost Solutions TIPTON; SPS 2Twenty Bollards in either Black or Dark Grey (TBC) suitable for NAL Retention Socket installation,

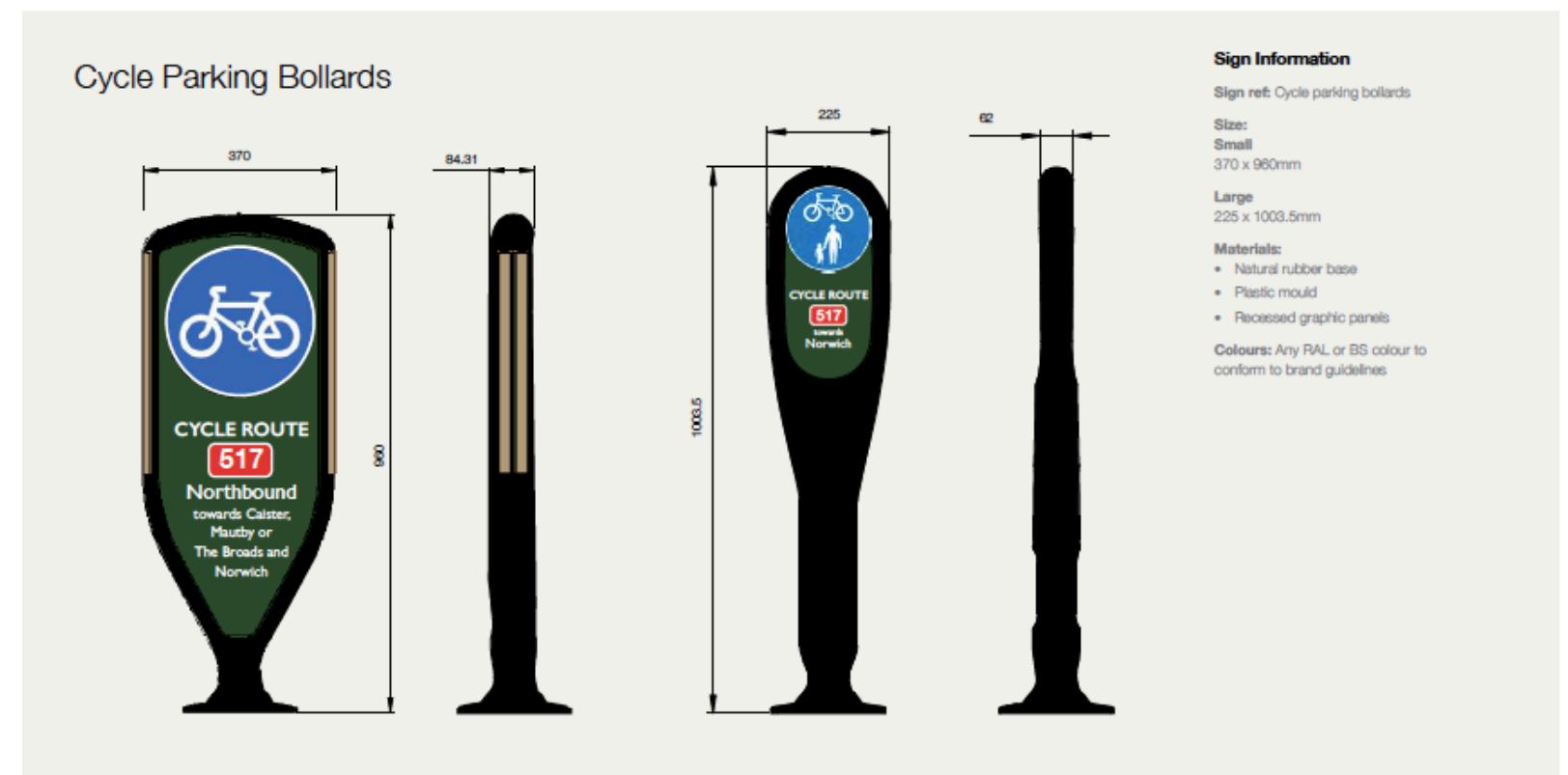
These will be deployed at various primary junctions positioned within 1mtr of the kerb edge replacing numerous highway authority National Cycle Network (NCN) signs (removal to be undertaken by others).

