

Southern River Square Pylon



# Southern River Square Pylon Signage

## Design Innovation at Southern River Square

In 2021 construction company Badge commissioned the Signs & Lines team to provide signage for a new shopping centre development in Perth's southern suburbs. With construction commencing late Feb 2021 the highly anticipated neighbourhood shopping centre opened in early 2022. With a Coles, McDonalds and plenty of other retail favourites, the Southern River Square Shopping Centre will provide a wide range of retail, dining, childcare and leisure facilities aimed at improving the lifestyle of the local community.

This Case Study looks squarely at the signage requirements and then explores some of the different angles that our team took to complete the works on time and budget. Even the best plans need innovative solutions which is where our team's experience is so valuable. Read on to find out more!

## Scope of Works

Our contract on the works covered a range of internal and external signage. Using the Southern River Square logo as a feature, we designed, manufactured and installed a full suite of pylon, building, statutory and regulatory signage during late 2021 to ensure the centre was ready by opening day.

## Innovation to Suit Every Budget

A late budget change in this project meant that original concept designs for the signage required a value engineering solution.

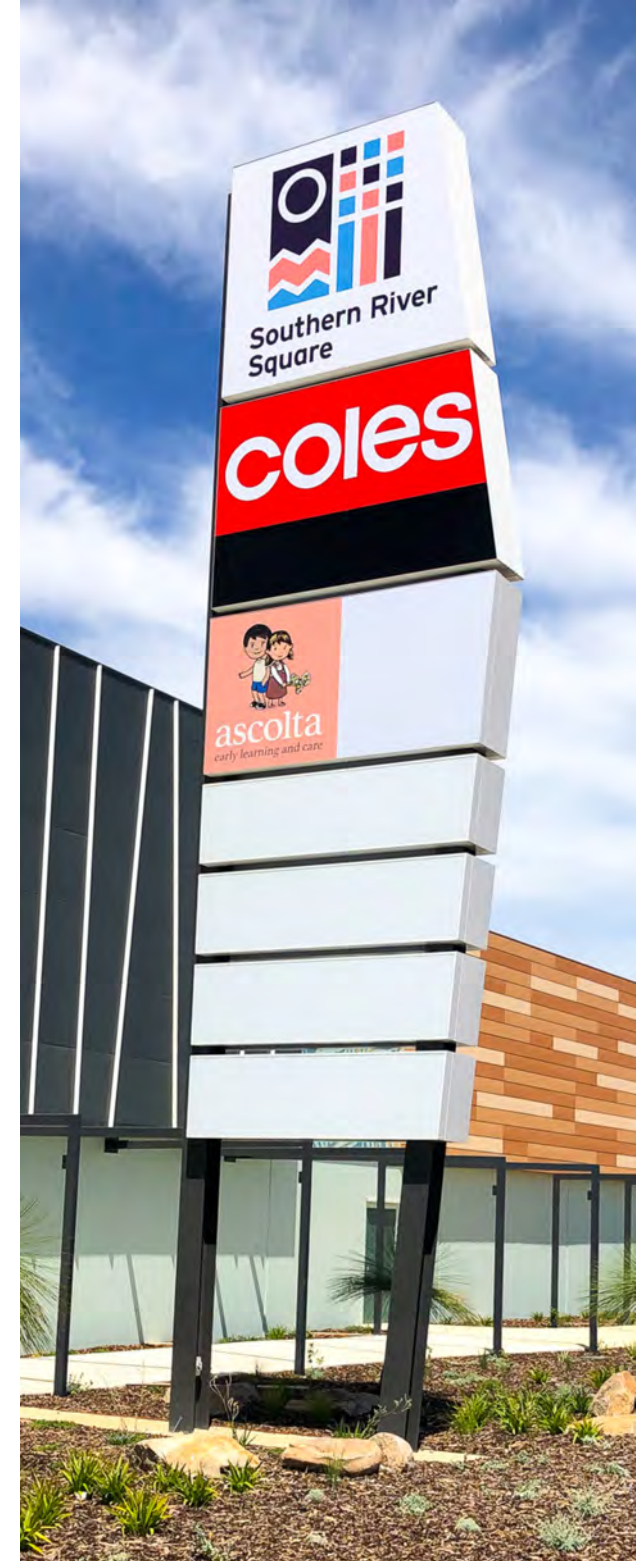
To address this, the Signs & Lines proposal to achieve a win for all concerned was to introduce a flex face finishing solution. The name 'flex face' derives from the primary feature of the system; a tensioned flexible PVC banner substrate that stretches across the face of the sign to create something that resembles the skin of a drum. The substrate can be direct printed and illuminated to deliver excellent results.

