



Forrest Chase Building Signage

ROPE ACCESS FOR FORREST CHASE BUILDING SIGNAGE

Building Signs Get You Noticed!

Building and sky signage make a great first impression. Building or fascia signs are external signs that cover a vertical section of a structure such as an office block, shop, factory, school or retail outlet.

In 2018-2019 we completed some major building signage for the Forrest Chase Shopping Centre – the main retail hub in Perth's CBD. The Centre was named after Sir John Forrest, the first Premier of Western Australia. The precinct is also known as Forrest Place and was created in 1923. It has a long history of being a focal point for significant political meetings and demonstrations and a hundred years later is a major destination for shoppers, travellers and commuters.

Forrest Chase's evolution as a shopping destination started with the Boans Department Store which opened over 124 years ago. In 1987 the building was redeveloped into the Forrest Chase building that stands today, with this most recent upgrade giving the shopping centre a major facelift to take it into the next decades!

Project Scope

Throughout 2018 and 2019 Signs & Lines were engaged by Lend Lease to supply a full range of internal wayfinding and external building signage for Forrest Chase Shopping Centre.

The Forrest Chase Redevelopment (FCR) included replacement of the 3D illuminated lettering on top of the shopping centre elevations.

Redevelopment Programme & Scope

The major works construction programme commenced in January 2018, with various signage works starting across 4 main stages to reflect a staged construction and handover of tenancies.

The areas included in the redevelopment project were Forrest Chase and Perth City Central Shopping Centres; with upgrades to other portions of the site, including:

- Forrest Chase and Perth City Central Buildings
- Padbury upper level walkway
- Footbridge to Carillion City Arcade building





The FCR Building Signage Brief

With Myer as the key tenant, their logo was fabricated out of stainless steel to sit alongside the main 'Forrest Chase' logo.

New logos were positioned on four elevations around the building. Existing signage was removed and replaced with new 3D illuminated lettering installed on the 3rd Level.

- MYER letters – 7.5 metres wide by 1.2m high, fabricated 3D lettering, painted 2 pac white and stood off building cladding. Internally lit with LEDs and installed onto the building fascia.

- FORREST CHASE letters – a 5.4 metres wide by 2.4m staging panel painted black with 2 pac paint, with stainless steel fabricated letters attached.

Due to the complexities of the site, installation was performed by rope access which eliminated the need to use cranes, which were unpractical given the location of the site in the heart of the CBD with a high public interface.

Rope access is a popular form of sign installation for tricky signage on building fascias. Initially developed from techniques used in climbing and caving, rope access allows skilled and licensed workers to install signs in difficult-to-reach locations without the use of scaffolding, cradles or an aerial work platform.

Rope access technicians descend, ascend, and traverse ropes, working all the while suspended by a harness. Not for the feint hearted!

Skilled rope access technicians can not only handle sign installations, but are also ideal for removals, construction, fixing, lifting or maintenance of signage.

For the Forrest Chase Redevelopment, the benefits of using rope access were less disruption to the construction site. Space on the site was tight and at a premium - with limited access for alternative at-heights solutions such as cranes, cherry pickers or elevated work platforms.



High Risk Safety Management

The works were inherently a high-risk and most of the works were completed at night to mitigate the risks of working around customers and other contractors. Key to the success of the work was a high regard for OSHE management, safety reviews, Safe Work Method Statements (SWMS) and safety planning.

The shift night works required extra planning and diligence compared to day works due to poorer lighting and added fatigue for night shift work patterns.

The confines of the site also provided added OSHE focus, resolved by daily toolbox briefing meetings for all subcontractors so everyone was aware of the workflow and could work alongside each other constructively.

With the above points in mind, the Signs & Lines team catered for in depth safety management and risk reviews to ensure our team and the public were in no danger.

Make the Most of Your Public Areas

Our team will be happy to assist you develop information and directional signage to ensure your business' best assets are visible and enhance the user experience. Call us today and speak to a member of the sales team on +8 9274 5151 for no obligation advice and quote, or email admin@signsandlines.com.



To discuss your own signage strategy please don't
hesitate to get in touch.



admin@signsandlines.com
Tel: +618 9274 5151
www.signsandlines.com

Signs & Lines, 5 Meliador Way, Midvale, Perth WA 6056