

HAMPSHIRE COUNTY COUNCIL

Officer Decision Record

Decision Maker:	Director of Economy, Transport and Environment
Title:	Andover: Wayfinding

Contact name: Mini Sreekumar

Tel: 02380 427604

Email: mini.sreekumar@hants.gov.uk

1. The decision:

- 1.1 That the Director approves the details of the Andover: Wayfinding, as set out in this paper.
- 1.2 That the Director gives approval to procure, spend and enter into necessary contractual arrangements to implement this scheme, at a total estimated cost of £93K, to be funded from Developer Contributions.
- 1.3 That the Director approves this addition to the Capital Programme at a value of £93K.

2. Reason(s) for the decision:

- 2.1 To improve the legibility of Andover town centre by highlighting key facilities and attractions and promoting access to these facilities by foot. The scheme will support the town's regeneration, economic development and vitality through enhancing the visitor experience.
- 2.2 The scheme supports the ambition of Andover for a thriving town centre with well connected communities, access to attractive green spaces and an enhanced visitor experience to better support business, jobs and skills in the town as set out in Andover Vision Strategy for 2017-2037.
- 2.3 The scheme compliments the on-going development including the recent improvements to the town centre.

3. Other options considered and rejected:

- 3.1 Do nothing. This option was discounted due to the need for improved directional information in Andover to assist pedestrians when navigating to key destinations around the town.
- 3.2 Andover town centre has a number of existing 'heritage style' fingerposts. Options of using other pedestrian signage were considered for this scheme; however, they were rejected as there was a desire to retain the existing sign

infrastructure as it was fit for purpose, and replacing them would have been more expensive.

4. Conflicts of interest:

4.1 Conflicts of interest declared by an Executive Member who is consulted by the officer which relates to the decision:


None.

5. Dispensation granted by the Head of Paid Service:

None.

6. Supporting Information:

None.

Approved by:  ----- Stuart Jarvis Director of Economy, Transport and Environment	Date: <u>15th December 2017.</u>
--	---

HAMPSHIRE COUNTY COUNCIL

Decision Report

Decision Maker:	Director of Economy, Transport and Environment
Title:	Andover : Wayfinding

Contact name: Mini Sreekumar

Tel: 02380 427604

Email: Mini.sreekumar@hants.gov.uk

1. Executive Summary

- 1.1 The purpose of this paper is to seek approval to implement the Wayfinding Project in Andover. The project will deliver Andover town centre pedestrian wayfinding information improvements, implemented through a number of 'on-street totem maps' and finger posts located at key points. This will include the rail & bus stations, major car parks and junctions with high pedestrian footfall.
- 1.2 The on-street totems will follow a consistent mapping scale, layout, style and colour pallet, in line with best practice. Subtle design variants have been considered so that the new on-street totem maps will fit in with the character of the town centre landscape. Examples of the on-street totem maps and finger posts are shown in Appendices 1-3.
- 1.3 Corridor-wide wayfinding signs and totem installations were carried out and completed under the title 'TfSH LSTF Legible Cities' in Fareham, Gosport, Eastleigh, Winchester, Havant, Totton and Farnborough in 2014/15. A similar system was also successfully implemented under the Legible London scheme at a number of locations around the capital with research indicating increased levels of walking. This increase in walking can lead to major benefits for the transport system, economy and public health.

2. Background

- 2.1 There is some existing pedestrian wayfinding information in Andover, which is primarily based on the use of fingerposts and this varies in terms of the coverage, style and quality. This variance reduces legibility and user awareness which ultimately affects pedestrian confidence when walking from core routes to explore the wider opportunities and attractions the town centre has to offer. The introduction of new 'Legible Style' on-street totem maps with the provision for multiple destination routing, allows a far greater range of destinations and streets to be displayed. This will also allow people the option to create their own routes to explore the town centre.

3. Finance

The design fee of £36,000 is payable to Atkins for their completed design works.

3.1	<u>Estimates</u>	<u>£'000</u>	<u>% of total</u>	<u>Funds Available</u>	<u>£'000</u>
	Design Fee	36	39	Developer contributions	93
	Client Fee	13	14		
	Supervision	3	3		
	Construction	41	44		
	Land	0	0		
	Total	<u>93</u>	<u>100</u>	Total	<u>93</u>

3.2	<u>Revenue Implications</u>	<u>£'000</u>	<u>% Variation to Committee's budget</u>
	Net increase in maintenance expenditure	2	0.002%
	Capital Charges (Depreciation and notional interest charges)	9	0.006%

4. Programme

	Gateway Stage			
	3 - Project Appraisal	Start on site	End on site	4 - Review
Date (mm/yy)	12/17	02/18	03/18	03/19

5. Scheme Details

5.1 The wayfinding system consists of two primary elements of new street furniture

- On-street totem maps.
- Finger post signs.

