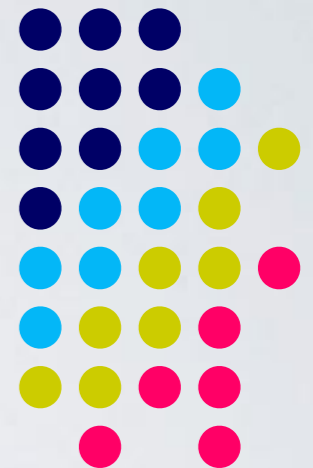


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A24  
LONDON ROAD  
WEST SIDE

Cycle signage issues at  
Croft Road bus stop



# Northbound opposite Station Approach

Obscured “Dual use” Sign?

Obscured “No Cycling” Sign?  
Its size and position implies that cycling on the highway (A24 Northbound) is not permitted.

The “Dual use” Sign on the post is cute, rather small and conflicts with the painted cycle route sign.





The “No Cycling” sign on the right on the pillar supporting the sign is ambiguous.

A “Pedestrian” roundel painted on the footway would be better.

The “Shared use” sign on the left on the pillar supporting the sign is ambiguous, redundant and conflicts with the painted path sign.

The painted “SLOW” instruction might be useful, twenty or so yards further up the slope.

Segregate cyclists and pedestrians earlier

A “Shared Use” roundel painted on the footway would be better.



Continuing Northbound, there are “No Cycling” signs past the Bus stop where the pavement is wide enough for dual use and there is no danger of pedestrian/cyclist conflict.  
If the signs south of the Bus stop are effective there will be no cyclists at this point.

This little bollard is a nice design. The sign is a good height for cyclist awareness, it is large enough to be visible and its message understood. It points in the wrong direction.





There is an arrow on the road telling you what to do heading Northbound

Heading southbound, the arrow is on the far side (just below the road name sign).



The South side direction arrow seems to imply that the cyclist should mount the pavement.

Better to elongate the arrow to follow the curve of the road.



# Heading Southbound from Ashcombe Road



No indication as to who the lanes belong to.



Painted signs would make it clear.



Lamp post in middle of cycle lane despite representations and installation contract.

SCC Highways sign completely blocks Cycle Lane. It should be above 2.1 metres



Sign to Town Centre misleads users into thinking there is a short cut through Croft Avenue. The sign is too high for Cyclists and unclear against the bright southern sky.



Placed here, the “Town Centre” sign is clearly aimed at cyclists, particularly combined with the elongated arrow. You can also get rid of a post.

## Signage Considerations



Cyclist will ride looking towards the ground 6 - 10 Metres ahead. Given the poor state of the surface, the lower limit is more likely. Signs 2 Metres above the ground are less likely to be observed.

Too many signs clutter the environment and lead to information overload.



It is more productive to tell people what they can do rather than what they cannot do.

Pictures are better than words.

When designing for cyclists, consult cyclists: MVCF is a [free](#) resource