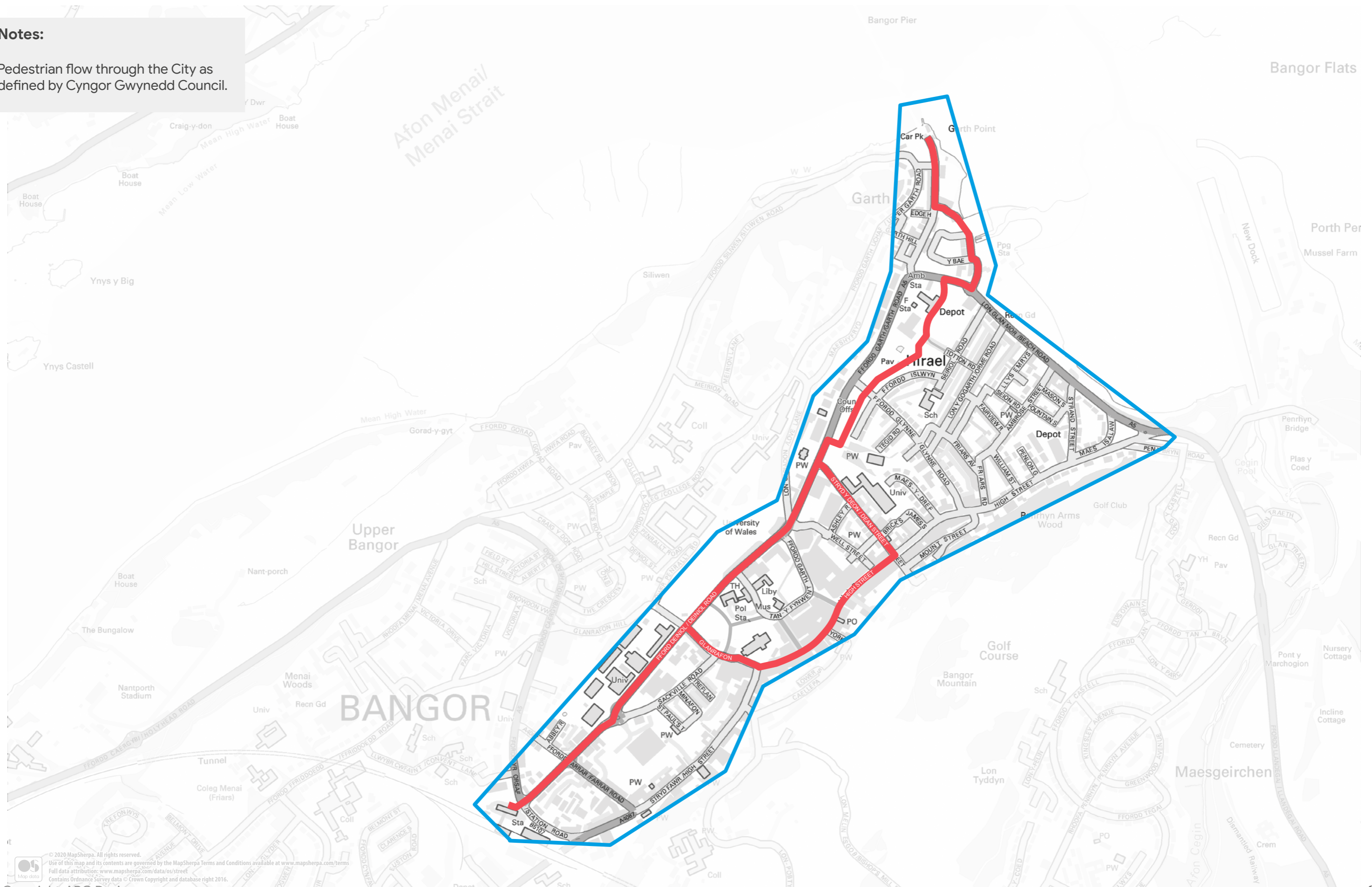

Gwynedd Council
Bangor signage strategy
Public Consultation 13.07.22



Connectivity is key,
connecting people to place

Notes:

Pedestrian flow through the City as defined by Cyngor Gwynedd Council.



Introduction

The need for a Bangor pedestrian wayfinding strategy was highlighted in the Bangor City Masterplan of 2020. To make progress towards implementing some of the outcomes of the Masterplan Gwynedd Council has commissioned ABG Design to create a pedestrian wayfinding strategy. The project has been made possible through funding from the Welsh Government.

A consistent wayfinding strategy will play a vital role in making Bangor a friendly and welcoming city. Not only will the signage provide essential wayfinding information for visitors, it will help to regenerate the city by improving the appearance and generally lifting the look and feel of the city.

From our audit of existing signage we have made the following observations:

- The current fingerposts are in need of updating as they provide out of date information and are in need of repair
- They blend in to the surroundings and can easily be overlooked
- There is a need for a system that can be easily updated as new building are introduced
- The city would benefit from larger monolith signs in strategic locations that provide further information to visitors
- The city would benefit from a new map with a comprehensive index of all key points of interest. We would suggest this is created in four different orientations with 'You are Here' markers to aid orientation and navigation. This would work in conjunction with the fingerposts and monoliths to provide a consistent and joined-up approach to wayfinding. Please note that a new city map is currently outside the scope of this project.

