DESIGN JD

Wayfinding Report

Audit & Strategy

Haringey

v11 - August 2023



Contents

Introduction 4

Phase 1
Audit **5**

Introduction 6
Transport Map 7

Site Visit
Industrial Areas - Summary 8

Summary 9

Site Visit
Borough Wide Observations **21**

Borough Signage - General 22
Borough Signage - Industrial Area ADS 23
Area Naming Observations 24

Site Visit
Pilot Area - In detail **25**

Northumberland Park Areas (Area 01, 02) 26
Site Visit - Pilot Area 27
Stakeholder Engagement - Workshop 32
Stakeholder Engagement - Business Survey 33
Stakeholder Engagement - TfL, Lee Valley 35
Transport Map - Area 01 and 02 36
Routes Map - Area 01 37
Routes Map - Area 02 38
Decision Points - Area 01 39
Decision Points - Area 02 40
Key Destinations - Brantwood Industrial Area 41
Key Destinations - Garman Industrial Area 42
Area Landmarks - Area 01 43
Area Landmarks - Area 02 44
Audit - Summary 45

Phase 2
Strategy **46**

Introduction 47
Borough-Wide Identity 48
Borough - Wide Naming Strategy 49
Borough - Wide Wayfinding 51
Navigation Measures 52
Signage Types and Uses 53
Clutter Reduction 55
Sign Family - Overview 56
Sign Family - Traffic 58
Sign Family - Pedestrian 60
Sign Family - Sub - Estate 61

Contents

Pilot Area **62**

Introduction - Pilot Area 63
Sign Family - Overview 64
Signage Locations - Proposed
- Brantwood Industrial Area 65
Signage Locations - Proposed
- Garman Industrial Area 66
Signage Locations - Confirmed
- Northumberland Park Industrial Area (East) 67
Signage Locations - Confirmed
- Northumberland Park Industrial Area (West) 68
Wayfinding Map - Principles 69
Wayfinding Map - Design 70
Implementation Budget - Brantwood Industrial Area 71
Implementation Budget - Garman Industrial Area 72
Project Timeline 73

Appendix **74**

Introduction

This report was commissioned by London Borough of Haringey (LBH) to look into the implementation of a consistent wayfinding approach for the Boroughs Industrial Areas.

A successfully implemented wayfinding solution must achieve the following:

- Make it easy to navigate to Areas
- Make directions clear and up-to-date for the users
- Give the Areas a more welcoming feel

Abbreviations used in the report:

- **LBH** - London Borough of Haringey
- **TfL** - Transport for London
- **ADS** - Advanced Directional Sign (Road signs)
- **DfT** - Department for Transport
- **PROW** - Public Right of Way
- **TSRGD** - Traffic Signs Regulations and General Directions

Phase 1
Audit

Introduction

The Audit as part of this wider report that will look into the current situation on the ground with regard to the navigation needs of the Areas.

London Borough of Haringey includes seven major Industrial Areas, found in clusters, spread across the borough. They are defined as follows:

1. **Northumberland Park / North Tottenham Industrial Areas (Areas 01, 02)**
2. White Hart Lane Industrial Areas (Areas 03, 04)
3. Bounds Green Industrial Areas (Areas 05, 06)
4. Tottenham Hale Industrial Area (Area 07)
5. South Tottenham Industrial Areas (Area 08, 09, 10, 11, 12)
6. Crusader Industrial Area (Area 13)
7. Wood Green Industrial Area (Area 14)

The Northumberland Park Areas (Areas 01, 02) is the identified Pilot Area.

Transport Map

The London Borough of Haringey is well-connected with National Rail, Underground, Overground Rail and Bus services. Major **rail services** and **stations** used to access the individual Areas are as follows:

Northumberland Park (Pilot Area)
Area **01, 02** - Northumberland Park

White Hart Lane Industrial Area
Areas **03,04** - White Hart Lane

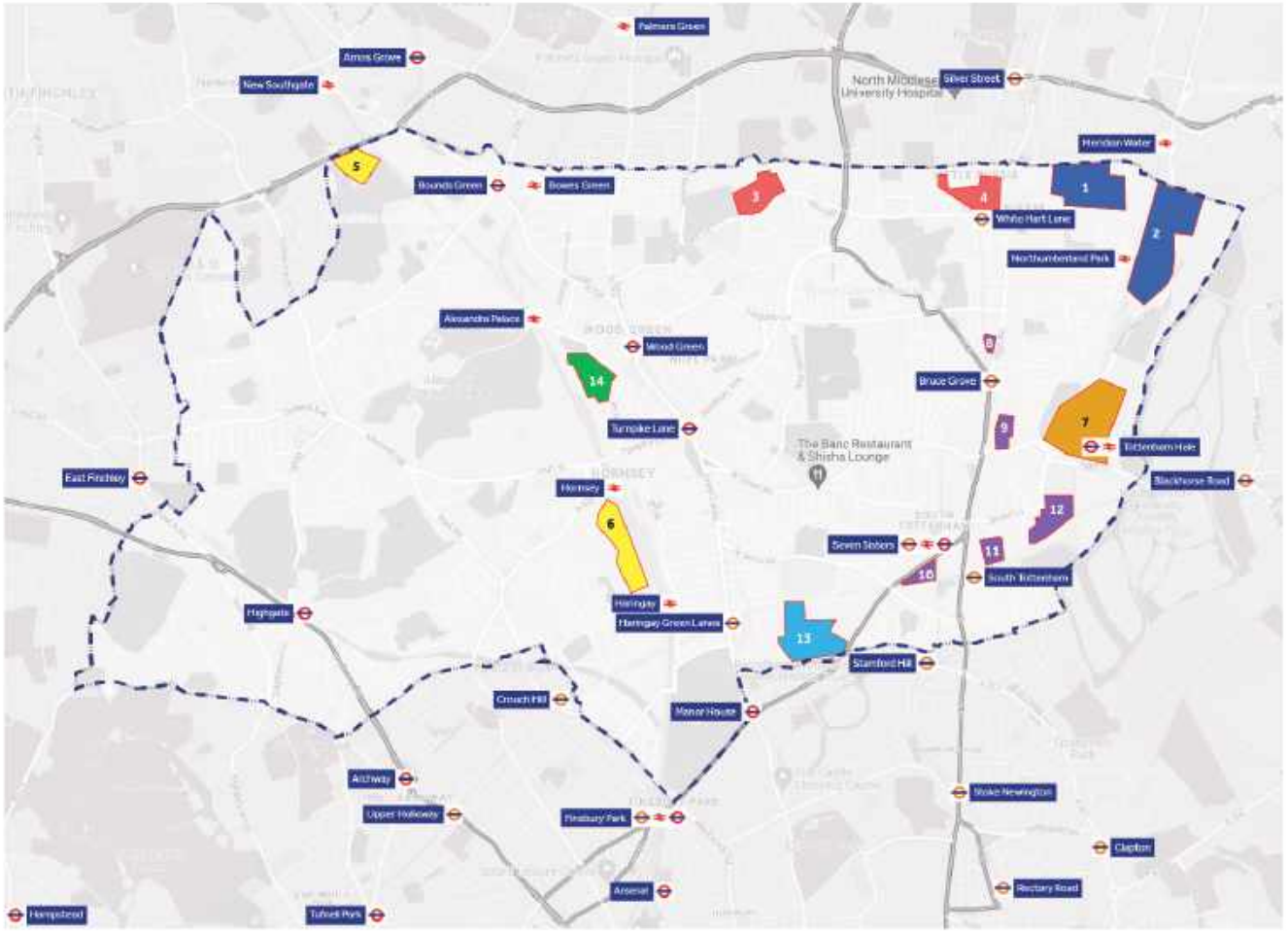
Bounds Green Industrial Area
Area **05** - Bounds Green
Area **06** - Hornsey, Haringey
Haringey Green Lanes

Tottenham Hale Industrial Area
Area **07** - Tottenham Hale

South Tottenham Industrial Area
Area **08,09** - Bruce Grove
Area **10,11,12** - Seven Sisters
South Tottenham

Crusader Industrial Area
Area **13** - Haringey Green Lanes

Wood Green Industrial Area
Area **14** - Wood Green
Alexandra Place



Site Visit

Industrial Areas - Summary

Summary

Following our site visits, the following observations were made and the subsequent questions were raised.

A overview was completed on all the Areas in the borough to get an overall understanding. The Pilot Area - Northumberland Park Areas (01, 02), is looked at in detail and the observations made have been summarised.

White Hart Industrial Area 03

This Industrial Area comprises two clusters along White Hart Lane, separated by the A10 (Great Cambridge Road). The Area can be accessed via Overground rail services (White Hart Lane) and Bus services.

Area 03 has three clearly defined Industrial Estates - **Saint George's Industrial Estate,SEGRO Park** and **White Hart Works.** They are large, systematically designed Estates with adequate parking and accessible footpath. Consistent entrance signage with branding was observed, with a uniform numbering system for units.

Key Points:

- Issues with parking identified on Market days (Saturdays). Trading on footpaths, causing hindrances to pedestrians.
- Similar unit numbering in SEGRO and St. Georges confuses visitors of the Area.
- Poor arrival with lack of signage,
- Issues with postcodes in the Area.

Top:

1. Map outlining the Estates in the Area

Bottom (left to right):

2. Numbered units at St. George's Estate

3, 4. Entrance Monolith for SEGRO behind road obstructions

5. White Hart Works - Insignificant entrance signage



1.



2.



3.



4.



5.

White Hart Industrial Area 04

Area 04 comprises a cluster of smaller Estates, including **Peacock Industrial Estate** (including Nesta Works), **Carbery Enterprise Park**, and **Chapel Place**, accessed via White Hart Lane, Brunswick Square and the High Road. In addition, a disconnected Estate - **Frontier Works**, is also part of this industrial Area along Queen Street, a branch of White Hart Lane.

Key Points:

- Both Areas are disconnected from each other. There needs to be signage on the main roads directing users towards the Estates.
- There needs to be consistent paving for pedestrian usage.
- Due to consistent traffic flow, access roads such as Brunswick Square are subjected to obstructions.
- Frontier Works, with 20 units, has no signage leading up to it, hence creating confusion in navigation.



1.



2.



3.



4.

Top:

1. Map outlining the Estates in the Area

Bottom (left to right):

2. Inside Peacock Estate - no designated pedestrian pathways
3. Approach with no significant signage - Carbery Estate
4. Entrace signange - Frontier Works

Bounds Green Industrial Area 05

This Area comprises two separate clusters with well-defined boundaries and access points.

Area 05 is 'bounded' by the A406 and A109. This Area is well-contained and has an internal access road - Ring Way. This road marks the only access route which further branches into the North Way, South Way and Gateway Mews. Prominent Estates of the Area include **Bounds Green Industrial Estate** and **Gateway Mews Industrial Estate. Horizon Trade Park** is an important landmark in the Area. Nearby transport options include National Rail (New Southgate), Underground services (Bounds Green, Arnos Grove) and Bus services.

Key Points:

- Poor Directory signs inside the Estate entrance.
- Unclear Entrance demarcation, hence missed by users,
- Businesses have Cline Road in their address but this road cannot be used to access them.

•

Top :

1. Map outlining the Estates in the Area

Bottom (left to right) :

2. Signage for the Industrial Area outside Ring Way
3. Bounds Green Estate - Internal signage
4. Gateway Mews signage with unit markings - hidden by the hedge
5. Insignificant Horizon Trade Park signage



1.



2.



3.



4.



5.

Bounds Green Industrial Area 06

Area 06 is the **Cranford Way Industrial Estate**, a linear cluster formed along the railway line. The main access road to this Area is the A103 (Tottenham Lane), and Cranford Way is the primary internal road. This is an individual Estate with multiple units along the main spine. This cluster can be accessed only through the main entry point on the A103. Nearby transport options include National Rail (Haringey, Hornsey), Overground services (Green Lanes) and bus services. Internally, the Cranford Way is a long, continuous path making it the only access route.

Key Points:

- Area 06 has a one main access point which is one-way for traffic. When a driver exits the Estate, it is unclear as to which direction they are to be travelling.
- Area 06 has no street name plates. Additionally, there is poor road marking in the Area.
- For Area 06 there are two Cranford Ways, which makes it confusing.
- Area 06 postcode takes one to the middle of the Estate and not towards the end.

General Observations:

- Entrance needed to be more conspicuous. Poor Directory signage coupled with an incorrect postcode, lead to deliveries made to incorrect locations.
- More footpath connectivity in the Area needed.
- Unit markings were found to be confusing and in varying styles and were found to be missing for few businesses,



1.



2.



3.

Top :

1. Map outlining the Estates in the Area

Bottom (left to right):

2. Internal Signage - Cranford Way

3. Unit Markings inside the Estate - no visible road markings

Area 07 is accessed through Watermead Way along the train line. This train line also bifurcates the Area into two clusters. Mill Mead Road, Mayes Road and Ashley Road are the internal roads that connect the Estates. This industrial Area comprises two major Estates - **Mill Mead Industrial Estate** and **Lockwood Industrial Estate.** Mill Mead Estate is a larger Estate comprising around 65 units, predominantly involved in food manufacturing and processing. The Lockwood Estate houses 19 units. The Area can be accessed via National Rail and Underground (Tottenham Hale) and bus services.

Key Points:

- Good numbering system and colour coding followed for the units within Estates.
- Ample designated parking made available in the Area.
- Well-connected pedestrian footpaths, including the Lee Valley Canal, to access the Area.
- Due to the disconnected clusters, a need for wayfinding elements was observed between the main road and the estate cluster.
- Internally, there is difficulty in accurately identifying sub-estate locations.
- Ashley Road leads to an older cluster of units that are now found to be redundant.



1.



2.



3.



4.

