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VICTORIA NORTH

Wayfinding Strategy

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Purpose of this document

This document constitutes the definitive Wayfinding and Signage Strategy for the St Catherine's Wood phase of permission 137079/JO/2023. It sets out the approved signage types, materials, design principles, locations and implementation requirements for all permanent wayfinding and interpretation signage within the phase.

This document shall be read in conjunction with:

- 2700-ID-021-03 Wayfinding Strategy
- VNIF-PLA-ZZ-YYY-DR-L-8040 Wayfinding Setting Out 01
- VNIF-PLA-ZZ-YYY-DR-L-8041 Wayfinding Setting Out 02

Together, these documents define the approved signage strategy for the St Catherine's Wood phase.

The approved signage comprises:

- 1 Large Totem Sign (600mm)
- 1 Small Totem Sign (450mm)
- 3 Fingerposts
- 2 Interpretation / Folded Lectern Signs
- 2 Fence Mounted Panels

NThe locations shown on drawings VNIF-PLA-ZZ-YYY-DR-L-8040 and VNIF-PLA-ZZ-YYY-DR-L-8041 are the approved locations for all signage within this phase. No additional permanent signage shall be installed without the prior written approval of Manchester City Council.

The signage models, materials, finishes, dimensions and construction details contained within this document form the approved specification for installation and future maintenance.

This strategy supersedes any previously approved wayfinding layouts where signage locations, numbers or arrangements have been amended through application OTH-2026-000630. It should therefore be read in conjunction with the drawings and supporting documents submitted under that application.

Any relocation, addition, or alteration of signage, including changes to approved designs, materials, finishes, dimensions or typologies, shall require prior written approval from Manchester City Council. Any approved changes shall remain consistent with the design principles and material palette established by this strategy.

The approved signage was installed in June 2026 in accordance with application OTH-2026-000630.

The wayfinding principles, signage family and material palette established by this strategy will provide the framework for future phases of the Victoria North Red Bank development, unless otherwise agreed in writing by Manchester City Council.

1
DESIGN DRIVERS

Design Drivers



Celebrate Identity

Celebrate the unique identity of Victoria North and the Redbank neighbourhood, through materials, colours and graphic references that are reflected in the wayfinding design.



Clarity and Legibility

Wayfinding is vital to creating a legible network of streets, paths and spaces across Redbank and the wider Victoria North area. Wayfinding signage must be accessible for all, and ensure people with disabilities or limited mobility can navigate safely and comfortably.



Education and Information

Alongside the primary function of providing navigation, the strategy should also provide educational opportunities and information, for example details of the ecology and wildlife of the site.



Embrace Heritage

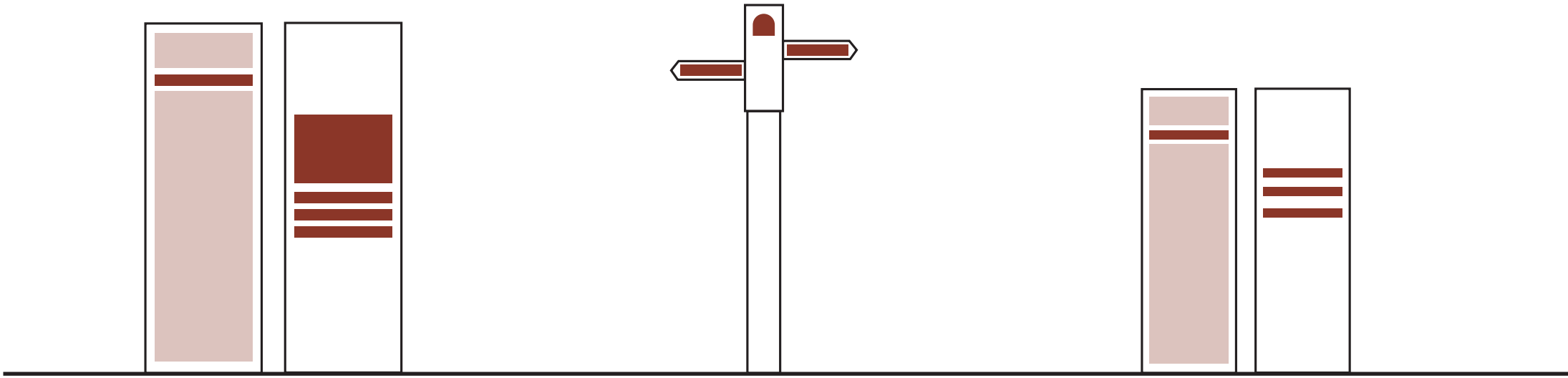
The area is rich with history and stories, from the relationship with LS Lowry, to the church that gives Saint Catherine's Wood its name. This heritage is something that can be celebrated through wayfinding and information signage.



