

Legible London System Architecture

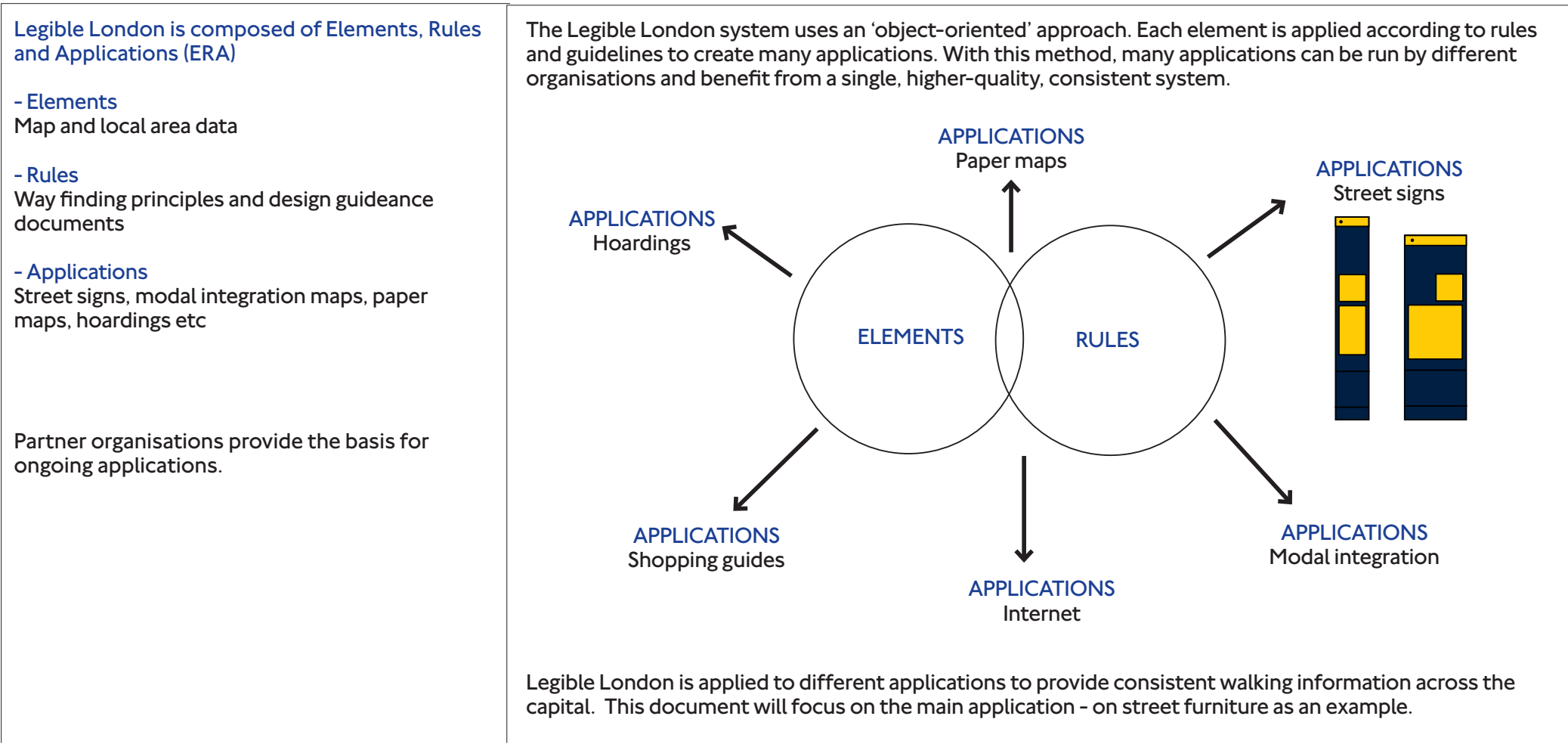
1 What is Legible London?

What is Legible London?
Connected information for the travelling public

Legible London is a wayfinding project designed to provide better information throughout the Capital for people who want to walk. A study conducted two years ago on behalf of TfL found that the present multitude of pedestrian sign systems in central London are ineffective and often confusing, and that there was a consequent over-reliance on the Tube map to help people navigate above ground.

TfL has worked with the London Development Agency and in partnership with London Boroughs to develop a way of providing coordinated walking information across the capital, offering benefits for our transport system, for public health, the economy, tourism and the environment.

The purpose of this document is to provide an overview of the Legible London system structure, processes and applications.

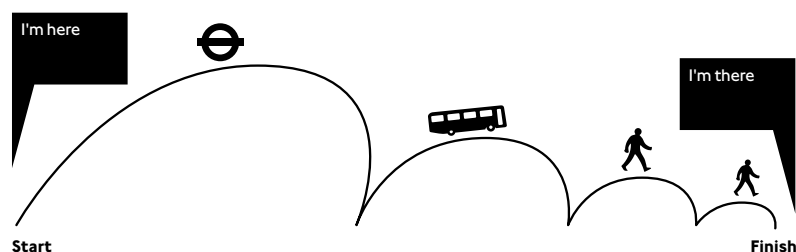


What is Legible London?

Responding to user needs

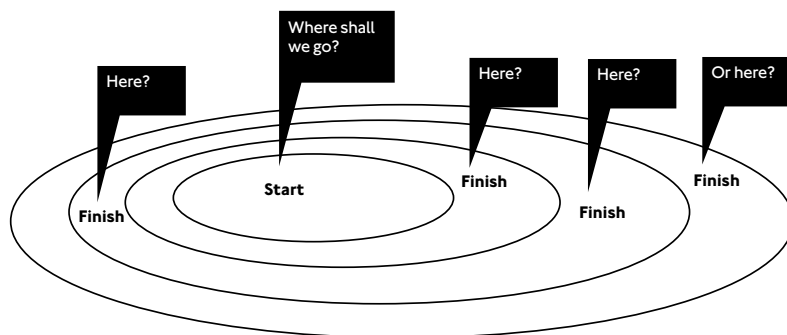
Legible London is for all of London's travellers, it is designed to be inclusive of all people, and for all parts of the capital. Whether that is someone with knowledge of an area or not, the system supports and enhances their understanding to enable better walking choices. A person's 'modus operandi' – their method by which they find their way – tells us a lot about how they may plan and carry out journeys; the methods identified in this document work with this understanding.

Different people have different goals at different times, and their journeys are many and varied. Goals may often change during a journey, for example when agreements to meet are altered, or when a toilet needs to be found. In these situations the availability of local knowledge becomes even more important. The system is devised to support as many of these goals and journeys as is possible.



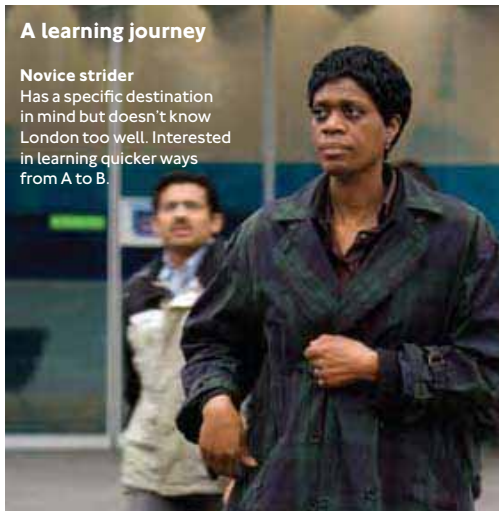
A stroller's journey
A stroller's goals are memorable experiences. Strollers need the walking system to work for them opportunistically at the

street level – allowing them to drift, wander and have the confidence to get lost. The conceptual model of a stroller is akin to 'ripples in a pond'.



A learning journey

Novice strider
Has a specific destination in mind but doesn't know London too well. Interested in learning quicker ways from A to B.



An efficient journey

Expert strider
Has internalised just what is strictly necessary to fit with their daily routine.



A wandering journey

Novice stroller
Uses their intuition to explore and discover interesting places in the city.



An open-ended journey

Expert stroller
Has an idea of where places are in the city and uses that knowledge opportunistically.



The way our brains mentally map areas means that when we encounter a new area, we start with specific arrival and destination points, which form our entry into the wayfinding system ('nodes'). From there, we find out routes between these points. We build up knowledge of the area surrounding the nodes ('locality') and, gradually, clusters of localities ('neighbourhoods'). Step by step, we build up our knowledge and increase our mental maps until we have as much information as we need. People new to London or a particular area often build up knowledge of 'localities', but not 'neighbourhoods'.

What is Legible London? Design principles

Legible London is based on a set of design principles (below) derived from end user research and way finding best practise. These principles have guided the development of solutions and make up the 'Rules' of the system application.

It has been designed to be in sync with the way we think and act when we're moving on foot from one place to another and to interact with our innate sense of spatial awareness, and how we naturally relate one place to another.

It uses accessible maps of different scales to convey quickly not only the immediate surroundings, but to show how the area connects to those around it. Simple 3D images of landmark buildings have been incorporated into the maps to fix given points in people's minds. A clear, easily understood hierarchy of place names has been developed so people can appreciate the general in relation to the particular.



