The Beehive Masterplan
Outline Wayfinding Strategy

leonard design architects

August 2024

Introduction. The Beehive redevelopment will create a high-quality new local centre, workplace and innovation cluster, a destination carefully organised around a series of connected open spaces, providing a vibrant mixed-use environment.

Wayfinding Strategy

This Outline Wayfinding Strategy draws together an initial site understanding and a strategy for how wayfinding will be delivered as an integrated part of the proposals to better support inclusivity and usability of this new place for the future employees, visitors and the whole community. Wayfinding will also play a key role in the integration of the proposals into its immediate surroundings and the wider city.

This strategy would be developed into a detailed delivery plan as part of the site wide build-out to ensure a coordinated and consistent approach to wayfinding, accessibility and legibility.

This strategy aims to highlight principles in which wayfinding signage can:

- Integrate proposals into the wider city
- Contribute to the safety of the end-user in navigating the space
- Provide an inclusive design that is legible and visible for people of all ranges of perceptivity
- Support a shift to more sustainable modes of transport

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Masterplan Vision

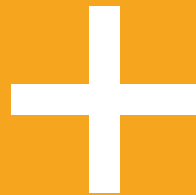**A BETTER PLACE FOR ALL WITH ACTIVE MIXED USES AND AMENITIES**

WELL CONNECTED WITH EXCELLENT SUSTAINABLE TRANSPORT PROVISION

WELCOMING & INCLUSIVE OPEN SPACE & GARDENS FOR THE COMMUNITY AND YOUNG

BIODIVERSITY NET GAIN WITH CHARACTERFUL LANDSCAPE, WOODLAND AND PUBLIC REALM
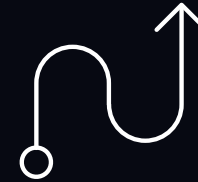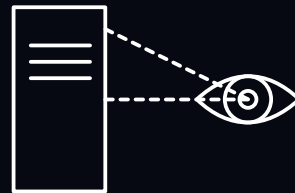
+

Wayfinding Vision

01 **WELCOMING, SAFE AND ACCESSIBLE**

02 **CONFIDENT AND SAFE NAVIGATION**

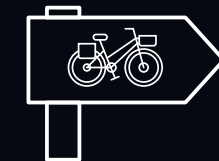03 **INCLUSIVE DESIGN LANGUAGE**

04 **LEGIBLE AND VISIBLE FOR ALL**

05 **A PART OF THE CITY**

06 **SUPPORTS SUSTAINABLE TRANSPORT**

Executive Summary

Places thrive when local people, communities and organisations prosper. To make this happen Railpen will build enduring relationships with charities, schools, local businesses and community groups to collaborate on local priorities, social impact and how the Beehive can be a safe and inclusive environment for all.

This wayfinding strategy is underpinned by that philosophy, and has referred to, and taken some initial guidance from, a variety of sources that can help us to achieve that goal.

Welcoming and Safe

A clear hierarchy of sign types will provide a sense of welcome and arrival, identifying safe entrance and access routes, as well as representing separate zones through colour and/or easily identifiable landmarks which can aid spatial awareness and confidence in navigation.

Signs and mapping should provide an easy understanding of the site and a sense of orientation from the outset, incorporating journey times and with a visual language or tone of voice of an inclusive and accessible public place for all. More playful engaging signage can help with this and to activate areas that may seem underused or make people feel vulnerable.

Clear signing of management, security, meeting and help points will assure people that spaces are safe and monitored and where they will find refuge.

| Abbey Grove | Maple Square | Garden Walk | The Lanes | Hive Park |

Creating a Welcoming Place with Character Areas p.26

MAKE SPACE FOR GIRLS

We are working with Make Space for Girls to develop a sitewide strategy for promoting greater inclusivity. The work will focus on how to create spaces that are meet the needs of teenage girls in particular but will also benefit other groups as a result of the inclusive mindset this approach will engender.

Red2Green

Our partnership with Red2Green will inform the ongoing strategy for making the proposals more accessible for neurodivergent people. Our work with Red2Green will influence the design of the individuals buildings, the landscape and also the fine details such as wayfinding.

Executive Summary

Accessible, Inclusive Design

Adopting inclusive design practices for people of varying neurodiversity, cognitive and sensory abilities, backgrounds, culture or identities can empower people to get the best out of a space and take control of navigating their environment.

Visual clutter and sensory overload can be avoided by optimising the number of signs in a space, allied to a logical hierarchy and strategic placement. Symbols and pictograms can be easier to interpret but when necessary wording should be simple, concise and written in a friendly tone. Font, size and layout, contrasting with a non-reflective background should be carefully considered to maximise legibility. Unique colour palettes and landmark signs can help orientation for those who may struggle with keeping a clear sense of direction.
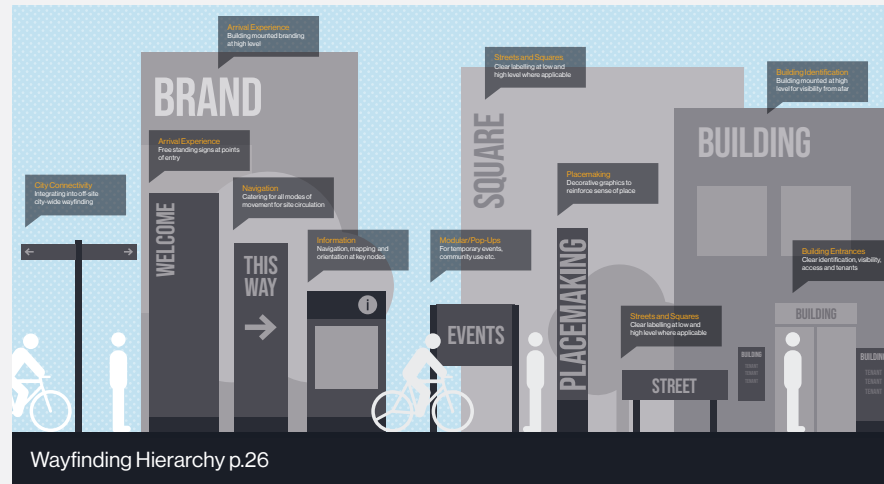
The progressive addition of relevant information along a wayfinding route rather than all at once will be more intuitive and easy to digest for all.

A Part of the City, A Part of the Community

Wayfinding and placemaking design should promote a sense of place that is a part of Cambridge, a local centre for the community, and a 'connected' urban environment with soft thresholds to surrounding districts.

Wayfinding routes and associated signage should feel as seamless as possible from outside to inside the site boundaries and vice versa. Signage within the site will provide wayfinding to key city destinations, enhancing the usefulness of the site to those in transit.

Wayfinding should instil a sense of ownership by the local community, the inclusive use of spaces and potential for bespoke signage for local groups and events.

Wayfinding Hierarchy p.26

Illustrative Inclusive Signage Design p.16

Connectivity Principles p.15

A ACCESS
- **Soft Thresholds**
  Integrating with the local area
- **Good arrival and welcome**
  Enabling easy movement and navigation into the site
- **Placemaking**
  Creating identity through wayfinding

B SAFETY
- **Journey times**
  Enabling efficient navigation to key locations
- **Waymarked safe spaces**
  Enabling movement towards places of public activity or site management
- **Emergency call buttons**
  Call for assistance from site management

C INCLUSIVITY
- **A network of legible wayfinding**
  Making the next step in the journey visible and obvious
- **Progressive disclosure**
  Optimising information to the essential
- **Inclusive design language**
  Easily interpreted and legible to all
- **Waymarked calm spaces**
  Promoting routes to quieter spaces

D SUSTAINABLE TRANSPORT
- **Waymarked walking routes**
  Highlighting the safest and most efficient routes for pedestrians
- **Cycling routes and parking**
  Clear and visible signage for the safe movement of cyclists along designated routes
- **Bus stop and journey information**
  Making bus travel easily accessible
- **Onward routes and beyond**
  Connecting to parts of the city by providing new routes

Contents

01 Wayfinding Principles

Wayfinding Principles: Overview

A well considered strategy for placemaking and wayfinding design can play crucial roles in creating welcoming, engaging, safe and inclusive spaces for all.

WELCOMING, SAFE AND ACCESSIBLE

CONFIDENT AND SAFE NAVIGATION

INCLUSIVE DESIGN LANGUAGE

LEGIBLE AND VISIBLE FOR ALL

A PART OF THE CITY

SUPPORTS SUSTAINABLE TRANSPORT

Welcoming, Safe and Accessible

Effective wayfinding not only helps people reach their destination but also instils a sense of welcome, comfort, and safety in their interactions with the built environment.

01

WELCOMING, SAFE AND ACCESSIBLE

Clear hierarchy of signs provide a sense of welcome and arrival identifying safe entrance and access routes.

ARRIVAL & WELCOME

HELLO

Adopt the visual language and messaging of an inclusive and accessible public place for all.

INCLUSIVE SPACE

More playful engaging signage can help to activate areas that may seem underused or make people feel vulnerable.

ACTIVATE SPACES

Clear signing of management, security, meeting and help points ensure people feel spaces are safe and monitored.
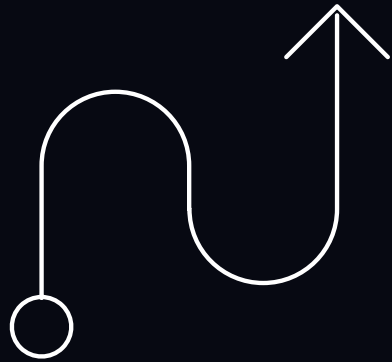
HELP POINTS & MEETING PLACES

Confident and Safe Navigation

Incorporating certain key principles into the design and implementation of this wayfinding strategy can enhance confident navigation, promote security, and contribute to the overall well-being of individuals of all diversities.

02

CONFIDENT AND SAFE NAVIGATION

Signs and mapping should provide a clear spatial understanding of the site and a sense of orientation from the outset.

WHAT LIES AHEAD?

Breaking down a space into separate zones, identified through colour and/or easily identifiable landmarks can aid spatial orientation and confidence in navigation.

LANDMARKS AND ZONING

Walking/cycling times to key destinations across the site for end-user to gauge distances accurately and proceed confidently and safely.
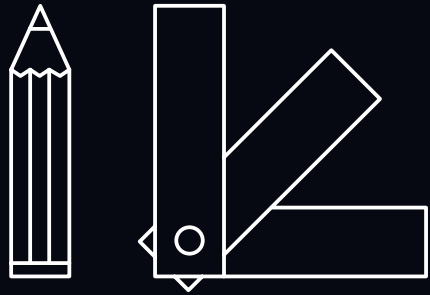
JOURNEY TIMES

Access to more tailored and inclusive wayfinding and information for all.

INTERACTIVE SIGNAGE

Inclusive Design Language

Adopting inclusive design practices can communicate more widely with meaning to people, regardless of their cognitive and sensory abilities, backgrounds, culture or identities.

03

INCLUSIVE DESIGN LANGUAGE

Strong contrast between background and sign information and use of carefully illuminated non-reflective surfaces.

MATERIALITY & CONTRAST

Pictorial visualisation of distinct character areas can be more intuitive to interpret.

CHARACTER & IDENTITY

Clear, unambiguous symbols and pictograms where relevant can be easier to interpret and be more concise than text.

SYMBOLS OVER WORDS

Strong and unique colour palettes identifying key areas can help orientation for those who may struggle with keeping a clear sense of direction.
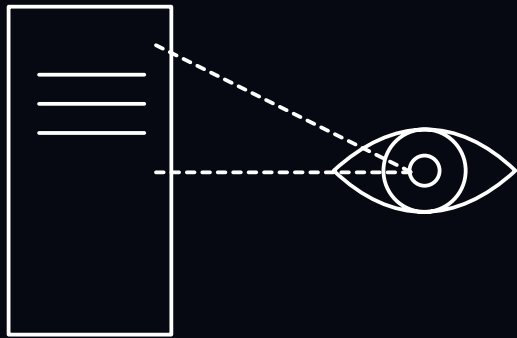
UNIQUE COLOUR PALETTE

Legible And Visible For All
Legible signage for all abilities that can help to ensure visual clarity, comprehensibility, and usability, is a critical aspect of creating inclusive environments

04

LEGIBLE AND VISIBLE FOR ALL

Avoid visual clutter and sensory overload by optimising number of signs allied to careful and strategic placement.

LESS IS MORE

Simple wording together with an inclusive friendly tone, will be accessible to people of all ages, cultures and diversities.

SIMPLE WORDING

Clear hierarchy of font, symbol size and layout will give clarity and precedence between primary, secondary and tertiary information.

INFORMATION HIERARCHY

The progressive addition of relevant information along a wayfinding route will be more intuitive and easy to digest for all.

PROGRESSIVE DISCLOSURE

A Part Of The City

It is important that wayfinding and placemaking design engenders an identity and sense of place that is part of Cambridge, and is a 'connected' urban environment with soft thresholds to surrounding districts.

05

A PART OF THE CITY

Wayfinding routes and associated signage should feel as seamless as possible from outside to inside the site boundaries and vice versa.

SOFT THRESHOLDS

Signage within the site will provide wayfinding to key city destinations, enhancing the usefulness of the site to those in transit.

ENABLING CONNECTIVITY

All placemaking and identity design should adopt the visual language of a city district or neighbourhood, being a part of Cambridge.

PLACEMAKING FOR A DISTRICT

Wayfinding should instil a sense of ownership by the local community: inclusive use of spaces and bespoke signage for local groups and events.

COMMUNITY FOCUS

Supports Sustainable Transport

Wayfinding should support modal shift by providing information, clear directions and connections for more sustainable transportation such as buses, cycling lanes, and pedestrian-friendly routes. This ensures a seamless and efficient travel experience for all.

06
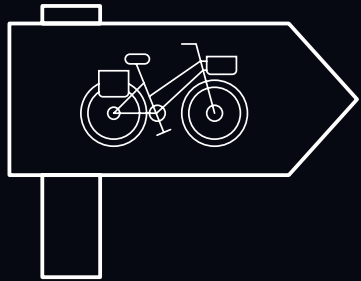
SUPPORTS SUSTAINABLE TRANSPORT

Pedestrian and cycle routes and associated signage should feel as seamless as possible from outside to inside the site boundaries and vice versa.

CONNECTIVITY TO THE CITY

Walking/cycling times to key destinations on and off- site for end-user to gauge distances accurately and proceed confidently and safely.

JOURNEY TIMES

Dedicated signage to clearly identify routes for pedestrian and cycle zones and routes throughout the site.

WAYFINDING ROUTES

Clear and prominent signage and wayfinding for cycle stores, parking, mobility hub and associated amenities.

CYCLING FACILITIES

Wayfinding Principles: Illustrative Plan
Outline schematic plan illustrating some of the basic overriding principles for safety and inclusion of the wayfinding vision.

