

# Six

## Wayfinding and Signage Strategy

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## Summary and Guide to Part 6:

The wayfinding and signage strategy is focused on non-vehicular movement (pedestrians and cyclists). It is likely that wayfinding and other signage will be implemented incrementally as new public realm schemes are designed. This strategy should therefore be referred to for details of the types of signage and their locations, along with design guidance for the preparation of detailed, site-specific sign designs.

### Section 6.1 - Introduction

The strategy begins with a brief introduction as to the purpose and starting point for the strategy, recognising its limitations in being unable to present site specific design solutions.

### Section 6.2 - Overarching Principles

Sets out overarching principles influencing the strategy. The overall aim of the strategy is to establish a legible and well interpreted place where visitors have adequate wayfinding information to enable and encourage them to explore the city, along with interpretive information that adds to the richness of experience. This must be achieved without spoiling streetscapes with over-signing.

The strategy that follows is divided into two main sections, 6.3 – Wayfinding and 6.4 – Interpretation and Trails.

### Section 6.3 - Wayfinding

The wayfinding strategy starts with a brief review of relevant previous commissions. This is followed by recommendations for a holistic approach to wayfinding, which highlights the role of existing landmarks, the importance of public realm design along key walking routes in the city (linking with the proposals contained in Parts 3 and 7), wall and city gateways (as proposed in Part 3), published and web-based information and physical wayfinding signage elements (detailed later in 6.3). Following this is a concise review of existing wayfinding signage in the city centre, which considers types of signage and their locations. These findings influence the proposed suite of new wayfinding signage (which focuses on delivering map-based information) presented on pages 246-247. Proposed locations for these are

provided on pages 248. Section 6.3 concludes with guidance on the use of a consistent mapping style to present wayfinding information, along with an example of the style already developed for the city.

### Section 6.4 - Interpretation and Trails

The section begins with a brief review of relevant previous commissions followed by recommendations of how a holistic approach to interpretation should be achieved. This identifies the role of interpretive artworks, events and multi-media (taken forward in Part 4), published and web-based interpretation information, as well as physical interpretation signage elements. This is followed by a concise review of existing interpretation and trails signage in the city centre. These findings have influenced the proposed suite of new interpretation signage presented on pages 260-261 along with proposed locations and themes set out on pages 262.

### Section 6.5 - Further Design Guidance

Provides further design guidance that should be referred to when developing signage elements for either wayfinding or interpretation. The design guidance includes detailed information on siting, choice of materials, branding and graphic design and legibility and DDA compliance.

It is important to note that strategies by their very nature offer broad principles and often bold approaches, which cannot address the subtleties of design required for every specific location. It is not the intention that this strategy stifles site specific design solutions, but merely provides initial parameters and guidance, which should form the basis for the preparation of detailed designs.