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STREET FURNITURE & SIGNAGE STRATEGY

5.1 Introduction

A successful landscape design will provide information about a place and provide “signals” which influence the way spaces are used. Street furniture is perhaps the most tangible “signal” providing functional elements in the landscape, seats, cycle racks, litter bins, signage positions etc.

The streetscape [or ‘public realm’] can become cluttered if street furniture is designed or specified without thought. The street furniture criteria and examples in this Manual have been selected or specified to express a contemporary and coherent vision for Poole. Multi-use furniture/ signage elements should be used wherever possible.

Since signage is a vital element in showing how people move around in an area, it requires a greater level of uniformity of design and usage. Consequently, signage is dealt with as a special part of street furniture.



Fig 5.1 Avoiding the clutter of disorganised street furniture is vital

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5.1 Introduction



Street furniture should be selected to meet the design criteria in following sections of the Manual:

- **Bollards**
section 5.3.2
- **Litter bins**
section 5.3.5
- **Seats**
section 5.3.6
- **Cycle parking**
section 5.3.7

All the illustrations and product references reflect the style and quality expected of street furniture. Anything which differs from this standard, or from the criteria above will need to be convincingly justified.

More flexibility of choice is allowed in the access roads to encourage each of these spaces to have its own character.

Cafes and minor buildings are dealt with in Section 4.10.

5.2 Strategy Objectives

- To ensure visual harmony through consistent materials, colours, fonts, symbols, styles and positioning.
- To establish a visual integrity and continuity for the streetscape and enhance orientation and movement through spaces.
- To utilise innovative design, detailing and materials to capture the spirit of Poole and create a memorable street environment.
- To minimise columns by avoiding unnecessary/redundant street furniture through periodic monitoring and through the use of multifunctional elements.
- To provide protection from the elements i.e. sun, wind and rain. To facilitate the involvement of artists & designers to bring creative solutions to street furniture.
- To be responsive to heritage and context.
- To incorporate time sensitive signage via electronic and temporary displays.
- To accommodate a gradually evolving style to maintain relevance.



5.3 Guidance

Street furniture has an important role to play in the public realm. Just as a room in a house would be uncomfortable without furniture, so an outdoor public space needs seats and other features to make it an attractive and comfortable place to stay. Street furniture is proposed as a primary streetscape linking feature in the Manual. It is the intention that this be used in quayside spaces, on major pedestrian routes and on the transport network.

5.3.1 Introduction

Families of coherently styled elements are essential in order to ensure design consistency. This chapter includes illustrations of different products that demonstrate the style of street furniture that should be used in the Regeneration Area.

Once a particular product or products has been agreed for a major development site, these products should be carried through the area as a whole.

A distinction may be made between the wider Regeneration Area where more 'mainstream' products in the style illustrated will be acceptable, and the key areas of the new quays and new focal spaces, where more unusual and distinctive products could be appropriate.



Fig 5.8 skateboard - resistant street furniture (Urbanplan; Santa and Cole)



Fig 5.9 skateboard - resistant street furniture (Urbanplan; Santa and Cole)

