

Hackney Central Wayfinding Strategy

Background

Hackney Central is undergoing substantial Council-led regeneration, to deliver new homes, better public spaces, improved facilities and a greener town centre.

Following the development of the Hackney Central Town Centre Strategy, the Council secured £19.1m from central government. The funding is being used for a series of projects across Hackney Central, including this Wayfinding Strategy, improvements to Hackney Town Hall Square, and plans to create a safer Pembury Circus and a new green link along Amhurst Road.

Wayfinding Strategy

Wayfinding helps people find their way around a physical space. It includes things like signs, maps, and landmarks. The aim is to make Hackney Central more welcoming, accessible, safe, and to promote sustainable transport.

The Strategy will cover the busiest parts of Hackney Central, and stitch the local streets and spaces together, drawing from a series of small-scale interventions, including:

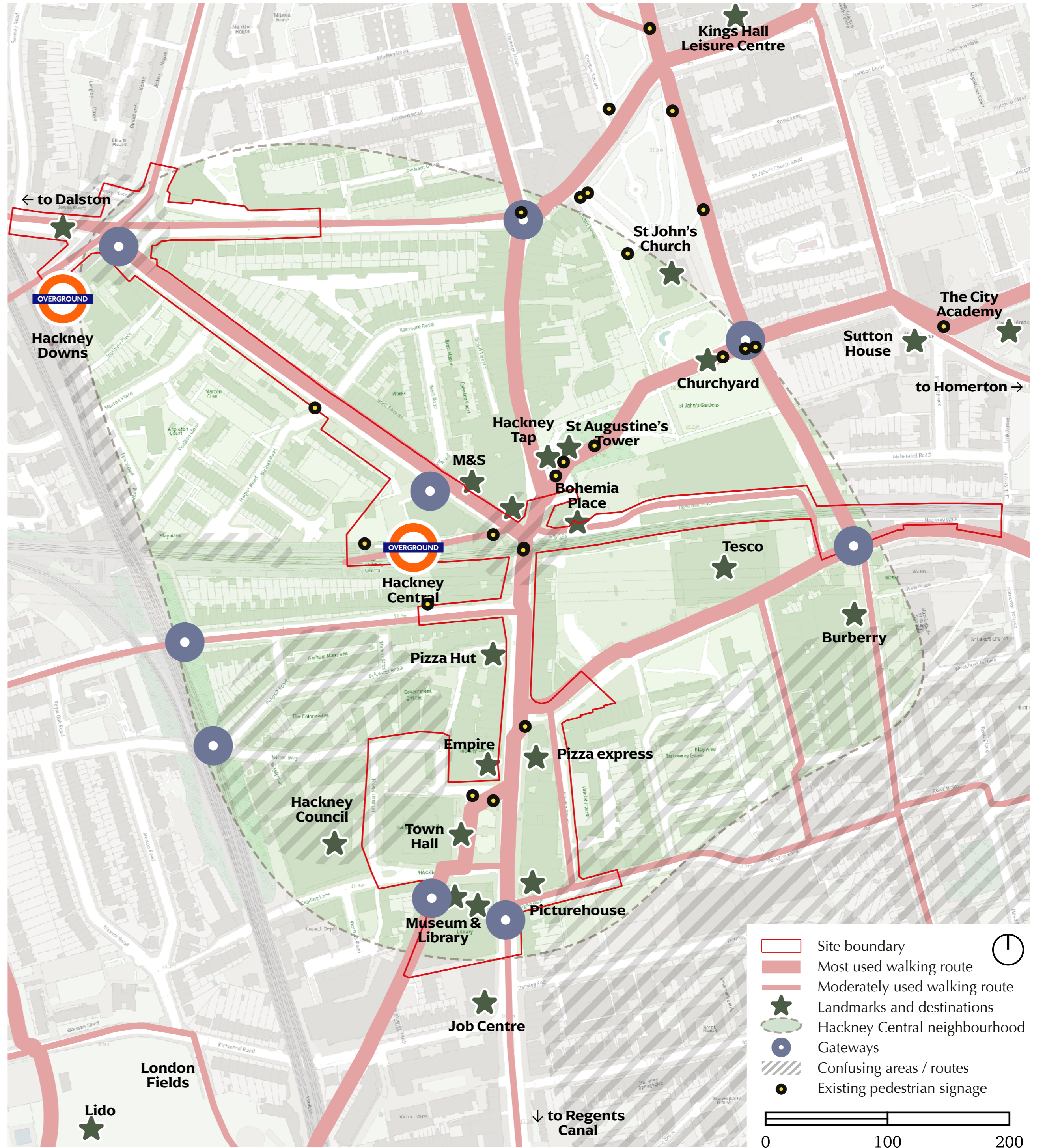
- ◆ Formal pedestrian and cyclist signage;
- ◆ Interpretation boards;
- ◆ Route markers;
- ◆ Digital tools and printed maps;
- ◆ Potential improvements to public realm, lighting;
- ◆ Potential wall treatments, such as artwork or murals.

Our work so far

The development of the Wayfinding Strategy started in June 2024 and spanned across four months. The community consultation held in July provided valuable insights for the analysis and ideation. The map on the right summarises our findings →

Next steps

We aim to finalise the Wayfinding Strategy following the wider community engagement held in September and targeted sessions in October. The suggested interventions will be brought forward through separate commissions and partnerships.



Walking routes

Popular routes. People often choose main streets to walk along. The Strategy will ensure these routes are supported, and enable and promote other route options through improved wayfinding.



Pedestrian signage

Existing signage includes Legible London totems, fingerposts, overground signage, Churchyard posters, community noticeboards. The Strategy will identify the gaps in current provision, and propose improvements to formal signage.



