CHERRYWOOD

CHERRYWOOD SDZ, DLRCC

WAYFINDING & DIRECTIONAL SIGNAGE GUIDANCE.

2021

dlr
Comhairle Contae County Council

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01 INTRODUCTION AND OBJECTIVES

1.1 INTRODUCTION

Specific Objective PD 32 of the Cherrywood Planning Scheme states that post adoption of the Planning Scheme, a guidance document relating to wayfinding/directional signage in Cherrywood will be produced.

This document responds to the requirements of the scheme and provides guidance for wayfinding and directional signage development for Cherrywood SDZ and the surrounding areas. The aim of the guidance is to establish a robust but flexible system for wayfinding which will engage users and enhance their experience of and interaction with the area.

1.2 PROJECT SCOPE

This document provides guidance on:

- Objectives and Principles for wayfinding and directional signage development.
- Identification of key decision points, routes, destinations and other location types to support with signing.
- Structuring journey information, including the types of signage to be used at different locations.
- Place Naming.
- Signage design guidelines, including sign product family, sign content and signage hierarchy.

The purpose of the guidance is to help manage signage development and to provide a coherent strategy to guide future wayfinding measures and directional signage placement plans as they are brought forward within the SDZ, and to integrate with local and national signage regimes.

Section 2.12.1 of the Cherrywood Planning Scheme states that directional signage shall be for the purposes of wayfinding/ giving direction on, or adjoining greenways, major transportation infrastructure or main road junctions. Within this context, this guidance applies to wayfinding and directional signage related development within Cherrywood SDZ. It is also relevant to wayfinding and directional signage on routes around the SDZ.

This document is not intended to provide comprehensive guidance to manage other forms of signage such as advertising, private signage for individual premises, retail and shopfronts, or temporary signage, and is relevant to these forms of development insofar as they impact on wayfinding and directional signage. These types of signage are managed under other statutory and policy regimes.

In all cases the relevant permissions or related consents that may be required for the development of signage must be in place.

How To Use This Document

This document provides guidance which builds on and is consistent with the requirements of the Cherrywood SDZ Planning Scheme in relation to wayfinding and directional signage development. It should be used to inform the planning, design, and implementation of development within and around the SDZ.

Key policies relating to wayfinding and directional signage include: Cherrywood Planning Scheme Specific Objectives PD24, PD25, PD26, PI 13, H3 and H7, and County Development Plan Policies ST9 'Directional / Information / Way-marking Signage' and UD1 'Urban Design Principles'. Policies and Objectives in support of sustainable and active movement are of particular relevance to Cherrywood.

Alongside the Cherrywood SDZ Planning Scheme, this document should be used in conjunction with other documents relevant to Cherrywood, including the Cherrywood Town Centre Urban Form Development Framework (UFDF), Access & Movement Strategy, Area Wide Travel Plan, Amenity Space Guidance Document and Dún Laoghaire Rathdown County Development Plan. The UFDF is of particular relevance to Cherrywood Town Centre.

This document should also be used alongside national signage guidance including: the Road Traffic (Signs) Regulations; Road Traffic (Traffic & Parking) Regulations; Traffic Signs Manual; Urban Design Manual A Best Practice Guide (2009); Spatial Planning and National Roads, Guidelines for Planning Authorities (2012); Design Manual for Urban Roads & Streets MURS (2013); and Guidelines for the Planning Authorities on Sustainable Residential Development in Urban Areas (2009).

In relation to heritage protection, due regard must also be had to legal, policy and procedural requirements relating to Protect Structures, Monuments and other heritage features (e.g. Planning & Development Act 2000 to 2019, and National Monuments Act 1930 to 2004).

There are two parts to this guidance. The first relates to the overarching strategy for managing wayfinding and directional signage development, including how the overall system for Cherrywood should function and how individual development proposals can fit into this overall system. The second part relates to the design and visual appearance of signage development.

1.3 WHAT IS WAYFINDING?

Wayfinding is the process of orienting in and navigating through our environment using spatial and environmental cues. Organising the built and natural environment can aid this process and help users find their way to desired routes and destinations. Wayfinding systems support this process by providing information and other cues clearly and effectively in the right place at the right time.

Not just signage

Wayfinding involves more than just signs and can be supported by a range of prominent or discrete visual cues.

Instinctive and intuitive wayfinding can be promoted by use of features of our environment that meet users' expectations and trigger an instinctive wayfinding response. Examples include routes that respond to desire lines and topography; prominent landmarks or artwork at key locations; appropriate design language and materials in buildings and public spaces; the location of active uses; or the management of visibility and permeability. These and other elements of the built and natural environment should be carefully considered and utilised to support wayfinding, consistent with the Cherrywood Planning Scheme and other guidance.

Helping people find their way

Other aids such as maps and media are also used to support this process. However, in practice additional on-site wayfinding support is required. Bespoke, targeted information on-the-ground which forms part of an overarching wayfinding system can support the wayfinding process, enhance accessibility, permeability and safety, and help make journeys more efficient and enjoyable. A good wayfinding system provides spatial information which complements cues in the existing environment to support the user's ability to find their way. This document builds on existing wayfinding & directional signage regimes, and, following best practice, is tailored to the specific wayfinding and directional signage needs in and around Cherrywood SDZ.

The adjacent images show typical wayfinding tools ranging from physical signage to printed maps to other environmental interventions. This strategy deals primarily with physical wayfinding and directional signage whilst keeping in mind other contributing wayfinding factors as well as the possibility of the integration of additional media.

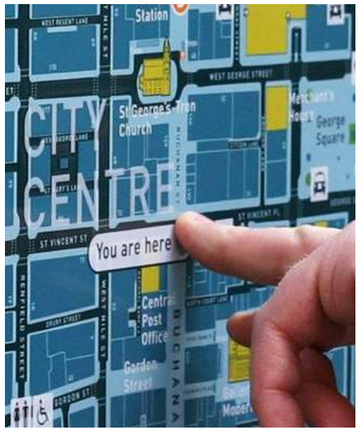
Road Signage

Street Signage


Trail Signage


Totem


Road Marking



Map

Visitor Information


Public Domain Quality

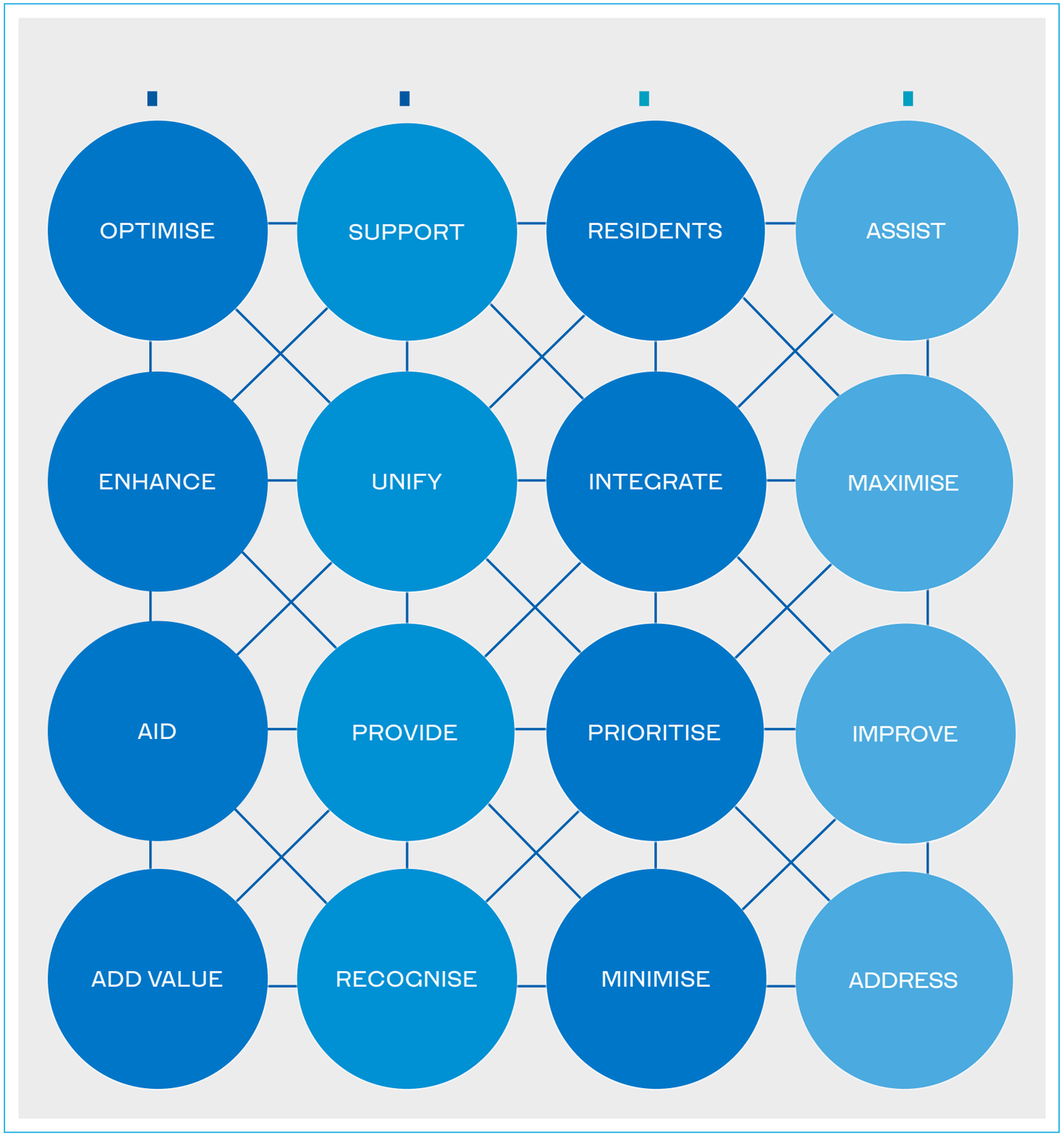

Landmarks

1.4 STRATEGY OBJECTIVES

The overarching objective of this strategy is to develop a wayfinding and directional signage system for Cherrywood which is intuitive, coherent and flexible. Consistent approaches to physical, digital and published wayfinding will ensure logical and legible wayfinding across Cherrywood SDZ. The key objectives for this strategy and for future wayfinding and directional signage development in and around Cherrywood SDZ are set out below:

- Optimise patterns of movement in a way that is efficient and safe for all users, including visitors, whilst prioritising sustainable modes of transport, particularly walking and cycling, as well as public transport, as per the Cherrywood Planning Scheme.
- Enhance the coherency and legibility of the public domain.
- Aid navigation in ways that are intuitive, clear, and easily understood, recognising likely desired routes.
- Improve connectivity, accessibility and ease of movement for all users, having regard to varying navigation abilities.
- Provide for the optimum amount of choice for journeys in relation to route and mode, whilst seeking to minimise car use and maximise use of sustainable modes.
- Support personal security, safety and comfort.
- Help unify the area, and enhance sense of place.
- Promote routes that are visually interesting and varied, and assist in creating unique, vibrant places and neighbourhoods.
- Enhance movement in a way that is pleasant and adds value to user experience of the area.
- Integrate and address natural and built heritage considerations.

WHAT ARE THE PRIORITIES?



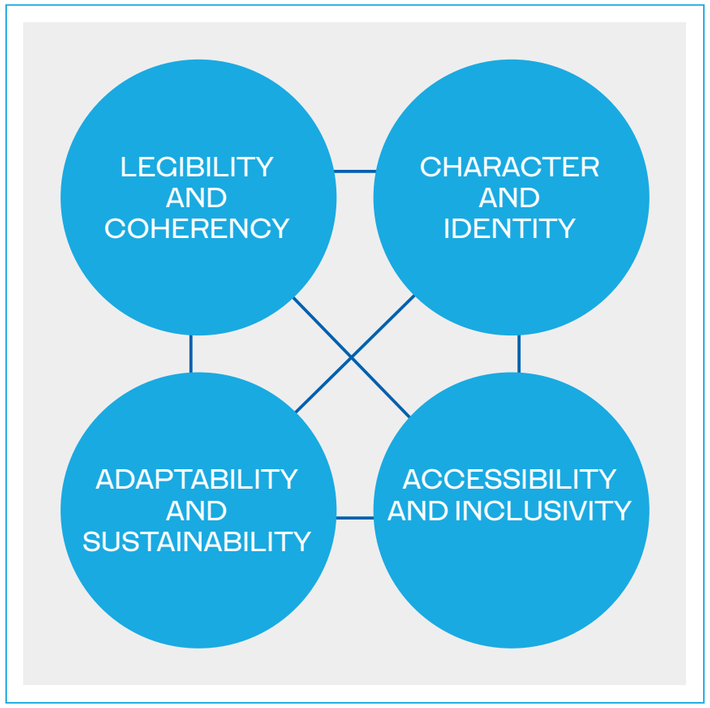
2.0 WAYFINDING STRATEGY

2.1 DESIGN PRINCIPLES

The core design principles underpinning the wayfinding system are:

- Legibility and Coherency,
- Character and Identity,
- Sustainability and Flexibility, and
- Access and Inclusivity.

These principles will be considered during the detailed design and implementation process to ensure system delivery is consistent with the strategy.



LEGIBILITY AND COHERENCY

Legibility and Coherency are required in placement, content and presentation to ensure the system functions correctly, and to engender confidence in the system and enhance the user experience:

- The hierarchy of signs used should match a hierarchy of destinations, as well as routes and decision and orientation points.
- Signage should facilitate navigation in a way that is intuitive, clear, and easily understood.
- Signage should be located along desire lines, at gateways and at natural decision points.
- Signs should avoid physical obstructions within open space or public right-of-ways.
- Signs should be positioned to maximise legibility and have highest visual impact for users. Consider the audience (pedestrian, cyclist, visually impaired) with respect to the viewing distance and speed at which the sign will be viewed.
- The consistent use of sign types and content will deliver information at regular intervals and inform in a unified method.
- Colours should be applied consistently across system components, platforms, and where applied, across media.
- Standardised icons and fonts for facilities and destinations should be adopted for all system components.

Transport for Sydney - Family of Signs

CHARACTER AND IDENTITY

A system enhances the sense of place and is appropriate for the Cherrywood Planning Scheme.

- Signage should be easily recognisable with a common visual approach for all signs.
- The system should promote Cherrywood and complement its character areas and natural and built heritage.
- Existing and/or historical names should be used wherever possible to enhance sense of place in line with the Place Naming Convention, and national and local requirements.
- The system should encourage and support ease of movement to all locations and through the full extent of the area.

ADAPTABILITY AND SUSTAINABILITY

A flexible future focused solution that allows for change and development. The proposed signage strategy therefore will consider and provide:

- A flexible modular approach will enable information to be divided into segmented panels that can be replaced if necessary.
- If possible re-use or adapt infrastructure elements to incorporate wayfinding information.
- Content should not include information likely to change, and should be cost-effective to update in the short-term.
- Signage design should allow for minimal maintenance.

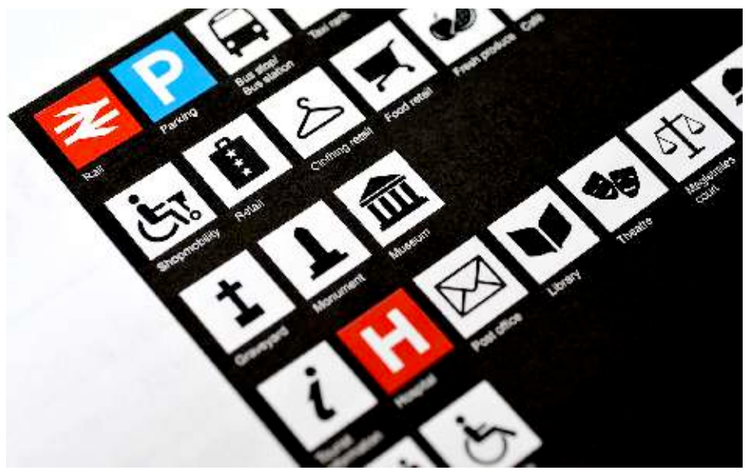
ACCESS AND INCLUSIVITY

The wayfinding system should enhance personal security, safety and comfort and cater to the needs of all user types and should:

- Information should be clear, concise and to the point.
- Text on signs should not be set entirely in capital letters.
- Signs should be designed with consideration given to height, layout, font size, font type and related considerations.
- Good planning of information should be promoted, and should allow integration of web-based technology.
- Universal symbols for a range of groups such as the elderly, visually impaired and non-English speakers should be used.
- All sign content should ensure contrast against the background to guarantee legibility. LRV (Light Reflective Values) values to be tested for contrast.
- Materials should be specified to minimise reflection and glare .
- Proposals should have regard to the varying abilities of users, principles of universal access and national and local requirements and guidance in relation to ability.

Adelaide City & Parklands Signage Strategy

Example of Modular Signage



Peterborough City Regeneration Wayfinding

2.2 WAYFINDING & DIRECTIONAL SIGNAGE TYPOLOGIES

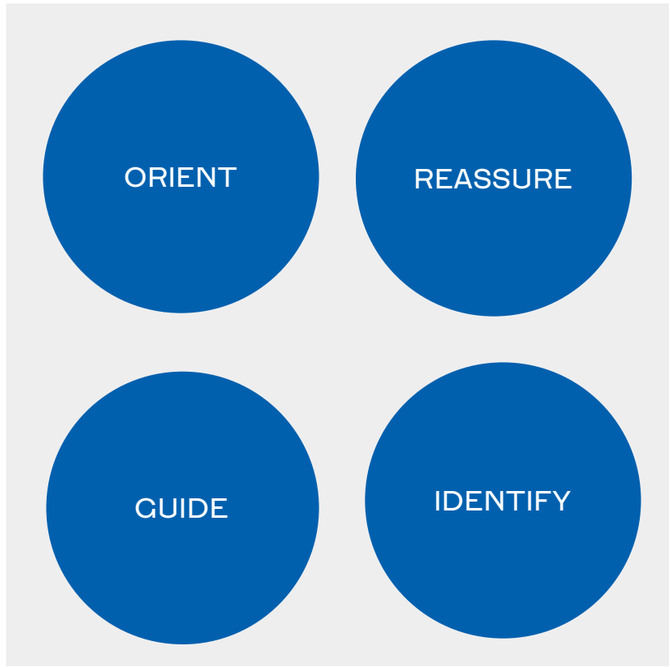
This section identifies the main sign types that are required for a functioning wayfinding and directional signage network in Cherrywood. Subsequent sections expand upon and add additional detail in this regard.

Future signage plans should utilise these sign types where possible. Where additional signs are required they should complement these sign types in terms of form and function within the overall network and within individual components (e.g. road signage).

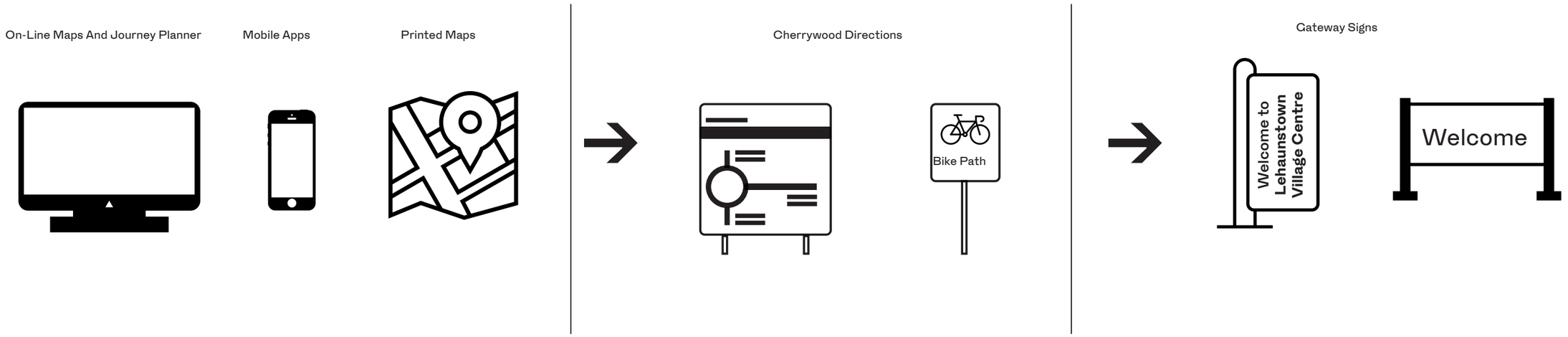
The following sign types have been identified through the analysis of Cherrywood's main routes, destinations, modes and users, and through national and international best practice. They have also been identified to complement and work alongside existing wayfinding and directional signage regimes, particularly national road directional signage, Luas signage and other existing systems within the County.

Basic Requirements of all Sign Types:
Wayfinding signage provides a structured number of decision points leading to a destination - A good wayfinding system will enable people to reach their destination easily and quickly, by providing the cues and information to:

Orient: Establish where you are;
Reassure: Confirm where you are going;
Guide: Advise how to get there;
Identify: Destinations and Gateways.



TO CHERRYWOOD



VEHICULAR DIRECTIONAL

To guide drivers into and around Cherrywood.
Road users and cyclists extensively use primary and non-primary route signs as navigation tools. Whilst these are regulated nationally, they are included as part of the Cherrywood directional signage suite for completeness and to ensure smooth integration with the Cherrywood strategy. Refer to Appendix 1 of this document for a summary of key references and guidance for Directional Information Signs from the Department of Transport. Whilst ensuring regulatory requirements are met, vehicular directional signs for Cherrywood should have regard to and complement other Cherrywood wayfinding and directional signage in terms of content, positioning, scale, height, and location relative to a decision point, as well as promote sustainable modal shift.

GATEWAY SIGNS

To identify an entry point and to provide users with a sense of arrival.
Gateway Signs are usually road signs that create a sense of arrival into, introduce and welcome users. They are typically placed at main arrival points and can enhance community identity and the user first impressions.

TOTEM

To provide users with a map and directional information at key points.
The totem is aimed at pedestrians and cyclist, and is typically used at arrival points such as near transport hubs, public spaces, main destinations, and other key decision points. They typically provide a map with information covering a wide area. Totems often feature location reference and wayfinding & directional information as well as websites, Quick Response codes, screens, Near Field Communication as well as Braille/tactile information.

MOUNTED

To provide secondary confirmation and directional information co-located on existing structures.
Mounted signs are fixed to poles and surfaces and provide secondary directional support. They reassure users with place reference and directions for example where additional signage is needed to provide local directions.

Note on Maps: Maps may also be displayed individually at entry/exits points at locations such as transport hubs and other main public destinations. Maps may be wall-mounted and installed to freestanding structures as appropriate. Maps should indicate changes in level, key landmarks, signalised crossings etc. in line with good practice.

FINGER SIGN

To provide users with more frequent, tertiary directional information.
Finger signs are typically fixed to dedicated, common or smart poles. They are versatile and can be utilised where more frequent signage is required; where legibility from a distance is required, and where routes from a decision points are few.

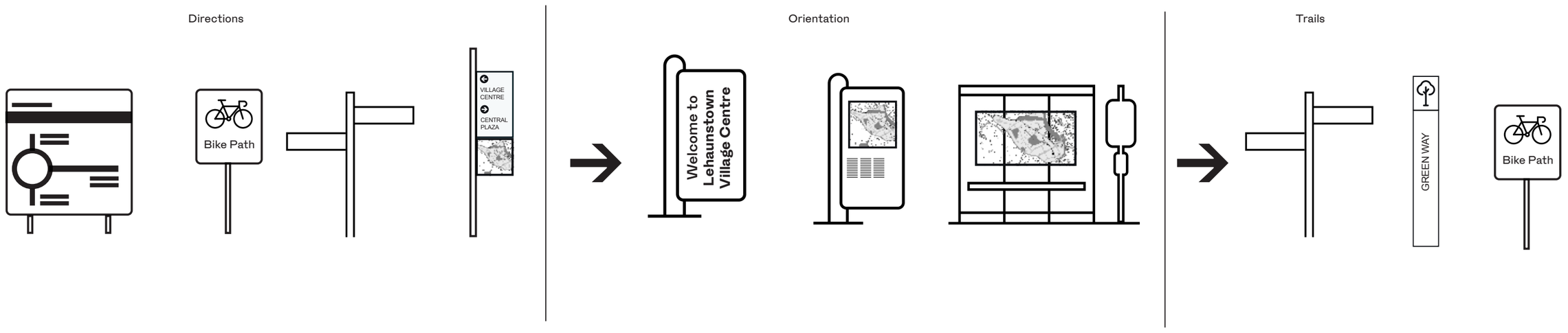
TRAIL MARKERS

To provide confirmation and assurance along Greenways and similar pedestrian and cycle routes.
Trail markers are typically used to along Greenways and similar walking or cycling routes such as historic walks or leisure trails. They provide an effective and relatively non-invasive wayfinding tool to help users orient themselves and stay on track.

OTHER SIGN TYPES

Other types of sign or variations on these sign types may be required from time to time and will be considered on a case by cases basis. Examples include interpretative or information signs, or variable message signs.

WITHIN CHERRYWOOD



CHERRYWOOD WAYFINDING & DIRECTIONAL SIGN TYPES

The section provides additional information on sign types required for Cherrywood, including details of the form and typical function of each sign type and accepted variations on same. This section identifies the role of each sign type within the overarching system, including the location where each sign type should be used within the network, as well as the high-level shape and form of each sign type.

The subsequent chapter, Chapter. 4, provides further details on the design, dimensions, materials and overall appearance of each sign type.

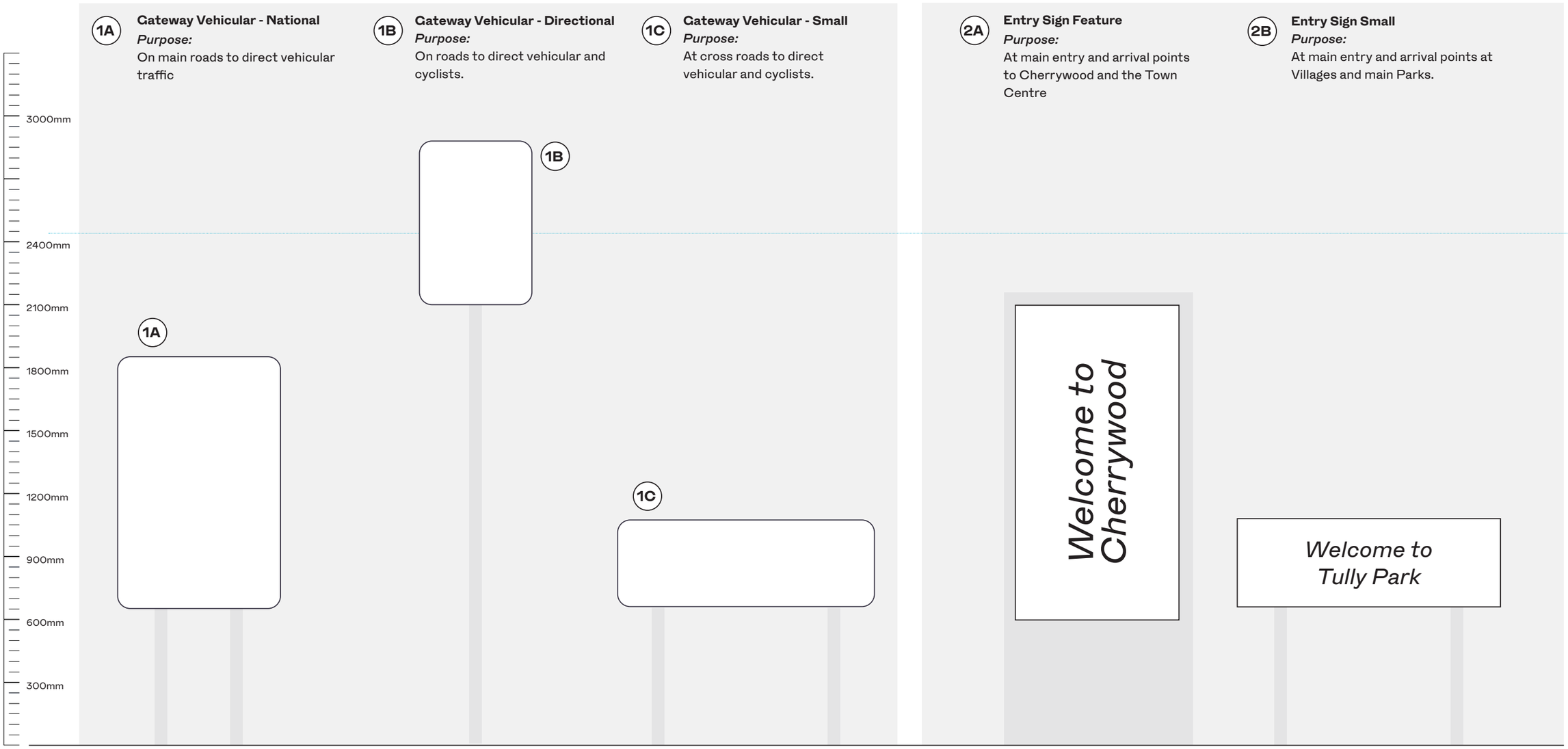
These signs types have been developed to provide a functioning and fully integrated wayfinding and directional signage strategy appropriate for Cherrywood. As such, these sign types should be utilised in the first instance. However, as stated previously, additional sign types, or variations

Gateway Vehicular

To guide drivers into and around Cherrywood.

Entry Sign

To identify an entry point and to provide users with a sense of arrival.



1A **Gateway Vehicular - National**
Purpose:
On main roads to direct vehicular traffic

1B **Gateway Vehicular - Directional**
Purpose:
On roads to direct vehicular and cyclists.

1C **Gateway Vehicular - Small**
Purpose:
At cross roads to direct vehicular and cyclists.

