

1. Route Branding

An innovative new idea to trial alternative way finding systems with potential knock-on benefits for travel at night, maintenance costs and advantages for groups such as the visually impaired, very young or illiterate is nearing completion in Peterborough.

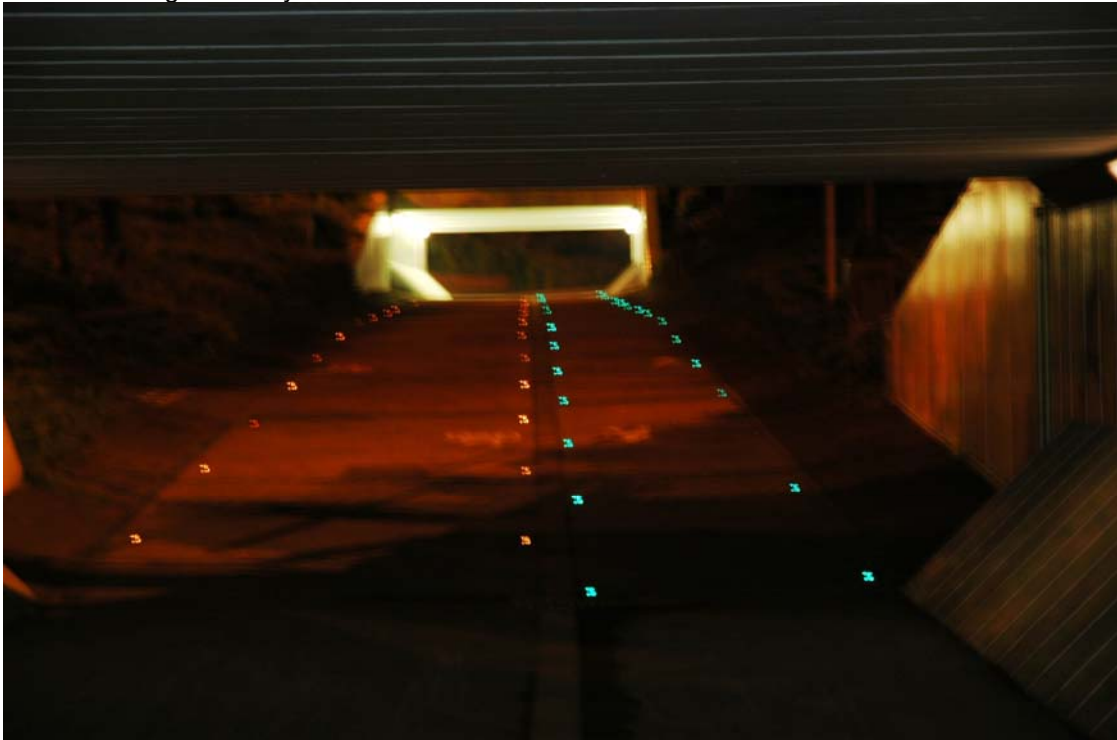
The approach involves the use of a combination of plaques, solar road studs and thermoplastic markers set into the footway to help guide pedestrians and cyclists on two routes in the city. Whilst the primary objective is to enhance way finding and reduce the likelihood of conflict between pedestrians and cyclists other potential benefits are being assessed. These are:

- The durability of these measures and hence reduction in maintenance costs to the Authority.
- Potential to reduce the quantity of conventional signage and implications for aesthetically sensitive areas.
- Changes to user perceptions, attitudes to personal safety and confidence.

Although the trials have not yet been fully implemented there has been a lot of public and media attention. Besides a number of articles in the local press and on radio there have been articles published in the Surveyor Magazine (29th June 2006) and Public Servant Magazine (August 2006).

Whilst it is still too early to gauge the success of these trials a number of other Authority's are showing an interest and some are reportedly considering trialling adaptations of this idea themselves.

Crescent Bridge Subway.



Route 1: Inner Urban Link – Rail Station to Cathedral.

