



**Northumberland
Coast**
National
Landscape



Highway & public realm design guide

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Version Control and Approval

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Chapter 1

Purpose of the Highways and Public Realm Design Guide



Purpose of the Highways and Public Realm Design Guide

Introduction

This design guide offers guidance to those involved in the construction, maintenance or management of transport infrastructure and the public realm within the Northumberland Coast Area National Landscape. This may include works undertaken by highway authorities, utilities companies, developers, landowners, environmental organisations or voluntary groups. It forms part of a suite of design guides for the built environment of the Northumberland Coast National Landscape.

Purpose

All of the guidance in this Design Guide should be regarded as good practice to be applied to all works that affect transport infrastructure and the public realm within the National Landscape.

Subsequent sections consider each of the main components that create the appearance of roads, streets and public realm areas – traffic signs, car and cycle parking, public transport, gateway features, surface materials, street furniture and lighting.

Design advice is summarised in a set of core principles followed by a toolkit of design elements. The ambition of the National Landscape team is to ensure that a careful and minimalistic approach to design is taken, that takes account of the special qualities of the Northumberland Coast National Landscape whilst ensuring that any necessary infrastructure performs its intended function. This will help to ensure all works are in keeping with the character of the National Landscape and the policies contained within the AONB Management Plan.





Chapter 2

Protecting the Character of the National Landscape

Protecting the Character of the AONB

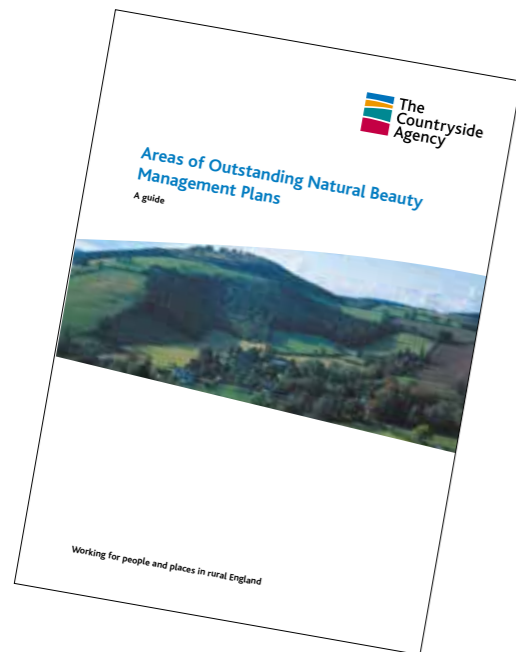
Northumberland Coast National Landscape

What is a National Landscape?

A National Landscape is a precious landscape whose distinctive character and natural beauty are so outstanding that it is considered worthy of special protection.

The main purpose of the National Landscape designation is to conserve and enhance the natural beauty of the landscape. Where 'natural beauty' includes flora, fauna and geological and physiographic features and 'landscape' encompasses everything – 'natural' and human – that makes an area distinctive: geology, climate, soil, plants, animals, communities, archaeology, buildings, the people who live in it, past and present, and the perceptions of those who visit it.

AONB Management Plans: A guide (CA23).



Northumberland Coast National Landscape

The Northumberland Coast National Landscape was designated in 1958. It covers an area of 138 sq.km along 64km of the coastline between Berwick-upon-Tweed and the Coquet Estuary and contains some of the most dramatic coastal scenery in Europe: sweeping sandy beaches; rolling dunes; rocky cliffs and foreshores, imposing castles and isolated islands.

The National Landscape covers an area from the historic walled and fortified town of Berwick upon Tweed in the north, to the busy harbour town of Amble, in the south.

Threading through this landscape is an historic network of routes that link isolated farms, farm hamlets, fishing villages and coastal towns. The majority of residents and visitors experience the National Landscape from these roads and it is of paramount importance that any works are sympathetic to their special character and appearance of the rural roads within the National Landscape. This also applies to works in other public places – for example, historic villages, footpaths and cycleways, and beach carparks.

Northumberland Coast National Landscape

Northumberland County Council has a statutory duty to ensure that the natural beauty of the Northumberland coast is conserved and enhanced and to prepare a management plan that sets out policies for the management of the National Landscape.

To assist the council in the conservation and enhancement of the Northumberland Coast National Landscape, the Northumberland Coast team was formed in 2003. Comprising of local people, representatives of statutory agencies and interest groups, the team guides the policies of the council and the work of the staff team.

The role of the National Landscape team is to pursue and champion the purposes of designation of the Northumberland Coast National Landscape and to assist in the delivery of the partners' statutory duties and other management aspirations in respect of the National Landscape.

Core Principles

The Northumberland Coast National Landscape is a precious landscape of international importance. Therefore, it is essential that the highest standards of design, maintenance and management be applied to any works that affect the fabric of this valuable landscape.

The design of transport infrastructure and the public realm within the National Landscape has a significant role to play in shaping the character and quality of the local area served.

Local authorities along with other bodies have a statutory duty of care to Areas of Outstanding Natural Beauty. Section 85 of the Countryside and Rights of Way Act 2000 states that:

'In exercising or performing any functions in relation to, or so as to affect, land in an area of outstanding natural beauty, a relevant authority shall have regard to the purpose of conserving and enhancing the natural beauty of the area of outstanding natural beauty.'

The Northumberland Coast National Landscape has prepared this Design Guide to provide guidance to anyone who is involved in the construction, maintenance or management of transport infrastructure and the public realm within the National Landscape.

The ambition of the National Landscape is to ensure that a careful and minimalistic approach to design is taken, that takes account of the special qualities of the National Landscape whilst ensuring that any necessary infrastructure performs its intended function.



Photo courtesy of Sarah Dyer

Relationship with other documents

This Design Guide has been written to be fully in line with the principles of Manual for Streets (MfS) and Manual for Streets 2 (MfS2), which are supported by the County Council. The Chartered Institute of Highways and Transportation (CIHT) are currently developing a new Manual for Streets. The revised Manual for Streets will update and bring together the existing Manual for Streets and Manual for Streets 2 under the name 'Manual for Streets'. It is not expected that any of the principles will change, but if necessary updates will be made to this guide to reflect any changes.

Streets and roads make up around three-quarters of all public space - their design, appearance, and the way they function have a huge impact on the quality of people's lives as well as economic and social vitality and environmental sustainability. Getting the technical advice right and making sure it is used is therefore crucial to deliver better public spaces.

Where there are detailed differences in guidance between MfS / MfS2 and this AONB Design Guide, the design guide shall be followed.

The **Design Manual for Roads and Bridges (DMRB)** is often used for detailed highway designs, but should not generally be the starting point for the design of streets and public realm in the AONB. DMRB is the standard of National Highways and is primarily intended for major highways.

Where it is applied to highway layouts it should be done so in a way which respects the overall principles set out in this document, which are derived from MfS and MfS2.

DMRB should be referred to for detailed guidance on all structural works such as retaining walls and bridges.

The traffic signs manual gives guidance on the use of traffic signs and road markings prescribed by the Traffic Signs Regulations

Well Managed Highway Infrastructure – A Code of Practice has been published by the UK Roads Liaison Group and sets out good practice for the management and maintenance of all highways. Principles set out in the Code of Practice should be applied in the design and approval of new streets.

Alignment with the Traffic Signs Regulations and General Directions (TSRGD)

The Traffic Signs Regulations and General Directions (TSRGD) gives advice to traffic authorities and their agents on the correct use of signs and road markings. Deviating from the precise guidance in the Traffic Signs Manual is not necessarily unlawful, however, as long as it is not contrary to any regulations or directions set out in the TSRGD,

On the use of warning signs, Chapter 4 states:

'To be most effective, however, they should be used sparingly. Their frequent use to warn of conditions that are readily apparent tends to bring them into disrepute and detracts from their effectiveness, unjustified signing should not be used at individual locations simply in response to complaints from the public.'



Alignment with Countryside and Rights of Way Act 2000 (CRoW Act 2000)

The CRoW Act came into force in November 2000. Part IV (sections 82 to 93) of the Act covers AONBs. Section 85 sets out the responsibilities all public bodies in relation to Areas of Outstanding Natural Beauty:

'In exercising or performing any functions in relation to, or so as to affect, land in an area of outstanding natural beauty, a relevant authority shall have regard to the purpose of conserving and enhancing the natural beauty of the area of outstanding natural beauty.'

Alignment with the Road Traffic Regulation Act 1984 (the RTRA84)

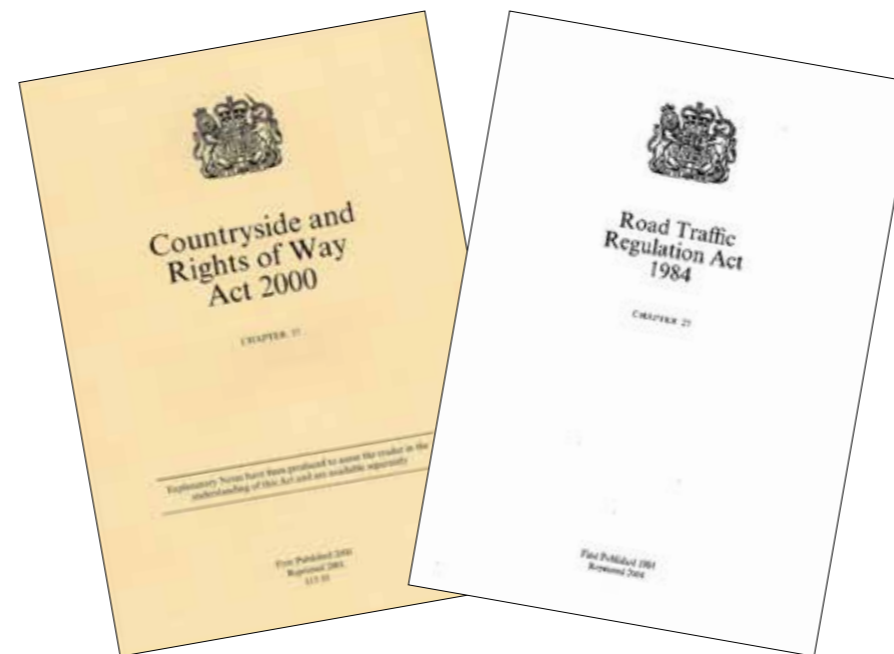
The obligation imposed by the Countryside and Rights of Way Act 2000 is not dissimilar from the obligation of the RTRA84. While section 122 of the RTRA imposes a statutory duty on authorities

'...to secure the expeditious, convenient and safe movement of vehicular and other traffic (including pedestrians)...' the section also states '...so far as practicable having regard to... the effect on the amenities of any locality affected...'

Interpretation of duty to the AONB

The CRoW Act places a requirement on authorities to consider the conservation and enhancement of the AONB in everything they do that affects the area. This means that, to satisfy the legislation, policies that a highway authority generally applies across its area must be specifically reviewed before being used in the AONB. The organisations covered by the Act are outlined in Appendix 1 of the CRoW.

Settlements and roads within the AONB should be subject to a signs audit to ensure that they are not oversigned and, in particular, that old, redundant signs, such as 'New road layout ahead' have been removed.















Policy References:

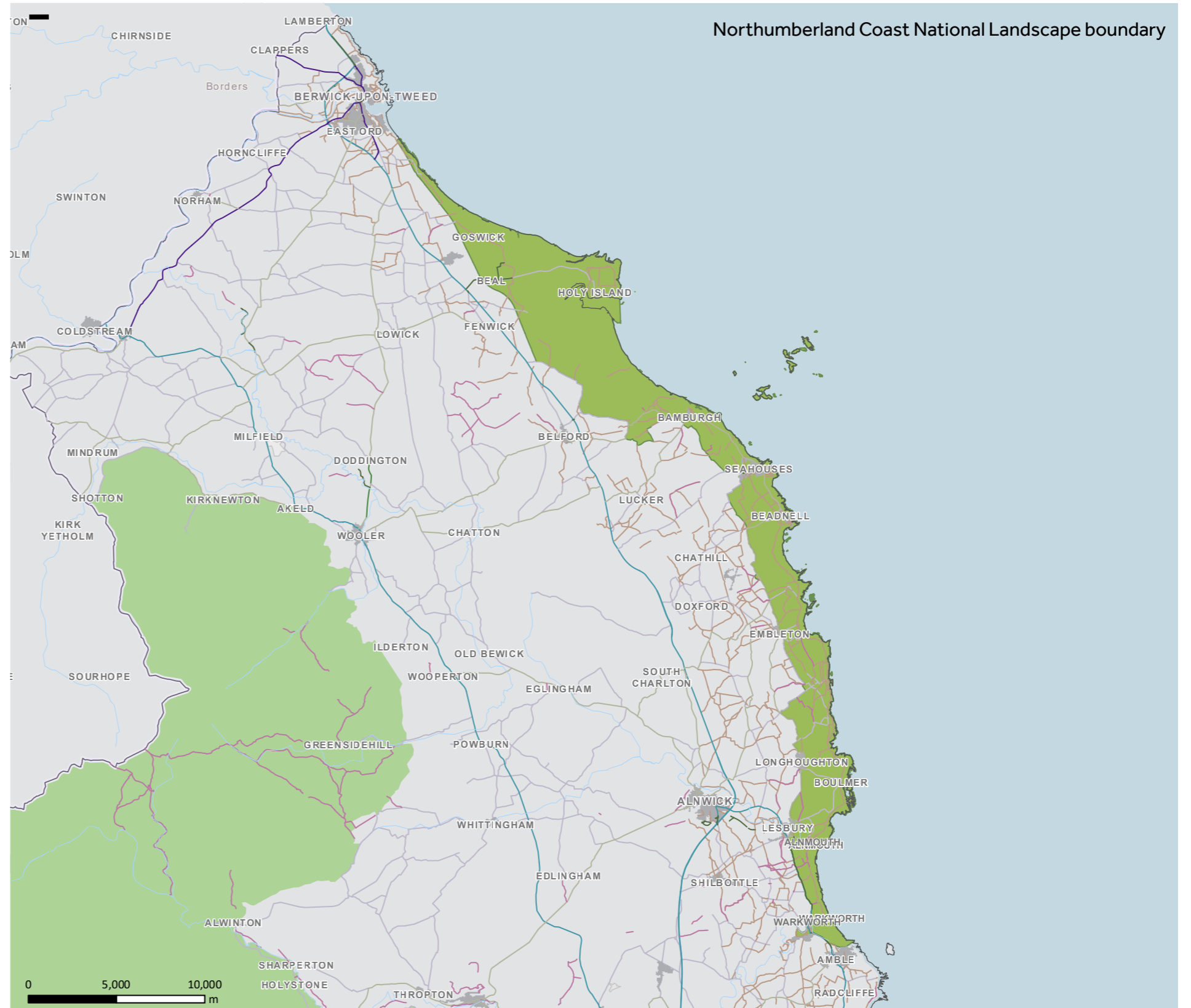
- [Manual for Streets](#)
- [Manual for Streets 2](#)
- [Design Manual for Roads and Bridges \(DMRB\)](#)
- [Traffic Signs Manual](#)
- [Well Managed Highway Infrastructure – A Code of Practice](#)

Where does the Design Guide apply?

This document brings together all the physical features that affect the appearance of the roads, streets and public realm areas within the National Landscape. It provides guidance and policies on appropriate measures to reduce the influence of those features that detract from the natural beauty of the area and recommends measures to conserve and enhance those that add to the character and distinctiveness of the National Landscape.

This guidance covers the whole of the Northumberland Coast National Landscape as shown on the adjacent plan.

-  Northumberland Local Authority Boundary
-  Settlements
-  Trunk
-  Primary
-  Secondary
-  Tertiary
-  Residential
-  Tracks
-  Bridleway
-  Cycleway
-  Northumberland AONB Boundary
-  Public Rights of Way



Chapter 3

Toolkit



TOOLKIT

Gateway Features

Use of gateway features

At present the Northumberland Coast National Landscape designation is poorly recognised, with many local people and visitors not aware that they are in a National Landscape. The use of gateway features is one way of increasing awareness.

The use of well designed and appropriately sited gateway features play a significant role in alerting drivers to a change in street character, from the rural highway to a more people-focussed environment suited to lower traffic speeds and volumes, where drivers are more likely to need to interact with other road users and take greater care.

