

Wayfinding, Signage and Graphics

Part A: Venue Wayfinding Survey

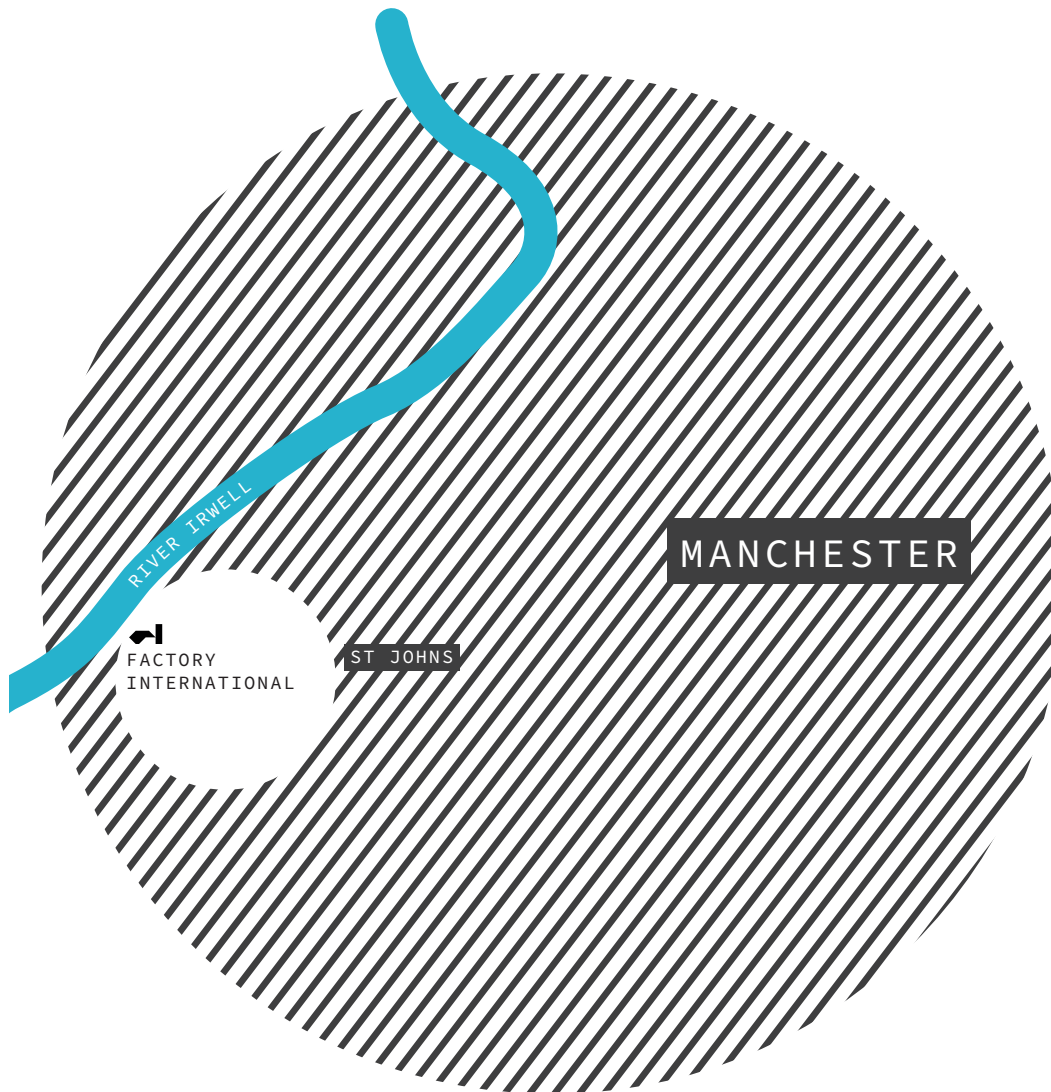
Issue 10/05/23
Revision 01

factory
international

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Part A of this project focuses on the development of a wayfinding strategy for Factory International. The primary goal of this strategy is to create a flexible signage system that guides users to the new venue located in the St. John's neighbourhood, while also providing a sense of arrival and helping visitors find their way from the street to their destination.

Our approach involves a comprehensive consideration of wayfinding, including the approaches to Factory International, site identification, and navigation within the building. This strategy is designed to work in harmony with the St. John's neighbourhood wayfinding project and will be a connected system of information.

To enhance pedestrian legibility to Factory International, we will also incorporate cues from the landscape and architecture into the strategy. This coordinated initiative will help users understand the environment and improve their overall wayfinding experience.



The wayfinding strategy is designed to support and complement the design of the building. Our aim will be to build on the work of architect Ellen van Loon of the world leading practice OMA.

The building breaks away from traditional typologies and provides versatile spaces that flex to the needs of the performances that will occupy the space.

The wayfinding strategy will need to be built with ultra flexibility to be supportive of the changing nature of the spaces and their functions. The information hierarchy will need to provide a structure to how and when informative should be delivered to make the building legible for all users at all times.

By analysing and understanding the particular wayfinding issues that Factory Internationals signage will need to address, we will be able to develop an effective and coordinated wayfinding solution.

factory international

Factory International is a unique, large-scale, technologically advanced and ultra-flexible arts space designed to enhance the UK's cultural reputation and output. The developments offer is unique to Manchester, from its architecture, to the function of the spaces, to the people that will occupy and visit the venue. The visual representation below presents a contextual depiction of imagery and words that describes Factory International.



Arrival by Car

There is no provision for on-site parking at Factory International.

Maximum walking distances for people traveling by car will vary depending on circumstance. According to a study the maximum walking distance accepted for arenas is a walking distance of approx 7 mins, we have highlighted the car parks within a 10 minute walking radius of Factory International with a parking capacity of 100+ spaces.

The Factory website provides sufficient information for pre-visit users.

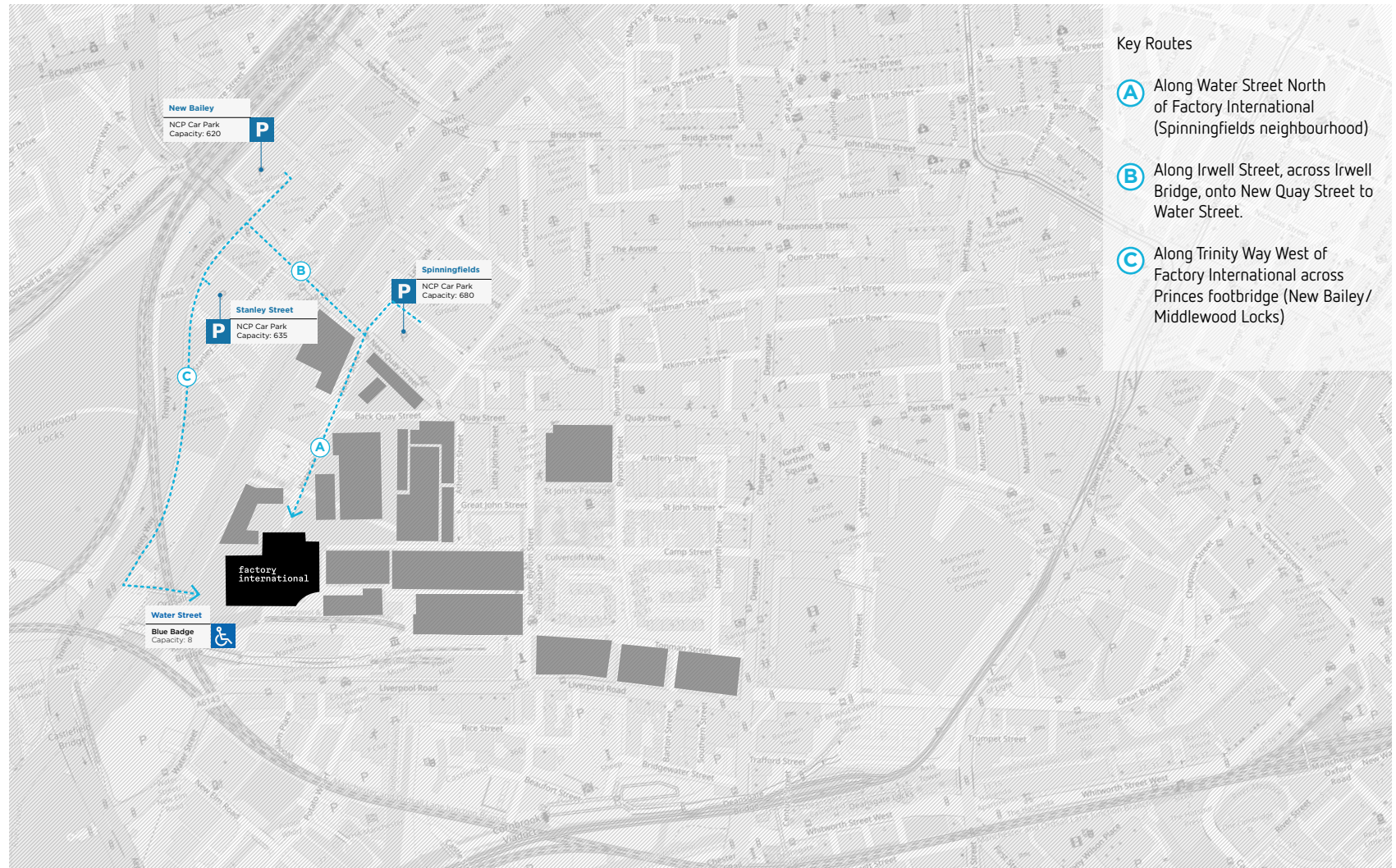
P Stanley Street
NCP Multi-Storey - 635 spaces

P Spinningfields
NCP Multi-Storey - 680 spaces

P New Bailey
NCP Multi-Storey - 620 spaces

Blue Badge Parking
There will be 8 Blue Badge spaces on Water St, south of the building. As Water Street will be closed under Factory International, these are accessed from Liverpool Road.

Additionally Blue Badge holders can park in any available on-street bay.



Key Routes

- A** Along Water Street North of Factory International (Spinningfields neighbourhood)
- B** Along Irwell Street, across Irwell Bridge, onto New Quay Street to Water Street.
- C** Along Trinity Way West of Factory International across Princes footbridge (New Bailey/Middlewood Locks)

Train

If arriving by train the closest stations to Factory International are:



Salford Central station



Deansgate station

There are also stations: Victoria, Piccadilly and Oxford Road. Manchester

Metrolink

If arriving by tram the closest stations to Factory International are:



Deansgate-Castlefield tram



St Peter's Square tram

The Factory website provides distances using miles. It would be better to provide walking distances in minutes to encourage walkability from the stations.

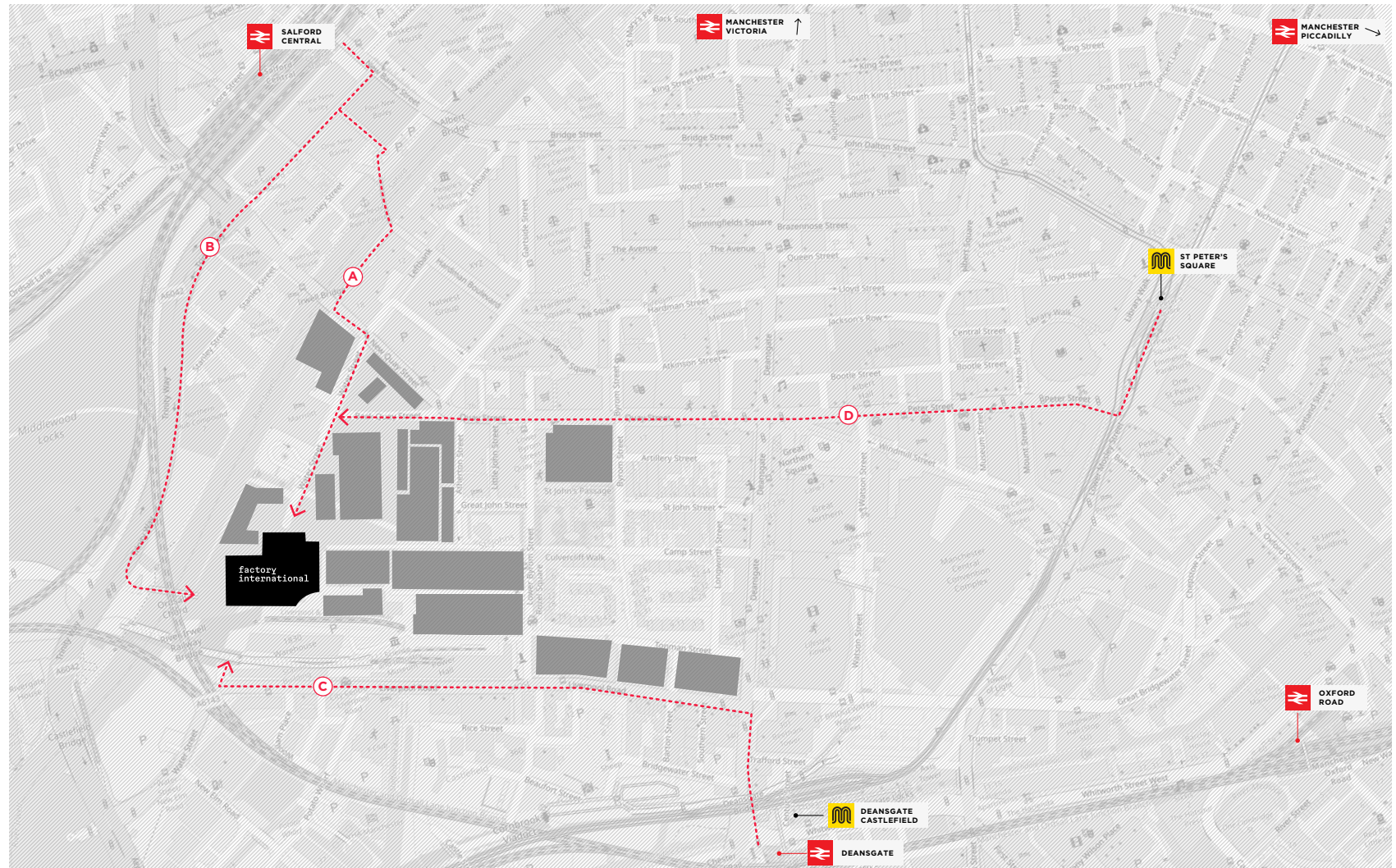
Key Routes

A Through New Bailey > across the Irwell Footbridge > into Spinningfields > onto Water Street North of Factory International

B Through New Bailey > Along Trinity Way West of Factory International across Princes footbridge (New Bailey/ Middlewood Locks)

C Along Deansgate onto Liverpool Road > onto Water Street South of Factory International

D St Peter's Square > onto Peter Street > onto Water Street North of Factory International.



Arrival by

Bus

There are 14 bus routes into Manchester which pass within 500m of Factory International. We have highlighted the surrounding bus stops. Many Routes connect with key routes from Car Parks or the Rail Stations.

