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Queen Elizabeth Olympic Park Wayfinding Strategy

Final Report
March 2013





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1.0

Introduction

In September 2012 Applied was commissioned by the London Legacy Development Corporation (LLDC) to develop a Queen Elizabeth Olympic Park Wayfinding Strategy with the intention of:

“reviewing, updating and augmenting the existing wayfinding strategy, with particular focus on a comprehensive pedestrian and cycle wayfinding strategy for the Park and the surrounding neighbourhoods”. (LLDC 2012)

The Strategy will be submitted to LLDC’s Planning Policy and Decisions Team as the Local Planning Authority to discharge a number of planning conditions (refer to Section 1.3 and Appendix A).

The Strategy in accordance with the LLDC brief (Sept 2012), is to be “a high-level document that will:

- Provide a coherent plan for coordinated investment
- Define the primary pedestrian/cycle route networks
- Define sign placement requirements
- Make recommendations on wayfinding information to be integrated with vehicular signage
- Set out guidance that will be delivered at a local level through the implementation of schemes.” (LLDC 2012)

In this regard this document will not fully replicate the previous wayfinding strategies, namely The Transformation Wayfinding Strategy (City ID, February 2010) and The Olympic Fringe Wayfinding Strategy (City ID, August 2010) – subsequently referred to as the ‘2010 Wayfinding Strategy’, but will draw the necessary information from each of these, creating a single strategy document that will meet the terms of reference from LLDC.

“The Strategy will integrate with the wider transport, leisure and destination/visitor economy strategies of LLDC and other stakeholders...(and).. will also incorporate a high-level overview of anticipated phasing of network implementation based on the current understanding of the delivery of major developments across the area.” (LLDC 2012)

In addition to reviewing the 2010 Wayfinding Strategy documents, this strategy develops design proposals for pedestrian and cycle wayfinding focusing on users of the Parklands and sports facilities within the Queen Elizabeth Olympic Park (hereafter referred to as the Park), in order that these can be manufactured and installed within the Park prior to its phased re-opening as a public park from July 2013.

The 2010 Wayfinding Strategy used a tier approach to deal with the individual zones from the Park outwards. This Strategy uses the same approach, with Tier 1 being the Park; Tier 2 being the fringe and the Legible London and third party wayfinding integration; and Tier 3 those areas beyond the fringe into London. The tiers are detailed in Section 4.

In terms of planning, this report has the following purpose:

- To set out the general principles of a wayfinding strategy.
- To seek approval for general sign locations and principles for a proposed typology for the Park.
- To seek approval for the for the maximum dimensions for the sign typology.
- To address wayfinding for both the Post Games Transformation (PGT) and Legacy Communities Scheme (LCS)

A further submission will be required which will seek approval for detailed proposals (sign dimensions, appearance, materials, content).

The LCS will bring forward details of how the general principles will be implemented at a local level.

In accordance with the LLDC’s brief, the Queen Elizabeth Olympic Park Wayfinding Strategy is to have the following four objectives:

1 A safe and accessible environment

A strategy for safe, secure and easy navigation through and around the Park; to and between the main visitor attractions; and to and from neighbouring destinations in the surrounding communities, with limited need for signage.

2 An uncluttered, legible landscape

Signage can add visual interest but should set out principles that will reduce clutter and incorporate use of landmarks, landscape and venues into the creation of a legible environment without relying exclusively on signs. This should integrate high quality inclusive design and maximise accessibility for a diverse range of multilingual users.

3 To promote an integrated experience of the Queen Elizabeth Olympic Park and reinforce the brand identity

Wayfinding plays an important role in supporting the character of an area. Wayfinding and other visitor information provides key opportunity to promote the diverse range of attractions, venues, open spaces and landscapes which will be available to a Park visitor – a ‘day out’ rather than just a collection of discrete offers.

The look and feel of Park-specific signage should communicate, reinforce and help deliver the Park brand – i.e. the type of place the Park is, the way we tell its story and how this is visually represented.

4 To improve connectivity for local visitors from the surrounding neighbourhoods

High levels of visitation and a sense of local ownership is fundamental to the success and sustainability of Queen Elizabeth Olympic Park. Due to the historical pattern of industrial development in this area, many surrounding communities are cut off from the Park by infrastructure which traverses and surrounds the area.

Therefore many potential visitors could find the area fragmented, incoherent, difficult to navigate and sometimes perceive it to be unsafe. In addition, entirely new routes into and through the Park have been created since the Olympic site was closed to the public in 2007 for construction, so effective wayfinding plays a key role in communicating these new routes and giving confidence to visitors.

The integration of the Park wayfinding components with the route networks and visitors in the surrounding areas will therefore be crucial.

Background

As indicated, two strategies have previously been delivered. These are described below.

The Transformation Wayfinding Strategy (City ID, February 2010)

This was developed for the ODA providing a plan for investment in wayfinding measures for the Transformation Phase. It is specific to the defined Olympic Park which covers an area greater than the Queen Elizabeth Olympic Park. Pedestrian wayfinding is the primary focus, although integration with other modes such as public transport, highway signing and cycle signing has also been considered.

It provides guidance for integrating projects that can be developed in partnership or delivered solely by others and was structured in three parts, identified as tiers.

- 1 The Olympic Park
- 2 The immediate perimeter
- 3 The wider area (but not London in general)

The Olympic Fringe Wayfinding Strategy (City ID, August 2010)

This was developed for the five Olympic Host Boroughs Public Realm Theme Group and its partners Design for London and Transport for London (TfL).

The purpose of this strategy document was to ensure agreed principles for a coordinated and consistent approach to delivering inter-modal information across what was termed the Olympic Fringe area. The strategy delivered two principal outputs:

- i). Strategic direction, rationale and approach for delivering wayfinding information for pedestrian movement and integration of cycling;
- ii). An indicative network, sign locations and related costs to enable the planning of the scheme design and implementation stages.

This document inferred the proposition that Legible London could be expanded into the 'environmentsthat have not, to date, been integrated fully into the system' taken to mean the opportunity for a possible 'Legible London Parks' system. The Queen Elizabeth Olympic Park Wayfinding Strategy endorses this approach.

As indicated previously, collectively these two strategy documents will be referred to as the '2010 Wayfinding Strategy' in this report and in principle will remain unchanged apart from being updated in relationship to the designation and approach to, and identification of the tiers; the identification and detail of the Legible London Park system; the detail on temporary and/or transition signage and a simplification of two reports into a single strategy document.

This Queen Elizabeth Olympic Park Wayfinding Strategy therefore supersedes these two reports, but they remain appended to this strategy document as references, in acknowledgment of their content and the fact they have been endorsed by the key stakeholders.

2010–2012 changes

A number of changes have taken place since the completion of the 2010 Wayfinding Strategy documents that have affected the development of this strategy, including:

- 1 Legacy buildings and structures finalised (ArcelorMittal Orbit and north and south park hubs).
- 2 A detailed application has been submitted for the Stadium, but detailed applications for the IBC/MPC and the first phase of the LCS (Chobham Manor) will follow later this year.
- 3 Queen Elizabeth Olympic Park named and defined.
- 4 Tenants and operators agreed.
- 5 Brand and identity in development.
- 6 Legible London implementation in fringe areas.
- 7 Development of community initiatives such as Fit Cities and Take 12, as proposed by LLDC.
- 8 The creation of formal and informal spaces such as South Plaza.

In addition, this strategy also has two further issues to consider: understanding the changing perceptions of the Park given the outstanding success the 2012 Olympic and Paralympic Games; and, the opportunity to visit the site and experience the full impact and scale of the completed developments.

This experiential approach has allowed a number of insights to be gained that would otherwise not have been possible during the development of the 2010 Wayfinding Strategies, such as the visibility of the main Park structures and in particular the ArcelorMittal Orbit and Stadium from so many viewpoints in the Park, reinforcing the notion that wayfinding around this Park will not be reliant upon signage only.

2013-2014 Transition

The site has a long history of development with a mix of light and heavy industrial uses, warehouses and residential occupation. In more recent times, a series of regeneration initiatives including the development of a major regional retail centre at Stratford, culminated in the site being identified as the location for 2012 London Olympics.

The success of the bid and subsequent transformation of the site for the 2012 Olympics, together with the parallel developments at Stratford City, has created a site with an international reputation for achievement, quality and excellence.

The site has been (and continues to be) transformed again post the Olympics creating a legacy that will produce one of the largest new parks and event spaces in London for a generation and a major destination for international and domestic experiential tourism.

The Park will open as the Queen Elizabeth Olympic Park on July 2013, one year to the day after the opening of the London Olympics.

The Park will then open in three main phases:

- “North Park”
- Lee Valley VeloPark/ Lee Valley Hockey and Tennis Centre
- “South Park”

The details and timings of the phases, shown on the following pages, are correct at the time of the report, however they are subject to change.

Phase 1 – from 27 July 2013

The opening of the Park from 27th July 2013 will also see the opening of a number of important facilities, connecting infrastructure and adjacent developments.

Waterden Road: This road is a main vehicular route through the Park. It provides access to the venue car parks within the Park and connects Westfield Stratford City shopping centre with the A12 and the strategic road network. Given anticipated traffic levels the route has the potential to act as a barrier to movement between the north and south areas of the Park.

North Park Hub: This will be a major destination in the Park housing a cafe, toilets and a community space. It will also be adjacent to the new playground.




Greenway: The Greenway will re-open connecting Hackney Wick with Stratford and onwards to West Ham.

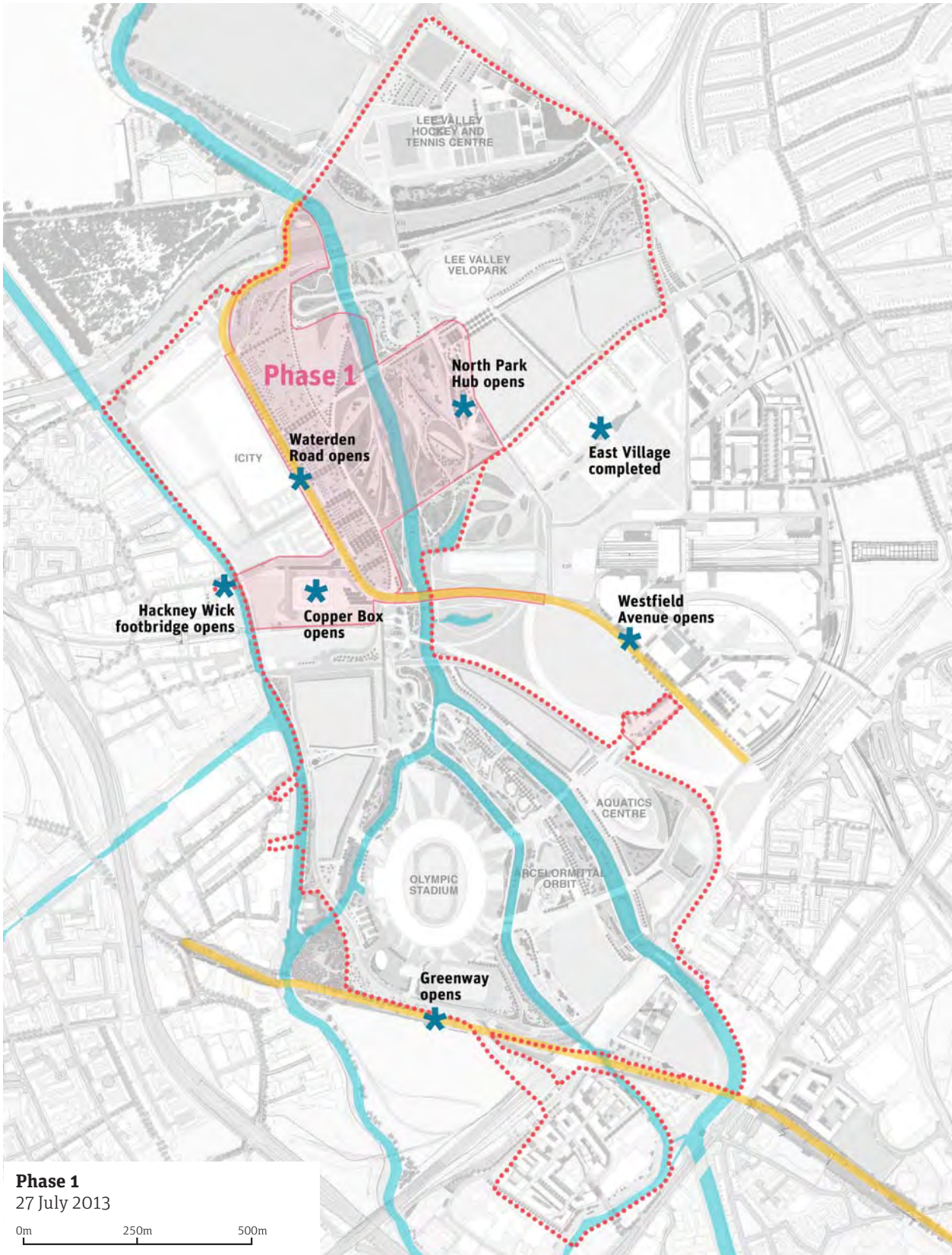
Copper Box: This will be the first venue to re-open. It will host national and local events and will be accessible via Waterden Road/ Westfield Avenue.

Hackney Wick footbridge: From Hackney Wick Overground station.

East Village: The former Athletes Village will contain over 2,800 new homes.

Key

-  Open Attractions
-  Open routes
-  Park boundary



Phase 1
27 July 2013




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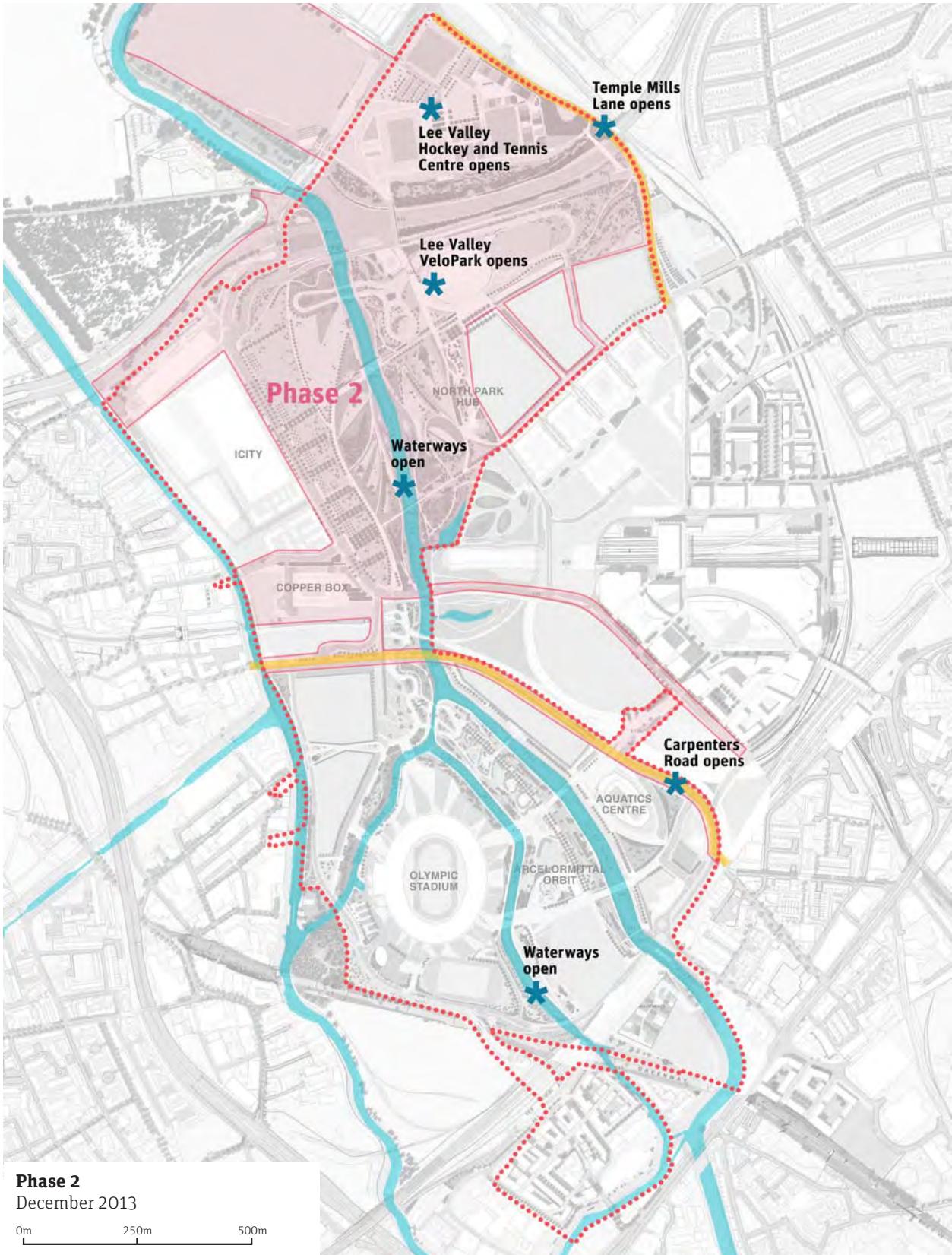
Phase 2 – from December 2013

In phase 2 Eton Manor and the Lee Valley VeloPark with the Velodrome, BMX track and trail will complete the opening of the North Park. The waterways will also be re-opened.

Carpenters Road will also open connecting Stratford High Street and the Carpenters Estate with the North Park, Copper Box and Hackney Wick.

Key

-  Open Attractions
-  Open routes
-  Park boundary



Phase 2
December 2013




0m 250m 500m

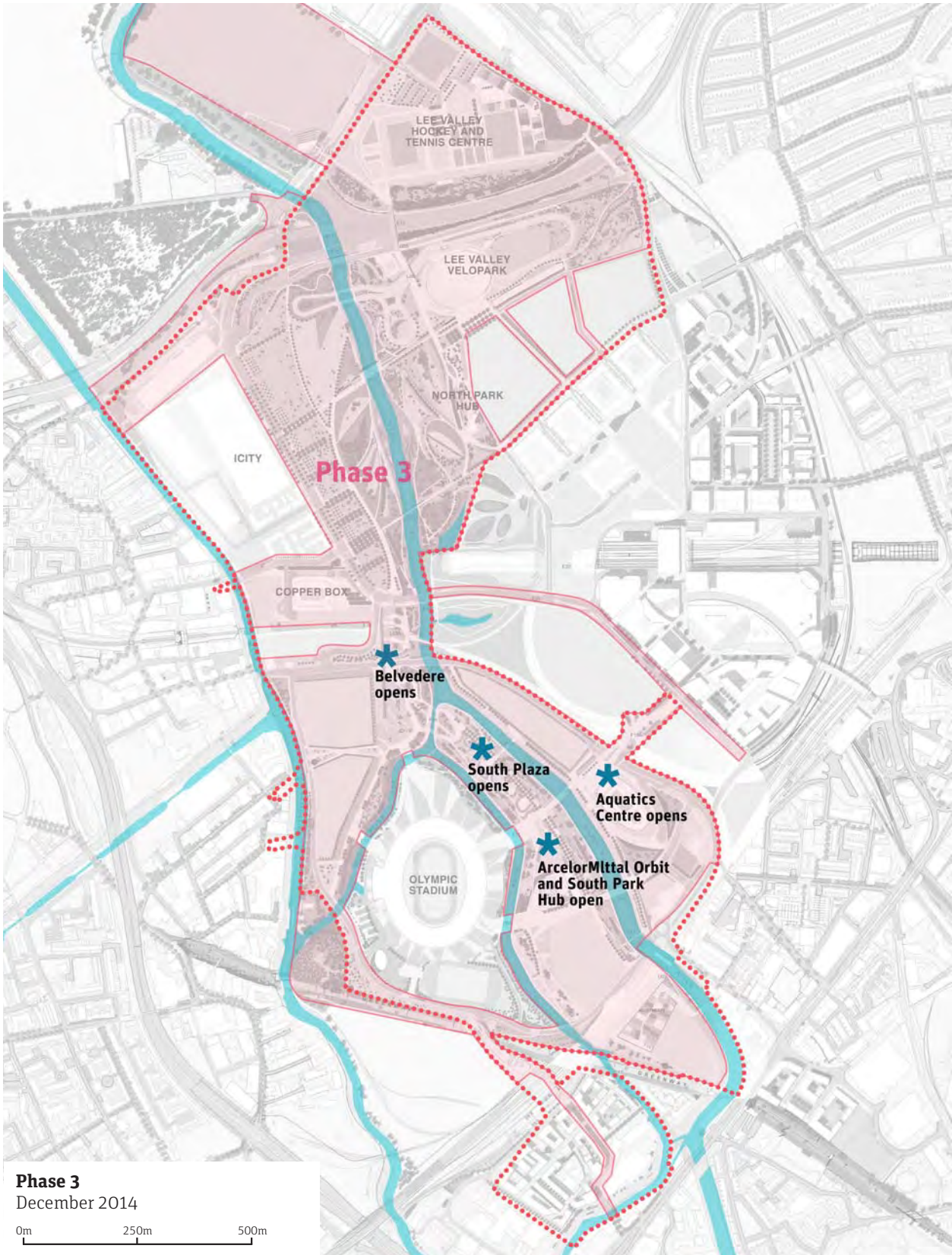
Phase 3 – from Easter 2014

By Easter 2014 the Aquatics Centre, ArcelorMittal Orbit, South Park Hub/ Visitor Information Centre and the South Plaza will open.

Access routes will open to Pudding Mill Lane DLR station as will routes through the Chobham Manor development.

Key

-  Open Attractions
-  Open routes
-  Park boundary



Phase 3
December 2014

Queen Elizabeth Olympic Park: Transformation

The Park at Easter 2014 represents the end stage of the Post-Games Transformation works. At this stage the Park will contain a number of development sites that will be incrementally developed up to 2031 when the final stage of the master plan will be complete. These are the Planning Delivery Zones (PDZs) 1, 2, 4, 5, 6, 8 and 12. Wayfinding within the PDZs is discussed in Section 4.

These development sites will form a ring around the amenity and green space of the Park and the main event venue area. Rather than remain dormant, these sites will house interim uses, creating active zones along routes that could otherwise appear sterile.

The interim uses will help encourage visitors to walk and cycle to the Park from the local communities along the key routes that pass between them. Wayfinding will also make a significant contribution to people's understanding of the Park, where it begins and how to navigate through a complex and changing environment.

At the time of this report, the Stadium is planned to re-open in 2016, although this is subject to change.

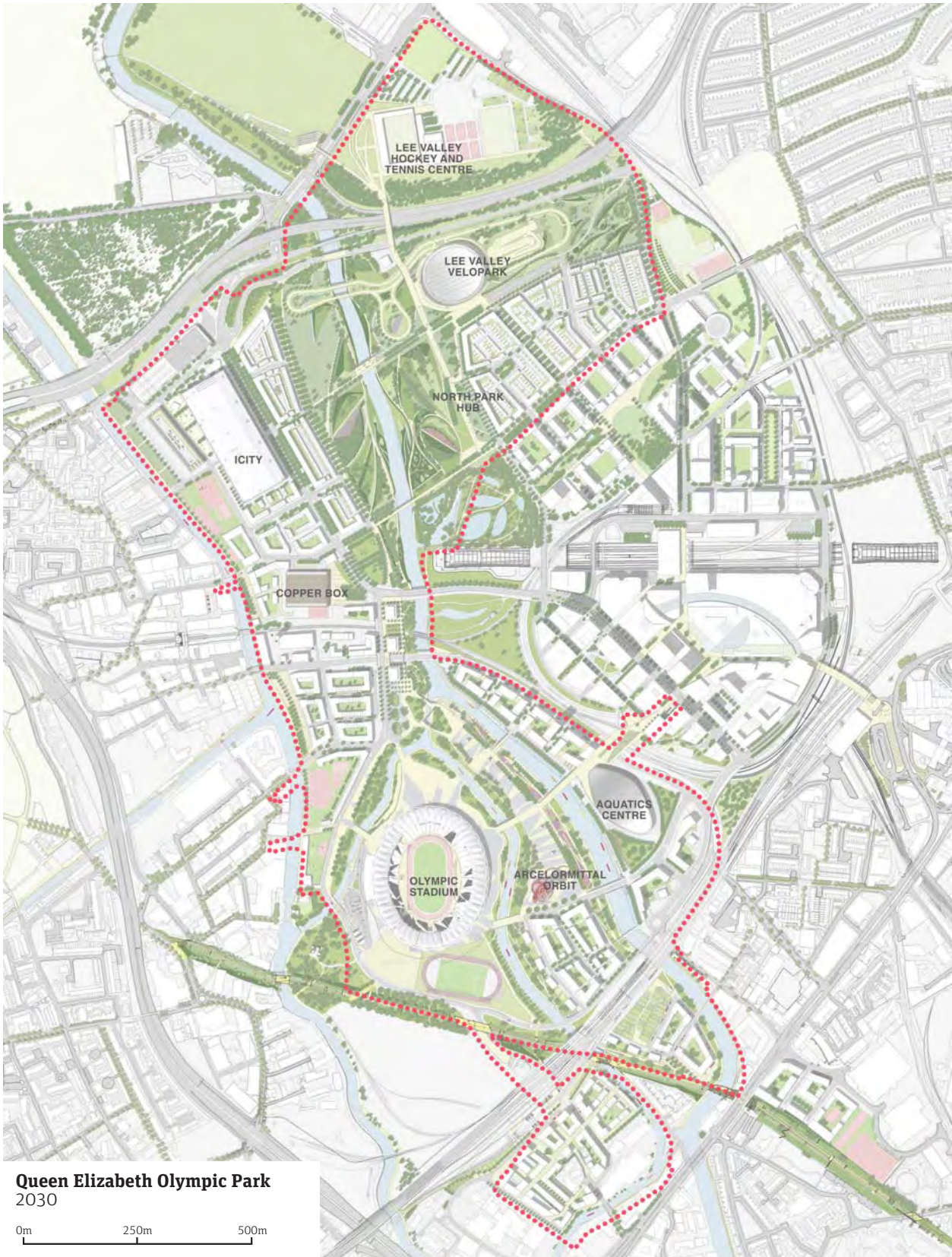


Queen Elizabeth Olympic Park
Transformation - 2014

Queen Elizabeth Olympic Park: 2031

The longer term plan for the site is the Legacy Communities Scheme Masterplan (2031). The continuing development within and on the fringes of the Park will culminate in:

- A 560 acre (226 hectares) Park
- 252 acres (102 hectares) of open space
- 111 acres (45 hectares) of biodiverse wildlife habitat
- Over 22 miles of interlinking pathways, waterways and cycle paths.
- 6.5 kilometres of rivers and canals running through the Park
- Five new neighbourhoods: Chobham Manor, East Wick, Sweet Water, Marshgate Wharf and Pudding Mill.
- Up to 7,000 new homes in addition to the 2,800 in the athletes' village
- Up to 8,000 permanent jobs
- 3 schools, 9 nurseries, 3 health centres
- 29 playgrounds



**Queen Elizabeth Olympic Park
2030**

0m 250m 500m

Boundary

The Park boundary encloses a number of areas that feel more like a typical neighbourhood in a built environment, rather than a park, and as the Park is further developed these urban edges will expand.

For this strategy, the Park boundary reflects the area in which Park signage will influence wayfinding. However, a Park system will need to sit alongside and complement Legible London on key through routes and the Park's urban edges. This approach will help the fringe to integrate back into the fabric of East London over time, leaving the Park to retain its own strong identity.

The boundary defined in this strategy, developed in partnership with the client group, is shown on the opposite page.

Notes regarding areas included within this strategy.

- 1 The boundary excludes Rick Roberts Way, although it remains part of the red line boundary both for transformation and LCS planning permissions/ conditions. The reason Rick Roberts is not included in the detailed analysis is because, as a small exclave, it is not part of the pure Park and will not be covered by Park signage. Furthermore, with limited permeability it is unlikely to require wayfinding integration. See Section 4 Recommendations.
- 2 The boundary excludes Stadium Island, which will be subject to its own wayfinding system as part of the redevelopment of the Stadium. The strategy proposes wayfinding signage to the Stadium up to Stadium Island and furthermore recognises the need for a sign type such as venue signs (see Section 4) to help visitors locate their gate and to get away from the Stadium and reconnect with the Park. When implemented, Stadium signage should integrate content and design with the Park system.
- 3 The external concourses of all other venues are included in the strategy and are supported by venue signs. Internal venue wayfinding is not included but should integrate content with the Park system.

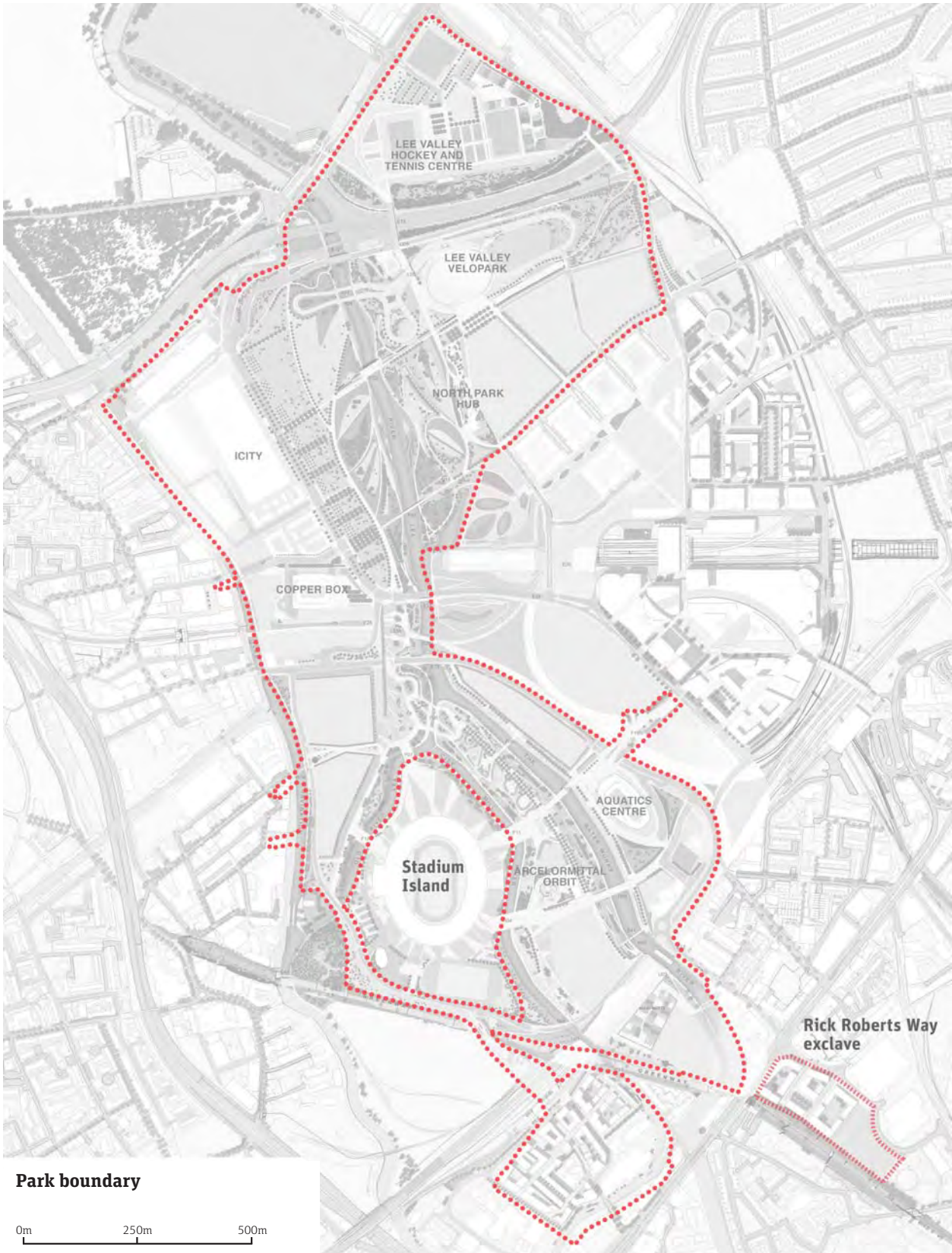
Opposite:

Perception of the Park boundary and outreach beyond the development sites into the communities.

