

DESIGN GUIDANCE | SPACES FOR PEOPLE

4. SIGNAGE



ATKINS
Member of the SNC-Lavalin Group

sustrans
JOIN THE MOVEMENT

Spaces for People

4. Signage

Contents

Signage For All.....1

Advisory Signage for Covid 19.....2

4.1 Walking and Wheeling Signage Principles.....3

4.2 Cycling Route Signage Principles.....4

Walking and Wheeling Examples7

Cycling Signage Examples11

Image References15

Signage

SIGNAGE FOR ALL

As part of the new and increased signage required to communicate the Covid19 requirements in our towns and cities, the following inclusive design principles should be considered:

- **Quantity of information** - The sign content should be as visually simple and concise as possible to effectively convey the information
- **Font size** - The font size should be considered in relation to the speed / position and cognitive ability of users.
- **Font style** - Fonts like 'Traffic' used in British road signs, have been designed to be easily read at speed. For other types of clear sans serif typefaces in signage in sentence case could be considered.
- **Colours** - Tonal contrast is essential to make type legible to all. Some colours that appear to contrast such as green and brown are tonally similar. To check legibility take a black and white photo or photocopy, lettering that appears grey has poor tonal contrast. Stark black on white text (or vice versa) can also be difficult for some users.

- **Spacing / Layout** - Information on a sign should be laid out clearly with enough space between text and images to be easily read.
- **Symbology** - Symbols can be easy to understand but avoid images that convey unclear, confusing, or unintentionally excluding messages. For example, a shared use path symbol should include both pedestrian and cycle images rather than just a cycle image. Consider using recognised British Standard symbols for clarity.

Key Considerations

Provide A Coordinated Signage Strategy

Consider how the signage can successfully guide a journey through a space or local area. Ensure that routes are easy to follow including new street layouts. Inconsistency of information and style can be confusing.

Reflect the Identity of the Place

The quantity and appearance of signage needs to be adaptable to location. A heritage location may require a different appearance to that in a modern business or residential district.

For additional information please refer to:

BS 8300-1:2018 DfT, Inclusive Mobility, 2005, The Sign Design Guide and; [Edinburgh Street Design Guidance Part C – Detailed Design Manual Signage and Minimising Street Clutter](#)



Figure 1. Lamp Post Wrap Sign

Signage

ADVISORY SIGNAGE FOR COVID 19

Use Positive Messages

Communicate in a friendly manner. Some off the shelf signs could induce stress. Carefully consider how the wording, colour palette and typography can alter the tone.

Let People Know about Changes

Publicising changes to streets and traffic management can **help people to plan local travel** and promote public confidence. This can be particularly important vulnerable and mobility impaired users.



Figure 2. Provide Information about change, Transport for Greater Manchester



Figure 3. Use Positive messages, queue marker



Figure 4. Use design and colour to make advisory messages appealing

Potential Content

- Welcome Back! We're open for business
- COVID-19 - Please maintain physical distance
- COVID-19 - Thank you for practicing physical distancing
- COVID-19 - Please respect local communities and those who may be at higher risk
- COVID-19 - Please follow the one way system
- COVID-19 - Please keep your distance – Protect Yourself and Others
- COVID 19 - Share with Care. These paths are for everyone.

NOTE: All signage should use the term 'physical distance' 'where appropriate and not refer to the 2m distance as guidance may change over time.

For further information please refer to:

[Edinburgh Street Design Guidance Part C – Detailed Design Manual Signage and Minimising Street Clutter](#)