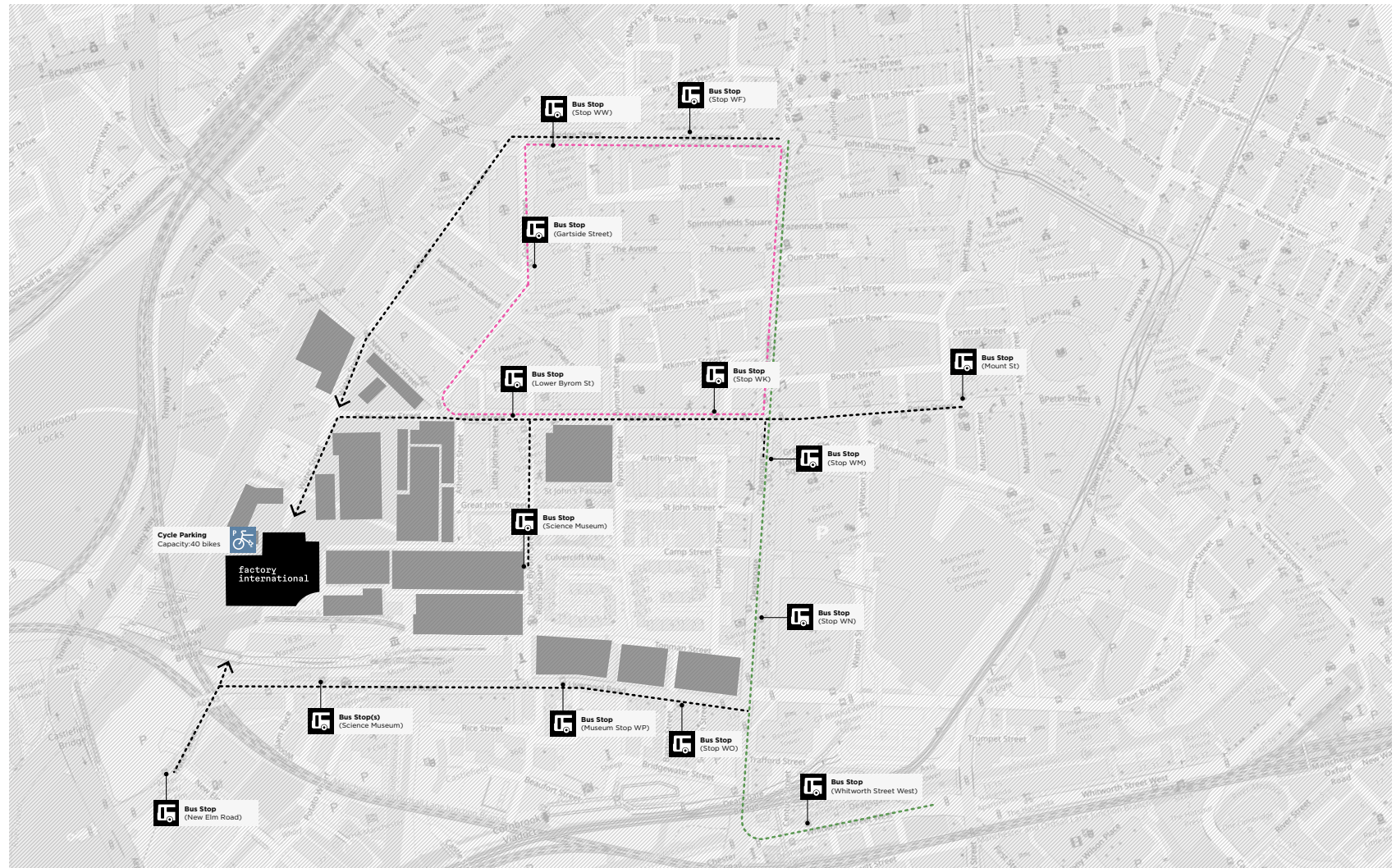
The Metroshuttle buses are free bus services that operate around the city centre.

- Route 1 passes the North end of Water Street along Quay Street.
- Route 3 passes the Eastern end of Liverpool Road.

Cycle

There will be under cover space for 40 bikes to be secured at Factory International.

Cycle parking should be clearly identified on site. Additional mapping maybe a helpful tool for pre-visit planning that could appear on the website.

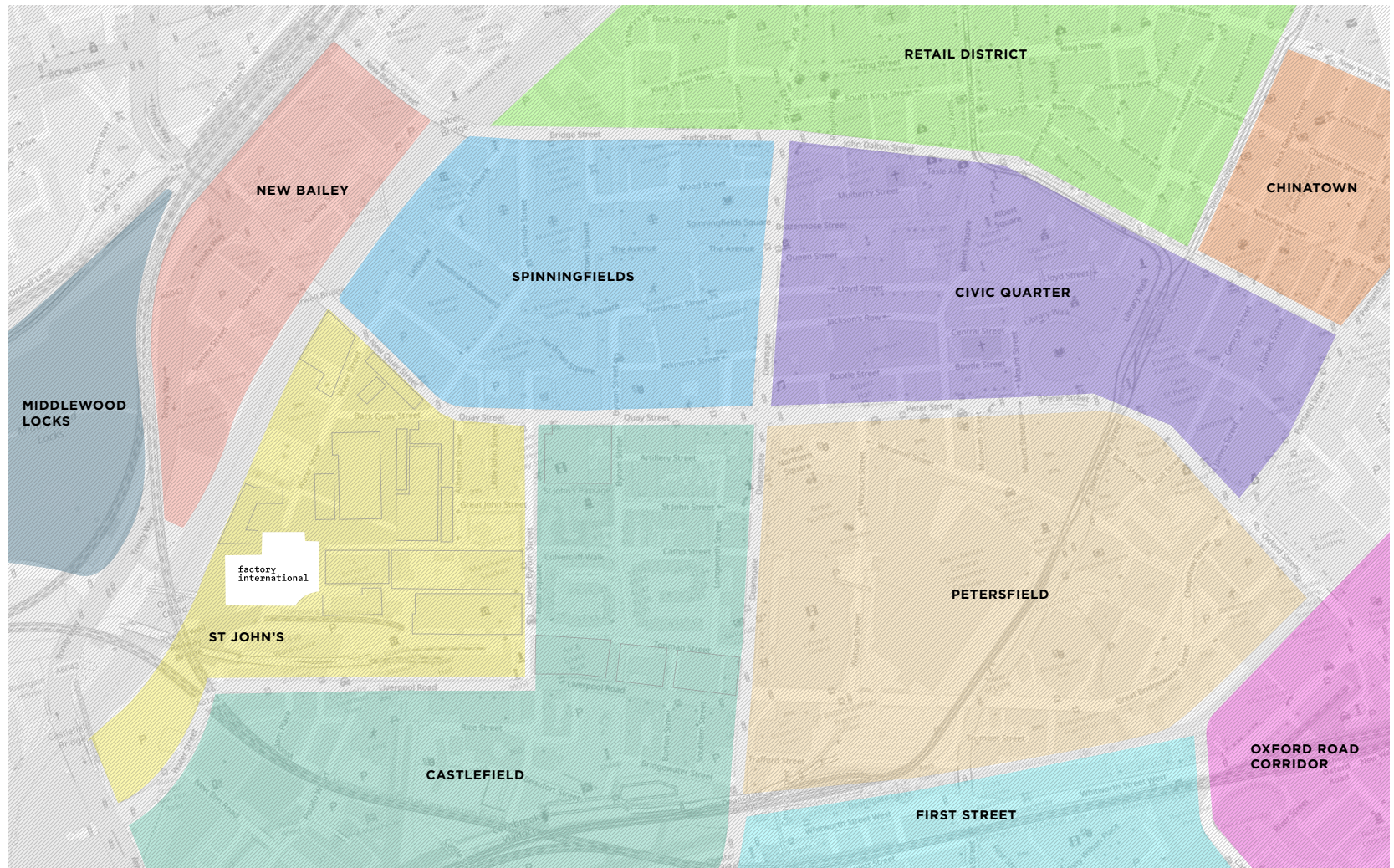


St John's is a new neighbourhood for enterprise, culture and living that sits within Manchester City Centre.

Allied London have redeveloped the old Granada estate presenting an opportunity for a new thriving mixed use, retail, office and leisure neighbourhood, better connecting Spinningfields, Castlefield and Salford.

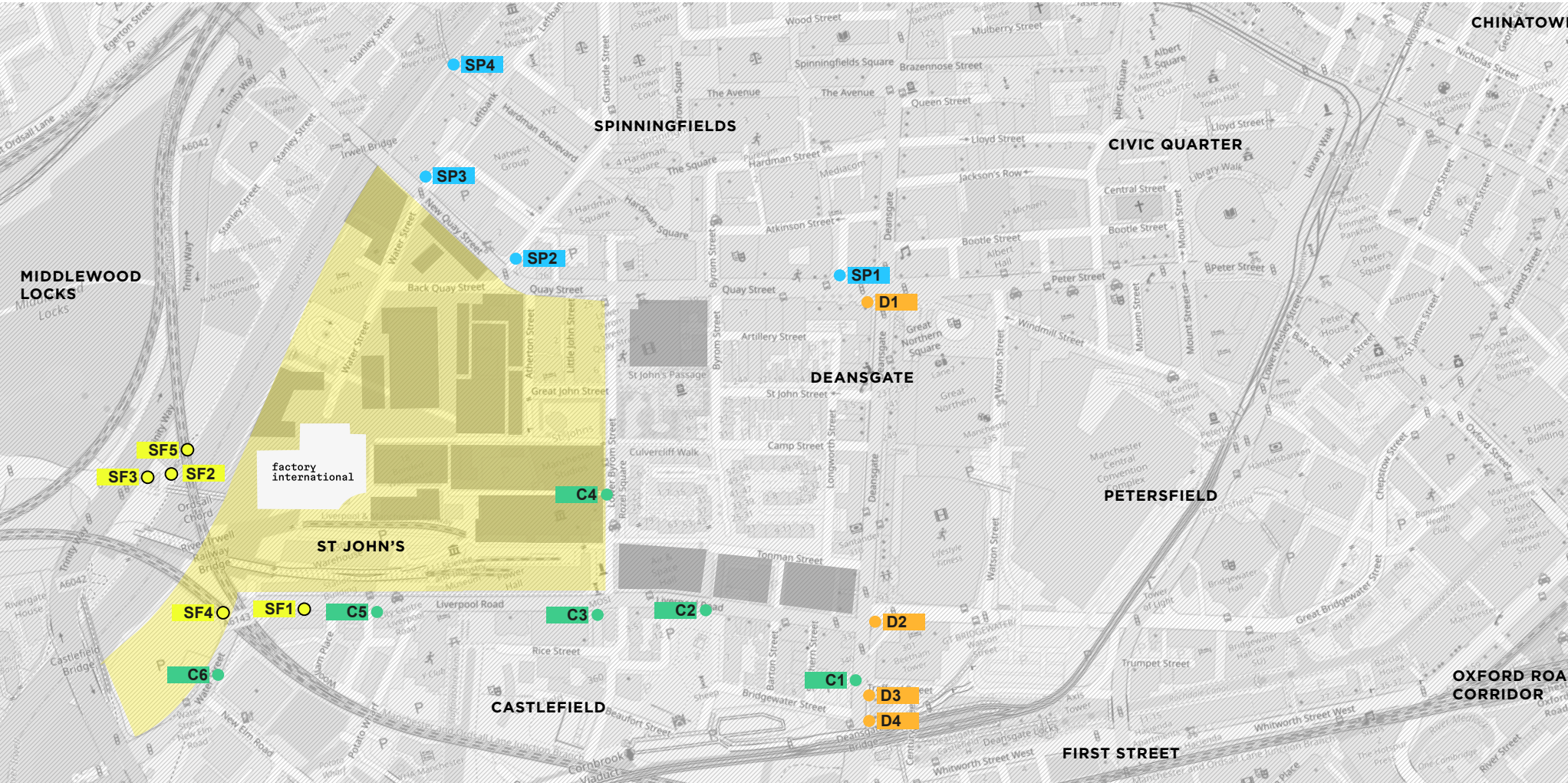
The neighbourhood will build on the site's history and be developed into a place orientated around people allowing community to thrive.

Factory International sits on the Water Street section of the development and is being built with adjacent new plots including Union - a new residential development and River Green - a River restaurant with terrace dining experience.



We have audited the surrounding pedestrian and cycling wayfinding located in the connecting neighbourhoods. We have identified several different signs. Three are Manchester City Council fingerpost systems with varying finials that change depending on the street/ neighbourhood you are in. Spinningfields signs are bespoke to the neighbourhood brand and Salford City Centre have a stylised system. We have made suggestions on locations where Factory International could be signed to.

For more detail see Appendix A.



WATER STREET - NORTH OF FACTORY

The route to Factory International from the North will be the primary approach route from the City Centre. The building elevation is visible from the top of Water Street, those who recognise the building will use this as a landmark. There is no capacity for high level signage on the building facade to reinforce identity as part of this project. However St John's wider wayfinding signage should direct people from the top of Water Street. The approach route will lead into the City Square and the Underpass. There is provision within the digital signage scheme to have screens inlaid into the columns to create a focal point, this will create a gateway opportunity for the building that will create a sense of welcome and orientation from approach. There is also poster opportunity along Water Street that would benefit from being utilised for further reinforcing navigation to the building. Additional wayfinding should be considered at human scale to identify named spaces.



FOOTBRIDGE- EAST OF FACTORY

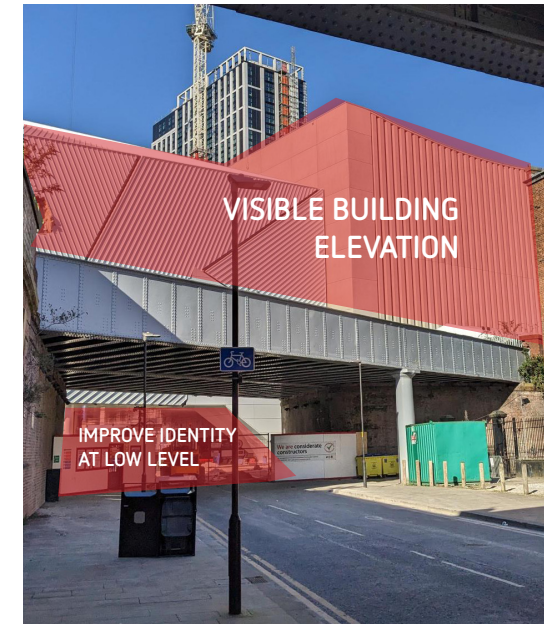
The East elevation is the most recognisable elevation. However the approach to the building is only accessible from a new footbridge link that leads people into the River Square and River Entrance. The new bridge link will create a better connection between St John's and the neighbouring Middlewood Locks development and Salford Area.

The East Elevation will be recognisable to people traveling by vehicle along Trinity Way and is viewable from the Rail line. The Salford wayfinding signage should pick up directional signs to help reinforce directions to the bridge link as the River acts as a natural barrier to access the building.