Wayfinding to and away from the Stadium is considered within the strategy however, Stadium Island is outside scope.

Key

..... Boundary



Stakeholders

The strategy identifies and refers to a range of stakeholders, each having a role in the endorsement and delivery of this wayfinding strategy. These stakeholders have been consulted throughout its development, through meetings, interviews, presentations and feedback to draft versions of the strategy. Their comments have been considered and incorporated to shape this final report.

Appendix B summarises the key external forums and meetings that have used to facilitate this dialogue on the Wayfinding Strategy. There are five groups of consultees drawing on the original 2010 Wayfinding Strategy, apart from name changes:

- 1** Internal LLDC client group
- 2** A number of external stakeholder groups identified:
 - Landowners within the Park: Lee Valley Regional Park Authority, LB Hackney, Canal & River Trust
 - Adjacent landowners: Westfield, Lend Lease
 - LCR, East Village landowners Qatari Diar Delancy
 - Transport for London
 - Host boroughs: Hackney, Newham, Waltham Forest, Tower Hamlets
 - Park and Venues facilities management:
 - Balfour Beatty, GLL
 - Tier 1 contractor (BAM Nuttall)
- 3** The LLDC's Park and Venues Working Group (PVWG)
- 4** The LLDC Built Environment Access Panel (BEAP)
- 5** Local Communities

This Strategy, in addition to guiding the wayfinding design of the Park and beyond, will be submitted to the Local Planning Authority to discharge a number of planning conditions.

Conditional to this submission is the fact that this Strategy was prepared in consultation with the Host Boroughs, Lee Valley Regional Park Authority, TfL and the LLDC Built Environment Access Panel (BEAP).

The Strategy is also to be compliant with the Inclusive Design Objectives of the LLDC Inclusive Design Strategy and Inclusive Design Standards approved pursuant to Condition OD.O.12. It is to show how it relates to and will integrate with the wayfinding proposals and strategy for Stratford City development and the Greenway.

All measures contained within this Wayfinding Strategy and covering the PDZs is to be provided in accordance with the approved details prior to the re-opening of the Park to the general public.

This document is to therefore comply with conditions PGT.83 (Wayfinding Strategy) and the LCS condition LCSO.232 (Wayfinding Strategy), plus various affiliated and equivalent conditions on subsequent slot-in permissions, including:

- 1 WB.10 – Western Bridge Legacy (Wayfinding Strategy)
- 2 HPGT.47 – MUSV slot in 2011 (Wayfinding Strategy)
- 3 EMPGT.49 Eton Manor slot in 2011 (Wayfinding Strategy)
- 4 NNP.73 New Northern Parklands (Wayfinding Strategy)
- 5 NPH24 North Park Hub (Wayfinding Strategy)
- 6 SPH.27 South Park Hub (Wayfinding Strategy)
- 7 SL.27 South Lawn (Wayfinding Strategy)

The details of these seven conditions are set out in Appendix A.

The LCS LCSO.232 (Wayfinding Strategy) condition states:

- ‘Prior to the submission of the first ZMP to the Local Planning Authority for approval, a Site Wide wayfinding strategy (consistent with the Legible London standards or other such scheme approved by the Local Planning Authority) shall be submitted to and approved by the Local Planning Authority. The Site Wide wayfinding strategy shall include the principles that are to be followed by each Reserved Matters application for landscaping, highways, cycleways and footpaths in each PDZ as well as temporary wayfinding during the construction period and how the proposed Site Wide wayfinding strategy relates to the wayfinding provision within the Olympic Park installed in the Post-Games Transformation Phase and surrounding areas.’

PGT.83 (Wayfinding Strategy) (PGT PPR of 09/90410/FUMODA now 11/90322/VARODA as the section 73 permission) states:

- “A Wayfinding Strategy shall be submitted to the LPA....it must have been prepared in consultation with the Host Boroughs, Lee Valley Regional Park Authority, TfL, The Built Environment Access Panel and the ODA Access and Inclusion Forum. The Strategy shall have regard to the Inclusive Design Objectives of the Inclusive Access Strategy approved pursuant to Condition OD.O.12. It shall contain details of how it relates and integrates appropriately with the wayfinding proposals and strategy for Stratford City development and Greenway. All measures contained within the approved Wayfinding Strategy and which are within the 07/90010/OUMODA application site shall be provided in accordance with the approved details prior to the re-opening of the Olympic Park to the general public after the close of the games (unless alternative phasing has been agreed by the LPA in writing)”

PGT applications included parts of PDZs 1, 2, 4, 5, 6, 7, 8, 9 and 15.

Pursuant to this stage of the wayfinding strategy, application 11/90120/AODODA was made submitting 'The Transformation Wayfinding Strategy' (City ID, February 2010) to discharge the conditions highlighted. This was developed for the Olympic Delivery Authority (ODA) and provided a plan for investment in wayfinding measures for the Transformation Phase. It was essentially confined to the red line boundary of the Olympic Park as defined which covered an area greater than the currently defined Queen Elizabeth Olympic Park.

Pedestrian wayfinding was the primary focus of that document, although integration with other modes – public transport, highway signing and cycle signing – were also considered in this strategy.

Consultee objections saw that 'strategy' withdrawn, hence the requirement to resubmit following the completion of this Queen Elizabeth Olympic Park Wayfinding Strategy.

As the LCS is a phased, mixed-use development within the Park, the LCS condition requires that the proposed signage must be consistent with the Legible London standards. This strategy ensures this is the case and additionally includes, where appropriate, the principles pertaining to the reserve matters for landscaping, highways, cycleways and footpaths in each sector of the PDZs of the Park.

Section 2 of this report discusses the (Ref Section 2) are also compliant. In addition temporary signage (ref Section 4) has been considered strategically.

In addition to the LCS and reserve matters – the residential areas and other LCS sites still to be delivered will be considered individually within the strategy's recommendations. This is discussed in Section 4.

2.0

Observations

This section outlines observations, thoughts, ideas and insights gained through the research phase of the strategy regarding how the Park will appear, function and be perceived by visitors.

It describes the character of the Park and its anticipated visitors; access and movement, naming and branding; operational and ownership issues. It includes an assessment of legibility and an audit of the signage systems in the fringe area.

It describes how the character, legibility and perceptions of the Park will change over time, particularly with the new developments, a maturing landscape and a burgeoning understanding of its offer, which in later sections helps define a long-lasting strategy.

Expectations of a 'park'

The word 'park' evokes thoughts of a natural environment, a place for the enjoyment of the public, having facilities for rest and recreation.

It also can be used to define an enclosed area used for sports; the grounds of a country house; land reserved for wild animals; a place for entertainment such as an amusement park; a campus for a collection of business, retail, education or technology buildings.

Parks in the UK are usually easy to define because they commonly centre around a particular use, however the Queen Elizabeth Olympic Park is no ordinary park.

The north park builds on the landscaped river valley. Its edges, slopes, and spaces are designed as a focus of active leisure use and has family-oriented amenities such as playgrounds, wetland and nature education areas, walking paths, cycle tracks, and flexible planted and lawn areas.

The design of the parklands is intended to reflect the pattern drawn from traditional London parks and combines river valley views and areas of bio-diversity with accessible green spaces and pathways.

The south plaza will have a regional, national and international focus for major sporting and cultural events. The Stadium, the ArcelorMittal Orbit and the Aquatics Centre will frame the southern boundary of the plaza, creating an area of intense activity. The many waterways of the southern area create a series of interconnected islands each with its own character.

On the Park edge is a zone more urban in nature, comprising residential areas and business developments. Further, the number of built developments in and around the Park will also increase significantly over the next 15 years.

This complexity creates a rich and diverse environment, and all of the individual elements must be brought together so that they feel and express themselves as one connected park.



Although the traditional models are rest and recreation spaces, parks exist in many forms. Defining the Park will help visitors understand the place and maximise their experience.



The many varied faces of the Park. The Stadium and Velodrome, North and South Park Hubs, and the landscaped areas of the South Plaza.



Events, activities and venues

The park will host approximately 2,000 events and activities per year across the wide range of venues and destinations.

The events will range in size from large stadia events, such as world sporting championships, medium sized events such as theatre or arena sports, through to smaller events, such as weekly sports meetings and community events.

The activities in the park range from the passive, such as wildlife spotting, public art and walking, to the active, such as educational packs, swimming and community focused activities.

The diverse nature of the offer will attract a wide range of users with varying needs. Understanding what information these users will need to navigate and explore with confidence is key to understanding what wayfinding is needed to support their journeys.

The Park will stage local, regional, national and international events, often simultaneously. For example, the Lee Valley VeloPark will host events and activities at the Velodrome, BMX track, Road Cycle Circuit and Mountain Bike trail at the same time.

Many international tournaments have already chosen venues within the Park for the future, and a number of bids for future events are awaiting decisions.

By 2015, the Park is anticipated to attract over 7 million visitors each year.

Opposite page.

Major venues opening within the Park.



Arena Sports



Football



Performances



Concerts



Work



Hockey



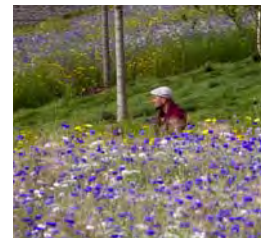
Walking



Community activities



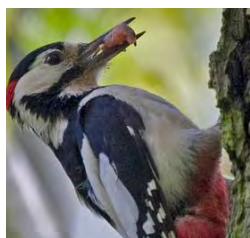
Cycling



Relaxing



Public Art



Wildlife



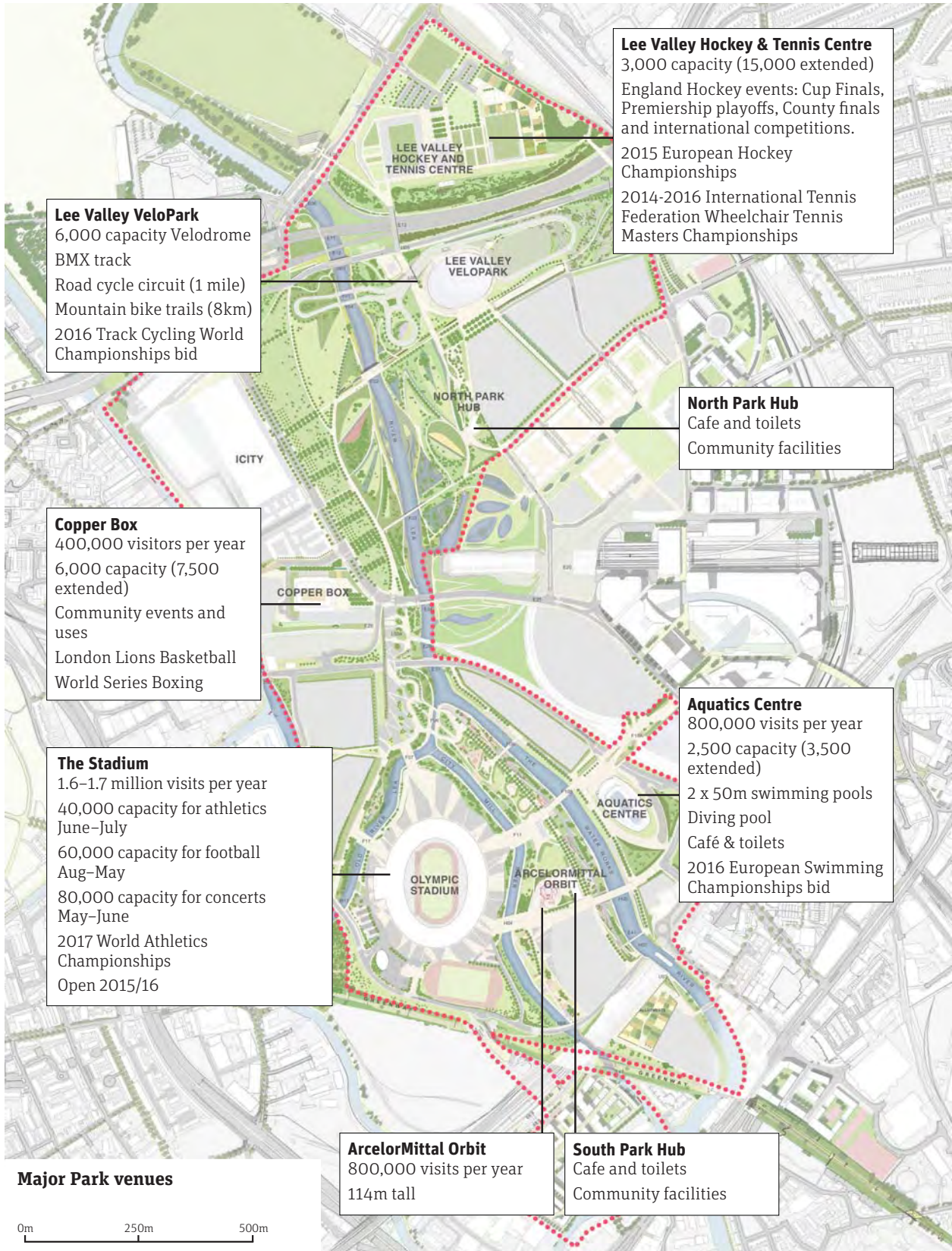
Tennis



Education



Swimming



Open space, built form and landmarks

The landscaping and built form in and around the Park has been actively designed to support wayfinding by helping to define character areas and encourage appropriate routing.

The structure, form and function of the built environment help frame the Park. The terraces which front the north park emphasise its dominant north-south routing and will aid orientation and natural wayfinding.

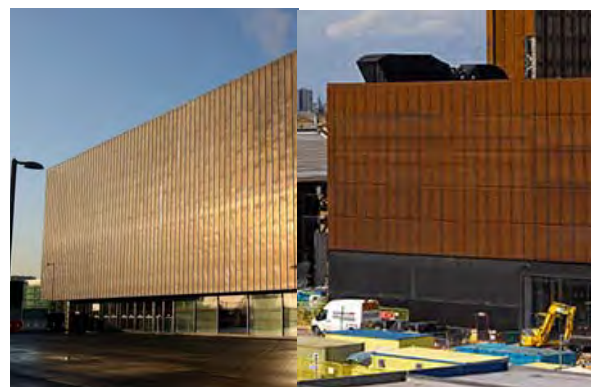
The venues are prominent and form strong landmarks from distance: their visibility makes it difficult to get lost within the Park for any length of time. Some of the venues have similar architectural styles and lack immediate distinctiveness (for example, the Copper Box and Energy Centre are both dark brown square buildings with near blank façades; while the Aquatics Centre and Velodrome are both oval-shaped, wooden-clad arenas), and it will be important for first time visitors to distinguish between them to help orientation.

The nature of the routes through the Park also supports wayfinding – the wider routes that connect the Park over the longer distances are at the upper level: they have clear sightlines to major landmarks and are designed to allow and encourage greater usage by pedestrians.

The Belvedere offers the best views in the Park as it is at the highest point – all the major landmarks are visible and it is easy to understand both where you are and how to get to those landmarks.

On the routes by the waterways, the topography and the height of the treeline works against good legibility. Although it is still possible to glimpse one of more of the major landmarks, the effects of maturing vegetation will, over time, begin to obscure these views, reducing sightlines and decreasing legibility.

The waterways are a major part of the natural wayfinding in the Park and reinforce its setting within a north-south valley.



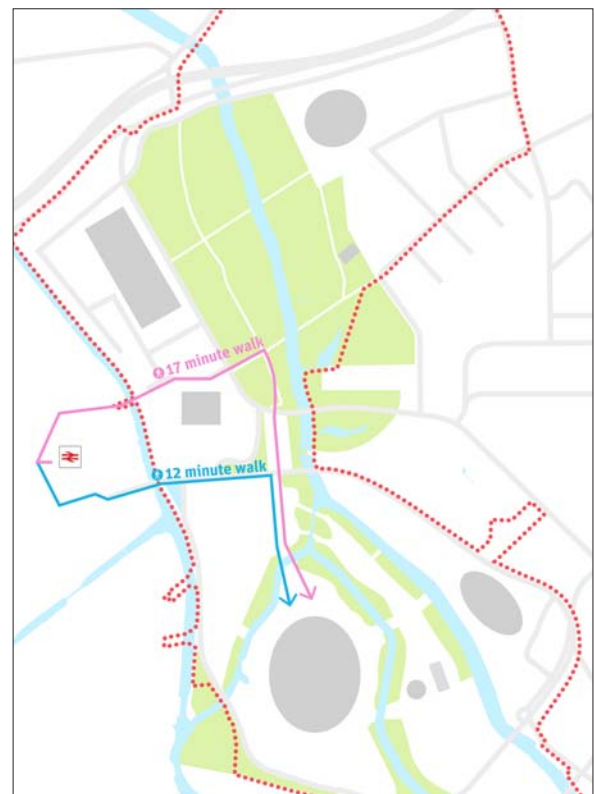
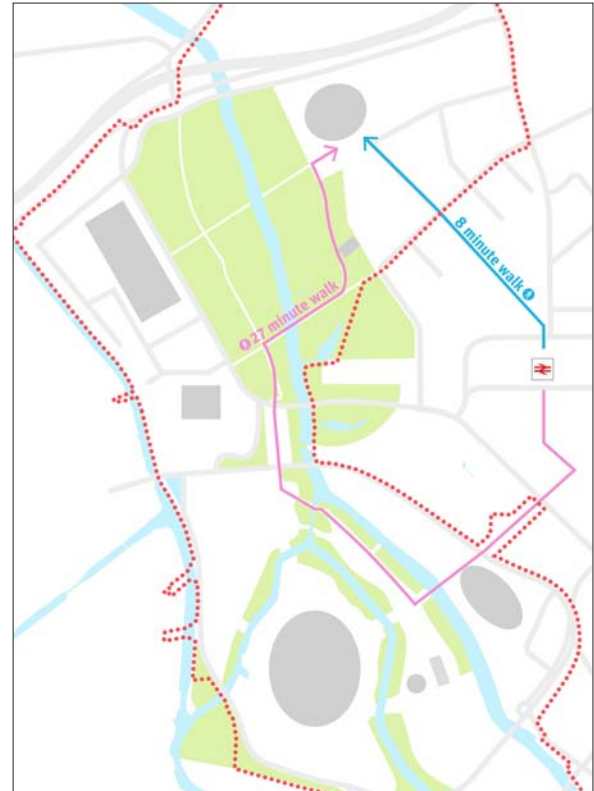
From top: clear views from upper level paths; glimpses of major landmarks from lower level paths; similarities between the Velodrome and Aquatics Centre; similarities between Copper Box and Energy Centre.

Scale

The Park is over 2.5 kilometres in length from north to south: nearly twice that of Victoria Park or Wandsworth Common, and significantly larger in size than the Wembley City development surrounding Wembley Stadium. Such a large new public space is unprecedented in London and presents a challenge to legibility.

The size, orientation and location of major venues in relation to strategic arrival points significantly impacts on where journey planning decisions need to be made. A lack of coordinated information outside the Park boundary about venues within, could add 20 minutes to a journey.

Integration with Legible London and wayfinding in Westfield Stratford City and East Village (when completed) would significantly enhance the Park's legibility externally and help deliver visitors to the most convenient Park entrance.



Two examples of journeys that can be significantly enhanced by ensuring that the Legible London system in the fringe directs people towards the most appropriate access to the Park.

Lighting in the Park

The Park will host many evening and night time events. The (proposed) gated north park will remain open until after dark, while the south park is ungated and is therefore fully accessible at all times.

The existing public realm lighting strategy has been developed to:

- promote safety and accessibility;
- reinforce the legibility of the Park;
- create a clear hierarchy of spaces and routes;
- assist wayfinding; and
- work sensitively with the habitats required to create a biodiverse public realm.

The lighting plan on the opposite page shows:

- lighting consolidated on the key pedestrian and vehicular routes;
- a strong north-south route from Eton Manor through the north park;
- multiple routes through the south park;
- deliberate consideration to leave sections and routes within the Park unlit, thereby responding to the need to support biodiversity and natural habitats
- no lighting on the Greenway between the River Lee Navigation and Stratford High Street.

Lighting will significantly influence how people navigate the Park after-dark and the plan establishes a de-facto, after-dark walking network.

The plan correlates well with the strategic gateways and routes identified in Section 2.5. – the majority of gateways and onward journeys are supported by lighting. There are two locations where the gateways and lighting plan do not align (locations 1 and 2 on the plan):

1 Eton Manor: Eastway/ Ruckholt Road

The route through Eton Manor from the Eastway/ Ruckholt Road gateway to the VeloPark is not lit. The alternative lit route bypasses to the right of tennis courts rather than between the tennis courts and hockey pitch.

2 River Lee Navigation: Eastway

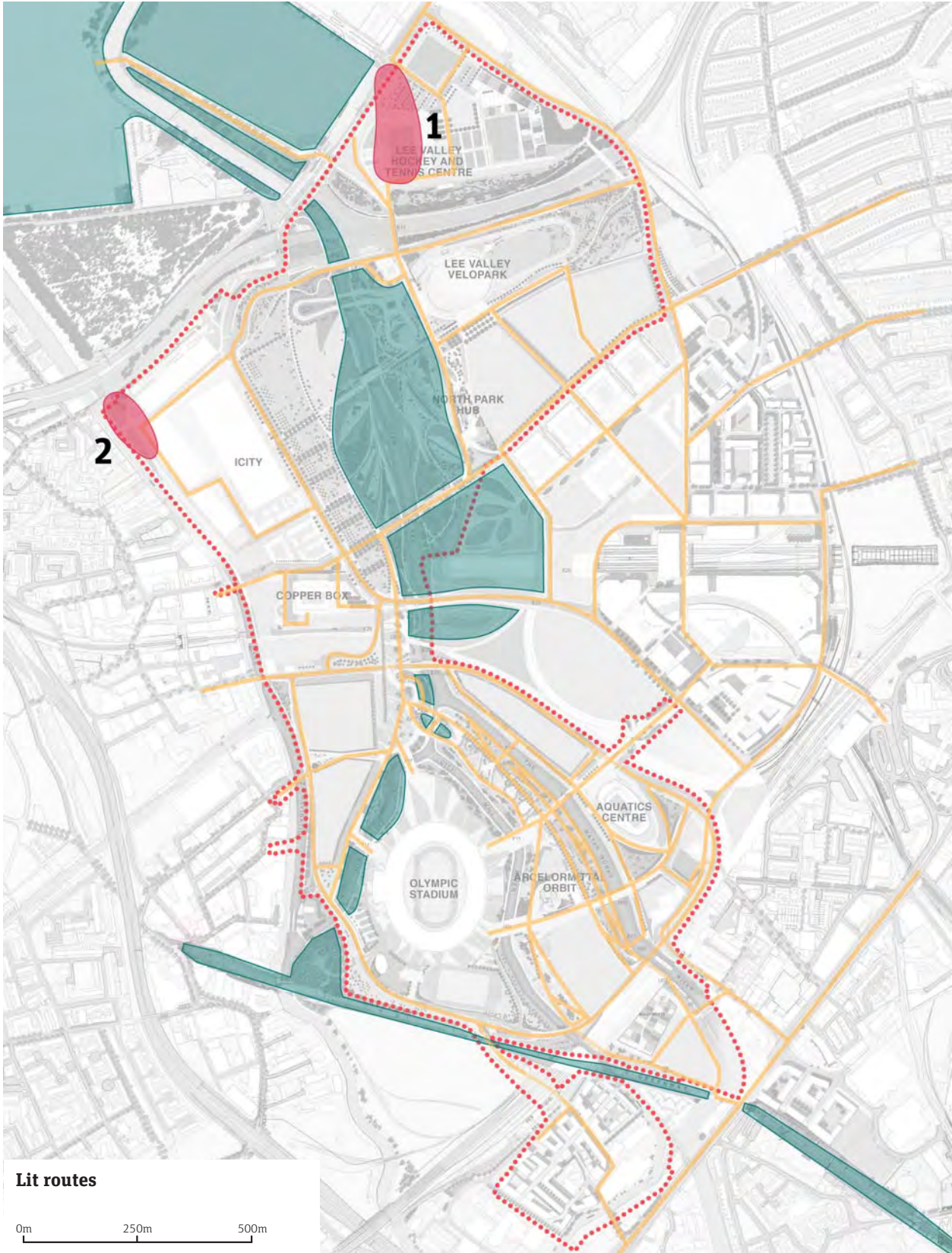
The Rive Lee Navigation forms part of a wider unlit network of canal side walking routes. The alternative lit route runs along Eastway and Waterden Road.

At the first location it may be possible to extend lighting to support the identified gateways however, the provision of alternative route choices may make it necessary to sign lit routes as alternatives for after-dark wayfinding.

Opposite page.
2011 Transformation Lighting
Masterplan

Key

- Park boundary
- Lit routes
- No artificial lighting



Lit routes

0m 250m 500m

Legibility map

The map opposite summarises legibility and indicates the fundamental readability of the Park, i.e. how it is understood by people.

As described above, despite its size, the Park is very legible: built form, design of major landmarks, landscaping, clearly identifiable character areas, topography and a strong north-south axis all combine to provide good orientation and support wayfinding.

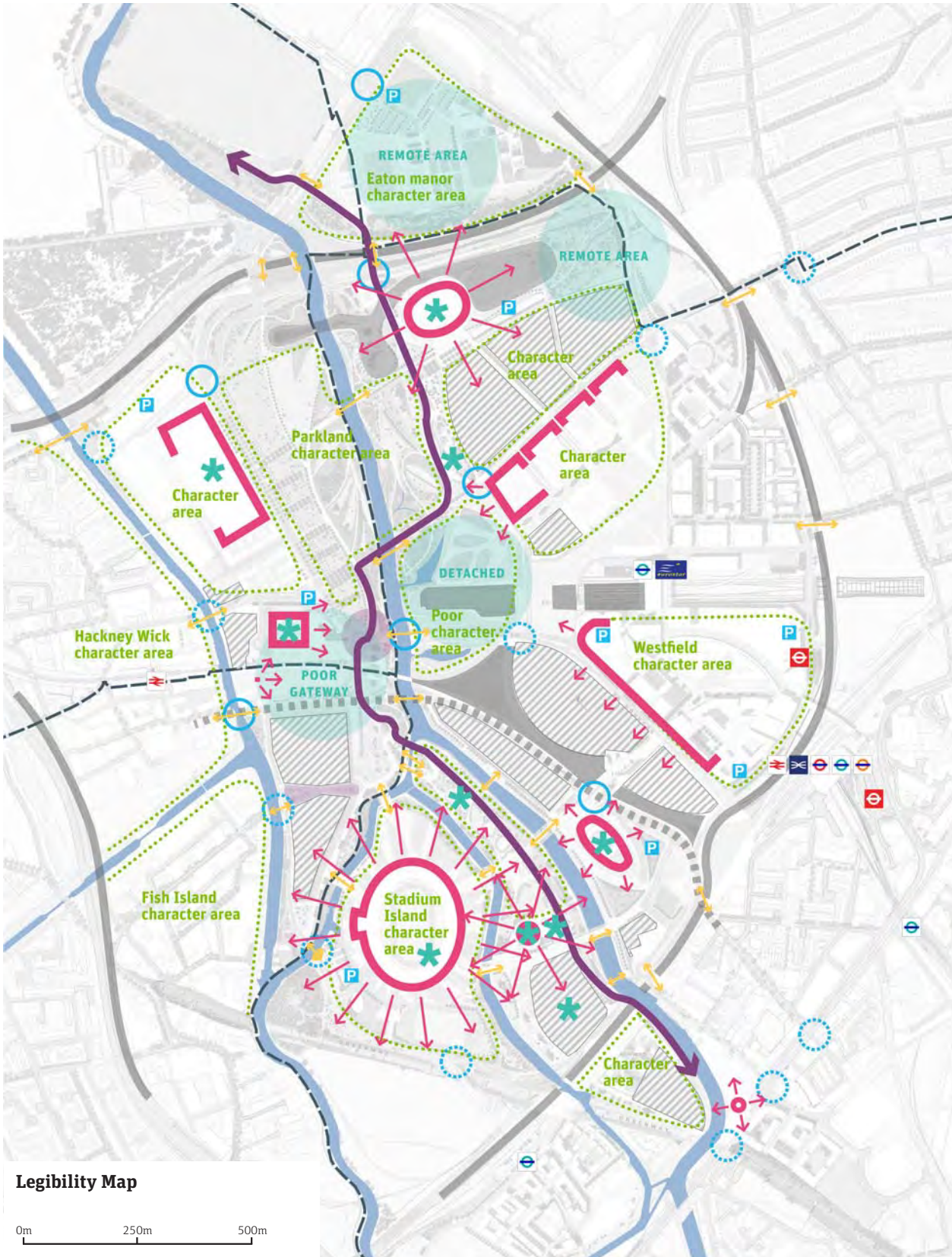
The strong edges to the east and west built form emphasise the dominant north-south orientation of the Park: an axis reinforced by the natural topography which is shaped by the north-south waterways running in the trough of the Lee Valley. The major landmarks, structures and buildings, provide instant orientation in most areas.

The Park is recognisably two distinct areas, a north and south park, each with its own look and feel, and this distinctiveness will make it easy for people to understand where they are.

The creation of a legible environment, the strength of the architectural and natural wayfinding allows a strategy to be developed that uses landmarks, landscape and venues to minimise the need for signs and avoid clutter.

Key

-  Landmark
-  Attractions
-  Major gateways
-  Minor gateways
-  Strong Barrier
-  Remote area
-  Difficult area
-  Development area
-  Character area
-  Queen Elizabeth Way
-  Sight line
-  Bridge
-  Borough boundary



Legibility Map

0m 250m 500m

Place names

Place names play an important role in wayfinding. Names should be used for places and things that require description and those names should be consistent, intuitive and easy to understand.

As described above the Park will be home to many different amenities, facilities and venues, and has a number of distinct zones, and rooms within those zones, where events will take place. These places, realms, rooms and zones must be named consistently.

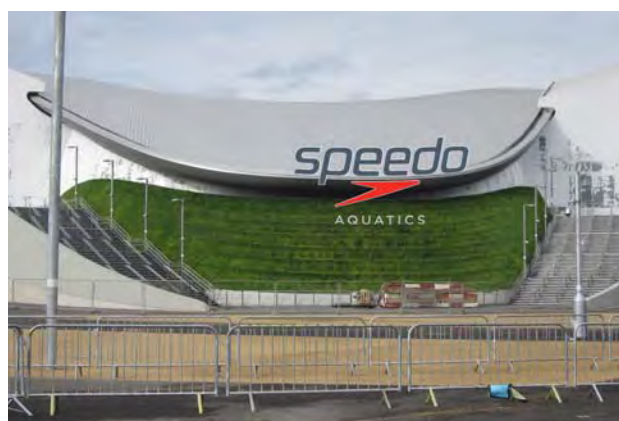
Presently there is no naming structure. Official and colloquial names sit alongside each other, and many places would benefit from names where they presently do not exist.

Official names for some of the venues and places could present problems for wayfinding in particular where long names must be used in full, for example:

- Queen Elizabeth Olympic Park
- ArcelorMittal Orbit
- Lee Valley VeloPark
- Lee Valley Hockey and Tennis Centre

Naming could also become an issue where venues adopt sponsorship deals by selling naming rights. In such circumstances while consistent official names are preferred, the naming system should also be flexible to permit shorthand versions where appropriate.

A place naming strategy is presently being undertaken as a separate study, which will fully identify all the assets and destinations within the Park.



Above: realms, zones and rooms within the Park, indicating a structure for naming that would prove useful. An example of the impact of sponsorship on naming.

Opposite: The names that are presently in used or are known about within the Park.



Brand names

Due to the multi-layered, multi-faceted nature of the Park's destinations and events it is important that each element be understood on its own, and as an important part of the Park. There are a many brands that will operate within the Park, representing companies, places and venues, which will potentially be confusing.

Operators, sponsors, developers and authorities will all have their unique brand appear at some point within the Park. Clear guidance should be provided on this to ensure that the appropriate structures are in place to manage all of these competing identities.



People

The type of visitor will vary in their origin and knowledge of the Park.

It is anticipated that the majority of visitors to the Park will be local – residents and commuters, with a smaller percentage of visitors regional, national or international.

The purpose of visits will also vary greatly ranging from use as a local park, to attendance at events, to experiential tourism as part of the Olympic legacy.