Signage

4.1 Walking and Wheeling Signage Principles

4.1 WALKING AND WHEELING SIGNAGE PRINCIPLES

Pedestrian Signage Opportunities in a Typical Street

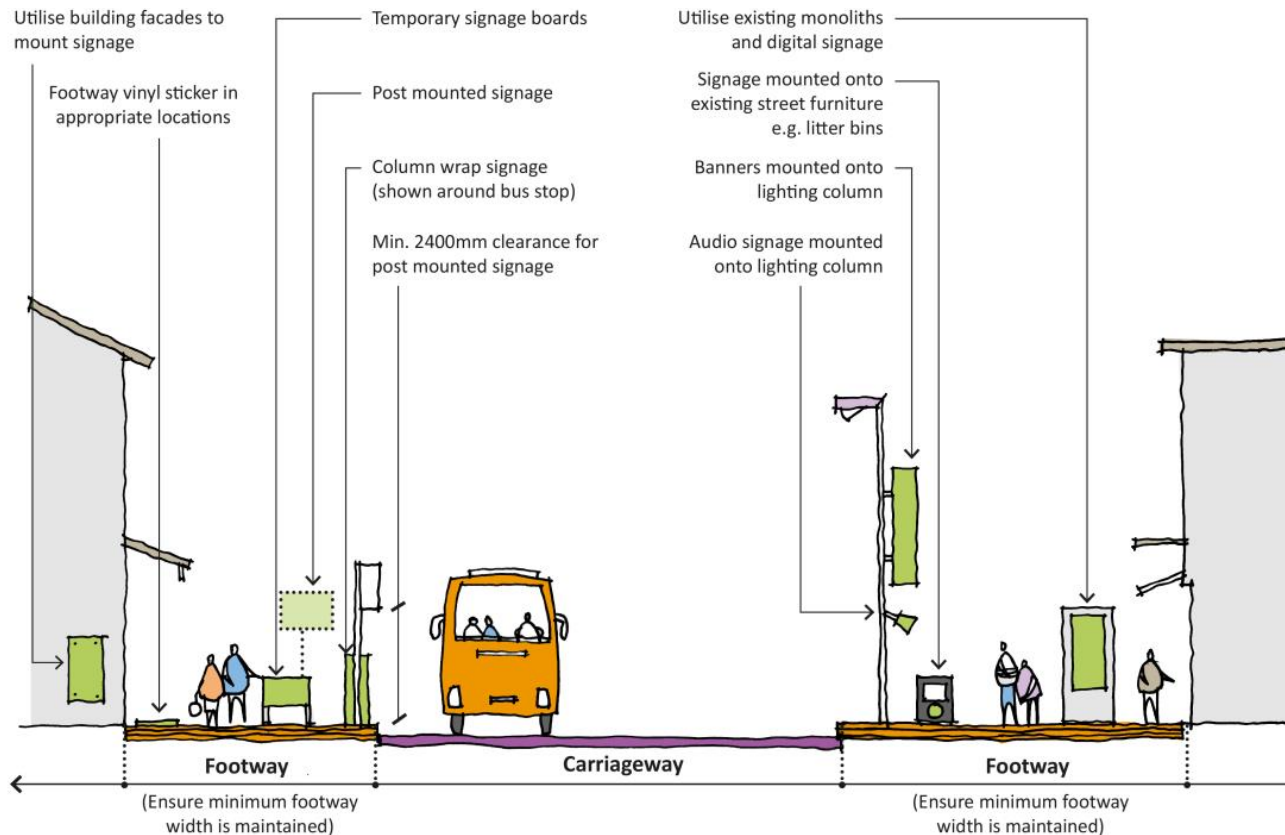


Figure 5. Pedestrian signage opportunities in a typical street

Siting Considerations for Signage in the footway

- **Existing posts, columns and structures** should be used wherever possible.
- **Avoid creating obstacles in the footway** or pedestrian 'pinch points' when placing temporary signs.
- **Where signs facing moving traffic** are erected above footways, or in areas likely or intended to be used by pedestrians, a headroom of 2300 mm is recommended, with 2100 mm as an absolute minimum. A clearance of 2400 mm should be maintained over a cycle track or a shared cycling and walking facility.
- **Where posts are erected on footways**, minimum footway widths for movement should be maintained (a preferred minimum of 2000 mm and an absolute minimum of 1500 mm of unobstructed width to allow the passage of wheelchairs, double buggies etc)

For additional information please refer to:

<https://www.sustrans.org.uk/for-professionals/infrastructure/walking-and-cycling-infrastructure-design-guidance/> and [Edinburgh Street Design Guidance Part C](#) – Detailed Design Manual Signage and Minimising Street Clutter

Signage

4.2 Cycling Route Signage Principles

4.2 CYCLING ROUTE SIGNAGE PRINCIPLES

Types of temporary signage

Traditional temporary signage is likely to be used in the short term, and electronic signage could be utilised temporarily as more drivers return to the road to warn drivers of changes to layouts, priorities and the presence of cyclists.

