





Legible Sydney - Volume 1

Wayfinding Strategy

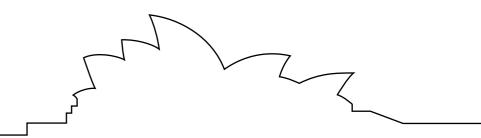
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Test Walk Evaluations





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Sydney's Edges (Barriers)

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Sydney – perceived and real barriers Compromised legibility and accessibility

The "Experience of Sydney" is challenged by an extensive circular network of transport infrastructure.

West: Bradfield Highway, Western Distributor and partial Harbour Street

South: Druitt Street, Park Street, William Street, Pier Street

East: Eastern Distributor, Cahill Expressway North: Cahill Expressway, Circular Quay Station

The infrastructures classified according to their impact on the landscape:

Elevated: Bradfield Highway, Western Distributor, Cahill Expressway, partial Pier Street

On Grade: Eastern Distributor, Druitt Street, Park Street, William Street, partial Pier Street

Below Ground: Cahill Expressway circular on-ramp

Tunnel: Partial Cahill Express Way

Effect

The elevated structures present a visual barrier and in effect disconnect precincts. This interrupts vistas, journeys, creates ambiguity and loss of orientation and sense of place.

Pedestrian navigation through infrastructures

Elevated infrastructures are navigated through tunnels, footbridges, ramps and stairs. Additionally journeys are not obvious due to undulating terrain, difficulty in locating a path and lack of wayfinding signage.

On-grade infrastructures are bridged at traffic lights and pedestrian crossings only.

The axis of Druitt/Park/William Street presents a significant obstruction to the pedestrian path. This impacts negatively where the axis cuts Hyde Park into two parts. The Cahill Expressway cuts the Royal Botanic Garden into two parts also.



KEY

BARRIERS (SUPERSIZE TRAFFIC INFRASTRUCTURE)

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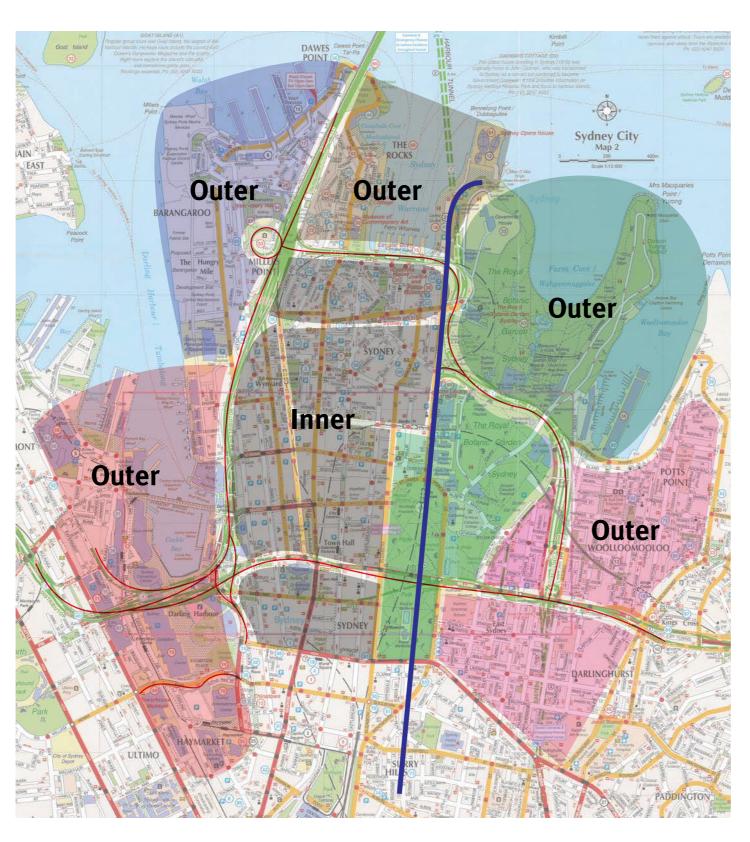
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Macquarie Street Walk

KEY



'MACQUARIE WALK' **CROSSING BARRIER AT TWO LOCATIONS AND MOVING** FROM OUTER TO INNER, **BACK TO OUTER PRECINCT**



Edges, precincts and walks

The LGA of Sydney comprises suburbs, precincts, urban and park areas as does every other city. Sydney however is additionally divided up into precincts due to natural and man made edges.

The transport infrastructure is cutting through the most sensitive areas of the inner City, below ground, on-grade and above ground.

