

Fylde Signage Strategy

Prepared by
Ryder Landscape Consultants

For and on behalf of
Fylde Council

2019



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Project Description

Ryder Landscape Consultans have been commissioned by Fylde Council to develop a signage strategy for the Fylde coastal strip. The main objectives included improved navigation, information and interpretation along the Coast; as well as security and safety for the users of the area.

The proposals took into account the individual character of six coastal zones, as identified in the Fylde Coastal Strategy 2015-2032, whilst ensuring a coherent identity was carried throughout.

In order to achieve this, a detailed audit of existing signage has been carried out by Fylde Council’s Coastal Rangers, and followed by a series of workshops held at the Fylde Council; at which the types and locations of signage required as well as design and branding proposals were developed.

This document consists of a visual guide for any future signage placed along the Fylde Coast, including wayfinding, interpretation, information, safety and legal signage.



Existing Signage Audit

A photographic survey of existing signage along the Fylde Coast was conducted by a team of Fylde Council Coastal Rangers in April 2018.

The output consisted of a series of GIS created location maps, sign condition, functionality and visibility record sheets and photographs of all signage along the coast from Starr Hills Dunes (west to Clifton Drive North) to Lytham Green. This included safety and legal warnings, navigation and information boards, wayfinding directional signs, and a range of other miscellaneous signs.

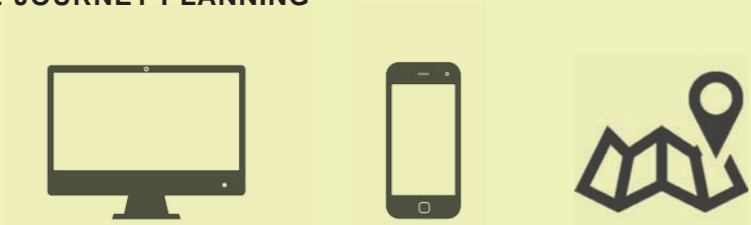
The survey revealed many signs were in poor condition, missing or outdated, it also identified a lack of consistency in branding and usage of the Fylde Council logo.

For a full copy of the Audit please refer to the Appendix A.



A collection of photographs showing the range of existing signage in the coastal strip.

PRE-JOURNEY PLANNING



Critical for visitors with mobility challenges

WAYFINDING SIGNAGE

Graphics below are an illustrative representation of proposed signage typologies for the Fylde Coast.

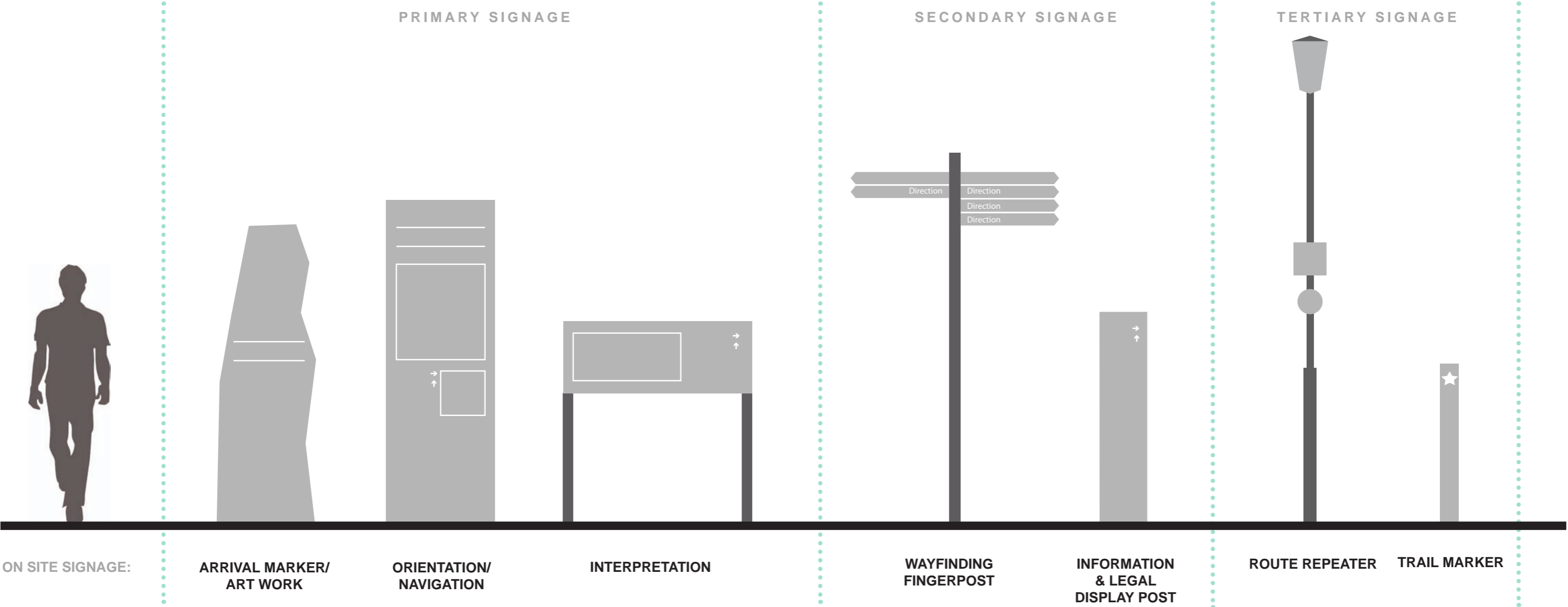
Exact design for individual signs (including size, form, materials and colours) should be developed for each location and purpose accordingly.

It is split into three groups;
Primary - Key signage to inform
Secondary - Signage that directs
Tertiary - Signage that reassures

PRIMARY SIGNAGE

SECONDARY SIGNAGE

TERTIARY SIGNAGE



ON SITE SIGNAGE:

ARRIVAL MARKER/
ART WORK

ORIENTATION/
NAVIGATION

INTERPRETATION

WAYFINDING
FINGERPOST

INFORMATION
& LEGAL
DISPLAY POST

ROUTE REPEATER

TRAIL MARKER

NATIONAL SIGNAGE STANDARDS

Lancashire Coastal Way/ English Coast Path

The regional Lancashire Coastal Way has now been subsumed into the national England Coast Path.

