PELHAM TRANSPORT CONSULTING

The Shoreham Centre

Signage Strategy

May 2015

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1. Introduction

1.1 Background

1.1.1 Pelham Transport Consulting (PTC) has been commissioned by Sunninghill Construction to investigate signage requirements for the redevelopment of The Shoreham Centre on Pond Road, Shoreham-by-sea. This is a condition requirement for the planning application.

1.2 Report Structure

1.2.1 The report has been prepared by (PTC) and is structured as follows:

- Chapter 2 – Policies and Past Studies
- Chapter 3 – Street and Signage Audit
- Chapter 4 – Summary and Proposals

2. Policies and Past Studies

2.1 Signage Legislation

2.1.1 Traffic sign regulations have strict requirements so that it is consistent across the country. 'Signing the Way' DfT October 2011 Traffic Sign Policy Paper reviewed passed signage regulations and looked to give local authority more freedom in signing in their local areas and remove the need for government approval for non-prescribed signs. The current regulations are set out in Traffic Signs Regulations and General Directions (TSRGD) and are enforced by Traffic Regulation Orders (TRO). Traffic signs enable the road network to be safe and used as navigation for road users. The Road Traffic Regulation Act 1984 provides legislation for traffic signs. Guidance to local authorities is provided in the Traffic Signs Manual that comes in certain chapters. The recommendations from 'Signing the Way' have been incorporated in TSRGD 2015 that was adopted in March 2015. This gives local authorities more flexibility in signage in their areas.

2.2 Local Policy

2.2.1 Emerging Adur Local Plan 2014 address a number of key issues that will affect Adur up to 2031 and beyond, being the need to:

- facilitate the regeneration;
- improve infrastructure;
- balance development and regeneration requirements against the limited physical capacity of Adur without detriment to environmental quality;
- meet identified housing needs;
- address demographic pressures;
- address deprivation;
- address road congestion and related pollution – air and noise – whilst improving the existing transport network and facilitating the development of sustainable transport measures;
- address climate change and flood risk;
- work towards achieving sustainability;
- improve health and wellbeing; and
- maintain and enhance the quality of the built, historic and natural environment.

2.2.2 Place policy for Shoreham-by-sea Section 3.19 states that Pond Road acts as a focus for community uses, including a community centre, library and health centre, and former accommodation for the elderly, the eastern part of the site has been identified through a development brief for redevelopment for mixed use, to include community facilities (health and library) as well as enabling residential development. ADC have relocated the majority of staff to Worthing town centre and a civic presence in Shoreham will remain with the Shoreham Community Centre extension releasing the Civic Centre site and car park opposite in Ham Road for development. Shoreham Town Centre suffers from traffic congestion and poor on-street parking. A transport study for Shoreham Town Centre identifies measures to improve parking, public realm, junction layouts and public transport infrastructure in the area. Further improvements will be provided for pedestrians and cyclists.

2.3 Local Studies

Shoreham Town Centre Study Report

2.3.1 Shoreham Town Centre Study Report recommended short, medium and long term recommendations to ease the pressures of growth and development traffic in the study area to 2031. This includes proposed development at Shoreham Harbour to the east of the town centre with 1050 new dwellings. A number of issues were identified as follows:

- queuing on Norfolk Bridge due to parking issues on the High Street, little turnover of parking on side streets off the A259 with a number of spaces being used by commuters or for larger residential purposes;
- signage to and from car parks limited, not clear to new visitors where car parking is resulting in most visitors seeking to park in the High Street or circling around the town centre for parking adding further congestion;
- queuing on side streets getting to A259;
- buses not fully in laybys on High Street causing delay;
- street clutter;
- parking enforcement;
- cycling connections;
- speeds; and
- footway visibility at side roads.

2.3.2 Recommendations included:

Short term:

- review and refinement of short term parking on the High Street;
- rationalise bus stops and improvements;
- reduce street clutter;
- strengthen parking enforcement;
- gateway features to enforce 30 mph speed limit;
- links with Downs Link cycle route;
- signing strategy for off-street car parks;
- complete 20 mph speed limit;
- pedestrian route improvements; and
- environmental improvements street trees and landscaping.

Medium term:

- Norfolk Bridge junction improvements;
- traffic routing;
- paving strategy based on street hierarchy;
- public realm improvements; gateway;
- widen pedestrian footways;

- formalise parking;
- stronger parking controls;
- increase pedestrianisation;
- cycle improvements;
- pedestrian buildouts; and
- a toucan crossing.

Long term:

- enlarged roundabout at Norfolk Bridge or traffic signals;
- Middle Street traffic signals or one-way;
- bus stop improvements;
- longer term parking strategy;
- urban real and environmental improvements;
- improved surface treatment;
- residential parking scheme;
- bus/rail/cycle interchange; and
- footway works.

Shoreham Renaissance (2006)

2.3.3 Aims and objectives:

- to regenerate key sites with high quality;
- sustainable and sensitive development;
- to achieve high standards of public realm design;
- to secure the highest standards of community;
- safety through design and management;
- to introduce mixed uses, including housing, to the town centre;
- to provide accessible and modern community service, arts/leisure and education facilities;
- to improve Shoreham's attractiveness to investors and visitors;
- to improve transport interchange facilities at Shoreham Station;
- to improve pedestrian and cycle routes into and through the town centre;
- to improve integration between the town centre, the riverfront and Shoreham Beach;
- high standards of design for streets and public spaces;
- retention of the historic street pattern and the role of the Church of St. Mary-de-Haura as the centre-piece to the town;
- new residential accommodation of the highest architectural quality; and
- commercial space and support for the local businesses.

2.3.4 The document set out give strategic development principles:

- developing a sustainable community – retaining Pond Road as a community heart of Shoreham, increasing the amount of residential development in the town centre;
- securing Diversity, Vitality and equality of employment opportunity by: balancing housing need with employment opportunities, protecting Shoreham's district wide retail function;
- priorities for public realm improvements: Pond Road, The Ham, footbridge, East Street/New Road corner, lighting strategy, protect and improve access to the river front, create sense of arrival;
- promoting sustainable transport and movement by: improving network of pedestrian routes in the town, improving transport interchange and Shoreham station, rationalising parking to reduce the traffic churn, reducing through traffic; and
- continued partnership working.

2.3.5 Strategies were set out on the following with suggested improvements:

Movement Strategy

- public Parking Strategy – removal/rationalising of satellite car parks reducing traffic churn and releasing sites for redevelopment;
- assist investment in Pond Road redevelopment;
- recommended that Ship Street and Middle Street car parks are closed and Pond Road and Tarmount Road would be rationalised with redevelopment;
- the environmental quality of the Civic Centre, Railway Station, Somerfield and Recreation Ground car parks would be improved;
- coordination will be made with streetscape on routes to primary car parks including widened footways, tree planting and junction improvements;
- improved ease of interchange at Shoreham Station – more details studies to investigate pedestrian and bus improvements; and
- pedestrian improvements at East Street to pedestrianize and a new river side walk and footbridge.

