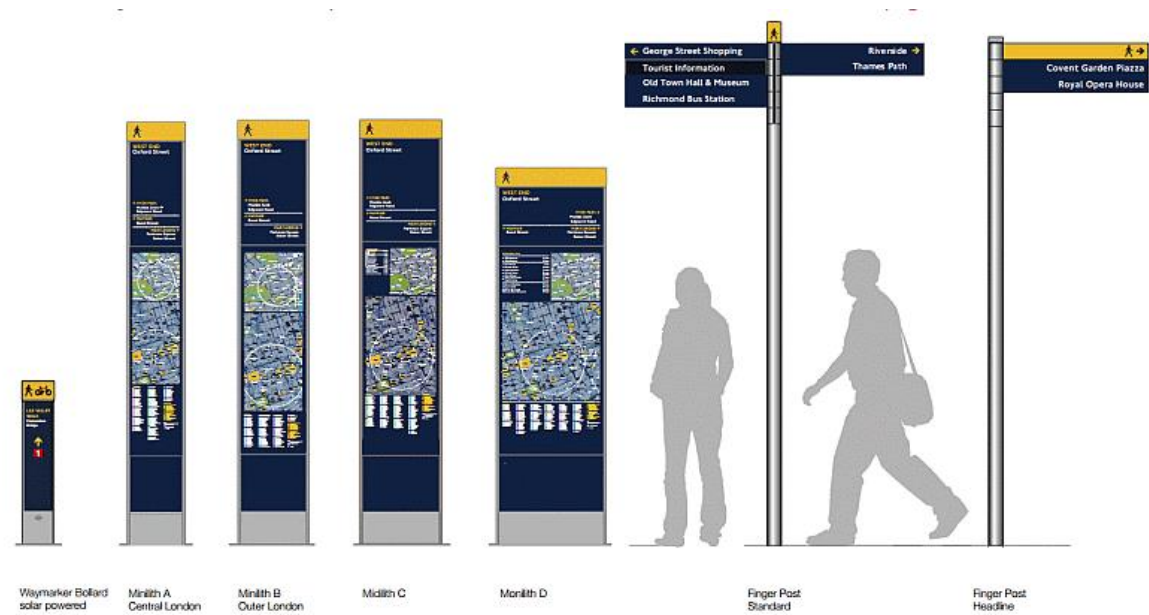


DS.324 Way-finding signs for pedestrians

Rev.	Status	Created by	Date	Approved by	Date
A	Final	D.Farnham	29.04.2013	D.Waters	08.05.2013
B	Final	D.Farnham	06.11.2013	D.Waters	14.11.2013
C	Final	G Lake	03.06.19	D Foden	25.06.19



1 Introduction

1.1 Notes

- a. This standard explains requirements about the introducing way finding signs for pedestrians (e.g. finger-post signs and map-boards giving details of local destinations).
- b. See standard DS.300 for general requirements on the use of traffic signs and road markings, including sign sizes, lighting requirements, and the use of backing boards.
- c. See the SSDM webpages at www.southwark.gov.uk/ssdm about the design of streets and spaces.

1.2 Discussion

- a. Introduction of way-finding signage (finger-posts and the like) can sometimes help pedestrians with finding their destinations. It may also increase their awareness of local points of interest they may wish to visit in the future. However, it is not feasible to sign every premise or point of interest. Doing so would create substantial street-clutter and would likely be counter to wider legibility (as directions to important landmarks would be lost amongst a multitude of signs to smaller premises). Moreover, given the regular turn-over of occupiers of shops and premises, signs would need to be updated very regularly at substantial cost.
- b. To balance the legitimate need for way-finding signage with legibility and management concerns, Transport for London have developed the 'Legible London' signage system. This consists of a carefully designed portfolio of totem and fingerpost signs that are rolled out on a neighbourhood basis. All Totems and fingerpost signs are uniquely branded to be highly recognisable. The Totems include map boards that identify all the relevant attractions in the vicinity - all centred on (and orientated to) the position of the reader at their current location. Walk times are also indicated.

The map boards are updated regularly as premise and destinations change – though only those meeting certain criteria are included. Further information can be found at www.tfl.gov.uk/microsites/legible-london/. The system is now being rolled out London-wide with the support of the London Boroughs.

