

Agenda Item	6
Report No	CIA/50/18

THE HIGHLAND COUNCIL

Committee: City of Inverness Area

Date: 22 November 2018

Report Title: activeinverness: Wayfinding Strategy for Inverness City Centre

Report By: Director of Development and Infrastructure

1. Purpose/Executive Summary

1.1 Wayfinding is the term used for signs, maps and other devices that convey information about location and direction to visitors and residents. This report seeks approval to adopt the finalised version of activeinverness: Wayfinding Strategy for Inverness City Centre. The Committee is also asked to agree the recommended Council response to comments made during the public consultation on the draft strategy earlier this year. The Strategy resulted from a 2014 study that identified significant shortcomings in the quality and legibility of city centre signage. Its purpose is to improve people's understanding of the destinations and attractions that the city centre has to offer. The Strategy will also make an important contribution to de-cluttering the city's streetscape, enabling the removal of damaged or redundant signs. **Appendix 1** presents the final draft of the Strategy. The respondents to the consultation are listed in **Appendix 4** along with a summary of the comments received and recommended Council response. Subject to Committee approval, the Strategy will be formally adopted as a Non-Statutory Planning Advice Note. Delivery will be on a piecemeal basis, informed by funding opportunities. In considering delivery options, the Committee is invited comment on future-proofing city centre wayfinding, including the potential use of interactive or digital technology.

2. Recommendations

- 2.1 Committee is invited to:
- i. agree that the Wayfinding Strategy for Inverness City Centre at **Appendix 1** be adopted by the Council as a Non-Statutory Planning Advice Note; and
 - ii. note the comments received during the public consultation on the Wayfinding Strategy for Inverness City Centre and agree the recommended Council responses contained in **Appendix 4**.

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 2014 review and analysis of Inverness city centre wayfinding concluded it is difficult for visitors navigating the streetscape to fully appreciate all the city centre has to offer. Shortcomings in existing signage were identified, including:
- an unhelpful profusion of eight different sign types and sizes at 28 locations, contributing to a strong sense of visual clutter;
 - important walking routes that lacked signage, particularly along the river and around Academy Street;
 - signage that is often difficult to read due to inappropriate text sizes, unsuitable typographic formats and information overload;
 - sub-standard signage that is damaged, insufficiently durable or difficult to keep up-to-date; and
 - no evidence of an easily-recognisable city-wide signage style and little evidence of city branding.

Appendix 2 illustrates a range of existing city centre signage analysed for the review.

- 3.3 The 2014 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 effectively by co-ordinating all relevant information - online, wayfinding, mapping, signage and municipal - to work seamlessly together. Often this begins with the development of a network of directional signs, street information panels with maps, printed maps, and plaques. Physical systems are sometimes combined with digital mapping to facilitate use of smart technology.
- 3.4 The Legible Cities approach also prioritises de-cluttering the city's streetscape by enabling the removal of damaged or redundant signs.
- 3.5 In September 2015, following a recommendation from the Inverness City Arts Working Group, this Committee awarded £5k from the Inverness Common Good Fund towards the appointment of a consultant to engage with and secure buy-in from relevant stakeholders to develop a 'Legible City' prototype map. A prototype map establishes rules about style and information content for signage systems and devices conveying information about location and directions to visitors and residents.

4 Legible Cities

- 4.1 A growing number of UK cities use the Legible Cities approach to make neighbourhoods and streets more welcoming, engaging and easily understood. **Appendix 3** illustrates examples of directional signs and maps displayed on street information panels in Glasgow, York, Bristol, London, Oxford and Canterbury.
- 4.2 Legible City maps and signs fulfil a separate role to GPS-based systems, including smart phone technology commonly used by visitors to navigate to a specific address or known destination. Legible City signage helps visitors to orientate themselves in relation to nearby landmarks and destinations. By highlighting attractions within easy walking distance and pedestrian-friendly routes, they also improve people's

understanding of what a city has to offer.

5 Preparatory work including consultation with key stakeholders

- 5.1 In February 2016 the Development Plans team organised a small collaborative workshop for key stakeholders at the Spectrum Centre, led by a wayfinding consultant. The purpose of the event was 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. The workshop and an online survey of attendees informed the style, appearance and level of detail of the prototype map.
- 5.2 During 2016 a total of £21,500 was secured from two Scottish Government schemes (*Town Centres' Pilot* and *Smarter Choices, Smarter Places*) enabling the Council to invite tenders from signage specialists to:
- prepare a draft wayfinding strategy for the city centre describing content, design and optimum locations for new wayfinding monoliths and fingerpost signs;
 - identify opportunities to remove existing redundant or defective signage;
 - design two maps (an overview of the wider city, and a detailed "You are here" map that includes annotated line drawings of prominent buildings /architectural features);
 - prepare prototype designs for an illuminated wayfinding monolith and replacement finger signs; and
 - engineer, manufacture and supply one prototype monolith (to be located and installed by the Council).

In February 2017, sign specialists Wood & Wood were commissioned to deliver this contract.

- 5.3 In November 2017, this Committee was asked to approve the Draft Inverness City Centre Wayfinding Strategy (ICCWS) for public consultation. This request to invite public feedback stemmed from:
- growing interest from disabled people's groups in proposed changes to city centre walking and cycling infrastructure; and
 - the significant level of feedback devoted to movement/travel issues in the recent consultation on the Inverness City Centre Development Brief.

4. Public consultation

- 4.1 The online consultation on the Draft ICCWS ran for six weeks from 4 May to 11 June 2018, during which the document was available to view and comment on through the Council's consultation portal consult.highland.gov.uk. Feedback was invited on: how helpful monoliths and fingerpost signs would be to visitors; the location, legibility and accessibility of maps and signs; and, map/sign content with specific reference to landmarks, destinations and attractions.
- 4.2 The consultation was widely publicised in advance by:
- emails to over 350 stakeholders, agencies and businesses including disability groups, active travel groups, Community Councils, Inverness BID, the Inverness Design Review Panel, and individuals registered on the consultation portal who have expressed an interest in the Inner Moray Firth Area;

- a series of promoted targeted post on social media; and
 - a press release.
- 4.3 The promoted Facebook post reached more than 17,500 users and attracted 48 'likes'. Over 500 Facebook users actively engaged with the post.
- 4.4 Over 90 formal comments were received from 20 respondents, listed in **Appendix 4**. Although it is not possible to calculate the exact number of people who accessed the consultation webpages, Google Analytics shows they were visited by approximately 250 users¹.
- 4.5 **Appendix 4** also contains the consultation questions and quantifiable results together with a summary of comments received and the recommended Council response. An overview of these comments is provided in Paras 4.7 – 4.12 below. Verbatim comments can be viewed on the Council's [consultation portal](#).
- 4.6 Of the 20 organisations and individuals who commented on the Strategy, 16 considered that the monoliths and fingerpost signs will be helpful to people visiting Inverness.
- 4.7 Scottish Natural Heritage (SNH) was the only **public agency** to submit a consultation response and was broadly supportive of the draft strategy, while querying whether design had been tested on visitors and disabled people. Their response highlighted inconsistencies in map design/information and suggested additional landmarks/attractions that should be signposted to visitors.
- 4.8 **Business** respondents expressed strong support for the draft. Inverness BID requested the addition of Abertarff House as a 3-D landmark and queried whether the 'Wider City Map' on each monolith could be replaced by a directory listing businesses located in the 'You-Are-Here' map area. In a combined response the Port of Inverness and Inverness Marina requested that the Port area be labelled 'Maritime Quarter' on new maps and signs. They also requested new signage between this area and the city centre, including an additional monolith for people arriving by sea. VisitInvernessLochNess asked for relevant finger signs to include waymarking for trail users on the South Loch Ness Trail and LochNess360. Eden Court endorsed the strategy, making no request for change.
- 4.9 Three Non-Governmental Organisations (**NGOs**) submitted consultation responses, all broadly supportive of the Strategy and in agreement that new wayfinding hardware will help visitors gain a better understanding of the city. Inverness Civic Trust called for an audit of all public information signage, including road/cycle signs, to test for conflicts, duplication or redundancy. It also asked for Gaelic to be subordinate to English on all signage, for hardware to have a bronze rather than stainless steel finish, and for the 'You-Are-Here' map to feature 3-D drawings of seven additional landmarks. In a combined response Guide Dogs Scotland/RNIB (GDS/RNIB) put forward detailed guidance on making map information accessible to those who are blind or partially sighted. They also offered to convene a focus group for the Council to consult people with sight loss on colour and lighting. Paths for All noted the potential for wayfinding hardware to improve walkability and signposted evidence that this can impact positively on health, air quality and retail footfall. They drew attention

¹ users are counted as the number of individual internet browser sessions accessing the Brief online. The same person may be counted more than once if accessing the Brief using more than one device or browser.

to a recent survey of public attitudes to walking in Scotland that highlighted demand for information on walking routes to key destinations.

- 4.10 Thirteen **individuals** submitted a total of 38 comments on the draft. Of these, 28 comments were supportive, many noting shortcomings in existing signage or suggesting minor adjustments to proposed map/sign content to improve visitor experience. Five individuals challenged the requirement for Gaelic – whether it should appear on maps/signs, or be subordinate to English. Two objected to the design of maps and hardware on grounds of lack of compatibility with the aesthetic of the city centre and/or colour contrast.
- 4.11 Of the 12 respondents who expressed a preference for the colour of 3-D buildings on the ‘You-Are-Here’ map, six preferred red, three preferred grey, and two preferred yellow.
- 4.12 One NGO (GDS/RNIB) and one individual queried the potential to integrate interactive technology into monolith design, such as audio and/or tactile information, or use of apps.

