

## **Wayfinding Structures – detailed design**

### **SUMMARY**

- 1.1 This report provides an overview of proposed city centre Wayfinding Street Furniture that has been designed under the authority of the Public Realm Board. These proposals have been prepared in conjunction with senior officers from Museums and Libraries, Highways and Transportation, Conservation, Tourism, Access Officer and Cathedral Quarter representatives.
- 1.2 Chief Officer Group and Leadership have approved the design of the project. Manufacture of the street furniture is programmed to start in November and installation on site will be in February 2011. Cathedral Quarter badge installation will follow in March/April 2011.

### **RECOMMENDATION**

- 2.1 To note the designs for the Wayfinding Structures suite of street furniture for the city centre as shown in appendix 1.

### **REASONS FOR RECOMMENDATION**

- 3.1 This project is the result of multi-disciplinary input from City Council partners and the Cathedral Quarter B.I.D. representatives. The proposed street furniture will supersede and combine the existing disparate finger posts (many of which are damaged) and map boards in the city centre, which are coming to the end of their life span. It will reduce the total number of current features from 63 to 55 and aims to give "progressive disclosure" - the right information, in the right format, at the right time for residents and visitors alike. The range is designed as a system which gives an identity to the city centre, whilst also defining the Cathedral Quarter area and the riverside as distinctive areas, but also part of the wider city centre.

### **SUPPORTING INFORMATION**

- 4.1 The main objective of the project is to offer better, more inclusive mapping and directional information in a permanent way in the public realm. An additional feature of the project is the opportunity to use mobile phone tagging to deliver supplementary information. The tags are in the form of a coloured "bar code" 5cm x 5cm in size.
- 4.2 At the earliest stages of scoping the project, it was considered that whilst most of the structures should not be powered or lit in order to minimise maintenance implications, additional layers of information could be offered in addition to the fixed maps and directional information, at some key hubs of pedestrian activity.

- 4.3 Touch screen type kiosks were quickly discounted due to their inherent revenue and vandalism issues and their limited capability in terms of only one person at any one time being able to access them. At the same time, other cities in Europe as well as UK destinations were becoming involved with tag technology. QUAD is trialling the use of tagging internally. It is widely cited that within 3 years all mobile phones will be enabled to use this technology - in the interim, as part of their commission, the Consultant is pursuing partnership with Samsung for i-phones/enabled phones to be used through hire from the Tourist Information Centre.
- 4.4 Each of the structures, except for the finger posts, can include mobile phone tagging, each one offering at the minimum links to stories (see example in appendix 2) written by DET, libraries and tourism partners, and web pages can include:
- Sports and Leisure information including parks within walking distance from the city centre;
  - Partner websites such as the Cathedral Quarter and Derby LIVE;
  - Public art;
  - Libraries & museums;
  - Hotels;
- 4.5 The web pages will be managed as part of the Visit Derby website, only requiring a periodic refresh. Additional information can be added to supplement the tagged information within the year's management stage at no extra cost, and in future at minimal cost. The tag design on the structures will never need to be adapted within the lifespan of the project, only the web information behind it.
- 4.6 It has become apparent that, whilst some European cities are using tagging in this manner, Derby would be the first UK city to use the tagging system as part of an inclusive external wayfinding system. It is considered that this could be of importance to Derby as a City of Innovation and the intention is to launch and promote the project as a Derby "first".
- 4.7 The brief for the project requested that the colour of the suite of structures relates to the Marketing Derby colour palette, with the Cathedral Quarter defined by this together with their own branding palette. For simplicity it is felt by the Consultants that three timeless colours are appropriate:
- Deep red for Cathedral Quarter, to relate to their branding;
  - Blue/green for the rest of the City centre;
  - Turquoise blue for the riverside zone
- 4.8 A public artist has been involved in the collaboration and this has increased the creative element to ensure some distinctiveness to Derby city centre and its quarters. Cathedral Quarter badges are in design development and will be pursued as wall mounted features, subject to Listed Building consent, where applicable. The intention is that these will define the entrances to the Quarter, and supercede the future desire to use temporary measures and random signage for promotion.

<b>For more information contact:</b> <b>Background papers:</b> <b>List of appendices:</b>	Name 01332 641637 e-mail helen.oakes@derby.gov.uk None Appendix 1 - Visuals of suite of Wayfinding Street furniture Appendix 2 – Example of story for mobile phone tag: "Pork Pie Poisoning"	
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