Fig 5.6 detailing around columns and street furniture in paved areas

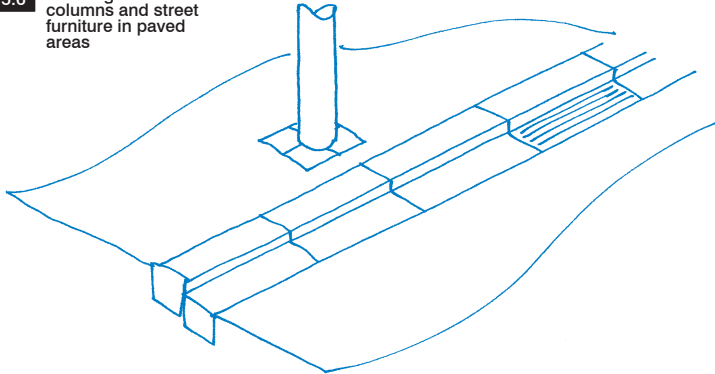
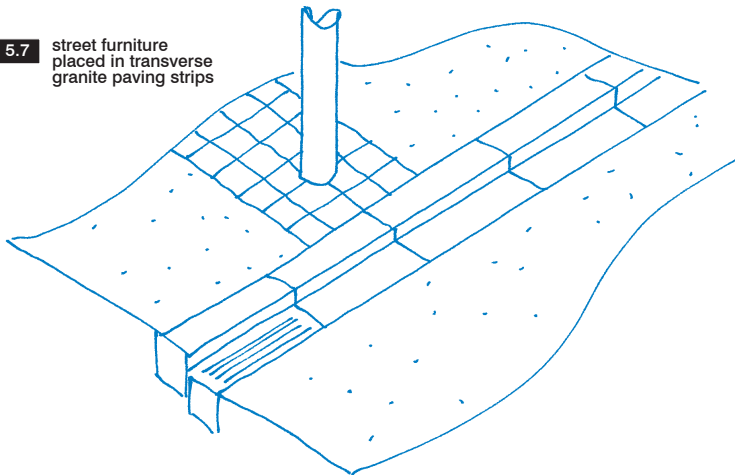


Fig 5.7 street furniture placed in transverse granite paving strips



MUST

- The style and design of street furniture must contribute to the character of the space in which it is located.
- Street furniture must be positioned so as to avoid interference with the use of spaces for approved and informal events.
- Street furniture must be of a design and position to allow proper access for cleansing, including cleansing by machine.
- Within focal spaces, the promenades, major pedestrian routes or on all distributor roads, a family of consistently styled furniture must be used. Any departure must be agreed with the local authority.
- Street furniture must be integrated with the landscape at a detailed design level.
- All elements of street furniture must be either a self-finished material (e.g. wood or stainless steel) or a charcoal grey RAL colour (RAL 7012). A contrasting band must be used for alerting the visually impaired where necessary.
- In focal spaces or Access roads the use of distinctive street furniture is encouraged.
- Wherever possible street furniture should be fixed within a 'service' strip or be inset into a plinth of stone or brick material, already in use in the locality and laid flush with surrounding paving material (the appearance of a ragged concrete surround will not be acceptable) – (refer to Fig 5.6 and 5.7).
- Artists and local groups are encouraged to be involved in the design of bespoke street furniture elements wherever possible. This will help nurture a sense of ownership and naturally evolving identity.
- Street furniture should normally be of a design to resist skateboard damage (Fig 5.8 and 5.9).

5.3 Guidance



Fig 5.10 Bollards defining a service area



Fig 5.11 Steel bollard (Marshalls "Rhino")

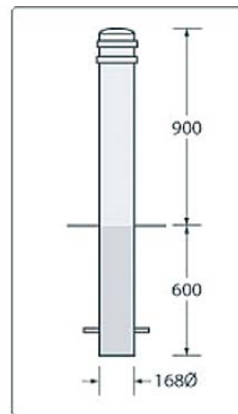


Fig 5.12 Stainless steel bollard (Townscape TK)



Fig 5.13 Stainless steel bollard (Townscape Commander)

5.3.2 Bollards

Bollards are used to control vehicle movements but allow unimpeded pedestrian movement. To be effective, however, they need to be closely spaced and so should only be used when genuinely necessary. They can be very useful in defining occasional vehicle routes across otherwise pedestrian areas. Bollards are generally much preferable to continuous barriers.

MUST

- In public spaces, bollards should be used to delineate vehicle routes.
- Bollards should be selected [a] in the style of those illustrated in Fig 5.10 to 5.13 and [b] to comply with the criteria below:-

Criteria for choice of bollards;

- Materials:- stainless steel or Corten in quaysides or major public spaces.
- Materials:- timber, mild steel elsewhere.
- Simple modern design.
- Visually compatible with other street

furniture in the same locality.

- Spacing, size and diameter to be appropriate to the function of the bollards.
- No more bollards to be provided than are necessary to their function.
- Bespoke design in appropriate situations. Where a bespoke or art-based scheme is envisaged design and materials may vary.

