

HAMPSHIRE COUNTY COUNCIL

Decision Report

Decision Maker:	Executive Member for Economy, Transport and Environment
Date:	5 November 2013
Title:	Project Appraisal: Hampshire County Council Local Sustainable Transport Fund Wayfinding Project
Reference:	5292
Report From:	Director of Economy, Transport and Environment

Contact name: Pete Boustred

Tel: 01962 832495

Email: peter.boustred@hants.gov.uk

1. Executive Summary

- 1.1. The purpose of this paper is to seek approval to implement the Hampshire County Council Local Sustainable Transport Fund (LSTF) Legible Cities Wayfinding Project. The project will deliver town/city centre pedestrian wayfinding information improvements, which will be implemented through a number of 'on-street totem maps' and finger posts located at key entry points in urban centres, for example at rail & bus stations, major car parks and at key decision points such as at major junctions which have high pedestrian footfall. This project is being delivered as part of the County Council's LSTF programme and is funded jointly from the Transport for South Hampshire LSTF and the Hampshire Sustainable Travel Towns LSTF.
- 1.2. For each urban centre across the county, the on-street totems will follow a consistent mapping scale, layout, style and colour pallet, in line with best practice, although subtle design variants have been considered so the new on-street totem maps fit in with the character of specific urban centres. Examples of the on-street totem maps and finger posts are shown in Appendices 1-4, with the maps designed as exterior frames with modular panels, which are branded to deliver a Hampshire County identity.
- 1.3. Eight towns (Basingstoke, Eastleigh, Fareham, Farnborough, Gosport, Havant, Romsey, Totton) and the city of Winchester were identified as the key urban centres to deliver wayfinding improvements.
- 1.4. The strategy for the quantum and placement of signs is dependent in part on the size, type and character of the urban centre and the existing directional information network within the urban centres. In the majority of cases the intention is for the on-street totem maps to be integrated with and complement any existing wayfinding signage.

- 1.5. The project was defined as part of the Hampshire County Council LSTF bids, and the Council has been working closely with its Transport for South Hampshire partners to develop a wayfinding project for Hampshire that is complementary to the similar wayfinding projects being implemented in Portsmouth and Southampton. Due to existing wayfinding projects already being developed in neighbouring authorities there was a strong business case to continue with the same product design in order to achieve efficiency savings. Alternative design options were therefore discounted.
- 1.6. A similar system has also been implemented under the Legible London scheme at a number of locations around the capital, with research indicating increased levels of walking, which in turn can lead to major benefits for the transport system, economy and public health.

2. Background

- 2.1. The majority of the main urban centres across Hampshire have an existing pedestrian wayfinding system which is based on the use of fingerposts. These existing systems are varied in terms of the coverage, style and quality so can result in the legibility of the urban centres being deficient. The existing fingerpost systems have their limitations as they can only point to about 10 destinations and rely on a few core routes. Whereas the 'Legible Style' on-street totem maps proposed can point to about 10 destinations as well as highlight hundreds of destinations and streets. It also allows people to create their own routes to explore the urban centres.
- 2.2. The main benefits of a legible style map based system is that it provides:
 - A system for all, presenting a wide range of destinations suitable for local residents, visitors and workers.
 - Mental mapping, filling in the common gaps in knowledge.
 - Human scale, providing an estimate of walk times.
 - Encourages walking as a healthy and free form of exercise.
 - Accessibility, showing accessible routes, steps, ramps and gradients.
- 2.3. A key component of the map based system is the mapping that is produced that is bespoke to each town and is developed royalty free. This gives Hampshire County Council the ability to utilise the mapping not just for the on-street totems but for a range of complementary mediums that will enhance the overall legibility of the main urban centres. This includes:
 - Pedestrian signage
 - Visitor guidebooks
 - Shopping guides

- Printed walking maps
- Car park vicinity maps
- Websites
- Mobile applications

3. Finance

3.1. Funding has been secured in the main from central government through the Local Sustainable Transport Fund (LSTF). Hampshire County Council bid successfully for this funding. Monies must be spent in the 2013/14 and 2014/15 financial years and the monies must be spent on pedestrian wayfinding measures. The funding is split geographically across the county as follows:

3.2. TfSH LSTF Funding: £330,000 (capital) to deliver wayfinding improvements in Eastleigh, Fareham, Gosport, Havant, Romsey, Totton.

3.3. Hampshire County Council Quality Enhancement Programme: £75,000 (capital) to fund the delivery of the wayfinding improvements in Basingstoke and Farnborough.