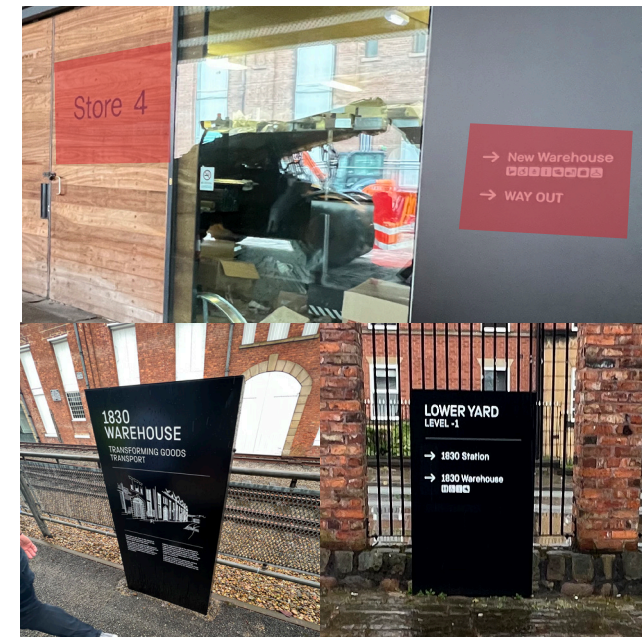
WATER STREET - SOUTH OF FACTORY

The visibility of Factory International from the South is obscured by three bridges. The closer you move towards the building the more visible the facade is. The bridges create dark points along the approach route. Lighting plays a significant role in wayfinding as a means of emphasising paths and routes. We recommend lighting improvements on Water Street as this is the entrance route for accessible visitors. This route is also a blue route and will be controlled bollard access for deliveries and collections only.



MUSEUM OF SCIENCE AND INDUSTRY

The route to Factory International through the Science and Industry Museum would need to be improved if there were to be an access route opened between the buildings. The entrance to Factory International is currently shown as Store 4 in the Lower Yard adjacent to the 1830's Warehouse Building. The Lower Yard is currently closed to the general public.



There are three points of arrival to Factory International.

1. City Entrance

Users will walk through City Square to the North of the building through to the City Entrance.

2. River Entrance

Users will walk through River Square (AKA Festival Square) and/or the Undercroft situated to the East of the Building to access the building through the River Entrance.

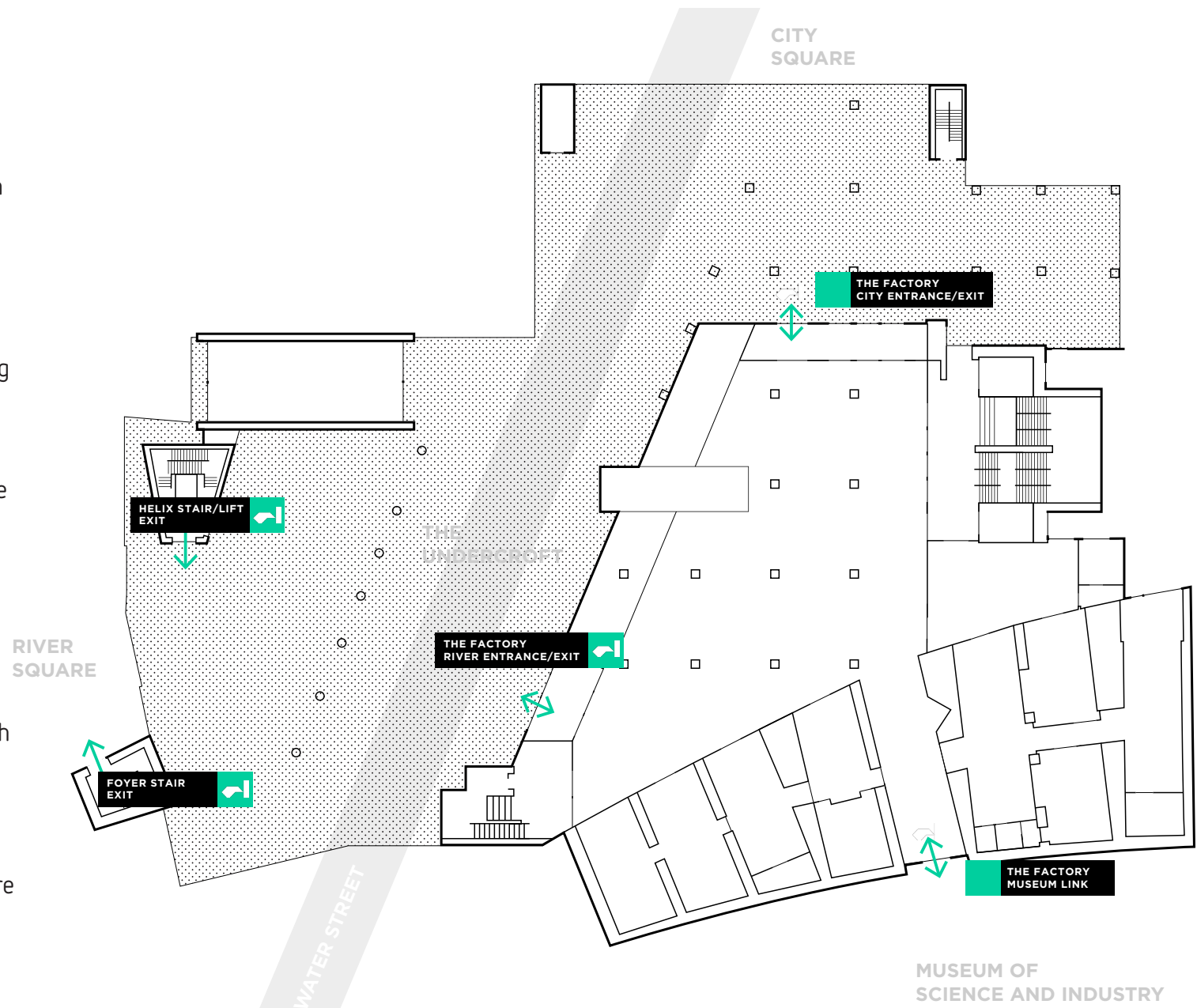
3. Museum Link

Situated to the South of the building will only be used by people who have entered the Museum Entrance. There is no public access from Water Street.

City Square and River Square will be used as event spaces, the Undercroft references Water Street that passes under the building footprint. The street will be vehicle controlled with through route access for pedestrians. External spaces should be identified to help with orientation.

In addition to the points of arrival there are an additional two exits, that will be used when there is a Hall production on.

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Entrances to the building should be identified on site, this will help orientate people and direct them to the entrances to use for specific events as access information is flexible to change depending on specific events.



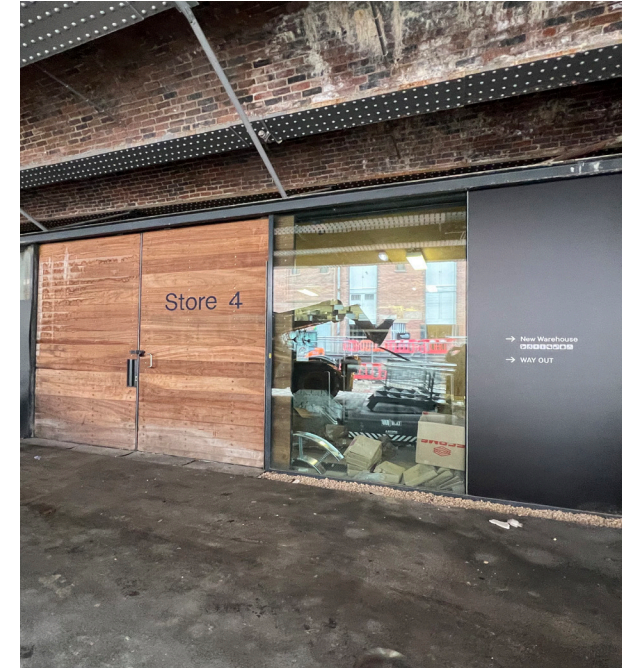
1. City Entrance

The entrance has double sets of glass, automatic doors.



2. River Entrance

The entrance has double sets of glass, automatic doors.



3. Museum Link

The entrance currently suggests this is a store for the museum. New signage should be introduced at this entrance point that matches the City and River Entrance.

Breaking down the building into notional zones will aid in orientation and give direction to anchor spaces.

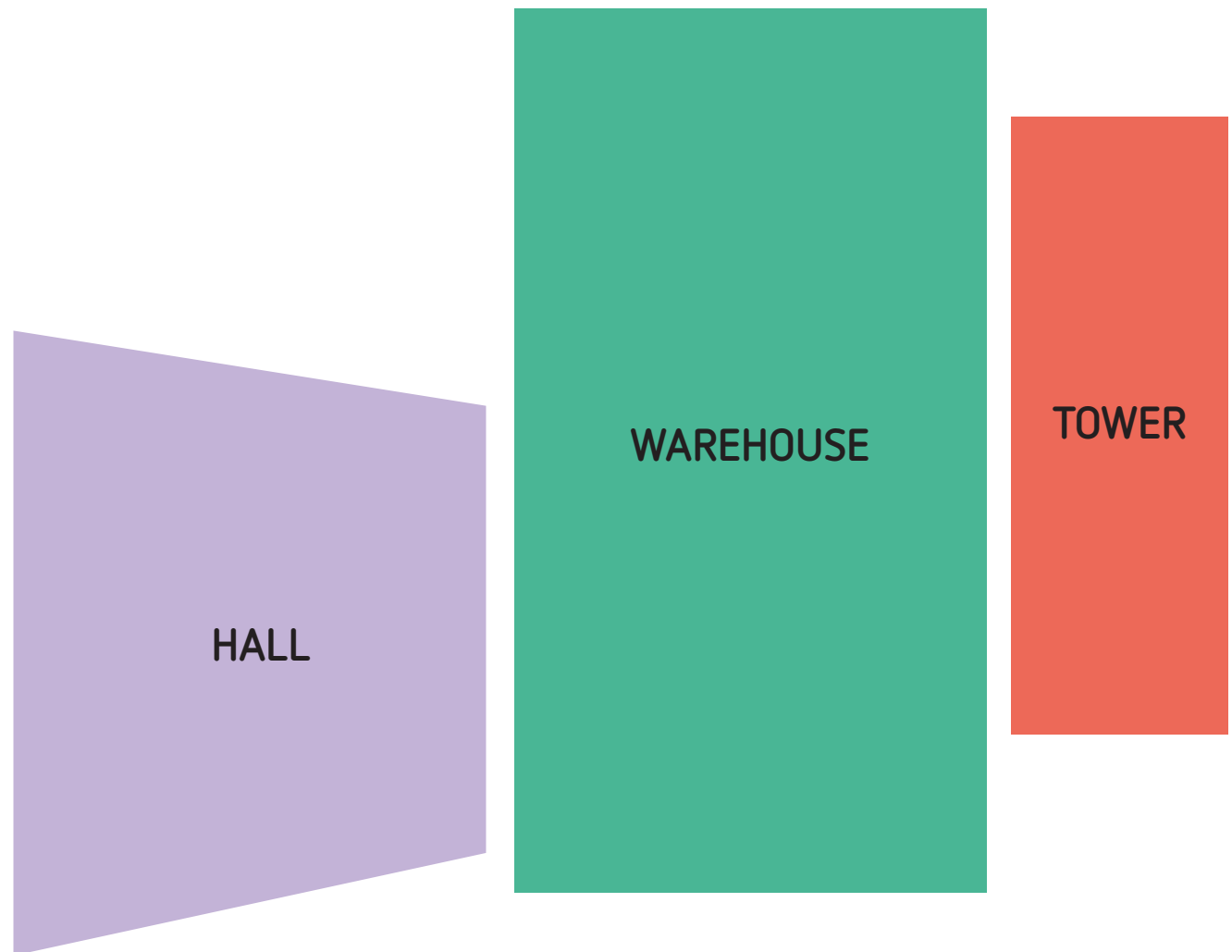
The Ground floor does not need to be zoned as this has been designed to be a collective social space referenced as The Social.

The zones can be applied effectively to the vertical circulation points on the ground floor to help build the users mental map of the building.

For example naming the lift, escalator and stair next to the River Entrance as The Hall lift, escalator and stair gives access information to the Hall on floor 2 and above.

Similarly naming the stair next to the City Entrance as the Warehouse stairs gives directional access information to the anchor space - Warehouse on floor 2.

The Tower lifts are accessed on the Ground floor but the tower zone starts at floor 3 as this sits above the warehouse access floor and will only be referenced by familiar or invited users to the building not the general public.



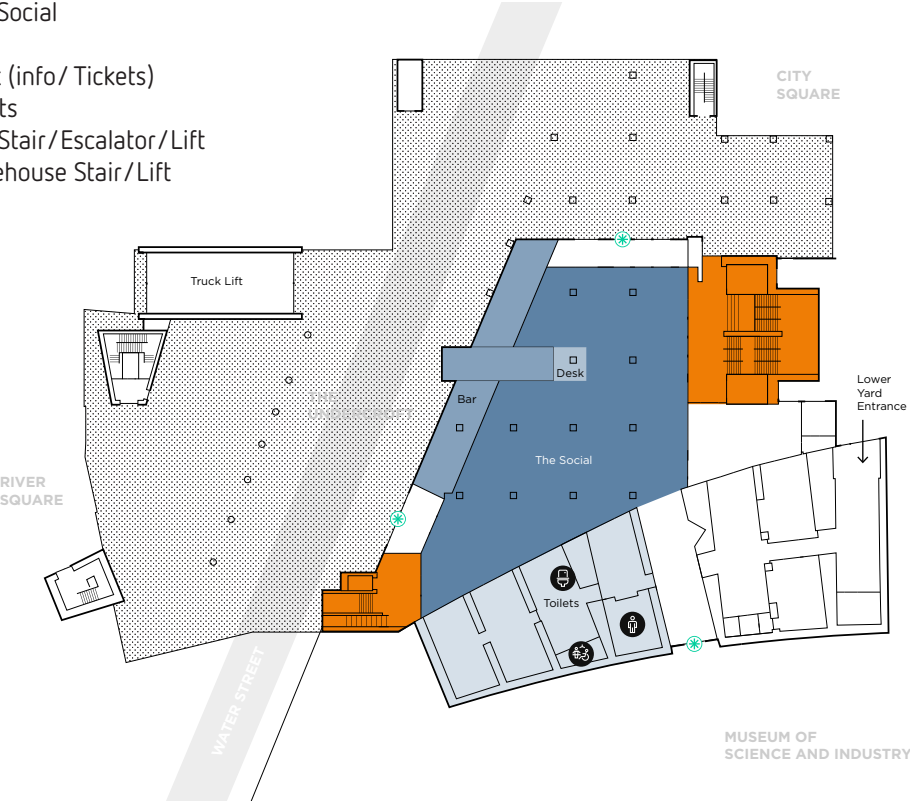
External Spaces

- River Square
- City Square
- Museum of Science and Industry
- Truck Lift - Deliveries only
- Lower Yard - Deliveries

Floor G
Ground Floor

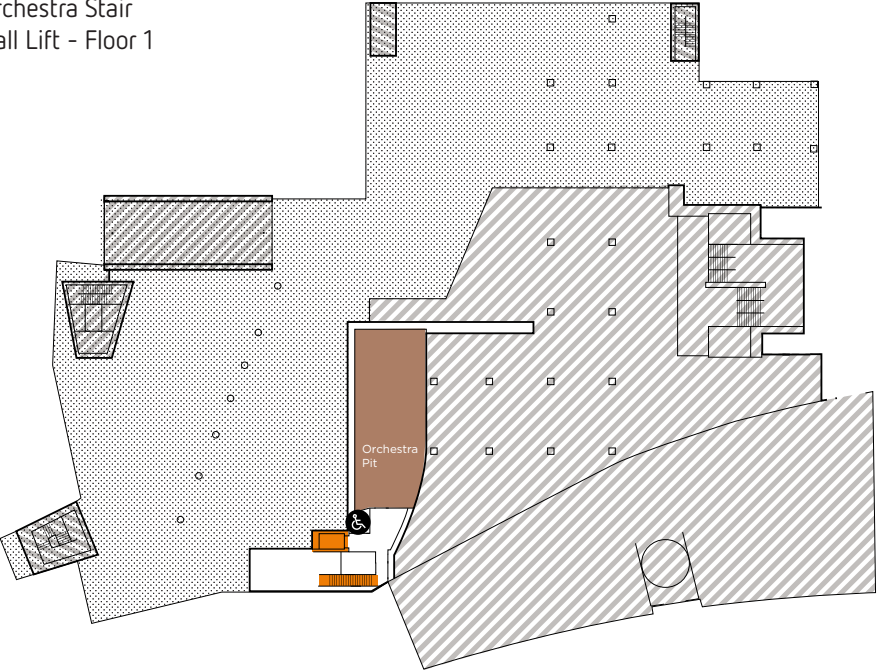
- Building Entrances
- The Social
- Bar
- Desk (info/ Tickets)
- Toilets

