





# Signage for Government LGA's

## CASE STUDY

### GREAT SIGNAGE FOR GOVERNMENT LGA's

Signage is an extremely important element of any Local Government Area's (LGA's) destination, regulatory and compliance marketing communications strategy. LGA's have a duty of care to provide clear, consistent signage that protects and informs the community. Branding is increasingly important as LGA's recognise the significance of uniformity - which when applied well will help visitors understand, find, navigate and use facilities with confidence.

In Western Australia our LGA's are made up of Cities (C), Towns (T) and Shires (S). Signs & Lines has provided design, manufacturing and installation services to over 20 LGA's for over 35 years. We have successfully completed sizable signage projects for WA LGA's from the Shire of East Pilbara in the North of the state, to the Shire of Ravensthorpe on the South coast. In between these two extremities, our sign work for Perth metropolitan City's and Towns, plus numerous other Shire's is extensive.

In this Case Study we look at how LGA'S can entice visitors to linger longer, or be better engaged at major attractions with destination signage. We also outline the different types of information, compliance and regulatory signage that a Town, City or Shire should be considering as part of their signage strategy.

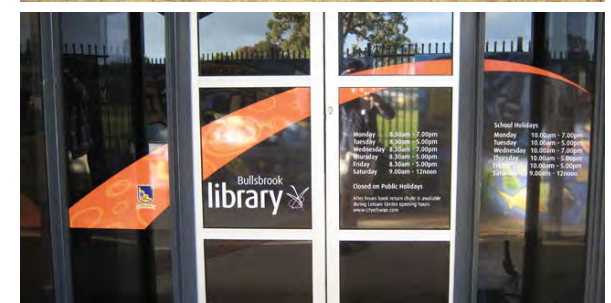
The photos show our passed work and provide some inspiration along the way! Whether a major wayfinding project or more simple safety signage a consistent approach will help ensure familiarity and improves awareness in an emergency.

### FIND ... GUIDE ... NAVIGATE ... PROTECT

Signs & Lines are based in Perth's eastern suburbs and have demonstrated experience in the creative design, supply and installation of all types of signage throughout the state.

Throughout this Case Study we feature examples of different styles of signage that have been completed at a high footfall, public environments designed specifically for the LGA sector.

Typically our scope of work includes innovative input to projects covering a full range of internal and external signage types. Most projects involve our full range of services, from design concepts, site survey, artwork with shop drawings, manufacture and then installation. Our in-house team of over 23 staff are able to prepare signage under the roof of our modern factory, and can mobilise across the state as required.



## SOME TYPICAL SIGN TYPES

Experience counts! LGA's need to be able to rely on their signage contractors. They want a quality product and a good price. This is where Signs & Lines can deliver!

To gauge a full understanding of our works, here are some demonstrated examples of some of our LGA signage work over the last decade:-

- **Entry statements** – Shire of Ravensthorpe: Large fabricated entry statement posts marking the entry points to the Shire.
- **Interpretive signs** – City of Subiaco: Nine bronze markers & figure cut outs designed and installed at JH Abrahams Reserve. LGAs are increasingly using creative signage to add value to the natural landscapes in their regions. Signage offers a good way to engage with walkers, cyclists and users whilst they are enjoying the big outdoors.
- **Wayfinding pylons** – City of Stirling & City of Cockburn: The City of Stirling has devised a sign strategy for its Parks and Reserves which follows a set format for size, construction and styling of its signs. Over the last 7 years the Signs & Lines team has designed, manufactured and installed hundreds of signs – from small information signs, to large monoliths and totems at major entrances. In the City of Cockburn we developed wayfinding totems for the Cockburn Central development.
- **Totem signs** – City of Stirling: In the winter of 2019 our team were engaged to develop eleven Coastal Reserve – Totem Signs to help beach goers find all the wonderful surf and snorkelling spots in the area.

- **Pylons** - Town of Victoria Park & Shire of Kalamunda: Entry pylons at McCallum Park and the Zig Zag Cultural Centre attract visitors to the facilities.
- **Building signs** – City of Swan: Library rebrand of 5 major centres including building signage, graphics and information signage.
- **Signage and wayfinding strategy** – City of Belmont: Concepts plan for new community building including
- **Digital display screens** – Town of Cambridge & City of Perth: Touchscreen and digital display signage in the CBD carparks. Rollout of a number of assets over a number of years plus an asset maintenance and upgrade contract.
- **Information monoliths** – Shire of East Pilbara & City of Swan: Swan Valley tourist information kiosks.
- **Illuminated signage** – City of Stirling: Surf Club signage in Scarborough's iconic beach precinct. Make your signs stand out 24/7 – ideal for venues that are accessed both day and night.
- **Digital touchscreen signs** – Shire of Murray: The new Dwellingup Trails & Visitor Centre will showcase the local tourist information through a series of interactive digital assets including touchscreens, video walls and a map table. The content for the digital assets will include augmented reality 360° content of cyclists, kayakers and a bird's eye flight over the area.
- **Statutory & regulatory signage** – City of Swan: Warning and danger signs near the river and Shark warning signage.
- **Directional signage** – City of Stirling: Leisure Centre Signage, Operations Centre signs, maps for wayfinding around reserves, plus signpost signage for the Star Swamp Bushland Reserve and walking trails. The MRA commissioned 7 double sided map based wayfinding signs for the City of Swan Midland area, plus

street name blade signs.

