

HINCKLEY TOWN CENTRE WAYFINDING STRATEGY

March 2022



Prepared by
DAVID LOCK ASSOCIATES

On behalf of
HINCKLEY AND BOSWORTH BOROUGH COUNCIL



Modern mortgages
Traditional service

H&R

Copyshop
& Business Bureau

wards
TO LET
0452 251777

POST OFFICE

b.m.

Aladdin's
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RIGG'S HOLLOW
CAFE
TAKEAWAY
OPEN

NO CYCLING

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1: Introduction

PLAN OF STUDY AREA

Guided by the Town Centre Public Realm Masterplan study area, the Wayfinding Strategy red line focuses more on the core areas, key points of arrival and primary destinations and points of interest.

THE BRIEF

Developing the initial wayfinding proposals contained in the Masterplan, a more detailed Wayfinding Strategy is required as a standalone document to enable HBBC to move towards procurement and implementation.

AIMS & OBJECTIVES

The Wayfinding Strategy will seek to improve the experiential quality of being in and navigating through Hinckley Town Centre. It will help people feel safe, comfortable and confident in knowing where they are and being able to efficiently identify and then get to their chosen destination.

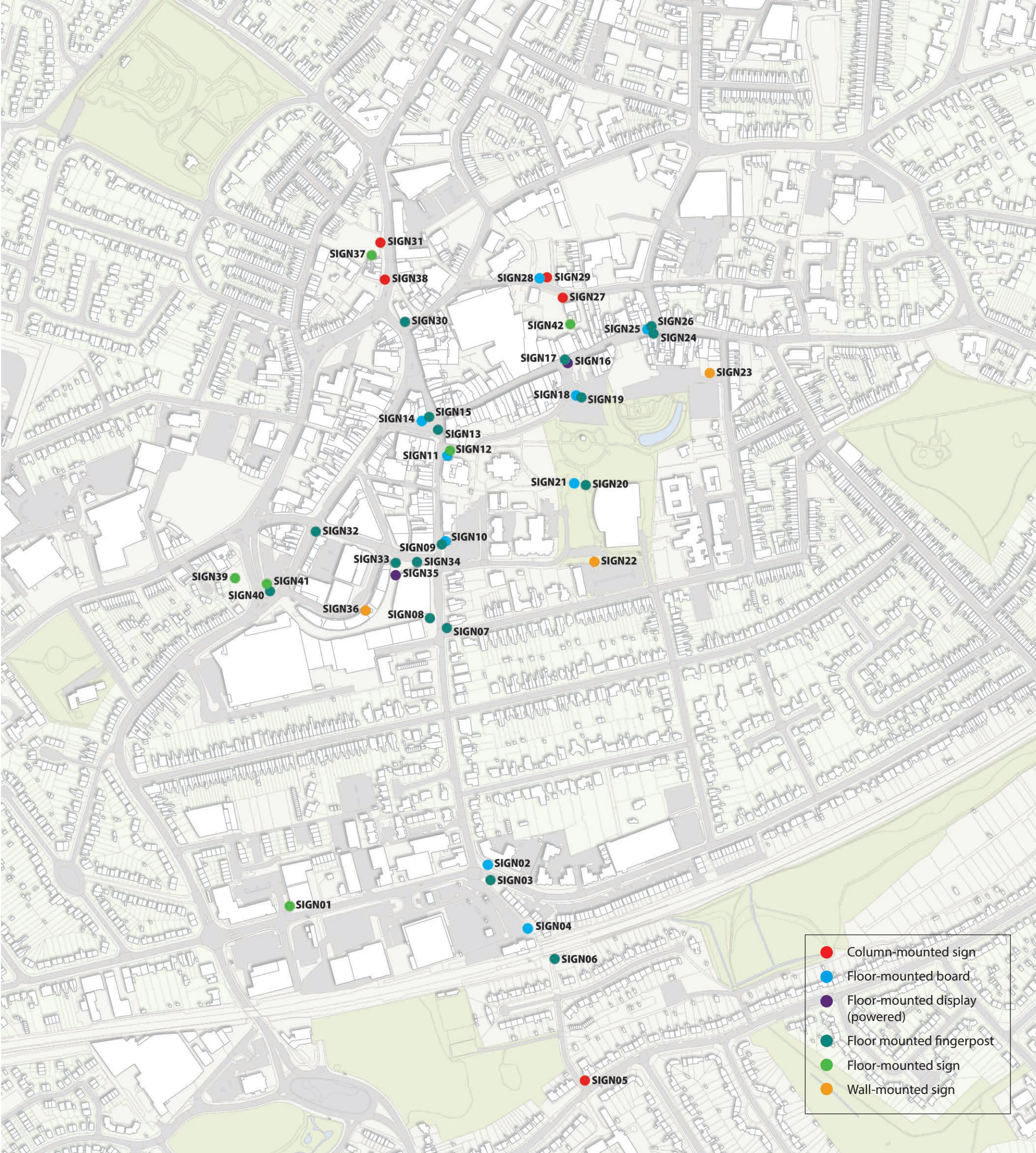
The Strategy will:

- carry out an audit of existing town centre wayfinding signage through the production of a plan and supporting schedule;
- review existing signage to identify issues and opportunities to inform the emerging Wayfinding Strategy proposals;
- develop design proposals for new signage including signage elements, their distribution and the information to be contained on each item;
- develop graphic design proposals for the base mapping for use on the appropriate signage elements;
- carry out public engagement with an online exhibition, inviting comments and feedback before finalising the Strategy; and
- compile an indicative costing schedule to assist HBBC in the onward procurement and implementation.



2: Existing Signage

Plan showing the existing public realm wayfinding signage within the study area as recorded on 25th June 2021. This plan is to be read in conjunction with the supporting schedule overleaf.