Although every place is different, the point of entry and exit marks a key transition between road and public space, helping to inform drivers of a change in priorities. Gateway features should therefore seek to reinforce a sense of place, with a discontinuation in typical highway design from the gateway onwards.

Types of gateway features

National Landscape gateway features

Gateway features are used to define the entry points into the National Landscape from the road network. If properly designed, a boundary feature when combined with other traffic calming features can act as a speed reducing measure.

For example, the Gateway Feature at Amble acts not only as an entrance to the National Landscape but also to the town of Amble. Constructed from naturally robust and high quality materials; the green oak posts inspired by the distinctive local fishing boats and the glass blocks reflecting the broad panoramic skies of Northumberland.

Uniformity of National Landscape gateway features is sought to ensure that the our identity as a National Landscape is reinforced, and the character is protected.

Settlement gateways

Gateway features at the entrance to villages and settlements have become increasingly popular over recent years. Their aim is similar to that of the National Landscape boundary features in that they seek to convey a sense of place and influence the behaviour of travellers passing through them. Gateways can create an impression that the carriageway is narrowing and usually carry messaging in addition to the settlement name.

Settlement gateways within the National Landscape should be consistent, in line with Gateway signing into the National Landscape Area.

To have maximum impact on drivers, gateway features should be sited so that drivers are not encountering them too suddenly.

Policy:

- A gateway feature **may not be appropriate in every situation**. Before introducing new elements into the scene, careful consideration must be given to the impact upon the character and natural beauty of the area.
- The local highway authority should **consult the National Landscape Team** when applications for gateway features are made within the National Landscape. NCC Highways Improvement team will need to consult prior to issuing design brief.
- Gateway features should **reflect the style, materials and distinctive characteristics of the surrounding area**.
- Once within a settlement gateway centreline markings should be removed to minimise urbanisation and reinforce their rural nature. This approach has a dual benefit of also encouraging slower driving speeds by encouraging drivers to negotiate for space with other road users, a practice which encourages greater care. Any removal of centre line road markings will need to be subject to a road safety audit under NCC current best practice.
- Settlement signing within the National Landscape **should be consistent**, in line with Gateway signing into the National Landscape.
- **Settlement gateways may reference the National Landscape**.
- Further information on street name plates can also be found on p.18.



The Northumberland Coast National Landscape Gateway Feature, Amble



Specially designed gateway feature, reflecting the style and materials of the surroundings, South Downs National Park



Northumberland Coast National Landscape Gateway Feature, Craster



Gateway signage should avoid the use of standard 'off the peg' products which do not reflect the character of the National Landscape

Designers Notes:

- This approach can also be reinforced through carriageway narrowing, a change in road materials and an introduction of street furniture and greening, marking a clear distinction from the highway.
- The materials palette used at gateways should draw a distinction between the highway and the settlement envelope, with careful consideration for the local built context and surrounding natural landscape. This guidance does not seek to determine the nature of the materials used for each settlement within the National Landscape, as each should have regard for their individual local setting.

Surface Materials

Use of appropriate materials

Whilst asphalt and tarmacadam will remain the predominant surface material for highways in the National Landscape, there are opportunities for some variation to articulate key spaces and to reflect local characteristics.

Policy:

- The local highway authority should **consult the National Landscape Team** when proposing alternative materials within the highway.
- The Area Office or Asset Management Team should **consult the National Landscape Team** for maintenance schemes.
- Surface materials should **reflect the style, materials and distinctive characteristics** of the surrounding area.
- Material palettes should favour **natural materials and inert colours**.
- Quicksetts can be used in places where traffic is light both in weight and volume for example to delineate on street parking bays.
- Further information on street name plates can also be found on p.18.



Local aggregates and chippings can be used to articulate key spaces and reflect local characteristics.



Quick setts are not appropriate for use on heavily trafficked routes

Designers Notes:

- There are opportunities for local aggregates and chippings to be added or rolled into standard surface materials to articulate key spaces and to reflect local characteristics.
- Aggregates added to a road surface need to be to specification and also of a robust nature. Natural aggregates tend not to be precoated, and are therefore prone to plucking and subsequent surface failure. Harden Red is the predominant coloured aggregate in Northumberland.
- Setts and cobbles are only appropriate to low-speed roads and streets, but they will continue to provide a distinctive component of many settlements within the National Landscape. The careful use of small areas of setts may be appropriate to help define informal places and parking bays, and the skills required to lay them correctly and minimise maintenance will need to be actively promoted.
- The use of quicksetts in areas with heavy traffic within Northumberland has been halted due to failure.

Coloured surfacing

Careful consideration must be given to the use of coloured surfacing materials to demarcate cycle lanes, parking bays, walkways or village gateway entrances within the National Landscape.

Highly visible colours have an adverse effect upon the natural beauty of the rural landscape and should be avoided.

Policy:

- **Coloured surfacing in bold colours such as red and green is not typically supported**, particularly within settlements.
- Where sections of road are to be treated with a high friction surfacing material to improve the skid resistance of the road, **a grey coloured material should be used in preference to buff.**



Coloured road markings in Lesbury detract from the historic village setting



Coloured surfacing should not be used in the National Landscape

Kerbs

Within the National Landscape traditional stone kerbs should be maintained within settlements. The use of concrete kerbs has a negative impact on the National Landscape and should be avoided where ever possible.

Where there are concrete kerbs currently, these will be maintained. Where the use of concrete kerbs is essential and no alternative is possible they should be battered / tumbled to minimise their visual impact.

Policy:

- **Traditional stone kerbs should be used**, particularly within settlements.
- **Concrete kerbs should not be used** in the National Landscape.

Designers Notes:

- Where there are concrete kerbs currently these will be maintained.
- Where concrete kerbs are essential and no alternative is possible they should be battered / tumbled.

Footways

The construction of new footways can have an adverse effect on the visual amenity of the National Landscape if they are not sensitively integrated into the surrounding landscape. Rigid adherence to modern highway design standards and the use of inappropriate materials in the rural environment can have a detrimental effect.

Policy:

- The local highway authority / Area Office / Planning Department should **consult the National Landscape Team** when new footways are proposed.
- The construction of new footways, and improvements to existing routes, **must preserve and enhance the character and natural beauty** of the landscapes through which they pass.
- **New cycle routes should be sensitively designed** to fit into the pattern and topography of the surrounding landscape.
- **Natural, local materials should be used.**
- **Coloured surfaces should not be used.**
- The number of **signs should be kept to an absolute minimum.**
- **Surface markings should only be used where there is a reasonable safety concern.**



New footway has an urbanising effect on the character of new development Beadnell

Designers Notes:

- Transport infrastructure for new developments needs to reflect the historic character of the National Landscape. This can be achieved by reflecting the traditional layout through narrowing access roads and junctions; and the positioning of parking to the rear of buildings with development enclosing footways.
- The use of local materials should be considered in built aspects of transport infrastructure including for surfacing, setts and enclosure, however the safety of users may exclude the use of setts for surfacing.

Tactile Paving

The use of tactile paving surfaces is important because these surfaces convey vital information to vision impaired and other people about their environment, including hazard warning and directional guidance, thereby supporting independent mobility.

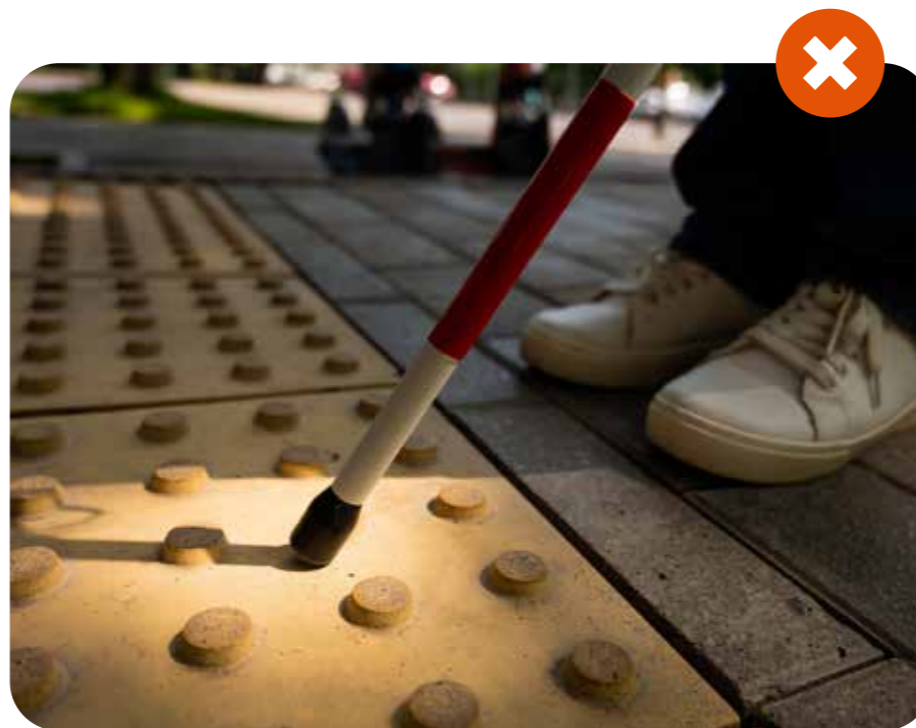
When moving around the public realm, vision impaired people will actively seek, and make use of, tactile information underfoot, in particular detectable contrasts in surface texture. It is therefore important that tactile paving is used correctly and consistently, so that conflicting and confusing information is not conveyed.

Policy:

- **Visual contrasts should be used to accentuate the presence of of tactile paving.** This will enable many people to use their residual vision to obtain information.
- The Department for Transport's publication '[Guidance on the Use of Tactile Paving Surfaces](#)' **allows for relaxation of the colour requirements may be in sensitive locations such as the National Landscape.**
- The choice of materials should reflect the fact that the extent of tonal contrast between the tactile paving surface and the adjacent footway or carriageway can be affected markedly by environmental factors such as light levels and weather conditions (e.g. whether the paving is dry or wet).
- Further information on visual contrast is contained within [ISO 23599: Assistive Products for Blind and Vision-Impaired Persons - Tactile Walking Surface Indicators](#).



Metal stud tactile paving should be used within the National Landscape



The use of coloured tactile paving should be avoided.

Designers Notes:

- The use of tactile paving is set out in the Department for Transport's publication '[Guidance on the Use of Tactile Paving Surfaces](#)'



Cycle routes

Cycle routes are an essential component for visitors being able to enjoy the National Landscape sustainably. However, cycling infrastructure if poorly designed can be inherently urban in nature and detract from the natural environment.

It is important that cycle routes have a high level of user comfort in terms of the materials used and widths provided. This helps to ensure genuine accessibility and encourage use by all ages and abilities. However, this needs to be sensitively balanced with contextually responsive materials.

Policy:

- The construction of new cycle routes, and improvements to existing routes, **must preserve and enhance the character and natural beauty** of the landscapes through which they pass.
- **New cycle routes should be sensitively designed** to fit into the pattern and topography of the surrounding landscape.
- **Natural, local materials should be used.**
- The number of **signs should be kept to an absolute minimum.**
- **Surface markings should only be used where there is a reasonable safety concern.**
- Typically the National Landscape comprises off-road cycle paths. These **should not be laid in black asphalt** as this has poor water retention characteristics and does not respond well to the rural setting.
- **Semi bonded surfaces** are a useful compromise for providing smooth surfaces without significant visual impact.



Semi bonded surface provides less visual intrusion within the National Landscape



Black asphalt routes do not reflect the rural context

Designers Notes:

- Any new cycle schemes within the National Landscape should review the guidance set out in LTN 1/20 - Cycle Infrastructure Design within the context of this nationally important landscape setting.
- Cycle infrastructure within the National Landscape should help to deliver public spaces that are well designed and finished in attractive materials and be places that people want to spend time using.
- The surfaces, landscaping and street furniture should be well maintained and in keeping with the surrounding area.
- Cycle routes offer potential as green corridors for wildlife. Planting should improve biodiversity in addition to enhancing the natural beauty of the National Landscape.
- Planting in parks and rural areas should consider the aesthetic and sensory qualities that create attractive vistas and fragrances as well as practical considerations about maintenance.
- Wooden posts should be used where the cycle route leaves the highway and on traffic free sections.
- Use materials appropriate to the character of the local area, such as timber, to integrate signs into the surrounding countryside



Street Furniture

Street name plates

Street name plates are not traffic signs so are not regulated by TSRGD. Within the National Landscape they are the responsibility of Northumberland County Council.

Aside from the primary aim of identifying the name of a street, they also help to create an identity and character within the National Landscape.

A largely uniform approach should be applied within the National Landscape, with the opportunity for some flexibility to respond to local context. Sensitive colour coding of signs to match with other street furniture is important to protect the character of the National Landscape.

Street names plates should where possible be mounted to walls or buildings to minimise street clutter. Where this is not possible, they should be provided on free standing posts. Consideration should always be given to the approach which is the least visually intrusive.

If provided without due consideration, signage also has the potential to physically clutter footways and other public spaces, reducing the accessibility of those spaces for pedestrians, particularly those using wheelchairs or with pushchairs.

Policy:

- Street names plates should where possible be **mounted to walls or buildings to minimise street clutter**. Where this is not possible, they should be provided on free standing posts. Consideration should always be given to the approach which is the least visually intrusive.
- **A uniform approach should be applied** to signage within the National Landscape, particularly within each settlement
- Signing should be clearly visible so as to fulfil its key purpose, but ensure **provision is to a minimum**.
- **Due consideration should be given to accessibility** when deciding the location of new street name plates to avoid cluttering footways and other public spaces.



Historic street names mounted to building



Street name on metal posts detract from the traditional stone walls

General Direction Signs

Standard Direction Signs

Whilst direction signage is an essential feature of the roadside environment, it can be an intrusive and urbanising element in the landscape.

Standard directional signs have blue, green or white backgrounds depending on the classification of road and are provided for highway safety and traffic management purposes.

In order to minimise the impact of direction signs on the National Landscape a maximum of two destinations should be signed on main routes where ever possible. On quieter routes only one destination should be signed. This also helps to create consistency in route signage, helping to ensure that signage does not alternate between places.



General direction sign with two destinations signed

Policy:

- On main routes a **maximum of two destinations** should be signed where ever possible..
- On **quieter routes only one destination** should be signed.



Only two destinations should be signed at each junction. Too many destinations results in oversized signs which detract from the character of the National Landscape.

Designers Notes:

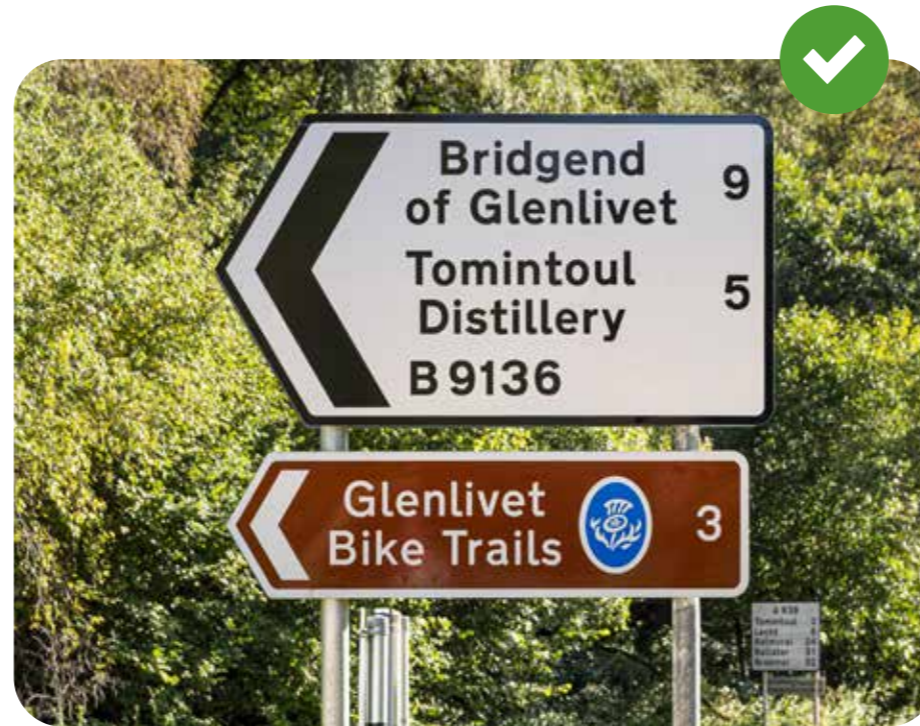
- Maintenance operations should take opportunities to rationalise signs where possible.

