

TOWN CENTRE SIGNAGE – WAYFINDING PROJECT

Executive Summary

The project is to ensure that pedestrian signage in and around Woking town centre is updated to take account of new locations and direction as a result of the new Victoria Square development.

The proposed wayfinding consists of on-street signage with mapping and information hubs incorporating existing directional signs at key decision points. It relies on mixing and matching a small family of products designed to uncover the fastest routes possible whilst giving users appropriate information they need for a variety of circumstances and locations.

Two options are presented for consideration. The first optimising the use of the new technology and the second option being a mix including more traditional totems displaying key locations.

The proposed locations of the new digital kiosks and non-digital totems are shown in separate appendices. Specific locations of the new kiosks in Victoria Square have been confirmed by Victoria Square Woking Limited who will install them directly in the new street scene.

Option 2 is the recommended option as it offers the best value and a choice to users, those who will readily interact with smart hubs and others who prefer to read traditional wayfinding maps on the totems without touchpoints on screens.

Recommendations

The Executive is requested to:

RESOLVE That

- (i) the Woking Town Centre Wayfinding project be agreed to proceed to implementation; and
- (ii) Option 2 be approved.

Reasons for Decision

Reason: The signage in and around Woking town centre requires updating to take account of the changing town centre and the imminent opening of Victoria Square development.

The Executive has the authority to determine the recommendation(s) set out above.

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Background Papers: None.

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Town Centre Signage – Wayfinding Project

1.0 Introduction

- 1.1 Following Full Council on 11 February 2021, it was requested that further details were presented to the Executive to take forward the Woking Town Centre Wayfinding project.
- 1.2 The intention is that a system is agreed, procured and implemented in time for the opening of Victoria Place (new brand for the Victoria Square development) which will be a destination in itself once fully open at the end of this year. To further promote Victoria Place there are details shown below regarding highway signage which will also be updated this year.
- 1.3 Two options have been presented for consideration with the recommended option for pedestrian wayfinding combining a mix of modern and traditional signs.

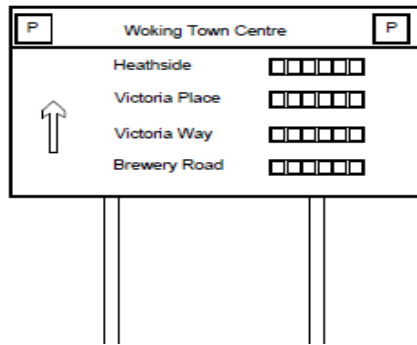
2.0 Pedestrian Wayfinding Options

- 2.1 Option 1 comprises of removing existing totems and installing 16 new digital smart hubs across the town including the new Victoria Square. Five of the proposed Smart hubs will be provided by Victoria Square Woking Limited (VSWL) and the Highway Infrastructure Fund. These are excluded from this project cost estimate. A digital smart hub provides a one-stop station for information, maps and directional orientation, intelligent routing, monitoring and destination recognition. Cost estimate £400,000.
- 2.2 Option 2 as the recommended option involves removing existing totems and installing a mix of 8 digital smart hubs and 8 non-digital navigation totems. Five of the proposed Smart hubs will be provided by Victoria Square Woking Limited (VSWL) and the Highway Infrastructure Fund. These are excluded from this project cost estimate. A non-digital navigation totem includes a locality and wider area maps that allows people not only to plan local journeys but also routes to wider key destinations in surrounding areas. Cost estimate £250,000.
- 2.3 The Victoria Place team have approved V shaped signage for the new digital displays and the intention would be to make sure that we have a consistent look for any new equipment procured as part of this project.
- 2.4 The proposed locations of the new digital kiosks and non-digital totems are shown as separate appendices. Specific locations of the new kiosks in Victoria Square have been confirmed in the new street scene.

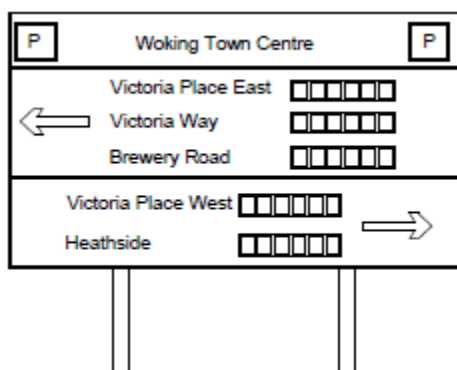
3.0 Highway Signs

- 3.1 The large highway variable message signs that can be seen on the approaches to Woking town centre are also being updated as part of the ongoing car park system installation.
- 3.2 As well as existing town centre destinations the signs will show Victoria Place rather than the generic “shopping” term as existing which will serve to signpost and promote the new shape of Woking town centre.
- 3.3 Static signage will also be updated to direct motorists appropriately.
- 3.4 As an example of the variable message signs the sign on the approach from the A320, Guildford Road will read as below.

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- 3.5 As a further example, the sign on the approach from Lockfield Drive will show Victoria Place East and West to signify the existing shopping entrance to the east and the new entrance to the west which will be available before the end of the year.



- 3.6 Practically all the existing blue, yellow, new red and Victoria Place car parks are linked to allow vehicles to move throughout all the car parks.
- 3.7 Consideration is also being given to renaming Victoria Way car park to “The Well’s” car park as we move forward.

4.0 Programme

- 4.1 Subject to approval by the Executive there is a relatively short programme to procure and install new signage prior to the opening of Victoria Square.
- 4.2 A framework agreement will be used for the supply of most equipment and a specification for the supply, installation, maintenance and content management has been proposed as well as the proposed programme.

5.0 Corporate Strategy

- 5.1 The proposed project is necessary to engage with our communities and assist them to navigate with confidence the new town centre street scene as a result of the new Victoria Place development.
- 5.2 The proposed bespoke wayfinding products will also promote the new shape of Woking town centre and attract more visitors and new business into the town.

6.0 Implications

Finance and Risk

- 6.1 The budget for the proposed works are being met by the Victoria Square development as agreed by Full Council on 11 February 2021.
- 6.2 Dependent upon the identification and supply of equipment there is a risk that all the new signage is not in place for the launch of Victoria Place.

Equalities and Human Resources

- 6.3 There are no equalities issues arising from the report.
- 6.4 No human resource or training and development issues are arising from this paper.

Legal

- 6.5 There are no legal issues arising from this report.

7.0 Engagement and Consultation

- 7.1 The Council's Portfolio Holder, Surrey County Council highways and the Victoria Square team have been engaged in the preparation of this report.

REPORT ENDS

Appendices

- Appendix 1: Existing layout of walking network and signposting.
- Appendix 2: Option 1- General Arrangement of 16 new Smart Hubs.
- Appendix 3: Option 2: General Arrangement of a mix of 3 new Smart Hubs and 8 non-digital Navigation Totems.
- Appendix 4: Outline Programme.