London Heritage Quarter Wayfinding Strategy
Final Report | 2024

London Heritage Quarter Wayfinding Strategy

London Heritage Quarter commissioned City ID to conduct an assessment of the existing wayfinding provision across the area. The aim is to set out a strategy and project framework to improve wayfinding, addressing key gaps and identifying opportunities for future projects.

This document
1. Provides an overview of the project
2. Sets out a guiding vision and strategy
3. Recommends a range of implementation projects

Contents

Contents

1. Introduction

1.1 Project context
1.2 Project goals
1.3 Key objective
1.4 Project scope
1.5 The strategy

1.1 Project context

London Heritage Quarter wants visitors to feel oriented and confident when making decisions to move to, within and from the area.

London Heritage Quarter

London Heritage Quarter is a collective of adjacent Business Improvement Districts (BIDs) in Central London. All four BIDs – Victoria, Victoria Westminster, Whitehall and The Northbank – are in the City of Westminster close to the north bank of the Thames.

The combined London Heritage Quarter area covers some of central London's most iconic locations and visitor destinations – stretching from the Royal Courts of Justice and Somerset House in the north east, through to Downing Street, Parliament Square and Victoria in the south west.

This project is part of London Heritage Quarter's 2040 vision and builds on the existing strategic work of People Wanted Whitehall and People Wanted Victoria. It provides a foundation for strengthening partnerships and securing further investment in improved wayfinding.

Project context

Improved wayfinding has been identified as a priority for members in all four BID areas. City ID were initially appointed in 2022 to conduct a Wayfinding Study for the Victoria area and recommended that the project be extended to cover the whole London Heritage Quarter area. This project commenced in 2024, with the following objectives:

- To audit the quantity, locations and condition of existing wayfinding provided on-street.

- To assess the performance of the current wayfinding offer and identify opportunities.

- To develop a strategy, principles, recommendations and implementation options

- To produce plans detailing locations and activities related to wayfinding enhancements

Project stages

The project has been conducted in three distinct stages between January and May 2024:

1. Audit, research and assessment

2. Organising ideas and projects framework

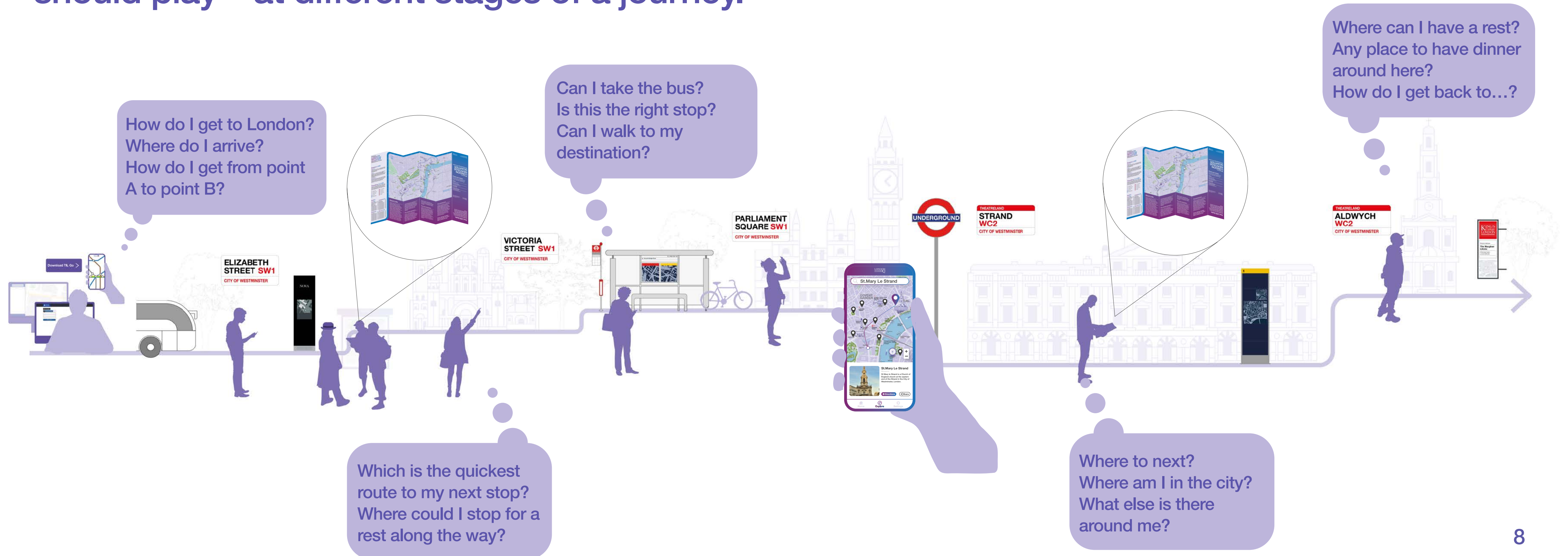3. Project capture and recommendations

1.2 Project goals

The term 'wayfinding' encompasses all the ways in which people comprehend physical space and navigate from place to place.

The primary project goal is to plan wayfinding enhancements that will give visitors <u>more confidence</u> to locate themselves, make decisions, and move around the area. Wayfinding enhancements will <u>positively impact people's perceptions</u> of the area, <u>increase vibrancy</u>, and <u>support economic prosperity</u>.

– Creating a more attractive place to live, work and play
– Supporting active travel and sustainable movement
– Improving tourism offer, encouraging longer and repeat stays
– Enhancing footfall and encouraging the 'return to the office'

1.3 Key objective

A key objective in achieving these goals is to clarify the roles various existing wayfinding systems currently play – and should play – at different stages of a journey.
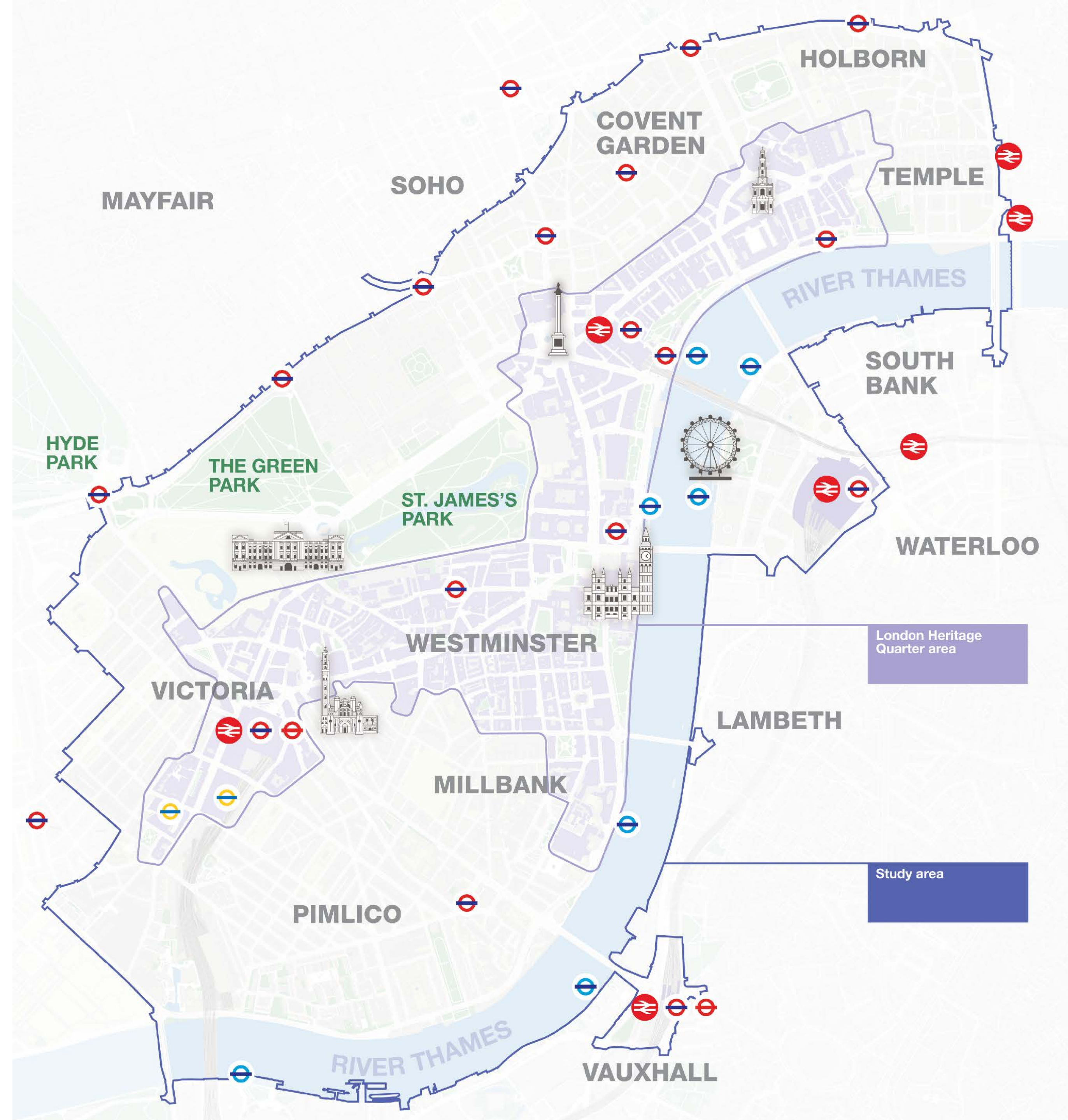
1.4 Project scope

Project scope

Wayfinding encompasses all the ways in which people interpret an environment, navigate from place to place, and plan their next steps.

This definition of wayfinding includes literal cues that aid conscious navigation (such as maps and signs) and subliminal cues that aid subconscious navigation (such as sightlines and street furniture).

As such, this project takes a holistic approach to the assessment of wayfinding opportunities. The project is tasked with assessing all aspects of wayfinding and all environments within the London Heritage Quarter area, including transport environments, on-street environments, parks and green spaces.

This approach responds to the People Wanted Whitehall and People Wanted Victoria strategies, providing a user-centred perspective on existing conditions and future project concepts. It is recommended that this perspective should be embedded in the development and design of all future implementation projects.

Literal   Subliminal

1.4 Project scope

Study area

The study area comprises of the London Heritage Quarter footprint (shown right), as well as an approximate 5–10 minute walking area around the London Heritage Quarter boundary.

The project team defined this extended study area because good wayfinding supports movement to, through and from a given focus area.

The study area shown includes adjacent neighbourhoods that border the Thames and connections to near-by areas, attractions and transport environments.

MAYFAIR

SOHO

COVENT GARDEN

HOLBORN

TEMPLE

RIVER THAMES

SOUTH BANK

HYDE PARK

THE GREEN PARK

ST. JAMES'S PARK

WATERLOO

WESTMINSTER

London Heritage Quarter area

VICTORIA

LAMBETH

MILLBANK

Study area

PIMLICO

RIVER THAMES

VAUXHALL

1.5 The strategy

Partnerships at different scales

The Wayfinding Strategy

This document builds upon past and ongoing work that has contributed positively to the wayfinding experience in this part of London.

– The London Plan (Greater London Authority)

– Visitor Experience Strategy (London & Partners)

– Legible London: System Architecture (TfL)

– City Plan 2019–2040 (WCC)*

– Westminster Way: Public Realm Strategy (WCC)

– Westminster Walking Strategy (WCC)

– People Wanted/Public Realm Strategies (London Heritage Quarter)

– Fairer Westminster 2022-2026 (WCC)

*City Plan is being updated.

Partnership

London Heritage Quarter recognises that effective partnership is critical to the success of this strategy.

London Heritage Quarter is uniquely focussed on creating more vibrant places to live, visit and work in this part of London and supporting economic growth. This unique focus – and the strong support of the business community – underpins London Heritage Quarter's commitment to foster partnerships with city and borough scale stakeholders, as well as with land owners and developers who can provide investment and support implementation.

This strategy recognises the need for effective partnership at different scales by structuring concepts and recommendations in a manner that reflects the partnership processes needed for delivery.

London Heritage Quarter unique focus

Local-scale
– Land owners
– Developers
– Businesses
– Residents

Borough-scale
– Westminster City Council

City-scale
– Mayor of London
– Transport for London
– London & Partners
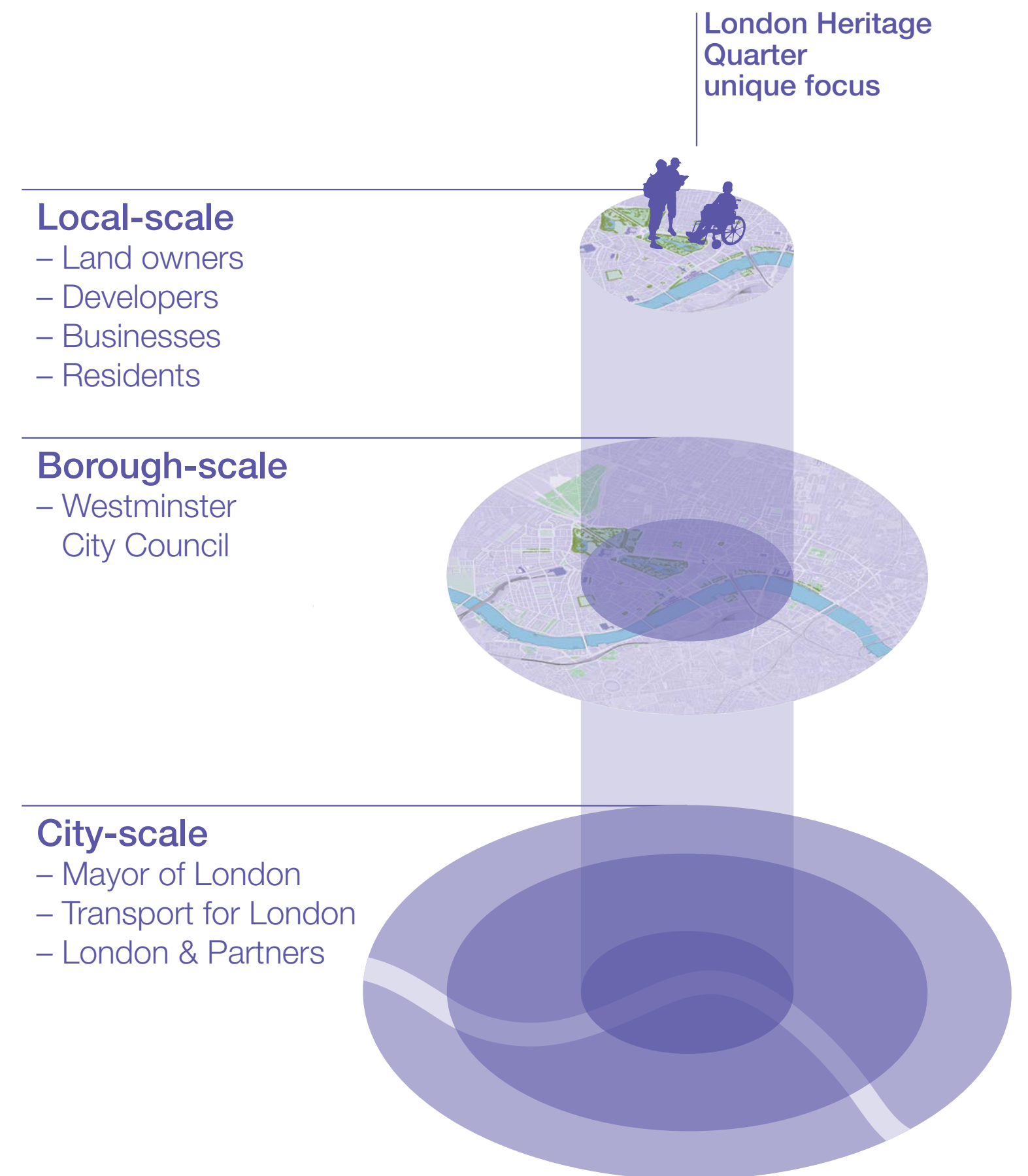
2. Assessment

2.1 Methodology

The assessment of wayfinding opportunities was based on a range of methods. Findings were shaped and validated through stakeholder engagement to help refine recommendations.

The diagram opposite illustrates the methodology of assessment in three sequential stages:

1. **Understanding the experience** – reviewing existing documentation and visitor data, as well as observational analysis and surveys to identify user needs and opportunities for improving the visitor experience.

2. **Stakeholder engagement** – working with stakeholders to explore key challenges, opportunities and prioritising actions.

3. **Project deliverables** – capturing findings, strategy, recommendations and project framework within agreed deliverables.

1.

| Desktop research | Existing visitor and movement data analysis | On-street audit and obsevational analysis | Ambassador and BID member surveys |

2.

Stakeholder engagement

3.

London Heritage Quarter Wayfinding Strategy

Project Framework

Wayfinding Strategy

Project Framework
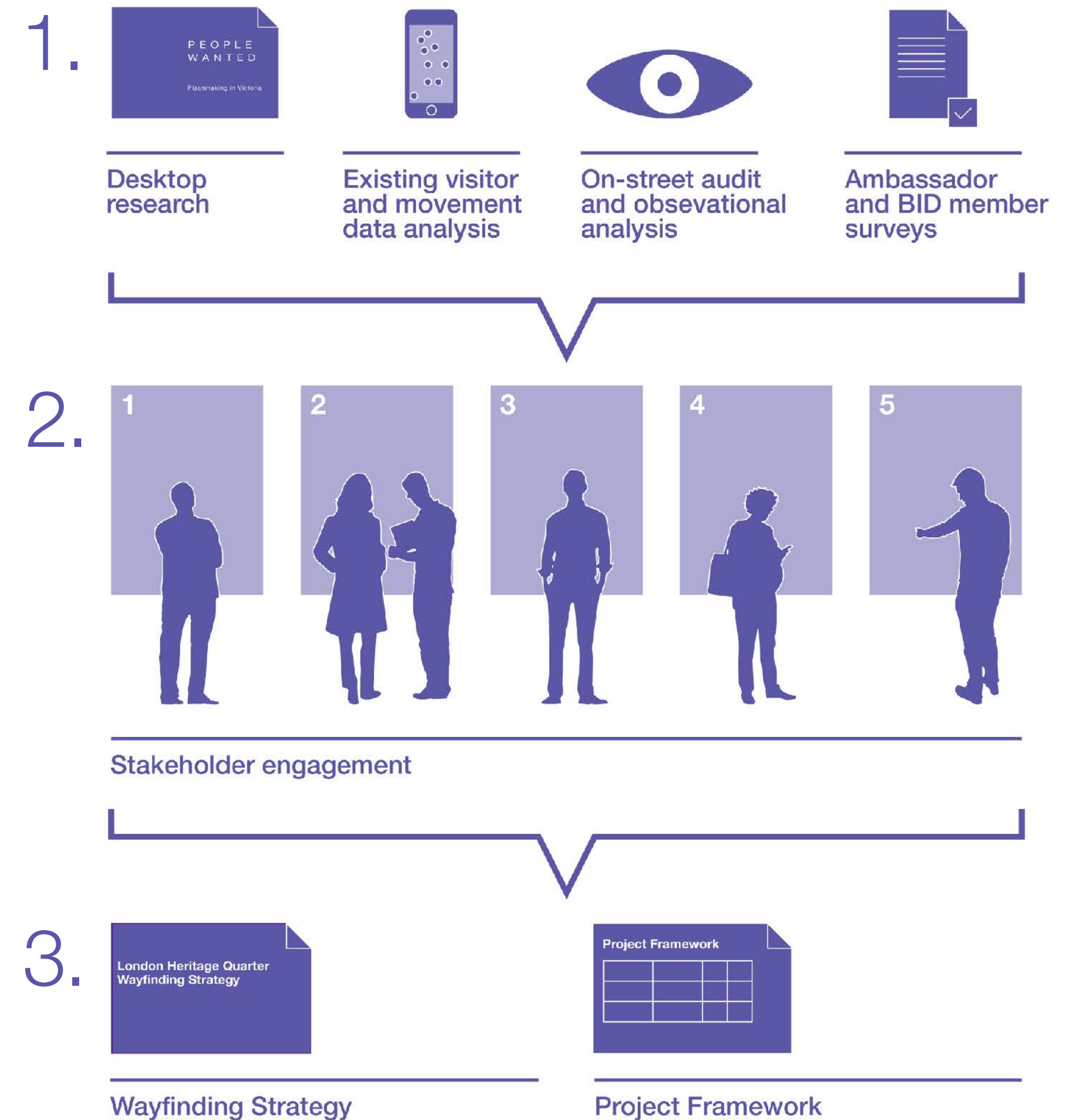
Assessment methods

– On-site observation
– Information provision audits
– Spatial analysis
– User identification
– Stakeholder workshops
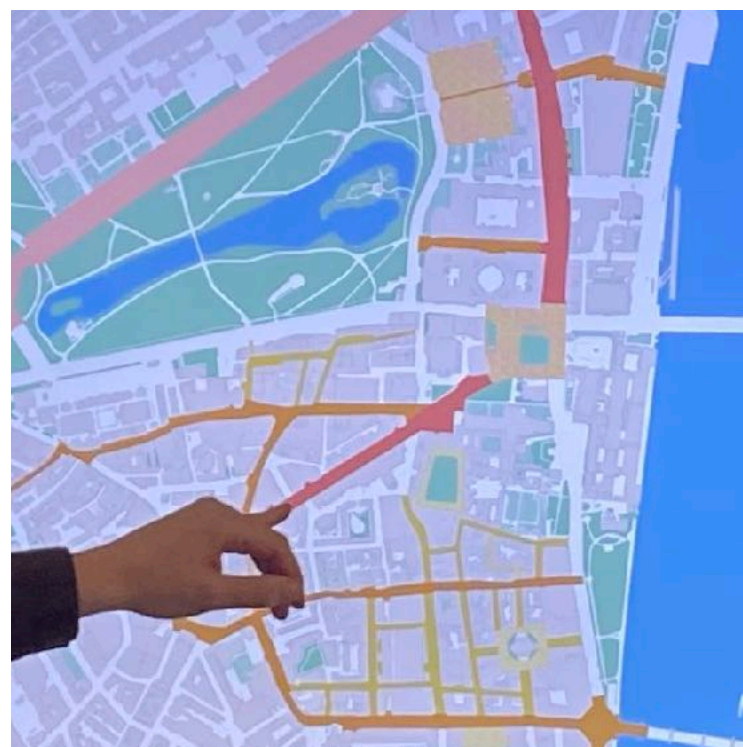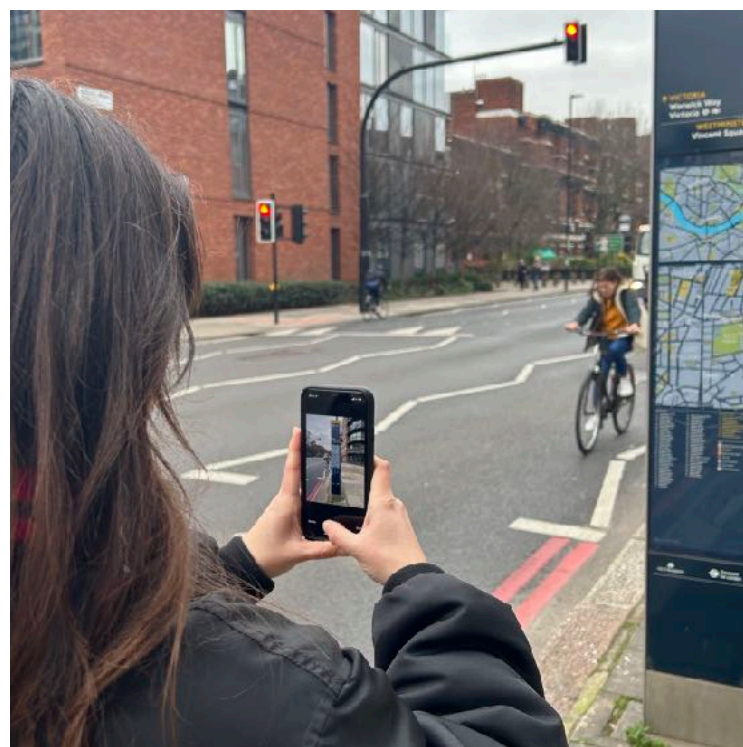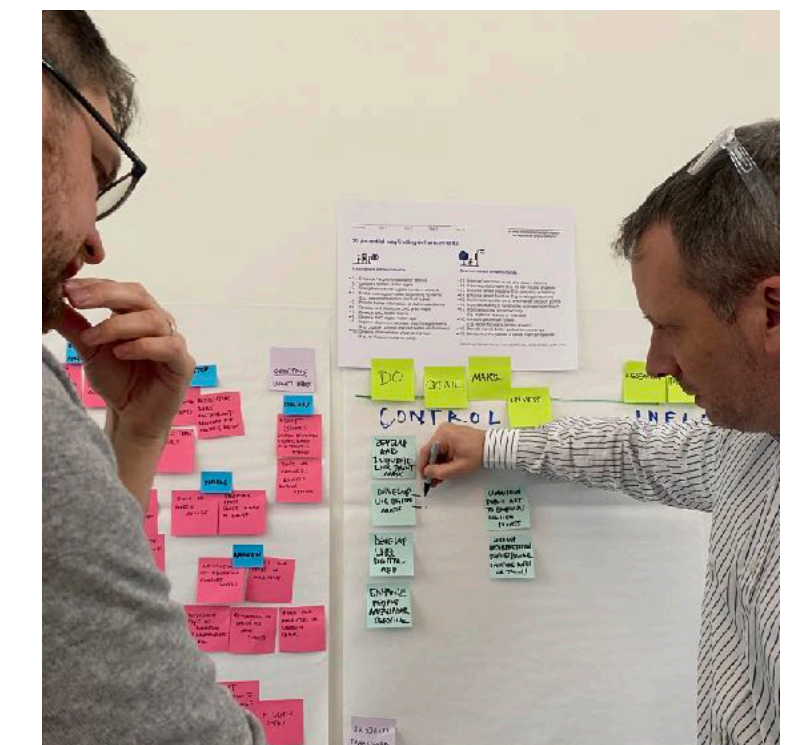
2.2 Assessment

1. Understanding the experience

1.1 Desktop research

– Footfall data and walkability scores provide an understanding of walkabilty and movement patterns in the area.

– Healthy Streets Approach provides an index of 10 people-focused indicators with multiple applications that relate to this project's goals.

– Existing maps, apps and websites provide an understanding of prevalent representations of place that shape people's understanding.

– Review of visitor websites provide an understanding of area character and attractions and how they are commonly described.

1.2 Existing visitor data

– An average of between 10–12 million visitors arrive in the area per month, with visits peaking 9am-1pm, towards end of week (Colliers)

– Average dwell time has decreased across the past three years (Colliers)

Walking in London

Healthy Streets index

River representation

Online map provision

SW1 digital offer

Gateway footfall data

Visit frequency data

Legibility analysis

Popular destinations

15
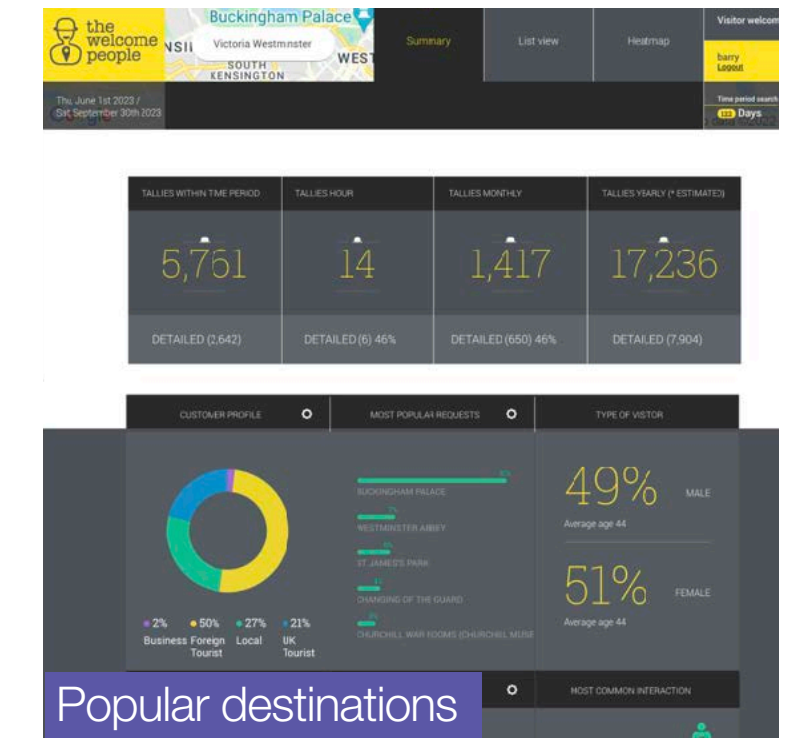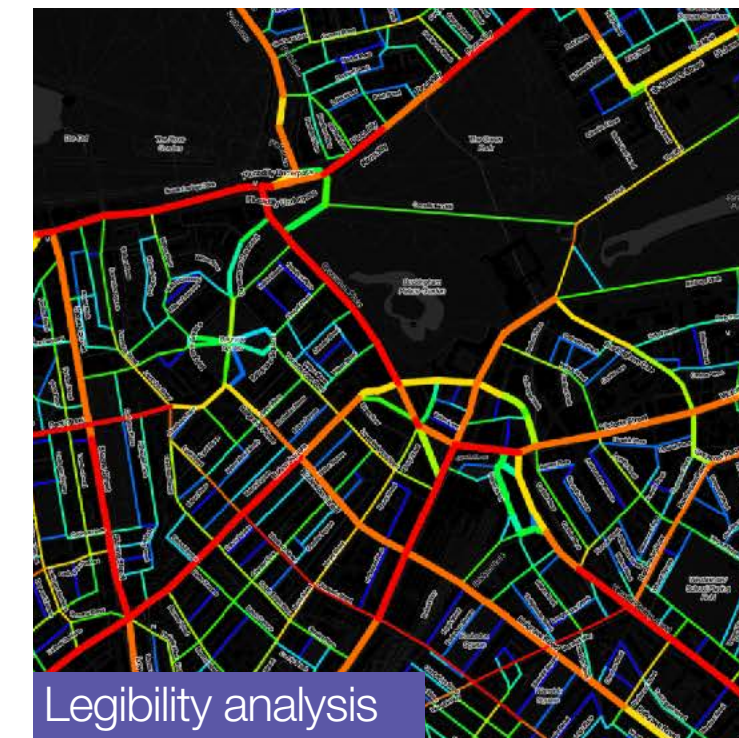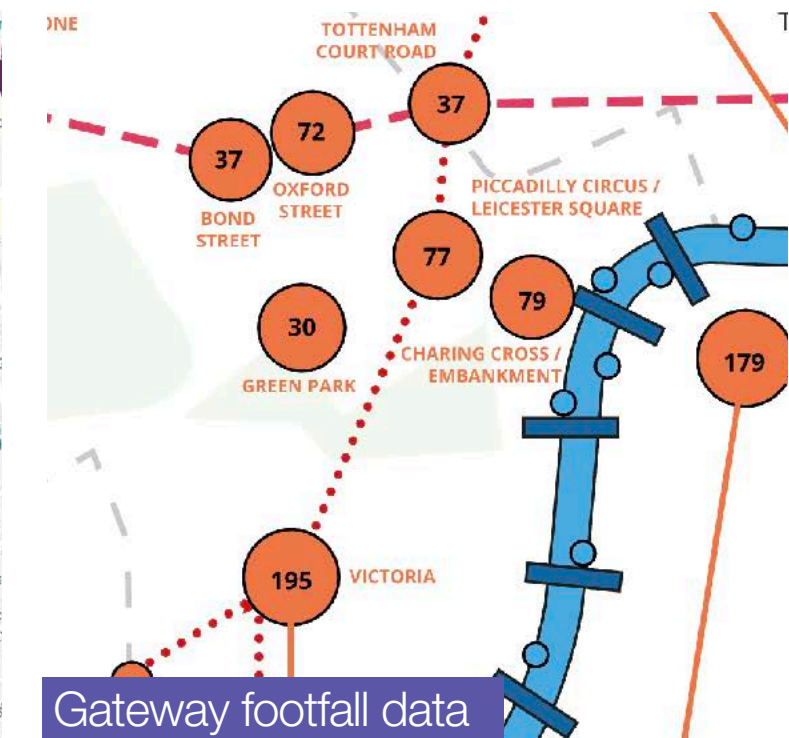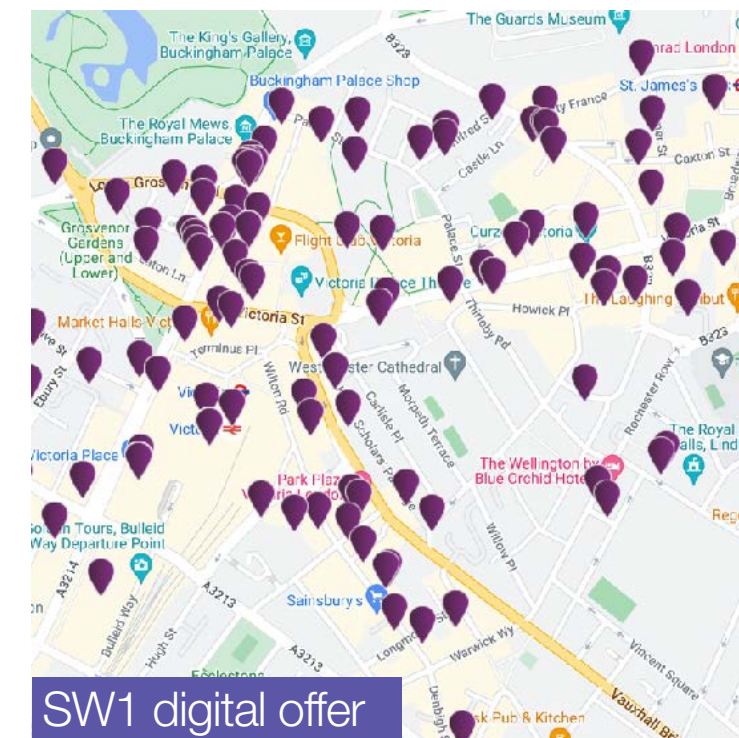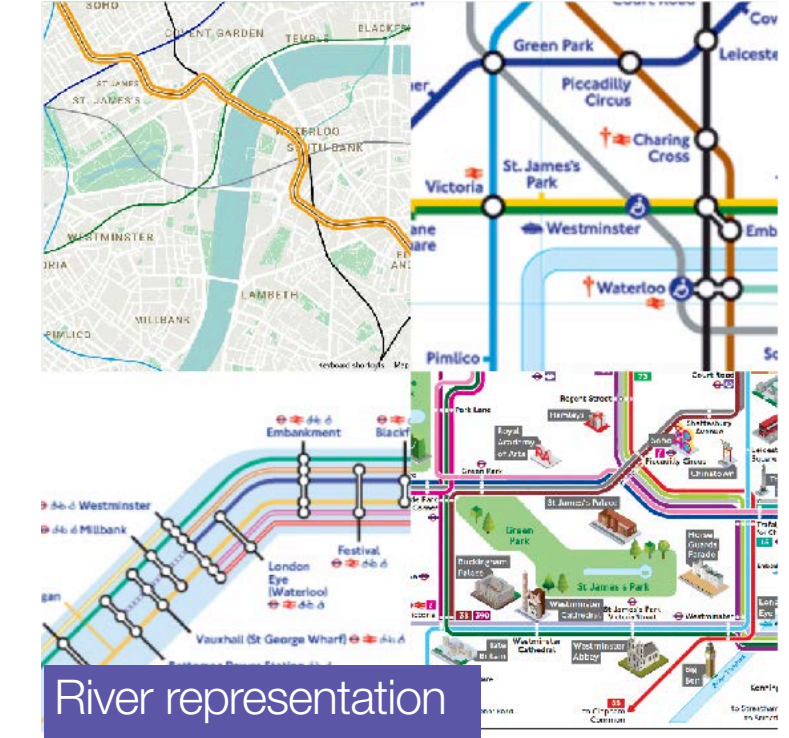
2.2 Assessment

1.3 On-street audit and observation analysis

On-street information

– Legible London makes up around 80% of wayfinding across the area (as per audit data) – the system is generally in good condition and used frequently.

