



LEGIBLE SYDNEY

# PLACEMENT & MESSAGING GUIDELINES



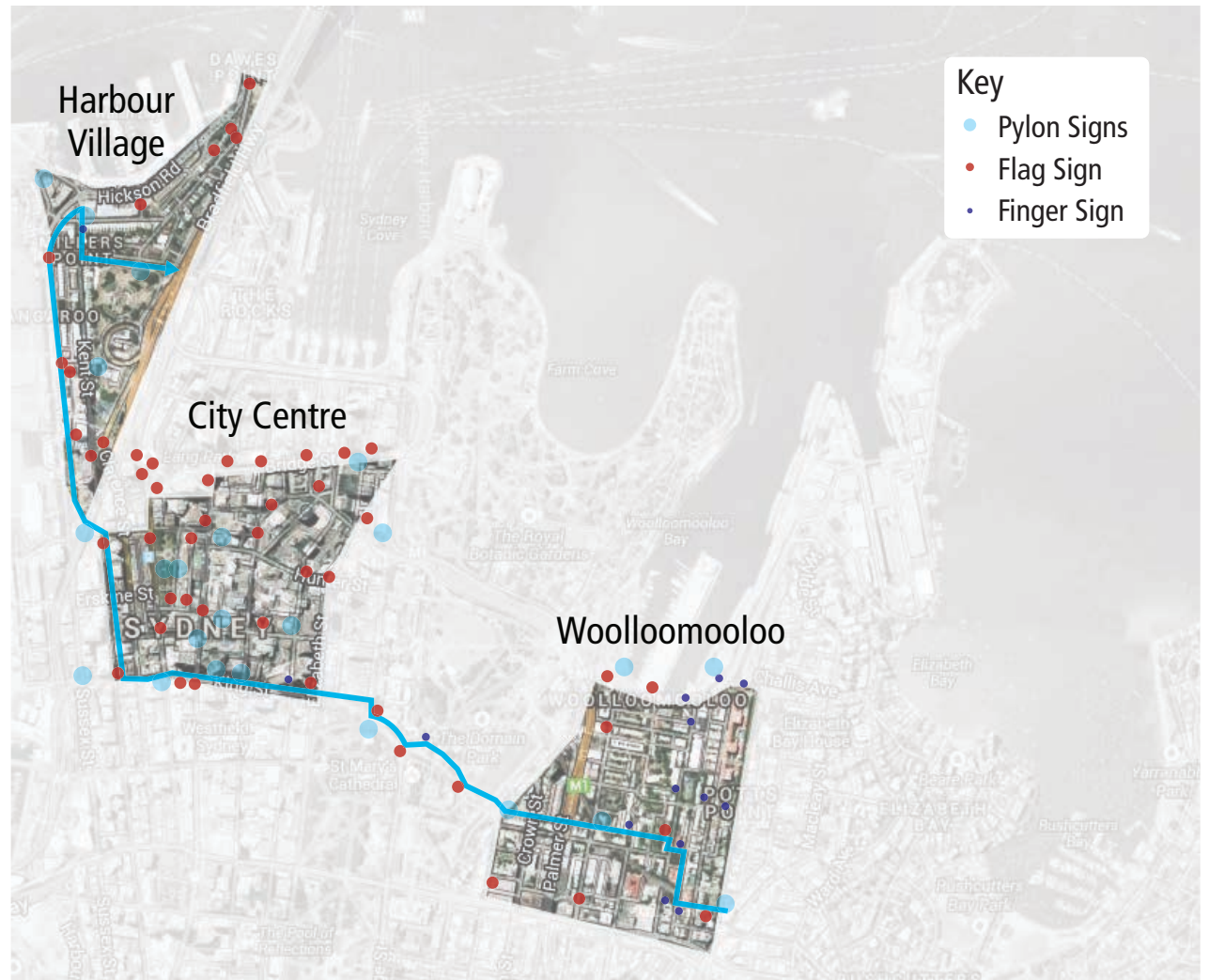
The placement of wayfinding signage is generally coordinated with the pedestrian routes established in the City of Sydney's Liveable Green Network and is organised around a node and journey based strategy:

- **Node** – precincts, public transport, attractions and destinations in an area
- **Journey** – information to connect villages, city centre, public transport, recreation facilities and other major attractions

The City's LGA environments range from the dense urban city to open spaces and parks, villages, neighbourhoods and precincts. A family of sign types has been developed for these environments to cater for different volumes of foot traffic, for lanes, roads and major traffic arteries, for small scale housing to skyscraper environments.

The signage system aims to create a connected city and allows users to undertake a journey with confidence from one node to another through improving the legibility of the public domain via better signage and reducing street clutter.

The following section of the Design Manual provides guidelines around the decision making process of signage placement and the content (messaging) development for each sign.



Note: Indicative layout only – subject to detailed site audit.

The signage placement process is structured in two parts:

- A high level **desktop review** of the relevant area
- and an in-depth **on site audit** for each sign location.

The following describes this process step by step as shown on the placement process graphic. (Refer to Figure A)

## Desktop Review

A number of considerations need to inform the placement of signage and signage type selection. This includes destinations, pedestrian routes, transport hubs and transport routes, decision points, arrival points, thresholds, topographical changes and more.

The high level review for signage placement aims to consolidate readily available data and local knowledge to create a first draft placement scheme.

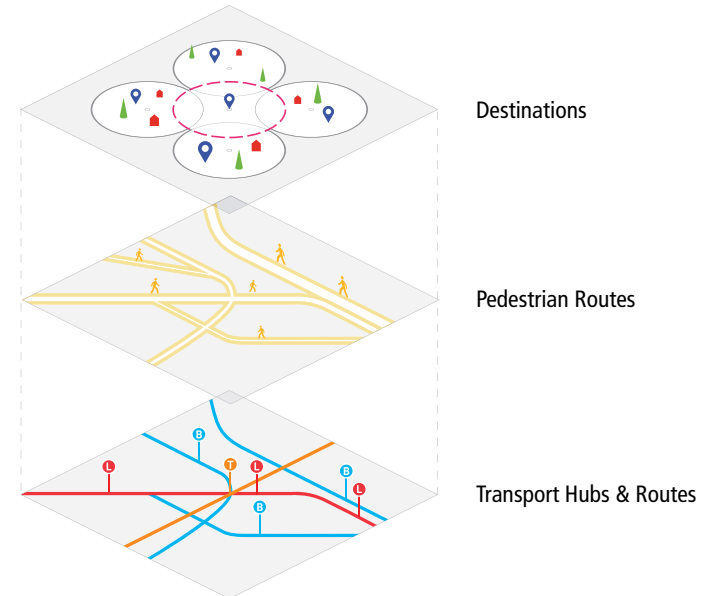
The following steps are to be applied:

Step 1 – Data Collection and Layering

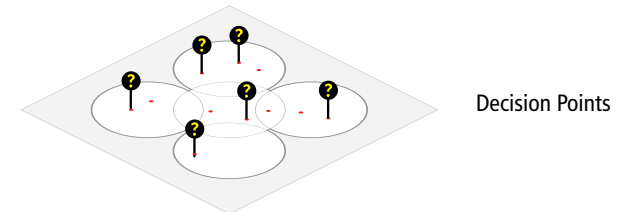
Step 2 – Filtering

Step 3 – Draft Placement Scheme

**Step 1**  
Data Collection  
& Layering



**Step 2**  
Filtering



**Step 3**  
Draft Placement  
Scheme

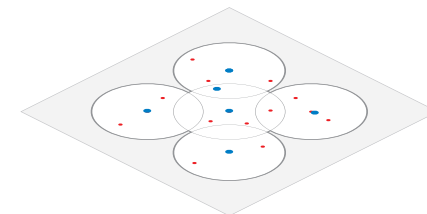
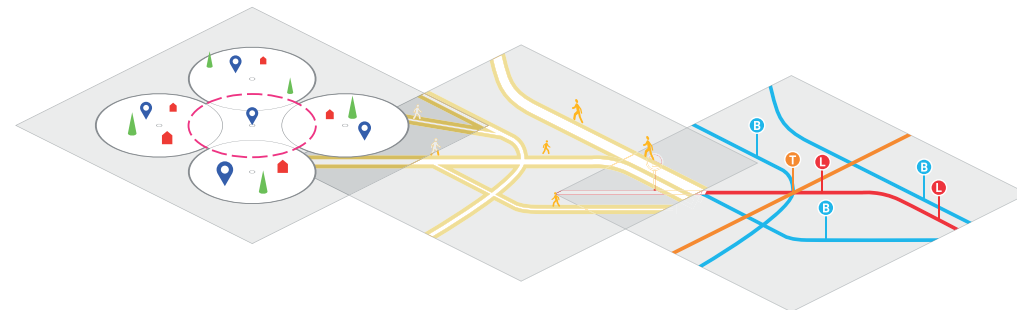


Figure A - Desktop Review

## Step 1 - Data Collection and Layering

Through the identification of what people are looking for and how people are getting to their destinations, three data layer maps can be created: **Destinations, pedestrian routes, transport hubs and transport routes.**



### Destinations

This data layer identifies the places in an area that people are looking for.

It is to show all relevant destinations in an area while a differentiation between main destinations and local destinations is maintained. Destinations can be buildings, institutions, parks or waterfront locations as well as major streets or hubs with a high level of activity. The Wayfinding Destination Schedule (Appendix 1) provides a complete list of all destinations for each village in the local government area.

### Pedestrian Routes

This data layer identifies how people are getting to their destinations on foot.

The City's Liveable Green Network (LGN) pedestrian routes form the basis for this layer and help to establish a route hierarchy.

**Primary routes** are the main activity routes and connect the citywide pedestrian network. Primary routes offer good accessibility (gentle topography), visual legibility, natural surveillance, good lighting and access to public transport. Primary routes are predominantly well understood access routes for walking and public transport between areas.

**Secondary routes** connect local destinations, such as parks, schools and community centres. They can link single attractions or destinations to the primary route network and should only be encouraged as a route if they are safe, well-lit and accessible. They may provide a short cut between two locations or destinations via stairs, laneways or small streets. Secondary routes have also been identified as those that offer less direct but quieter or scenic connections between areas or attractions e.g. foreshore route between The Rocks and Walsh Bay.

A number of well used recreational, foreshore and parkland routes that have a high scenic value and can be used as alternative routes for some journeys, avoiding steep rises, stairs or restricted access areas are also included in the secondary route selection.

The City Centre area has a more complex and networked arrangement of streets, pathways and preferred pedestrian routes. These routes include malls, underground train station concourses, footbridges, shopping arcades, street closures, parks, squares and laneways. Routes in the City Centre are more diverse and driven by a high number of arrival points, transport modes and a density of destinations, and often carry peak loads of pedestrians during morning and evening periods.

### Transport Hubs & Routes

This data layer identifies how people are getting to their destinations by public transport.

It shows all major on-road public transport routes (bus and light rail) and the most frequently used stops. Train stations and ferry wharfs are the busiest nodes, followed by bus interchange locations like Wynyard, Circular Quay and Railway Square. Buses and light rail provide a less concentrated distribution of arrivals with more stops located closer together.

After the preparation of the three data layer maps the gathered information is to be overlayed to create one map showing all information and highlighting the opportunities for decision points and possible signage locations in the following steps.



## Step 2 - Filtering

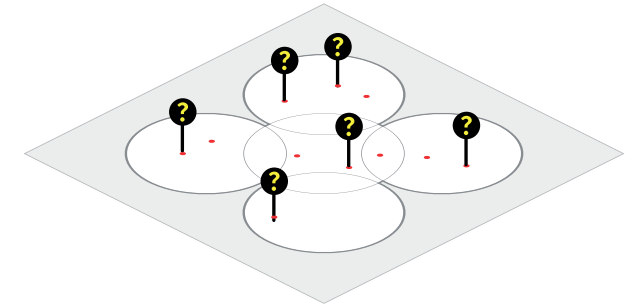
In this step the collected data has to undergo a filtering and evaluation process determining main and local decision points.

Decision points are important urban locations where a route choice will make an impact in the time taken to reach a destination, also ensuring the user is heading in the right direction. Sydney's changing topography, built form and overlaid street network with skewed streets and multi road junctions can disorient pedestrians easily.

Examples for main decision points are transport hubs, unusual three way or five way street junctions, points where roads diverge or where primary routes cross, bridges and waterway crossings.

Examples for local decision points are road intersections and junctions, pedestrian crossings, traffic lights, public stairs/lifts, points where the travel path is obscured by built form or the street ahead bends.

Local knowledge of the area, such as pedestrian activity, resting points, level changes in terrain, short cuts, together with the following points should be considered and further inform the filtering process.



**Arrival points and thresholds** are usually obvious to the pedestrian and involve experiences such as change of landscape, streetscape or built form, boundaries to designated areas or institutions, crossing over or under a bridge, tunnel or structure. Arrival points may also occur at major venues such as a building forecourt or entrance, a crossing into a park or public space, or at the beginning or end of a foreshore path.

Significant arrival and threshold points include pedestrian paths on the three major bridges (Pyrmont Bridge, Anzac Bridge and Sydney Harbour Bridge), and smaller waterways and canals.

**Resting places** are envisaged for the placement of pylon signs where pedestrians require additional time to assess their location, read the map and plan their journey. Pylons should be grouped with other existing furniture elements like benches, bubblers and shade, where possible.

**Pedestrian Traffic & Desire Lines:** Pathways with visible activity and high levels of pedestrian movement encourage other pedestrians to follow the same pathways. Streetscape form also encourages pathway choices including increased levels of retail activity, awnings, shade and street furniture.

