
VIADUX - PHASE 1

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Existing Wayfinding

There is currently no wayfinding signage within the site boundary. Opposite are some photographs of the nearest signage to the site. These take the form of fingerposts which indicate key landmarks and walking and cycling routes. This information should be considered for inclusion within the proposed signage.

It is anticipated that TFGM will install their own signage relating to the Metrolink tram stop separately.



1 Deansgate / Great Bridgewater St Junction



2 Albion Street / Great Bridgewater St Junction



3 Deansgate / Whitworth Street Junction



4 TFGM Metrolink Signage

Proposed Wayfinding

Given the lack of signage within the site, new wayfinding signage is to be proposed. The site's proximity to Deansgate Castlefield metrolink stop and key landmarks in the city mean make wayfinding an important element within the scheme.

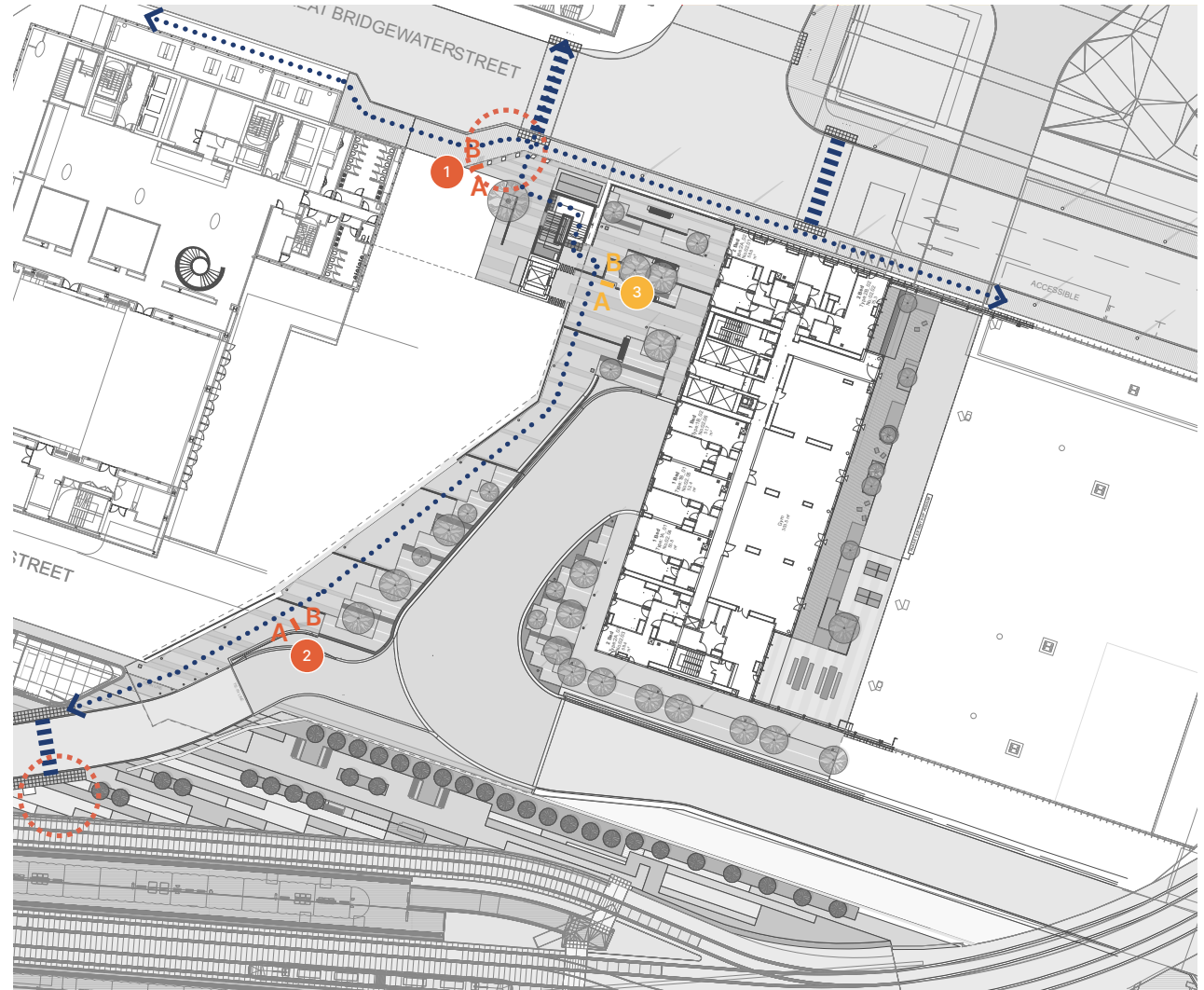
City wide orientation wayfinding is shown in orange on the plan opposite. One is proposed in proximity to Deansgate-Castlefield metrolink stop / Deansgate rail station for users arriving into the city from here. A second is proposed on Great Bridgewater Street. It is located near to a proposed pedestrian crossing where footfall will likely be highest, and also close to the new stair and lift.