The development of the England Coast Path is the responsibility of Natural England.

Natural England are yet to produce any design standards for signage along the new coastal route.

They do however have a logo, the acorn symbol which they are using to promote this and other national trails.

It is recommended that the acorn logo is incorporated on primary and tertiary signage but not have the style of sign defined by Natural England.

To save brand and walk confusion all references to the Lancashire Coastal Way should be removed.

Sustrans style signage should be resisted on the Coastal Path.



RNLI Suite of Coastal Signage

The RNLI have invested considerable time and money in the development of consistent coastal signage.

They are specifically designed to warn people of coastal hazards and reinforce what activities are considered safe and acceptable at a particular beach or coastal area.

Their red signs give details of hazards and their blue signs information about local facilities.

It is recommended that the red signs are adopted for all beach and slip accesses along the coast. This is to provide consistency and a nationally recognised standard.

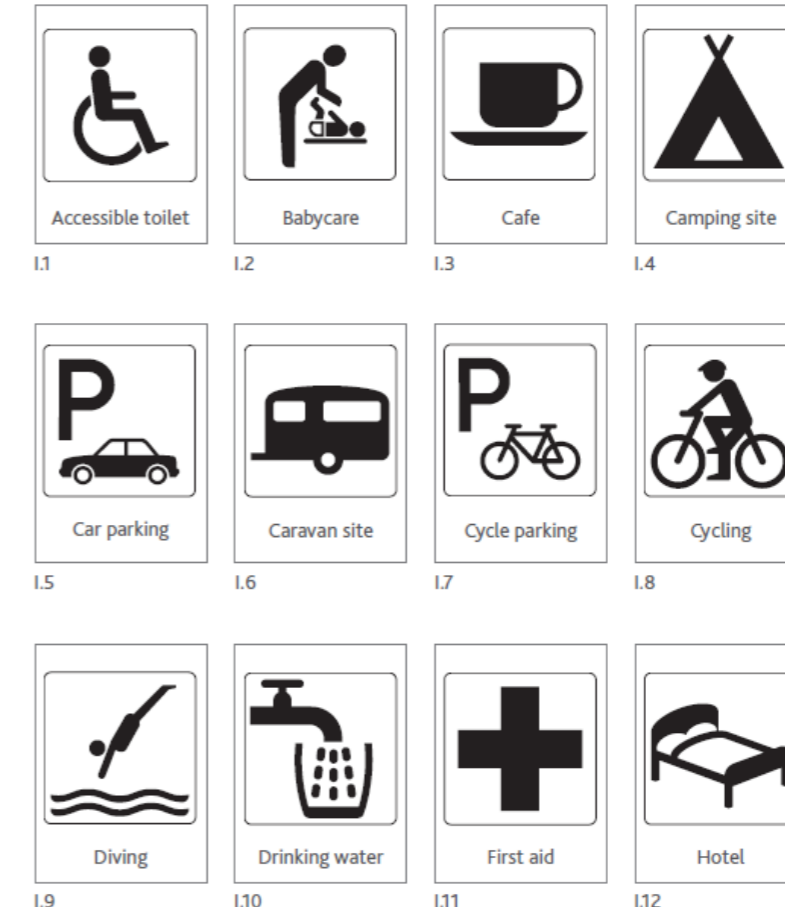
The blue information signs do not have to be adopted but they do complement the hazard signs and are distinctive in character. The blue information signs would act as primary signage for the purpose of the orientation/ navigation.



Sample hazard warning symbols



Sample prohibition symbols



Sample information symbols

It is recommended that RNLI signage guidance is adopted for beach safety, legal and information signage along the Fylde Coast. Appropriate signage should be placed at all slipway/beach entry points.

Please refer to www.rnli.org for current details.



Sample single panel access sign



Sample double panel access sign



Sample reminder sign



Zone 1: Starr Hills Dunes and Beaches

Area Character:

- Predominantly naturalistic character with a wide sandy beach and part of the Starr Hills Dunes System.

Key Features:

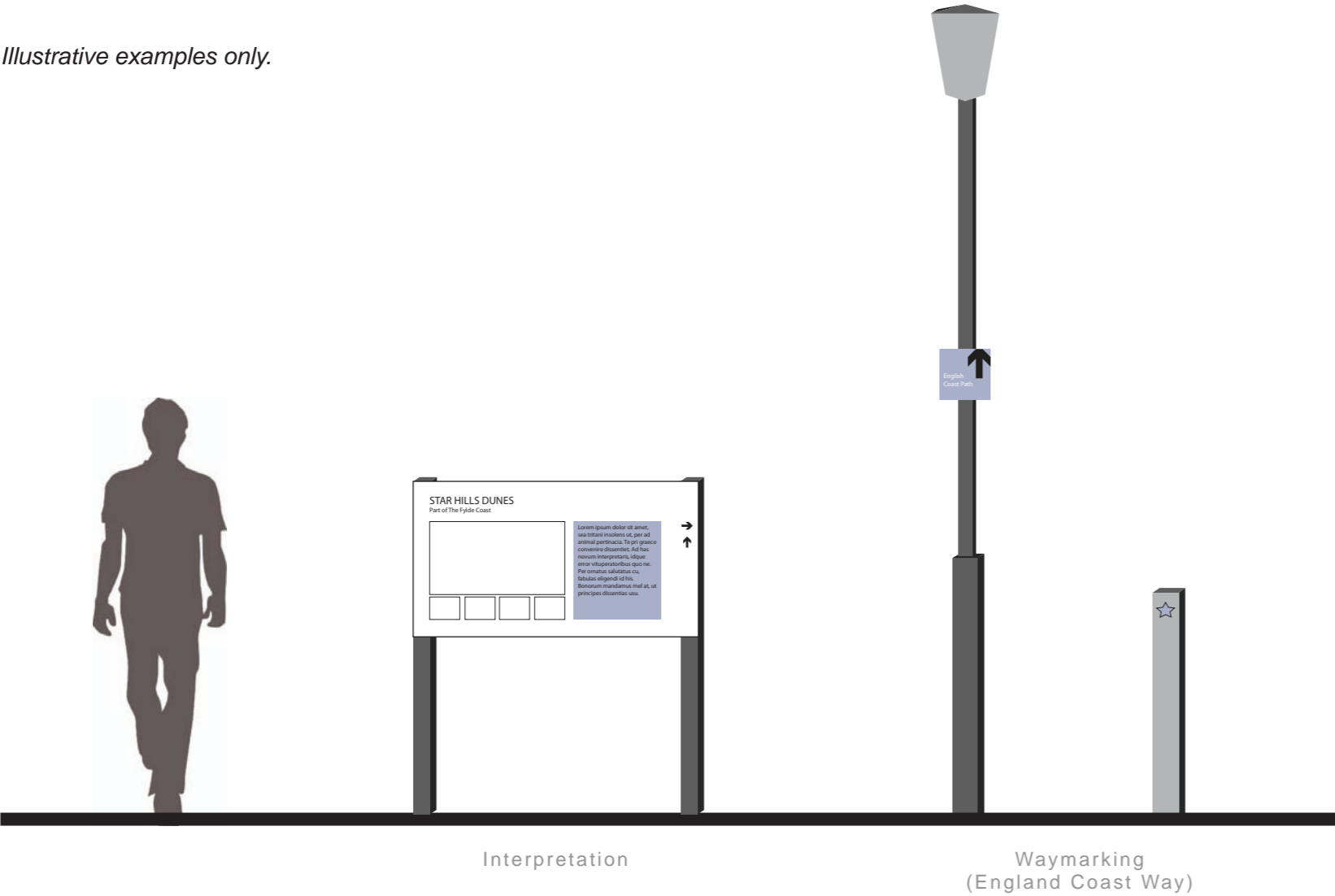
- Dune system including Starr Hills Nature Reserve, a European Nature Conservation Site, A Biological Heritage Site and a Site of Special Scientific Interest (SSSI);
- Broad views and expanse of beach;
- Wind sports, dog walking.

