

Version: **D1**

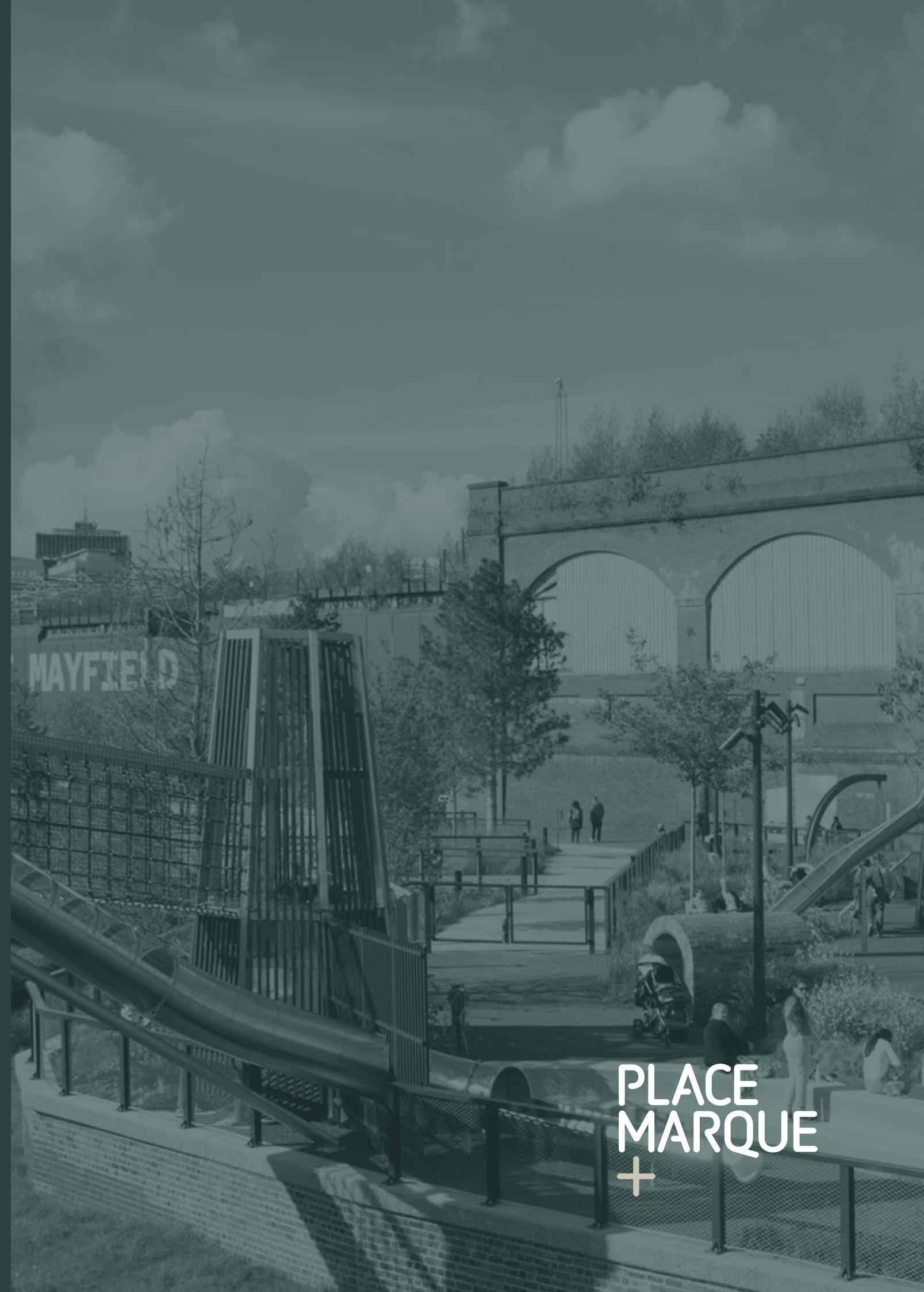
18.12.23

Mayfield

Wayfinding Planning

Reinforcing the Mayfield area for
pedestrians, cyclists & drivers.

PLACE
MARQUE
+



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INTRODUCTION

This report sets out a summary of initial analysis as part of a wayfinding strategy for Mayfield. Stage 1 focuses on the development of a wayfinding strategy for Mayfield. The primary goal of this strategy is to create a signage system that guides users to the new park and surrounding development, aiming to connect existing neighbourhoods like Ardwick, Brunswick and Oxford Road Corridor, and also to new neighbourhood developments like Piccadilly and ID Manchester. The aim is to provide a sense of arrival and orientation, helping visitors find their way from the street to their destination.

Our approach involves a comprehensive consideration of wayfinding, including the approaches to Mayfield, site identification, and pedestrian and vehicular navigation around the site.

This strategy is designed to work in connection with the existing wayfinding and highways interventions around Manchester city centre to provide a connected system of information.



SITE CONTEXT

Mayfield is located within Manchester City Centre, to the South of Manchester Piccadilly station, positioned immediately North of the Mancunian Way. It's position is peripheral to the city centre's main public spaces but still within walking distance, approximately 10-12minutes walk from Piccadilly Gardens or 15-20minutes walk from Albert Square.

The site already offers a new 6.5-acre park, which is Manchester city centre's first public park with great views of the River Medlock running right through the site. The likes of Mayfield Depot and Freight Island have already established a strong sense of place and great night time offer.

The Mayfield development looks to build on this success in future stages with a diverse array of residential properties, shops, hotels, restaurants, cafés and bars housed in re purposed and re imagined existing architecture establishing Mayfield as a new retail and leisure experience.



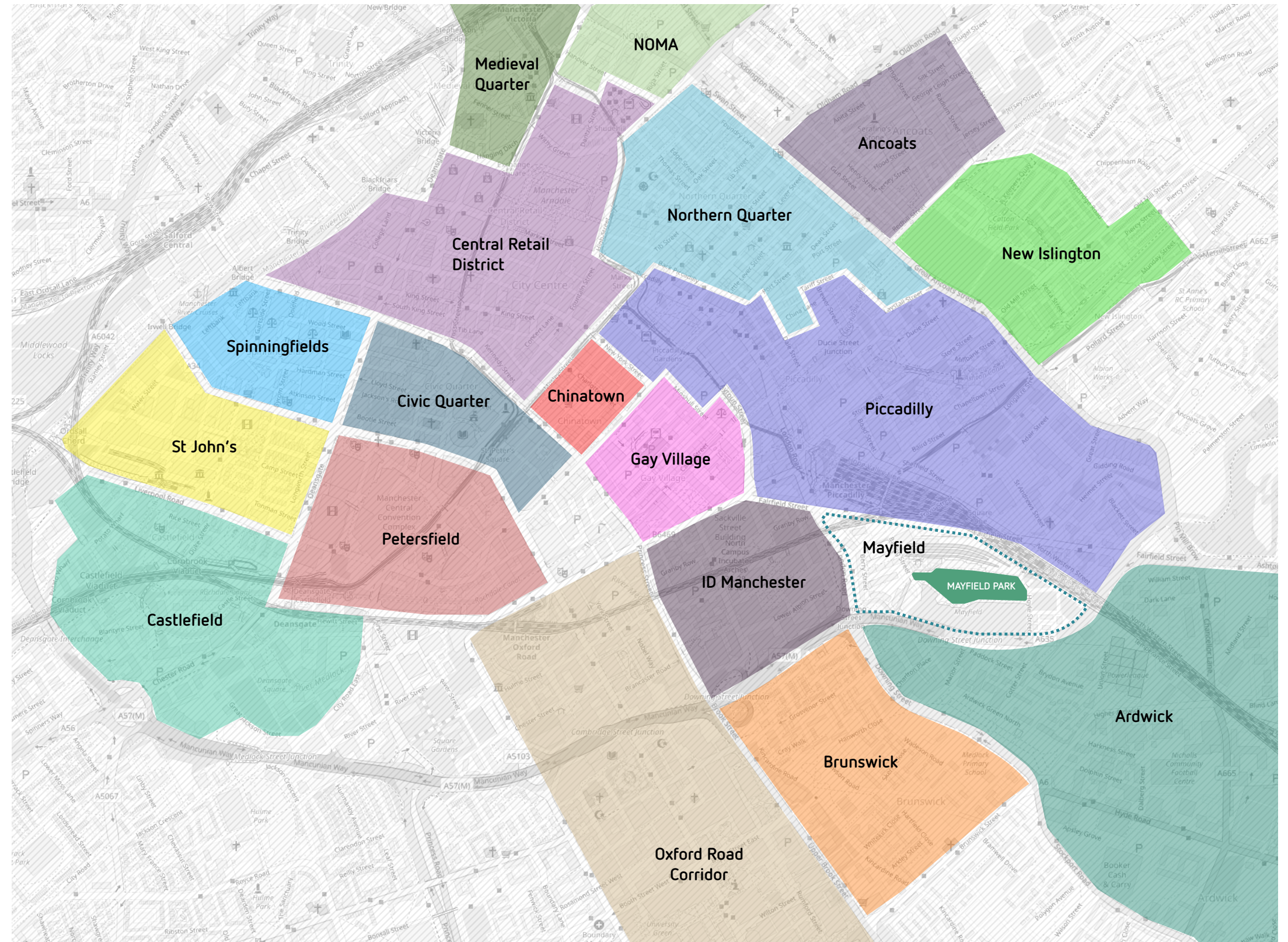
SITE AUDIT AND REVIEW

Connecting Neighbourhoods

Mayfield neighbourhood sits south of Piccadilly and the East of the new ID Manchester development site which will provide key links with the city centre.

The vision for the development is to build on the city's ambitions to regenerate and transform the areas 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.



SITE AUDIT AND REVIEW

Arrival - Trains & Metrolink

Train
If arriving by train the closest stations to Mayfield are:

-  Manchester Piccadilly Station
-  Oxford Road Station

Other stations include: Deansgate, Victoria, and Salford Cenral to the West of the central core.

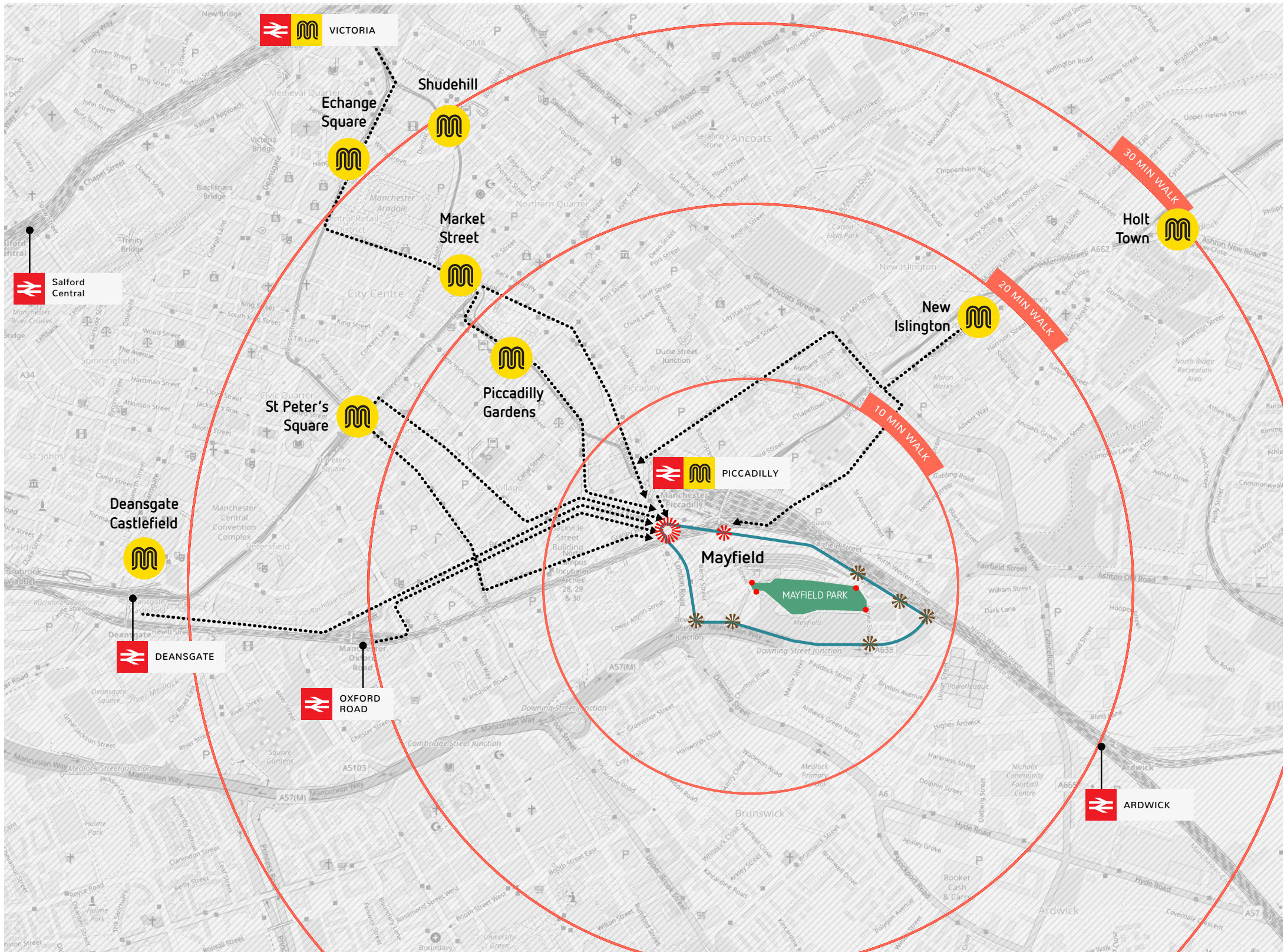
Metrolink
If arriving by tram the closest stations to Mayfield are:

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

We have shown walking distances here using in minutes to show the walkability from the stations.