This document sets out a strategy for how signage and wayfinding could be delivered for Bangor in the future with the aim of providing a consistent approach to signage across the city.

Why does Bangor need a wayfinding strategy?

Bangor is a small city in North Wales situated on the Menai Strait and close to Snowdonia National Park. It is a lively city with a transient student population which also attracts visitors to the many cultural and historical destinations within the city. There are also key coastal attractions close to the city centre such as Bae Hirael and the Pier which has recently won Pier of the Year 2022 from The National Piers Society.

Over the years there have been several different projects to provide wayfinding, information and mapping to visitors in Bangor. While each has been an important and successful phase of work at the time there is now a need to join everything up and provide a single consistent, uniform and informative approach to signage.

Aims & Objectives

Currently there are only four fingerposts close to the city centre. There are currently no signs providing visitors with information about the various destinations within the city. The aim of this project is to extend the fingerposts to cover a pedestrian journey from the train station to the city centre and on to Bae Hirael and the Pier. A strategy for visitor information signs will also be explored.

The strategy objectives are to create:

- A dual language signage design in Welsh and English
- A design that delivers information in a way that is easy to understand
- A clear, safe and cohesive route through the city
- A design compatible with the cityscape and surrounding area
- A robust and durable signage system that can easily be updated to accommodate future developments.

Key components

The strategy comprises two key components.

Monolith signs - a freestanding structure to be placed at key locations. Primarily consisting of a city wide map design and additional marketing information.

Fingerpost signs - a freestanding sign consisting of a post with one or more arms, known as fingers, pointing in the direction of each key destination.

How will the strategy be delivered?

Gwynedd Council does not expect the signage strategy will be delivered in a single phase. It is hoped that Gwynedd Council, working with interested parties locally, will be able to target regeneration funding.

Funding is yet to be secured however it is hoped that Gwynedd Council will be able to fund the manufacture and installation of the fingerposts through community regeneration funding.

Following this, it is hoped that other organisations with a vested interest in Bangor will be able to fund the monolith signs.

Key destinations within the city are as follows...

Train Station

City Centre

Cathedral

Bus Station

Town Hall

Toilets

Nyth
(youth performance
cultural centre charity)

Swimming Pool

Bae Hirael

Public Library

Storiell

College Park

**University
Reception**

Halls of Residence
(Ffriddoedd and St Marys)

High Street

Pier

Police Station

Porth Penrhyn

Penrhyn Castle

Rationale for signage locations

Our signage audit in Bangor on 15/16th March 2022 identified a real need for more fingerposts across the city as there are currently only four in the very centre of the city.

Our walking route started at the railway station and continued down Deiniol Road, in and around the city centre and then down to the pier.

From the railway station the current road crossings and pedestrian barriers at the station mean that the natural way to walk down to the city centre would be along the footpath on the right hand side of the Deiniol Road. Because of this, we would suggest that all fingerposts are consistently located on the city centre side of Deiniol Road.

Fingerpost locations have been determined by decision points along the pedestrian journey. We have tried to ensure there are good site lines from one fingerpost to the next and we have tried to keep distances consistent.

Proposed fingerpost locations throughout the city.

