

Signage

Vision

for Burnham-on-Sea to have signage that **celebrates** its history and location; is clear and **accessible** for locals and visitors; **supports** local business; is **creative** and fun for all those who come to enjoy our town.

Rationale

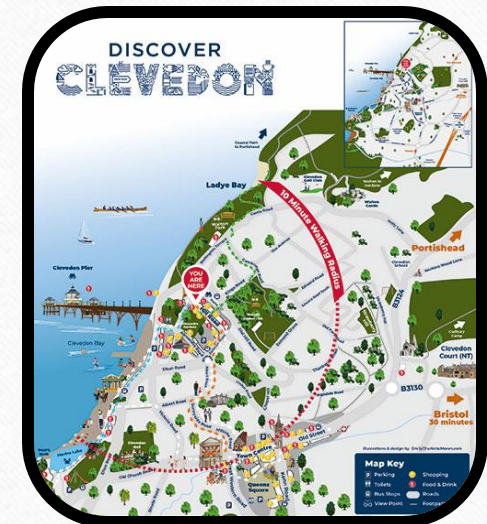
- Signage is one of the most important tools for a successful High Street; acting as a **communication tool** between the town and its visitors, residents and business owners.
- Signage should: **advise** and **direct**
- Design of signage needs to be carefully considered to ensure it is **robust**, **dynamic** and **accessible**; however, it can be **unique** and **eye-catching** in design and can go a long way in helping shape the overall design of a High Street.

Making it happen

- Meet with local groups and businesses to gather ideas and feedback
- Engage with local residents to gather ideas and feedback on what signage they find useful and want to see in their High Street
- Engage with visitors to our town to gather feedback on town signage
- Meet with local designers and creators to create unique signage for BoS
- Fundraise and apply for funding to support creation and installation of new signage

What? New Town Map

To create a new town map that is current, clear and creative.



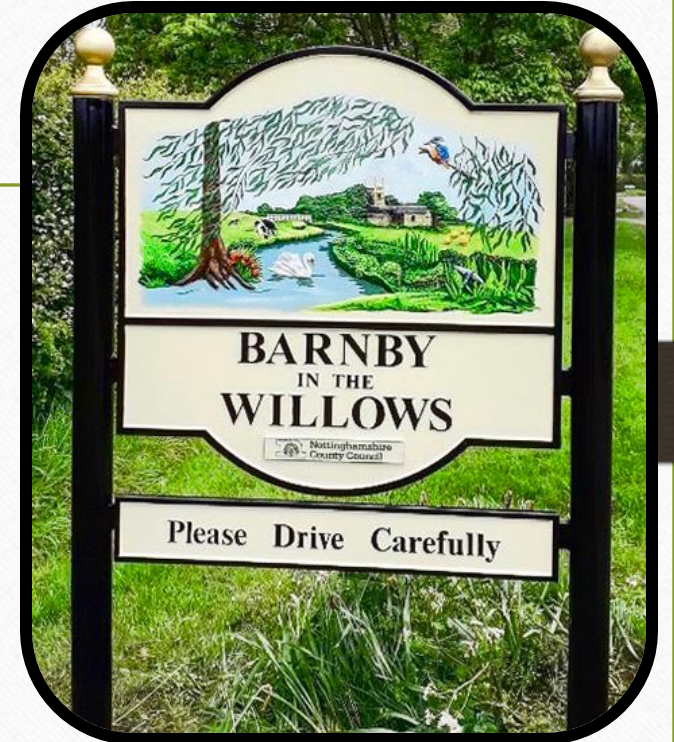
What?

Town
Welcome/parking
Signs

Welcome/parking
signs that
celebrate
Burnham's location
and heritage

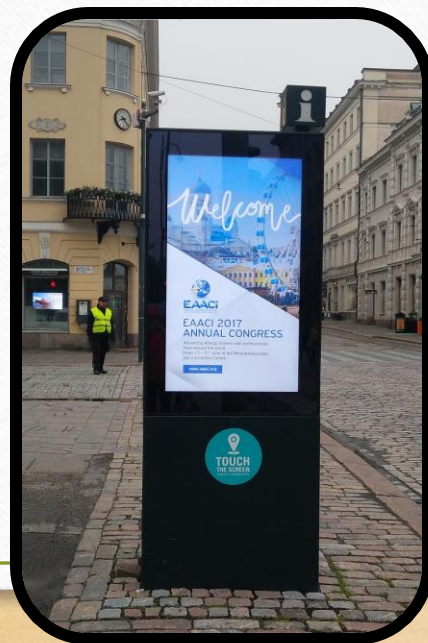


Picture taken in
Porlock –
Somerset



What? Digital signs

Digital signs that keep locals and visitors up-to-date with all thing BoS e.g. current offers/products in local shops, local events, weather, tide information etc



What? Heritage trails

Fun, interactive, easily accessible, educational trails about BoS that engage locals and visitors of all ages



E.g. The Lighthouse Trail –

For the younger locals and visitors.

Find all the lighthouses hidden around the town.

Viewpoints and information points placed at each sight, presented in ways all ages and abilities can access.

Paper trail could be provided – with questions/activities to complete.

Prize given at the end e.g. stickers, Burnham Badges

What? Heritage trails

Fun, interactive, easily accessible, educational trails about BoS that engage locals and visitors of all ages

Local history

Adding to the already existing heritage information spots.

More information for places of interest e.g. history of old buildings, how the high street has changed over time, how the beach/promenade has changed over time, train line



What? Shop fronts

W-S-M

Brightening up the high street to showcase all local businesses have to offer.



Frome



Watchet

What? Street signs

Cohesive, uniform but unique to us!



Referencing Victorian Seaside town history.

Including small illustrations of something unique to us
e.g. lighthouse



What?

Photo Opportunities

Creating interesting and fun spaces for photo opportunities that people want to picture and share; helping put Burnham on the map #BoS