Bus shelter maps



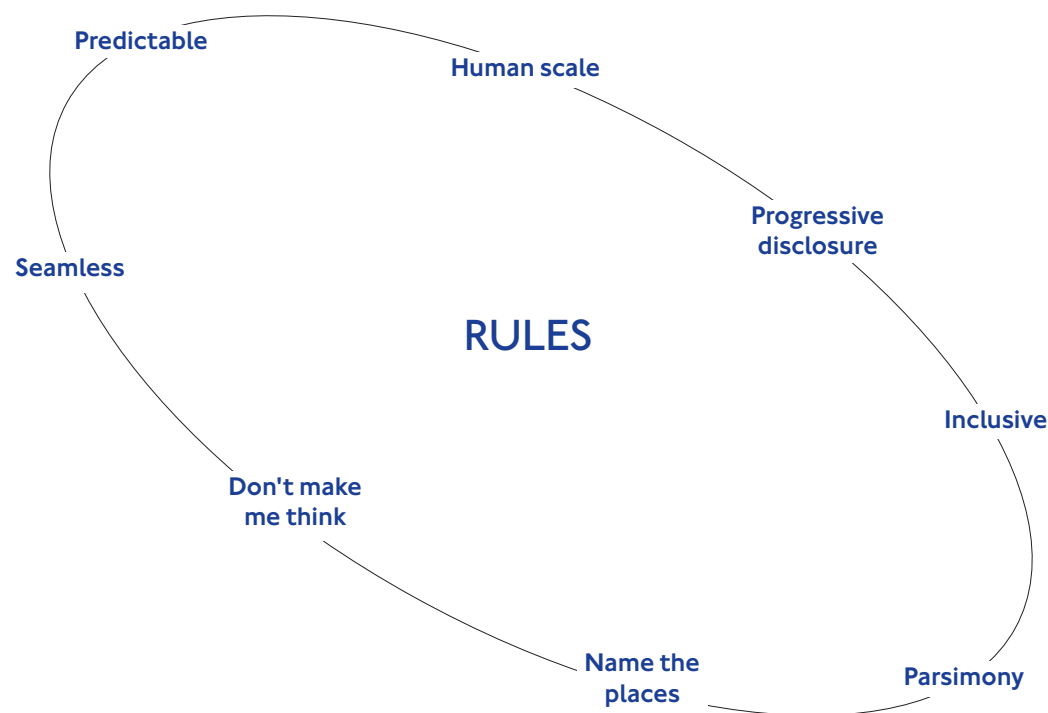
Underground maps



Paper Maps

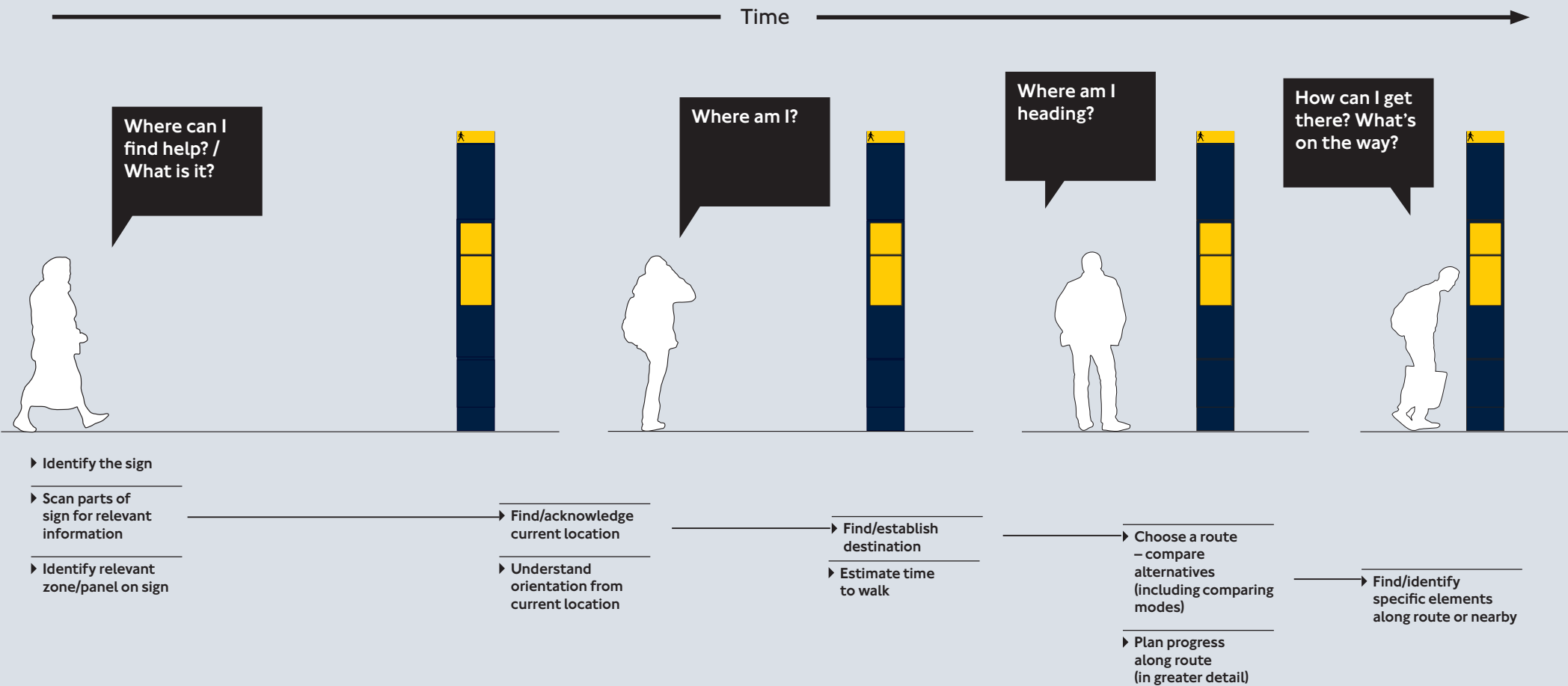


On street signs



2 How does it work?

The sign system is derived from a set of wayfinding questions that are asked by pedestrians. These can be silent or subconscious, but what we know is that they are fundamental to getting around. The on street sign system is designed to respond to these basic, as well as sophisticated, questions. It is designed to provide answers in the right order so that the questioner can work out the answer they are seeking.



3 How are they designed?

How are they designed?
Key sign components

Because of the density of destinations in London, a map-based system is the most appropriate and practical solution. It does away for the need to use many ‘fingerposts’ and in this context can alert the user to over 400 destinations. The Legible London scheme encourage street clutter reduction as a an integral part of any project. This looks at the existing signage in the area and removes any that become redundant as a result of the scheme.

The elements (maps, placenames, routes) are displayed on signs in a logical order using the principle of progressive disclosure. Mapping to allow people to better understand walks and where things are is central to the scheme. The map based system has mapping that is already orientated with respect to the environment and direction the user is facing. When used in situ, ‘heads-up’ maps offer a remarkably simple way of bridging the gap between the view ahead and its cartographic representation.

WEST END
Oxford Street

↑ HYDE PARK
Marble Arch ➡
Edgware Road

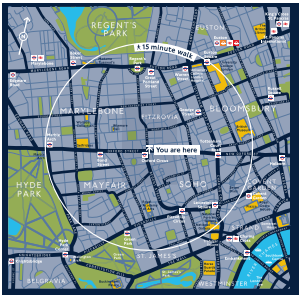
← MAYFAIR
Bond Street

MARYLEBONE ➡
Portman Square
Baker Street

Sign Address
The typography, colour coding and naming conventions are consistent with those on the Legible London printed walking maps and other elements of the system, so that they link up and work together as a coherent whole.

Directional Information
Directional information is used in two main ways: to show the way towards villages and neighbourhoods, and act as a homing beacon for attractions. These have an important role in London, where major destinations are often obscured from view.

Planner Map
The planner or 15-minute map is used to orientate the user and show how close the villages are to each other. It provides the user with the information needed to link areas of London and the confidence to attempt longer-distance walking journeys.



Beacon
All the signs are clearly identified by a yellow strip at the top and a ‘walker’ – the universal symbol for travelling by foot. They stand above head height so that they are clearly visible from a distance.

Finder Map
The Finder or 5-minute map is used to find a destination – the end point of the journey. It contains useful landmarks within the immediate vicinity – effectively a map of landmarks – so the user can be memorably guided towards specific streets and attractions




Street Names		
A1. Admiralty Arch	A1. Admiralty Arch	A1. Admiralty Arch
A2. Admiralty Arch	A2. Admiralty Arch	A2. Admiralty Arch
A3. Admiralty Arch	A3. Admiralty Arch	A3. Admiralty Arch
A4. Admiralty Arch	A4. Admiralty Arch	A4. Admiralty Arch
A5. Admiralty Arch	A5. Admiralty Arch	A5. Admiralty Arch
A6. Admiralty Arch	A6. Admiralty Arch	A6. Admiralty Arch
A7. Admiralty Arch	A7. Admiralty Arch	A7. Admiralty Arch
A8. Admiralty Arch	A8. Admiralty Arch	A8. Admiralty Arch
A9. Admiralty Arch	A9. Admiralty Arch	A9. Admiralty Arch
A10. Admiralty Arch	A10. Admiralty Arch	A10. Admiralty Arch
A11. Admiralty Arch	A11. Admiralty Arch	A11. Admiralty Arch
A12. Admiralty Arch	A12. Admiralty Arch	A12. Admiralty Arch
A13. Admiralty Arch	A13. Admiralty Arch	A13. Admiralty Arch
A14. Admiralty Arch	A14. Admiralty Arch	A14. Admiralty Arch
A15. Admiralty Arch	A15. Admiralty Arch	A15. Admiralty Arch
A16. Admiralty Arch	A16. Admiralty Arch	A16. Admiralty Arch
A17. Admiralty Arch	A17. Admiralty Arch	A17. Admiralty Arch
A18. Admiralty Arch	A18. Admiralty Arch	A18. Admiralty Arch
A19. Admiralty Arch	A19. Admiralty Arch	A19. Admiralty Arch
A20. Admiralty Arch	A20. Admiralty Arch	A20. Admiralty Arch
A21. Admiralty Arch	A21. Admiralty Arch	A21. Admiralty Arch
A22. Admiralty Arch	A22. Admiralty Arch	A22. Admiralty Arch
A23. Admiralty Arch	A23. Admiralty Arch	A23. Admiralty Arch
A24. Admiralty Arch	A24. Admiralty Arch	A24. Admiralty Arch
A25. Admiralty Arch	A25. Admiralty Arch	A25. Admiralty Arch
A26. Admiralty Arch	A26. Admiralty Arch	A26. Admiralty Arch
A27. Admiralty Arch	A27. Admiralty Arch	A27. Admiralty Arch
A28. Admiralty Arch	A28. Admiralty Arch	A28. Admiralty Arch
A29. Admiralty Arch	A29. Admiralty Arch	A29. Admiralty Arch
A30. Admiralty Arch	A30. Admiralty Arch	A30. Admiralty Arch
A31. Admiralty Arch	A31. Admiralty Arch	A31. Admiralty Arch
A32. Admiralty Arch	A32. Admiralty Arch	A32. Admiralty Arch
A33. Admiralty Arch	A33. Admiralty Arch	A33. Admiralty Arch
A34. Admiralty Arch	A34. Admiralty Arch	A34. Admiralty Arch
A35. Admiralty Arch	A35. Admiralty Arch	A35. Admiralty Arch
A36. Admiralty Arch	A36. Admiralty Arch	A36. Admiralty Arch
A37. Admiralty Arch	A37. Admiralty Arch	A37. Admiralty Arch
A38. Admiralty Arch	A38. Admiralty Arch	A38. Admiralty Arch
A39. Admiralty Arch	A39. Admiralty Arch	A39. Admiralty Arch
A40. Admiralty Arch	A40. Admiralty Arch	A40. Admiralty Arch
A41. Admiralty Arch	A41. Admiralty Arch	A41. Admiralty Arch
A42. Admiralty Arch	A42. Admiralty Arch	A42. Admiralty Arch
A43. Admiralty Arch	A43. Admiralty Arch	A43. Admiralty Arch
A44. Admiralty Arch	A44. Admiralty Arch	A44. Admiralty Arch
A45. Admiralty Arch	A45. Admiralty Arch	A45. Admiralty Arch
A46. Admiralty Arch	A46. Admiralty Arch	A46. Admiralty Arch
A47. Admiralty Arch	A47. Admiralty Arch	A47. Admiralty Arch
A48. Admiralty Arch	A48. Admiralty Arch	A48. Admiralty Arch
A49. Admiralty Arch	A49. Admiralty Arch	A49. Admiralty Arch
A50. Admiralty Arch	A50. Admiralty Arch	A50. Admiralty Arch
A51. Admiralty Arch	A51. Admiralty Arch	A51. Admiralty Arch
A52. Admiralty Arch	A52. Admiralty Arch	A52. Admiralty Arch
A53. Admiralty Arch	A53. Admiralty Arch	A53. Admiralty Arch
A54. Admiralty Arch	A54. Admiralty Arch	A54. Admiralty Arch
A55. Admiralty Arch	A55. Admiralty Arch	A55. Admiralty Arch
A56. Admiralty Arch	A56. Admiralty Arch	A56. Admiralty Arch
A57. Admiralty Arch	A57. Admiralty Arch	A57. Admiralty Arch
A58. Admiralty Arch	A58. Admiralty Arch	A58. Admiralty Arch
A59. Admiralty Arch	A59. Admiralty Arch	A59. Admiralty Arch
A60. Admiralty Arch	A60. Admiralty Arch	A60. Admiralty Arch
A61. Admiralty Arch	A61. Admiralty Arch	A61. Admiralty Arch
A62. Admiralty Arch	A62. Admiralty Arch	A62. Admiralty Arch
A63. Admiralty Arch	A63. Admiralty Arch	A63. Admiralty Arch
A64. Admiralty Arch	A64. Admiralty Arch	A64. Admiralty Arch
A65. Admiralty Arch	A65. Admiralty Arch	A65. Admiralty Arch
A66. Admiralty Arch	A66. Admiralty Arch	A66. Admiralty Arch
A67. Admiralty Arch	A67. Admiralty Arch	A67. Admiralty Arch
A68. Admiralty Arch	A68. Admiralty Arch	A68. Admiralty Arch
A69. Admiralty Arch	A69. Admiralty Arch	A69. Admiralty Arch
A70. Admiralty Arch	A70. Admiralty Arch	A70. Admiralty Arch
A71. Admiralty Arch	A71. Admiralty Arch	A71. Admiralty Arch
A72. Admiralty Arch	A72. Admiralty Arch	A72. Admiralty Arch
A73. Admiralty Arch	A73. Admiralty Arch	A73. Admiralty Arch
A74. Admiralty Arch	A74. Admiralty Arch	A74. Admiralty Arch
A75. Admiralty Arch	A75. Admiralty Arch	A75. Admiralty Arch
A76. Admiralty Arch	A76. Admiralty Arch	A76. Admiralty Arch
A77. Admiralty Arch	A77. Admiralty Arch	A77. Admiralty Arch
A78. Admiralty Arch	A78. Admiralty Arch	A78. Admiralty Arch
A79. Admiralty Arch	A79. Admiralty Arch	A79. Admiralty Arch
A80. Admiralty Arch	A80. Admiralty Arch	A80. Admiralty Arch
A81. Admiralty Arch	A81. Admiralty Arch	A81. Admiralty Arch
A82. Admiralty Arch	A82. Admiralty Arch	A82. Admiralty Arch
A83. Admiralty Arch	A83. Admiralty Arch	A83. Admiralty Arch
A84. Admiralty Arch	A84. Admiralty Arch	A84. Admiralty Arch
A85. Admiralty Arch	A85. Admiralty Arch	A85. Admiralty Arch
A86. Admiralty Arch	A86. Admiralty Arch	A86. Admiralty Arch
A87. Admiralty Arch	A87. Admiralty Arch	A87. Admiralty Arch
A88. Admiralty Arch	A88. Admiralty Arch	A88. Admiralty Arch
A89. Admiralty Arch	A89. Admiralty Arch	A89. Admiralty Arch
A90. Admiralty Arch	A90. Admiralty Arch	A90. Admiralty Arch
A91. Admiralty Arch	A91. Admiralty Arch	A91. Admiralty Arch
A92. Admiralty Arch	A92. Admiralty Arch	A92. Admiralty Arch
A93. Admiralty Arch	A93. Admiralty Arch	A93. Admiralty Arch
A94. Admiralty Arch	A94. Admiralty Arch	A94. Admiralty Arch
A95. Admiralty Arch	A95. Admiralty Arch	A95. Admiralty Arch
A96. Admiralty Arch	A96. Admiralty Arch	A96. Admiralty Arch
A97. Admiralty Arch	A97. Admiralty Arch	A97. Admiralty Arch
A98. Admiralty Arch	A98. Admiralty Arch	A98. Admiralty Arch
A99. Admiralty Arch	A99. Admiralty Arch	A99. Admiralty Arch
A100. Admiralty Arch	A100. Admiralty Arch	A100. Admiralty Arch

