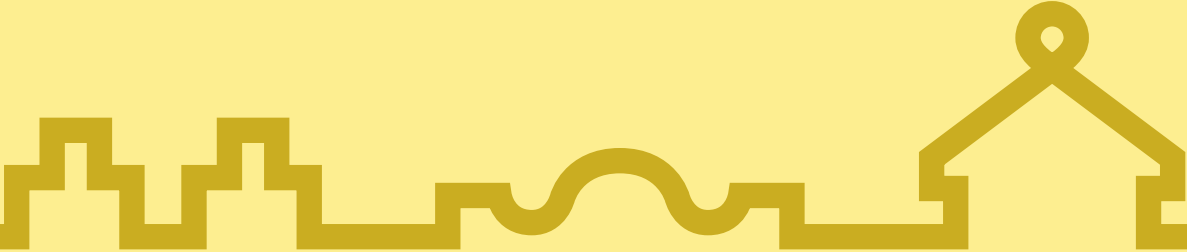


NORTH FINCHLEY TOWN CENTRE

A stylized, gold-colored graphic of a city skyline. It features several rectangular buildings of varying heights on the left, a central building with a wavy roofline, and a building on the right with a prominent triangular roof and a small circle at its peak.

Creative Placemaking Strategy
Wayfinding Action Plan

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This Wayfinding Action Plan has been prepared by Dallas-Pierce-Quintero as part of the North Finchley Town Centre Creative Placemaking for Barnet Council.

Executive Summary

This Action Plan establishes a consistent approach to wayfinding across the Town Centre to help improve people's understanding and appreciation of what the Town Centre has to offer and communicate that North Finchley is a place not just a through-road.

The site for this work is broadly the Town Centre boundary as set out in the SPD, extended northwards to St Barnabas Church and incorporating Woodside Park Road westwards to Woodside Park Underground Station (West Finchley Station has been considered as a secondary station in this study).

Developed from community engagement and first-hand mapping, this Action Plan establishes principles and proposals for a range of wayfinding opportunities. Community questionnaires were used to understand the extent, uses, legibility, opinions and potential of the Town Centre.

Community engagement identified four key themes;

- that the extent of North Finchley could benefit from clearer definition,
- that some of the Town Centre could benefit from greater coherency and identity,
- that public spaces and amenities could be better signposted
- that green spaces outside the Town Centre are important places for local people.

With this in mind, the key aims of the Action Plan are to ensure that North Finchley is perceived as place and not a through road, and that people are aware that there's more to the Town Centre than meets the eye. The approach prioritises the need to de-clutter North Finchley, ensuring interventions are sensitively located and aren't conflicting with other signage including Legible London monoliths.

The Action Plan outlines ten wayfinding components which can be located

throughout the Town Centre and beyond. Each component in this kit of parts is intended to be multifunctional so that it brings additional benefits.

The wayfinding components are organised into four applications which address different needs of the Town Centre;

Welcome Gestures:

- As people arrive in North Finchley, the Welcome Gestures are an opportunity to communicate the spirit and identity of the place and the people who live and work here.

Town Centre Ribbon:

- By embellishing aspects of the streetscene the Town Centre Ribbon seeks to bring coherence and a sense of identity to North Finchley as well as addressing lighting and biodiversity.

Gathering Space Markers:

- These build on the SPD's long term aims of predestination and widening the public realm. The first step is enhancing the largest public spaces in the Town Centre by activating the spaces with activity and adding features to make these more welcoming pause points.

Green Space Pointers:

- North Finchley benefits from a variety of green spaces a short walk from the High Road and Green Space Pointers are a range of proposals highlighting the presence of, and route to, the surrounding open space as well as working to direct people back to the Town Centre.

This document was subsequently consulted on and the Action Plan updated. The most popular elements were the Gathering Space Markers and the Green Space Pointers. The delivery of the Action Plan has begun with the first Gathering Space projects being actioned for delivery in Summer 2023.

Introduction to the overarching Creative Placemaking Strategy

This document, the Wayfinding Action Plan, is part of a wider piece of work; a Creative Placemaking Strategy for North Finchley Town Centre. Barnet Council launched the Creative Placemaking Strategy to identify and celebrate North Finchley's many riches, build local pride, and encourage more people to visit the town centre.

The intention is that the process of developing this work will increase the capacity of existing community networks, support the establishment of new groups and build a stronger sense of participation.

The Creative Placemaking Strategy is made up of the:

- ♦ Cultural Action Plan; to share art and creativity, foster community and support cultural growth in the Town Centre.
- ♦ Wayfinding Action Plan; to better sign local amenities, routes and community destinations and create a sense of arrival when approaching North Finchley.
- ♦ Visual Identity Guidelines; to support a new graphic identity designed to promote the Town Centre, including a new website launched to help connect people with local businesses, communicate what's on and promote ways to get involved in the community.

Placemaking capitalises on a community's unique assets, inspiration and potential with the intention of creating public spaces, places, events and activities that promote people's health, happiness and wellbeing.

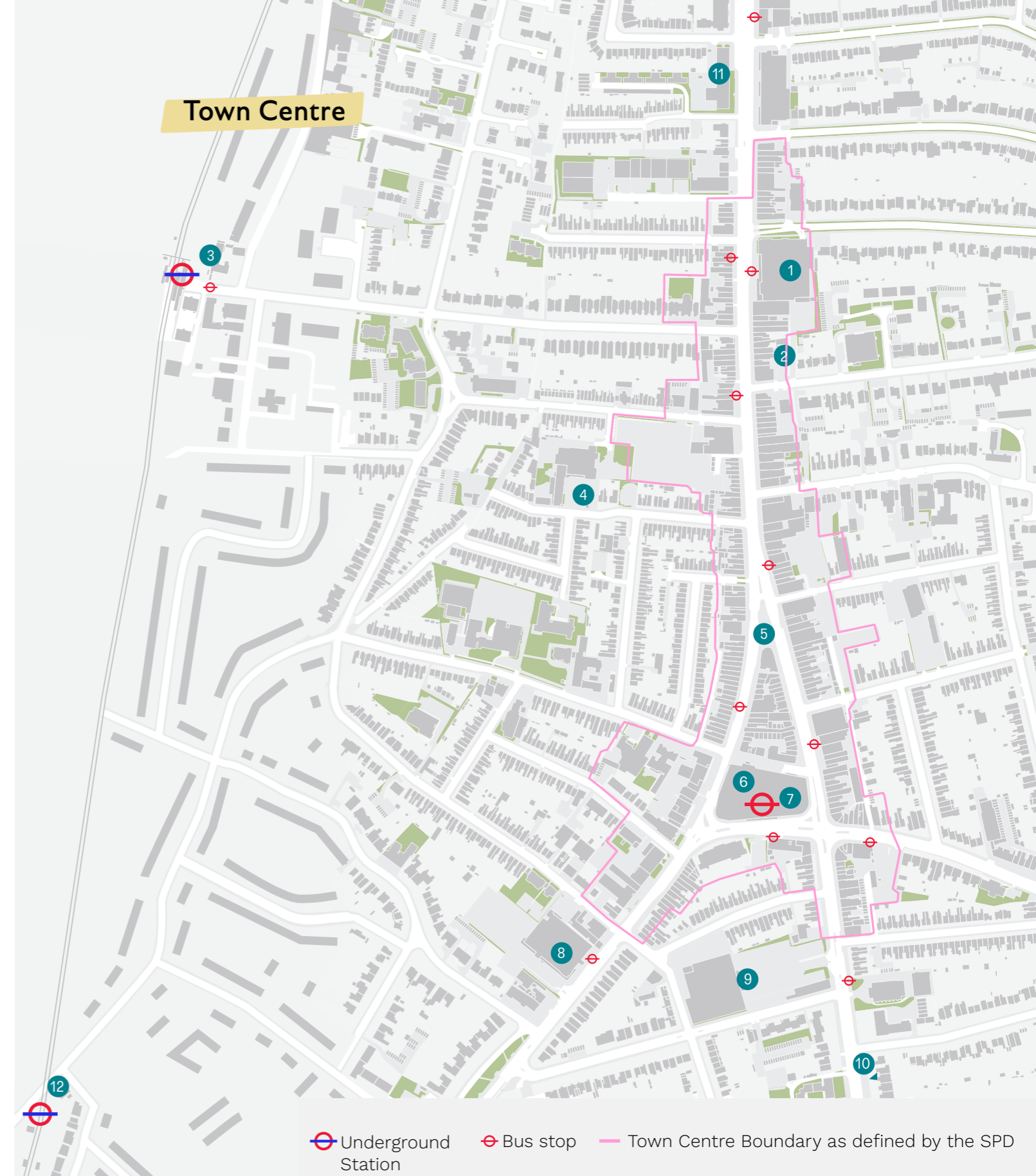
Source: Local Government Association

Introduction to the North Finchley Wayfinding Action Plan

This Action Plan establishes a consistent approach to wayfinding across the town centre that improves people's understanding and appreciation of what the Town Centre has to offer and helps to communicate that North Finchley is a place not just a through-road.

The site for this work is broadly the Town Centre boundary as set out in the SPD, extended northwards to St Barnabas Church and incorporating Woodside Park Road westwards to Woodside Park Underground Station (West Finchley Station has been considered as a secondary station for this study).

Developed from community engagement and first-hand mapping, this Action Plan establishes principles and proposals for a range of wayfinding opportunities.



Key

- | | | | |
|-------------------------|--------------------|-----------------|--------------------------|
| 1 Sainsbury's | 4 Percy Playground | 7 Bus Station | 10 Lido |
| 2 Library | 5 Tally Ho | 8 Waitrose | 11 St Barnabas |
| 3 Woodside Park Station | 6 artsdepot | 9 Homebase Site | 12 West Finchley Station |

Community Engagement

In order to understand the uses, legibility, opinions and potential of the Town Centre, we conducted community surveys and engaged in wider discussions facilitated by interactive engagement tools.

In March 2022 a survey was undertaken through a combination of on-street pop-up engagement, online surveys and business surveys. The on-street engagement included hands-on elements, such as mapping and voting exercises, to draw people in and to start conversations around topics like the identity, community and future of North Finchley. 156 people responded to the survey and the findings have fed into this work.

Listening to the community has been invaluable in setting the direction of this Action Plan. We have had conversations with local people, devised and analysed surveys and undertaken first-hand research to understand the wayfinding needs in North Finchley.

"I feel it's just somewhere people pass through to go to Whetstone, High Barnet or Highgate/ Hampstead"

"Finchley has always been a place to pass through: crowned heads an their armies from years ago to arterial roads and their cars in more recent times..." - Finchley Remembered

"The variety of delicious food shops and artsy buzz (makes me proud to live in North Finchley)"

I would like to see a notice board for local events.

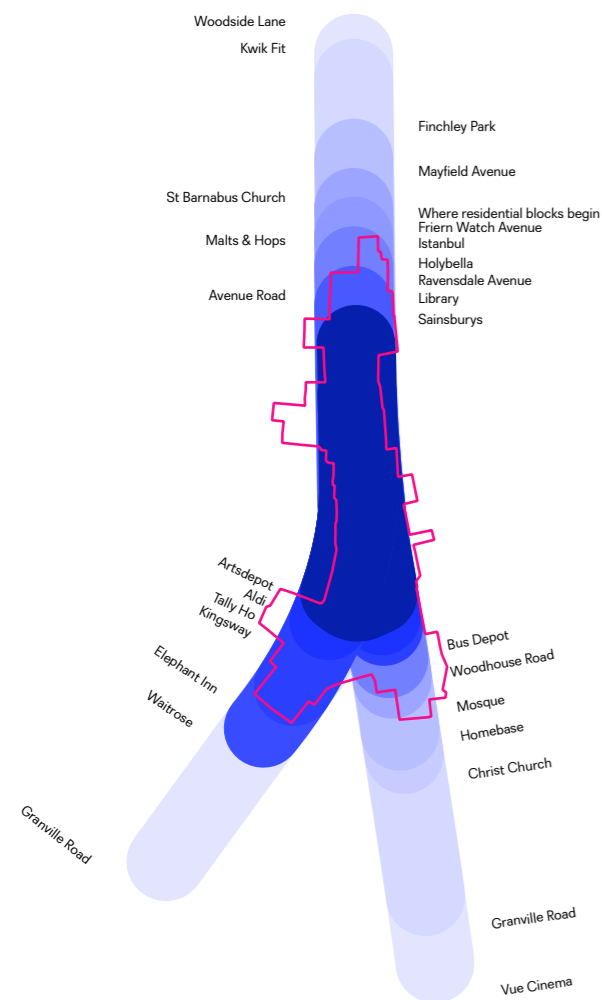
Trees are really nice to have, we need more nature in the High Street. This is something that is not valued highly enough.

I think it's important is to improve the public realm in order for the town centre to thrive



Emerging Themes

Question:
In your opinion where would you say the town centre starts and ends?



It's rather straight through, there's little to attract people to stop. There's less of a feeling of community or cohesion

It's rather like a soulless strip mall. It has lots of lovely buildings that could be enhanced and there could be a "centre" which doesn't exist at the moment. I feel it's just somewhere people pass through

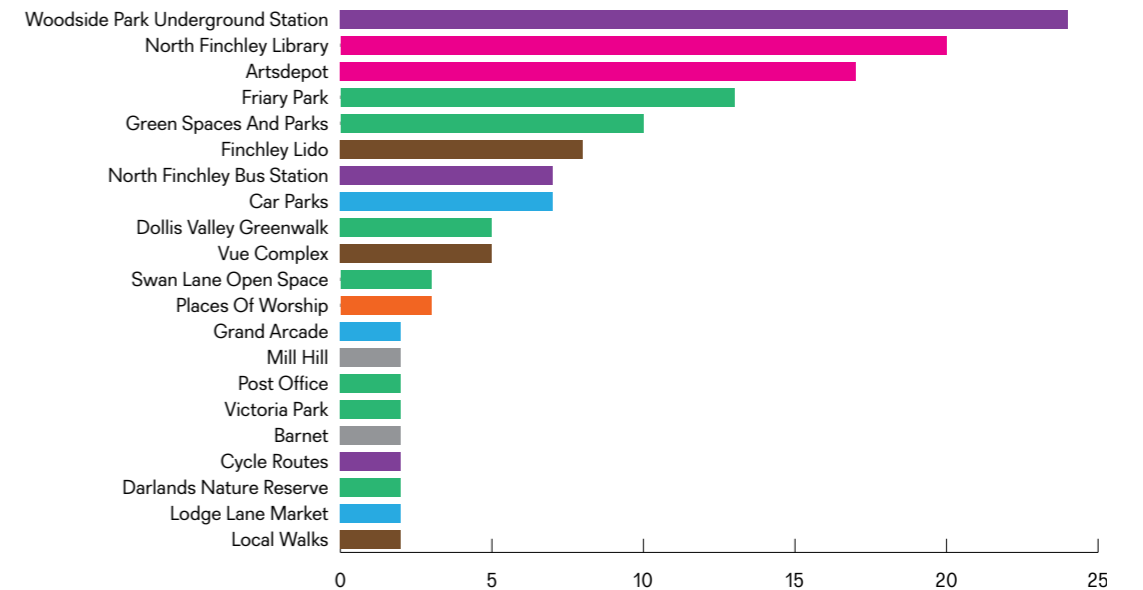
1 in 4 people did not have a response when asked what makes them happy or proud to live in North Finchley

1 in 3 respondents said they either had no idea or didn't respond when asked where to find a strong sense of community in North Finchley

55% of people agreed the High Road is not a destination but a through-route

Emerging Themes

Question: Please name up to five places in North Finchley that would benefit from being more clearly signposted to from the town centre



There's no public conveniences or they're not signposted properly

I sometimes wonder if the area near North Finchley with Hollywood Bowl, Vue Cinema and various restaurants, detracts from North Finchley town centre. I believe having those facilities and restaurants in North Finchley would make people more interested in visiting the high street. It's a great shame, in my view, that these things were put outside of the high street, but I'm not sure there's much that can be done about it now.