The arrival profile for visitors will also vary greatly. There will be a consistent level of visitors day-to-day, with spikes in numbers when major events are being held. The likelihood is that the majority of the daily visitors will be local, while there will be a higher proportion of non-local visitors for major events.

This variety of needs has to be met within the context of a single coherent wayfinding system.

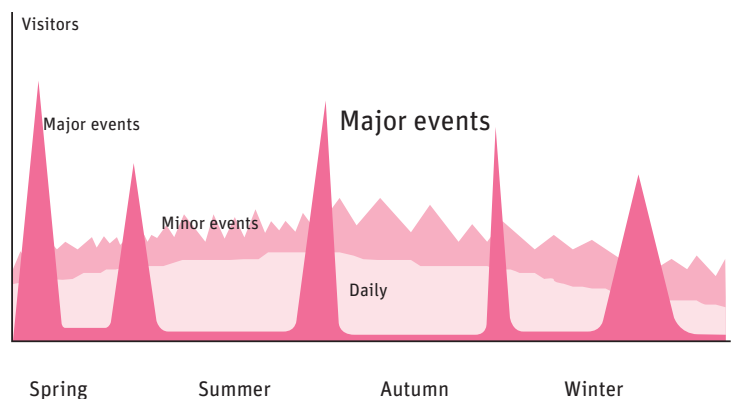
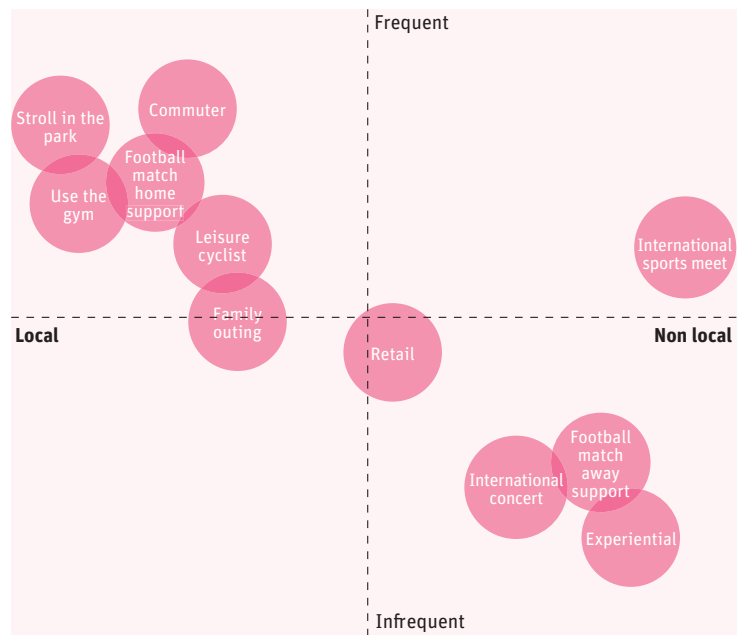
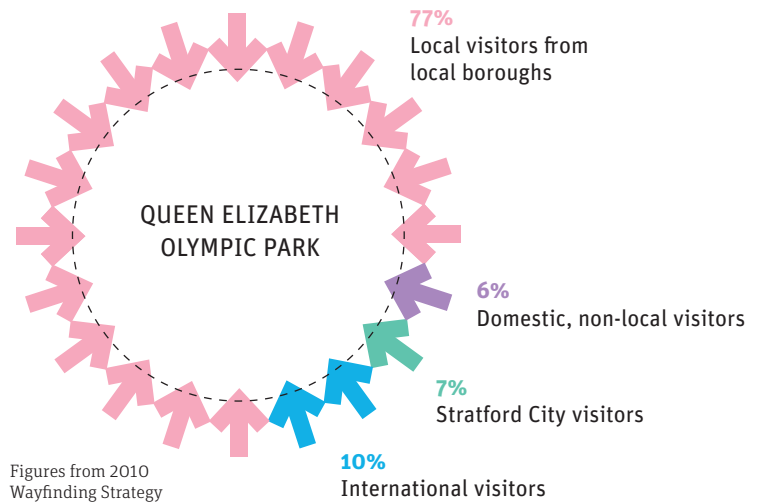
Striders and strollers

Depending on how well the visitor knows an area, or their reason for visiting, the pedestrians can be split into two distinct groups.

Striders want to get through the park to their destination as quickly as possible - potentially for the start of an event. They need destination based wayfinding that shows them how to get to their destination in the shortest time possible, without disrupting their journey pace.

Strollers have no particular need to be anywhere in the park and are interested in exploring, or have time to kill. Strollers need information about what's on, the wider offer and what they can do in the time they have.

These two needs must be met within the same coherent signage system.



Local and strategic gateways

The Park has a good degree of permeability with a number of gateways distributed evenly around its perimeter connecting to the surrounding communities and transport nodes.

Five gateways have been identified as the “front doors” of the Park for the adjacent communities. These are shown on the diagram opposite and are located along the strategic routes that connect the Park with the communities at, broadly, Leyton south, Stratford City, Stratford High Street/ Bow, Hackney Wick/ Fish Island and Lee Valley Regional Park/ Leyton north.

It is intended that these routes would be the best supported journeys with the most prominent welcomes and the richest arrival information.

Two access points, via River Lee Navigation and Greenway, are on the designated London-wide strategic walking and cycling network, and the access to Eton Manor from the north will also form part of the National Cycle Network Route 1. Information at these gateways must support the function of the routes, that is both cycle and route specific.

All other routes would still need to be supported. As local gateways, the welcomes and arrival information would generally be at a smaller scale.

The Park may also have a series of internal gateways along the proposed fence line enclosing the north park. This proposal is subject to confirmation.

There are four vehicular gateways, Waterden Road, Westfield Avenue, Carpenters Road and White Post Lane, which require a different scale of information related to a driver’s perspective, but that can also relate to passing pedestrians. These streets are also walking routes connecting communities on each side of the Park.

Threshold treatment

In addition to local and strategic gateways, threshold treatments on key links into the Park should be considered to mitigate against the barriers that will be created during the transitional phases of the Park’s development. While this strategy identifies these locations,

the treatments should be considered part of a marketing or branding strategy to create a welcome to the Park through banners or some such intervention.

When the phased opening of the Park begins in July 2013, it will be the first time that the general public has unrestricted access to the site since the construction of the Olympic Park began.

There will be an initial sense of uncertainty about how to access the Park, a factor that could remain for a number of years because of the ring of interim uses and construction sites around the Park.

This zone of development platforms in varying states of construction, has a potential to create a physical and psychological barrier to movement to and from the Park. It will therefore be important to project the presence of the Park beyond its boundary into the local communities.



Projecting a threshold of the Park will have a number of advantages, namely:

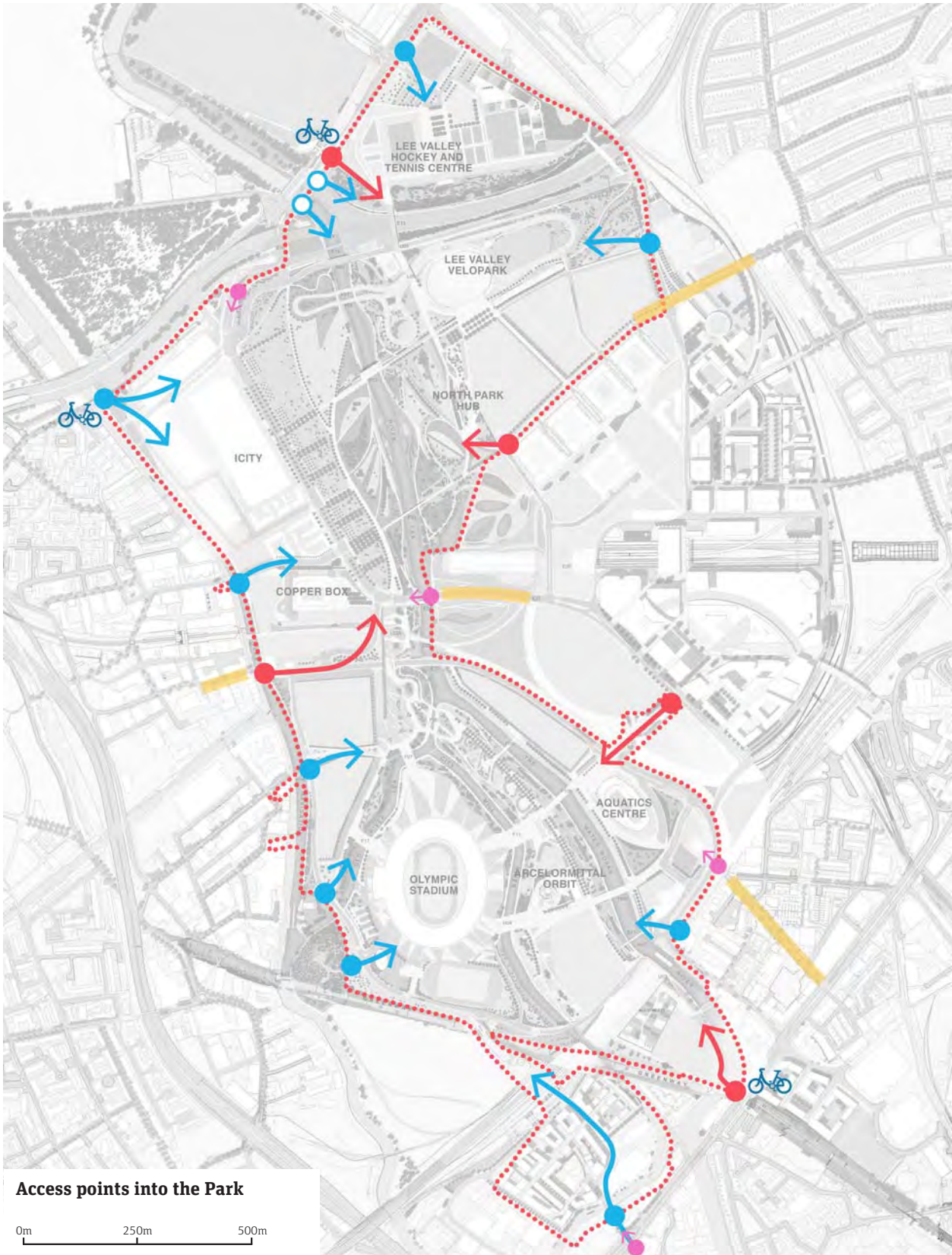
- help create a positive image of the Park reaching out into the communities
- create a welcome before visitors reach the development sites;
- support journeys and encourage movement along key stitches between the Park and communities;
- encourage movement;
- provide information about the Park offer; and
- support the development of some sites for interim uses as part of the total Park offer.

Thresholds need to be sited where they can support journeys and reach out into the communities, although over time, as the Park is developed and perceptions change, the status of thresholds would need to be reviewed.

Opposite:
Gateways and thresholds

Key

-  Strategic gateways
-  Local gateways
-  Vehicular gateways
-  Cycle gateways
-  Threshold



Access points into the Park

Walking and cycling

The Park has an extensive network of walking and cycling routes that encourages both direct and leisurely journeys, and connects with both local strategic access.

The Park lies on three major London walks the 50-mile Lea Valley Walk, 71-mile Capital Ring and 37-mile Jubilee Greenway. It also lies on the National Cycle Network Route 1, which runs from Dover to the Shetland Isles.

The network supports natural wayfinding. It reinforces the dominant north-south axis, but also has strong east-west routes that bridge over the waterways, providing clear views of major landmarks and water-side walking routes. As described Section 2.2, the upper level routes are generally wider and can accommodate larger pedestrian flows and shared pedestrian-cycle movements, while the pathways at and to the lower, waterside levels tend to be narrower.

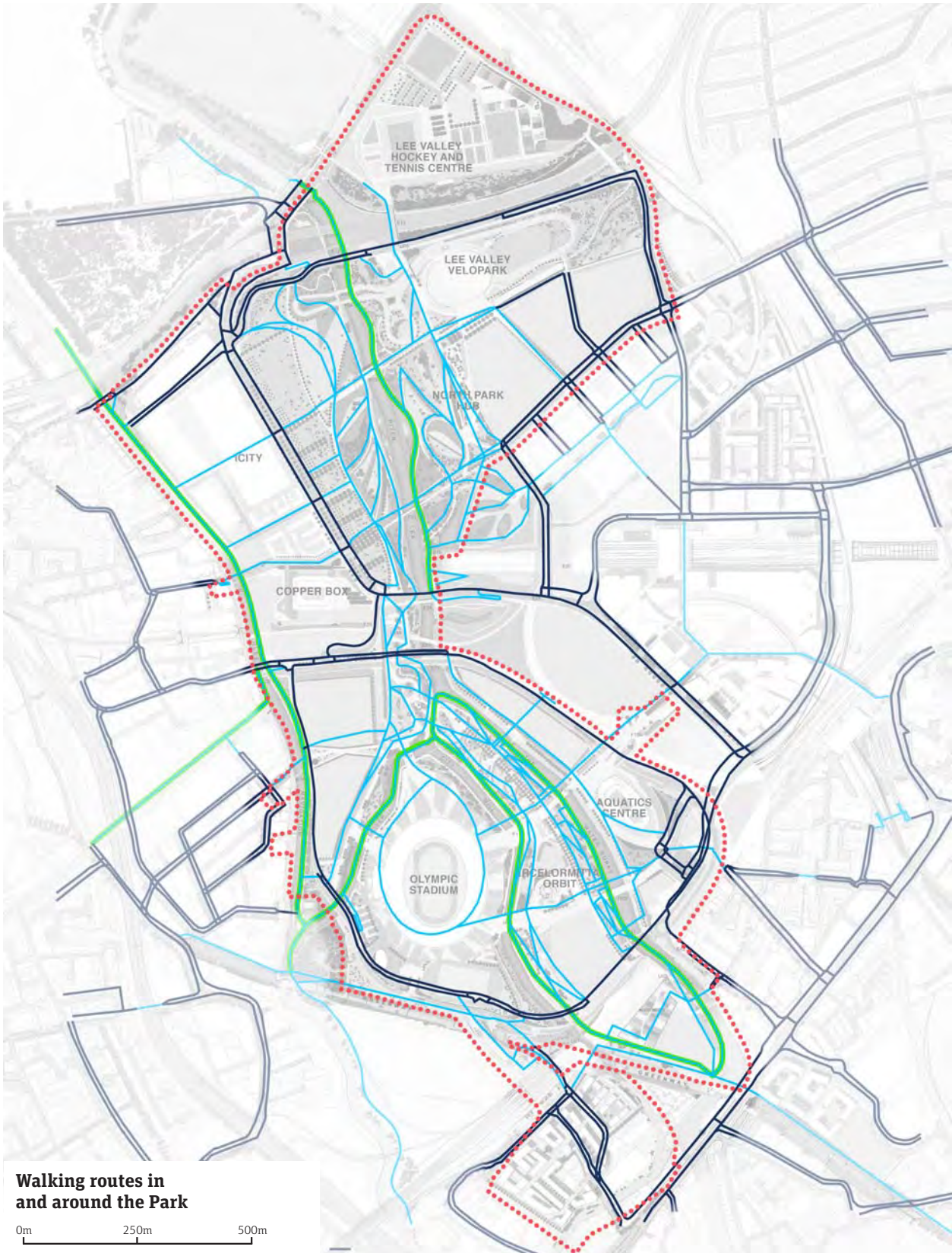
Access to and movement within the Park will be subject to Park by-laws, which are being finalised. Presently, it is intended that all routes in the Park are fully accessible on foot and by bicycle. Maintaining a network of routes that is suitable for both modes, where the infrastructure is so varied, often requires a significant investment in regulatory, cautionary and informative signage, in particular to separate the modes and promote safe movement.

Over signage would work against the Park's design principles, and the cycle aspect of the wayfinding system should promote responsible cycle behaviour. This will be particularly important where it will be easier to cycle quickly, on the upper levels – it is likely that the characteristics of the lower pathways will act as a de facto restraint to higher speeds – to protect vulnerable pedestrians.

The page opposite shows the baseline walking network taken from the LCS. This network forms the basis of the analysis and interpretation undertaken in this strategy.

Key

- Roads and streets with footways
- Routes segregated from vehicular traffic
- Towpath



Walking routes in and around the Park

0m 250m 500m

The Canal & River Trust (CRT), which supports both walking and cycling on its routes to and through the Park, promotes responsible cycle behaviour through its Share the Space, Drop your Pace campaign, and its preference for Legible London OWCR signage (Olympic Walking and Cycling Route network), which uses information designed at the pedestrian scale for both modes.

The CRT has a policy not to use highway standard cycle signage on its routes, but instead uses Legible London, best practice for combining bi-modal information – designed at a single scale, reducing the need for clutter. This best practice will be adopted for combined pedestrian/ cycle signage for the Park system.

Cyclists therefore are free to cycle along any of its routes, but are encouraged to cycle with care, and will need to slow down or stop in order to engage with signage.

The designated cycle priority network covers all routes, and includes a network of segregated cycle routes where they overlay the vehicular road network.

In these locations, cycle signage must meet highway design standards, in particular TfL's London Cycling Design Standards.

The walking and cycling routes leading up to the Park entrances are presently supported by Legible London, Greenway or Westfield Stratford City wayfinding schemes (see Section 2.7, Sign Audit).

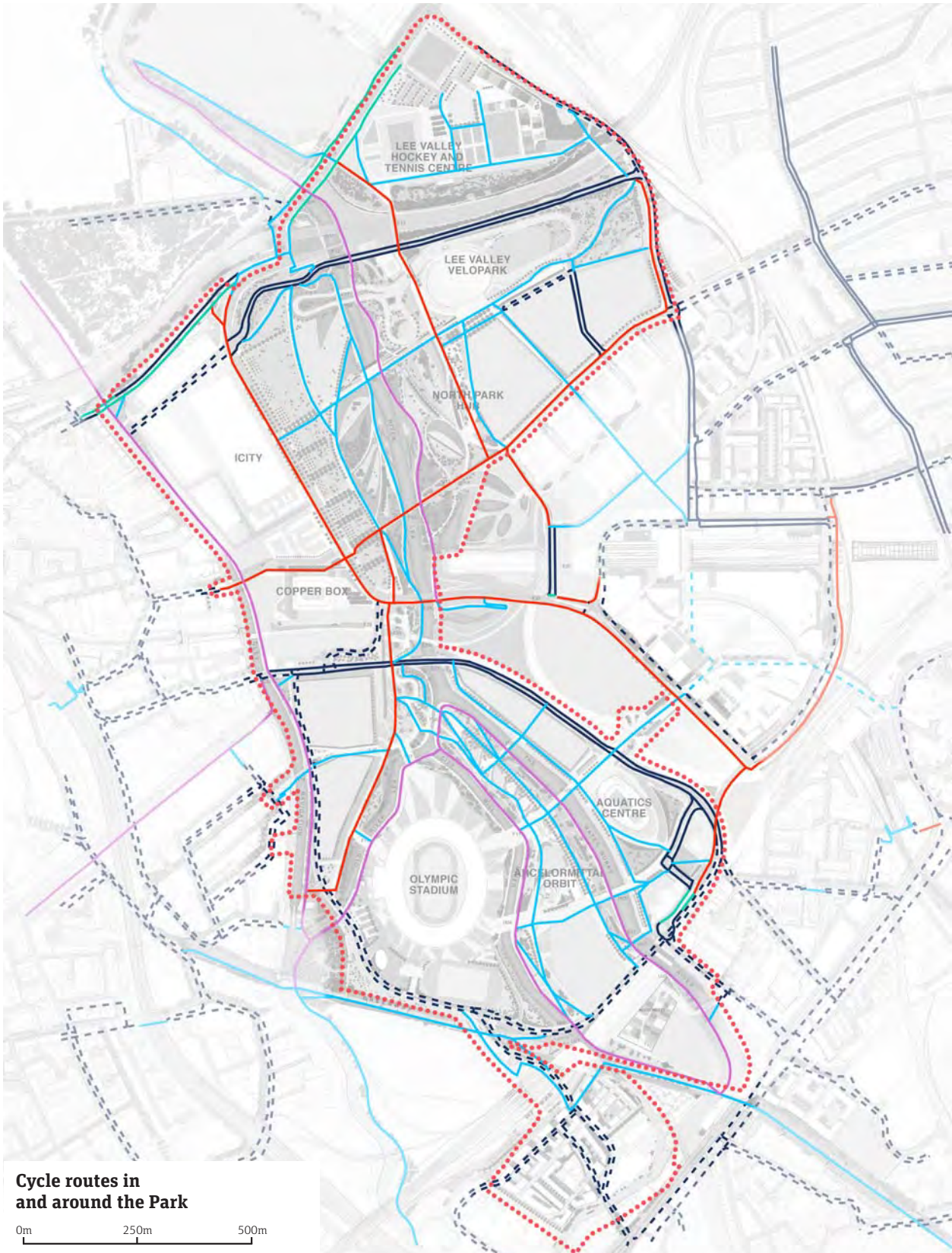
The page opposite shows the baseline cycle network taken from the LCS. This network forms the basis of the analysis and interpretation undertaken in this strategy.



Above: Approximate font size and design standard comparisons for cycle and walking modes.

Key

- On carriageway – designated lane
- - On carriageway – non-designated lane
- Off carriageway – designated lane
- Two way off carriageway – designated lane
- Two way shared with pedestrians
- - Cyclists dismount
- Towpath



Cycle routes in and around the Park

Public transport

The Park will be well served by public transport with rail stations at Stratford, Stratford International, Pudding Mill Lane, Hackney Wick and Leyton providing the following services:

- high speed rail
- suburban rail
- Overground
- Underground
- DLR
- multiple bus routes

There are major bus stations at Stratford and Stratford City and local bus stops will be sited on through routes Waterden Road/ Westfield Avenue and Carpenters Road/ White Post Lane (although the services and frequencies are not yet confirmed).

It is intended that the Park will also be served by an extension to the cycle superhighway network and an extension to the Barclays Cycle Hire scheme. Cycle superhighway Route 2 will, in 2013, be extended from Bow along Stratford High Street to Stratford Station. The Barclays Cycle Hire scheme will, it is anticipated, be extended into the Park and provision is being made for its inclusion in the Park and the future development platforms. Its eastern boundary presently ends at Bow Church Station and Bromley High Street.

With such a strong integration of public transport infrastructure, it is imperative that wayfinding information about the Park is as equally well integrated.

Each station and stop in and around the Park is an arrival point. Arrival points outside the Park must provide onward journey information regarding appropriate entrances and integrate with the on-street wayfinding systems in the fringe including Legible London, Westfield Stratford City and Greenway.

Bus stops inside the boundary must integrate with the Park wayfinding system to provide an overview of the Park.










Services, stations and stops operated by TfL will benefit from a well developed public transport information system that will facilitate onward journeys.

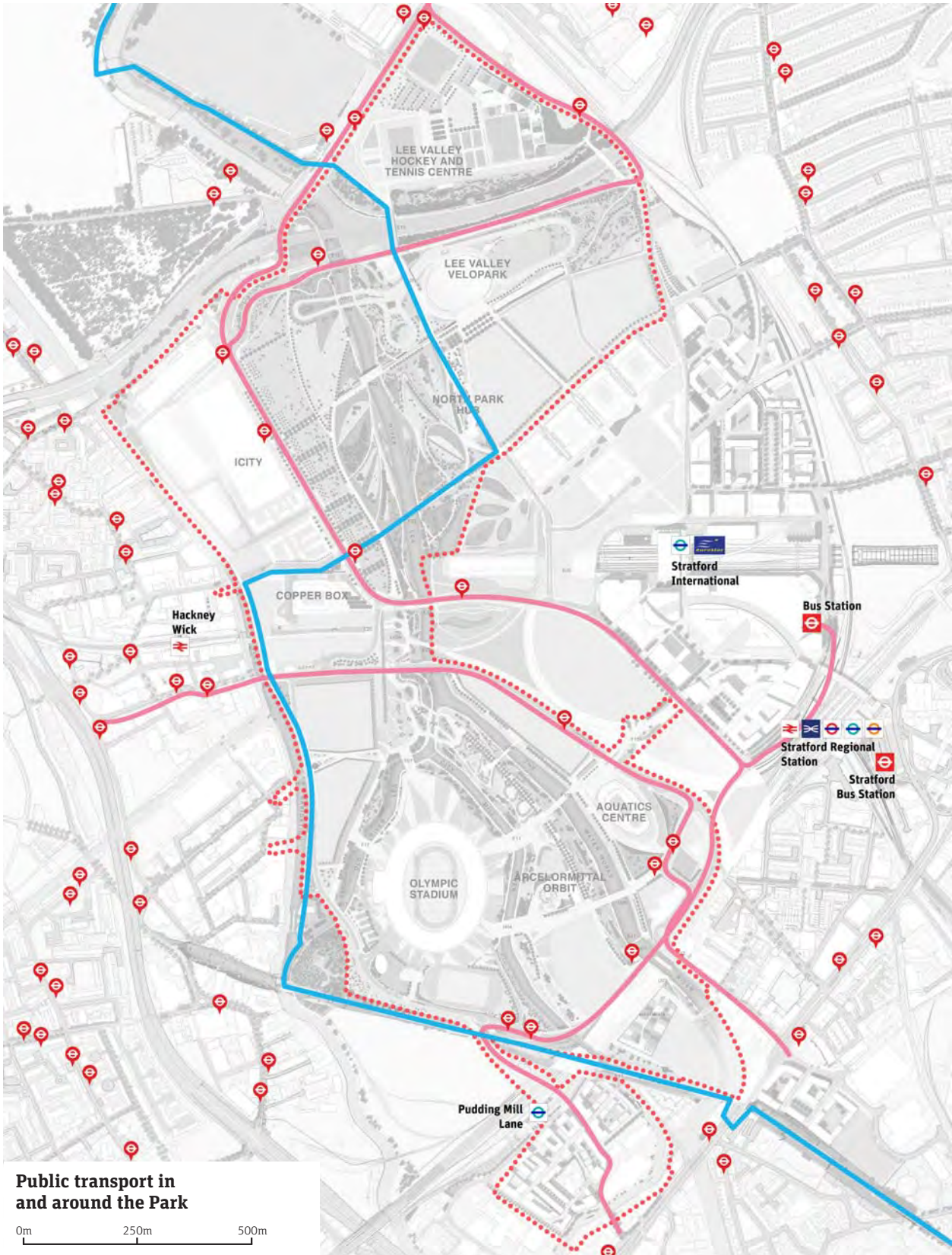
Legible London mapping is used at bus stops and shelters, stations and Cycle Hire points.

Using the TfL guidelines, bus stops are named and new stops within the Park should be named as part of the place naming hierarchy for the Park. The Park stops could also carry headline directional information on shelters to support the wayfinding system.

Opposite: Public transport in and around the Park showing the anticipated location of bus stops within the Park (these are subject to change)

Key

-  Bus routes
-  NCN1
-  Bus station
-  Bus stops
-  Underground station
-  Overground station
-  DLR station
-  National Rail station
-  Crossrail



Vehicular routes

The Park is directly connected to the strategic road network in London.

The East Cross Route (A12), which passes through the north of the Park between Eton Manor and the Lee Valley VeloPark, connects the Blackwall Tunnel and the A2 to the south, with the North Circular Road (A406) to the north. Stratford High Street (A11) touches the southern boundary of the Park and connects the City of London to the west with the North Circular Road (A406) to the east.

There are two main roads which give vehicular access through the Park – Waterden Road/ Westfield Avenue and White Post Lane/ Carpenters Road. These routes connect the surrounding communities with the Park and each other and form an important part of the local road network.

Waterden Road/ Westfield Avenue will also provide access to Westfield Stratford City from the A12 and will therefore be expected to carry significant volumes of traffic at times.

There are five parking areas within Park:

- Multi-story car park (MSCP)
- VeloPark
- Eton Manor
- Aquatics Centre
- Copper Box



The Copper Box car park will be exclusively available for blue badge holders, while the Aquatics Centre, MSCP, VeloPark and Eton Manor car parks will include a proportion of blue badge parking.

In addition Westfield Stratford City has over 5,000 parking spaces on the doorstep of the Park.

The transport plan for the Park is for journeys to be made by sustainable modes – public transport, cycling and walking, however there is a recognition that some journeys will be made by car and that these journeys should be supported by vehicular direction signage.

A detailed strategy would be required to fully understand the costs and timing implications of highway signage options, however, it is likely that costs and timing will be considerable, given that the main route where signage would be sited, the A12, is a dual carriageway road with overhead gantry signs.

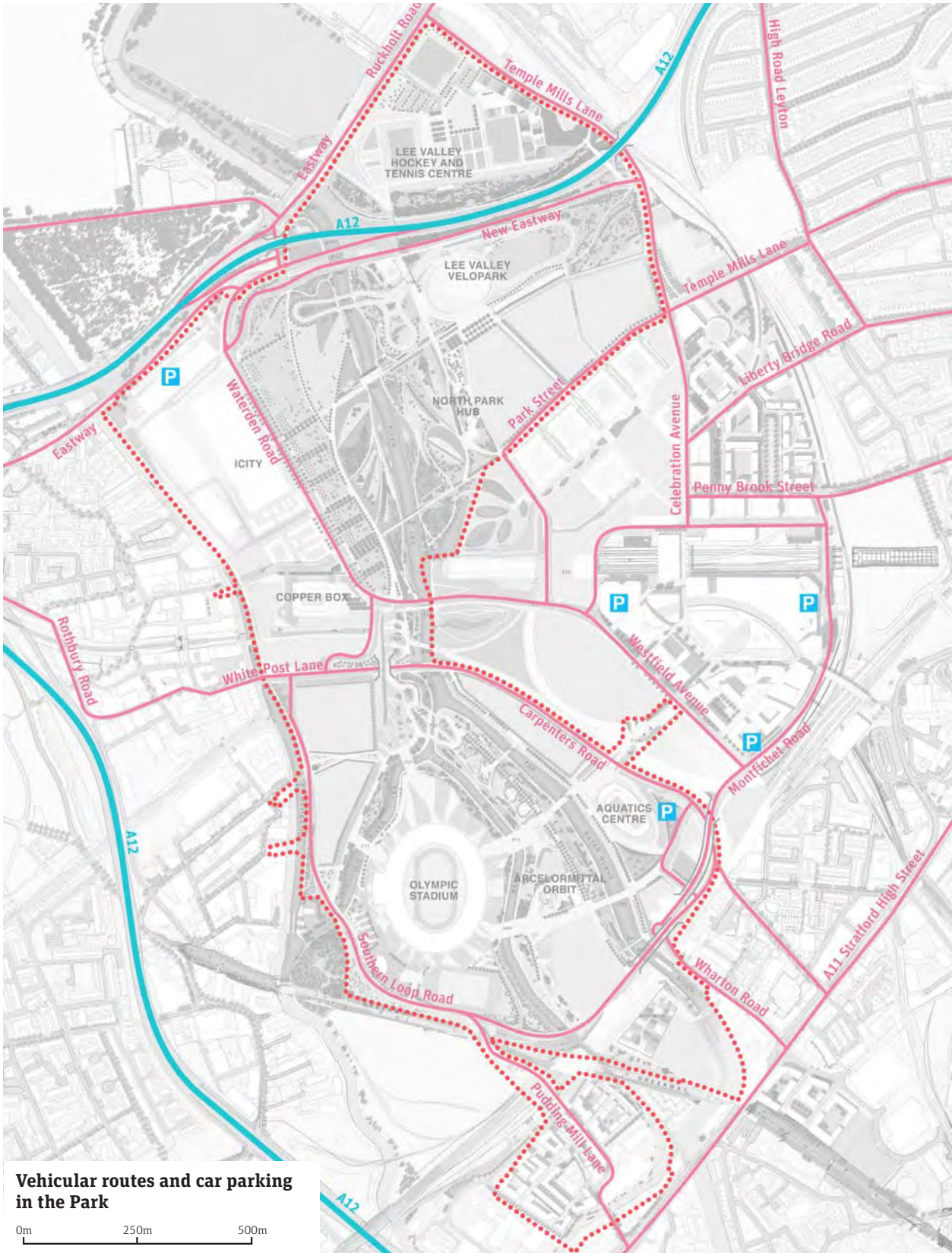
It may be possible to use a standard approach where there are significant financial or logistical costs, which is to ‘piggy-back’ on other existing signage, such as using a single sign “For Queen Elizabeth Olympic Park follow Westfield”.