The illustration on the left describes the area from the Harbour Bridge down to Darling Harbour. The barriers are encircling the inner city and are creating inner and outer precincts. These barriers impact intuitive wayfinding and increase the need for more frequent wayfinding elements.

From the illustration it is evident that some of the most visited places of Sydney are in actual fact isolated from the "inner circle" of the city. Visitors, tourists and locals may find the barriers difficult to comprehend and to navigate.

This is where the sign system for the City of Sydney requires its greatest flexibility to communicate the path from the inner circle to the desired outer precincts and back.

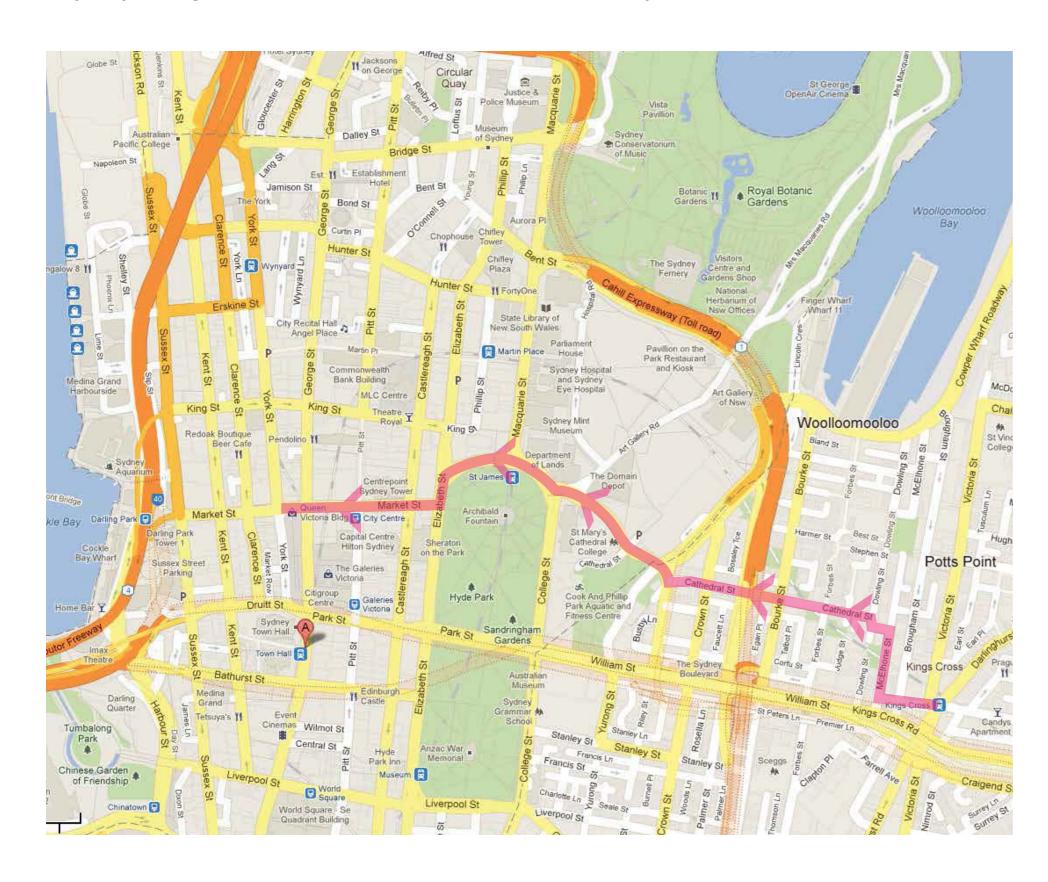
To illustrate that a particular walk will bridge barriers, inner circle and outer precinct, the Macquarie walk has been indicated. It covers primary destinations.

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City Wayfinding Walk 1 – Potts Point – Woolloomooloo – City Centre

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City Wayfinding Walk 1 – Potts Point – Woolloomooloo – City Centre









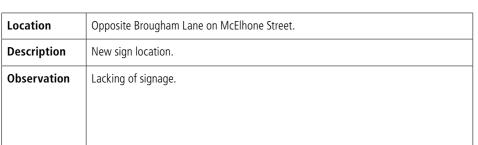
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Location	Brougham Lane
Description	
Observation	Requires identification as a route.

Location	Brougham Lane
Description	Nominated access way for LGN from Victoria Street to McElhone Street and onward to Cathedral Street.
Observation	Notes – Locate map at Victoria Street end (see Jahn Assoc report Attachment B3 p151). Signpost western end.

