

Wayfinding and Signage Strategy

6.1 Introduction

This strategy primarily focuses on wayfinding with consideration given to interpretation and trails. The purpose of the strategy is to draw together proposals contained in previous commissions (particularly The Chester Heritage Interpretation Masterplan – IMP) and current projects on the ground, in order to present this information as a coherent whole.

It is likely that the installation of the new suite of signage presented in this strategy will take place on a piecemeal basis and so this strategy will enable designers to identify locations for waymarking, interpretation or trail signage when looking at specific sites.

The strategy also clearly sets out the suite of signage types proposed for both waymarking and interpretation, the information that they should contain and detailed design guidance on how this should be presented.



New interpretation signage recently installed at the Roman Amphitheatre