**Obstacles and Topography changes** along pathways need to be considered and noted in route planning, mapping and signage location choices. Good wayfinding will assist pedestrians to avoid such obstacles and help them navigate to find better, easier routes, saving time and energy. Examples for obstacles and topography changes are steep grades, stairs, cuttings, waterways, motorways, tunnels, rail corridors, utilities, bridges and large construction projects.

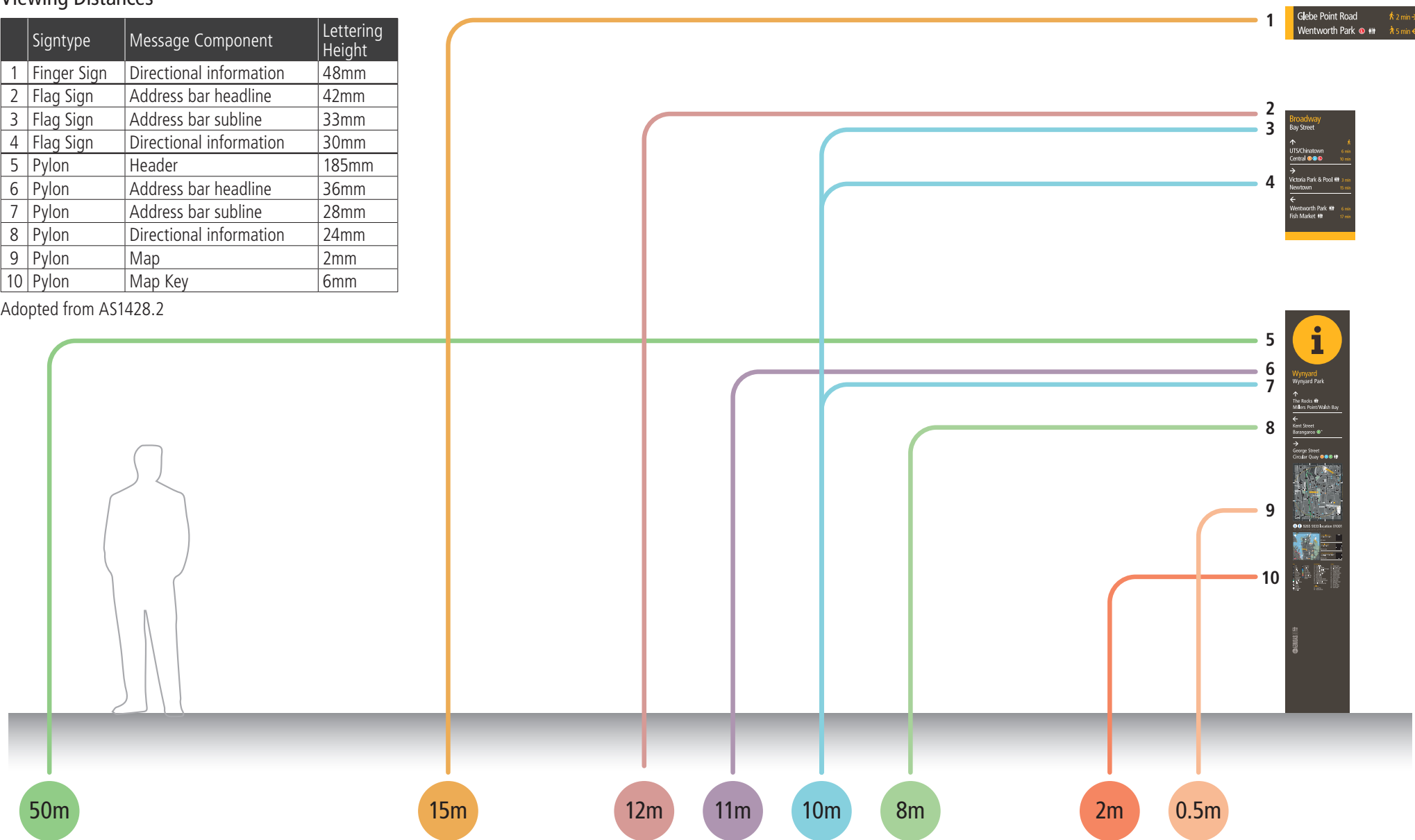
**Parks and Public Spaces Interface:** Legible Sydney pedestrian signage interlinks with the City's existing Park Signage directing pedestrians to the entry of a park and providing directional information reaching beyond or across the park area. Signage should be located on the perimeters of parks where required, but not inside parks.

**Viewing distances** as outlined in the table on the following page are to be considered when placing signage.

## Viewing Distances

	Signtype	Message Component	Lettering Height
1	Finger Sign	Directional information	48mm
2	Flag Sign	Address bar headline	42mm
3	Flag Sign	Address bar subline	33mm
4	Flag Sign	Directional information	30mm
5	Pylon	Header	185mm
6	Pylon	Address bar headline	36mm
7	Pylon	Address bar subline	28mm
8	Pylon	Directional information	24mm
9	Pylon	Map	2mm
10	Pylon	Map Key	6mm

Adopted from AS1428.2

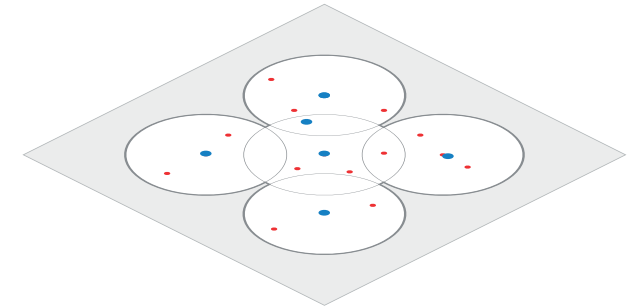




## Step 3 - Draft Placement Scheme

As the last step of the desktop review is the preparation of a Draft Placement Scheme, which determines potential sign locations and sign types forming the basis for the on-site audits.

In general, Pylon Signs should be only used in strategic nodal locations, such as main decision points along the primary routes where links to neighbouring areas and a larger context of the area is required by users.



**Pylon Signs** will be used at train stations, ferry wharfs and light rail stops. They should be located near entrances and exits, in particular areas of high egress that have clear lines of sight and access around them. Flag signs can be considered if the arrival point is at a bus stop along a primary route or directing to secondary routes. These are important locations as they are often a user's first introduction to the transport system and wayfinding system that provides the foundation for an integrated multi modal transport experience.

Only car parking stations noted in the Destination Schedule (Appendix 1) are to be included for assessment of signage requirements.

**Flag Signs** should be used for mid-journey assurance along primary and secondary routes or in locations where pylon placement is restricted.

**Finger Signs** will be used in specific locations for directing pedestrians to a nearby attraction, local destination or where a change of direction from the route is required.

A desktop analysis of proposed pylon sign locations utilising online resources (NearMap, Google Earth, StreetView etc.) is recommended at this stage.

Once the high level desktop review is completed, the prepared Draft Placement Scheme needs to be verified on site.