Safety and Security

Wayfinding and signage can help make the site feel more safe and secure; directing people to safe paths, especially after dark, and providing health and safety and emergency contact information.

Hierarchy of Wayfinding



Gateways

Wider area wayfinding totem

- Direction points
- Navigation
- Maps
- Information

Nodal Points

Fingerpost to key destinations

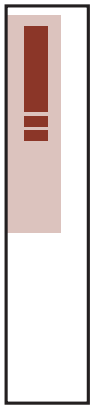
- Direction points
- Navigation

Key Streets & Spaces

Welcoming, information and wayfinding totem

- Direction points
- Fine grain navigation
- Maps
- Information

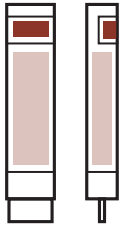
General information



Education

Interpretation and information

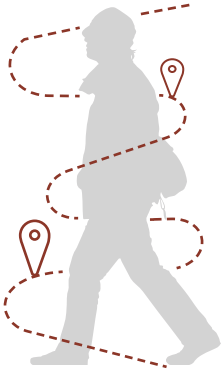
- Detail information
- Historic context
- Ecological information



Trails

Markers along trail routes

- Informal navigation
- Trail routes



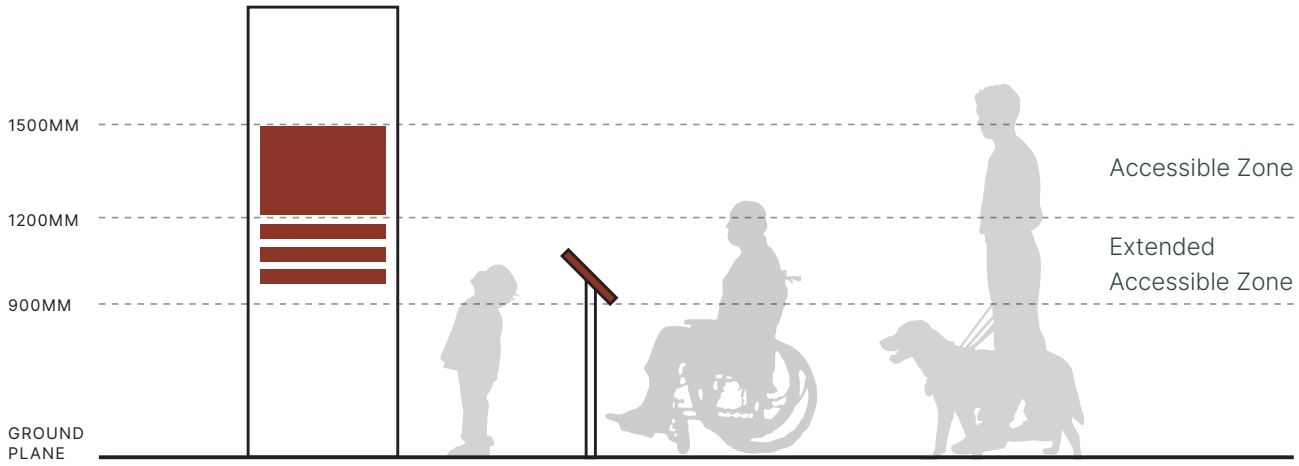
Detailed information

Accessibility and Legibility

The wayfinding strategy should be designed to cater for a wide variety of users. Therefore the wayfinding and signage must be fully accessible in accordance with best guidance, Part M compliance and Equalities Act 2010 for all.

To deliver this all wayfinding will:

- Use high contrast with backgrounds.
- Be matt or semi-matt finish and be well-lit without glare.
- Be consistently positioned site wide.
- Be at eye/viewing level if possible.
- Include standardised, clear symbols for facilities and key locations.
- Make use of arrows if they are directional and 'you are here's.
- Mark accessible facilities on maps.
- Ensure consistency between way finding and marketing materials for ease of use.