5.3.3 Railings (including pedestrian guardrailing)

Railings are used to protect pedestrians and road users from dangerous situations. However they are the most controlling of elements in the streetscape and their use needs to be carefully limited in respect of their impact on the environment/streetscape - consequently, railings should only be used where they are genuinely necessary, in accordance with advice in “Streets for All”.

MUST

- Handrails must be provided for safety reasons to ramps, steps and on drops over 600m high other than into water. They should be sympathetic to their surroundings and relate to the other pieces of street furniture.

SHOULD

- The design of barriers should ensure that they are not visually aggressive – where they are necessitated they should make a positive visual contribution to the streetscape.
- Pedestrian guardrailing should be of a good quality design. Generally a galvanised finish should be used, but railings should be black-painted if in or directly adjacent to a Conservation Area.



5.3.4 Fencing

Fencing can make a significant contribution to the street scene, but poor quality fencing can detract severely from streetscape quality. Security fencing, where its use is justified, must be carefully chosen and detailed to maintain a high-quality effect. Temporary fencing often offers the chance for local artistic input into the street scene.

MUST

- **Close boarded fencing** must not be used to enclose development parcels.
- **Metal fencing**, where used, must be of a high quality design (Fig 5.14). Chain link, mesh and expanded metal fencing is generally unsuitable.

SHOULD

- **Permanent security fencing:** where possible fencing should be both visually permeable and visually stimulating. Where palisade type fence is used this must be a suitable (normally dark) colour. Hedge planting should normally be used to disguise palisade fencing.
- **Permanent low level fencing:** where privacy is required, on boundaries with private gardens for example, railings, picket fencing, brick or stone walls, should be built.
- **Hedging:** either evergreen or deciduous, as a permanent barrier is acceptable and should be planted against temporary fencing, either chestnut paling or woven willow type fencing until hedge transplants get established, or for greater security should be planted alongside railings.

- **Temporary fencing:** building sites will require temporary fencing and hoarding solutions. Sites will often need to be enclosed sometimes for several years so it is important that temporary fences add to the public realm. Temporary fencing and hoarding design or decoration should be carried out by artists, landscape architects, architects, school pupils or students wherever possible.

5.3 Guidance



5.3.5 Clean streets - Litter / Dog bins; Graffiti

Keeping the streets clean is a key factor in any successful streetscape. The less money spent on cleaning litter, the more money can be spent on maintenance and future facilities.

Litter bins should be provided at spacings agreed with the LPA (including consultation with Consumer Protection), based on expected need in each area.

Designated walks should be provided and supported by dog bins. The Old Burial Ground and the small open space by Poole Bridge must not become “dog toilets”.

No specific design of litter bins is currently recommended, but the criteria for deciding on the design of bins will be:-

- Simple modern design (or BOP standard design).
- Poole standard bin or agreed alternative.
- All litter bins must have a large capacity of a size to be agreed with Environmental and Consumer Protection.
- Must have a top that will deter the entry of seagulls.

- Must have the potential for vermin control.
- As far as possible, litter bins in any particular location should coordinate with other street furniture, benches, and lights.
- Emptying arrangements should be consistent with those used elsewhere in the Borough, and with Health and Safety legislation.
- Purchase and long-term maintenance costs, and availability.

Chewing gum will normally be removed by high-pressure washing, although the Council are always happy to consider proactive innovative solutions to this problem.

Graffiti

Vertical surfaces in the new public realm which can be expected to attract graffiti should be finished in graffiti-resistant materials - e.g. subways, bridge abutments, smaller service buildings.

5.3.6 Seating

The need for more seating is a common concern. However care needs to be taken in the location, orientation, spacing, type and size of seat. Too many seats that are rarely used can convey a sad message.

Seating should comply with the design style shown and the criteria below. It should be kept in mind that features such as walls, steps, or even shared surfaces of the floor can function as seating.