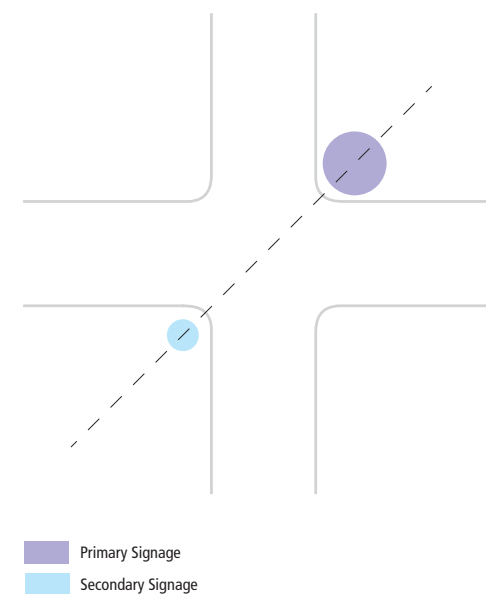
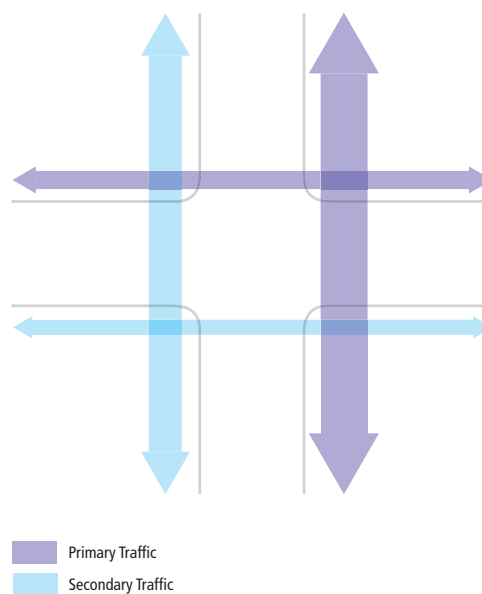
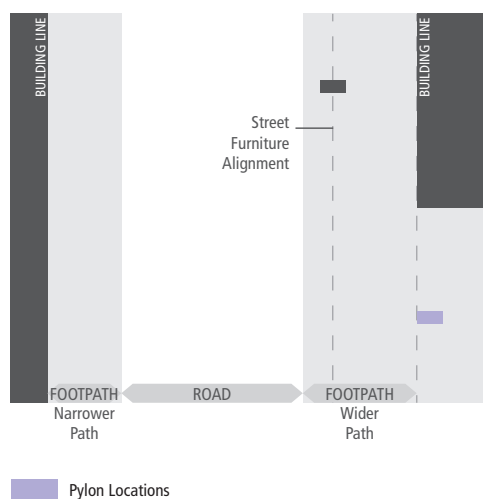
## On Site Audit and Detail Placement

A thorough site audit needs to be undertaken to verify the placement scheme and signage numbers while aiming to reduce and consolidate any existing signage. Signage and street clutter reduction are also part of this process.

The audit is to include a full photographic documentation for each proposed sign location, whilst taking into account flow of traffic, built environment, sightlines and visibility, distance between signs to create assurance of the route, space available for new signs and existing signs.

The following key principles for placement and orientation of Pylon, Flag and Finger signs have to be considered during the on-site audits:

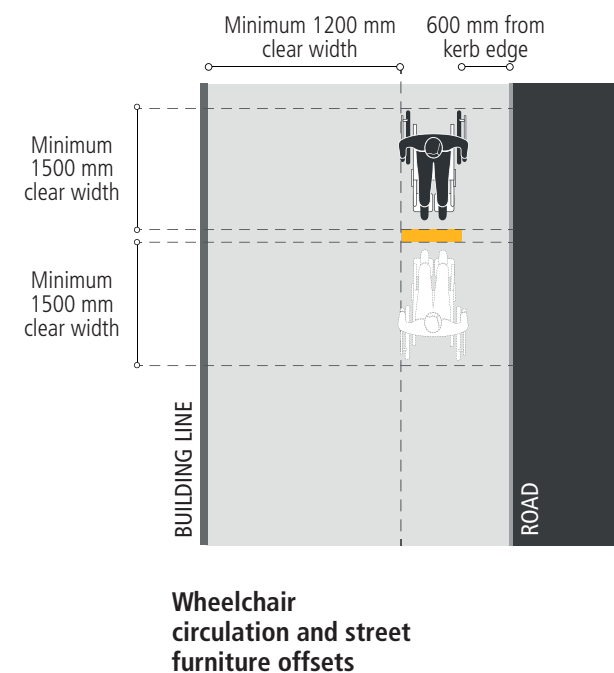
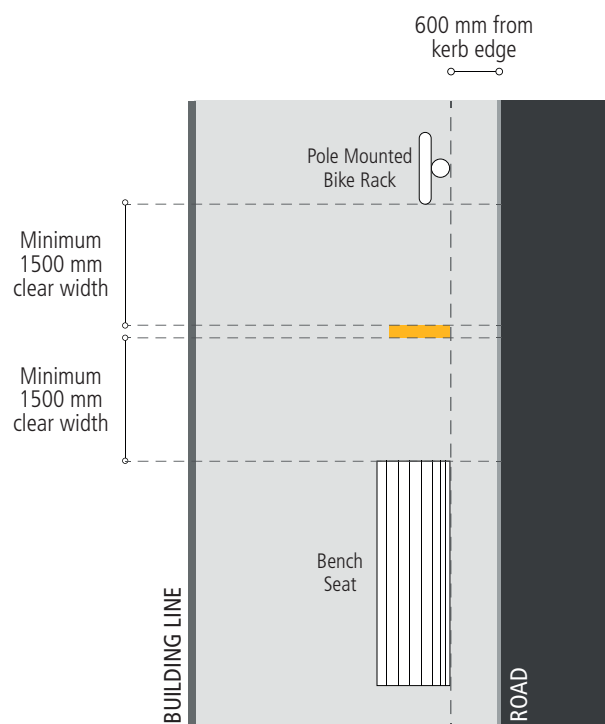
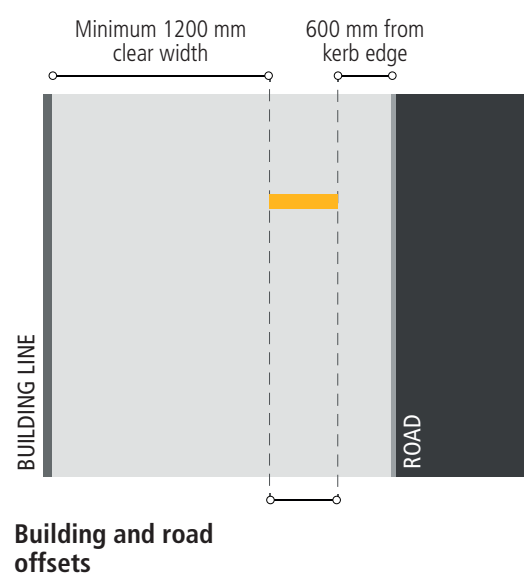
- Signage addresses primary pedestrian traffic routes
- Signage addresses secondary pedestrian traffic routes where appropriate
- Signs (Pylons, Flag & Finger Signs) are typically located diagonally across the intersection from each other