Key Routes from Arrival Points

- Key Pedestrian Routes
-  Primary Access Points
-  Secondary Access Points
-  Tertiary Access Points
-  Mayfield Park Access



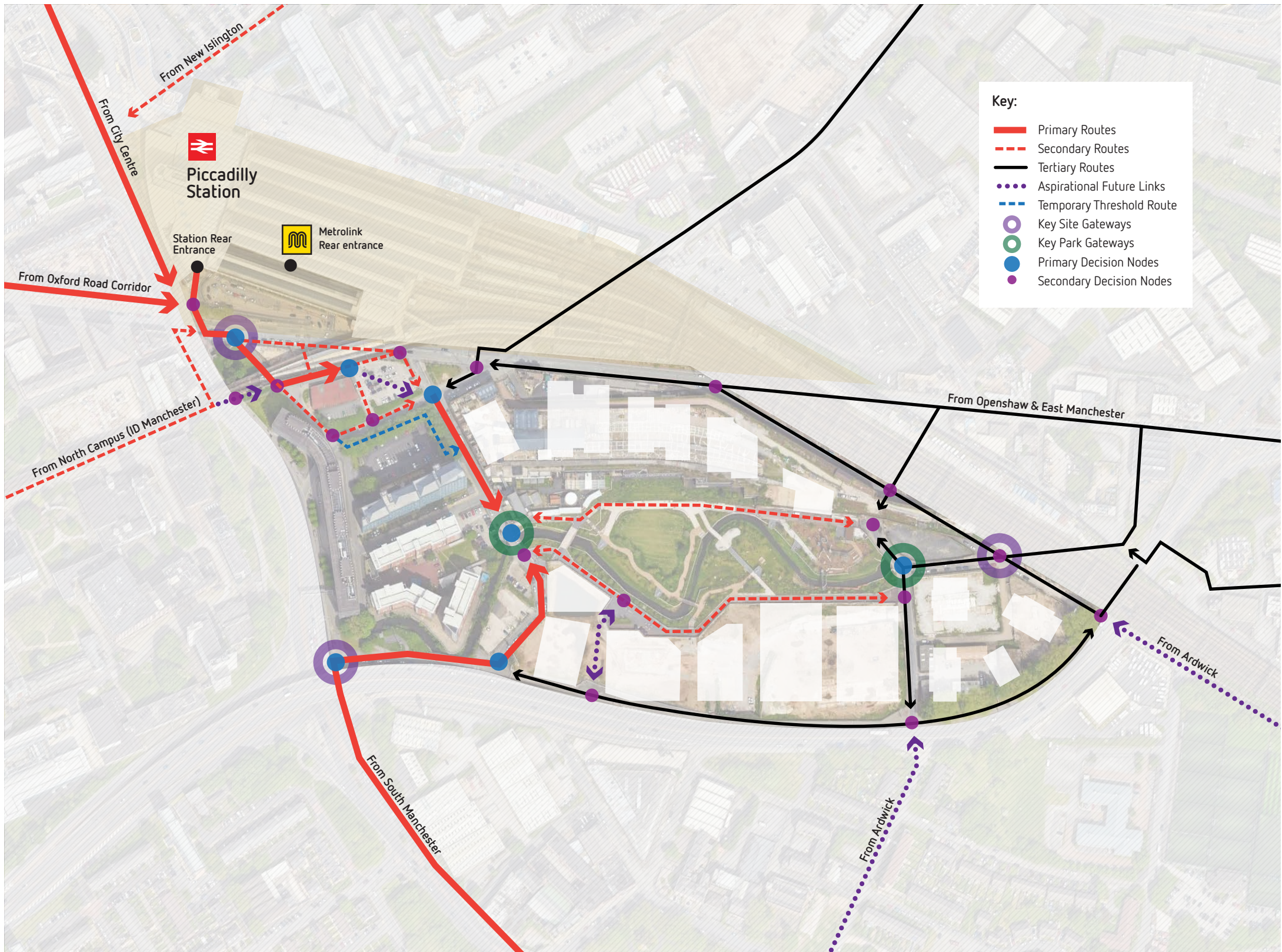
SITE AUDIT AND REVIEW

Current Primary Pedestrian Routes & Future Opportunities

The plan here shows the key routes users currently take to reach the site and those which are envisaged in future stages. There are also multiple arrival points on the site and each of these will need to be clearly identified.

The link from Piccadilly Station across Fairfield Street to the ‘Pencil Site’ is a key primary route for pedestrians and should be reinforced through MCC wayfinding as well as Mayfield’s strategy.

Gateway signage at the key arrival points will should be considered within the signage family to announce Mayfield, and could also integrate wayfinding information.



Pedestrian & Cyclist Strategy

Wayfinding Rationale

WAYFINDING RATIONALE

Digital & Accessibility

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 that will develop with the various phases will be 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 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

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
- Typeface, size and layout
- Colour and contrast
- Illumination and glare

The colour and finish has been chosen to create a good level of contrast and fit within the environment, and the aim is to ensure the 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, on digital elements 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.

WAYFINDING RATIONALE

Manchester City Wayfinding

Connecting Mayfield to the wider city neighbourhoods

The neighbourhood name Mayfield should be referenced on approach signage and the name should be identified on the each of the surrounding neighbourhood's wayfinding. This will provide a connected route from key arrival points in the city to the site. All signage outside of the estate should first reference the neighbourhood 'Mayfield' then the areas such as 'Wyre Street' or 'Depot Mayfield' to reinforce the different areas located within the Mayfield neighbourhood.

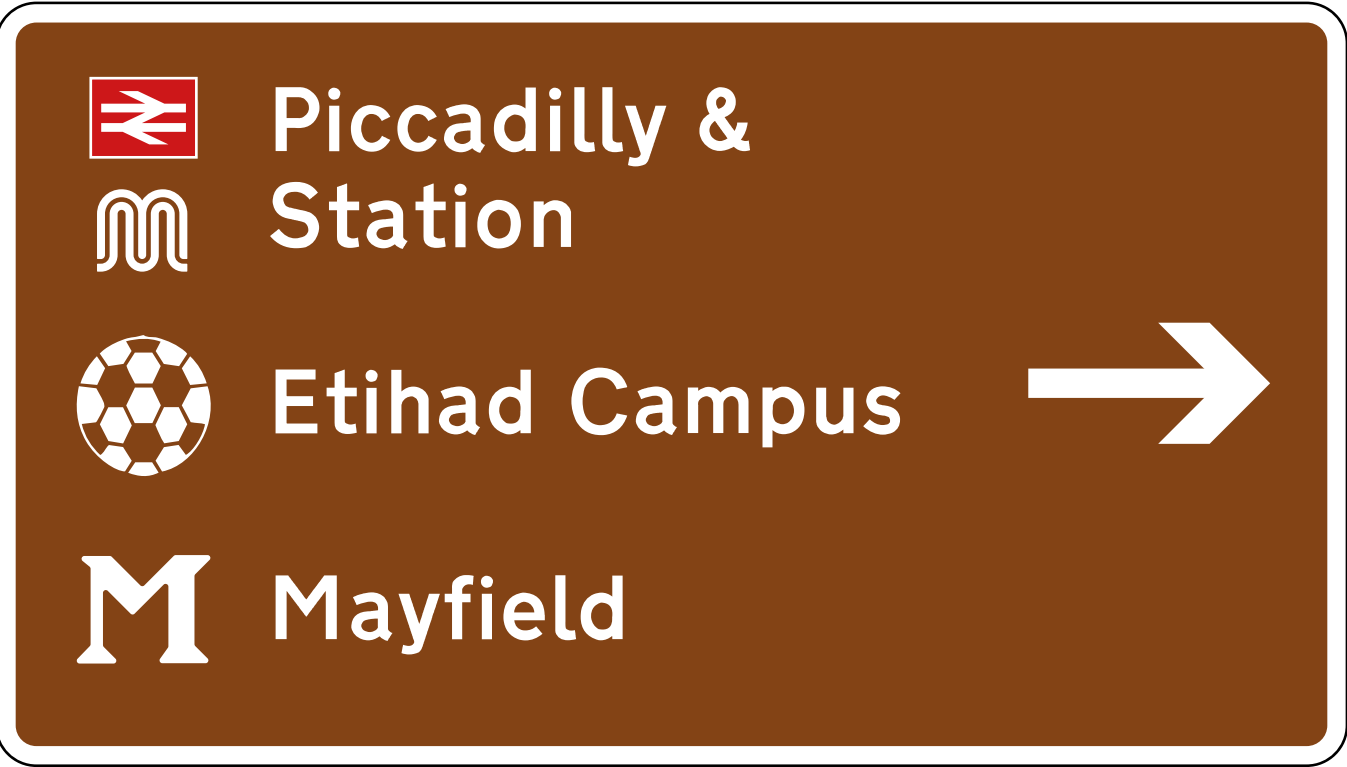
When adding 'Mayfield' as a destination to the brown tourist signage on the approaches, consideration should be made to the increased size of sign panel and in the majority of instances mean that either new posts or extension posts would need to be fitted so that sufficient head clearance is maintained.



Pedestrian Old MCC Signage Example



New MCC Signage Example

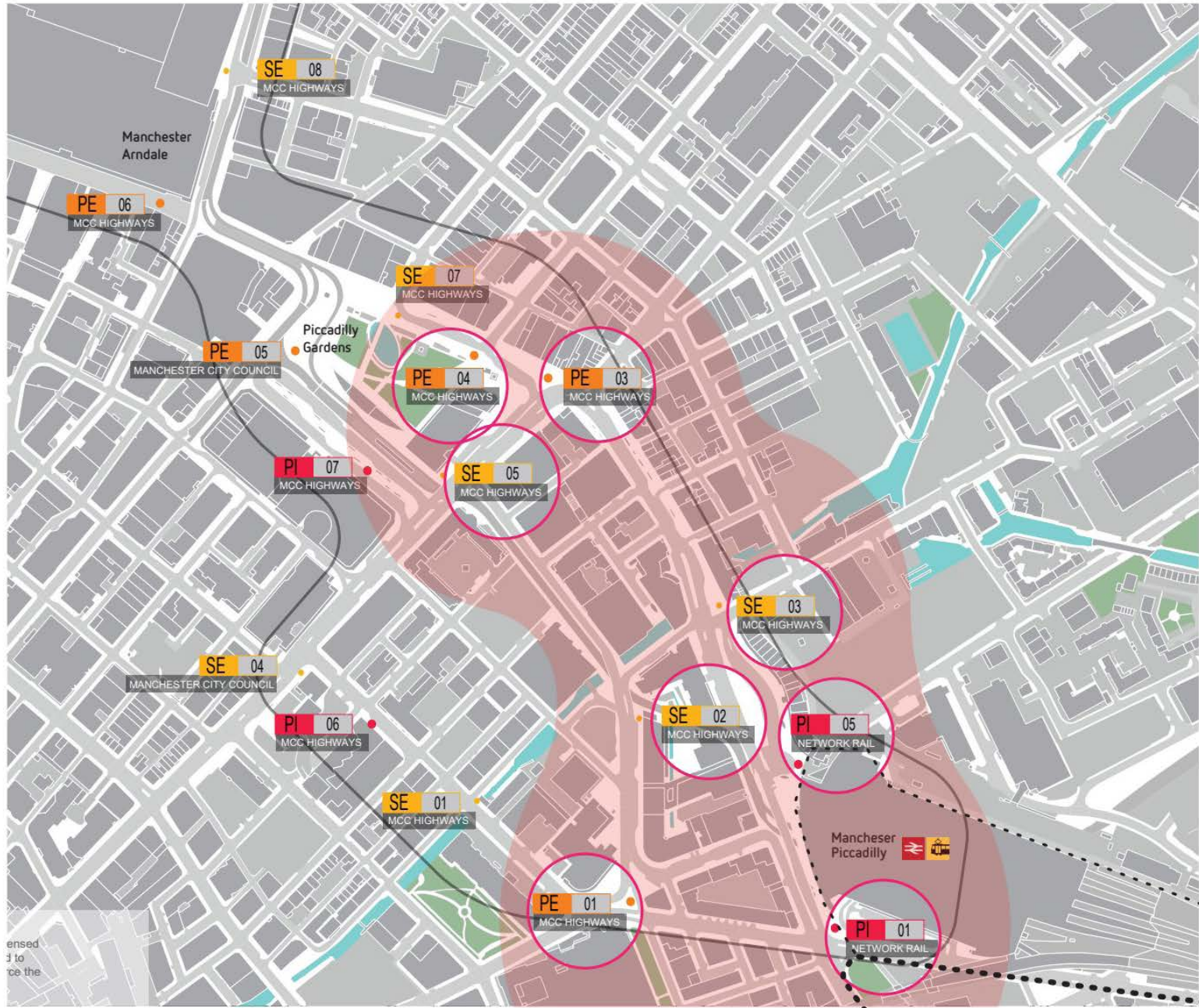


Vehicle Signage Example

WAYFINDING RATIONALE

Manchester City Wayfinding

Northern Quarter



New Islington

Additions

Highlighted on the left are relevant locations of existing monoliths / 'miniliths' that have the potential for content additions (circled) in relation to the Mayfield district. The proposed additions may capture city-centre pedestrians / tourists and bring awareness to Mayfield as a district, subsequently guiding them to Mayfield attractions.

Areas of significance within Mayfield are currently Mayfield Park and Mayfield Depot.

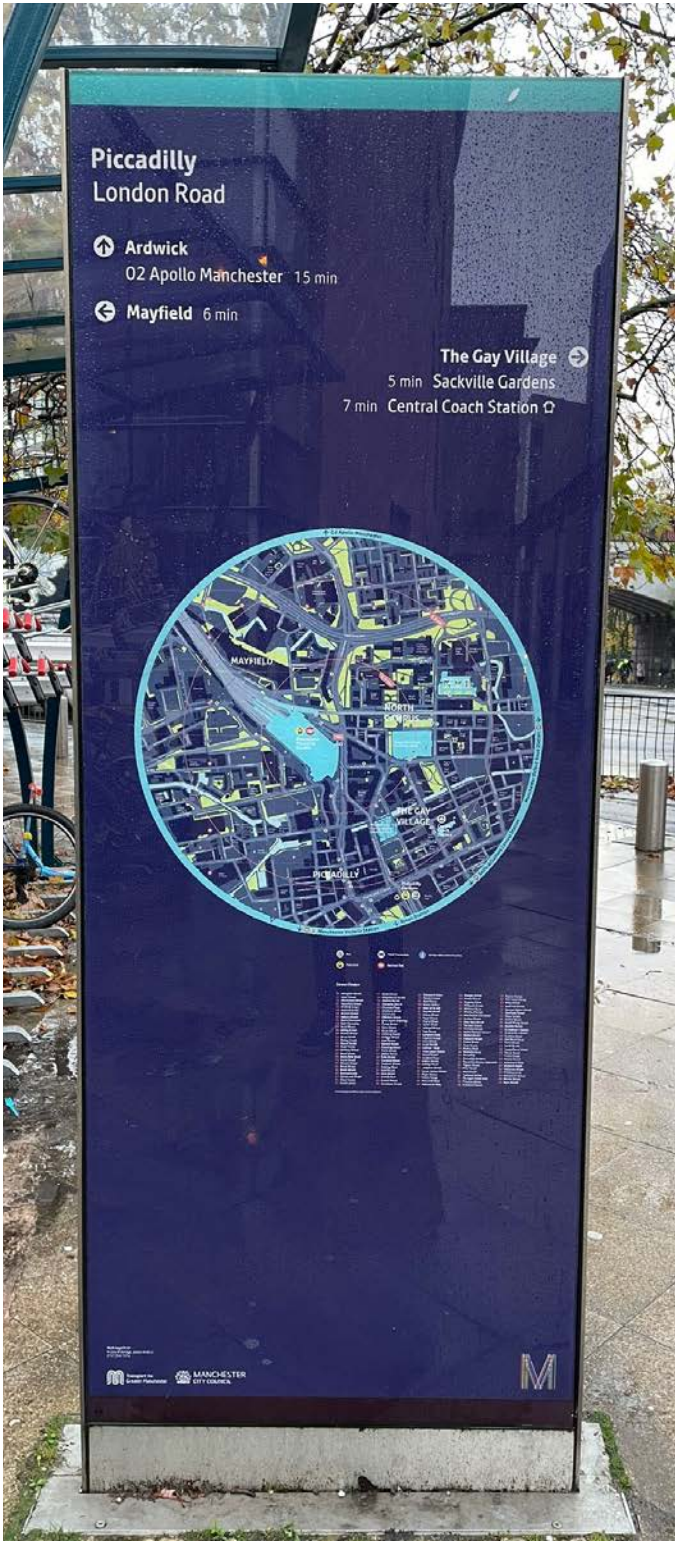
North Campus / ID Manchester

MAYFIELD

WAYFINDING RATIONALE

Manchester City Wayfinding Opportunity for updates

Existing Layout



Proposed Updates



Amended direction of Mayfield Legend to encourage crossing at safe point

- + Mayfield Park legend
- + Depot Mayfield legend
- + Use of Icons

Amended map (Mayfield area)

