

Agenda Item	10
Report No	CIA/44/17

THE HIGHLAND COUNCIL

Committee: City of Inverness Area

Date: 30 November 2017

Report Title: Draft Inverness City Centre Wayfinding Strategy

Report By: Director of Development and Infrastructure

1. Purpose/Executive Summary

- 1.1 This report presents a Draft Wayfinding Strategy for Inverness City Centre which the Committee is asked to approve for public consultation. Wayfinding is the term used for signs, maps and other devices that convey information about location and directions to visitors and residents. The public consultation is intended to inform the style and content of the maps, and the location and design of the proposed signage that improve people's understanding of the city centre, in particular the range of destinations that can be accessed on foot.

2. Recommendations

- 2.1 Committee is invited to:
- i. approve the Draft Wayfinding Strategy for Inverness City Centre at **Appendix 1** for public consultation in early 2018;
 - ii. authorise officers to consider the feedback from Community Links Plus stakeholders in finalising the Draft Strategy for public consultation, as set out in paragraph 4.4; and
 - iii. note that a finalised version of the Strategy, together with feedback from the consultation, will be reported back to this Committee for consideration prior to its adoption as Planning Guidance.

3. Background

- 3.1 Wayfinding is the term used for signs, maps and other devices that convey information about location and directions to visitors and residents. In the context of Inverness city centre, it is the information needed to know where you are, your choice of destinations and how to get there from your present location.
- 3.2 A review and analysis of wayfinding in Inverness city centre carried out in 2014 concluded it is difficult for visitors and many residents to plan journeys in advance and to fully appreciate all that Inverness has to offer when navigating the streetscape. Shortcomings in the range and quality of information available include:
- signage that is often difficult to read due to inappropriate text sizes, unsuitable typographic formats and information overload;
 - an unhelpful profusion of sign types and sizes, contributing to a strong sense of visual clutter; and
 - no evidence of an easily-recognisable city-wide signage style/presentation and little evidence of Inverness city branding.
- 3.3 This study recommended a series of steps to improve the wayfinding experience in the city centre based on a 'Legible City' approach. A legible city connects people, movement and places by co-ordinating all relevant information - online, wayfinding, mapping, signage and municipal - to work seamlessly together. Often this includes the development of a network of directional signs, street information panels with maps, printed maps, and plaques.
- 3.4 UK cities that use a legible city approach include Glasgow, London, Bristol, Birmingham, Leeds, Sunderland and Southampton. **Appendix 2** illustrates examples of panels and signs used in Glasgow, including monoliths and fingerpost signs.
- 3.5 In September 2015, this Committee approved the appointment of a consultant, funded by the Inverness Common Good Fund, to develop a legible city prototype map. A prototype map is needed to establish rules about style and information content for signage systems, maps and other devices conveying information about location and directions.
- 3.6 In February 2016, the Development Plans team organised a workshop for key stakeholders to illustrate potential benefits of improved mapping and signage in the city centre and secure feedback on relevant priorities. Twenty eight people took part representing 18 organisations including community councils, disabled people's organisations, businesses, Inverness BID, Inverness Access Panel, active travel groups, transport companies and public sector agencies.
- 3.7 This event informed the development of a draft prototype map that was circulated to workshop attendees in May 2016, accompanied by a short online survey inviting feedback on the map's style, appearance and level of detail.

4. Draft Inverness City Centre Wayfinding Strategy

- 4.1 **Appendix 1** contains the Draft Inverness City Centre Wayfinding Strategy (ICCWS), which takes account of feedback from the stakeholder workshop and survey. This consists of:
- background information;
 - proposed designs for maps, monolith signs and fingerposts;
 - two draft maps for use on monolith signs:

- one large-scale walking map complete with annotated line drawings of prominent buildings and features; and
- one overview map showing the city centre in its wider context; and
- three diagrams showing the proposed location of wayfinding signage, consisting of 10 monoliths and 23 fingerpost signs.

4.2 The purpose of the strategy is to:

- ensure a consistent approach to wayfinding in the city centre, focussed on developing a coherent network of dual-language information about location and directions that improves people's understanding of the city;
- ensure wayfinding information meets the needs of all users, including disabled people;
- showcase an easily recognisable city brand;
- contribute to de-cluttering the city's streetscape by enabling the removal of damaged or redundant signs; and
- provide a mechanism for seeking Developer Contributions towards wayfinding infrastructure.

4.3 Once finalised, the delivery of the Strategy will help to improve people's understanding of the city centre, making it more welcoming, accessible and easily navigated. This aligns with two of the five outcomes in the Inverness City Centre Development Brief (ICCDB), reported to Members as a separate item on this agenda, which propose that by 2030 the city centre will be:

- a great place to visit; and
- accessible, easy and safe to move around.

4.4 Members will be aware that the Inverness City Active Travel Network (ICATN) project recently attracted a grant of £6.5m from Transport Scotland to deliver a network of seamless and segregated cycle-friendly routes connecting the city centre to surrounding communities. It is proposed that the Inverness City Centre Wayfinding Strategy should dovetail with the ICATN.

5. Resourcing the delivery of the Wayfinding Strategy

5.1 Looking ahead, the ICCWS will be finalised to reflect the outcome of the public consultation. Grant funding has already been secured to erect the first monolith, which is likely to be positioned at the southern edge of Falcon Square. This funding was secured from two Scottish Government schemes: the *Town Centres' Pilot* and *Smarter Choices, Smarter Places*.

