

# Crawley Borough Council

## Report to Overview and Scrutiny Commission 27 November 2017

### Report to Cabinet 29 November 2017

#### Town Centre Signage & Wayfinding

Report of the Head of Economic and Environmental Services, **PES/252**

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#### 1. Purpose

- 1.1 To note the findings of a signage and wayfinding audit in the town centre and the recommendations arising from that audit (Appendix A).
- 1.2 The report seeks Cabinet approval to draw down £180,000 from the approved Crawley Growth Programme budget of £2.8m.
- 1.3 The report requests that Cabinet grant delegated approval to the Head of Economic and Environmental Services in consultation with the Cabinet Member for Planning and Economic Development to agree the final design and placement locations of the signs.

#### 2 Recommendations

- 2.1 To the Overview and Scrutiny Commission:

That the Commission consider the report and decide what comments, if any, it wishes to submit to the Cabinet.

- 2.2 To the Cabinet

The Cabinet is recommended to:

- a) Note the findings and recommendations of the signage and wayfinding audit in the town centre.
- b) Delegate authority to the Head of Economic and Environmental Services in consultation with the Cabinet Member for Planning and Economic Development to spend up to the allocated budget of £180,000 on the Town Centre signage and Wayfinding project.
- c) Delegate authority to the Head of Economic and Environmental Services in consultation with the Cabinet Member for Planning and Economic Development to agree the final design and placement locations of the signs.

### **3 Reasons for the Recommendations**

- 3.1 This project will replace the town centre's existing tired and broken signage with modern, high quality and easily maintainable signage.
- 3.2 Effective wayfinding situated in suitable locations, and including maps, will enable residents and visitors to better navigate and explore the town centre.

### **4 Background**

- 4.1 The redevelopment of Queens Square presented an opportunity to replace the poor signage in this area with modern, informative and eye-catching signs.
- 4.2 This led to a wider review of signage across the town centre and highlighted a need to reconsider the provision, location and design of all signage in order to improve navigation and to encourage people to explore the whole town centre, encouraging a more even distribution of footfall.
- 4.3 The Town Centre Regeneration Programme includes high quality signage and wayfinding as a key priority in terms of marketing, branding and inward investment.
- 4.4 In April 2017, a design brief was issued and, following a robust procurement exercise, Wood and Wood were appointed to:-
  - a) undertake an audit of existing town centre signage and wayfinding;
  - b) identify improvements and make recommendations as to the numbers and placement of signage and wayfinding infrastructure across the town centre;
  - c) recommend designs for new town centre signage, based on a branding, philosophy and style, championed by the Town Centre Partnership Board.

### **5 Description of Issue to be resolved**

- 5.1 The town centre has been subject to considerable development since the formation of the new town and as a result, signage is somewhat fragmented and, in some areas, non-existent.
- 5.2 The current directional and informational signs in the town centre are unattractive, of poor quality and offer limited information.
- 5.3 Opportunities to promote and signpost key areas beyond the town centre boundary are lacking e.g. Manor Royal, Three Bridges, The Hawth, K2.

### **6 Information & Analysis Supporting Recommendation**

- 6.1 Wood and Wood identified 10 existing signs in the town centre (Appendix A, pages 2-4) which were in a variety of styles and condition. Following a number of site visits and desktop studies, they were able to identify the primary and secondary pedestrian route networks in the town centre and the

key locations or landmark sites that are featured. They also looked at car parks, cycle routes and public toilets (including the new Changing Places facility).

