



GREEN GRID PILOT SCHEME WAYFINDING STRATEGY

Version 3 - 15-07-2022

A strategy for the wayfinding & signage across the Green Grid pilot scheme.

CONTACT | Matthew Stonely | +44 (0)1622 831238
+44 (0)7961 686776 | matthew.stonely@integrity.co.uk

MARDEN | Allingham Barn, Summerhill Road, Marden, Kent TN12 9DB +44 (0)1622 831238

YOUR WAYFINDING OUR VISION

Our vision is to create a wayfinding strategy that successfully delivers the aims of the Green Grid - creating clearly signed routes which become well used. The strategy will consider the sign types required to navigate the Green Grid, as well as how to apply the signs balancing clear navigation with minimum number of signs. Providing appropriate information levels to ensure easy navigation between destinations, whilst also encouraging exploration and promoting other areas.



WAYFINDING KEY PRINCIPLES

A good wayfinding strategy needs to take account of seven core wayfinding principles:

People centred



The system is built around the people using it and the needs they have.

Context



The system allows people to easily establish where in the site they are at any point.

Hierarchy

A clear hierarchy of signs exists that progressively narrows down the journey, from “big picture” to “building identifier”.

Relevance



Only information that is relevant to the current stage of the journey is displayed at any one point.

Legibility



Signs are legible and accessible to all users, using a combination of typography, colour, and symbology.

Consistency



Consistency exists in naming, graphics, colours, etc. at every level of wayfinding, from the entrance to site, to the parking and the destination.

Environmentally appropriate



The signage design and manufacture is sympathetic to and consistent with the environment in which the signs appear.

Appealing to target groups

Clear but sympathetic to environment

Green Grid first then other destinations

Works for pedestrians and cyclists

Legible in forest and low light levels

Consistent and at home in urban and countryside

Sustainable construction to back up ethos

People centred



The system is built around the people using it and the needs they have.

The wayfinding solution has to be people-centred. By this we mean the system needs to encourage usage by the target groups, with appealing entrance signage & ways of communicating the different Green Grid routes in the area.

Context



The system allows people to easily establish where in the site they are at any point.

Strike a balance of clear and easy navigation when heading to a specific destination against not oversigning particularly in SSSIs.

Hierarchy

A clear hierarchy of signs exists that progressively narrows down the journey, from “big picture” to “destination”.

Developing an adaptable hierarchy, which can grow with additions of new routes and destinations. The primary function is signing the designated Green Grid routes but with additional useful information.

Relevance



Only information that is relevant to the current stage of the journey is displayed at any one point.

The signage needs to work for both pedestrians and cyclists, taking account of the additional speed and so less thinking time when cycling to provide navigation which reassures and avoids the need to stop when cycling.

Legibility



Signs are legible and accessible to all users, using a combination of typography, colour, and symbology.

A successful wayfinding system will provide the right information at the right time in the clearest possible manner. For the Green Grid this includes routes through areas which during the winter months even during the day will be unlit with low illumination levels. The signage therefore needs to be highly visible, even considering use of reflective materials.

Consistency



Consistency exists in naming, graphics, colours, etc. at every level of wayfinding, from the entrance to site to the destination.

A sign family which is consistent, but can fit into the opposing environments of countryside locations as well as urban. Achieved through the use of colour and materials.

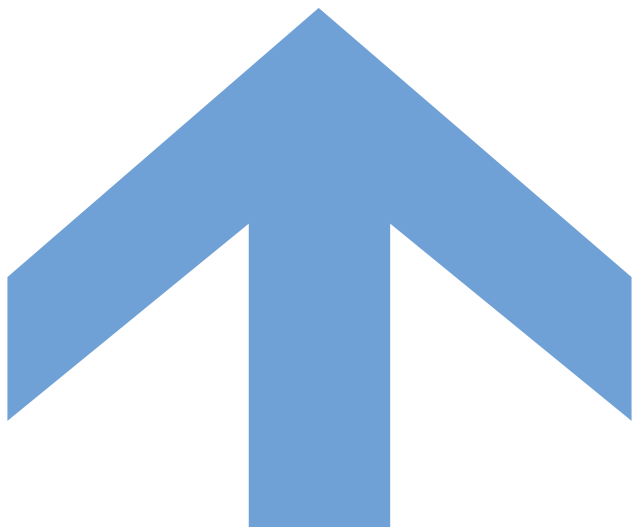
Environmentally appropriate



The signage design and manufacture is sympathetic to and consistent with the environment in which the signs appear.

As well as aesthetically fitting into the natural environment, the signage needs to take account of foundation restriction in SSSIs and have a low impact.

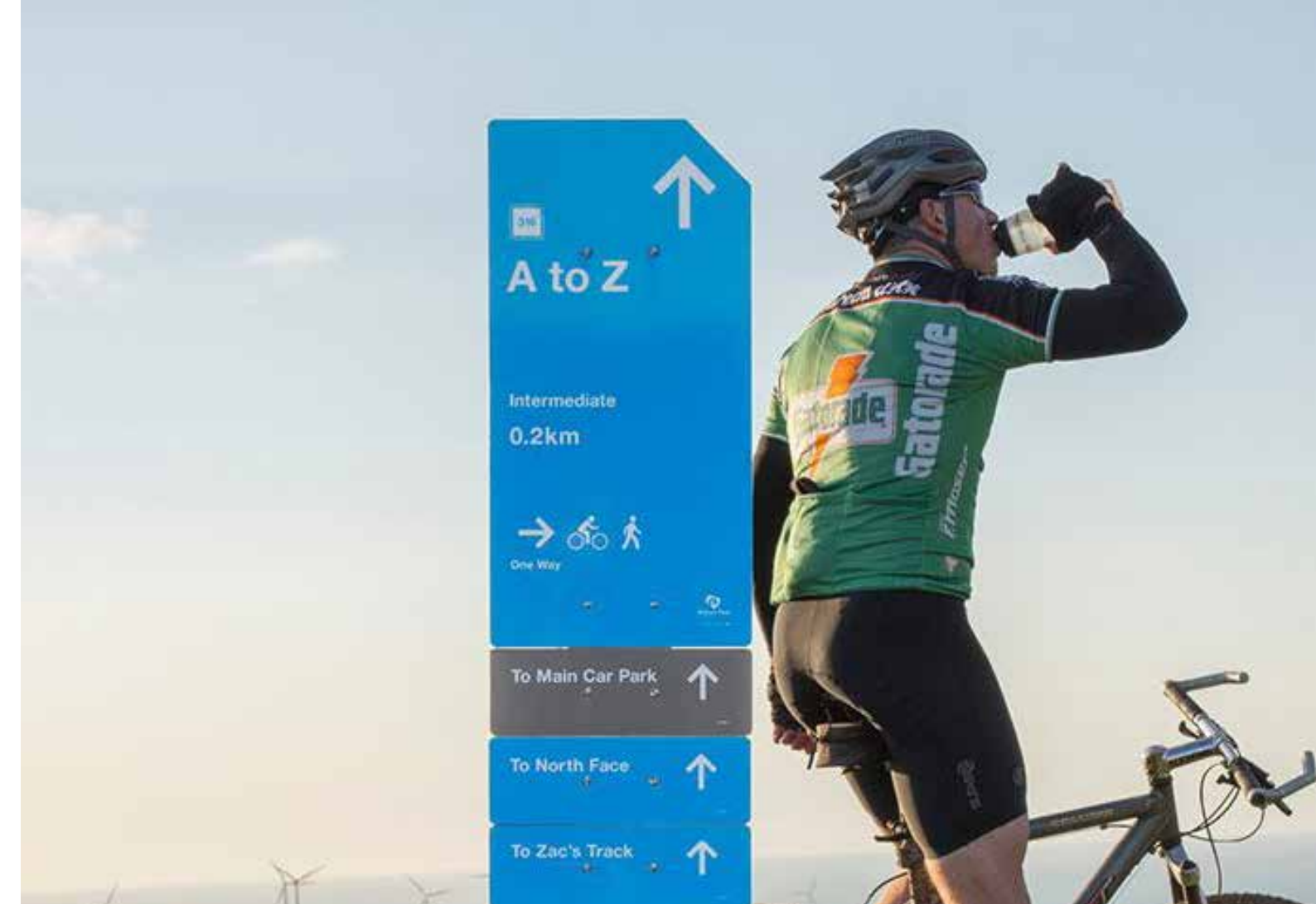
2.0 - ANALYSIS



USER ANALYSIS

Whilst the routes will be used by dog walkers, runners and other existing users of the countryside the key target groups are those who do not currently use sustainable transport, specifically young families and commuters. To target these groups the signage needs to be highly visible and appealing. There will be considerable overlap between families and commuters and workers in the higher age demographics are likely to have grandchildren. Therefore the appearance of the signage should be modern and vibrant aimed towards this younger demographic and the future.

Another aspect to consider is the transport methods being used, with cyclists and pedestrians sharing spaces the safety particularly of young children needs to be considered and high speeds discouraged at areas likely to have a high density of pedestrians. Conversely the system needs to take into account the increased speed of cyclists, finger posts are best read on foot and can be difficult to read when approached on a bike. Some decision points may require signage which is specifically for cyclists.