Top :

1. Map outlining the Estates in the Area

Bottom (left to right):

2. Directional signage on Mill-Mead road
3. Map of units in Mill-Mead Estate
4.Map of units in Lockwood Estate

South Tottenham Industrial Area 08 and 09

Areas 08 and **09** are small individual Estates around the Bruce Grove - High Road junction. The Areas can be accessed via Overground Rail (Bruce Grove) and Bus services. **Morrison Yard**, of Area 08, is an Estate established in 1983 by the Greater London Council in partnership with Haringey. It comprises close to 12 units. Area 09 is the **Tottenham Green Workshops** comprising 17 units.

Key Points:

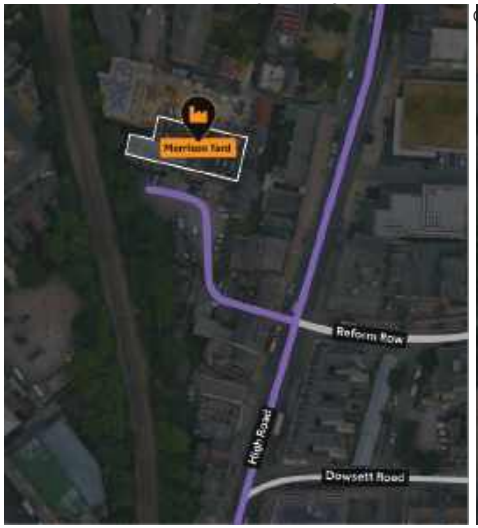
- Both Estates are signed by Haringey Council.
- Area 09 has a local car park in front of the complex.
- A lack of directive signage is felt across all the Areas. There needs to be a sense of welcome and an indication of an Estate on the main roads like High Road and Seven Sisters Road.

Top :

1. South Tottenham Area 08 - Morrison Yard
2. South Tottenham Industrial Area 09 - Green Workshops

Bottom (left to right):

3. Entry into Morrison Yard
4. Signage with Unit details - Morrison Yard
5, 6.Entry and signage for Green Workshops complex



1.



2.



3.



4.



5.



6.

South Tottenham Industrial Area 10

Area 10 is a triangular, self-contained cluster along Seven Sisters Road. It comprises smaller units along its internal roads - Durnford Street, Gourley Street and Gourley Place. The Area can be accessed via National Rail, Underground and Overground Rail services (Seven Sisters).

Key Points:

- Being a cluster, this Area is spread across a few streets. A lack of directive signage is felt across the Area.
- There needs to be a sense of welcome and an indication of an Estate on the main roads like High Road and Seven Sisters Road.
- There needs to be more clarity in the postcode and unit number markings in Area 10.



1.



2.



3.



4.

Top :

1. Map of the units in the cluster and the roads connecting them

Bottom (left to right):

2. Signage on Seven Sisters road - no mention of the Estates
3. View of Gourley Street - no apparent signage for the Estates
4. Map with unit markings for Gourley Place - signage clutter

South Tottenham Industrial Area 11

The two clusters, Area 11 and 12, can be accessed using National Rail and Underground (at Seven Sisters) and Overground Rail services (Seven Sisters, South Tottenham).

Area 11 comprises the **Rangemoor Road Industrial Estate.** The Area is accessed via the Rangemoor Road that branched off Broad Lane. Internally, Norman Road, Bernard Road and Enterprise Row connect the various units to the main spine. This Area also has the Railway Arches along which, few units are located, accessible via Constable Crescent.



1.



2.



3.



4.



5.

Top :

1. Map of the Estates in the cluster and the roads connecting them

Bottom (left to right):

2. Estate signage outside Rangemoor Road

3, 4. Unit number and location map signage inside the Estate

5. Graffiti on Norman Road signage

South Tottenham Industrial Area 12

Area 12 comprises various units dispersed off Broad Lane, connected via Markfield Road, which leads to Constable Crescent and Fontayne Road. **High Cross Business Centre, Rainbow Works** and **Markfield Industrial Estate** are prominent Estates in this Area.

General Observations:

- The postcode for the Area also only includes some units, creating confusion amongst visitors.
- Issues like parking on footpaths are also prevalent.
- In Area 11, some estate signage is observed.
- In Area 12, there are no sign of welcome into the main cluster, although individual Estates have limited signage.
- Road markings are illegible due to graffiti and dirty premises.
- Irregular numbering of units, like in the High Cross Centre.
- There needs to be consistency in footpaths, demarcated cycle lanes, or drop curbs in these Areas.
- Rainbow Works was prone to flooding.



1.



2.



3.



4.



5.

Top :

1. Map outlining the Estates in the Area

Bottom (left to right):

2. Road leading to High Cross Centre
3. Entrance - Rainbow Works
4. Obstruction and damage to signage
5. Map and unit marking for High Cross

Crusader Industrial Area 13

Area 13 is flanked by the junction of Green Lane and Seven Sisters Road. The **Crusader Industrial Estate** in the Area, which acts as a significant landmark, is situated in a near centre position and hence, gives the Area its unofficial name. The other prominent Estates include **Ashfield Industrial Estate, Florentine Village, Vale Road Industrial Estate** and **Tewkesbury Industrial Estate.** Internally, the main access roads are the Hermitage Road, Vale Road and Ashfield Road. Nearby transport options include National Rail (Haringey), Overground Rail - Green Lane, Stamford Hill, Underground Rail - Manor House and bus services.

Key Points:

- A characteristic feature observed includes the extensive graffiti on the walls, that damage signage.
- Individual Estates like the Florentine Village have made additional efforts to improve wayfinding through Maps, Unit number markings and colour coding.
- The main industrial Area is disconnected from the access road, with little to no signage indicating the route towards the Area.
- There is adequate parking and well-constructed footpaths with minor lapses.



1.



2.



3.



4.

Top :

1. Map outlining the Estates in the Area

Bottom (left to right):

2. Highway signange to Estates
3. Colour coded Map inside the Area
4. Graffitti as wayfinding element

Wood Green Industrial Area 14

Prominent Estates of **Area 14** are the **Claredon Yards / Olympia Industrial Estate, Coburg Road Estate, Bittern Place, Guillemot Place** and **Mallard Place.** This cluster is bounded by Mayes and Western roads with multiple access points along the periphery. Main internal roads include Coburg Road, further branching onto Claredon Road, Brook Road and Silsoe Road. Claredon Yards and Kingfisher Place are some landmarks of the Area. This industrial Area can be accessed by National rail services (Alexandra Place), Underground services (Turnpike Lane, Wood Green) and bus services.

Key Points:

- There is no sense of welcome into the Area.
- There is a lack of wayfinding elements observed along the periphery, with no indication of directions to the Area.
- Internally, sub-Estates are marked and numbered based on an internal system through maps, colour coding etc. This creates a sense of irregularity.
- Overdose of signs is observed outside prominent sub-estates
- The Area is poorly lit, making it harder to navigate during the night.
- Access to Alexandra Palace is possible but poorly signed, hence difficult to identify.



1.



2.



3.



4.

Top :

1. Map outlining the Estates in the Area

Bottom (left to right):

2. Coburg Road - no signs for Estates
3. Map and Unit Markings outside Area
4. Unit markings outside sub-Estate

Site Visit

Borough Wide Observations

Borough Signage - General

A variety of signage, apart from Highway and Road markings, were observed within the borough. These include:

1. Trail markings and maps for nearby parks and marshes
2. Pedestrian and Cyclist routes signage
3. Guerrilla signage - including graffiti, used to navigate better around the Area and the Estates
4. Maps at Bus Stops
5. Signage commission by the Council - Example, Haringey Parking signage
6. Road markings mentioning Housing and Apartment complexes
7. Tourist signage mentioning notable destinations in the Area
8. TfL Legible London - Pedestrian wayfinding.
9. Event signage, specifically in North Tottenham



1. Pedestrian walkway signage and cycle routes indicated



2. Private signage - devised based on need



3. Bus stop maps, Parking signage, Signage mentioning Housing complex, Tourist and Event signage

Borough Signage - Industrial Area ADS

Industrial Area ADS documented in the borough included directional highway signage that included the directions to the Area and/or individual Estates.

Traditional ADS' were also observed at key decision points such as roundabouts. Apart from this, Heavy vehicle specific signage was also noted on the periphery of individual industrial Areas, specifying the acceptable routes for trucks and vans.

Across the borough, in some Areas, colour bands were used to identify Industrial Areas. This was seen on a range of ADS and street nameplates. Additionally, some signage also referenced a historic scheme/ project. Eg, The Bridge Building Seven Sisters - New Deal for Communities.

Furthermore, there was inconsistent naming of Industrial Areas observed. For example, Rangemoor Industrial Estate and Rangemoor Industrial Area.



1. Directional Highway signage mentioning Industries. Some with referenced historic scheme/project.



2. Directional Highway signage at junctions



3. Heavy vehicle signage outside Pilot Area



4. Colour coding (strips) on road markings.



5. Inconsistent naming strategy followed.

Area Naming Observations

The signage in the borough for various Industrial Areas followed a range of naming strategies. These names either considered the whole Area or were specific to certain key Estates of the Area. Hence, the naming either took into consideration:

1. Road name
2. Area name
3. Estate name

Additionally, a sense of branding is observed in few and not all of these locations. This depicts the irregularity in identity across the borough. Either the whole Area is considered or specific landmarks of the Area are considered. This strategy neglects the other smaller businesses in the Area. Hence, a need for a collective identity is observed.

This is to be implemented keeping in mind that some industrial Areas have seperated clusters across the borough, as mentioned below.

Northumberland Park Areas 01, 02

White Hart Lane Industrial Areas 03, 04

Bounds Green Industrial Areas 05, 06

Tottenham Hale Industrial Area 07

South Tottenham Industrial Areas 08, 09, 10, 11, 12

Crusader Industrial Area 13

Wood Green Industrial Area 14







1. Road names as an identity for the Industrial Area








2. Area names as an identity for the Industrial Area








3. Individual Estates as Industry markers

Site Visit

Pilot Area - In detail

Northumberland Park Areas (Area 01, 02)

Area 01 found nestled in the Northumberland Park - Willoughby Lane junction. Major internal access roads are the **Brantwood Road, Tariff Road** and **West Road.** Prominent Estates in the Area include **Triumph Trade Estate, Compass West Industrial Estate** and the **Hotspur Industrial Estate.**

Area 02 runs along Watermead Way and can be accessed via . Major internal access roads are the **Garman Road, Marigold Road, Sedge Road** and **Marsh Lane.** Prominent Estates in the Area include **Mowlem Trade Estate.**

The Areas can be accessed using National Rail (Northumberland Park) and Bus services.



1.



2.

Left to Right:

1. Area 01 Map
2. Area 02 Map

Site Visit - Pilot Area

The following observations were made for the Pilot Area during multiple site surveys.

External

Name

Consisting of two clusters, these Industrial Areas are located in North Tottenham, also known as Northumberland Park. There is no specific name given to the industrial Area, and is only identified by its landmarks. Additionally, road names are used as a collective identity for the Estates and smaller units along a specific road.

Within **Area 01, Brantwood Industrial Estate, West Mews Industry** follow this naming strategy.

Similarly, in **Area 02, Mowlem Trading Estate, Leeside Industrial Estate, Garman Road Industry** and **Marsh Lane Industry** are such examples.

Arrival

Upon searching for the Northumberland Park Industrial Estate, satellite navigation on devices take users to some units on Willoughby Lane along the trainline, with respect to Area 01.

Mowlem Industrial Estate, part of Area 02, is also indicated, which is ideal as it is situated at the start of this Area.

Hence, the location of Area 01 is not effectively indicated unless searched with specificity.

ADS

There are limited directional signs at decision points while travelling towards both Area 01 and Area 02.

These signs, pointing towards the Estates are found on Leeside Road near the rounabout with information on Willoughby Lane Rosebery Industrial Estate and Brantwood (West Road, Tariff Road) (Area 01) Industrial Estates.

This type of sign is also observed in the Watermead Way - Leeside Road junction with information on Brantwood Road Industrial Area (Area 01) and Mowlem Trading Estate (Area 02).

It is observed that at the roundabout, there is directional signage mentioning the Estates in 1 out of 4 exits. Similarly, at the Watermead - Leeside junction, there is only one signage opposite Mowlem Trading Estate on Watermead Way that points towards the main road of Area 01 and one Estate in Area 02. There are no additional signage indicating the presence of other units in Area 02.



1.



2.

Top to Bottom:

1. Road Names as identity for industries - Area 01

2. ADS at the Watermean Way - Leeside Junction in Area 02

Public Transport

There are bus stops (Leeside Road - Area 01, Sedge Road, Marigold Road - Area 02) within a short walk from the Areas, which also serve the wider community. Other modes of transport for accessibility include National Rail services from Northumberland Park station. There is ample space for parking, including disabled parking.

These bus stops, however, need a map of their immediate vicinity. Hence, clarity on how the industrial Area can be accessed is found to be missing. Buses should also indicate the presence of Industrial Estates in the Area.

It was observed that there were no charging stations at the station car park. A lack of a map indicating current location and the presence of industrial Area nearby was felt while exiting the station. There is no sense of arrival or familiarity, especially when entering or exiting the area from the station. Hence, the presence of the Industrial Area or the Station is unclear for users.

Site - General

Approach

In both Area 01 and Area 02, there are road markings at the prominent junctions of main roads with internal roads of the industrial Area.

However, the word 'industry' is not mentioned and therefore, the Estates of these Areas are know by the road names, or vice versa. There is no specific mention of an industrial Area in the vicinity. Exceptions include road marking signage on Brantwood Road, towards West Road.

Use of the Area

The Northumberland Park Industrial Area is home to a diverse range of businesses, including Manufacturing, Warehousing, Distribution, Office and Retail Spaces.

Additionally, the Area is also home to public and community facilities such as schools, parks, and community centers. The Tottenham Hotspur Football Stadium is also an important landmark that influences the Area. During Event day, both Areas are extensively used for parking and hence, littering and exploitation of parking facilities is observed. This affects businesses.

