



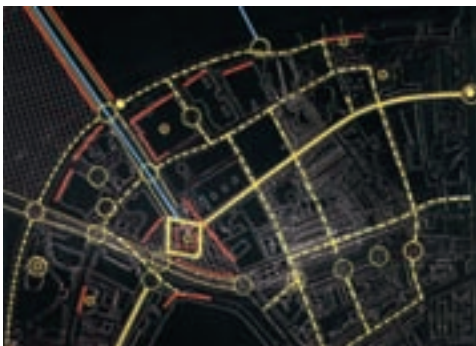
High quality signage, South Bank, London (Designer: Lifschutz Davidson)



Lighting for people instead of cars - Ladbroke Grove Environmental Focus areas (Designer: Tibbalds Monro)



Quality lighting has helped bring the Grainger Town area of Newcastle-upon-Tyne to life



South Bank lighting strategy, London

### 5.5.4 SIGNAGE

#### Make a place legible

Signage can be a major clutter problem and can often be misleading. Not infrequently, the only signage provided is for vehicles, so that the stranger on foot can find himself circulating around one-way systems. The answer lies in:

- consistent and coordinated design of these elements over a wide area;
- making the structure of the place legible so as to minimise the need for signs, especially those concerned with traffic direction and control;
- concentrating pedestrian signage in a designed locality at specific nodal points;
- implicit routing defined by the paving type; installing art in the floorscape; and introducing other imaginative means of easing orientation.

### 5.5.5 LIGHTING

#### Illuminate the scene

Frequently lighting systems are selected for highway illumination purposes. They are often out of scale and ugly. By designing places that are well lit for pedestrians, with particular care given to vehicle/pedestrian conflict points, places are made safer and unthreatening, but care needs to be taken to avoid unnecessary light pollution.

Lighting can be provided by overhead street lamps, sometimes best mounted on buildings, as well as from bollards, uplighters, feature lights, building and façade lights and shop windows. Through a composition of all available sources, a desirable level of lighting can be produced, bringing attention to some components but hiding others. The shape and colour of light can also generate three-dimensional sculpture, transforming the perception of a place and dramatically painting its night landscape. The more light-the more encouragement of night - time activities.