SCENARIOS

“I don’t want to drive to the station”

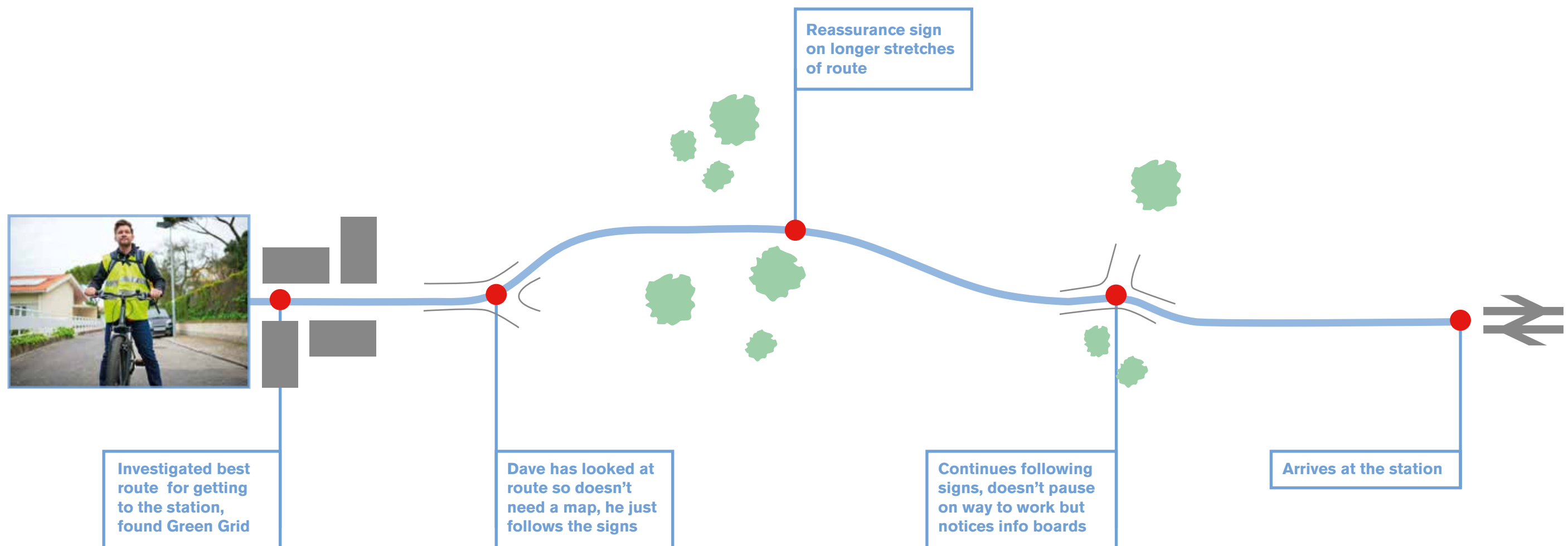
Commuter

Dave and Lucy have just purchased their first house. Money is a bit tighter as a result, and they're also concerned about climate change and want to reduce their car usage. Their rental flat was close to the station, but now they've moved they drive.

They want to cycle instead and have seen the Green Grid sign near their house. They look up the route and discover that it takes them straight to the station.

Challenges

Neither are regular cyclists, and not used to following unfamiliar routes - particularly off road. They leave early for work and don't have much time so want the route to be easy and not involve stopping to look at their phone.



SCENARIOS

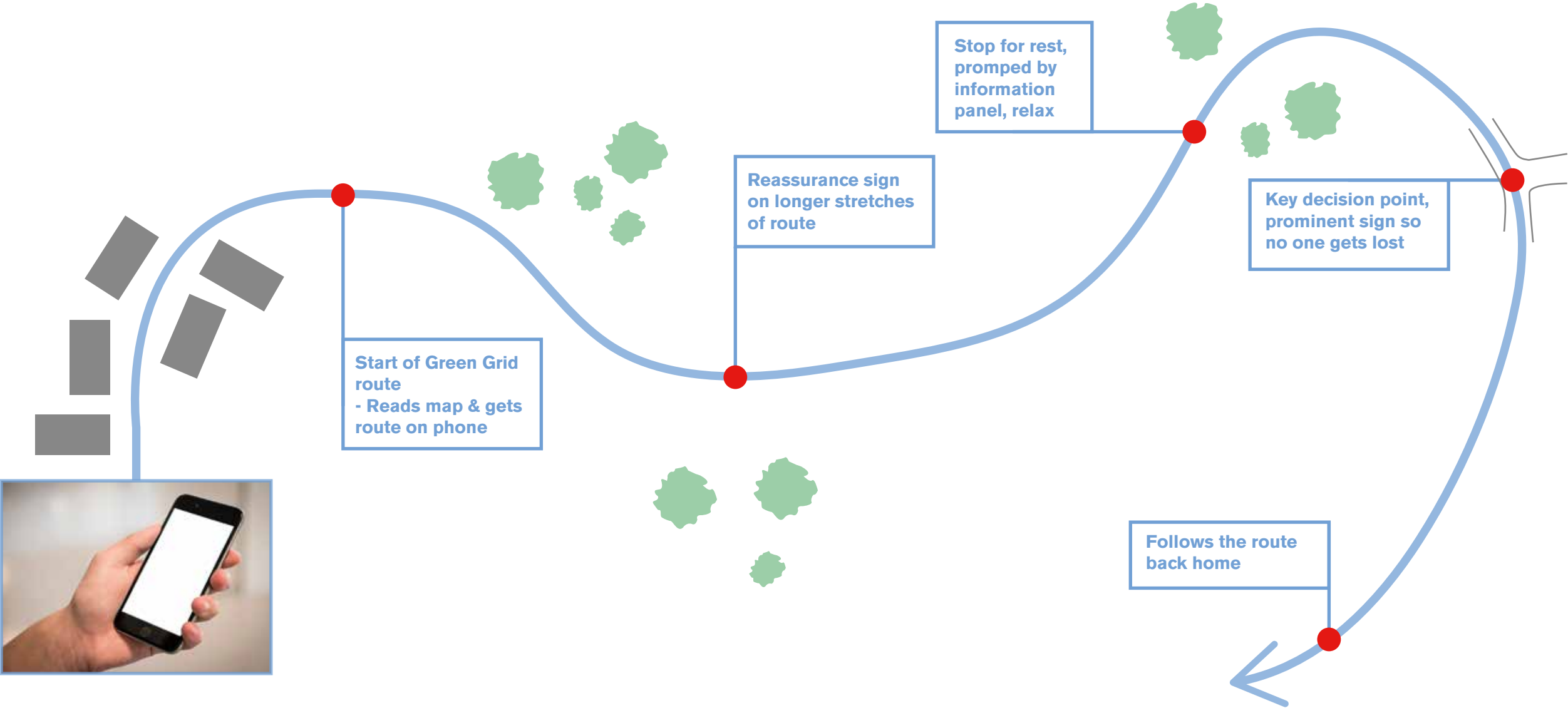
“What shall we do today?”

Young family

Fiona is a mother of two young children, and is looking for new things to do with the whole family at the weekend. They would normally drive to an attraction, but after looking on her phone one evening discovers the Green Grid which includes a route within walking distance of her house.

Challenges

Fiona is used to self contained attractions with no need to follow signs on a specific route. She is also used to navigation and doing most things on her phone, viewing the route on her phone gives reassurance. She also with two young children needs to know walking times.



3.0 - STRATEGY



SIGN DEVELOPMENT MATERIALS AND ENVIRONMENT



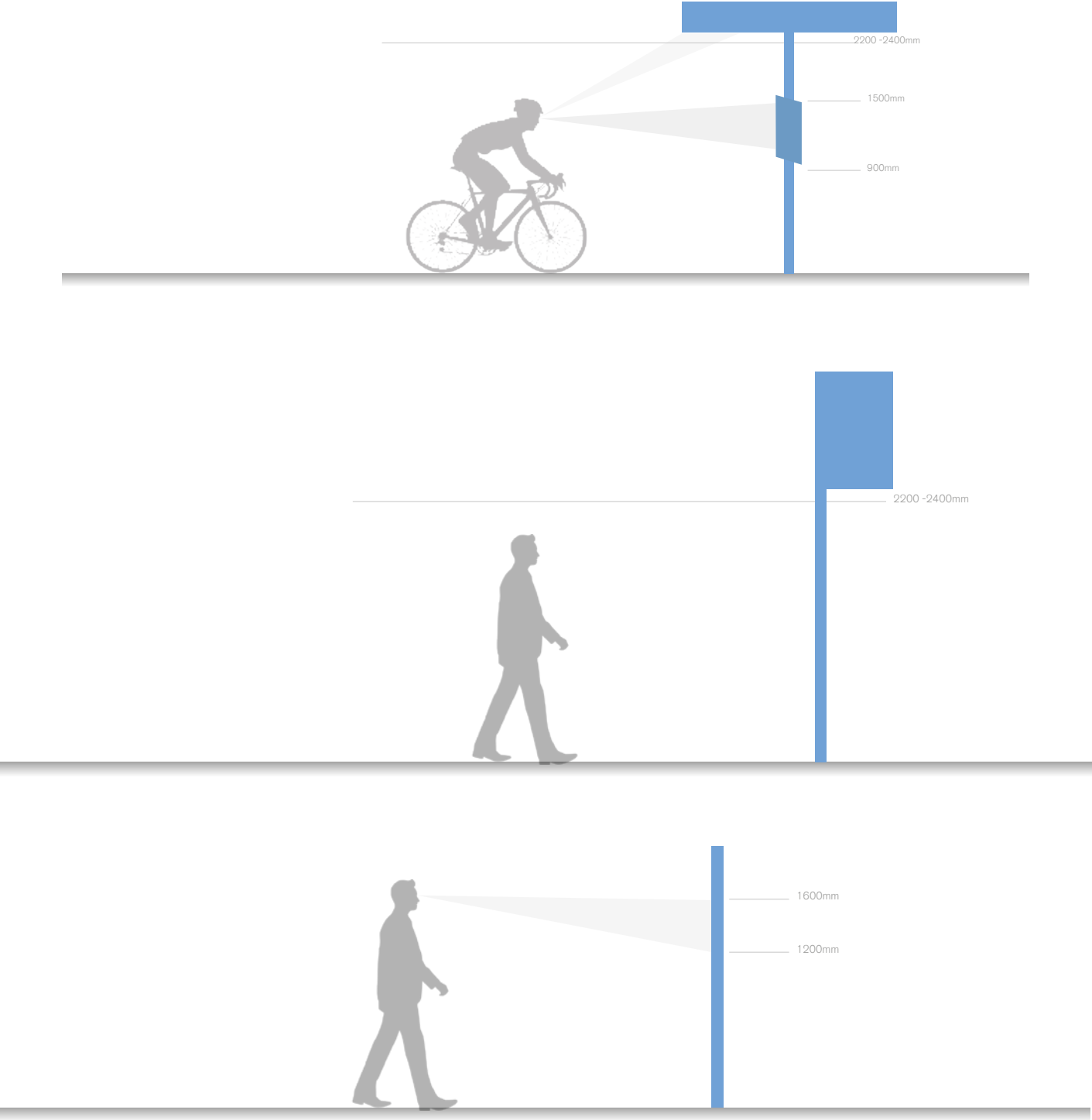
MATERIALS & ENVIRONMENT

Material selection will be an important aspect of this project.

Encouraging sustainable transport, the signage should also be sustainable. With the pilot route and a high percentage of routes likely to be in countryside settings environmentally appropriate materials need to be considered. Hart council have set a precedent for high quality and inventive use of timber and local crafts people for signage and furniture and countryside sites.