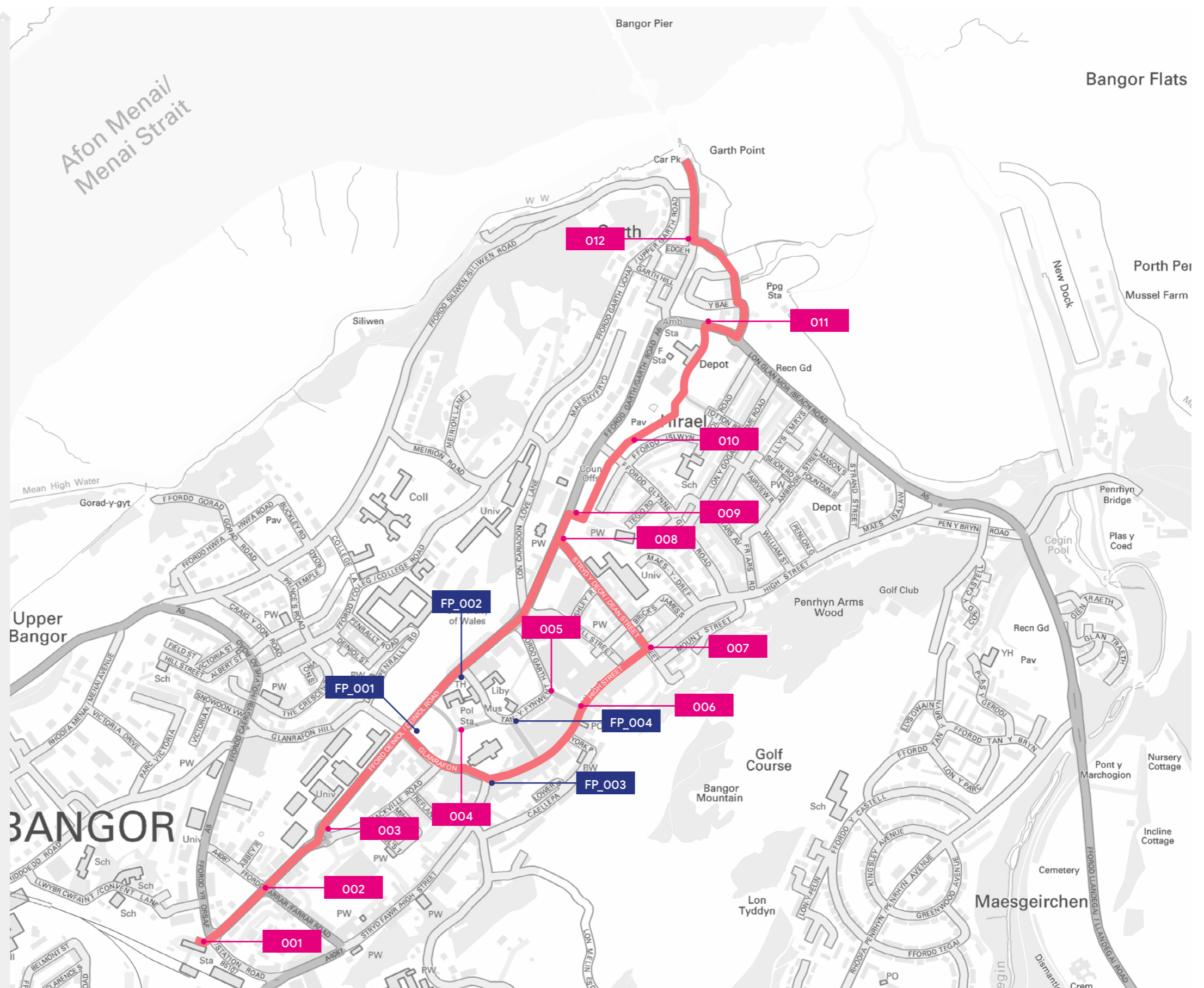
We have aimed to place a fingerpost at each major point that requires a directional decision by the user.

Exact locations are conceptual, and to be agreed with the team.

An engineering assessment will also need to be carried out at each location to check the footpath widths are sufficient for pedestrians, including disabled people, and to ensure vehicle visibility is not restricted.

Key:

- Existing fingerpost
- Proposed new fingerpost



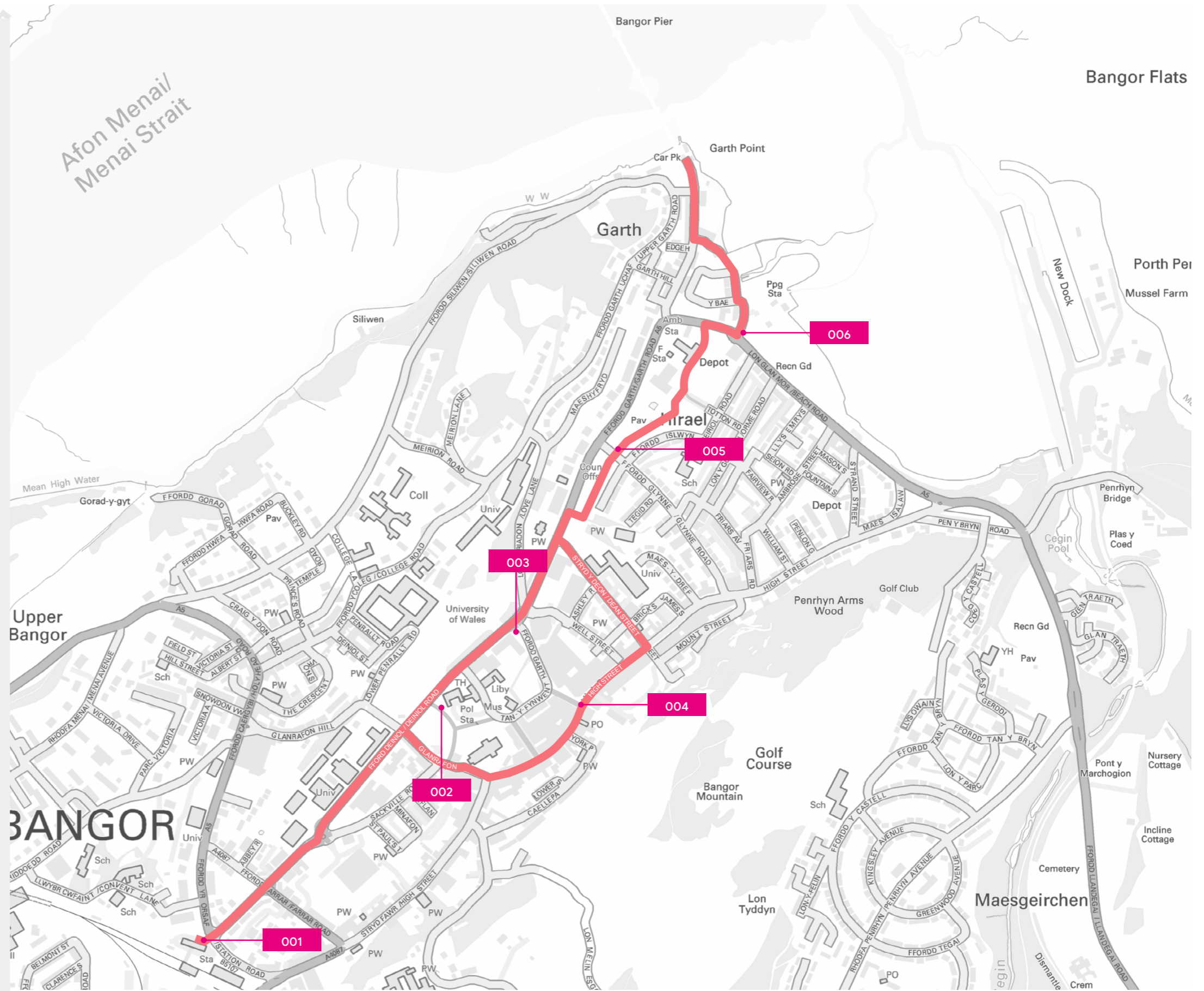
Proposed monolith locations throughout the city.

