

# Cycle Wayfinding Audit Newbury to Thatcham



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# Journey Planning / Wayfinding Tools



- Cycle computers / satnavs
- Smartphones
- Paper maps
- Roadside maps / monoliths
- Fingerpost direction signs
- Repeater signs / stickers
- Cycle route signs
- **All need to be coherent, consistent, integrated and maintained**



# Wayfinding Principles



1. Give each location a unique identity
2. Use landmarks to create memorable locations / orient users
3. Use maps to provide overviews / enable destination choices
4. Create a structured path (i.e. direction, progress and distance to the destination)
5. Provide signs at decision points
6. Keep navigation choices to a minimum
7. Use sight lines (e.g. regular repeater signs)

# Section 1: Town Centre to A4



Map data ©2017 Google

- Several route options
- No mapping for cyclists
- Poor direction signage
- Poor cycle route signage
- Unclear if you can / can't cycle through park
- Dismount required in places

# Bridge Street



- Dated finger post design
- Each finger has its own tier – very high
- Gold on black - poor legibility
- Limited local destinations
- No distance / travel time info
- Limited cycle info
- Hanging baskets obscure signs

# Bridge Street



- Sustrans NCN4 wayfinding stickers
- Aimed at touring / leisure cyclists
- Unsightly / poorly maintained
- Obscured by other signs
- Not integrated with main signage



# Bridge Street



- Monolith has useful town centre map
- Information for all transport modes... except cycles

# Kennet & Avon Towpath



- Same dated finger post design
- Sign pointing in wrong direction
- No distance / travel time information
- Limited cycling information
- Unclear if you can cycle through park (shown on WBC cycle map)
- Unclear if you can cycle between bridge and canal (not shown on WBC cycle map)



# Kennet & Avon Towpath



- Decision point after A339 subway
- Multiple wayfinding systems
- Sustrans 'totem' virtually useless
- NCN4 signed to right
- No signing to left (e.g. Faraday Rd or A4)
- Not clear that it is a cycle route

# Newbury FC Car Park



- Shared path sign
- No directional signs in either direction
- Conflicts with other signs

# Faraday Road



- Direction signs for routes to north and west, but not to south or east
- Cyclists dismount sign on approach to toucan crossing
- No dedicated provision for cyclists
- Busy at northern end around Lidl access

# Northbrook Street



- Same dated finger post design
- Sign pointing in wrong direction
- No distance / travel time information
- No cycling information



# Victoria Park



- No cycle route signs
- No direction sign
- Narrow path
- Gives the impression that it is not a cycle route, but...
- Shown as cycle route on WBC map



# A339 / Fleming Road



- Key decision point
- No cycle route or direction signs at toucan crossings
- Unclear where you can / can't cycle
- Crossing takes long time to trigger



# A4 London Road (South Side)



- Signed cycle route starts / ends at Majestic Wines
- Poor visibility across access
- No indication to motorists that it's a cycle route
- Cyclist dismount sign – why?
- Advertising boards placed on shared path



# Park Lane



- Direction signs at Charlton Place
- Cycle route signs in Park Lane, but not at northern end
- Too narrow to safely pass other cyclists or pedestrians
- Safer / better alternatives available
- Should it still be signed as a cycle route?

# Robin Hood Roundabout



- Shared use signs from top end of Park Lane through subway
- No direction signs



# London Road



- Direction signs to town centre and Donnington
- No signs to say where cycle route ends
- No signs to say if cycling is permitted in subway



# A4 London Road (North Side)



- No cycle route or direction signs west of Harvester access
- Cycle route and direction signs at Faraday Road / Newport Road junction
- But unclear where cycle route ends in northbound and eastbound directions



# Recommendations



1. Agree destinations and routes to be signed
2. Delete routes that are no longer fit for purpose
3. Update monolith mapping to include cycle routes
4. Update fingerpost system with integrated cycle wayfinding
5. Add direction signs at key decision points
6. Review cycle route signs so it is clear where routes start / end
7. Ensure adequate repeater signs
8. Remove redundant / duplicate signs
9. Update the WBC cycle map
10. Update CycleStreets (via OpenStreetMap)
11. Update Google maps (send feedback)0