A ACCESS

- **Soft Thresholds**
  Integrating with the local area

- **Good arrival and welcome**
  Enabling easy movement and navigation into the site

- **Placemaking**
  Creating identity through wayfinding

B SAFETY

- **Journey times**
  Enabling efficient navigation to key locations

- **Waymarked safe spaces**
  Enabling movement towards places of public activity or site management

- **Emergency call buttons**
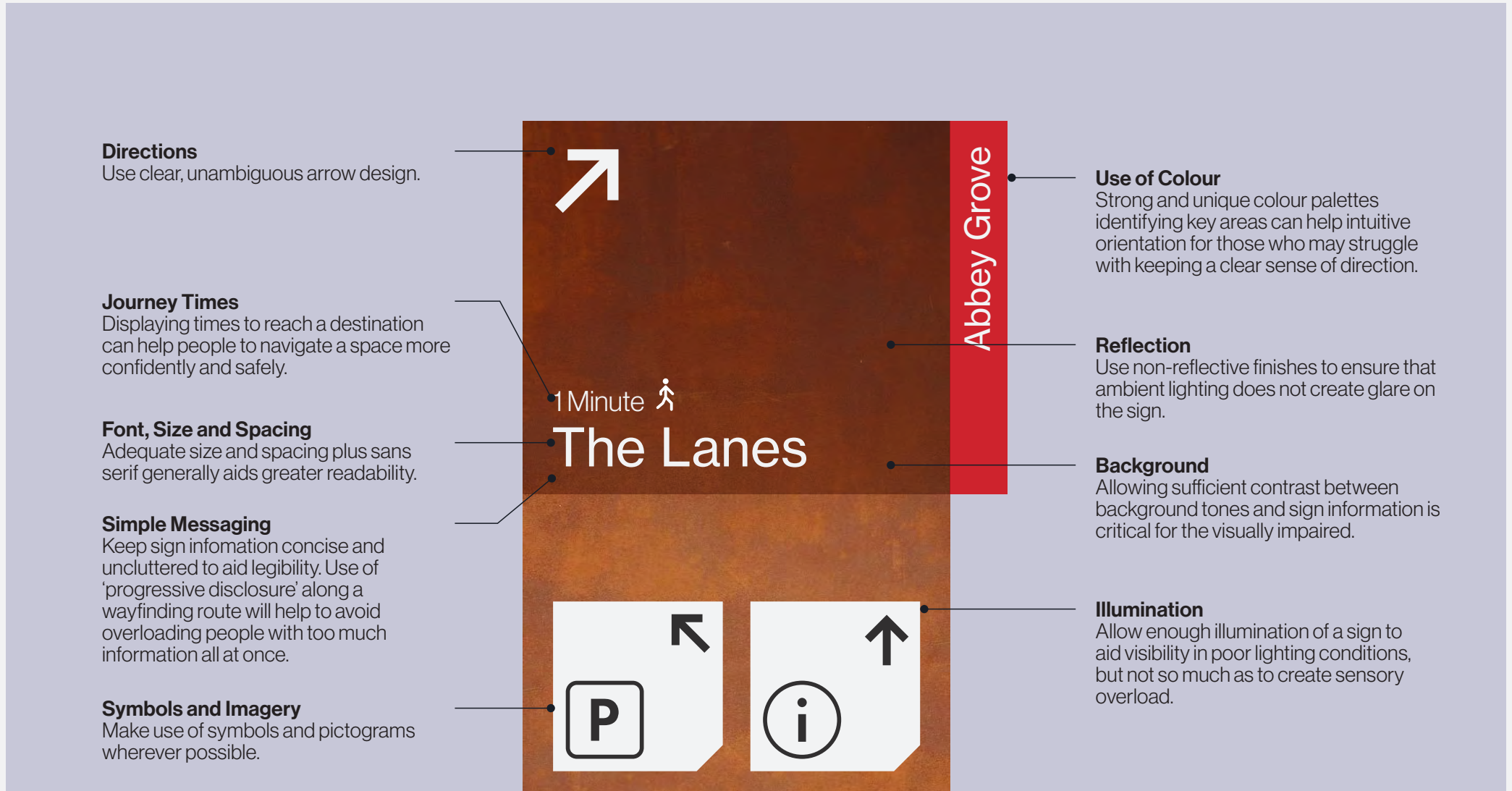 Call for assistance from site management

C INCLUSIVITY

- **A network of legible wayfinding**
  Making the next step in the journey visible and obvious

- **Progressive disclosure**
  Optimising information to the essential

- **Inclusive design language**
  Easily interpreted and legible to all

- **Waymarked calm spaces**
  Promoting routes to quieter spaces

D SUSTAINABLE TRANSPORT

- **Waymarked walking routes**
  Highlighting the safest and most efficient routes for pedestrians

- **Cycling routes and parking**
  Clear and visible signage for the safe movement of cyclists along designated routes

- **Bus stop and journey information**
  Making bus travel easily accessible

- **Onward routes and beyond**
  Connecting to parts of the city by providing new routes

Wayfinding Design For Inclusivity

Some key illustrative aspects of inclusive design that consider the impact of design choices on the experiences and interactions of diverse audiences.

Directions
Use clear, unambiguous arrow design.

Journey Times
Displaying times to reach a destination can help people to navigate a space more confidently and safely.

Font, Size and Spacing
Adequate size and spacing plus sans serif generally aids greater readability.

Simple Messaging
Keep sign infomation concise and uncluttered to aid legibility. Use of 'progressive disclosure' along a wayfinding route will help to avoid overloading people with too much information all at once.

Symbols and Imagery
Make use of symbols and pictograms wherever possible.

Use of Colour
Strong and unique colour palettes identifying key areas can help intuitive orientation for those who may struggle with keeping a clear sense of direction.

Reflection
Use non-reflective finishes to ensure that ambient lighting does not create glare on the sign.

Background
Allowing sufficient contrast between background tones and sign information is critical for the visually impaired.

Illumination
Allow enough illumination of a sign to aid visibility in poor lighting conditions, but not so much as to create sensory overload.

Abbey Grove

1 Minute

The Lanes

Information Design and Layout Hierarchy

Some variations of common and 'best practice' principles in setting out sign and text information that can be more cognitive, legible and with a clear hierarchy.

BY DISTANCE

Nearest Distance 01	⬆
Nearest Distance 02	➡
Middle Distance 01	⬈
Middle Distance 02	⬅
Furthest Distance 01	➡
Furthest Distance 02	➡

LISTED AS 'NEAREST FIRST'

Items of information are arranged on the sign according to which destination is nearest and progress down to those furthest away.

This tends to create a less rigid hierarchy of information but perhaps is a more intuitive method of wayfinding.

BY PRECEDENCE

Destination 01	⬆
Destination 02	➡
Destination 03	⬈
Destination 04	⬅
Destination 05	➡
Destination 06	➡

LISTED AS 'MOST IMPORTANT FIRST'

Destinations are listed according to a pre-conceived order of 'importance' and consistently applied in all locations.

This tends to create an arrangement of information where the most popular destinations will tend to be more visible at the top of the listings.

BY CATEGORY

Category 01	⬆
Category 02	⬈
Category 02	⬅
Category 03	➡

LISTED AS 'GROUPED INFORMATION'

Types of information can be grouped together in a logical way and always applied in the same layout in every sign.

This builds up an understanding in the customer where information is displayed and provides an easy framework to follow.

BY DIRECTION

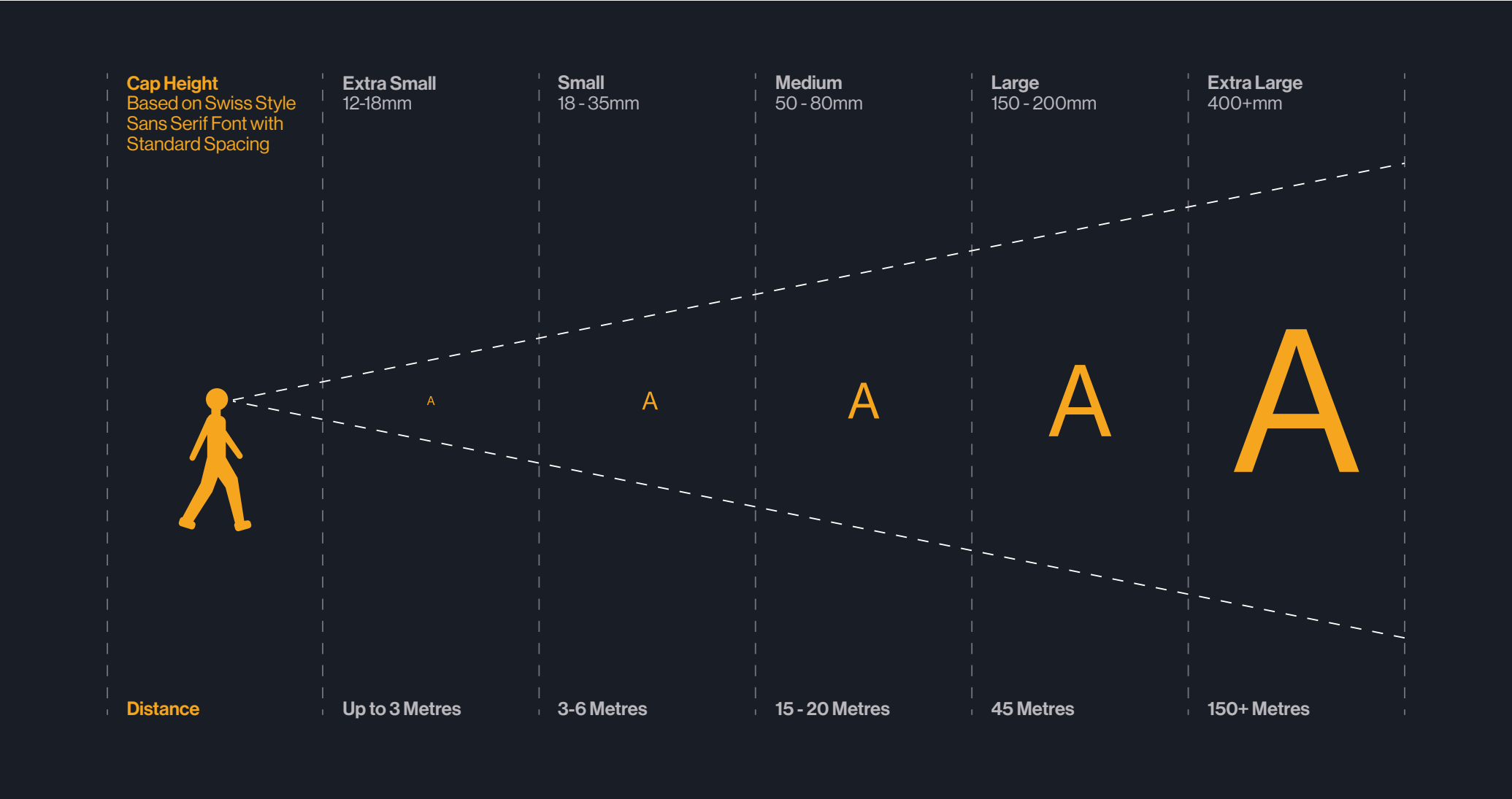|	
Direction 01	⬆
Direction 01	
Direction 02	⬈
Direction 02	
Direction 02	

LISTED AS 'SAME DIRECTION'

Destinations are grouped according to the same direction.

This tends to be one of the simplest and most legible approaches to layout, dependent upon the complexity of directions required.
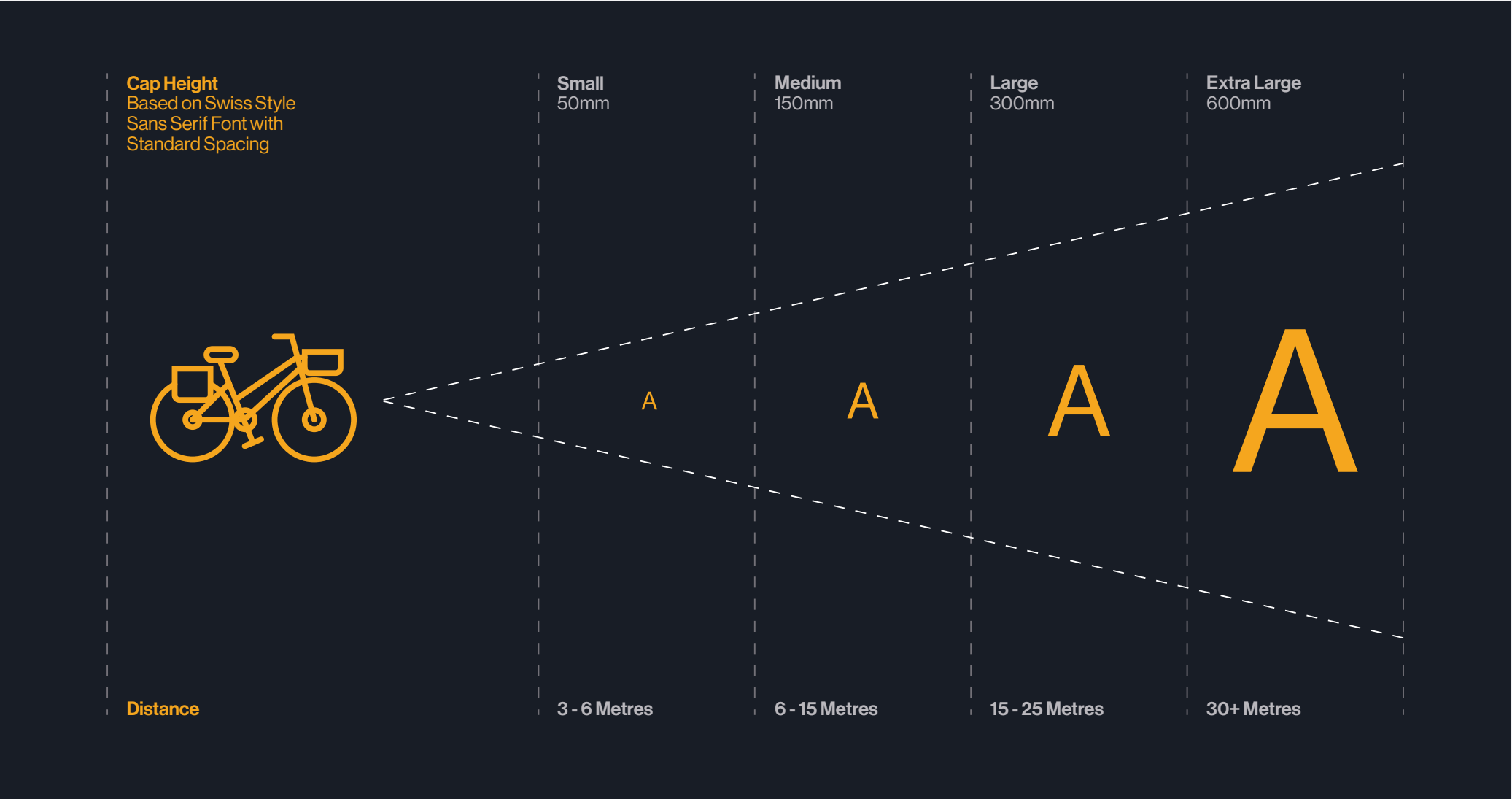
Information Design and Text Sizes
Overview and general guidance on the legibility of font sizes for pedestrians.
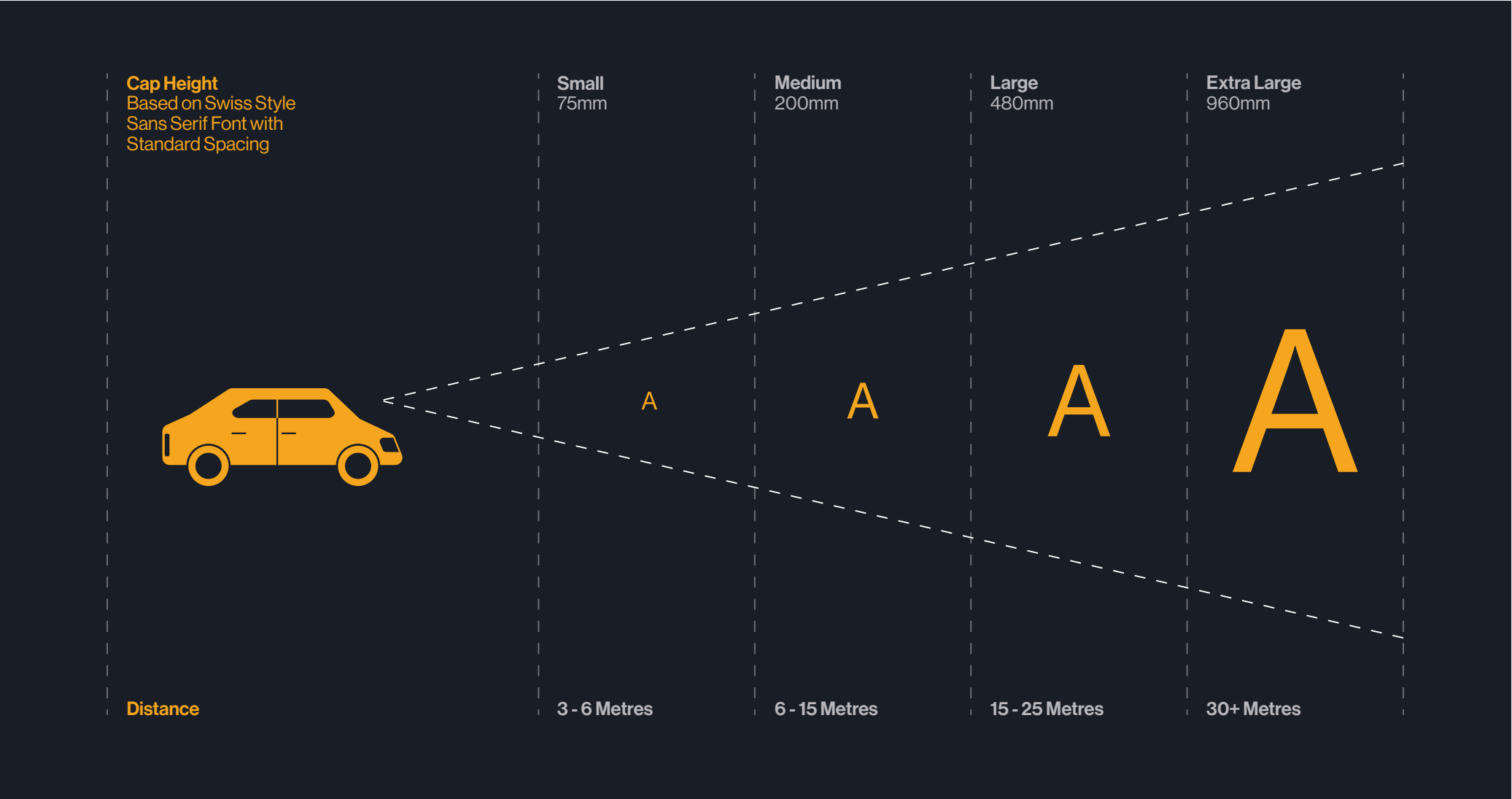
Cap Height
Based on Swiss Style Sans Serif Font with Standard Spacing

Extra Small
12-18mm

Small
18 - 35mm

Medium
50 - 80mm

Large
150 - 200mm

Extra Large
400+mm

Distance

Up to 3 Metres

3-6 Metres

15 - 20 Metres

45 Metres

150+ Metres

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Information Design and Text Sizes
Overview and general guidance on the legibility of font sizes for cyclists.