Tourist Direction Signs

Brown Signs

Tourism (brown) signing provides an important opportunity for both tourism businesses and local economies. Their primary purpose is to guide those wishing to visit a tourist destination along the most appropriate route for the later stages of their journey, or to show facilities a tourist would not usually expect to find in that area.

The objective of brown signs is to meet the local and strategic needs of visitors and road users in general. Their implementation will be consistent with safe and efficient traffic management and with minimal impact on both the built and rural environment.



Brown tourist sign Glenlivet, Scotland



Signs should be design to the minimum size possible and combined to reduce their impact

Policy:

- The local highway authority should **consult with the National Landscape Team** when applications for brown tourist signs are made within the National Landscape.
- **New brown tourist signs should only be permitted** within the National Landscape **where justification can be clearly demonstrated.**
- For most tourist destinations, signing is **only appropriate within 2 or 3 miles** of the attraction.
- New directional signs **should incorporate the coastal route logo** and separate coastal route signs should be removed.
- **Remove redundant brown signs promptly** (when a business closes for example or where the business no longer meets the criteria (e.g static caravan parks).

Action

- Work with NCC to review Brown Signs policy.

Designers Notes:

- Northumberland County Council '[Policy for the provision of Tourist Direction Signs](#)' provides more information regarding how to apply for a new tourist direction sign.
- Should any tourist signs be requested on a trunk road (A1, A19, A69) then applications must be assessed by National Highways.

The Northumberland Coastal Route

The Northumberland Coastal Route is a recognised tourist route, which is signposted from the Moor Farm roundabout to the junction of the A189 and A19 in the south of the County to the junction of a minor road and the A1 near Belford in the north.



Sign should use the Coastal Route logo only

Policy:

- Signage for the Northumberland Coastal Route **should not always include both the castle symbol and the associated text.**
- **Just the castle logo should typically be used.**
- Both text and symbol **may be required** at major intersections between A or B class roads joining the coastal route.
- Text should be used sparingly and as a reminder.



Sign should use the Coastal Route logo only, to allow overall sign size to be reduced.

Designers Notes:

- Use text sparingly and only as a reminder.

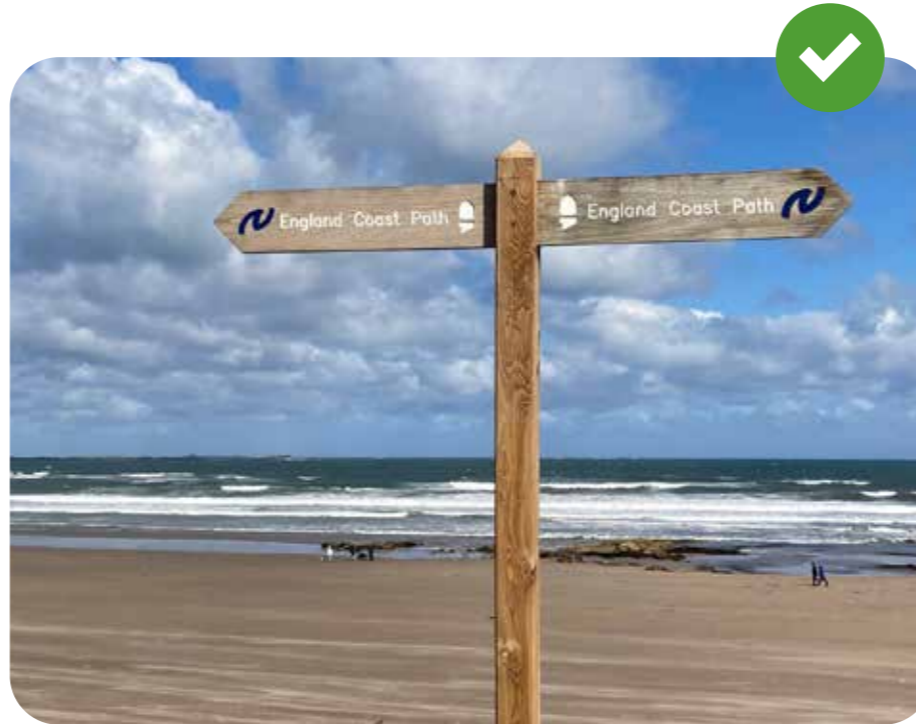
Wayfinding / Public Rights of Way (PRoW)

There is an extensive network of Public Rights of Way (PRoW) within the National Landscape, contributing to the connectivity and enjoyment of the area.

PRoWs typically comprise footpaths and bridleways, requiring signage at key decision points.

Policy:

- Balance should be found between useful wayfinding and **minimising the visual intrusion on the rural landscape.**
- Public rights of way finger posts and waymark posts **should be timber.**
- Waymarking and the number of waymarks on a post should be **kept to a minimum to reduce clutter in the countryside.**
- Surface markings should only be used **where there is a reasonable safety concern.**



Timber fingerpost



Metal posts are more visually intrusive on the landscape

Designers Notes:

- **Unauthorised waymark discs will be removed.**

Advertising signage (non highway signage)

In the National Landscape, the erection of advertising, or similar signs outside settlement boundaries is to be discouraged.

Unauthorised advertising, or similar signs erected within or adjacent to the highway boundary, increase clutter and urbanise the rural landscape, detracting from the scenic beauty of the National Landscape.

The consent of the highway authority is required to erect a sign within the highway boundary. To erect a sign outside the highway boundary, but adjacent to the highway, requires planning consent from the local planning authority.

The highway authority or the local planning authority should take into account the sensitivities of protected landscapes when applications for signs are assessed. The cumulative effect of signs should also be considered; if consent is given for one sign, a precedent may be set for the erection of more, further cluttering the countryside.

Designers Notes:

- The consent of the highway authority is required to erect a sign within the highway boundary.
- Non highway / advertising signs should be carefully considered, with subtle designs that complement their surroundings.
- Non highway signs must be approved through the planning process.
- Any non highway signs placed adjacent to the highway must not resemble or try to resemble any of the signs outlined in TSRGD.

Policy:

- Applications for advertising, or similar signs, within or adjacent to the highway, should only be approved where they are adjacent to the associated premises and where the **design and scale of the sign is appropriate for the location.**
- Signage should be **kept to a minimum** and care must be taken to ensure more popular **areas do not become cluttered.**
- Where possible, **signage should be provided on existing street furniture and not A boards**, except where they add to local distinctiveness, such as historic centres
- **Due consideration should be given to accessibility** of footways and public spaces where new advertising signage is to be provided
- **Garish signage should not be permitted**, with the use of subtle colours and more traditional design as default
- Highways and Planning officers should work together to deal with illegal signs associated with the highway. **Unauthorised signs within the highway should be removed promptly.**
- Further guidance about **when you need to apply for planning consent** can be found at <https://www.planningportal.co.uk/permission/common-projects/adverts-and-signs/planning-permission>



Advertising sign is simple in design and agreed through the planning process



Unauthorised advertising signage detracts from the character of the National Landscape

Temporary Signs

The use of temporary signs is not permitted within the National Landscape unless specifically approved by the planning authority.

Designers Notes:

Housing Development Signs (TSRGD 2016):

- Housing development signs are included within the Traffic Signs Regulations and General Directions 2016 (TSRGD) include provisions for housing development signs.
- Temporary housing signs must comply with diagrams 2701 or 2701.1 from TSRGD 2016 and be yellow with black lettering

Temporary Advertisements on Street Furniture:

- The Town and Country Planning (Control of Advertisements) Regulations 1992 govern the display of outdoor advertisements in England.
- Full details regarding the control of advertisements can be found here: <https://www.legislation.gov.uk/ukxi/1992/666/contents/made>

Policy:

- Temporary signs **must be approved by the planning authority.**
- The applicant shall **submit a schedule** describing where it is proposed that each advertisement shall be placed.
- The applicant shall **submit proof of their Public Liability Insurance for the sum of £10 million to indemnify the Council** against any claim for damages, which may arise resulting from the display of these adverts.
- No advertisement should be erected on traffic signal posts.
- No advertisement should be erected in such a manner as to obstruct a driver's view of any traffic signal aspect or traffic sign.
- All signs must comply with the regulations as set down in The Traffic Signs Regulations and General Directions 2002 (TSR & GD) (Now TSRGD 2016). The signs must conform to Dia. 2701 or Dia 2701.1, and must not include the developers/ builders name.
- Signage should be **no more than 2 miles of the site / development.**
- No advertisement to exceed 0.3m².
- Temporary signs should be **promptly removed** by the Highway Authority once their permitted period has expired.



Approved temporary sign within the highway



Example of an illegal sign within the highway and should be promptly removed by the Highway Authority

Grit bins

Brightly coloured grit bins are out of place in the rural landscape.

Careful positioning and the use of alternative designs and colours would reduce the impact of this street furniture.

Policy:

- Grit bins, waste and recycling bins **should be carefully positioned** to minimise their impact on the National Landscape.
- **Green grit bins should be used** within the National Landscape.
- A programme should be put in place to **replace visually intrusive grit bins**. In each case, consideration should be given to the choice of materials, the colour and the careful siting of these features to reduce the adverse affect upon the character and visual amenity of the area.
- Where practicable **seasonal removal should be considered**.



A grit bin appropriate to its surroundings, Bamburgh



A traditional grit bin, Bibury, Cotswolds National Landscape



The grit bin intrudes upon the visual amenity of this popular tourist destination, Low Newton by the Sea



A green grit bin would have less visual impact

Waste and recycling

NCC support policy that bins **should not normally be provided in rural areas** unless they are in a settlement or regularly serviced main car parks. Bins in rural areas create more litter.

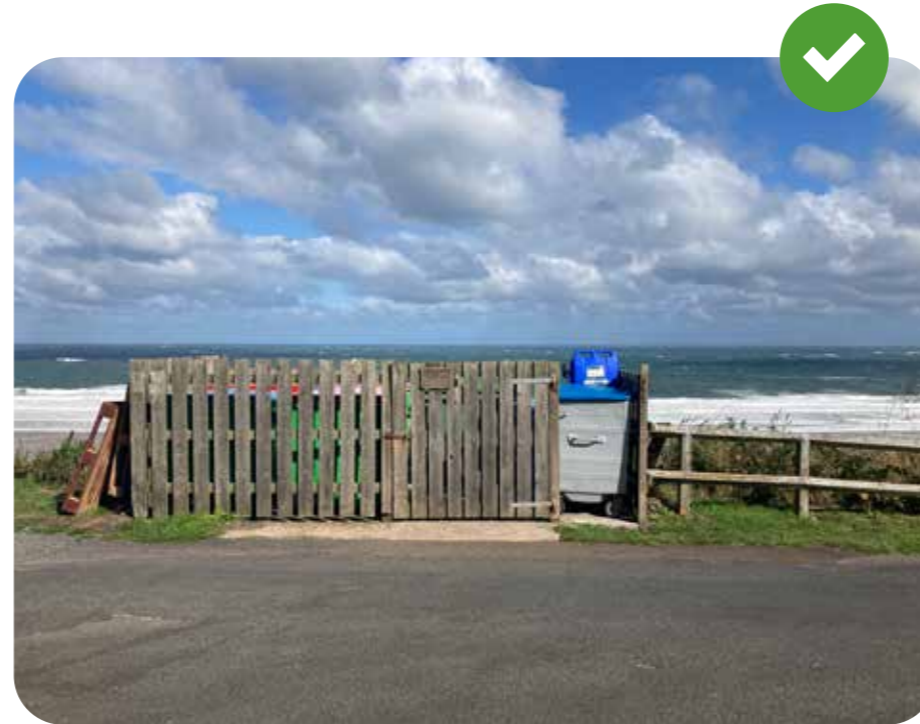
Brightly coloured grit bins, litter bins and dog waste bins are out of place in the rural landscape. Careful positioning and the use of alternative designs and colours would reduce the impact of this street furniture.

Policy:

- **New bins must be approved by NCC.** They must be necessary, and practical for collection on an existing pick-up route where vehicle capacity is available.
- All bins are the responsibility of the Parish Councils. NCC is responsible for emptying them. Ideally bins should be:
 - **In car parks and other rural areas** – 240 litre wheeled bin housed in a timber framework. Bin opening width should be restricted to prevent tipping of household waste.
 - **In villages** - a simple black bin with adequate opening should be used. Size should reflect demand.
- A programme should be put in place to **replace visually intrusive litter bins and dog waste bins.**

Action

- PCs encouraged/supported to rationalise bins



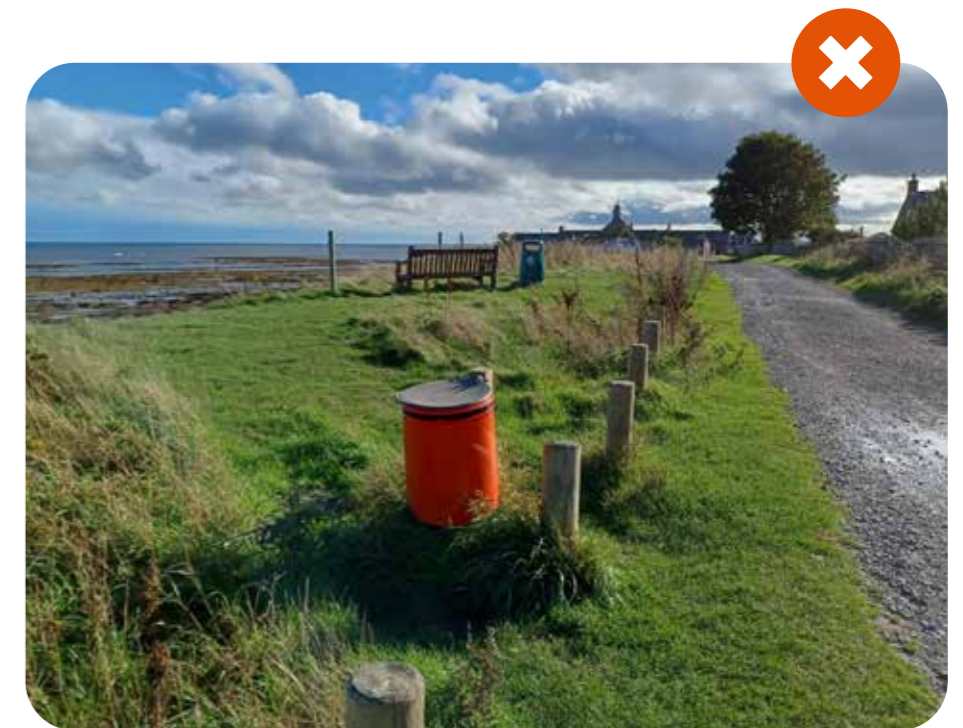
Commercial waste with timber surround used in a car park



Bins should be appropriately sized and black to minimise impact on the National Landscape



Waste bins should be rationalised to limit their impact on the National Landscape



A green or black dog waste bin would have less visual impact upon this rural roadside and should be combined to minimise the impact on the AONB

Guard railing

Guard railing is unsightly and often an unnecessary provision, especially within settlements where speeds are lower.

Such physical separation between the footway and carriageway can often have the unintended consequence of encouraging higher driving speeds by reducing interaction between different road users.

Policy:

- Guard railing **should only be provided where there is a proven safety concern**
- The only suitable use for guard railing within settlements is often directly outside school gates to discourage pupils from stepping into the road, but **coverage should be minimised.**

Vehicle Restraint Systems (VRS)

Although safety fences are visually intrusive, they are an essential safety feature and need to be considered on routes over 50mph.

