Wayfinding & Parking Strategy

Bromley BID
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Audit
Introduction

This Audit looks at all the existing wayfinding provision, key venues, attractions and a strategy to design a programme of signage, wayfinding and information provision that will enable visitors to easily and successfully navigate Bromley.

It will also identify and document the current signage network in Bromley. This will take account for the on street inventory in the key locations identified. This will look at current compliance, redundant signage, decision points and journey planning.

The Audit will provide a map and supporting documentation illustrating:
• Areas of non-compliance in line with wayfinding best practice
• Locations of decision points
• Redundant signage
• Signage that requires changes
• Incorrect routes for pedestrians
• Incorrect routes for cyclists
• Areas where more signage / or less signage is required
• Unsuitable sign types and construction methods
• Directing motorists to the various car parks and the introduction of live car park information
• Improve the wayfinding signage of the BID including the removal of redundant and the introduction of new signs
• Identify all instances of where Intu has not been changed to The Glades
• Identify suitable locations for lampost banners to promote the BID and local events
Pedestrian Wayfinding Audit

Following our site visits in April 2017 we have made the following observations and raised the following questions.

There is a real mixture of signs, from Legible London (LL) to fingerposts, and map boards to benches. In this section we take a look at the wide diversity of pedestrian signs in the Bromley BID area. Please see Appendix A for full photos.

Legible London

Most of the LL signs within the BID display The Glades shopping centre as “intu Bromley” (see figs. 1 & 2). This is wherever the shopping centre is mentioned on these signs, both on the map and in the directional information.

The monolith sign in fig. 3 has the map section missing on the North side of the sign. With the LL signs being the main culprit for displaying The Glades as Intu, this sign map section should be updated before map is replaced, to prevent any unnecessary work and cost.

The fingerpost in fig. 4 has a damaged finger which will need replacing.

In addition to the LL signs showing The Glades as Intu, many of the bus stops around the centre of Bromley have maps with small sections of LL maps which also display The Glades as Intu.
Pedestrian Flags

These signs are those which meet usually (or met at the time of installation) the guidelines set down by the Department for Transport with regards font, pictograms, colours and shapes used.

Several of these however are on posts with multiple other flags making a very confused sign. A prime example of this is fig. 5, with too many signs on one post, a more uniform, easy to read and understand fingerpost would improve matters.

These signs have been installed and added to over the years with a whole range of colours sizes and conditions of the signs, with some looking as though they have had flags added over time.

Community Toilet Scheme Signs

These are a good idea as public toilets in a town centre can be hard to find when needed.

The sign in fig. 6 is damaged and needs replacing.

The sign in fig. 7 is now redundant as BHS has closed down so therefore there is no access to their toilets. The new tenant of the site would have to agree to it. We suggest the removal of this sign as the toilet is no longer open to the public.

Other Signs

Other signs which were found were hiding in plain sight, down the side of the Hill car park. Along the wall opposite the car park there is a mural stretching along the length with the title of “Bromley Zoo”. In amongst the animals are painted signs on the wall directing to the Elephants, Aquarium and the High Street (fig 8). There is also further along an old cast sign directing to “Footpath To High St” (fig. 9). They are also set back from the path with a raised bed containing foliage, so can be easily missed. These also could be confusing because if the zoo is fictitious then so too might be the directions to the High Street.
Bromley Fingerposts

These are the fingerpost signs dotted around Bromley which predate the Legible London signs.

The fingerpost in fig. 10 has a finger pointing the wrong way. The top finger is pointing North when it should be pointing South, as Bromley South Railway Station, The Mall and Westmoreland Place are the opposite direction. In addition to this Westmoreland Place is currently being redeveloped so is not currently a car park, as shown. Thus this sign is showing out-of-date information in an incorrect direction.

Whilst many of these signs are no doubt helpful they are not LL, which is odd as Bromley is a town with LL signs, co-existing alongside with them.

Bench Signs

These benches, nice street furniture though they are, are only really usable when read from the road side of the bench. Therefore anyone walking onto the High Street from the Mall are faced with large metal back-to-front text (fig. 12).

These signs are unusual but use the official font of TfL, New Johnston, so therefore fit in with the LL signs more than the Bromley fingerposts.

The bench sign next to bus stop X (fig. 13), has “INTU BROMLEY” at the bottom of its list of directions.
Wall Maps

Throughout the town centre there are a number of different types of map board. These range from maps of a park to overall maps of Bromley surrounded by adverts for local businesses and services.

The latter comes in different layouts with some being more advert dominant while one in particular (fig. 14) puts more emphasis on the map. The scale of map also changes from board to board with the map in fig. 15 showing Bromley in relation to Lewisham and New Addington whilst the majority focus on Bromley itself.

There is one map board which stands out from the rest being an illustrated map with buildings shown in 3D which according to it’s date was printed in November 1995. The time has not been kind to this paper map, with fading to the print, along with wrinkling and mould affecting the paper, as shown in fig. 16.

Other map boards found around Bromley are the maps for the parks, Church House Gardens and Queens Gardens (fig. 17), giving information of the layout and other details.

Bromley North Boundary Signs

At the North end of the BID area there are signs for Bromley North or Bromley North Village. These comprise of large 3D metal words (fig. 18) just off Tweedy Road at the East Street turning, a circular disk sign at the boundary on Widmore Road, and a vintage style painted direction on a building on the upper end of the High Street.

The small circular disk is high on a lampost and very easy to miss, especially as it is located just off of the busy junction of Tweedy Road, Widmore Road and Kentish Way, on a lampost with both pedestrian and traffic signs festooning it, as shown in fig. 19.
Road Name Plates

The roads of the Bromley BID area are not short of signs to inform people of their names. Surprisingly considering the size of the area, the amount of roads and the development of Bromley from a quiet rural village in the mid 1800’s to what it is today, many of the road name plates are of the same uniform design.

The uniform style is a green sign with white edge and text, shown in fig. 20. The font used is Kindersley and is commonly found on road name plates around Britain. Many of the road name plates in Bromley North are of the same design but black background with bronze edge and text (fig. 21).

There are dotted around the BID area a selection of older heritage style road name plates, particularly around the Market Square (see fig. 22).

One major anomaly regarding the road name plates is the use of 5 signs for the naming of just one side of where two roads, Masons Hill and High Street, meet. There is one high-level and one low-level High Street sign, with two high-level and one low-level Masons Hill signs as shown in fig. 23.

Other than this the only other issues regarding road names is that some are looking tired and others could potentially benefit from being made high-level signs to prevent them from being hidden by vehicles and pedestrians.
Traffic Sign Survey

The Advanced directional signs (ADS), or traffic signs, start directing towards Bromley from as far out as Croydon to the West, junctions 3 & 4 of the M25 to the East, Catford to the North and Westerham to the South. Please see Appendix A for full photos.

A number of signs around Bromley and a few further afield are damaged. Some are minor while others could affect their usefulness to motorists and make the area look shabby. Many of these signs should be replaced.

One sign in particular (fig. 24) is looking very shabby and is pointing in the wrong direction. It is pointing down the No Entry of Station Road instead of the two-way road to the Station car park. It’s condition also makes it difficult to read. People when faced with signs which are wrong will not trust them and ignore them. Also how many more signs will they not trust as a result?

There are two traffic signs which refer to The Glades as Intu (see figs. 25 & 26). These are both found on Widmore Road near to Glades Place for the vehicular entrance to The Glades car park. All other ADS have the shopping centre displayed as The Glades.