5. Recommended changes to the Strategy

- 5.1 The summary of comments received and recommended Council responses in **Appendix 5** also identifies amendments made to the Brief, which are summarised as follows:
- the **Strategy area** (Map 10.2) was extended northwards to include one new monolith near Friars’ Shott and four new fingerpost signs;
 - **Section 7** (Components) was expanded to prioritise high quality design and specification for all new signage, with specific reference to durability of materials, appropriate monolith lighting, and legibility. Illustrations were added to show the size difference between new and existing fingerpost signs and the height of monolith information relative to the sightlines of wheelchair users;
 - **Section 8** (Additional components and technology for future consideration) was revised to highlight:
 - advances in wayfinding system design that could be considered the longer term including interactive/touchscreen technology, audio information and assistive technologies;
 - the potential for the monolith prototype to be adapted for other uses, such as showcasing city centre businesses, services, events and facilities etc, or shopping opportunities and attractions in a specific area, such as the Old Town; and
 - the role of large print maps for visitors with specific needs;
 - the “**You-Are-here**” map was revised to: accentuate the “You-Are-here” symbol; increase the walking circle from four minutes to five; show three extra 3-D landmark buildings (Abertarff House, Balnain House and Midmills); introduce minor colour adjustments that improve legibility (landmark building footprints; pictograms); position Gaelic street names above English to be consistent with fingerpost signs. The “**Wider City Map**” was revised to correct the route of the Great Glen Way and show a legend; and
 - **Finger sign** proposals were revised to adjust the list of destinations and include templates for National Cycle Routes and the Great Glen Way (including potential

to accommodate other trail logos).

6 Delivering the Strategy

- 6.1 Subject to Committee approval, the Strategy will be formally adopted as a Non-Statutory Planning Advice Note but delivery will be on a piecemeal basis to take account of budget constraints. It is anticipated that the manufacture and installation of monoliths and signs will be funded through:
- significant capital projects, such as Inverness Castle, the Inverness City Active Travel Network and Inverness Rail Station improvements. It is likely that the Castle project could fund the manufacture and installation of up to three monoliths;
 - grant funding for improvements to active travel infrastructure (e.g. “Paths for All” Smarter Choices, Smarter Places); and
 - Developer Contributions from new development in/around the city centre as outlined in the Council’s Developer Contributions Supplementary Guidance adopted on 2 November 2018.
- 6.2 Funding is already in place to manufacture and erect one wayfinding monolith at one of the locations identified on Map 10.1. One potential option is the former location of the electric bike lockers at the southern edge of Falcon Square.
- 6.3 Members’ views are invited on other ways of progressing and resourcing the delivery of the strategy.

7 Futureproofing the Strategy

- 7.1 Members may wish to consider and comment on opportunities to make use of interactive or digital technology on monolith displays, bearing in mind that the Strategy maps have been produced in digital form so are well-suited to these applications.
- 7.2 It is important to note that interactive or digital technologies have so far not been mainstreamed for external use in UK city centre wayfinding. There is evidence, however, that Smart City data, free wi-fi and technological advances are already shaping the future of city centre wayfinding. For example:
- 7.2.1 US and Canadian cities have begun to feature digital mapping on monoliths, which can be edited remotely and updated regularly to incorporate, for example, new destinations, infrastructure or transport changes.
- 7.2.2 Legible London monoliths are wi-fi enabled to allow future wayfinding systems to make use of Smart City, real-time data that signpost directions and/or information about events/activities/transport etc.
- 7.2.3 Assistive technology such as RNIB REACT has been trialled to provide audio signposting for visually impaired people in, for example, train stations.
- 7.2.4 Touchscreen technology is commonplace for internal wayfinding in new UK shopping complexes, hospitals, universities and large offices but so far has not been mainstreamed for external use.
- 7.3 The City Wireless Project Manager has confirmed that, if Inverness were to pioneer the UK’s use of touchscreen technology in external wayfinding, the City Wi-Fi is well-suited to supporting this type of information platform. Touchscreen information has potential to advertise Council projects, events, alerts etc. Running and maintenance

costs are low but there is an overhead in developing virtual information and keeping it up-to-date. Production costs are therefore higher than static displays. Touchscreens are also more vulnerable to vandalism and technical glitches. Private sector sponsorship is often used to offset costs in the US and Canada. Here, European Regional Development Funding may be available to support the introduction of touchscreen technology.

8 Implications

- 8.1 Resource: Resources are already in place to install the city centre's first monolith.
- 8.2 Gaelic: The Council will ensure that its dual language obligations are met in implementing the Strategy.
- 8.3 Equality: Equality of access is a cornerstone of the "Legible City" approach to wayfinding, on which the Strategy is based.
- 8.4 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.
- 8.5 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: 8 November 2018

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. City of Inverness Area Committee [Report](#) and [Minutes](#) 30 November 2017
4. [Inverness City Centre Development Brief](#) February 2018

APPENDIX 1

activeinverness

Wayfinding Strategy for Inverness City Centre Ro-innleachd Lorg-slighe airson Meadhan Baile Inbhir Nis

November 2018



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

Wayfinding strategy

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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 spend time exploring Inverness city centre on foot or by bicycle. 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.

Problems with current city centre signage and mapping are illustrated in Box 1 'Problems with current city centre signage' and Box 2 'Problems with current city centre mapping'.

Box 1

Problems with current city centre signage



- Information overload: too many messages and crowded appearance.
- Poor legibility due to very small text size and small pictograms.
- Structures are suffering from corrosion, weather and damage.
- Unnecessary repetition of walking man symbol.

Box 2

Problems with current city centre mapping



- 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 display - maps not orientated to viewing direction.

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 creation of a major new 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 pedestrian signage;
- 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 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 and cycling 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.

Wayfinding Strategy for Inverness City Centre

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 to 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 major new 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 and will conform to the Council's Gaelic Language Plan.

Wayfinding components will be fit for purpose, robust, durable, easy to maintain and easy to update when information changes.

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 signs will be internally illuminated to ensure they are adequately well lit to be read, whilst avoiding dazzle or glare.

The maps provided will also be of two types:

1. A "You-Are_Here" local-area walking map will show the area of the city within a 5-minute walking distance from the monolith location.
2. A "Wider City" overview map will show the entire city centre area, including cycle routes, 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.

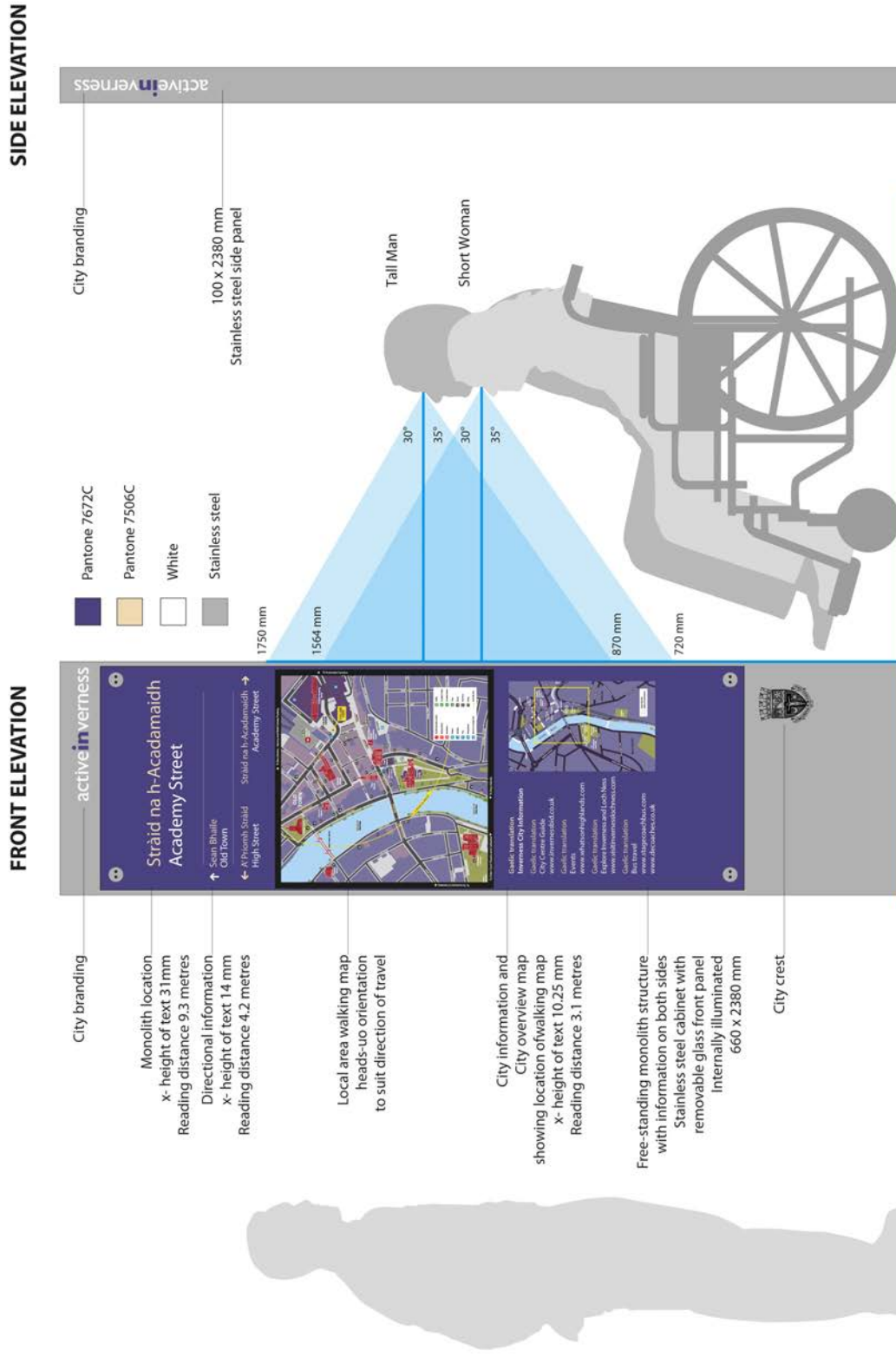


Figure 7.1 Proposed sign type: monolith.