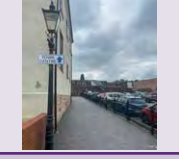







- Column-mounted sign
- Floor-mounted board
- Floor-mounted display (powered)
- Floor mounted fingerpost
- Floor-mounted sign
- Wall-mounted sign

EXISTING SIGNAGE SCHEDULE

Sign ID	Category	Location	Description	Fixing	Power required	Retain / remove	Notes	Photo
SIGN01	Floor Mounted Sign	Hinckley Hub Car Park	Car park entrance sign	Floor Mounted	No	Retain	Signage form part of the Hinckley Hub	
SIGN02	Floor Mounted Board	Station Road/Hawley Road	Welcome to Hinckley sign/ Town Map	Floor Fixed	No	Remove		
SIGN03	Floor Mounted Finger-post	Entrance to Railway Station from Southfield Road	2-point fingerpost	Ground Fixed	No	Remove	Poor visibility and leans over	
SIGN04	Floor Mounted Board	Outside Railway Station	Town map sign but board missing	Ground Fixed	No	Remove	Signage board missing	
SIGN05	Column Mounted Sign	Bridge Road	Walking and cycling sign	Column Mounted	No	Remove		
SIGN06	Floor Mounted column	Railway bridge south side	Public footpath sign	Ground Fixed	No	Retain		
SIGN07	Floor Mounted Finger-post	Corner of Mount Road	3-point fingerpost	Ground Fixed	No	Remove		
SIGN08	Floor Mounted Finger-post	The Crescent	Crescent branded 3-point fingerpost	Ground Fixed	No	Retain	Signage forms part of The Crescent development and is maintained separately	
SIGN09	Floor Mounted Finger-post	St Mary's Road Car Park	4-point fingerpost	Ground Fixed	No	Remove		
SIGN10	Floor Mounted Board	St Mary's Road Car Park	Welcome to Hinckley sign/ Town Map	Ground Fixed	No	Remove	Too close to parking bay. Next to fingerpost – doubling up. To be relocated / reprovided elsewhere	

Sign ID	Category	Location	Description	Fixing	Power required	Retain / remove	Notes	Photo
SIGN11	Floor Mounted Board	Church Walk Gardens	Heritage info board	Ground Fixed	No	Retain	Supports the interpretation of Town Twinning features	
SIGN12	Floor Mounted Sign	Church Walk Gardens	Large decorative town sign	Ground Fixed	No	Retain		
SIGN13	Floor Mounted Finger-post	Market Place	4-point fingerpost	Ground Fixed	No	Remove	Hidden by trees	
SIGN14	Floor Mounted Board	Market Place, Barclays	Welcome to Hinckley sign/ Town Map	In a Planter	No	Remove		
SIGN15	Floor Mounted Finger-post	Market Place corner	4-point fingerpost	Ground Fixed	No	Remove		
SIGN16	Powered Floor Mounted Display	Castle Street	Interactive BID sign	Ground Fixed	Yes	Retain		
SIGN17	Floor Mounted Finger-post	Castle Street	4-point fingerpost	Ground Fixed	No	Remove	Located next to interactive board	
SIGN18	Floor Mounted Board	Church Walk Short Stay Car Park	Welcome to Hinckley sign/ Town Map	Ground Fixed	No	Remove	Located by pay station and fingerpost	
SIGN19	Floor Mounted Finger-post	Church Walk Short Stay Car Park	4-point fingerpost	Ground Fixed	No	Remove		
SIGN20	Floor Mounted Finger-post	Argents Mead	BID 3-point fingerpost with bin	Ground Fixed	No	Remove	Text difficult to read due to colour and height of sign	
SIGN21	Floor Mounted Board	Argents Mead	Welcome to Hinckley sign/ Town Map but located on grass not path	Ground Fixed	No	Remove		

Sign ID	Category	Location	Description	Fixing	Power required	Retain / remove	Notes	Photo
SIGN22	Wall Mounted Sign	Mount Road Car Park	Wall mounted signs to town centre	Wall Mounted	No	Remove		
SIGN23	Wall Mounted Sign	Castle Car Park	Wall mounted sign to Upper Castle Street	Wall Mounted	No	Remove		
SIGN24	Floor Mounted Finger-post	Castle Street	3-point fingerpost	Ground Fixed	No	Remove		
SIGN25	Floor Mounted Board	Castle Street	Welcome to Hinckley sign/ Town Map	Ground Fixed	No	Remove	Next to fingerpost	
SIGN26	Floor Mounted Finger-post	Castle Street	BID 3-point fingerpost	Ground Fixed	No	Remove	Timber not maintained. Text difficult to read due to colour and height of sign	
SIGN27	Column Mounted Sign	Stockwell Head	Column mounted town centre sign	Column Mounted	No	Remove		
SIGN28	Floor Mounted Board	Stockwell Head Short Stay Car Park	Welcome to Hinckley sign/ Town Map	Ground Fixed	No	Remove	By pay station	
SIGN29	Column Mounted Sign	Stockwell Head Short Stay Car Park	Column mounted town centre sign	Column Mounted	No	Remove		
SIGN30	Floor Mounted Finger-post	The Borough, The Union Inn	3-point fingerpost	Ground Fixed	No	Remove	Inconsistent labels of places. Signs moved so as not pointing in correct direction	
SIGN31	Column Mounted Sign	Lower Bond Street	Column mounted town centre sign	Column Mounted	No	Remove		
SIGN32	Floor Mounted Finger-post	Rugby Road/ Lancaster Road junction	3-point fingerpost	Ground Fixed	No	Remove		

Sign ID	Category	Location	Description	Fixing	Power required	Retain / remove	Notes	Photo
SIGN33	Floor Mounted Finger-post	The Crescent	Crescent branded 3-point fingerpost	Ground Fixed	No	Retain		
SIGN34	Floor Mounted Finger-post	The Crescent	Crescent branded 3-point fingerpost	Ground Fixed	No	Retain		
SIGN35	Powered Floor Mounted Display	The Crescent	Interactive BID sign	Ground Fixed	Yes	Retain		
SIGN36	Wall Mounted Sign	The Crescent/ Bus Station	Hinckley Town Map	Wall Mounted	No	Remove		
SIGN37	Floor Mounted Board	Lower Bond Street Car Park	Poster Case	Ground Fixed	No	Remove		
SIGN38	Column Mounted Sign	Lower Bond Street	Magistrates Court Pedestrian directional sign	Column Mounted	No	Remove		
SIGN39	Floor Mounted Board	Trinity Lane West Car Park	Poster Case	Ground Fixed	No	Remove		
SIGN40	Floor Mounted Finger-post	Trinity Lane/ Rugby Road junction	3-point fingerpost	Ground Fixed	No	Remove		
SIGN41	Floor Mounted Board	Trinity Lane/ Rugby Road junction	Poster Case	Ground Fixed	No	Remove		
SIGN42	Floor Mounted Board	Chapel Yard	Poster Case	Ground Fixed	No	Remove		

EXISTING WAYFINDING DESTINATIONS

Plan showing buildings, spaces and zones identified on the existing town centre wayfinding signage.

