



Alternative Natural Recreational Greenspace - Green Way **Signage Design Guide**

June 2023



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1 Introduction

Introduction

1.1 Green Way is the collective name for spaces and routes that provide year-round walking and recreational opportunities that are intended to deflect visitors away from the sensitive areas of the New Forest National Park. Green Way comprises two main elements:

- provision of new areas of publicly accessible alternative natural recreational greenspace (ANRG); and
- enhancement of existing greenspace, public rights of way and other permissive paths in all settlements where new development takes place.

1.2 Alongside the wider visitor management (including the provision of rangers for the New Forest European sites) and a monitoring programme, these form the New Forest District (outside of the National Park) Mitigation for Recreational Impacts on New Forest European Sites. Details of this programme are set out in the Supplementary Planning Document available to view at: <https://www.newforest.gov.uk/article/1938/Recreational-Mitigation-Strategy>

1.3 This guide provides further technical detail on the requirements and standards for the signage of Green Way projects.



Green Way Projects

Purpose

- 1.4 A high-quality signage scheme with a clear overarching strategy is required for each project to promote the key principles of Green Way and to build awareness in the local community.
- 1.5 The interpretation panels and signage should be consistently recognisable but designed sympathetically to the natural characteristics of their setting. Visual clutter should be avoided, whilst ensuring that users of the place are able to interpret and navigate the place.
- 1.6 The design and the choice of materials of the signage should contribute to a quality of attractiveness (usually naturalness) for informal recreation across the Green Way projects.

Scope

- 1.7 This guidance sets out the expected signage requirements and standards for Green Way projects; both those delivered on-site by developers as part of a residential-led development and those delivered off-site by New Forest District Council (NFDC) and its partners.
- 1.8 Within the scope of this document is the guidance for the signage of dog activity areas within the Green Way projects. Whereas the signage expectations for children's play areas provided on ANRG is outside the scope of this document.

Strategy

- 1.9 A signage strategy will be expected to be prepared for each Green Way project. The strategy shall set out how the signage and interpretation panels have been designed and sited to enable the Green Way project to be understood and well used.
- 1.10 Each Green Way project should be concise and clear, illustrated through an annotated map of the Green Way and with key descriptive details (e.g. proposed text for interpretation panels) set out on 1-2 pages of an accompanying document (using appendices where appropriate).

2 Signage Typology

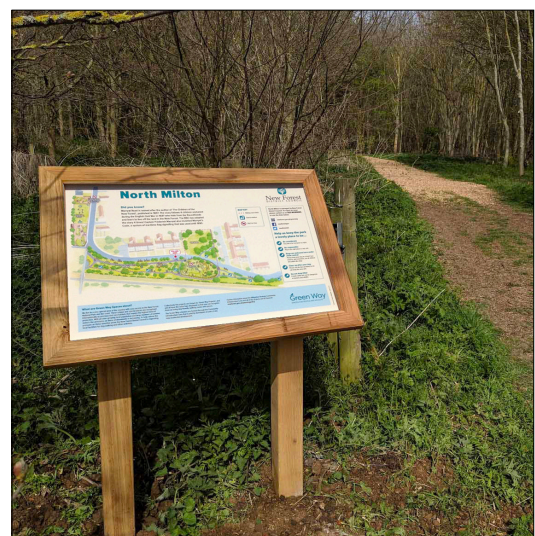
2.1 The signage strategy should demonstrate how the use of the following signage typologies have been considered within the proposed scheme:

Interpretation Panel

2.2 Interpretation panels impart certain key messages and enable a clear understanding of the purpose of the Green Way. They seek to connect the users of each space with their environment, both physically as a legible route map and culturally through identifying key characteristics of the space. Panels provide an opportunity to name some of the Green Way spaces.

2.3 Lecterns are the preferred approach over notice boards for displaying interpretation boards. This is due to their universal accessible design, that typically provides for wider user engagement.

2.4 As an exception, depending upon location, interpretation panels as noticeboards may be considered as an alternative to lectern frames.



Examples of Interpretation Board at King George V Recreation Ground, Totton and North Milton Projects

Green Way Waymarker Posts

2.5 Normally routes will need to be marked with simple timber posts at regular intervals, especially where directions change, or visibility of the way ahead is lost (e.g. within a woodland). For complex or circular routes or to offer choices, these may be colour coded as shown in the standard details in Chapter 3 of this document. Such colour coding will need to be explained on the interpretation boards.