Location	Junction Brougham Lane and Brougham Street.
Description	Finger Sign on Telegraph Pole.
Observation	SW + New Graphics.
	Notes — appropriate.







Location	Junction of Reid Avenue and McElhone Street.
Description	New Sign Location.
Observation	SW+NW Corner Lacking Sign. Notes — Access to Cathedral Street. Childcare Centre to left. Woolloomooloo Bay ahead.



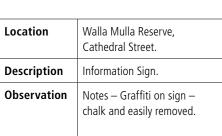
Location	Junction of Cathedral and Judge Streets.
Description	Mix of Signs.
Observation	Three Different Generations of Signs. Notes — Info Consistency Poor.

City Wayfinding Walk 1 – Potts Point – Woolloomooloo – City Centre







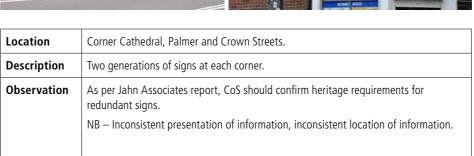






Location	Intersection of Cathedral and William Street.
Description	Public Art/Precinct Identifier.
Observation	Useful for vehicular and pedestrian traffic NB — Adaptation of traffic signs for the artwork. Visibility of works behind obscured by fence to some extent.

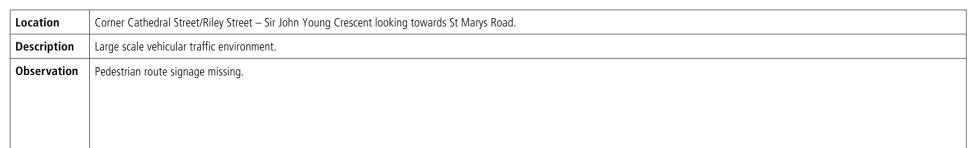






Location	Corner Cathedral Street and Sir John Young Cres
Description	Building numbers incorrect/confusing.
Observation	Numbering system to be confirmed as 'directional' or 'descending' order.







Location	Corner Cathedral Street and Sir John Young Crescent.
Description	Major junction/new sign location.
Observation	Edge of Woolloomooloo/East Sydney precinct requires directional and mapping. Access from this point to Domain, St Mary's Cathedral, Hyde Park, Art Gallery of NSW etc and City Centre, Stanley Street, William Street.
	Nominated map based sign location — Refer to Jahn Assoc report Attachment B3 p151.





City Wayfinding Walk 1 – Potts Point – Woolloomooloo – City Centre



	T
Location	Corner Cathedral Street and St Marys Road.
Description	Directional sign to Pool and Fitness Centre.
Observation	Poor scale, location and consistency in presentation of information for both pedestrian and vehicular traffic. Notes — Facility requires better identification.





Location	Corner Cathedral Street and St Marys Road.
Description	Carpark entry signs/footpath access to Domain.
Observation	Pedestrian directional location – to City and Kings Cross. Notes – Car park signs are old and rundown.

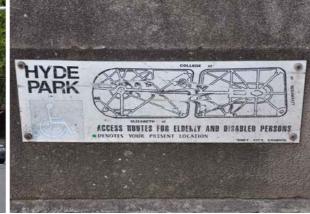






Location	Corner Prince Albert and St Marys Roads.	
Description	Existing sign post and possible pedestrian marker location.	
Observation	Major Sign Needed to direct to AGNSW, the Royal Botanic Garden and Mrs Macquaries Chair	
	Notes — Two generations of street signs, Sydney Hospital has its own style of sign at this location.	







Location	Corner College St and St Mary's Road — entry to subway to St Marys and Domain Carpark.	
Description	Access route marker located at bottom of railing.	
Observation	Routes are not legible, sign is small and not immediately apparent. Requires removal and replacement with a marker directing pedestrians to Market and George Streets. Notes — Route information is no longer discernable	



Location	Entry to Hyde Park at Macquarie Street.	
Description	Existing CoS wayfinding marker.	
Observation	Location suitable for re-use. Directional messages on North face to Sydney Opera house and locations to the North are ambiguous — use of down arrow not clear. Note — Some damage to the skin but otherwise sign case is in good condition. Map panel has come away at bottom	

City Wayfinding Walk 1 – Potts Point – Woolloomooloo – City Centre



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Location	Entry to St James Station on College Street.	
Description	Station entry signs. Possible location for directional sign/route marker.	
Observation	Double up of station ID signs not required.	