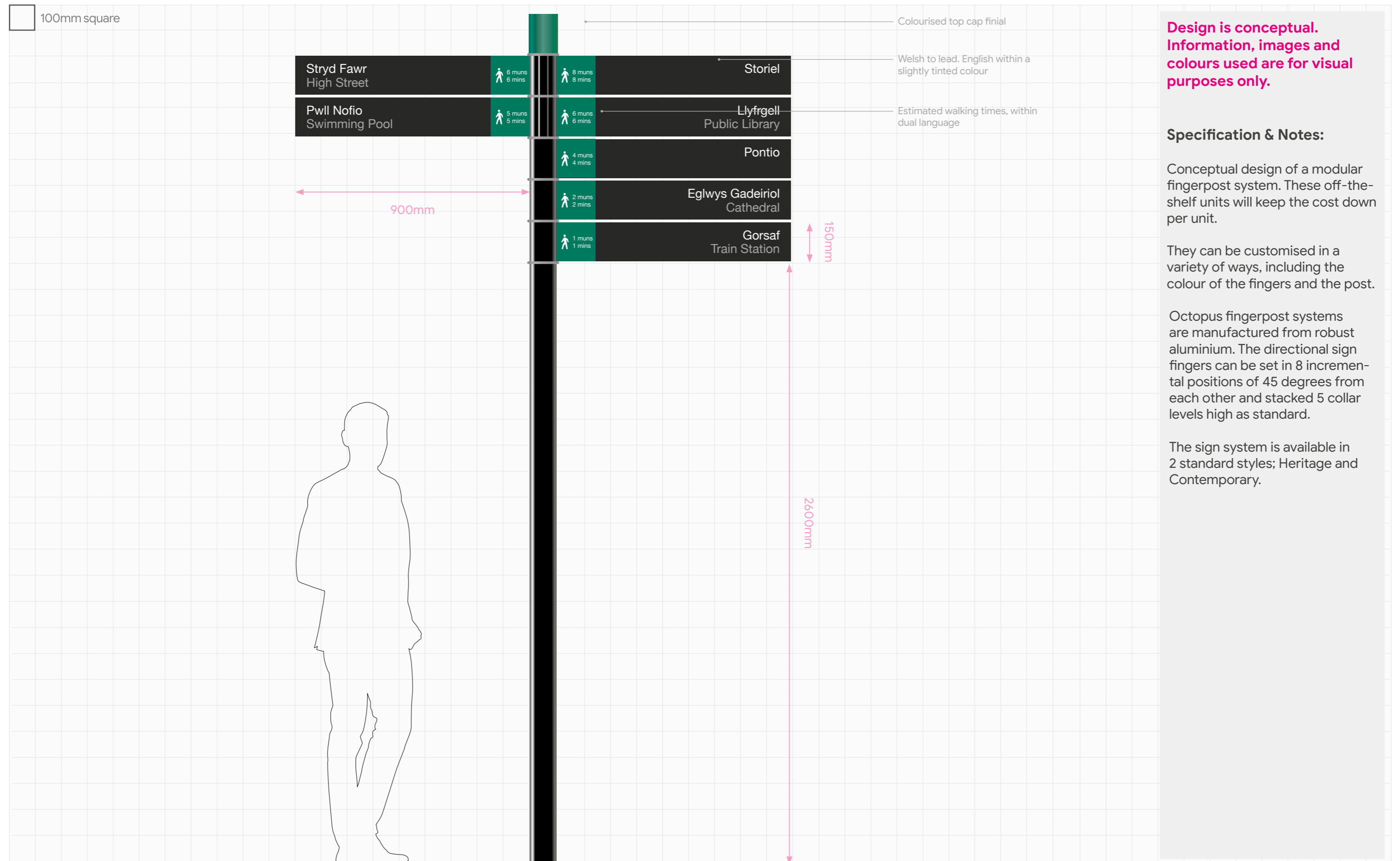
Exact locations are conceptual, and to be agreed with the team.

An engineering assessment will also need to be carried out at each location to check the footpath widths are sufficient for pedestrians, including disabled people, and to ensure vehicle visibility is not restricted.