2.6 Finger posts or signposts will only be used in exceptional locations that require additional clarity.

Green Way Waymarker Roundel

2.7 Where there are already existing posts or other features (for instance along public rights of way), waymarking and signage can be provided through the use of standard roundels (badges), reducing the need for duplication and cluttering. Roundels will typically be affixed to existing street furniture or signposts, as a metal disc. Further details of the waymarker roundels are set out in Chapter 3 of this document.

2.8 Some Green Way routes may run along more urban streets which are likely to have various existing signage and street paraphernalia. In such instances, where the introduction of signs is likely to be more complex or time-consuming, and where metal roundels are not practical, a sticker version of the roundel sign may be used on a temporary basis. However, this does not portray the sense of quality or permanence that these spaces should embrace and will be used only as a temporary exception.

Green Way Dog Activity Area Signage

2.9 Where dog activity areas or features are provided, the associated signage will be designed to encourage the use of dog activity areas. This will explain the purpose of the features and seek to reinforce positive behaviour (or occasionally to discourage negative behaviour). Further details of the dog activity signs are set out in Chapter 3 of this document.

3 Design Guidelines

3.1 This chapter provides guidance on the detailed design and specification of interpretation panels and signage for the Green Way projects.

Interpretation Panel

Purpose

3.2 A standard interpretation panel will be expected to be provided at each Green Way space or commencement of route - normally in a lectern frame. The number and locations of these panels are to be agreed with NFDC prior to commencing works to ensure consistency and simplicity.

Materials

3.3 The printed panel itself should be robust, long lasting and resistant to vandalism, UV light degradation and delamination. Its materials should be suitable for reuse and/or recycling when it reaches the end of its useful life.

3.4 Material choice should be determined by graphic content requirement, but options are:

- Polycarbonate reverse printed (minimum 3mm thickness),
- Aluminum (durable material but may limit graphic content),
- Stainless Steel (minimum 304 grade, 316 grade in coastal areas), with etched and colour filled text / graphic details.

3.5 All surfaces should be matte finished to reduce glare when viewing the signs.

Contents

3.6 Interpretation panels will be individual and bespoke to each site. However, there is general information, applicable to all sites, that needs to be conveyed:

- **Green Way logos and tags:** should be incorporated with the frame (see Appendix A of this document, for an example of how this could be achieved).
- **Green Way standard text:** explaining the principle behind the mitigation strategy at NFDC. This is expected to include:
 - NFDC Logo: artwork 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 and the supports in delivering Biodiversity Net Gain (BNG) and public open spaces.

- Instructional and behaviour messages: the mitigation strategy is reliant on members of the public being able to access and use the Green Way spaces freely and spontaneously, but there is also a need to remind users to behave considerately. In addition to the text in Appendix B at the rear of this document, each site may have a specific aspect that needs further information.
- Contact information of the site manager: usually NFDC but may also be the local town, the parish council or the management companies.
- Illustrative map of the site: showing context, access, site features, walking routes and links to off-site walking routes.

3.7 Further details of the expected content of the panel are set out in Appendix B of this document.

Graphic Style, Layout and Colour

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

3.9 Other than using the NFDC standard colour for the Green Way and NFDC logos (see Appendix C), there are no prescriptions. However, background colour should be considered carefully, for example, white is often too bright while neutral tones and colour are more visually accommodating within a rural context.

3.10 The graphic content and text must be printed in true scale, checked and signed off by the relevant NFDC officer, prior to manufacturing.

3.11 The layout should be determined by content – the example at appendix A is not fixed.

Size

3.12 The minimum size of the board requirement is A1. However, this format may not fit the graphic content comfortably (for example where a wider route map is needed). Therefore, alternative formats may be suitable.

3.13 The minimum font size for all signage information should be minimum 16 points.

Method of Display and Fixing

3.14 The detail below sets out the materials and frame details for interpretation panels, in lectern style.

3.15 The site information will be supplied on an encapsulated Glass Reinforced Plastic (GRP) board and framed with a standard frame mounted on two Forest Stewardship Council (FSC) accredited oak or similar hardwood posts (On occasions different materials may be considered, but this would need to be checked and signed off by the relevant NFDC officer, prior to manufacturing). Each site should be considered individually to provide the correct size, format and location of the information boards, within the parameters set out below:

- **Post:** 100mm x 100mm FSC oak or similar hardwood posts, top chamfered and weathered to rear. The length of lectern boards should be between 900mm to 1200mm above ground level to achieve the best visibility for all (as recommended under British Standard 8300:2001 for Disability Rights Commission). There should be at least 600mm driven into firm ground, or backfilled by ramming earth, or with concrete anchor. It is recommended to have 50mm wide shingles around the post to minimise decaying caused by poor draining.
- **Frame:** 100mm x 65mm nominal seasoned and oiled hardwood, miter joints with bullnose

edge to internal aperture. The final dimensions are determined by the information required, but in general, no larger than A0 or smaller than A1, oriented to landscape.