- 6.2 Wood and Wood have recommended the installation of 12 x monolith signs and 8 x finger posts and the proposed locations are shown in Appendix A - Draft Crawley Legibility Report, pages 7-10.
- 6.3 Wood and Wood have developed concept designs for the new signs, following new town centre branding guidelines, developed for the Town Centre Partnership. After broad consultation with town centre stakeholders, these designs have been refined, including an alternative design which better fits the character of the High Street conservation area, which has the endorsement of the Crawley Central Area Conservation Committee.
- 6.4 The design and locations of signs have been agreed in principle with West Sussex County Council's Highways Team.
- 6.5 The following stakeholders have been consulted on the proposed signage at various stages of design, and their feedback and comments have informed the final design proposals which are shown in Appendix A - Draft Crawley Legibility Report, pages 11-16:
  - Town Centre Partnership
  - Historic High Street Business Forum
  - Professional Services Business Forum
  - Crawley Central Area Conservation Committee
  - Town Access Group
  - Cabinet Member for Planning & Economic Development
  - Economic Regeneration Member Working Group (meeting on 12 July)
  - Community Services (Neighbourhood Services)
  - Development Management
  - Forward Planning
  - Community Services
  - Environment Team
  - West Sussex County Council (Highways)
  - West Sussex County Council via Growth Board
- 6.6 In response to specific comments received during the consultation period, the following action has been taken:
  - a) The content of the signs has been developed in accordance with best practice principles as used by towns and cities across the UK including London, Bristol, Manchester and Leeds to work to ensure they are as easy to read as possible and that the colours are contrasting. This will ensure the signs are dementia friendly.
  - b) The land at the Leisure Park is not owned by the council, and attempts to engage the leisure park in the consultation process have been unsuccessful. Therefore a new sign will be located at the nearest practical space at the northern end of the High Street, at a junction with the entrance to the Travelodge hotel. The Leisure Park itself is featured on

- the map and finger post signs in the area will direct people to and from the Park, highlighting its cinema, bowling and food and beverage outlets.
- c) QR codes are not widely used and the function to scan them is not included on new mobile devices as standard. Therefore, the decision has been taken not to include them on the new signs.
  - d) The signs have been designed to require the least amount of maintenance. Their stainless steel construction is easy to clean and does not show scratches easily. Consultation with Community Services assessed the cleaning required and what was possible within existing resources.
  - e) Extra stocks of the toughened glass panels will be kept in case of vandalism and new graphics can be printed and delivered within a matter of days.
  - f) The signs will feature 5 principal town centre retailers to add value where landmark buildings do not exist or are not obvious – e.g. Asda, Morrisons, Debenhams on the edge of the town centre. This will be an important means of facilitating wayfinding. If those retailers were to depart, we would simply update the glass panels. NB hotels have been included to assist tourists and visitors to find their way to their accommodation.
  - g) The signs will include the Crawley Borough Council logo.
  - h) Two of the twelve monolith signs will have “Crawley – A Place to Call Home”, however the others will include different brand straplines according to their location – e.g. “A Place to Enjoy” for Queens Square.
  - i) The signs have been thoroughly checked to ensure content is accurate with correct spelling.

## **7 Implications**

### **7.1 Staffing**

Resources are in place to manage the project and there are no additional staffing implications associated with these recommendations.

### **7.2 Financial**

The total cost of manufacture and installation of the town centre signage and wayfinding is £180,000, of this £50,000 would come from Section 106 Agreement funds, subject to the approvals process and the balance from useable capital receipts.

Regular cleaning and maintenance of the signs will be carried out by the Community Services (Neighbourhood Services) team using existing resources.

The cost of updating the content or design of the sign vinyls will be £430 per sign. This is likely to be required on an ad hoc basis every few years to ensure the information is up to date. The intention is for these costs to be funded from advertising income received from a new digital sign in Queens Square which, subject to planning permission, will be installed in the next few months.

### **7.3 Legal**

A contract will be entered into, following a robust procurement exercise, to install new signage across the town centre.

7.4 Equalities

Using best practice guidelines, and having consulted with the Town Access Group, new signage will be designed to improve legibility and accessibility of the town centre for all.

**8 Background Papers**

[Crawley Town Centre Regeneration Programme](#)

[Crawley Economic Growth Programme – report to Cabinet 4 October 2017 \(PES/259\)](#)

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# Crawley Town Centre Wayfinding Analysis