Public Realm Strategy

- Pond Road public square;
- part time pedestrianisation of East Street and St Marys Road;
- replacement of current footbridge; and
- improvements to riverside car park and Ferry Road with public space, riverside walk, lighting and signage.

Shoreham Renaissance Strategy

2.3.6 Sets out 11 key opportunity areas specific to the Shoreham Centre, Pond Road is identified as a key opportunity area as a community hub comprising a community centre, library, health centre, skills training and further education. Pond Road would become pedestrian dominated. An extract of the masterplan is shown on Figure 2.1 below.



Figure 2.1 Pond Road Masterplan (Shoreham Renaissance)

Shoreham Harbour Streetscape Guide (May 2012)

2.3.7 The purpose of the guide is to help councils and developers of future projects in the area deliver cohesive and high quality public realm no matter who delivers it and in which council area it is located. It provides public real guidance of a number of elements including street furniture, trees and landscaping, surfacing and lighting as well as others covering the area between Shoreham Beach to the west and Hove Lagoon to the east and north to the south coast railway line as shown on Figure 2.2 below.



Figure 2.2 Shoreham Harbour Streetscape Guide Area

2.3.8 The guide is divided into areas including Harbour, Beach, Lagoon and Inland in a matrix as shown on Figure 2.3 with a selection of materials shown on Figure 2.4 below.

		CHARACTER AREAS What character area is your development in? (Pages 6-11)			
		Harbour Location	Beach Location	Lagoon Vicinity	Inland
TYPE OF DEVELOPMENT What type of development are you doing? (Page 11)	Beaches / Promenades	H1	B1	L1	IN1
	Open space / Park / Recreation Area	H2	B2	L2	IN2
	Residential Development	H3	B3	L3	IN3
	Office Area	H4	B4	L4	IN4
	Secondary Shopping Street / Local Parade / Squares	H5	B5	L5	IN5
	Marinas	H6	B6	L6	IN6
	Main Shopping Area or Street	C1			
	Major Roads and Access Routes	C2			
	Minor Roads / Local and Residential Streets	C3			
	Carparks	C4			
	Stations	C5			
	Ports / Industrial Areas	C6			
	Conservation Areas	C7			

Figure 2.3 Shoreham Harbour Streetscape Guide Matrix



Figure 2.4 Shoreham Harbour Streetscape Guide examples

2.3.9 The guide set out a series of aims of new public realms in the Shoreham Harbour area as follows:

- the position of furniture should align where possible to maintain pedestrian flows and prevent the public realm from appearing cluttered;
- seating should be provided at intervals along streets, in places where people want to sit or in clusters at nodes and open spaces. Seating should be provided in a range of spaces such as in the sun, in the shade, in groups, alone, close to activity or somewhat removed from activity;
- a range of seating should be provided including seats with back and arm rests, benches and blocks;
- litter bins should be located in areas of high demand and not places immediately adjacent to seating;
- the use of bollards should be avoided;
- cycle stands should be located in groups on the footpaths at regular intervals within the town centre and particularly at key spaces along cycle routes;
- pavements should be a minimum of 2m wide to allow two wheelchairs or pushchairs to pass one another comfortably;
- the back edge of footways should be kept reasonably free of obstructions to help cane users use this edge for reference and navigation;
- tactile paving should be used to denote crossings, however provision should be kept to a minimum. The appropriate colour should be used relevant to the status of the pedestrian crossing;
- adjacent private forecourts should be encouraged to match the public realm materials and layout, but if works are proposed beyond the highways boundary then the individual land owners must consent to the works being carried out;
- trees should be located between underground services and in positions to ensure clear sightlines for motorists and CCTV cameras;
- in principle paving surfaces should have a minimum 2% crossfall to appropriate and regular gulley drainage points;
- quality materials should be used and implemented with a high level of workmanship and detailing. Special care should be taken particularly when laying paving around footings and where different materials meet; and
- street trees should be planted in grass or shrub beds wherever possible.

2.3.10 Each area includes a palette guide of materials, some examples are shown on Figure 2.5 below.



Figure 2.5 Shoreham Harbour Streetscape Guide examples of Inland palette

2.3.11 The specific technical specification for signage included in the guidance is shown on Figure 2.6 and 2.7 below.

Monoliths

Monoliths can be used to provide orientation and context at significant junctions. The graphics for each monolith sign should be custom designed and can include contextual maps, directional arrows, artwork, contact details, logos, advertising, information on the area such as history, ecology, interesting facts, etc.

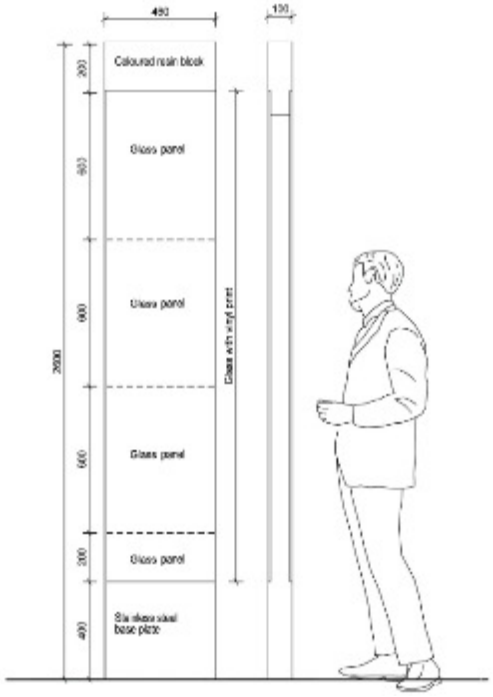
Supplier: Oppidum urban:elements, contact Simon Styles, E: ss@oppidum-ue.com, PH: 0113 271 4230, M: 07777 800 502

Product reference: Monolith sign

Sign Size: 2600mm high x 460mm wide x 100mm deep

Sign Components:

- Frame: Galvanised RHS frame 2400mm high x 460mm wide
- Base plates: Polished stainless steel 400mm x 452mm x 4mm thick (required on 2 sides)
- Edge plates: Polished stainless steel 2400mm x 100mm x 4mm thick (required on 2 sides)
- Glass panels: Three 10mm thick low iron toughened glass panels 600mm high x 450mm wide and one 200mm high x 450mm wide (required on 2 sides)
- Top Block: 460mm wide x 100mm thick x 300mm high (of which 100mm is recessed into sign frame). Block at top can be any standard resin colour or timber, relevant local authority to confirm.



Graphics:

- Digitally printed graphic onto vinyl film reverse applied to glass. Symbols, graphics and lettering to be provided for each sign individually.

Graphic Artwork:

- Supplier: The client.
- Design considerations: The graphic artwork should be based on the sizes and layout of the glass panels, so as to take into account the joints between the glass panels and the gaskets that secure the panels to the signage frame.
- Size: 2000mm long x 450mm wide and to have at least 10mm bleed along all edges
- Format: High resolution pdf format

Fixing: Signs attached to concrete foundation via resin anchors.

Time:
Lead time is 6-8 weeks provided the graphical artwork information is available.