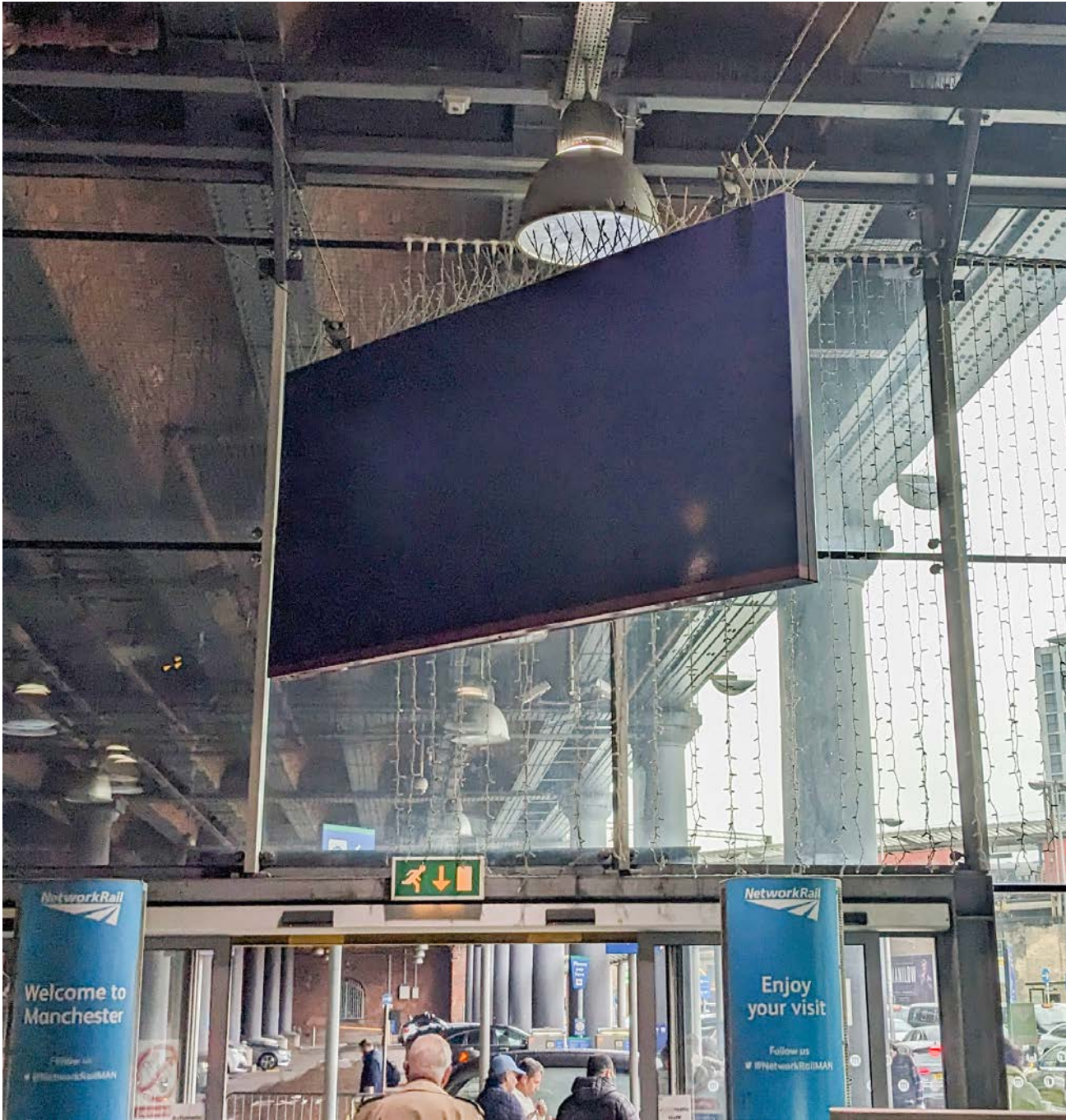


- + Expanded green area
- + 'Mayfield Park' text
- + 'Depot Mayfield' text

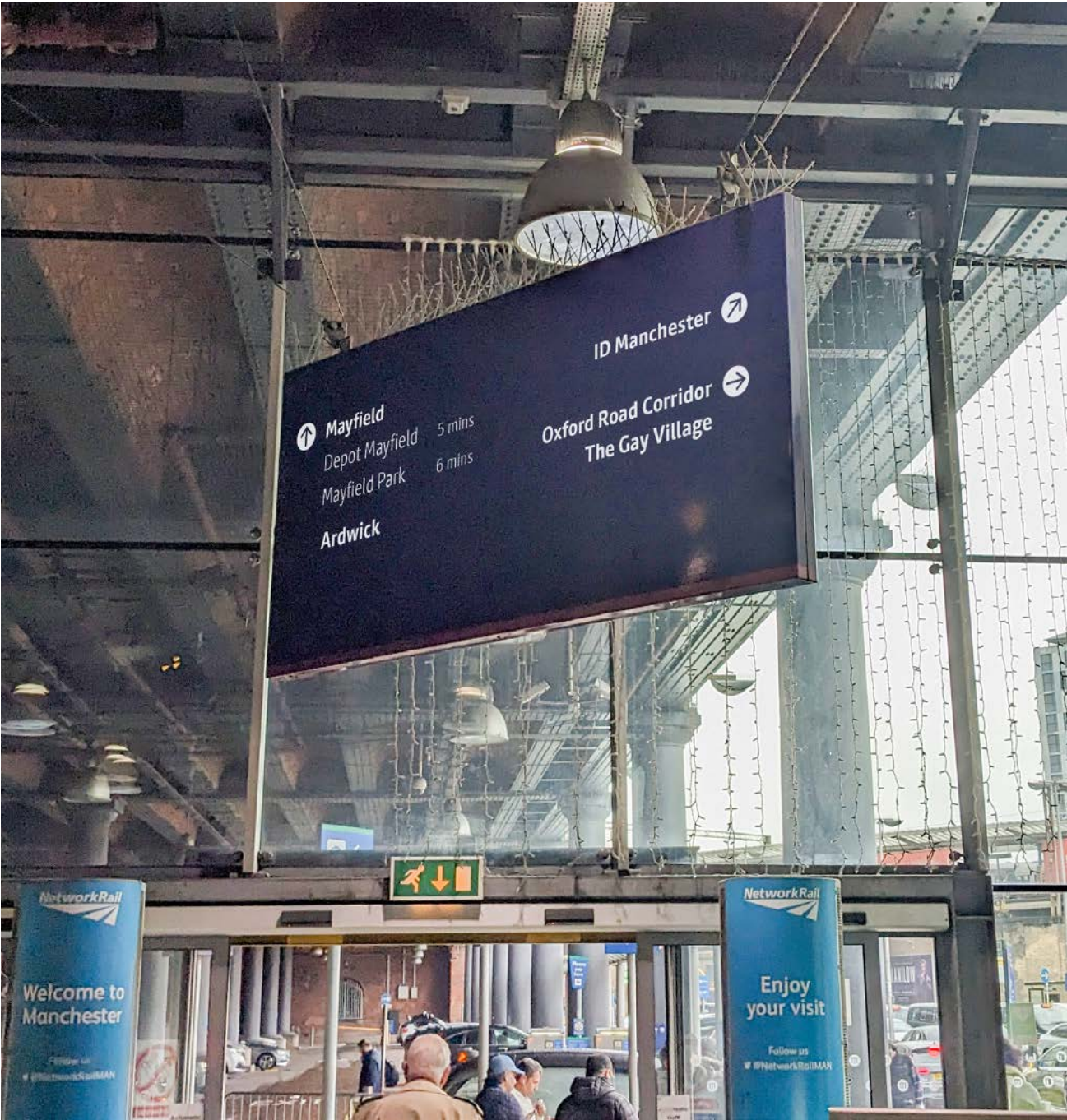
WAYFINDING RATIONALE

Piccadilly Station Wayfinding Opportunity for updates

Existing sign



Proposed Update



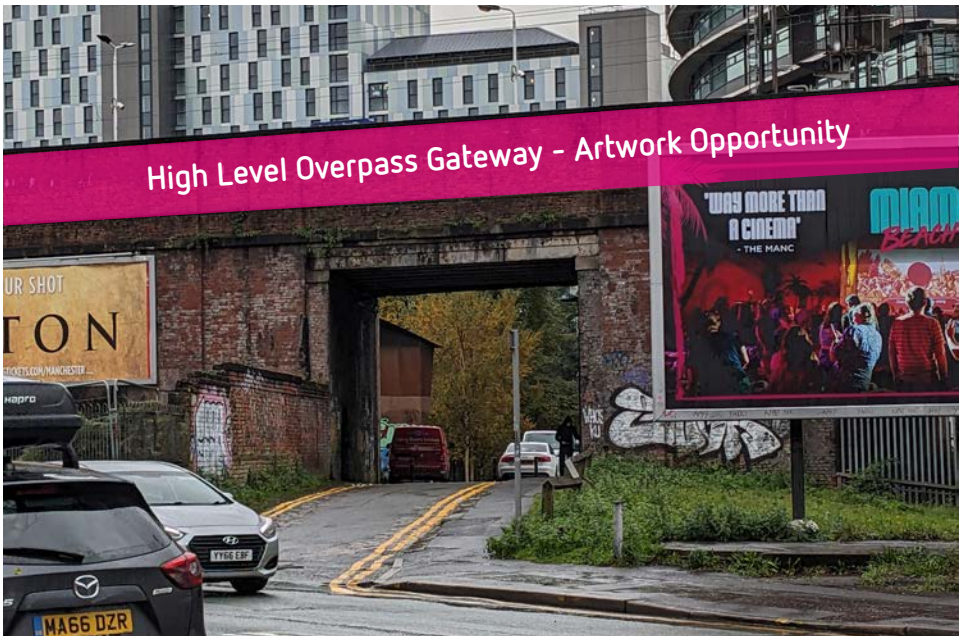
WAYFINDING RATIONALE

Phase 0 & 1 Potential Approach & Opportunities

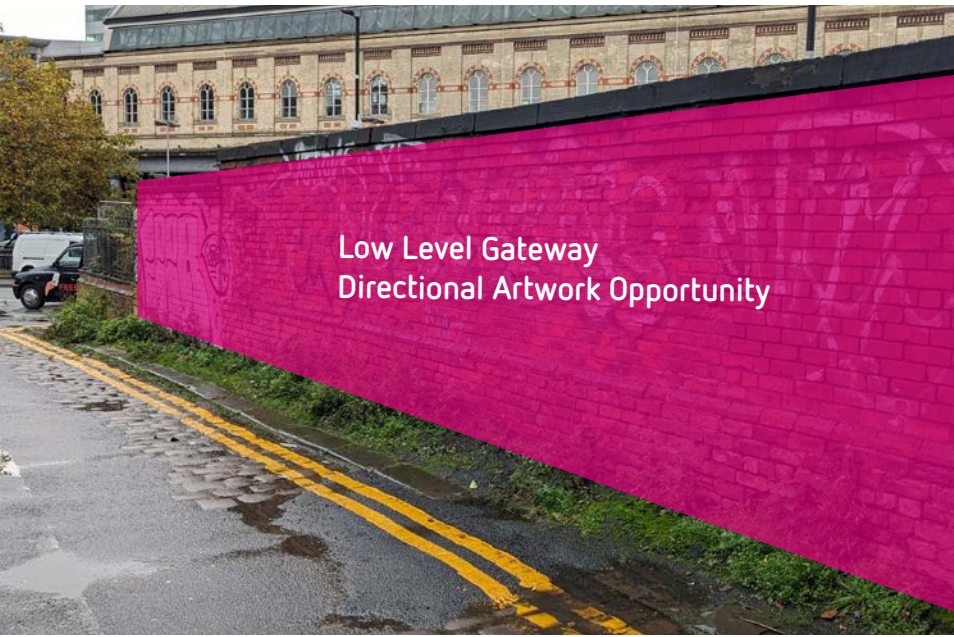
The current route to Mayfield has several barriers to movement and can seem uninviting in first impressions. The threshold project looks to create a more inviting public realm area at the pencil site, and reinforce the route from the city centre and Piccadilly through the Wyre Street arches and down to the woodland board walk route until future phases are progressed.

We have identified various locations to animate the primary gateway to site and reinforce the key entry points.

Looking at the railway arch from Piccadilly station, there are various opportunities to introduce painted surfaces or artwork to reinforce Mayfield and help to create a sense of place to unfamiliar visitors.



High level precedents



Low level precedents



Underpass gateway precedents



WAYFINDING RATIONALE

Phase 0 & 1 Potential Approach & Opportunities

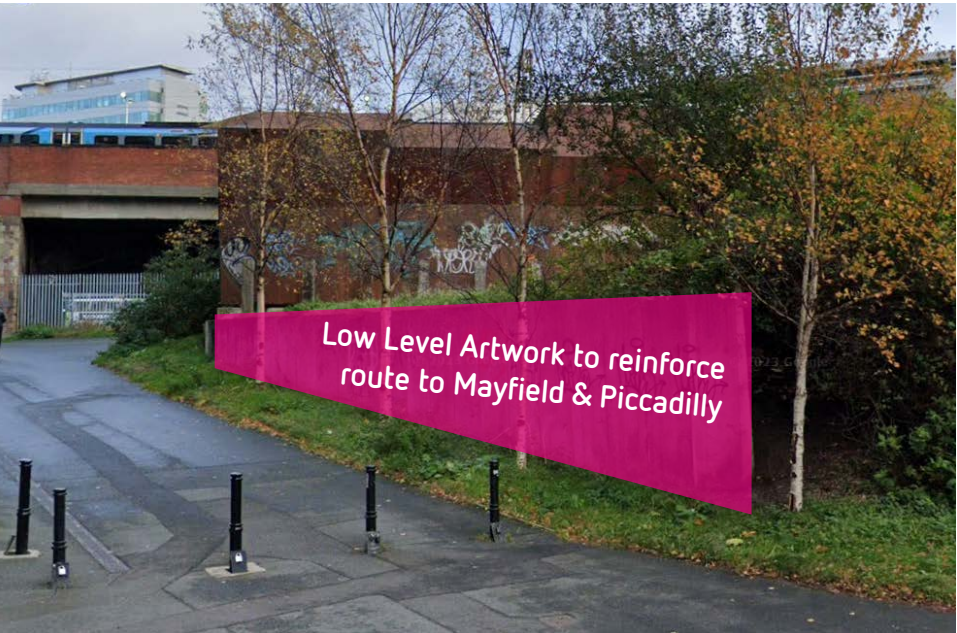
Once through the archway there needs to be reinforcement down to Travis Street and across to the woodland boardwalk. As this route would only be a mid term temporary route to reinforce, there could be an opportunity to use floor markings or surface treatments and retaining wall artwork that could direct users to Mayfield and back to Piccadilly.



Floor marking precedents



Once arrived at the entrance point to the woodland boardwalk there may be the need to announce this point as an accessible route through to Mayfield Depot and Park.



Low level precedents



The woodland boardwalk route will be a temporary threshold until the future links are progressed, and so the wayfinding solutions should be light touch to reflect this and be easily removable as the site is developed.