Pedestrian Footpaths

The main access roads of Area 01 (Northumberland Park Road and Willoughby Lane), and Area 02 (Watermead Way/ A1055) have well-connected pedestrian footpath on both side of the road. Adequate crossings and pedestrian refuges are provided at decision points en route to the industrial Areas.

Within Area 01 and 02, it was observed that roads have few sections of obstructed footpaths due to parking on pavement. Additionally, it is to be noted that drop-curbs are missing/damaged in few internal roads in both the Areas. During continuous rains, these damaged footpaths also get flooded.



1.



2.

Top to Bottom:

1. Sedge Road bus stop - devoid of directional signage towards the Industrial Area

2. Exit at Station - no mention of the Industrial Areas

Addresses

Postcodes and Road names were predominantly used to locate units within the industrial Area. Landmarks like Mowlem Trading Estate were used to aid in navigation in both the Areas. In addition, unit numbers were used when necessary. Postcodes leading to incorrect locations was found to be common within the Area and within Estates, creating confusion during navigation and deliveries/ collection. Illegible and uneven unit markings was also observed.

Streetscape

The streetscape is dominated by large warehouses, industrial buildings, and distribution centers designed for heavy-duty industrial use rather than aesthetics. The streets are typically wide and straight, with minimal landscaping or greenery. Efforts have been taken to ensure good connectivity for pedestrians and cyclists.

Bigger Estates are well marked and maintained. Smaller businesses clustered along narrow internal roads were found to be prone to congestion and clutter.Example - Tariff Road (Area 01), Garman Road (Area 02).

Surfaces

As an industrial Area, it is primarily characterized by hard, durable surfaces such as concrete, tarmac, and asphalt. The majority of the Area's streets and pavements are paved with tarmac or asphalt, which provide a smooth and level surface for vehicles and pedestrians. Many of the larger warehouses and industrial buildings also have large concrete parking Areas for trucks and other vehicles.

In Area 02, there is inundation during continuous rains causing hindrance to pedestrians.

Maps

There are no maps of the industrial Area to understand the spread and its locations. Adding to this, due to the railway line that bifurcates North Tottenham, there are two separate clusters Area 01 and 02.

A significant disconnect is observed which is further emphasised due to a lack of maps showing the Northumberland Park Industrial Area in its entirety.

Area Markers

There is no collective name for the industrial Area and hence, no indication of the Area as a whole - on maps in bus stops or in train stations.

The Areas 01 and 02 are referred through the road names and hence, within the two clusters, multiple 'industries' are found. Example - Brantwood Road Industrial Area.



1.



2.

Top to Bottom:

1. The exception of signage with Industries of the Area mentioned.

2. Garman Road Streetscape

Sub-Area Markers

Multiple sub-Area markers mentioning the Estates are noted. These include signage for individual free-standing Estates and Road-based-Estates (collection of businesses along a spine collectively called an Estate names after the road they are on). Also, Industrial Area/ Park/Estate are the commonly used in naming.

Major Sub - Area Markers found include:

1. Road-name based naming

- Area 01 - Brantwood Road Industrial Area/Estate, Willoughby Lane Rosebery Industrial Park, West Mews Industrial Estate
- Area 02 - Garman Road Industry, Marsh Lane Industry

2. Independent naming

- Area 01 - Lake Business Centre, Triumph Trading Estate, United House, Lotus Wholefoods, Cyprofood Wholesale, Hotspur Industrial Estate, Compass West Industrial Estate
- Area 02 - Mowlem Trade Estate

Branding is a common tool used by most of these Estates. Direction signage for few Estates are found at prominent junctions but little to no en-route markings are found. A collective identity is also missing. Hence, there is a disconnect in communication of precise location of these Areas while moving from the main roads to the actual Industrial Area/ Estate.

Unit Markers

Across both the clusters, irregular unit markers are found, some prominent, most insignificant. Units that come under a larger Estate have the number and name of the business on the larger signage with or without a map indicating the location within the Estate. Individual smaller businesses have small markers outside their units.

Due to unregulated means of wayfinding within the Estates, there is an overdose of signage observed at their entrances. Multiple unit markers on gates and external walls cause visual clutter, hence, found counter-productive.

Site - Pedestrian

Footpaths

There is footpath on all roads in the Estates, either on one or both sides of the road. The pedestrian connectivity is analysed and the following observations were made:

1. External roads - Main roads

- Area 01 - Northumberland Park and Willoughby Lane have footpath on both side, unobstructed and well-maintained with drop curbs and tactile surfaces.
- Area 02 - Watermead Way and Leeside Road, both well-maintained as like roads in Area 01..



1.



2.

Top to Bottom:

1. Independent Naming signage in Area 01

2. Visual Clutter (Area 02)

2. Internal roads - Linking roads

- Area 01 - Brantwood Road, West Road and Tariff road have footpath on both sides. There is parking facility on footpath in Brantwood road on both sides causing congestion due to trucks parked on the pavement. This in turn causes damage to the paving, causing inundation during rains. The same is observed in Tariff road as well. Additionally, there are missing drop curbs found on Tariff and West roads.
- Area 02 - Garman Road has footpath on both sides but due to parking on one side of the pavement, congestion is observed. Additionally, few drop curbs are missing. Marsh Lane, having footpath along one side, has designated parking infront of the paving, hence requiring pedestrians to walk along and in some cases, in front of parked vehicles.

Signage

There is signage found on the Area outside the Estate, on main roads. Additionally, there are trails in the marshes located close to the Area.

There is no signage indicating directions towards the Area. No signage found at the train stations or bus stops mentioning the Area. Hence, it is unclear how accessible they are, if they are close enough to walk the distance and how long it would take.

Site - Traffic

Traffic

Predominant traffic in the Area comprises heavy vehicles like goods trucks. Delivery and collection vehicles (Vans, cars) and vehicles of Estate workers. Specific junctions like the Tariff-Brantwood junction are susceptible to collisions due to poor regulation of traffic flow.

Parking

Bigger, established Estates within the Area have designated parking inside their complex, including disabled parking. Smaller, individual units either have few designated parking spots outside the unit or park on the road. Within Estates, on narrow roads, parking is done on footpaths as discussed earlier. Established Estates and some smaller units also have designated parking spots identified that are used. During events these spaces are also utilised by visitors.

Street Nameplates

There is limited industrial signage found on Brantwood Road (Area 01) and Watermead Way (Area 02), depicting the roads to be accessed by trucks and hence, clear route indication is missing. Excluding the routine drivers traversing through same routes, newer drivers have navigation issues in finding routes to the Estates.



1.



2.

Top to Bottom:

1. Inundated street - Brantwood Road

2. Congested pavements on Garman Road

Stakeholder Engagement - Workshop

We ran a face to face workshop on the 7th of June 2023. The purpose was to bring businesses together to understand the navigation challenges of all the industrial areas in the borough. Although other core issues pertaining to the borough and the businesses were discussed in depth, few key points to take into consideration through the implementation of the wayfinding project were identified.

Please see a summary of the findings from this workshop:

1. Area identification through road names was preferred, as visitors to the area predominantly used road names as an identifier. Example - Brantwood Road Industrial Area, Garman Industrial Area.
2. Consistency in signage and numbering for Units was deemed lacking and needed attention,
3. Entirely renaming areas and providing new identity was thought to be a costly affair as stationary and existing signage had to be redesigned and replaced.
4. Permission to put up individual signage for businesses was sought.
5. Strong opposition to new naming strategies.
6. Issues with parking was highlighted, especially in Brantwood Road (Northumberland Park area).

Stakeholder Engagement - Business Survey

To understand better the peoples' experiences with the Area and it's navigation challenges, we created a survey for stakeholders (businesses) in LBH. A range of questions was carefully composed to ensure we gained insight from various people using LBH.

The Business Stakeholder survey was developed and sent out to all the businesses within the LBH via email. We received responses to the survey from across LBH. This gave us an insight into the problems and wayfinding issues that a cross-section of the businesses have and their experiences with the Area.

Key points from the survey

- Bussinesses from all industrial Areas of the borough participated in the survey, with 25% of the responses being from the Pilot Area.
- Majority of the responses were from businesses in the fields of Manufacturing - Clothing, Food and Other (25%), Arts, Culture & Creatives (18.8%), Construction and Engineering (12.5%) and Wholesale Industries (12.5%).
- Most businesses have been well-established in the Area for many years, with one business over 50 years.
- Most businesses (56.3%) have regular visitors throughout the day.
- Majority of the visitors visit the industrial Areas for Deliveries (75%), Meetings (68.8%) and Collections (62.5%).
- 93.8% of the businesses provide postcodes to visitors to find their businesses in addition to Google Maps (50%) and Telephone directions (43.8%).
- 12.5% of the visitors need help finding businesses at all times, while 62.5% occasionally need help.
- 87.5% of the visitors need help finding the building unit entrance or front door.
- 50% of the visitors to businesses were unable to find the industrial area/zone.
- The preferred mode of transport used by visitors is Car (93.8%), Van (87.5%) or by walk (75%).
- 81.3% of the deliveries are from the UK, while 62.5% are regional deliveries.
- 76.9% of the collections are from the UK, while 61.5% are local collections.
- DPD, DHL, and Royal Mail are the common courier services used.
- Most employees working in the businesses are full-time, with few part-time and volunteer workers.
- Common modes of transport used by employees include Cars, Vans, Bus, Rail and walk.
- 0% of the navigational signs around the industrial Area are ery easy to follow. On the contrary, 60% are difficult to follow and 26.7% difficult to follow.
- 86.7% of the businesses think there need to be more signs.
- Local landmarks used to give directions include Supermarkets, Hospitals, Police Stations, Roundabouts, Cafes and the Stadium.

Stakeholder Engagement - Business Survey

Stakeholder Comments

- "We are not allowed to advertise our business on buildings or put banners on the road, so really, as far as the public is concerned, we do not exist. Every day, people say they did not know my business was here, even after ten years."
- "Just need better signage and GPS tracking."
- "Textile house units 1a and 1b are a "Cline Road" address, but car and delivery driver access are only possible via the industrial Estate. This confuses drivers trying to locate the building as there is no car access from Cline Road."
- "Please, can we have multiple signage?"
- "I'm very much in favour of making this Area more navigable. Florentia Village is tricky, and while the large buildings dominate more widely, the smaller businesses are left to do what they can with phones and directions. Perhaps more uniform signage or business lists in certain complexes would help?"
- "There are no signs of our industrial Area."
- "People always get confused with Crusader Industrial Estate addresses having the same number (167) as Omega Works on Hermitage Road."
- "People have difficulty finding actual addresses due to closed roads and satellite navigation not registering these closures."
- "All of the businesses are hard to find here. Even regularly visiting delivery personnel struggle to find the right building/door."
- "Anyone that hasn't been here before would struggle to find the way."
- "People have trouble finding Rainbow works. We are a very busy Estate, but there are no signage allowed, no signage for directions, and no pointers to the Estate. No business names either."

Conclusion

Most of the respondents were from businesses in Manufacturing, Arts, Culture & Creatives, Construction and Engineering, and Wholesale Industries. Most businesses have been established in the Area for many years, with regular daily visitors. Visitors mostly visit the industrial Areas for deliveries, meetings, and collections. The majority of the visitors use cars, vans, or walking as a mode of transport. The survey found that 60% of the navigational signs around the industrial Area are difficult to follow, and 86.7% of the businesses think there need to be more signs.

Common landmarks that give directions include Supermarkets, Hospitals, Police Stations, Roundabouts, Cafes, and the Stadium.

Stakeholders' comments showed that many businesses need help finding their way in the Area due to closed roads, lack of signage, and satellite navigation not registering these closures. Some stakeholders suggested better signage and GPS tracking, and others suggested reopening roads Haringey has closed to make it easier for people to get there.

Stakeholder Engagement - TfL, Lee Valley

In the context of improving wayfinding and signage connectivity between industrial areas, transportation networks, and marshes, the involvement of **Transport for London (TfL)** and the **Lee Valley Regional Park Authority** is paramount.

By engaging with TfL, we learnt about transport networks, including roads, railways, and public transport, aiding in developing a comprehensive wayfinding system that caters to the needs of industrial workers and visitors.

The Lee Valley Regional Park Authority manages the expansive marshlands surrounding the Lee Valley. Engaging with this authority is vital to understand the ecological and recreational significance of the marshes. By involving the Lee Valley Regional Park Authority, it is ensured that the wayfinding and signage solutions are designed in harmony with the natural environment, preserving its ecological integrity while facilitating access for all.

Through collaborative stakeholder engagement, TfL, the Lee Valley Regional Park Authority, industrial stakeholders, and local communities can work together to develop a wayfinding and signage system that enhances connectivity, fosters sustainable transportation options, and provides an immersive experience for visitors exploring the marshes and nearby industrial areas.

Transport Map - Area 01 and 02

This map shows the transport options to access Area 01. This includes nearby Northumberland Park station and bus stops.