Policy:

- New barriers **should only be erected where there is a proven need and no other equally effective and less intrusive safety measure is available.**
- Road Restraint Systems must be assessed through a **Road Restraints Risk Assessment Process (RRRAP) prior to installation.**
- **Timber clad barriers** are now available that have far less visual impact. Any replacement will be undertaken through maintenance and therefore, will be responsibility of the Area Office to consider the use of timber clad sections.
- Lattix posts (three or four sided trussed aluminium posts and masts) should not be used.
- Jerol and similar posts that look like the standard posts are acceptable.

Bollards

Bollards offer a useful tool for controlling vehicle access while maintaining access for other users.

They can form part of a place identify in a similar way to signage if provided sensitively.

Policy:

- **Keep use of bollards to a minimum** to have the required effect on vehicle parking and access without having a detrimental impact on the visual amenity of the National Landscape
- Where necessary bollards should be constructed using **traditional materials.**
- The use of **illuminated bollards should be avoided** within the National Landscape.

Roadside Verges

Verges

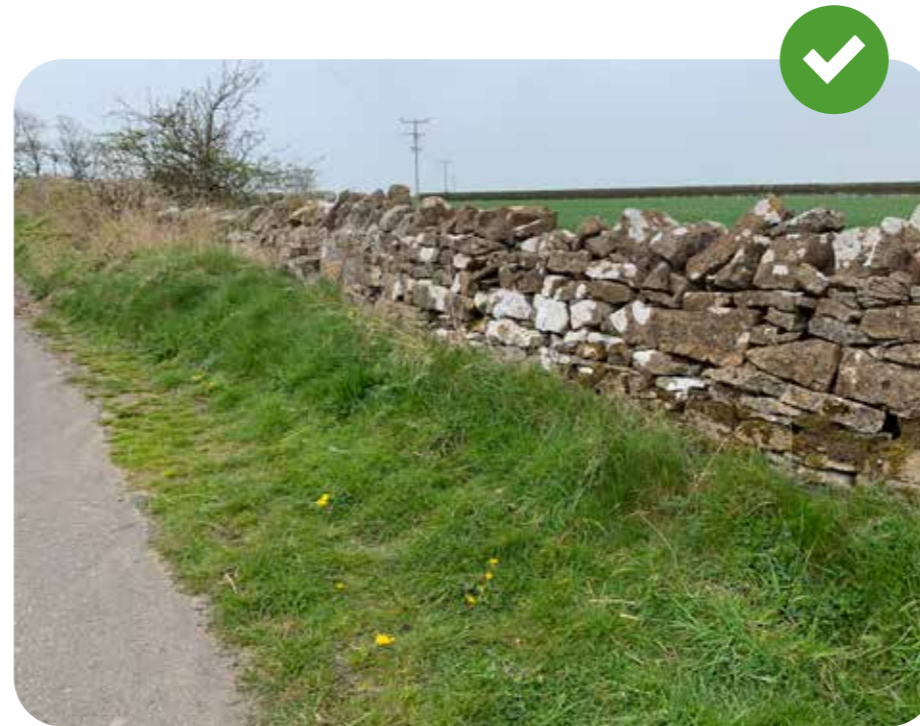
The limit of the public highway for maintenance purposes in the National Landscape is generally up to the boundary hedges, fences or walls. The verge is therefore a part of the highway.

Verges that are well managed are important for road and traffic safety; as visibility splays (especially near road signs or on corners and junctions); as areas to drain water; and to locate utility infrastructure.

Verges also serve a number of other functions, not least as a safe refuge for pedestrians and horse riders. Well managed verges help create attractive public space to use and enjoy and (as many people drive, cycle, walk or ride on rural roads) they are in the public eye, and part of the local scene, more than any other landscape feature or habitat.

Road verges form important wildlife corridors providing links between habitats such as hedgerows, woodland, watercourses, ditches and other grasslands.

They help to protect and maintain sustainable populations of flora and fauna and therefore enable species to adapt to climate change.



Natural verges



Non native species planting detracts from the character and biodiversity of the National Landscape

Policy:

- **The planting of ornamental bulbs on rural countryside verges is discouraged** as this introduces alien species that may compete with indigenous plants and that detract from local landscape character.
- **Maintain the integrity of existing verges** during routine maintenance and road improvement schemes.
- **Highway creep into verges should be avoided.**



Natural verges within the National Landscape

Public Transport

Designing for public transport

The Government and the County Council recognise that bus services will be the main mode for encouraging people to move away from the private car, providing access to work, health, leisure and shopping. To achieve this, we need to ensure that services, stops and shelters are appropriate and of high standards to meet those needs whilst protecting the character and natural beauty of the National Landscape.

The Northumberland Coast National Landscape has a regular bus service to most of the villages and tourist attractions during the summer. There is a less-frequent service during the winter.

The principal bus route along the coast is from Alnwick to Berwick-upon-Tweed or Belford. This route serves Longhoughton, Howick, Craster, Embleton, High Newton-by-the-Sea, Beadnell, Seahouses and Bamburgh.

This route is served by the Coast and Castles Connection (Newcastle to Berwick-upon-Tweed or Belford) and the (Alnwick to Belford service).

The southern part of the National Landscape is also served by the Coast and Castles Connection (Newcastle-Berwick-upon-Tweed/Belford) and Newcastle-Alnwick via Amble and Ashington services.

'Coast and Castles Connection' Branding

New branding has recently been designed to provide an overarching identity to public transport connections within the National Landscape.

Policy:

- The provision and management of bus shelters fall to Parish Councils. Northumberland County Council are responsible for bus stop poles and flags.
- Real-time bus information instils greater confidence in service users. Real time information should be displayed in a sensitive, **utilising technology so that displays are only illuminated when required and housed within shelters where these are available.**
- If real-time bus information is rolled out in the National Landscape **permanently illuminated signs would not be acceptable in the National Landscape. Consideration should be given to the use of push button operated illuminated signs which are timed.**
- **New and replacement bus stop poles should be black and the Coast and Castles branded flag used along that route**
- **Shelters can act village information hubs** but this should be carried out sensitively.
- **Raised kerbs for better access should not be constructed in open countryside where there are no other access improvements or links.** Where kerbs are raised in settlements, suitable materials that reflect the local should be used.



New 'Coast and Castles' branded bus flag



Bus stops should be replaced with new 'Coast and Castles' branding

Bus stops and shelters

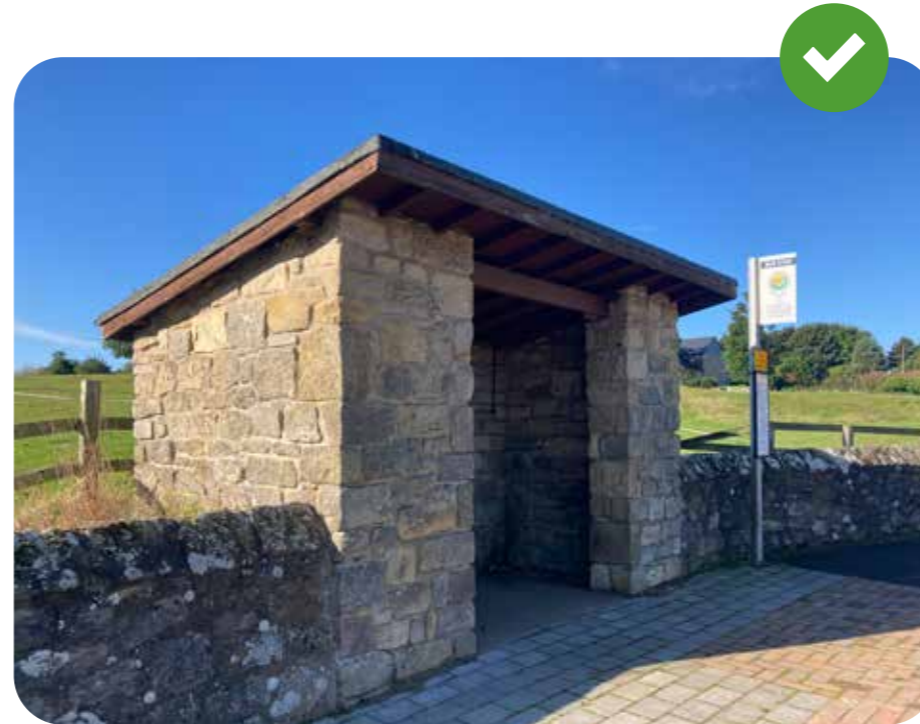
Bus stops are a vital component of the public transport system. Bus stops must be fully accessible, feel safe and secure and provide good quality information on services.

The provision of bus shelters at bus stops is desirable. The majority of bus shelters within the National Landscape are constructed from stone but other materials are used such as timber.

The bus shelters recently erected in Bamburgh are constructed from timber, appropriate to the village setting.

Policy:

- The design and visual appearance of public transport facilities has an important impact on the National Landscape and **should be carefully considered by designers.**
- The local highway authority should **consult the National Landscape Team** regarding applications for new and replacement bus shelters within the National Landscape.
- The use of **bus laybys** should be avoided within the National Landscape. They should only be used where a stationary bus would otherwise create a significant safety problem.
- New or replacement bus shelters should be constructed in a **simple and straightforward style**, suitable to the character of the local area.
- **Bus stop markings should be omitted where possible**, but where essential should be to the minimum size to enable the bus stop to function properly and primrose coloured. Where necessary **Primrose colour for markings is acceptable.**



Stone bus shelter with Coast and Castles branding



New 'Coast and Castles' branded bus flag



A standard bus shelter, raised kerb, paving and road marking arrangement, Lesbury



Visually intrusive bus stop markings dominate the streetscene

Car and cycle parking

Car parking

Accommodating parked vehicles is a key function of most streets. The greatest demand within the National Landscape is usually for cars, but there is also a need to consider provision for motorhomes and motorcycles.

A key priority for the National Landscape is to provide sufficient levels of parking at visitor attractions to create a positive visitor experience without sacrificing the experience of local residents and the natural beauty of the area. Parking saturation can be visually intrusive to the character of the National Landscape, but under-provision may lead to informal parking on verges, to the further detriment of the natural environment.

Parking permit schemes and restricted parking zones may be necessary for some settlements to relieve them from parking saturation. One such example of this is Craster, where visitors are encouraged to park away from the centre and walk the short distance.

Policy

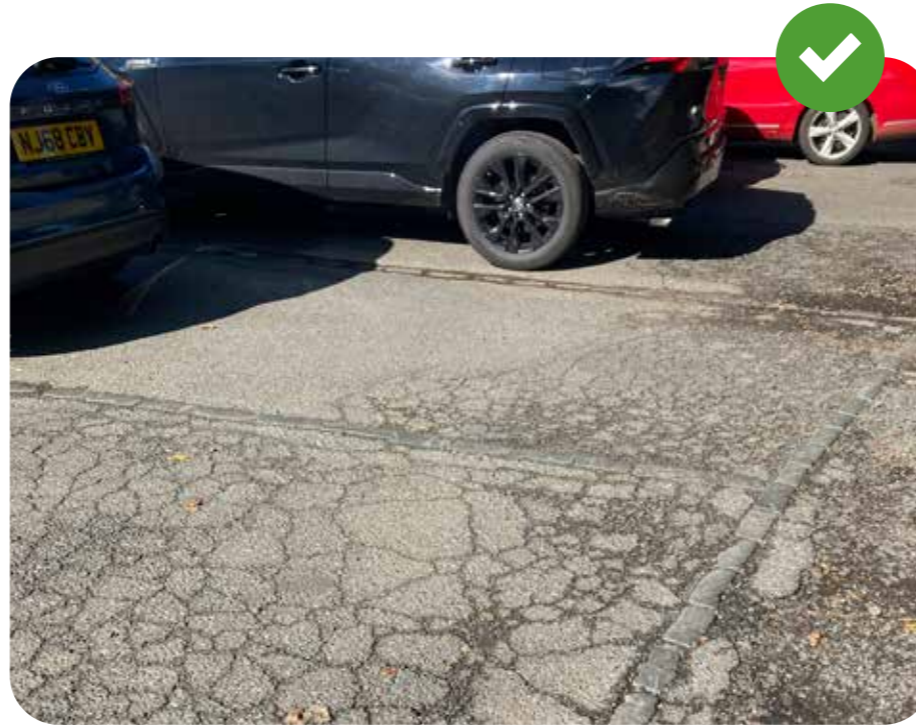
- A minimum standard car parking space will be **2.5m x 5.0m**
- **Painted parking bays can have an urbanising effect on the environment and should be kept to a minimum.** However, their role in efficient use of space is critical, and so it is understood that they are likely to be necessary in more heavily used parking areas.
- Parking layouts should be **designed efficiently to reduce the overall footprint required.** Normal and peak use should be considered when designing for car park capacity and alternative solutions to further surfaced car parking facilities should be considered where feasible, such as applying General Permitted Development Orders to nearby fields to create temporary overflow parking facilities.
- Care should be taken to **merge car parks into their surroundings and screen cars** from the surrounding countryside.
- Where car parking is already provided, **visual clutter should be reduced** such as signage. Due consideration should also be given to directing pedestrians from the car parks appropriately, so that damage to the surrounding natural environment is minimised, such as vulnerable grasslands.
- When inappropriate parking significantly impacts upon natural heritage features or visual amenity, physical or **legal measures should be taken to resolve the issue.**
- Where communities identify visitor parking as **an issue, seek to improve the situation through measures other than increasing road markings and signage.**
- The use of **back-up green parking space for extra summer capacity should be promoted** over the development of extensive hard surface car parks. Agreements with neighbouring landowners for providing 'overflow' car parks in busy summer months should be sought where appropriate.

Action

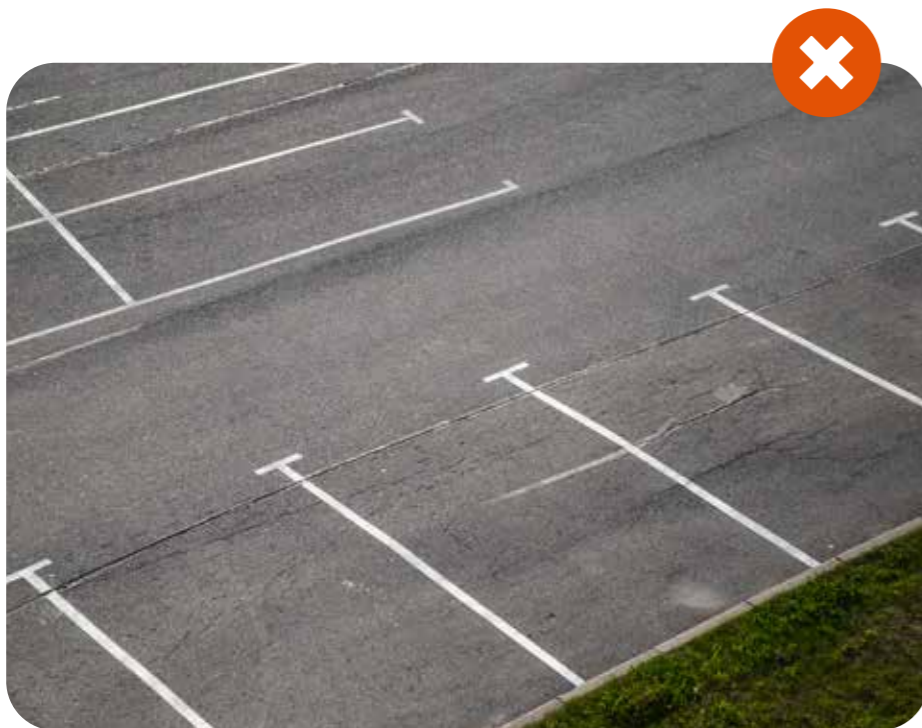
- Seek funding to rationalise roadside verge parking through appropriately designed schemes.



Car parking bays defined with 'quick sett' as an alternative to white lining



Block work channel defines parking bays



White line visually dominate

Designers Notes:

- There are positive examples within the National Landscape of setts being used to demarcate the corners of parking bays, providing a high quality but unobtrusive approach to bay marking. Markings should be kept to a minimum, with only the corner markings provided where possible.
- Screening can be an effective tool to reduce the visual impact of car parking whilst also offering environmental benefits, such as water management and biodiversity enhancement. Where possible car parks should be screened using vegetation or features such as walls which tie in with the local vernacular.

Blue Badge parking

Blue Badge parking provision is essential to provide accessible visitor attractions and local amenities within the National Landscape.



