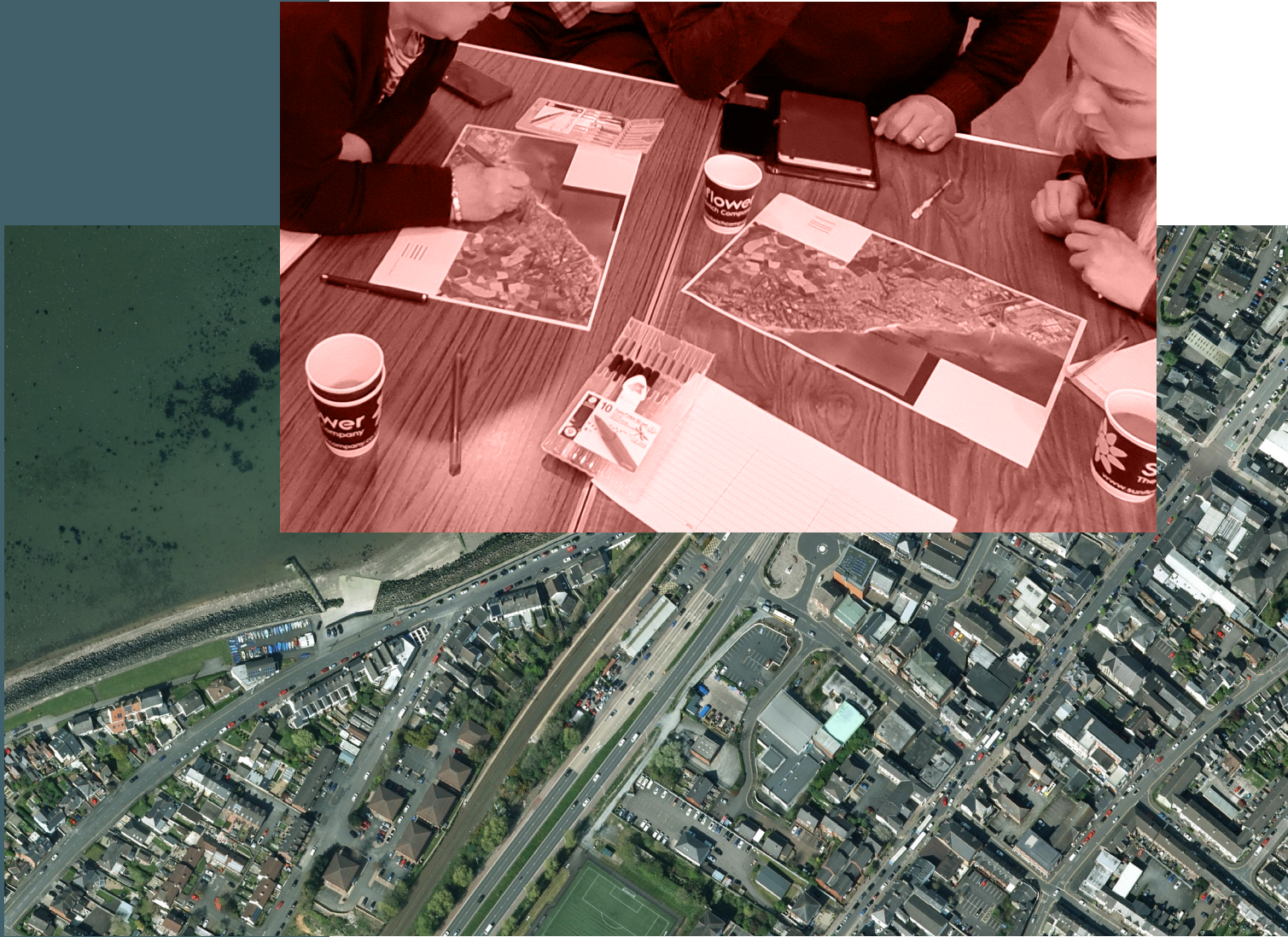


Hollywood Wayfinding Strategy



HOLLYWOOD TOWN ADVISORY GROUP

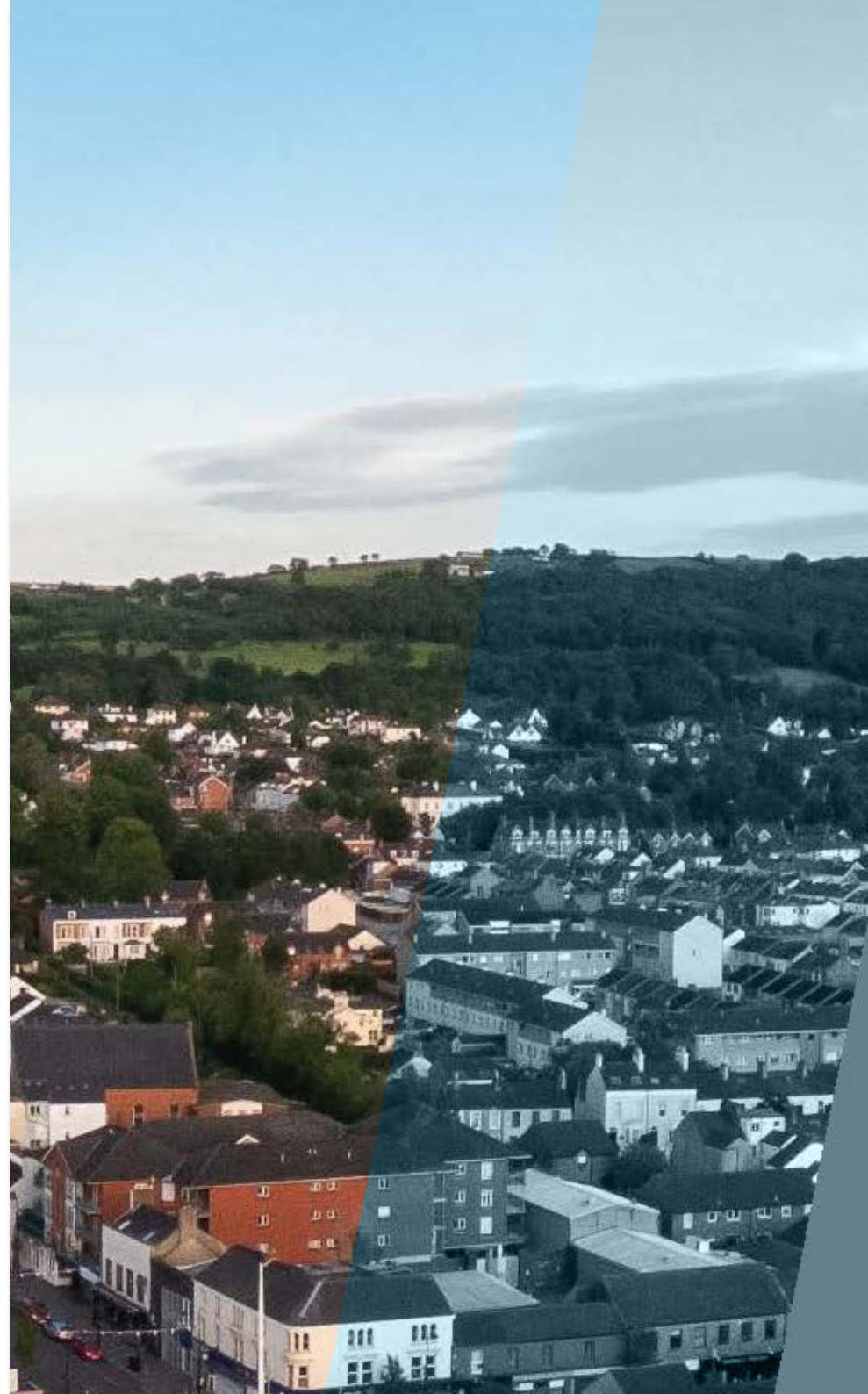






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01. Introduction



Hollywood Town Centre: Masterplan Review

Proposed Priorities

A. Hands on Hollywood

B. Queen's Hall

C. Hollywood on sea

D. Walk, bike, bus and rail

E. Innovation hub

01. Introduction

This document presents a Wayfinding Strategy for Hollywood, aiming to improve the experience for pedestrians in the town and to promote walking as a healthier and more sustainable mode of transport for the benefit of everyone. With a focus on accessibility, the strategy seeks to ensure that navigation within Hollywood is intuitive and inclusive, accommodating individuals of all abilities.

*"Wayfinding systems should **encourage walking and transit usage** by providing **multimodal information** and **adopting the pedestrian perspective**."*

Hollywood is a bustling town known for its **thriving high street** and its cafes and restaurants. The town is also home to many fine heritage buildings and fortunate to be serviced with a train station a short distance from the town centre. Hollywood is **walkable due to its size**, but lacks pedestrian signage and

*Wayfinding works with other **visual cues** to help people **orient** themselves and **provide confidence** in navigating the geography of a city. Wayfinding can increase people's comfort in **choosing to walk** when they understand a **destination proximity**."*

Global Designing Cities Initiative (2016)

needs help in better connecting the town centre with its waterfront.

This Wayfinding Strategy emanates from a review of the Hollywood Town Centre Masterplan. Shaped by the Hollywood City Advisory Group and consulted upon with the public, the 2023 review identified the need to capitalise upon the town's potential as a place to **'walk, bike, bus and rail,'** as well as better connecting to the shoreline, as **'Hollywood on Sea.'**

The **goal** is to address the existing opportunities and shortcomings and **provide clear, practical guidance for navigating Hollywood**. This strategy includes proposed improvements such as providing wayfinding elements and decluttering existing infrastructure. The strategy aims to **streamline navigation and enhance the overall pedestrian experience**.

01. Why Walk?

Reasons why walking is beneficial:


- Physical Health
- Mental Well-being
- Environmental & Climate Benefits
- Social Interaction & Community
- Accessibility & Affordability
- Increased Economic Activity
- Traffic Reduction
- Public safety

