

9.4 WAYFINDING SIGNAGE PLAN

- Attachments:**
1. **Vincent Wayfinding Signage Plan**
 2. **Vincent Wayfinding Signage Plan - Executive Summary**

RECOMMENDATION:

That Council ADOPTS the Vincent Wayfinding Signage Plan, at Attachment 1.

PURPOSE OF REPORT:

To consider adopting the Vincent Wayfinding Signage Plan.

BACKGROUND:

A plan to improve the City's signage was previously detailed in the following strategic documents and plans:

- The Accessible City Strategy (ACS) recognises the current lack of directional signage across Vincent as a barrier for those wanting to walk or cycle. To create a safe and understandable transport network, and to help shift people away from private vehicle use, the ACS advocates for improved signage across the pedestrian and cycle networks.
- The Public Health Plan identified that better signage would improve safety for those walking and cycling and would increase physical activity for Vincent's residents.
- The 2019/2020 Corporate Business Plan (CBP) included the development of a Wayfinding Plan as an action related to the Accessible City priority area, and the project was subsequently carried forward into the current CBP.

DETAILS:

In June 2021, the City appointed Aspect Studios to deliver a Wayfinding Signage Plan (the Plan). This seeks to deliver a comprehensive and coordinated signage network to connect residents and visitors to town centres, public transport and local facilities.

Background analysis and the identification of opportunities, constraints and gaps involved key stakeholder engagement. 'Walkshops' were held from 13-15 September 2021 and consisted of a walking tour of each of the town centres (Leederville, Mount Hawthorn, North Perth, Beaufort Street, Pickle District, William Street) with community members, Council Members, and Administration invited to attend.

Background analysis identified three drivers to be applied through the development of the Plan:

- Making Vincent's town centres a destination.
- Connecting Vincent's town centres.
- Connecting users to surrounding destinations.

These drivers look to achieve the following objectives:

- **A Sense of Identity** – Build on a strong 'sense of identity' for the precinct through concepts that reflect the place and integrate signage components, which are inspired by the existing place identity.
- **A Legible Vincent** – Create a legible, cohesive, efficient, and consistent wayfinding system that is easy to understand for people of all abilities, age and language.
- **A Meaningful Experience** – Facilitate a meaningful experience by assisting users to navigate places independently and safely by providing consolidated information that identifies, informs and directs them to destinations.
- **A Connected Environment** – Enhance the visual amenity of the built and natural environment through signage by assisting in connections to and around the place to better promote and embellish the sites facilities, features and history.
- **A Sustainable System** – Balance quality, resources and maintenance requirements to deliver a sustainable sign management system and guide that is logical, economical to execute and can be efficiently implemented and managed by the City.

At the 2 November 2021 Council Workshop, a review of the preliminary analysis, wayfinding principles and draft objectives were presented. Taking into consideration the comments received, the Opportunities, Constraints and Gaps Analysis (Analysis Report) was distributed to Council via email on 4 February 2022. Further comments received were considered and incorporated into the final version of the Analysis Report.

The drafting of the Plan commenced March 2022. The Plan takes into consideration the Analysis Report and provides an overview of the wayfinding and signage elements required to address the opportunities, constraints and gaps identified.

At the 24 May 2022 Council Workshop, the draft wayfinding signage concepts were presented. This has informed the concepts and whether they best reflect Vincent.

At the 27 September 2022 Council Workshop, the Plan was presented and two signage design options. This has informed any changes to the document and the proposed signage typologies.

The Plan as at **Attachment 1** includes the following framework:

Wayfinding Principles

Outlining the information required at each stage of a user's journey, while reinforcing the town centres as destinations that are interconnected to each other and the surrounding area. The primary role is to direct and orient users whilst also considering form, use of symbols, colours and materials, informed by a site's history and character.

Site Analysis

The analysis of heritage, activities and destinations within the City was undertaken to determine gateways and understand modes of travel. Opportunities \ have been identified to enhance wayfinding. This is further informed by precedent studies, providing best practice learnings for Vincent.

Signage Review and Recommendations

A review was undertaken of how existing signage promotes active transport whilst creating a welcoming, legible, safe and connected City. Recommendations are based on a high-level audit of existing signage and include the identification of signage needs for City gateways, parks, reserves, town centres, transport and landmark destinations.

Key findings include:

- The need to reduce the existing over proliferation of signage.
- The opportunity to increase pedestrian amenity and walkability through signage and consolidate movement networks by integrating pedestrian and cycling information.
- The opportunity to promote and celebrate the unique character of each of the town centres and Noongar culture.

Proposed Signage Typologies

The signage form, structure, typography and graphic elements for town centres, active transport, open space and mapping. The signage is to remain consistent while allowing for customisation through colour and pattern to celebrate Vincent.

The wayfinding system uses a common visual language and consistent information hierarchy that also follows the City of Perth information hierarchy. This establishes a top-down positioning of information commencing with where you are followed by directional information to destinations and mapping.

The colour identifier used for each town centre, public open space, and active transport is different. The consistent typology and information hierarchy display ensures that a user can seamlessly move around Vincent.

Town Centre Identity Signage

The signage for each town centre is represented by a unique pattern and colour. This is inspired by local buildings and landmarks within their boundaries, celebrating each town centre's unique character, culture, and community. Each town centre has been assigned an identifying colour that aligns with the place and acts as a signal to the user that they have arrived in a destination.

The colours used have considered the signage systems used by surrounding Local Governments and State Departments. The use of red for William Street reflects the existing infrastructure and culture as well as the colour identifier used by the City of Perth wayfinding system and the use of blue for active transport is consistent with the Department of Transport's existing cycling guidelines.

Signage Implementation

Providing an overview of the signage planning, design, installation and maintenance process. Signage implementation outlines the key steps and approval points, and should be used as a guide for those installing and managing the signage. The signs are to be constructed so that they are robust, low maintenance and cost effective.

Removable panels allow for future updates including opportunities within the City such as the locations of e-bike and e-scooter pods, car share pods and Noongar language as approved by the Elders.

Typical Signage Placement & Principles

Signage placement scenarios are developed using the Wayfinding Principles and can be applied as required. These scenarios provide a framework for reinforcing Vincent as a connected City where the parks, reserves, key destinations and town centres are interconnected to each other and the surrounding context.

An executive summary highlighting the key elements of the Plan is at **Attachment 2**.

CONSULTATION/ADVERTISING:

At the 21 July 2022 meeting of the Bridya Elders, the Plan was presented to the Elders to endorse the use of revitalised naming on the signage, and it was agreed that the sign's panels should be easily removable to update the Noongar language as revitalised naming is approved.

The Elders supported the possibility of art at the base of the signage panels and suggested this as an opportunity for the City to engage with emerging Noongar artists. They outlined that the process must be Elders-led; this involves reviewing, selecting and briefing the artists in collaboration with the City. Elders are essential in telling the artist(s) what stories are appropriate for their art and the place.

At the 28 September 2022 Bridya Elder meeting welcome text options were presented. It was agreed that "*Kaya Wanjoo Wadjuk Boodjar*" will be included on all wayfinding signage as a welcome to country.

As per the City's Community and Stakeholder Engagement Policy, the Wayfinding Signage Plan is classified as an Inform level of participation. The following engagement activities will be carried out on the Plan:

- notice published on the City's website;
- notice posted to the City's social media;
- notice published in the local newspapers;
- notice exhibited on the notice board at the City's Administration and Library and Local History Centre; and
- letters distributed to key stakeholders.

The need for developing a City-wide wayfinding plan was previously adopted through the CBP, ACS, and the Public Health Plan. The Plan details the specific signage requirements inclusive of design and placement. These elements are an operational in nature.

LEGAL/POLICY:

Nil.

RISK MANAGEMENT IMPLICATIONS

Low: It is low risk for Council to approve the Plan.

STRATEGIC IMPLICATIONS:

This is in keeping with the City's *Strategic Community Plan 2018-2028*:

Accessible City

Our pedestrian and cyclist networks are well designed, connected, accessible and encourage increased use. We have better integrated all modes of transport and increased services through the City.

Connected Community

We have enhanced opportunities for our community to build relationships and connections with each other and the City. We are an inclusive, accessible and equitable City for all.

Thriving Places

We are recognised as a City that supports local and small business.

Our town centres and gathering spaces are safe, easy to use and attractive places where pedestrians have priority.

We encourage innovation in business, social enterprise and imaginative uses of space, both public and private.

Our physical assets are efficiently and effectively managed and maintained.

Sensitive Design

Our planning framework supports quality design, sustainable urban built form and is responsive to our community and local context.

SUSTAINABILITY IMPLICATIONS:

This is in keeping with the following key sustainability outcomes of the *City's Sustainable Environment Strategy 2019-2024*.

Sustainable Transport

PUBLIC HEALTH IMPLICATIONS:

This is in keeping with the following key sustainability outcomes of the *City's Sustainable Environment Strategy 2019-2024*.

Increased physical activity

Increased mental health and wellbeing

FINANCIAL/BUDGET IMPLICATIONS:

The Four Year Capital Works Program 2022/23 – 2025/26 includes within the Infrastructure Assets 2022/23 budget, \$198,000 (cash-in-lieu for car parking reserve) for Wayfinding Implementation Plan – Stage 1.

Stage 1 will focus on creating a baseline network consisting of directional signs, neighbourhood mapping and identification signage for streets and parks. The base signage uses universal design principles enabling all abilities to easily navigate the City.

The funds will allow for overseeing, manufacturing and installing signage.

The approximate costs for each signage type has been included in **Attachment 1** and the overall cost of the Plan will be based on future need and availability of budget. The nature of the Plan's implementation means that where sites are identified as requiring Wayfinding, budget for this can be allocated accordingly.

COMMENTS:

The Plan aligns with and supports the following:

- Accessible City Strategy 2020-2030 (Action 1.1.3);
- City of Vincent Bike Network Plan;
- Wetlands Heritage Trail;
- Arts Development Action Plan 2018 - 2020;
- Reconciliation Action Plan (RAP) 2022-24 Innovate;
- The Public Health Plan 2020-2025 (Deliverable 11.1); and
- The Corporate Business Plan 2022/23 – 2025/26.

Through early engagement with Bridya Elders, the suggestion of the Vincent Noongar-inspired connecting sign, will bind the network together. This will create a strong sense of place for everyone, highlight Noongar peoples' connections to Country and provide cultural awareness.



City of Vincent

Draft Wayfinding & Signage Plan

August 2022

ASPECT Studios

ACKNOWLEDGEMENT OF COUNTRY

The City of Vincent acknowledges the Traditional Owners of the land, the Whadjuk people of the Noongar nation and pay our respects to Elders past, present and emerging.

We recognise the unique and incomparable contribution the Whadjuk people have made and continue to make to our culture and in our community. We will continue to seek the input of the Traditional Owners.

The land on which we live, meet, and thrive as a community always was and always will be Noongar land.

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Introduction

Welcome to The City of Vincent Wayfinding Guidelines. This document aims to deliver a comprehensive and co-ordinated wayfinding signage system that creates connectivity, walk-ability and legibility for the entire City's benefit (residential, business and visitor).

What is wayfinding signage?

All people wayfind in one way or another. The term wayfinding encompasses the way we navigate and spatially orient ourselves within spaces and from place-to-place.

Wayfinding signage is therefore designed specifically to assist in the process of orientation and navigation through the use of map, directional and location information.

Background

The City of Vincent considers wayfinding as an essential component to the functioning, livability and mobility goals of Vincent and its town centres. Therefore, the City is preparing to upgrade their wayfinding and signage system to create a more legible place. Wayfinding is highlighted in key strategic documents including the Vincent Town Centre Wide Place Plan (Item 2.5) and the Accessible City Strategy (Action 1.1.3) and identified for significant improvement to support safe, accessible and enjoyable active travel within Vincent.

Travel around the City is car dominated, and unsafe for pedestrians and cyclists. As such, there is a need to build upon Vincent's strong foundations and connections by improving the legibility of pedestrian and cycle networks. Wayfinding signage has proven to create safer and more understandable networks, assisting in shifting peoples behaviour from vehicle travel to more active modes of transport.

As identified within this report, there is a lack of wayfinding signage for cyclists and pedestrians within Vincent, creating a barrier for those wanting to choose active transport modes as a primary way of travel to better enjoy all that Vincent has to offer.

Where it is found, wayfinding signage within Vincent is ad-hoc, varying in style and form, sometimes cluttered and over prescriptive. An undefined style impacts the application City wide, hence the need for an overarching guide to apply signage consistently across The City. Consistent approaches to signage will also enable stronger place identity - ensuring new and returning visitors identify that they are in The City of Vincent.

Objectives

The City of Vincent Wayfinding Plan will look to achieve the following objectives:

- A Sense of Identity – Build on a strong 'sense of identity' for the precinct through concepts that reflect the place and integrate signage components which are inspired by the existing place identity.
- A Legible Vincent – Create a legible, cohesive, efficient, and consistent wayfinding system that is easy to understand for people of all abilities, age and language.
- A Meaningful Experience – Facilitate a meaningful experience by assisting users to navigate places independently and safely by providing consolidated information that identifies, informs and directs them to destinations.
- A Connected Environment – Enhance the visual amenity of the built and natural environment through signage by assisting in connections to and around the place to better promote and embellish the sites facilities, features and history.
- A Sustainable System – Balance quality, resources and maintenance requirements to deliver a sustainable sign management system and guide that is logical, economical to execute and can be efficiently implemented and managed by the City.



01
Wayfinding
Principles

Principles of Successful Wayfinding Signage

Signage in successful wayfinding is to provide sufficient information at each stage of a user's journey to help them getting from A to B to C. Its primary role is to direct and orient users, and as such is pragmatic in its intentions. However its character, form, use of symbols, colours and materials can be informed by a site's history and character.

Character

- Informative and useful but non intrusive design
- Seamless integration with the public realm through materiality, form and function
- Strong, consistent, contemporary and timeless visual identity
- Encapsulates the overall branding of a site and helps to reinforce the identity of the place
- The 'outlining' of historical elements could be reinterpreted for wayfinding sign structures and detailing
- 4-way ability to provide wayfinding information
- Information is clearly and consistently structured
- Universally designed to be inclusive
- Complementary design to interpretive elements

Branding

- Consistent application of branding and logo
- Consistently realised use of colour, form and materiality that reinforces branding and identity
- Consistent use of typefaces throughout wayfinding and other media
- Unique landmark pictograms can appear on mapping for site orientation
- Set of pictograms based on internationally recognise symbols to simplify wayfinding

Placement & Orientation

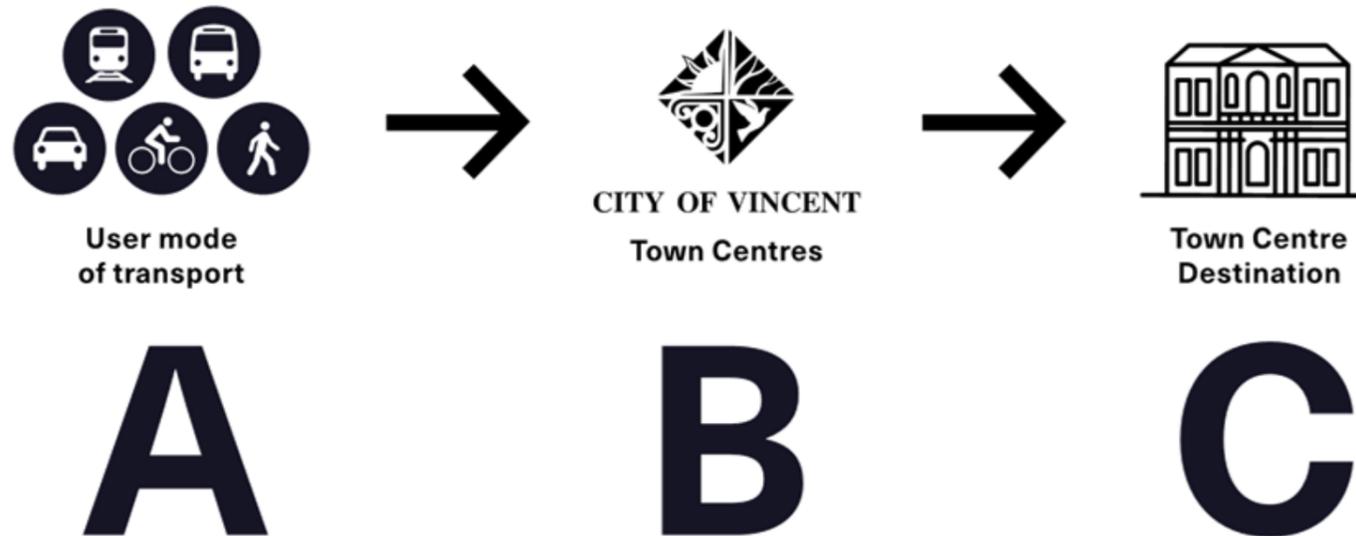
- Integrated signage with surface and/or furniture elements to reduce visual clutter
- Signs to guide users to public transport and major destinations
- Location and placement should be evaluated with an appropriate orientation considering the user's cone of vision and line of movement
- Use of 'heads up' maps that corresponds to the direction the user is facing

Materiality

- Robust materiality
- Use of contemporary materials to provide contrast with the environment and reinforce the built form vernacular
- Sophisticated integration of local materials which integrate with the public realm design

Maintenance

- Signage should be maintained and updated with time



Successful Wayfinding

Users find their way in an environment by a combination of strategies: **Passive wayfinding** and **Active wayfinding**. Together, active and passive elements work to make a place understandable and accessible.

Passive Wayfinding

Passive wayfinding is the environment itself and the built-in cues that provide intuitive information.

It can be: self-evident entrances, logical pathways, predictable destination locations or architectural prompts in the built form. Environments and places with strong passive wayfinding need fewer directional signs.

Active Wayfinding

Active wayfinding elements (signage) are therefore designed specifically to assist in the process of orientation and successful navigation through the use of: Map directories, directional signs, surface graphics, digital devices, typography and color-coding systems.

They supplement the passive environment and should provide sufficient information at each stage of a user's journey from one place to another. Due to the specific nature of their role in the public realm, they should not be confused with interpretive and other types of signage.



All Inclusive & DDA Accessible Wayfinding

Wayfinding systems should carefully consider users of all abilities to improve their experience and navigability of a site. People with special needs require different instructions and wayfinding tools to be delivered, in a manner that they can understand and act upon.

Many different user groups go through a site making it imperative to consider all the varying user needs in the creation of a wayfinding strategy and a signage system.

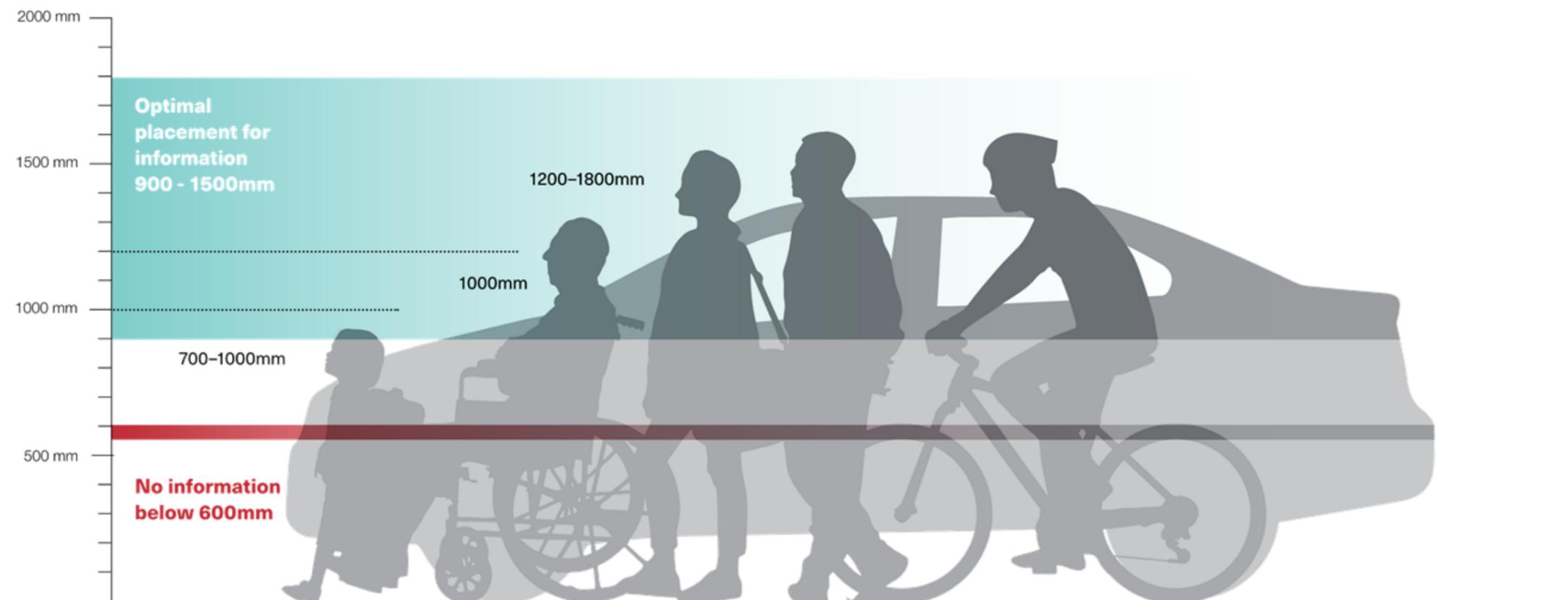
It is important to identify critical users for whom the provision of information is necessary, as well as minority groups whose journeys may not be as critical.

While the focus should be on public users who are visiting the sites for the first time, the overall wayfinding system should also work for repeat users.

User Group	What they rely on to navigate a site	Constraints	Wayfinding recommendations
 <p>Mobility Impaired</p>	<ul style="list-style-type: none"> — Easy to access routes. 	<ul style="list-style-type: none"> — Architectural barriers such as inaccessible routes and narrow spaces. — Physical obstructions. 	<ul style="list-style-type: none"> — Provide directions on how best to navigate/access a site and where amenities such as accessible parking and toilets are located. — Route design must be appropriate to allow for mobility impaired access, e.g. ramps, lifts and self-opening doors. — Ensure routes are free of physical obstructions. — Information must include barriers to access destinations including stairs, steep gradients and cross fall, steps to entrances, alternative accessible entrances (at side/back of buildings) or surface quality.
 <p>Deaf or Hard of Hearing</p>	<ul style="list-style-type: none"> — Written messages. — Sign language. — Lipreading. — Good lighting. — Clear simple language. — Clear lines of sight. — Staff at facilities should be trained to use basic Auslan signs. — Look directly at the person when speaking. 	<ul style="list-style-type: none"> — Background noise. — Understanding the sense of words. — Magnetic interference affecting hearing aids. 	<ul style="list-style-type: none"> — Provide sufficient lighting. — Staff at facilities should be trained to use basic Auslan signs and to look directly at the person when speaking . — Staff who know sign language to be available on site. — Destination names should sound significantly different. — Provide visual announcements via digital screens.
 <p>Blind or Vision Impaired</p>	<ul style="list-style-type: none"> — Touch. — Hearing. — Braille interpretation. — People with low vision rely on clear sans serif fonts, good use of spacing, appropriate font size and luminance contrast. — Accessible formatting of text for screen readers and other assistive devices to interpret. 	<ul style="list-style-type: none"> — Many can only rely on the audio or written message if proper measures are in place. 	<ul style="list-style-type: none"> — Use short messages. — Provide audio information where possible. — Use clear audio announcements. — Use tactile indicators. — Provide braille messaging (site specific). Braille to be primarily incorporated into internal signage to follow the Building Code of Australia. — Ensure routes are not obstructed by signage. <p>Specific to Vision Impaired:</p> <ul style="list-style-type: none"> — Use a large and legible sans serif typeface. — Use high colour contrast. — Provide sufficient lighting. — Luminance contrast. — Use matte finish to avoid reflection on signage surfaces. — Signage to be located consistently, so people know when and where to look for a particular type of information.
 <p>Cultural & Language Diversity</p> <p>Australia is a culturally diverse country. .</p>	<ul style="list-style-type: none"> — Internationally recognised pictograms. 	<ul style="list-style-type: none"> — Having English as a second language may result in an inability to decode written messages and signage accurately. 	<ul style="list-style-type: none"> — Use easy English. — Use universally understood symbols and pictograms. — When a significant percentage of users are people from culturally and linguistically diverse backgrounds, appropriate initiatives will need to be considered by management, usually in the form of bilingual or multilingual signs and the provision of interpreter services.
<p>Low Literacy Levels</p> <p>Users who can read at a basic level and who recognise numbers and letters first.</p>	<ul style="list-style-type: none"> — Visual instructions. — Audio announcements. 	<ul style="list-style-type: none"> — Inability to read written messages and complicated wording. 	<ul style="list-style-type: none"> — Use easy English (numbers and letters). — Use universally understood symbols and pictograms. — Provide landmarks.
<p>Sensory Sensitivities</p> <p>Dementia community and people with autism and other sensory processing disorders.</p>	<ul style="list-style-type: none"> — Non reflective and non-textured surfaces. — Clear language. — Uncluttered content. — Consistency. — Symbols and imagery. 	<ul style="list-style-type: none"> — Flashing lights. — Background noise. 	<ul style="list-style-type: none"> — Use short and simple messaging. — Use easy English (numbers and letters). — Use universally understood symbols and pictograms. — Minimise background noise.

Audience Optimum Viewing Heights

The overall legibility of a sign is essentially determined by the height, colour, and font characteristics of the letters making up its message component. All signs should be designed to maximise the optimum viewing height zones and required viewing distances according to the user.

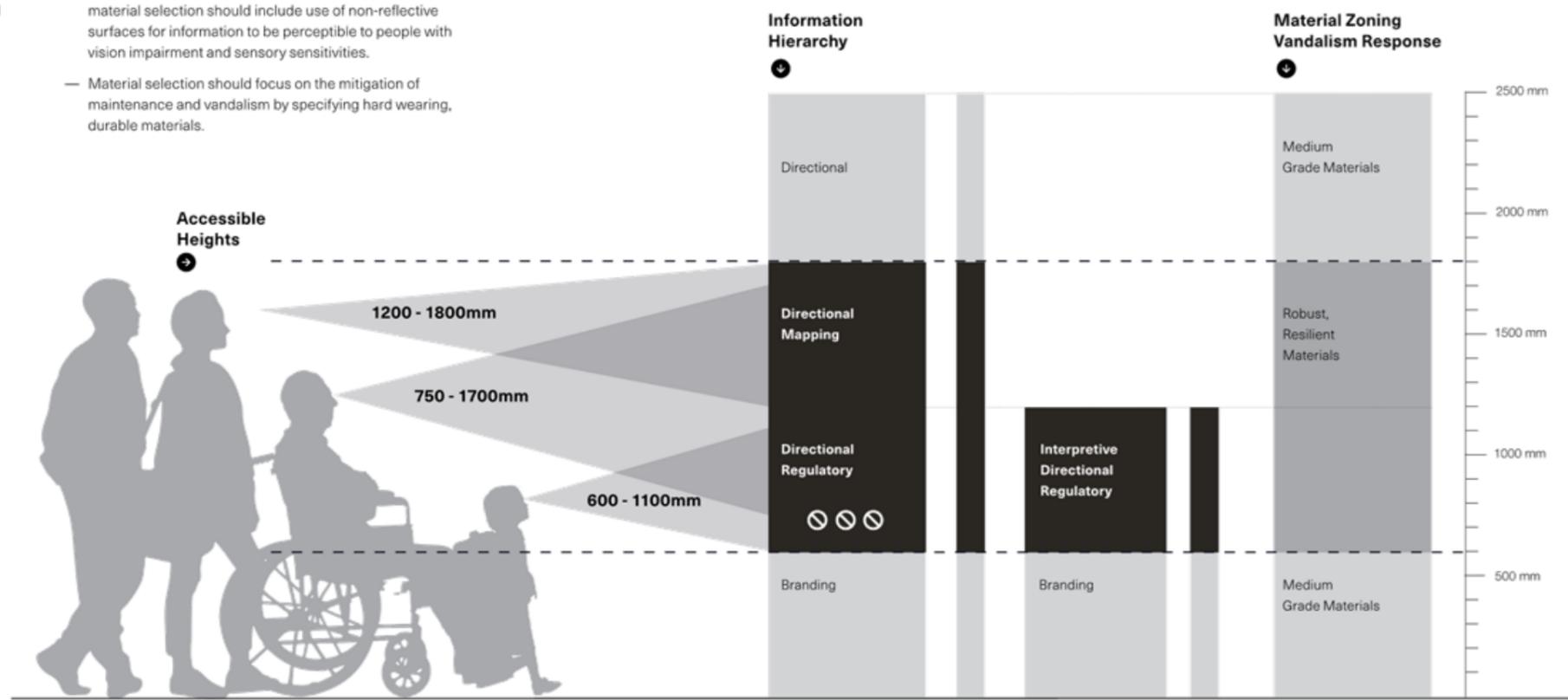


Information Hierarchy

To orientate users effectively, optimise sign legibility and make regulatory and warning information immediately accessible, it is important to establish a hierarchy of information that is consistent across all signs.

- The wayfinding system signage suite should include types that assist users with cognitive mapping by establishing major entry information nodes which are supported by minor signage types along routes.
- Important information on the signage should be placed between 900–1800mm above ground level, ensuring physical accessibility and optimal visibility for users.
- Clear and consistent graphic design principles and messaging should be used to meet guidelines for producing accessible print.
- To support the creation of accessible content and equal access to information for people with disability or vision impairment, it is important to follow these print guidelines:
 - Information is easy to locate.
 - Layout is simple, consistent and logical.
 - A sans serif font has been chosen.
 - Text is horizontal, left aligned, well spaced and of an appropriate size (Council logo excluded - if re-branded, it is recommended to left align the text).
 - Leading is adequate and generous spacing between paragraphs.
 - Use of capitals, italics and underlining is limited.
 - Graphics are clear and legible.
 - Strong contrast between the typography and the background.
 - Information does not rely solely on graphics.
 - Images and pictures have descriptions underneath.

- Incorporate tactile signage and braille translation for pedestrians with vision impairments where appropriate, such as internal building signage to follow the Building Code of Australia.
- With the exception for vehicle and pedestrian safety use, material selection should include use of non-reflective surfaces for information to be perceptible to people with vision impairment and sensory sensitivities.
- Material selection should focus on the mitigation of maintenance and vandalism by specifying hard wearing, durable materials.



Typeface & Text Size

The chosen typeface will make the difference in a good or bad sign. When using too bold weighted typefaces the text will look like its expanding off the sign, when using too light weighted typefaces, the text will fall back into its background. Medium or regular weights are usually the best options to choose for a good and readable sign.

To aid legibility for people who are visually impaired, sans serif typefaces should be selected and text should be written in Sentence case or Title Case (as appropriate) avoiding the use of italics and ALL Caps.



Pedestrians

Refer to the table below for the appropriate text size according to the required viewing distance.

Required Viewing Distance (metres)	Minimum *X-Height of Letters (millimetres)
2 m	6 mm
4 m	12 mm
6 m	20 mm
8 m	25 mm
12 m	40 mm
15 m	50 mm
25 m	80 mm
35 m	100 mm
40 m	130 mm
50 m	150 mm

*X-Height is the distance between the baseline of a line of type and tops of the main body of lower case letters (i.e. excluding ascenders or descenders). The x-height is a factor in typeface identification and readability. Typically, this is the height of the letter x.

Cyclists

Factors to consider include the speed at which cyclists are likely to be travelling and sight lines. Cyclists on Intercities routes could travel at around 20km/h to 30km/h and require larger sized signs than those at sites where cyclists are likely to be going much slower.

Large cycle networks that connect across neighbouring municipalities should align with the current Austroads Bicycle Wayfinding Guidelines for consistent and legible cycle wayfinding. Text heights should be no smaller than 30mm.

Recent standards (AS 1742.9-2000) recommend 'x' height of no less than 60mm for destination names. However other standards across Australia (i.e WAMRD Road & Traffic Engineering Standards - WAMRDRTES) recommends no less than 40mm.

Cyclists/Motorist

The legibility of a sign will influence the viewer's reaction time, the time necessary for a user to detect, read, and react to a message displayed to their approach.

Austroads Guide to Traffic Management Part 10: Traffic Control and Communication Devices (2009) (Section 4.3.7) provides the following guideline for the required letter size based on the user's approaching speed and number of words on the sign.

The minimum size of capital letters is determined by using the following equation:

$$H = 0.14 NV + 11.4S$$

Where:

- H = capital letter height in millimetres, including height of initial capitals used with lower-case letters.
- N = number of words on the sign.
- V = approach speed in kilometres per hour.
- S = lateral offset of sign in metres, measured from the center of the sign to the center of the traffic lane.

Time & Distance

To encourage walking and cycling to destinations, wayfinding systems generally include time and/or distance in their directional information. Different formulas are used to calculate the time required to reach a destination according to the user.

Google Maps Distance API web service is also used to collect this data.

Pedestrians

Walking time information must be used as an appropriate means of journey-planning rather than distances. This is designed to make walking to destinations more achievable, as long distances are often misunderstood. Typically, the maximum walking distances ranges from 400-800m (5-10 min). However recent studies suggests people are willing to walk up to 1.6-2km (20-25min) to reach their end destination, providing there is good amenity along the way (SOURCE: Harris, publicsectorpeople.com.au).

Walking icons could be placed next to the walking time to give context. Walking speed will vary between people so a basic time may be based on the following equation:

$$T = D / S$$

Where:

T = time in minutes. Results should be rounded to the highest minute.

D = distance from location to destination in metres.

S = average walking speed (80m/min).

Cyclist

A combination of cycling time and distance information measured in km could be used. This is designed to give cyclists enough information to destinations, as cycling speeds differ according to people's skills. The maximum distance for cyclists depends on ability and speed, however research shows that 8-15km is the maximum (30-60mins) to travel by bike (SOURCE: Smith, bicycle2work.com).

A cycling icon is included above cycling distances/ times to give context. This approach ties in with sustainable transport principles. Cycling times are based on the following equation:

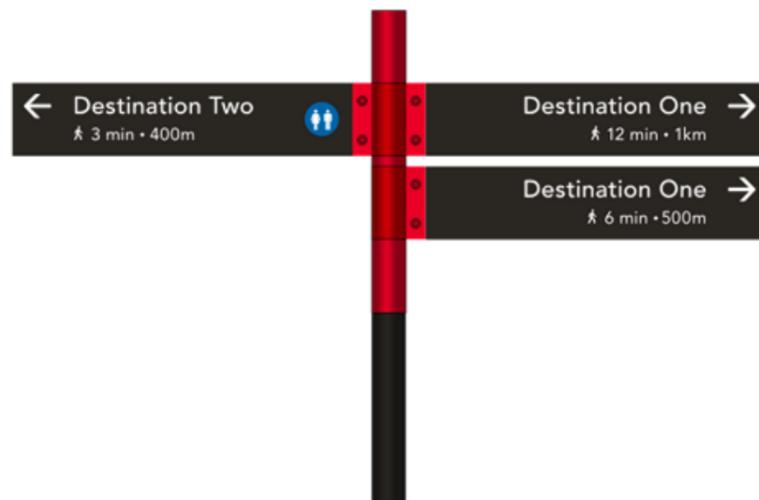
$$T = D \times 60 / S$$

Where:

T = time in minutes. Results should be rounded to the highest minute.

D = distance from location to destination in metres.

S = average cycling speed (15km/hr).



Example time and distance shown on finger-blades



Diagrammatic examples

The use of Mapping

Maps are critical elements to assist active wayfinding. They can provide more detail than directional signs alone, helping with journey planning about where to go and what to do. The level of detail should be simple and clear. Maps incorporated into signs should be orientated to suit the direction the user is facing. This type of orientation is called 'heads-up,' meaning the map is orientated to the direction the viewer is facing and not necessarily to the tradition of north at the top of the page.

Accessibility considerations

Mapping should include information about accessibility features of a place including where a user can find lifts, stairs, accessible parking, continuous paths of travel, accessible toilets and other amenities that would be relevant to wheelchair users. Obstacles should also be included to inform them of any barriers they may encounter obstructing access to their destination i.e. stairs.

All maps should incorporate principles for accessible print to aid people with limited mobility or vision impairment. It is important to follow these print guidelines:

- Information is easy to locate.
- Layout is simple, consistent and logical.
- A sans serif font has been chosen.
- Text is horizontal where possible, left aligned, well spaced and of an appropriate size.
- Leading and kerning is adequate.
- Use of capitals, italics and underlining is limited or eliminated.
- Graphics are clear and legible.
- Strong contrast between the typography and the background.
- Information does not rely solely on graphics.
- Pictograms have descriptions underneath.



— Source: UTS - University of Technology Precedent

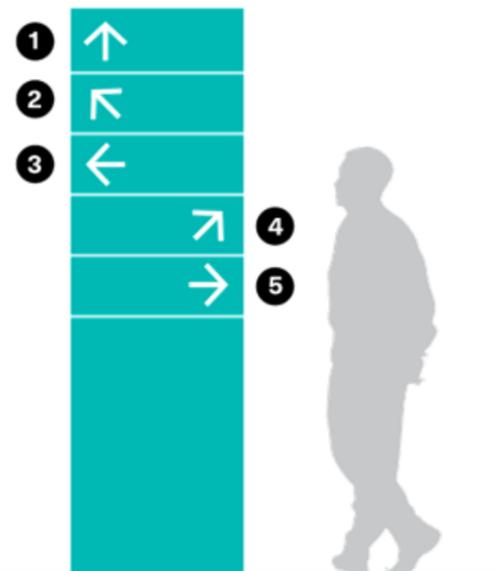
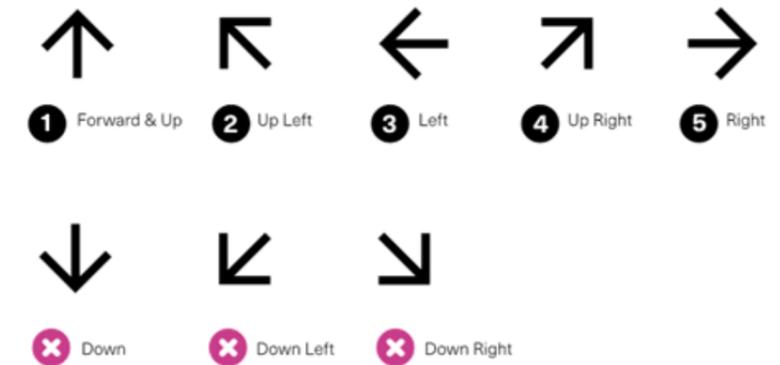
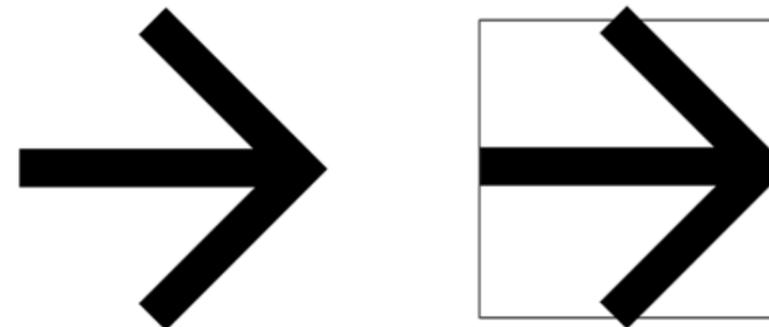
Directional Arrows

Best practice is to use one arrow symbol per direction and have all destinations in that direction listed next to or below the symbol. The hierarchy of destinations should be listed either with the closest to furthest away or by level of importance, main destination prominently featured followed by secondary destinations.

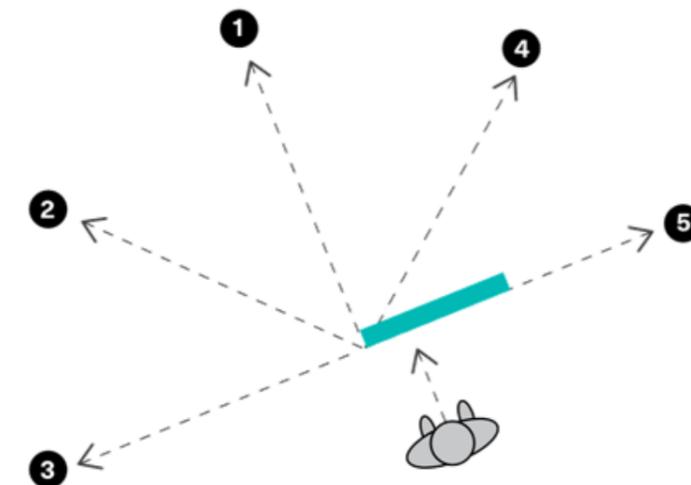
Arrows should direct users to destinations ahead of the sign that are in close proximity or to destinations in the distance where other wayfinding nodes will be found at decision points. Users should never be directed to destinations which are behind them. Only forwards, left, right and 45°-forward angled arrows are to be used. Downward facing arrows are open to misinterpretation and may become confusing for users. These types of arrows are used only in specific situations, i.e. staircases.

Arrow bounding box

A bounding box provides guidance for the alignment of arrows on template panels. The arrow head may extend beyond the guide when used in particular rotations. The guideline box is usually provided for templates.



Arrow configuration principles in elevation



Diagrammatic hierarchy of directions in plan view

Planning Signage & Locations

Signage location and size should be considered carefully in the planning process to aid site navigation by users of all abilities.

When entering a new space, users will rely on their recognition of familiar experiences in similar environments to influence their decision making behaviour.

During every journey a user will come to a point where they need to decide on the next direction for their journey. This is called a decision point.

