

# RENOLD BUILDING

## WAYFINDING AND SIGNAGE

Strategy Report

# INTRODUCTION

The purpose of this strategy is to set out an external signage principle for Renold building at the ID Manchester development.

The neighbourhood area is undergoing transformations where there are plans to redevelop the public realm space, create better connections within the site and improve its wider connections to other city centre neighbourhoods.

The site will be redeveloped as a new mixed-use destination. The masterplan introduces new public realm spaces that stitch routes together, encouraging a sense of community and connection. A new brand will soon be launched to give the development an identity that reflects the neighbourhood.

This report summarises our analysis of the existing site and sets out proposals for external building signage for Renold.

## Aims and objectives

- Improve visibility and increase public awareness of ID Manchester & Renold and the facilities and services it contains
- Coordinate new signage at all entrances to increase their prominence and present a more coherent environment
- Develop a solution that fits the historic context and architecture of the building





# SITE CONTEXT

## Key Arrival Points

**Train**  
If arriving by train the closest stations to IDM are:

- Manchester Piccadilly Station
- Oxford Road Station

Other stations include: Deansgate, Victoria, and Salford Central to the West of the central core. Renold's North elevation is clearly visible when traveling by train between the much used route between Oxford Road & Piccadilly Stations

**Metrolink**  
If arriving by tram the closest stations to IDM are:

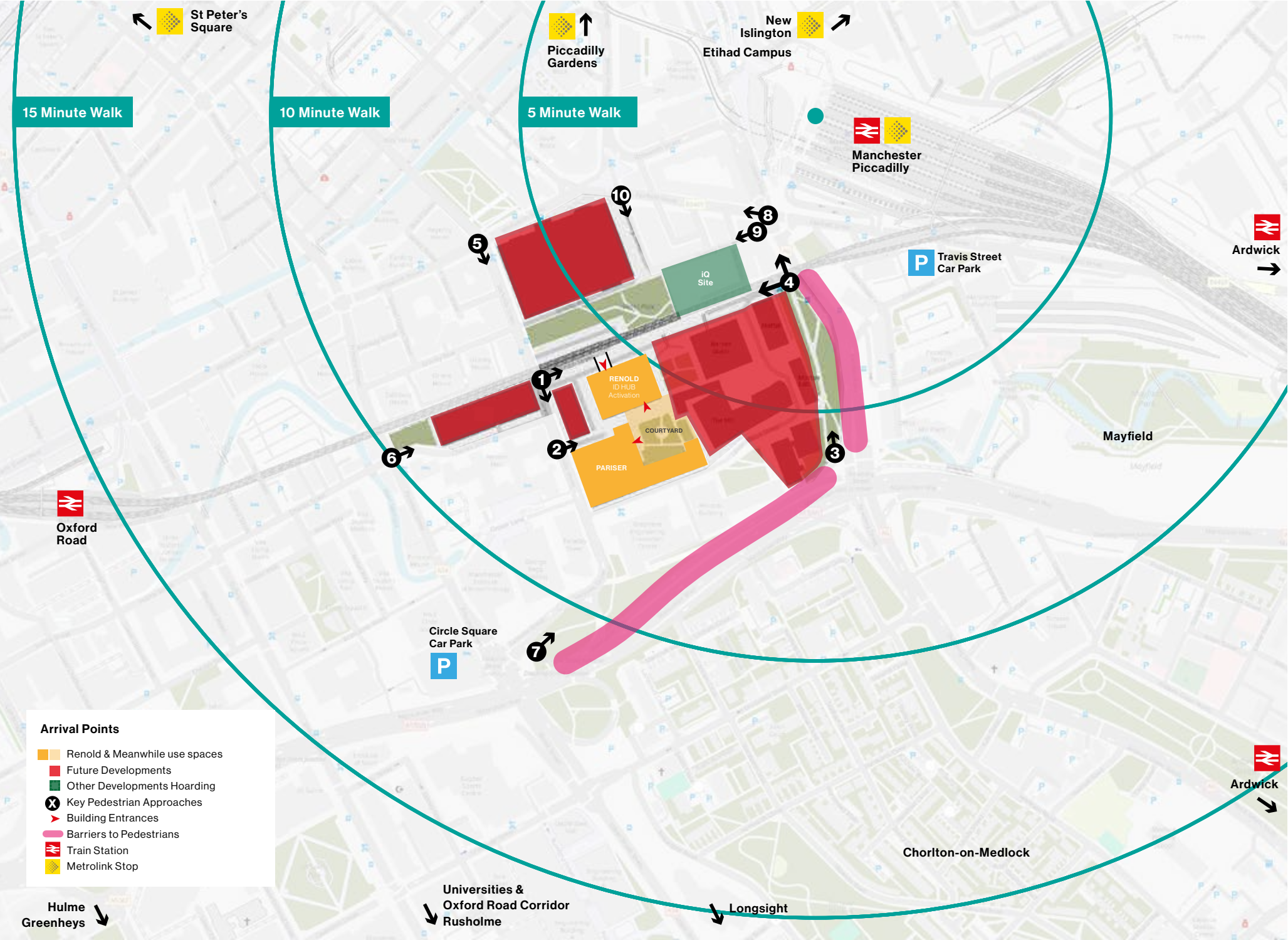
- Manchester Piccadilly Tram Stop
- Piccadilly Gardens Tram Stop
- New Islington Tram Stop

**Cars**  
The closest car parks are Circle Square or Travis Street, which has less capacity than Circle Square. However, visitors and users should be encouraged to arrive via active travel routes and public transport primarily.

**Key Pedestrian Approaches**  
We have identified key pedestrian approaches for building and site visibility.

1. Sackville / Altrincham St Junction
2. Renold Street. This is the key entrance to the meanwhile use spaces for pedestrians.
3. South East entrance from the A6
4. North East approach from Piccadilly
5. Whitworth / Sackville St Junction
6. Charles Street
7. Sackville St from Circle Square Car Park
8. Fairfield St from Piccadilly
9. Granby Row
10. Cobourg Street

We have shown walking distances here using in minutes to show the walk-ability from the stations.

