



Legible London

... Supporting walking in the Capital

Richard Fullager, Delivery Manager

Kristy Harvey, Communications Manager





Contents

- Why citywide wayfinding?
- Legible London in detail
- Activity – would you walk?
- Key challenges and lessons
- Tour





Why citywide wayfinding?



There are 32 different pedestrian signing systems in zone 1 alone.





Why citywide wayfinding?

1. Achieve transport, social and environmental benefits of shift to walking
2. Enable sustainable growth and regeneration
3. Improve the local environment and urban realm
4. Improve customer information and transport integration between modes

More

Leisure walks

Footfall in retail areas

Healthy lifestyle

Confident

Quality and maintenance

Less

Journey time

Short car journeys

Pollution (noise and air)

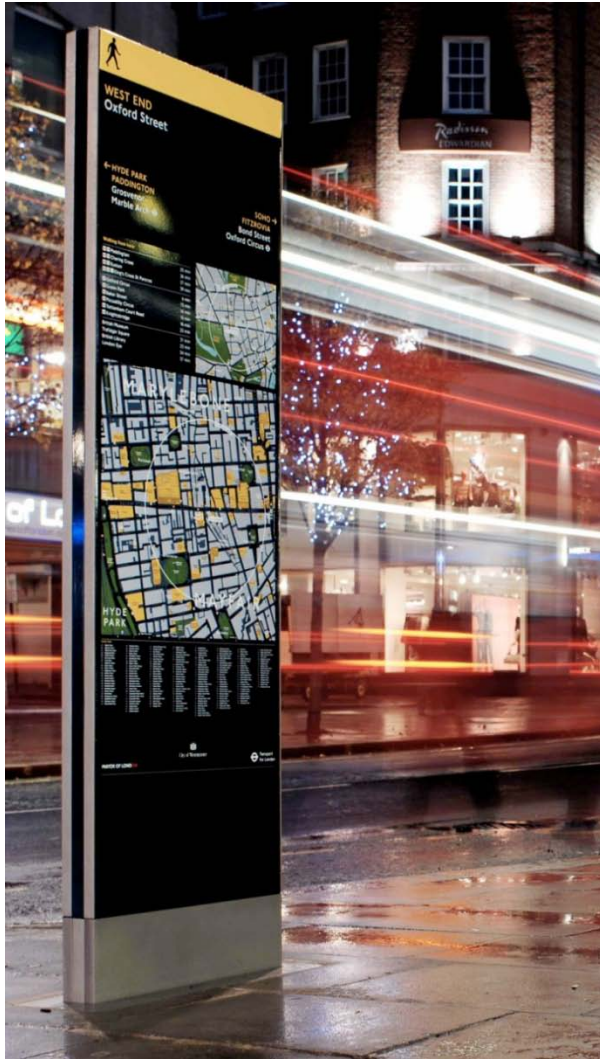
Lost and stressed

Clutter





Legible London mission



Delivery of a **user focused** system of pedestrian wayfinding information, **seamlessly integrated** into both borough and TfL customer information and presented where necessary on a consistent suite of on-street signage **across London**, through a **phased** programme.