Cap Height
Based on Swiss Style Sans Serif Font with Standard Spacing

Small
50mm

Medium
150mm

Large
300mm

Extra Large
600mm

A   A   A   A

Distance

3 - 6 Metres   6 - 15 Metres   15 - 25 Metres   30+ Metres

Information Design and Text Sizes
Overview and general guidance on the legibility of font sizes for motorists.

Cap Height
Based on Swiss Style
Sans Serif Font with
Standard Spacing

Small
75mm

Medium
200mm

Large
480mm

Extra Large
960mm

Distance

3 - 6 Metres

6 - 15 Metres

15 - 25 Metres

30+ Metres

Digital Platforms and Interactive Wayfinding

Existing mapping technology is widely used in identifying locations and how to get there. However an additional bespoke layer of services could be adopted, with specialist, inclusive and accessible design features.
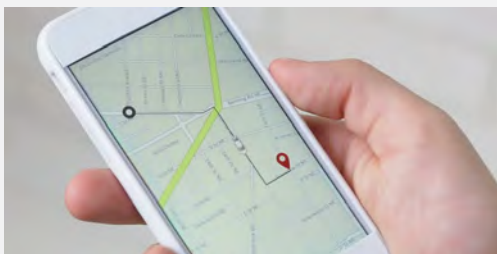
Existing ▶ Aspirational
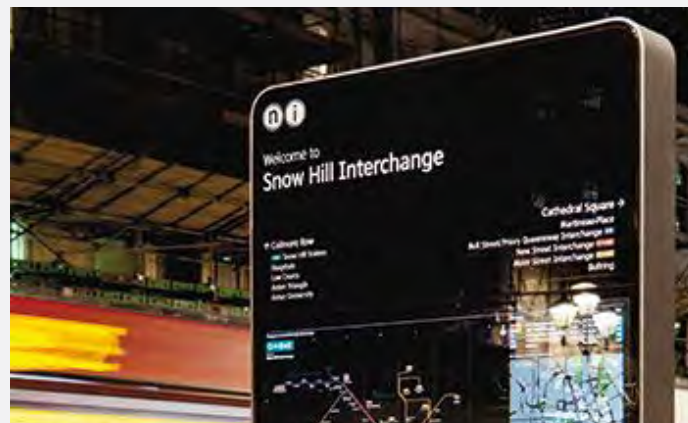

Online Mapping Services
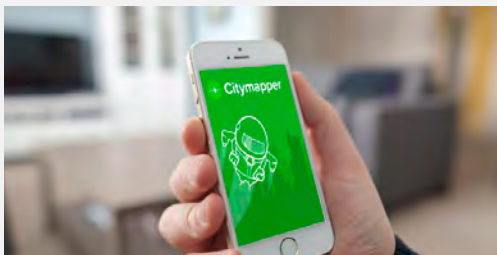
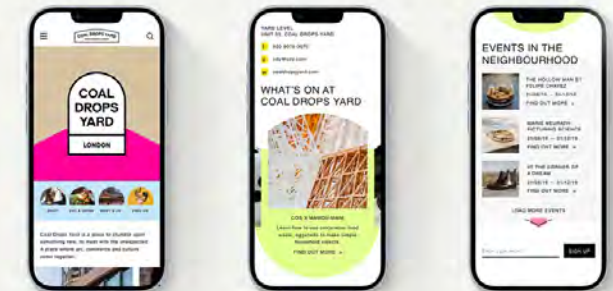Mobility as a Service Apps

Smartphone Maps and GPS

Bespoke Website

Dedicated Smartphone App

On-site Interactive Kiosks
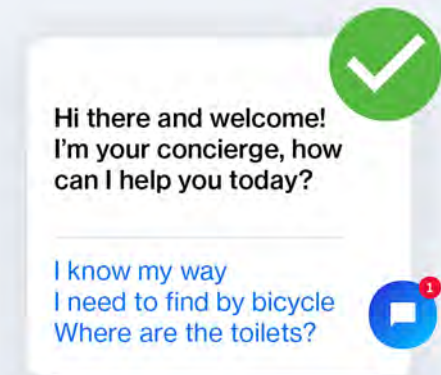
Digital Concierge Linked to Kiosks and App

02 The Site and Connectivity

Site Context

The site sits at the edge of Cambridge City Centre, a highly accessible and sustainable location between the two rail stations and connected by existing on and off-road cycle routes (the network due to be expanded through city-wide initiatives).

1	The Beehive Site	6	Chisholm Trail (walk/cycle route)
2	Bus Station	7	Busway
3	Park and Ride		Potential for Off-site wayfinding from Transport Nodes
4	Rail Station	15	15 Minute Walk
5	Historic City Centre	30	30 Minute Walk
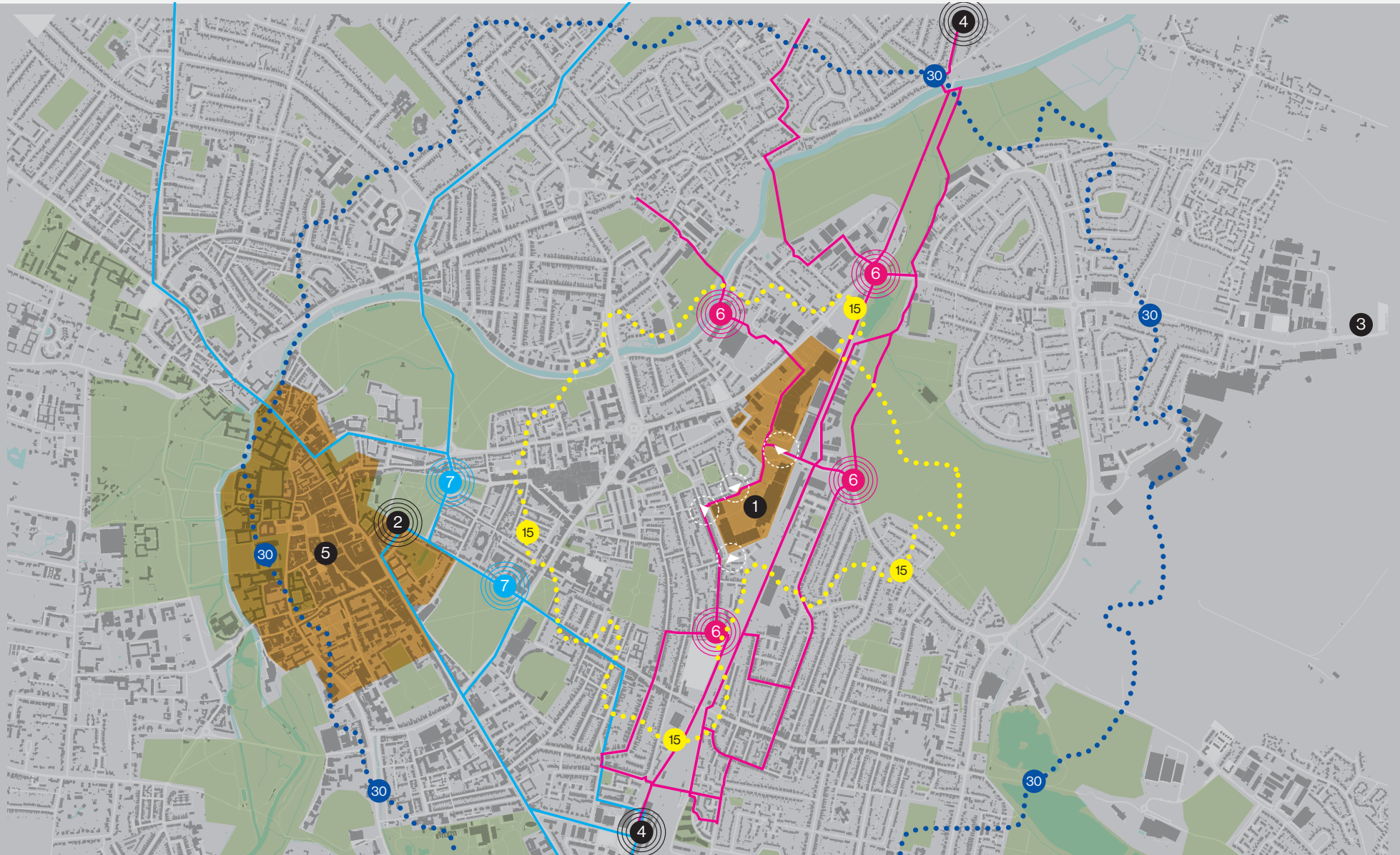
Building Typologies, Amenities and Use

The masterplan comprises of a mix of uses that will create a new local centre for Cambridge residents and workers with many active ground floor spaces for people to meet, socialise and enjoy activities in a sustainable, green and biodiverse environment.

MIXED-USE

LOBBIES

OFFICES

LABS

(L) **LOCAL CENTRE**

(CO) **COMMUNITY**

(C) **CYCLES AND FACILITIES**

Character Areas and Site Orientation

A single central space, 'Beehive Greenway' will change in character along its length to create six character areas. Each will have a distinct feel that can be supported by 'environmental' signage and graphics to reinforce identity, sense of place, orientation/navigation and general feeling of activity and sense of community 'ownership'.

Refer to Section 04, pages 42-44 for indicative sign types that can be adopted in these areas, and the Appendix for illustrative design concepts.

The Lanes

Hive Park

Maple Square

Garden Walk

Abbey Grove

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Character Areas and Site Orientation

Allied to colour, the pictorial visualisation of distinct character areas and landmarks throughout the site can be more intuitive to interpret and remember for people of varying cognitive and sensory abilities, background, culture or identity.

Illustrative concepts for character area colour, identity and graphics.
Refer to Appendix for how this could be incorporated into a wayfinding design concept.

Abbey Grove

Maple Square

Garden Walk

The Lanes

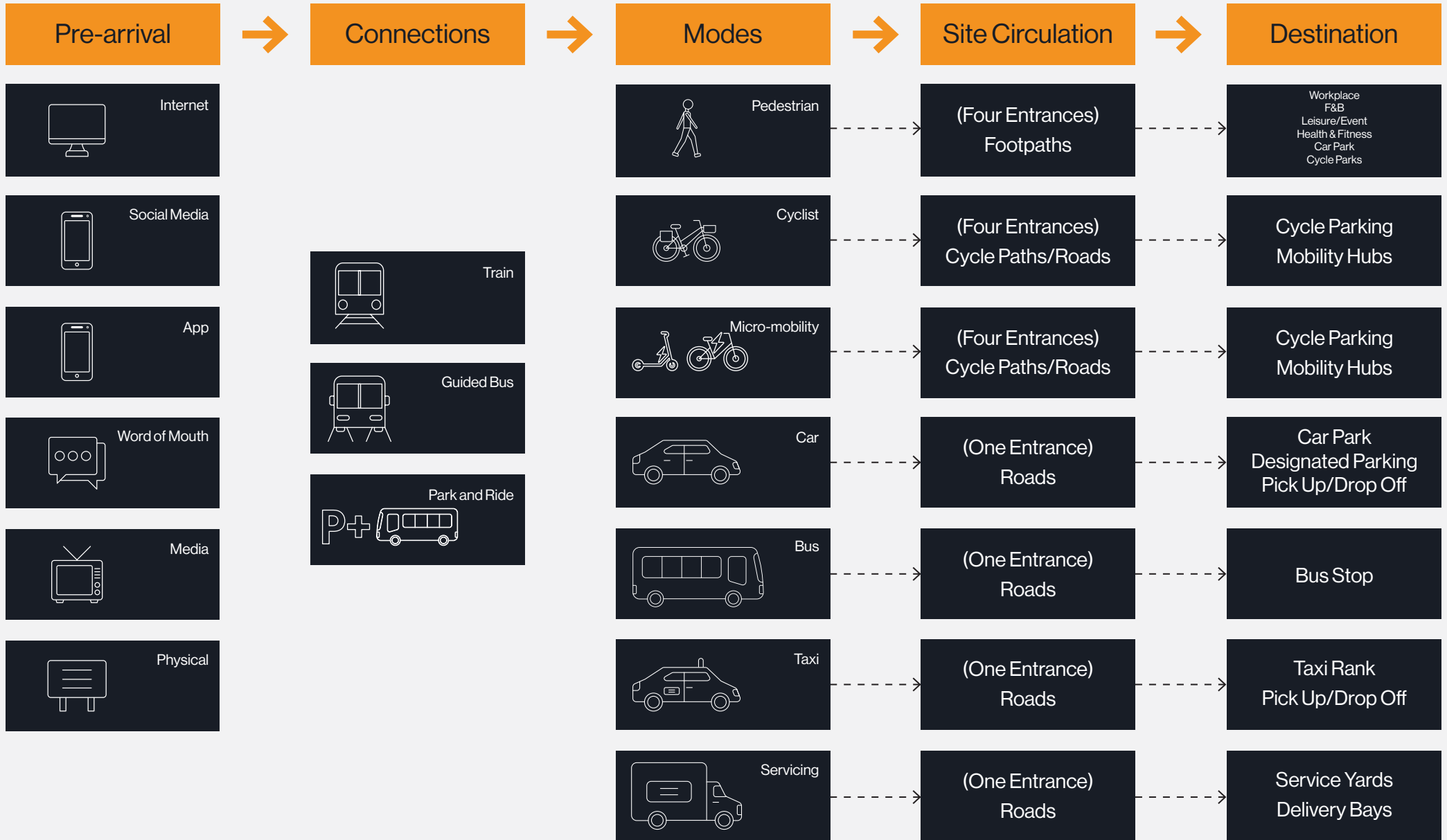Hive Park
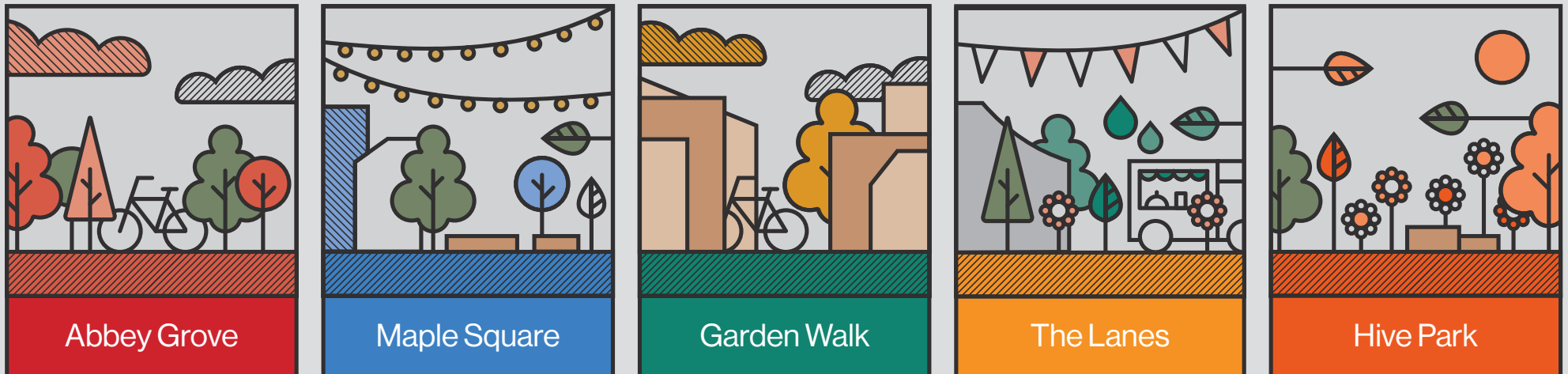
03 Access and Circulation

Connectivity, Access and Circulation: The End User

Accessing the site from the wider area is achievable via numerous modes of transport, however the masterplan vision aims to transform the site into one that is focused on people and place, with reduced car dominance, improved air quality and significantly enhanced provision for pedestrians and cyclists.