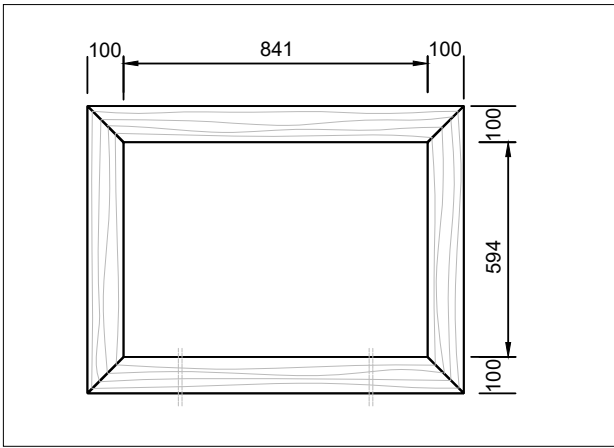
- **Place Name:** to be recessed in panel, 5mm – 10mm deep, centrally located on the top of the frame, either engraved or sandblasted to achieve a relief or intaglio effect.
- **Green Way logos and tags:** to be recessed in panel, 5mm – 10mm deep, centrally located at the bottom of the frame, either engraved or sandblasted to achieve a relief or intaglio effect.
- **Mounting:** fix the frame to the posts with 8no. marine grade stainless steel M12 countersunk coach bolts, two in each corner. Nuts to be covered or rendered to tamper proof. The frame should overhang the posts by 140mm each side.
- **Drainage:** to avoid excessive water accumulating at the bottom of the frame, a gap between the bottom frame and the panel should be created to allow water to pass through. This is usually already taken into account by manufacturers. The base of the post should include a free drain material. The signage will be maintained regularly as part of the land management plan (see paragraph 4.2 of this document).

3.16 General notes:

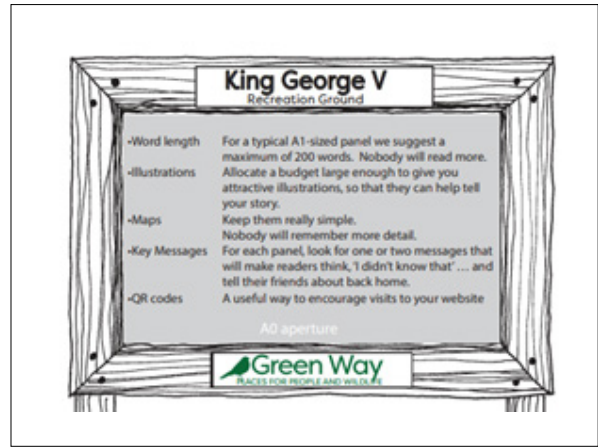
- All units are millimetres unless otherwise stated.
- Do not scale dimensions from this drawing.
- Timber shall be free from splits and twists.
- Units weighing in excess of 20kg must not be handled by a single person. A risk assessment must be carried out to ensure safe handling.



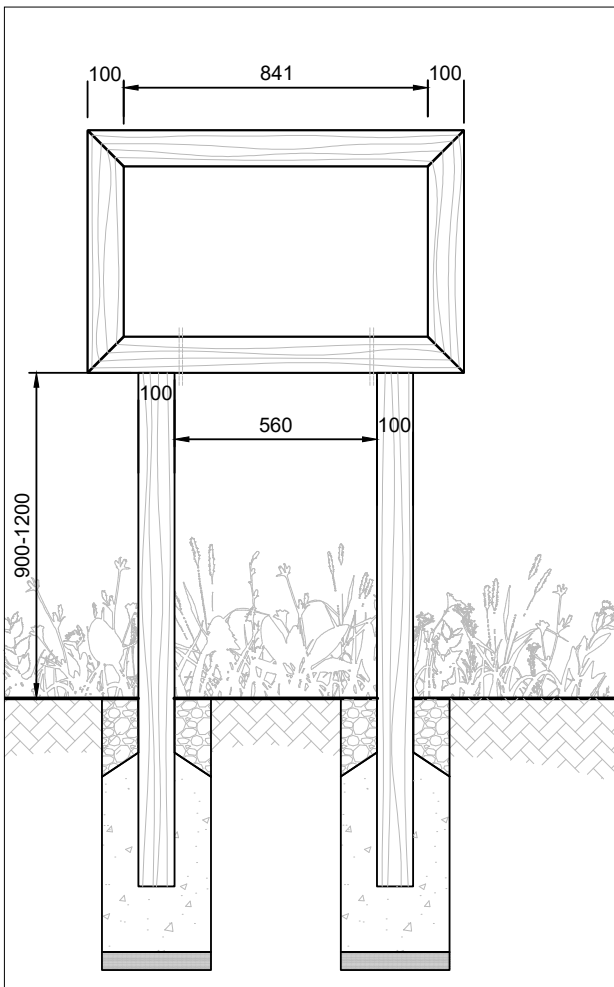
An Example of Lectern Interpretation Board