User Types and Modes

The public realm design and its wayfinding strategy should be designed to cater for a wide variety of users and be legible and safe both night and day.

It mustn't exclude any particular user groups and should be accessible to all. Those using wayfinding are likely to be both local and visitors of all ages and abilities, both visible and hidden.

Planning

Those exploring the neighbourhood may well use wayfinding to help plan their day or assist with future planning of subsequent visits and a sequence of future locations to visit.

Finding

Key landmarks and destinations such as Victoria Station and St Catherine's Wood, need to be clearly marked out so that people with a specific destination in mind can find them with ease and speed.

Learning

There is an opportunity for learning as visitors and residents travel through the neighbourhood and riverside park. The use of educational and information signage can enhance the user experience, and include stories and information about the site history and ecology.

Wandering

Residents, commuters and visitors wandering around the neighbourhood are likely to use wayfinding to direct them and ensure they don't get lost. There's value in having a sense of discovery and understanding of a place and its history.

Events

Temporary events will also need to be well signposted and should utilise the same fonts and graphics as the permanent features.



↑ Planning



↑ Finding



↑ Wandering



↑ Events



↑ Learning

2
INSPIRATION

Inspiration
Graphics and Design

The designs have been developed based on the BRIQ concept document and the graphic elements and area markers.

Alongside this, inspiration has also been taken from the Red Bank masterbrand guidelines and colour palette. The brand colours and graphic icons can be used to distinguish between different areas of the Red Bank neighbourhood.



BRIQ Totem concept



Viaduct



Plateau



Riverside



Parks









Inspiration
Materials

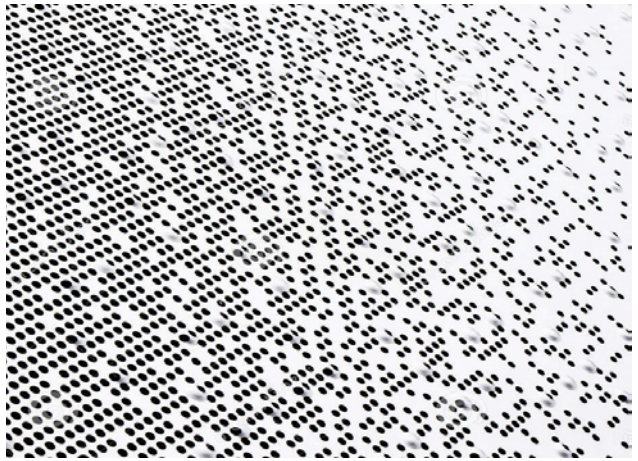
The material palette established in the HIF landscape design includes warm tones of weathering steel.

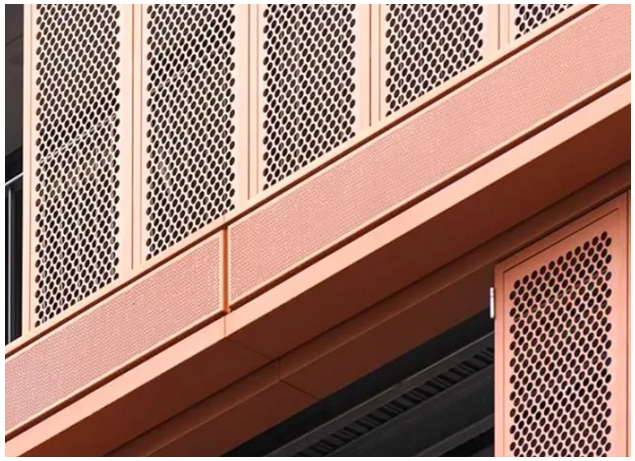
Alongside this, the use of perforated metal provides an industrial character and opportunity to incorporate the graphic elements and icons.

The introduction of painted elements in Red Bank brand colours as a way to define areas within the neighbourhood will provide an interesting contrast with the weathered steel finish.

Within the parks, it is proposed to use timber elements that create a more natural character and can be combined with metal elements.