3.4. HSTT LSTF Funding: £110,000 (capital) to deliver wayfinding improvements in Basingstoke, Farnborough and Winchester.

	<u>Estimates</u>	<u>£'000</u>	<u>% of total</u>	<u>Funds Available</u>	<u>£'000</u>
	Design Fee	221		HCC TfSH LSTF	330
	Client Fee	5		HCC HSTT LSTF (capital)	110
	Supervision	10		HCC QEP	75
	Construction	279			
	Land	0			
	Total	515		Total	515

	<u>Revenue Implications</u>	<u>£'000</u>	<u>% Variation to Committee's budget</u>
	Net Revenue Expenditure	12	0.011
	Capital Charges	12	0.008

3.5. In addition there is £20,000 revenue HSTT LSTF funding to provide revenue support to the wayfinding improvements in Basingstoke, Farnborough and Winchester.

3.6. Maintenance funding has been secured from the Hampshire County Council Commuted funds budget. This will fund the following:

- £15,000 for routine maintenance. This is based on 10 year lifecycle of the asset. A £1,500 annual budget will be therefore available to undertake the routine maintenance which is forecast as sufficient to maintain the projected 65 new on-street totem units being implemented as part of the project.
- £15,000 for structural repairs has been allocated. This will be used for unforeseen repairs to the product. The modular construction ensures sections of the street furniture can be replaced as required as opposed to having to replace the entire product.

4. Programme

4.1. **Phase 1** will focus on delivering wayfinding improvements to the urban areas of Winchester, Eastleigh, Totton, Romsey, Fareham, Gosport and Havant, with programmed delivery for 2013/14. Installation of the new street furniture is programmed to begin in January 2014.

4.2. **Phase 2** will focus on wayfinding improvements in Farnborough and Basingstoke, with programmed delivery for summer 2014.

4.3. **Phase 3** of the project will then consider the possibility of additional wayfinding improvements in secondary urban centres and potentially expand phase 1 & 2 works. No funding for this work has been committed at this stage.

4.4. Hampshire County Council will be sharing the same signage supplier as Southampton City Council, which is the lead authority with respect to the procurement of the signage supplier. The County Council is able to enter into a contract with a supplier using the framework arrangements procured by Southampton City Council.

5. Scheme Details

5.1. The project is focussed on the implementation of a wayfinding system which consists of two primary elements of new street furniture – the on-street totem map and the finger posts.

5.2. Firstly, the on-street totem maps are used to display the mapping of the urban centre. This will be located at key arrival points. Users will be able to identify their location on the maps and explore what attractions are accessible on foot

before starting their journey. An index will allow users to quickly find an attraction, and there is also scope for the totems to display other useful travel information and general local information/ tourist information etc. Key destinations where the on-street totem maps will be located include rail and bus stations, car parks, key visitor attractions and major pedestrian interchanges.

- 5.3. The on-street totems are available in two sizes and this caters for the differing demands at specific locations where the larger size will be better suited to the busier pedestrian areas/arrival points, e.g. railway stations. Appendix 1-4 provides information on the products.
- 5.4. The finger posts will then be used to reaffirm the routes pedestrians plan to make and aim to complement the on-street totem maps. Subject to the existing network and quality of fingerposts in each of the urban centres some towns will see a complete replacement of all fingerposts applying the new style, as shown in appendix 1-4, whilst other towns will see the on-street totem maps become integrated with the existing fingerpost provision.

6. Departures from Standards

- 6.1. N/A

7. Community Engagement

- 7.1. Hampshire County Council has been working closely with each of the districts/boroughs on the project, and all the Local Planning Authorities support the project and are actively part of the project team.
- 7.2. Engagement with the wider community has taken place through a series of workshop meetings. Key groups, such as town centre interest groups, environmental/heritage action groups, disabled access groups, cycling groups and business forums were invited to view the draft base maps and new street furniture and make comment on the base mapping. District/borough and Hampshire County Council members were also invited to the events and given the opportunity of a separate briefing.
- 7.3. Community engagement has been vital to ensure the detail of the base maps accurately represents what each of the urban centres has to offer and to ensure wider buy-in for the project. The input received has been varied and detailed and has resulted in useful updates to the mapping. In all cases the community groups consulted have been supportive of the project and its objectives.

8. Statutory Procedures

- 8.1. Appropriate planning consents will be sought where required.

9. Land Requirements

- 9.1. The siting of the new street furniture is predominantly on Hampshire County Council owned highway land. There are a number of locations that will require the new street furniture to be placed on land owned by the Local Planning Authorities or land owned by Network Rail (on railway station forecourts). In both instances the risk to delivery is minimal and both third party land owners are stakeholders in the project and are supportive of the proposals.