This works brilliantly for the countryside, but not in urban environments. For the Green Grid, signage which gives consistency, is economical at higher volume and fits in the urban environment just as well the countryside is required.

SIGN DEVELOPMENT DESIGN PRINCIPLES



Text

CAP HEIGHT
50mm - 75mm

CYCLING SIGNAGE
The optimum viewing height for signage is between 1500 & 900mm when cycling. Cap heights between 50 - 75mm are ideal for cyclists giving viewing distances of between 25 - 30m at the slower speeds. Text size is trade off with the visual appearance and sign size and we'd recommend a size of 55mm to fit the recommended sign sizes. A panel sign facing onto the path of cyclists will help increase visibility at cycling speeds, as high level finger post signs are harder to read.

Text

CAP HEIGHT
35mm

PEDESTRIAN SIGNAGE
For post mounted signage a clear height underneath of 2200 - 2400mm ensures the panels are at a safe height but also visible across a crowded area. Cap height 35mm ensures legibility at distances of around 10m.

PEDESTRIAN TOTEMS
The optimum reading height for pedestrian totems is between 1600 & 1200mm when walking. Cap height 35mm ensures legibility at distances of around 10m.

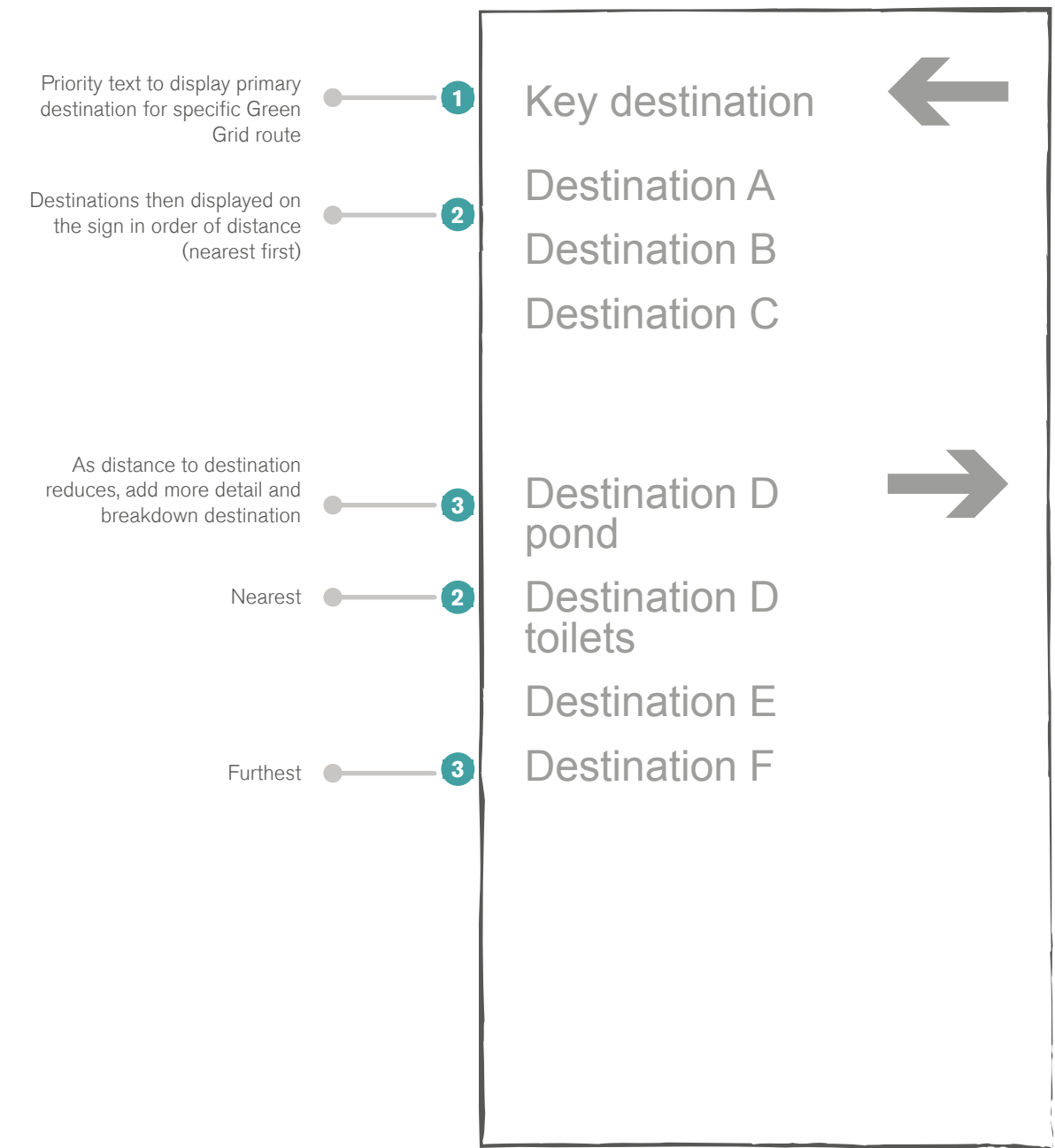
SIGN FAMILY HIERARCHY OF INFORMATION

A good wayfinding system should have a clear information hierarchy that moves a user from “big picture” to “fine detail” as they move towards their intended destination.

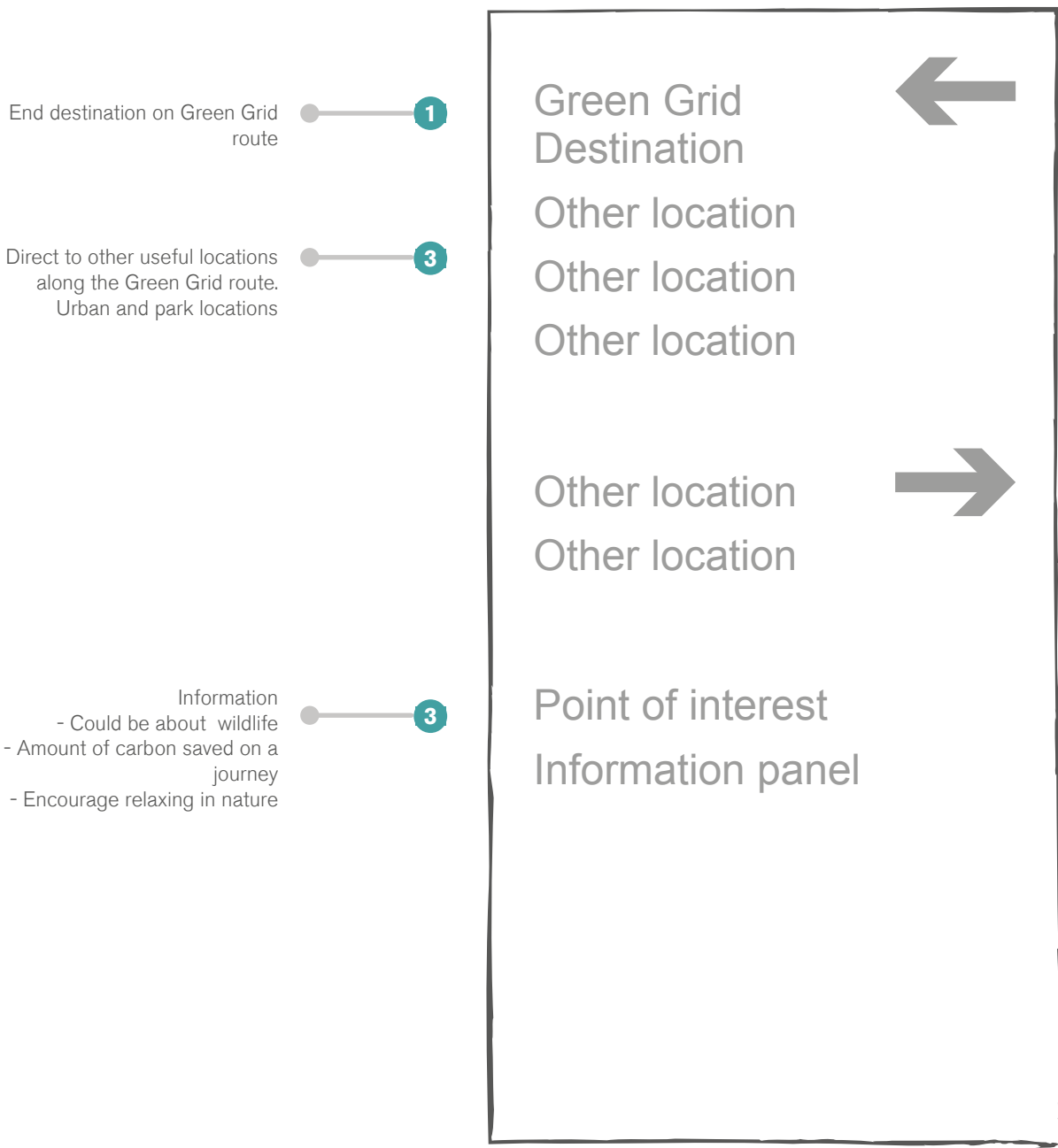
The Green Grid has some unique features in that the primary aim is to navigate specific routes between destinations. Alongside this however it should achieve the following;

- Sign to other key destinations along the route
- Highlight recreational activities or walking routes
- Encourage dwelling in desired location, or discourage in areas of special scientific interest.

GENERIC PRINCIPLES



GREEN GRID



SIGN DEVELOPMENT MAPPING

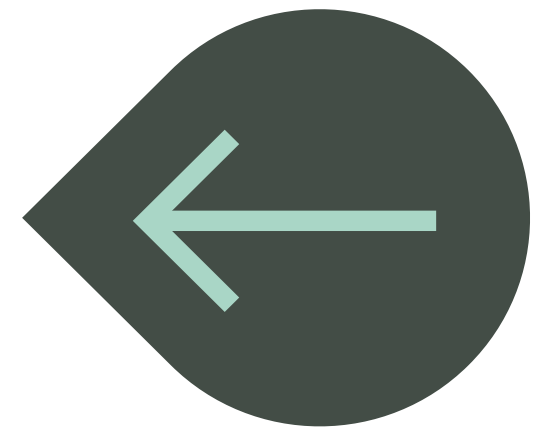
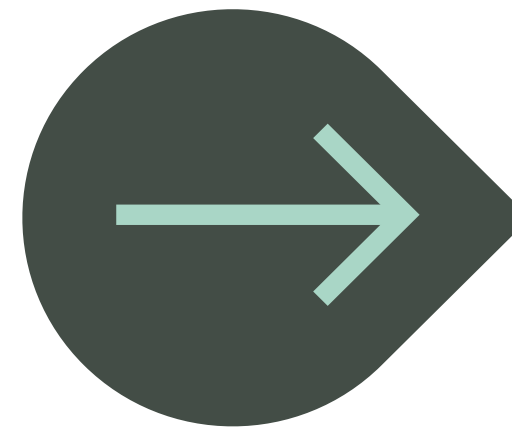


The use of mapping will be an important part of the Green Grid. The map will be a live document which is added to as additional routes are incorporated into the Green Grid.