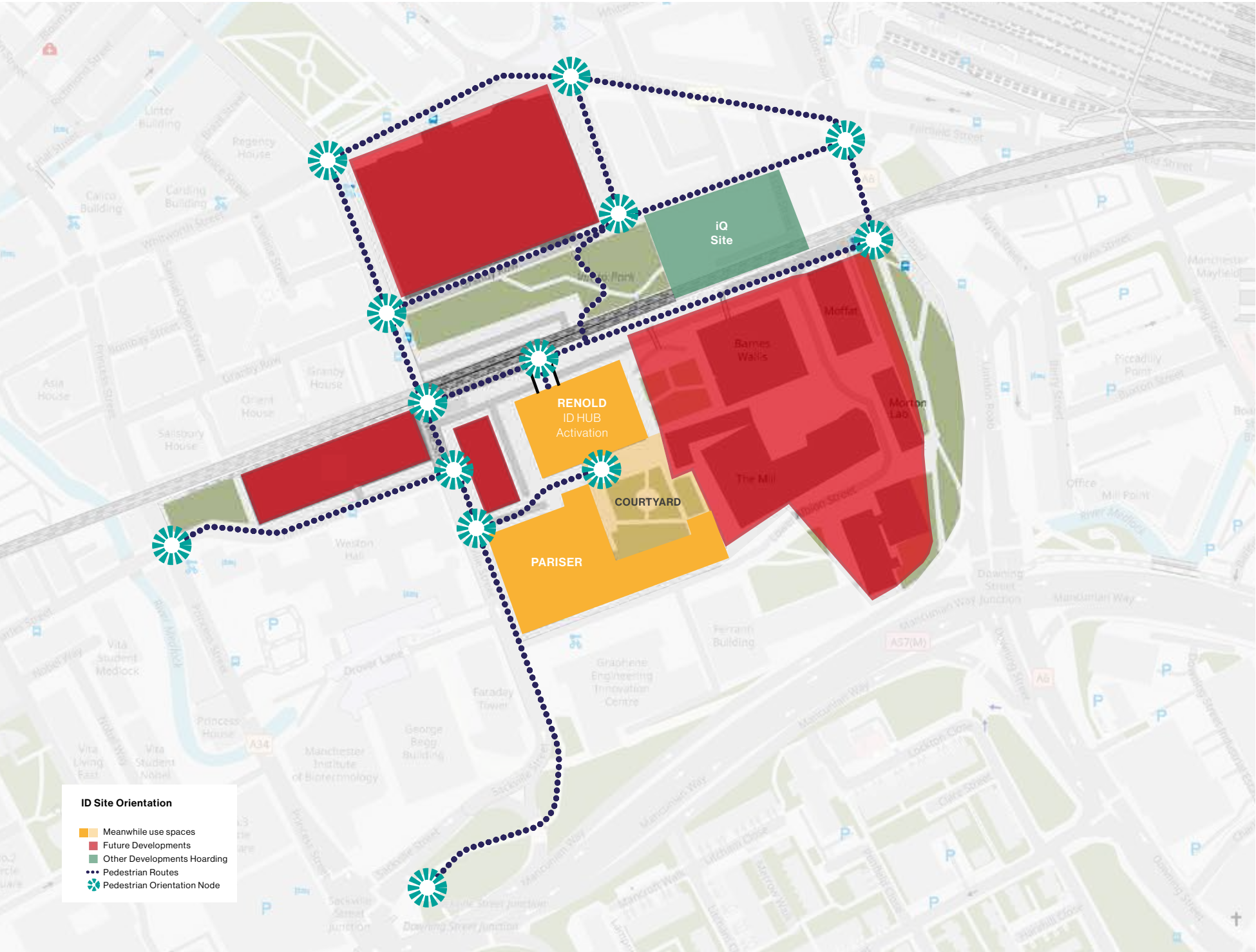


# PEDESTRIAN ROUTES

## Meanwhile Space Routes to Renold

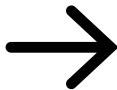
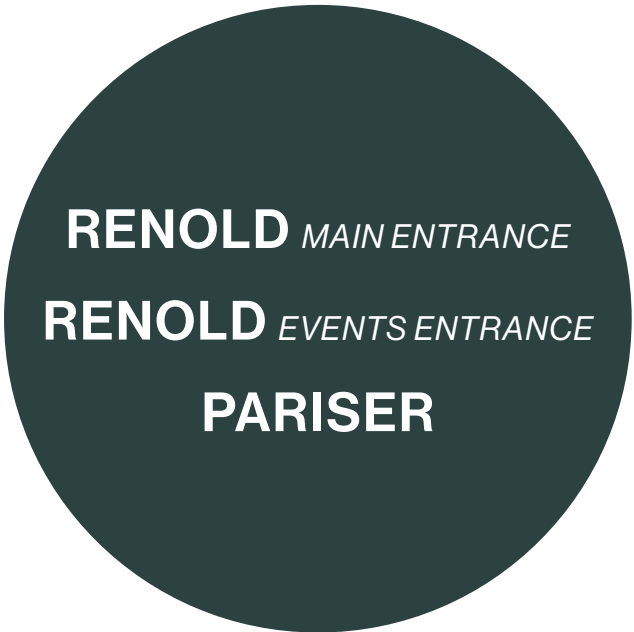
Once a user has arrived at the perimeter of the site, and have been directed to Sackville Street, they will then need information to get them to the Meanwhile space courtyard, from which directional signage should pick them up and take them to the correct building entrance.

At Renold the specific requirement to direct some users to the bridge entrance for events and the cafe space and others to the main entrance will need to be considered in the wayfinding.



STAGE 1 (2024 - 2025)

ID SITE BOUNDARY



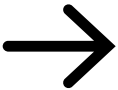
RENOLD INTERNAL WAYFINDING

PARISER INTERNAL WAYFINDING

COURTYARD

STAGE 2 (APPROX. 2025 ONWARDS)

CITY CENTRE  
PICCADILLY STATION  
OXFORD ROAD STATION  
METROLINK STATIONS  
CIRCLE SQUARE  
MAYFIELD  
ARDWICK  
HULME  
UNIVERSITIES  
OXFORD ROAD CORRIDOR



Information Hierarchy

It's vital to the success of a wayfinding strategy that a hierarchy of information is adopted. The aim is to disclose information progressively to help the user reach their destination without confusion and information overload.

As the site sits adjacent to wider neighbourhoods and should be seen as its own 'neighbourhood' even in Phase 1 & 2 as other developments on site are progressed, signs on approach should first direct users to 'IDM' to help build a sense of place and reinforce the identity of the area. Then as the user progresses closer to the site entrances, key destinations like Renold (entrance 1 or 2) and Pariser etc. should then be identified. Within stage 1, as the new naming and brand will not be released until later in the year, our proposal is to direct visitors to the named buildings from the site boundary, then when the new naming and brand has been implemented, the signage from wider area nodes should direct to the site as a whole.