Key:

■ Proposed new monolith





Design is conceptual.
Information, images and colours used are for visual purposes only.

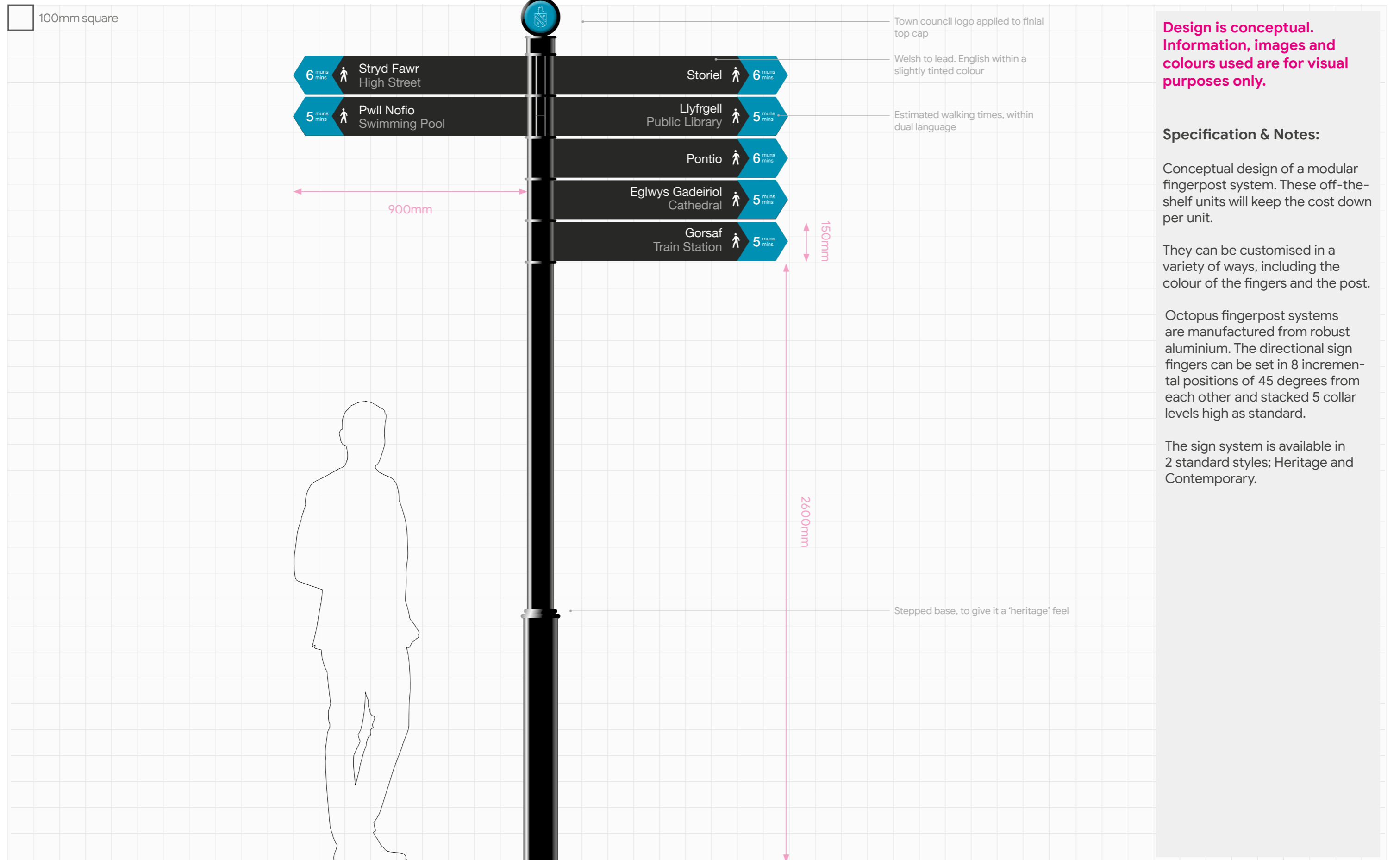
Specification & Notes:

Conceptual design of a modular fingerpost system. These off-the-shelf units will keep the cost down per unit.

They can be customised in a variety of ways, including the colour of the fingers and the post.

Octopus fingerpost systems are manufactured from robust aluminium. The directional sign fingers can be set in 8 incremental positions of 45 degrees from each other and stacked 5 collar levels high as standard.

The sign system is available in 2 standard styles; Heritage and Contemporary.



Design is conceptual.
Information, images and colours used are for visual purposes only.