Blue badge parking sign mounted discretely on a building



Oversized parking signs dominate the landscape setting

Policy:

- Blue badge car parking space require **additional clearance of 1.2m along all sides.**
- Whilst important to distinguish these bays from the others, **signage should be treated sensitively and kept to a minimum.**
- Blue badge parking spaces should be positioned to **minimise walking distances.**

Camper parking

Due to the size of camper vehicles, their associated parking areas have the potential to be more visually intrusive than typical car parks. Such facilities should typically be provided within existing car parking areas, with views to key attractions and beauty spots carefully considered.

Camper parking should not take the priority position within a parking facility and should be 'tucked away' where possible to minimise their visual impact.

Policy:

- It is important to have formal provision of this type to minimise informal parking arrangements, but **demand should be carefully monitored to avoid over-saturation.**
- There is some risk for these facilities of noise disturbance. The **location should therefore be carefully considered and locations outside of settlements prioritised** over those within where feasible.



Camper parking in Fife with signage mounted on timber posts is less visually intrusive



Large camper parking signage mounted on metal post detracts from the landscape

Designers Notes:

- Camper vehicles are able to stay overnight in three sites within the National Landscape under a new pilot scheme .
- Temporary planning permission has been granted which will allow one-night stays for a limited number of motorhomes in Links Road, Bamburgh, Amble Braid and Beadnell overflow car parks.
- Currently, existing Traffic Regulation Orders (TROs) do not allow for sleeping in parked vehicles overnight in off-street car parks across the county.
- Temporary changes to the TROs are being made to allow the pilot to take place in the individually numbered motorhome bays between 6pm to 8am. In all remaining parking areas within these three car parks, sleeping will continue to be prohibited.
- Further information can be found [here](#).

Electric vehicle charging

Electric Vehicle (EV) charging is a rapidly developing technology, and enable the uptake of electric vehicles, a comprehensive public EV charging network across the National Landscape will be needed.

The National Landscape Team will seek to ensure that connection points are installed in line with emerging technical requirements and open standards. This guidance acknowledges that technology will continue to develop. It is acknowledged that the retrofitting of EV chargers will require a site-specific approach to design. This should be discussed with the team on a case-by-case basis but should make best use of this guidance.

Electric vehicle charging points are often delivered by a number of providers across an area, each with their own branding guidelines. This makes consistency more difficult to achieve. However, as charging points become a more common feature of the landscape, their visual impact must be considered.

EV Charging - Car Parks

The layout of the parking bays in a car park should maximise the ease of the use of the chargepoint.

TROs can be used to control the length of time a vehicle stays in a location, and therefore how long an EV can spend plugged into a chargepoint. While vehicles should leave once they are charged, user experience and access to the chargepoint will be improved if the layout is designed to be as flexible as possible. This helps to overcome issues associated with charged vehicles or petrol or diesel vehicles blocking dedicated EV spaces.

Setting an appropriate limit is a balance between allowing sufficient time for recharging while also encouraging customer turn-over.

The matrix below shows the hierarchy of approaches for integrating EV charging points into public car parks:

Preferred approach	Pillar points (rapid) should be used.
Alternative approach	Bollard, post and tree mounted charging points (slow) powered by lighting column
Alternative approach	Wall mounted chargers (slow) may also be appropriate.

EV Charging - On street

Installing a chargepoint on a pavement takes up valuable space so it is important to assess potential locations carefully.

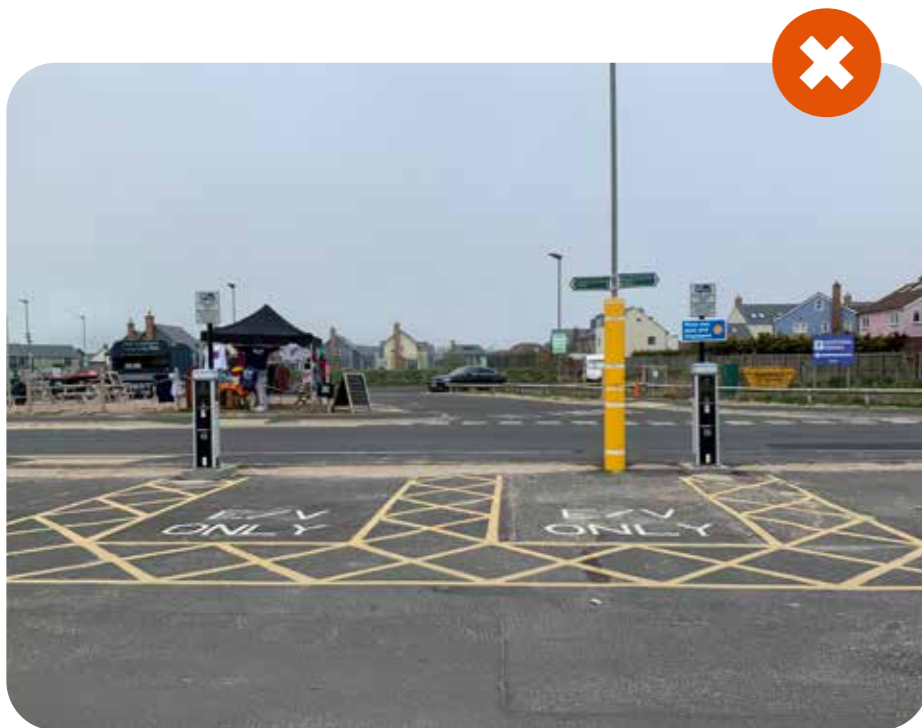
EV infrastructure **must not be to the detriment of pedestrian, wheelchair or cycling users**. A chargepoint will not be permitted if it excessively narrows the pavement, or will cause an obstruction impacting pedestrians, wheelchair users, people with pushchairs or those with a visual impairment

The matrix below shows the hierarchy of approaches for integrating EV charging points on street:

Preferred approach	Lamp post mounted charging points (slow), if lamp posts are on the edge of the carriageway
Alternative approach	Pillar points (rapid or fast) within build outs.
Alternative approach	Bollard / post / tree mounted charging points (slow) powered by lighting column.



New EV charge points in Craster



Electric vehicle charging points visually dominate the streetscene

Policy:

- EV charging should be **provided in the public car parks in the first instance.**
- Whilst important to distinguish these bays from the others, **signage should be treated sensitively and kept to a minimum.**
- **Branding should be kept to a minimum.**
- **Illuminated charge points and or logos** should not be used.
- **Painted parking bays can have an urbanising effect on the environment and should be kept to a minimum.** However, their role in efficient use of space is critical, and so it is understood that they are likely to be necessary in more heavily used parking areas.
- On street chargepoints **will not be permitted if it excessively narrows the pavement, or will cause an obstruction** impacting pedestrians, wheelchair users, people with pushchairs or those with a visual impairment or impacts negatively on the character of the National Landscape.

Designers Notes:

Location of chargepoints:

- Chargepoints should never be placed in such a way that forces drivers to park on the pavement or across spaces for cables to reach the chargepoint from the vehicle.
- Chargepoints should be placed so they can serve as many vehicles as possible.

Types of chargepoints:

- Fast charge points - These have a typical power output of 7-22kw and a typical charging time of 2-4 hours. Typical applications include retail and leisure venues, public charge points, and car club charge points.
- Rapid charge points - These have a typical power output of over 50kw and a typical charge time of 30-45 minutes. Typical applications include public charge points, fleet and car club charging points, and on the strategic highway network.

There are different types of charger available, the use of which will depend on the location and context:

- Pillar points (rapid / fast charging)
- Lamp post charging point (slow)
- Bollard / post / tree (arbor) mounted (slow)
- Wall mounted (slow)

Slow charging points are not generally recommended for use on adoptable streets by the Northumberland Coast Team as this generally only suitable for 'top up' charging unless the vehicle is parked for 6-10 hours.

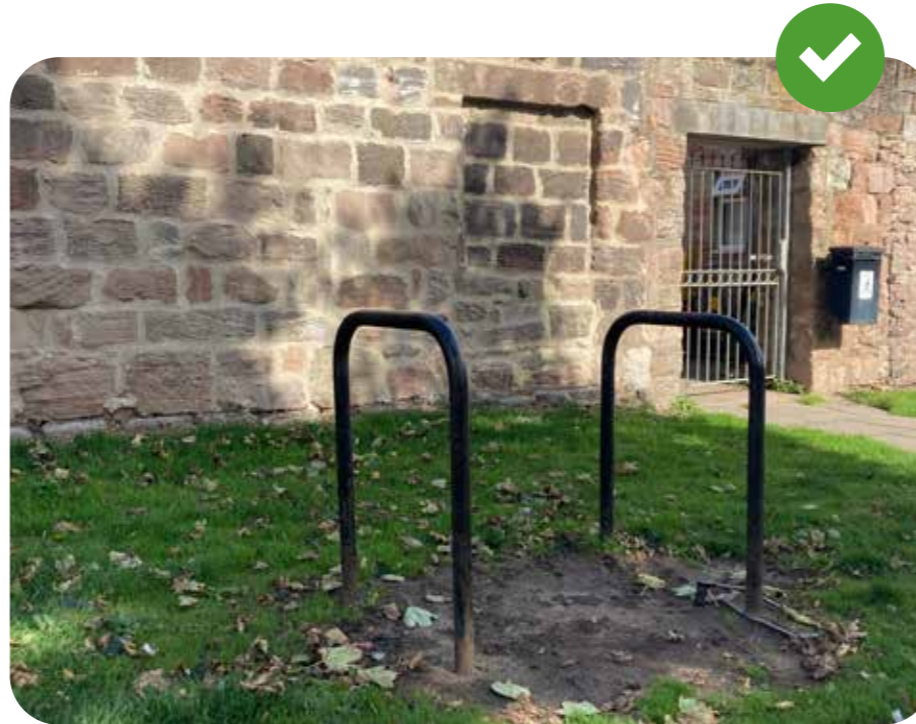
Cycle parking

Cycle parking

Robust cycle parking is essential to ensuring a greater share of trips are made by cycle, contributing to reduced traffic flows and improved air quality within the National Landscape.

Designers Notes:

- [LTN 1/20 'Cycle Infrastructure Design'](#) provides further guidance on designing for cycling.



Well located cycle stand provides good cycle parking with minimal impact on the National Landscape



Cycle parking in adapted tree trunk is not fit for purpose

Policy:

- To ensure effective use, **cycle parking would ideally be provided in a secure and overlooked location**, with opportunities for shelter.
- Where sheltered cycle parking can be provided, careful consideration should be given to the design to **minimise the visual obtrusion** created. However, given the space efficiency of cycles compared to cars, it should be straight forward to provide generous amounts of cycle parking within a minimal footprint.
- Cycle parking **should not encroach into footways** obstructing pedestrian access.
- Covered cycle parking is likely to be most appropriate **where there is already some development**, such as car parks with amenities.
- Cycle stands can be designed to **reflect local materials and tie into existing features and / or streetscape**.
- Where combined with vehicle parking, the location should be prioritised to **minimise the journey** for those parking their bikes and walking to local attractions.



Lighting

Appropriate lighting within the National Landscape

Much of the National Landscape remains 'intrinsically dark' and for this reason its dark skies, and the tranquillity they provide, are recognised as special qualities of the National Landscape. Reducing light pollution helps to conserve and enhance our dark skies for people to enjoy, benefits health and wellbeing and can reduce energy consumption. Reducing light pollution also benefits habitats and the wildlife they support, including birds, insects and mammals.

Lighting schemes can have a detrimental effect on upon the character and visual amenity of the rural landscape, both at night and during the day from the introduction of light fittings and infrastructure. Careful consideration must be given to the need for lighting in rural settings and historic villages, its siting, arrangement, frequency and style, as well as the brightness, colour and control of the light source.

Government guidance on the consideration of light within the planning system states "it is important to get the right light, in the right place and for it to be used at the right time" as artificial light is not always necessary and has the potential to become light pollution. It is recognised not all modern lighting is suitable in all locations.

The Institution of Lighting Professionals provides a suite of guidance including *'The Reduction of Obtrusive Light'* which is updated regularly. Consideration of the need for the lighting is the priority, followed by assessment of light source (its brightness - expressed in Lumen - and its colour, expressed in Kelvin) and how the light will be fitted to avoid unnecessary light spill.

Lighting of roads and public amenity spaces should comply with British Standard BS5489. Illuminated roundabouts, junctions and road signs are very intrusive in rural areas and have an urbanising affect. Unless safety is an overriding issue, lighting should always be confined to settlement boundaries.

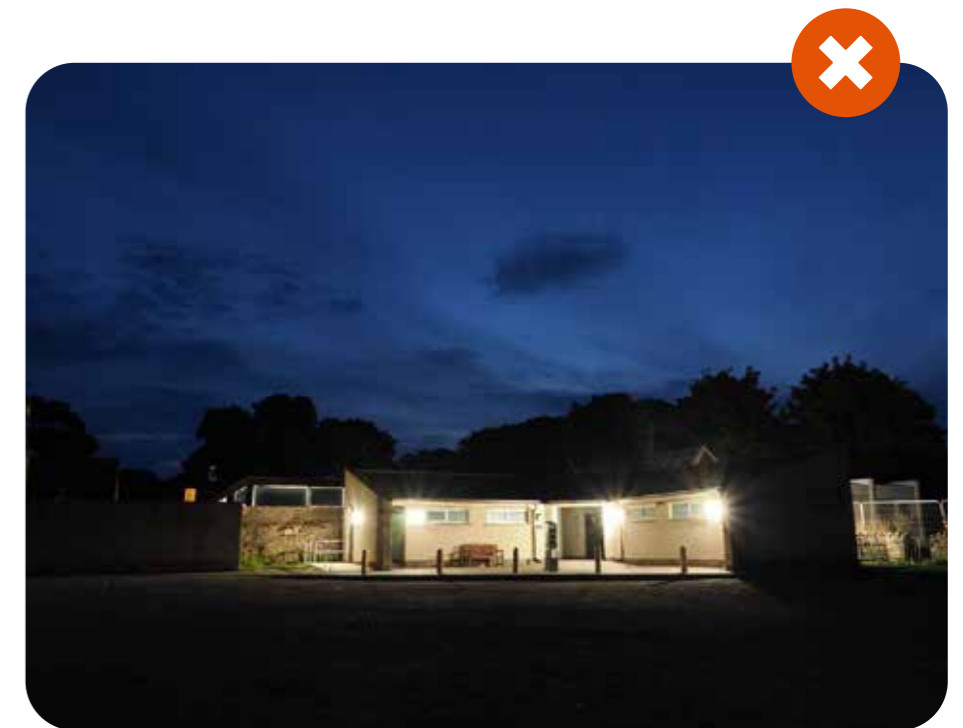
The Northumberland National Park, whose skies enjoy 'International Dark Sky Park' status, have produced a guide for external lighting for householders and businesses. This good practice guide gives straightforward advice on brightness, colour, position and shielding of external lights.

Traditional light fittings add much to the local character of an area and reinforce the sense of local distinctiveness. They are a valuable element and as such should be retained, refurbished or replaced in the same style. Replacements should respect the local design and use authentic materials. Poor imitations of these old styles should be avoided. In some instances high quality contemporary lighting may be preferable.

The illumination of historic buildings and monuments within the National Landscape requires careful and sensitive design to limit the impact. Historic England provide comprehensive advice [here](#).