– Some de-cluttering is necessary to remove out of date and redundant information.

– An apparent lack of coordination between systems results in an unnecessarily fragmented experience.

Print information

– A range of print maps are available – all lack the pedestrian level detail and quality available in other major cities.

– Illustrated maps provided previously by the BIDs have been popular with visitors due to use of recognisable and famous landmarks.

– There is an opportunity to provide BID members and businesses with good quality maps to encourage active travel and exploration.

LL Minilith

LL Monolith

TSRGD Directionals
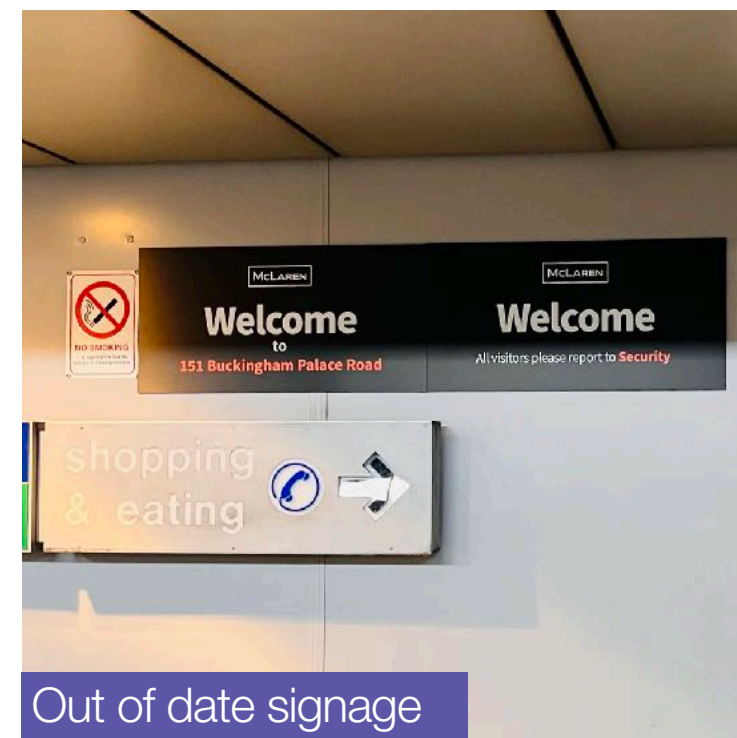
Out of date signage

Kiosk map dispenser

BID map
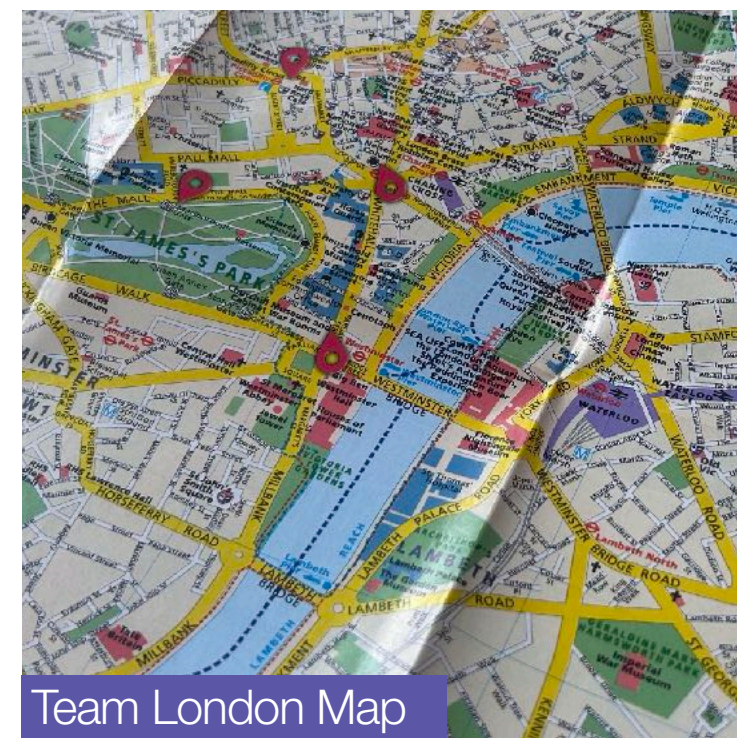
Team London Map
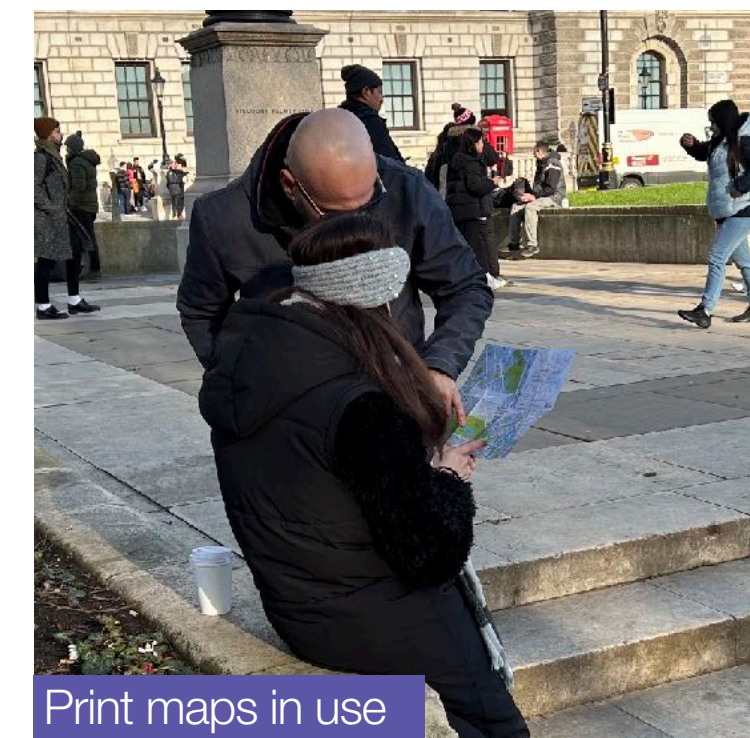
Print maps in use

Tate area map

2.2 Assessment

Primary on-street wayfinding

Prominent types of on-site wayfinding in London Heritage Quarter are shown below.

Legible London wayfinding

– On-street network of 'liths and fingerposts
– Mapping integrated in TfL environments

Transport Hub wayfinding

– TfL Interchange signage
– London Underground signage
– Network Rail wayfinding signage
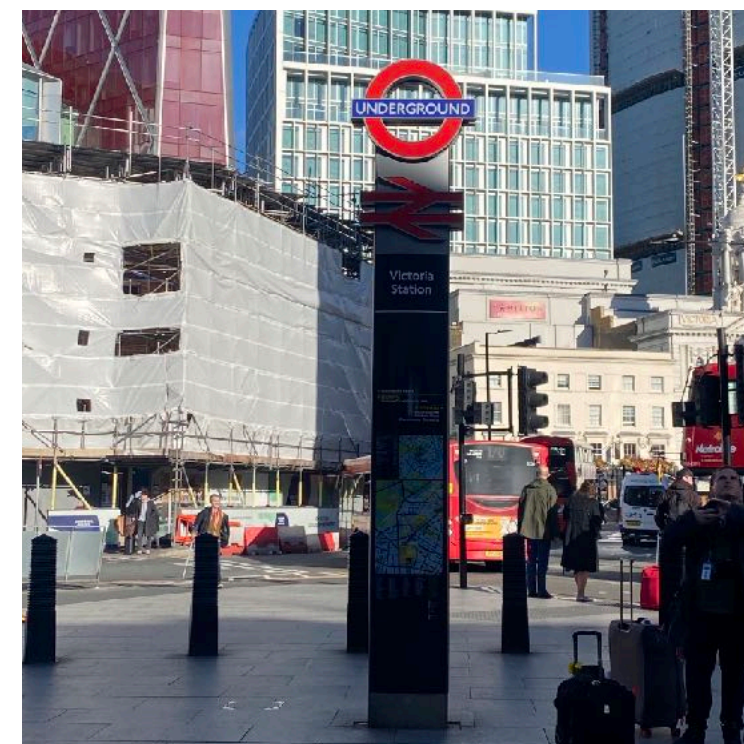
Park wayfinding

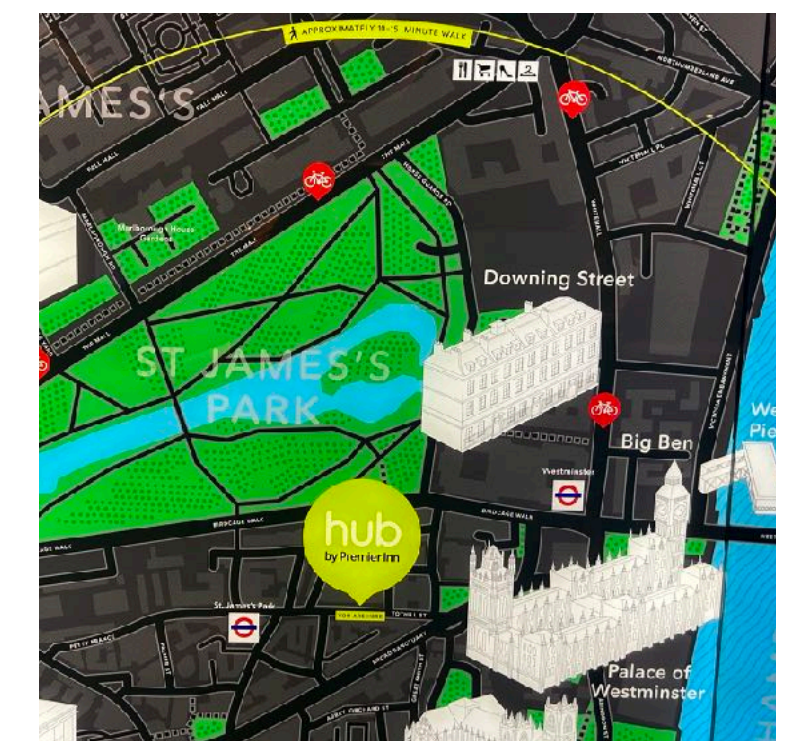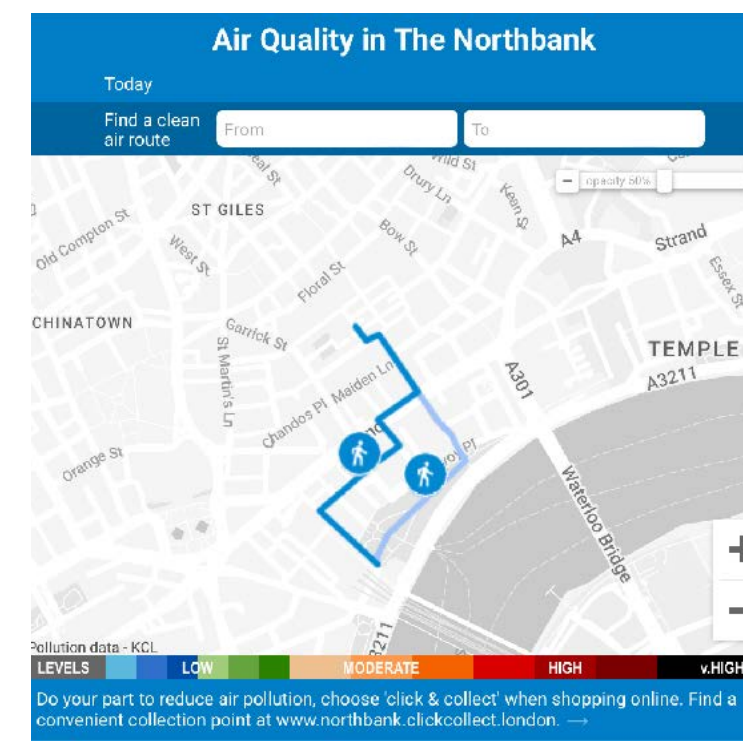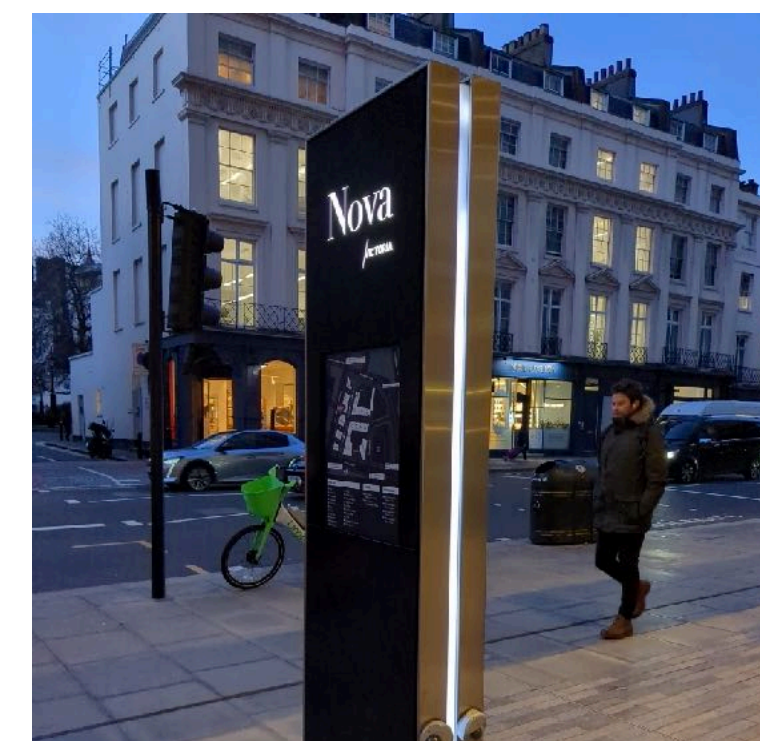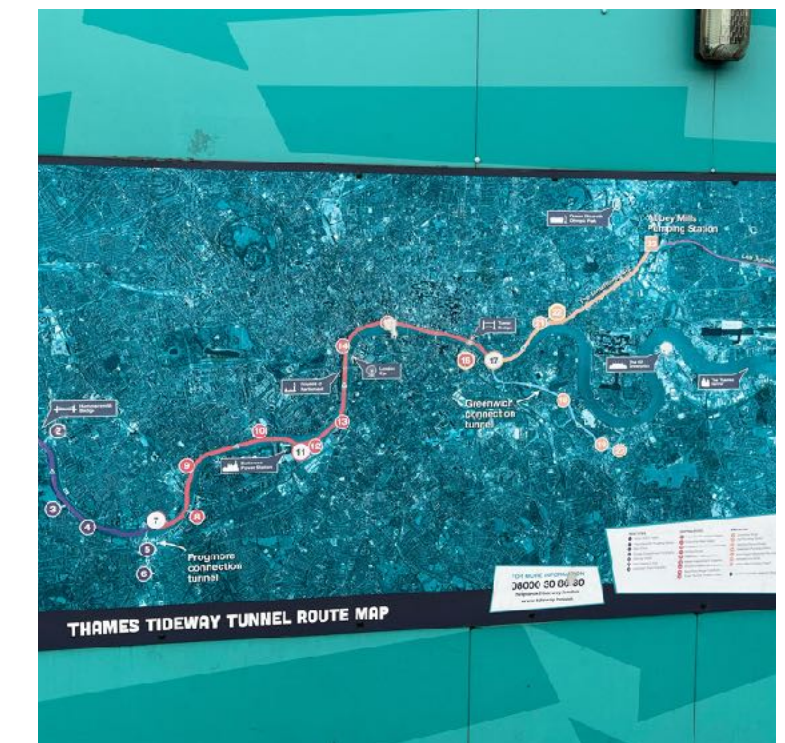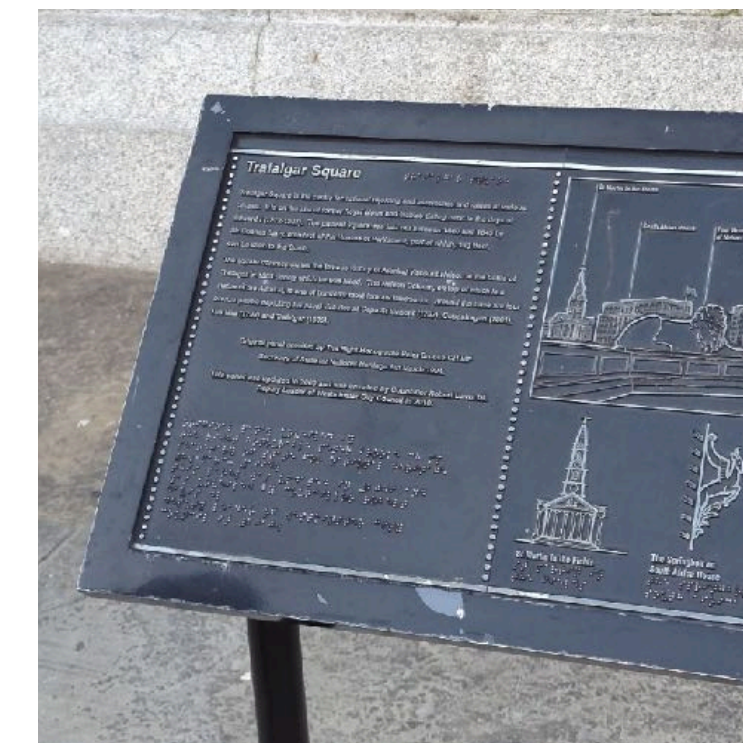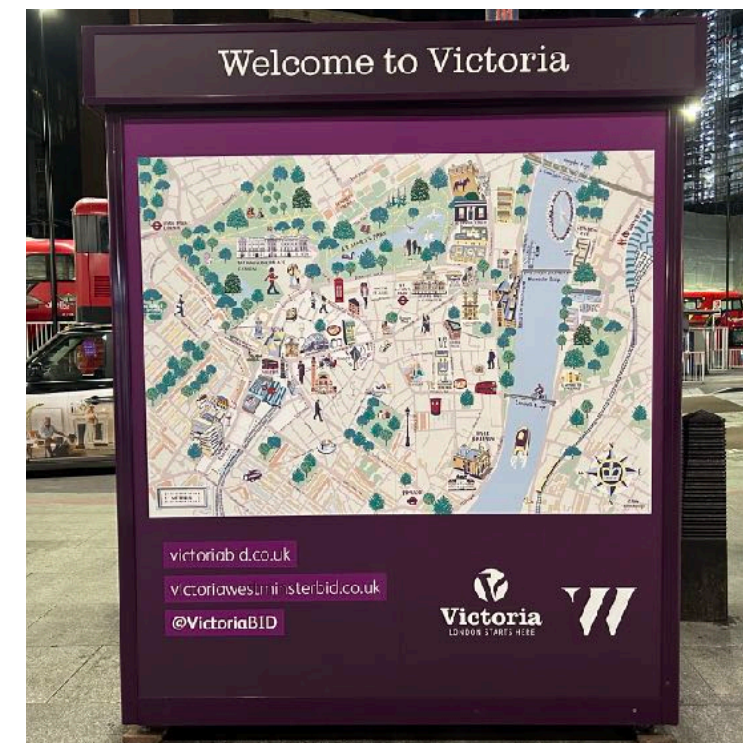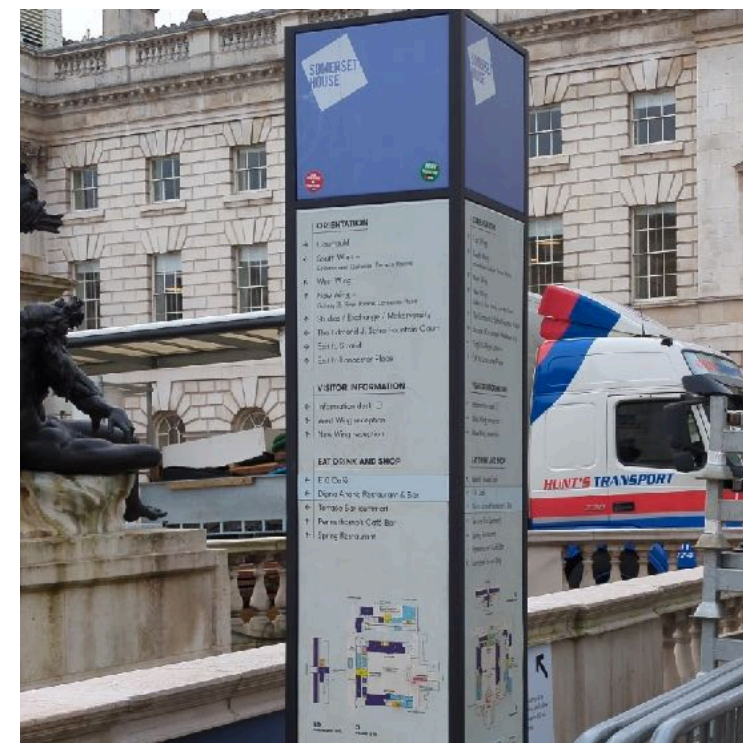– The Royal Parks maps and signage
– Westminster Parks signage
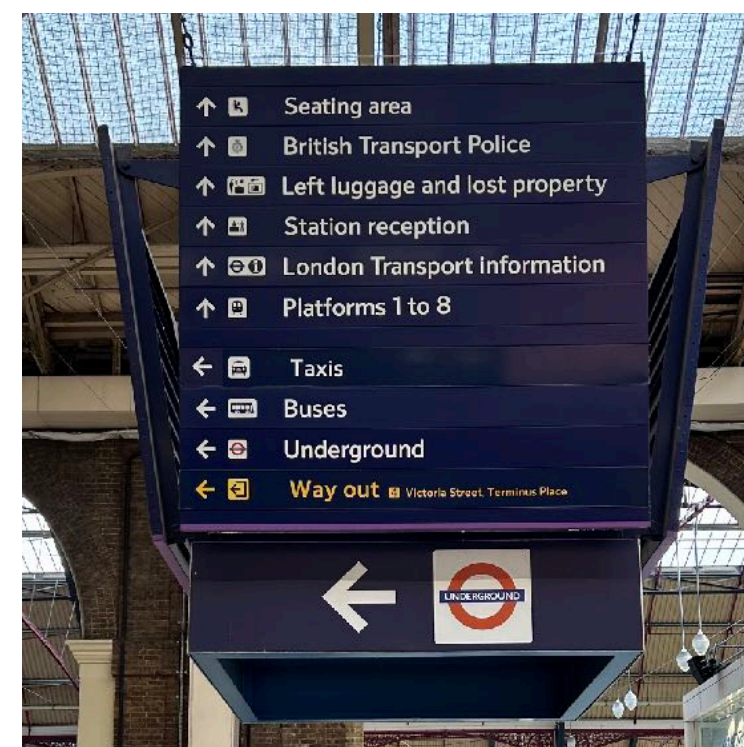
17

2.2 Assessment

Primary on-street wayfinding

Prominent types of on-site wayfinding in London Heritage Quarter are shown below.

Activity area wayfinding

– Land owner and campus information
 (E.g. Ecclestone Yards, Cardinal Place,
  Somerset House, LSE)

BID information

– Victoria BID kiosks and Ambassadors
– The Northbank, Whitehall and Victoria
  Westminster BID print and digital information

Other information

– Interpretive signs
– Promotional, at destination information
– Traffic Signs Regulations and General Direction (TSRGD)

18

2.2 Assessment

Environment

– Congestion (people and vehicles) and crowding are the top stressors within the area – making all aspects of wayfinding more challenging.

– The central axis running through London Heritage Quarter – from Buckingham Palace Road through to Victoria Street, Whitehall and the Strand – is car dominated, with restricted sight lines, often providing uncomfortable and unpleasant sensory and navigational experiences for pedestrians.

– The area is rich with calmer and more comfortable walking and sight seeing routes 'one street back' – but this secondary network feels impermeable, indirect and walking routes are unclear.

– Connections to and from the river and parks are not conspicuous and require explanation.

– A lack of comfortable and inviting places to recompose exacerbates wayfinding challenges.

– Many opportunities to improve public realm and enhance pedestrian comfort – including de cluttering, rationalisation of micro mobility locations, provision of seating and public toilets.
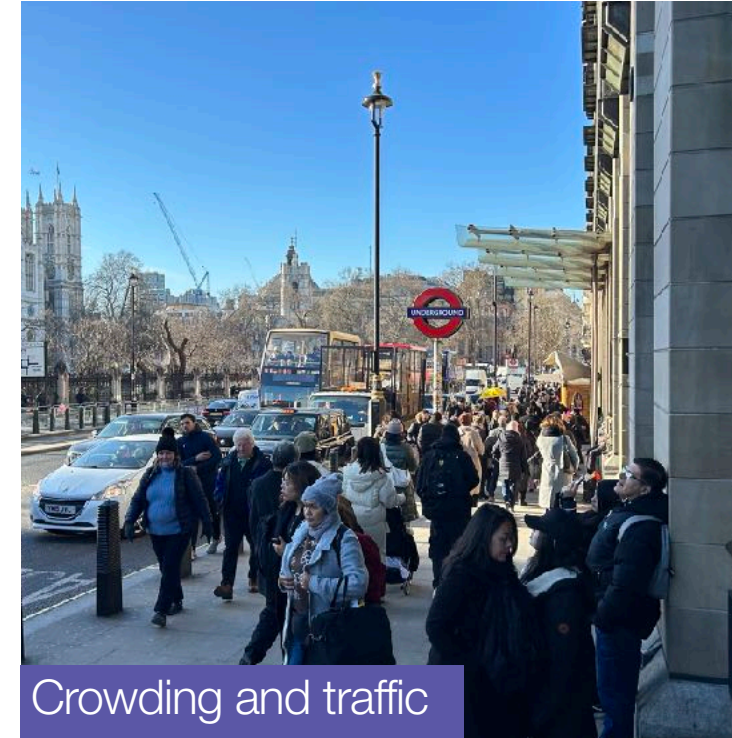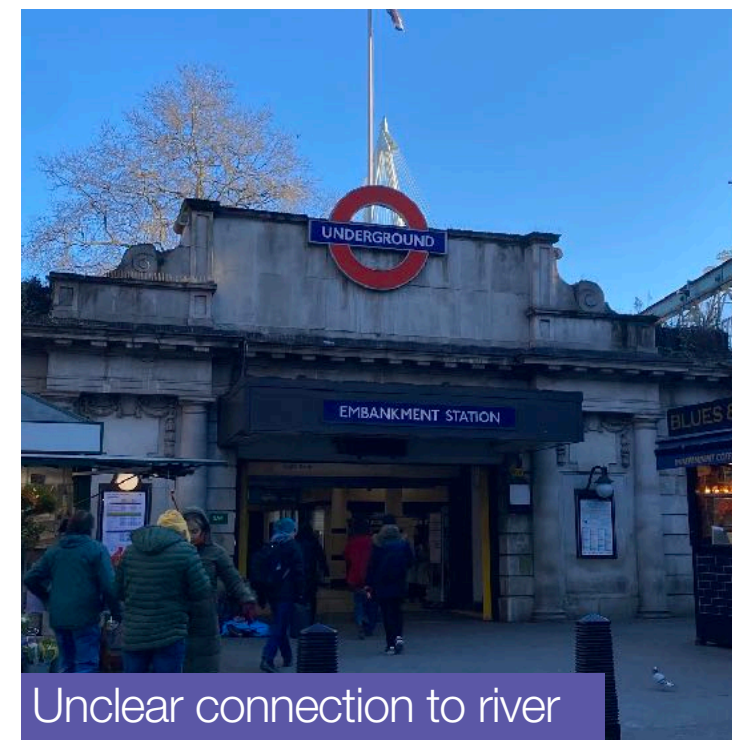

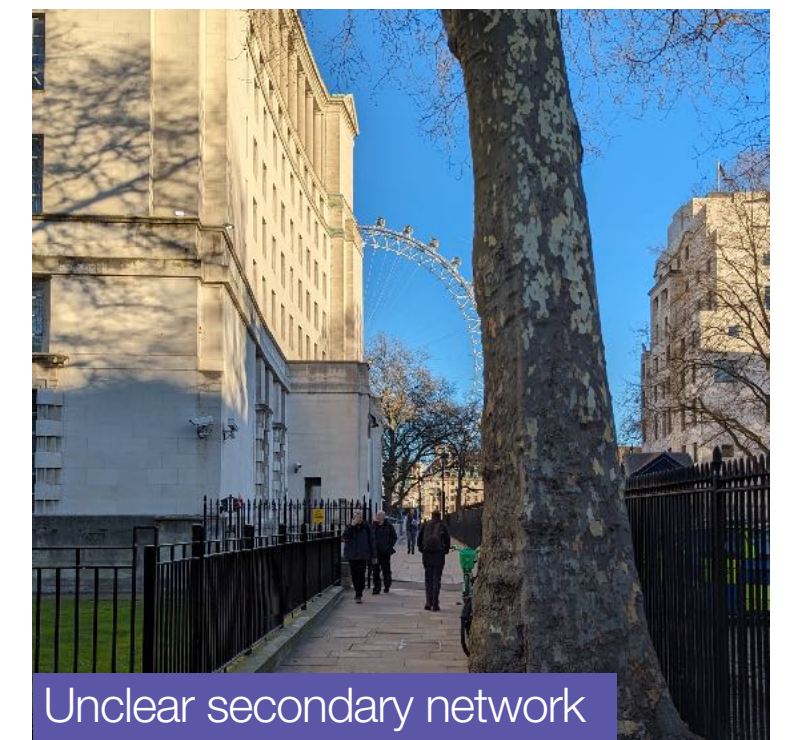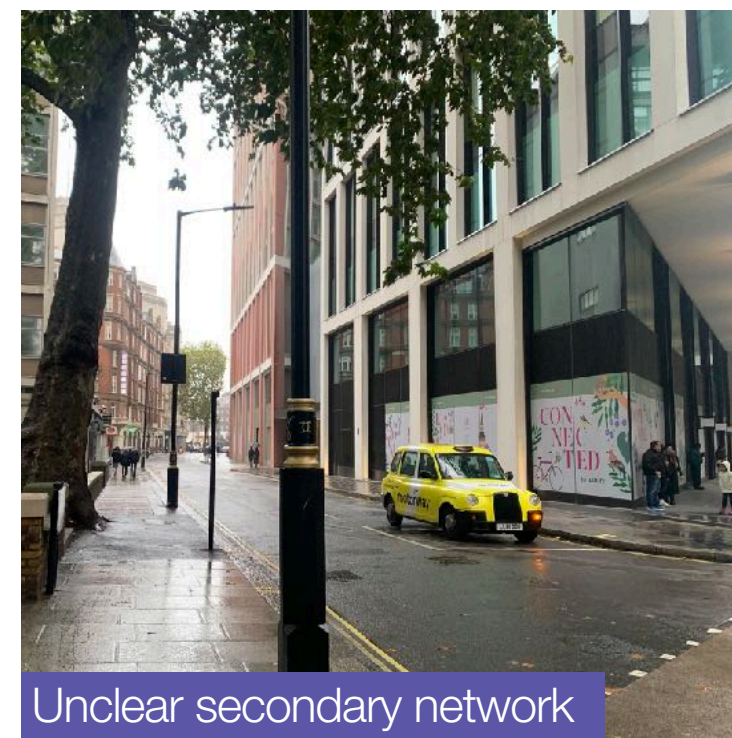Crowding and traffic
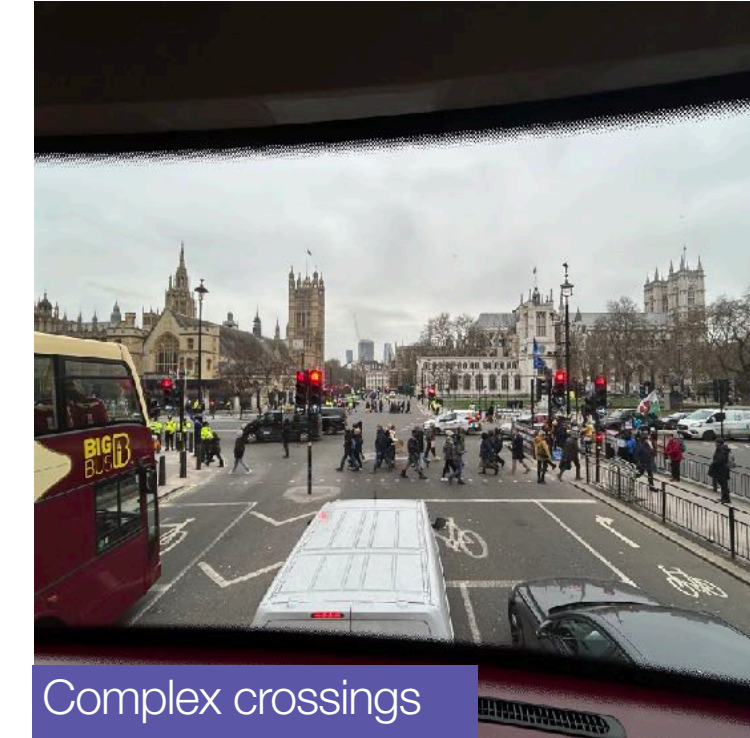
Complex crossings

Reduced sightlines

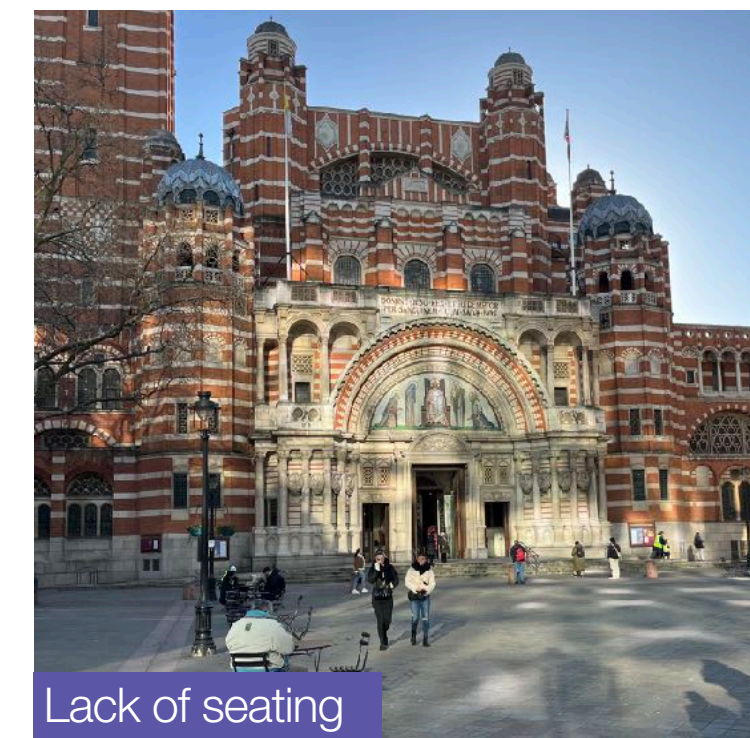Unclear connection to river

Unclear connection to river

Unclear secondary network

Unclear secondary network

Lack of seating

E-bikes in ped space

2.2 Assessment

1.4 Ambassador and BID member surveys

– BID Ambassadors are visible, knowledgable and engaging, providing a 'human touch' and the most engaging wayfinding information.