NOTE

Artwork to be in accordance with DfT TSRGD Diagrams 2601-2602. The size of this lettering should be 80% of the normal size; 25mm x-height if 30mm is used on the rest of the sign.

INSTALLATION

- Supply nominally 25 off Retention Sockets suitable for; SPS 3Sixty Bollard installation,
- Supply nominally 25 off Retention Sockets suitable for; SPS 2Twenty Bollard installation,



Signpost Solutions range of self-righting rebound bollards are passively safe non illuminated bollard designed to BS 8442 and crash tested to BS 12767.

Ensuring reduce harm under impact enables cyclist can make full use of the available road surface. Self coloured, low maintenance and fully recyclable at end of use used in association with Retention Socket mounting ensures reduce destruction and reinstatement requirements and disruption and temporary removal if required.



CAR PARKS

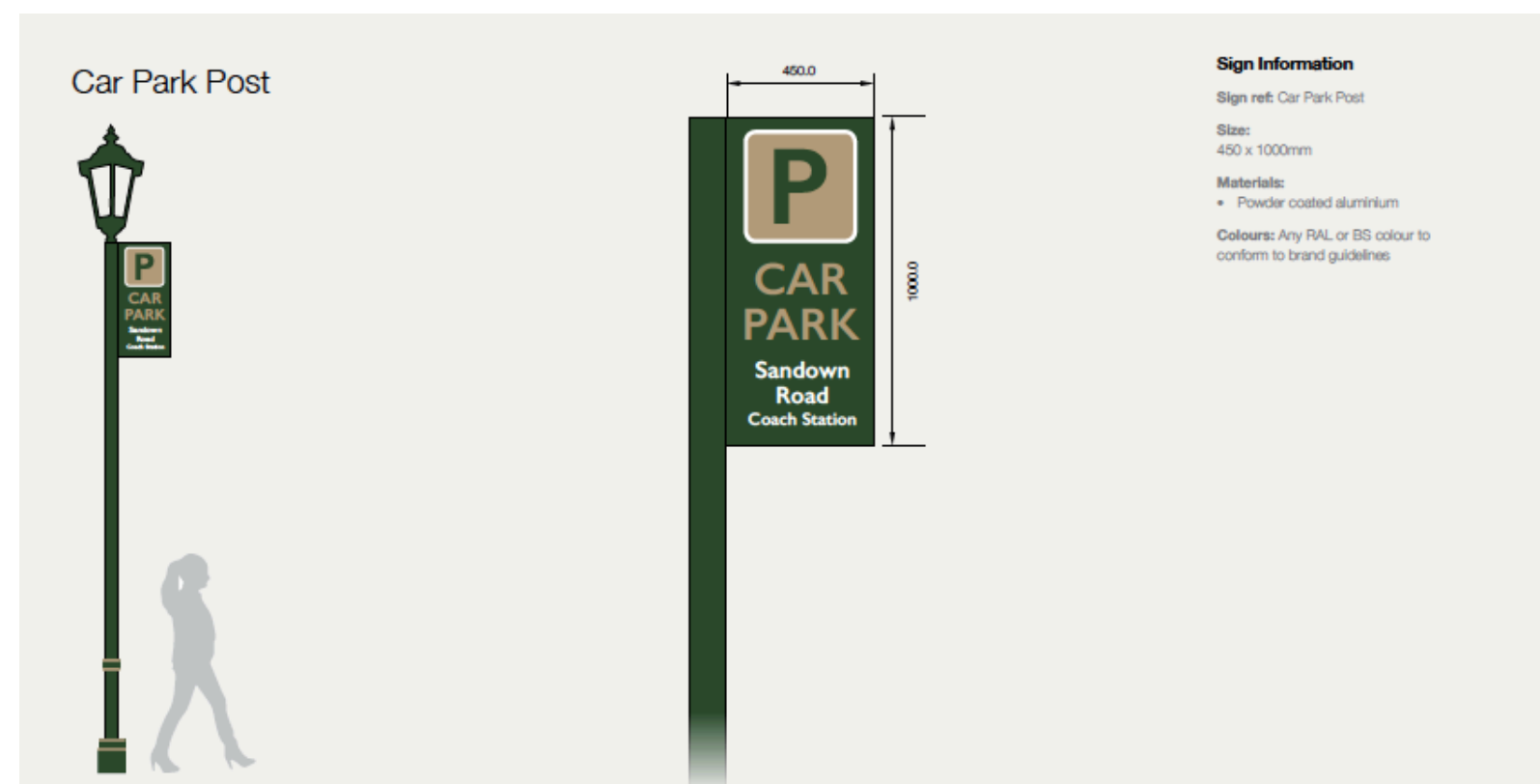
We have identified the opportunity to rationalise and enhance the provision of wayfinding from the boroughs 19 Car Parks,