An effective wayfinding strategy can empower individuals to engage in walking and exercise. By providing clear signage, maps, and directional information, a wayfinding system can **motivate individuals to confidently navigate their surroundings, discover new routes and explore outdoor spaces**. A wayfinding system in a town can highlight paths, trails, and points of interest. By showcasing the accessibility and attractiveness of nearby walking routes, parks and green spaces, the strategy can **encourage people to incorporate walking into their daily routines as a convenient and enjoyable form of exercise**.

Studies conducted in the UK and Ireland have consistently shown that regular

“A good walk is so much more than just stretching your legs. It’s a chance to unwind, meet new people and discover nature on your doorstep.”

UK’s Ramblers Association



Walk to energise your body, mind and soul.
No matter how old you are, how fit you are
or how busy you are, walking works!

Get Ireland Walking

walking is associated with numerous health benefits. According to data from the National Health Service (NHS) in the UK, **adults should aim for at least 150 minutes of moderate-intensity exercise**, such as brisk walking, per week to maintain good health.

Research from the Irish Heart Foundation highlights that **walking for just 30 minutes a day can significantly reduce the risk of heart disease and stroke**. These statistics show the importance of integrating walking into our daily routines as a simple yet effective way to improve cardiovascular health and fitness.

Yet walking does not just benefit our physical health. It also can make a significant contribution to our **mental health and well-being**, giving us time to relax while stimulating endorphins in the brain.. Walking also promotes **social interaction** with friends, family and even strangers, thereby contributing to an overall **sense of community**.

Walking also contributes to the safety of our streets and spaces, with more people 'out and about' increasing passive surveillance and dissuading antisocial behaviour.

Finally the promotion of walking and investing in infrastructure also makes good **economic** sense. Firstly, unlike other forms of transport, walking is **free** and benefits a large percentage of the population. Secondly, it increases the **dwell time** of people in the town and therefore their propensity to frequent local businesses and contribute to the local economy.

"Walking and cycling projects can increase retail sales by 30% or more."

Living High Streets

"When you walk at a moderate intensity, you are helping to train your heart and lungs to work more efficiently for you"

Irish Heart Foundation

"Making small changes to increase the number of daily steps you take can lead to big health benefits."

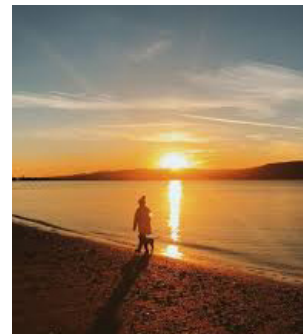
National Health Service

" We can help to protect our green spaces by showing its importance to communities, and to plant and wildlife."

