ATKINS Maynard.

Woking Wayfinding Study

Comments from Stakeholder Workshop #1

July 2013

TRAVEL SMART in WOKING

CHOICES THAT HELP CUT CARBON, CALORIES AND COST

Surrey County Council working in partnership with other local organisations. Travel SMART funding is provided by the Department for Transport.

Comments Log

We have documented all of the comments and observations we received as part of the workshop which was held on 12th July and now present them in the following Comments Log.

Comments have been grouped together under the 3 main 'workstreams' of product design, map design and sign locations and within each of the categories the comments have been grouped together where they are making a similar point and also if the opinion received is contrary to another opinion we have received. Along with each individual comment there is also a response from the project team.

Product Design
The Lightbox
Town Square
Peacocks
Library
Christ Church
Shopmobility
Market
Toilets
Post Office
Buses
Taxis
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Comment	Response
• Route marker signs are a good idea.	Noted
• In terms of route markers on cycle routes it is necessary to engage with Woking Cycle Group.	When the route marker network is further developed it would be possible to liaise with the Woking Cycle Group.
• Any signs to aid cyclists should show distance rather than time.	This can be taken into account when producing the trail markers.
• New fingerposts should match existing new fingerposts (e.g.. like those in the town square). New fingerposts are included in the Commercial Way public realm works (phases 1 and 2a), the Bandstand Square redevelopment and the Market/Peacock Walk works.	We will look at the impact of this approach. How best this could be achieved and ensure that the future system is linked up with the existing and proposed fingerpost system.
• Do the signage materials provide sufficient contrast?	These signs meet best practice standards. A dark background with light text is highly legible. Once the design is finalised the legibility can be checked.
• Are the signs too high for somebody using a wheelchair?	The majority of information will be located between a height of 900mm and 1800mm on the sign, which is the area that those in wheelchairs can easily view. The information above 1800mm will be larger and the text height will allow people to read the information from a suitable distance away.
• The largest sign might be too big – even for the train station.	The largest sign is not key to the system. We will evaluate locations and only suggest the use of the largest sign if there is the space for it.

Comment	Response
• How easy is it to clean these signs/remove graffiti?	In the next few months we will be tendering for the product and will have more detailed information about the warranty that the manufacturers are willing to issue, in our experience these are around 7 years for the actual sign. The physical sign should last much longer, it is extremely robust and in London there are many examples of signs even being dug up, having the information replaced and then being reinstalled in a new area. The foundations and steel within the sign would have an expected minimum life of 25 years. The signs are easy to pressure wash clean and are extremely robust. Due to their permanence and location on key pedestrian routes they don't tend to attract much vandalism, and when they do they are easy to clean off. The only incident of significant damage that we are aware of took place in London where a sign was attacked with a pick axe and the only damage was small 50 pence sized holes, the affected panels were replaced, but the physical sign was fine.
• Would like more information about potential use of cover plates.	Once the detailed product design is completed we can circulate this information.
• Signs at car-parks may not be necessary.	This phase of the works includes the on-street signage and not mapping at car parks. If Woking Borough Council does not feel that pedestrian maps in car parks is required , this can simply not be funded by the borough.

Woking Station
Heathside
Woking Park
Leisure Centre
Woking Football Club
Map Design
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• Nervous about including shop names.	Shop names will be shown for long standing, landmarks shops that are useful for wayfinding. For example, Toys R Us, as it is a large store and useful for orientating your location in the town. It will not be used to highlight all of the retail units.
• The town centre map should stretch to the west so to include the restaurant area.	The local area map will extend into this area.
• Do you have a pictogram to use for hotels?	We can add this to the mapping if required.
• I like the pallet of colours – it works well.	Noted
• Distinction between public and private open space is required. Maybe only public space should be shown or a different shade of green used.	As the map is developed we can review the way that open space is shown.
• Is the shopping bag pictogram a universal symbol? • I think the cup symbol could be removed as it doubles the role of the knife & fork pictogram.	While the pictograms are still in development, we can note these comments and feed them into the design proccess. In the next workshop we can show the proposed designs and detail their proposed use.
• The Lightbox 'label' should also include the description 'museum & gallery'. • The Big Apple also requires a short description.	We agree that the name in itself is not too descriptive. This will be looked at in more detail for the possibility of an interpretive data box explaining The Lightbox and The Big Apple.
• Some of the trees in the public realm could be shown, e.g. Commercial Way.	Depending on the space available and the surrounding labels and details, a decision will be made to whether this detail would be shown. Generally however at the scale of the mapping used on the local area maps there wouldn't be room for this type of detail on paved areas and on street. Trees could however be shown within parks or in smaller clusters. When it is represented; it is shown by a block of green and would be surrounded by walls if it is inaccessible, we are avoiding showing individual trees as such detail doesn't lend it self to this scale of mapping.

• Why aren't we using yellow to highlight key buildings like the London example? It seems clearer and avoids the mix of red on key buildings and shopping parades.	The suggestion of using yellow has been raised by others. I believe that Atkins, based on their previous experience, have shied away from using this particular colour as it does not tend to stand out as much as some other colours and is therefore more difficult to see for those with vision impairments. There is a wide colour palette available to us so I am confident that the final range will be clearly distinguishable from each other. We will ensure that map sample prints for the next meeting are a true reflection of the actual colours selected and not dependent on which printer they come from.
• Could/should we show the shapes of the key/high rise buildings like London does? Namely the Centrium and/or New Central buildings. It was stated we were going to show the Martian, so key recognisable buildings fits in with that.	I understand that we are currently looking at providing some 2-d images of the most recognisable landmarks in each town. I don't see any reason why we cannot incorporate that suggestion.
• Please could we label Wolsey Place as Wolsey Place Shopping Centre, and The Big Apple as The Big Apple Entertainment Centre?	Your suggestions for naming these centres is noted and we will incorporate it into the mapping/directional information.
• Rail Station: On a small section of the parking area by the underpass, will soon be converted into a large bicycle parking area - that should really be shown. The Oriental Road cycle parking is opposite Travelodge, rather than at the junction.	Your comments relating to cycle parking are extremely helpful and are good to know when designing the map.

Sign Locations
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Comment	Response
• A sign is needed near the Toys 'r' Us store.	We have noted this comment and will look at exact sign locations in the next few weeks. We will present an update on the sign locations in the next workshop.
• The Mosque and Muslim burial ground will have significant redevelopment and therefore should be signed via the Canal.	Longer walking and cycling routes will be included in the trail markers along the canal in later phases of the scheme to the Muslim Burial Ground. We will look at how best to support routes to the Mosque using signage.
• We should direct people to Horsell Common.	Noted, however we are currently proposing signing people to this destination.
• Would prefer second arrival sign for the train station.	We have noted this comment and will look at exact sign locations in the next few weeks. We will present an update on the sign locations in the next workshop.
• Suggest that the town square sign be located at the top of Peacock Walk.	We will review the exact sign locations and will liaise with the borough and landowners to ensure that appropriate locations are found.
• Suggest it may be best to design signs with new development in mind – relevant directional information can be covered until appropriate time.	It is possible to temporarily cover up information, or update the sign at a relatively low cost. We can discuss which information is required with stakeholders.
• It is not worth putting any signs in Bandstand Square until that work is complete.	Noted
• Think further discussion is required with Moyallen regarding sign placements in areas which have recently been redeveloped, are currently under development or which are scheduled for redevelopment.	Noted
• I think the area to the West should be ignored for now.	The west of the town will likely be included in the second phase of the system. The first phase will likely include the town centre and might support routes south to Woking Park