Criteria: Seats should be

- 1 of a modern design appropriate to the surroundings.
- 2 consistent in quality and appearance with the range of seating already approved in earlier phases of the regeneration area.
- 3 either stainless steel or galvanised frame.
- 4 either timber or approved SMC (not thermoplastic) seating.
- 5 50% of seats in a 100m run should have backs.
- 6 seats should be selected to allow maximum social interaction.
- 7 seats should be designed/ selected to resist skateboard damage.
- 8 in suitable locations, quayside seats should be provided in longer runs of the kind shown in Fig 5.18.
- 9 meet general maintainability requirements (in 1.4).

MUST

- Care must be taken in the siting of seating to provide a prospect and place it in a comfortable and attractive surrounding environment whenever possible.
- Adequate levels of seating should be provided at spacings to be agreed with the LPA, based on expected need for each area. Generous provision will be expected on the new quaysides and in new focal spaces.
- Seats and benches should be selected [a] in the style of those illustrated in (Fig 5.17 to 5.22) and [b] to comply with the following criteria:-

5.3 Guidance



Fig 5.17 Seating - "Wait and See" bench by Streetlife



Fig 5.18 Seating - "Longlife" extended seats by Streetlife



Fig 5.19 Seating - Zen 6 seat by Furnitubes



Fig 5.20 Seating - Nu con respaldo seat by Santa and Cole

Foil



Fig 5.21 Seating - Foil bench by Factory Furniture

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Fig 5.22 Seating - Splitz bench by Townscape

5.3.6 Seating

SHOULD

- A balance should be struck and where possible other elements should be designed so they can be sat on comfortably – i.e. low walls or bollards.
- Seating should be positioned consistently in relation to buildings and paving layouts.
- Seating should be positioned to allow for ease of maintenance.

COULD

- Walls used as seats don't deteriorate in the same way that conventional seats do. The sea defence wall functions very effectively as seating at present and infrastructure should be seen as a seating opportunity.

5.3.7 Cycle Parking

Cycle use will be encouraged through an enhanced infrastructure of cycle-ways and cycle parking. Good quality secure cycle parking needs to be provided at all key destinations (Fig 5.23 to 5.25).



MUST

- Cycle parking must be secure, well lit at night and either monitored by CCTV or by passive surveillance – overlooking /in public spaces.

SHOULD

- Cycle parking design should meet the following criteria:-
 - of a modern design appropriate to the surroundings
 - consistent in quality and appearance with products already approved in earlier phases of the regeneration area
 - either stainless steel or an agreed alternative of similar quality
 - of a design agreed to be effective with the Borough Cycling Officer and local cycling interests
 - a balance should be struck between security and discretion.
 - sheltered cycle parking is preferable.

COULD

- Cycle parking could be partially concealed under other structures or features (Fig 5.25).

5.3 Guidance



Fig 5.26 CCTV should be designed in with other street furniture

5.3.8 Third Party Products

Third party products include miscellaneous items such as:

- Phone boxes
- CCTV cameras and poles
- bus stops and shelters
- parking meters
- life belts
- advertising drums
- service installations

Careless selection and positioning of third party products can rapidly create visual disharmony. It is vital that third party products are selected and positioned carefully.



Fig 5.27 quay furniture - lifebuoy support



Fig 5.28 bespoke sign column (Poole)



Fig 5.29 Shelters - bespoke design by Woodhouse (Coventry)

MUST

- **CCTV systems** Where provided, CCTV should be designed into scheme layouts from the earliest stages of scheme design (Fig 5.26). It is accepted that principal cameras will normally be pole-mounted, and these should be carefully located so as to ensure effective TV coverage, but also to fit in with other fundamental design elements, particularly trees.

SHOULD

- Phone boxes, bus stops, parking meters, life belts etc. should be integrated carefully into the design and layout of the streetscape, and positioned consistently.
- Bespoke third party products (Fig 5.27 to 5.29) can greatly assist in generating a sense of place and should be encouraged.
- Whenever appropriate third party products should be located against walls/buildings to reduce the impact on the street scene.

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STREET FURNITURE & SIGNAGE STRATEGY

5.4 Signage and Information

‘Signage’ in this section means primarily pedestrian signage. **Traffic signage** is specified under Government regulation and in general does not come directly within the scope of this Manual. However, it is desirable that the same principles of legibility, fitness for purpose and avoidance of clutter and unnecessary signage be followed in the design of traffic signage.