Some of the places and points of interest identified are no longer relevant and/or perhaps not worthy of being highlighted. A review of these will help inform an updated set of destinations to be included on the Proposed Wayfinding Signage.

BUILDINGS

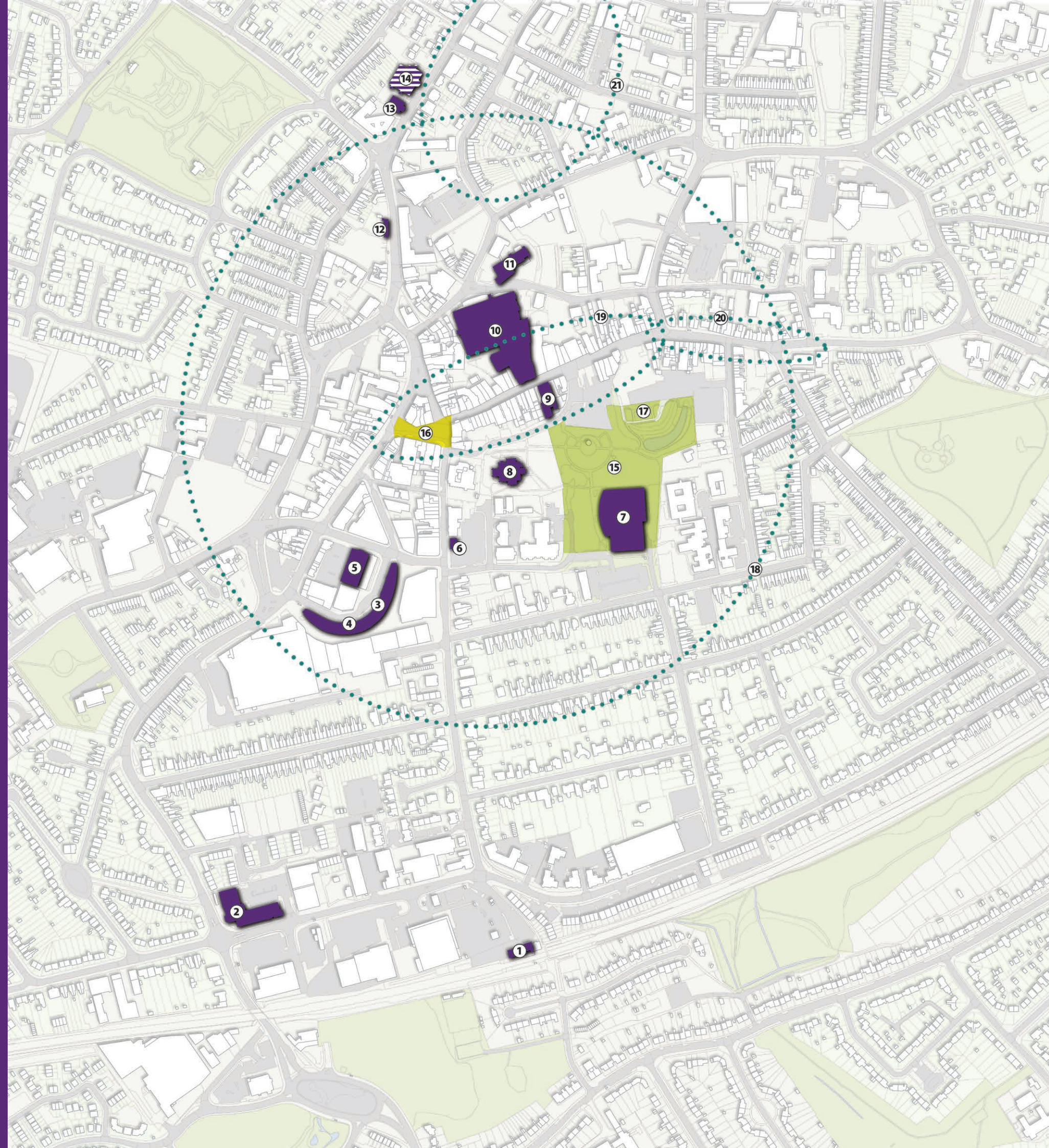
- 1 Hinckley Railway Station
- 2 Council Offices
- 3 Crescent
- 4 Bus Station
- 5 Library
- 6 Public toilets
- 7 Leisure Centre
- 8 St Marys Church
- 9 Post Office
- 10 Britannia Centre
- 11 Concordia Theatre
- 12 Museum
- 13 Police Station
- 14 Magistrates Court (closed July 2016)

SPACES

- 15 Argents Mead
- 16 Market Place
- 17 War Memorial Garden

ZONES

- 18 Town Centre
- 19 Pedestrian Shopping Area
- 20 Upper Castle Street
- 21 Druid Quarter





The town map does not include all of the town centre. The 'You are here' marker is in the wrong position due to the constrained map extents.



Some signage is in need of maintenance.



A range of signage elements and styles within the town centre on both publicly- and privately-owned land.



Duplication of signage with elements placed next to each other.



The legibility of some signage is weak due to size and colour of text and also the height.



Some signage suffers from weak visibility due to proximity to trees or other furniture elements such as highways signage.



The visibility of some signage is limited due to accessibility. The town map on the above sign is on the opposite side to the path meaning it can be missed.



Inconsistent and/or out-dated labelling of destinations (ie Courts / Concordia or Concordia Theatre).

EXISTING SIGNAGE REVIEW

The existing signage within Hinckley town centre has become outdated and in need of renewal. As part of producing a new wayfinding strategy for the town centre an audit (carried out on 25th June 2021) and subsequent review of the existing signage has been undertaken.