Figure 2.6 Shoreham Harbour Streetscape Guide Monolith signage

Finger post signs

Finger posts provide directional information to surrounding destinations and facilities, and identify any significant routes within the immediate vicinity.

Supplier: Oppidum urban:elements, contact Simon Styles, E: ss@oppidum-ue.com, PH: 0113 271 4230, M: 07777 800 502

Product reference: Finger Post

Sign:
To have a clear distance from ground to first finger of 2.3m. No more than 5 layers of signage fingers per finger post. When cycle information is required it is to be located on the bottom fingers and separated from the other directions by a double spacer.

Sign components:
Post: 100mm diameter polished 316 marine grade stainless steel post.

Top Block:
150mm high x 100mm dia (resin to be recessed into top of post). Block at top can be any standard resin colour or timber, relevant local authority to confirm. 50mm spacer required between resin block and top fingers.

Fingers:
800mm long x 130mm wide. 20mm spacer between fingers and 40mm spacer between cycle fingers and other destination finger signs. Relevant local authority to confirm colour of fingers.

Graphics:
Digitally printed graphic onto vinyl film applied to anodised fingers. Symbols, graphics and lettering to be provided for each finger individually.

Fixing:
Root mounted in concrete footing.

Time:
Lead time is 6-8 weeks provided the graphical artwork information is available.

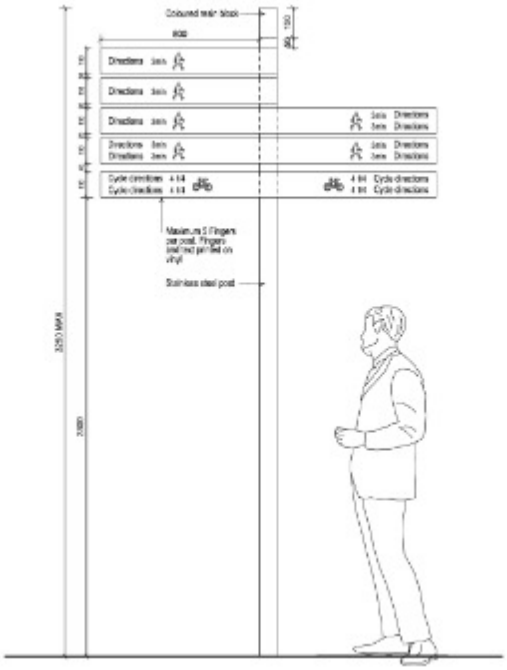




Figure 2.7 Shoreham Harbour Streetscape Guide Finger post signage

Lower Beach Car Park & Ferry Road, Shoreham (BCP for ADC, Dec 2012)

2.3.12 ADC and WSCC propose to improve the lower beach car park. This is part of an improvement including pedestrianising East Street, over the A259 and connections to the a new footbridge over the River Adur to replace the existing crossing and new broadwalk along Shoreham Beach. The report sets out the existing situation and design options that were consulted with stakeholders. The key design recommendations were.

- create a public space at the water's edge;
- provide a spacious boulevard for pedestrians and cyclists;
- create a new public space;
- re-configure Lower Beach car park; and
- improve Ferry Road public realm.

2.3.13 The design options were split to the following areas with outlined options:

The Carpark and New Square Plan

- sloping footway creating direct access along desire line between Ferry Road and foot bridge;
- battered planting areas;
- shared space for vehicles, pedestrians and cyclists;
- increase parking capacity;
- motorcycle parking;
- bollards to perimeter;
- benches;
- cycle stands;
- trees; and
- new crossing.

Ferry Road

- modifications to layby and extension of parking restrictions;
- new trees and street furniture;
- short stay loading bay; and
- new crossing to beach.

2.3.14 Design options followed the Shoreham Harbour Streetscape Guide.

3. Street and Signage Audit

3.1 Route Network

3.1.1 In order to understand the signage requirements for The Shoreham Centre an audit of the existing walking, cycling and vehicle routes was made in January 2015 to review the current network and connections to The Shoreham Centre.

3.1.2 Distance for walking has been taken from The Chartered Institute of Highways and Transportation (CIHT) 'Guidelines for Providing for Journeys on Foot' (2000) that suggests the following walking distances to local facilities as shown in Table 3.1 below.

	Town Centre	Commuting/school	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1000m	800m
Preferred maximum	800m	2000m	1200m

Table 3.1 CIHT Walking Distances

3.1.3 From this guidance an assumption has been made that walking distance to the centre would be a maximum of 1200m as a preferred maximum. Figure 3.1 below shows a guide to an assumed walking distance and the main walking routes and key intersections where a decision on direction would need to be made. This also shows the location of bus stops and train station within the walking area. A table of local amenities with distance from The Shoreham Centre is shown on Table 3.2 below.

Amenities	Distance
Shoreham Railway Station	350m
Bus Stops (Ham Road)	300m
Bus Stops (High Street)	300m
Local Shops (High Street)	350m

Table 3.2 Local Amenities

3.1.4 The key routes to Shoreham Town Centre from main residential locations out skirting the centre are:

- North Shoreham - Upper Shoreham to Old Shoreham Road, Mill Lane and Buckingham Road;
- East Shoreham - Brighton Road, Ham Road and Buckingham Road; and
- Shoreham Beach - Riverside Road, Ferry Road, Adur Ferry Footbridge and Norfolk Bridge.

3.1.5 Key intersections to The Shoreham Centre on entering the Town centre are as follows:

- Junction of Ham Road/Buckingham Road/Western Road;
- Junction of Brighton Road/East Street;
- Junction of Brighton Road/Old Shoreham Road; and
- Junction of Southdown Road/Western Road.

3.1.6 Internal key intersections are as follows:

- Junction of Western Road/Pond Road; and
- Junction of East Street/St Mary's Church.

3.1.7 Vehicle routes into Shoreham Town Centre are shown on Figure 3.2 below and are as follows:

- Upper Shoreham Road to Buckingham Road or Old Shoreham Road;
- A27 to Old Shoreham Road; and
- Brighton Road to High Street,