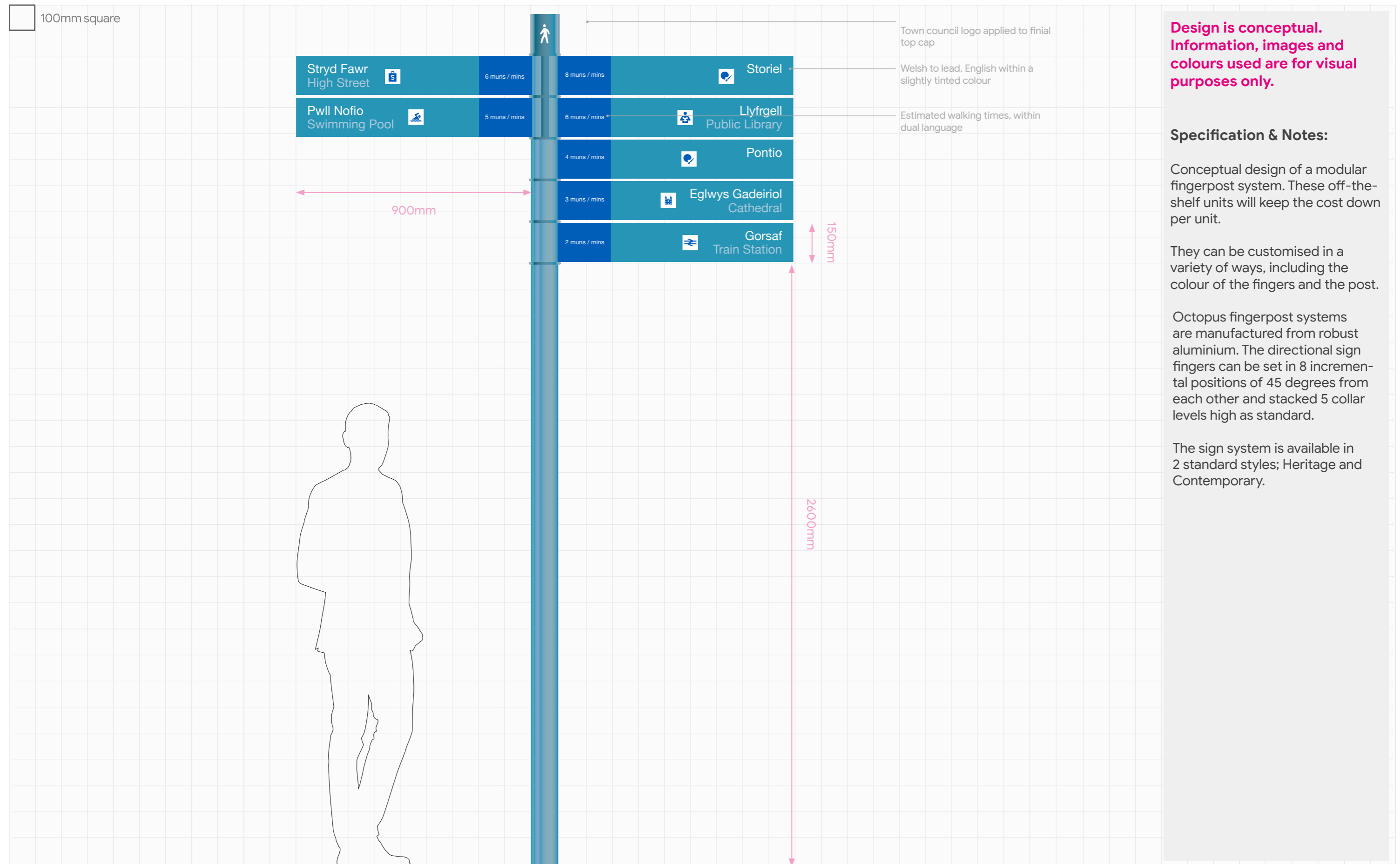
Specification & Notes:

Conceptual design of a modular fingerpost system. These off-the-shelf units will keep the cost down per unit.

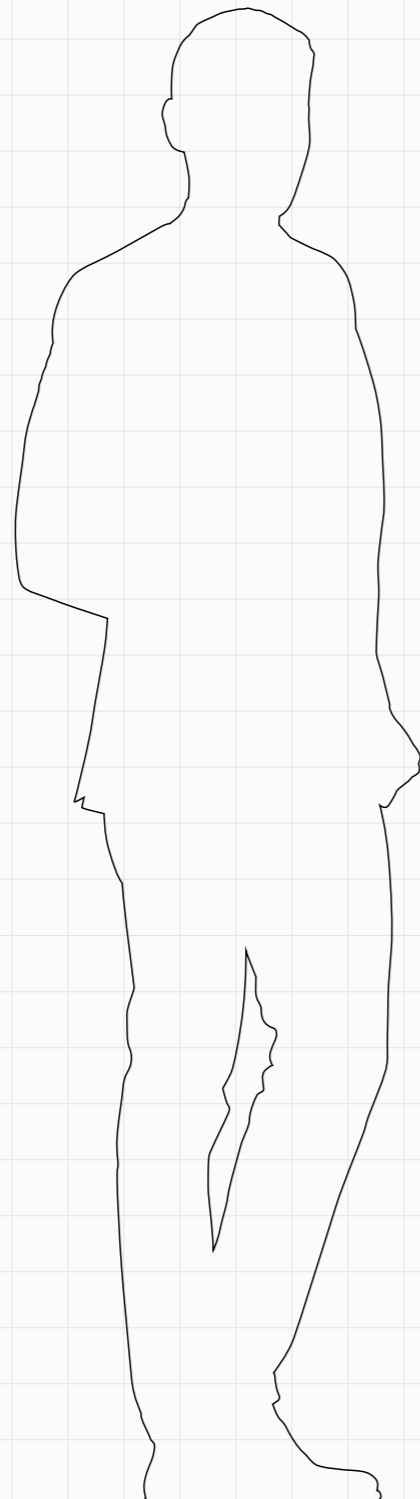
They can be customised in a variety of ways, including the colour of the fingers and the post.

