Legible York Wayfinding Project: stakeholder involvement and public consultation, 2014.

Project development and stakeholder involvement

1. Placemarque undertook a detailed analysis of city wayfinding, assessed key pedestrian routes and pedestrian decision points. They prepared early concept designs for contemporary wayfinding totems and fingerposts based on analysis of setting, colour pallet and local character (based on the Historic Core Conservation Area Appraisal). The concept designs were presented to key stakeholders at a workshop held on 20 May, 2014.

2. The workshop examined the concept of wayfinding through individual mental maps of the City. This helped participants to think critically about existing wayfinding and how improvements might be made. With one exception, all participants believed that York needed a contemporary solution to wayfinding. Issues raised through this workshop fed into the design process.

3. Placemarque held one-to-one consultations with **Guide Dogs for the Blind** to discuss digital wayfinding technology specifically for the blind and partially sighted. This cutting edge technology, using Bluetooth beacons and a cloud based information resource is being developed by Guide Dogs for the Blind in partnership with Microsoft. A pilot is planned for January 2015.

4. Consultations were undertaken with the CYC CityConnect Team and the Better Bus Initiative Team to consider further applications of digital wayfinding and information. The consultants prepared a proposal for digital wayfinding based on their current work in Harrogate. The results of these discussions informed the development of designs to be tested through public consultation.

List of key stakeholders 20 May, 2014

Name	Organisation
Sue Frumin	Visit York
Stephanie O'Gorman	Minster Revealed Project
Peter Brown	Civic Trust
Katherine Blacker	Joseph Rowntree Foundation
Julian Ridge	City of York Council
Esther Priestly	City of York Council
Janine Riley	City of York Council
Richard Bogg	City of York Council
Andy Vose	City of York Council
Caroline Sinclair	York Museums Trust
Steve Dann	City of York Council
David Warburton	City of York Council
Michael Hjort	Melton's, City Team & Festival of food & drink
Michelle Procter	York Cocoa House
Janet Scalley	York Marriot Hotel
Adam Sinclair	Chair of City Team
Craig Broadwith	English Heritage
Ruth Hale	University of York
Richard Hirst	York St John

Neil Rogers	York St John
Suzanne Allott	Guide dogs for the blind
Peter Barker	Guide dogs for the blind
John Yates	York Older People's Assembly
John Ives	CAAP
Emma Farley	National Rail Museum
Derek Gauld	City of York Council
Guy Hanson	City of York Council
Chris Edmondson	Wheelchair user – Equality Advisory group
	Wheelchair user personal assistant
Andy Pollin	York People First
Becca Cooper	York People First
Kate Hardcastle	York People First
Shaun Lavery	York People First
Micheal Scott	York People First
Eileen Stroughair	York People First
Elise Tagert	York People First

Workshop themes and issues.

Theme one: pointing the way

5. Simple finger post network to replace the existing cast iron heritage posts. Reason: font too small, wrong colour, elderly design. Also thinking about what they should be signing and where they should be located. Need to keep things as simple and legible as possible to help meet dementia needs as well as the needs of several communities of

interest as defined by the Equalities Act 2010 - blind and partially sighted and people with learning difficulties. Maybe useful to think about it in terms of levels in a hierarchy:

    a. civic amenities - toilets; library; council offices; railway station; bus interchanges; parks; hospital; doctor surgeries; dental surgeries; shop mobility.

    b. Main tourist attractions - museums; minster; monuments.

    c. retail areas - shopping streets; squares;

Theme 2: revealing significance

6. Information boards and plaques explaining the character of place and history and archaeology as well as historic events and individuals. For instance, the Eye of York and its relationship with politics.

Theme 3: articulating locations

7. With maps, text and images - explaining where you are and what you can see, what is around you and how to get to other locations.

Theme 4: moving around

8. Using a combination of information boards, maps, finger posts and web connection to explain how best to move about the city by cycle, walking, bus. Also to explain best routes for cycle, walking, wheelchair, blind and partially sighted. Connecting hotels and other accommodation to the centre and other places.

Theme 5: events and festivals

9. Includes a, "what's on and what's coming up" as well as signposting locations and providing information.

Theme 6: connecting places

10.   Particularly the suburban residential as well as the university. Start with secondary shopping areas, connecting people to the centre and points of interest and need as in clinics; sheltered accommodation; schools _ link with walking to school?

York Wayfinding Consultation on 20 May 2014 Comments summary:

Destinations:
- Sign Betty's
- Sign Racecourse off map
- New museum quarter?
- City Art Gallery moves to Level 1
- Museum Gardens move to Level 1
- Access points to the City Wall, are included in Level 2
- Bus information included in Level 2
- Betty's included Level 2
- York Chocolate Story moved to Level 2
- Cycling information is included on at least the map, and possibly Level 2 (cycle routes, cycle parking, cycle hire)
- Some way of highlighting common event destinations/venues
- Museum Gardens
- Rowntree Park
- Visitor Information Centre is a key destination to get people to

Note: It is Visitor Information Centre not TIC

- York Dungeon and Chocolate story should move to level 2
- Add Stonegate to level 2
- Add sub post offices to level 3
- Add city sightseeing bus stops to level 3
- Add boat pick up points on level 3
- Haymarket carpark is closed
- Haunted house is possibly closing so remove this.
- Hospital should be level 1 destination

- North Street Gardens shouldn't be a destination
- Make Riverside walks a level 2 destination and raise awareness of them so they are more visible
- Add York University
- Bar Convent should be level 3 destination
- Toilets should be level 2 destination
- Kings Manor, DIG, Memorial Gardens, Tower Gardens, Exhibition Square, Duncombe Place, Whip-Ma-Whop-Ma Gate, Coppergate Central Square, North Street Gardens to be moved to level 3 destinations
- Duncombe Place not seen as a destination
- York Dungeon, City Screen Cinema, Barley Hall, National Centre for Early Music, Merchant Adventurers Hall, Quilt Museum, Council Buildings, Central Library and Hospital need moving to level 2 destination.

Landmarks used are:

spaces –

- Parliament street
- St Sampson's Square
- St Helen's Square

Bridges for crossing the river

Shops and pubs

M+S clock

Rivers

Landmarks at major bus stops

Bus information could also be improved

Inner ring road is a key landmark and map diagram

Other felt inner ring road is too limiting as there are other important areas outside this area.

- The quarter: relates to small shops around the Minster, and Grape Lane although others not aware of this term
- Try and use the Conservation Report with the 24 character areas to help distinguish the character area names
- don't like the use of spaces (e.g squares or gardens) as destinations and explained when directing people they would use landmarks like the Minster
- One group member suggested grouping landmarks together to create areas. Such as train station, council offices and nunnery lane as one area. Another would be St George's Field and Cliffords Tower

Map content:

- Emphasise green spaces – even if they are not named or do not have known names – green area adjacent to the city wall?
- Emphasise bridges and river routes
- 3d Building for minster only but show new entrance on map
- are the building lines needed, as sometimes they seem like pedestrian paths.
- a brilliant idea to have the 2 scales of map, and that the more detailed map showed a 5/10 minute walking area. They were keen to highlight how easy the inner part of the city is to walk around.
- Need to know where you are first in order to the find your route so 'you are here' indications are important .
- Zoning for areas could be included and this added to street name signs
- 3D icons are good idea as Minster elevation is not recognizable.
- Green spaces for public use need to be better shown up on the map
- Museum Gardens and Exhibition Square needs to be highlighted as it will provide new access to the spaces behind the Art Gallery.
- Park and ride sites need to be shown.
- There is a campsite just above Rowntree Park
- Add the taxi ranks
- Would like more contrast on the detail map with colours
- Don't like the white building lines as they think it makes it look too pedestrian
- A shopping area line needs to surround the Newgate Market area

- Don't add the dead end roads on the map
- Use symbols for free wifi zones
- Road names don't stand out enough
- add the shopping outlets/centres
- Sign post off to Acaster Malbis (A village and civil parish in the unitary authority of the City of York)
- Daytime plan and night time plan is different, centre of activities change during the day. So could create an evening map
- add cycle routes, including route 65

Routes :
- Key routes – station to minster
- the wall use is quite important for residents as well as an attraction for visitors, they said that some people don't realise it could make their journeys quicker using it.
- Access points to the walls need to be clearer and where they lead to

Sign designs:
Option 1 concept with option 2 top

Like colours

Temporary – banner on side or display case on some

Monoliths need temporary space for posters. We could create template for them to follow, but need to be able to add posters that have been printed at the cheapest possible expense

One person in the group thought that as York is quite a decorative place the signs should be quite simple.

Somebody was worried the slots of design 1 might be filled with rubbish

If the cutouts at the top of design 2, or any symbols/images in general are chosen to represent an area, it was felt that local people should be asked what they feel best represents each area (or character zone), rather than trying to introduce ideas that people don't relate to.

One person felt black text on a white background would be easier to read for older people or people with sight problems.

Could there be a way of using the signs to advertise special events?

New contemporary signs is a good way to get people around, examples of similar systems say in Glasgow are very effective

- Old Fingerposts not helpful, could keep one or two as landmarks?
- Need to consider how new signs meet the ground, can street cleaners keep the area clean, dog fouling?
- Signs need to be robust
- Colours are currently a bit too muted
- Option 2 with the cut outs looks good
- Fingerpost blade on option 1 of designs is dangerous as people could hit their heads.
- Preferred option 2, but didn't want the cut outs to all be 'churchey' – the cut outs could be the subject of input from local people.
- On Option 1, don't think the cut outs represented the wall well enough and were worried people would put rubbish in them, especially students on drunken nights out
- One person on the group suggested using the old fingerposts if a new one is to go in the same place. The rest of the group disagreed with this.

Other points:

Accessibility:
- Solution for the blind – perhaps contact peter barker to see if they can suggest options
- For visual impairment Use highest contrast, sans serif font, as little clutter as possible, possibly use GPS Tech. Used to have fobs which they scanned and it gave them info. A lot now use smart phones. Also please note the symbols are worrying as they may be too small. Can we make them larger?
- Look in to Disabled GO website and link up.
- Language symbol which could link up digitally so it could be heard for the visually impaired
- Worried about the glare on the glass so needs to be matt finish

Minster Scheme

Would it be worth speaking to the designers for the signs in the Minster area, to see if our designs will complement them.

Street names

Currently street name signs are not clear enough and these could be made clearer to help orientation.

Visitors

Lots of changing nationalities coming to York as visitors, so need to be aware of this.

Wifi:

- Free wifi zone information needs to go on the signs this will be available in the city from June.
- Should the signs include digital screens?
- Added digital info could assist with accessibility issues?
- Could the monolith be digital and have electric hook up, could solar panels be used?

Pavements:

- Take away the transport screens to de clutter the streets
- Paving not good on some pavements

Consultation comments

Previous consultations on other schemes not clear how comments have been taken on board, will comments be listened to.

Consents

Shop owners use A Boards as the council won't allow wall mounted signs so we may need to get permission to put up the wall mounted signs

Public Consultation 1 September to 13 October 2014

Overview

11.   Detailed designs, including a full size mock-up of a contemporary wayfinding totem formed part of the full public consultation.   The consultation designs are attached as **Annex A.** The full list of consultation comments and individual letters are attached as **Annex B.**

12.   Comments were invited through a questionnaire based around the nine exhibition boards. The questionnaire contained seven yes/no/don't know questions and four opportunities for free text including general comments.