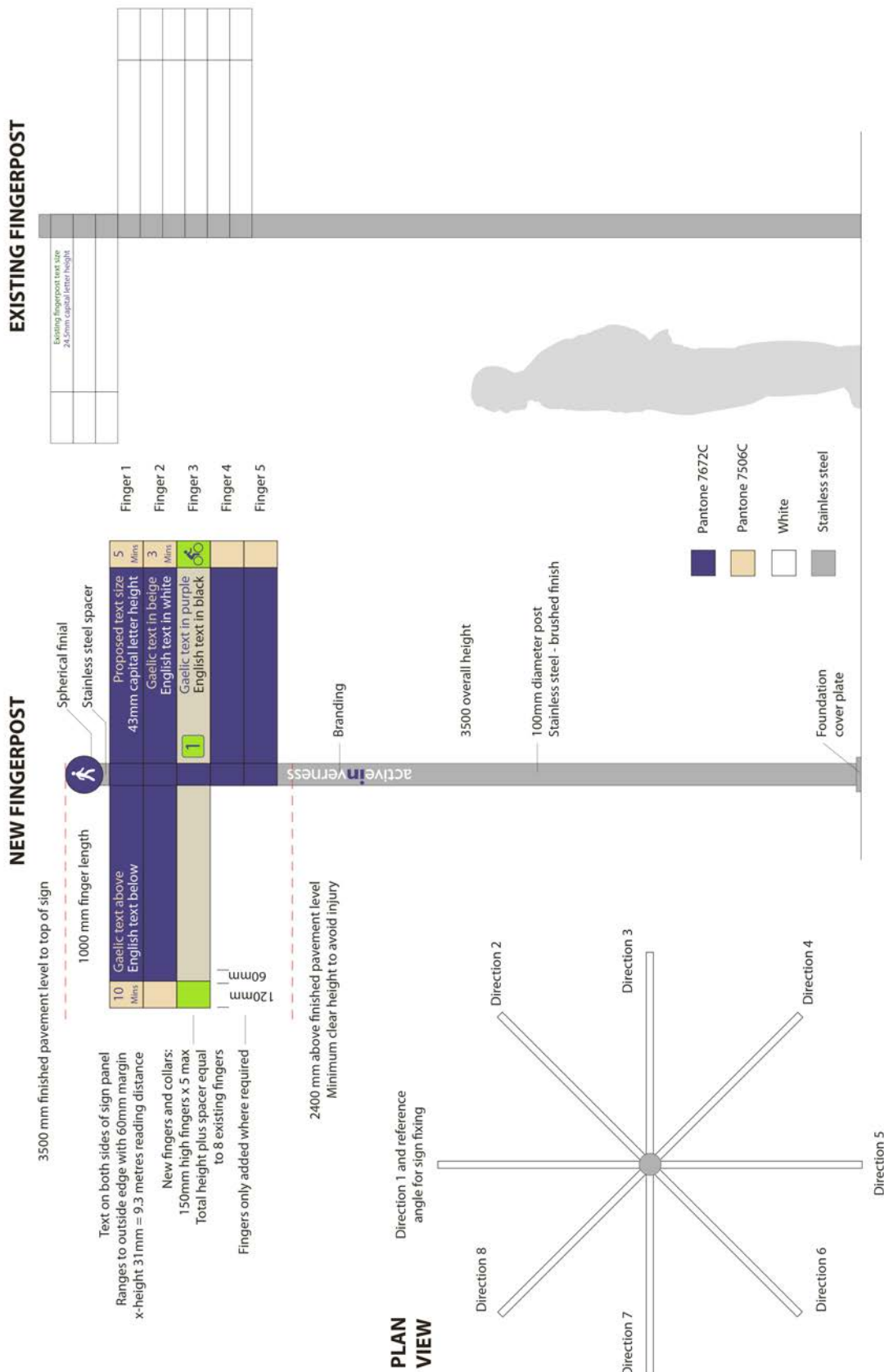


Figure 7.2 Proposed sign type: fingerpost (illustrating height, finger depth and text size relative to existing fingerpost)

Wayfinding Strategy for Inverness City Centre

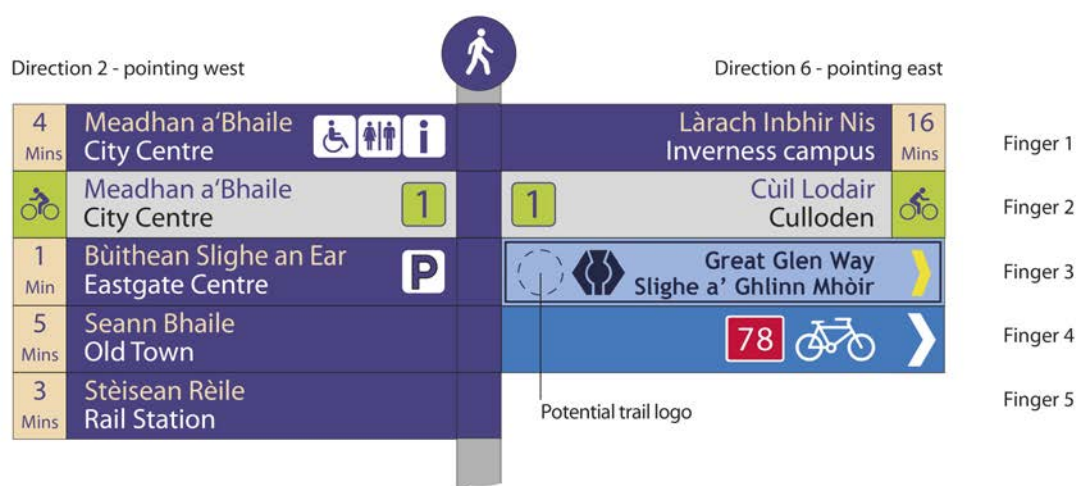


Figure 7.3 Detail showing range of finger signs (destinations vary according to sign location)

Fingerpost signs deliver directional information above head height and have multiple fingers stacked typically no more than five high. The height, position and text size of each finger will allow comfortable reading from the viewers' location.

Fingerposts will convey information about destinations and attractions in Section 10.6, Box 5. Where relevant, they will also signpost:

- the National Cycle Network and cycle routes identified in the Inverness City Active Travel Network;
- the Great Glen Way and nearby long-distance walking trails.

8 Additional components and technology for future consideration

The design of wayfinding maps and hardware follows a globally-recognised standard for street navigation that has a proven track record in improving people's understanding of a city. In due course it is likely that advances in wayfinding design and technology will make use of Smart City data delivering live, real-time information about navigation and/or destinations, events, activities and transport. Monoliths could also feature interactive technology providing tailored information for visitors with specific needs, such as disabled people, who have fewer journey options. For the time being, however, the technology associated with city-wide digital wayfinding, providing seamless connections between people, places and data, has yet to be mainstreamed.

Information and technology that could be considered to amplify the effectiveness of city centre wayfinding in the longer term include:

Interpretation display panels - signposting city centre businesses, services, events and facilities etc. These could be static display panels or interactive touchscreen displays modelled on and complementing the monolith design but adapted to showcase shopping opportunities and attractions in a specific area such as the Old Town.

Audio information - such as audio-enabled touch screens, making wayfinding accessible to residents and visitors who are blind or partially sighted where sound will not be compromised by surrounding noise.

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. Digital mapping can be accessible for various assistive technologies e.g. screen readers and voiceovers.

Printed guides and access maps - available to all visitors at tourist information centres and transport nodes, made available in alternative formats, such as large print maps for visitors with specific needs. Also made available as free-issue art work for inclusion in third-party city guides and tourism marketing documents.

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).

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.
- **Terminology** – 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.

Box 3 'Examples of UK city centre maps' provides examples of monolith maps from other UK cities.

Box 3

Examples of UK city centre maps



Figure 10.1 London



Figure 10.2 Bristol



Figure 10.3 Birmingham

Wayfinding Strategy for Inverness City Centre

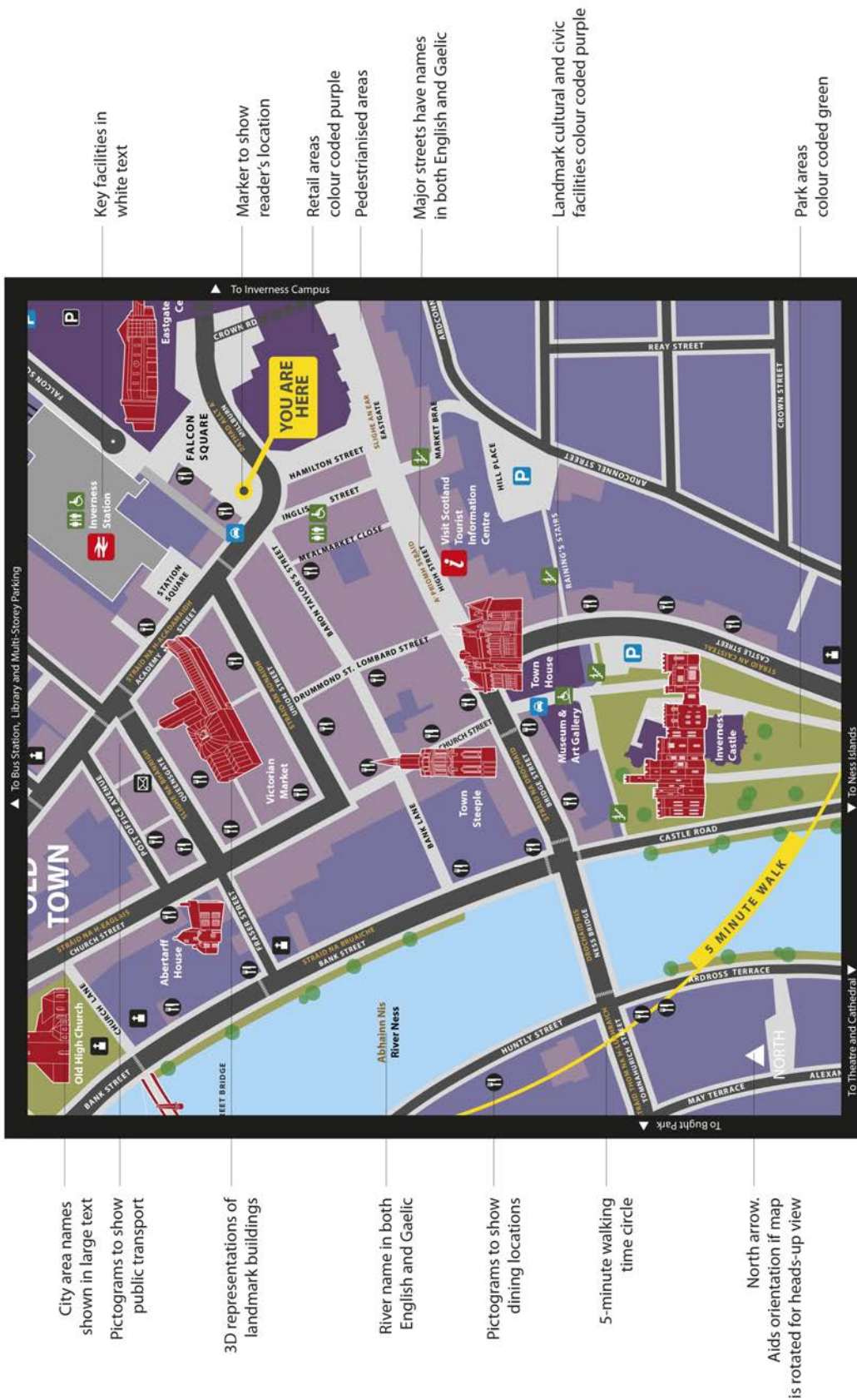


Figure 10.4 Typical "You are here" map

Wayfinding Strategy for Inverness City Centre

Figure 10.4 'Typical "You are here" map' illustrates the proposed content of a local walking map that will be used on the new monolith sign proposed for Falcon Square. This content has been informed by initial feedback from key stakeholders followed by public consultation. Each monolith will feature a different map that is orientated to suit the viewpoint of the reader.