# RENOLD - EXTERNAL ANALYSIS

## Arrival

There are two entrances to Renold Building via Renold Street and an events entrance over the footbridge from Altrincham Street. New signage is required to announce both entrances and disclose which is the main entry point and which is the events entrance. The sign design should follow the new brand design principles to reinforce the new brand.

 Potential Signage Zones



Arrival Elevation - South Entrance



Main Entrance - South Entrance



Events Entrance - Altrincham Street

# 2

## SIGN REQUIREMENTS



Accessibility

Clear and concise icons, type and arrows play a crucial role in assisting visitors with accessibility needs. When it comes to navigating an unfamiliar environment, icons and large graphics are highly effective in guiding individuals.

For an inclusive wayfinding strategy there are a number of considerations needed to accommodate a wide range of disabilities, and what works for one group will not be so good for others, so the solution that considers the following range of issues:

- Sign types
- Sign sizes
- Positioning
- Sign content hierarchy
- Pictograms / Iconography
- Typeface, size and layout
- Colour and contrast
- Illumination and glare

The colour and finish should create a good level of contrast and fit within the environment, and the aim is to ensure any new wayfinding infrastructure works together as a combined `system`. The colours should provide a good contrast between the legends and background. Black and white provides the greatest contrast but can sometimes be a problem due to the extreme contrast.

Careful positioning of signage provides easier access and reduces potential hazards, particularly for people with visual impairments. Clearly defined routes should be planned for pedestrians. The use of tonal contrast and/or textural changes in sign hardware, logical grouping of street furniture, and effective lighting to define routes are effective ways to create accessibility friendly wayfinding.

Consideration has to be taken to avoid where possible placing signage where it causes problems for people with sight impairments or obstructs the passage of wheelchair users, if signage has to be located within access routes, they should be clearly identified, for example using contrasting colour and luminance with the background against which they will be seen.

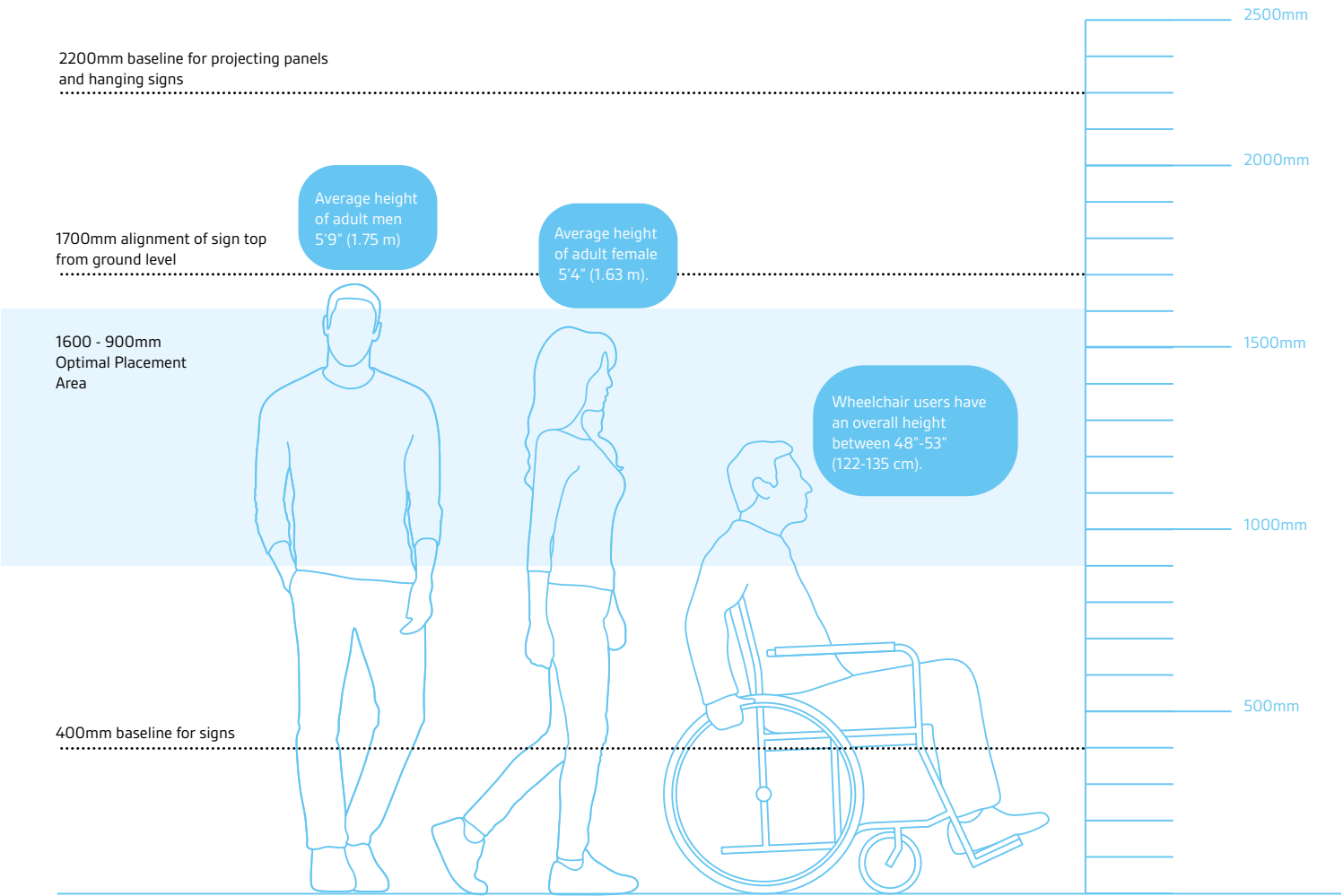
Free-standing posts within access routes should incorporate a band of contrasting colour and be no less than 2400mm to the base of the first projecting finger.

Flexibility of Information

The purpose of establishing a hierarchy of information is to create flexible spaces that can be identified by stable and consistent naming protocols, which help people navigate without confusion. The delivery of information can be tailored to the needs of different events, and sign family design should include features that allow for easy updates of information, reducing cost implications. Fixed information can be permanently signed, while information that is likely to change should be designed for easy updates.

Consistency of Information

Terminology should be consistent, the naming used in mapping and should also be used to identify the space on directional hardware / interventions, and at destination entry points. There is an element of flexibility required in the wayfinding for spaces to adapt to the various phases as they are developed. It is essential to incorporate this flexibility into the signage design, so that the spaces can effectively adapt and the flexibility of the scheme becomes an integral part of the solution.