Sustrans

02. Why Hollywood?

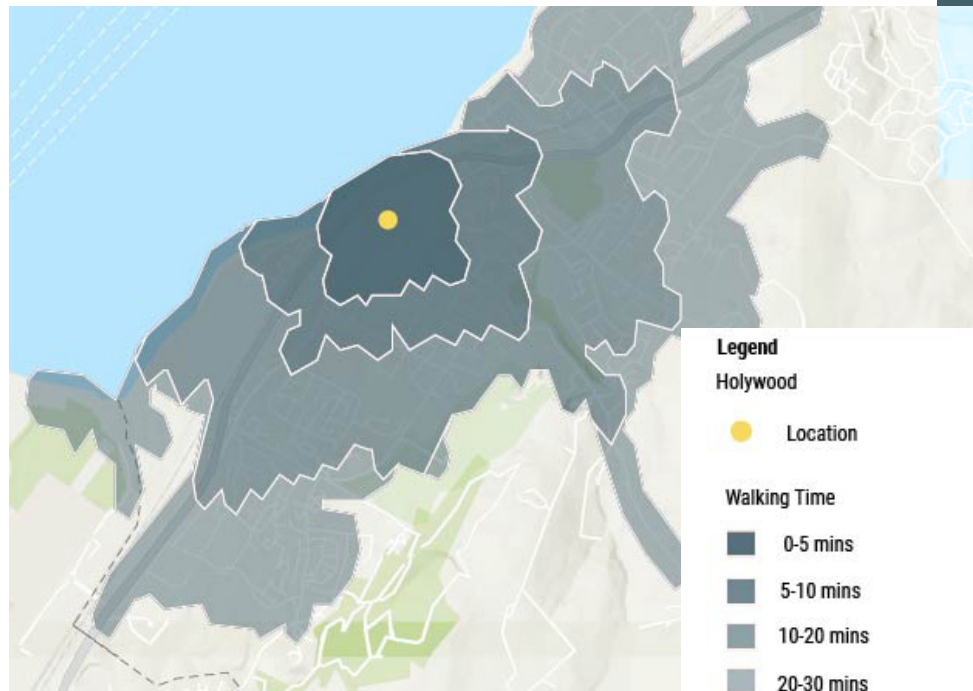
Hollywood is a popular destination, in close proximity to Belfast but with its own clear **character and identity as a coastal community**. Centred upon the historic maypole, the town's grid pattern of **streets throngs with activity**, lined with shops, cafes and restaurants. **Heritage buildings are to be found throughout**, while beyond the railway line lies the scenic coastline and Seapark.



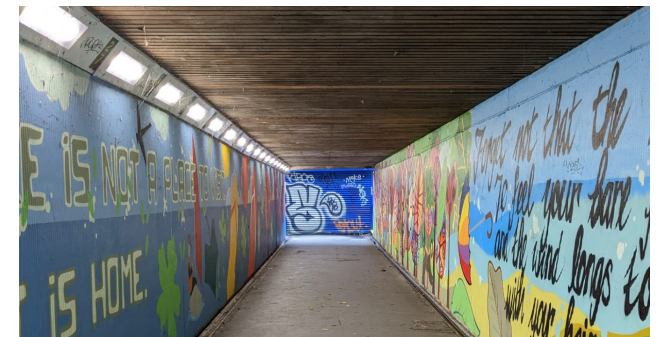
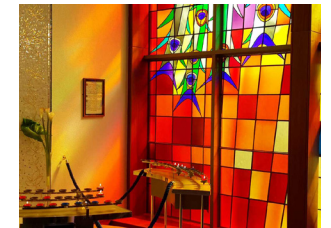
Navigating Hollywood's Pedestrian Experience:

Car Dominance: Hollywood can become very congested with vehicles, affecting the quality of the pedestrian and cycling experience. Promoting walking for short local journeys can help tackle this issue.

Barriers to Pedestrian Movement: It is possible to visit Hollywood town centre and to be unaware of the extensive seafront a short distance away. This is due to the visual and physical barrier created by the railway line and A2 road. Wayfinding therefore has an important role to play in guiding the pedestrian and encouraging movement between these two asset rich parts of the town.

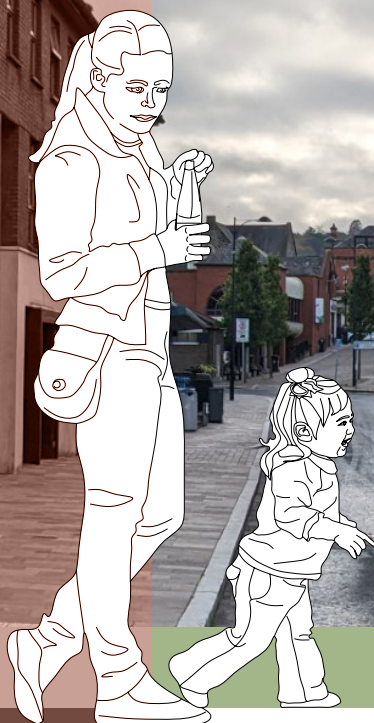


Hollywood: Where Every Step Tells A Story.



03. The Strategy

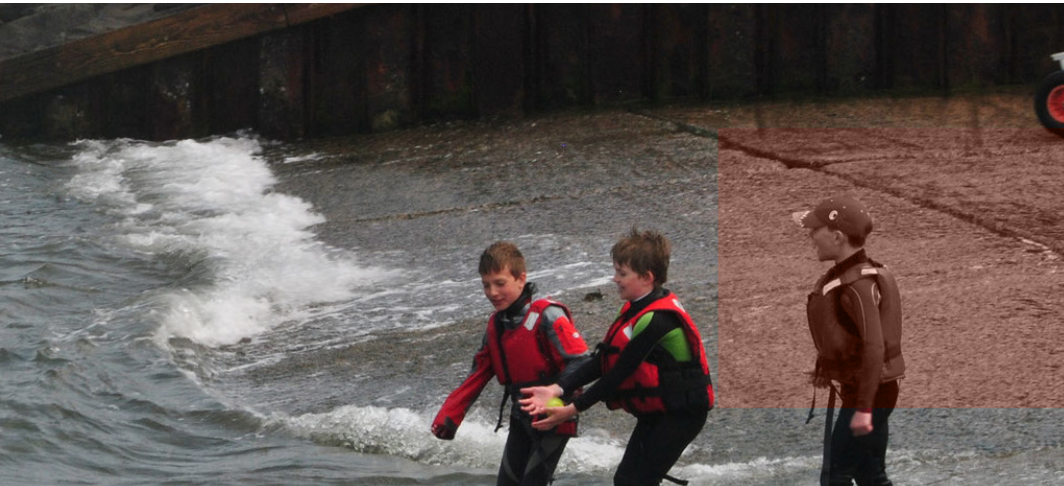
In the heart of Holywood's town centre, the Wayfinding Strategy aims to strengthen pedestrian confidence, extend visitor stays, and promote public health initiatives, all while enhancing walking infrastructure



Aims & Objectives

To improve pedestrian wayfinding in Hollywood

- Increase levels of walking and wheeling to and from the town centre
- Provide greater confidence in support of pedestrian journeys within the town centre
- Spread footfall and increase dwell time in the town centre
- Provide infrastructure to support walking and public health initiatives
- Improve connection between town centre and the coast



The aims are to transform Hollywood' into a town of **easy navigation and cultural exploration**. The project aspires to redefine how individuals interact with the townscape.