Box 4 '3D landmarks' contains 14 city centre landmarks and features that have been selected for 3-D illustration to assist the mental mapping process.

Box 4

3D landmarks

- Inverness Castle
- Inverness Town House
- Inverness Cathedral
- Inverness Library
- Victorian Market
- Old High Church
- Midmills
- Toolbooth Steeple
- Greig Street Bridge
- Infirmary Bridge
- Eden Court
- Eastgate Shopping Centre
- Abertarff House
- Balnain House

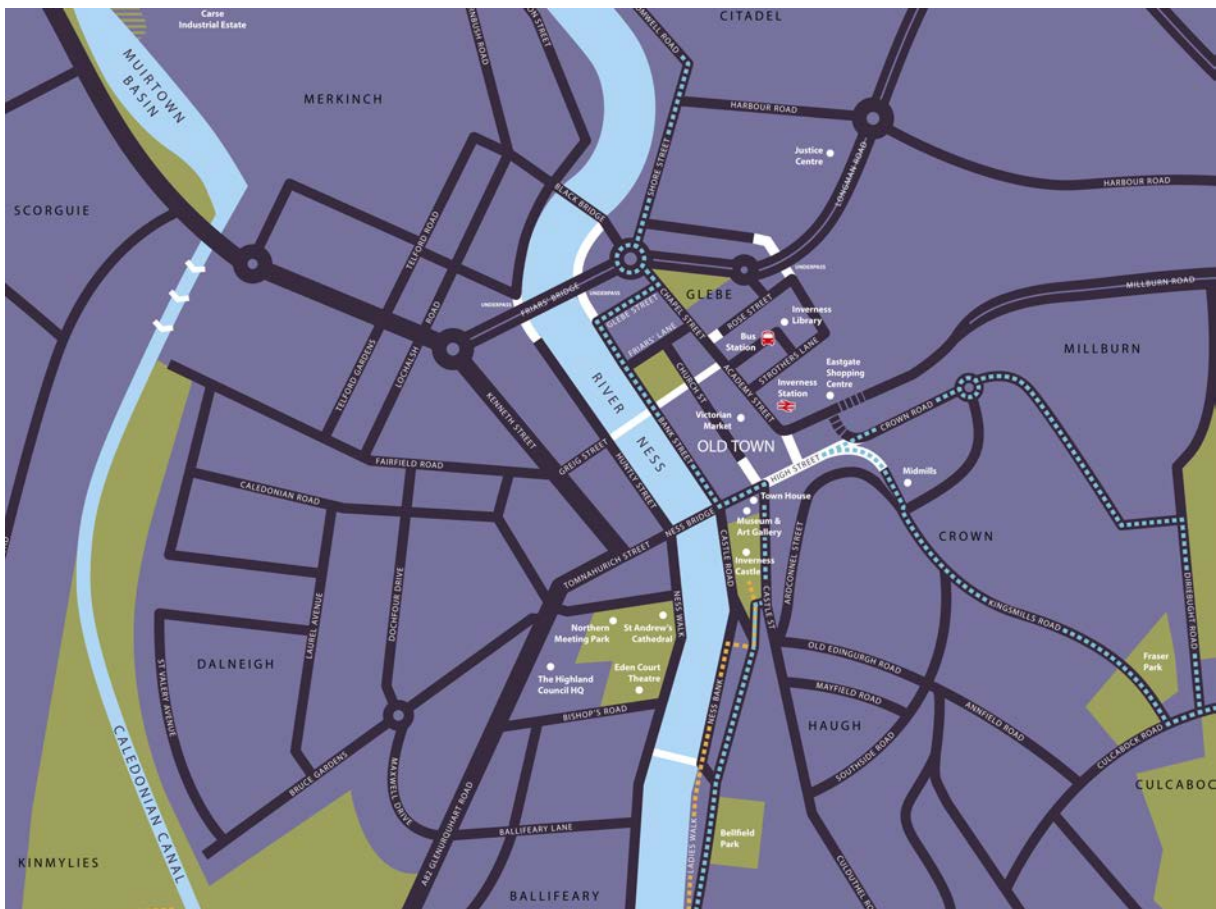


Figure 10.5 Extract from Inverness Wider Area map

Figure 10.5 'Extract from Inverness Wider Area map' illustrates the proposed content of the wider city/overview map that will appear on all new monolith signs. This overview map will identify the context for its larger counterpart, the detailed "You are here" map. It will also identify key destinations within walking/cycling distance of the city centre and show National Cycle Network routes and the Great Glen Way.

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 san-serif, of medium and/or semi bold weight and not condensed, extended or italicised.

The propose typeface for city centre wayfinding is Myriad Pro.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Figure 10.6 Myriad Pro regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Figure 10.7 Myriad Pro semibold

10.3 Symbols and pictograms

Wayfinding information will adopt a standardise 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 pictogrammes 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.



Picture 10.1 Pictogram set

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.

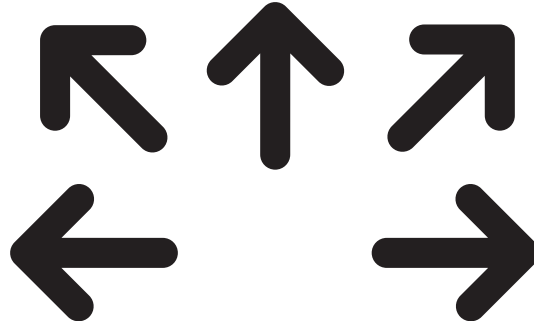


Figure 10.8 Arrow set

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 palette shown in Figure 10.9 'Colour palette' has been selected for use on city centre wayfinding signage to coordinate with the Inverness city brand identity when used on mapping, in print or on the web.

All wayfinding information will utilise colours from this palette, chosen for legibility. Research has shown that colour contrast values above 69% are the preferred choice of viewers with visual impairment.

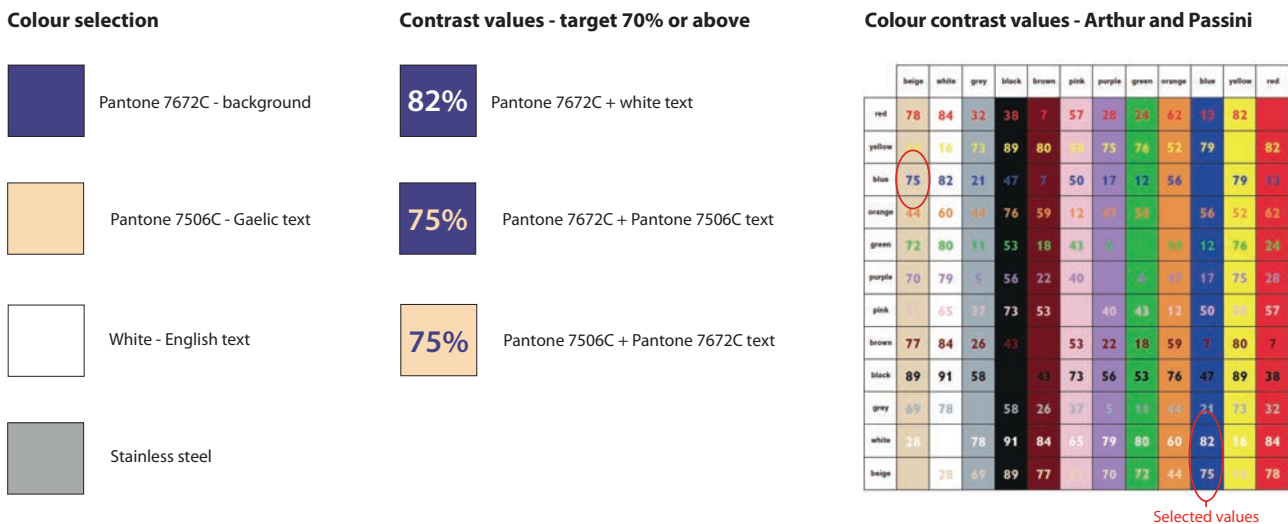


Figure 10.9 Colour palette

10.6 Destinations

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 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.

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

Box 5 'Proposed inventory of city destinations that will appear in English and Gaelic on fingerpost signs' contains a list of city destinations that will appear in English and Gaelic on finger post signs, according to the location of the sign. A detailed inventory of map and sign data for each new monolith and fingerpost prior to manufacture.