As well as wayfinding for the city centre, a single Viadux specific 'brand touch point' for the new building is also proposed. This is indicated in yellow on the plan opposite. It is located at the top of the new stair to direct people to the main building entrances.

Timescales

All proposed wayfinding will be installed prior to practical completion and occupation of the building.

- Key**
- Arrival / Orientation Point
 - Primary Pedestrian Routes
 - ||||| Road Crossing
 - City Centre Wayfinding
 - Viadux specific Wayfinding



City Wide Orientation Totems

Given their city wide relevance, it feels appropriate that the totems should be consistent with the 'Greater Manchester Connected Wayfinding' suite of totems already present in the city. Opposite is the proposed totem selected from the suite for the Viadux development.

The totems are 2-sided and illuminated. The sides 'A' and 'B' are indicated on the previous page. These will convey different information relevant to the direction of travel.

400mm Wide Totems

Secondary Product En Route – SE

Secondary Product at Destination – SD

The Secondary Product Totem is the slimmest sized product type. The design intent is that the product is 400mm wide (maximum) x 2500mm high (maximum) x 90mm deep. Minor variations of up to 100mm from these dimensions may be proposed by the Contractor to allow for structural design requirements. Any proposed variation from these dimensions must be submitted within the Contractor's tender offer. The product is to be freestanding and located on narrower pavements and public spaces at secondary decision points. Each Secondary Product Totem is double sided and is designed to display a range of information. Full height glass sign faces with reverse applied vinyl graphics are to be removable.

The top section of the Totem provides information about the location with directions to the main attractions of the area shown below, up to a radius of 15 minutes' walk.

The middle section of the Totem on each side displays 'heads up' pedestrian maps of the area and a street finder.

The bottom section of the Totem contains logos and a kick plate situated at the base of the totem.

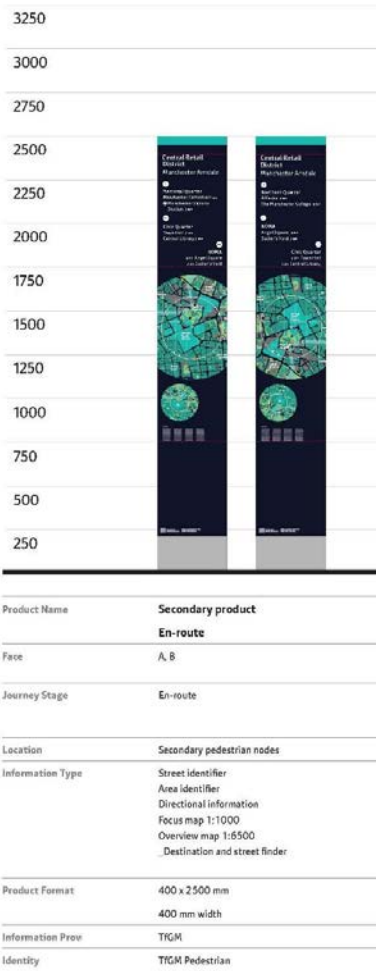


Figure 1:3 Secondary Product En Route and at Destination

City Wide Orientation Totems



Proposed Directional Information - Dual faced (A & B)

1A

Great Northern	6 min
Bridgewater Hall	6 min
Manchester Central	8 min
Museum of Science and Industry	8 min
The Opera House	9 min
St Peter's Square	10 min
Spinningfields	11 min
Town Hall / Albert Square	12 min
AVIVA Studios	13 min

1B

Metrolink	1 min
Deansgate Station	3 min
First Street	6 min
Castlefield	7 min

2A

Great Northern	4 min
Bridgewater Hall	4 min
Manchester Central	6 min
Museum of Science and Industry	6 min
The Opera House	7 min
St Peter's Square	8 min
Spinningfields	9 min
Town Hall / Albert Square	10 min
AVIVA Studios	11 min

2B

Metrolink	3 min
Deansgate Station	5 min
Great Northern	4 min
Bridgewater Hall	4 min
Museum of Science and Industry	6 min
First Street	6 min
Manchester Central	6 min
Castlefield	7 min
St Peter's Square	8 min
AVIVA Studios	11 min

Brand Touch Point Precedents



Middlewood Locks



Angel Gardens



Meadowside



Embassy Garden, London



Elephant Park, London



Middlewood Locks



Spinningfields

Viadux Brand Touch Point

The brand touch point for the development is proposed in corten steel which is a material consistent with other elements of the landscape design. It will be internally illuminated and have a pattern derived from the architectural forms of the viaduct arches. The totem is 1.5 metres high making it an accessible reading height for all users.