- Hall Stair/Escalator/Lift
- Warehouse Stair/Lift



Floor 1
Orchestra - Back of House Area

- Accessible Toilet
- Orchestra Pit
- Orchestra Stair
- Hall Lift - Floor 1

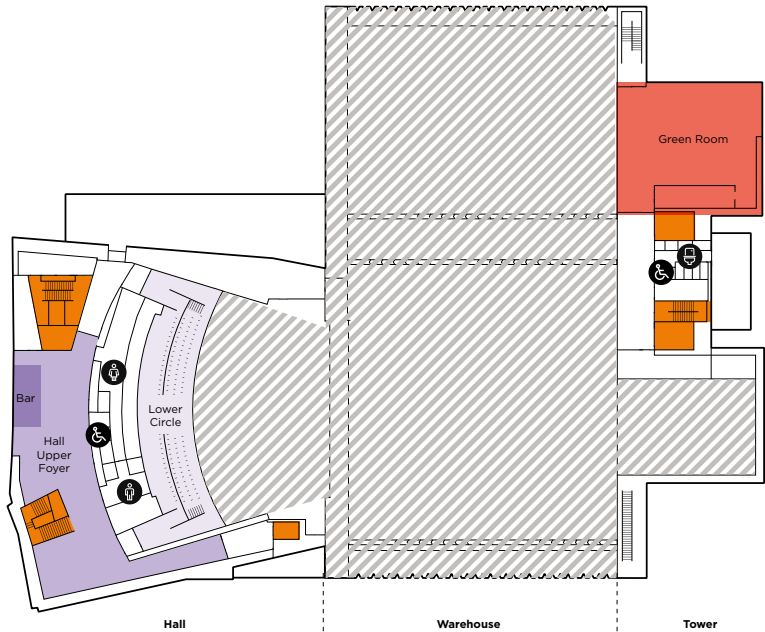
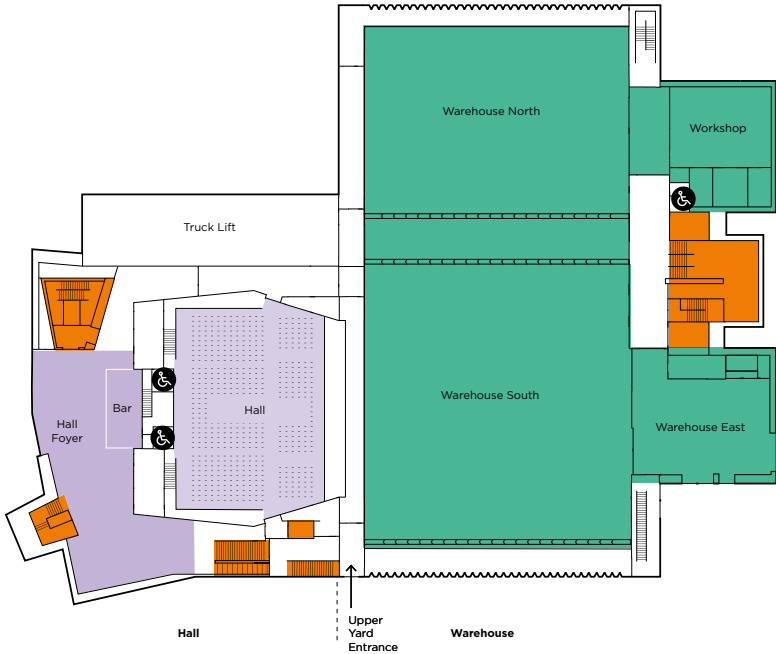


- Floor 2**

 - **Warehouse**
Warehouse North/South/ East
Accessible Toilets
 - Warehouse Stairs/Lift
Workshop - No public access
Upper Yard - no public access
- **Hall**
Hall
Hall Foyer
Bar
Accessible Toilets
 - Helix Lift/ Stair
 - Foyer Stair
 - Hall Stair/Escalator/Lift
 - Orchestra Stair - No public access
 - Truck Lift - Deliveries only
- **Tower**
 - Tower Stair - No public access

- Floor 3**

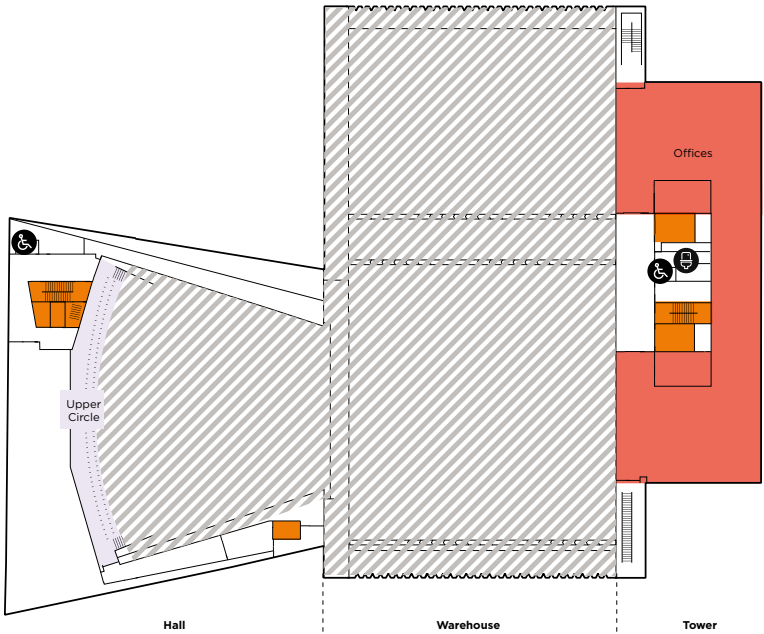
 - **Hall**
Hall Upper Foyer
Bar
Toilets
Lower Circle
 - Helix Lift/ Stair
 - Foyer Stair
- **Tower - No public access**
Green Room
Toilets
 - Tower Lifts/Stair



- Floor 4**
- **Hall**
Accessible Toilet
Mid Circle - Accessible Access only
 - **Helix Lift/ Stair**
 - **Tower - No public access**
Dressing Rooms
Dressing Room Lounges
Toilets
Showers
Tower Lifts/Stair

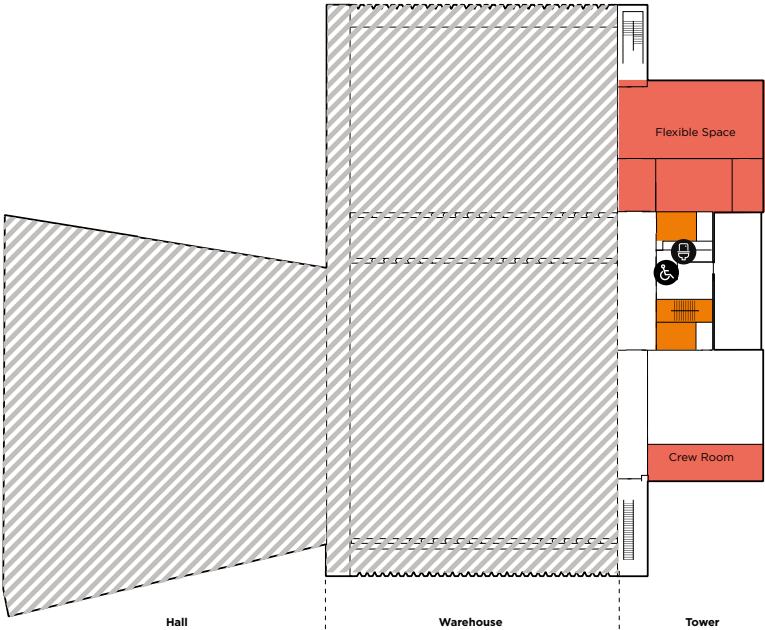


- Floor 5**
- **Hall**
Accessible Toilet
Upper Circle - Accessible Access only
 - **Helix Lift/ Stair**
 - **Tower - No public access**
Offices
Toilets
Tower Lifts/Stair



Floor 6

- Tower
 - Flexible Space
 - Crew Room - No public access
 - Toilets
- Tower Lifts/Stair



Floor 7 - no public access

- Warehouse
 - Grid
- Tower
 - Toilets
 - Tower Lifts/Stair

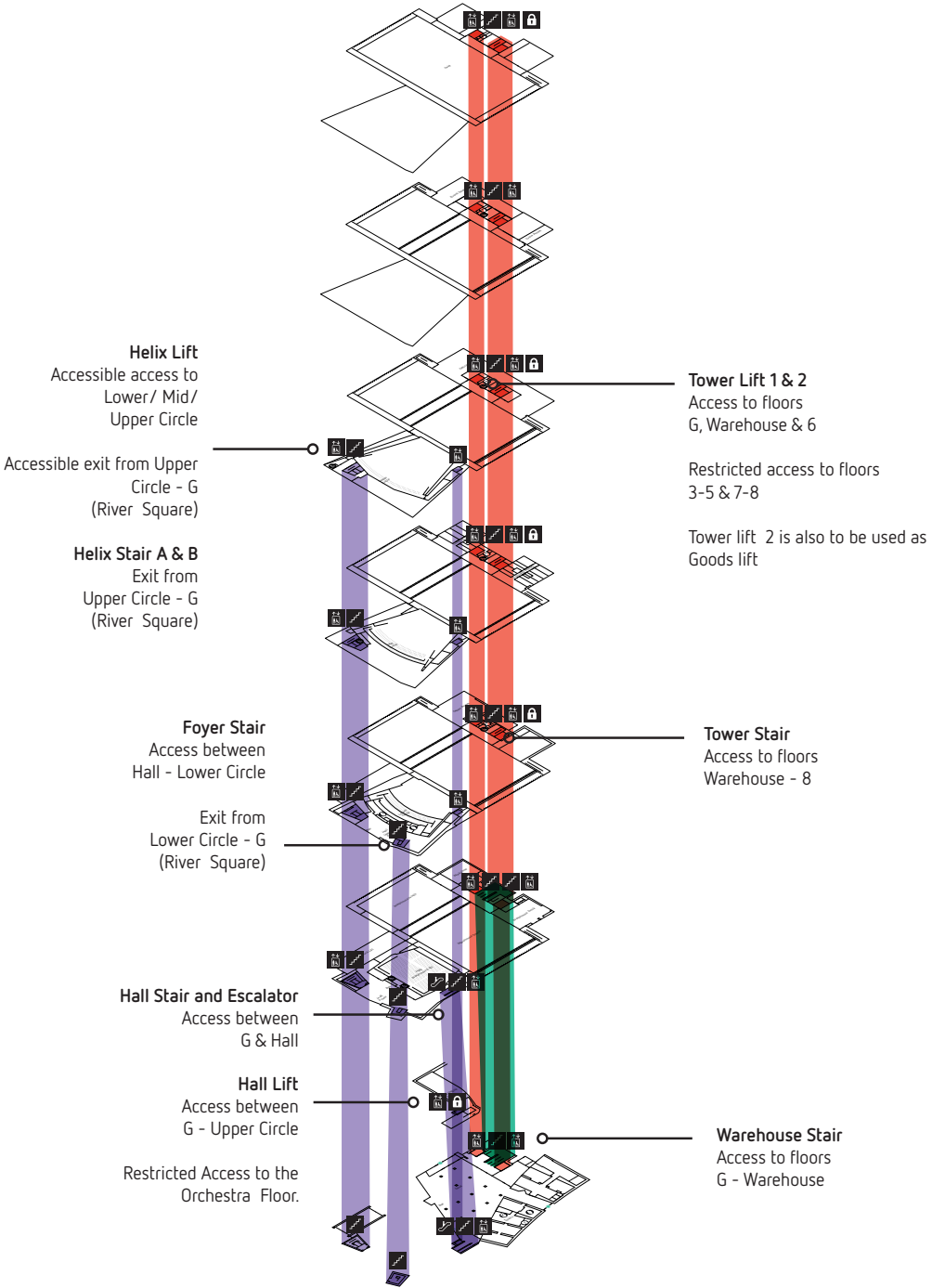
Floor 8 - no public access

- Plant and Roof



There are several vertical circulation options to take within Factory that are open to public access. The lifts have multiple operational modes to allow for different levels of access for specific events. The following table highlights the circulation cores open to public. It is important that people know which core to take as the access differs on each level as shown in the mapping diagram on the right.

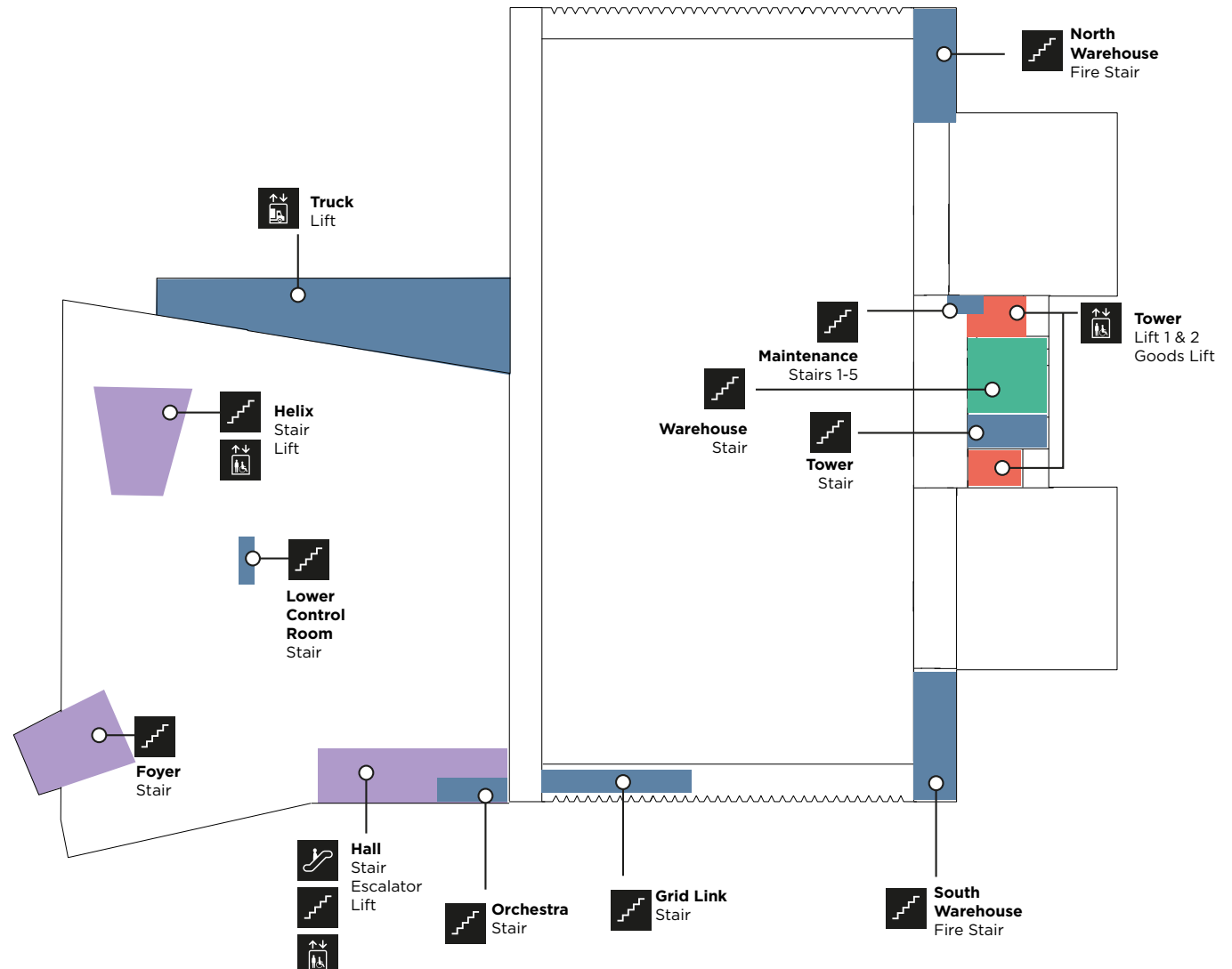
Tower	Warehouse	Hall
Tower Stair	Warehouse Stair	Helix Lift
Tower Lift 1		Helix Stair A & B
Tower Lift 2		Foyer Stair
		Hall Stair
		Hall Escalator
		Hall Lift



Additional to the listed front of house cores the building has the following back of house vertical circulation cores:

Lower Control Room Stair
Orchestra Stair
Grid Link Stair
South Warehouse Fire Stair
Maintenance Stairs 1-5
North Warehouse Fire Stair

The following page provides a plan layout of all the vertical circulation locations:



There are a diverse range of user types that will be visiting Factory International. As the building is not open yet, the wayfinding will benefit all users once the building is open, as everyone will be unfamiliar with the building and a first time user.

