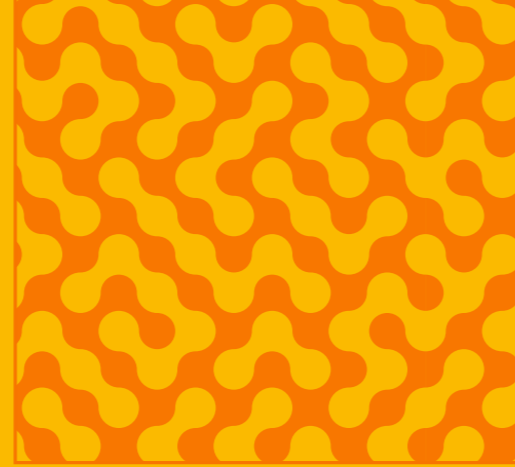


Circuit



Leaves



Mitosis



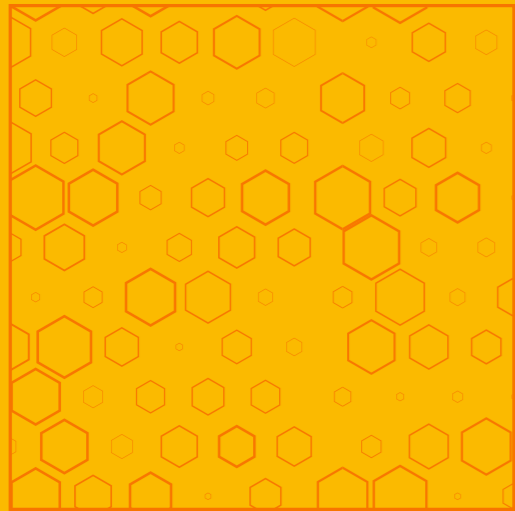
Circles



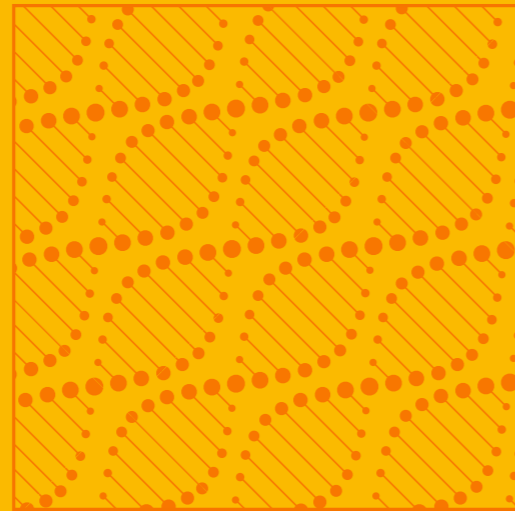
Squares



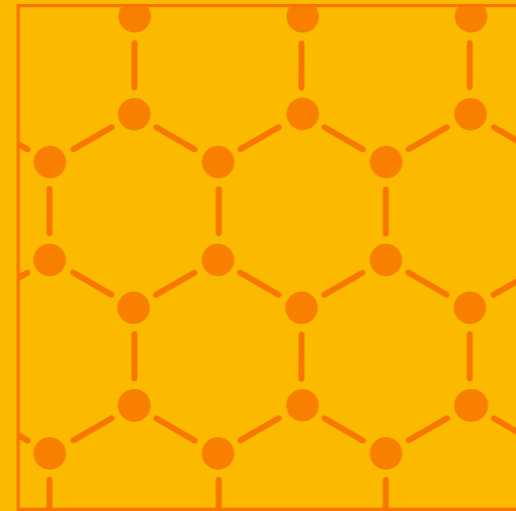
Grain



Crystalline



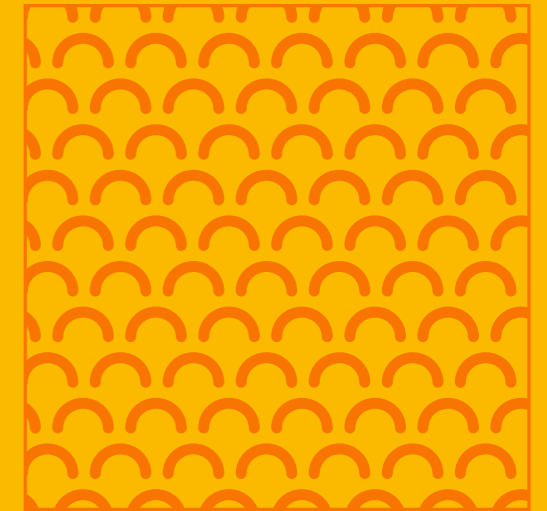
Double-helix 1



Graphene



Wave



Clumps



Interferometry



Reed



Marsh



Cellular

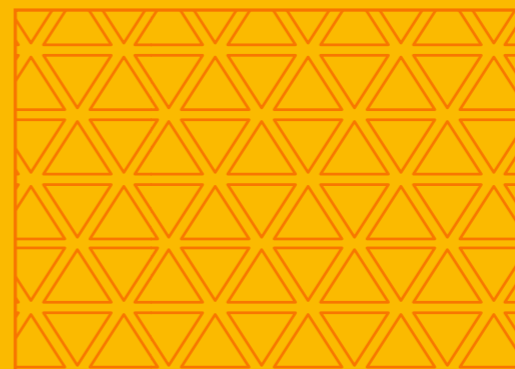
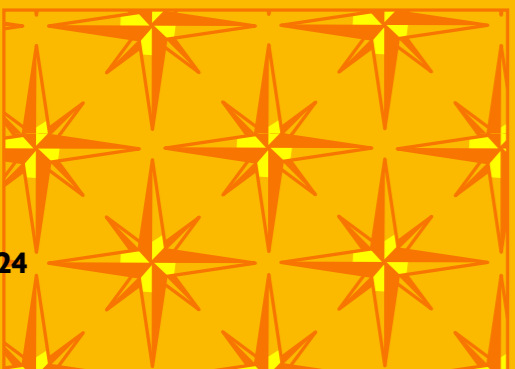


Double-helix 2



Ridge & furrow

# Didcot Wayfinding Strategy





Didcot  
Parkway  
Interchange

**DIDCOT  
RAILWAY  
CENTRE**  
Living Museum of the  
Great Western Railway



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Prepared by  
DAVID LOCK ASSOCIATES

On behalf of  
SOUTH OXFORDSHIRE DISTRICT COUNCIL & VALE OF  
WHITE HORSE DISTRICT COUNCIL



Parishes  
Didcot Garden Town Boundary



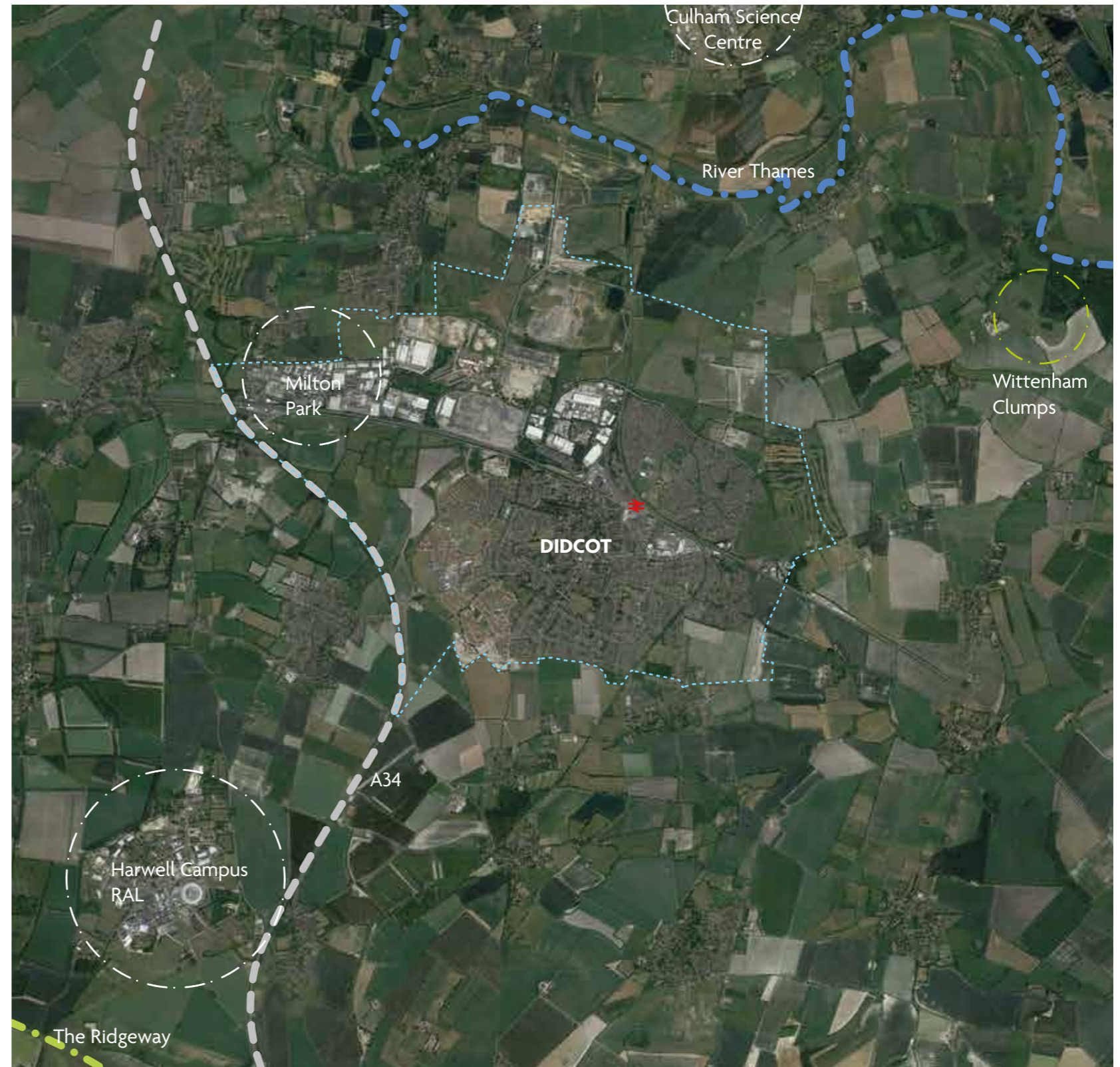
# Introduction

Following an open tender process, David Lock Associates were appointed by South Oxfordshire District Council and Vale of White Horse District Council to prepare this Wayfinding Strategy.

The study area for the Wayfinding Strategy is the Didcot Garden Town Boundary, indicated by the blue dashed line on the opposite page.

It includes the town centre, existing residential neighbourhoods and future growth areas, some of which are under construction and some are allocations in the Local Plan.

Informed by the Didcot Garden Town Delivery Plan 2017, this Wayfinding Strategy will sit as part of a suite of documents to shape and guide the growth of the town in the years to come.