13.   The questionnaire was available in paper form and on-line via Survey Monkey. A total of 174 individuals completed the questionnaire. 81 on paper, and 93 on-line. Many of the paper returns were collected at two manned city centre exhibition events using the Mobile Exhibition Unit (Saturday 20 September and Saturday 4 October). There was good attendance at these events although not everyone filled out a questionnaire.

14.   Specific discussions were held with dementia sufferers and dementia consultants working for the **Joseph Rowntree Foundation**; People with Learning Difficulties through **York People First**, and Blind and Partially sighted through **Guide Dogs for the Blind**.

15.   Presentations were given to: the **Conservation Area Advisory Committee** (7 October 2014); **Micklegate Ward Committee** (2 October 2014); **Micklegate Resident's Committee** (8 October 2014) and **Guildhall Resident's Forum** (15 September 2014); the **Equalities Advisory Group** (3 September 2014); and, **York @ Large** (2 September 2014).

16.   Three public drop-in sessions were held in the foyer of West Offices running from 11:00 until 19:00 (10 and 23 September 2014

and 8 October 2014). These were poorly attended despite social media alerts and press releases.

17.   There were three separate written responses from the **York Civic Trust**; **English Heritage**; and, Elizabeth Smith of the **Dringhouses Local History Society**. There are recorded minutes of the **Conservation Area Advisory Group** meeting.

18.   Responses to the consultation questions are presented as bar charts and a table of written comments detailed in Annex H. Respondents were a mix of residents, day visitors (regional and further afield), and longer stay tourists (notably Australia and New Zealand).

Question one - Do you agree that York needs a new wayfinding system for residents and visitors?

19.   The majority of respondents (73%) agree that York needs a new wayfinding system.

Question two - From the four wayfinding options which one is your preferred choice in terms of meeting the needs of residents and visitors?

20.   A significant majority are in favour of a contemporary wayfinding solution as represented by votes for Option 1 and Option 2 (in total, 69%). Option 3, retrofitting the existing cast iron finger posts and map holders received little support (21%). A fourth option, do nothing, barely registered (10%).

Question three - Is the city centre map easy to understand?

21.   Respondents were split in their answers between yes (57%) and no/don't know (47%).

22.   The reasons for this are reflected in the written comments that the majority of respondents provided. The headlines are that the map is very cluttered and confusing. There is far too much information and far too many colours are used. One comment that sums up a lot of feedback is:

"It's a terrible muddle! Far too much info. Far too many Streets marked. Very intimidating and challenging for most people".

23.   The dementia sufferers agreed with this assessment and found the map very challenging, in particular the mix of colours and clutter.

Question four - Are any key city centre features missing?

24.   The majority are either not sure (47%) or thought that there were missing features on the map (19%). In hindsight, this question might have been phrased differently. If you don't know the city particularly well it would be hard to answer the question.

Question five - Are the symbols used on the maps easy to understand?

25.   There was a resounding yes (82%) to this question but when the written comments are taken into account, it is clear that many people found the symbol design and colours confusing and not particularly legible. Several people felt that there were too many – adding clutter to the various maps.

"Many of the symbols used appear to be standard designs, yet because of the choice of colours they lack the familiar communication and so aren't very user friendly."

26.   Dementia sufferers quite liked most of the symbol designs but when asked whether a simple circle rather than the 'ragged' edge would be better they agreed. They also felt that clearer colours and larger size would be much better. Pictograms were generally liked however.

Question six - Is the detailed mapping easy to understand (Board 07)?

27.   Interestingly, the majority of respondents (84%) clearly felt that the detailed mapping worked much better than the city wide map. The colours work better but design still came in for much comment similar to comments for the city wide mapping.

Question seven - Do you think the inclusion of local character is a good approach?

28.   It was particularly important to try and link wayfinding with the character areas identified in the Historic Core Conservation Area Appraisal. The consultant came up with the idea of using symbols for each character area and they drafted three examples as detailed on boards 8 and 9. The majority of respondents (63%) were, in principle, very supportive of the idea but written comments were very varied. Several people commented that it added unnecessary visual clutter to the totems and seemed confused. 28% of respondents were uncomfortable with the representation of character.

"I like the illustrations, but when placed on the totem I feel it is a little overpowering and makes the totem look too busy. Maybe using them on a smaller area, maybe the side panels would work better."

"It gives some good clues about what the area represents and some things to look out for"

"Visually attractive and sums up each area, good for tourism."

"Would make nice wallpaper or design for mugs, towels etc."

"The designs are too fussy. A single image would be clearer and more obvious."

"As a York resident it wasn't obvious to my husband & I what some of the symbols actually related to so I think that they would probably be lost on visitors."

"I'm not sure it's a good idea to have the illustrative examples in bright colours - they clash with the very colourful main map, and make the whole wayfinding post a little garish. More subtlety and 'class' is required I feel."

General comments

29.	These comments are quite mixed but only eleven people left significantly negative comment. The majority were supportive overall but specific in critiquing elements of the design not covered elsewhere.

"I understand that there needs to be a system that takes into account disabilities and equality, but it really needs to fit in with the historical character of the city. These new signs are extremely 'modern' with their sharp edges and bright colours. I really feel updating the old system will keep much more in the character of the city, whilst still aiding both tourist and local pedestrians."

"The detail and clear nature are a vast improvement on the simplistic finger point approach currently used."

"Please lets have some modern looking maps and signposts, the existing fingerposts are terribly old fashioned."

"I like the 'minutes' to different attractions - gives an idea of distance."

"I can see what you are trying to achieve. Also that the amount of information to be conveyed is very high. I don't think you are there yet. What we have at the moment is a project team's vision of wayfinding for York. Consultation at this stage is good and very necessary as significant change will be needed before it is right."

"Proposals do not respond to the needs of the blind, partially sighted, those with learning difficulties, or dementia – far too much

information, and too small...As a resident, I find the differentiated areas very interesting...The map seems to me to be fine: it has the streets where people circulate highlighted in yellow and good reference points (eg. Union Terrace Car Park) – Extra features need to be added, otherwise it seems fine to me. "

Specific responses

York Civic Trust

30.   The York Civic Trust have expressed misgivings about the proposed new wayfinding designs. They feel that the overall approach is not right for York and that the totems and fingerposts will be a significant detractor. They believe that available funding should be spent on repairing and renewing the existing cast iron finger posts and map holders. They believe that it should be perfectly possible and cheaper to do this.

Conservation Area Advisory Panel

31.   The Panel reviewed the public consultation draft on 7 October 2014 and expressed grave misgivings about the proposals and felt it was appalling and unnecessary. Their two main points were that the design was confused and completely out of character for York and that the totems and finger posts would add significant clutter to the city centre. At a second review of the current final designs on 2 December 2014, members of CAAP could see no substantial improvement and stood by their original comments.

English Heritage

32.   English Heritage are fully supportive of a contemporary wayfinding system for York and specifically welcome Option one. They stress that new signage should be carefully sited and be respectful of setting. They also emphasise the importance of York's complex network of medieval streets and allude to the need not to over sign the city. With regard to the existing cast iron finger posts, they explained at the second stakeholder event that these are

examples of historicised street furniture and that York would benefit from a more contemporary approach.

York People First

33.   Generally they felt that the map was confusing and the design of the totem was too busy and confusing. They felt that the colours made it very difficult to see information and the symbols were hard to identify.

Joseph Rowntree Foundation

34.   Consultant's working for the **Joseph Rowntree Foundation** attended a meeting at West Offices with a group of dementia sufferers to examine the mock-up totem and to look in detail at the map design. They really liked the use of 3D and 2D representations of the Minster and the Bars but felt that the rest of the design was confusing and cluttered. They also felt that photographs of things would be very useful. They felt that clearer fonts were needed and different colours used.

Guide Dogs for the Blind

35.   A parallel project in partnership with Placemarque and Guide Dogs for the Blind utilising digital technologies will be piloted early in 2015. Their general comments on the consultation designs were principally about colour contrast and legible fonts.

Final designs

36.   Following the closure of the public consultation period, Placemarque prepared final designs(Annex C) meeting the majority of substantive critique of the consultation proposals. They specifically addressed legibility through redesign of the maps and simplification of the colour pallet and symbol family. They developed two versions of the map, one with 'flags' as a visual aid to dementia sufferers and others with cognitive challenges. They also redesigned

the totems making them smaller, less obtrusive with toned down character symbols. They also changed some of the fonts on the maps to improve legibility.

37.   This redesign was tested at a second stakeholder workshop on 26 November 2014. All attendees agreed that the final design was a huge improvement on the consultation version and fully appreciated the steps taken by Placemarque to address the main issues and the scheme's legibility credentials. In particular the **Joseph Rowntree Foundation** dementia consultant was very supportive of the new design and felt that the version with location flags was particularly helpful to dementia sufferers. All agreed that the map was now fit for purpose subject to some minor changes. All, apart from the **York Civic Trust** felt the totem design was a great improvement and would add value to the public realm. Concerns were raised by some participants about the number of proposed signs and potential increase in street clutter. The workshop felt that the number of proposed totems and fingerposts could be significantly rationalised. The group felt that phase one distribution could be informed by a detailed examination of the Station to Minster route in the company of dementia sufferers; partially sighted and others to determine exactly where maps and signs would be most appropriate. Implementation of this phase will inform the distribution of signs and maps in all subsequent phases.

List of key stakeholders at the workshop of 26 November 2014

Name	Organisation
Peter Brown	York Civic Trust
Peter Addyman	York Civic Trust
Sue Houghton	Reinvigorate York Programme Manager, City of York Council
Guy Hanson	Design, Conservation and Sustainability Manager, City of York Council
Derek Gauld	Major Projects and Initiatives Manager, City of York Council
John Nicklaus	Conservation Area Advisory Panel
Craig Broadwith	Historic Areas Advisor, English Heritage
Richard Bogg	Highway Development Manager, City of York Council
Esther Priestley	Landscape Architect, City of York Council
Julian Ridge	Quality Bus Contract Advisor, City of York Council
Sue Frumin	Visit York
Damian Murphy	Joseph Rowntree Foundation

Issues raised at the workshop of 26 November 2014

Session one - design

38.   Lighting. Is it our intention to light the monoliths? Most thought this would be a good idea if possible, but the costs issue needs to be investigated – liked the idea of a subtle wash of light created by LED. If they are in well lit areas would this matter though?

39.   Most views were that the scale of the monolith is probably about right for York. Dissent offered by the Civic Trust. Although these types of monoliths eg. London; are clearly useful, they are still an offence to the streetscape. The new designs are however much better. If you need maps then the proposed maps are definitely better.

40.   Heads up mapping works for most people especially in the street but north should be more prominent on the map rather than on the monolith itself.

41.   There were a couple of questions about whether white lettering on a black background as for the 'flags' was legible for some people. Need to check this. Brief trawl through the internet reveals that black on white does provide good contrast for partially sighted but is rubbish for dyslexia (cream background and black lettering better for example). Also it appears white on black is not brilliant for anyone with Astigmatism (C.50% of population).

42.   Flags. Add clutter and visually challenging but good idea for dementia sufferers. Cuts out several cognitive steps and gives an instant reference point. All agreed that this is an idea that should be considered but maybe using flags sparingly – only for the top ten destinations. Flags might also be different sizes? But maybe that this would just add confusion.