Learnings - Create a sense of identity in NFTC

- **We need to improve the sense of presence in the Town Centre**
Whilst there is consensus that the Town Centre covers the area between Sainsbury's and Tally Ho zone, it's clear that there is some 'blur' to these edges. A more defined boundary needs to be enforced.
- **The Town Centre needs to become a destination**
Due to the linear nature of the Town Centre and heavy through traffic, paired with the perceived lack of character and community, it's felt it's somewhere to 'pass through'

Learnings - Improve the legibility of North Finchley

- **Places could be better signposted, virtually and in the Town Centre**
Local people felt transport hubs, green spaces and cultural assets need to be made easier to find, the website can assist in signposting to these online
- **There needs to be greater ownership of the places surrounding the Town Centre**
By widening the Town Centre's perceived offer to include nearby assets such as the Lido and Green Spaces, there could be more pride surrounding North Finchley,

Emerging Themes

1 in 2 people agree that public spaces don't encourage people to spend time in the area



The current public spaces lack excitement and presence



Current signage is unimaginative and too small to be effective

There are many shops on North Finchley high street that could have nicer signs and store fronts. In St James Street in Walthamstow, shops have been helped to update their store signs and shop fronts, and I think these changes have helped to improve that street. I think a similar project in North Finchley could help to greatly improve the aesthetic of the high street (at relatively low cost) and potentially improve business for the shops. Places in North Finchley that have already put effort into their signs and store fronts (as well as their interiors), such as Holybella cafe and Bohemia pub have added a lot to the high street and made it a more attractive place to visit

it would be good to have some local art displayed in the area. The tally ho tower has plenty of blank concrete walls - great place for a large mural to celebrate the area!

The Town Centre could be improved by making it more attractive visually and emotionally.

It would be good to follow in the footsteps of Angel high street (Islington) and add lights to some of the trees (or to follow the lighting scheme in Highgate). They make the high street look interesting, fun and pretty and would potentially drive more people to the high street.

Learnings- Add elements of surprise and play

- Local people feel the Town Centre could be made more attractive
This coupled with the perceived lack of identity, North Finchley's character should be revealed throughout the Town Centre, this can be done through placemaking
- We need to make visiting the Town Centre an experience
By adding playful elements that allow visitors to experience the offer we can make the Town Centre more than somewhere to pass through, we can make it somewhere to explore

Emerging Themes



There is too much street clutter; old phone boxes, bins, cycle parking which makes it difficult for blind and disabled people to walk

Restricting Traders taking up pavement space to allow adequate pedestrian access along the High Road.

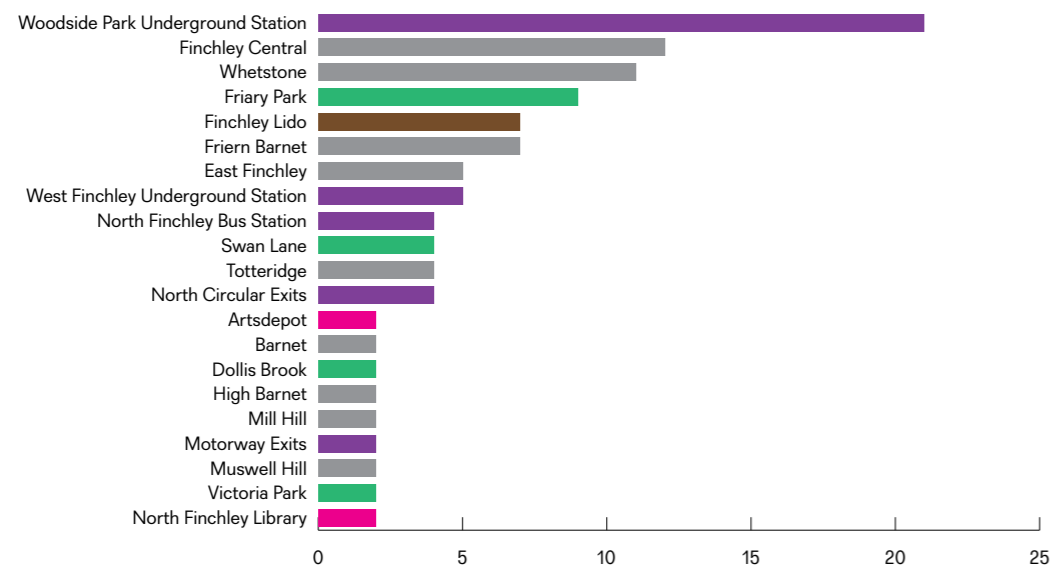
Learnings- Minimise clutter along the High Road

- The Town Centre needs some TLC
When asked 'what makes North Finchley distinct' around half of the respondents comments suggested areas for improvement, therefore the feeling of neglect needs to be addressed.
- We need to be strategic about what we add to the Town Centre
By adding well placed and multi-functional wayfinding elements, we can bring life to North Finchley without adding clutter.

Emerging Themes

Question: Outside of the town centre, please name up to five places that should have better signposting to North Finchley Town Centre

All places mentioned in two or more responses:



Learnings - Signpost the Town Centre from nearby places

◆ Signpost people from green spaces - and vice-versa

Respondents suggested signing North Finchley Town Centre from green spaces including Friary Park, Victoria Park, Dollis Brook and Swan Lane. Clearly these are important places for local people and signing to and from these locations will be important to consider

◆ Signpost people from both Underground Stations

Whilst Woodside Park Underground Station is closer to the Town Centre, it's important not to forget to sign from West Finchley Underground Station, especially as it's closer to the most southern parts of North Finchley.

Emerging Themes

we need more nature in the High Street. This is something that is not valued highly enough

there's more to do in north finchley than other areas, everything is in a walkable distance!

I'd like to see more plants, trees, parks & open spaces

I wouldn't happily walk alone along the High Road at night.

69% of respondents felt that North Finchley was dominated by traffic and parking

it would be beneficial for more greenery to be added throughout the high street. In Whetstone, for example, plant boxes have been added throughout the high street and they have helped to improve the look and attractiveness of the high street.

I would like to see less cars and more space for active travel walking and cycling.

children feel unsafe walking down the high road at night

I think green spaces are always pleasing to look at and walk around, and a nice green space in North Finchley would help to improve people's experience of the town centre.

Learnings - Encourage an active, green and safe Town Centre for everyone

◆ Local people want more greening of the Town centre

A lot of respondents wanted more trees, plants and green spaces within North Finchley

◆ Green spaces need to be better signposted

The local open spaces should be better promoted from the Town Centre

◆ We need to encourage community activation of Green Space

Utilising the local green spaces can in turn activate the Town Centre

◆ Local people want walking and cycling to be promoted over car use

There needs to be a shift from the High Road being dominated by cars, to more active alternatives

◆ We need to promote walking to other Town Centres

With Finchley Central and Whetstone so close, we should be signposting to them

◆ People are concerned about safety at night

Especially amongst the more vulnerable groups, lighting and surveillance need to be improved to ensure everybody feels the Town Centre is a place designed for them

Aims & Principles



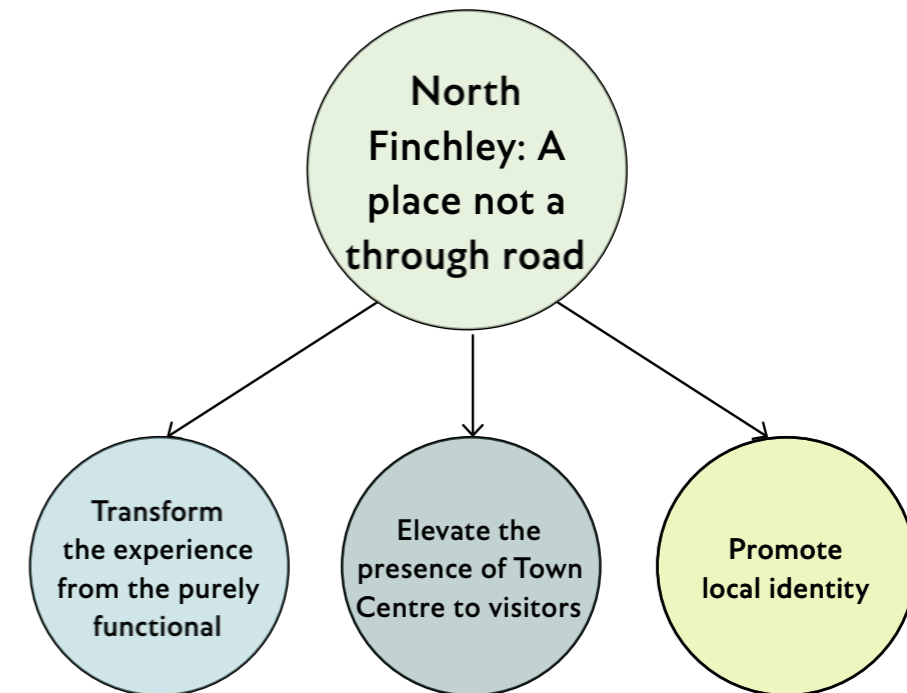
Overarching aims of the Wayfinding Action Plan

The role of this Action Plan is to augment the existing street and traffic signage with a more engaging and characterful system of wayfinding within the Town Centre and beyond. Successful wayfinding goes beyond simply getting people from A to B and helps to engage people with the place they are in; communicating its identity and sources of pride.

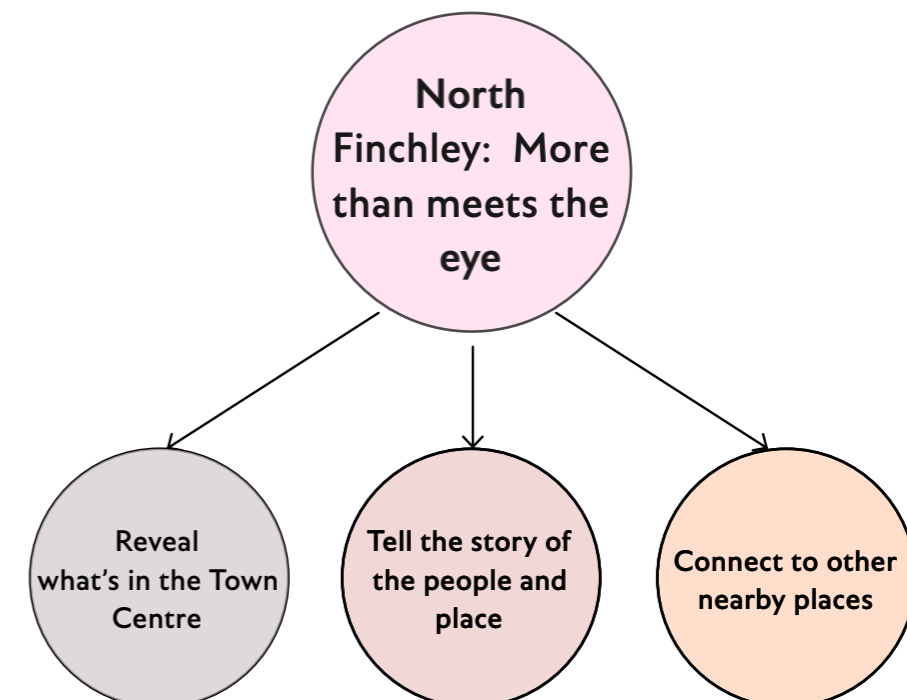
Feedback from the community identifies that our key challenges are changing the perception of North Finchley as somewhere that people pass through involuntarily and articulating the best things about the town centre which are its hidden treasures.

In line with Barnet Council's Growth Strategy and the Long Term Transport Strategy, our approach prioritises the need to de-clutter the town centre, ensuring interventions are sensitively located and aren't conflicting with Legible London signage.

Aim One:



Aim Two:



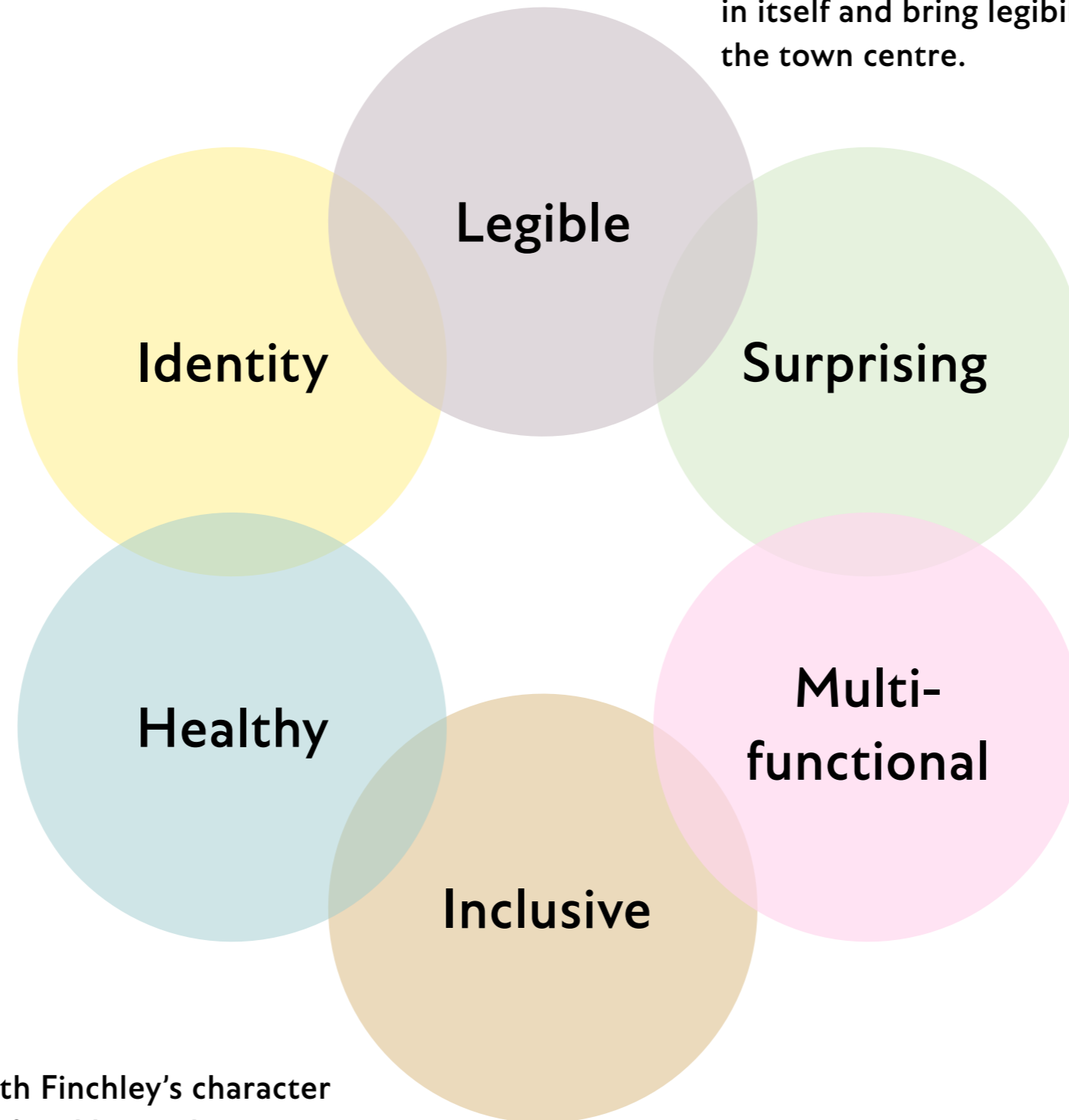
Wayfinding Principles

Research has shown how the town centre lacks cohesion, so wayfinding needs to be legible in itself and bring legibility to the town centre.

This means creating opportunities for the identity of the place to be expressed, something we have been told is missing.