Wider context plan

# Lessons learned from existing wayfinding in Didcot



Visual clutter decreases visual prominence of signage



Questionable authenticity and visual prominence of 'stuck on' signage reduces effectiveness



Graffiti and vandalism evident on some existing signage



Some existing signage lacks legibility and visual prominence. In some locations vegetation has grown over time to obscure signage



Mis-matched signage which differs in design, materials and graphics



Some signage is in a poor state of repair



The variety of signage includes these markers along the National Cycle Network route 5, installed in circa 1995. These add to the variety and consequent lack of cohesion



National Cycle Network sign found adjacent to Mowbray Fields LNR provides useful information but is in a poor state of repair and has suffered from vandalism



The Orchard Centre has installed some signage. The branding and design of these adds further variety to the town-wide signage. These elements are focused only on the Orchard Centre



The Orchard Centre has installed some signage. The branding and design of these adds further variety to the town-wide signage. These elements are focused only on the Orchard Centre

DIDCOT GARDEN TOWN WAYFINDING STRATEGY

# Lessons learned from existing wayfinding in Didcot

The signage across Didcot is comprised of a wide variety of elements. These have likely been installed in a piecemeal fashion over time. Consequently there is huge variety in the signage type, design, styles, colours, materials, and function.

Some of the signage has been installed relatively recently such as the elements at the Orchard Centre. Other signage has clearly been in place for many years and as a result some show signs of wear and tear or exhibit outdated information.

There are a number of issues related to the existing wayfinding signage across the town which this strategy will seek to address through a new approach.

The key issues identified through the analysis of the existing signage are:

- Lack of coordination and cohesion to signage across the town contributes to 'street clutter' and reduces the quality of the town environment

- Despite signage being in place across the town, intuitive wayfinding is poor

- The poor state of repair of some signage contributes negatively to the quality of the town and open spaces

- Levels of legibility are mixed with some signage performing more effectively than others

- Design, materials and location of signage should be carefully considered to ensure visual prominence is good to maximise legibility

- Ongoing maintenance of signage and surrounding environment, including vegetation, to maintain visual prominence and a high quality setting

- There are a number of strategic path links, providing long-distance walking and cycling connections which need appropriate signage

- Lack of signage at key locations and decision making points

- Signage often stands in isolation whereas there is potential for environmental enhancements, such as public realm works, to be implemented to contribute to enhanced wayfinding

Design Principles have been developed out of this analysis which have been used to shape and inform the proposals within this wayfinding strategy.



Interpretation boards can be found in some of the open spaces providing information related to natural history. The style and materials of these elements varies. Whilst providing useful and interesting insights, they do not contribute directly to wayfinding.

## DESIGN PRINCIPLES

Signage must be **accessible and legible** – typeface, size and colour.

Signage to places, buildings and points of interest must be **relevant, current and necessary**.

Signage must be designed with **longevity** in mind – future-proofing the elements through design can help avoid or minimise the need for costly maintenance or update works to mapping and content.

Wayfinding interventions must seek to **reduce street clutter** where possible.

There must be **consistency** across the town in terms of the style and range of signage elements as well as the naming of routes and destinations.

Increasing awareness of distances and journey times can **promote walking and cycling**, bringing about more active and healthy lifestyles.

Promoting **connectivity between neighbourhoods** within Didcot as well as further afield to destinations within the Science Vale.

Wayfinding interventions will provide benefits across the town for both residents and visitors through environmental enhancements, navigation and **strengthening sense of community**.

Signage must be **visible and eye-catching** in design terms and in the location / positioning within the town. Care must be taken to achieve optimal visual prominence and legibility whilst avoiding obstruction of access at the site specific design and implementation stage.











Signage must prioritise the use of **zero / neutral carbon** materials. Where possible recycled materials should be used in the fabrication of the new signage.

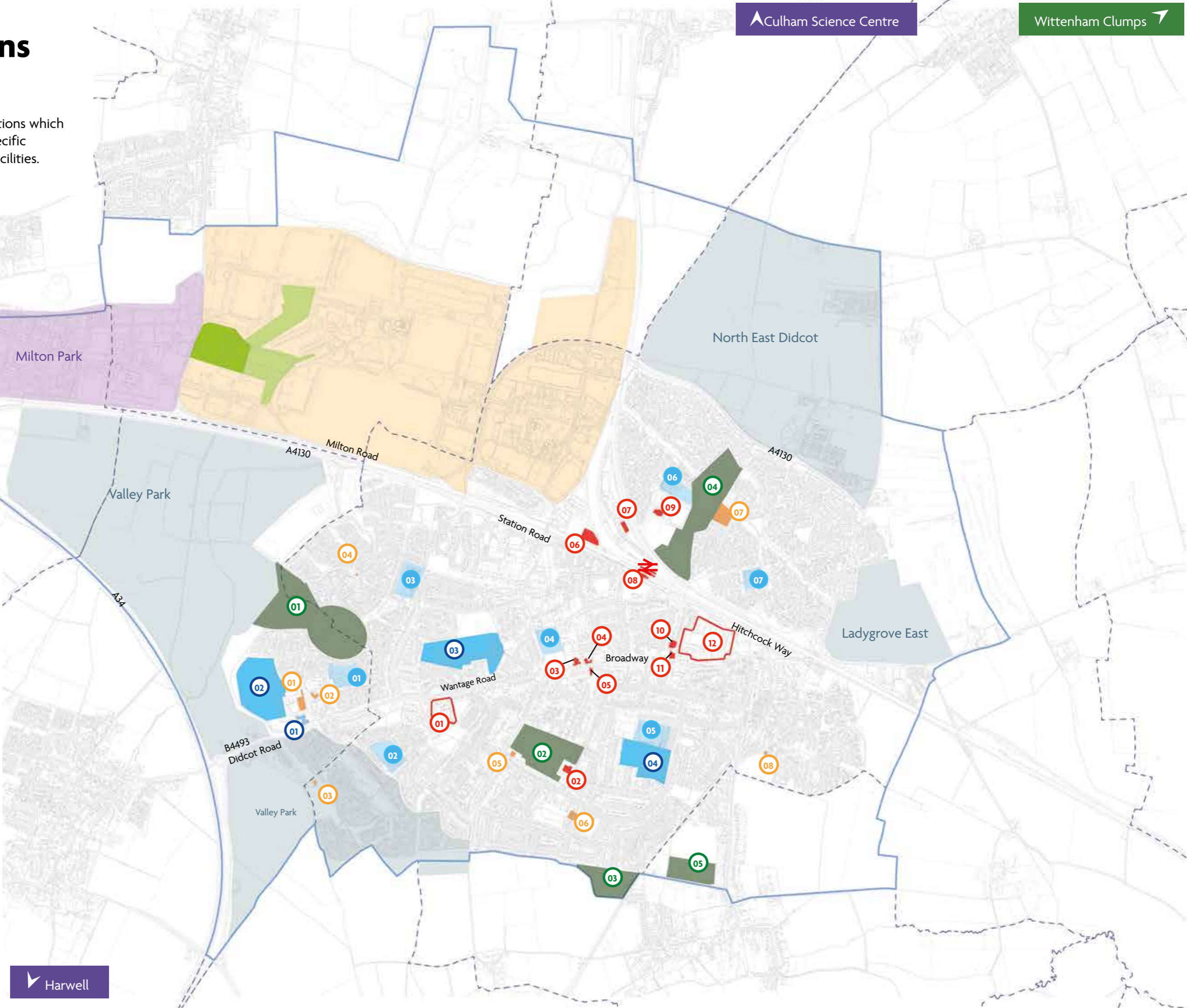
Designs should reflect the world-leading science work and research being undertaken within the **Science Vale** at the heart of which Didcot sits.

# Key destinations

This plan identifies a range of destinations which exist across Didcot. These include specific buildings or areas, open spaces and facilities.

DIDCOT GARDEN TOWN WAYFINDING STRATEGY

-  TOWN-WIDE DESTINATION
-  LOCAL CENTRE / NEIGHBOURHOOD DESTINATION
-  SCIENCE CAMPUS
-  TECHNOLOGY AREA
-  BBOWT SUTTON COURTENAY EEC
-  GREEN SPACE UNDER RWE OWNERSHIP
-  SECONDARY SCHOOL
-  PRIMARY SCHOOL
-  HOUSING GROWTH AREAS
-  PRIMARY OPEN SPACE





# Key destinations

We have sought to classify the destinations into a hierarchy to inform the wayfinding strategy. This hierarchy is based on the likely draw or zone of influence of each destination and how it sits operationally within Didcot and the surrounding area.

Some destinations will likely have a more local function, serving residents who live nearby for the majority of the town. These people will likely be familiar with getting to and from these destinations.

Other destinations will, whilst still serving local residents, have a bigger draw, attracting people from further afield. More people using these facilities will perhaps not be so familiar with getting to and from them.

Understanding and mapping Didcot's destinations in this way has helped to identify where interventions are required to improve wayfinding.



Cornerstone Arts Centre



Didcot Parkway rail station




Boundary Park




Milton Park

 HOUSING GROWTH AREAS

- Valley Park
- North East Didcot
- Ladygrove East


 TECHNOLOGY AREA

 SCIENCE CAMPUS


Milton Park

Harwell


Culham Science Centre

 TOWN-WIDE DESTINATION


- 01 Didcot Community Hospital
- 02 Didcot Wave & Gym
- 03 Didcot Civic Hall
- 04 Didcot Health Centre
- 05 Didcot Library
- 06 Train station car park
- 07 Didcot Railway Centre
- 08 Didcot Parkway train station
- 09 Willowbrook Leisure Centre
- 10 Cinema
- 11 Cornerstone Arts Centre
- 12 The Orchard Centre

 LOCAL CENTRE / NEIGHBOURHOOD DESTINATION

- 01 Great Western Park (GWP) local centre
- 02 GWP District Community Centre
- 03 GWP Southern Community Centre
- 04 GWP Northern Community Centre
- 05 Edmonds Park Community Hall
- 06 Northbourne local centre
- 07 Ladygrove local centre
- 08 Fleet Meadow Community Hall


 PRIMARY OPEN SPACE

- 01 Boundary Park
- 02 Edmonds Park
- 03 Mowbray Fields Local Nature Reserve
- 04 Ladygrove Park
- 05 Millennium Wood