PROPOSED DESIGN - HIGH LEVEL

RENOLD BUILDING

**Design Intent Drawing:** DID\_IDM\_EXT-ST-00  
**Sign Type:** EXT-ST-00 - High Level Building Identifier - Halo Illuminated  
**Scale:** 1:20 @ A2 - DNS from this drawing

**Quantity:** x1  
**Location:** North Elevation

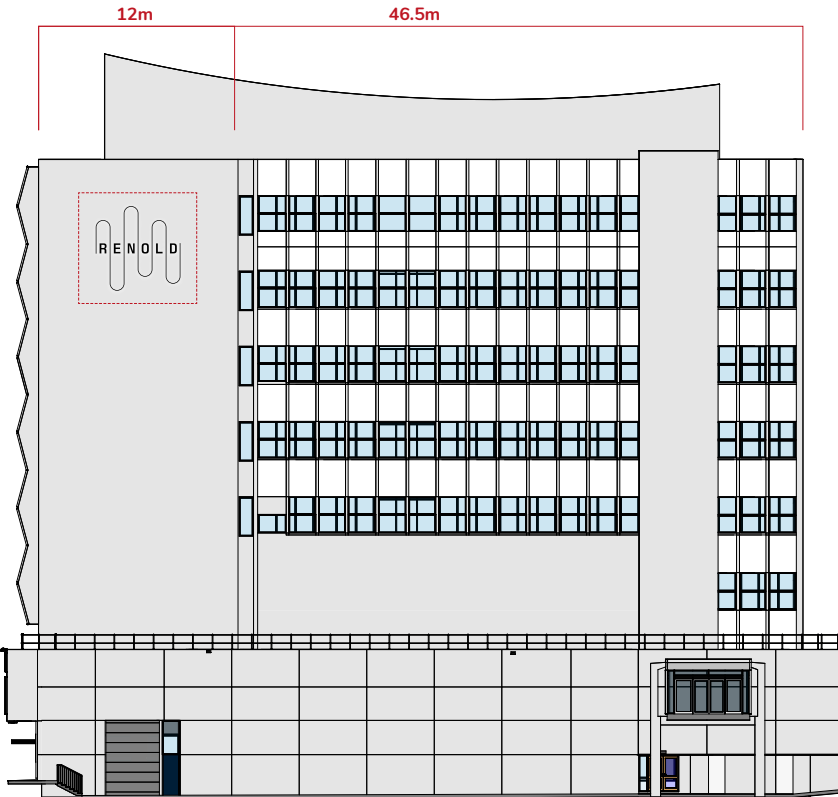
Requires a 3 core power supply with a means of isolation, to place transformers through the wall facade, feed locations TBC  
Manufacturer to confirm requirements for power and detailed fixing method to building facade.

**EXT-ST-00**  
5m x 5m built-up lettering and logo with 50mm return depth, with opal acrylic backer and to incorporate LEDs for back-lit illumination.  
Mounted using stand-off rods to give halo effect.

4mm opal makrolon SUNKEN backtrays fitted on half bracket fixings with rear spacers, internal halo WHITE 12v LED illumination, 4854mm x 4854mm with 50mm deep returns, Built-up flat faced 0.9mm descaled s/s letters coated one std RAL colour, 4mm opal makrolon SUNKEN backtrays fitted on half bracket fixings (M4 pan head screws) with rear spacers, internal halo WHITE 12v LED illumination, 618mm high 'R'

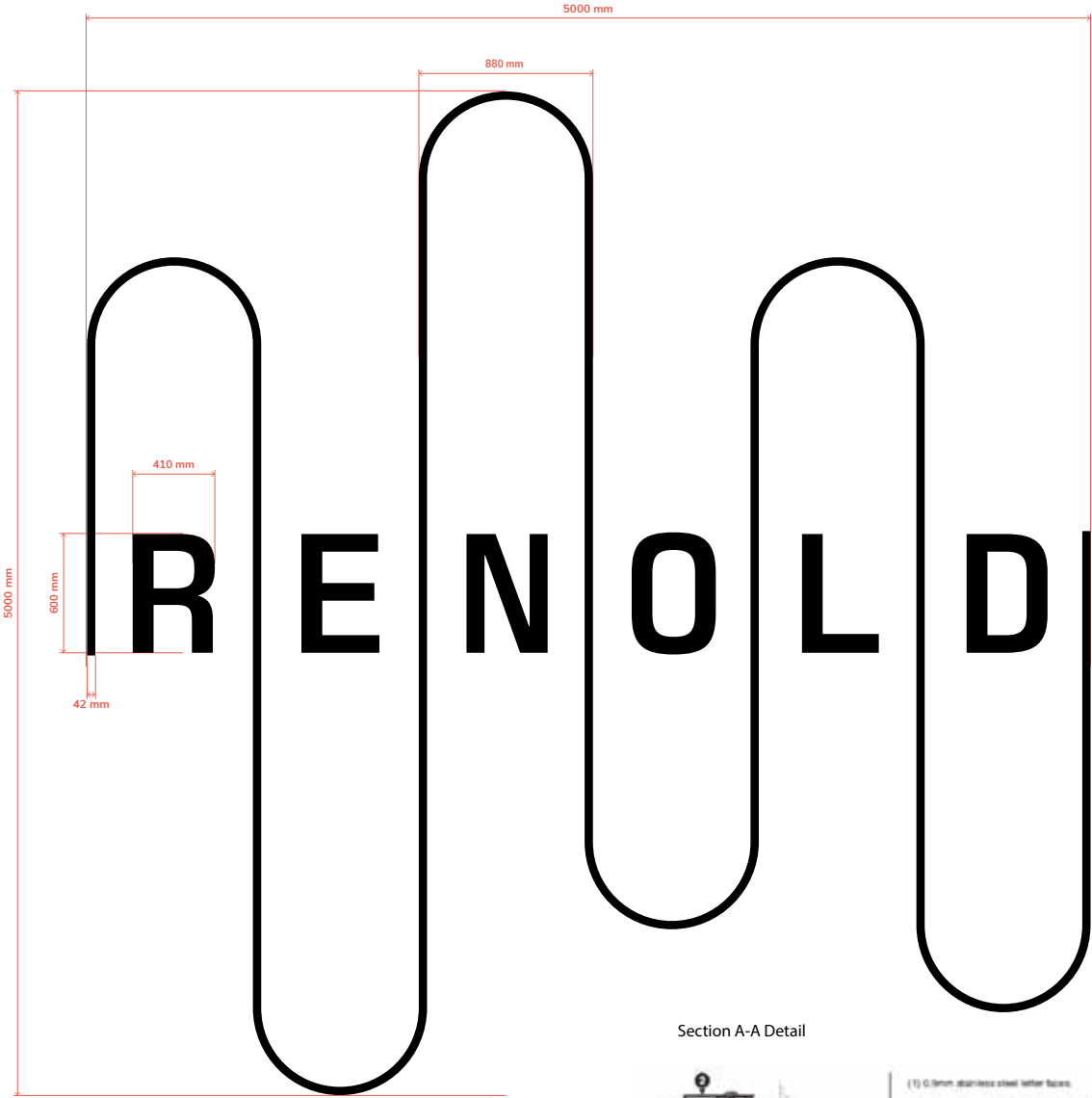
Hilti HUS6 - H6 Concrete screw anchor fixing