Options would need to be discussed with TfL as the strategic road network in London forms part of the Transport for London Route Network (TLRN). Permitted variants of highway signage would need the permission of the Department for Transport, which may be the case for “follow” signs.

Once at the Park, highway signage would direct drivers to the most appropriate car park and can consist of variable message signs with real-time count data showing the number of available spaces in each car park.

Key

- Vehicular routes connecting to the Park
- A-Roads
- P Car Parks



Vehicular routes and car parking in the Park

0m 250m 500m

The following is an audit of the wayfinding systems and types found in the fringe around the Park. It is not intended as a detailed survey of every sign, its placement and content, but rather an identification of the systems presently in use and an understanding of the requirements and opportunities for integrating wayfinding systems.

Although many different sign types were discovered in the audit, four different systems, which require understanding, analysis and integration, were identified:

- Legible London
- Greenway
- Westfield Stratford City
- Canal & River Trust (CRT)

The broad areas of these wayfinding systems are shown on the opposite page.

Additionally, wayfinding at the Lee Valley Regional Park is also considered.

Legible London

Legible London is TfL's London-wide wayfinding system for walking and cycling and is presently being implemented across the Capital.

In preparation for the Games and its legacy, there has been a considerable investment in implementing Legible London in the fringe to support journeys between the local communities and transport connections, and the Park.

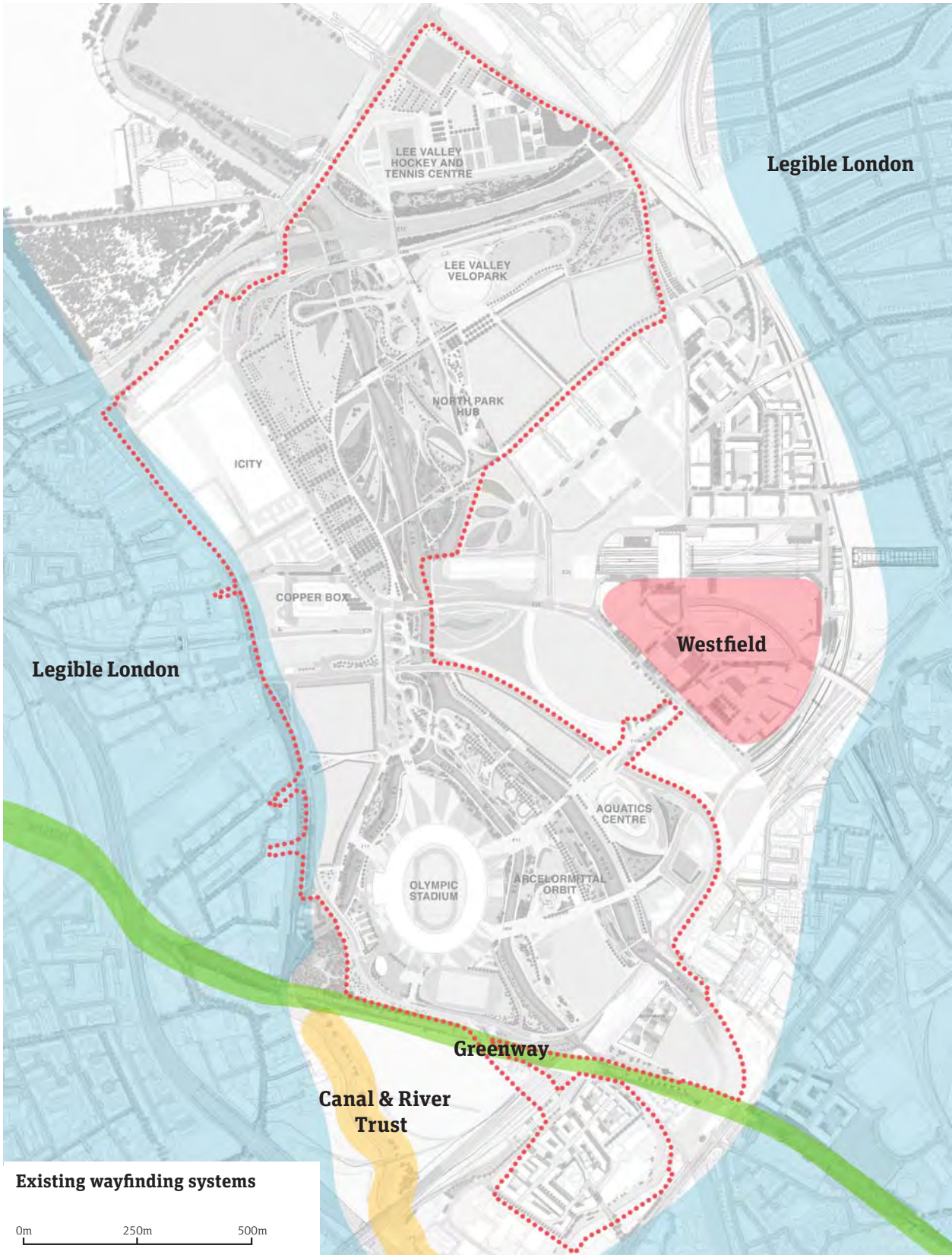
Its implementation, in the four boroughs of Tower Hamlets, Hackney, Waltham Forest and Newham, has been guided by the 2010 Wayfinding Strategy. Furthermore, the implementation of a joint pedestrian/ cycle system along the Lea Valley Walk established a significant extension of the Legible London sign family, and was a key component of the Olympic Walking and Cycle Route (OWCR) network supporting the 2012 Olympics and strategic walking routes in London.

The Lea Valley Walk runs locally through the Park alongside the River Lee Navigation, which is owned and operated by the CRT, and organisation that supports the roll-out of a Legible London product across its route network.



Examples of Legible London in the fringe

- Clockwise from top left: Pedestrian monolith;
 - Pedestrian/ cycle midlith on the Olympic Walking and Cycle Route network;
 - Wall mounted directional panel;
 - Pedestrian/ cycle fingerpost on the Capital Ring/ Lea Valley Walk.
- The signs show that Legible London mixes miles and minutes for distance. Miles are used for cycle information while minutes for both cycling and walking information on mapping.



Legible London, which is owned by TfL for use in London, was conceived and designed by Applied (previously AIG). The design and placement of signs are guided by documentation originally developed by Applied and available on the TfL Legible London microsite. These principles should be followed as the roll-out of the system continues up to and through the Park.

The system is primarily map-based with monoliths used to mark arrivals and dwelling places, with midiliths and miniliths used as route supporters and journey planners. Fingerposts are used as homing beacons or to help navigate complex environments such as subway systems.

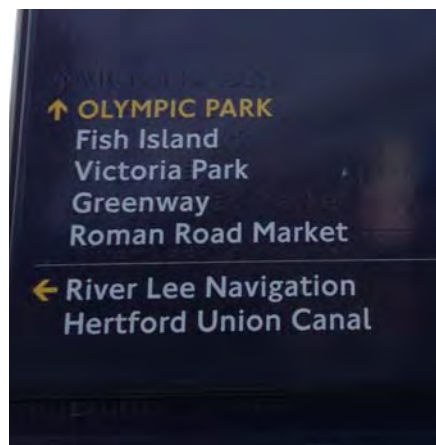
This strategy recognises that Legible London should set the planning and design standards for implementation and supports LCS0.232, which sets out that a site-wide wayfinding strategy should be consistent with the Legible London

standards or other such scheme approved by the Local Planning Authority (See Appendix A).

The system proposed in Section 4 recommends that the design of a wayfinding system for the Park should be developed as part of the Legible London family for a number of reasons:

- To ensure that Legible London planning and design standards are met.
- To provide a seamless transition of design and content between on-street and Park systems.
- To help integrate the Park into the fabric of London and East London in particular.

The design phase will demonstrate how wayfinding in the Park can be Legible London, a park system and be unique to the Queen Elizabeth Olympic Park.



Legible London integration and update issues

Clockwise from left: Map crop showing the Olympic Park; Hackney Wick sign with vinyl overlay. Both overlay and VE panel underneath direct people towards White Post Lane entrance – Phase 1 opening will be via the north Hackney Wick footbridge in the opposite direction; Vinyl overlay with Olympic Park – VE panel underneath has QE Olympic Park.

An assessment of the existing Legible London system in the fringe shows that it has been implemented widely, and to an extent, has been 'future-proofed'. The signage uses 2012 Games-ready vinyls overlaying vitreous enamel directional panels with post-Games information.

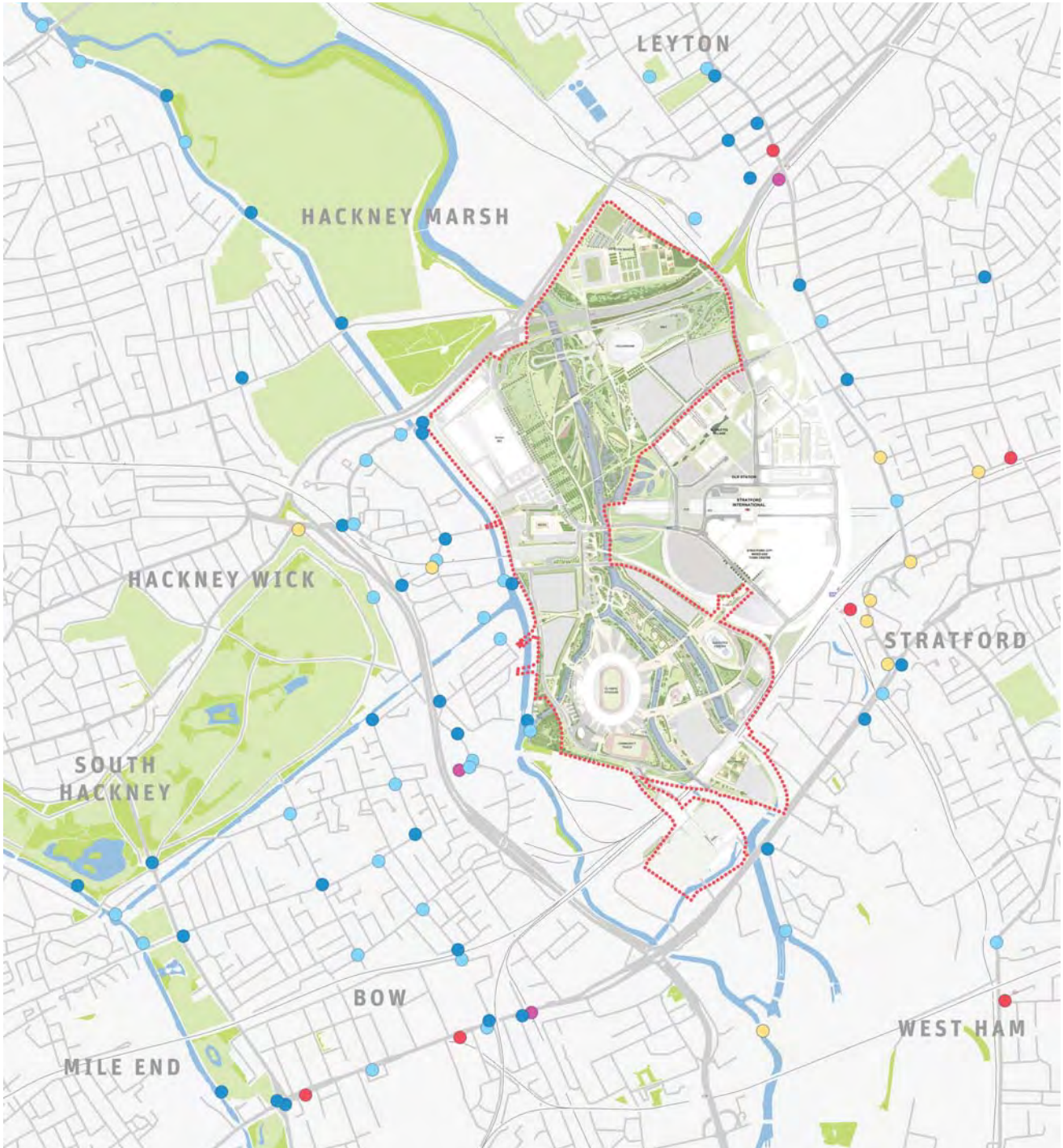
Furthermore, LLDC has funding to update both finder and planner maps once the updated Park information, including naming, is ready.

As part of this assessment, a status check audit was undertaken, which highlighted some issues that will need to be addressed in order to ensure that the system is fully integrated, namely:

- The Park's name has been written in shorthand form as "QE Olympic Park" on directional panels rather than in full – "Queen Elizabeth Olympic Park". The full name must be used.
- Directions to the Park do not always support the phased opening. For example the new northern footbridge between Hackney Wick and the Park will provide the main access during Phase 1 but is not signed.
- The Park appears on planner maps on signs as far afield as Tottenham Hale, Limehouse and Islington. Therefore map changes will be required on more than local signs.

The diagrams on the following two pages outline the current status of Legible London implementation across the fringe area. The data has been supplied by TfL and has in part been validated on-site, however, it is recognised that the data may not be completely up to date.

While beyond the scope of this strategy, Legible London will need to be reviewed as part of a detailed audit to ensure that it reflects the up-to-date status of the Park and Olympics legacy.



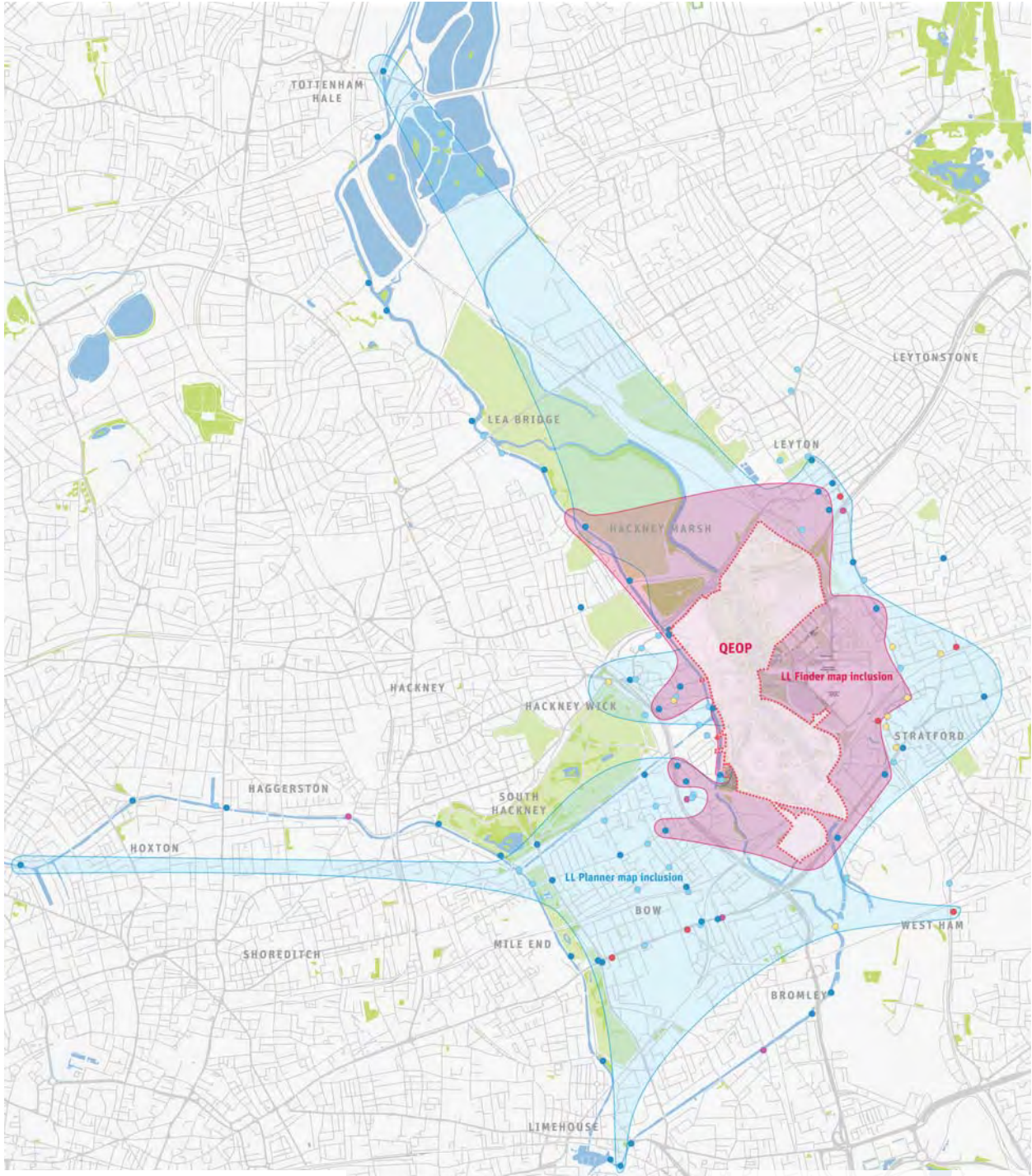
Legible London sign audit
Sign placement around the Park

0m 500m 1Km

Key

- Legible London fingerpost
- Legible London minilith
- Legible London midilith
- Legible London monolith

Data provided by TfL and partially validated on-site.



Legible London sign audit
LL Finder and Planner inclusion



Key

- Legible London fingerpost
- Legible London minilith
- Legible London midilith
- Legible London monolith

Data provided by TfL and partially validated on-site.

Westfield Stratford City

Most visitors entering the Park from Stratford will use the Westfield Stratford City signage. The shopping centre borders the main eastern entrance and sits between the Park and the Stratford stations.

Westfield Stratford City has its own wayfinding system covering both the internal and external spaces. The external system, on The Street, presents information on the shopping centre and the surrounding area, including the Queen Elizabeth Olympic Park. Westfield Stratford City recognises that the Park is an important asset that adds to its overall offer.

The design of Westfield Stratford City's wayfinding borrows heavily from Legible London. The information structure: yellow beacon; address; directional information; finder map; planner map; index, is very similar to Legible London and as is the colour palette.

The choice of Legible London style signage was deliberate, to ensure compatibility between the two systems and to help create a strong link between The Street and an urban London context.

The signage uses the full and correct name for the Park, but uses this on all signs to direct visitors towards the Park. It does not differentiate between the entrances. Integrating with Westfield signage is key to ensuring appropriate and accurate information is provided to visitors.

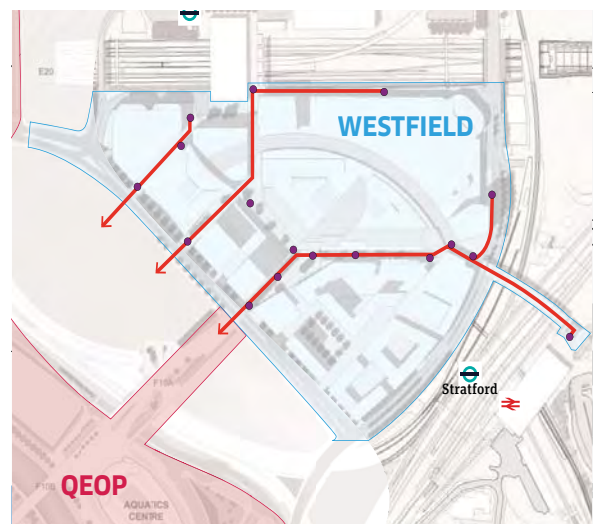


Examples of Westfield Stratford City wayfinding

Above: The external signage is based upon the design and layout of Legible London. Sign indicating direction for Queen Elizabeth Olympic Park, in upper case denoting its prominence as a village.

Below: Westfield route hierarchy generally directs visitors towards the Park, rather than to a specific entrance.

Below left: Mapping shows Queen Elizabeth Olympic Park in upper case.



Greenway

The Greenway forms the southern boundary to the Park and forms part of the strategic London walking and cycling network. A new wayfinding system on the Greenway has recently been implemented – a modular, concrete, fingerpost system which was implemented prior to the Games.

It is not intended that this system should be replaced by a Park system or by Legible London, however, the information content for the system makes no reference to the Olympic Park or Queen Elizabeth Olympic Park and requires a systematic review to ensure that information is connected.

Canal & River Trust

As shown on this page, wayfinding on the waterways comprises different systems, including a number of older systems. These should be removed or replaced, including where the NCN follows the waterways. The CRT have supported the use of Legible London (OWCR) along the River Lee Navigation and the timber system along the Lea Valley Walk.



Greenway and other signage systems

From top: New Greenway wayfinding including Capital Ring;

Signage by River Lee Navigation, combined with Capital Ring and DoT pedestrian sign;

Recently implemented wooden fingerpost signs on the Lea Valley Walk by the River Lee Navigation. Note the use of 'QE Olympic Park';

Left, from top: Timber signage at Old Ford Lock; an OWCR Legible London sign on the River Lee Navigation; Highway standard NCN1 route marker;

Lee Valley Regional Park

Lee Valley Regional Park Authority owns a third of the parkland and owns and operates the Lee Valley VeloPark and Lee Valley Hockey and Tennis Centre. It has recently developed its own wayfinding system, which will be rolled out in the Lee Valley Regional Park.

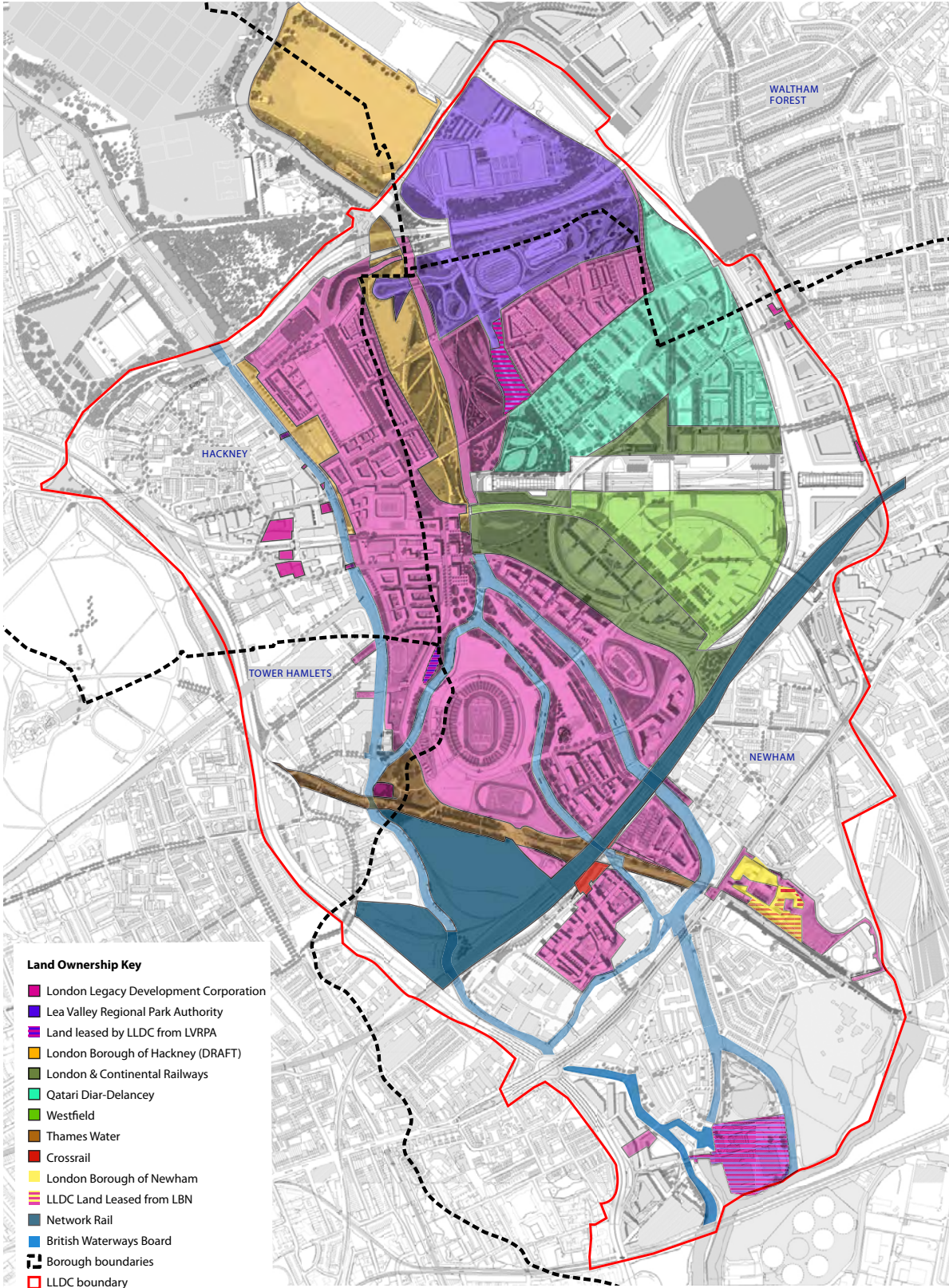
Wayfinding in Lee Valley Regional Park and the Queen Elizabeth Olympic Park must share a common information structure. The detailed design phase will discuss how this can be achieved.



Lea Valley Walk

From top: Lea Valley Walk marker in Lee Valley Regional Park;

Legacy signage by River Lee Navigation, combining Lea Valley Walk and Capital Ring signage;



A Map Of Olympic Park Legacy Land Ownership Arrangements

The Park has a number of key stakeholders who own, manage or operate facilities and venues in the Park. The figure on the next page shows the complexity of land ownership at the Park.

LLDC is a mayoral development corporation, created to manage the ongoing regeneration and development of the Park and surrounding areas, including the implementation of wayfinding.

Lee Valley Regional Park Authority owns approximately one third of the Park, and owns, manages and operates the Lee Valley VeloPark and Lee Valley Hockey & Tennis Centre.

The Canal & River Trust owns and manages the canals, rivers and waterways that run through the Park.

TfL is responsible for the capital's transport system. Its main role is to implement transport strategy, manage transport services and promote a range of walking and cycling initiatives.

The London Boroughs of Hackney, Tower Hamlets, Newham and Waltham Forest are responsible for implementing Legible London in the Park fringe.

The development of this strategy and the detailed design of wayfinding in the Park, will include these key stakeholders, to ensure:

- wayfinding is delivered that can meet their objectives
- compatibility of design, placement and content for wayfinding,

3.0

Approach

This section sets out the principles, concepts and approach that have been adopted to develop the strategy and recommendations in Section 4.

It is important to consider the full scope for wayfinding before setting out how the Park signage system could be developed and such a system would meet the objectives set out Section 1.

The recommendations focus on delivering a pedestrian and cycle wayfinding system in the Park, within the context of an overarching strategy that is both multi-media and multi modal.

At the core of the strategy are users: residents, visitors, businesses and other stakeholders who have an interest in the future success of the Park. The design of information must be user-centred, accessible, coordinated easy to understand and complement the natural and architectural wayfinding that has been created as part of the design of the Park infrastructure.

Ten key wayfinding principles

1. Seamless

Integrating information across modes and media reflects the real journeys that people make.

2. Stepping Stones

Stepping stones will assist people's memory and provide connections for the traveller.

3. System Naming

The consistent naming of places and things in the environment allows people to communicate what and where places are.

4. System Codes

Codes are used as short-cuts for memory and for simplifying complicated systems and include colours, numbers, icons and names.

5. Progressive Disclosure

All things cannot be signed from all locations. Progressive disclosure provides a rationale for what information is needed where.

6. Predictable

Information consistency, integrity and most-of-all availability are crucial to achieving predictability.

7. Don't Make me Think

Keep it simple. The simpler the information the easier it will be to understand.

8. Inclusive

Information should be provided so that it does not exclude any group or individual, with particular focus on disability groups.

9. Help Me to Learn

Information that is easy to learn is more likely to be used. Teach people how easy route choices are and modal change is more likely.

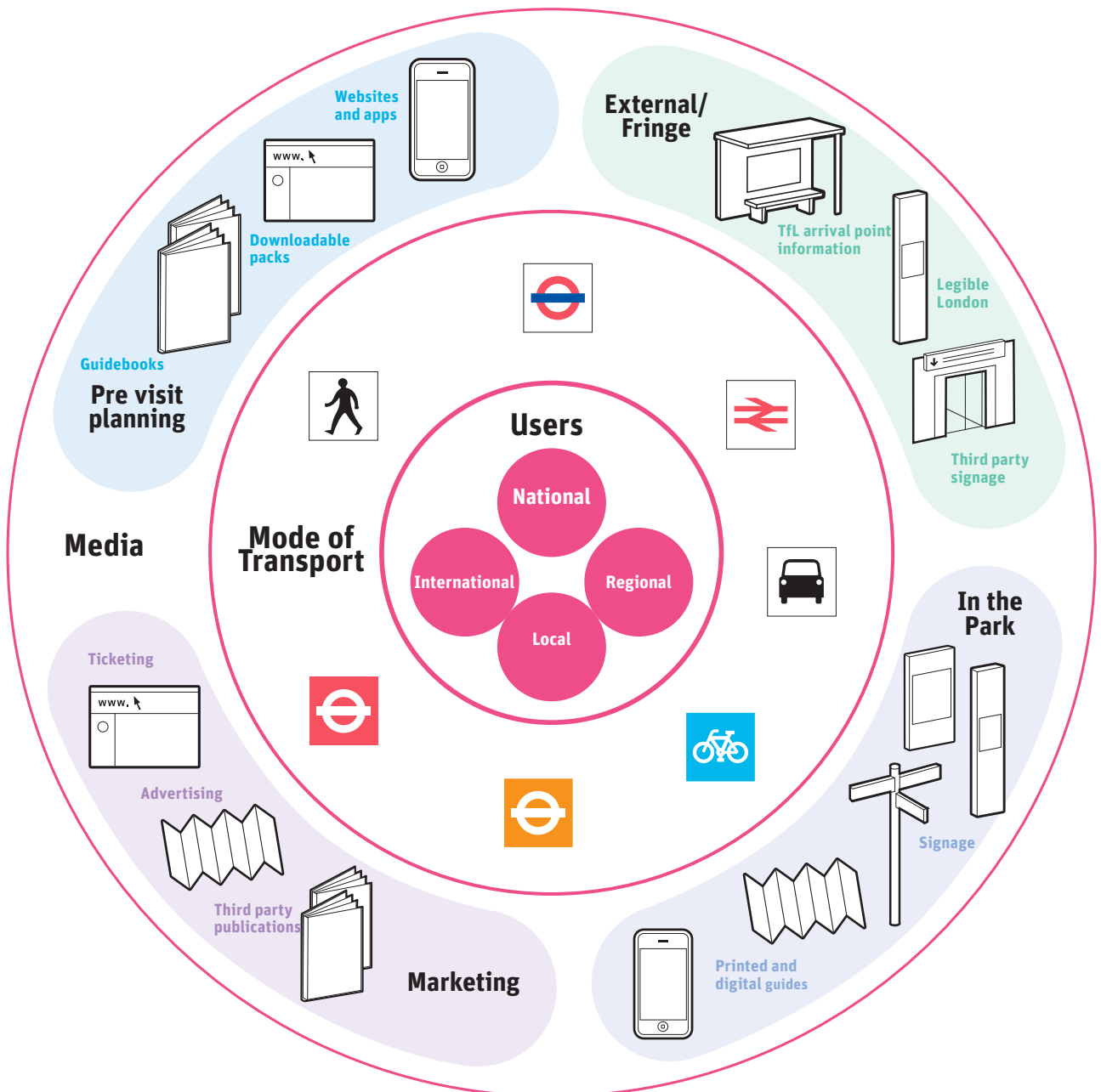
10. Tone of voice

Provide information with the right tone of voice in the right way and people are more likely to engage with it.

360° View

Although the next phase of this project is to design signage within the Park, by putting users at its heart, a complete 360° strategy would need to consider a full range of applications, across multiple modes and media. This demonstrates the need for collaboration across organisations with an interest in making the Park a success.

Land-owners and transport operators are key stakeholders in seeking approvals and integrating wayfinding systems across all media.



Seamless journeys

As discussed there are a number of wayfinding systems that will be in place in the fringe by 2013 – Westfield Stratford City, Legible London, East Village, Lee Valley and Greenway will all be in use. While a single system on the fringe is preferred, different land-owners will seek to use wayfinding to express their brand and highlight their offer.