Decision points may vary depending on place characteristics and scale, however they generally include a deviated or intersecting paths, roads or thresholds. They also include other places where the user decides to continue or change direction.

A good wayfinding system should indicate, at every decision point, where to go next to reach the destination.

Pedestrians

Key placement principles for pedestrian signage:

- Mapped plinths with 500m maps should be placed at key decision points or high traffic routes (i.e. Transit hubs, central market, retail precincts, carpark interfaces, etc).
- Mapped plinths should be placed at intervals that provide an overlap with other corresponding maps.
- Multi-directional signage should be provided at key route decision points.
- Consistent and predictable placement of all signage to build assurance for users.
- Co-locate signs to existing street infrastructure where possible to mitigate visual and physical clutter.
- Use appropriate scaled signage where space is an issue (eg. surface graphics, co-located panels).

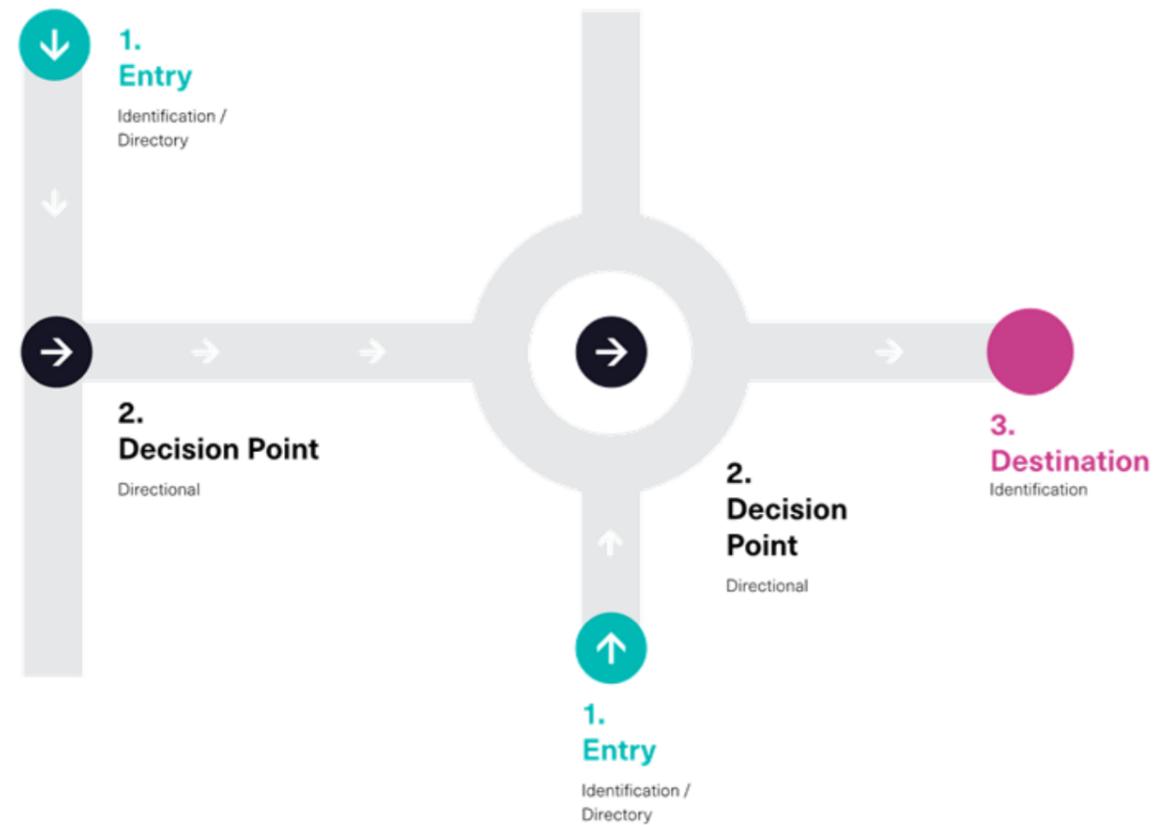
Cyclists

Cyclists needs should be considered when route planning, to identify the types of signs required and where they should be located.

Cyclists generally prefer not to stop, are traveling at faster speeds and need to make decisions quicker than a pedestrian.

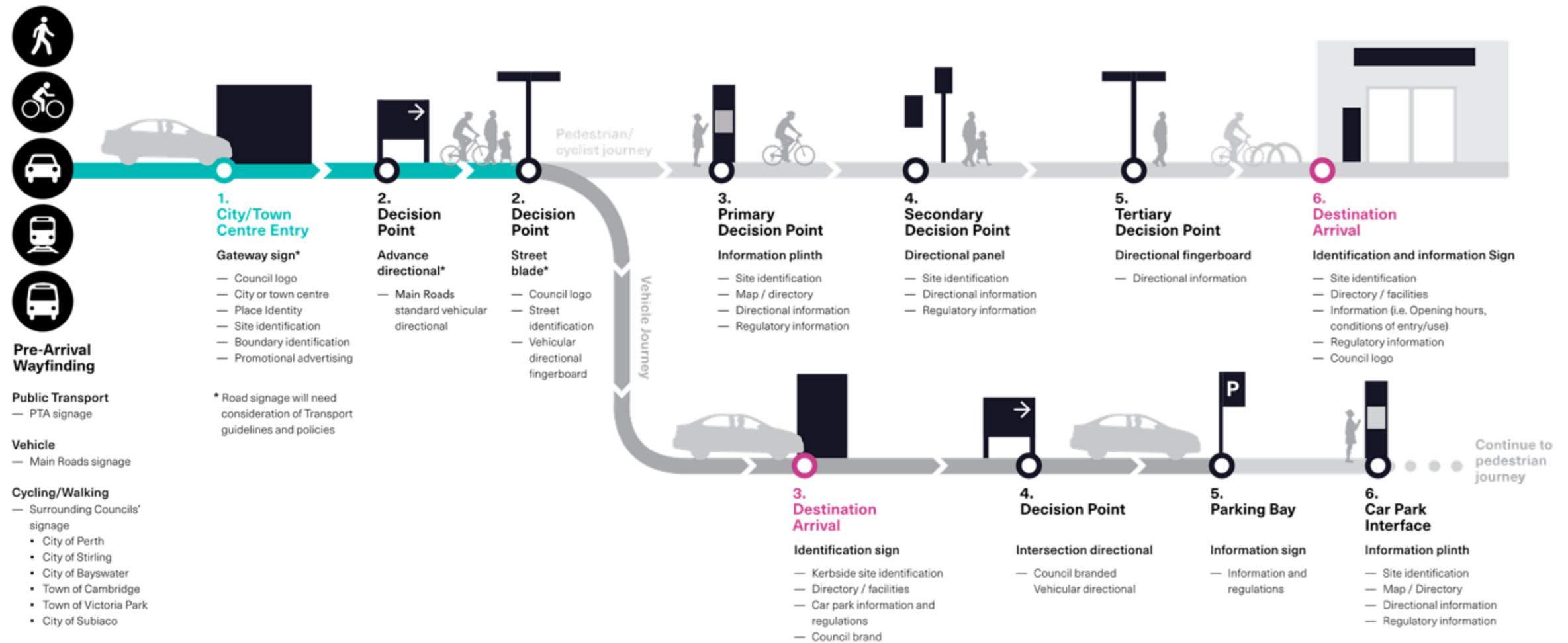
These factors inform the placement, type, size and amount of information displayed on cyclist signage including:

- Larger text size and directional arrow.
- Colour blue as a distinct cyclist identifier.
- Time and distance information.
- Overly simplified maps to illustrate upcoming changes in the route or complex intersections.
- On traffic lights or intersections where cyclist might be required to stop and wait, they can benefit from surface graphics with directional information.
- Bike routes identification signs.
- Siting signage to allow cyclists ample time for decision making at speed. This could take the form of mid-block directional signage placed before arriving at an intersection.



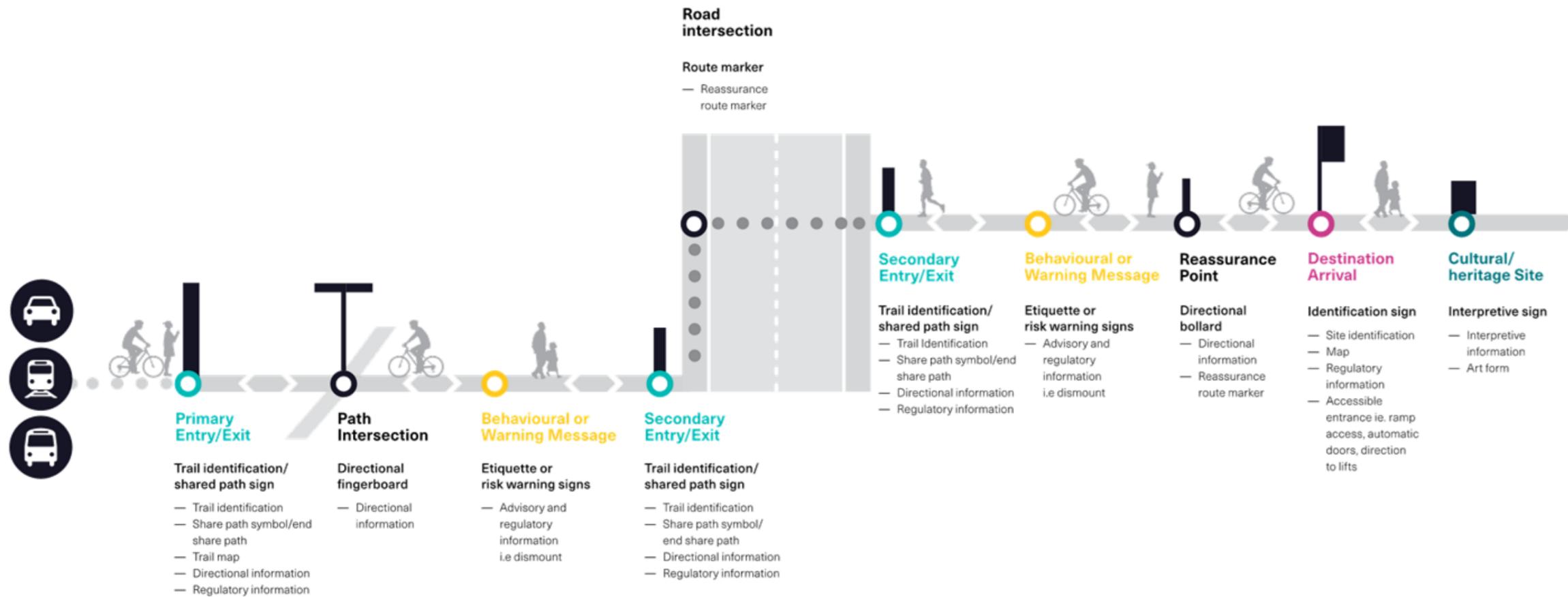
User Journey Scenario from A to B

The methodology of signage is to provide sufficient information at each stage of the user's journey. An understanding of all interactions between the user and the space is crucial to design a successful wayfinding system.



User Journey Scenario in a Bidirectional Trail

Bidirectional trails are paths which facilitate dual direction, rather than separating paths which are uni-directional. This means that pedestrians or cyclists traveling in either direction are traveling on the same path. This makes short journeys significantly faster and improves safety due to reduced need to cross the roads.





02
Site Analysis

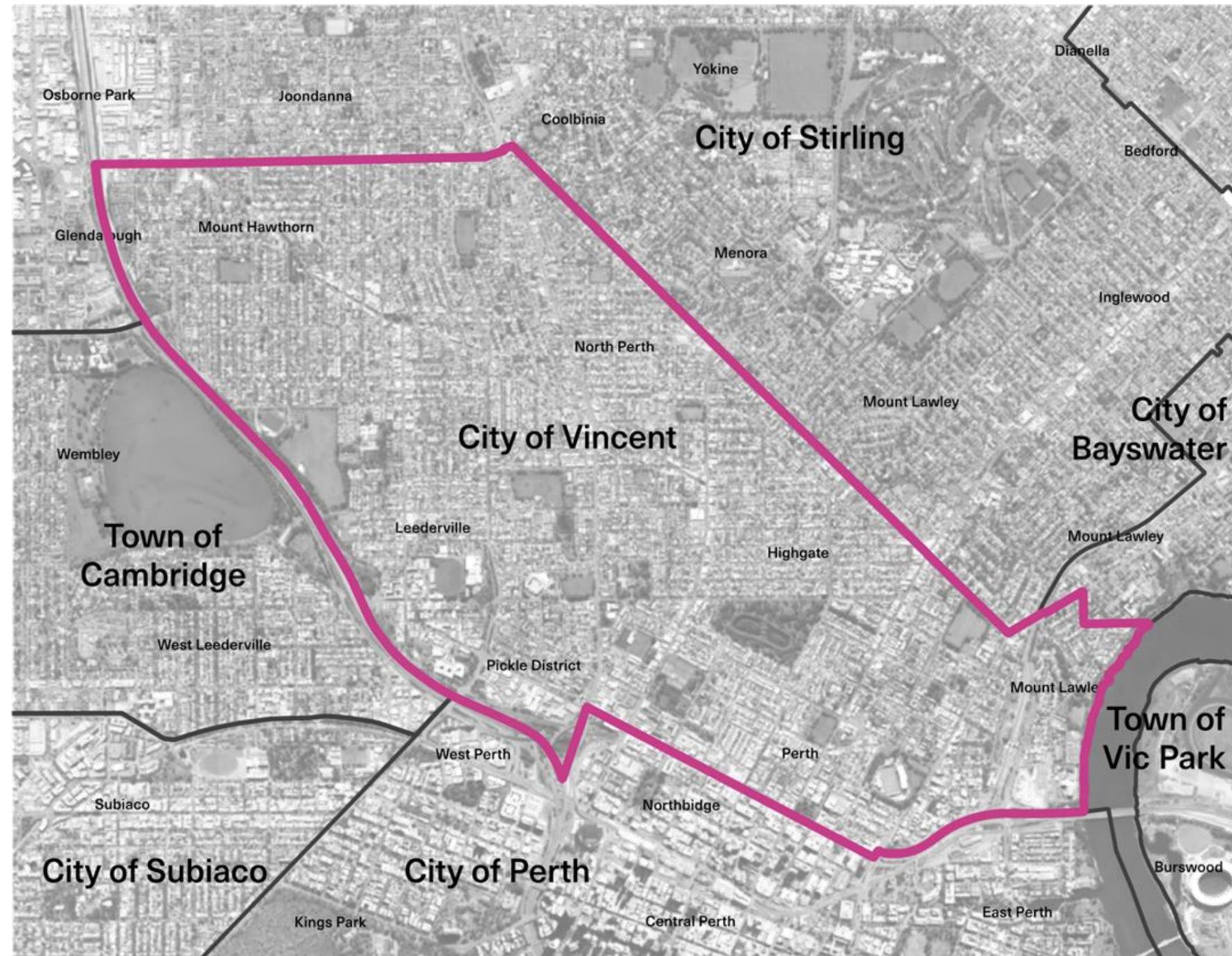
The City Context

The City of Vincent is an inner-city local government area located within the Perth Metropolitan Region, approximately 3km north of the Perth CBD. It's history stretches back long before the settlement of the Swan River Colony.

Prior to settlement, the area was home to a network of wetlands and swamp areas which connected from Lake Monger in West Leederville to the Swan River. These areas were inhabited and utilised by the traditional owners of the land, the Whadjuk Noongar people. The area and its wetlands were popular for camping, hunting, gathering and ceremonies and festivities.

Since settlement, much of Vincent's rich heritage stems from the 1890s and 1900s, following the gold boom, when many community buildings were established. North Perth emerged as a municipality in its own right in 1901, alongside Leederville and Perth. These merged in 1914 to form the Greater Perth Council, which the suburbs were part of until 1994, when Perth was subdivided and the Town of Vincent created.

The City of Vincent's (The City, Vincent) area now encompasses approximately 10.4sqkm. Vincent now shares a border with 5 different local government areas (LGAs), including City of Stirling to the north, Town of Cambridge to the west, City of Perth to the south, Town of Victoria Park to the east of the Swan River and The City of Bayswater, north-east.



City of Vincent Local Government Area Context

Town Centre Boundaries

The City encompasses a number of vibrant inner-city suburbs, holding within its boundaries a varied and rich history.

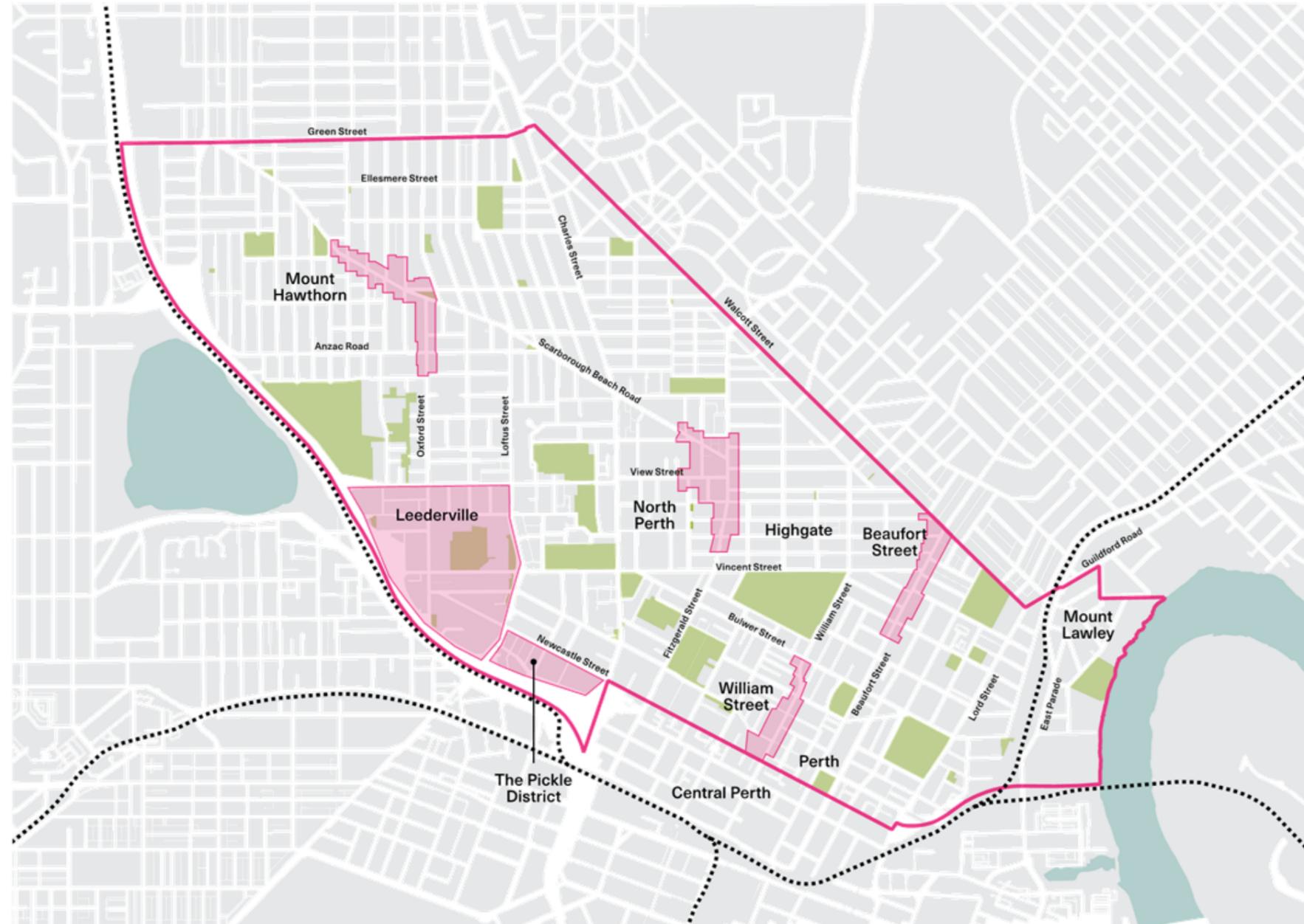
Today The City is separated into two wards, north and south. The wards include some of Perth's most vibrant inner-city suburbs, including Mount Hawthorn, North Perth, Mount Lawley, Leederville, West Perth, Highgate, Northbridge and East Perth.

The City has five key destination town centres and one creative hub, all of which can be seen in the adjacent plan. Each with its own unique character and identity, complementary to the overall experience and offering within City. The town centres include Mount Hawthorn, Leederville, North Perth, Beaufort Street and William Street. Whilst The Pickle District is not recognised as an identified town centre, it forms part of this Wayfinding Strategy as a key strategic destination and creative hub. However, collective references to 'town centres' will generally include The Pickle District as a creative hub within this report.

Each of the town centres have different boundaries, unique to their place. They are anchored, framed or dissected by key connector and activity roads and include various side streets and laneways. The composition of the town centres are also different, some of which are linear, axial and satellite. Some of these roads, provide important connections to other town centres as well as other key destinations and town centres out of The City's boundary. These town centres also hold strategic value, given their location and proximity to the Perth CBD as well as other surrounding destinations and employment areas.

KEY

- Town Centres
- City of Vincent Boundary
- Public Open Space
- Water Bodies
- Built Up Areas

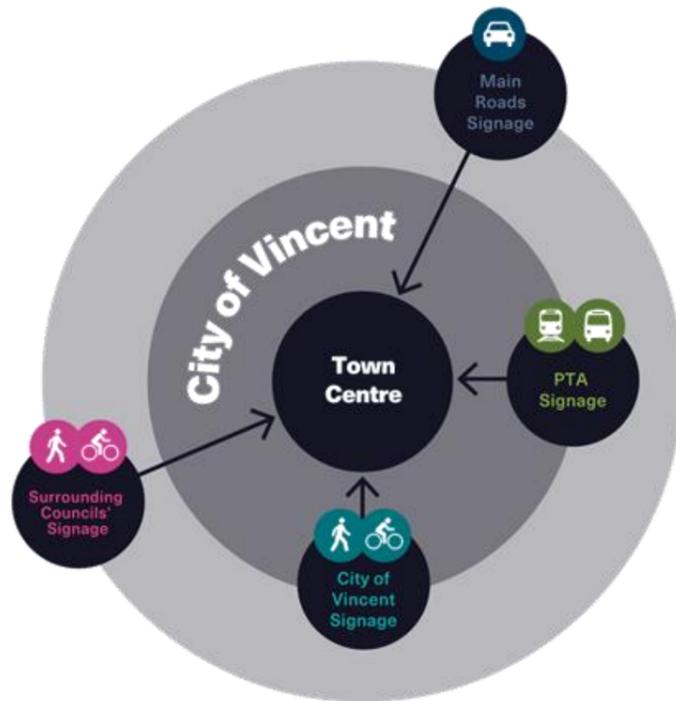


The Wayfinding Drivers for Vincent

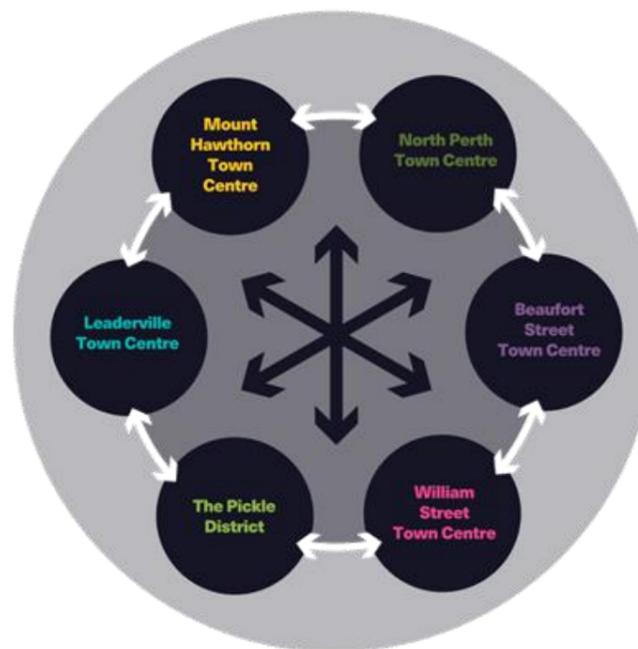
The City of Vincent is a diverse, multifaceted locality that would benefit from improved wayfinding to encourage more active travel connecting destinations within its confines, as well as to key sites and connections surrounding its perimeter.

Increases in footfall and cycling reduces the need for short car trips and improves the viability of local businesses due to a more pedestrianised culture increasing visitor dwell times and wider precinct movement (Source: WHO, 2017).

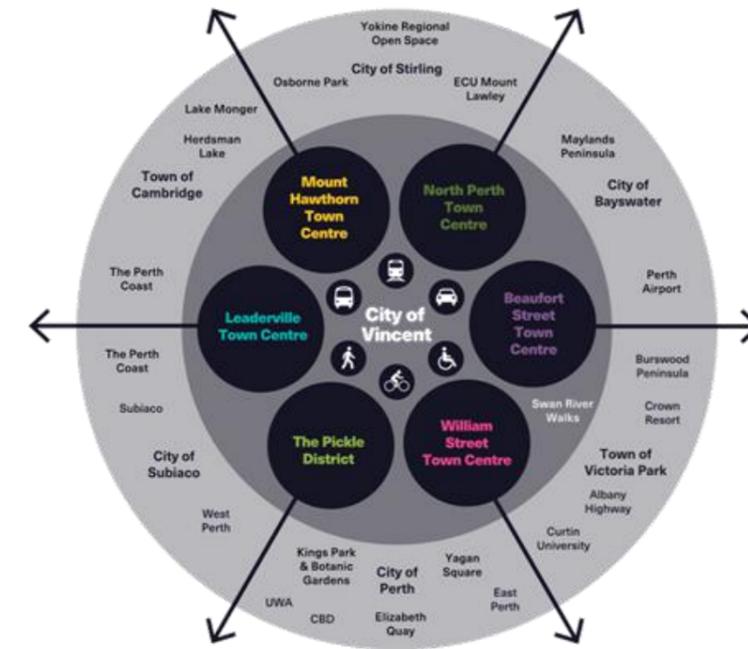
Making Vincent's town centres a destination



Connecting town centres within Vincent



Connecting users to surrounding destinations

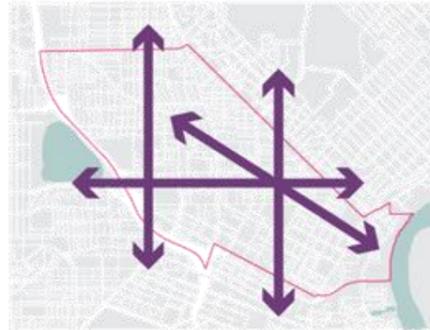


Identifying Connections

As public transport, pedestrian and cycling networks and infrastructure continue to be developed, the provision of signage and other wayfinding systems provides the opportunity to reduce barriers, improve connectivity, increase destination attraction, and promote active transport as a preferred commuter option.

A new system will

- Create a more legible and navigable City of Vincent;
- Create an integrated City wide wayfinding system by building on The City's strong axial connections, east west and north south;
- Create stronger connections between town centres so that they are legible and enjoyable by creating a best practice and flexible precedent for each Town centre to adopt, particularly so that it integrates with existing and future projects;
- Connect existing and future cycle, pedestrian and public transport networks through wayfinding so that greater connections are provided to the CBD, to the Swan River, open spaces and the surrounding communities; and
- Promote The City as a vibrant and connected place for the wider community.



Axial Connections

Create strong axial connections through the site east-west, north-south.



East West Connections

Primary east-west connections link the town centres and beyond (Lake Monger) to Banks Reserve, Swan River and Burswood Entertainment Precinct.



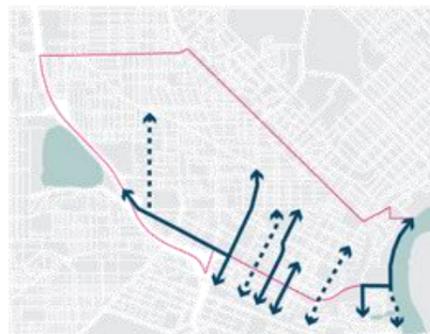
North South Connections

Primary north-south connections emphasise the strong north-south links between town centres and destinations north of The City of Vincent's boundary with the CBD.



Town Centre Connections

Celebrate and promote the unique town centres as destinations and enhance the connection between them through increased amenity, activation, wayfinding/signage, public art and enhanced walking/cycling routes.



Connection to/from The City

Formalise connections to the CBD through wayfinding and signage. Creating a seamless connection at various points.



River & Wetlands Connection

Formalise connections of active travel to the Swan River and existing active routes along the Burswood and Mount Lawley foreshore. Promote the connection to Lake Monger via parks, trails and cycle paths, maximising on the high amenity on offer.



Cycle Links

Key cycle connections north-south and east-west, from one end of The City to the other. Enhance existing highly utilised cycle paths along the freeway as a main connector and feeder into The City.



Community Links

Community links promote The City's attractions, eateries and bars and encourages new enterprise. Create strong links between The City and town centres to the surrounding communities and residential areas.

Public Transport

Key public transport stations and networks provide major arrival points into The City and connection to outer areas. Whilst the network is fairly comprehensive, there are some opportunities to the link town centres internally.

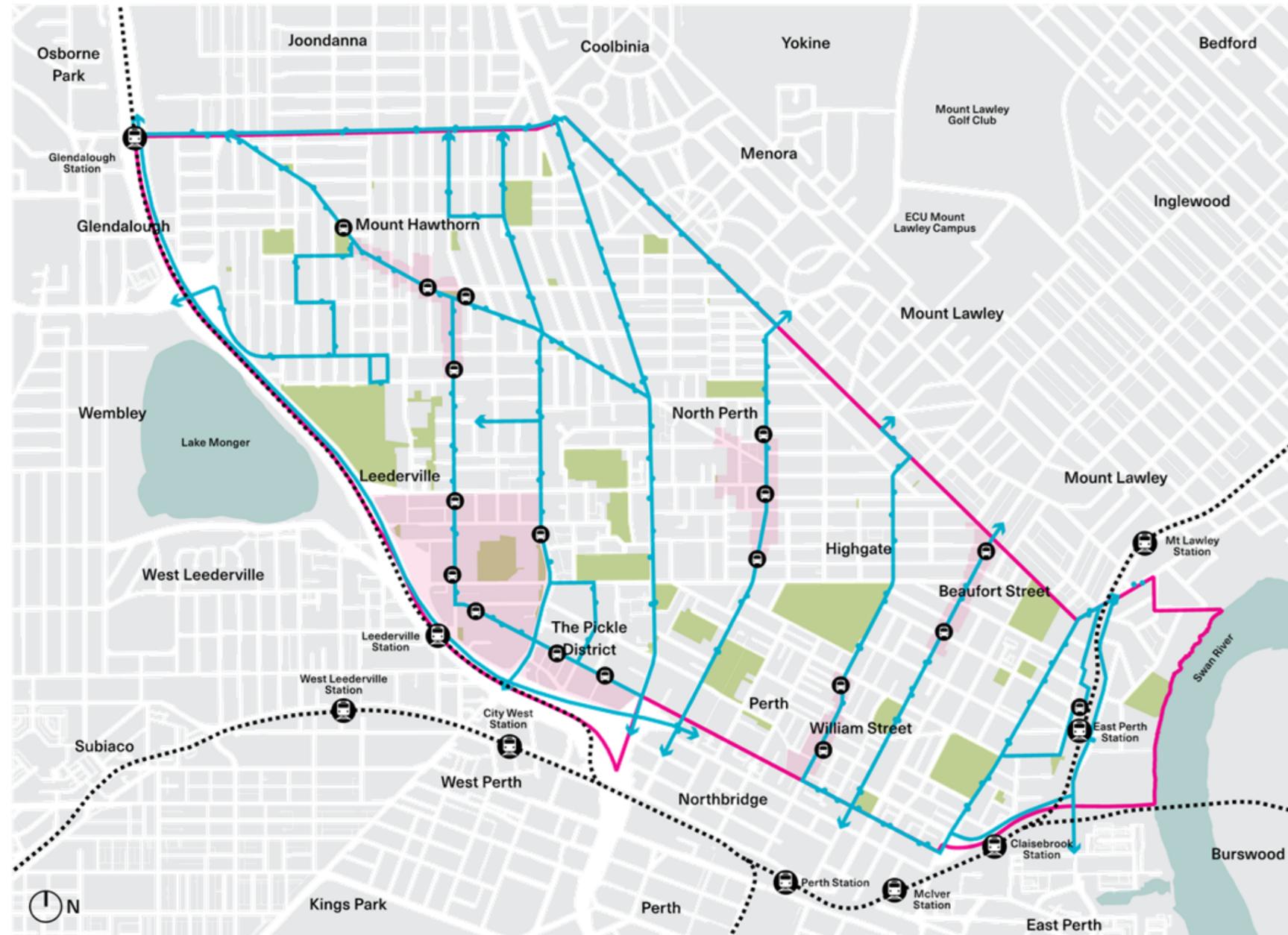
When developing a wayfinding strategy and system its crucial to understand the relationship between public transport system and the needs of commuters. Each station or stop becomes an opportunity to assist a user to better navigate their surrounds or journey plan for the next segment of their journey.

The City is encompassed by three key rail lines which provide major arrival points into The City via Glendalough, Leederville, East Perth and Claisebrook stations. Some of these stations are not located within town centres so bus connections are key. It was found that the bus network is somewhat complementary and provides connections from these key stations (including from Perth Station) to other areas of The City. Major bus stops are also highlighted, representing key arrival points into each of the town centres. Major bus stops are those which are high frequency and provide stops for multiple bus routes, they are also positioned in key locations, sometimes outside of landmark buildings and key destinations.

As seen adjacent, majority of the bus network is oriented north-south (or to and from the Perth CBD), however there are some east west connections along key roads. There are opportunities to link town centres with a direct connection and emphasis east-west connections, if not by public transport then by cycle and walking trails.

KEY

- Bus Routes
- Major Bus stop
- Other Bus Stops
- Train Station
- City Boundary



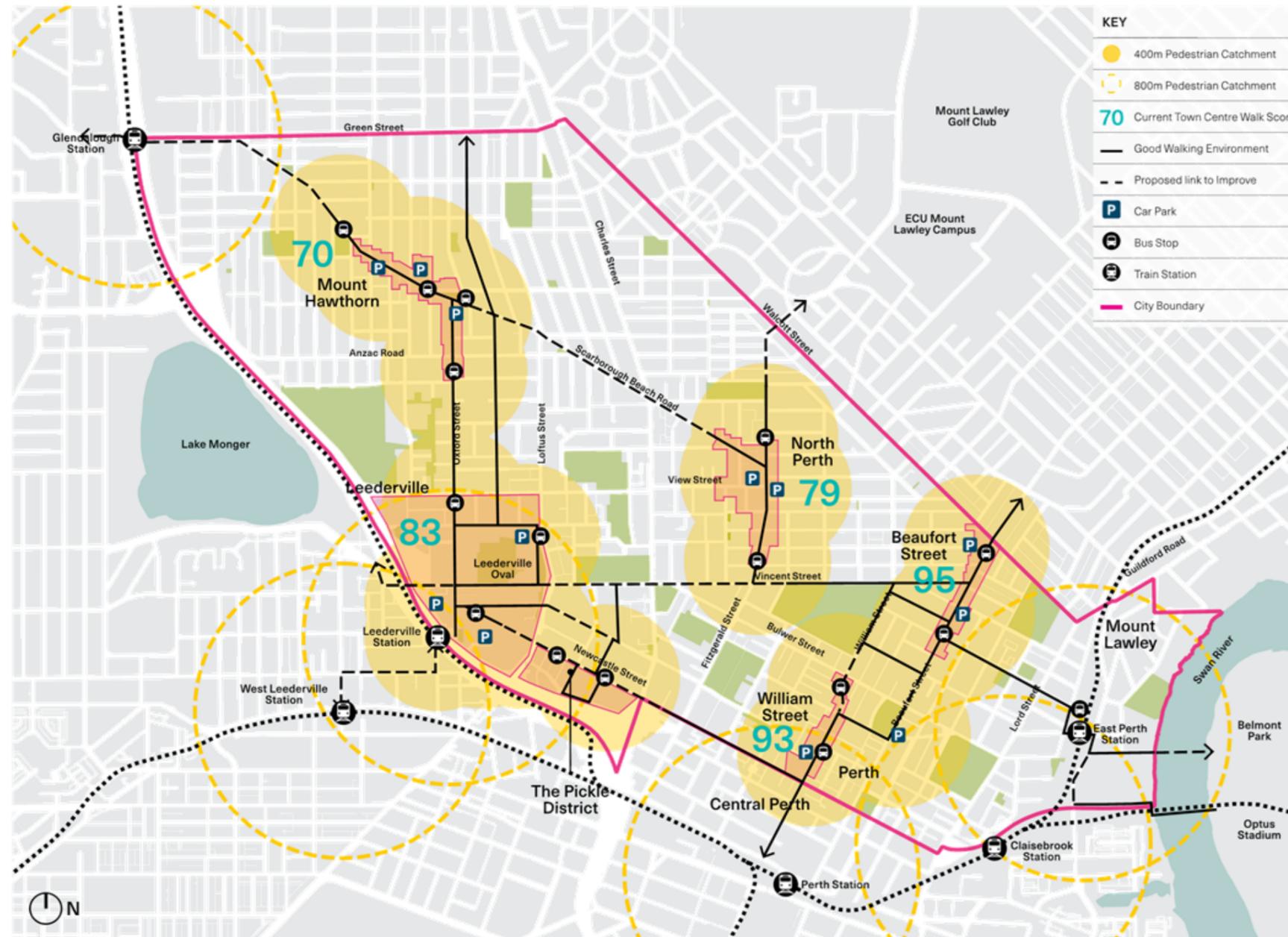
Pedestrian Movement

The City is considered a fairly walkable local government area with most destinations and attractions accessible by foot or bicycle within 5-10 minutes of major arrival points.

The plan shown adjacent highlights the walkable catchments from major arrival points, including car parks, train stations, major bus stops. The following piece of analysis is critical to informing our work, it paints a picture of accessibility and ease of reach of key destinations and attractions. What it shows is the interconnectedness of the town centres and the gaps in the network to a better connected community. Whilst there is significant overlap of walking catchments within each of the town centres, there is less of a walkable connection between some of town centres. The less attractive or less walkable connections are highlighted for improvement, through wayfinding signage and amenity.

By identifying the connections and pedestrian experience, gaps begin to emerge between Glendalough Station and Mount Hawthorn Town Centre, as well as Mount Hawthorn to North Perth along Scarborough Beach Road (SBR), Leederville east along Vincent Street and Pickle District to William Street along Newcastle Street.

A particular issue is that the some connections would be considered walkable (Leederville to Mount Hawthorn, William Street to Beaufort Street, North Perth to Beaufort Street etc.) However there is minimal wayfinding and signage to direct people or make people aware of the short walking distance or little amenity to entice people to do so. High levels of motor vehicle traffic (Charles and Fitzgerald Streets) are also a deterrent for pedestrians particularly when combined with long wait times at traffic lights. Key opportunities are to improve walking amenity and signage so that people are aware of particular walking/ cycling distances between town centres.



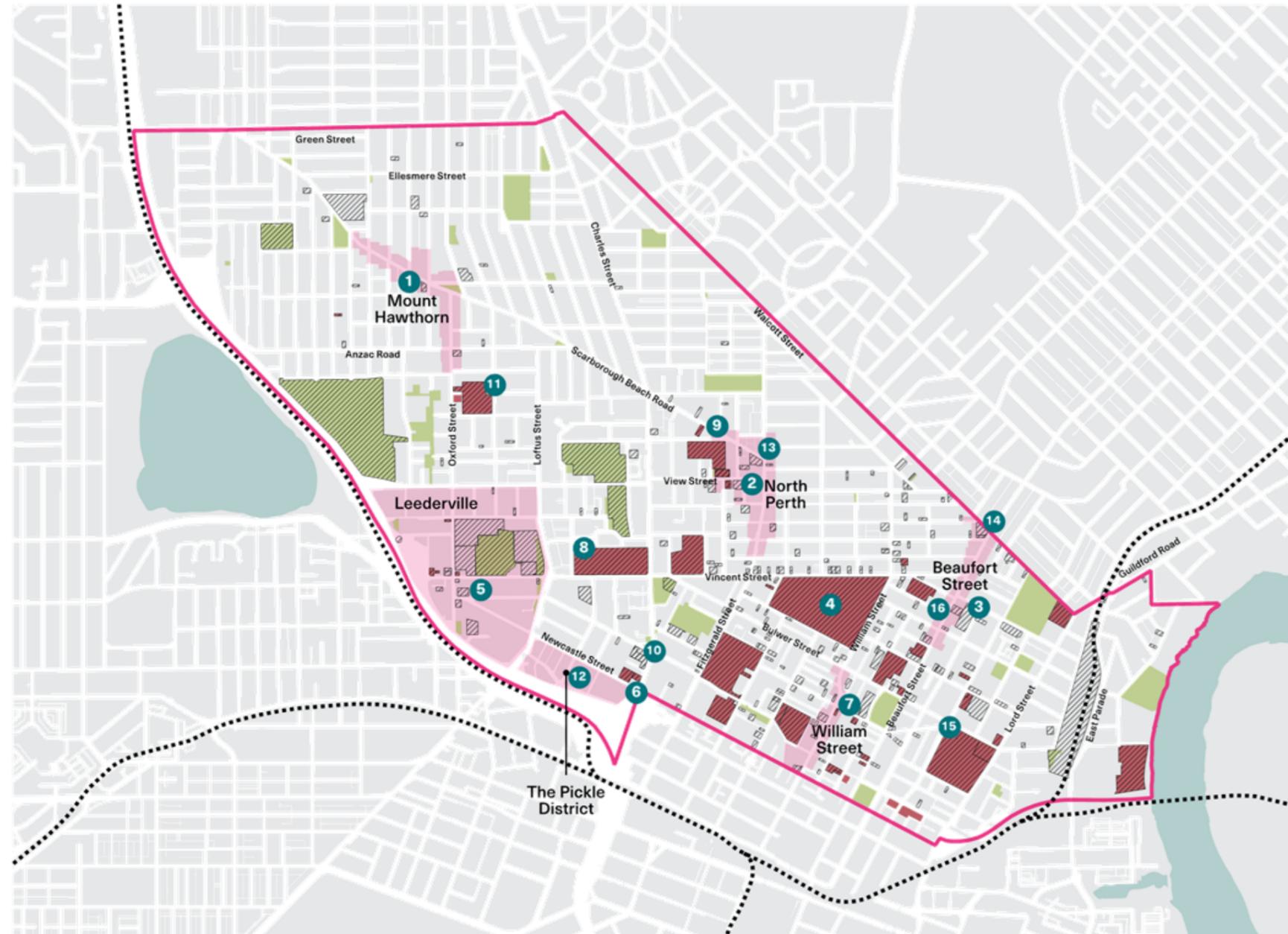
Historical & Cultural Landmarks: Assisting Passive Wayfinding

The City's historic fabric is extensive and lends itself to the location and proximity to the CBD, rail stations and amenity. The character of The City is celebrated as a unique and identifiable feature of living within Vincent.

