

REVIEW OF PEDESTRIAN FINGERPOST SIGNING IN SALISBURY

1. Purpose of the Report

- 1.1. To report the findings of a review of the existing pedestrian fingerpost signage system in Salisbury City Centre and to recommend priorities for remedial action.

2. Background

- 2.1. The system of pedestrian fingerpost signage present in Salisbury City Centre was first installed in 1993 by Wiltshire County Council. The general premise of the pedestrian signage system when introduced was, and remains, to direct visitors to the city from the city centre car parks and railway station to the Market Square area where in each corner a sign would direct people to attractions in that quadrant of the city centre.
- 2.2. A review of the pedestrian signage system was undertaken by the Salisbury Joint Transportation Team in 1999. This resulted in the slight expansion of the pedestrian signage system as well as the undertaking of remedial works to resolve all issues identified through the review process. Following completion of the work in 1999 pedestrian fingerpost signage was provided at 44 locations across the city centre comprising over 200 individual fingerpost arms.
- 2.3. Since 1999 the pedestrian fingerpost system in Salisbury has only been subject to limited maintenance works and as a result a number of issues with the pedestrian signage system now exist. Such issues include broken signs, signs pointing the wrong way and their general poor appearance.
- 2.4. The issues with the pedestrian fingerpost signage system were brought to the attention of the Area Board in October 2011 following receipt of a report from the Salisbury Civic Society concerning this matter.

3. Main Considerations

- 3.1. Using paperwork filed following the review undertaken in 1999 it has been possible to determine what signage should be present at each of the 44 locations across the city centre where signs are provided. A visit of each location where a sign is situated was undertaken in January 2012 to determine what remedial work is required.
- 3.2. Enclosed as **Appendix A** is a table which outlines the location of each sign, what destinations should be signed and details of any issues with the sign to be

addressed as identified through the site survey work. Accompany **Appendix A** is a plan which shows the location of each of the pedestrian fingerposts.

3.3. The review of the pedestrian signage system identified three types of issues; these being:

- Broken/missing signs
- Signs pointing the wrong way
- General poor condition of the signs.

3.4. The primary function of a signage system is to guide people to and from a destination. A signage system with broken/missing signs or signs pointing in the wrong direction is failing on the most basic level. Resolving such issues within the pedestrian signage system in Salisbury City Centre should be considered the first priority for use of the funding allocated by the Area Board.

3.5. The report submitted by the Salisbury Civic Society also highlighted an issue with signage to the Arts Centre. Specifically, that signage for the Arts Centre currently ends at the junction of Queen Street and Blue Boar Row and when you exit Central Car Park; effectively abandoning people following the signs at these points. Additional signs completing a signed route to the Arts Centre are needed and their provision should be considered the second priority for use of the funding allocated by the Area Board, as they are in effect missing signs.

3.6. The general condition of the signs varies from good to poor. Signs in good condition require little more than a clean. Signs in poor condition require a mixture of removal of graffiti and the repainting of signs and sign posts. Resolving such issues would greatly improve the look of the pedestrian signage system and by association the city centre. However, resolving such issues should be considered the third priority for use of the funding allocated by the Area Board as they have no material impact on the function signage system.

4. Implications

4.1. Environmental Impact of the Proposals

Providing improved pedestrian facilities is one of the key aims of the council's Local Transport Plan in trying to reduce car dependency. The provision of improved pedestrian fingerpost signage will serve to meet this aim.

4.2. Financial Implications

At the Area Board meeting in November 2011 a Councillor led initiative was approved allocating £10,000 of funding towards undertaking remedial works to resolve issues with the pedestrian signage system upon completion of an officer review. This report outlines how this funding previously allocated will be utilised.

Funding from the Salisbury Area Board may only be spent within its community area. All proposed works will take place within the Salisbury Community Area.

4.3. Legal Implications

There are no specific Legal implications related to this report.

4.4. HR Implications

There are no specific HR implications related to this report.

4.5. Equality and Diversity Implications

There are no specific Equality and Inclusion implications related to this report.

5. Recommendation

5.1. It is recommended that:

- (i) All fingerposts with broken locking mechanisms, missing, broken or illegible fingers and missing finials, as highlighted in **Appendix A**, are replaced at a cost of £7750. This figure breaks down as £6315 for the supply of replacement sign posts and fingers, £1250 for the removal and disposal of existing sign posts and fingers and the installation of new sign posts and fingers and £185 delivery costs.
- (ii) Two additional signs are provided, one in Endless Street and one Castle Street, to complete signage of routes to the Arts Centre at a cost of £950. This breaks down as £600 for the supply of new sign posts and fingers and £350 for the installation of new sign posts and fingers.
- (iii) The local Highways Maintenance Office be requested to cut back foliage obstructing visibility of signs. This work can be undertaken from existing maintenance budgets.
- (iv) The local Streetscene Team be requested to clean all signs at a cost of £250.
- (v) The remaining budget of £1050 is held in contingency.

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Appendices:

- Appendix A - Pedestrian Signage Survey Notes - January 2012

Background papers:

- Report dated October 2011 from Salisbury Civic Society highlighting problems with pedestrian signage system in Salisbury.
- Minutes of Salisbury Area Board meeting dated 17th November 2011