Placement of signage

- **Placement of signs is very important** so as to not decrease space for other users i.e. avoid placement which will reduce effective width of temporary cycle lanes/tracks or adjacent footways.
- Where possible **signage should be within unused space** i.e. verges, separation buffers etc. Some separation features allow for the inclusion of signage to identify cycling routes and temporary post mounted signs can help with narrow cross sections.
- Placement is a critical consideration for mobility impaired users and **should not obstruct routes**.
- A minimum clearance of 2.4m is suggested for any mounted sign in the vicinity of a **cycle lane or cycle track**.

Branding/wording

- Should be **concise, clear, consistent and unambiguous**.
- **Standard and bespoke signage** should be used as necessary to designate function/priority/restrictions of temporary cycle lanes/tracks. Bespoke signage may require approval on a scheme-by-scheme basis but is likely to enable a clearer message to be conveyed to users to explain unusual layouts



Figure 7. Temporary pedestrian and cyclist only roads, Edinburgh



Figure 6. Signage example promoting physical distancing via single file travel through a narrow shared path (Glasgow)



Figure 8. Example of signage placed in a suspended parking bay, Glasgow

For additional information please refer to:

[Cycling by Design \(Transport Scotland, 2011\)](#) and [Edinburgh Street Design Guidance Part C](#) Detailed Design Manual Signage and Minimising Street Clutter

Signage

4.2 Cycling Route Signage Principles

Traffic management signage principles

Placement of Traffic Signs

- Comply with **national and local roads authority standards**, planning and road safety requirements.
- Ensure new and temporary road layouts are **clearly signed** both at location and in advance to allow road users to take appropriate action.
- Ensure that temporary signs are appropriately placed to be **visible to road users** while avoiding creating obstacles or hazards to pedestrians and cyclists.
- Where possible **utilise existing poles** and try to minimise street clutter. If there is no alternative to siting a sign in the footway, minimum footway widths should be maintained.
- **In heritage areas** ensure the placement and appearance of traffic signs do not detract from the important physical qualities for which the area is valued.
- If appropriate existing **electronic signboards** can be used to alert drivers to change.