TfL station

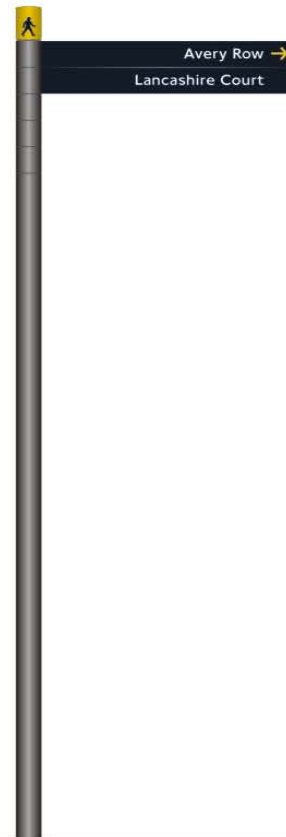
← **Exit 1**
David Square

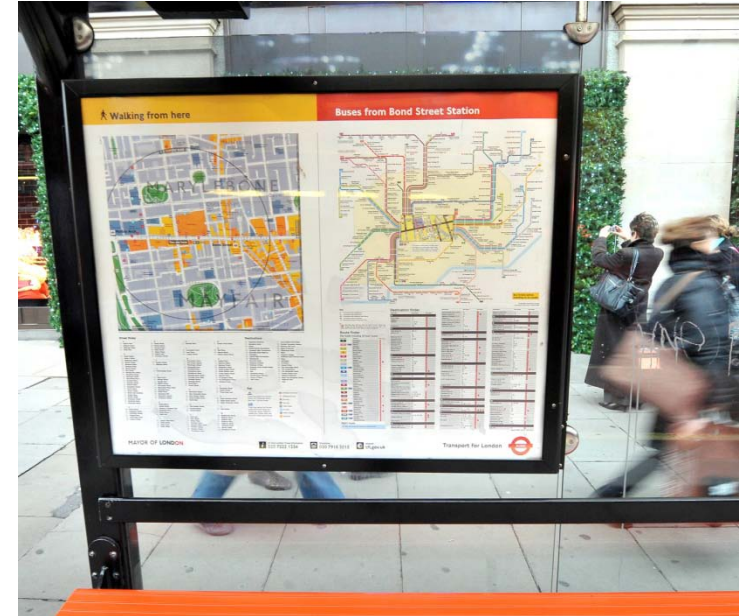
Exit 2 →
Parkway

Way out →



Borough street







Legible London timeline

1 2006: Research

Predictable, consistent and authoritative public information is the key to building pedestrians' confidence

2 2007: Prototype

19 signs welcomed in area around Bond Street station, more to follow

3 2008-2009: Pilots

3 distinct pilot environments selected, to further test and refine system

4 2010: Wider implementation





Prototype deemed successful

- 85 per cent of those interviewed (2,600 members of the public) found Legible London easy to use
- 90 per cent felt the system should be implemented across London
- Almost two-thirds said the new system would encourage them to walk more

Successful ongoing collaboration with boroughs and other partners





- To be added, S. Groot map of scheme locations





The principles of Legible London

Legible London creates **connections** that:

- Are seamless
- Use a human scale – the five minute walk
- Give places names

Legible London provides **continuity** by:

- Progressively disclosing information
- Being predictable, in content and placement

Legible London promotes **clarity** by:

- Striving for inclusivity
- Being intuitive





The signs

WEST END
Marble Arch

↑
MAYFAIR
HYDE PARK
Park Lane

← Oxford Street
Bond Street ⇄

⇄ PADDINGTON →
Edgware Road
Bayswater Road

Walking from here

Maydaystone	14 min
Paddington	18 min
Bond Street	8 min
Edgware Road	10 min
Edgware Gate	13 min
Edgware Circle	14 min
Baker Street	15 min
Hyde Park Corner	16 min
Knightsbridge	19 min
Wallace Collection	8 min
Wigmore Hall	11 min
Madame Tenebris's Percival Stone Memorial	17 min
	18 min