Box 5

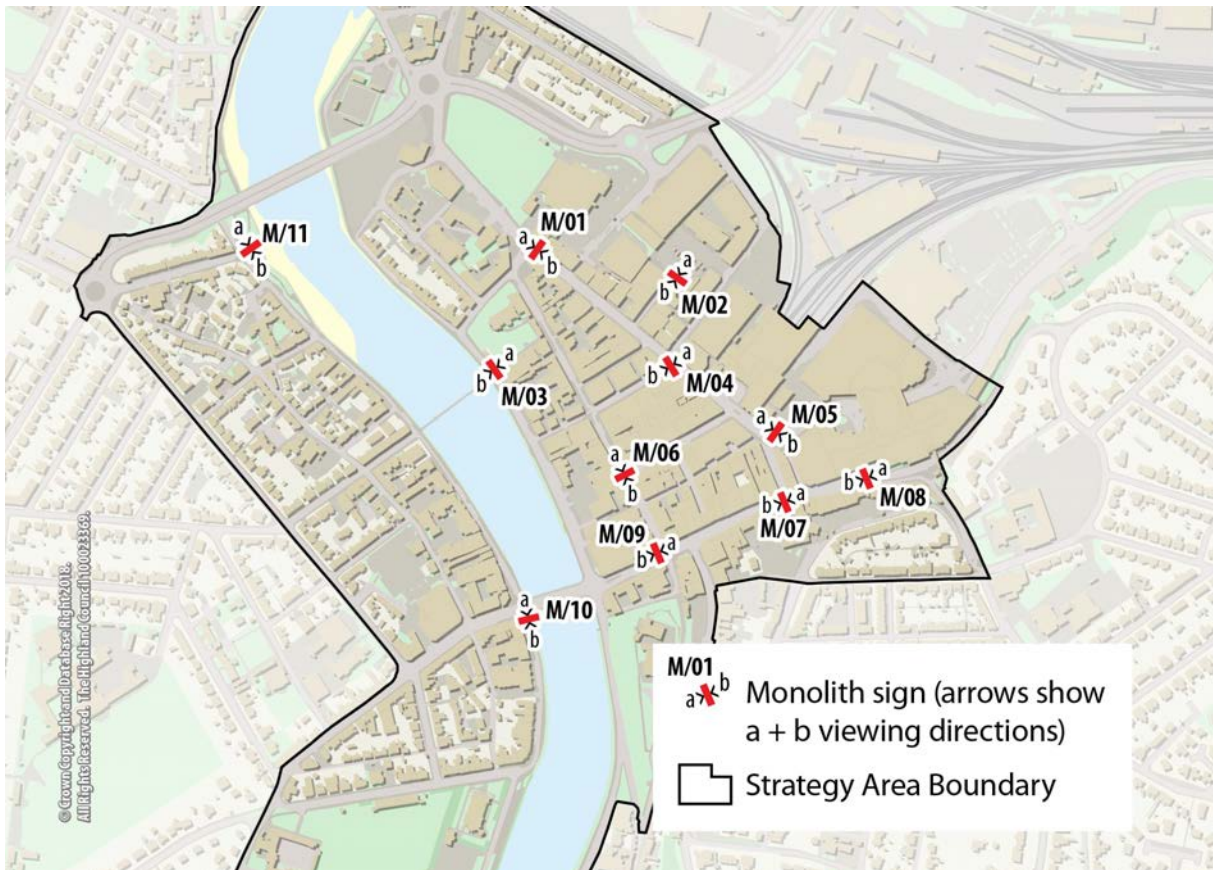
Proposed inventory of city destinations that will appear in English and Gaelic on fingerpost signs

Archive Centre	City Centre
Inverness Campus	Old Town
Inverness Castle	Crown
Bellfield Park	Railway Station
Justice Centre	Hospital
Botanic Gardens	Leisure Centre
Library	River Ness
Bught Park	Rose Street Car Park
Merkinch	Stadium
Bus Station	Eastgate Centre
Midmills	Tomnahurich Cemetery
Caledonian Canal	Falcon Square
Museum and Art Gallery	Victorian Market
Ness Islands	Maritime Quarter
Cathedral	Whin Park
Northern Meeting Park	Carnac Point
Eden Court	Great Glen Way

10.7 Locations of monoliths and fingerpost signs

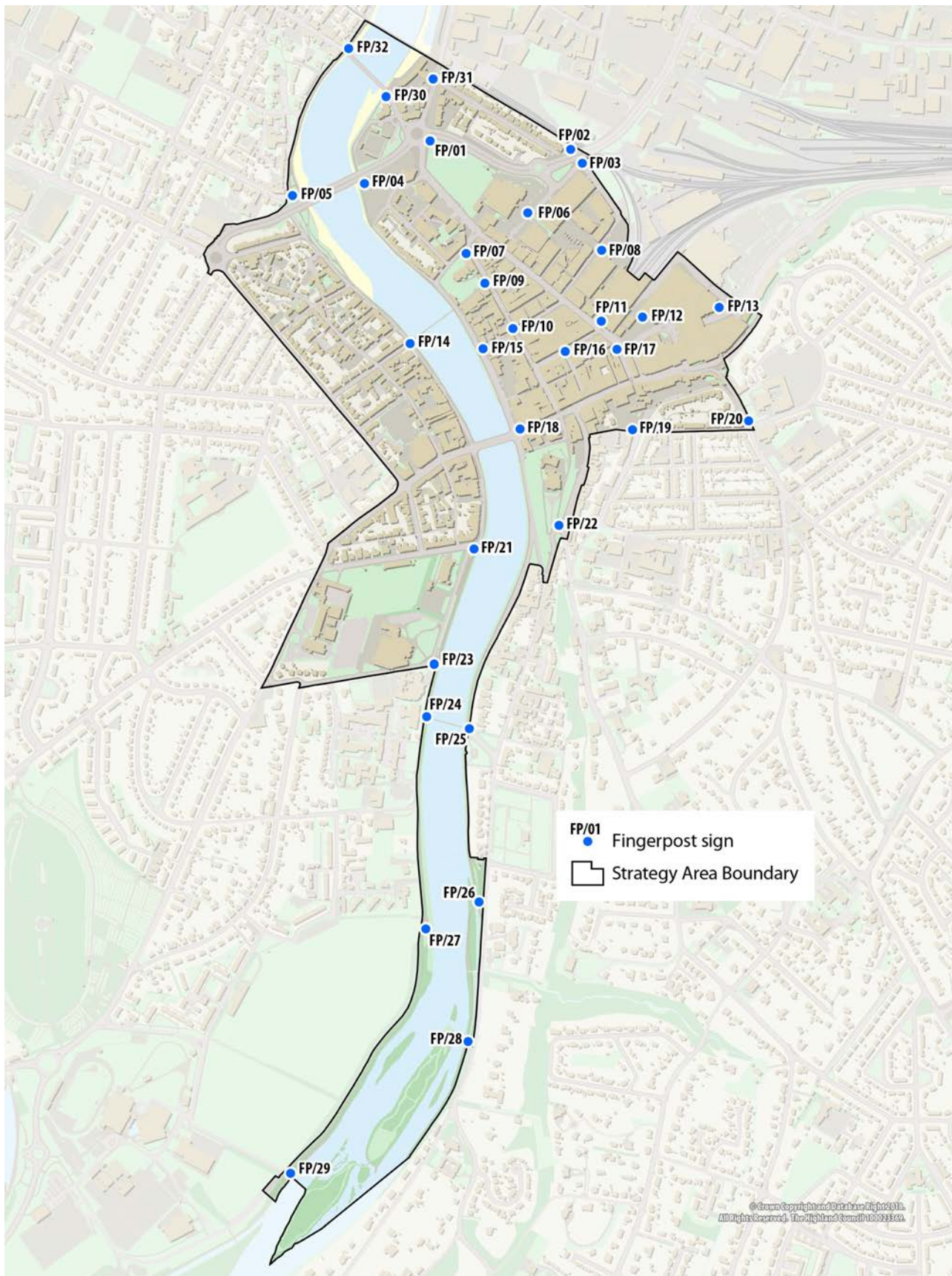
Map 10.1 'Monolith location map' and Map 10.2 'Fingerpost location map' illustrate the proposed locations of ten monoliths and 23 fingerposts.

An engineering assessment will be carried out at each monolith location to check that footway widths are sufficient for pedestrians, including disabled people, to continue to move easily and safely, and vehicle visibility is not restricted.



Map 10.1 Monolith location map

Wayfinding Strategy for Inverness City Centre



Map 10.2 Fingerpost location map



**The Highland
Council
Comhairle na
Gàidhealtachd**

Diversity and condition of existing city centre maps and signage



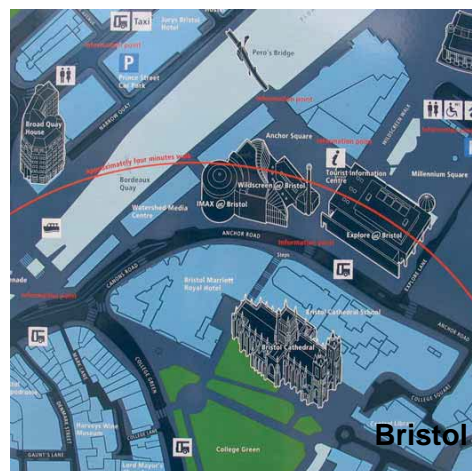
UK examples: wayfinding monoliths and fingerposts



Easily accessible mapping displayed in illuminated monoliths with city branding



Fingerpost sign - clear typography and good legibility



SUMMARY OF CONSULTATION FEEDBACK AND RECOMMENDED COUNCIL RESPONSE

activeinverness: Draft Wayfinding Strategy for Inverness City Centre

November 2018

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Respondents

Government/Statutory Bodies

1. Scottish Natural Heritage

Business

2. Inverness BID
3. Eden Court Theatre & Cinema
4. Port of Inverness/Inverness Marina
5. VisitInvernessLochNess

NGOs (including charities and campaigning groups)

6. Inverness Civic Trust
7. Paths for All
8. Guide Dogs Scotland/RNIB

Individuals

9. Karen Thomson
10. Mhairi McCallum
11. Colin McPherson
12. Eddie Boyd
13. Garry Lightbody
14. John Graham
15. John Kelly
16. Jonathan Henderson
17. Ken Mackinnon
18. Richard Ardern
19. Terry Hall
20. Sine Mackay

Quantifiable consultation questions and responses

Number of respondents: 20

1. These monolith and fingerpost signs are aimed primarily at people visiting Inverness. Do you think they will be helpful?