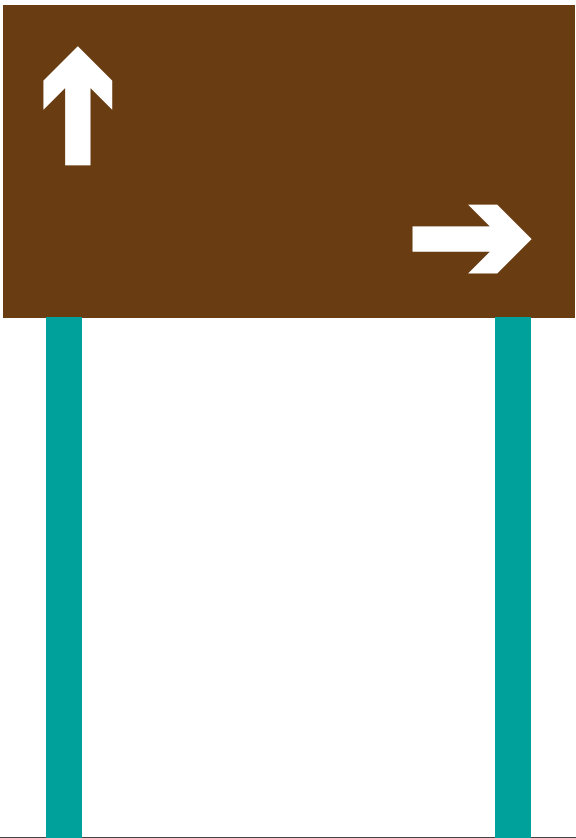
Woodland gateway precedents



WAYFINDING RATIONALE

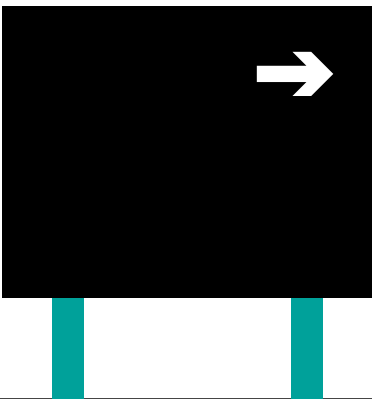
Site specific requirements for vehicles, cyclists and pedestrians

VEHICLE SIGNAGE



01
Vehicle Tourist 'Brown' Signage

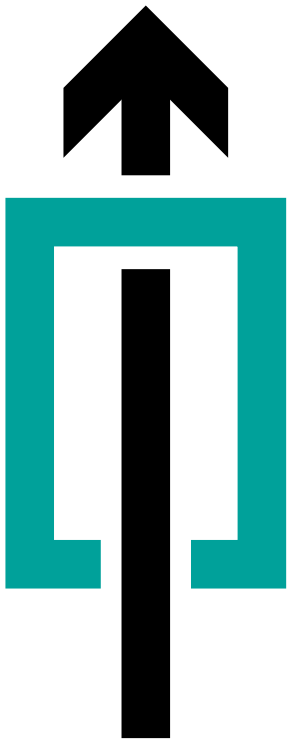
Standard highways vehicular tourist signs will guide visitors to site and communicate to unfamiliar users the offer at Mayfield, showing that it isn't just a residential development.



02
Vehicle Car Park Signage
(Mayfield Branding)

Mayfield branded vehicular signs may be required within the boundary and at the car parks within Mayfield. They help to announce to users they are in the correct place and help to build a sense of place.

PEDESTRIAN & CYCLE SIGNAGE



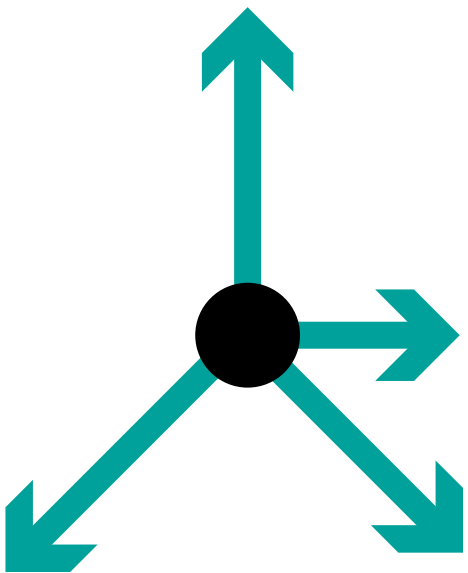
03
Gateways

At key thresholds there should be gateway interventions to highlight the key entrances to the site and create a sense of arrival and reinforce the place. These should clearly identify Mayfield and the space / relative location.



04
Mapping

Mapping interventions should be placed at key arrival points and some key gateways. They may also feature interpretation content such as the ecology and historic context of Mayfield. They help the user to navigate the space and direct them to their destination and build a mental map of the site.



05
Directional & Destination
Reinforcement

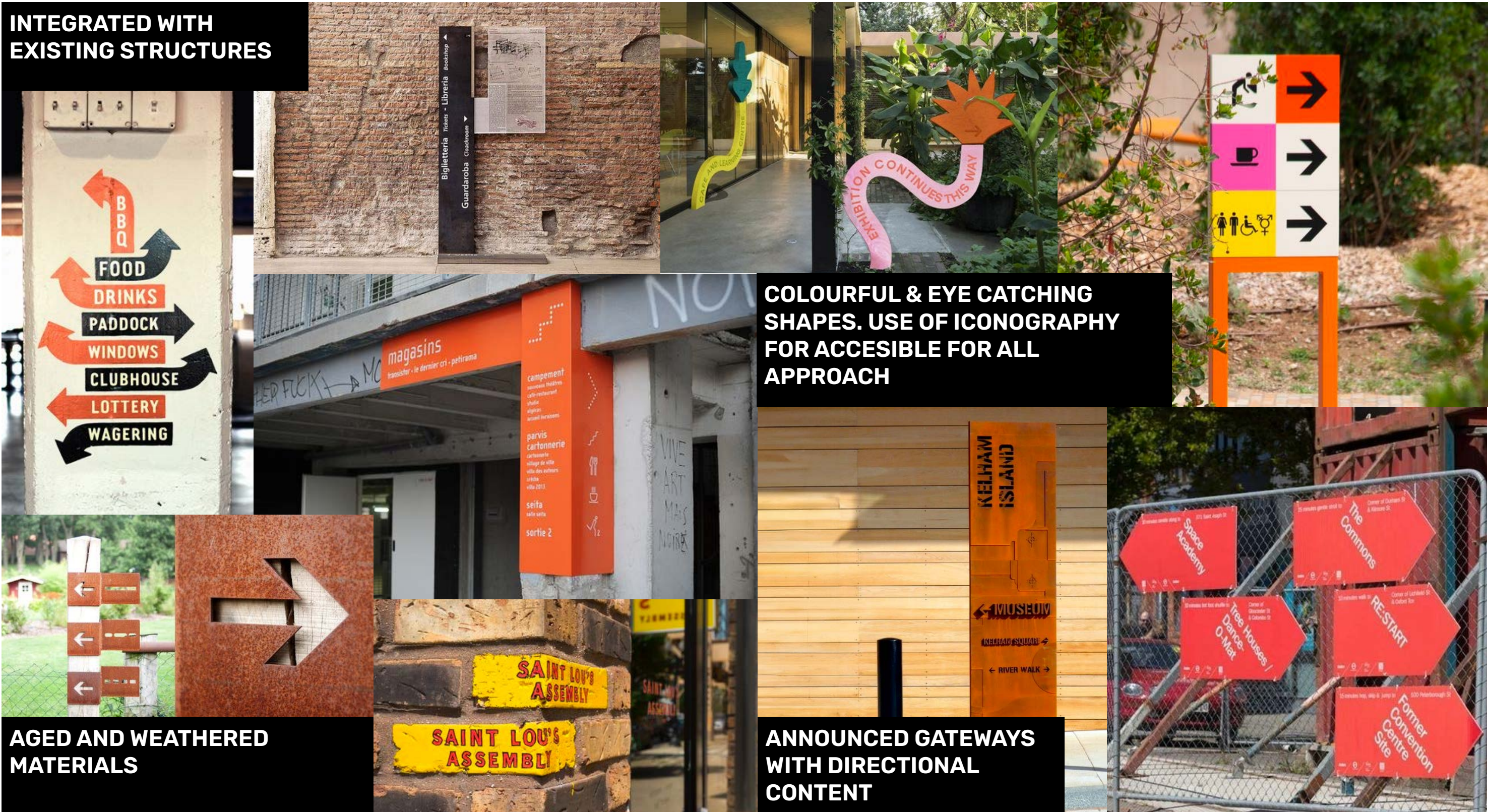
At key decision nodes there should be directional destination reinforcing information to help the user to navigate the space and direct them to their final destination.

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.

Please note, this drawing for illustrative purposes only. Dimensions are indicative and approximate. Branding TBC

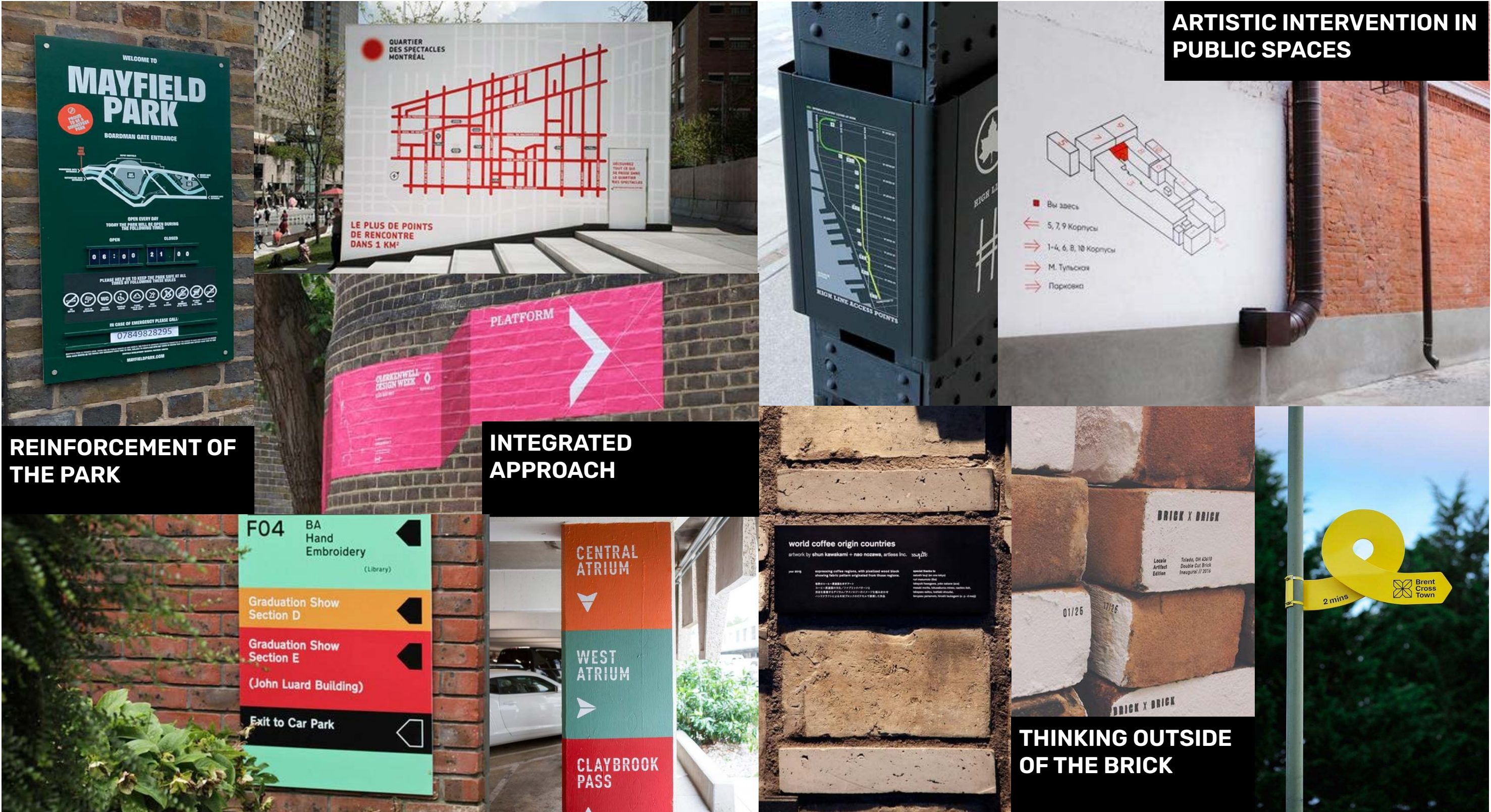
WAYFINDING RATIONALE

Wayfinding Precedents Consistent with Mayfield



WAYFINDING RATIONALE

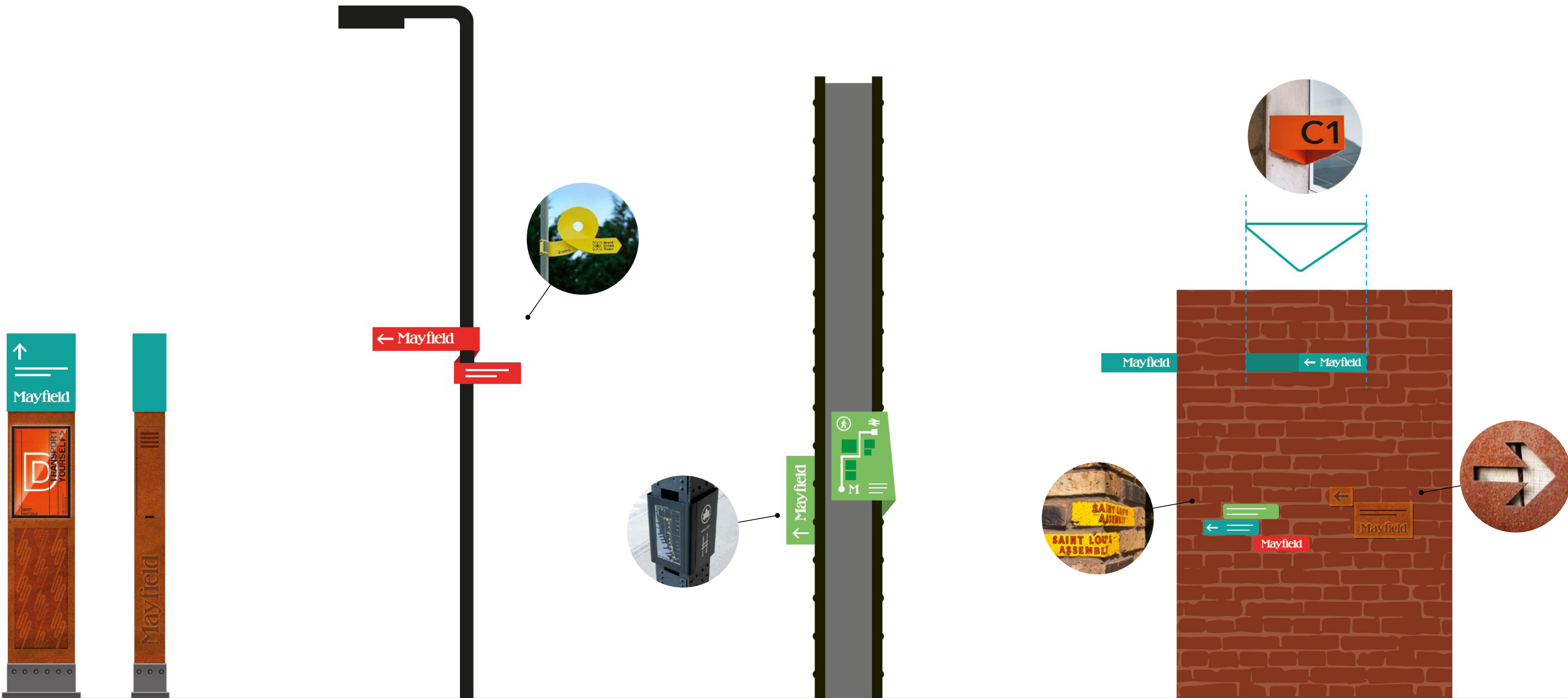
Wayfinding Precedents Consistent with Mayfield



WAYFINDING RATIONALE

Indicative Site Wayfinding Infrastructure

*Designs are indicative only. Colours, materials, and placement are subject to future changes and steer by the Mayfield brand development.