– Higher quality maps supplied by BID ambassadors would better meet the needs of visitors.

– BID members feel there is a particular problem with lack of information to and between landmarks.

– From the survey, the most requested information enhancements were about improving signage on walking routes and providing information about alternative routes.

– The more comfortable people feel in an environment, the more confident they feel to interpret it and engage with wayfinding information. The most requested public realm enhancements raised through the BID member survey related to making public space more pedestrian friendly. Suggestions including improving crossings, creating more dwell spaces, providing more seating, greening and decluttering.

# 2.2 Assessment

2. Stakeholder engagement

Stakeholders were engaged throughout the project to help raise awareness of the process and to provide further insight on the key challenges that should be addressed through the strategy.

Activities across a range of workshops included:

– Mental mapping exercise to reveal understanding of area geography, landmarks and features.

– Questions posed to identify gaps in assessment and share thoughts of potential solutions.

– Empathising with speculative visitor types.

– Identification of met and unmet visitor needs.

– Organising priority projects to help define and refine delivery of the project framework.

Representatives from the following organisations were involved throughout the engagement process:

- Grosvenor
- Historic England
- King's College London
- Landsec
- Network Rail
- The Royal Parks
- Society of London Theatre
- Tate Britain
- Transport for London
- Thames Clipper
- Visit London
- Victoria Neighbourhood Forum
- Westminster City Council
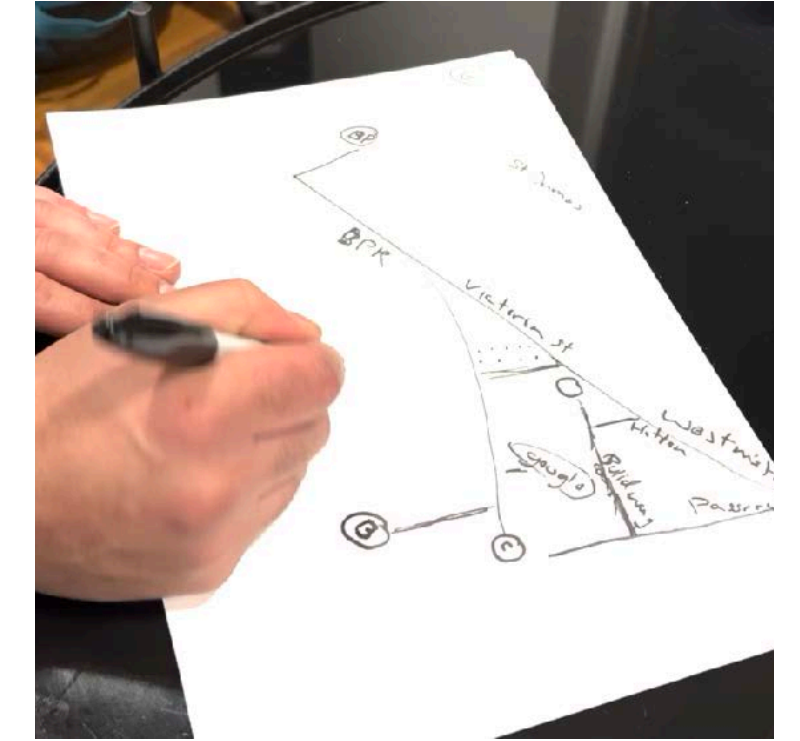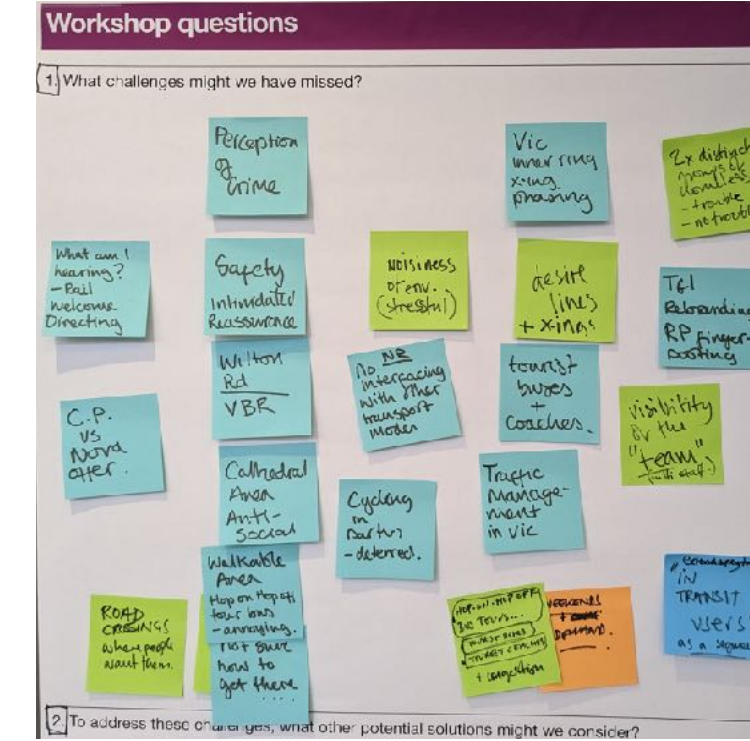
Through much of this area there are major roads and cars dominate over pedestrians.

Walking times/distances would help people walk and thus appreciate the area more.

We need people, to talk and explain to people.

Away from the main roads the network is not intuitive.

It's about more than signage.

We need more interpretive signage with additional information.

There is too much signage that obscures the signage that is actually useful.

People need to be able to move freely, and not fight with other people to get somewhere.

We need a map that pinpoints landmarks - illustrated buildings on pedestrian mapping.

We should ensure hotels and entertainment venues have copies of the best quality printed maps
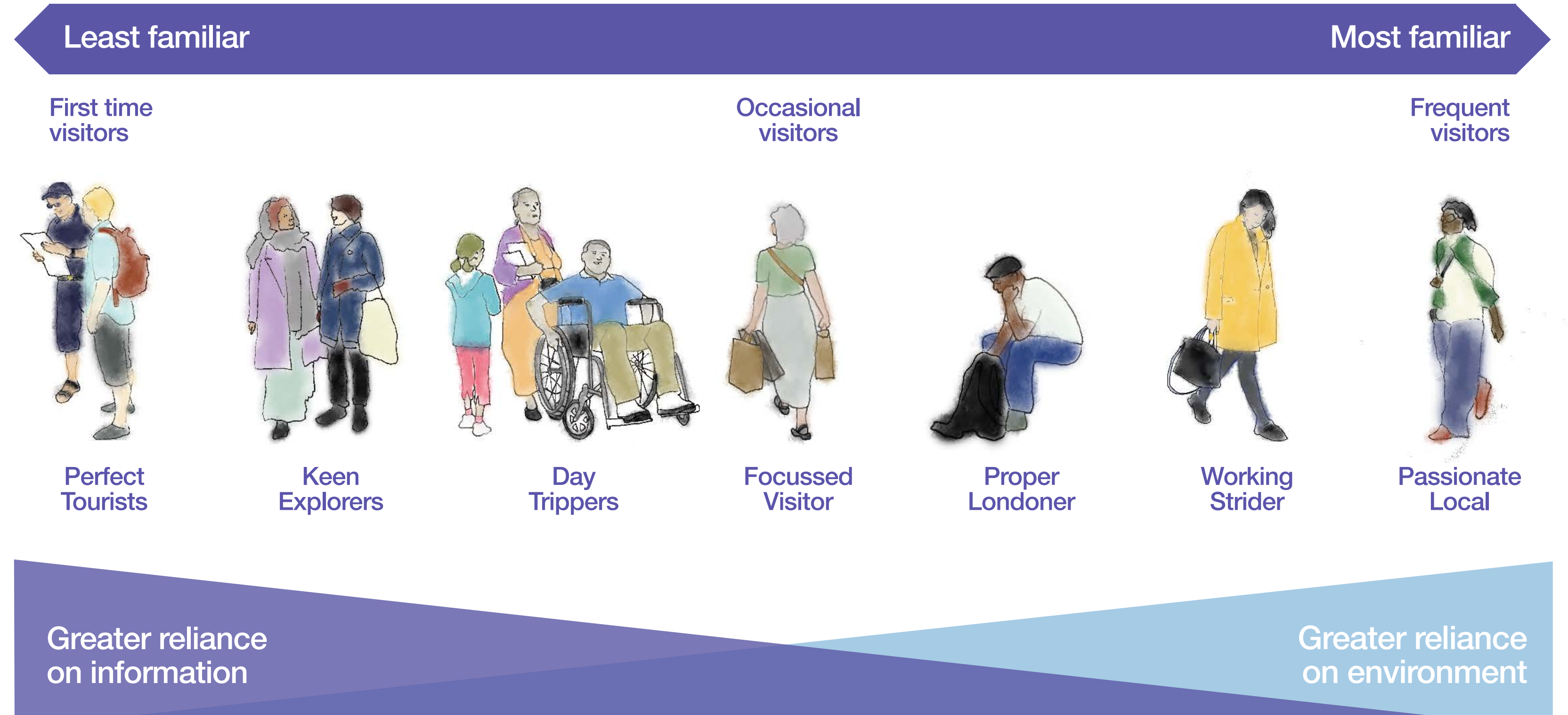
22

2.3 Visitor types

Visitor types

For the purposes of this strategy the term visitor is used in the broadest sense. It is used as a collective term for anyone visiting the area. This includes international and domestic tourists, workers, event-goers, Londoners and even local residents who may be 'visiting' a particular area or destination.

To support the development of this strategy, a range of visitor types have been identified, each with different wayfinding needs.

The visitor types illustrated opposite are presented on a scale from those who are least, to most familiar with the area.

Less familiar visitors rely more on information to help them interpret an area, more familiar visitors rely more on the environment to navigate.

Visitor types help us empathise with potential visitors and better understand a range of needs that the strategy must address. They have been used to help facilitate workshop activities with stakeholders.
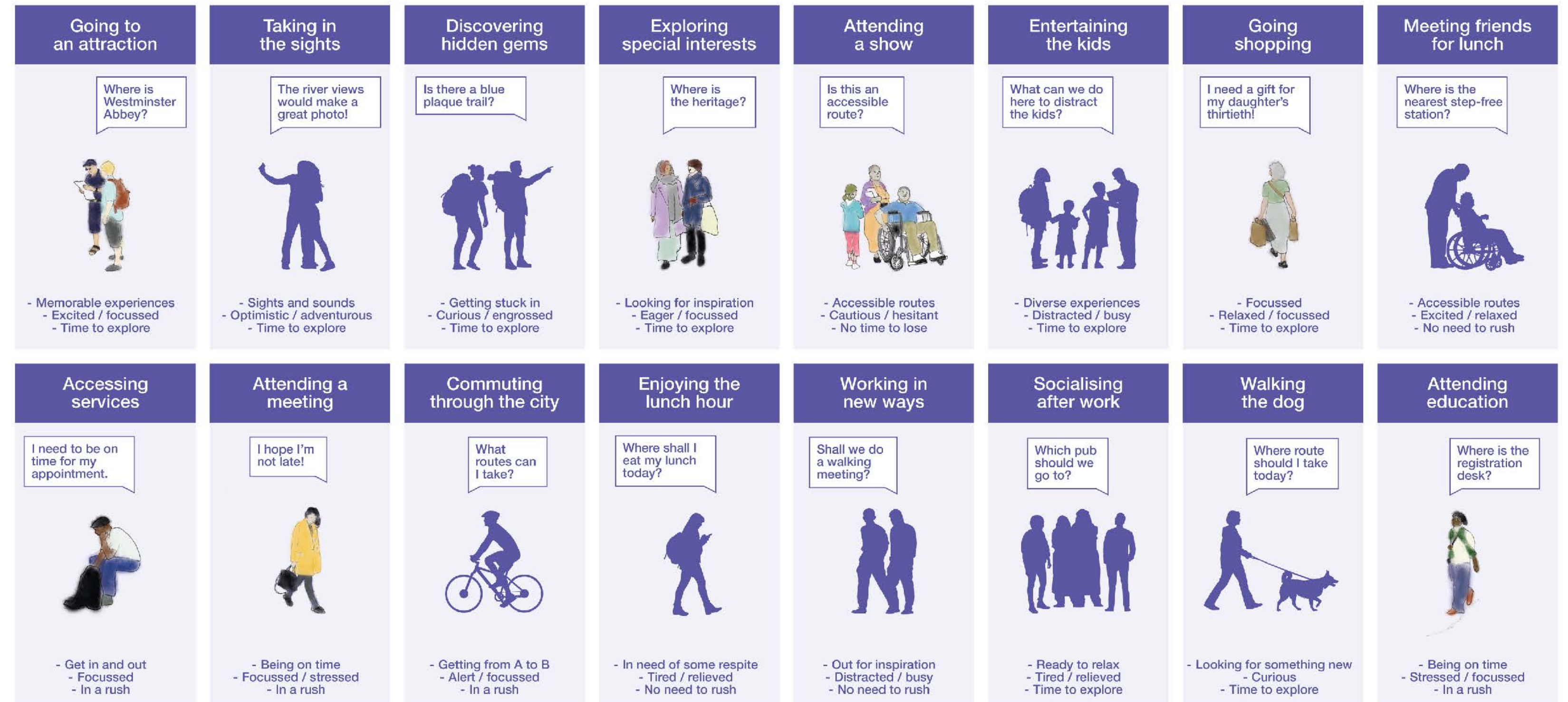
Least familiar   Most familiar

First time visitors   Occasional visitors   Frequent visitors

Perfect Tourists   Keen Explorers   Day Trippers   Focussed Visitor   Proper Londoner   Working Strider   Passionate Local

Greater reliance on information   Greater reliance on environment

2.4 Visitor needs

Visitor purposes

Millions of people visit the London Heritage Quarter area for a wide range of different purposes. Consideration of these different purposes and emotional states helps empathise with people and distil specific wayfinding needs.

The diagram opposite sets out a range of purposes that any one person could embody at different times of a day, week or lifetime.

Going to an attraction	Taking in the sights	Discovering hidden gems	Exploring special interests	Attending a show	Entertaining the kids	Going shopping	Meeting friends for lunch
Where is Westminster Abbey?	The river views would make a great photo!	Is there a blue plaque trail?	Where is the heritage?	Is this an accessible route?	What can we do here to distract the kids?	I need a gift for my daughter's thirtieth!	Where is the nearest step-free station?
- Memorable experiences - Excited / focussed - Time to explore	- Sights and sounds - Optimistic / adventurous - Time to explore	- Getting stuck in - Curious / engrossed - Time to explore	- Looking for inspiration - Eager / focussed - Time to explore	- Accessible routes - Cautious / hesitant - No time to lose	- Diverse experiences - Distracted / busy - Time to explore	- Focussed - Relaxed / focussed - Time to explore	- Accessible routes - Excited / relaxed - No need to rush

Accessing services	Attending a meeting	Commuting through the city	Enjoying the lunch hour	Working in new ways	Socialising after work	Walking the dog	Attending education
I need to be on time for my appointment.	I hope I'm not late!	What routes can I take?	Where shall I eat my lunch today?	Shall we do a walking meeting?	Which pub should we go to?	Where route should I take today?	Where is the registration desk?
- Get in and out - Focussed - In a rush	- Being on time - Focussed / stressed - In a rush	- Getting from A to B - Alert / focussed - In a rush	- In need of some respite - Tired / relieved - No need to rush	- Out for inspiration - Distracted / busy - No need to rush	- Ready to relax - Tired / relieved - Time to explore	- Looking for something new - Curious - Time to explore	- Being on time - Stressed / focussed - In a rush

2.4 Visitor needs

Visitor modes of navigation

Any given visitor type can be thought of as fluctuating between several different modes of navigation as illustrated opposite. This strategy seeks to cater for the needs of different types of visitor and their varied modes of navigation.
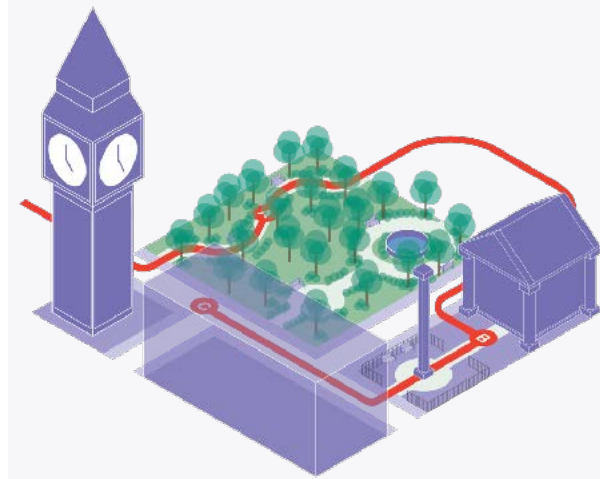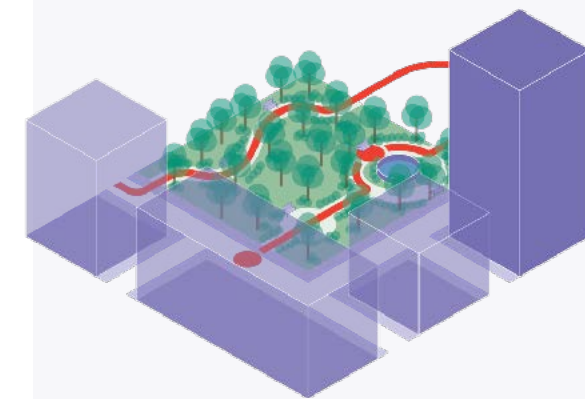
| Observe | Dwell | Wander | Stroll | Stride |
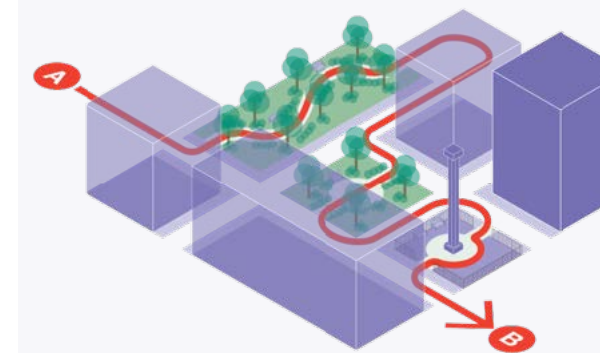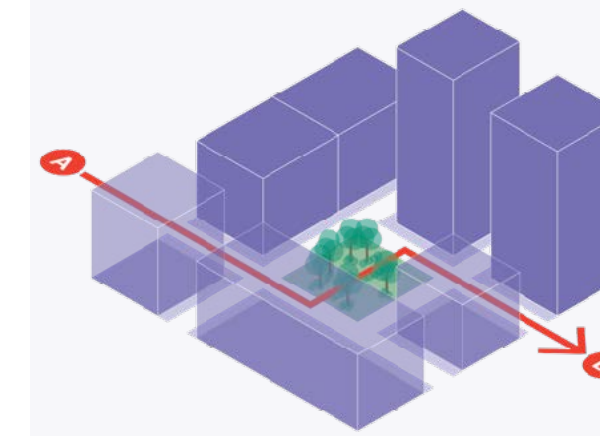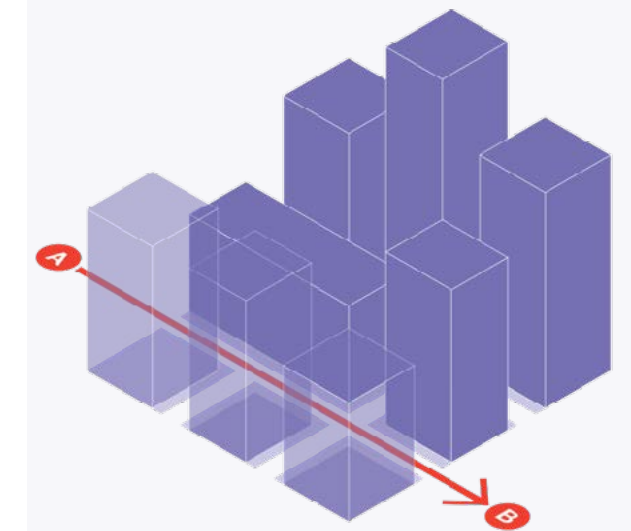
Slower pace of movement
Greater reliance on information

Faster pace of movement
Greater reliance on environment

2.5 Summary of findings

1. Place identity

– The area benefits from <u>unparalleled historical significance as a centre of government, religion and monarchy</u>, but continues to be shaped by the activities of Londoners, workers and visitors that flood the area daily.

– The London Heritage Quarter area contains <u>a rich mix of character areas</u>, many of which comprise distinctive architecture, historical streetscapes and historic area names.

– Enhancing the quality of information and environments has the <u>potential to drastically enhance the identity and perception of London Heritage Quarter</u>.

– Encouraging people to think of this area as a patchwork of character areas will encourage exploration and raise the profile of London Heritage Quarter.

– Strong partnerships, user-centric design approaches, and guiding values can <u>help imbue all areas with a level of care and quality that helps set London Heritage Quarter apart.</u>

2. Welcome

– <u>London Heritage Quarter is home to three of the busiest transport stations in London.</u> These rail and coach stations <u>often feel neglected, with poor information</u> leaving visitors feeling disorientated and confused.

– The area's stations and bus terminals, welcome hundreds of millions of people to London each year, providing an urgent opportunity to provide a better 'sense of welcome' and to encourage people to spend more time in the area.

– <u>New visitors in particular want to feel welcomed and oriented on arrival,</u> giving them the confidence to understand their options and plan their onward journeys.

– A wide range of improvements are possible, from <u>short-term interventions</u> that provide essential information in appropriate locations, to the <u>long-term re-generation of transport facilities</u> to provide world-class arrival experiences.

3. Mental Maps

– Strengthening <u>mental maps can give people confidence</u> to walk more and explore an area.

– The London Heritage Quarter area contains some of the UK's <u>most recognisable landmarks and views, yet it is challenging to form an accurate mental map</u> due to the varied street patterns, constricted pedestrian space and constrained sightlines.

– The <u>dominant image of the River Thames'</u> running from west to east through London, contorts perceptions as the river-side in this area runs north-south. The London Underground Map further enforces this perception and distorts the sense of distance between areas.

– As well as improving the treatment of key landmark buildings, <u>more distinctive and memorable environmental features</u> are required within the streetscape at key nodes to aid recognition.

– Providing <u>better access to and along the riverside provides major opportunities</u> for improving mental maps. In this sense, the river acts not only as a defining landmark, but as a place to view the cityscape and re-orient.

– <u>Better representations</u> of the area's relationship to the river are key to revealing the area's spatial structure and creating a more intuitive and rewarding place to navigate.
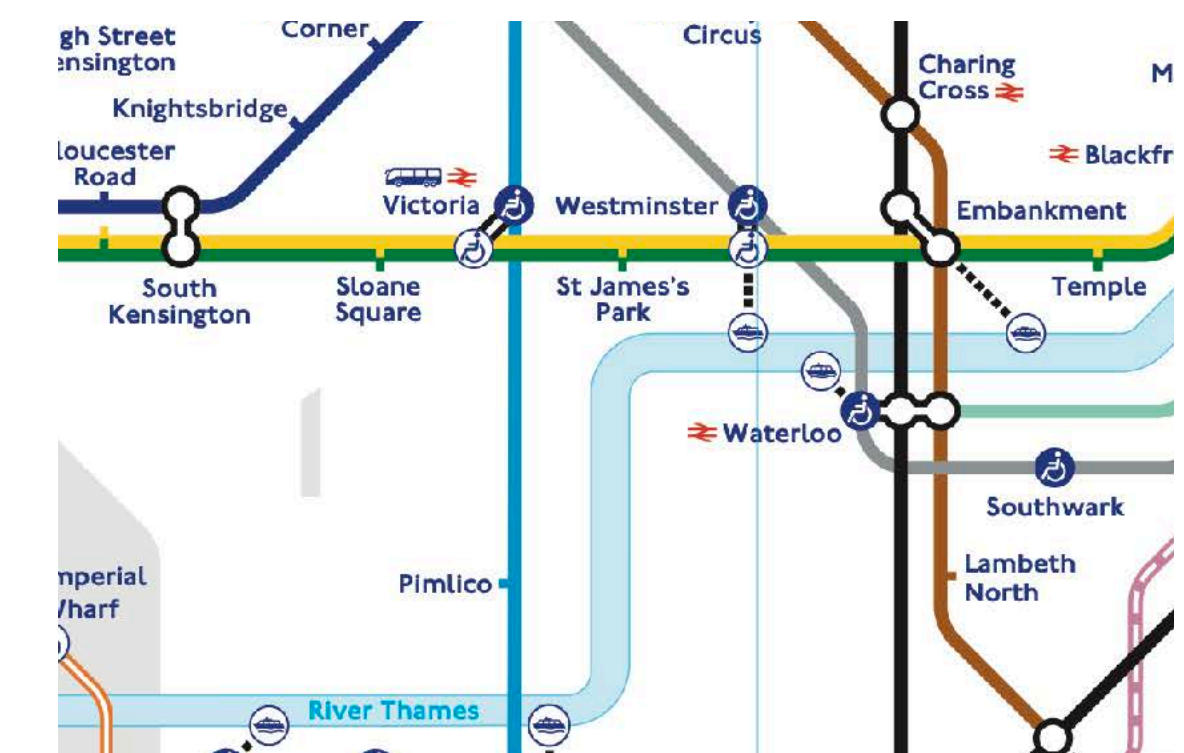
2.5 Summary of findings

4. Sharing space

– The inherent qualities of some of London Heritage Quarter's main streets and spaces have eroded or are made difficult to appreciate due to the volume of vehicle traffic.

– The competing demands of vehicles, pedestrians and micro-mobility are particularly evident on major arterial routes and in close proximity to stations, generating congestion and noise that reduces the comfort and 'walkability' of the environment.

– Walking should become the first choice for people traversing the area. Re-balancing demands, reducing vehicle priority and providing calmer spaces are all key to making visits in this area more pleasurable.

– A step-change in the proportion and quality of pedestrian space is crucial to supporting tourism and leisure activity. Enhancements can be prioritised based on areas with the greatest congestion and conflicts.

5. Connectivity and accessibility

– London Heritage Quarter has close proximity to famous parks, riverside, major arterial thoroughfares and enclosed court yards, but proximity is often unclear.

– Enhancing accessible and intuitive links to and from these spaces will provide new opportunities for walking and leisure, elevating the user experience and re-shaping perceptions of the area.

– Providing options to walk 'one street back' and get to know the area better and access amenities can provide a key attractor and spread footfall.

– More comfortable and direct pedestrian crossings alongside more permeable sites will encourage walking and exploration.

– Readily available access to toilet facilities, seating, refreshments and internet connections are key to providing more welcoming and accessible places.

6. Information and messaging

– There are multiple wayfinding systems in London Heritage Quarter that each have an important role to play.

– The most prominent system is Legible London that performs well, remains in good condition, but requires comprehensive updates.

– Consistency between Legible London and other TfL managed information is good and often cited as best practice.

– However, inconsistency between these systems and other providers, such as Network Rail, parks and destinations, makes navigating through this area more complex.

– Promotional information plays a role in strengthening the area's identity, but this information is currently lacking and some places feel uncared for.

– The London Heritage Quarter brand can help fill gaps in information, as well as endorsing and unifying a diversity of areas and destinations.

7. Expressing the offer

– Revealing the richness of what London Heritage Quarter has to offer will elevate the status of the area, help animate spaces and encourage visitors to explore a little further.

– Expressing the character and activity of the area will engender a greater sense of belonging in the streets, places and spaces that make up London Heritage Quarter.

– Existing wayfinding information systems provide a valuable and well-used service, but lack the richness of information that new visitors seek or that destinations wish to convey their location and offer.

– Raising awareness of what is nearby and what is happening when will help raise the profile of London Heritage Quarter across the city and far beyond.

3. Vision & Concept

3.1 Vision

Good wayfinding is fundamental to creating a world-class visitor destination, enabling and enriching everyone's experience of a place.

London Heritage Quarter will become the most <u>welcoming and walkable place</u> in London – where all visitors feel oriented and confident making decisions to move to, within and from the area.

