

SIGNAGE FOR OPEN SPACE DELIVERED THROUGH PLANNING

1. INTRODUCTION

1.1 New Forest District Council, as local planning authority delivers new green spaces as part of residential development schemes for the benefit of existing and future residents, and communities. These green spaces play an important role in providing informal and formal public open space, including play areas and recreational space to reduce the need to travel specially to more sensitive area of the New Forest. This recreational space is referred to in the Local Plan as Alternative Natural Recreational Greenspace (ANRG) (in accordance with Local Plan Policy ENV1). The green space also plays an important role in terms of habitat creation and enhancement of the natural environment contributing to the climate change and health and well being agenda.

1.2 The new green spaces have different functions and audiences, but all need to clearly convey their purpose as well as addressing statutory and legal requirements.

1.3 The purpose of this report is to seek panel's views to help shape a suite of agreed signage designs for use throughout the district on new open spaces created as part of development. They may also be adopted for up-dating signage on existing areas of public open space when the need arises.

2 GENERAL APPROACH

2.1 The future management and maintenance of these open spaces may be undertaken by different bodies including NFDC, Town and Parish Councils, and private management companies. However, the way these areas need to be maintained and managed will be consistent and consistent signage will be an important way of conveying to the public the purpose of the different type of open space being provided as part of development.

2.2 When designing signage the following need to be avoided;

- Confused, inconsistent or mixed messages
- Clutter caused by adding signs on/next to existing signs
- Poor condition or illegible graphics over the long term
- Unwelcoming for users
- Excessive or unnecessary signs
- Signs and supports that are out of character or negatively affecting their surroundings
- Lighting – as the facilities are unlit
- Unsustainable materials

2.3 All signage will be installed in public environments, open to the elements and to potential abuse. Key objectives for the signage are that they should;

- Convey a clear message
- Be accessible by all
- Provide a consistent approach across the district
- Use durable materials
- Demonstrate value for money over the long term

2.4 At the meeting a presentation will be given and members will be invited to give views which will assist officers in developing an appropriate 'family' of signage to be used.

3 CONCLUSIONS

3.1 This report and its appendices set out the recommended approach to signage, on green space delivered through planning. The Environment Overview and Scrutiny Panel's comments will be used to assist in the preparation of a signage specification document to be used to support the delivery of quality, greener developments across the District

4 FINANCIAL IMPLICATIONS

4.1 No direct financial implications for NFDC. Signage will be funded by site developers with contributions collected to cover any future maintenance or replacement.

5 CRIME & DISORDER IMPLICATIONS

5.1 No programme-specific implications.

6 ENVIRONMENTAL IMPLICATIONS

6.1 All signage will need to be appropriate to its setting. ANRG Signs will assist in supporting behaviours and recreational activities.

7 EQUALITY & DIVERSITY IMPLICATION

7.1 The design of the signs will ensure that they respond to the needs of the whole community.

8 DATA PROTECTION IMPLICATIONS

8.1 No programme-specific implications.

9 RECOMMENDATIONS

9.1 To seek comments from the Environment Overview and Scrutiny Panel.

FURTHER INFORMATION Please contact:

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Background Papers

Published documents

Appendix A

Alternative Natural Recreational Greenspace

Interpretation Signage – Brief for Developers

AIM:

To enable the supply and installation of appropriate information and interpretation of Greenway Spaces, in association with new residential development.

OBJECTIVE:

To enable users to interpret the Greenway space in terms of its location and context, specific species and/or habitats and provide information about walking routes, expected behavior and available facilities.

METHOD:

The provision A1 size (minimum) printed full colour graphics panels, mounted in accordance with the NFDC Standard Details¹ of a suitable number and in appropriate locations, the contents of which should be in accordance with the requirements set out below.

Background

In the New Forest District new areas of Alternative Natural Recreational Greenspace (ANReG) that are provided as part of new residential development are managed under the project name 'Green Way', so that users of the informal recreational provision come to recognize that the spaces are more than just aimed at human users, but are also intended to provide natural habitats, either newly created (such as woodland and scrub) or existing (grasslands, for example) that are designed to enhance biodiversity, so providing a net gain for wildlife and enhanced ecosystem services.

The Green Way spaces are designed to provide year-round dry walking routes that are intended to deflect visitor numbers off the sensitive areas of the New Forest National Park by offering doorstep facilities that are equally attractive and interesting, especially for dog walkers. The spaces also offer areas for play, either through traditional equipped play spaces, natural play and areas for informal ball games, and where possible, connect positively to the wider network of public rights of way.

Printed Panel - materials

Generally the printed panel should be vandal resistant and resistant to UV light degradation and delamination, as a minimum 3mm polycarbonate reverse printed. Aluminum offers a more durable material, but the material may also be determined by the graphic content. Etched and colour filled stainless steel may be an alternative.