However, there should be commonality for wayfinding across the Park and within the fringe, which should at the least include information content, but also mapping and where possible design influences.

The primary influence on the design of a Park system should be Legible London.

The Park will be a major new addition to London’s visitor offer and as such its wayfinding should be recognisably part of the London-wide wayfinding information system.

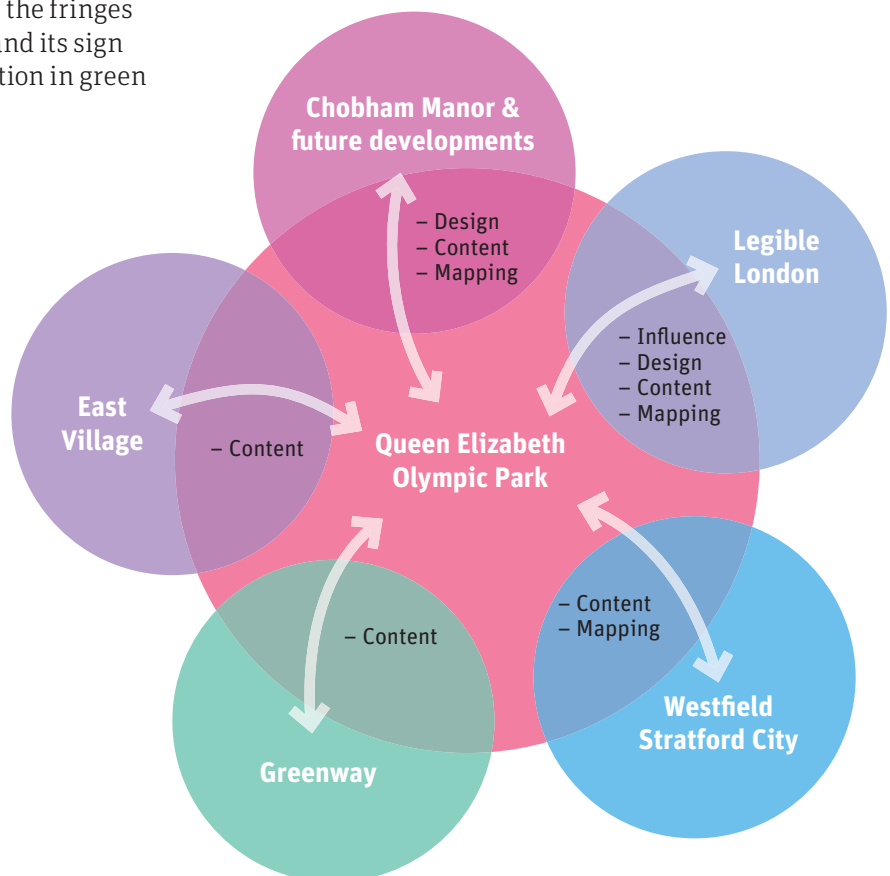
Legible London was created for the city’s built environment and although used on the fringes of green spaces, its present design and its sign typology are not best suited to function in green open spaces and parks.

The challenge for the design phase of this project is to create a system that is part of the Legible London family, but at the ‘unique’ end of the Legible London Parks spectrum.

Without a Legible London Park system to evaluate, the design phase must consider what makes Legible London Legible London – what are the key characteristics of the existing system that should be carried through to the Park system.

The Park system should therefore be considered part the extended Legible London family; guide the development of wayfinding in Chobham Manor and future LCS development platforms; and coordinate with content at East Village, Westfield Stratford City and Greenway.

Once established the Park system will act as the glue that pulls together existing wayfinding in the fringe and guides future wayfinding projects.



Safe, accessible environment

The Park should be safe, secure and easy to navigate and requires a family of signs, described in detail in the following section, located within the Park to welcome, inform and direct visitors.

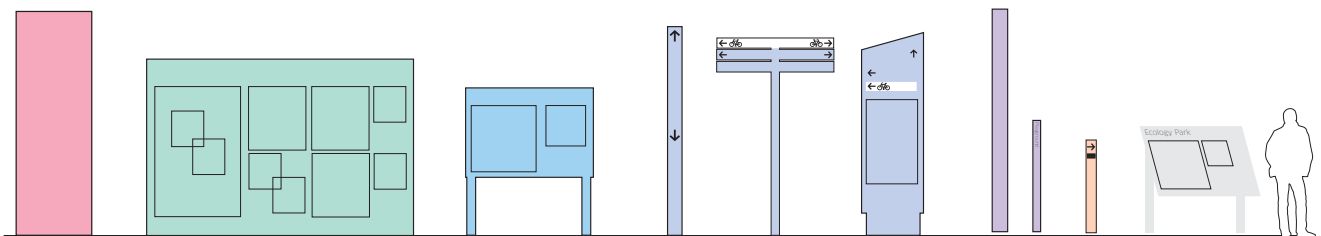
The development of a strategy for placement, based on the principles developed for Legible London, will optimise the number of signs required. It will further be possible to minimise the number and complexity of signage by using printed and digital media to target information for groups that require or desire additional support. The wayfinding system must be fully inclusive and cater for visitors with a wide range of abilities. A full range of multi-media applications should be developed which will help people with all abilities.

These considerations must be factored in throughout the design and planning process and where necessary the system must provide targeted support to help support people on their journey.

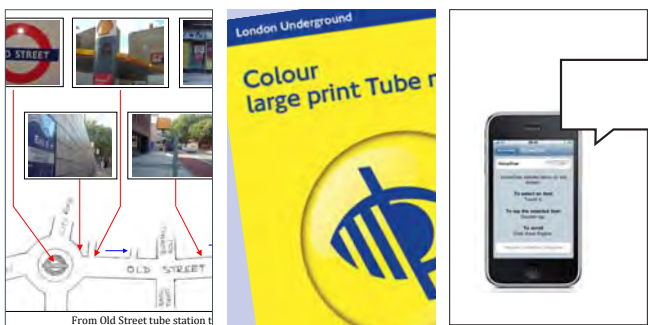
The use of a multi-media approach would also maximise the opportunity to target people who first language is not English. The detailed design of the system would also include an international graphics language, including pictograms.

The use of Legible London standards for a Park wayfinding system, will also bring with it best practice for inclusive design standards, which is coded within it. Type sizes, colour contrast, sign layout will all support best practice in inclusive design.

The Park system will also investigate options to include an audio component to enhance wayfinding for visitors with visual impairments.



A family of sign in the Park will connect arrivals with destinations, along the most appropriate route network



By designing information that specifically targets people with their particular needs, it is possible to provide a fully inclusive information system

Legible, uncluttered environment

Legibility is improved through consistency of information – its design, content and placement.

Place names are a fundamental component of wayfinding systems. Presently there is no common naming hierarchy agreed for places, gateways, routes and roads, buildings or bus stops and public transport infrastructure and a naming consultation should be undertaken to establish an agreed set of names.

The multi-faceted nature of the Park demonstrates that a strong image of how it fits together will be beneficial. Maps are important in developing the image in visitors’ minds. The map should also be used across all media – available to people prior to travel – and should relate to the Legible London mapping in terms of content and hierarchy.

The major landmarks, namely the Stadium, Aquatics Centre, Copper Box, ArcelorMittal Orbit, Velodrome and Eton Manor should be prioritized in terms of mapping and wayfinding information. They will help reinforce an understanding of the offer.

The Park will be a place of refuge, where visitors can escape from London’s busy streets. Implementing a wayfinding scheme which has signs everywhere, where all permutations of movements are catered for, sign-posted and supported would result in visual clutter that would work against the Park as a place to relax.

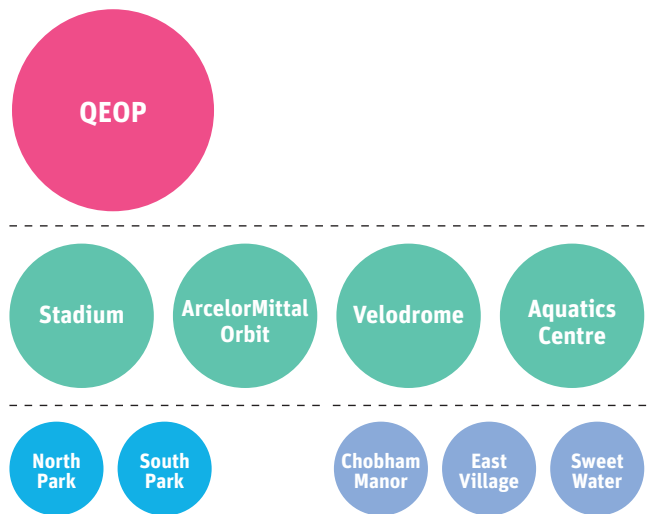
Therefore the design ethos should follow that of the “Naked Street” (a concept that promotes minimal use of street furniture and signage).

A Naked Park would have minimal signage – only where it is needed, minimum levels of regulatory signage and use a language that has the right tone of voice – authoritative when necessary and relaxed elsewhere.

The installation of a sign does not necessarily equal clutter – a sign that is designed in sympathy with the Park and not shout to be noticed, and that has a function and purpose avoids being clutter.

Legibility will also be improved through the careful use of brands. A brand hierarchy should be developed with rules for how they should be used within the Park.

Consistent naming, and careful use of brands work to improve legibility



QUEEN ELIZABETH OLYMPIC PARK										
SOUTH PARK				NORTH PARK						
Stadium	ArcelorMittal Orbit	Aquatics Centre	South Plaza	Lee Valley VeloPark				Copper Box	Eton Manor	Lee Valley Hockey & Tennis Centre
Events Plaza	Plaza Rooms		North Hub Café	Queen Elizabeth Playground	BMX trails	Velodrome/Road track	iCity	Chobham Park	Sweetwater	Belvedere

Integrated experience

A key component of the wayfinding system will be the “wander walls. With over some 9.6 million visitors (from 2016) attending 2,000 events at multiple venues across the Park every year, it is imperative to explain what the Park has to offer.

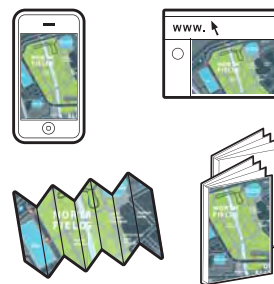
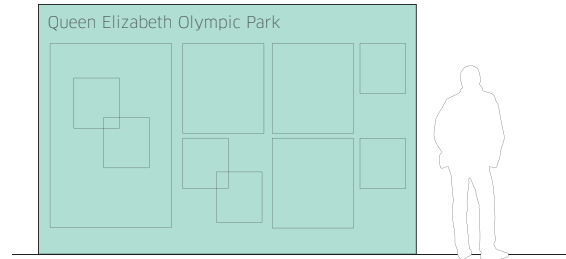
While significant streams of communication will be through websites, smartphone apps, printed material and canvassing in the local communities, providing real-time, up to date information within the Park will help capture a larger audience and allow spontaneity in how people plan and execute their day.

Wander walls, strategically located on the major routes entering the Park at the junctions of the major venues to maximise their visibility and useability, will be the major opportunity to inform visitors about what’s on, when and where.

Integrating infrastructure

In key locations in the Park, the wayfinding system could be supported through modifications to the existing infrastructure.

Although infrastructure changes are beyond the wayfinding scope, they should be encouraged to improve visitor’s experience and integrate the physical and information environments.



Wander walls should be part of a multi-media communications package to inform visitors what is on where in the Park and when.

Improved connectivity

The Park must make visitors feel welcome, help them understand what it has to offer and provide them with the tools to make any journey easy. This is especially true for local people, who continue to live next to one of the largest regeneration projects in the UK, and will be the main users of the Park.

The first step in enhancing people's experience is to provide a welcome. As described in Section 2, the Park is more complex than traditional London parks and it is not always as obvious when visitors have entered. Gateways should be memorable to help people recognise where they are and are therefore an opportunity to create excitement and anticipation. In this sense they are closely allied with the public arts projects that has already been implemented.

Wayfinding must support the public arts programme that is already taking shape in the Park and each of the strategic gateways are can incorporate public arts and local projects to support the communities. Gateways can in these circumstances act as two-way, welcoming communities to the Park and Park visitors to the communities.

The extension of the Legible London route network from the neighbourhoods to and through the Park, and the potential for threshold treatments will encourage local people to use the Park and help them feel that it belongs to them.

The use of multi-media communications, providing information through printed and digital material targeted at the local communities describing what the Park has to offer will also play a significant role in encouraging local people to use the Park.

The what's on information located in the Park can also become a community notice board and be targeted towards those communities' preferences.

The information concept for Park signage provides a simplified understanding of movement and information requirements in and around the Park.

The Park can be described as an inner core area, bounded by events venues, surrounded by an outer zone that is part of the fabric of the Park but does not provide public amenity or event spaces.

Understanding the Park in this way allows a five stage movement hierarchy to be developed:

1 Get to and through the Park

This would be delivered by the non-Park systems and would rely on Legible London, Lee Valley Regional Park, Westfield Stratford City, Greenway, CRT and East Village (and other developments when open). These system must be integrated in terms of content and design where possible.

Legible London would be used on all routes to the Park entrances and the two key routes that pass through the Park: Waterden Road/ Westfield Avenue, Carpenters Road/ White Post Lane. This approach would connect the surrounding neighbourhoods to the Park and with each other. It would be possible to walk between Leyton, Hackney Wick, Fish Island and Stratford using only Legible London, thereby providing continuity and integrating communities through wayfinding.

2 Welcome

Each Park gateway would be marked to create a welcome and confirm that visitors have entered the Park. As described in Section 2, the diverse character of the Park makes its boundary difficult to define on some edges. Marking the entrances takes away any ambiguity and when combined with welcome information such as mapping, increases legibility.

3 Plan my visit

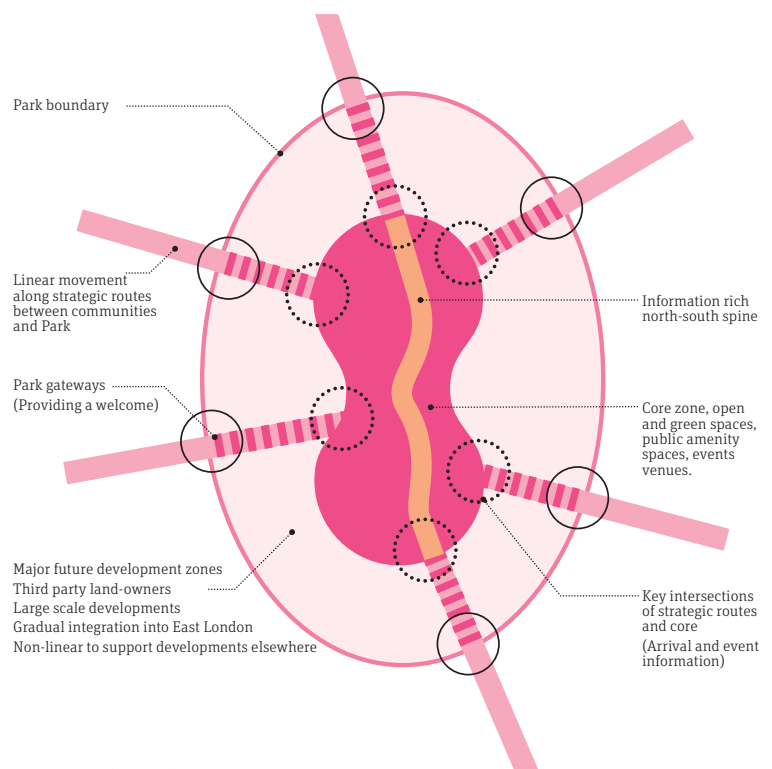
On the strategic routes, after passing a Park gateway, visitors will reach, in wayfinding terms, some of the most important public spaces in the Park. These are the intersections of the strategic routes and the inner core, the areas bounded by the major venues.

Being on the key routes into and out of the Park and adjacent to the major venues, they are places which have large areas of public space, major dwelling points in themselves and locations where people need to re-connect with the Park after visiting an event.

Therefore they are ideal spaces for people to gain a full understanding of what the Park has to offer in terms of events and venues both on the day and in the future. They will help visitors plan a longer stay or a future visit to the Park and provide information about events and places in the neighbourhoods outside the Park.

4 Get around the Park

As described in Section 2, there is an abundance of natural and architectural wayfinding that minimises the need for signage within the Park. There is also a strong north-south spine that passes through the Park, which can be used to support wayfinding.



Information concept

This spine can become an information rich corridor from which all destinations are signed and to which all journeys are signed. It would be a processional route and connects to within 100 metres of every key destination within the Park.

This spine, which is given a working title in this strategy of the Queen Elizabeth Way (QEW), would allow all journeys in the Park to be described thus: to QEW, along QEW, to destination. All signage between the QEW and the venues would therefore be nudges either to it or from it.

5 Connect with the Strategic Walking Network

The final part of the information hierarchy would be to connect the Park to the strategic walking and cycling network.

Information on these routes requires a balance between the strategic and local contexts, and walking and cycling modes. Presently the Legible London OWCR signage is used, however Legible London was designed as an urban wayfinding

system rather than a river side or park system. Therefore the Park wayfinding would include signage for these routes that better supports strategic walking and cycling and provides a detailed local area map: signs that could supersede the OWCR if preferred by the stakeholders.

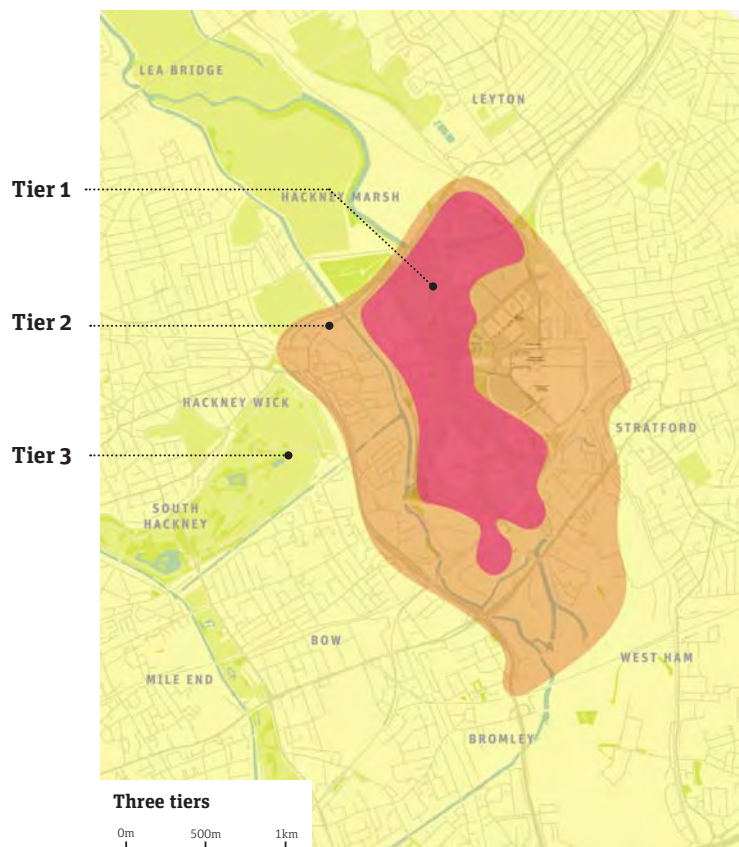
Three tiers

The 2010 Wayfinding Strategy described the Park and fringe as a series of tiers in order to explain how a wayfinding system could be implemented in the Park. This strategy uses the tier system in the same way with a more simplified approach.

Tier 1 is the Queen Elizabeth Olympic Park.

Tier 2 is the fringe area around the Park, but also includes the through routes which criss-cross the Park.

Tier 3 is the area outside the fringe and describes how the Park connects to London.

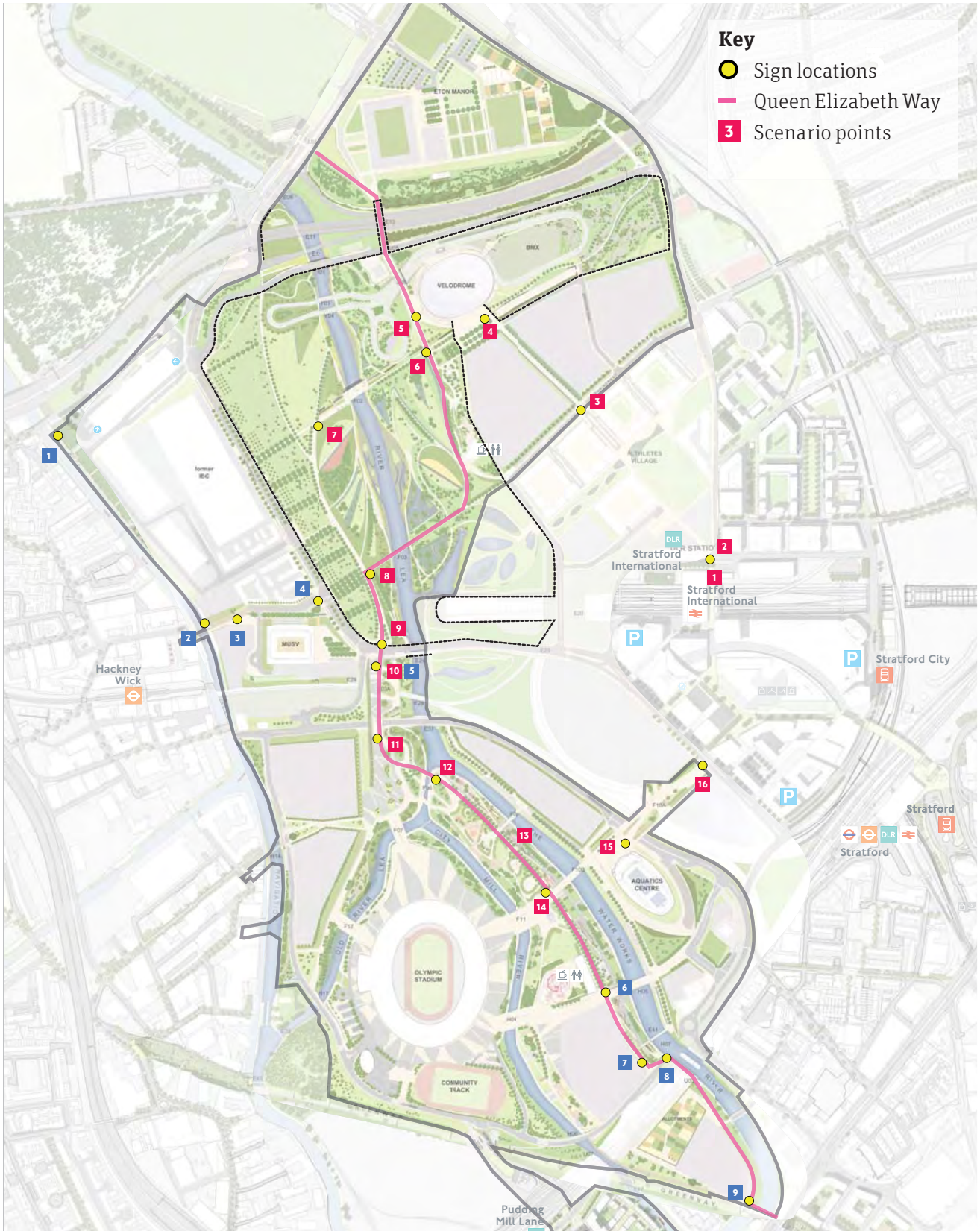


User journeys

Journey scenarios are used to understand how people will make hypothetical journeys in the Park, given a particular scenario. They are used to calibrate then validate the information structure.

The following pages show two journey scenarios for a family visiting an event and a cyclist passing through the Park.

A number of scenarios have been developed showing people with a range of abilities and use of technologies to test a full scope of wayfinding.





Family visiting cycling event at velodrome

Family of four attending an event at Velodrome.

They arrive at Stratford International but are in a hurry and need to go direct to the venue

After the event they pick up on the Queen Elizabeth Way and notice various play areas and amenities.

They decide to walk through the Park to South Plaza and exit via Stratford Gate.

1

At Stratford International they see exit signs for Lee Valley VeloPark and Lee Valley Hockey & Tennis Centre.

2

They see the Velodrome in the distance and see a Legible London monolith pointing towards Lee Valley VeloPark and Lee Valley Hockey & Tennis Centre.

3

Heading north they see a Legible London fingerpost confirming Lee Valley VeloPark and Lee Valley Hockey & Tennis Centre.

4

At the Velodrome they see a Park gateway sign with a map of the Park and head to the Velodrome.

5

After the event they see a “wander wall” and note a number of events coming up which they might attend.

They also see a map of the Park, which shows a number of play areas which the children would enjoy.

The Queen Elizabeth Way appears to be the main walking route through the Park, linking all the destinations.

They decide to head towards the South Plaza and bypass the North Park playground and cafe.

6

They see a sign for the Queen Elizabeth Way and know it goes past the playground and cafe and turn right to cross the bridge.

7

Across the bridge they see a nudge sign, that directs them to the Copper Box and south park. They head towards the south park.

8

They see a sign for the Queen Elizabeth Way confirming their onward journey south.

9

They reach the gated exit from the north park. On the reverse of a gateway sign directional information shows:

RIGHT: HACKNEY WICK, Copper Box
AHEAD: South Park,
LEFT: STRATFORD, Westfield

10

They cross Waterden Road and see a Queen Elizabeth Olympic Park gateway sign with a map of the Park.

They head south towards the South Plaza.

11

They see a sign for the Queen Elizabeth Way confirming their onward journey south.

12

They see a sign for the Queen Elizabeth Way confirming they have reached the South Plaza.

13

They play in the rooms at the South Plaza. The rooms have room names at each entrance.

14

They decide to leave and head back towards Stratford station.

They need a toilet soon and see a Queen Elizabeth Way sign

that shows the nearby Aquatics Centre has a toilet, and is on the way to Stratford Gate exit.

15

One parent takes the child to the toilet while the other parent and child plays with the interactive element of the wander wall outside the Aquatics Centre.

16

They head towards the Stratford Gate. On their exit they see a gateway sign which confirms their onward direction to the station.



Cyclist passing through the park

Dan lives in Ponders End and is a keen cyclist.

Dan's friend only lives about 15miles away in Canning Town so decides to cycle as he can take a scenic route along the Lea Valley Walk and maybe through the Park.

He is fairly confident he knows the way but this will be the first time he has cycled this way since the Park's transformation.

1

Dan leaves his home in Ponders End and heads for the park on his bike. The first sign he sees near the park is a Legible London one on the River Lee Navigation at Eastway. He can see various

options to go through the park and decides to head further south to come in at Copper Box Gate.

2

He reaches another Legible London sign at a bridge which points to Copper Box and the Park.

He also notes that this section is on the National Cycle Network Route 1 and makes a note for future trips.

3

Once he has left the River Lee Navigation, he arrives at a gateway sign confirming he is now in the Park, and can see a good route through the Park along the Queen Elizabeth Way.

4

Up ahead at Waterford Road, he passes another Legible London sign confirming his route and can see the Copper Box and Stadium to his right.

The sign directs him to south park and the Stadium.

5

He cycles past the Copper Box and arrives at another gateway sign that shows the whole Park map.

10 → **14**

For this section, Dan follows the same signs that from the first scenario, but does decide to step off his bike to walk through South Plaza.

At sign **14** he continues south past the ArcelorMittal Orbit along the Queen Elizabeth Way.

6

At the ArcelorMittal Orbit he stops for a toilet break and refills his water bottle.

Checking his GPS against the Queen Elizabeth Way, he can see that his route picks up the Greenway just south of the park.

7 → **8**

At the overpass he can see the Queen Elizabeth Way runs under the bridge as he notices another route marker at the lower level of the canal, indicating that the route goes under the road and rail bridge.

9

At the edge of the Park, he can see the final Queen Elizabeth Way marker and just beyond his ongoing journey is confirmed by the Greenway marker.



4.0

Recommendations

This section sets out the recommendations for wayfinding for the next phase including:

- sign placement strategy within the Park (Tier 1)
- sign placement strategy and principles integrating Legible London and third party systems (Tier 2)
- wayfinding beyond the fringe (Tier 3)
- wayfinding for phased opening of the Park
- wayfinding for development platforms in the Park

The route network, sign placement and sign typology have been developed to support wayfinding for the Park during its development from Phase 1 opening through Phases 2 and 3, the transformation hand-over and the implementation of the LCS.

Route Network

As described in Section 3.3, a five stage movement hierarchy has been developed:

- 1 Get to and through the Park
- 2 Welcome
- 3 Plan my visit
- 4 Get around the Park
- 5 Connect with the Strategic Walking Network

During the development of the sign placement strategy, this has led to four levels of route hierarchy:

- 1 Legible London routes (described in Tier 2)
- 2 Queen Elizabeth Way (described in Tier 1)
- 3 Park routes (described in Tier 1)
- 4 Canal & River routes (described in Tier 1)

There is no dedicated, segregated cycle route network proposed. It is proposed that a joint cycle/ pedestrian route network is considered in all locations, and that it is supported by combined cycle and walking information .

The information would be designed in line with best practice that is being employed on the OWCR network, using Legible London standards.

The National Cycle Network Route 1, does not require a separate route network or sign family. The system developed will assess how the NCN information can be applied to the Park wayfinding as an information layer, potentially using the NCN Route patches.

Queen Elizabeth Way

As described in Sections 2 and 3.3, there is a naturally supported north-south route that runs through the Park that can be created as an information rich corridor from which all destinations are signed and to which all journeys are signed.

The route established, the Queen Elizabeth Way, is wide, well lit route that connects to within 100 metres of every key destination within the Park.

A short section of Queen Elizabeth Way is not lit, although alternative routing is provided and can be supported during the hours of darkness, if street lighting cannot be extended.

Park Routes

Park Routes has been developed to connect:

- the destinations within the Park to the Legible London network
- the destinations within the Park to the adjacent transport nodes
- the key destinations in the Park to each other
- the key destinations with the major information points (wanderwalls) within the Park

The key destinations within the Park have been identified:

- 1 Lee Valley Hockey and Tennis Centre
- 2 Lee Valley VeloPark
- 3 North Park Hub
- 4 North Park Playground
- 5 Copper Box
- 6 Stadium
- 7 Aquatics Centre
- 8 South Park Hub
- 9 ArcelorMittal Orbit
- 10 South Plaza
- 11 North Park
- 12 iCity

Canal & River Routes

The canal and waterways route network are specifically designed to connect the low level canal and riverside walks.