 BBOWT SUTTON COURTENAY EEC

 SECONDARY SCHOOL / EDUCATION

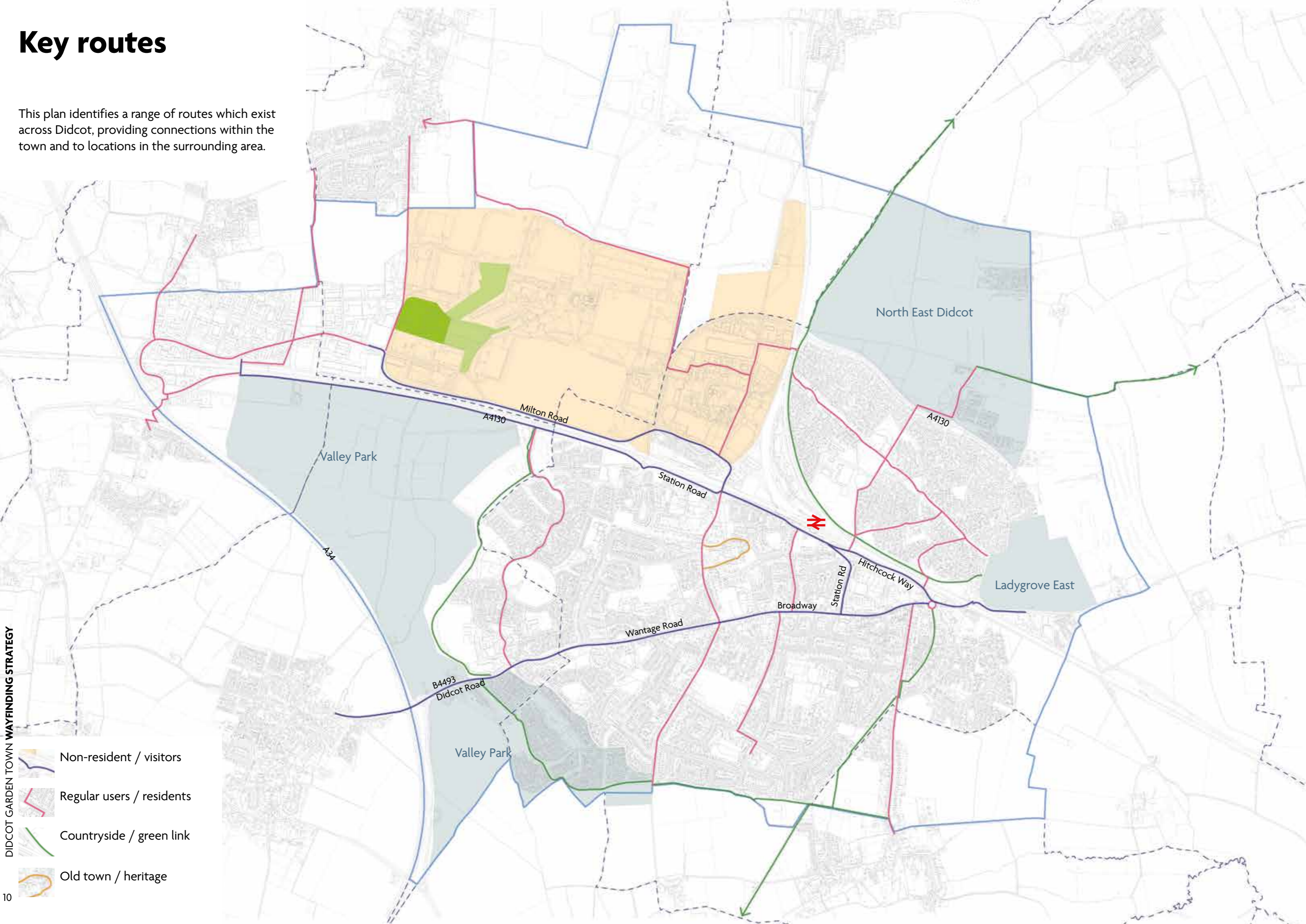
- 01 UTC Oxfordshire
- 02 Aureus
- 03 Didcot Girls' School
- 04 St Birinus

 PRIMARY SCHOOL

- 01 Didcot Primary Academy
- 02 Aureus
- 03 Stephen Freeman Community
- 04 Manor
- 05 Willowcroft Community
- 06 Ladygrove Park
- 07 All Saints C of E

# Key routes

This plan identifies a range of routes which exist across Didcot, providing connections within the town and to locations in the surrounding area.



# Key routes

We have sought to classify the routes into a hierarchy to inform the wayfinding strategy. This hierarchy is based on the likely user groups and their level of familiarity with Didcot.

Some routes, generally focused on the higher order movement corridors such as A4130 and B4493 will cater for a higher proportion of non-residents or visitors due to their more strategic nature and connections. These people will be more likely to require some assistance with wayfinding.

Other routes, extending through the residential neighbourhoods will likely have a higher proportion of regular users and residents. These people will generally have a good level of familiarity with Didcot, therefore requiring little to no wayfinding assistance.

Additional routes exist providing connectivity to the wider countryside and surrounding area. These may need some supplementary signage to assist wayfinding and usability.

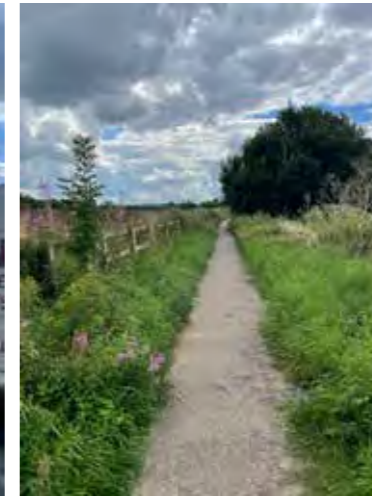
Though not currently a formal route, there is a loop encircling the historic core of Didcot which could be highlighted to help raise awareness of it.



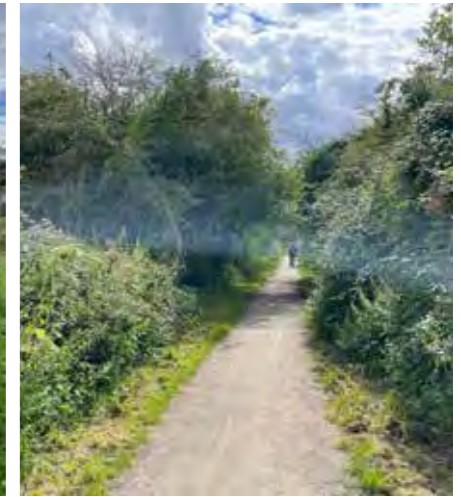
Station Road



Station Road / Cow Lane junction



NCN 5 (Moor Ditch)



NCN 544 (Mowbray Fields LNR)



B4493 Didcot Road



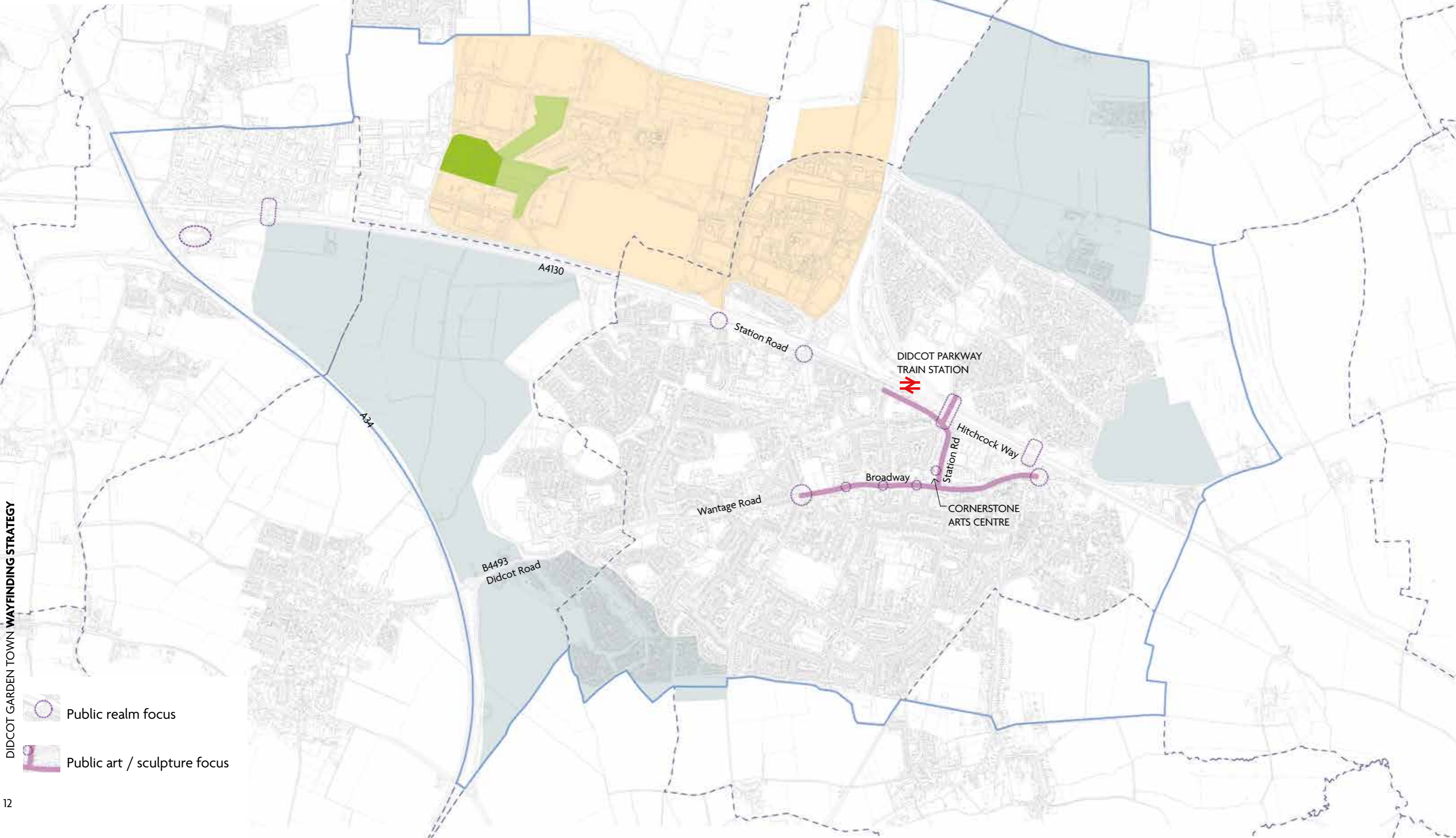
A4130 (Milton Park access point)



Hitchcock Way

# Opportunities for public realm improvements and public art

This plan sets out where wayfinding could be improved through the implementation of public realm improvements and public art installations.



# Opportunities for public realm improvements and public art

Through the process of observation and analysis, this Wayfinding Strategy has identified a number of locations where wayfinding can be improved through more general public realm improvements and public art installations.

Such improvements to the environment of Didcot can help to bring about more intuitive navigation through the town and bring about other benefits. Such benefits can include biodiversity net gain, traffic calming, improved safety and security and visual amenity.

This strategy splits these enhancements into two separate categories - one which is public realm-focused (more functional enhancements such as new surfacing, planting, better maintenance, lighting and street furniture) and the other one being public art-focused (which may combine a degree of functionality but focus more on sensory stimulus).

The application of such measures can help reduce the reliance on signage furniture.

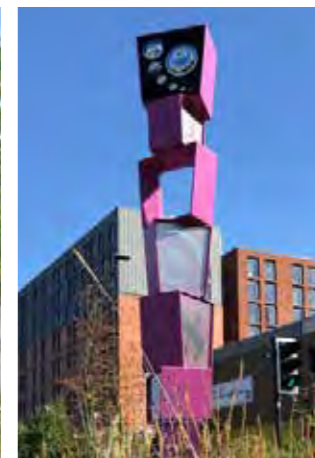
Any public art installations should be delivered in line with the Didcot Garden Town Public Art Plan.