- Supply and fit 19 off 450mm wide double sided Flags displaying DfT Parking 'P', 'Pay point', description CAR PARK plus car park name with Post (banding) fixings;

SANDOWN ROAD Coach Station, NORTH DRIVE,	BREWERY PLAIN,
FULLERS HILL,	EUSTON ROAD,
MARKET PLACE,	STONECUTTERS,
GEORGE STREET,	ANCHOR GARDENS,
HOWARD STREET Palmers,	GREYFRIARS,
KING STREET,	JETTY NORTH,
MIDDLEGATE,	BLACKFRIARS,
JETTY SOUTH,	MARINERS ROAD,
SOUTH QUAY,	
ST NICHOLAS,	

Consider upgrading privately owned Network Rail station and Market Gates Multi-storey independent car parks.

- Remove all existing Car park Pay point directional Arms as they only visually confuse, physically clutter and duplicate information,
- Supply and redress all 19 existing borough Car park 'Windsail' Free-standing Units (FSU) applying self adhesive backing with Header and DR size Publicity display frame for local Mapping Panel.
- Recondition all 19 existing FSU's removing duplicate and redundant Header Panels to match proposed furniture range.

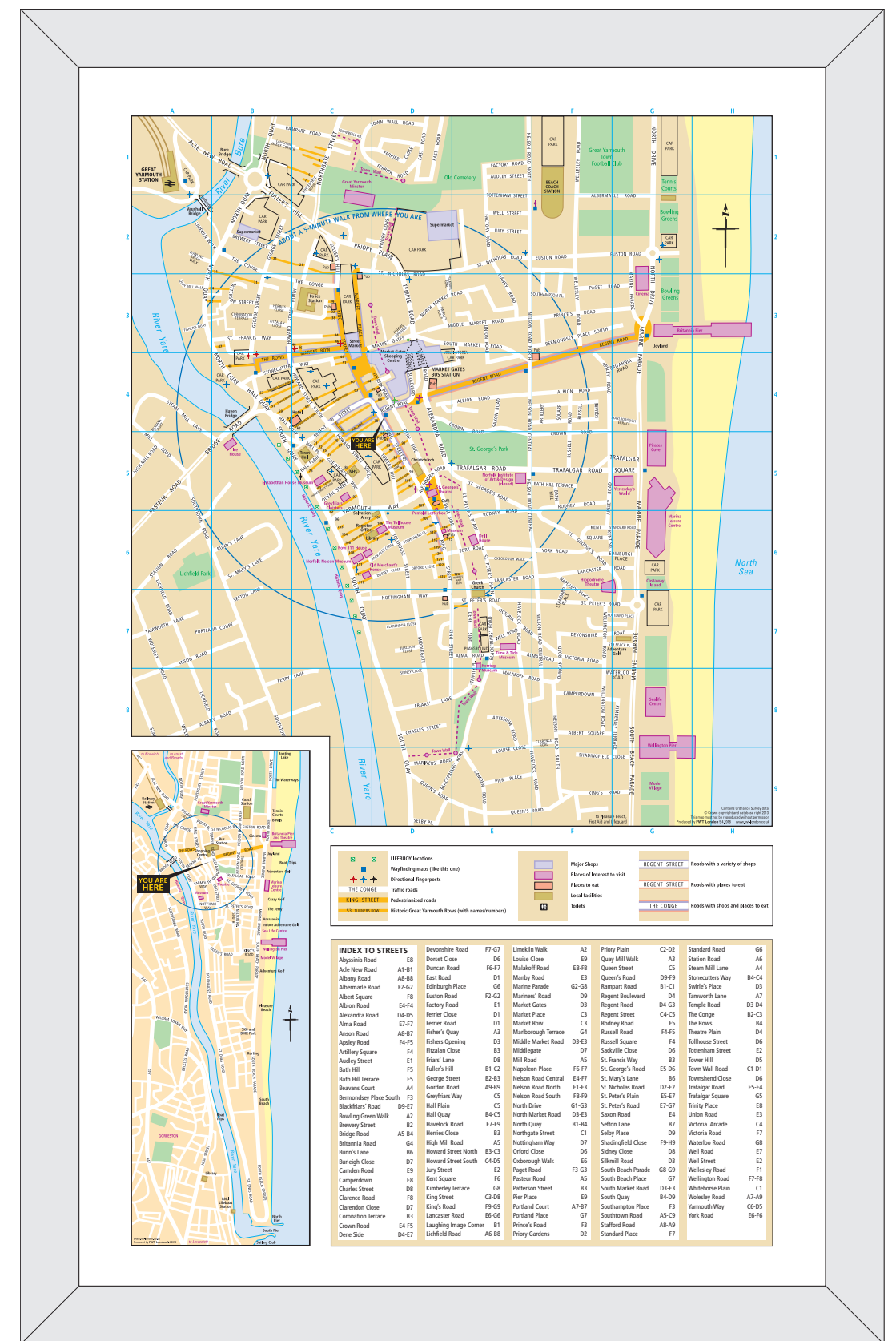


MAPPING

The existing pedestrian street map originally designed for the bus station has been used for this much wider-ranging project. Major places of interest have been colour enhanced and local facilities shown separately. Additionally, streets where a range of shops and dining facilities are available have been highlighted.