The bus routes include:

Closest bus stops to access

Area 01

Northumberland Park (Routes 341, 476)

Tottenham High Road Stop C (Route W3)

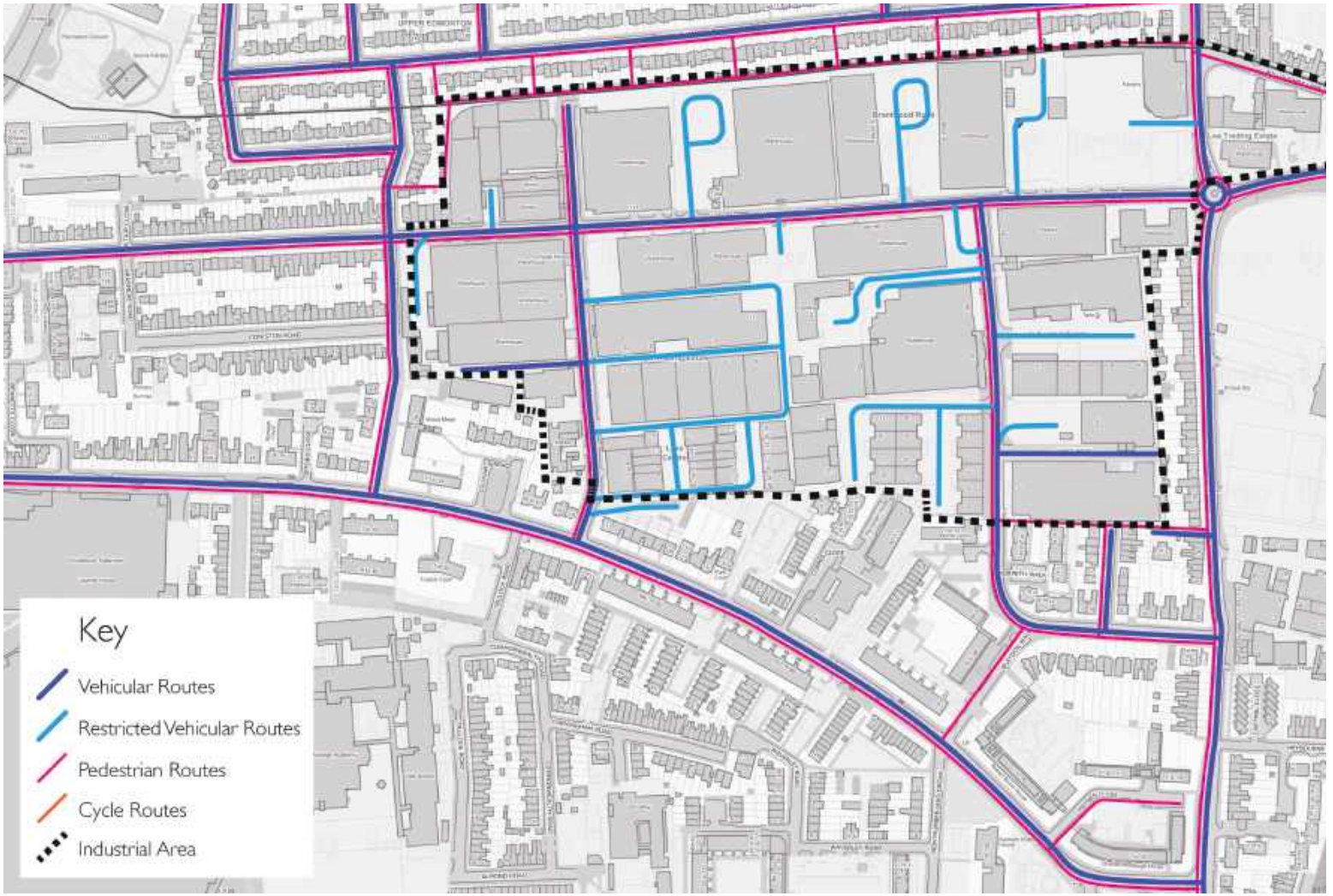
Area 02

Marigold Road, Sedge Road (Route 192)



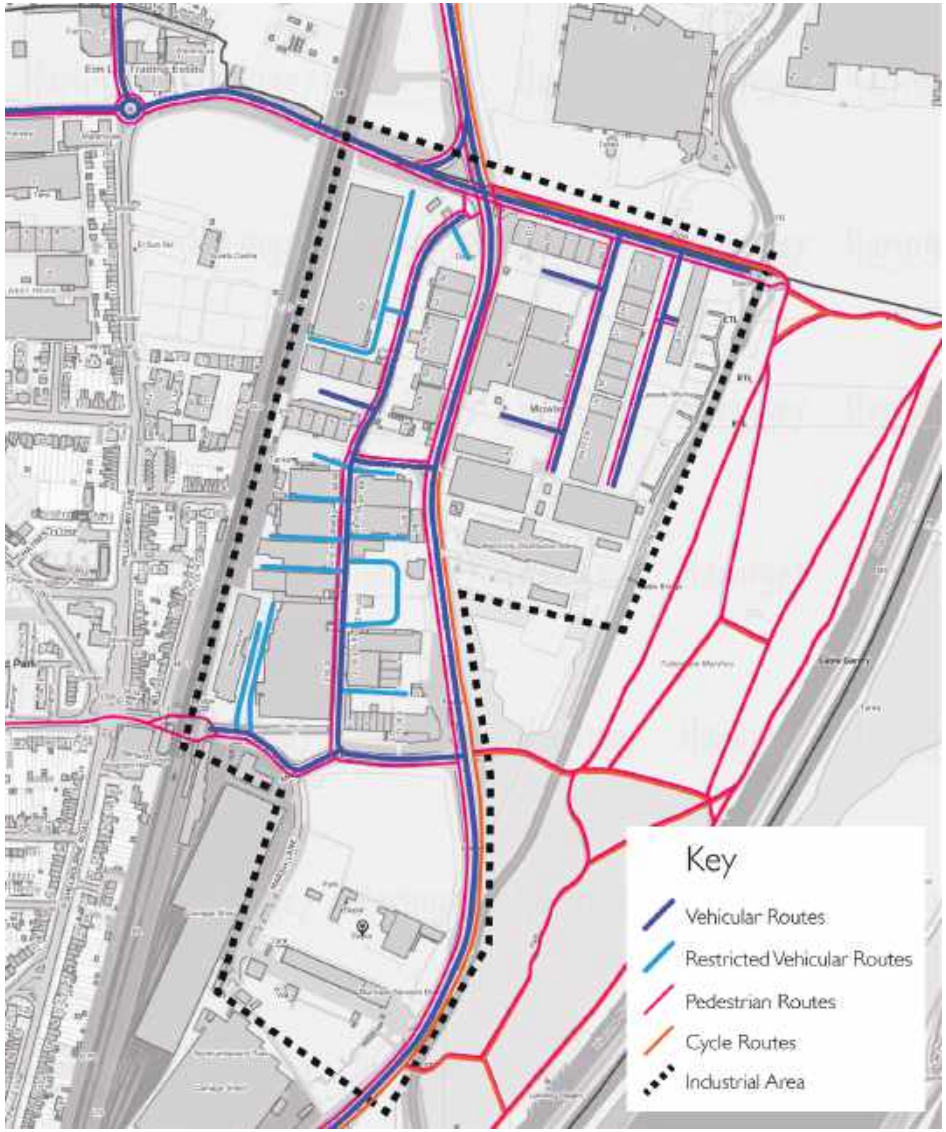
Routes Map - Area 01

This map shows the main routes to access various parts of Area 01 for pedestrians and vehicle users.



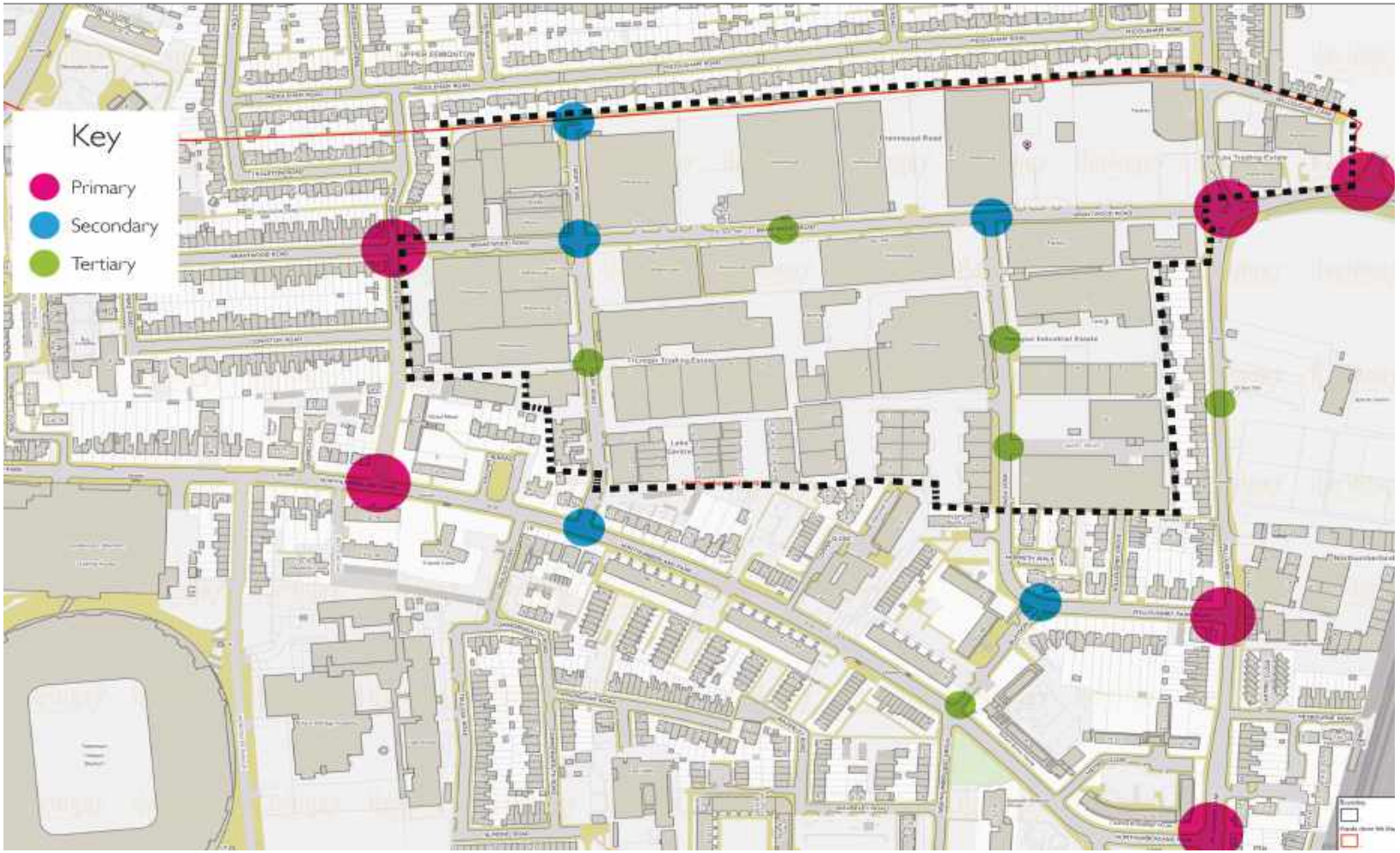
Routes Map - Area 02

This map shows the main routes to access various parts of Area 02 for pedestrians and vehicle users.



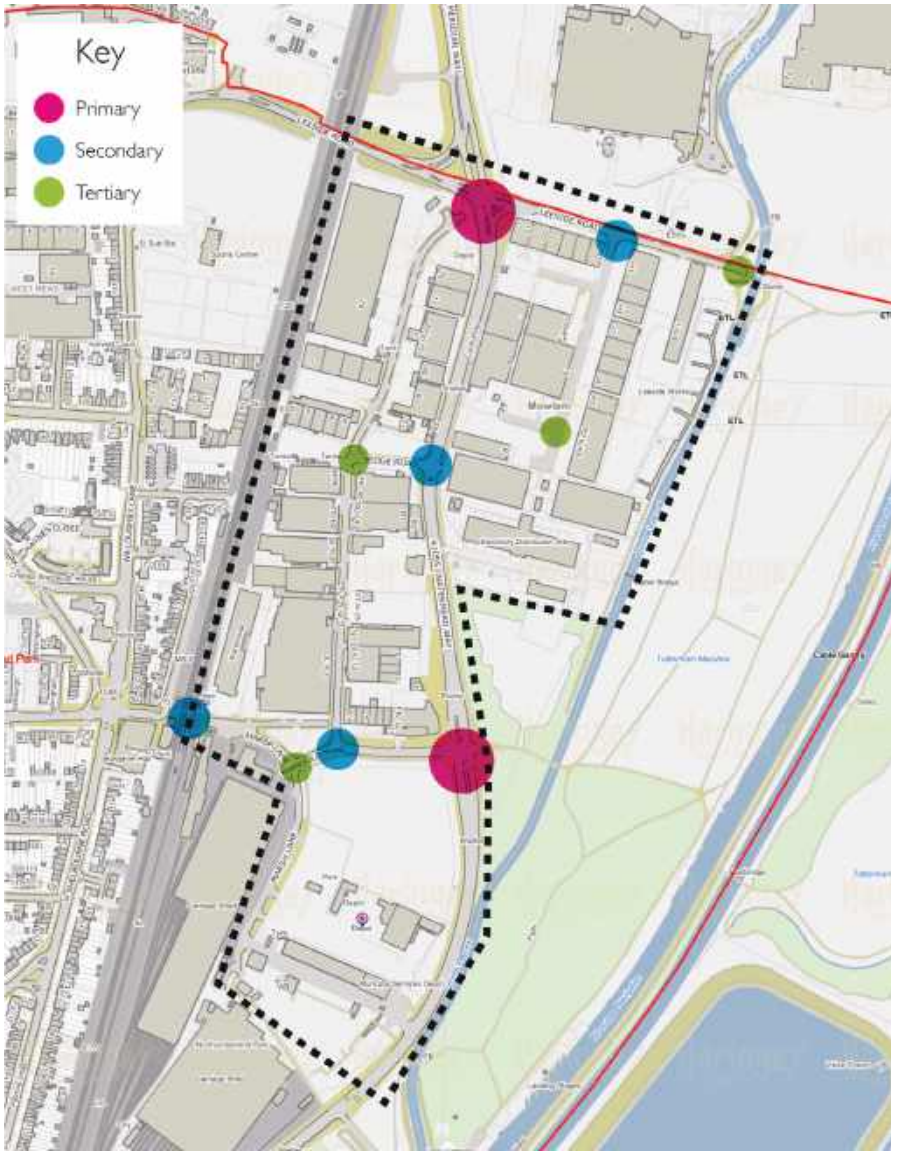
Decision Points - Area 01

This map shows the key decision points in Area 01, where assistance in navigation would be required.



Decision Points - Area 02

This map shows the key decision points in Area 02, where assistance in navigation would be required.