43.   One thing that could be done is cut out all superfluous words.

44. The red 'you are here' works well and some thought this might also be used at the edges, as for example, with 'to the hospital'. Explained that this wouldn't work as it gives it hierarchy which isn't required, red is for use with the YAH and walking square to give it emphasis.

45. The city wall highlighted as a dashed line to emphasise it's identity as a pedestrian way understood but perhaps should still be a solid line and highlighted as all the other heritage asset sites (since then, in conversation with landscape architect – dotted line maybe should be retained?). Wall access points a good idea but need to be larger.

46. The retail areas are too subtly picked out – explore other graphic ideas for emphasising without impacting on legibility. At least half of visitors come to York for shopping (albeit in an historic setting).

47. Some discussion on the use of black on the monolith – might it seem a bit like a black hole? Maybe think about shades of lighter grey?

48. Damian Murphy representing Joseph Rowntree Foundation said that the maps and monoliths were a vast improvement on the previous iteration and go a long way to addressing the needs of dementia sufferers. He will show the maps to his team for comment.

49. They liked the folded map but think there is a need for a wider area map to include the park and ride sites. Handheld map – could have commercial info. Need to be careful though need o be even handed and not over promote certain shops/cafes. Separate shopping and retail map?

50. Need to review how to show bus interchanges, bus stops, coach drop off and park and ride, one symbol does not work for all. Suggestion is to show bus interchange only on wide area map, and

the detailed map can show park and ride stops and coach drop off stops. show colours? Vertical Bands?

51.   Access points to the wall show as stepped

52.   Green areas show as paler for private green spaces

53.   At station show detailed entrance on detail map, possibly 3D. Show short stay car parks and drop offs.

54.   Make sure the 3D drawings don't block routes through.

Session two – location and phasing.

55.   Too many locations for monoliths and finger posts – danger of re-cluttering the centre. Orientation points need to be revisited to make sure that we are identifying the right decision points. And not adding to clutter. Need to be aware new locations assume removal of existing digital kiosks and some city scape map signs. Locations are also trying to encourage wider use of routes rather than the few routes currently always used. Locations of phases needs to also take in regeneration schemes already online.

56.   Could some maps be located on bus shelters? Only if the locations are the right place for wayfinding needs.

57.   Map signs need to be outside major attractions to encourage visitors to go to next sites.

58.   Wherever possible the use of wall mounted boards should be used – Civic Trust will help negotiate with property owners. But wall mounted is not always in the right location for orientation, and particularly in busy shopping streets the best location is in the middle of the spaces not the edges.

59. Best way to proceed with this is to walk the routes. Priority Station to Minster. Damian Murphy offered to walk the route in company with others. This will allow the principles to be established. Get this right and the rest of the city will be relatively easy.

60. Need to be sensitive about where the signs will be placed i.e. in historical context like in front of the minster or other historical places.

General points

61. Civic Trust have big issue with replacing current finger posts with contemporary versions. They do not see the need. They feel that if the existing kit was cleaned and repainted this would do the job. They need further clarification as to why they need to be replaced. English Heritage expressed the view that the cast iron posts were historicising (to make appear historical) and that contemporary wayfinding solutions would be much more preferable. EH support replacing the cast iron posts. Further points were made that the wayfinding system should be consistent – the family of signs should have similar fonts and design so that they are easily recognisable.

62. The locations of many of the existing posts are where the map signs need to go, and in order to get the existing system up to date, all fingers need to be removed, leaving just the old post, and new castings then need to be made in a more suitable font, along with consistent icons.

Further consultation

63. The redesign was also discussed on 4 December 2014 with **York people First** who represent the views of people with learning difficulties. They felt that the map was now very clear and preferred the version with the flags which they felt gave very clear information.

They also liked the redesigned symbols and felt that they were large enough and very easy to understand. They liked the pictorial representations of the Minster and the Bars but would like to see more and mentioned the Shambles and the Barbican as examples.

64.   They pointed out that the street names on the map are uppercase and queried that this should be sentence case.

65.   They liked the dotted line on the wall indicating it was walkable.

66.   Further minor changes will be made to the design taking account of this feedback.

67.   The redesigns were also shown to the **Joseph Rowntree Foundation** dementia group in December 2014. Their response was extremely positive especially as it was such a difference from the original busy and intricate maps presented to them.

68.   When looking at the two maps (one with flags and one without) there was a universal approval in favour of the map with venues flagged up on the map.

"Well, you need to know where you are - those signs are clear.. that's perfect".

"That's so much clearer".

"I don't have to think about working out where I am from a key".

Conclusions

69.   The final designs as shown in Annex i, address all the substantive matters raised through public consultation and stakeholder input apart from the issues raised by the Conservation Area Advisory Panel and the York Civic Trust. their concerns can be summarised as:

    a. The proposed contemporary designs for the totem and the fingerposts do not reflect York's special qualities and will be a significant visual detractor.

    b. The proposed distribution of fingerposts and totems will significantly add to city centre clutter.

    c. Existing wayfinding could be, and should be, enhanced to meet legibility criteria and be retrofitted with new maps.

70.   The first point is not supported by English Heritage or public consultation feedback and Placemarque have worked hard to deliver a contemporary design that takes account of York's special character and qualities, specifically reflecting the identity of historic core character areas. Contemporary fingerposts and totems also provide a 21st century design addition to the public realm that supports many of the city's aspirations for future growth and identity as reflected in the current UNESCO designation as City of Media Arts. Also, Placemarque have a track record of delivering bespoke contemporary wayfinding in other historic locations and have won awards including an award for best public realm project form the Oxford Civic Trust.

71.   The second point has been noted by others and detailed assessments will be carried out to ensure that new fingerposts and totems will not contribute significantly to street clutter. Wherever possible and practical, wall mounted maps and signage will be used. The Civic Trust have offered their services to help in discussions with property owners to achieve this.

72.   The third point is more complex. Initial investigations by Placemarque suggest that the manufacturers of the city's cast iron fingerposts are still in business and could provide new fingers that are more legible. These would need to be designed specially for York as the standard fingers and fonts would not meet legibility criteria for the city. The costs of retrofitting existing fingerposts and supplying new ones would be comparable to the cost of providing the contemporary designs proposed by Placemarque. The cast iron map holders would not meet design or legibility criteria (developed through the project) very well although the maps themselves could be replaced. There would need to be a significant increase in the number of cast iron map holders which would be difficult to locate without substantial visual intrusion and clutter. A mix and match approach utilising cast iron fingerposts and contemporary totems could be contemplated but would result in two different systems of wayfinding in use.

73.   The project design process has been undertaken to meet the legibility and accessibility needs of the 21st century and to deliver a system that is robust, easy to understand and sustainable as well as respect the character of York's historic setting.
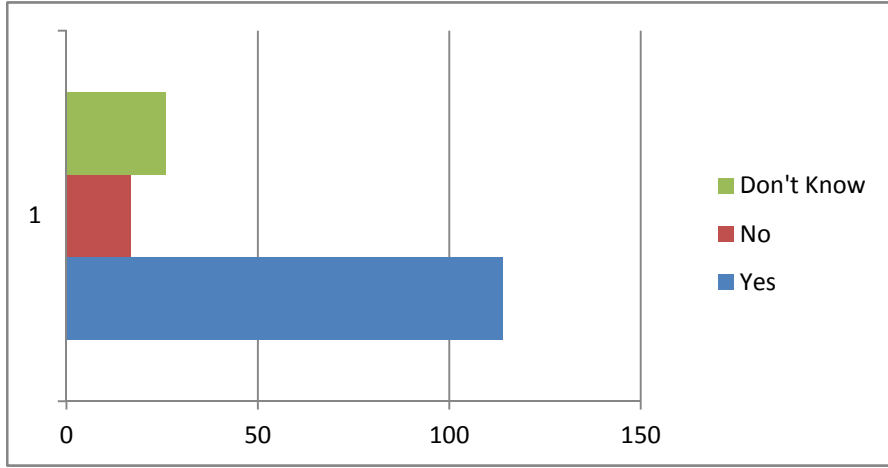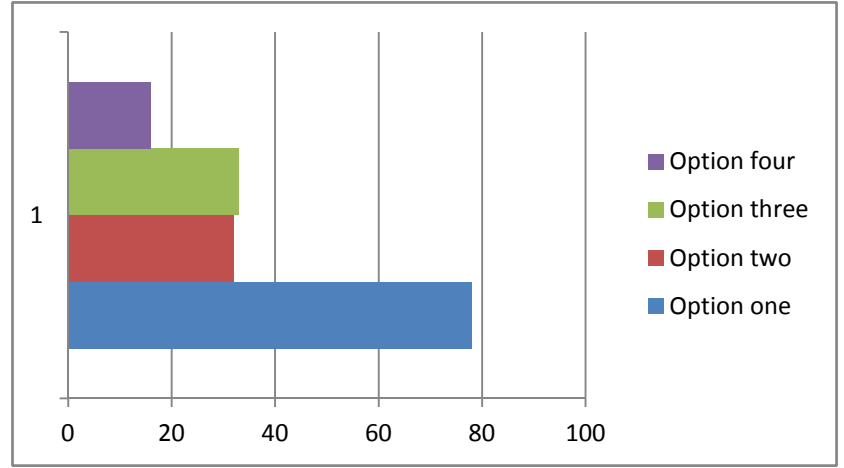
Annex A: public consultation designs

Annex B: public consultation comments

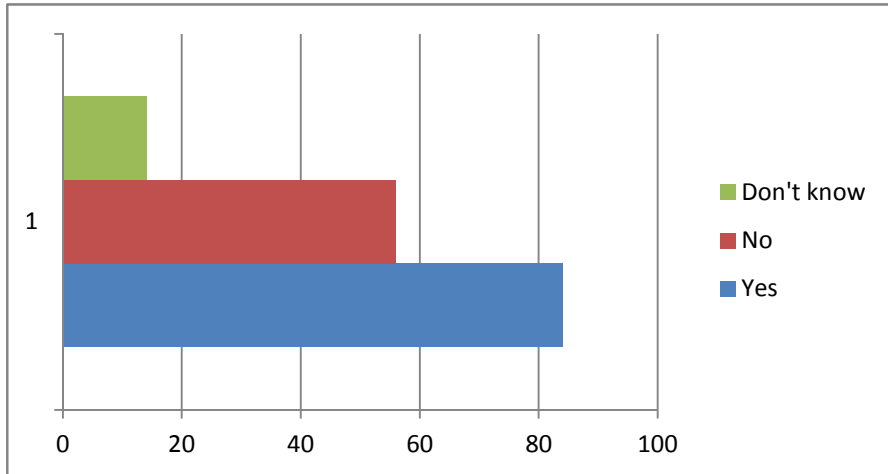# Legible York Wayfinding Project public consultation:feedback on questions