Main Points of Entry - Sites for Primary Signage

1. Squires Gate & Highbury Road;
2. Starr Gate Slipway;
3. Clifton Drive North Nature Reserve;
4. Coast Guard Station and Sand Yacht Base;
5. North Beach Car Park



Illustrative examples only.



Illustrative examples only.

It is recommended that a graphic and brand guidance is developed by Fylde Borough Council and adopted across any new sign proposed.

Zone 1 Signage Requirements (as per Coastal Strategy 2015-2032):

- Waymarking England Coast Path;
- Public Safety Protection Orders (PSPO's)



Suggested signage styles potentially appropriate for Zone 1 - timber

Zone 2: St Annes on Sea

Area Character:

- Tourism dominated beach resort;
- The majority of St Annes’ town centre is designated as a Conservation Area.

Key Features:

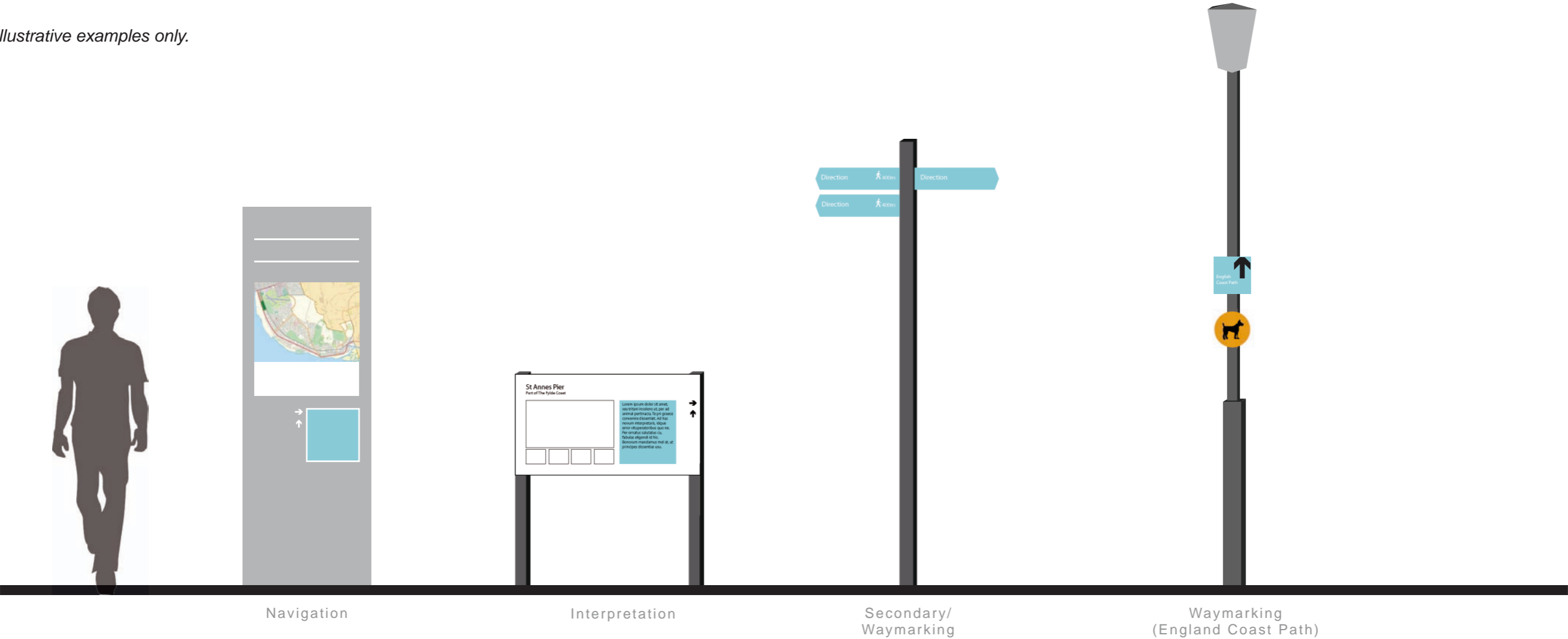
- St. Annes Beach and Pier;
- Boating lakes/ Padding Pools;
- St. Annes Square;
- Train Station & Town Hall;
- Kite surfing and other water based activities.

