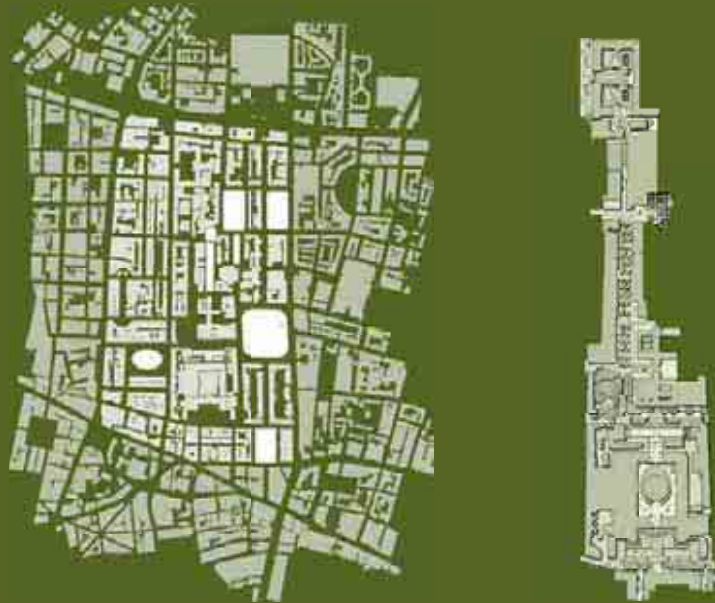


# BLOOMSBURY

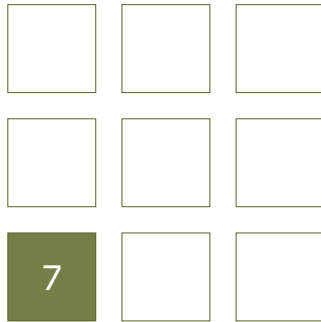
A Strategic Vision



FARRELLS



## 7 | THE DESIGN MANUAL





## KEY DESIGN PRINCIPLES

Landscape architects EDCO have prepared a Street Design Manual (SDM) for Bloomsbury, which is summarised in this section. It points out that the road network is designed to cater for the movement of vehicles as well as by large numbers of pedestrians and cyclists.

All users need to be considered when designing for highway schemes and the street scene, which thus far unduly emphasises the requirements of vehicular movement. Key design principles are set out below - refer to the SDM for definitive guidance:

- 1) Uncluttered footways with street furniture placed in a co-ordinated and logical manner, with redundant items removed. Retention of heritage street furniture.
- 2) Adequately lit footways, carriageways and cycle ways to enable pedestrians and vehicles to be seen clearly at all times.
- 3) Routes designed to reflect best desire lines.
- 4) Routes that are practical, accessible and obvious by design, thus reducing the need for pedestrian signage.
- 5) Improve legibility so that the use of bollards, pedestrian guard rails, signs and road markings can be minimised.
- 6) Using materials and products that are flexible and adaptable, such as street lighting columns that can be utilised to take signs, signals and banners.
- 7) Footways and carriageways that are free from obstructions, including parked vehicles.
- 8) Streets that are free from hiding places that facilitate crime and fear of crime.
- 9) Provide a pedestrian friendly environment by the introduction of shared surfaces in accordance with the Strategic Vision.
- 10) Use individual elements that will not date and avoid fashionable products and excessive branding within institutional environments.

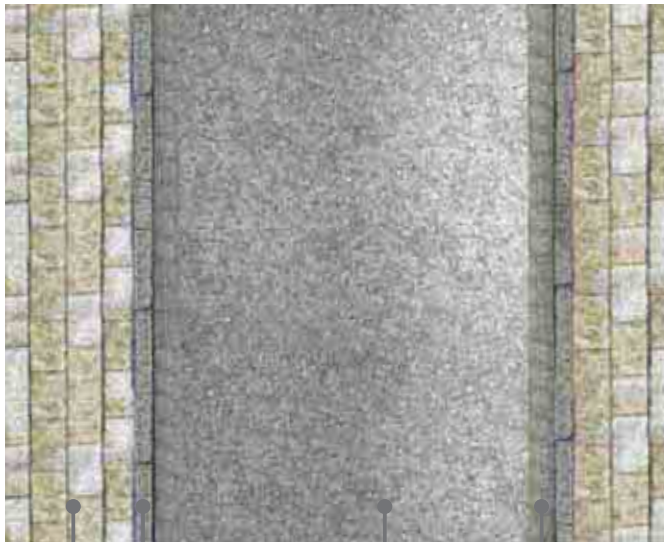


Above: Distinctive historic street furniture and signage - new elements should maintain these standards



## STANDARD FOOTWAY/ CARRIAGEWAY

Raised Yorkstone footway with tarmacadam carriageway surface as general surface treatment approach to Bloomsbury.