The project seeks to create a **network of wayfinding elements** that seamlessly blend with the town's character, providing not just directions but also **a sense of place**. With each signpost, mural, and installation, the aim is to capture the spirit of Hollywood, celebrating its rich history, vibrant culture and promising future.

The Wayfinding Strategy is more than just aesthetics; it's a driver for **economic vitality and community pride**. By enhancing the visitor experience, the project aims to support local businesses, encourage exploration of hidden gems and foster a **deeper connection** between residents and their urban and natural surroundings.

04. The Users

Often wayfinding systems are aimed at one particular user group, such as tourists or shoppers. This strategy for Hollywood seeks to provide infrastructure useful to a range of different users, from the visitor to the local alike.



→ the shopper

- **Retail**
- **Town Centre**
- Parking, park & ride
- Hospitality / food / restaurants
- Public transport
- Public toilets

→ the visitor

- **Town Centre**
- **Key Points of Interest**
(landmarks, parks, gardens, historic features, etc)
- **Hospitality / food / restaurants**
- Retail & Entertainment
- Sports & Leisure
- Walking trails
- Parking, park & ride,
- Public transport (bus, rail)
- Public toilets

→ the exerciser

- **Looped walks / running trails / greenways etc**
- **Parks / Country parks etc**
- **Sports & Leisure**
(eg. Leisure complexes, playing fields)
- Parking, park & ride
- Public transport (bus, rail)
- Public toilets
- Town Centre



→ the mobility aid user

• **Safe and Accessible Routes**

• **Town Centre**

• Parking, park & ride

• Public transport (bus, rail)

• Public toilets



→ the students

• **Schools**

• **Town Centre**

• **Parks, playparks, wetlands etc.**

• Sports & Leisure (Leisure complexes, sports pitches)

• Key Points of Interest (landmarks, parks, gardens, historic features, etc)

• Public toilets

• Public transport (bus, rail)



→ the commuter

• **Public transport (bus, rail)**

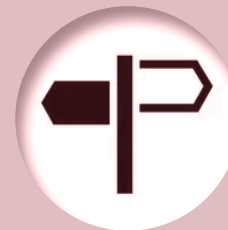
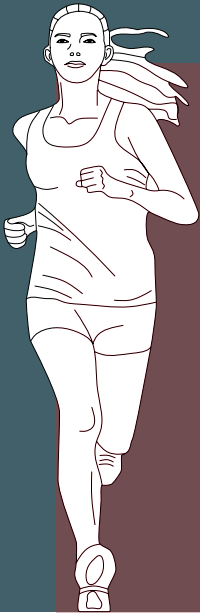
• **Parking, park & ride**

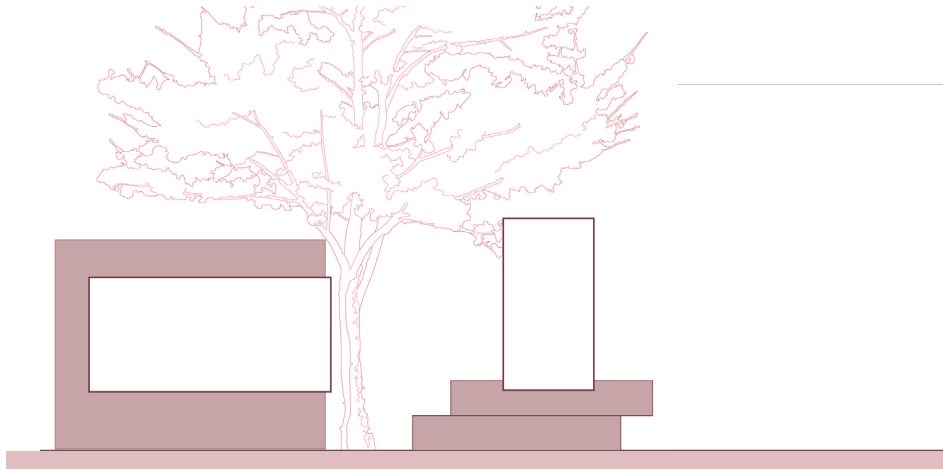
• Town Centre

• Public toilets

05. The System

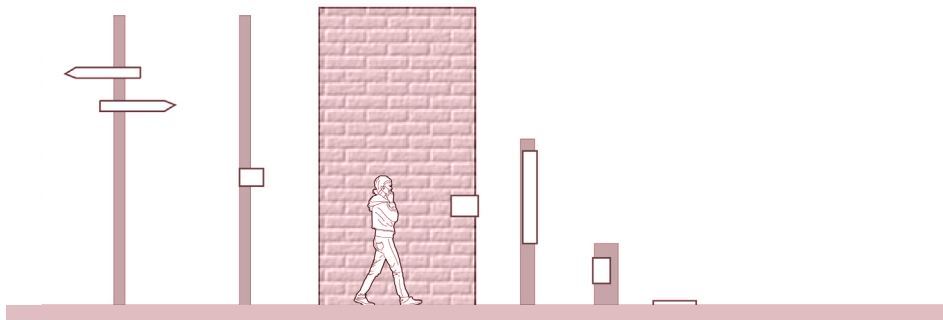
The Wayfinding System encompasses detailed **mapping initiatives, directional signage and markers**, ensuring that Hollywood is easily accessible. Whether exploring historic landmarks, the waterfront, shops or scenic trails, these wayfinding elements offer **comprehensive guidance** for any user.





identity

Identity wayfinding integrates elements of artwork, sculpture, murals, and branding into navigation systems to reflect a place's unique identity. By using curated colors, typography, and thematic motifs, this approach creates a cohesive and memorable experience for users, enhancing the environment's overall branding and sense of place.



directional

Directional wayfinding signage includes location indicators, markers, destination information, directions, symbols/pictograms, consistent branding, clear typography, consistent design and strategic placement. It guides users efficiently through environments, ensuring they reach destinations with confidence.