Once people become regular visitors they will generally understand the building layout and how to navigate the space however the venue will have frequent new users and in high volumes. So it is important that the wayfinding is clear and accessible to a range of user types.

Effective wayfinding for Factory International will need to ensure the full range of visitors' differing needs are recognised and catered for.

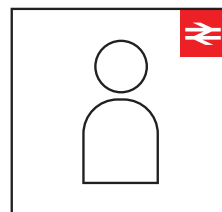
Below are examples of typical users profiles:

- First time visitors
- Familiar and returning visitor
- Students Work placements
- Manchester International Festival staff
- Deliveries
- Artists/ Back of house visitors
- Back of house staff

Within each of these groups there may be:

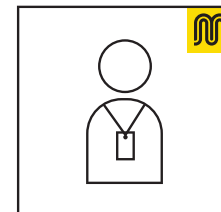
- People arriving by different modes of travel by day or night
- Visitors with accessibility requirements
- International visitors where English is not their first language

The wayfinding will need to ensure the right information is delivered in the right way for each user.



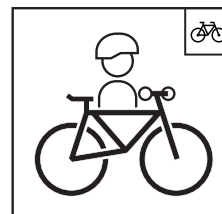
First Time Visitor

"I saw a poster for an exhibition, at a place called 'Factory international'. I've never been before, I'm coming to Manchester for the weekend from London. Me and my friends have a tourist places to go and Factory is on our list. We will do some research into how to get there."



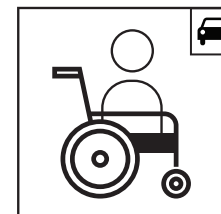
Factory Academy Student

"I'm a student at Factory Academy so I'm sometimes based in Factory's building for a few weeks at a time to get hands on production experience. I usually catch the met to St Peter's square and just walk to Factory from there. I only started studying on this scheme a few months ago so I'm still getting my bearings of the building, there's a lot of rooms to remember!"



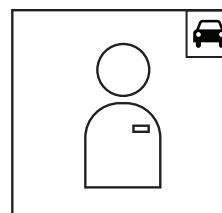
Returning Visitor

"I love the Factory venue, I saw a great gig there earlier this year so I always keep an eye on what's happening. I live in Northern Quarter so tend to cycle to anywhere outside of walking distance. I'll head over for a coffee and work on my laptop in the social space and see what's on next while I'm there."



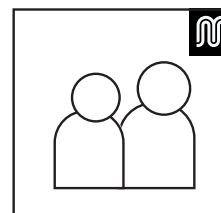
Accessible User

"This weekend I'm attending a concert at Factory International. I'm partially paralysed and use a Motability car to drive into the city, and as usual I'm concerned about getting to the accessible observer area in the concert hall. I use Google maps to direct me to places usually and I've read online that there is blue badge parking on Water Street just off Liverpool Road, I hope to get there a bit early to make sure I get a space and can find my way to a member of staff to take me where I need to go without being caught in the crowds."



MIF Staff

"I'm an Events Co-ordinator at the Manchester International Festival this year - our office has recently relocated from Blackfriars House. It's my first time working from our new offices, I'm driving in so I can move a few things around. I've parked in Spinningfields as it seems like the closest car park. I've been told to take the tower lift to Floor 4, I'm hoping the wayfinding will help me find my way."



Elderly

"My husband and I are a bit too old to drive into the city, so we want to use our bus passes to get to the theatre production being held at Factory International. Productions are the only time we go into the city now, and we tend to rely on our children to navigate us or print off a map. We did some research and found the right bus stop to get off at, but we don't have smartphones - I hope there's signs around that can help us get there or else we'll have to ask someone."

To ensure comprehensive wayfinding solution for individuals, it is crucial to conduct a thorough review of various touchpoints across different journey scenarios. This will help reinforce the extensive range of wayfinding signage required.

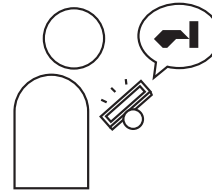
The following illustration depicts a journey scenario of a first-time visitor. It highlights the various touchpoints along the journey where wayfinding assistance is crucial. These touchpoints serve as opportunities to reinforce the destination and provide guidance to the user throughout their experience. By strategically placing signage and information at these touchpoints, we can ensure a seamless and well-supported journey for visitors.

Key Takeaways

- Good continuity of information between advertisement and website information
- Good level of travel information available on the website from the visit tab.
- Currently a lack of information at key arrival points, user will be likely to use Google maps as aid.
- Current lack of integration in city centre wayfinding to help connect to the St John's neighbourhood and Factory International.
- No gateway/identification sign viewable from approach, Building elevation is in seen from approach routes and is recognisable from its unique architecture.
- Entrances should be clearly marked to help with orientation
- Stewards should help with directions on arrival
- Support desk is clearly identified and manned for further help.
- Internal wayfinding will reinforce information.

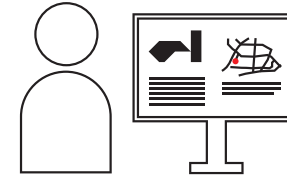
First Time Visitor

1.



Finds out about event, concert, exhibition, or production through poster / advertisement and books online.

2.



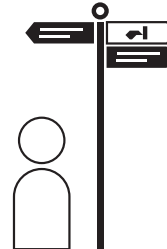
Using website information user determines the best train station to arrive at.

3.



User embarks on train journey. Once user has arrived at Salford Central the user needs directional information to help guide them towards Factory International

4.



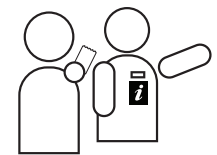
Wayfinding signs should help navigate the user from point of arrival in the City to Factory International within the St Johns neighbourhood.

5.



On approach to Factory International the building elevation is used as a landmark and focal point to navigate towards.

6.



User approaches City Square entrance and their ticket is scanned, they are pointed to the space where the exhibition is taking place.

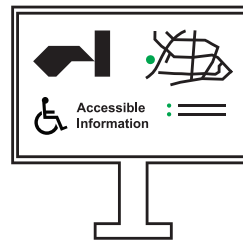
This example is of an accessible visitor. The illustration shows touch points that will help the user throughout their journey and where the destination needs to be reinforced to aid in navigation.

Key Takeaways

- User is more thorough when planning journey. Good level of access information on the website.
- Good level of travel information available on the website from the visit tab.
- Entrance from Water Street South of Factory International should have improved sense of welcome/ identification at low level. Building elevation is obscured from bridges and close proximity.
- Entrances should be clearly marked to help with orientation
- Members of staff will assist on arrival
- Trained staff members will make their experience welcoming and as reassuring and informative as possible.

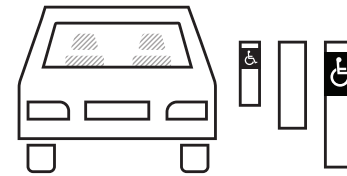
Accessible Visitor

1.



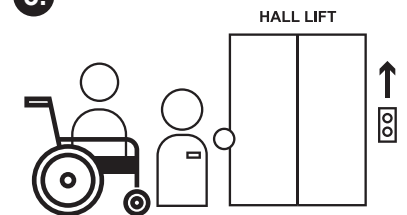
User books ticket to concert and researches accessible routes on the Factory website

2.



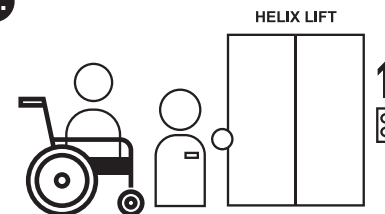
The user parks up on Water Street and enters into Factory through the Riverside entrance.

3.



On arrival they ask for special help, and a member of staff guides them via the Hall Lift to the Hall Foyer

4.



User is then guided through the Hall Foyer to the Helix lift.

5.



User is guided to the Mid-Circle seating area after being shown where accessible facilities can be found.

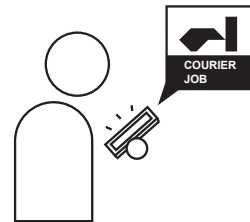
This example is of a delivery driver. The illustration shows touch points that will help the user throughout their journey and where the destination needs to be reinforced to aid in navigation.

Key Takeaways

- User will require wayfinding from brown road signage from a wider context.
- User will need to know the weight limits and restrictions of vehicle heights on entry to Water Street.
- User will need to know where to report to e.g. security intercom
- User will be directed via external signage to truck lift or loading bay
- User will be met by back of house staff

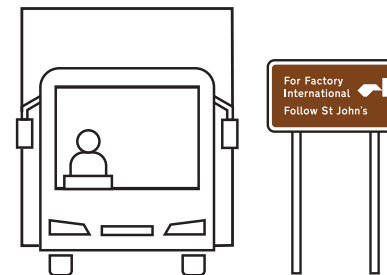
Delivery Driver

1.



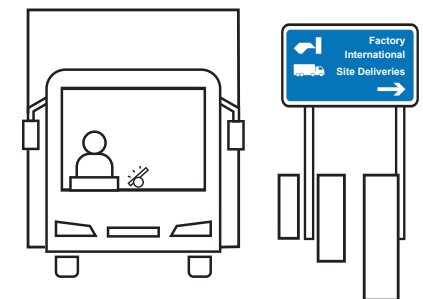
User gets notification about delivery job for event equipment for Factory International

2.



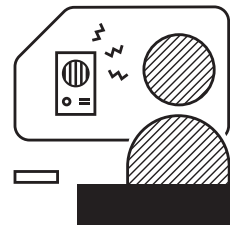
User uses the postcode and Sat-Nav and road signs to get to Factory International.

3.



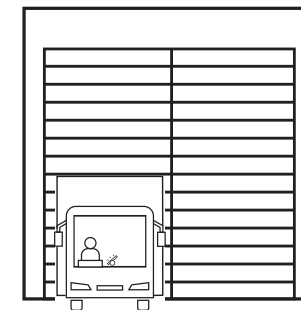
Driver calls contact number for more information on drop off point. On closer proximity driver is met with delivery signs.

4.



Driver calls through intercom to get access into the site.

5.



Driver pulls over to truck lift and waits to be met by member of staff.

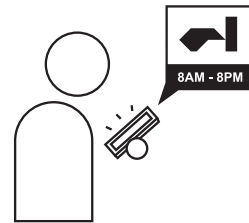
This example is of a returning visitor. The illustration shows touch points that will help the user throughout their journey and where the destination needs to be reinforced to aid in navigation.

Key Takeaways

- User will be more familiar with the site and building so is less likely to have interaction with staff/ stewards.
- User is familiar with route to the factory and takes short cuts.
- User enjoys the facilities and is encouraged while there by advertisements to explore further.
- User wonders around the building and uses internal wayfinding when they are unfamiliar and unsure on where they are.

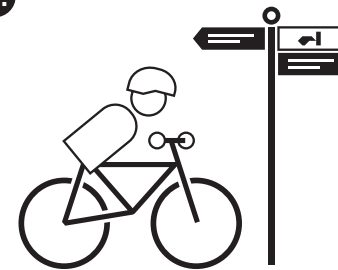
Returning Visitor

1.



User finds out about open times on Factory's website

2.



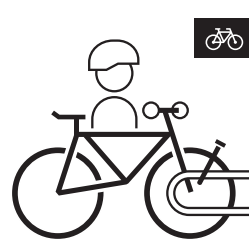
User cycles to building. Cycle signs and fingerposts encourage the cyclist in the right direction.

3.



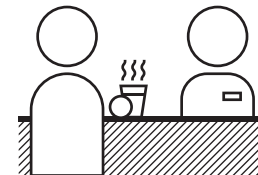
Building is recognisable as a landmark on approach

4.



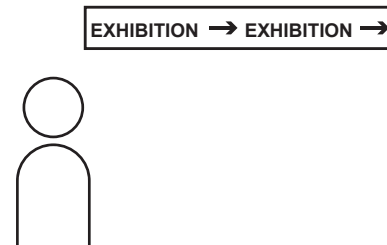
User parks bike in bike storage.

5.



User enters Factory and enjoys a coffee at the bar in the Social.

6.



Uses marketing and digital signage to discover what's on and uses internal wayfinding to navigate to the space.

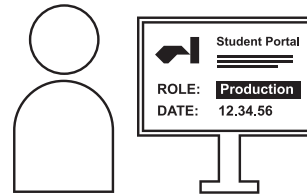
This example is of a Back of House User. The illustration shows touch points that will help the user throughout their journey and where the destination needs to be reinforced to aid in navigation.

Key Takeaways

- Some users will be more familiar with the site and building than others. They will be varied in knowledge of routes.
- User experience will be different to the front of house signs
- Back of House signs should provide more information for the restricted access areas. Helping to direct users in back of house routes.
- A family of signs will help deliver information at the right time in the right way.

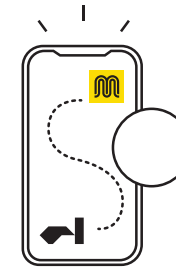
Staff/ BOH users

1.



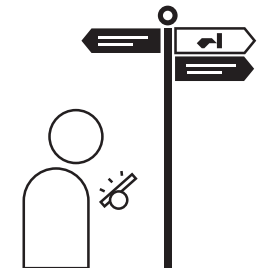
User is assigned production at Factory International

2.



User finds location on Google Maps and decides to walk from St Peter's Square

3.