10. Maintenance Implications

- 10.1. Maintenance of the new infrastructure will fall under three main categories:

a) Updates to the mapping information: As a result of future development and changes to land uses there will be a need to update the mapping. It is anticipated that any updating of the maps due to urban redevelopments would be funded by either Hampshire County Council's 106 developer contributions or County Council commuted sums.

b) Routine maintenance: This relates to the general cleaning, dealing with graffiti, vandalism. This will be the responsibility of the districts and/ or town council. Discussions with the districts have taken place and the districts are amenable to this approach in principle, subject to terms and the provision of a commuted sum. This approach would be consistent with the districts' existing street cleansing obligations for similar street furniture on the highway, e.g. existing street maps and finger posts. Experience from Southampton City Council on their wayfinding installations suggests the totem map design with flush panels makes them relatively easy to clean and maintain with accidental and intentional damage (vandalism) being rare.

Hampshire County Council Highways Teams would be requested to undertake routine checks of the wayfinding street furniture as part of their standard highway inspections and asked to report defects to Hampshire County Council Strategic Transport.

c) Structural repairs: This relates to damage resulting in panel replacements and map updates. Any structural repairs as a result of damage or any upgrades/ updates will be the responsibility of Hampshire County Council who will retain ownership of the asset in the short term whilst the LSTF project is being delivered, which will be completed by March 2015. Post March 2015 the maintenance arrangements outlined above will be reviewed with the option being that the districts or town council will be transferred the ownership of the assets and be responsible for the routine and structural repairs.

- 10.2. Maintenance Funding (revenue) has been secured from the Hampshire County Council S106 Commuted Maintenance budget as described in the finance section.

11. Recommendations

- 11.1. That approval be given to the Project Appraisal for the delivery of the Hampshire County Council Local Sustainable Transport Fund (LSTF) Wayfinding project, which will deliver a key component of the wider Hampshire County Council LSTF programme.
- 11.2. That approval be given to enter into a contract under the Southampton City Council framework agreement, which is a joint procurement exercise between Hampshire County Council, Southampton City Council and Portsmouth City Council.

LTP3 Priorities and Policy Objectives

3 Priorities

- To support economic growth by ensuring the safety, soundness and efficiency of the transport network in Hampshire
- Provide a safe, well maintained and more resilient road network in Hampshire
- Manage traffic to maximise the efficiency of existing network capacity, improving journey time reliability and reducing emissions, to support the efficient and sustainable movement of people and goods

14 Policy Objectives

- Improve road safety (through delivery of casualty reduction and speed management)
- Efficient management of parking provision (on and off street, including servicing)
- Support use of new transport technologies (i.e. Smartcards; RTI; electric vehicle charging points)
- Work with operators to grow bus travel and remove barriers to access
- Support community transport provision to maintain 'safety net' of basic access to services
- Improve access to rail stations, and improve parking and station facilities
- Provide a home to school transport service that meets changing curriculum needs
- Improve co-ordination and integration between travel modes through interchange improvements
- Apply 'Manual for Streets' design principles to support a better balance between traffic and community life
- Improve air quality

- Reduce the need to travel, through technology and Smarter Choices measures
- Promote walking and cycling to provide a healthy alternative to the car for short local journeys to work, local services or school
- Develop Bus Rapid Transit and high quality public transport in South Hampshire, to reduce car dependence and improve journey time reliability
- Outline and implement a long term transport strategy to enable sustainable development in major growth areas

Other

Please list any other targets (i.e. National Indicators, non LTP) to which this scheme will contribute.

CORPORATE OR LEGAL INFORMATION:**Links to the Corporate Strategy**

Hampshire safer and more secure for all:	no
Corporate Improvement plan link number (if appropriate):	
Maximising well-being:	yes
Corporate Improvement plan link number (if appropriate):	
Enhancing our quality of place:	yes
Corporate Improvement plan link number (if appropriate):	

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

DocumentLocation

None

IMPACT ASSESSMENTS:

1. Equalities Impact Assessment:

- 1.1 The proposals in this report have been developed with due regard to the requirements of the Equality Act 2010, including the Public Sector Equality Duty and the Council's equality objectives. The website contains a summary [assessment of the impacts](#) on i) Developing Hampshire's highway network and transport system ii) Reduce barriers to sustainable economic growth across Hampshire iii) Maximise regeneration in Hampshire.
- 1.2 It is considered that the issues covered by this report will not have impacts requiring further specific actions by the Council above those already established in its existing policies and working procedures.