- c. Southwark Council as Local Highway Authority supports the Legible London system and considers it a preferable and higher-quality solution to introducing haphazard signage to individual premises on a demand basis. However, it also recognises the value of existing white finger-post signage in areas like Dulwich as an important part of local character.
- d. The public are advised that
 - i. Legible London schemes cannot be rolled out on a request basis to new areas. As discussed above, each scheme is designed at neighbourhood scale and is therefore a fairly complex project in its own right that requires allocation of external funding for design and construction. Normally that funding comes from annual bids to Transport for London as part of the Council's Local Implementation Plan for implementation of the Mayor of London's Transport Strategy else from Section 106 contributions obtained in association with development proposals that have been granted Town and Country Planning Permission by the Council acting in its capacity as Local Planning Authority
 - ii. The Council does not control the premises that are shown on Legible London map boards and associated signage. This is determined by Transport for London as the scheme coordinators in accordance with fixed criteria. Those interested in having their premises added to existing map boards and associated signage are advised to. See www.tfl.gov.uk/microsites/legible-london/ for further details.

2 Use requirements

2.1 New signage

- a. Except where 'b' or 'c' apply, pedestrian way-finding signage to local destinations should only be provided as part of a 'Legible London' scheme applied at a neighbourhood scale.
- b. As an exception to 'a', where no existing 'Legible London' scheme exists in a neighbourhood then
 - i. Individual pedestrian way-finding signs giving directions to Public Toilets and
 - ii. signage associated with Capital Ring long distance walking routes may be introduced. However, if a 'Legible London' scheme is later introduced then – as part of this - the above signs should be removed and incorporated into this instead.
- c. Within the Village SSDM Specification Area, restrained introduction of white post and finger signs may be permitted by level 1 departure. Use should generally be sparing so as to avoid clutter, with introduction rationed to important junctions and other decision-making points.

2.2 Existing signage

- a. Any existing pedestrian way-finding signage that is encountered within a project area other than
 - i. Legible London signs
 - ii. (if there is no Legible London scheme) signs to Public Toilets or for Capital Ring routes.
 - iii. (within Village SSDM Specification Area) white post and finger signs should be removed. Retaining other signs requires level 1 departure. This will normally only be permitted if the sign or sign assembly is of heritage value.
- b. Any existing Legible London sign that is encountered within a project area (or where there is no Legible London scheme – signs to Public Toilets or Capital Ring routes) should be reviewed for conformance with the requirements

of this and other design standards and updated as necessary.

- c. If there is no existing Legible London system within a project area then any existing signs for Public Toilets, Capital Ring routes or (in Village SSDM/RP Specification Area – white post and finger signs) should be reviewed to check that the facilities still exist. If they do not then relevant signs should be updated or removed as appropriate.

3 Design requirements

3.1 Legible London signage

- a. Legible London signs should be designed in accordance with Legible London guidance subject to the following additional or varying requirements.
 - i. Signs should be positioned so as to retain the minimum effective width values as standard DS.208 having accounted for the Use Envelope around the item (the values for which are stated in the same standard).
 - ii. Signs should principally be provided using totem boards. Whilst introduction of multi-sign finger post assemblies is acceptable, any introduction of lone finger post signs requires level 1 departure. This is only likely to be considered if these can be mounted to lighting columns.



3.2 Public Toilet signage

- a. Any permitted signs to Public Toilets not forming part of a Legible London scheme

scheme may only be located on lighting columns (though see note). Any existing such signs encountered in a project area should be relocated to a lighting column if not already positioned on one. Locating existing or new signs on existing or new posts (rather than lighting columns) requires level 1 departure. This is only likely to be considered if the post is shared with other signs that there is an unavoidable need to retain.

NOTE: Within the Village Specification Area then – at the discretion of the Head of Service for Public Realm – signs may alternatively be located on white post and finger assemblies as section 3.4.

3.3 Capital Ring signage

- a. Any permitted signs to Capital Ring routes that do not form part of a Legible London scheme may only be located on a lighting column (though see note). Any existing such signs encountered in a project area should be relocated to a lighting column if not already positioned on one. Locating existing or new signs on existing or new posts (rather than lighting columns) requires level 1 departure. This is only likely to be considered if the post is shared with other signs that there is an unavoidable need to retain.



NOTE: Within the Village Specification Area then – at the discretion of the Head of Service for Public Realm – signs may alternatively be located on white fingerpost assemblies.

3.4 White Post and Finger Signage (for Village Specification Area)

- a. The above street furniture should match the existing finger posts used in the Village Specification area (see below).



NOTE: The design for this item is for a stand-alone timber effect post and finger assembly with a white finish.

- b. All destinations/attractions identified on items must be approved in advance by the Head of Service for Public Realm. As general guidance
 - i. Identifying parks, neighbourhood centres and non-commercial leisure and amenity attractions is likely to be acceptable
 - ii. identifying commercial premises, religious assembly halls and local and national government offices is unlikely to be acceptable.
- c. Items must be positioned to satisfy the minimum effective width requirements of standard DS.208.