Street furniture as sculpture



Colour-coordinated sculpture



Lighting fittings



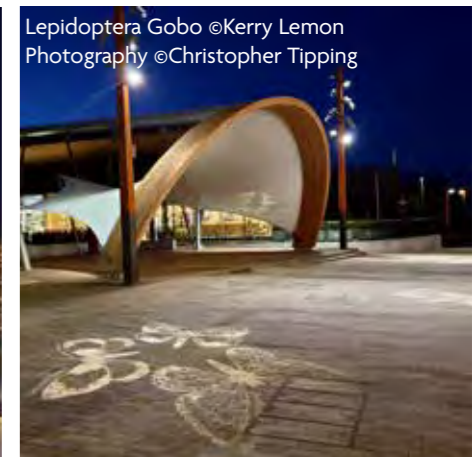
Interactive and inter-changeable sculpture



Photo by Boston Seaport



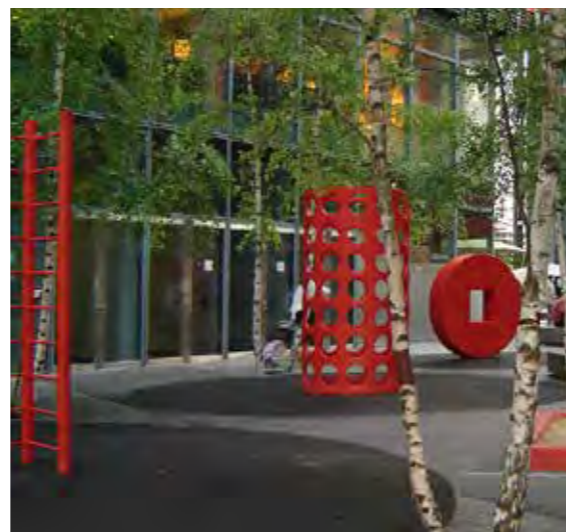
Lighting to provide night-time value



Lepidoptera Gobo ©Kerry Lemon  
Photography ©Christopher Tipping



New surfaces  
Military Street, Chatham  
©Christopher Tipping



Playful elements integrated into the town centre

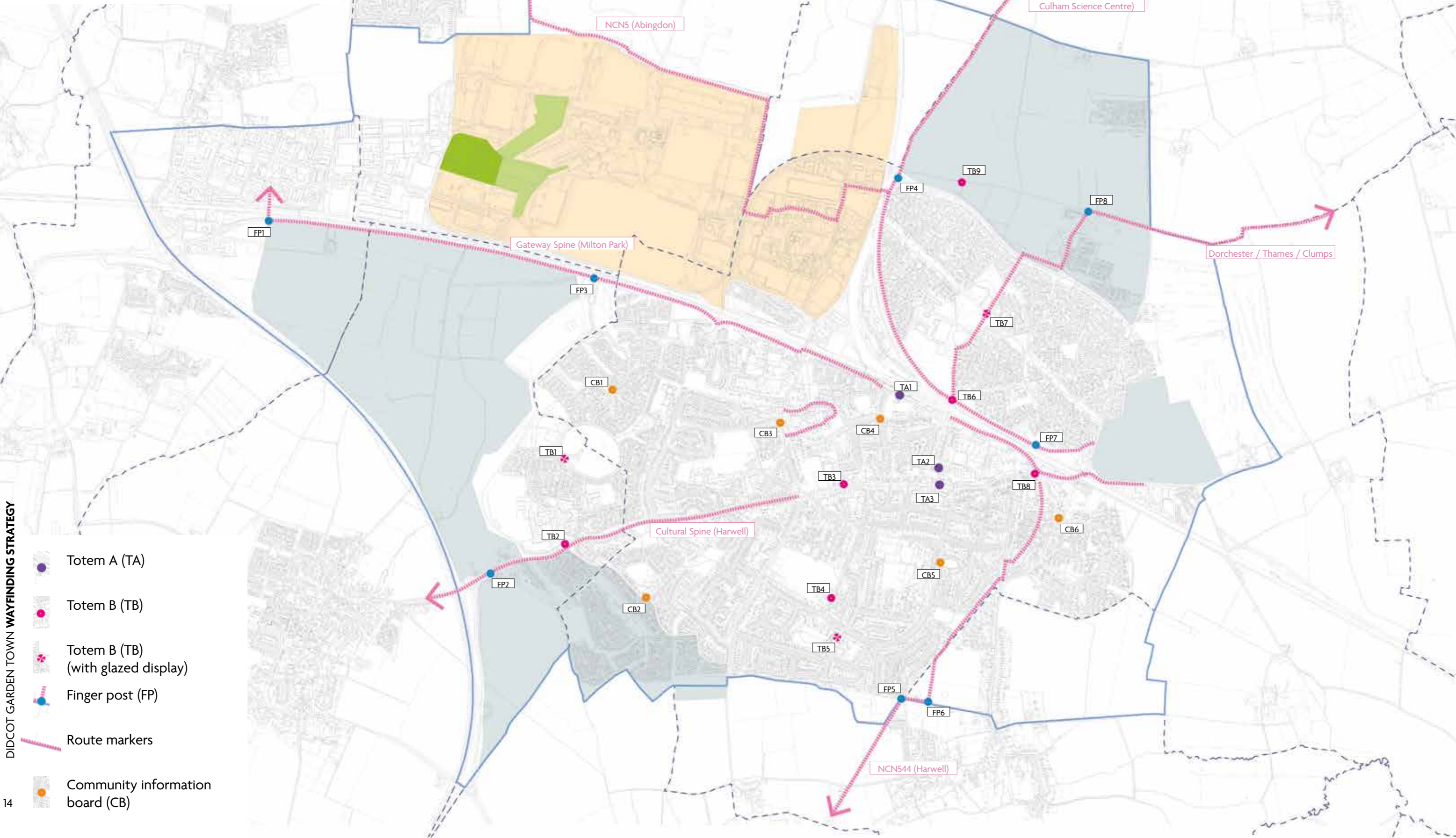


Born to be Wild, Northfleet ©NEON.  
Photography ©Simon Anning



# Wayfinding general arrangement plan

This plan sets out the proposed locations for new wayfinding signage within Didcot Garden Town.



DIDCOT GARDEN TOWN WAYFINDING STRATEGY

- Totem A (TA)
- Totem B (TB)
- Totem B (TB) (with glazed display)
- Finger post (FP)
- Route markers
- Community information board (CB)

# Wayfinding general arrangement plan

The observation and analysis work undertaken has identified a number of locations where wayfinding needs improving.

The previous plan identified where interventions could be made which use alternative methods to signage - such as improvements to the public realm or use of public art.

There are, however, some locations where signage is required to provide reassurance or direction. This may be co-located with or independent from public realm improvements or public art.

To provide the appropriate level of assistance to people in, around and through Didcot, a hierarchy of signage elements will be deployed. The suite of signage elements is illustrated on the following pages.

The hierarchy of elements will vary in terms of their physical size and amount and type of information they present.

## **Totem A**

Located at primary / key decision making and arrival points within the town centre serving a town-wide function

The largest signage element providing mapping, detailed town centre information and directions to points of interest further afield

## **Totem B**

Located at more local / neighbourhood locations serving a more local function

To include mapping and some directional information to promote walking and cycling.

Potential for some Totem B's to include a lockable glazed display section to serve as a community notice board

## **Finger Post**

Supplementary signage generally at outlying locations

Providing basic information only of destination name, distance and walking / cycling time

## **Route Markers**

Bollard-like signs located on key routes to provide basic directional information and reassurance to route users

Potential markers to include route branding / name and basic information related to destination and distance

## **Community information boards**

Not performing a wayfinding function but a supplementary furniture component consistent in design, style, material and colour. These boards would likely comprise of lockable glazed display cases.

The plan opposite sets out where these could be implemented. This plan provides a strategic distribution. Precise locations of signage elements is to be agreed through detailed survey and design work.

# Wayfinding schedule

The schedules on this and the following page set out the proposed signage elements for use across the town. Each element is identified by a reference number with associated location and destinations.

Indicative distance and travel times by walking and cycling to each of these destinations are included to inform the subsequent detailed design for implementation. Exact distances and travel times are to be determined at detail design stage.

This schedule, and in particular the reference numbers, should be read in conjunction with the Signage General Arrangement Plan.

## Totem A Signage

Totem A	Location	Destinations	Distance (km)	Walk Time (mins)	Cycle Time (mins)	Walking 0.8km in 10 mins	Cycling 1km in 4.25 mins
TA1	Train station	Cornerstone	0.6	8	3	7.5	2.55
		Orchard Centre	0.6	8	3	7.5	2.55
		Railway Centre Museum	0	-	-	0	0
		Oxfordshire UTC	2.3	29	10	28.75	9.775
		Thames Path	6.7	85	28	83.75	28.475
		Wittenham Clumps	7.4	95	31	92.5	31.45
		Milton Park	4	50	17	50	17
		Harwell Campus	7.5	95	32	93.75	31.875
TA2	Station Road / Orchard Street	Culham Science Centre	8.6	110	37	107.5	36.55
		Train Station	0.6	8	3	7.5	2.55
		Railway Centre	0.6	8	3	7.5	2.55
		Oxfordshire UTC	2.3	29	10	28.75	9.775
		Thames Path	6.8	85	29	85	28.9
		Wittenham Clumps	7.6	95	32	95	32.3
		Milton Park	4.5	60	19	56.25	19.125
		Harwell Campus	6.4	80	27	80	27.2
TA3	Station Road / Broadway	Culham Science Centre	8.7	110	37	108.75	36.975
		Train Station	0.7	9	3	8.75	2.975
		Railway Centre	0.7	9	3	8.75	2.975
		Oxfordshire UTC	2.2	30	9	27.5	9.35
		Thames Path	6.9	85	29	86.25	29.325
		Wittenham Clumps	7.6	95	32	95	32.3
		Milton Park	4.6	60	20	57.5	19.55
		Harwell Campus	6.3	80	27	78.75	26.775
TA4		Culham Science Centre	8.8	110	38	110	37.4

