Cycle Wayfinding Audit Newbury to Thatcham



December 2017

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

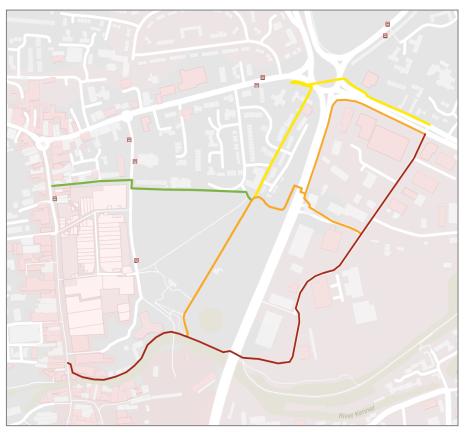
Wayfinding Principles



- 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





- 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