Main points of entry - Sites for Primary Signage

1. North Promenade Car Park
2. St. Anne’s Pier
3. Promenade Gardens
4. The Islands



Illustrative examples only.



Zone 2 Signage Requirements (as per Coastal Strategy 2015-2032):

- Information boards - pedestrian access to Dune sites in neighbouring Zones 1 & 3;
- Interpretation signage for St. Annes Pier, Promenade Gardens and Islands Site; and
- Waymarking along England Coast Path.
- Naturalistic, timber signs in dunes
- Edwardian styling in Promenade Gardens
- St. Annes urban style at pier



Potential styles - Black and white Edwardian styling/ Bournemouth linear strip with timings

Zone 3: Fairhaven Sand Dunes

Area Character:

- Predominantly sand dune habitat
- Includes a European Nature Conservation Site; a Site of Special Scientific Interest (SSSI) and a regional Biological Heritage Sites.

Key Features:

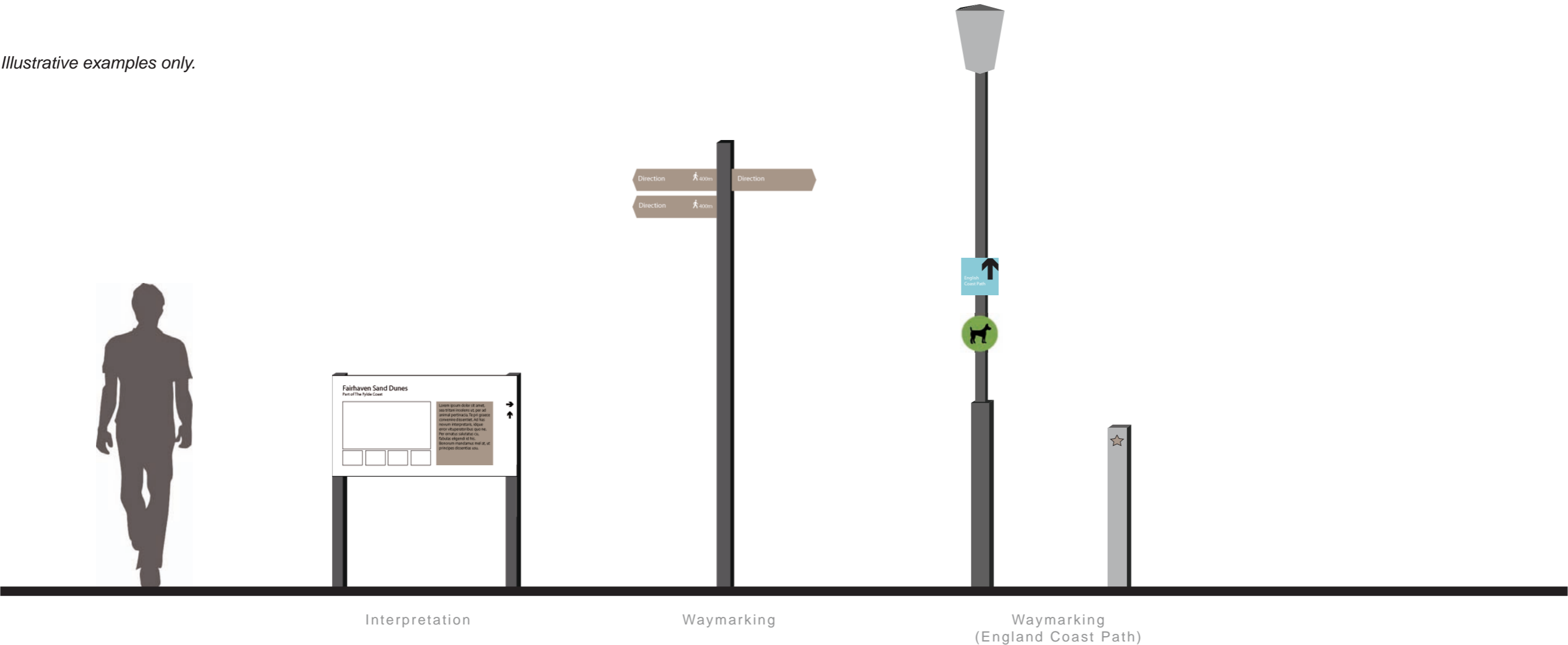
- Dog walking site;
- Access to beach and Beach Cafe (dog friendly);
- Walking in dunes or overlooking salt marsh.

Main points of entry - Sites for Primary Signage

1. Beach Cafe
2. St Paul’s Car park / Fairhaven Lake and Gardens
3. Secondary points at ends of street off the Inner Promenade - no signage proposed



Illustrative examples only.