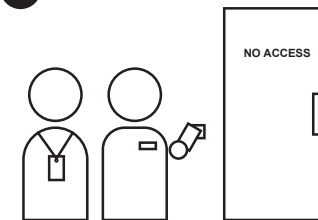
User uses Google Maps and pedestrian fingerpost assistance to find way from tram stop

4.



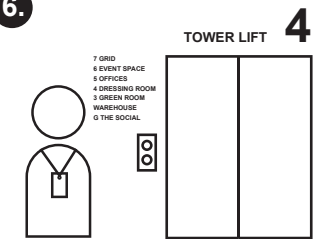
Building is recognisable as a landmark on approach

5.

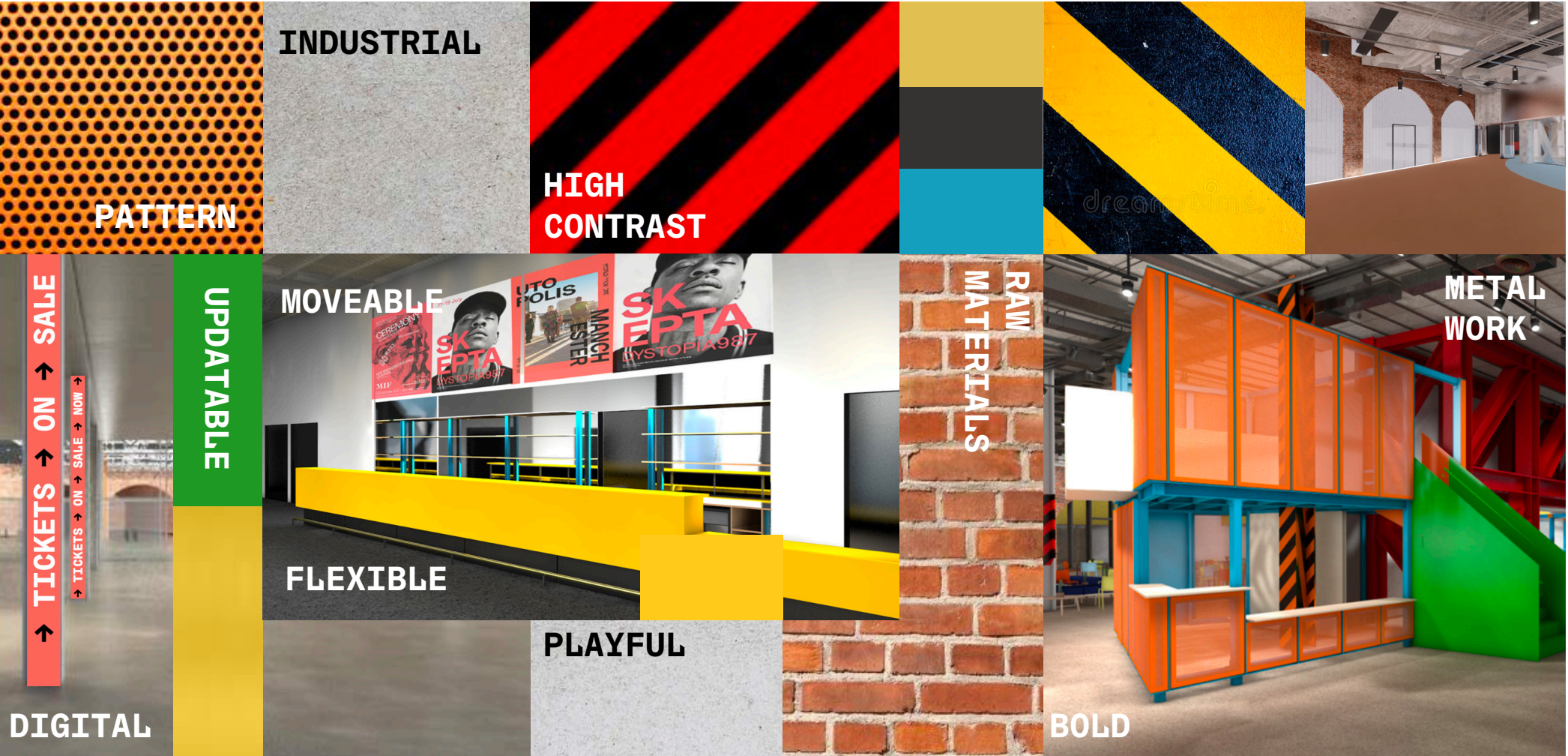


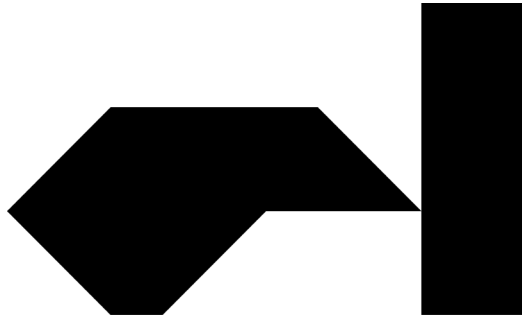
User arrives and is greeted by inductee to be given a tour. They receive passes to move around back of house spaces.

6.



User is told to meet in Green Room at 2pm. Uses back of house wayfinding to navigate to correct floor level and Room.





Logo Symbol

The logo symbol holds significant recognition as a representation of Factory International. Given the potential for the building name to change, it is recommended to prioritise the use of the logo symbol as a visual identifier for the Factory's identity on arrival, specifically in the wayfinding signs. It is important to ensure that the usage of the symbol aligns with the brand guidelines to maintain consistency.

It is not necessary to use the logo on all wayfinding signs, especially once the user is already inside the building where identity reinforcement becomes less critical. However, the logo symbol can be employed in external wayfinding signs and moveable elements to enhance visibility and provide a clear indication of the building's identity.

Logotype

The logo type employs the Gräbenbach Mono Medium font from the brand font family. Considering the possibility of logo type changes and to minimise expensive updates, the Logo Symbol should be utilised in instances where wayfinding signage necessitates a reinforcement of identity.

On the other hand, the logo type can be employed in easily updatable locations such as digital signage or changeable panels within the wayfinding sign solution.

**factory
international**

Gräbenbach Mono Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@&-+'?

Gräbenbach Mono Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@&-+'?

Gräbenbach Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@&-+'?

Gräbenbach Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@&-+'?

Typography

High legibility standards must be met when selecting typography for wayfinding signs and digital screens. The chosen fonts should be sans-serif, with a medium and/or bold weight, and should not be condensed, extended, or italicised.

It is acknowledged that the Gräbenbach type family serves as the primary brand font. To establish a stronger connection between the Factory identity and the wayfinding system, it is recommended to utilize the Gräbenbach font. The preferred font weights for wayfinding purposes are bold and regular.

For wayfinding content, the Gräbenbach font is the ideal choice for copy and smaller text due to its clean and clear sans-serif design. However, it should be noted that the Gräbenbach Mono family poses some legibility concerns. In such cases, alternative character sets within the typeface should be employed to enhance the recognisability of the font characters.

For example:

J	→	J
L	→	L
a	→	a
g	→	g
r	→	r

**Escalator****Stairs****Accessible
Lift****Lift****Male
Toilet****Female
Toilet****Accessible
Toilet****Gender
Neutral****Changing
Places****Desk****Tickets****Bar****Shower****No entry****Delivery****Bike
Parking**

Symbols

We propose the implementation of a standardised collection of icons that can be universally understood and effectively utilised. These icons can either be sourced from an existing library or purposefully designed for Factory International. It is crucial that they are easily comprehensible by all.

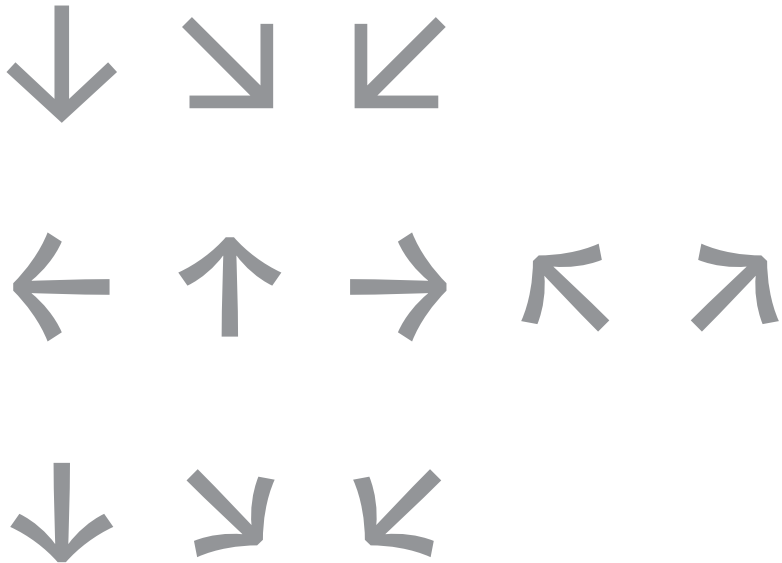
To cover all informational needs within Factory International, we recommend selecting a range of icons from the provided set on the left. If required, these icons can be modified to ensure visual harmony and consistency. Once finalised, these icons should be made accessible as a shared resource for all Factory International users, applicable to all wayfinding signs.

Icons possess the advantage of international recognition, transcending language barriers in public information. Whenever possible, it is advised to prioritize the use of icons on directional signage, minimising the reliance on lengthy text legends.

Recommended arrows use:



Arrows that should be avoided:



Arrows

The arrow symbol is highly effective in directional signage, significantly enhancing legibility and comprehension when used correctly. To ensure optimal alignment, text legends should be positioned in accordance with the direction of the arrow.

When the arrow points right, the legend should be right-aligned, with the arrow positioned on the right side of the legend. Similarly, for arrows pointing left, the legend should be left-aligned, and the arrow should appear on the left side of the legend.

Regarding arrows pointing upwards, the positioning depends on the sign's location. Generally, the arrow and text should be left-aligned on the left side of the sign. However, if the user is being directed up a corridor on the right side of the sign, it would be clearer to right-align the arrow and legend in that specific instance.

To promote clarity and organization, different directional messages should be grouped and listed under a single arrow for each relevant direction, rather than using multiple arrows for each line of text.

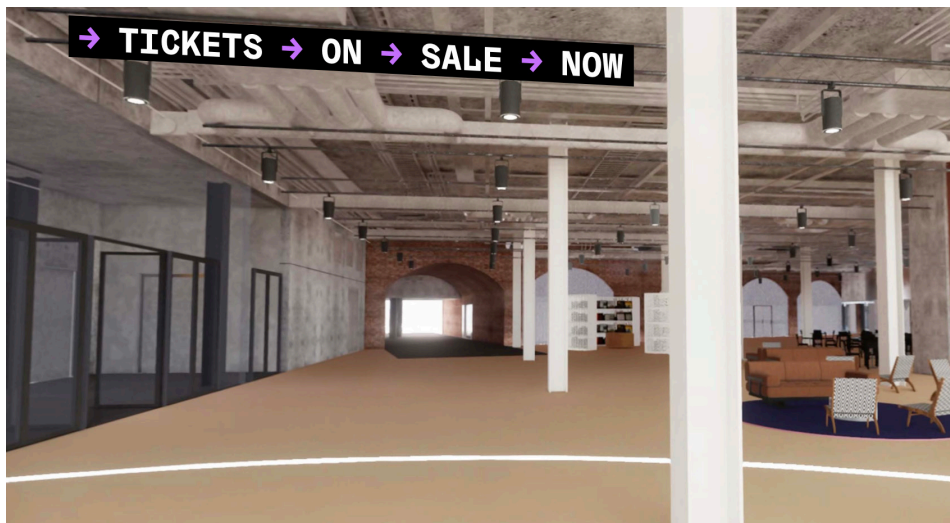
Consistency is key, so it is advisable to use a uniform arrow type on all signs. The Gräbenbach font offers two arrow variations. The following page illustrates the recommended arrows for wayfinding and provide examples of arrows that should be avoided to enhance legibility.

Digital Opportunities

It is important to recognise the significance of digital wayfinding information in conjunction with traditional signage information. Integrating digital wayfinding seamlessly and adhering to the naming conventions outlined in this document is essential to maintain consistency throughout the user journey.

Digital platforms should be leveraged to provide up-to-date information that undergoes frequent changes. For instance, digital panels in The Social can reinforce directions to events and accommodate temporary wayfinding needs.

Additionally, exploring use of screen modes is recommended to enable information display beyond events, allowing for greater versatility in delivering relevant content.



Accessibility - Human Factors

Clear and concise verbal directions play a crucial role in assisting visitors with accessibility needs. In certain situations, it may be imperative for staff members to personally accompany these visitors to their intended location.

When it comes to navigating an unfamiliar environment, verbal directions are highly effective in guiding individuals. Direct, face-to-face instructions possess a level of directness and memorability that may not be present in other forms of wayfinding.

To ensure a seamless experience, it is important for stewards and staff members to adhere to the naming conventions specified in this document, promoting consistency in communication.



Legibility

The font family Gräbenbach has clear spacing between letters, spacing should also be considered between words and lines of text to improve legibility.

In order to improve readability, it is recommended to use a combination of upper and lower case text. This is because word shapes become more distinct and easier to remember when the first letter of each key word is capitalised, while subsequent letters should be in lowercase.

For example:

River Entrance not **RIVER ENTRANCE**

To avoid visual clutter, it is important to avoid overcrowding letters or words on a single line. The following section examines the naming of spaces and develops a strategy to provide concise information. Whenever possible, the use of icons should take precedence to convey a clear and universally recognisable message.

Additionally, text should not be centered on sign panels. Arrows should be positioned according to their direction, and text should be grouped based on arrow direction. Only one arrow should be used per legend to maintain clarity and simplicity.

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 a lift directory sign should be used to identify the space in directional signs, on digital elements and at destination entry points. There is an element of flexibility required in the wayfinding for spaces to adapt to the building usage. For example toilets maybe closed if there is a low capacity of people in the space, or they may be designated as gender-neutral or gender-specific at different times. 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.

Hierarchy of Information

The delivery of information is as important as the design of the signs. It is vital that a hierarchy of information is set up to avoid signing everything from everywhere to everyone.

From review of the user types it is evident that the information required for a visitor/ first time user varies in flexibility and detail to that of a back of house user.

The following hierarchy of information should be presented and available for a first time user both on-site, in marketing material and pre visit information.

Neighbourhood > Building Name > External Space > Building Entrance
> Anchor Space > Floor > Door > Row > Seat

This would look like:

**St John's → Factory International
→ River Square → River Entrance
→ Hall → Upper Circle → Door J
→ Row M → Seat 102**

Neighbourhood

The neighbourhood name **St John's** should be referenced on approach signage and the name should be identified on the neighbourhood wayfinding. This will provide a connected route from key arrival points into the city to the venue. All signage outside of the estate should first reference the neighbourhood then the venue to reinforce that Factory is located within the St John's neighbourhood. See examples below:



Pedestrian MCC Signage Example



Vehicle Signage Example

Placemarque have provided more detailed recommendations on the neighbouring wayfinding signage in the Appendix A document. Once the user has reached the St John's neighbourhood the estate signage should direct to the venue.

Building Name

The building is currently called **Factory International** however there are naming rights discussions and the name of the building is likely to change. All signage content that references the building name should be easily updatable to provide a cost effective solution for future updates after the summer opening. The building name will need to be updated across all medium to reduce confusion.

