

Arwyddion i Gerddwyr yn Sir Conwy - Cam 1 Pedestrian Signage in Conwy County - Phase 1

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Diwygiad 1
Revision 1



Ariennir gan
Lywodraeth Cymru
Funded by
Welsh Government

For further information please contact:
clare.sharples1@conwy.gov.uk

📍 Project Scope

Review, removal, repair, production and installation of directional pedestrian signage in 4 priority towns in Conwy County

This project is commissioned by Conwy County Borough Council (CCBC) via Brilliant Basics Funding from Welsh Government.

The aims and objectives of the fingerposts are to:

- Provide bilingual, up to date information in a clear and accessible way
- Direct visitors to various tourist attractions and locations within the towns

This project will review current pedestrian fingerpost signage and produce an audit of all the fingerposts in four of our priority towns. Not only does this help direct visitors to various locations within the towns but it also maintains visitor expectations by providing good quality, up to date information which is well presented. Suggestions for new locations for fingerpost signage should also be included in the audit where relevant.

Project Scope

The commission will follow the below process:

Step 1. Working closely with Tourism and Regeneration Officers at CCBC review the current pedestrian fingerpost signage in Llandudno, Llanrwst, Colwyn Bay and Abergel.

Step 2. Consult with local business groups and communities to identify an evidence of need for new signs not currently represented on fingerposts.

Step 3. Produce an audit report detailing all current locations of fingerposts in our four priority towns, as well as suggestions of locations for new fingerposts and any individual fingerposts which need removing / installing.

Step 4. Produce a live document containing details of locations of all fingerpost signage in our four priority towns. This live document will be in a format which is easy to update so that Tourism and Regeneration Officers can update this in future as and when required. It will also help officers easily identify locations where existing signage has been installed.

Step 5. Remove out of date fingerpost signage in all four towns, as identified during the audit.

Step 6. Install new, bilingual fingerpost signage as required in all four towns, as identified during the audit.

Please note steps 5 and 6 will be reviewed and actions agreed, dependant on approved sign requirements.

📍 Project Scope

Current fingerposts

A survey will be undertaken to identify and record locations, condition and content of existing fingerposts at the 4 towns.

From available data the current fingerpost quantities are as follows:

Llandudno: 26 fingerposts with an average of 10 fingers per sign

Llanrwst: 5 fingerposts with an average of 4 fingers per sign

Colwyn Bay: 5 fingerposts with an average of 4 fingers per sign

Abergele: 0 fingerposts identified

The exact age of the existing fingerposts is unknown, although Llanrwst fingerposts were refurbished in 2019.

The feedback recieved on the existing fingerposts is as follows:

- In most cases the signs look quite dated and in general poor condition due to their age and design.
- The information on the signs needs updating as most have not been reviewed in many years.
- Fingers are sometimes moved to point in the wrong direction, so new signs would need to ensure fingers are secure.
- There is no distance or walking time markers on the signs, so understanding distances to locations is problematic.
- There is little provision for accessible routes for wheelchair users.
- The information needs to be more specific for visitors/tourists.

📍 Project Scope

Criteria for the new or updated fingerposts:

- Visitor attractions – A place of interest that tourists typically visit, usually for its natural or built beauty, or for the leisure and amusement facilities it provides.
- Cultural or heritage assets – A place of interest for tourists, usually for its inherent cultural value or historical significance.
- Shopping centres / villages - a collection of independent retail stores and/or services.

Please note: We are unable to include individual businesses on fingerpost signage unless they are a visitor attraction, cultural attraction or heritage asset. This is to prevent the fingerposts from becoming cluttered, making them difficult for tourists to follow.

All fingers will have Welsh then English with equal sizing/weightings.

Signs will include symbols where they are instantly recognizable.

Project Scope

Examples of existing fingerpost signs



📍 Further Information

Examples of fingerpost signs for other town centres and parks for reference



Information Retrieval

Over the following pages are maps of the four towns.

To ensure the fingerposts include useful and informative directions, we have plotted tourist attractions and points of interest that visitors may wish to be directed to.

Each has a grid system and all maps face north.