Site is approx 2km from Cambridge North and 1km from Cambridge Station

TRAIN

Trial scheme for Voi electric 'e-bikes' and 'e-scooters', which can be hired and used around the city

MICRO-MOBILITY

16% Walking to Site

PEDESTRIAN

4269 Cycle Bays Covered and Short Stay

CYCLIST

460 Parking Spaces Standard and Priority Car Share

CAR

An extensive existing Park and Ride network with proposals to extend

PARK & RIDE

Extensive busway track that connects Cambridge, Huntingdon and St Ives

GUIDED BUSWAY

4 Existing Bus Services

BUS

Taxis Kiss and Ride Drop-off/Pick-up Points

TAXI

Service Yard Designated On Street Loading Bays

SERVICING

Connectivity, and Circulation: The Visitor Journey

Overview of typical end user journey paths and modes of transport from pre-arrival to destination that will influence sign strategy from a wider context and on-site.

Pre-arrival	→	Connections	→	Modes	→	Site Circulation	→	Destination

Pre-arrival:
- Internet
- Social Media
- App
- Word of Mouth
- Media
- Physical

Connections:
- Train
- Guided Bus
- Park and Ride

Modes / Site Circulation / Destination:

Modes	Site Circulation	Destination
Pedestrian	(Four Entrances) Footpaths	Workplace / F&B / Leisure/Event / Health & Fitness / Car Park / Cycle Parks
Cyclist	(Four Entrances) Cycle Paths/Roads	Cycle Parking / Mobility Hubs
Micro-mobility	(Four Entrances) Cycle Paths/Roads	Cycle Parking / Mobility Hubs
Car	(One Entrance) Roads	Car Park / Designated Parking / Pick Up/Drop Off
Bus	(One Entrance) Roads	Bus Stop
Taxi	(One Entrance) Roads	Taxi Rank / Pick Up/Drop Off
Servicing	(One Entrance) Roads	Service Yards / Delivery Bays

Overview All Modes Wayfinding Decision Points

1. All modes main access/arrival.
2. Vehicular nodal point - to service yard and parking.
3. Pedestrian/cycles/micromobility nodal point.
4. Access to parking/Hive Lane/south end of site.
5. Pedestrian/cycles/micromobility nodal point.
6. Key nodal/information point for pedestrians.
7. Pedestrian/cycles/micromobility nodal point.
8. Secondary access. All modes nodal point.
9. Secondary access. All modes nodal point.
10. Secondary access. Pedestrians/cycles/micromobility.
11. Bus Stop.
12. Potential for off-site approach wayfinding.

NODAL/DECISION POINTS
- PEDESTRIANS
- CYCLES/MICROMOBILITY
- CARS
- SERVICE VEHICLES

Access and Circulation: Pedestrians

The site is accessible from a significant area of Cambridge by walking (refer to site context plan p22). There are a number existing and to be improved pedestrian accesses from Coldhams Lane, St Mathews Gardens, York Street and Sleaford Street as well as the provision of extensive, attractive and well-lit pedestrian routes within the site boundary.
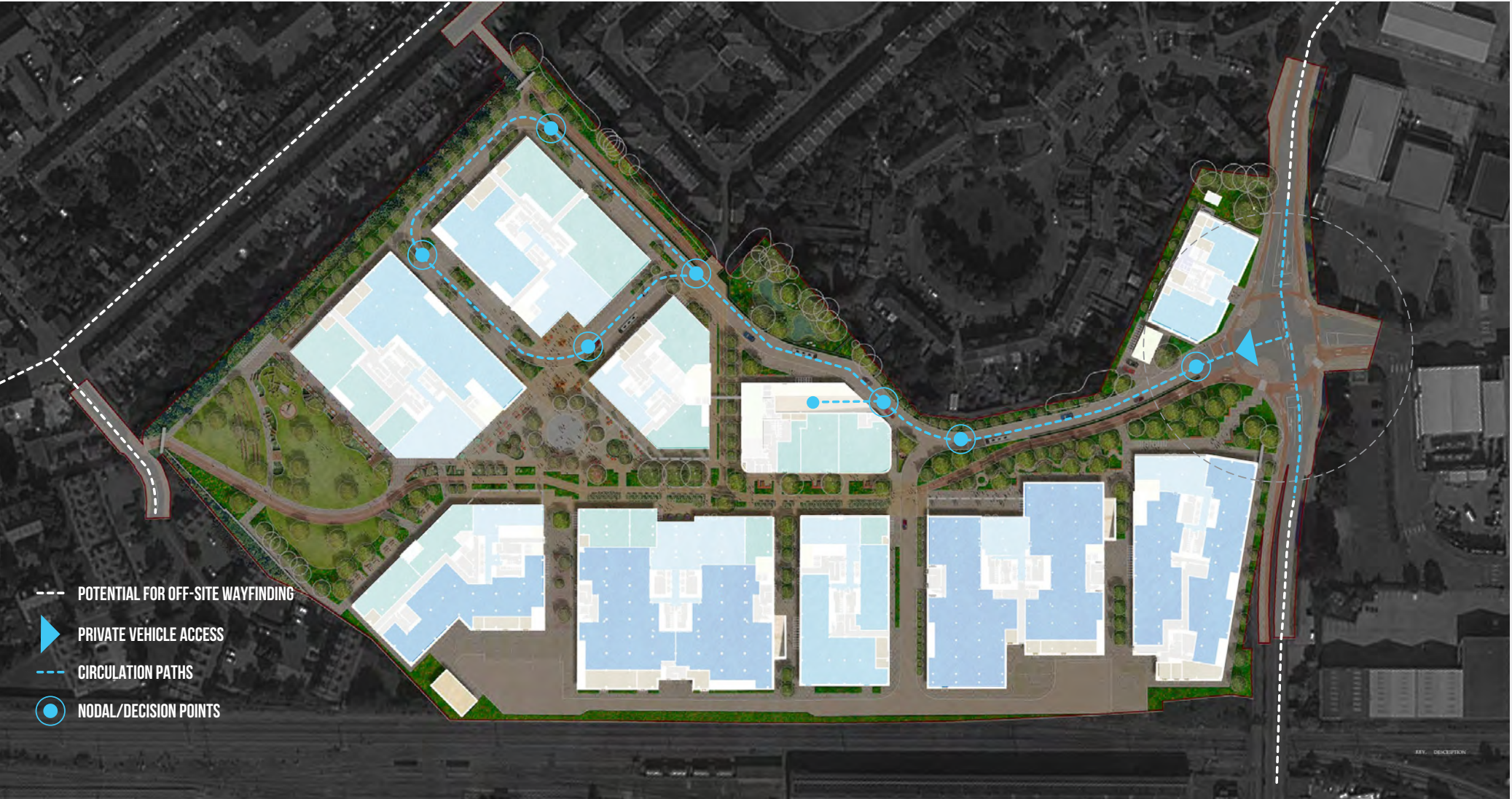

- - - - POTENTIAL FOR OFF-SITE WAYFINDING

▶ PEDESTRIAN THRESHOLDS

- - - - CIRCULATION PATHS

◉ NODAL/DECISION POINTS
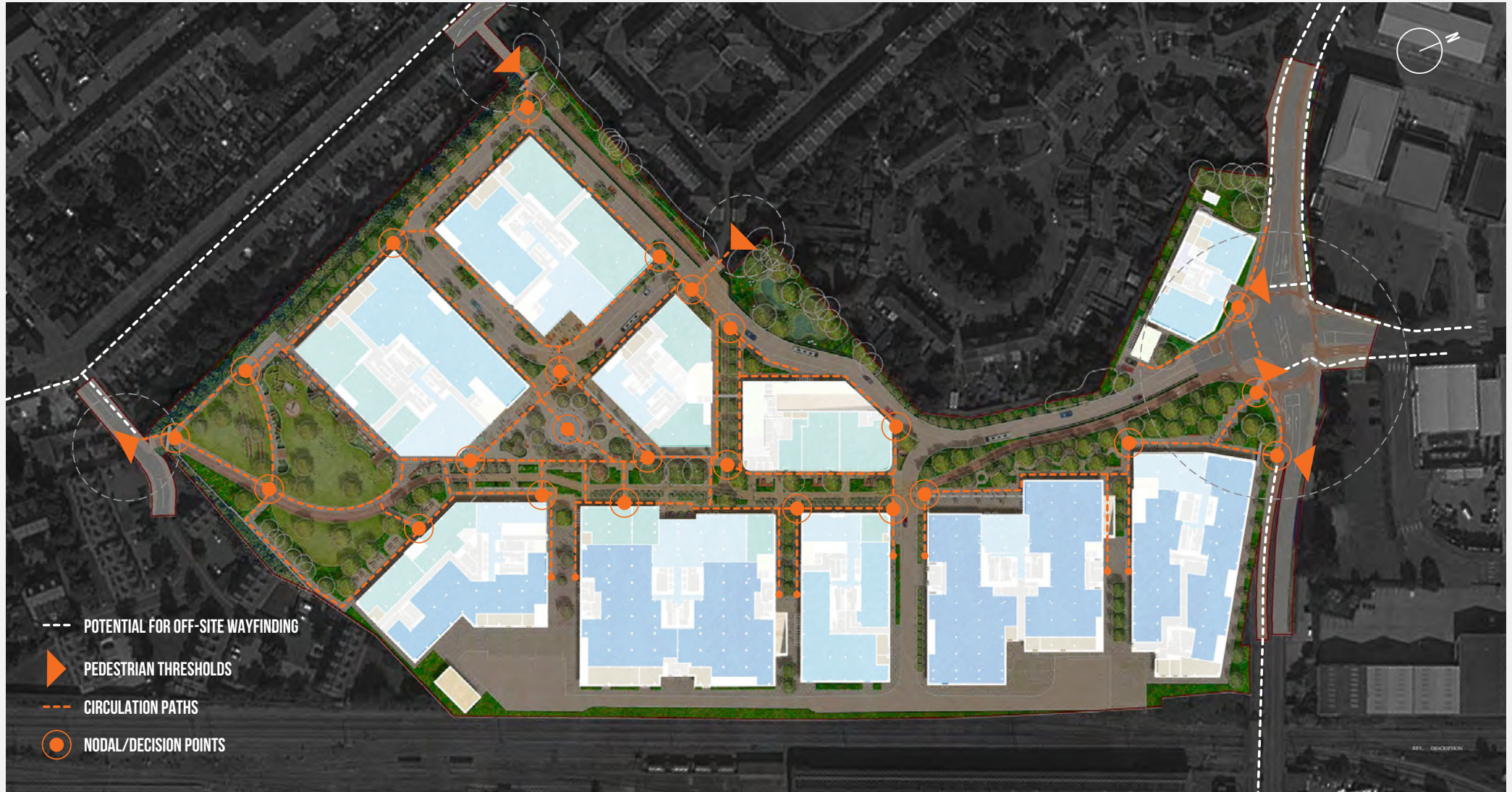
Access and Circulation: Cyclists and Micro-mobility

The masterplan integrates a comprehensive cycling infrastructure with ample parking facilities , secure and covered stores, maintenance facilities, and a staffed mobility hub, with shower, changing facilities and lockers for cyclists and other non-car commuters. (refer to site plan p22 for wider context)

- - - POTENTIAL FOR OFF-SITE WAYFINDING

▶ CYCLIST/MICROMOBILITY ACCESS

- - - CIRCULATION PATHS

· · · · PICK UP/DROP OFF FOR HUBS

◉ NODAL/DECISION POINTS
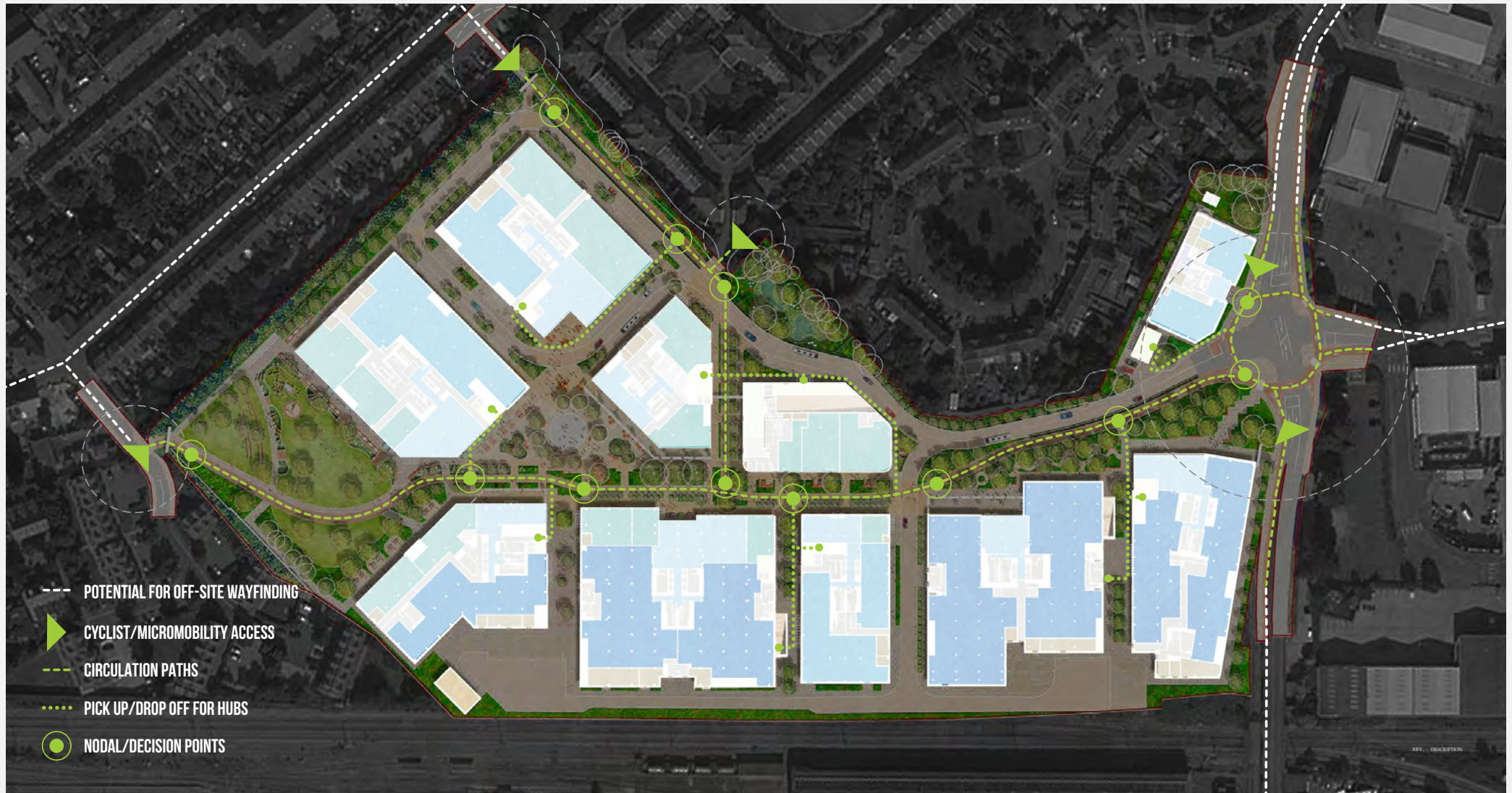
Access and Circulation: Private Vehicles