This review has revealed a number of issues which should be addressed as part of a new wayfinding strategy. This page sets out the issues identified:

- Signage is out-dated in terms of some of the destinations / points of interest shown.
- There is a lack of consistency in the naming of destinations and points of interest.
- There is poor legibility for some of the signage due to the size, style and colour of text.
- There is poor legibility for some of the signage due to the height of the signs.
- The fingerposts are prone to being moved around meaning a number of the signs do not point in the correct direction.
- There is unnecessarily duplication of signage in a number of locations.
- Visibility of the signage is compromised in some locations due to the positioning and/or blocking of views by furniture or trees.
- The illustrated town map does not include the whole of the town, missing important elements such as Hinckley Railway Station and Hinckley Hub.
- The quality of some signage has deteriorated due to the original specification / materiality and/or a lack of maintenance.
- Across the town centre signage are a number of different elements, styles and materiality which lack cohesion.
- There is no information provided relating to distances or walking times.

3: Proposed Signage

The long term vision for the wayfinding strategy is to:

“Create a wayfinding system that supports the regeneration of Hinckley Town Centre by enhancing people’s discovery of its compactness, attractions and availability of supporting facilities that are within convenient walking distances and support an enjoyable and lasting experience.”

The wayfinding strategy seeks to replace existing wayfinding elements across the town centre that have over time become outdated and disparate, as land uses and activities have changed. The strategy aims to adapt to the changes that continue to take place through retail restructuring, diversification with an expanding leisure offer, growth of creative industries and cultural attractions. The strategy adds detail to initial proposals set out in the Hinckley Town Centre Public Realm Masterplan Strategy and intends to complement improvements to the public realm across the town centre. In this context the wayfinding system must:

- Ensure that wayfinding elements are robust and therefore long lasting, with the ability to withstand the effects of the sun, rain, frost and wind, and be resistant to knocks and scrapes, intentional or otherwise.
- Be easy to maintain and update without needing to replace whole features.
- Be able to be delivered in a logical phased manner, as funding becomes available to support their delivery and be coordinated with wider improvement to Hinckley Town Centre’s public realm.
- On occasions where there are benefits to deliver wayfinding elements in advance of wider public realm improvements, they must be easy to remove, store and reinstate without the need to remanufacture them as wider improvements follow.
- Be of a design that forms part of a wider ‘family’ of signage and features and complements public realm improvements and come together to support the town centre’s unique identity, with careful consideration of their form and colour and siting.
- Be made to dimensions with details that maximise their accessibility, with mapping, graphics, type faces and icons that can be easily seen, read and understood from a range of distances and heights.
- Enable more people to appreciate the compactness, of Hinckley town centre and how easy it is to walk and cycle around, with clear directions and distances to attractions, thereby encouraging more active travel with walking and cycling, which will become even more convenient and attractive over time as public realm improvements are delivered.
- Leave a lasting positive impression to first time visitors with wayfinding features that ensure that the ‘gems’ in Hinckley Town Centre are no longer ‘hidden’ and are waiting to be discovered.
- Be respectful of Hinckley’s Heritage and, although uniform in design, be able to complement, rather than detract from the character of the streets and spaces where they are sited.

DESIGN PRINCIPLES FOR THE PROPOSED SIGNAGE

Based on our review of the existing signage there are a number of key issues to address as part of the Wayfinding Strategy proposals. These include:



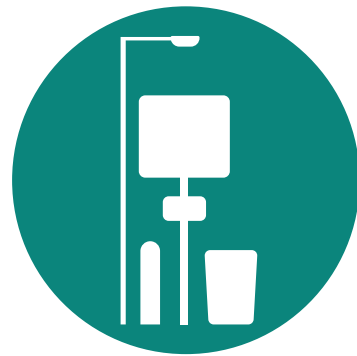
Signage must be **legible** – type face size and colour.



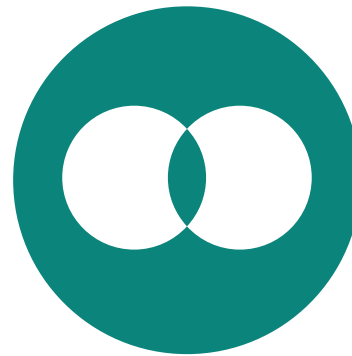
Signage to places, buildings and points of interest must be **relevant, current and necessary**.



Signage must be **designed with longevity in mind** – future-proofing the elements through design can help avoid or minimise the need for costly maintenance or update works to mapping and content.



Signage design and arrangement must seek to **reduce street clutter**.



There must be **consistency** across the town centre in terms of the style and range of signage elements as well as the naming of destinations.



Increasing awareness of the **walkability** of Hinckley and the proximity of destinations to each other can be done by providing walking times on signage. This can help encourage walking and cycling as well as potentially reduce the demand for parking in the most central of locations.



20-minute neighbourhood principles are a key driver for more resilient and sustainable town centres. Hinckley can benefit from these, particularly due to its size.



Signage will primarily serve **visitors and tourists** – people who are unfamiliar with Hinckley.



Signage must be **visible and eye-catching** in design terms and in the location / positioning within the street and public. Care must be taken to achieve optimal visibility at the site specific design and implementation stage.

PROPOSED WAYFINDING DESTINATIONS

This plan highlights buildings, spaces and zones which could be identified on the proposed town centre wayfinding signage. This is based on the destinations on the existing town centre signage but is updated based on our review and design principles.