The sign directing traffic on College Road to The Hill car park down Farwig Lane is very small and easy to miss. It is the same for the sign the other end of Farwig Lane and on Beckenham Road at the entrance to the car park. As a result the car park can easily missed.

The sign directing traffic from Tweedy Road to the Station car park seems to be located a little too late. Both of these signs could mean that motorists miss their turning.

From all of our visits we have noticed most of the digital parking signs, which inform motorists entering Bromley of the number of available spaces in the various major car parks, have not been operating (see fig. 27).

This raises the following questions:
- Is this due to the system only being used at key busy times?
- Is the system down for maintenance or upgrade?
- Has this system been abandoned by any of the key stakeholders?
- Has the system been turned off because of changes to the budget of the local authority?

The only one which has been operational is the digital sign for The Glades on Widmore Road near the turning into Glades Place, shown in fig. 28.
External ADS Map
Car Parks Map

- P Station Road
- P Station
- P Wharton Road
- P Palace Grove
- P Mitre Close
- P Sainsbury's
- P The Hill
- P The Glades
- P The Mall/NCP
- P Civic Centre
- P St Blaise
- P Churchill Way
- P Sainsbury's
- P Waitrose

Car Parks Map
Car Park Survey

Please see Appendix B for full photos.

South Street - RinGo: #26200

**General Points**
This is a Council run car park with a pay & display meter and an automatic barrier at the only point of entry and exit.

This car park is only open to the public on weekends but appears to be used by businesses for parking on week days.

It has a Motorcycles only area and only one marked disabled bay, as shown in fig. 29. This also happens to be one of the best examples of clearly marked spaces in the car park. Many of the spaces in this car park are poorly defined, owing to the wear and tear on the painted lines. The surface is uneven and broken in places and there was a large amount of litter found at the back of the car park.

**Wayfinding Aspects**
The only internal wayfinding within this car park comprised of three “Pay At Meter” flag signs in varying states of shabbiness (see fig. 30)

The signs within the car park are those typically found in local authority run car parks from the last 30 years, with Helvetica as the main font used (fig. 30).

There are no signs to direct pedestrians in the direction of the High Street, shops or other potential destinations for people leaving their vehicle.

![Fig. 29: The only disabled space](image)

![Fig. 30: Faded car park signs](image)
General Points
This car park is divided into two sections. The main section of the car park is used on weekdays by Splash Damage (a business abutting the car park, see fig. 31) whilst the remaining smaller section has individually marked bays claimed by other nearby businesses for their employees. This smaller section also leads to a private car park.

This car park is only open to the public on weekends, but it is unclear whether the smaller section with the smaller bays is also open to the public at weekends too.

It has no obvious Motorcycles only area or disabled spaces.

There wasn’t much litter to speak of other than a bit of fly tipping on the boundary between the private bays and the private car park.

Wayfinding Aspects
The only internal wayfinding for the car park are two “Pay at Meter” flag signs, both of which are faded.

The signs within the car park are those typically found in local authority run car parks from the last 30 years, with Helvetica as the main font used with some using Transport Sans (the font used on UK road signs).

There are no signs to direct pedestrians in the direction of any potential destinations for people leaving their vehicle.
St Blaise - RinGo: #26229

**General Points**
Located off of Rochester Avenue, this is an awkward car park to find, as it is away from the shops of the town centre and involves driving down suburban residential streets.

This car park has two sections, a smaller car park adjacent to a recycling collection point and the main section surrounded on two sides by council offices.

This car park is primarily used for council employees and is only open to the public at weekends (see fig. 34)

It has no obvious Motorcycles only area and only one marked disabled space.

**Wayfinding Aspects**
There are pedestrian wayfinding signs around the pedestrian and vehicle access. These are the signs found around the rest of the Civic Centre and mostly show internal directions, but there are some with “Way Out” shown for both pedestrians (fig. 35) and vehicles (fig. 36). Whilst they direct to the exit, they do not show directions to the town centre.

There are a few “Have you Paid & Displayed” signs that are often found in council run car parks around the country (fig. 37).
**Civic Centre - RinGo: None**

**General Points**
This is a multi-storey, pay on foot car park located just off Kentish Way. A useful pedestrian bridge linking the car park with The Glades shopping centre and the town centre (fig. 38).

Marked motorcycle area on level 1. Disabled spaces painted red with white lines and pictograms to help them stand out.

Some trolley parks near lift and stairwells. However some have signs with instructions for different coin released trolleys to the trolleys present. There is also a mix of trolleys from different businesses.

Confusing two entrances with one used for permit access only Mondays to Fridays. This serves Level G which has automatic barriers on Level 1 to segregate the permit only section from the rest of the car park (fig 40).

Sloped floor of car park around up and down ramps could be an issue for those with disabilities, trolleys, pushchairs or even the elderly.

The two colourfully marked bays on level 1, located near the vehicular access, are designated as electric car charge points, but without any charge points. However there were two parking bays with new charge points and no labelling. This would be very confusing to not only electric motorists looking for the charge points, but also motorists with non-electric vehicles wanting to park in those spaces.

**Wayfinding Aspects**
To help people navigate the car park, both driving and on foot, there are several features which help.

Clearly marked pedestrian walkways in blue (see fig. 39)

There is the coloured level system, to help people know which level they are on and help them identify which level they parked on, shown in figs.41-44.

<table>
<thead>
<tr>
<th>Level</th>
<th>Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 3</td>
<td>Blue</td>
</tr>
<tr>
<td>Level 2</td>
<td>Light Mauve (almost Lavender Blue)</td>
</tr>
<tr>
<td>Level 1</td>
<td>Fluorescent Green</td>
</tr>
<tr>
<td>Level G</td>
<td>Orange</td>
</tr>
</tbody>
</table>

Figs. 41-44: Level numbers and colours
These colours while being nice colours in themselves are not a good palette to work with as two are bold colours (blue and orange) while the other two are both light colours (fluorescent green and the mauve). But most importantly is the lack of legibility on the Levels 1 & 2 signs with these light colours and white text, especially as these are internal levels with limited natural light on a bright sunny day. These colours should both be replaced with bolder colours which compliment the other levels or at the least have the text changed to black on these two levels. This would create a greater contrast and help with the legibility.

There are illuminated signs on internal levels for vehicle directions and pedestrian exits, these are more effective when illuminated as they stand out more when navigating the car park (Fig. 45).

There are no signs to direct pedestrians to the bridge to The Glades. The Glades end of the bridge has a sign by the exit towards the bridge which directs to the car park, but none to direct to the exit towards the bridge.
**Waitrose - RinGo: None**

**General Points**

This car park is managed on behalf of Waitrose by Britannia Parking Group and has spaces for 198 vehicles, 4 of which are for disabled and 3 for parent & child.

A well kept car park but with rules which dissuade long stay visitors (see fig. 46).
- Up to 1½ hours free
- 1½ to 3 hours £10 or minimum of £10 spend in store.

This is enforced by ANPR cameras.

Plenty of trolley parking space as it is a supermarket car park.

The location of the parent & child spaces by one disabled space and with them both having the same layout, with the extra space for open doors, could mean that both parties could park by mistake in each others spaces.

The lines appear confusing with new lines painted over the previous layout of spaces for the disabled spaces opposite the parent & child spaces (see fig. 47)

A local shopper in the car park said that in their opinion, Bromley needs more free car parking spaces.