- An online map which can be used to view the Green Grid routes on the Council website to plan journeys.
- A map sign at key points on the Green Grid, predominantly starting points of each route, but also key decision points. The map will be viewed alongside comprehensive directional information which includes walking time guides. A QR or NFC would allow users to access a map on their mobile device which they can use as their journey progresses.
- Finally on the go on a mobile device, the ability to locate yourself live on a route will really increase the reassurance and usage of the Green Grid by younger users.

SIGN DEVELOPMENT ICONS

An icon has been developed, this as an important way of identifying the Green Grid. The icon will be used on signage, and as a waymarker which can sit alongside existing rights of way signs. Just as importantly it can be used in other applications such as social media or web to promote the Green Grid and build recognition.

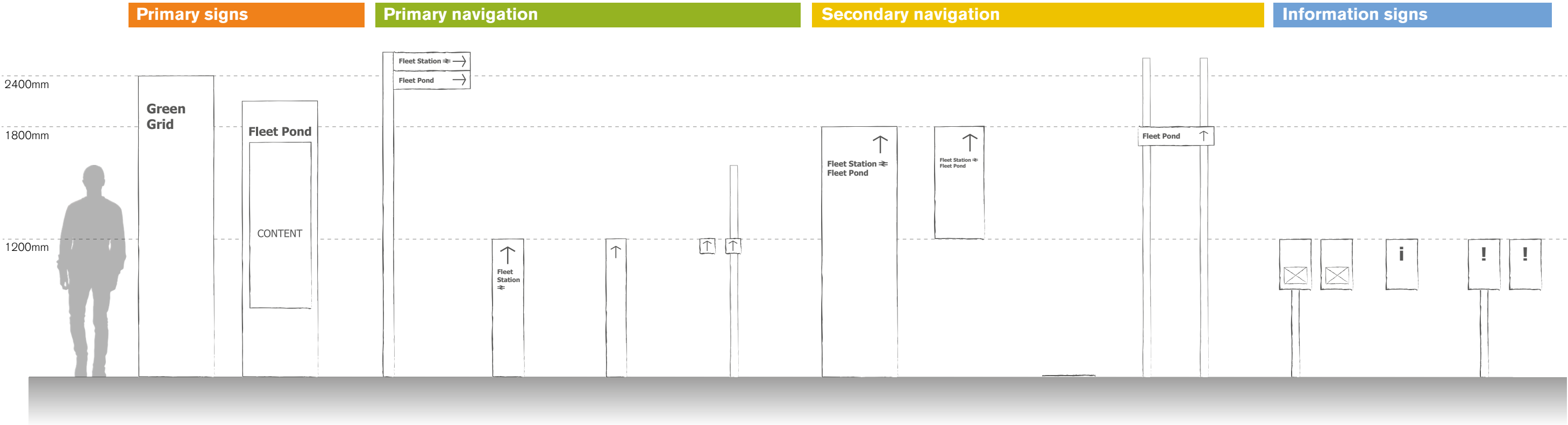


Green Grid icon



SIGN FAMILY GREEN GRID

The sign family is based on our survey and design development and covers the key sign types we think will be required for both the pilot and future routes.



- Located at the starting point of any Green Grid route.
- Also could be located at key decision points with high traffic or Green Grid route intersections.
- Primary marker would only be used in a location to advertise Green Grid
- All other starting points to have map with directional information and journey times

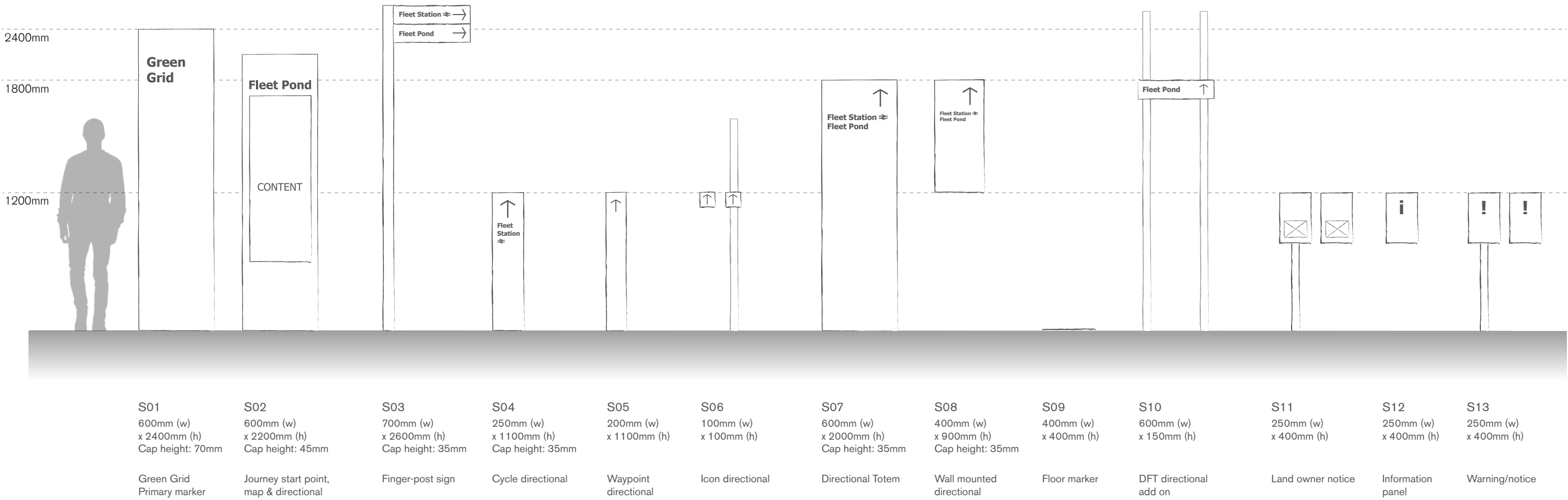
- Primary navigational elements, these will be the sign types used in the largest volumes. Usage as appropriate;
- Finger-post sign for multiple direction
 - Cycle directional easier to view on a bike than a finger post
 - Waypoint & icon as reassurance and for journey continuation

- Less used navigational signs, used when primary elements aren't suitable.
- Totem for key junctions with multiple destinations
 - Wall mounted directional for use on wall, fences or buildings which avoids a foundation
 - Floor marker, by extreme exception when on space for floor or wall mounted sign
 - Directional panel which can be fixed to standard Highways sign posts

- Signs to supplement and enhance the navigation.
- Land ownership sign to demark boundary between land owners
 - Warning / notice panel for H&S information relating to Green Grid
 - Information panel to increase engagement and provide information on nature or local interest item