It is important to prominently display the building name on the exterior of the building. A high-level building identifier will ensure a noticeable presence of Factory International in the city skyline, allowing pedestrians to easily identify it from their approach routes. However, due to restrictions on signage being fixed to the building facade, it becomes crucial to use on-street external neighbourhood signage to guide people towards the building. Upon reaching the building, there should be a street-scale Gateway that serves as a clear announcement to the users that they have arrived at Factory International.

factory international

External Space Names

The venue will utilise its external spaces for events, the space names have been developed to help reinforce orientation on site and should be identified within the external wayfinding to encourage meeting and dwell spaces and help with orientation. The following external spaces should be marked:

City Square
River Square

Building Entrance Names

Some events may require people to access the building through a specific entrance point, so it is important that the entrances are clearly identified on site. The entrances are:

City Entrance
River Entrance
Museum Link

Additional information on opening times would be helpful for users of the building outside scheduled events, this information could be included at building entrances.

Anchor Space Names

Upon entering the building, it is necessary to guide users towards the appropriate anchor space, as each space is accessed through different sets of stairs or lift cores. The anchor spaces are:

Warehouse

The Warehouse is an ultra flexible space that can function as one large event space or can be divided into three separate spaces currently referenced as North, South and East.

To allow for ultra flexibility the Warehouse to external users should be named as Warehouse. This will allow for the space name on site to be permanent. The supplementary door information will provide users with information on entry points to the space. For the Warehouse this will be doors 1-10.

Hall

The Hall references the theatre/auditorium space and includes, two foyers with flexibility bar space and access to three floors of tiered seating. The hall anchor space name references the second floor with the Lower / mid and Upper circle used to navigate users to the required floor destination. The supplementary door information will provide users with information on entry points to the space. For the Hall this will be doors A-J.

Tower

The Tower is primarily accessed by familiar users however it will also be an access for event specific staff and performers that will be less familiar with

the building. The breakdown of key spaces can be found earlier on in the legibility study. This Anchor space should be referenced from the Warehouse floor and above as to not confuse users with access to the Warehouse.

Floor

There are 8 floors within the Factory building. The following naming principles should be used for the floor terminology. This information should match with the lift buttons in the following areas. Levels should be identified as floors not Levels.

Level	Tower	Warehouse	Hall
1		Floor G	Floor G
2			Orchestra
3	Warehouse	Warehouse	Hall
4	Floor 3		Lower Circle
5	Floor 4		Mid Circle
6	Floor 5		Upper Circle
7	Floor 6		Floor 6
8	Floor 7		Floor 7
9	Floor 8		

Door Identification

Hall doors are alphabetical and Warehouse doors are numbered. Doors should be identified at entry point into each space to reinforce arrival for the user and also directed to in directional signage. Below is a breakdown of the door identification for the anchor spaces.

Floor Ref	Room No	Door Identification
Warehouse	210	DOORS 1-3
Warehouse	212	DOORS 4-9
Warehouse	211	DOOR 10
Hall	229	DOOR A
Hall	232	DOOR B
Hall	236	DOOR C
Hall	220	DOOR D
Lower Circle	312	DOOR E
Lower Circle	318	DOOR F
Mid Circle	435	DOOR G
Mid Circle	438	DOOR H
Upper Circle	516	DOOR I
Upper Circle	519	DOOR J

Door information should also be included in ticket information.

Additionally all rooms should have a unique room number that is visible on the entry door this will allow for easy management and maintenance of the spaces within the building.

Row and Seat Identification

Row and Seat information should be included in pre-visit information such as tickets when applicable. Stewards will assist in directing users to their seats once they have navigated to the correct door entry points. The rows are suggested to have a letter identification and the seat a number identification. Both these elements should be signed in the fixed furniture circle seating as these will be permanent features to the Hall space. Row and seat identification is not required for the Warehouse unless specified for an event.

Priority Levels

Not all areas of the building should be signed too. We have made a suggestion on a priority level for addressing spaces. Level 1 destinations should be signed to from front of house places. There will be limits on how many destinations to have on one directional sign however by introducing zoning destinations can be grouped with a zone. Level 2 destinations should be signed to in closer proximity to the destination. Level 3 destinations should not be signed to as these are for maintenance and no visitor/ staff member should be within these restricted access areas. These areas should have a private notice sign and room number space reference for the facilities team.

Level 1 - Key spaces for first time visitors to be signed from most places

Level 2 - Doors to be directed to on each level and back of house spaces for first time visitors.

Level 3 - No unauthorised access spaces.

The following spaces have been identified as priority level 1.
(Key spaces for first time visitors to be signed from most places)

Floor No.	Floor ref.	Room Number	Destination Name	Priority Level
GF	Floor G	E01	CITY SQUARE	1
GF	Floor G	E02	RIVER SQUARE	1
GF	Floor G	001	CITY ENTRANCE	1
GF	Floor G	006	RIVER ENTRANCE	1
GF	Floor G	013	MUSEUM LINK	1
GF	Floor G	004	THE SOCIAL	1
GF	Floor G	007	UNISEX TOILETS	1
GF	Floor G	008	UNISEX TOILETS	1
GF	Floor G	009	UNISEX TOILETS	1
GF	Floor G	010	CHANGING PLACE	1
GF	Floor G	011	URINALS	1
GF	Floor G	012	UNISEX TOILETS	1
GF	Floor G	?	BAR	1
GF	Floor G	?	INFO DESK	1
F2	Warehouse	201	WAREHOUSE	1
F2	Warehouse	209	WAREHOUSE ACS TOILET	1
F2	Warehouse	214	WAREHOUSE ACS TOILET	1

F2	Hall	240	HALL ACS TOILET	1
F2	Hall	241	HALL ACS TOILET	1
F2	Hall	253	HALL	1
F2	Hall	237	HALL FOYER	1
F3	Lower Circle	313	HALL TOILETS (FEMALE)	1
F3	Lower Circle	315	HALL TOILETS ACS TOILET	1
F3	Lower Circle	316	HALL TOILETS (MALE)	1
F3	Lower Circle	319	HALL URINALS	1
F3	Lower Circle	317	LOWER CIRCLE	1
F3	Lower Circle	321	UPPER HALL FOYER	1
F4	Mid Circle	441	MID CIRCLE	1
F4	Mid Circle	432	HELIX STAIR ACS TOILET	1
F5	Upper Circle	514	UPPER CIRCLE	1
F5	Upper Circle	515	UPPER CIRCLE ACS TOILET	1
			HALL LIFT	1
			HALL STAIR/HALL ESCALATOR	1
			WAREHOUSE STAIR	1
			HELIX STAIR / LIFT	1
			FOYER STAIR	1

PRIORITY LEVELS

Floor No.	Floor ref.	Room Number	Destination Name	Priority Level
F2	Warehouse	212	DOORS 4-9	2
F2	Warehouse	211	DOOR 10	2
F2	Warehouse	210	DOORS 1-3	2
F2	Hall	229	DOOR A	2
F2	Hall	232	DOOR B	2
F2	Hall	236	DOOR C	2
F2	Hall	220	DOOR D	2
F3	Lower Circle	312	DOOR E	2
F3	Lower Circle	318	DOOR F	2
F4	Mid Circle	435	DOOR G	2
F4	Mid Circle	438	DOOR H	2
F5	Upper Circle	516	DOOR I	2
F5	Upper Circle	519	DOOR J	2
F2	Warehouse	204	WORKSHOP	2
F2	Warehouse	208	WORKSHOP ACS TOILET	2
F3	3	302	GREEN ROOM	2
F3	3	303	ACS TOILET	2
F3	3	305	TOILETS	2
F3	3	306	KITCHEN	2
F3	3	308	TOWER STAIR	2
F4	4	402	DRESSING ROOM LOUNGE 2	2
F4	4	403	DRESSING ROOM 2.1	2
F4	4	403	DRESSING ROOM 2.1A	2
F4	4	404	DRESSING ROOM 2.2	2
F4	4	405	DRESSING ROOM 2.3	2
F4	4	406	DRESSING ROOM 2.4	2
F4	4	407	DRESSING ROOM 2.5	2
F4	4	408	DRESSING ROOM SHOWERS 2.1	2

SIGN INFORMATION

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Floor No.	Floor ref.	Room Number	Destination Name	Priority Level
F4	4	410	DRESSING ROOM LOBBY	2
F4	4	411	DRESSING ROOM TOILETS	2
F4	4	412	DRESSING ROOM ACS TOILET	2
F4	4	413	WARDROBE/LAUNDRY	2
F4	4	414	ACS TOILET DRESSING RM 2.5	2
F4	4	415	DRESSING ROOM LOUNGE 1	2
F4	4	416	DRESSING ROOM SHOWERS 1.1	2
F4	4	417	DRESSING ROOM SHOWERS 1.2	2
F4	4	418	ACS TOILET SHOWER DRESS RM 1	2
F4	4	419	DRESSING ROOM 1.1	2
F4	4	420	ACS TOILET SHOWER DRESS RM 2	2
F4	4	421	DRESSING ROOM 1.2	2
F4	4	422	DRESSING ROOM BATHROOM 1.5	2
F4	4	423	DRESSING ROOM BATHROOM 1.4	2
F4	4	425	DRESSING ROOM 1.6	2
F4	4	425	DRESSING ROOM 1.6A	2
F4	4	426	DRESSING ROOM 1.5	2
F4	4	427	DRESSING ROOM 1.4	2
F4	4	428	DRESSING ROOM 1.3	2
F4	4	429	TOWER STAIR	2
F4	Mid Circle	434	QUIET ROOM	2
F5	5	502	OFFICE	2
F5	5	503	OFFICE LOBBY	2
F5	5	504	MEETING ROOM 2	2
F5	5	505	OFFICE TOILETS	2
F5	5	506	OFFICE ACS TOILET	2
F5	5	507	TOWER STAIR	2

PRIORITY LEVELS

Floor No.	Floor ref.	Room Number	Destination Name	Priority Level
F6		607	EVENT SPACE ACS TOILET	2
F6		609	TOWER STAIR F6	2
F6		612	CREW ROOM	2
F6		614	EVENT SPACE KITCHEN	2
F2	Hall	243	BAR STORE F2	3
GF	G	E03	THE UNDERCROFT	3
GF	G	E04	LOWER YARD	3
GF	G	002	ELECTRICAL RISER 1	3
GF	G	014	KITCHEN	3
GF	G	018	KITCHEN TOILET	3
GF	G	019	KITCHEN STAFF	3
GF	G	020	KITCHEN OFFICE	3
GF	G	021	KITCHEN BIN STORE LINK	3
GF	G	022	SWITCH ROOM	3
GF	G	023	HV ROOM	3
GF	G	024	WATER TANK	3
GF	G	025	BIN STORE	3
GF	G	026	METERING	3
GF	G	027	INCOMING ELECT SUB-STATION	3
GF	G	028	GOODS IN	3
GF	G	032	TRUCK LIFT	3
GF	G	033	SERVICES CITY SQUARE	3
GF	G	035	LOWER YARD LIFT LOBBY	3
GF	G	036	NORTH WAREHOUSE FIRE STAIR GF	3
GF	G	037	INCOMING GAS MAIN	3
F1	ORCHESTRA	101	WAREHOUSE STAIR OR- CHESTRA PIT	3
F1	ORCHESTRA	102	ORCHESTRA PIT	3
F1	ORCHESTRA	103	ORCHESTRA LOBBY	3

SIGN INFORMATION

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Floor No.	Floor ref.	Room Number	Destination Name	Priority Level
F1	ORCHESTRA	104	ORCHESTRA TOILET	3
F1	ORCHESTRA	105	ORCHESTRA PLANT ROOM	3
F1	ORCHESTRA	106	ORCHESTRA STAIR LOBBY	3
F2	WAREHOUSE	200	UPPER YARD	3
F2	WAREHOUSE	201a	WAREHOUSE WALL CAVITY	3
F2	WAREHOUSE	202	WAREHOUSE NORTH CORRIDOR	3
F2	WAREHOUSE	203	NORTH WAREHOUSE FIRE STAIR F2	3
F2	WAREHOUSE	205	COMMS F2	3
F2	WAREHOUSE	206	WAREHOUSE TEMP RACK ROOM F2	3
F2	WAREHOUSE	207	CLEANING F2	3
F2	WAREHOUSE	211	WORKSHOP CORRIDOR	3
F2	WAREHOUSE	213	TOWER STAIR F2	3
F2	WAREHOUSE	216	SECURITY	3
F2	WAREHOUSE	217	TECH POWER AV PANEL	3
F2	WAREHOUSE	218	WAREHOUSE EAST ACS TOILET	3
F2	WAREHOUSE	219	SOUTH WAREHOUSE FIRE STAIR F2	3
F2	WAREHOUSE	220	WAREHOUSE SOUTH CORRIDOR	3
F2	WAREHOUSE	221	WAREHOUSE SOUTH WEST CORRIDOR	3
F2	WAREHOUSE	222	TRUCK LOADING	3
F2	WAREHOUSE	225	TRUCKLIFT CORRIDOR	3
F2	WAREHOUSE	226	WAREHOUSE WEST CORRIDOR	3
F2	WAREHOUSE	227	WAREHOUSE NORTH WEST CORRIDOR	3
F2	WAREHOUSE	230	STALLS CONTROL ROOM	3
F2	WAREHOUSE	234	HALL WAREHOUSE CROSSOVER	3
F2	ORCHESTRA	238	ORCHESTRA STAIR ENTRY F2	3
F2	HALL	242	TRUCK LIFT CONTROL ROOM	3

PRIORITY LEVELS

Floor Ref	Floor No	Room Number	Destination Name	Priority Level
3	F3	307	WAREHOUSE RACK ROOM F3	3
3	F3	330	EXTERNAL PLANT ROOM F3	3
3	F3	309	SOUTH WAREHOUSE FIRE STAIR F3	3
3	F3	311	TRUCK LIFT ROOF LOBBY	3
Lower Circle	F3	314	CLEANING F3	3
4	F4	401	NORTH WAREHOUSE FIRE STAIR F4	3
4	F4	424	SOUTH WAREHOUSE FIRE STAIR F4	3
Mid Circle	F4	433	HALL RACK ROOM F4	3
Mid Circle	F4	437	PLANT ROOM F4	3
Mid Circle	F4	440	HOUSE RIGHT SIDE LOBBY F4	3
Mid Circle	F4	443	HOUSE RIGHT AV RACK F4	3
Mid Circle	F4	445	HOUSE LEFT SIDE FRAME LOBBY F4	3
5	F5	501	NORTH WAREHOUSE FIRE STAIR F5	3
5	F5	510	SOUTH WAREHOUSE FIRE STAIR F5	3
Upper Circle	F5	511	HALL PLANT ROOM MEZZANNINE F5	3
Upper Circle	F5	520	HALL CENTRAL BATTERY	3
Upper Circle	F5	521	HOUSE RIGHT SIDE LOBBY F5	3
Upper Circle	F5	522	HALL RACK ROOM F5	3
Upper Circle	F5	523	HOUSE RIGHT GRD HALL LOBBY F5	3
5	F5	524	GRID LINK STAIR LOBBY F5	3
5	F5	525	HOUSE LEFT GRD HALL LOBBY F5	3
5	F5	526	WAREHOUSE WEST ACOUSTIC CAVITY	3
5	F5	527	GRID LINK STAIR LANDING F5	3
6	F6	601	NORTH WAREHOUSE FIRE STAIR F6	3
6	F6	604	BOARDROOM LOBBY	3
6	F6	605	EVENT SPACE LOBBY	3
6	F6	608	COMMS ROOM F6	3
6	F6	623	EXTERNAL PLANT ROOM F6	3
6	F6	610	CREW ROOM TEAPOINT	3