**Wayfinding Aspects**

The wayfinding within the car park comprises of the usual painted arrows on the ground and signs designed in the style of the John Lewis Partnership (see fig. 48). There are no signs directing pedestrians to places outside the Waitrose, which is understandable as the car park is primarily for Waitrose customers.
Churchill Way  - RinGo: #26203

**General Points**

This car park is only for 5 disabled vehicles and 2 coaches, but the pay & display sign states “Coaches Only” (fig. 49). This may be because only the coaches need to pay & display.

The council website, however, says there are 4 spaces for disabled when there are actually 5. This may be an oversight but it is still incorrect information.

Well sign posted from the High Street but no indication of the number of spaces.

A disabled vehicle was parked on double yellow lines, blocking the pedestrian navigational sign from view (figs. 50 & 51). It would also cause problems to any coaches turning in or out of the coach spaces.

3 Pedestrian access routes:
- Along Churchill Way
- Cut-through between shops from the High Street
- Footpath from the library and theatre

**Wayfinding Aspects**

There is only one navigational sign directing pedestrians towards the theatre and the library. There is nothing to direct pedestrians towards the High Street or retail (in particular The Glades). This sign is too low and can easily be blocked by parked vehicles.
Mitre Close - RinGo #26230

General Points
This is a small council run Pay & Display located right next to the Hill multi-storey car park. Possibly meant as a short stay alternative.

There is a good block paved surface with clearly defined spaces.

Meter out of order, with sticker on instructing to pay at other meter, but there is no other meter in the car park. Customers were getting annoyed with the lack of clarity posed by the meter being out of action (fig. 52).

In the corner closest to the road, there is a parking for the nearby public house, but there is only small notice on the wall which alludes to this (see fig. 53). No private parking sign.

Wayfinding Points
One of the two pay at meter signs is pointing the wrong way (fig. 54). Coupled with the meter being out of action and telling people to pay at other meter, this confuses and annoys them more.
The Hill - RinGo: None

**General Points**

Similar layout and set up as the Civic Centre car park, including the sloped surface around the up and down ramps.

- Same colour coding, but not as effective as only partially applied to the top level. (Level 3)
- Blue painted walkways - but only on lower levels (see fig. 55)
- Two spaces marked up for electric charging but no charge point but two spaces near kiosk with charge points but no signage.
- Red disabled spaces (but only on Level G)

Feels as though it was started to be refurbished in line with the Civic Centre car park but left unfinished. Level 3 left with a shabby uneven surface as shown in fig. 56.

Part of Level 3 appears to be missing, coupled with back corner being closed due to possible falling masonry and obvious strengthening works, it would appear that there have been some structural issues with the fabric of the building.

Two stairwells closed to general public use, one as a fire exit (fig. 57) and the other used for storage, according to the security guard in the kiosk.

Both internal and external motorcycle parking, the latter being free and accessed from Edison Road.

Vandalised van on the Level 1 would be enough to put off some people from using this car park (see fig. 58). Is this car park a place for vandalism? Judging from the dirt around the wheels, this vehicle has been here in this condition for a while.

**Wayfinding Aspects**

With half of the stairwells being closed, the directional signage doesn’t compensate for this by directing to the open stairwells, particularly on Level 3.

The same illuminated wayfinding signs as the Civic Centre are used on the lower levels.
Station Road - Ringo #26202

**General Points**
A council run pay & display car park near Bromley North railway station.

This car park has motorcycle parking and only two disabled spaces, but has a space labelled for a 'Small car' (fig. 59). This is an unusual concept, to have a space exclusively for a small car, but a good use of space in a car park.

Well kept car park with clearly marked spaces, a new low-level fence on road side and new kerb edges with newly planted trees (fig.60).

One of the two parking meters was out of action, but fortunately the second was still operational.

**Wayfinding Aspects**
Very hard to get to by vehicle owing to the one way system of residential roads and no traffic signs to directing to it along the many one way residential roads.

There are no signs within the car park to direct to the town centre or the railway station. However the latter is noticeable as long as the view is not impeded by busses in the bus stand.
Wharton Road - RinGo: None

**General Points**
This is a small car park with only 16 spaces.

The car park has unclear rules (fig.61):

“FREE PARKING EXCEPT
BETWEEN NOON - 2.00PM
MONDAY TO SATURDAY
PERMIT HOLDERS ONLY”

- Free for permit holders only, except between the hours Monday to Saturday when the car park is closed
- Free for anyone to use except between the hours shown Monday to Saturday when it can only be used by permit holders
- Permit holders only Monday to Saturday but free parking for others on Sundays

There is a sign warning of the misuse of disabled blue badges (fig.62), but no disabled spaces or any mention of disabled parking in the car park rules.

The car park rules should be clear so as to leave anyone looking to park in no doubt as to whether and when they can or can’t park.

**Wayfinding Aspects**
This car park is hard to find as it is located in a residential area with only one dirty sign directing to it along a pedestrian alley from Sherman Road and does not give the car park name (see fig. 63). So unless you know where it is, you wouldn’t know it was there.

There are no signs to direct people parking their vehicle to the town centre or any other destination. It appears to be only a car park for local residents.
Bromley North Station - RinGo: None

This car park has no RinGo payment option but there was a similar scheme with this location being listed as 1315

General Points
A long car park operated on behalf of the train operating company (Southeastern) by Indigo.

The approach to the car park is confusing, with motorists being presented with the no entry signs of the large bus stand and turning area, and the private car park running parallel to it. The actual station entrance is further to the right then on the left. This could be made more confusing when there is a lot of coming and going with the buses.

There were no obvious signs to say that only rail passengers could use the car park.

There is only one meter but high “pay here” sign to make obvious where the parking meter is.

There are 18 spaces marked “SEASON PERMIT HOLDERS BEFORE 9.30” (fig. 64)

The 4 disabled spaces are located outside the car park in a turning circle/drop off point by the station car park entrance. These spaces are poorly marked with faded and worn painted lines.

Wayfinding Aspects
The car park is divided up into smaller sections labelled ‘A’ to ‘D’ to help people remember where they parked their car (fig. 65).

There is also subtle wayfinding on the entrance arch, which could be easily missed, see fig. 66.
Sainsbury’s - RinGo: None

**General Points**
A pay on foot car park operated for Sainsbury’s by Euro Car Parks.

A tidy car park with some surface damage (fig. 67) at the far end from the store and some minor damage to one of the trolley shelters.

According to one local customer, Euro Car Parks recently took over responsibility for the parking charges and the cost of 2 hour parking had risen from £10 to £20 (see fig. 68).

**Wayfinding Aspects**
The navigational signs around the car park is consistent with the brand of Sainsbury’s, while the signs pertaining to the parking charges and rules carry the branding of Euro Car Parks (fig. 69).
Glades Shopping Centre - RinGo: None

**General Points**
A pay on foot car park operated.

This car park has many other car parks which make it up. There is a 4 level Boots car park, the 2 level Leisure Centre car park and the M&S ‘Collection by Car’ car park, in addition to the main car park. There is also a small section of the main car park on level 1 that is reserved for some businesses (e.g. Natwest and Chelsea House).

There are two vehicular points of access to this car park, coupled with the size and layout of the car park on top of the other car parks which make up The Glades car park, it is not the easiest car park to navigate as a motorist or pedestrian. Different parts of the car park look the same and although there are signs around, there is no car park map.