Key Destinations - Brantwood Industrial Area

Key destinations in Brantwood Industrial Area that need to be plotted on the signage and wayfinding map.

Destinations

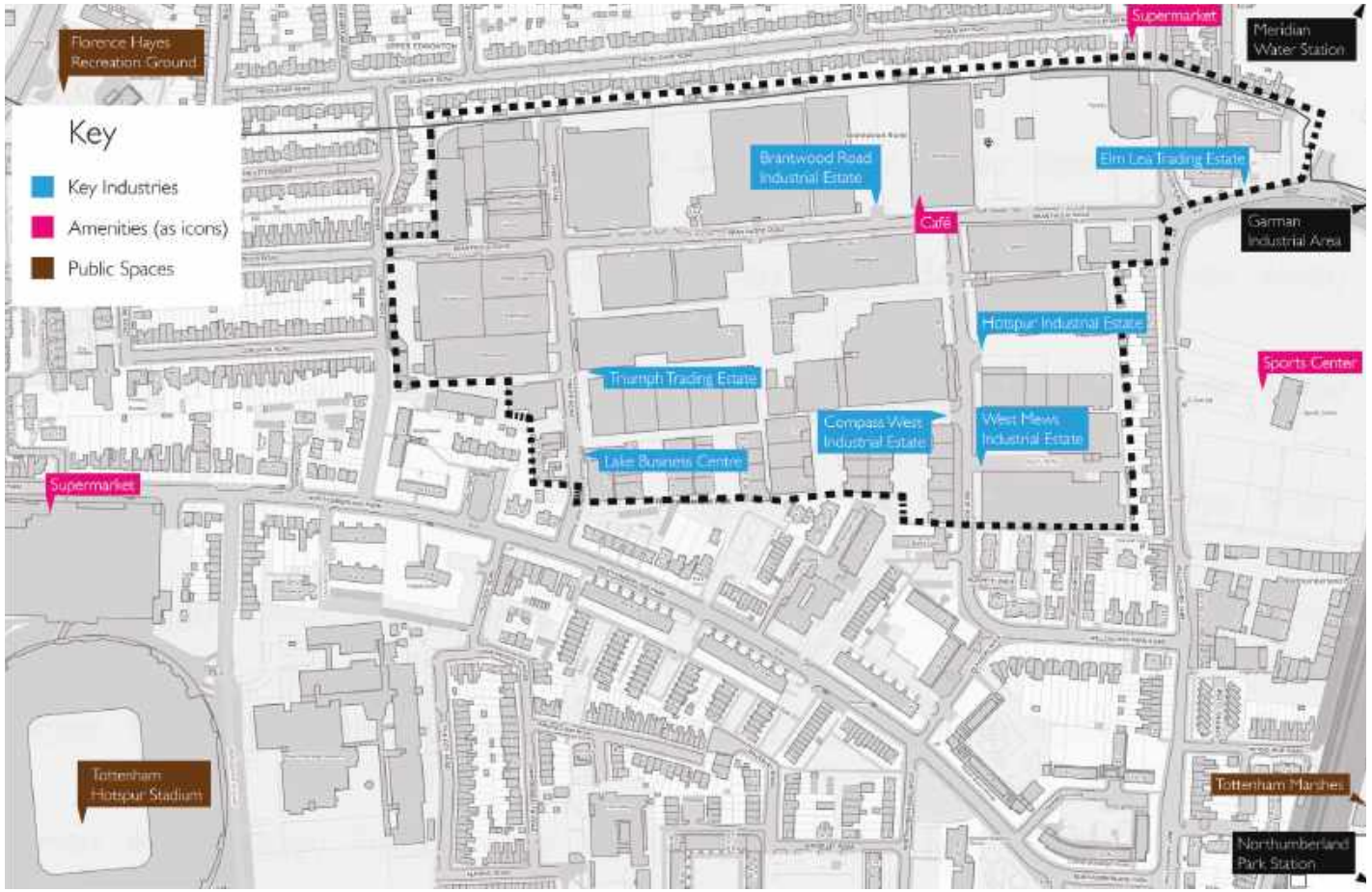
- Tottenham Hotspur Stadium
- Florence Hayes Recreation Ground
- Tottenham Marshes

Services

- Supermarkets
- Café
- Sports Centre

Transport

- Northumberland Park Station
- Meridian Waters Station



Key Destinations - Garman Industrial Area

Key destinations in Garman Industrial Area that need to be plotted on the signage and wayfinding map.

Destinations

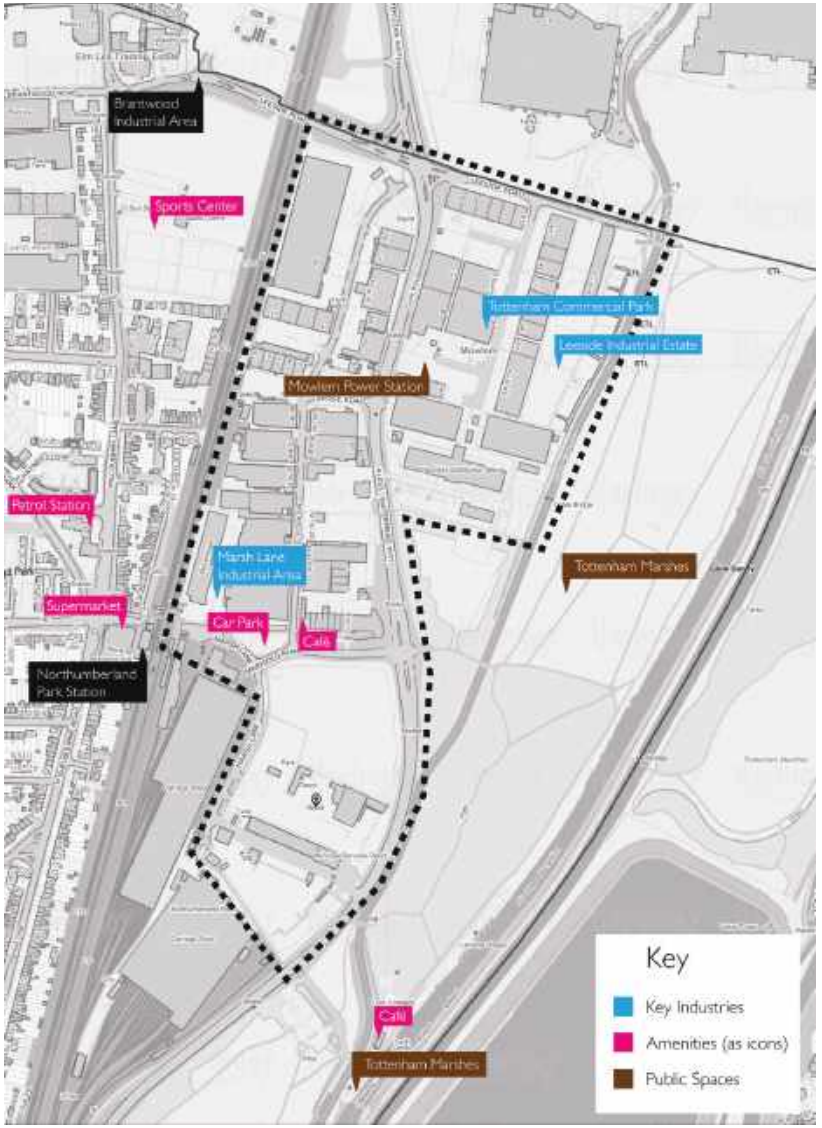
- Tottenham Marshes
- Mowlem Power Station

Services

- Supermarket
- Petrol Station
- Car Park
- Café

Transport

- Northumberland Park Station



Area Landmarks - Area 01

Part of navigating the Area is to know the key landmarks on site to aid navigation. During the audit many landmarks have been mentioned as well as identified.

1. TBC

Area Landmarks - Area 02

Part of navigating the Area is to know the key landmarks on site to aid navigation. During the audit many landmarks have been mentioned as well as identified.

1. TBC

Audit - Summary

As we proceed onto the strategy we have an in-depth understating of the navigation challenges of the site. The key Areas to focus on will be:

1. Improving the pre-visit journey
2. Building Naming Strategy
3. Clear signage provision based on user type
4. Consistent approach across the whole Estate

Phase 2
Strategy

Introduction

In this section we follow on from our research of the Industrial Areas with the wayfinding strategy. This strategy lays down our recommendations for the implementation of the wayfinding scheme.

This is presented through:

- Wayfinding map
- Sign locations
- Signage family

Abbreviations used in the strategy:

- **ADS** - Advanced Directional Sign (Road signs)
- **DfT** - Department for Transport
- **PROW** - Public Right of Way
- **HGV** - Heavy Goods Vehicle
- **LGV** - Large Goods Vehicle

Borough-Wide Identity

Borough-wide identity can be established using branding as a tool across seven different industrial areas in the Borough. The following approach can be considered:

- **Brand Essence:** A brand essence is defined to capture the borough's overall character and aspirations. This essence is derived from the shared values, heritage, and aspirations of the seven industrial areas.
- **Brand Development:** A brand identity is then developed that represents the borough-wide essence while allowing room for the individuality of each industrial area. This is achieved through visual identity (logo, colour palette) and a verbal identity (tagline, messaging) that resonates with the target audience.
- **Place-making and Signage:** Consistent place-making strategies and design principles are then implemented across the industrial areas to create a sense of unity. Through installation of cohesive signage and wayfinding systems and lanscaping elements like sculptures etc, a borough-wide brand identity is ensuring a sense of unity amidst all seven industrial areas. This is implemented while maintaining individual identity through colour-coding of areas.

Borough - Wide Naming Strategy

To implement a borough-wide naming strategy across seven different industrial areas to ensure uniformity, the following steps can be taken:

- **Consistent Naming Criteria:** A set of consistent naming criteria that reflect the borough's identity is established. This includes industry-specific themes.

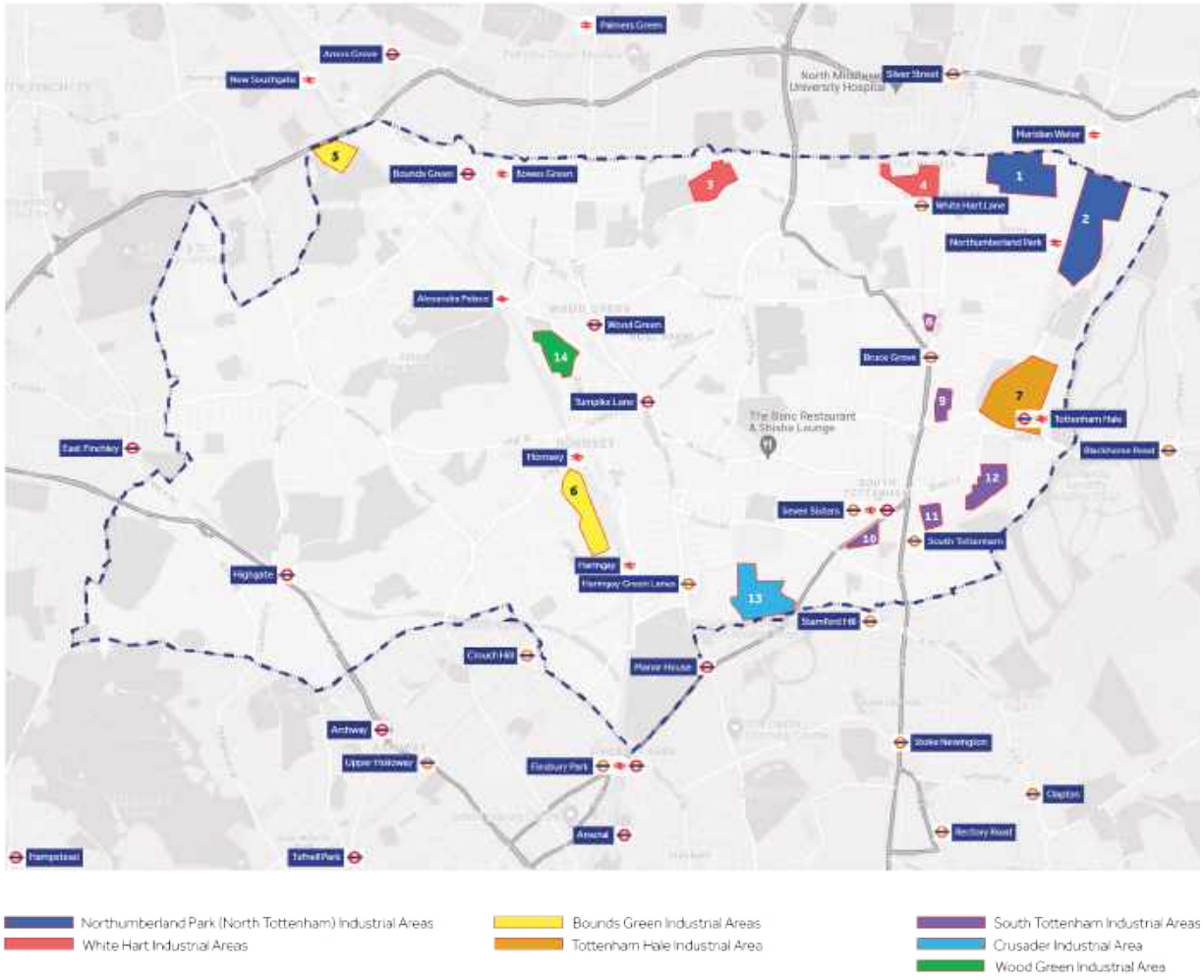
  All individual areas to be referred to as **Industrial Areas.** For example, Northumberland Park Industrial Area, Tottenham Hale Industrial Area.

- **Brand Alignment:** The selected names are to align with the overarching borough-wide brand identity. The names collectively convey a sense of unity and reflect the shared values and aspirations of the borough.

  The Industrial Areas are to be named in relation to the neighbourhood they belong to, aiding in easy identification.