Not to exceed 500 Cdm² - Suggested 200-300 Cdm² - Suggest dimmer to be added to lower the illumination as required.  
Daylight white 4000k

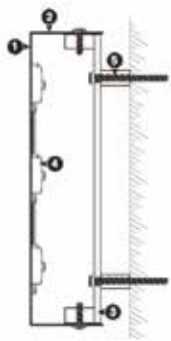


- GENERAL NOTES
- This drawing is provided to exhibit design intent only
  - Shop drawings supplied by the manufacturer and approved by Wayfinding Consultant and Client are to provide the final specification document for this sign. Shop drawings to indicate fabrication and fastening methods approved by a qualified engineer. Alternative construction that does not change the intended appearance of sign will be considered but will require full client approval.
  - All sign content shown is for visualisation purposes only. All final content will be unique to its location, approved artwork will be supplied to manufacturer by VWayfinding Consultant.
  - All dimensions are in millimetres - do not scale from this drawing.
  - Manufacturer to ensure stability and build ability aspects suitable to local ground conditions and wall structures.

FRONT ELEVATION

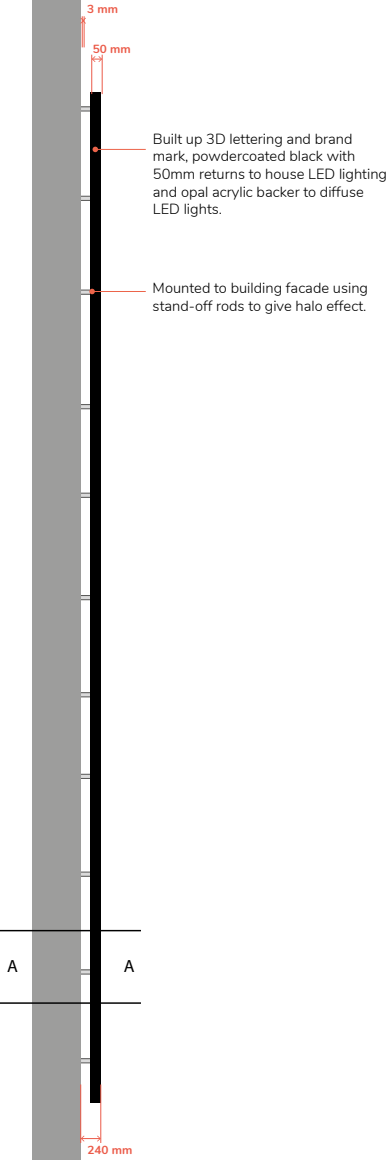


Section A-A Detail



- (1) 0.9mm stainless steel letter faces.
- (2) 0.9mm stainless steel returns, spigotted to rear of letter faces.
- (3) 4mm makrolon backtrays fitted on clear acrylic blocks.
- (4) Internal LED modules mounted to inside of letter face to produce halo illumination.
- (5) Letters fixed with M4 fixings and spaced off with 20mm half brackets