M&S have trolley parks around the car park for their trolleys. One of these trolley parks has an old sign which still displays “Intu” the previous name of the shopping centre (see fig. 70). This is located on level 2 A.

**Wayfinding Aspects**
There is a real mixture of signs throughout the car park. There are some original signs, many Intu era signs, many new Glades signs including other signs that have been added over time. In addition to these there are other branded signs for the direct store entrances of Debenhams, M&S and Boots.

As a result of this wide range of different signs, there is a real mixture of sign styles, including fonts, pictograms and colours.

Colour and number coding of levels (fig. 71):
- Level 1 Green
- Level 2 Orange
These levels are then sub divided by letters ‘A’ to ‘E’

The 4 levels of the Boots car park are labelled by number only. All levels use the Boots corporate blue on most signs (fig. 72)

The 2 levels of the leisure centre are labelled by letters ‘A’ & ‘B’ but there are very few signs which show the level letter. Many of the signs for this car park are in the Intu style (fig. 73).

There are marked walkways for pedestrians throughout the car park and helpful signs which direct to toilets.

The atria and stairwells are well labelled for going out of the different doors to the various sub-zones, but poor directions on the signs from the shopping levels to the car park.
There is one sign on level 2 with the parking ‘P’ being placed amongst toilet pictograms which could be confusing. (See fig. 74)

Doors which do not lead to the shops are labelled as such, which helps people know that is not the route to take.

From talking with an employee in the Shopmobility office, they mentioned that people found it hard to find disabled spaces, as they are spread out and the car park layout is confusing. So therefore when they do find a grouping of disabled spaces full they sometimes wrongly assume that there aren’t any more.

Fig. 74: Confusing toilet/parking sign
The Mall - RinGo: None

**General Points**
A pay on foot car park operated by National Car Parks (NCP)
This car park has a narrow winding approach ramp which could be difficult for some motorists.

Some spaces by the wall have metal crash barriers encroaching on the space, thereby reducing the area for vehicles to park (fig. 75).

A fire hose door was open on Level 3 as shown in fig. 76. Would the hose still work if needed or is it vandalised? Is this a car park synonymous with vandalism?

The payment machines on Levels 1 & 3 block the safety signs on the wall.

Near the bottom of the stairs on Elmfield Road is some unsigned cycle parking which is very easy to miss. In any of our visits to the area we have not seen any cycles parked here.

**Wayfinding Aspects**
The directional signs are branded NCP supplemented by Mall CCTV signs. The directional signs in the main lift and stairwell are also Mall signs.

There is a total lack of signs on the car park levels to inform which level you are on, with the exception of one on Level 3.

At ground level there are no signs directing up to the car park levels by the main stairwell. The car park levels are only mentioned in the lift directory.

The stairs which link Levels 3 & 5 with Elmfield Road are only signed as stairs. This raises the questions:
Where do these stairs lead?
Do these stairs only lead to other car park levels or is it also an exit?

The sign directing to both lift and stairs, and the fire exit although being above the door which leads to both, it directs to the left, which only leads over the edge of the building (see fig. 77). The sign probably should have been further to the right on the wall.

There is a sign pointing to the left, supposedly directing to lift and stairs (fig. 78). However this is accessed by a small staircase from each of Levels 3 & 5. Following the directions of this sign to the left, leads only to a locked gate. But turning right instead and going the opposite direction to the one directed by the sign, leads to a winding staircase which descends to street level. This staircase gets gloomy as it descends, with dumped flattened cardboard boxes, used underwear, graffiti on the walls and what looks suspiciously like faecal matter in the stairs (fig. 79).

At the bottom of these stairs at street level is a closed fire door (fig. 80) and a motion sensor which when triggered announces “Please leave this
area immediately! The authorities have been notified.”
At car park level there are no signs to say this is only to be used in emergencies, or that it was a prohibited area. This was only discovered from seeking to follow a sign to lift and stairs.

Fig. 79: Dumped item on staircase

Fig. 80: Fire door
On-Street Parking Map
Digital Parking Signage

Currently Bromley has a small number of Digital ADS signs and some of the gateways to the town. These show a limited number of car parks and their live free spaces. We have researched some effective ways to be able to improve the parking experience for users with pre-visits and on street information.

**ADS**

There are many options for Digital Information on signage
All of these types of sign need to be connected to a relabel power source as well as have data connectivity.

**Integrated LED ADS**

The basic way of integrating changeable information into Highways Signage is to have LED panels as part of the standard sign. This can display simple textual information, such as; the number of available spaces or if the car park is full.

In addition to this an area can be broken up into zones with colour coding for each zone (see fig. 81 showing an example in Leicester). This colour coding could be used for car parks and on-street parking zones, with each car park or parking zone having a colour. These colours would be used on all information for that car park or parking zone on all ADS they appear on, whether digital or directional. These colours would help motorists to single out, follow signs and read the relevant information for the particular carpark or parking zone they require.

**Digital LED ADS**

It is possible to have Digital Screens which give 100% flexibility for the content of the sign.

These are appearing in town and city centres across the country. Coventry now use these signs on the ring road to provide real-time information on car parks, both on the number of spaces available and how to find them (see fig. 82).

They can also display real-time travel and event updates, and can even be used to show different information depending on the day of the week or even the time of the day.

In Bromley’s case they could show the information for car parks like South Street only on the days it is open to the public, or direct motorists to the other entrance to The Glades if one is congested. This would help raise awareness for the lesser known/used car parks and help relieve congestion where possible.

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[Fig. 81: Digital parking sign, Leicester]

[Fig. 82: Digital ADS, Coventry]
On Street Parking

Parking Bays are spread across the Town Centre and have different uses. These include:

- Pay & Display Bays
- Shared Pay & Display and Permit Holder Bays
- Disabled Bays
- Loading Bays

These bays are mainly found in the side roads across Bromley town centre.

The main problem is of course knowing where the nearest available bays are. But with many bays being shared between being pay & display and permit holders, and many roads have a mixture of different bay types, another key thing is knowing what the rules are for that specific bay.

The City of Westminster had a similar problem with available bays being hard to find and motorists spending time driving around trying to park.

To combat this problem in 2014 the City of Westminster introduced Smart Parking’s SmartPark solution. This is an integrated package that provides drivers with real-time information on unoccupied parking bays.

This required a network of over 3,400 in-ground vehicle detection sensors (one in each space (fig. 83)) which register whether each parking bay is occupied or vacant. This information is relayed live to a car parking management software tool, which collates and analyses the data. Information is then passed on instantaneously to the council’s ParkRight app. Users of this app can then find the nearest available bay and use GPS-based directions to get there (fig. 84).

It was found afterwards that this system increased the paid-for parking occupancy rates by 2% and payment avoidance decreased by 2.3%.

Sources: https://iotuk.org.uk/smart-parking/
https://www.smartparking.com/keep-up-to-date/case-studies/city-of-westminster-london
Integration
With resource of live parking data and other parking related data feeds we can make this information available to users in other digital formats.

With a ever growing number of users depending on smartphones, tablets and computers for all aspects of life including travel, business and leisure it is important that the parking information is available. Apps as well as interactive websites help engage users and improve the offer for Bromley.

Apps
Navigation is not only accompanied by physical signage but the use of technology to improve every users experience. The app will deliver a fully integrated wayfinding experience. This is a natural progression to the physical solution and will set Bromley as a destination which embraces the future and cutting edge solutions as well as integrated with on street digital signage.