Not only do identifiable buildings and places (historic or non-historic) add to the character of the area, but they also act as landmarks that assist passive wayfinding to navigate around Vincent. These landmarks are important elements to the City's passive wayfinding network.

The town centres feature multiple state and local heritage buildings and places and other cultural and social landmarks. However a significant portion of this fabric also exists outside of the town centres, and will be key in enhancing connections between town centres, such as through heritage walks/trails. It is considered that some of the major landmarks are currently used for passive wayfinding, as they become familiar recognisable cues to guide navigation and support movement.

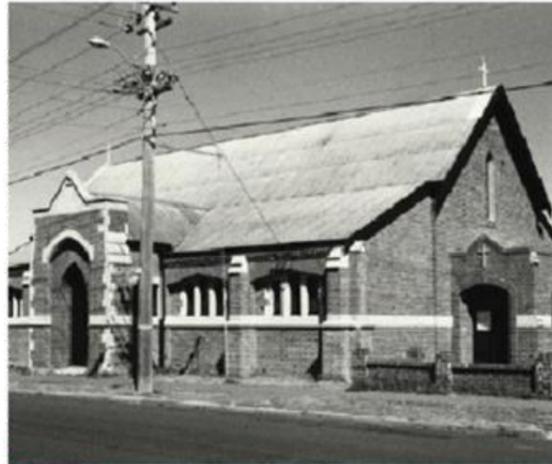
Landmarks are an effective tool in assisting users to orientate themselves within an urban or open space environment. They create a reference point from which a user can make a mental map or 'snap shot' of their surroundings. The location and narrative of landmark buildings and places should also inform future active wayfinding that connects various destinations. This can be done through Heads-Up maps to aid navigation, where an identifiable characteristic of that landmark is represented on a map and accompanied by a signature name. They should allow users to describe them when giving indications like 'Let's meet at...'. To qualify as a Landmark, an element or destination may be visible, conspicuous and/or easy to talk about. The following pages capture some of these landmarks, however this only a handful, with many more throughout the Vincent area.



Landmark Buildings and Places



01 Paddington Ale House (former Mount Hawthorn Hotel)



02 St Hilda's Church, North Perth (part of the heritage walk)



03 Queens Tavern, Beaufort Street (The Queens Hotel)



04 Hyde Park - Perth



05 The Leederville Hotel, Newcastle Street, Leederville



06 Newcastle Street Government School, Pickle District



07 Shops 452-460 William Street and Brisbane Street, Perth



08 Beatty Park Leisure Centre, North Perth - built for the 1962 Commonwealth Games.

Connection to Whadjuk Land

It is critical to recognise the connection of the land to the Whadjuk Noongar people, the Traditional Owners of the land that is now within The City's boundary.

All below information has been sourced from Rodney Harrison's Report (2000), referenced overleaf.

Aboriginal and Torres Strait Island people have occupied the Australian continent for 60,000 years. Some of the best evidence showcasing the antiquity of occupation comes from the Swan Coastal Plain, where carbon dating has shown artefacts of greater than 38,000 years old. The Traditional Owners of the Swan Coastal Plain (The Whadjuk Noongar people) utilised the varied resources of the Swan Coastal Plain, the Darling Range and the Darling Plateau in different ways dependent on seasonal resource availability. The Whadjuk people were part of the greater group which formed the south west socio-linguistic block known as Noongar ('the people'). The Noongar people regularly met for large economic and ceremonial gatherings of up to 400 people from up to 300km away, to feast on local food sources and to host ceremonial activities such as initiations, trade and barter of raw materials.

The area of The City of Vincent formed part of what is known at the time of European settlement as Mooro, the tribal territory of Yellagonga. The City boundary incorporated twelve former wetlands and a stretch of Swan River frontage, known to have been important places for the Whadjuk people, most attributed to traditional place names. Derbal Yaragan (Swan River) refers to "the whole of the country from the Murray to the Gyngoorda" and the name of the favoured camping area of Yellagonga and his group. Yellagonga's camp originally stood between the west end of the CBD and Mt Eliza (Byerbrup) for hunting purposes and command over the river flats. However, Yellagonga was forced to move his camp to Lake Monger post-settlement.

The Whadjuk people used the lakes for resources, including frogs and root tubers, freshwater turtles, fish, gilgies and waterfowl. The Vincent wetlands were used in the seasons (late spring, summer and early autumn) when these resources were most abundant. This resulted in large gatherings of up to 300 people which took place in Boojamooling (Hyde Park), Goongardayarreenup (Lake Henderson) and Galup (Lake Monger). All of which were considered important meeting areas for the Whadjuk people. Other areas in The City were quarries of red and yellow ochre (wilgie) at the northeastern end of Lake Monger, underneath the Perth Railway Station and in Leederville, believed to be around Danjanberup (Smith's Lake). Ochre was highly valued in its dry state as it was used for body painting during ceremonies and festive occasions. Wilgie was also traded as far as the northwest coasts, for which it was exchanged for ground stone axes and incised pearl shell ornaments, as well as into central Australia as far as the area around Uluru.

The last owner of the wilgie pits was Fanny Balbuk. Fanny was a prominent figure within the Whadjuk community, she was famous for walking her set track from Matagarup (Heirisson Island) to Gooloogoolup (Lake Kingsford - Perth Railway Station) where she walked through fences, houses and workshops dismantling any obstacle in her way with her 'wanna' (digging stick).



Map of the Whadjuk Noongar area (Source: After Green, Broken Spears, 1984)

Aboriginal Heritage Trail

In investigating a future Aboriginal Heritage/Cultural Trail, it is important to consider the registered sites and location of former wetlands.

From Harrison's Report (2000) there were found to be multiple significant sites within The City's boundary. These are mapped on the adjacent plan, with traditional place names and location of old wetlands and swamps. These individual sites are described in detail in Harrison's report.

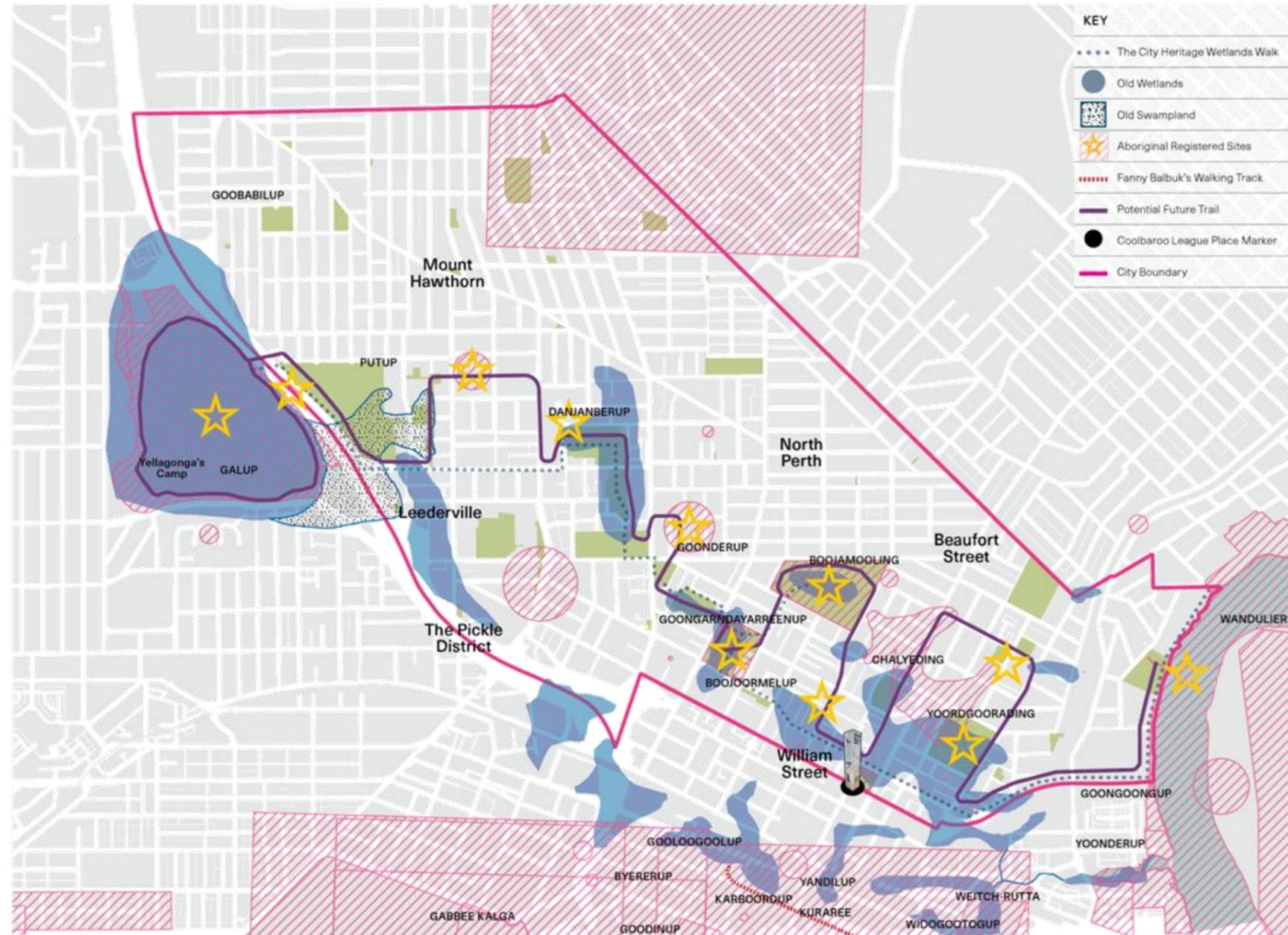
The adjacent plan also shows The City's Heritage Wetland Walk, which locates some of the previous wetlands within The City. This is important considering the Aboriginal heritage trail as much of these locations were used for hunting, gathering, ceremonies and camping. As shown, there is a relationship to the Wetlands Walk and Aboriginal registered sites of significance.

In addition, the Vincent area also was home to the Coolbaroo League Social Club which was established post WW2 as a important social and cultural place for the Aboriginal and Australian youth. Coolbaroo, a Yamatji word for magpie – was a reference to reconciliation, being black and white. The Coolbaroo League existed within The City on Edward Street in East Perth at the East Perth Pensioner Hall as it was located outside of The City of Perth's Prohibited Area (1927-1954). It was a popular venue on Friday nights for dancing, but it also represented a desire for collaboration and change and raised awareness of issues affecting Aboriginal people.

It is strongly recommended that consultation with relevant Aboriginal persons and groups be undertaken as part of the process of developing the Traditional Aboriginal Places Heritage Trail.

SOURCES:

1. Department of Local Government, Sport and Cultural Industries, Gnarla Boodja Mili Mili (Our Country on Paper). <https://gnarlaboodjamap.dlgsc.wa.gov.au/#/home>, Accessed August 2021.
2. Harrison, Rodney. 2000. Report on an ethnohistorical investigation into the Aboriginal heritage of the Town of Vincent: Traditional Aboriginal Places Heritage Trail. City of Vincent Local History Collection. Accessed August 2021.
3. Noongar Culture. The Coolbaroo League, <https://www.noongarculture.org.au/coolbaroo-league/>, Accessed August 2021.



Public Art

The City of Vincent has an extensive network of public art and murals throughout the town centres. These artworks act as wayfinding and placemaking markers for pedestrians and also as gateways to the town centres.

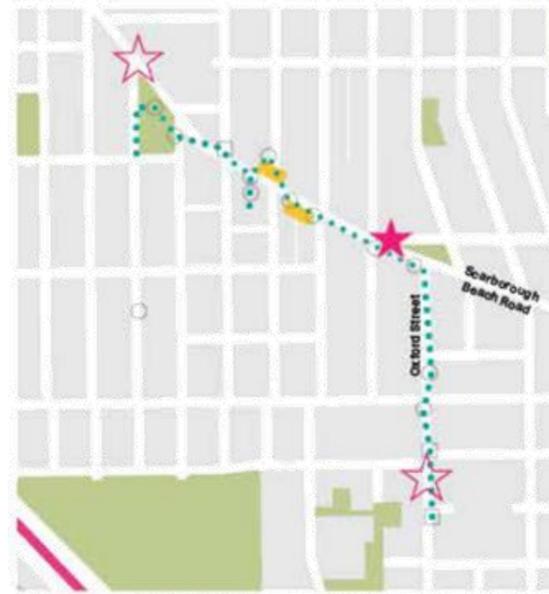
The adjacent plans leverage on the existing public art installations and murals and begin to form the basis for public art networks through each of The City's town centres. In some town centres, there is strong evidence of existing gateway public art installations. The plans also identify opportunities for future gateway artwork and wayfinding and using public art as a connective experience linking Town Centres.

KEY

-  Gateway Artwork
-  Future Opportunity for Gateway Artwork/Mural
-  Key Art Trail
-  Existing Mural
-  Existing Public Art
-  Parklets
-  Town Centre
-  City Boundary



A gateway public art installation for the Leederville Town Centre adjacent to the The City's Administration Building



Mount Hawthorn Town Centre



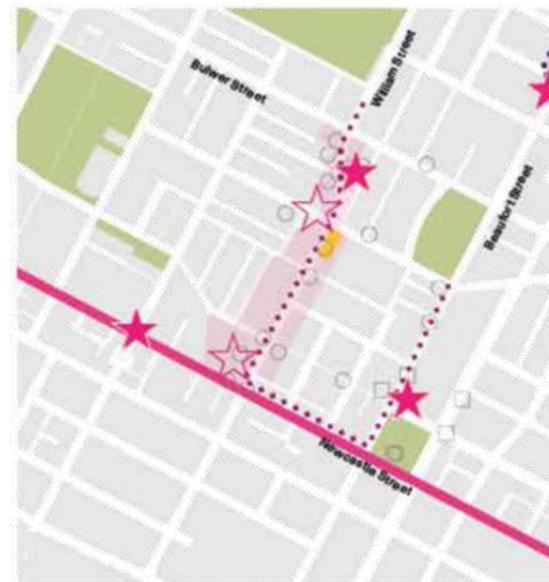
Leederville Town Centre



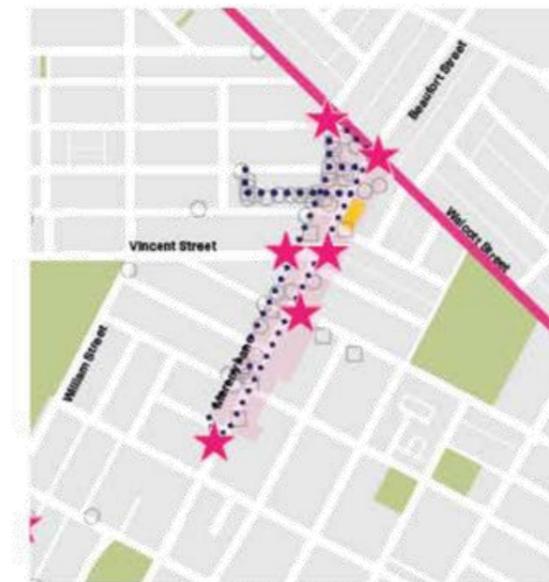
Pickle District



North Perth Town Centre



William Street Town Centre



Beaufort Street Town Centre

City Wide & Town Centre Gateways

There are approximately 19 gateway entries located around the perimeter of The City of Vincent, most of which are key arterial/connector entry roads. Each town centre also has multiple localised gateways.

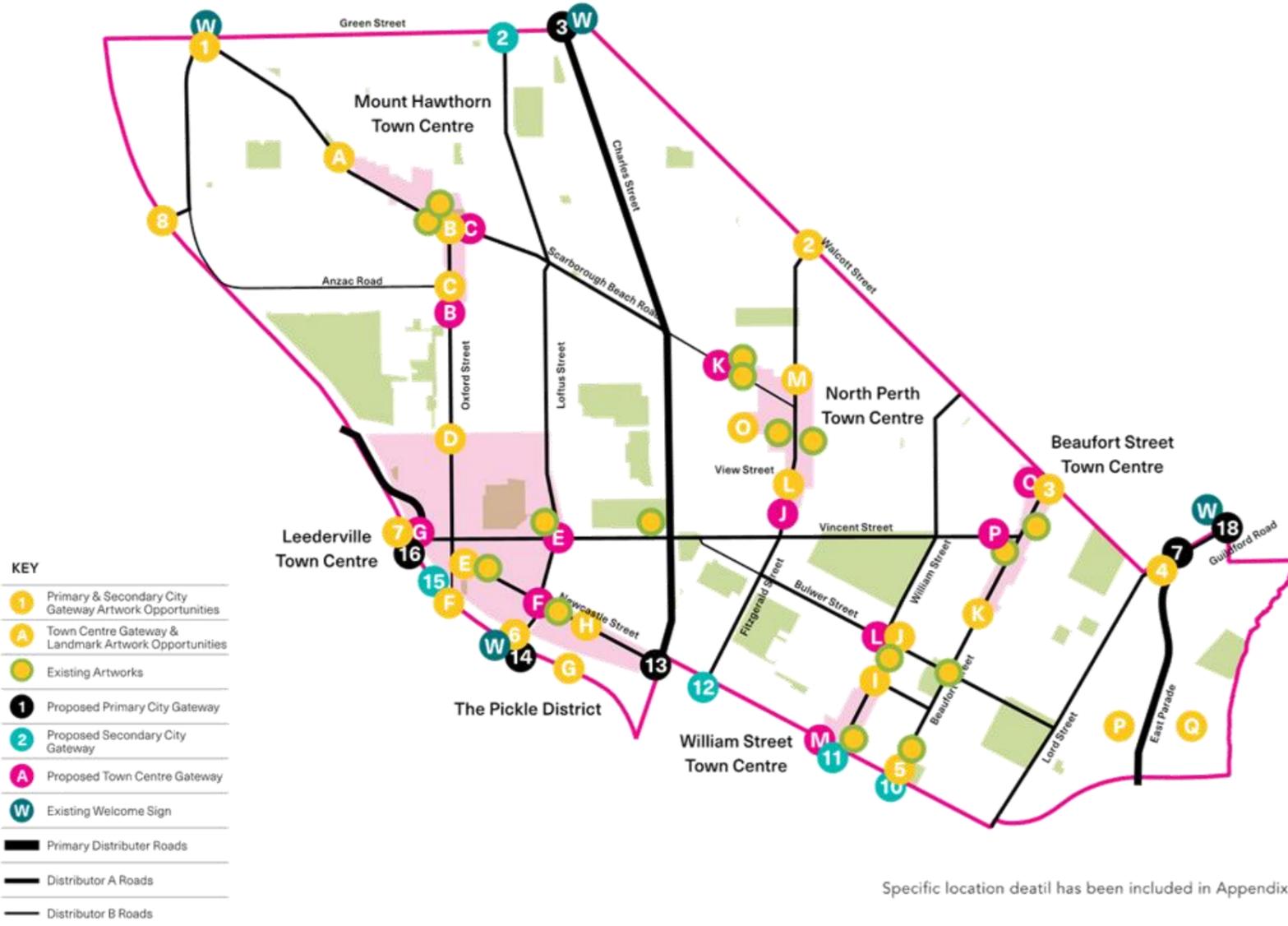
Gateways and Municipal boundary signs are often the first thing visitors arriving into the municipality encounter. They are an important 'face' to the outside world and an opportunity to communicate something of the character and personality of the community.

Currently, The City has minimal 'Welcome' signage, located at only a few of The City gateway entries, namely Charles Street, Scarborough Beach Road / Green Street, Loftus Street / Leederville Parade as well as Guildford Road. The following adjacent plan identifies the current locations and summarises observations and basic recommendations for future gateway signage based on the location of identified gateways. Gateways can be identified in a number of ways in different hierarchies.

In light of this analysis there is great opportunity to further enhance the welcome signage and gateway signage for Vincent and the town centres.



An example of an existing The City Welcome Sign at the intersection of Loftus Street and Leederville Parade



Specific location detail has been included in Appendix 1

Creating a Legible System

There are some core elements that form part of a place identity and wayfinding system which create a legible system.

The place identity developed for The City and town centres should build on the agreed vision developed as part of the town centres place plans.

Creating a strong place identity for The City and a consistent visual language will strengthen the wayfinding approach and subsequently assist with creating a more legible place through precinct promotion.

For legibility throughout The City, and to consolidate the current wayfinding system and promotional material should be of a consistent design philosophy that is further expanded to accommodate all needs.

The adjacent imagery provides examples of the core elements to creating a legible wayfinding and signage system, unique to Place. The City's style guide should be integrated into the signage so that it becomes not only legible but unique to The City.

Consider the development of a City-wide/ town centres' place identity to better promote them. See following page for town centre place characters, destinations and user movement.

When identifying what makes a key destination we do not preface food, beverage and retail businesses but focus on community and cultural activities. This may include galleries as they are unique in providing a commercial and cultural experience.

Core Elements



Mount Hawthorn Place Character

Mount Hawthorn Town Centre is defined by its unique landscape character and rich history. Traditional fine-grain shops front SBR with an emerging mix of businesses along the northern end of Oxford Street.

Mount Hawthorn has evolved from a satellite centre serviced by trams in the late 19th century, to a cosmopolitan migrant settlement, to a community oriented suburban village with a bustling local centre. Mount Hawthorn Town Centre is a highly valued, attractive local destination which presents opportunities to better service the local community and accommodate additional residents. Mount Hawthorn evolved significantly post World War 2 particularly with migrants arriving from Europe.

The Mount Hawthorn Town Centre has a unique place character and as such is partially represented by the adjacent imagery.

SOURCE:

1. Mount Hawthorn Town Centre Place Plan (Volume 3)



01 Distinct and identifiable public art and murals in Mount Hawthorn accentuate its artistic and historical vibe



02 Community events are popular in Mount Hawthorn, particularly the Hawkers Markets on Friday night in Axford Park, further adds to the place character



03 The Mezz plaza is leafy and comfortable place amongst cafes and restaurants. Utilised all year round, this space is loved by the community and local children



04 Mount Hawthorn is frequented by children, as it features opportunities for play and exploration. The nature play at Braithwaite Park provides this amongst the mature trees



05 Mount Hawthorn has an every increasing bustling night economy serviced by destination dining and bars



06 SBR is green and colourful, featuring active edges and alfresco dining which extends through the town centre

Mount Hawthorn Destinations

The following plan highlights the locations of key destinations and land uses that are considered major draw cards for the town centre. This enables us to understand where people are going, coming from or arriving into. At street level this will translate into wayfinding signage specific to the town centre.

- Community Venues**
 - Mount Hawthorn Community Centre
- Entertainment / Food and Beverage**
 - Paddington Ale House
 - Oxford Hotel
- Retail / Commercial**
 - The Mezz Shopping Centre
- Sports Venues**
 - Britannia Reserve
 - Floreat Athena
 - Leederville Cricket Club
- Education**
 - Mount Hawthorn Primary School
 - Aranmore Catholic Primary School
- Open Space**
 - Menzies Park
 - Braithwaite Park
 - Edinboro Street
 - Axford Park
 - Les Lillyman Reserve
 - Auckland Hobart Street Reserve
- Public Transport**
 - Glendalough Train Station
- Surrounding Destinations**
 - Perth CBD
 - Lake Monger Reserve
 - Edith Cowan University Mount Lawley Campus

- KEY**
- Bus stop (15, 402, 990)
 - Public Toilets
 - Playground
 - Civic Building
 - Parking
 - Wetland Trail
 - Town Centre Boundary



Mount Hawthorn User Movement

Mount Hawthorn is a walkable Town Centre, with strong connections to Leederville. There is a need for a higher amenity connection to North Perth and Glendalough Station.

The pedestrian movement diagram adjacent, highlights the primary and secondary pedestrian routes in comparison to vehicular routes (primary and secondary), observed from site visits and general user analysis. This information is important in considering various decision points and arrival points, where people are walking and where are they walking from/to as well as where there is conflict with primary vehicle routes. This informs the wayfinding strategy and future locations of signage.

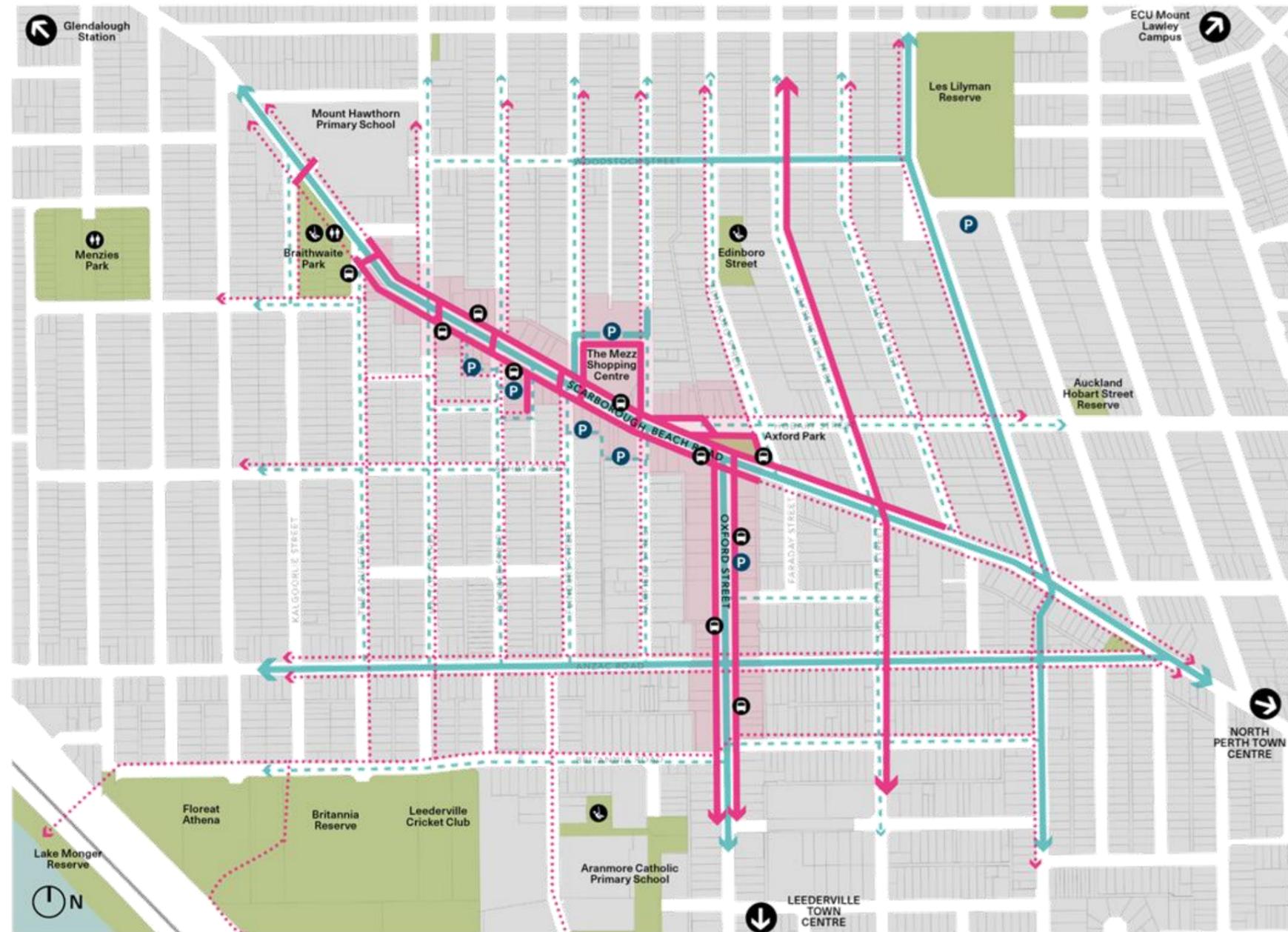
Within the Mount Hawthorn Town Centre, the pedestrian experience is vibrant and concentrated mainly along SBR and Oxford Street. Activity seems to reduce significantly once outside the town centre boundary. Emphasis should be placed on increasing amenity and wayfinding along SBR and Oxford Street to neighbouring town centers. Another key connection is the relationship to/from Glendalough Station to the north-east.

There are various desire lines through SBR where there is no designated crossing, given the low speed nature of the corridor, and movement through various laneways from car parking areas.

Shakespeare Street provides a great pedestrian movement network north-south to Leederville and Green Street (north).

KEY

- Primary Vehicle Movement
- Secondary Vehicle Movement
- Primary Pedestrian Movement
- Secondary Pedestrian Movement
- Train Station
- Main Bus stop
- Parking
- Town Centre Boundary



Beaufort Street Place Character

Beaufort Street is situated largely in The City of Vincent with the portion north of Walcott Street located in The City of Stirling. Although a primary arterial route connecting Inglewood, Mount Lawley, Highgate, and extending through to Perth, Beaufort Street is home to some of Perth's most eclectic restaurants, bars and shops.

Prior to European settlement, camps and ceremonial grounds were associated with Stone's Lake which is now drained and where the southern end of the town centre is sited.

Beaufort Street was named in 1838 after the Duke of Beaufort, who was the Secretary of State for the Colonies in the early 1830s. Construction in the town centre first began in 1889, with the first house being a small cottage on the corner of Barlee and Beaufort Streets.

The town centre has a long history of being a vibrant urban village and destination from early on. In 1915 businesses between Bulwer and Walcott streets included 5 confectioners, 4 butchers, 4 bootmakers, 3 laundries, 2 grocers, 2 greengrocers, 2 hairdressers, 2 drapers, 2 chemists, 2 dressmakers, a milliner, a tailor, a bicycle shop, a fuel merchant, a produce merchant, a Chinese market garden, a pastry cook, a wood dealer, a plumber, a newsagent with post office, a fancy goods store and library, a blinds manufacturer, a French polisher, a wine merchant, a wine saloon and the iconic Queens Hotel

The street's rich heritage remains prominent and can be easily identified through buildings such as the Queens Hotel and Alexander Buildings.

The Beaufort Street Town Centre has a unique place character and as such is partially represented by the adjacent imagery.

SOURCE:

1. Draft Beaufort Street Town Centre Place Plan (Volume 2)



01 Anchor food and beverage institutions are frequent in the Town Centre, with lines of people to get into bars and cafes. Alfresco spaces provide a prominent feature of place.



02 Beaufort Street Town Centre is famous for its laneways, and unique artwork within them, art walks are brought to life with events, such as markets.



03 Mary Street Piazza brought significant change to Beaufort Street, converting car parking bays into a primary pedestrian and micro public open space, a stage for everyday life



04 An early place initiative was the multicoloured paint on the paving and road at the entrances to the town centre to create a more pedestrian oriented street



05 Beau lane is a recent addition. Featuring a variety of materials and its own unique palette. A picturesque dining experience with timber, stone, catenary lighting and green



06 Heritage buildings have been well maintained and preserved over time adding to the experience of dining within the town centre

Beaufort Street Destinations

The following plan highlights the locations of key destinations and land uses that are considered major draw cards for the town centre. This enables us to understand where people are going, coming from or arriving into. At street level this will translate into wayfinding signage specific to the town centre.

Entertainment / Food and Beverage

- Queens Tavern
- Elford Hotel
- Mary Street Bakery
- Alexander Building (Soho Lane)
- Beaux Lane

Retail / Commercial

- The Market Place Mt Lawley IGA

Sports Venues

- Forrest Park Croquet Club

Education

- Central TAFE Mount Lawley
- Highgate Primary School

Open Space

- Hyde Street Reserve
- Hyde Park
- Forrest Park
- Brigatti Gardens
- Jack Marks Reserve
- Mary Street Piazza

Walks

- Wetlands Heritage Trail

Public Transport

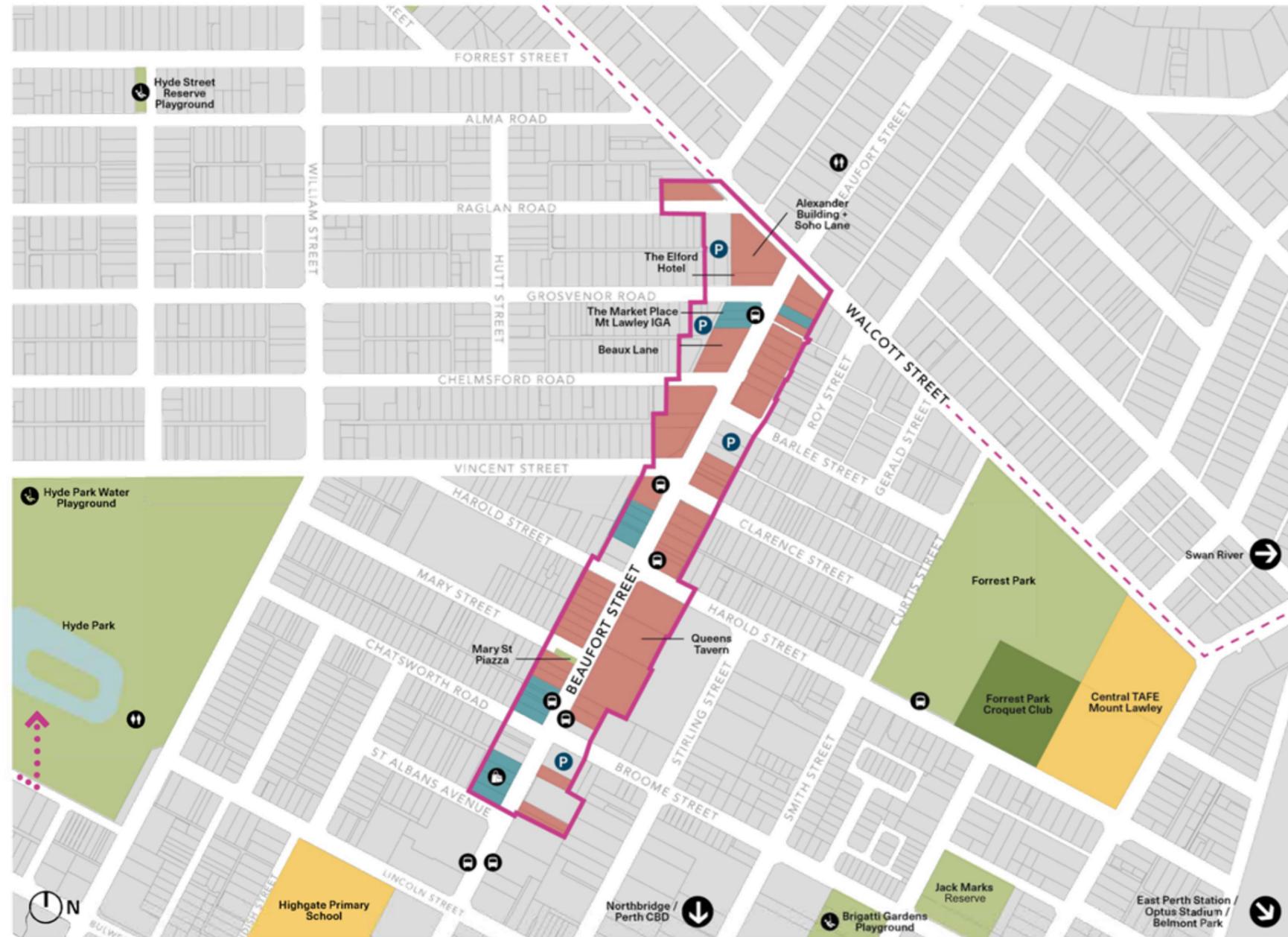
- East Perth Train Station

Surrounding Destinations

- Perth CBD
- Northbridge
- East Perth
- HBF Park
- Swan River
- Optus Stadium
- Belmont Park

KEY

- Bus stop (67, 68, 950)
- Public Toilets
- Playground
- Civic Building
- Parking
- Wetland Trail
- Town Centre Boundary



Beaufort Street User Movement

The Beaufort Street Town Centre is similar to William Street in composition and activity. Connections north south and east west are strong given nearby destinations.

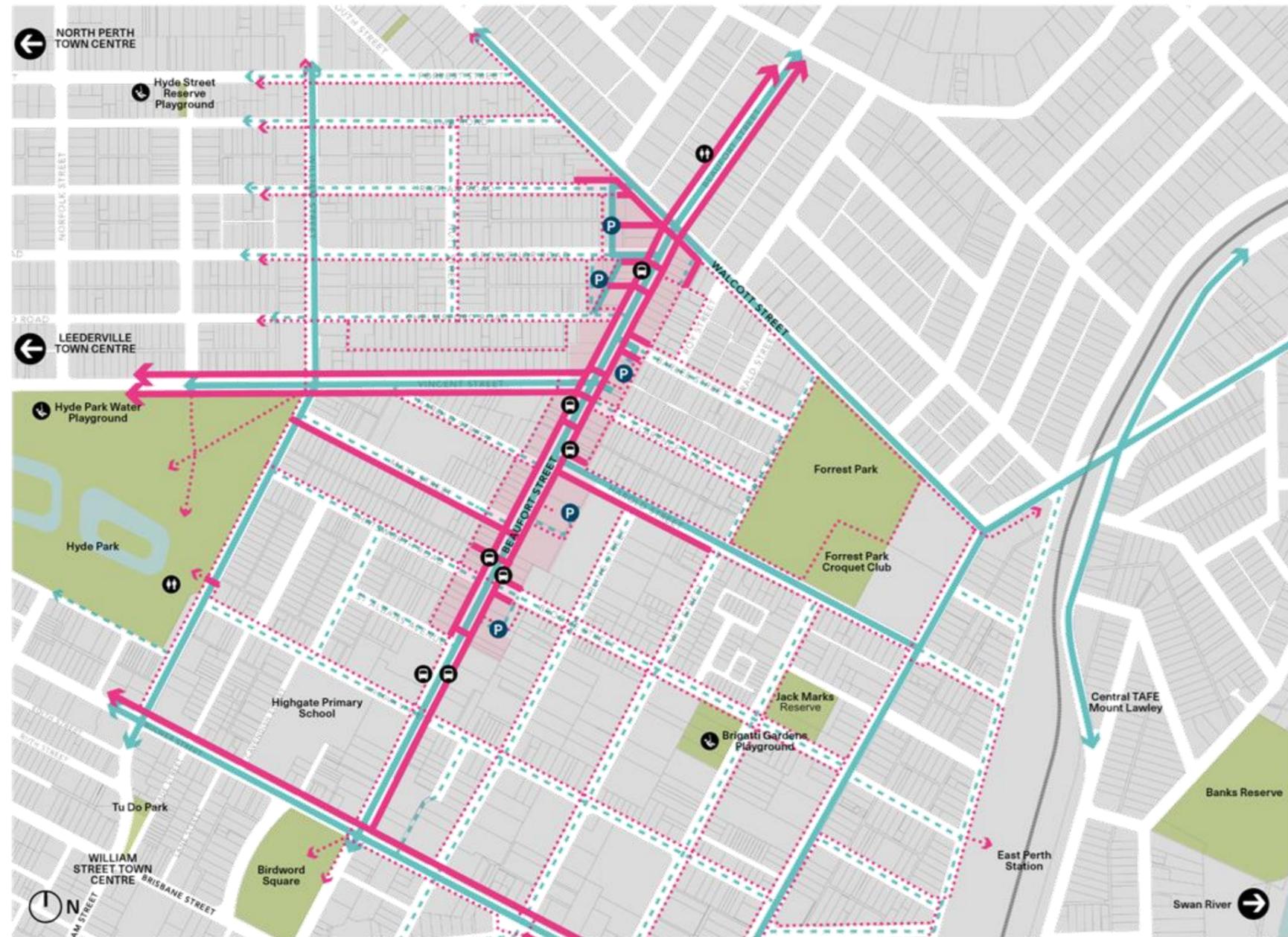
The pedestrian movement diagram adjacent, highlights the primary and secondary pedestrian routes in comparison to vehicular routes (primary and secondary), observed from site visits and general user analysis. This information is important in considering various decision points and arrival points, where people are walking and where are they walking from/to as well as where there is conflict with primary vehicle routes. This informs the wayfinding strategy and future locations of signage.

The spread of movement from Beaufort Street is larger than most other town centres, with lots of pedestrian activity in side streets and in rear laneways (public art trails) providing alternative connections to public open spaces and other parts of the town centre. Beaufort Street connects seamlessly north past Walcott Street into The City of Stirling.