SIDE ELEVATION



# PROPOSED DESIGN - MID LEVEL

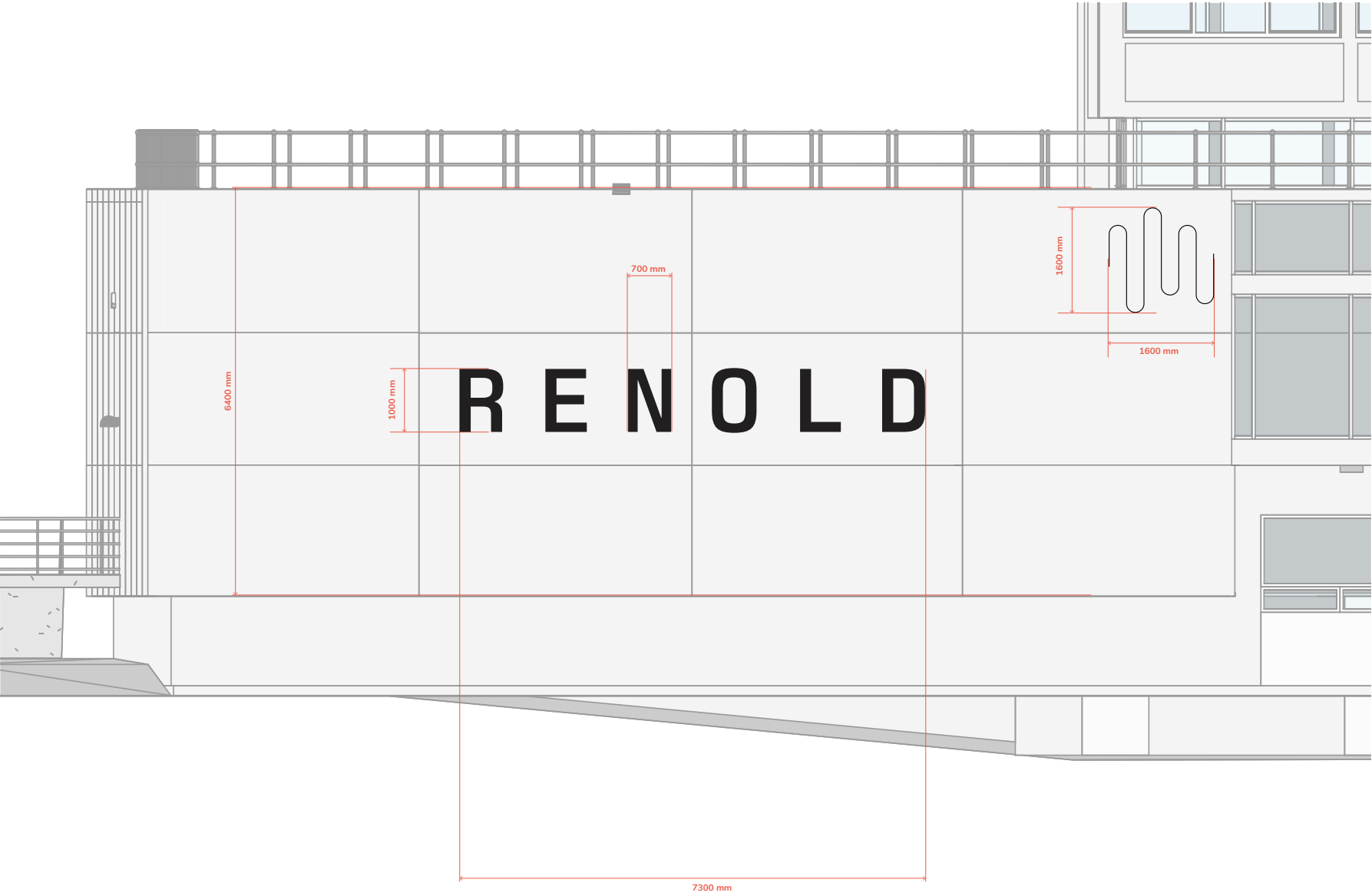
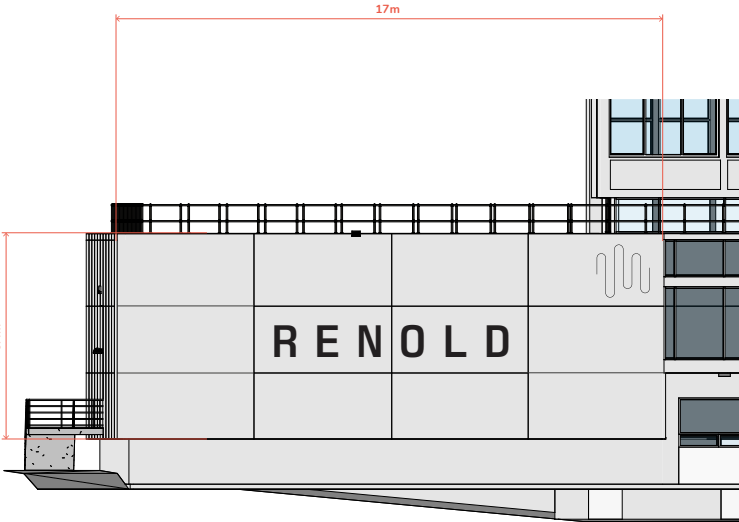
## RENOLD BUILDING

**Design Intent Drawing:** DID\_IDM\_EXT-ST-01  
**Sign Type:** EXT-ST-02b - Mid Level Building Graphic  
**Scale:** 1:50 @ A2 - DNS from this drawing

**Quantity:** x1  
**Location:** South Elevation

**EXT-ST-01**  
Painted application to building facade.

## FRONT ELEVATION



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# PROPOSED DESIGN - ENTRANCE 1

## RENOLD BUILDING

**Design Intent Drawing:** DID\_IDM\_EXT-ST-02b-NF  
**Sign Type:** EXT-ST-02b - Mid Level Building Identifier (North Facade)  
**Scale:** 1:50 @ A2 - DNS from this drawing

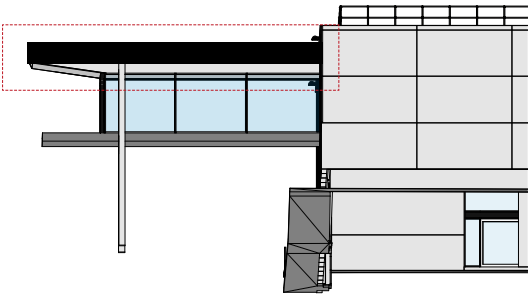
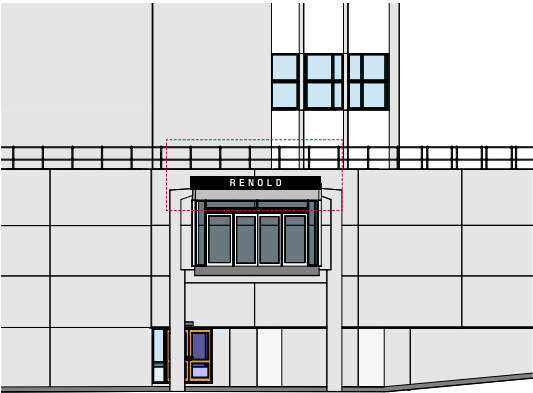
**Quantity:** x1  
**Location:** North, west, east Elevations

**Requires power source - Manufacturer to confirm requirements for power and detailed fixing method to building facade.**

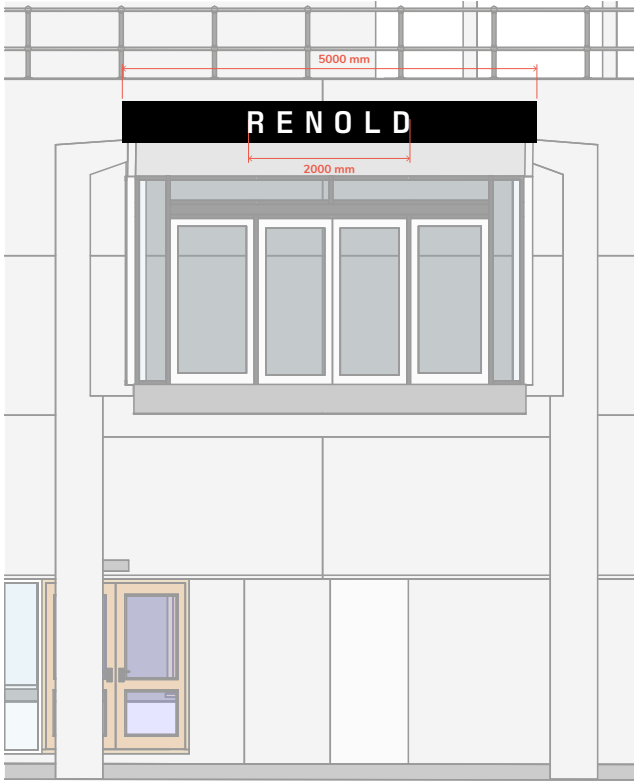
### EXT-ST-02b - North Facade

Folded 2mm aluminium panel 12,250mm + 5000mm + 12,250mm x 500mm x 30mm deep returns LANDSCAPE (in 12 sections, including 2no mitred corners) coated one std RAL colour with top & bottom fixing rails, Panel mounted built-up flat faced 0.9mm descaled s/s letters coated one std RAL colour with rear stud fixings, 265mm high with 30mm deep returns.