The app will be able to give the user:
- Live Parking Availability
- Car Park information (Facilities, Fees, Opening Times etc…)
- Link to ‘Turn by Turn’ directions to direct users to the parking
- Integrate with parking payment systems

Added benefits to this app are that the it can be integrated with your responsive website. Revenue streams can be added for example, a loyalty card, companies can be charged to advertise in a variety of locations. Integrating the app with NFC and QR codes location based promotions can also be included.

A wealth of live information can be provided on the go to users for example; cinema schedules, public transport timings and other leisure information can be easily accessible.

Online
This data can also be integrated into the Your Bromley online platforms including website and link through to Social Media. This platform can provide specific parking, traffic and destination information.

Live travel and parking updates can be delivered quickly to local residents and users of the Town via Twitter or displayed on the website.
Clutter Reduction

The following are the signs which we recommend for removal. Please see the map of removals on page 38. Please note that this does not include the signs that need replacing due to them displaying the wrong name for The Glades. These are found on page 39.

The flag signs and the Bromley fingerposts that are found around the town centre, are not LL despite Bromley being a LL Borough. These signs should all therefore be removed as some (particularly the fingerposts) are made redundant by the LL signs. Where there are no LL signs in close proximity to be of help, these existing non-LL signs should be replaced by LL signs.

The sign in fig. 85 is looking worse for wear and is pointing in the wrong direction. We recommend this to be removed and replaced with a new sign which points in the right direction. In the same area by the entrance to the station from the car park, the sign (see fig. 86) is pointing the wrong way and is also in bad condition. We recommend that this also be replaced.

With there being 5 road name plates at the junction of Masons Hill and the High Street we recommend the removal of the 3 low-level signs (fig. 87).

The redundant Community Toilet Scheme sign for BHS should be removed as the store has closed down and the toilet is no longer open to the public. Should the new occupant (whenever that may be) wish to enter into the Community Toilet Scheme then a new sign should be included. The damaged Community Toilet Scheme sign on Elmfield Road should be replaced with a new sign. Should there be a new Community Toilet Scheme, could this be added to LL signs in the future?

The wall maps showing the various maps of Bromley should all be replaced with the Your Bromley maps to help with navigation around the town centre and to unify the style of wall maps from those present by actually depicting the town centre, not just the surrounding region. One exception would be the old 1995 map which if a copy of the original can be obtained then it should be replaced with that for posterity.

Fig. 85: Shabby sign

Fig. 86: Shabby sign by station entrance

Fig. 87: Five High Street/Masons Hill junction street name plates
Intu Name Change

There are 18 signs and map boards around Bromley which display The Glades Shopping Centre as Intu Bromley or just Intu. These signs are highlighted for replacing or updating.

These include:
- **x2 traffic signs** - These signs should be replaced or amended with a ‘patch’ containing the correct name “The Glades”
- **x13 LL signs** - These signs should have their directional information and map sections replaced to take into consideration the name change
- **x3 map boards** - These should be replaced with the Your Bromley maps of the BID, along with the rest of the wall maps of Bromley
- **x1 trolley park sign in The Glades car park** - This sign should be replaced in time, but a simple blank patch like the rest of these trolley park signs would suffice

In addition to this there are all the bus stops with maps that display The Glades as Intu which will need updating by TfL. Some of which already appear to have been changed.
Lampost Banner Recommendations

From looking around the BID area there are many roads which are mostly suburban residential roads which do not lend themselves to lampost banners. These should be kept for the business/retail areas.

The gold coloured lamposts on East Street and the upper end of the High Street are not suitable for banners owing to their design.

The pedestrianised section of the High Street has smaller heritage-style lamposts which have existing small banners.

All of this considered, the roads which are most suitable, based on location and suitable lamposts, are:

- Tweedy Road
- Masons Hill
- Kentish Way
- Widmore Road
- Elmfield Road (from the High Street to Kentish way)
- High Street (from Elmfield Road to Masons Hill)
- High Street (the pedestrianised section)

Please see the map of these locations on page 42

These locations would be suitable depending on obtaining permissions and the proximity of trees to individual lamposts, particularly on Kentish Way.

Fig. 90: Examples of lampost banners
Suitable Lamposts for Banners Map

KEY
- Suitable Large Lampposts
- Suitable Large Lampposts
- Central Reservation
- Suitable Small Lampposts
- Unsuitable Gold
- Coloured Lampposts
Car Park Stakeholder Meeting

On 15th June 2017 we conducted a meeting with various stakeholders in the car parks around Bromley. This was to give these stakeholders an overview of the project, and to present our findings on the car parks and car park related ADS’s. There were representatives from LBB, NCP and The Glades, the three main parking stakeholders in Bromley.

This meeting was invaluable in answering several of our questions raised so far in this report.

Digital ADS - The digital car park space numbers signs, which appear to be turned off, stopped working during the changes to the traffic junction on Kentish Way for the entrances to both The Glades and the Civic Centre car parks. There is speculation that the cable was accidently cut during the roadworks.

Council Car Parks - Regarding many of the problems with litter, parking meters out of action, and the condition of many of the council owned car parks, the contract for the operation of these car parks has recently given to APCOA Parking. This took place around the time of our Car Park Survey and so many of these issues have been or are in the process of being rectified.

The issue with the parking meters being out of order was down to the coin vaults not being emptied with the required efficacy by the previous contract holders.

The future of Hill Street car park, according to the council, is uncertain. This would explain why the level 3 has not been refurbished the same as the Civic Centre car park. There has been interest for the upper level of this car park to be used as a temporary space. One suggestion is to have a beach with sand and deck chairs during summer.

The electric car charge points in both the Hill and Civic Centre car parks were in the process of being upgraded and relocated, which explains why the labelled spaces had no charge points and the spaces with charge points were not yet labelled.

Despite Station Road car park being so hard to find, it was pointed out that it is still well used by commuters so does it need to be signed?

The Glades Car Park - The Glades are currently upgrading the signage around the car park so as a result there are still some locations where old Intu signs have not been replaced or the temporary vinyl covering the signs has been removed. There is talk of the car park being refurbished which along with new changes, will sort many of the issues highlighted in their section of the report (Pages @@ - @@).
Wayfinding Stakeholder Meeting

On 13th July 2017 we had a meeting with the two main stakeholders for wayfinding in Bromley, LBB & TfL. This was to give these stakeholders an overview of the project, to present our findings on the wayfinding for both vehicles and pedestrians, and to discuss various options.

**High Street** - The pedestrianised section of the High Street is to be redeveloped. This could potentially affect any of our recommendations for this section of the High Street, and so it was agreed that we should talk with those involved, with a view to see how any recommendations for removals/new signs could be incorporated.

**Intu Name Change** - The Glades Shopping centre are responsible for the update and costs of the name change on ADS's and LL as far as LBB and TfL are concerned.

**Bus Maps** - These maps are updated when needed and the map used for all TfL signs and print material has been updated regarding the name of The Glades from Intu. As a result these maps will be updated by TfL in due course.

**ADS** - In relation to foliage covering signs, only foliage on public land can have cutting back enforced. A land ownership map will be required to identify the foliage on public property.

It was discussed that the signs with the lists of the larger car parks with the number of spaces should be removed. This is because these numbers are not shown live, so have little meaning to those searching for car parks and Westmoorland car park has been knocked down and the new car park will not have as many spaces. With the signs being of little benefit and their contribution to the visual clutter, it was agreed that they should be removed.

