

Wayfinding and Signage Strategy

6.2 Overarching Principles...

Target Audience

This strategy is focused on providing wayfinding and interpretation signage for the infrequent or first time visitor to Chester. These are visitors who have come for a day visit, weekend visit or longer break and who may have some initial ideas of what they would like to see, but are also open to seeing what they find.

Residents and frequent visitors are unlikely to need wayfinding information, but could benefit from new and improved interpretation which would enhance their appreciation and understanding of Chester.

Cyclists

Although the wayfinding strategy is primary based on pedestrian movement, Chester City is a designated a Cycle Demonstration City. Chester's Cycle Demonstration City project is an ambitious programme of improvements for cycling in Chester which over the coming years will include investment in cycling infrastructure, training and participation. Cyclists will be encouraged to cycle in and around the city and suitable information and wayfinding information will be required as part of the overall strategy.



Chester - Cycle Demonstration City

Overall Aim

The overall aim of the waymarking and signage strategy is to establish a legible and well interpreted place, where visitors are provided with adequate wayfinding and visitor information to enable and encourage them to explore the city on foot and on bike, and interpretive information that adds to the richness of the experience.

Conversely, the aim should not be to spoil Chester's attractive streetscapes by over-signing. Chester is not a vast or complex city centre and so in general, the aim should be to keep the number of wayfinding elements to a minimum, allowing visitors the opportunity to occasionally ask for directions. Similarly, interpretation signage should allow for an element of discovery.

In addition, technological advancements allowing mobile phone downloading of information should reduce the amount of information that needs to be included on signs in the future.



Existing pedestrian signage

Objectives

- To create a high quality signage style used in wayfinding and interpretation that is distinctive and appropriate to Chester.
 - To develop signage that is suitably robust in order to withstand the outdoor and city environment.
 - To implement signage that is easy and cost effective to update over time, where it is anticipated that this will be required.
- To establish a holistic approach to wayfinding that includes consideration of landmarks and orientation points in the public realm.
 - To consistently apply the wayfinding signage suite to the public realm framework in order to reinforce the hierarchy of routes and improve legibility.
 - To prevent oversigning of wayfinding elements in the public realm through a primary emphasis on the use of map-based information, which encourages visitors to explore and develop their own mind map of Chester.
 - To provide visitors with the information they need in the right places (i.e. where is the nearest toilet, how long will it take to walk to the Groves?). This must include access information, such as the location of ramped/lift accesses to the City Walls and The Rows are located.
 - To establish a holistic approach to interpretation that includes a combination of signage, web-based media, artworks, lighting and temporary events in the public realm.
 - To present interpretation signage that is legible, visually appealing, well written and relevant to a broad audience.