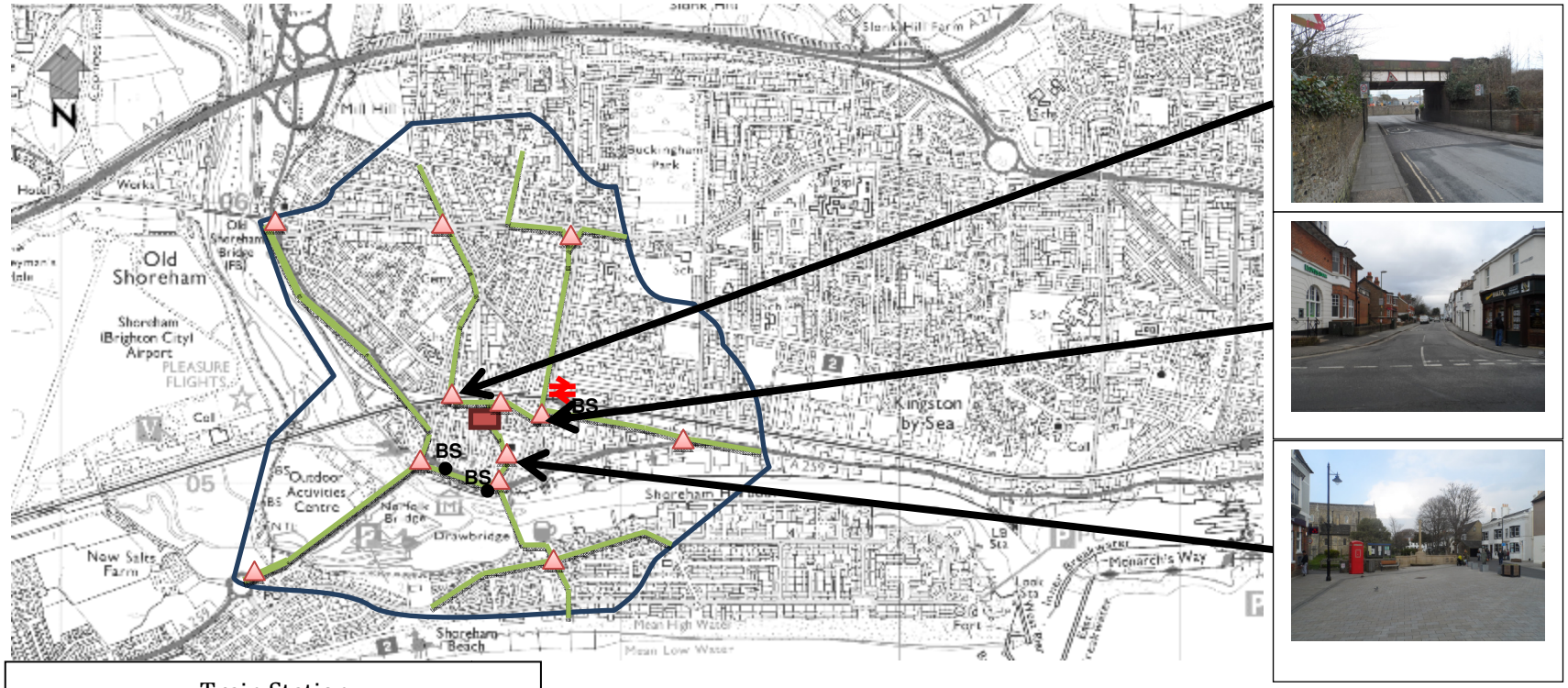
3.1.8 Vehicle routes into Shoreham Town Centre are shown on Figure 3.2 below and are as follows:

- Upper Shoreham Road to Buckingham Road or Old Shoreham Road;
- A27 to Old Shoreham Road; and
- Brighton Road to High Street.

3.1.9 Cycle routes into Shoreham Town Centre are shown on Figure 3.3 below. The National Cycle Network (NCN) Route 2 that runs from Cornwall to Kent along the south coast locally runs through Shoreham Harbour but detours to the north continuing in a east-west via Middle Road and south along Buckingham Road and then to East Street and over the Adur Ferry footbridge to Shoreham Beach continuing east-west to Beach Green.

3.1.10 There are a two other marked cycle routes both with traffic and traffic free. A route along the Old Shoreham Road from Southwick ends at Buckingham Park. A further route is shown along the High Street and over Norfolk Bridge to Saltings Roundabout and from Ferry Road to Saltings Roundabout through Shoreham Beach.