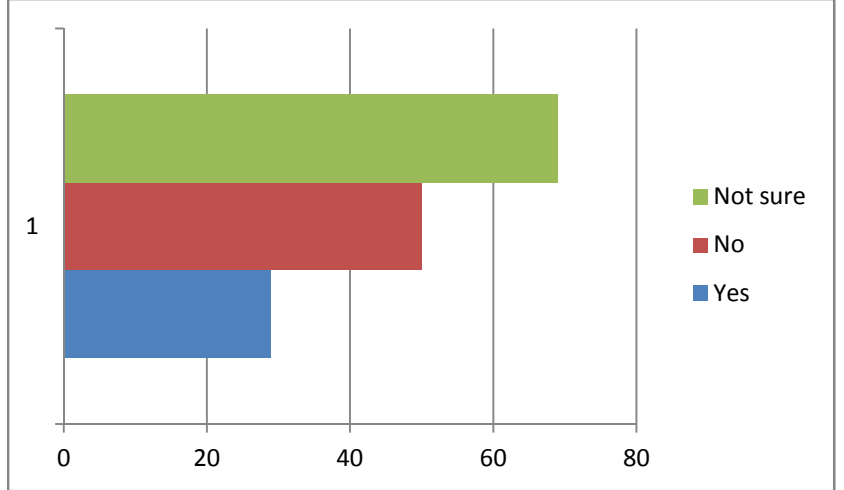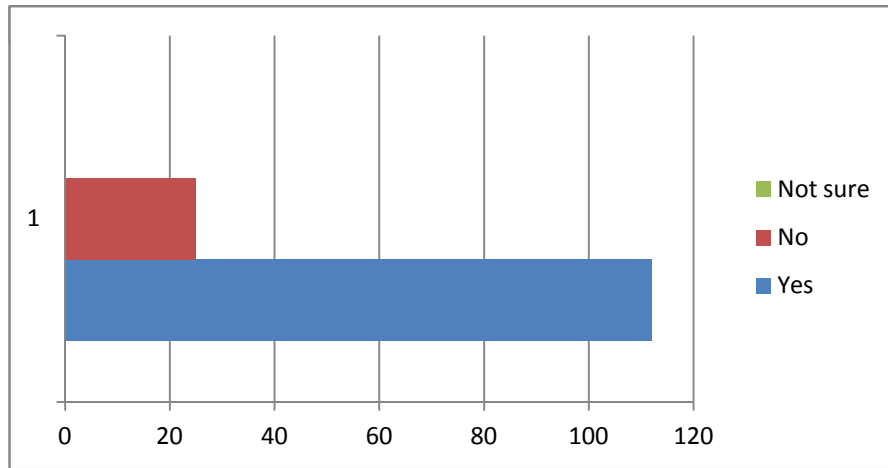### Do you agree That York needs a new wayfinding system...?

Legend:
- Don't Know
- No
- Yes

Preferred choice...?

Legend:
- Option four
- Option three
- Option two
- Option one

Is the city centre map easy to understand?

Legend:
- Don't know
- No
- Yes

Are any key features missing?

Legend:
- Not sure
- No
- Yes

Are the symbols eay to understand?

Legend:
- Not sure
- No
- Yes

Is the detailed mapping easy to understand?

Legend:
- Not sure
- No
- Yes
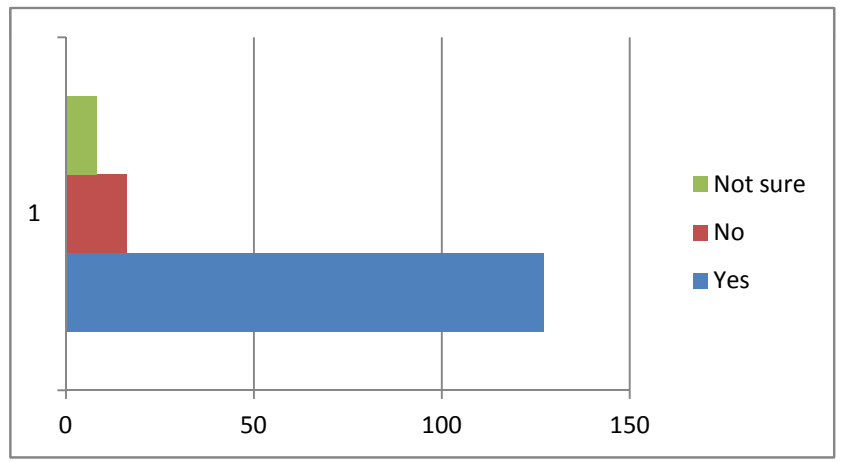
Is the inclusion of local character a good approach?

Legend:
- Don't Know
- No
- Yes

Q3: Is the city centre map easy to understand?	Q5: Are the symbols easy to understand?	Q8: Comments on the character symbols and design	General comments
Too much red on the map	Different coloured symbols for key sites eg. Loos.	Character symbols too busy - a single icon would be better.	Black is not a brilliant colour for the visually impaired (black as background we think)
Really hate this 'heads up mapping'. It is counter intuitive. All maps should be facing north.	Check symbols - Barbican needs a theatre, no icon used. What is a bus interchange? Mansion House not drawn as historic house. York Dungeon not got museum icon. Suggest colouring numbers rather than no's and icons - overcrowded map, so blue = museum.	How about some narrative instead of the character symbols	We like the green colour (option 2)
The square on the large map could be slightly translucent to emphasise the difference.	(no) Because of colour and contrast bad.	Would have less of this and more space for maps etc.	The lower two panels could be the same colour as the top i.e. black.
Font is too small for street names	Too many even though they are clear	It gives some good clues about what the area represents and some things to look out for	Maybe have a character panel at the top next to the Yorkshire rose? And maybe only have one character panel at the bottom instead of six. Maybe one could be used for leaflets?
Better listed by numbers	Larger print	Visually attractive and sums up each area, good for tourism.	Include edible gardens in local character
I believe it needs a legend saying south top.	Symbols are too small & not 'iconic' enough - eg. Horse & cart. The flower shape gets lost - a circle would be neater.	Beautiful	The detail and clear nature are a vast improvement on the simplistic finger point approach currently used.
Colour contrast/ red colour/ font size - get expert opinion and range of age groups.	Hard to see, at least on computer screen.	Utilise local artists perhaps?	Need for additional boards for the promotion of events as recommended by scrutiny committee looking to promote the

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			night time economy.
You are here symbol needs to be bigger. Mobility access to attractions? Too similar colours in map hard to distinguish between greens and purples	(yes) But the wrong colour.	Use the board as a combination of a showcase for local artists and a cultural push.	Put panels at child readable heights please. They are too tall for wheelchair users too.
In general yes but you should avoid using 2 green and 2 purple colours to improve clarity. * see Q9. Also pink/ orange colour missed from key.	Too many, it will take forever to read.	Suggest colours should be more muted.	As a visitor I want to know what is close by and how to get to other attractions. Design of all boards can tell a story about character - too much focus on character area and specific imagery complicates. Lots of cross checking of detail still needed.
Needs a safety screen, prevent painting by rough artist graffiti	Continual need to refer to a list is not good. Name the features on the map itself.	Use of local artists and culture would be good.	Red colour, and white and red is a problem.
Difficult! Not clear where the 'you are here' bit is - needs to be bigger.	Vehicular symbols are insufficiently individual.	Too much of the sign is illustrative patter. Move the maps LOWER.	The critical issue in York for partially sighted and disabled is physical routes i.e. Widths of pavement, pedestrian safety versus vehicle access - money would be better spent improving footpaths and access to attractions.
It's a bit busy	Main ones are ok (campsite, tourist info, bus and rail interchanges, parking, museums) need to rationalise others.	Over complicated and add no value	It is essential, especially for visitors that all maps have a scale bar to judge distances. A north arrow would be a good idea too. You may also want to consider putting the main cycle friendly routes on the main map. **Also at a time of tight

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			budgets, the cheapest and cost effective solution should be chosen to ensure budgets are made available for key services such as the Yearsley Swimming Pool.
Too detailed and too much overwriting with symbols	Rather small. More different colours needed.	It's a jumble.	Cover map with safety flex-a-glass to prevent damage.
Too much information. All traffic data should be on a different map. All private commercial on different map	Many of the symbols used appear to be standard designs, yet because of the choice of colours they lack the familiar communication and so aren't very user friendly. The coach drop off, coach park and bus interchange are not well differentiated between and would definitely serve to confuse. Why is private green space denoted? There's a peachy colour on the map that isn't in the key - either an omission or not that important - in which case why use colour in first place? The frilly edge to the symbols just looks unnecessarily fancy	Is the extra expense worth it for visitors who may not be concerned?	I understand their relevance because of the display but without the explanantion I would not - Museum Gardens is ok but the other 2 do not look very 'York'.
Too much information.	Too small. All the same colour. Too complex. Why pink for car parks when the P is always white out of blue? Symbols don't need to be illustrative - they need to be different from each other.	On the character area map no colour key is given.	North should be at the top of the map!!
Detailed area maps are fine. Whole	The colours are difficult - I cannot	Very well done.	You must have north at the top of

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city map is too busy	make out any private green space the shades of green are very similar, if there is any private green space is it shown and is it relevant? Its clearer on the detailed map but pointless showing it.		the maps (this is not Doncaster, Kings Cross
Think about colour	Majority are clear. Horse and carriage is very small and hard to see.	a smaller block would look better	City of York has demonstrated again its lack of understanding how to plan, operate, and maintain a unique irreplaceable city in a logical and intelligent manner. The city is one large historical museum that cannot be replaced. Incredibly city managers are blind to this fact permitting ever increasing damage, inconvenience and pollution due to absurd criminal traffic conditions. Incredibly its city manager is more concerned about the harmless geese droppings rather than serious ongoing matters. No private traffic should be permitted within the city ring roads. Regarding the money wasted on this signboard initiative – the city is a live historical museum – part of the pleasure discovering York is that it is a puzzle – let it remain a puzzle so tourists can sit at the hundreds of coffee shops and discuss and plan their next move. York is (serving?)

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			history not efficiency York is serving the past not perpetual traffic jams. As the City of York is incapable of understanding such logic, perhaps a commission should be activated to create a new kind of city government!
Lot of colour; almost overwhelmingly so.	There isn't much difference between private green spaces and public green spaces in the depth of colour. I would perhaps use dotted green for one and bold for the other	They make the board too cluttered	Theatre Quarter? Cultural Quarter? I don't think so.
Not enough names of streets	They are surrounded by ridiculous shapes and unclear.	Would make nice wallpaper or design for mugs, towels etc.	Must be vandal proof (if that's possible!)
Fairly easy to understand but a bit cluttered.	See above.	Info brochures (would be) much better. Otherwise town is cluttered with boards.	More street names in the central city.
Quite busy.	• Too many of the symbols are similar to one another which is not helpful. This includes the coach park, coach drop off and bus interchange symbols; and the shopmobility and disabled toilet symbols. • The horse-drawn carriage and road train symbols are completely undecipherable. • The historic house symbol does not appear to have rendered	Looks nice	Please lets have some modern looking maps and signposts, the existing fingerposts are terribly old fashioned.

