

VICTORIA HOUSE WAYFINDING STRATEGY

External Wayfinding and Signage Strategy Report

INTRODUCTION	PG. 3
ANALYSIS - USER JOURNEY	PG. 4
SIGNAGE REQUIREMENTS	PG. 12
SIGN LOCATIONS	PG. 14
APPENDIX	PG. 14
DETAILED SIGN LOCATIONS	PG. 14
DETAILED CONTENT SCHEDULE	PG. 15

INTRODUCTION

This report sets out an initial review and analysis as part of a wayfinding strategy for Victoria House within the Portugal Street East Neighbourhood (SRF). The aim of the strategy is to develop a suite of signs that will greet visitors and residents as they arrive and guide them to their desired destination.

The signs will sit within the public realm so it's important to ensure that the design will be in keeping with the public realm and utilise the material palette as set out by re-form landscape architects.

Any private signage will be maintained by Urban Bubble.



ANALYSIS USER JOURNEY

To develop a successful wayfinding strategy we must understand the journey each user makes, be it a first time visitor or regular user to the site; so how they arrive, on foot, cycling or public transport, then the routes they will need to take and the decisions they will need to make to reach their final destination point will define the strategy.



ANALYSIS USER JOURNEY

ARRIVAL POINTS

Train

If arriving by train, the closest train station to Victoria House is Manchester Piccadilly which is only a 10 minute walk. There are other stations in the city including Manchester Victoria (30 min walk) and Oxford Road (25 min walk).

