



# ALEXANDRA PARK AND PALACE CHARITABLE TRUST BOARD

29 SEPTEMBER 2022

**Report Title:** Signage and Wayfinding Framework  
**Report of:** Emma Dagnes, CEO  
**Purpose:** To obtain approval for the adoption of the Signage and Wayfinding Framework.

**Local Government (Access to Information) Act 1985** N/A

## 1. Recommendations

- 1.1 To seek approval of the proposed framework for signage and wayfinding, attached at Appendix 1, subject to any comments from the Advisory and Consultative Committees.

## 2. Introduction

- 2.1 The Signage and Wayfinding Framework is an internal document, to be used by Alexandra Park and Palace staff and partners, which sets out the principles to be applied when considering permanent signage and wayfinding across the site.
- 2.2 The Framework also defines an implementation approach for consistency to ensure signs and wayfinding meets the needs of everyone.
- 2.3 The Framework was circulated to Advisory & Consultative Committee members prior to the cancelled meeting on 8<sup>th</sup> September, who have been invited to provide any feedback in advance of the Trustee Board meeting. However, the Committees will have an opportunity to discuss the Framework as a group at the next Joint Meeting of the Committees on 17<sup>th</sup> November.

## 3. Summary of the Framework

- 3.1 Four principles for using signage are set out:
  - only when necessary
  - location to be part of the process for planning for the building/ environment
  - short and simple messaging
  - consistent branding

### 3.2 Signs can be categorised into four functional groups:

- **Information signs:** for orientation and include the building, car parks and other internal signs identifying main locations inside the building and include directories, maps and plans covering the whole site, internally and externally.
- **Direction signs:** for directing visitors to destinations using arrows and can include directional text.
- **Identification or location signs:** these signs – always without an arrow – are installed at individual destinations to indicate the location of a facility or service, a room, or a person, once the destination has been reached.
- **Safety, fire safety and mandatory signs:** these are essential for the safety of users and can be either warning or prohibition signs. They will be positioned in strategic locations to give warnings. They include exit signs, fire exit signs and details of fire equipment.

### 3.3 Wayfinding should be considered as architecture – critical to helping visitors but also to create a sense of place that positively impacts on their experience on site.

- **Orientation:** at the most basic level, visitors need to be able to find what they need – Where's the front door? Where is the bus stop? Where is the bar? Where do I get my tickets from?
- **Graphic identity:** having a strong graphic identity based on both historic and contemporary qualities of the Park and Palace will strengthen and reinforce the experience visitors will have on site.
- **Material language:** wayfinding should be informed by the historic significance of the site in the same way new materials are used for architectural interventions.
- **Hierarchy of spaces:** wayfinding should help visitors understand the importance of spaces and help them quickly choose where they want to be and know how to get there.

### 3.4 It is important to ensure any new permanent wayfinding or signage is easy to understand, consistent and concise, and people with a visual impairment are not placed at a disadvantage. 'The Sign Design Guide: a guide to inclusive signage' has been reviewed, summarised and included as an Appendix to the Framework.

## 4. Legal Implications

The Council's Head of Legal & Governance has been consulted in the preparation of this report and has no comments and has no comments.

## 5. Financial Implications

The Council's Chief Financial Officer has been consulted in the preparation of this report and has no comments.

## 6. Use of Appendices

Appendix 1 – Draft Signage and Wayfinding Framework

## 7. Background Papers: Alexandra Palace Branding Guidelines.