



## FACT SHEET H-09 – SIGNPOSTING AND SERVICE INFRASTRUCTURE

### Signposting

Since cycle route networks may bear characteristics that are different from the classic road network, signposting helps cyclists to find the best and most convenient route to their destination. Cycle routes often include shortcuts or paths through green areas, which may be located more easily by cyclists unfamiliar with the network when indicated through signage.

Signposting is also a form of public relations. The consistent use of standardised colours, symbols and fonts for wayfinding creates an easily recognisable identity for cycling in a town, region or country. Signposting also helps to make bicycle routes more visible and noticeable not only for cyclists.

Implementing signposting is based on a signposting plan that corresponds with the desired bicycle route network (see Fact Sheet H-01). Furthermore it should define primary and secondary destinations within the area. It is important to provide continuous signage to the posted destinations. This ensures a cohesive wayfinding system free of gaps. In some cases coordination with neighbouring municipalities or regions may be necessary to ensure route continuity for trans-regional destinations.

Different user needs, especially of commuters, recreational cyclists and tourists should be taken into account. Commuters, for example, will require more direct routes for everyday use

whereas tourists may prefer thematic or scenic routes. Different user groups will also have differing needs regarding destinations.

Since the use of numerous signposting systems will result in a sign clutter especially at intersections it is recommended that a standard be defined on local or – even better – on regional or national level. Signs should be designed in a way that allows for easy reading from a typical distance of approaching cyclists. They should not include more than two destinations per direction and corresponding distances.



Wayfinding with two destinations per sign and easily recognisable signs for various routes, for example the blue “e” for Elbe Cycle Path (source: Kevin Vincent)

### Service stations

Service stations are a combination of bicycle garage with monitored parking, mobility services and facilities for repairs and maintenance of bicycles. Mobility services can include bicycle rental



Service station in Münster with underground parking and service facilities (source: Jan Schubert)

facilities or information for tourists. Placing the station at a location where the volume of cyclists is high (e.g. a train station in the form of Bike+Ride) is recommended. Additionally, it is user-friendly. Commuters who ride their bicycle to the station can have it repaired while they are working and pick it up on the way home.

Stations in Germany (e.g. in Münster, Kiel, Erfurt and Hanover) usually vary in size, types of parking facilities and range of services. Since bicycles usually will be parked for long periods, appropriate parking facilities are recommended (see Fact Sheet H-08). Some stations also include shops or information stands from local public transport companies. Repair shops sometimes operate in cooperation with a social association involving people that are difficult to place on the job market in order to give them employment.

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### Best Practice: Thematic cycle routes

The city administration in Kiel has developed bicycle tours which offer both tourists and residents the option of route and theme. One tour that was prepared is called "Tatort Cycle Tour" (Tatort (engl.: crime scene) is one of the most popular TV series in Germany. Many of the episodes were produced in Kiel.). Cyclists are guided through the city along a route that includes many scenes from the episodes. Thus fans of the series can visit those places and get an impression of the original scene while cycling. The tours are promoted with leaflets showing the route and providing background information. In addition, cyclists can find information about restaurants and short cuts in the leaflets.

The Leipziger Notenspur-Initiative (Leipzig Music Trail Initiative) is a collection of interested citizens and organisations promoting the thematic Leipzig Music Ride (Notenrad). The bicycle route is 40 km long and highlights the rich musical history in Leipzig.

### Additional services

Basic repair opportunities for cyclists should be available independent of opening hours of service stations' repair shops. The most popular of these opportunities are public air pumps. Those should be installed in public spaces in order to provide a facility for quick repair works. Many different types have been developed, so that municipalities can choose for their unique design.

Additional service may be provided by public toolboxes and tube automats that allow for repairing bicycles independently from opening hours of service stations and regular repair shops.

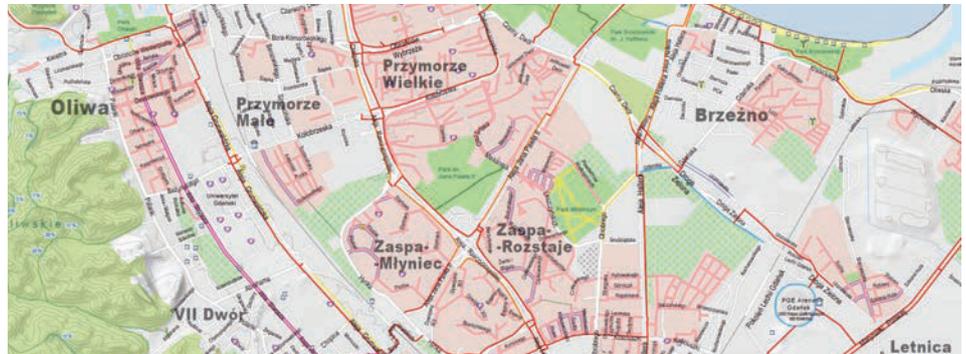
Since measures like the ones presented in this chapter are not crucial for a functional cycling system, they do not have a top priority in local cycling policy. In contrast municipalities may find private investors to run these services and please customers with them.

Additional services also include providing (potential) cyclists with the necessary information in order to make cycling more accessible and encourage discussion with citizens surrounding the promotion of cycling transport. Cycle maps, in particular, can help reduce the barriers to cycling for new or visiting cyclists by informing them of the location of bicycle routes and cycling infrastructure.

### Best Practice: Cycling maps

The city of Gdansk published a bicycle map in 2013 that provides differentiated information about bicycle infrastructure type (e.g. cycle path, cycle lane, combined foot and bicycle path, shared space, combined bus and bike lane etc). The map also shows speed-30 zones, one-way streets with two-way cycle traffic and the location of bicycle parking, bike rental and bike shops.

The city of Dresden worked with volunteers from the German Cycling Federation (ADFC) in 2011 to produce a bicycle map of the city. Volunteers from the ADFC rode and evaluated approx. 13.000 kilometres of streets and bicycle paths. The map not only shows the types of infrastructure but also what condition they are in. A pamphlet containing tips and additional information accompanies the map. Central MeetBike helped fund the printing of the map.



A section of the cycling map of Gdansk showing cycle paths (red), cycle lanes (purple) and parking locations amongst others (source: rowerowygdansk.pl - <http://www.rowerowygdansk.pl/start,168.html>)

**Lessons learned:** Signposting and services are instrumental in reducing barriers to cycling, increasing awareness and increasing the ease and comfort of cycling. Signposting helps identify continuous bicycle routes for primary and secondary destinations and should differentiate between various user needs. Service stations combine parking with additional services such as tourist information or bike shops, making service stations a destination in and of themselves. Public air pumps and other additional services make cycling easier by providing quick repair opportunities.

For further resources, links and best practice examples visit the Sustainable Urban Transport Project website: <http://www.sutp.org/>

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City of Kiel: [http://www.kiel.de/touristik/kiel\\_erkunden/radtouren/tatort\\_radtour.php](http://www.kiel.de/touristik/kiel_erkunden/radtouren/tatort_radtour.php) (only in German)

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