5.2 The Strategy will not be delivered in a single operation and it is likely that the manufacture and installation of wayfinding components will be funded through:

- significant capital projects, such as the Inverness City Active Travel Network, the Inverness Rail Station Improvement Project, and forthcoming works to transform Inverness Castle into a significant visitor attraction;
- grant funding for improvements to active travel infrastructure; and
- developer contributions, as appropriate, from new development in/around the city centre as outlined in the [Draft Developer Contributions Supplementary Guidance](#) approved by the Environment, Development and Infrastructure Committee on 8 November 2017.

5.3 Members' views are invited on how these works might be progressed and resourced.

6. Next Steps

- 6.1 Subject to Committee approval, the Draft Strategy will be formatted for public consultation.
- 6.2 The Draft Strategy will be published online via the Development Plans' consultation portal in early 2018. The consultation period will run for a minimum of six weeks.
- 6.3 The consultation will be widely publicised in press releases and on social media. In addition, individual messages will be sent to businesses, community councils, sectoral interest groups and individuals who took part in previous city centre consultations.
- 6.4 During the early stages of the consultation it is intended to hold at least one afternoon drop-in public exhibition at a convenient city centre location.

7. Implications

- 7.1 **Resource:** Resources are already in place, including grant funding, to undertake public consultation, finalise the ICCWS and install the city centre's first monolith.
- 7.2 **Gaelic:** The Council will ensure that its dual language obligations are met in developing this Strategy.
- 7.3 **Equality:** Equality of access is a cornerstone of the Legible City approach to wayfinding, on which the Strategy is based.
- 7.4 **Climate Change / Carbon Clever :** A Legible City approach improves the pedestrian experience in the city centre and helps to promote active travel, which can contribute to a reduction in greenhouse gas emissions by reducing car dependency.
- 7.5 **Poverty, Rural, Legal and Risk Implications:** There are no known direct implications with respect to these issues arising from this report.

Designation: Director of Development and Infrastructure

Date: 16 November 2017

Authors: Una Lee, Urban Designer, Development Plans

Background Papers:

1. [Adopted Inner Moray Firth Local Development Plan](#) July 2015
2. City of Inverness Area Committee [Report](#) and [Minutes](#) 10 September 2015
3. Inverness City Centre Development Brief (separate item on this meeting agenda)

APPENDIX 1

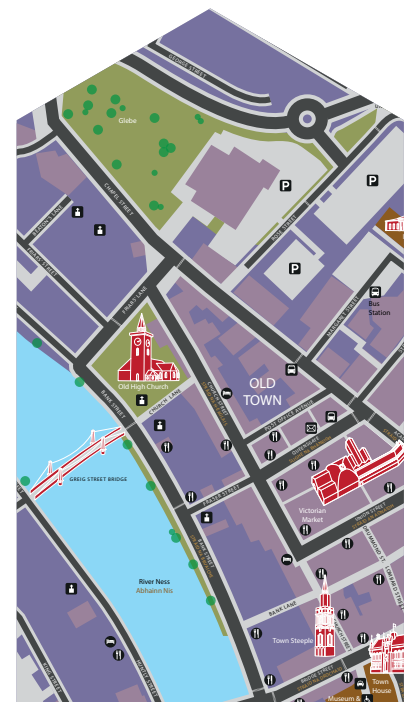
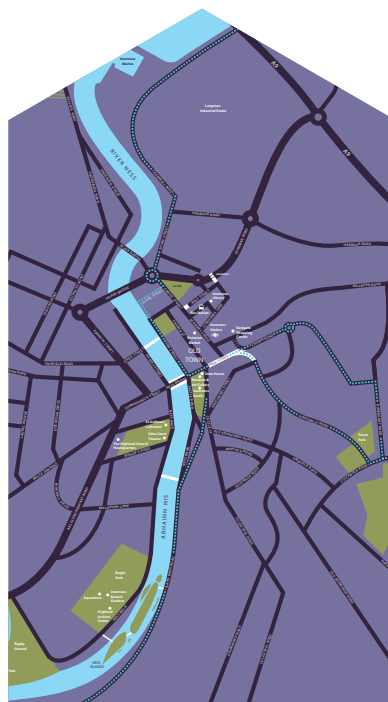
Wayfinding Strategy for Inverness City Centre

Draft for Public Consultation

Ro-innleachd Lorg-slighe airson Meadhan Baile Inbhir Nis

Dreachd airson Co-chomhairle Phoblach

November 2017



This strategy was prepared by:
Tristram Woolston Design
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For and in collaboration with:
The Highland Council Development and Infrastructure Service

1. What is wayfinding?

Wayfinding is the term used for signs, maps and other devices that convey information about location and directions to visitors and residents. In the context of Inverness city centre, it is the information needed to know where you are, your choice of destinations and how to get there from your present location.

2. Why does Inverness city centre need a wayfinding strategy?

Inverness city centre attracts large numbers of visitors. It is a significant tourist destination accommodating almost 900,000 visitors per year. It is the principal administrative and commercial centre serving the business, retail and service needs of the Highlands and Islands. Many people work in, or travel to, the city centre in connection with their business. Inverness is also a leisure, cultural and shopping destination for visitors and residents alike.

All these people will spend time walking through and exploring Inverness city centre. The quality of their experience will be affected by the ease with which they can find their way through the urban landscape.

