

THE CASTINGS

Stage 1 - Strategy

September 2023 V.2

Contents

Introduction	03
Analysis	04
Sign Functions	12
Sign Locations	13
Appendix 01	14

Introduction

This report sets out an initial review and analysis as part of a wayfinding strategy for The Castings. The aim of the strategy is to develop a family of signs that will greet visitors and residents as they arrive and guide them to their desired destination.

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



Analysis

User Journey

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



Analysis

User Journey

ARRIVAL POINTS

Train

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

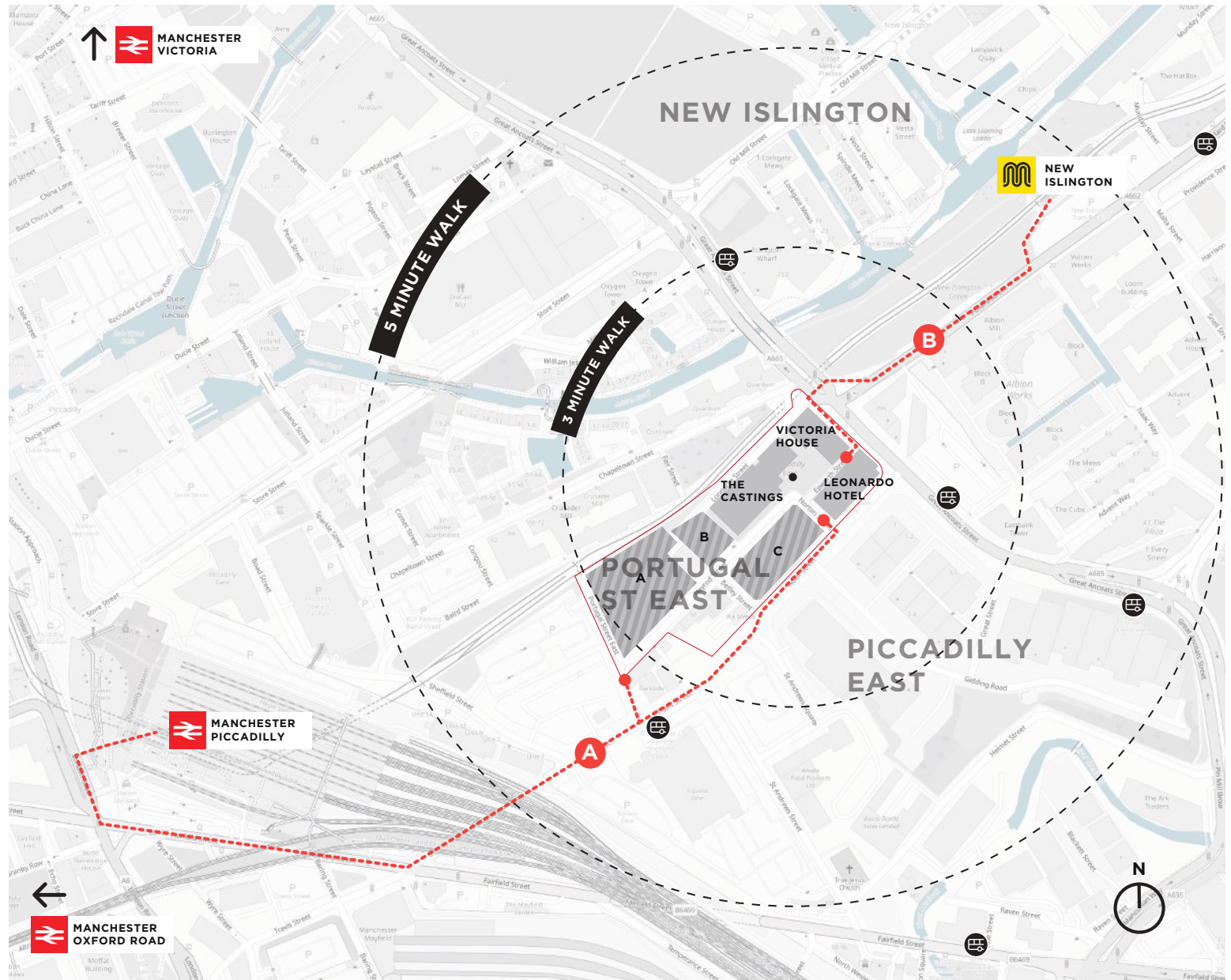
Metrolink

If arriving by tram, the closest tram stop is New Islington which is only a 10 minute walk away from The Castings.