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	properly on the map (see house by item 29 on Stonegate).		
Too much detail and too many colours. Looks 'busy'.	yes but no, because of the additional shape distraction	Cost is a key factor. Look good and add interest but may not be worth the extra money.	Please don't use option 2 - many reasons.
Too busy. Too small print.	Far too many different symbols.	Illustrative drawings as patterns are a distraction.	Option one looks the clearest option. The existing signs are confusing and look tired.
Too busy/congested. Takes a long time to identify ? ? Location	Could some of the icons be different colours? It's hard to find things on the map as they are all pink. Maybe different colours for different themes, transport/utilities/attractions?	Rather a lot of character areas but interesting.	
Too cluttered. Try mixing in lighter colour such as yellow for target areas.		Think it's a good idea, depicting the different areas.	Why can't we have digital signs that are always up-to-date.
Far too much colour - a restricted palette would make items of interest stand out better.		Local artists?	Option 1 is good except too dull and fussy. We need contemporary smart lines & colours, not fussy patterns.
Circle and box should be subtle and not red.		Looks tacky and distracting - will quickly become unclean.	Strange that the 'you are here' is not in the centre of the detail (map). Nice idea but the overall colour scheme needs a lot of refinement.
Symbols are quite small to read as are the street names. If, e.g. I was looking for the Quaker Meeting House - would I find it? (Friargate).		This is just a new sign rather than a new wayfinding system.	The detailed map is "better anyway". Larger type please
Consideration of colour blindness please		Too many. Too busy.	The Monoliths: will look very tatty quickly. People like finger posts if

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			properly maintained.
Would be better with different colours, pictures or 3D of sights (not red blocks). A bit busy.		This is quite helpful for visual recognition	I like the 'minutes' to different attractions - gives and idea of distance.
It is a mess. It might work for a big city like Leeds but the colours are just plain wrong, and its impossible to pick out information.		The detail bottom wallpaper panels are too fussy & not needed. They spoil the clean lines of the design.	Put north south east west on the maps.
Too much detail - especially outside the city centre colour scheme. Too dark overall		The designs are too fussy. A single image would be clearer and more obvious.	Keep it simple!
Very messy. Too many colours. Not for the colour blind. Don't know what the numbers (represent?)		Words better for me than your pictograms - picture better too.	I can see what you are trying to achieve. Also that the amount of information to be conveyed is very high. I don't think you are there yet. What we have at the moment is a project team's vision of wayfinding for York. Consultation at this stage is good and very necessary as significant change will be needed before it is right.
It's a terrible muddle! Far too much info. Far too many Streets marked. Very intimidating and challenging for most people.		Both are confusing (including the detailed map). The Minster is clear but the Bars look similar.	Probably too many icons. Simpify.
28 shaped/coloured symbols and 99 locations? Overload! Do we need some items - e.g. Horse drawn carriage stand!? Throughout the scheme the typeface lettering is		To busy - needs colours but not all the images together. And less of it on the sign (4 panels not 6)	Detailed map has too large a colour palette. Why red and pink? Many of the current finger sign posts are twisted round & point incorrectly. More secure fixing required.

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much too small.			
Too much pink and lilac - looks cluttered.		?is better with large map - but RHS(?) is too fussy	Proposals do not respond to the needs of the blind, partially sighted, those with learning difficulties, or dementia – far too much information, and too small. Nothing for children. Or for the elderly, assuming they have got good eyesight and adequate literacy skills. As a resident, I find the differentiated areas very interesting. Have you asked visitors actually looking at the present panels what they think of them? The map seems to me to be fine: it has the streets where people circulate highlighted in yellow and good reference points (eg. Union Terrace Car Park) – Extra features need to be added, otherwise it seems fine to me. Re: people with dementia: I suggest you consult the Altzeimer's Society. One idea could be to include pictures of York 50-60 years ago, but including things eg. Cars, prams, that would prompt longer term memories for this group. Has there been an analysis of where people first set foot on terra firma in York? i.e. the Station, the various caparks and main bus stops as these need

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			including, perhaps with special symbols – they are the principle reference points (together with the Minster) for visitors. I would be interested in commenting on any revised ideas you may have – also in pre-viewing the consultation material: the material in the libraries has confusing differences with that at West Offices and has been time consuming to sort out.
There is far too much information to digest quickly. Needs separate maps for various aspects.		Seems like a lot of artificial creations.	
Far too busy		Dark green colour on board 3 most distinctive	For consistency for map use and associated grid information, the York map should always be north pointing up. Street names should be included for all streets meeting at the 'you are here', so that by reading street name plates around the tourist into map can orientate the user.
Too small. Cluttered. Use some lighter backgrounds to improve contrast. Colours of symbols too similar to their backgrounds. Both reds.		No idea what the castle icons are supposed to represent!	The group's (consultant's) work for Stratford shows a proper restraint: these proposals for York are over-egged with tedious historicism. Smaller, half width monoliths, as in the Stratford illustration would be preferable, and the proposed monoliths for York are much too tall

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			(taller than the existing finger posts in fact).
From the image on my screen the map seems far more complicated to what we have at the present time.		Messy and requires local knowledge e.g. You have to know what the stonemason symbol implies.	Would be better to renovate existing signage.
Far too busy in terms of icons. The displayed one was 'upside down' with North at the bottom, even those familiar with reading maps are used to orienting them with North at the top		Unlabelled images do not add anything. Central Historic Core Conservation Area map is e1cellent but put area names from Placemaque map onto it. Placemarque: just a jumble of lines! Bad! Patterns of symbols (obscure...) are not a good use of space.	All information should clearly show current locations for visitors including orientation N?S or E?W.
Too much red - what does the circle donate?		Makes boards look untidy - overkill	You are here is critical.
The number of colours used makes the map very confusing, everything is competing for attention. I would like to see the most relevant features being prominent (destinations and routeways) against a muted background of lesser relevant 'noise'. The roadways jump out at the viewer like a plate of spaghetti, there is no subtlety to the choice of colours and there are too many being used. Why is 'red' used to donote major landmarks and the grid, circle, square shapes - it adds to the noise. Everything is heavy in		Wholly misguided. I can make little sense of these symbols, and I am local. Those on the lower third of the posts look like cheap wrapping paper: A plain section would be more tasteful.	No poster for bus route information.

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colour and line. It doesn't draw the viewer in, or invite them to explore, rather it puts me off and frustrates.			
Small street do not have street names. To much confusing colours.		Too much like Laura Ashley Should have less repitition.	In an ideal world new and co-ordinated wayfinding would be lovely to have but when council's are having to make huge savings there are much more relevant ways for the authorities to spend what money is available. As to making York a dementia friendly city I fail to see how the proposed wayfinding will have any impact at all.
I do not understand what 'Private green space' means or why it is there. This may be particularly difficult for international visitors to understand. Also, I don't know if it is necessary in this context to have separate categories for 'pedestrian only' and 'pedestrian priority' areas - could these not be combined into a single category?		Cannot see them being particularly helpful to visitors.	The signage displayed was not at all sympathetic to the character and feel of the City. Overall there was too much going on on the 'obelisk' which could confuse those unused to using maps. Whenever a map such as this is used it should be orientated with North at the top which is where most people e1pect it to be.
Very visually confusing. Too many bold colours giving the impression that EVERYTHING IS EMPHASISED. Too many lines criss crossing the map - circles and squares as well as grid lines. My first impression is there is too much meeting the eye		Not in keeping with the city and too busy	I understand that there needs to be a system that takes into account disabilities and equality, but it really needs to fit in with the historical character of the city. These new signs are e1tremely 'modern' with their sharp edges and bright colours.

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all at once. I produce the York Cycle Map and this has gone through a process of evolution to make it more informative and less visually confusing.			I really feel updating the old system will keep much more in the character of the city, whilst still aiding both tourist and local pedestrians.
purple areas are confusing on the key - pedestrian key should look different		Better on a leaflet. Very complex. Separation into categories of doubtful value as each area is quite mixed.	Please do something with the choice of colour palette and how colours are being used. The detailed map has 'Bath House' coded in 4 different ways: Type, red plan, pink symbol and blue number - similarly 'Chocolate Story' This seems to be complicating the simple again, not clarifying information for the viewer. The type in the detailed mapping is dreadful - heavy and outlined and clumsy, 4 different methods of colouring used. Please inform the viewer clearly and concisely.
It's a real mess. That's an ugly red grid - some lines having extra, unnecessary thickness - and the horrible grey with its tertiary pinks, greens and purples are insipid. The dark streets would be better with an outline - it'd hold the name better - and that luminous cyan river is a little ambitious isn't it..? And is the ring around an arbitrary central area really necessary - on a map you		This all seems unnecessarily complicated and overly sophisticated for your average visitor.	Please not new wayfinding post, option 2 Just looks cheap and out of place, more for conference centres or airports.

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admit will be cluttered? TfL, the HA, DfT and British Rail all decided (rightly) that upper and lower case was more legible than CAPS... so use U&lc. The map is awful It's ugly and unattractive - and York deserves better.			
Street names appear difficult to read with white lettering, particularly on the footstreets which are on a similar coloured background - could be better at full size compared to view of pdf on screen.		Don't really like them at all - think they're unnecessary. The bright colours are all a bit garish.	Instead of having the illustrative e1amples at the bottom of the boards why not have one big section and use it, for e1ample, to show a much greater area of York. Itcould show out to the outer ring road with the park n rides highlighted so that people can see how to get out of town. The upper maps definitely should have 2-3 concentric circles on showing say 5 minutes, 10 minutes and 15 minute markers so that people know how long it will take them to get to certain things around the city. The detailed mapping of smaller sections of the city is definitely a good idea.
Too much "specific areas". The colours of the map are confusing. (Did you think about colour blind people?) All the map need to be more light. If you not going to put the coordinates (e1: Parking 2E) on		I really like the local character approach and the illustrative examples. Unlike the Wayfinding Map itself the whole of Board 9 communicates York and its landmarks far better and in a far	If the names of the character areas are used for wayfinding then using 'Bishopthorpe' might cause confusion with the village of Bishopthorpe.

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the label of each attraction you don't need the grid. Why symbols or numbers on the dots? Just get a colour for each different attraction group dots (E1: Museums - Blue; Shopping - Yellow) a number on that colour dot, and a complete label of colours and numbers and coordinates on the side. Like this the grid is essential, but there is no random styles of information. Resuming: Dot with colour group, number and a complete label on the side of the map.		more appealing way - yet this is just an explanatory board for the Illustrative examples. Why can't the city centre map communicate as clearly as this Board has explained?	
Colours are garish and unclear		not very nice	This is vital and interesting work. If it's done well it will transform the way people view our city for the better and visitors to the city cente will be treated to a new e1perience in e1ploring York past & present. Has the possibility of incorporating NFC tags in with the wayfinding material been considered? That way smartphone users (over 58% of the population and growing) could download more detailed and interactive information about the history of the area they find themselves in and updating this would be relatively inexpensive.