Summary of main features

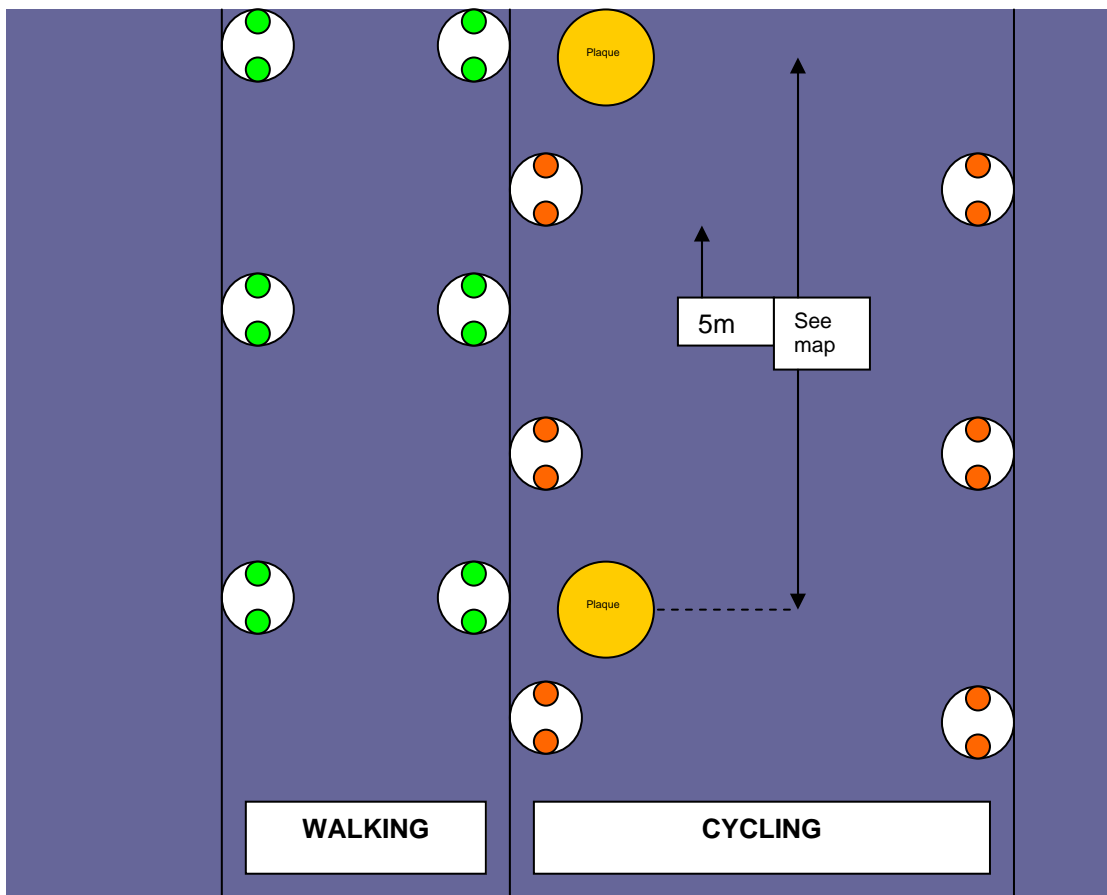
- Pavement plaques set into the footway giving directional information between Railway Station and Cathedral.
- Solar road studs set into the footway to act as a navigational aid during the night. The 'subway section' will be fitted with solar studs to demarcate the route and highlight the cycle and pedestrian lanes.
- 'Gateway feature' such as an archway at beginning of the route.