The routes are used more for leisure walks and cycle rides and connect to strategic walking and cycle routes:

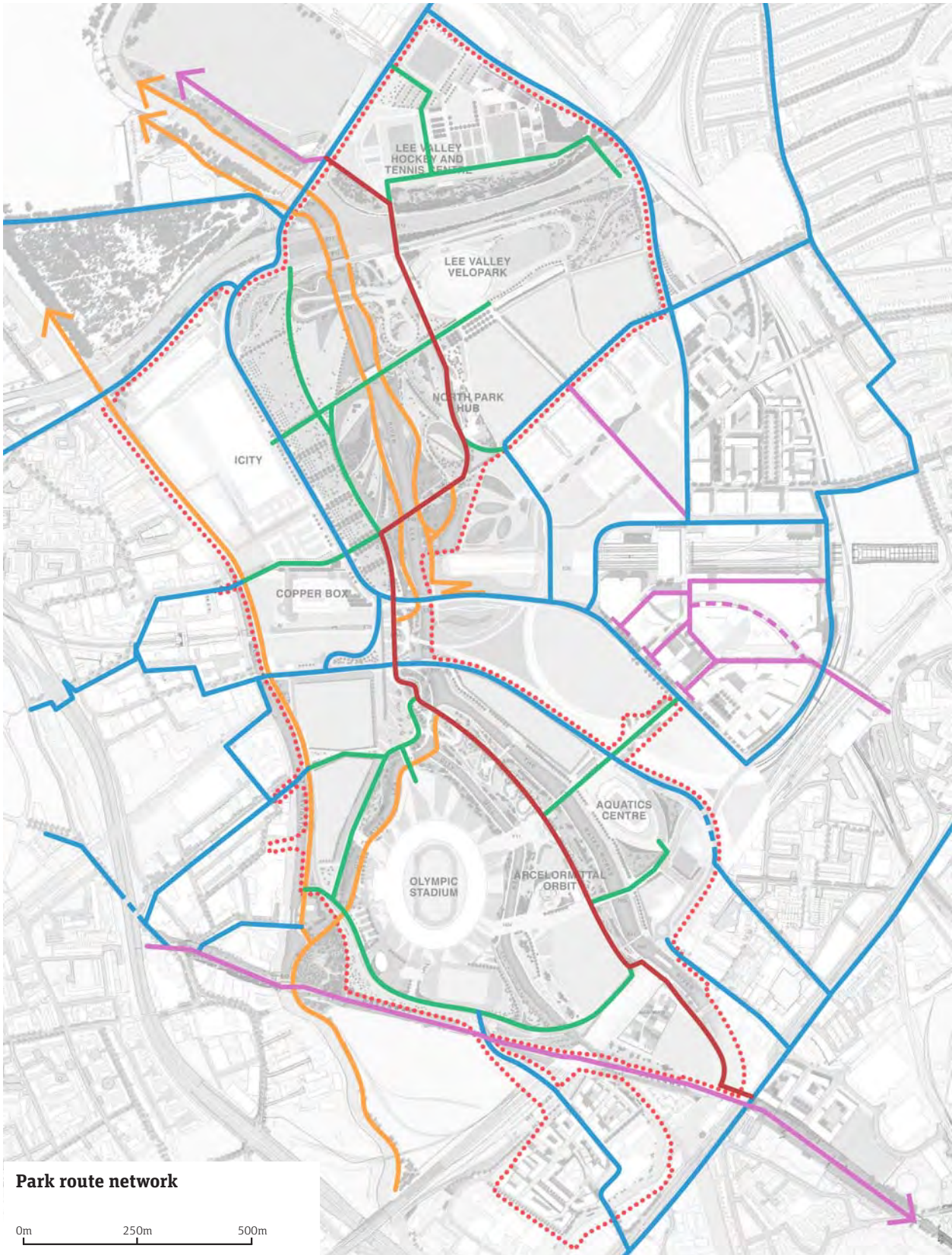
- Lea Valley Walk
- Capital Ring
- Greenway

Journeys along these routes are generally more linear in nature than elsewhere and supported by route confirmation and onward journey status, with integration at key points where the system connects back with the Park network.

CRT has set a precedent by installing Legible London on its routes and paths.

Key

-  Legible London route network
-  QEOP route network
-  Queen Elizabeth Way
-  Canal/Waterway route network
-  Third party route network

















Sign location plan

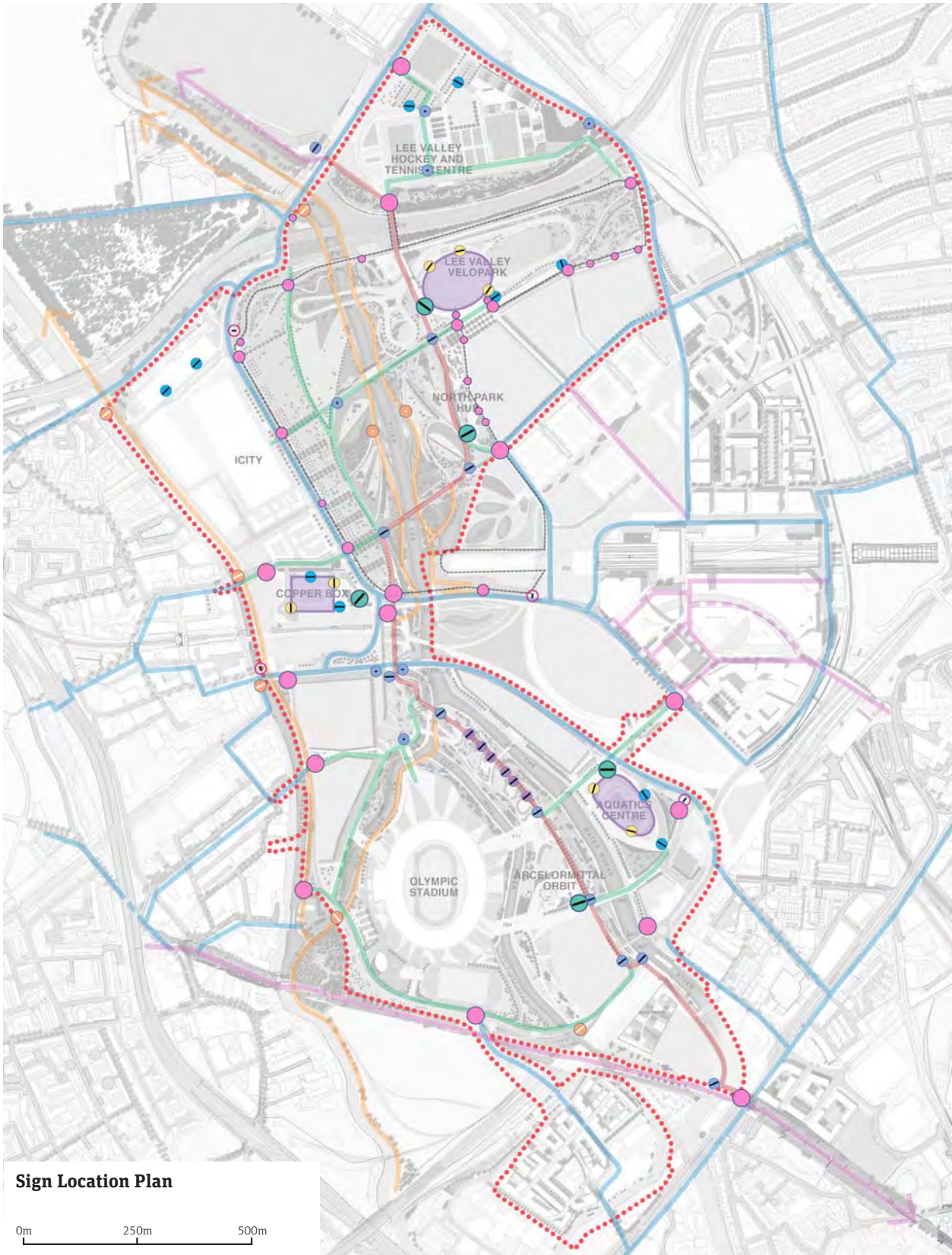
The route hierarchy, defines the key routes where movements is anticipated and prioritised.

The junction of these routes are the prime locations where information is required to support visitor journeys.

The full sign location plan is show right, with the detail for each sign type and their locations shown over the following pages.

Key

-  Legible London route network
-  QEOP route network
-  Queen Elizabeth Way
-  Canal/Waterway route network
-  Third party route network
-  Gateway Markers
-  Vehicular gateway marker
-  Wander wall
-  Car park arrival point
-  Route marker
-  Nudge
-  Canal route marker
-  Canal nudge
-  Place marker
-  Venue marker

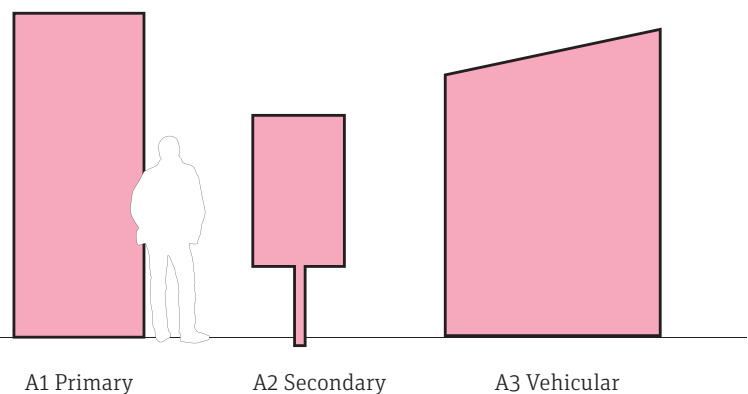


As described in Section 2, the Park has many different, often contrasting characteristics and it may not be immediately obvious if a visitor is in the Park or not.

Marking the boundary of the Park will provide a sense of welcome and orientation, give people a feel for the kind of park they are entering and help support public art measures.

Three different types of markers have been included: primary, secondary and vehicular. Although for the purposes of the sign location plan opposite A1 and A2 signs have not been differentiated.

Gateway markers will also be used at the gated entrances to the fenced north park, if the fence proposal is adopted, and would include information such as the hours of opening.



The maximum dimensions (width x height x depth) of these signs will be as follows.

- A1 – 800mm x 3000mm x 250mm
- A2 – 800mm x 1800mm x 250mm
- A3 – 1000mm x 1800mm x 250mm

A1 Primary gateway markers

Used to mark the major entrances. They can be used in conjunction with public art and can combine different sign types such as mapping information. They can also have variations appropriate for co-located signage where another stakeholder may need to be identified.

A2 Secondary gateway markers

Used to mark local entrances or areas where space is a premium. These gateways are important entrances for local communities.

A3 Vehicular gateway markers

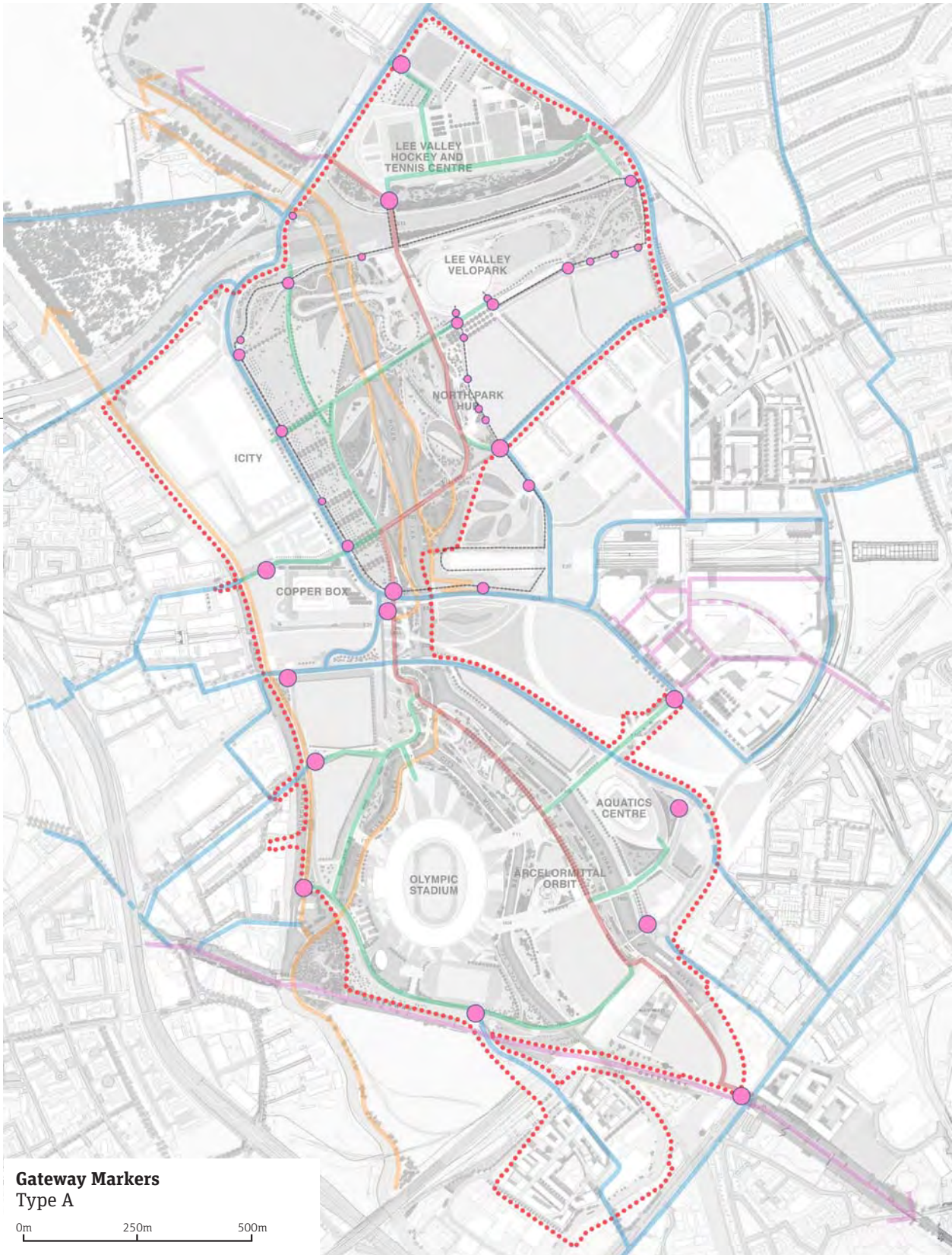
Used to mark the major and minor vehicular entrances to the Park. Although the signage must be visible and appropriate for a car driving along Waterden Road/ First Avenue and White Post Lane/ Carpenters Road, they should not be considered highway signage.

The designs of the gateways could be adapted for each location to reflect the character of the area in which they sit and the communities they serve.

Gateways could be used to show different information on both sides, with mapping and the Park and gate name on the entry side, and onward directional information on the exit side, which would connect with destinations outside the Park and Legible London.

Key

- Legible London route network
- QEOP route network
- Queen Elizabeth Way
- Canal/Waterway route network
- Third party route network
- Gateway Markers
- Vehicular gateway marker



Gateway Markers
Type A

0m 250m 500m

Wander walls are located at the key intersection of the main routes into the Park and the major venues on the edge of the core zone.

Wander walls would be a notice board for the Park and the communities it serves. They would provide a daily “what’s on” at the venues, information about future events, and could provide information about events outside the Park in the adjacent communities.

The opportunity of wander walls will be defined by the technology used. Digital wander walls could provide real-time information and scrolling updates, and could be considered part of the website content management.

Digital signage could also allow large scale wayfinding information to support event management.

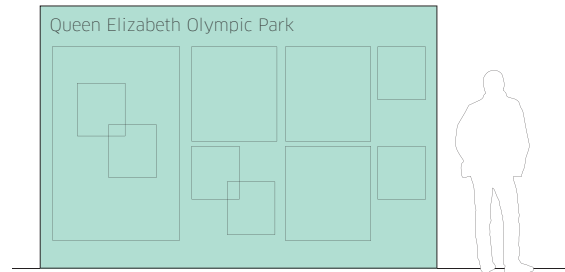
Non-digital wander walls would fulfil the same function but be updated manually.

It is intended that wander walls be sited in five locations:

- Stadium/ ArcelorMittal Orbit/ South Park hub
- Aquatics Centre
- Copper Box
- Velodrome
- North Park hub

The designs of the wander walls could be adapted for each location with different sizes and possibly technologies to reflect the character of the area of the Park in which they sit and the communities they serve.

Wander walls could also be co-located with major decision points providing mapping and directional information.

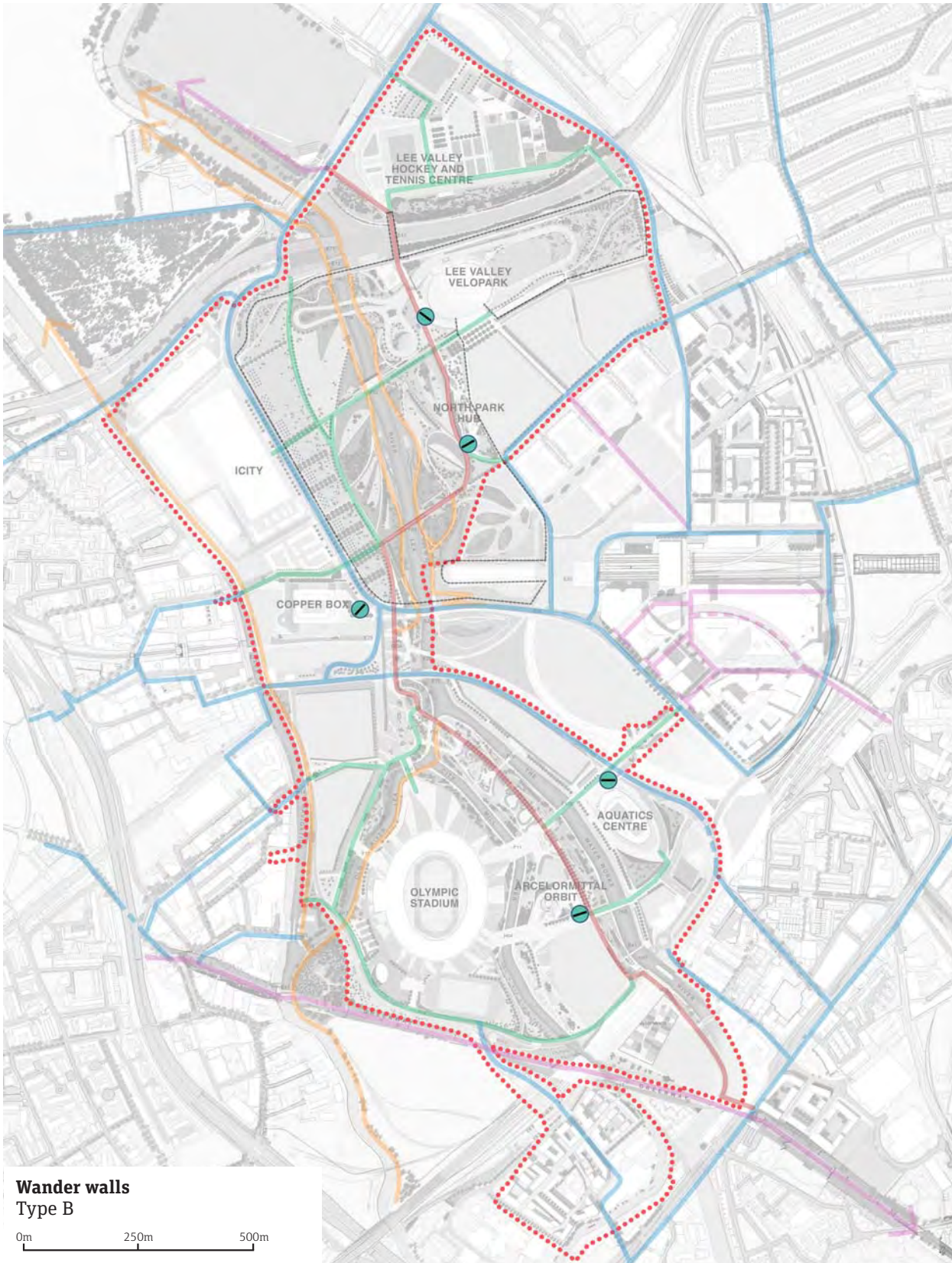


The maximum dimensions (width x height x depth) of a wander wall will be as follows.

5000mm x 3000mm x 500mm

Key

- Legible London route network
- QEOP route network
- Queen Elizabeth Way
- Canal/Waterway route network
- Third party route network
- Wander wall



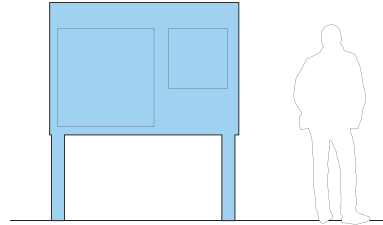
Located at the pedestrian exits from car parks, the function of car park arrival signs is to support people who have arrived by car and are continuing their journey into the Park.

They would provide an overview of the Park with site specific information regarding the venue that the car park serves.

They would be located at the following car parks:

- MSCP (iCity)
- VeloPark
- Eton Manor
- Aquatics Centre
- Copper Box

The VeloPark, Eton Manor, Aquatics Centre and Copper Box car park arrival signs could include information regarding events at VeloPark, Eton Manor, Aquatics Centre and Copper Box respectively.

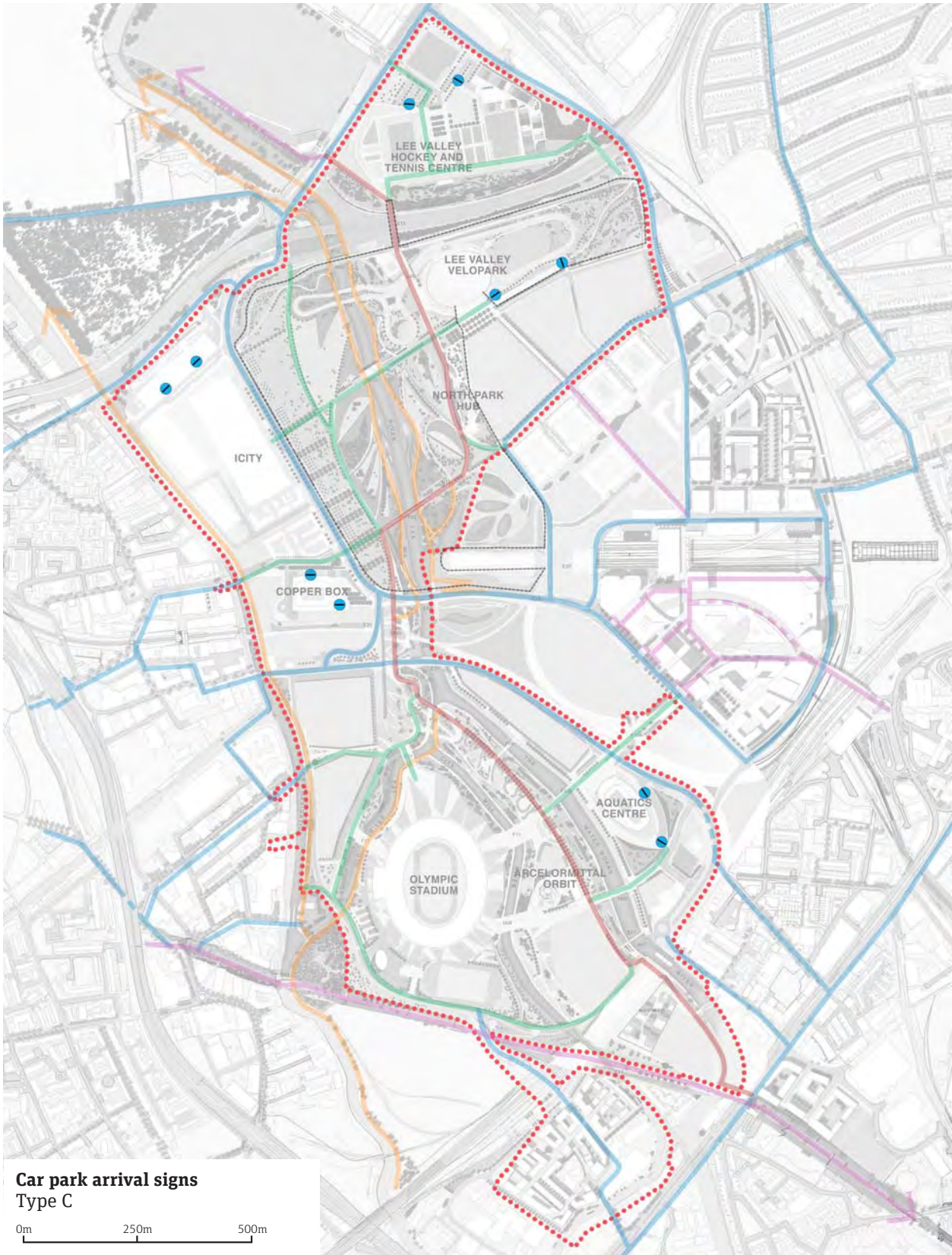


The maximum dimensions (width x height x depth) of a car park arrival sign will be as follows.

1500mm x 2000mm x 250mm

Key

- Legible London route network
- QEOP route network
- Queen Elizabeth Way
- Canal/Waterway route network
- Third party route network
- Car park arrival signs



Car park arrival signs
Type C

0m 250m 500m

Two navigation sign types support journeys around the Park and are located based on the principle of using Queen Elizabeth Way as the key north-south corridor for information.

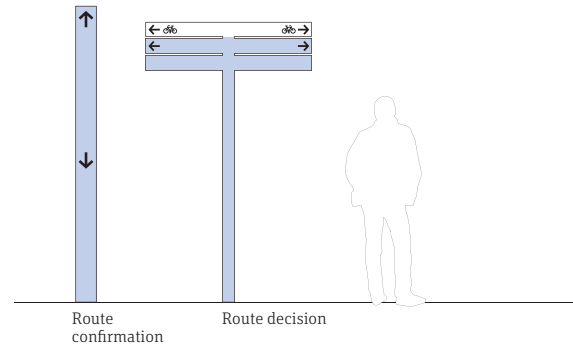
Route confirmation

Used only along the QEW to help simplify visitors' understanding of routing between the key destinations in the Park.

Route decision point (nudge point)

Located on routes to "nudge" people in the right direction where there are route choices. Uses progressive disclosure by signing to QEW, from where, any destination can be reached.

These would be a map-based sign linking to all destinations and gates and provide a single view of the Park, with "You Are Here" moving depending on location.



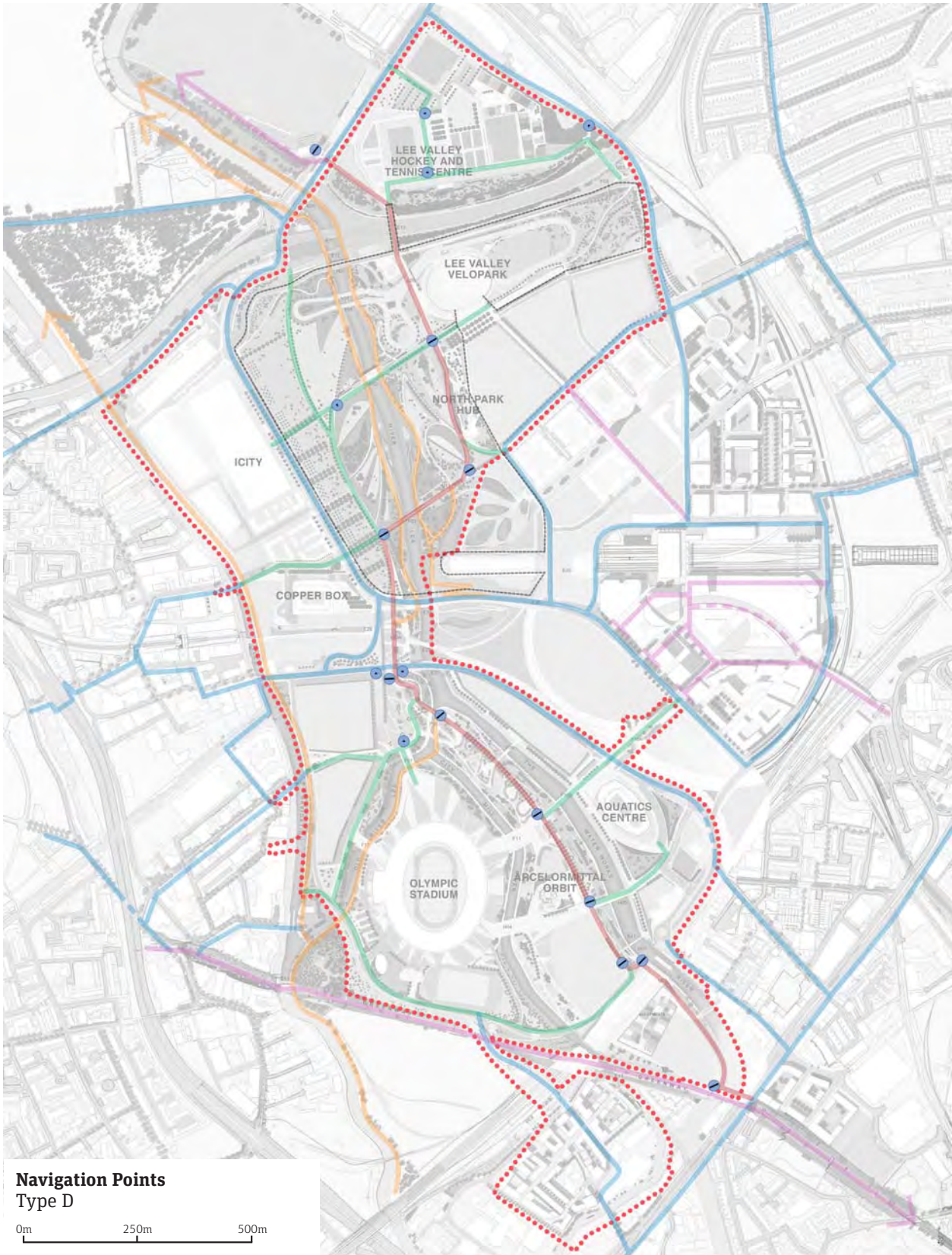
The maximum dimensions (width x height x depth) of these signs will be as follows.

Route confirmation – 450mm x 3000mm x 250mm

Route decision point (nudge point)– 250mm x 2100mm x 250mm

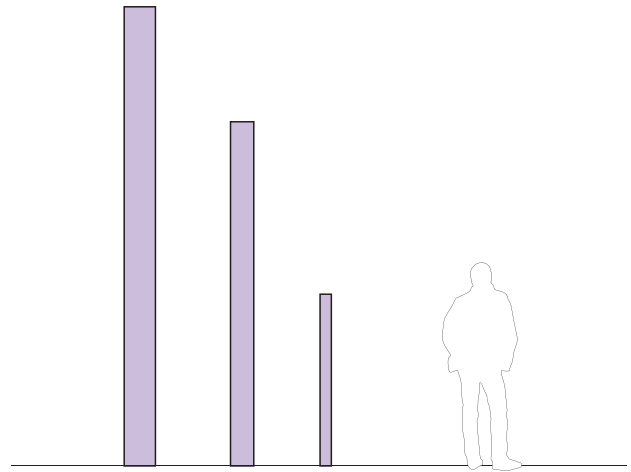
Key

- Legible London route network
- QEOP route network
- Queen Elizabeth Way
- Canal/Waterway route network
- Third party route network
- Route marker
- Nudge



Place markers mark a building, venue, “room” or named space.

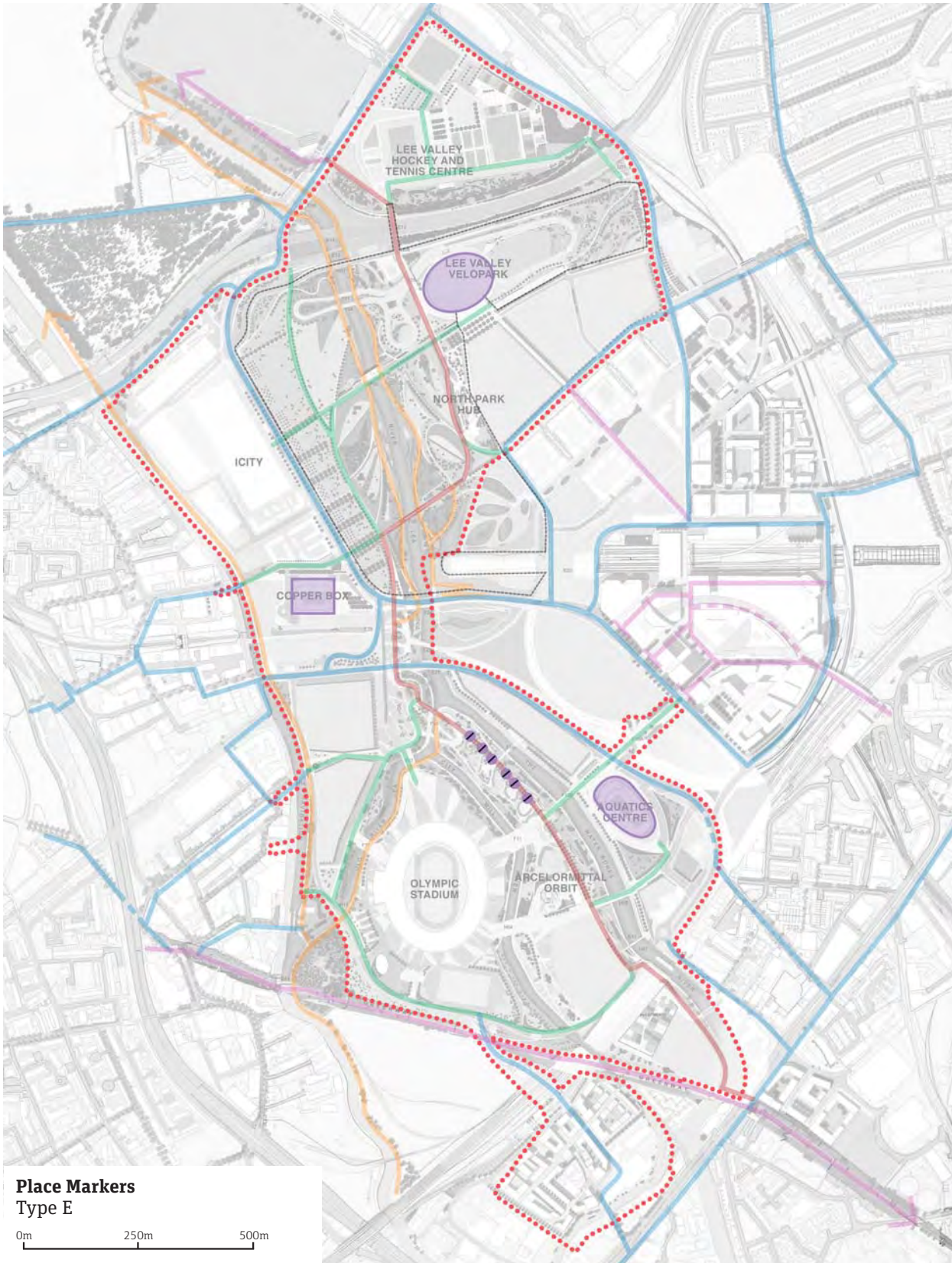
Their scale and design would be dependent on site specific factors, but could be large building mounted, to recessed floor mounted.