**Map Boards** - It was suggested that these should all be replaced with a LL map of Bromley with the adverts separate. This would help with the continuity of wayfinding throughout Bromley, with the maps on the LL monoliths and the map boards being the same style, whilst providing more usable map.

**Community Toilet Signs** - It was agreed that there are 2 options for these signs, both with their pros and cons:

1. Retain them as they are - This would stand out from LL but lack consistency across other pedestrian wayfinding signs and make it easier to update as businesses join or leave the scheme, and if the scheme comes to an end.

2. Integrate them into LL - This would be better for consistency across Bromley as all the pedestrian wayfinding signs would be LL. However this could be more difficult to update as the scheme members change.
Strategy
Introduction

The Audit gives us the perfect grounding and insight to take the key findings and develop an action focused Strategy.

This is focused on making it easier for people to navigate and enjoy Bromley. It will look at all areas of the area and needs ensuring the environment is accessible and all areas are consistent.

The Strategy will enable users to easily find their way to and around Bromley encouraging users to explore the area. Part of ensuring the project is successful and long lasting is to have clear benefits set out from the beginning. For example:

- Increasing footfall
- Increasing spend and growth
- Increasing time spent
- Developing accessible transport routes
- Increase bike usage and journeys
- Creating better places for all users
- Develop the brand of the area
- Adoption by stakeholders owners over time

The Strategy will includes the development of the required signage family which will incorporate the relevant sign types throughout the Town Centre. We will compile the sign family so the solution can be rolled out seamlessly, creating a uniform and consistent solution. This will maintain consistency of; text size, style, hierarchy and colours. The sign family and map will be easy to follow as well as being accessible to all users with visual impairments and other needs.

The family will be carefully developed to ensure the best is made of footways and carriage ways ensuring a good experience for all users.
Decision Points

From our research of the BID area these are the pedestrian decision points. Please see the Decision Points Map on page 48 for locations.

**Primary Decision Points**
These are the main busy traffic junctions with multiple direction to travel in.
These locations:
- Have existing LL signs,
- Should have existing signage changed to LL
- Should have new LL installed.

**Secondary Decision Points**
These locations:
- Have existing LL signs,
- Should have existing signage changed to LL
- Should have new LL installed.

**Tertiary Decision Points**
These are located mainly at the entrance of side streets, pedestrian access to large public buildings and in park land.
These are locations where new wayfinding signs are not needed but could be of help.

With regards the 2 decision points at each end of Simpson’s Road, these could be upgraded to secondary decision points subject to what the final development of that sight is and the potential need for pedestrian wayfinding.
Pedestrian Removals
Pedestrian Signs for Removal

**Ped 1** - This sign does not match the LL signs of Bromley. We recommend replacing this sign with a LL finger attached to the current pole.

**Ped 2** - This sign matches none of the pedestrian signs in Bromley. We recommend it’s replacement with a LL finger attached to the current lampost.

**Ped 3** - This sign is in bad condition and is unusable as it does no face the flow of pedestrians. It would have been in use before the cut-through down the left side of the railway station was blocked off. There is a South Eastern style station sign directing passengers in from the car park direction so we recommend the removal of this sign.

**Ped 4** - This sign has been superseded by a new LL sign outside Bromley North Station. Despite it being superseded this sign has not been removed. We recommend that this sign be removed and any directions that are still valid but not shown on the LL sign then we recommend discussion with TfL about adding these.

**Ped 5** - This sign does not match the LL signs of Bromley. We recommend removing it and adding a finger with this information to the nearby LL fingerpost.

**Ped 6** - This sign is not in keeping with the LL signs in Bromley. We recommend replacing it with a LL fingerpost.

**Ped 7 & 10** - These signs are around the same corner with the latter being flags on a lampost with a traffic warning sign and a small Bromley North roundel. As a result it is very cluttered which can lead to confusion for both motorists and pedestrians. We recommend removing all the pedestrian fingers from this lampost and Ped 7 and incorporate both into a LL fingerpost on the corner.

**Ped 8** - This sign is easy to miss as it is attached to the railings on a traffic island and so is out of the line by a pedestrian crossing of sight as people will be watching the traffic or for the green man. We recommend removing this sign, as there we recommend a new LL sign on the opposite side of the road incorporating Ped 7 & 10, and also this sign.

**Ped 9** - This sign is not in keeping with the LL signs in Bromley. We recommend replacing it with a LL fingerpost.

**Ped 11** - This sign is a flag attached to the back of a traffic sign. We recommend it being replaced with a LL fingerpost to separate it from the traffic information.

**Ped 12** - This sign only shows the direction to the toilets despite them being in The Glades Shopping Centre. We recommend replacing this sign with a LL fingerpost directing to The Glades Shopping Centre and toilets.
Ped 13 - This sign matches none of the other pedestrian directional signs in Bromley and the text is not the most legible with the bronzed letters. To keep the pedestrian wayfinding legible and in keeping with the rest throughout Bromley, we recommend replacing with a LL fingerpost.

Ped 14 - This sign is a mess of fingers which do not match LL. We recommend replacing it with a LL fingerpost.

Ped 15 - This sign is right by the door of the Civic Centre car park but with out of date directions to Adventure Kingdom and not integrating with the LL signs. We recommend that as this is a key point of arrival that it should be replaced with a LL monolith with map in addition to directional information.

Ped 16 - This sign is damaged so we recommend it’s replacement with the same style sign.

Ped 17 - This sign is only directing to Langdon Road to the right, despite there being a total of 3 directions people may need to go in.
  • Right to the supermarket in addition to Langdon Road
  • Left to Civic Centre car park, Glades Shopping Centre and Bromley North Station
  • Down the steps to Bromley South Station and the High Street
We recommend the replacement of this sign with a LL fingerpost for these three directions.

Ped 18 - This sign is not in keeping with the LL signs throughout Bromley and there are other destinations that would be helpful to pedestrians. We recommend replacing this sign with a LL fingerpost with the addition of directions to the Town Centre and Bromley South Station.

Ped 19 - This bench sign is displaying “INTU BROMLEY.” As this is out of date information with the name change back to The Glades, we recommend at least the removal of these letters and the possible replacement of them with new letters spelling out “THE GLADES.”

Ped 20 - This sign is not in keeping with the LL signs, but even with a LL monolith by the entrance to The Glades over the road, the directions are still needed for those who do not need to cross the road. We recommend it’s replacement with a LL fingerpost.

Ped 21-24 - These signs are the old signs which have already been replaced with LL signs in their vacinity, however they have not been removed. We recommend these be removed.

Ped 25 - BHS, the shop this community toilet sign directs to, has closed down so therefore the toilet is not available for public use. We recommend the removal of this sign. Should a new tenant wish to sign up to the scheme then the sign should be replaced.
Ped 26 - This sign is only usable for pedestrians exiting from the nearby Hill car park exit or from the direction of Edison Road, but people may approach it from Mitre Close car park or the Beckenham Tower exit of The Hill car park. The sign also only directs to the “High Street shops” whereas signs are dotted around Bromley encouraging people to park in The Hill for the Churchill Theatre, but there are no directions to this on the sign. We recommend this sign being replaced with a LL pedestrian sign with the Churchill Theatre in the directions.

Ped 27 & 28 - These signs are at each end of a cut-through linking West Street with the High Street. Neither of them fit in with the LL signs of Bromley and do not necessarily show all of the directions they should. We recommend replacing them with LL finger posts.