5.2 On-street totem maps will be used to display mapping of the town centre and will be located at key arrival points. The totems will allow users to identify their location on the map and then choose which attractions are accessible to visit by foot before continuing their journey. An index will allow users to quickly find key locations and there is also scope for the totems to display other useful information such as tourist attractions and local information etc. Key destinations where the on-street totem maps will be located include: rail station, car parks, key visitor attractions and major pedestrian interchanges.

5.3 Finger posts will reaffirm the routes pedestrians have chosen to take and complement the on-street totem maps.

5.4 The main benefits of the new wayfinding system are that it;

- allows presentation of a wide range of destinations suitable for local residents, visitors and workers.
- presents information on a human scale with estimated walk times
- promotes and encourages walking, enables improved accessibility guidance, showing accessible routes, steps and ramps etc.

5.5 A key component of the map based system is that the mapping is developed royalty free. In addition to the on-street totems, the maps can be reproduced cost free from a range of complementary mediums including flyers and posters etc. This would further enhance the overall legibility of the town centre routes, attractions and destinations.

5.6 The installation will be carried out by Hampshire County Council's Wayfinding Frameworks contractor, who delivered the initial tranche of wayfinding schemes in Hampshire. The Framework Contract ceases on 22nd December 2017 and the order to the contractor should be placed before this date in order to ensure delivery for early next year.

6. Departures from Standards

6.1 None

7. Community Engagement

- 7.1 The County Member's views were sought on the package of measures. Cllr Martin Boiles is fully in support of the scheme and the proposals.
- 7.2 Hampshire County Council has been working closely with Test Valley Borough Council whose Members and officers are supportive of the project. Test Valley officers have been actively engaged as part of the project team.
- 7.3 Consultations have taken place with Network Rail to seek approval for sign installation on the station forecourt and Network Rail Landlord's Consent has been obtained.
- 7.4 The scheme is a part of the Andover Town Access Plan 2015, which seeks to encourage healthier and more active lifestyles and promote public benefits of active travel and reduced levels of pollution. The community of Andover has been consulted as part of the process of developing the draft Revised Local Plan Development Plan Document for the Borough. The transport issues raised have been fed into the review of the Andover Town Access Plan. The general concepts of the scheme were also highlighted in the launch of the Andover Vision event in April 2017. Both consultations indicate support for enhancement of the route as it is seen as integral to improving accessibility within the town centre.

8. Statutory Procedures

- 8.1 Appropriate planning consents and agreements 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 some locations that will require the new street furniture to be placed on land owned by the Test Valley Borough Council or on railway station forecourts that are owned by Network Rail. 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 The maintenance of any wayfinding signs within the public highway will be undertaken by the County Council as part of the highways revenue budget under the maintenance call-off contract with the Framework contractor. A sum of £30,000 has been identified to support the maintenance of these signs. Once this funding has been used any required maintenance will need to be funded from the general highways revenue budget and will need to compete with other maintenance liabilities for priority.

- 10.2 Any maintenance of wayfinding signs outside the extent of the public highway will be the responsibility of Test Valley Borough Council or other third party landowner. This responsibility also applies to any changes to the mapping associated with the signs, regardless of whether the sign falls within the public highway boundary or not.

11. Recommendation

- 11.1 That the Director approves the details of the Andover wayfinding scheme, as set out in this paper.
- 11.2 That the Director gives approval to procure, spend and enter into necessary contractual arrangements to implement this scheme, at a total estimated cost of £93K to be funded from Developer Contributions.
- 11.3 That the Director approves this addition to the Capital Programme at a value of £93K.

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 maintains strong and sustainable economic growth and prosperity:	Yes
Corporate Improvement plan link number (if appropriate):	
People in Hampshire live safe, healthy and independent lives:	Yes
Corporate Improvement plan link number (if appropriate):	
People in Hampshire enjoy a rich and diverse environment:	Yes
Corporate Improvement plan link number (if appropriate):	
People in Hampshire enjoy being part of strong, inclusive communities:	Yes
Corporate Improvement plan link number (if appropriate):	

Other Significant Links

Links to previous Member decisions:		
<u>Title</u>	<u>Reference</u>	<u>Date</u>
2013-11-05-EMETE F Dec-PA: HCC Wayfinding Project UPDATED VERSION	Executive Member Meetings 2013	05-11-2013
Direct links to specific legislation or Government Directives:		
<u>Title</u>	<u>Date</u>	

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

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: (Developing Hampshire's highway network and transport system ii) Reduce barriers to sustainable economic growth across Hampshire iii) Maximise regeneration in Hampshire.

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.