There's local pride in the green spaces adjacent to the town centre. Encouraging people to walk to these spaces will help health and wellbeing.

North Finchley's character is defined by its diverse community and we need to ensure that wayfinding is accessible to everyone.



There's lots to see and do locally but it's not always apparent. Wayfinding should seek to reveal these hidden treasures in imaginative ways.

We've heard how people want to see less clutter in the town centre, so all new wayfinding should seek to double-up with other uses where possible.

Wayfinding Components

- A kit of parts

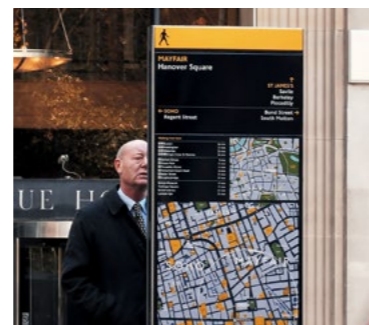
In consultation with the local community, this Action Plan outlines a range of wayfinding components to suit the specific needs of North Finchley. These components have been considered to prevent cluttering the public realm by ensuring that each component is multi-functional.

Where these components are located throughout the Town Centre and beyond is explored overleaf.



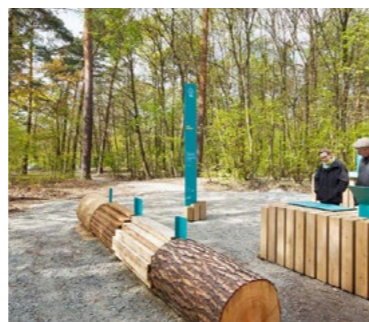
Activating Element

In key locations, programmed events can bring life and improve the sense of place.



Monolith

Instantly recognisable Legible London monoliths will assist wayfinding for visitors.



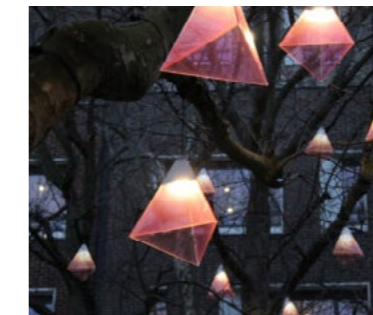
Seating

Engagement called for more seating, allowing natural pause points and gathering spaces.



Banners

Banners can be used to mark gathering spaces, whilst advertising events.



Lighting

Lighting will enhance the night-time experience, increasing the feeling of safety and adding delight.



Mural

Murals can add instant vibrancy whilst working to welcome and signpost without adding clutter.



Noticeboard

In the heart of the Town Centre, a noticeboard can work as an analogue version on the website.



Increasing Biodiversity

Planting will increase biodiversity and address the desire for more greening.



Pointer

Pointers at a range of scales will help to direct routes along the way and mark entrances.



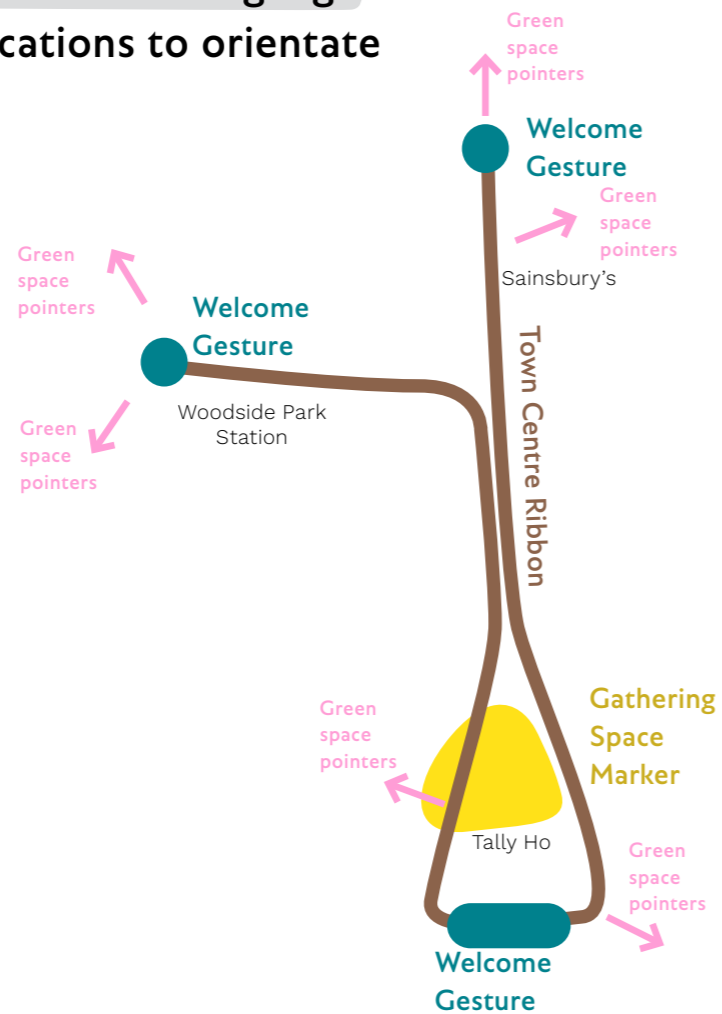
Visual Beacon

Visual Beacons are big gestures to cement the emotional boundary of the Town Centre.

Wayfinding Applications

The Action Plan establishes a set of application areas in which the wayfinding components can be applied to suit the specific needs of those sites.

Welcome Gestures announce your arrival in North Finchley, the **Town Centre Ribbon** brings coherence to the Town Centre, **Gathering Space Markers** celebrate public spaces and **Green Space Pointers** signal nearby parks and open spaces. To compliment these, **Legible London signage** could be added in key locations to orientate visitors.



Wayfinding Applications Compounds

Component	Application				
	Welcome Gestures	Town Centre Ribbon	Gathering Space Markers	Green Space Pointers	Legible London
Activating Element		●	●		
Banner			●		
Increasing Biodiversity	●	●	●	●	
Lighting	●	●	●		
Mural				●	
Monolith					●
Noticeboard			●		
Pointer				●	
Seating			●	●	
Visual Beacon	●				

Graphic Identity Overview

A new graphic identity has been developed to celebrate North Finchley Town Centre. The Visual Identity Guidelines evolved in collaboration with the local community through a series of engagement events, documentation exercises and co-design workshops.

The overview is being provided to introduce the Visual Identity Guidelines, which will inform the designs of the wayfinding interventions that will be undertaken in the next phase of this project.

Community Engagement

A series of workshops were organised to develop the bespoke font and graphic identity for North Finchley Town Centre.

The Photo Documentation Activity:

We invited North Finchlieans to undertake a photo documentation exercise, to capture elements in and around the Town Centre that they found visually interesting.

Intimate Typeface Workshop:

The photos from the first exercise formed the basis of our further Community Workshops in which as a group we used forms in the images to design letters.

Public Typeface Workshops:

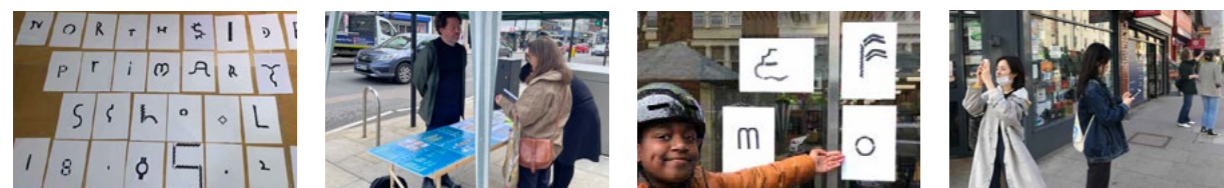
At a pop-up workshop outside Sainsbury's we asked participants to choose forms found in the Town Centre and re-imagine them to create bespoke letterforms.

School Typeface Workshop:

To ensure young people were part of the creation of their Town Centre's visual identity, we worked with Northside Primary School pupils to design letterforms.

Visual Identity Engagement:

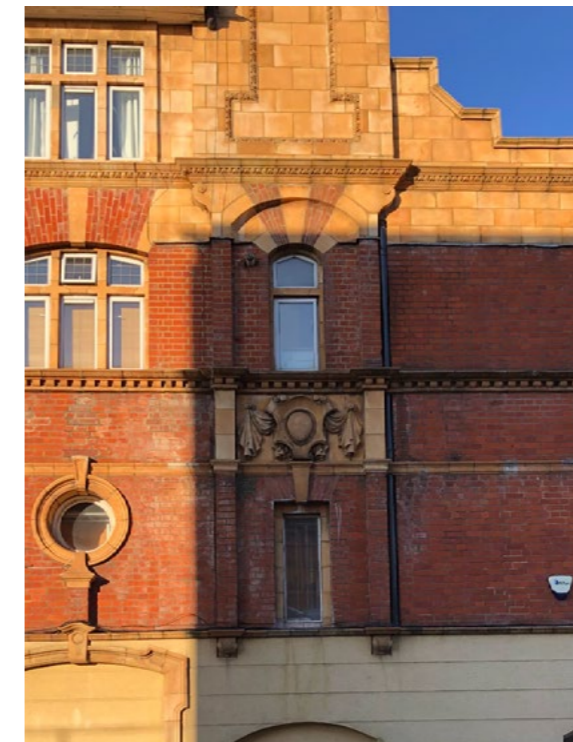
We ran two high street pop-ups where we presented the visual identity to local people to seek their comments and views.



Community References

The graphic identity has been inspired by a variety of references that we have found the community values and wants celebrating:

Local architecture - we focused on drawings out shapes and forms found in the area



Local dance and performance groups - we have looked to incorporate fluidity and movement within the letters

Art Deco typography - drawing on North Finchley's Art Deco history, we have drawn inspiration from the era's fonts and colours.

Design workshops - we have incorporated elements produced during the workshops to capture the spirit of the sessions.



Bespoke Typeface

This unique typeface is upper-case only, with numbers and basic punctuation and should be used for announcements, posters and headlines and other large text sizes. It has taken inspiration from local references including, dance, movement, local buildings and Art Deco typography, and evolved through community co-design workshops.

**NORTH
FINCHLEY
TOWN
CENTRE**

Secondary Font

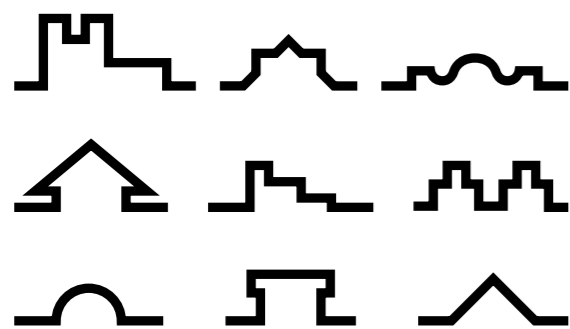
A secondary font, Edward Semi Bold, is used for body copy and other small text sizes. This font is inspired by the Johnston typeface which was designed by Edward Johnston for the London Underground. It was commissioned at the time of Harry Beck who lived locally.

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz
1234567890@£%&*()**

Lines and Frames

The use of lines and form that these take are key element of the graphic identity. It is used to frame content, direct visitors through wayfinding and signage, and links various assets of the identity together.

The decorative parts of the line are based on the building shapes found in North Finchley Town Centre and celebrate the variety of beautiful architectural details in the area.



Art Deco Colour Inspiration

We have been inspired by the area's rich Art Deco heritage to explore the colour palettes used at the time in architecture, art and

design. We have focused on teal and colours that compliment it, which we feel will enhance the Town Centre, rather than exploring a black and white palette that is also characteristic of Art Deco.



Colour Palette

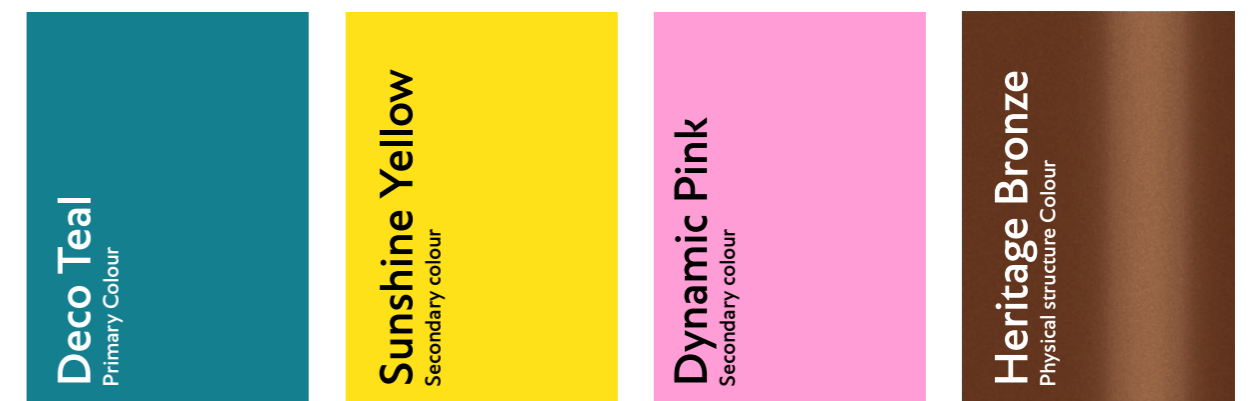
The proposed palette is shown below. A factor in choosing these colours was how they compliment and enhance plants and vegetation, an important issue for local people who want to see more greening of the Town Centre.

To create a softer and more harmonious aesthetic in line with the general approach to creating a more welcoming Town Centre, we use two shades of the same colour for

monochromatic designs rather than the more harsh traditional black and white.

The primary brand colour is teal, for use in most instances where the logo or branding appears. The secondary or accent colours of pink and yellow are for use to contrast against the teal background.

We use bronze particularly for physical wayfinding in the environment, where a more muted colour is required.




Application 1: Welcome Gestures


Welcome Gestures help to define the boundary of the Town Centre. The engagement identified that there are many different opinions on the extent of the Town Centre, so the Welcome Gestures seek to address this. Whilst existing signs mark the official boundary of the town centre, the Welcome Gestures mark the emotional edge of North Finchley.

As people arrive in North Finchley, the Welcome Gestures are an opportunity to communicate the spirit and identity of the place and the people who live and work here.