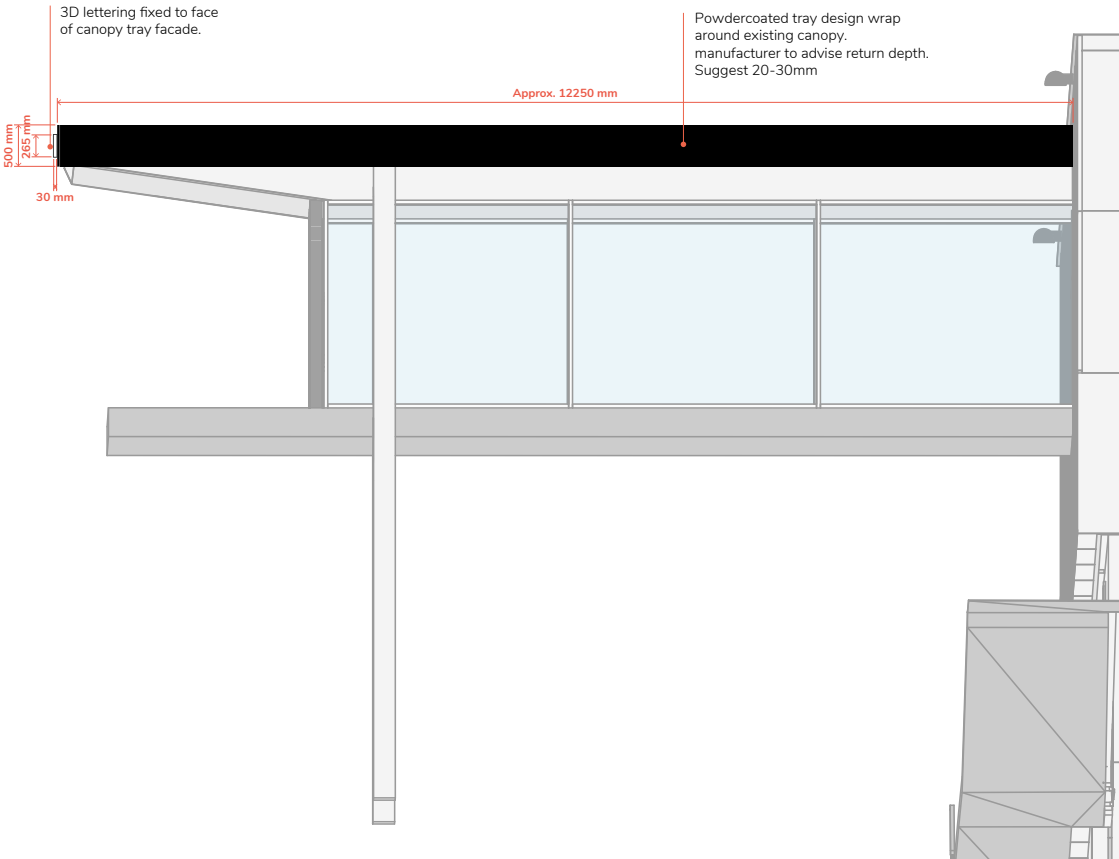
Built-up flat faced 0.9mm descaled s/s letters coated one std RAL colour with rear stud fixings, 265mm high with 30mm deep returns.



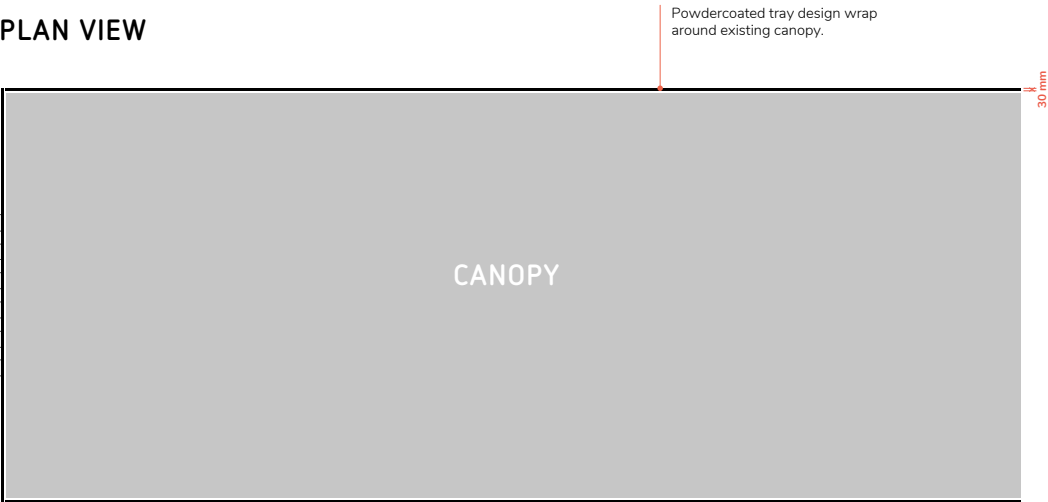
## FRONT ELEVATION



## SIDE ELEVATIONS



## PLAN VIEW



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# PROPOSED DESIGN - ENTRANCE 2

## RENOLD BUILDING

**Design Intent Drawing:** DID\_IDM\_EXT-ST-02b-SF  
**Sign Type:** EXT-ST-02b - Mid Level Building Identifier (South Facade)  
**Scale:** 1:50 @ A2 - DNS from this drawing

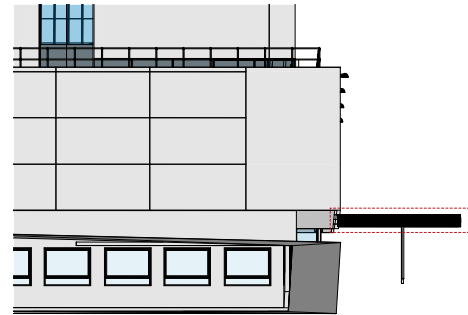
**Quantity:** x1  
**Location:** South, west, east Elevations

Manufacturer to confirm requirements for detailed fixing method to building facade.