Vehicular Signage Opportunities in a Typical Street Scene

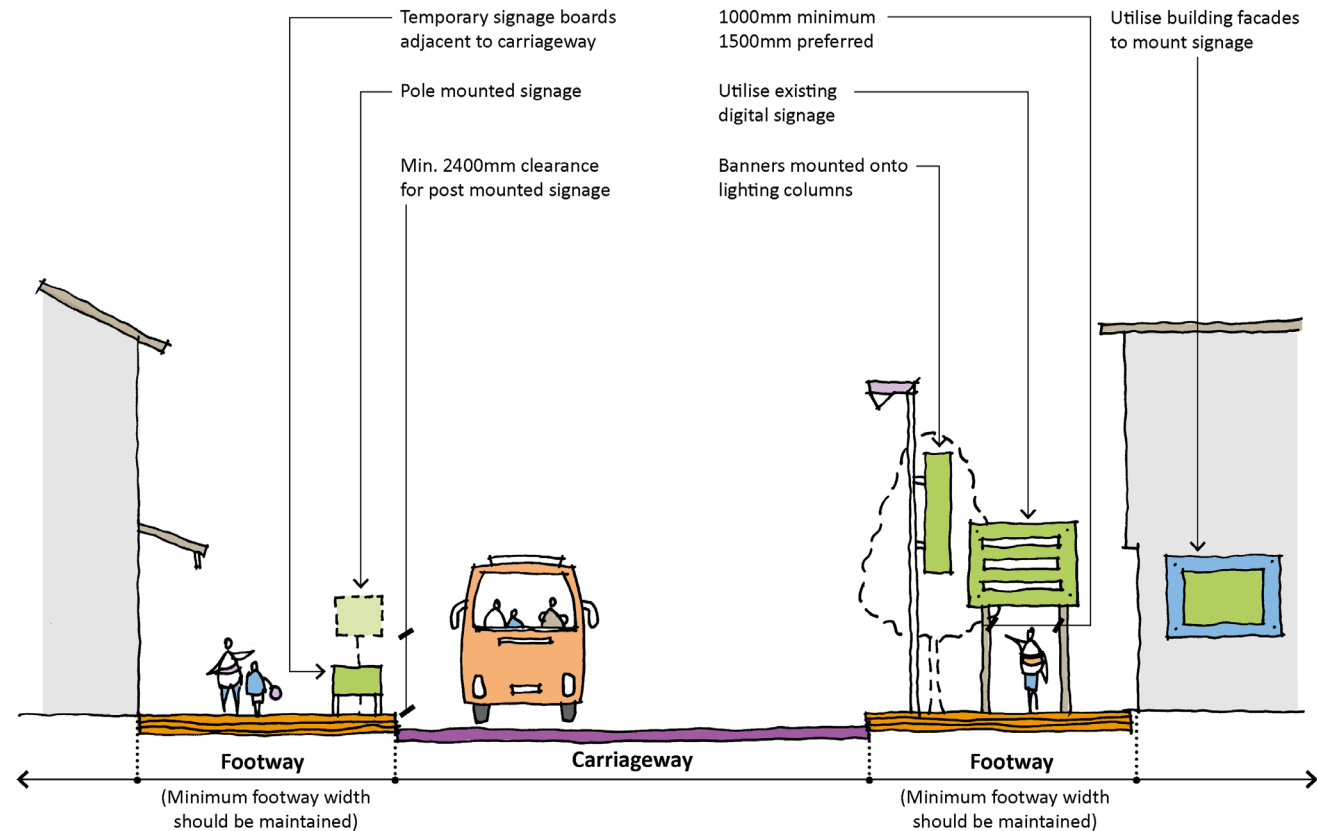


Figure 9. Vehicle signage opportunities in a typical street scene

For additional information please refer to:

[Edinburgh Street Design Guidance Part C](#) Detailed Design Manual Signage and Minimising Street Clutter

Signage

4.2 Cycling Route Signage Principles

Types of Signage

- **Regulatory traffic signs** should conform with national standards. Guidance on permanent and temporary signs are set out in The Traffic Signs Regulations 2016, UK and the Traffic Signs Manual
- Where there is no existing guidance on signage for a particular purpose or where **bespoke non prescribed local signage** is proposed, applications need to be made for their use.
- **Applications to use a Non Prescribed sign** or marking may only be made by the relevant Road Authority and follow the same process laid out for permanent signage approvals.






Figure 10. Examples of Road Signage, Department of Transport

Signage




Walking and Wheeling Examples

WALKING AND WHEELING EXAMPLES

Signage Type & Image	Timeframe	Advantages	Disadvantages
 <p>Figure 11. Vinyl floor sticker</p>		<ul style="list-style-type: none"> • Clear message • Readily available • Adaptable can be used as a reminder to physical distance or as a queuing marker • Easy to remove • Adaptable to tie in with an overall signage strategy • Easily replaced/removed if required 	<ul style="list-style-type: none"> • May become worn quickly • More difficult to apply to certain surfaces e.g. cobbles • Standard designs could be unsuitable for heritage areas • Need to ensure any ground stickers are slip resistant to avoid hazard
 <p>Figure 12. Floor stencilling</p>		<ul style="list-style-type: none"> • Fast installation • High impact – clear message 	<ul style="list-style-type: none"> • Not part of a refined, coordinated strategy • Could be difficult to remove and would not be a preferred solution on high quality paving materials
 <p>Figure 13. Banner signage</p>		<ul style="list-style-type: none"> • Can incorporate into a wider signage strategy • Bespoke to the place • Large, clear message opportunity • Can be incorporated with new barriers or existing infrastructure for display • Easy to remove 	<ul style="list-style-type: none"> • Permissions required




