



GIANT 'S' ENTRY STATEMENTS CITY OF STIRLING

2023 - 2024

GIANT 'S' ENTRY STATEMENTS

CITY OF STIRLING

NEW 'S' ENTRY SIGNAGE COMES TO TOWN

In 2023 the City of Stirling commissioned Signs & Lines to refresh the City's entry statement signage in 9 locations around the LGA. Through a two-stage tender process starting in early 2023, we were awarded the work in June 2023 and completed works in March 2024.

The scope of works included the replacement of 5 existing entry statements and the addition of 4 new entry statements at strategic locations on major trunk roads in Perth's NW corridor. The new double-sided design mimicked a giant 'S' as in the City of Stirling logo, and drew references to the City's Aboriginal and Torres Strait Islander connection to Country and community art components.

THE ENTRY SIGN BRIEF – WANDJOO - WELCOME

Our response to the City's brief needed to carefully consider the materials used in the entry statements. The goal was to select a workable solution based on aesthetics and appearance, as well as practicality, cost and durability. In particular, it was important that the materials selected would minimise ongoing repairs and maintenance.

The projected lifespan for the new entry statements was specified as a minimum durability of 20 years. The design and graphics panels needed to be easy to remove and replace – with consideration for easy cleaning from graffiti or bore water stains. To comply with road safety regulations, the overall structure had to incorporate a frangible design

The City of Stirling entry statement design strategy incorporated 3 key elements:-

- Firstly, an architectural design aligned to the City's branding using the large 'S's;
- Secondly the use of visuals incorporating local flora and fauna such as fish, snake, wattle, kangaroo, turtle etc with colour references related to the location; eg: ocean, bush.
- Thirdly, graphics representing the City's Aboriginal and Torres Strait Islander connection to Country and community art features on the front and reverse of the signs.

In our opinion the 9 different designs are striking and impactful.

PROJECT SNAPSHOT

Project:	Giant 'S' Entry Statements
Location:	Nine locations on the main transit corridors
Environment:	External
Client:	City of Stirling
Date:	2023 - 2024
Summary of Work:	Five replacement entry statements and four new entry statements designed, manufactured and installed in key locations.

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THE ALL-IMPORTANT MANUFACTURE

Eight of the giant 'S's' were manufactured at 3.1m high by 2m wide, whilst one was made slightly smaller to align to local conditions. The City provided 9 unique designs - each one depicting a special feature of the local area. These were applied from digital prints with an anti-graffiti laminate. The imagery of each sign was consistent reflecting an aboriginal design.

Each entry statement was constructed by our fabrication team in 3 parts:-

1. An engineered concrete footing bottom with integral frangible frame;
2. A 1 metre high 'concrete-look' base plinth, made from 3mm aluminium, including reinforcing and frangible legs.
3. The 'S' structure was a fabricated aluminium logo with circular hollow section framework. Six internal spigots were included for a seamless installation methodology. Spraypainted in 2 pac to match the City's brand colours;

At one stage our production facility looked like it had been invaded by giant 'S's' - with the 9 'S's' either in our fabrication, paint or assembly areas!!

INSTALLATION OF ENTRY STATEMENTS

The goal was a simplified installation methodology to minimise road user disruption. During the installation phase traffic management provided a safe working space. Night works were required for 2 sites. Scanning and a dilapidation report were prepared in advance of each install. A precise site plan was devised for each site showing critical movement, parking and logistics information. Our project management team worked on all elements of the project including design, manufacture and installation including Safety Management Plans and SWMS.

The installation methodology involved a simple 4-stage process for new statement locations, and a slightly longer 7-stage process for existing sign locations. Every installation was designed to take less than a day to complete.

New entry statement locations – installation methodology:

1. Excavation of a hole
2. Hiab lift of the concrete footing bottom into the hole - levelled;
3. Hiab lift of the plinth base onto the concrete footing bottom - levelled;
4. Hiab lift of the 'S' with the spigots lowered into place onto the plinth - backfill to the base.

Existing entry statement locations - installation methodology:

1. Engage with local authority to have all previous power isolated and disconnected
2. Hiab to first remove existing top fascia from existing concrete footing
3. Hiab to remove existing concrete footing and ground to be filled and compressed
4. Excavation of hole for new entry statement in same location
5. Hiab lift of the concrete footing bottom into the hole - levelled;
6. Hiab lift of the plinth base onto the concrete footing bottom - levelled;
7. Hiab lift of the 'S' with the spigots lowered into place onto the plinth - backfill to the base.

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WAYFINDING & ENTRY STATEMENTS

This project included 9 entry statement elements across all 7 of the City's Wards. Each location chosen has between 15,000 -20,000 one-way volume of vehicles per day - so that's around 135,000 visualizations daily.

They say that first impressions count – a catchphrase that resonates very well when it comes to signage as well as other walks of life. Entry statements are an increasingly popular tool for LGA's to welcome people into the area. Other LGA entry statement projects include:-

- Shire of Dardenup – Burekup Entry Statement
- City of Wanneroo – Yanchep Entry Statement
- Shire of Three Springs – digital entry statement

As the name suggests, entry statements mark and define the entry to a property or location. They perform a very important job of guiding customers to their location. Refer to our other Case Studies <https://signsandlines.com/case-studies/> for more information on successful projects.

MAKING A STATEMENT WITH GREAT SIGNAGE

Whether you need inspiration, design assistance or help managing a new entry statement project, the team at Signs & Lines can make the magic happen! Our service includes project management ensuring a fully integrated plan that runs like clockwork.

And yes, we can make miracles happen!





Talk to the team at Signs & Lines today.

t: +618 9274 5151

m: +614 0719 9576

e: admin@signsandlines.com

Signs & Lines, 5 Meliador Way, Midvale, Perth WA 6056

www.signsandlines.com

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