In 2014 the Council commissioned a review of wayfinding in the centre of Inverness that analysed the effectiveness of current on-street wayfinding information. This study concluded that it is difficult for visitors and many residents to plan journeys in advance and to fully appreciate, when navigating the streetscape, all that the city has to offer. Shortcomings in the range and quality of wayfinding information included:

- Signage that is often difficult to read due to inappropriate text sizes, unsuitable typographic formats and information overload.
- An unhelpful profusion of sign types and sizes, contributing to a strong sense of visual clutter.
- No evidence of an easily-recognisable city-wide signage style/presentation and little evidence of city branding.

Appendix A illustrates some problems with current city centre signage and mapping.

There is a strong case for taking action to upgrade wayfinding information in the city centre in anticipation of proposed improvements to Inverness Rail Station, the potential to create a major cultural attraction at Inverness Castle, and significant investment in the regeneration of Academy Street supported by the city's first Townscape Heritage project.

- A wayfinding strategy is needed to:
- ensure a consistent approach to wayfinding in the city centre, focussed on developing a coherent network of dual-language information about location and directions that improves people's understanding of the city;
- ensure wayfinding information meets the needs of all users, including disabled people;
- showcase an easily recognisable city brand;

- contribute to de-cluttering the city's streetscape by enabling the removal of damaged or redundant signs;
- provide a mechanism for seeking Developer Contributions towards the cost of wayfinding components.

3. Initial feedback on wayfinding from city centre stakeholders

In early 2016 the Council organised a small collaborative workshop for key stakeholders led by wayfinding consultant Tristram Woolston. The purpose of this event was to illustrate potential benefits of improved signage in the city centre and secure feedback on relevant priorities. Twenty eight people took part representing 18 organisations including community councils, disabled people's organisations, businesses, Inverness BID, Inverness Access Panel, active travel groups, transport companies and public sector agencies. Shortly afterwards, workshop attendees were asked to complete a short online survey inviting feedback on the level of detail, style, and appearance that should be used in wayfinding maps. This feedback was used to develop the maps put forward in this Draft Wayfinding Strategy for Inverness City Centre (this Strategy).



4. Aims and objectives

The Strategy aims to help pedestrians to navigate their way around Inverness city centre and the surrounding areas by improving the effectiveness of on-street wayfinding information with specific reference to signage, including signs that incorporate city maps.

The Strategy's objectives are to:

1. facilitate pedestrian journeys into, around and out from the city centre;
2. include all user groups and journey types;
3. work at all levels from journey planning and arrival at the city centre through to navigation to neighbourhoods, key buildings, transport nodes, facilities and destinations within walking distance of the city centre;
4. reinforce city branding and accommodate the individual identities of the city centre areas;

5. utilise on-street signage and be capable of future extension to all communication channels, from static signs to on-screen information and hand held devices.

In addition, wayfinding information and components will be:

- compatible with the design aesthetics of the cityscape, architecture and hard landscaping and be in harmony with the materials and finishes used;
- high quality, robust and durable;
- flexible, so as to accommodate future developments.

5. How will the Strategy be delivered?

The Council does not expect this Strategy will not be delivered in a single operation. It is likely that the manufacture and installation of wayfinding components will be funded through:

- significant capital projects, such as the Inverness City Active Travel Network, the Inverness Rail Station Improvement Project, and forthcoming works to transform Inverness Castle into a significant visitor attraction;
- grant funding for improvements to active travel infrastructure;
- Developer Contributions, as appropriate, from new development in/around the city centre.

6. Key concepts

The key concepts that define the Draft Strategy are:

Accessibility - information should be designed to meet the needs of all users and to be accessible to all, including those with physical and mental disabilities.

Integration - the wayfinding information should be relevant to the users' entire journey and the style of delivery should be consistent throughout, whether delivered by on-street signage or online devices, printed materials, electronic displays or people (at information points).

Co-ordination - the wayfinding information and city mapping should be co-ordinated with other information systems already in place within Inverness City Centre, such as civic and tourism websites, transport information, event information and other public information.

There is potential in the longer term to liaise with city centre businesses, community groups and stakeholders to ensure that the wayfinding information system becomes a shared asset to improve the experience for all visitors and residents.

7. Key components

The Strategy proposes two key components to make up the core of the wayfinding information package:

- Monolith signs - at entry points and key locations;
- Fingerpost signs - at junctions and decision points.

Both sign types will be dual language, English and Gaelic.