Street Finder
This fills in the gaps. Most people are familiar with the convention of using alphabetically ordered street names and reference points to find individual streets on a map – it’s a means of quickly realising what’s just around the corner

How are they designed?
Key sign componenets continued...

In addition to design elements on the more prominent sign faces, all map-based signs have information on one of the side panels with the information split across two separate tiles, as shown.


Upper side panel



24 Hour Travel Information

020 7222 1234

tfl.gov.uk/journeyplanner

 Transport for London


Places to go and what's on
visitlondon.com

Telephone
Mon–Fri 9am–9pm
Sat–Sun 9am–5pm

08701 566 366

Sign location

13254



Walk for health

A daily walk lasting 20 minutes or more significantly reduces the risk of heart disease

tfl.gov.uk/walking

Lower side panel

Transport information

Standard information supplied by TfL and consistent across all pilot areas

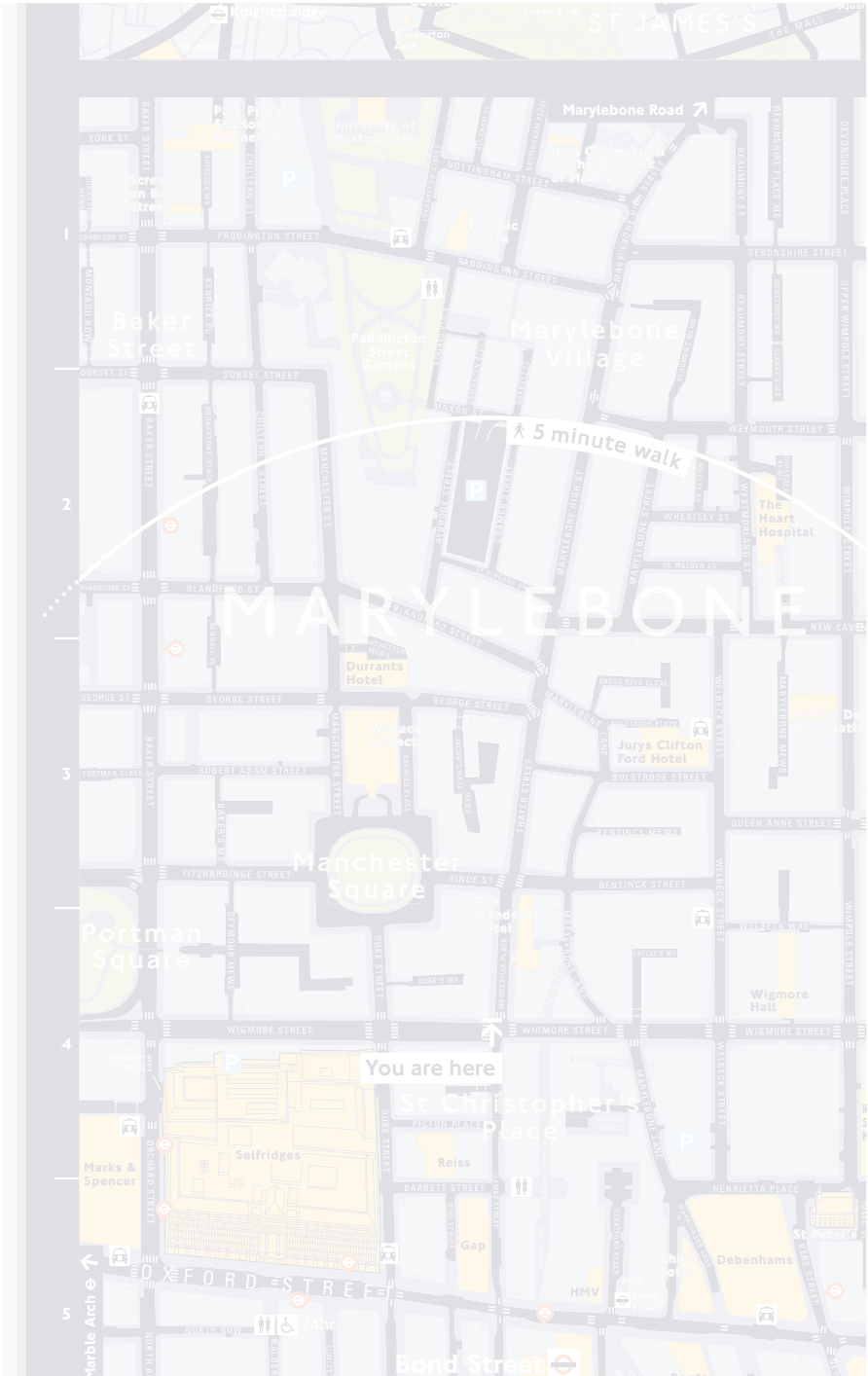
Tourism information

Collaboration with tourism organisation

Sign location

Walking messages

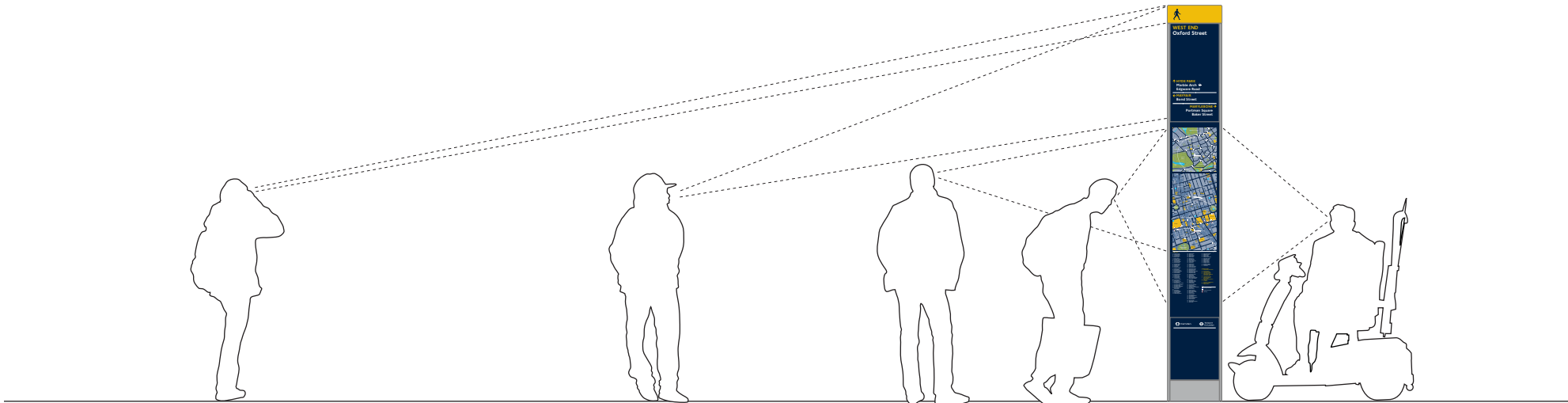
Variable messages up to a recommended maximum of 8 lines (including heading)



Information structure

Logical sequence of information provision

This analysis of a Legible London minilith demonstrates how the information structure caters for different user tasks, reading strategies and physical distance from the sign. Average reading distances have been estimated with direct reference to data on the relationship between text size and reading distance published in sign and map design guidelines.



Reading strategies ▶ Identification

Recognition of the sign and its function by physical features, notably the beacon at the top of the sign.
Example: walking symbol



Passing glance

Establishing what information is shown, or quickly checking orientation.
Example: addressing and directional panel



Brief study

Scan of most salient information on maps.
Example: place names



In-depth use

Thorough reading and searching maps and index.
Example: building labels



Reading ability

Good vision
at least 6/9 visual acuity

Registered partially sighted
6/60 visual acuity

Registered blind
3/60 visual acuity

12m average reading distance
for 74mm symbol size

N/A

N/A

4m 80cm average reading distance
for 100pt (24mm) text

64cm average reading distance
for 100pt (24mm) text

N/A

1m 20cm
for 25pt (6mm)

15cm
for 25pt (6mm)

10cm
for 25pt (6mm)

60cm
for 12pt (3mm)

8cm
for 12pt (3mm)

5cm
for 12pt (3mm)