## Totem B Signage

Totem B	Location	Destinations	Distance (km)	Walk Time (mins)	Cycle Time (mins)	Walking 0.8km in 5 mins	Cycling 1km in 4.25 mins
TB1	Boundary Park	Great Western Park LC	0.3	4	1	3.75	1.275
		Town Centre / Cornerstone	2.5	31	11	31.25	10.625
		Train Station	2.4	30	10	30	10.2
TB2	Oxfordshire UTC	Milton Park	3.5	44	15	43.75	14.875
		Boundary Park	0.3	4	1	3.75	1.275
		Town Centre / Cornerstone	2.3	29	10	28.75	9.775
		Train Station	2.5	32	11	31.25	10.625
TB3	Library / Civic Hall	Milton Park	3.8	48	16	47.5	16.15
		Harwell Campus	4.2	53	18	52.5	17.85
		Town Centre / Cornerstone	0.6	8	3	7.5	2.55
		Train Station	0.8	10	4	10	3.4
TB4	Edmonds Park	Didcot Wave & Gym	0.8	10	4	10	3.4
		Library, Civic Hall	0.8	10	4	10	3.4
		Town Centre / Cornerstone	1.1	14	5	13.75	4.675
TB5	Northbourne LC	Train Station	1.4	18	6	17.5	5.95
		Town Centre / Cornerstone	1.4	18	6	17.5	5.95
		Train Station	1.7	21	7	21.25	7.225
TB6	Cow Lane	Edmonds Park / Wave & Gym	0.35	4	1.5	4.375	1.488
		Millennium Wood	0.85	11	4	10.625	3.613
		Train Station	0.4	5	2	5	1.7
TB7	Ladygrove Local Centre	Town Centre / Cornerstone	0.45	6	2	5.625	1.913
		Ladygrove Hill & Local Centre	0.45	6	2	5.625	1.913
		Thames Path	6.5	80	28	81.25	27.625
		Wittenham Clumps	5	65	21	62.5	21.25
		Culham Science Centre	7.2	90	30	90	30.6
		Train Station	0.9	11	4	11.25	3.825
TB8	Broadway / Hitchcock Way	Town Centre / Cornerstone	1	12	4	12.5	4.25
		Thames Path	6.2	80	26	77.5	26.35
		Wittenham Clumps	4.5	60	19	56.25	19.125
TB9	NE Didcot Neighbourhood Centre	Wittenham Clumps	5.7	70	24	71.25	24.225
		Train Station	1.7	21	7	21.25	7.225
		Town Centre / Cornerstone	1.9	24	8	23.75	8.075
		Thames Path	5.5	70	23	68.75	23.375
TB10		Wittenham Clumps	4.5	60	20	56.25	19.125



# Wayfinding schedule

## Finger Post Signage

Finger Post	Location	Destinations	Distance (km)	Walk Time (mins)	Cycle Time (mins)	Walking 0.8km in 10 mins	Cycling 1km in 4.25 mins
FP1	A4130 / Milton Park	Milton Park	0.1	1	0.5	1.25	0.425
		Train Station	4	50	17	50	17
		Town Centre / Cornerstone	4.5	55	19	56.25	19.125
FP2	B4493 Didcot Road / Harwell	Harwell Campus	3.6	45	15	45	15.3
		Train Station	3.1	40	13	38.75	13.175
		Town Centre / Cornerstone	2.9	36	12	36.25	12.325
FP3	A4130 / Sir Frank Williams Avenue	Milton Park	2	25	9	25	8.5
		Train Station	1.9	24	8	23.75	8.075
		Town Centre / Cornerstone	2.5	31	11	31.25	10.625
FP4	NCN5 (Moors Ditch)	Boundary Park	1.2	15	5	15	5.1
		Train Station	1.8	23	8	22.5	7.65
		Town Centre	1.9	24	8	23.75	8.075
		Thames Path	5	60	21	62.5	21.25
FP5	Mowbray Fields LNR	NCN544	2.3	30	10	28.75	9.775
		Culham Science Centre	6.8	85	30	85	28.9
		Millennium Woods	0.15	2	1	1.875	0.638
		Harwell Campus (NCN544)	5.9	75	25	73.75	25.075
FP6	Millennium Woods	Town Centre / Cornerstone	2.4	30	10	30	10.2
		Thames Path (NCN5)	8.9	115	40	111.25	37.825
		Wittenham Clumps	7.4	95	30	92.5	31.45
		Mowbray Fields LNR	0.15	2	1	1.875	0.638
FP7	Ladygrove Loop / Hitchcock Way	Harwell Campus (NCN544)	6	75	26	75	25.5
		Town Centre / Cornerstone	2.3	30	10	28.75	9.775
		Thames Path (NCN5)	8.8	110	40	110	37.4
		Wittenham Clumps	7.3	95	30	91.25	31.025
FP8	NE Didcot	Train Station	0.8	10	3	10	3.4
		Town Centre / Cornerstone	0.8	10	3	10	3.4
		Ladygrove Park	1	13	4	12.5	4.25
		Thames Path (NCN5)	7	90	30	87.5	29.75
FP8	NE Didcot	Wittenham Clumps	5.5	70	23	68.75	23.375
		NE Didcot Neighbourhood Centre	0.75	9	3	9.375	3.188
		Ladygrove Park & Local Centre	1	12	4	12.5	4.25
		Town centre / Cornerstone	2	25	9	25	8.5
		Wittenham Clumps	4.75	60	20	59.375	20.188

## Community Information Board

Community Information Board	Location						
CB1	Great Western Park Northern Community Centre						
CB2	Diamond Drive / Aureus Primary School						
CB3	Foxhall Road / Brasenose Road						
CB4	Lydalls Road / Haydon Road						
CB5	Mereland Road / The Croft						
CB6	Jubilee Way / Sandringham Road						

# Font and colour

The font selected for use on the signage furniture is Agenda One.

Agenda One offers very good readability due to its clarity and strong definition. The font sits very complimentary with the clean and contemporary design of the wayfinding signage furniture.

Sizing of text and numbers on the signage will be set within a hierarchy to provide readability from different distances.

Generally, the sizing will be the largest at the top of the signage with it decreasing as it gets closer to the ground.

Exact sizing will be determined through further engagement and detail design and will be in accordance with readability guidelines.

'Agenda One' is available free of charge with Adobe Typekit used by most designers and artwork creators. However, individual font weights are available to purchase at a cost of US\$40 (approx. £31.50) each if purchasing is required. The final number of 'weights' is to be determined through the detailed design but there could be a requirement for 4 or 5 weights.

Colour choice will play an important role in the visual aesthetic of the signage, contributing to the branding and identity and also to its legibility and effectiveness.

The colour palette consists of two key colours - the general background colour and the highlight colour.

The background will likely occupy the greatest surface area of the signage and act as the canvas on to which the wayfinding information will be set.

The highlight colour will occupy comparatively less surface area than the background but its high visibility will catch the eye and draw people towards it.

White and black, used for text and iconography, will provide excellent visual contrast against the background and highlight colours.

## Highlight

RAL2007  
Luminous bright orange

White

RAL9005  
Jet Black

## Background

RAL9011  
Graphite Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

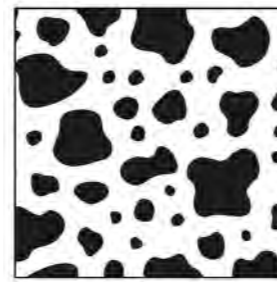
# Neighbourhood patterns

To help provide distinction between the various neighbourhoods which make up Didcot Garden Town, the Totems (A and B) and Community Information Boards will include patterns which vary between neighbourhoods.

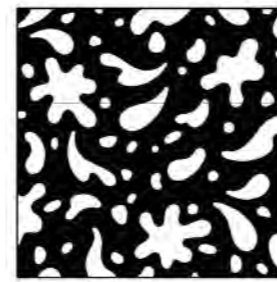
The patterns on this page have been inspired by and developed to draw upon various characteristics of the town and surrounding area such as:

- The historic marshland landscape which occupied the area now known as Ladygrove and extended to the River Thames
- The orchards which were once a common feature of the area
- The arable crops which can be found in the surrounding agricultural landscape
- And the ground-breaking science which takes place around Didcot within the Science Vale around topics such as DNA, computer science and energy

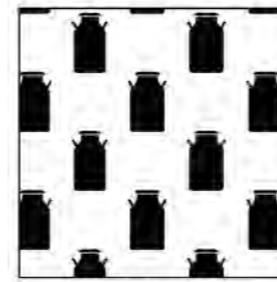
It is anticipated that patterns will be selected at the detailed design stage. This collection of patterns is therefore only intended to be for information purposes and not necessarily reflective of the final patterns for use on the signage.