## Pylon Signs

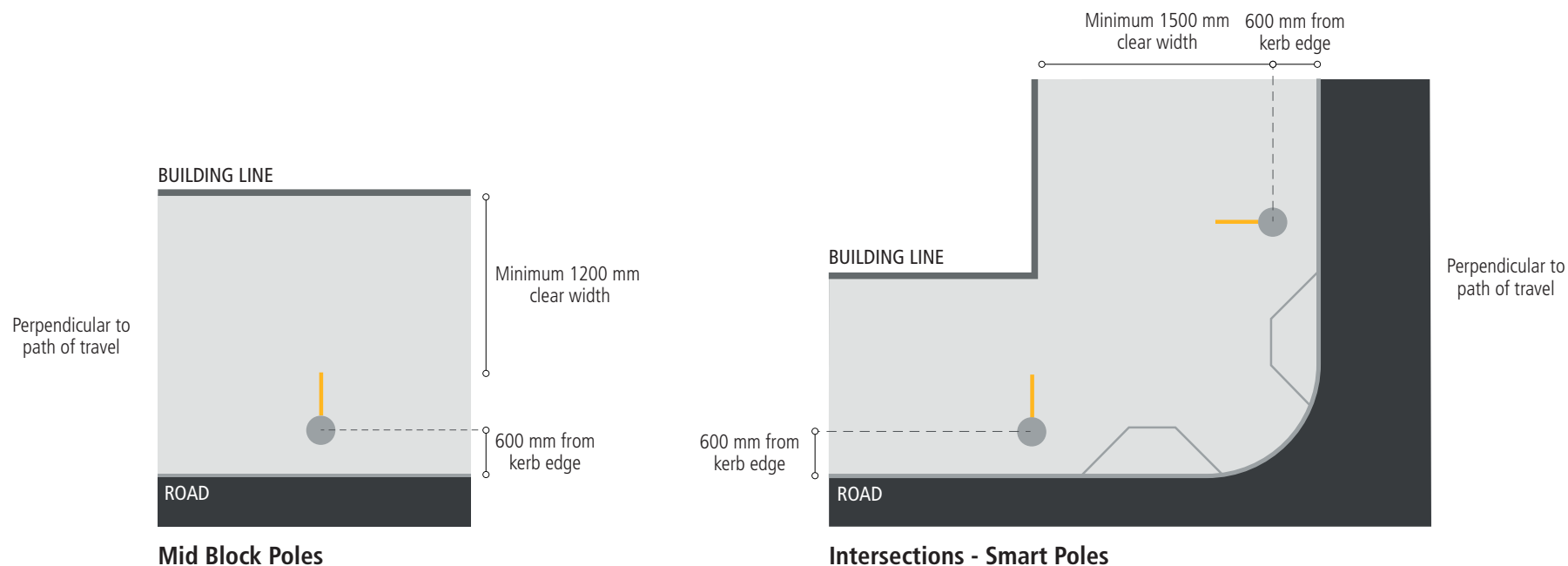
- are positioned on the wider of two parallel footpaths
- are generally positioned with the faces oriented perpendicular to the traffic in line with the technical specifications for street furniture placement
- are aligned with building line when installed in open spaces (eg. Martin Place)
- considers DDA compliance, existing underground services, pedestrian egress, adjacent infrastructure and street furniture, kerb offsets, street trees and garden beds



## Flag and Finger Signs

- are generally positioned perpendicular to the adjacent kerb facing the primary pedestrian path
- are always positioned cantilevering over the footpath, not over a road or street
- are to be located on existing poles/smart poles
- are to be compliant with AS installation heights
- Finger Signs may be turned, 30, 45, 60 degrees as close towards the destination when required
- are to follow a sign placement hierarchy with regards to installation heights, i.e. street name at the top, followed by bicycle signage and then pedestrian wayfinding signage

All signs are to be issued a sign identification number that refers to the village area and can be used for future reference and maintenance.





## Signage and Street Clutter Reduction

While assessing and evaluating placement for new signage, it is crucial to reduce and consolidate any existing signage. All signage proposed for removal or consolidation is to be documented and subject to approval by the City.

The following environments and signage types are to be considered:

### Redundant Signs

Any signage with redundant or outdated content is to be documented for removal. This includes the following examples:

Signage installed by former councils (Leichardt, South Sydney), outdated signage (i.e. Sydney Olympics, temporary signage), unauthorized commercial signage, signage that does not comply with the City's signage code

### Consolidation of Signs

Some older signage may be incorporated and consolidated into new Legible Sydney signage. Doubling up of signage is unnecessary and reduces clarity of the wayfinding system.

Signage to be consolidated into new Legible Sydney signage includes local destinations, transport information, community facilities

### Temporary Signs

Temporary signage is used for large events such as New Year's Eve, large sporting or community events. This signage should not replace wayfinding signage and should be managed and removed after the event as soon as possible.

### Street Furniture

Wayfinding signage should consider nearby street furniture locations, such as bus stops, telephone booths and kiosks. It should not obstruct sightlines to advertising panels or transport information such as bus stop signs both to the motorist or pedestrian. In general signage locations should be in alignment with street furniture set out lines as specified in the City's technical specifications (ref) wherever possible.

### Signs by Others

Other government agencies and institutions have their own existing or proposed wayfinding systems (i.e. The Rocks, Darling Harbour, Royal Botanic Gardens, The Goods Line, UTS Campus, Transport for NSW). These signage locations must be considered in the siting of new signs, avoiding duplication of service provision. New signs are to avoid obscuring other signage programs such as City of Sydney cycle and park signage, Transport for NSW signage and RMS road signage.



The following principles set out a methodology to rationalise and prioritise signage content. This process should also be informed by the placement guidelines and the pedestrian routes developed therein.

## 1. Place Naming and Destination Schedule

Place naming is critical for the wayfinding system, which shares an environment with other signage tools, such as websites, downloadable applications, printed maps and guides. The convention for place naming is based on a coordinated effort between the City of Sydney and stakeholders.

To simplify the signage content selection a Wayfinding Destination Schedule has been developed as part of this Design Manual (refer to Appendix 3). It comprises a complete list of suburbs, areas, precincts and main and local destinations for the local government area, which were selected in accordance with the messaging guidelines of the City's Signage Code.

When a location for a sign is proposed the Wayfinding Destination Schedule together with the mapped out destination data layer will refer the author to a selection of possible destinations and facilities for the sign content. Using this system will embody the larger system with a consistent and cohesive information nomenclature.

The following destination types are listed in the Destination Schedule: **Areas, Suburbs and Precincts; Main Destinations** and **Local Destinations**.

### Areas, Suburbs and Precincts

Areas and suburbs are defined by postcode areas.