BUILDINGS

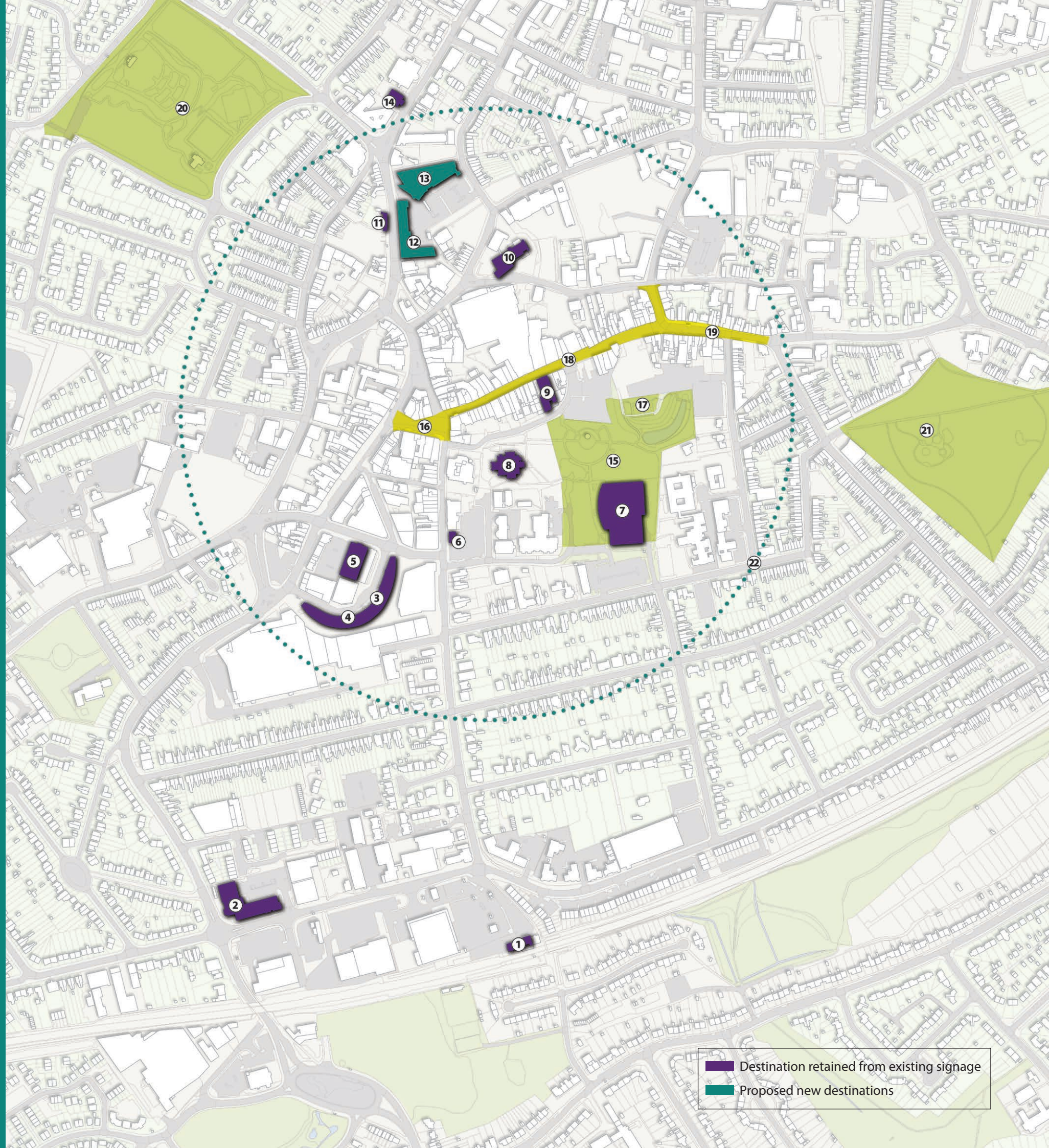
- 1 Hinckley Railway Station
- 2 Council Offices
- 3 Crescent
- 4 Bus Station
- 5 Library
- 6 Public toilets
- 7 Leisure Centre
- 8 St Marys Church
- 9 Post Office
- 10 Concordia Theatre
- 11 Museum
- 12 Atkins Building
- 13 College
- 14 Police Station

SPACES

- 15 Argents Mead
- 16 Market Place
- 17 War Memorial Garden
- 18 Castle Street
- 19 Upper Castle Street
- 20 Hollycroft Park
- 21 Queens Park

ZONES

- 22 Town Centre



Destination retained from existing signage
 Proposed new destinations

PROPOSED SIGNAGE PLAN

This plan sets out the proposed signage by type across the town centre. This plan must be read in conjunction with the supporting schedule.



20%

REDUCTION IN
SIGNAGE

PROPOSED SIGNAGE SCHEDULE

Totems

Ref	Location notes	Identified destinations	Walking times*	Other notes
T1	Rail station arrival space	Hinckley Hub Town Centre Crescent Argents Mead Concordia Theatre Hinckley Museum Hinckley Campus	5mins 7mins 7mins 10mins 11mins 12mins 12mins	Replace missing signage board
T2	Entrance to the Hinckley Hub	Railway Station Bus station & Crescent Town Centre	5mins 7mins 10mins	On Rugby Road side
T3	Western end of the Crescent	Market Place Castle Street Argents Mead Concordia Theatre Railway Station	4mins 5mins 6mins 6mins 9mins	By junction of Rugby Road and Waterloo Road
T4	Argents Mead	Castle Street Leisure Centre Market Place Concordia Theatre Bus station & Crescent Hinckley Museum Railway Station	1min 1min 2mins 4mins 5mins 7mins 10mins	On circular path to east of band stand
T5	Market Place	Castle Street Argents Mead Leisure Centre Bus station & Crescent Concordia Theatre Hinckley Museum Railway Station	0mins 2mins 3mins 3mins 4mins 4mins 9mins	In area where The Borough and Castle Street meet
T6	Castle Street	Argents Mead Leisure Centre Market Place Concordia Theatre Bus station & Crescent Hinckley Museum Railway Station	1min 2mins 2mins 3mins 5mins 5mins 10mins	At point where Church Walk meets Castle Street

* Walking times taken from traveltime.com and subject to detail design

Fingerposts

Ref	Location notes	Identified destinations	Walking times*	Other notes
F1	Bridge Street and Brookside	Railway Station Town Centre	3mins 10mins	At entrance to Bridge Street from Brookside adjacent to shopping parade
F2	Station Road/ Hawley Road/ Southfield Road junction	Railway Station Hinckley Hub Town Centre	1min 5mins 7mins	
F3	Coventry Road / Regent Street / Rugby Road junction	Bus station Market Place Castle Street Argents Mead	1min 2mins 3mins 4mins	At the corner of Coventry Road and Regent Street
F4	The Borough / Stockwell Head junction	Hinckley Museum Concordia Theatre Hinckley Campus Hollycroft Park	2mins 2mins 3mins 6mins	Replace existing fingerpost adjacent to the Union Inn
F5	Castle Street / New Buildings junction	Argents Mead Market Place	2mins 4mins	By junction of Castle Street and New Buildings
F6	Baptist Walk	Town Centre Argents Mead	2mins 3mins	On Baptist Walk opposite pedestrian link from Aldi supermarket
F7	Lower Bond Street / Upper Bond Street / Hollycroft junction	Hollycroft Park Town centre Argents Mead	2mins 4mins 6mins	At the corner of Trinity Lane and Lower Bond Street