London Heritage Quarter can achieve this by taking a leadership position in understanding the visitor experience and championing a people-centric approach that connects all <u>visitors</u> with:

– All types of <u>places</u> – to aid engagement
– All transport <u>modes</u> – to aid mobility
– All communication <u>channels</u> – to aid awareness
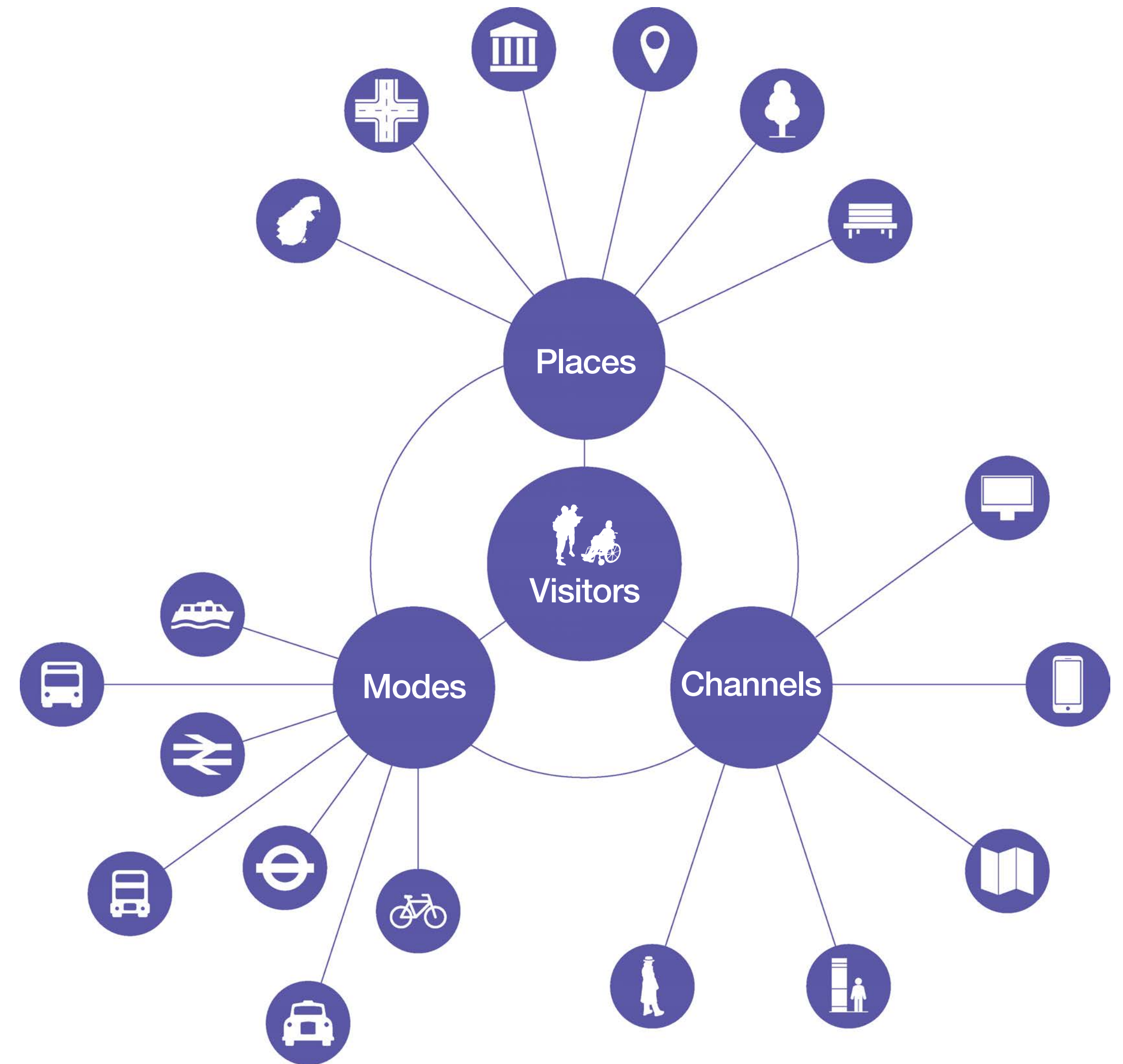
3.2 Values

The vision is underpinned by five key values that help define projects, guide priorities and will ultimately instil a stronger 'sense of quality' and 'sense of place' within London Heritage Quarter.

Values	Description	Attributes
1. People-centric	Put end-users and their needs at the centre of all project briefs, goals, processes and decisions, to ensure better services, amenities and outcomes for all.	– Welcoming and generous – Comfortable and convivial – Vibrant and enticing
2. Place-sensitive	Reflect the area's rich heritage and diverse communities to inspire and inform more distinctive, dynamic and experimental interventions in the environment.	– Authentic, curated, – Diverse, surprising & interesting – Distinctive
3. Legible	Shape developments and projects that help make London Heritage Quarter easier to understand and navigate.	– Intuitive to understand – Easy and logical to navigate – Minimal clutter
4. Connected	Shape developments and projects that improve the walking network, increase permeability and multiply the range of walking options available.	– Walkable and convenient – Inclusive and accessible – Hierarchical and conspicuous
5. Coordinated	Improve thresholds between environments and their respective information systems by coordinating more effectively with stakeholders.	– Sense of collaboration and care – Recognisable thresholds – Clear 'hand-overs' between systems

3.3 The opportunity

Major attractors

– "Cultural experiences" – including museums, galleries and attractions – is by far the most frequently cited reason for visiting London.

– London Heritage Quarter provides access to several of London's most visited attractions – Buckingham Palace, The Houses of Parliament, National Gallery, Tate Britain and the West End.

– These attractions generate significant footfall, spend and congestion, but there is a tendency for first-time visitors to 'pop-up and go' without exploring further.

– The proximity to, and walkability between, near-by attractions, events and activities is often unclear to unfamiliar visitors.

Broadening the offer

– Diversifying the appeal of the area, raising awareness of cultural experiences and local heritage within walking distance, and revealing trails and other locations of specific interest will encourage exploration, help spread footfall, extend stays, and encourage repeat visits.

Most visited attractions

Other cultural experiences

Specific interests

Visitor

Explorer

Learner
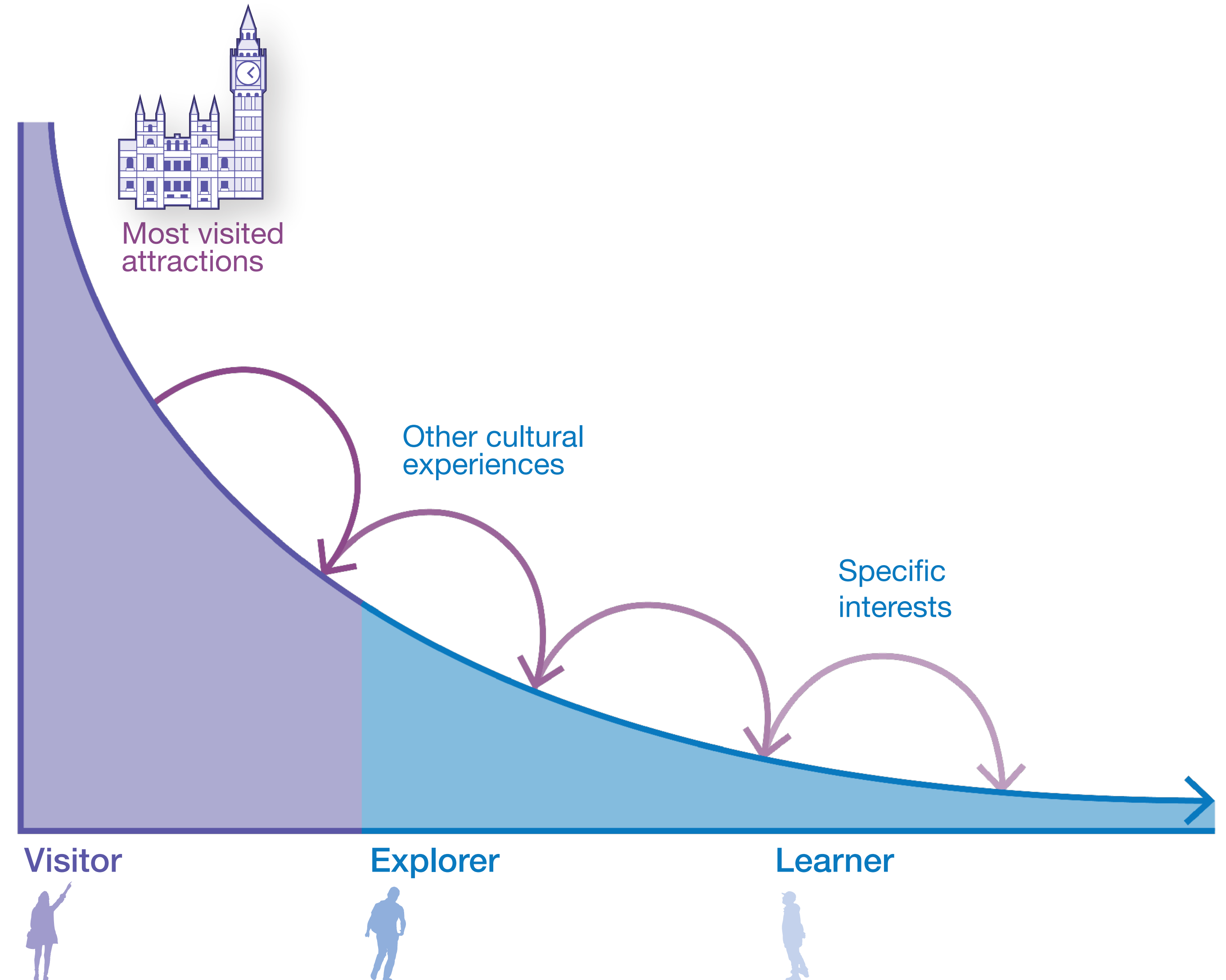
3.4 Information enhancements

Information provision and roles

Wayfinding information is provided through multiple communication channels and within different environments. Hard infrastructure includes on-street signs and in-situ panels or displays. Soft infrastructure includes print and digital information.

Physical infrastructure requires significant investment and a long term commitment to manage and maintain. As such, this strategy recognises the important role of partners, such as statutory authorities, facility managers and land owners in providing and maintaining this infrastructure.

However, it is typically not economically viable to update physical infrastructure frequently and so the information presented must be considered stable and likely to be relevant for months or years to come.

Hard infrastructure caters well to primary wayfinding needs, but does not address all needs as visitors are often seeking greater awareness of character areas, activity areas or interpretative information. London Heritage Quarter has the opportunity to provide this richer content, promoting businesses and encouraging footfall through soft infrastructure such as printed and digital information.

Hard infrastructure
Focus for London Heritage Quarter partners

Soft infrastructure
Focus for London Heritage Quarter
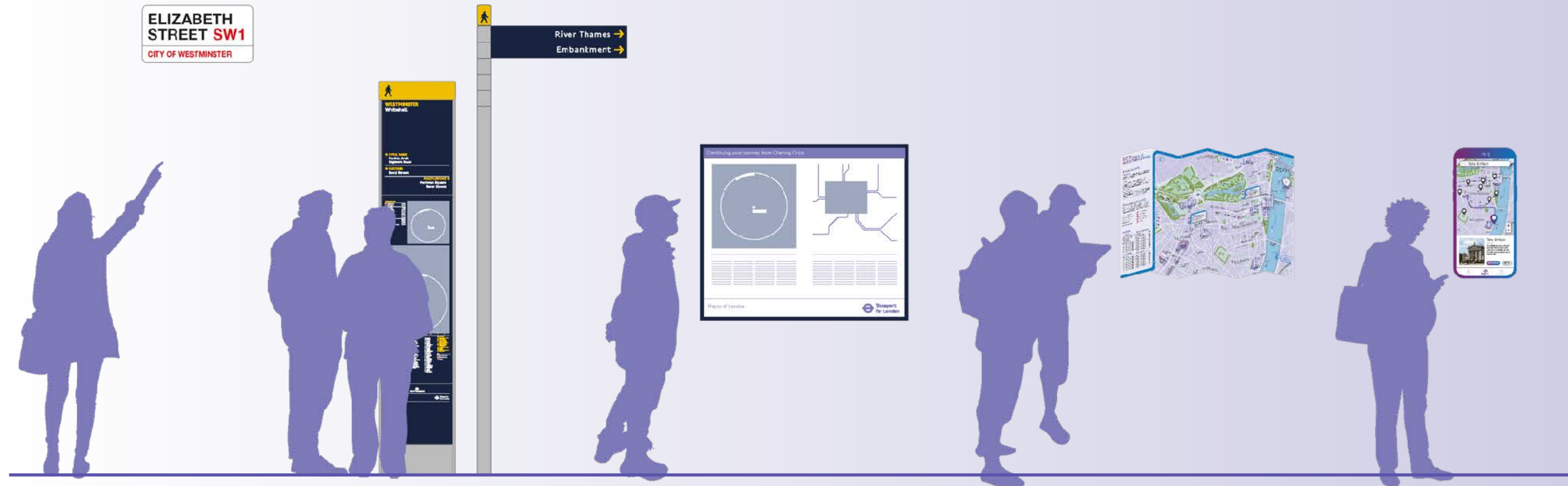
**Lower frequency
of update**

**Higher frequency
of update**

Stable information

– Area and street names

– Transport connections

– Spatial structure

Long-term
commitment

Variable information

– Activity areas

– Events and happenings

– Heritage and interpretation

Short-term
commitment

3.5 Environmental enhancements

Multiple intervention types

A more legible urban form gives people greater confidence to explore an area and engage with their surroundings. Planning and designing environments in a user-centric way focusses efforts on creating places that are easier to make sense of, more enticing and rewarding to use, and which encourage a diversity of activity.

A range of environmental enhancements, from major to minor interventions, can help make London Heritage Quarter the most welcoming and walkable place in London and strengthen the identity and reputation of London Heritage Quarter.

A scale of environmental enhancements are described on the following pages to provide a visitor experience perspective on future opportunities and to help inform and inspire future projects. This strategy highlights a number of opportunity areas where these enhancements could be considered.

* A schema is a collection of related environmental features that are applied spatially to create sequences (such as an art trail), strengthen patterns (such as applying street furniture pallets based on a hierarchy of routes) or to convey meaning (such as interpretative trails)

+ Macro enhancements
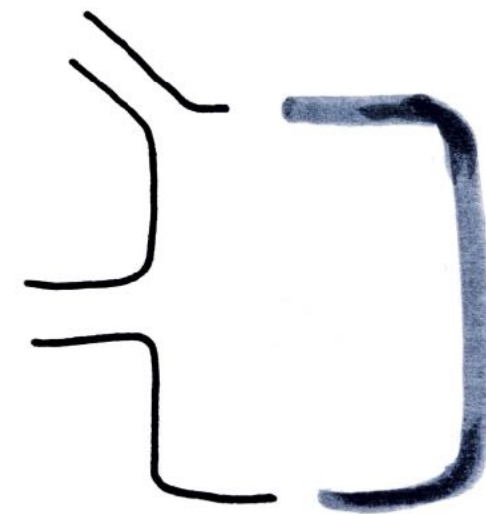
Recreate

Re-modelling of all aspects of a space based on new objectives or future priorities.

– Station masterplans
– Major public realm schemes
– Re-thinking traffic management
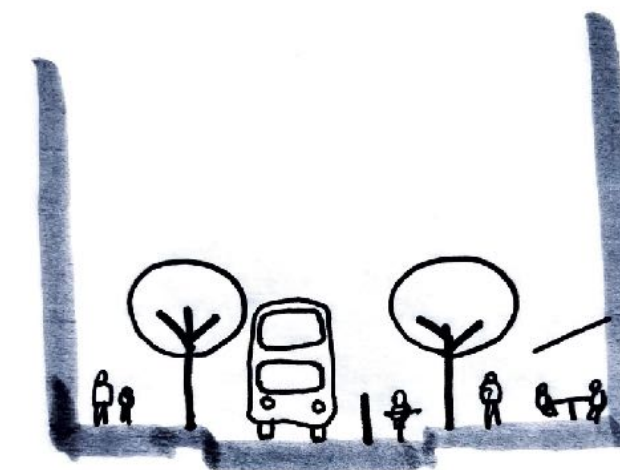
Rebalance

Changes to the allocation of space and the priority of road users

– Road surfacing
– Road markings
– Curb lines
– Curb treatments
– Shared space
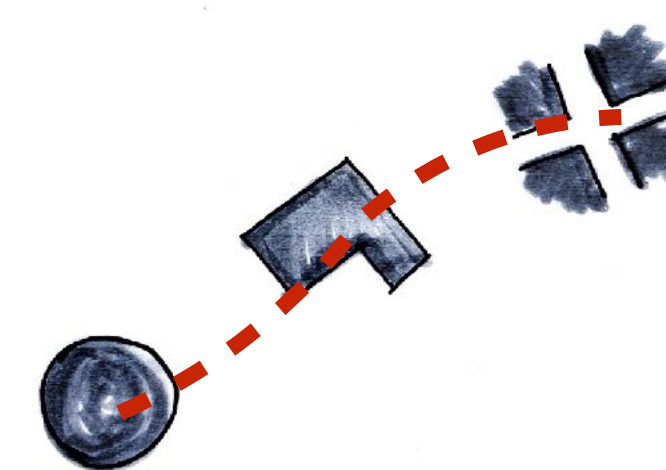
Connect

Creating new or improving existing routes – allowing efficient and free movement

– Removing barriers
– Widening footways
– Providing accessible surfaces
– Commissioning 'schemas'*
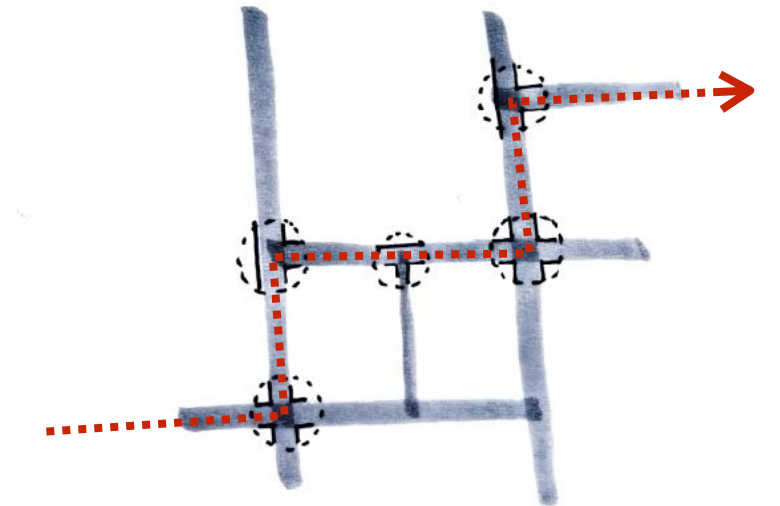
Entice

Creating sequences of focal points that catch attention and 'unfold' on approach

– Piquing interest
– Maintain sightline
– Serial reveal
– Building anticipation

3.5 Environmental enhancements

Offset

Providing distinctive alternative routes away from heavier vehicle traffic and pavement congestion.

– Public realm
 enhancements
– Enhanced street
 furniture

Recompose

Providing frequent places to pause, re-think or re-confirm journeys.

– Public realm
 enhancements
– Enhanced greening
– Enhanced street
 furniture
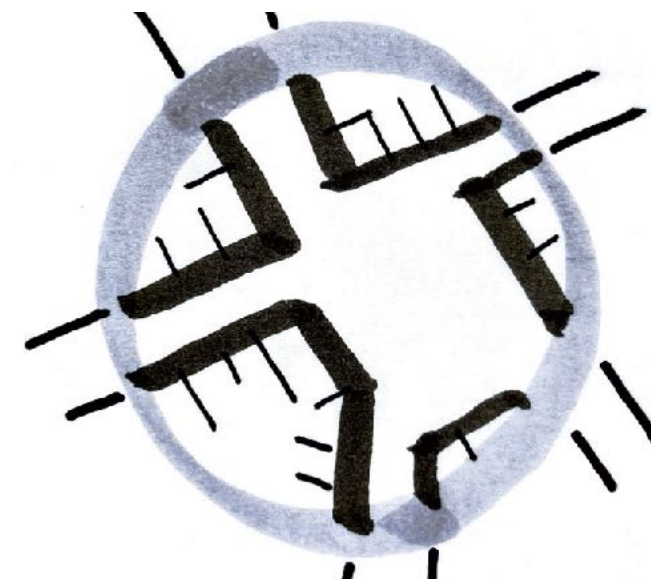
Unify

Strengthen the identity of distinctive character areas and routes.

– Maintain historic
 streetscape
– Enhanced street
 furniture
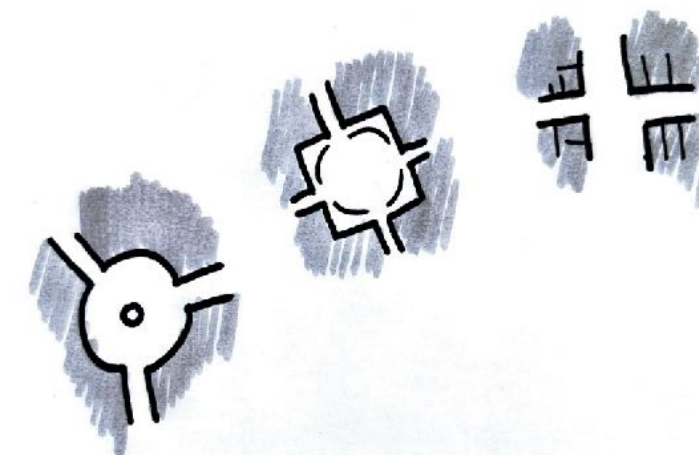
Signify

Creating recognisable and memorable moments to aid recall and navigation.

– Public art at
 key nodes
– Landmark lighting
– Maintain sightline
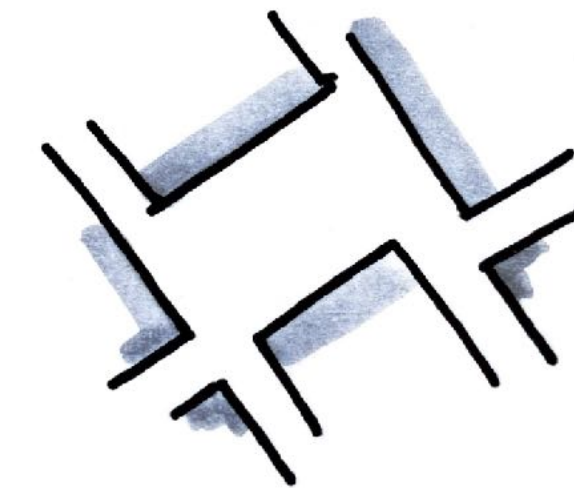
Animate

Encouraging street activity at ground level of buildings and within public spaces.

– Enhanced street level
 store fronts
– Kiosks and carts
– Event programming
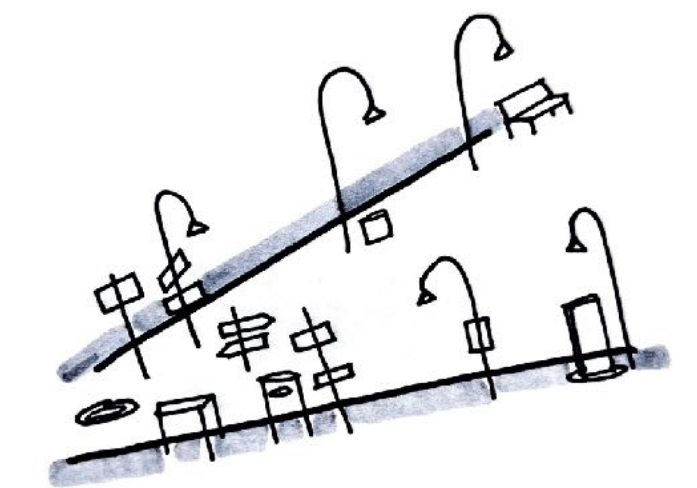
De-clutter

Enhancing maintenance and rationalisation of street furniture.

– Clutter removal
– Re-locate or merge
 functions
– Re-arrange
– Deep clean

34

3.6 Organising concept

This strategy provides a layered concept that will help organise and locate a wide range of information and environmental enhancements across London Heritage Quarter.

Seven organising layers

Seven component layers are described in turn on the following pages. Key information and environmental enhancements are attributed to each layer.

Information enhancements

Including enhancements to on-street, in-person, printed and digital information to improve the ease of wayfinding and to reveal more about the area.
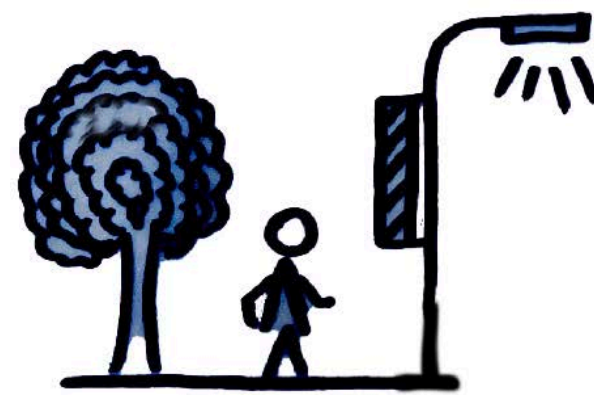
Environmental enhancements

Including enhancements to buildings, streets and spaces to make the visitor experience more welcoming, attractive, interesting and enjoyable.

7. London Heritage Quarter overlay

6. Signature routes

5. Activity areas

4. Patchwork

3. Network

2. Transport hubs

1. Key gateways & spaces
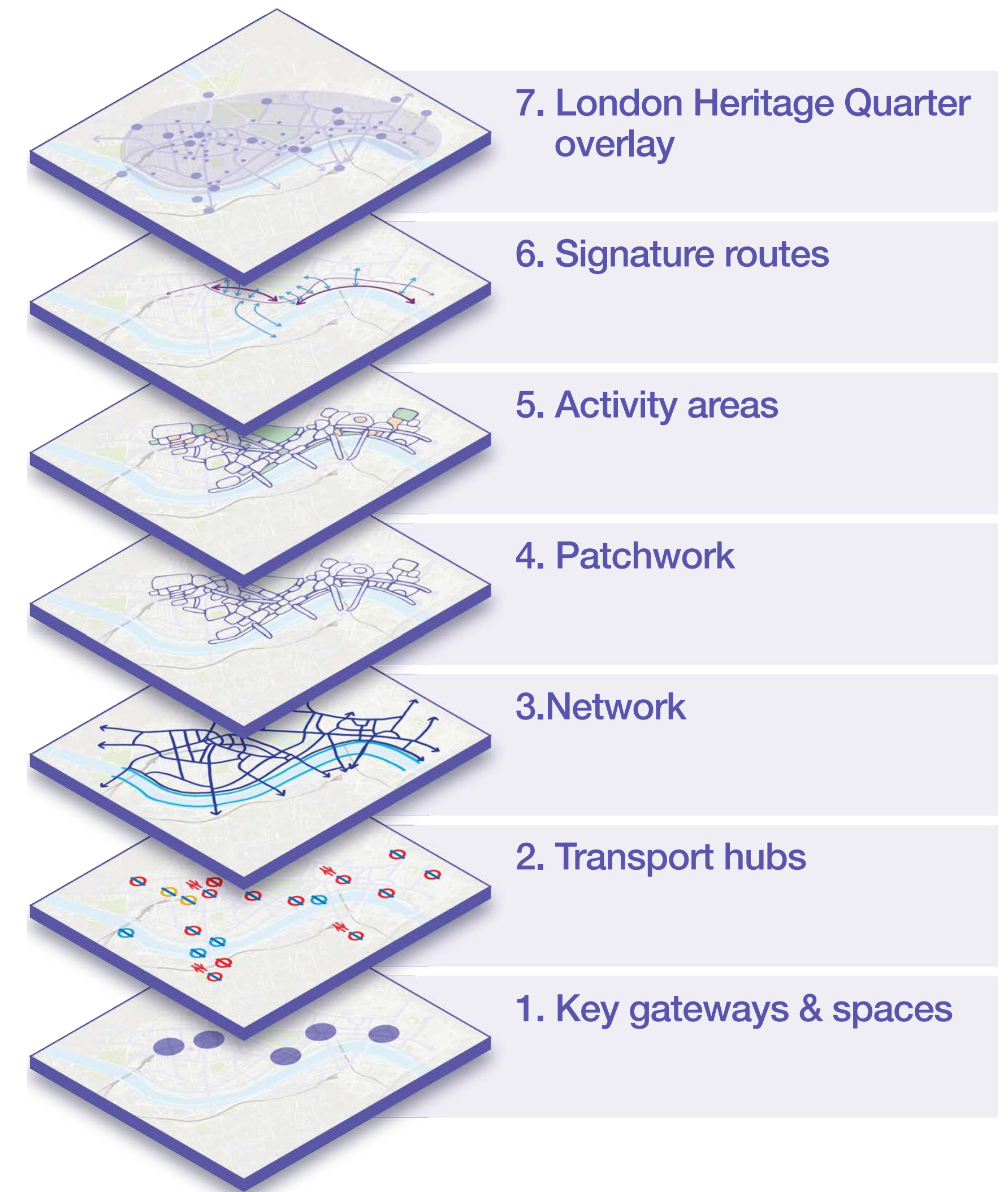
1. Key gateways and spaces

Victoria Coach and Rail Stations, Parliament Square, Charing Cross and Trafalgar Square, and Strand Aldwich provide a focus for improving the welcome experience.

Information enhancements

Enhanced/extended Ambassador services and 'pop-up' kiosks.

New welcome centre at Leicester Square Enhanced welcome centre at Victoria Station.

Potential for permanent kiosks at key hotspots (E.g. London's Smallest Police Station).

Area overview 'liths' (Legible London or LHQ).

High-level directional schemes in congested areas.

Environmental enhancements

Re-imagining spaces outside Victoria Coach Station, London Victoria Station and Charing Cross Station.

Enhanced event programming to animate spaces and improve appeal 24/7.
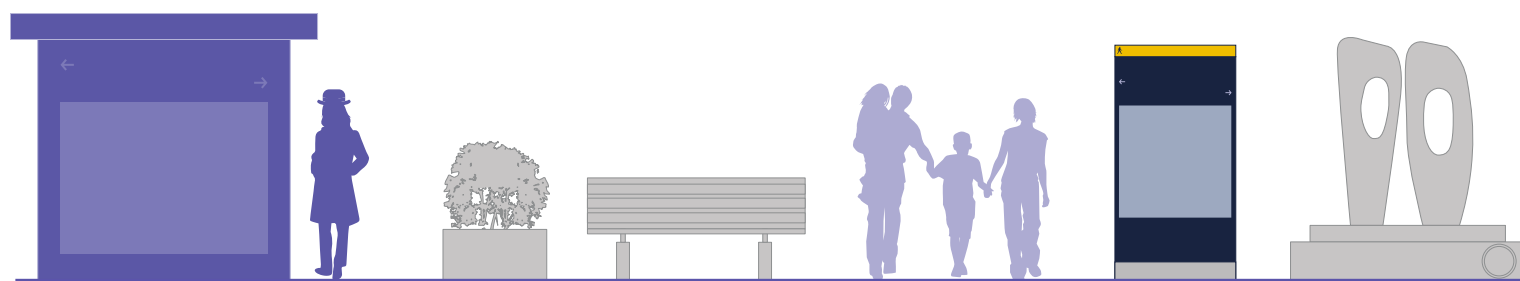
2. Transport Hubs

London Underground stations, bus terminals and ferry stops must be more visible and provide better onward journey information.

Information enhancements

Provide internal 'Welcome points' and better onward journey maps at Network Rail stations exits.

Provide onward journey maps at ferry stops.

Improve provision of station signifiers.

Environmental enhancements

Enhance public realm outside station exits – enabling people to recompose and plan next leg of their journey.