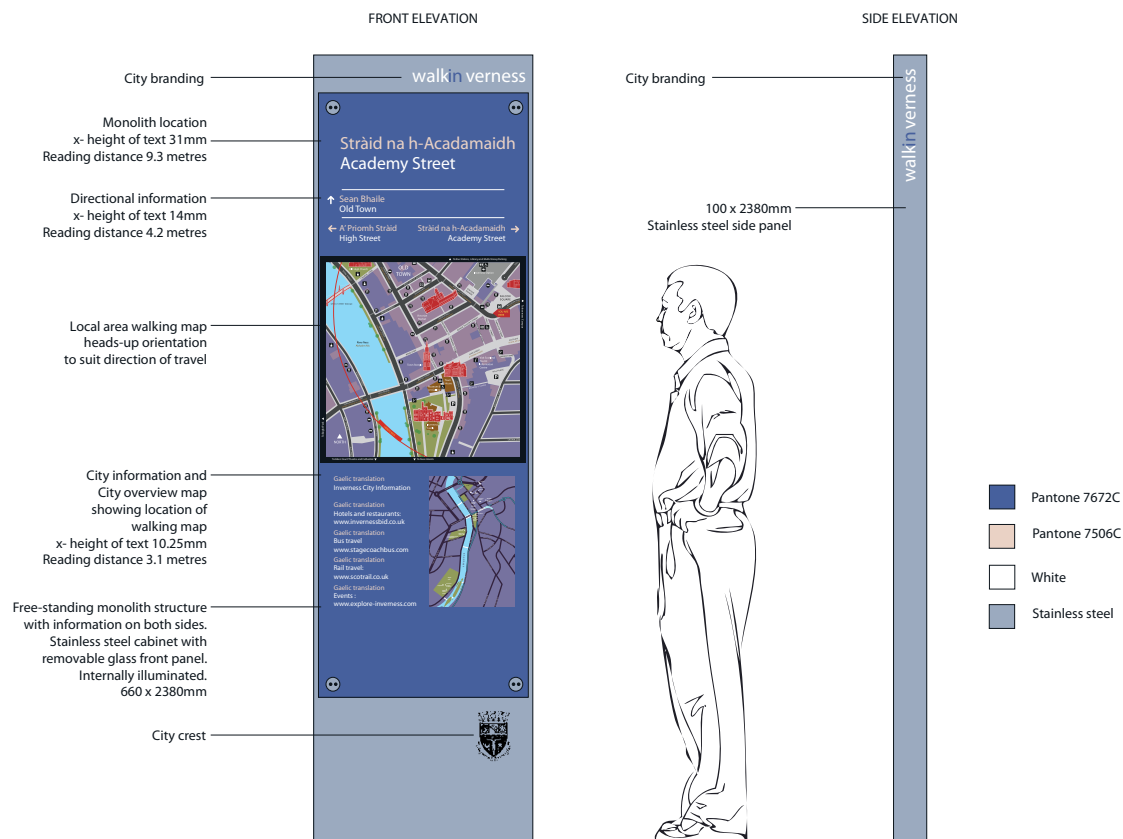
Monolith signs are freestanding structures delivering a combination of directional information and mapping. It is proposed that these will also feature city branding. They will act as highly-visible totems within the streetscape that will allow visitors to understand where they are and plan their onward route.

The maps provided will also be of two types:

1. A local-area walking map will show the area of the city within a 5-minute walking distance from the monolith location.
2. An overview map will show the entire city centre area, with the area of the local area map superimposed for reference.

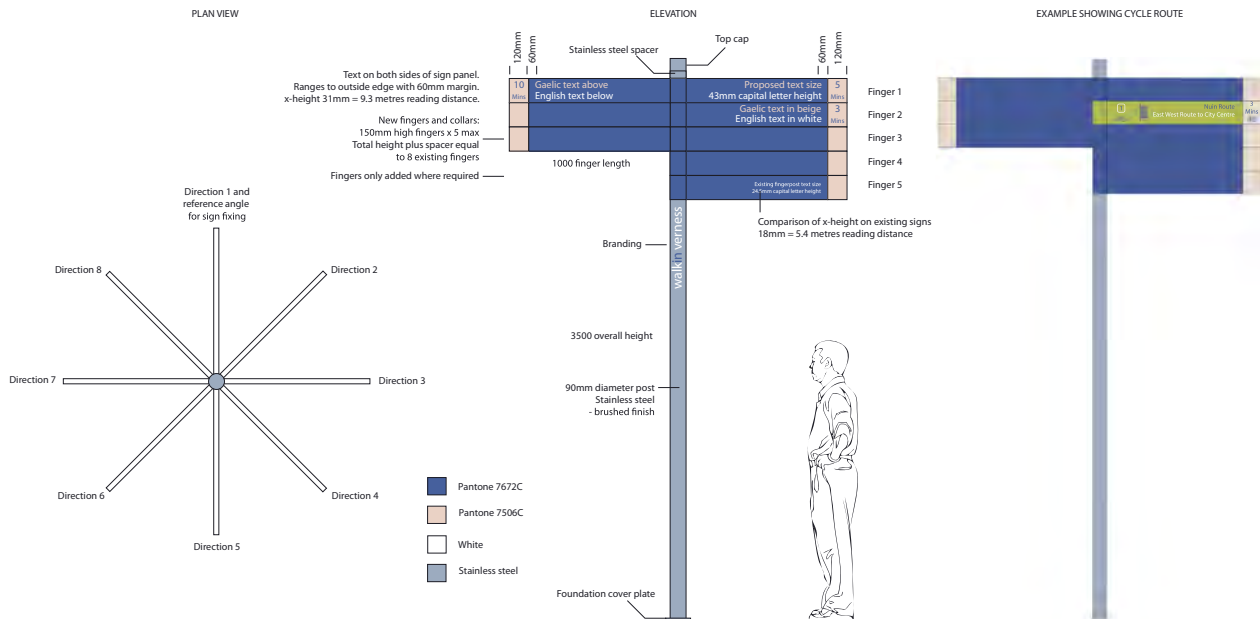
The local area maps will be rotated so that the direction of travel is at the top of the map to aid navigation and understanding of the streetscape ahead.

The monolith signs will be internally illuminated.



Proposed sign type - monolith.

Fingerpost signs deliver directional information above head height and will have multiple fingers. The text size will allow comfortable reading from the viewers' location. Relevant fingerposts will also deliver information about the city's east-west cycle route.



Proposed sign type - fingerpost.