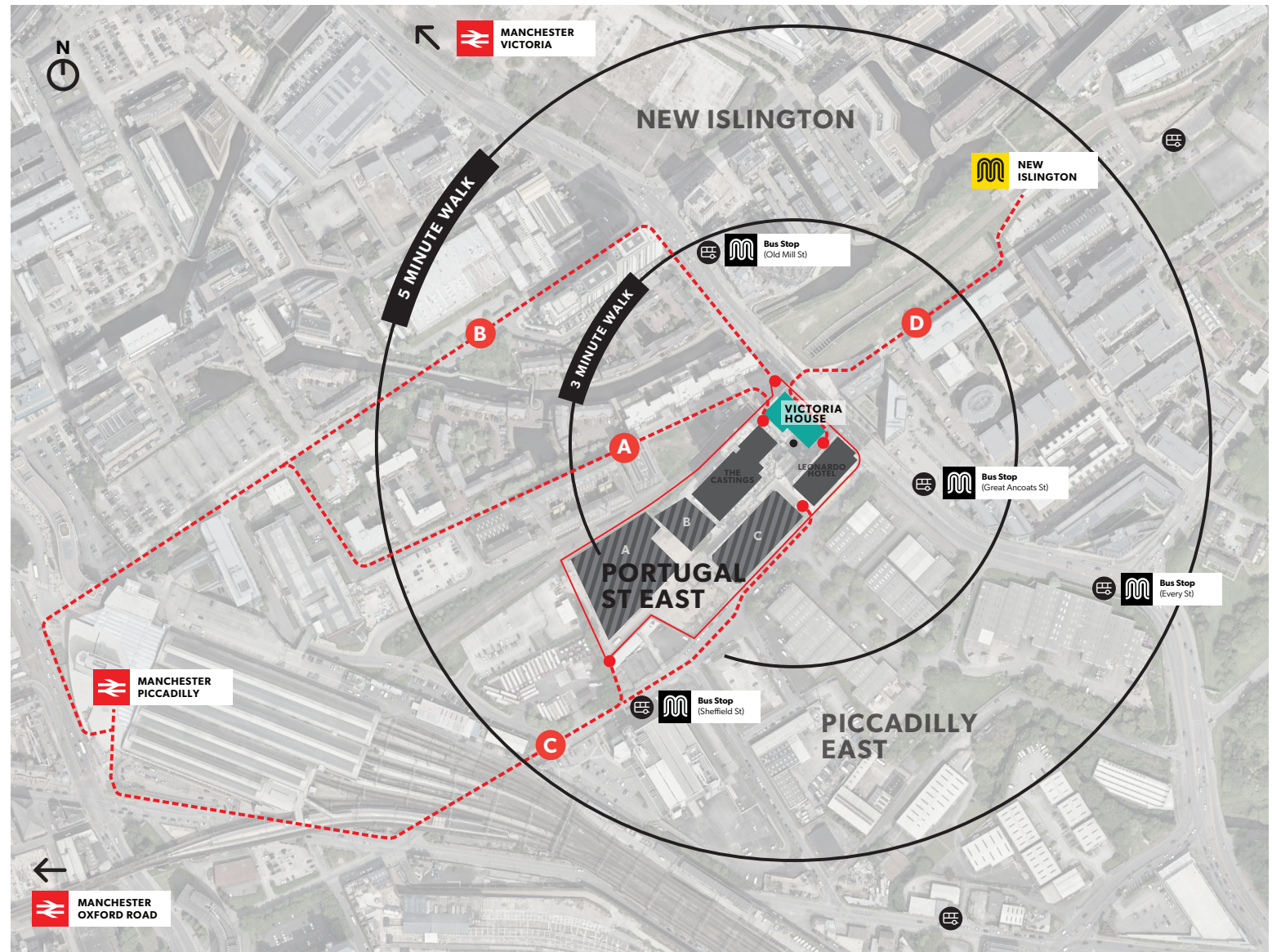
Metrolink

If arriving by tram, the closest tram stop is New Islington which is only a 5 minute walk away from Victoria House.

For first time visitors to the site, it would be useful to highlight these transport links on a 'Visit Us' web page and provide walking distance in minutes from the stations to the site.

Key Routes

- A** Arriving at Manchester Piccadilly, exit the station via London Road > turn right on to Store Street > Follow Sparkle Street to Chapeltown Street
- B** Arriving at Manchester Piccadilly, exit the station via London Road > turn right on to Store Street > Follow until you reach Great Ancoats Street > Turn Right
- C** Arriving at Manchester Piccadilly, exit the station via Fairfield Street > turn on to Travis Street > use the pedestrian path to join Heyrod Street
- D** Arriving at New Islington met stop > follow the path to Pollard St > cross Great Ancoats St