SIGN FAMILY GREEN GRID

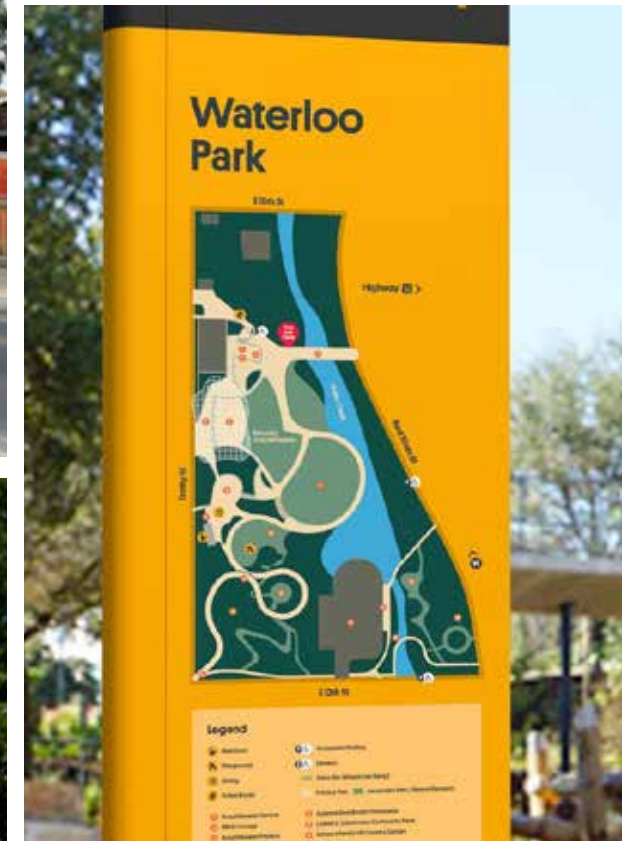
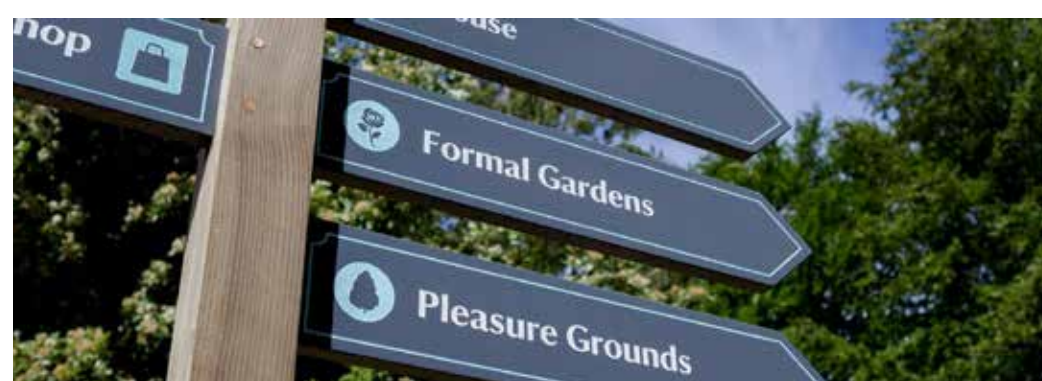
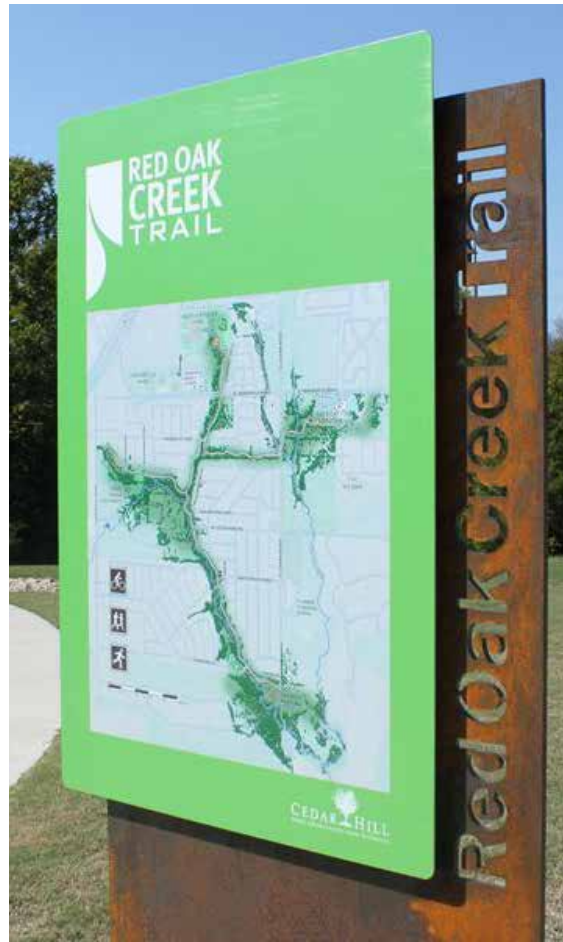
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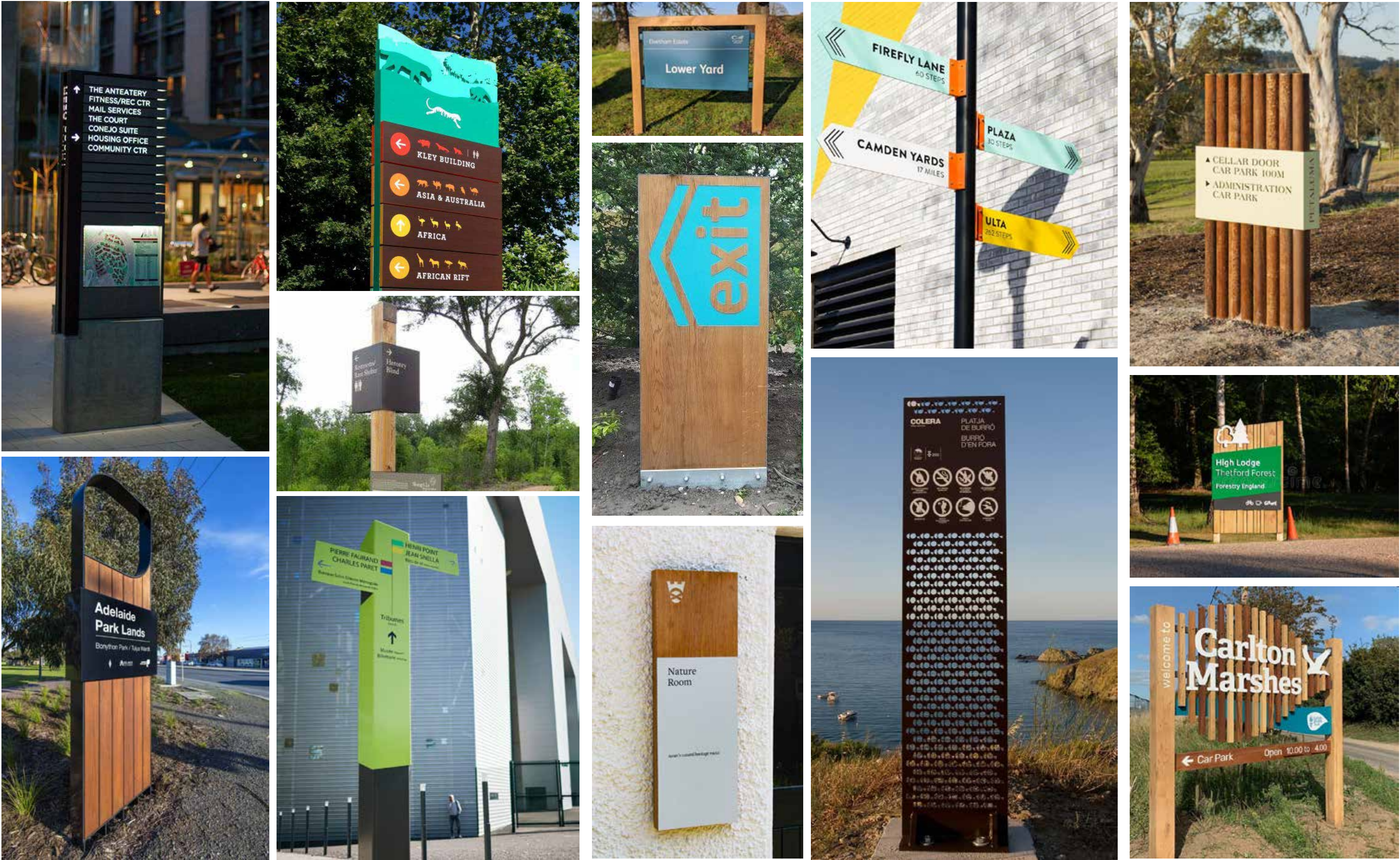
4.0 - CONCEPT



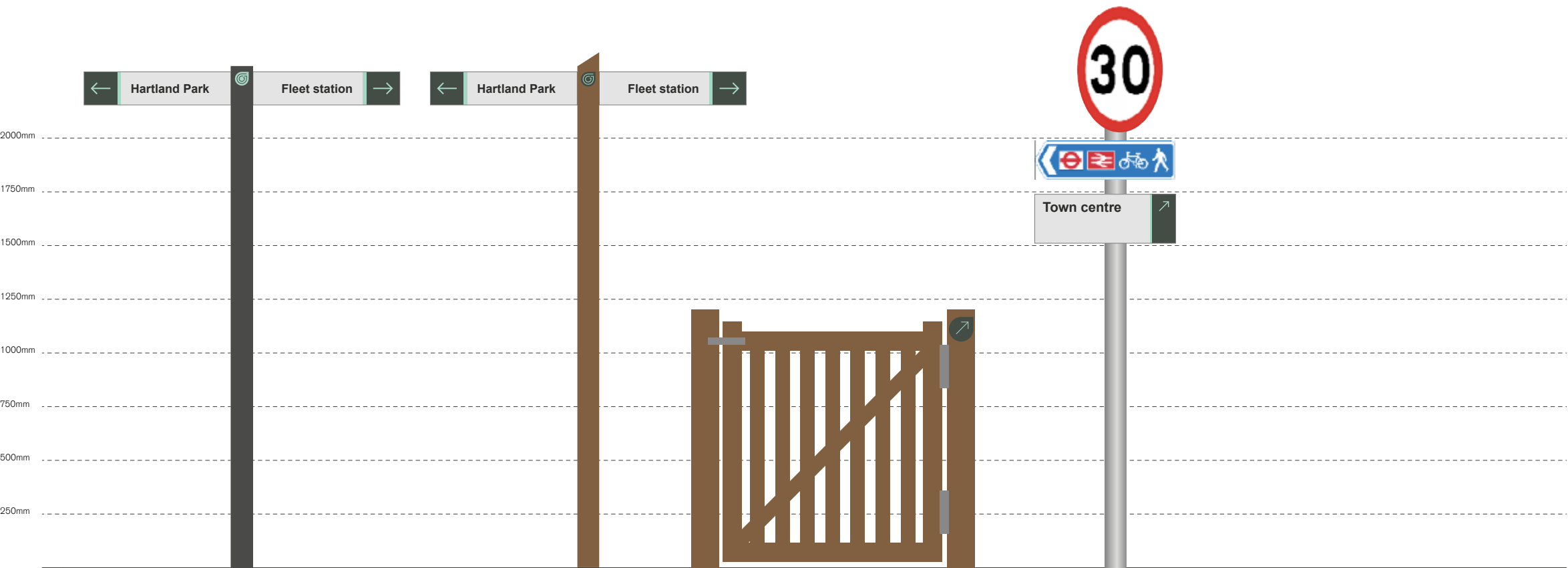
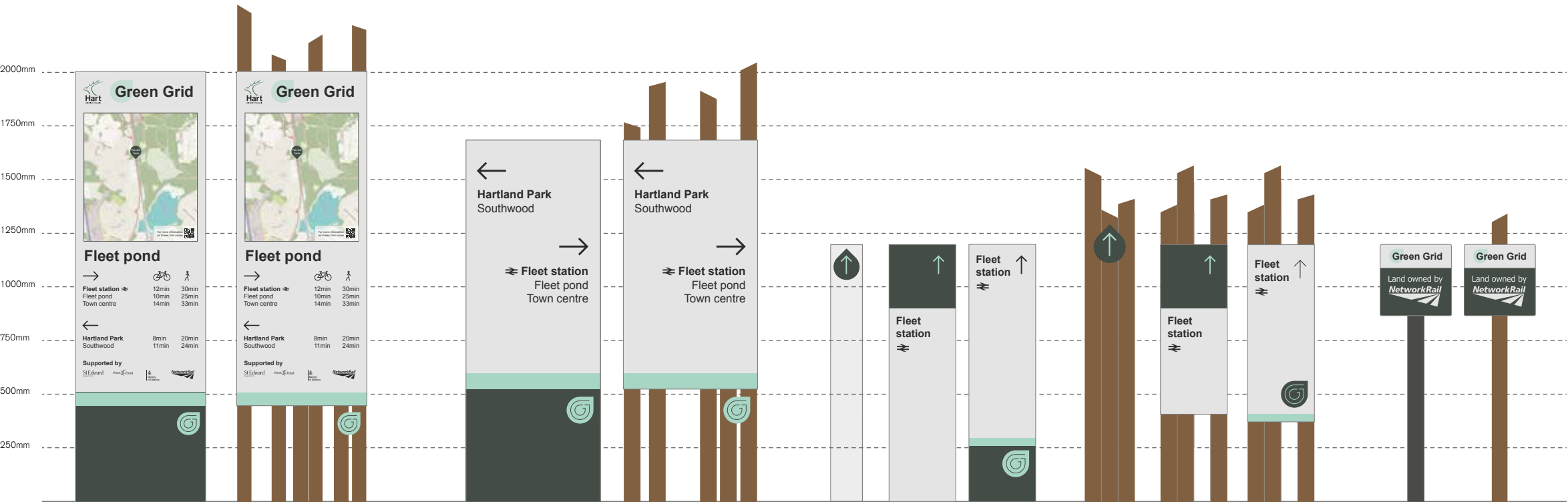
SIGN DEVELOPMENT WHAT GOOD LOOKS LIKE