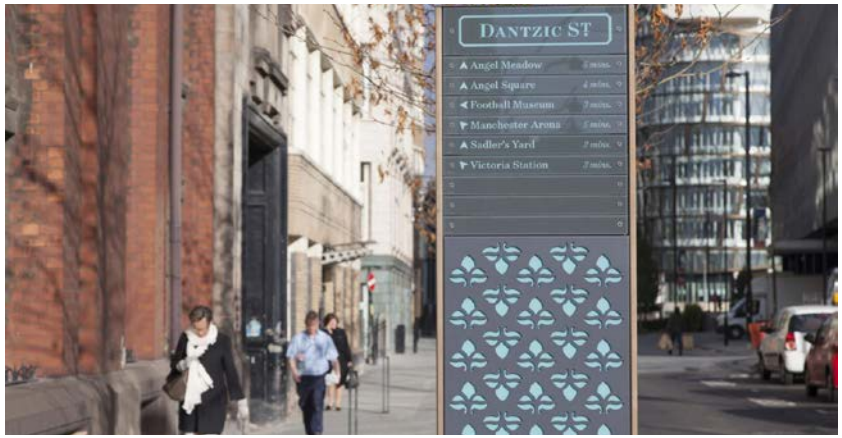








Precedent Inspiration
Gateways, Nodal Points, Key Street and Spaces



Colours and branding unique to neighbourhood / character areas



Clear and bold headers easy to read from afar



Unique graphics for key locations



Distinctive colours or materials depending on the character area



Orientation maps to give an overview of the neighbourhood



Considers accessibility for different users

Precedent Inspiration
Education







Combining educational and other wayfinding information

Trail Markers



Can incorporate a variety of information to supplement the main wayfinding elements



Can incorporate graphic details to tie into other elements

3
PROPOSED WAYFINDING



Refer to setting out drawings VNIF-PLA-ZZ-YYY-DR-L-8040 and VNIF-PLA-ZZ-YYY-DR-L-8041 for final locations.

W1: Large Totem

The Large Totem is for use at key gateways, and gives an overview of the Red Bank neighbourhood.

The top of the totem provides the location name and graphic icon, with directions to main destinations located in the panel below. In the centre of the totem is a pedestrian map of the neighbourhood. The bottom section of the totem has a perforated metal graphic panel and kick plate to the base.

Key

1. Aluminium Outer Frame - Powder-coated finish with brand colour indicated.
2. Solid Aluminium Header Panel - To be engraved with brand text and graphics - Powder-coated with brand colour indicated.
3. Perforated Aluminium Panel - To have graphic / logo as shown - Powder-coated with Interpon Mars 2525.
4. Solid Aluminium Direction Panel - To be engraved with direction markers/text - Powder coated with Interpon Mars 2525.
5. Solid Aluminium Panel - Powder-coated with Interpon Mars 2525.
6. Map Panel - Printed Vitrious Enamel Map Graphic Panel - Mechanical fixings are to be visibly hidden beneath surface finish.

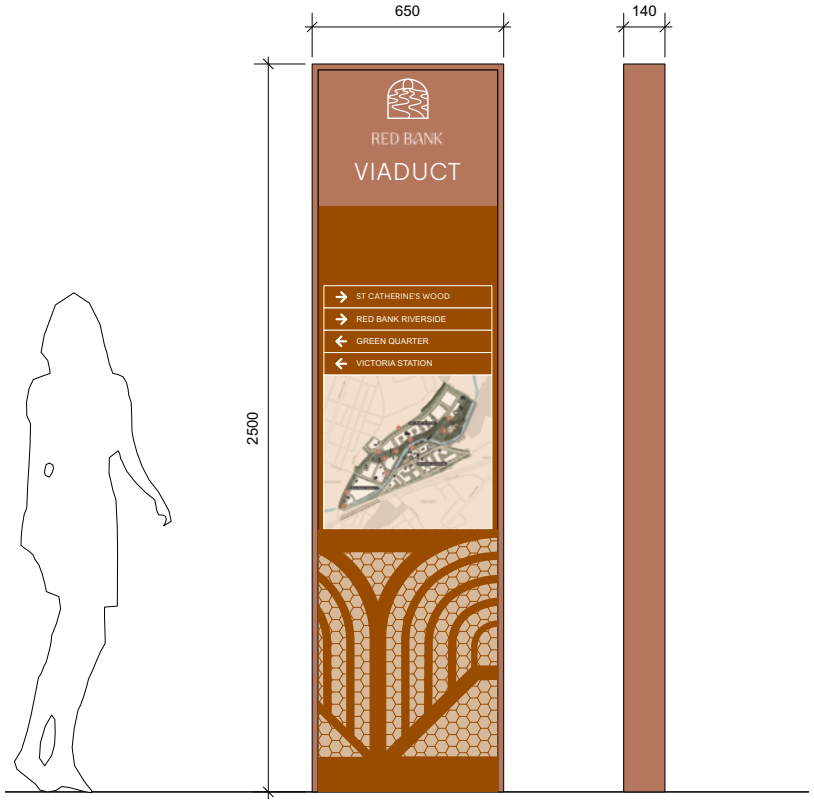
* Totem to have galvanised steel internal structural frame, mechanically root-fixed to concrete foundation, to be developed with specialist supplier. Any exposed metalwork to be 3mm anodised aluminium, powder-coated as detailed above.