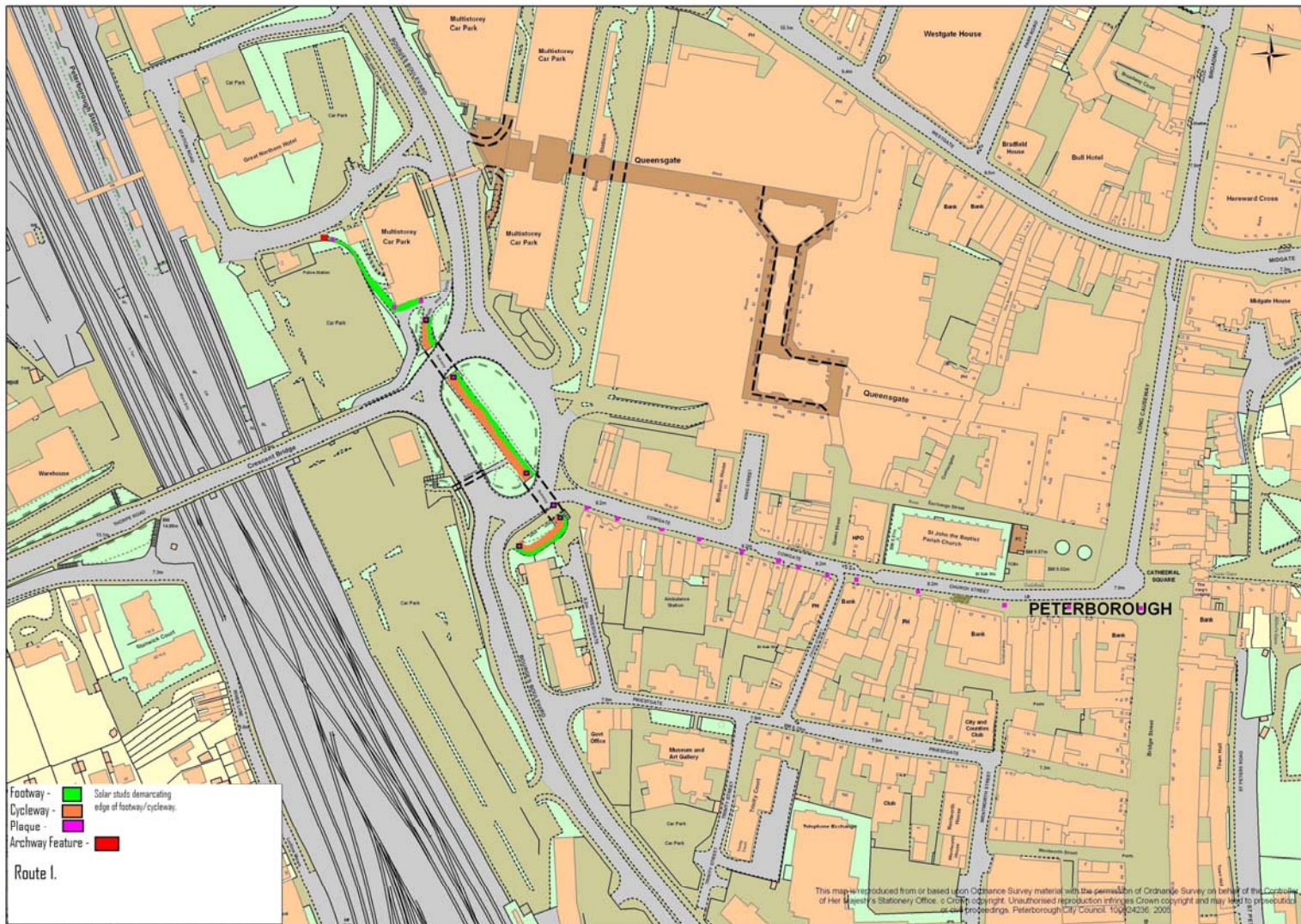


Benefits

- High quality footfall signage which is durable, aesthetically pleasing, different.
- Potential to reduce street clutter in the form of signage along a primary Historical Street frontage with associated cost savings.
- Improve navigation between key trip attractors, raise user confidence and create an interest factor.

Route 1





Route 2: Off-road, Shared-use Connector Route – Bretton Centre to Bretton Gate (via Ravensthorpe).

Summary of main features

- Combination of thermoplastic markers and solar road studs set into the footway to act as a navigational aid during day/night. Approx. 10m spacing.
- Archway features at beginning and end of route to provide additional information.

Benefits

- Durable and potential for reduced maintenance for a minimum of six years.
- Improves navigation at night along routes with no lighting.
- Improves navigation between residential area and city centre.
- Reduces need for signage.
- Creates 'interest factor', improves 'user confidence'.
- Can easily be removed and replaced during resurfacing/maintenance works.



Archway Sign Mock-up.



Route 2