Ped 26 should direct to Bromley North Station, The Hill car park and The Glades Shopping Centre in addition to the County Court.

Ped 27 should direct to County Court, Bromley North Station, Supermarket and The Glades Shopping Centre, as well as The Hill car park and the Magistrates Court. The inclusion of County Court to allow for the additional removal of Ped 28.

Ped 29 - This sign is a lone fingerpost with a fingerpost (Ped 27) nearby. We recommend the removal of this sign and the direction to County Court be included on the LL replacement for Ped 26.

Other Pedestrian Signs

Regarding other wayfinding signs such as the other bench sign and the Bromley Zoo wall signs, as long as the information they show remains accurate, we recommend that they be left but should be maintained for posterity.
New Pedestrian Signs

Bromley is a borough which has LL signs, TfL are unlikely to give any permission or any potential funding towards a signage system which is not LL. Also for the continuity of the pedestrian wayfinding in the town, it would be most advantageous to have the same style signs throughout.

To replace the signs which we propose removing, we recommend LL monoliths and fingerposts be used. These would not only fit in with the LL signs in Bromley but also across London. Therefore most visitor will already be familiar with them, thus making it easier for them to use.

In some instances it would be better to use an existing post or lamppost to install a new LL sign. For these instances, LL have an option as shown in fig. 93.

Fig. 93: Legible London sign on lamppost

Legible London Product Range

Waymaker Bollard
solar powered

Monolith A
Central London

Monolith B
Outer London

Monolith C

Monolith D

Finger Post
Standard

Finger Post
Headline

Transport for London
**Damaged LL Signs**

In some locations around Bromley, the existing LL signage is damaged or facing the wrong way. We recommend the replacement of any damaged signs or sign panels. Fig 94 shows damage to The Mall finger. This will need fixing or replacing.

In the case of fig. 95, sign is twisted around 60° anti-clockwise, as evidenced by Bromley North Station being ahead but the sign directing to the left. Showing wrong directions can confuse and people will start to ignore if they distrust a signage system. We recommend this to be corrected and potentially re-set in the ground.

**LL Signs Update**

Every LL sign, whether a monolith or fingerpost, which displays The Glades on the map or directional information, names it as Intu. To correct this we recommend the replacement of any map or directional panels. Fig 94 also shows the wrong name for The Glades, displaying it as Intu Bromley.

**Community Toilets**

We recommend integration of the community toilet scheme with the LL wayfinding, similar to Brixton (fig. 96). These posters could be at key locations to highlight all of the locations of businesses which are members of this toilet scheme. Discussion could be made with TfL over whether the LL map or the Your Bromley map could be used as a base for showing these locations.

The LL map would integrate better with the LL signs around Bromley, whilst the Your Bromley map would integrate with the printed maps for Bromley.

**The Mall** - For the Mall, we recommend a sign at the bottom of the stairs directing up the stairs to the Car Park. Being on private property this is unlikely to be a LL sign, so we propose that it be designed in keeping with the identity of the Mall but should have emphasis on legibility and clarity. Discussion should be made with the owners for this to progress.
We recommend that all of the map boards have a uniform map displayed as opposed to the mixture of different generic maps of the area. Discussions with the owners of these map boards would be needed in order to change them.

Discussion could also be made with TfL over whether the LL map could be used. If not then the Your Bromley map could be used at these locations. However this will involve discussion with each owner of the individual map boards.

Regarding illustrated maps in 2 and 5, if the original artwork for these maps is available to create new copies then those should be used. If not then we recommend them being removed.
ADS Removals

The ADSs that we recommend for removal are:
- Signs which both clutter the environment and are not needed
- Signs with out of date information
- Signs which conflict with the information of those being added or replaced

The ADSs which are recommended by us for replacement are:
- Damaged signs
- Signs which need updating - such as car park information

External ADS Removals Map

Fig. 97: Damaged external ADS
Many signs have the number of spaces shown prominently. These numbers aren’t live and are taking up valuable space on the signs. By putting the number in the parking “P” (fig 98) we can inform motorists of the number of spaces whilst retaining space for the car park name. This is particularly useful where there is limited space other information on the sign and especially relevant for the larger car parks, in particular The Hill which is an under used car park.

**CP-ADS 1, 2 & 37** - These signs are all too small and easy to miss. These should be replaced with signs with a bigger x-height. It would also be of benefit to show the number of spaces in the “P”. It is important to note that ADS 36 is a double sided sign for traffic heading in both directions.

**CP-ADS 3, 6, 8, 11, 16, 20, 31, 34 & 38** - These signs are fine as they are, with no recommendations for these to be changed.

**CP-ADS 4** - This sign is fine except for the “P” having the number of spaces added to the “P”. This could be achieved by means of a patch over the current name with the amended artwork.

**CP-ADS 5** - This sign is small and easy to miss, but despite the sign being small and the route being very convoluted the car park is busy in the daytime, so there wouldn’t be any gain from replacing this sign.

**CP-ADS 7** - This sign should be replaced by a sign with the same artwork as ADS 6 and be positioned to point in the correct direction.

**CP-ADS 9** - This sign is looking very cluttered. We propose it’s replacement with a larger x-height, directing ahead to Civic Centre and NCP, and The Glades, with Shopmobility and The Hill to the right. All accompanied with “P”s containing their respective space numbers.

**CP-ADS 10** - This sign is damaged and the sign is looking too busy for what is a small car park with 60 spaces. We recommend a new sign with the name South Street and Weekends only in brackets below and a parking “P” with the number of spaces.

**CP-ADS 12 & 13** - The upper CP-ADS 12 does not fit in with any of the other parking signs in Bromley and is superfluous as the car park directions are already shown on CP-ADS 13. We propose removing this sign. CP-ADS 13 is looking very cluttered and its current location is obscured by the bus stop. We propose removing this sign and incorporating a revised version information onto a replacement lower CP-ADS 12. The new lower CP-ADS 12 will display the current information along with directions to Civic Centre and NCP to the left, and ahead to The Glades, with Shopmobility and The Hill. All accompanied with “P”s containing their respective number of spaces.

**CP-ADS 14** - This sign needs to be amended to change the name of the shopping centre to The Glades. This could be done with a patch over the current name with the text “The Glades Shopping Centre”.

**NB:** We understand that as far as LBB are concerned The Glades owners are responsible for the costs attached to changing of the name to The Glades on CP-ADS 14 & 15. Discussions will need to be made regarding this.
**CP-ADS 15** - This sign also needs to be corrected to display INTU as The Glades. However there isn’t the space for the words “The Glades Shopping Centre”. There are a couple of solutions to this, replace the sign with a larger one containing the words “The Glades Shopping Centre” or as there are two other signs in the vicinity for the shopping centre a blank patch over INTU.

**CP-ADS 17** - This sign is fine artwork-wise but is dirty and damaged. This will need replacing with a new sign with the same artwork.

**CP-ADS 18** - Having these two signs with different x-heights and the top one containing too much information, is confusing. We propose replacing both with one sign, with all the information of the upper sign, plus The Glades (North) and The Hill with a “P”s with their number of spaces, accompanying Town Centre North. Also the foliage around should be cut back to make the sign more visible for motorists on Kentish Way.

**CP-ADS 19** - This sign is looking very cluttered. We propose it’s replacement with a larger x-height, directing ahead to NCP and Civic Centre to the left. Both accompanied with “P”s containing their respective space numbers.