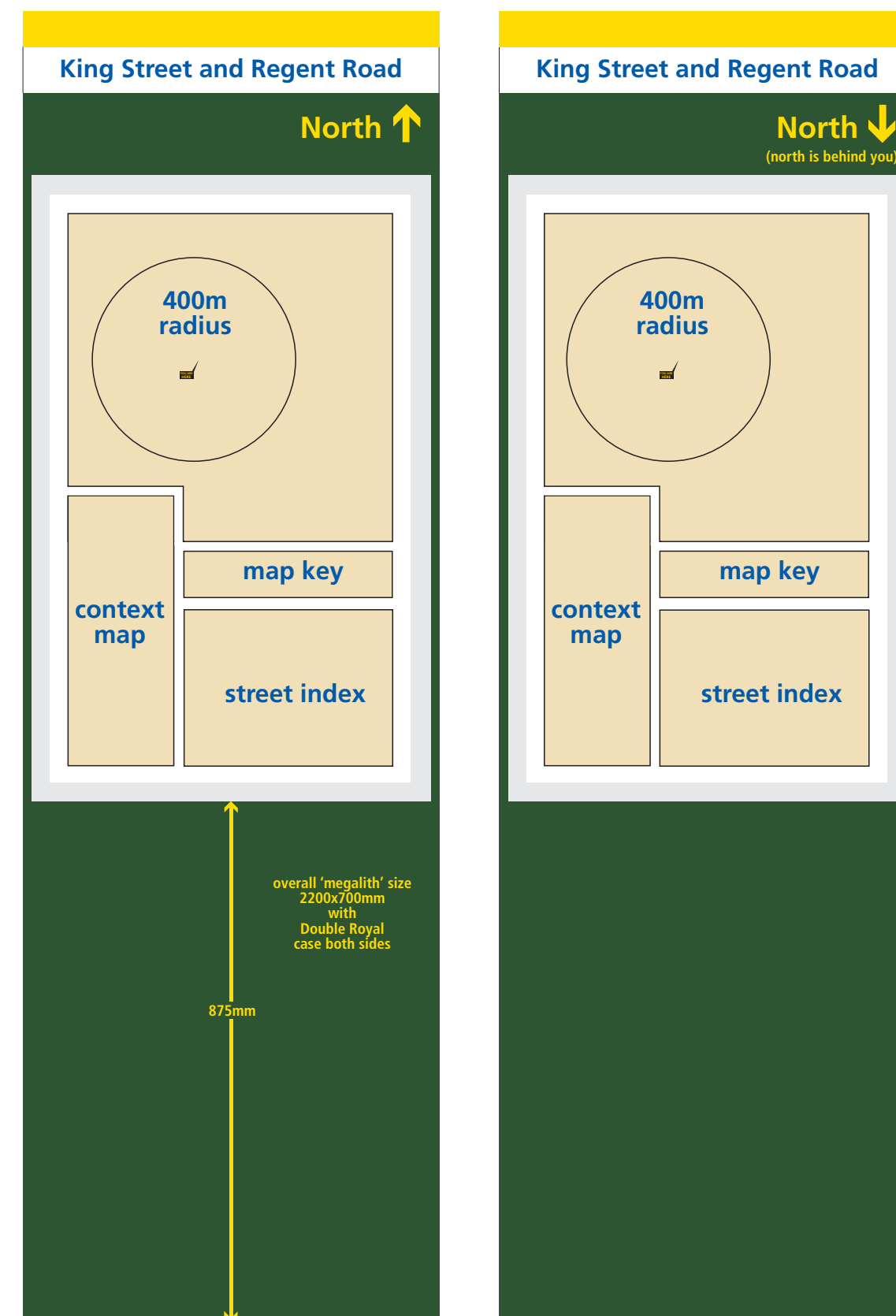


As part of the implementation phases, consultation will be required with local knowledge specialists to make these contents as comprehensive and useful as possible, but without over-burdening the map with too much low-level information that can detract from its primary functions.



MAPPING

We are proposing that each location being equipped with a megalith has the same standard map on both sides, each contained in a standard Double Royal size poster case. This will make updating and replacing the content straightforward and cost-effective. We recommend all maps to be orientated the same, with north always at the top. Great Yarmouth has a very strong north-south axis, framed by the river and the coast. To aid user context at each location, a north point will be required on top of both megaliths and fingerposts and this will provide quick orientation for readers.



CONSULTATION

As part of the next phase of work we will need to engage with local interested parties as part of the exhibition we recommended in the initial proposal. The state of the street map at the moment is conceptual and demonstrates various facilities and locations. Our recommended sites for street signage are based on our own local knowledge, which is not as detailed as those in high office. The actual locations of all new, or removed, street signage, will need thorough discussion and agreement before any form of tendering for manufacture and install can be considered. A full-size copy of the map will be presented at the exhibition.



SUPPLIERS