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The red grid is really distracting. Lots of colours and symbols on the map makes it hard to digest the information.		As a York resident it wasn't obvious to my husband & I what some of the symbols actually related to so I think that they would probably be lost on visitors.	The PDF's should all be included as one PDF for ease of checking by residents. I don't like the idea of a plastic looking sign in front of historic places like the minster and king's square - some less intrusive signage attached to a building would look better in my mind, although I'm sure there is advice for making them visible in the equalities act You say option 4 is "outdated" i don't see anything wrong with it. Maybe more signs of the same type would enable people to go from sign-to-sign, possibly adding distances would improve their usefulness. Companies already provide free maps to york visistors so there's less need for the council to pay for mapping everywhere. THe stations has plenty of maps paid for by advetising the york buses and companies, I think this is done by Visit York. Also, many apps nowadays provide similar functionality.
The map encloses the elements too much so is too busy in certain areas.		I think these examples are lovely and look forward to seeing them as wrapping paper or abstract wallpaper designs. They remind me of illustrations in interesting history	

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		books. I think they will inspire visitors and residents alike to explore their surroundings.	
looks overcrowded and muddled. Red circle and red square add to this. 'Pedestrian only' looks very little - needs to indicate that during the day much more is pedestrian		They look a bit crap	Yes! KEEP NORTH AT THE TOP. Those individually orientated maps are e1tremely disorientating - every one is different and therefore requires reappraisal from the observer. Whether designers like it or not, people are educated that north is at the top: putting it elsewhere is confusing - for everyone, from intellectually-endowed geographers to demential sufferers alike. York is, fortunately, a "blob"" the map panels on your signs can be square(-ish). KEEP NORTH AT THE TOP. It's easier to follow a journey if maps along the way share the same orientation - and if the journey isn't straight (and which is York is?) they need to be identical to each other. KEEP NORTH AT THE TOP. The sun travels from east to west in the sky via the south. People aren't stupid. They can work it out. they've been taught to. Don't try and invent a new discipline when it isn't needed. Also, like the maps, this is a poorly designed questionnaire: all the images

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			required downloading separately and the comment boxes are small, without a scroll down facility. Needs work.
Colours used are not particularly nice, looks cheap when compared to existing schemes such as London, Leeds, Sheffield, Birmingham etc		not sure these will help visitors	I would caution the use of the large signs as a replacement for finger posts, they rely on map reading skills, are obtrusive and would need to be very carefully positioned so as not to intrude on views or cause a road safety hazard by obscuring sightlines. Fingerposts are less obtrusive and are understandable - they just need to be easy to keep up to date in a similar way to bus stop flags. Maps can be placed at the back of footways out of the way as e1isting. The bus interchanges have recently all been named, with the names on the shelters, and are colour coded. This is not reflected in the information presented here. Similarly the coach parks and pick up points must be named clearly as too many tourists have no idea how to find their coach with no clue where they are aiming for let alone how to get there.
Will the map have North at the top? I find maps that don't much more		Okay - but too contrast-y, so they'll add to the clutter. As a discreet	Q1 - I live in York, but I'm a foreigner. What I learned about the

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difficult to read (the City of London's for example, especially from the Millennium Bridge to St Pauls).		design, they can augment the process but don't make it look like wrapping paper. And don't distract from the map!	UK is that you are great preserving the heritage. From examples in my home town, I don't really think that modernizing signs in a traditional and cultural city brings any value. The picturesque and value of a historical town can be diminished by modern signs. The signs in York are beautiful. They may need a bit of TLC but they are not bad. Maybe it will be a bit more challenging to update the map boards, but it worth it. Q2 - My natural option is to preserve and update the existing ones, and maybe add some extra (same model) ones if they are need it. But if you really want to change, I prefer the sober version (Version 1) that fits best in York. Q7 - Depending the simplicity that is going to be shown. If it becomes to comple1 better avoid it. Keep it simple, it's a MAP. I'm not sure about the black illustration and white outlines. (Maybe try the negative). My opinions are based on the pictures, sometimes not the best way to evaluate. Real look is always better.
Seems complicated		These look dreadful as basis for the proposed sign but could look ok as coloured illustrations on a dark	Option 1: 1) many people (especially older people) find white on black difficult to read. 2)The bottom

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		background - make the signs look tacky	section of this design is unnecessarily cluttered Option 2: This is a good, clear and uncluttered design but the shade of green is garish and definitely not suited to the more historic areas of the city. Option 3: The colour is better suited to the historic environment, the signs are easy to read and it is good to reuse existing material. Option 4: I agree that the current waymarking is out dated and needs replacing.
No explanation of the numbering came with the document, also the 'you are here' note needs to be a different colour as it blends in with surrounding buildings as it is.		The background colours are really pleasant. Nice and modern colour tones. The drawings are beautiful too, but I'm not sure about the size, the pattern may look to small. You should try some tests on bigger illustrations on the pattern, or if you want to keep the size, maybe the illustration could be just outlined in a good contrast colour to the background (or even just outline in black or white depending the background), but some of the illustration may lose strength if they are just outlined. So my best option it will be increase the size of the pattern. I may be wrong by the picture, but I would increase it a bit.	Potentially position of structures would have to be out the way to avoid views but limit their usefulness. Colours being extensively used for transport links so potentially an additional element needs to be considered for city zones.

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It's too cluttered		They are unnecessary, and clutter up the design of option 1	I have opted for 3 because I don't feel that the new options fit the needs. Limit decoration and text to the essential - character maps are interesting but not on the boards. So keep the boards as plain as possible - just the top part as shown and omit the illustrations!
Too complicated and messy ~ need to study it to make sense of it. Quick glance boards work better.		I like the illustrations, but when placed on the totem I feel it is a little overpowering and makes the totem look too busy. Maybe using them on a smaller area, maybe the side panels would work better.	I like the idea of replacing the signage in theory. However am very concerned as to where the funding is coming from and would like clarification. If it is from the local council then I am at present very against the idea . The council has just cut funding to vital services in the City , such as reducing the age at which young people attending Castlegate can get counselling. The roads need mending, etc etc. I also like the present green signs, but they do need re-painting and would combine these with the information boards. I would also like to know where the new signage will be installed.
The colours are awful and make it very unclear and difficult to understand! There is no key for the numbers items.		I think creating zones, and colouring them is great but this needs to be stronger to fully show this approach.	I do feel we need to update the signage in York centre. As a resident I have constantly being asked the way to various sites. Having been to

Q3: Is the city centre map easy to understand?	Q5: Are the symbols easy to understand?	Q8: Comments on the character symbols and design	General comments
			Krakow, Poland, and spending about 45 minutes looking for an underground museum in the city centre it made me realise how confusing directions can be to tourists! Eventually found that it was indicated in the wrong place on a street map!
Board 06? You're assuming I've memorised all the detail from the mobile unit?		I don't like the bottom part at all. This is the aspect of option 1 that is not good. I would put just the top part of the board and leave the bottom blank.	- Please could the symbol key list items alphabetically? - I realise this is intended for pedestrians. However, people that cycle are also pedestrians. Could cycle parking sites therefore be included on maps (and cycle hire places)? After all bus stops, taxi ranks and car parks are included.
• The map is just too "busy". Having the map grid, 5 minute walk radius, key buildings/facilities, highlighted edge of detailed map AND the You Are Here marker all in red makes it very hard to distinguish anything at all, especially at a glance.

• The five minute walk radius feels unnecessary in a city the size of York, and could easily be replaced by a standard distance scale in the corner of the map (currently conspicuous | | Not sure if Bishopthorpe is Bishopthorpe Road area or the Village of Bishopthorpe. If it's the latter then its going to confuse people who might think that the village is in walking distance when its about 3 miles away. | York has a small, compact city centre. Given most visitors have smart phones now it seems a waste to spend money on this.   Some of the options 1&2 are full length as opposed to the current posts. These full length options will further clutter the city centre. |

Q3: Is the city centre map easy to understand?	Q5: Are the symbols easy to understand?	Q8: Comments on the character symbols and design	General comments
by its absence). Also, five minute walk for whom? • I understand the use of colours to differentiate features, but is this accessible to people who are colour blind (just as important for accessibility as size of print etc)? Also, if the colours are retained the key should differentiate between a zone of colour (e.g. green space) and street-based colour (e.g. footstreets). It took me five minutes to realise the difference between the purple for shopping area and purple for footstreets was that you had actually just re-coloured the streets purple! • Why is Newgate Market (or Shambles Market now) shown as a red block (i.e. building) instead of as a white pedestrian area?			
I like the plan to have the smaller detailed map in addition to the larger plan that sets it in context. You **must** include a You are here dot/arrow on both the larger and the smaller/on every map.		it does look a bit messy and maybe needs simplifying.	I feel that the signs & maps need to be clearly legible, but they must also be sympathetic to the historic surroundings. It is important the Central Historic Core Conservation Area's character & appearance are maintained & enhanced.

Q3: Is the city centre map easy to understand?	Q5: Are the symbols easy to understand?	Q8: Comments on the character symbols and design	General comments
The garish colours and detail makes it look confusing, the faceting on symbols adds to unnecessary shapes. You reference DDA compliance but these colours and shapes make readability difficult.		Too much illustration, the whole unit design is overpowering and detracts from the primary use.	The option one new way finding post....good classic contemporary, which fits in with the cities heritage. Discrete but visible nice looking signs! Well done!
Far too many 'attractions' make the map cluttered and difficult to understand a clear criteria for signing needs to be adopted. OK for landmarks and principle attractions but fail to see what benefit apart from blatant advertising some of the things e.g. the boat tours, dreadfully cruel horse and carriage tour, Early music centre (only open a few days a year), 'camp site' at Rowntree park - caravan site booked up months in advance with no camping, City walls - do they really need signing - perhaps a 'walls walk' from Monk Bar to Bootham Bar?		I think the black of Option A looks very professional, timeless and fits well the nature of the city. However, I don't like the illustrative patterns. It looks like wrapping paper and personally I think it is likely to date rapidly.	I personally like the top of option 1 as I feel it is more suited to the area as it is more sophisticated and smart, and while still being present to provide the information does not cheapen, ruin or detract from the beautiful architecture around; especially in tourist snaps. However, I prefer the design of the bottom of option 2, not the colour green but the simplicity and effectiveness of the symbols.
The very biggest attractions should be named on the map rather than numbered (particularly the Minster) - that way people can both more easily locate them and also use them as a reference point ("oh it's near the minster")		I like the idea of using different colours & pictures of the landmarks as an aid to wayfinding. I feel that the signs are attractively designed & will help people find their way around.	New wayfinding is desperately needed in York because the charm of the structure of the city means it is very easy to get very lost. I get stopped for directions more frequently than I would have imagined possible before I moved to York. Not everyone has a smart

Q3: Is the city centre map easy to understand?	Q5: Are the symbols easy to understand?	Q8: Comments on the character symbols and design	General comments
			phone with Google Maps so clearly placed maps are desperately required. That's not to say that I don't enjoy talking to tourists, but making the city more accessible should be important.
Far too much information and too many colours		Great idea, a decorative touch for each area is will give a sense of identity to the areas.	Minor point - on the local character maps, Bootham Park Hospital seems to have taken over Bootham School. I'm tempted (as Headmaster) to resort to the old adage 'you don't have to be mad to work here...' but would like to assert the school's independence from our worthy and welcome neighbours!
You need to make the 'you are here' clearer, it is lost against all the red.		I personally think it is a bit too child like and does not represent the natural beauty of the area. On the boards I feel it being in 6 panels makes it look like there should have been other things in those panels but it was changed at the last minute. Maybe if it was one sheet it may look slightly more planned.	Keep it simple. Don't try to include too much information. No need to clutter boards with unnecessary details. People just want to know where they are and how to get somewhere else. They usually have a good idea of the places they want to visit and most will probably have leaflets and tourist guides. Personally, I shy away from even looking at anything but the most simplistic format to meet my needs. I also worry about how the new look boards will fit in with our beautiful old world environment here in York.