ANALYSIS USER JOURNEY

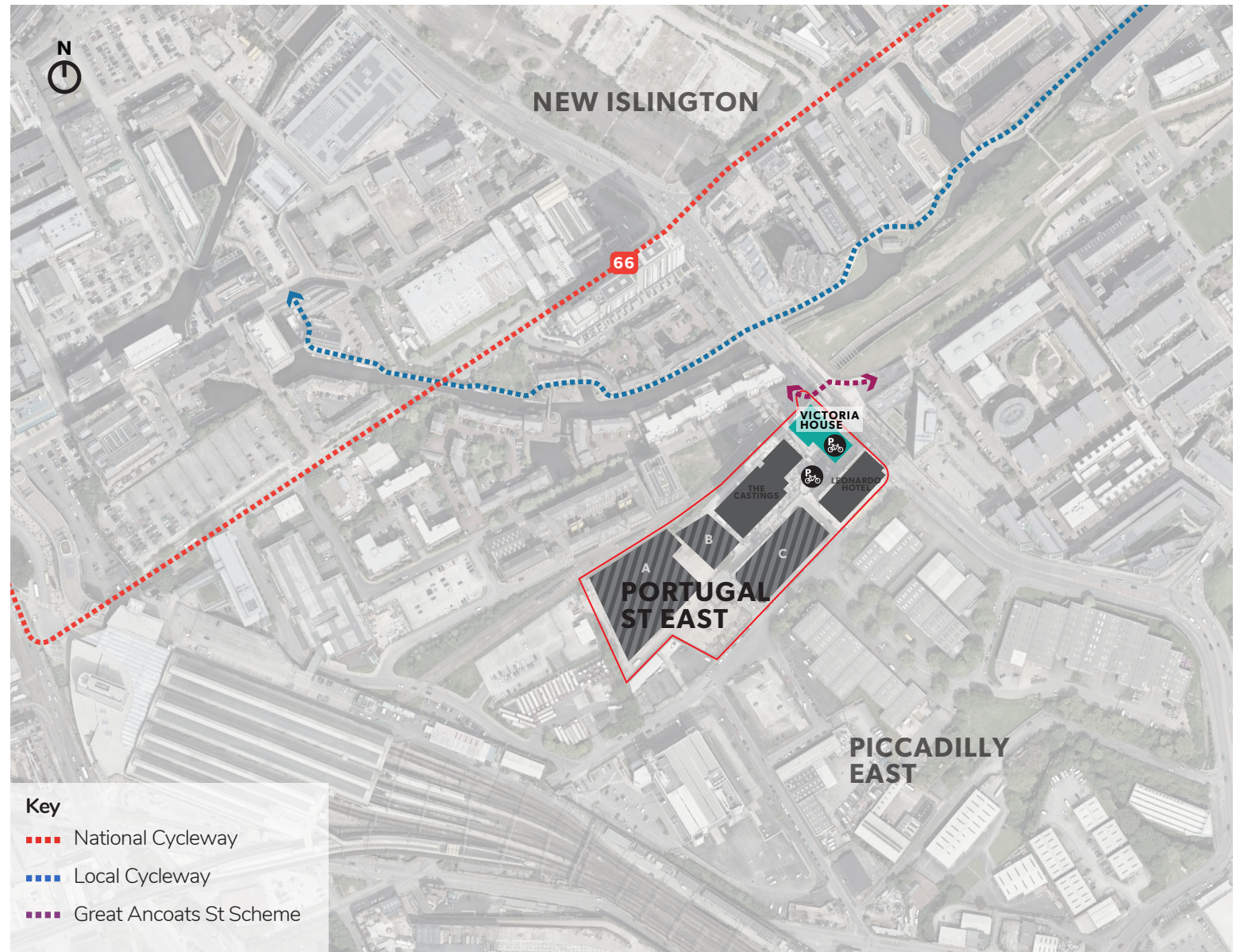
ARRIVAL POINTS

Cycle Routes

There are two main cycle routes which run parallel to the Portugal Street East site. One of these routes is the National Cycle Route 66 which is highlighted in **red** and the second is the local cycle path highlighted in **blue**. A new cycle path has also recently been added to Great Ancoats Street. This route helps to connect Ancoats, New Islington and the other surrounding neighbourhoods.

Bike Parking

There are bike racks available on site in the main public square. Private cycle parking is also available for residents within Victoria House on floor 1 which can be accessed via Great Ancoats Street.



ANALYSIS USER JOURNEY

CONNECTING NEIGHBOURHOODS

Portugal Street East is a new developing neighbourhood in Manchester that sits within Piccadilly East.

The vision for the development is to build on the city's ambitions to regenerate and transform the neighbourhood surrounding Piccadilly Station.

As part of the strategy, it is important to promote active travel and encourage residents to connect with existing neighbourhoods to help build a sense of place.



INFORMATION HIERARCHY

It's vital to the success of a wayfinding strategy that a hierarchy of information is developed.

The aim is to disclose information progressively to help the user reach their destination without confusion and information overload.

As the site sits within a wider neighbourhood, signs on approach should first direct users to 'Piccadilly East' to help build a sense of place. Then at the site boundary is where 'Portugal Street East' should be identified to create a sense of place and reinforce the identity of the area.