Advocate for upgrades to station environments and Victoria Coach Station.
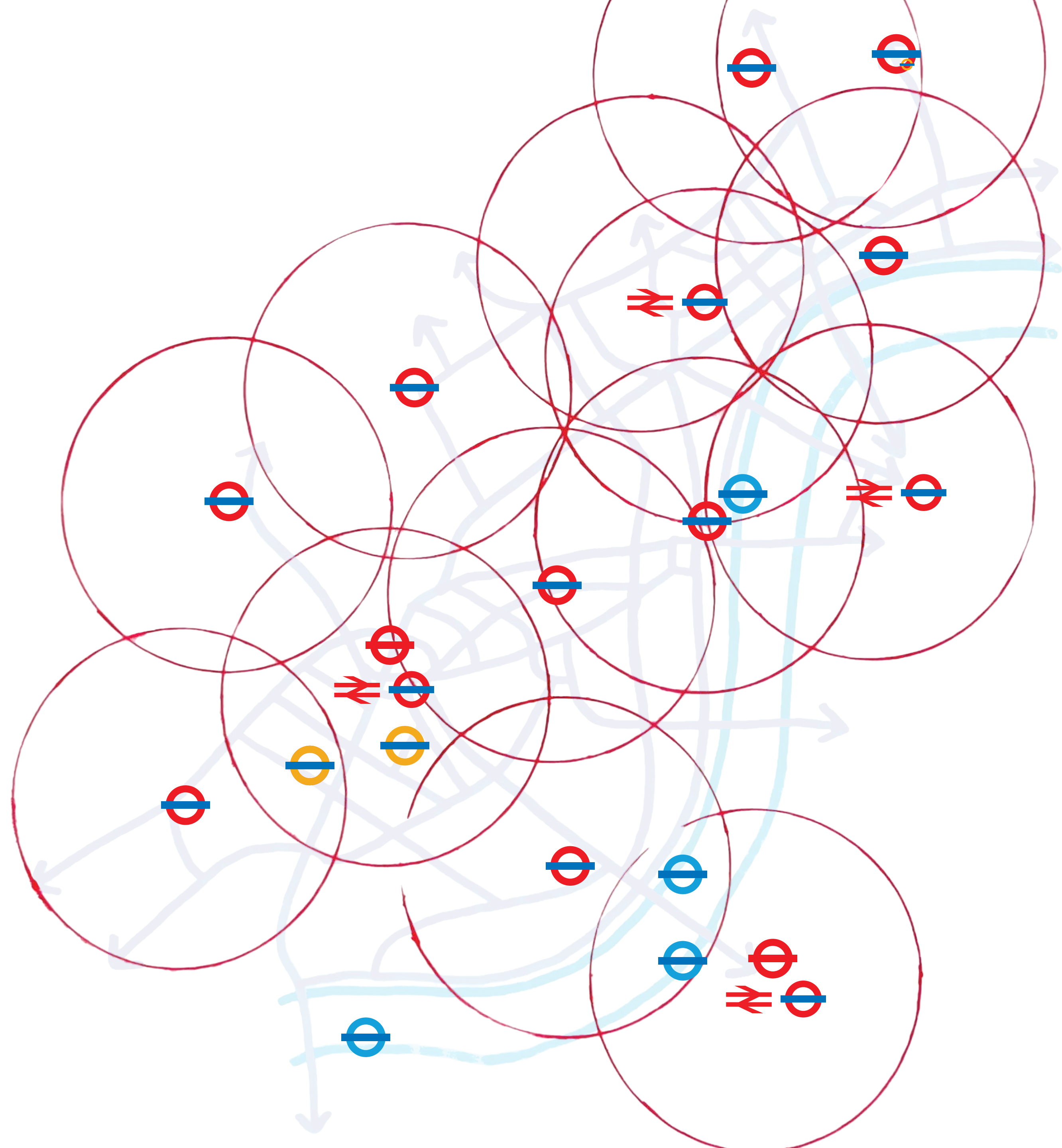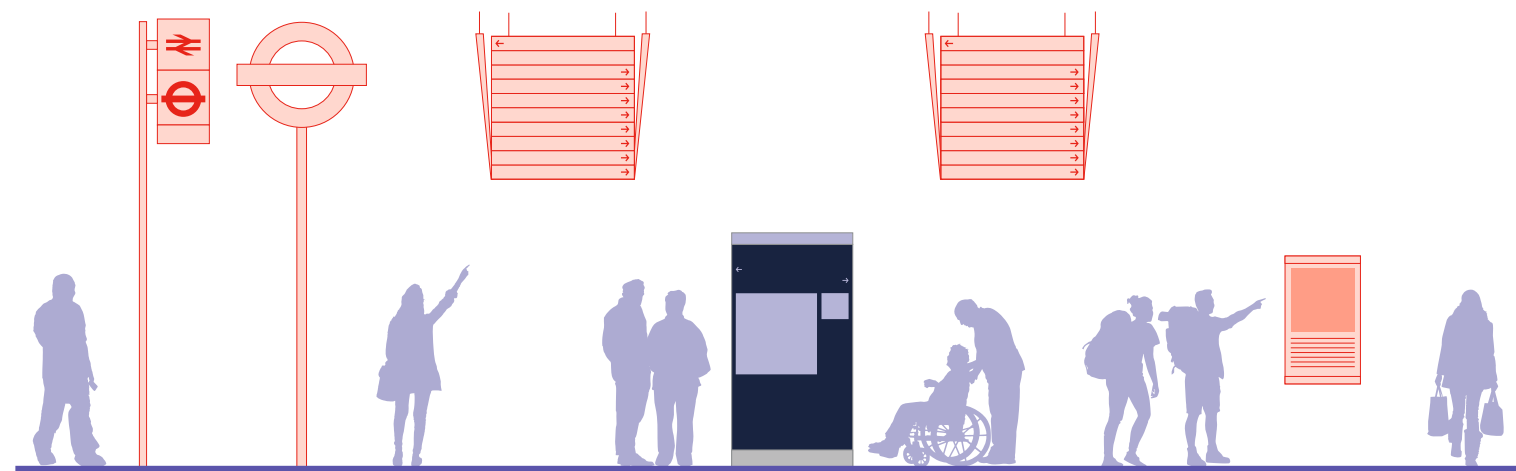
3. Network

A network of primary and secondary pedestrian routes must be well maintained, clearly named and sign posted using existing systems.

Information enhancements

Fill gaps in Westminster Street Name Plates.

Strengthen and update Legible London in this area to reflect environmental conditions and demand.

Rationalise Traffic Signs Regulations and General Directions (TSRGD) cycle signage.

Environmental enhancements

Emphasise hierarchy of streets and spaces through enhanced public realm treatments and furniture.

Make key nodes more distinctive and memorable.

Improve the comfort of streets by increasing pedestrian space and providing more amenities.
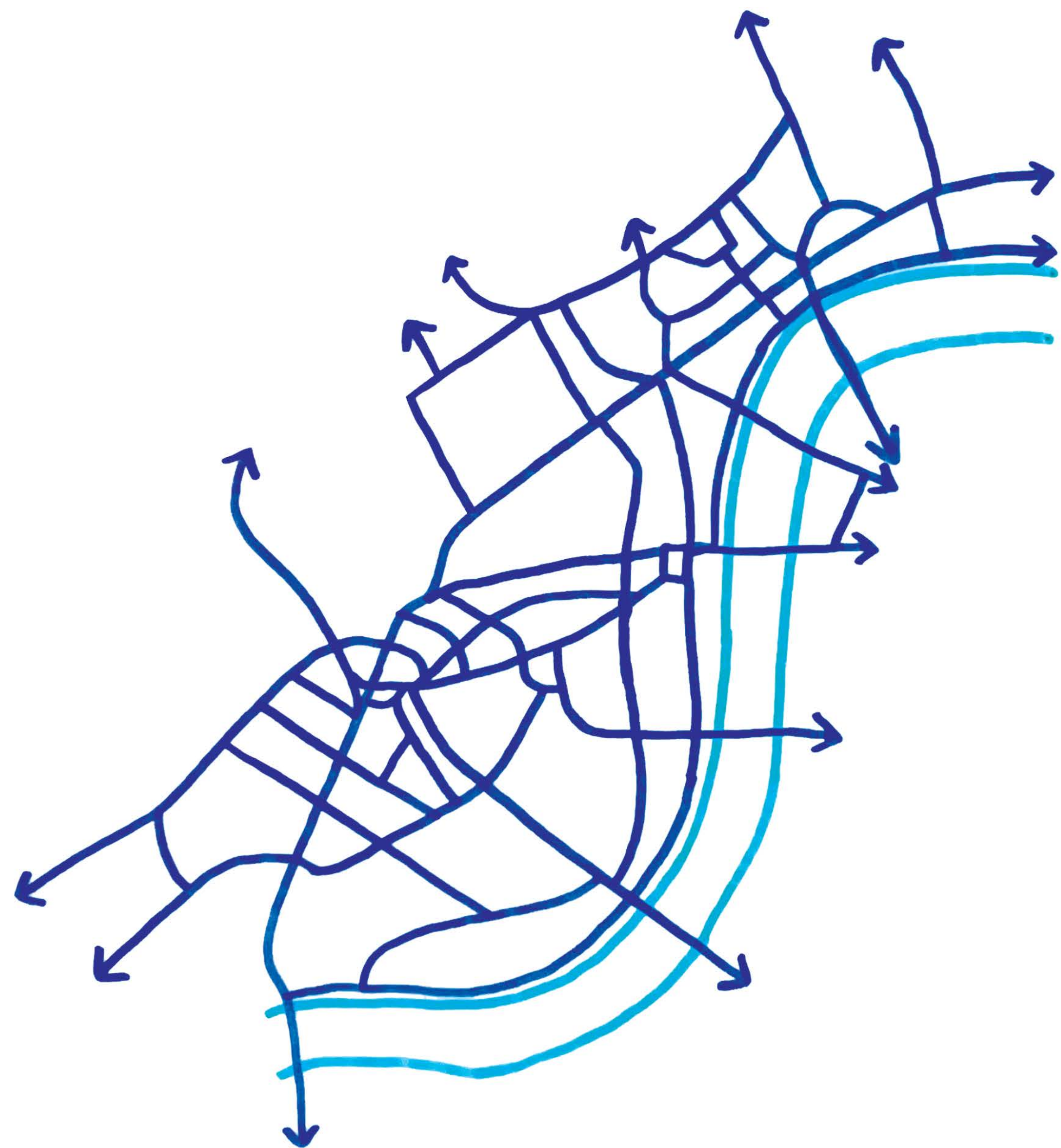
4. Patchwork

A patchwork of character areas (building on the People Wanted strategies) can be amplified to help evolve the image and appeal of the area.

Information enhancements

Provide in-situ interpretative information at key sites. Include URL/QR codes to digital trail guides.

Provide heritage trails using print and digital guides.

Promote exploration of character areas through marketing and website (with URLs/QR codes).

Environmental enhancements

Emphasise character patchwork by supporting use of character area streetscape palettes.

Emphasise area 'heritage' through public art, monuments, street furniture and amenities.
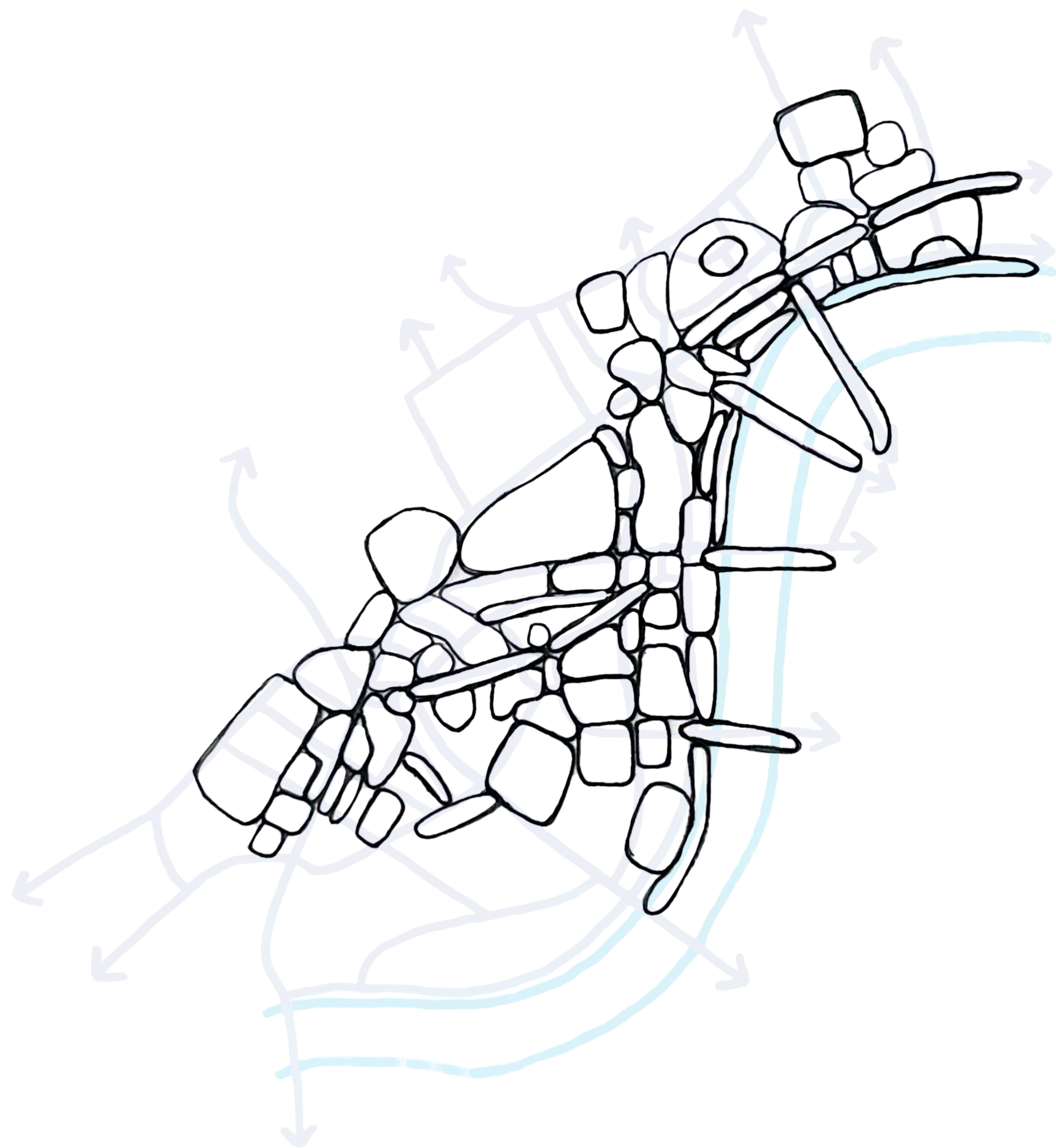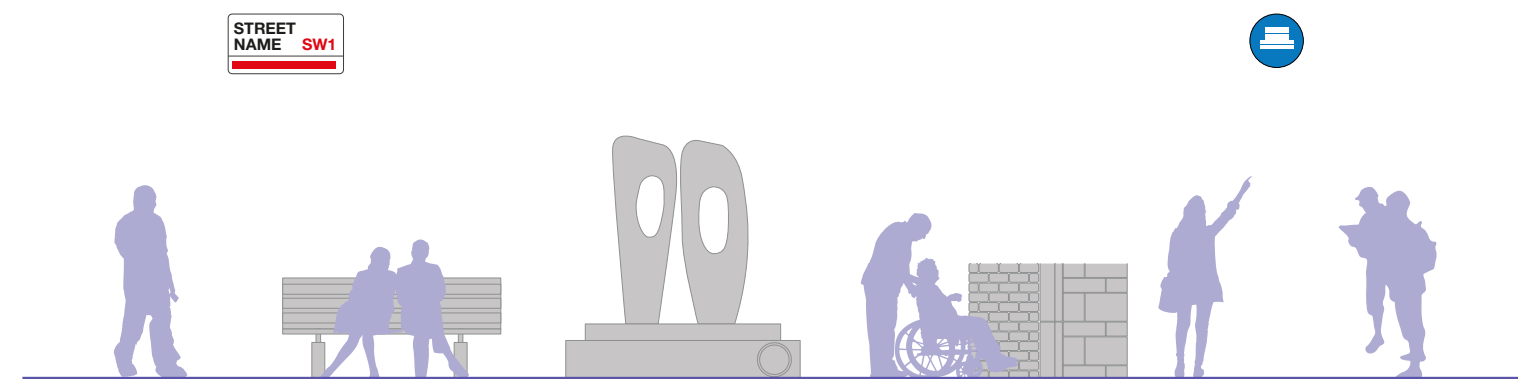
5. Activity areas

Activity areas include retail clusters/centres, educational campuses and parks that require their own wayfinding and environmental treatments.

Information enhancements

Improve consistency of area naming, terminology and messaging.

Coordinate system 'hand-overs' to improve wayfinding at thresholds.

Environmental enhancements

Support distinctive activity areas, encouraging animation of site thresholds and edges to attract footfall to and through.

Develop schema* to help strengthen and convey character of activity areas.
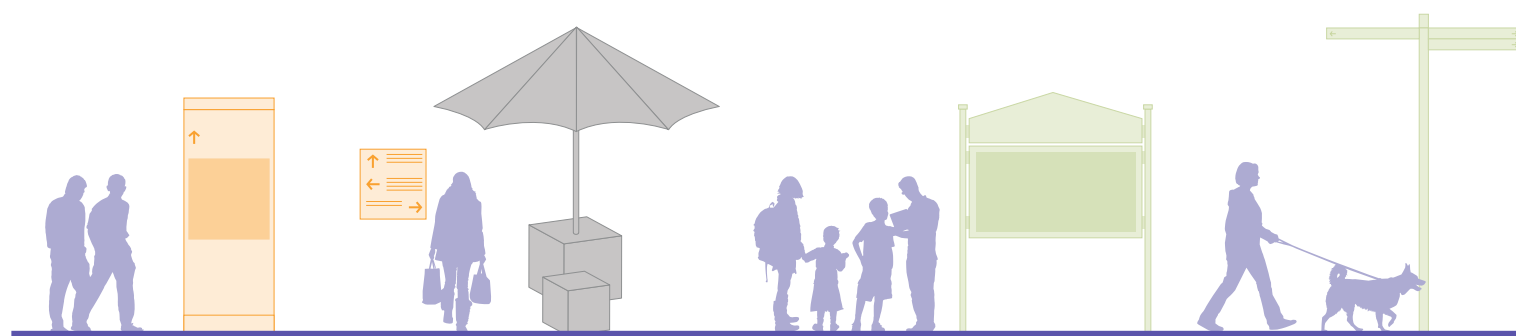
* A schema is a collection of related environmental features that are applied spatially to create sequences (such as a trails), strengthen patterns (such as route hierarchies) or to convey stories (such as heritage or events).

6. Signature routes

Signature routes provide a focus for enhanced streetscape and 'schema' projects that subtly strengthen the sense of a linear route.

Information enhancements

Develop banner programme to promote signature routes (E.g. Riverside Walk) & adjacent destinations.

Reveal signature route trails through print and online information.

Environmental enhancements

Focus enhanced pedestrian amenities on signature routes (E.g. enhanced street furniture palette).

Enhance pedestrian space and greening along Green blue links.

Develop 'schema'* along riverside routes.
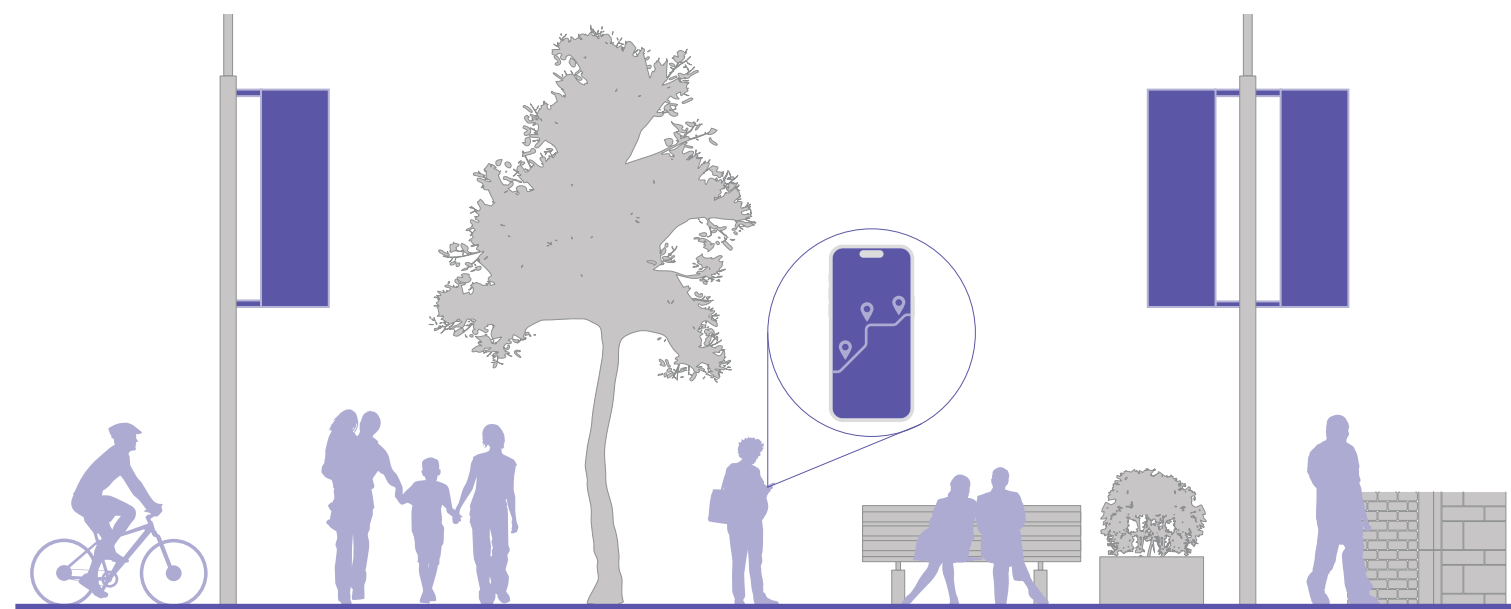
* A schema is a collection of related environmental features that are applied spatially to create sequences (such as a trails), strengthen patterns (such as route hierarchies) or to convey stories (such as heritage or events).

Primary Axis

Riverside Walk Embankment

Green blue links

The Arc

Green blue links

Riverside Walk Millbank
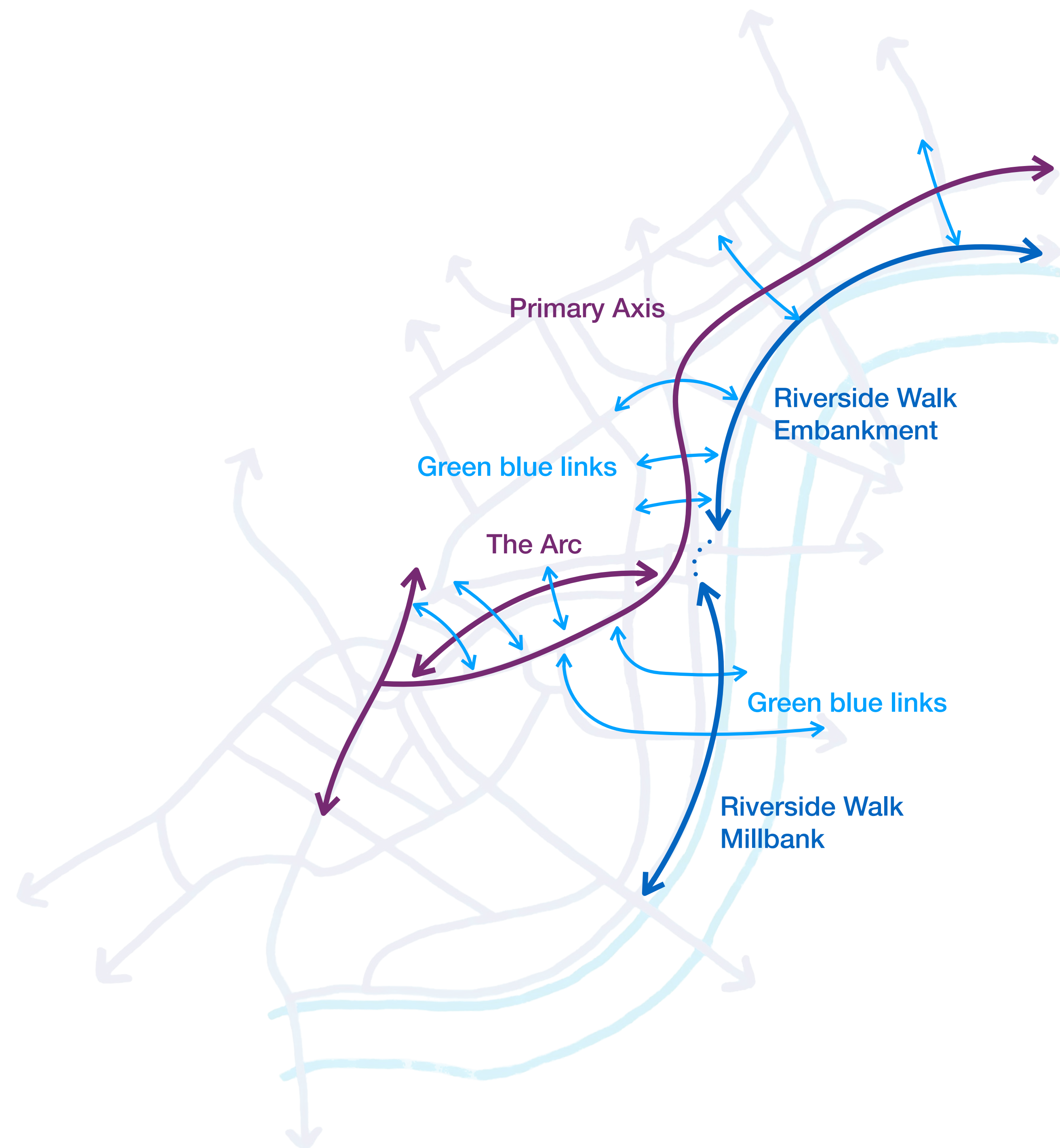
7. London Heritage Quarter overlay

London Heritage Quarter should explore providing an 'overlay' of print and digital information that is made readily available to visitors throughout the area.

Information enhancements

Review current map offer with the opportunity to provide improved printed maps and guides distributed at airports, welcome centres, gateways, activity areas, transport hubs, hotels and visitor destinations.

Improve digital maps and promote through print, marketing and social media.

Provide Ambassadors with improved printed maps, guides and links to digital wayfinding options.
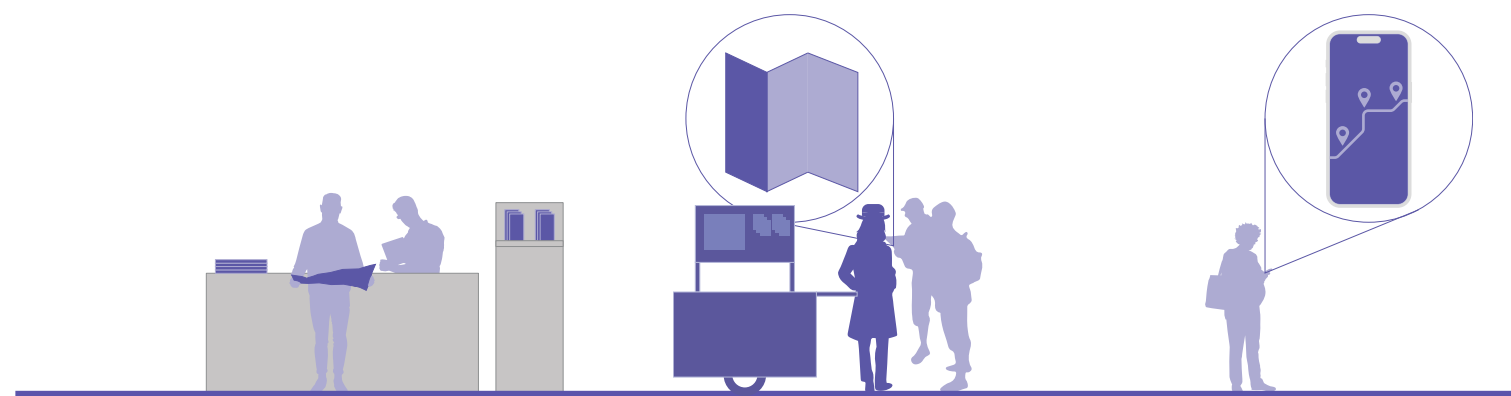
3.7 Achieving consistency

Achieving wayfinding system consistency

The most prominent wayfinding system in the area by far is Legible London with around 125 on-street locations in the study area.

As such, Legible London provides a foundation for consistent area naming, content, message planning and placement that other systems can align to whilst employing context specific visual identities and content..

The BIDs can actively coordinate between wayfinding partners in an area to help maintain a level of consistency and usability between systems, providing mutually beneficial enhancements for visitors and wayfinding managers.

Aspects that should be coordinated to improve consistency and usability throughout a visitor experience are indicated by the symbols below in the diagram opposite.

● Consistency
○ Context specific
* Contextual richness
† Co-planned

	Pre-journey & En route	Transport Hubs	On-street Environments	Activity Areas	On-street Environments	Parks/ Spaces
Place Naming	●	●	●	●	●	●
Message Planning	●	●	●	●	●	●
Content	●*	●*	●*	●*	●*	●*
Visual Identity	○	○	○	○	○	○
Placement	○†	○†	○†	○†	○†	○†

3.8 Co-planning

Wayfinding system coordination

Where wayfinding system remits meet or overlap geographically, co-planning between managers can help improve 'hand-overs' between systems.

This diagram highlights some of the key hand-overs that need to be co-planned between partners along a pathway, as well as showing opportunities to augment existing systems with an overlay of area specific information.

At transport hubs it is recommended to integrate internal 'welcome points' that introduce new arrivals to the whole area. Ideally, Legible London mapping would be used at these locations, similarly to how it is used within TfL managed London Underground Stations. Alternatively, BID mapping and branding could be used to provide this welcome.

Where transport hubs meet on-street environments, 'onward journey information' should be provided at exit to reveal the immediate area beyond, helping people orient and plan the next step.

Where on-street environments meet parks and privately managed activity areas, coordination between wayfinding providers is needed to ensure: areas are accurately named and presented; product locations are co-planned; and that activity areas provides a visible 'end point' at thresholds.

London Heritage Quarter Overlay

Digital maps

Kiosk

Posters

Hoardings graphics

Printed maps

Pathway

Pre-journey

Transport hubs

On-street environments

Activity areas

Parks/spaces

44
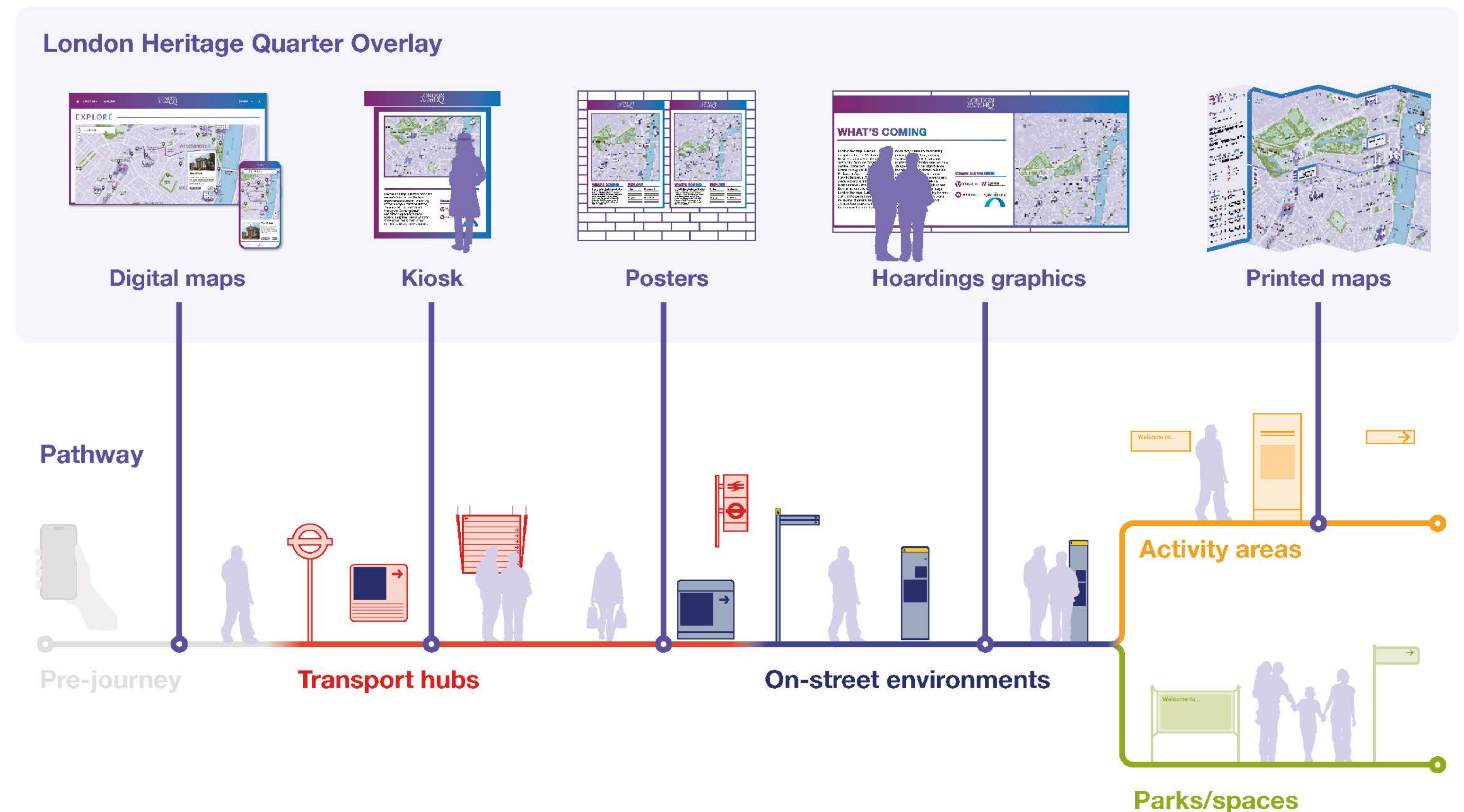
3.8 Co-planning

Lamppost banners

High quality lamppost banners can add colour and interest to the streetscape – potentially helping to strengthen the identity of the London Heritage Quarter area.

Banners provide opportunities to promote local destinations and place names. They can also support long-distance wayfinding by marking specific routes or trails.

Banner fixings can be fitted and removed with no damage caused to permanent street furniture.

Other street dressing

Other forms of street dressing such as flags and bunting can be used to celebrate seasons, community activities and events.

Posters can be used to promote events and trails – including the promotion of digital maps, interpretation and trail information via QR codes.