8. Additional components for future consideration

Additional information that could be considered in the longer term, to amplify the effectiveness, includes:

City centre "Welcome" branding - at entry points by road, bus and rail.

Location signage - improved street signs, and signs to identify urban spaces, facilities and individual buildings (particularly civic and historical buildings).

Interpretation display panels - about city events and facilities etc. Could be static display panels, or dynamic, touch-screen displays.

Digital mapping - information/access guide provided online, sharing the new monolith mapping style. Also made available free of charge for inclusion in website of local businesses and tourism providers.

Printed guides and access maps - available to all visitors at tourist information centres and transport nodes. Also made available as free-issue art work for inclusion in third-party city guides and tourism marketing documents.

9. Harmonisation

To create a system that is easy to follow, we will harmonise as many of the information elements as possible. These include:

- **Branding** - use of brand identity components for Inverness city centre
- **3D design** – of sign structures, materials, finishes, illumination, locations, foundations and fixing details
- **2D design** - of graphic formatting for sign content and information displays.
- **Typography**- text style, sizes, spacing and layout, including use of pictograms and symbols.
- **Colour** – for sign panel backgrounds, English and Gaelic text, and colour-coded information on mapping.
- **Nomenclature** – naming and numbering of city entrances, character areas, roads, buildings, spaces, facilities and other destinations.

Consistency of application will instill confidence in the wayfinding information and add to the perception of overall quality of the City Centre.

10. Wayfinding elements

10.1. Maps

Maps are two-dimensional representations of the three-dimensional world.

In wayfinding there are two relevant categories:

- **Portable** - hand-held maps. Used as an aid that visitors can study before departure and take with them to find their way on a journey.
- **Orientation** – “You-are-here” maps. These will be used on the proposed new monolith signs. Presented on signs and placed within the environment which they depict, visitors can establish their position on the map, plan their onward route and memorise the features they will meet along the way. The design of the map should include memorable landmarks and features that will assist the mental mapping process. Appendix B provides examples of monolith maps from other UK cities

The design of the map should include memorable landmarks and features that will assist the mental mapping process. Appendix B provides examples of monolith maps from other UK cities.



The map above illustrates the proposed content of a typical “You are here” map that will be used on the proposed new monolith signs. This content has been informed by feedback from key stakeholders. Each monolith will feature a different map that is orientated to suit the viewpoint of the reader.



The map above illustrates the proposed content of the wider city/overview map that will appear on all new monolith signs. The overview map will identify the context for its larger counterpart, the detailed “You are here” map. This map will identify key destinations within walking/cycling distance of the city centre. It will also illustrate National Cycle Network routes and long distance walking routes.

10.2. Typography

The typeface(s) selected for use on screen, in print, on static signs and on electronic screens must meet high standards of legibility. Specifically they will be sans-serif, of medium and/or semi bold weight and not condensed, extended or italicised.

The proposed typeface for city centre wayfinding is Myriad Pro.

Myriad Pro regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Myriad Pro semibold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

10.3. Symbols and pictograms

Wayfinding information will adopt a standardised set of symbols and pictograms that are universally understood, as anything that deviates far from accepted norms is unlikely to work effectively.

Two universally used sets of pictograms are proposed:

- AIGA/DOT (in the UK) for transportation situations such as airports and stations;
- TCRP/ADA (in the USA) for transportation situations (coverage differs slightly).

A selection of pictograms will be drawn from the above sets to cover all city centre information requirements, redrawn if necessary to ensure they harmonise, and then made available as a shared resource for all city centre users.

These can be used on all mapping and signs.

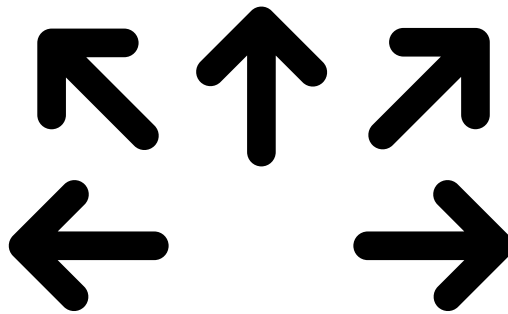


10.4. Direction arrows

Direction arrows must be used consistently, whether on signage or in printed or online materials. A style of arrow will be selected for use on all wayfinding.

Wherever possible directions will be given in the following sequence:

1. Ahead arrows, pointing up,
2. 45 degree angled up arrows,
3. Left facing arrows,
4. Right facing arrows.



Different direction messages will be grouped, and listed under a single arrow in each relevant direction, rather than arrows for each line of text.

Ahead arrows and left facing arrows and text will be aligned to the left of the sign.

Right facing arrows and text will be aligned to the right of the sign.

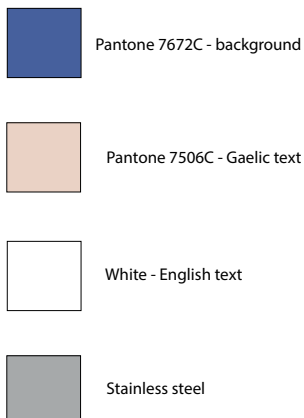
10.5. Colour palette

The colour palette on the following page has been selected for use on Inverness city

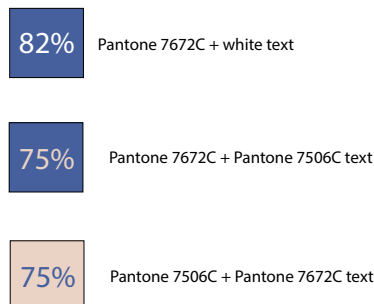
Centre wayfinding signage to coordinate with the city brand identity when used on mapping, in print or on the web.