ANALYSIS USER JOURNEY

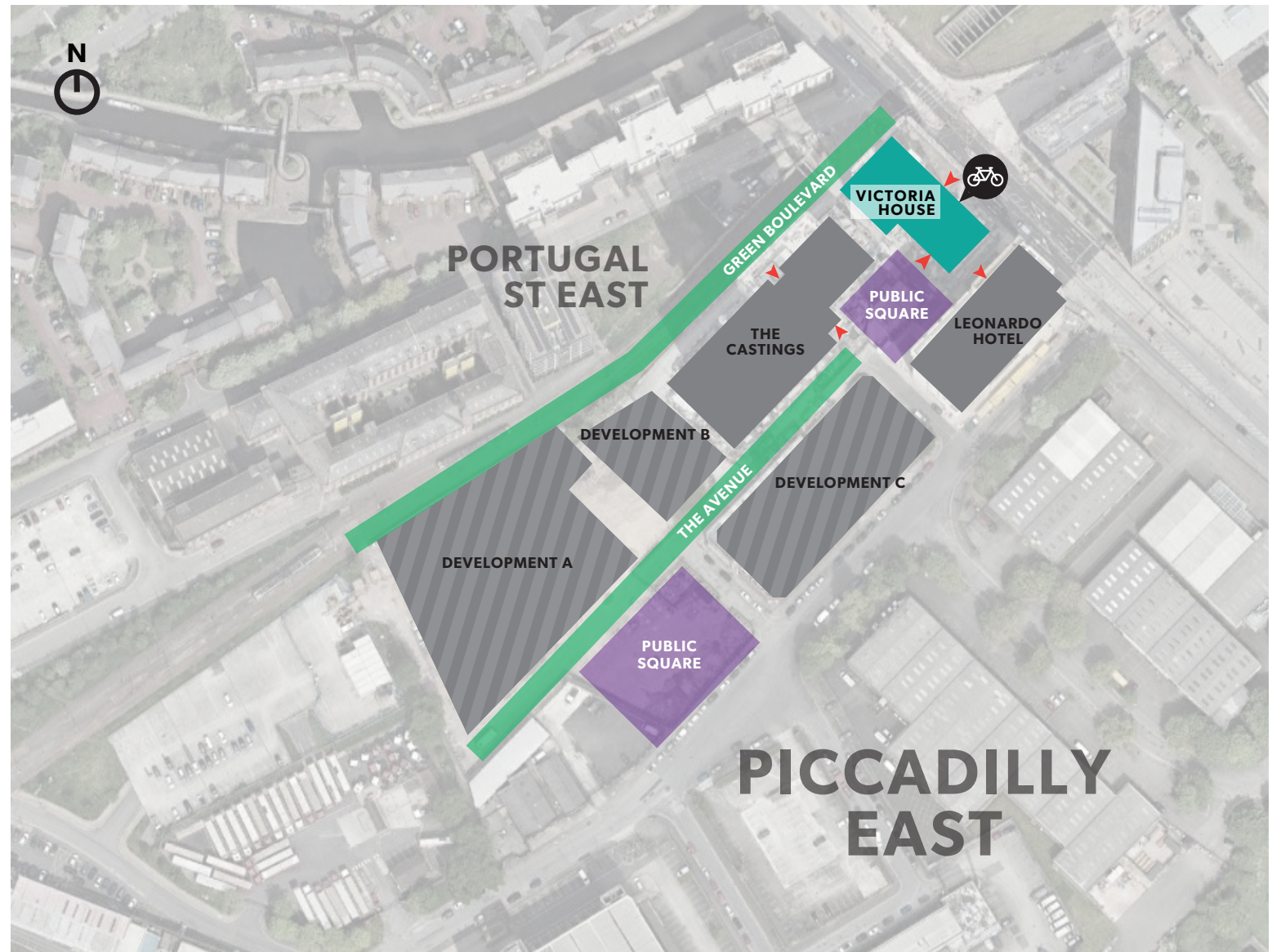
KEY SPACES

As part of the vision for the Portugal Street Masterplan, it has been proposed to improve a number of public spaces and key routes across the site.

It will be useful to name the public squares as they will help to build legibility and spatial understanding of the area. These spaces will inform the wayfinding and held aid with navigation.

PORTUGAL STREET EAST PUBLIC REALM

- Key routes
- Unnamed public squares
- Development Areas
- ▲ Building Entrances
- ▲ Cycle Entrance