3.1.11 Connections to the Shoreham Centre would be from Buckingham Road at Western Road.



Train Station

BS ● Bus Stop

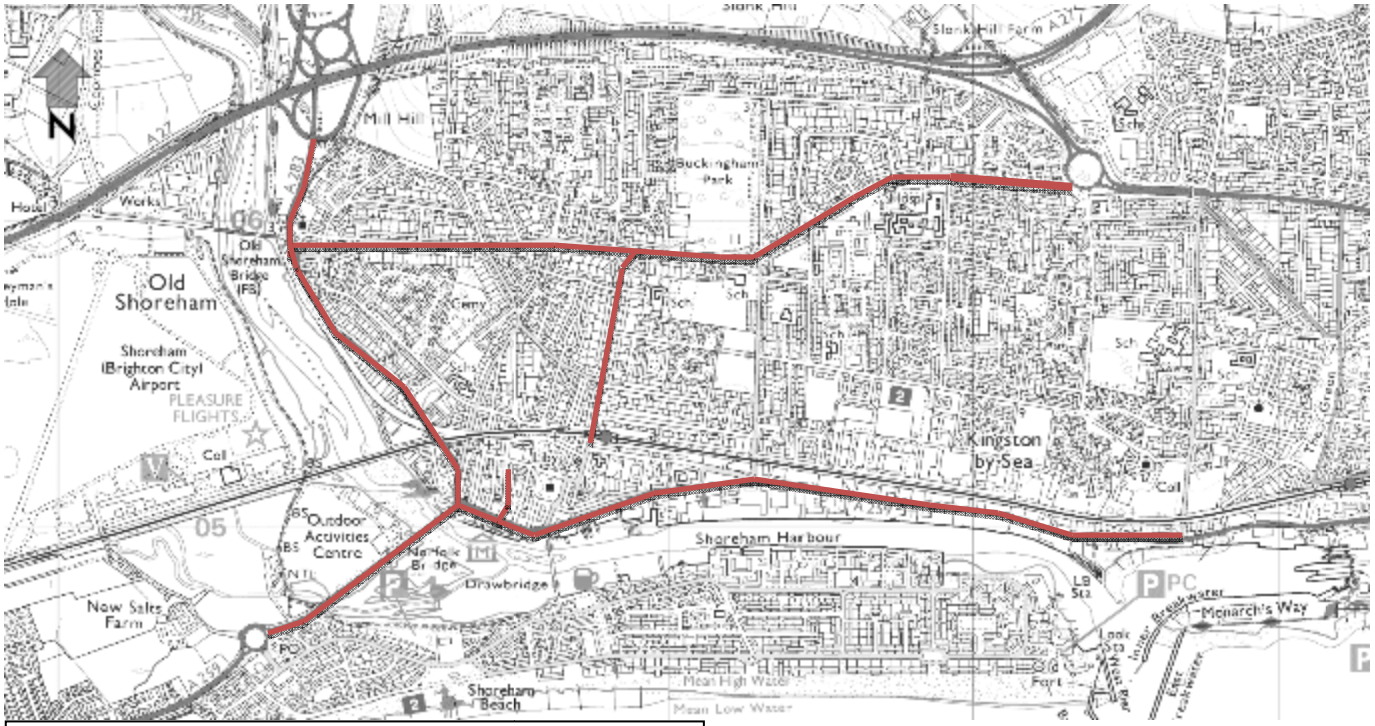
Key Intersection

1.2km walking distance

Key walking routes

Shoreham Centre Location

Figure 3.1 Pedestrian Walking Routes



Signed Traffic Routes into Shoreham Centre

Figure 3.2 Traffic Routes

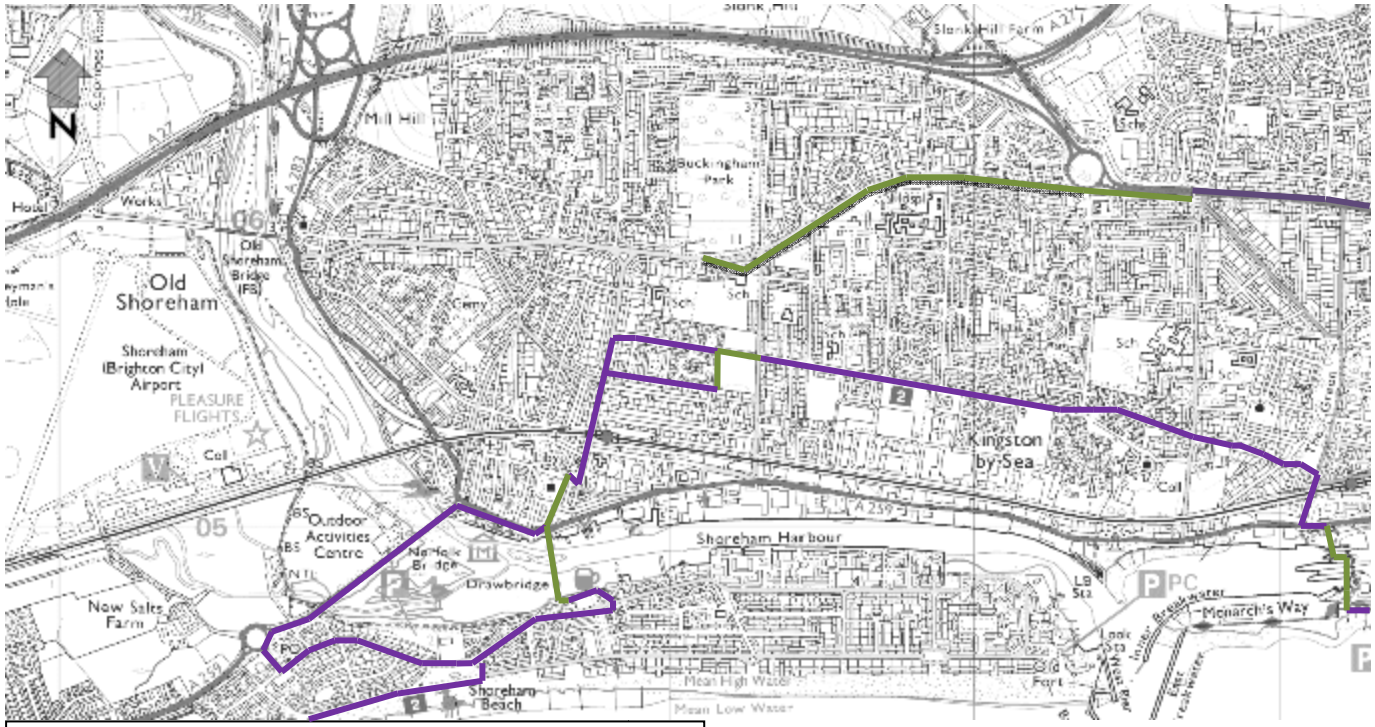


Figure 3.3 Cycle Routes

3.2 Existing Signage

3.2.1 Existing pedestrian and cycle signage in Shoreham Town Centre is very limited and is shown on Figure 3.4 below. This surrounds the railway station and adjacent links only.

3.2.2 Monolith signage as specified in Shoreham Harbour Streetscape Guidance is provided opposite the railway station and at the controlled crossing on the High Street close to East Street. This shows a location map with key locations and directions to amenities. The Shoreham Centre is listed as "Civic Hub & Library".

3.2.3 Local vehicle signage in Shoreham Town Centre is shown on Figure 3.5 below and gives direction to shopper parking on the site from the roundabout at the junction of Old Shoreham Road and the High Street leading to John Street and North Street. A single point of signage at the junction of Western Road with Pond Road shows "Community Centre" and "Citizens Advice Bureau".

3.2.4 Strategic vehicle signage to the Town Centre is shown on Figure 3.6 below and is signed from the A27 interchange to the north-west through Old Shoreham Road and on Upper Shoreham Road at Buckingham Road.

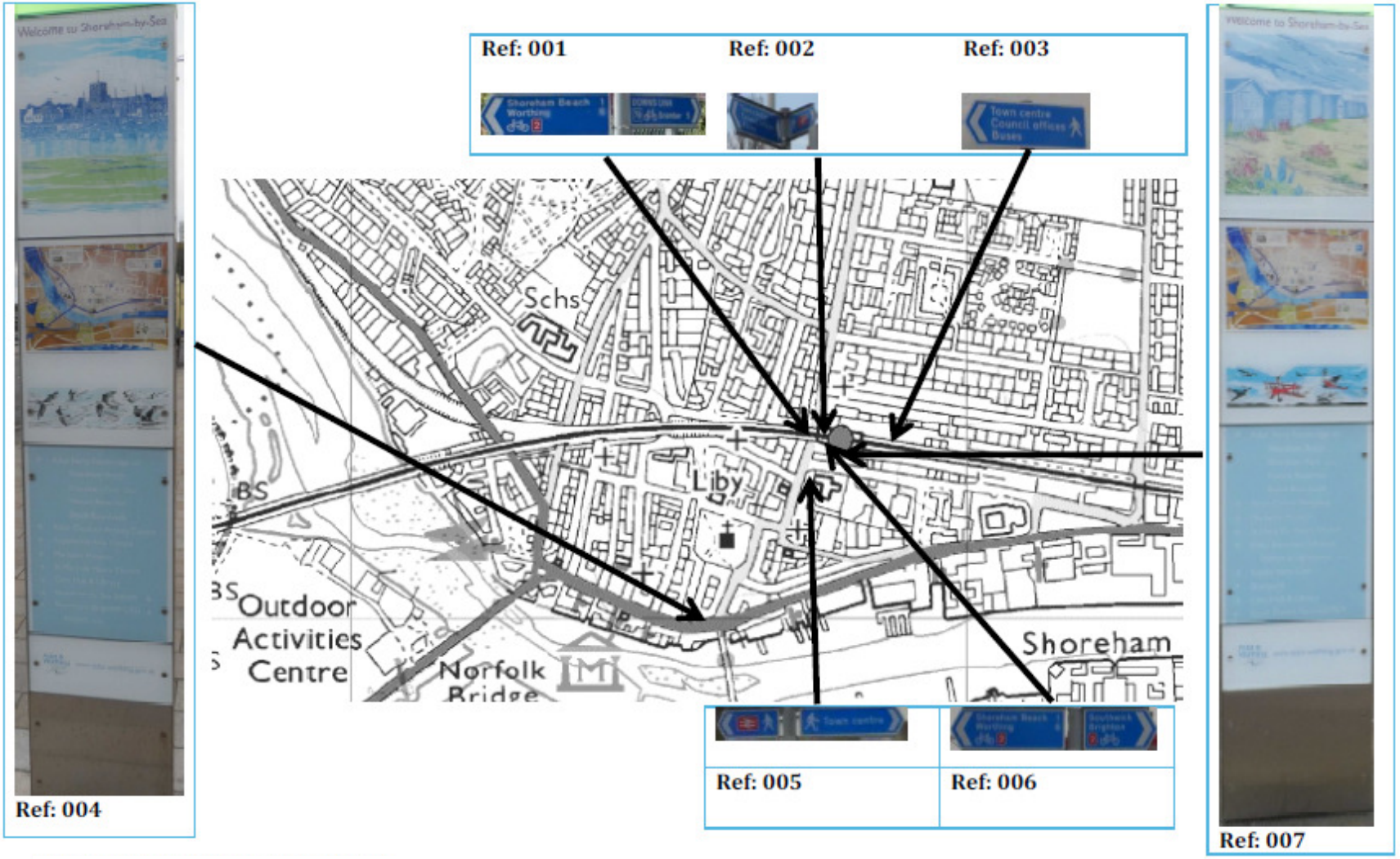
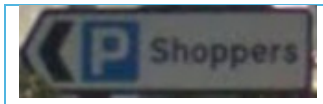