Typical well directed full cut-off street lighting, with shields (image courtesy of Commission for Dark Skies)



External lighting installed without regard to the dark skies of the National Landscape
 Image credit: Dr Max Whitby thevisibleuniverse.com

Policy:

- **Consider whether lighting is necessary.** If it is, consider switching it off when it is not required. Dimming and switch off periods late at night and very early morning further reduce light pollution and save money.
- **All road and public amenity area lighting schemes within the National Landscape should comply with British Standard BS5489** and be designed to minimise the impact of the scheme upon the surrounding landscape both at night and during the day.
- **Lighting schemes associated with road junctions and signs should be discouraged** throughout the rural road network of the National Landscape unless they are regarded as an essential safety measure.
- **For external domestic lighting,** LED lights of **less than 400 Lumen** and that emit light with a **colour temperature of below 3,000 Kelvin** should be used.
- **Use 'full-cut-off' lighting,** i.e. ensure the light shines downwards with no light escaping above the horizontal plane, to avoid unnecessary light pollution.
- **The use of permanent decorative lighting (fairy lights, garlands of lights) is discouraged.**
- **The use of uplighters for walkways or property is not supported.**

Designers Notes:

- Advice on lighting within the National Landscape can be found here:
- <https://www.northumberlandnationalpark.org.uk/wp-content/uploads/2017/05/NNP-outside-lighting-guide.pdf>
- Lighting is an essential component of roundabout design; therefore, unless they are considered an essential safety feature, their construction outside settlement boundaries should be discouraged.
- Where existing lighting is identified as having an adverse effect on the character of the National Landscape, the National Landscape will encourage the removal or modification of the lighting units.
- For new development, the National Landscape would welcome consultation on lighting schemes and the opportunity to comment on proposals to address the planning condition for lighting on planning consent.
- Modifying and installing external lighting that meets the above criteria will help to ensure that the National Landscape's special character and attractive environment will not be spoilt by sky glow or intrusive light.
- Historic England provide comprehensive advice on the lighting of historic buildings and monuments. It can be access here:
- <https://historicengland.org.uk/advice/technical-advice/building-services-engineering/external-lighting-of-historic-buildings/>

Traffic Signs and Markings

Use of traffic signs and markings

Traffic signs including markings add significantly to the amount of street furniture, and it is important that opportunities are looked for to reduce excessive signing, where this would not have a detrimental impact on road safety.

Parliament sets the legislation governing traffic signs' appearance and meaning, but decisions about which signs to place and in which scenario is a matter for traffic authorities. **Research carried out in 2013 by the Department for Transport to inform the Traffic Signs Policy Review showed that the number of traffic signs had doubled in the previous 20 years.**

The overuse of traffic signs blights the landscape, wastes taxpayers' money and dilutes important safety-critical messages. Clutter also increases risks to road workers and creates additional maintenance burdens.

The principles of good traffic management are in line with good streetscape design – neither is helped by over-provision and clutter. Therefore, this increase in traffic signs is unsustainable and rather than being erected to address a perceived single issue, they should be erected only where sound engineering principles / road safety concerns justify them.

Traffic Signs Regulations and General Directions (TSRGD)

The Traffic Signs Regulations and General Directions 2016 (TSRGD) details every traffic sign and road marking prescribed for use in the UK. Compliance with TSRGD is mandatory but it only sets out what is required of a sign if it is to be installed.

Traffic Signs Manual (TSM)

The traffic signs manual gives guidance on the use of traffic signs and road markings prescribed by the Traffic Signs Regulations and General Directions.

Signs must comply with legislation, there is some flexibility within these Regulations. It is for the designer to determine how they should be signed, and whether each sign is necessary to comply with that duty. The amount of signing should be no more than necessary.

A careful and minimalistic approach to the use of traffic signs should be taken, that takes account the special qualities of the National Landscape whilst ensuring that any necessary infrastructure performs its intended function.

Manual for Streets 1 and 2

Manual for Streets contains helpful prompts for deciding on the appropriate level of signing for a street. This is set out in the table opposite.

Existing streets within the National Landscape should be subject to a signs audit to ensure that they are not over signed and, in particular, that old, redundant signs, such as 'New road layout ahead' have been removed.

The tables on the following pages provide more detailed guidance on the use of signs and markings set out in the Traffic Signs Manual:

- Chapter 3 – Regulatory Signs
- Chapter 4 – Warning Signs
- Chapter 5 – Road Markings



Table 9.1 Prompts for deciding on the appropriate level of signing

	Prompts
Users	<ul style="list-style-type: none"> • What signs are necessary to assist users, including non-motorised users? • Are directional signs needed for vehicular traffic, including pedal cyclists? • Is information provided in the necessary formats to be accessible to all? • Can navigation be assisted by means other than signs? For example, landmarks or other visual cues, etc. • Can road markings be dispensed with in some places?
Place	<ul style="list-style-type: none"> • How can necessary information be integrated into the place without dominating it? • Can some pedestrian direction signs be designed to contribute to the sense of place by using a locally distinctive format? • Are traditional direction signs¹² appropriate for the setting?
Safety	<ul style="list-style-type: none"> • Are there any hazards that require signs? • Can significant locations, such as school entrances, health centres, local shops, etc., be indicated by a measure such as surface variation to reduce the need for signs?
Regulation	<ul style="list-style-type: none"> • What signing is necessary to give effect to TROs? • Is it necessary to regulate traffic or parking? • Can behaviour be influenced by means other than signing? For example, can parking be managed by the physical layout of the street?
Speed	<ul style="list-style-type: none"> • Are signs specified at the minimum size required for the design speed of traffic (new build) or 85th percentile speed (existing streets)? • Can traffic speeds be controlled by measures (such as planting to break-up forward visibility) to reduce the need for signs?

Extract from Manual for Streets - Table 9.1 provides prompts for deciding on the appropriate level of signing

Policy:

- Designers should **begin by assuming a total absence of signs** and introduce them only where they serve a clear function. To be most effective signs should be used sparingly.
- Before new signs are erected within the National Landscape **consider if a new sign is necessary.**
- Consider if a new sign can be incorporated into any existing signage and if the existing sign(s) can be **rationalised to reduce its impact** upon the immediate surroundings.
- The local highway authority should **consult the National Landscape Team when existing signs are to be replaced** through maintenance.
- To minimise the impact on the natural beauty of the National Landscape, essential new signs that cannot be incorporated into existing signage, should be **sited against a background of existing buildings or trees** rather than the skyline where ever possible.
- New signs should be made to the **minimum size** specified in the regulations.
- **Redundant signs and poles should be removed**, with the whole assembly including the foundation being uplifted. Where foundations are completely underground redundant poles should be cut off flush with the top of the foundation so that no part of the poles remain upstanding.
- **Highly coloured sign backing boards must not be specified** within the Northumberland Coast National Landscape unless there are overriding safety concerns.

Action

- **Existing streets within the National Landscape should be subject to a signs audit** to ensure that they are not over signed and old, redundant signs are removed.

Regulatory Signs - Traffic Signs Manual Chapter 3

Chapter 3 – Regulatory Signs gives advice on the use of signs which give effect to traffic regulation orders (TROs). A key change in the 2016 Traffic Signs Manuals is the **removal of the requirement to duplicate terminal signs indicating the start of a restriction, requirement, prohibition or speed limit on each side of the carriageway.**

Within the National Landscape designers should use this change to reduce environmental impact, but care should be taken to ensure that, where a single sign is used, it is clearly visible to all relevant road users, and does not give rise to issues relating to road safety or enforcement. There remains a duty on traffic authorities to place such signs as they consider will give adequate guidance of a regulatory measure.

Use of Regulatory signs within the National Landscape

	Within the settlement		Beyond the settlement	
	Within settlement and villages	Unclassified roads	B Roads	A Roads
Regulatory signs				
Stop signs	It is expected that most junctions that satisfy the criteria for STOP signs already have signs in place. New junctions should not be constructed with very poor visibility, so the provision of new STOP signs should be exceptional.			
Give way	Give Way marking is not normally used at private accesses, or on minor residential roads where traffic speeds and flows are low and visibility is good.	Give way road markings to diagram 1003A alone.	Give Way road marking to diagram 1003A with an approach triangle marking to diagram 1023A.	Give Way road marking to diagram 1003A with an approach triangle marking to diagram 1023A with the upright GIVE WAY sign to diagram 602. Will require illumination when placed within a system of street lighting at a junction with an A class road.
Speed limits	Terminal signs indicating the start of a restriction, requirement, prohibition or speed limit should not necessarily be duplicated on each side of the carriageway. Provisions that previously required signs to be paired have been removed from TSRGD. Table 8.4 within TSM Chapter 3 provides details relating to the size and maximum spacing of repeater signs. Require illumination <u>only</u> when placed on an A class road within 50m of a system of street lighting.			
Mounting	Posts should never project above the top of the sign. This practice is unsightly, and needlessly increases visual intrusion and clutter.			

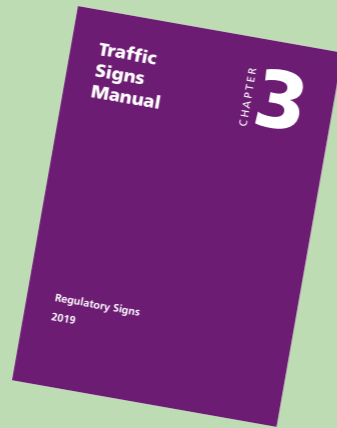
Table 3-1 Size of upright GIVE WAY sign

85th percentile speed of private cars approaching on minor road (mph)	Size of GIVE WAY sign (mm)
Up to 30	600
31 to 40	750 (600)
41 to 50	900 (750)
51 to 60	1200 (900)
Over 60	1200 (1500)

Table 3.1 (Traffic Signs Manual Chapter 3) provides the size of upright give way signs. The smallest permissible sign size should be used.

Designers Notes:

- Research has shown that the greater the number of signs that drivers are presented with simultaneously, the greater the difficulty they are likely to have in assimilating all the information.



'Give way' signs are not required on unclassified roads



Speed limit signage in Lesbury - Duplication of signage is not required and yellow backing boards should not be used.



Opportunities to amalgamate warning signs should be taken wherever possible

Warning Signs - Traffic Signs Manual Chapter 4

Chapter 4 – Warning Signs: gives advice on signs used to warn of potential hazards.

Warning signs can play an important part in improving road safety. However, they **should only be used where there is a specific safety issue or hazard**, not to sign readily apparent conditions or routine features of the road, such as bends and junctions. Overuse of warning signs can dilute their effectiveness and tends to bring them into disrepute.

Use of Warning signs within the National Landscape

	Within the settlement	Beyond the settlement		
	Within settlement and villages	Unclassified roads	B Roads	A Roads
Warning signs				
Vehicle Activated Signs (VAS)	Not to be used*			
Sign sizes	Signs need to be of a size appropriate to the prevailing traffic speed on the road on which they are used. Within the National Landscape the smallest prescribed size should be used.			
Mounting	Posts should never project above the top of the sign. This practice is unsightly, and needlessly increases visual intrusion and clutter.			
Backing boards	Yellow backing boards can be especially environmentally intrusive. They should not be used within the National Landscape.			
Illumination Lighting of traffic signs	Not to be used**			

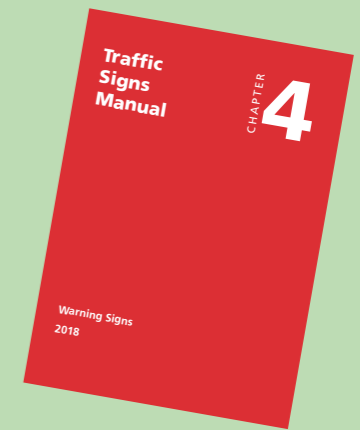
* Vehicle Activated Signs remind motorists of the speed limit and ask them to slow down if they are speeding. A radar that automatically activates when a car exceeding the speed limit passes it triggers the signs. Flashing signs by their nature are visually intrusive. Their use should be carefully considered within the National Landscape.

Permanent VAS flashing signs shall not be erected within the National Landscape. When strong evidence shows a need for their use, portable VAS flashing signs are to be used.

** The lighting of signs should be avoided except in circumstances where lighting is a requirement of the regulations or safety is an issue. Where signs need to be clearly seen at night, consideration should be given to signs made of retro-reflective material.

Designers Notes:

- Appropriate warning signs can greatly assist road safety.
- Traffic Signs Manual Chapter 4 - Warning Signs states that to be most effective, however, they '**should be used sparingly**. Their frequent use to warn of conditions that are readily apparent tends to bring them into disrepute and detracts from their effectiveness, **unjustified signing should not be used at individual locations simply in response to complaints from the public.**'



'x' heights

When putting up new or replacement signs in the National Landscape careful thought should be given to the choice of 'x' height. This is a typographic term which refers to the height of the text and characters on the sign.

The standard 'x' height is often inappropriate because of the impact of the sign and because the topography, road standards, traffic flows and speeds are often all lower than is generally the case on the highway network. This means a reduced 'x' height can be justified. The impact of a reduced 'x' height on the size of a sign and its visual impact is dramatic.

1	2	Advance Direction Signs				Direction Signs		Route Confirmatory Signs		
		3	4	5	6	7	8	9	10	
		x-height	Minimum clear visibility distance of sign	ONE SIGN Distance of sign from junction	TWO SIGNS Distance between 1st and 2nd sign	x-height	Minimum clear visibility distance of sign	x-height	Minimum clear visibility distance of sign	
		mm	m	m	m	mm	m	mm	m	
1	Up to 20 mph	Very narrow and urban roads	75 (60)	45 (35)	20	-	60 (50)	35 (30)	Not normally needed	
2	21 to 30 mph	Urban and rural roads of local character	100 (75)	60 (45)	45	45	75 (60)	45 (35)	75 (60)	45 (35)
3	31 to 40 mph	Urban and rural single 2-lane roads	125 (100)	75 (60)	90	50	100 (75)	60 (45)	100 (75)	60 (45)
4	41 to 50 mph	High standard rural single roads. Urban all-purpose dual carriageway roads	150 (125)	105	90-150	70	125 (100) (150)	75 (60) (105)	125 (100)	75 (60)
5	51 to 60 mph	Dual carriageway and wide single carriageway roads	200 (150)	135	150-225	100	150 (125) (200)	105 (75) (135)	150 (125)	105 (75)
6	61 to 70 mph	High standard all-purpose dual carriageway roads. Motorways with a speed limit less than 70 mph	250 (200)	180	225-300 See also Note 1	100	200 (150) (250)	135 (105) (180)	200 (150) (250)	135 (105) (180)
7	70 mph speed limit	Motorways and all-purpose grade separated dual carriageway roads	300 (250) (400)	180 (180) (240)	See Note 1	See Note 1	300 (250) (400)	180 (180) (240)	300 (250) (400)	180 (180) (240)

Extract from Traffic Signs Manual - Table of x-heights and siting distances



Yellow backing boards should not be used within the National Landscape



Oversized 'X' height and excessive signage results in visual intrusion in the National Landscape

Road Markings - Traffic Signs Manual Chapter 5

Chapter 5 – Road Markings: gives advice on the use of road markings in common situations.

The colours white, yellow and red are prescribed for road markings. The colours used for road markings must conform to the chromaticity requirements in BS EN 1436.

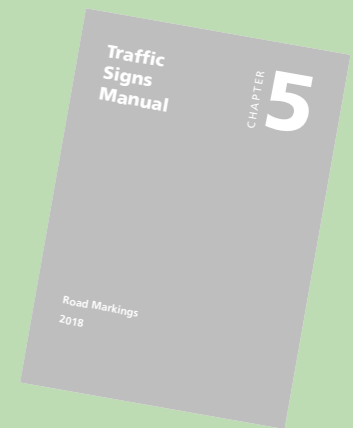
In environmentally sensitive areas such as the Northumberland Coast the Traffic Signs Manual allows for the use of No. 310 (Primrose) or No. 353 (Deep Cream). The numbers referenced are the equivalent colours from BS 381C.

Use of Road Markings within the National Landscape

	Within the settlement	Beyond the settlement		
	Within settlement and villages	Unclassified roads	B Roads	A Roads
Regulatory signs				
Statutory colours	No.310 (Primrose) or No.353 (Deep Cream) to be used. No special authorisation required.			
Car parking areas	Instead of white road markings, colour - contrasting surfacing, or paving in a different pattern or appearance, should be used to distinguish parking areas from the surrounding carriageway			
Mounting	Posts should never project above the top of the sign. This practice is unsightly, and needlessly increases visual intrusion and clutter.			

Designers Notes:

- Traffic Signs Manual Chapter 5 – Road Markings: gives advice on the use of road markings in common situations.
- Chapter 5 has a section dedicated to centre lines detailing the different types and dimensions of lines. **The document does not state that they must be used**, but recommends omitting them when the carriageway is rural and less than 5.5 metres.