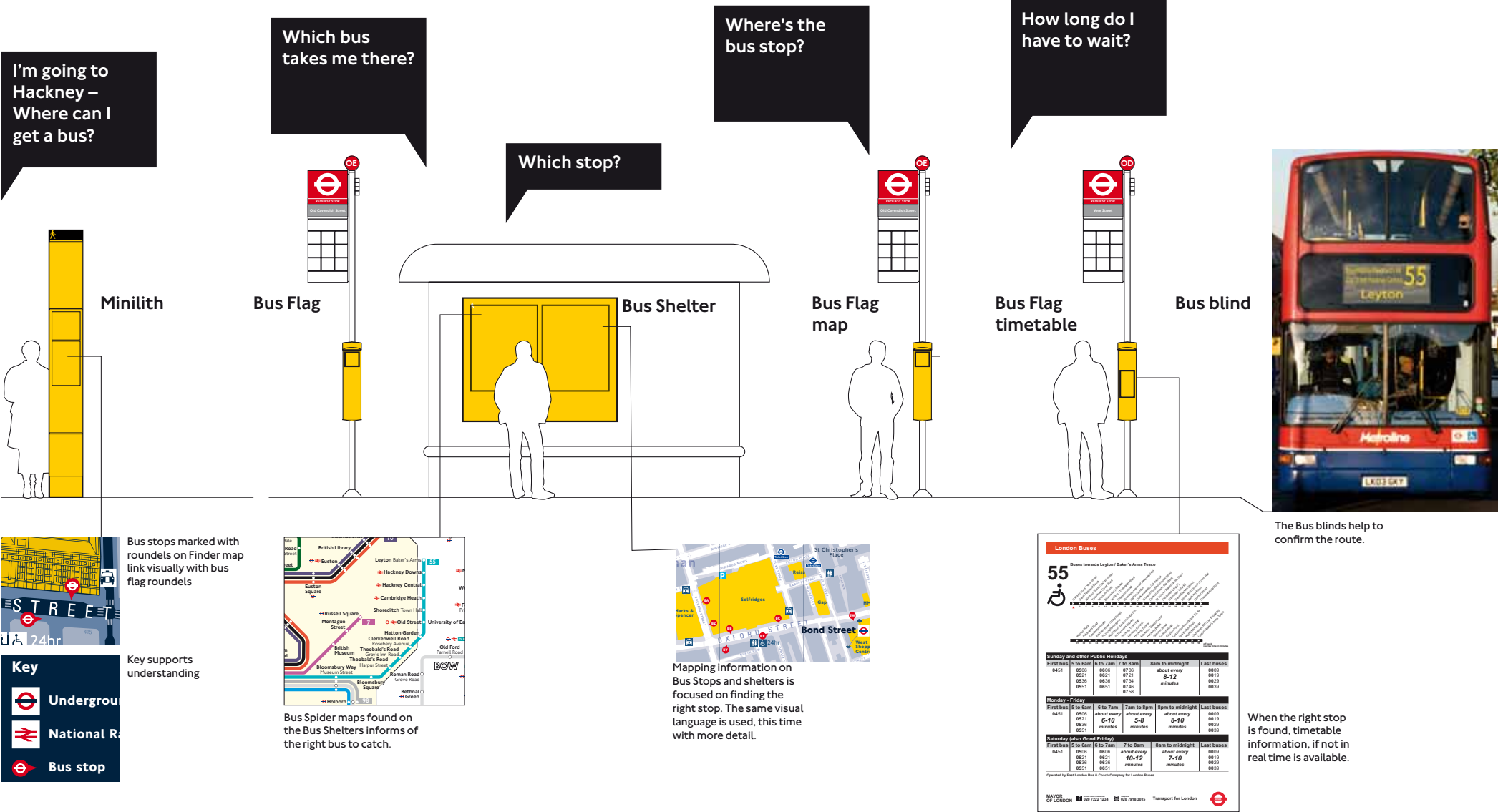
References
Barker, P. and Fraser, J (2000) Sign Design Guide – a guide to inclusive signage. JMU and the Sign Design Society
Buckley, Dr A. (2008) Guidelines for minimum size for text and symbols on maps. esri.com
Oxley, P. (2002) Inclusive mobility. Department for Transport, UK

Progressive disclosure
How it is applied

The system is built around the principle of ‘progressive disclosure’, providing enough information at the right time along a whole journey. This page shows how Legible London supports modal integration between walking and catching a bus.

Progressive disclosure
The explanation on this page supports the principle of progressive disclosure.

For further detail, see 4.0 Design principles, IDS Version 1.1, March 2008.



Legible London product family

Signs to support specific needs

The Legible London product family comprises six sign types. They employ three different Finder map scales, which were systemised across the boroughs, fixed by a process of balancing density of urban form against map crop sizes available on the products. All feature the Planner map at the same scale.

The Monolith, the widest of the products is used at arrival points. This may be at rail or underground station exits, bus stations or entrances to specific areas or attractions. It provides way finding information over a wide area on the map and a walking table indicating walking times to nearby attractions and areas. It is important to ensure that the footway widths are not obstructed by the signs. Pedestrian comfort guidance is referred to when choosing a product to ensure the footway capacity is sufficient to accomodate pedestrain flow. For this reason, the midilith is sometimes used instead of the monolith as it has a smaller footprint. The minilith is the slimest of the products and is designed to be used primarily as a route supporter. It contains heads up mapping to support the route ahead and to confirm the route and provide detailed mapping of the immediate area. The fingerpost is used as a final indication of an arrival point where an attraction or place may be hidden from view of the main walking route.

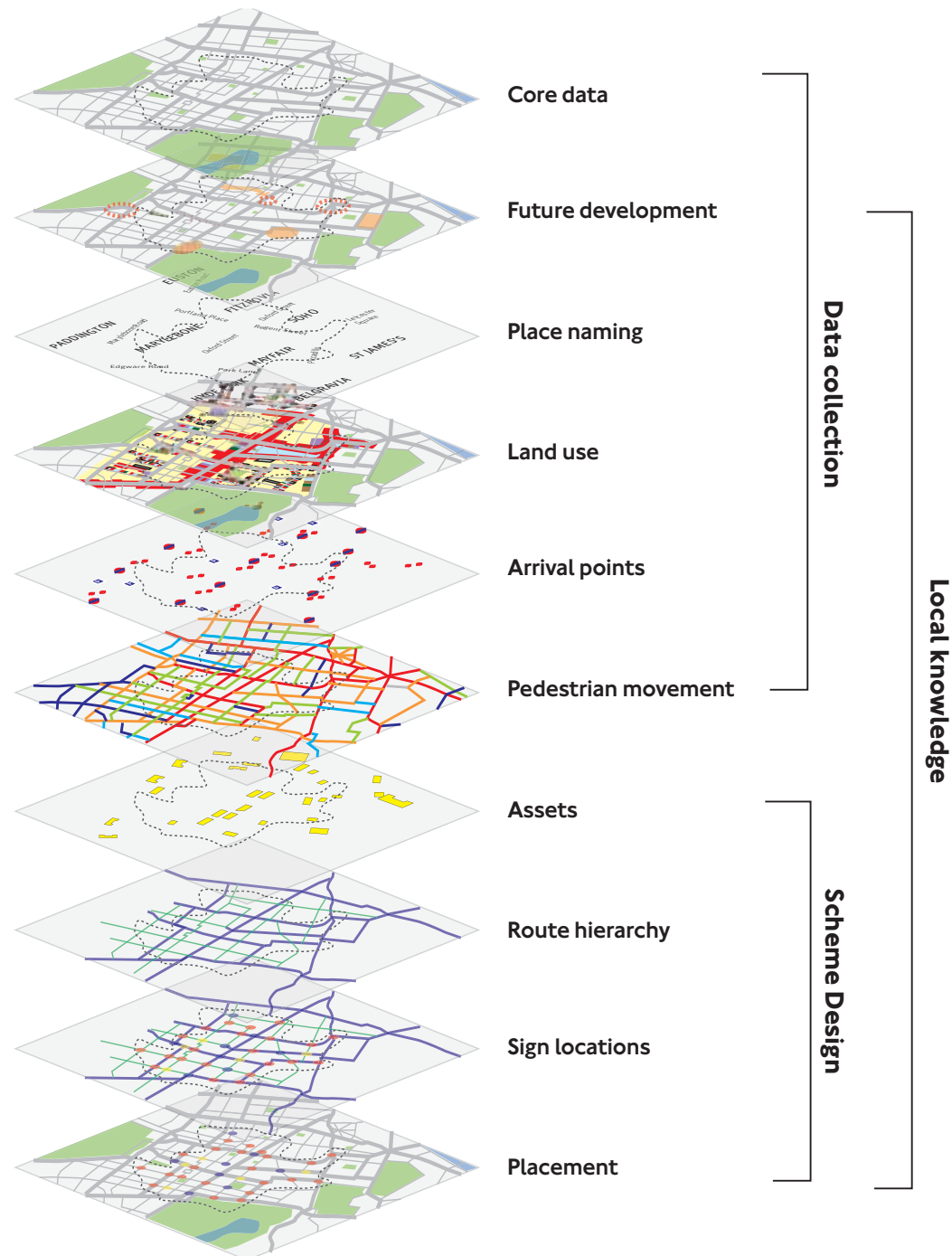


3 How is it applied to an area?

Working out what information goes where throughout the city, in many types of urban form and across borough boundaries requires research and a set of methods and guidance.

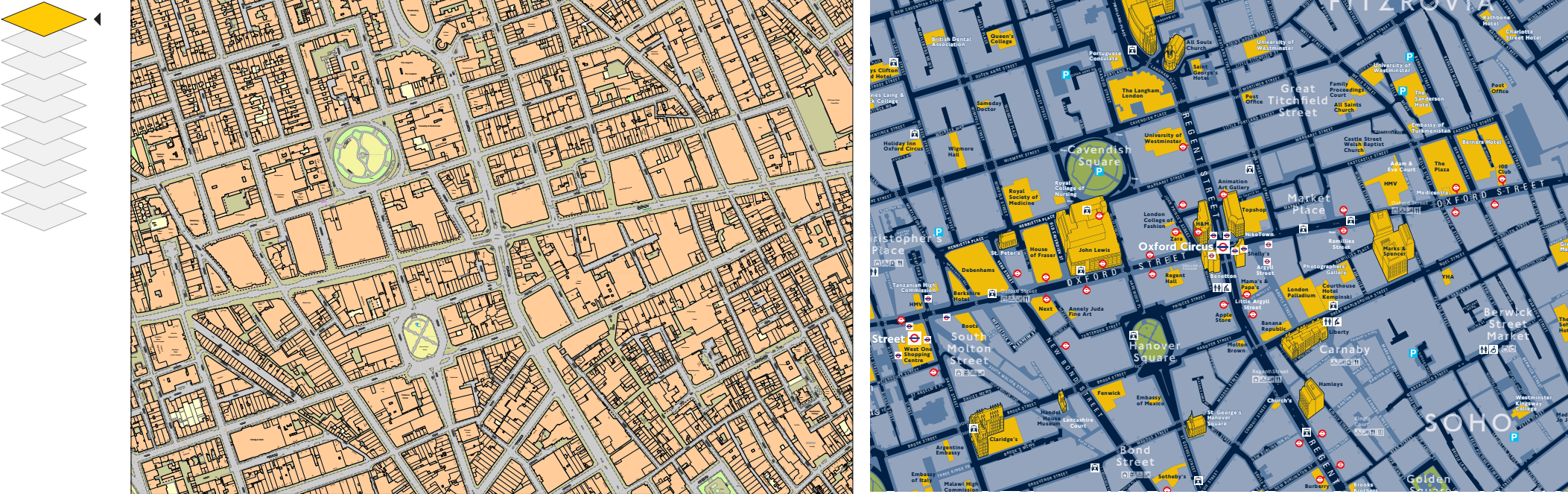
The Legible London placement strategy and base mapping is derived from a deep understanding of the locale, and connected guidelines for developing assets, hierarchies, routes and locations.

This work provides a robust reasoning to placement and a method for placing signs in the same manner in different places and this forms the elements and rules for applications. The result is a predictable system for the user.



Core data
Sourcing the base map

The core geography is sourced and plotted to provide the basis for map production and understanding of the local area for sign placement.



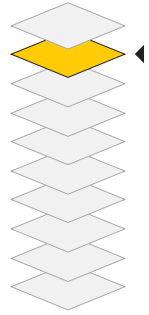
Ordnance Survey mastermap (1:1250) base map data showing geographical composition of the area, road names and building numbers

Legible London base map outlines derived from OS mastermap base with colour scheme applied. Area naming, landmarks, icons and symbols are added through research from local boroughs and stakeholders and research. Map is scaled to 1:2250 for the base map and is applied to products at selected scales.