Strutton Ground

The Arc ↑ 10 mins Parliament Square

St James's Park ↑ 5 mins

To the Riverside → 10 mins

Riverside Trail 2.5 miles

Place identity

Alternative route

Key connection

Key connection

Active trail
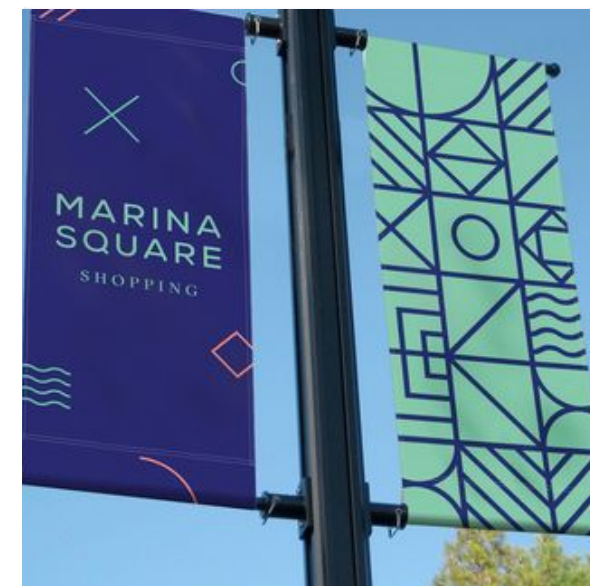
3.8 Co-planning

A strategic review of Legible London

Legible London is an international best practice for urban wayfinding and continues to be well used, with Westminster City Council stating that some locations are used more than 300 times a day.

Over 10 years since the original pilots, this strategy promotes a city-wide strategic review of Legible London to address gaps in the current system, update and enhance information, improve integration with other wayfinding systems, improve coordination, and to clarify responsibilities with a wider group of supportive partners – such as London's BIDs.

System development opportunities identified through this strategy include:

– Exploring larger scale 'liths to provide area overview maps at key gateways and spaces

– Extending the use of Legible London Connector Maps (shown right) along congested routes – such as Buckingham Palace Road

– Extend use of 'Large Legible London Maps' (shown right at Edgware Road Station) at all London Underground Stations in the study area.

– Revealing richer information using Legible London numbered circle device (shown far right)

Legible London opportunities

A range of opportunities to enhance Legible London have been identified through this process. This strategy also identified the opportunity for the London Underground Map to feature a "10 minute walk" connection between Victoria Station and Victoria Station circled below. This would help prepare arriving and departing visitors for this connection.
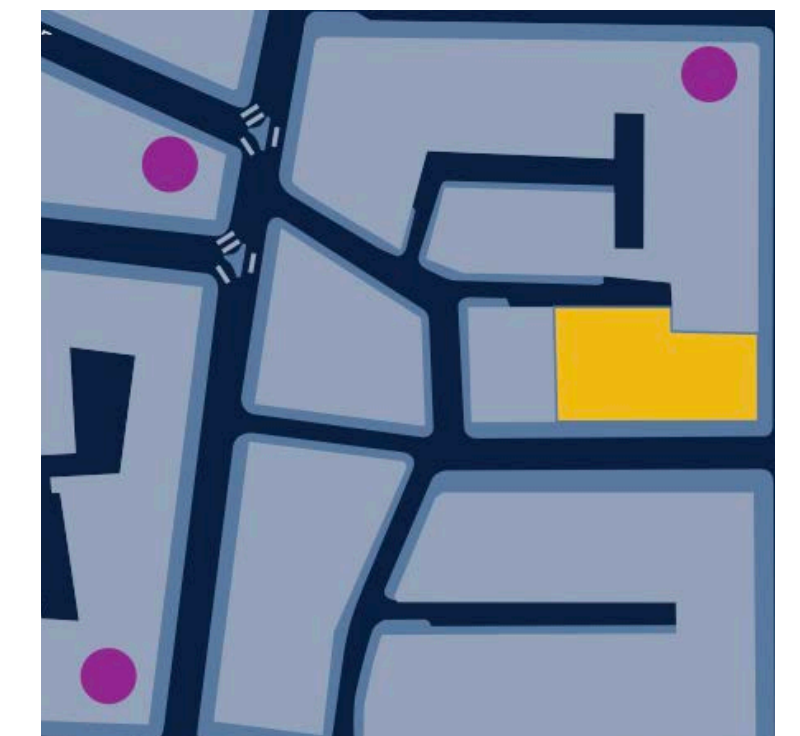
3.8 Co-planning

Directional messaging schemes

In highly congested locations, visitors are often less inclined to stop and study map-based wayfinding information. Therefore it is recommended that high quality and consistent directional signs are provided – allowing people to 'disperse' to or from key destinations with confidence.

The current Legible London standard requires enhancement to address this need, to improve consistency and to allow for the de-cluttering and rationalisation of existing ad hoc directional signage in these areas (shown right).

This strategy recommends collaborating with TfL and Westminster City Council to explore the enhancement of directional messaging in these critical areas. Enhancements may include increasing the scale and placement of directional messaging in congested areas, and providing walking times to improve awareness of distance.

If TfL are not be able to support this effort through the Legible London programme, alternative options can be explored by London Heritage Quarter, Westminster City Council and other partners.

Cardinal Place
🚶 8 mins

Victoria Station ⊖ ≋
🚶 10 mins

Victoria Coach Station
🚶 15 mins
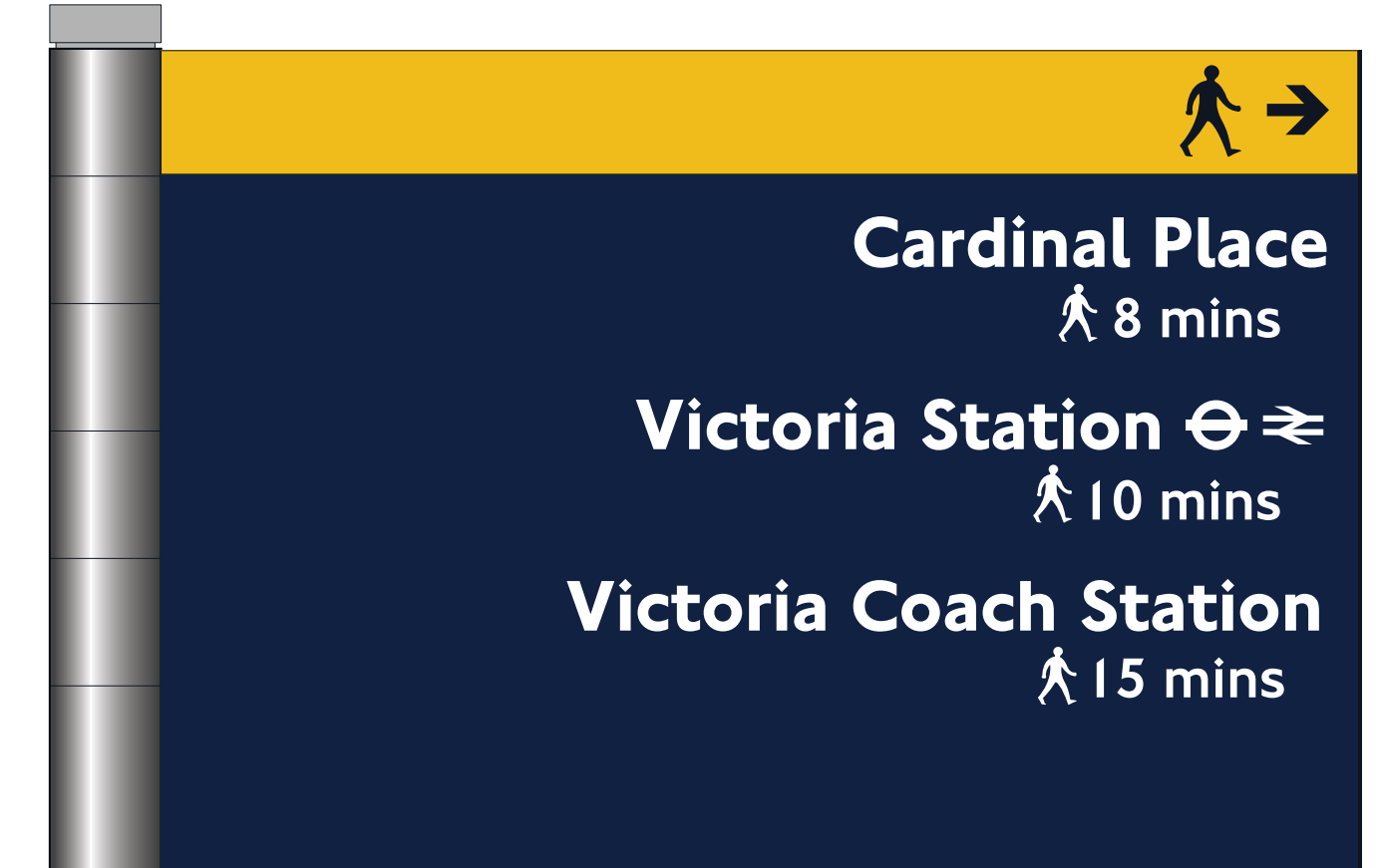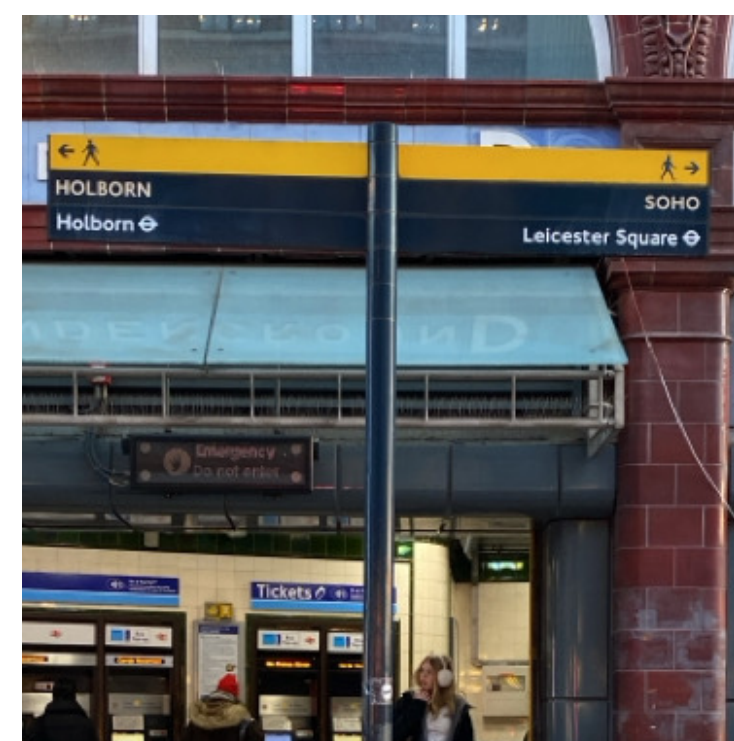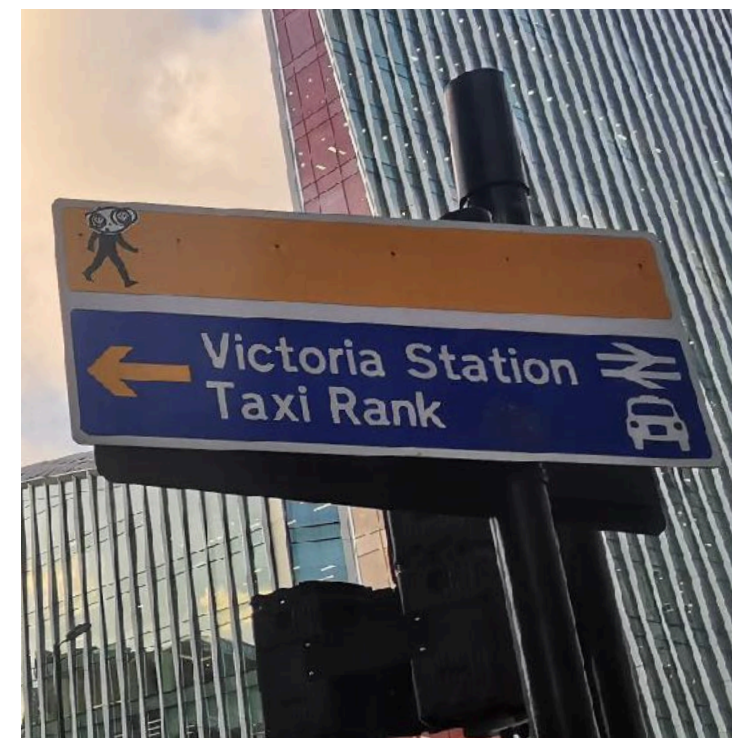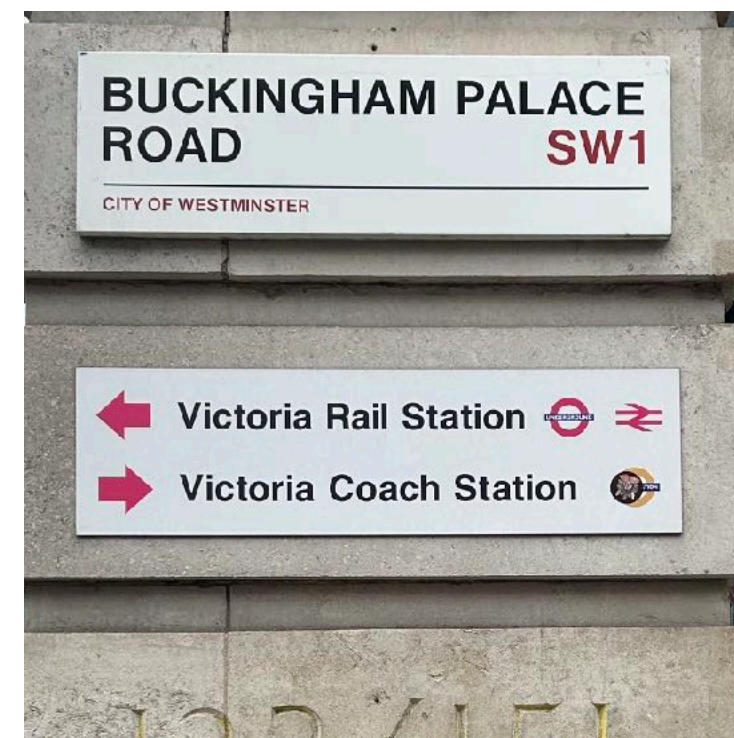
Enhanced directionals

Indicative visualisation of enhanced directional messaging that could be explored for highly congested areas – featuring larger 'slats' and walking times.

4. Projects Framework

4.1 Project framework

This project framework responds to the capabilities
and organisational contexts of London Heritage Quarter
by identifying three broad types of project.

**The framework prioritises visitor experience projects
that London Heritage Quarter can lead on.
This approach puts the emphasis on building the
capacity, resources, partners and momentum that will
support long-term projects and multiply the benefits
for visitors over many years.**

Leading
Projects that
London Heritage Quarter
can do alone

Collaborating
Projects that
are delivered
in partnership

Influencing
Projects that
are delivered
by others

Leading projects
– Projects that London Heritage Quarter
  can deliver alone.
– Opportunities to engage and involve partners.
– Including 'quick wins' over next 12 months.
– Can deliver on their outcome now.

Collaborating projects
– Projects that London Heritage Quarter
  can deliver through effective communication,
  coordination and collaboration with partners.
– Pro-active stance can lead to better outcomes
  in the near term future.

Influencing projects
– Projects that are delivered by others, often key
  partners such as Westminster City Council,
  TfL, land owners, or developers.
– London Heritage Quarter can actively advocate
  for these projects and shape outcomes.

4.2 Enabling and management

Project types

Further description of projects, priorities and partners are included in the project framework spreadsheet.

1.1 Capacity building projects	Type	1.2 Resource development projects	Type	1.3 Coordination	Type
1.1.1 Allocate London Heritage Quarter staff time to Wayfinding Experience Management	Leading	**1.2.1** Develop a flexible (multi-purpose and royalty free) basemap and design resources for map production	Leading	**1.3.1** Establish a London Heritage Quarter Wayfinding Experience Working Group	Leading
1.1.2 Establish a comprehensive (and London Heritage Quarter specific) Wayfinding Experience evidence base	Leading	**1.2.2** Develop wayfinding guidance for London Heritage Quarter partners	Leading	**1.3.2** Track development opportunities and identify potential wayfinding inputs or synergies	Leading
		1.2.3 Monitor opportunities for funding wayfinding activities	Leading	**1.3.3** Inform the update to key local strategies and policies, such as the Westminster Way update	Leading
		1.2.4 Develop and maintain a wayfinding masterplan	Leading	**1.3.4** Support a Strategic Review of Legible London as and when it occurs	Leading

51

4.2 Enabling and management

Area naming model

An area name is a unique identifier that is used to describe a geographic entity and a 'area naming model' provides a common framework for addressing and messaging.

Consistency of messaging enables visitors to learn, predict and become confident in using wayfinding systems and exploring different areas.

To successfully coordinate systems and maintain consistency, an Area Naming Model (see initial diagram right), naming hierarchy, and wayfinding guidance is proposed that can be shared with all information providers and systems.
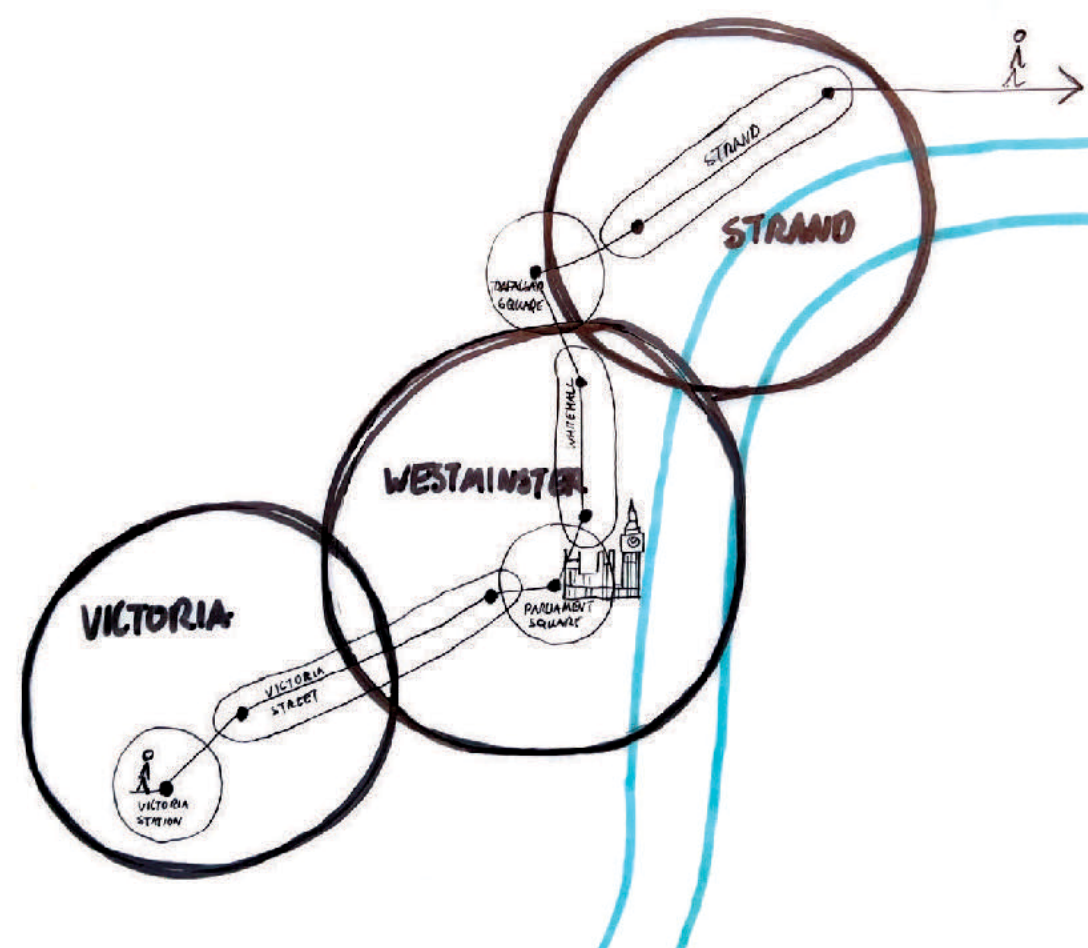
Progressive disclosure
An agreed naming model allows for consistent and clear directional messaging throughout the study area.

Map labels

HOLBORN

CARNABY STREET

SOHO

SEVEN DIALS

COVENT GARDEN

COVENT GARDEN MARKET

ALDWYCH

TEMPLE

CHINATOWN

MAYFAIR

LEICESTER SQUARE

STRAND

STRAND

Blackfriars bridge

TRAFALGAR SQUARE

EMBANKMENT

Waterloo bridge

VILLIERS STREET

CHARING CROSS STATION

Hungerford Bridge

ST JAMES'S

WHITEHALL

SOUTH BANK

THE GREEN PARK

ST JAMES'S PARK

WATERLOO STATION

WATERLOO

BUCKINGHAM PALACE

WESTMINSTER

Westminster Bridge

PARLIAMENT SQUARE

RIVER THAMES

VICTORIA STREET

BELGRAVIA

VICTORIA

VICTORIA STATION

Lambeth bridge

MILLBANK

VICTORIA COACH STATION

VAUXHALL

PIMLICO

GROSVENOR WATERSIDE

Vauxhall Bridge

VAUXHALL STATION

Key

- Areas
- Neighbourhoods
- Parks / Spaces
- Transport Nodes

4.2 Enabling and management

Network to patchwork

For those who wish to traverse quickly through the area, the strategy prioritises enhancements to the main pedestrian network. These enhancements should also encourage exploration throughout the rich patchwork of character areas.

The patchwork should be revealed through information and further distinguished through environmental enhancements, providing an array of diverse walking environments, encouraging exploration and revealing memorable moments.

Patchwork pieces
Distinctive areas

Memorable moments
Scenic settings

53

4.3 Information enhancements

2.1 Print information projects	Type	2.2 Digital information projects	Type	2.3 In-situ information projects	Type
2.1.1 Deliver a London Heritage Quarter visitor print map	Leading	**2.2.1** Deliver London Heritage Quarter visitor map PDFs	Leading	**2.3.1** Develop banner/street dressing programme to promote feature routes	Leading
2.1.2 Deliver a range of themed London Heritage Quarter print maps	Leading	**2.2.2** Develop / enhance London Heritage Quarter App – to include thematic points of interest and trails	Leading	**2.3.2** Develop banner scheme to promote area identity	Leading
2.1.3 Support / advocate for better London-wide printed visitor maps	Influencing	**2.2.3** Liaise with third party digital mapping providers to update area mapping	Collaborating	**2.3.3** Liaise with WCC to audit and fill gaps in street name plates	Collaborating
2.1.4 Support third-party 'getting to' printed information by providing standard 'context maps' and travel information. (Eg. Working with theatre groups to enhance promotional literature)	Influencing	**2.2.4** Support / advocate for better London-wide digital visitor maps	Influencing	**2.3.4** Deliver internal 'Welcome points' at key gateways	Collaborating
		2.2.5 Support third-party 'getting to' digital information by providing standard 'context maps' and travel information. (Eg. Working with theatre	Influencing	**2.3.5** Deliver supergraphic area maps at opportunistic locations	Collaborating
				2.3.6 Deliver TfL 'Gateway Maps' at London Underground Stations, Coach Station and Rail Stations	Collaborating

4.3 Information enhancements

2.3 In-situ information projects (Continued)	Type	2.3 In-situ information projects (Continued)	Type	2.3 People information projects	Type
2.3.7 Deliver 'Onward Journey Maps' at London Underground Stations, Coach Station and Rail Stations	Collaborating	**2.3.13** Enhance and coordinate with parks wayfinding systems	Influencing	**2.4.1** Continued presence of ambassadors with reviews of coverage	Leading
2.3.8 Liaise with TfL/WCC to advocate for new (or replacement) Legible London installations	Influencing	**2.3.14** Enhance and coordinate with activity area wayfinding systems	Collaborating	**2.4.2** Provide Ambassadors with a new suite of printed maps	Leading
2.3.9 Work with TfL/WCC to develop an enhanced directional wayfinding (distance fingerposts) in key areas	Collaborating	**2.3.15** Enhance station signifiers	Influencing	**2.4.3** Provide enhanced / mobile kiosks for ambassadors	Leading
2.3.10 Advocate for TfL to update Legible London mapping in London Heritage Quarter area	Influencing			**2.4.4** Distribute enhanced wayfinding maps/information to front of house staff	Collaborating
2.3.11 Advocate for update to London Underground Map to better reflect Vicitoria Coach Station	Influencing			**2.4.5** Advocate for London Visitor Centre in central London Heritage Quarter	Influencing
2.3.12 Enhance and coordinate with cycle wayfinding in area	Influencing				
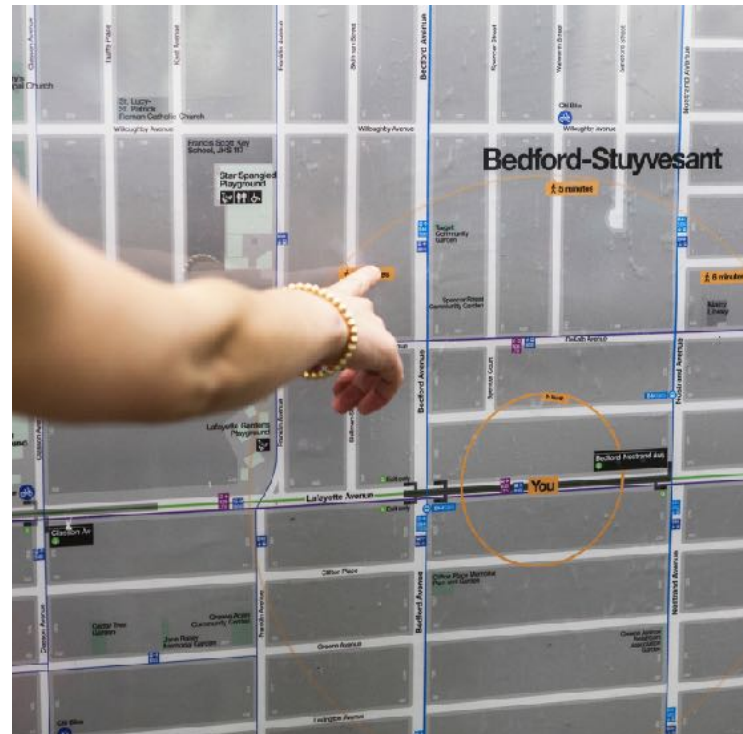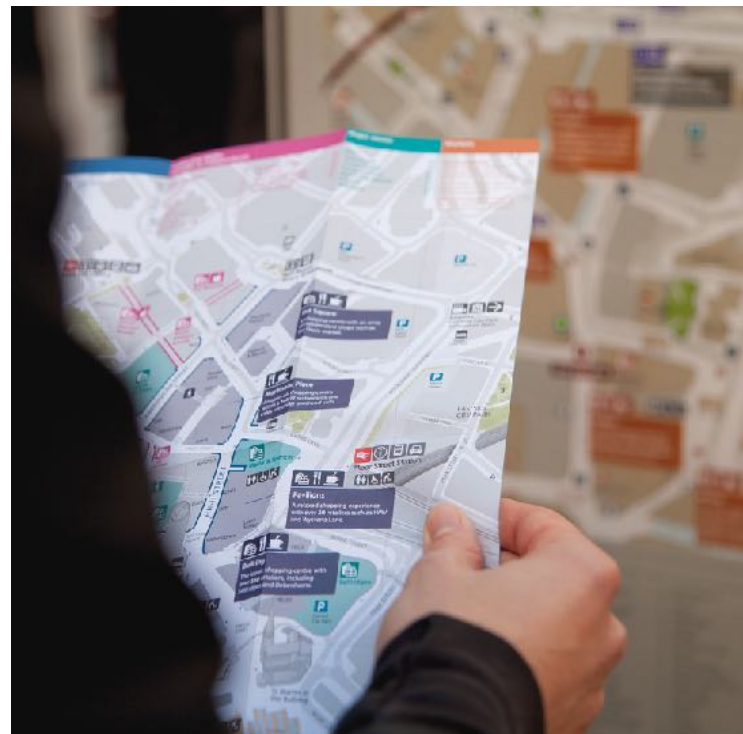
Information enhancements

A range of precedents from other major city destinations showing: the use of royalty free map bases for a range of outputs, digital visitor information, activity area wayfinding and themed/interpretative information.

4.4 Environmental enhancements

3.1 Planning & development projects	Type	3.2 Access, Comfort & Connectivity	Type	3.3 Legibility projects	Type
3.1.1 Define a wayfinding liaison role for London Heritage Quarter with WCC and continue work and collaboration with walking and cycling officers	Leading	**3.2.1** Protect and enhance strategic views and sightlines	Leading	**3.3.1** Enhance recognition of key landmark buildings	Collaborating
		3.2.2 De-clutter key areas/routes	Leading	**3.3.2** Enhance key focal points	Collaborating
3.1.2 Support network rail station masterplans and station wayfinding upgrade projects	Influencing	**3.2.3** Improve connectivity through key sites	Collaborating	**3.3.3** Enhance recognition of bridges (and bridge access)	Influencing
3.1.3 Advocate for increased accessibility and accessibility information at across London Heritage Quarter	Influencing	**3.2.4** Support increased pedestrian space/comfort/priority at key locations	Influencing	**3.3.4** Enhance recognition of feature routes	Collaborating
		3.2.5 Support improvements to pedestrian crossings	Influencing		
		3.2.6 Enhance connectivity to green and blue infrastructure	Influencing		
		3.2.7 Advocate for better provision of public amenities	Influencing		
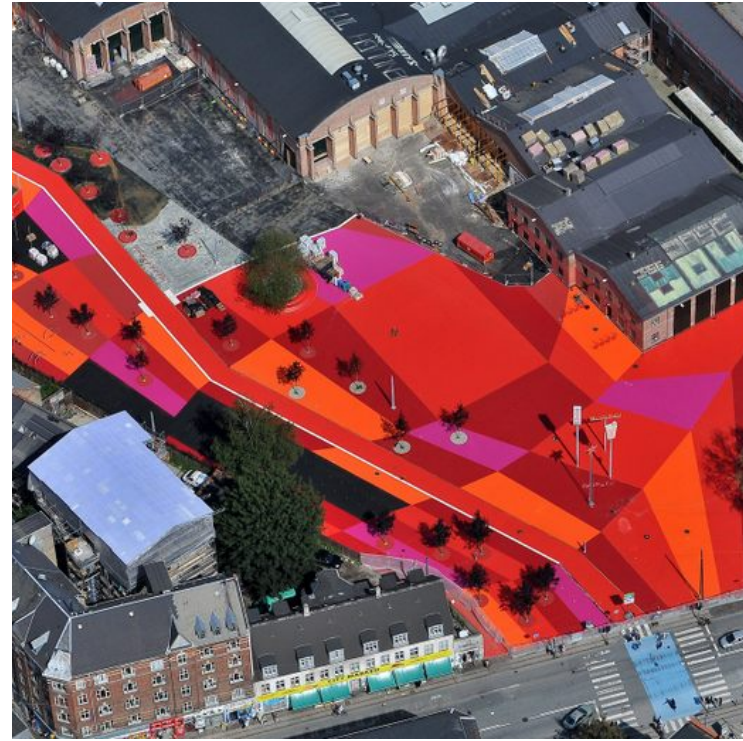
Environmental enhancements

Precedents from urban destinations, provide inspiration for animating and activating London Heritage Quarter. A more diverse and vibrant mix of environments will support the vision for London Heritage Quarter to become the most welcoming and walkable part of London.
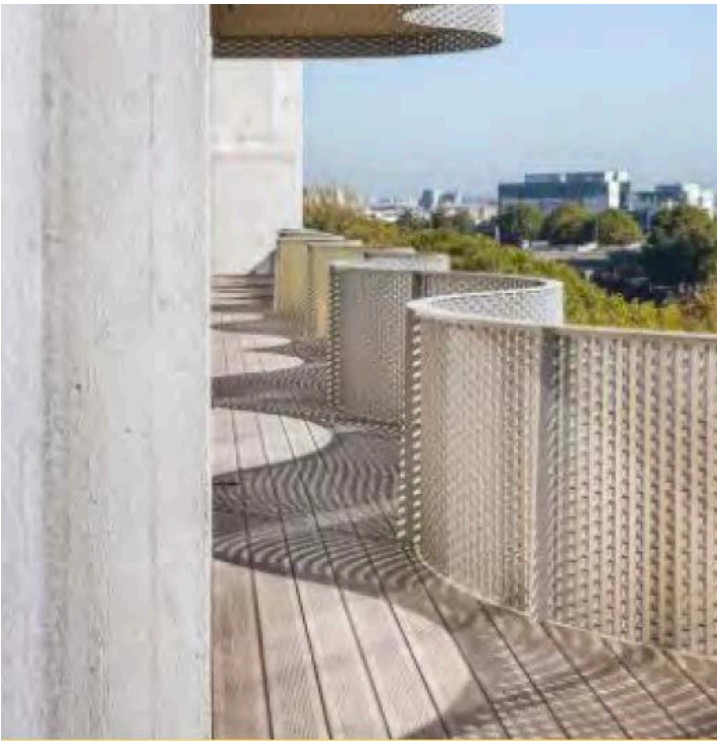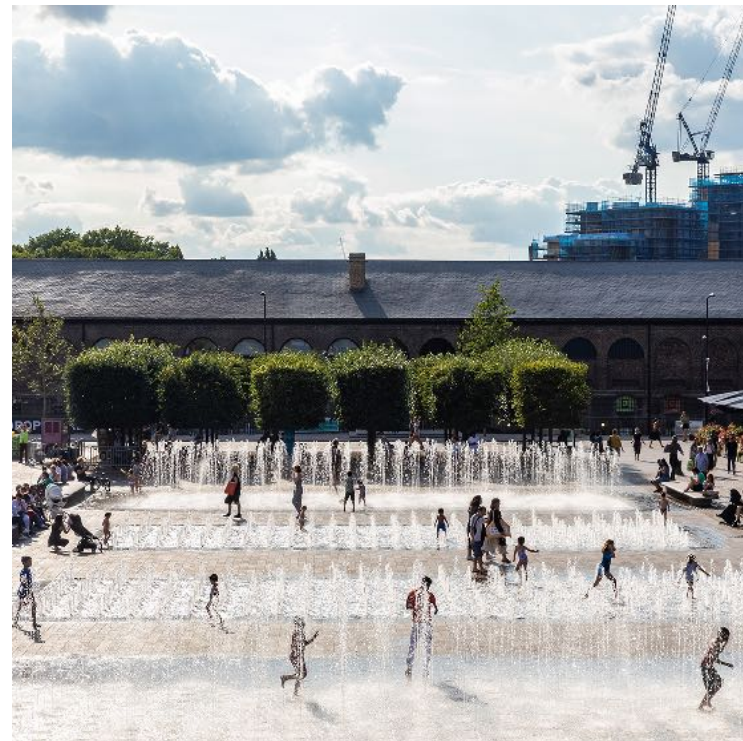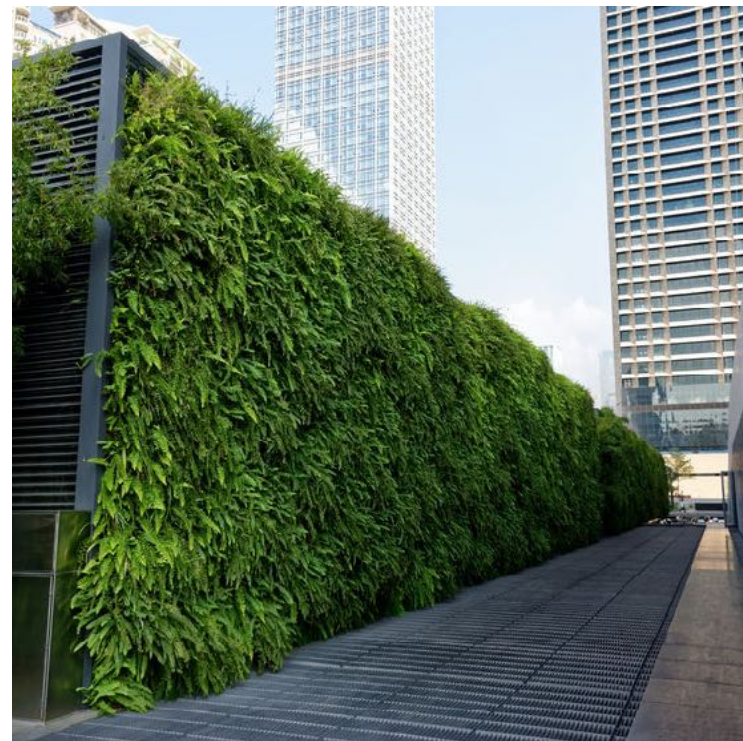
4.4 Environmental enhancements

Supporting mental map formation

London Heritage Quarter's urban structure benefits from highly memorable physical and cultural features, including distinctive landmarks and landscape.