Wall-mounted signs

Ref	Location notes	Identified destinations	Walking times*	Other notes
W1	The Crescent/ Bus Station	Market Place Castle Street Argents Mead Concordia Theatre Railway Station	4mins 5mins 6mins 6mins 9mins	Entrance/exit to Bus Station

Car Park Signs

Ref	Location notes	Identified destinations	Walking times*	Other notes
CP1	Mount Road Car Park	Leisure Centre Argents Mead Castle Street Bus Station & Crescent Market Place	1min 2mins 4mins 5mins 5mins	
CP2	Trinity Lane West Car Park	Bus Station & Crescent Market Place Castle Street Argents Mead	3mins 6mins 7mins 8mins	
CP3	Trinity Lane East Car Park	Bus Station & Crescent Market Place Castle Street Argents Mead	2mins 5mins 6mins 7mins	
CP4	St Mary's Road Car Park	Bus Station & Crescent Argents Mead Leisure Centre Castle Street Market Place	2mins 3mins 4mins 4mins 5mins	
CP5	Trinity Vicarage Car Park	Hinckley Museum Market Place Castle Street Bus Station & Crescent Hinckley Campus	3mins 3mins 3mins 4mins 5mins	
CP6	Church Walk Car Park	Castle Street Leisure Centre Market Place Bus Station & Crescent	1min 1min 2mins 5mins	
CP7	Castle Car Park	Argents Mead Castle Street Leisure Centre Market Place Bus Station & Crescent	3mins 3mins 4mins 6mins 8mins	
CP8	Rear of Castle Street Car Park	Castle Street Concordia Theatre Argents Mead Market Place Bus Station & Crescent	2mins 2mins 4mins 4mins 8mins	
CP9	Stockwell Head Car Park	Concordia Theatre Castle Street Argents Mead Market Place Bus Station & Crescent	1min 3mins 5mins 5mins 9mins	
CP10	Lower Bond Street Car Park	Hinckley Campus Concordia Theatre Market Place Castle Street Argents Mead Bus Station & Crescent	1min 3mins 4mins 5mins 6mins 8mins	

4: Graphic Design

DESIGN HINTS FROM EXISTING SIGNAGE

It's important to not disregard the signage that currently exists in Hinckley and while some of the existing signage elements need to be removed or replaced, others will remain. The new signage will need to be read in conjunction with existing elements.

The black and gold colour scheme of Hinckley's existing signage is recognisable and reflects the heritage of the town centre and we propose this is carried through in the new signage.



MAPPING

The design and content of the proposed mapping has been informed by an extensive appraisal of existing wayfinding precedents to create a legible map that is bespoke to Hinckley and appropriate in scale and content.

Totems and Car Park signs will feature a bespoke map of Hinckley town centre which includes all roads and walking paths. All bus stops, public car parks and public cycle parking areas in the study area will be shown with an appropriate icon as well as public toilets and defibrillator locations.

The maps will be oriented to match the direction the reader is facing ('heads-up mapping') and feature a 'You are here' marker accompanied by walking isochrones of 2-, 4- and 10-minutes.

Totems will feature a 650mm diameter circular 'heads-up' map.

Map shown at actual size





Destinations and landmarks will be drawn as axonometric 3D to allow the user to navigate the town through recognisable buildings. Further features such as steps, pedestrian crossings and traffic islands will be shown to aid accessible route-finding.

The maps will be overlaid by a 5x5 coordinated grid with an accompanying street finder. As the orientation of the map will change to reflect the orientation of the totem, a north point is included alongside the map.

Street finder

C5 Albert Road	B4 Cleveland Road	B5 Hollier's Walk	B4 Mill Hill Road	D2 Southfield Road	B4 Trinity Vicarage Road
D5 Alma Road	C2 Coley Close	A4 Hollycroft	A4 Milton Close	C5 Spencer Street	C5 Upper Bond Street
C3 Argents Mead	C5 Council Road	D2 Hurst Road	C3 Mount Road	C2 Springfield Road	D4 Upper Castle Street
C4 Baines Lane	A3 Coventry Road	C4 King Street	D5 New Buildings	C2 Station Road	B3 Waterloo Road
C1 Bridge Road	D5 Derby Road	B3 Lancaster Road	D4 Orchard Street	A5 St George's Avenue	C1 West Close
D1 Brookside	C5 Druid Street	D5 Leicester Road	C2 Presthills Road	C3 St Mary's Road	A1 Westfield Road
A4 Browning Drive	D1 East Close	A5 Linden Road	E3 Princess Road	C4 Stockwell Head	C5 Well Lane
B5 Canning Street	A3 Ferry Pickering Close	E4 London Road	D4 Priory Walk	C4 The Borough	B2 Willowbank Road
C4 Castle Street	D4 Friary Close	B5 Queen Victoria Court	C5 Queen Victoria Court	D4 The Grove	D4 Wood Street
D5 Charles Street	B3 George Street	B5 Manor Street	E3 Queen's Road	C3 The Horsefair	D5 Wood Street Close
B4 Chessher Street	A2 Granby Road	B4 Mansion Street	B3 Regent Street	D4 The Lawns	
C4 Church Walk	A2 Granville Gardens	B1 Marchant Road	B1 Rugby Road	D3 Thornycroft Road	
E3 Clarence Road	B1 Hawley Road	C4 Market Place	A2 Rutland Avenue	D2 Thornfield Way	
B2 Clarendon Road	D4 Hill Street	A2 Merevale Avenue	B5 Shakespeare Drive	B3 Trinity Lane	

Destination finder

C5 Atkins Building
B3 Bus Station & Crescent
C5 Concordia Theatre
D3 Health Centre
C5 Hinckley Campus
B1 Hinckley Hub
B5 Hinckley Museum
D3 Leisure Centre
B3 Library
B5 Police Station
C4 St Mary's Church
C1 Hinckley Railway Station

Key

- Bus Stop
- Car Park
- Cycle Parking
- Public Toilet
- Defibrillator
- The Hinckley Hoop

DOUBLE-SIDED WAYFINDING TOTEM

750mm

Header text
220pt Myriad Pro Light. Legible upto 20m

Destination text Distance text
70/90pt Myriad Pro Regular. 41/90pt Myriad Pro Semibold.
Legible upto 6m Legible upto 5m

650mm diameter map centred 1,250mm above ground level to ensure maximum accessibility for all users.