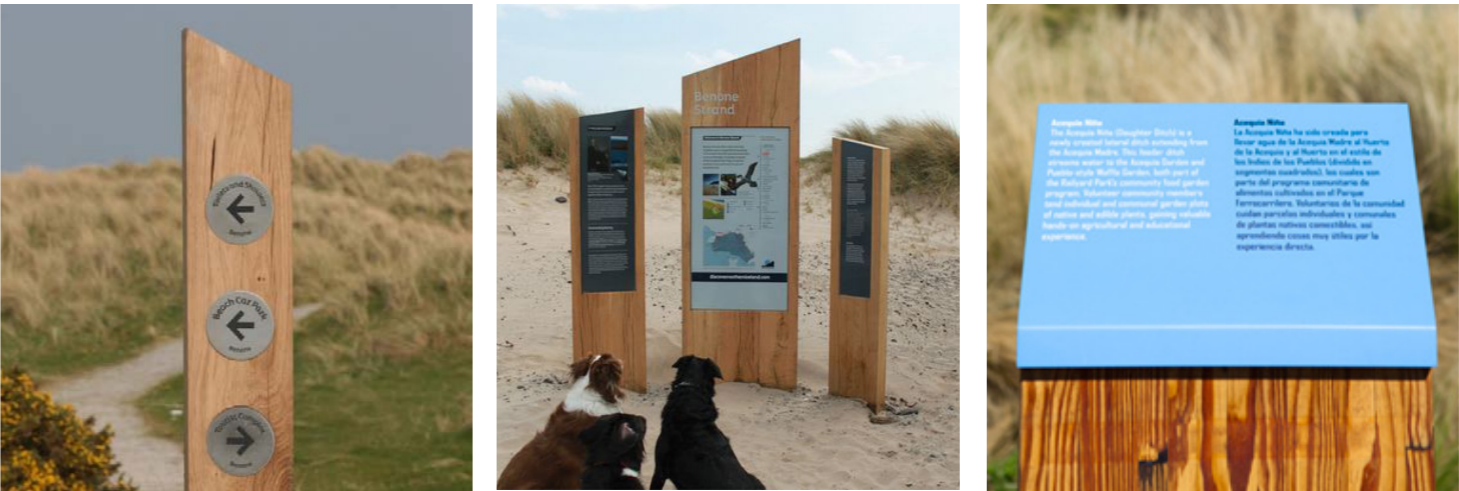


Zone 3 Signage Requirements (as per Coastal Strategy 2015-2032):

- Environmental interpretation signage linked to (Dunes Action Plan)
- Waymarking along agreed England Coast Path route;
- Navigation, legal and information signage.

Other signage recommendations:

- Dog friendly zone;
- RNLI safety signage.



Precedent images - naturalistic and low key in style

Zone 4: Fairhaven Lake and Gardens including Granny’s Bay

Area Character:

- Amenity parkland with Fairhaven Lake and Ribble Estuary being dominant landscape features from new promenade;
- Planned coastal resort

Key Features:

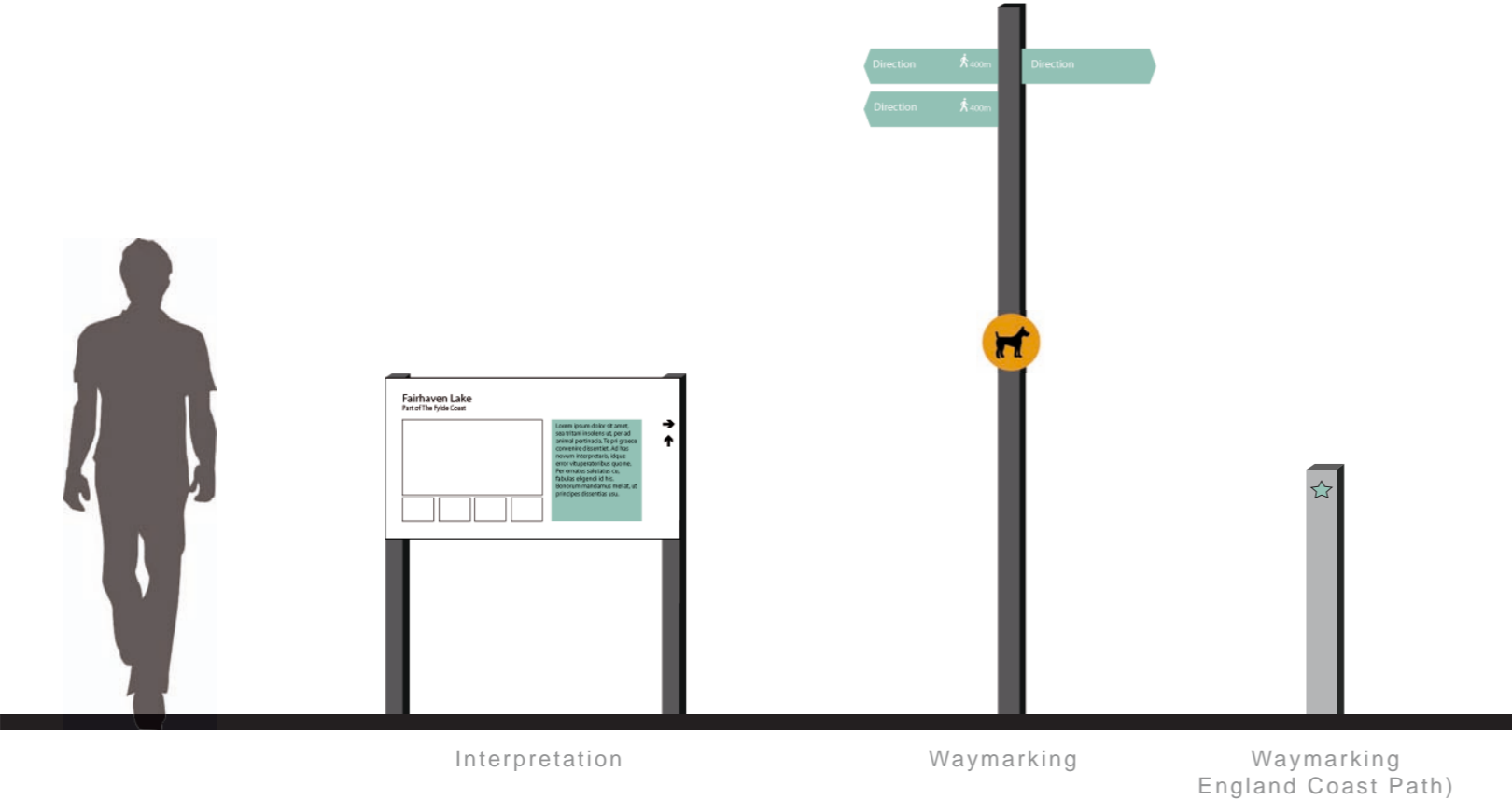
- Formal Fairhaven Lake as well as wildlife interest of Ribble Estuary habitats and birdlife;
- Ansdell and Fairhaven Railway Station link;
- The inner Promenade acts as edge to the area.

Main Points of Entry - Sites for Primary Signage

1. St Paul’s Car Park
2. Stanner Bank Car Park
3. Ansdell Road South
4. Ansdell and Fairhaven Staiotn



Illustrative examples only.



Zone 4 Signage Requirements (as per Coastal Strategy 2015-2032):

- RNLI Signage for new coastal defence;
- Interpretation signage for Fairhaven Lake and Gardens;
- Interpretation signage for Granny’s Bay;
- Interpretation signage for the opposite side of estuary;
- Waymarking.