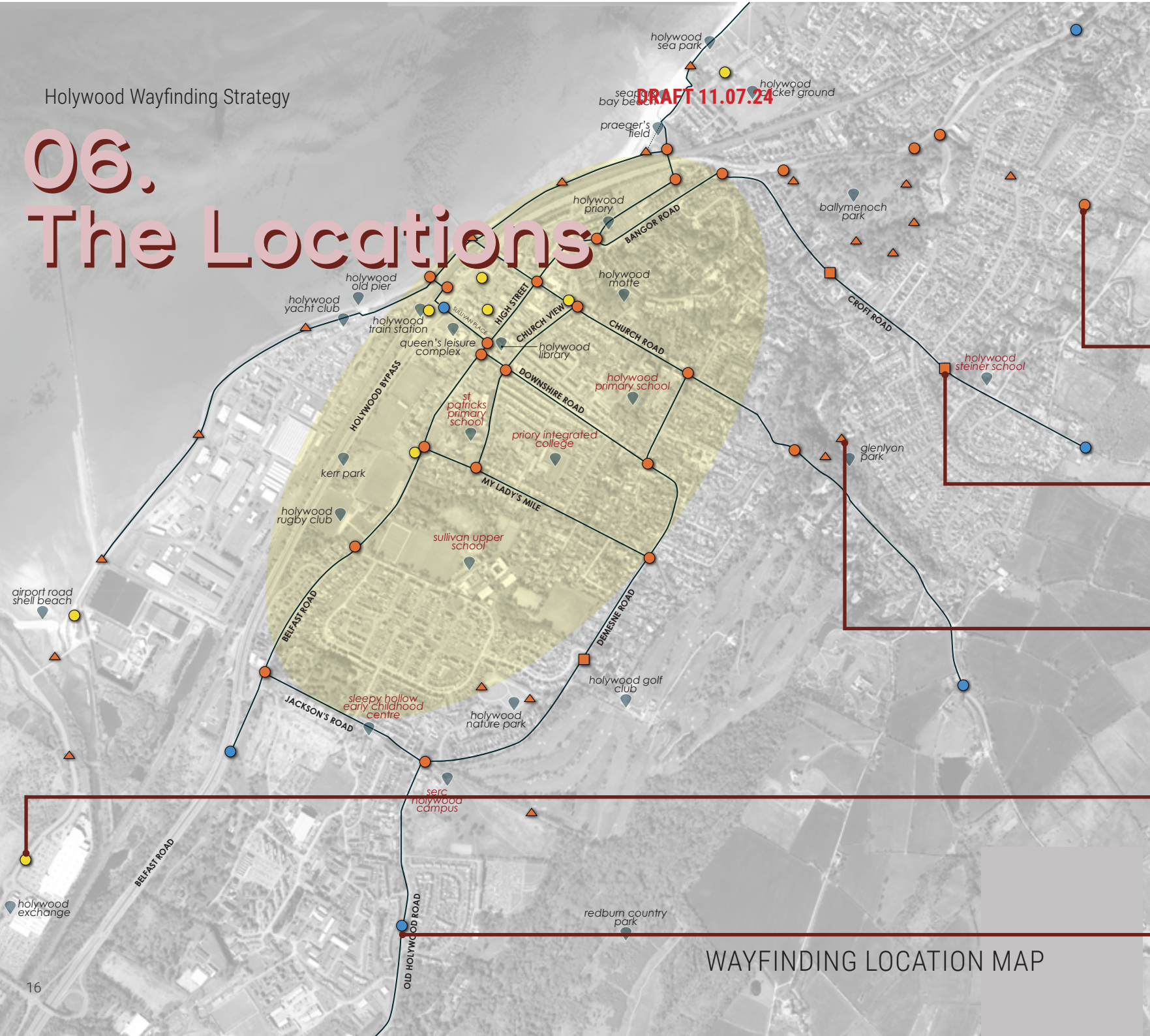


orientational

Orientational wayfinding helps users in understanding their overall spatial orientation within urban environments. Key elements include maps, landmark identification, path hierarchy, consistent design and visual clarity. It helps users develop a mental map of their surroundings and promoting confidence.

06. The Locations

DRAFT 11.07.24



WAYFINDING LOCATION MAP

finger post



wayfinding marker



looped walk / trail



orientation signage



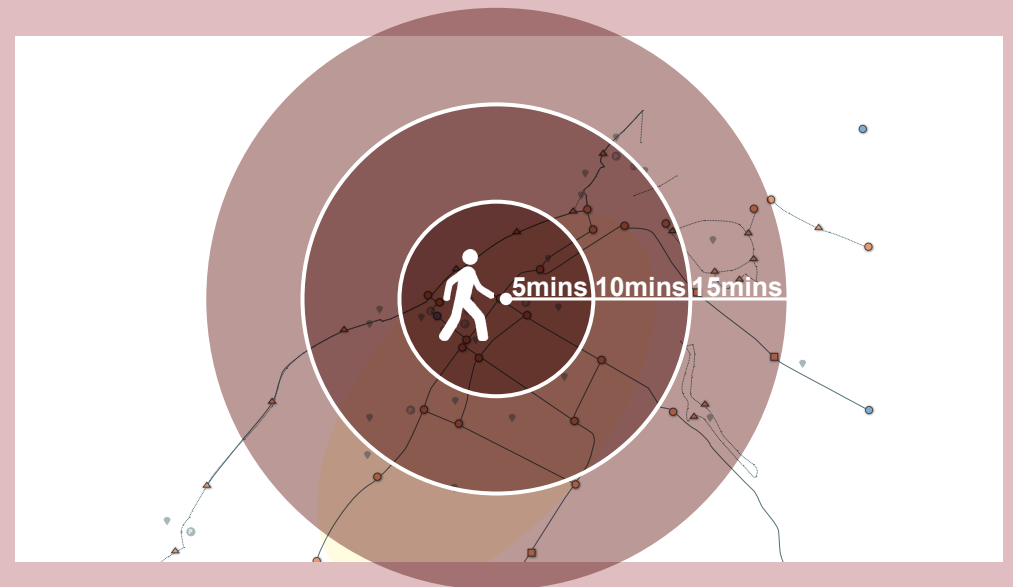
identity feature artwork



Hollywood's Wayfinding Strategy will relate to the **entirety of the town**, promoting walking to and from the town centre, as well as within it. Walking times will be clearly marked to help inform decision making.

Arrival to Hollywood will be further marked by **entrance features**, while **orientational signage and mapping** will be provided at the arrival points of the train station and car parks.

Directional signage will take the form of finger posts and wayfinding markers throughout the town. The markers will also be used to signpost walking routes, such as those to and from the waterfront.



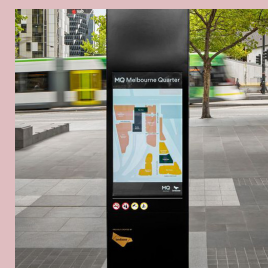
06. The Locations

All signage must be **very carefully located** in the public realm so to ensure visibility without detracting from its setting. This is particularly important in proximity to heritage buildings and views. **Street clutter must be minimised** so that circulation flows are not adversely affected. Superfluous existing signage should be removed, while new signs should be affixed to existing poles or structures whenever possible.