- **Information signage** - Shire of Kalamunda: Various signage at the Zig Zag cultural centre. commissioned stainless steel plaques
- **Banners & Flags** – City of Swan: A range of indoor and outdoor flags and banners over the last 20 years.
- **Maps** – City of Stirling & City of Swan: Maps for wayfinding around reserves and the Swan Valley wine trails for tourists and great destination signage options.
- **Visitor Information Boards (VIBs)** – Shire of Karratha: Maps and information boards are an ideal way to provide local information and links to online information through display of web addresses and/or QR codes etc. The Red Dog entry statement and Visitor Boards relay location information in a consistent way.
- **Parking Totems** – City of Swan: Eleven car parking Station poles and totems designed, manufactured and installed around various Midland Town Centre locations
- **Vehicle signage** – City of Swan: Refuse truck signage to promote the City's facilities. Mobile advertising via LGA fleets is beneficial.
- **Traffic signage** – City of Swan traffic signage in various locations.
- **Feature graphics** – Shire of Kalamunda & City of Swan: Office vinyl frosting to provide privacy and a creative treatment in the library office areas. Glazing and frosting also adds a touch of elegance.
- **Noticeboards** – City of Stirling: Noticeboards in Parks and Reserves, and Leisure Centres.





## WHY ARE LGA SIGNS IMPORTANT?

A wide range of information signs at Library's and Government offices will improve the customer experience. Good signage will keep messages on-brand and help users find their way around Community Centres, Offices, Law Courts, Library's and Recreation Centres. Help people navigate around local council spaces - indoors and outdoors.

Regulatory and safety signs will keep people safe by outlining any safety information – especially important for emergency management, fire safety, high risk areas such as schools, dams, swimming pools, skate parks, cycle tracks, wilderness areas, roads, high use pedestrian areas.

## DESIGN INTENT

In all cases, our design team will ensure that our artwork concepts marry with the brand and environment to provide a connection to the Government department and the users. This may be through landscape, indigenous culture, building design, heritage, landscaping or existing signage.

Let us help you create a region-wide recognisable style, character or system of signs to help with way finding and experiencing what your LGA has on offer.

## GAP ANALYSIS

Our audit services can help LGAs identify gaps in their signage strategy through comprehensive audits. Recent work with WaterCorp and Perth Children's Hospital, have involved on site reviews of signage, followed up with a detailed report outlining recommendations for improvement. Tasks may include stakeholder consultation and a signage appraisal across a number of different criteria.

## HIGH RISK SAFETY MANAGEMENT

All our signage works are fully scoped for OSHE. Those that are high-risk and present hazards to the general public during works on site will be fully risk managed through SWMS and site safety reviews. The Signs & Lines team follow rigorous safety protocols during the removal and installation of signage, using tried and tested methodologies to minimise risk.

Key to this is a high regard for all OSHE management including safety reviews, Safe Work Method Statements (SWMS) and safety planning.

## GREAT SIGNAGE IS TRANSFORMATIVE

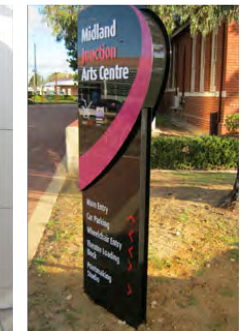
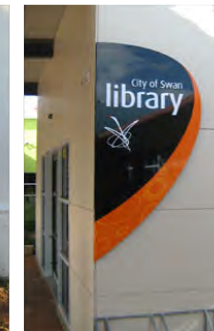
Whether you need inspiration, design assistance or help managing a new signage project, the team at Signs & Lines can take your LGA signage from drab to fab! Our service includes creating a strategy and integrated plan that will boost brand awareness and enhance your professional image.

Make the most of your signage opportunities – whether with static or digital signage – and use signs to positively engage with users and generate a great customer experience.

Talk to the team at Signs & Lines today for advice or a no-obligation quote.

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If you need inspiration, design assistance or help managing your next signage project, the team at Signs & Lines and Yap!digital can take your project from drab to fab! Our design, manufacture and installation service will make sure you get the most of your signage, plus the benefit of our team of signage professionals to guide you every step of the way.

Talk to the team today.

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