Key desire lines exist across Beaufort Street at random locations due to the lack of formalised crossings, however refuge islands make it feel safer to cross. Movement is also popular through car parks, which are (major arrival points), mid block links and arcades (Beau Lane and .Soho Lane). Meandering through car parks is enhanced by feature murals and public art, but requires some formalised safe area for pedestrians to walk to strengthen connections. The secondary movement network is also critical in supporting these connections, with opportunities to improve overall amenity and experience. There is a need for wayfinding to surrounding destinations, town centres and the East Perth or Claisebrook Stations.

KEY

	Primary Vehicle Movement
	Secondary Vehicle Movement
	Primary Pedestrian Movement
	Secondary Pedestrian Movement
	Train Station
	Main Bus stop
	Parking
	Town Centre Boundary



Leederville Place Character

Leederville has a unique mix of retail, civic uses, restaurants, bars, and dwellings, which all function in a cohesive environment and flourish together as one vibrant mixed-use hub.

As some suburbs in Perth's inner-city ring have gentrified over time, Leederville has retained a grungy feel whilst developing a unique, vibrant, and youthful atmosphere. The town centre has great potential to accommodate higher density development, creating a high quality public realm, whilst retaining the existing town centre character, should be prioritised.

Prior to European settlement, the Leederville area surrounding Lake Monger was known as Keiermulu which translates to 'the home fires or camp.' Lake Monger, or Galup as it is traditionally known, was an important camping and hunting ground.

In 1973, the building of the Mitchell Freeway saw the suburb of Leederville divided, with Leederville Town Centre cut off from the culturally significant Lake Monger.

The Leederville Town Centre has a unique place character and as such is partially represented by the adjacent imagery.

SOURCE:

- 1. Leederville Town Centre Place Plan (Volume 4)



01 Leederville is characterised by its mature trees and historic buildings with a strong pedestrian focus. Green, brick and murals are the typical palette of the town centre.



02 Light Up Leederville Carnival is a popular event for locals and visitors, it brings out the best of Leederville. Tree lights further add to the town centres vibe



03 The historic Leederville Oval has been a home to WAFL football for over 100 years and is a big part of the town centre's fabric



04 Luna Cinemas is an anchor institution in Leederville, and features an outdoor cinema which provides a unique experience in the heart of Leederville.



05 Alfresco spaces, on narrow footpaths with splashes of colourful murals and laneways, accentuating Leederville's grungy vibe.



06 Identifiable murals in the town centre add to the place fabric and communicate it's focus on arts and culture, which makes Leederville a sought after destination

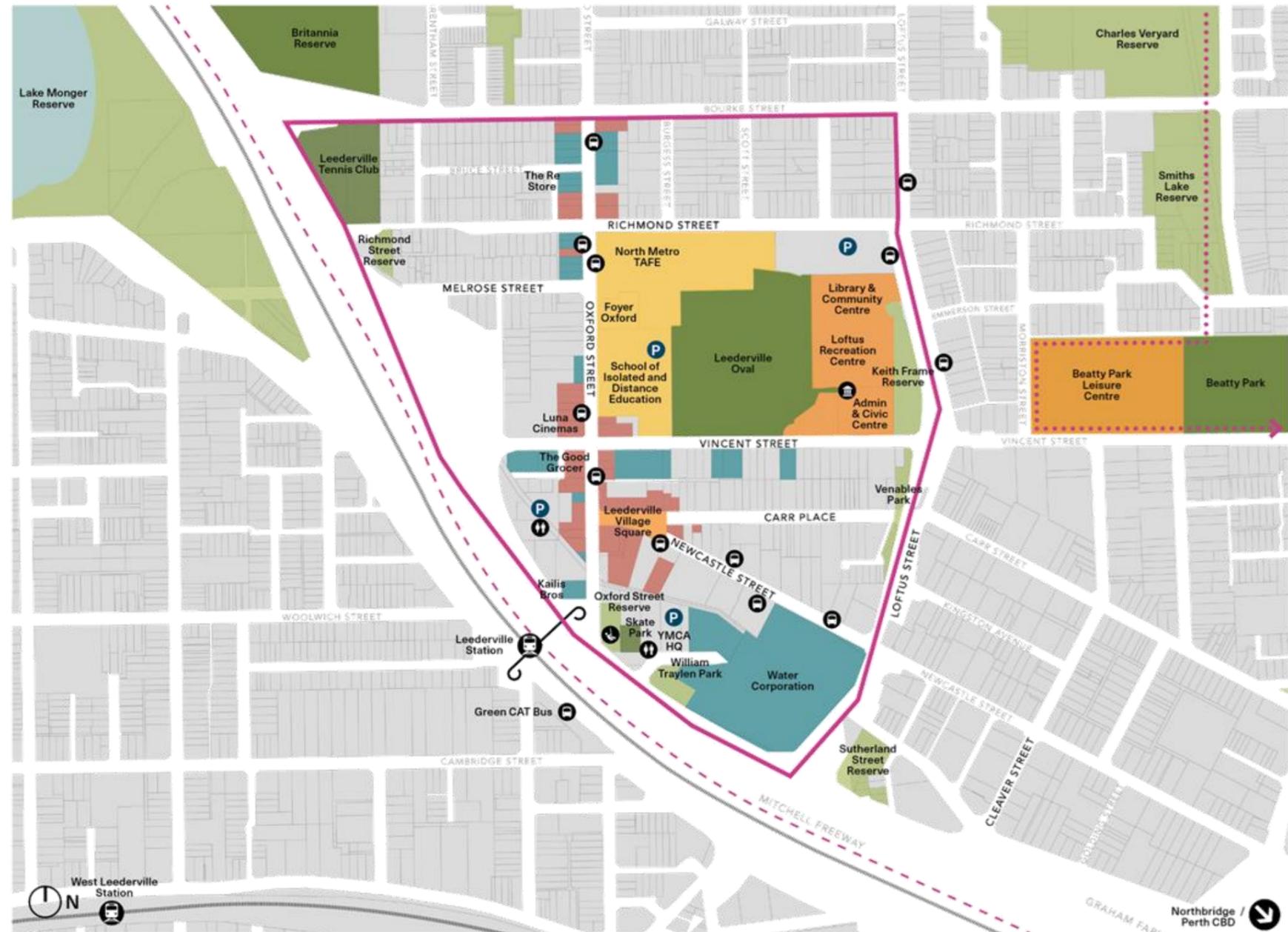
Leederville Destinations

The following plan highlights the locations of key destinations and land uses that are considered major draw cards for the town centre. This enables us to understand where people are going, coming from or arriving into. At street level this will translate into wayfinding signage specific to the town centre.

- Community Venues**
 - Admin & Civic Centre
 - Library & Community Centre
 - Loftus Recreation Centre
 - Leederville Village Square
 - Beatty Park Leisure Centre
- Entertainment / Food and Beverage**
 - Luna Cinemas
- Retail / Commercial**
 - The Good Grocer
 - Kailis Bros
 - The Re Store
 - Water Corporation
- Sports & Recreation**
 - Leederville Oval
 - Britannia Reserve
 - Leederville Tennis Club
 - Leederville Skate Park
- Education**
 - North Metro TAFE
 - Foyer Oxford
 - School of Isolated and Distance Education
- Open Space**
 - Richmond Street Reserve
 - Keith Frame Reserve
 - Venables Park
 - Oxford Street Reserve
 - Charles Veryard Reserve
 - Smiths Lake Reserve
 - William Traylen Park
 - Sutherland Street Reserve
- Other**
 - Leederville Village Square
- Walks**
 - Wetlands Heritage Trail
- Public Transport**
 - Leederville Train Station
 - Green CAT Bus
 - West Leederville Train Station
- Surrounding Destinations**
 - Perth CBD
 - Northbridge
 - Lake Monger Reserve

KEY

- Bus stop (15, 96, 402, 403, 404)
- Public Toilets
- Playground
- Civic Building
- Parking
- Wetland Trail
- Town Centre Boundary



Leederville User Movement

Leederville is also a very walkable Town Centre, with strong connections to destinations within the town centre and adjoining town centres.

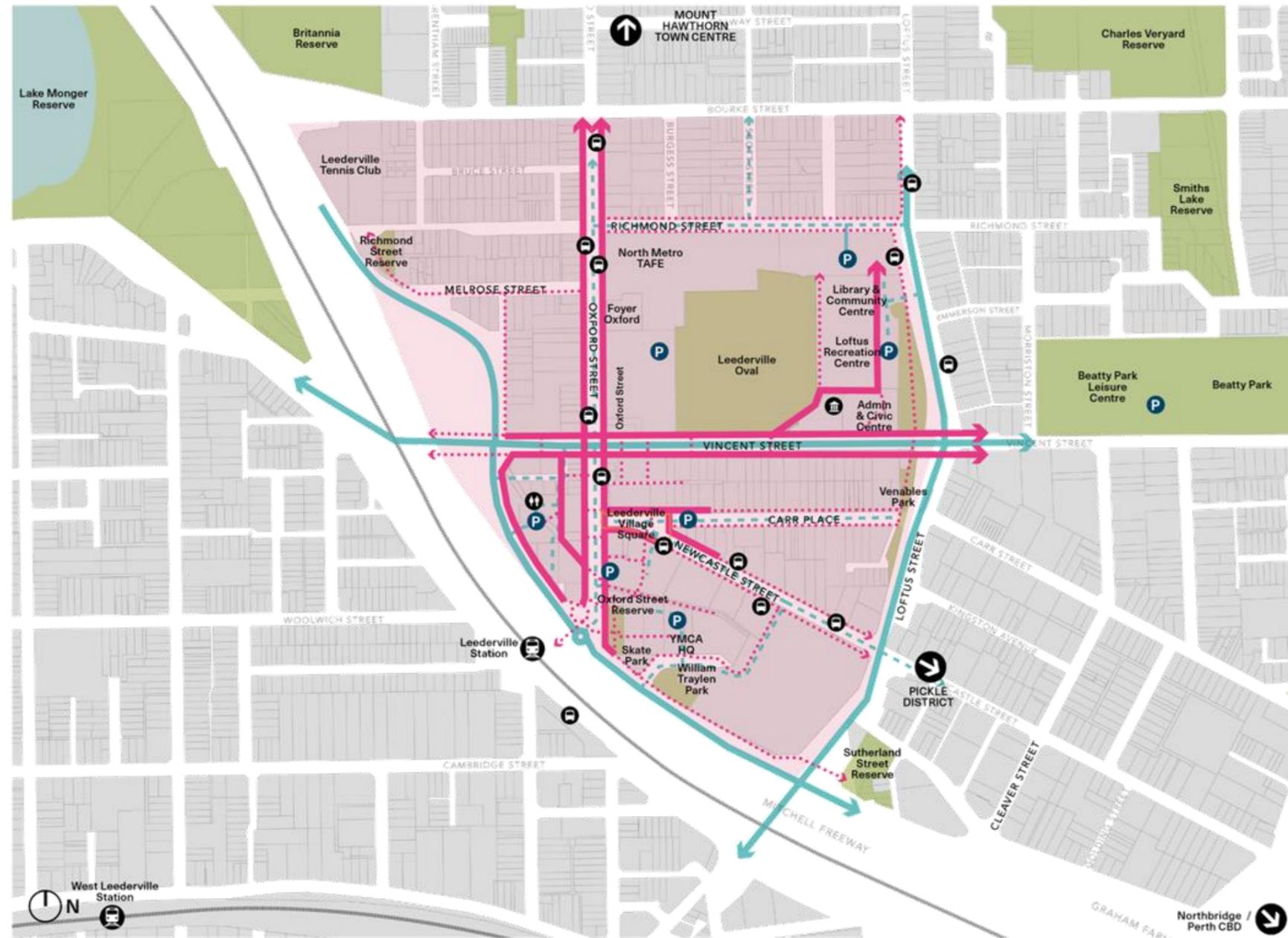
The pedestrian movement diagram adjacent, highlights the primary and secondary pedestrian routes in comparison to vehicular routes (primary and secondary), observed from site visits and general user analysis. This information is important in considering various decision points and arrival points, where people are walking and where they are walking from/to as well as where there is conflict with primary vehicle routes. This informs the wayfinding strategy and future locations of signage.

Leederville supports a pedestrian focused experience where internal connectivity is activated, legible and enjoyable, spanning further than most town centres. Primary movement occurs within Oxford Street, Vincent Street, through Leederville Town Square as well as through various car parks and the Council Administration/Loftus Recreation Centre precinct. There are many secondary connections across Vincent Street and through laneways, arcades and car parking areas, particularly as Leederville Station and the adjacent car parking areas are major arrival points. There are strong and direct connections to the Pickle District and Leederville Station. Pedestrian activity drops off at key intersections due to the car dominating environments of Loftus Streets and waiting times to cross (3-5min) Vincent and Loftus Street, Leederville Parade and Loftus Street. The journey on foot to Pickle District and Beatty Park is in need of improvement.

Shakespeare Street/Scott Street via Richmond Street provides a Safe Active Street Connection north to Mount Hawthorn. Pedestrian activity also drops off north towards Mount Hawthorn after leaving the town centre.

KEY

-  Primary Vehicle Movement
-  Secondary Vehicle Movement
-  Primary Pedestrian Movement
-  Secondary Pedestrian Movement
-  Train Station
-  Main Bus stop
-  Parking



Pickle District Place Character

The Pickle District is a creative precinct, home to diverse creative businesses including art galleries, artist and design studios, a boutique theatre, photographic studios and creative co-op working space.

Geographically, the area sits within a chain of wetlands of practical and spiritual significance to the Whadjuk Noongar people. It was renamed Lake Sutherland by European colonists and later drained in the 1870s and repurposed as areas for market gardening to feed Perth's growing population.

Early businesses in the area ranged from furniture manufacturers such as Sandover & Co Furniture Factory and Bryant's woodyard/fuel merchant. Inspiration for the name 'Pickle District' comes from the vinegar brewing and pickle and jam manufacturing factories in the area, which operated from around 1912. It was the home of the WA Vinegar Brewery Ltd which manufactured Flag & Safe brand vinegar products in the domestic manufacturing sector.

The Pickle District is now known for the historic light industrial buildings and warehouse character. The area is transforming as the buildings are repurposed with new and diverse businesses and arts organisations.

The Pickle District has a unique place character and as such is partially represented by the adjacent imagery.

SOURCE:

1. Pickle District Place Plan (Volume 7)



01 A grungy mix of concrete, art murals and bricked facades. Footpaths are marked with the Pickle District logo outside key operators



02 Public art is unique in the Pickle District and resembles the industrial vibe of the centre. There is also a public art sculpture walk located on Old Aberdeen Place



03 Splashes of red brick and colourful doors add to the colour and vibrancy of the up and coming arts district



04 Neon sign put in place for the Pickle District After Dark event, a community gathering showcasing, food, dance, arts and culture.



05 Sawtooth roofs are iconic in the Pickle District, referenced by the Town Team's logo and sign



06 Artistic place character of the Pickle District is heightened by the concentration of artists and maker studios within the area

The Pickle District Destinations

The following plan highlights the locations of key destinations and land uses that are considered major draw cards for the town centre. This enables us to understand where people are going, coming from or arriving into. At street level this will translate into wayfinding signage specific to the town centre.

- Community Venues**
 - Admin & Civic Centre
 - Library & Community Centre
 - Loftus Recreation Centre
 - Beatty Park Leisure Centre
 - Royal Park Hall
 - Entertainment / Food and Beverage**
 - The Backlot (Screening Room)
 - Cleaver Street & Co (Gallery)
 - Maison (Gallery)
 - Holmes a Court (Gallery)
 - Fridays Studio (Gallery)
 - Linton & Kays (Gallery)
 - The Old Pickle Factory (Events)
 - Sports Venues**
 - Perth Soccer Club
 - Beatty Park
 - Leederville Oval
 - Open Space**
 - Sutherland Street Reserve
 - Venables Park
 - Ivy Park
 - William Traylen Park
 - Keith Frame Reserve
 - Mick Michael Park
 - Walks**
 - Wetlands Heritage Trail
 - Public Transport**
 - Leederville Train Station
 - City West Train Station
 - Surrounding Destinations**
 - Perth CBD
 - Northbridge
 - West Perth
 - Subiaco
 - RAC Arena
-
- KEY**
- Bus stop (15, 402, 403, 404)
 - Public Toilets
 - Playground
 - Civic Building
 - Parking
 - Wetland Trail
 - Town Centre Boundary



The Pickle District User Movement

The Pickle District is a light industrial precinct and has potential for amenity improvements to enable walking and cycling to Leederville, William Street and Beatty Park.

The pedestrian movement diagram adjacent, highlights the primary and secondary pedestrian routes in comparison to vehicular routes (primary and secondary), observed from site visits and general user analysis. This information is important in considering various decision points and arrival points, where people are walking and where are they walking from/to as well as where there is conflict with primary vehicle routes. This informs the wayfinding strategy and future locations of signage.

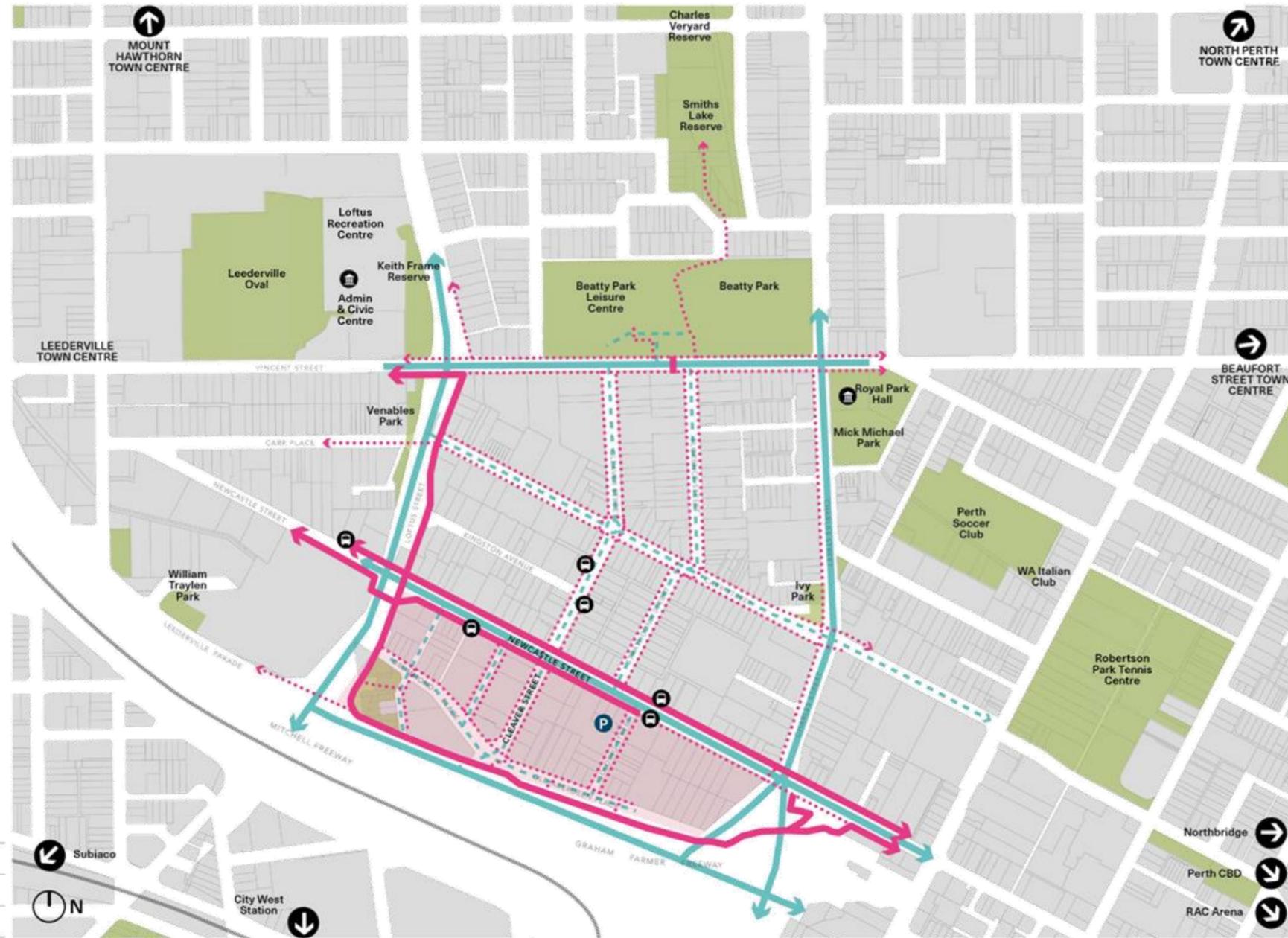
For the Pickle District, pedestrians primarily arrive from Newcastle Street and Leederville Parade. The PSP provides further connection east towards William Street Town Centre and East Perth/Claisebrook Station. Although with additional wayfinding this east west connection can be enhanced particularly along Old Aberdeen Place towards the PSP and through to Newcastle Street (under the Freeway). Walking along Graham Farmer Freeway on ramp towards Old Aberdeen Place is a very uncomfortable pedestrian experience - as cars speed up to enter the freeway. Alternative entrances to the precinct should be considered, such as through green space in the south western corner of the precinct from Loftus Street. Tracks through sand show this is currently used as an informal cut through.

Loftus Street is a car dominated environment given its location and access to the Graham Farmer Freeway. However the PSP on the eastern side provides a direct connection to Leederville and Beatty Park. There are alternative and quieter, more scenic connections to Beatty Park via the residential streets of Carr Street and Florence/Cleaver Streets. However this comes with a significant topographical change northwards, making vehicle mobility an easier choice for some.

There is opportunity overall within the Pickle District to enhance amenity and wayfinding within the precinct. Whilst on site we observed only workers using the public realm, but an interesting opportunity to leverage on the precincts unique public art and art gallery focus.

KEY

	Primary Vehicle Movement		Secondary Pedestrian Movement
	Secondary Vehicle Movement		Train Station
	Primary Pedestrian Movement		Main Bus stop
			Parking



North Perth Place Character

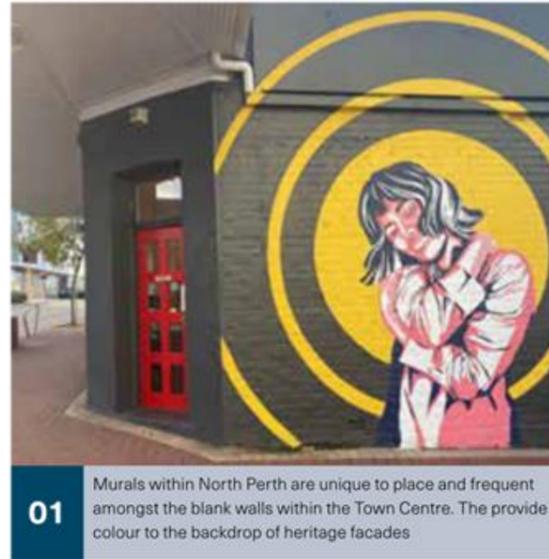
North Perth Town Centre is defined by its unique character, diverse mix of businesses and rich cultural history. Its character, iconic businesses and heritage buildings contribute to its distinct sense of identity and are why it is like no other place.

After establishing as a commercial area in the late 19th century, North Perth Town Centre has reinvented itself a number of times. From commercial outpost, to bustling northern suburb with the state's largest primary school, to the settling place for immigrants that have imbued the place with layers upon layers of cultural diversity. North Perth Town Centre is emerging as a vibrant and highly liveable destination. There are great challenges ahead, but also great opportunities.

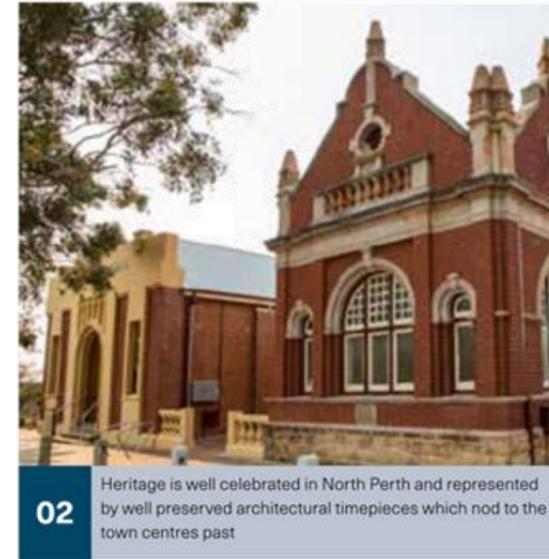
The North Perth Town Centre has a unique place character and as such is partially represented by the adjacent imagery.

SOURCE:

1. North Perth Town Centre Place Plan (Volume 2)



01 Murals within North Perth are unique to place and frequent amongst the blank walls within the Town Centre. They provide colour to the backdrop of heritage facades



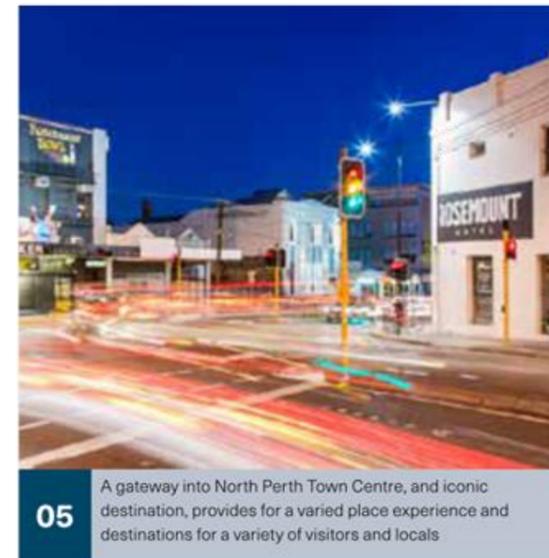
02 Heritage is well celebrated in North Perth and represented by well preserved architectural timepieces which nod to the town centres past



03 A recent addition to North Perth, provides materiality differentiation to the traditional heritage cream and red hues. Catenary elements assist passive wayfinding.



04 A refurbished shop, with bullnose verandah, merges with public art and a parklet. A mix of old and new



05 A gateway into North Perth Town Centre, and iconic destination, provides for a varied place experience and destinations for a variety of visitors and locals



06 Sculptures are quirky and unique to North Perth. They provide anchor points, places to gather and fill what used to be wide empty footpaths

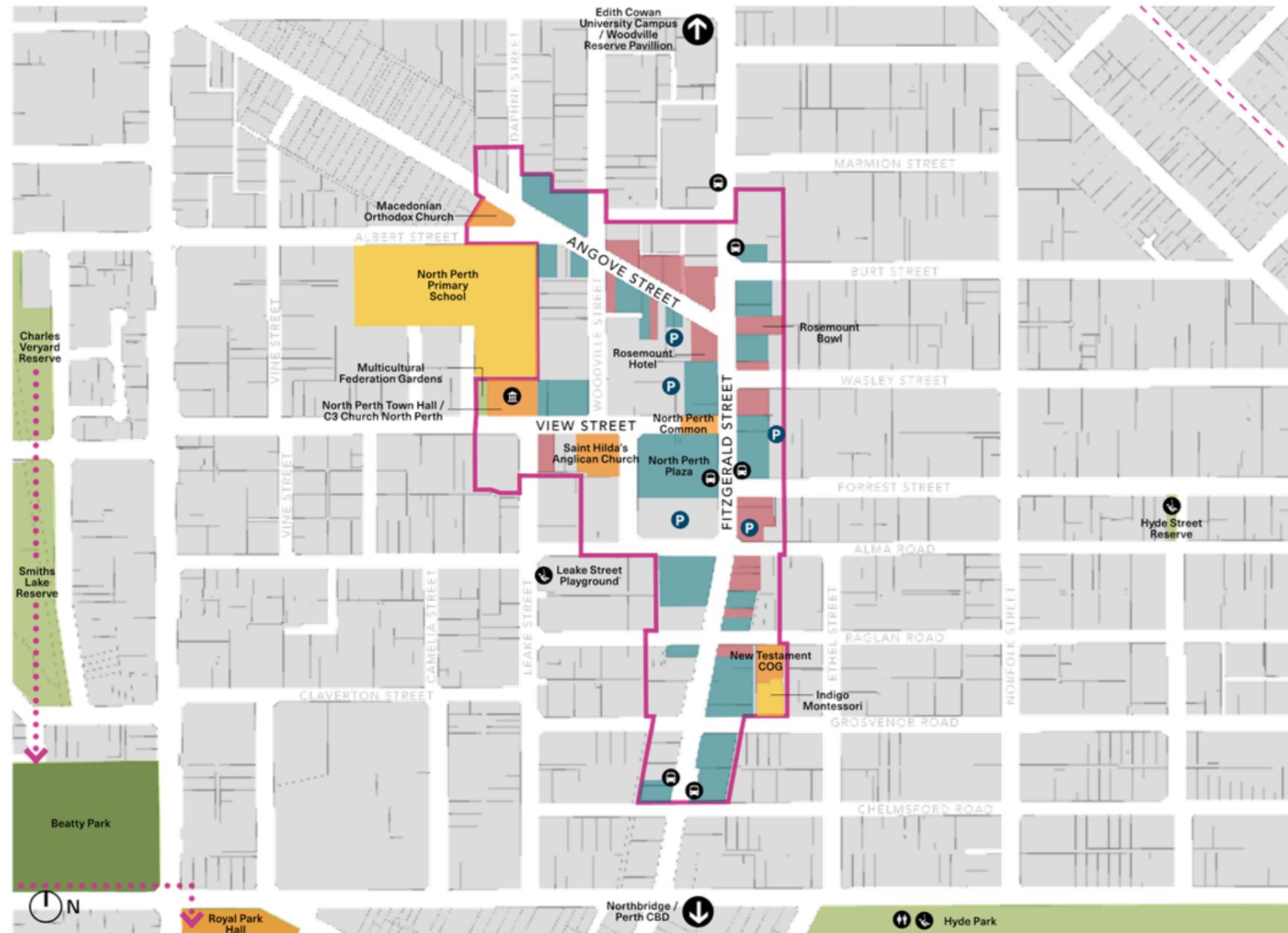
North Perth Destinations

The following plan highlights the locations of key destinations and land uses that are considered major draw cards for the town centre. This enables us to understand where people are going, coming from or arriving into. At street level this will translate into wayfinding signage specific to the town centre.

- Community Venues**
 - North Perth Town Hall
 - North Perth Common
 - Macedonian Orthodox Church
 - C3 Church North Perth
 - Saint Hilda's Anglican Church
 - New Testament COG
 - Royal Park Hall
- Entertainment / Food and Beverage**
 - Rosemount Hotel
 - Rosemount Bowl
- Retail / Commercial**
 - North Perth Plaza
- Sports Venues**
 - Beatty Park
- Education**
 - North Perth Primary School
 - Indigo Montessori
- Open Space**
 - Multicultural Federation Gardens
 - Charles Veryard Reserve
 - Smiths Lake Reserve
 - Hyde Park
 - Leake Street Playground
 - Hyde Street Reserve
 - Woodville Reserve Pavillion

- Walks**
 - Wetlands Heritage Trail
- Surrounding Destinations**
 - Northbridge
 - Perth CBD
 - Edith Cowan University Mount Lawley Campus

- KEY**
- Bus stop (19, 360, 361, 362, 960)
 - Public Toilets
 - Playground
 - Civic Building
 - Parking
 - Wetland Trail
 - Town Centre Boundary



North Perth User Movement

North Perth provides a fine grain pedestrian experience, with heritage and public art; however stronger wayfinding and connection is needed to allow people to walk or cycle to nearby town centres.

The pedestrian movement diagram adjacent, highlights the primary and secondary pedestrian routes in comparison to vehicular routes (primary and secondary), observed from site visits and general user analysis. This information is important in considering various decision points and arrival points, where people are walking and where are they walking from/to as well as where there is conflict with primary vehicle routes. This informs the wayfinding strategy and future locations of signage.

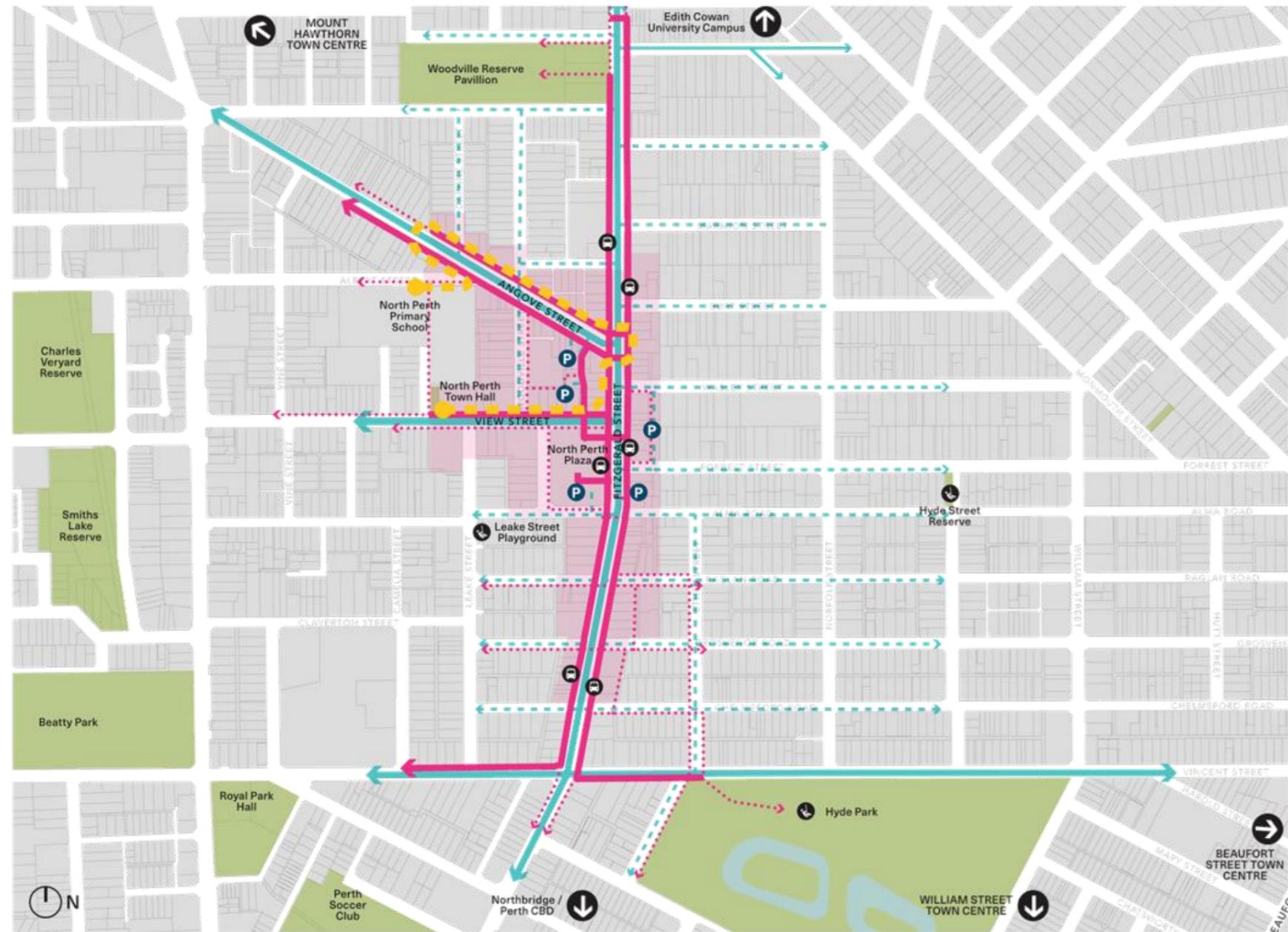
Primary pedestrian movement with North Perth is axial, given the orientation of Fitzgerald Street, Angove and View Streets. As with most of the town centres, pedestrian activity decreases when exiting the town centre boundary. However there are some barriers to pedestrian accessibility on Fitzgerald Street, given the lack of crossing opportunities and volumes of vehicle traffic.

Pedestrian movement is supported by a heritage walk with various points of interest along the way, particularly through car parks and laneways. Key desire lines connect Angove Street with View Street through the car park behind the Rosemount Hotel. Movement through the North Perth Plaza is also a popular choice. Movement is also popular through car parks (major arrival points), mid block links and arcades. Meandering through car park requires some formalised safe area for pedestrians to walk to strengthen connections.

The North Perth Town Centre has a direct connection also to surrounding parks east-west and north-south. Vincent Street is considered somewhat walkable, with on street parking providing a buffer between vehicles and pedestrians, making Hyde Park an accessible destination.

KEY

	Primary Vehicle Movement		Train Station
	Secondary Vehicle Movement		Main Bus stop
	Primary Pedestrian Movement		Parking
	Secondary Pedestrian Movement		
	North Perth Heritage Trail		



William Street Place Character

The William Street Town Centre is an extension from the Northbridge Cultural Precinct. The look and feel of the grungy and colourful cultural heart bleeds into The City of Vincent, without pause. William Street is unique extension of China Town, preluding to strong Asian influence, food and culture, resemblant both in built form and public spaces.

The William Street Town Centre has a unique place character and as such is partially represented by the adjacent imagery.



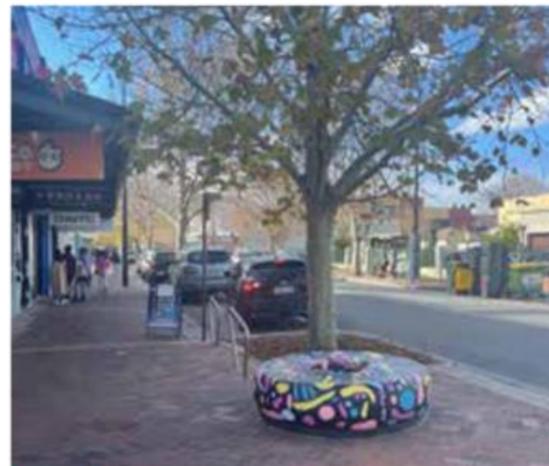
01 William Street features stretches of painted paving connecting one side of the street to the other, often anchored at each end by murals



02 Side streets are populated by murals which further add to the place character of William Street.



03 Identifiable Chinese red lanterns extend through William Street and not only act as lamp posts but also as place markers, continuing red and gold narrative from China Town



04 William Street Town Centre is categorised by its Asian influence, including eateries, supermarkets, retailers and other businesses. Signage is often bilingual



05 Tu Do Park and the Vietnamese War Memorial provides a unique green space which anchors the Town Centre, adjacent to multiple mature fig trees



06 Colourful parklets and poles add to the colourful palette of the Town Centre.

William Street Destinations

The following plan highlights the locations of key destinations and land uses that are considered major draw cards for the town centre. This enables us to understand where people are going, coming from or arriving into. At street level this will translate into wayfinding signage specific to the town centre.

- Community Venues**
 - Perth Mosque
 - Salvation Army
- Entertainment / Food and Beverage**
- Retail / Commercial**
- Sports Venues**
 - Robertson Park Tennis Centre
 - HBF Park
- Education**
 - New England College
- Open Space**
 - Robertson Park
 - Stuart Street Reserve
 - Tu Do Park
 - Birdwood Square
 - Weld Square
 - Hyde Park
- Walks**
 - Wetlands Heritage Trail
- Public Transport**
 - Perth Train Station
 - Blue CAT Bus
- Surrounding Destinations**
 - Perth CBD
 - Northbridge
 - East Perth
 - HBF Park
 - Swan River
 - Optus Stadium
 - Belmont Park
 - RAC Arena

- KEY**
- Bus stop (60)
 - Public Toilets
 - Playground
 - Civic Building
 - Parking
 - Wetland Trail
 - Town Centre Boundary



William Street User Movement

William Street is a hyper active town centre, with a seamless connection to the CBD via Yagan Square. As with other town centres it provides a good pedestrian experience, with need for wayfinding and signage to improve connectivity.