5.4.1 Introduction

A clear and well-designed pedestrian signage system can enhance the enjoyment of a town for resident and visitor alike. It assists morning, daytime and night time legibility across the town, facilitating mental mapping of the area, signalling key locations, buildings, vistas etc.

It is a major provision of the Streetscape Manual that a unified signage system, including colours, fonts and typestyles should be used throughout the Regeneration Area. This should extend along major link routes into the existing town, as per Section 4.6 and Fig 2.1 and 2.2.



The Borough of Poole has selected the signage system shown in Figures 5.30 and 5.31 for use in both the town centre and the Streetscape Area.

Information systems are of particular importance in today's public environment, and an adequate and well-supported system of public information is an important requirement of the Manual.

As part of the aim of reflecting and retaining elements of Poole's historic past, development proposals will be required to include features such as view indicators and commemorative displays.

Cycleway signage is referred to in Section 4.3.3, but should be integrated with the other signage detailed in this Chapter.



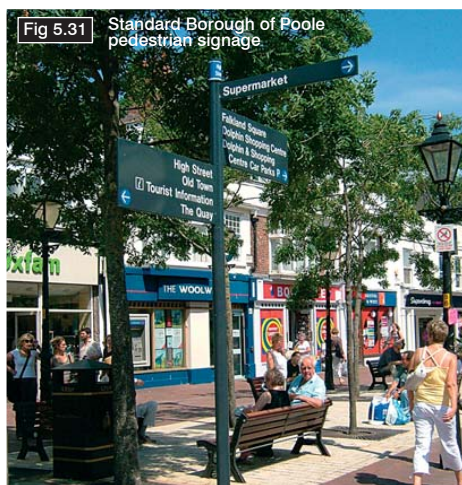
Fig 5.30 Standard Borough of Poole pedestrian signage

5.4 Signage and Information

5.4.2 Guidance-general

MUST

- A Signage strategy must be submitted as part of the planning application and must follow the requirements of this Chapter and the relevant parts of Chapter 8 in order to give a consistency of message.
- Consideration must be given to the needs of the visually impaired - raised letters and light lettering against a dark background are recommended.
- Unnecessary/redundant signs are increasingly recognised as undesirable in the public realm. Proven need for signs must be demonstrated prior to erecting signs to increase the legibility of the urban environment without detracting from it.



SHOULD

- Signage should be minimised within the pedestrian area. If route and street hierarchy through surface treatment has been successful, routes will become self-evident.
- Updating of signs should take place regularly to ensure all signage is currently relevant.
- Scale of signage should be consistent and match that of existing/adjoining signs.
- Whenever possible opportunities for locating signage on walls or existing posts rather than on new/ separate posts should be pursued.
- Major new spaces and focal points should be conceived with a name to aid orientation and signage.
- Opportunities for the incorporation of art or craft based signs such as Fig 5.32 and 5.34 should be exploited as integral parts of both the Signage and Public Art Strategies.

COULD

- Signage such as primary control signage could be integrated into footpaths.



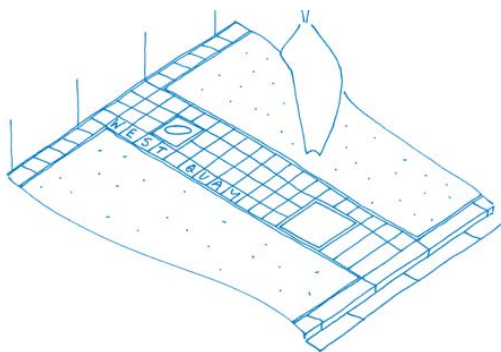


Fig 5.33 Signage - integrated into the pavement



Fig 5.34 Signage - integrated into the pavement

5.4.3 Pedestrian direction signs

It is impossible to sign every destination from every location within the town. Therefore, there needs to be a hierarchy of signage to enable cohesive path finding, accepting that visitors will use maps and ask residents for directions.

Casual one-to-one street interaction is critical in communicating what Poole is like as a place through its people.