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

Key Routes

- A** Arriving at Manchester Piccadilly, exit the station via Fairfield Street > turn on to Travis Street > use the pedestrian path to join Heyrod Street
- B** Arriving at New Islington met stop > follow the path to Pollard St > cross Great Ancoats St



Analysis

User Journey

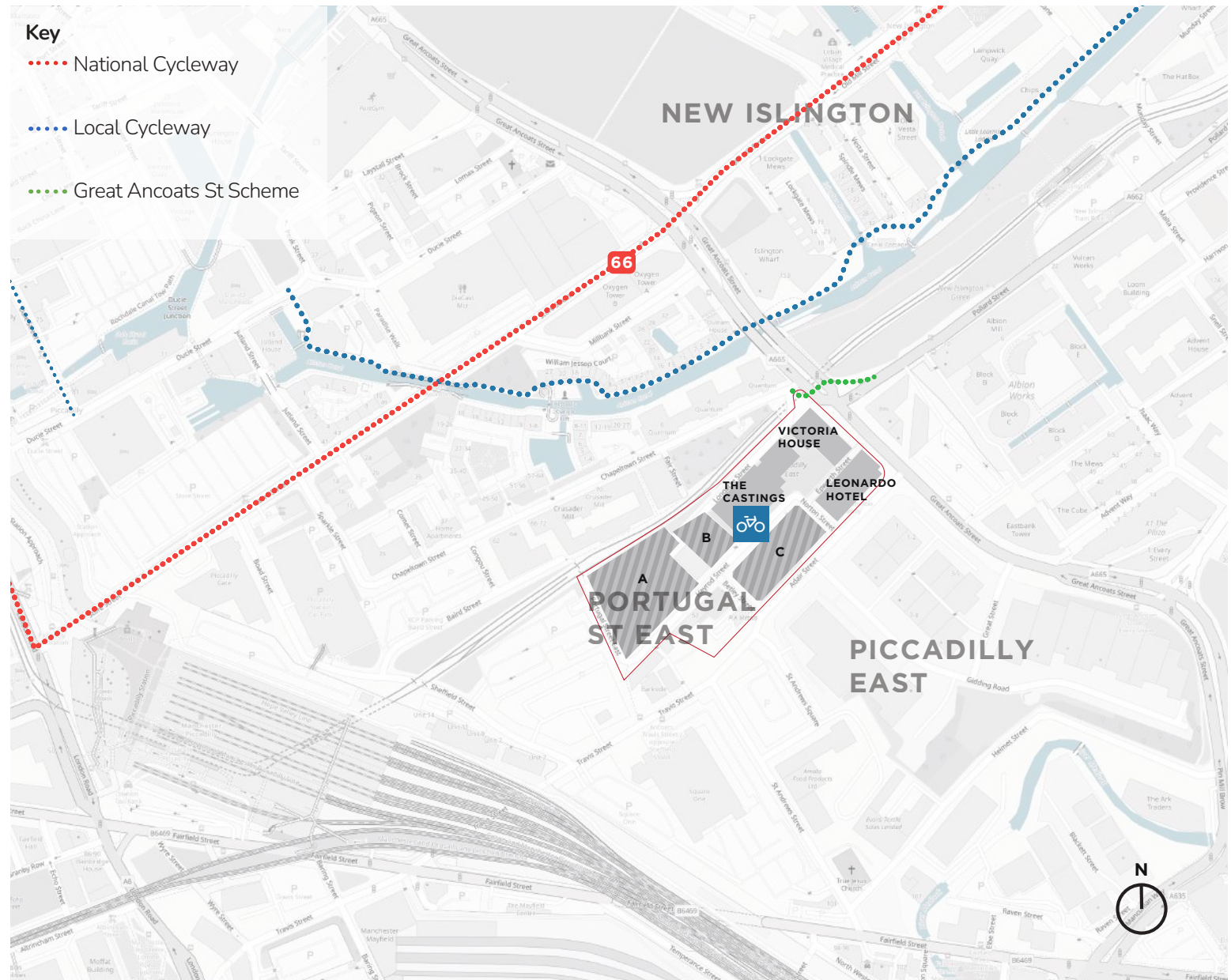
ARRIVAL POINTS

Cycle Routes

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

Bike Parking

There are bike racks available on site in the main public square. Private cycle parking is also available for residents within The Castings building and this can be accessed via Longacre Street.