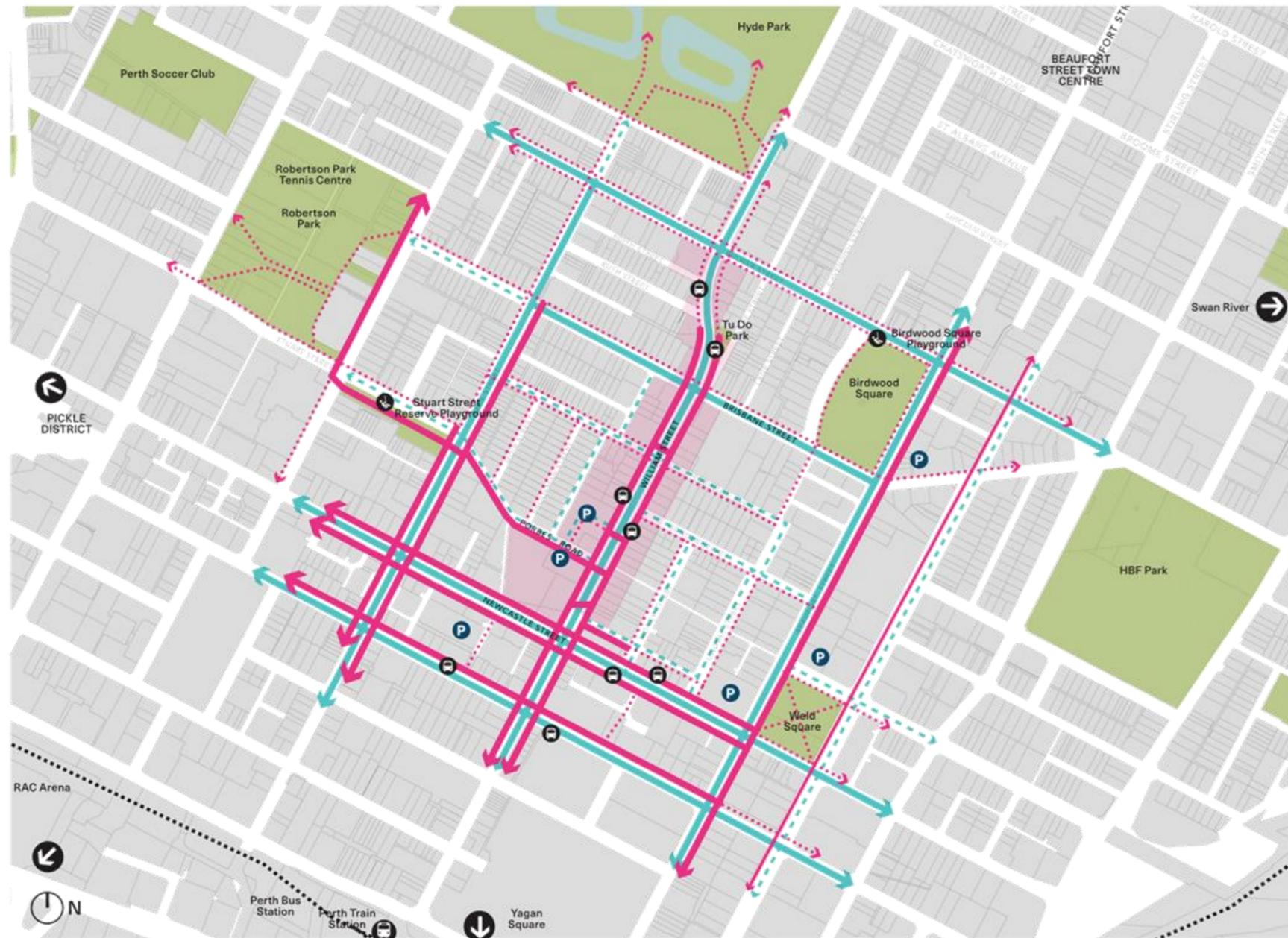
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Alike other town centres, the primary pedestrian movement networks with the William Street Town Centre are axial, given the linear composition. There are great connections east west into side streets and along Newcastle, Forbes and Brisbane Streets. The east west connections are important as they provide connections to nearby green spaces such as Weld Square and Robertson Park via Stuart Street Reserve. Heritage and culture is also prevalent within and around the town centre, enhancing the pedestrian experience.

The City of Perth's wayfinding signage stops at their respective town centre boundary (Newcastle Street south), thus further wayfinding is needed within The City of Vincent to draw people north towards the town centre and to other walkable destinations. Pedestrian activity and amenity drops off north of Brisbane Street, which is a critical connection that could provide an enhanced green link to the Beaufort Street Town Centre via Hyde Park and Mary Street.

KEY

-  Primary Vehicle Movement
-  Secondary Vehicle Movement
-  Primary Pedestrian Movement
-  Secondary Pedestrian Movement
-  Train Station
-  Main Bus stop
-  Parking



Case Study: Place Identity Barangaroo

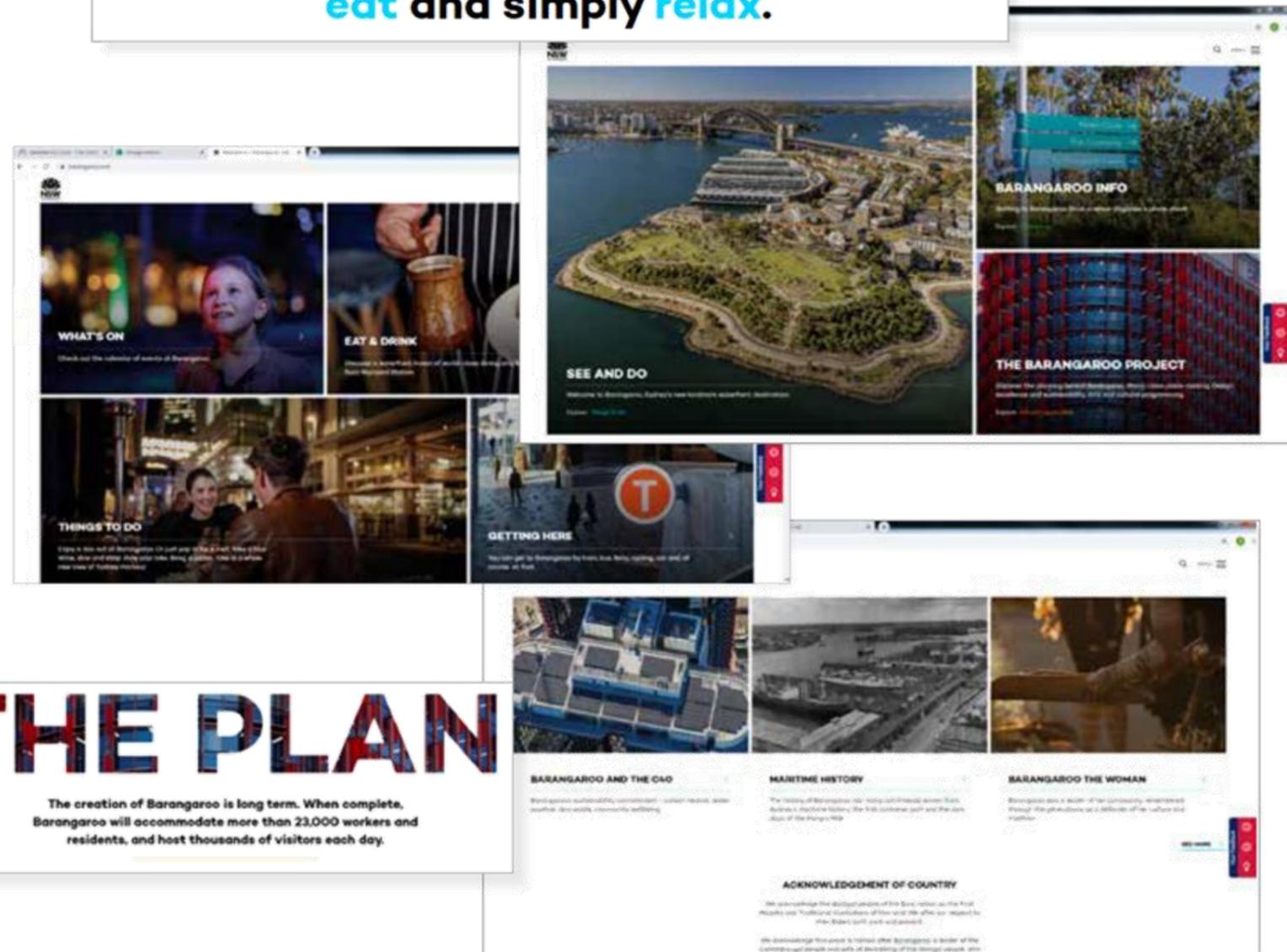
A good example of a precinct transforming its place identity is Barangaroo in New South Wales. It was transformed from a disused container terminal on the edge of Sydney's CBD into a spectacular 22-hectare waterfront precinct.

The NSW Government created a Barangaroo website (www.barangaroo.com) specifically to advertise it and promote it as a place to meet, work, live, eat and relax, creating a unified place identity for it.

The website provides users with the following information among others:

1. Whats'on
2. See and Do
3. Eat and Drink
4. Things to do
5. Getting there
6. Barangaroo Information

Barangaroo is a place to **meet**, work, live, **eat** and simply **relax**.



Case Study: Developing a place for people

It is necessary to consider the evolving relationship between the public spaces and commercial imperatives of tenants and visitors.

A balance between placemaking and advertising needs to be curated to minimise the impact on visual amenity and the user experience.

The Role of Placemaking

Placemaking is an overarching and broad initiative surrounding the recreation and activation of spaces into inviting and vibrant areas to re-establish a sense of place and reconnect people with their environment.

They can consist of temporary activation of dormant or unused spaces, curated programming of spaces that create events or reimagining of old and forgotten environments like buildings, lane-ways and open spaces.

The process of placemaking seeks to reinvigorate the vibrancy of the public realm and restore the pride and connection of communities to the places they live.

Good placemaking outcomes have shown to attract more visitations and increase the viability of places, streets and precincts, creating commercial invigoration and entrepreneurial opportunities.

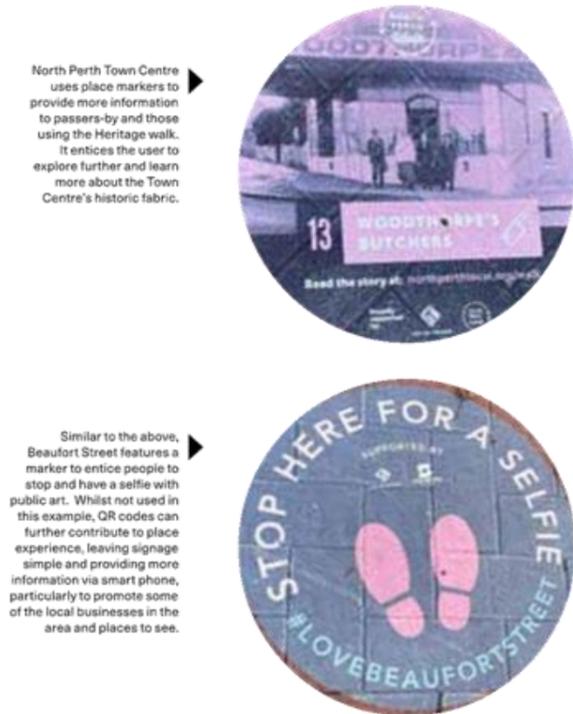
The Role of Advertising

Advertising plays an important role in generating revenue for tenants by promoting events, attractions, retail offerings and/or products. Well-placed and well-executed advertising can lead to great consumer experiences and could give visitors new ideas that potentially translate into more visits, contributing to a more viable and desirable precinct.

However, a location can suffer from advertising overload that impacts the physical amenity of a place.

Places with a high level of advertising can have the opposite effect and diminish the experience for visitors who assume they are in a public space.

Visual amenity in public spaces is generally cherished by users who value the natural character of a park and open space and not overpowered by the intrusion of large advertising elements. This is not to say that creative and good design can't strike a balance between advertising and placemaking outcomes.



North Perth Town Centre uses place markers to provide more information to passers-by and those using the Heritage walk. It entices the user to explore further and learn more about the Town Centre's historic fabric.

Similar to the above, Beaufort Street features a marker to entice people to stop and have a selfie with public art. Whilst not used in this example, QR codes can further contribute to place experience, leaving signage simple and providing more information via smart phone, particularly to promote some of the local businesses in the area and places to see.

Murals act as great wayfinding tools below super graphic elements is painted on blank walls to create a memorable experience for users of the place.



ASPECT Studio, Glenroy Plaza Victoria, Moreland City Council

Using existing City assets like banners along SBR and Fitzgerald Streets for welcome signage or placemaking to promote the town centres. Integrating signage is a key to make the most of existing opportunities.



Case Study: Dual Language Signage

For reconciliation and honoring the cultural heritage of a site, there is the opportunity to develop a hierarchy of singular and/or dual-naming for key locations that could be incorporated into the signage together with Aboriginal artwork.

City of Whittlesea Gateway Signage, VIC

Welcome gateways into The City acknowledges the traditional owners of the land, accompanied by a traditional welcome in their language and indigenous artwork.



Swan-Canning Riverpark Interpretive Signage

Point Walter, Bicton Baths, Heathcote and Brentwood, WA

Welcome panels depict each location's traditional Aboriginal name and story (respectively); Djoondalup (place of white sand), Kwoppa Kepa (beautiful water), Kooyagardup (place of the big nose frog) and Kaalitj-ngort Koondaam (dragonfly dreaming). Accompanying the interpretation is a traditional welcome in language, and quotes from Whadjuk elders.

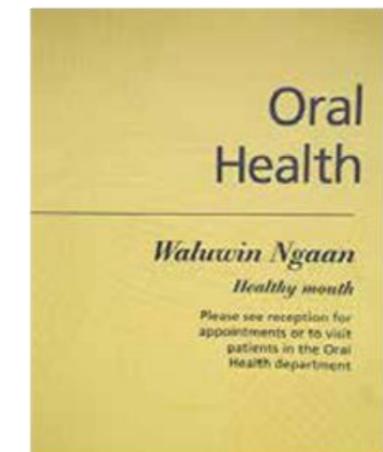
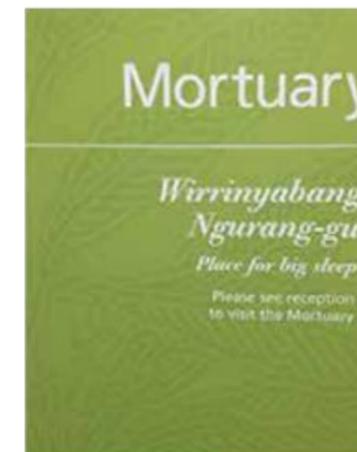
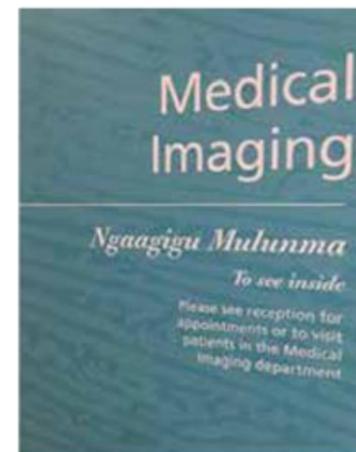


Wiradjuri language signage

Parkes and Forbes hospitals, NSW

Mali Marambir Ngurang: to make better place Lachlan was a project of the Lachlan Health Service Culture and Arts Program, coordinated by Arts OutWest at Parkes and Forbes hospitals.

The project involves key directional signage around the hospitals written in English beside the Wiradjuri interpretation, which is then translated back into English. The project aimed to make the hospital spaces more inviting, less daunting for Aboriginal people.



Case Study: Integration with Technology

The following case studies are opportunities that the City of Vincent may implement to enhance the amenity and activity of the city.

Smart Phones

Developments in smart phone capabilities and software may offer additional layers of wayfinding for audiences navigating precincts.

As smart-phone mapping technology becomes more ubiquitous, access to detailed journey planning and navigation services will mean less reliance on physical signage.

The relationship between the digital and physical worlds will become more enmeshed and responsive to individual needs.

Barcelona, Smart City

Listed in Europe's top five 'smart' cities, Barcelona offers a comprehensive, city-wide program to provide users with local information.

To experience a virtual Barcelona through the physical one, users may access digital content at numerous access points and through various contact-less technologies including NFC (Near Field Communications) and QR (Quick Response) Codes.

By integrating technology into the urban infrastructure, the dissemination of information will become ubiquitous.



Barcelona 'Smart City' Nearfield Communication (NFC) in situ with smart-phones. Source: <http://lameva.barcelona.cat/contact-less/en>

QR Codes

Accessible via a smart-phone's connection to the internet, enabling great opportunities to integrate online mobile technology with municipal signage. This is especially relevant with the development of cultural and heritage walks around the municipality.

Quick response (QR) codes can be integrated onto physical signage to take users to online content which supports the on site messaging. It is important to consider what information will be housed online. Opportunities include:

- Online walking trails (e.g. a 'Historical Walk').
- Translated sign information for tourists.
- Links to online wayfinding for seasonal events.
- Audio versions of information for people who are blind and have low vision, cognitive and intellectual disabilities.

Links to information which regularly updates/changes thus should not be included on more permanent signage, which could include timetables for the use of parks and reserves by sporting groups.

It is important to remember the end user's experience when including QR codes on signage. Ensure that the online resource provides them with useful information beyond what is already available on the sign. Similarly, using a QR code to simply link to a council website is not overly helpful for users and should be avoided.

Consideration should be given to ensure online resources are suitable for viewing on mobile devices. Responsive websites which have been specifically designed to be viewed on mobile devices work best – as opposed to mobile apps which are tailored to one particular platform (e.g. iPhone apps). Links to websites using Flash technology should be avoided as they are not supported by iPhones or iPads.

We recommend adding QR codes to signs using laser-cut vinyl, so they can be easily removed and/or replaced as required.



City of Amsterdam's signs linking QR Codes to the 'I Amsterdam' mobile app. Source: www.edenspiekermann.com/blog/posts/explore-a-different-Amsterdam

Near Field Communication

Near Field Communication (NFC) is a form of contact-less communication between its electro-magnetic field and devices like smart-phones in creating opportunities for users to access tools and information to aid their proposed journey. NFC technology allows users collect information wirelessly via smart-phone* through a close proximity transaction.

By integrating NFC throughout the signage family, users can gain access to valuable audio/visual tools that will aid their journey.

In essence, NFC can be used in turning smart-phones into educated tour guides, and visitors may see and hear relevant information about what they're looking at.

This enables a non-linear path for self-guided tours and offers extra information for those who seek it.

*Note: Apple iPhone 6 and above can read NFC tags with an app and the latest iPhones – iPhone XS, XS max and XR can read NFC tags without needing to download an app. All the latest Android smartphones can scan NFC without an app but there are a few older models that do not support NFC. This may provide accessibility limitations and should be monitored and considered before integrating this technology.

More information may be found at:
www.nearfieldcommunication.org/how-it-works.html
<http://www.nfcworld.com/nfc-phones-list/#rumoured>



A person tapping their smart-phone to a NFC enabled advertisement.

Augmented Reality (AR)

By the end of this decade AR will be embedded into most smart phones and will change the way we view and receive information. Wayfinding is one such practice that will benefit greatly from a more intuitive and immersive user experience. Google Maps has begun testing a richer AR experience that uses visual prompts to guide users through spaces.

Augmented reality may improve functional vision in people that are blind or low vision by translating spatial information into colour-coded, high-contrast visual patterns. Audio prompts may also be used to give objects and/or areas the ability to have simple audio cues.



Source: <https://segd.org/digital-wayfinding-apps>
'iPhone Time Machine', Brother and Sister for the Museum of London

Digital Heritage Applications

With an ever increasing uptake of smart phones, digital historic and interpretive story telling has developed quickly over the last few years.

The project by Brother and Sister (London) for the Museum of London, utilises augmented reality to composite archival photographs over real word locations via an iPhone application. This has brought historical London to light and encourages users to explore the city and its history in an engaging and immersive way.

This is an interesting example of how The City's many cultural and heritage stories could be revealed without the need for physical clutter like signage.



03
Signage Review
& Recommendations

Identification Signage

Based on the site walkthrough and desktop analysis, the following recommendations have been made for each signage functional typology.

The City only has few examples of welcome and identification signage at gateway locations. Certain identifiable public artworks are associated with town centre gateways and resemble entry to town centres. There is opportunity to create consistent welcome signage at all major gateways.

Recommendations

- Introduce City wide welcome signage at all gateway locations and update existing welcome to be consistent with new signage and branding
- Formalise town centre gateways with complementary signage and wayfinding and collocate with public artwork (i.e. The Beaufort Street Sign in the Beaufort Street Town Centre)
- Integrate signage into existing infrastructure where possible (i.e. banners along Fitzgerald Street and SBR).
- Consolidate signage typologies to only include the necessary signs that can be consistent and used for all purposes.
- Limit the amount of fonts and colours used throughout Vincent to form a harmonious signage and wayfinding language.
- Phase out old signage for new signage as per the wayfinding strategy.
- Potential for investigating dual naming for Vincent within signage and wayfinding, using traditional Whadjuk Noongar place names



01 An old City of Vincent Welcome Sign at the Loftus Street and Leederville Parade intersection. There are only a few examples of these signs in The City



02 Axford Park on SBR acts as a gateway into the Mount Hawthorn Town Centre and holds The City's Anzac Memorial. This would be an opportunity for wayfinding.



03 Old Aberdeen Place is a gateway into the Pickle District and the various art galleries and art installations. There is an opportunity here for signage and wayfinding.



04 The Rosemount Hotel acts as the northern gateway to the North Perth Town Centre. Banners along Fitzgerald Street provide opportunities for welcome signage.



05 The City's Admin Centre and Loftus Centre is a gateway into the Leederville Town Centre. The unique sculpture in Keith Frame Reserve provides an identifiable marker.



06 The Beaufort Street Sign is an iconic artwork that acts as a gateway marker to the Beaufort Street Town Centre.

Vehicular Directional Signage

The majority of signage within The City is designed for vehicles and car parking. These signs vary in design and composition, depending on age. There are also some instances of community destination signage.

Recommendations

- Consolidate the amount of signage typologies to only include the necessary signs that can be consistent and used for all purposes.
- Limit the amount of fonts and colours used throughout The City to form a harmonious sign type for vehicles.
- Install welcome signs suited for both pedestrians and vehicles at major gateways to The City and town centres.
- Prioritise signage for pedestrians over signage for vehicles and parking.
- Integrate pedestrian signage onto existing vehicle signage (particularly on larger poles).
- Phase out old signage for new signage as per the wayfinding strategy.



01 Car parking signage is popular within The City of Vincent, there are many variations of this sign directing cars to City managed car parking areas.



02 Most signage is high on street and lamp posts. There are examples of community destination signs (blue) which differentiates from The City's typical maroon street signage.



03 Mixture of vehicular signage at the intersection of Loftus Street and Leederville Parade. This area is heavily dominated by vehicles. State/National signage also shown.



04 Another variation of car parking signage, which directs vehicles to parking areas with the total amount of bays available.



05 Wayfinding signage to the Loftus Centre located on a power pole at the intersection of Oxford Street and Richmond Street.



06 State directional signage to Perth City via Charles Street.

Cyclist Directional Signage

Due to the lack of direction and information for cyclists, there is an opportunity for cycle wayfinding signage particularly on paving and existing infrastructure (i.e. poles and bollards). This will enable the formalisation of cycling routes. Whilst existing signage provides a consistent language, colour and symbols, identifiable, it appears ad-hoc.

Recommendations

- Consolidate the amount of signage typologies to only include the necessary signs that can be consistent and used for all purposes.
- Limit the amount of fonts and colours used throughout The City to form a harmonious sign type for cyclists.
- Arrows on signage should be used for direction of movement and not to point to various elements (cycle paths, roads, shared paths etc.)
- Formalise key cycle routes within The City via a cycle maps trail that maps out key routes and identify where repair stations are located.
- Continue the investment in Safe Active Streets, but also let people know they exist, by signing them on maps and wayfinding throughout The City.
- Replace faded cycle signage and wayfinding on the paving, and create more paving signage and line-marking along routes so that cyclists do not need to rely on a map.
- Introduce City branded cycling wayfinding which is consistent across The City and easily identifiable.
- Consider integrating recommendations into The City's Bicycle Network Plan.



01 Safe active Streets are marked on road with blue and white paint. These signs not only alert pedestrians and cyclists but also drivers that the road is shared by all users.



02 Main Roads WA cycling signage, showing distance to key destinations. However, no cycle path is marked on road. These signs are not installed by The City.



03 Old pavement signage, allowing for cyclists to ride on the footpath. This type is now redundant as of 2016, now cyclists are allowed to cycle on all paths.



04 The City has multiple bike repair stations scattered along cycle routes and within public open spaces. These provide great incentive for people to cycle.



05 Destination bicycle signage located along major PSP cycle routes (along the freeway in Leederville) to direct cyclists north and south.



06 Signage pointing to the cycle path to guide cyclists to ride within the designated area.

Pedestrian Directional Signage

Pedestrian signage is limited, inconsistent, outdated and sometimes located outside of town centers. Where there are instances of pedestrian wayfinding, language is simple and effective although some pedestrian wayfinding is introduced by private operators. There is an opportunity to create a style unique to The City.

Recommendations

- Consolidate the amount of signage typologies to only include the necessary signs that can be consistent and used for all purposes.
- Limit the amount of fonts and colours used throughout The City to form a harmonious sign type for pedestrians.
- Increase or introduce appropriate signage typologies for different needs (i.e. for pedestrian movement to train stations).
- Prioritise signage for pedestrians over signage for vehicles and parking.
- Formalise key pedestrian routes and trails within The City (cultural walks) via signage. Important for these trails to link up various town centres (if possible).
- Continue the investment in Safe Active Streets, but also let people know they exist, by signing them on maps and wayfinding throughout The City.
- Replace faded, damaged pedestrian signage and wayfinding on the paving.
- Introduce pedestrian wayfinding and signage at all key decision making points as well as gateways to town centres, to connect people to destinations but to also provide stronger connections to other town centres.



01 Pedestrian directional signage to train stations with time in minutes located at the Perth Oval. Wrong form of signage with the use of long cantilevered form.



02 Pedestrian wayfinding exists also to direct people to public amenities, such as toilets.



03 Located at the Loftus Centre Library, pedestrian wayfinding directs people to various buildings within The City's Admin Precinct.



04 Shared paths also feature on paving signage with directional arrows pointing towards the Leederville Town Centre.



05 Walk & Ride This Way wayfinding signage is randomly scattered throughout The City on footpaths. However these have faded and are hard to interpret.



06 Pedestrian wayfinding on ground surfaces. This example formalises the car park connection between Angove and View Streets in North Perth Town Centre.

Regulatory Signage

A significant majority of signage is for regulatory purposes, mainly for on/off street parking. In some instances these are grouped together providing multiple regulations in one location. This is sometimes confusing. There are instances of dog signs and local laws, which are often vandalised or damaged. Different variations represent ad-hoc installation of signage and wayfinding.

Recommendations

- Consolidate the amount of signage typologies to only include the necessary signs that can be consistent and used for all purposes.
- Limit the amount of fonts and colours used throughout The City to form a harmonious sign type for regulations.
- Need to consolidate signage and information and clarify messaging in an easy to understand hierarchy.
- Need for simpler methods to display detailed signage (local laws or dog park locations), and remove/phase out old and damaged signage. QR codes could be used in this instance.
- Prioritise signage for pedestrians over signage for vehicles and parking.
- Integrate pedestrian signage onto existing regulatory signage infrastructure (particularly on larger poles and parking machines).
- Phase out old signage for new signage as per the wayfinding strategy and use QR codes to display detailed information, keeping signage simple and easy to understand.



01 No stopping signs particularly evident in laneways or on verges combined with street/lane signage.



02 Complicated signage groupings provide a variety of parking restrictions sometimes for particular days (events).



03 Residential Parking zone signage adjacent to town centres to alert people that parking permits are required.



04 Ticket parking machines also include signage poles to alert drivers and pedestrians to parking stations.



05 In some open spaces, signage is provided to describe local laws included dog restrictions and fines associated.



06 Variations of car park signage represented through arrival/welcoming signage. Some indicate different messages with variety of fonts, some hard to read (condensed font).

Mapping

Mapping signage within The City is limited. There are only a few located within The City, representing the disconnect between town centres and reliance on mobile phones for directions. Where found, mapping was either in mural form or damaged. Presents an opportunity to introduce a consistent City wide wayfinding mapping system for pedestrians and cyclists.

Recommendations

- Consolidate the amount of signage typologies to only include the necessary signs that can be consistent and used for all purposes.
- Limit the amount of fonts and colours used throughout The City to form a harmonious site.
- Create a consistent City wide wayfinding mapping that includes mapping to help navigate to destinations and other town centres.
- Prioritise signage for pedestrians over signage for vehicles and parking.
- Introduce mapping signage at all key decision points and pedestrian arrival points to town centres to enable connections through town centres as well as to other town centres.
- Identify where bore water irrigation is used within The City to consider where future mapping signage may be affected and weathered.
- Phase out old signage for new signage as per the wayfinding strategy.



01 Art piece at the entrance to the Beatty Park Leisure Centre, which features a condensed/simplified map of The City of Vincent, highlighting various key buildings and landmarks.



02 Charles Veryard Reserve features the mapped Wetland Heritage Trail. The sign, affected by bore water irrigation, features a map of the trail from the Swan River to North Perth.



03 Heritage signage is featured within the pedestrian plaza of the Mezz shopping centre. The map shows the location of key landmarks and historical places.



04 A damaged sign (w/map) with in Robertson Park, detailing the Wetland Heritage Trail which details the location as Lake Henderson with the traditional place name (Boojormelup).

Signage Colour & Layout

Signage throughout The City is varied in style and layout as it has been designed/installed ad-hoc. Hence, the look and feel of signage is dependent on age and period of which they were installed. Some signage has been vandalised or faded. However most signage uses The City's key branding colours (green and maroon).

Recommendations

- Consolidate the amount of signage typologies to only include the necessary signs that can be consistent and used for all purposes.
- Limit the amount of fonts and colours used throughout The City to form a harmonious site.
- Create a unified look and feel for the signage system that includes different signage typologies for all purposes.
- Incorporate and integrate The City's new branding identity into all future signage.
- Replace heritage plaques in The City that have been weathered or damaged, with more robust materials.
- Phase out old signage for new signage as per the wayfinding strategy.



01 An example of an old sign in the North Perth Town Centre, designed similar to Welcome Signage identified.



02 The City maroon is a dominate and consistent colour in street signs throughout The City. They also feature suburb and The City logo.



03 The City has some variations of pedestrian safety signage, to indicate safe zones. The signs are coloured by The City main colours and feature simple language.



04 A damaged/weathered heritage plaque located at Moir Street in Perth, detailing the heritage Award of Distinction for Brookman and Moir Streets which are State Registered.



05 The City has variations of signage within open spaces, dependent on age. Signage is simple and uses contrasted colours.



06 Alternative signs are coloured in The City green, to differentiate with street signs, there are not many of these examples throughout The City.

Passive Wayfinding

Passive wayfinding is treated in a variety of ways, either marker or unmarked. Most wayfinding within The City is passive and determined by footpath locations and/or murals. Some connections are marked by painting on paving and roads (artwork or formal crossings). There is an opportunity for more consistent approaches to passive wayfinding by integrating it into The City's quality footpath environments.

Recommendations

- Consolidate the amount of signage typologies to only include the necessary signs that can be consistent and used for all purposes.
- Limit the amount of fonts and colours used throughout the Vincent to form a harmonious site.
- Leverage The City's extensive public art network and collocate passive wayfinding City wide. This should also be integrated into the various heritage and cultural trails.
- Use passive wayfinding techniques to direct people along desire lines or to key destinations. It generally can direct people in areas where there are no or minimal mapping or active wayfinding (directional arrows).
- Passive wayfinding can formalise informal street crossings (i.e. across main town centre streets) and provide a protected zone for pedestrians within car parks.
- Passive wayfinding can be useful when anchored by public art.
- A greater focus should be placed on passive wayfinding and how this can be enhanced throughout The City.



01 Passive wayfinding in North Perth connecting two streets through a car park. Formalises a key pedestrian desire line connecting destinations.



02 Beaufort Street Town Centre features coloured paving and a spilled paint line which acts as a wayfinding along Beaufort Street and into laneways, the colours continues cross street.



03 The pedestrian plaza in the Mezz shopping centre is not identified by signage but features a quality pedestrian connection between Fairfield and Fitzgerald Streets.



04 Passive wayfinding is also evident in William Street with painted lines connecting murals either side of the street, people informally cross here.



05 A popular pedestrian connection connecting Vincent Street to the Leederville Parade car park, formalised by a crossing through the laneway. The car park is a major arrival point.



06 Wayfinding is limited in the Pickle District but connected by markers on the footpath provide connections along Old Aberdeen Place adjacent to the sculpture walk.

Active Wayfinding

Active wayfinding signage within The City is limited however there are many opportunities to integrate active wayfinding into the town centres. Active wayfinding is best located with gateways and at key pedestrian and cycle arrival points into the town centres.

Recommendations

- Consolidate the amount of signage typologies to only include the necessary signs that can be consistent and used for all purposes.
- Limit the amount of fonts and colours used throughout The City to form a harmonious sign active wayfinding typology.
- Provide directional signage at all main decision points.
- Collocate with town centregateway artwork and public art to direct people and guide them into the town centres.
- Strong emphasis on implementing active wayfinding for key pedestrian and cycle paths to connect town centres together, formalising various trails.



01 Opportunity for active wayfinding signage on SBR in Axford Park or further west towards the car park at Fairfield Street intersection, near artwork.



02 The pedestrian bridge over SBR also provides opportunity for welcome signage for vehicles arriving into the Mount Hawthorn Town Centre.



03 There is no active wayfinding on walkable connections between town centers (particularly Mount Hawthorn to Leederville Town Centre).



04 The Mezz Shopping Centre has its own wayfinding integrated into the paving to direct people up Flinders Street from SBR into the Pedestrian Plaza.



05 The historical precinct in North Perth is a destination, whilst there are makers outside each building, active wayfinding could formalise this and enable better connections.



06 Leederville Town Centre has multiple gateway locations. Active wayfinding is needed and should be collocated with key artwork.

General Recommendations for all Signage

Legibility

- Ensure signage is always free of visual obstruction like overhanging vegetation and street furniture.
- All colours combinations selected for the signage system should achieve a contrast level of 70% and over. Some colours selected for regulatory symbols don't aid legibility of the information.
- Consider the inclusion of wayfinding 'heads-up' maps (these are great aids of navigation) for pedestrian wayfinding signage or consider a digital mapping alternatives (QR Code or AR). Existing signage does not include them so the wayfinding system could benefit from the inclusion of mapping by using these sign typologies at main nodal/ arrival points to ease navigation.
- Consolidate regulatory information into other signage typologies and technologies (QR Code) to avoid signage clutter.
- As a variety of signage throughout Vincent has been designed and installed ad-hoc, a clear and consistent direction on all future signage is required.

Coherence

- Provide directional signage at all main decision points.
- Create a unified look and feel for the signage system that includes different signage typologies for all purposes.
- Provide a clear overview of signage typologies, their use and purpose to facilitate detailed implementation.
- Future signage and wayfinding needs to be cohesive across The City, whilst addressing the individuality and unique character of each town centre. This can be done through the signage hierarchy (primary, secondary, town centre gateway etc.).
- Any name signage for parks should be consistent with the park classification as outlined in the City's Public Open Space Strategy.

Cultural Recognition

- There is a great opportunity to embed The City's Aboriginal Heritage Trail project into the signage and wayfinding strategy and signage design, this would require consultation with the relevant cultural consultant for Wayfinding Strategy process.

- Wayfinding signage should speak to the heritage, movement and place identity collectively, this can be strengthened by formalising heritage, art and key movement (walking, cycling) trails within The City.

Accessibility

- Signage should cater for all, especially those who are new to The City, whilst providing a sense of attachment and belonging to the place.
- All colours combinations selected for the signage system should achieve a contrast level of 70% and over. Some colours selected for regulatory symbols don't aid legibility of the information.

Flexibility

- Flexible signage design can be tailored to suit future investments and opportunities within The City (such as the locations of e-bikes and e-scooters pods and share car pods).
- Create new signage typologies that allow flexibility for different scenarios or needs (Pole mounted panels, wall mounted directional, surface graphics etc).
- Enhance and celebrate passive wayfinding within The City - visual cues enhance wayfinding without need for signage infrastructure.

Amenity

- Increase amenity along key routes between town centres, this includes roads which are identified as key connector but an uncomfortable walking or cycling environment. Higher amenity combined with wayfinding promotes activation and movement.
- Integrate wayfinding into future potential initiatives and works such as reduced road speeds and widened footpaths/ cycle paths.

Maintenance

- Phase out existing and old (worn or damaged) signage once a consistent typology is provided
- Investigate where bore water is used within The City to identify where future signage may be affected by staining.
- Explore a more robust signage materials for heritage plaques, so that they can be replaced over time.

Branding & Identification

- Incorporate and integrate The City's new branding identity into all future signage and wayfinding, including colour, typography and secondary graphics (angles).
- Town centre identifiers should be incorporated into the appropriate signage and wayfinding (colours, materials and form) hierarchy to formalise the identification for each town centre, so that The City can provide future guidance to town teams when collaborating with The City on future works or events.
- Assigning a colour for each town centre could enable the creation of a unique identity for future signage, which can be integrated into signage design. This is to be confirmed with The City's current work with the relevant Town Teams.

Movement

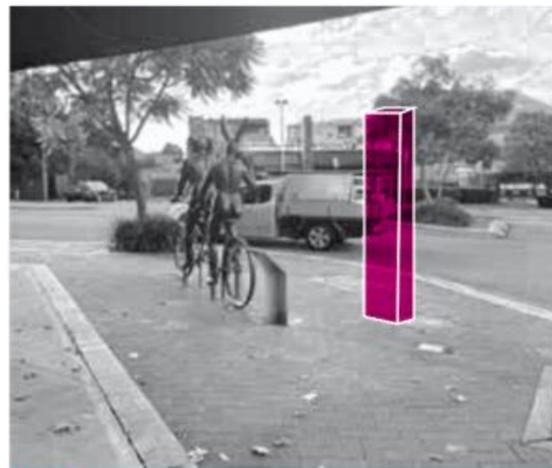
- Formalise walking and cycling trails as an important part of wayfinding within The City, so that they are used not just for events. This will involve integrated the relevant trail information into mapping and wayfinding signage, so that people can access them informally.
- The Vincent Street and Leederville Parade intersection is as prime location for an entry feature into The City as the site identified as a gateway to The City and Leederville Town Centre, and leverage future initiatives to lower vehicle speeds along Leederville Parade. A strong entry feature will help to change driver behaviour and achieve the desired lower vehicle speeds.

Funding & Contribution

- Percent For Art Policy could include contribution to The City's wayfinding and signage program or investigate other ways development can provide contributions to wayfinding and signage within the city (condition Development Applications)..

Signage Opportunities

Below is a summary of potential signage opportunities based on preliminary site analysis and user experience. Majority of signage opportunities can be integrated into existing infrastructure or places which supports a high volume of pedestrian activity. These are general observations and are subject to change as the strategy is developed.



01 Co-located with public art



02 Bus stops at major arrival points



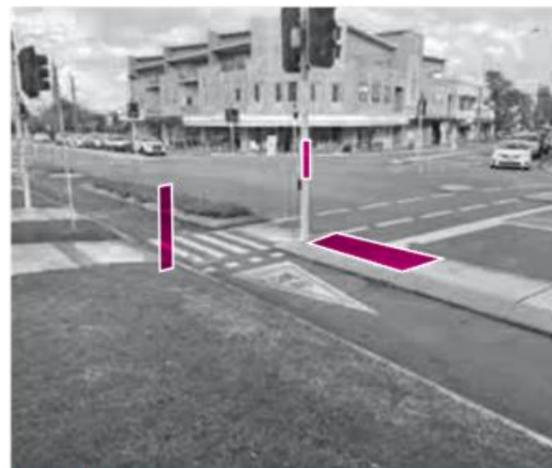
03 Banners and pedestrian overpass bridges



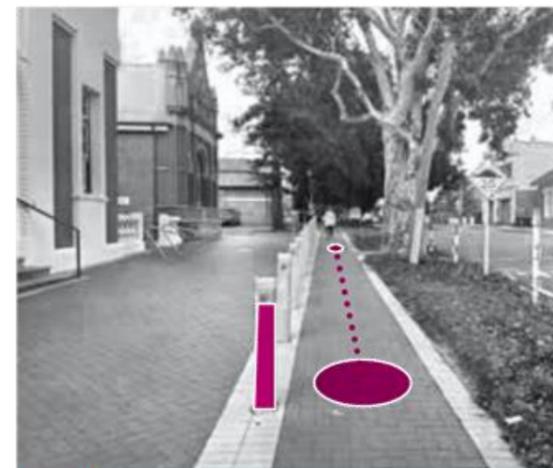
04 Bin covers and electrical transformers



05 Blank walls



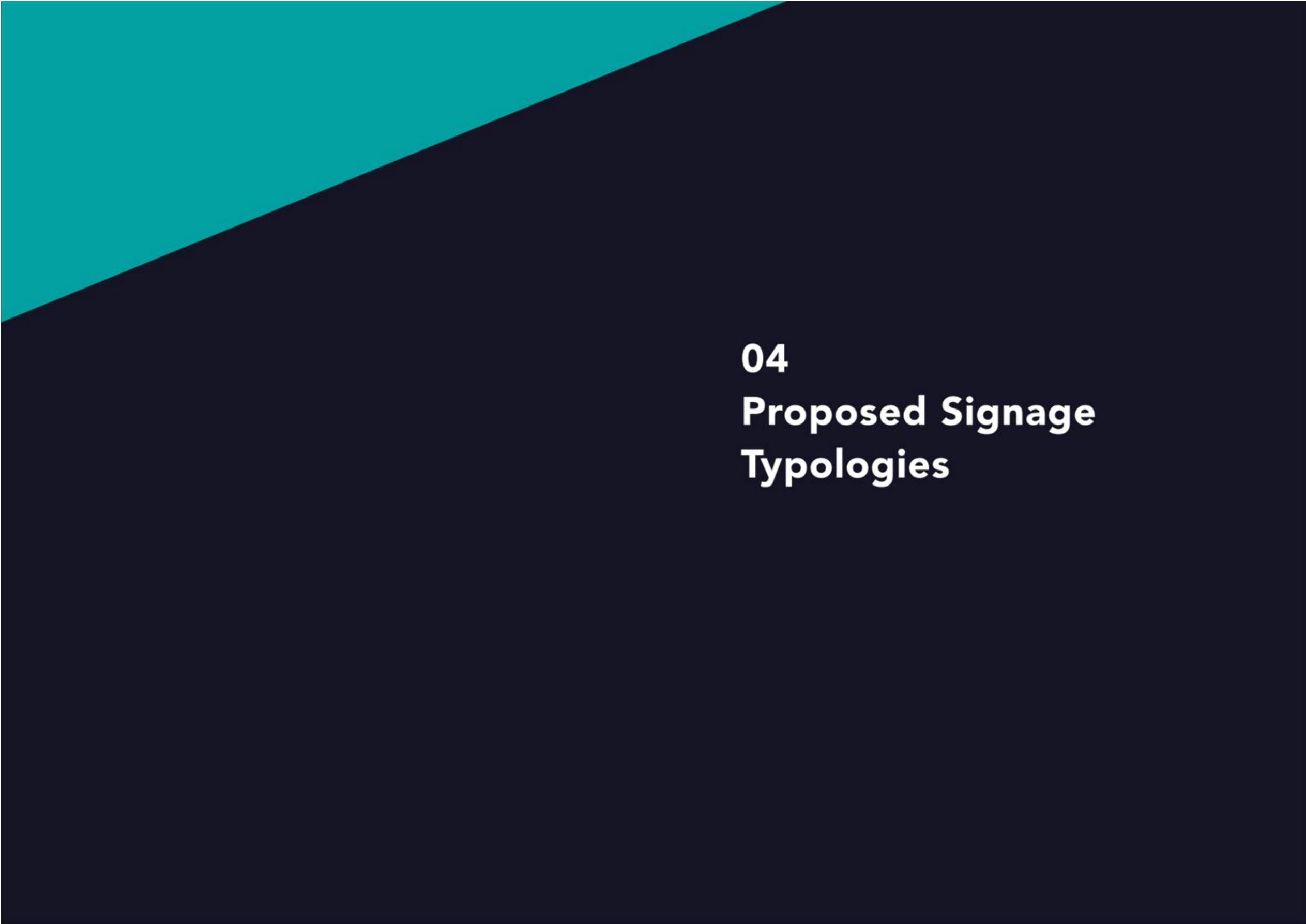
06 Paving and poles (cycle trails)



07 Paving or bollards (pedestrian trails)



08 Lamp posts or poles



04
Proposed Signage
Typologies

Signage Functional Typologies

The City's signage system has been categorised into four sign types based on their primary purpose to aid information hierarchy and content design. It is also possible for signs to be multiple functions at once.