FINAL CONCEPT A BRAND & TIMBER



FINAL CONCEPT A BRAND & TIMBER



FINAL CONCEPT A BRAND & TIMBER



FINAL CONCEPT A BRAND & TIMBER



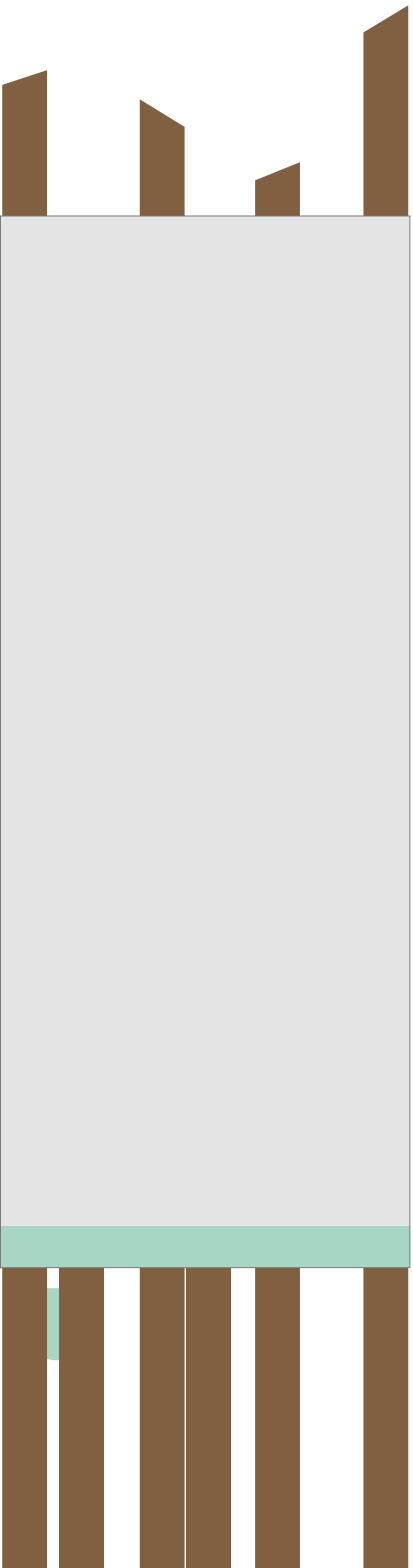
Top



Front



Side

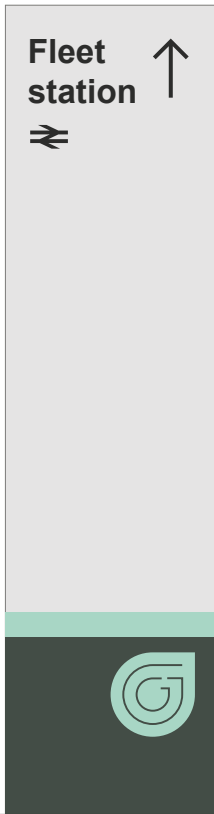


Rear

FINAL CONCEPT A BRAND & TIMBER



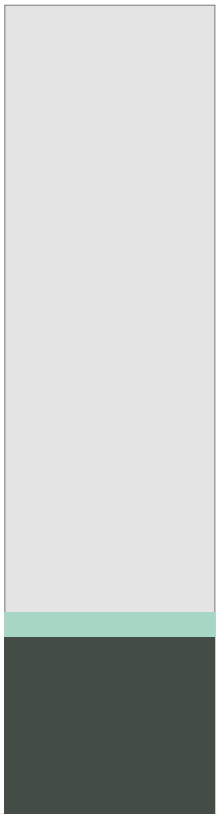
Top



Front

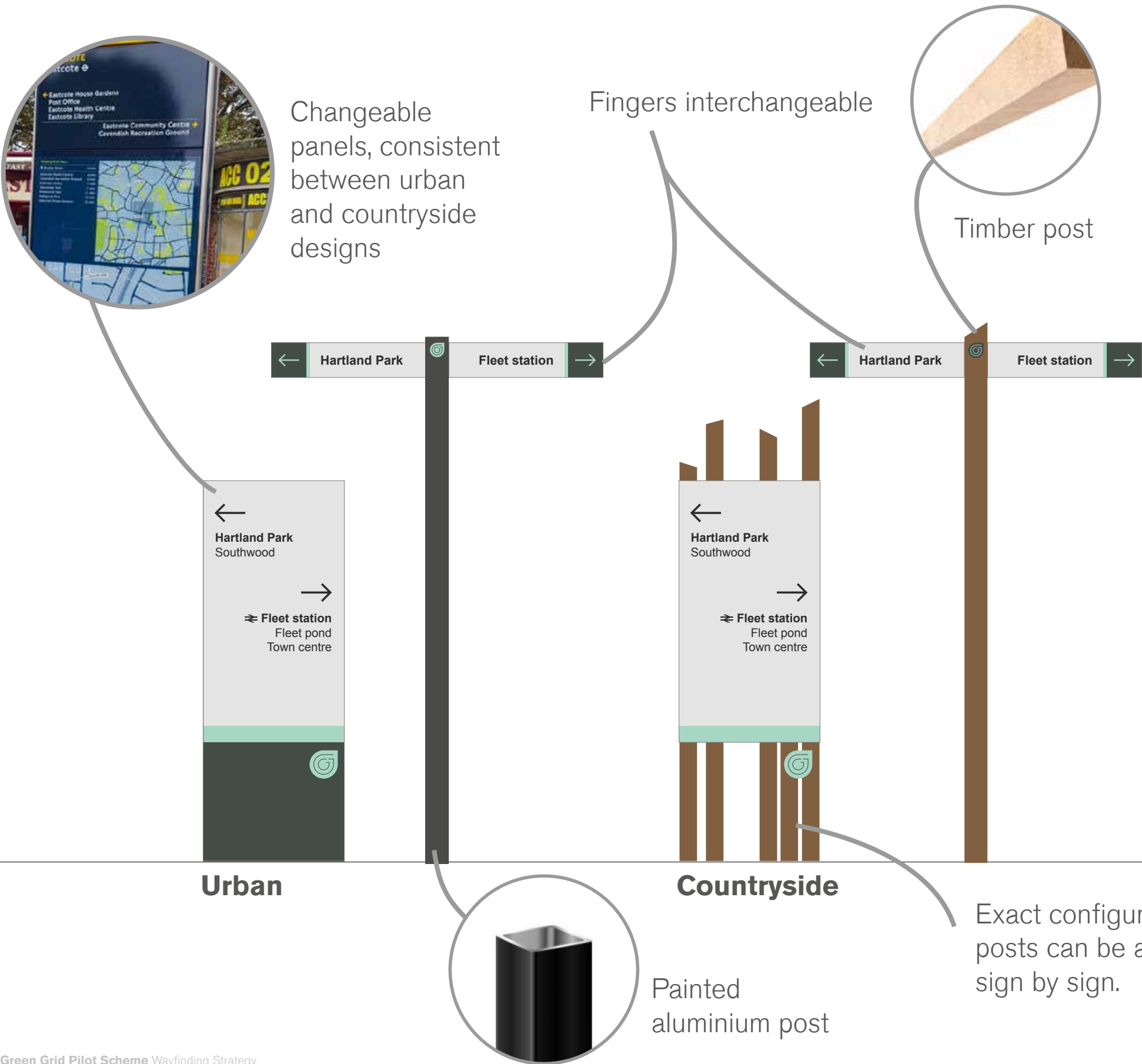


Side



Rear

FINAL CONCEPT A BRAND & TIMBER



This concept takes the new brand elements, colours, font and design and presents them as wayfinding. The supporting structure is adjusted to suit the urban or countryside environment: using either painted aluminium or timber.

Pros

- Clear and easy to read.
- Industry standard construction, easy for maintenance and changing
- Construction can be adjusted to suit environment