Future developments

Getting to know the local area

The area is fully researched, uncovering future development plans and changes. The sign system is intended to last a long time, so the more is known about what will and could happen then better choices can be made for furniture/applications and placement.



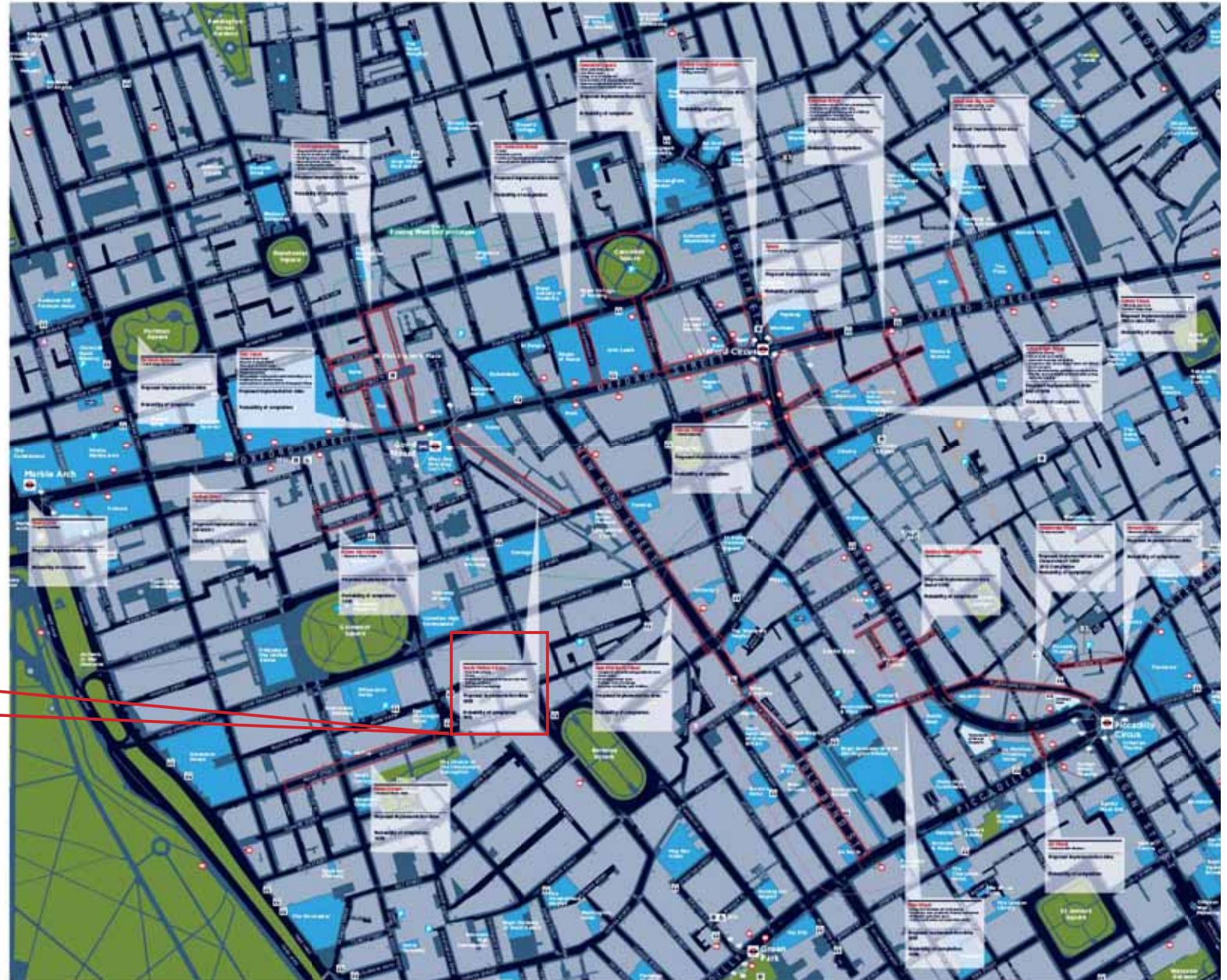
South Molton Street

- Pedestrian priority
- Clutter
- Maintaining emergency access and restricted loading conditions
- Frontrunner development

Proposed implementation date:
2009

Probability of completion:
95%

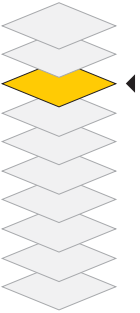
Example



Place naming
Identification of local areas

Name the places
The explanation on this page supports the principle of name the places.

A central element of Legible London is to clearly name places, landmarks and areas in a way that users can relate to. Place names are important to identify where a place is in relation to the wider area. These can then be applied to different Legible London applications, and not just on the sign system.

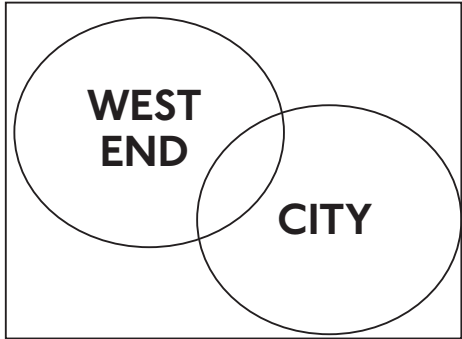


- Areas These describe London in the broadest terms, dividing it into large but easily distinguished regions such as the West End and the City.

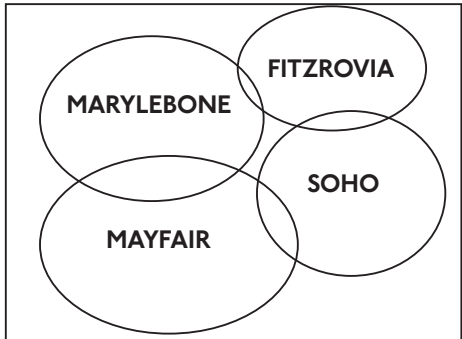
- Villages Areas, in turn, are made up of several ‘villages’. The West End, for example, contains Soho, Mayfair and Covent Garden. These are familiar, commonly used names, which can help pedestrians quickly relate one place to another, and build the knowledge needed to assist in mental mapping.

- Neighbourhoods Within each ‘village’, there are many ‘neighbourhoods’. For example, in Covent Garden, you will find Seven Dials, Neal’s Yard, The Central Market, Aldwych and Long Acre. The more you visit a particular place, the more you can keep sub-dividing it into smaller, linked pieces, creating a more detailed mental map based on short walking distances.

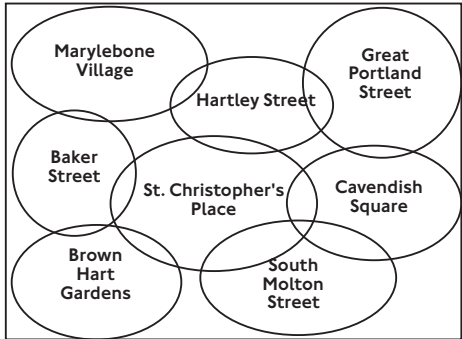
Areas



Villages



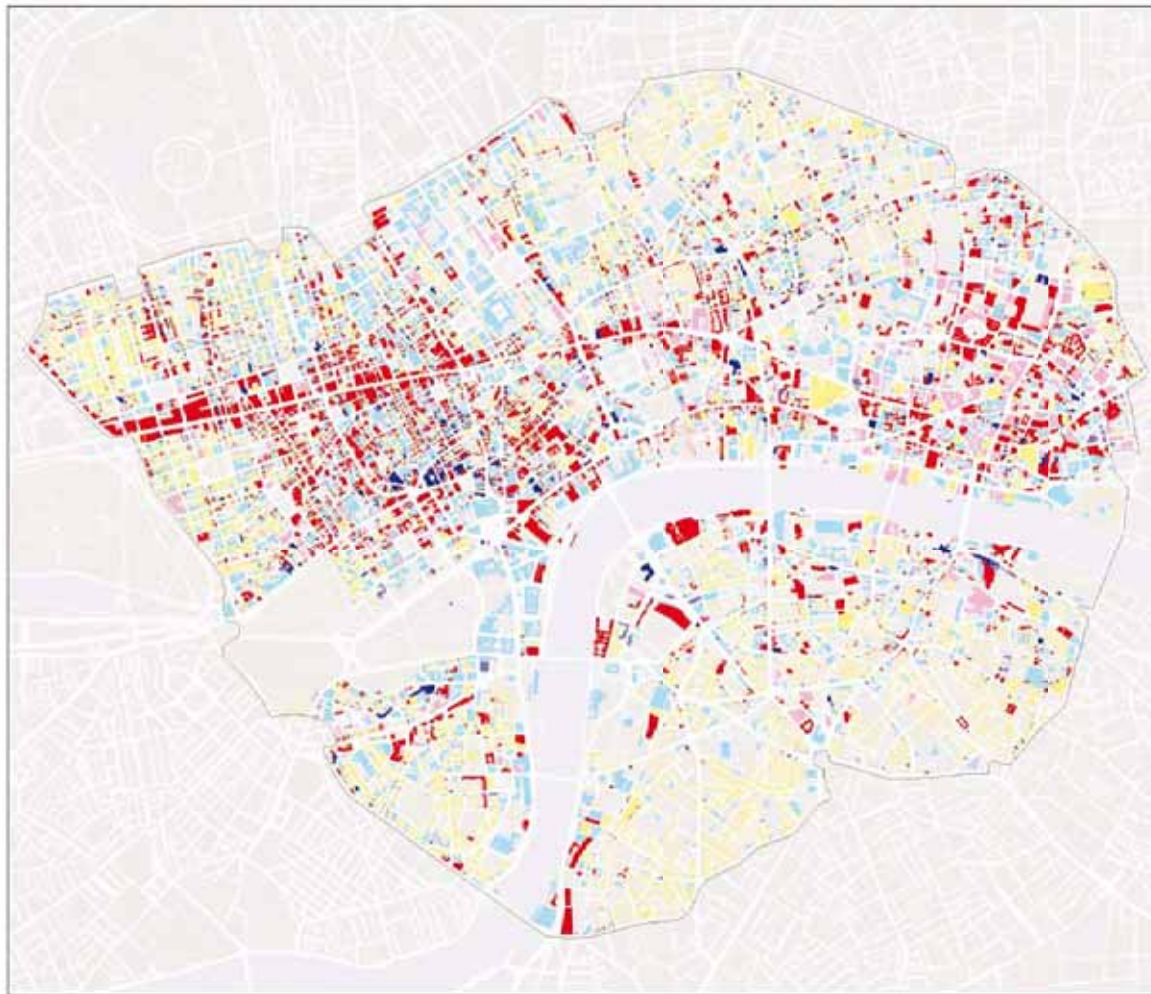
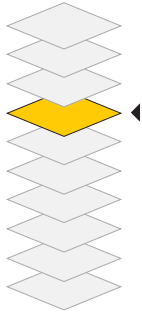
Neighbourhoods



Land use

Highlighting areas of interest

Land use and other data creates an understanding of how the area is being used. This 'planning' data, if sophisticated enough, can be used to provide public information. Legible London paper maps can use this information to provide detailed maps of concentrated locations such as the West End to highlight additional landmarks such as shops and restaurants to target users in particular areas.