Yes	No	Unsure
16	0	2

2. The “You are here” map has been designed to be easily understood. Has this been achieved?

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
	10	1	1	

3. Which of the following three colour options do you prefer?

Red	Grey	Yellow
6	3	2

4. Are any key city centre landmarks missing from Box 4 ‘3D landmarks’?

Yes	No
5	5

5. The wider city map has been designed to be easily understood. Has this been achieved?

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
1	7	3	1	

6. The proposed colours, typography, symbols, pictograms and arrows have been chosen to be accessible to as many people as possible, including those with sensory, cognitive or physical disabilities. Do you think this has been achieved?

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
	3	2	1	1

7. Should any other attractions, landmarks or destinations be included in Box 5 ‘Proposed inventory of city destinations that will appear in English and Gaelic on fingerpost signs’?

Yes	No
7	1

Question 1: Monoliths and Fingerpost Signs

These monolith and fingerpost signs are aimed primarily at people visiting Inverness. Do you think they will be helpful? Please tell us why?

Respondent	Yes/No	Summary of comments received	Proposed response
Government/Statutory Bodies			
Scottish Natural Heritage	Yes	<ul style="list-style-type: none"> - Have monoliths and fingerpost signs been tested on visitors as opposed to locals? - Are they designed to suit wheelchair users - i.e. height of maps/text. 	<p>Noted – no change. These signs have not been tested on visitors. Instead they follow the “Legible Cities” (LC) approach, a globally-tested standard for the design and location of directional signs, street information panels and maps that improve people’s understanding of a city. Since its introduction to Bristol in the 1990s this approach has been adopted in cities across the UK and abroad, resulting in rigorous testing of its effectiveness in connecting people, movement and places. UK examples include London, Glasgow, Birmingham, Leeds, Sunderland and Southampton. In keeping with the LC approach, in preparing this strategy the Council secured feedback from a wide range of local stakeholders on priorities for wayfinding and signage in Inverness city centre.</p> <p>Accepted. A diagram has been added to Section 7 (Key Components) illustrating the suitability of monolith maps for wheelchair users.</p>
Business			
Inverness BID	Yes		Support noted.
Eden Court Theatre & Cinema	Yes		Support noted.
Port of Inverness (POI) Inverness Marina	Yes	<ul style="list-style-type: none"> - Both monoliths and fingerposts will be helpful. - Consideration should be given to locating signage at the Port area (which currently lacks any signs) because visitor numbers to this area are increasing. This response includes a report identifying opportunities for wayfinding/signage. 	<p>Support noted.</p> <p>Accepted in part. The Strategy area has been extended northwards towards the Port/Marina. Four new fingerpost signs have been added including one at the west end of Innes Street identified in the POI’s report. Because the strategy is targeted at people exploring Inverness city centre on foot, it does not seek to direct pedestrians from arrival points outwith the centre. It could, however, guide the design of monoliths and signs for pedestrian signage at the Port area if, in due course, planning permission is sought to erect this signage.</p>
VisitInvernessLochNess	Yes		
Paths for all	Yes		

NGOs (including charities and campaign groups)			
Inverness Civic Trust	Yes	- As English is the language used most by visitors, Gaelic (if used at all) text size and style should be subordinate.	Noted – no change. The Strategy accords with the Council’s Gaelic Language Plan (GLP), a statutory document under the Gaelic Language (Scotland) Act 2005. The GLP commits the Council to support the Gaelic language by raising its visual profile across the area, including commitments to bilingual (Gaelic and English) signage. A key principle underlying the GLP is equal status and respect for Gaelic and English.
Guide Dogs Scotland/RNIB	Yes	- Monolith lighting should not dazzle or cause glare. - Puts forward detailed advice on making map information accessible to those who are blind or partially sighted, including: integration of audio and/or tactile information; appropriate use of interactive technology, including apps; and digital and large-print mapping.	Accepted. Section 7 (Key Components) has been expanded to confirm that monoliths “will be internally illuminated to ensure they are adequately well lit to be read, whilst avoiding dazzle or glare.” Accepted. Section 8 (Additional components and technology for future consideration) has been updated to refer to advances in wayfinding design that could be considered the longer term including interactive technology, audio information and assistive technologies. It also highlights the role of large print maps. However, because most of this technology has yet to be mainstreamed, the Strategy applies the current, globally-recognised standard for hardware design that has a proven track record in improving people’s understanding of a city.
- Comments from individuals			
	Yes	- Existing signage is disjointed and difficult to follow. Icons make information accessible to a wide range of users. - Make clear that minutes refer to walking time. - Limit number of ‘fingers’ each post should display, and ensure signs are robust enough to withstand wind damage.	Noted. Accepted: a finial has been added to the top of each finger post to display a walking man symbol, indicating that minutes refer to walking times. Accepted: Section 7 (Key Components) has been updated to confirm that: <ul style="list-style-type: none"> • Wayfinding hardware will be fit for purpose, robust, durable, and easy to maintain. • Typically, finger signs should be stacked no more than 5 high (compared to existing white finger signs that feature up to 8 stacks).
	Unsure	- Gaelic (if used at all) should be subordinate to English.	Noted – no change. See previous comment (above) on use of Gaelic.

	Yes	- Could monoliths be more interactive?	Accepted. Section 8 (Additional components and technology for future consideration) has been updated to make reference to anticipated advances in wayfinding system design, including the potential for interactive technology to convey live, real-time information to signpost directions and/or information about destinations, events, activities and transport. Because this technology has yet to be mainstreamed, however, this Strategy proposes the use of static signage in the first instance, applying a globally-recognised standard for map and hardware design that has a proven track record in improving people's understanding of a city.
	Yes	- Signs are easy to read, kind to the eye and do not look out of place.	Support noted.
	Yes	- Proposed fingerposts are not an improvement on current ones because they continue to appear cluttered. Use of Gaelic adds to the clutter.	Noted. See previous comment (above) on use of Gaelic. An illustration has been added to Section 7 (Key Components) comparing the size and legibility of existing/proposed finger signs, which demonstrates that news signs will appear less cluttered.
	Unsure	- Use of Gaelic on fingerpost signs does not benefit visitors and overcrowded appearance detracts from legibility.	Noted – no change. See previous comment (above) on use of Gaelic.
	Yes	- City centre is large enough to require visitor orientation. - Rotating the maps is an excellent idea.	Support noted.
	Yes		Support noted.
	Yes	- Signage will help visitors if it clearly identifies main options and points of interest. - Location and design should respect the character of each locality and blend appropriately with surrounding character.	Support noted. Noted – no change. Locations of monoliths and fingerpost signs have been chosen to ensure that people can navigate the city centre with ease. Locations therefore coincide with: – areas that attract high footfall – key junctions on important walking routes. Their design follows a “Legible Cities” template, which is a globally-recognised system of mapping, symbols and signs used to convey geographic information. This wayfinding method is not focussed on blending with the surrounding character but instead provides visitors with a consistent visual language, regardless of location. Now commonplace within city centre

			Conservation Areas throughout the UK, “Legible Cities” hardware makes use of durable, high quality modern materials, simple graphics and a streamlined, contemporary appearance.
	Yes		Support noted
Question 2: “You are here” Map			
The “You are here” map has been designed to be easily understood. Has this been achieved? Please tell us why?			
Respondent	Agree/ Disagree	Summary of comments received	Proposed response
Government/Statutory Bodies			
Scottish Natural Heritage	Agree	<ul style="list-style-type: none"> - Why does English appear above Gaelic? Inconsistent with fingerpost signs. - Why use a 4 minute walk time? 	Accepted: this map has been corrected to be consistent with fingerpost signs. Accepted. The walking time has been adjusted to 5 minutes, which is a more commonly used time interval for this type of map and is therefore likely to be more familiar to visitors.
Business			
Inverness BID	Agree		Support noted.
Eden Court Theatre & Cinema	Agree		Support noted
Port of Inverness (POI) Inverness Marina	Agree	- Easily understood.	Support noted
NGOs (including charities and campaign groups)			
Inverness Civic Trust	Agree		Support noted
Guide Dogs Scotland/RNIB	Agree	<ul style="list-style-type: none"> - These are easy to understand for a sighted person. - Refer to detailed advice in response to Q1 on making map information accessible to those who are blind or partially sighted. - Contrast is not great in any of the 3 options but of these, yellow/purple offers greatest percentage contrast. Refer to UK Government guidance on improving access to public transport and creating a barrier-free pedestrian environment for advice on colour contrast. 	Noted. Noted – no change. While the UK guidance signposted by this respondent is specific to widening access to public transport, the Strategy’s rationale for colour contrast is taken from guidance on inclusive signage published by the Joint Mobility Unit Access Partnership (part of the RNIB) and the Sign Design Society. The selected colour contrast also takes account of internationally-recognised research ¹ specific to wayfinding, which demonstrates that colour combinations with a contrast ratio above 69 are the preferred choices for

¹ Arthur, P & Passini, R. (1992) *Wayfinding: People, Signs and Architecture*

			viewers with visual impairment.
Comments from individuals			
	Agree	<ul style="list-style-type: none"> - Supports use of icons and images. - Restaurant information could become outdated, and highlighting cafes/restaurants could be interpreted as endorsement. 	<p>Support noted.</p> <p>Noted – no change. Restaurant symbols have been retained because this information is considered to be useful to visitors and, whilst restaurants sometimes change ownership, their number and location do not vary significantly from year to year. The number and location of cafés, on the other hand, are more prone to change - so these are not featured on the map. Risk of endorsement is avoided by ensuring every restaurant within the map boundary is represented by an identical symbol.</p>
	Disagree	<ul style="list-style-type: none"> - Colour of ‘You are here’ icon should differ from 3-D building images. - Information about restaurants non-public facilities adds to map clutter and could become outdated. 	<p>Accepted – colour of “You-are-here” icon has been changed to stand out from red 3D-buildings.</p> <p>Noted – no change. See response above regarding restaurant information.</p>
	Agree	<ul style="list-style-type: none"> - Restaurant symbols clutter up the map and should be removed or numbered with a key identifying name/food type. 	<p>Noted – no change. See response above regarding restaurant information. To limit clutter, monoliths do not feature restaurant names/food types. This will also prevent information becoming outdated when a restaurant changes hands, name or cuisine.</p>
	Agree		Support noted.
	Agree	<ul style="list-style-type: none"> - Supports map size, heads-up orientation and easy-to-read symbols. - Use thumbnail map to show relationship between detailed map and wider Inverness area. 	<p>Support noted.</p> <p>Accepted – the wider area map will show the footprint of the “You are here” map.</p>
	Neither agree nor disagree	<ul style="list-style-type: none"> - Replace 3-D buildings with high resolution images to make them more easily recognised. - Colour-code symbols so that restaurants can be distinguished from hotels at a glance. 	<p>Noted – no change. The maps use 3-D wireframe drawings to represent key landmarks because this is a globally-recognised feature of “Legible City” maps. The simplicity of wireframe drawings tends to make them more legible than photographs at the scale used on the map.</p> <p>Accepted (in part). The “You-are-here” map features restaurant information because this is considered to be of most benefit to visitors exploring the city centre on foot. To avoid clutter, hotels have been removed from this map.</p>

Question 3: Colour Choice for 3D Buildings on “You are here” Map

Which of the following three colour options do you prefer?