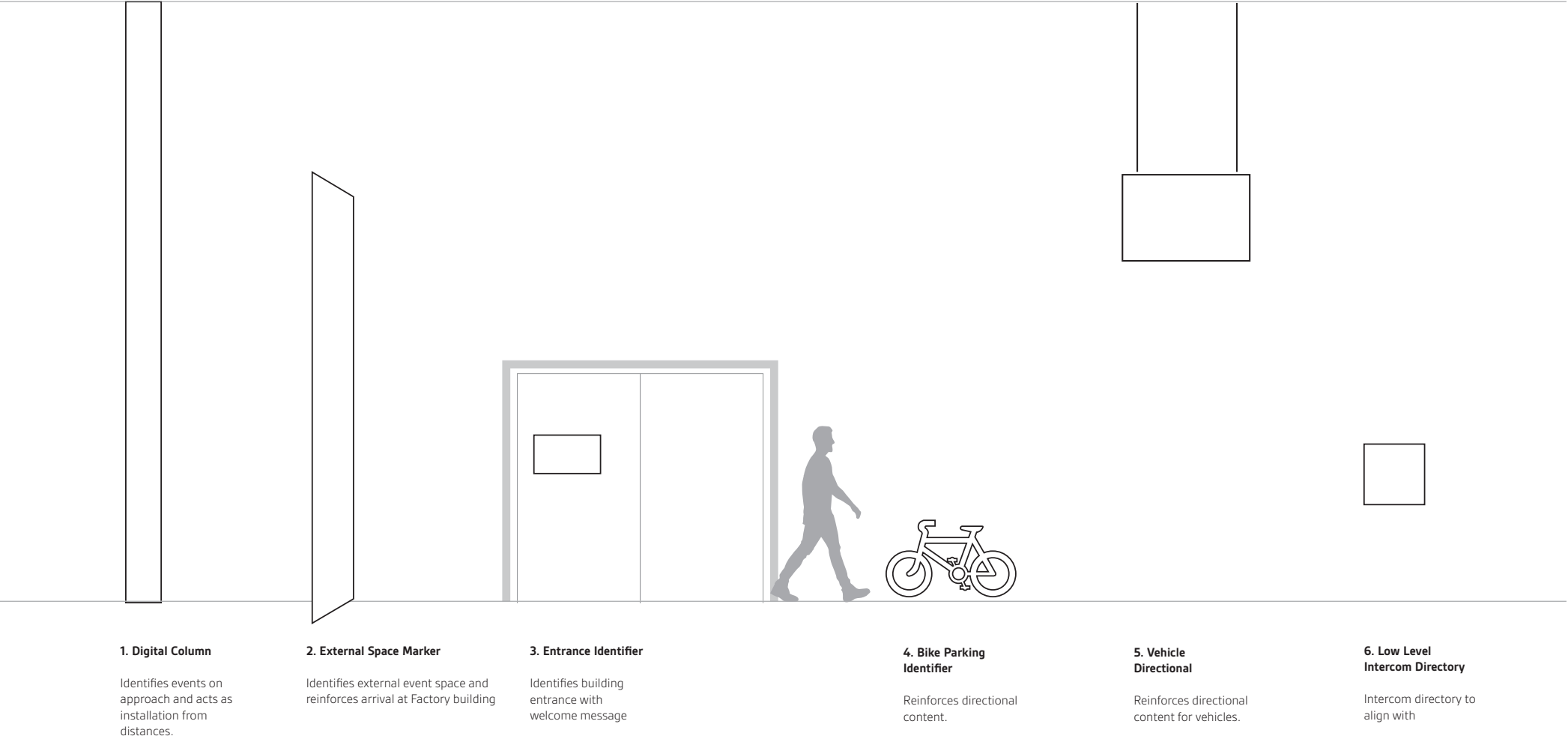
SIGN INFORMATION

05

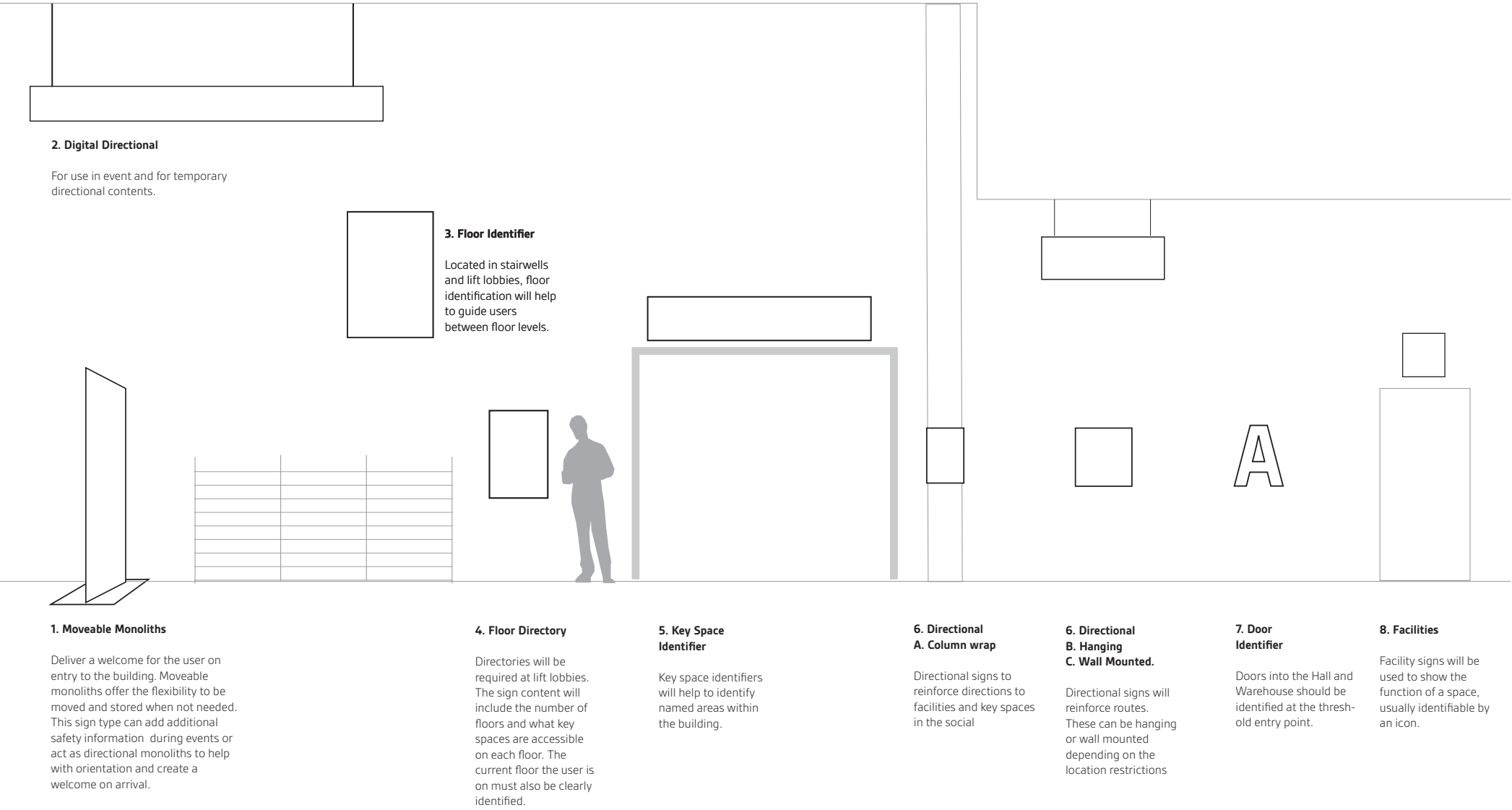
Floor Ref	Floor No	Room Number	Destination Name	Priority Level
6	F6	611	WAREHOUSE PLANT ROOM F6	3
6	F6	613	SOUTH WAREHOUSE FIRE STAIR F6	3
6	F6	616	HALL PLANT ROOM MEZZANNINE F6	3
6	F6	617	CIRCLE CONTROL ROOM	3
6	F6	618	CONTROL ROOM LOBBY F6	3
6	F6	620	PROSCENIUM OPENING F6	3
6	F6	621	GRID LINK STAIR	3
6	F6	622	HALL GRID	3
7	F7	701	TECHNICAL GRID CENTRE	3
7	F7	702	TECHINCAL GRID NORTH	3
7	F7	703	TECHINCAL GRID SOUTH	3
7	F7	704	NORTH WAREHOUSE GRID CORRIDOR	3
7	F7	705	PLANT ROOM SHARED TEMP EQT F7	3
7	F7	706	WAREHOUSE GRID LOBBY	3
7	F7	707	WAREHOUSE TEMP RACK ROOM F7	3
7	F7	709	WAREHOUSE GRID TOILETS	3
7	F7	710	TOWER STAIR F7	3
7	F7	711	SOUTH WAREHOUSE GRID CORRIDOR	3
7	F7	712	PLANT ROOM GEN SWITCHBOARD F7	3
7	F7	714	SOUTH WAREHOUSE FIRE STAIR F7	3
7	F7	715	PLANT ROOM (AHU) F7	3
7	F7	716	GRID LINK STAIR LOBBY F7	3
7	F7	717	EXTERNAL PLANT ROOM F7	3
7	F7	718	PROSCENIUM OPENING F7	3
7	F7	721	HALL DUCT WORK CAVITY	3
8	F8	801	TOWER STAIR F8	3
8	F8	802	EXTERNAL PLANT ROOM F8	3
8	F8	803	GENERATOR DECK	3
8	F8	804	WAREHOUSE DUCT WORK CAVITY	3

A comprehensive and coordinated family of sign types needs to be developed, encompassing orientation signs, directional signs, location signs, and information signs for both internal and external areas, including back-of-house spaces. These signs should maintain a consistent graphic language throughout. It is important to consider the placement of these signs at appropriate heights, taking into account the sight lines of viewers. Furthermore, all information presented on the signs should adhere to the guidelines outlined in BS 8300:2018, which focuses on designing an accessible and inclusive built environment. The design process should carefully assess factors such as color contrasts, text sizes, viewing distances, and fixing heights to ensure compliance with the standards.

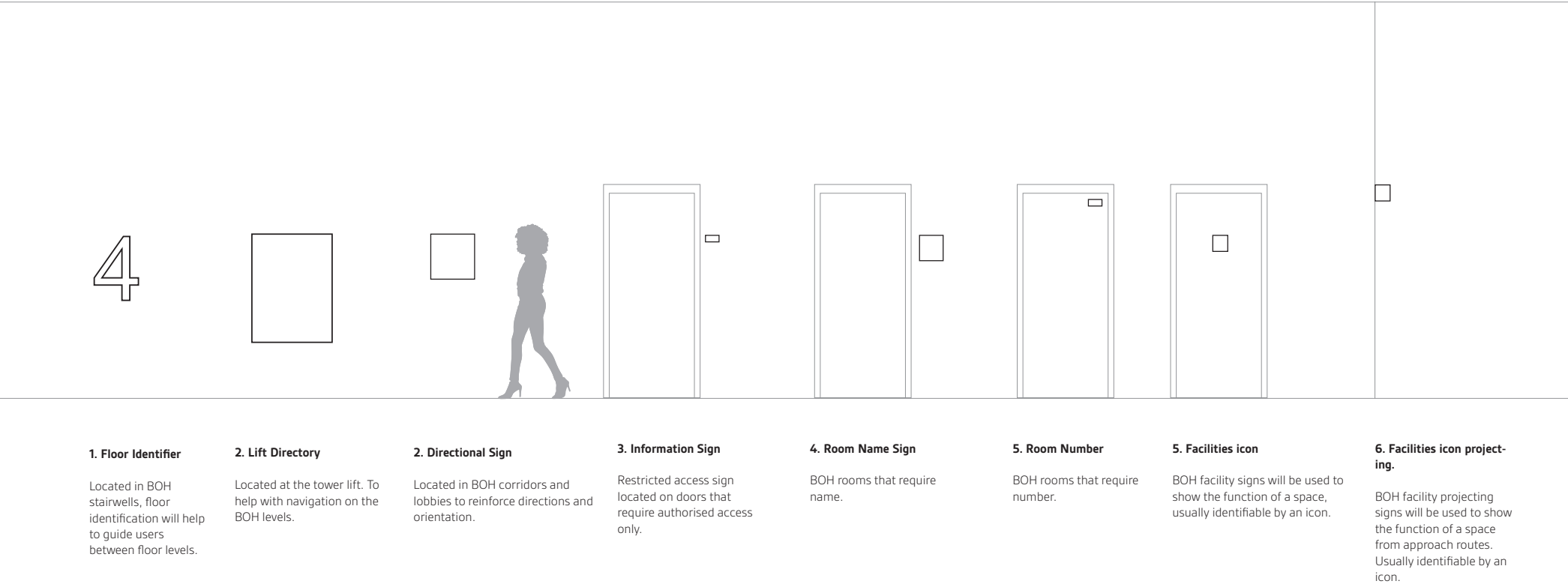
Below is the sign functions drawing for external wayfinding signage.



Below is the sign functions drawing for internal front of house wayfinding signs



Below is the sign functions drawing for back of house wayfinding signs



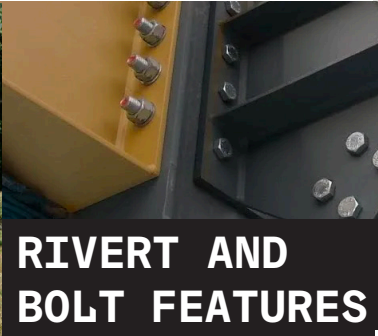
We have started to build a visual precedents of details and features we feel would work for Factory International sign family design.



METAL SHEET PERFORATION



RIVERT AND BOLT FEATURES



FORM SIGNS TO ARCHITECTURAL DETAILS



DOT MATRIX



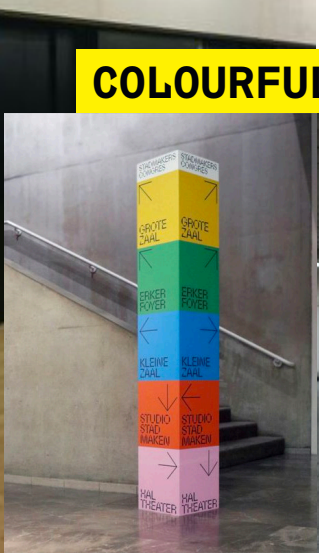
FLEXIBLE CHANGEABLE ELEMENTS



PLAY WITH SCALES



COLOURFUL



ICON PROMINENT



PASTE UP GRAPHICS



ICON PROMINENT



ICON PROMINENT

This report concludes the Wayfinding Strategy stage.

The next stage will include:

Part B - General Venue signage

- Develop a coherent sign family of internal front of house and back of house wayfinding signs
- Develop a coherent sign family of external wayfinding signs
- Outline sign location plans for all levels
- Set out draft sign content for each location
- Review material specification, accessibility requirements and budget
- Source and supply prototypes
- Set out design arrangement drawings for costing.
- Draft installation programme
- Review maintenance options and associated costs

Output

- Wayfinding design report.
- Regular Monthly Meetings