**Draft 6**

20 October 2017

# Existing Pedestrian Signage/ Removals



# Existing Pedestrian Signage/ Removals



Queensway, College Road junction



Queensway, The Pavement junction



Queens Square



High Street, Church Walk junction



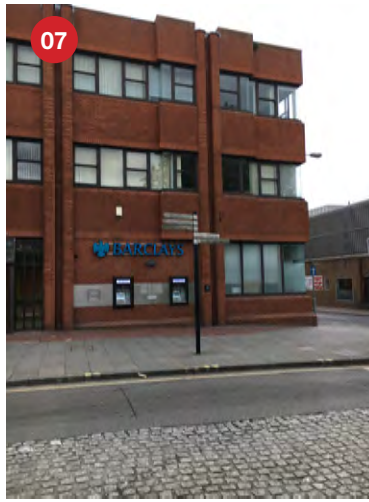
High Street



High Street, Broad Walk junction



Existing Pedestrian Signage/  
Removals



High Street, Orchard Street junction



High Street, The Boulevard junction



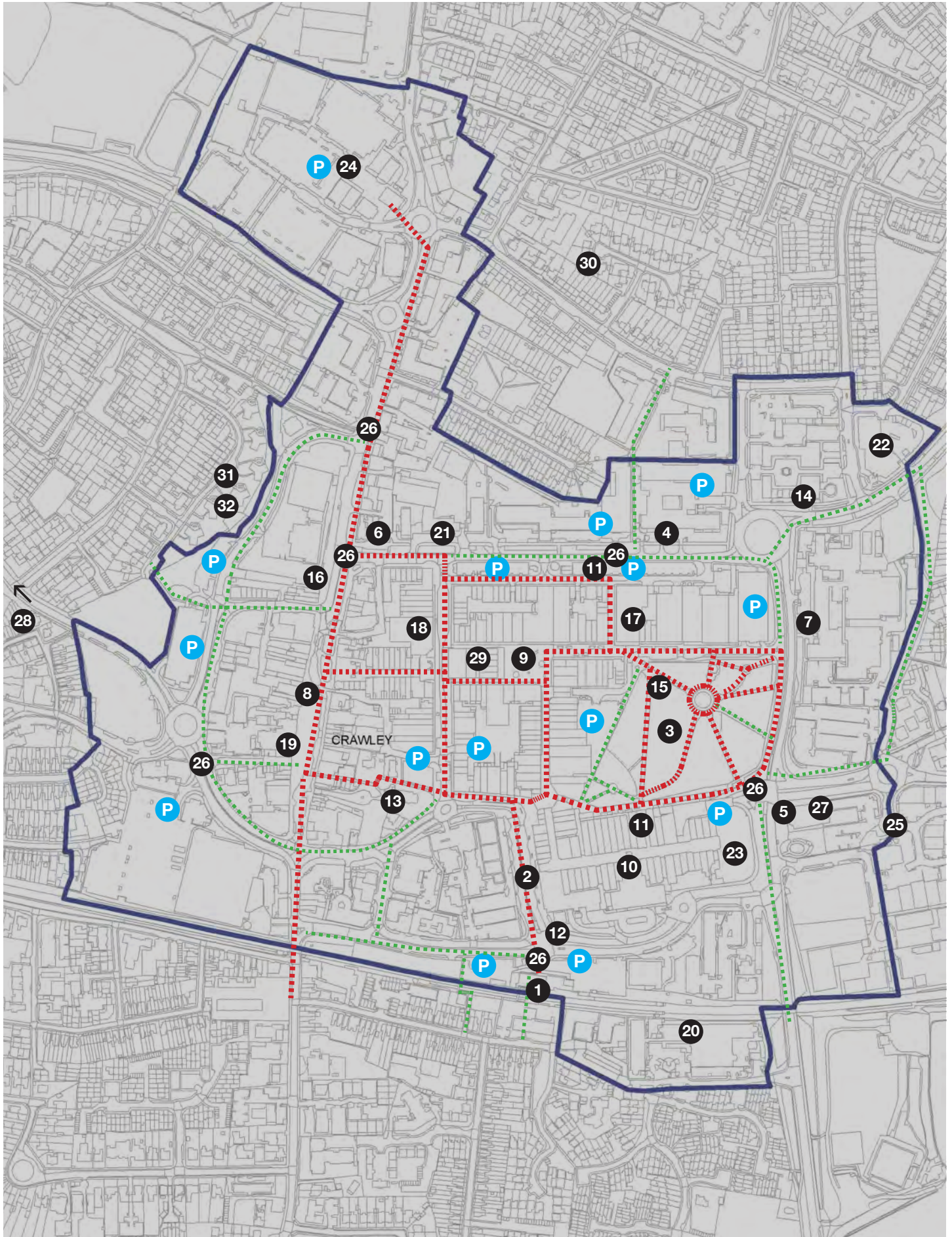
The Boulevard, The Broadway  
junction



The Broadway, Broad Walk junction

# Pedestrian Route Network

- Primary Route
- Secondary Route
- Project Area
- Car Park
- Destination/Landmark/Map Content