Land use study of Central London © Atkins 2010



Example of Public Active Frontage field check used for a detailed survey of retail

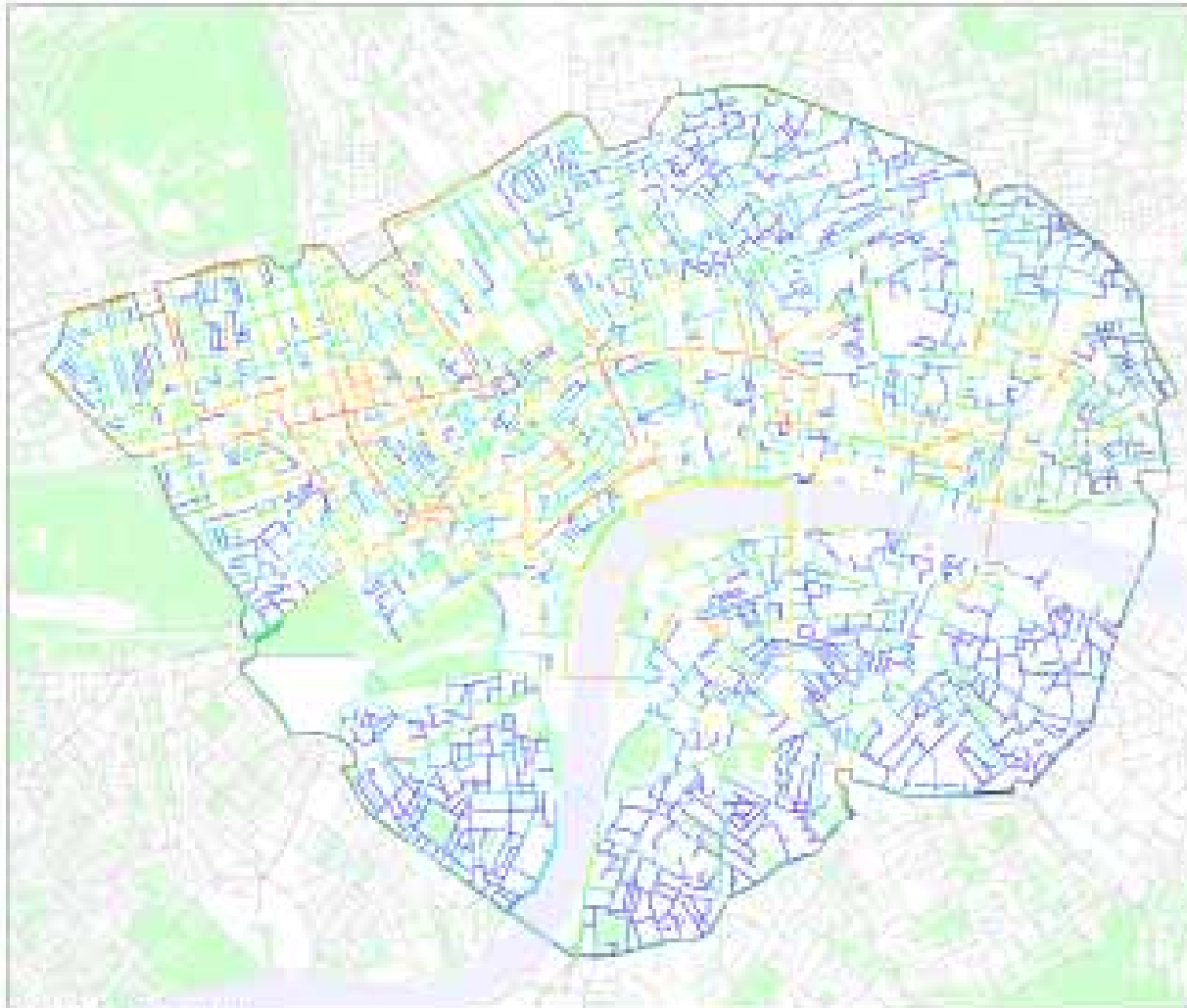
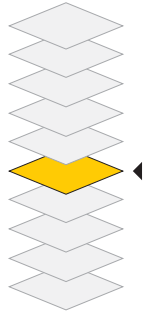


Land-use information used to create a 'shopping map'.

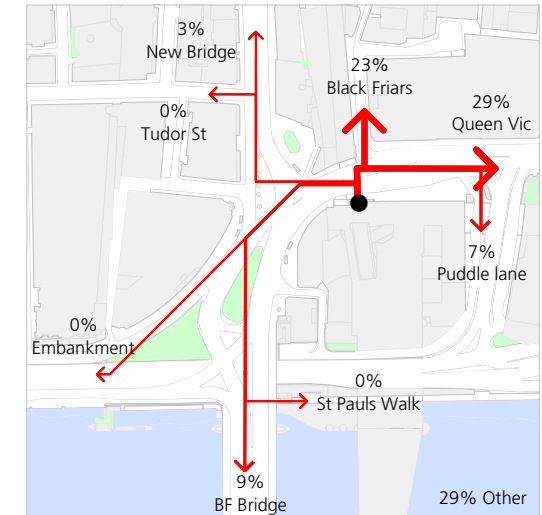
Pedestrian movement

Identifying key routes

Pedestrian and public transport flow data provide an insight into where people are moving and volumes. These show that there are certain patterns of behaviour that can be responded to in coherent ways. This data can be used during the scheme design to place signs in locations that will provide optimal support for pedestrians along walking routes throughout London.



Model of pedestrian flows in Central London © Atkins 2010

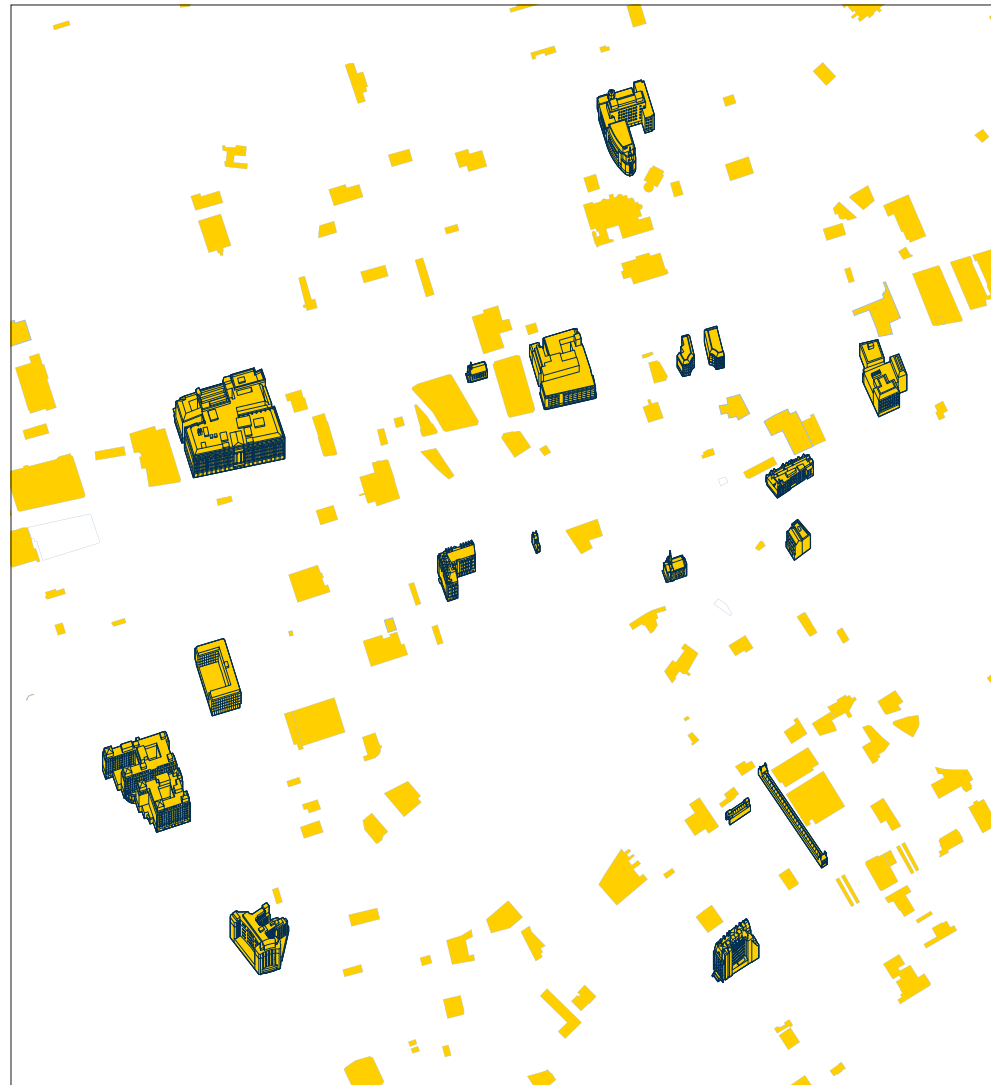


Pedestrian route choice behaviour study at Blackfriars station
© Atkins 2010

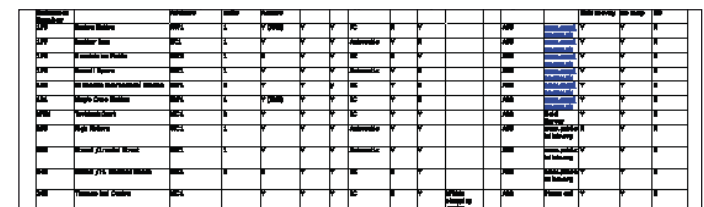
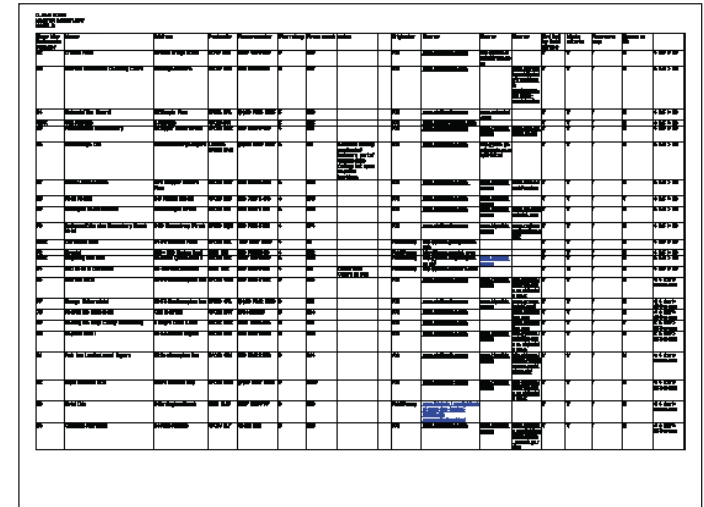
Assets

Selection criteria

The sign system places great importance on area names and landmarks, as these are used as wayfinding markers and are highlighted in yellow as 2D or 3D buildings. Buildings included on the map function both as landmarks and destinations. The importance placed on memorable landmarks by pedestrians justifies their prominence. A consistent and thorough selection of these assets is crucial to the system's integrity and are derived from a comprehensive audit and selection criteria.



Landmark assets



Thorough profiling, grading and databasing of assets.



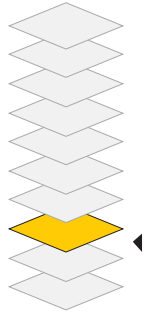
Route hierarchy and sign locations

Developing a strategic placement strategy

The route hierarchy and sign locations can be determined directly from knowledge of the geography, land-use, change and pedestrian flows. This is governed by sophisticated planning guidelines that create similar patterns of route networks and placements, so that the result for the pedestrian is predictable and seamless.

Predictable
The explanation on this page supports the principle of predictable.

For further detail, see
4.0 Design principles, IDS
Version 1.1, March 2008.