It is proposed that all wayfinding information will utilise colours from this palette, chosen for legibility.

Colour selection



Contrast values - target 70% or above



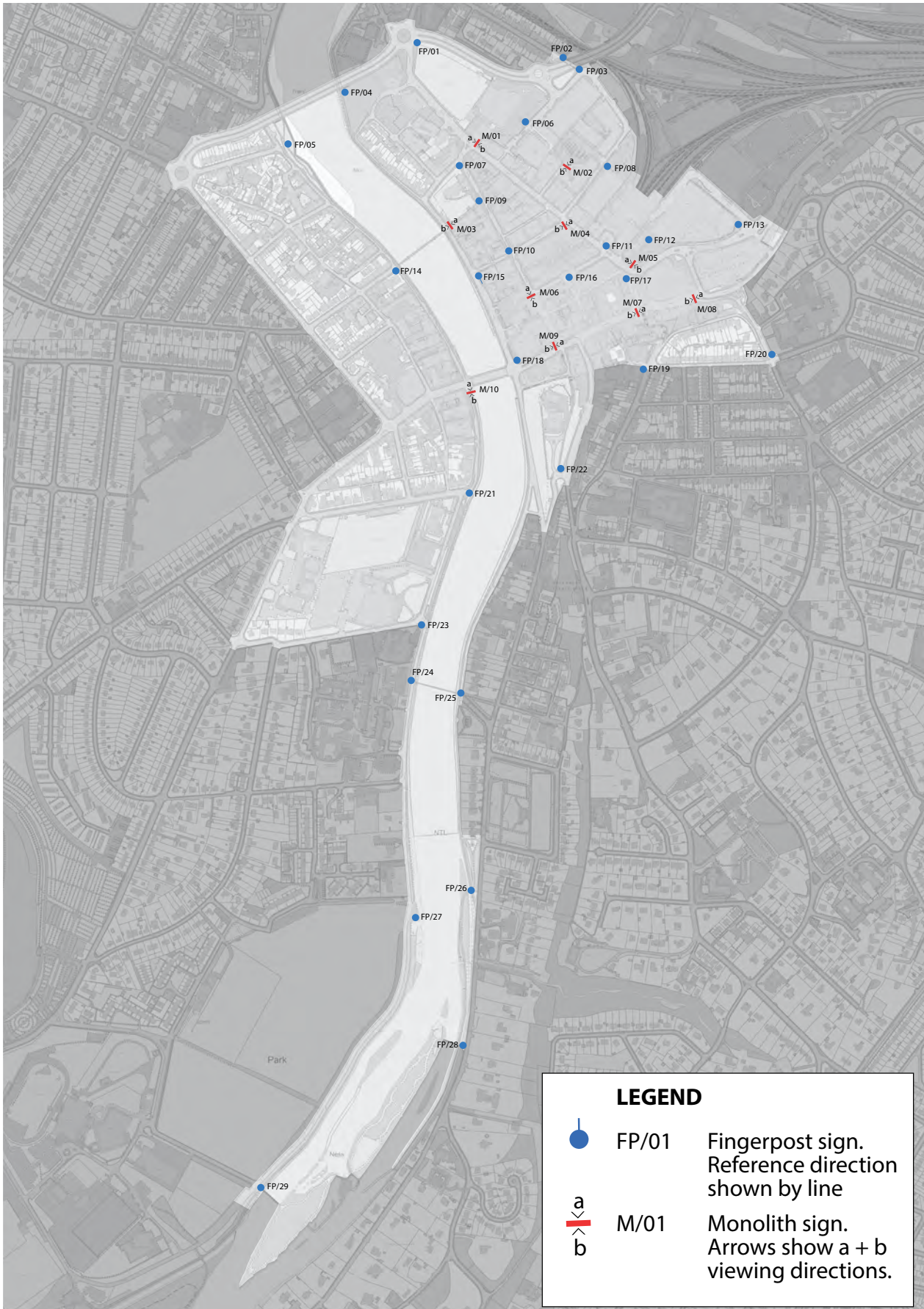
	beige	white	grey	black	brown	pink	purple	green	orange	blue	yellow	red
red	78	84	32	38	7	57	28	14	62	13	82	
yellow	11	16	73	89	80	58	75	76	53	79		82
blue	75	82	21	47	7	50	17	12	56		79	13
orange	14	60	63	76	59	12	37	50		56	53	62
green	72	80	14	53	18	43	8		50	13	76	54
purple	70	79		56	22	40		8	17	17	75	28
pink		65	37	73	53		40	43	12	50	53	57
brown	77	84	26	41		53	22	18	59	7	80	7
black	89	91	58		43	73	56	53	76	47	89	38
grey	69	78		58	26	37		11	43	21	73	32
white	38		78	91	84	61	79	80	60	82	18	84
beige		30	60	89	77		70	72	44	75	16	78