Respondent	Red	Grey	Yellow	Proposed response
Business				3-D buildings will be drawn in red because over 50% of respondents favoured this colour.
Inverness BID	1			
Eden Court Theatre & Cinema	1			
Port of Inverness (POI)/ Inverness Marina	1			
NGOs (including charities and campaign groups)				
Inverness Civic Trust		1		
Guide Dogs Scotland/RNIB			1	
Individuals				
			1	
	1			
	1			
	1			
		1		
		1		
Total	6	3	2	

Question 4: 3D Landmarks			
Are any key city centre landmarks missing from Box 4 '3D landmarks'? If so, Which one(s)?			
Respondent	Yes/No	Summary of comments received	Proposed response
Government/Statutory Bodies			
Scottish Natural Heritage	Yes	Other landmarks to consider: Abertarff House, Balnain House and Dunbar Hospital.	Accepted (in part): Abertarff House, Balnain House and Midmills have been added as 3-D landmarks.
Business			
Inverness BID	Yes	Abertarff House – because it's now open to the public	Accepted: Abertarff House been added as a 3-D landmark.
Eden Court Theatre & Cinema	No		Noted
Port of Inverness (POI) Inverness Marina	Yes	3-D landmarks from the area surrounding the city centre should be added to the strategy.	Noted – no change. Landmarks have been selected to be within a 5-minute walking distance of one or more monoliths, so that they will feature on at least one "You are Here" map. Monolith locations are shown on Map 10.1. Landmarks further than a 5-minute walk (i.e. outwith the city centre) have been omitted because there is no scope to feature them on these maps.
NGOs (including charities and campaign groups)			
Inverness Civic Trust	Yes	Include: Bow Court, Abertarff House, Dunbar Hospital, Balnain House, St Mary's Church, Royal Northern Infirmary and Midmills Building.	Accepted (in part): Abertarff House, Balnain House and Midmills are added as 3-D landmarks.
Comments from individuals			
	No		Noted.
	No		Noted.
	No		Noted.
	Yes	Should the railway station be included to reflect upcoming improvements?	Noted – no change. The railway station is represented by a pictogram, which is a standard mapping symbol for rail travel and likely to be more universally recognised than the station's proposed new glass frontage.
	No		Noted.

Question 5: Wider City Map			
The wider city map has been designed to be easily understood. Has this been achieved?			
Respondent	Agree/ Disagree	Summary of comments received	Proposed response
Government/Statutory Bodies			
Scottish Natural Heritage	Agree	<ul style="list-style-type: none"> - Map seems straightforward. - Should feature Bellfield Park and other destinations listed in Box 5 but omitted from map. 	<p>Support noted.</p> <p>Accepted – Box 5 has been revised and omitted destinations have been added to the map.</p>
Business			
Inverness BID	Neither agree nor disagree		Noted.
Port of Inverness (POI) Inverness Marina	Neither agree nor disagree	<ul style="list-style-type: none"> - Substitute “Maritime Quarter” for Marina. - Queries why map features industrial areas but not viewpoints or other areas of interest to visitors. 	<p>Accepted – Maritime Quarter substituted for Inverness Marina.</p> <p>Noted – no change. To promote legibility by limiting clutter, viewpoints are not included and areas of interest are restricted to destinations featured in Box 5, including Ness Islands, the Maritime Quarter, Merkinch Local Nature Reserve, Caledonian Canal, and parks & public open space.</p>
NGOs (including charities and campaign groups)			
Inverness Civic Trust	Agree	<ul style="list-style-type: none"> - Add north point. 	Accepted – north point added.
Guide Dogs Scotland/RNIB	Neither agree nor disagree	<ul style="list-style-type: none"> - To a sighted person, it is easily understood. - See comment in Q1. 	<p>Noted.</p> <p>Noted. See response to Q1 comment.</p>
Comments from individuals			
	Agree	<ul style="list-style-type: none"> - Add legend to explain dotted line routes. - Queries omission of some walking routes. 	<p>Accepted – legend added.</p> <p>Noted – no change. The wider city map is intended to orientate the viewer of the “You are here” map by showing where this sits in the wider Inverness context, including the Great Glen Way Long Distance Route and National Cycle Network 1. It does not seek to replicate information on “Paths Around Inverness” or other local trails already mapped on notice boards, leaflets and in digital format.</p>
	Agree	Add north point and, possibly, a scale.	Accepted (in part). North points added but scale omitted because, to aid

			legibility, some features of this diagrammatic map have been exaggerated (e.g. street widths, junction locations) and are not to scale.
	Agree	Consider omitting cycle information from finger signs because NCN1 already features on this map.	Noted – no change. To reflect the Council’s commitment to promoting active travel, the Strategy includes finger signs for use where fingerposts intercept cycle routes forming part of the Inverness City Active Travel Network, NCN 1 and NCN 78.
	Disagree	Include high resolution ‘real world’ images of key destinations to encourage visitors to explore the wider area (e.g. Inshes Park, Ness Islands and Whin Park).	Noted – no change. Images have been omitted from this map to avoid clutter and maximise legibility.
	Agree	Show Queensgate, Union Street and possibly School Lane.	Accepted (in part). The purpose of the Wider City map is to show the city centre in its wider context, including key walking links to surrounding areas. It has been updated to show a wider network of walking links, including School Lane, Church Lane and canal crossings. To avoid clutter, however, this diagrammatic map omits detail, particularly streets such as Queensgate and Union Street that feature on the larger “You are here” map.
	Agree	Provides a good overall perspective.	Support noted
	Strongly Agree		Support noted

Question 6: Sign Accessibility

The proposed colours, typography, symbols, pictograms and arrows have been chosen to be accessible to as many people as possible, including those with sensory, cognitive or physical disabilities. Do you think this has been achieved? If not, please tell us why?

Respondent	Agree/ Disagree	Summary of comments received	Proposed response
Business			
Inverness BID	Agree		Support noted
Port of Inverness (POI) Inverness Marina	Agree		Support noted
NGOs (including charities and campaign groups)			
Inverness Civic Trust	Agree	- Take steps to avoid content overload.	Noted – no change. Text size and style has been selected to provide a

		<p>Optimise text legibility through text size and style.</p> <ul style="list-style-type: none"> - Questions whether stainless steel sign posts are appropriate in a Conservation Area, where bronze finish may be more sympathetic. 	<p>reading distance of 9.3M, which is a significant improvement on existing stainless steel/white finger signs that have a reading distance of 5.4M.</p> <p>Noted – no change. Experience from elsewhere shows that for coastal locations such as Inverness, satin finish stainless steel is more resistant to corrosion damage from airborne salt than bronze-coloured stainless steel.</p>
Guide Dogs Scotland/RNIB	Disagree	<ul style="list-style-type: none"> - Words in block capitals are often less easy to recognise for people with sight loss than words starting with a capital followed by small letters. - Doesn't think beige/blue combination offers adequate colour contrast. See response to Q2. 	<p>Noted – no change. Fingerpost signs already use words starting with a capital followed by lower case letters. On maps, use of lower case letters for street names reduces legibility because the extra space needed results in smaller font size. For example, the distance between the top of “B” and the bottom of “g” in Bridge Street is greater than that used in the capitalised version “BRIDGE STREET”. By taking up less space, the capitalised version can make use of a larger font.</p> <p>Noted – no change [as explained in proposed response to comment on Q2].</p>
Comments from individuals		-	
	Neither agree nor disagree		Noted.
	Neither agree nor disagree	<ul style="list-style-type: none"> - Chosen 'corporate' colour scheme interferes with legibility. On maps, heavy use of black roads against purple background is likely to be hard to read. 	<p>Noted – no change. As noted, purple was selected to showcase the existing, easily recognised city brand. The maps have been produced by cartographers experienced in developing “Legible City” information systems, including use of colour contrasts to optimise legibility. There will be a noticeable colour difference, however, between the virtual/online version of the map, as featured in the Draft Strategy, and the physical map displayed on each monolith because the colours in the latter (printed) version will have a significantly brighter appearance.</p>
	Strongly disagree	<ul style="list-style-type: none"> - Colour combination should not score less than 79. Yellow or white on black (or vice versa) works best. 	<p>Noted – no change. The Strategy's rationale for colour contrast is taken from guidance on inclusive signage published by the Joint Mobility Unit Access Partnership (part of the RNIB) and the Sign Design Society. The</p>

		- Use dominant colour for English text.	<p>selected colour contrast also takes account of internationally-recognised research² specific to wayfinding, which demonstrates that colour combinations with a contrast ratio above 69 are the preferred choices for viewers with visual impairment.</p> <p>The Council’s Gaelic Language Plan commits to bilingual (Gaelic and English) signage that follows the key principle of equal status and respect for either language.</p>
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Question 7: Attractions, Landmarks and Destinations			
Should any other attractions, landmarks or destinations be included in Box 5 ‘Proposed inventory of city destinations that will appear in English and Gaelic on fingerpost signs’?			
Respondent	Yes/No	Summary of comments received	Proposed response
Government/Statutory Bodies			
Scottish Natural Heritage	Yes	<p>- Suggested additions: - Attractions/landmarks: Great Glen Way, Leisure Centre (including athletics track), Raigmore Hospital, Police Station, Craig Phadrig, Highland Rugby Club, Merkinch Local Nature Reserve; Ice Rink. - Districts: Ballifeary, Carse, Drummond</p> <p>Make clear which ‘stadium’ the finger sign is referring to.</p>	<p>Accepted (in part): the following attractions, landmarks and destinations are added to the inventory of city destinations that will appear in English and Gaelic on fingerpost signs: Great Glen Way, Leisure Centre, Hospital, Raigmore, Maritime Quarter, Carnac Point. Districts have been omitted from the inventory to make space for landmarks, attractions and destinations, avoiding information overload. The following pictograms have been added to Section 10.3: swimming pool; leisure facilities; sports arena; nature reserve; viewpoint.</p> <p>Noted – no change. The stadium will not be named in the interest of avoiding information overload, which could detract from legibility, and because there is only one stadium in the city.</p>
Business			
Inverness BID	Yes	Abertarff House	Accepted. Abertarff House has been added to the inventory of city destinations that will appear in English and Gaelic on fingerpost signs.
Eden Court Theatre & Cinema	Yes	Eden Court	Accepted. Eden Court has been added to the inventory of city destinations that will appear in English and Gaelic on fingerpost signs.