Framed totem with area map



Sadler's Yard wayfinding totem



W1 - Large Wayfinding Totem: Elevations. Final artworks refer to drawing 2700-AI-009-00

W2: Small Totem

The Small Totem is for use at key streets and spaces, welcoming people and providing orientation and information.

The top of the totem provides the location name and graphic icon, with directions to main destinations located in the panel below. In the centre of the totem is a pedestrian map of the neighbourhood. The bottom section of the totem has a perforated metal graphic panel and kick plate to the base.

Key

1. Aluminium Outer Frame - Powder-coated finish with brand colour indicated.
2. Solid Aluminium Header Panel - To be engraved with brand text and graphics - Powder-coated with brand colour indicated.
3. Perforated Aluminium Panel - To have graphic / logo as shown - Powder-coated with Interpon Mars 2525.
4. Solid Aluminium Direction Panel - To be engraved with direction markers/text - Powder coated with Interpon Mars 2525.
5. Solid Aluminium Panel - Powder-coated with Interpon Mars 2525.
6. Map Panel - Printed Vitrious Enamel Map Graphic Panel - Mechanical fixings are to be visibly hidden beneath surface finish.

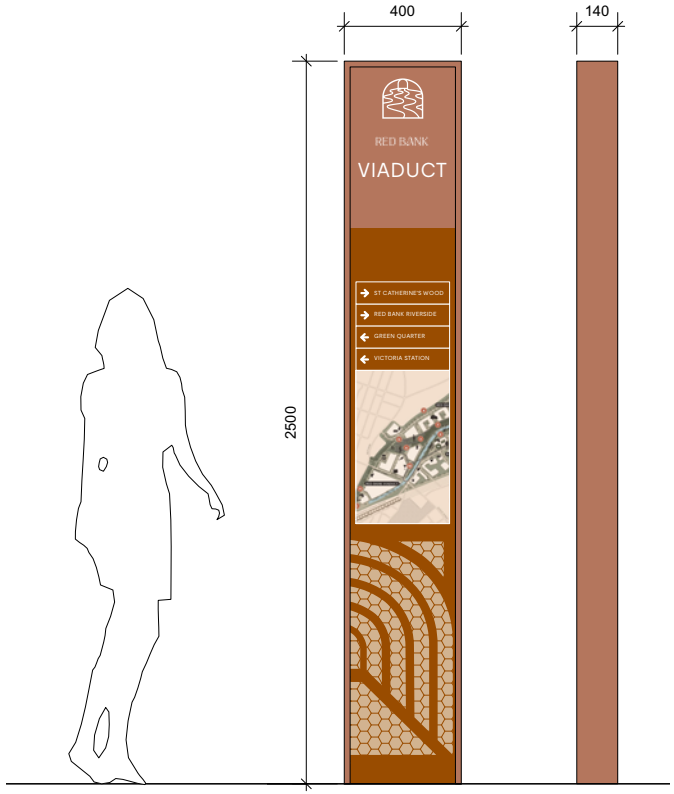
* Totem to have galvanised steel internal structural frame, mechanically root-fixed to concrete foundation, to be developed with specialist supplier. Any exposed metalwork to be 3mm anodised aluminium, powder-coated as detailed above.