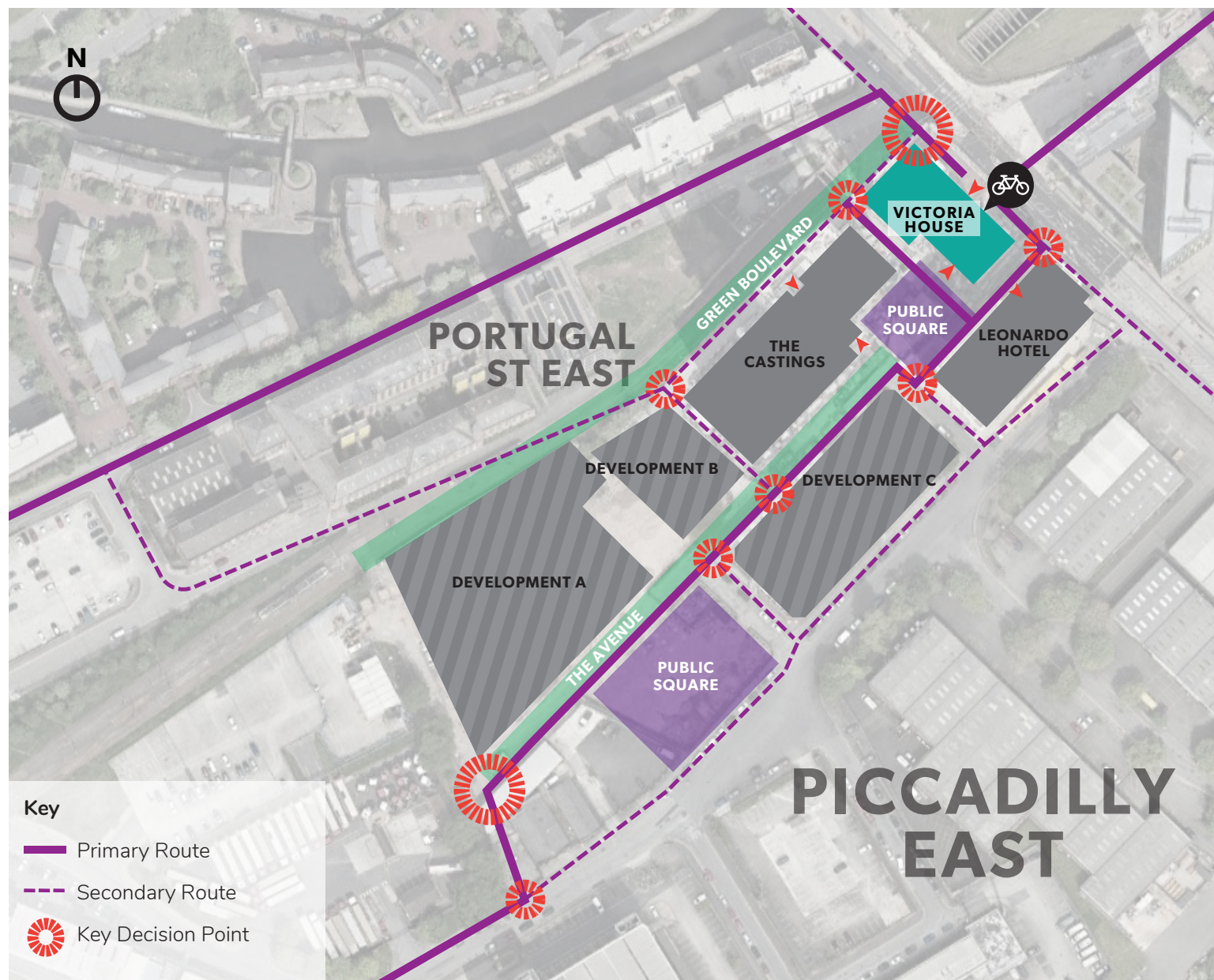


ANALYSIS USER JOURNEY

ARRIVAL

The plan here shows the routes users will take to reach the site. There are also multiple arrival points on the site and each of these will need to be clearly identified.

Store Street / Chapeltown Street is one of the primary routes and will be used by both the cycle user and those on foot. Gateway signage at this arrival point will need to take both users in to consideration.



ANALYSIS

USER JOURNEY

SITE APPROACH

[a] The route along Travis Street will be a key approach from the main transport link, Manchester Piccadilly train station. The building elevation is slightly visible on this approach and there is the opportunity to include signage at high level to help identify the building.

[b] On approach from Pollard Street, the building is clearly visible. It will be important to have signage at crossing points and transport links directing visitors to Piccadilly East to reassure them that they are on the right route.

[c] On approach from Store Street / Chapeltown Street the building isn't clearly visible and is hidden by The Castings, and eventually the other developments. But as this elevation will be seen from this key route from Piccadilly Station and also Great Ancoats Street west approach, there should be high level signage and gateway signage at the key junction.

[d] For vehicles, Great Ancoats Street will be the most used route from both directions, high level signage will let drivers know that they are near by.



SIGN REQUIREMENTS

Through our analysis we have established the types of signs that are required. The design of the signs, their look and feel will be developed as part of the next stage of delivery.

GATEWAY & MAPPING TOTEM

Gateway signs highlight the key entrances to the site and create a sense of arrival. These signs should identify the name of the space and could also provide simple mapping of the neighbourhood.