Analysis

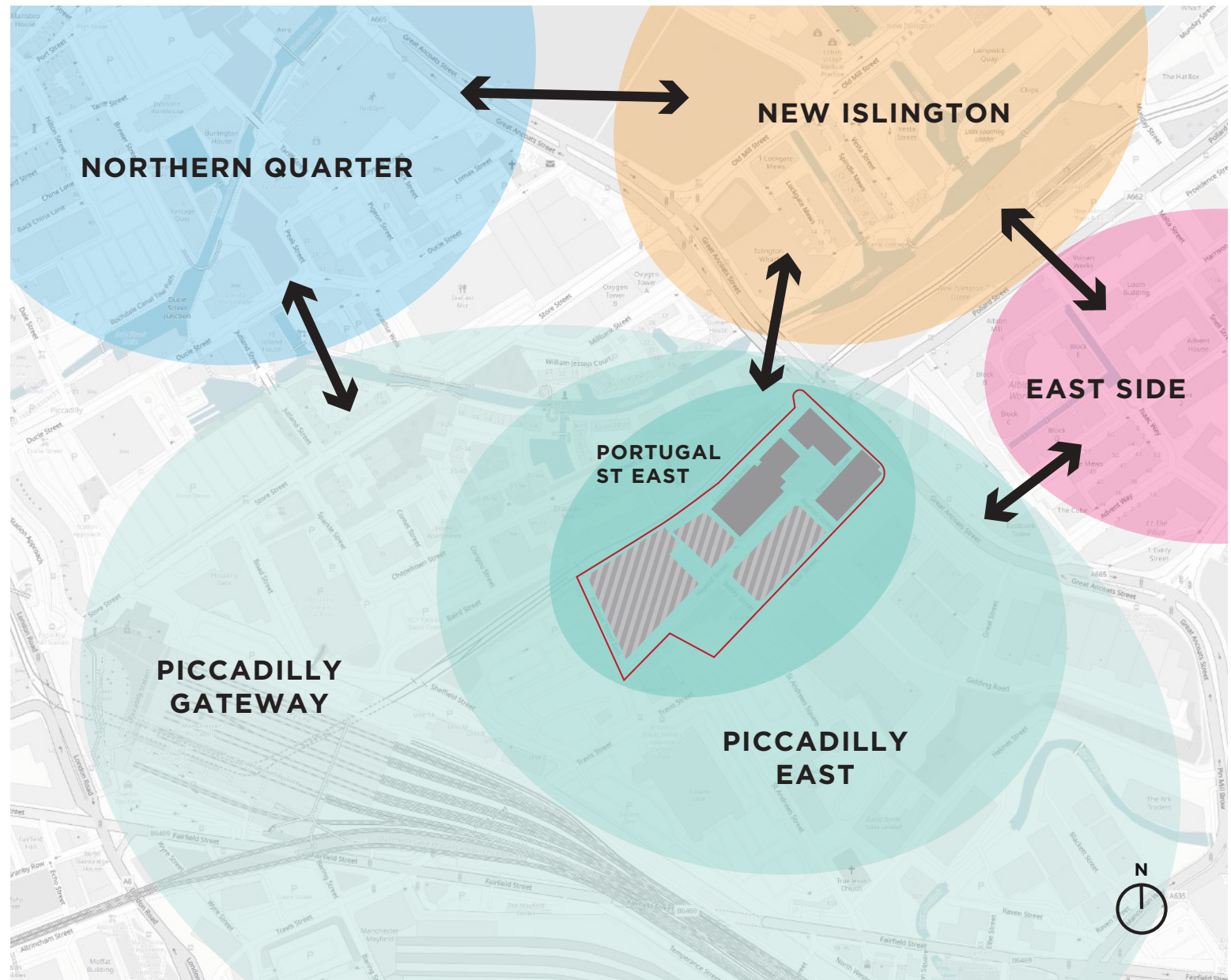
User Journey

CONNECTING NEIGHBOURHOODS

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

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

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



Analysis

User Journey

INFORMATION HIERARCHY

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

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

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



Analysis

User Journey

KEY SPACES

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

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

PORTUGAL STREET EAST PUBLIC REALM

-  Key routes
-  Unnamed public squares
-  Development Areas
-  Building Entrances