MAYFAIR
HYDE PARK
MARYLEBONE

MAYOR OF LONDON
City of Westminster
Transport For London





WEST END Oxford Street

ROUTE NAME
Preston Arch →
Cannon Road

DESTINATIONS
Cannon Road

DESTINATIONS
Preston Arch →
Cannon Road

ROUTE NAME
Preston Arch →
Cannon Road

DESTINATIONS
Cannon Road

DESTINATIONS
Preston Arch →
Cannon Road

ROUTE NAME
Preston Arch →
Cannon Road

DESTINATIONS
Cannon Road

DESTINATIONS
Preston Arch →
Cannon Road

ROUTE NAME
Preston Arch →
Cannon Road

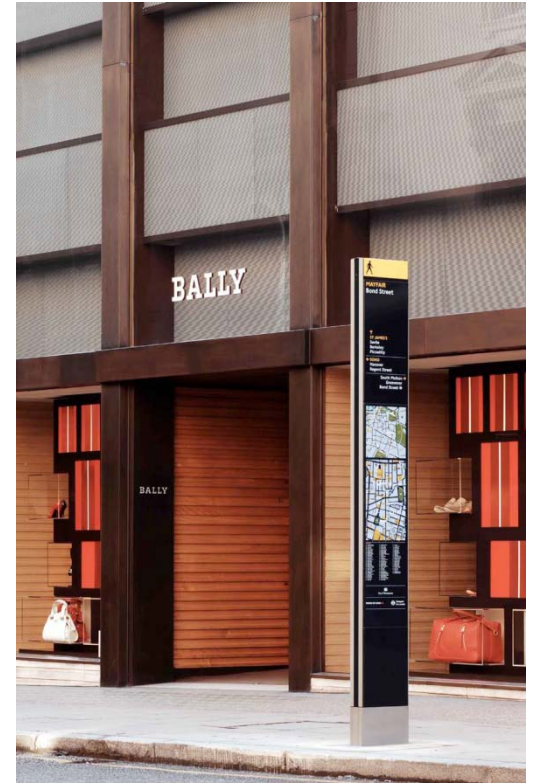
DESTINATIONS
Cannon Road

DESTINATIONS
Preston Arch →
Cannon Road





The streetscape and clutter



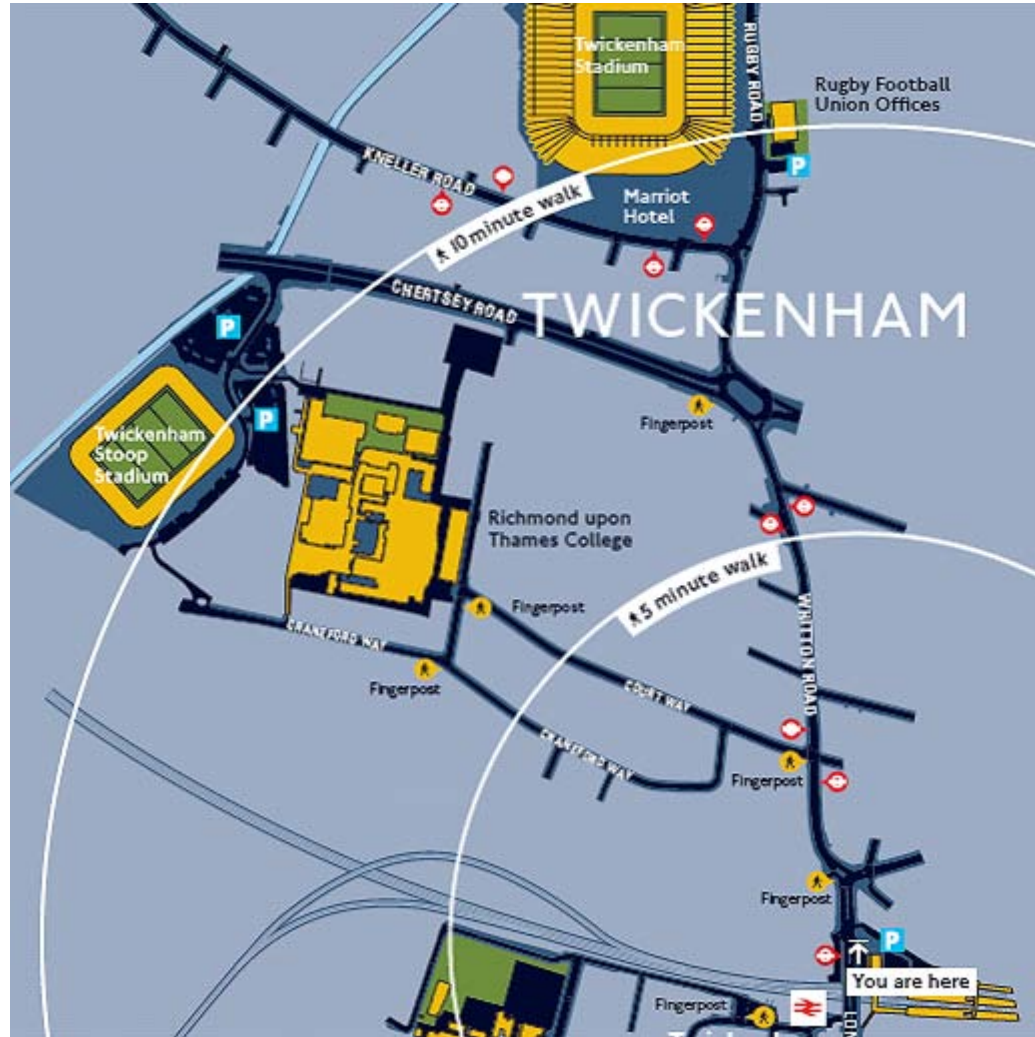


The map



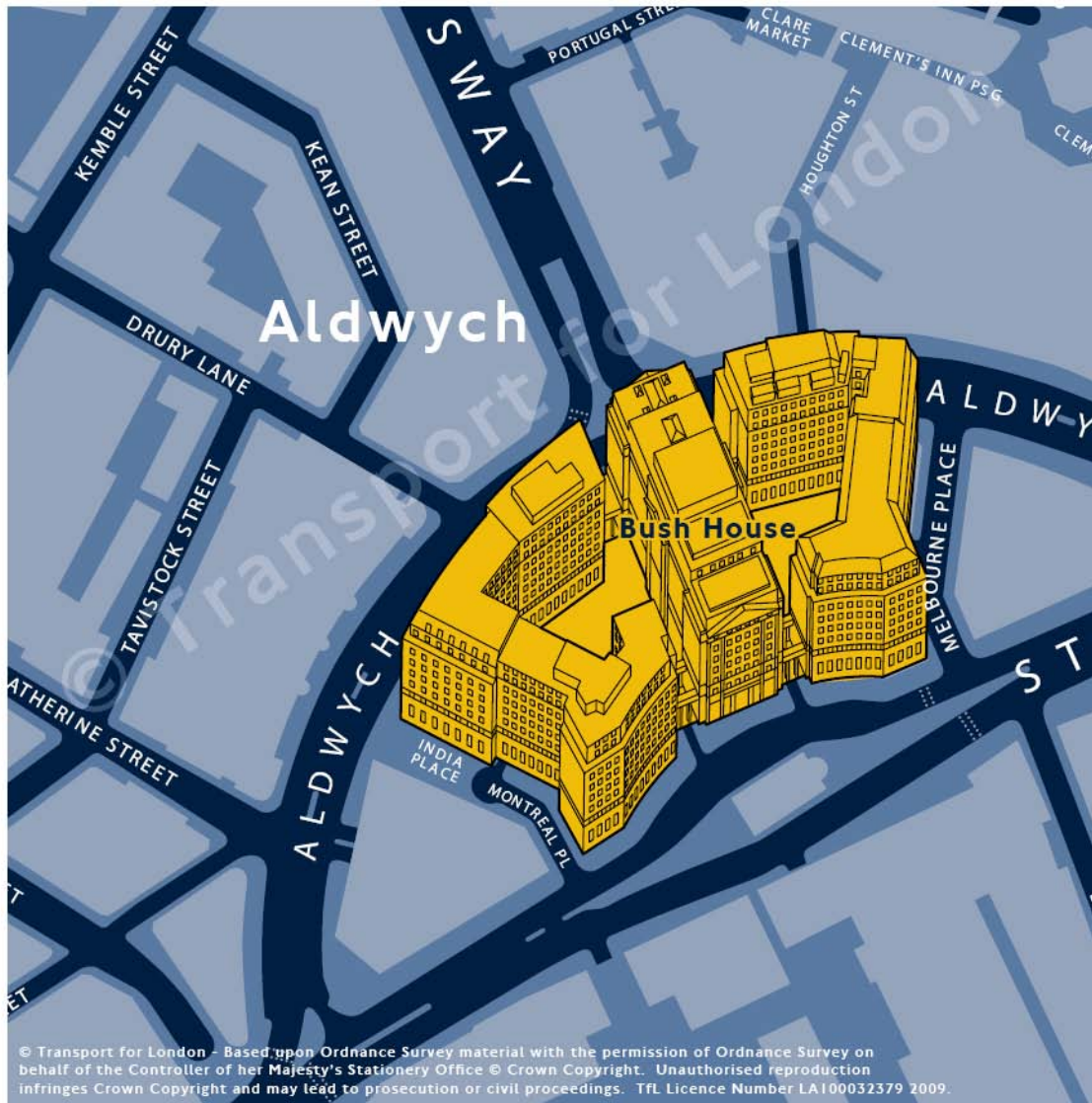