Large coloured header panels



Embassy Gardens Small Totem



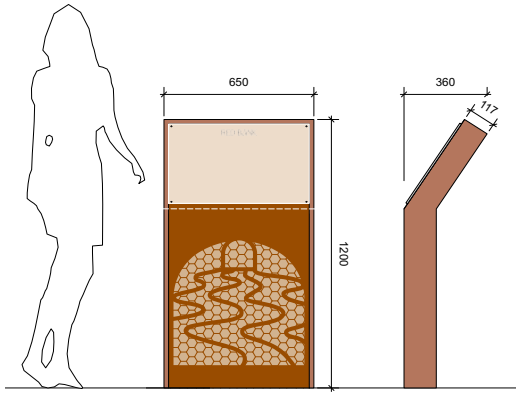
W2 - Small Wayfinding Totem: Elevations. Final artworks refer to drawing 2700-AI-009-00

W3: Information Lectern / Post

A lower interpretation and educational wayfinding element that allows clear visibility of content, as well as an unobstructed view over and beyond the sign.



Information Lecterns located along key trails



W3 - Information Lectern: Elevations. Final artworks refer to drawing 2700-ID-001-07

Key

1. Aluminium Outer Frame - 20mm (band W) - Powder-coated with brand colour indicated.
2. Perforated Aluminium Panel - To have graphic/logo as shown - Powder-coated with Interpon Mars 2525 (Corten).
3. Solid Aluminium Panel - To follow incline of aluminium frame and welded to perforated panel below - Powder-coated with Interpon Mars 2525 (Corten).
4. Information Panel - Printed Vitrious Enamel Graphic Panel - mechanically face-fixed to underlying surface (solid aluminium panel).
5. Viewing Void - for Informational Frame only.

W5: Fingerpost

A traditional wayfinding feature for use at key nodal points and provides simple directional information to illustrate the location of multiple destinations.

The proposed use of I beam posts references the post industrial character of the area. Alternatively timber posts can be used to provide a more natural appearance.

Key

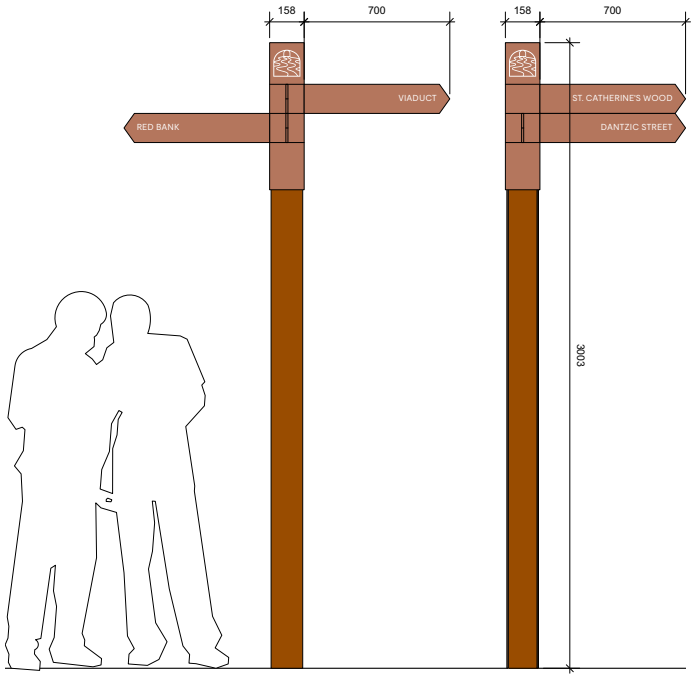
1. Aluminium Capping - To be engraved with wayfinding graphics - Slot over I-Beam and Signage Plates - Powder-coated finish with brand colour indicated.
2. Directional Aluminium Sleeve - Aluminium plate welded at required angle to aluminium sleeve - Slot over I-beam -To be engraved with wayfinding text - Powder-coated finish with brand colour indicated.
3. Fixed Aluminium Sleeve - Mechanically fixed to I-Beam at required height - Powder-coated finish with brand colour indicated.
4. Vertical I-Beam - Universal Size: 152 x 152mm - To be mechanically root-fixed to concrete foundation beneath ground level - Powder-coated with Interpon Mars 2525 (Corten).



