

**Category:** Wayshowing

**Project:** Lancaster City Centre

### What was the challenge?

Lancaster is ideal to explore on foot given its compact nature. Yet challenging in topography, complex routes and sightlines with landmarks not being able to be viewed from a distance. These challenges constrain pedestrian movement and reduce exploration to key destinations such as the castle and canal, which feel disconnected from Lancaster's commercial centre.

### What was the solution?

A wayfinding and interpretation masterplan for Lancaster was developed. The strategy was designed to encourage better place connection and encourage exploration "off the beaten track."

The solution was to put people before traffic, this included a new brand launched by Lancaster City Council. Our task was to expand the 'small city, big story' concept into a bespoke range of wayfinding structures for the city centre.

The family of signs consisting of totem and directional signs, in-ground markers and cast stone structures reference local character through colour, materials, graphics and engraved patterning on stone bases. The signs are seen as a bronzed framed 'treasure box' to reveal local stories and provide clear navigational information.

We developed 'heads up' mapping with 2D landmark elevations to help build peoples mental map of the city and key destinations. You are here points and walking circles promote the walkability of the city.

### Contact:

name: Sue Manley

company/organisation: Placemarque

e-mail: [info@placemarque.com](mailto:info@placemarque.com)

website: [www.placemarque.com](http://www.placemarque.com)



### What was the effect?

The wayfinding scheme provided a better experience for people moving around the city and gave better navigational information at arrival points into the city including train station, bus station and car parks. The sign locations were positioned strategically in main public spaces and along routes, encouraging people to walk more, stay longer and explore further.

The design and implementation of the physical signage created a brand placement in the public realm. Each sign revealing one of the nine commissioned stories revealing Lancaster's strong identity and historic character.