Signage

Walking and Wheeling Examples

Signage Type & Image	Timeframe	Advantages	Disadvantages
 <p>Figure 14. Signage utilising the building frontage</p>		<ul style="list-style-type: none"> Utilises building frontages and blank facades to display signage and therefore not contributing to additional street clutter Can be changed over time if required Potential to tie into a wider signage strategy Easy to remove Can be put up by local businesses or property owners 	<ul style="list-style-type: none"> Permissions required Blank building facades are a good location for signage but needs to be an appropriate siting for the sign
 <p>Figure 15. Lighting column or post sleeve signage</p>		<ul style="list-style-type: none"> Can Provide clear focused message for location and activity Easy availability/printing that can be updated as required installed on existing poles and columns minimizing clutter Potential to tie into wider signage strategy Easy to remove 	<ul style="list-style-type: none"> Short term, will need replacement /removal over time Requires suitable poles or column to be present in required location
 <p>Figure 16. Bus stop signage</p>		<ul style="list-style-type: none"> Clear focused message targeted at a specific location and activity Easy availability/printing that can be updated as required over time Can be installed onto existing street furniture (bus shelters) Potential to tie into wider signage strategy Easy to remove 	<ul style="list-style-type: none"> May not be readable unless you are close to the sign Easier to apply where bus shelters are present



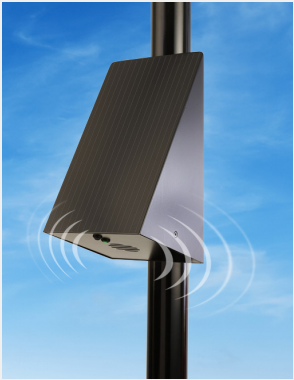
Signage

Walking and Wheeling Examples



Signage Type & Image	Timeframe	Advantages	Disadvantages
 <p>Figure 17. Advisory poster signage</p>		<ul style="list-style-type: none"> • Fast installation • Can be designed to be inclusive • High impact – clear message • Can provide a variety of information • Can be used as part of a local signage strategy • Can be attached to gates, fences or existing posts and lighting columns 	<ul style="list-style-type: none"> • Depending on scale could be difficult to read unless close • Care needs to be taken that the designs are easy to understand
 <p>Figure 18. Bespoke themed signage</p>		<ul style="list-style-type: none"> • Themed for a particular location so can be suitable for heritage areas / attractions or to promote local identity • Developed as part of an overall signage strategy • Clear message • Adaptable – can include a variety of advisory messages • Can be updated or removed if required 	<ul style="list-style-type: none"> • Bespoke solution so not available off the shelf • Care needs to be taken that the designs are easy to understand • Requires some initial investment in design and signage strategy
 <p>Figure 19. Monolith signage</p>		<ul style="list-style-type: none"> • Utilises existing street furniture with new printed or digital banners • Does not contribute to additional street clutter • Can be changed over time if required • Potential to tie into a wider signage strategy • Relatively easy to remove 	<ul style="list-style-type: none"> • Not all towns have this existing signage opportunity • Not as clearly visible as some signage to drivers or some pedestrians. • Useful as an additional signage opportunity rather than sole point of signage

Signage

Walking and Wheeling Examples

Signage Type & Image	Timeframe	Advantages	Disadvantages
 <p>Figure 20. Bollards incorporating signage</p>		<ul style="list-style-type: none"> • Combines street furniture and signage • Potential to tie into overall signage strategy • Small scale signage suitable for conveying pedestrian and cyclist information • Neat, compact solution 	<ul style="list-style-type: none"> • Difficult to remove • Careful consideration needs to be given to siting and avoidance of unnecessary additional bollards. • May not be visible from a distance
 <p>Figure 21. Ground marked directional signage</p>		<ul style="list-style-type: none"> • Provides clear physical distancing and directional information • Simple to install • Can be part of an integrated signage strategy 	<ul style="list-style-type: none"> • Painted markings may be difficult to remove • May wear over time • Not suitable in all locations • Need to ensure that ground marking or stickers do not provide a slip hazard
 <p>Figure 22. Motion activated audio signage</p>		<ul style="list-style-type: none"> • When motion activated, an audio message is played • Extends to some wider user groups • Easy to change the audio message • Messages bespoke to the place is easy to achieve • Solar technology means no power source is required 	<ul style="list-style-type: none"> • Potentially could be quite repetitive and irritating • May cause confusion, distress or alarm to some vulnerable members of the public • Would not be effective for hearing impaired • If broken for any reason no message is visible. Would need to be in addition to more conventional signage.