It's fair to say that curves in the road like this are in our DNA and the team's experience pays dividends when negotiating bends and twists in the brief.

## Pylon Feature Sign

The 12-metre pylon at the main entry point creates a great feature and wayfinding beacon – attracting attention and directing traffic into the centre. The top 2.4 metres of the pylon features a flex face with digitally printed artwork printed direct to the face substrate in a contoured shape. A combination of six further flex face and opal acrylic panels make up the remainder of the pylon sides for tenant graphics, with a Badge branded panel at the base.

The Signs & Lines fabrication team manufactured the pylon's steel frame and had hot dip galvanised by an external trade specialist. Once completed, the pylon was transported from our factory to Southern River on a specialised Hiab and installed to cage bolts set within reinforced concrete footings.





## Pylon Design – The Devil is in the Detail

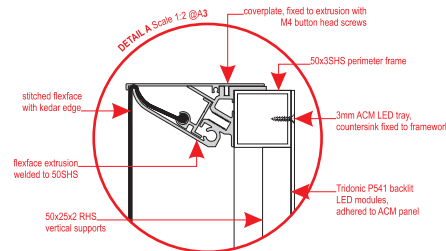
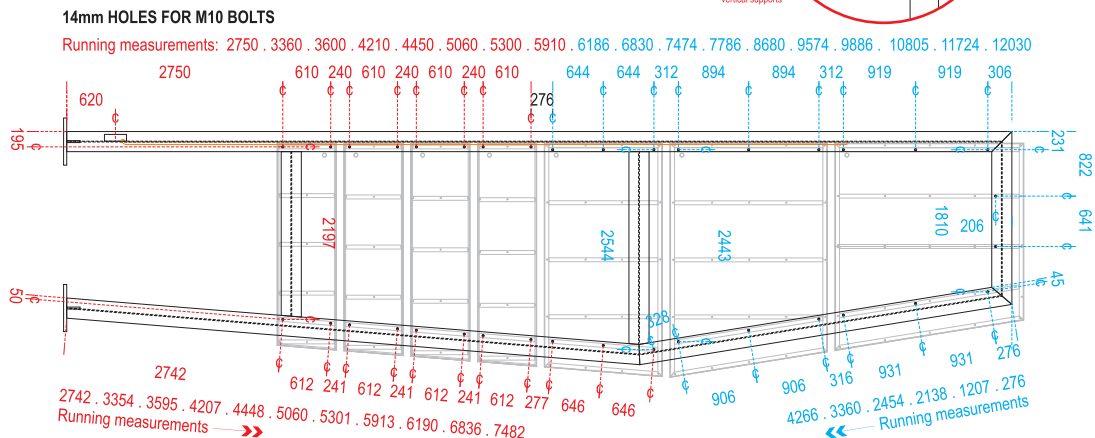
From an outline concept our design team focused on meticulous shop drawings from which our trades can manufacture and install the sign structure.

Not to be underestimated, the complexity and precision of our shop drawings are impressive. After all, if the design is not correct, the sign never will be! A mantra that we live by. This pylon sign was engineered, so the shop drawings had to be prepared in conjunction with engineering approvals.