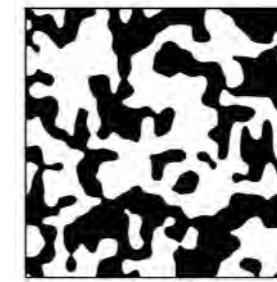
01. Cow



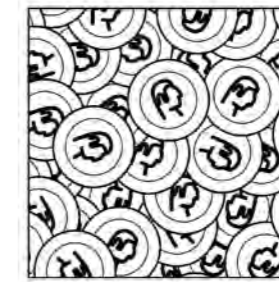
02. Milk



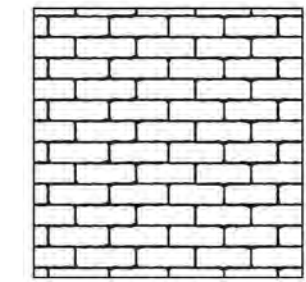
03. Churn



04. Camouflage



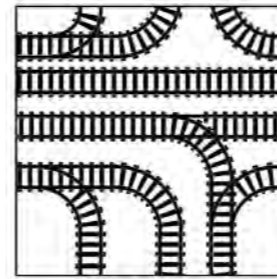
05. Coins



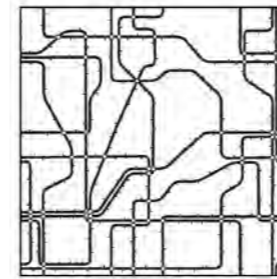
06. Brick



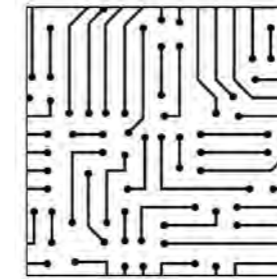
07. Map



08. Rail lines



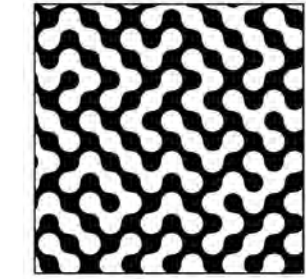
09. Rail network



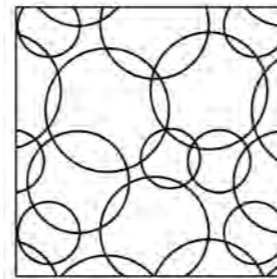
10. Circuit



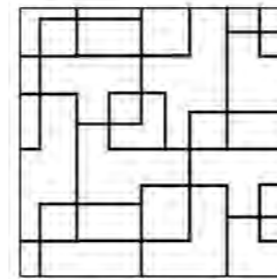
11. Leaves



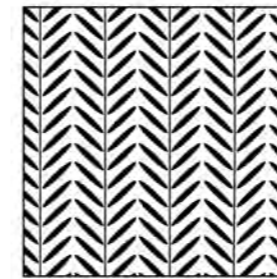
12. Mitosis



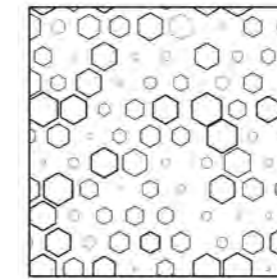
13. Circles



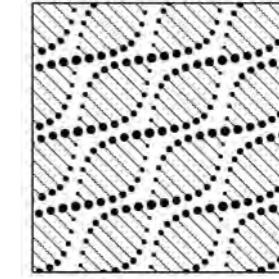
14. Squares



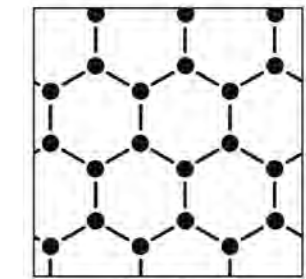
15. Grain



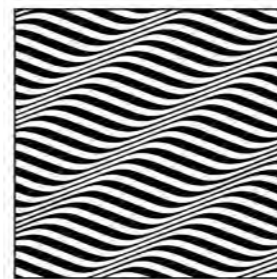
16. Crystalline



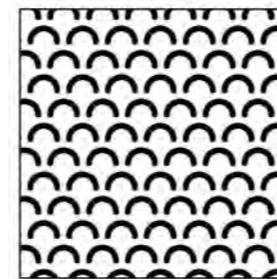
17. Double-helix 1



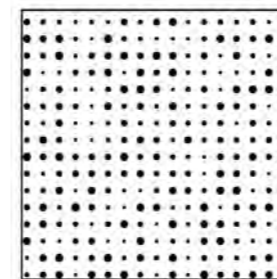
18. Graphene



19. Wave



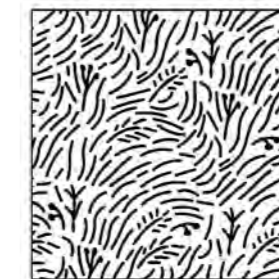
20. Clumps



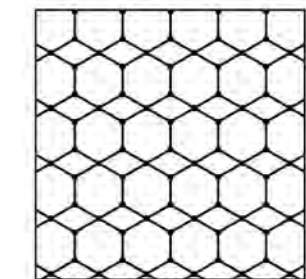
21. Interferometry



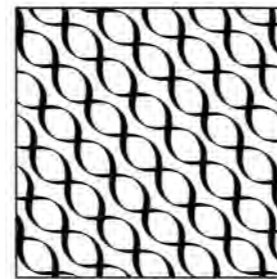
22. Reed



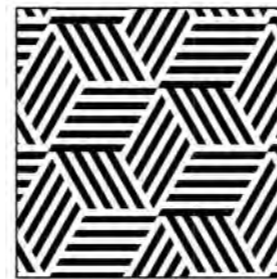
23. Marsh



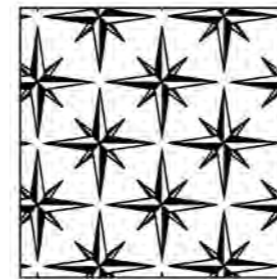
24. Cellular



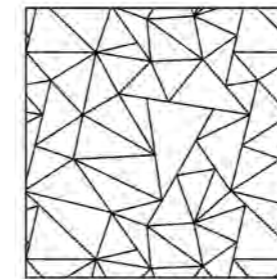
25. Double-helix 2



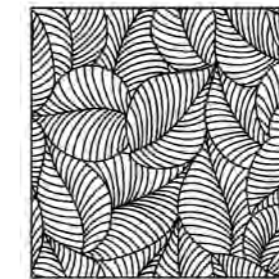
26. Ridge & furrow



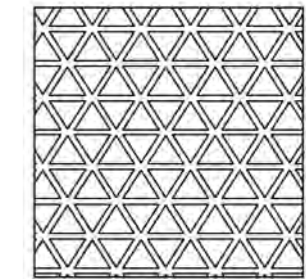
27. Compass



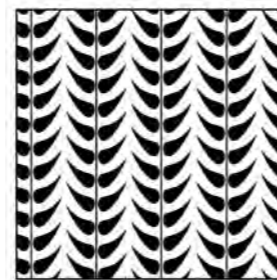
28. Scalene



29. Orchard



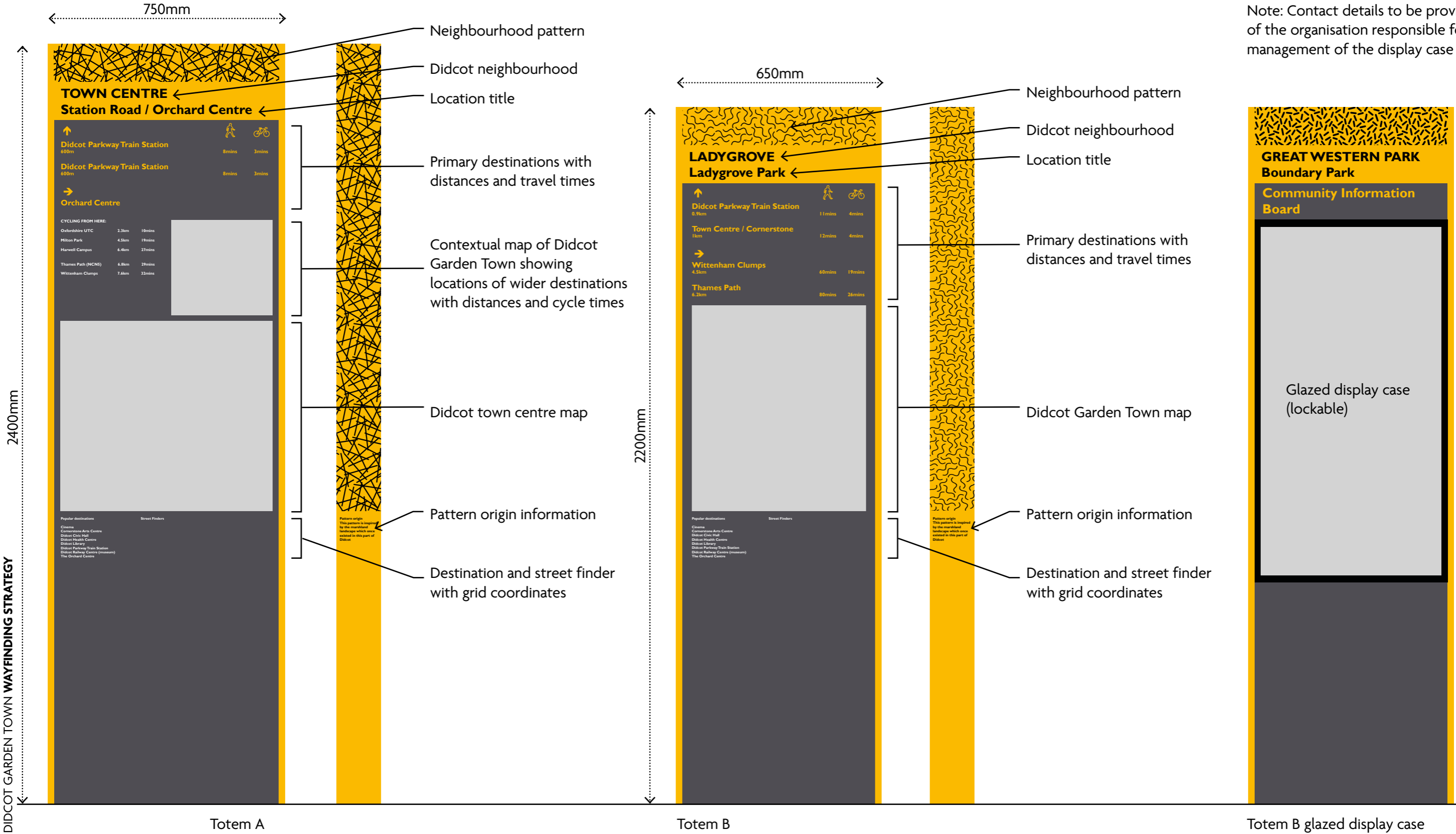
30. Equilateral



31. Wheat

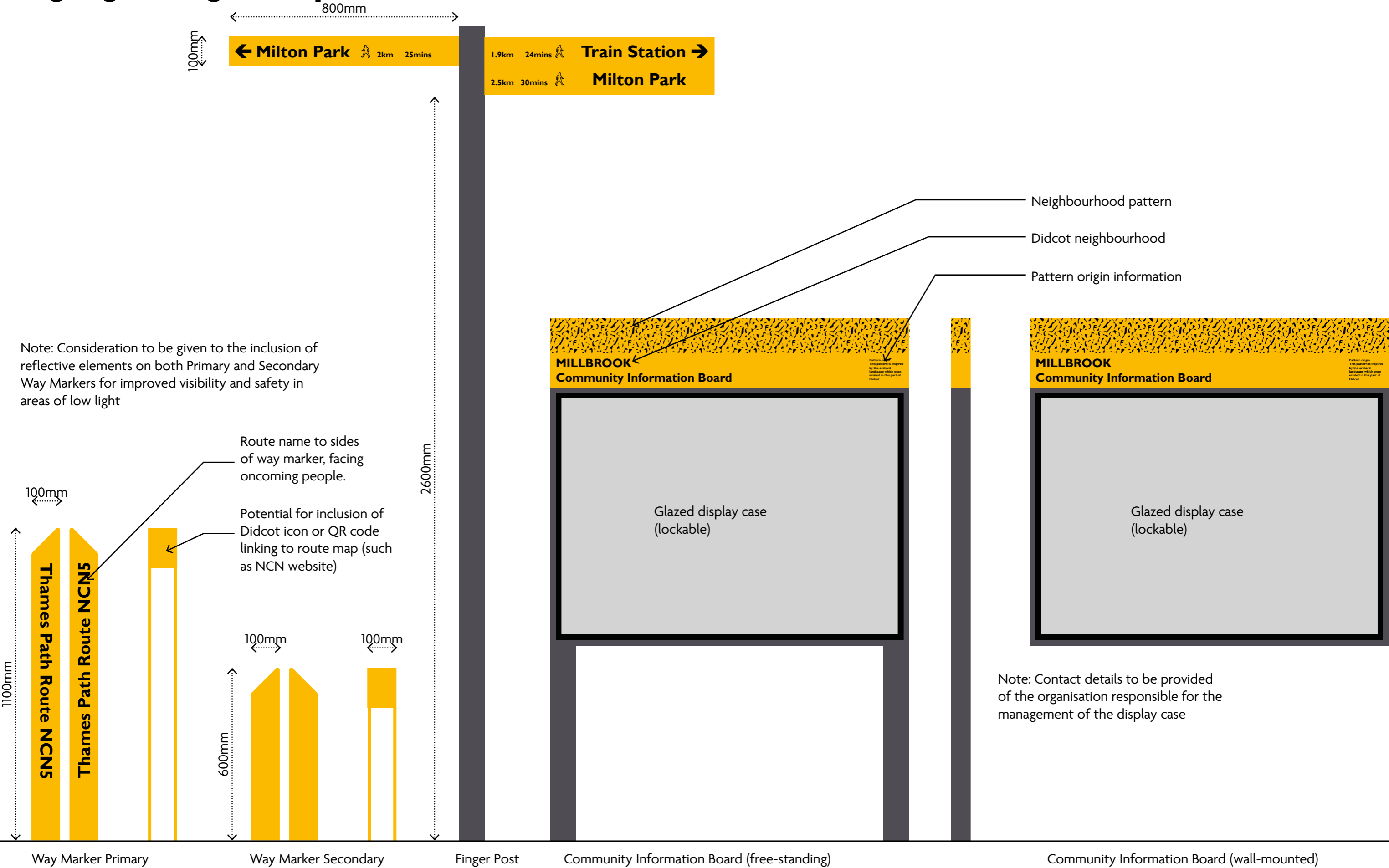
# Signage design components

Illustrations showing the full suite of wayfinding signage furniture.