The maximum dimensions of these signs will be confirmed as these could be bespoke for each location.

Key

- Legible London route network
- QEOP route network
- Queen Elizabeth Way
- Canal/Waterway route network
- Third party route network
- Place marker



Place Markers
Type E

0m 250m 500m

These signs are located alongside the canals and rivers and connect the London-wide strategic walking and cycling network to the Park.

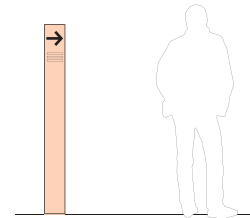
They are used to support the former Olympic Walking and Cycling Route network, namely:

- Lee Valley Walk
- Capital Ring
- Jubilee Greenway

Although they have a linear route focus, to support the strategic route, they must also support destinations in the Park and surrounding communities.

They would use a strategic scale map to allow long distance route planning for the strategic route, but balanced to show the local area.

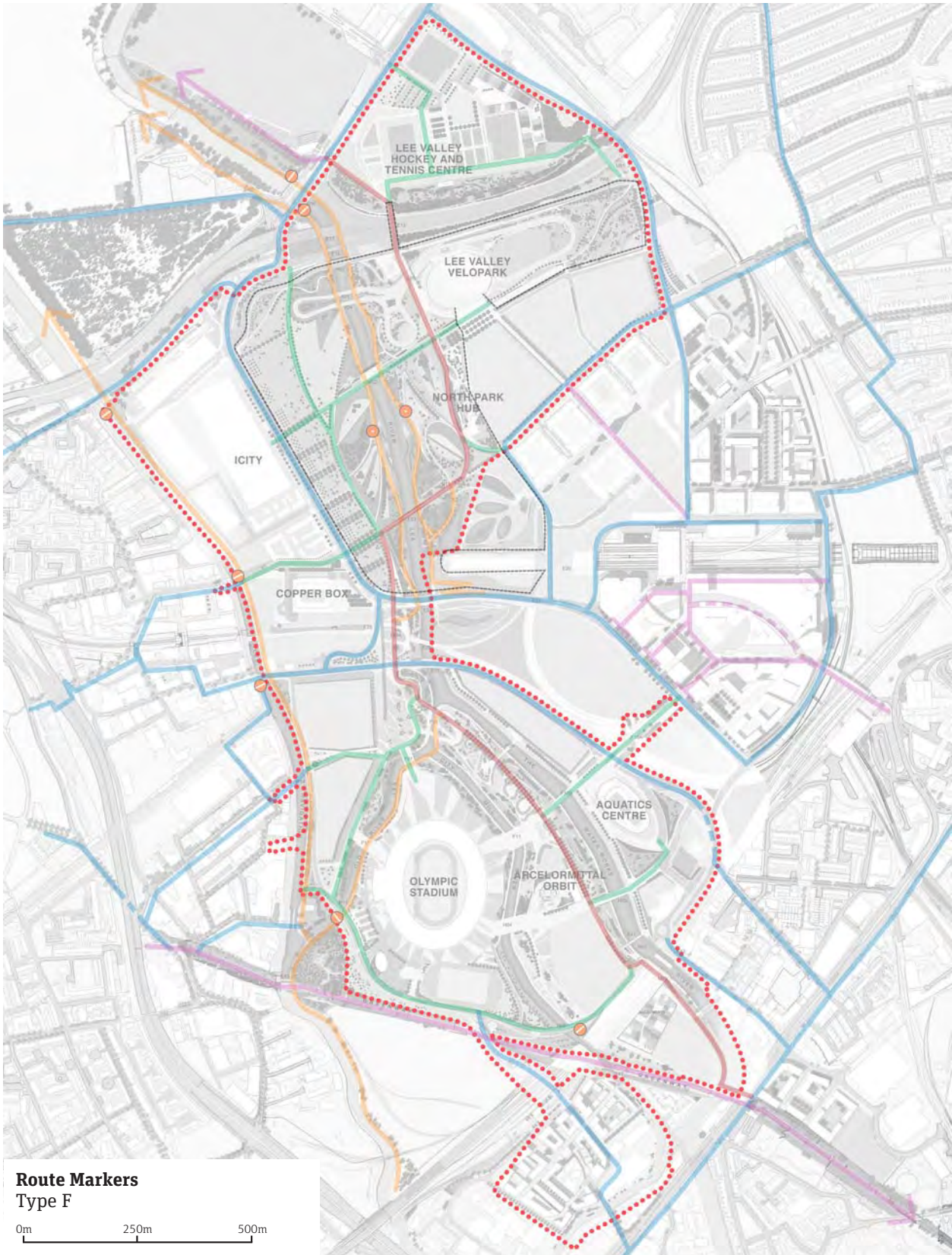
A canal nudge marker would be used to mark events spaces by the River Lea and direct people back towards Queen Elizabeth Way.



The maximum dimensions (width x height x depth) of route markers will be as follows.
450mm x 3000mm x 250mm

Key

- Legible London route network
- QEOP route network
- Queen Elizabeth Way
- Canal/Waterway route network
- Third party route network
- Canal route marker
- Canal nudge



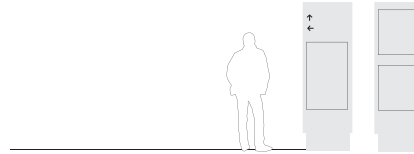
Route Markers
Type F

0m 250m 500m

Located on the apron of the major events venues with map-based information about location of entry gates.

The reverse of the sign can be used to provide Park overview information for those exiting the venue.

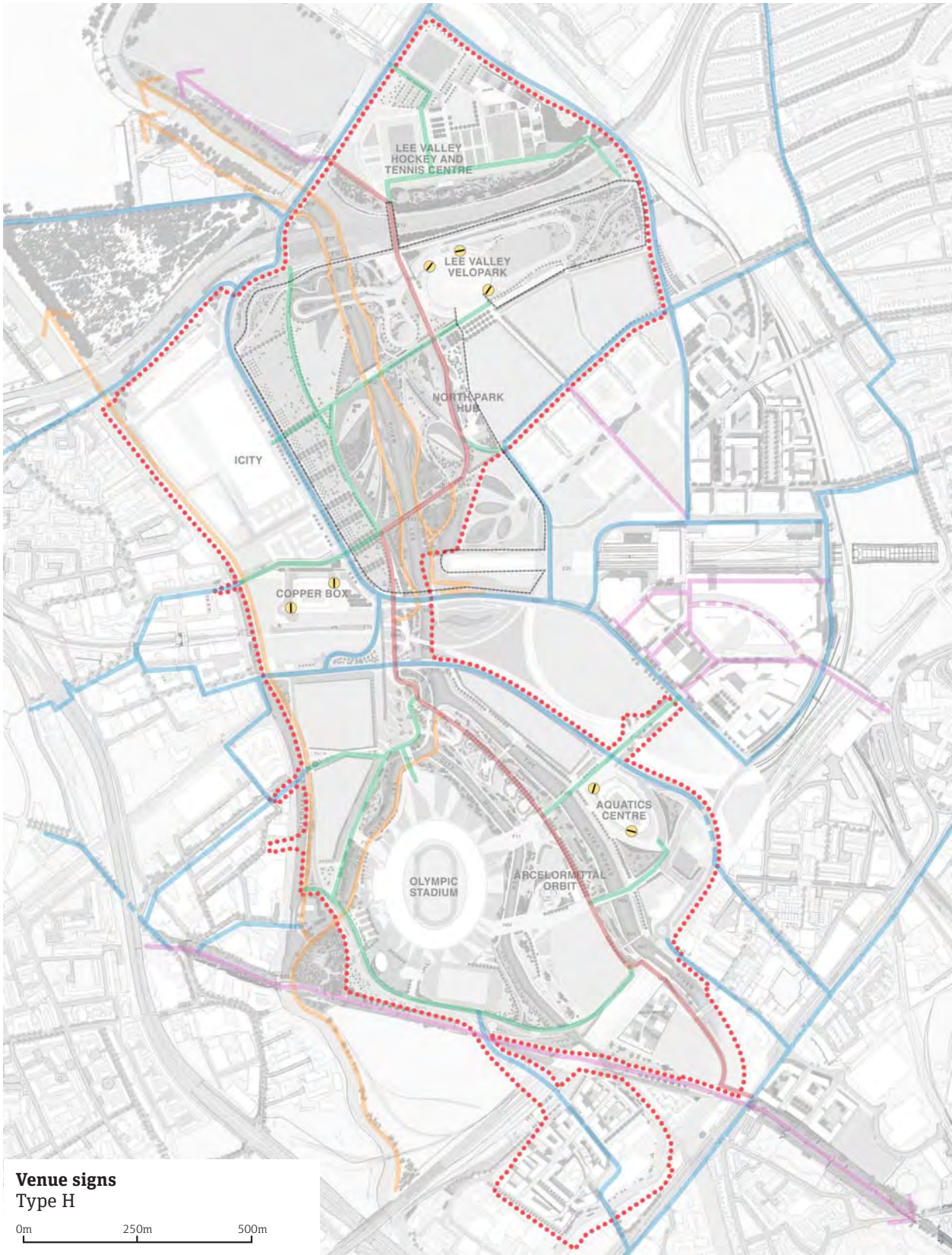
Venue signs will be needed to support entry and exit movements to the Stadium, however, no signs are shown on Stadium Island as this area is out of scope.



The maximum dimensions (width x height x depth) of venue signs will be as follows.
800mm x 3000mm x 250mm

Key

- Legible London route network
- QEOP route network
- Queen Elizabeth Way
- Canal/Waterway route network
- Third party route network
- ⦿ Venue marker



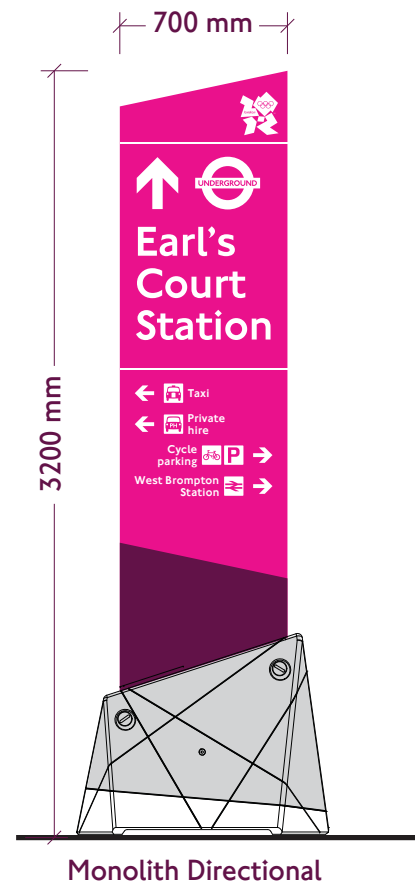
The Park will host many events during the course of the year and demand and movement at these events must be managed through a variety of communications.

For major events, where TfL cooperation, marshalling or integrated temporary wayfinding system is required, the temporary signage system successfully used at the Olympics and Paralympics, which TfL presently plan to continue using as the identity of their event signage, should be extended in the Park.

There are a number of advantages for doing so:

- 1 The TfL system can be used extensively across the public transport network and will therefore be recognisable to visitors.
- 2 The continuation of a single look and feel from public transport nodes will help navigation and crowd control.
- 3 The system has proved successful in the Olympic Park.

The TfL system will also be compatible with the wander wall digital system, where real-time and large format information can be used as part of the temporary event tool-kit.



From top:
 Ticketing should provide information regarding the most appropriate journey choices for events.
 Marshalling will remain a key factor in crowd control and movements on event days.
 The temporary Olympic Signage system which was used by TfL, can be adopted for use in the Park. Signs can be moved to where needed and are easily updated using vinyl overlays.

For minor events, where TfL cooperation, marshalling and integrated temporary wayfinding systems are not required, the existing wayfinding system will enable all journeys to be made for temporary events. The system will work as follows:

Digital information at the arrival points

Each major arrival point to the core area of the Park has a real-time, digital component which will provide up the minute information for all events. The arrival points will form part of the core navigation system which will direct people to all event venues within the park.

The advantage of a digital system is that it can respond to the precise naming of events which organisers might use, which may not directly relate to venue names. Where discrepancies occur or events are staged in areas of the Park which are not easily recognised, the “follow” system would be used, i.e. for “Hackney Taekwondo Gala follow signs for Copper Box”.

Core navigation through the Park

The arrival points and all major venues within the Park are connected via the Queen Elizabeth Way – the main arterial or processional walking route through the Park. The Stadium, Aquatics Centre, ArcelorMittal Orbit Events Plaza, South Plaza Rooms, Copper Box, North and South Park Hubs, iCity, Lee Valley VeloPark and Eton Manor are connected and would be signed from Queen Elizabeth Way.

Legible London has been implemented up to the front door of the Park in areas such as Hackney Wick and more remotely in other areas including Leyton. The fringe route network developed as part of the 2010 Wayfinding Strategy has been extended and updated as part of this strategy.

Within the updated strategy there are a few gaps in the fringe which need to be filled to complete the network.

The principle adopted in this strategy takes Legible London one step further and continues to and through the Park to connect local communities east and west, north and south. Legible London would be used on the two main vehicular routes – Waterden Road/Westfield Avenue and Carpenters Road/ White Post Lane.

How Legible London can be extended in the fringe is shown opposite. The route network, sign placement and sign typology have been developed in line with Legible London principles and take into account changes to the road layout and the development of the route network within the Park.

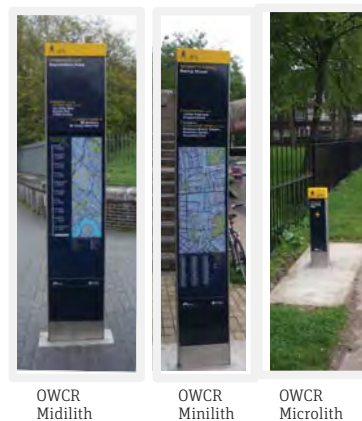
The London Boroughs of Hackney, Tower Hamlets, Newham and Waltham Forest, supported by TfL, are responsible for implementing Legible London in the Park fringe. The implementation of this aspect of the system is presently being discussed between LLDC, TfL and the Boroughs.

Wayfinding on the Greenway will require content updates in order to integrate with the Park and ensure routing is supported.

Core Legible London products



Walking and cycling route products

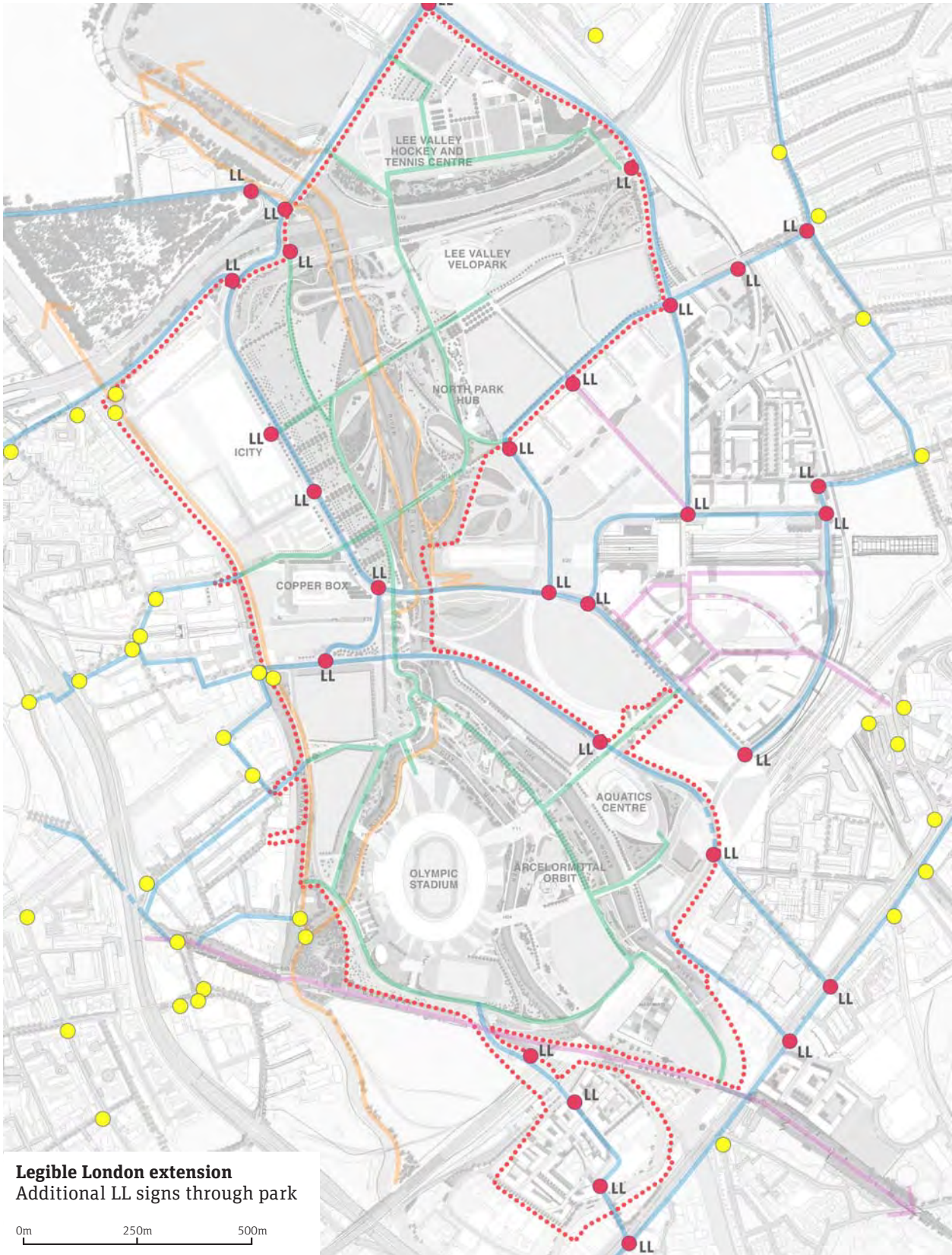


Above: Sign typology for Legible London.

The sign typology for the Legible London extension as shown on the opposite page, will be subject to a detailed assessment and placement strategy.

Key

- Legible London route network
- QEOP route network
- Canal/Waterway route network
- Third party route network
- Existing Legible London
- Proposed Legible London



Legible London extension
Additional LL signs through park

0m 250m 500m

Tier 3 represents the outer tier of the strategy, beyond the fringe. Wayfinding in this zone must both raise awareness of the Park and show visitors where it is and how to get to it.

This strategy therefore addresses tier 3 in two ways:

- 1 Raising awareness of the Park through different media
- 2 Getting to the Park environs via different modes

Visitors will be able access the Park by car, rail, bus, cycle and on foot. The name Queen Elizabeth Olympic Park can and should extend beyond its physical boundary through a coordinated signage, wayfinding.

Awareness

A welcome to the Park should extend beyond the boundary and connect to the Capital. The Park is a major addition to London's tourist offer and should be highlighted as part of a wider Legible London sign family. Presently there is no provision for a London-wide map highlighting the visitor offer across the Capital, however it should be considered for key locations, such as the West End, where a consolidated London offer could include the Park.

Access by car

The Park would benefit from appearing on highway signage on the strategic and local road networks. This should be the subject of a more detailed strategy. It may be possible to use signage sparingly in order to circumvent costs and lengthy statutory consultation periods, by placing a small number of signs strategically which use "For Queen Elizabeth Olympic Park follow [PLACE]".

This would need to be discussed with the TfL as the strategic road network in London forms part of the TLRN.

Access by rail

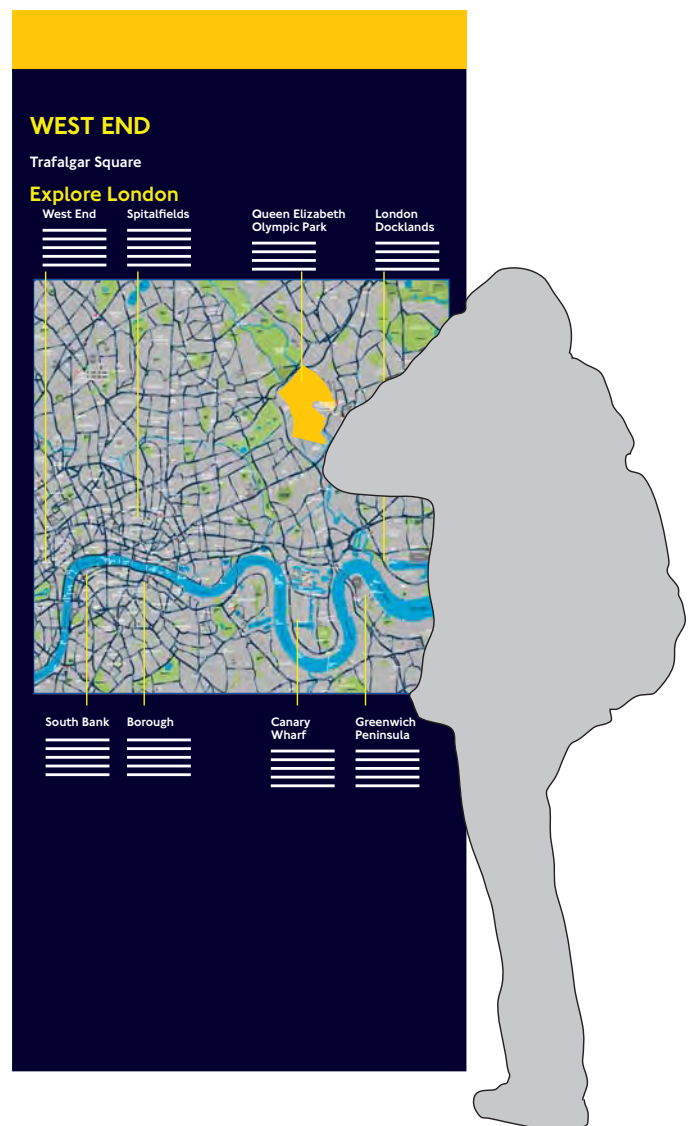
The strategy for rail modes is to support the Stratford Stations as the main entrance for regional, national and international journeys.

Hackney Wick and Pudding Mill Lane provide better access to the west and south, respectively,

and are supported as alternative entrances where and when appropriate. The method of supporting the appropriate rail station should be through marketing for the Park and events at the Park and through station name subtitles.

Access by bus

Buses will provide access to the heart of the Park along Carpenters Road and Waterden Road, and to Stratford City and Stratford Town Centre bus stations. Onward journey information from the bus stations would support walking to the Park.



This purpose of this strategy is to develop a wayfinding system that will stand the test of time and can adapt to the changing environment through the transformation and beyond.

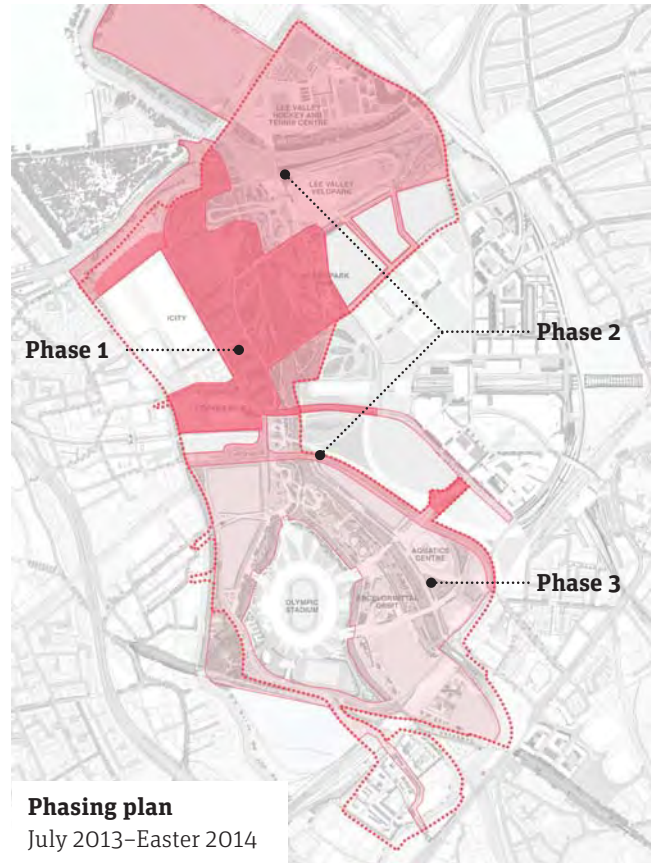
The Park will undergo many physical changes in the next 15–20 years, and the wayfinding system must be flexible to respond to those changes.

There are three phases of transformation:

- Phase 1 opening is scheduled to be July 2013;
- Phase 2 opening is December 2013 ;
- Phase 3 opening Easter 2014.

In addition to ensuring that wayfinding signage can be understood and is joined-up, during each of these phases it will be important to make people aware of what is happening behind hoardings and what changes are being planned.

Making temporary use of the hoardings and the sites themselves to increase activity, awareness and mitigate the generally negative impression given by sites under construction, will greatly benefit peoples experience within the Park and navigation through it.



The phased opening of the Park is a potential source of confusion for visitors it will not be immediately apparent as to what is on offer.

The route hierarchy, sign typology and placement has been developed for Easter 2014, and then evaluated to understand how it needs to change for the two interim phases July 2013 and December 2013. By taking this approach, it is possible to minimise the reconfiguring of signage for each phase thereby saving abortive costs and increasing predictability as people become familiar with sign placement.

The approach taken in this strategy is to develop a wayfinding system that identifies fixed, permanent locations of each sign and uses temporary information overlay where needed to provide updated information.

The nature of the temporary information will be developed during the detailed design phase.
















Phase 1

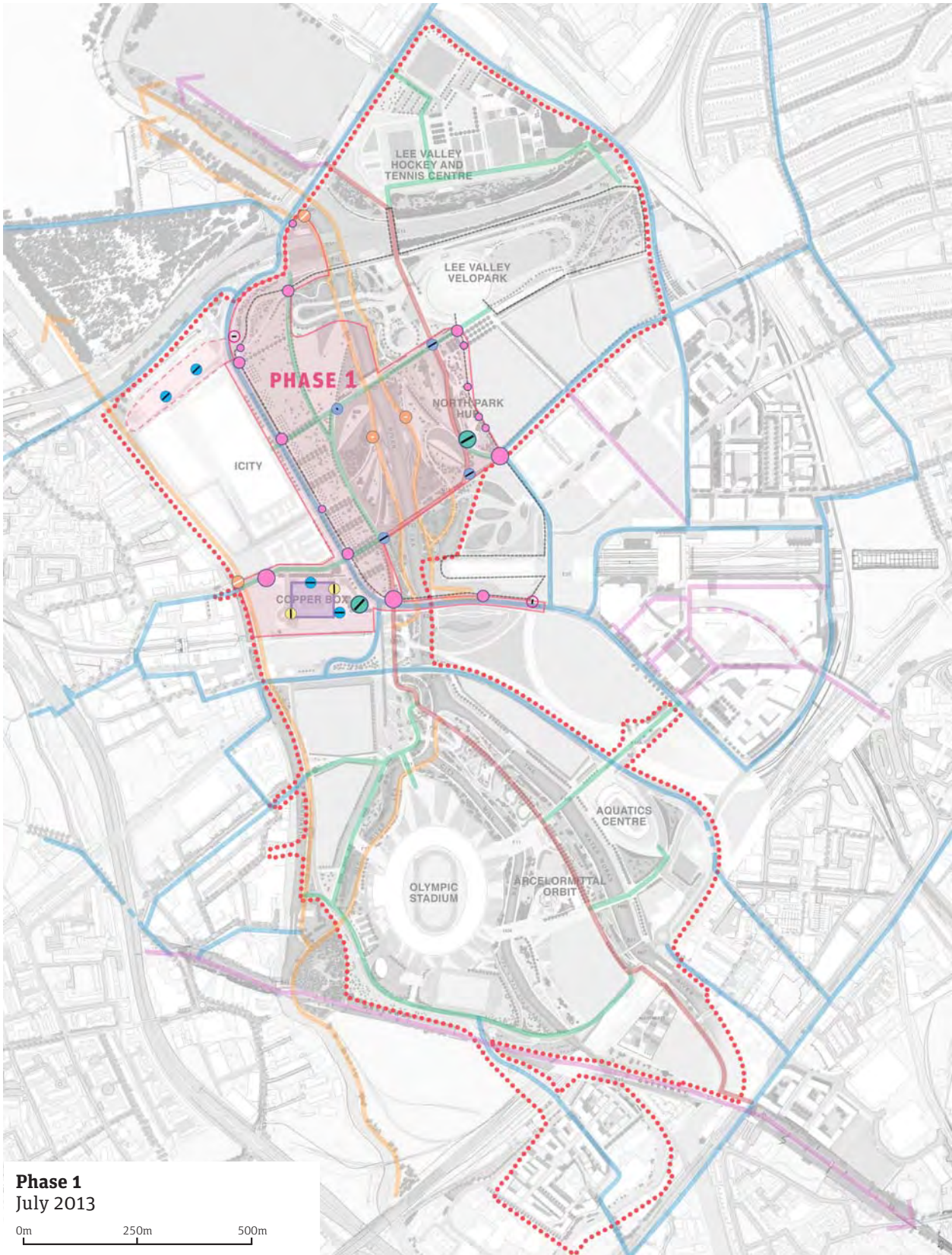
Phase 1 signage will provide gateways around the north park, wander walls at the Copper Box and North Park Hub, the northern section of the Queen Elizabeth Way with supporting signage and car park arrival signs at the MSCP.

During this phase, much of the north park and the whole of the south park will be bounded by hoardings, which can play an important role in two ways:

- 1 Directing people to the open entrances using large scale environmental graphics. This could be combined with messaging describing the Park as open.
- 2 Park maps. These could be located at key points around the perimeter of the Park related to the strategic and local gateways and areas of the Park that are open, and the opening dates for those areas of the Park still closed.