2A **Entry Sign Feature**
Purpose:
At main entry and arrival points to Cherrywood and the Town Centre

2B **Entry Sign Small**
Purpose:
At main entry and arrival points at Villages and main Parks.

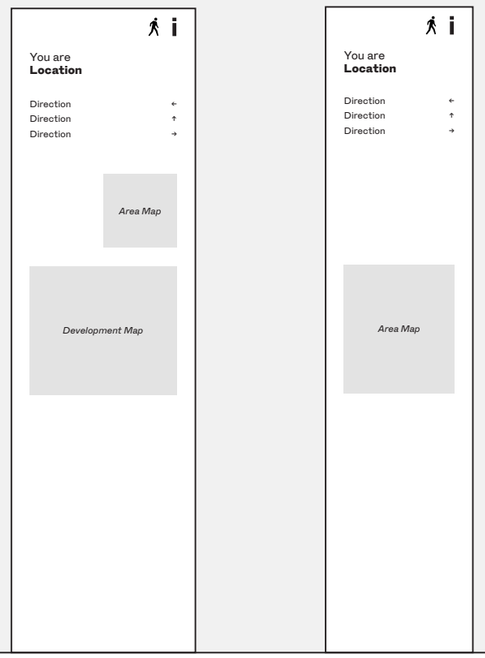
on these types, may be required from time to time. Mapping the purpose and function of each sign within the overall system enables individual signage plans, for example for parks or other locations, to accurately supplement and complement the overarching system and to do so only where required.

Mapped Totem

To provide users with primary directional information at decision points in key public areas.

3A **Primary Mapped Totem**
Purpose:
At key points, e.g. The town centre, to provide directional information and to provide 'you are here' orientation on a Cherrywood map and an area map.

3B **Secondary Mapped Totem**
Purpose:
At villages and luas stops to provide directional information and to provide 'you are here' orientation on an area map.



Mounted Sign

To provide secondary confirmation and local directional information typically co-located on existing structures.

4A **Mounted Surface**
Purpose:
To provide confirmation and local direction, co located on existing infrastructure.

4B **Mounted Pole**
Purpose:
To provide confirmation and local direction, co located on existing infrastructure.

4C **Mounted Tag**
Purpose:
To provide confirmation and local direction, co located on existing infrastructure.

Finger Sign

To provide users with more frequent, tertiary directional information

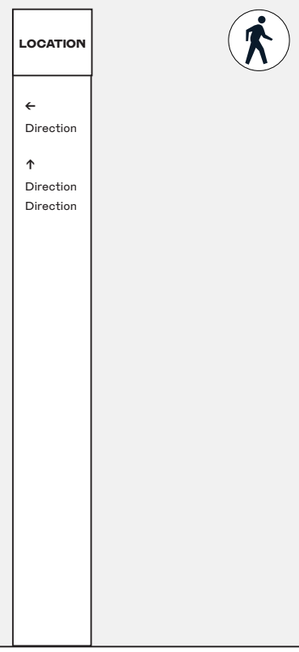
5 **Finger Sign**
Purpose:
Give direction at intersections and other decision points for vehicles, cyclist and pedestrians..

Trail Marker

To provide confirmation and assurance along Greenways and similar pedestrian and cycle routes.

6A **Trail Marker**
Purpose:
To guide and To help users orient themselves and stay on track.

6A **Trail Tag**
Purpose:
To provide confirmation along greenways and trails.



2.3 ASSET HIERARCHY

This section provides guidance on the types of locations that should be signed and given sign priority.

A hierarchy of assets

The key to the success of the Cherrywood wayfinding system is careful planning and management of spatial information. The overarching approach is to prioritise signing areas of public interest. This section identifies the main areas of public interest and arranges them in a hierarchy, from primary locations such as the Town Centre, down to specific residential developments or parking sites. The strategy puts in place an overarching structure to which individual developments and signage plans will add detail. Signage should then move users up or down through the hierarchy of areas, displaying progressively more detailed information as users approach their final destination within each area.

Key elements of Cherrywood's spatial hierarchy are set out opposite. The main trip generators and attractors that users will travel to, from and between, are the Town Centre and surrounding employment areas; three Village Centres; and Neighbourhoods. For the purposes of the wayfinding and signage strategy, these elements are referred to as Primary Assets and are the main areas of public interest. These will be signed from greater distances, including outside of the SDZ, and can be signed to 'get the user going' in the direction toward their final destination. Schools, employment areas and some of the main amenity spaces fall into this category as they too will generate journeys over greater distances.

Within each of these areas there will be a number of more specific destinations that many users will travel to and from. For the purposes of the strategy these are referred to as Secondary Assets. These include the various residential, shopping or employment locations within Cherrywood. It also includes main transport infrastructure, heritage sites, amenity spaces, and travel routes. Tertiary Assets include specific destinations that many members of the public would seek to travel to at one time or another such as post offices, cash machines and parking.

The following hierarchy prioritises destinations of public interest, however signage for specific destinations such as residential developments, will 'plug in' to the signage network and add detail through dedicated signage plans.

Primary assets

- Main arrival & departure points
- Town Centre area and Village Centres
- Neighbourhoods
- Schools
- Commercial / employment areas
- Main amenity areas and routes

Secondary assets (use symbols)

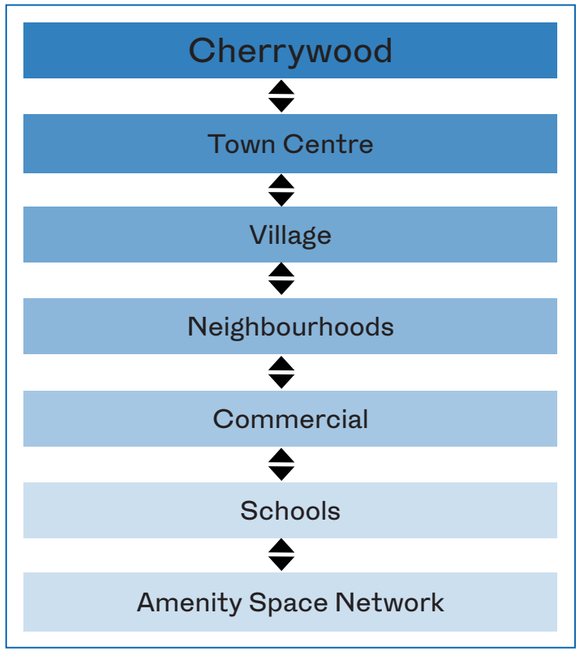
- Main transport infrastructure
- Main streets and roads
- Residential areas
- Retail and office areas
- Heritage sites
- Local amenity areas and routes

Tertiary assets

- Parking (cycle and vehicular)
- Local transport
- Post offices
- Public toilets
- Cash machines
- Post boxes

Signage should provide information to as wide a range of users as possible including local residents and visitors. It should also provide as wide a range of destinations as appropriate to encourage users to explore and discover new places. This approach will help users orientate themselves within areas as they navigate to their destination. To support this approach it should be noted that sestinations can be signed in text and/or symbols as appropriate.

It should be noted that the hierarchy of destinations can be used to prioritise information both across the system and on individual signs.



2.4 GATEWAYS & DECISION POINTS

This section identifies the main public decision points and gateways at which signage will be required.

Decision points are the natural junctures along routes at which users would typically expect to find wayfinding and directional signage to aid their navigation. Users typically require navigation support where route, mode or destination options present themselves.

The diagram to the right sets out the primary decision points for those moving into, out of and through Cherrywood. These points are where most users will likely require navigation cues regardless of the type of signage provided, destination sought, or mode of travel. These junctures represent the main points at which navigation choices will be made and the network across which the signage system can inform users. Together they also make up the overarching structure of the wayfinding system.

Other secondary and even tertiary decision points will emerge as the SDZ develops and evolves and the location of the numerous final destinations are defined. A large number of decision points will be within private developments. This section provides the overarching structure which these individual developments and individual signage plans will integrate with and supplement.

Each of these decision points could comprise one or a number of signs and sign types as well as other cues around the juncture or the approaches to it. Each point could also incorporate signage from more than one signage system or mode, such as national roads or Luas.

Signs at each juncture represent points within a structured signage network. This approach utilizes the hierarchy of destinations and routes identified in the Asset Hierarchy; each decision point identifies the current location, and/or the next nearest level on the hierarchy, either up or down, be it a destination or route, in a given direction before the next decision point.

Appendix 5.5 provides additional information as to how the system will operate in particular areas, and how components of the system will operate within the overarching network'

P **Primary Gateways**

1 M50 / Wyattville Road Entry
2 M11 / Wyattville Road Entry

S **Secondary Gateways**

3 M50 / Barrington Road
4 Glenamuck Road Roundabout
5 N11 / Druids Glen Road

T **Transport Gateways (Luas)**

6 Piorsland Park and Ride
7 Brennanstown
8 Laughanstown
9 Cherrywood
10 Brides Glen

T **Transport Gateways (Bus)**

Fixed Decision Points

Plot Decision Points

Primary Assets

Town Centre
Village Centres
Green ways / Parks
Schools / Education

2.5 NAMING CONVENTION

Specific Objective H6 of the Cherrywood Planning Scheme requires a place-naming scheme which reflects the rich heritage of the Cherrywood area. The naming scheme for Cherrywood can be utilised to enhance local identity whilst aiding legibility and navigation.

Identity & Local Heritage

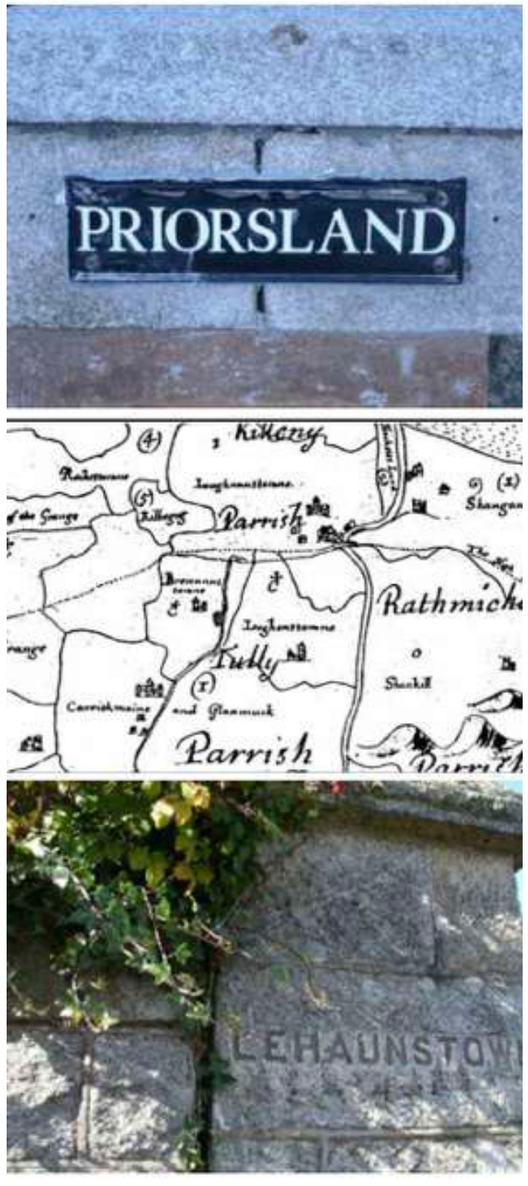
Place names from Cherrywood and the surrounding areas are an important part of the County's cultural heritage and reflect local history from ancient times to the present. It is Council policy, therefore, that the naming of streets and other development shall reflect local place names or local people of note, the built and natural heritage, language, topography or other features from the relevant area as appropriate (such as landscape, cultural associations, history, and townlands), and shall incorporate old place names from the locality as much as possible. The Cherrywood Planning Scheme provides information on place naming. Names used in the Planning Scheme relating to a Development Area, including Appendix B of the Scheme, shall be incorporated into the naming of development in that Development Area in the first instance. All proposals for naming within the Cherrywood SDZ shall be consistent with the Planning Scheme and this Strategy. Regard should also be had to the provisions of the County Development Plan in relation to place naming. Where additional naming sources are required, names set out in the report 'Cherrywood Historical and Architectural Appraisal Report' (Rob Goodbody, December 2011) shall be utilised as appropriate for the relevant Development Area. Where other names are proposed, Applicants will be required to demonstrate with documentary evidence how proposals comply with the requirements of this section. A list of some of the place names from the area is set out in Appendix 2 of this document.

Legibility & Navigation

A suffix is a word that follows a proper name which further describes the name or place to which it applies (e.g. Barrington's Road). Suffixes can be used to further aid legibility and navigation by matching the function or location of the route or place. An example is the use of 'Crescent' in the naming of a development laid out in a sweeping curve. Where suffixes are proposed as part of a place name they should relate to the function, location or form of development to which they apply. A list of some of the main suffixes that could in principle be used is set out in Appendix 3 of this document. Bi-lingual and Irish-language signs will be mandatory. Applicants should seek to ensure that the chosen place name for a new development is not already in use within the County. Developments shall implement logical and easily understood numbering schemes. All elements of place names (including suffixes) shall comply with these requirements.

Heritage sites

In relation to heritage protection, due regard must be had to legal, policy and procedural requirements relating to Protect Structures, Monuments and other heritage features (e.g. Planning & Development Act 2000 to 2019 as amended, and National Monuments Act 1930 to 2004). Signage proposals should consider the status, nature and setting of heritage features such as Protected Structures and Monuments, for example no-dig zones around archaeological features, legal protection afforded to Protected Structures and Monuments. Proposals should respond to the specifics of each site including in relation to the interpretation of heritage features. In this regard alternative approaches to wayfinding and interpretation may be required. The design, location and content of signs relating to heritage sites may require approval by the Dún Laoghaire Rathdown Heritage Officer and if relevant, the Office of Public Works and/or National Monuments Service.



2.6 SUMMARY OF REQUIREMENTS FOR SIGNAGE DEVELOPMENT

Proposals for signage shall have due regard to the following principles. Wayfinding and directional signage within and around Cherrywood should:

GENERAL

1. Be consistent with and support the Cherrywood Planning Scheme and the Objectives of the Cherrywood Wayfinding & Directional Signage Strategy.
2. Work alongside existing wayfinding & directional signage systems, and the requirements of existing public signage regimes, as well as relevant policy, guidelines and regulatory requirements.
3. Ensure the proposed signage, and overall signage network, functions appropriately and remains coherent, flexible, and efficient at all times as it and the SDZ is developed.
4. Provide a basic level of signed navigation aid and have regard to the use of other navigation aids such as maps and technology, and their potential to support a reduction in signage across the network over time.

MOVEMENT

5. Support the establishment of sustainable movement patterns, and prioritise sustainable modes of movement such as walking and cycling, as well as public transport. This could be achieved for example by the prominence given to sustainable travel options; greater frequency of signs; and more detailed consideration of routes available.
6. Have regard to trends in modal split and movement patterns, as well as changes to routes, transport services, destinations, and service provider signage requirements.

ACCESSIBILITY

7. Support accessibility and inclusivity, and provide intuitive, legible and easy to read directions. Proposals should have regard to the varying needs and navigation abilities of users (for example on grounds of vision or cognitive impairment, or local knowledge).
8. Have regard for universal access principles, and likely desire lines, distances, terrain, ease of movement, safety and route amenity.
9. Prioritise the signing of locations of public interest (as per Section 3.4 Asset Hierarchy of the Wayfinding & Signage Strategy) and minimise signage for private development.Have regard to and utilise non-signage visual cues and other features in the built and natural environment to aid navigation and complement the signage network.

VISUAL IMPACT

10. Have regard to and utilise non-signage visual cues and other features in the built and natural environment to aid navigation and complement the signage network.
11. Generally proposals should ensure sign visibility yet minimise visual impact. Signage should be kept to a minimum, not cause visual clutter, and should be rationalised or reduced where feasible. Signage should not have a negative impact on visual amenity, or the quality of the public realm or streetscape. In this regard, proposals should be shown in context.

TECHNOLOGY

12. Have regard to changes in navigation technology and its usage, and support integration of technology and other wayfinding means into the navigation process. In this regard power and data points should be made available at signage locations where required, including for illumination, sound or other user interaction as appropriate.

ENVIRONMENT IMPACTS

13. Proposals shall have due regard to impacts on amenity, habitats and biodiversity particularly in terms of light, sound and visual amenity.
14. In relation to heritage protection, due regard must be had to legal, policy and procedural requirements relating to Protect Structures, Monuments and other heritage features (e.g. Planning & Development Act 2000 as amended, and National Monuments Act 1994), including for example exclusion zones and 'no-dig' zones. The appropriate notification and approval processes must be followed and required permissions secured as necessary.

SIGN LOCATIONS & INFORMATION

15. In relation to sign locations, types and information:
    a. Signage plans should in the first complement the signage system set out in this strategy. Signage should be located at the Decision Points identified on Map 2.4 to support incremental delivery over time of the Cherrywood Wayfinding & Directional Signage network. Supplementary decision points may be identified at junctures along routes to support the operation of the network as development emerges. Sign types should be utilised at appropriate locations consistent with this strategy.
    b. The general approach is for signage to match a typical user's intuitive understanding of navigating an unfamiliar area and aid them in finding their desired destination by 'getting going' in the right direction toward their final destination(s). Signage should disclose information logically and progressively, with increasing detail provided as users approach their destination. It should enable users to move up or down through a hierarchy of locations (as per Section 2.4) to arrive at their destination by the chosen route or modes. As a rule of thumb, signage at a decision point should generally sign the current location and/or the next nearest main location and main routes up or down on the Cherrywood spatial hierarchy before the next decision point. Once a destination is signed it should be signed at each main decision point along the route.
    c. Signage for individual development plots and sites, and signage for private development should be kept to a minimum.
    d. Electronic and other interactive screens are supported. Signs with screens, lighting and sound should be based on and complement the sign types set out in this strategy, with the design and location of such signs to be considered on a case-by-case basis in response to the proposed location and its characteristics.
    e. Signage proposals should be fully considered in tandem with other elements of the built and natural environment, including street furniture, utilities, lighting, roads, walkways, cycleways, building elements, boundary treatments, hedgerows, landscaping, planting, trees and topography both over- and under-ground.

SIGN TYPES & DESIGN

16. In relation to sign type and design:
    a. Proposals should utilise the sign types set out in this Strategy, including by matching the sign types to the corresponding locations. (Please refer to Appendix 5.5 'Component Signage Systems). Where an additional sign type is required, for example within developments or locations such as parks, the proposed sign should be complementary to the overarching system, including in terms of function, form, layout, colours and fonts.
    b. Signage for individual developments and destinations (e.g. housing, office or retail developments) should be discrete in scale and design and complement the Cherrywood Wayfinding and Directional Signage system. Some flexibility will be provided for variations within the overarching system for identification of character areas and individual sub-areas; examples of areas that may require dedicated signage proposals include main amenity spaces and the Town Centre. Flexibility in this regard is dependent on consistency, coherency and complementarity with the overarching system, including in terms of positioning, information, materials, finishes and graphic application.
    c. Signs and dedicated signage structures should be stainless steel or aluminium (powder coated or anodized as appropriate) as set out in this strategy. Larger amenity spaces and Greenways (for example Ticknick Park, Tully Park and the Linear Park) may use wood and weathering steel where appropriate to the local character.
    d. Signage should utilise the modular approach to design and provide for future additions and other changes as required. Signage should be designed for location on dedicated signage structures and other structures, as appropriate. Developers will be expected to share signage structures and enable use of other structures for signage purposes where required.
    e. Signs should include distance and/or estimated journey times, especially along walking and cycling routs, Greenways.
    f. Brown colour should be used for heritage-related signage and signage elements, and may also be used for signage related to cultural uses. Green colour should be used for Greenways, walking & cycling routes, open space and amenity-related signage and signage elements. Red colour should be used for signage related to the Town Centre.
    g. Signage should be low maintenance, and designed to minimise whole-of-life costs.
    h. Signs should incorporate Irish and English in line with relevant legislative requirements, with Irish language to received prominence.

3.0 SIGNAGE WAYFINDING DESIGN GUIDELINES

3.1 SYSTEM IDENTITY

3.2 TYPOGRAPHY

3.3 COLOURS AND MATERIALS

3.4 ICONOGRAPHY

3.5 SIGNAGE FAMILY

3.6 SIGNAGE TYPOLOGY DETAILS

3.7 A MODULAR APPROACH

4.1 SYSTEM IDENTITY

This section sets out detailed guidance for the design and appearance of wayfinding and directional signage in Cherrywood.

The information in this section builds on that set out in Section 3 above in relation to three core design elements:

- Typography
- Colours & Materials
- Iconography

This section also sets out detailed visual guides for the overall appearance of the Cherrywood wayfinding and directional signage family, including details of each sign type such as overall form and dimensions.

The consistent implementation of these design elements is vital to the success of the Cherrywood wayfinding and directional signage system. As such, the design and appearance of all wayfinding and directional signage development proposed for Cherrywood should be consistent with these Guidelines.

Cherrywood
Bhaile Na Silíní
Tully Park
Páirc na Tulaí
Laughanstown
Village
Baile Laughan
Sráidbhaile

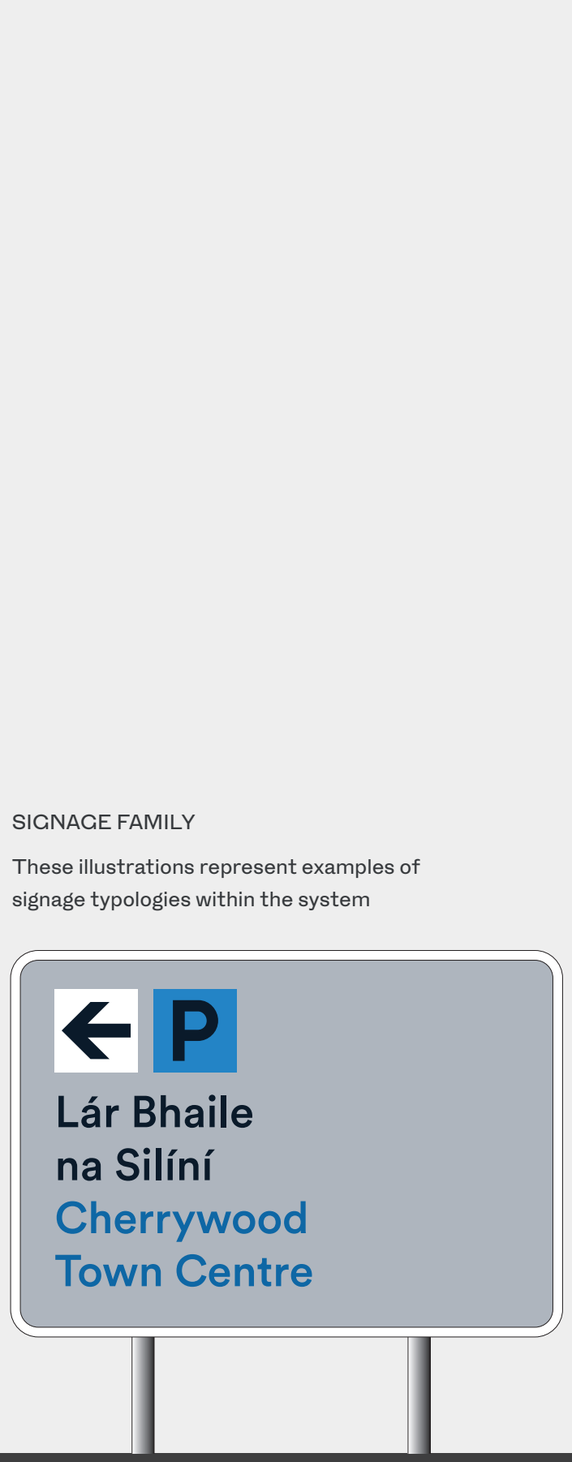
TYPOGRAPHY

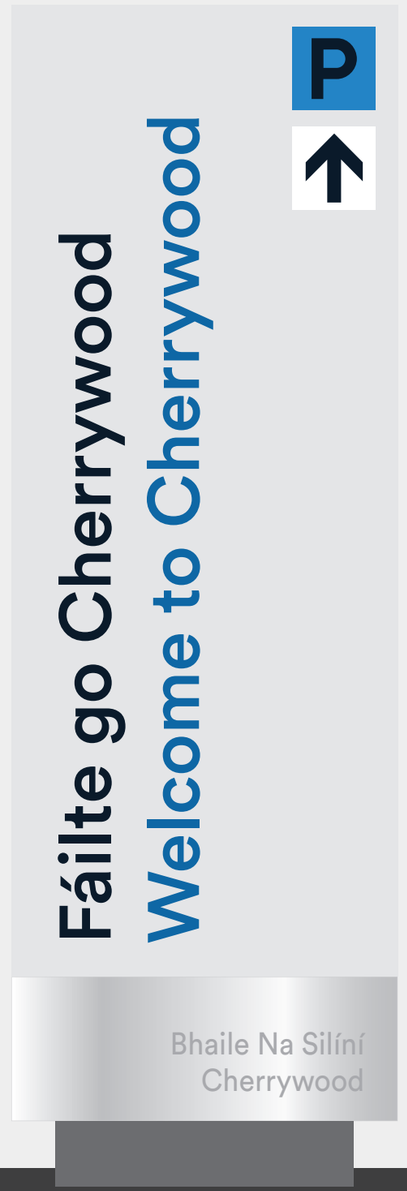
COLOURS AND MATERIALS

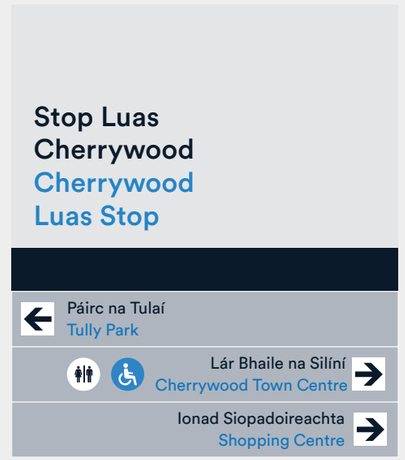
ICONOGRAPHY

SIGNAGE FAMILY

These illustrations represent examples of signage typologies within the system







4.2 TYPOGRAPHY

This section sets out details of the typography to be used on wayfinding and directional signage within Cherrywood.

CIRCULAR STD - BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CIRCULAR STD - BOLD

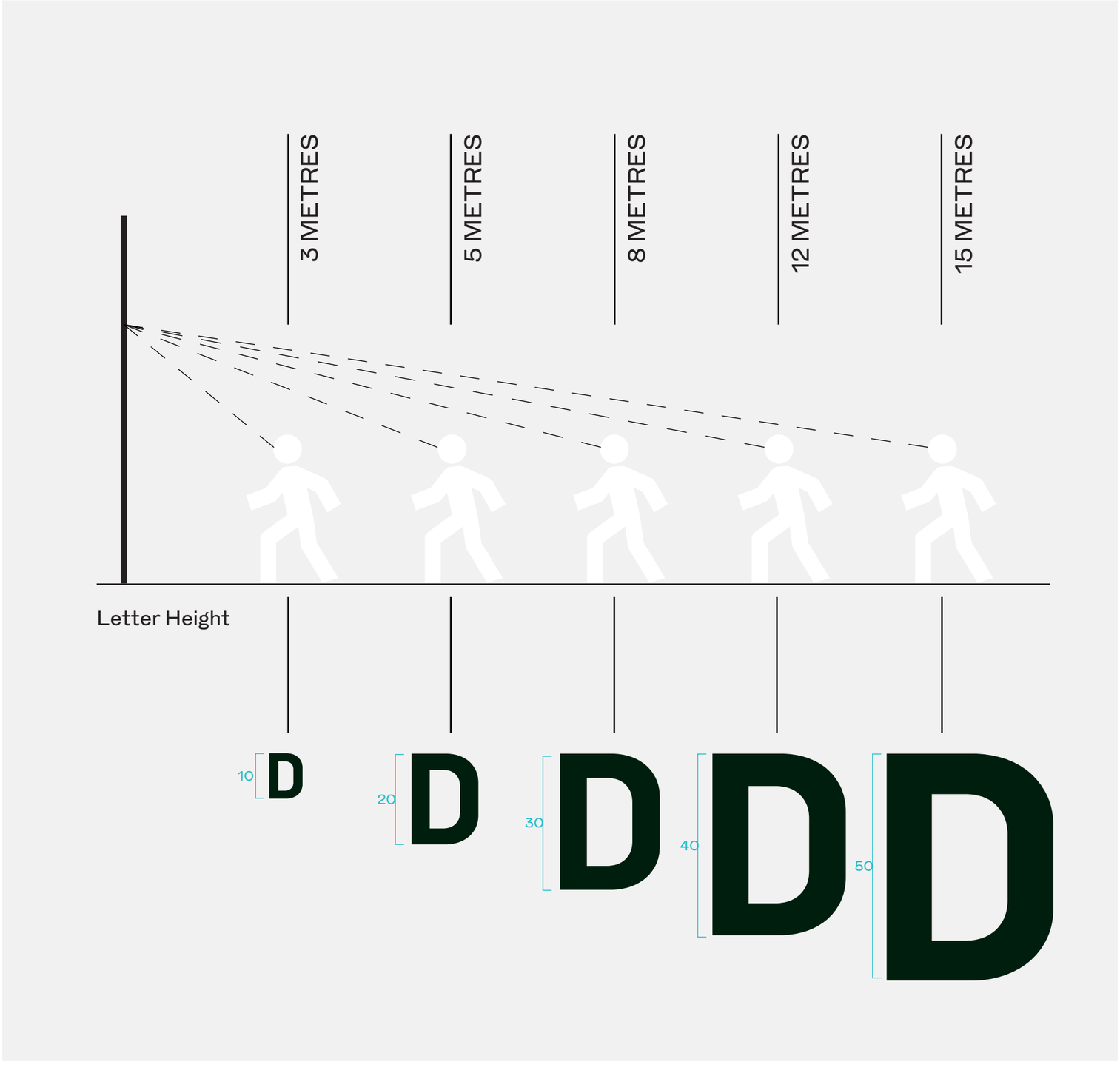
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CIRCULAR STD - BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
1234567890

VIEWING DISTANCE

Text and symbols on signs should be clearly legible from an appropriate distance, having regard to the mode of travel the sign is intended to serve. Regard should be had in all instances to relevant national requirements and the varying abilities of users, particularly in terms of vision impairment. Pedestrian and cycle signage should visually prioritise pedestrian and cycling infrastructure and public transport.