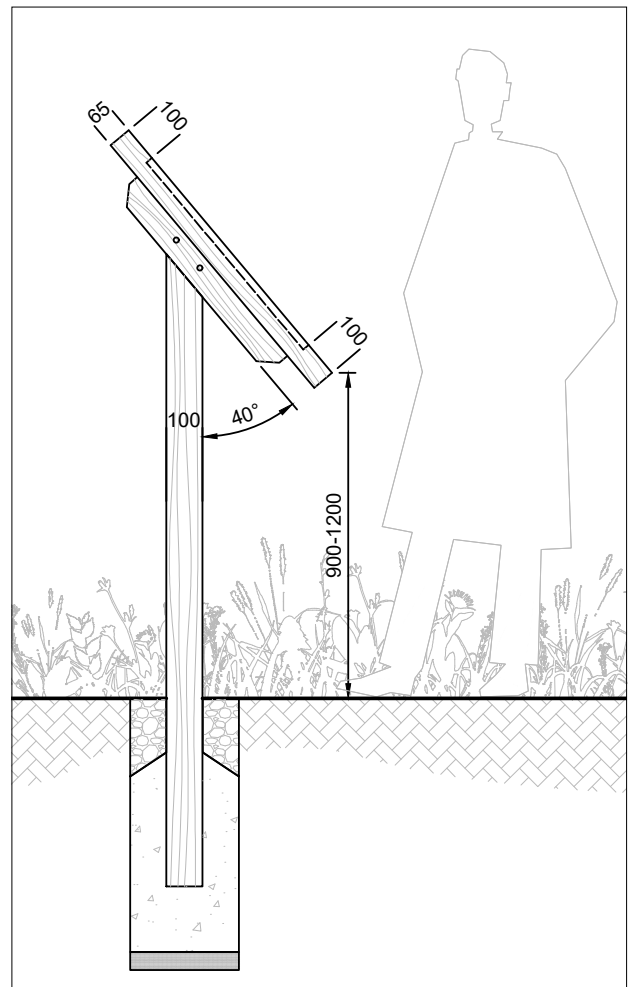
Lectern Information Board Panel Size
1:20@A4