Signage products selected by Borough of Poole must be used in all aspects of the streetscape design.

MUST

- Pedestrian signs must be located where they can be easily identified and provide easily interpreted information.
- High level 'general directional' signs to a destination must only be used at specific places and destinations. A simple directional sign may be all that is required for destinations such as the Caro sculpture.

SHOULD

- The design of the sign should allow for easy manipulation of information – a modular panel-based system is likely to be specified.
- The colour of the sign should not be overly obtrusive in the street and should aim to complement the other nearby street furniture.
- High Level Signage should be used for larger elements or where a large number of people need to see something very simple.
- Eye Level Signage should be used where more information is being given and perhaps two or three people at a time might be reading.

COULD

- Signage could be integrated into the granite "service strips" which cross the footways, or into other elements of street furniture.

5.4 Signage and Information

5.4.4 Pedestrian information signs and systems

A range of pedestrian-level 'detailed information' signs needs to be provided throughout the Central Area, including the Regeneration Area. These include:

- maps of the town
- transport information
- visitor information and interpretation
- key arrival points such as the Station
- key destinations/ nodes/ transport links
- toilets



Fig 5.35 Electronic information point by Woodhouse (Bristol)

Such signs and systems should be designed to a unified style. A set of criteria will be devised as part of "Specific Signage Guidance" to procure a signage system that can be used in the town centre.

At night temporary event signage could be projected onto vertical/horizontal surfaces – this also could form part of an art strategy.

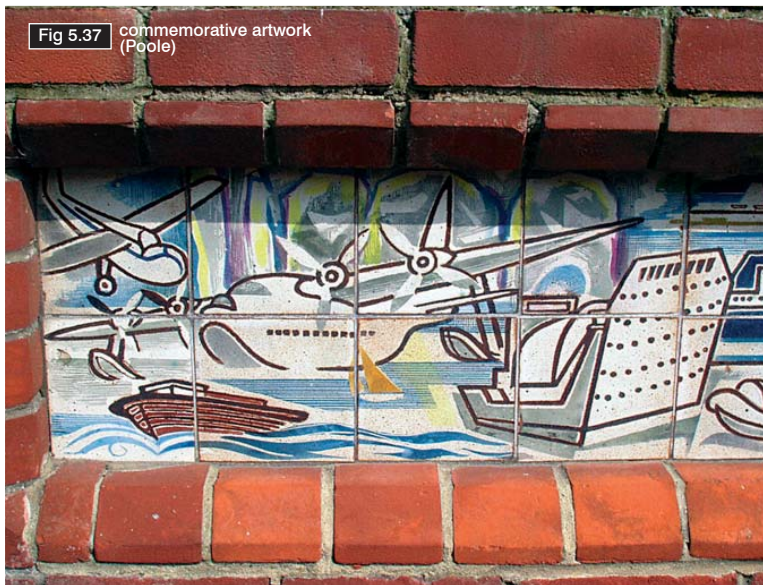


Fig 5.36 Table signage by Streetlife

5.4.5 Heritage and landscape information

Visitor trails and signs to local attractions could be located in the paving (Fig 5.32 to 5.34).

Development proposals will be required to include features such as view indicators (Fig 5.36) artwork (see Chapter 7.0) and commemorative displays (Fig 5.37 & 5.38) which identify and explain historic sites and themes, and landscape features. Among these, attention is drawn to Hamworthy's historic identity as a Roman and pre-Roman settlement, its industrial and military history; Poole's history as a trading port, marine airport and so on.



5.4.6 Parking, yellow lines, service markers

Signs and Parking Restriction Lines detract from high quality materials (where used). Yellow lines should be avoided where possible with parking control achieved through signage and zoning.

While traffic signage is subject to Government Regulations it is desirable that the principles of legibility, fitness for purpose and avoidance of clutter and unnecessary signage be followed in interpreting the Guidance, in line with current Government advice in "Streets for All".



Whenever possible signs should be added to existing posts or on walls rather than new posts, and opportunities for doubling up on the functions of posts should be followed.

Service markers should be positioned carefully to respect the design and detail of public areas.