  Hence, disparities in naming such as "Crusader" Industrial Area have to be resolved.

Hence, a borough-wide naming strategy is to be implemented to ensure uniformity across the seven industrial areas. This approach fosters a cohesive and recognizable identity while respecting the unique characteristics of each area, contributing to a strong sense of unity and pride within the borough. The proposed names are discussed further:



Borough - Wide Naming Strategy

Area	Present Area Identifiers	Proposed Name as Identity
1	Brantwood Road, Tariff Road, West Road. Triumph Trade Estate, Compass West Industrial Estate, Hotspur Industrial Estate.	Brantwood Industrial Area
2	Garman Road, Marigold Road, Sedge Road, Marsh Lane, Mowlem Trade Estate.	Garman Industrial Area
3	Saint George's Industrial Estate, SEGRO Park, White Hart Works	White Hart Lane West Industrial Area
4	Peacock Industrial Estate, Carbery Enterprise Park, Chapel Place, Frontier Works	White Hart Lane East Industrial Area
5	Bounds Green Industrial Estate, Gateway Mews Industrial Estate. Horizon Trade Park	Bounds Green Industrial Area
6	Cranford Way Industrial Estate	Cranford Industrial Area
7	Mill Mead Industrial Estate, Lockwood Industrial Estate	Tottenham Hale Industrial Area
8	Morrison Yard	Morrison Yard
9	Tottenham Green Workshops	Tottenham Green Workshops
10	Durnford Street, Gourley Street, Gourley Place	Gourley Industrial Area
11	Rangemoor Road Industrial Area, Norman Road, Bernard Road and Enterprise Row	Rangemoor Industrial Area
12	Markfield Road, Constable Crescent, Fontayne Road, High Cross Business Centre, Rainbow Works and Markfield Industrial Estate	Markfield Industrial Area
13	Crusader Industrial Estate, Ashfield Industrial Estate, Florentine Village, Vale Road Industrial Estate, Tewkesbury Industrial Estate	Hermitage Industrial Area
14	Claredon Yards / Olympia Industrial Estate, Coburg Road Estate, Bittern Place, Guillemot Place and Mallard Place, Kingfisher Place	Wood Green Industrial Area / Wood Green Cultural Quarter

Borough - Wide Wayfinding

Creating consistent signage and graphics for the areas is crucial for effective wayfinding within the borough. This is achieved through:

- **Visual Identity:** A visual identity that aligns with the borough's branding is established. This includes selecting appropriate fonts, colours, and graphics that reflect the borough's brand guidelines and character. Consistency in visual elements helps create a unified and recognizable wayfinding system.
- **Clear and Readable Design:** Signage that is easy to read and understand is to be designed with accessibility in mind including legible fonts, appropriate font sizes, and high contrast between text and background. Clear directional arrows, symbols, and icons that convey information quickly and intuitively to be used.
- **Standardised Signage Types:** Standardised signage types for different purposes, such as directional signs, destination signs, information panels, and pedestrian maps is to be used, maintaining consistency across the Borough.
- **Placement and Visibility:** Strategically positioned signage at key decision points, intersections, and along frequently travelled routes. to ensure easy navigation. Additionally, integrating information about the Industrial areas in Transport systems to increase visibility. For example, "alight here for Woods Green Industrial Area" in the calling in buses.
- **Technology Integration:** Wayfinding enhanced by providing real-time information and interactive features including QR codes on signage that users can scan with their smartphones to access additional information, maps, or directions.

Navigation Measures

To facilitate the wayfinding project we propose a range of navigation measures.

Surfaces

Trip Hazards

Regular maintenance and repairs to be conducted to fix any damaged or uneven surfaces promptly. Clear signage and warnings to be placed to alert pedestrians about potential trip hazards such as uneven surfaces, steps, or obstacles. Adequate lighting to be provided to enhance visibility and identify potential hazards.

Road Markings

Roundabout

Clear and visible road markings to be painted on the road surface to guide drivers through the roundabout. Lane markings and arrows to indicate the correct lanes and exit points. Signage to be placed ahead of the roundabout to provide advance information about the upcoming roundabout and its exits.

Designated 'roads'

Road markings to clearly indicate traffic lanes, pedestrian crossings, and any special regulations or restrictions. Clear signage to be provided to indicate speed limits, parking regulations, and other relevant information. Road markings to be well-maintained and repainted periodically to ensure visibility.

Pedestrian Access

Pedestrian footpaths

Well-defined and clearly marked pedestrian footpaths to be provided. Pedestrian crossings and zebra crossings to be marked with appropriate signage and road markings. Adequate lighting to be installed along footpaths to enhance visibility, especially during nighttime.

Parking

Spaces for vehicle usage

Clearly marked parking spaces should be provided, indicating the type of vehicles allowed and any time restrictions.

Signage should be placed to provide clear directions and information about parking regulations.

Accessibility considerations, such as disabled parking spaces, should be incorporated into the parking design.

Information

Digital display Area + Advertising

Information displays should be strategically placed in visible locations to provide relevant information to pedestrians and drivers.

Digital displays should be clear and legible, displaying information such as maps, directions, and public service announcements.

Advertising displays should comply with local regulations regarding size, placement, and content, ensuring they do not obstruct visibility or distract road users.

Signage Types and Uses

To facilitate the wayfinding project we propose a range of signage solutions as well as the other elements discussed. These can be clearly split into 2 categories; Highways and Pedestrian.

Traffic

These are the signs which are the responsibility of TfL or HBC but amending or replacing would be beneficial to aid navigation to the Area.

These are either flag signs on standalone /shared infrastructure or larger ADS's incorporating other directional information.

External (ADS)

We recommend working with HBC and TfL to amend the current ADS' as well as add additional where required around the Area to include the full names of the indisutrial areas as a destination.

Internal (ADS)

These will enable users to navigate the Estate and find the destinations they are seeking to locate including buildings and key destinations.
A complete overview of traffic regulations should be undertaken and then the relevant signage required installed.

Welcome Monolith

To help people know which area they are in, whether driving or on foot, we recommend a series of Welcome Monoliths defining these areas across the Borough. These should clearly show the area number and colour, helping every visitor to narrow down their destination. Installing banners on the lamp columns is also very beneficial for HGV and high sided vehicles as the drivers will be able to see these clearly.

Street Nameplates

The current street name plates are a mixture of high level and low level signs all are in different levels of repair. We recommend a consistency in road name signage throughout the Borough. Either all high level to help LGVs and HGVs or all low level to cut down on visual clutter within the environment.

Sub-Estate

One aspect of navigation that is very disparate at the moment if the vast amount of sub-estastes and the various level of quality of their signage. One key aspect to help people find their destination is arriving at the correct sub-estate. To help this we propose to install consistent sub-estate signs in keeping with the rest of the signage family. Coordination for the implementation of these signs needs to be made with the land owners, property management companies and estate managers.

Lampost Banner

To help people know which area they are in, whether driving or on foot, we recommend a series of lampost banners defining these areas across the Borough. These should clearly show the area number and colour, helping every visitor to narrow down their destination. Installing the banners on the lamp columns is also

very beneficial for HGV and high sided vehicles as the drivers will be able to see these clearly. There is also the possibility of using the banner locations to deliver messaging, promotions and other activities for the Borough. Dialogue will be needed with LBH to gain permission to install banners should they be required.

Pedestrian

Alongside the signage for the highways the focus of the project is on pedestrians. To facilitate these journeys we recommend a few types of sign.

Pedestrian Monolith

These are to be located at key locations where both maps and directions are required.

It is important that these signs are easy to update and can respond to change. There are three main modules to the sign:

- Beacon
- Destination Directions
- Maps & Information

These can all be updated separately as and when required.

Beacon - this is designed to stand out and inform the user or their location, by means of a road name or location name - the road or location name is also displayed on the side of the sign

Destination Directions - The directions are to destinations within the Area. These are accompanied by relevant pictograms where needed.

Maps & Information - The wayfinding map will display key landmarks and destinations, and be heads-up to give better orientation. There will be a 'you are here' marker accompanied by a walking distance circle, to give the user a sense of how long their journey will take.

We can use the monoliths to provide a range of other information. This can be facilitated by QR codes displayed on the below the map on the interchangeable map panel, or applied to the sign itself using a vinyl sticker.

It is important that all signage fits in the environment where it is placed but stands out visually to ensure people see it. They will improve the appearance of the Area, enhancing it as a place people want to do business in.

Fingerpost

The Fingerposts should be located at secondary decision points. These reinforce and remind users of the information they need on their journey for both pedestrians and cyclists.

Each sign will have a beacon at the top to identify the sign. Each finger will show directions to; destinations, landmarks and transport. Each direction will have an approximate time on it to show how long the journey should take by foot.

Clutter Reduction

Decluttering existing redundant signage is necessary to enhance wayfinding in an area as:.

- Removing unnecessary signage reduces visual noise, preventing information overload and confusion for pedestrians and drivers. It allows individuals to focus on the essential signs that provide relevant directions and information.
- Decluttering creates a more aesthetically pleasing environment, enhancing the overall visual appeal of the area.
- Streamlined signage improves readability, making it easier for people to quickly grasp information and navigate their surroundings. By eliminating redundant signage, the wayfinding process becomes more efficient, promoting a smoother flow of traffic and ensuring a more pleasant and effective experience for all.

While these signs are a result of positive intention of aiding navigation in these specific locations, they also pose as a hindrance to easy, straight-forward wayfinding. Overload of information leads to difficulty in reading the appropriate sign that would be necessary to effectively navigate through the area.

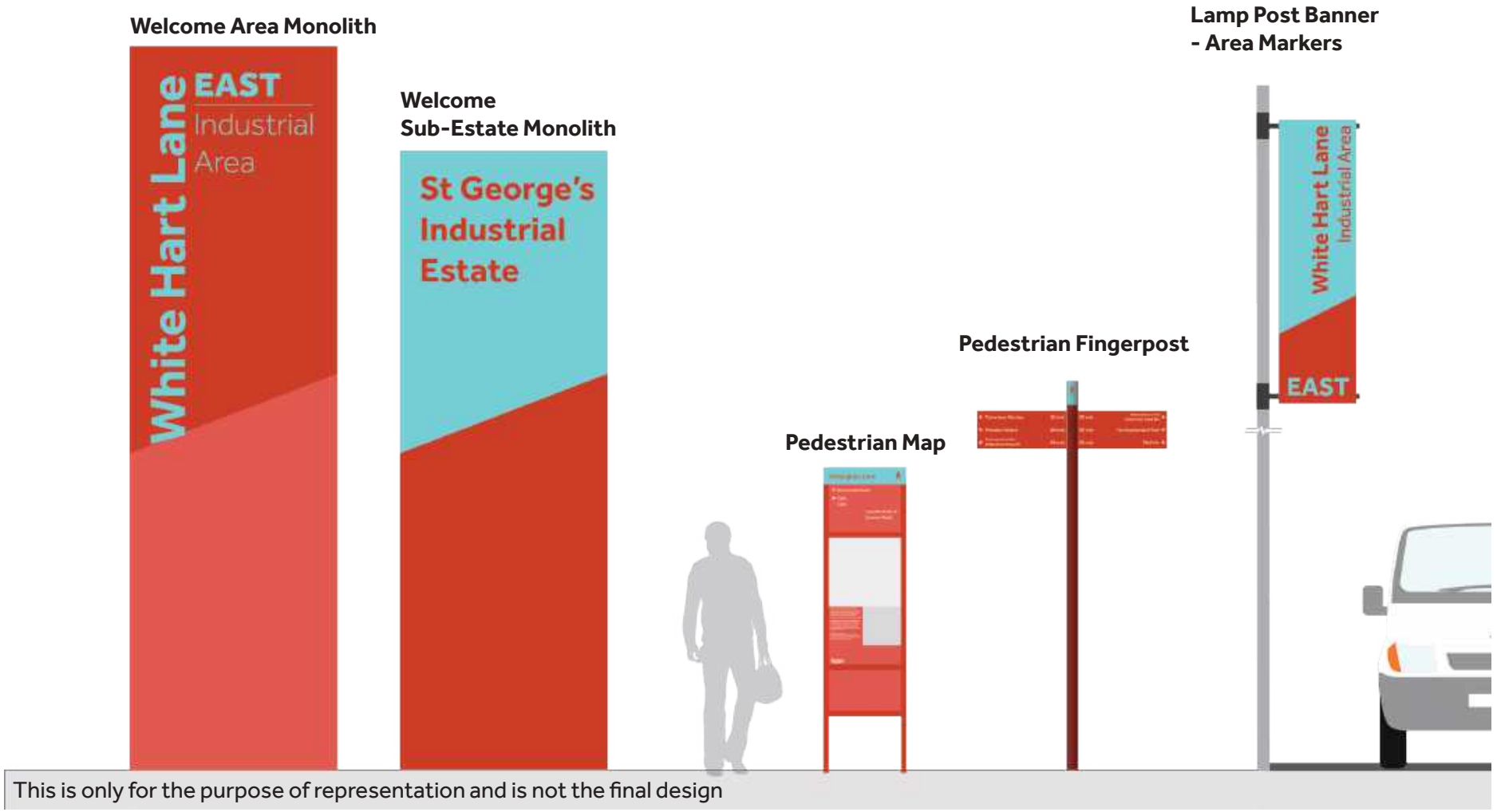
Guerilla Signs

These are the signs which business owners putting up signage in a haphazard manner in the vicinity of their business, in order to direct people to their premises. Removal of these signs should only be done once the wayfinding strategy is implemented. These can especially be found along the main spines such as Watermead Way, Willoughby Lane etc,.

This review should be completed once the wayfinding system has been installed.