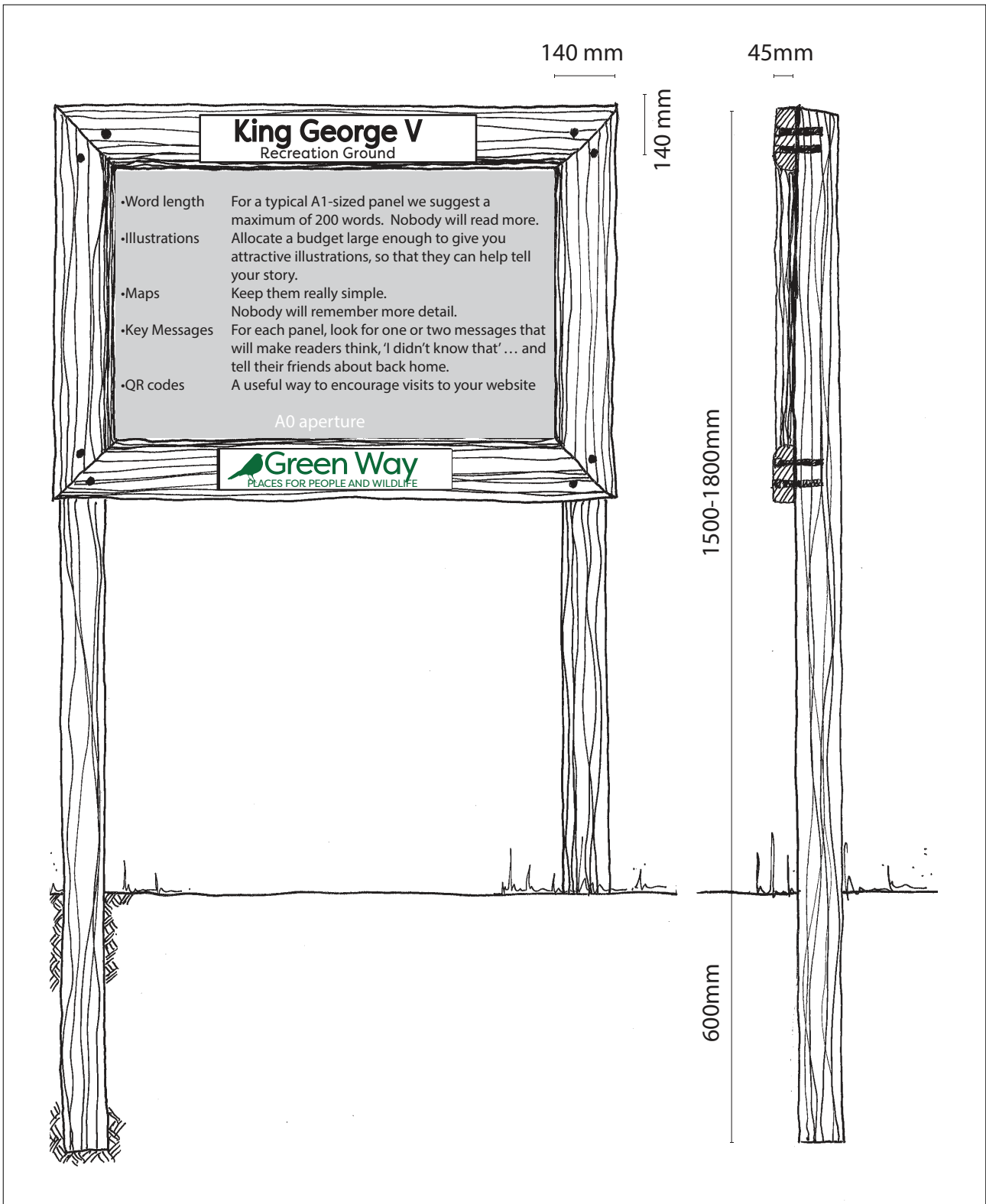
Example of the Interpretation Board
Not To Scale



Lectern Information Board Front Elevation
1:20@A4



Lectern Information Board Side Elevation
1:20@A4



Information Board Front Elevation & Section
1:10@A4

Green Way Waymarker Post

Purpose

3.17 Waymarker Posts are a simple visible waymarker to be set at intervals alongside paths to aid legibility of circular walks and connections, to enhance the sense of place and to reinforce the Green Way message.

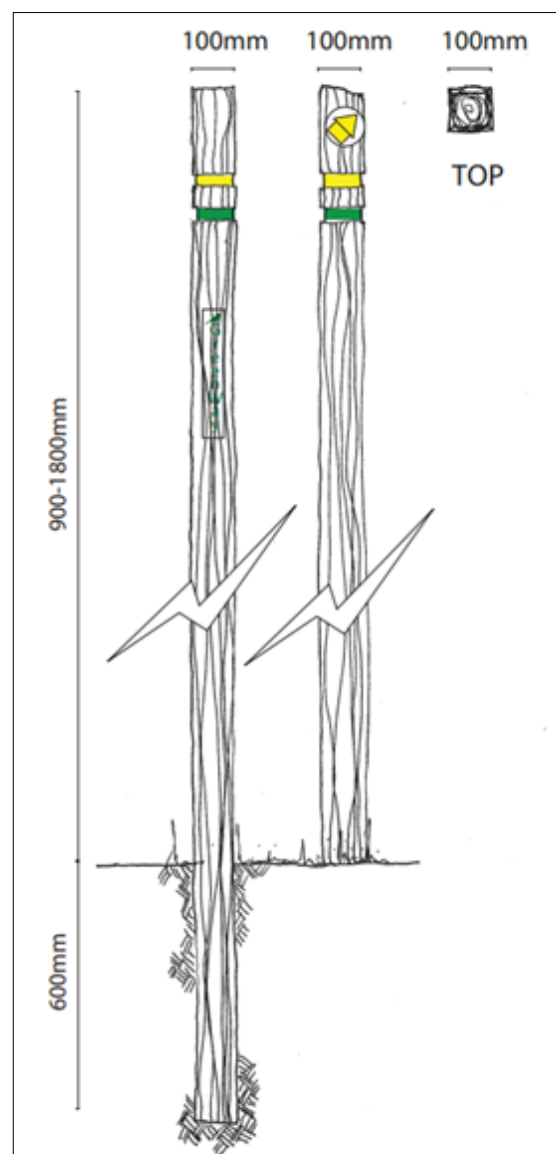
Design

3.18 Standard Waymarker Post numbers and locations are to be agreed with NFDC. Where a few paths or routes are close together, or can create valuable circular walking routes, colour coding is required to define each route, or to indicate routes of various lengths. This needs to be explained on local interpretation boards.