2. Impact on Crime and Disorder:

- 2.1. N/A

3. Climate Change:

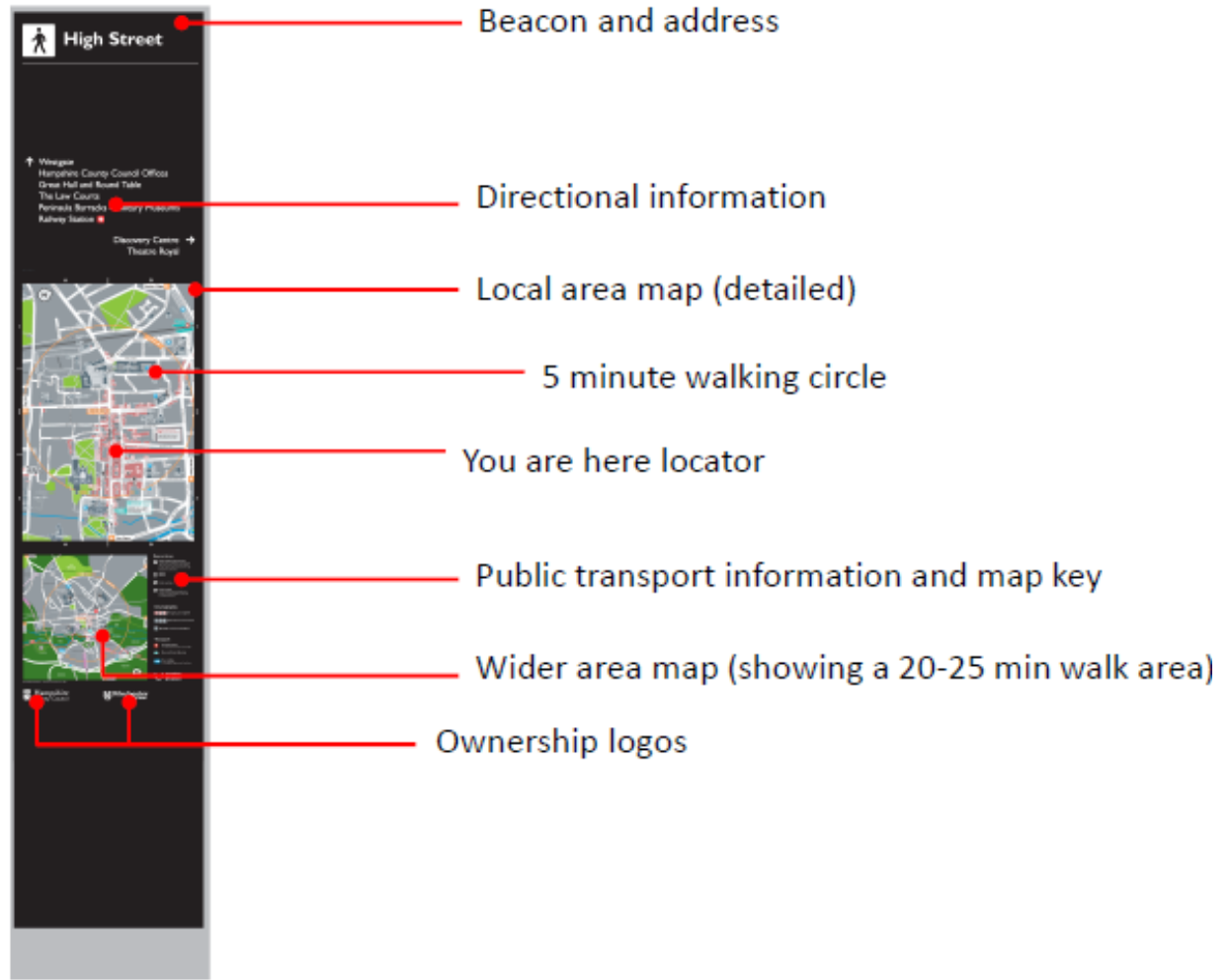
- 3.1 How does what is being proposed impact on our carbon footprint / energy consumption?
- 3.2 How does what is being proposed consider the need to adapt to climate change, and be resilient to its longer term impacts?

The HCC wayfinding project will promote the accessibility of Hampshire main urban centres and highlight the key facilities and services that can be accessed on foot. This will promote walking as a viable alternative to the private car for shorter journeys and subsequently work towards reducing Hampshire carbon footprint.

Appendix 1- Example of Street Furniture



Appendix 2 – Totem Features



Appendix 3 – Example of cartography