Landmarks

Buildings or places used to help identify the location, majority of them are on Mare Street. The Strategy will provide wayfinding aid where there are no landmarks.



Confusing areas

Areas that are being referred to as confusing for walking and wayfinding. The Strategy will provide sufficient navigation aid for movement through these areas.



Gateways

The map above shows Hackney Central area, as perceived by our respondents. The Strategy will ensure the sufficient wayfinding aid is provided at the gateways into Hackney Central.

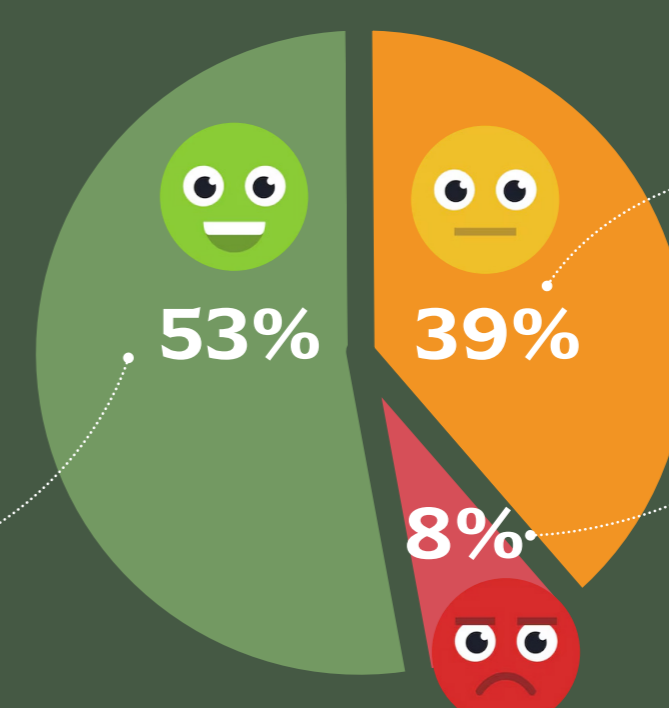


Share your feedback



Use the QR code to open the information web page and the survey.

Previously we have asked our respondents, how easy can they find their way in Hackney Central. The chart shows the breakdown of responses.



"I am never lost. I know every street and route"

"I am familiar with some routes, but sometimes have to check directions on a map"

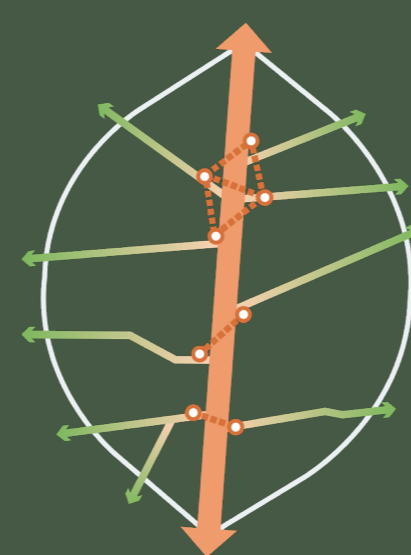
"I struggle to find my way around the area. I always use maps"

Wayfinding Strategy Vision



Working Vision

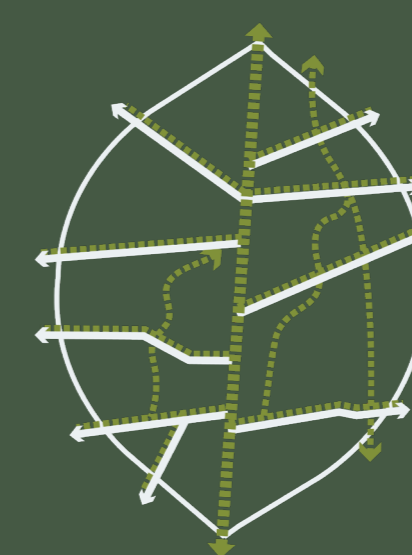
Our goal is to improve connections across Mare Street and beyond, unveiling the area's unmarked destinations and routes through a system of signs, maps and landmarks that prioritises accessibility, safety, and inclusivity, all while capturing the vibrant local spirit and cultural heritage.



Beyond Mare Street



Revealing Hidden Stories



Inclusive and Accessible



Nurturing Local Spirit

Narratives Along the Routes

Explore the proposed routes and narratives, suggest additions. Help us shape the strategy — speak to the team and fill in the survey!

The map on this board shows east-west and north-south routes. The white boxes portray suggested historical narratives in Hackney Central. Which narratives do you think should be reflected along these routes and do you have other stories or suggestions that could be added that relate to local heritage, culture or community?

1 Emergence of cinemas in Hackney Central, inspired by the wonders of technology

2 Remembering the trams that used to run on Mare Street

3 Hackney Brook and Pond, subsequently culverted

4 Parish and Hackney Village that began the history of the Hackney borough

Digital augmentation, views from different angles

5 Century of garment manufacturing in the area

Stories of migration from garment workers, strikes movement

6 Loddiges Nurseries that spanned across the local area

Showcasing plants from all over the world

7 Ancient Market Porter's Route from markets in the city to farmlands in Hackney

Stories of the working population

? Your proposed narratives?

Enhancing Route Identity

The Strategy will highlight certain routes to promote walking. The map above shows a markup of these routes. Along the routes in our wayfinding strategy, we will create features, such as signs, murals or markers that share the stories of Hackney Central, reflecting the area's unique identity and heritage. These storytelling elements will help residents and visitors connect with the local culture. Additionally, we could make small improvements to the public spaces near these routes to enhance the overall experience.

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