Method of Displaying and Fixing

3.19 The design of the waymarker post should sit within the parameters set out below:

- 100mm x 100mm square section of Forest Stewardship Council (FSC) accredited oak or similar hardwood (On occasions different materials may be considered, but this would need to be checked and signed off by the relevant NFDC officer, prior to manufacturing).
- The post should be between 900mm to 1800mm high above ground level.
- The top of the post should be chamfered and weathered to the rear of the post.
- Use recessed painted bands as required to waymark various circular walking routes, as detailed on an interpretation artwork, band to be set 200mm from top to post, 30mm wide and 5mm – 10mm deep. Panel to be 50mm x 300mm.
- Typeface shown here is 'Filson Pro (regular)'.
- Digital artwork can be supplied if required.
- The end grain of the post should be either capped or profiled to allow water to run off.
- Text and logo should be coloured or black infilled etched.
- The minimum font size for all signage information should be minimum 16 points.
- The base of the post should include a free drain material.



Information Board Front Elevation & Section
1:10@A4

Greenway Waymarker Roundel

Purpose

3.20 Waymarker roundels are designed to augment waymarker posts along routes or to add to existing posts and features where additional posts are not needed or may be inappropriate. They may be plain markers or directional where needed.

3.21 NFDC Environmental Design Team will hold a stock of roundels for use on all schemes.

Materials

3.22 The printed disc waymarker roundel should be robust and long lasting and resistant to vandalism, UV light degradation and delamination. When they are no longer performing properly, they should be easily removable. Its materials should be suitable for reuse and/or recycling when it reaches the end of its useful life.

3.23 Material choice options are:

- Polycarbonate reverse printed (minimum 3mm thickness),
- Aluminum (durable material but may limit graphic content),
- Stainless Steel (minimum 304 grade, 316 grade in coastal areas), etched and colour filled text / graphic content.

3.24 A sticker version of the waymarker roundel can be made available for temporary use.

Size and Installation

3.25 The requirements of the Waymarker Roundels are set out as follows:

- The minimum size requirement is 76.2mm diameter.
- Landowners or occupiers should be consulted about any new waymarking.
- Old waymarks which are no longer relevant should be fully removed before new discs are attached.
- Waymarkers should not be attached to trees.
- The printed roundel disc detail shall be installed to existing street furniture or fingerposts using stainless steel secure screws.
- Where a sticker roundel is more appropriate to use (for instance, due to the availability of a metal surface) this should be affixed to a clean surface with the appropriate type of adhesive for the surface to be used.



*Waymarker Roundel Graphic
Not To Scale*

Dog Activity Area Signs

Purpose

3.26 Such signage will identify areas and features specifically created for the use of dogs within the wider Green Way space e.g. identifiable off-lead areas and provision of dog specific agility equipment. The signage will also set out the expected behaviour and control of dogs in these areas.

Materials

3.27 The sign should be robust and long lasting by being resistant to vandalism, UV light degradation and delamination. Its materials should be suitable for reuse and/or recycling when it reaches the end of its useful life.

3.28 Material options are:

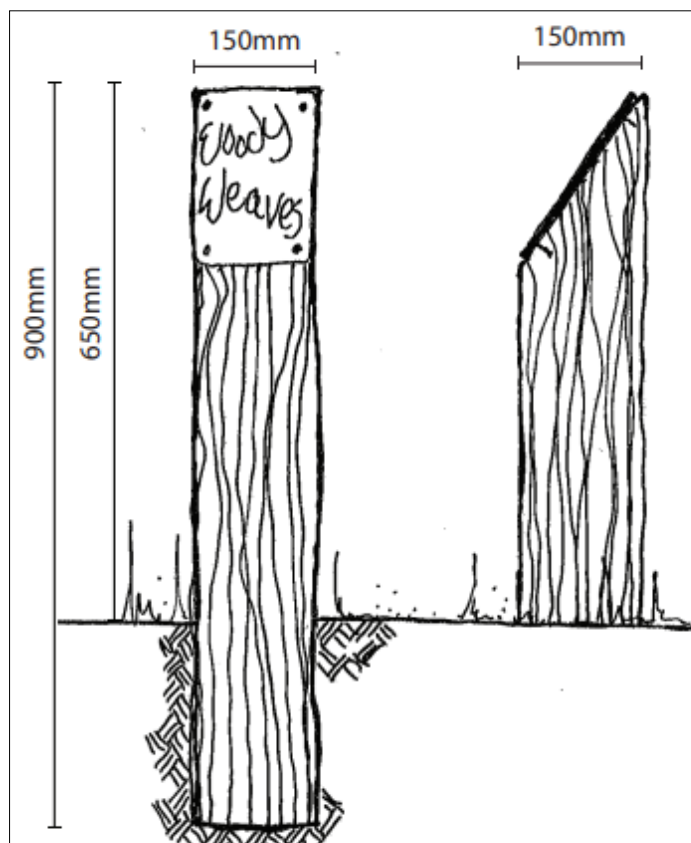
- Aluminum Composite Materials (minimum 3mm thickness),
- Aluminum, or Stainless Steel (minimum 304 grade, 316 grade in coastal areas), etched and colour filled text / graphic content.