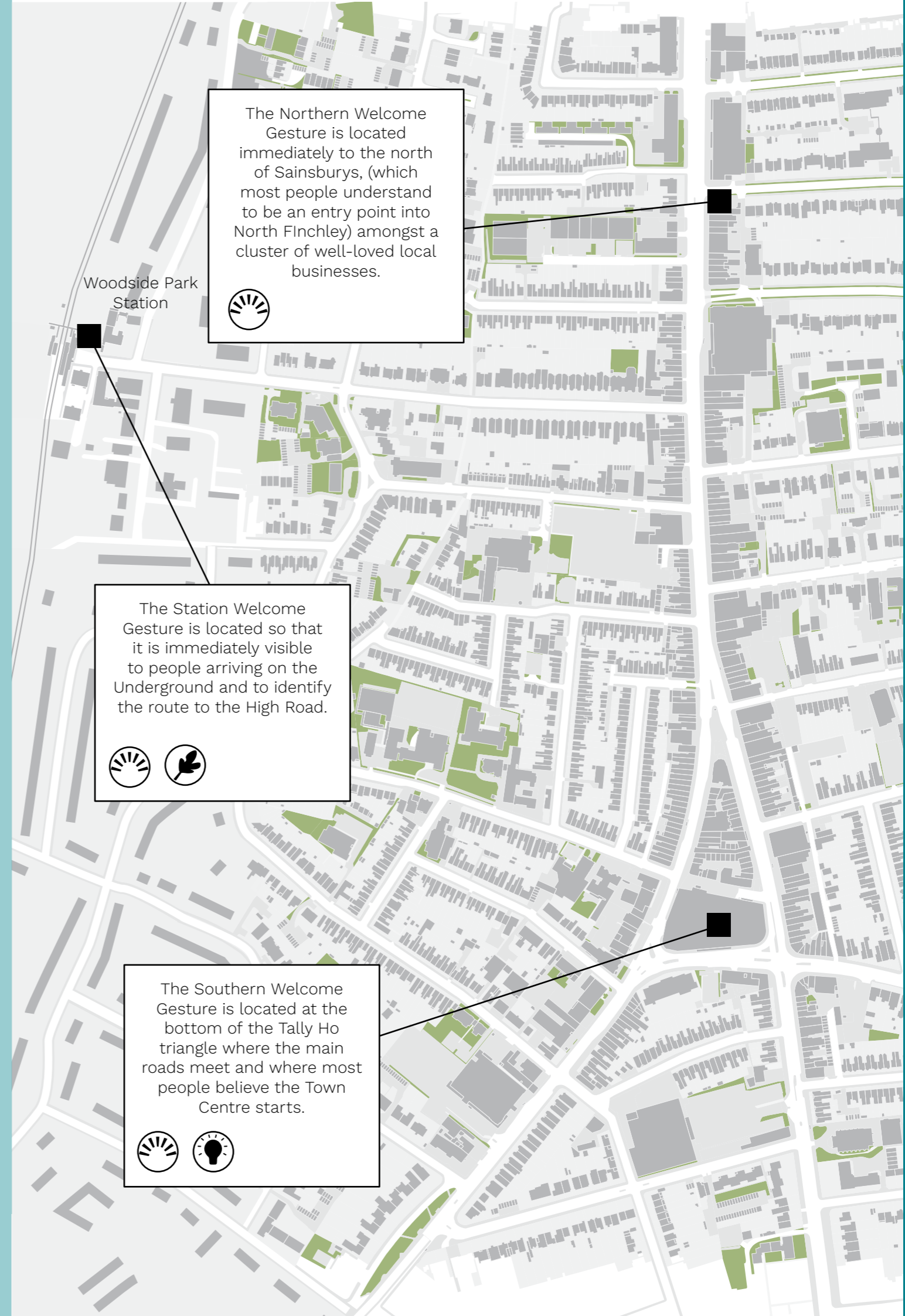
Through site analysis and the community engagement, three locations have been identified for Welcome Gestures as shown opposite. All three locations seek to celebrate the diversity of the community and the Town Centre as a whole.

Wayfinding components used


Visual Beacon 

Lighting 

Increasing Biodiversity 



The Northern Welcome Gesture is located immediately to the north of Sainsburys, (which most people understand to be an entry point into North Finchley) amongst a cluster of well-loved local businesses.



The Station Welcome Gesture is located so that it is immediately visible to people arriving on the Underground and to identify the route to the High Road.

The Southern Welcome Gesture is located at the bottom of the Tally Ho triangle where the main roads meet and where most people believe the Town Centre starts.

Southern Welcome Gesture

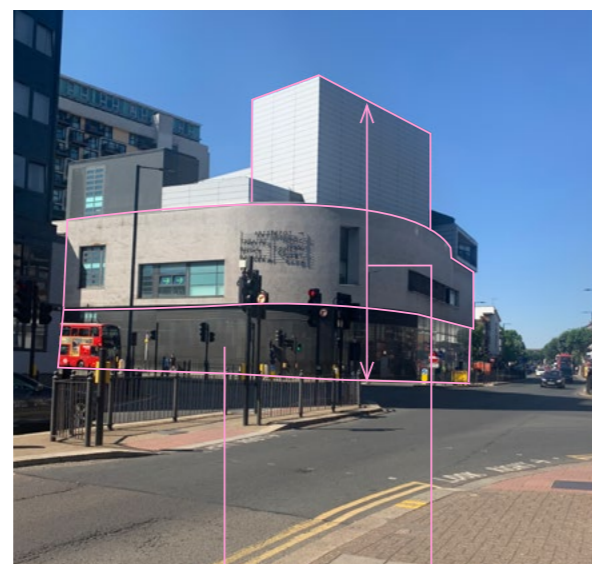
At the southern end of the Town Centre the Welcome Gesture seeks to boldly and confidently announce the presence of North Finchley. Here the existing tall building is used as a canvas for a site-specific supergraphic commissioned to illustrate the identity of North Finchley. The artist's brief for this piece would be developed with the community based on the visual identity influences so as to capture what is unique about the area. This high impact mural will greet people as they approach the Town Centre as it will be visible from some way away. Lighting will be used to further enhance the supergraphic in the evening.



Non active frontage

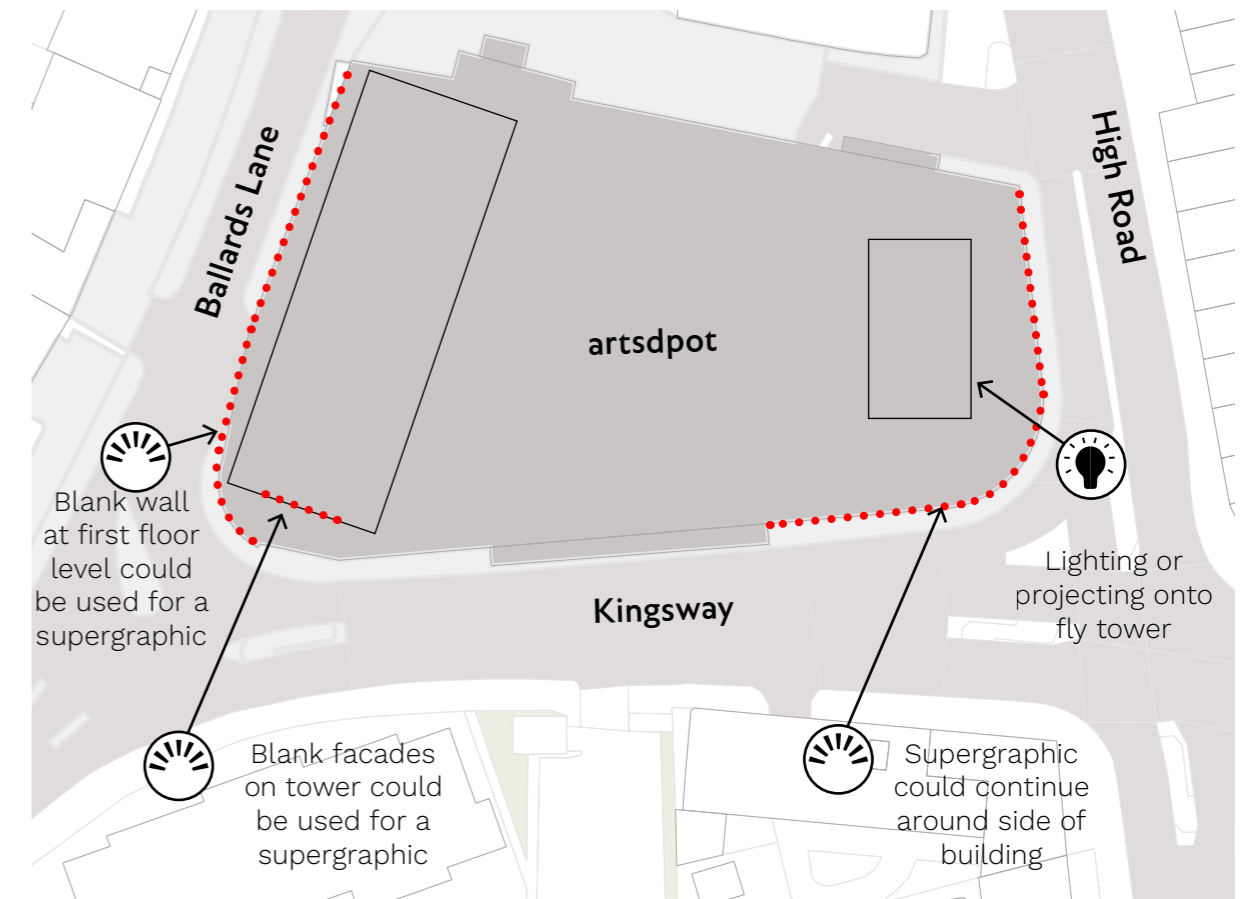
Road signage causes visual clutter

Non-human scale with blank walls that aren't attractive



Non active frontage

Non-human scale with blank walls that aren't attractive



Visual Beacon

Working with local artists, the introduction of a huge supergraphic would provide a vibrant welcoming entrance and enforce a more defined sense of place. Different methods for applying the super graphic could be explored, each will require salutatory approvals, owner consent and access arrangements, and would be best timed to coincide with regeneration.

x1 Supergraphic = £150,000

Lighting

Utilise the scale of the artsdepot flytower to create a light beacon or projection surface, which the National Theatre does successfully.

x1 Lighting = £15,000

Summary:

x1 Supergraphic (Visual Beacon)

Total = £150,000 (estimate)

Costs are indicative and subject to change during the detailed design stage

Station Welcome Gesture

This Welcome Gesture seeks to address the experience of people arriving by tube. The proposal seeks to promote the presence of the Town Centre and convey the identity of the North Finchley to visitors. Here a sculptural installation on the station forecourt could signpost the Town Centre and also act as a playful seat.

This area of the Town Centre will also benefit from some of the initiatives proposed in the Green Space Markers later in the document which will add to the biodiversity of the area and promote green spaces.

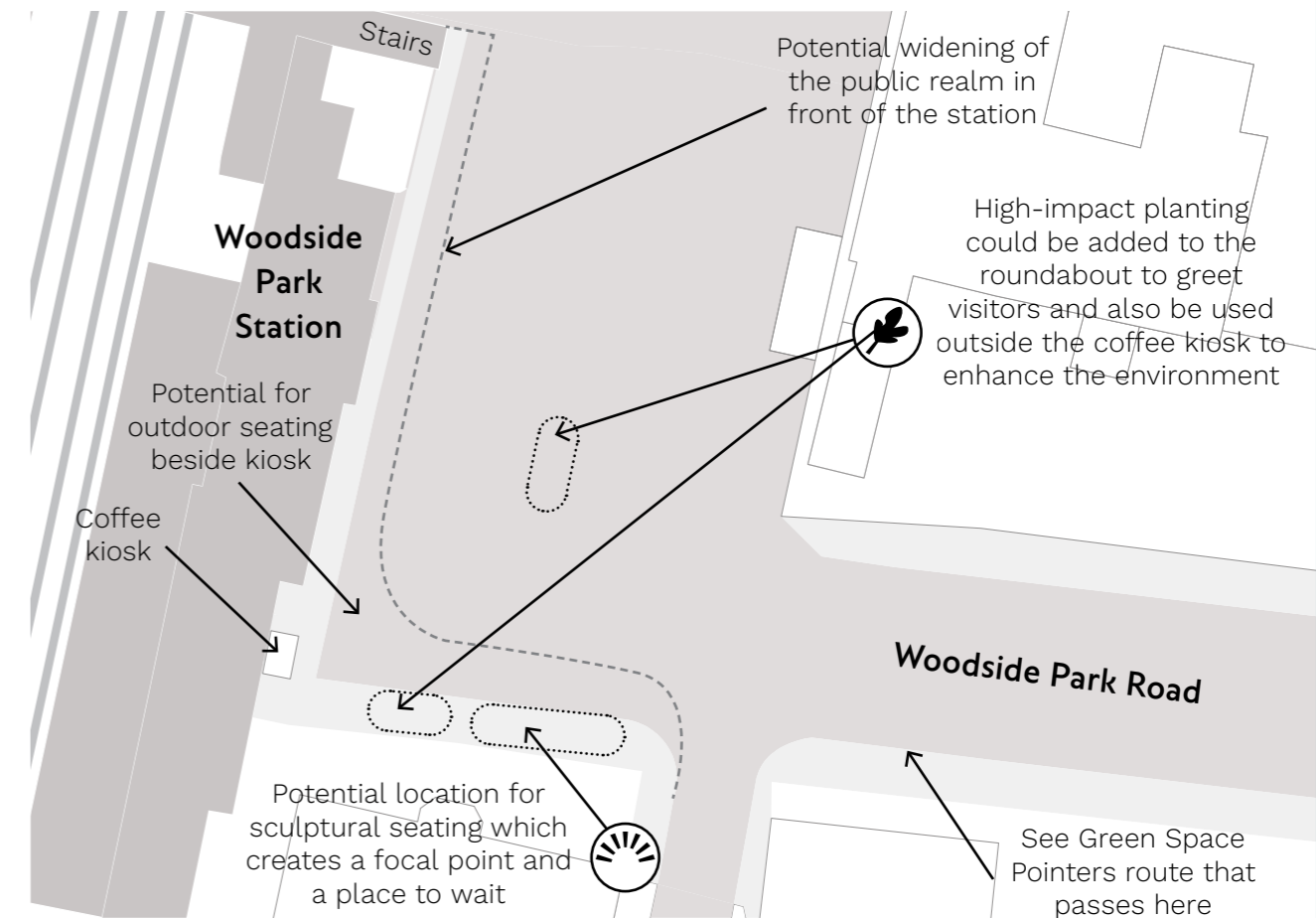


Bins and locker present visual clutter and aren't attractive

Tree lined street creates a nice atmosphere

Human scale

Non active frontages



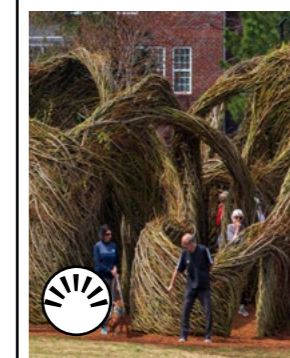
Increasing Biodiversity



A welcoming sight on arriving in North Finchley, wild planting could improve biodiversity and the visual appearance of the forecourt. Planters could incorporate the graphic identity.

x1 Planting = £8,000

Visual Beacon



Embodying the Graphic Identity, a multi-functional sculpture would clearly but playfully welcome visitors and provide seating, whilst also creating a focal point in the station forecourt.

x1 sculpture = £40,000

Summary:

x1 Set of Sculptures (Visual Beacon)
x1 Planter and planting

Total = £50,000 (estimate)

Costs are indicative and subject to change during the detailed design stage

Northern Welcome Gesture

The Welcome Gestures seek to mark the entrances into the Town Centre. At the northern edge of the Town Centre the proposal seeks to add a sense of identity and character at a human scale, in contrast to the larger-scale buildings nearby. The wayfinding components used here build on the existing character of the parade of shops, which includes several locally important businesses, and enhance the neighbourhood feel by celebrating local businesses through a shared colourful graphic design.

This area of the Town Centre will also benefit from some of the initiatives proposed in the Green Space Markers later in the document.