CYCLING SIGNAGE EXAMPLES

Signage Type & Image	Timeframe	Advantages	Disadvantages
 <p>Figure 23. Cyclist temporary signage (frame mounted)</p>  <p>Figure 24. Cyclist temporary signage (frame mounted)</p>	Green	<ul style="list-style-type: none"> Existing standards and products may be appropriated for design of some temporary interventions e.g. off the shelf traffic management products Readily available Typically low maintenance Potential to tie into a wider signage strategy Easily installed and replaced/removed if required 	<ul style="list-style-type: none"> Appropriate locations to site may be limited within a streetscape due to spatial requirements of frame base Can contribute to street clutter and create obstacles in the footway if poorly located Potential for signage to be moved/interfered with if not physically fixed to its location Need to ensure consistency of style and messaging across routes, cities etc. Mounting heights may pose other risks e.g. struck by vehicle wing mirrors

Green = Short-term – Immediate

Purple = Medium-term – 6 to 18m

Orange = Long term – +18m

Signage

Cycling Signage Examples



Signage Type & Image	Timeframe	Advantages	Disadvantages
Cyclist Temporary Signage (Post Mounted)  	<div>Green</div> <div>Purple</div> <div>Orange</div>	<ul style="list-style-type: none"> Existing standards for sign types may be appropriated for design of some temporary interventions Readily available Typically low maintenance Potential to tie in to a wider signage strategy Easily installed and replaced/removed if required Less likely to contribute to street clutter or create obstacles in footway due to slender profile Sign faces can be mounted to existing street furniture Minimum mounting heights likely to be readily achievable 	<ul style="list-style-type: none"> Potential for signage to be moved/interfered with if not physically fixed to its location Need to ensure consistency of style and messaging across routes, cities etc.

Figure 25. Cyclist temporary signage (post mounted)

Figure 26. Cyclist temporary signage (post mounted)

Green = Short-term – Immediate
 Purple = Medium-term – 6 to 18m
 Orange = Long term – +18m




Signage

Cycling Signage Examples

Signage Type & Image	Timeframe	Advantages	Disadvantages
 <p>Figure 27. Cyclist temporary road markings</p>		<ul style="list-style-type: none"> • Clear message • Existing standards may be appropriated for design of some temporary interventions • Readily available • Easily installed – techniques observed ranging from spray painted to thermoplastic screed depending on timeframes and use in local context 	<ul style="list-style-type: none"> • Replacement/removal may require specialist works • Installation of markings may require removal of existing carriageway markings to provide clear messaging • Need to ensure consistency of style and messaging across routes, cities etc. • Temporary route markings through junctions will likely be subject to high levels of wear and may need to be of a higher specification to avoid slippery conditions for cyclists and motorcyclists.
 <p>Figure 28. Cyclist temporary road markings</p>			
 <p>Figure 29. Existing electronic display signage</p>		<ul style="list-style-type: none"> • Clear message • Uses existing infrastructure • Message can easily be changed 	<ul style="list-style-type: none"> • Locations are not flexible • Costly to install new signage

Signage

Cycling Signage Examples

Signage Type & Image	Timeframe	Advantages	Disadvantages
 <p>Figure 30. Temporary advance notice signs</p>	Green	<ul style="list-style-type: none"> • Clear Message • Readily available • Can be movable or pole mounted 	<ul style="list-style-type: none"> • Movable temporary signs can obstruct footways if poorly placed • Short term measure only
 <p>Figure 31. Localised temporary signage for road closure</p>	Green	<ul style="list-style-type: none"> • Clear message • Can include local information • Readily available and can be installed quickly • Can be mounted on temporary barriers or street furniture 	<ul style="list-style-type: none"> • Can appear intimidating • Can contribute to street clutter if poorly placed • May not be suitable in a heritage area context long term
 <p>Figure 32. Advance warning signs</p>	Green	<ul style="list-style-type: none"> • Clear Message • Readily available • Can be movable or pole mounted 	<ul style="list-style-type: none"> • Can appear harsh or intimidating • Movable temporary signs can obstruct footways if poorly placed • May not be suitable for heritage areas