3.29 A sticker version of the waymarker roundel can be made available for temporary use.

Size

3.30 The size requirement for posts is 150mm x 150mm x 900mm.

3.31 The minimum font size for all signage information should be minimum 16 points.



*Dog Activity Area Sign Post Sections
Not To Scale*




An Example of Dog Activity Area Signs

3.32 The standard graphic details are as follows:

• DOG ACTIVITY TRAIL •

JUMP AROUND

Will your dog jump over the hurdles?
Don't get dizzy running in circles!



Or train your dog not to run underneath

Green Way
PLACES FOR PEOPLE AND HEALTHY

• DOG ACTIVITY TRAIL •

LOG WALK

Will your dog be able to balance on the log walk?
Help them by standing at the side or far end and call them to you




Green Way
PLACES FOR PEOPLE AND HEALTHY

• DOG ACTIVITY TRAIL •

TOP DOG PODIUM

Will your dog jump up and 'sit'?



A winner!
Time for a treat and a rest.

Green Way
PLACES FOR PEOPLE AND HEALTHY

• DOG ACTIVITY TRAIL •

UNDER AND OVER



See if your dog will go through the tunnel first, and then over the ramp

Green Way
PLACES FOR PEOPLE AND HEALTHY

• DOG ACTIVITY TRAIL •

TUNNEL TIME!

Double tunnels this time!
Can you race your dog over the footpath?




Green Way
PLACES FOR PEOPLE AND HEALTHY

• DOG ACTIVITY TRAIL •

WOODY WEAWE

Can you guide your dog through the posts?



Try using a treat or favourite toy to encourage your dog to weave

Green Way
PLACES FOR PEOPLE AND HEALTHY

4 Implementation

Foundations/Anchors of Signage and Panels

4.1 All signage and panels will be required to be appropriately secured to the ground or existing street furniture/signposts. Where foundations into the ground are required, careful consideration must be given to ensuring that the foundations are designed and constructed to maximise their longevity and minimise long term harm to the environment.

Management/Maintenance

4.2 Land management plans for the spaces and routes will need to incorporate provision for keeping signs clean and legible. Structures and features should be designed and implemented with longevity in mind but as with all parts of the ANRG and Green Way projects, a program and provision for repair and replacement will need to be included within land management plans.

Phasing

4.3 Many Green Way projects will link to others or are proposed for delivery as a part of a larger project. Rather than await the delivery of all parts of a scheme (which, on occasion, may take a considerable period of time), it is expected that signage and interpretation will be delivered for each stage as it is opened to the public and that allowance is made for regular review (every five years).

4.4 This will enable interpretation panels within lecterns and noticeboards to be replaced with updated maps and information after each phase and additional waymarkers be added or adapted at the time when a new connection becomes available. For example, phase 1 of a housing development should deliver ANRG space at the time that dwellings are occupied, but later phases of development delivering further ANRG and connecting to that original ANRG, will trigger the need for an updated interpretation board covering the new wider ANRG network within its map and the scope of its text.

Submission and Approval Process

4.5 For Green Way projects provided on-site as part of residential-led developments, the signage strategy will need to be approved as part of the planning approval for the development. This will usually be secured as part of a site wide condition covering hard and soft landscape included in the planning approval decision notice.

4.6 Projects delivered by the Council itself will be required to be accompanied by a signage strategy, prepared in accordance with this guidance document.

5 Appendix A

Example of Interpretation Board



Oak frame

Graphic panel: A1 size

Branding:

Green Way / NFDC logo
Town / Parish logo if required

Place name

Site specific text

Website and social media links

Instructional and responsible
behaviour messages

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

Green Way text:
see Appendix B.

6 Appendix B

Green Way Text Contents

What are Green Way Spaces about?