## Information Hierarchy

### Primary Destinations

*To be signed on fingerposts and node directional legends*

1. Crawley Railway Station
2. Bus Station
3. Memorial Gardens
4. Town Hall
5. Library
6. Crawley Museum
7. Central Sussex College
8. High Street
9. Queens Square
10. County Mall
11. Toilets
12. Changing Place

### Further Destinations

*To be included on town mapping*

- |                          |                        |
|--------------------------|------------------------|
| 13. St Johns Church      | 29. The Pavillion      |
| 14. Magistrates' Court   | 30. Dyers Almshouses   |
| 15. Bandstand            | 31. Sunnymead Flats    |
| 16. Morrisons            | 32. Conservation Areas |
| 17. Marks & Spencer      |                        |
| 18. Wilco                |                        |
| 19. The George           |                        |
| 20. Arora Hotel          |                        |
| 21. Post Office          |                        |
| 22. Police Station       |                        |
| 23. Debenhams            |                        |
| 24. Crawley Leisure Park |                        |
| 25. Denvale Trade Park   |                        |
| 26. Pedestrian Crossings |                        |
| 27. Register Office      |                        |
| 28. Crawley Hospital     |                        |

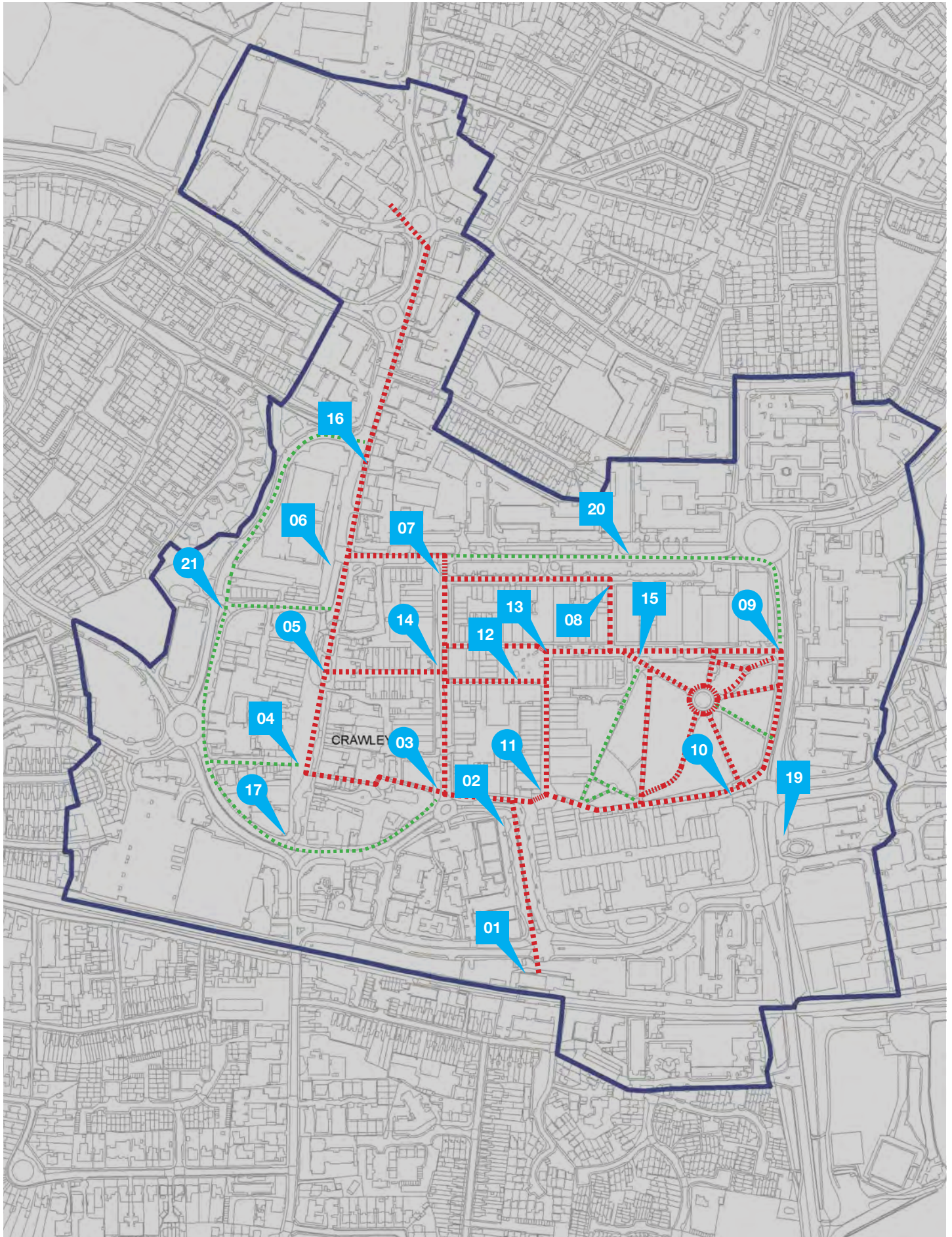
# Proposed Sign Locations at Key Decision Points