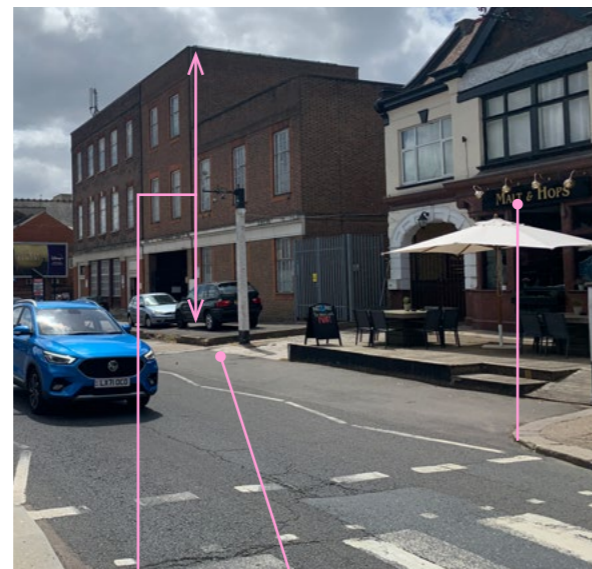


Wide pavement at this end of the Town Centre

Existing trees along edge of pavement

Human scale, active frontages

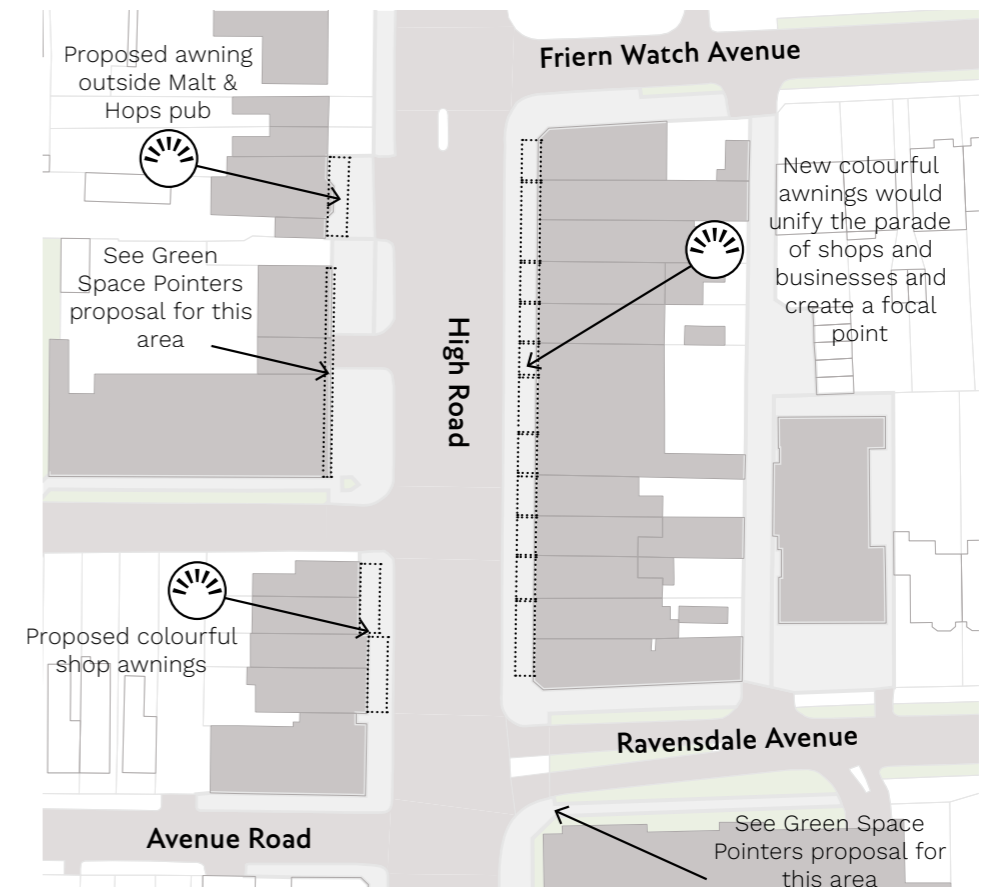
Bookended by local heritage buildings, housing AV Dance Magic and Holybella



Non human scale

Underutilised space, non active frontages

Outdoor area brings activity to the public realm



Visual Beacon



Consistent graphic awnings act as a welcome gesture here by increasing the impact of the parade of shops. Using the Graphic Identity will bring cohesion and a sense of identity

X1 Awning = £3000

Summary:

x14 Awnings (Visual Beacon)

Total = £50,000 (estimate)


Costs are indicative and subject to change during the detailed design stage


Application 2: Town Centre Ribbon


The appearance of the Town Centre currently lacks some cohesion and there is a feeling that it doesn't express North Finchley's identity. The Town Centre Ribbon seeks to address this through embellishing the street trees with recognisable biodiversity and lighting elements to create a consistent thread through the Town Centre. Enhanced lighting will help make the area feel more welcoming in the evening and support the night time economy.

Exploration of the Town Centre will be encouraged with walking routes highlighting local heritage and locally relevant themes, available on the website and displayed on a new noticeboard at the Tally Ho and existing locations in North Finchley.

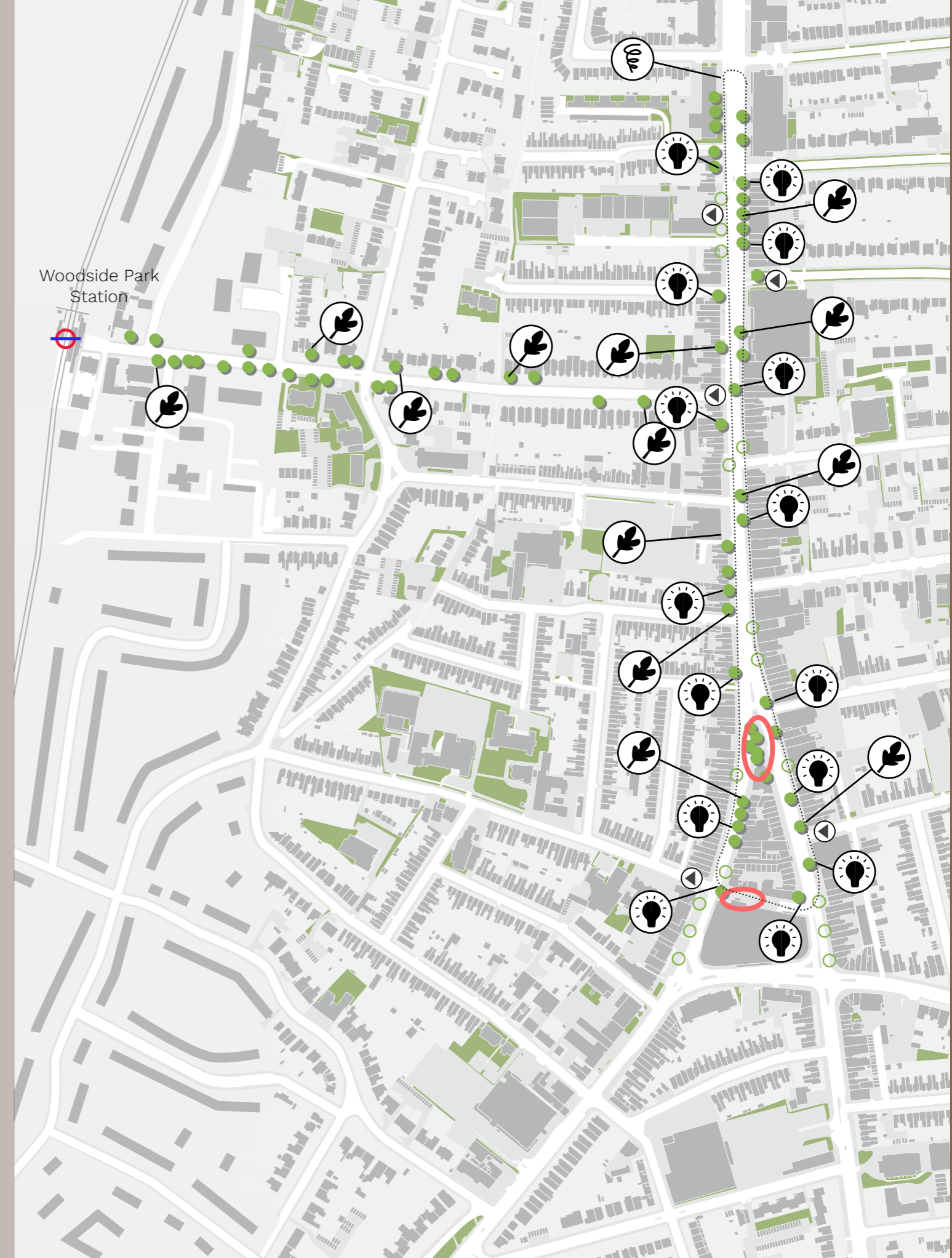
Wayfinding components used




Lighting 

Increasing Biodiversity 

Activating Element 

The locations in the map to the right are indicative only and are suggestive of the frequency of interventions.



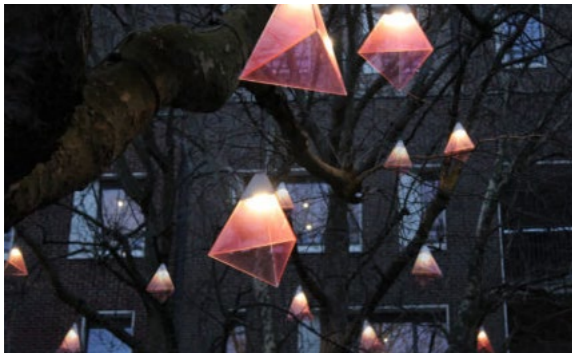
- existing street trees
- potential location for new street trees
-  Green Space Pointer
-  Clusters of lighting in these locations (Gathering Spaces)
-  Trails (Activating Element)

Lighting

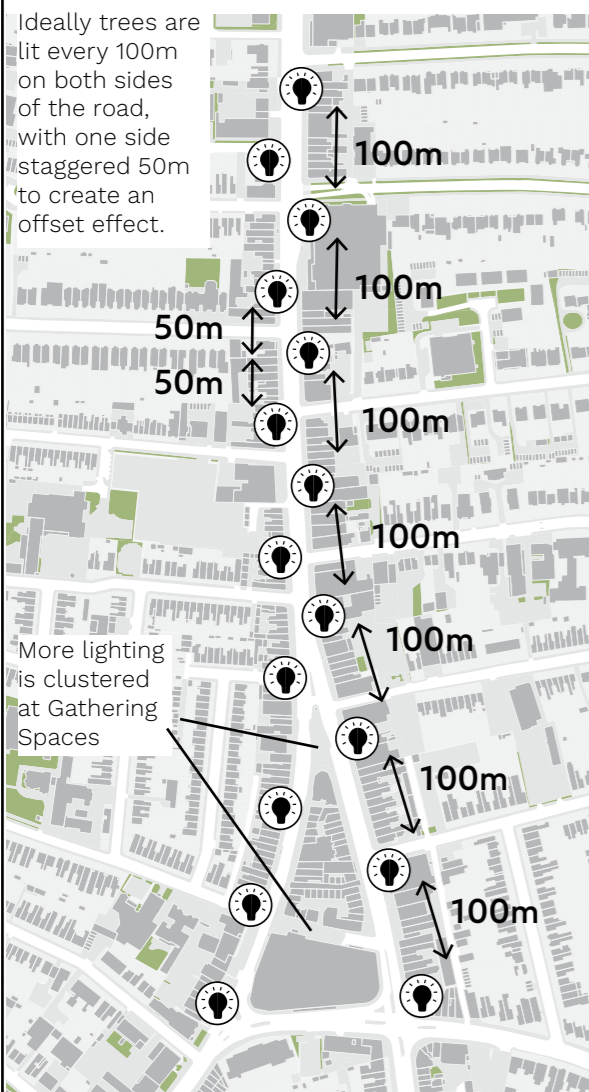


Utilise the trees planted along the pavement by adding colourful lighting to enhance the night time experience and increase the feeling of safety. Design so that the unlit-lights look interesting during the day too.

x1 Tree = £4,000



Ideally trees are lit every 100m on both sides of the road, with one side staggered 50m to create an offset effect.



Increasing Biodiversity



Embellishments to the trees will create year-long interest along the key routes, and incorporate biodiversity features at different heights and scales to create habitats for different animals eg bug hotels and bird boxes.

x1 Tree = £2,000



Biodiversity features are interspersed between the lit trees. On Woodside Park Road these are spaced 100m apart



Activating Element

Walking Trails to encourage exploration of North Finchley, and to support local businesses and organisations. The routes should stitch into the Green Space routes (Application 4). These could be temporary trails such as the 'Third Thursday' arts, music and culture trail in Brighton (pictured bottom). Potential themes for walking routes could include:

- History of North Finchley; exploring the evolution of the area through landmarks.
- Art Deco trail: revealing the buildings on the High Road and beyond that capture the Art Deco spirit and information about the buildings that have been lost.
- Alphabet trail; shops and businesses displaying letters from the bespoke font created for the Town Centre for people to seek out like a treasure hunt.
- Music and film trail: covering current and historic music and cinema venues and sites of interest such as Monty Python's filming locations and other sites connected to TV, film and music.

The routes could be displayed locally, be available to download or use mobile phones.
x1 Route = £10,000



Summary:

- x15 Lighting in Trees = £60,000 (estimate)
- x1 Walking Route = £10,000 (estimate)
- x13 Tree Embellishments = £30,000 (estimate)

Total = £100,000 (estimate)







Costs are indicative and subject to change during the detailed design stage

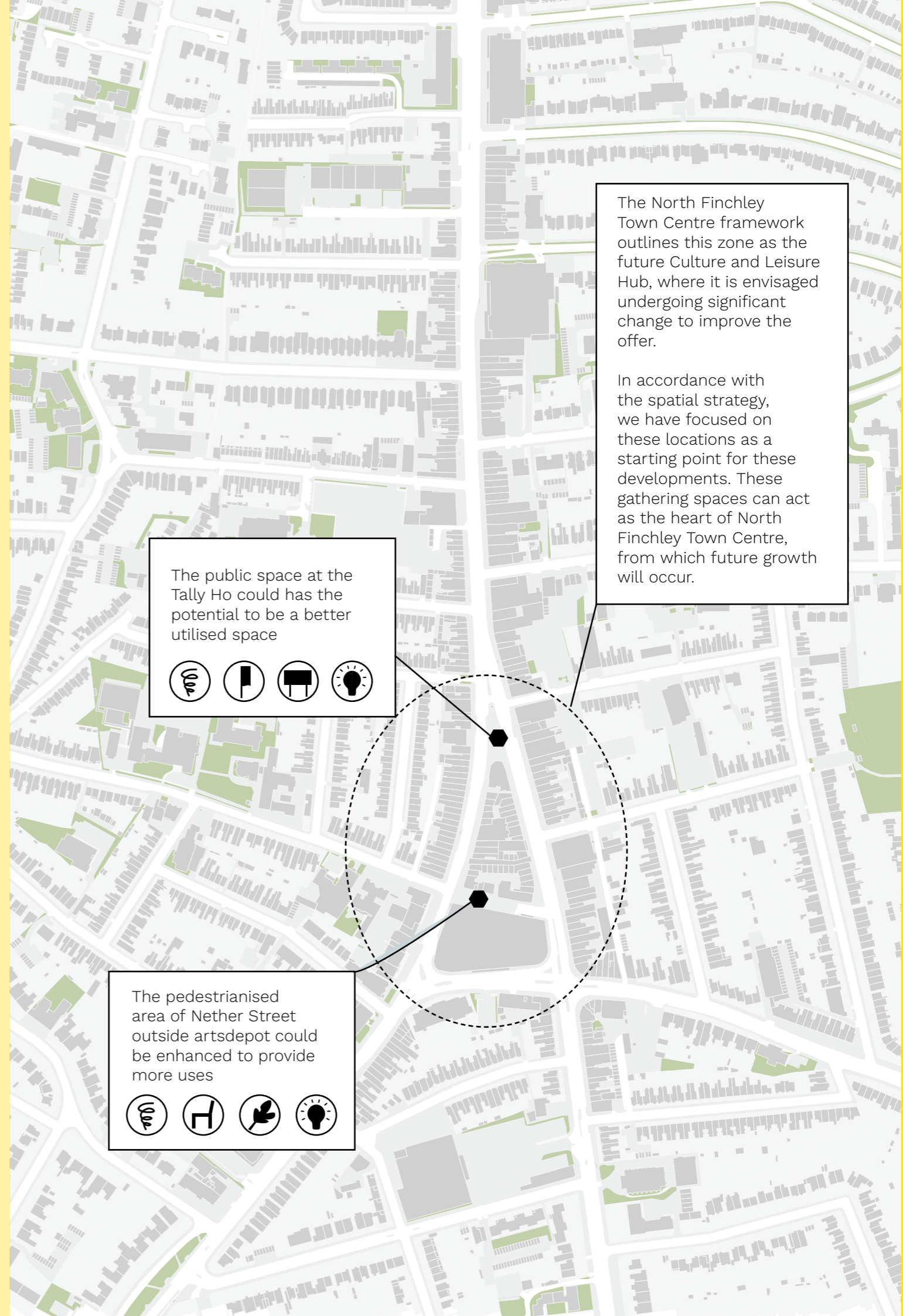
Application 3: Gathering Space Markers

North Finchley Town Centre currently lacks places to sit and gather and the existing options aren't overly inviting. We propose enhancing the largest public spaces in the Town Centre through activating the spaces and adding greenery to make more welcoming pause points. These act as a base for the future development of the public realm in this area.