Whilst we have listed some proprietary product suppliers we would suggest that the following manufacturers are capable of delivering the outstanding design detailing and engineering, supply and installation, although all suggested that they would subcontract any on-site Fingerpost refurbishment and as such we would suggest they approach a specialist infrastructure cleaning and painting contractor such as AGS One of SHOREDITCH;

Links Signs Ltd
Drury Lane
St LEONARDS on SEA
East Sussex
TN39 9BA
www.linkssigns.co.uk

Merson ASG Signs Ltd
1 Bentalls
BASILDON
Essex
SS14 3BS
www.merson-signs.com

Trueform Engineering Ltd
11-12 Pasadena Close
Pump Lane
HAYES
Middlesex
UB3 3NQ
www.trueform.co.uk



REFERENCES

The following technical documentation is intended for guidance only and is not exhaustive. The System Designer will be required to confirm designs comply these standards and any others that might apply to these products;

- DfT Traffic Signs Manual, Chapter 1,
- Equality Act,
- DfT Inclusive Mobility A Guide to Best Practice on Access to Pedestrian and Transport Infrastructure,
- BS 559 Specification for Design, Construction & Installation of Signs,
- BS 873 Part 7 Road Traffic Signs & Internally Illuminated Bollards. Specification for Post & Fittings,
- BS 8300 Design of buildings and their approaches to meet the needs of disabled people. Code of practice,
- BS 12600 Specification for Impact Requirements for Flat Safety Glass & Plastics,
- BS 6399 Parts 1 & 3 Loading for Buildings. Code of Practice for Dead Loads,
- BS 7671: Requirements for Electrical Installations (formerly the IEE Wiring Regulations),
- BS 12150 Safety Glass in Buildings,
- BS 12543 Safety Glass,
- BS 12767 Passive Safety of Support Structures for Road Equipment,
- UKPN Street Furniture Electrical Standard.