The main access into the site is from the existing roundabout on Coldhams Lane. This will lead vehicles south-east to the multi-storey car park or further south into the site, to a one-way loop and short stay/blue badge spaces. (refer to site plan p22 for wider context)

- - - - POTENTIAL FOR OFF-SITE WAYFINDING

▶ PRIVATE VEHICLE ACCESS

- - - - CIRCULATION PATHS

◉ NODAL/DECISION POINTS

Access and Circulation: Service Vehicles

The main access into the site is from the existing roundabout on Coldhams Lane. This will lead service vehicles and deliveries either south-east to the service yard or further south into the site, to a one-way loop. (refer to site plan p22 for wider context)

POTENTIAL FOR OFF-SITE WAYFINDING

SERVICE VEHICLE ACCESS

CIRCULATION PATHS

NODAL/DECISION POINTS
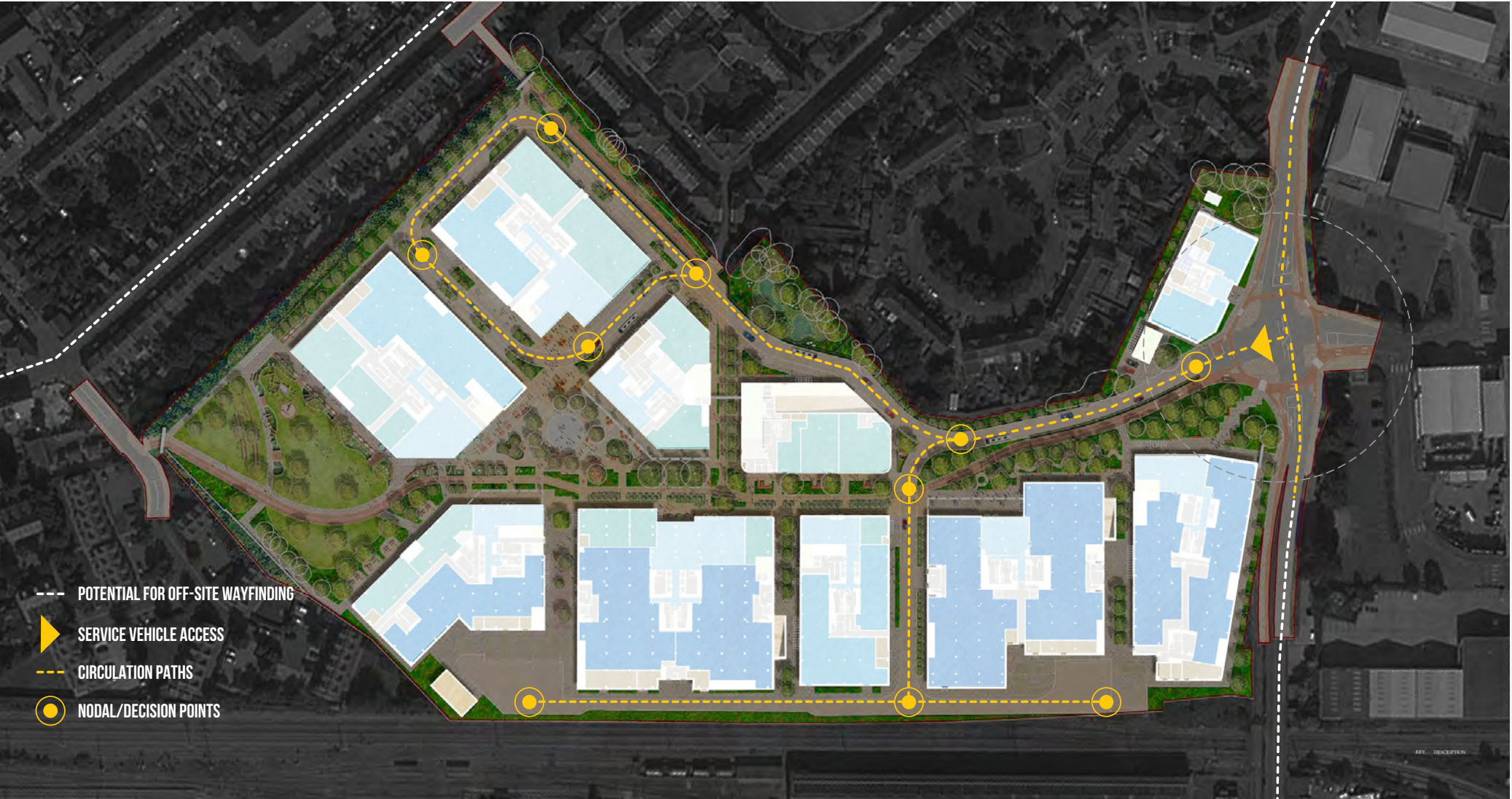
Access and Circulation: Buses

The main access into the site is from the existing roundabout on Coldhams Lane. This will lead buses south into the site, to a designated bus stop and one-way loop. (refer to site plan p22 for wider context)
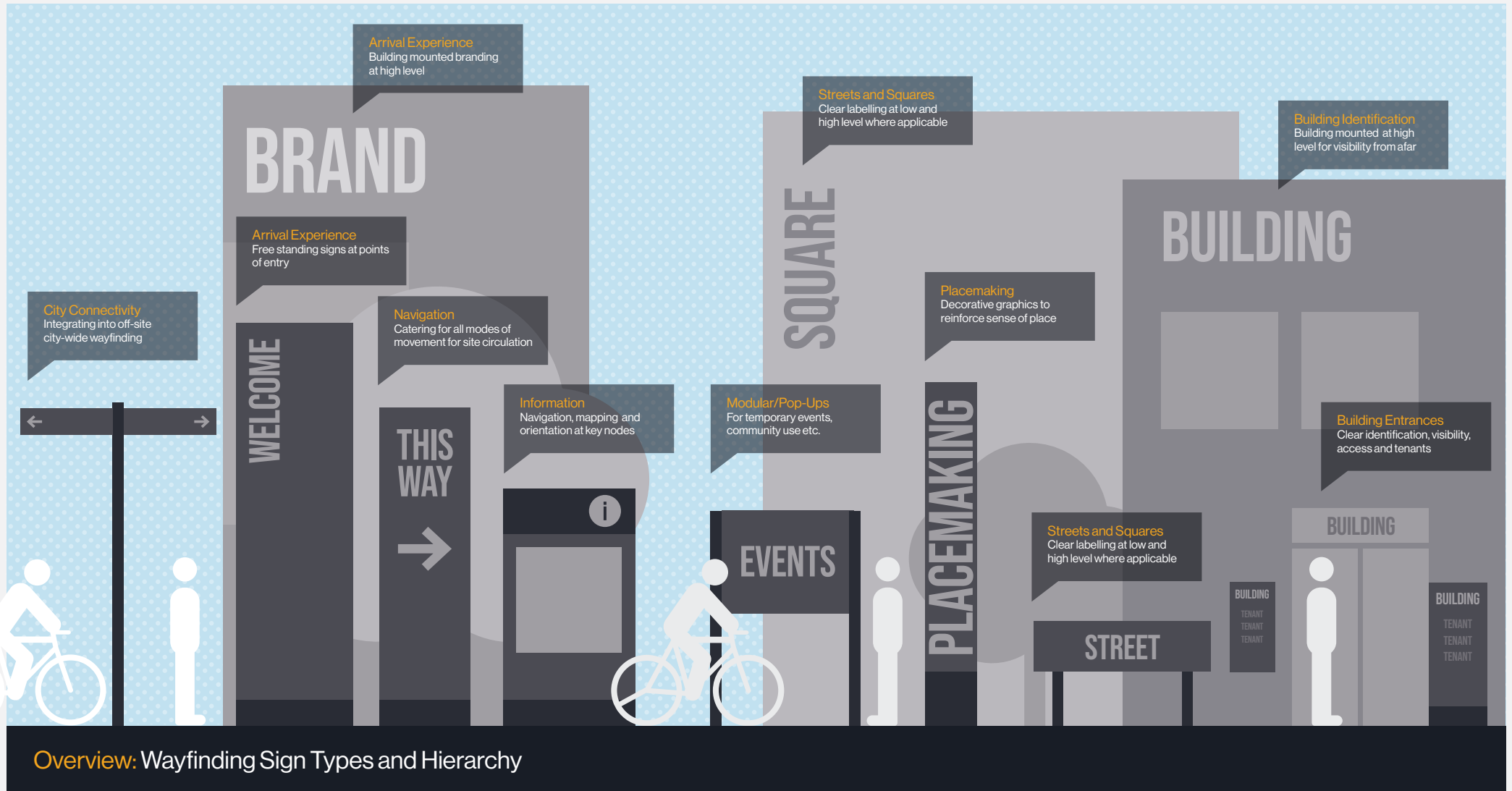
- ▶ BUS ACCESS
- - - - CIRCULATION PATHS
- ● BUS STOPS
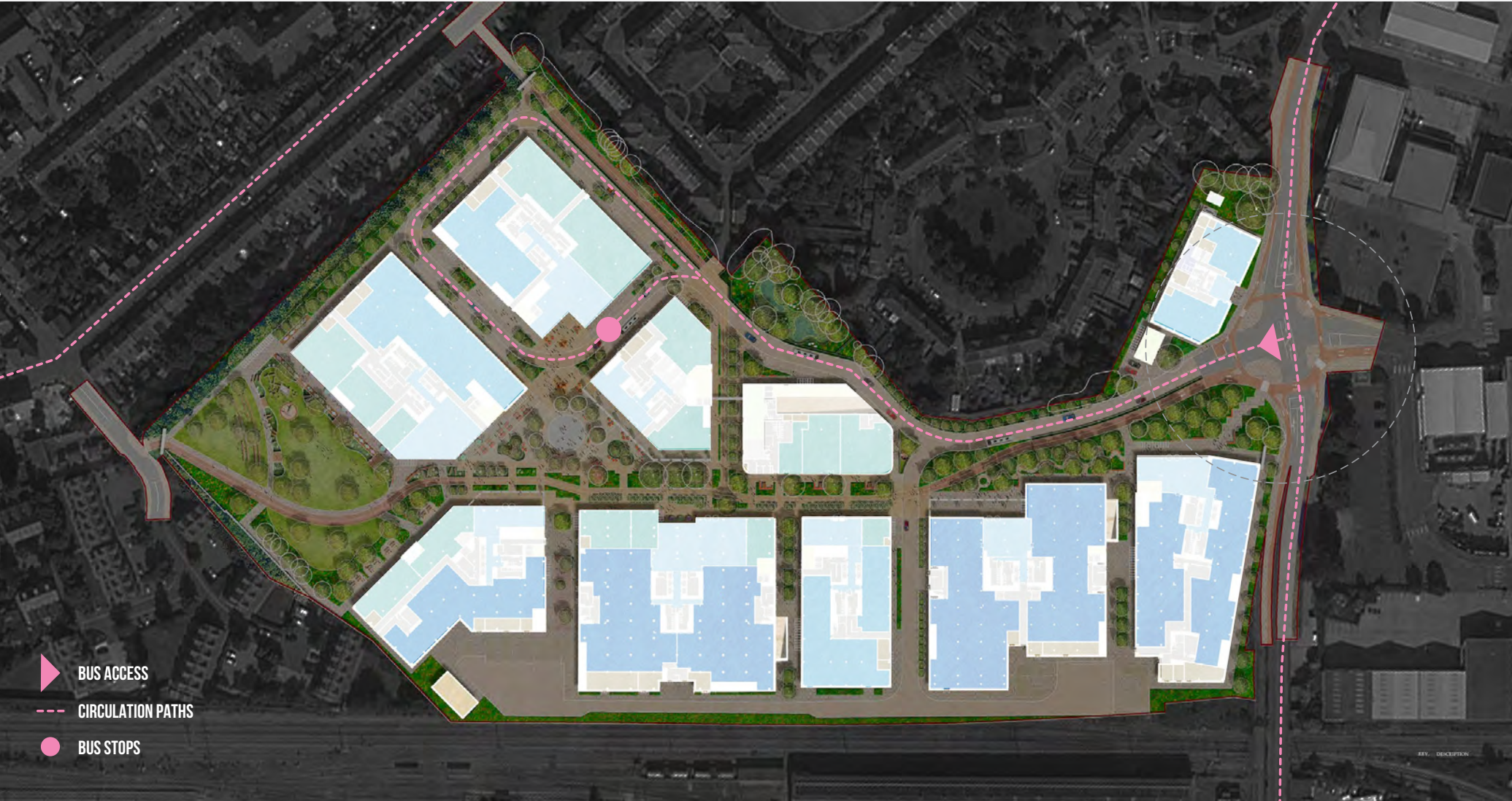
05 Sign Types and Hierarchy

Summary Key Sign Types

The following pages and diagrams give an overview of the sign types and the hierarchy between them that may be implemented as part of a safe, inclusive and integrated and joined up signage strategy.

Note
This diagram is purely for the purposes of describing potential sign formats and the hierarchy between them, and as such does not represent a design proposal.

Arrival Experience
Building mounted branding at high level

Streets and Squares
Clear labelling at low and high level where applicable

Building Identification
Building mounted at high level for visibility from afar

BRAND

SQUARE

BUILDING

Arrival Experience
Free standing signs at points of entry

Placemaking
Decorative graphics to reinforce sense of place

City Connectivity
Integrating into off-site city-wide wayfinding

Navigation
Catering for all modes of movement for site circulation

WELCOME

Information
Navigation, mapping and orientation at key nodes

Modular/Pop-Ups
For temporary events, community use etc.

PLACEMAKING

Building Entrances
Clear identification, visibility, access and tenants

THIS WAY

Streets and Squares
Clear labelling at low and high level where applicable

BUILDING

EVENTS

STREET

BUILDING
TENANT
TENANT
TENANT

BUILDING
TENANT
TENANT
TENANT

**Overview:** Wayfinding Sign Types and Hierarchy

Improving integration and connectivity to and from the city with the potential to incorporate wayfinding messaging to the site seamlessly into existing off-site city wide and site perimeter wayfinding for all modes of transport.

Sign Type
Typically existing city-wide pedestrian fingerposts, information points, cycle path signs and highways vehicle signs.

Typical Location
Concentrated around site perimeter road, footpaths and cycle paths, but extending towards wider catchment into the city, trains stations etc.
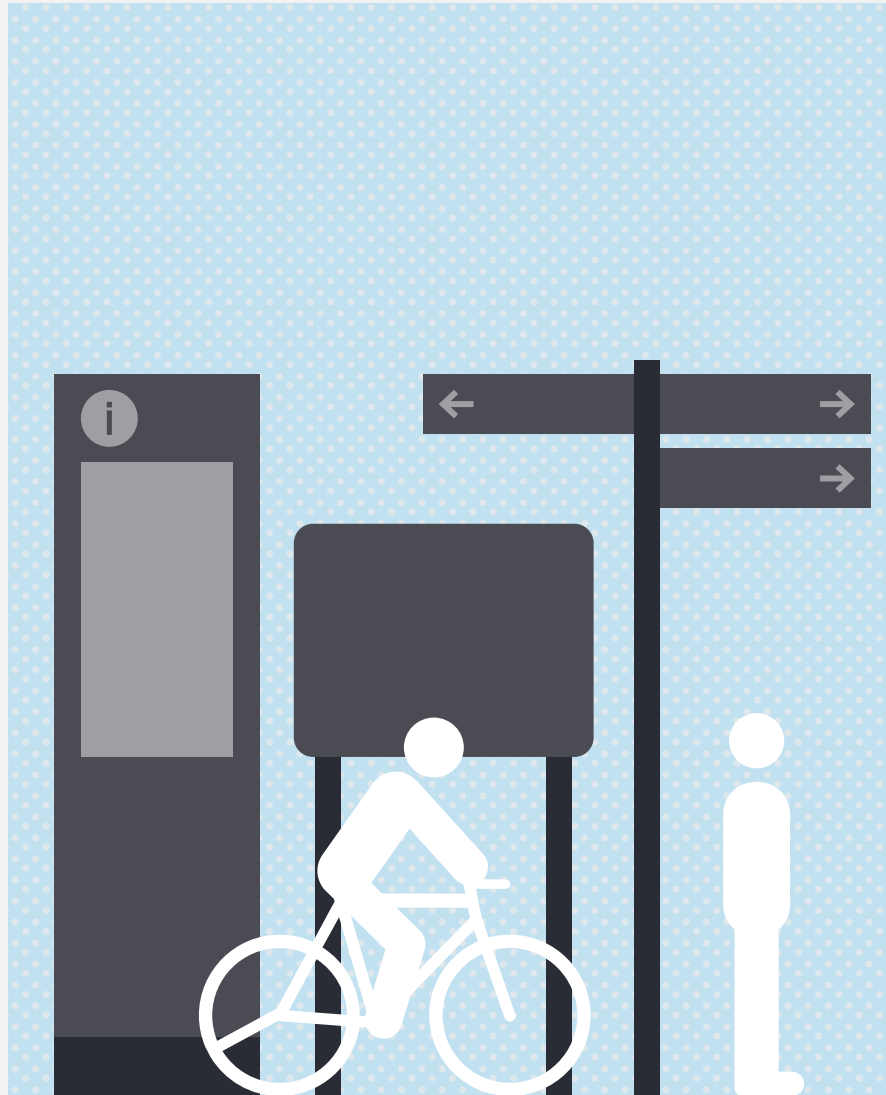
Note
The diagrams and precedents illustrated here are purely for the purposes of describing potential sign formats and the hierarchy between them, and as such do not represent a design proposal.