General styling guidance:

- Edwardian style signage to match existing in the urbanised area;
- Naturalistic style signage in dunes area.



Precedent images - Metal and Edwardian for the park, more naturalistic and timber for dunes

Zone 5: Lytham Heritage Coast

Area Character:

- Heritage area with historic Lytham Green, the Windmill and Grade I listed Lytham Hall with associated historic park.

Key Features:

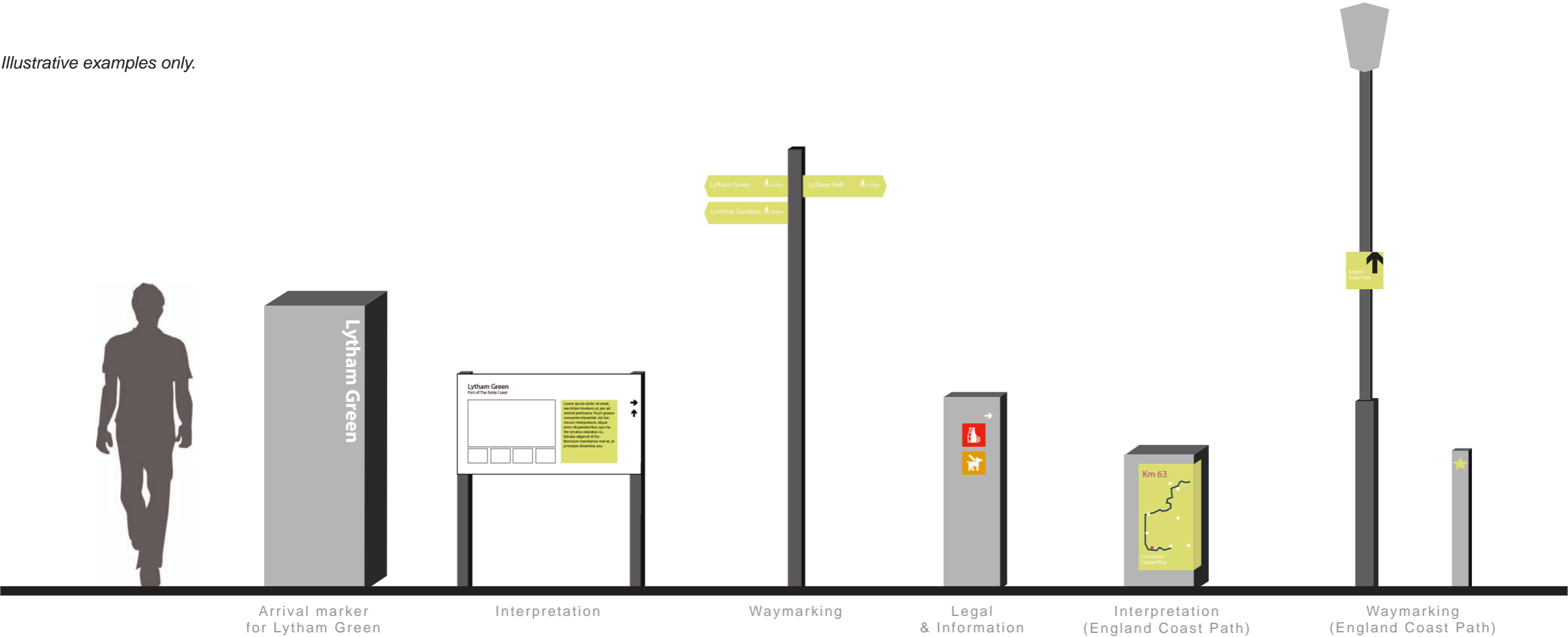
- The Windmill;
- Salt Marsh in the Estuary;
- Park View;
- Lytham Hall;
- Lowther Gardens;
- Lytham town centre;
- The Promenade;
- St. Cuthbert’s Church.

Main Points of Entry - Sotes for Primary Signage

1. Church Scar
2. Fairhaven Triangle access onto Lytham Green
3. Danbro access onto Lytham Green
4. Preston Road access to Lytham



Illustrative examples only.



Signage Requirements and Recommendations:

- Interpretation signage for Lytham Green, Lowther Gardens and Lytham Hall, Windmill, Mussel Tanks, Danbro (aircraft links)
- Waymarking along England Coast Path;
- Safety and legal signage;
- Interpretation of cultural heritage and natural heritage in equal parts;
- Directional signage to Lytham Hall.



Precedent images

Zone 6: Warton, Clifton and Lancaster Canal

Area Character:

- Includes parts of the Ribble Estuary as well as urban settlements of Freckleton, Warton (incl. the BAE Systems and Enterprise Zone) and Clifton;
- Limited public access due to safety and security issues around the BAE site.

Key Features:

- Rural towns;
- Footpath network (formal & informal);
- River and estuary systems;
- BAE Systems Complex;
- Canal lift.

Main Points of Entry:

- Access to river bank from Warton, Freckleton and Clifton to be carefully accessed from point of view of motor vehicle size and security relating to BAE.