Colour contrast values - Arthur and Passini

Selected values

10.6. Location and terminology

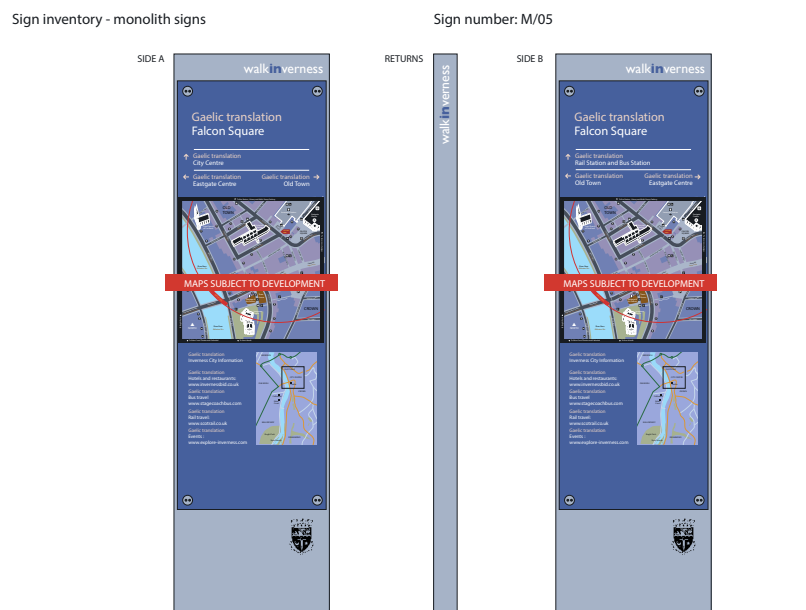
The map below illustrates the proposed locations of ten monoliths and 23 fingerposts.



A comprehensive list of city destinations has been developed to suit fingerposts signs, monoliths and mapping panels. It is important that these are kept as concise as possible, as space is limited on the sign panels. Previous city fingerposts signs have carried a very wide range of destination information but, owing to the volume of information, the text size was extremely small and legibility poor.

The illustration below shows a typical monolith design and accompanying map configuration.

The proposed mapping on monolith panels will replace much of the city centre's existing fingerpost information, allowing these signs to simply show directions to city areas and key features, drawn from an agreed priority list.



Typical monolith design.



Map orientation for monolith - side A.



Map orientation for monolith - side B.

The illustration below shows a typical fingerpost.

The new fingerpost sign format offers a much improved legibility, allowing ease of reading from 9.3 metres as opposed to 5.4 on the previous signs. To achieve this, location names have been kept as short as possible.

Appendix C presents a proposed inventory of city destinations that will appear in English and Gaelic on finger post signs, according to the location of the sign.

Sign inventory - fingerpost signs

Sign number: FP/09

Direction 1		Direction 5	
8	Gaelic text above English text below	8	Gaelic text above English text below
5	Gaelic text above Merkinch	18	Gaelic text above English text below
10	Gaelic text above English text below	10	Gaelic text above English text below
10	Gaelic text above English text below	22	Gaelic text above English text below
10	Gaelic text above English text below	10	Gaelic text above English text below

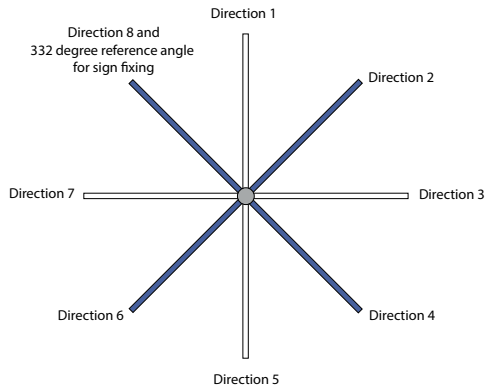
Direction 2		Direction 6	
3	Gaelic text above Bus Station	1	Gaelic text above River Ness
3	Gaelic text above Library	4	Gaelic text above English text below
4	Gaelic text above Rail Station	4	Gaelic text above English text below
8	Gaelic text above Justice Centre	10	Gaelic text above English text below
10	Gaelic text above English text below	10	Gaelic text above English text below

- Finger 1
- Finger 2
- Finger 3
- Finger 4
- Finger 5

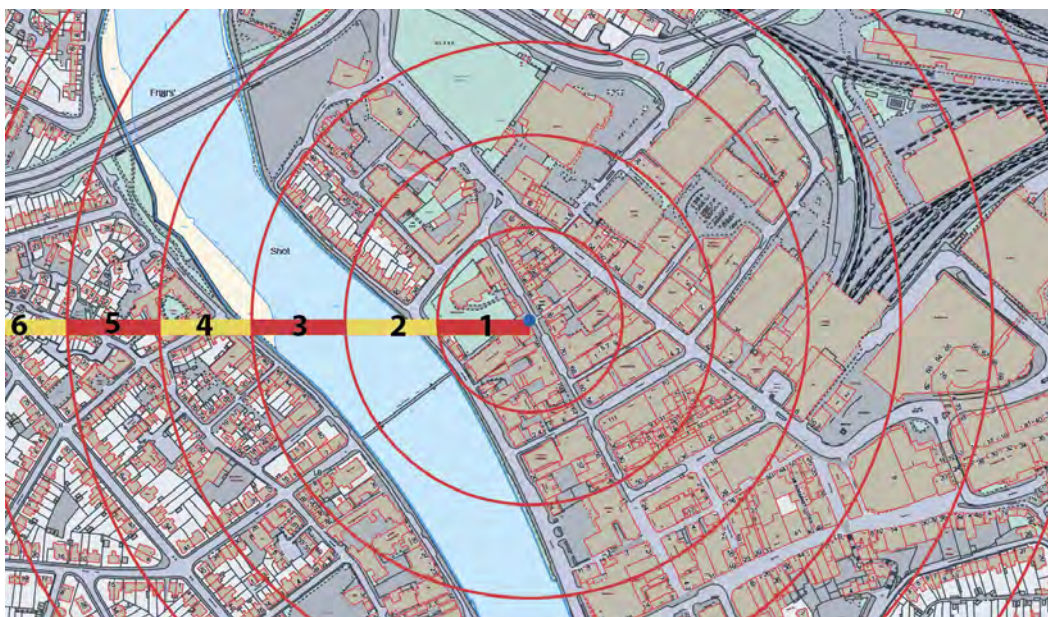
Direction 3		Direction 7	
2	Gaelic text above English text below	10	Gaelic text above English text below
6	Gaelic text above English text below	10	Gaelic text above English text below
10	Gaelic text above English text below	10	Gaelic text above English text below
10	Gaelic text above English text below	10	Gaelic text above English text below
10	Gaelic text above English text below	10	Gaelic text above English text below