Note: Contact details to be provided of the organisation responsible for the management of the display case

# Signage design components



Note: Consideration to be given to the inclusion of reflective elements on both Primary and Secondary Way Markers for improved visibility and safety in areas of low light

Route name to sides of way marker, facing oncoming people.  
 Potential for inclusion of Didcot icon or QR code linking to route map (such as NCN website)

Neighbourhood pattern  
 Didcot neighbourhood  
 Pattern origin information

Note: Contact details to be provided of the organisation responsible for the management of the display case



Plan view of primary way marker showing ground in-lays with directional information

# Illustrative view - totem A

Illustrative view showing totem A in situ. Location is indicative only, with final locations to be determined through detailed design.



**TOWN CENTRE**  
Station Road / Orchard Centre

Didcot Parkway Train Station

Didcot Parkway Trip Station

Orchard Centre

Service	Time	Days
Didcot Parkway	1.00	Week
Didcot Parkway	1.00	Week
Didcot Parkway	1.00	Week
Didcot Parkway	1.00	Week
Didcot Parkway	1.00	Week

## Illustrative view - totem B

Illustrative view showing totem B in situ. Location is indicative only, with final locations to be determined through detailed design.



# Illustrative view - finger post

Illustrative view showing a finger post in situ. Location is only illustrative and to be determined through detailed design. Potential public realm improvements also illustrated in the form of vegetation clearance and integration of public art.





# Illustrative view - way markers

Illustrative view showing primary (foreground) and secondary (background) way markers located along the NCN5 route. Locations only indicative.



# Cartography

The signage elements contain a range of maps depending on their location and function. This range of mapping includes three different scales as follows.

## Wider Context map

The map covering the greatest area shows Didcot in its wider context. This plan will provide wayfinding to destinations further afield, typically reached by bicycle rather than walking. These destinations include the campuses within the Science Vale and the landscape features such as the Wittenham Clumps, Thames Path and The Ridgeway.

This plan will be included on Totem A element, providing information on this wider connectivity required at key points of arrival to Didcot such as the train station and town centre.

## Town map

The town map covers the extent of Didcot Garden Town. To be included on Totem B elements, this map will provide wayfinding information for destinations across the town such as local centres, secondary schools and leisure centres.

## Town Centre map

The most detailed and 'zoomed in' map will be the town centre map. Included on Totem A elements, this map will focus on the town centre. It will show a higher level of detail than the other maps, identifying streets and pedestrian crossings, bicycle parking and bus stops. It will also identify destination buildings such as the Cornerstone Arts Centre, cinema and train station.

All three maps will include a 'you are here' marker to help signage users to orientate themselves.

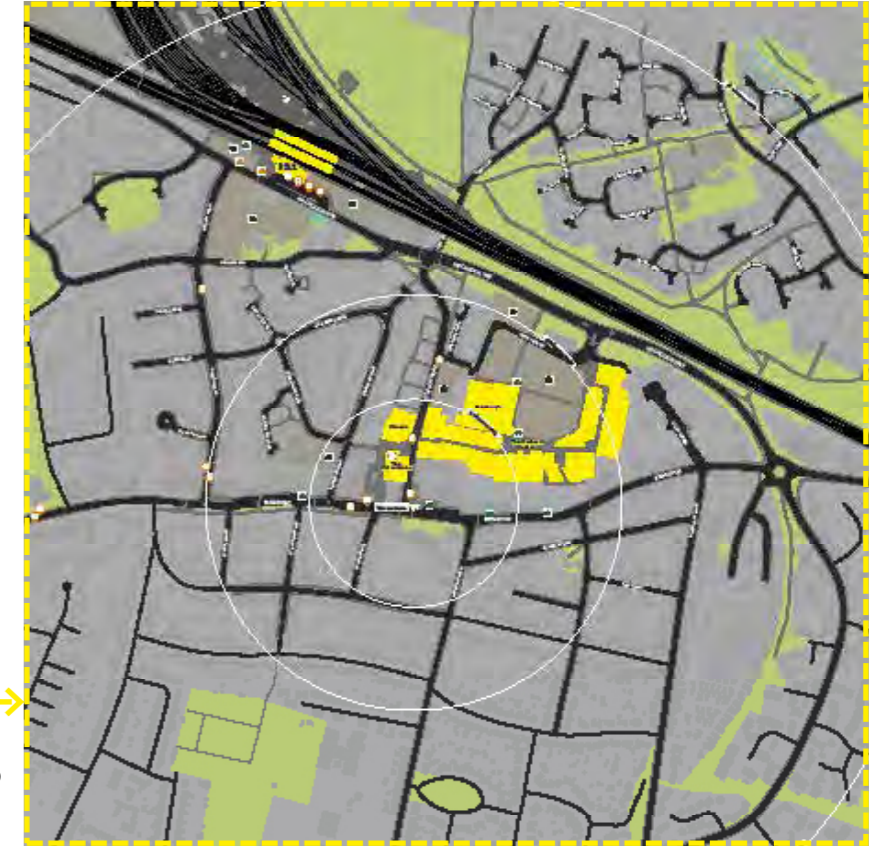
Wider Context map



Town map



Town Centre map






Indicative area of  
Town map

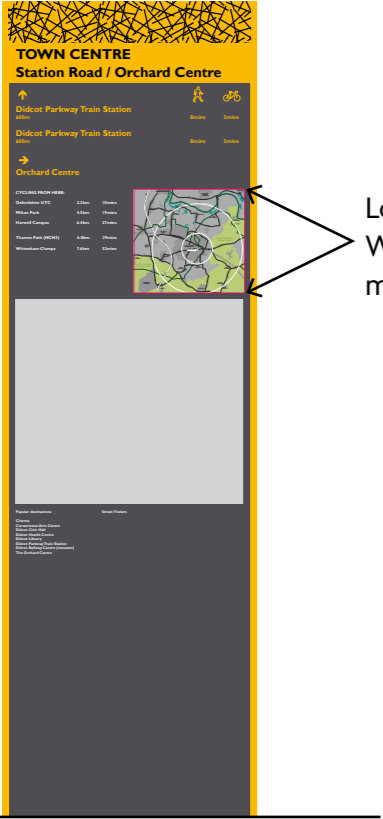
Indicative area of  
Town Centre map

# Wider context map

Wider Context map

Application: Totem A  
 Indicative dimensions: 320mm x 300mm

-  Icon to show railway stations
-  Main roads shown with dominant black lines and named.
-  Strategic open spaces and off-road National Cycle Routes shown.



Location for Wider Context map

Totem A






Wider Context map shown at circa 50% size

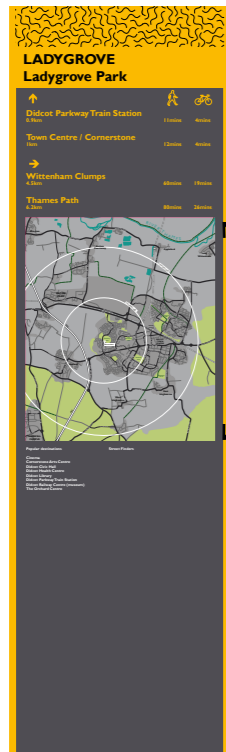
# Town map

Town map

Application: Totem B  
 Indicative dimensions: 516.5mm x 600mm

-  Icon to show railway stations
-  Main roads shown with dominant black lines and named. All other roads shown with pale grey line.
-  Principal open spaces and off-road National Cycle Routes shown.

Circles showing 20-minute walk and 15-minute cycle from totem location.



Location for Town map

Totem B



Town map shown at circa 50% size


# Town centre map

Wider Context map

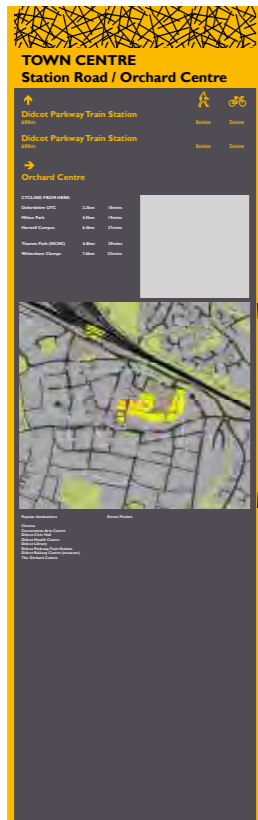
Application: Totem A  
Indicative dimensions: 665mm x 600mm

Including icons to show:

-  Bus stops
-  Bicycle parking
-  Public car parks
-  Public conveniences
-  Didcot railway centre

 Destination buildings highlighted in a contrasting colour.

Circles showing 2-, 4- and 10-minute walk from totem location



Location for  
Town Centre  
map

Totem A

Town centre map shown at circa 70% size



# Indicative schedule of costs

Table A

Signage Element / Reference	Height (mm)	Width (mm)	Depth (mm)	Indicative unit cost	Indicative no.	Indicative total cost	Notes	Single unit order indicative cost
Totem A (double sided)	2400	750	140	£3,000	3	£9,000.00		£3,500
Totem B (double sided)	2200	650	140	£2,750	6	£16,500.00		£3,250
Totem B (with glazed display cabinet to one side)	2200	650	140	£3,250	3	£9,750.00		£3,750
Finger Post	2600 (to base of finger collar)			£1,950	8	£15,600.00	As per drawing, allowing for 2No collars with 3no fingers	£2,450
Community Information Board (single sided board, blank back)	1820	1250	65	£1,890	3	£5,670.00		£2,250
Community Information Board (wall-mounted) (single sided board, blank back)	1140	1250	65	£1,250	3	£3,750.00		£1,500
Primary Way Marker	1100	100	100	£395	25	£9,875.00	Allowing for a steel post powder coated with vinyl detail	£550
Secondary Way Marker	600	100	100	£295	50	£14,750.00	Allowing for a steel post powder coated with vinyl detail	£450
<b>Indicative Total</b>						<b>£84,895.00</b>		

An indicative schedule of costs, based on a suppliers estimate in October 2023, is set out to guide the future procurement and implementation of wayfinding signage.

The figures set out are subject to detailed design, surveying and specification.

The adjacent tables set out indicative costs for wayfinding signage and elements of additional work typically required as part of onward procurement and implementation.

Table A sets out indicative costs for the supply of the signage elements by type. Two unit costs are shown in the table reflecting the economies of scale savings possible through a bulk order of all signage elements (blue text) compared to one-off single unit orders (red text).