3.3 COLOURS AND MATERIALS

This section sets out details of the colours and materials to be used for wayfinding and directional signage within Cherrywood.

BACKGROUND 1
LIGHT GREY
CMYK(0,0,0,11)
RGB(228,228,228)
#E4E4E4
RAL 7047
PANTONE P 179-2 C

BACKGROUND 2
BLUE GREY
CMYK(7,5,0,26)
RGB(175,179,189)
#AFB3BD
RAL 7040
PANTONE P 174-1 C

NAVY
CMYK(56,31,0,81)
RGB(21,33,48)
152130
RAL 5011
PANTONE 296 C

YELLOW
CMYK(0,9,72,4)
RGB(244,223,68)
#F4DF44
RAL 1018
PANTONE 107 C

BLUE
CMYK(68,38,0,15)
RGB(70,134,217)
#4686D9
RAL 5015
PANTONE 2382 C

GREEN
CMYK(16,0,71,15)
RGB(181,216,63)
#B6D93F
RAL 6018
PANTONE 2290 C

RED
CMYK(0,83,77,43)
RGB(145,25,33)
#911921
RAL 3013
PANTONE P 49-16 C

EARTH BROWN
CMYK(0,3,6,36)
RGB(163,158,153)
#A39E99
RAL 1013
PANTONE WARM GREY

WHITE
CMYK(0,0,0,0)
rgb(255,255,255)
#FFFFFF
RAL RAL 9010

POWDER COATED ALIMINUM

STAINLESS STEEL

TEXT AND GRAPHICS
Computer cut vinyl

MAP PANEL
Self adhesive vinyl filmspec-white translucent, protective overlaminate

LIGHT REFLECTIVE VALUES

LRV measures the percentage of light a paint color reflects. LRV values need to comply with Part M regulations

LIGHT GREY

LRV: 2

LIGHT GREY

LRV: 4

GREEN

LRV: 71

BLUE

LRV: 22

NAVY

LRV: 1

WHITE

LRV: 100

YELLOW

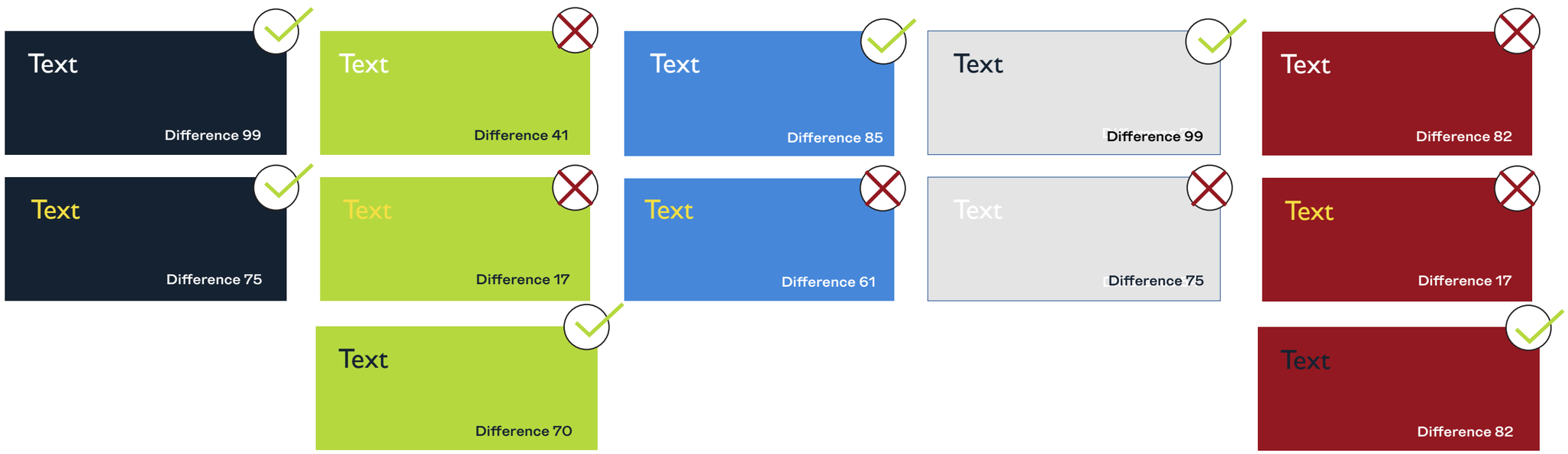
LRV: 75

RED

LRV: 18

EARTH BROWN

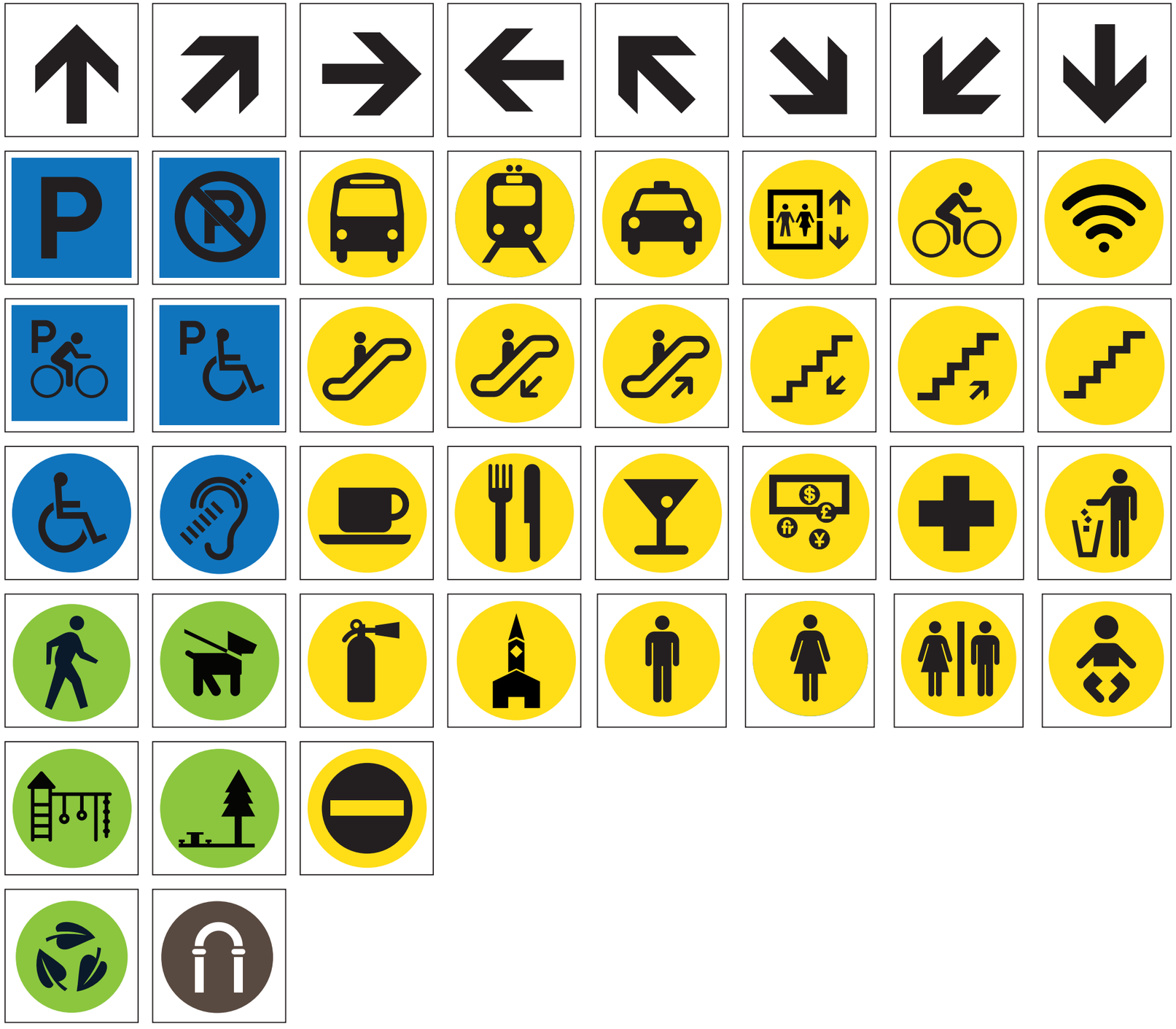
LRV: 37



3.4 ICONOGRAPHY

This section sets out details of the iconography and iconography style to be used on wayfinding and directional signage within Cherrywood.

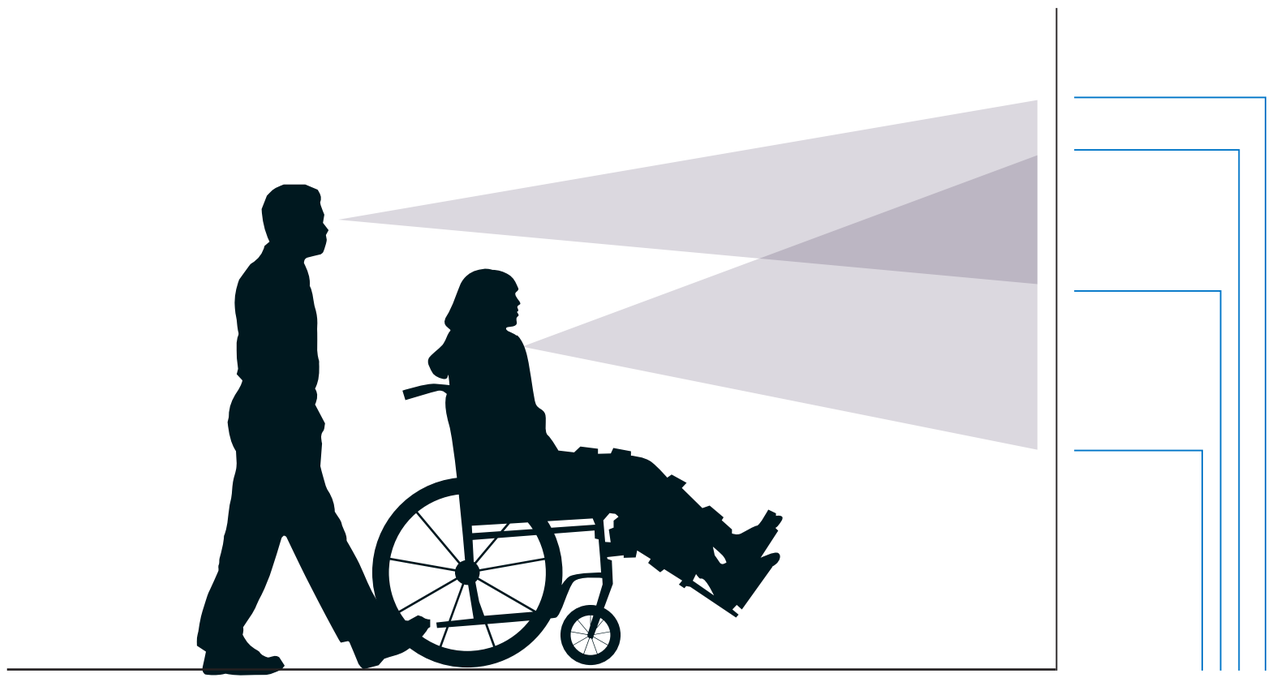
Pictograms are used throughout the Cherrywood wayfinding system to identify common amenities and destinations.



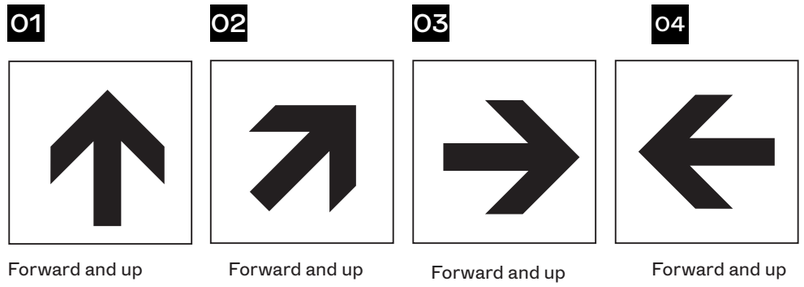
PLACEMENT AND DIRECTIONAL INFORMATION

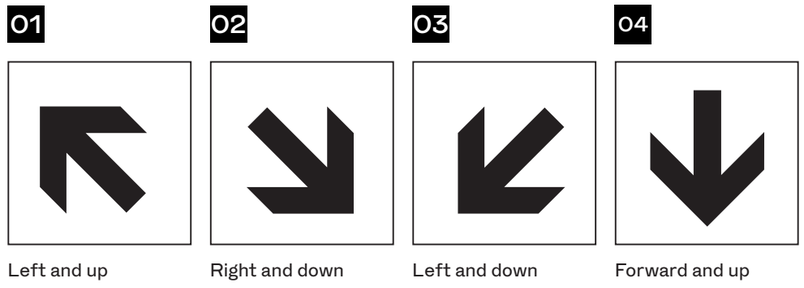
Signage Placement

All pedestrian signs should be to maximise the optimum viewing zone of 800mm - 1800mm high.

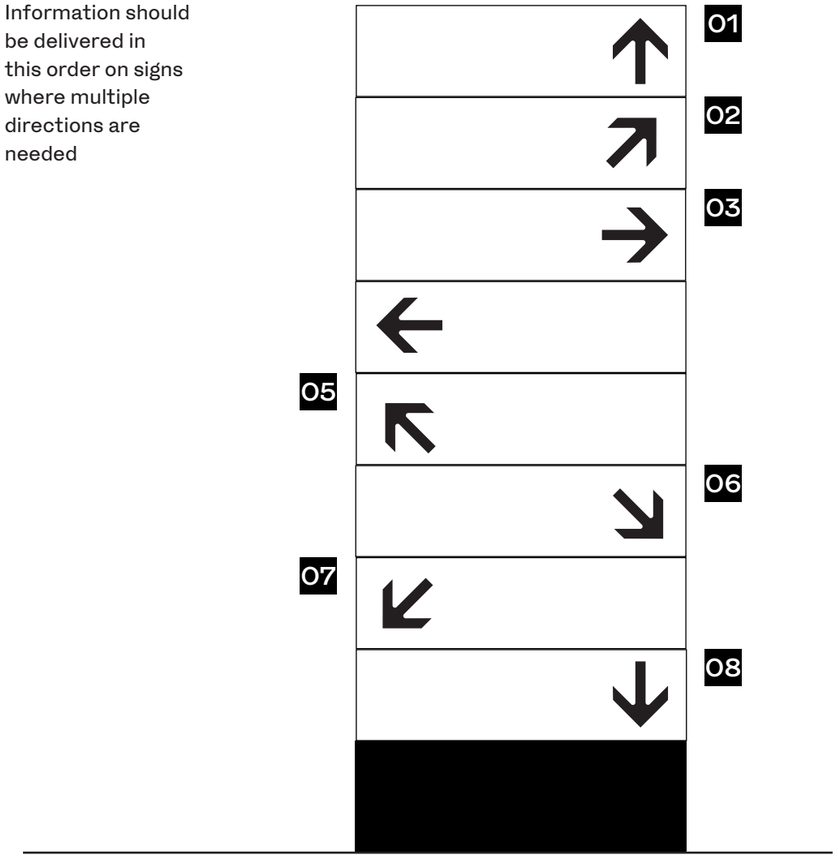


Arrow Hierarchy



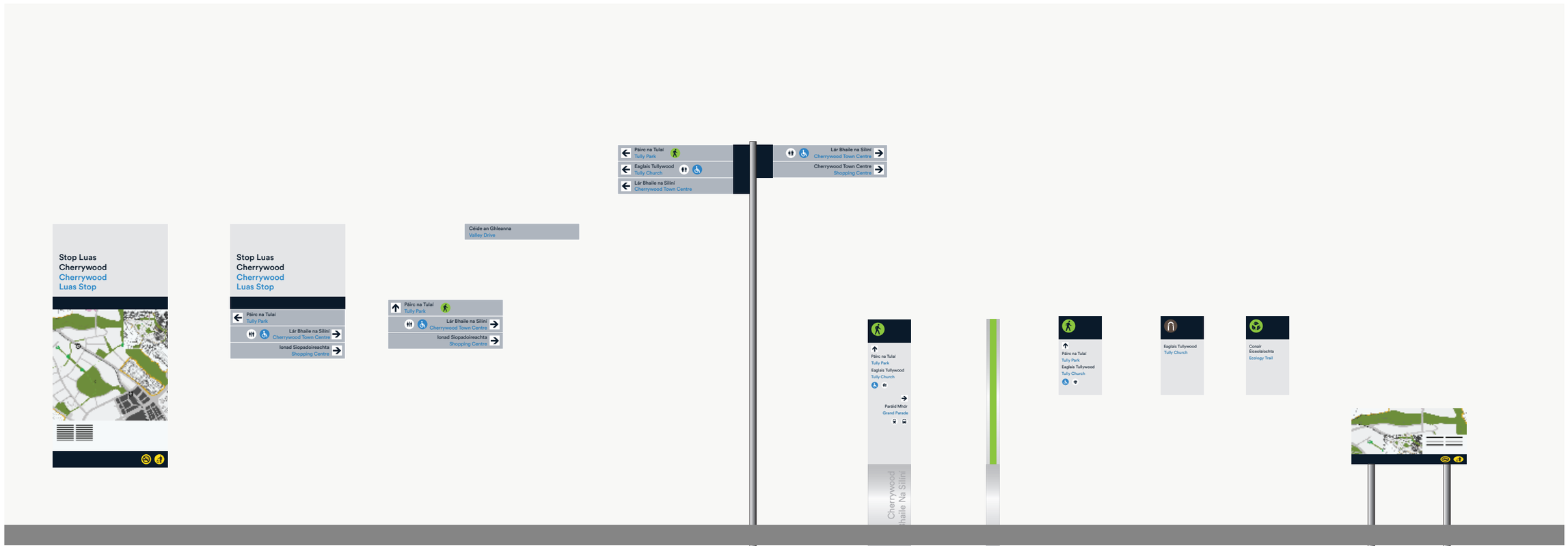


Information should be delivered in this order on signs where multiple directions are needed



3.5 SIGNAGE FAMILY

This section provides images of the overall appearance of sample signs for each of the sign types within the Cherrywood wayfinding and directional signage strategy.


Stop Luas
Cherrywood
Cherrywood
Luas Stop
Stop Luas
Cherrywood
Cherrywood
Luas Stop
Páirc na Tulaí
Tully Park
Lár Bhaile na Silíní
Cherrywood Town Centre
Ionad Siopadóireachta
Shopping Centre
Céide an Ghleanna
Valley Drive
Páirc na Tulaí
Tully Park
Eaglais Tullywood
Tully Church
Lár Bhaile na Silíní
Cherrywood Town Centre
Lár Bhaile na Silíní
Cherrywood Town Centre
Ionad Siopadóireachta
Shopping Centre
Páirc na Tulaí
Tully Park
Eaglais Tullywood
Tully Church
Paráid Mhór
Grand Parade
Cherrywood
Bhaile Na Silíní
Páirc na Tulaí
Tully Park
Eaglais Tullywood
Tully Church
Eaglais Tullywood
Tully Church
Conair
Éicéalaíochta
Ecology Trail

3.6 SIGNAGE TYPOLOGY DETAILS

This section sets out additional details in terms of design, appearance, typography, colours, materials, iconography, as well as overall form and dimensions for each sign within the Cherrywood wayfinding and directional signage family.

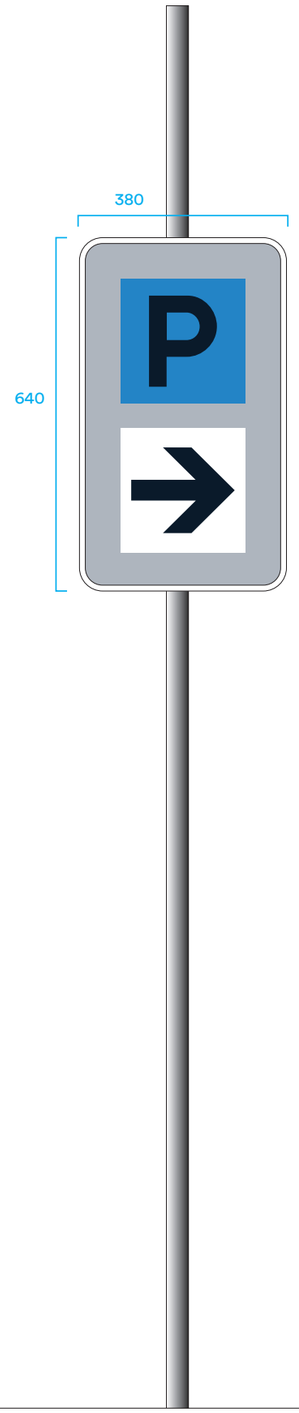
ROAD SIGN LARGE

Specification

A. The sign system shall consist of the sign face, sign substrate, stiffeners, brackets, posts and foundations.
B. Graphics - Vinyl Computer cut external grade.
C. 2.5 mm Aluminum
D. Sheet and Plate: BS EN 485-2:2016+A1:2018
E. Extrusions and Tubing: BS EN 755-4:2008.
F. Reflective band to edge

ROAD SIGN SMALL

PARKING SIGN



Specification

A. The sign system shall consist of the sign face, sign substrate, stiffeners, brackets, posts and foundations.
B. 2.5 mm Aluminum
C. Sheet and Plate: BS EN 485-2:2016+A1:2018
D. Extrusions and Tubing: BS EN 755-4:2008.
E. Reflective band to edge

Specification

A. Sign panels - Powder coated aluminum

B. Graphics - Vinyl Computer cut external grade.

C. Stainless Steel bas with engraving

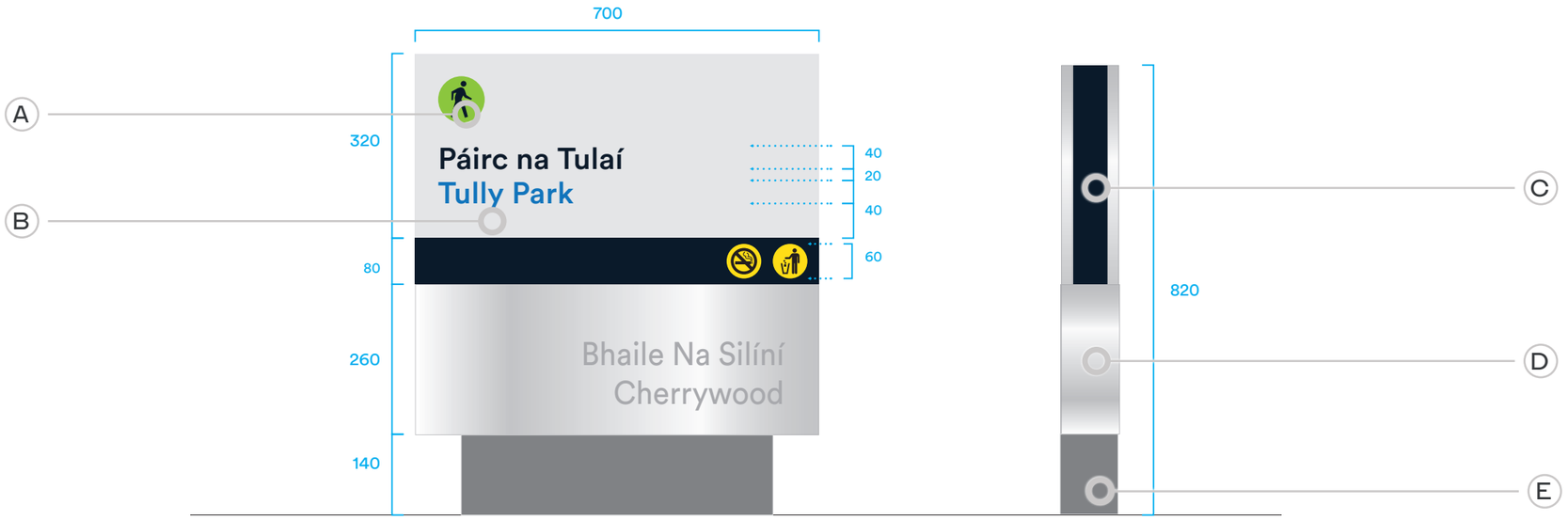
D. Footing, hidden below paving/ landscaping

GATEWAY LARGE

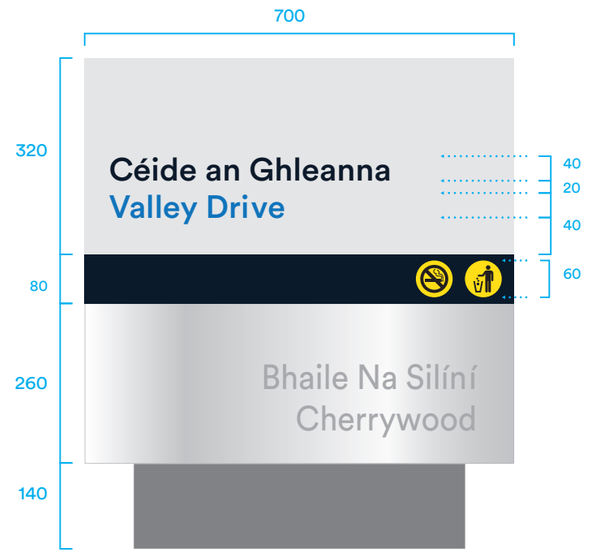
Specification

A. Sign panels - Powder coated aluminum
B. Graphics - Vinyl Computer cut external grade.
C. Inner built-up frame to accommodate sign panels
D. Stainless Steel bas with engraving
E. Footing, hidden below paving/ landscaping

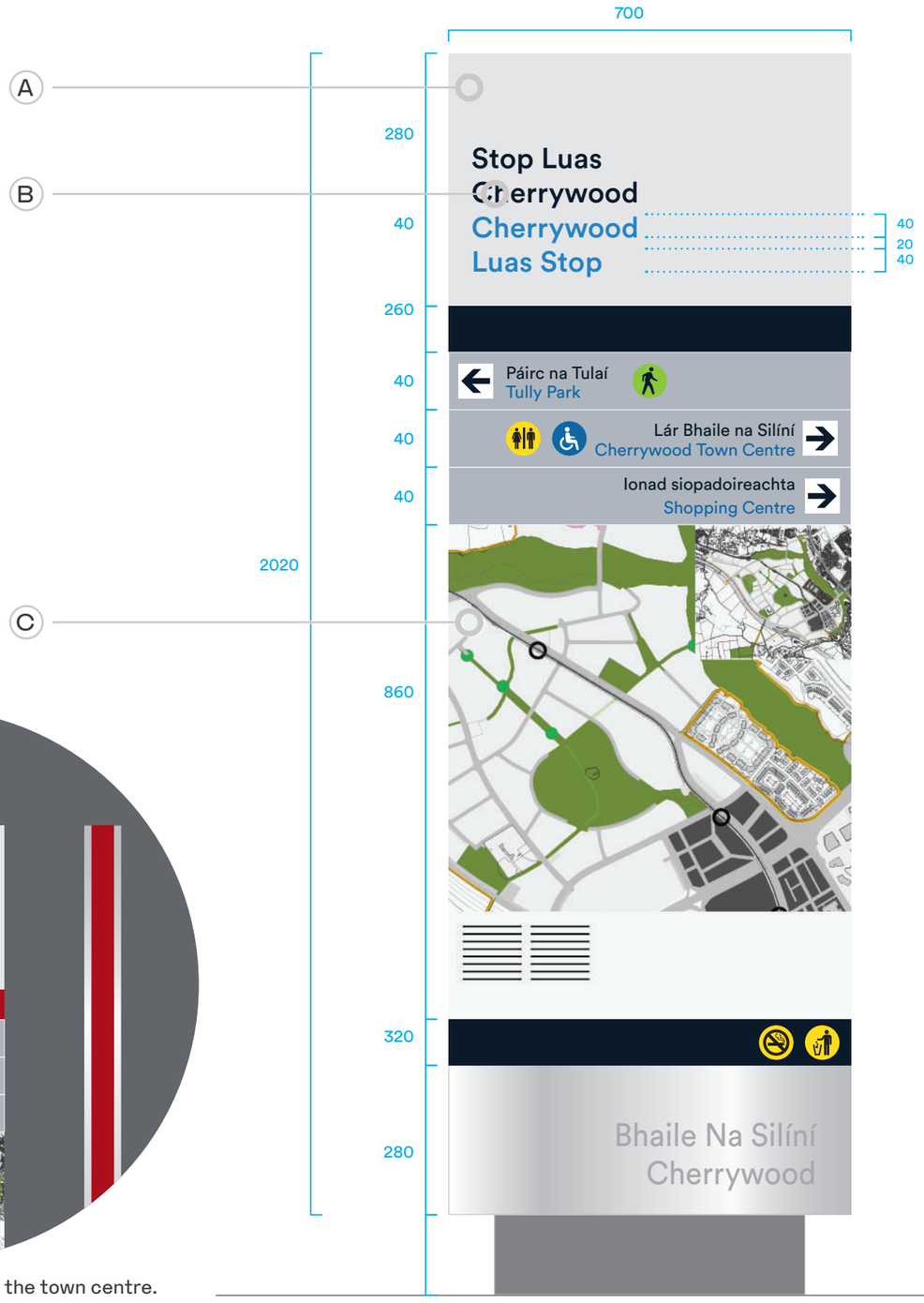
GATEWAY SMALL



ROAD SIGN



TOTEM



Red Can be used where relevant in the town centre.