Average male height 1.75m / 5'9"

240mm kicker plate, robustness element



Totem header featuring location and Hinckley Crest

Space for up to 10 lines of directions split horizontally into two columns of text, left column for straight on and left arrows, right column for right arrows.

Circular 'heads-up' map with 5x5 coordinated grid. Map features all road and walking paths, all bus stops, car parks and cycle parking within the wayfinding study area. The 'You are here' locator is accompanied by 2-, 4-, and 10-minute walking isochrones (walking isochrones to be reviewed as part of detailed design).

Street finder, destination finder and map key

DOUBLE-SIDED CAR PARK TOTEM

750mm

Totem header featuring location and parking symbol

Lower Bond Street

Castle Street 0 mins **Bus Station & Crescent 3 mins**
Argents Mead 2 mins **Railway Station 9 mins**
Leisure Centre 3 mins

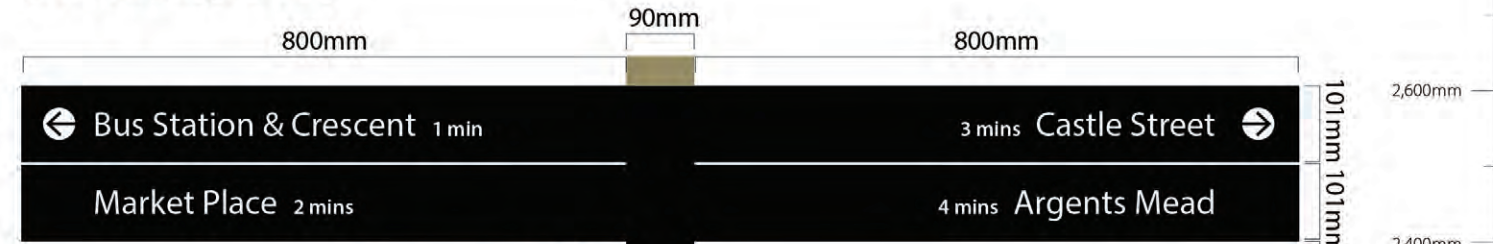
Concordia Theatre 4 mins
Hinckley Museum 4 mins



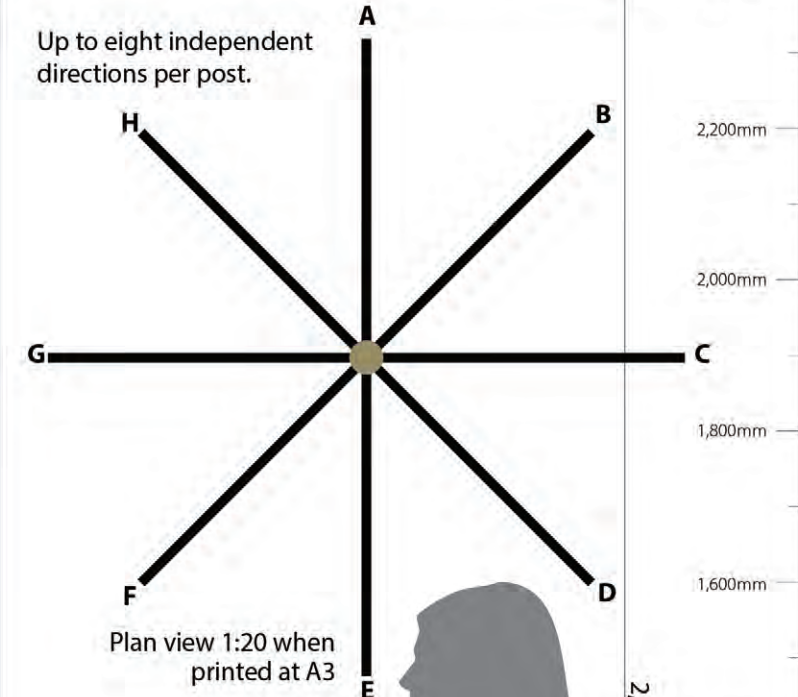
Wheelchair user average eye height approx. 1.2m



FINGERPOST



Maximum stack of six fingers per direction.



Destination text
130pt Myriad Pro Regular.
Legible upto 14m

Distance text
80pt Myriad Pro Semibold.
Legible upto 9m

TOTEM SIDE ELEVATIONS



Totem side featuring location and Hinckley Crest for 360° visibility

Car park totem side featuring location and parking symbol for 360° visibility

HERITAGE TOTEM



Castle Street

From Motte and Bailey to main shopping street

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Indicative Design: Final design of Heritage Totems dependant on content and location.

Potential for glazed display case to be incorporated into rear of car park/heritage totems to allow display of local notices.



Lower Bond Street

- Castle Street 0 mins
- Argents Mead 2 mins
- Leisure Centre 3 mins
- Bus Station & Crescent 3 mins
- Railway Station 9 mins
- Concordia Theatre 4 mins
- Hinckley Museum 4 mins



PROPOSED SIGNAGE ELEMENTS: VISUALISATIONS

Illustrative views of totem and fingerpost, not representative of final signage location which will be subject to detailed design.