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Large scale logo/branded surface and/or floor mounted signage to identify the development identity as a destination approaching from distance, and to aid the welcome/arrival experience.

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Sign Type
Illuminated 3D logo and lettering.

Typical Location
High level building mounted around site perimeter and at entrances.

May also be at floor mounted ground level integrated within the landscape and public realm at the site perimeter.

Note
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Large scale floor mounted welcome signs to identify
the development branding to provide initial navigational
information, and to aid the welcome/arrival experience.

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Sign Type
Illuminated free standing monolith
or totem.

Typical Location
Around site perimeter and at
entrances.

WELCOME

Note
The diagrams and precedents illustrated
here are purely for the purposes of
describing potential sign formats and the
hierarchy between them, and as such do
not represent a design proposal.
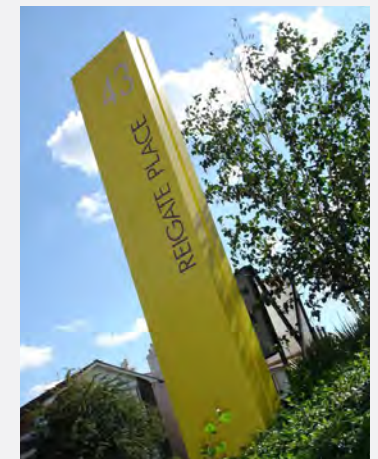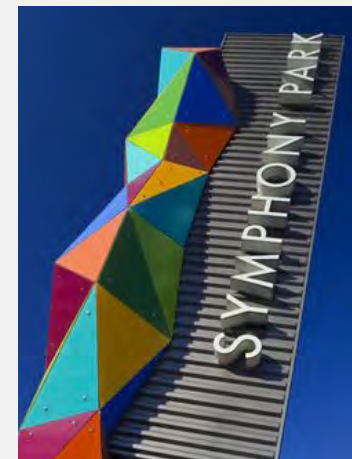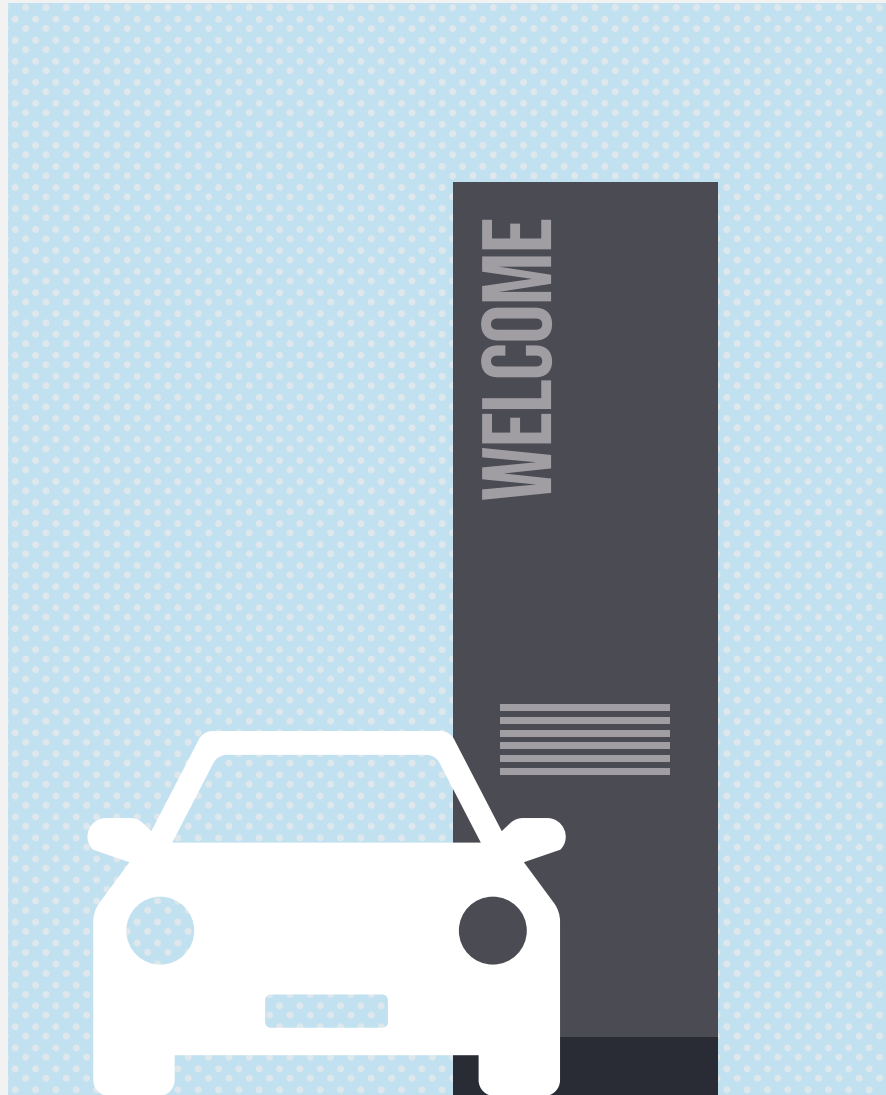
Predominantly floor mounted signs to provide navigational information and orientation to all visitor and end user modes of movement throughout the scheme.

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Sign Type
Illuminated free standing monolith, totem or finger post.

Where possible to avoid repetition, these should be consolidated into one sign, however in some situations varying formats and scales of sign may need to be tailored specifically for each end user: vehicle; pedestrian; and cyclist.

As well as core wayfinding, these interventions could also carry additional information about flora and fauna throughout the scheme: habitats, species etc.

Typical Location
At strategic locations and key decision making points around the circulation routes of the site.

Note
The diagrams and precedents illustrated here are purely for the purposes of describing potential sign formats and the hierarchy between them, and as such do not represent a design proposal.

THIS WAY

← THIS WAY   THAT WAY →

OTHER WAY →

Floor and/or surface mounted information points to provide detailed information and orientation. The sign would typically be composed of a map of the site with a key to all buildings, spaces and amenities, as well as additional navigation.

Sign Type
Illuminated free standing monolith, totem or lectern. (reduced size surface mounted sign panel in some instances).

Interactive screen technology can provide more sophisticated layers of accessing information, as well as unlocking promotional services and additional information about navigation, safety and security around the site.

As well as core wayfinding, these interventions could also carry additional information about flora and fauna throughout the scheme: habitats, species etc.

Typical Location
At strategic locations upon entry, key decision making points and central locations and focal points.

Note
The diagrams and precedents illustrated here are purely for the purposes of describing potential sign formats and the hierarchy between them, and as such do not represent a design proposal.
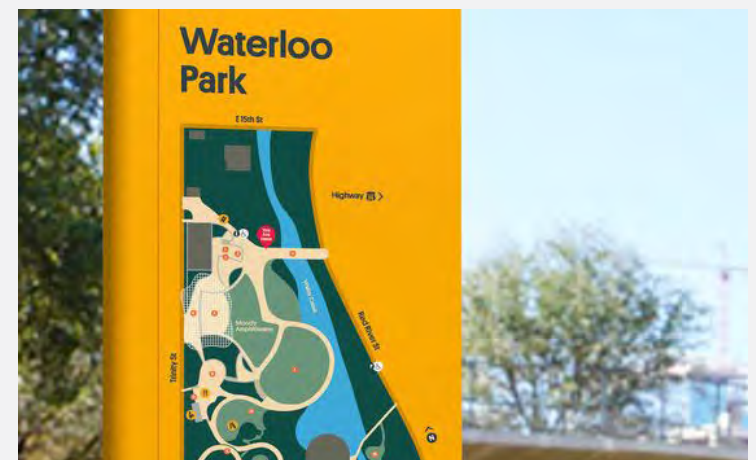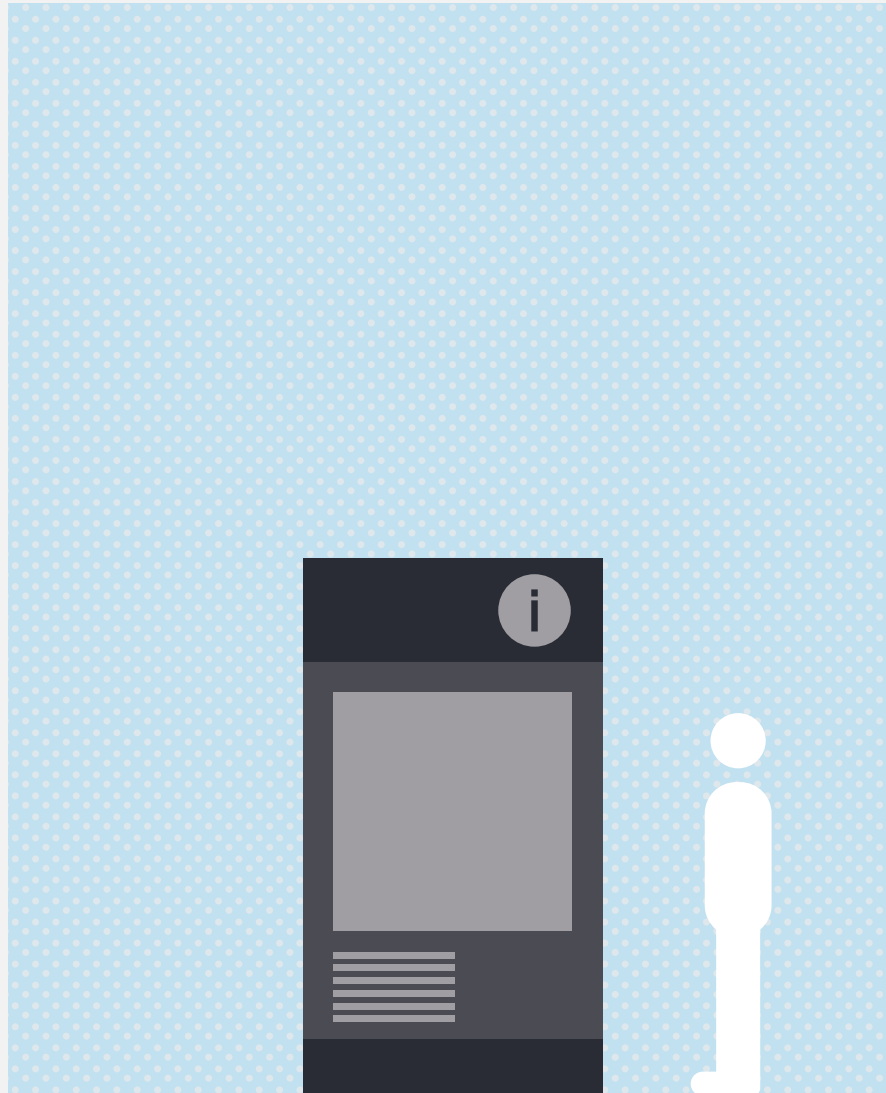
Numerous adaptable or semi-permanent sign types for use in advertising of potential social events, entertainment activities and promotions taking place around the site, either commercial or community driven.

Sign Type
Modular, semi-temporary structures, panel and post, banners, poster cases etc. that can be adapted and updated according to use.

Sites could also be made use of by the community to promote local group activities and neighbourhood initiatives and heighten feelings of inclusivity and sense of place.

Typical Location
Optimised for maximum footfall, central locations and focal points.

Note
The diagrams and precedents illustrated here are purely for the purposes of describing potential sign formats and the hierarchy between them, and as such do not represent a design proposal.
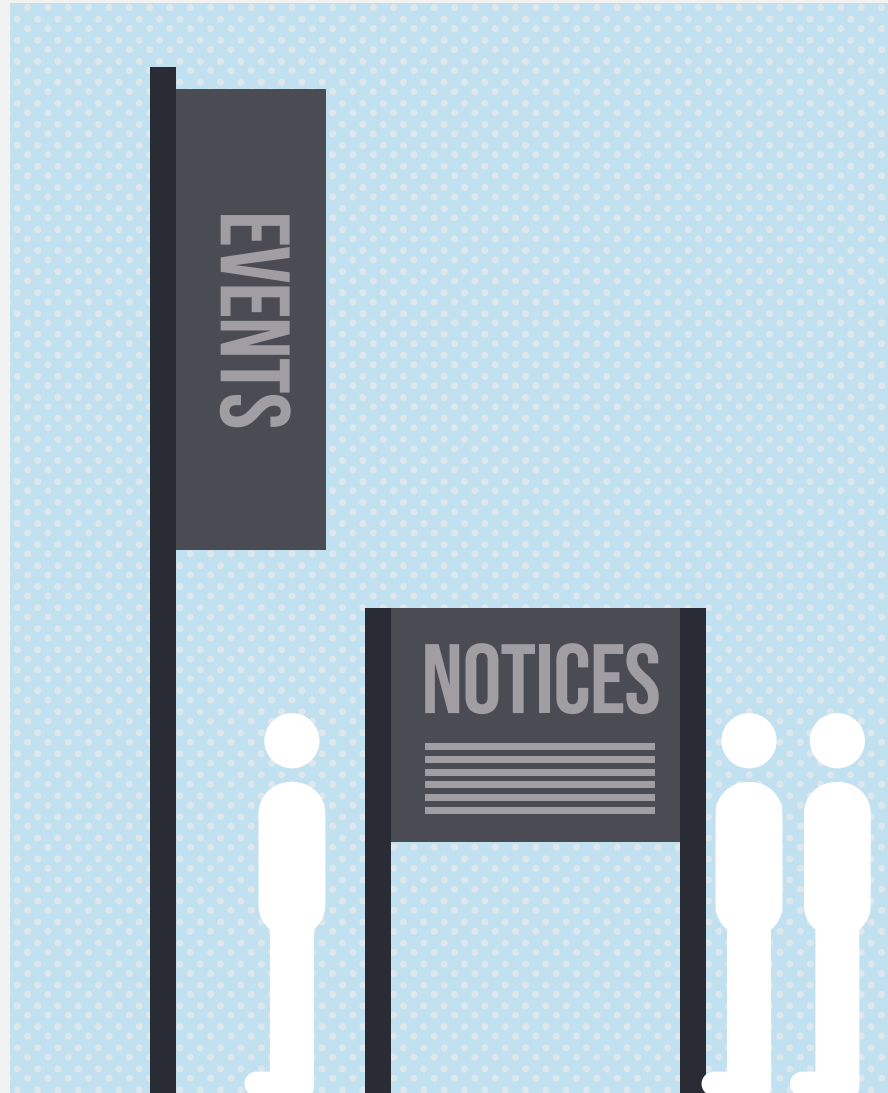
Key Sign Types: Placemaking

Enhance brand engagement, sense of place, fun, and feeling of activity - a wow factor, bringing a smile to people's faces and the ultimate 'Instagram moment' to remember a day out by.