The spaces that this Wayfinding Type focuses on are the triangle of space outside the Tally Ho and the pedestrianised stretch of Nether Street outside artsdepot. For each we are recommending a range of wayfinding measures to enhance and promote the spaces.

Wayfinding components used

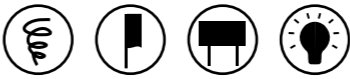
Activating Element 	Banner 
Lighting 	Noticeboard 
Increasing Biodiversity 	Seating 



The North Finchley Town Centre framework outlines this zone as the future Culture and Leisure Hub, where it is envisaged undergoing significant change to improve the offer.

In accordance with the spatial strategy, we have focused on these locations as a starting point for these developments. These gathering spaces can act as the heart of North Finchley Town Centre, from which future growth will occur.

The public space at the Tally Ho could have the potential to be a better utilised space



The pedestrianised area of Nether Street outside artsdepot could be enhanced to provide more uses



Tally Ho Corner

Tally Ho Corner was the most mentioned place by local people for where small improvements could create a big difference. This proposal seeks to enhance the existing public space with activity and new lighting and seating and features that support activities such as a market, busking area and community notice board.



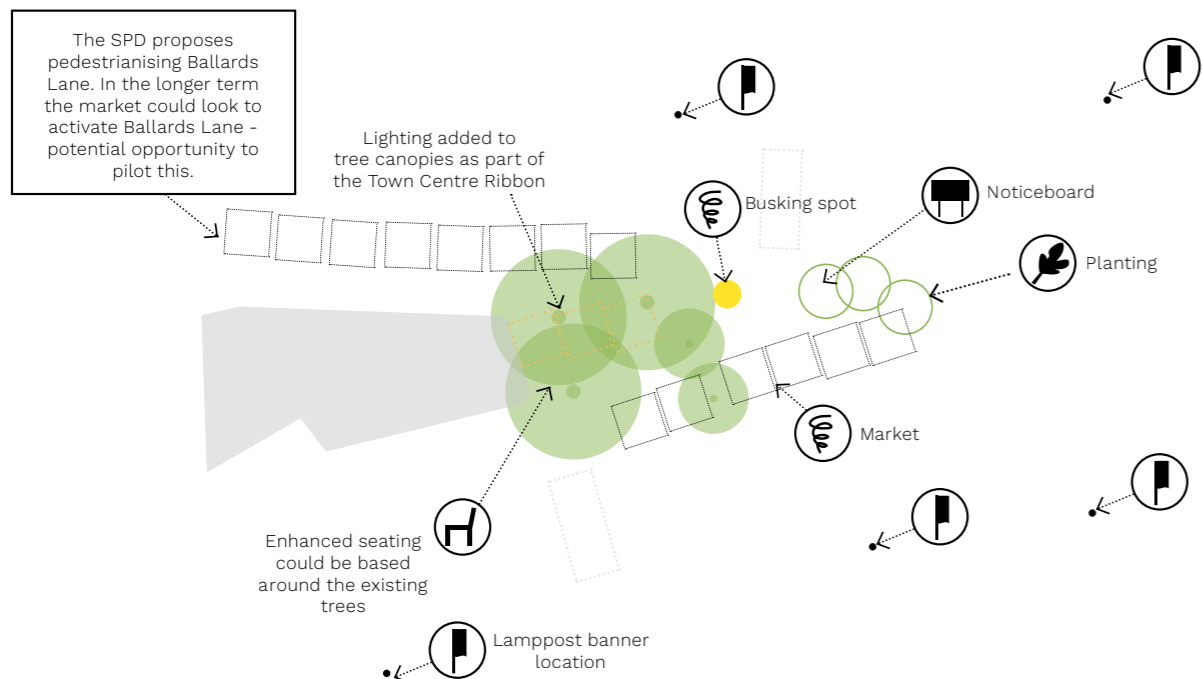
Current benches look neglected



Wide pavement is beneficial

Dominated by pigeons

Tally Ho's planting currently used as seating



Wayfinding components used

Activating Element



An improved market offer was one of the most popular responses from the community engagement, defining a purpose and adding a sense of place

x1 Market stall canopy = £2,000

Activating Element



The market could be a celebration of local performers as well as local makers, creating a fuller market day experience

x1 Busking Pitch = £5,000

Increasing Biodiversity



We propose adding planting to create a more secluded feel to space. The existing benches could also be removed and new seating with integrated biodiversity features be installed in alternative locations.

x1 Planter = £3,000

Banner



Banner infrastructure could be utilised to both advertise the market and add some interest to the area when events aren't happening.

x1 Banner = £2,000

Noticeboard



In the heart of the Town Centre, a noticeboard would work with the website, to be a place the community can use to advertise events, opportunities etc.

x1 Noticeboard = £10,000

Summary:

x1 Busking Pitch (Activating Element)
x17 Market Canopies (Activating Element)
x1 Lighting Installation

x1 Noticeboard
x4 Banners
x3 Planters

Total = £70,000 (estimate)

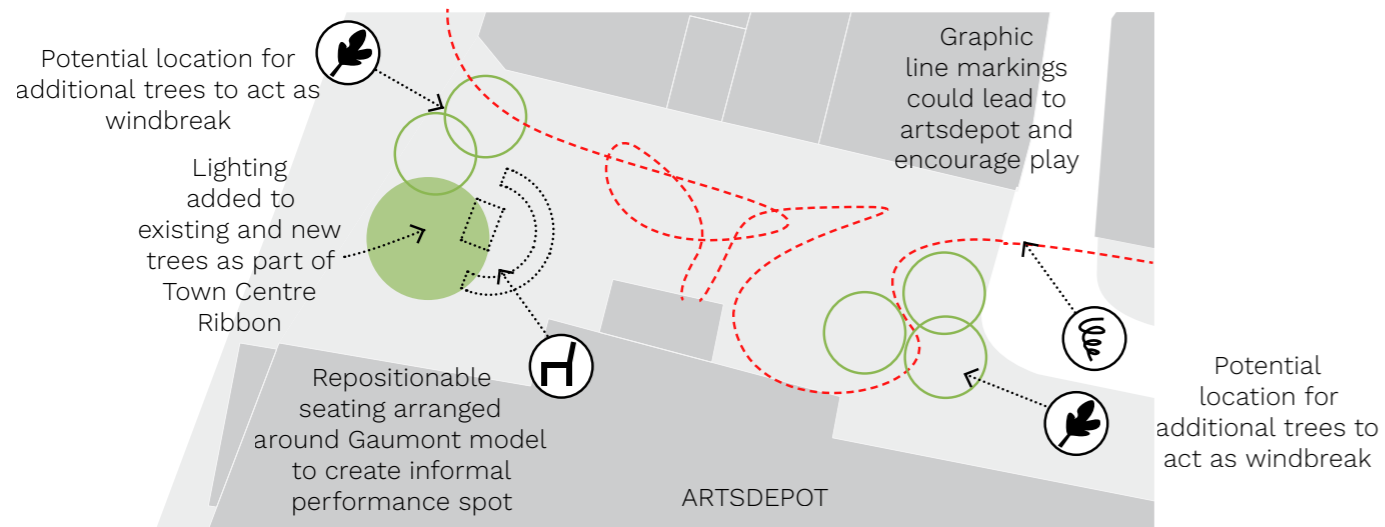
Costs are indicative and subject to change during the detailed design stage

Outside artsdepot

The space outside artsdepot was much commented upon in the community engagement. Despite being windy, the space is well located outside the arts centre, and by being pedestrianised has the potential to be used more. These proposals seeks to add large trees to create windbreaks and help encourage use of the space for intimate performances.



- Ground floor activation is good
- The colours are predominantly grey, cold and drab
- Non-human scale to building
- Current entrance and signage isn't visible from the main roads
- Seating outside artsdepot is used but could be enhanced



Wayfinding components used

Activating Element



Encouraging performance would build on this area's position as the Town Centre's cultural hub. A constructed stage or seating area could act as a focal point for the area, creating a social space.

x1 = £10,000

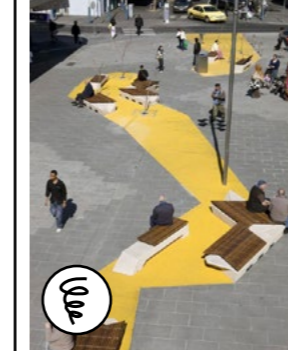
Increasing Biodiversity



We propose tackling the wind tunnel with trees in large planters, which has the dual advantage of greening the space

x1 Tree in planter = £3,000

Activating Element



Incorporating the Graphic Identity, line markings could draw footfall from the main roads in a playful and creative way, suggesting the route to artsdepot and creating opportunities for informal play.

x1 Marking = £10,000

Seating



Movable benches that can form an informal performance area.

x1 Bespoke benches = £10,000

Summary:

x1 Artist Commissioned Graphic Marking
x6 Trees and Planters
x1 Performance area

1x Seating area







Total = £50,000 (estimate)

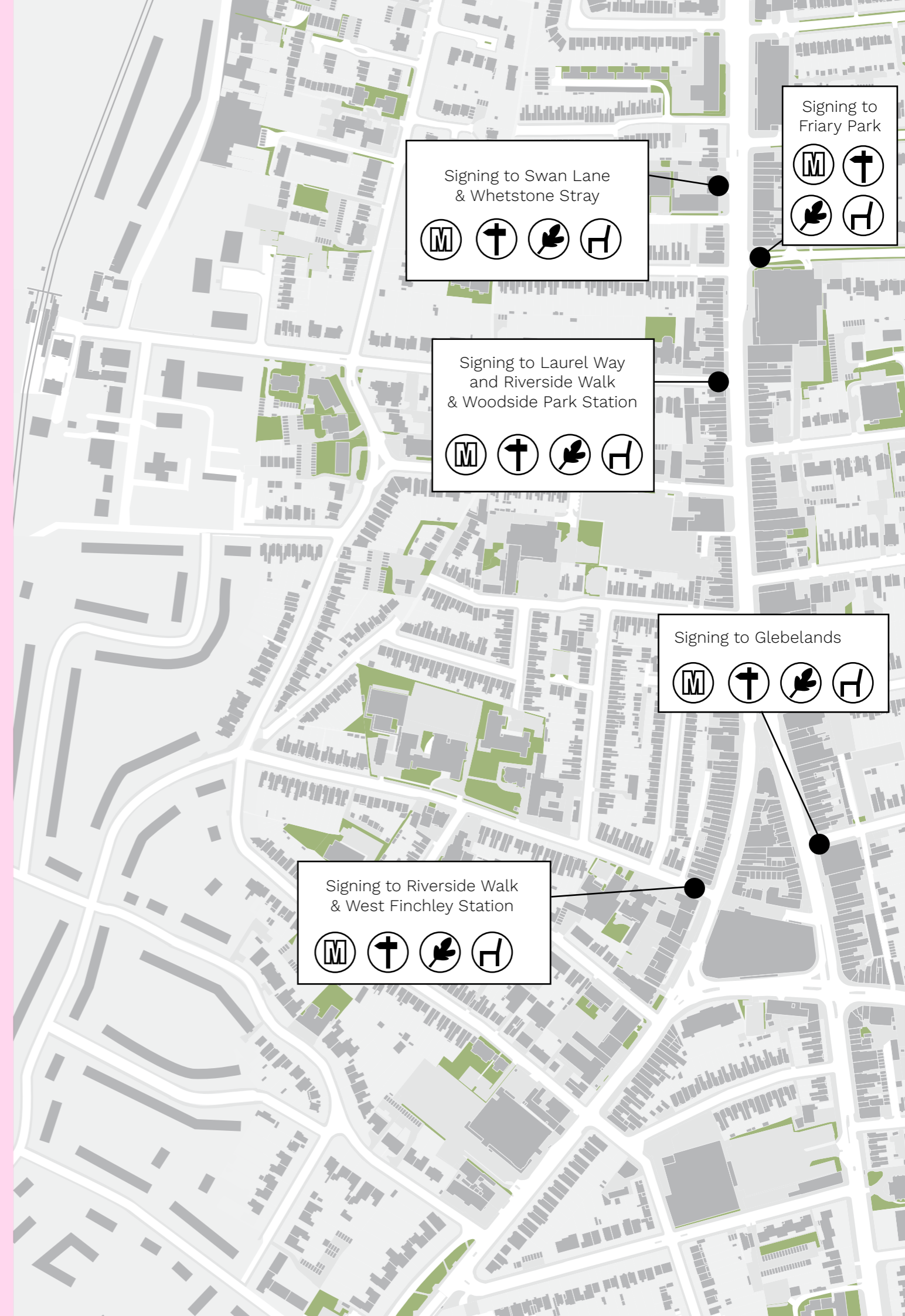
Costs are indicative and subject to change during the detailed design stage

Application 4: Green Space Pointers

North Finchley benefits from a variety of green spaces a short walk from the town centre, however these are hard to find if you don't know about them. The Green Space Pointers are a range of tools for highlighting the presence of the green spaces and pointing people in their direction from the High Road to their arrival at the open space, and well as vice-versa. There is also the potential to create circular walks between green spaces and back to the Town Centre.

Wayfinding components used

<p>Mural</p>  <p>Working at different scales, the introduction of murals would add life, enforce a more defined sense of place, and act as a tool to signpost to green spaces.</p> <p>x1 Mural = £10,000-25,000</p> 	<p>Pointer</p>  <p>Introduced at a range of scales, the pointers would work as either an information or signage point, to direct or to welcome</p> <p>x1 Pointer = £1,000-£10,000</p> 
<p>Increasing Biodiversity</p>  <p>Planters with signage would contribute to greening the area whilst directing people to green spaces.</p> <p>x1 Planter = £5,000</p> 	<p>Seating</p>  <p>Seating can be added to create pause points along routes or as part of the welcoming area to a green space</p> <p>x1 Seating = £2,000-£5,000</p> 



Local Green Spaces



Whetstone Stray

Whetstone Stray was previously farmland, historically animals would have used this plot to graze. In the twentieth century it was turned into parkland.



Riverside Walk

Riverside Walk forms the northern end of the Dollis Valley Greenwalk, a 10 mile walk which links green spaces in Barnet. The site is also home to Riverside Park.



Swan Lane Open Space

The park was created on the former site of gravel pits and the playground is still known as 'The Pits', it has some areas managed for nature conservation alongside a pond.



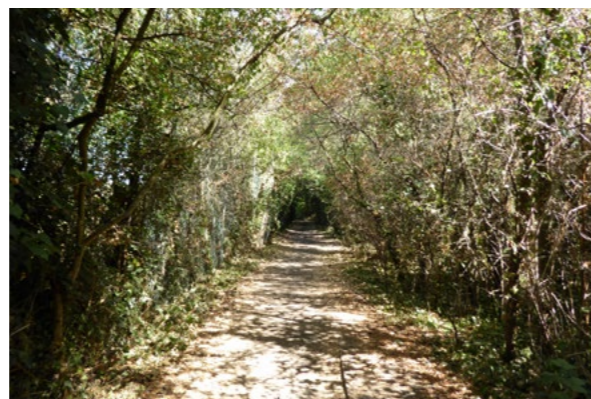
Glebelands Nature Reserve

The largest surviving fragment of the former Finchley Common, it's formed of a mix of woodlands, grasslands and ponds, all home to a variety of wildlife.