² Arthur, P & Passini, R. (1992) *Wayfinding: People, Signs and Architecture*

Port of Inverness (POI) Inverness Marina	Yes	Amend Harbour to read “Maritime Quarter”.	Accepted. “Maritime Quarter” has been added to the inventory of city destinations that will appear in English and Gaelic on fingerpost signs.
VisitInvernessLochNess	Yes	VisitInvernessLochNess will complete construction of the South Loch Ness Trail (SLNT) in summer 2018 and plans to link this to the Great Glen Way to create a ‘LochNess360 trail’. City signage should guide trail users to the Great Glen Way and Torbreck (SLNT’s ‘rural’ start).	Accepted. A diagram has been added to Section 7 (Key Components) showing the design of a finger sign for the Great Glen Way with potential to accommodate the logo of a related trail such as LochNess360 trail or SLNT.
NGOs (including charities and campaign groups)			
Inverness Civic Trust	Yes	- See response to Q4.	Accepted (in part). Abertarff House, Balnain House and Midmills have been added to the inventory of city destinations that will appear in English and Gaelic on fingerpost signs.
Comments from individuals			
	Yes	- Queries need to signpost Inverness districts.	Accepted - districts have been omitted from the inventory to make space for landmarks, attractions and destinations, avoiding information overload.
	Yes	- Suggested additions: Raigmore Hospital, Inverness Retail [and Business] Park; Stoneyfield; Aquadome.	Accepted (in part). To avoid clutter/information overload, the inventory of places appearing on fingerpost signs is restricted to attractions, landmarks and destinations that visitors are likely to access on foot from the city centre. As a result, “Hospital” has been added to this list but other suggested destinations are not included. A “Swimming Pool” pictogram has been added to Section 10.3.
	No	- Reduce list to avoid too many fingers/minimise clutter.	Accepted. Districts have been omitted from Box 5 to make space for landmarks, attractions and destinations, avoiding information overload/clutter.

Question 8: Any Other Comments?

Please comment on any aspect of the signs or the overall wayfinding system you think could be improved.

Respondent	Summary of comments received	Proposed response
Government/Statutory Bodies		
Scottish Natural Heritage	Re-consider use of colour on maps in terms of needs of colour-blind people, e.g: where red occurs next to green; where red 3-D image overlaps with brown building footprint. Have colour	Accepted (in part). The colour of landmark building footprints has been changed to achieve a stronger contrast with red 3-D images. Colour options have not, however, been tested on people with common visual

	options been tested on people with common visual impairments?	impairments. Instead the rationale for colour contrast is taken from guidance on inclusive signage published by the Joint Mobility Unit Access Partnership (part of the RNIB) and the Sign Design Society. Colour selection also takes account of internationally-recognised research ³ specific to wayfinding, which demonstrates that colour combinations with a contrast ratio above 69 are the preferred choices for viewers with visual impairment.
Business		
Inverness BID	- Use wayfinding to increase visibility and footfall on secondary streets by substituting business information for the Wider City Map. BID would pay to keep this information up to date if this feature could be incorporated into the initial design.	Accepted (in part). The Wider City Map has been retained due its popularity with both stakeholders who contributed to initial consultation events and respondents to this consultation. Section 8 (Additional components and technology for future consideration) has been expanded to highlight potential for the prototype monolith design to be adapted as a “one-off” to signpost business information in one area, such as the Old Town.
Port of Inverness (POI) Inverness Marina	- The strategy should place greater emphasis on the role of the Maritime Quarter as an entry point to the city centre because visitors will begin to arrive there by cruise ship from 2019. It should show a monolith located at the Port. - Good clear wayfinding along the river is essential for visitors. This response includes a report identifying opportunities for wayfinding/signage between the city centre and the Marina. The River Ness walkway should be extended to connect the city centre to the Maritime Quarter, improving connectivity, legibility and attractiveness for pedestrians and cyclists.	Noted – no change. Locations of monoliths and fingerpost signs have been chosen to enable and encourage people to navigate the city centre with ease. Their locations therefore coincide with: – areas that attract high footfall, surrounded by a high concentration of landmarks and attractions within a 5-minute walking distance. – key junctions on important walking routes. Accepted (in part). The Strategy area (Map 10.2) has been extended north to abut the Ness Viaduct. Four new fingerpost signs have been added including one at the west end of Innes Street identified in the POI’s report.
NGOs (including charities and campaign groups)		
Inverness Civic Trust	- This strategy has failed to capture incongruous signage and bollards recently installed for the dedicated cycle lane at Cavell Gardens, which detracts from this setting, in particular the Memorial Garden.	Noted – no change. The strategy is not a tool for managing road safety signs. It has been developed to provide pedestrians with the information needed to know where they are in the city centre, their choice of destinations and how to get there from their present location. Where

³ Arthur, P & Passini, R. (1992) *Wayfinding: People, Signs and Architecture*

	<ul style="list-style-type: none"> - This project should include an audit of all public information signage to test for conflicts, duplication or redundancy. 	<p>fingerpost signs intercept local or national cycle routes, these routes will be signposted.</p> <p>Noted – no change. The driver for this Strategy was a review commissioned by the Council in 2014, which assessed the effectiveness of pedestrian wayfinding information in the city centre and identified opportunities for improvement. A follow-up study identified damaged or redundant pedestrian signage that will be removed as part of the roll-out of this strategy.</p>
Guide Dogs Scotland/RNIB	<ul style="list-style-type: none"> - Consult people with sight loss on colour and lighting. Offer of help to convene a focus group. 	Offer noted - no change. There may be scope to invite stakeholder feedback following the manufacture and installation of a prototype monolith due to take place in early 2019 (location to be confirmed).
Paths for all	<ul style="list-style-type: none"> - Supports wayfinding proposals because they will: <ul style="list-style-type: none"> ▪ enhance the experience of visitors and residents; ▪ make the city centre more walkable; ▪ facilitate active and sustainable travel. - Signposts: <ul style="list-style-type: none"> ▪ evidence that walkability has a positive impact on improving health, avoiding poor air quality and increasing retail footfall. ▪ survey of public attitudes to walking in Scotland, which highlights demand for information on walking routes to key destinations and places to walk; more paths with signage. 	Support noted.
Comments from individuals		
	Queries additional cost of featuring Gaelic text when this could confuse visitors, of whom 99% not speak Gaelic, including a high proportion of non-native-English speakers.	Noted – no change. The Strategy accords with the Council’s Gaelic Language Plan (GLP), a statutory document under the Gaelic Language (Scotland) Act 2005. The GLP commits the Council to support the Gaelic language by raising its visual profile across the area, including commitments to bilingual (Gaelic and English) signage. A key principle underlying the GLP is equal status and respect for Gaelic and English.
	<ul style="list-style-type: none"> - Opportunity has been missed to make signage design compatible with aesthetic of the city centre and architecture. Monolith design resembles London examples, which is inappropriate for Inverness. Design should respect historic environment and contribute to a sense of place. Public art 	The design of monoliths and signs follows a “Legible Cities” template, which is a globally-recognised system of mapping, symbols and signs used to convey geographic information. Since its introduction to Bristol in the 1990s this approach has been adopted in cities/Conservation Areas across the UK including London, Glasgow, Liverpool, Lincoln, Cambridge, Bath and

	<p>should be integrated into their design. Uniformity and consistency of style is important but not necessarily appropriate where development impacts on built heritage.</p> <ul style="list-style-type: none"> - Too strong and emphasis has been placed on showcasing the city brand, e.g. the colour scheme conflicts with the historic context. 	<p>Brighton. The standardised appearance of Legible Cities' hardware is not focussed on blending with surrounding character but instead provides visitors with a consistent visual language, regardless of location.</p> <p>A key driver for this Strategy was a detailed assessment of city centre wayfinding undertaken in 2014, which highlighted that existing signage lacks adequate city branding or a city-wide style. The colour purple was selected for monoliths, mapping and signage to showcase the existing city brand, removing a need for icons, symbols or artwork that could detract from the clarity and legibility of wayfinding information.</p>
	<ul style="list-style-type: none"> - Locate fingerpost signs on both sides of bridges, including Waterloo Bridge (The Black Bridge) - Increase number of monoliths on west bank of river. 	<p>Accepted. One extra monolith and three extra fingerposts have been added to the Strategy to provide signage on both sides of all bridges, including the Black Bridge.</p>
	<p>English should be the primary language because signs are primarily for visitors.</p>	<p>Noted – no change. The Strategy accords with the Council's Gaelic Language Plan (GLP), a statutory document under the Gaelic Language (Scotland) Act 2005. The GLP commits the Council to support the Gaelic language by raising its visual profile across the area, including commitments to bilingual (Gaelic and English) signage. A key principle underlying the GLP is equal status and respect for Gaelic and English.</p>