Figure 3.4 Existing Pedestrian Signage



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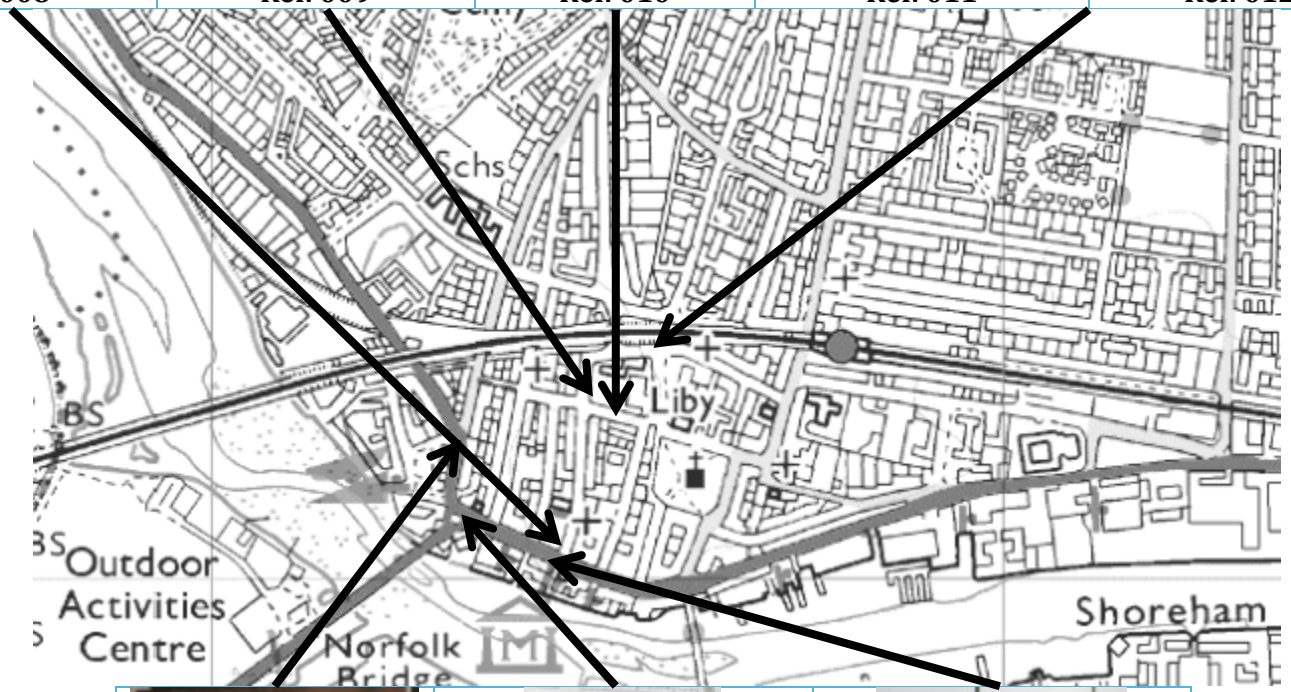

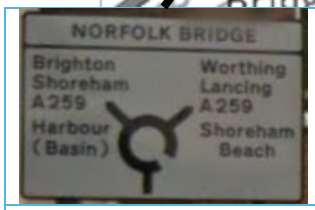

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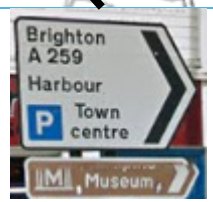

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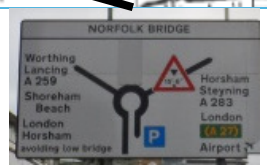

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Figure 3.5 Existing Local Vehicle Signage



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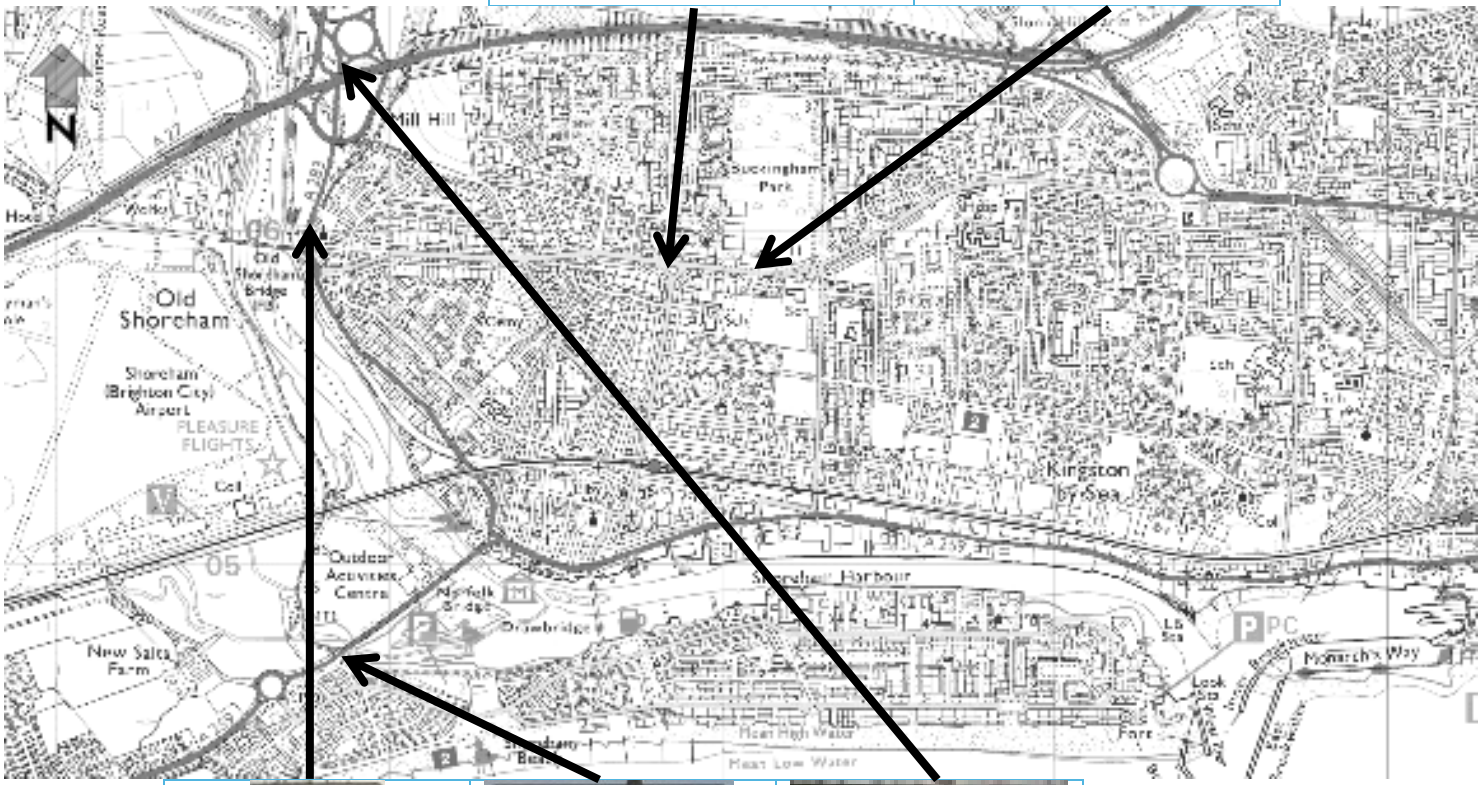