The People Wanted strategies highlight the "poor legibility" of the pedestrian experience and go on to provide a vision for enhancing the public realm. This wayfinding strategy highlights the role of environmental cues in improving legibility and suggests ways in which public realm improvements may be shaped and prioritised to increase the ease with which visitors interpret, understand and find their way through the area.

The spatial typology shown on this page highlights spatial elements that this strategy identifies as being fundamental to enhancing a visitors understanding of the area at a macro scale. It organises these elements into a hierarchy of spatial types that can be used to inform and prioritise potential enhancements in ways that could infer meaning, aid recognition and support mental map formation.

Key

- Primary Walking Axis
- Embankment
- Bridges
- To the Bridges
- To the River
- To the Transit Hubs
- Arrival Spaces
- Destination Parks
- Destination Squares / Spaces
- Small Parks / Squares
- Initimate Social Spaces
- Pocket Parks and Plazas

4.4 Environmental enhancements

Using the spatial typology

The spatial typology can be used and developed to define desirable characteristics, and inform potential enhancements, of each environment type as shown opposite and provided separately.

Developing implementation projects based on the type of environment, provides a framework for defining the characteristics of a space that are desirable in all similar locations – to enhance recognition of the type of space and predictability – and those which may be specific to a location – to respond to a specific condition, create intrigue or enhance recognition of the specific location.

This strategy recommends this approach is further developed through future public realm projects and in collaboration with Westminster City Council.

4.5 Plan of enhancements – Overview

This plan illustrates all of the
enhancement projects listed on
previous pages.
The plan shown has been developed
as a large-scale poster and is provided
separately in PDF format.
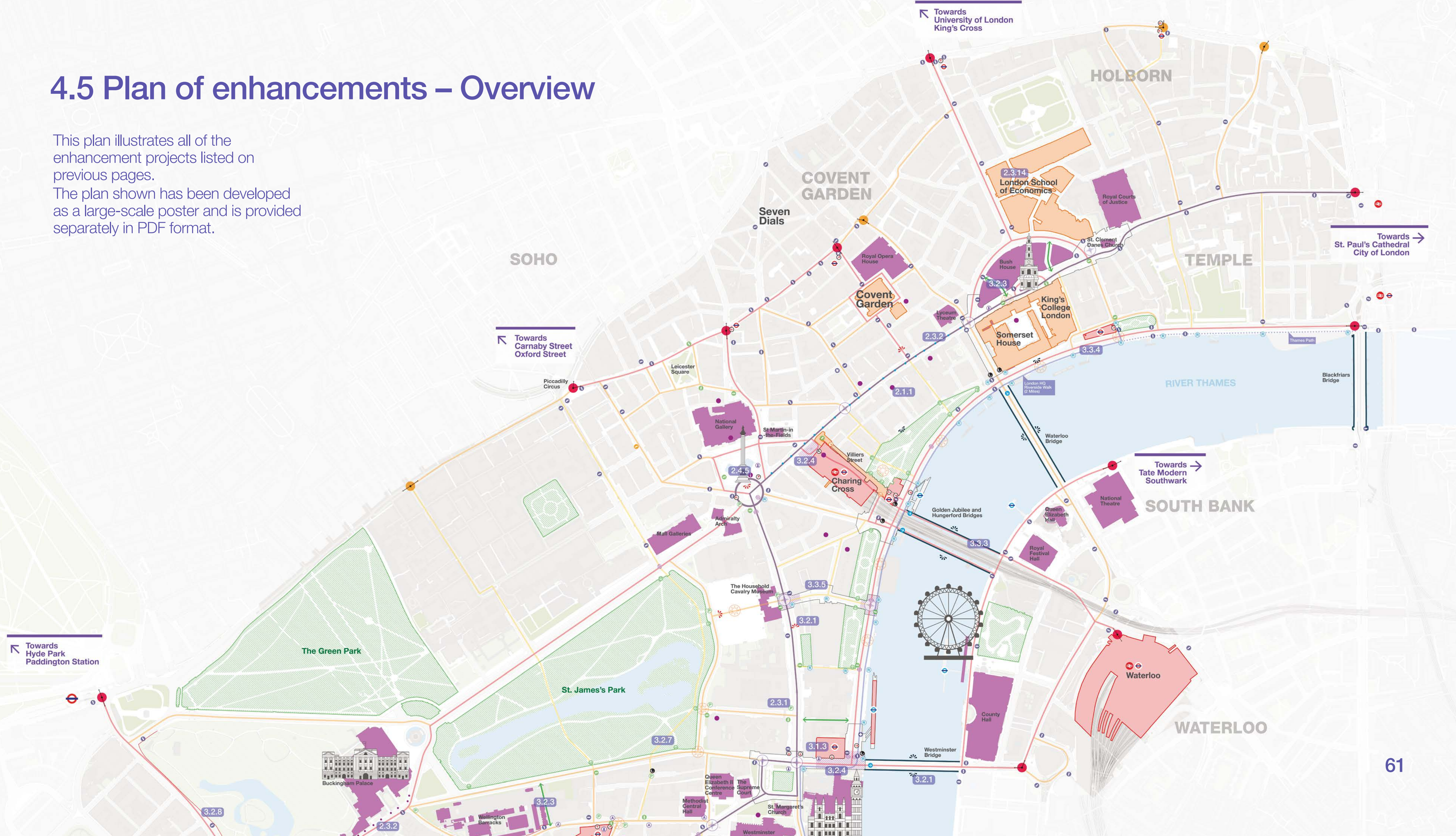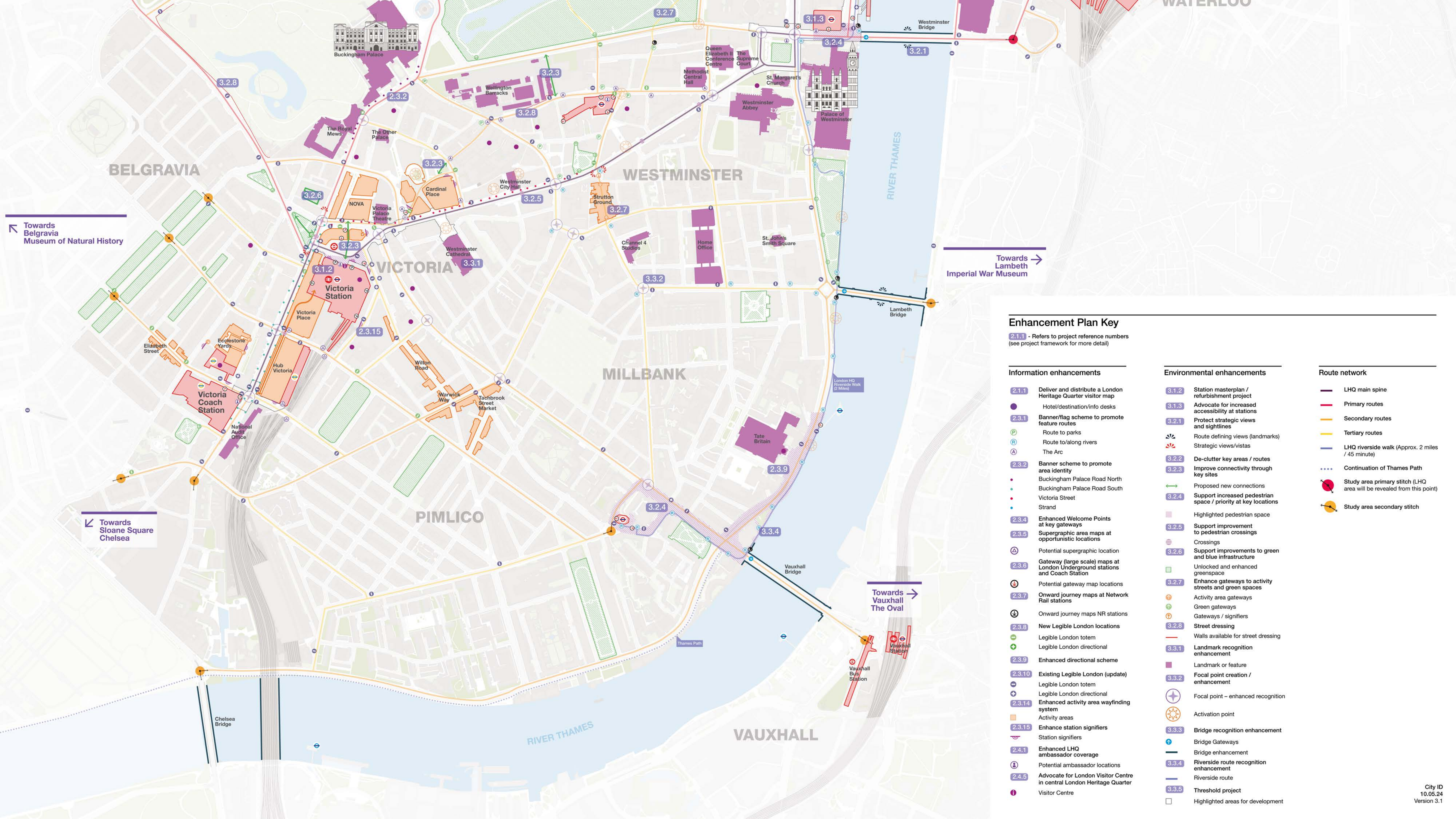
Enhancement Plan Key

2.1.1 - Refers to project reference numbers (see project framework for more detail)

Information enhancements

Ref	Description
2.1.1	Deliver and distribute a London Heritage Quarter visitor map
	Hotel/destination/info desks
2.3.1	Banner/flag scheme to promote feature routes
P	Route to parks
R	Route to/along rivers
A	The Arc
2.3.2	Banner scheme to promote area identity
	Buckingham Palace Road North
	Buckingham Palace Road South
	Victoria Street
	Strand
2.3.4	Enhanced Welcome Points at key gateways
2.3.5	Supergraphic area maps at opportunistic locations
	Potential supergraphic location
2.3.6	Gateway (large scale) maps at London Underground stations and Coach Station
	Potential gateway map locations
2.3.7	Onward journey maps at Network Rail stations
	Onward journey maps NR stations
2.3.8	New Legible London locations
	Legible London totem
	Legible London directional
2.3.9	Enhanced directional scheme
2.3.10	Existing Legible London (update)
	Legible London totem
	Legible London directional
2.3.14	Enhanced activity area wayfinding system
	Activity areas
2.3.15	Enhance station signifiers
	Station signifiers
	Enhanced LHQ ambassador coverage
2.4.1	Enhanced LHQ ambassador coverage
	Potential ambassador locations
2.4.5	Advocate for London Visitor Centre in central London Heritage Quarter
	Visitor Centre

Environmental enhancements

Ref	Description
3.1.2	Station masterplan / refurbishment project
3.1.3	Advocate for increased accessibility at stations
3.2.1	Protect strategic views and sightlines
	Route defining views (landmarks)
	Strategic views/vistas
3.2.2	De-clutter key areas / routes
3.2.3	Improve connectivity through key sites
	Proposed new connections
3.2.4	Support increased pedestrian space / priority at key locations
	Highlighted pedestrian space
3.2.5	Support improvement to pedestrian crossings
	Crossings
3.2.6	Support improvements to green and blue infrastructure
	Unlocked and enhanced greenspace
3.2.7	Enhance gateways to activity streets and green spaces
	Activity area gateways
	Green gateways
	Gateways / signifiers
3.2.8	Street dressing
	Walls available for street dressing
3.3.1	Landmark recognition enhancement
	Landmark or feature
3.3.2	Focal point creation / enhancement
	Focal point – enhanced recognition
	Activation point
3.3.3	Bridge recognition enhancement
	Bridge Gateways
	Bridge enhancement
3.3.4	Riverside route recognition enhancement
	Riverside route
3.3.5	Threshold project
	Highlighted areas for development

Route network

Symbol	Description
	LHQ main spine
	Primary routes
	Secondary routes
	Tertiary routes
	LHQ riverside walk (Approx. 2 miles / 45 minute)
	Continuation of Thames Path
	Study area primary stitch (LHQ area will be revealed from this point)
	Study area secondary stitch

City ID
10.05.24
Version 3.1

4.6 Enhancement elements

Information elements

A summary of the elements that are referred to in this strategy and the information enhancement projects are provided on these pages for clarity.

Images of existing examples or similar projects from elsewhere are provided for further context.
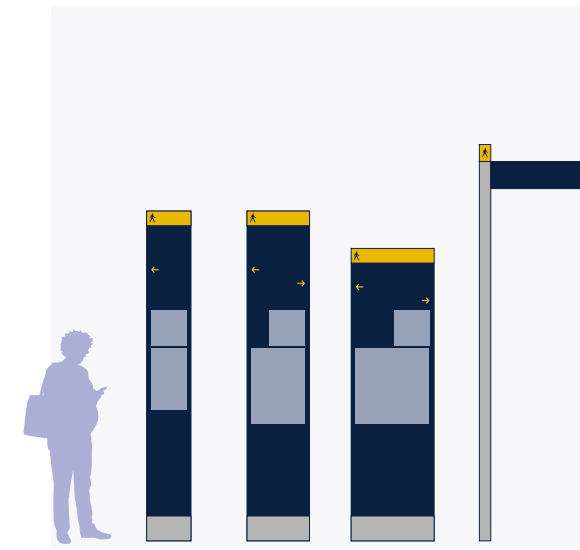
Legible London

TSRGD* highway cycle signage
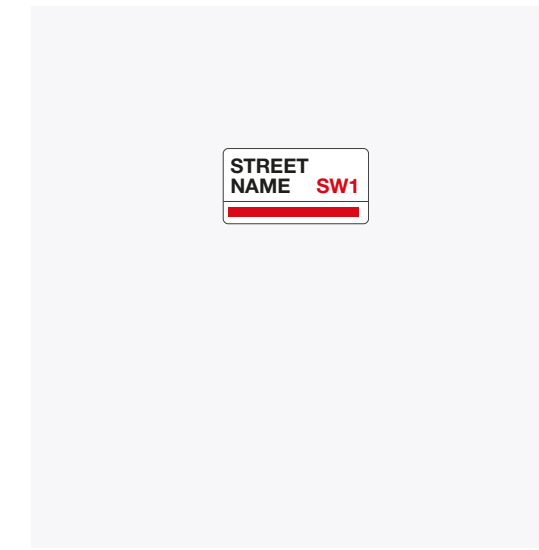
Westminster street name plates
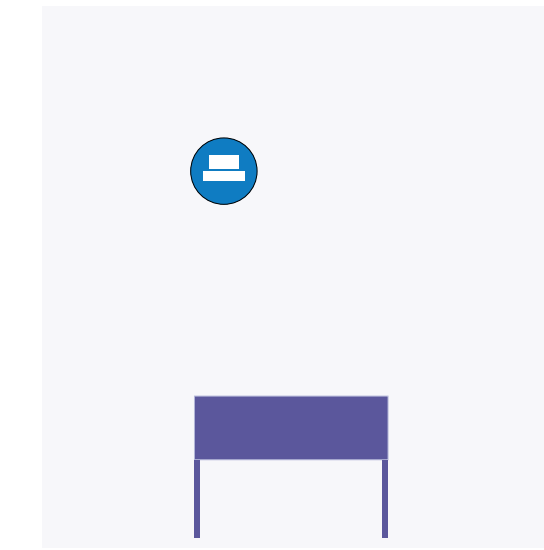
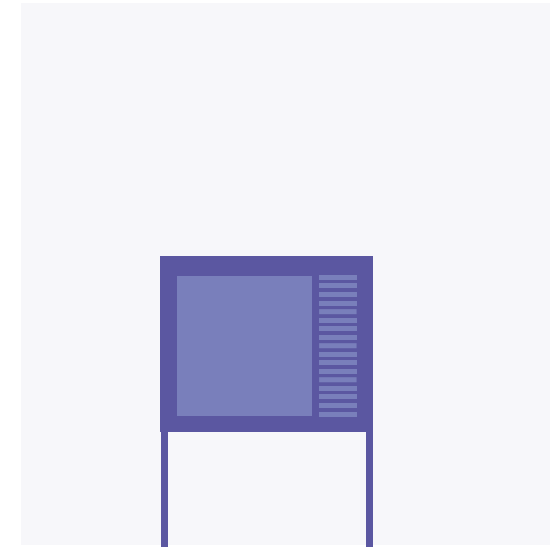**Blue plaques and interpretation**
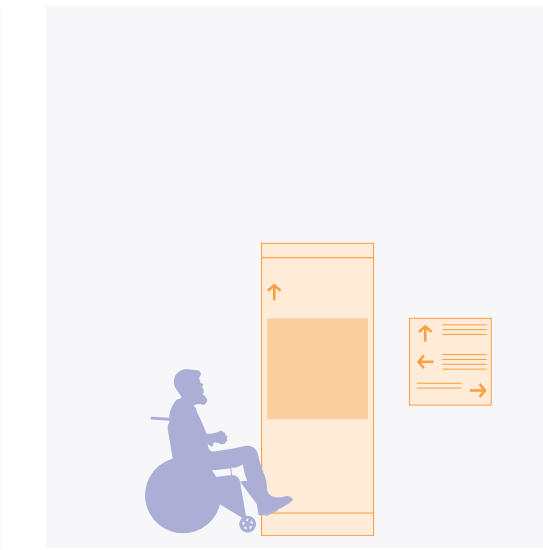
Activity area wayfinding
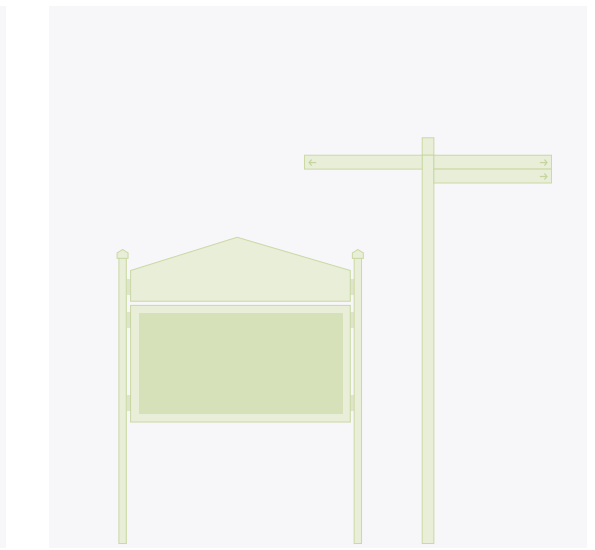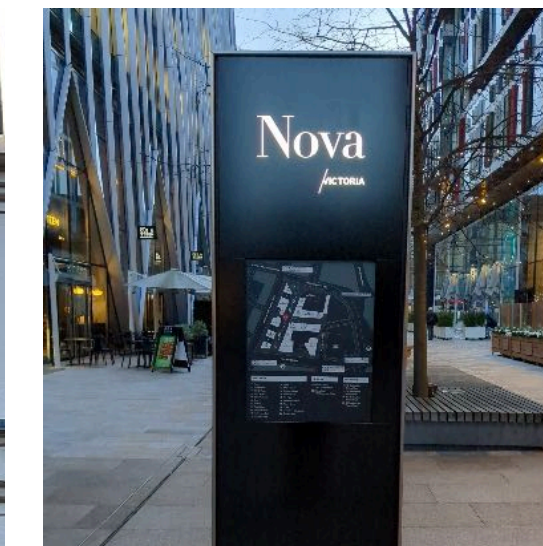
Park wayfinding
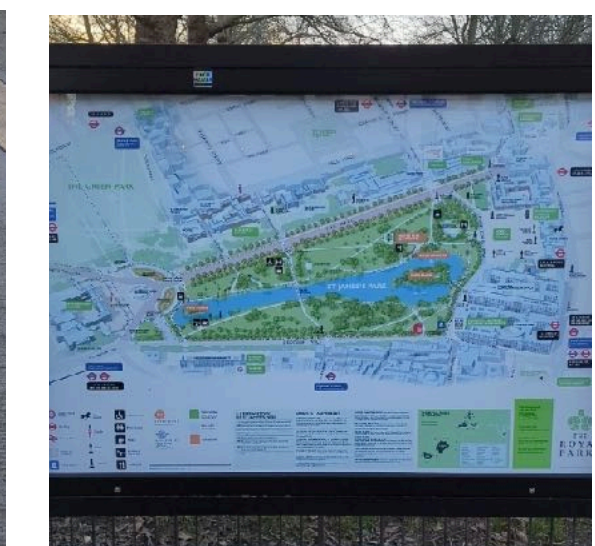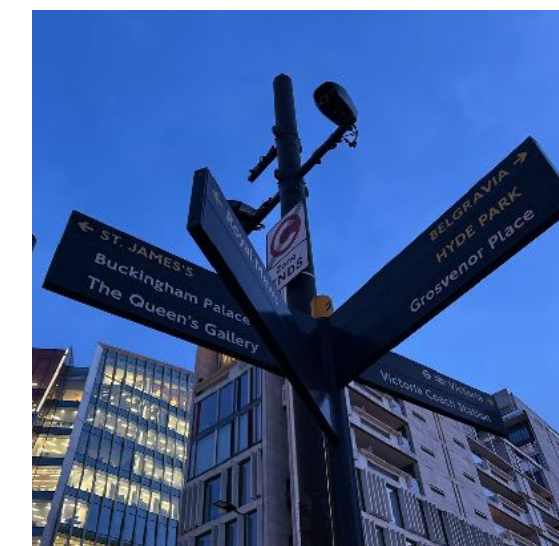
Hoarding graphics
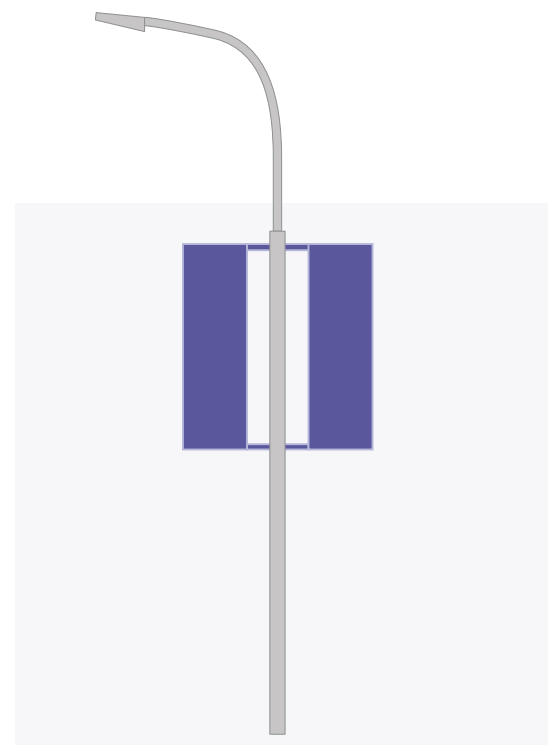
Banners and flags
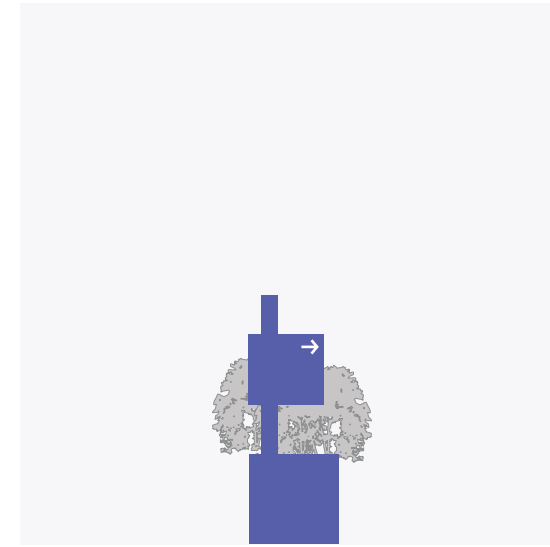
Planters with information

Outdoor exhibitions

Station signifiers
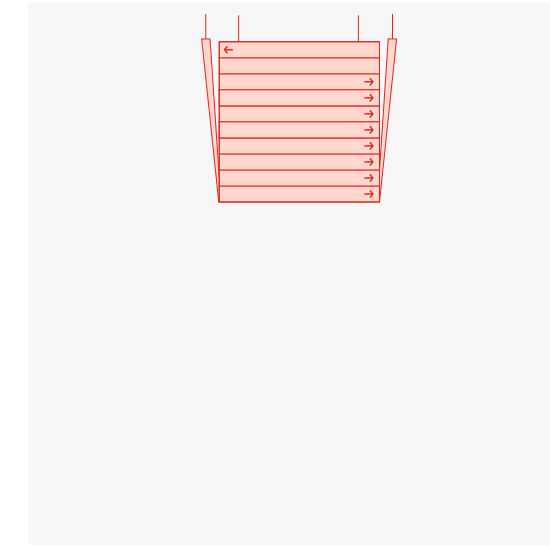
Internal station wayfinding
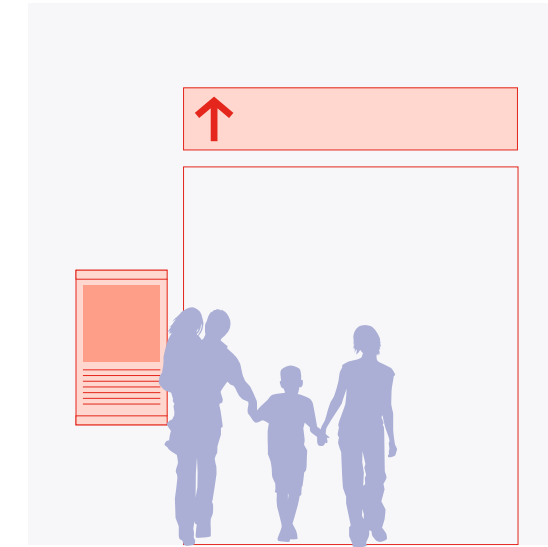
Onward journey information
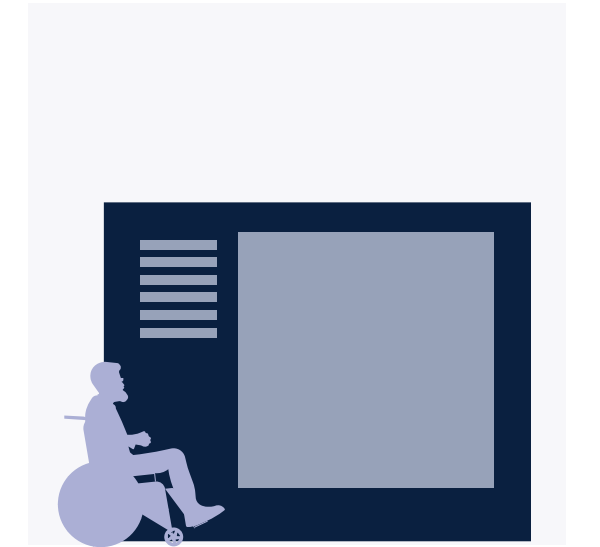
TfL 'Gateway Maps'
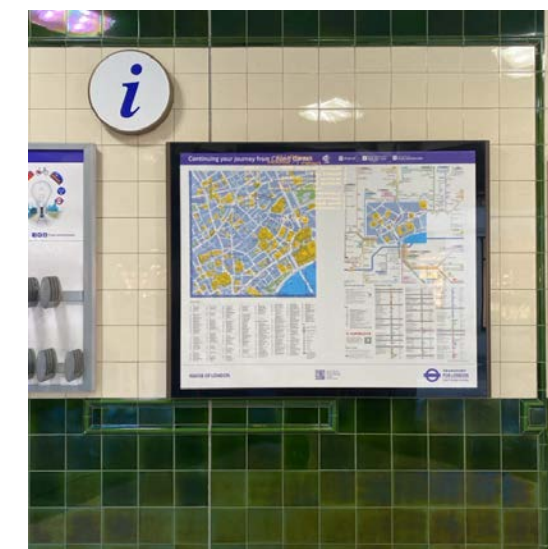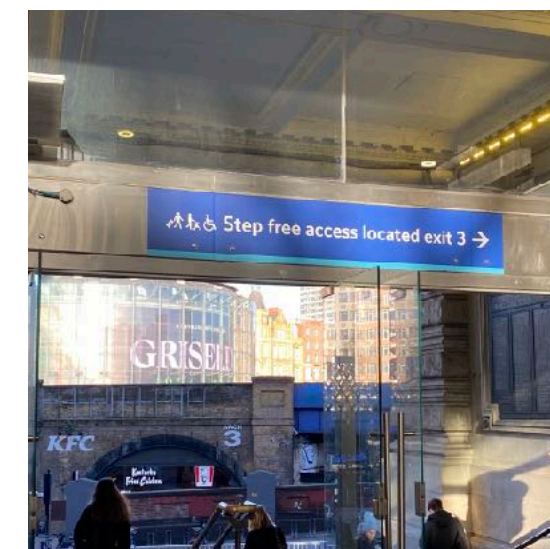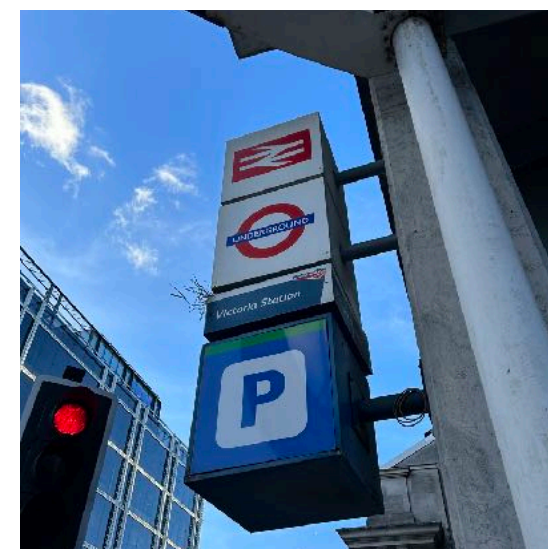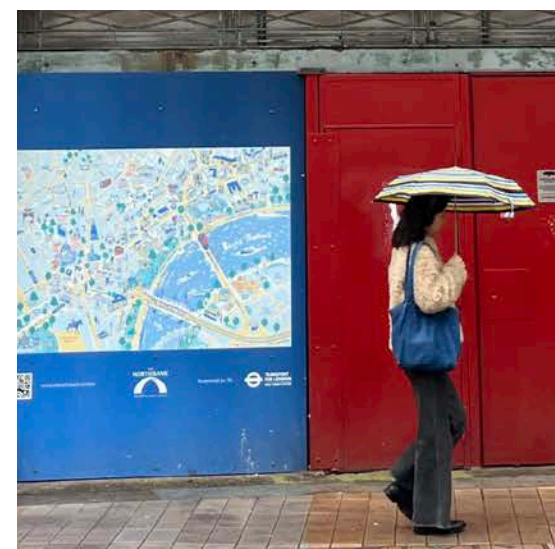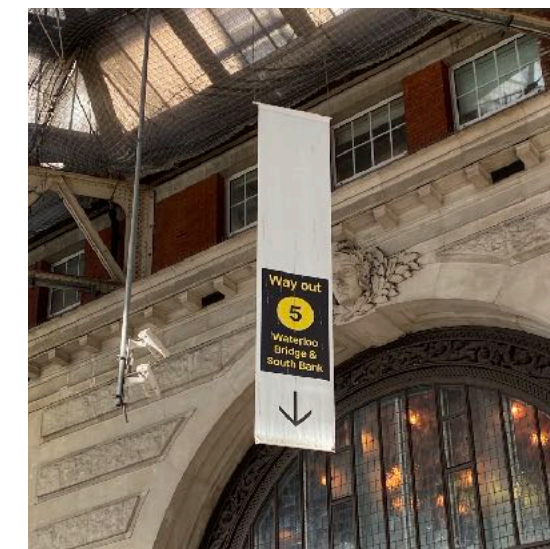
Supergraphics
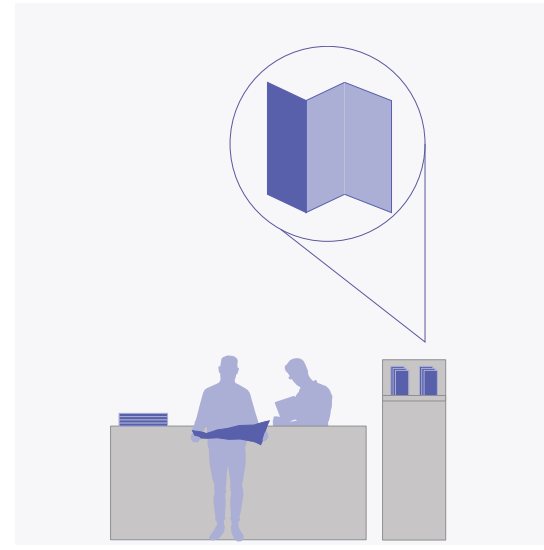
Information centres/front of house
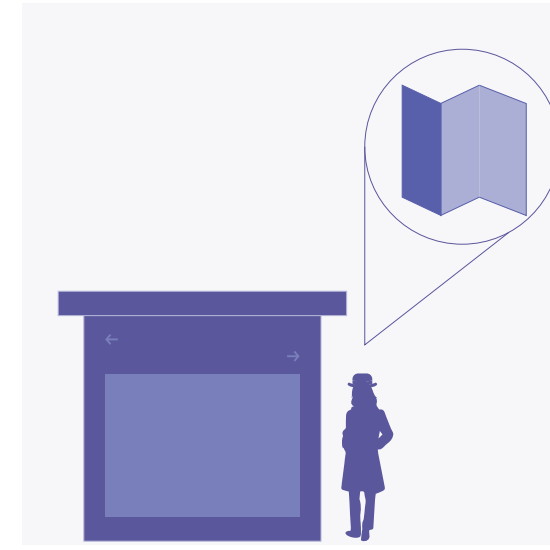
Ambassador and information kiosks