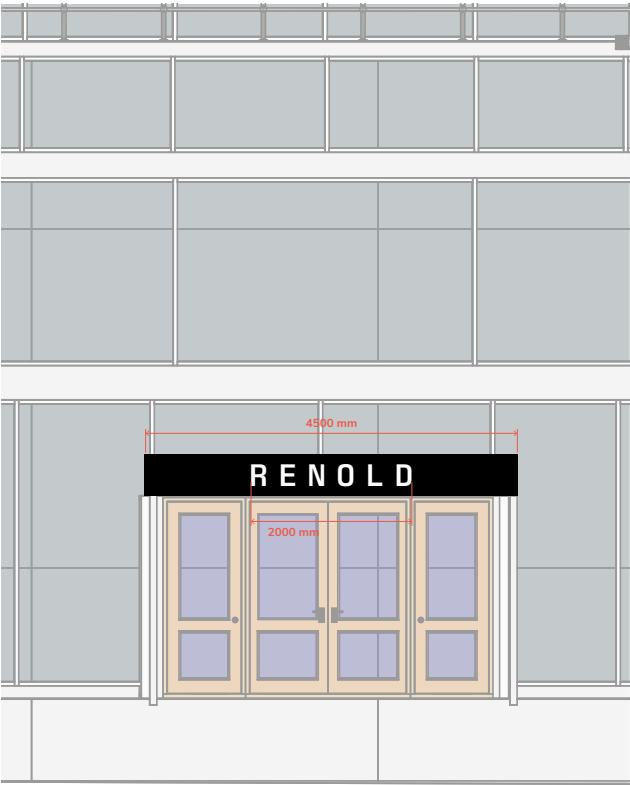
### EXT-ST-02b - South Facade

Folded 2mm aluminium panel 12,250mm + 5000mm + 12,250mm x 500mm x 30mm deep returns LANDSCAPE (in 12 sections, including 2no mitred corners) coated one std RAL colour with top & bottom fixing rails, Panel mounted built-up flat faced 0.9mm descaled s/s letters coated one std RAL colour with rear stud fixings, 265mm high with 30mm deep returns.

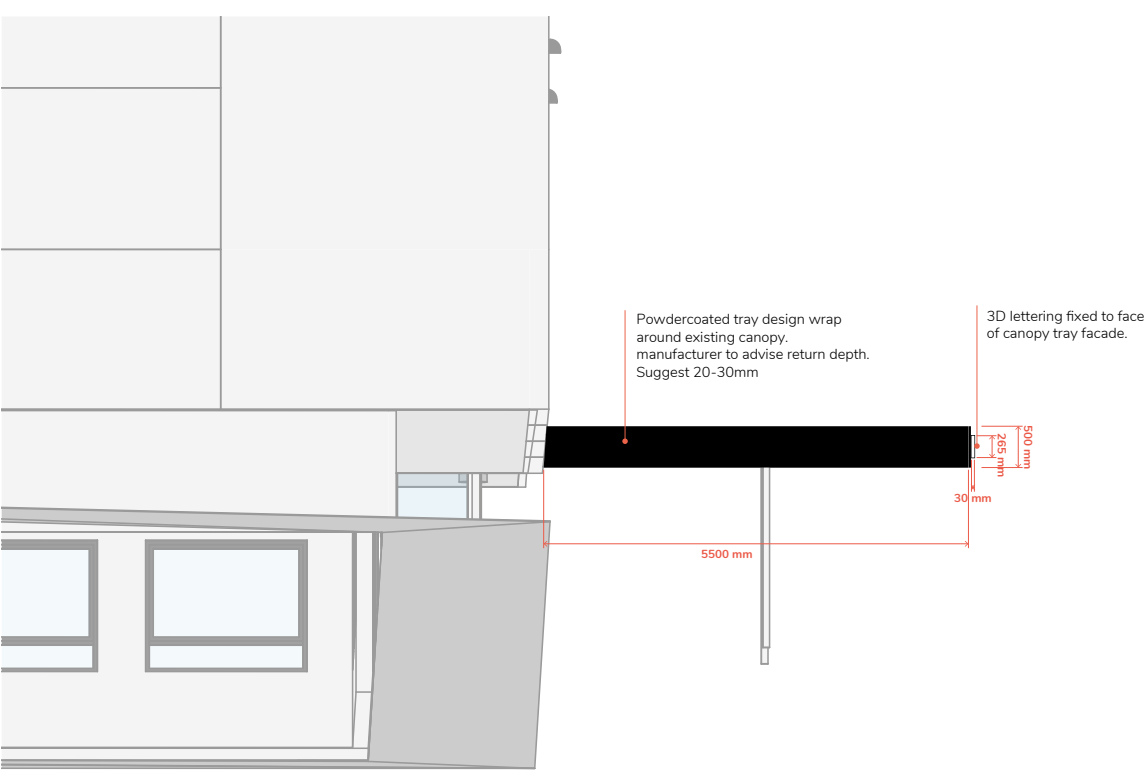
Built-up flat faced 0.9mm descaled s/s letters coated one std RAL colour with rear stud fixings, 265mm high with 30mm deep returns.



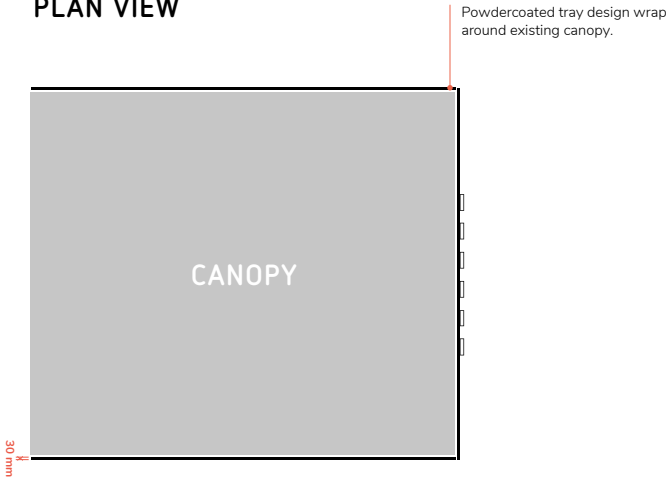
## FRONT ELEVATION



## SIDE ELEVATIONS



## PLAN VIEW



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PROPOSED VISUALS

EXISTING



PROPOSED



PROPOSED VISUALS

EXISTING



PROPOSED



PROPOSED VISUALS

EXISTING



PROPOSED