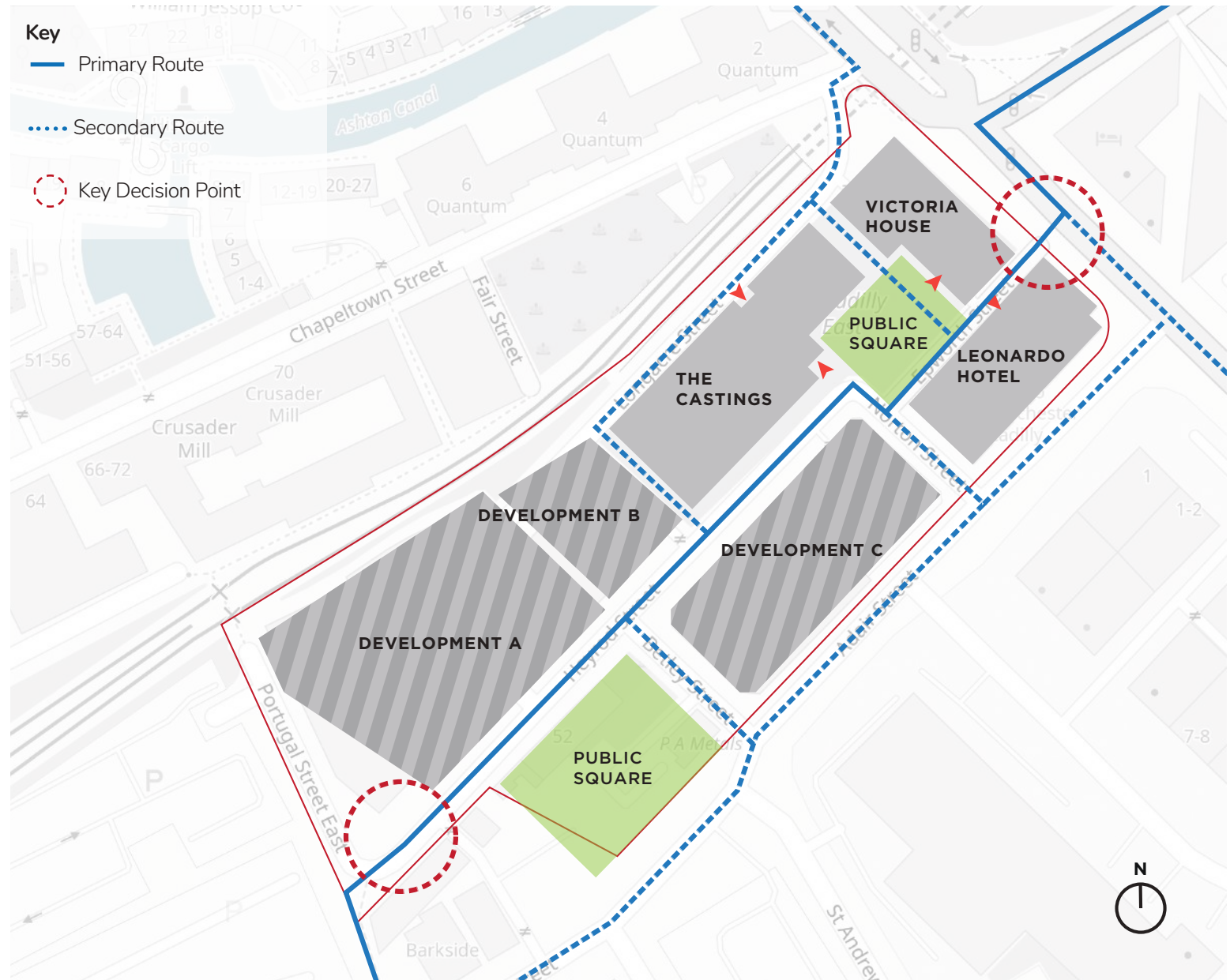
Analysis

User Journey

ARRIVAL

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

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



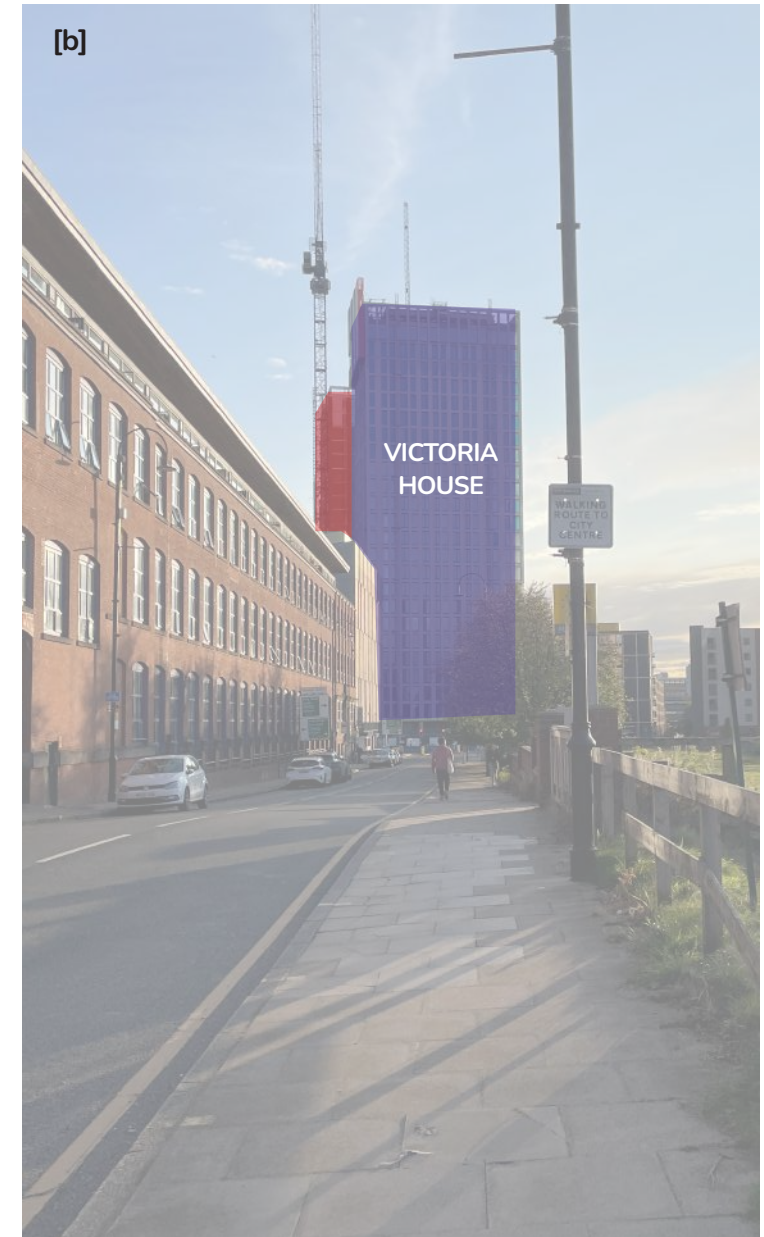
Analysis

User Journey

SITE APPROACH

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

[b] On approach from Pollard Street, the building isn't visible and is hidden by Victoria House. It will be important to have signage at crossing points and transport links directing visitors to Piccadilly East to reassure them that they are on the right route.



Sign Functions

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

GATEWAY

Gateway signs highlight the key entrances to the site and create a sense of arrival. These signs should identify the name of the space.