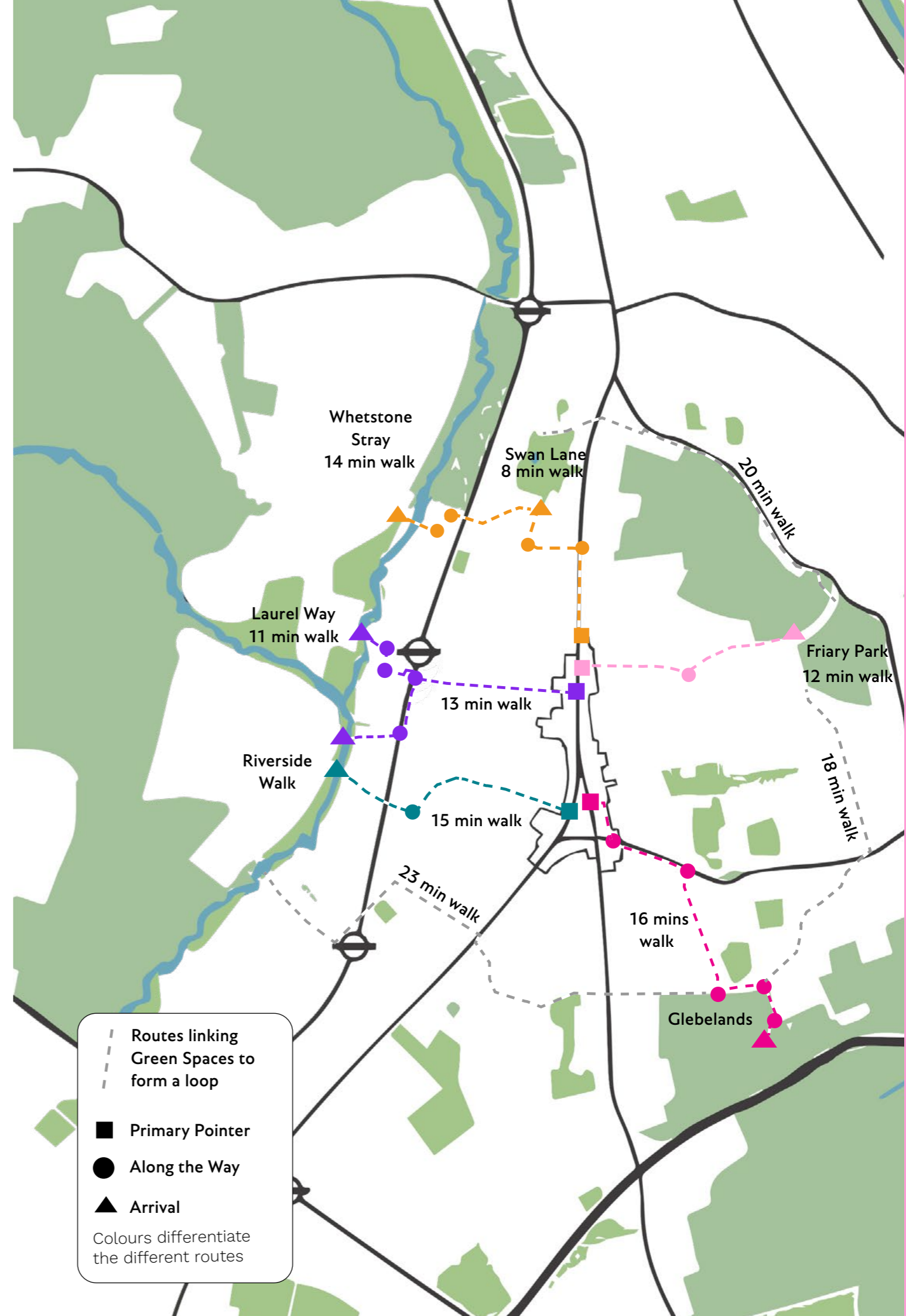
Friary Park

Friary Park forms the grounds of the Edwardian Friary House, it has a mix of intimate gardens and large spaces which hosts events such as the summer show.



Laurel Way

Part of the Dollis Valley Greenwalk



Signposting to Swan Lane and Whetstone Stray

This route starts within the Northern Welcome Zone with a mural in the Town Centre, stopping at the Swan Lane Open Space, past the Catholic High School, leading to Whetstone Stray



Entrance to Whetstone Stray could be enhanced



Signal needed to turn right when joining Laurel View



Existing signage could be enhanced, and needs to point to Whetstone Stray



Sign to signal right turn onto Church Path. Also signal alternative route straight ahead.



Signal required on junction of Woodside Grove to signal left turn



Mural on the Finchley Industrial Centre to indicate toward the green spaces

Summary:
x1 Mural
x3 Pointer (M)
x1 Pointer (S)

x2 Seating
x1 Planter
Total = £70,000 (estimate)

Costs are indicative and subject to change during the detailed design stage

Signposting to Laurel Way and to Riverside Walk

This route starts at Woodside Park Road with two murals, directing to Woodside Park Station. From here an accessible route is provided to Riverside Walk, as well as a route to Laurel Way



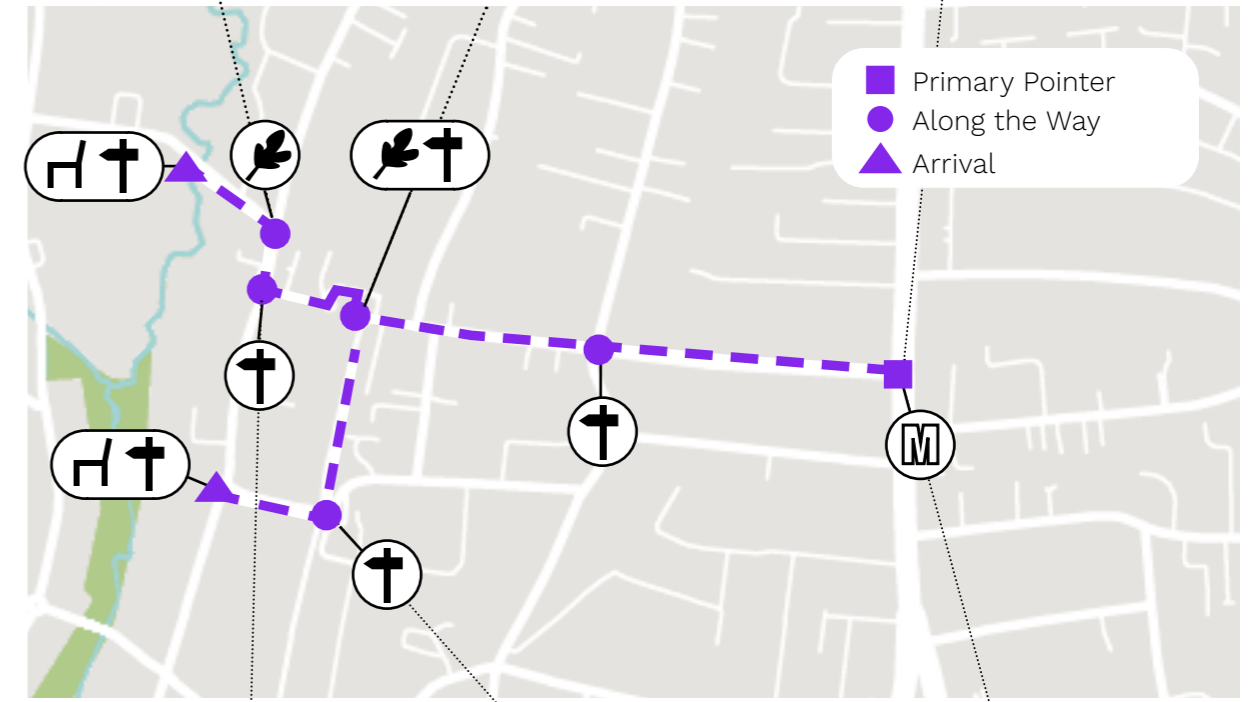
Existing signpost could be enhanced when joining Tillingham Way



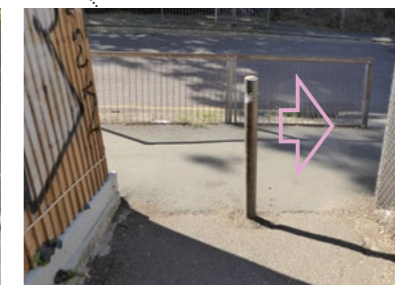
Signal needed to direct over the bridge right, and left toward Riverside Walk



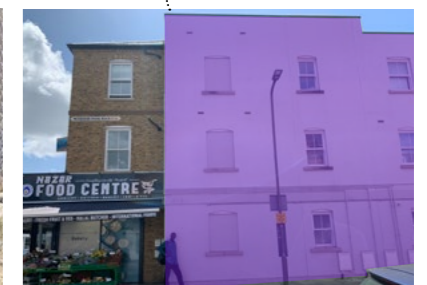
Heritage frontage



Existing signpost could be enhanced when joining Holden Road



Signal needed to turn right when joining Holden Road



Primary Pointer

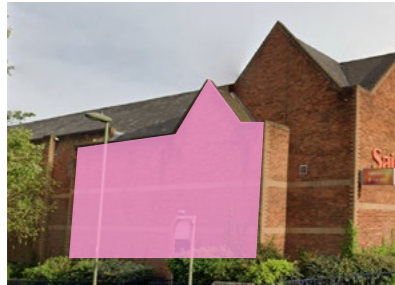
Summary:
x1 Mural
x3 Pointer (M)
x3 Pointer (S)

x2 Seating
x2 Planter
Total = £50,000 (estimate)

Costs are indicative and subject to change during the detailed design stage

Signposting to Friary Park

This route starts with a mural at Sainsbury's, spanning from the green verge on Ravensdael Avenue, leading you to Friary Park



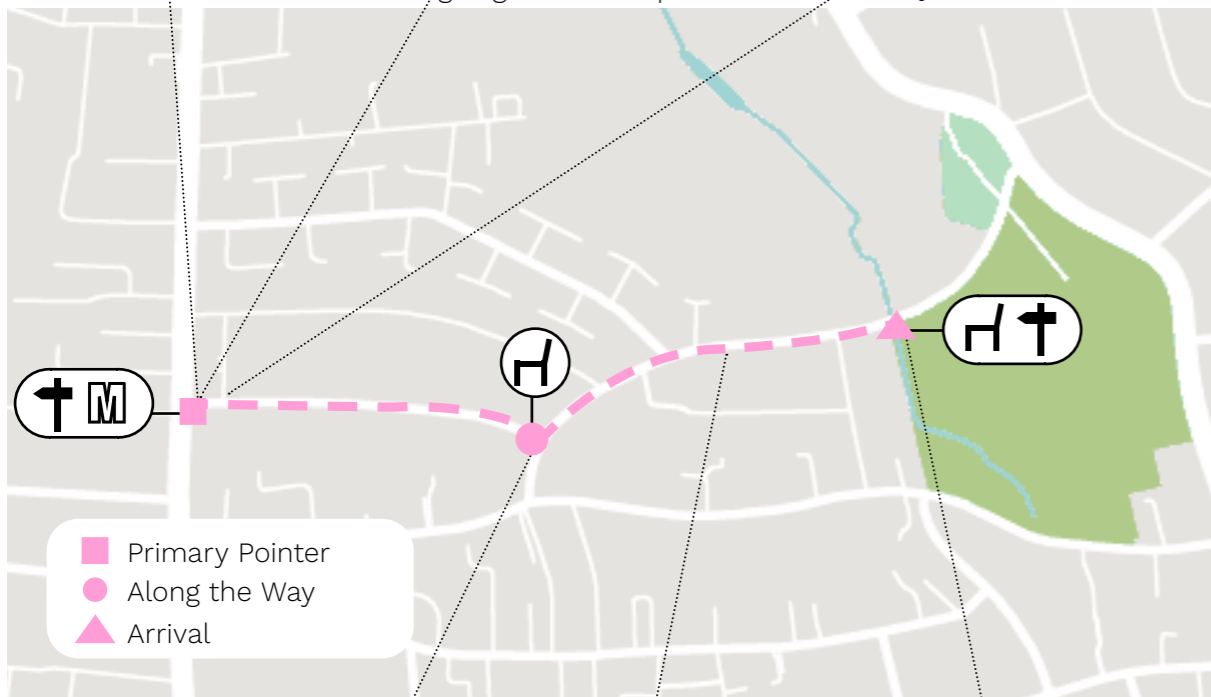
Primary Pointer, mural on Sainsbury's facade



Primary Pointer, raised planter with information and signing left to the park



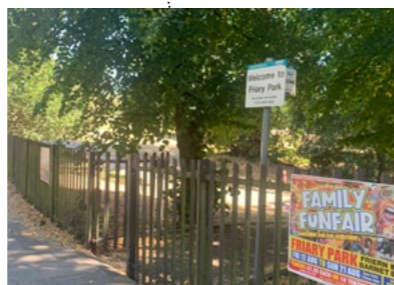
The route passes the Library, reminding people of North Finchley's offer



Signage structure needed to turn left when joining Friary Road



Friary road is a pleasant tree lined street



Friary Park Entrance could be enhanced

Summary:
x1 Mural
x1 Pointer (L)
x1 Pointer (M)

x2 Seating
Total = £30,000 (estimate)

Additional waymarking to Swan Lane = £20,000 (estimate)

Costs are indicative and subject to change during the detailed design stage

Signposting to Riverside Park and Riverside Walk

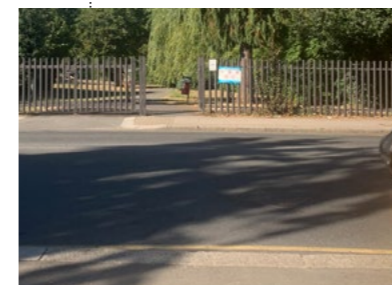
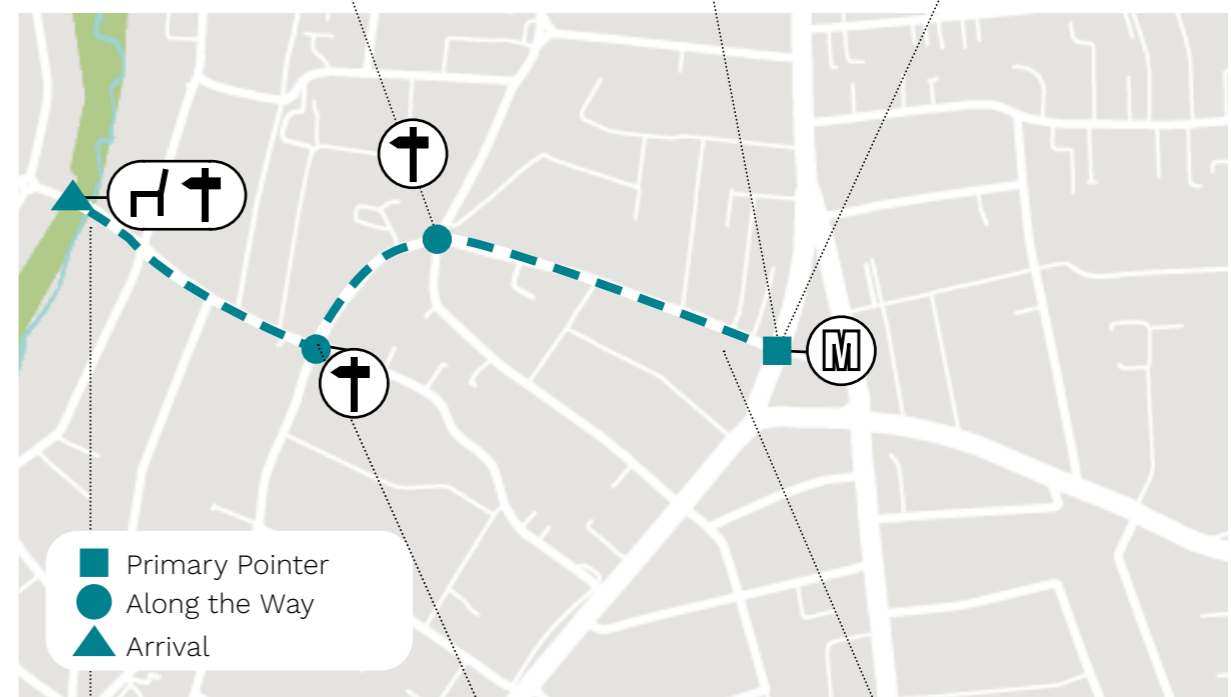
This route starts with a mural on Nether Street, it signs to West Finchley Station at the junction meeting Argyle Road, ultimately leading you to Riverside Walk to the North and Riverside Park to the South.