Next to the postcode areas precinct names are often also used to give more precise locational information. These precincts are a combination of historical place names, geographic place names and/or transport related names such as nearby train stations.

The Destination Schedule lists all postcode areas and commonly known precincts for each village, such as the Rocks, Chinatown, Barangaroo, Circular Quay, Surry Hills, Newtown, etc.

In some instances precinct names are identified through streets, buildings, transport hubs, water or parks. These are listed in the main destination section of the schedule under their relevant classification. Examples are Walsh Bay, Botanic Gardens, Hyde Park, QVB, Town Hall, George Street, Wynyard etc.

The term City Centre is to be used for directional messaging only and is not considered an address (refer to B2). Terms like City South, City North Sydney CBD etc are not to be used.





## Main Destinations

Main destinations are the key destinations in any given area. These may be tourist and visitor attractions, public transport nodes, public open spaces, retail and hospitality areas as well as major public service and cultural institutions.

The Destination Schedule divides these 'main destinations' in the following sections:

***Streets, Squares and Plazas*** - Includes all high streets, village main streets and activity hubs, main plazas, public open spaces and squares in an area.

'Sustainable Sydney 2030' is focussed around ten villages and main streets that form the nucleus of community, commercial and pedestrian activity outside the city centre. These hubs form the primary wayfinding patterns for the LGA outside the city centre. In general these activity hubs are located on high streets and form linear spines that link to transport, shops and local destinations.

Examples for high streets and activity hubs are Crown Street, Glebe Point Road, Green Square, Harris Street, King Street and Oxford Street.

**Public Transport** - Includes all key arrival hubs for train, bus, ferry and light rail.

***Parks and Waters*** - Includes all parks and waters such as bays, coves etc. Examples for parks and water are Hyde Park, Botanical Gardens, Cockle Bay etc.

**Landmarks, Buildings and Institutions** - Includes all main landmark buildings as well as all institutions and buildings that represent major tourist and visitor destinations. Examples for this classification are Sydney Opera House, Sydney Harbour Bridge, Sydney Tower, Queen Victoria Building (QVB), Australian Museum, Art Gallery of NSW, Prince Alfred Park Pool, etc.

## Local Destinations

Local destinations include any landmarks, buildings and institutions that do not fall into the main destination classification, but are important on a local level. This includes local community and service venues such as community and neighbourhood centres, libraries, schools and education facilities, places of worship, hospitals, parking, police, fire stations, parking, post offices.

Most of these local destinations are shown on the wayfinding map only. In some situations it may be required to direct people to unique local destinations. In general these destinations should be restricted to Finger Signs only, and to destinations that are obscured or located in harder to find places (laneways, access via a set of stairs or lift etc).

Destinations outside the local government area are also included in the Destination Schedule if they are useful to the broader wayfinding and orientation of the user.

Place names/destinations can be shortened if required. The Destination Schedule provides acceptable abbreviations of names.

[illegible]

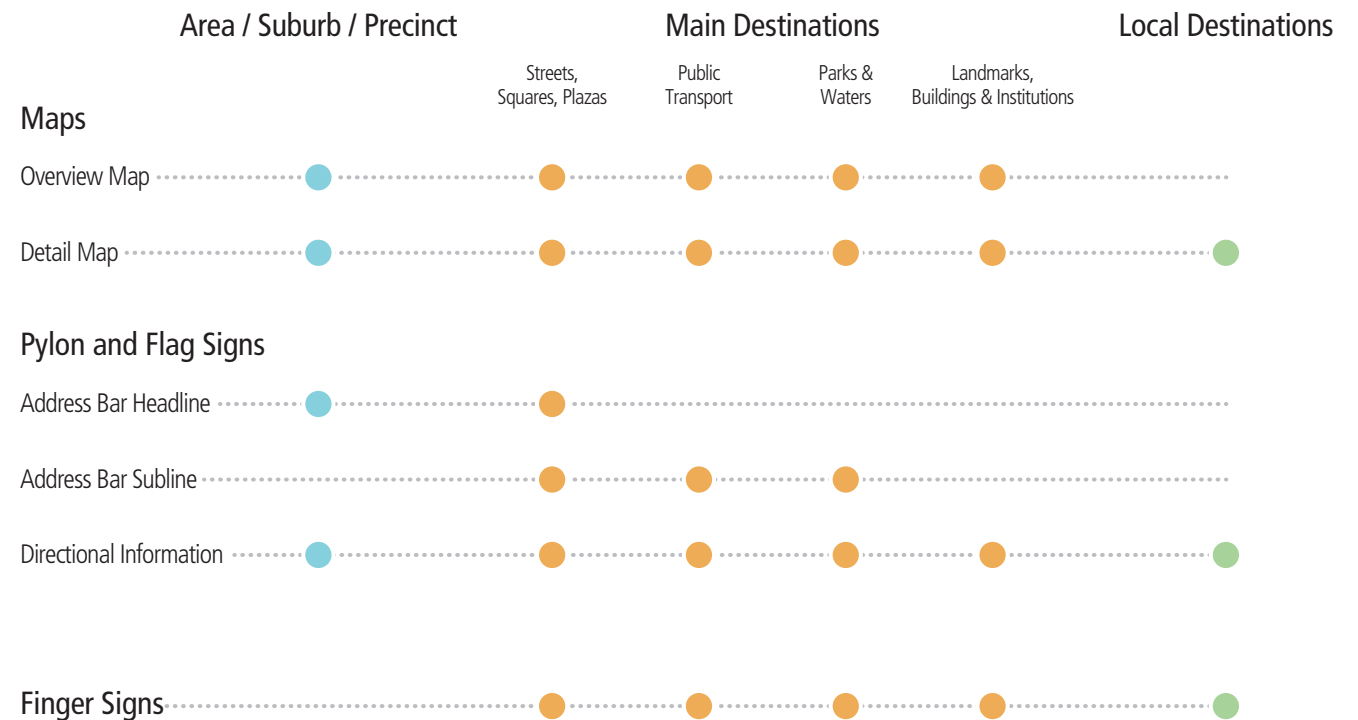
## Dual Naming

The Destination Schedule shows all applicable aboriginal name conventions as recognised by the Geographical Names Board.



## Hierarchy of messages

The Destination Schedule provides all relevant destinations to be used for the wayfinding map as well as for all messaging. The following diagram together with the destination schedule assists with the level of hierarchy to be applied when choosing directional messages for a sign.



The overarching approach in messaging is simplicity and clarity. Reduced text volumes minimise time spent reading and analysing the information on offer.

Different signs types have different messaging requirements:

- Pylon and Flag Signs provide information on the viewer's location (Address Bar) as well as directional information while Finger Signs generally only carry one or two destinations.
- Flag and Finger Signs include the walking time to shown destinations in minutes while the Pylon Signs provide walking distances via provided maps and walking distance circles.

