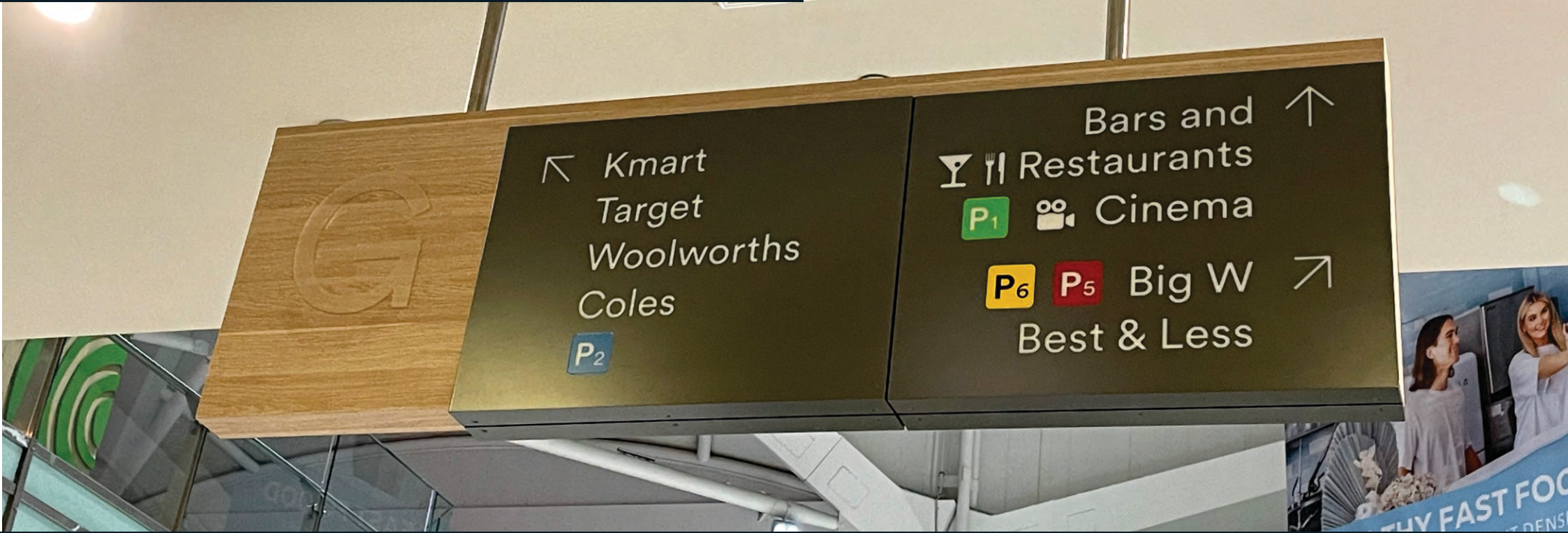


LAKESIDE JOONDALUP SHOPPING CENTRE WAYFINDING UPGRADE

2022-2023



LAKESIDE JOONDALUP SHOPPING CENTRE

WAYFINDING UPGRADE

EASY NAVIGATION AT SHOPPING CENTRES

There's no doubt that it's critically important to build a Shopping Centre 'brand'. And just like any other brand, once your customer has arrived at your Centre, the challenge becomes how to help them maximise their shopping potential! Whilst anchor stores are often easy to find, navigating around the boutiques and individual outlets can be more tricky. This is where good wayfinding signage comes into play.

It's often said that the most important marketing investment is signage – in this Case Study we explore why this statement is very true for retail wayfinding. After all, if people don't know how to locate a store, things are setting up for a fail!



SIGNS&LINES

CASE STUDY

PROJECT SNAPSHOT

Project: Lakeside Joondalup Shopping Centre Upgrade

Location: Joondalup, WA 6027

Environment: Internal & external – over 100,000m²

Client: Diadem

Date: 2022 - 2023

Features: Custom internal and external wayfinding and directional signs as part of a major upgrade in 3 stages throughout the Shopping Centre.