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Sign Type
Various forms of more decorative environmental graphics and signage that may crossover with public art installations.

Typical Location
Integrated within the public realm and landscape and building fabric, character areas and in less busy areas that may be in need of additional activation.

Note
The diagrams and precedents illustrated here are purely for the purposes of describing potential sign formats and the hierarchy between them, and as such do not represent a design proposal.

Clear labelling of streets and squares is essential to aid spatial awareness and orientation, helping those in vehicles plot a course around the site, and provide an address for visitors and deliveries to each building.

Sign Type
Free standing sign panel or monolith, and surface mounted sign or painted letters as part of the building fabric.

Typical Location
Open sight lines at the access points and suitable intervals along and around each street and square as appropriate.

Note
The diagrams and precedents illustrated here are purely for the purposes of describing potential sign formats and the hierarchy between them, and as such do not represent a design proposal.

Provide clear and visible points of entry to each building,
together with access and tenant information.

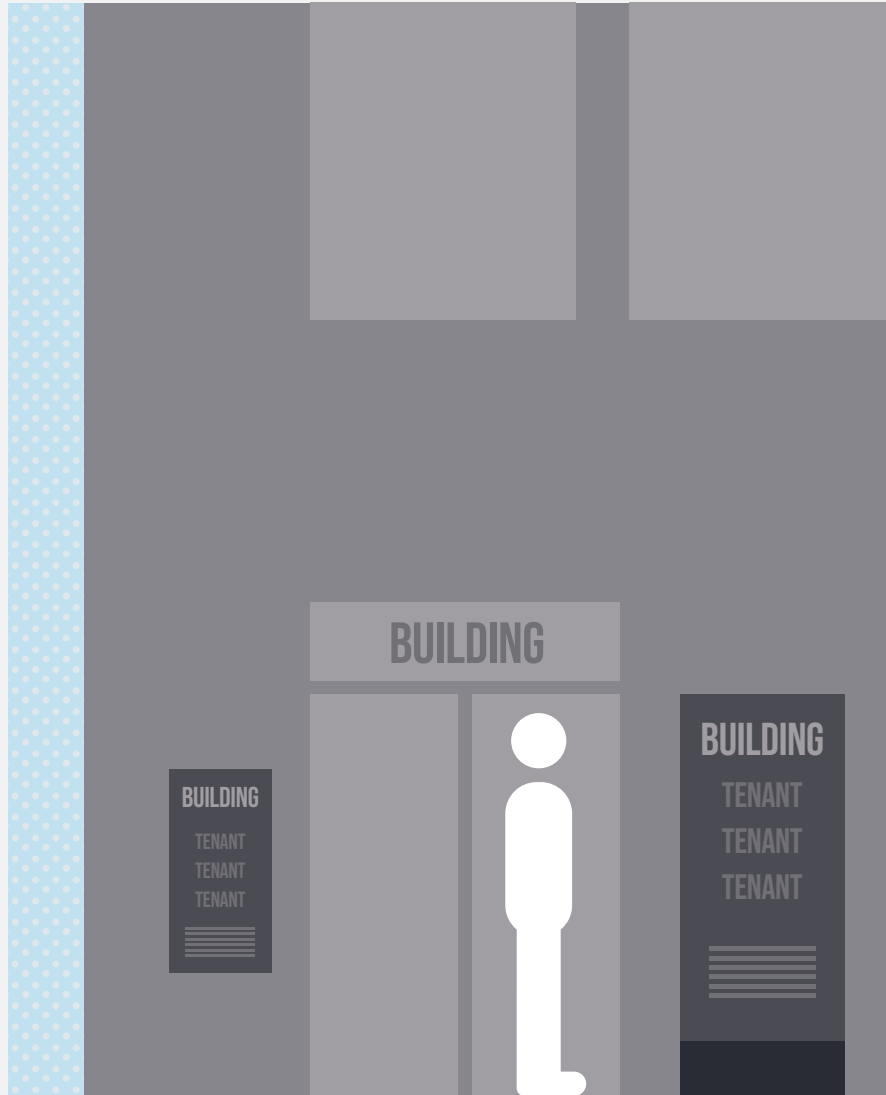**leonard** design architects

Sign Type
Can vary between free standing
monolith and/or surface mounted
sign above or to the side of
entrance. Additional treatments to
the glass and vinyl manifestations
can reinforce building identity and
tenant branding.

Typical Location
Entrances to each building lobby
(Labs and Offices).

Note
The diagrams and precedents illustrated
here are purely for the purposes of
describing potential sign formats and the
hierarchy between them, and as such do
not represent a design proposal.

BUILDING

BUILDING
TENANT
TENANT
TENANT

BUILDING
TENANT
TENANT
TENANT

KLING

AD CO

AUDITORIUM
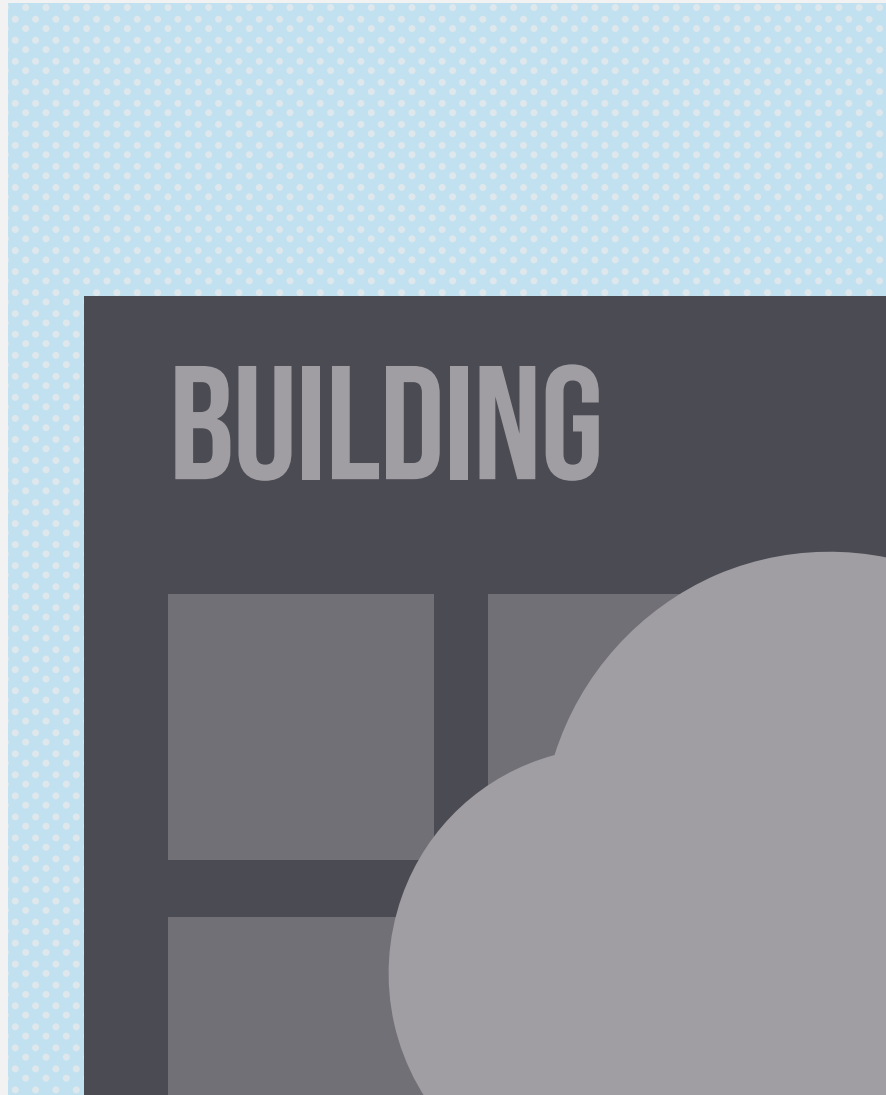

THE POOL

EDUCATIONAL ALLIANCE

Provide clear and visible identification of buildings from distance with surface mounted signs at high and low levels.

Sign Type
Building mounted 3D text or logo.

Typical Location
High level façades of relevant buildings (Labs and Offices).

Note
The diagrams and precedents illustrated here are purely for the purposes of describing potential sign formats and the hierarchy between them, and as such do not represent a design proposal.

BUILDING

Appendix
Illustrative Sign Concepts

Considering placemaking, integration into an urban district, key sign types and hierarchy and inclusive design principles for diverse audiences.

WELCOMING, SAFE AND ACCESSIBLE

INCLUSIVE DESIGN LANGUAGE

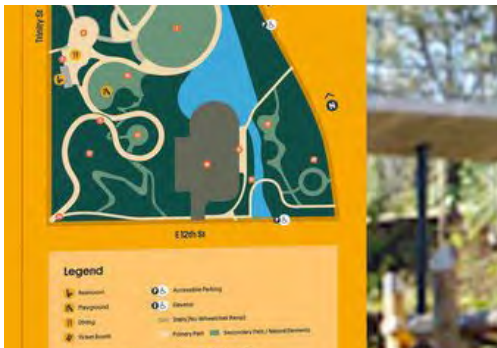CONFIDENT AND SAFE NAVIGATION

A PART OF THE CITY

SUPPORTS SUSTAINABLE TRANSPORT

LEGIBLE AND VISIBLE FOR ALL
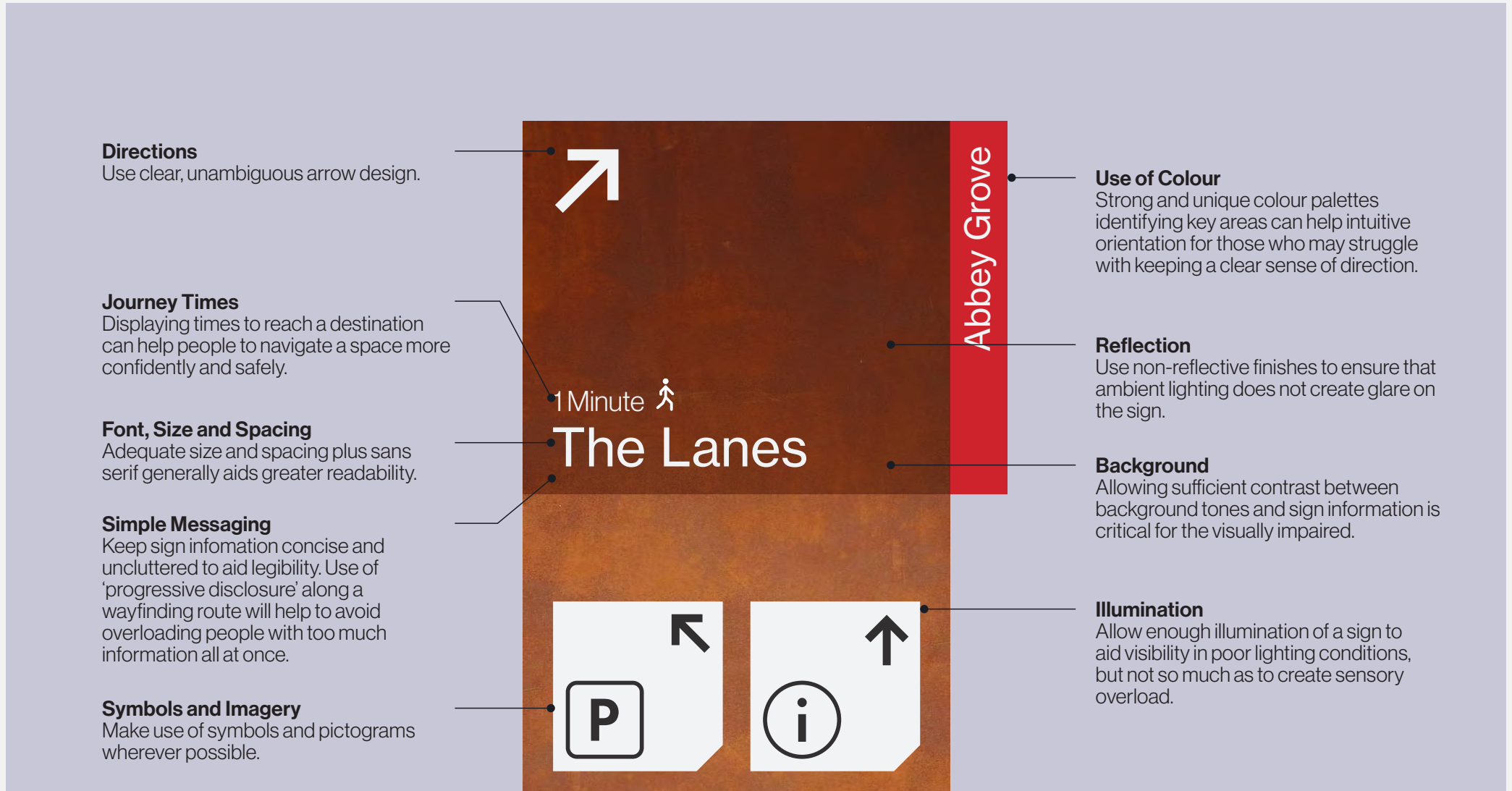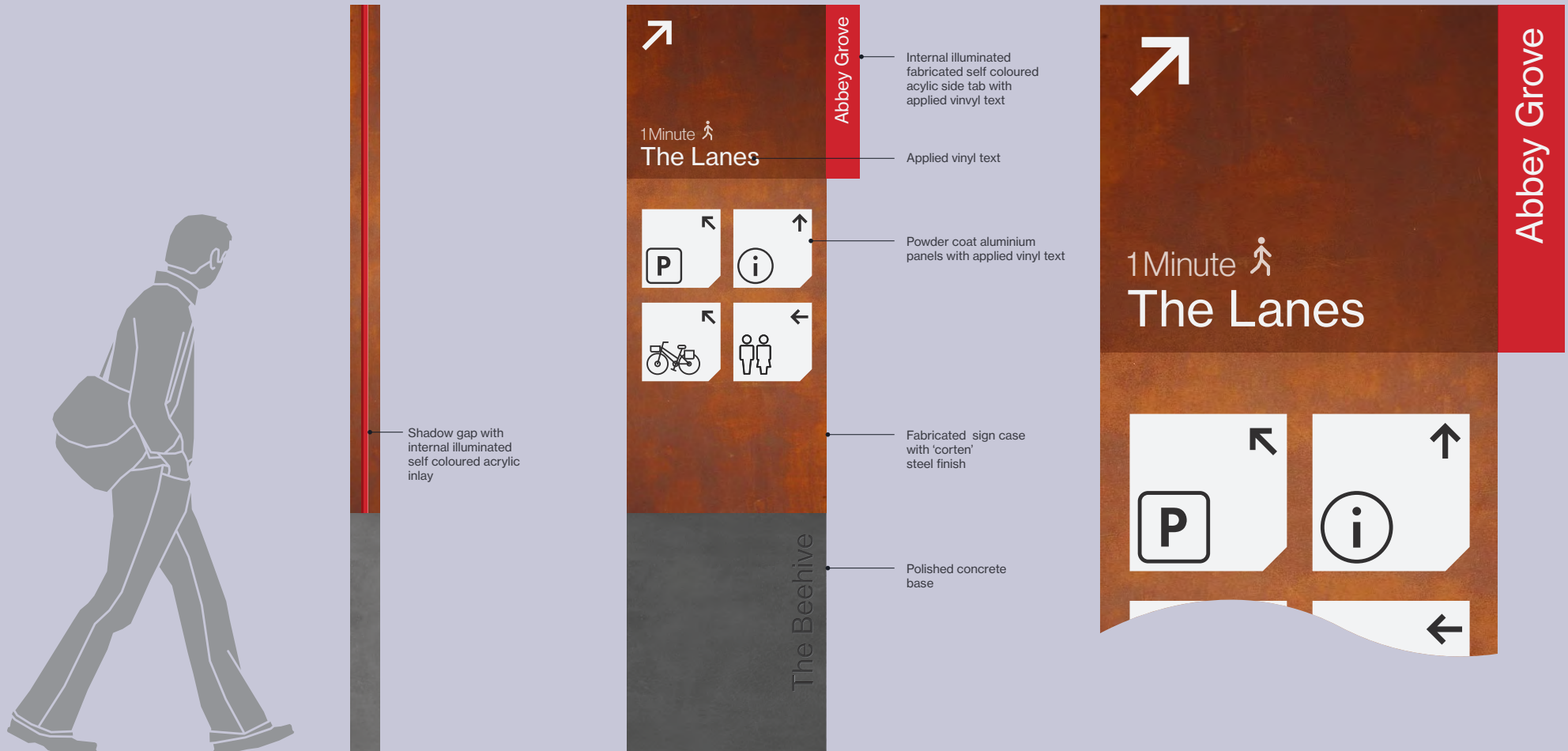
Wayfinding Design For Inclusivity

Some key illustrative aspects of inclusive design that consider the impact of design choices on the experiences and interactions of diverse audiences.