## Address Bar — Pylon and Flag Signs

The address bar on top of the Pylon and Flag signs provides the user with information on their current location. It consists of a combination of two lines:

The **Address Bar Headline** is to nominate the area, suburb or precinct name of the sign location as listed in the Destination Schedule (Appendix 1). This could also be a main activity/high street or transport node as per the precinct definitions. Examples are George Street, Harris Street, Oxford Street, Wynyard, Museum, etc.

The **Address Bar Subline** provides information on the local place name. This could be again an area, suburb or precinct name, but also a street, building or main destination. Along main activity streets this will be the cross street of the intersection or any main destination that the sign is located at.

The content combination of the address bar can vary depending on the sign location. The following examples show a number of possible addressing options.

Note: The generic 'City Centre' area is never to be used in the address bar of a sign.

**Wynyard**  
York Street

Transport node

**Chinatown**  
Sussex Street

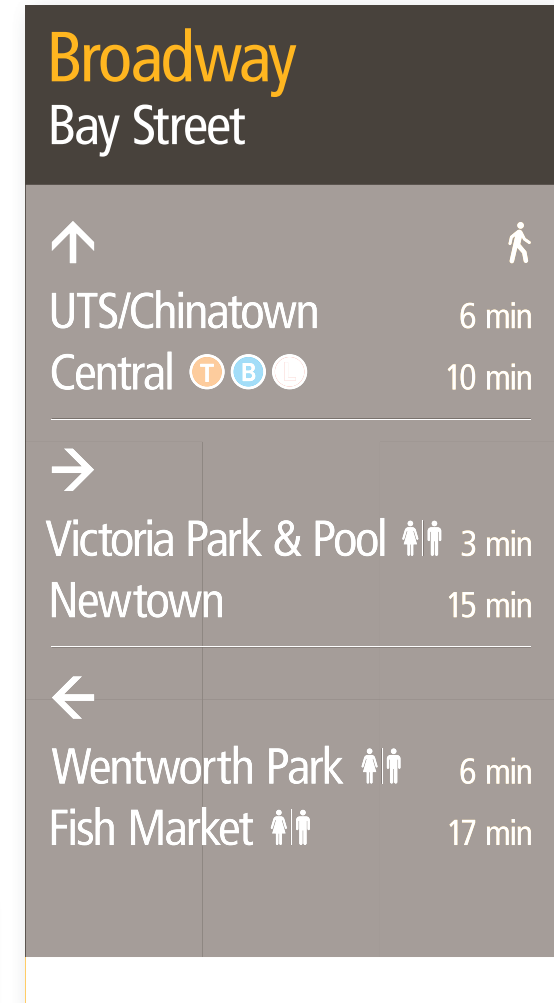
Precinct

**George Street**  
Town Hall

High Street

**Waterloo**  
Bourke Street

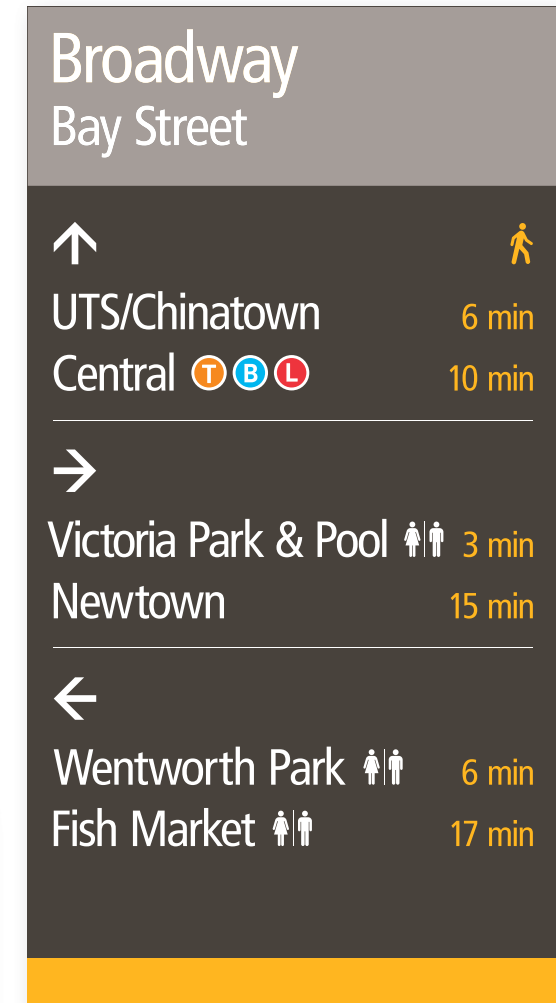
Suburb



## Directional Information for all signs

The following key principles are to be used when developing directional message content:

- Pylon and Flag signs provide up to a maximum of three direction groups, consisting of a total maximum of 6 messaging lines on a sign. The number of messages per direction may vary as long as the maximum content amount of 6 is adhered to. (refer to Figure B.2, add more examples?)
- Finger signs provide a maximum of two messages in one or two opposite directions
- The place names used on the Address Bar should not be repeated as directional information on the same sign
- Directional messaging is to be sorted and ordered always starting with the 'straight ahead' destination, followed by 'left' and 'right' destinations
- The majority of pedestrians will be moving forward when approaching a sign so 'straight ahead' directional information will be the most important
- Directional information is to be ordered by closest destination first, further away destinations second and third (i.e. 2 mins, 4 mins, 7 mins, etc.)