Hollywood Wayfinding Strategy

the paul hogarth company



orientational



Due to their size, orientational panels including maps must be positioned with great care. The location must be a safe place for pedestrians to congregate, while the panel must not block important sightlines, be they at traffic junctions or towards the most attractive views.



07. Design Guidance

Incorporating Hollywood's identity into signage offers benefits such as:

1. Improved **navigation**
2. Enhanced **brand recognition**
3. Positive **visitor experience**
4. Boosts **tourism appeal**
5. Fosters **community engagement**
5. Boosts the **local economy**

The design guide for Hollywood prioritises the selection of colours to ensure a harmonious and visually appealing aesthetic. Incorporating contrasting hues such as vibrant blues, yellows, and greens can uplift the rustic reds, browns, and more vibrant greens prevalent in Hollywood. Drawing inspiration from colour theory principles and with mindful consideration of the existing palette, vibrant blues, yellows, and greens were identified as complementary tones. These lively shades were thoughtfully chosen to infuse depth and vibrancy, enriching the overall visual experience of the wayfinding elements and highlighting the unique charm of Hollywood.

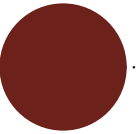
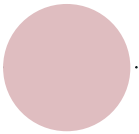


Hollywood, where Sand, Stone, Red Brick, and Pastel Hues Paint the Palette of the Coastal town.

PRINCIPAL COLOUR



RUSTIC
Background tone

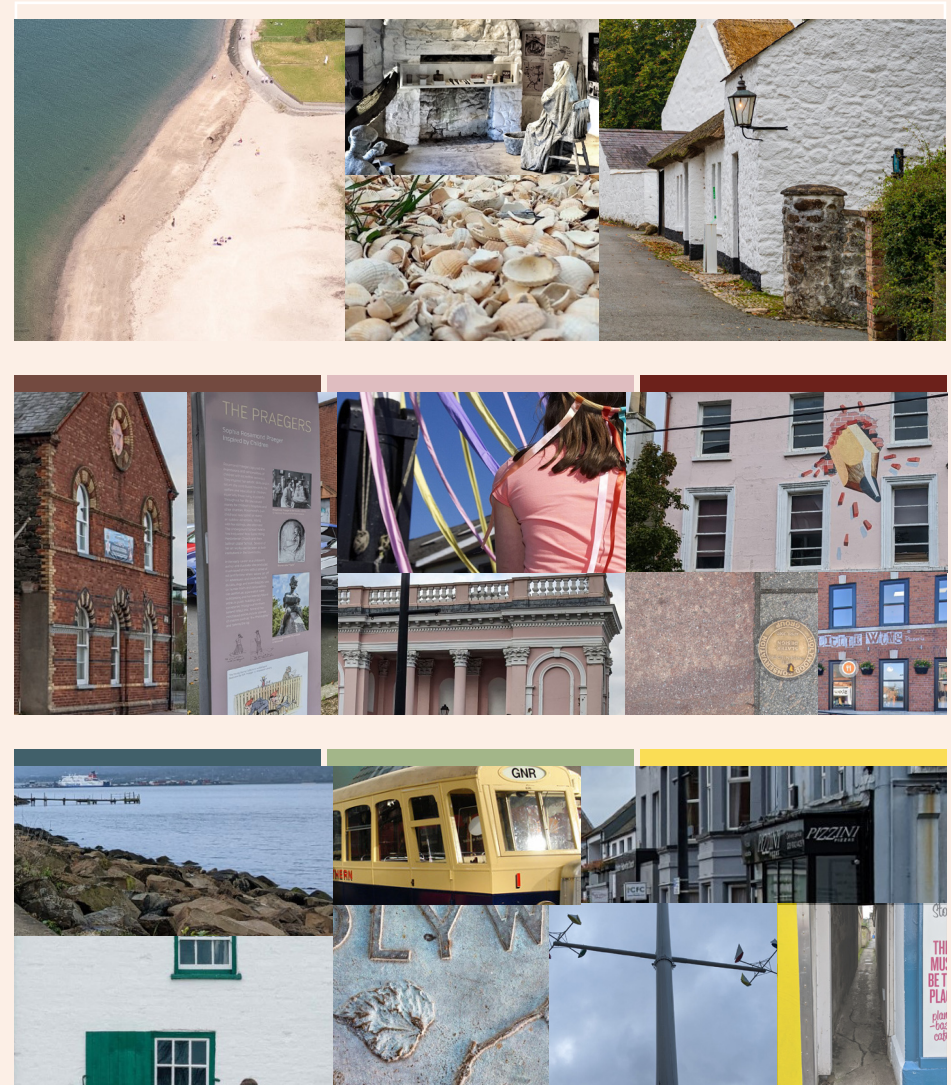


TRANQUIL
Typical



VIBRANT
Accent

CONTRASTING COLOURS



07. Design Guidance

Colours and Icons Recommendations

Colour plays a vital role in shaping our perceptions and contributes significantly to branding and graphic identity. It can serve as an identifier for specific areas, aiding in hierarchy and clarity within a wayfinding system. However, when employing different colours, it is crucial to avoid combinations that may confuse individuals with colour vision deficiencies. For instance, combinations below should be avoided to ensure clarity and accessibility for all users.

- red/yellow/green
- red/black
- blue/green/purple

Fonts

Fonts are selected based on principles of readability, versatility, and brand consistency. Sans-serif fonts are preferred for their clean, modern appearance and legibility across different mediums. A primary font is chosen for headlines and prominent text, while a complementary font is used for body text and secondary information.

Legibility

Signs are more legible for people with visual impairment when character contrast with their background by at least 70%. As the design of the system can be flexible in colour and brand application. Tests should be carried out to ensure the finished design has a high contrast finish.



Viewing Distance (M)	Text Height (MM)
2.5	15
5	20
7.5	25
10	40
12.5	50
15	60
17.5	70
20	80
22.5	85
25	90
27.5	95
30	100
32.5	110
35	120
37.5	130
40	150
42.5	160
45	180
47.5	190
50	200

"Rule of thumb" guideline, which suggests that every 25mm of letter height provides approximately 3m of legibility distance.

Wayfinding Signage

Wayfinding signs, including finger posts, play a crucial role in guiding individuals throughout the town.

Design Recommendations:

Sign Colours: Consistency is key for all wayfinding signs. Therefore, it is recommended to use the same sign colours across all elements to create a cohesive and unified wayfinding system.

Font and Symbol Colours: To ensure legibility and clarity, the font and symbols on finger posts should be in a contrasting yet complementary colour. For example, crisp white can be used for the font and symbols against the slate grey background of a sign.