Digital / directional totem

Street level wayfinding totem with area-appropriate build materials.

Fingerpost attachment

Attaches to existing structure e.g. lamp post.

Mapping / directional attachment

Attaches to existing structure e.g. supporting beam or structural steel.

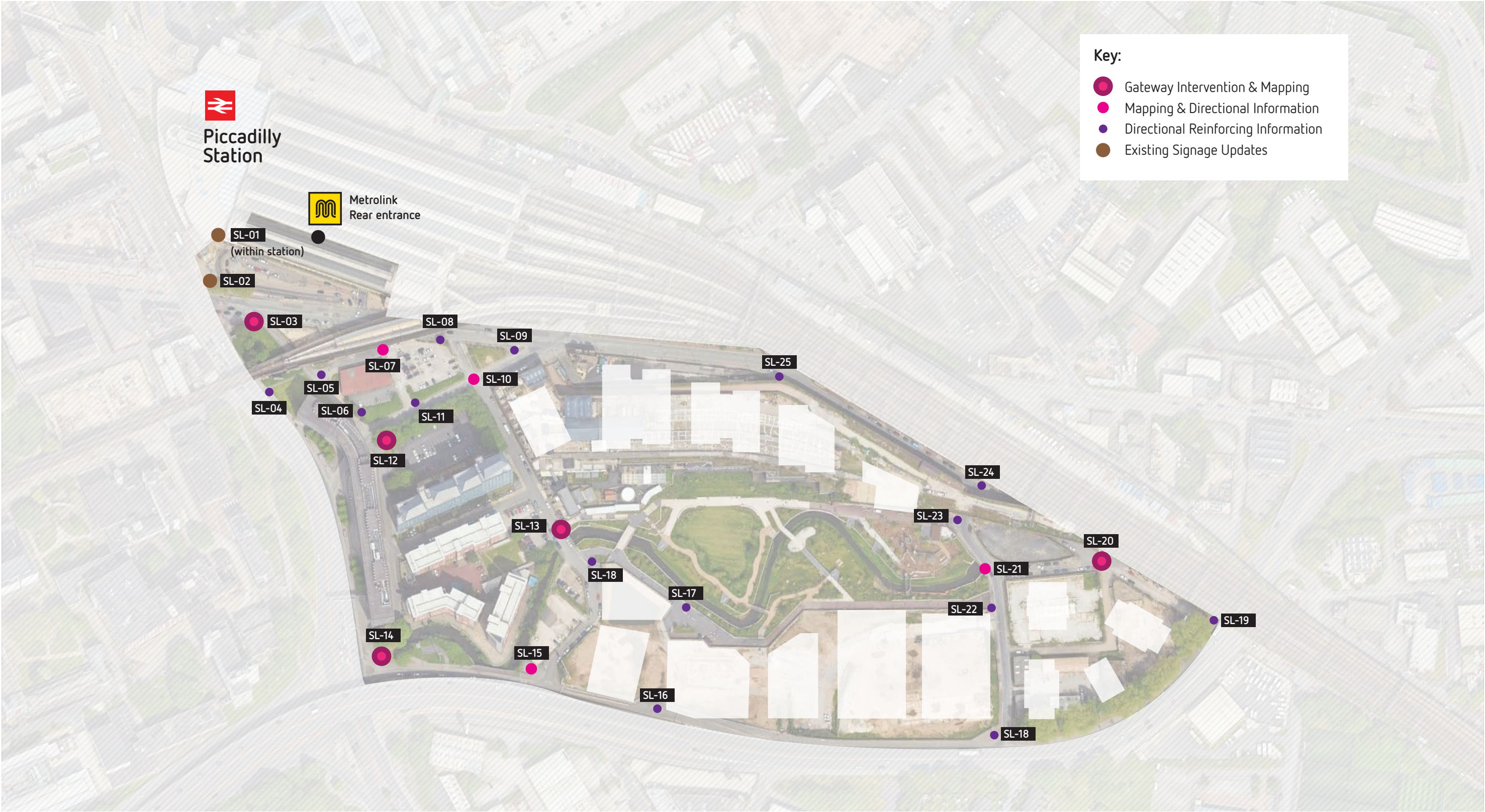
Brick wall wayfinding

Attached to existing brickwork in underpasses and on walls.

WAYFINDING RATIONALE

Proposed Wayfinding Distribution

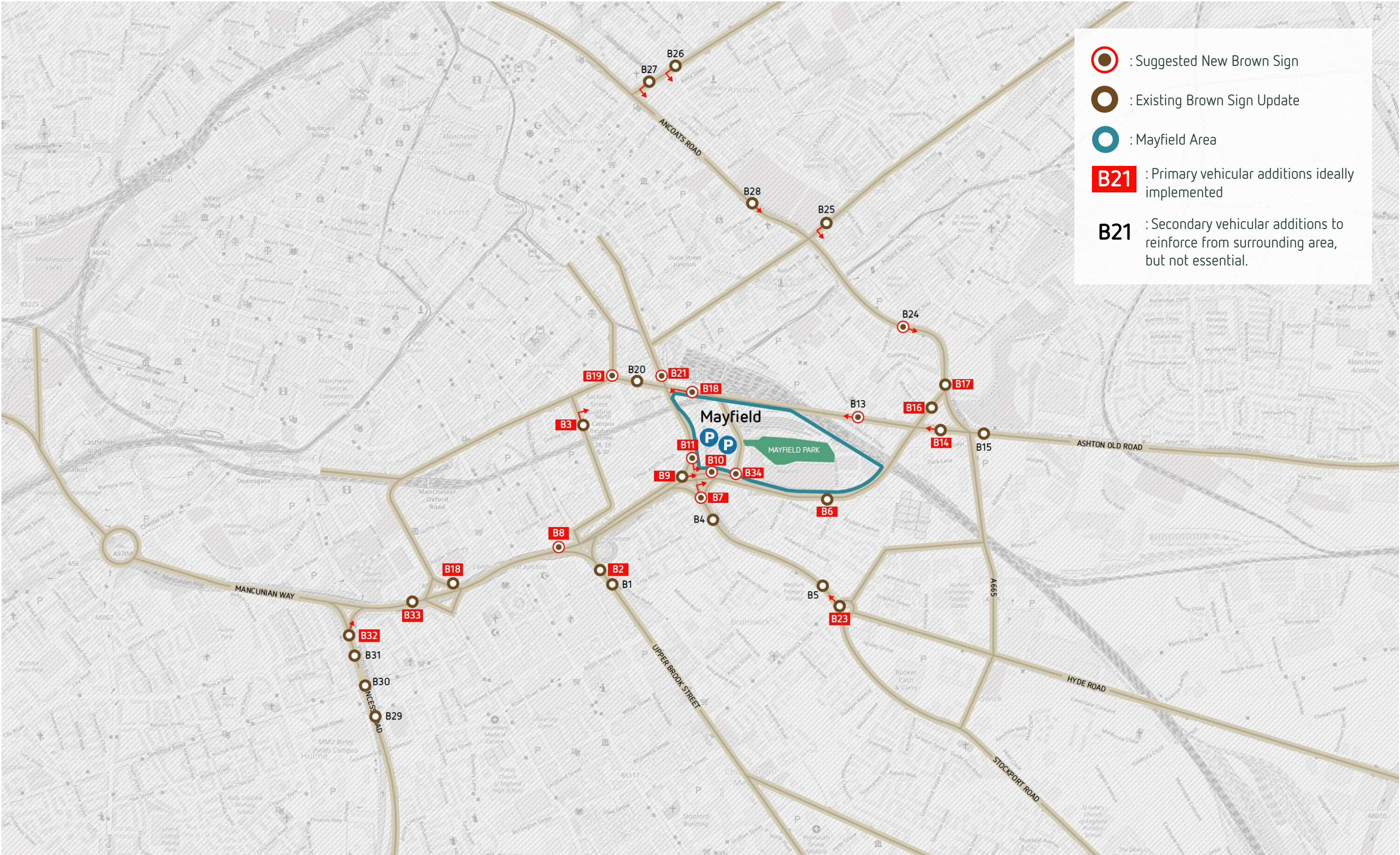
The plan below shows the proposed pedestrian wayfinding locations for the overall site. There isn't currently a specific sign type attached to these locations, as the specific sign / infrastructure type will be developed in future stages. This plan represents where wayfinding and gateways need to be reinforced, with specific placements to be confirmed. We have indicated on the next page very indicative hardware types that could be used.



Vehicular Strategy

Sign Locations

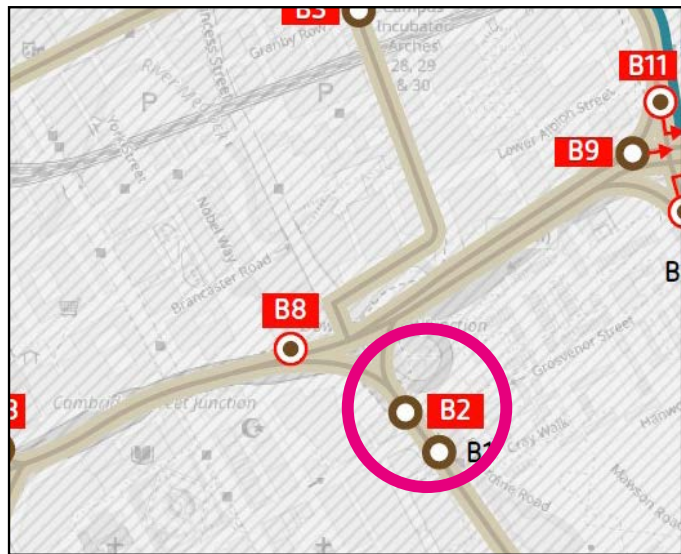
VEHICULAR SIGNAGE LOCATION PLAN



VEHICULAR SIGNAGE SUGGESTIONS

(PRIMARY)

Sign Number: B2
Implementation: Addition



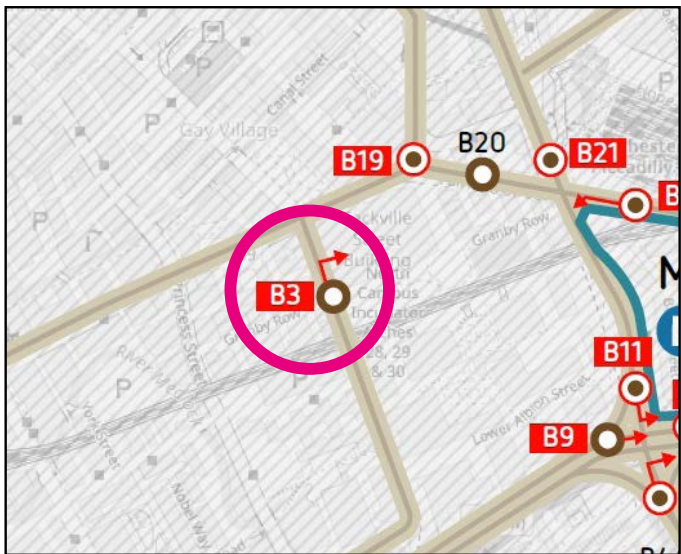
Location photo:



ADDITIONAL PANEL:

Mayfield ➡

Sign Number: B3
Implementation: Addition



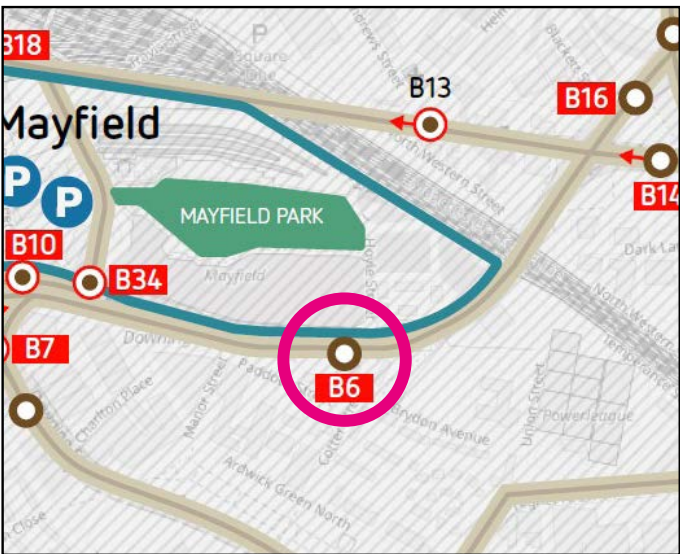
Location photo:



ADDITIONAL PANEL:

Follow Piccadilly (station icon) for Mayfield ➡

Sign Number: B6
Implementation: Addition



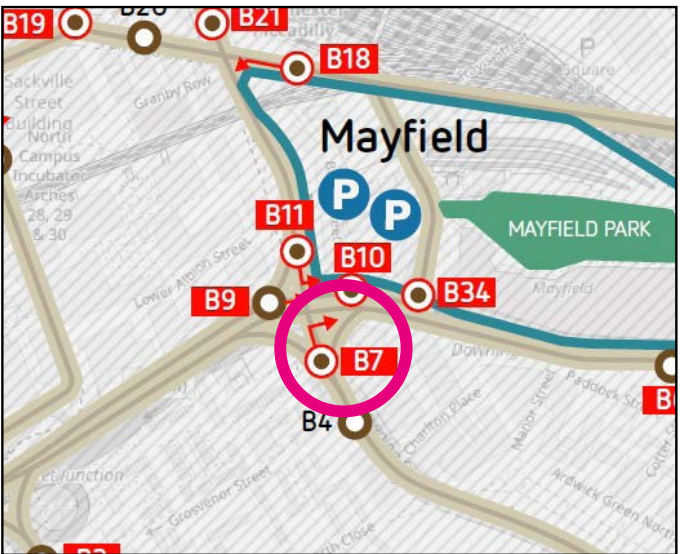
Location photo:



ADDITIONAL PANEL:

➡ Follow Piccadilly (station icon) for Mayfield

Sign Number: B7
Implementation: New



Location photo:



NEW SIGN:

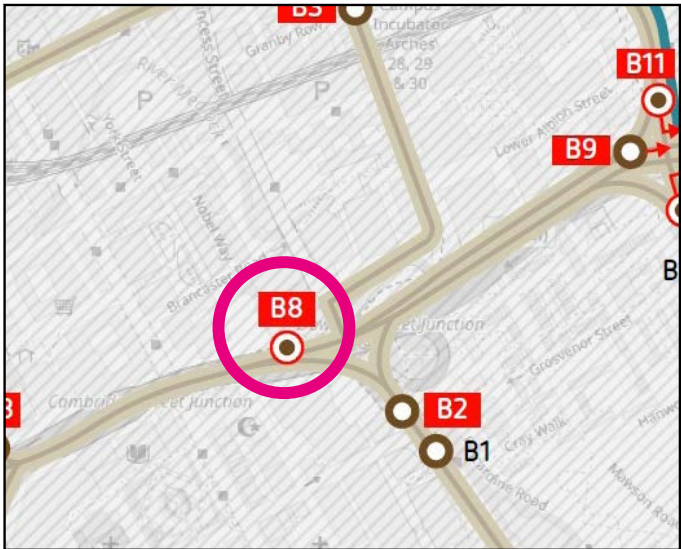
Mayfield (& Parking Icon) ➡

Please note we have indicated some panels below or within the design layout of existing, in some instances these may require post extensions to raise panels above the minimum required height to retain sightlines and pedestrian access and new panels to retain existing information with Mayfield additions.