Timber fingerpost



Metal fingerpost



W5 Fingerpost Elevations. Final Artworks refer to drawings 2700-AI-002-01, 2700-AI-002-02 and 2700-AI-002-03

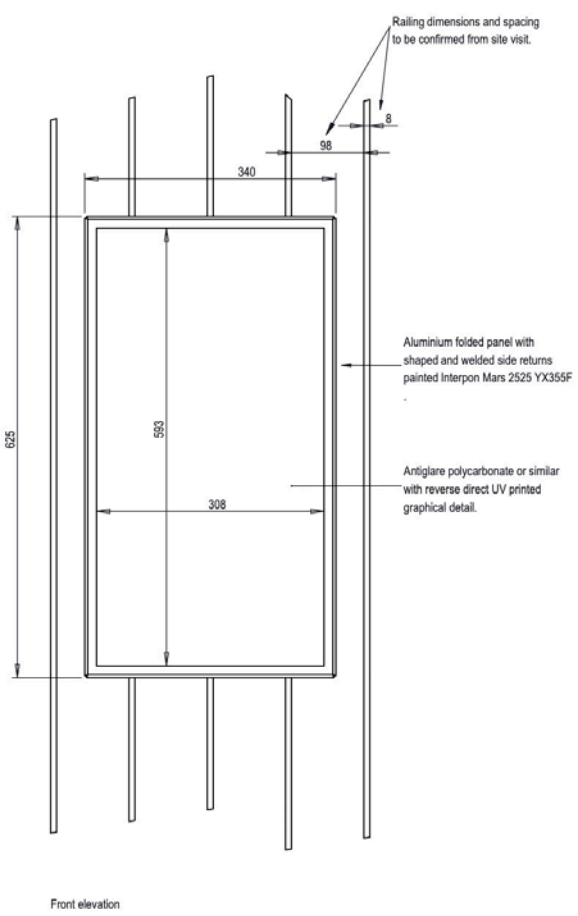
W6: Fence Mounted Panels

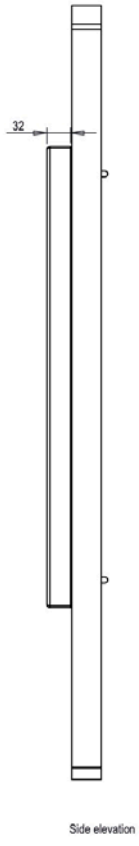
Key

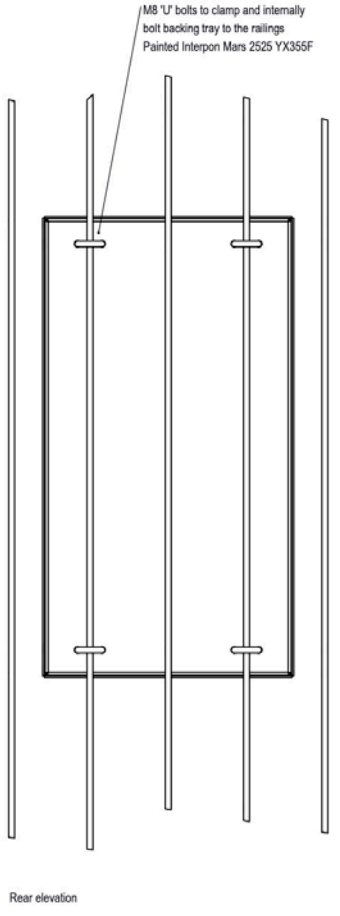
1. Aluminium folded panel with shaped and welded side returns painted Interpon Mars 2525 YX355F.
2. Antiglare polycarbonate or similar with reverse direct UV printed graphical detail.
3. M8 'U' bolts to clamp and internally bolt backing tray to the railings. Painted Interpon Mars 2525 YX355F.
4. Railing dimensions and spacing to be confirmed from site visit.
5. Welded and dressed corner detail to face trim panel.
6. M5 buttonhead 6 lobe pin A2 torq machine securuity screws.