DIRECTIONAL & MAPPING TOTEM

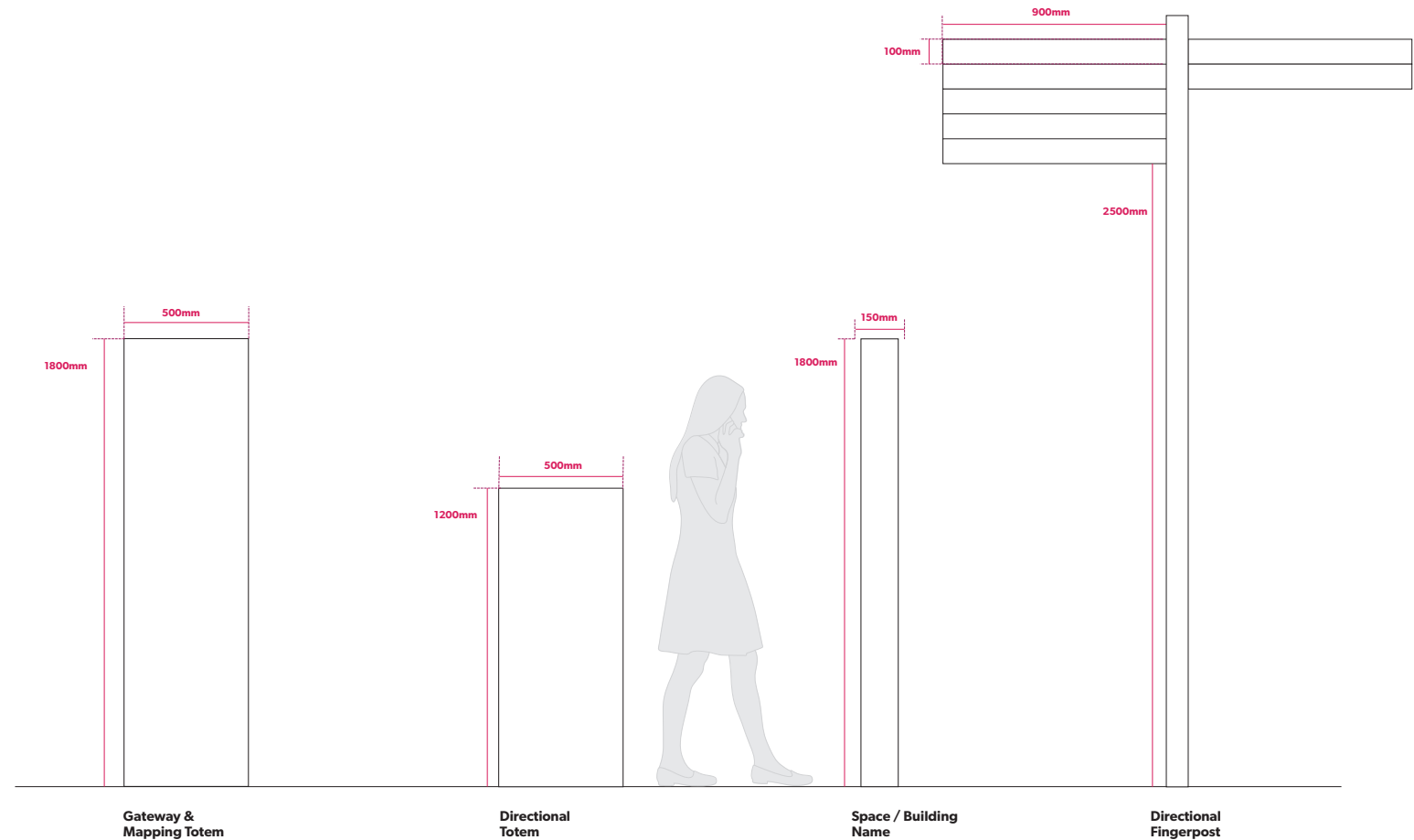
Placed at key orientation points to provide reinforcing directional information and maybe also mapping.

SPACE NAME

There are various key spaces being developed across the site and it will be important to identify and name these spaces.

DIRECTIONAL FINGERPOST

Fingerpost signs help the user to navigate the space and direct them to their destination.



*Drawing for illustrative purposes only
Branding TBC*

SIGN LOCATIONS

The plan here shows the proposed sign locations for Victoria House and also suggested wayfinding for the overall site.