Temporary information kiosks

Marketing and promotions
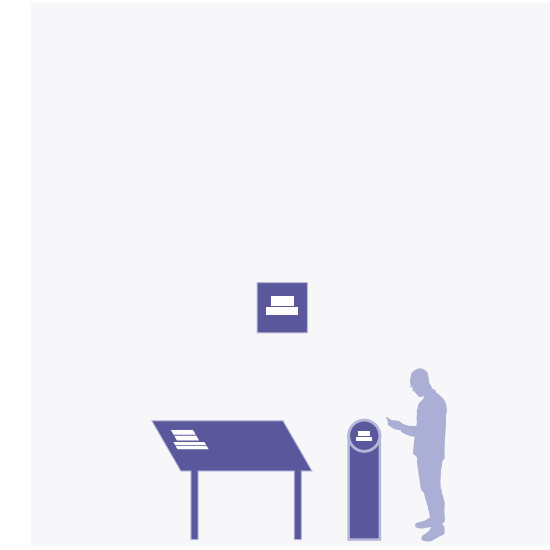
Trail interpretation
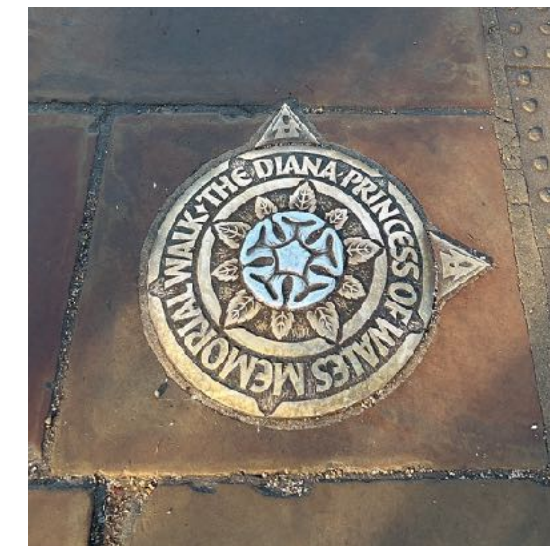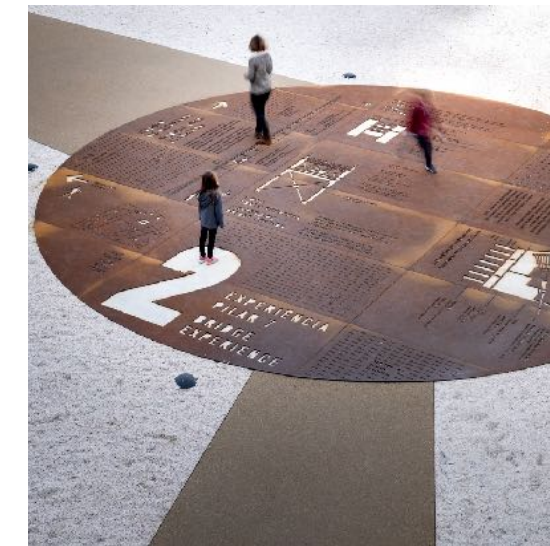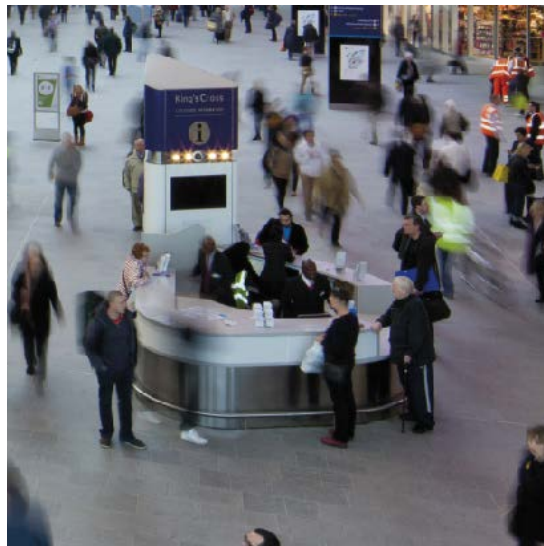
4.6 Enhancement elements

Environmental elements

A summary of the elements that are referred to in the strategy and environmental enhancement projects are provided on these pages for clarity.

Images of existing examples or similar projects from elsewhere are provided for further context.

Few specific environmental enhancements or locations have been identified through this wayfinding strategy as other projects are leading these efforts. However, to aid wayfinding, a range of potential focal points, activation points are identified. It is proposed that a combination of the following elements should to used to create these focal points or enhance activation through future projects.
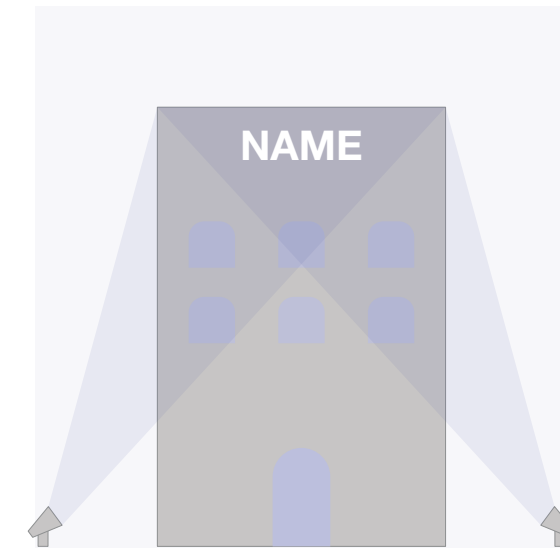
Landmark recognition enhancements
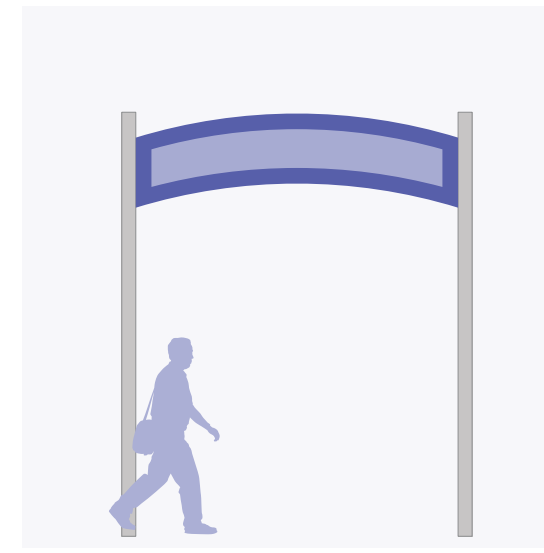
Gateway/ threshold markers
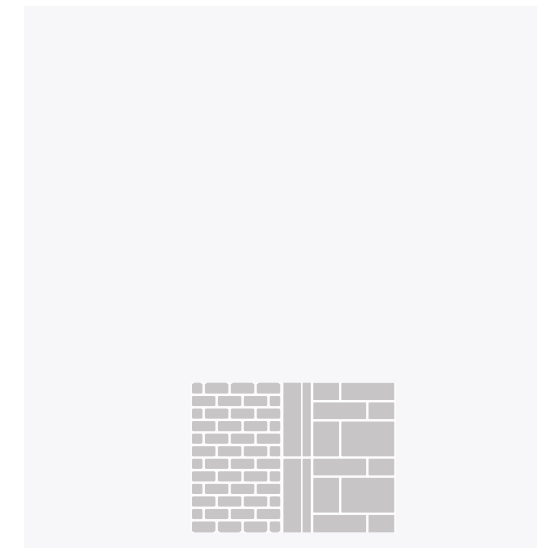
Character area/ signature surface treatments
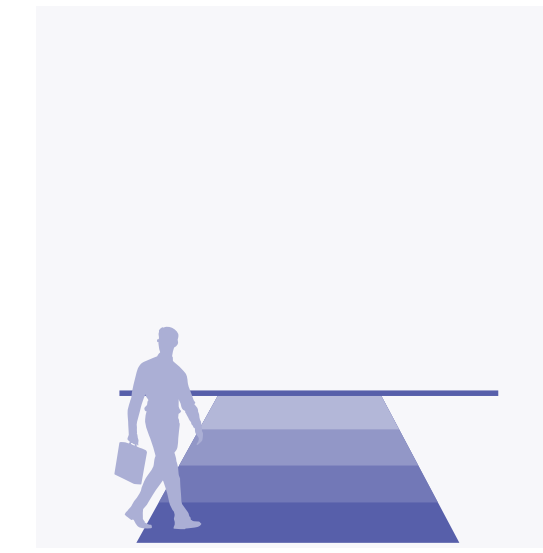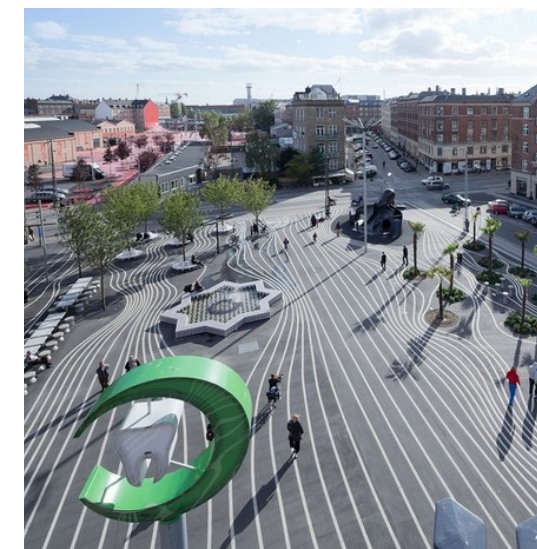
Crossing enhancements
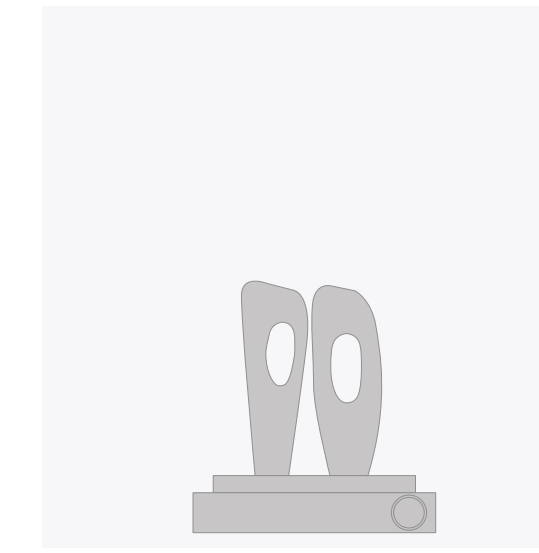
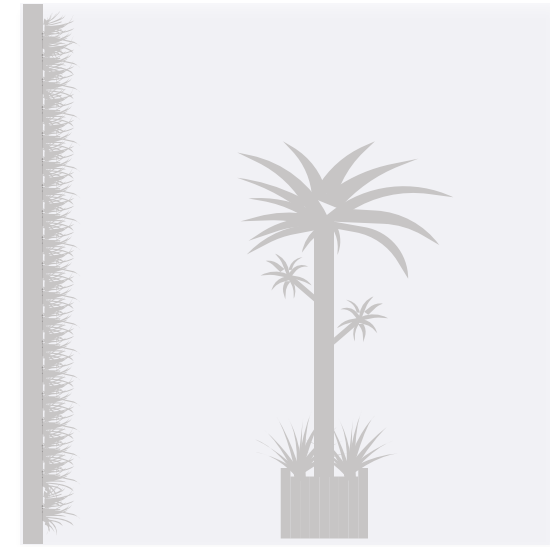**Public art**
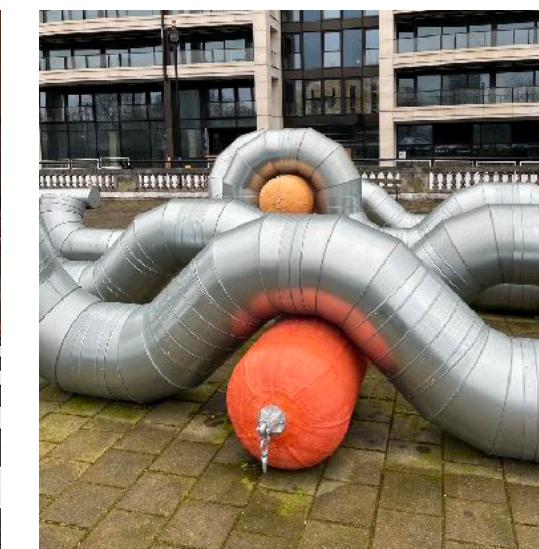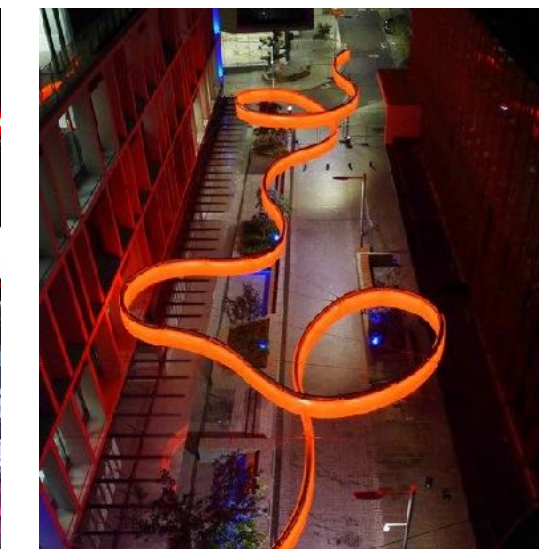
Signature street furniture
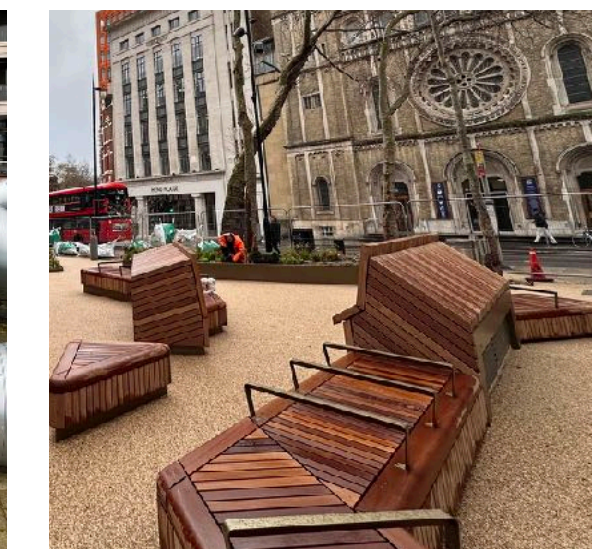
Temporary street furniture

Street dressing

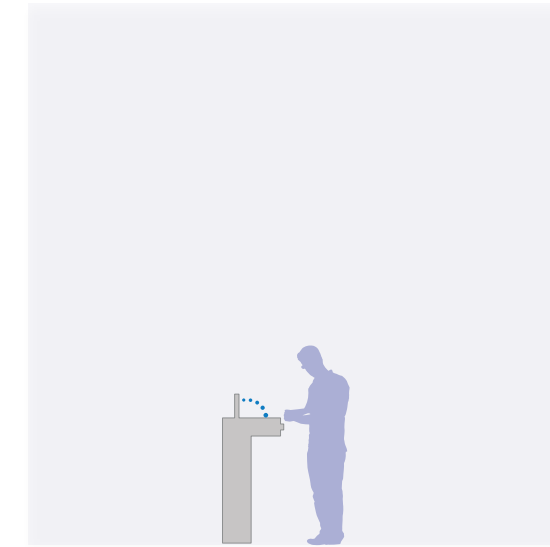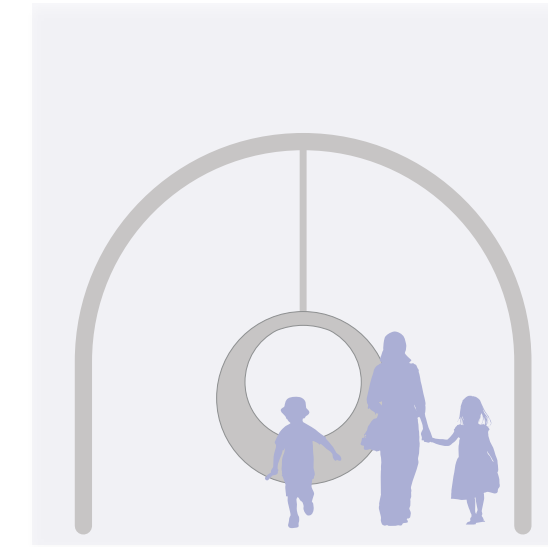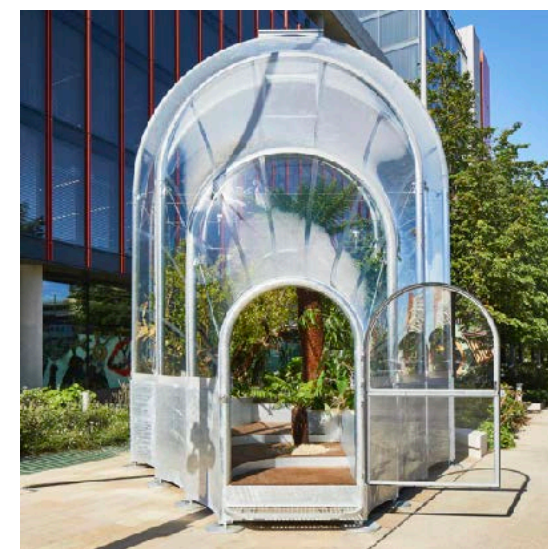Planting and greening

Feature lighting

Shelters and shape
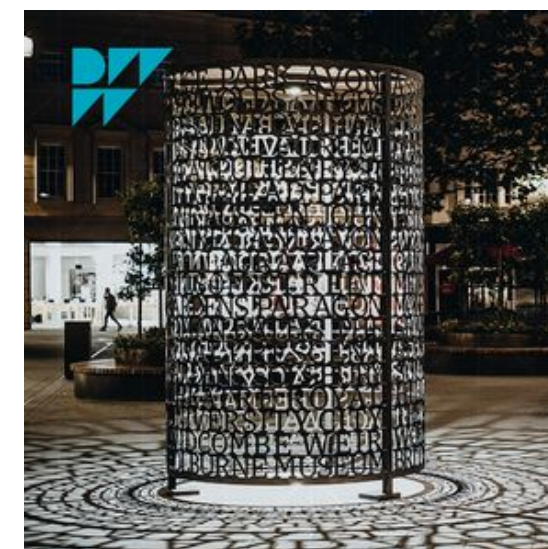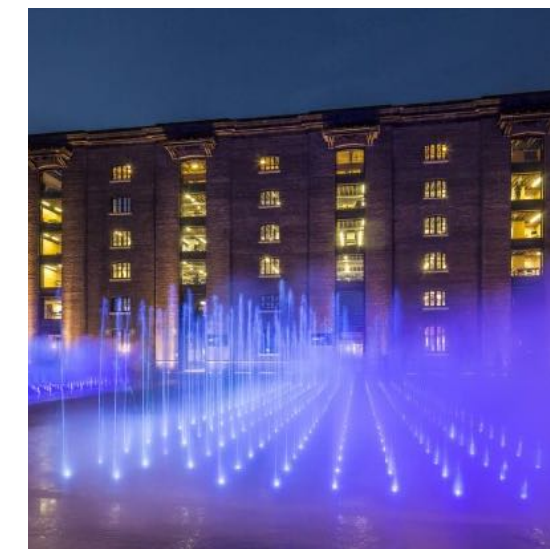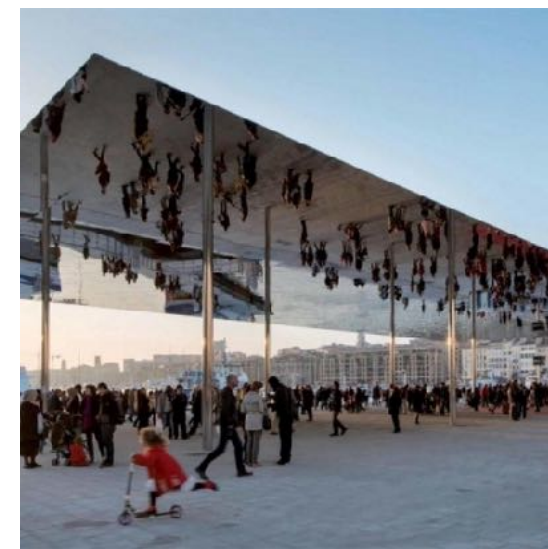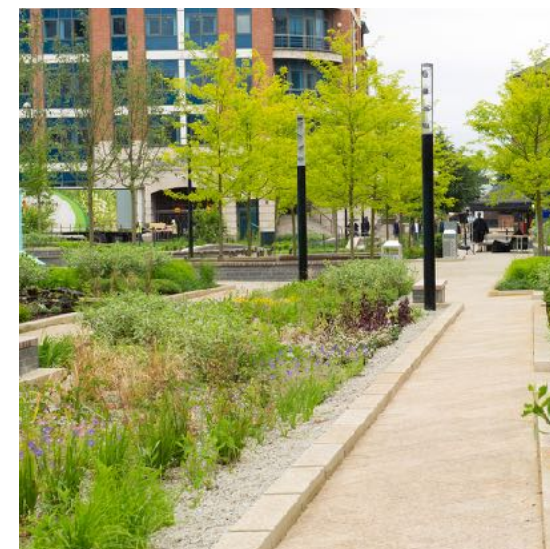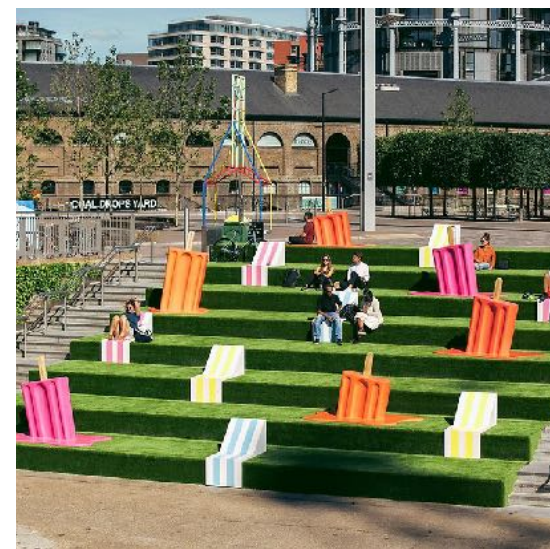
Water fountains/ features
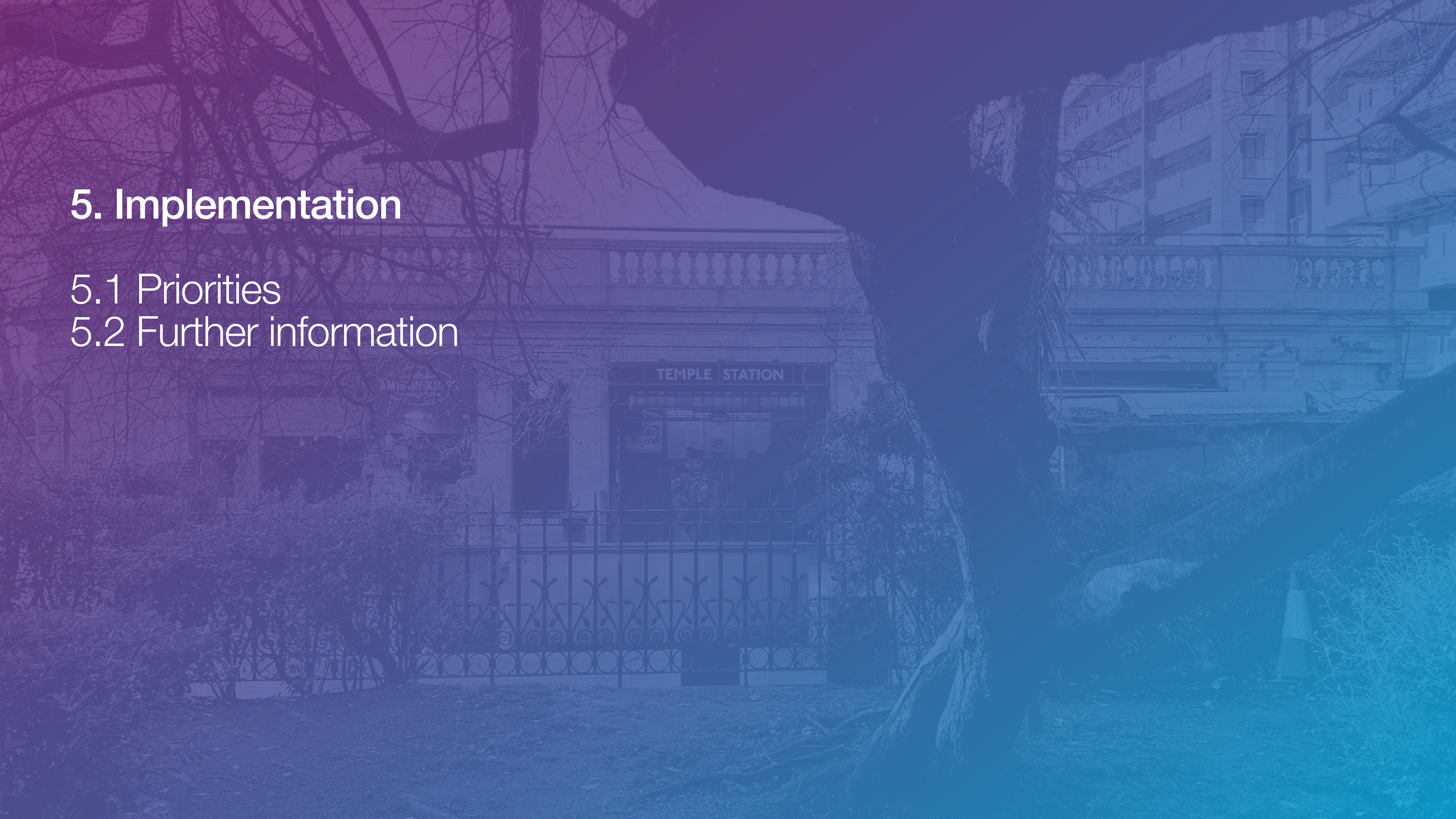
Playful or interactive elements

Concession stands and vendors
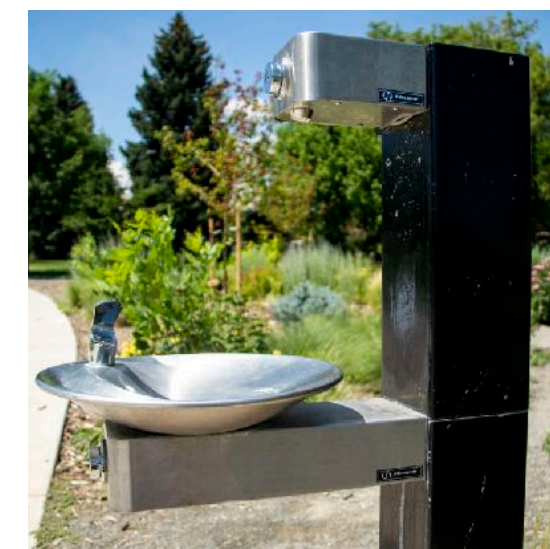
5. Implementation

5.1 Priorities
5.2 Further information

5.1 Priorities

Priorities

Through consultation, the following 17 projects have been selected from the project framework for priority action.

1. Deliver a (priority) LHQ visitor print map
2. Deliver LHQ visitor map PDFs
3. Liaise with third party digital mapping providers to update area mapping
4. Develop banner scheme to promote feature routes
5. Deliver enhanced Welcome Points at Coach and Rail gateways
6. Deliver supergraphic area maps at opportunistic locations
7. Deliver 'Gateway Maps' at London Underground Stations and Coach Station.
8. Work with TfL/WCC to develop an enhanced directional wayfinding (distance fingerposts) in key areas
9. Advocate for TfL to update Legible London mapping in London HQ area

5.1 Priorities

Priorities

Through consultation, the following 17 projects have been selected from the project framework for priority action.

10. Advocate for update to London Underground Map to better reflect the walking link to Victoria Coach Station

11. Enhance and coordinate with cycle wayfinding in area (TSRGD)

12. Enhance and coordinate with parks wayfinding systems

13. Provide Ambassadors with a new suite of printed maps

14. Distribute enhanced wayfinding maps/ information to front of house staff

15. Define a planning liaison role for LHQ with WCC

16. Support Network Rail station masterplans and wayfinding upgrades

17. Advocate for increased accessibility and accessibility information at London Underground stations

5.2 Further information

For further information about this strategy, please feel free to contact the client team at London Heritage Quarter or the consultant team at City ID.

Dan Lallana
Project Manager
London Heritage Quarter
dan.lallana@london-hq.co.uk

Alison Gregory
Director of Placemaking & Sustainability
London Heritage Quarter
alison.gregory@london-hq.co.uk

David Gillam
Strategic Director
City ID
david.gillam@cityid.com

Thank you