VEHICULAR SIGNAGE SUGGESTIONS

(PRIMARY)

Sign Number: B8
Implementation: Addition

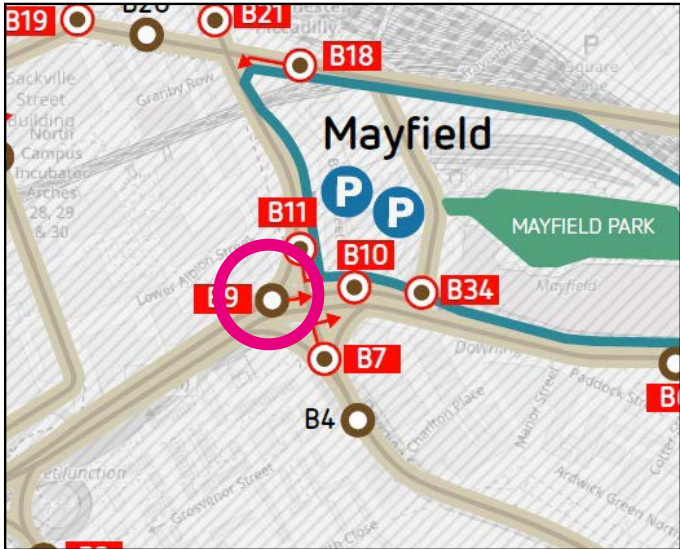


Location photo:



ADDITIONAL PANEL:
↖ Mayfield

Sign Number: B9
Implementation: Addition

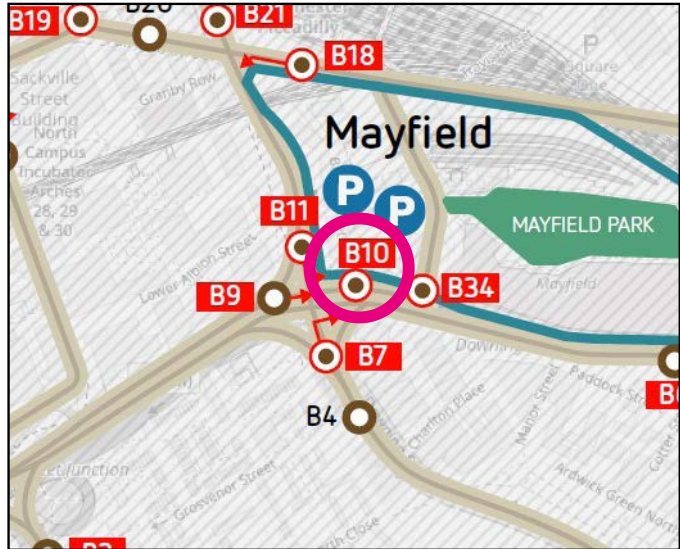


Location photo:

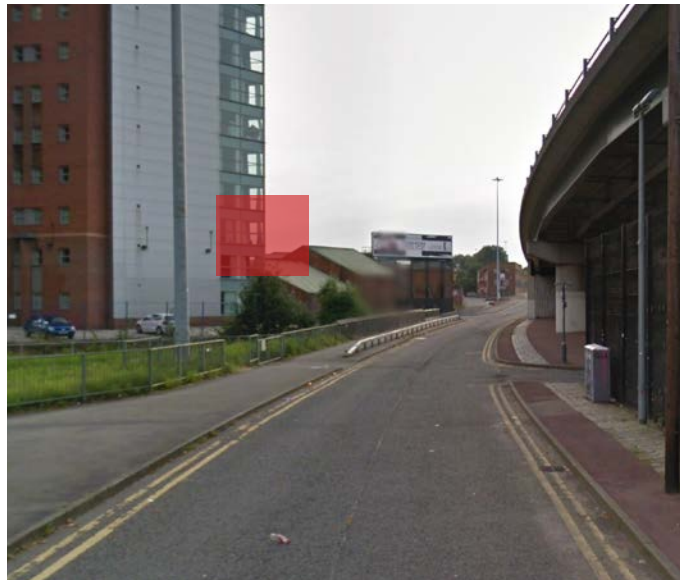


ADDITIONAL PANEL (POST ROAD WORK)
↑ Mayfield (& Parking Icon)

Sign Number: B10
Implementation: New sign

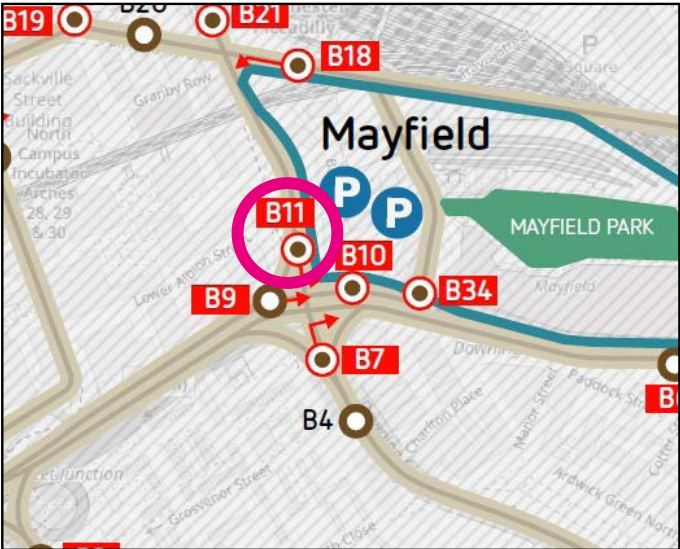


Location photo:



NEW SIGN:
↑ Mayfield (& Parking Icon)

Sign Number: B11
Implementation: New sign



Location photo:



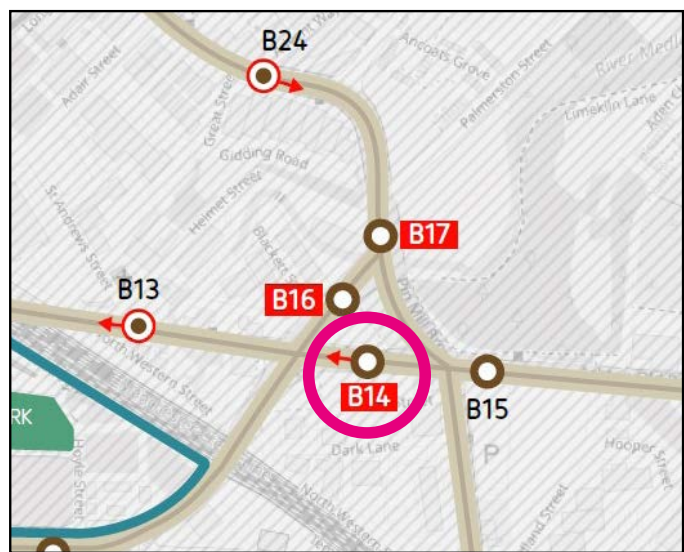
NEW SIGN:
← Mayfield (& Parking Icon)

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VEHICULAR SIGNAGE SUGGESTIONS

(PRIMARY)

Sign Number: B14
Implementation: Addition

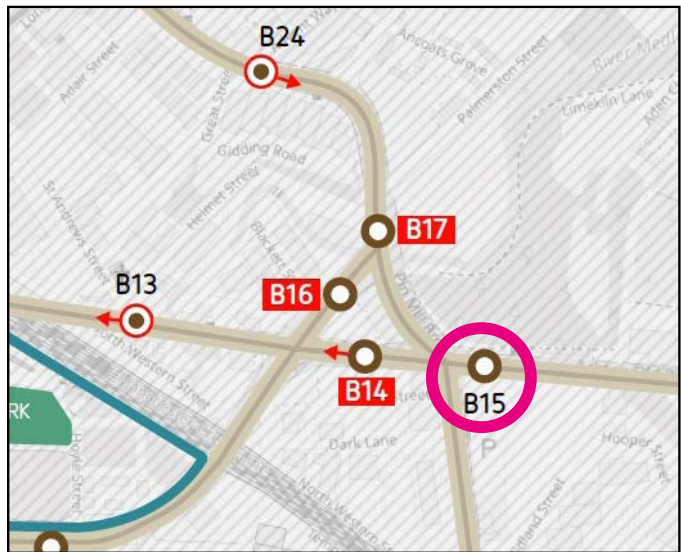


Location photo:



ADDITIONAL PANEL (POST ROAD WORK)
↑ Mayfield (& Parking Icon)

Sign Number: B15
Implementation: Addition

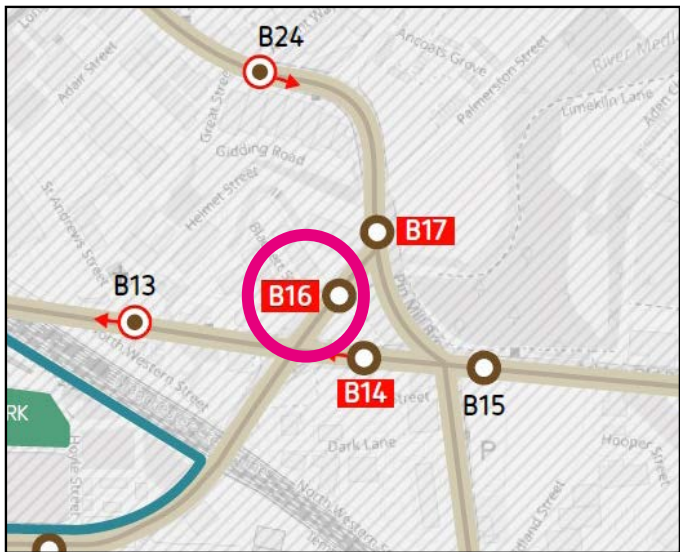


Location photo:



ADDITIONAL PANEL:
↑ Mayfield

Sign Number: B16
Implementation: Addition

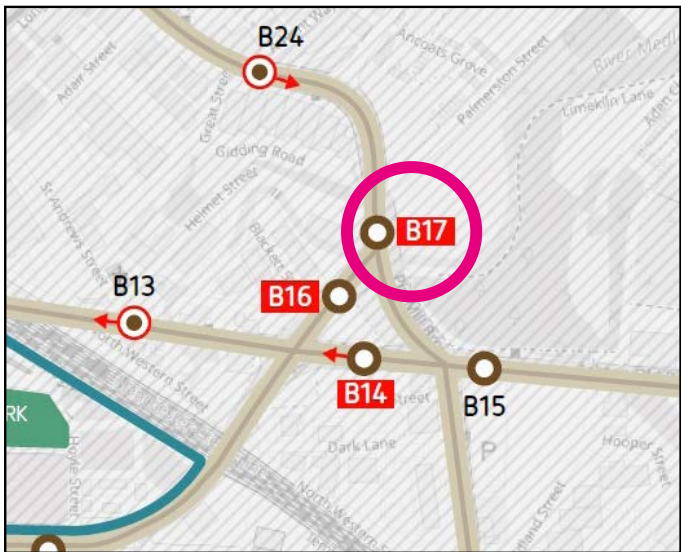


Location photo:



ADDITIONAL PANEL:
Mayfield
Follow Signs for Piccadilly →

Sign Number: B17
Implementation: Addition



Location photo:



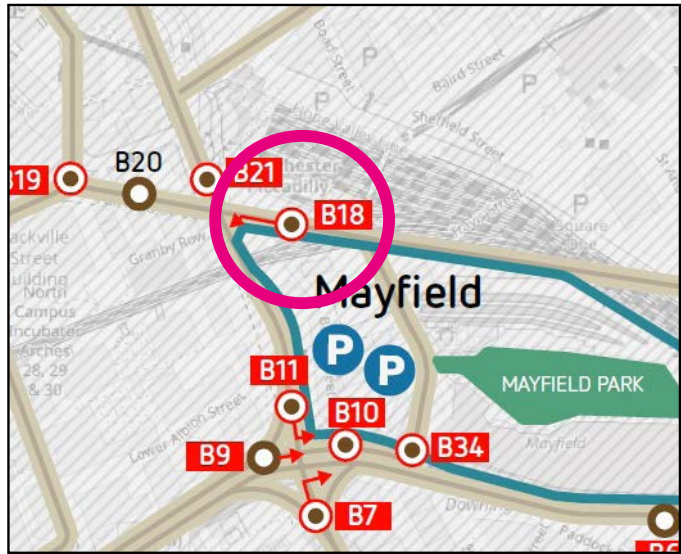
ADDITIONAL PANEL:
Mayfield ↗

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VEHICULAR SIGNAGE SUGGESTIONS

(PRIMARY)

Sign Number: B18
Implementation: Addition



Location photo:



ADDITIONAL PANEL:

Mayfield (& Parking Icon)



Sign Number: B19
Implementation: Addition



Location photo:

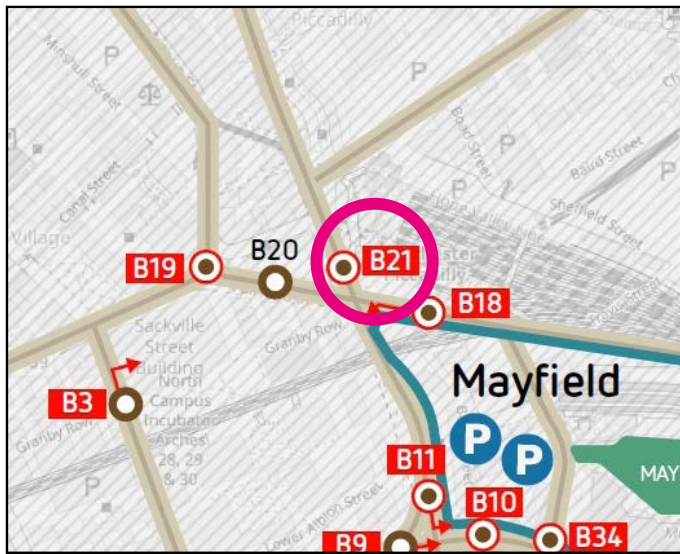


ADDITIONAL PANEL / UPDATE:

Mayfield
Follow Signs for Piccadilly



Sign Number: B21
Implementation: Addition



Location photo:

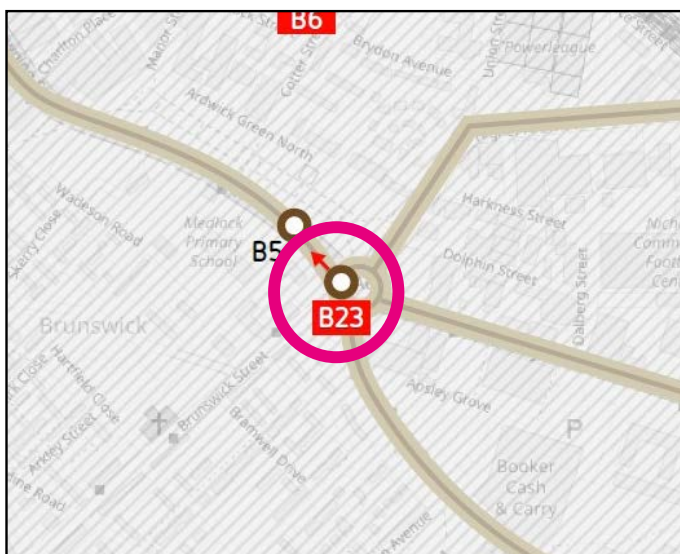


ADDITIONAL PANEL:



Mayfield (& Parking Icon)

Sign Number: B23
Implementation: Addition



Location photo:



NEW SIGN



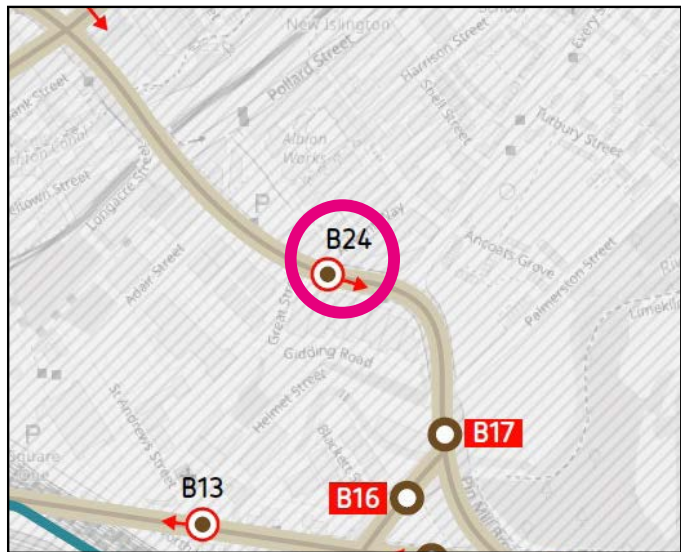
Mayfield

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VEHICULAR SIGNAGE SUGGESTIONS

(PRIMARY)

Sign Number: B24
Implementation: Addition

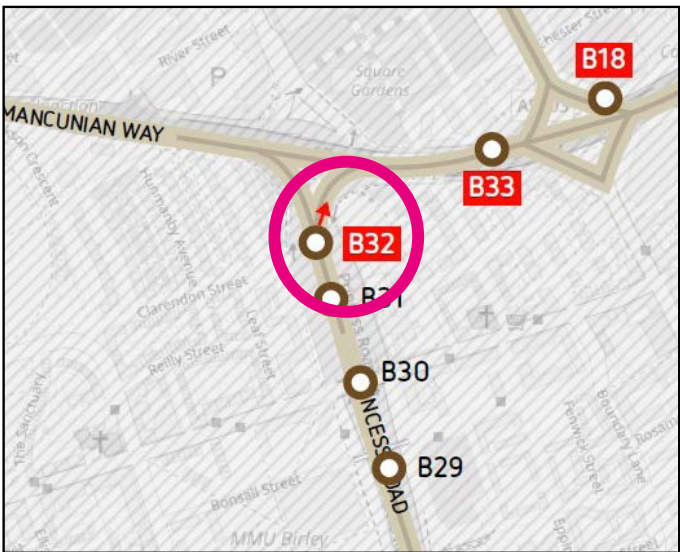


Location photo:



ADDITIONAL PANEL / UPDATE:
↑ Mayfield

Sign Number: B32
Implementation: Addition

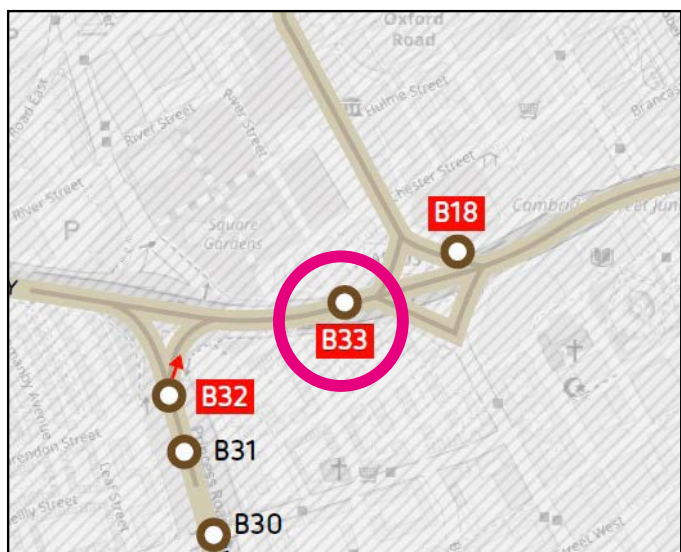


Location photo:



NEW SIGN
↗ Mayfield

Sign Number: B33
Implementation: Addition

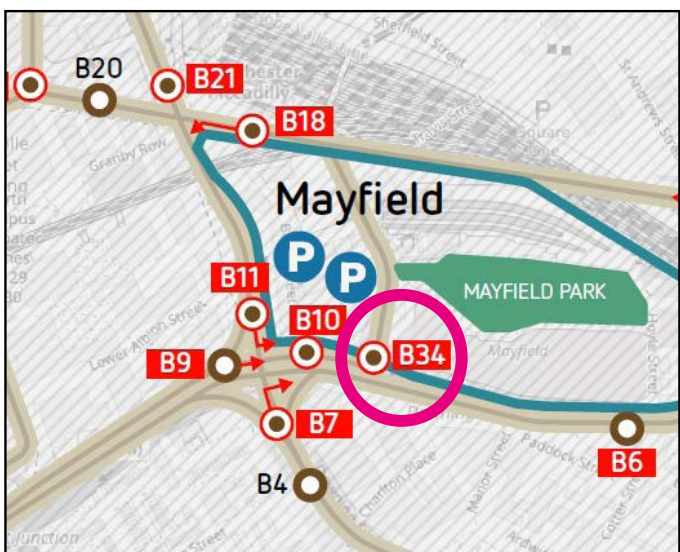


Location photo:



ADDITIONAL PANEL:
↑ Mayfield

Sign Number: B34
Implementation: New sign



Location photo:



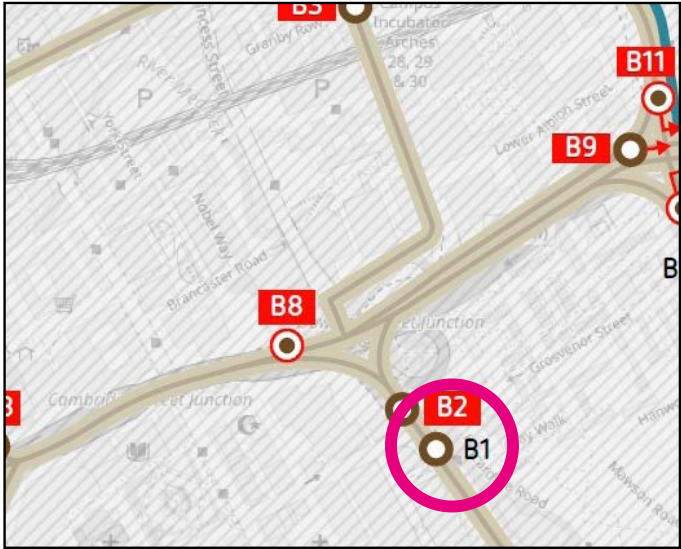
NEW SIGN:
← Mayfield (& Parking Icon)

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VEHICULAR SIGNAGE SUGGESTIONS

(SECONDARY)

Sign Number: B1
Implementation: Addition

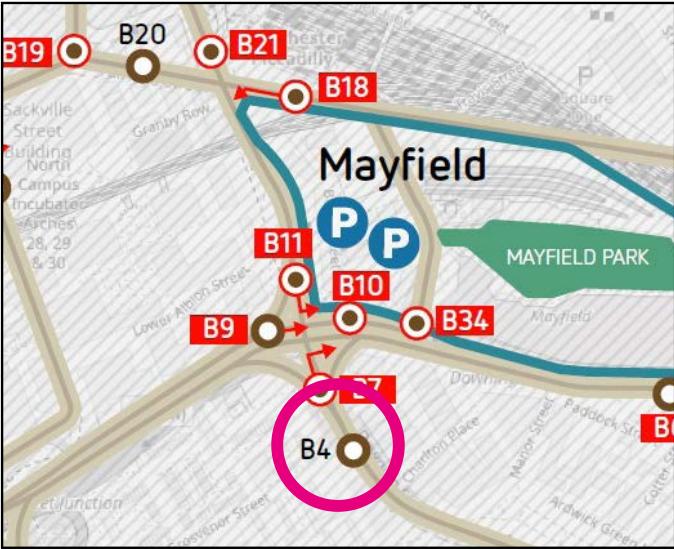


Location photo:



ADDITIONAL PANEL:
Follow Piccadilly (station icon) →
for Mayfield

Sign Number: B4
Implementation: Addition

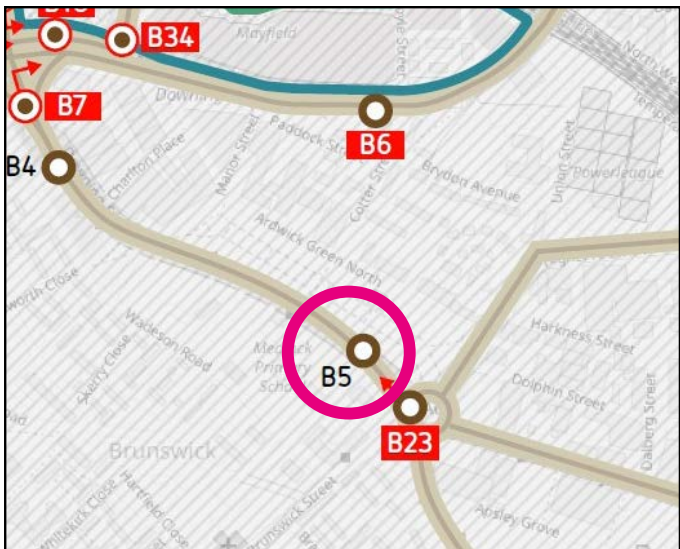


Location photo:



ADDITIONAL PANEL:
Mayfield (& Parking Icon) →

Sign Number: B5
Implementation: Addition

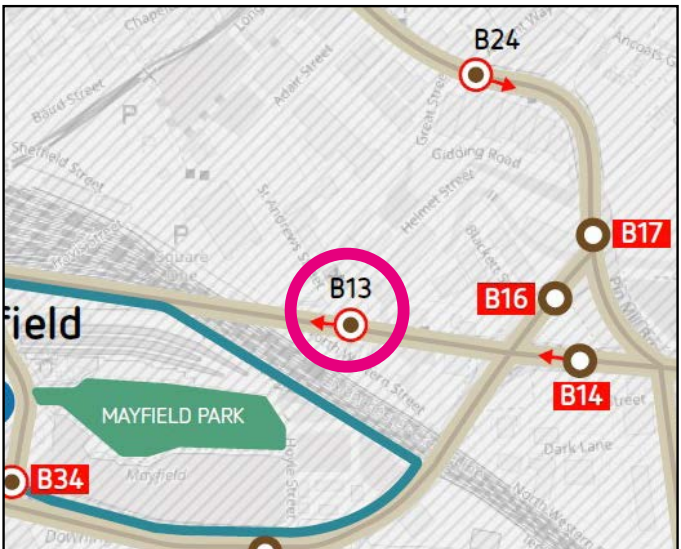


Location photo:



ADDITIONAL PANEL:
↑ Mayfield

Sign Number: B13
Implementation: New sign



Location photo:



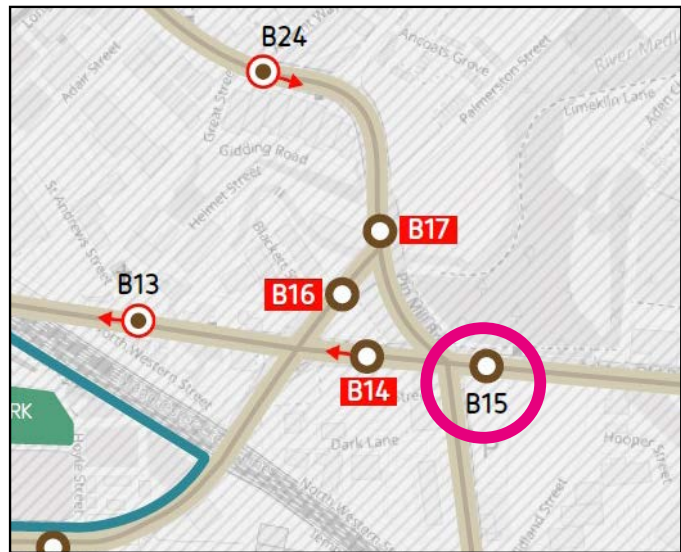
NEW SIGN:
↑ Mayfield

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VEHICULAR SIGNAGE SUGGESTIONS

(SECONDARY)

Sign Number: B15
Implementation: Addition

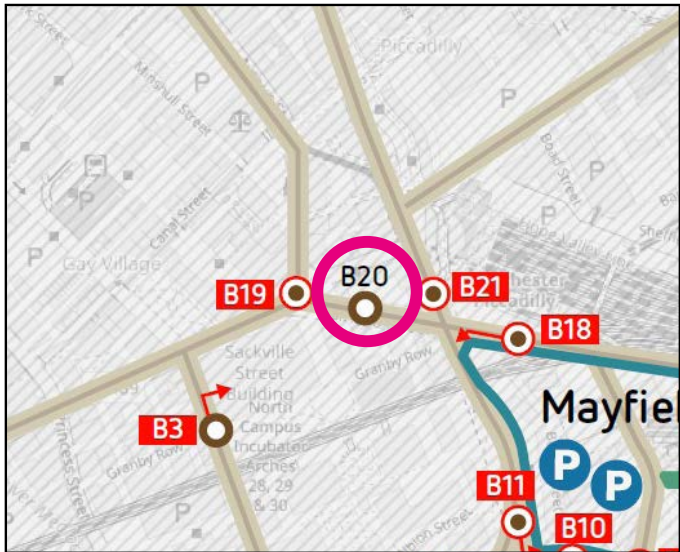


Location photo:



ADDITIONAL PANEL:
↑ Mayfield

Sign Number: B20
Implementation: Addition

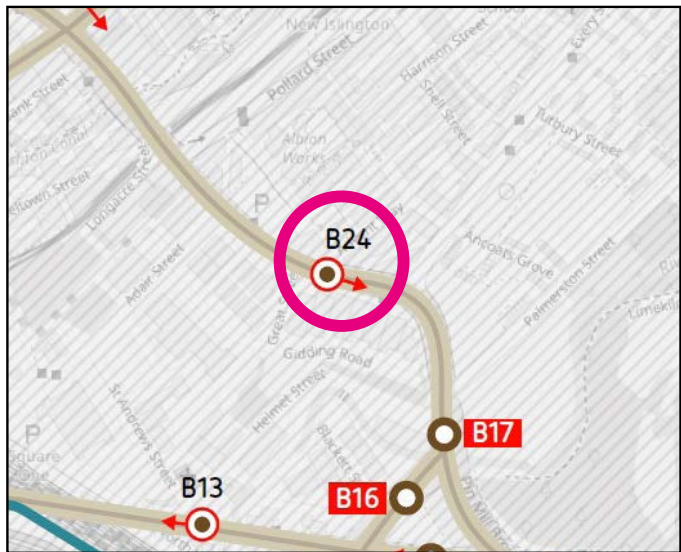


Location photo:

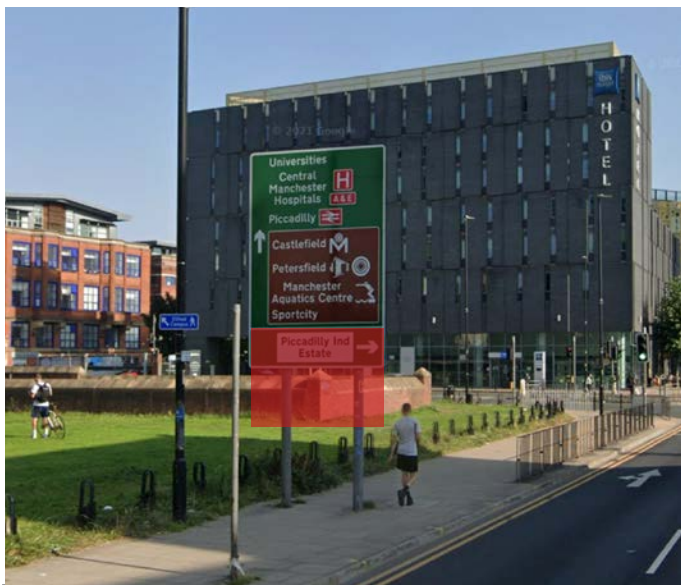


NEW SIGN:
Mayfield
Follow Signs for Piccadilly ↗

Sign Number: B24
Implementation: Addition

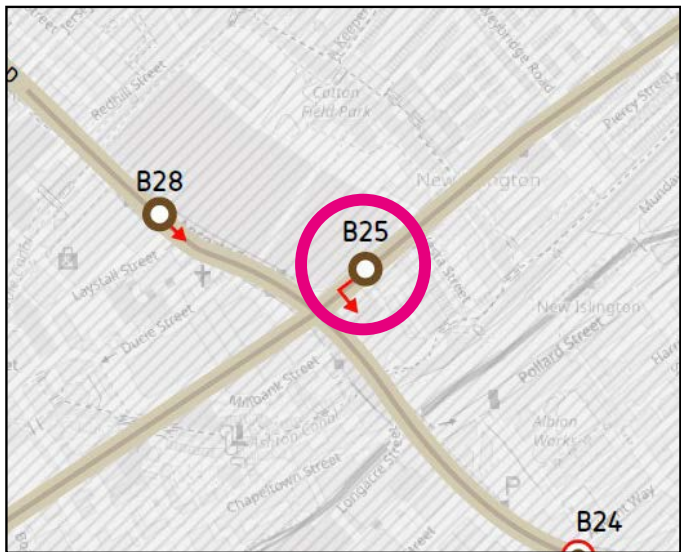


Location photo:



ADDITIONAL PANEL / UPDATE:
↑ Mayfield

Sign Number: B25
Implementation: Addition



Location photo:



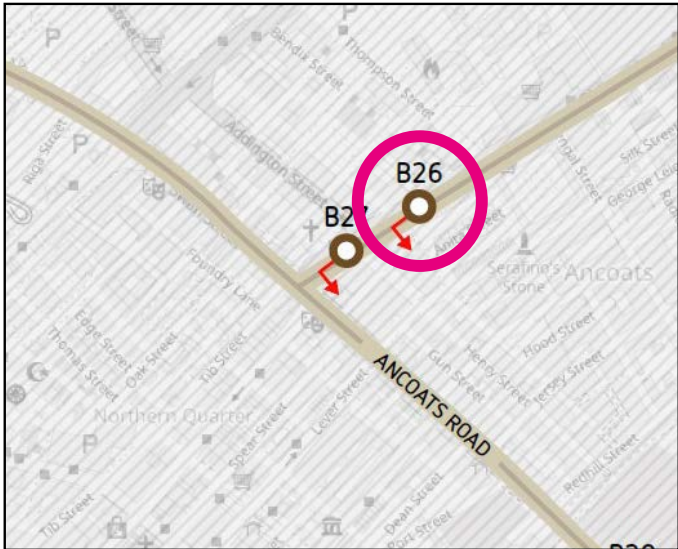
NEW SIGN:
← Mayfield

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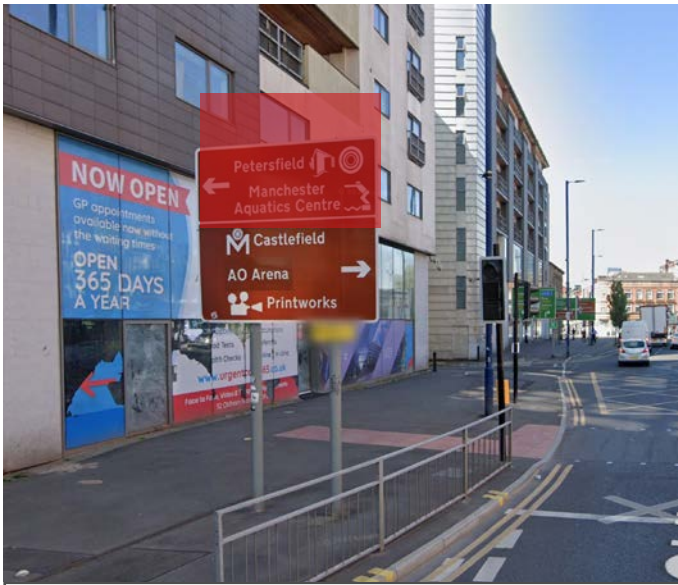
VEHICULAR SIGNAGE SUGGESTIONS

(SECONDARY)

Sign Number: B26
Implementation: Addition



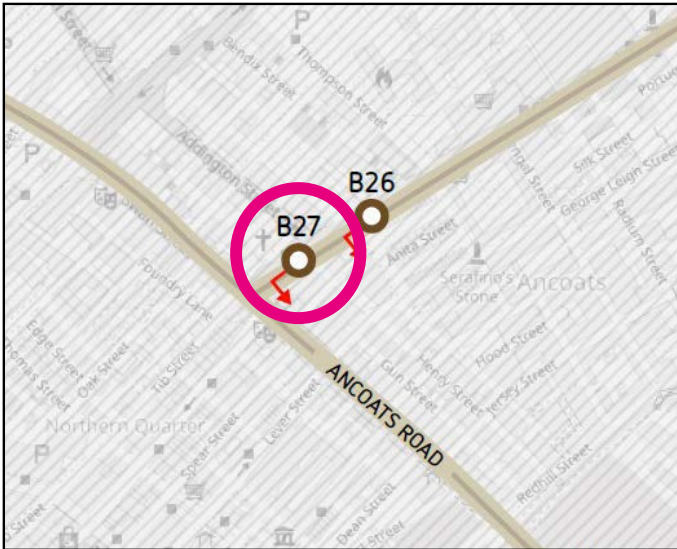
Location photo:



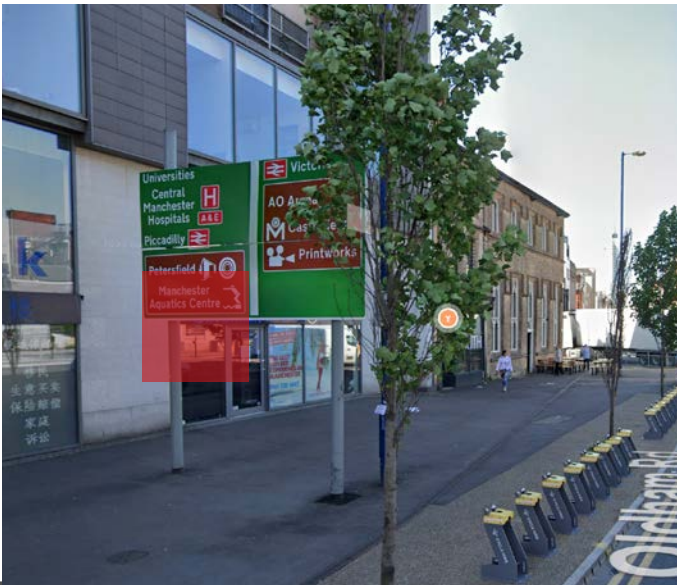
ADDITIONAL PANEL:

← Mayfield

Sign Number: B27
Implementation: Addition



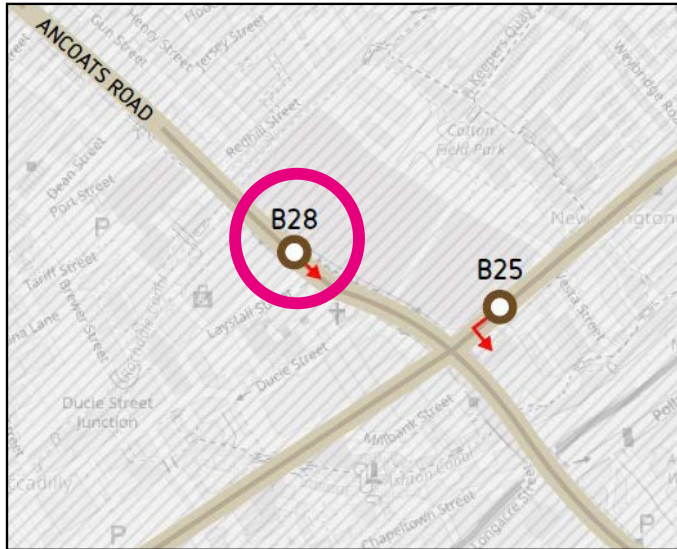
Location photo:



NEW SIGN

← Mayfield

Sign Number: B28
Implementation: New sign



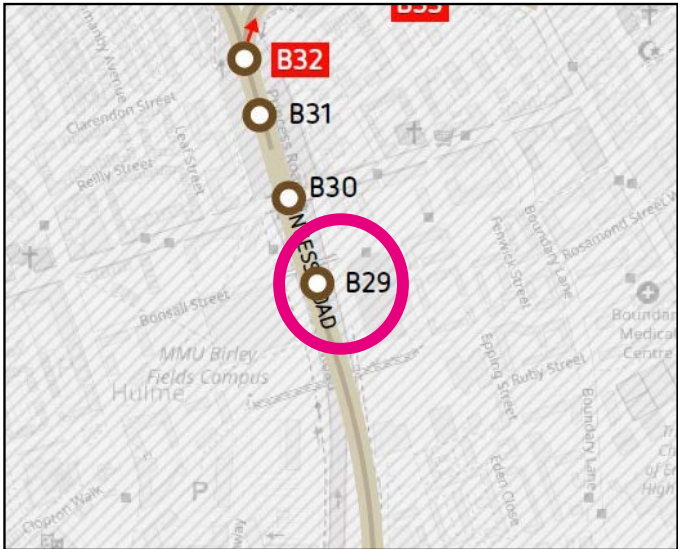
Location photo:



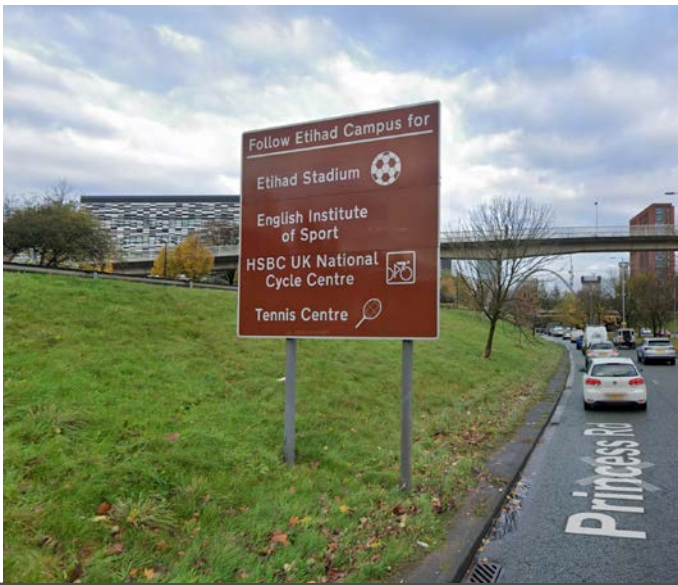
NEW SIGN

↑ Mayfield

Sign Number: B29
Implementation: Addition



Location photo:



ADDITIONAL CONTENT:

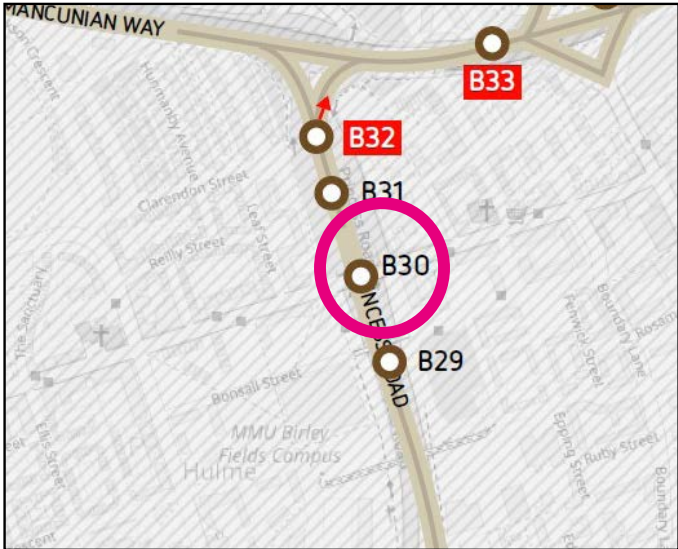
Follow Piccadilly & Station for Mayfield

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VEHICULAR SIGNAGE SUGGESTIONS

(SECONDARY)

Sign Number: B30
Implementation: Addition



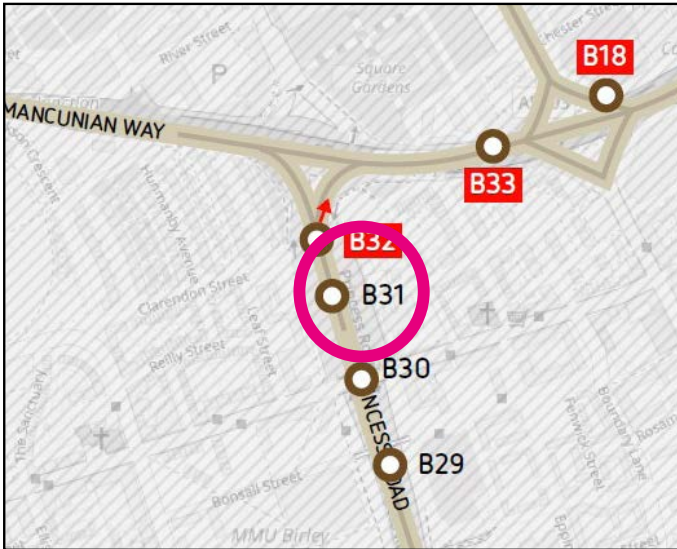
Location photo:



ADDITIONAL CONTENT:

Follow Piccadilly & Station for
Mayfield

Sign Number: B31
Implementation: Addition



Location photo:



ADDITIONAL PANEL:

Mayfield ↗

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