



City of Belmont Faulkner Civic Precinct

CASE STUDY

Great Signage – From Concept To Completion

It is especially rewarding when our team are involved in a signage project right from the outset. Having creative input from the get-go allows our experienced design team to develop concepts that not only look great, but also are practical, feasible and realistic.

Like the quote by Thomas Watson Jnr says, 'Good design is good business'. There are too many stories of outstanding designs becoming expensive mistakes. Our signage design team work in signage day and night. We know what works – and more importantly, what doesn't!

For City of Belmont's Faulkner Park Civic Precinct we were involved from the concept stage, right through to completion. This Case Study tells the story of our turnkey approach with both static and digital signage. And demonstrates how this delivers impressive results through a credible design strategy.

A Centre With A Difference

The multi-million dollar Faulkner Park Civic Precinct community centre – the 'Belmont Hub' commenced construction in 2018. Although 2020 could be described

as a 'stop-start year' in many ways, this project has definitely made it to the finish line. The impressive new centre includes a library over two levels, digital hub, an enhanced museum and senior hub and much more. Our role in the project started with initial concept signage designs in early 2019, which then led to a full suite of internal and external signage won at tender.

The new, state-of-the-art Community Centre serves the City of Belmont's 43,000 residents. Located just 6 kilometres from the Perth CBD, this LGA (Local Government Area) houses a thriving business and residential population. With the domestic and international airports within this jurisdiction, and around 11 kilometres of Swan River frontage, the City is as diverse environmentally, as it is culturally – with over 40% of its residents being born overseas.

The Signage Brief

The signage brief included a full suite of signs for both internal and external use. Fundamental to our typical design strategy is signage that is:-

- Unique and visually exciting;
- Attractive and familial;
- Clear, easily visible, with good colour contrast;
- Easily recognisable and uses common symbols;
- Leads people on a pathway to their destination.



External & Digital Signage

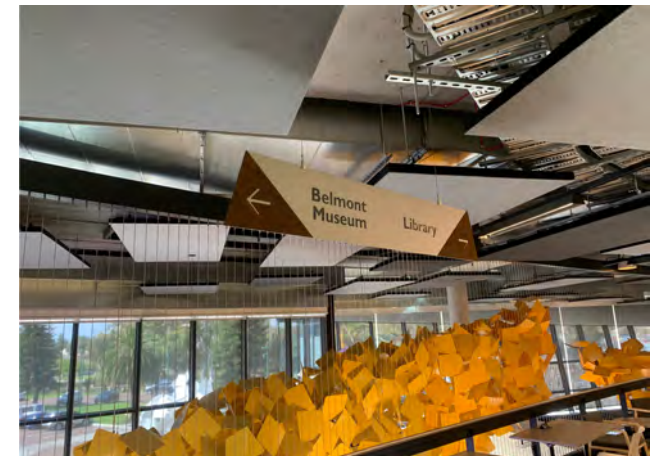
For the exterior, we made a suite of pylon and totem signs to aid navigation for users entering the facility. These included the following:-

- **Pylon entry sign** – a 6 metre high custom shaped pylon with integrated P6 digital screen. Rust finishes applied to aluminium fabricated skirt and distinct top cap of the pylon to simulate corten steel. Illuminated City of Belmont lettering and logo. Installed into footings by our team on the Wright Street entry. Full turnkey service for this digital asset including facilitating CCTV and WIFI integration (supplied by others), initial digital content development and digital content training.
- **Totem directional signage** – six 2.5 metre high totems displaying directions to the key facilities and entry points to the centre. Designed and fabricated to match the metallic and rust effects of other signs in the family. Installed into concrete footings at strategic entry points directing foot traffic to the main entry points of the building.
- **Small totem** – at just under a metre, this smaller totem is designed to offer visitor parking directions.
- **Over entry door signage** – fabricated stainless steel letters, painted metallic gold and installed over the external entry doors for each of the 3 entry points;
- **Opening hours** – silver metallic vinyl graphics applied to glass entry doors;