An interpretive layer may be integrated as a fifth sign type into the signage system.

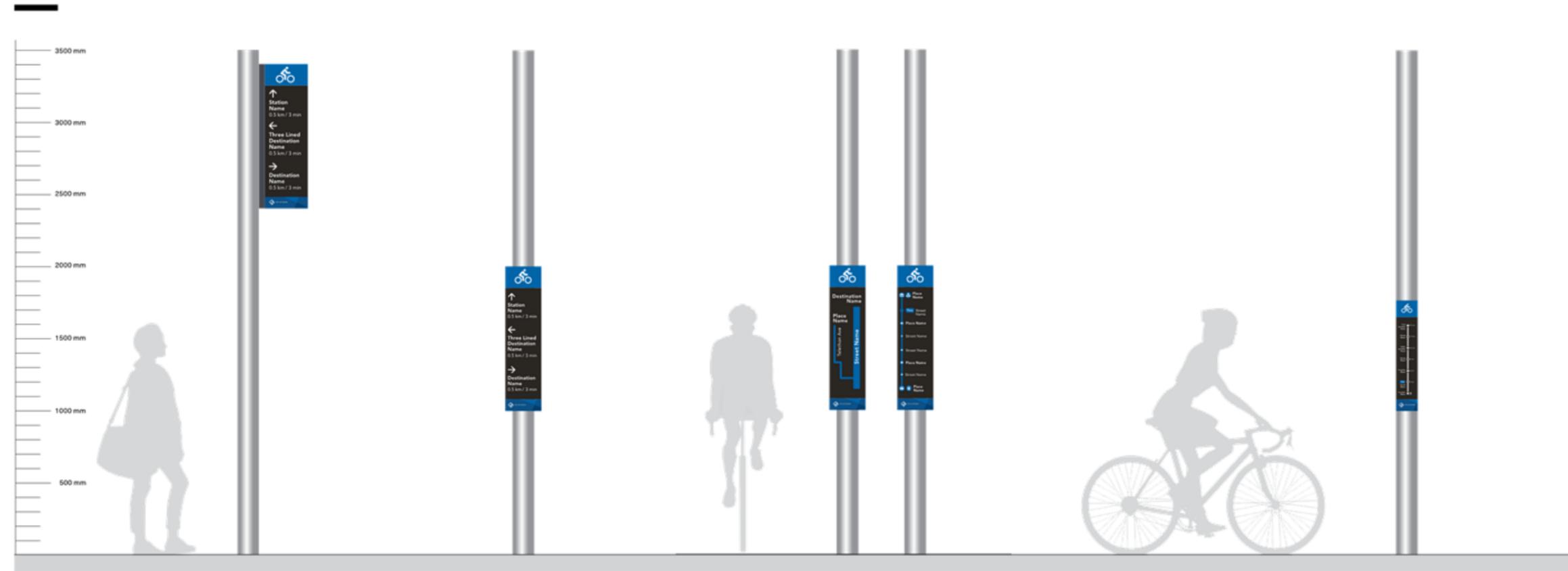


Wayfinding Signage Overview



Code	DR1	DR2	DR3	DR4	DR5	DR6	SG1
Name	Mapped Plinth	Fingerboard	Pole Mounted Directional Box	Pole Mounted Directional Flag	Linear Street Map	Bin Mounted Directional Panel	Surface Graphic
Functional Type	ID + IF + DR	DR	ID + DR	ID + DR	DR + ID	ID + IF + RG	DR + PR
Installation	Freestanding	Pole Mounted	Pole Mounted	Pole Mounted	Pole Wrap	Freestanding	Pavement Marker
Estimated Cost (ex GST)	\$5,000 - \$7,000	\$1,200 - \$1,500	\$1,200	\$800	\$300	\$500	\$200 per square metre
Purpose	To provide users with site identification, local directional information and maps at primary decision points along routes. Regulatory information is also provided to ensure users are aware of surrounding regulations. Mapped panel sign is used in locations where space or traffic levels does not permit a plinth.	To provide users with reassurance and local directional information at secondary/ tertiary decision points along routes.	To provide users with local directional information at secondary decision points along pedestrian routes. It provides pedestrians with reassurance when traveling between mapped signs and destinations	To provide users with local directional information at secondary decision points along pedestrian routes. It provides pedestrians with reassurance when traveling between mapped signs and destinations	To provide reassurance for users location and local linear street navigation with key destinations of interest.	To provide users with local directional information and reassurance.	Can be used for promotional information and to improve visual amenity.
Location	Placed at primary decision points, arrival/ entrance or near entry points to major/ large facilities, open spaces or at car park interfaces.	Placed at intersections and decision points along pathways.	Placed at intersections and decision points along pathways.	Placed at intersections and decision points along pathways.	Placed at secondary decision points along pathways.	Located on council owned bins.	Placed at high traffic areas or lane-ways for pedestrians.

Active Transport Signage Overview



Code	AT1	AT2	AT3	AT4
Name	(Active Transport) Pole Mounted Directional Side	(Active Transport) Pole Mounted Directional	(Active Transport) Pole Mounted Linear Map	(Active Transport) Pole Wrapped Linear Map
Functional Type	DR	DR	DR	DR
Installation	Pole Mounted	Pole Mounted	Pole Mounted	Pole Sticker
Estimated Cost (ex GST)	\$300 - \$400	\$300 - \$400	\$300 - \$400	\$300 - \$400
Purpose	To provide cyclists with directional information at or prior to decision points along cycling routes.	To provide cyclists with directional information at or prior to decision points along cycling routes.	To provide cyclists with directional information at or prior to decision points along cycling routes.	To provide cyclists with directional information at or prior to decision points along cycling routes.
Location	Placed at or prior to intersections and decision points along shared user paths or bike lanes.	Placed at or prior to intersections and decision points along shared user paths or bike lanes.	Placed at or prior to intersections and decision points along shared user paths or bike lanes.	Placed at or prior to intersections and decision points along shared user paths or bike lanes.

Open Space Signage Overview



Code	ID1	ID2	PDR1	PDR2	PDR3
Name	Identification Large	Identification Small	Park Mapped Plinth	Trail Linear Map	Directional Bollard
Functional Type	ID + IF + RG	ID + IF + RG	ID + IF + DR	IF + DR	DR
Installation	Freestanding	Freestanding	Freestanding	Freestanding	Freestanding
Estimated Cost (ex GST)	\$3,000	\$2,500	\$2,000	\$1,800	\$1,200
Purpose	To display the name, function and information of major facilities on arrival and provide key information i.e facilities (BBQ, playground, dog park), regulations, opening hours, facilities available, club or tenant names, etc.	To display the name and regulatory information for small facilities.	To provide users with site identification, local directional information and maps at primary decision points along routes. Regulatory information is also provided to ensure users are aware of surrounding regulations. Mapped panel sign is used in locations where space or traffic levels does not permit a plinth.	To provide reassurance for users along coastal trails by providing local linear navigation including key destinations of interest.	To provide users with reassurance and local directional information at tertiary decision points along routes.
Location	At garden beds near arrival points/entries to large or highly visited facilities or on high speed traffic roads.	At garden beds near arrival points/entries to small or infrequently visit facilities.	Placed at primary decision points, arrival/entrance or near entry points to major/large facilities, open spaces or at car park interfaces.	Placed at key entrances to trails.	Placed at minor decision points along pathways.

Open Space Signage Overview



Code	RG1	RG2	TW1
Name	Regulatory Bollard	Pole Mounted Regulatory	Temporary Works
Functional Type	RG	RG	IF
Installation	Freestanding	Freestanding / Pole / Surface Mounted	Surface Mounted
Estimated Cost (ex GST)	\$1,200	\$500	\$200
Purpose	Communication of public regulatory laws that apply in a specific area. i.e. No Skating, No Cycling, No Smoking, etc.	Communication of public regulatory laws that apply in a specific area. i.e. No Skating, No Cycling, No Smoking, etc.	To provide users with information about temporary works been undertaken and regulations relevant to the site.
Location	At entrances or near entrances to facilities that require localised regulations	At entrances or near entrances to facilities that require localised regulations	At enclosures of temporary work sites

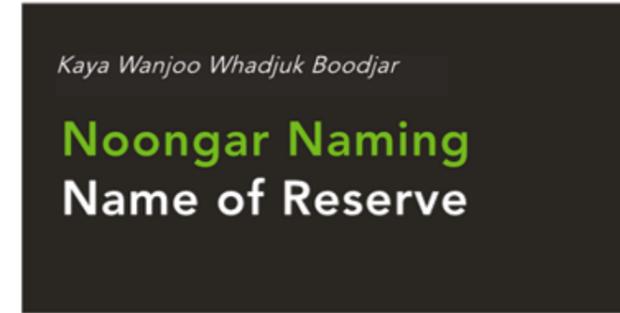
ID1 ALTERNATIVES



SINGLE LINE WITH SINGLE LANGUAGE OPTION



TWO LINED SINGLE LANGUAGE OPTION



DUAL NAMING OPPORTUNITY FOR OPEN SPACES / RESERVES.

SIGN TYPE

ID1
Identification Large

• Options

ID1 BASE PLATE ALTERNATIVES



72 STANDARD OPEN SPACE LAYOUT



ARTWORK INTEGRATION



Content shown on open space signage is indicative only. All content should be specific for each site



Opportunity for emerging Noongar artist work. Process Bridya Elders led in collaboration with the City.

Art Opportunity

The Bridya Elders supported the possibility of art at the base of the signage panels having emerging Noongar artists. They outlined the process must be Elders-led; this involves reviewing, selecting and briefing the artists in collaboration with the City.

The Bridya Elders are essential in telling the artist(s) what stories are appropriate for their art and the place. This art project provides an opportunity to add a rich-layer to Vincent to celebrate place and Noongar culture.

1. Messaging indicative only.
2. All measurements are in millimetres.
3. Mounting details indicative only, to be reviewed by signage contractor.
4. All locations are approximate and should be used as a guide only. Existing conditions shall be checked and verified by signage contractor before proceeding with the work.
5. Final position to be set-out on site and signed off by place planner or landscape architect.
6. All fixings to be concealed, fixings should not overlap with artwork.
7. All outdoor signage should have clear UV and anti graffiti coating.
8. All signage to have clear protective coating (satin) unless otherwise specified.
9. Structure and fixings subject to contractors engineering specifications.
10. Anti-theft bolts / screws to be specified by signage contractor.

ASPECT Studios

Context Map Standards

Reference maps should go together with Heads-Up maps to provide context and connection to surrounding suburbs/destinations, it enables the viewer to understand their location within the larger context of the city. Their level of detail should be simple and clear.

Context maps or reference maps are generally used on the following signage typologies:

- Urban mapped plinths
- Wall mounted panels with maps
- Park entry plinths

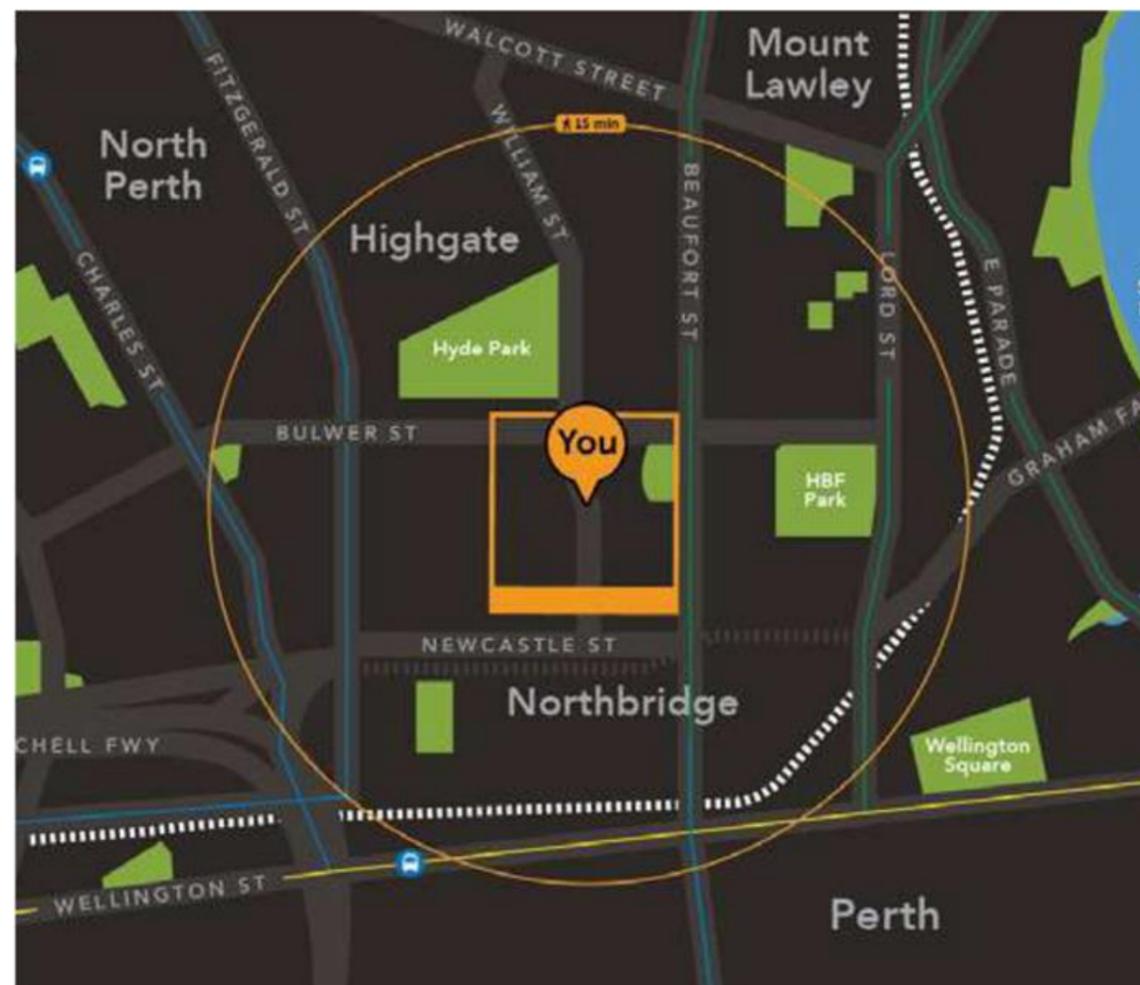
Information to be provided

- Streets positioning and naming
- Suburbs
- Key Landmarks, parks and water bodies
- Public transport routes

Design Elements

1. "You are here" area box: it indicates the area displayed by the heads-Up maps.
2. Walking distance circumferences: the "You are Here" symbol could be accompanied by reference distances of 15 and 30 min from its center. This provides the user an idea of other facilities near by.

William Street /



Mapping look and feel (not to scale)



Example of mapping on PDR1 Parklands plinth

Heads-Up Map Standards (Town Centre)

The following heads-up map is a guide only for the look and feel of maps to be used on signage across the City. For Heads-up maps, streets or pathways should be aligned to the position the user is facing.

Heads-Up maps are generally used on the following signage typologies:

- Urban and narrow plinths
- Park entry plinths
- Wall mounted panels with maps
- Large/complex facility plinths

Information to be provided

- Streets positioning and naming.
- Retail precincts, parks, landmarks and key facilities.(toilets, playgrounds, ovals, sports courts, library, public pools, barbecues, water fountains and main tourist attractions).
- Accessible features of a place.
- Share pathways and major walking paths within open spaces and connections to adjacent destinations including pedestrian links accessible during business hours.
- Dog-friendly areas, feature gardens, lakes/wetlands, main beaches, lookouts and other areas of importance.
- Car parks and public transport networks and stops
- Walking distances and times.

Design Elements

1. Heads-Up map area: Generally defined by a 500m² to 800m² radius of the sign location or the size of a facility/open space, with text sized to be read from close up.
2. Cardinal directions: Position the map in the direction the user is facing using a north symbol for reference.
3. Legend: Only include symbols shown in the sign.
4. "You Are Here" symbol (location of user): Usually centered or approximately 1/4 from the bottom of the map. Place 5 and/or 10 min walking circumferences from its center.
5. Pictograms: Internationally recognise pictograms to identify destinations and facilities.
6. Places of Interest: Any site of interest within the area.
7. Peripheral destinations: Include in the perimeter of the map relevant destinations not covered in the area. Place next to best connecting route and include walking time from sign location. Refer to section 'Time & Distance'.

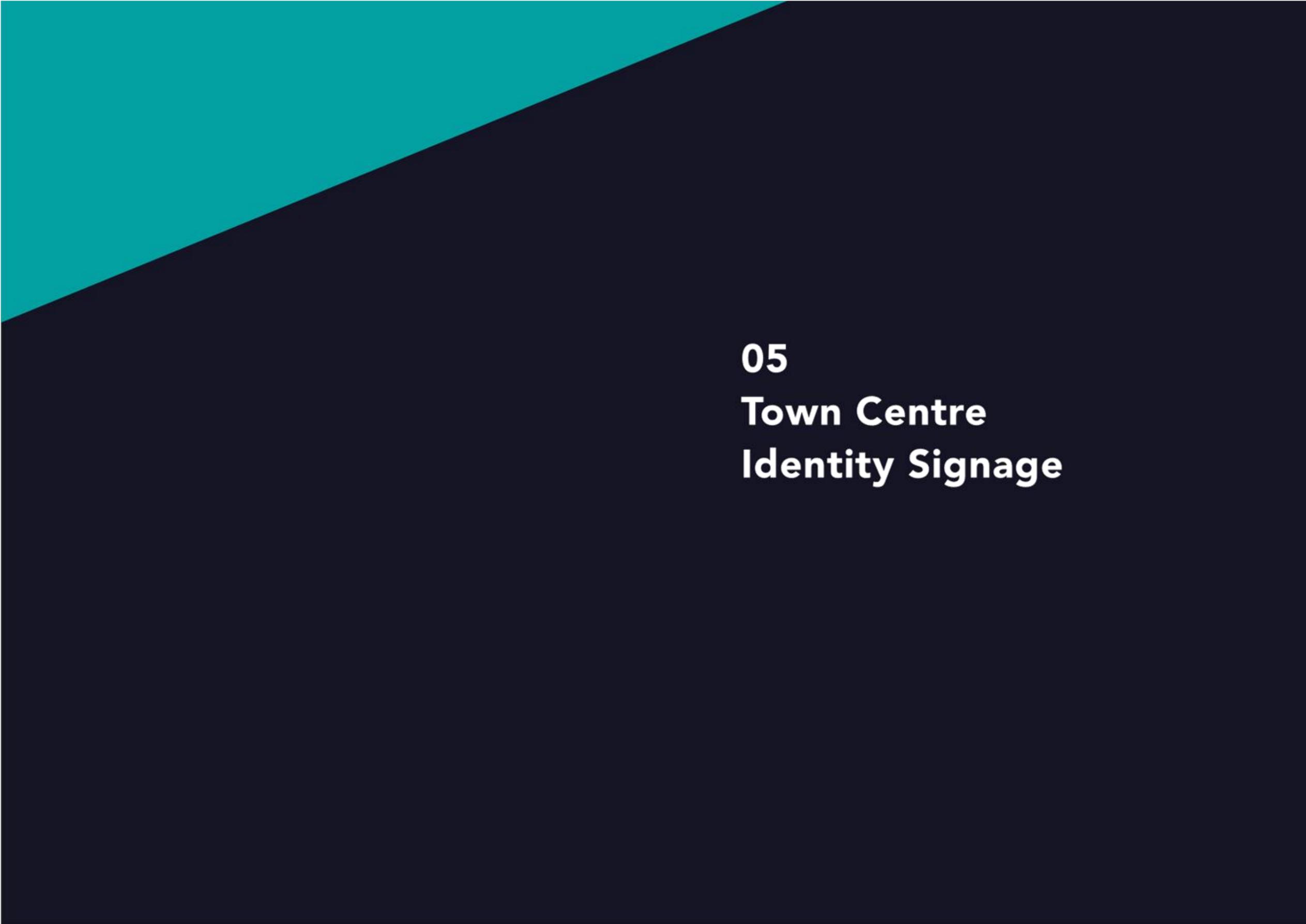
William Street



Mapping look and feel (not to scale)



Example of mapping on PDR1 Parklands plinth



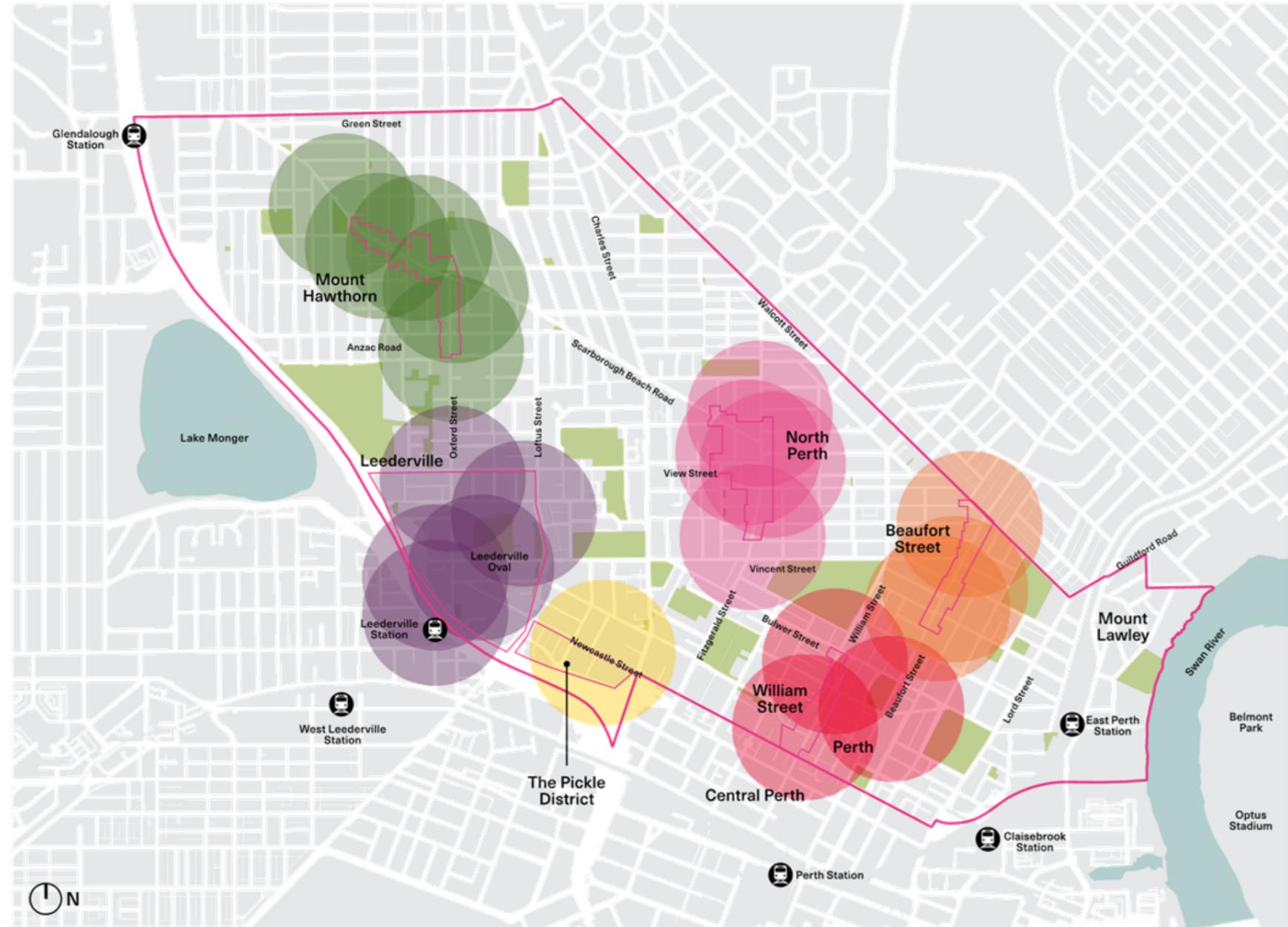
05
Town Centre
Identity Signage

Town Centre Identity Catchments

The adjacent map should be used as a guide when deciding on the colour that is to be used when placing new signage within town centres. This is to be used as a guide only, there may be situations where signs may extend out of the pedestrian catchments.

Each town centre has been assigned an identifying colour that aligns with the place and the City's style guide. Further to this, the colours used have considered the signage systems used by surrounding Local Governments. The use of red for William Street not only reflects the existing infrastructure and culture but also the colour identifier used by the City of Perth.

KEY	
	400m Pedestrian Catchment
	Train Station
	City Boundary
	Mount Hawthorn
	Leederville
	The Pickle District
	North Perth
	William Street
	Beaufort Street



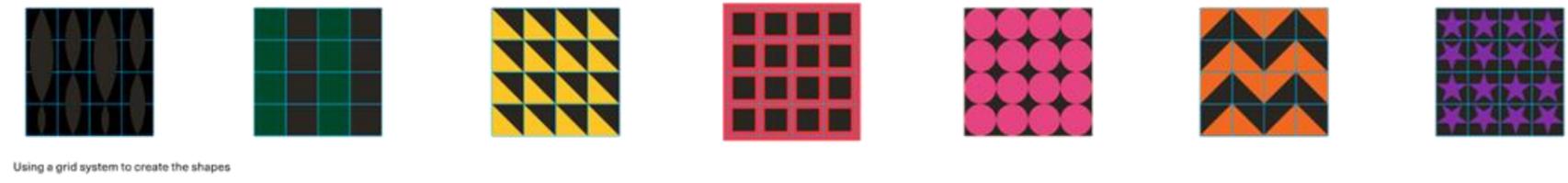
Town Centre Graphical Elements

The signage for each town centre is represented by a unique pattern and colour. This is inspired by local buildings and landmarks within their boundaries, and by conversations with those who use the space about what each town centre means to them.

Each placemaking element is graphically abstracted, creating a striking new pattern that will become an integral part of the specific town centre's 'look and feel', adding to the wayfinding experience and enhancing the sense of place. For example, the industrial warehouse built form of the Pickle District has been captured through a sawtooth geometric pattern. Each town centre has been assigned an identifying colour that aligns with the place and the City's style guide. Further to this, the colours used have considered the signage systems used by surrounding Local Governments. The use of red for William Street not only reflects the existing infrastructure and culture but also the colour identifier used by the City of Perth.



Carnaby's Cockatoo designs are indicative only and may need further development once an option is chosen on the following page



Town Centre Identity Palette

The City of Vincent Signage family has been designed as a system to provide consistency and longevity.

Consistency:

The form, structure, typography, colours and graphic elements remain consistent across all sign types. This enables economies of scale in design and manufacturing. It means new sign designs are not required each time, and production methods remain the same across the suite in ensuring that design and production costs are reduced.

Consistency also helps in terms of communicating to the public. Visitors to the City will be able to identify the signs as being part of the same suite, uniting all suburbs together. It also provides a clear, consistent visual language and physical form for all signed locations.

Customisation:

An important part of the City of Vincent Signage system is the allowance for each Town Centres to be identified by a different colour and/or material.

Each sign is designed to accommodate this change in colour, thereby ensuring both consistency and customisation are achieved within the one system.

Outside Town Centres Strategy

There may be situations where a mapped plinth will be implemented that is outside of a town centre catchment. This should be shown as a base charcoal sign as shown in the adjacent diagram.

Colour Identity Palette



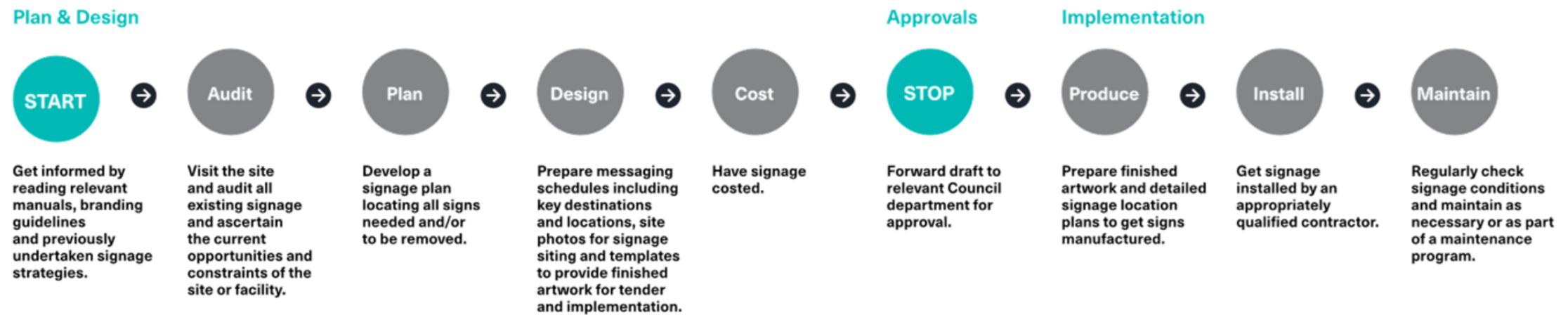
Example of Town Centre colour palette applied to DR1



06
Signage
Implementation

General Process for the Creation of Signage

The following diagram is a useful overview of the signage planning, design and implementation process. It outlines the key stages and approval points and should be used as a guide for those involved with signage.



Sign Planning

Creating a signage plan can seem like a major task, so it's one that may need to be done as a team. It will need to consider the location, type, siting and orientation of each sign, as well as the information to be displayed on each sign.

Once created, a signage plan is an ongoing tool to help manage existing signage assets and future signage needs. It is used as a document to return to for clarification, further adjustment and consolidation when budgeting for, implementing and maintaining signage across a municipality.

What is a signage plan?

A signage plan is simply the collation of all the existing signs in a site (the signage audit), plus a list of all the new signs to be installed (signage inventory) and signs to be removed, in order to achieve a desired outcome (i.e. aid site navigation for users).

It is the master plan for where you are now to where you want to get to. It is usually presented on a site plan, showing the location and orientation of existing and new signage, an accompanying signage audit and inventory spreadsheets summarising existing signage and future needs. A signage plan should always be prepared within the context of an overall wayfinding strategy for a particular area.

Once a sign plan has been prepared, reviewed and approved, it can be used to estimate costs and to draw up a works program. It can also form the basis of a strategic asset management program. It is a guide for sign production and future maintenance, and can be referred to regularly, especially when developing a signage strategy that may be implemented over a number of years.

Considerations when planning

There are a number of considerations that need to be taken into account before preparing your plan. Determining the right sign for the right location requires an understanding of the hierarchy of sign types in the signage family, their purpose and when to use them.

The fundamental principle to apply when developing a signage plan is 'less is more'. Of course, if a sign is necessary to meet the needs of the user or a facility, or help mitigate a particular risk, it needs to be included. Generally though, the number of signs in a plan must be kept to a minimum

Do you need a sign?

One of the first considerations should be whether a sign is needed at all, or if there is a better way to communicate to the audience (i.e. via Council's website so visitors 'know before they go')? The principles outlined under 'Visual impact' in 'The right sign for the right site' section of this manual need to be applied to avoid cluttering the open spaces and the public realm.

Remember these key principles

- Consider the site level of service (LOS) or heritage value when determining the types of signage needed.
- Avoid over signing or signage clutter. This may require the removal of existing signs.
- Eliminate repetition.
- Maintain consistency.
- Ensure the duty of care is fulfilled with regard to risk and regulatory signage.
- Use approved symbols where possible to reduce the quantity of text on a sign. This also helps to communicate to the widest possible audience.
- Avoid complex information, reduce words and create concise positive messages.
- Consider whether the level of signage in the site is appropriate to the level of service required. Think about the broader region and state wide priorities for investment in infrastructure.

Considerations when Planning

Consider the needs of the visitors (visitor analysis)

- Think about the attractions visitors have come to experience, and how signage can help them to safely enjoy these sites and facilities, as well as understand the environmental, cultural and heritage values of the site.
- Make sure clear directional signage is placed at decision points so visitors who may be unfamiliar with the area can orientate themselves.
- Too much signage can overwhelm and confuse visitors, and your messages are unlikely to be read. Keep it simple, and consolidate signs where possible. Remove old and unnecessary signs.
- Use the information provided in 'The right sign for the right site' section of this document to make sure you select and site signs that are legible, accessible and visible for visitors and their specific needs.

Consider the needs of your partners (stakeholder engagement)

Some sites will have a number of partners who contribute to its management and should be engaged in the sign planning process.

— Traditional Owners

Engaging the Traditional Owners of the land on which a site is located in order to seek ideas and input is an important part of the development of parks and public realm infrastructure.

For signage, appropriate acknowledgment of Country is required on entry signage and appropriate interpretation about Country and Ancestral Stories should be developed in collaboration with the Bridyas Elders Group via first the Community Development Reconciliation officer at the City.

For parks that are under the care and control of co-management boards, the board has responsibility for delivering park and open space signage (including planning, designing, manufacturing, installing and maintaining signage, as well as all approvals).

Consider the needs of your site (site assessment)

- Identify main entry points to the site.
- Identify key attractions (e.g. landmarks) and facilities (e.g. toilets, picnic areas) for visitors. Consider where signage should be placed to best communicate the location of these attractions and facilities.
- Identify all of the regulatory messages relevant to your site. Prohibitive regulatory signs should only be used if they can be enforced under the relevant legislation/regulations.
- Identify all of the risk/regulatory/warning messages within your site.
- Identify all of the site's management messages within your site. This can include opening hours, specific parking regulations or other site specific information.
- Consider if the services the site provides will change in the near future and ensure the longevity of the signage is appropriate.
- Position regulatory and risk signage at action points to allow visitors time to react to the warning. Ensure that signs allow the observer time to read before reaching a point of decision or hazard.
- Remember that a sign itself may be a hazard. Place signs so that they do not obscure hazards or distract the viewer during hazardous situations. For example, it is often unwise to place signs on or before corners, or in blind spots on a road/trail.
- Consider ongoing maintenance, including budgets for maintenance and replacement. Sign reduction and consolidation can help to reduce these ongoing costs.
- Consider what budget is available for signage. For example, it can be a good opportunity to refresh site signage as part of larger visitor facility upgrade project.
- Prepare a timeline for the development and production of the signage.

Priority Areas

- Priority areas will be coordinated to align with future new projects and with key areas that will enhance the user journey and overall active transport network across the municipality.

Creating a Signage Plan

Start by creating a conceptual and schematic plan and sketch out the location of signs you think you may need. Building this holistic picture of the site will help you gain an understanding of costs and will enable you to prioritise your signage needs.

1. Gathering of Key Information

- An aerial image or map of the entire site at a sufficient scale to locate signs accurately.
- Digital photos of existing signs and proposed locations for new signs to help when locating and installing signs.
- An understanding of the visitors' needs and what they will be experiencing.
- An understanding of all the facilities and destinations within the site.
- An audit of all existing signage within the site. Record their location, orientation, type, content and consider recording their age and condition.
- Copies of the Signage Typology Overview.
- This guideline to refer to the wayfinding principles and other reference materials.

2. Conduct a signage audit

- Begin by mapping out all existing signage on the aerial image/map, using an arrow to indicate the direction they face, and giving each sign a reference number. Properly assess the location, orientation, dimensions and condition of each sign. Take digital photos of each sign during the site visit, as it is an important way of recording relevant information.
- Record all the signs at the site in a signage audit spreadsheet, using the corresponding reference number marked on your map

3. Develop the new signage inventory

- Using all the factors you have considered and the guidelines outlined in this document, select the signage from the catalogue that will achieve the stated objective for the site.
- Identify shortfalls and opportunities for consolidation, as well as possibilities to update damaged or out of date information on signs.
- Make the necessary changes to your aerial image/ map to include the additional signage and indicate signage to be removed (it may be easier to do this on a separate map). You may need to visit the location of the proposed signage to record the relevant information and take photos.
- Record in messaging schedule spreadsheet the new signs to be installed with their proposed content and whether the existing signs are to be removed or are staying in place.
- With extensive signage changes, it is advised to obtain the services of a signage consultant.

4. Consultation

It is important to engage with key stakeholders within the Council departments including but not limited to:

- Community Development Reconciliation
- The Marketing and Partnership
- Policy and Place
- Infrastructure and Engineering
- Engineering and Design
- Parks Manager
- Public Health
- Asset Management

5. Documentation

At the end of the process you should have two documents:

- A site plan showing the proposed location of all signs clearly located and coded. Keep annotations on plans simple and clear. Create a system that works for you and others who may have to interpret the plan in the future.
- A corresponding signage messaging schedule. This document will contain all the relevant signage information including the proposed sign code and type. Include an audit of existing signage, its age, state and relevance.

Signage Approvals

To ensure a smooth approval process, collate all the necessary information and documentation, including cost estimates.

The Landscape Architect within Policy and Place will coordinate the application process for new and replacement of Council signage. All signage will need to be approved by both the Marketing and Partnership and Infrastructure Departments using the process outlined.

All signage on Crown land will need principal approval.

Application

Once the signage plan and the content for each sign have been prepared, this information must be provided to Marketing and Communications for review and approval.

Review

The Marketing and Partnerships review will focus on the signage content to ensure that the information and names are correct and that the principles and guidance provided in this plan has been followed. The Infrastructure & Environment review will focus on the signage plan to ensure that each sign is appropriately located (i.e. visible, doesn't create a physical barrier).

The Policy and Place **landscape architect** is the signage coordinator, and their role involves coordinating and seeking advice from the other Council departments. In summary, but not limited to, the signage coordinator should be liaising with the following department:

Community Development Advisor, Reconciliation review signage and check that Bridya Elders have approved signage acknowledgment of Country and any interpretation about Country and Ancestral Stories has been developed in collaboration with the Traditional Owners. Please note signage has been designed so that they can be updated as The Elders approve Noongar names.

The Marketing and Partnership review will focus on the signage content to ensure that the information and names are correct and that this plan's design principles and guidelines have been followed.

Policy and Place review of the signage information and placement to ensure the correct sign is selected and that it enhances the visitor's experience at the town centres, parks and surrounding areas.

Infrastructure and Engineering will focus on the signage plan to ensure that each sign is appropriately located (i.e. visible, does not create a physical barrier etc.).

Engineering Design will review from a construction perspective i.e. will the sign conflict with services, does the sign need engineering, will there need to be traffic management during installations, do any stakeholders need to be notified and are there any future works in the areas that will damage the sign etc.

The Manager of Parks will review from an asset and maintenance perspective. In addition, they will advise if they are too close to trees or if an arborist is required.

Senior Public Health Officer will ensure that the advertising content on bus shelters aligns with the City's policies, plans and strategies including prohibiting 'unhealthy advertising'. The officer will liaise closely with the Infrastructure and Engineering team who manages the Bus Shelter Contract for the City.

Asset Management will be notified so that the sign can be added to the asset database.

The **signage coordinator** will refer to the following departments for advice when the signage is located within:

Heritage

Proposed new signage to heritage buildings will require approval from Heritage Specialists in Planning Assessments and may need to be understood in context of any conservation management plans or heritage interpretation plans/strategies and their recommendations.

Approvals

If signage location falls under Crown land, a development application with DPLH must be obtained. Where possible locate council signage on council land.

If a DA is required (a Development Application for external signage) ensure DA documentation is ready for approval and obtain owner's consent from City Properties.

	Departments for advice					
	A road reserve	Path or cycle path	Park or open space	Town Centre	Building	Bus stop
Community Development Advisor, Reconciliation	✓	✓	✓	✓	✓	✓
Policy and Place	✓	✓	✓	✓	✓	✓
Infrastructure and Engineering	✓	✓	✓	✓	✗	✗
Engineering Design	✓	✓	✓	✓	✗	✗
Manager of Parks	✓	✓	✓	✓	✗	✗
Public Health Officer	✗	✗	✗	✗	✗	✓
The department responsible for the site or building	✗	✗	✗	✗	✓	✗
Building and Asset Management	✓	✓	✓	✓	✓	✓

Signage Production

Preferred suppliers will require detailed instructions and all relevant documentation to fulfill the package of signs in a timely and efficient manner.