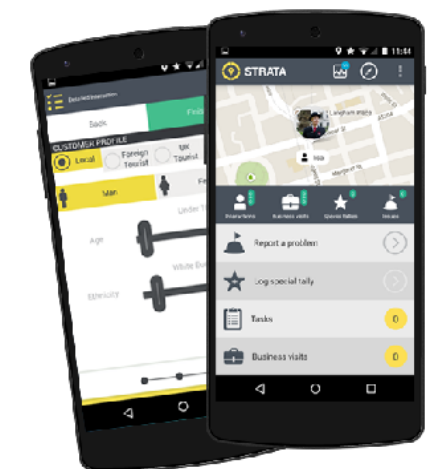
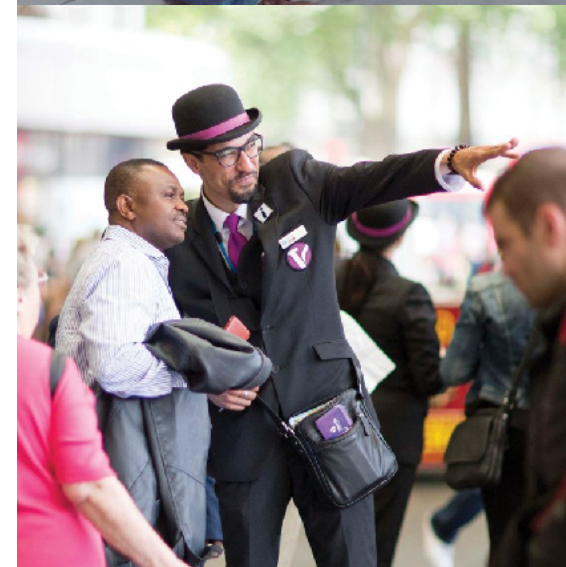


SOURCES

The following sources were referred to for best practice and technical product specifications;