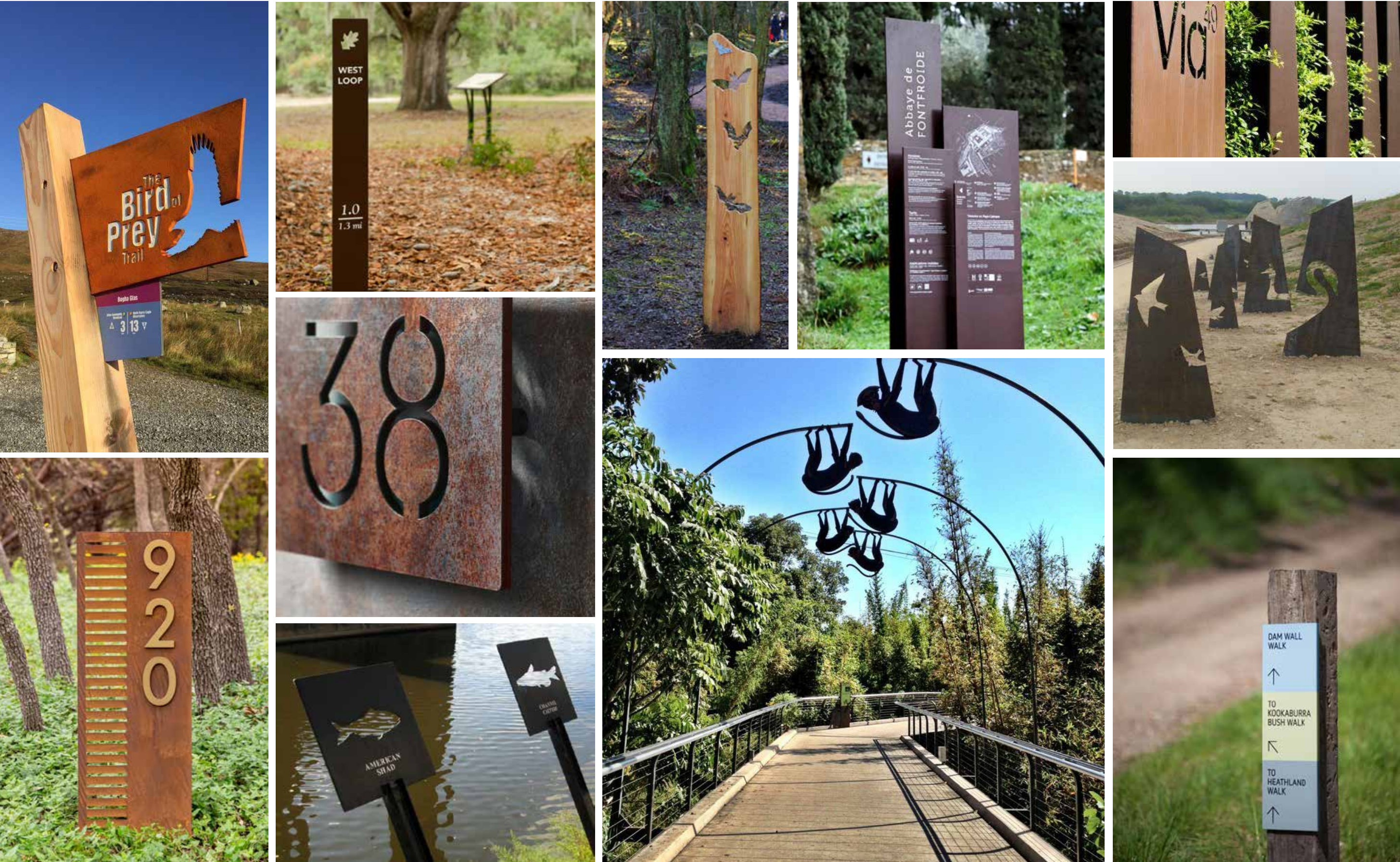
Materials

Painted aluminium and timber with vinyl graphics

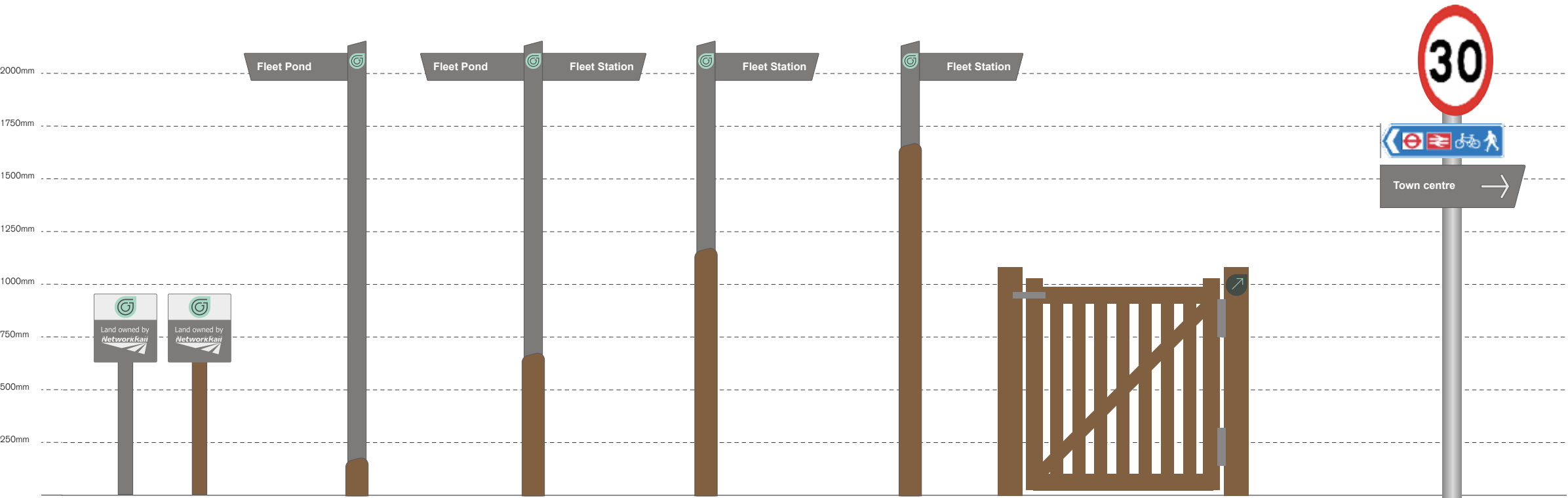
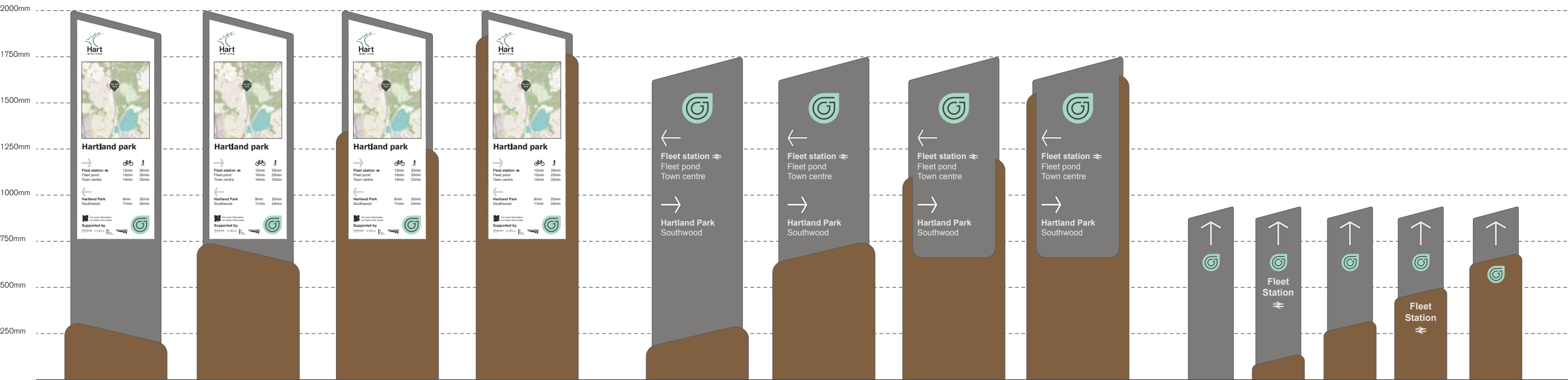
Cost & lifespan

- 8/10
(1 - Expensive, 10 - Least expensive)
- 10 - 15 years for urban
- 8+ for timber, but easy to replace

FINAL CONCEPT B MATERIALITY



FINAL CONCEPT B MATERIALITY



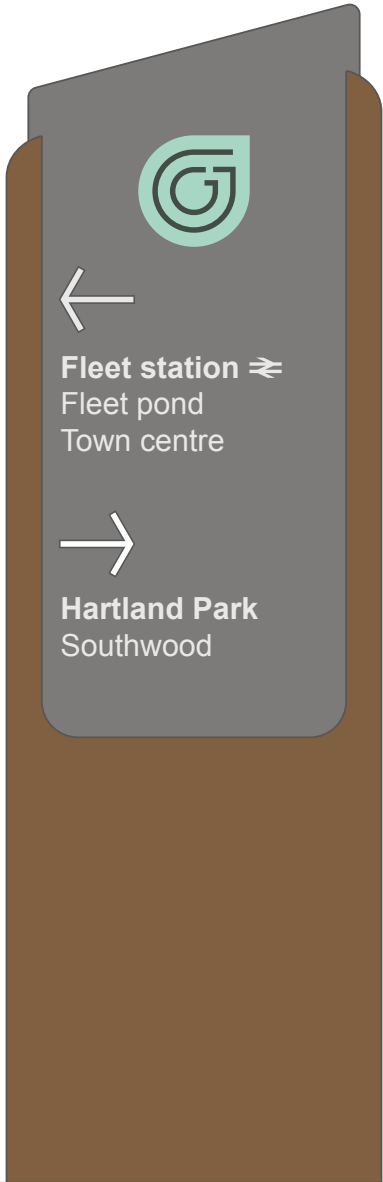
FINAL CONCEPT B MATERIALITY



FINAL CONCEPT B MATERIALITY



Top



Front



Side

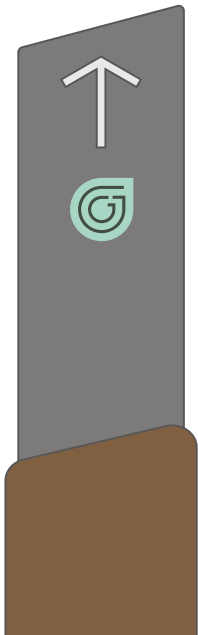
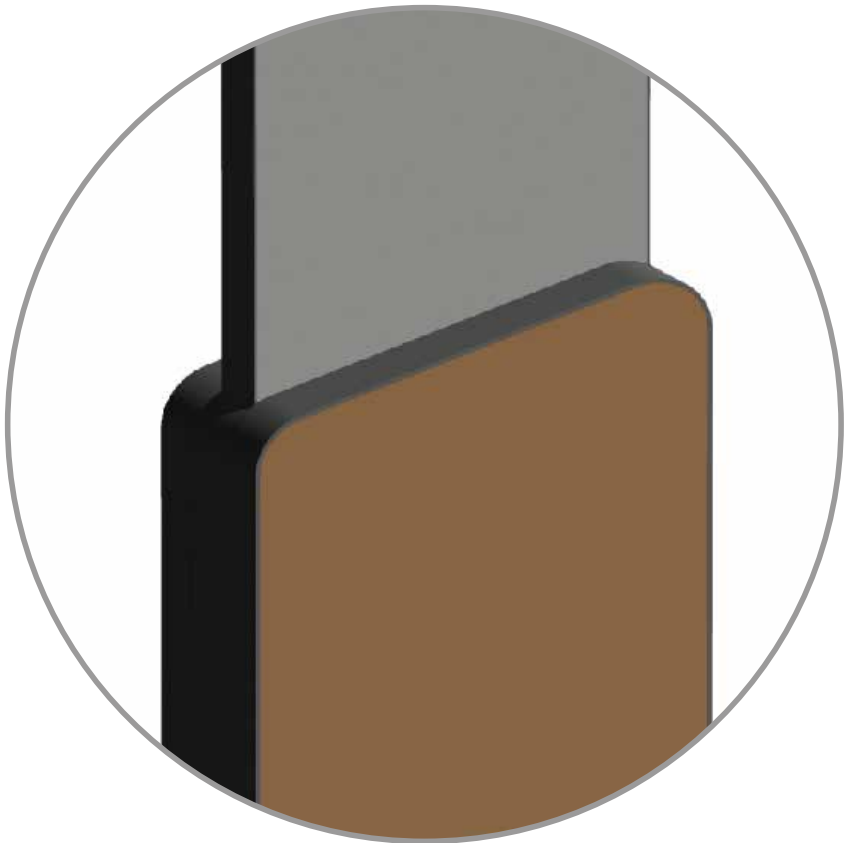