Specification

A. Sign panels - Powder coated aluminum
B. Graphics - Vinyl Computer cut external grade.
C. Map, front illuminated digitally printed self adhesive vinyl filmspec - white translucent, protective overlaminate
D. Inner built-up frame to accommodate sign panels
E. Stainless steel bas with engraving
F. Footing, hidden below paving/ landscaping

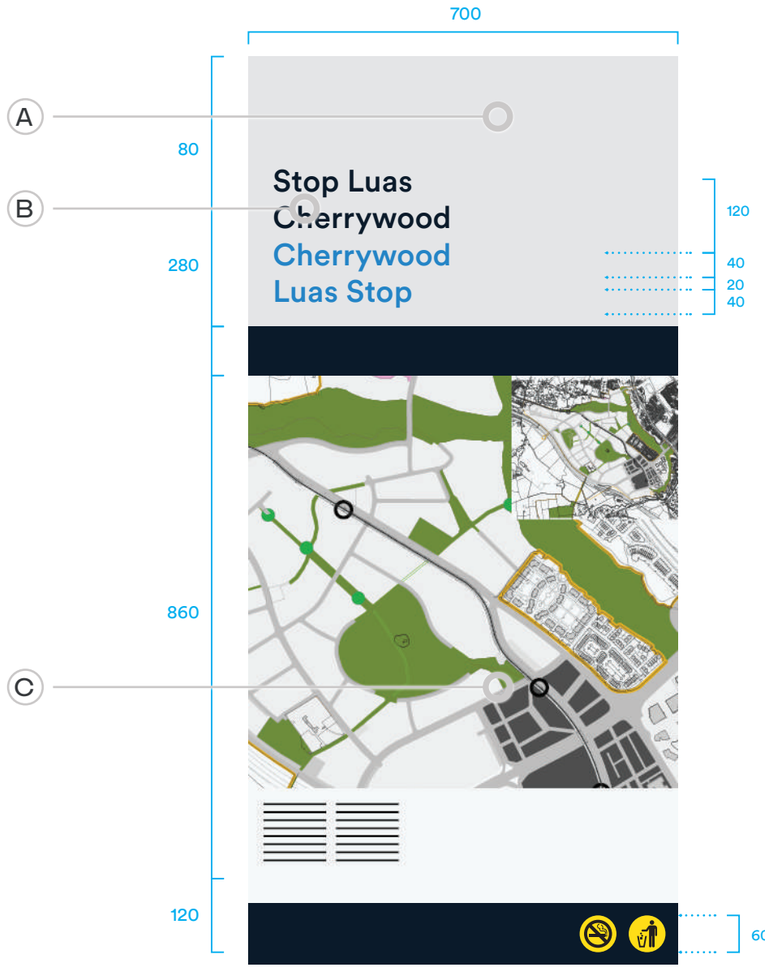
Specification

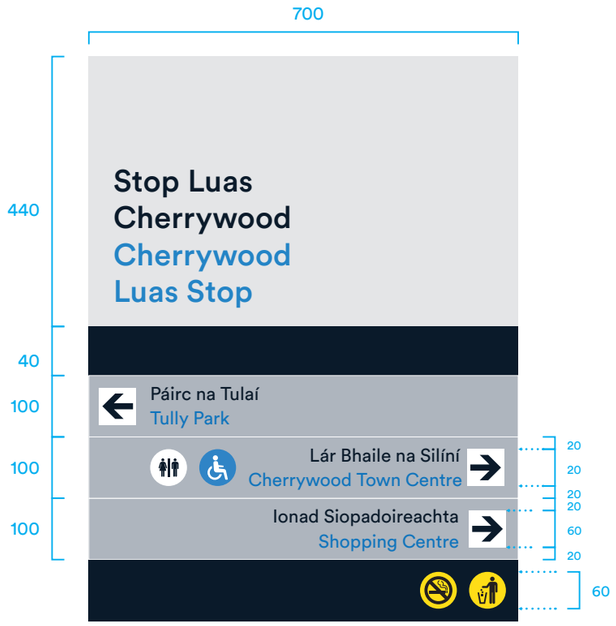
A. Sign panels - Powder coated aluminum

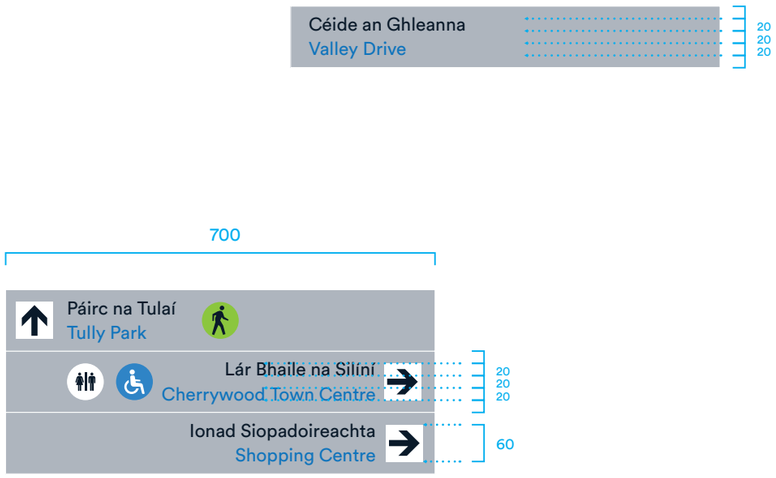
B. Graphics - Vinyl Computer cut external grade.

C. Map, front illuminated digitally printed self adhesive vinyl filmspec- white translucent, protective overlaminate

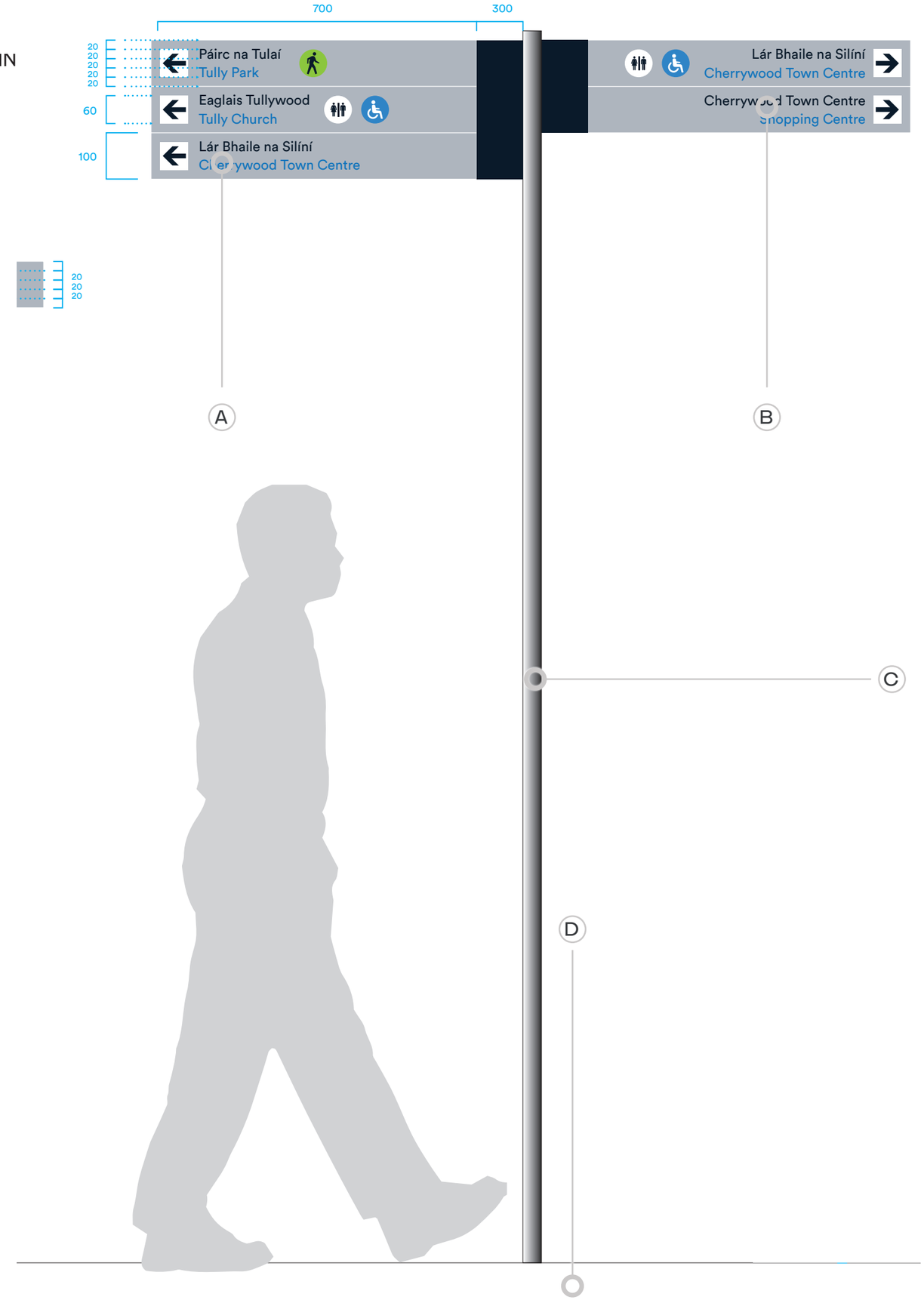
MOUNTED SIGNS







FINGER SIGN



Specification

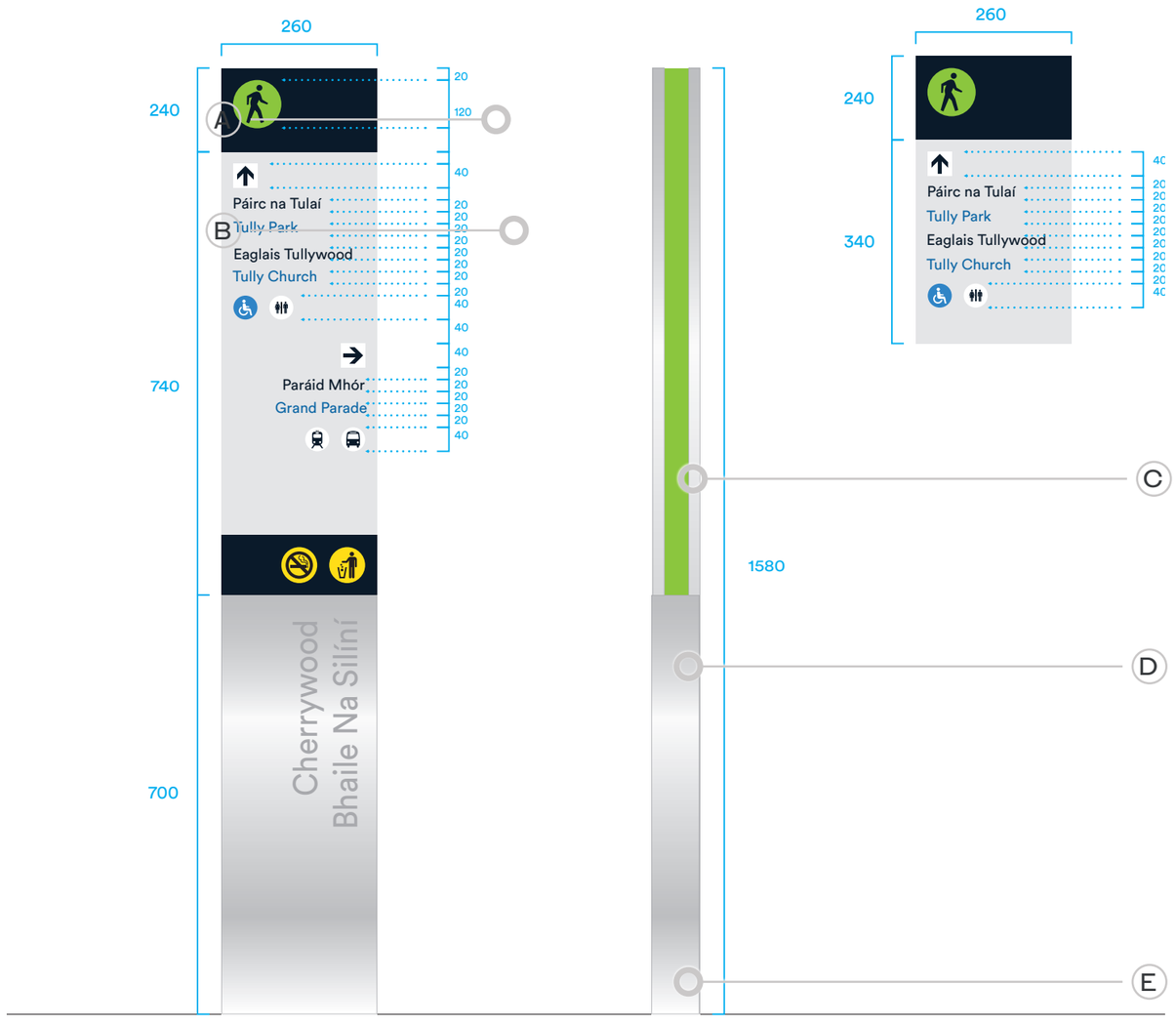
A. Sign panels - Powder coated aluminum

B. Graphics - Vinyl Computer cut external grade.

C. Extrusions and Tubing: BS EN 755-4:2008.

D. Footing, hidden below paving/ landscaping

TRAIL MARKER



Specification

A. Sign panels - Powder coated aluminum

B. Graphics - Vinyl Computer cut external grade.

C. Inner built-up frame to accommodate sign panels

D. Stainless Steel bas with engraving - Alternative materials such as wood or weathering steel will be considered within Ticknick Park, Tully Park and the Linear Park to provide flexibility in response to their varying character.

E. Footing, hidden below paving/ landscaping

INFORMATION BOARD

Specification

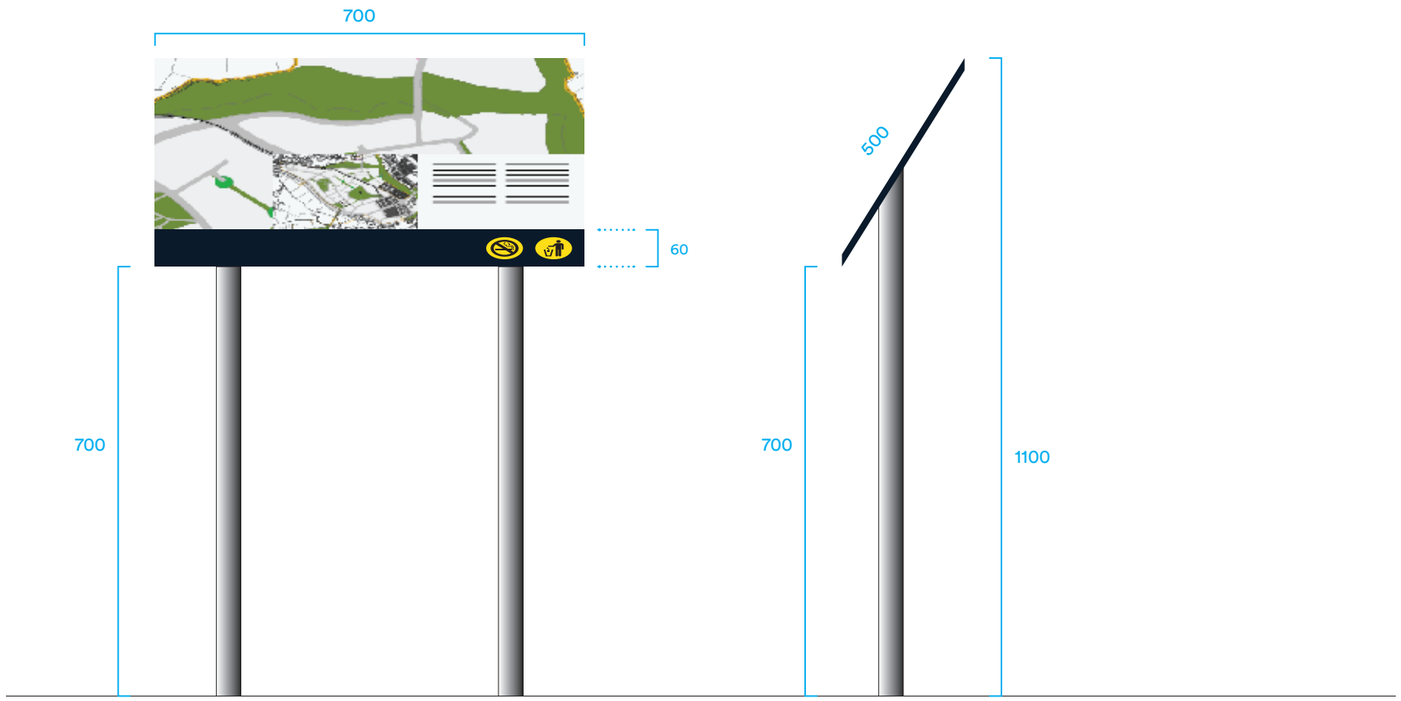
A. Sign panels - Powder coated aluminum

B. Graphics - Vinyl Computer cut external grade.

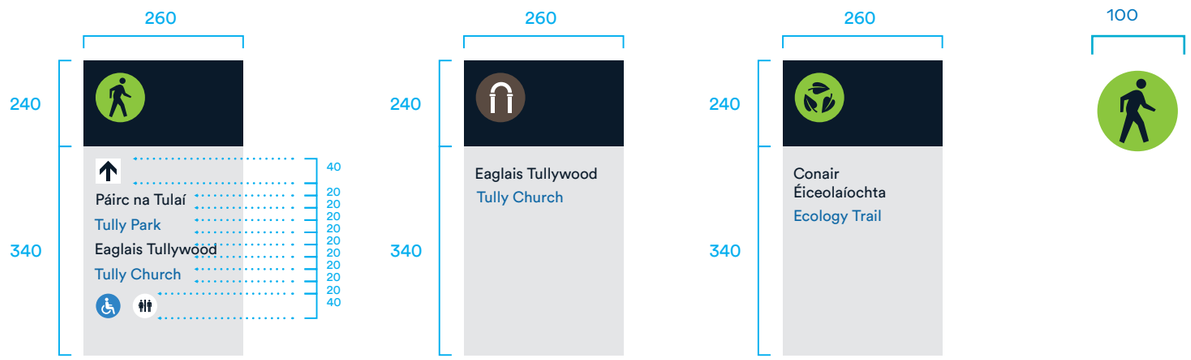
C. Map, digitally printed self adhesive vinyl filmspec - white translucent, protective overlaminate

D. Extrusions and Tubing: BS EN 755-4:2008. Alternative materials such as wood or weathering steel will be considered within Ticknick Park, Tully Park and the Linear Park to provide flexibility in response to their varying character.

E. Footing, hidden below paving/ landscaping



MOUNTED TRAIL



Specification

A. Sign panels - Powder coated aluminum
B. Graphics - Vinyl Computer cut external grade.
C. Stainless steel bas with engraving
D. Mounted to substrate or pole tubing.

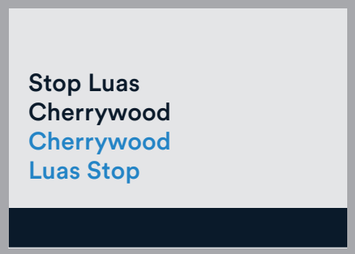
3.6 A MODULAR APPROACH

This section sets out details of the modular design and construction to be used for Cherrywood wayfinding and directional signage.

PRIMARY PEDESTRIAN SIGNAGE COMPONENTS

The system is design to be flexible. These components can be used on their own or together to create larger signs

Welcome panel - used on its own or on the reverse of the totems.

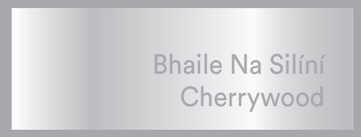


Location name - used mounted on its own or on totems and mounted signage

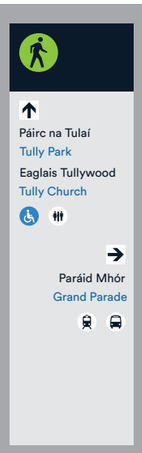
Direction Panel - used mounted on its own or on the reverse of the totems and mounted signage

Direction Panel - used mounted on its own or on totems, mounted signage as well as finger posts

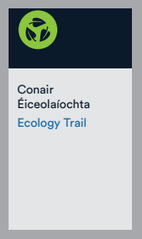
Regulatory Panel - used mounted on its own or on totems and mounted signage



Stainless Steel Base



Trail Marker



Trail Marker - Mounted

4.0 INFORMATION FOR IMPLEMENTATION & PROCUREMENT

4.1 GENERAL

4.2 REQUIREMENTS

4.1 GENERAL

LEGISLATIVE & REGULATORY CONTEXT

All relevant legal, policy and procedural requirements, including those arising from the Planning & Development Acts, Road Traffic Acts, and National Monuments Acts must be adhered to in full.

BUILDING REGULATIONS

The Contractor shall carry out the works in accordance with the provisions of the Building Control Act 1990 and the Building Regulations 1997, the Technical Guidance Documents and all subsequent amendments thereto which shall relate to the works.

STANDARDS

European, harmonised European (hEN), Irish and British Standards shall generally be the governing standards for signage works. Where these have conflicting requirements the more onerous requirements shall apply. The Planning Authority as relevant shall be the arbitrator whose confirmation shall determine the more onerous.

Only where expressly stated in the final signage specification shall other Standards be applicable.

All references in the specification to European, harmonised European (hEN), Irish and British, European, harmonised European and British and other standards, regulations and requirements of statutory bodies shall mean the latest published editions at the relevant time.

Developers shall ensure that supervision and workmanship shall be at least as good as standards laid down in current harmonised European Standards, Irish or British Standard Codes of Practice and the recommendations of the manufacturers of any specialist materials or products.

The Developers shall follow manufacturer's recommendations for the use of all materials. The Developer shall ensure that components, fittings, products, equipment and assemblies workmanship shall be of the highest quality. Trades people shall be competent and qualified to carry out their duties. The Planning Authority shall be the sole and final arbiter of quality.

All standards shall be read in conjunction with the drawings, specifications and all relevant clauses shall be applicable..

4.2 REQUIREMENTS

SETTING OUT OF THE WORKS

The Developer shall be responsible for the setting out of the works, the correct positioning of all parts of the works and shall rectify any errors in the positions, levels, dimensions and or alignment of the works. This shall include but not be limited to the dimensional and level checking of all drawings and submissions from all consultants, contractors and sub-contractors and any persons involved in the supply of components to the project.

MANDATORY REQUIREMENTS

The provided information is mandatory with respect to the following:

- Font, Text and graphic layout
- Colours
- Graphic application
- Overall size of each sign
- Nominated materials and finishes

OPERATING REQUIREMENTS

Each item shall provide qualitative, functional, operational and performance capabilities that are to be expected for items in the environment they will be used in.

LIFE CYCLE COST

Where regular maintenance or upgrades are necessary to keep items in good working condition, contractor is to specify and cost this maintenance and/or upgrades for the expected life of the item in the tender. Any item that is not specifically identified to require regular maintenance or upgrades is deemed to not require this.

Any cost made or foreseen to have to be made for the regular maintenance or upgrade of items that have not been identified by contractor in the tender stage will be charged to the contractor.

DESIGN FOR AMBIENT CONDITIONS

Due to the site's proximity to the sea, all necessary precautions shall be taken to ensure the durability of the facilities, equipment, material and accessories in these conditions.

When designing for ambient conditions it is important to be aware that the location of the site falls within "urban marine" category (BS EN ISO 9223:2012 Corrodsion of Metals and Alloys - corrosivity of atmospheres - classification, determination and estimation (2012)).

This will have an impact on the metal components of the project. Please pay particular attention when specifying metal components which may be adversely affected by atmospheric salinity.

POWDERCOATING

Polyester Powder Coating (PPC) applied to aluminium will comply with the minimum requirements of BS EN 12206- 1:2004. Where applied to galvanised steel, PPC coatings shall comply with the minimum requirements of EN13438.

4.0 INFORMATION FOR IMPLEMENTATION

PPC system & applicator shall be certified ‘Super-Durable’ Class 3 in accordance with Qualicoat requirements. The contractor shall inform the PPC applicator where coatings are intended to be exposed to a corrosive environment. The applicator shall adjust the coating parameters beyond the minimum requirements of the above standards where, in their expert opinion, they feel it is required due to the site environment and to achieve the requisite life-cycle durability and warranty.

STANDARDS

All works to which these specifications apply shall be carried out with proper materials and in a workmanlike manner.

“Proper materials” means materials which are fit for the use for which they are intended and for the conditions in which they are to be used, and includes materials which:

Bear a CE Mark in accordance with the provisions of the Construction Products Directive (89/106/EEC), and / or comply with an appropriate harmonised standard, European technical approval or national technical specification as defined in Article 4 (2) of the Construction Products Directive (89/106/EEC), and / or comply with an appropriate Irish Standard or Irish Agreement Board Certificate or with an alternative national technical specification of any Member State of the European Community, which provides, in use, an equivalent level of safety and suitability.

Compliance with any standard does not relieve the Developer from meeting and exceeding the operating, interface, ownership, support, and operating environment requirements specified or reasonably expected.

ORDER OF PRECEDENCE

In the event, the requirements of two or more standards conflict, the more onerous standard shall apply. This shall be determined by the Planning Authority.

Nothing in this document, however, supersedes applicable laws, regulations or contracts.

INTENT OF THE TECHNICAL DRAWINGS AND SPECIFICATIONS

The intent of the schedules and specifications set out herein is to describe nominal dimensions, materials and finishes of the items consistent with the design intent.

Details may be refined or modified provided that such refinement or modification is consistent with the Cherrywood Wayfinding & Directional Signage Strategy, Cherrywood SDZ Planning Scheme, and other relevant legal, regulatory and policy requirements. All modifications require Planning Authority approval.

In all cases the Developer shall be responsible for ensuring that the finished product is structurally and aesthetically sufficient for the service conditions and of a quality that would be reasonably expected. This shall include any structural computations as required.

INTERFACING WITH OTHER CONTRACTORS

The contractor is to make provision for interfacing with separate contractors during the course of these works. These contractors may have specific requirements that need to be accommodated in the final signage design. Details o of contractors to be released to DLRCC on appointment.

VIBRATION

Ensure that the works withstand all vibration caused by wind, traffic, aircraft, equipment effects, environmental conditions, or any other shocks, slamming, strains, stresses and movement imposed, thus avoiding deterioration or fracture of any element, both during construction and after installation.

BCAR

Contractor shall be responsible for compliance with Building Control (Amendment) Regulations 2014 and is to make allowance for the provision of the following Ancillary Certification under same:

- Ancillary Certificates for Design, Inspection and Design (completion) developed and agreed by the RIAI, ACEI, Engineers Ireland, SCSI and CiF:
- **S_D, S_C & S_I** to be completed and signed by the Specialist subcontractor
- Ancillary Certificates for the installation and workmanship (completion) developed and agreed by the RIAI, ACEI, Engineers Ireland, SCSI and CiF:

C_S, (CiF-01) to be completed and signed by the Specialist subcontractor

5.0 APPENDIX

5.1 NATIONAL TRAFFIC REGULATIONS

To help ensure all necessary requirements are addressed by Developers this section provides a summary of key national and local regulatory requirements relevant to Cherrywood. It should be noted that this list is a summary only; it is the responsibility of Developers to take full account of all national, local and other requirements relevant to their wayfinding and directional signage proposals, be they regulatory, policy or otherwise.

REGULATIONS/TECHNICAL SPECS (NATIONAL)

Traffic Signs Manual – Regulates statutory road signs as follows:
Chapter 0Acknowledgments and Contents
Chapter 1 - Introduction and Sign Location
Chapter 2 - Directional Information Signs - See Appendix 01
Chapter 4 - Other Information Sign
Chapter 5 - Regulatory Signs
Chapter 6 - Warning Signs
Chapter 7 - Road Markings
Chapter 8 - Temporary Traffic Measures and Signs for Roadworks
Chapter 9 - Traffic Signals

REGULATIONS (LOCAL)

Local information/advisory directional signposts are done under license from DLRCC as follows:
Commercial centres;
Parish centres;
Hospitals;
Churches;
Burial grounds;
Citizens Information Centres; and
other places of public interest

ROAD SIGNS

Refer to Table 2.2.1 for Colour Schemes for Directional Information Signs – note additional colour for non directional signs.