8 x Fingerposts



12 x Nodes



Proposed Sign Locations  
at Key Decision Points



Railway Station Forecourt



Bus Station/Friary Way



Junction Church Walk/Broadway



Junction Church Walk/High Street



Junction High Street/Broad Walk



Junction High Street/The Boulevard



Junction The Boulevard/The Broadway



Junction The Boulevard/Passageway



College Road/Entrance Memorial  
Gardens



Passageway adjacent to Memorial  
Gardens/County Mall



Junction Parkside/The Martlets



Queens Square



Queens Square



Junction The Broadway/Broad Walk



Queensway/Entrance Memorial Gardens



Junction London Road/Peglar Way

Proposed Sign Locations  
at Key Decision Points



Junction High Street/Peglar Way



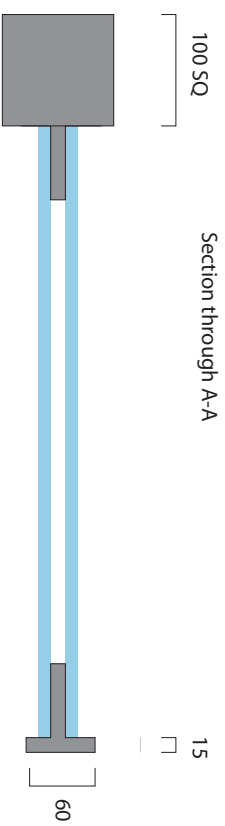
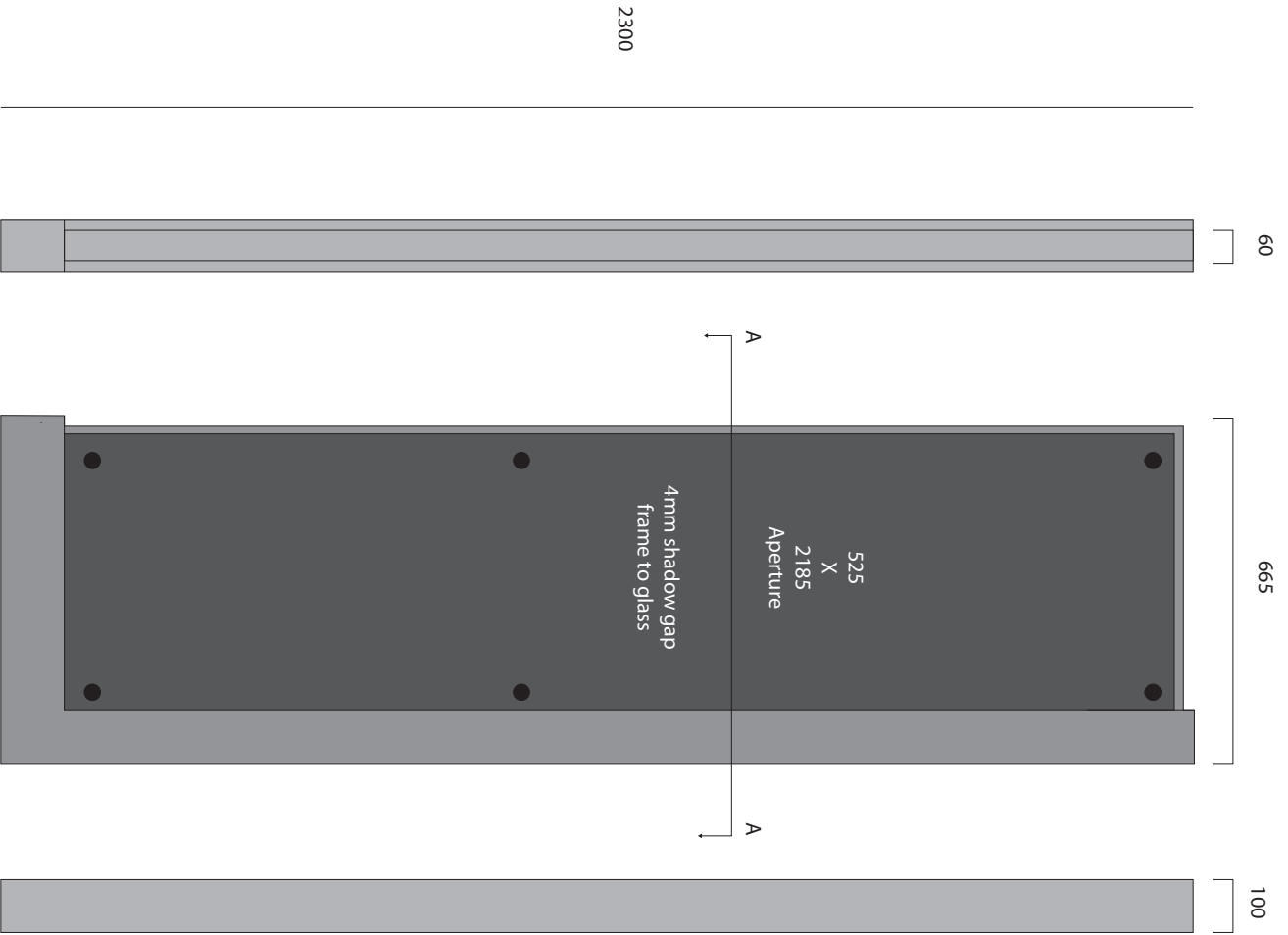
Crawley Library



The Boulevard/Town Hall



Peglar way



- Fabricated shot peened 316 grade stainless steel post and frame
- Reverse applied vinyl graphics behind low iron glass
- Countersunk glass anti-tamper fixings, powder coated RAL TBC
- Assume Scheme Quantities
- 11 x nodes
- 5 x fingerposts