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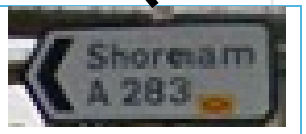

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Figure 3. 6 Existing Strategic Vehicle Signage

4. Summary and Proposals

4.1 Policies and Past Studies

4.1.1 As set out in the Emerging Adur Local Plan 2014 Pond Road has been highlighted for redevelopment. The redeveloped Shoreham Centre and relocation of ADC services from Ham Road forms part of this redevelopment but it is assumed that further development to the east side and vision for a public space will transform this further. Further plans to improve vehicle, pedestrian and cycle movements are set out in Shoreham Town Centre Study. The Shoreham Renaissance goes into more detail on these themes and others.

4.1.2 The Shoreham Harbour Streetscape Guide specifies a palette of materials to be used as part of regeneration for the area and includes signage in the form of finger posts and monoliths. This is supported with the proposed improvements to Ferry Road and car park.

4.1.3 It is evident that some of this strategy has come to life with the new Adur Ferry footbridge that has made much improvement to the link between Shoreham Beach and the High Street. This has been further complimented by monolith signs at East Street and the railway station. East Street is now pedestrianised to the church. As part of the Shoreham Town Centre Study WSCC are improving parking signage to car parks.

4.2 Street and Signage Audit

4.2.1 Key routes and intersections to The Shoreham Centre have been identified for all modes. The site is accessible from the surrounding residential areas, High Street and bus interchanges and railway station. A review of existing signage has shown the availability and quality of existing signage and this information can be used to identify gaps in decision making on journeys to the centre and the type of signage for future proposals.

4.3 Proposals

4.3.1 Proposed signage for The Shoreham Centre will need to assist staff and visitors to make directional decisions on routes that are comfortable and safe for users who travel to the site. The signage chosen needs to be understandable and legible and meet current signage legislation. Key routes have been identified from local residential areas and amenities that staff and visitors will use to access the site. The key routes have been identified from existing signage to and within the Town Centre.

4.3.2 As set out in recent studies and guidance the vision point towards a signage strategy for the Town Centre. As this has yet to be developed it is proposed that signage should complement the existing signage provision for the purpose of the redevelopment of The Shoreham Centre. The provision of fingerposts as set at in the Shoreham Harbour Streetscape Guide would not be keeping with the existing infrastructure and therefore be confusion for pedestrians and cyclists if implemented singularly. This is to be advised by the highway authority WSCC who will approve the signage proposals.

4.3.3 Gaps have been identified on decision making when entering the Town Centre for vehicles as only directed to the site from the junction of Western Road and Pond Road. There is existing signage from the High Street for the shopper parking on the site that also is the parking for the centre. It is proposed to combine both signage on one pole at the junction of John Street with the High Street and North Street and is shown in Appendix A attached.

4.3.4 From the north additional signage is required at the junction of Brunswick Road and Western Road and is shown in Appendix A attached.

4.3.5 For pedestrian signage, there is no existing provision except with the addition of monoliths at the railway station and at the High Street. The location is named as Civic Hub & Library on the monoliths and it is proposed to continue this so this is coordinated with proposed signage. Existing pedestrian signage is provided at the junction with Ham Road and Brunswick Road and is proposed to provide a third finger for the direction to the Civic Hub and Library. From the monolith at the High Street the route continues north along the pedestrianised East Street and a sign is proposed at the access to the church footpath and is shown in Appendix A.

4.3.6 For pedestrians on route from the north along Mill Lane and Southdown Road a further pedestrian sign is proposed on the lamp column abutting The Shoreham Centre stone wall at the junction of John Street/Western Road/Southdown Road is shown in Appendix A.

APPENDIX A

Sign Schedule

NOTES: **SCHEME: SHOREHAM CENTRE REDEVELOPMENT - SIGNING**

1 Material: All signs to be manufactured from Aluminium unless stated otherwise - Grade: DM = Diamond, HI = High Intensity (BS EN 12899-1 Class Ref 2) & NR = Non-Reflective

2 KEY: N = New, ER = Existing to Remain, R = Remove Sign only, RP = Remove sign and post and dispose, RR = Remove & Resite, A = Adjust insitu.

3 All posts to be erected with caps and baseplates, and signs with clips, unless stated otherwise.

4 ✓ External Illumination required for sign. WB = Wide based post (For electrical cutout/fuse)

5 Dimensions in mm or metres. Please refer to plans for location of signs and Drawing No. 721 for post installation details.

SIGN	KEY	SIGNPLATE INFORMATION								POSTS			FOUNDATIONS				INSTALLATION		REMARKS	PHOTO LOCATION
No.		Description	DfT.No.	Variant	x-ht	ht	wdth	area	Grade	No.	Type/Size	Length	Length	Width	Depth	Volume	post centr	Mounting Ht		
.		**See Dwg No:450-001**																	* to be agreed on site	
21	N	Directional sign			50	490	1050	0.51	Hi		CHS - 76mm Dia	4	600	600	600			2.3	Existing sign No.9 and post to be removed desposing post off site, Erect new post and fix new sign with existing sign No.9 to be fixed beneath (location is at the north-east footway of the crossroads of John Street and North Street)	
22	N	Pedestrian sign	2805	Via	30	180	520	0.09	Hi		Ex Lamp Column							2.3	New sign to be fixed to existing lamp column. (Location at the intersection of John Street and Western Road against stone wall).	
23	N	Directional sign			50	490	1050	0.51	Hi		CHS - 76mm Dia	4	600	600	600			2.3	New sign to erected on new post (Location eastern footway at the boundary of 36-38 Brunswick Road and 32-34 Brunswick Road).	
24	N	Directional sign			50	490	1050	0.51	Hi		CHS - 76mm Dia	4	600	600	600			2.3	Erect new post and fix new sign with existing sign No.8 fixed beneath (Location junction of High Street and John Street)	

Sign Schedule

NOTES: **SCHEME: SHOREHAM CENTRE REDEVELOPMENT - SIGNING**

1 Material: All signs to be manufactured from Aluminium unless stated otherwise - Grade: DM = Diamond, HI = High Intensity (BS EN 12899-1 Class Ref 2) & NR = Non-Reflective

2 KEY: N = New, ER = Existing to Remain, R = Remove Sign only, RP = Remove sign and post and dispose, RR = Remove & Resite, A = Adjust insitu.