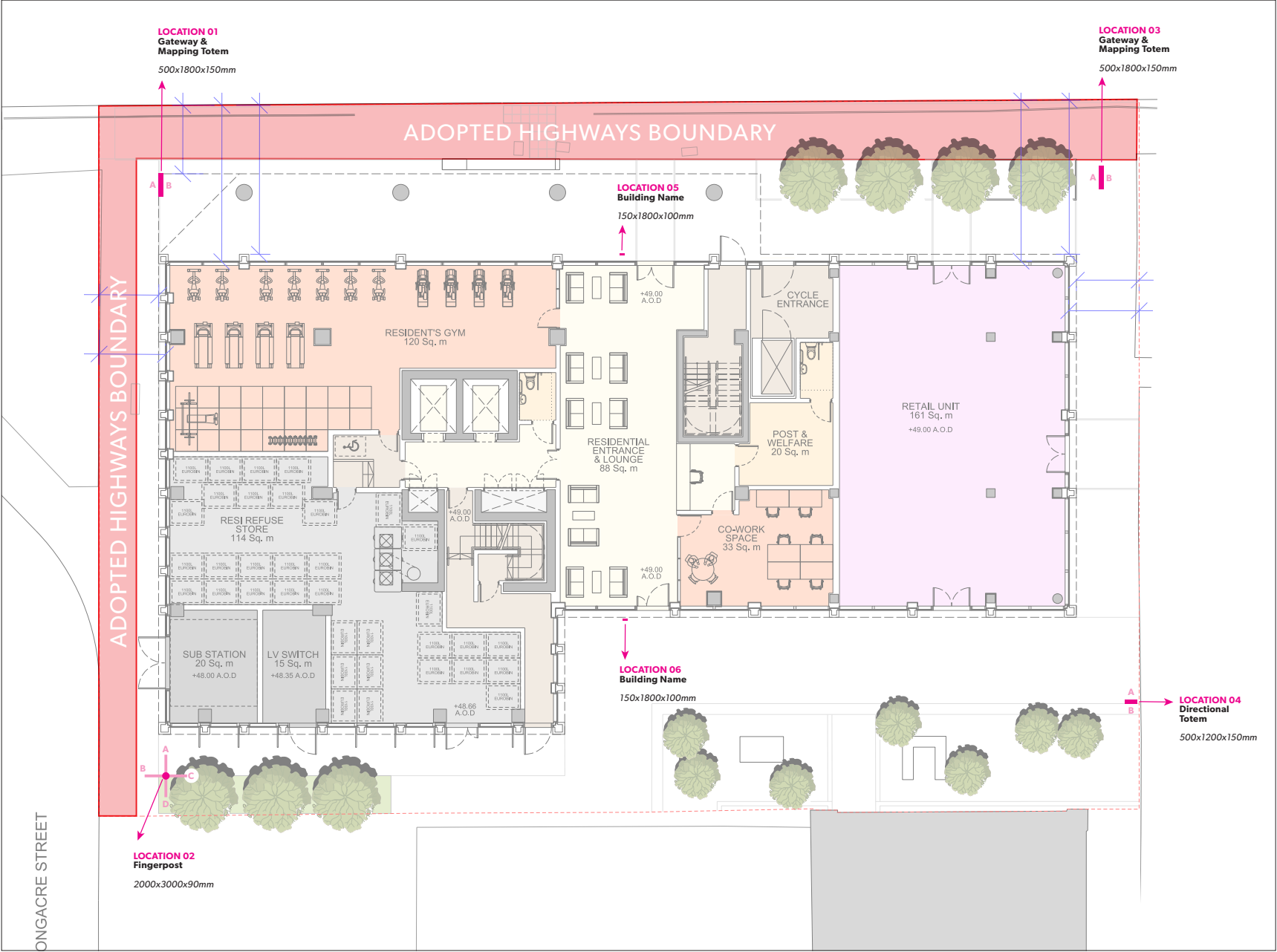
PORTUGAL STREET EAST SIGN LOCATIONS

- 1 Gateway & Mapping Totem
- 2 Fingerpost
- 3 Gateway & Mapping Totem
- 4 Directional & Mapping Totem
- 5 Building Name
- 6 Building Name
- 7 Fingerpost
- 8 Fingerpost
- 9 Fingerpost
- 10 Fingerpost
- 11 Directional & Mapping Totem
- 12 Gateway & Mapping Totem
- 13 Gateway & Mapping Totem