Green = Short-term – Immediate
 Purple = Medium-term – 6 to 18m
 Orange = Long term – +18m

Signage

Image References

IMAGE REFERENCES

Figure 1. Lamp Post Wrap Sign

<https://www.signshapes.com/>

Figure 2. Provide Information about change, Transport for Greater Manchester

Local authority-lead communications concept: responding to Covid-19, Transport for Greater Manchester, 2020, p10

Figure 3. Use Positive messages, queue marker

www.wallaceprint.co.uk

Figure 4. Use design and colour to make advisory messages appealing

Photograph, courtesy of Atkins

Figure 5. Pedestrian signage opportunities in a typical street

Diagram, courtesy of Atkins

Figure 6. Signage example promoting physical distancing via single file travel through a narrow shared path (Glasgow)

Photograph, courtesy of Atkins

Figure 7. Temporary pedestrian and cyclist only roads, Edinburgh

Photograph, courtesy of Atkins

Figure 8. Example of signage placed in a suspended parking bay, Glasgow

Photograph, courtesy of Atkins

Figure 9. Vehicle signage opportunities in a typical street scene

Diagram, courtesy of Atkins

Figure 10. Examples of Road Signage, Department of Transport

Department of Transport

Figure 11. Vinyl floor sticker

Photograph, courtesy of Atkins

Figure 12. Floor stencilling

Photograph, courtesy of Atkins

Figure 13. Banner signage

Photograph, courtesy of Atkins

Figure 14. Signage utilising the building frontage

www.signexpress.co.uk

Figure 15. Lighting column or post sleeve signage

Photograph, courtesy of Atkins

Figure 16. Bus stop signage

Photograph, courtesy of Atkins

Figure 17. Advisory poster signage

Photograph, courtesy of Atkins

Figure 18. Bespoke themed signage

Edinburgh Zoo, Deb Explores, https://www.youtube.com/watch?v=fG1_h4TCIj8

Figure 19. Monolith signage

Photograph, courtesy of Atkins

Figure 20. Bollards incorporating signage

Photograph, courtesy of Atkins

Figure 21. Ground marked directional signage

Photograph, Scotsman <https://www.scotsman.com/news/transport/edinburgh-airport-confident-it-can-ride-out-storm-it-unveils-new-coronavirus-safety-measures-2884967>

Figure 22. Motion activated audio signage

<https://www.signshapes.com/product-category/public-safety/>

Figure 23. Cyclist temporary signage (frame mounted)

Reference Here

Figure 24. Cyclist temporary signage (frame mounted)

<https://www.netherlandsworldwide.nl/latest/news/2020/05/26/interest-for-cycling-in-uk-has-increased-significantly-since-coronavirus-outbreak>

Figure 25. Cyclist temporary signage (post mounted)

<https://tactical.space/> Credit_ Frank Masurat. Published under the unconditional Creative Commons CC0 1.0 Universal license

Figure 26. Cyclist temporary signage (post mounted)

<https://www.theargus.co.uk/news/18499398.coronavirus-sussex-plan-cut-speed-limits-cycle-lanes/>

Figure 27. Cyclist temporary road markings

<https://twitter.com/AnnaLangside/status/1260249647697846279/photo/2>

Signage

Image References

Figure 28. Cyclist temporary road markings

Photograph, courtesy of Atkins

Figure 29. Existing electronic display signage

Local authority-lead communications concept: responding to Covid-19, Transport for Greater Manchester, 2020, p12

Figure 30. Temporary advance notice signs

City of Edinburgh Council

Figure 31. Localised temporary signage for road closure

Department of Transport

Figure 32. Advance warning signs

Department of Transport