Directions
Use clear, unambiguous arrow design.

Journey Times
Displaying times to reach a destination can help people to navigate a space more confidently and safely.

Font, Size and Spacing
Adequate size and spacing plus sans serif generally aids greater readability.

Simple Messaging
Keep sign infomation concise and uncluttered to aid legibility. Use of 'progressive disclosure' along a wayfinding route will help to avoid overloading people with too much information all at once.

Symbols and Imagery
Make use of symbols and pictograms wherever possible.

Use of Colour
Strong and unique colour palettes identifying key areas can help intuitive orientation for those who may struggle with keeping a clear sense of direction.

Reflection
Use non-reflective finishes to ensure that ambient lighting does not create glare on the sign.

Background
Allowing sufficient contrast between background tones and sign information is critical for the visually impaired.

Illumination
Allow enough illumination of a sign to aid visibility in poor lighting conditions, but not so much as to create sensory overload.

Illustrative Sign Concept

Outline sketch design for a wayfinding totem that considers placemaking, integration into an urban district, and incorporates some key illustrative aspects of inclusive design for diverse audiences.
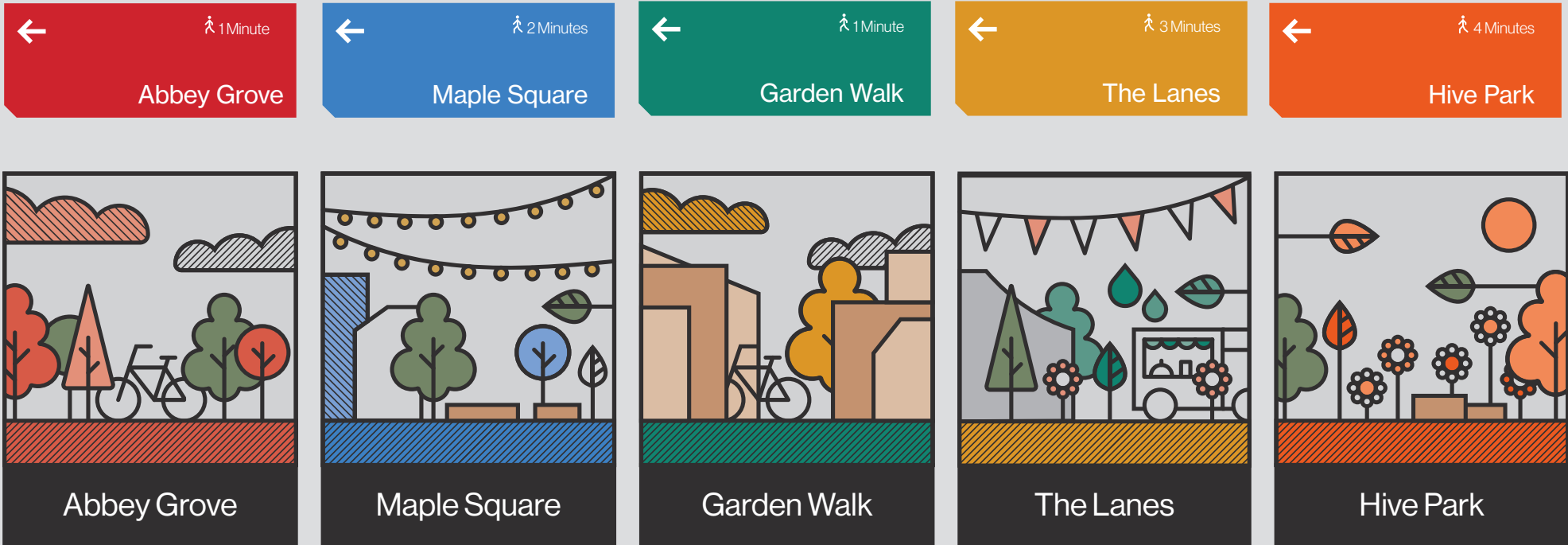
Shadow gap with internal illuminated self coloured acrylic inlay

Internal illuminated fabricated self coloured acylic side tab with applied vinvyl text

Applied vinyl text

Powder coat aluminium panels with applied vinyl text

Fabricated sign case with 'corten' steel finish

Polished concrete base

Abbey Grove

1 Minute
The Lanes

The Beehive

Wayfinding Totem
Side Elevation
NTS

Wayfinding Totem
Front Elevation
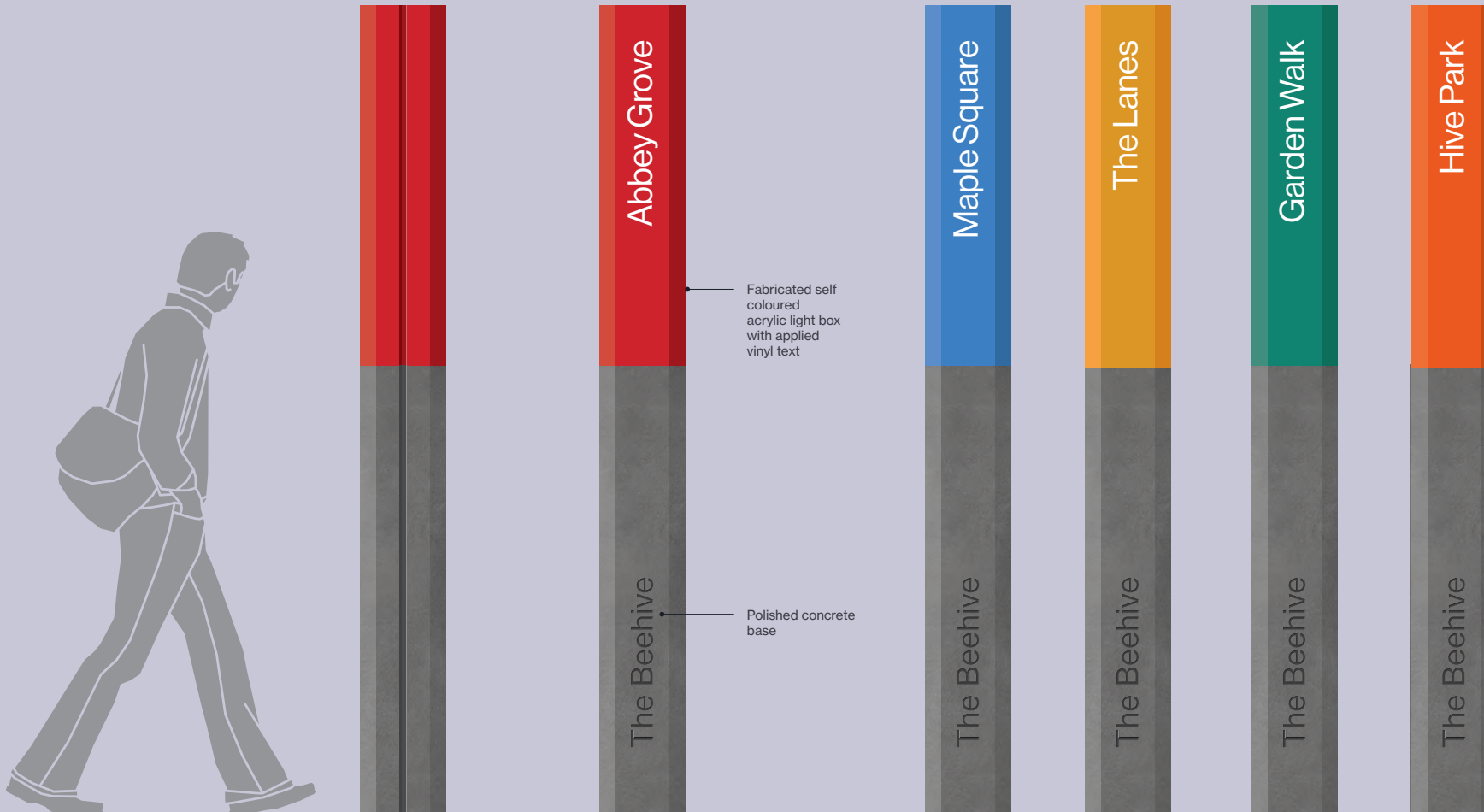NTS

1 Minute
The Lanes

Abbey Grove

Illustrative Placemaking Concept

Strong colour palettes identifying key areas can help orientation for those who may struggle with keeping a clear sense of direction. The pictorial visualisation of distinct character areas can be more intuitive to interpret for people with diverse perceptivity. Journey times to key destinations across the site can help people to navigate confidently and safely.

| ← 1 Minute | ← 2 Minutes | ← 1 Minute | ← 3 Minutes | ← 4 Minutes |
| Abbey Grove | Maple Square | Garden Walk | The Lanes | Hive Park |

Abbey Grove | Maple Square | Garden Walk | The Lanes | Hive Park

Strong colour palettes identifying key areas can help orientation for those who may struggle with keeping a clear sense of direction. Landmarks play a significant role in wayfinding, serving as reference points and helping individuals orient themselves and remember routes.
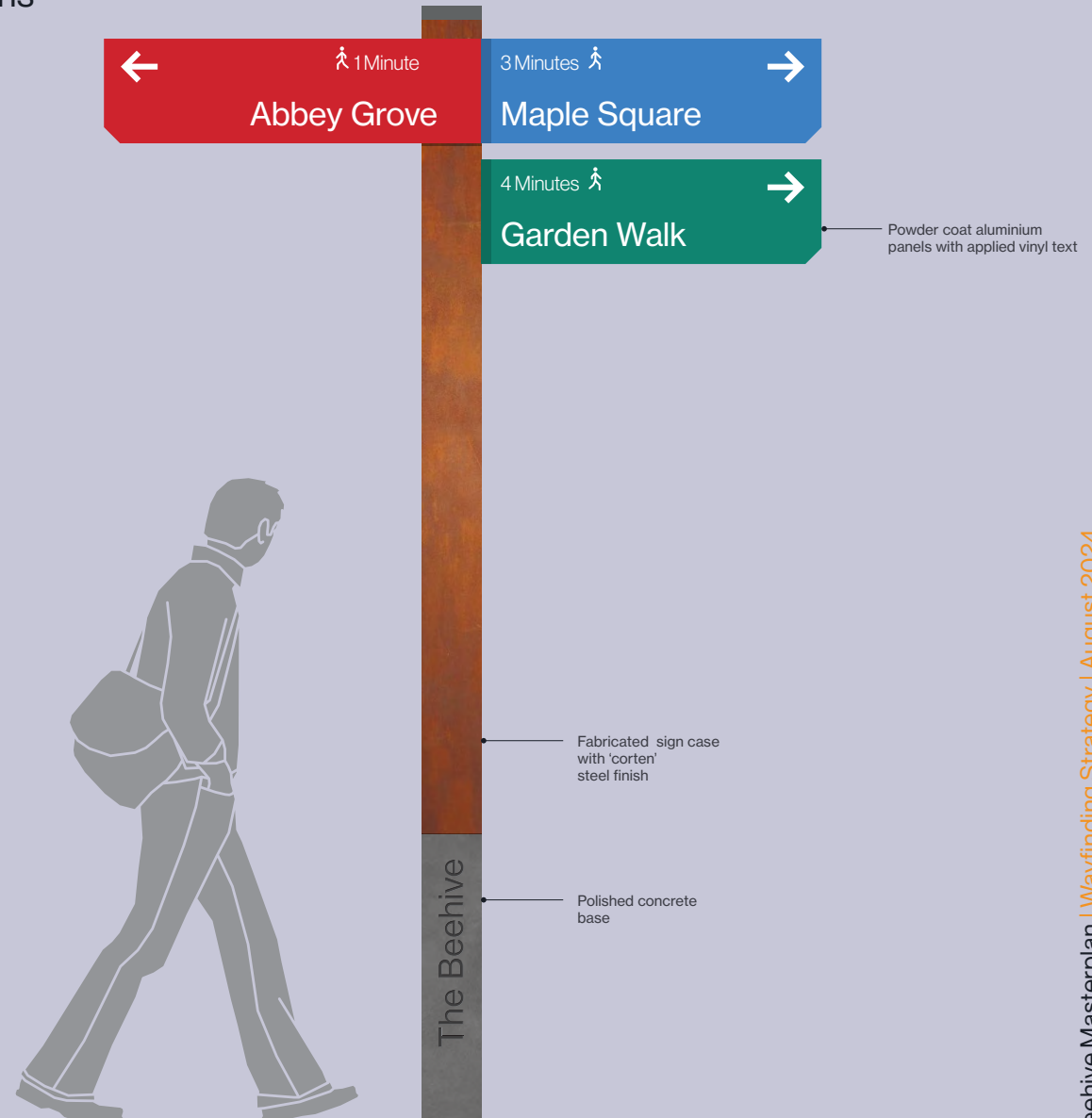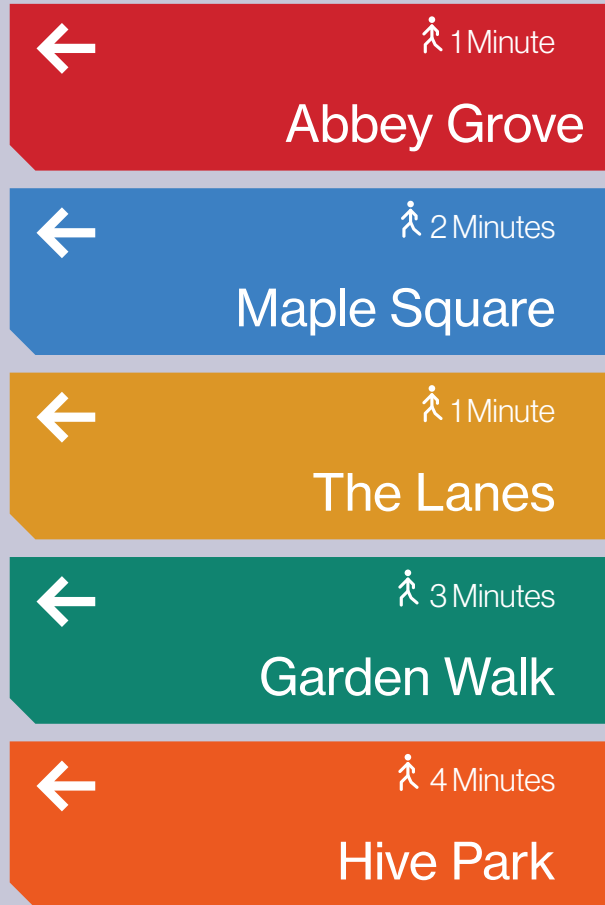
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Abbey Grove

Maple Square

The Lanes

Garden Walk

Hive Park

Fabricated self coloured acrylic light box with applied vinyl text

Polished concrete base

The Beehive

The Beehive

The Beehive

The Beehive

The Beehive

Character Area Beacons
Side Elevation
NTS

Character Area Beacons
Front Elevation
NTS

Illustrative Sign Concept

Outline sketch design for a wayfinding fingerpost that considers placemaking, integration into an urban district, utilising strong colour palettes to aid orientation and journey times to key destinations helping people to navigate confidently and safely.

← 🚶 1 Minute
Abbey Grove

← 🚶 2 Minutes
Maple Square

← 🚶 1 Minute
The Lanes

← 🚶 3 Minutes
Garden Walk

← 🚶 4 Minutes
Hive Park

← 🚶 1 Minute
Abbey Grove

3 Minutes 🚶 →
Maple Square

4 Minutes 🚶 →
Garden Walk

Powder coat aluminium panels with applied vinyl text

Fabricated sign case with 'corten' steel finish

Polished concrete base

The Beehive

Wayfinding Fingerposts
Front Elevation
NTS

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