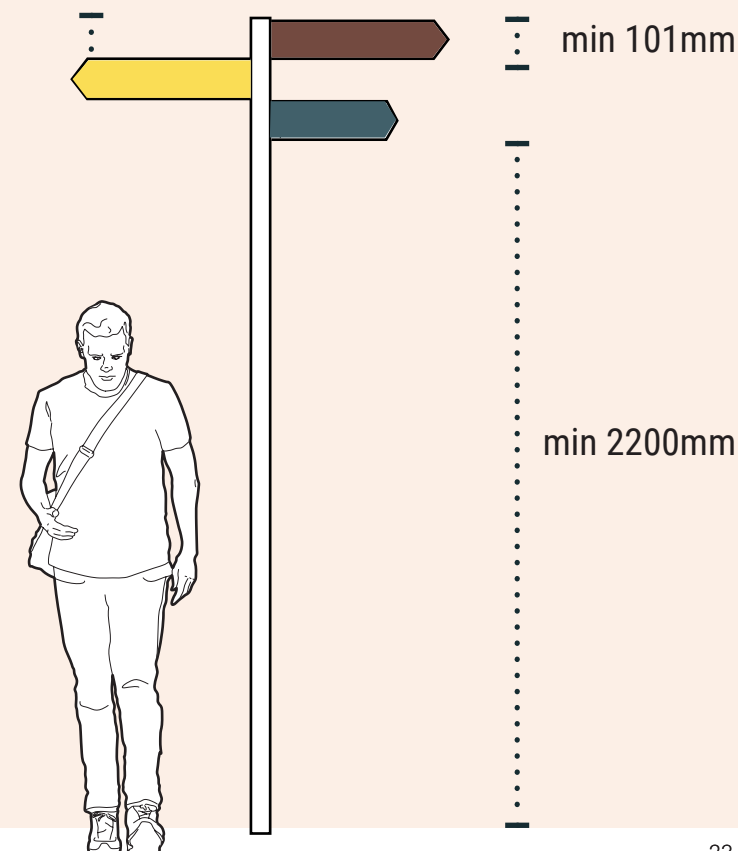
Rationale:

Consistency in sign colours across all wayfinding elements ensures a cohesive and easily recognisable wayfinding system. By using the same sign colour for all wayfinding signs, individuals can navigate the town with confidence, knowing what to look for regardless of their location.

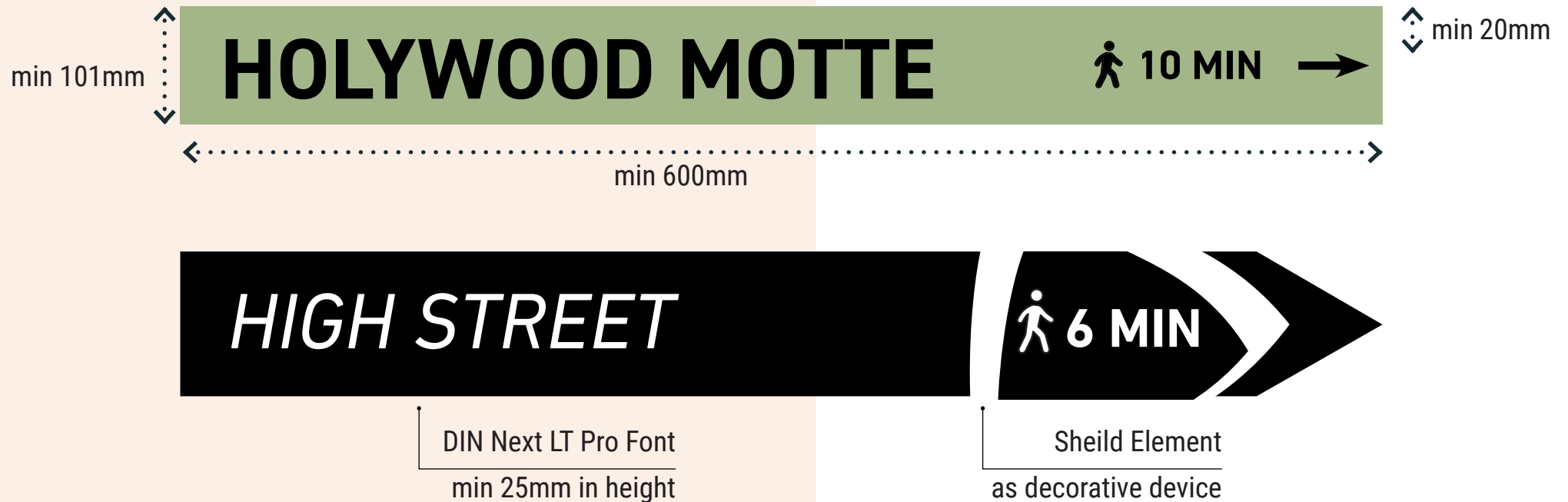
Colour Coding for Specific Categories:

The use of colour can also be strategically employed and varied across signs. By colour-coding signs according to specific categories individuals can quickly identify relevant destinations and amenities within the town. This approach not only adds visual interest but also assists in efficiently conveying information to users, helping them navigate the environment with ease. Consistency reinforces familiarity and helps in establishing mental associations, ultimately contributing to a more user-friendly wayfinding system.

The strategic use of colour can be varied across signs while still adhering to or aligning with the original colour palette. By employing this approach, even highlighted categories feel integrated into the cohesive whole, mitigating the risk of using generic colour associations such as green for parks and blue for water. Colours such as 'yellow' for high street and 'green' for hospitality can be used within Hollywood's wayfinding system



07. Design Guidance



Orientation Signage

Orientational signs play a crucial role in guiding individuals throughout the city. Due to their limited presence compared to other signage types, such as finger posts, orientational signs have the opportunity to stand out prominently.

Design Recommendations:

Sign Colours: Vibrant colours should be employed for the orientational signs to ensure maximum visibility and prominence within the urban environment. This bold approach will help the signs effectively catch the attention of individuals seeking direction.

Font and Symbol Colours: In contrast to the vibrant sign colours, a tranquil colour scheme should be utilised for the font and symbols. Subdued hues, such as lighter tones or earthy shades, will ensure legibility and clarity while complementing the overall aesthetics of the environment.

Braille: Include Braille on all signs for visually impaired users.

Tactile Maps: Provide tactile maps at key locations.

Audio Systems: Integrate Sound Cloud technology or audio guides activated by buttons or sensors.

Rationale:

The rationale behind this design recommendation lies in the sparse distribution of orientational signs throughout the city. With fewer signs present, there is greater flexibility to make them visually striking without overwhelming the urban landscape. By opting for vibrant sign colours and tranquil font/symbol colours, these signs can effectively fulfil their navigational function while contributing to the overall visual identity of the area.