Engage with signage supplier/fabricator

Finding a suitable signage supplier/fabricator is an important first step in the production process:

- Contact your preferred supplier or fabricator.
- Communicate your needs using your sign schedule as a guide.
- Ensure your supplier understands your needs, timings and deliverables.
- Make sure you feel confident that they can service your needs.

Key information you will require from them

A quote to undertake the production and installation of your signage package.

- A program to undertake the work.

Finished artwork

When you are ready to commence the production of your signage package:

- Provide all the relevant files, templates and documentation to the supplier/fabricator.
- Provide digital photos of proposed locations to help with installing and locating signage.
- Ensure all finished artwork has been checked internally by at least two people.
- Ensure the supplier/fabricator provides test prints of the finished art prior to production commencing.
- Fabricators should provide shop drawings for all signs especially unique or bespoke elements prior to fabrication.

Specifications

Ensure exact printing specifications and material requirements have been organised.

- A diamond grade vinyl film can be used to allow for information revealed as white to be reflective in low light areas where a bicycle or car light may be the only source of light (eg. Suburb Identification signs)
- All outdoor signage should have a clear UV and protective coating (satin) that is graffiti / vandalism resistant.

Inspections

During production it is advised that an inspection of the signage elements should be undertaken to ensure the suitability of the production process, finishes and construction detailing.

Proprietary Items

There are a number of proprietary items recommended within the facility Signage family.

They have been chosen as an integrated, best fit, ready to go option for certain signage options and have been identified as effective and expedient to implement.

The guidelines provide the general requirements as these items can be sourced through multiple suppliers and may vary slightly from product to product. Refer to the suppliers specifications for materials, finishes, preparation of art work, set-outs, installation and warranties.

You may be required to refer to a structural engineer if you are attaching heavy items to buildings.

Planning for Open Spaces

Before deciding what signage to use for open spaces, it is important to consider the size, purpose and location of the open space to determine the appropriate identification signage.

This matrix should only be used as starting point and is only the minimum required signage. Certain locations may require more or less signs as this is a situational and flexible module.

* Not every sign type listed needs to be used within a site. This list shows the possibility for what signs may be used.

Open Space Type	Size	Function and facilities	Accessibility	Who is the Open Space for?	Identification Signage	Directional Signage	Regulatory Signage
District Park	Greater than 5 hectares	Recreational, facilities (BBQ, furniture, shade structures, playgrounds), toilets, informal/formal sports areas/facilities and Landscaped areas	Accessible by public transport and has car parking. Pedestrian and cycleways	Individuals, groups, families and communities	ID1, ID2	PDR1, PDR3	RG1, RG2
Neighbourhood Park	Up to 5 hectares	Serves a cluster of suburbs. Playground facilities toilets, picnic and visitor facilities. Sports field, formal and informal recreational areas.	Accessible to bus routes, limited parking areas. Pedestrian and cycleways	Individuals, groups, families and communities	ID2	PDR1, PDR3	RG1, RG2
Local Park	0.5 – 3 hectares	Serves a cluster of suburbs. Landscaping, natural shade, park benches and playground.	On street parking	Individuals, groups and families	ID2		RG1
Pocket Park	0.25 –1 hectare	Local area – 5 minute walk from most households. Seating, informal play/play equipment and passive recreational areas		Individuals, groups and families	ID2		RG1
Linear Park/ Drainage Reserve		Drainage function, can also be pathways for pedestrians and cyclists. Basic exercise equipment		Individuals		PDR2, PDR3	
Natural Areas (Council Owned)	No size criteria	Biodiversity and landscape values. Passive retraction infrastructure, picnic facilities and playgrounds		Individuals groups and families		PDR1, PDR3	RG1, RG2



07
**Typical Signage
Placement &
Principles**

Planning Signage & Locations

Signage location and size should be considered carefully in the planning process to aid site navigation by users of all abilities.

During every journey a user will come to a point where they need to decide on the next direction for their journey. This is called a decision point.

A good wayfinding system should indicate, at every decision point, where to go next to reach the destination.

Pedestrians

Key placement principles for pedestrian signage:

- Mapped plinths with 500m maps should be placed at key decision points or high traffic routes (i.e. Transit hubs, central market, retail precincts, etc).
- Mapped plinths should be placed at intervals that provide an overlap with other corresponding maps.
- Multi-directional signage should be provided at key route decision points.
- Consistent and predictable placement of all signage to build assurance for users.
- Co-locate signs to existing street infrastructure where possible to mitigate visual and physical clutter.
- Use appropriate scaled signage where space is an issue (eg. surface graphics, co-located panels).

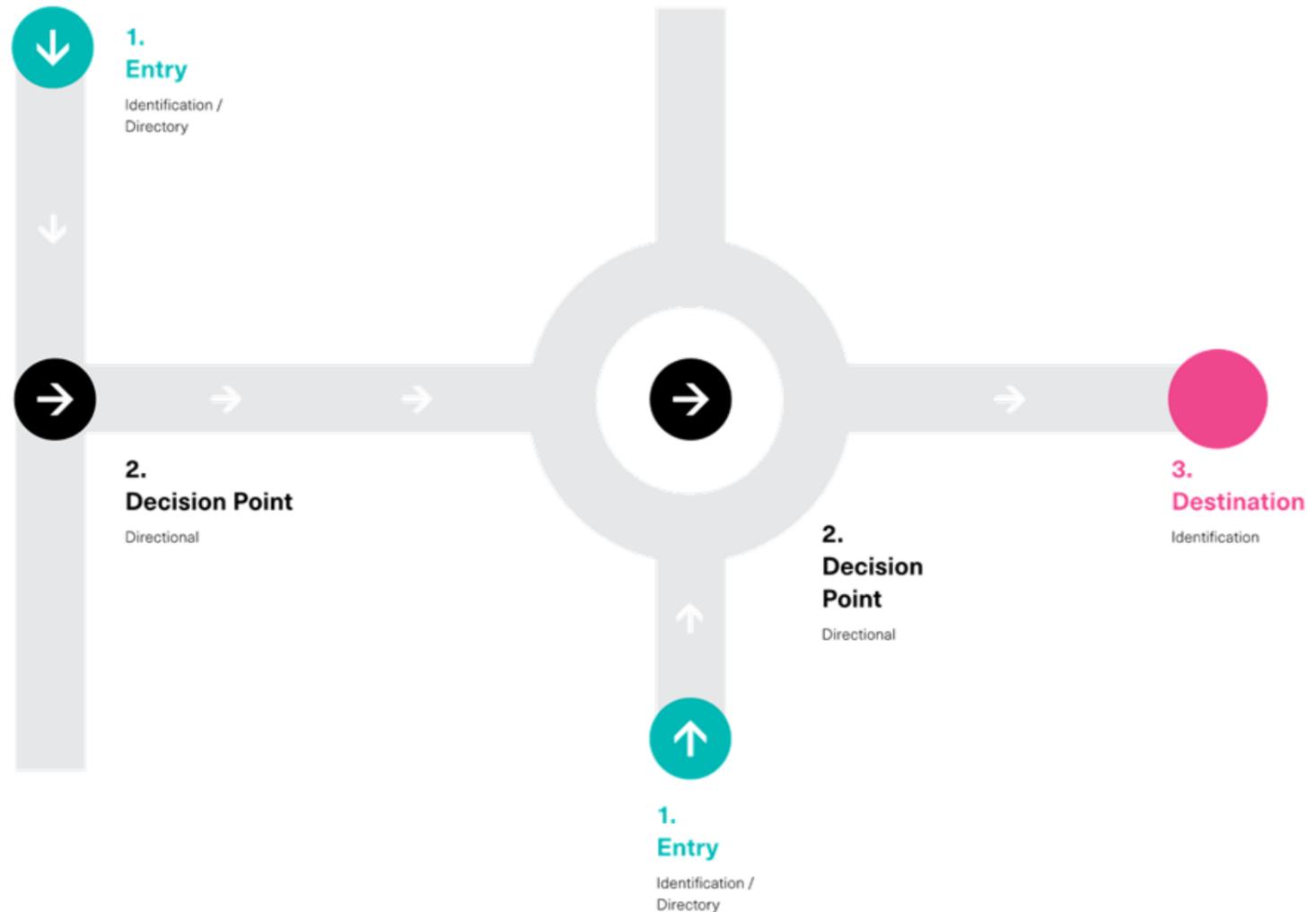
Cyclists

Cyclists needs should be considered when route planning, to identify the types of signs required and where they should be located.

Cyclists generally prefer not to stop, are traveling at faster speeds and need to make decisions quicker than a pedestrian.

These factors inform the placement, type, size and amount of information displayed on cyclist signage including:

- Larger text size and directional arrow.
- Colour blue as a distinct cyclist identifier.
- Time and distance information.
- Overly simplified maps to illustrate upcoming changes in the route or complex intersections.
- On traffic lights or intersections where cyclist might be required to stop and wait, they can benefit from surface graphics with directional information.
- Bike routes identification signs.
- Siting signage to allow cyclists ample time for decision making at speed. This could take the form of mid-block directional signage placed before arriving at an intersection.



Principles of Placement

To aid accessibility and legibility for users of all abilities it is important to consider the following

1 Identify the areas where signage is needed

Consider the following:

- Where would people need information? (i.e. where are the logical information or decision points on people’s journey past or through the site? Or through the public space?).
- Where would people expect information? (People expect to see signs in busy areas, especially those with a lot of foot traffic, e.g. major intersections and local attractions).
- Will the key audience for the sign be people on foot, by bike or by motor vehicle? This affects the speed at which the signs will be viewed and by extension where the sign should be located.
- How would the sign – and the information it supplies – relate to other signs nearby? (i.e. existing signs and/or others being installed at the same time). Providing too much signage can be confusing for people.

2 Find the best location in those areas

Identify a position for the sign that will mean it is:

- Obvious to the audience and has a high visual impact but does not dominate the surrounding area.
- Free of visual obstruction for the sight-lines of your audience (e.g. for a sign with pedestrians as the audience, make sure that there it can clearly be read from the nearby footpath).
- As clear as possible of unrelated signage (obsolete or redundant Council signage should be removed, but other signage e.g. local business etc. may still be present) that may detract from the information provided or lead to confusion.
- Situated at appropriate heights and locations to allow for users of varying abilities to approach and freely navigate to and around the signage (in some cases slight changes to the orientation may help avoid creating an obstacle without compromising the visibility of the sign).
- As clear as possible of physical obstructions like overhanging vegetation and street furniture.

Factors to consider

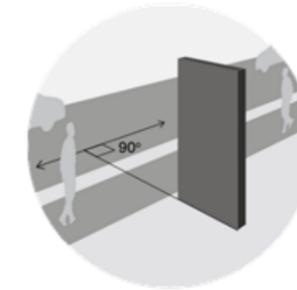
- Signage near pedestrian crossings and traffic lights need additional considerations to sight lines, pedestrian clearance, utility locations, wheelchair access, etc.
- Any signage installation near traffic and signals need considerations for risk to vehicles and crash impacts. Refer to *Main Roads* guidelines for siting of signs, setbacks and frangible construction. Frangible supports should be avoided where secondary accidents involving the impacting vehicle or dislodged pole and sign are significant. This is particularly relevant in urban areas where pedestrians may be struck by falling pieces.
- Flags and fingerboards should be mounted at 2.4m to ensure pedestrians and maintenance crew safety. Larger text size should be used for this typologies.
- Locate signage in a position with good passive surveillance to reduce the risk of vandalism.
- Position in well-lit areas.
- Consider how the placement of signs does not detract from views, heritage buildings, cultural landscapes etc.
- Avoid placing signs in turf areas to avoid damage from routine maintenance, i.e. lawn mowers etc.

3 Determine signage’s best orientation

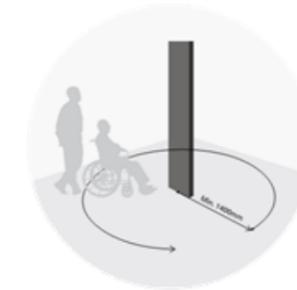
The orientation and position of the sign should be based on the conditions at each site (e.g. path width, lighting, location of street furniture etc.) and the predominant direction(s) at which the sign would be approached. As explained above, slight changes to the orientation of the sign may help avoid creating an obstacle without compromising the visibility of the sign.

Factors to consider to optimise accessibility

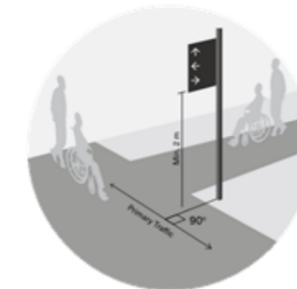
- Position signs free of visual obstructions and in optimum sight lines that are free to access by foot, wheelchair or mobility scooter.
- Place wayfinding signage consistently at decision points to provide assurance to users.
- Over signing can be confusing and discouraging for users.
- Remove obsolete or redundant signage that may be misleading.
- An appropriately sited sign should be obvious but not dominant.



Plinths
Place perpendicular to user’s sight and line of movement.



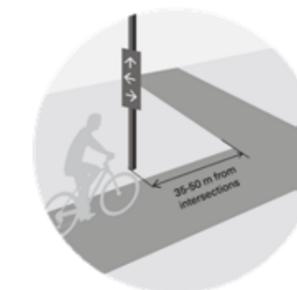
Clearance
Clear zone around information signage should be minimum 1400mm radius.



Flags
At decision points in intersections, perpendicular to user’s sight and line of movement on the main route.



Fingerboards
At decision points in intersections, parallel to user’s line of movement towards destinations.

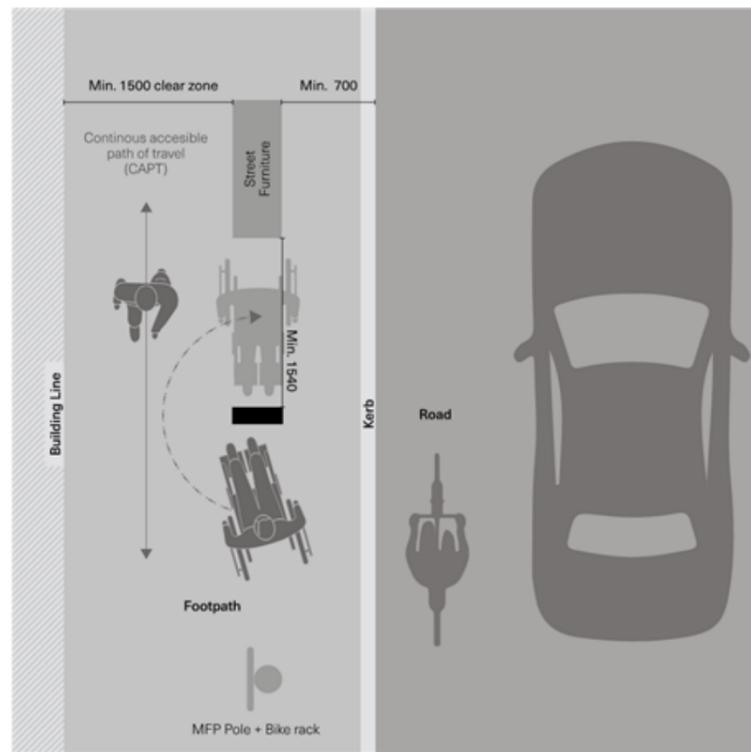


Active Transport Signage
Advance Directional Signage for on-road bike lanes should be positioned 35-50 metres from intersections. This distance is considered appropriate for a cyclist traveling at up to 30km/hr.

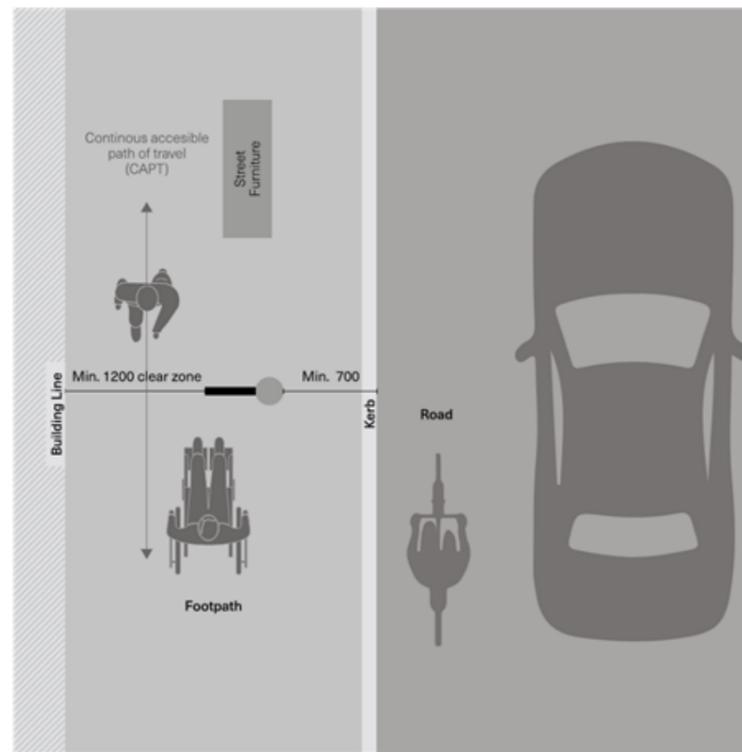
Principles of Placement

The following are best practice examples of signage set-backs from kerb and/or street furniture, however this might not always be possible as signs would impede the continuous path of travel on narrower footpaths.

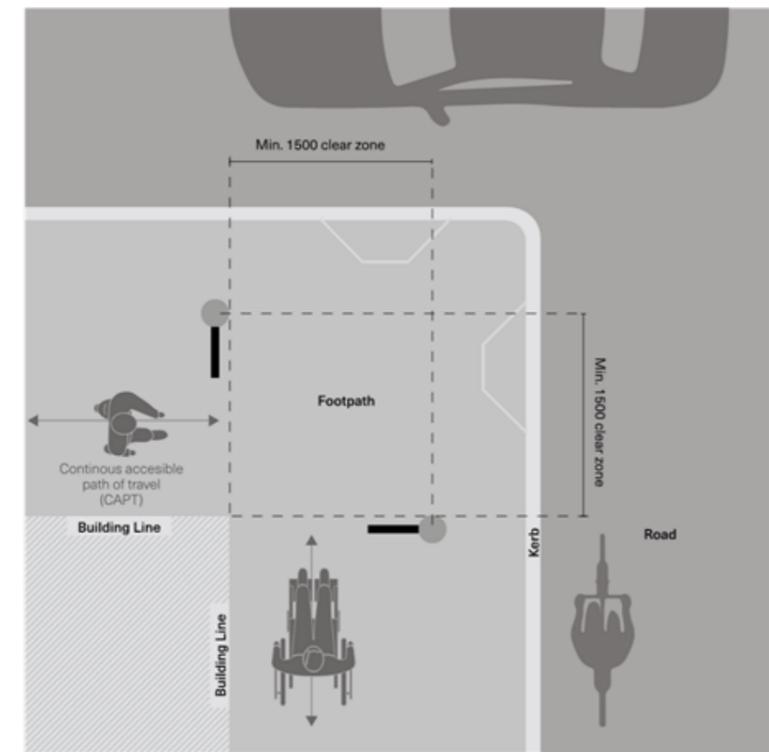
NOTES
All measurements are in millimetres.



Plinths



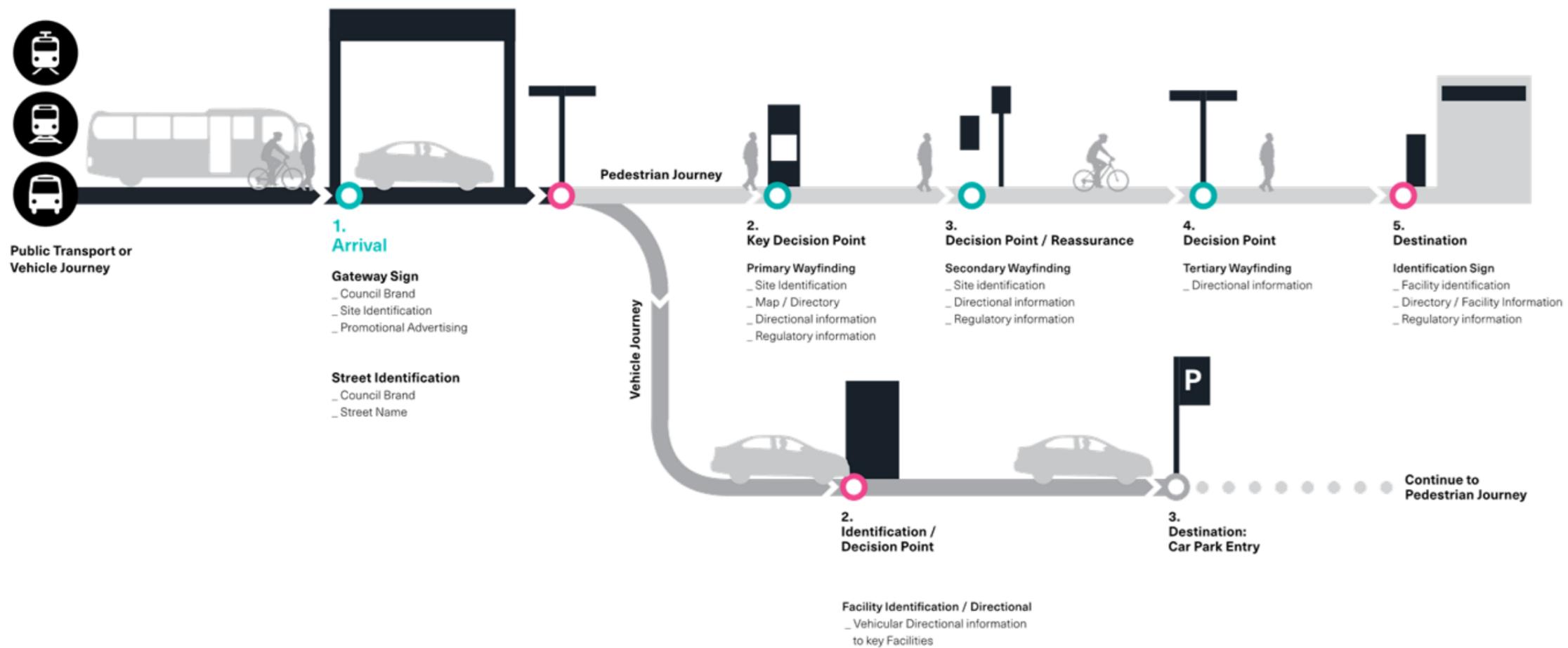
Flags/Fingerboards



Flags/Fingerboards

The User Journey

The Methodology of signage is to provide sufficient information at each stage of the user's journey. An understanding of all interactions between the user and the space is crucial to design a successful wayfinding system.



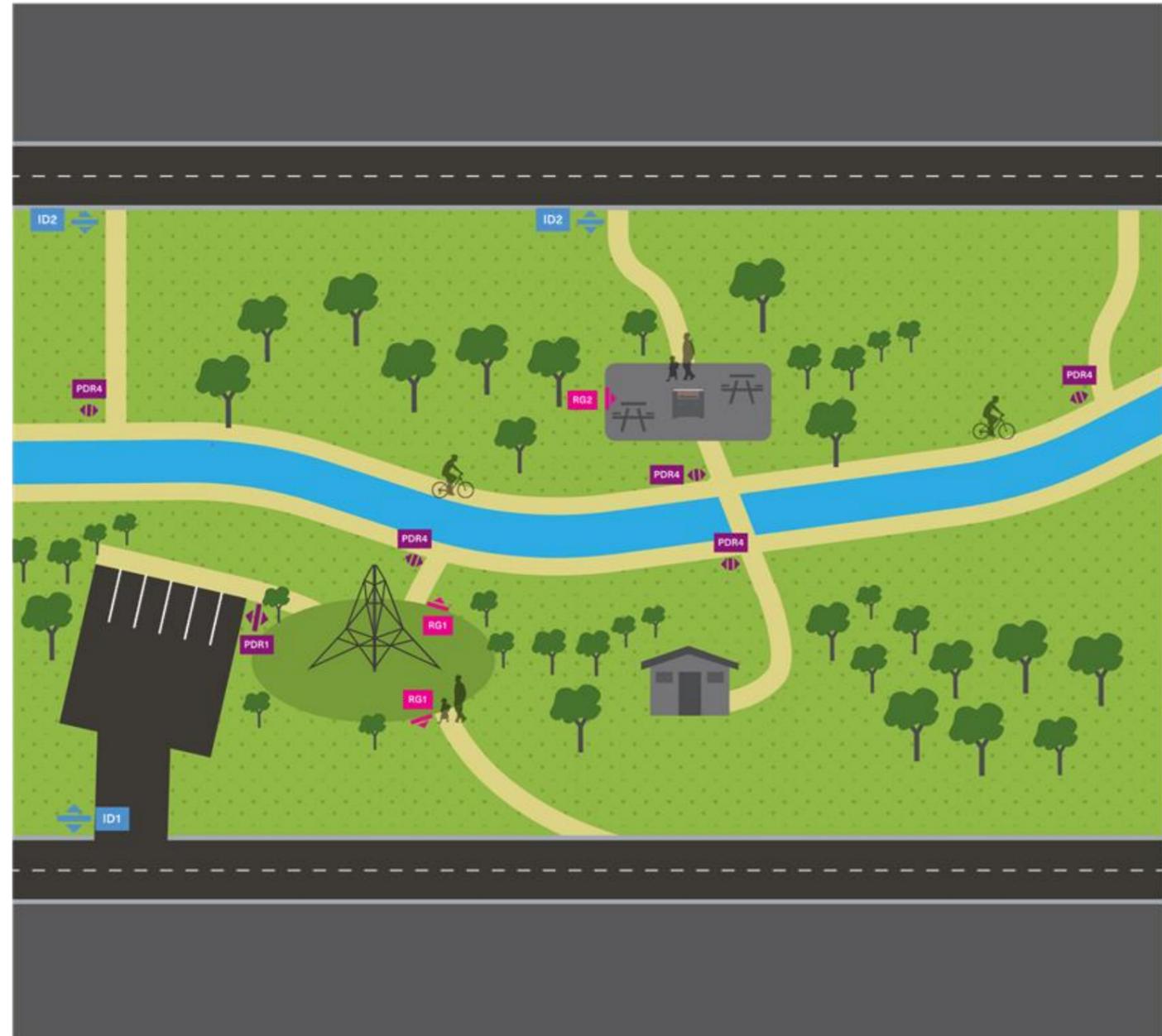
Activity Centre Placement Scenario

The following diagram represents a typical scenario and provides a visual guide of signage typologies and placement in-situ when creating a signage plan.

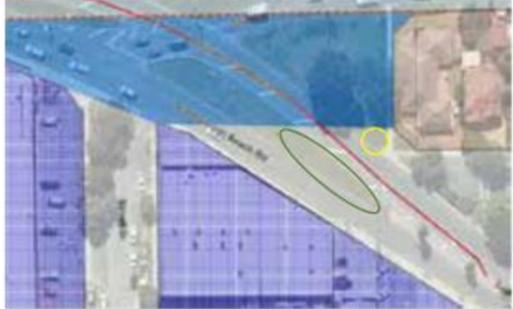


Open Space Placement Scenario

The following diagram represents a typical scenario and provides a visual guide of signage typologies and placement in-situ when creating a signage plan.



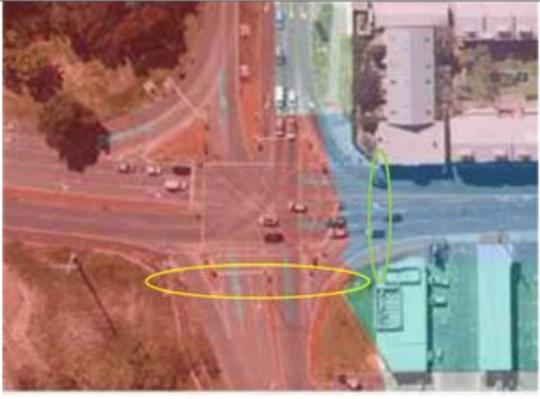
08
Appendix

#	Type	Location + Land holding	Arial	Images
1	Primary and Secondary City Gateway Artwork	Green Street and Scarborough Beach Road Intersection. Blue highlighted section is an Other Regional Road reserve. Opportunity to locate piece in the median (Yellow) or the south east corner of public open space (Green) which are under CoV management.		
2	Proposed Secondary City Gateway	Green Street and London Street Intersection. Blue highlighted section is Other Regional Road Reserve. Location of the gateway (yellow) may require approval from the DPLH.		
3	Proposed Primary City Gateway	Green Street, Walcott Street and Charles Street Intersection. Blue highlighted section on Green/Walcott Street is Other Regional Road Reserve. Location of the gateway (yellow) may require approval from the DPLH. Charles street is reserved as a planning control area. Approval from Main Roads is required.		
2	Primary and Secondary City Gateway Artwork	Walcott and Fitzgerald Street intersection. Blue highlighted section is Other Regional Road Reserve. Locations of the gateway (yellow or green) may require approval from the DPLH.		

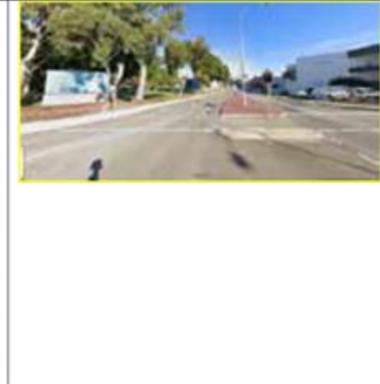
<p>3/0</p>	<p>Primary and Secondary City Gateway Artwork/ Proposed Town Centre Gateway</p>	<p>Walcott and Beaufort Street Intersection. Blue highlighted section is Other Regional Road Reserve. Location of the gateway (yellow) may require approval from the DPLH.</p>		
<p>4/7</p>	<p>Primary and Secondary City Gateway Artwork/ Proposed Primary City Gateway</p>	<p>Guilford Road and East Parade Intersection. Red highlighted in Primary Regional Road Reserve. Main Roads approval is required. This should be artwork so not to compete with the excessive number of billboards located on the intersection.</p>		
<p>18</p>	<p>Proposed Primary City Gateway</p>	<p>Guilford Road and Stanley Street intersection. Red highlighted in Primary Regional Road Reserve. Main Roads approval is required.</p>		
<p>5/10</p>	<p>Primary and Secondary City Gateway Artwork/ Proposed Secondary City Gateway</p>	<p>Beaufort Street and Newcastle Street Intersection.</p>		

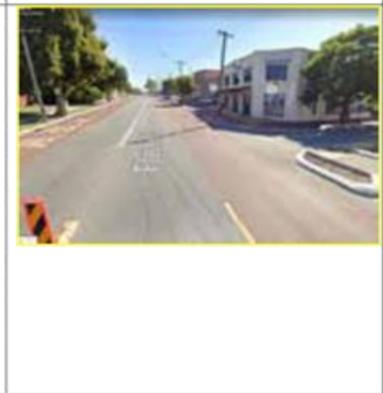
<p>11</p>	<p>Proposed Town centre gateway/ Proposed Secondary City Gateway</p>	<p>William Street and Newcastle Street intersection</p> <p>Blue highlighted section is Other Regional Road Reserve.</p> <p>Locations of the gateway (yellow or green) may require approval from the DPLH.</p>		
<p>12</p>	<p>Proposed Secondary City Gateway</p>	<p>Fitzgerald Street and Newcastle Street intersection.</p> <p>Blue highlighted section is Other Regional Road Reserve.</p> <p>Locations of the gateway (yellow or green) may require approval from the DPLH.</p>		
<p>13</p>	<p>Proposed primary City Gateway</p>	<p>Newcastle Street and Charles Street intersection.</p> <p>Red highlighted in Primary Regional Road Reserve. Main Roads approval is required.</p>		

				
G	Primary and Secondary City Gateway Artwork/ Proposed Primary City Gateway	Leederville parade, Drummond Place, Cleaver Street and Old Aberdeen Street intersection. Red highlighted in Primary Regional Road Reserve. Main Roads approval is required.		 
				
14/6	Proposed Primary City Gateway/Town Centre Gateway and Landmark Artwork Opportunity.	Leederville Parade and Loftus Street Intersection. Red highlighted in Primary Regional Road Reserve. Main Roads approval is required. Blue highlighted section is Other Regional Road Reserve. May require approval from the DPLH.		 

				
16/7	Proposed Primary City Gateway/primary and Secondary City Gateway Artwork Opportunity.	Leederville Parade and Vincent Street intersection (freeway exit/entrance). Red highlighted in Primary Regional Road Reserve. Blue highlighted section is Other Regional Road Reserve. May require approval from the DPLH.		 
8	Primary and secondary City Gateway Artwork Opportunity	Powis Street, Brady Street and Anzac Road intersection. Red highlighted in Primary Regional Road Reserve. Main Roads approval is required. Opportunity to enhance the undercarriage of the bridge. This is a Main Roads asset and will require main Rads approval.		 
A	Town centre gateway and landmark artwork opportunity.	Kalgoorlie Street and Scarborough Beach Road intersection. Opportunity to enhance the bridge as the key entry statement.		 

<p>C</p>	<p>Town centre gateway and landmark artwork opportunity.</p>	<p>Anzac Road and Oxford Street Intersection.</p>		
<p>D</p>	<p>Town centre gateway and landmark artwork opportunity.</p>	<p>Bourke Street and Oxford Street intersection.</p>		
				
<p>E</p>	<p>Town centre gateway and landmark artwork opportunity.</p>	<p>Newcastle Street and Oxford Street Intersection (Village Square median).</p>		

<p>I</p>	<p>Proposed town centre gateway</p>	<p>Loftus Street and Newcastle Street Intersection. Blue highlighted section is Other Regional Road Reserve. May require approval from the DPLH.</p>		
<p>H</p>	<p>Town centre gateway and landmark artwork opportunities.</p>	<p>Newcastle Street and Cleaver Street Intersection. There are a number of services located within the green option. Investigation will need to be undertaken regarding whether a structure can be placed near these. One may be a conduit allowing for a lighting element for the piece.</p>		
				
<p>I</p>	<p>Proposed Town Centre Gateways</p>	<p>Loftus Street and Newcastle Street intersection. Blue highlighted section is Other Regional Road Reserve. May require approval from the DPLH.</p>		

<p>L</p>	<p>Proposed Town Centre Gateways</p>	<p>Fitzgerald Street and Vincent Street intersection.</p> <p>Blue highlighted section is Other Regional Road Reserve. May require approval from the DPLH.</p>		
<p>L</p>	<p>Primary and secondary city gateway artwork opportunities.</p>	<p>Fitzgerald Street and Grosvenor Road Intersection</p> <p>Blue highlighted section is Other Regional Road Reserve. May require approval from the DPLH.</p>		
<p>M</p>	<p>Primary and secondary city gateway artwork opportunities.</p>	<p>Fitzgerald Street and Burt Street Intersection.</p> <p>Blue highlighted section is Other Regional Road Reserve. May require approval from the DPLH.</p> <p>Potential to use existing banner poles</p>		
<p>L</p>	<p>Proposed town centre gateway</p>	<p>Daphne Street, Angove Street and Albert Street intersection.</p>		



<p>I</p>	<p>Primary and secondary city gateway artwork opportunities.</p>	<p>William Street and Brisbane Street Intersection. Blue highlighted section is Other Regional Road Reserve. May require approval from the DPLH.</p>		
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<p>I</p>	<p>Primary and secondary city gateway artwork opportunities.</p>	<p>William Street and Bulwer Street intersection Blue highlighted section is Other Regional Road Reserve. May require approval from the DPLH.</p>		
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<p>K</p>	<p>Primary and secondary city gateway artwork opportunities.</p>	<p>Beaufort Street and Lincoln Street intersection. Blue highlighted section is Other Regional Road Reserve. May require approval from the DPLH.</p>		
<p>L</p>	<p>Proposed town centre gateway</p>	<p>Beaufort Street and Vincent Street intersection. Blue highlighted section is Other Regional Road Reserve. May require approval from the DPLH.</p>		
<p>P</p>	<p>Primary and secondary city gateway artwork opportunities.</p>	<p>Summers Street and West Parade Reserve. PTA land, permission is likely to be required</p>		

<p>Q</p>	<p>Primary and secondary city gateway artwork opportunities.</p>	<p>East Perth Power station site Land tenure will need to be determined.</p>		
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CITY OF VINCENT

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VINCENT WAYFINDING SIGNAGE PLAN

Executive Summary



WHAT IS WAYFINDING?

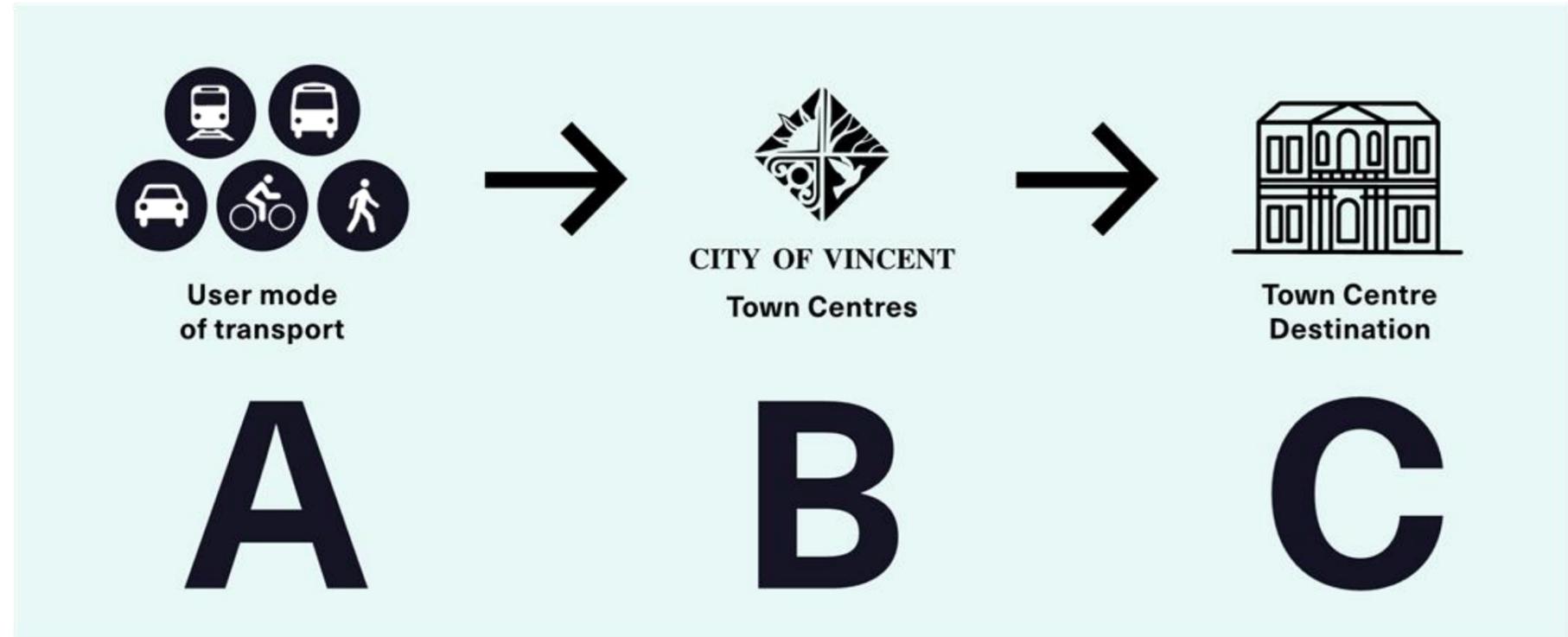
Wayfinding can be defined as spatial problem solving. It is knowing where you are in the public realm environment, knowing where your desired destination is and knowing how to get there from your present location.

Wayfinding can include physical elements such as urban design, architecture, landmarks, lighting, footpaths, landscaping and signage. These elements work together to define paths and identify key decision points, while aiming to improve and enhance people’s experiences as they move from place to place.

WHY DO A WAYFINDING SIGNAGE PLAN?

The Wayfinding Signage Plan is a resource for City of Vincent staff responsible for aspects of wayfinding and signage systems. These staff may work in areas as diverse as health, economic development, landscape architecture, strategic planning, waste and transport planning etc.

For many, responsibility for wayfinding and signs might be an occasional part of their work, rather than their primary focus. The plan is to guide the process relating to commissioning, planning, designing, fabricating, locating and installing directional and informative signs in public areas. It ensures that everyone at Vincent works as a team for the best possible outcomes.