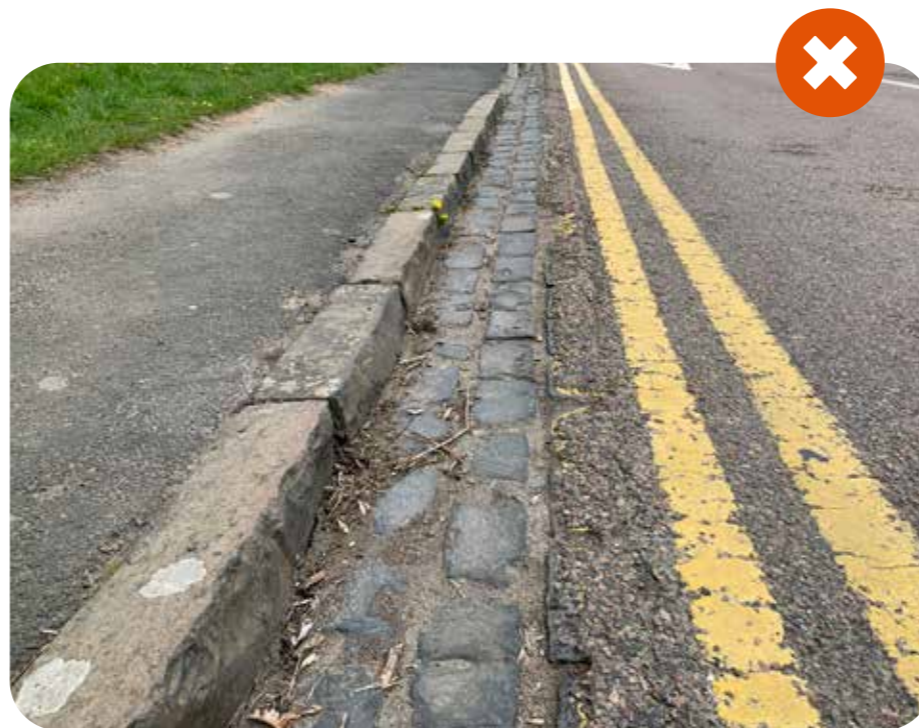
No centre lines and preferred primrose 50mm thick lines in Bamburgh



An example of the preferred primrose yellow 50 mm thick lines, alongside traditional yellow lines, Craster



Over scale white markings dominate the streetscene in Warkworth



Thick double yellows detract from the traditional kerb and sett detail

Policy:

- **MfS1 notes that the use of centre lines is not an absolute requirement** and includes reference to the reductions in traffic speed that result by omitting centreline markings on carriageways.
- **The Highway Act 1835 makes it a legal requirement for drivers to keep to the left**, and this is reinforced in the Highway Code. The provision or non-provision of a centre line in no way affects this.
- **Within the National Landscape centreline markings should not be used once within a settlement.**
- Removing centrelines can be done easily when carriageways are resurfaced, with an immediate saving in capital and ongoing maintenance costs.
- There is an immediate (although relatively small) cost saving through not reinstating centre lines and hatching, and a longer term maintenance saving through not needing to regularly refresh the markings. There can be significant disruption and traffic delays associated with regular maintenance of the markings, which can require temporary traffic lights, lane or road closures.

20mph Speed Limits and Zones

Use of 20mph speed limits and zones

The Traffic Signs Regulations and General Directions (TSRGD) was updated in 2016, giving local authorities more flexibility to make their own decisions on how many signs and road markings are needed to inform drivers about 20mph limits.

This provides scope to substantially reduce sign clutter and implementation / maintenance costs. However, signage must still comply with the Regulations or be specially authorised, be sufficient to encourage compliance and give reasonable grounds for a case to be upheld in court if a driver were caught speeding.

There are two distinct types of 20mph schemes:

- 20mph limits – indicated by speed limit signs only; and
- 20mph zones – designed to be 'self-enforcing' through the introduction of traffic calming measures (e.g. speed humps and chicanes).

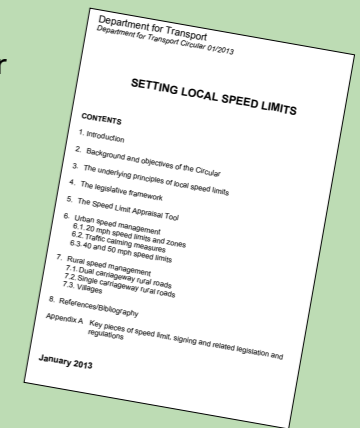
The National Landscape supports the introduction of 20mph schemes. DfT Circular 01/2013 provides guidance that says that authorities can set 20mph speed limits in areas where local needs and conditions suggest the current speed limit is too high.

Policy:

- The National Landscape **supports the introduction of 20mph schemes**, particularly where they have a positive impact on reducing street clutter.
- The consideration of 20mph schemes **will require speed surveys to be undertaken** to ascertain whether existing speeds satisfy relevant criteria for the introduction of a reduced speed limit.
- The Highway Authority should be bold when seeking solutions to excessive speed through settlements. **Schemes that increase uncertainty, natural calming and shared space schemes should all be considered before inappropriate, urban-engineered solutions are implemented.** The removal of signage clutter and lines can lead to a reduction in vehicle speed and the retention of special character of the National Landscape.
- Schemes should **use designs and materials which reflect local character**, retain local sense of place, and do not urbanise the setting.
- The use of **brightly coloured surface treatments (red, green etc) is not permitted in the National Landscape.**

Designers Notes:

- DfT Circular 01/2013 asks Traffic authorities to keep their speed limits under review with changing circumstances, and to consider the introduction of more 20 mph limits and zones, over time, in urban areas and built-up village streets that are primarily residential, to ensure greater safety for pedestrians and cyclists.
- Traffic authorities can, over time, introduce 20mph speed limits or zones on major streets where there are – or could be – significant numbers of journeys on foot where pedal cycle movements are an important consideration, and this outweighs the disadvantage of longer journey times for motorised traffic.
- It recommends that local authorities consider 20mph speed limits over larger areas comprising a number of roads where mean speeds are already 24mph or less.



Quiet Lanes

Under the Transport Act 2000, local authorities are able to designate roads for which they are responsible as Quiet Lanes.

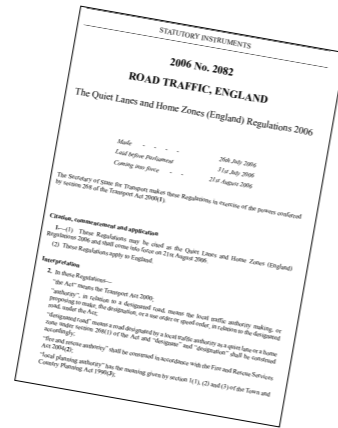
Quiet Lanes were first introduced in the Quiet Lanes and Home Zones (England) Regulations 2006 No.2982.

Quiet Lanes are nationally recognised designations of single-track road (i.e. with no line markings), typically with less than 1,000 vehicles using it per day, where visitors and locals can enjoy the natural surroundings and use them for activities such as cycling, horse-riding, jogging and walking.

Cars aren't restricted on these rural routes, however the idea is to encourage considerate use of the road, so the route can be shared and enjoyed by all.

A designated Quiet Lane will have advisory signs at either end to show motorised users clearly that the road is a shared space. These green signs also clearly show the hierarchy of priority on the road, with pedestrians at the front and cars last.

Before any quiet lanes are designated in the National Landscape a pilot scheme should be designed to evaluate their effectiveness, measuring speed, vehicle and pedestrian use and driver behaviour, before and after the trial.



Example of a Quiet Lane in the Suffolk Coast and Heaths National Landscape

Policy:

- **Before any quiet lanes are designated in the National Landscape a pilot scheme should be designed to evaluate their effectiveness**, measuring speed, vehicle and pedestrian use and driver behaviour, before and after the trial.

Traffic calming

Use of traffic calming

Traffic calming is a method of reducing the speed of vehicles on roads.

In general, traffic calming in rural areas has concentrated on reducing the speed of vehicles on roads through villages. Rural traffic calming tends to be limited to road markings, gateway features and signing. Features which if not carefully designed and sited can have an adverse effect on the visual amenity of the area.

Policy:

- The local highway authority should **consult with the National Landscape Team** on applications for traffic calming schemes within the National Landscape.
- Before physical traffic calming measures are approved, the National Landscape will require evidence that speeding is an issue. **Speed surveys should always be undertaken** to justify requests for physical traffic calming measures.
- Schemes should **use designs and materials which reflect local character**, retain local sense of place, and do not urbanise the setting.
- The use of **brightly coloured surface treatments (red, green etc.) is not permitted in the National Landscape.**
- The use of **speed cushions / speed ramps is not generally permitted in the National Landscape.** They will only be permitted when other forms of traffic calming have been ruled out.

Clifton Village Traffic Calming

The main street through Clifton village, Cumbria, is the A6, a former trunk road. Heavy traffic now uses the nearby M6. This left a wide road, with many signs and lines, carrying relatively light local traffic, although it is still used by some heavy vehicles.

Instead of a conventional traffic calming scheme with yet more signs and lines, a scheme was designed to introduce measures that protected and enhanced the appearance of the village, as well as reducing speed. The design concept was to show to drivers that they are not just driving down a road, but through a village where people live.

At regular intervals the footway was widened and the road narrowed to 6 metres, wide enough for two heavy vehicles to pass. These narrowings are spaced within sight of each other, to continually reinforce to drivers the message that they need to keep their speed down. Each of the locations where the footway was built out relates to an important building in the village, such as the school, the church and the pub. These are emphasised by specially designed plaques on planters. Centreline markings have been removed throughout the length of the village.

Following implementation of the scheme the all-vehicle traffic speed has reduced to 27mph (average) and 34mph (85th percentile).



George and Dragon Pub before; and after, showing carriageway narrowing and planters



Traffic calming case study (extract from Manual for Streets 2)

Designers Notes:

- The approach should be to match the traffic to the roads, not the roads to the traffic, by promoting responsible driving.
- The use of **road humps / speed cushions is not supported in the National Landscape** as they detract from the character and intrinsic qualities of the National Landscape.
- **The use of road humps / speed cushions will only be permitted where there is no alternative.**
- The use of rumble strips may be considered as an alternative to road humps / speed cushions.



Sensitive traffic calming interventions in Buriton, Hampshire



Sensitive traffic calming interventions in Buriton, Hampshire



Chicanes distract from the character of the National Landscape



Large roundels distract from the character of the National Landscape

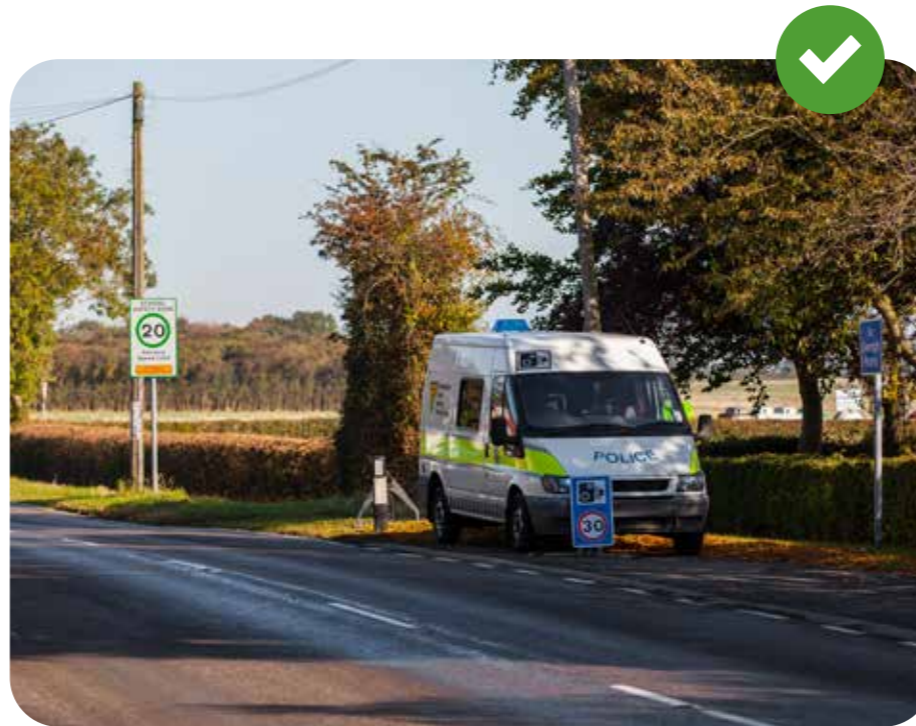
Safety cameras

The installation of safety cameras for either average speed, fixed location or red light locations has a significant impact on the landscape of the National Landscape.

The law requires that all such cameras are highly visible to motorists and are accompanied with sufficient warning signs, to ensure that all road users are aware of the presence of the cameras. However, this amount of infrastructure can be challenging to accommodate within the National Landscape landscape, without it being visually intrusive.

Policy:

- The local highway authority safety camera partnership should **consult with the National Landscape Team** on applications for safety cameras within the National Landscape.
- The **use of average speed or fixed safety cameras should be avoided** within the National Landscape. The preference of the National Landscape is to use alternative forms of enforcement when necessary. Such measures could include the presence of patrol vehicles including police motorcycles.
- **The National Landscape recognise the value of the use of mobile safety camera enforcement.** The unpredictability of this approach may also have serve to be more of a deterrent to speeding generally, than fixed location sites,
- **Vehicle Activated speed signs should not be installed** within the National Landscape.



Speed enforcement using mobile safety cameras



The use of fixed safety cameras should be avoided within the National Landscape



Appendices

Appendix A: Case Study - Longhoughton

Protecting Longhoughton's character within the National Landscape :

The village today

Longhoughton is a small village situated within the Northumberland Coast National Landscape, approximately 4.5 miles (7.2 km) northeast of Alnwick.

The village sits astride the B1339 Sea View which provides a link north towards Littlehoughton and south towards Lesbury. RAF Boulmer is located to the south east of the village with access via Boulmer Road.

The village is home to just over 4,000 people and is an important settlement within the Northumberland Coast National Landscape.

Applying the Toolkit to Longhoughton

Longhoughton has been chosen to illustrate the impact of the use an application of this Highway and Public Realm Design Guide.

The village has a number of features which could be improved, including the removal of unnecessary street clutter (road signs, bollards etc) and replacement of gateway signage with new high quality designs implemented in appropriate materials.

The following pages set out examples of the use and application of the toolkit in the village.

Village wide speed limit

Key Actions

Speed limit

It is recommended that speed limit locations are amended to ensure that the transition points reflect the natural features at the entrance to Longhoughton in order to reinforce that a change in driver behaviour is required within the settlement.