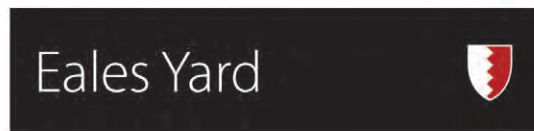




PROPOSED SIGNAGE ELEMENTS: SUPPLEMENTARY SIGNAGE

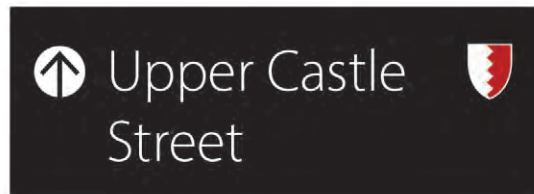
To help reinforce wayfinding across the town it may be necessary to add supplementary signage in some places where existing street name plate are lacking, for example at the entrance to Jitties and Yards. These could follow the style of the totems and fingerposts but be smaller, wall-mounted signs. Location, height, dimensions and specification of these signs would be subject to detailed design.

JITTY NAMEPLATE

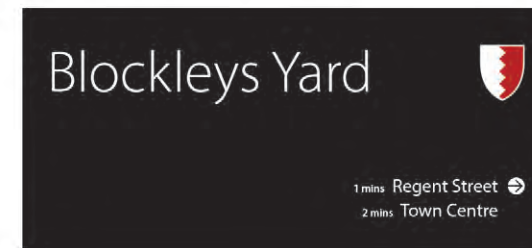


Nameplates for jitties could simply include the jitty name or could include wayfinding information to further reinforce the wayfinding strategy.

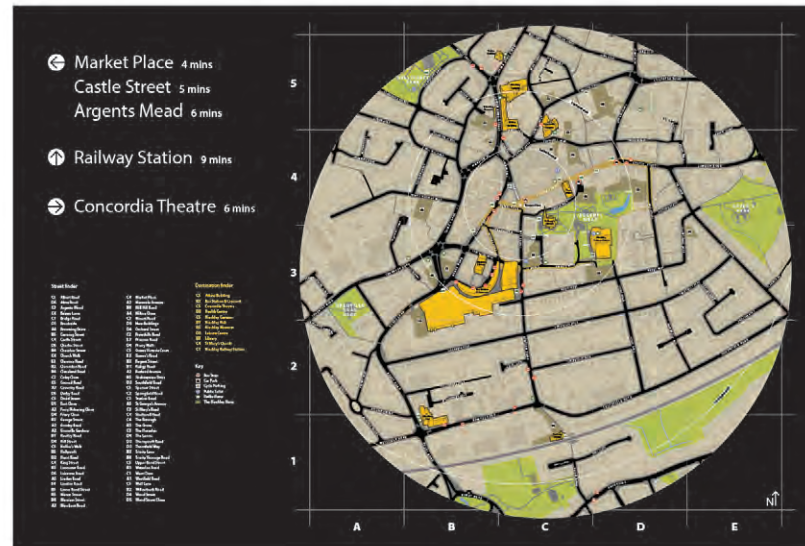
SIMPLE WAYFINDING BOARDS (LIMITED USE)



JITTY NAMEPLATES INCLUDING WAYFINDING



WALL-MOUNTED MAP BOARDS



6: Next steps

IMPLEMENTATION

Following the completion of this strategy, a more detailed phase of design work will be carried out. This will include drawings and schedules being produced for each signage element to reflect the specifics of each location.

This wayfinding and signage strategy is capable of being implemented as one single project or most likely incrementally as a series of smaller phases arranged and coordinated on an area or individual sign basis. The approach can be developed to suit available budgets, logistics and wider town centre development works.



Wayfinding Strategy



Detailed Design



Implementation

Appendix A: Indicative Costs

(SUBJECT TO DETAILED DESIGN AND SPECIFICATION)

An indicative schedule of costs, based on a suppliers estimate, is set out to guide the future procurement of wayfinding signage.

Table A sets out a schedule of costs for individual types of signage including totems, finger posts and supplementary signage. It demonstrates how the units costs for each item could be reduced if procured with increased quantities.

Table B sets out the additional costs for survey, preparation, production, finishes, delivery and installation although they exclude permits and waste removal, or other unforeseen circumstances that may have an impact on installation costs.

Table C provides an indicative overall cost for delivering the wayfinding elements based on the numbers and types of signs in the Proposed Signage Plan and the Proposed Signage Schedule. Lower unit costs based on procuring multiple items are assumed, as such the cost of a phased delivery could be higher.

TABLE A – COST PER ITEM

Item type	Quantity	Unit Cost	Total Cost
TOTEMS			
Double-sided totem	1	£2,880	£2,880
	2	£2,600	£5,200
	5	£2,500	£12,500
Single-sided totem with poster case to reverse	1	£3,190	£3,190
	2	£2,950	£5,900
	5	£2,850	£14,250
FINGERPOSTS			
Posts	1	£1,200	£1,200
	2	£1,015	£2,030
	5	£950	£4,750
Individual fingers (maximum of 8 fingers per collar)	1	£250	£250
	2	£175	£350
	5	£150	£600
Collars (maximum of 6 collars per post)	1	£95	£95
	2	£70	£140
	5	£65	£260
SUPPLEMENTARY SIGNAGE			
Jitty nameplate	1	£350	£350
	5	£250	£1,250
	10	£230	£2,300
Jitty nameplate with wayfinding	1	£370	£370
	5	£280	£1,400
	10	£265	£2,650
Wall-mounted map board	1	£450	£450
	5	£395	£1,975
	10	£350	£3,500

TABLE B – ADDITIONAL COSTS FOR IMPLEMENTATION

Item type	
ADDITIONAL COSTS	
Bespoke gold paint for up to 20 signage elements to match existing town centre signs	£650
Site survey	£650
Working drawings for production	£450
Delivery of up to 7 signage elements	£550
Installation (2 no. totems and 1 fingerpost)*	£2,400
Cartography per map	£800

TABLE C – INDICATIVE COST FOR WHOLE PROJECT TO BE DELIVERED

Item type	Quantity	Unit Cost	Total Cost
Double-sided totem	6	£2,500	£15,000
Single sided totem	10	£2,850	£28,500
Posts	7	£950	£6,650
Collars (assume 2 per post)	14	£65	£910
Fingers	20	£150	£3,000
Wall-mounted map board	1	£450	£450
Cartography	22	£800	£17,600
Bespoke gold paint	1	£650	£650
Site survey	1	£650	£650
Working drawings for production	1	£450	£450
Delivery	1	£2,700	£2,700
Installation*	8	£2,400	£19,200
TOTAL	-	-	£95,760

*installation costs exclude permits and waste removal