Signage located along key trails

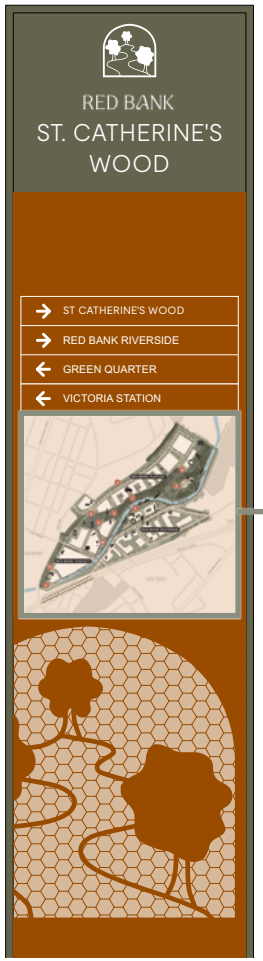


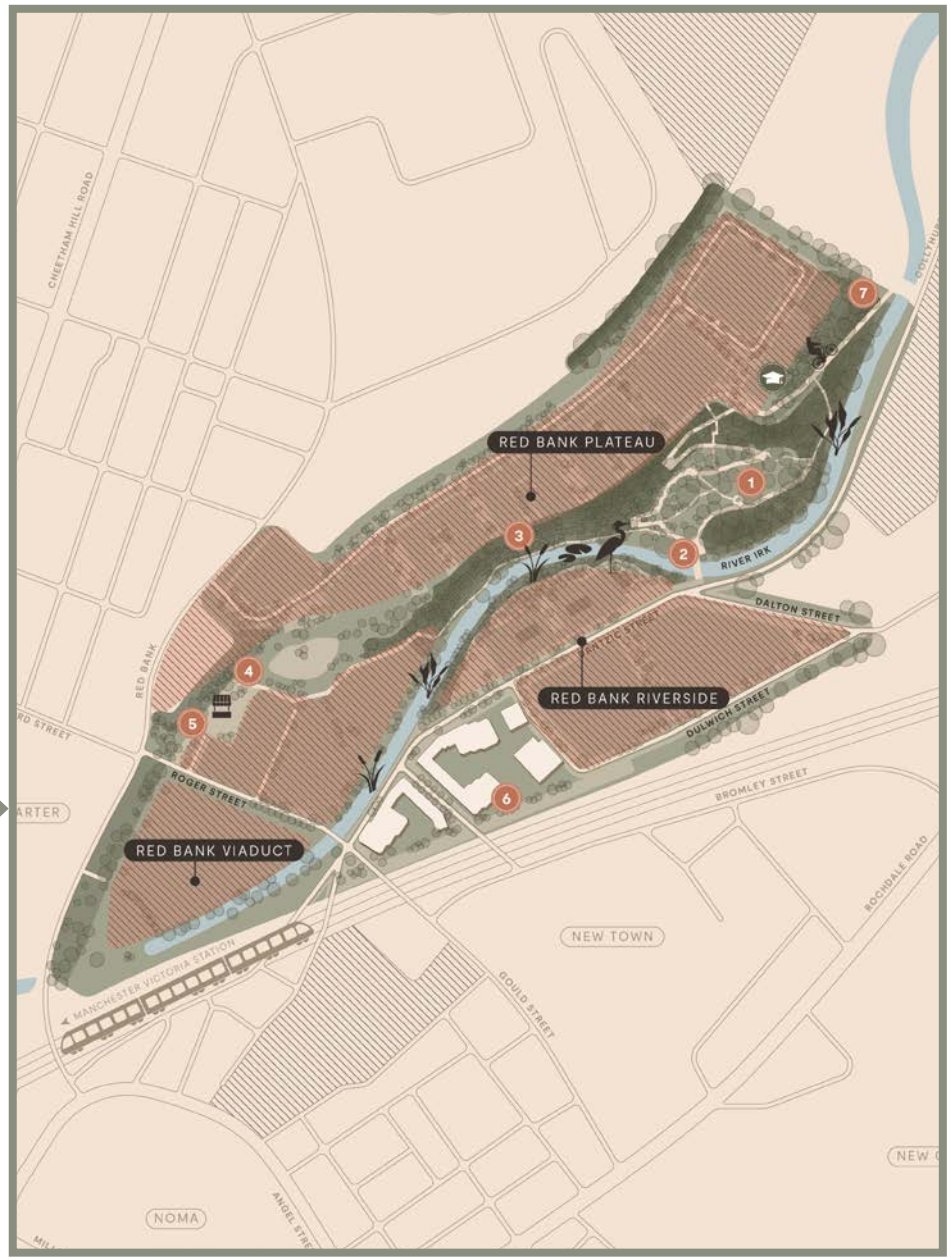




Draft Map Proposal

The map panel is designed to be easily replaced allowing updates to be made as required during the completion of future phases of the Red Bank masterplan.





Map Key:

1. St Catherine's Wood
2. SCW Bridge Entrance
3. Riverside Path
4. Roger St Meanwhile Space
5. Roger St Entrance
6. Victoria Riverside
7. P+P Entrance

Map shown for indicative purposes only. For the final artwork, refer to Drawing 2700-AI-009-00.

We design for all life to thrive in balance.

For today, tomorrow and the next 200 years.

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