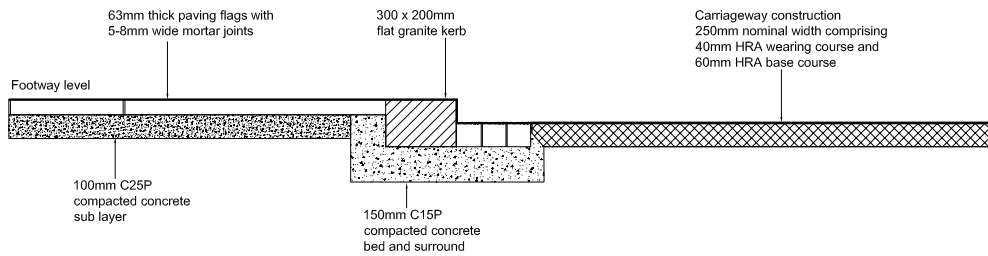


Existing surface treatments showing inappropriate surface materials



Yorkstone Paving  
Granite Kerb  
Rolled Asphalt  
3 Width of Cropped Granite Setts

### Tarmac

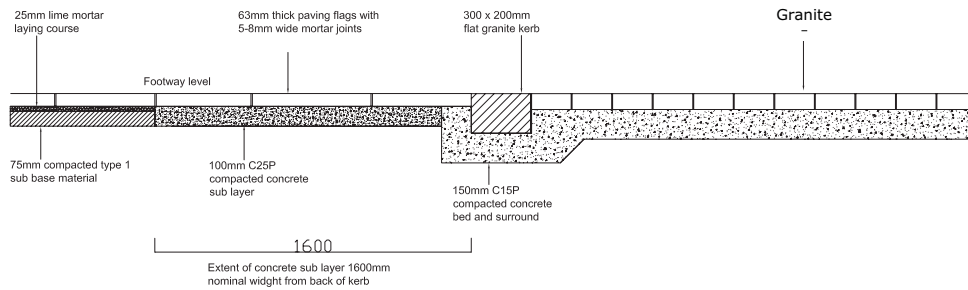




## SHARED FOOTWAY/ CARRIAGEWAY



Granite



## SPECIAL FOOTWAY/ CARRIAGEWAY

Larger scale granite surface treatment for special designated areas.



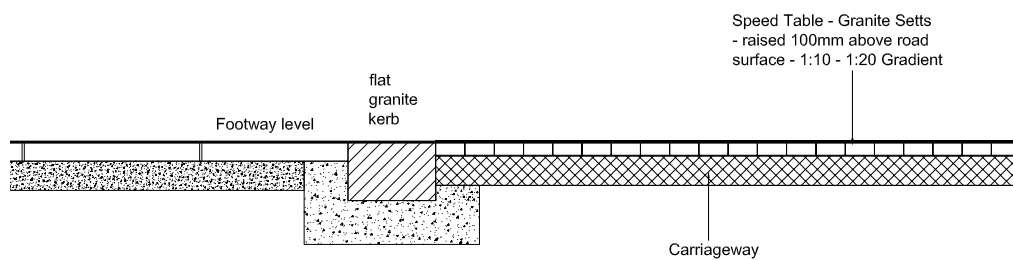
Granite sets as road surface





## SPEED TABLE

Speed tables act a traffic calming device and, with a granite finish, create a visual link across the residential streets. Subject to consideration of noise intrusion.





## STREET FURNITURE

Street benches are to be simple in form and robust and should be fixed into concrete foundations. Central arms should be considered to discourage anti-social behaviour.



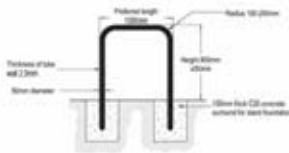
Aim is to combine the need for a bin with the location of a column, such as street lighting post, thus reducing the amount of street clutter.



**St Pancras bollard:** To be used throughout Bloomsbury; very strong – not prone to shearing. Black finish required.



Cycle stands should be stainless steel due to the heavy nature of the cycles being chained to them.



Style: College - Root fixed, stainless steel finish. (Furnitubes International Limited)

Where opportunities exist, this is the preferred bus shelter.



Bus Shelter with no advertisement panel

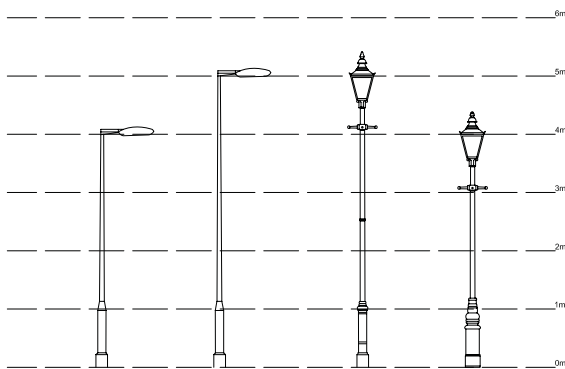




## LIGHTING

The approach to lighting within Bloomsbury is to retain the existing heritage lighting features and provide a generic lighting column throughout the rest of Bloomsbury.

New lighting columns offer an opportunity to combine different uses such as traffic lights, bins & signs. The choice of lighting column is based on the type of road.







## SIGNAGE

- **Identify buildings and institutions** - acknowledge arrival



- **Contextual and cognitive map signs** - i.e. showing exploded plans - used to explain the site as a whole



- **Wayfinding & directional signs** - set at important junctions within Bloomsbury



- **Goal signs** - confirm your arrival at destination points within the area



- **University Signs** - acknowledge arrival to the University Campus, with a simple rectangular form. Colour green, with option to include exploded view of site to assist orientation.