APPENDIX 01 VICTORIA HOUSE SIGN LOCATIONS

SIGN LOCATION PLAN



APPENDIX 01

VICTORIA HOUSE CONTENT SCHEDULE

SIGN CONTENT

Location No	Sign Type	Sign Content			
Location 01	Gateway & Mapping	<p>Side A</p> <p>Welcome to Piccadilly East</p> <p>Victoria House</p> <p>↑</p> <p>Victoria House Residential Entrance</p> <p>Leonardo Hotel</p> <p>←</p> <p>New Islington & Metro Icon</p> <p>Etihad Campus</p> <p>→</p> <p>Victoria House Main Entrance</p> <p>Public Square Name</p> <p>The Castings</p> <p>OPTION TO HAVE MAP</p>	<p>Side B</p> <p>Welcome to Piccadilly East</p> <p>Victoria House</p> <p>↑</p> <p>Ancoats</p> <p>Northern Quarter</p> <p>Ashton Canal</p> <p>↖</p> <p>Manchester Piccadilly Station & Icons</p> <p>City Centre</p> <p>←</p> <p>Victoria House Main Entrance</p> <p>Public Square Name</p> <p>The Castings</p> <p>→</p> <p>Etihad Campus</p> <p>New Islington & Metro Icon</p> <p>OPTION TO HAVE MAP</p>		
Location 02	Fingerpost	<p>Side A</p> <p>Victoria House Residential Entrance</p> <p>New Islington & Metro Icon</p> <p>Ancoats</p> <p>Etihad Campus</p>	<p>Side B</p> <p>Manchester Piccadilly Station & Icons</p> <p>City Centre</p>	<p>Side C</p> <p>Victoria House Main Entrance</p> <p>Public Square Name</p> <p>Leonardo Hotel</p>	<p>Side D</p> <p>The Castings</p> <p>Development B</p> <p>Development A</p>

APPENDIX 01

VICTORIA HOUSE CONTENT SCHEDULE

SIGN CONTENT

Location No	Sign Type	Sign Content			
Location 03	Gateway & Mapping	<p>Side A</p> <p>Welcome to Piccadilly East</p> <p>Victoria House</p> <p>←</p> <p>New Islington & Metro Icon</p> <p>Etihad Campus</p> <p>→</p> <p>Victoria House Main Entrance</p> <p>Public Square Name</p> <p>The Castings</p> <p>OPTION TO HAVE MAP</p>	<p>Side B</p> <p>Welcome to Piccadilly East</p> <p>Victoria House</p> <p>↑</p> <p>Ancoats</p> <p>Northern Quarter</p> <p>Ashton Canal</p> <p>Manchester Piccadilly Station & Icons</p> <p>City Centre</p> <p>←</p> <p>Victoria House Main Entrance</p> <p>Public Square Name</p> <p>The Castings</p> <p>Leonardo Hotel</p> <p>→</p> <p>Etihad Campus</p> <p>New Islington & Metro Icon</p> <p>OPTION TO HAVE MAP</p>		
Location 04	Directional & Mapping	<p>Side A</p> <p>Public Square Name</p> <p>↑</p> <p>The Avenue</p> <p>Development A, B & C</p> <p>Public Square Name</p> <p>↗</p> <p>The Castings</p> <p>→</p> <p>Victoria House Main Entrance</p> <p>Manchester Piccadilly Station & Icons</p> <p>MAP</p>	<p>Side B</p> <p>Public Square Name</p> <p>↑</p> <p>Victoria House Residential Entrance</p> <p>Etihad Campus</p> <p>New Islington & Metro Icon</p> <p>←</p> <p>The Castings</p> <p>Victoria House Main Entrance</p> <p>Manchester Piccadilly Station & Icons</p> <p>MAP</p>		

APPENDIX 01
VICTORIA HOUSE CONTENT SCHEDULE

SIGN CONTENT

Location No	Sign Type	Sign Content			
Location 05	Building Name	Victoria House Residential Entrance			
Location 06	Building Name	Victoria House Main Entrance			