Octopus fingerpost systems are manufactured from robust aluminium. The directional sign fingers can be set in 8 incremental positions of 45 degrees from each other and stacked 5 collar levels high as standard.

The sign system is available in 2 standard styles; Heritage and Contemporary.



100mm square



Dual language welcome

'You are here' pin with suggested walking times radius

Pictogram key within Welsh & English

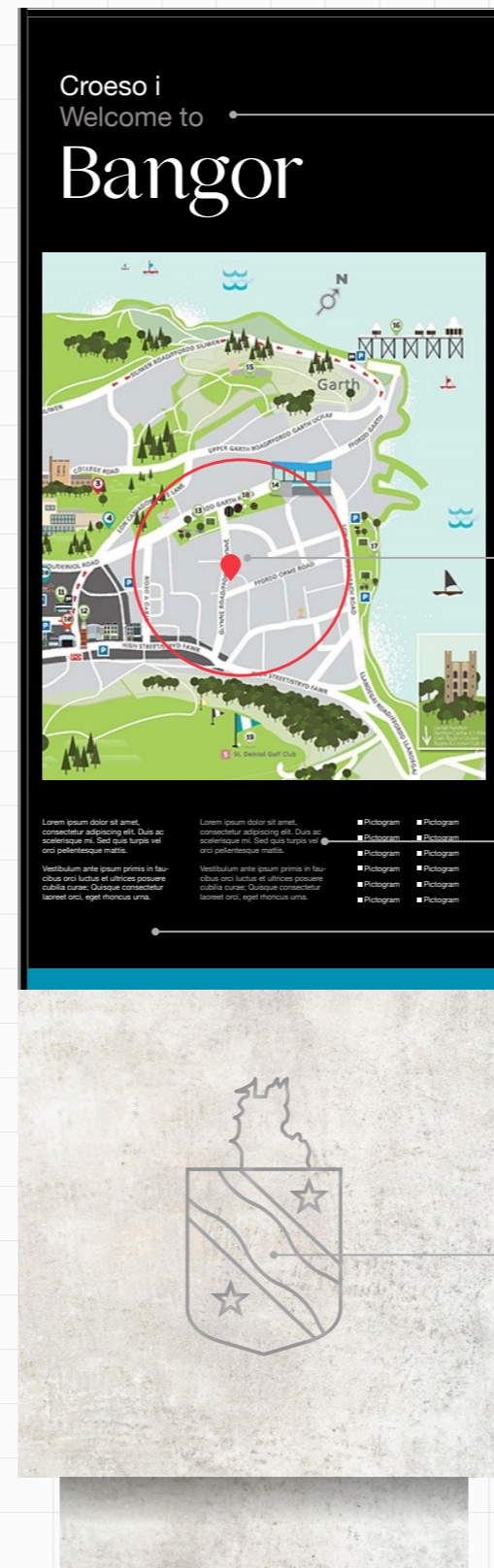
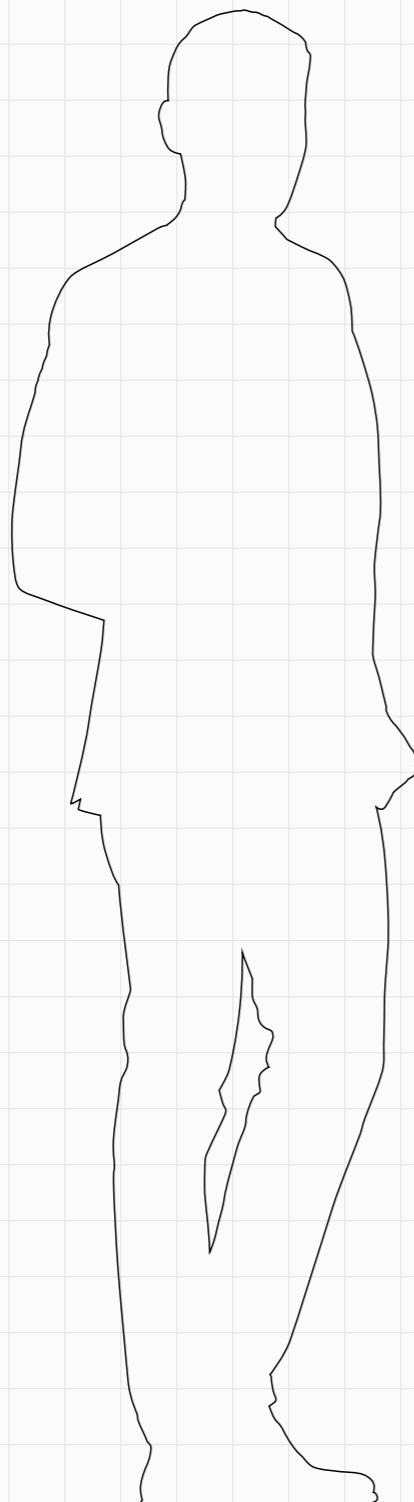
Introduction / welcome text about the immediate area within Welsh & English

Design is conceptual.
Information, images and colours used are for visual purposes only.