# Queens Square

- ↑ Memorial Gardens
- ↑ Town Hall
- ↑ Crawley College


- County Mall →
-  Bus Station →
-  Changing Places →
-  Crawley Station →



**Crawley** A PLACE TO ENJOY

**Crawley**  
A PLACE TO ENJOY

# Historic High Street

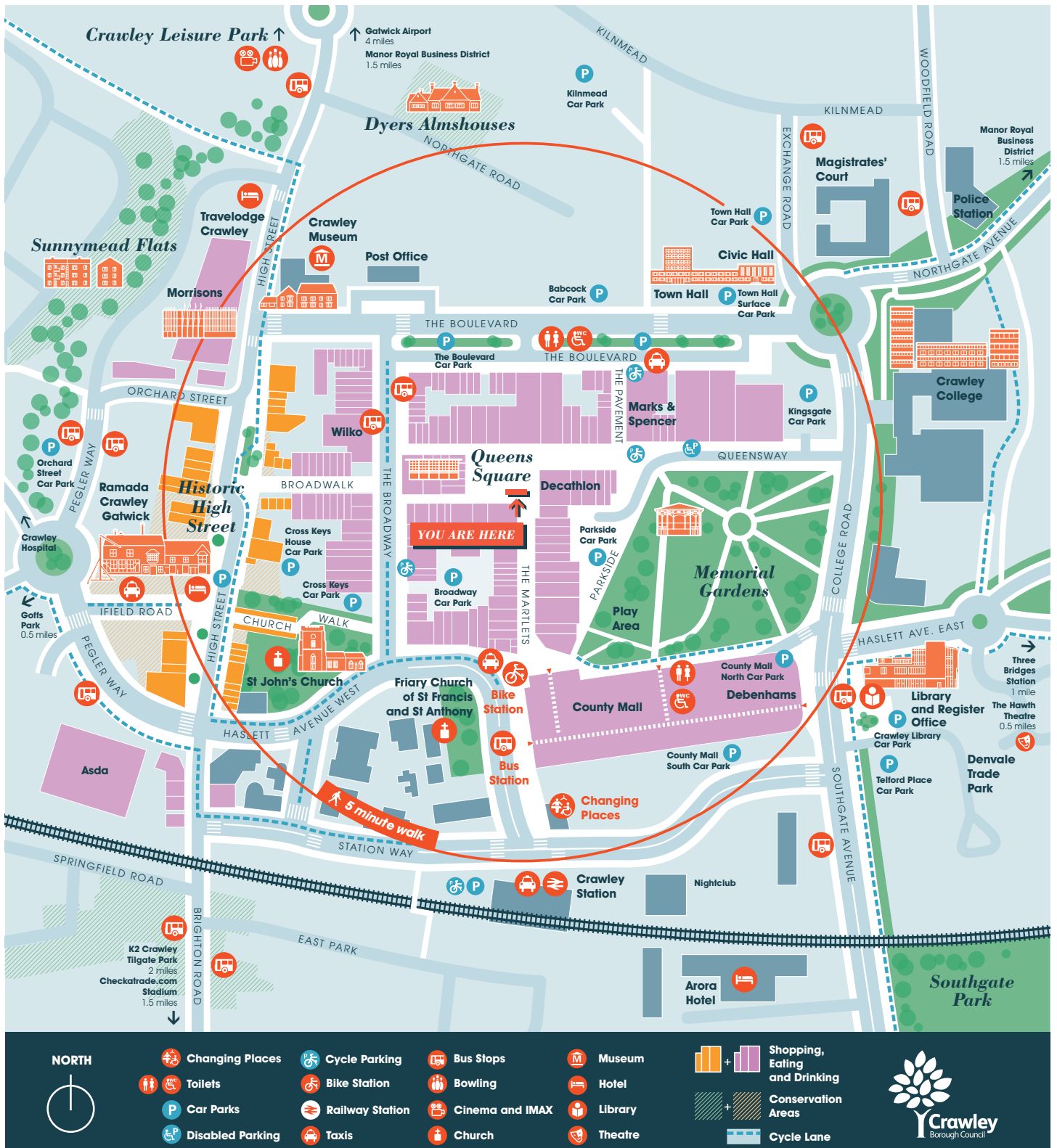
- ↑ Crawley Railway Station 
- ↑ Queens Square
- ↑ Memorial Gardens
- ← Church Walk
- ← Town Hall
- ← Central Sussex College



**Crawley** A PLACE TO ENJOY

**Crawley**  
A PLACE TO ENJOY

# Node Map





Crawley Museum



Post Office

Town Hall Car Park

Civic Hall

Babcock Car Park

Town Hall

Town Hall Surface Car Park

THE BOULEVARD



The Boulevard Car Park



THE BOULEVARD



Marks & Spencer

Kings Car Park

Wilko

Queens Square

Decathlon

QUEENSWAY

BROADWALK

**YOU ARE HERE**

Parkside Car Park



Memorial Gardens

Cross Keys House Car Park

Cross Keys Car Park

Broadway Car Park

PARKSIDE

Play Area

CHURCH WALK

THE MARTLETS

St John's Church

Friary Church of St Francis and St Anthony

Bike Station

County Mall

County Mall North Car Park

Debenhams

AVENUE WEST

Bus Station

County Mall South Car Park

5 minute walk

Changing Places

STATION WAY

Crawley Station

Nightclub

EAST PARK

# Fingerpost Concept