Internal & Wayfinding Signage

In addition to prominent external signage, Signs & Lines were commissioned to design, manufacture and install a full range of wayfinding signage for the internal spaces too. Some of the items produced included:-

- **Bulkhead wayfinding signs** – key identification signage guiding patrons in the main community areas of the building eg café, library, ;
- **Suspended wayfinding signs** – hanging off stainless steel cable, these signs featured metallic paint finishes and signature rust effect features to assist with navigation points in the building eg. museum;
- **Lift directories** – sixteen wall mounted aluminium panels finished in metallic silver paint, with signature rust effect feature and metallic charcoal vinyl with integrated braille text. Branded and designed to guide customers through the four floors of the building.
- **Various vinyl graphics** – feature vinyl graphics throughout the centre to provide user information for recycling centre, retail, library returns etc.
- **Door signs** – 51 aluminium door signs, 2pac painted metallic silver, with metallic charcoal cast vinyl with integrated braille text.
- **Regulatory tactiles** – Hearing loop tactile signage
- **Stickers and decals** – numerous signs to inform public users eg. no smoking, CCTV



Project Complexities

The complexities of this project included:-

- **Complex Rout Shapes:**

- o The unique flared skirt feature at the base of the totems and tapered header feature at the top of the totems posed an interesting challenge in the development of a design to not only produce the required aesthetic effect, but practical in terms of fabricating and installing many of these elements. Challenges faced included producing complex rout shapes in order to produce the elements from 3mm thick aluminium, providing sufficient support to the elements and the installation thereof onto the structures.

- o Three of the totems featuring the flared skirt element were to be located on sloping surface bed slabs, the slab of which was to be incorporated into the skirt to enable the skirt to seat neatly and flush on top of the slab and avoid opening beneath the skirt

- o In both cases complex 3D models were developed using AutoCAD and Sketchup to develop the complex rout shapes

- **Unique Founding of Totem:**

- o One of the 2.5m tall totems was to be located at the main Wright Street entry, which required the totem be mounted on top of a suspended concrete slab. Penetration into the slab was prohibited due to waterproofing elements on the slab. To overcome this the totem was designed as “Stand-alone” requiring no structural fixings into the slab. This was achieved by integrating the foundation into the totem. The totem featured two 36mm thick steel base plates, and the skirt section of the totem housed 480kg of set concrete. By creating sufficient ballast in

the base of the totem the totem became a free-standing element requiring no structural penetration into the slab to mitigate the overturning forces as a result of wind load on the face of the totem.

Installation Challenges

The complex project required the skills and experience of our Project Management team. Working hand in hand with various teams from the City of Belmont including the Project Team, IT department, Parks Department, and Traffic Management Department, the installation was fine tuned to create minimum disruption to the City.

Advance planning and meticulous attention to detail ensured that the installations went to plan with highly successful results.

Signs & Lines manufactured and installed the signage prior to the facility opening in October 2020.

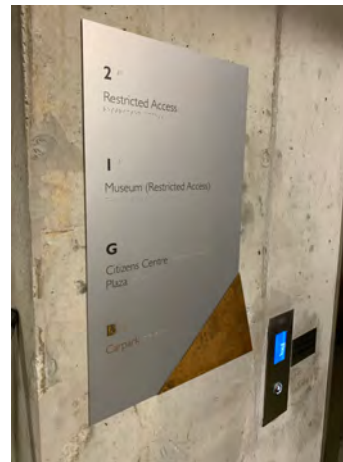
The Final Wrap

For the full range of interior and external building signage for your facility our team of professionals are just a phone call away. Talk to us today about how wayfinding signage can add value and enhance your venue, hotel, office, restaurant or conference space.

For more information or inspiration give us a call on + 61 8 9274 5151 or email admin@signsandlines.com.

We're ready to start talking! Speak up now about your next project or idea.





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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