Specification & Notes:

Conceptual design of a freestanding monolith sign. Based on another off-the-shelf system this monolith provides value for money and the ability and space to add a variety of graphics.

The size of these systems vary, they are available smaller and larger. Wall mounted systems are also available. Freestanding poster cases are also available, and can be customised to match the agreed town style.



Dual language welcome

'You are here' pin with suggested walking times radius

Pictogram key within Welsh & English

Introduction / welcome text about the immediate area within Welsh & English

Concrete base, with embossed town council logo

Design is conceptual.
Information, images and colours used are for visual purposes only.

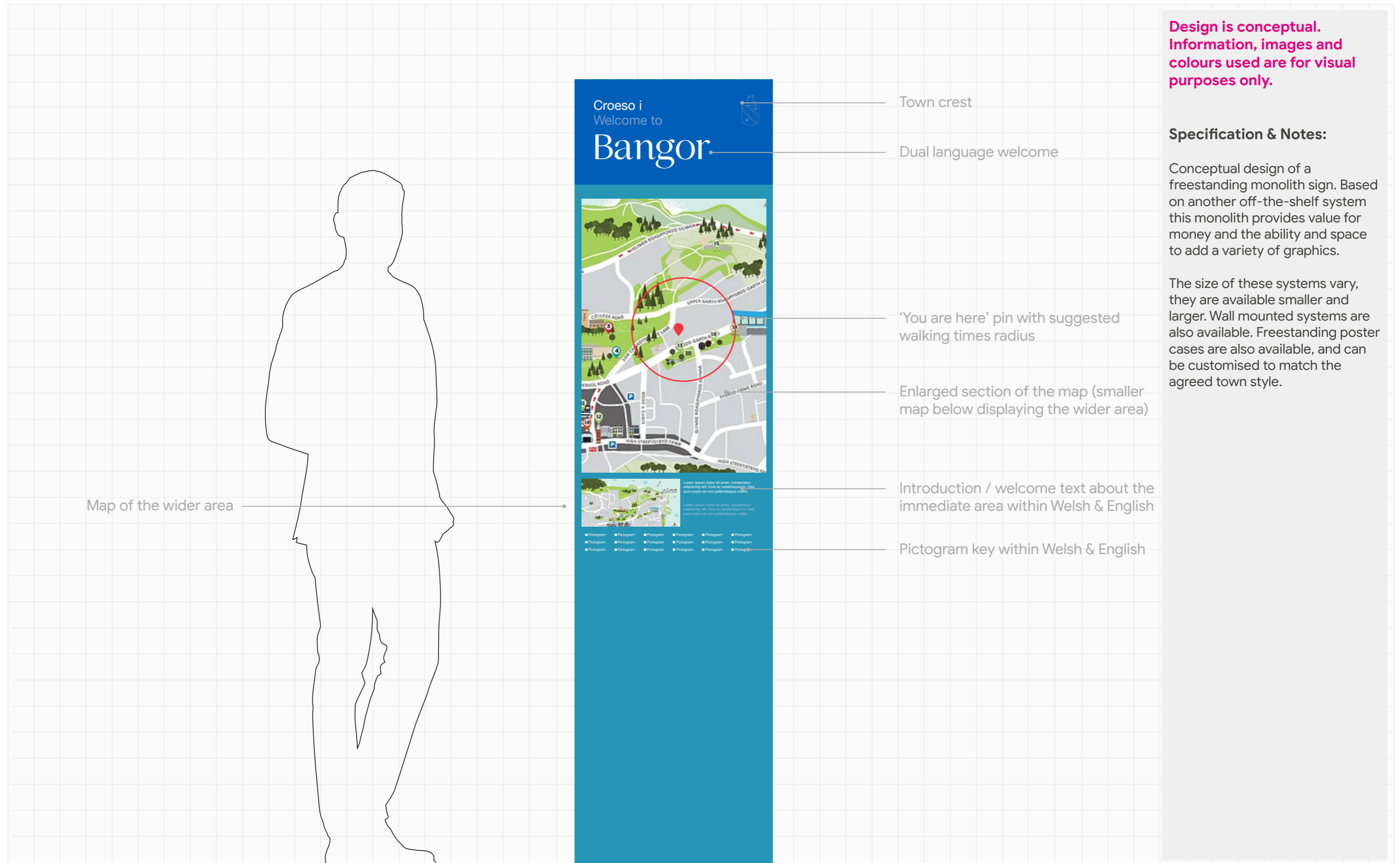
Specification & Notes:

Conceptual design of a modular fingerpost system. These off-the-shelf units will keep the cost down per unit.

They can be customised in a variety of ways, including the colour of the fingers and the post.

Octopus fingerpost systems are manufactured from robust aluminium. The directional sign fingers can be set in 8 incremental positions of 45 degrees from each other and stacked 5 collar levels high as standard.

The sign system is available in 2 standard styles; Heritage and Contemporary.



- Choose preferred option to take to design development
- Liason and design development
- Materials and specification
- Initial liason and discussion with the planning office
- Finalisation of wayfinding scheme & planning consents