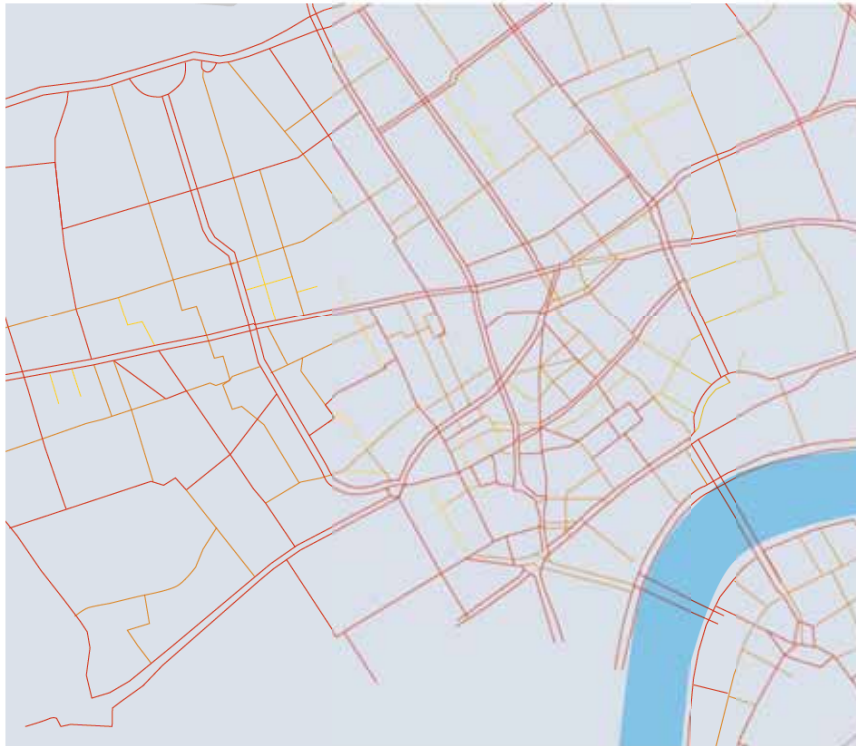


Key items to consider when developing the initial strategic placement strategy are:

- Route hierarchy
- Decision Points
- Arrival Points
- Destinations/ Areas of Interest

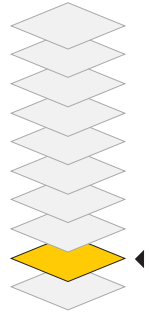
Preferred route hierarchy describes where information needs to be available. These are not marked or supported routes, but ensure that when lost, a route with information is not far away.

Sign locations are defined using sophisticated guidance. The placement and density of signs should be consistent with areas of a similar structure and use. The combination with the route hierarchy reduces the number of signs to a minimum while being effective.

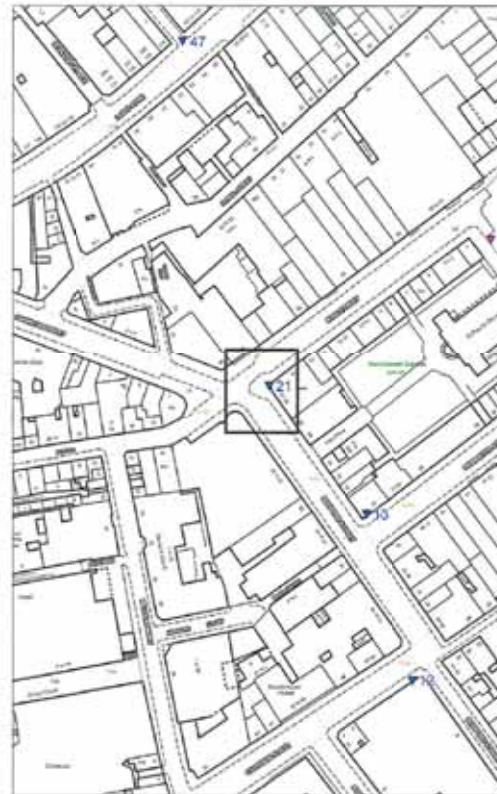


A Practical Approach

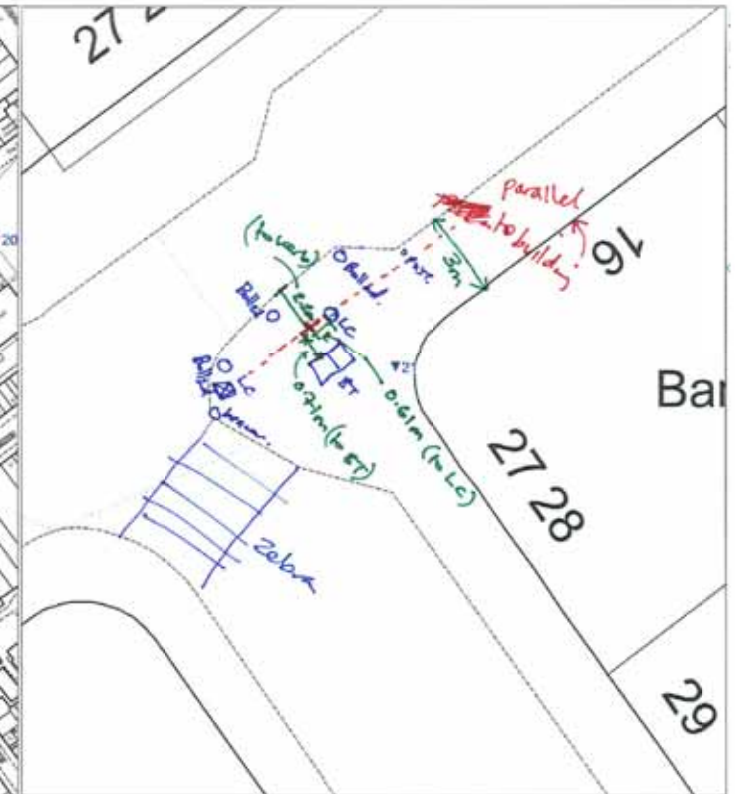
After drawing together the initial strategic placement strategy the situation in the street needs to be taken into account. Siting is very precise and governed by guidance but limited by what is practical. Precise siting plans need to take into account many factors such as sight lines, stats, pavement and building edge tolerances, available ambient lighting etc. Liason with borough officers and engineers as appropriate enables the scheme to be tailored to ensure it is fit for purpose at specific sites.



Sign placement is drawn up on the scheme scale, placing signs at key arrival and route supporting locations



The more precise road side and orientation are looked at on a finer scale and through on site visits.



The precise location is then plotted to ensure that the sign will be of optimal use to pedestrians whilst not adversely impacting the pavement width

Planning strategy

Where they go and how they work together

A key to a successful system is to site information in effective and consistent locations. They need to connect and be predictable - ie where they are expected. How the system is delivered across borough and landowner borders will be crucial.

Human scale
The explanation on this page supports the principle of human scale.

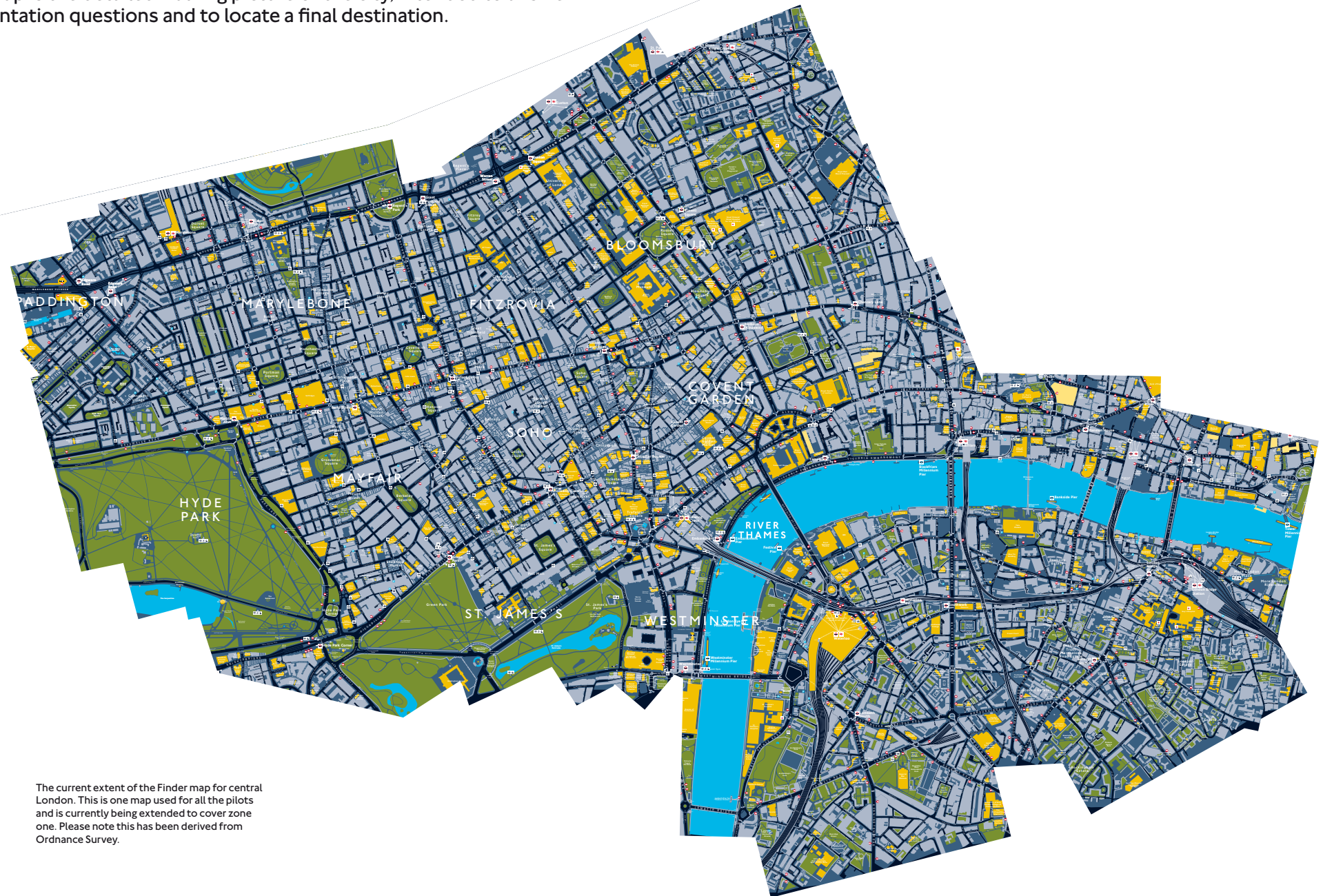
For further detail, see
4.0 Design principles, IDS
Version 1.1, March 2008.



Finder map

How are the maps designed?

The Finder map is the detailed walking picture of the city, intended to answer detailed orientation questions and to locate a final destination.



The current extent of the Finder map for central London. This is one map used for all the pilots and is currently being extended to cover zone one. Please note this has been derived from Ordnance Survey.

