

# Case Study

## Legible London Pilot Study

Client: Transport for London (TfL)

Start Date: 2008

Duration: current November 2009

### Context

Atkins Intelligent Space has been commissioned by TfL to refine and implement a pioneering pedestrian wayfinding system across the central London areas of South Bank and Bankside.

Legible London is a system that aims to deliver a consistent approach to walking wayfinding information throughout London. The system was originally piloted in and around Bond Street in November 2007.

In order to refine the system for potential roll-out, additional pilots were chosen for further testing and development. The popular tourist areas of South Bank and Bankside were specifically chosen as they offer complex wayfinding challenges to the system, as well as being home to the UK's busiest transport interchange in Waterloo Station.

### Challenges

- Designing for a varied and confusing pedestrian walking network, including complex underpasses and multi-level walkways
- Mix of public and private land ownership and cross-borough boundary working
- Integrating the scheme with the multitude of ongoing and future redevelopment projects that are typical of the area

### Objectives

Taking Legible London to the next level, Atkins Intelligent Space has been commissioned by TfL to further develop, refine, install and test the

Legible London system in the London districts of South Bank and Bankside.

Using innovative analysis techniques to help inform and advance the scheme, including visibility modelling and land use assessments, Atkins are now providing support to the sign manufacture and installation phases.

### Services Provided

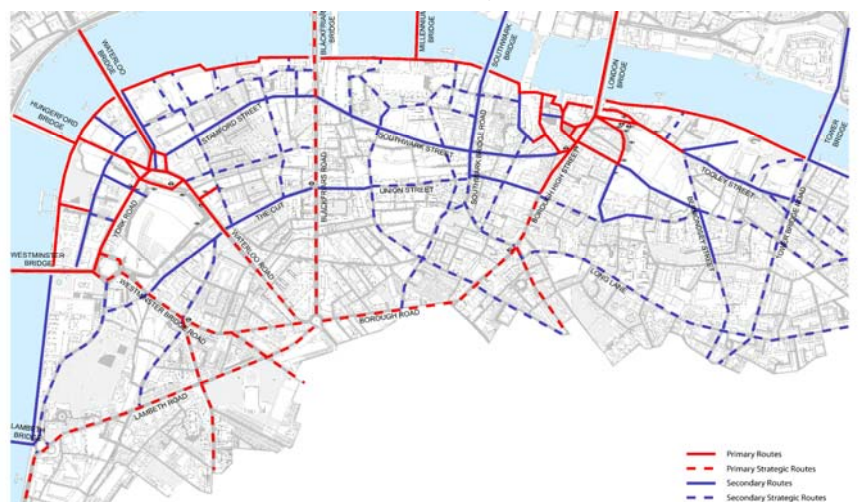
- Detailed on-site audits and appreciation studies
- Consultation with local stakeholders and business groups
- Scheme design and sign placement strategy
- Final mapping, artworking and product development
- Supporting final manufacture and sign installation processes



Original Bond Street Pilot



Mapping developments



Pedestrian route hierarchy map