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CYCLISTS AND PEDESTRIANS

SIGNAGE STUDY

UNITED – KINGDOM

PEDESTRIANS

Transport,
Health and
Environment
Pan-European
Programme
(THE PEP)

September 2012



National context

United Kingdom does not have a specific "pedestrian policy", but in the context of the January 2011 White Paper dedicated to "creating growth and reducing carbon emissions", the government clearly states its support for the development of "active and sustainable" transport. This commitment to helping local authorities, the best able to change practices, has led to the creation of a fund of £560 million (€700 million) to support the development of sustainable local transport. This fund is intended to support local authorities by encouraging the development of low-carbon transport in their area.

Public transport, walking and cycling are especially concerned.

This programme is based on an assessment of the health benefits of active modes performed in several towns that have developed a policy of encouraging walking and cycling. ("Creating growth, cutting carbon. Making sustainable local transport happen" - Dept. of Transport – January 2011).

People with reduced mobility do not have specific legislation, but the obligation to take them into account is in fact included in the Equality Act 2011 that applies to all government agencies.

The **UK Department of Transport** has a department dedicated to sustainable transport, including active transport. Consideration of pedestrians comes under different fields within the Department of Transport: road safety, signage, infrastructure projects, etc.

At local level, structures and organizations are varied; the pedestrian field, being a transverse one, is usually dealt with by different departments.

Users'**associations** allow public services to have feedback on the work carried out and make proposals about the policy defined.

Regulations and signage at national level

In United Kingdom, rules, regulations and signage are defined by the state and they are binding on all local authorities, which must respect them.

The reference document which is binding on all is: "Traffic Signs, Regulations and General Directions (TSRGD – 2002)" which defines all signs and marking, whether for policing or for giving directions.

Some specific regulations:













the "home zone", which mainly concerns residential areas and is a component of urban transport policy, aims to promote alternative modes. The maximum recommended speed is 20 mph (37 km/h). Pedestrians do not have priority in these zones. The aim is to indicate, by this signage, that the space is shared between motorized users and others.

The "quiet lane" for secondary roads in rural areas, favoured by pedestrians, cyclists and horse riders; motorists must drive at a moderate speed (recommended maximum speed 35 mph, about 65 km/h).

The possibility of mixing pedestrians and cyclists on the same road development.



Police signage concerning pedestrians (not exhaustive)

	Quiet lane		No pedestrians
	Home zone		Entrance to a pedestrian zone
	Zebra crossing		Ramp with change of level
	Pedestrians in road ahead		Stairs
	Children in road ahead		Pedestrians and cyclists moving in separate spaces
	Frail of disabled pedestrians likely to cross road ahead		Road with no separation between pedestrians and cycles

Direction signing

This signage is defined by the regulations which emphasize the importance of the contrast between the wording and the colour used for the background of the sign. The choice of this colour is not imposed. The background is usually blue and the letters white. It usually shows a pedestrian figure. In the town centre, other colours can be used and the figure may be omitted. These signs may give a distance (a reference to time required is not yet obligatory).

Pedestrian directions for tourist purposes are on a brown background; public footpaths on a green background.

A footpath open to the public may have yellow arrows (on any background colour); for lanes for pedestrians and horse riders, blue arrows are used.



Reference documents

- TSRGD: Traffic Signs, Regulations and General Directions – 2002
- Traffic Signs Policy Paper – October 2011
- Know Your Traffic Signs – 2010
- Transport Act 2000

Regulations, signs and signage at local level

Regions and towns define their own policy for pedestrian routes, and this is their responsibility.

Signs used must comply with national regulations. Rules and regulations are the responsibility of the state which defines the official signs and markings.

Minor changes in signs may be authorized after notice from the state, including the creation of special symbols for giving directions.

Signs for tourism and services

These are provided by the conventional direction signs described above.

Some towns use a way-finding system based on appropriate signage (London, Bristol, etc.). These signs, which are not within the scope of official signage, rely heavily on information posts and make use of a rigorous methodology. This type of signage will be looked at in more detail as an example later in this fact sheet.

Technical documents

- Cf. regulations and signage at national level
- Traffic Signs Manual – 1982



Legible London... [www.tfl.gov.uk/microsites/legible-london]

Is a direction indication system for pedestrians developed by Transport for London (TfL) which is the local public body responsible for managing transport in London and Greater London.

TfL manages the London Underground and so called "surface" transport such as waterways (the Thames, buses, cycle lanes, pedestrian areas, traffic, congestion charging zones, taxis, etc.)

This comprehensive signage system helps pedestrians to easily find their way in the city. It began to be used after in-depth methodological thinking carried out in 2007.

The basic objectives of this way-finding system are:

- be predictable, i.e. the information must meet with the user's expectations, be logical and consistent, and not surprise (it must be uniform),
- be on a "human scale" and be walkable, i.e. journey times of a few minutes,
- be relevant, giving neither too much nor too little information,
- unfold gradually, giving the right information at the right time, and only useful information
- be adapted to the user and his condition: some pedestrians just need a direction, others a route to follow, including crossing points.

