




City of Perth
Padbury Walkway

Wayfinding At Forrest Chase Redevelopment

Murray St
Mall
via escalators ↗

Hay St Mall
via Carillon City

Forrest
Place
via escalators ↗

 Underground
Train Station
⤴ 5 mins (via Murray St)

←

Hay St Mall
via overpass

WAYFINDING AT FORREST CHASE REDEVELOPMENT

Is Wayfinding a science, a philosophy, a system or a process? Maybe it's all 4!

Certainly a dictionary definition may conclude that wayfinding is:

- The process or activity of ascertaining one's position
- Planning and following a route
- Spatial problem solving

Whatever the correct definition, we are increasingly approached to design and manufacture wayfinding signage for our clients.

During 2018 and 2019 Signs & Lines were engaged by Lend Lease to supply wayfinding signage for Forrest Chase Shopping Centre – the main retail hub in Perth's CBD. The key areas included the redevelopment of adjoining Forrest Chase and Perth City Central Shopping Centres, with upgrades to various portions of the site, including:

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

The site has a historic context as it was previously the location of the Boans Department Store which opened in November 1895. In 1987 the building was redeveloped

into the Forrest Chase building that stands today, with this upgrade a major new facelift!

Redevelopment Programme & Scope

The construction programme commenced in January 2018, with signage works across 4 main phases to reflect a staged construction and handover of tenancies. A key priority was to retain 'business as normal' for the retail tenancies, especially in the months leading up to the December/January seasonal sales peak. With an emphasis on keeping the trade flowing a significant portion of works had to be completed at night to minimise inconvenience to shoppers.

The redevelopment buildings were made up of 5 floor levels including Basement, Ground, Level 1, Level 2 and Level 3. Major names, Myer and Woolworths, were the key anchor tenants with a further 17 ribbon tenancies surrounding Myer at ground level; and 23 more ribbon tenancies on Level 1.

The Wayfinding Brief

A wayfinding system was developed to guide shoppers and users through the two shopping precincts and direct them to other local interfaces, such as the Perth Rail Station, Perth Cultural Centre, Hay Street Mall, etc. The wayfinding signage we produced encompassed the following sign types:-





- One 3 metre LED illuminated directional “i” totem with halo lit header. The sign was located at the bottom of an escalator near a popular access point between the ground and first floors, and the rest of the Forrest Place precinct, Malls and Cultural Centre.

- Three 2 metre 'City of Perth' branded directional totems with angled tops. These signs were located at significant interfaces near stairways, overpasses and escalators to guide shoppers and city-goers around the space, and direct them to the main and underground train Stations.

- Five 1 metre 'City of Perth' branded wayfinding signs mounted to steel columns at eye level and painted with 2 pac paint. These signs were located at cross points and overpasses to direct traffic around the space.

- Three double-sided overhead wayfinding signs in various sizes up to 2.5 metres long, painted with 2 pac paint and anti-graffiti coat. Signs designed to direct people through the space to key locations and amenities.

- Nine lift signs branded 'City of Perth' to assist with Basement, Ground and Level 1 navigation.

- Twenty lift directory wayfinding signs installed on all levels to highlight Basement up to Level 3 tenants locations.

- Directional droppers to lead people to amenities.

Wayfinding Challenges

“Architectural signage and wayfinding isn’t about building a nicely designed sign,” says Sue Labouvie, a renowned US expert. “It’s about the information content and the analysis of the space or place that you’re trying to move people through, and coming up with a strategy of how you make this big complex thing simple and understandable to the user.”

When time is spent understanding the wayfinding needs of a space many questions come to mind.

- How do you clarify to people what a city or space is about?
- How should people move through a space?
- Where they can find all the really important stuff?

All these questions will allow for design led wayfinding solutions that mean people don’t have to stop and ask for directions.

Another argument being asked about wayfinding is just how easy do we want to make it for people to navigate a city? Surely good wayfinding is about striking the right balance between intuitive navigation and individual discovery?

More recently, cities all over the world have turned to expert wayfinders to embed non-intuitive streetscapes with the information we need to navigate them. And whilst signage is an important component of wayfinding, other triggers such as public art, street lighting and street banners will all tie together an entire community – and inform people as they pass through. Many of these little nudges speak to us on an almost subconscious level.

Make the Most of Your Wayfinding Assets

Our team of professionals are just a phone call away. We’ll help to create a systematic wayfinding system that helps your customer’s navigate their way through your space – whether it be a shopping centre, office building, hotel or conference centre. For more information give us a call on + 61 9 9274 5151 or email admin@signsandlines.com today.





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