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			I do not favour the big "cosmopolitan" city look.
Seems a bit 'busy'... might just be something to do with the colours chosen though rather than the amount of information present, as it delivers as much information as you would expect, just in a clumsy way.		They look tacky and ruin the look of the boards. Don't include them.	Unnecessary waste of public money!
Too many symbols and circle only adds to the confusion. When navigating the city centre only need to know where the visitor is now and which direction to head in for most popular visitor attractions or their the station/ car park/ park and ride stop to get home! Naming 'Minster Quarter' 'Castle Area' etc perhaps with different background colour would help and orientation of the plan on the ground should face North or have the map upside down if it is facing South!		They give the signs some extra character, which is positive, but I'm not sure that every sign needs so much visual material included - less might be more	Though I have ticked option 1, I do like the signs as they currently are. The green signs look old and fits very well with the city.
Perhaps too many primary colours. Difficult to pick out specifics against the background 'noise' of colour		I think they are surplus to requirements. Generally people look at maps and information boards just to get a sense of where they are and to get from A to B	Pointless exercise really, without the relevant boards/illustrations. This ties in with the Council accountability and accessibility policies...?
		seems random, better to use the rose with different background colours	• Instead of including the aforementioned wallpaper-effect character panels the bottom section

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			of the map boards should incorporate a toughened glass/clear plastic section where advertising can be periodically inserted/updated. This could be achieved by having a side-mounted vertical drawer so that the advert is within the board and not pasted on top. The advertisement space could be used for council-sponsored events (e.g. Illuminating York, St Nicholas's Fayre) or commercially let to achieve a small income to set against the upkeep of the signage (or both as demand fluctuates). • Why do both of the new designs incorporate the Yorkshire Rose at the top? This seems rather generic, and does not really speak "York" - all the existing signage uses the City of York Coat of Arms which I would much prefer to see retained in the new design! • Have you considered the possibility of including digital signposting/wayfinding in the new signage? QR codes and NFC connectivity, or LCD display screens (ala bus stop displays) which could show information messages, advertising, traffic/emergency alerts,

Q3: Is the city centre map easy to understand?	Q5: Are the symbols easy to understand?	Q8: Comments on the character symbols and design	General comments
			or even the forthcoming York TV channel?
			• There is a lack of consistency on the maps between what is identified via numbered label, what is identified by symbol and what is directly labelled on the map. County and Crown Courts are labelled on the map while the Minster, Newgate Market Art Gallery and West Offices only have numbered labels, some gardens are directly labelled and others have numbered labels, and the railway station and tourist information office have both numbered labels and symbols! Please can you do a thorough review of all items before finalising any map design to make sure that things are marked consistently in one way or another, unlike the existing mixed presentation. Maybe you could use different coloured/shaped numbered labels to differentiate things more easily. Specific comments on this are that the courts and gardens should have numbered labels only and the tourist information and station should use symbols only.
		What illustrative examples?	Board 7 - Why are names of squares,

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			e.g. the geographical places such as Duncombe Place, St Sampson's Square, in the same font as the attractions e.g. Chocolate Story? This is confusing... I am not clear if you can go into Monkgate Bar or if it is simply a pretty picture on a map. Likewise, the Shambles is a public street AND a destination for tourists. But it is not the same as an attraction that has opening hours and a charge e.g. York Minster. I think geographical/public places such as King's Square should not be in the same font as attractions e.g. Barley Hall.
		• The use of local character is good on the detailed map, e.g. showing 2.5d sketches of the Minster, Bar Walls, etc. • However the local character panels shown in panel 9 are absolutely terrible. The garish bright colours and repeating pattern look like some form of hideous wallpaper! Please do not include these on the final product!	The worked up examples of the board by the Minster gives the impression that these boards will be invasive and garish. They're going to detract from the space in which they're sighted. Why would we want to install these monstrosities when we don't even want readable traffic signs? The size and shape appears to clutter the picture of the minster area when compared to the existing sign. These new signs won't be more readable for most partially sighted, they're too cluttered and have poor colour schemes. Board 8

Q3: Is the city centre map easy to understand?	Q5: Are the symbols easy to understand?	Q8: Comments on the character symbols and design	General comments
			appear to be over complicating the information presented too.
		hated them, the illustrative drawings as they currently stand aren't distinctive enough	It might be helpful to have bus stops in the detailed maps
		Ref: 7. Do you think the inclusion of local character is a good approach (Boards 08 and 09)? That is far too much detail. Tourists don't care. When I ask people if they need help to orientate themselves I have never been asked about local character! They want to know where Betty's is/the train station/their hotel...	Maybe QR codes to get direct info? or weather updates? costs?
		These board look garish and trashy, they're really not in keeping with the historic elements of the city	The huge charm of visiting York is getting 'lost' and discovering different parts of the city from different angles. This exploration of the medieval network of streets is a 'free attraction', but is perhaps the thing that makes a return visit to York a must - your experience is different each time you come. The Minster, City Walls and the river always provides an easy reference so one cannot really go that far wrong. Introduction of excessive wayfinding, advertising 'attractions' and guiding folk around with electronic gizmos risks depriving the

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			new generation of the simple pleasure of navigation around this wonderful city - one sees and takes in far more when a little lost than when following a well signposted route. My view would be to keep it simple - by all means show people where they are in relation to the various parts of the city and the principle landmarks but leave it at that.
		I think they are good to have and interesting.	Perhaps add notable places to eat e.g. betty's. As this wayfinding project is intended to help, amongst others, people with dementia, it might be a good idea to show the way to the nearest conveniences, i.e. toilets, cafe, etc.
		Hideous like something from a design exhibition in the 1970s	This isn't a consultation but a sales pitch by Placemarque. The existing signs if maintained properly, up dated and fixed so that drunk locals can't move them round would do the job quite adequately. They are an attractive and traditional design that suits the city. The vast majority of people can't map read and with the growth of satellite guides this is becoming even more so. Many people wander round the

Q3: Is the city centre map easy to understand?	Q5: Are the symbols easy to understand?	Q8: Comments on the character symbols and design	General comments
			city using their phones to guide them. I don't see the point of spending money on very intrusive signs that detract from the street scene and are common in many other cities and towns. The ones in Harrogate are particularly unfortunate. Frankly the notion that Option 1 is inspired by the City Walls would be laughable if Placemarque weren't seriously trying to flog this lot off as a "design solution" and the City has already wasted money on this commission. York needs money spent on repairing its pavements which would benefit visitors and residents more than new signs.
		Ugly. Scrap them.	I'm torn between Option 1 and Option 2. Option 1 is great but the weird wallpaper style 'illustrative drawings' panels at the bottom are crap. Option 2 would also be doable were it not for the obnoxious bright green colour. Fix either of these issues and either option would be fine (with my preference being option 1) For question 7 I wasn't able to answer accurately: I like the local character *map* on board 8, but again the horrendous 'illustrative

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			drawings' on board 9 (and option 1's board) are quite ugly.
		Not sure this is needed, no one is looking this far down and it makes the sign look messy.	Why don't the finger signs have pointed ends like arrows, again the example shown is too modern and cheap looking. I prefer the grey option board with the rose motif as it looks more dignified and does not stick out like a sore thumb. Do not lose the dignity of the old city in your desire to update or modernize. By the way, I am a very regular visitor who has relatives in the city and I love the way, for the most part, that it hasn't been spoilt. However, developments of late, e.g. King's Square are not filling me with confidence for the future. I love York, but would hate to see it spoilt on the altar of modernity.
		The repetitive icons are meaningless and make the boards look cheap and nasty. The Maps are enough.	3D maps with the buildings on (as in the tourist centre map selling for £1) are easier to use for those who find it easier to navigate by landmarks than street names. Where signboards are placed it is confusing to look at a map with North at the top of it when the map is facing south!! Think about orientation as well as just location for signs.

Q3: Is the city centre map easy to understand?	Q5: Are the symbols easy to understand?	Q8: Comments on the character symbols and design	General comments
		I'm not sure it's a good idea to have the illustrative e1amples in bright colours - they clash with the very colourful main map, and make the whole wayfinding post a little garish. More subtlety and 'class' is required I feel.	Let the York people decide not an outside company that will charge the council in turn pass the cost on to us through taxes.
			I think part of the enjoyment of York is just wandering and getting 'lost'. Due to the walls and prominence of the Minster it is hard to go too far off track. I find when asked directions from visitors the most common place they are looking for is the station. In a sense I think finger posts pointing to the general location of the main attractions backed up by free maps would be fine. Many cities produce free peel off maps (from books) of the city centre that are available at hotels, TIC's etc. I don't know if we have these in York, though I think it might be the best way forward as a map you can hold allows you to follow a route better and York can be a bit maze like. I would imagine free maps could be paid for by advertising and they could be located at numerous places including the station and car parks.

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			It would also be relatively easy to update the maps in house and use them for seasonal info or to include vouchers etc.
			Only that the wayfinding posts proposed appear to be a little mundane and un-original compared to some of the other example cities cited. We have some very distinctive skyline features in York, or the crenelations of the city walls, which I feel would add a little more interest to the tops of the boards. Also the structures themselves are too modern and 'plasticcy', especially if placed in some of the more historic settings around York. Seeing as these posts are going to be highly visible and a new addition to the street scene, they should be made from high quality materials such as stone / wrought-iron / glass / brushed-steel etc, and be a 'classy' addition to the streets - as opposed to a new eyesore.
			please stop bl**dy spending money while cutting essential services... you are a blight on this city.

ENGLISH HERITAGE

YORKSHIRE

Mr. Bob Sydes
City of York Council,
Directorate of City and Environmental Services
West Offices,
Station Rise,
York,
YO1 6GA

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Our Ref: Y/HP/MP/NY/YRK/PR

13 October 2014

Dear Mr. Sydes,

LEGIBLE YORK WAYFINDING STRATEGY CONSULTATION RESPONSE

Thank you for inviting English Heritage to comment upon the Legible York Wayfinding Strategy and for inviting us to the presentation and workshop on the Strategy on Monday 20 May 2014.

Summary
English Heritage very much welcomes York City Council's approach to the improving of the wayfinding within York. In general terms we support the proposal set out in Option 1, but we consider that the retention of selected existing finger posts (Option 3) should also be considered.

English Heritage Advice
Introduction
The York Wayfinding Strategy aims to address the somewhat out dated direction signage system, within central York. Currently the principal direction signage is provided by way of a finger post and board system, which has identified shortcomings, including not being fully Disability Discrimination Act compliant.

Whilst English Heritage supports the need to assist visitors and residents in moving around and through York's city centre, the experience of the complex network of mediaeval streets and alleys is an essential element of the city's historic character.

We consider that any wayfinding system should be robust and well designed, sensitively located and respectful of the setting of historic buildings and the historic setting of York itself.

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English Heritage would therefore advise that Option 1 is the best approach to meeting these aspirations. As noted above however, there is an existing network of finger posts and sign boards. We consider that where appropriate and serviceable, these should be retained, adapted and redecorated to conform with the design ethos set out in Option 1. Each location should be subject to an objective evaluation, to assess the appropriateness of the location, the condition and usefulness of the sign, the need for supplementary signage, and the effects (positive, neutral or negative) of any necessary supplementary signage.
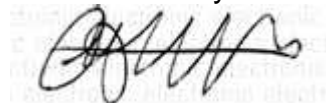
With regards to the detail of the scheme, we would suggest the following:
- All proposed locations should be evaluated to assess the significance of the setting, views or vistas available. The effect of the proposed installation should be evaluated to determine whether it is positive, neutral or negative manner, and if negative, alternative locations should be identified. The most sensitive locations should be subject to the most rigorous evaluation.
- All Character Areas covered by the wayfinding system should have an identifying name, and icon, irrespective of predominant use.
- Place and area names and icons should be the subject of research to ensure that locals and visitors recognise the identified place or building.
- Maps should either be orientated in relation to the direction an observer is likely to move in, with a north point clearly indicated, or with north at the top of the map.