BUILDING IDENTIFIER

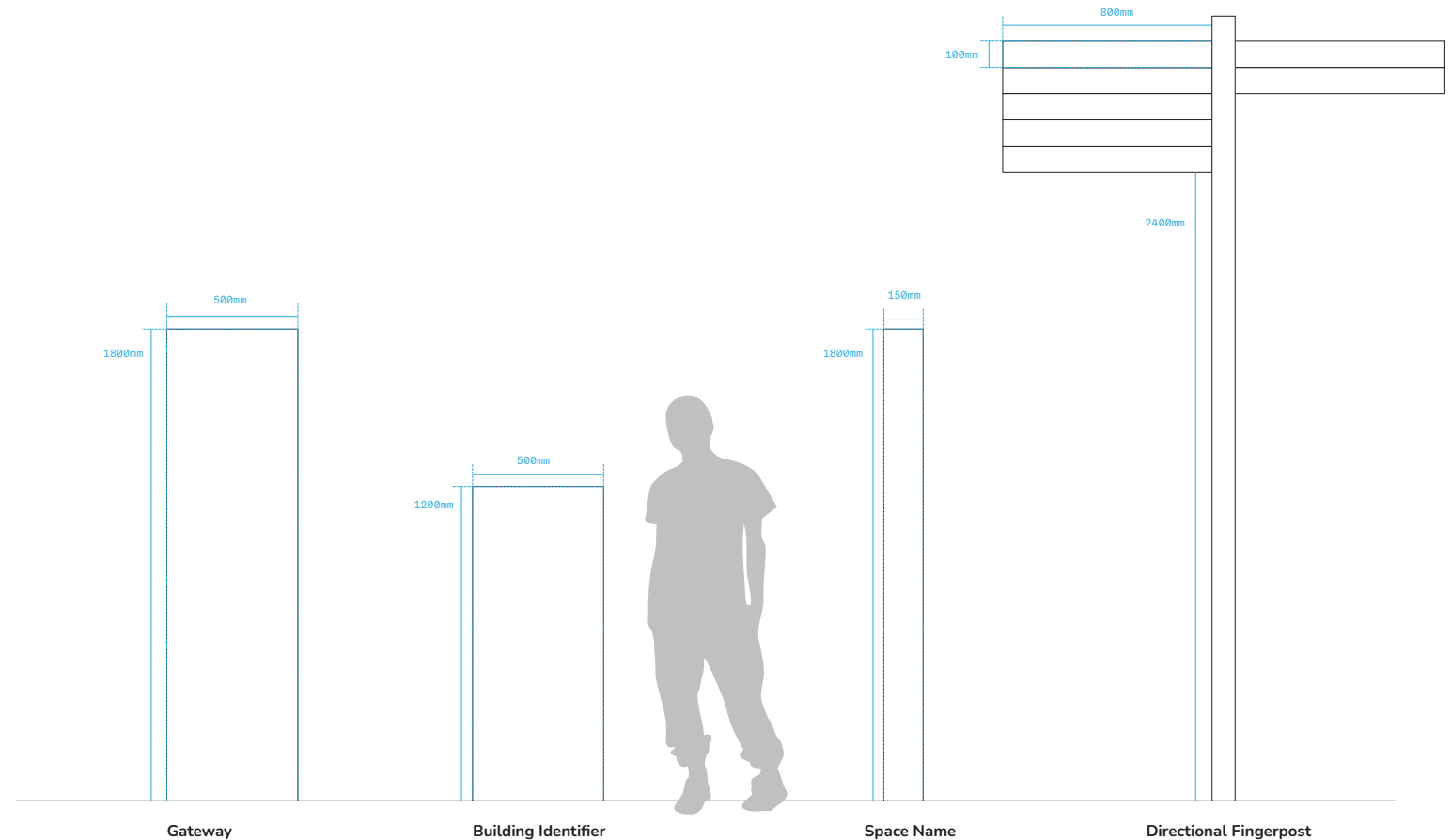
Placed at building entrances, these signs announce to the visitor that they have arrived at their destination.