3 All posts to be erected with caps and baseplates, and signs with clips, unless stated otherwise.

4 ✓ External Illumination required for sign. WB = Wide based post (For electrical cutout/fuse)

5 Dimensions in mm or metres. Please refer to plans for location of signs and Drawing No. 721 for post installation details.

SIGN	KEY	SIGNPLATE INFORMATION								POSTS			FOUNDATIONS				INSTALLATION		REMARKS	PHOTO LOCATION
No.		Description	DfT.No.	Variant	x-ht	ht	wdth	area	Grade	No.	Type/Size	Length	Length	Width	Depth	Volume	post centr	Mounting Ht		
25	N	Pedestrian sign	2805	Via	30	180	520	0.09	Hi		CHS - 76mm Dia	3.1	600	600	600			2.3	New sign to erected on new post (Location church access footpath)	
26	N	Pedestrian sign	2805	Via	30	180	520	0.09	Hi		Existing post							2.3	New sign to be fixed to existing post with sign No.5 beneath (Location at junction of Ham Road and Brunswick Road).	

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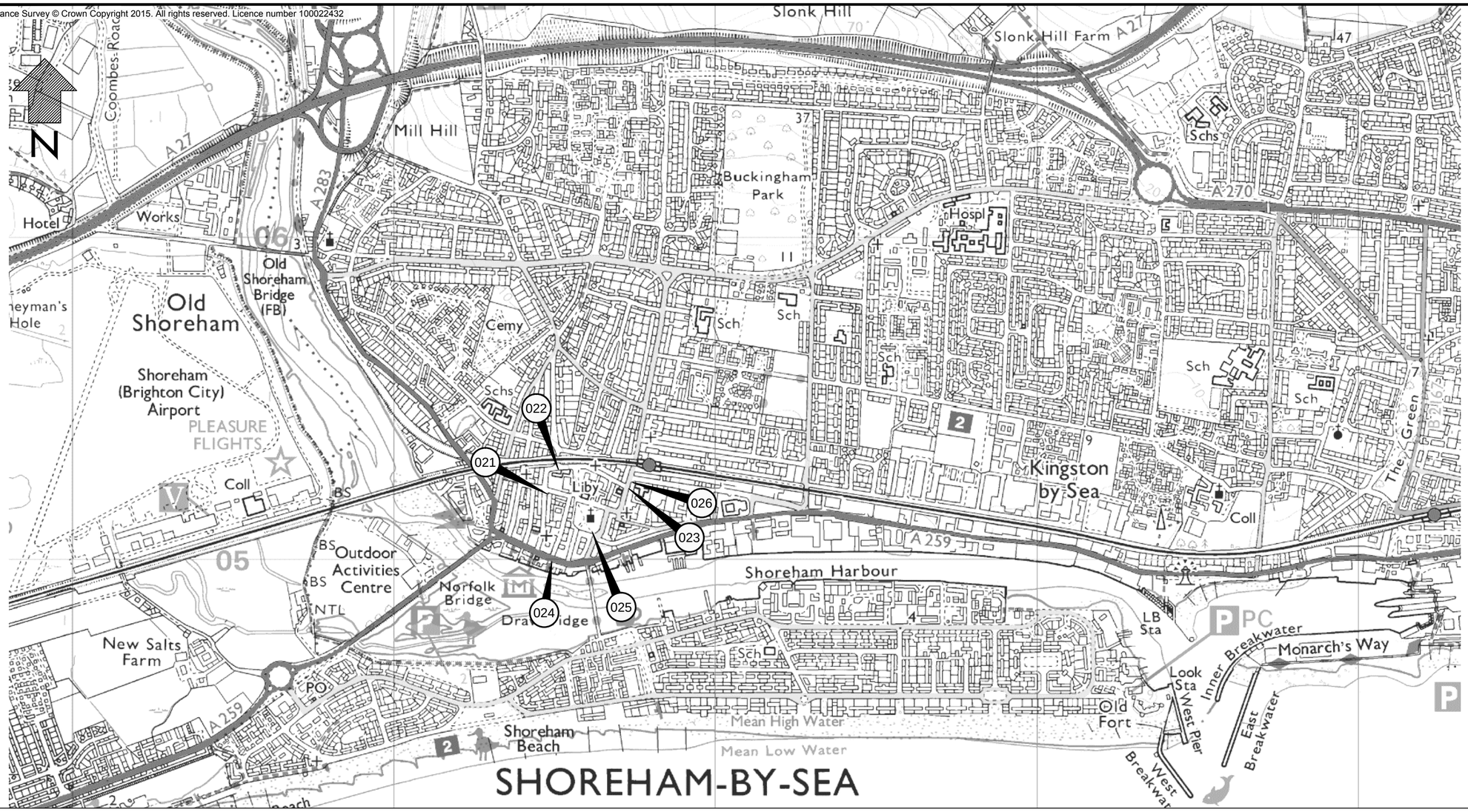

LEGEND

(1) SIGN REFERENCE No.

SIGN FACE DRAWING & DETAILS
Scale 1:10
High intensity reflectivity (BS EN 12899-1 Class Ref 2)

Colours: ☐ black on white
■ white on blue

SIGN No. 021 & 023
Dimensions (in mm)
Width: 1050
Height: 490
x-Heights: 50
Area: 0.51sq m



SIGN No. 024
Dimensions (in mm)
Width: 1050
Height: 490
x-Heights: 50
Area: 0.51sq m



SIGN No. 022 & 025
Dimensions (in mm)
Width: 520
Height: 180
x-Heights: 30
Area: 0.09 sq m



SIGN No. 026
Dimensions (in mm)
Width: 520
Height: 180
x-Heights: 30
Area: 0.09 sq m



NOTE:

TO BE READ IN CONJUNCTION WITH SIGN SCHEDULE

Rev	Date	Description	Drn	Chk	App
-	30/04/15	ORIGINAL ISSUE	AS	RP	RP

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Client WORKING ON BEHALF OF

the shoreham centre

Project

SHOREHAM CC

Drawing Title

PROPOSED SIGNS LOCATION PLAN

Drawing Status

FOR INFORMATION

Drawn	Designed	Date	Scale	Size
AS	RP	APR 2015	1:10,000	A2

Drawing No.	Rev
450-001	-