6.1 Green Way is designed to provide walking and recreational opportunities in close proximity to residents and visitors, especially dog walkers, to relieve the pressure on the sensitive areas across the New Forest National Park and the coast. Further information can be found at www.newforest.gov.uk

Text

6.2 The following contents should be included in the Interpretation Board:

- Place name: xxxxxxxxxxxx
- xxxxxxxxxxxxxx is managed by xxxxxxxxxxxxxx. Report an issue by calling xxxxxxxx, visiting www.xxxxxx, or by messaging us on Facebook (add Facebook logo).
- Instructions and behaviour:
 - Help us keep xxxxxxxxxxx a lovely place to be...
 - Be considerate – This space is for everyone to enjoy.
 - Be responsible – Stay safe by using this space as it is intended.
 - 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 we can keep the area safe and clean.
 - Do not drop litter – Litter is dangerous for humans and wildlife and looks unsightly.
 - No Cycling - This is not a cycle route.

Example Text

6.3 People old and new to Gang Warily often ask what the name means and why it was given such a bizarre and unusual name. This dates back to a historic confrontation between the English and Scottish in the battle of Bannockburn in 1314 where the fast thinking ingenuity of the Scottish troops covered the ground with four pointed spikes (caltrops), and crippled the advancing English cavalry consequently leading to a Scottish victory.

6.4 Many years later the Drummond Clan, who played a pivotal role in the battle, were commended and granted permission to use the caltrops symbol in their coat of arms and the Drummond Clan Motto became the Latin ‘Gang Warily’, translating literally as ‘Go Carefully’.

6.5 It was not until 1772 when the Drummond Clan moved to Hampshire that they acquired large areas of land in Southampton. Part of this land was named ‘Gang Warily’ and when sold to Fawley Parish

Council for a local sports and community centre it was rather fitting to keep the name.

6.6 (Wildlife)

6.7 This part of Gang Warily was used previously as a golf course, and since its closure, has been managed simply as a hay meadow. This has allowed the flora and fauna to develop to provide a rich and varied ecology, helped by keeping the old features of the golf course that provide a variety of habitats and micro climates that provide homes for our common species of insects, birds and small mammals.

6.8 You will see that parts of the site are fenced off to allow the wildlife to thrive, undisturbed by humans and dogs, and the whole site will be managed to encourage as much wildlife as possible.

6.9 Please respect the wildlife that lives here.

7 Appendix C

New Forest District Council Standard Typeface

7.1 The following two standard typeface are used in New Forest District Council, which are recommended to be applied for the signage design:

- **Arial (Medium, Bold):** this typeface has been used for all correspondence, internal documents, PowerPoint and the website. This is the font staff will usually use on a day-to-day basis.
- **Frutiger (Light, Roman, Bold, Black):** this typeface has been used for all corporate publications produced professionally by the design team and printers. It is a legible, clean, simple font available in four weights.

7.2 The font for 'Green Way' and 'Spaces for People and Wildlife' text should be **Myriad Pro (Semi-bold)**.

7.3 The font for the tile of the Dog Activity Signs should be **Comic Scan MS (Bold)**.

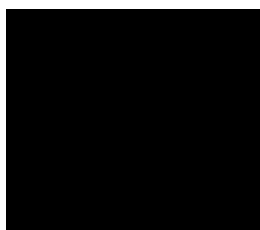
New Forest District Council Standard Colour

7.4 The following two standard colour are used in New Forest District Council, which are recommended to be applied for the signage design:

- **Pantone 321:** Process C=100, M=0, Y=30, K=23
- **Black:** Process K100

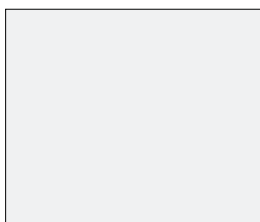


Pantone 321
C=100, M=0, Y=30, K=23

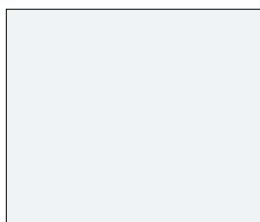


Black
C=0, M=0, Y=0, K=100

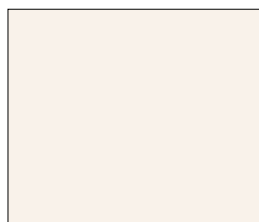
7.5 The background colour should be considered carefully, for example, white is often too bright while neutral tones and colour are more visually accommodating within a rural context. The following neutral tones are recommended:



Neutral Tone 1
C=0, M=0, Y=0, K=6



Neutral Tone 2
C=2, M=0, Y=0, K=4



Neutral Tone 3
C=0, M=3, Y=6, K=2