**CP-ADS 21** - This sign is looking very cluttered. We propose it’s replacement with a larger x-height, directing ahead to The Glades (North) with Shopmobility and The Hill, The Glades (South) and Pavillion to the left, and Civic Centre to the right. All accompanied with “P”s containing their respective space numbers. Also the foliage around should be cut back to make the sign more visible for motorists on Kentish Way.

**CP-ADS 22** - Having these two signs with different x-heights and the top one containing too much information, some of which is out of date, is confusing. We propose replacing both with one sign, with all the information of the lower sign, plus NCP with a “P” with number of spaces accompanying Town Centre South.

**CP-ADS 23** - Having these two signs with different x-heights and the top one containing too much information, some of which is out of date, is confusing. We propose replacing both with one sign, with all the information of the lower sign, plus NCP with a “P” with number of spaces accompanying Town Centre South, and “Other car parks” with a “P” accompanying Town Centre North.

**CP-ADS 24** - The text on the Town Centre Parking sign is too small compared to the sign below and also inaccurate. There are three car parks which are not to the left; NCP, Churchill Way and Waitrose. The text should read “Other car parks” or simply just “Car Parks”. Regarding the size of the sign we recommend integrating the words “Other car parks” or “Car parks” into the sign with a “P”. However there may not be sufficient space for this to be added as a patch, so the sign may need to be replaced. This sign is damaged and has been subject to graffiti so would need replacing anyway.
CP-ADS 25 - The top sign is twisted to the wrong angle and the lower has no symbols. We recommend their replacement integrating both signs together. Keeping the information the same but introducing a parking “P” for the supermarket car park and a lorry for the deliveries. This would help the sign stand out whilst reducing the visual clutter.

CP-ADS 26 - Having these two signs with different x-heights and the top one containing too much information, some of which is out of date, is confusing. We propose replacing both with one sign, with all the information of the lower sign, plus NCP with a “P” with number of spaces accompanying Town Centre South.

CP-ADS 27 - This sign could display the information in a simpler manner. Like the other car park signs of this style we recommend a new sign showing left to NCP accompanied with a “P” with number of spaces and direct right to “Other car parks” with a “P”.

CP-ADS 28 - This sign is fine except for the possibility to patch over the dead-end symbol with a dead-end symbol and a parking “P”.

CP-ADS 29 - This sign is too small and easy to miss. This should be replaced with a larger sign, possibly with a parking “P”.

CP-ADS 30 - Is this sign needed? It is small and is in cluttered surroundings with the bus stop flag and shelter. We would recommend the removal of this sign.

CP-ADS 32 & 33 - There is to be a development around the area of Churchill Way, so there may not be a future for the small car and coach park. As a result if the car park goes then the signs will not be needed. However if the car park endures then the signs will need to be updated. CP-ADS 31 will need replacing as it is damaged and as there is a limited number of spaces then displaying the number of spaces in the “P” would be of benefit.

CP-ADS 35 - This sign is damaged and dirty, but out of all of the locations of these signs, informing those wanting the theatre to park in The Hill, this is the most vital as it is on the approach to the town nearest to The Hill. We would recommend replacing this sign as current and trimming the foliage around it.

CP-ADS 36 - We propose replacing this sign with an increased x-height. The artwork should be ahead “Other car parks” with a “P” and right to “The Hill” with the number of spaces in the parking “P”.

CP-ADS 39 - This sign has some damage and we would recommend replacement. Other than that the only change we would recommend a patch to add the spaces number into the “P” for The Hill.

CP-ADS 40 - This sign contains no car park information and so we propose the replacement of this sign to include directions to the other car parks. Left to The Hill and right to Other car parks.
**CP-ADS 41** - This is a new sign which we propose at the top of the High Street directing left to The Hill. This should be the same artwork as we propose for CP-ADS 1.

**External Parking ADS Map**

**CP-ADS 42 & 43** - These two signs should be removed. They are both displaying out of date information, as Westmoorland has gone, and they are both located too far away. Motorists might not remember the car parks by the time they get to Bromley and won’t be able to find Westmoorland. In addition to this CP-ADS 42 is damaged.
Digital ADS

We recommend these be installed at the major junctions where knowing live car park information is key for planning your journey to one of the car parks around Bromley. These locations would suite both choices of digital ADS, whether showing live car park spaces on car park ADS (fig. 99) or a completely digital ADS with complete flexibility for displaying both information and directions for car parks and other destinations (fig. 100).

If either of these digital solutions are chosen this would affect the removals of current signs and the strategy for the car park ADS. For example with the installation of digital ADS's 8, 9 & 10 at the junction of Masons Hill and Kentish Way, then the current CP-ADS's 22, 23 & 24 would be removed. The main ADS's at these locations would also not be updated to contain car park directions. (Please see pages 60 - 65 for context)

Coventry - Digital ADS

Coventry installed these signs around their Ring Road in late 2015.

According to Councillor Rachel Lancaster, Cabinet Member for Public Services.

"The signs are real-time meaning so if we had to close a junction of the Ring Road we could let drivers know straight away."

"Also event information and pictures could even go up, as well as the car park information."

"A knock-on benefit of the car park information will be an improvement in air pollution as drivers won’t be going round and round the city trying to find somewhere to park."

"It’s cost just over £1m to install the signs but that has all come from funding and the maintenance will not cost any more than the current road signs as they don’t need lighting up for people to see them as they use LED lights."


(Please see page 34)
Westminster - Smart Parking App.

The City of Westminster had a similar problem with available bays being hard to find and motorists spending time driving around trying to park.

To combat this problem in 2014 the City of Westminster introduced Smart Parking's SmartPark solution. This is an integrated package that provides drivers with real-time information on unoccupied parking bays.

This required a network of over 3,400 in-ground vehicle detection sensors (one in each space) which register whether each parking bay is occupied or vacant. This information is relayed live to a car parking management software tool, which collates and analyses the data. Information is then passed on instantaneously to the council's ParkRight app. Users of this app can then find the nearest available bay and use GPS-based directions to get there.

It was found afterwards that this system increased the paid-for parking occupancy rates by 2% and payment avoidance decreased by 2.3%.

Sources: https://iotuk.org.uk/smart-parking/
https://www.smartparking.com/keep-up-to-date/case-studies/city-of-westminster-london

(Please see page 35)
Other Signage Issues

Twisted Signs
We recommend that these signs be rotated to face the direction they should face. The three traffic signs and the cycling sign should face the oncoming traffic, whilst the parking sign should face the parallel parking bay.

Signage Environment
Any new signage and lamppost banners should be installed with consideration to historic views, buildings and the character of the area. Particularly with regards to Bromley North Village.

Following on from this we had brought to our attention that the 20mph zone signs entering the historic end of Bromley North Village encroach on the view. We recommend that the council review the current placement of signs in consideration to the area.
Street Name Plates

This junction is looking cluttered with five street name plates for the naming of just two roads. We recommend the removal of the two high-level street name plates as they block the cycle sign behind from view. We also recommend the removal of the Masons Hill name plate to the left of the pedestrian crossing. This leaves a less cluttered and symmetrical junction with the two street name plates in the best condition (see fig. 110 below).

Other street name plates may need looking at regarding their condition, with several having faded green backgrounds, dirt, stickers, minor graffiti, and the peeling paint on the heritage-style name plates. This should be with the view of keeping them looking smart and legible.
Appendices