Sign Family - Overview

The sign family has been designed to fit with the environment, as well as stand out visually to ensure users see the signs in order to use them. The sign family for an Area will include:



Sign Family - Overview

Additionally, through graphic devices including branding and colour-coding, a sense of individual identity is established for each Industrial Area within the Borough,



This is only for the purpose of representation and is not the final design

Sign Family - Traffic

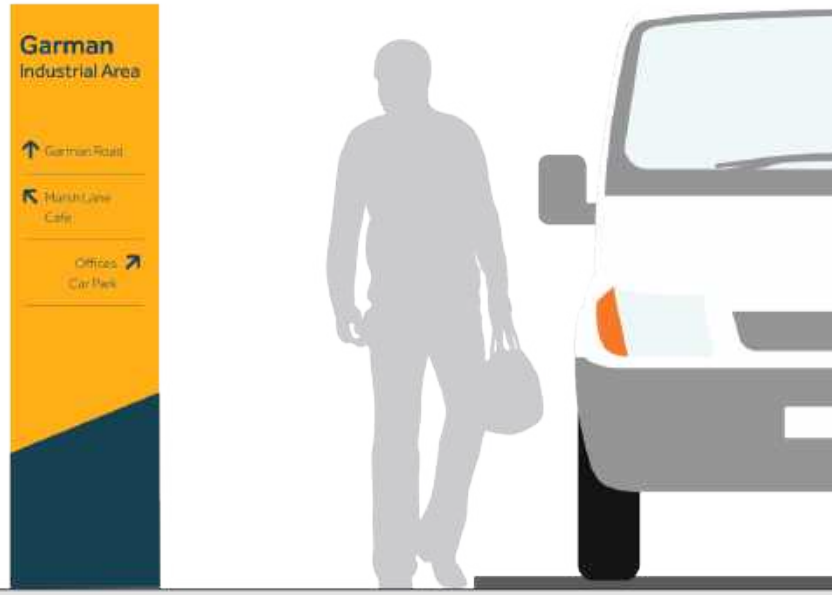
Option 1 - Branded Road Directional/ Welcome Monolith

Traffic signage is designed to fit with the environment, as well as stand out visually to ensure vehicle users see the signs in order to use them.

Welcome Area Monolith



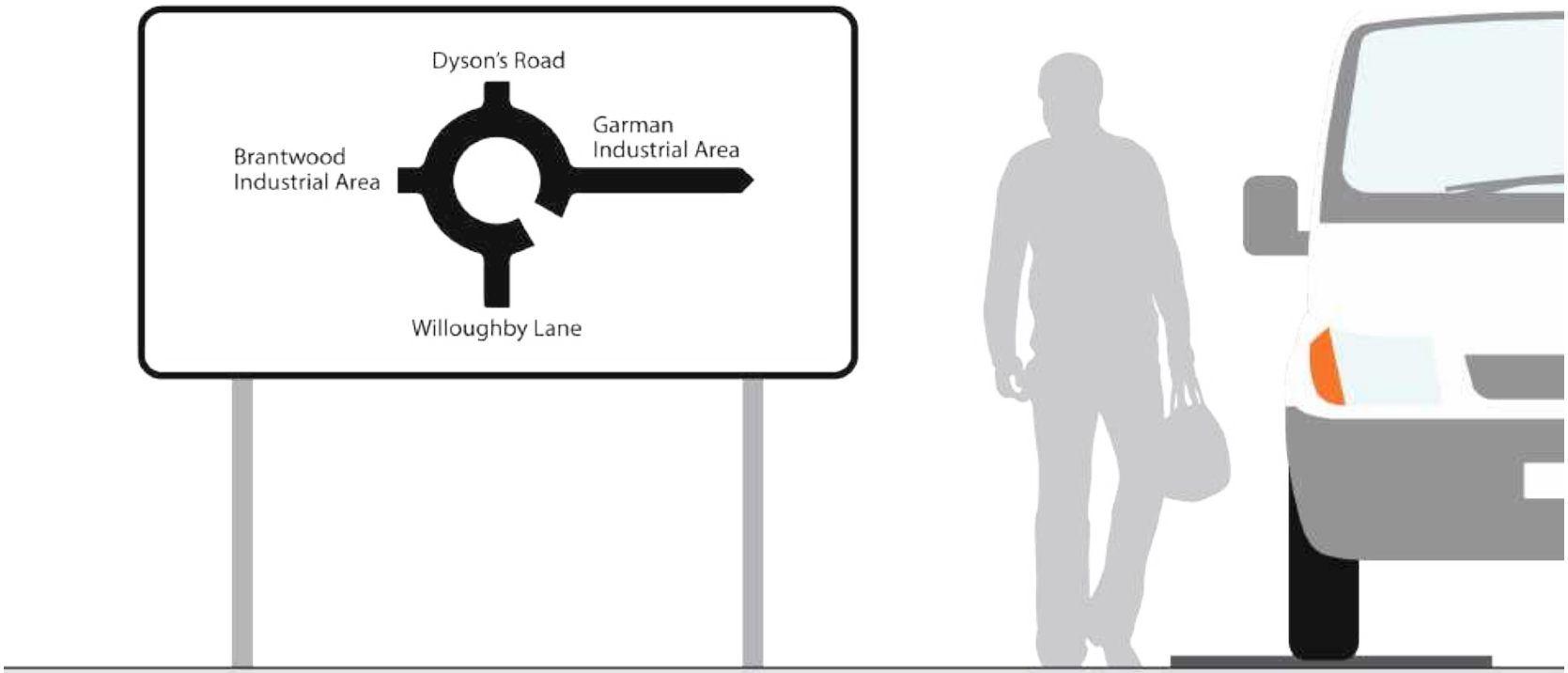
Directional Sign



This is only for the purpose of representation and is not the final design

Sign Family - Traffic

Option 2 - Standard Road Regulations



This is only for the purpose of representation and is not the final design

Sign Family - Pedestrian

The pedestrian sign family has been designed to fit with the environment, based on the amount of information to be displayed and the scale of the road and footpath to be marked.

Fingerpost



Monolith



Minilith



Info Point

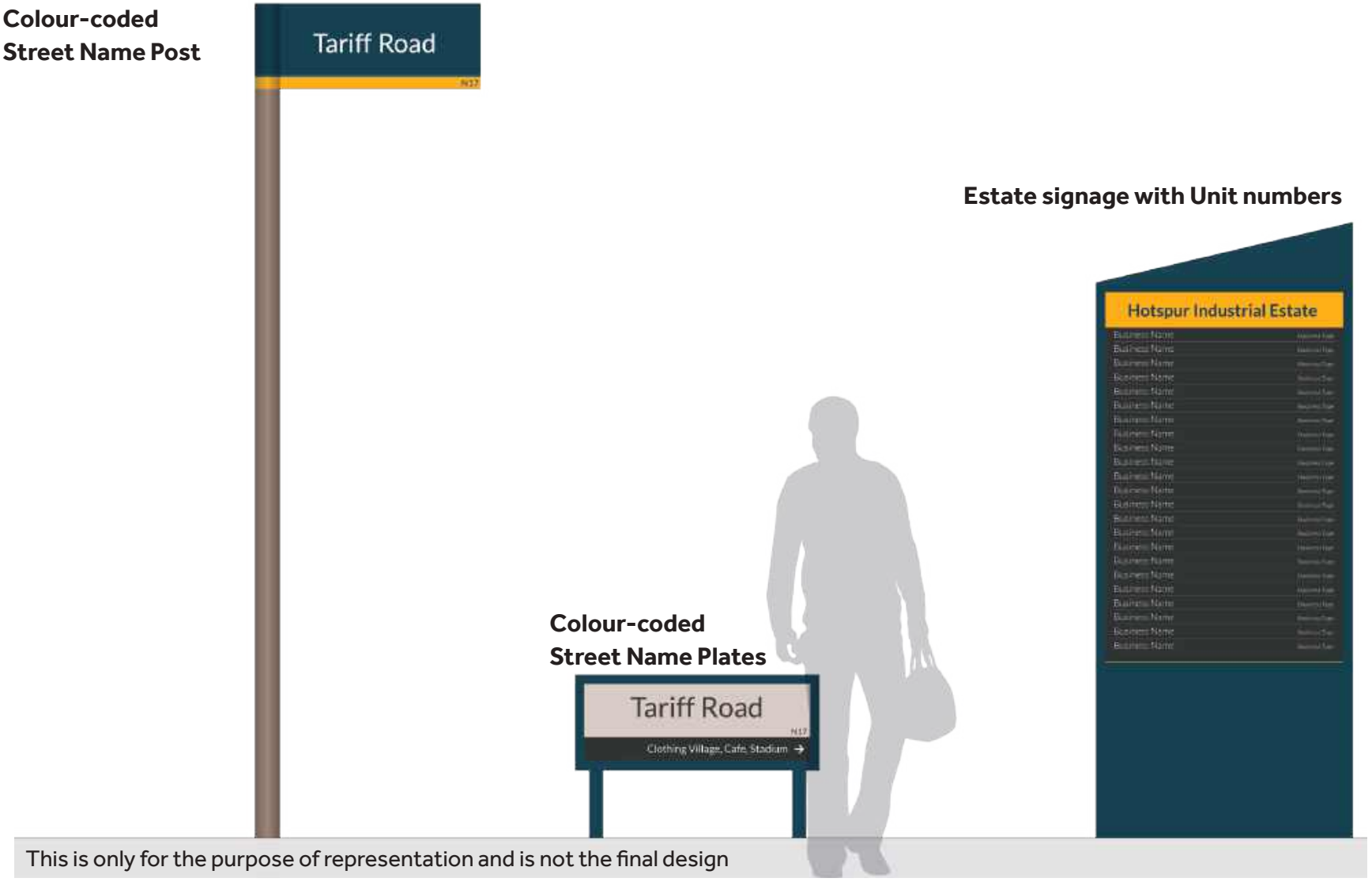


This is only for the purpose of representation and is not the final design

Sign Family - Sub - Estate

Internal Road signs, Name signs with Unit numbers.

Colour-coded
Street Name Post



This is only for the purpose of representation and is not the final design

Pilot Area

Introduction - Pilot Area

For the Northumberland Park Industrial Areas 01 and 02, a comprehensive approach can be taken to implement the borough-wide naming strategy, a strong identity and effective wayfinding elements.

Naming Strategy:

Incorporating names that resonate with the industries present in the industrial areas,

Northumberland Park Industrial Area - East

Northumberland Park Industrial Area - West

Identity and Branding:

Developing a visual identity that captures the essence of the Northumberland Park Industrial Areas. This could include a distinct logo, colour palette, and graphic elements that reflect the area's character, history, and aspirations. Additionally, this would complement the strong sport-identity that the area already possesses.

Wayfinding Elements:

1. **Signage and Maps:** Clear and visually appealing signage that helps users navigate the industrial areas. Include directional signs, maps, and information panels at key decision points and along major routes.

2. **Pedestrian and Cycling Infrastructure:** Integrate wayfinding elements that prioritize pedestrian and cycling infrastructure and directional signage to promote sustainable transportation within the industrial areas.

3. **Technology Integration:** Incorporating technology solutions like interactive maps and digital displays to enhance the wayfinding experience, provide real-time information, and encourage user engagement.

4. **Local destinations and accessibility:** The Tottenham Stadium brings in significant footfall into the area during event days. Hence, the area is extensively used for parking. By ensuring pedestrian connectivity in the area, using local attractions like the Lee Valley pedestrian routes, navigatio