This system is based on a prior division of the municipality urban area into regions or villages.

The next stage is to determine the places (streets, neighbourhoods, transportation modes, gates, etc.) where the "totems" (called monoliths and miniliths) will be located. These will serve as information and guidance points for users. The distance between them should be about 400 m (minutes walk).



These totems also have signs that help mark out the direction, guide the pedestrian through complex environments and confirm that he is on the right route.

Totems are the cornerstone of the system. The example shown below does not purport to cover everything



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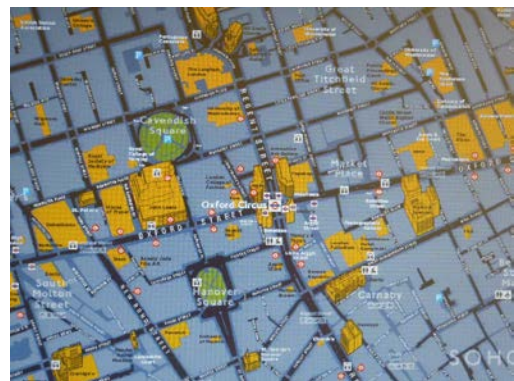
that has been done in London and its urban area, but simply to illustrate the main organizational principles used.

This brief presentation only scratches the surface of the upstream mapping work and how it is converted for the user:

- choice of "regions" or "villages", then that of neighbourhoods, streets, etc. to locate the totem,
- choice and number of directions appearing on the totem pole, making sure it remains readable and not drowning pedestrian in a flood of information,
- plans on different scales to systematically identify streets, their names, characteristic buildings, transport stations, waterways, pedestrian areas and crossings, and possibly reference to well-known tourist sites and attractions that recognizable and identifiable (shops, cinemas, etc.)
- indication of travel time for a walker to reach certain destinations.



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REGION-CITY

Situation (Street, district ...)

Situation 1 ↗
Situation 2

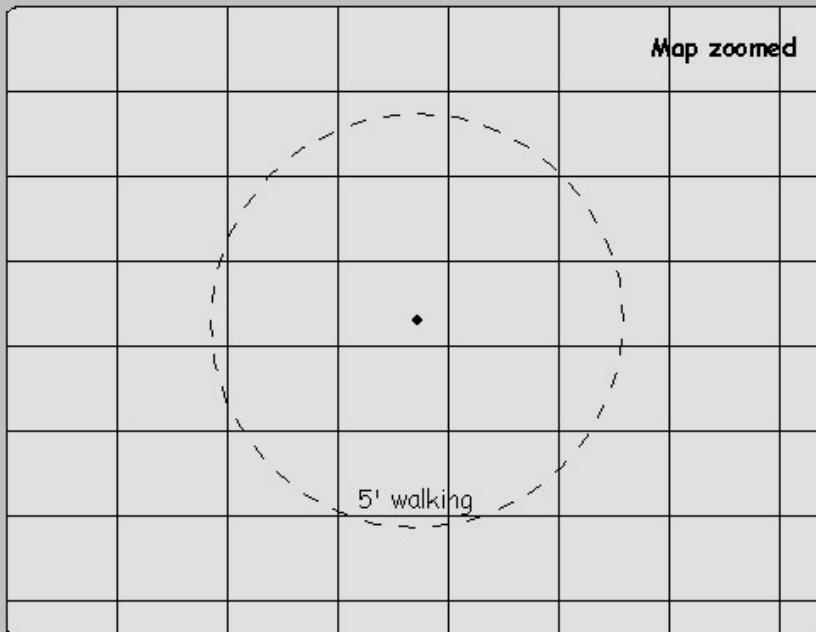
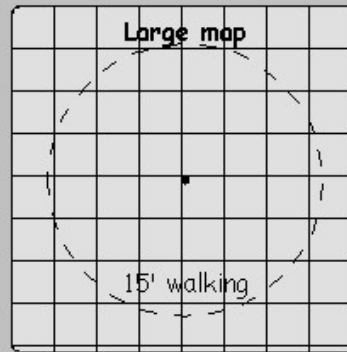
← Situation 1
Situation 2
Situation 3

→ **REGION 1**
REGION 2
Situation 1
Situation 2

Walking from here

Station TC 1.....	---- minutes
Station TC 2.....	---- minutes
Station TC 3.....	---- minutes
Station TC 4.....	---- minutes

monument.....	---- minutes
parc.....	---- minutes
hospital.....	---- minutes
nnnnnn.....	---- minutes



Street finder

E5 Street
C1 Place
D2 Square

Destination finder

C4 Museum
G5 University
D2 Hospital

Key

- Underground station
- National rail station
- Bus station
- Bus stop

tourist information
(phone, internet)