Rear

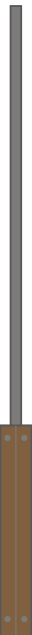
FINAL CONCEPT B MATERIALITY



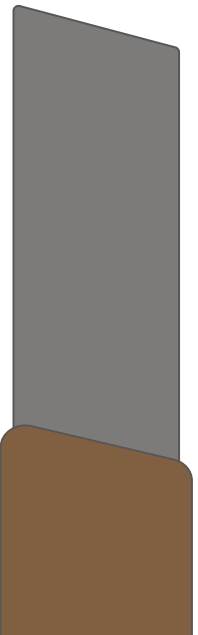
Top



Front

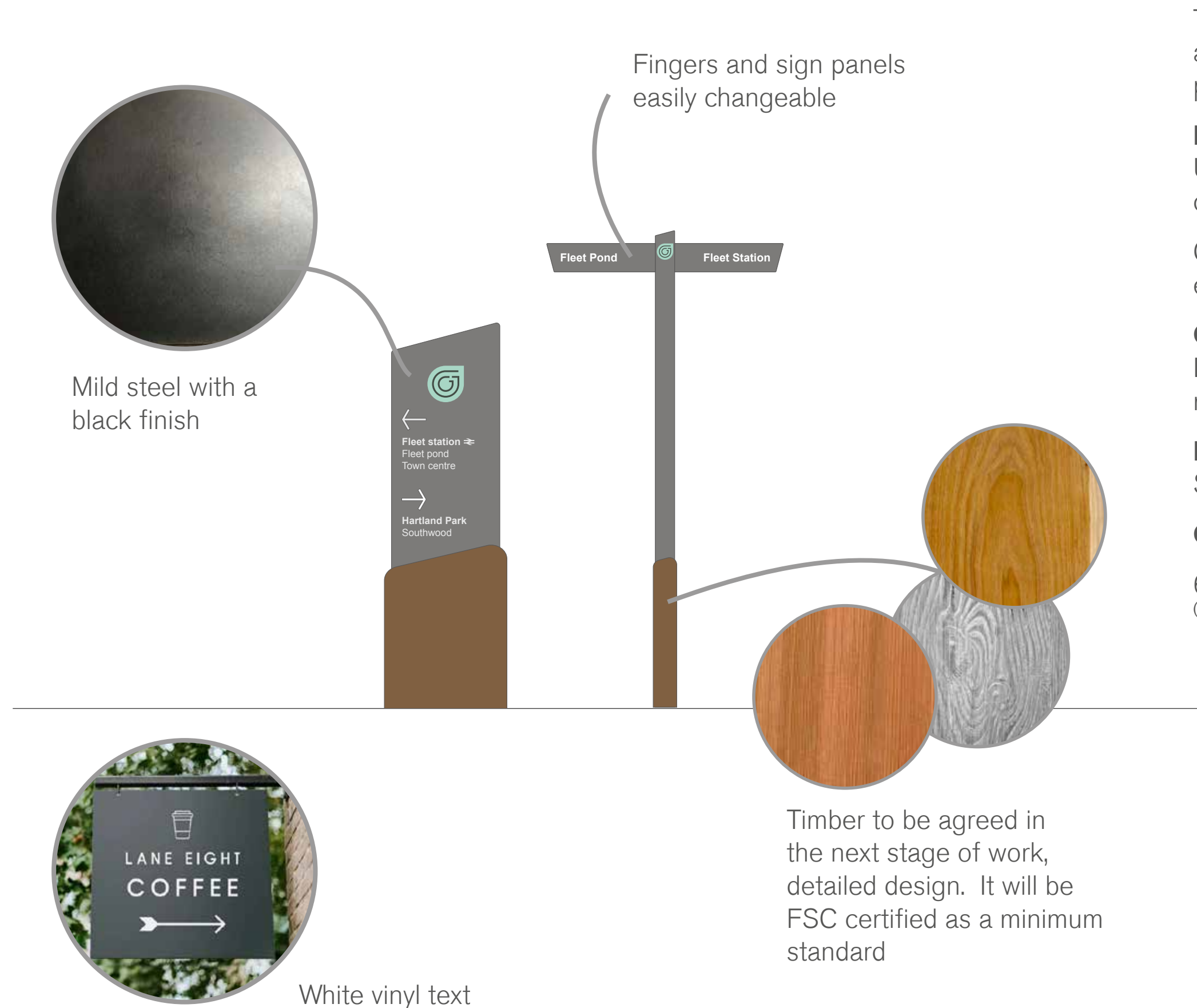


Side



Rear

FINAL CONCEPT B MATERIALITY



This concept blends urban and natural and uses an interesting materials palette

Pros

Unique appearance with many configurations possible

Construction can be adjusted to suit environment

Cons

Different configurations increases manufacture cost

Materials

Steel and timber with vinyl graphics

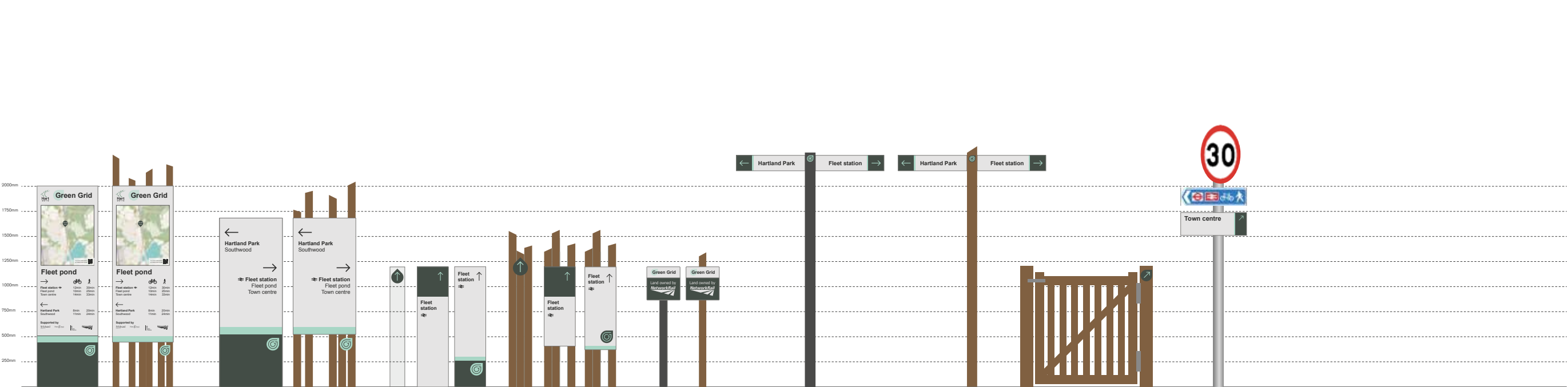
Cost & lifespan

6/10

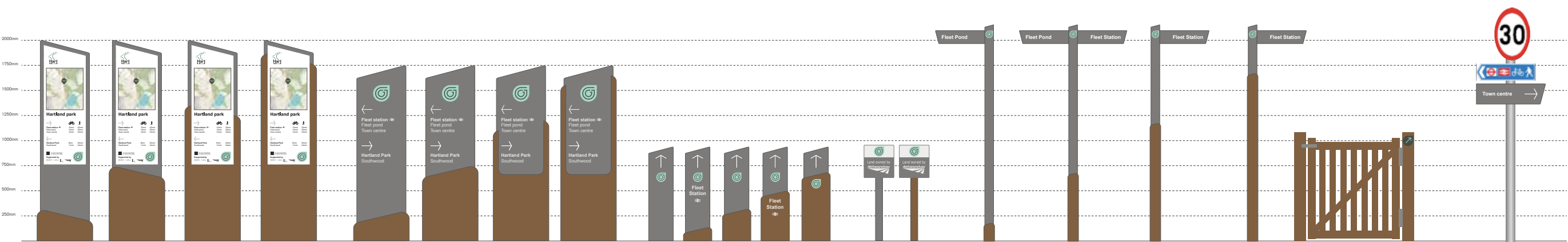
(1 - Expensive, 10 - Least expensive)

10 - 15 years

CONCEPTS



FINAL CONCEPT A Brand & timber



FINAL CONCEPT B Materiality

5.0 - PHASE 1



PHASE 1 SIGNAGE BUDGET

The budget costs for each signage concept are benchmarked with industry signage costs and cover both manufacture and installation. These costs for bespoke sign systems have not been based upon detailed technical drawings or site survey so there will be variance when detailed costings are produced. Definition of exact signs for phase 1 could also lead to a variation. As a result a contingency has been included in these costs.

Concept 1 Brand & timber Budget £27,390

Sign type	Quantity	Cost
Map totem - urban	2	£2660
Map totem - countryside	2	£4040
Finger post - urban	1	£490
Finger post - countryside	7	£6590
Reassurance - countryside	3	£1800
Marker	18	£490
Warning panel - countryside	3	£1090
Directional - countryside	3	£2860
Installation	1	£4870
Contingency, 10%		£2500

Concept 2 Materiality Budget £30,425

Sign type	Quantity	Cost
Map totem - P1	2	£3600
Map totem - P4	2	£3600
Finger post - P1	1	£670
Finger post - P2	1	£740
Finger post - P3	1	£800
Finger post - P4	5	£4720
Reassurance - P2	1	£985
Reassurance - P4	2	£2240
Marker	18	£490
Warning panel - P4	3	£1050
Directional	3	£3890
Installation	1	£4870
Contingency, 10%		£2770

P1 - P4 denotes height of timber element



↑ntegr↓ty

CONTACT | Matthew Stonely | +44 (0)1622 831238
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