Printed Panel - contents

Interpretation will be individual and bespoke to each site; however, there is also general information that is common to all sites that needs to be conveyed. As a general rule of thumb each site should display the following information as a minimum:

¹ Guide to Performance Specification and Standard Details for Public Accessible Space for Project and Development Delivered Through Planning, 2020

Appendix A

- GreenWay logos and tags: should be incorporated with the frame – see standard construction detail F6 Interpretation for details of the frame and installation²
- GreenWay standard text: explaining the principle behind the mitigation strategy at NFDC – appendix B
- NFDC Logo: art work for each standard element will be provided on request
- Place name: the site may have an existing local name – or require a new name in conjunction with the new residential development
- Local history or wildlife facts: as a way of capturing an audience, provide snippets of relevant information
- Instructional and behavior messages: we want members of the public to access and use the GreenWay spaces freely and spontaneously, but also need to remind users to behave considerately, in addition to the text below, each site may have a specific aspect that needs further information.

Help us keep xxxxxxxxx a lovely place to be:

Be considerate:

This space is for everyone to enjoy

Be responsible:

Play in the right place to stay safe

Dogs are welcome here under close control:

Please keep your dog on a lead if you need to, and remember, not all children and adults like dogs.

Clear up after your dog:

Please use the bins provided so that we can keep the area safe

Do not drop litter:

It looks awful and can be dangerous to humans and wildlife

- Contact information of the site manager, usually NFDC but may also be the local Town or Parish Council or management company
- Illustrative map of the site, showing context, access, site features, walking routes and links to off site walking routes – see NFDC Green Way pages for further information about existing and proposed ANRG projects³ that may link to your site.

See Appendix C for example

Printed Panel - Graphic style, layout and colour

Illustrations and mapping need to be site specific. Generally a soft, hand drawn style creates an easy to read and familiar imagery, and often used for this type of publicity material. However, the graphic content is an opportunity to create an identity for and of the place, and providing the standard and corporate requirements are met, there are no further prescriptions.

² Guide to Performance Specification and Standard Details for Public Accessible Space for Project and Development Delivered Through Planning, 2020

³ [Mitigation Strategy](#) and [Green Way](#)

Appendix A

Other than using the New Forest District Council standard colour for the Green Way and NFDC logos (see appendix D) there are no prescriptions, however consider background colour carefully: white is often too bright while neutral tones and colours are more able to be visually accommodated within a rural context.

Layout should be determined by content – the example at Appendix C is not fixed.

Size

The minimum size requirement is A1, however this format may not fit the graphic content comfortably, so alternative formats may be suitable.

Submission and Approval

Details of all Green Way signage will need to be approved as part of the planning approval of the development, usually as part of a site wide condition covering hard and soft landscape.

Submission of the details should be made at the same time as all other detailed information, such as materials, planting details, and construction details.

Appendix B

Standard Text

What are Green Way Spaces about?

We live in a very special area of the country with easy access to the New Forest National Park and the coast. These unique and special places are recognised internationally as rare and precious habitats that require the highest levels of protection. With an ever-growing local population and the large numbers of summer visitors the pressures on these environments is increasing. To help relieve the pressure on these sensitive areas the New Forest District Council is improving alternative, local facilities for dog walking and other activities.

New Forest District Council are improving local facilities for dog walking and other activities, collectively the projects are known as 'Green Way Projects', and will all have the same logo displayed so that you can recognise them as being dog friendly walking routes and spaces.

The Green Way schemes are funded through the Community Infrastructure Levy that is paid by developers as part of any new residential development.

Further information about the Mitigation Strategy, Community Infrastructure Levy and all of the projects can be found at [newforest.gov.uk/planning policy](https://newforest.gov.uk/planning-policy)

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Appendix C

Oak Frame, see detail:
F6 INTERPRETATION BOARD
A1 graphics panel:
 reverse printed polycarbonate

Branding:
 GreenWay, logo and tag,
 NFD Council logo
 Town or Parish logo (if required)

Place name

Site specific Interesting
 historical or wildlife fact
 Website and social media links

Instructional and
 responsible behaviour
 messages

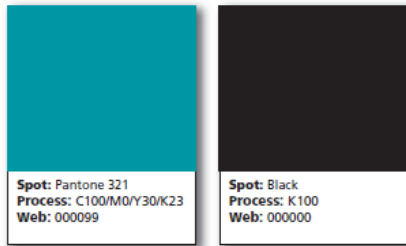
Illustrative map of site
 showing:
 context
 site features
 access points
 walking routes off site

Standard GreenWay Text



Appendix D

New Forest District Council Standard Colours and Typefaces:



Arial

medium, **bold**

Frutiger

light, roman, **bold, black**

Arial is the typeface for all correspondence, internal documents, PowerPoint and the website. This is the font staff will usually use on a day-to-day basis.

Frutiger is the typeface used for all corporate publications produced professionally by the design team and printers. It is a legible, clean, simple font available in four weights.

Green Way colours and typefaces:

Filson Pro
(Regular)

Green Way
SPACES FOR PEOPLE AND WILDLIFE

PaintyPaint1

space

project

route