Rationalisation
Applying criteria to improve map legibility

A carefully considered set of criteria determines what appears on the maps. The general rule is the more important a landmark is for navigation or destination the more it will appear, and the more dense the map the more stringent the appearance criteria. All Live assets are open for discussion and fall into some or all of the following primary and secondary criteria:

Primary criteria:

- Wide appeal / attraction
- Transport
- Unique / specialist
- Internationally recognised
- Area of interest

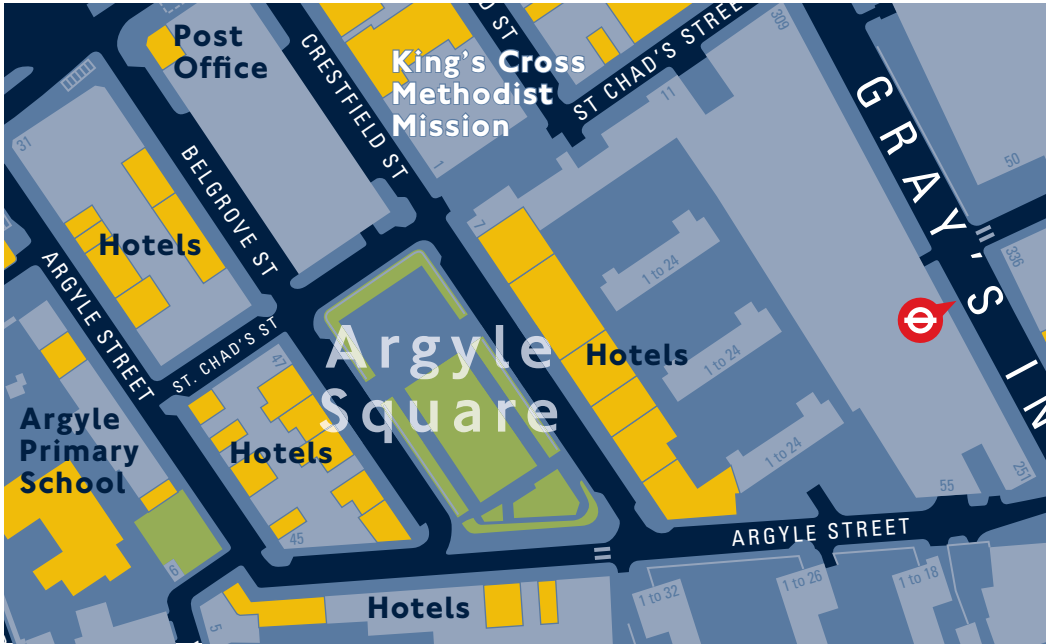
Secondary criteria:

- Memorable and therefore easily identified en route
- Listed / architectural merit
- Defining the end of a vista / defining an area
- Prominent
- Located at or punctuating a busy or significant intersection

The live assets generally fall into one of the following categories, of which provide a basis for asset identification and selection

- Landmark retail
- Visitor attraction
- Theatre / Cinema / Venue
- Hospitals / Clinics
- Institutes / Education buildings
- Places of worship
- Open spaces
- Car Parks
- Embassies
- Public toilets
- Civic
- Police Stations
- Post Offices
- Hotels & accommodation
- Societies
- Monuments, statues, sculptures,
- River assets
- Park Assets
- Public Active Frontage

It's clear that for a map of this scale, all of the hotels cannot be marked. A criteria is applied to determine a selection. Of course, this can change if the map is a specific 'Hotel finder'.



4 Star
50+ Beds – Included

Thistle
Bloomsbury

4 Star
138 Beds

5 Star
50+ Beds – Included

Claridges
Mayfair

5 Star
203 Beds

Other rated
150+ Beds – Included

Strand Palace
Covent Garden

3 Star
783 Beds

Other rated
< 50 Beds – omitted

Tony's House
Sussex Gardens

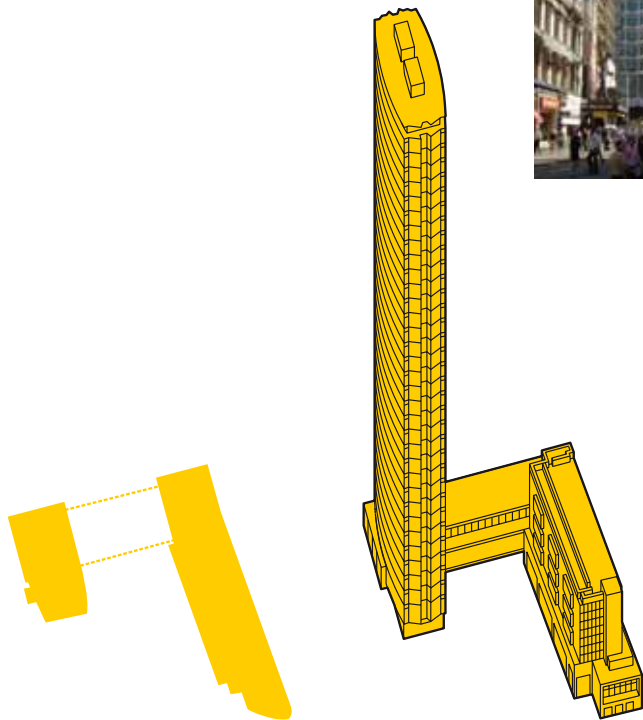
2 Star
20 Beds

Rationalisation
Depictions of Landmarks

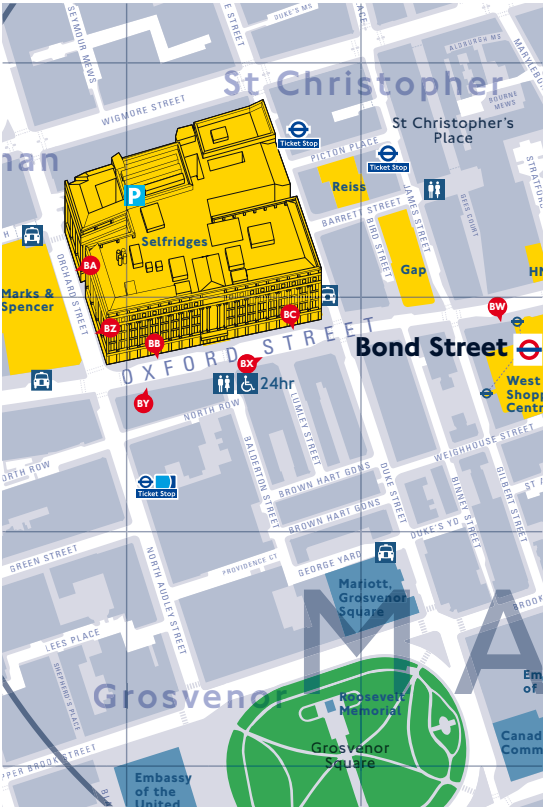
A selection of important landmarks are mastered in 3D. These depictions support the use of the map in a number of ways:

3D Criterion:

- Wayfinding beacon
- Memorable
- Seeing yourself ‘in’ the map
- Adds visual interest to the map



For CentrePoint, the mapping polygon (left) provides the base for the 3D building – creating a symbol of one of London’s taller landmarks. These 3D depictions are rotated accurately when the map is rotated.



By adding the Selfridges building, a major landmark becomes obvious and a sense of scale is provided.

Rationalisation
Active frontage

Some streets are more interesting and ‘active’ than others. The aim of showing Active Frontage is to suggest general street activity of interest to the pedestrian, such as retail, services, galleries, food and drink that doesn’t meet specific asset criteria. Active Frontage is a term used in planning referring to, in it’s simplest explanation, activity visible from the street.



Oxford Street is shown to offer a number of types of shopping.

Different shopping sub-neighbourhoods are identified in Covent Garden.



Specific Design Challenges

How Legible London adapts to local urban form

Throughout London’s urban form there are many features that are unique and many that are similar. The mapping design developed so far demonstrates how many of these are depicted within the pilot areas and how specific design challenges were met.

Richmond & Twickenham



In Richmond the hierarchy of landmark assets is very different to that in Central London. The system responds to the scarcity of landmarks in some areas as well as the saturation in others.

South Bank & Bankside



Multiple pedestrian levels have been defined by tackling the walkways along the South Bank.

Clear Zone



The sheer density and multiple-use of the area around Covent Garden has established how these feature-rich areas are depicted.

Planner map
A wider view of London

The Planner map is an overview of the city. It appears where planning questions are being asked. It shows the main walking routes that connect and dissect the villages as well as a selection of the most important landmarks across a 15 minute walking radius.



The current extent of the Planner map for central London. This is one map used for all the pilots and is being extended to cover the area surrounding zone one. Please note this has been derived from Ordnance Survey.

6 Maintaining Consistency

Maintaining Consistency

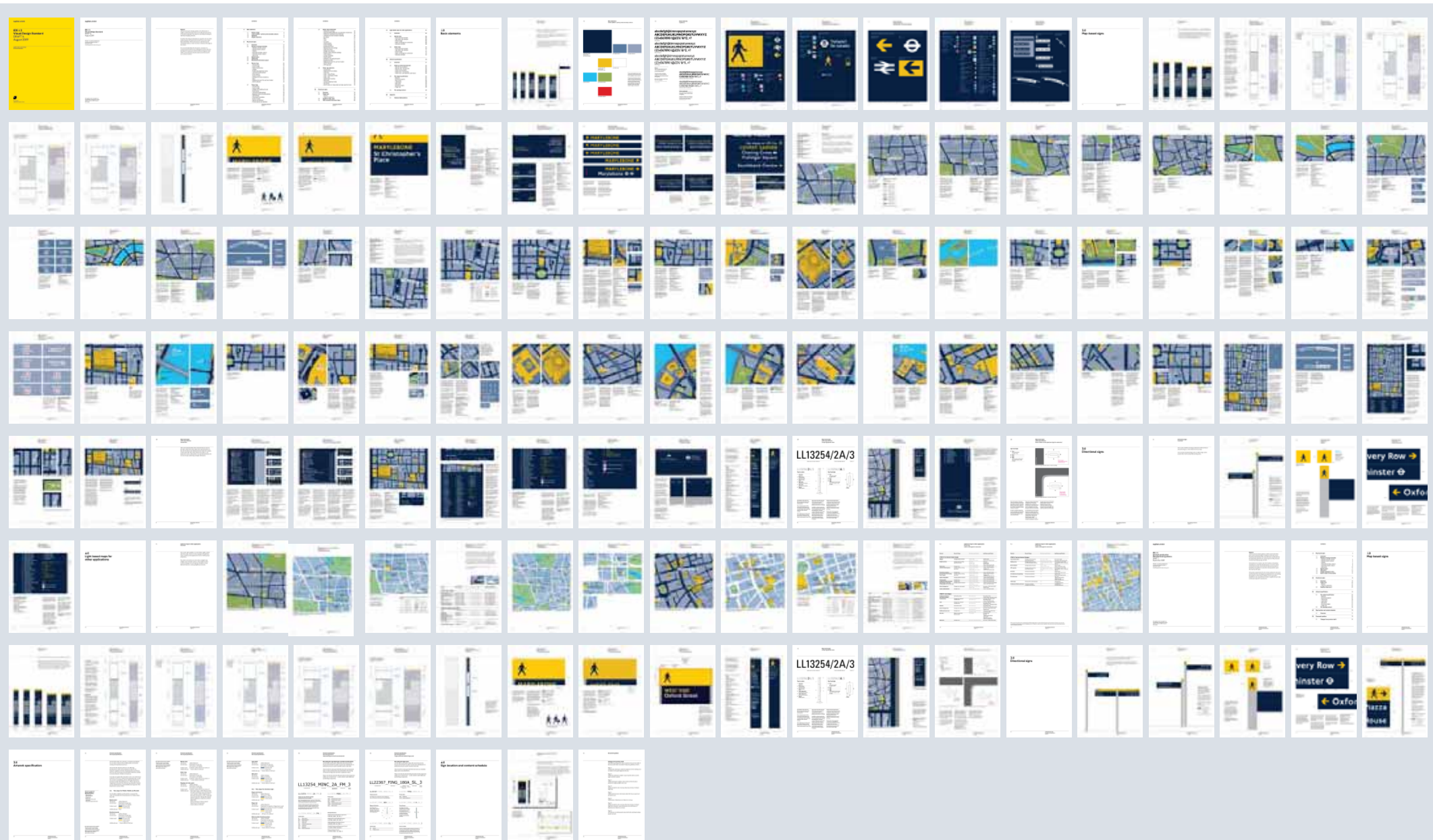
Design Standards

The visual appearance is fully documented in the Design Standard documentation which enables all Leigble London products to maintain a consistent high quality appearance.



Maintaining Consistency

Design Standards continued...



7 Managing Legible London schemes

Contacts

Where to go from here

For scheme support and a copy of the Legible London guidance documents please contact:

Transport for London

Richard Fullager

Legible London Delivery Manager

richard.fullager@tfl.gov.uk

Tel: 020 3054 0872

Nick Blades

Legible London Programme Manager

Nick.Blades@tfl.gov.uk

Tel: 020 3054 0396