Direction 4		Direction 8	
2	Gaelic text above Old Town	1	Gaelic text above Glebe
4	Gaelic text above City Centre	7	Gaelic text above Harbour
4	Gaelic text above Museum and Art Gallery	8	Gaelic text above Merkinch
5	Gaelic text above Inverness Castle		English text below
	English text below		Gaelic text above English text below

- Finger 1
- Finger 2
- Finger 3
- Finger 4
- Finger 5

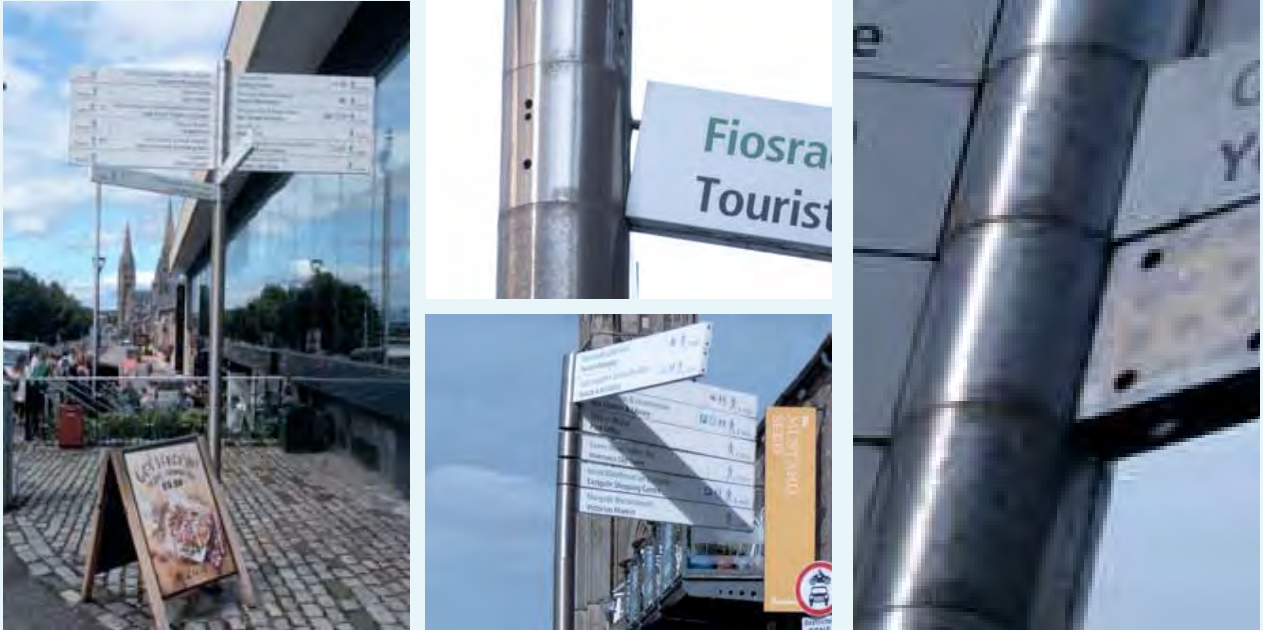


Typical fingerpost design



Location of fingerpost.

Appendix A - Problems with current city centre signage and mapping



Information overload. Too many messages and crowded appearance.

Poor legibility due to very small text size and small pictograms.

Structures are suffering from corrosion, weathering and damage.

Unnecessary repetition of walking man symbol.



No consistent city-wide mapping style.

Advertising around map panels creates visual clutter.

Poor legibility due to small text sizes.

Map frame structures are suffering from corrosion and damage.

No heads-up displays - maps not orientated to viewing direction.

Appendix B - Examples of UK city centre maps



Appendix C - Proposed inventory of city destinations that will appear in English and Gaelic on finger post signs

Archive Centre

Ballifeary

Bellfield Park

Botanic Gardens

Bught Park

Bus station

Caledonian Canal

Carse

Cathedral

City Centre

Crown

Culcabock

Dalneigh

Drummond

Eastgate Centre

Eden Court Theatre

Falcon Square

Harbour

Hilton

Inverness Campus

Inverness Castle

Justice Centre

Library

Merkinch

Millburn

Museum and Art Gallery

Ness Islands

Northern Meeting Park

Old Town

Railway Station

River Ness

Rose Street Car Park

Stadium

Tomnahurich Cemetery

Victorian Market

Whin Park



**The Highland
Council
Comhairle na
Gàidhealtachd**

Wayfinding equipment in Glasgow city centre



Finger signs



Monolith