Recommendation
We would urge you to address the above issues, and recommend that the application should be determined in accordance with national and local policy guidance, and on the basis of your specialist conservation advice. Should you require our further advice in relation to any revised proposals, please do not hesitate to contact us.

Yours sincerely

Craig Broadwith
Historic Places Adviser
E-mail: craig.broadwith@english-heritage.org.uk

ENGLISH HERITAGE

YORKSHIRE

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Our Ref: Y/HP/MP/NY/YRK/PR

16 December 2014

Dear Mr. Sydes,

LEGIBLE YORK WAYFINDING STRATEGY CONSULTATION RESPONSE

Thank you for inviting English Heritage to the second York Wayfinding Workshop on Wednesday 26 November 2014. Following the Workshop, we would like to give further, modified advice upon the Legible York Wayfinding Strategy.

English Heritage Advice

We would reiterate that English Heritage very much welcomes York City Council's approach to the improving Wayfinding within York.

We welcome the refinement of the design of the monoliths and signage, and support the suggestion to review the number and location of the installations, in order to mitigate the potential effects of street clutter. We would welcome an invitation to participate in such a review.

We have also re-considered our advice in relation to the existing network of finger posts, and do not now consider it appropriate to suggest their retention, as we believe they will not be capable of being made consistent with the design approach to Wayfinding in York. Additionally we consider that a combination of contemporary and traditionalist installations will give misleading and incongruous impression to observers and visitors.

Recommendation

We would urge you to address the above issues. Should you require our further advice in relation to the revised proposals, please do not hesitate to contact us.

Yours sincerely

Craig Broadwith
Historic Places Adviser
E-mail: craig.broadwith@english-heritage.org.uk

Bob: 16 October 2014

A ps to our conversation at the Wayfinding display last week.
I said on my form "There's nothing for children". Not very
helpful! Here's my latest idea; it's for children, &
probably those with learning difficulties, too.
On each panel, have an "I-SPY CORNER". Sample
contents, depending on where each panel is sited:

① St Helen's Square
   Look around you! Can you spot the shop where
   Terry's, one of York's famous chocolate firms,
   used to sell its products? What is sold there now?

② Near the Minster / St Michael le Belfry:
   Look around you! Can you spot a building
   with an arch and the road going through it?
   This is Bootham Bar. You can go up some steps
   and into this Bar and see the portcullis which
   was lowered to prevent the enemy coming into
   the city. (Include small picture of portcullis?)

Re my idea for old (1960-70s) photos: because the
   buildings won't have changed much, each photo
   would need to include e.g. cars, prams (as previously
   mentioned), street furniture, people - fashions ...
   in order to evoke memories i people with dementia.

Re the panels proposed: the upper & lower parts are
of limited value because they're not at eye level;
the present info boards are better. But at least the
lower part could be used for children's material.
By the way, Jon Kenny at YAT has a lot of contact
with people with learning difficulties. He might help -
Hope these ideas are of some use.
Best wishes   27 Orchard Way   Tel.
Elizabeth Smith   Dunnhouses   703970
                               YO24 2NY

13th October 2014

Bob Sydes
Project Officer
City of York Council
Station Rise
West Offices
York
YO1 6GA

Dear Bob

Wayfinding Project

My Trustees discussed these proposals at length and they are not convinced these free-standing maps and attendant fingerposts are the solution to wayfinding in the city.

They were also concerned about the number being suggested, many of which will be located in sensitive areas where important views could be compromised.

They also wondered why the maps need to be reproduced in such garish colours?

As for the fingerposts, my Trustees were shocked at the suggestion we replace the existing system with these spiderlike posts which are even more complicated to understand than those we have at present.

Admittedly a number of the present green finger posts need some care and attention, but the cost of refurbishment and re-ordering will be minute compared to the cost of the proposals before us.

Also, whilst the designers have taken against our fingerposts, you will see from the attached image taken from the 'Go Yorkshire' organisation, if they are good enough to be part of a promotional image, then they are good enough for us.

Also the present 'Welcome to York' panels are attractive and can be easily re-used with new up-to-date maps. There would be merit in having a few more installed at all the park and ride sites, for example.

As part funders of the present system, the York Civic Trust still believes they can be fit for purpose and with new maps, re-ordered fingerposts in uniform typeface, and repainted and gilded, they will provide a useful service for years to come.

They are particularly appropriate for an historic city like York, unlike the new proposals which are appearing in any other city, anywhere.

Yours sincerely

Peter Brown
Director
York Civic Trust

2

go Yorkshire

York and District

City Art
Tourist I
Toilets
Theatr
Taxi R

The Essential Guide to Yorkshire

go Yorkshire
Get the App
The essential mobile guide to Yorkshire

App Store
Google play

Annex C: final designs

80

70 | 70

800

Yorkshire Museum *XX min* Ⓜ

XX min York Minster | 80

Visitor Information Centre *XX min* *i*

Ⓜ *XX min* National Railway Museum

Railway Station *XX min* ⇄

XX min Jorvik

Depth 20

Ⓜ *XX min* Clifford's Tower

Ⓜ *XX min* York Castle Museum

130

30 70 30

550

70 30 | 450

60

30 30

York
Blake Street

York
Blake Street

York
Blake Street

550

York
Blake Street

Blake Street

Folded Map
Folded Out: A2 - 594 x 420
Folded Up: A5 - 148 x 210

2600

2400

York

1450

170

100 380 70

Sign Type 1
Finger Post

Location
Secondary navigational decision points
Route reinforcement

Content
Level 1/2 destinations

Sign Type 2
Primary Pedestrian Map Node - Double Sided

Location
Key arrival points
Major navigational decision points

Content
Heads up mapping
Level 1/2/3 destinations
Optional smartphone delivery

Sign Type 3
Wall Mounted A

Location
Primary or secondary navigational decision points with restricted pavement area

Tertiary navigational decision points
Route reinforcement

Content
Level 1/2/3 destinations

Sign Type 3
Wall Mounted B

Location
Secondary navigational decision points with restricted pavement area

Tertiary navigational decision points
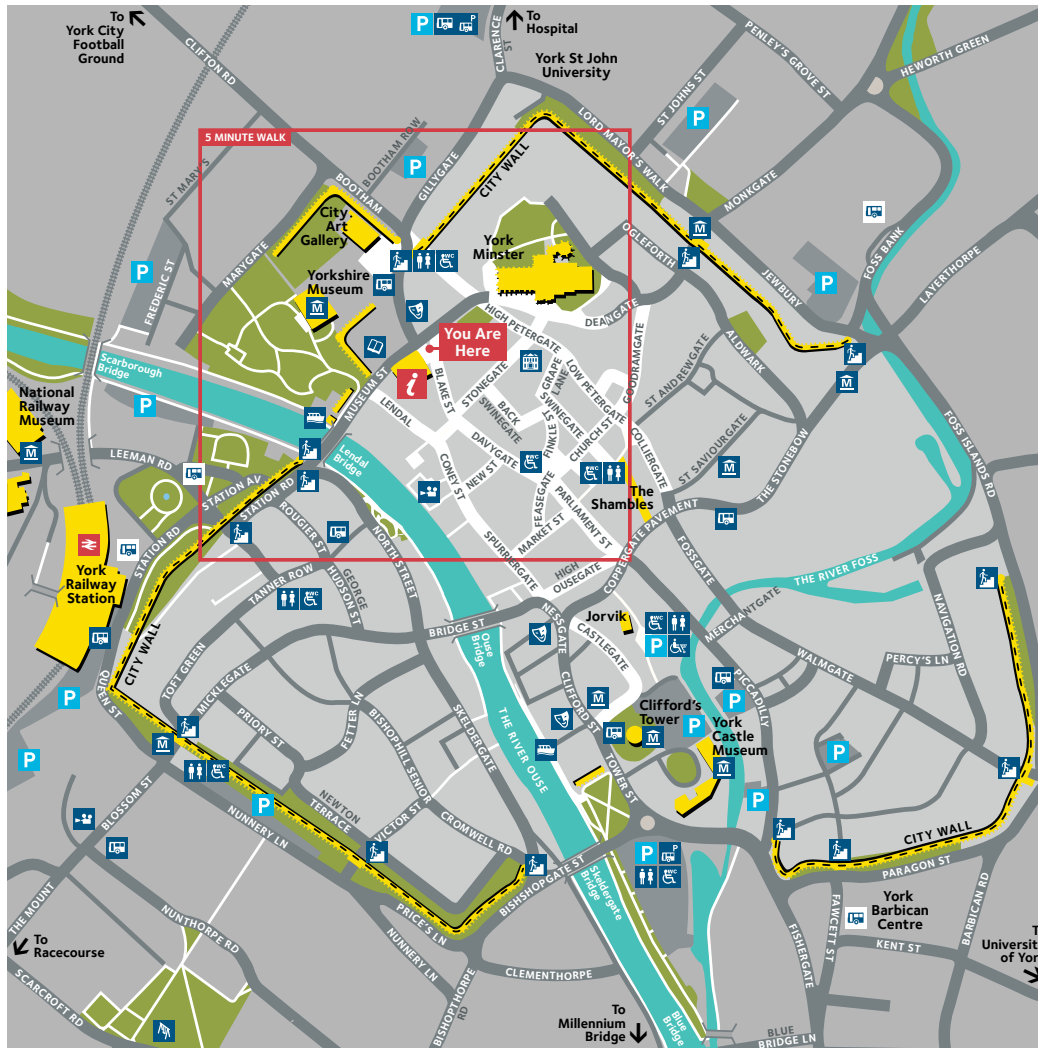Route reinforcement
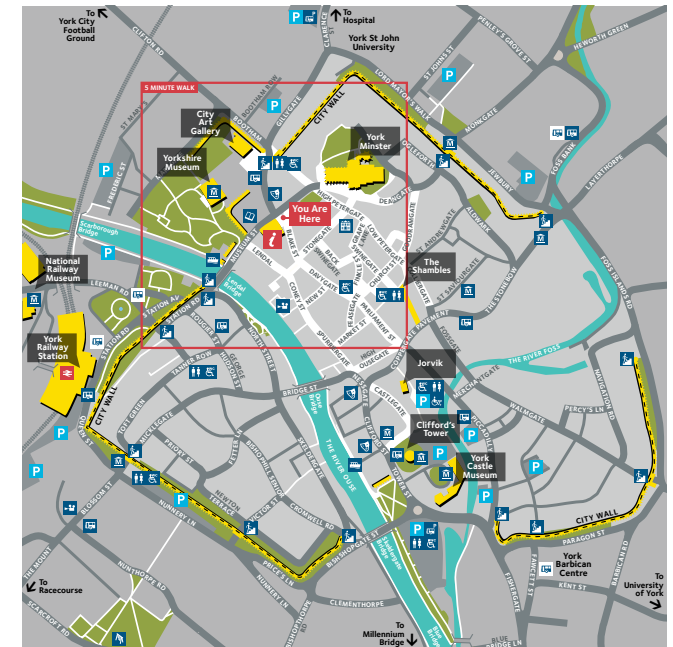
Content
Level 1/2 destinations

Draft Mapping

Wider Area Map

Featured in north up orientation

Option 1 - without flags

Option 2 - with flags

Draft Mapping

Detailed Map crop

Featured in north up orientation

Option 1 - without flags

Option 2 - with flags