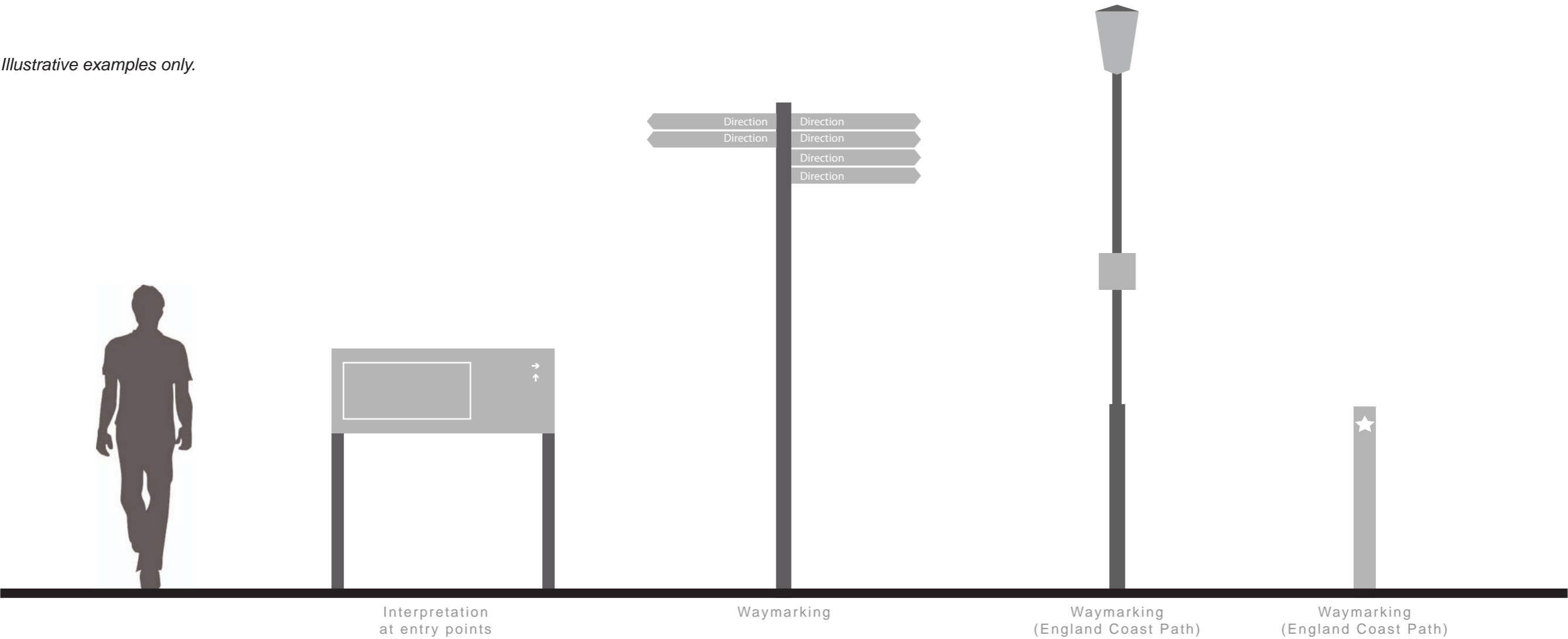
Bank Lane

Preston Old Road and Naze Lane East

Preston Docks End



Illustrative examples only.



Signage Requirements and Recommendations:

- Interpretation signage for the Wharton Airfield
- Waymarking along England Coast Path.
- Heritage associated with Warton as an airfield and aircraft factory
- Interpretation of the estuarine natural history and water fowling



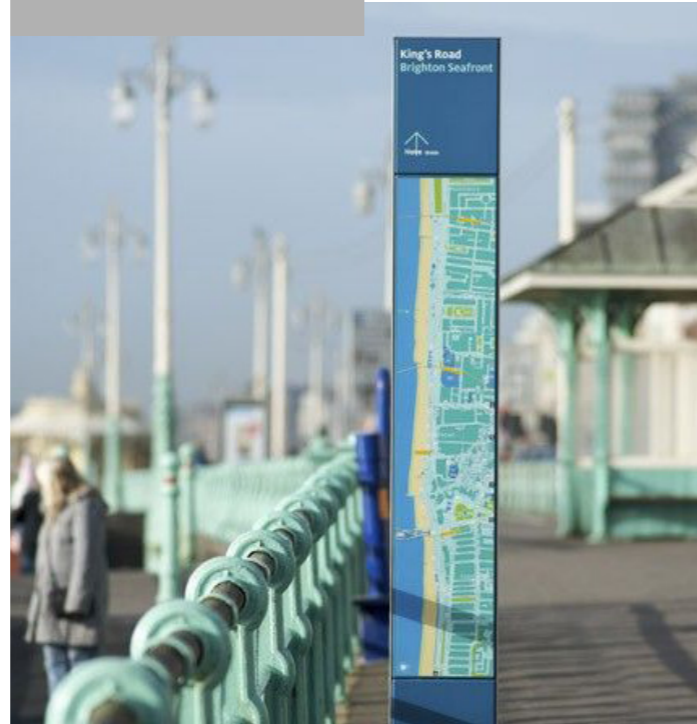
Precedent images - of naturalistic and low-key signage

Overview of signage styles

Naturalistic



Urban



Edwardian



Victorian



Zone 1 - Starr Hills Dunes and Beaches

Zone 2 - St. Annes on Sea Dunes Part only

Zone 3 - Fairhaven Sand Dunes

Zone 6 - Warton, Clifton and Lancaster Canal

Zone 2 - St. Annes on Sea, Pier part only to tie into any signage strategy in town

Zone 4 - Fairhaven Lake and Granny's Bay

Zone 2 - St. Annes on Sea, Promenade Gardens part

Zone 5 - Lytham Heritage Coast (Lytham Green and Church Scar)

LYTHAM GREEN

A separate Lytham Green Extention signage strategy has been produced to demonstrate how the wider signage strategy can be implemented at a more local scale.







It shows the level of information that needs to be considered, types of sign and explores opportunities that are particular to this coastal stretch. It is bound as a separate document.