Sign Family - Overview

Welcome Area Monolith



Welcome
Sub-Estate Monolith



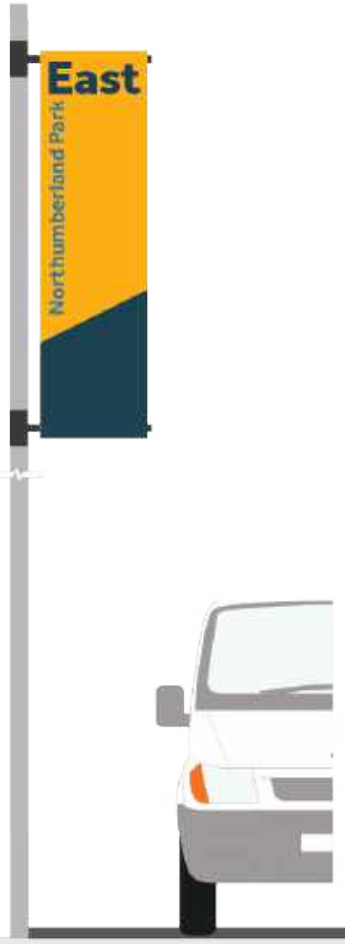
Pedestrian Map



Pedestrian Fingerpost



Lamp Post Banner
- Area Markers

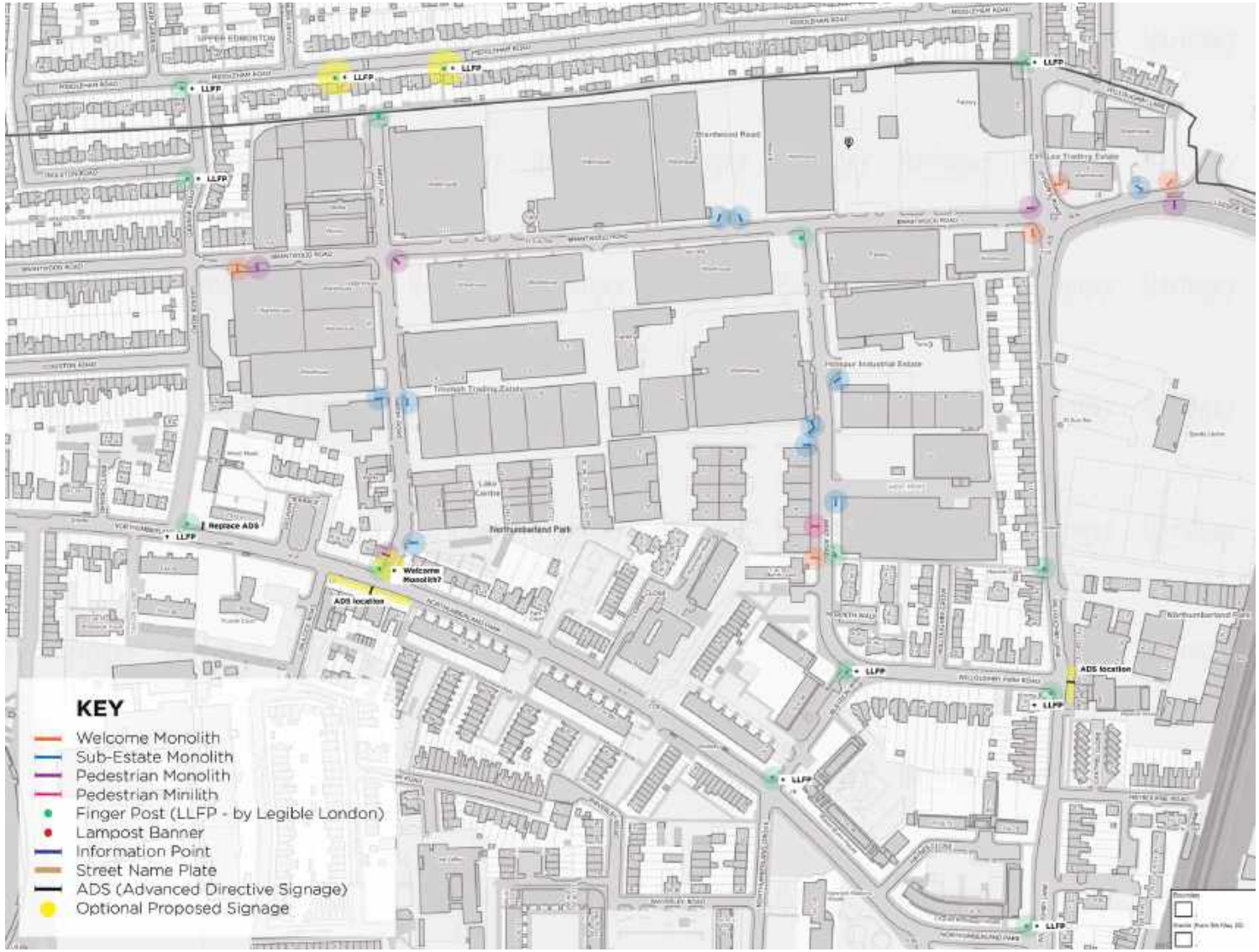


This is only for the purpose of representation and is not the final design

Signage Locations - Proposed
- Brantwood Industrial Area

Following our site visit we have proposed the new signage locations. These include 5 Welcome Monoliths, 10 Sub-estate Monoliths, 5 Pedestrian Monoliths and 15 Finger posts.

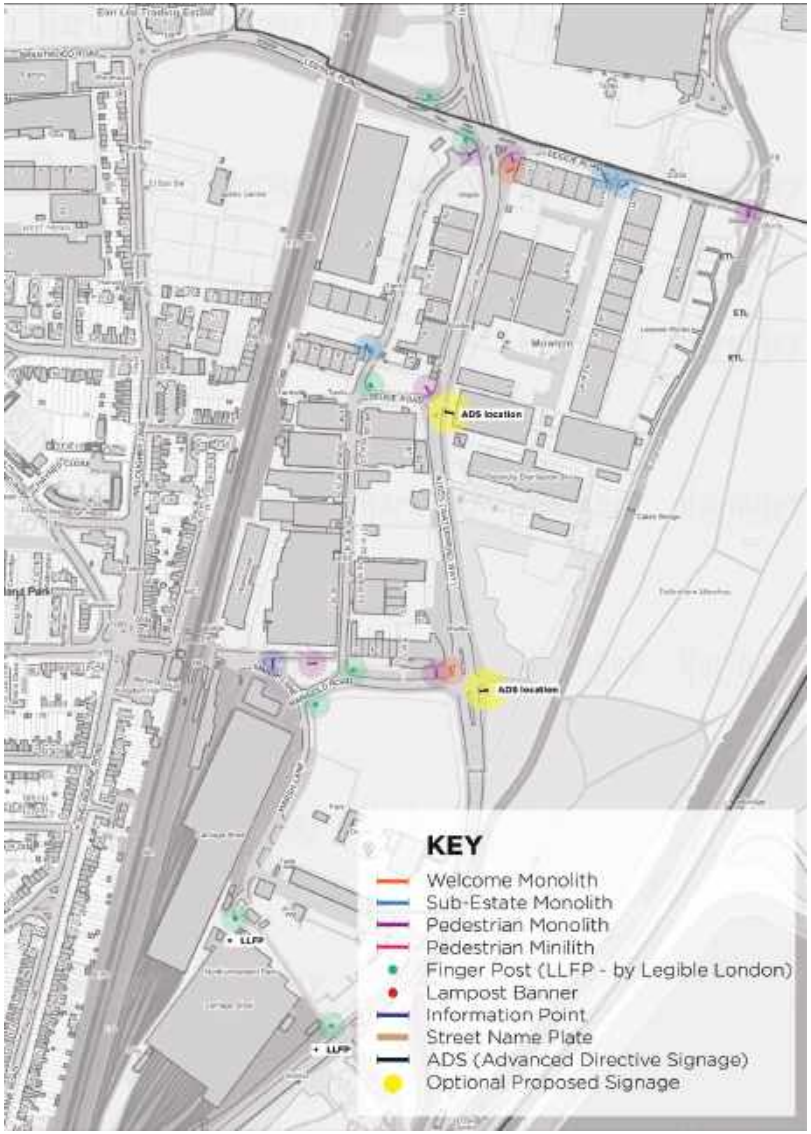
The locations are laid out on the map as seen:



Signage Locations - Proposed
- Garman Industrial Area

Following our site visit we have proposed the new signage locations. These include 2 Welcome Monoliths, 3 Sub-estate Monoliths, 6 Pedestrian Monoliths and 7 Finger posts.

The locations are laid out on the map as seen:



Signage Locations - Confirmed
- Northumberland Park Industrial Area (East)

TBC

Signage Locations - Confirmed
- Northumberland Park Industrial Area (West)

TBC

Wayfinding Map - Principles

The key part of navigating is knowing the lie of the land and the space around you. Key landmarks and features can help people orientate themselves within the location they are at. A map is a great way to visualise this information as well as being able to be adapted for various circumstances.

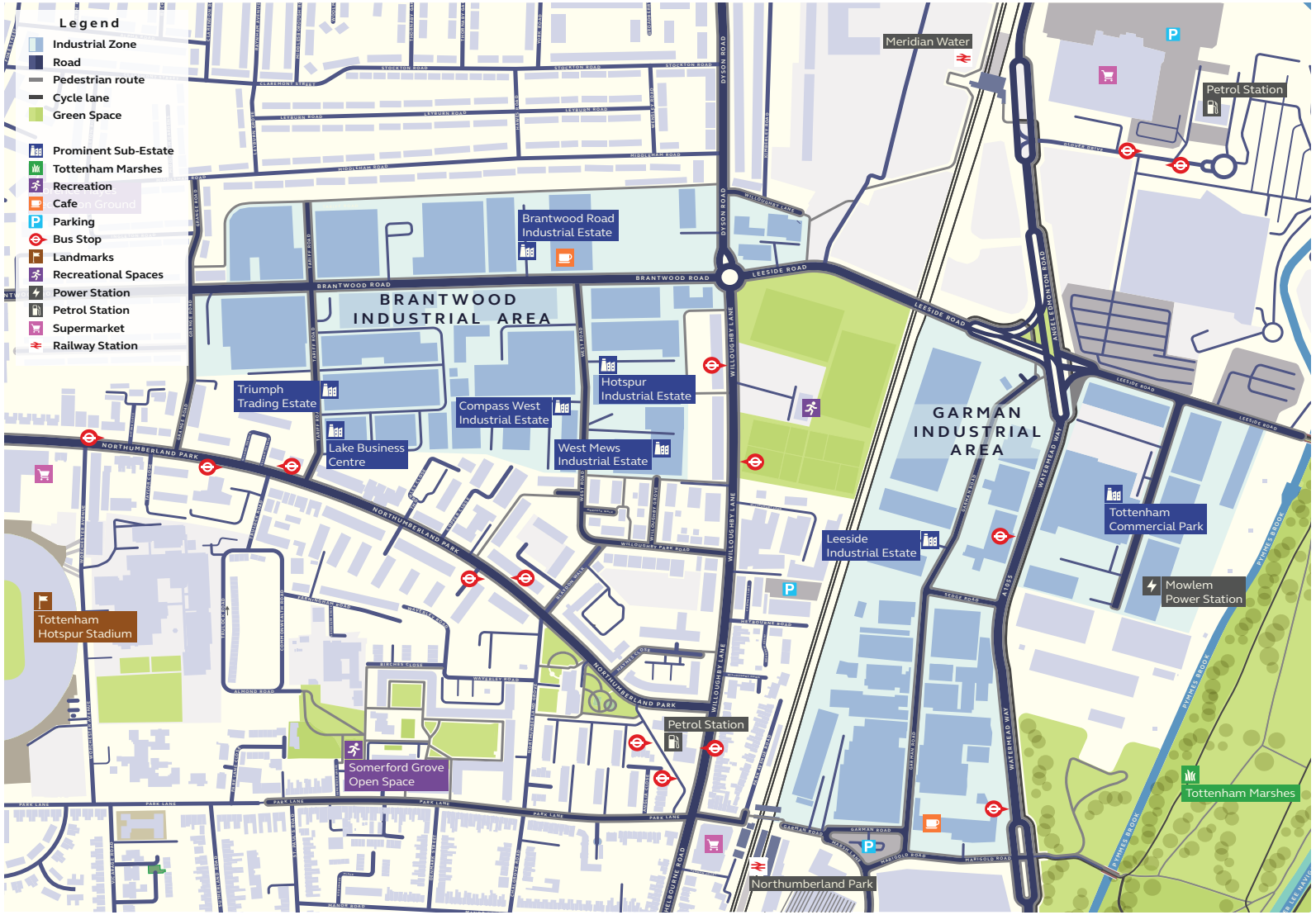
The map should make use of a clear range of colours, pictograms and plain English to help make the map accessible and usable by people with English as a second language.

This incorporates:

- **Landmarks & Destinations** - They guide people along the route as well as show where people want to end up. These are outlines in this report.
- **Adaptability** - The map can be customised for specific instances, such as business location maps, pocket maps and online/downloadable maps
- **Orientation** - Wherever a map appears at a fixed location, such as on a sign, it is 'heads-up' - when a map does not necessarily point North, but the direction the user is facing, with North shown to help people orient themselves with the Area.
- **Walking Distance** - The maps at a fixed location also show a walking distance circle to give users a sense of scale to their environment and estimated their journey time.

Wayfinding Map - Design

This is the master wayfinding map. The map can be used across all touch points including signage, website as well as customised map options.



Implementation Budget - Brantwood Industrial Area

These prices are estimated for a bespoke system and could be subject to change based on quantities ordered and materials used.

	Signage Quantities & Budget - Brantwood Industrial Area (BI)					
	Item Code	**Sign Type**	**Quantity**	**Dimensions**	**Unit Cost**	**Total Cost**
	BI-WM	Welcome Monolith	6	1000mm x 5000mm	£6,666.18	£39,997.08
	BI-SEM	Sub-Estate Monolith	10	1000mm x 4000mm	£4,530.85	£45,308.52
	BI-PM	Pedestrian Monolith	5	600mm x 2500mm	£3,785.10	£18,925.50
	BI-PMM	Pedestrian Minilith	1	400mm x 2500mm	£2,534.80	£2,534.80
	BI-FP	Pedestrian Fingerpost	15		£1,832.53	£27,487.98
	BI-LB	Lampost Banner	20		£360.00	£7,200.00
	BI-IP	Information Point	0	1500mm x 2500mm	£4,886.10	£0.00
	BI-ADS	Advanced Directive Signage	3		£0.00	£0.00
		End of road finger *	20		£435.89	£8,717.76
		End of road post *	0		£281.83	£0.00
		Signage Artwork Pack	40		£450.00	£18,000.00
		Install **	1		£32,136.00	£32,136.00
		Delivery	1		£540.00	£540.00
		Project Management	1		£1,800.00	£1,800.00
		TOTAL				£200,847.64

Implementation Budget - Garman Industrial Area

These prices are estimated for a bespoke system and could be subject to change based on quantities ordered and materials used.

	Signage Quantities & Budget - Garman Industrial Area (GI)					
	Item Code	**Sign Type**	**Quantity**		**Unit Cost**	**Total Cost**
	GI-WM	Welcome Monolith	2	1000mm x 5000mm	£6,666.18	£13,332.36
	GI-SEM	Sub-Estate Monolith	3	1000mm x 4000mm	£4,530.85	£13,592.56
	GI-PM	Pedestrian Monolith	6	600mm x 2500mm	£3,785.10	£22,710.60
	GI-PMM	Pedestrian Minilith	0	400mm x 2500mm	£2,534.80	£0.00
	GI-FP	Pedestrian Fingerpost	7		£1,832.53	£12,827.72
	GI-LB	Lampost Banner	20		£360.00	£7,200.00
	GI-IP	Information Point	1	1500mm x 2500mm	£4,886.10	£4,886.10
	GI-ADS	Advanced Directive Signage	2		£0.00	£0.00
		End of road finger *	20		£435.89	£8,717.76
		End of road post *	0		£281.83	£0.00
		Signage Artwork Pack	21		£450.00	£9,450.00
		Install **	1		£22,857.78	£22,857.78
		Delivery	1		£540.00	£540.00
		Project Management	1		£1,080.00	£1,080.00
		TOTAL				£116,114.88
		GRAND TOTAL				£316,962.52
		* either or (not both)				
		** site survey required				

Project Timeline

To deliver your project it is very important to us that a clear time line is mapped out. This is to ensure we know when the various interested parties can be expecting deliverables as well as planning the stages.

TBC

Appendix