This design guide recommendation aims to enhance visibility, clarity, and overall user experience for individuals navigating the city, ensuring that orientational signage remains an integral part of the urban environment.

Wayfinding Markers

Due to their smaller size and varied locations, require a design approach that ensures they stand out prominently while aiding navigation effectively.

Design Recommendation:

Marker Colour Scheme: Markers should feature a vibrant colour to enhance visibility and attract attention. A bold hue, such as vibrant colour is recommended for the marker itself. This eye-catching colour ensures that markers are easily noticeable amidst their surroundings.

Font and Symbol Colour: To ensure clear legibility, a contrasting colour should be used for the font and symbols on markers. A neutral colour, such as black or white, is recommended for the font and symbols against the vibrant background of the marker. This contrast enhances readability and ensures that important information stands out effectively.



Symbol Usage:

Depending on the size and visibility of markers, symbols may or may not be appropriate. If symbols are included, they should match the font colour to maintain consistency and visibility.

08. Creative Applications

Identity Artworks

Public art, including murals, sculptures and temporary signage should make a significant contribution to Hollywood's wayfinding in addition to signage provision. Well placed artworks can become landmarks in their own right. They also help to enrich place identity and our cultural landscape. Consideration should be given to artworks that specifically contribute to the wayfinding system. These should relate to the colours of the signage design guide and skilfully incorporate useful directional information, such as arrows or maps. As with all interventions, the quality of artwork and craftsmanship should be a paramount consideration at all times.

Creative and Collaborative Process:

- Engaging stakeholders, including local residents, businesses, and authorities, in the design process.
- Encouraging input from diverse perspectives to ensure the wayfinding reflects the community's needs and desires.
- Fostering a collaborative environment where designers, artists, and local stakeholders can contribute ideas and insights.

Possible Artwork Themes for Hollywood:

- Hollywood Heritage
- Local Legends and Icons
- Cultural Events and Festivals



Bespoke and Contextual Design:

- Tailoring wayfinding elements to the specific character and context of each town.
- Designing signage and artwork that seamlessly integrates with the surrounding environment, enhancing rather than detracting from its aesthetics.

Strong Local Resonance and Story:

- Infusing wayfinding elements with local narratives, symbols, and imagery that resonate with residents and visitors alike.
- Celebrating the town's heritage, landmarks, and stories through artistic representations and storytelling.
- Creating a cohesive narrative that connects wayfinding elements to the town's identity, fostering a sense of pride and belonging.

Commitment to Quality Design, Materials, and Workmanship:

- Upholding high standards of design excellence, using quality materials and craftsmanship to ensure durability and longevity.
- Prioritising sustainability and resilience in the selection of materials.
- Investing in skilled artisans and craftsmen to execute the design vision.

Thinking Outside the Box - Embracing Creativity:

- Embracing creativity and experimentation in the use of materials, forms and technologies to push the boundaries of traditional wayfinding solutions.
- Inspiring curiosity and engagement through thought-provoking design

Wayfinding information extends beyond signage. Digital tools offer a multitude of communication layers for wayfinding.

Digital Interactivity

Great potential exists to introduce digital connectivity to the Hollywood wayfinding systems. The utilisation of QR codes and other digital devices presents an exciting opportunity for enhanced interactivity. By linking physical signage to web-based content, it can provide users with instant access to a wealth of information, directions and resources. This approach not only streamlines the user experience but also opens up endless possibilities for dynamic content delivery, including real-time updates, and interactive maps.

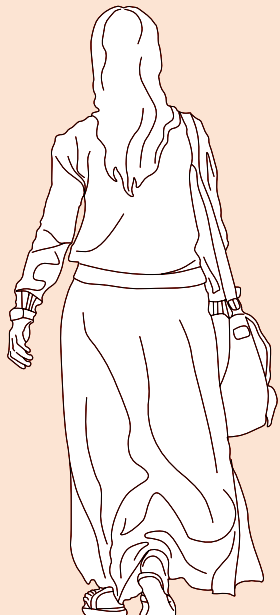
While the system set out in this document pertains to wayfinding, such digital interactivity could also be used to provide further information. For example, links could inform the visitor of upcoming events or special offers from local businesses. They also have much potential for interpretation, sharing stories and information about places of interest within the town.



08. Creative Applications

Campaigns and Activities

To bring the wayfinding system 'alive' and to get more people walking in Hollywood, creative campaigns and activities are to be greatly encouraged. A proactive approach is required to inform everyone about the wayfinding system and the value of walking to individuals and the town as a whole. The wayfinding system can be used to support existing initiatives, such as walking groups, fitness clubs or walking to school campaigns. Creativity with how the system is used can also unlock new ideas, such as treasure hunts, history tours and competitions.



National Health Service, Active 10 Campaign

08. Next Steps



Through the provision of signage, mapping and artworks, the Hollywood Wayfinding Strategy aims to

- Increase levels of walking and wheeling to and from the town centre
- Provide greater confidence in support of pedestrian journeys within the town centre
- Spread footfall and increase dwell time in the town centre
- Provide infrastructure to support walking and public health initiatives

This document should now be used to attract funding and inform the first phases of delivery, which will include detailed design, planning consent, fabrication and construction. Importantly, the people of Hollywood should be further engaged to help ensure the accuracy and appropriateness of the system, while being encouraged to support its overall objectives.

Hollywood, with its compact centre, attractive streets, waterfront and railway station, should be synonymous with walking. Through the delivery of this Wayfinding Strategy it is hoped that benefits can be brought to the town and all who live and visit there.

Action Plan:

- 1. Secure Funding:** Obtain the necessary financial resources to support the wayfinding project.
- 2. Appoint Design Team:** Select and appoint a design team to develop and implement the wayfinding system.
- 3. Prepare Detailed Sign Designs:** Create detailed designs for each wayfinding sign.
- 4. Scope Each Sign Location:** Identify and assess suitable locations for each sign to ensure optimal visibility and effectiveness.
- 5. Consult with Council, DFI Stakeholders and others:** Meet with the the local council, Department for Infrastructure, and other relevant stakeholders to review and approve proposed sign locations.
- 6. Public Consultation:** Engage with the public to gather feedback and ensure community support for the wayfinding project.
- 7. Refine Designs:** Adjust and refine sign designs based on feedback
- 8. Submit Planning Application:** Submit a planning application for advertising and consent if necessary
- 9. Prepare Tender Documents:** Develop and issue tender documents to solicit bids from contractors/fabricators for the manufacture and installation of the wayfinding system.
- 10. Deliver Wayfinding System:** Oversee the production and installation of the wayfinding signs according to the approved plans and designs.