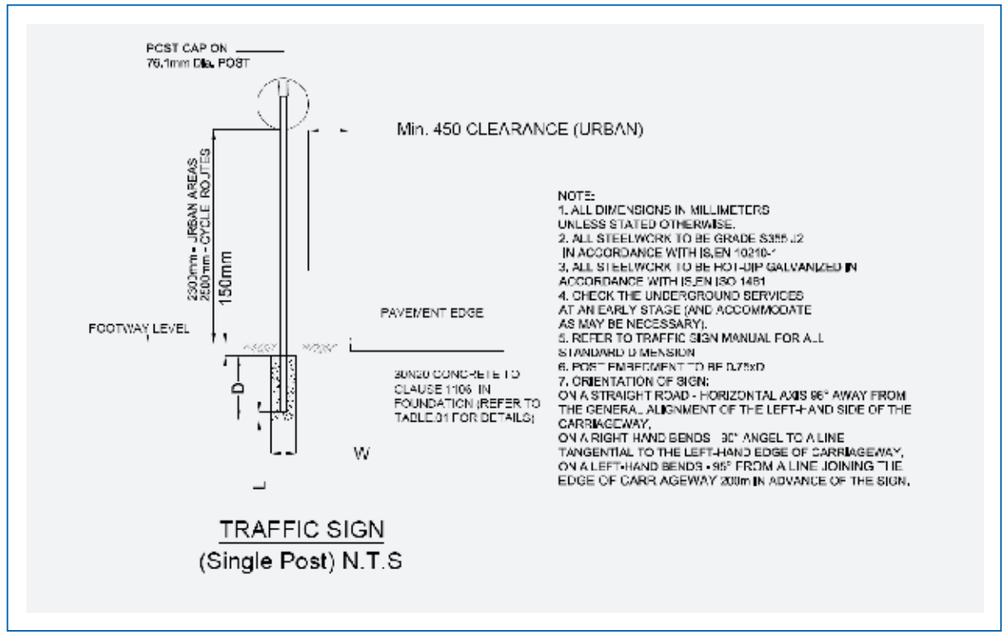
Refer to Table 2.2.2 for details of when to provide directional sings on national routes. Route Confirmatory signs shall be at most 12km apart on National roads and shall be used on such roads at the exit of towns/villages with a population greater than 500.

Route marker plates shall be located midway between consecutive Route Confirmatory signs on National roads where the distance between Route Confirmatory signs is greater than 6km.

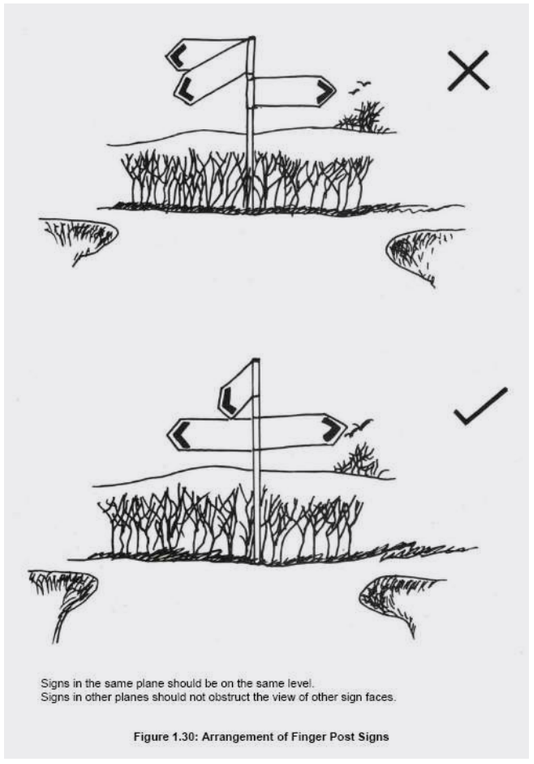
Refer to Table 2.2.3 for details of when to provide directional sings on regional and local roads. Route Confirmatory signs shall be at most 12km apart on Regional roads and shall also be used on such roads at the exits of towns and villages with a population of more than 100.

All public roads will be provided with a road number either within the directional signage where provided or as a Local Road Number Plate (see Section 2.6).

Refer to Table 2.2.4 destinations to be signed i.e. local roads for internal destinations



SIGN LOCATIONS AND PLACEMENTS



Signs in the same plane should be on the same level.
Signs in other planes should not obstruct the view of other sign faces.

Figure 1.30: Arrangement of Finger Post Signs

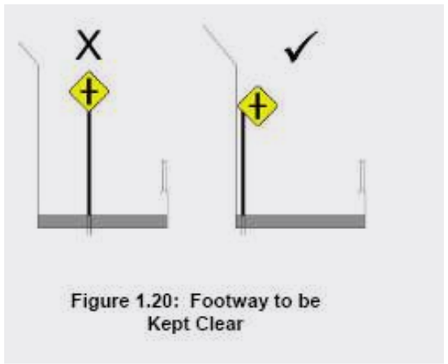


Figure 1.20: Footway to be Kept Clear

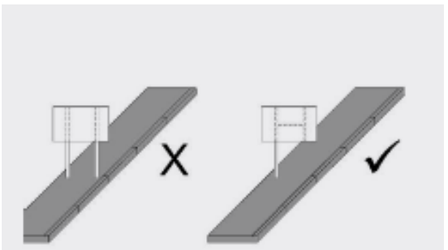


Figure 1.21: Cantilever Sign With H-Frame

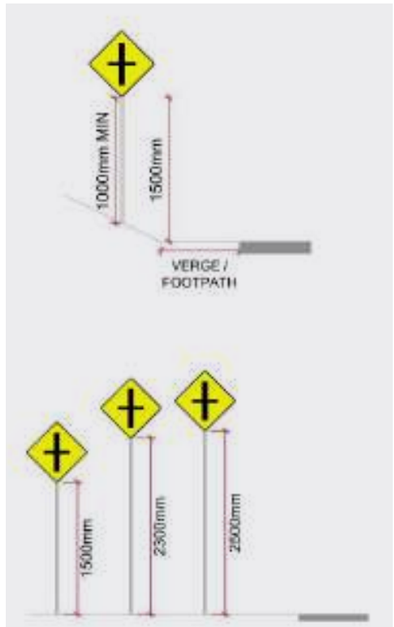
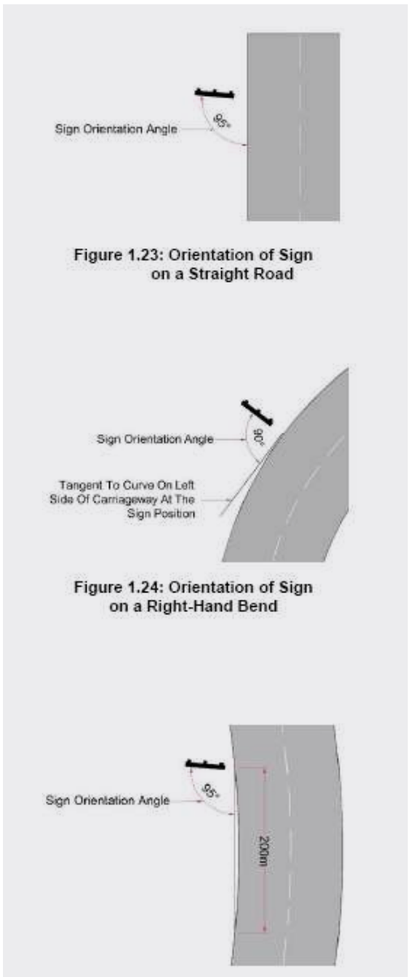


Figure 1.22: General Mounting Heights for Signs



5.2 NAMES AND TERMS LINKED TO DEVELOPMENT AREAS

Appendix 1A: Names & terms linked to Development Areas			
Development Area	Related names	Road names	Archaeological classifications
Lehaunstown	- Cabinteely Stream	- Barrington's Road	- Portal
	- Galvin	- Grande Parade	- Camp
	- Grehan		
	- Laughanstown		
	- Laughanstown Luas stop		
	- Lehaunstown Camp		
	- Lehaunstown Lane		
	- Lehaunstown Village		
	- Loughlinstown Valley		
	- Portal		
Cherrywood	- Brigid's Way	- Bishop Street	- Ring
	- Bride's Glen Luas stop	- Cherrywood Avenue	- Field
	- Cherrywood Glen	- Grande Parade	
	- Cherrywood Luas stop	- Tully Vale	
	- Cherrywood Town Centre	- Wyattville Link Road	
	- Galvin		
	- Tully Church		
	- Tully Park		
Priorsland	- Bolton	- Acton's Way	- Castle
	- Brennanstown Luas stop	- Barrington's Road	- Bawn
	- Brennanstown Road	- Castle Street	- Mill
	- Carrickmines Luas stop	- Kilternan Link Road	- Mill race
	- Carrickmines Station		- Watermill
	- Carrickmines River / Stream		
	- Grimshaw		
	- Hinchoge		
	- Lyndon		
	- Mooney		
	- Priorsland House		
	- Priorsland Village		
	- Carrickmines Castle		
Domville	- Beechgrove	- Grande Parade	- Road
	- Druids Valley	- Tullyvale Road	
	- Owen Bray's		
	- Parade Green		
	- Tullyvale		
Druid's Glen	- Barrington's Tower	- Druid's Glen Road	
	- Brennanstown Road		
	- Brennanstown Dolmen		
	- Cabinteely /		
	- Cabinteely River / Stream		
	- Carrickmines Stream		
	- Glenamuck Stream		
	- Glendruid House		
	- Glendruid Gate Lodge		
	- Lehaunstown Lane		
Bride's Glen	- Bride's Glen Road	- Cherrywood Avenue	- House
	- Bride's Glen River/Stream	- Grande Parade	
	- Bride's Glen Valley		
	- Cherrywood Business Park		
	- Cherrywood Road		
	- Loughlinstown River Valley		
	- Mulinastill		
	- Brunel		
	- Dargan		
	- Harcourt		
Macnebury	- Bullock	- Beckett Road	- Cairn
	- Lehaunstown Park (Lehaunstown H	- Bishop Street	- Field
	- Ticknick	- Castle Street	- Castle
		- Wyatville Link Road	- Tower
			- House
			- Heath
Tully	- Beckett Park	- Beckett Road	- Church
	- Ticknick Stream	- Castle Street	- Cross
	- Tully Bridge		
	- Tully Village	- Gun & Drum Hill	- Stone
	- Tullagh	- Mercer's Road	- Fia/Fiadh
Townlands:			
Brennanstown			
Carrickmines Great			
Cherrywood			
Glebe			
Laughanstown			
Loughlinstown			
Local historic names mentioned in: 'Cherrywood Historical and Architectural Appraisal Report' December 2011 prepared by Rob (			
- Loughlinstown House			
- Beechgrove			
- John Lyon			
- Cherrywood House			
- Brennanstown House			
- Hearn's Ford / Heronford Lane			
- Ballycorus Road			
- Rathmichael Glebe House			
- Cherrywood House			
- Cherrywood viaduct			
- Glenamuck Road			
- Brennanstown Portal Dolmen			
- Lyndon Bolton			
- Friarsland			
- Walter Weldon			
- Thomas Grimshaw			
- Andrew Porter			
- Alfred Delap			
- Simon Swayne			

Note: It should be noted that there are variations in the spelling of the place name 'Lehaunstown'; this is the preferred spelling. A common alternative spelling is 'Laughanstown'.

5.3 POTENTIAL SUFFIXES

SUFFIX	POTENTIAL USAGE
Acres	adjacent open space
Arcade	mixed use
Avenue	road, throughway
Banks	high topography
Boulevard	road, throughway
Bridge	bridge
Brook or Brooks	adjacent water body
Buildings	mixed use, commercial
Camp	heritage appropriate
Castle	heritage appropriate
Centre	mixed use, commerical
Chase	adjacent open space
Circus	curved road
Close	road, short
Common or Commons	adjacent open space, heritage appropriate
Court or Courts	apartments
Crescent	road, curved
Crest	high topography
Cross, Crossing	road, throughway
Crossroads or Crossroad	road, throughway
Dale	low topography, open space
Downs	low topography
Drive	road, throughway
End	road, short
Fall	high topography
Falls	high topography
Farm	open space, heritage appropriate
Field or Fields	low topography, open space
Flat or Flats	low topography, open space
Ford	adjacent water body
Forest	wooded
Forge or Forges	heritage appropriate
Fort	heritage appropriate
Gardens or Garden	open space
Gate	road, entrance, heritage appropriate
Glade	low topography, open space
Glebe	open space, heritage appropriate
Glen	low topography, open space
Green	open space
Grove	wooded, short road
Hall	apartments, heritage appropriate
Heath	low topography, open space
Heights	high topography
Hill or Hills	high topography
Hollow	low topography
House	mixed use, commerical
Keep	heritage appropriate
Lake or Lakes	adjacent water body
Lane	road, short
Lawn	adjacent open space
Link	road, throughway
Lodge	heritage appropriate
Mall	public walkway, public promenade
Manor or Manors	heritage appropriate
Meadow or Meadows	low topography
Mews	road, short
Mill or Mills	heritage appropriate
Mount	high topography
Oaks	wooded
Orchard	wooded
Oval	curved road
Parade	public square, public promenade
Park	open space
Path	road, short
Pine or Pines	wooded
Place	road, short
Plain or Plains	low topography
Plaza	public square
Point	high topography
Ridge or Ridges	high topography
Rise	high topography
River	adjacent water body
Road	road, throughway
Row	road, short
Side	high topography, road, short
Springs or Spring	adjacent water body
Square or Squares	square
Stream	adjacent water body
Street	road, throughway
Terrace	terrace
Underpass	road, underpass
Vale	low topography, open space
Valley or Valleys	low topography, open space
View or Views	high topography
Villa or Villas	apartments
Village	village
Walk or Walkway	high topography
Way or Ways	road, throughway
Well or Wells	adjacent water body
Wood or Woods	wooded

5.4 BACKGROUND ANALYSIS

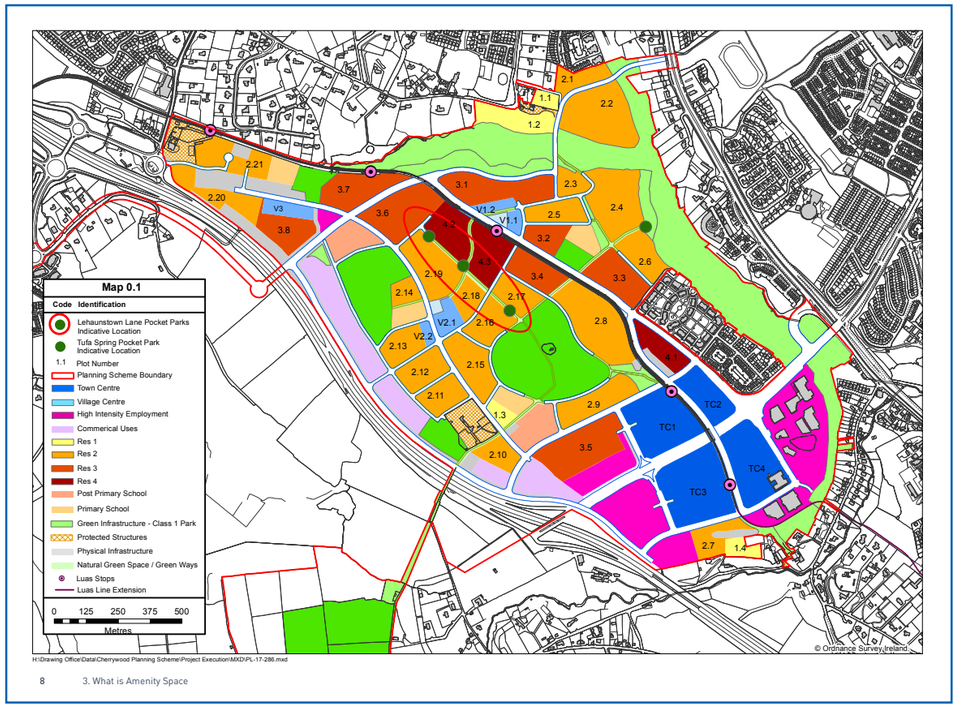
This section looks at the policy context for the strategy, and the development of the SDZ.

This guidance document is required to establish an approach to managing wayfinding and directional signage for Cherrywood which builds upon the existing spatial framework whilst optimising and enhancing movement.

Development of the SDZ

Full delivery of Cherrywood will occur over a relatively long period of time and will be subject to changing economic and social conditions. The order of delivery will be strongly influenced by the Planning Scheme's Sequencing & Phasing requirements. This strategy is required to establish an overarching structure and system which will remain coherent and fully functional as the signage network is rolled-out over time, but which is flexible as Cherrywood develops and evolves into the future. The strategy must also provide sufficient detail and flexibility to guide future signage placement plans for individual developments, as well as villages, modes of transport or other destinations.

ithin the vision, principles and policy context of the scheme, this strategy focuses on optimising and enhancing movement. In these regards, the overarching approach of the strategy is to develop a system which can respond to changes in patterns of movement between destinations, routes, modes and users over time. This approach is expanded upon in the following pages.



8 3. What is Amenity Space

ROUTE ANALYSIS

This section looks at high level patterns of movement, and the existing and planned strategic routes from, to and through the SDZ.

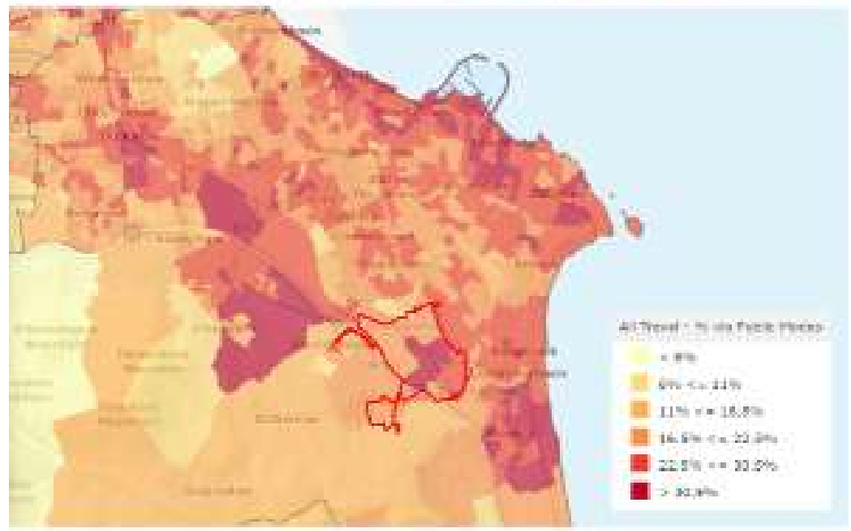
Movement patterns

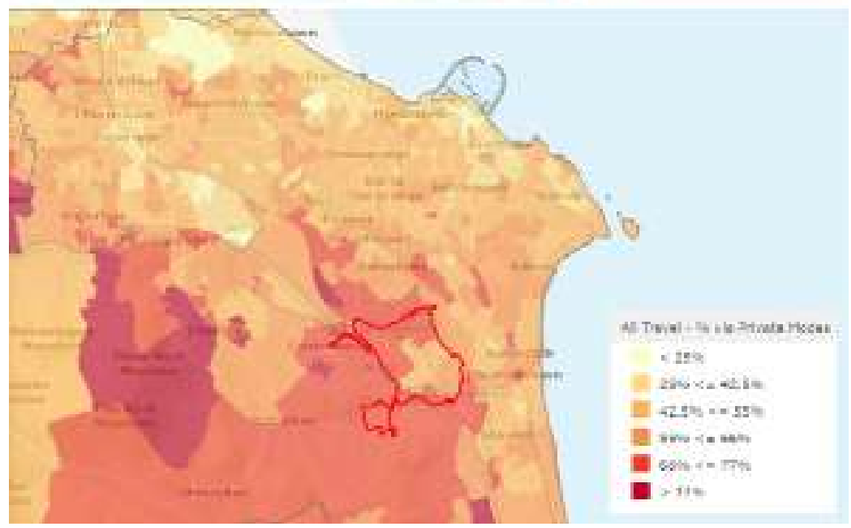
Historically, travel patterns within and around Cherrywood SDZ show higher levels of private car use and lower levels of travel by more sustainable and active modes such as walking and cycling. The adjacent images show Modes of Travel to and from Work and Education by pubic, private and 'green' modes of travel (AIRO, 2016 Census). These trends represent high-level movement patterns to/from and within the SDZ. As expected they illustrate relatively low levels of travel by 'green' modes; relatively high levels of travel by private modes (e.g. car); and a more mixed picture of travel by public modes (i.e. Luas and bus).

These travel patterns are expected to remain broadly consistent in the short term. However, over the medium to long term, they are expected to change as the transport infrastructure and other development within Cherrywood is completed. Travel patterns within the SDZ and surrounding areas are expected to shift significantly towards sustainable movement in line with the measures contained in the Cherrywood Planning Scheme and the requirements of local, regional and national policy.

The wayfinding & directional signage strategy is required to support sustainable movement patterns, whilst responding to changes as movement patterns evolve. The strategy is also required to provide coherency and flexibility as the SDZ develops over time, including by guiding future signage placement plans which in turn must be responsive to changes in movement patterns.

The following section looks at existing and planned routes to/from and within the SDZ.





ROUTES & MODES

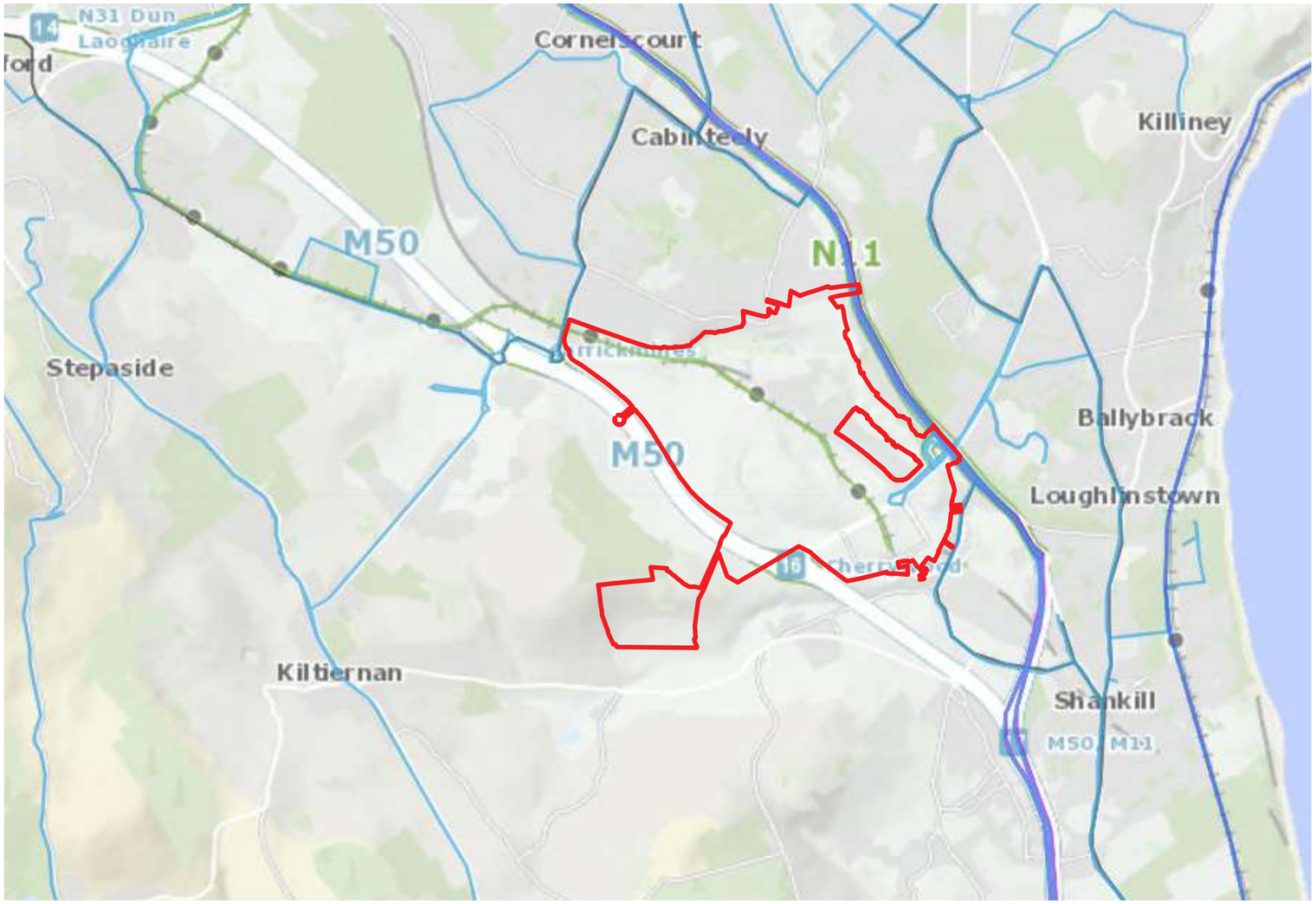
This section further considers the modes of travel to/from and through Cherrywood and the key routes each takes. These are:

- Light rail
- Bus (Public and Private)
- Cycle & Walking
- Private vehicle (including private car, taxi, car sharing etc)

The planning scheme prioritises movement by sustainable modes. The Cherrywood wayfinding & directional signage strategy is required to support this policy approach.

Existing and planned routes into and out of Cherrywood by Luas and road (e.g. Druid's Glen N11 access and Luas expansion) are likely to remain relatively fixed over the long term. Routes by bus (e.g. Transport for Ireland route no. 63) have more potential to change, as do the requirements of different service providers and patterns of movement, however these are expected to complement the planned structure of Cherrywood as set out in the Planning Scheme (e.g. Bus Connects and private bus services).

The following sections looks at the primary arrival and departure points for journeys within the SDZ.



ARRIVAL AND DEPARTURE

This section looks at Cherrywood's main arrival and departure routes by all modes.

The majority of trips to and from Cherrywood are expected via Luas stops; by road via the M50 Junctions 15 and 16, and the N11 via Druid's Glen and the Wyattville Rd-'D' Loop junction, as well as the Wyattville Link Road.

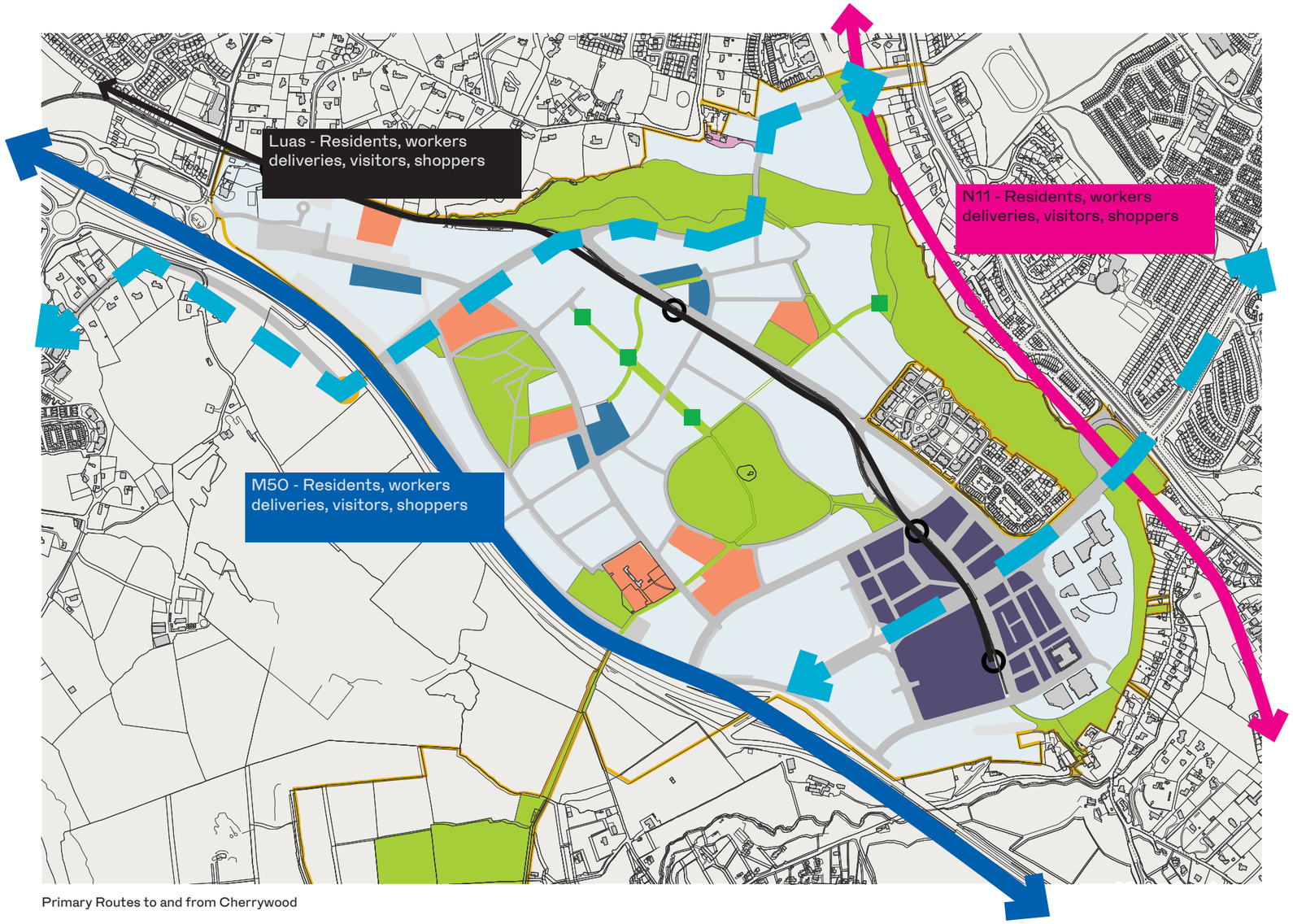
The Planning Scheme also provides for a number of existing and planned routes for secondary, local access by walking and cycling and car. These include Lehaunstown Lane, Brennanstown Rd, the Carrickmines South roundabout, the future Kilternan Link Road as well as existing and planned walking and cycling routes. Other local access routes may emerge as part of individual developments.

The emerging wayfinding and directional signage strategy will be required to operate within Cherrywood's planned spatial structure, but be equipped to respond to changes within and around the SDZ.