Richmond and Twickenham pilot: connector map





3D buildings

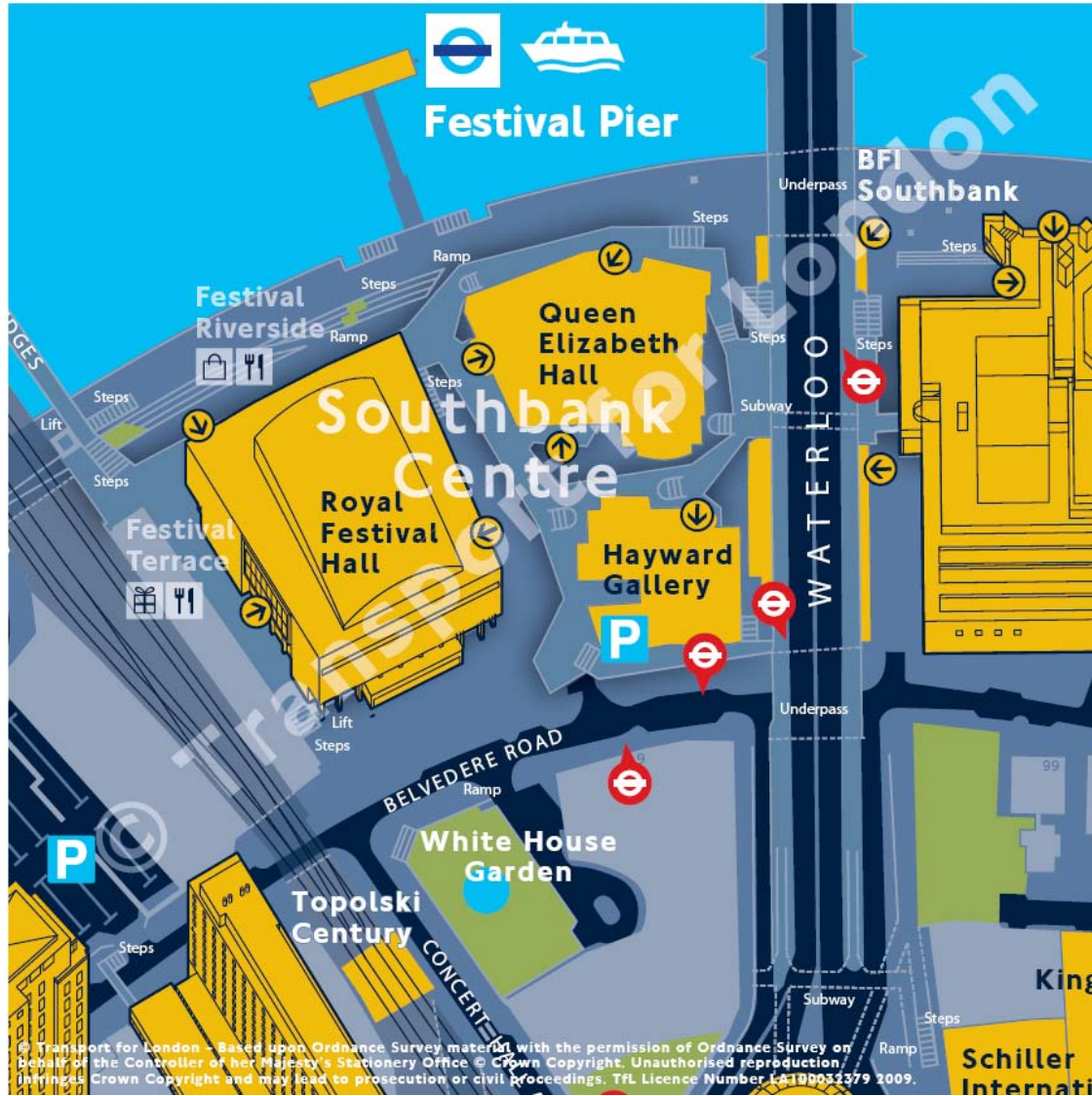


© Transport for London - Based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. TFL Licence Number LA100032379 2009.





Multi levels





Sign placement

- To add: Richmond scheme layout





Partnerships & permissions

- Intra-organisation: TfL, and boroughs
- Stakeholders
- Land owners
- Permissions vary





Key challenges and lessons

Representing the Strategic Walking Network

Furniture variation – streetscapes, scales, content

Coordination of infrastructure – land and clutter have multiple owners

Coordination of interests – each has own objectives

Maintaining clear roles

Maintaining user focus





- Activity: would you walk?





Questions?





TOUR

Objectives

- Show signage - materials and placement
- Contrast to the unsigned areas – consider pedestrian confidence

Maybe arrive by Tube?

Show map of where we are in relation to signed area,
discuss tasks/where we intend to go





What stops people walking?

1 Safety

1 in 5 people don't feel safe walking alone in their local area

2 Traffic and congestion

51% of Londoners think traffic congestion is a serious problem for pedestrians

3 Unpleasant walking environment

40% of school-run parents would walk if the route was more pleasant

4 Wayfinding and awareness