12 POINT SUMMARY | FYLDE SIGNAGE STRATEGY

The following table illustrates the key points of the Fylde Signage Strategy

Fylde Signage Strategy – 12 Point Summary

	Share the Strategy <ul style="list-style-type: none"> Share the strategy with Officers in the Authority. Explain its intention to Elected Members. Adopt and post online for developers and designers to see and use. 		Right Place – Right Sign <ul style="list-style-type: none"> Follow Coastal Zones to establish sign character. Establish a hierarchy of signs at a given location. Produce signage drawings to check on details.
	Style and Brand Champions <ul style="list-style-type: none"> Task officers to ensure the right sign choice is made for the particular location Ensure branding and graphic advice is given and signs comply with it. Ensure these officers are known to others. 		Approvals and Ownership <ul style="list-style-type: none"> Use planning approval process for signs over 0.3m Ensure signage details are requested in new schemes. Define long-term ownership of signs between Fylde departments and external parties. Remove unsolicited signs to keep visual clutter down.
	Establish On-going Budget <ul style="list-style-type: none"> Address weathering and relevancy by replacement. Provide an annual repair and renewal budget. Look to Fylde BC delivery in autumn and winter months. 		Promote Area Identity <ul style="list-style-type: none"> Reflect character of individual areas through welcome sign choices. Mark the entrances to the different parts of the Borough. Use appropriate art and style at settlement entrances.
	Remove or Repair Dilapidated Signage <ul style="list-style-type: none"> Remove unnecessary signs. Remove or replace weather worn signs. Repair or reface time-served signs. 		Promote Linkages <ul style="list-style-type: none"> Show times and distances to features along the coast. Indicate links inland to facilities off the coastal strip. Place orientation signage at main public transport points.
	New Works – New Signs <ul style="list-style-type: none"> Ensure budget for new signage in new works. Ensure new works following the Fylde Signage Strategy. Control new signage through formal approval and champion processes. 		National Signage Adoption <ul style="list-style-type: none"> Adopt RNLI national signage for beach and coast access. Incorporate English Coast Path logo on Fylde signage where appropriate. Incorporate National Cycle Routes and footpath markers on existing signs and posts rather than new standalone.
	Accessible Signs <ul style="list-style-type: none"> Ensure signs follow guidance for visually impaired. Ensure signs are legible for wheelchair and scooter users. Promote accessibility information online to allow pre-visit decisions to be reached. 		Future Adaptability and Sustainability <ul style="list-style-type: none"> Choose signs that can be readily adapted. Choose signs from reputable manufacturers who can supply spare parts. Choose signs that are self-weathering or require minimum of maintenance.

NEXT STEPS | FYLDE SIGNAGE STRATEGY

Taking the 12 Point Summary the following next steps are proposed;

Share the Strategy

Present signage strategy to Elected Members and Senior Management Board to have approved as guidance for the coastal strip.

After approval post online for developers and designers to be aware of as supplementary information.

Task Coastal Rangers team to prepare access information for people with mobility difficulties so this too can be posted online to aid the advance planning of trips.

Style and Brand Champions

Choose the Signage Champions – ideally two officers to support each other, one to give guidance on choosing the right sign for a location and one to manage Fylde Council branding issues. This is not a full-time role but an additional duty for existing officer(s).

Within the Authority promote who the champions are, what they are going to do and how they can help when they have been chosen.

Continue to develop the brand guide to aid all commissioners of signage and Fylde Council logo usage within the Authority and have this approved and circulated to all officers in the Authority.

Establish On-going Budget

Take to Finance Committee an application to instigate a rolling programme of renewal and improvement along the coastal strip. An initial estimate of £60,000 has been suggested as a starting fund to make an initial impact for selected beach access points and a subsequent £15,000 to continue improvement.

Include signage quality assessment each year within the autumn months after main summer season to be undertaken by Coastal Rangers Team.

Remove or Repair Dilapidated Signage

Confirm process for signage removal with Senior Management Board. (see Appendix H)

Signs for removal confirmed by Rangers in the field.

List of signs and photographs sent to Senior Management Board to circulate to their officers as a way of consultation for a 21 day period.

Remove signs after responding to any requests to retain or replace signs planned for removal.

List of signs proposed for removal to be included in future annual surveys.

New works – new signs

Current new works in the Borough include the Coastal Defence Scheme, the St. Annes Splash Zone and Fairhaven Lake and Gardens. Ensure each of these have an allowance for signage.

Ask Project Managers / Lead Officers for each to summarise what signage they have included in their works packages and how they can respond to the recommendations in the Fylde Signage Strategy.

Ensure planning team pay particular interest to signage and pass proposals to the Signage Champions as part of in-house consultation.

Accessible Signs

Ensure signs are clear and legible in terms of type face and background colours, ideally complying with RNIB Guidance.

Consider where critical tactile signs e.g. Braille to assist the visually impaired to understand or appreciate a location.

Ensure signs are mounted at a suitable height for a seated viewer to read.

NEXT STEPS | FYLDE SIGNAGE STRATEGY

Right Place – Right Sign

- Continue to use the Coastal Zones from the Fylde Coast Action Plan to differentiate the different parts of the coast.
- Signage Champions and Planning Officers to test signage proposals at three levels – Is this the right style of sign for this location? Is it the right hierarchy of signage – (Primary / Secondary / Tertiary) and is the correct information on the sign?
- If not provided by developers have Planning or Project Officers request a signage strategy drawing with accompanying schedule to detail what signs go where. This should be accompanied by imagery of proposed signs. This will allow control of signage and act as a record of signs provided.

Approvals and Ownership

- Three strand approach to controlling signage. 1.Planning Officers for development generated signage. 2.Signage Champions advice for Fylde signage not scrutinised through Planning Consent process. 3. Monitoring and if necessary removal of new signs by the Coastal Rangers identifying any new signs in their annual review.
- In planning applications identifying who owns or adopts a sign and who is liable for its repair, removal or replacement. Producing a database of signs linked to the signage plan produced from the Coastal Rangers initial survey of coastal signs.

Promote Area Identity

- Take the idea of enhanced Area Welcome Signs to Committee to test their appetite for such features within the Borough.
- If considered a good idea draw up a list of settlements and neighbourhoods who would wish to have such marker signs.
- Establish a budget for the programme.
- Work with Fylde Council Arts Officer to run a competition to appoint an artist to deliver a number in complementary style.

Promote Linkages

- When preparing proposals for particular areas or major projects always consider where does this site link to?
- Show linkages in distance and time to walk to the destination.
- Commission orientation signage at key transport arrival points where it is currently lacking such as at the three railway stations.

National Signage Adoption

- Ensure the Fylde Coastal Defence delivers to the RNLI standard for hazard warning (red signs).
- Decide if the RNLI information signs (blue signs) are to be adopted next to the red signs.
- Incorporate the England Coast Path logo on other signs or poles such as lamp columns and resist the provision of new standalone poles that add clutter to the local scene.
- Remove reference to the Lancashire Coastal Way.

Future Adaptability and Sustainability

In choosing sign manufacturers ensure that the signage product has the following attributes;

- A minimum life of 5 years when placed in a coastal location.
- That metal components are corrosion resistant.
- That spare parts are readily available.
- That the surfaces are vandal and fire resistant and ideally self-weathering.
- That space on the sign or its frame could be made available for future information or adaptation, eg, A3 size laminated notice holder.