Existing Signage regimes

There are a number of existing signage systems in place on existing and planned routes to/from and within Cherrywood. Wayfinding and directional signage regimes for the Luas are managed by Transport Infrastructure Ireland; for national roads are managed by the National Transport Authority, and for local routes are managed by the Local Authority.

The purpose of this document is to complement and supplement these regimes with additional Cherrywood-specific wayfinding and directional signage in order to increase the permeability of the area and to enhance the Cherrywood identity.



Primary Routes to and from Cherrywood

DESTINATIONS

The main fixed elements of Cherrywood's spatial structure, and main trip generators and attractors are:

- Cherrywood Town Centre and adjacent employment areas;
- three Village Centres;
- the remaining four neighbourhoods;
- Schools;
- Commercial areas, and;
- Amenity space network

These elements are relatively fixed and represent the main elements of the SDZ's spatial hierarchy. Within each element a multitude of specific destinations will be identified over time but will all be located within these main fixed elements, These main fixed elements are described below in terms of their trip generation and movement attributes.

PRIMARY DESTINATIONS

Town Centre

Cherrywood Town Centre and adjacent employment areas is the primary shopping and employment location in Cherrywood, and is of County and regional significance in these regards. The Town Centre is mixed use, comprising retail, non- retail, community, office and residential destinations. The Town Centre adjoins significant high intensity office and residential development, including the Cherrywood Business Park, and Tullyvale development. The Town Centre is located in the south-east of the SDZ where the Luas line crosses the Wyattville Link Road, and is also served by other roads, walkways, cycleways and bus services, including close proximity to M50 Junction 16 and to the N11 via the 'D' Loop.

The proximity of these routes and destinations means that the Town Centre area will accommodate significant daily movement. This may require a dedicated wayfinding & signage placement plan for the four quadrants of the Centre and neighbouring areas.

Villages

The three Villages at Lehaunstown, Priorsland and Tully are village centres comprised of retail, non-retail, office, community and residential development. Each is integrated with their surrounding residential neighborhoods, parks and schools. Each is accessible via the proposed road network, including car, cycle, walking and Greenway routes.

Between the Villages and Town Centre there will be strong pedestrian desire links via Grand Parade to Lehaunstown Village (following the proposed Lehaunstown Lane Greenway route) and across Barrington Road along Castle Street to Priorsland Village and across Castle Street at Tully Village.

Neighbourhoods

There are four other neighbourhoods within the SDZ, corresponding to four development areas. These neighborhoods are comprised of residential, employment, and school destinations, alongside parks, Greenways, and walking and cycling routes, however their spatial structure is less centralised.

Schools

Cherrywood's six schools are located near to the SDZ's town and village centres. Castle Street will be a key pedestrian, cycle and bus link for five out of the six schools in the SDZ, and will allow comfortable movement of commuters, school pupils and their parents as well as other pedestrians accessing the Village Centre. This will be a key internal route for many parents, pupils and teachers and there will also be large numbers of school journeys between the east and west of the SDZ to and from neighbouring residential development dispersed throughout Cherrywood.

Commercial areas

Approximately 8ha of lands for Commercial uses are identified in the west of the SDZ. These are commercial uses except for retail warehousing, high intensity employment, convenience and comparison retail, which are permitted in the Town and Village Centres. Proposed uses in this area will have to demonstrate that they are non-peak hour trip generating and therefore do not place pressure on local transport infrastructure during peak hours.

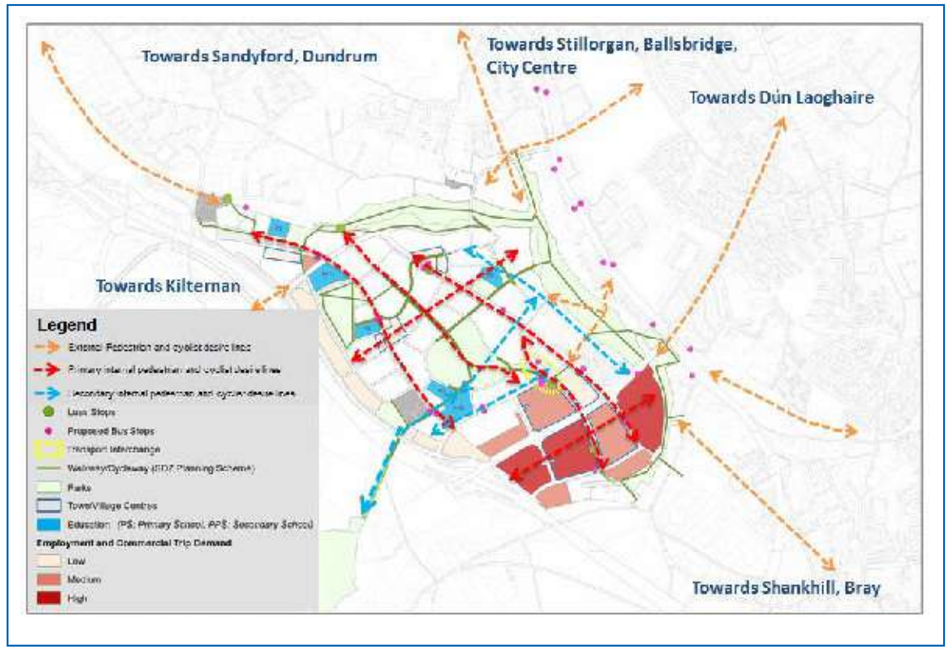
Amenity Space network

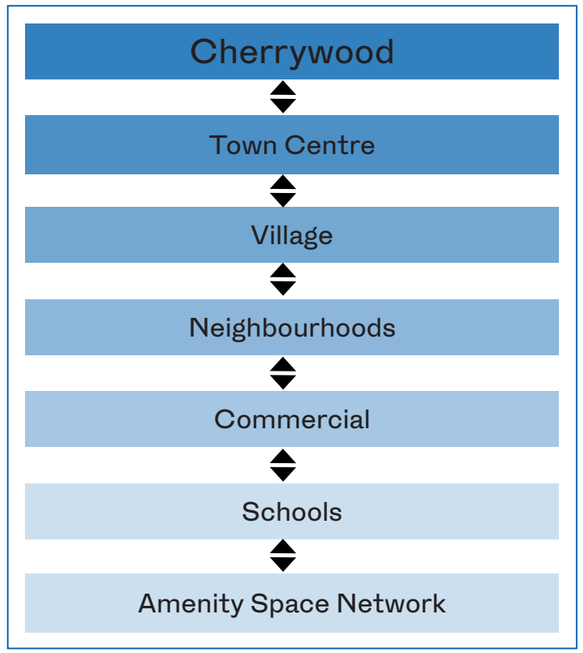
The Cherrywood Way will provide local and longer distance recreational, leisure and amenity routes, but also routes for commuting to work, school and other journeys. It plays an important role in achieving the Cherrywood Planning Scheme modal shift targets and as such must be appropriately integrated with key residential, employment and mixed-use destinations, the public transport network, as well as with the wider movement network in particular due to the more direct and sustainable routes it can facilitate. As such the Cherrywood Way and its constituent parts require special attention within the wayfinding and signage strategy.

Dedicated signage for the Cherrywood Way would help maximise its potential to achieve the Planning Scheme objectives. Within the Cherrywood Way signage network the Greeways and main public parks require special attention:

- Tully Park - is located at the centre of Cherrywood with multiple walking and cycling routes running through it. At 9 hectares in size it is roughly the same as Dublin's St. Stephen's Green Park. Tully Park will serve as a facility for the entire SDZ, providing environmentally-positive connections.
- Ticknick Park - has pitches for field sports, with paths and walking routes for jogging and training. Existing mature trees and hedgerows will be protected and retained, with discreet car parking adjacent to the playing areas. Ticknick will be a regional level park within the County.
- Beckett Park - is a multi-use space, mixing formal and informal recreation. The wealth of amenities will be complemented by pathways, benches and landscaped biodiversity.

A hierarchy of assets typologies is described in section 4.5. This should be referred to when addressing content hierarchy requirements.





The Cherrywood wayfinding and directional signage system should enable users to navigate through a hierarchy of routes and locations to arrive at their destination. This hierarchy of destination types should match a corresponding hierarchy of signage types.

Hierarchy Of Destinations

There is a large number of potential destinations for those arriving into, leaving and moving through Cherrywood. The purpose of this strategy, or of any signage location plan, should not be not to sign all routes and destinations from every location. The purpose of this strategy should be to develop an overarching system that will inform signage plans to develop a coherent but flexible wayfinding and signage system for Cherrywood over time.

Signage will be used to aid navigation in and out of Cherrywood and from destination to destination within the SDZ. The general approach should function to disclose information progressively, moving users up or down through a hierarchy of locations to arrive at the final destination. This approach works whether the user is leaving or arriving, or moving to residential, employment, education or mixed-use areas, or moving up or down the hierarchy.

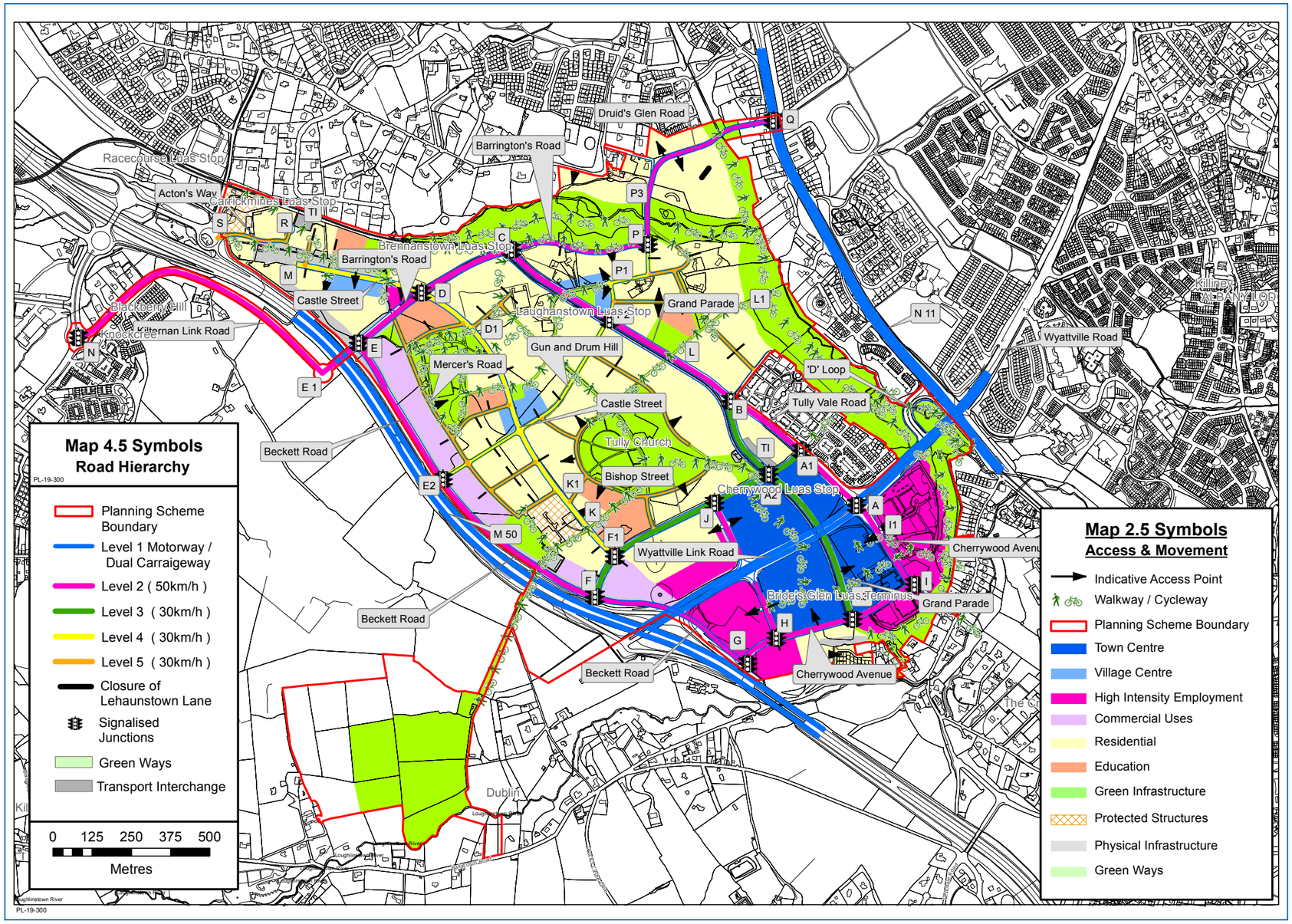
This approach follows best practice and resolves the need to avoid the complexity of signing every location, but matches a typical user's intuitive understanding of navigating an unfamiliar area; they must first 'get going' in the right direction, and then find their way through progressive disclosure toward their final destination.

This approach requires an overarching structure at the highest level of the hierarchy, which more detailed signage plans fill in as developments come on-line. The following sections set out this hierarchy of destination types to be signed, and illustrates how signage for each level of the hierarchy works. These destinations and routes correspond with the signage typologies in Chapter 6.

Complexity

The adjacent map is a composite of Maps 2.5 and 4.5 of the Planning Scheme. This map shows how the primary destinations, land uses and movement network of the SDZ fit together. It shows the primary routes and destinations, including access points for development plots, walkways & cycleways and Greenways. These routes and destinations are relatively fixed and as such will help to provide an overarching structure for the Cherrywood SDZ signage strategy. Secondary and tertiary routes (e.g. additional walkways and cycleways between developments) and destinations (e.g. creches, churches, libraries) that may require signing will emerge over time as the SDZ develops and evolves. Ahead of completion of SDZ development the wayfinding and directional signage system must remain coherent at all times, whilst also remaining flexible to respond to development within the area over time.

This map highlights the complexity of potential routes and destinations that users may choose. The purpose of the signage strategy and future signage plans is not to sign all routes and destinations. The approach taken in this strategy should be to streamline the wayfinding process by aiding navigation, by moving users up and down through a hierarchy of routes and destinations through the use of 'decision points'. The following section sets out how the use of decision points can be used to collate and simplify the many options and decisions presented to users during the navigation process.



DECISION POINTS

The concept of decision points can be used to organize and streamline the complexity of the many route and destination choices that will be made daily in Cherrywood, whilst providing flexibility within the signage system over time. This approach reflects the natural need of users to mainly require navigation support where route or destination options present themselves.

The concept relies on the provision of wayfinding information or signs at natural junctures to aid navigation. Signs at each juncture represent points within a structured signage network and aid navigation by the provision of information on directions and/or on the current location. This approach utilises the hierarchy of destinations and routes identified previously; each decision point identifies the current location, and/or the next nearest level on the hierarchy, either up or down, be it a destination or route, in a given direction before the next decision point.

The diagram to the right sets out the primary decision points for those moving into, out of and through Cherrywood. These points are where most users will likely require navigation cues regardless of the type of signage provided, mode of travel or destination sought. These junctures represent the main points at which navigation choices will be made. Secondary and even tertiary decision points will emerge as the SDZ develops and evolves.

P **Primary Gateways**

Main Gateways to Cherrywood Town Centre

S **Secondary Gateways**

Secondaray Gateway to wider Cherrywood areas.

T **Transport Gateways (Luas)**

Pedestrian Gateways from Luas Stops

T **Transport Gateways (Bus)**

Pedestrian Gateways from Bus Stops

Fixed Decision Points

Plot Decision Points

Primary Assets

Town Centre

Village Centres

Green ways / Parks

Schools / Education

2.5 USER ANALYSIS

User types & trips
The main user groups which the strategy and signage plans must assist in navigating are expected to be comprised of those making trips to work and school in the morning, and coming home in the evening. Secondary trips will be comprised of shopping, leisure and recreational trips, social trips and, services & deliveries.

These categories are not mutually exclusive and will include linked trips including those by different modes. In making these journeys users will make a range of choices as to the modes of travel, routes and destinations. The strategy must seek to maximise the available choices open to users, whilst promoting and facilitating sustainable travel options and modal shift.

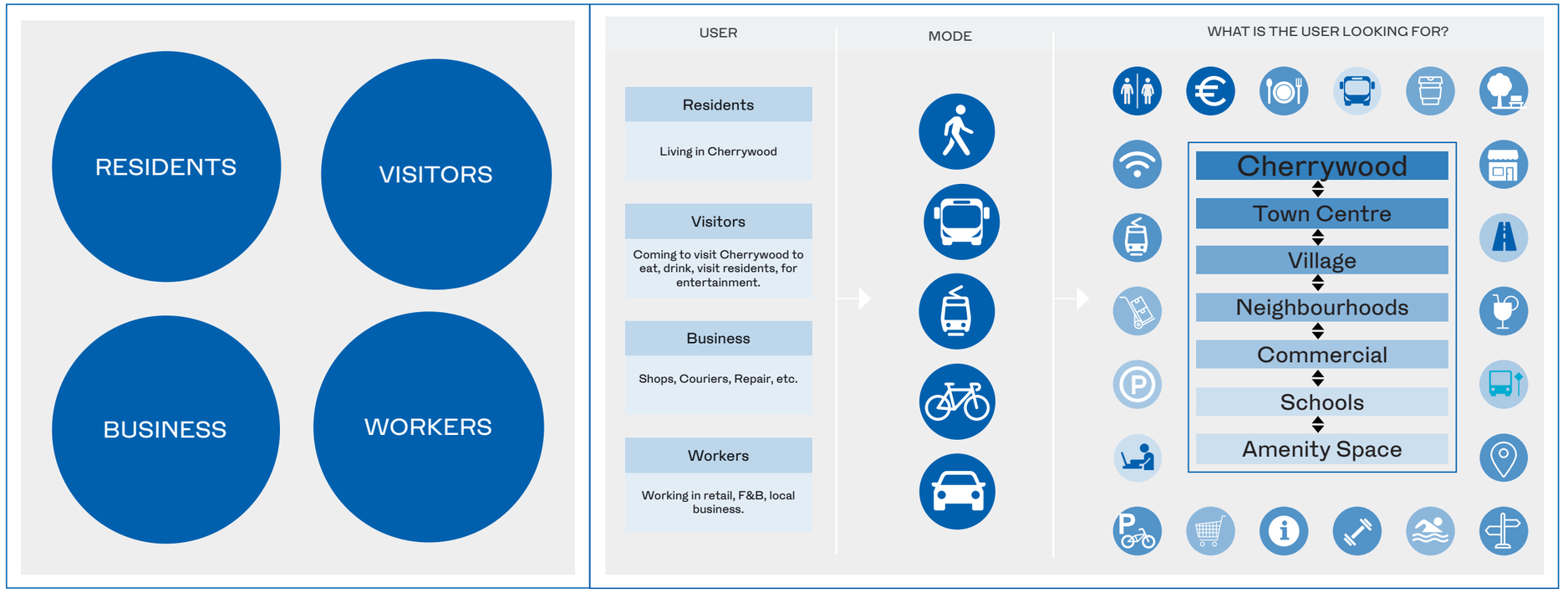
Cognitive mapping
In practice, users will have varying degrees of prior knowledge of their routes or destinations. Many will require minimal or no aid in successfully navigating to their destination. Some will use other navigation aids such as mobile applications, satellite navigation, visual cues or hard copy maps. Variations in spatial knowledge can result in very different levels of effective accessibility despite similar location types, demographics and other factors commonly thought to influence travel behaviour.

User ability
Users will have varying degrees of ability to navigate and find their way. Ability to navigate can be affected by a range of factors, including those related to vision, cognition and mobility.

The strategy, and individual signage plans, must seek to maximise accessibility and inclusivity, having regard to these varying abilities. Signage proposals should in all cases have regard to universal access principles. Regard should also be had to national and local requirements and guidance in relation to ability, including for example the National Disability Authority.

User interaction & Online Opportunity

The growth in usage of, and improvement in the capabilities of, digital and on-line navigation technologies must be taken into account within the wayfinding and directional signage strategy and in future signage plans. The focus of this strategy in this regard is to enable signage plans to take account of changes and trends in this regard and to provide greater scope for integration of technologies into the Cherrywood wayfinding system whilst maintaining a basic level of signed navigation aid open to all users. For example, links using QR codes to local attractions or interactive maps could be made available on totems or wall mounted signs.



STAKEHOLDER ENGAGEMENT

Stakeholder engagement is a core element of the strategy preparation process.

Key statutory stakeholders include the National Transport Authority, Transport Infrastructure Ireland, the Office of Public Works, National Disability Authority, and relevant Government Departments. Other stakeholders include the landowners and developers of Cherrywood.

An important aspect of the stakeholder engagement is ensuring that considerations such as local views, identity and heritage are balanced against the technical requirements of particular stakeholders, as above. Another important aspect of engagement is the difficulty of engaging with the wide range of interest groups that do not have statutory standing and seeking to fully accommodate their views. In this regard it is important to note that the planning application and other processes through which signage will be developed provide the primary avenue for ongoing engagement with all interested parties.

The following sections distills the key points made to inform this strategy:

Key Points:

TBC.

Údarás Náisiúnta Iompair
National Transport Authority

Bonneagar Iompair Éireann
Transport Infrastructure Ireland

An Roinn Iompair, Turasóireachta agus Spóirt
Department of Transport, Tourism and Sport

dlr
Comhairle Contae County Council

5.0 APPENDIX

TBC.

BEST PRACTICE

This section provides a review of national and international best-practice wayfinding & directional signage systems relevant to Cherrywood SDZ. The projects have been selected from a wider review of national and international best practice as they represent wayfinding and directional signage systems for larger scale, urban areas with a focus on sustainable movement. The nine project each involved the development of wayfinding & directional signage strategies and sign design, content, and identity

IRELAND

Dublin Docklands
Ireland

CITY OF DUBLIN
Ireland

National Transport Authority
Ireland

Dún Laoghaire Wayfinding
Ireland

INTERNATIONAL

Peterborough City Regeneration Wayfinding
UK

City Walk – Mixed-use wayfinding strategy
Dubai, UAE

Adelaide City & Parkland's Signage Strategy
Australia

Saadiyat Island - Masterplan wayfinding
Abu Dhabi, UAE

City of Edmonton
Canada

CITY OF DUBLIN

RELEVANCE:

The Dublin wayfinding system provides a comprehensive network of dual language directional signage.

Key Features

- Comprehensive mapping solutions and a world-class bespoke signage family.
- The on-street illuminated maps are complemented by a family of bespoke maps developed with a consistent design and graphic style that is clearly legible.
- Taken together the map panels and finger posts give coherent and reliable information to users and are a significant addition to the City's character and public realm.
- Implementation of enhanced digital promotion and interactive signs on a case by case basis gives access to greater tiers of destination wayfinding and interpretive information.
- The Dublin Bikes hire scheme utilises a version of the city map at each of its hire point stations, offering users a consistent citywide navigation provision.

LESSONS LEARNT

- Map panels and finger post provide coherent information.
- A detailed map provides opportunities to show landmarks and heritage sites.

DUBLIN DOCKLANDS

RELEVANCE:

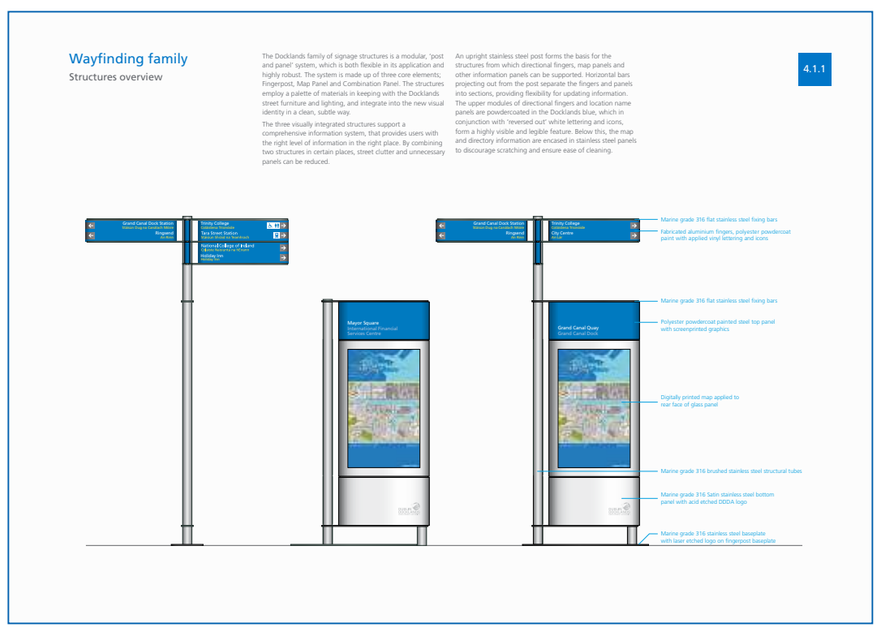
Dublin Docklands incorporates Strategic Development Zone areas and continues to undergo significant urban development.

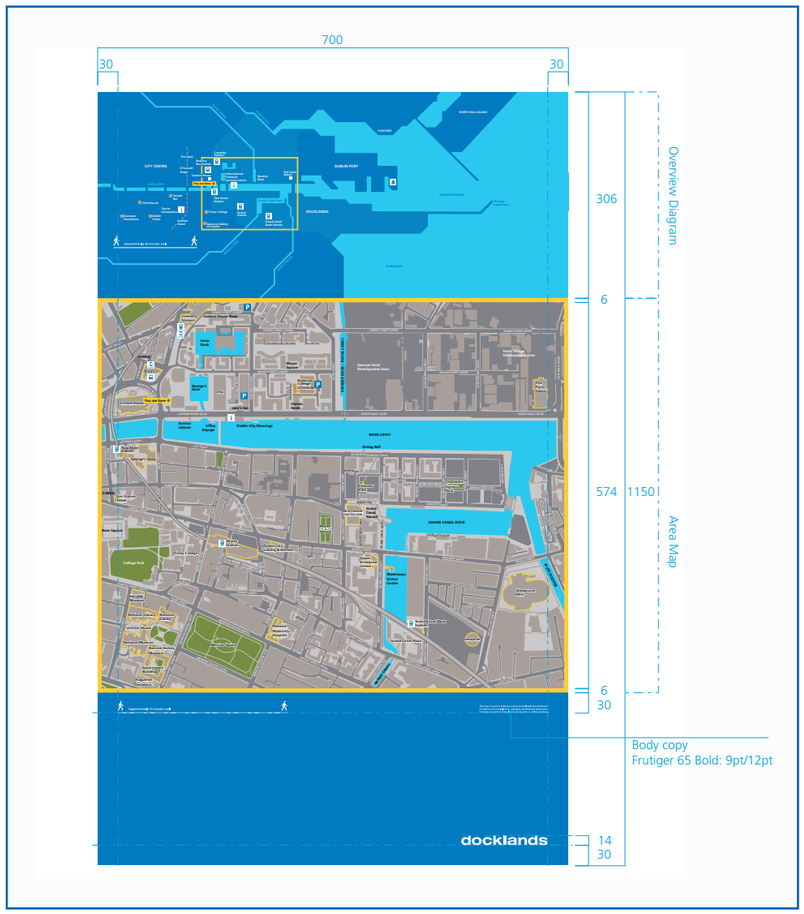
Key Features

- As the areas is developed the signage family design and materials are sufficiently flexible to accommodate regular content updates which conclude in an eventual vitreous enamel map finish specification.
- Sign structures designed with a 25-year life expectancy promote sustainability.
- The on-street illuminated maps are complemented with a family of other maps developed with a consistent design and graphic style with an appropriate urban character.
- Taken together the map panels and finger posts give consistent and reliable information which enhances accessibility.

LESSONS LEARNT

- Signage designed to be flexibile to accommodate regular updates.
- Signage has been reused in Dún Laoghaire Rathdown County, promoting sustainability.





Factory re-purposed for Dun Laoghaire.

DÚN LAOGHAIRE WAYFINDING

RELEVANCE:

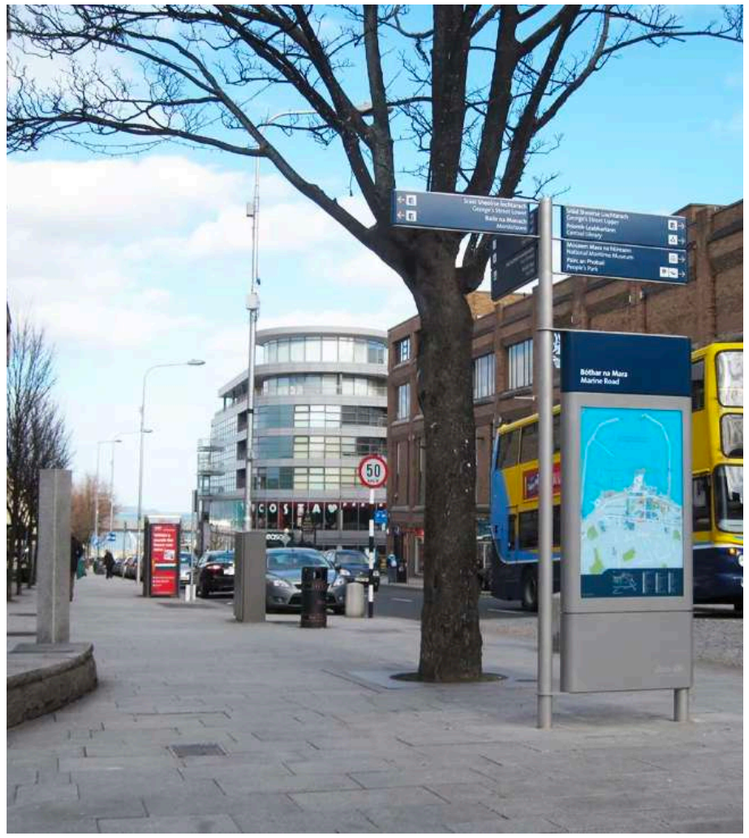
The Signage system was used in Dún Laoghaire and neighbouring areas.