1.2. Statutory considerations:

Impact	
Age	None
Disability	medium
Sexual Orientation	None
Race	None
Religion and belief	None
Gender Reassignment	None
Sex	None
Marriage and civil partnership	None
Pregnancy and maternity	None
Other policy considerations	
Poverty	None
Rurality	None
Other factors	None
Geographical impact	Andover

Improved pedestrian access to the town centre will reduce dependency on car journeys and the scheme will have a medium, but positive impact on the disabled users.

2. Impact on Crime and Disorder:

None

3. Climate Change:

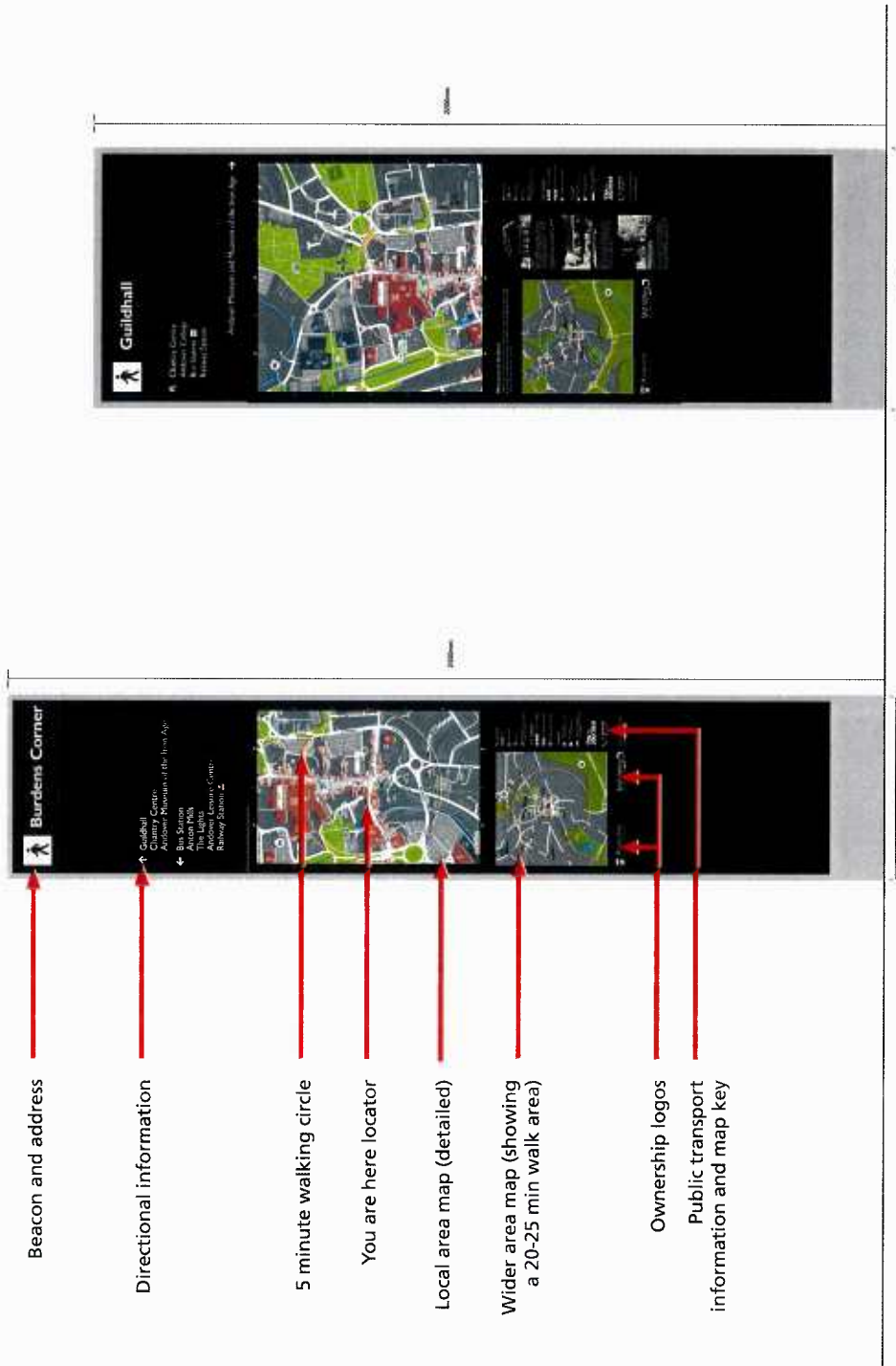
3.1. How does what is being proposed impact on our carbon footprint / energy consumption?

Improving pedestrian access should have a positive impact on reducing carbon footprint as the need for people to rely on car journeys will be reduced.

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 Wayfinding project will promote accessibility to Andover town centre and highlight its key facilities and services which 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's carbon footprint.

Appendix 1: Examples of Monoliths :



Appendix 2: Example of fingerpost



Appendix 3: Example of Carto.raphy



Appendix 4: Pedestrian route and the locations of Totems and Fingerposts