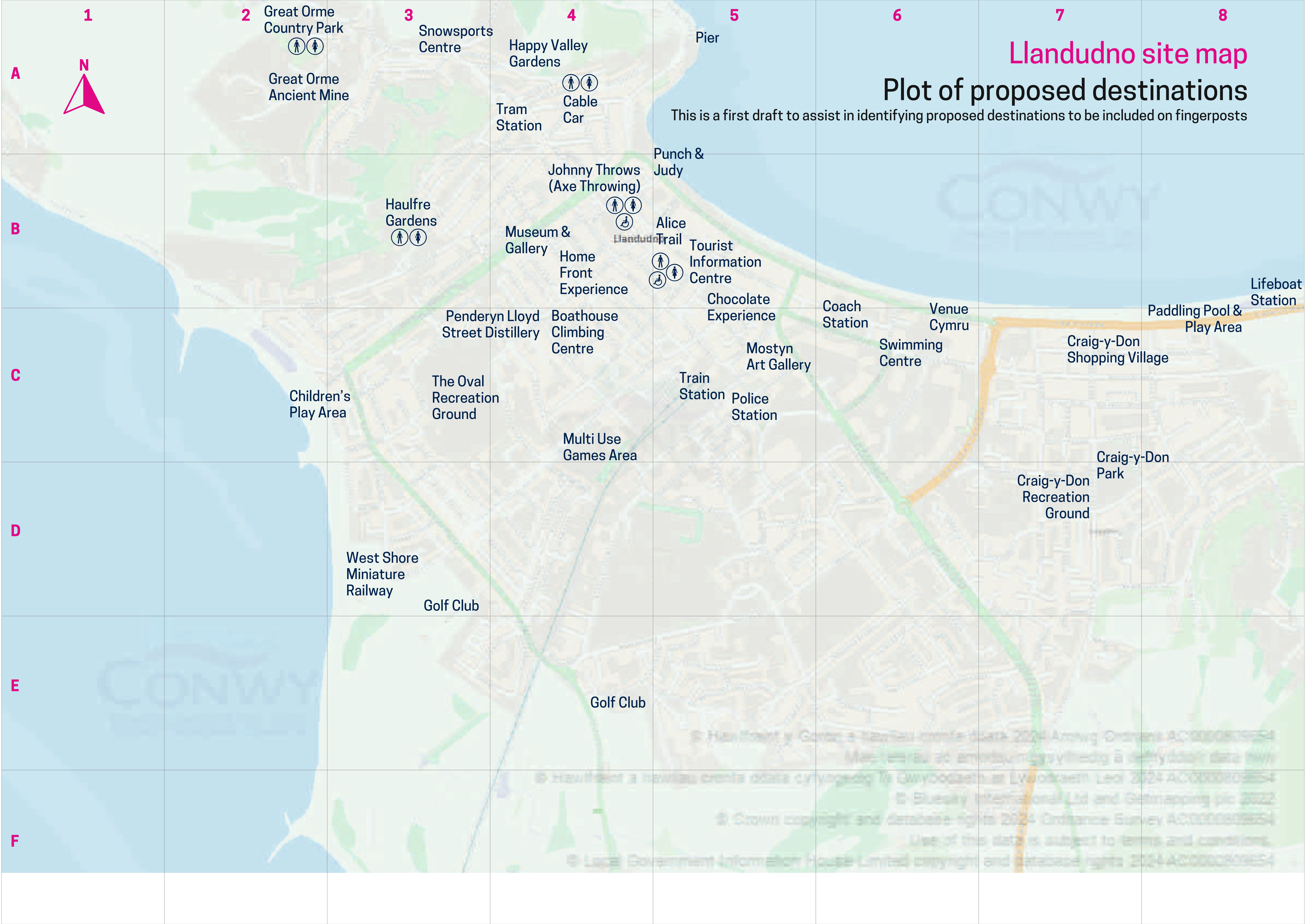
The purpose of this is to offer an open forum whereby local businesses and relevant stakeholder groups have an opportunity to express their opinions on what should and should not be included on the fingerposts.

We welcome comments prior, during and after the presentations. This will allow everyone to put across their views before educated decisions are made, so the project can move forward to the next phase, whereby decisions will be made on sign locations, design (refurbish existing or replace with new) and content.

📍 Information Retrieval

Some points to consider:

- Fingerposts are for pedestrian use and not persons driving vehicles.
- We do not recommend more than 24 fingers on any one fingerpost sign. This consists of 4 fingers per level, over 6 levels.
- Anything more restricts users from easily reading the signs.
- We recommend directing to key areas visitors may wish to find. Including too much information on fingerposts can make them overwhelming.
- We recommend walking times or distances on fingers to give the user more information about how far they have to travel. These are typically listed as either:
 - 1) Distance in miles
 - 2) Distance in metres
 - 3) Estimated walking time in minutes
- To supplement fingerpost signs, we recommend complementary wayfinding totem signs that can include maps for more detailed information, plus information boards for season events. If you believe your current fingerposts do not need much updating, we can look at other types of signage to enhance the visitor experience.



Llanrwst site map

Plot of proposed destinations

This is a first draft to assist in identifying proposed destinations to be included on fingerposts





Colwyn Bay site map

Plot of proposed destinations

This is a first draft to assist in identifying proposed destinations to be included on fingerposts

West End

Welsh Mountain Zoo

Council Offices

Train Station

Shopping Area

Theatr Colwyn

Pwllcrochan Woods

Porth Eirias

Eirias Park & Rugby Ground

Leisure Centre

Colwyn Bay

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