Key Features

- Re-purposing the Dublin Dockland wayfinding sign structures, which promotes sustainability.
- A detailed map provides opportunities to show landmarks and heritage sites enhances accessibility.

LESSONS LEARNT

- Existing Signage can be re-purposed.
- Sensitivity to character areas and heritage features.
- Map panels and finger post provide consistent information.



NATIONAL TRANSPORT AUTHORITY.

RELEVANCE:

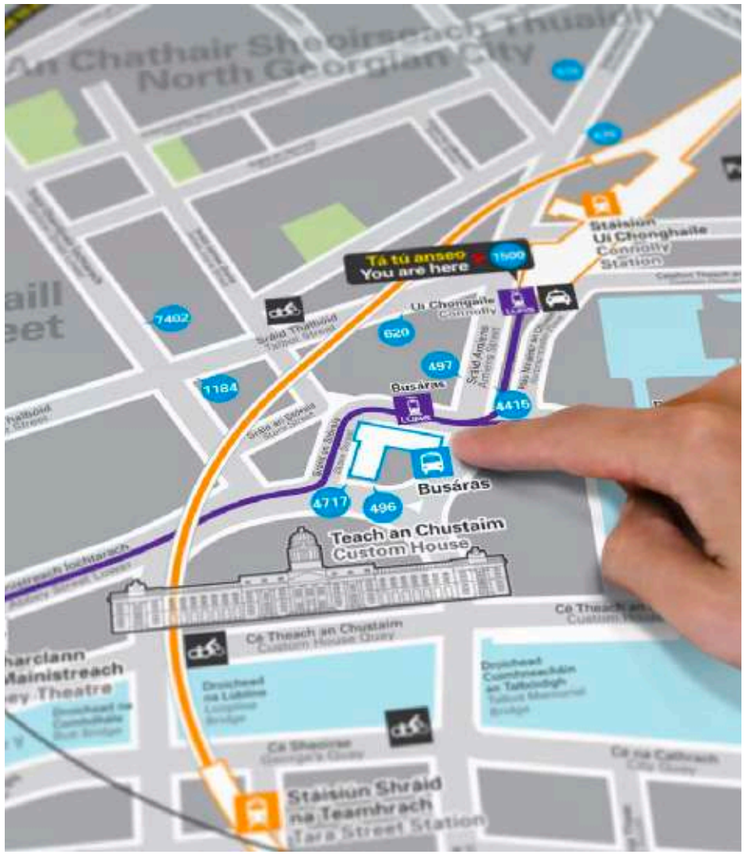
A comprehensive set of design guidelines for the display of travel information in Ireland developed for the National Transport Authority.

Key Features

- All information content is in dual language, promoting inclusivity.
- The proposed design allows whole journey planning from any given point along the route.
- The guidelines sought to create a unified, consistently branded and legible graphic design that can be applied across the national transport network which his easily identifiable.

LESSONS LEARNT

- A modular approach can show different types of information delivered and disseminated in a unified way which is flexible yet coherent.



PETERBOROUGH CITY REGENERATION WAYFINDING

RELEVANCE:

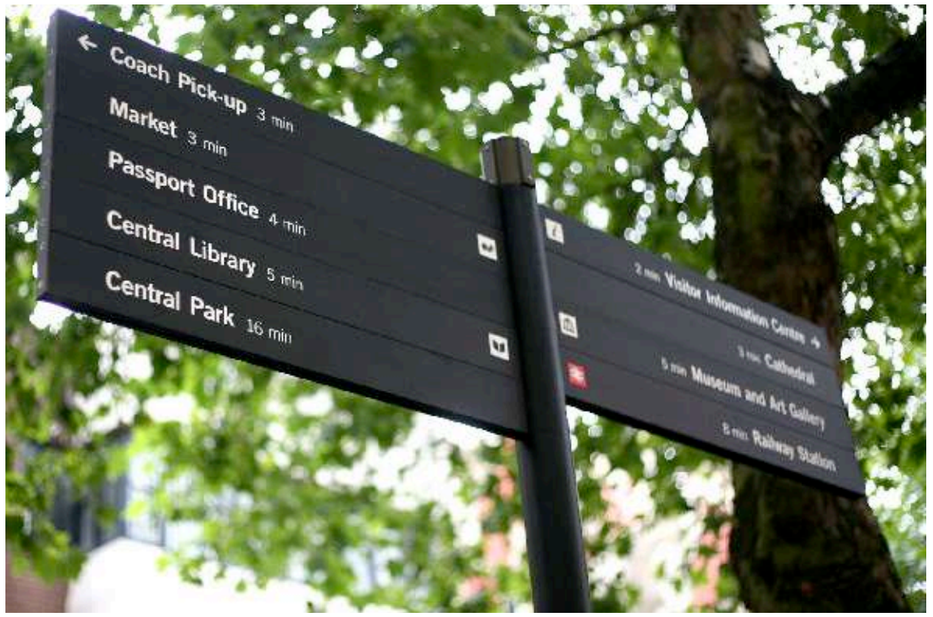
As part of a major regeneration of parts of Peterborough City, a new wayfinding scheme was developed which focused on improving the legibility of the city, including concepts for the signage products.

Key Features

- Totem and finger post products were developed whilst also creating a new mapping style to complement the product design.
- Value engineering reduced manufacturing costs of the products, whilst also improving legibility, safety and future maintenance which promotes sustainability.
- Branded Map with bespoke colours used to create a recognisable identity suitable to the character and heritage of the city.
- The Legible Peterborough Wayfinding Totems can be fitted with either vitreous enamel or back-printed glass mapping panels.

LESSONS LEARNT

- A bespoke colour system creates a strong legible identity appropriate to the character and heritage of the city.
- Totems can accommodate historical information.
- Totems can be designed in a cost-effective way and improve flexibility.



DUBAI, UAE, CITY WALK – MIXED-USE WAYFINDING STRATEGY

RELEVANCE:

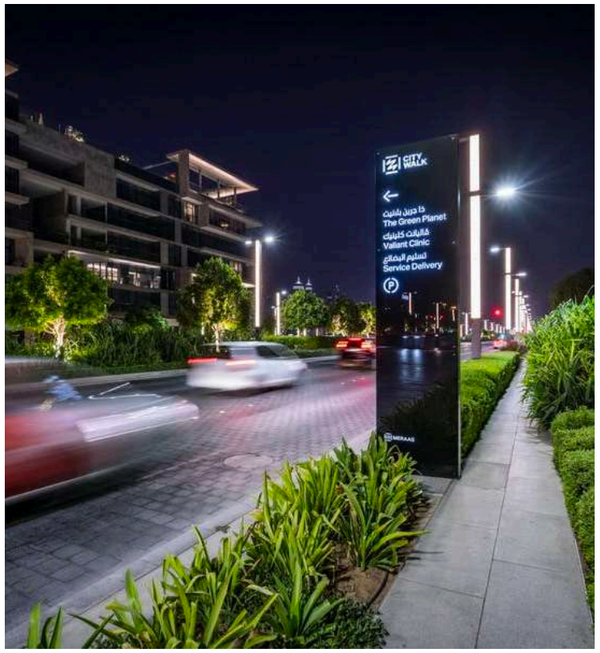
City Walk is a large mixed-use extension to the urban environment, built in phases, which seeks to promote walking within the public realm.

Key Features

- The area houses high-end retail, food and drink, entertainment spaces, venues, alongside prime residential space.
- The brief for this project was twofold: to bring Meraas' new destination-based brand identity to life within City Walk and at the same time implement a pedestrian wayfinding strategy to create a single, unified visitor experience across the whole development.
- A branded wayfinding sign family was created which introduced a colour-coded design solution that adhered to the unique character of the development

LESSONS LEARNT

- This masterplan approach focused on the entire user journey, from pre-journey planning, the welcome experience, and the provision of accurate and timely information to allow visitors to confidently explore.



ADELAIDE CITY & PARKLAND'S SIGNAGE STRATEGY

RELEVANCE:

Adelaide is encircled by green spaces and parkland's

Key Features

- The signage strategy provides a flexible and coherent information system which can accommodate future city developments.
- Strong colour and contrast; the signs and maps use high contrast colours for optimum legibility.
- It utilises a kit-of-parts or modular approach; it comprises an updatable family of elements which makes it cost-effective and more sustainable. Use of existing infrastructure promoted to further enhance sustainability.
- Hierarchy of information gradually and logically sub- divided by sub-area.
- it utilises clear and simple mapping with walking times and distances to aid and encourage walking, accessibility and inclusivity.
- It includes a comprehensive mapping system – including precinct maps and detailed 'heads up' pedestrian maps with illustrated landmarks for orientation and accessible pedestrian routes.

LESSONS LEARNT

- A 'kit of parts' or modular approach which is cost effective and flexible.
- A 'heads up' map system to aid navigation.
- Need to consider opportunities to integrate signage solutions with existing infrastructure.

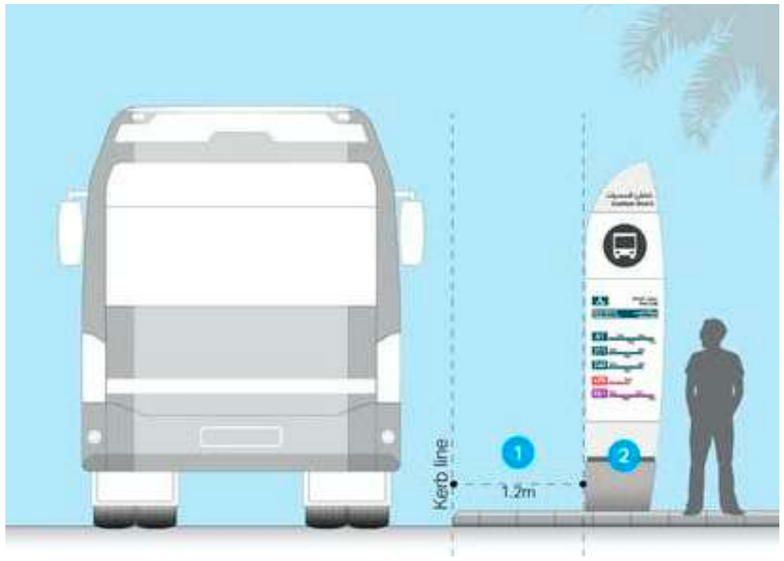
ABU DHABI, UAE, SAADIYAT ISLAND - MASTERPLAN WAYFINDING

RELEVANCE:

Saadiyat is a developing urban extension divided into four distinct areas, which seeks to promote sustainable movement.

Key Features

- A masterplan wayfinding system was created for the entire island (27sq.km).
- The system aims to help distinguish the different areas, clearly signpost directions, indicate distances, and help draw attention to the emerging attractions.
- To encourage future visitors to explore the district on foot; a pedestrian system was needed to help make the area easier to navigate without a car which enhances sustainability.
- The design is unique and fits into the wider aesthetic which showcases the district's character, whilst consistently communicating Saadiyat's high- end positioning.
- The proposed totem signs provided information including directions, maps, and walking distances between attractions and areas of interest to enhance accessibility and inclusivity.
- The signage improves overall navigation, and ultimately gives visitors a positive and lasting experience, creating a better connection between people and place



LESSONS LEARNT

- A strong Identity enhances the sense of place.
- A pedestrian system helps to entice people towards attractions.
- The implementation of a cohesive system creates a improved user experience an better connections

THE CITY OF EDMONTON

RELEVANCE:

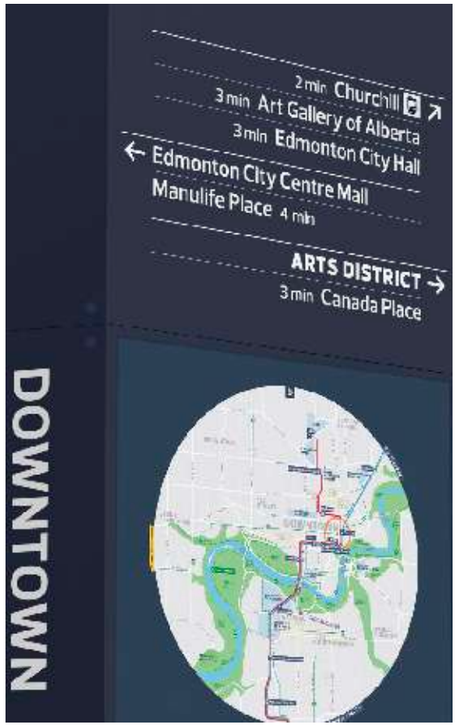
Interim signage was developed to allow for construction and development. Signage was used while the development was growing and then replaced with more permanent structure as the scheme evolved which enables flexibility.

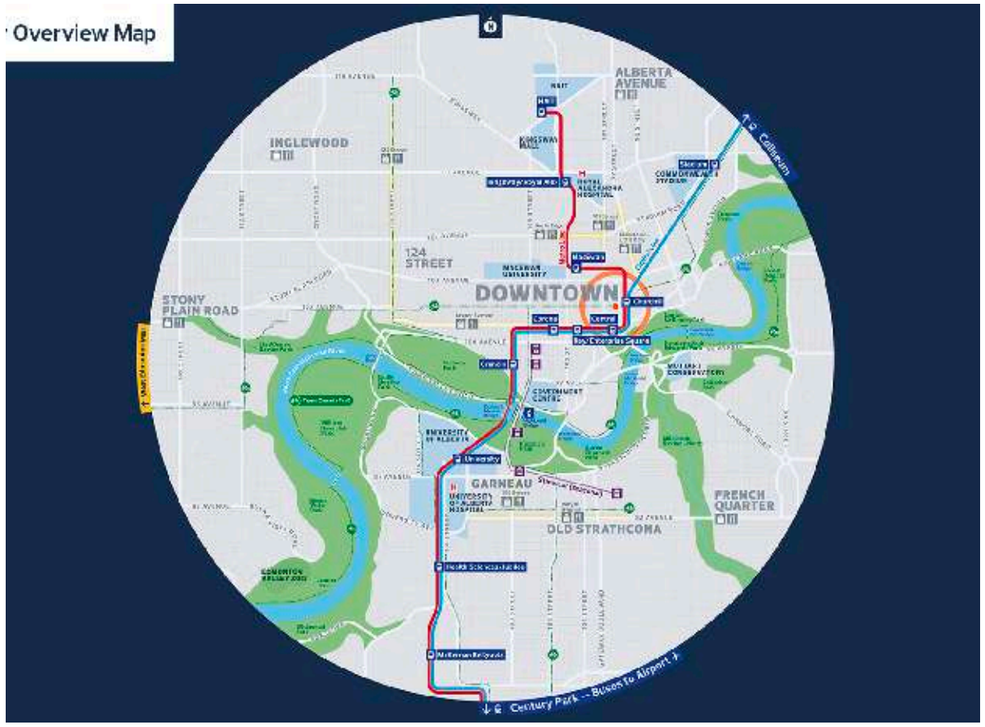
Key Features

- The project developed the core system of maps and signs to be implemented throughout the City. Three sizes of map and sign were used.
- A unique set of icons was also drawn for mapping applications.
- Interim signs provided flexibility in accommodating construction over several years whilst retaining coherency.
- The City of Edmonton has developed a Wayfinding Program that helps people easily locate city centre attractions, points of interest and encourages walking and exploring the downtown core.
- It provides a solution that supports the city and local business, and can function as the city changes during periods of more intense construction.

LESSONS LEARNT

- Interim signage provides flexibility for construction and development.





The City of Edmonton has a bespoke icon set which, combined with the city typeface **Prelo**, reflects the character and mood of the city. They also provide a unified style to iconography used by local public transport authorities and even an update to Lance Wyman's famous Pedway logo.

KEY FINDINGS AND RECOMMENDATIONS

The following is a summary of the key findings and recommendations of the project analysis stage. The findings will be taken into account and expanded upon in the following two chapters.

Cherrywood Wayfinding & Directional Signage should:

1. Work alongside existing wayfinding and directional signage regimes including but not limited to National road signage, Luas signage, and heritage signage. The strategy must also complement existing Local Authority wayfinding and directional signage requirements, as well as signage requirements set out in the Planning & Development Regulations.
2. Provide a basic level of signed navigation aid and complement other visual cues such as features in the built and natural environment, personal navigation aids such as maps and technology, personal assistance, and local knowledge.
3. Take into account varying navigation abilities (for example on grounds of vision or cognitive impairment) and the varying needs of users, and seek to maximise use.
4. Function and remain coherent from the initial phases of Cherrywood's development and as the SDZ is built-out incrementally. In this way the signage network must be sufficiently flexible to be expanded incrementally and also coherent to successfully guide users to existing destinations from the start and as development progresses.
   - This will require the Cherrywood Wayfinding & Directional Signage Strategy to provide an overarching structure for the signage network comprised of the main elements of the spatial structure in terms of locations and routes, which individual signage plans will deliver incrementally over time by adding detail as development emerges.
   - Whilst routes, destinations and modes will change, the overarching spatial structure in the Planning Scheme is not expected to change significantly. It can be used to provide the basic structure for the signage network. This structure comprises the main destinations and includes the Town Centre, Village Centres, Neighbourhoods, commercial and business parks, schools and amenity spaces, as well as main routes, within the SDZ. Future signage plans will incrementally complete this basic network, and 'fill in' more detailed destinations for individual areas as detailed developments, layouts and destinations emerge.
5. The system will also have to be adaptable and responsive to changes to routes, modes, transport services, destinations, users and as service provider signage requirements change.
6. Prioritise locations of public interest, and minimise signage for private and communal development. Key public locations include but are not limited to the main settlements, transport infrastructure and services, heritage sites, shopping locations, public facilities such as libraries, employment locations, toilets, post offices, health or emergency services.
7. Match a typical user's intuitive understanding of navigating an unfamiliar area where they use signage to aid navigation to first 'get going' in the right direction and then find their way gradually toward their final destination.
8. The signage network will comprise spatial information which is organised logically in a hierarchical fashion. Users should be able to move up or down through a hierarchy of main locations to approach and arrive at their final destination by the chosen route or modes. Information should be disclosed progressively, with increasing detail provided as users approach their final destinations.
9. Maximise the available choice of travel mode open to users, including by tram, bus, cycling, walking and private car, whilst prioritising sustainable modes, and supporting the establishment of sustainable movement patterns.
10. Utilise the 'Decisions Points' approach to signing. An organised network of signage at main decision points enables spatial information to be delivered in a logical and organised fashion for the entire SDZ. This approach reflects the natural need of users to most likely require navigation support where route or destination options present themselves (e.g. junctures on routes). Using this approach, locations that are signed from a particular point must then be signed all the way to that destination.
11. This hierarchy of destination types is matched with a corresponding hierarchy of signage typologies. The typologies should allow for the network to be supplemented and expanded over time. Typologies should be appropriately used to mark well-defined gateways at both vehicular and pedestrian entry points.
12. Provide for locations which may require dedicated signage plans that sit within the overall system, for example the Town Centre or parks.
13. Enable signage plans to take account of and incorporate navigation technologies, including through the provision of power and data points, for example for illumination, sound or other user interaction as appropriate. In this regard the strategy should be cognizant of the increasing use of technology to aid navigation, and the potential to reduce signage across the network over time.
14. Avoid visual clutter and where feasible reduce signage to the minimum required for a functioning and coherent network.

15. Utilise a ‘modular’ approach to sign design, where signs can be supplemented, expanded and changed as development, movement and services change. This enables the network to be flexible, adaptable and responsive to a range of changes in the environment. This approach should include the ability to utilise other signage, infrastructure or other structures for mounting and positioning of signs in a sustainable manner, as well as the addition or removal of additional signage points.
16. Be of a distinctive and identifiable design to support a coherent identity across the SDZ, and the functioning of the sign network. The aesthetic should reflect Cherrywood, its landscape, architecture, heritage, character areas, and the requirements of the Cherrywood SDZ Planning Scheme. This design should enable identification of individual sub-areas by providing some flexibility for sign variations within the overarching and coherent whole. This requires consistency and complementarity in materials, finishes and graphic application.
17. Enable the provision of maps placed at a pedestrian level to aid the user orientation at key points.
18. Be low maintenance, including in terms of whole-of-life costs.
19. Incorporate Irish and English place names in line with relevant legislative requirements.
20. Brown colour should generally be used for heritage-related signage and signage elements, and may also be used for signage related to cultural uses. Green colour should generally be used for Greenways, walking & cycling routes, open space and amenity-related signage and signage elements. Red colour should be reserved for signage related to the Town Centre.
21. To allow for flexibility, wood and weathering steel may be used in Ticknick Park, Tully Park and the Linear Park to respond to their varying character

AREA CASE STUDIES

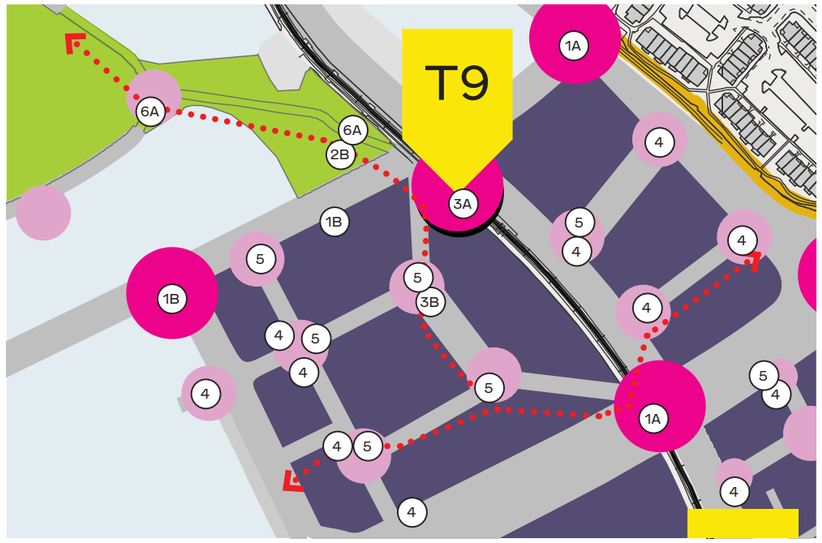
The previous section identifies the main decision points at which signage will be required across the Cherrywood. This section provides additional details on decision points for selected typical areas within the SDZ.

These area studies show some of the main sign types that may be required at particular decision points and gateways, and how the network will function and set out the sign placement rationale The Case Studies are:

- Cherrywood Town Centre
- Gateway at the M50
- Gateway at the N11
- Mixed Use & High Density
- Education & Village Centre
- Residential Neighbourhood
- Historical & Open Space
- Green Infrastructure walking & cycling route

The following suggested locations and are not definitive and are provided to illustrate how common types of areas might be signed, and how components of the strategy might be used. Detailed signage plans, including an audit of relevant locations and the existing signage network will be required in each case.

Show more detail and give additional guidance for particualr types of areas to illustate how mich work



CHERRYWOOD TOWN CENTRE INCLUDING LUAS STOP

Cherrywood Town Centre should be served by an identifiable signage palette drawn from the overarching SDZ strategy. This signage palette should promote walkability with easy wayfinding between attractions such as shopping, leisure, dining and recreation destinations. The Town Centre is the primary location within the SDZ and should provide wayfinding information not only for places within the Town Centre, but also to sites around it and elsewhere in the SDZ. Totems at Cherrywood Luas Stops (e.g. T9) and at pedestrian level within the Town Centre should be prioritised to support this. Finger signs and totems should be co-located where possible (3A,3B,5).

Vehicular signs at the points marked along the arterial Wyatteville Link Road, as per the above image, should guide towards parking to prioritise pedestrian and cycle access within the Town Centre (1A,1B).

Access to Tully Church should be promoted along walkways and cycleways using a Gateway sign and trail markers (2B,6A) as a key point along a key SDZ green route.

Wall-mounted signage should be provided at street corners to identify, orientate and reassure. Sites should be inspected to asses if supplementary pole or surface mounted signage is needed (4)

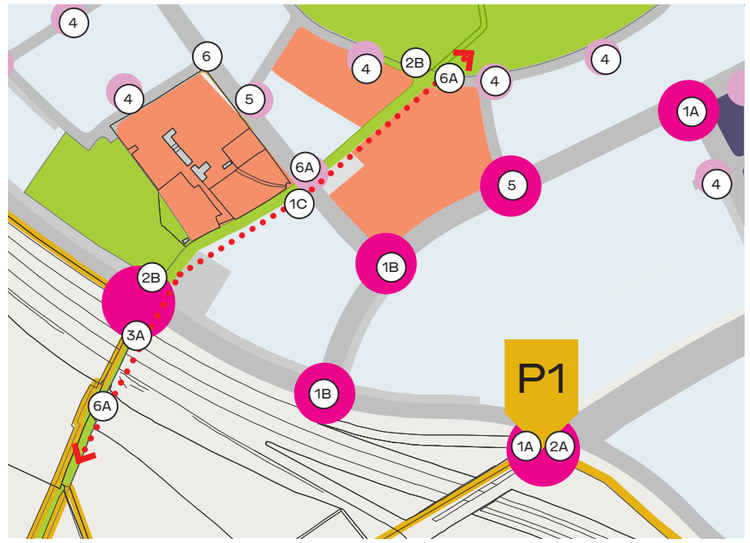
Location:
Tullyvale Rd/ Bishop St / Wyattville intersections

Road hierarchies:
Levels 1, 2 and 3; Walkway/Cycleway (including Primary/Secondary Pedestrian & Cycle Street / Accessible Link).

Features:
- Luas Stop - Transport Gateway
- Signalised Junction- Primary Decision Point
- Town Centre Gateway
- Greenway Gateway

Potential Users:
Tourists, Employees, Residents

Signs Types:
1A, 1B Gateway Vehicular
2B Entry Sign
3A, 3B Mapped Totem
4 Mounted Sign
5 Finger Sign
6A Trail marker



GATEWAY AT M50 AND WYATTVILLE LINK ROAD

This Primary Gateway (P1) should serve to promote strategic access to Cherrywood SDZ. Complementing national roads signage, this point could be served by a distinctive gateway sign utilising the identifiable signage palette (2A). All relevant national Primary Roads must adhere to national signage standards.

Vehicular signs at the points marked above along the arterial road, Wyatteville Link Road, should guide towards parking to reduce private vehicular movement within and around the Town Centre, and promote transfer to pedestrian, cycle and public modes of access within the Town Centre (1A,1B,1C) and other locations within the SDZ.

Within the SDZ proper, residential areas could be identified by mounted signs while access to Tully Park could be marked by a finger sign to be visible by pedestrians and vehicles (4, 5). The Walkway/Cycleway to and from Tully Park should be served by trail markers to promote active use of the amenity (6A).

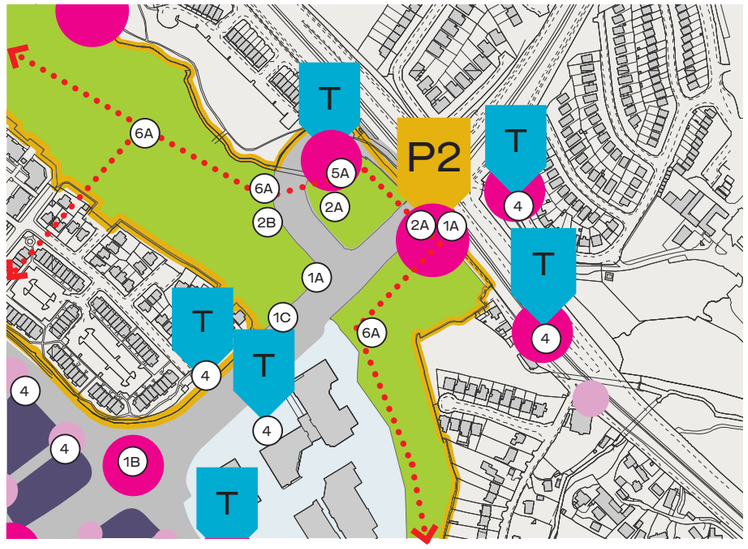
Location:
M50 / Wyattville Rd / Bishop St / Beckett Rd intersection

Road hierarchies:
2, 3, 4 and 5; Walkway/Cycleway and Greenway

Features:
- Signalised Junction
- Primary Gateways
- Secondary Gateway
- Town Centre Gateway
- Walkway/Cycleway

Potential Users:
Tourists, Employees, Residents

Signs Types:
1A, 1B, 1C Gateway Vehicular
2A, 2B Entry Sign
4 Mounted Sign
5 Finger Sign
6A Trail marker



GATEWAY AT N11 & WYATTVILLE LINK ROAD

Primary Gateway (P2) should serve to promote access to the Town Centre and wider SDZ. It should be served by a distinctive gateway sign utilising the identifiable signage palette (2A). There is an opportunity for large Gateway identification sign at the 'D' Loop (2A), complementing national road signage requirements. All relevant national Primary Roads must adhere to national signage standards.

Vehicular signs at the points marked above along the arterial road, Wyatteville Link Road, should guide towards parking to reduce private vehicular movement within and around the Town Centre, and promote transfer to pedestrian, cycle and public modes of access within the Town Centre (1A,1B,1C) and other locations within the SDZ. Access to Town Centre quadrants should be marked by a Fingerboard to be visible by pedestrians and vehicles (5).

Wall mounted signage should be provided at bus stops to orientate and reassure (4). Walkways and cycleways should be served by trail markers to promote active use (6A) and movement throughout the SDZ.