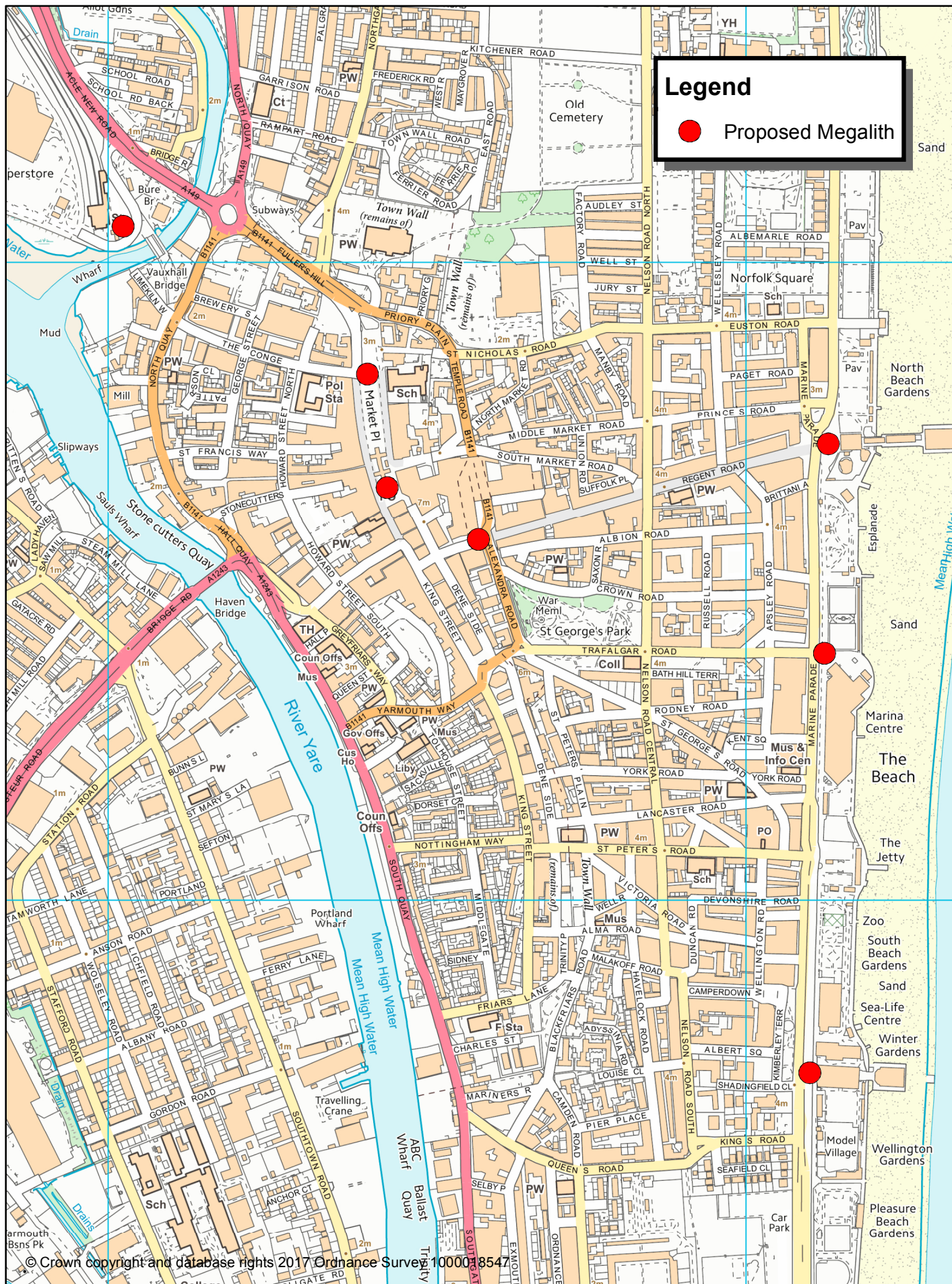
DfT Manual for Streets,
TfL Cycle Design Guide,
TfL Streetscape Design Guide,
Great Yarmouth Tourism,
Time & Tide Museum of Great Yarmouth Life,
English Heritage,
Norfolk Record Office,
Local Histories,
Wikipedia,
Sustrans,
Cyclehoop Ltd,
DW Windsor Ltd,
Furnitubes Ltd,
The Cast Iron Company Ltd,
Sign Post Solutions Ltd,
Marshalls plc,
Midas Moulding Ltd,
NAL Ltd,
Q-Free Ltd,
Total Industrial Engraving Ltd,
Zeta Lighting Ltd,

www.norfolk.gov.uk
www.tfl.gov.uk
www.tfl.gov.uk
www.great-yarmouth.co.uk
www.museums.norfolk.gov.uk
www.english-heritage.org.uk
www.archives.norfolk.gov.uk
www.localhistories.org
www.wikipedia.org
www.sustrans.org.uk
www.cyclehoop.com
www.dwwindsor.com
www.furnitubes.co.uk
www.castiron.co.uk
www.signfix.co.uk
www.marshalls.co.uk
www.midaspattern.co.uk
www.nal.ltd.uk
www.q-free.com
www.tie.uk.com
www.zetaled.co.uk



TfL Legible London wayfinding and directional network, here supporting and providing focused attraction for Westminster Visitors Ambassadors in COVENT GARDEN

Megalith Locations



GREAT YARMOUTH
BOROUGH COUNCIL

Strategic Planning

Town Hall, Hall Plain
Great Yarmouth, Norfolk, NR30 2QF
Customer Contact Centre Tel. (01493) 856100
E-mail: localplan@great-yarmouth.gov.uk
Web: www.great-yarmouth.gov.uk



Date: 10/07/2018
User Name: sgs
Drawing No.:
Scale @ A4:1:8,000