Good wayfinding requires teamwork

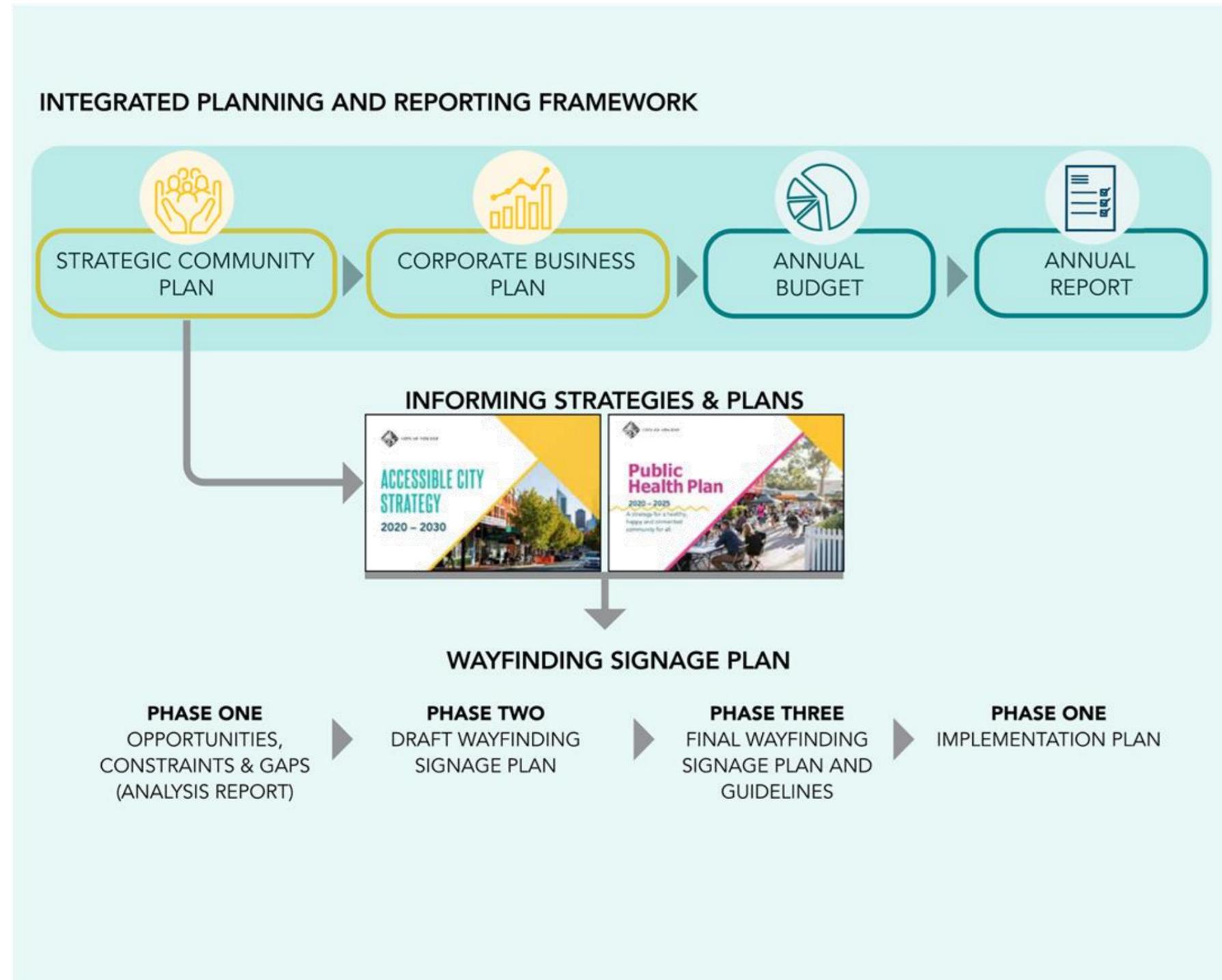
INFORMING STRATEGIES & PLANS

The following strategic documents and plans identify a need for improved wayfinding in Vincent:

- **The 2022/23 Corporate Business Plan** includes the development of a **Wayfinding Signage Plan** as an important action related to the Accessible City. This plan will assist Vincent with its objective to be a leader in making the public realm safe, easy, environmentally friendly and enjoyable to get around.
- **The Accessible City Strategy (ACS) 2020-2030** recognises the current lack of directional signage and wayfinding across Vincent as a barrier for those wanting to choose active transport modes as their primary way of getting around to enjoy all that Vincent has to offer.

The **Wayfinding Signage Plan** directly relates to the **ACS, action 1.1.3**, which outlines the requirements to develop and implement a consistent wayfinding and signage strategy across the City which considers pedestrian transport modes, cycling, and parking, providing relevant localised details for each centre and corridor.

- **The Public Health Plan 2020-2025** recognises under **action 10.1**, the need to develop a wayfinding strategy to improve the walkability of the City. As well-designed places and infrastructure promoting active transport will support community health and wellbeing.



VINCENT STRATEGIC COMMUNITY PLAN & REASONS WHY WE ARE DOING WAYFINDING



ENHANCED ENVIRONMENT

Environmental Benefits

- The promotion of active transport reduces car use and associated environmental problems.



ACCESSIBLE CITY

Transport Benefits:

- Improves the legibility and accessibility for pedestrians and cyclists by connecting them to town centres, parks and reserves, key destinations and public transport.
- Promotes walking and cycling as an easy transport mode.



CONNECTED COMMUNITY

Social and Community Benefits:

- A better-connected community.
- Promotes walking and cycling which has positive community health outcomes.
- Glancing at directional signage is a safer practice than using your phone when walking or cycling. (As looking at your phone while walking /cycling poses its own risks of tripping or not being aware of who is around you).



THRIVING PLACES

Economic Benefits:

- Promotes the town centres as destinations to spend time.
- Providing signage for tourists and local visitors will benefit local businesses as people may stay longer.



SENSITIVE DESIGN

Urban Design Benefits:

- Reduces visual clutter and removal of signs that are no longer required.
- Messaging is incorporated into one sign rather than many.
- Increased legibility across the public realm.
- Pedestrian-friendly streets that are safe, comfortable and pleasant.
- An increased sense of place.
- Celebration of culture and heritage.



INNOVATIVE & ACCOUNTABLE

Administrative Benefits:

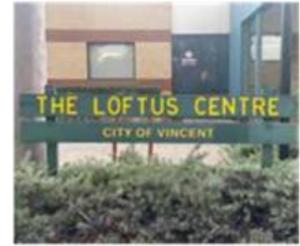
- Efficiencies in the delivery of all signage infrastructure throughout the City.

EXISTING SIGNAGE REVIEW

Vincent recognises wayfinding is a critical component of the legibility of a place, helping to determine how people move through spaces.

The adjacent high level Vincent signage audit highlights:

- There is no evidence of an easily-recognisable city-wide signage style.
- Multiple, varied types contribute to a strong sense of visual clutter and decrease legibility of place.
- Signage is challenging to read due to inaccessible text sizes, information overload and poor placement.
- There is a lack of signage to promoting active transport modes.
- There is a lack of maps directing visitors to nearby key destinations or town centres.
- Existing and future public art has the potential to be utilised as a part of the wayfinding strategy.



ART, LANDSCAPE, ARCHITECTURE (Passive wayfinding)

IDENTIFICATION SIGNAGE (Active wayfinding)



PEDESTRIAN DIRECTIONAL SIGNAGE (Active wayfinding)



BICYCLE DIRECTIONAL SIGNAGE (Active wayfinding)

VEHICLE DIRECTIONAL SIGNAGE (Active wayfinding)



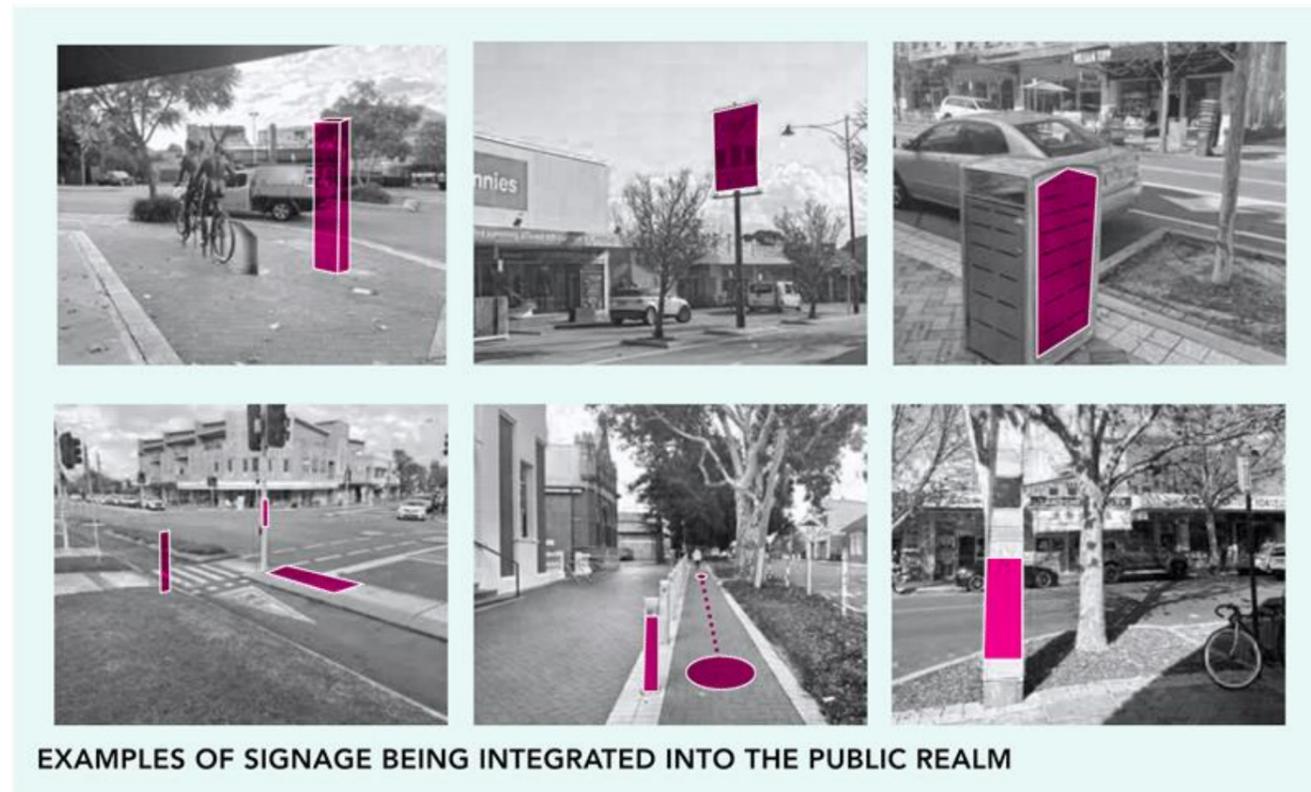
REGULATORY SIGNAGE (Non-wayfinding signs should be placed with consideration to the rest of the public realm)

High-level signage audit

GOOD WAYFINDING DECLUTTERS THE PUBLIC REALM



THESE 4 SIGNS = OR ONE CONSOLIDATED PLINTH



EXAMPLES OF SIGNAGE BEING INTEGRATED INTO THE PUBLIC REALM

WHAT MAKES A GOOD WAYFINDING SIGN?

When assessing Vincent’s existing signage, it is important to ask:

Connected Is the signage location contributing to the wayfinding network to promote walking and cycling between town centres and key destinations?

Easy to understand Is the signage adding value to the visitor’s experience?

Accessible Is the signage welcoming to all members of the community, visitors and abilities?

Identity and Sense of Place Is the signage consistent across Vincent, and does it add to the unique Town Centre identities?

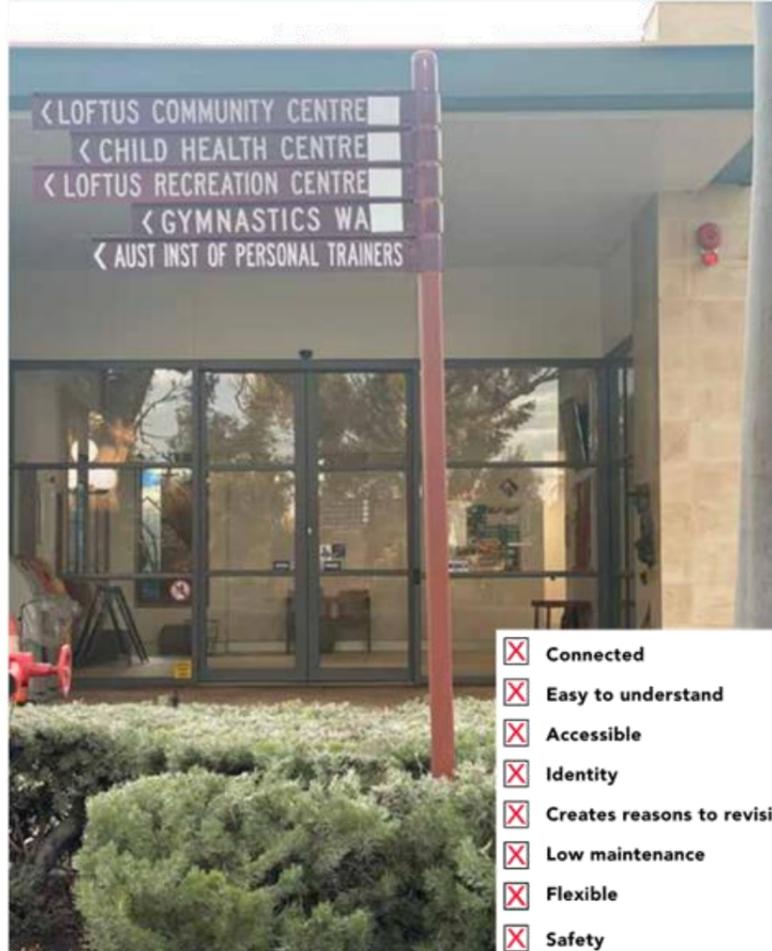
Creates reasons to revisit Does the signage provide reasons to explore Vincent and encourage tourism?

Low maintenance Is the signage robust, easy to manufacture and maintain?

Flexible Does the sign allow for future updates, easy maintenance or repairs?

Safety Is the signage located in a logical position? Are pedestrians safe from vehicle traffic? Is the sign situated in a well-lit area with good social surveillance?

VINCENT SIGNAGE - Outside the Library



- Connected
- Easy to understand
- Accessible
- Identity
- Creates reasons to revisit
- Low maintenance
- Flexible
- Safety

GENERAL COMMENTS

- The Vincent sign is in a garden bed outside the library and caters for vehicles driving on one side and pedestrians on the other.
- The small text would be difficult to read for people in cars, and there are limited directions for pedestrians.
- This is a standalone sign and not part of a wayfinding system. There is no information promoting that the Leederville town centre is nearby.
- The sign’s information has been updated, which is distracting and doesn’t add value to the presentation of the place.
- Including arrows, distances and correct text size would provide better wayfinding.

FREMANTLE SIGNAGE - Opposite the markets



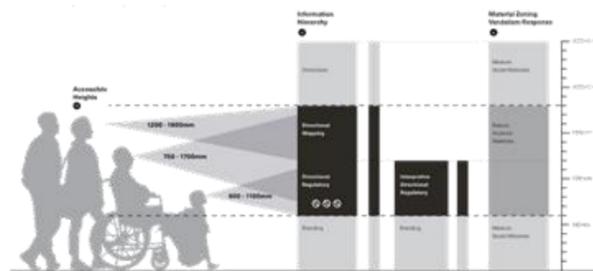
- Connected
- Easy to understand
- Accessible
- Identity
- Creates reasons to revisit
- Low maintenance
- Flexible
- Safety

GENERAL COMMENTS

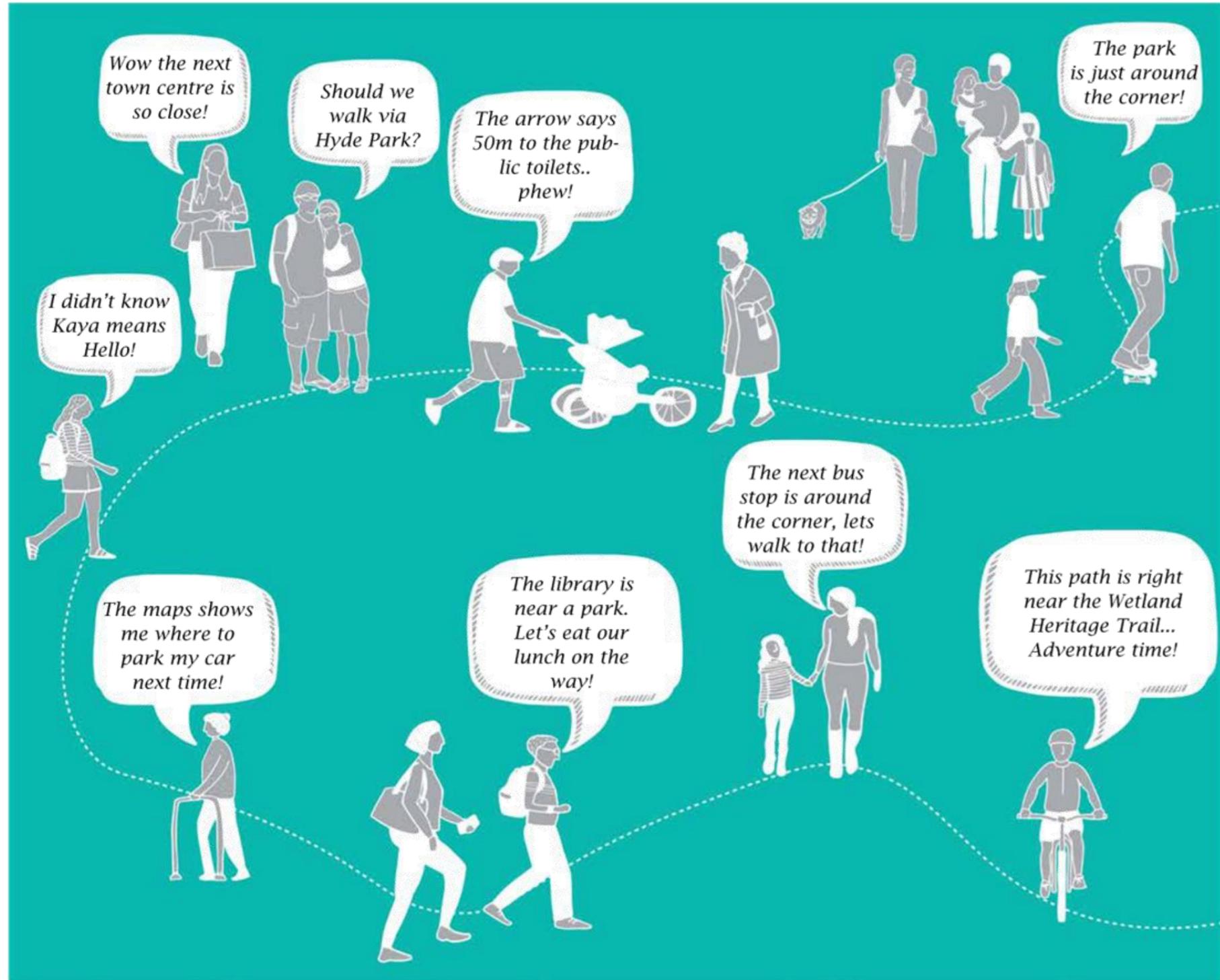
- This sign in Fremantle is part of a larger wayfinding strategy to encourage pedestrians to explore the City and surrounding area.
- It tells directional information and has a map showcasing key destinations and promoting active transport.
- The unique characteristics of Fremantle inspired the bright and colourful colour palette.
- Artwork from local Noongar artist Peter Farmer has been integrated into the lower panels of the signage suite - testimony to the rich indigenous culture and artwork found in Fremantle.
- The sign is positioned in a safe location for pedestrians to comfortably access the information.

GOOD WAYFINDING SUPPORTS THE COMMUNITY & VISITORS

The Vincent community and visitors are diverse and important to the success of our public realm. People require signage that is consistent, reliable, inclusive and accessible. The Wayfinding Signage Plan ensures signage is easy to recognise and use to help people to find their way.



Good wayfinding understands the different users



Good wayfinding understands people and place

BENCHMARKING - GLOBAL, NATIONAL & LOCAL WAYFINDING EXAMPLES



LONDON CITY



SYDNEY CITY



HOBART CITY



ADELAIDE HILLS



PERTH CITY



FREMANTLE CITY



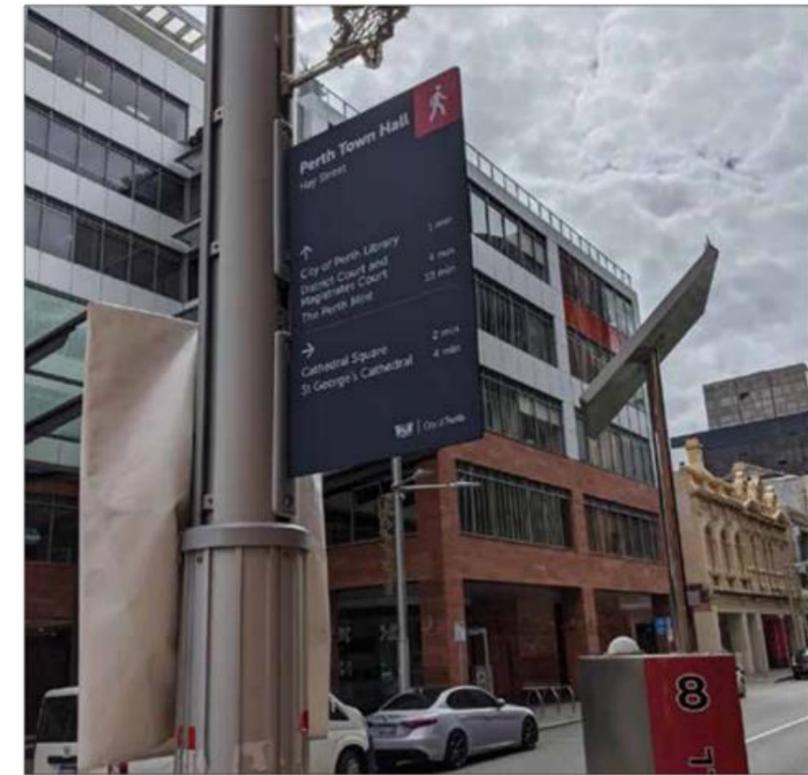
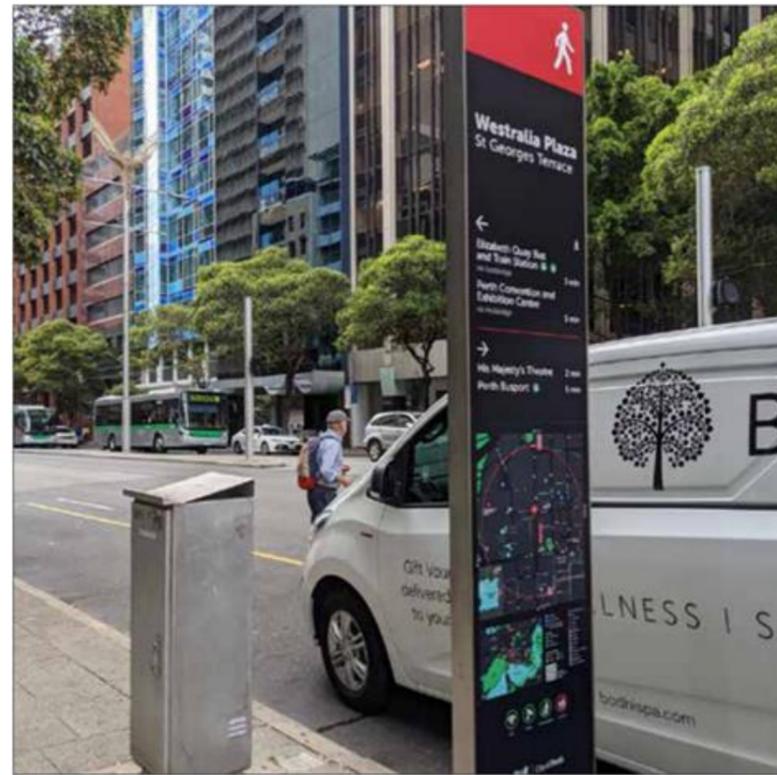
ALBANY, WA



WAYFINDING IS A STANDARD PRACTICE

The primary purpose of every wayfinding plan is to provide safe passage for pedestrians, cyclists and vehicles through an urban area. A well-designed city wayfinding system instantly makes a destination more accessible, and it is a standard practice from larger international cities to smaller local examples.

BENCHMARKING - CITY OF PERTH



CLIENT - City of Perth

DESIGNER - Aspect Studios

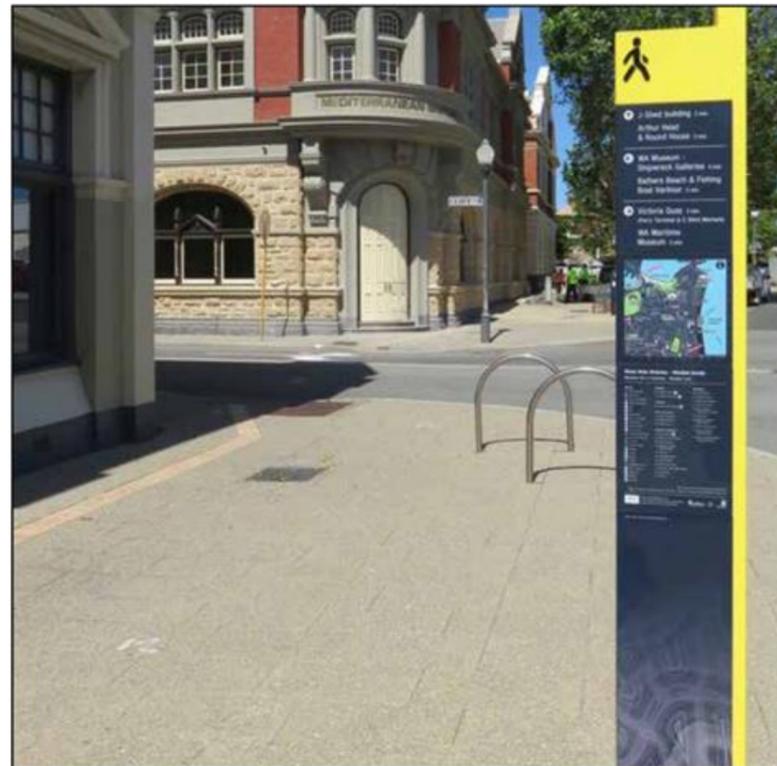
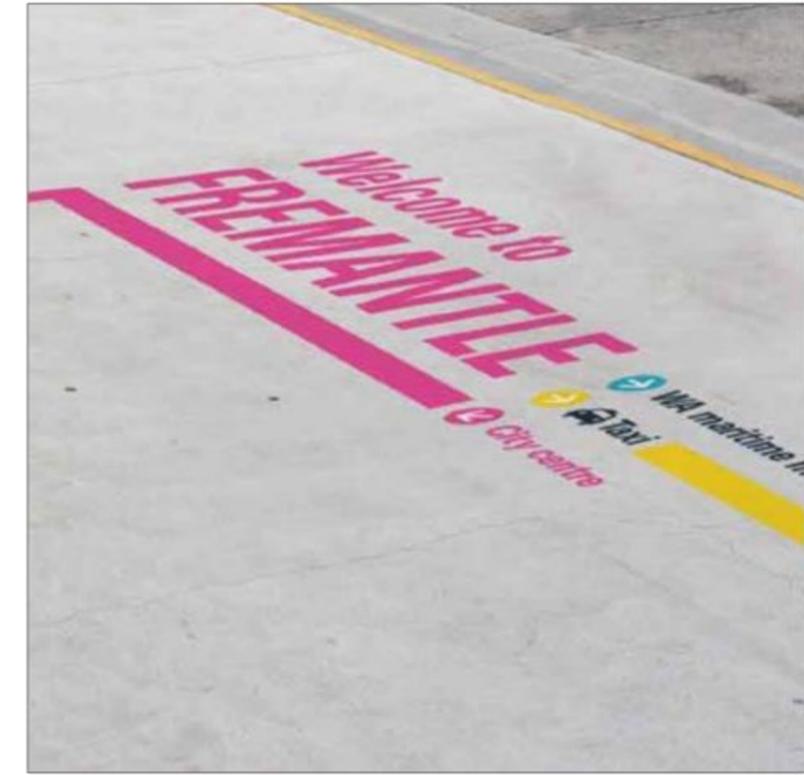
YEAR - 2021

KEY TAKEAWAYS

The City of Perth's wayfinding signage strategy is similar to Vincent's, as it creates a seamless public realm and encourages active transport across the boundaries. In short, wayfinding signage plan similarities include:

- The public realm is decluttered from old signs;
- Similar fonts have been used and the red branding compliments Vincent's William Street Town Centre signage which creates visual continuity;
- Key destinations are showcased so that visitors explore the City;
- Maps, directional arrows, distances and QR codes have been used; and
- The inclusion of Noongar artwork and acknowledgement of Country.

BENCHMARKING - CITY OF FREMANTLE



CLIENT - City of Fremantle

DESIGNER - Arterial

YEAR - 2018

KEY TAKEAWAYS

The vision for the Fremantle Wayfinding Project is for visitors, residents and workers will move between Fremantle’s varying destinations, attractions and points of interest with confidence and ease and will arrive at their destination knowing where they are, how far they have travelled and where they will venture to next. Throughout their journey they will learn about Fremantle, experience the unique identity of its varying precincts and linger in the unique spaces they find themselves within, all the while maintaining a strong awareness of their location and surroundings.

In short, wayfinding signage plan similarities include:

- The public realm is decluttered from old signs;
- Key destinations are showcased so that visitors explore the City;
- Maps, directional arrows and distances have been used; and
- The inclusion of Noongar artwork.

BENCHMARKING - COLOUR & IDENTITY



Riverbank. Adelaide Festival
Credit: Parallax Design



Bryon, NSW
Credit: Dot Dash

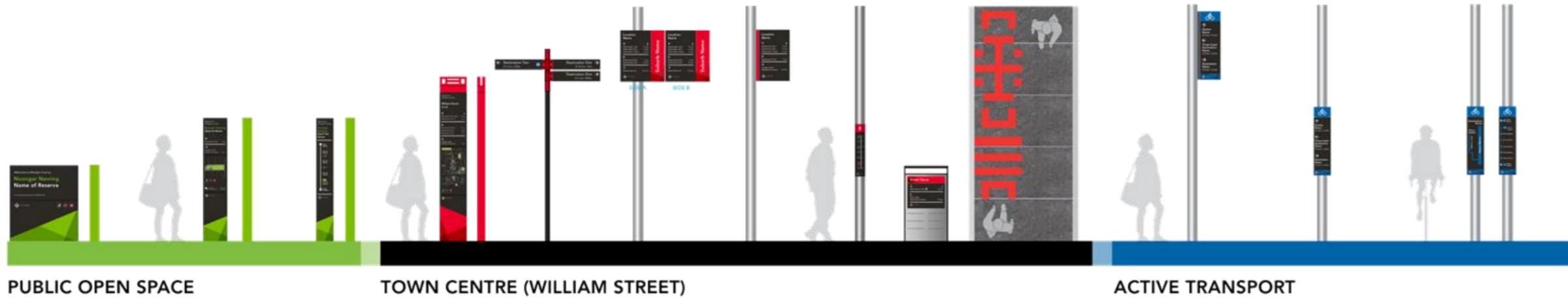
COLOUR & IDENTITY

Wayfinding does not have to be sign upon sign upon sign! Considered colour changes can orient users and this is a well-established, simple but effective tool for city navigation. Colour, when executed well, can reflect a point of view, a sense of place and tell a story that connects the community and visitors to where they are.



Gladstone, NSW
Credit: Dot Dash

VINCENT SIGNAGE FUNCTIONAL TYPOLOGIES



Town Centre colours



Town Centre catchments

FUNCTIONAL TYPOLOGIES

- GREEN** - PUBLIC OPEN SPACE
- BLUE** - ACTIVE TRANSPORT (Aligns to PTA standard signage)
- BLACK** - VINCENT WIDE (to be used in unique circumstances where no other typology is appropriate)
- MOUNT HAWTHORN** - DARK GREEN
- PICKLE DISTRICT** - YELLOW
- WILLIAM STREET** - RED (Ties in with the City of Perth's signage)
- NORTH PERTH** - HOT PINK
- MOUNT LAWLEY** - ORANGE
- LEEDERVILLE** - PURPLE

WHY MAKE THE TOWN CENTRES DIFFERENT COLOURS?

This Wayfinding Signage Plan is a sophisticated mix of customisation and standardisation. All the fonts, layouts and messaging are the same style. Yet each town centre has a colour change that aligns to the City's branding. This is to showcase that each town centre is unique, yet still Vincent specific.

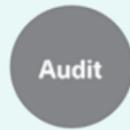
IMPLEMENTATION

THE WAYFINDING PROCESS

Plan & Design



Get informed by reading relevant manuals, branding guidelines and previously undertaken signage strategies.



Visit the site and audit all existing signage and ascertain the current opportunities and constraints of the site or facility.



Develop a signage plan locating all signs needed and/or to be removed.



Prepare messaging schedules including key destinations and locations, site photos for signage siting and templates to provide finished artwork for tender and implementation.



Have signage costed.



Approvals



Forward draft to relevant Council department for approval.



Implementation



Prepare finished artwork and detailed signage location plans to get signs manufactured.



Get signage installed by an appropriately qualified contractor.



Regularly check signage conditions and maintain as necessary or as part of a maintenance program.

THE CURRENT VISITOR'S WAYFINDING EXPERIENCE LEEDERVILLE TOWN CENTRE

EXISTING SCENARIO

A visitor to Leederville Town Centre arrives by train. They don't know that the Loftus Recreation Centre is a short walk away.

OUTCOME FOR THIS SCENARIO

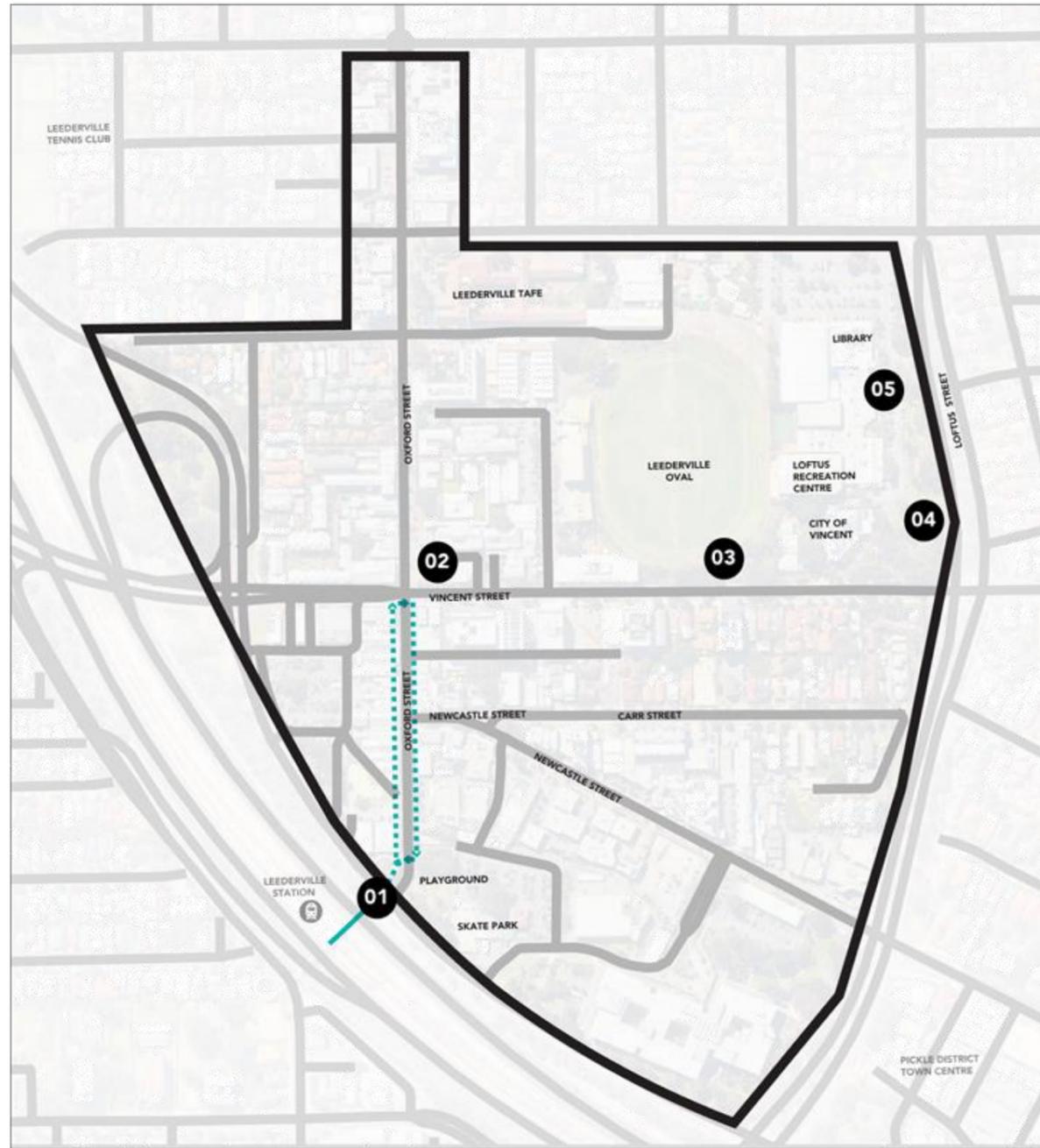
The visitor goes shopping but then goes home. If they knew there was a gym just around the corner they may have stayed longer.



01 There is no wayfinding signage to greet visitors when you enter the Leederville Town Centre via the pedestrian ramp and Oxford Street.



02 A visitor needs to walk down Oxford Street to Vincent Street before they find a pedestrian arrow, but there is no explanation.



Current wayfinding visitor experience



03 No wayfinding signs at this key decision point which would enhance the pedestrian journey.



04 The signage for the Loftus Centre is for people in cars and not along the direct path of pedestrian travel.



05 The overwhelming signage doesn't denote distances or reference the Leederville Town Centre.

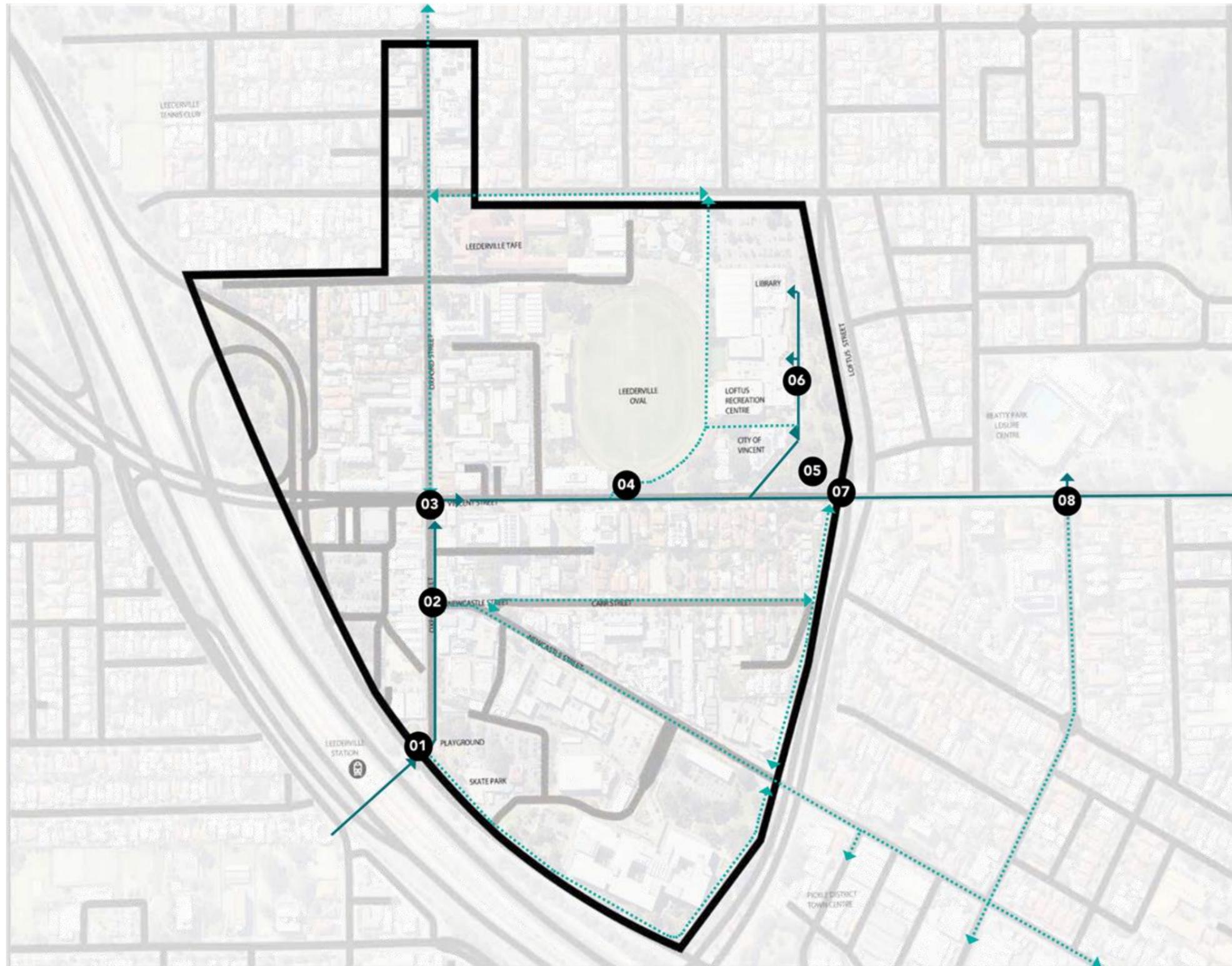
THE FUTURE VISITOR'S WAYFINDING EXPERIENCE LEEDERVILLE TOWN CENTRE

FUTURE SCENARIO

A visitor to Leederville Town Centre arrives by train and is greeted by a carefully crafted wayfinding strategy that directs them seamlessly to the next stage of their journey, promoting key destinations and encouraging active transport.

OUTCOME FOR THIS SCENARIO

The visitor feels welcome, stays longer and discovers reasons to revisit the Leederville Town Centre and key destinations. They also join the gym and library and spend more time in the town centre contributing to its vibrancy.



Future wayfinding visitor experience