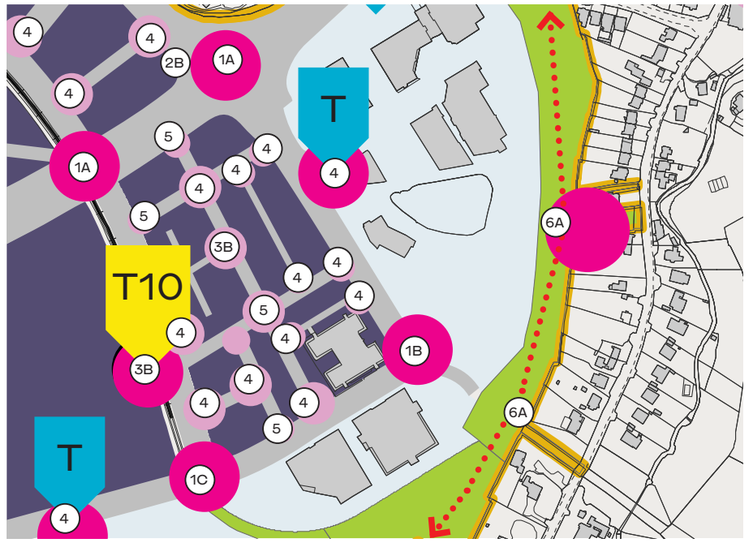
Location:
N11/ Wyattville intersection/ 'D' Loop

Road hierarchies:
Levels 1, 2 and 3, and Walkway/ Cycleway (incl. Secondary Pedestrian & Cycle Accessible Link).

Features:
- Signalised Junction-
- Primary Gateways
- Secondary Gateway
- Town Centre Gateway
- Walkway/Cycleway

Potential Users:
Tourists, Employees, Residents, Visitor's

Signs Types:
1A, 1B, 1C Gateway Vehicular
2A, 2B Entry Sign
4 Mounted Sign
6A Trail marker



MIXED USE & HIGH DENSITY

Signage within and around the Town Centre, including Cherrywood Business Park must promote convenient and direct walking and cycling movement. It must also promote longer distance walking and cycling routes for employment and leisure trips. Mapped plinths at the Luas Stop (T9) and at pedestrian level within the Town Centre should be provided to support this (3A). Walkways and cycleways to / from green infrastructure should be served by trail markers to promote active use (6A). Wall mounted signage should be provided at bus stops and at street corners to orientate and reassure (4).

Vehicular signs at the points marked above along the arterial road, Wyatteville Link Road, should guide towards parking to promote pedestrian movement (1A,1B). Signage should also be located on Grand Parade and the intersections on Cherrywood Avenue to promote most efficient access to the Town Centre via Grand Parade (1B,1C).

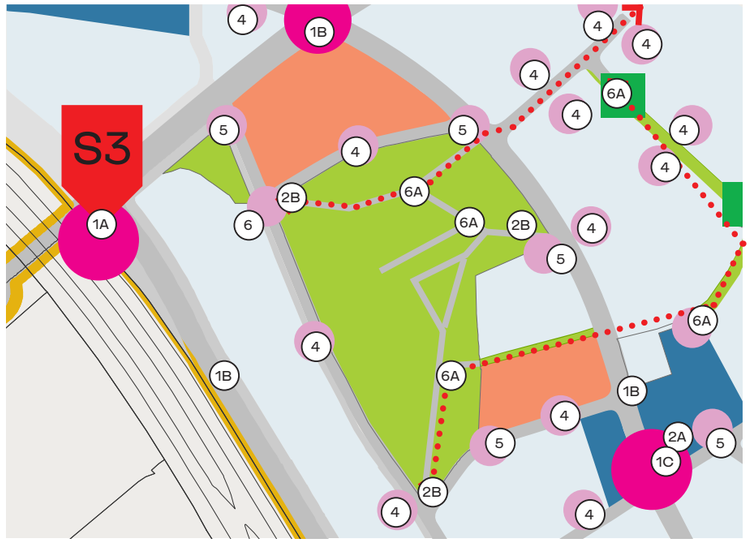
Location:
South East Town Centre / Cherrywood Business Park / Grand Parade

Road hierarchies:
Level 1, 2 and 3; Walkway/Cycleway.

Features:
- Signalised Junction
- Primary Gateways
- Luas Stop - T10
- Town Centre Gateway
- Walkway/Cycleway

Potential Users:
Tourists, Employees, Residents

Signs Types:
1A, 1B, 1C Gateway Vehicular
3B Mapped Plinth
4 Mounted Sign
5 Finger Sign
6A Trail marker



EDUCATION/VILLAGE CENTRE

Thesecondary Gateway (S3) above should effectively manage strategic movements within Cherrywood, for example to the Town Centre and Village Centres. Appropriate vehicular signage should be located on the M50 network to identify Cherrywood and direct movement to protect neighbourhoods and residential plots within the SDZ (1A, 1B). Vehicular signs at the points marked above along the internal SDZ network should guide towards parking to promote pedestrian access (1B, 1C).

Bus and school access should be managed and promoted around Castle Street bus priority route. This will be an important route for school journeys and may warrant special attention.

The village should be identified with gateway signage and may be served by an identifiable Village Centre palette. This signage palette should promote walking and cycling to surrounding neighborhoods, Village Centres and the Town Centre. The walkway/cycleway to and from green infrastructure should be served by trail markers to promote active use of the amenity (6). Access to Beckett Park should be marked by a Fingerboard to be visible by pedestrians and vehicles (5).

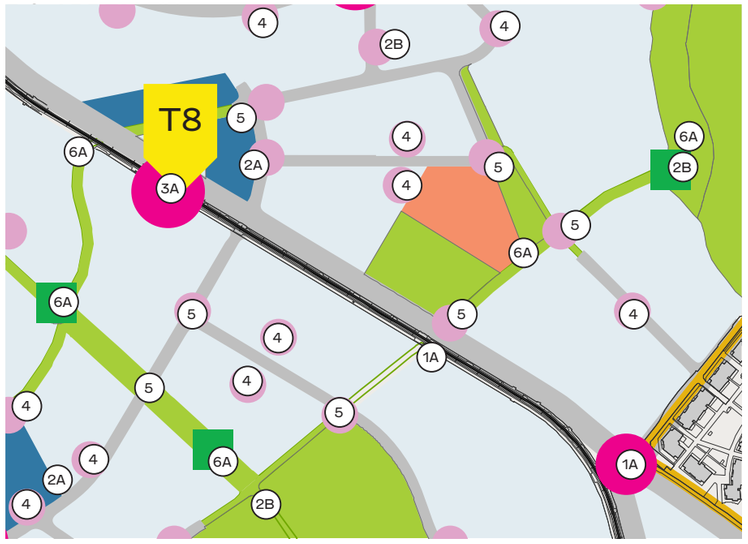
Location:
Becket Park / Village Centre / Barrington Road

Road hierarchies:
Levels 2, 3, 4 and 5; Walkway/ Cycleway and Greenway

Features:
- Signalised Junction
- Primary Gateways - P3
- Town Centre Gateway
- Walkway/Cycleway

Potential Users:
Tourists, Employees, Residents, Students

Signs Types:
1A, 1B, 1C Gateway Vehicular
2A, 2B Entry Sign
4 Mounted Sign
5 Finger Sign
6A Trail marker



RESIDENTIAL NEIGHBOURHOOD

Signage for residential areas should promote walking and cycling, and convenient, direct routes to main employment, retail and leisure destinations. Signage for individual plots or residential developments should be kept to a minimum. Residential areas can be identified by Finger and also Mounted Signs (4). These can be mounted on structures or be freestanding. There will be scope for individual variations of residential signage to support identity within the overarching framework.

Finger signs at intersections to provide direction (5). Mapped Plinths at the Luas Stops (T7) should be provided to support this (3B). Mounted signage should be provided at street corners to orientate and reassure (4).

Walkways and cycleway to and from Green Infrastructure and schools should be served by gateway signs and trail markers to promote active use (2B, 7) including for linked work, school and leisure trips.

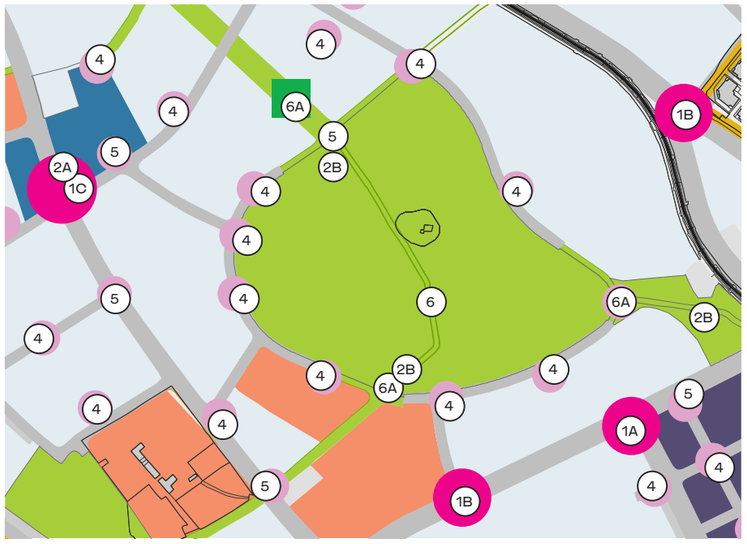
Location:
Tullyvale / Tully Vale Road

Road hierarchies:
Levels 2, 3, 4 and 5; Walkway/ Cycleway and Greenway.

Features:
- Luas Stop - Transport Gateway
- Signalised Junction- Primary Decision Point
- Town Centre Gateway
- Greenway Gateway
- Residential development

Potential Users:
Tourists, Employess, Residents, Students

Signs Types:
1A Gateway Vehicular
2A, 2B Entry Sign
3A Mapped Totem
4 Mounted Sign
5 Finger Sign
6A Trail marker



HISTORICAL/GREEN AREA

Signage within and around public open space, Greenways and other walking and cycling routes must support movements for school, retail and work as well as leisure and recreation. Dedicated signage plans for larger public open spaces and/or sections of Greenway may be required. Materials for such signage should be appropriate to the setting, heritage and character of the area; flexibility will be required in this regard.

The walkway/cycleway to and from Green Infrastructure should be served by trail markers to promote active use of the amenity. (7)

Village Centres should be served by gateway signs and trail markers to promote active use of the amenity. (2B)

Vehicular signs at the points marked above should guide towards parking to promote pedestrian access to the Town and Village Centres (1B).

Signage should be provide at street corners to orientate and reassure (4)

Appropriate signage for heritage sites should be provided. These sites may required dedicated signage networks within the overarching strategy. Mounted, trail marker and information boards should be considered.

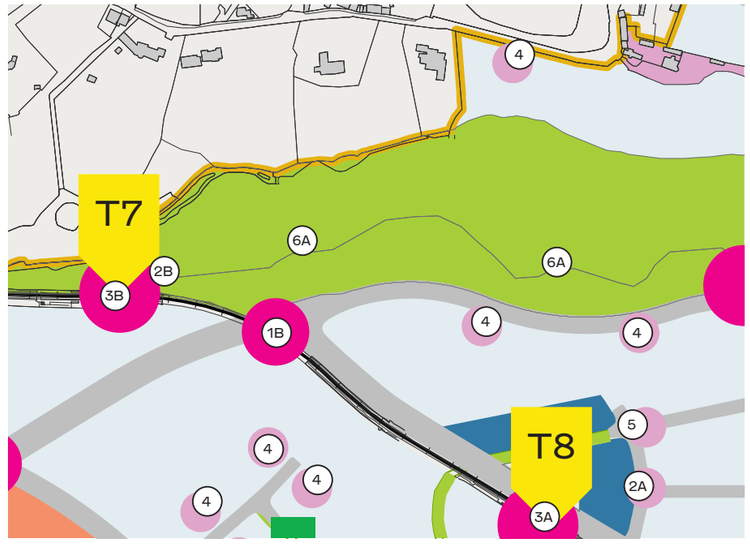
Location:
Becket Park / Village Centre / Barrington Road

Road hierarchies:
Levels 2, 3, 4 and 5; Walkway/ Cycleway (incl. Primary Pedestrian & Cycle Street) and Greenway

Features:
- Signalised Junction
- Village Centre Gateway
- Walkway/Cycleway
- Tully Church

Potential Users:
Tourists, Employees, Residents, Students

Signs Types:
1A, 1B, 1C Gateway Vehicular
2A, 2B Entry Sign
4 Mounted Sign
5 Finger Sign
6A Trail marker



GREEN AREA

As with other public spaces, signage within and around walking and cycling routes such as the Greenway or Linear park must support movements for school, retail and work as well as leisure and recreation. Dedicated signage plans for all or some of these spaces may be required. Materials for such signage should be appropriate to the setting and character of the area; flexibility will be required in this regard. Walkways and cycleways to/from green infrastructure should be served by trail markers to promote active use and linked trips (7).

Vehicular signs at the points marked above should guide towards strategic locations and parking to promote pedestrian access to the Town and Village Centres (1B), and potentially to locations outside of the SDZ.

Wall mounted signage should be provided at Luas stops orientate and reassure (4).

Location:
Beckett Park / Village Centre / Barrington Road

Road hierarchies:
Level 1, Level 2, Level 3, Walkway/ Cycleway

Features:
- Signalised Junction
- Primary Gateways - P3
- Town Centre Gateway
- Walkway/Cycleway

Potential Users:
Tourists, Employees, Residents, Students

Signs Types:
1B Gateway Vehicular
2B Entry Sign
3A,3B Mapped Totem
4 Mounted Sign
5 Finger Sign
6A Trail marker

5.5 COMPONENT SIGNAGE SYSTEM

The previous sections identify the main decision points within the SDZ at which signage will be required as well as details for typical areas within the SDZ.

This section provides additional details of specific elements or components of the overall network that are common to a number of areas.

The following pages set out information to illustrate how individual components of the signage network may operate within the overall wayfinding and directional signage system. These include:

- Gateways Vehicular
- Entry Signs
- Primary and Secondary Asset Totems Signs
- Primary, Secondary, Tertiary Mounted Signs
- Finger Signs
- Trail Signs

Whilst elements of the required signage are already in place at a number of these decision points, the following plans are to identify approximate locations only for signs types within the Signage family. As such these are indicative locations; detailed signage plans are required in advance of signage placement.

To guide drivers, cyclists and other road users in and around Cherrywood.

1A - VEHICULAR DIRECTIONAL NATIONAL

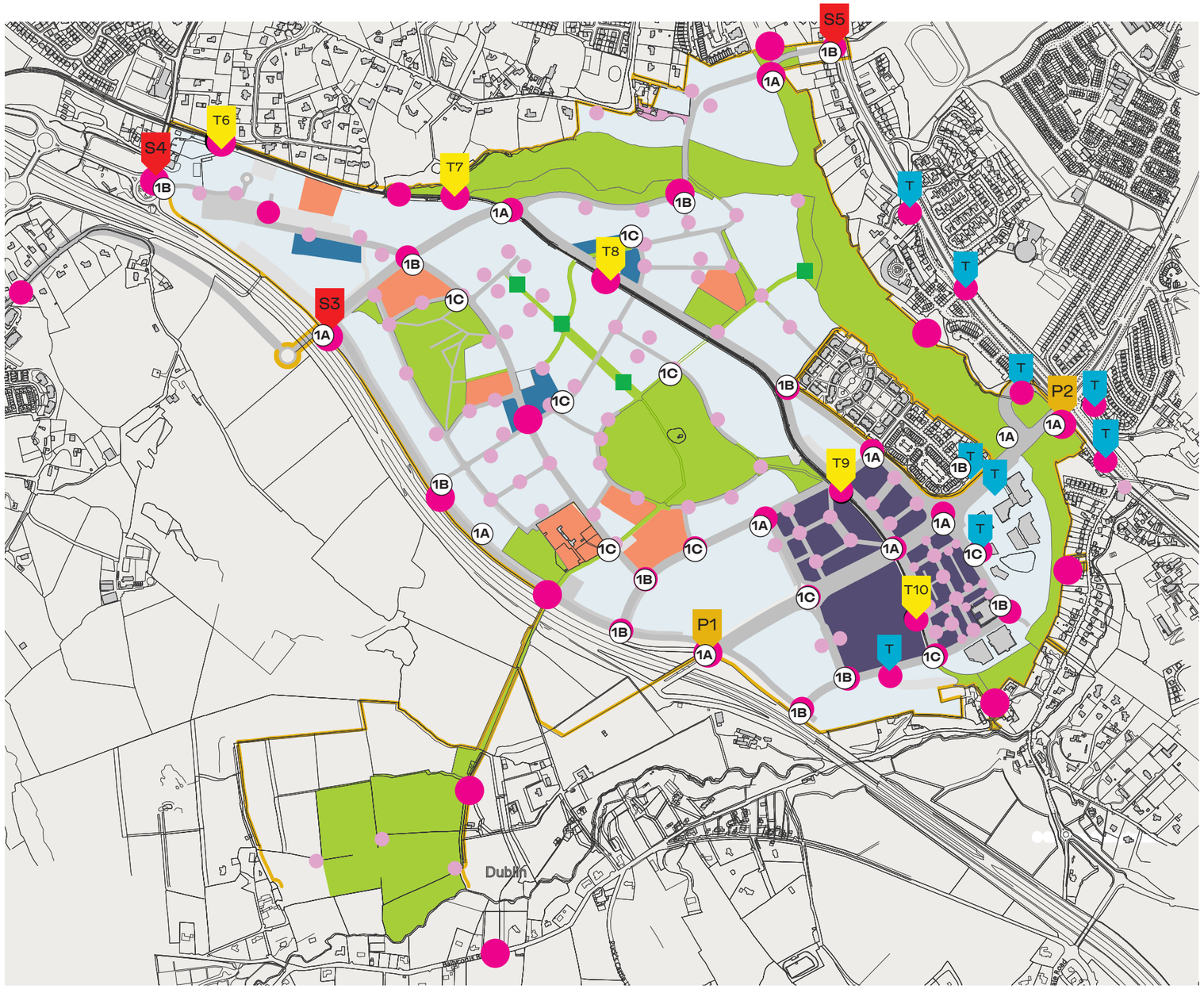
Typical content to include:
Cherrywood
Town Centre
Village Centres
Parking

1B - VEHICULAR DIRECTIONAL

Typical content to include:
Town Centre
Village Centres
Heritage Landmarks
Parks
Parking

1C - VEHICULAR DIRECTIONAL SMALL

Typical content to include:
Village Centres
Heritage Landmarks
Parks
Parking



Regard for the principles set out in section 3.8 following should be taken when planning and procuring signage.

***These are suggested locations and are not definitive** - A final site audit of all locations should be made following the pilot study and in advance of signage procurement.*

To provide users with a sense of arrival and to identify entry points to main areas.

2A - GATEWAY FEATURE SIGN

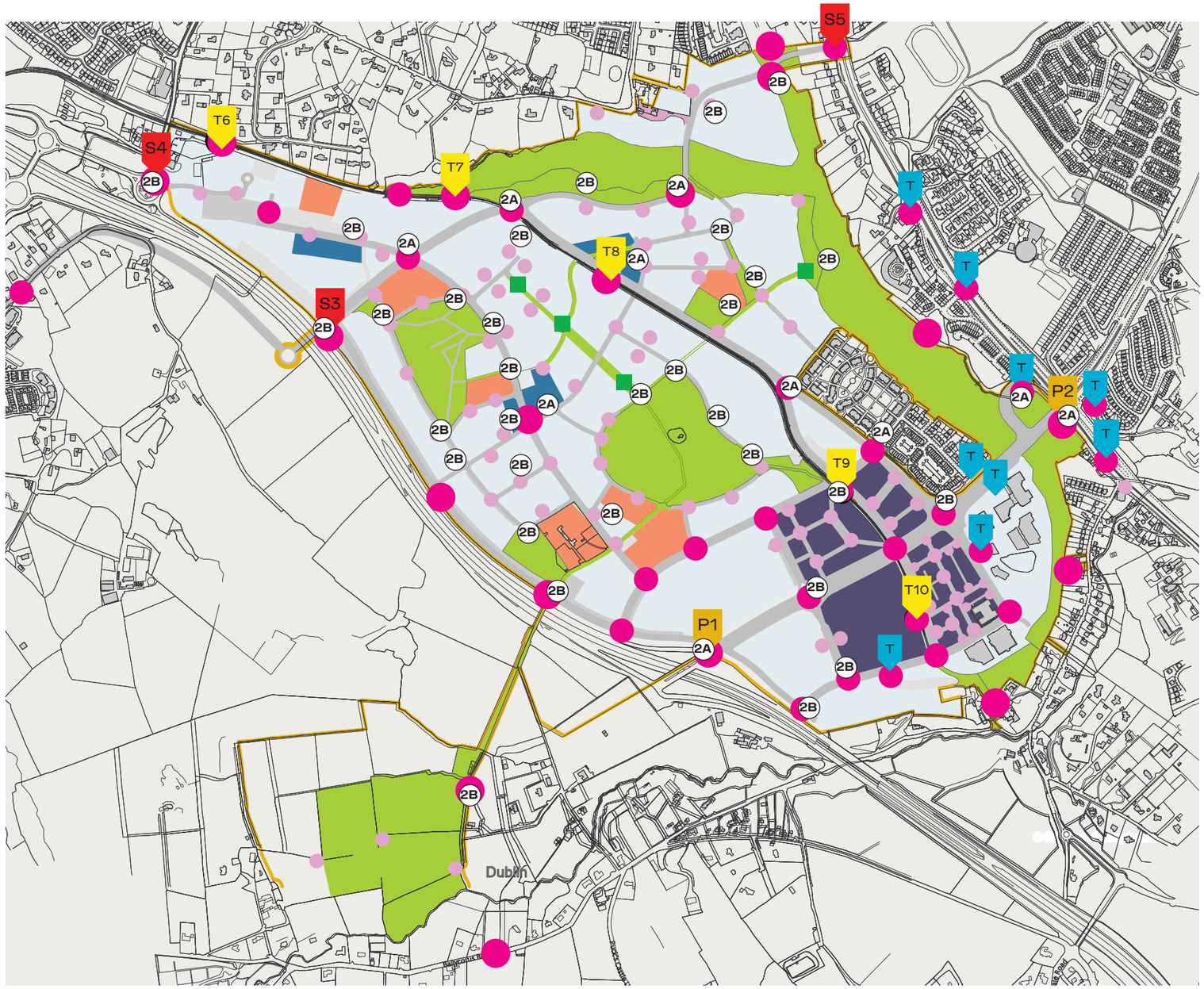
Typical content to include:

Welcome to Cherrywood
Welcome to Cherrywood Town Centre
Welcome to Village Name

2B - GATEWAY SIGN SMALL

Typical content to include:

Residential development name
Park name
Heritage site



Regard for the principles set out in section 3.8 following should be taken when planning and procuring signage.

***These are suggested locations and are not definitive** - A final site audit of all locations should be made following the pilot study and in advance of signage procurement.*

To provide users with a map and directional information at key points.

3A - PRIMARY MAPPED TOTEM

Typical content to include:

- Site Map
- Detailed Map

Direction to

Primary assets

- Town Centre and Village Centres
- Key streets and roads
- Main transport infrastructure and key arrival points
- Heritage sites
- Shopping areas
- Greenways
- Main public parks

Secondary assets (use symbols)

- Parking
- Local transport, e.g. Bus stops and luas.
- Cycle parking
- Public toilets

3B - SECONDARY MAPPED TOTEM

Direction to

Primary assets

- Town Centre and Village Centres
- Key streets and roads
- Main transport infrastructure and key arrival points
- Heritage sites
- Shopping areas
- Greenways
- Public parks

Secondary assets (use symbols)

- Parking
- Local transport, e.g. Bus stops and luas.
- Cycle parking
- Public toilets

Regard for the principles set out in section 3.8 following should be taken when planning and procuring signage.

These are suggested locations and are not definitive - A final site audit of all locations should be made following the pilot study and in advance of signage procurement.

To provide local directions co located on existing infrastructure.

MOUNTED

Typical content to include:

Direction to

Primary assets
- Town Centre and Village Centres
- Key streets and roads
- Main transport infrastructure and key arrival points
- Heritage sites
- Shopping areas
- Greenways
- Public parks

Secondary assets (use symbols)
- Parking
- Local transport, e.g. Bus stops and luas.
- Cycle parking
- Public toilets

Tertiary assets
- Local walking & cycling routes
- Cash machines
- Post boxes
- Garda stations
- Post offices

To provides users with key directional information.

FINGER SIGN

Typical content to include:

Direction to

Primary assets
- Town Centre and Village Centres
- Key streets and roads
- Main transport infrastructure and key arrival points
- Heritage sites
- Shopping areas
- Residential areas and neighbourhoods
- Greenways
- Pubic parks

Secondary assets (use symbols)
- Parking
- Local transport, e.g. Bus stops and luas.
- Cycle parking
- Public toilets

Regard for the principles set out in section 3.8 following should be taken when planning and procuring signage.

***These are suggested locations and are not definitive** - A final site audit of all locations should be made following the pilot study and in advance of signage procurement.*

To provide confirmation and assurance along trails and greenways.

TRAIL MARKER

Typical content to include:

Direction to

Primary assets

- Town Centre and Village Centres
- Key streets and roads
- Main transport infrastructure and key arrival points
- Heritage sites
- Greenways
- Public parks

Secondary assets (use symbols)

- Parking
- Local transport, e.g. bus stops and luas.
- Cycle parking
- Public toilets

Regard for the principles set out in section 3.8 following should be taken when planning and procuring signage.

***These are suggested locations and are not definitive** - A final site audit of all locations should be made following the pilot study and in advance of signage procurement.*

To provide information along trails and greenways.

TRAIL INFORMATION

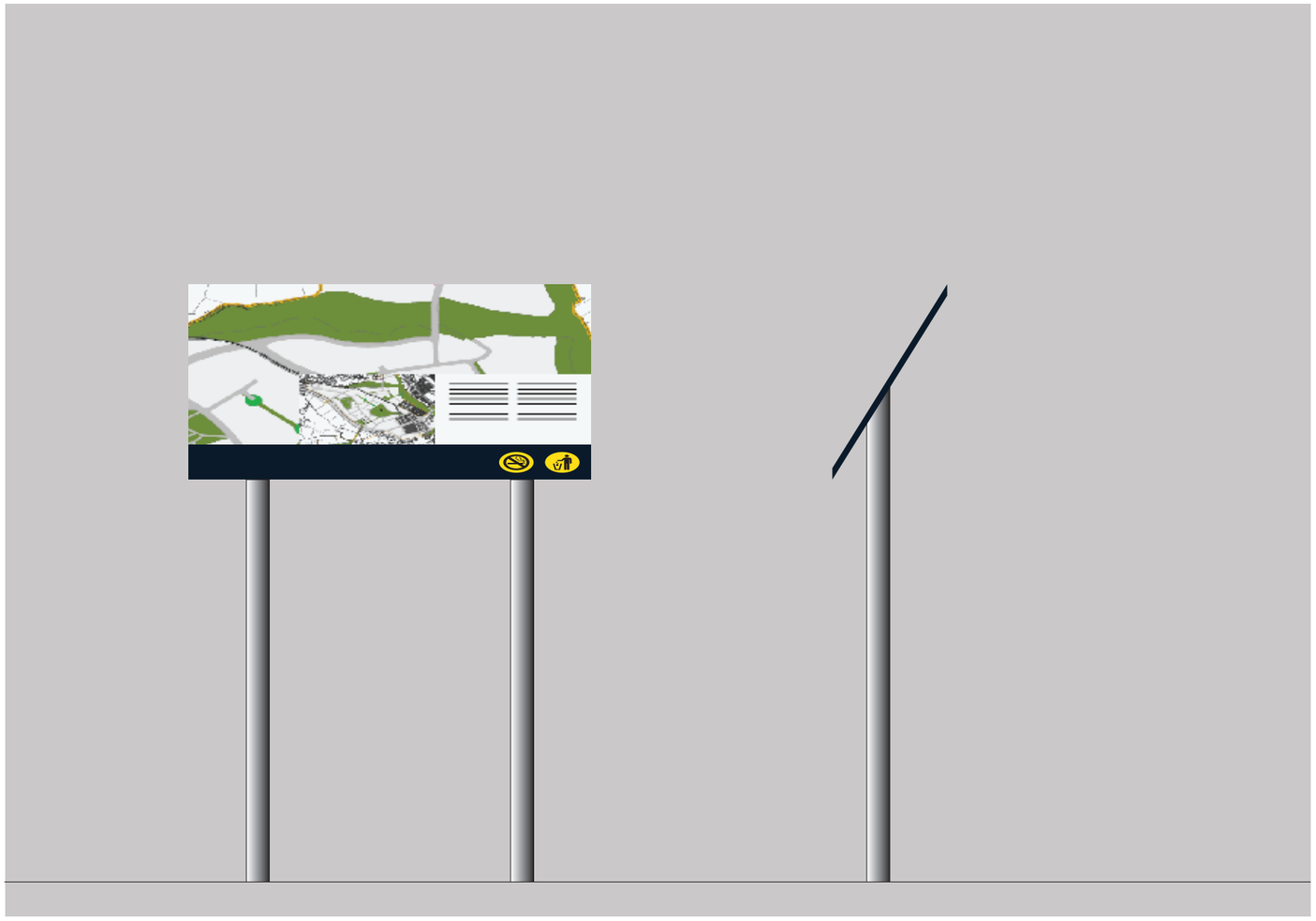
Typical content to include:

Site Map
Detailed Map

Direction to

Primary assets
- Town Centre and Village Centres
- Key streets and roads
- Main transport infrastructure and key arrival points
- Heritage sites
- Greenways
- Public parks

Secondary assets (use symbols)
- Parking
- Local transport, e.g. bus stops and luas.
- Cycle parking
- Public toilets



5.0 APPENDIX

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