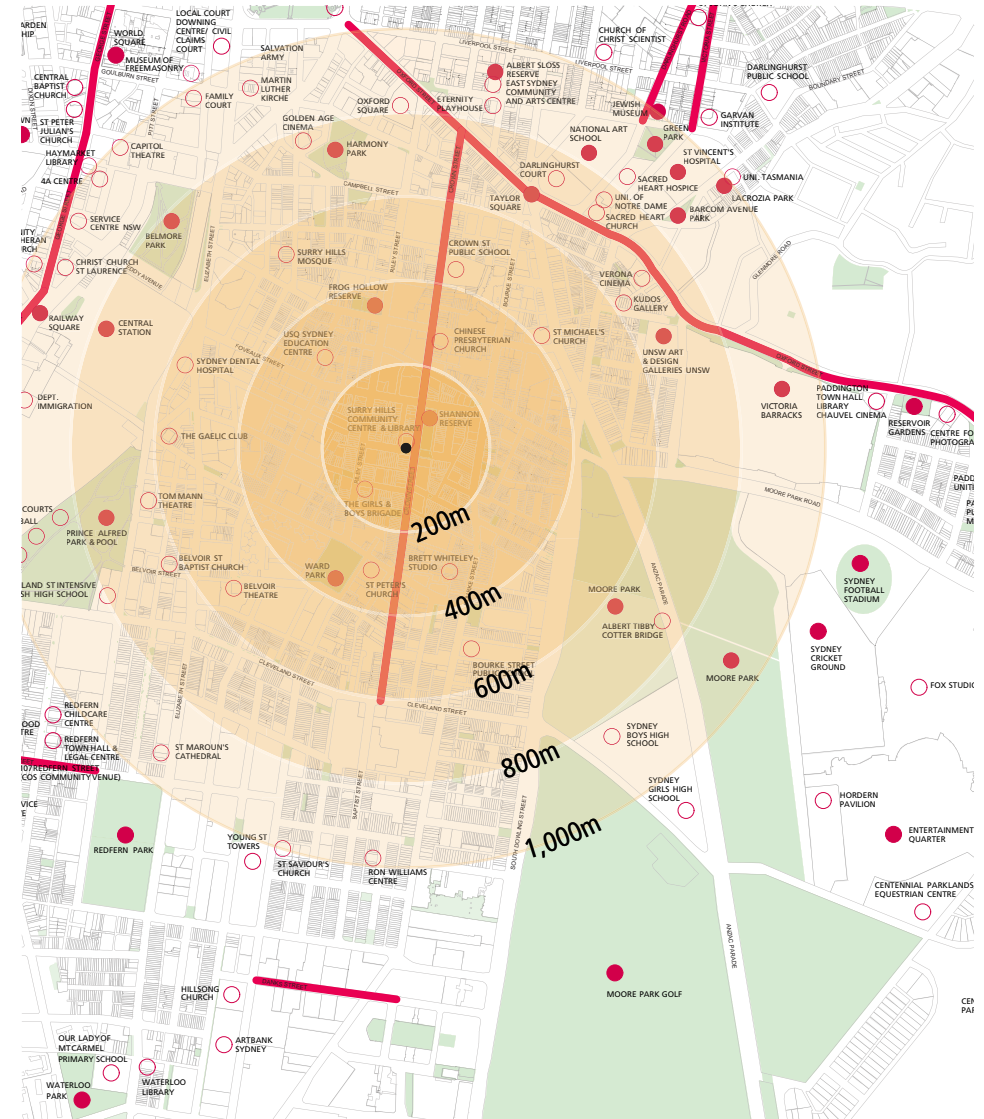
## Catchment Areas and Messaging Hierarchy

The selection of sign addresses and directional information is also based on the catchment area of the sign.

Catchment areas between 100m to 1000m can be applied depending on the sign location.

The combination of messages in each direction group can vary with regards to distance and destination type depending on the sign location and destination hierarchy, however a combination of a nearby destination (1-5min) and a further away destination (6-10/15min) providing a broader orientation is preferred.

In dense city centre locations where there is a greater coverage of signage the directional information should be weighted towards nearby streets and transport nodes up to 200m distance from the sign location.



## Walking speed and walking distance

The noted walking distance on each sign is based on a 5km/hour walking speed in correspondence with the walking circle on the pylon maps.

Specific guidelines are applied to walking times on finger signs:

- Where a finger sign is placed at the last turn-off to a destination and the distance is 1 minute or less, no time distance is to be shown, but only the arrow and the walking man
- Where two destinations in the same direction are signed only one arrow is to be shown, but two time distances and two pedestrian symbols

## Pictograms and Symbols

The use of a unique pedestrian symbol for the wayfinding system will reinforce and encourage walking as a viable transport option.

This symbol will be used to represent the purpose and audience of the wayfinding system and to identify the average time taken to walk to the messaged direction.

The use of international pictograms and symbols improves message and map legibility, increasing the speed of comprehension of information, services and transport locations.

Pictograms are generally shown in white with two exceptions that are shown in the legible Sydney yellow: Secure super Taxi Ranks and gallery pictograms.

Transport for NSW's new colour coded wayfinding icon system is to be used on mapping and wayfinding messaging. The following order of transport icons is to be applied where several transport modes are shown: **T B F L**

For destinations that exist as a destination in itself as well as a transport stop location (e.g. Wentworth Park (L), Fish Market (L)) a decision needs to be made on a case by case basis whether the transport pictogram should be added to a place name or not. This depends on walking distance and relevance for the sign location.

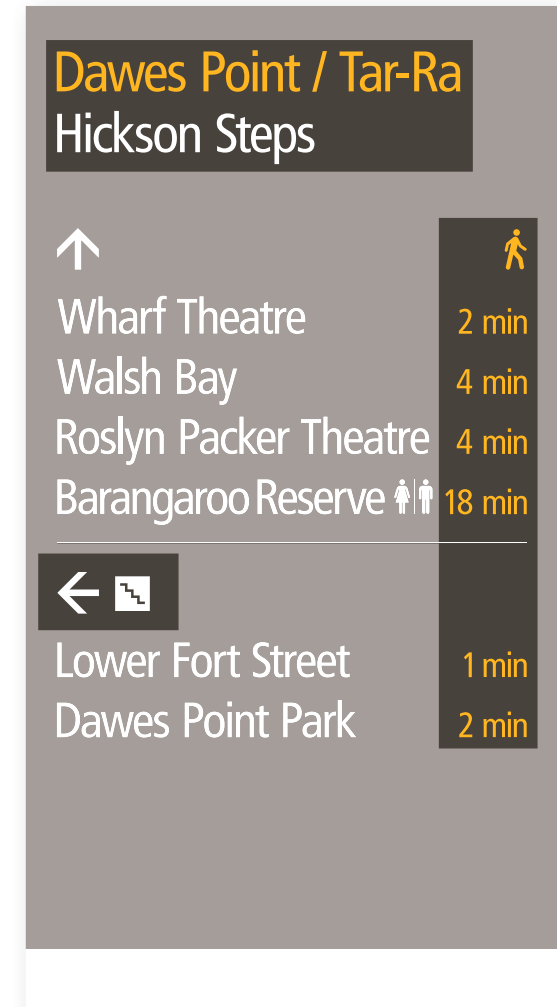
Where a number of pictograms are used after a destination the transport icon takes priority, i.e. the transport icon is to be shown before any other pictograms or icons.

In situations where all destinations in one direction are reached via stairs or lift, the stair/lift pictogram is to be shown next to the directional arrow.

## Dual Naming

Aboriginal place naming is to be used for all destinations marked as dual naming in the Destination Schedule. Where dual naming is to be used the english and aboriginal names are to be shown in the same font, same font size and next to each other, separated by a slash, e.g. Potts Point / Derrawun, Elizabeth Bay / Gurrajin.

Dual naming is to be shown in the addressing and directional information.



## Documentation

After completion of placement and messaging for a sign or an area documentation sets are to be prepared.

These documentation sets are to include final **signage location plans** for pylon, flag and finger signs, **1:100 site plans** for all pylon sites showing the pylon set out, **photomontages** of all signs including orientation and installation heights for flag and finger signs, **signage artworks** (incorporating the messaging schedules for all signs) and **Braille certification**.

This step also includes the selection of the map crops for pylon signage and review and editing of information on the maps.

The developed **messaging schedules** are to be included in the artwork production and documentation sets.

An **excel data spreadsheet** including all sign identification numbers, sign types, all addressing and messaging as well as any additional notes and comments is another element of this documentation set. This spreadsheet will be used for inclusion of wayfinding signage in the CAMS system and is required for all future maintenance requirements.