Key

-  Legible London route network
-  QEOP route network
-  Queen Elizabeth Way
-  Canal/Waterway route network
-  Third party route network
-  Gateway Markers
-  Vehicular gateway marker
-  Wander wall
-  Car park arrival point
-  Route marker
-  Nudge
-  Canal route marker
-  Canal nudge
-  Place marker
-  Venue marker



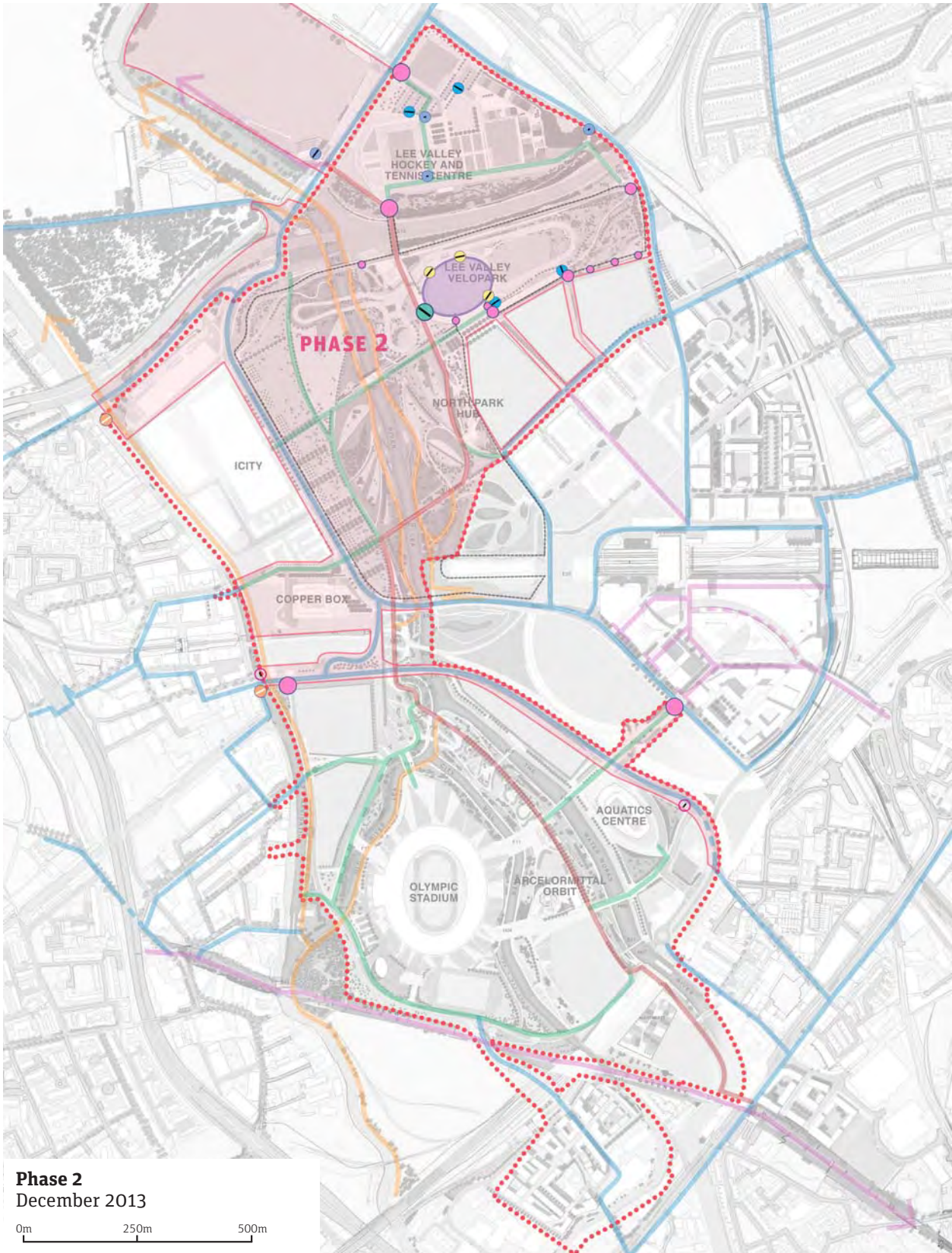
Phase 2

Phase 2 signage will provide additional gateways around Eton Manor and the north park, an additional wander wall at the Velodrome, and car park arrival signs at the Lee Valley VeloPark and Eton Manor car parks.

During this phase, the south park will still be bounded by hoardings, the use of which to help wayfinding, is described in Phase 1.

Key
















-  Legible London route network
-  QEOP route network
-  Queen Elizabeth Way
-  Canal/Waterway route network
-  Third party route network
-  Gateway Markers
-  Vehicular gateway marker
-  Wander wall
-  Car park arrival point
-  Route marker
-  Nudge
-  Canal route marker
-  Canal nudge
-  Place marker
-  Venue marker

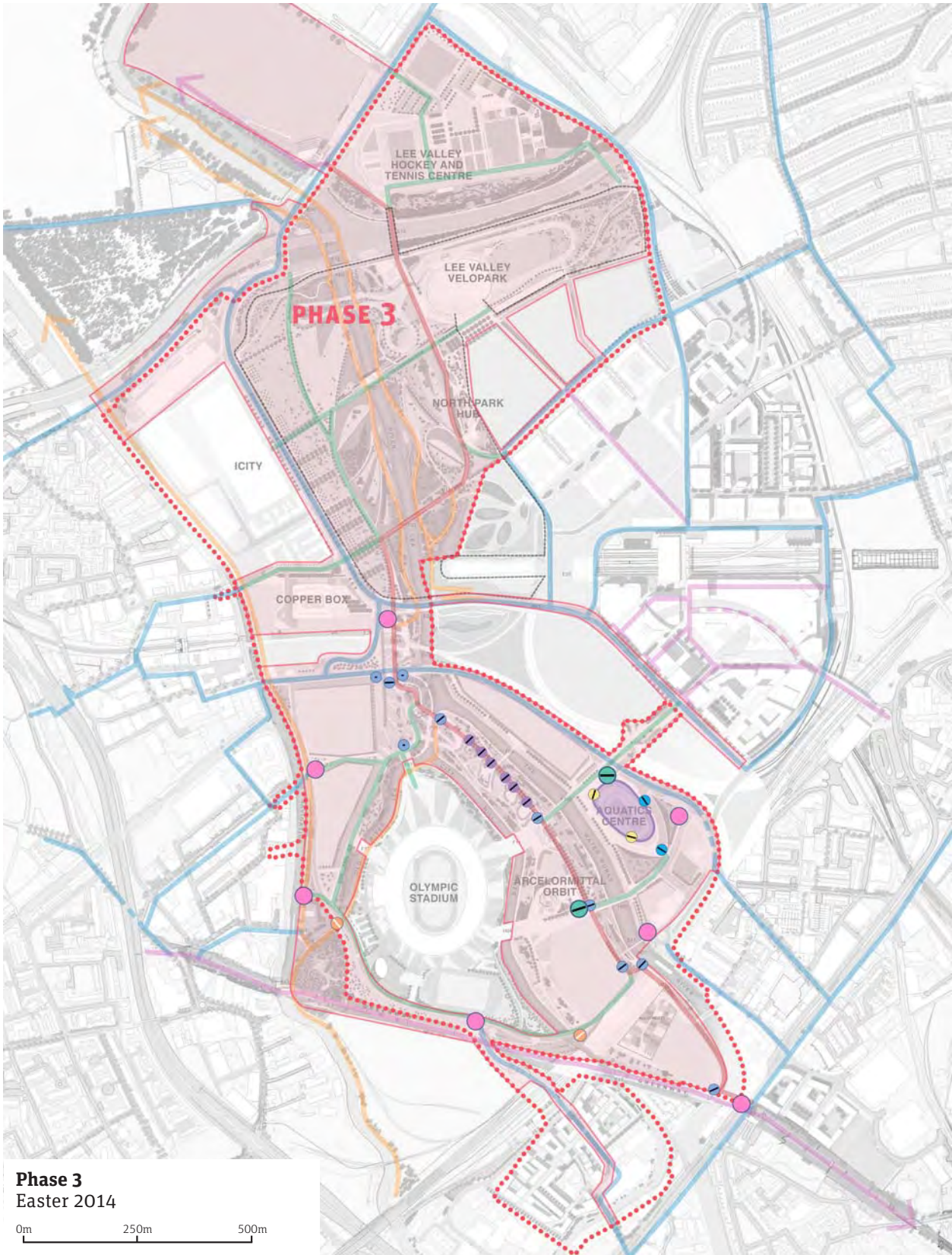


Phase 3

Phase 3 signage will see the completion of the Park signage up to Stadium Island, which will remain closed until completion of the Stadium.

Key

-  Legible London route network
-  QEOP route network
-  Queen Elizabeth Way
-  Canal/Waterway route network
-  Third party route network
-  Gateway Markers
-  Vehicular gateway marker
-  Wander wall
-  Car park arrival point
-  Route marker
-  Nudge
-  Canal route marker
-  Canal nudge
-  Place marker
-  Venue marker



Wayfinding for development platforms

Over time the Park will become fully developed in line with the LCS.

As the development parcels are realised, they will add to the urban nature of the Park and will require wayfinding support. These development parcels shown on the opposite page, should use Legible London as the wayfinding system implemented on the periphery of the development blocks where required.

The size of the development platforms and the proposed land-uses, is conducive to this approach to wayfinding, because Legible London works best at the city scale and is used to support key movements between transport nodes, major attractions and local centres. Implemented at a finer grain, within the development platforms would lead to a proliferation of signage and clutter.

The use of Legible London in these areas would also meet a key objective of the Park development – to assist in integrating the Park and future development platforms into East London.

As the PDZs are developed, it will be important to update wayfinding information. Each PDZ will appear on a number of maps – on Park signs, on street signs and on public transport mapping – and updating this information will ensure that the public and visitors can find them. The developers should therefore, work with LLDC and TfL to ensure that the signs in their vicinity are updated once their developments are completed.

Park signage should not be used and bespoke wayfinding systems should be discouraged.

It is understood that East Village is developing a wayfinding strategy for its site. This wayfinding system should support movement between the Stratford stations and the Lee Valley VeloPark, and follow the design, content and placement principles of Legible London as much as possible. It will be a key link in the arrival of many visitors to the Park and as such should not require people to “learn” a third wayfinding system.

The development parcels should also be developed sympathetically to support the natural and architectural wayfinding.

Signs should be located where they are clearly visible and footways where signs are intended should be of sufficient width to allow minimum clear paths for pedestrians to pass and dwell at signs. Legible London has clear planning guidance for where signs should be located set out in their design standards which should be followed on Legible London routes.

Landscaping should encourage safe crossing points, and reinforce the route network and agreed placement strategy for Legible London adjacent to each PDZ.

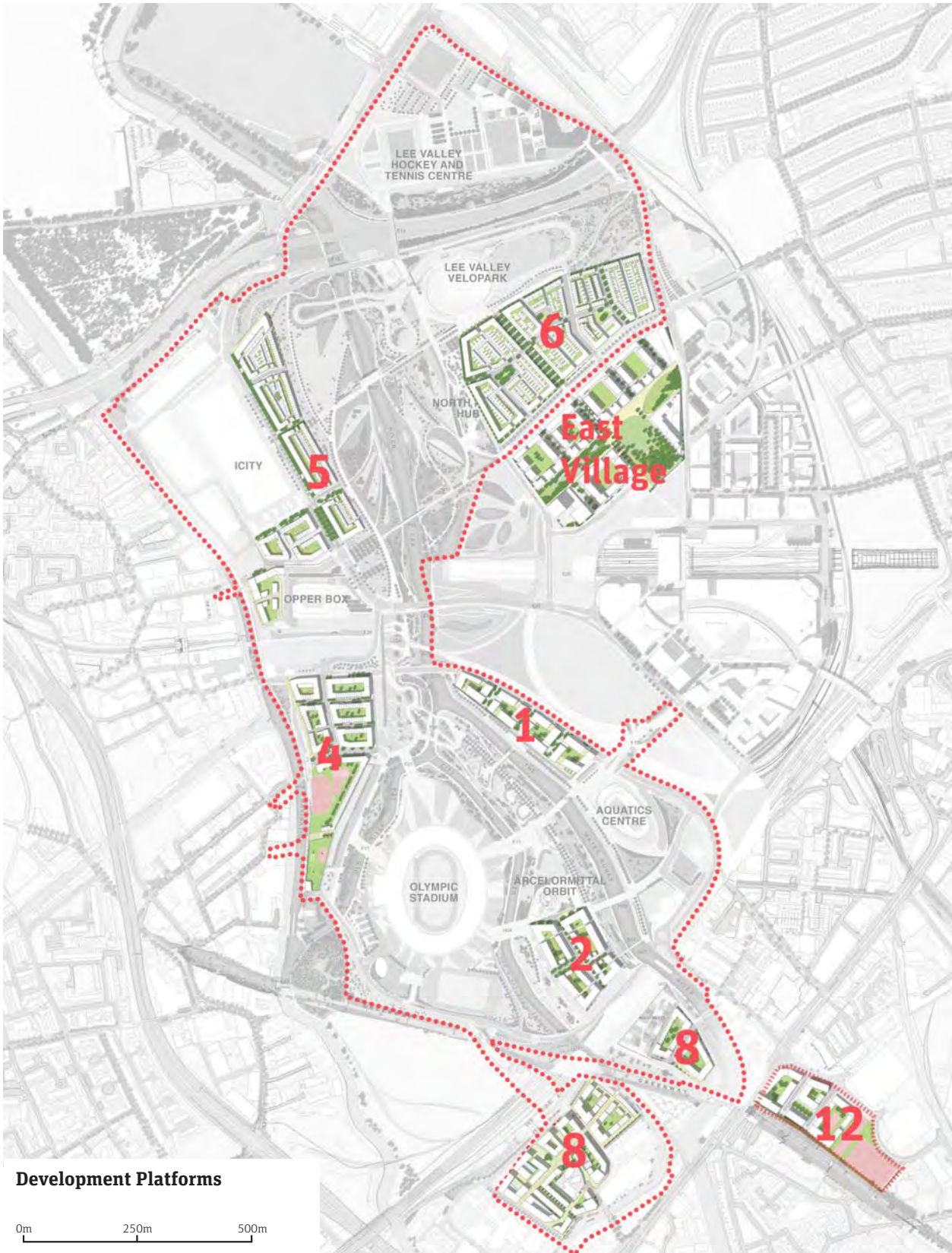
Another signage component where common standards should be used is for street nameplates. A consistent and uniform design and location strategy will help people identify street names quickly and help reinforce a sense of place. The design standards for street nameplates will be submitted separately, once approved.

During the construction phases for the PDZs, consideration must be given to wayfinding at all times, with sightlines kept clear, and where hoardings create a barrier to movement, the hoardings should include an element of wayfinding to help people navigate these areas and understand their routing options.

Wayfinding should be located prominently on the hoardings and be consistent in terms of design and content with Legible London.

Key

PDZ reference numbers shown



Development Platforms

5.0

Next Steps

On completion and agreement of this strategy, there will be a number of steps needed to ensure that the detailed development of wayfinding signage is integrated.

- 1** The design development is underway and will be completed during the first quarter of 2013. This process will continue with both internal and external stakeholders described in Section 1.
- 2** A key stakeholder will be TfL. The Park system is being developed as a part of the Legible London family. There must be continuing discussions with TfL regarding integration of Legible London, including mapping and data sharing across all organisations.
- 3** The extension of Legible London to and through the Park will require a separate commission and must be developed in conjunction with this strategy.
- 4** Discussions are required with other key stakeholders, regarding integration with East Village, Westfield Stratford City, Lee Valley Regional park Authority and the Canal & River Trust
- 5** Discussions within LLDC will be required to determine the nature and scope of changes to landscaping as set out in this strategy, to support wayfinding.
- 6** The limited implementation of the system, as shown on page 102-103, is presently scheduled for the opening of phase 1, in July 2013, with phase 2 implementation late 2013, shown on page 104-105, and a completed system implemented by Easter 2014. These dates are subject to change.
- 7** Legible London system will require updating throughout the lifetime of this strategy and up to the full implementation of the LCS.

Appendix A

Permission Reference: 11/90322/VARODA**Permission name: PPR PGT slot in****Condition number: PGT.83****Condition wording:**

Before 30 December 2011, a Wayfinding Strategy shall be submitted to the Local Planning Authority for approval. The Wayfinding Strategy shall have been prepared, in consultation with the Host Boroughs, Lee Valley Regional Park Authority, Transport for London, the Built Environment Access Panel and the ODA Access and Inclusion Forum. The Strategy shall have regard to the Inclusive Design Objectives of the Inclusive Access Strategy approved pursuant to Condition OD.O.12. It shall contain details of how it relates and integrates appropriately with the wayfinding proposals and strategy for the Stratford City development and the Greenway.

All measures contained within the approved Wayfinding Strategy and which are within the 07/90010/OUMODA application site shall be provided in accordance with the approved details prior to the re-opening of the Olympic Park to the general public after the close of the Games (unless alternative phasing has been agreed by the Local Planning Authority in writing) and retained thereafter unless other minor variations are agreed in writing by the Local Planning Authority.

Reason: To ensure a high level of legibility and access throughout the Park.

Permission Reference: 10/90344/FULODA**Permission name: Western Bridge Legacy****Condition number: WB.10****Condition wording:**

Before 30 December 2011, a Wayfinding Strategy shall be submitted to the Local Planning Authority for approval. The Wayfinding Strategy shall have been prepared, in consultation with the Host Boroughs, Lee Valley Regional Park Authority, Transport for London, the Built Environment Access Panel and the ODA Access and Inclusive Forum. The strategy shall have regard to the Inclusive Design Objectives of the

Inclusive Design Objectives and the Inclusive Access Strategy approved pursuant to Condition OD.O.12. It shall contain details of how it relates and integrates appropriately with the wayfinding proposals and strategy for the Stratford City Development and Greenway.

All measures contained within the approved Wayfinding Strategy and which are within the 07/90010/OUMODA application site shall be provided in accordance with the approved details prior to the re-opening of the Olympic Park to the general public after the close of the Games (unless alternative phasing has been agreed by the Local Planning Authority in writing) and retained thereafter unless other minor variations are agreed in writing by the Local Planning Authority.

Reason: To ensure a high level of legibility and access throughout the Park.

Permission Reference: 11/90702/FUMODA**Permission name: MUSV Slot in 2011****Condition number: HPGT.47****Condition wording:**

Before 1 October 2013, a Wayfinding Strategy shall be submitted to the Local Planning Authority for approval. The Wayfinding Strategy shall have been prepared, in consultation with the Host Boroughs, Lee Valley Regional Park Authority, Transport for London, the Built Environment Access Panel and the ODA Access and Inclusion Forum. The Strategy shall have regard to the Inclusive Design Objectives of the Inclusive Access Strategy approved pursuant to Condition OD.O.12.

It shall contain details of how it relates and integrates appropriately with the wayfinding proposals and strategy for the Stratford City Development and the Greenway. All measures contained within the approved Wayfinding Strategy and which are within the 11/90313/VARODA application site shall be provided in accordance with the approved details prior to the re-opening of the Olympic Park to the general public after the close of the Games (unless alternative phasing has been agreed by the Local Planning Authority in writing) and retained

thereafter unless minor variations are agreed in writing by the Local Planning Authority.

Reason: To ensure a high level of legibility and access throughout the Park.

Permission Reference: 11/90701/FUMODA

Permission name: Eton Manor Slot in 2011

Condition number: EMPGT.49

Condition wording:

Before 1 October 2013, a Wayfinding Strategy shall be submitted to the Local Planning Authority for approval. The Wayfinding Strategy shall have been prepared, in consultation with the Host Boroughs, Lee Valley Regional Park Authority, Transport for London, the Built Environment Access Panel and the ODA Access and Inclusion Forum. The Strategy shall have regard to the Inclusive Design Objectives of the Inclusive Access Strategy approved pursuant to condition OD.O.12 of permission ref. 11/90313/VARODA. It shall contain details of how it relates and integrates appropriately with the wayfinding proposals and strategy for the Stratford City Development and the Greenway.

All measures contained within the approved Wayfinding Strategy and which are within the 11/90313/VARODA application site (the Olympic Park site) shall be provided in accordance with the approved details prior to the re-opening of the Olympic Park Site to the general public after the close of the Games (unless alternative phasing has been agreed by the Local Planning Authority in writing) and retained thereafter unless minor variations are agreed in writing by the Local Planning Authority.

Reason: To ensure a high level of legibility and access throughout the Park.

Permission Reference: 11/90766/FUMODA

Permission name: New Northern Parklands

Condition number: NNP.73

Condition wording:

Before 1 October 2012, a Wayfinding Strategy shall be submitted to the Local Planning Authority for approval. The Wayfinding Strategy

shall have been prepared, in consultation with the Host Boroughs, Lee Valley Regional Park Authority and Transport for London. The Strategy shall have regard to the Inclusive Design Objectives of the Inclusive Access Strategy approved pursuant to Condition OD.O.12 of planning permission reference 11/90313/VARODA. It shall contain details of how it relates and integrates appropriately with the wayfinding proposals and strategy for the Stratford City Development and the Greenway.

All measures contained within the approved Wayfinding Strategy and which are within the 11/90313/VARODA application site shall be provided in accordance with the approved details prior to the re-opening of the Olympic Park to the general public after the close of the Games (unless alternative phasing has been agreed by the Local Planning Authority in writing) and retained thereafter unless minor variations are agreed in writing by the Local Planning Authority.

Reason: To ensure a high level of legibility and access throughout the Park

Permission Reference: 12/90239/FUMODA

Permission name: North Park Hub

Condition number: NPH.24

Condition wording:

Before 31 December 2012, a Wayfinding Strategy shall be submitted to the Local Planning Authority for approval. The Wayfinding Strategy shall have been prepared, in consultation with the Host Boroughs, Lee Valley Regional Park Authority, Transport for London, the Built Environment Access Panel and the ODA Access and Inclusion Forum and the Stratford City consultees. The Strategy shall have regard to the Inclusive Design Objectives of the Inclusive Access Strategy approved pursuant to Condition OD.O.12. It shall contain details of how it relates and integrates appropriately with the wayfinding proposals and strategy for the Stratford City Development and the Greenway.

All measures contained within the approved Wayfinding Strategy and which are within the 11/90313/VARODA application site shall be

provided in accordance with the approved details prior to the re-opening of the Olympic Park to the general public after the close of the Games (unless alternative phasing has been agreed by the Local Planning Authority in writing) and retained thereafter unless minor variations are agreed in writing by the Local Planning Authority.

Reason: To ensure a high level of legibility and access throughout the Park.

Permission Reference: 12/00064/FUM

Permission name: South Park Hub

Condition number: SPH.27

Condition wording:

Before 31 December 2012, a Wayfinding Strategy shall be submitted to the Local Planning Authority for approval. The Wayfinding Strategy shall have been prepared, in consultation with the Host Boroughs, Lee Valley Regional Park Authority, Transport for London, the Built Environment Access Panel and the ODA Access and Inclusion Forum and the Stratford City consultees. The Strategy shall have regard to the Inclusive Design Objectives of the Inclusive Access Strategy approved pursuant to condition OD.O.12 of permission ref. 11/90313/VARODA. It shall contain details of how it relates and integrates appropriately with the wayfinding proposals and strategy for the Stratford City Development and the Greenway.

All measures contained within the approved Wayfinding Strategy and which are within the permission ref. 11/90313/VARODA application site shall be provided in accordance with the approved details prior to the re-opening of the Olympic Park to the general public after the close of the Games (unless alternative phasing has been agreed by the Local Planning Authority in writing) and retained thereafter unless minor variations are agreed in writing by the Local Planning Authority.

Reason: To ensure a high level of legibility and access throughout the Olympic Park, and to comply with policies 6.10 and 7.5 of the London Plan, SP7 and INF2 of the London Borough of Newham Core Strategy, SPO3, SO19 and SO20 of the London Borough of Tower Hamlets Core Strategy.

Permission Reference: 12/00227/OUT

Permission name: South Lawn

Condition number: SL.27

Condition wording:

All measures contained within the wayfinding strategy submitted and approved pursuant to condition PGT.83 of permission ref. 11/90322/VARODA which are within the Application Site shall be provided in accordance with the approved details prior to the re-opening of the Olympic Park to the general public after the close of the Games (unless alternative phasing has been agreed by the Local Planning Authority in writing) and retained thereafter subject to minor variations agreed in writing by the Local Planning Authority.

Reason: To ensure a high level of legibility and access throughout the Olympic Park, and to comply with policies 6.10 and 7.5 of the London Plan, SP7 and INF2 of the London Borough of Newham Core Strategy.

Permission Reference: 11/90621/OUTODA

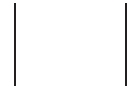
Permission name: Legacy Communities Scheme

Condition number: LCSO.232

Condition wording:

Prior to the submission of the first ZMP to the Local Planning Authority for approval, a Site Wide wayfinding strategy (consistent with the Legible London standards or other such scheme approved by the Local Planning Authority) shall be submitted to and approved by the Local Planning Authority. The Site Wide wayfinding strategy shall include the principles that are to be followed by each Reserved Matters application for landscaping, highways, cycleways and footpaths in each PDZ as well as temporary wayfinding during the construction period and how the proposed Site Wide wayfinding strategy relates to the wayfinding provision within the Olympic Park installed in the Post-Games Transformation Phase and surrounding areas.

Reason: To ensure a high level of legibility and access throughout the Site in accordance with policies 6.10 and 7.5 of the London Plan, policies 5, 12, 24 and 33 of the London Borough of Hackney Core Strategy, policies SP7 and INF2 of the London Borough of Newham Core Strategy, policies SP03, SO19, SO20 and SP09 of the London Borough of Tower Hamlets Core Strategy, policy TI 9 of the London Borough of Tower Hamlets UDP, and policy DEV16 of the London Borough of Tower Hamlets Interim Planning Guidance.



Appendix B

In developing this Wayfinding Strategy the LLDC has taken a collaborative approach by closely involving a number of stakeholders in its development. This recognises that wayfinding in and around the Queen Elizabeth Olympic Park can be complex due to the variety of systems in place by different landowners and authorities, and that coordination is essential for integration to be optimised. The phased opening of the Park, and the longer-term development of the development platforms, also provide challenges in terms of managing wayfinding in an evolving

environment. This collaboration between LLDC and its core stakeholders is an ongoing process that will be maintained through the implementation and ongoing management of the Wayfinding Strategy.

Attached below is a summary of the key external forums and meetings that have used to facilitate this dialogue on the Wayfinding Strategy. This does not seek to reflect all the discussions held – including internal LLDC forums and regular officer-level meetings between LLDC and other organisations and neighbouring landowners.

Forum	Description	Members
Operational Forum	Executive Forum focused on the co-ordination of services across the Queen Elizabeth Olympic Park and neighbouring areas	<ul style="list-style-type: none"> • Mark Camley, Acting Executive Director of Park Operations (LLDC) • Paul Brickell, Executive Director of Regeneration & Community Partnerships (LLDC) • Sarah Bentley, Director of Commercial and Park Marketing (LLDC) • Peter Tudor, Director of Venues (LLDC) • Shawn Dawson, Chief Executive (Lee Valley Regional Park Authority) • Vivien Blacker, Corporate Director (Lee Valley Regional Park Authority) • Kim Bromley-Derry, Chief Executive (LB Newham) • Kim Wright, Director of Health and Community Services (LB Hackney) • Martin Esom, Chief Executive (LB Waltham Forest) • John Burton, Director of Development (Westfield) • Robert Jenkins (Delancey) • Steve Bergin (Delancey)
Visitor Information Coordination Group	Internal steering group	<ul style="list-style-type: none"> • Stephen Gill, Head of Estate and Facilities Management (LLDC) • Selina Mason, Director of Design Integration (LLDC) • David Ferrett, Project Sponsor – Structures, Bridges and Highways (LLDC) • Iain McKinnon, Senior Manager – Accessibility and Inclusive Design (LLDC) • Hannah Lambert, Designer (LLDC) • Keith Bendall, Senior Marketing Manager (LLDC) • Michael Mc Donnell, Senior Project Manager (LLDC) • Claire Gevaux, Arts and Culture Programme Manager (Legacy List) • Adriana Marques, Principal Adviser for Arts and Culture (Legacy List) • Catherine Morris, Marketing Manager (LLDC) • Jim Wood, Director of IT Services (LLDC) • Mark Camley, Acting Executive Director of Park Operations (LLDC) • Eleanor Fawcett, Head of Design (LLDC) • Peter Tudor, Director of Venues (LLDC) • Clive Little, Director of Events (LLDC)

**Meeting Dates
(considering Wayfinding)**

Objective of Wayfinding related meetings

20 December 2012
20 March 2013

To provide neighbours and landowners with the opportunity to inform and influence the development of the Wayfinding Strategy
To seek agreement in principle (interim approval) for the Wayfinding Strategy, and product concepts
To identify any areas where further thought is required

26 September 2012
28 November 2012
30 January 2013

To ensure that the Wayfinding Strategy is informed by the various visitor experience workstreams within LLDC
To seek agreement in principle (interim approval) for the Wayfinding Strategy, and product concepts
To identify any areas where further thought is required

Forum	Description	Members
Built Environmental Access Panel	Specialist Forum which advises LLDC on inclusive design related matters	<ul style="list-style-type: none"> • Peter Lainson, Stratford City Consultative Access Group (SCCAG) • Andrew Shipley, Deputy Chair • Julie Fleck, Greater London Authority • Rachel Smalley, Greater London Authority • Ron Newman, LOCOG volunteer and SCCAG member • Peter Barker, Reading University affiliation • Helen Aluko-olokun, Guide Dogs • Tony Atherton, Sport England • Julie Amory, Olympic Delivery Authority • Val Fone, Action and Rights of Disabled People in Newham • Peter Carr, Standing Start • Barry Ginley, Victoria and Albert Museum • Camilla Thrush, JCT Business Solutions
Marketing Sub-Group	Sub group of the Operational Forum	<ul style="list-style-type: none"> • Stephen Bromberg, Head of Communications (Lee Valley Regional Park Authority) • Phil Child, Marketing Manager – Real Estate (LB Newham) • Polly Cziok (nee Rance) (LB Hackney) • Melissa Wingfield, Senior Marketing Manager (Westfield – Stratford City) • Katharine Walsh, Head of Communications (Delancey inc East Village and iCity) • Elisia Gallone, Marketing manager (TIQ Startford City) • Lara Cerroni (LB Waltham Forest) • Richard Gibbs, Business development Director (iCity) • Pauline Schaffer, Head of Development (LLDC) • Elise Boon, Group Manager – Design (LB Tower hamlets) • Mark Blackwell, Principal Project Manager – Olympics (Canal and Rivers Trust) • Simon Woodward, Chief Executive (Cofely District Energy) • Ian Holland, London Borough of Hackney • Sam Parry, Parks Development Manager (London Borough of Hackney) • Jonathan Tan, Principal Engineer – Olympic and Legacy Projects (London Borough of Hackney)
Transport for London	Bespoke meeting group brought together specifically to discuss the Wayfinding Strategy.	<ul style="list-style-type: none"> • Jeanette Baartman, Surface Delivery Planning (walking, accessibility and urban realm) • Tim Carter, ST Delivery Planning - Wayfinding • Ivan Bennett, Product and Infrastructure Design Manager • John Coupe, Marketing – Customer Information and Signage • Paul Street, ST Delivery Planning - Wayfinding
Travel Groups	Bespoke meeting group brought together specifically to discuss the Wayfinding Strategy.	<ul style="list-style-type: none"> • Jacqui Stearn, Natural England • Tom Bogdanowicz, London Cycling Campaign • Simon Barnett, Ramblers Association • Carl Pittam, Sustrans • Jim Walker, Walk 21 • Nicola Francis, Transport for London • Emma Synnott, Commission for Sustainable London 2012 • Jonathan Turner, Commission for Sustainable London 2012

Meeting Dates (considering Wayfinding)

Objective of Wayfinding related meetings

22 November 2012
31 January 2013

To ensure that access and inclusion expertise informs and influences the development of the Wayfinding Strategy
To seek agreement in principle (interim approval) for the Wayfinding Strategy, and product concepts
To identify any areas where further thought is required

27 November 2012
30 January 2013

To provide neighbours and landowners marketing teams with the opportunity to inform and influence the development of the Wayfinding Strategy, for example, user requirements; information hierarchy; views on consistency/commonality
To seek agreement in principle (interim approval) for the Wayfinding Strategy, and product concepts
To identify any areas where further thought is required

12 November 2012
22 November 2012
19 December 2012

To utilise TfL's wayfinding expertise to inform and influence the development of the Wayfinding Strategy (for example, Legible London)
To ensure that any related proposals are aligned with both organisations strategic objectives
To seek agreement in principle (interim approval) for the Wayfinding Strategy, and product concepts
To identify any areas where further thought is required

19 December 2012
30 January

To ensure that user groups (pedestrians and cyclists) were given the opportunity to inform and influence the development of the Wayfinding Strategy
To seek agreement in principle (interim approval) for the Wayfinding Strategy, and product concepts
To identify any areas where further thought is required

applied_