The specifics of the directional information will be confirmed prior to manufacture of the totem.

1 - Wayfinding Totem

Material: Corten Steel.

Manufacturer: IS Group or similar and approved.

Size: 400mmW x 1500mmH x 90mmD (80mm below ground).

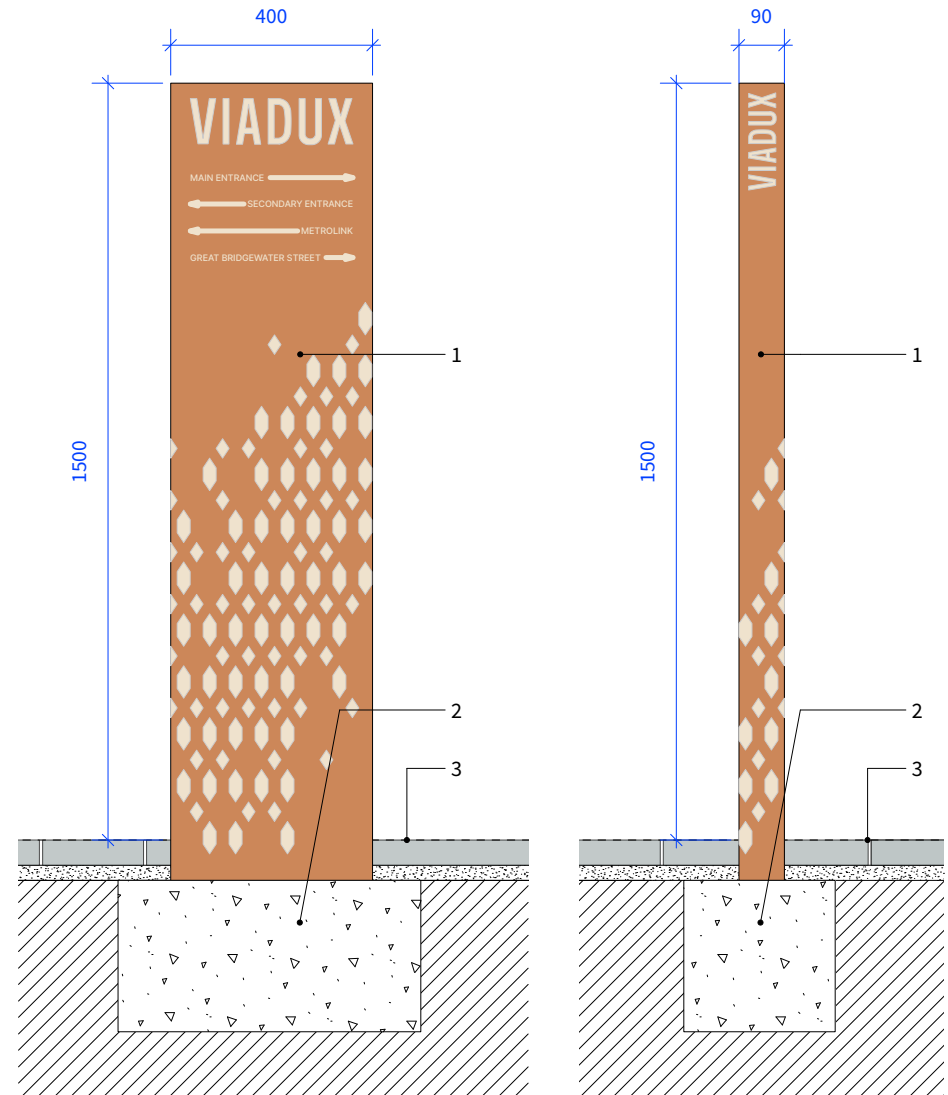
All graphical and information to be laser cut and back covered with semi-translucent white plastic sheet. To be internally illuminated.

2 - Concrete Foundation

To engineer's specification.

3 - Stone Block Paving

Refer to VIA-PLA-XX-XX-DR-L-5000 for detail.



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