SPACE NAME

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

DIRECTIONAL FINGERPOST

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



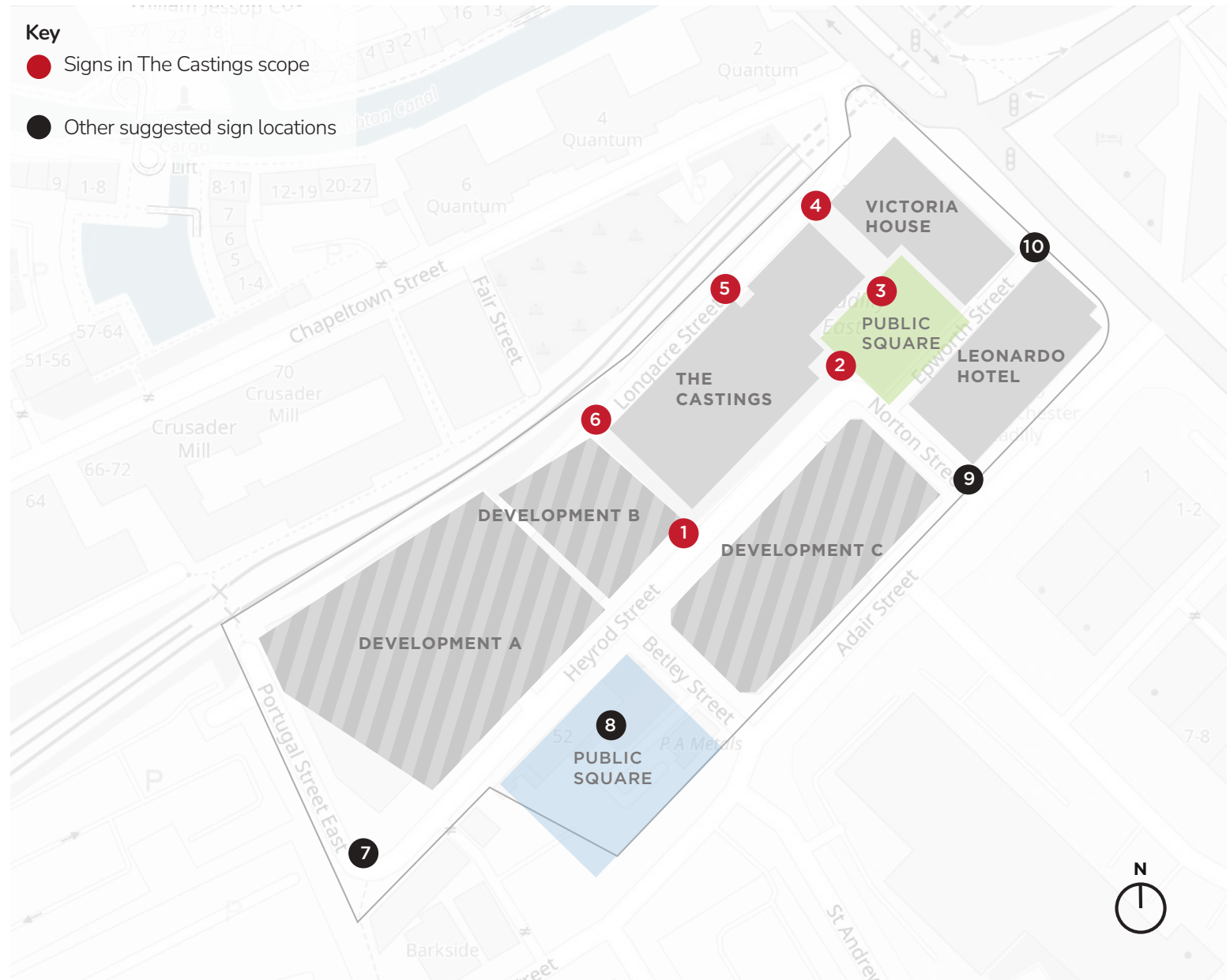
*Drawing for illustrative purposes only
Branding TBC*

Sign Locations

The plan here shows the proposed sign locations for the overall site.