WAYFINDING UPGRADE AT LAKESIDE JOONDALUP

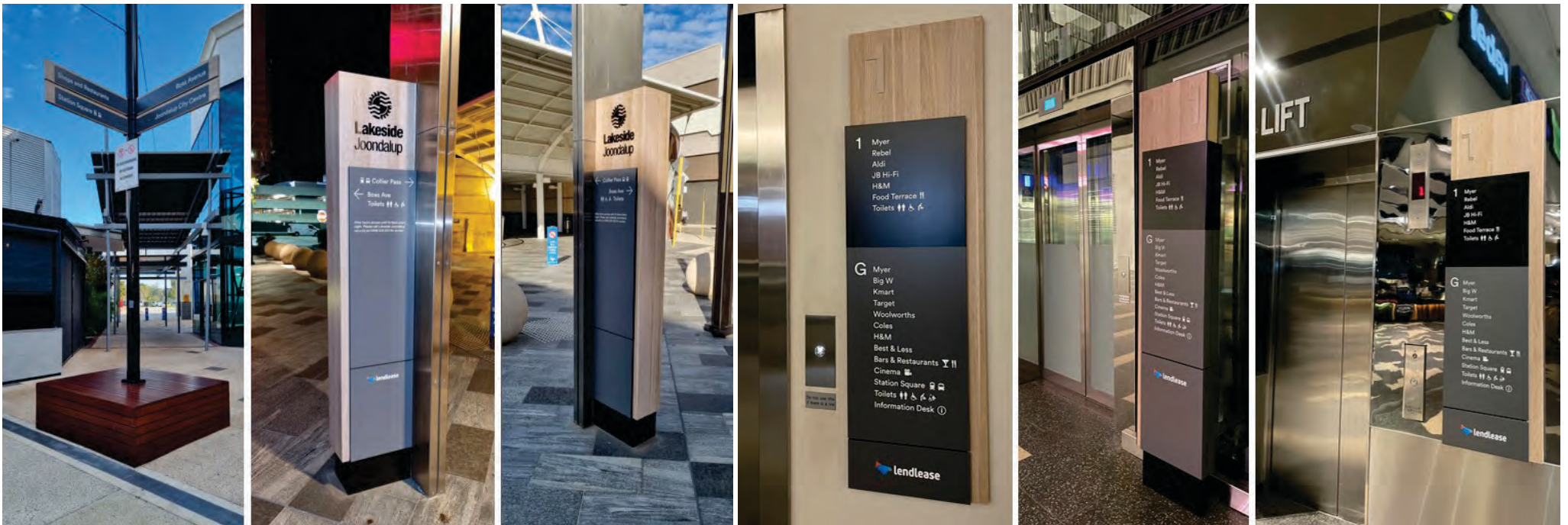
This Case Study explores a recent wayfinding signage project undertaken in 2022-23. Signs & Lines already had considerable experience at Lakeside Joondalup, performing major signage works for Lendlease during the Centre's redevelopment from 2013-2015. At this time we were contracted to design, manufacture and install the majority of the Centre's internal and external signs.

Fast forward 10 years and the Centre was due for an upgrade. Signs & Lines tendered for the work and were commissioned by Diadem to manufacture, supply and install internal and external wayfinding and statutory signage.

SCOPE OF WORK

Lakeside Joondalup Shopping Centre is one of Perth's largest shopping destinations 25km north of the CBD. Our scope of works included hundreds of custom wayfinding and directional signage, statutory and regulatory signage.

Works commenced in mid 2022, with a scheduled work plan over 3 stages, finishing in late 2023. A signage system consisting of 20 sign types was designed at the outset with styles ranging from finger blades to directional plinths, suspended wayfinding and amenities signs. As many of the sign locations already had existing signs in situ, our brief also included removal and disposal of signage.





OUR SIGN WORK IN DETAIL

The signage system consisted of a 4 layered 'typical' concept for each sign.

- Layer 1 - the backing section or staging panel was constructed of a 3mm fabricated aluminium pan with a matt laminated, oak-look, digital print finish.
- Layer 2 - clear acrylic Level IDs were adhered to position from frosted crystal vinyl.
- Layer 3 - the third layer was a 3mm aluminium content panel which was 2pac sprayed and spaced off with black acrylic with folded return.
- Layer 4 - premium cast vinyl graphics were applied. The Lendlease logo was matt laminated and digitally printed, finecut and applied to the cladding.

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MAJOR SIGN TYPES

Some of the major sign types included:-

- Overhead Suspended Directional Signs – double sided made from fabricated aluminium frames clad with oak finish. Internally illuminated with BoxLED modules. Installed into the ceiling with threaded rod;
- Wayfinding Totems – for internal and external use. Both freestanding and wall mounted pedestrian directional signage. Over 35 in various sizes eg. 421mm x 2120mm. Double sided – with some installed onto existing baseplate of replaced sign or into the floor with chemical anchors. Some variants were designed around existing internal digital signage touchscreens;

- Suspended Location ID signs – made in 4 layer style and LED illuminated;
- Cantilevered Amenities ID signs – made in 4 layer style and LED illuminated;
- Wall mounted lift directories – made in 4 layer style and installed to walls;
- Escalator Safety digital Prints – made from double sided digital prints applied to the outside of the escalators – 22 sets;
- Glazing Safety Strip on 5 levels at entry/exits – removal of existing graphics and replacement. 126 lineal metres in total including 92 logos;
- Pedestrian Finger Blade Signage – made in the 4 layer style and installed to existing lightpole with aluminium brackets;
- Statutory Signage - including amenities signage and pictograms made from computer cut vinyl.



PROJECT WRAP

The key challenges of this project were the unique, slimline forms and working outside of normal shopping centre hours. Most works were completed at night over an extended period of time.

Creating precision shapes required an extensive prototype phase to ensure that the architectural vision could be replicated into functional, yet eye-catching, signage. Incorporating the digital technology into the slimline totem housings required careful and meticulous works.

Most of the installation challenges were ironed out in advance through clever design, prototyping and a detailed methodology to address potential site issues.

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GREAT WAYFINDING SIGNAGE IS TRANSFORMATIVE

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

•Make the most of your shopping destination with great wayfinding signage. Whether static or digital signage, we can help you maximise the wayfinding signage to help customers navigate and optimise their time spent in the retail environment.

THE FINAL WRAP

The team will give you a non-biased recommendations and gear your signage to the future. Our experience of static and digital signage solutions will ensure that you receive our trademark outstanding experience.

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



Talk to the team at Signs & Lines today.

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