Signal needed to continue down Nether Street



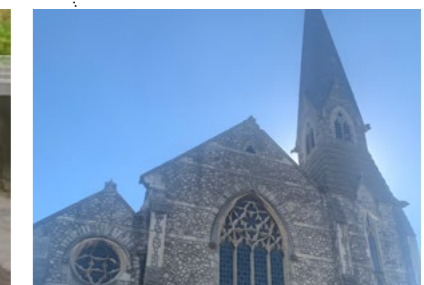
Primary Pointer, mural on facade



Entrance to Riverside Walk and Riverside Park could be enhanced



Signal needed to turn right onto Argyle Road, also signalling to West Finchley Station



Route passes Trinity Church, local landmark and community asset

Summary:
x2 Mural
x1 Pointer (M)
x2 Pointer (S)

x1 Seating
Total = £30,000 (estimate)

Additional waymarking to Glebelands = £20,000 (estimate)

Costs are indicative and subject to change during the detailed design stage

Signposting to Glebelands

This route starts with a mural on Castle Road, going past the Yoga Yogeeswaraya Yoga Dhandayudapani Kathirgama Temple and North Finchley Allotments, to Glebelands.



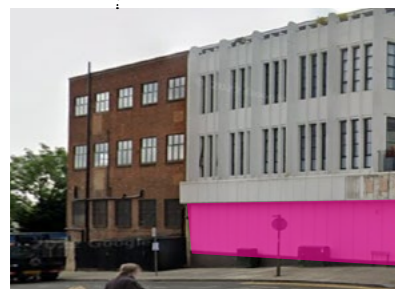
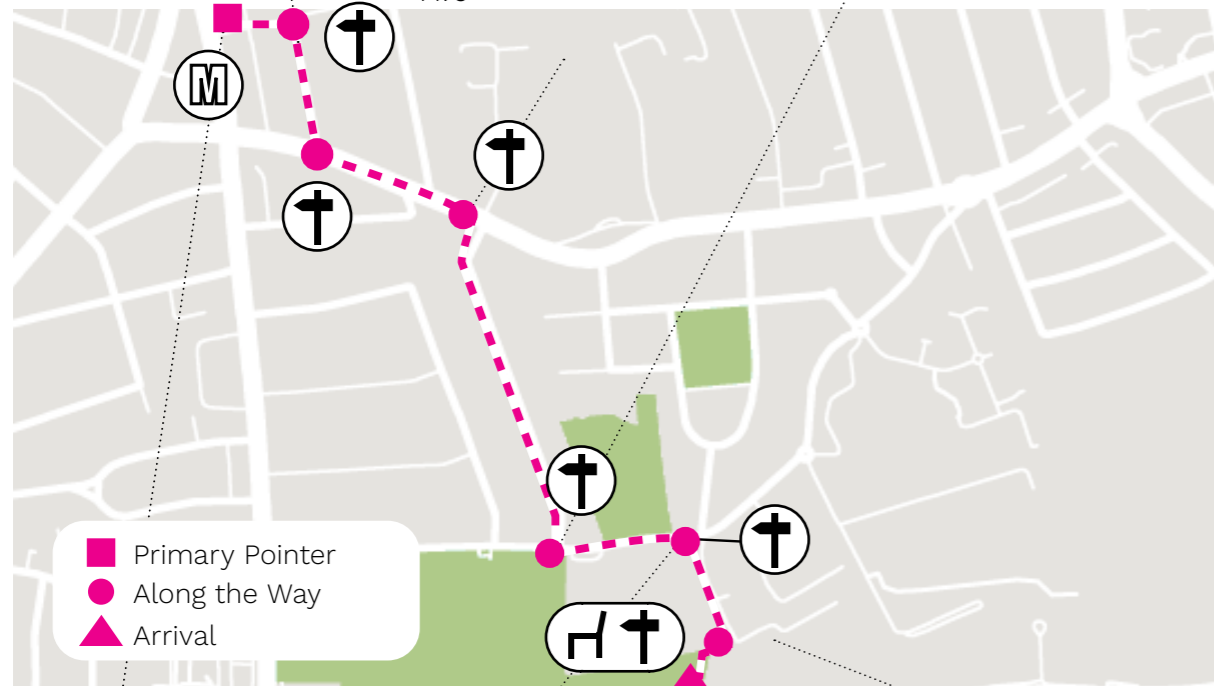
Signal needed to turn right onto Lambeth Road



Signal needed to turn right when joining Woodgrange Ave



Signal needed to turn left when joining Summers Lane



Mural location, informing and signing left onto Castle Road



Signal needed to turn right when joining Summers Lane



The route benefits from passing the Hindu Temple and allotments, both community assets

Summary:

x1 Mural
x3 Pointer (M)
x3 Pointer (S)

x1 Seating
Total = £30,000 (estimate)

Additional waymarking to Friary Park = £20,000 (estimate)

Costs are indicative and subject to change during the detailed design stage

Application 5: Legible London

Bringing in instantly recognisable London-wide signage will help to orient visitors to North Finchley and bring unity with other boroughs in London.

If it was decided to adopt Legible London signage the locations would be agreed with the Legible London team based on their knowledge of similar situations.

Legible London

Transport for London offer a range of wayfinding elements of which Monolith B is most suitable as it has been designed for the outer London boroughs. It's particularly suited for North Finchley where the pavements aren't overly wide.

We have proposed monoliths located at key arrival points; Woodside Park station and West Finchley station, the bus station, and at the junction of Woodside Park Road and the High Road.

Where there are bus shelters, Legible London maps could be integrated in addition to the monoliths, to reduce unnecessary clutter.



Next Steps



Community Consultation

The final draft of this document was consulted on for six weeks in September and October 2022. After this period the feedback received was reviewed and the Wayfinding Action Plan revised accordingly, setting out key next steps to start moving towards delivering on the Plan

Delivering this Action Plan requires community effort and as part of this consultation we asked community groups and individuals whether they would be willing to participate in this to make the projects a reality. If you want to be involved in this work as it progresses please email us: hello@northfinchleytowncentre.co.uk



We undertook a six-week engagement period to gain feedback from the community on the draft Wayfinding Action Plan with a total of 341 responses received.

Methods of Engagement:

Pop Up Consultation on the High Road:

- Friday 14th October, 12:30-3:00pm, Outside Starbucks. - 34 people engaged with
- Tuesday 18th October, 3:30-6:00pm, Outside Starbucks - 94 people engaged with

Online engagement:

- Webpage on Engage Barnet.
- Online survey, published on the NFTC website
 - Over 1500 Site Visitors during the six weeks.
 - 15 Submissions and 2 emails

Instagram Polls:

- 10 Polls, with 196 Responses in total

A printed survey, was available in the North Finchley Library

Promotion:

Flyers:

- Approximately 700 flyers were distributed to homes, businesses and to individuals.
- Flyers were put in noticeboards around the Town Centre, as well as in businesses and in shop windows.

Digital Promotion:

- Emails sent to mailing list of over 200 subscribers, including businesses and organisations.
- Promoted on Engage Barnet website.
- Facebook, Twitter and Instagram promotion

Conversations:

- In addition to the High Road consultation, Parents outside Percy Park were engaged with the plans and were supportive of the proposals.
- Several businesses were engaged with and expressed support for the action plans
- Promoted at NFTC Partnership Board and Cultural Steering Group meetings

North Finchley Town Centre Instagram:

- 22 Related Posts, 304 Likes
- 23 Related Stories
- 1273 Accounts Reached
- 356 Followers (as of 19th October)

North Finchley Town Centre Facebook:

- 14 Related Posts, 9 Likes
- 42 Followers (as of 19th October)
- 1673 People Reached

Learning from previous community engagement on the project in which we had less feedback from 20-34 year olds than other age groups we worked to ensure that promotion of the consultation used both traditional methods as well as social media and on-street activity. This ensured we had a more representative spread of respondents.

Summary of Findings

Feedback on the Wayfinding Applications

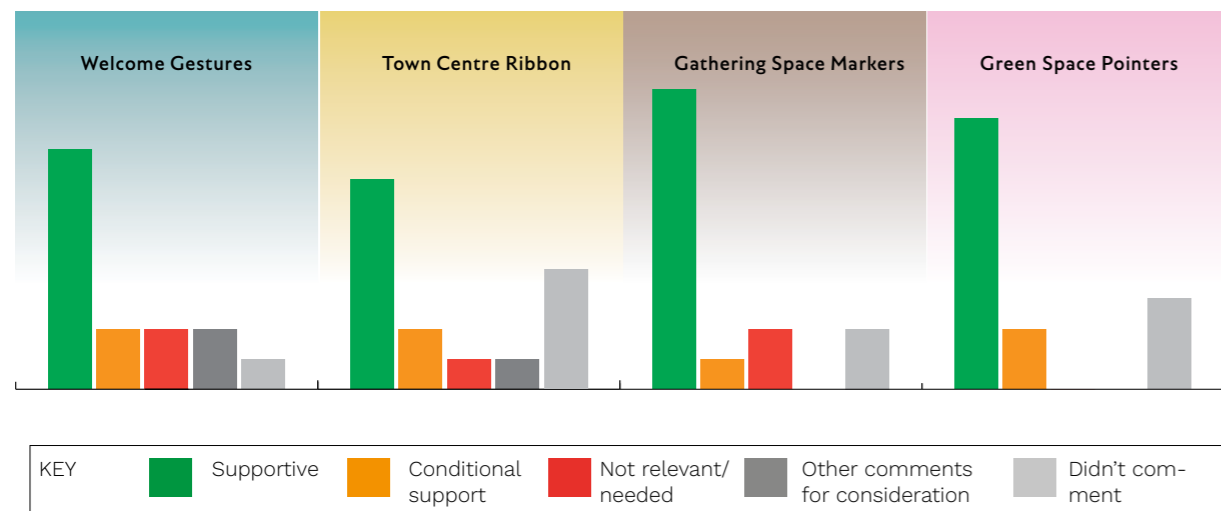
The different applications were ranked according to how well received they were:

Gathering Space Markers - This wayfinding application was very well supported, points for consideration were that they should be inclusive and be successful in combating the wind tunnel outside artsdepot.

Green Space Pointers - This wayfinding application had the most positive support and the most anecdotal responses about how important the green spaces were to local people.

Welcome Gestures - This was fairly well supported, with suggestions including; for the Northern Welcome Gesture to be expanded, for a Welcome Gesture to be introduced to West Finchley Station and that the supegraphics cost-to-benefit is a point for consideration.

Town Centre Ribbon - Respondents expressed less support for this wayfinding application, with the one concern raised that no intervention should deter wildlife.



Increasing trees, pavement space and biodiversity would be helpful, especially if there were spaces to sit.

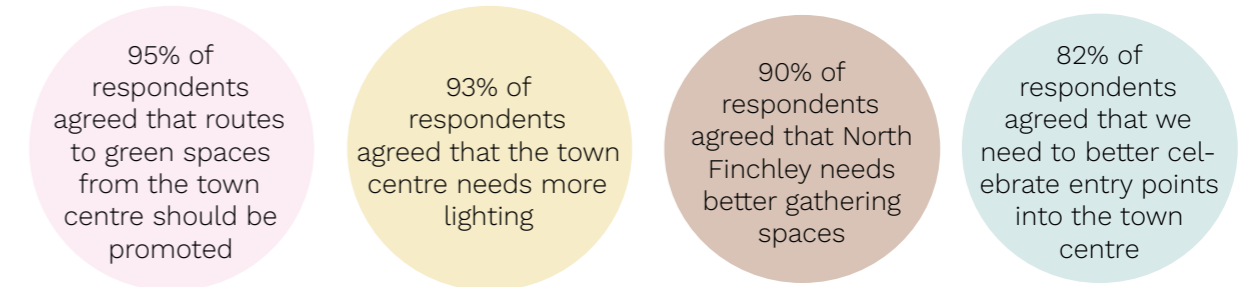
We didn't discover these green spaces until lockdown which is a shame, they should be promoted to everyone.

I use the Dollis Brook Greenway a lot for cycling, connections to these spaces are important.

I like the idea of a market at the Tally Ho corner. I really support the idea of pedestrianising Ballards Lane, trialling the market sounds great.

Instagram Polls

We also used Instagram polls to find out what support there was for each of wayfinding applications. In each case we asked if respondents agreed with a series of statements:



Feedback from the Pop Ups

Welcome Gestures - People expressed a lot of support for the idea of the Town Centre having a beginning and end, more identity and increased presence. One comment surrounding the Supermural was that this would be a lower priority due to the cost.

Town Centre Ribbon - The idea of lighting and increasing biodiversity in trees was well received, with some respondents raising the concern that they shouldn't negatively affect residents or wildlife.

Green Space Pointers - This was the most supported project, however several people felt the focus should be on projects with the Town Centre itself.

Gathering Space Markers - People were supportive of having spaces like these in the Town Centre and were particularly enthusiastic about the ideas of pedestrianisation and market trials. Points raised for consideration were that they should effectively tackle the wind, noise and traffic problems in the area to be successful.

Overall these projects were very well received, with general comments of concern surrounding the ongoing maintenance.

Comments to Consider

Below we have compiled community comments that would be useful to consider when developing the two most popular projects.

Gathering Space Markers

- The concept of a market at Tally Ho should connect with the Cultural Strategy and consider including the concept of health and wellbeing.
- An all inclusive friendly feel is really important to make the spaces welcoming to everybody and not a destination for anti-social behaviour.
- Consider whether the Gaumont model outside artsdepot can be moved to free-up space for performance.

Green Space Pointer

- Consider how green spaces further afield are promoted (but not necessarily signposted all the way) eg Darland's Lake Nature Reserve and Woodridge Nature Reserve.

Next Steps

- We suggest that the Gathering Space Markers and Green Space Pointers projects are prioritised as they were the most popular with the public, both in the detailed online survey and the social media polls.
- These two projects were popular because they support activity, whether it be encouraging walking to and visiting green spaces or adding new functions to underused public spaces in the Town Centre. Therefore it's crucial to consider how these projects support different activities for different parts of the community at different times of the day.
- In particular there is strong synergy between the Gathering Space Markers and the most popular cultural projects from the community engagement. To get maximum benefit the cultural projects should be used to activate the wayfinding proposals and bring the spaces to life. This in turn will encourage greater local pride and ownership in these place.
- At the time of writing, funding has been secured to deliver the Gathering Space Markers. Based on the feedback, we suggest that the following points are taken into account:
 - Involve the newly established Cultural Steering Group in organising events to activate the spaces.
 - Weave the new graphic identity through the designs to create a coherent visual language.
 - Consider stronger linkages to the businesses in the area.
 - Ensure the designs address the cultural aims of supporting the evening economy, providing opportunities for performance and creating opportunities for sharing culture.
 - Incorporate a launch or celebration event into each project to bring the spaces to life from day one.
- Barnet Council officers are exploring the feasibility of the Green Space Pointers and the intention is to deliver these as the next project from the Action Plan.