On this project the shop drawings show pertinent information such as: -

- side and front elevations;
- framing details – with precise angles and millimetre precision;
- bolt holes – exact locations on the frame;
- baseplate, gussets, isolation switch, cage bolts and footings detail;
- flex face and opal acrylic lightbox frame dimensions;
- flex face installation detailing scaled for a high level of information;
- flex face finished stitching sizes;
- LED layouts to achieve optimum illumination;
- Location maps for installation

An example of this design work is shown below:-



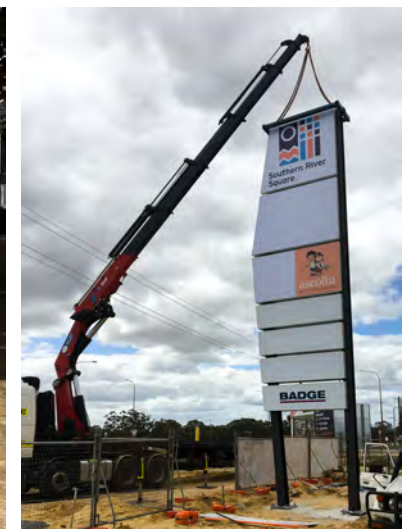
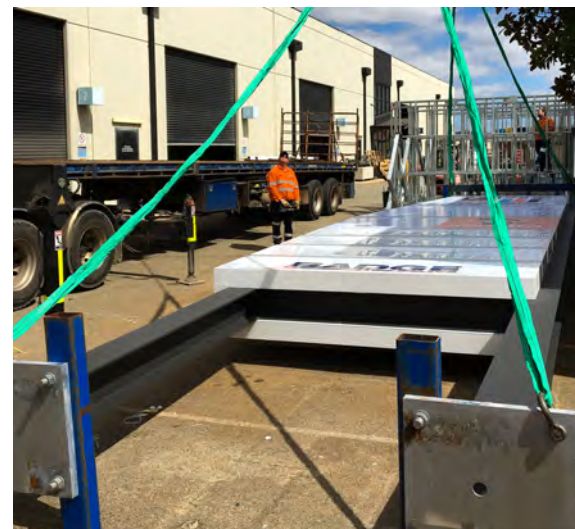
## Other Shopping Centre Signage

In addition to the pylon sign, there were

- **Building Signage** – incorporating 3 large rectangular lightboxes 6 and 4.1 metres wide, installed on the shopping centre entry fascia's. Manufactured from flex face aluminium extrusion and 2 pac painted. Featuring internal face LED illumination through banner flex faces. Installed and bolted directly to building fascia's.
- **Door Signs** – regulatory and statutory signage for doors, toilets, braille were also provided as part of our brief.
- **Centre Management Office** – aluminium sign with digital print and laminate, installed onto bulkhead at height.
- **Wayfinding and Operational strategy** – The client requested pedestrian wayfinding and operational signage to the scope of works as a variation. Our team developed the strategy, manufactured the signage and completed the installation. This scope was integrated seamlessly with the main contract works

## Project Summary

Project:	Southern River Square Shopping Centre
Location:	Southern River, WA
Environment:	External & Internal
Client:	Badge
Date:	July 2021 – November 2021





### Why Pylon Signage?

A pylon sign is a freestanding sign that is usually supported by either one or two poles. They are commonly made with an aluminium or steel frame with a rigid or flexible face.

They can display key messages such as brand names, location names, logos and other digital display information on either one or both sides. Often pylon signs are illuminated or backlit with LED or fluorescent lamps, however, they also can be left without illumination. Updating to modern digital signage is a great way to provide more engaging information on a pylon sign, which can be made both exciting and more relevant to viewers eg. display special offers, events, new store openings, etc.

### Pylon & Entry Statements

They say that first impressions count – a catchphrase that resonates very well when it comes to signage as well as other walks of life. Pylons are a very popular marketing tool for developers, government and corporations to announce themselves or their assets. The retail sector is no exception.

Pylons are an effective way to define the entry to a property or location. They perform a very important job of guiding customers to their location. Since 1984 the Signs & Lines team have created many pylons for our clients. Refer to our other projects <https://signsandlines.com/products/pylon-entry-statements/> for more information on successful projects.

### 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 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 and wayfinding 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.





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



CASE STUDY

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