Table B sets out indicative costs for installation, including costs for a bulk order (achieving economies of scale) shown in blue text and single unit orders shown in red text.

Table C sets out additional elements of work likely to be required as part of the detailed design and implementation stages. Also included is an indicative total cost for installation, based on bulk order rates set out in Table B.

Table B

Indicative installation costs by signage type	Indicative cost (based on bulk order)	Indicative cost (based on single unit order)
Totem A	£895	£1,600
Totem B (incl with glazed cabinet)	£895	£1,600
Finger post	£475	£1,550
Comm. info. board (free-standing)	£495	£1,550
Comm. info. board (wall-mounted)	£150	£750
Primary way marker	£195	£795
Secondary way marker	£195	£795

Note: Excludes storage, permits and reinstatement requirements / materials.

Table C

Additional costs for implementation	Indicative cost (based on bulk order)	Notes
Iconography design	£900.00	Design of graphics following detailed review and community engagement
Signage location finalisation	£3,600.00	Allowance for up to 3 days of design team attendance to agree signage locations with Officers. Cost for signage manufacturer attendance not included
Signage schedule finalisation	£1,200.00	Confirmation of destinations, journey distances and times
Site survey (by manufacturer)	£850.00	Indicative cost for 2 days of surveying to cover all identified signage locations, including CAT scan
Working drawings for production	£1,185.00	Indicative cost for shop drawings for all signage elements in Table A except for Primary and Secondary Way Markers. Cost based on a rate of £395 per set of 1-10 signs
Delivery	£4,500.00	Based on delivery of all items in schedule above with a Hiab to aid others to offload at a site in Didcot
General cartography	£6,500.00	Cost for initial set-up of mapping
Totem cartography	£6,195.00	Adjustment of base map to suit signage location (indicative total price based on 21 maps across all A and B totems @ £295 per map)
Installation	£31,100.00	Based on installation of a bulk order
<b>Indicative Total</b>	<b>£56,030.00</b>	

# Next steps

As part of the detailed design and implementation of the new signage furniture a programme of decommissioning and removal of existing wayfinding signage across the town will be needed. This is needed in order to create a blank canvas on which the new wayfinding signage can be installed to ensure maximum efficacy.

Signage which is removed should be repurposed or recycled wherever possible to minimise waste.

This Strategy identifies opportunities for spatial enhancements through public realm and public art works to support wayfinding improvements. Public realm and public art proposals should be developed in support of this Wayfinding Strategy.

Following the completion of this strategy, a more detailed phase of design work will be carried out. This will include site surveys being undertaken for each signage location followed by drawings and accompanying schedule being produced for each signage element to reflect the specifics of each location.

This wayfinding and signage strategy is capable of being implemented as one single project or incrementally as a series of smaller phases arranged and coordinated on an area or individual sign basis. The approach can be developed to suit available budgets, logistics and wider town development works. Whilst initial phases may be implemented en masse, these will likely need to be supplemented as new areas of development are built out and/or as the town changes over time.

The recommendation within this strategy is that the new signage is implemented across the town as a single phase of work as far as this is possible.

## QR Codes

Consideration should be given to the use of QR codes on the wayfinding signage. Printed on to clear, adhesive film these elements could be applied in an easy and cost-effective way. Replacement as needed would also be straight forward.

A website would be required to be produced and maintained which combines all relevant information. This may include:

- Contact details for mental health support
- Educational resources with potential NationalCurriculum links
- Link to online maps providing longer routes (which extend beyond the DGT wayfinding mapping)

## Defibrilators

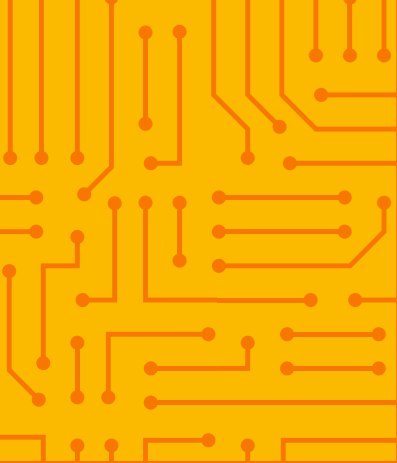
Consideration should be given to the provision / installation of defibrilators as part of the wayfinding signage implementation. These may be directly alongside or close proximity to signage, as a comprehensive town-wide provision.

## Funding

Future Funding opportunities should be considered to support the implementation of this Wayfinding Strategy. A variety of sources should be considered such as S106, CIL and Homes England. The Stage Two workstream will consider these funding opportunities and spending in relation to Wayfinding more generally.

To supplement the above potential funding sources thought should also be given to:

- Active Travel Fund - Tranches 1 - 4 have been awarded and now closed but this could be extended with additional tranches in the future and should be considered
- Cycling and walking investment strategy



Circuit



Leaves



Mitosis



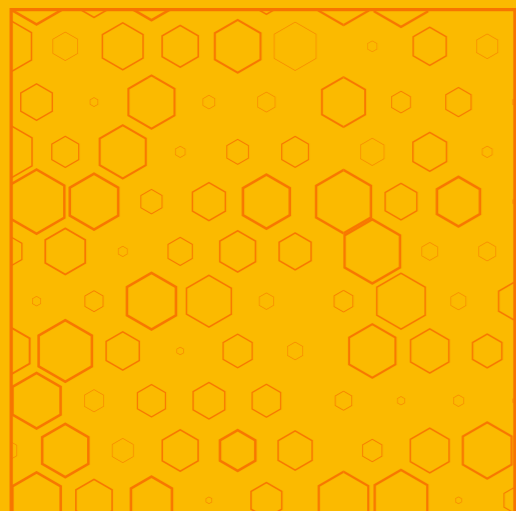
Circles



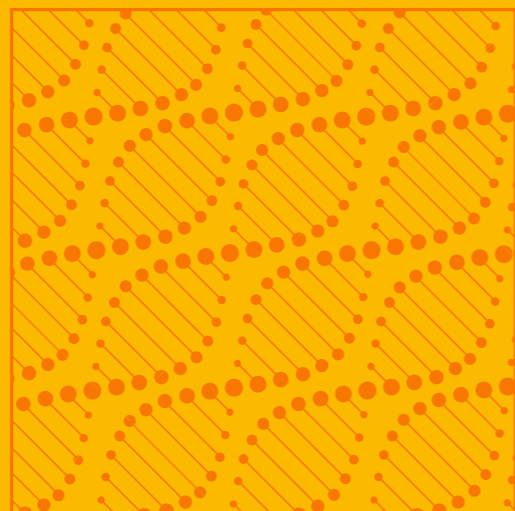
Squares



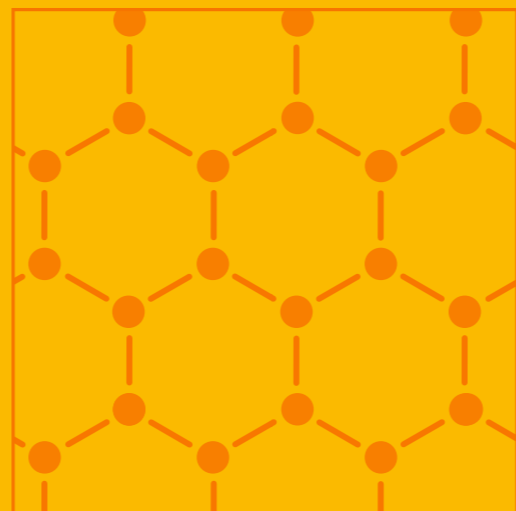
Grain



Crystalline



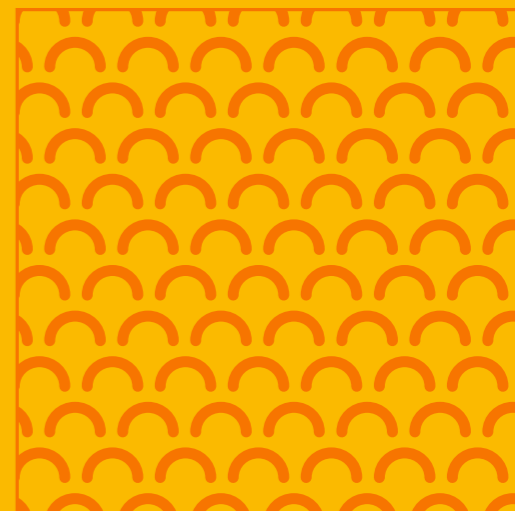
Double-helix 1



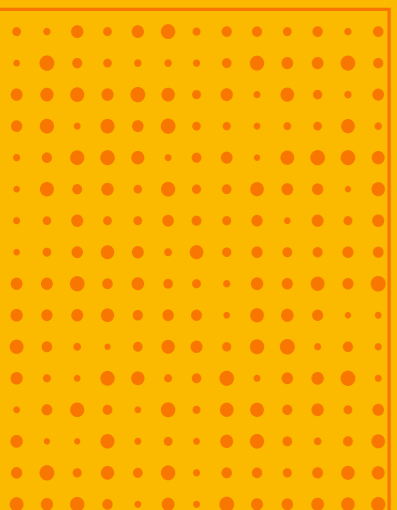
Graphene



Wave



Clumps



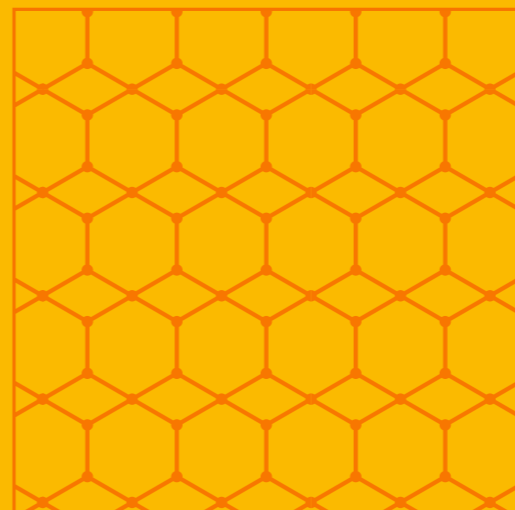
Interferometry



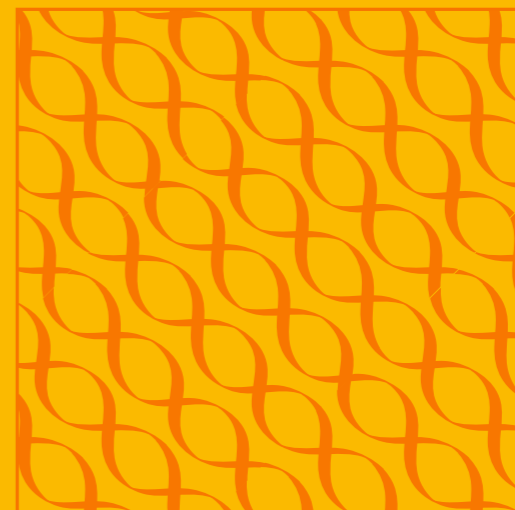
Reed



Marsh



Cellular



Double-helix 2



Ridge & furrow