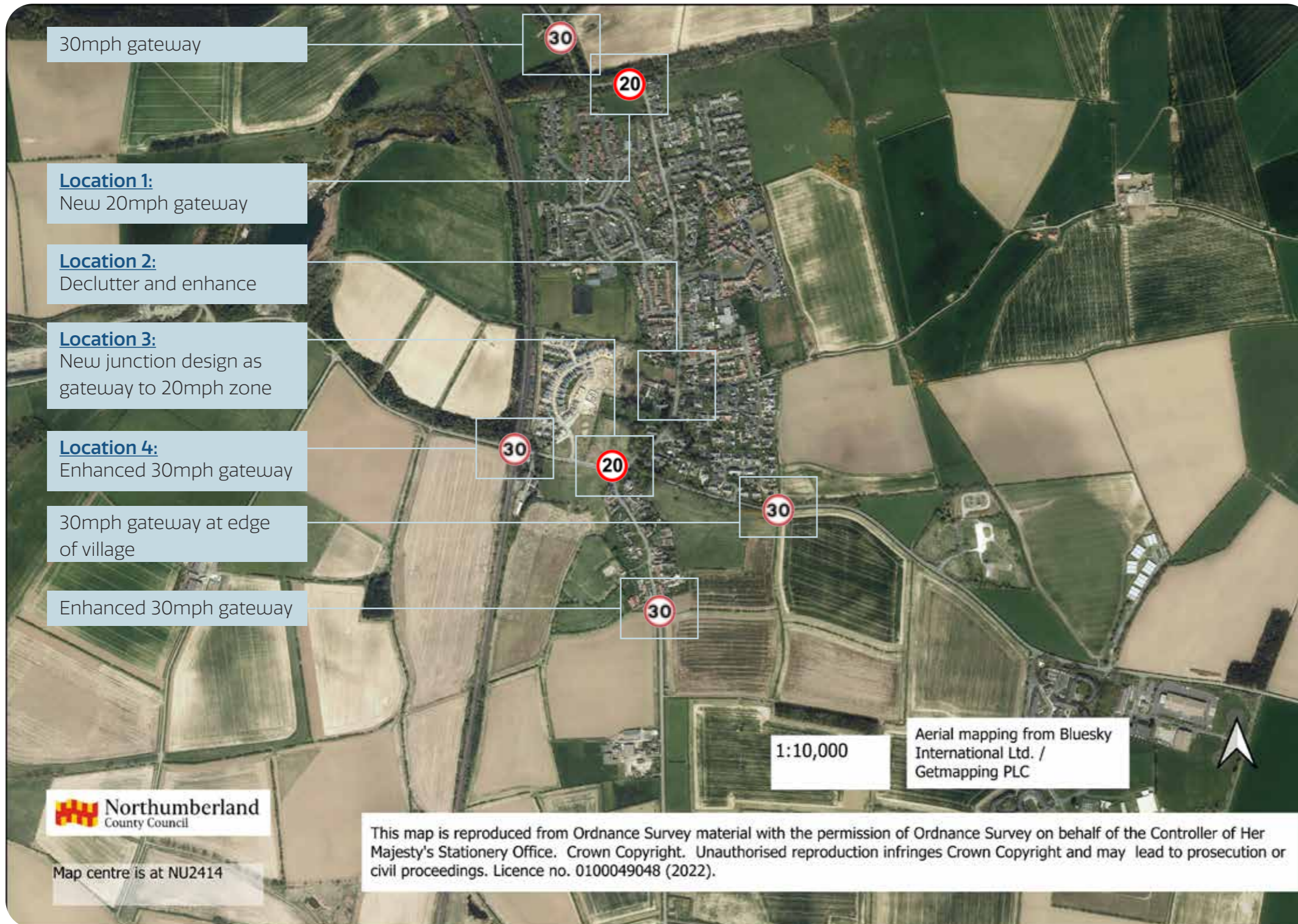
The plan opposite shows the proposed location of speed limit changes.

Gateways features at these locations will create an impression that the carriageway is narrowing and usually carry messaging in addition to the settlement name.

Whilst gateway signage should be typically traditional in nature, there is an opportunity for each settlement to define its own local character through choice of signage and also to reference the National Landscape.

To have maximum impact on drivers, gateway features should be sited so that drivers are not encountering them too suddenly.





Overall speed strategy

Location 1 - Northend Village Gateway

Key Actions

Gateway Features

- The gateway into the settlement is currently an 'off the peg' product which does not reflect the character of the National Landscape.
- We would recommend that this is replaced with a gateway feature that reflects the style, materials and distinctive characteristics of the surrounding area.
- Once within a settlement, centreline markings should be removed to minimise urban character and reinforce the rural nature of the village.

20mph speed limits and zones

- Roundels showing changes in speed limit should not be used within the National Landscape.

Street furniture

- A programme should be put in place to rationalise, relocate or remove visually intrusive litter bins and dog waste bins.
- The existing red bin is highly intrusive at the village gateway and should either be removed, relocated or replaced with a black bin.



Sensitive traffic calming interventions in Buriton, Hampshire



Large roundels distract from the character of the National Landscape



Gateway, Longhoughton - Before

Policy:

1. Gateway features should not use 'off the peg' solutions.
2. Centre lines removed within the settlement.
3. 20mph roundels removed.
4. Remove, relocate or replace red bin.



North End, Longhoughton - After

Location 2 - Within the village

Key Actions

Surface Materials

- Surface materials within Longhoughton meet the requirements of the Design Guide.
- In the future there may be opportunities for some variation, such as the use of local aggregates or chippings to articulate key spaces within the village.

Traffic Signs and Markings

Removing centre lines:

- As identified in the gateway features section, once within the settlement centre line markings should be removed helping to highlight the transition between the higher speed context of the approach roads, and the low-speed context of the village centre.
- The removal of centre and junction stop lines is particularly important in helping to reinforce a coherent sense of place around the village green

Warning signs:

- Yellow backing boards should not be used within the National Landscape as they are especially visually intrusive.



Local aggregates and chippings can be used to articulate key



White centre line markings should not be used in the settlement



Warning signs with yellow backing boards should not be used



North End, Longhoughton - Before

Policy:

1. White lining removed
2. Yellow backing board removed from the 'School' warning sign



North End, Longhoughton - After

Location 3 - Key Junction

Key Actions

Junction

- Overly dominant priority junction redesigned to reduce impact on village setting. Priority junction replaced with an informal roundel.
- Over wide junction geometry reduced. Reclaimed space used to improve the pedestrian environment, including improving the pedestrian footway on western side of South End to create link to bus lay-by on Station Road.
- New crossing points introduced at the informal roundel, with tactile paving to assist pedestrians.
- New improved crossing point on Boulmer Road to offer protection to pedestrians.

Traffic Signs and Markings

Removing white lines:

- As identified in the gateway features section, once within the settlement centre line markings should be removed helping to highlight the transition between the higher speed context of the approach roads, and the low-speed context of the village centre.
- The removal of centre and junction stop lines is particularly important in helping to reinforce a coherent sense of place around the village green.
- Signage clutter on Station Road (opposite junction with South End) rationalised.



Sensitive use of materials to manage over run for large vehicles



Precedent image showing enhanced streetscape in Poynton, Cheshire



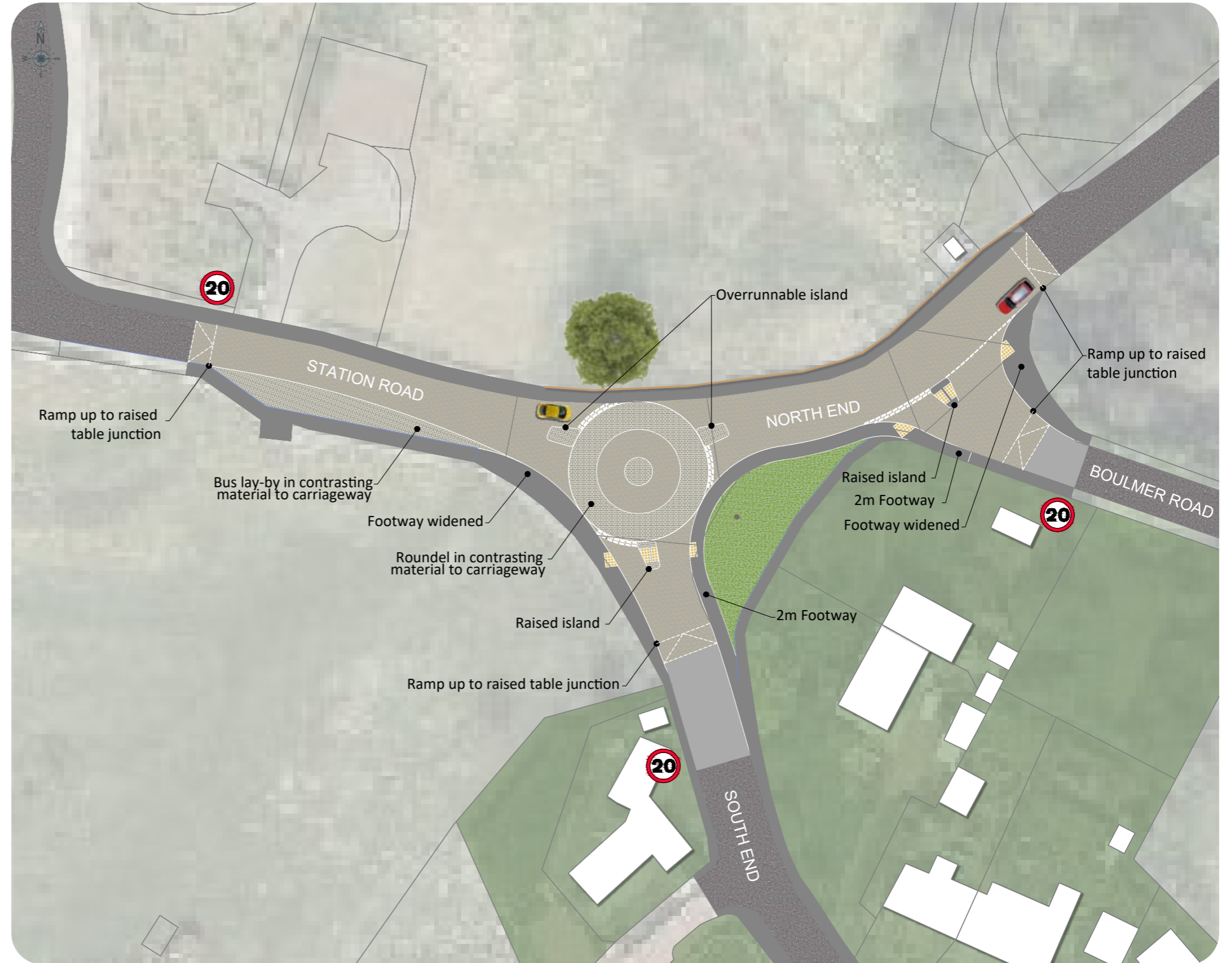
Vehicle tracking at new informal roundel



White line markings should not be used at junctions to mark vehicle overrun areas



North End, Longhoughton - Before



North End, Longhoughton - After

Policy:

1. Replace priority junction with informal roundel.
2. Reduce over wide junction geometry.
3. Improve pedestrian footway on western side of South End to create link to bus lay-by on Station Road.
4. Introduce new crossing points at roundel with tactile paving to assist pedestrians.
5. Introduce new raised pedestrian islands on South End and Boulmer Road to offer protection to pedestrians.

Location 4 - Western Gateway

Key Actions

Gateway Features

- The gateway into the settlement is currently an 'off the peg' product which does not reflect the character of the National Landscape.
- We would recommend that this is replaced with a gateway features that reflects the style, materials and distinctive characteristics of the surrounding area.
- Once within a settlement gateway centreline markings should be removed to minimise urbanisation and reinforce their rural nature. This approach has a dual benefit of also encouraging slower driving speeds by encouraging drivers to negotiate for space with other road users, a practice which encourages greater care.

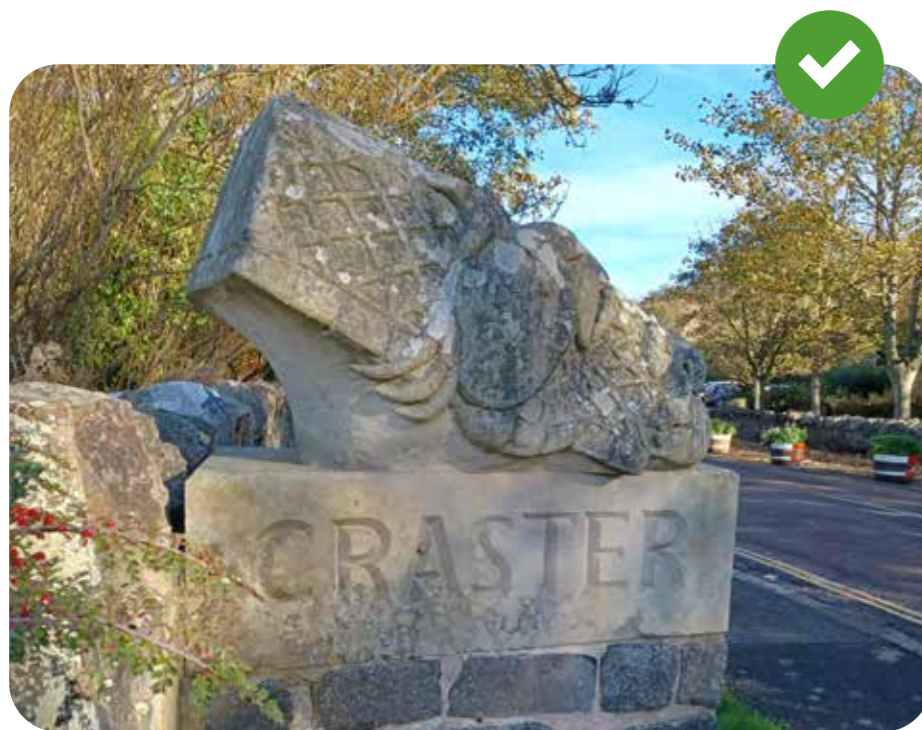
20mph speed limits and zones

- Roundels showing changes in speed limit should not be used within the National Landscape.

Traffic Signs and Markings

Removing white lines:

- As identified in the gateway features section, once within the settlement centre line markings should be removed helping to highlight the transition between the higher speed context of the approach roads, and the low-speed context of the village centre.



Specially designed Northumberland Coast National Landscape Gateway Feature, Craster



Gateway signage should avoid the use of standard 'off the peg' products which do not reflect the character of the National Landscape



Western village gateway, Longhoughton - Before

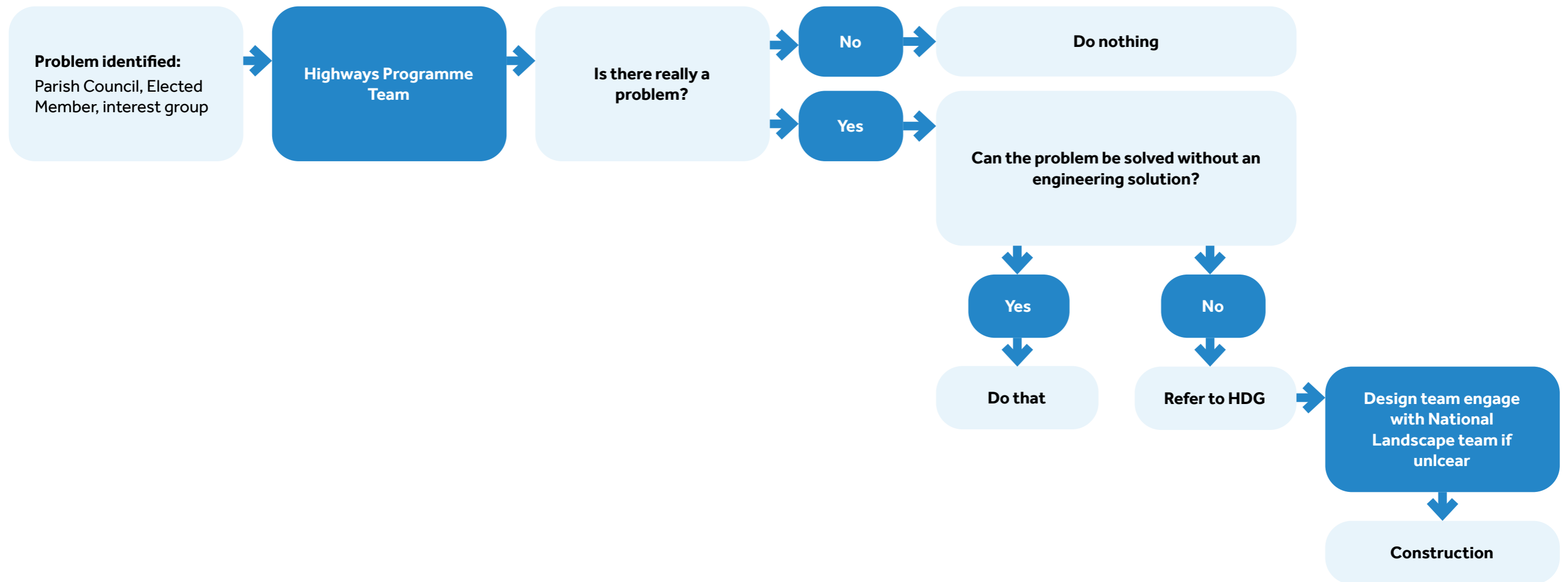
Policy:

1. White lining removed within the village
2. Visual narrowing introduced under bridge to emphasise village entry point.
3. Off the shelf gateway signs removed



Western village gateway, Longhoughton - After

Appendix B: Scheme Evaluation



Get in Touch

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Blackthorn Close,
Alnwick

Email: info@northumberlandcoast-nl.org.uk