PORTUGAL STREET EAST SIGN LOCATIONS

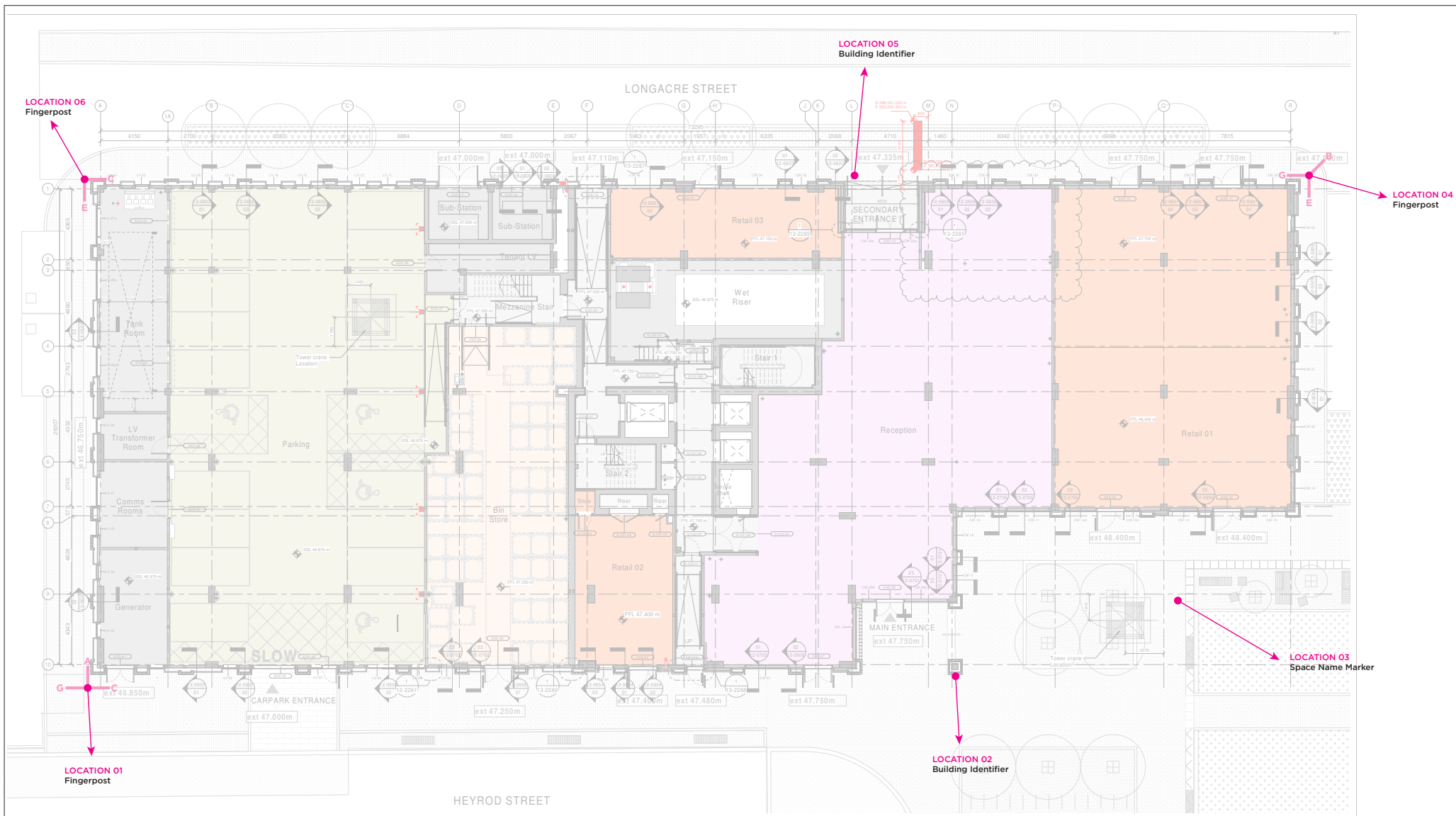
- 1 Fingerpost
- 2 Building Identifier
- 3 Space Name Marker
- 4 Fingerpost
- 5 Building Identifier
- 6 Fingerpost
- 7 Gateway
- 8 Space Name Marker
- 9 Fingerpost
- 10 Gateway



Appendix 01

The Castings

SIGN LOCATION PLAN



Appendix 01

The Castings

SIGN CONTENT

Location No	Sign Type	Sign Content		
Location 01	Fingerpost	Direction A The Castings Cycle Store	Direction C The Castings Leonardo Hotel Victoria House Public Square (Name TBC)	Direction G Manchester Piccadilly (icon) Development A (Name TBC) Development B (Name TBC) Public Square (Name TBC)
Location 02	Building Identifier	The Castings Main Entrance		
Location 03	Space Name Marker	<i>Name TBC</i>		
Location 04	Fingerpost	Direction B New Islington (icon) National Cycle Route 66	Direction E The Castings Victoria House Leonardo Hotel Public Space (Name TBC) Development C (Name TBC)	Direction G The Castings Cycle Store
Location 05	Building Identifier	The Castings Main Entrance		
Location 06	Fingerpost	Direction C The Castings Cycle Store New Islington (icon) National Cycle Route 66	Direction E The Castings Development C (Name TBC) Development B (Name TBC)	