Location	Entry to Hyde Park, College Street near Elizabeth Street.	
Description	Accessible routes marker.	
Observation	Routes are not clearly legible. Sign is small and may be easily missed.	



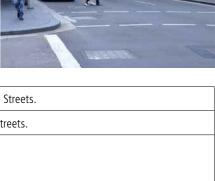




Location	St James Station entry at corner Elizabeth and Market Streets.		
Description	City Map sign and historical marker.		
Observation Possible location for re-use. Sign in usable condition. May be better located at edge of Elizabeth Street. A user was observed have difficulty orienting themselves using the planner map.			

Location	Junction Elizabeth and Market Streets, opposite train station entry.	
Description	Heritage walk marker.	
Observation	Sign still functional, thought to be given to how this type of information is presented in the future. Possible location for new map based sign.	





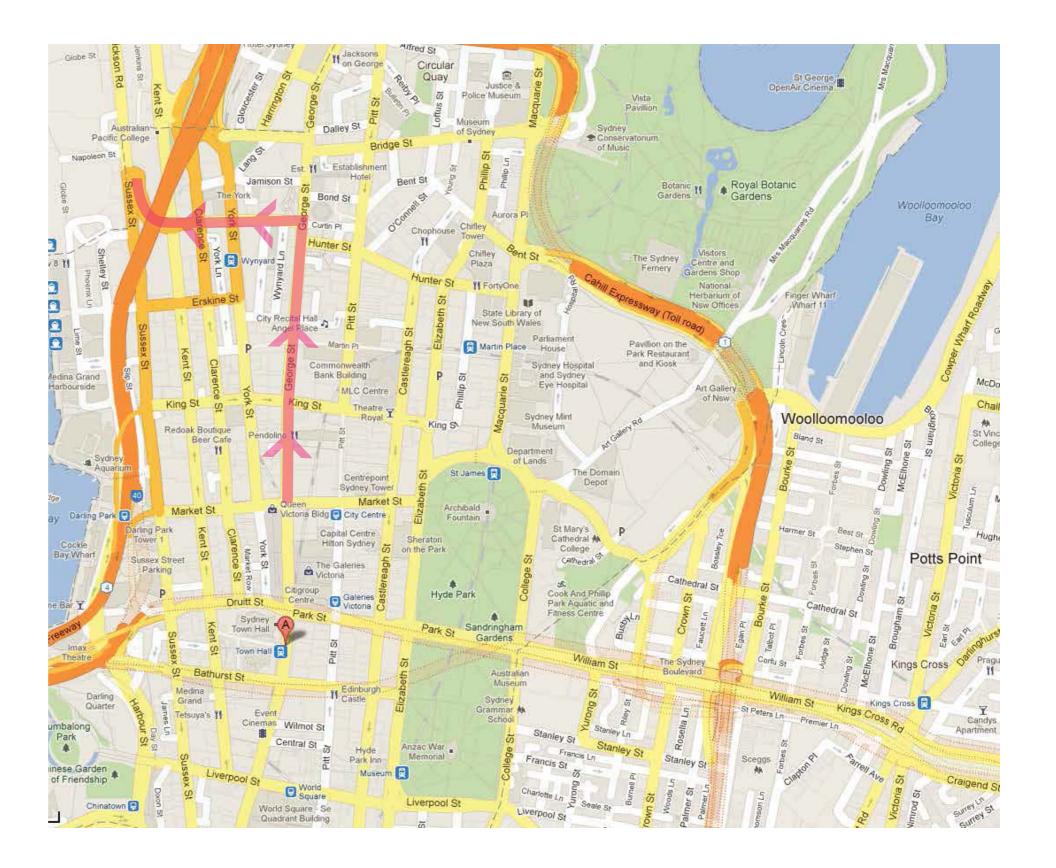
Location	Corner Market Street and Castlereagh Streets.	
Description	ption View down Market and Castlereagh Streets.	
Observation		



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City Wayfinding Walk 2 – City Centre – Barangaroo



City Wayfinding Walk 2 – City Centre – Barangaroo













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Location	Corner Market and George Streets	
Description	City map at entry to QVB and signs at adjacent corner.	
Observation	Location for re-use, or consider marker closer to corner.	

Location	George Street between Market and King	
Description	Regulation and RTA signs on smartpole, narrow footpath along George Street	
Observation	Limited scope for sign placement. Overlapping signs. Pole use needs better coordination between agencies.	

Location	George Street, Near King Street	
Description	Accessible bus stop	
Observation Location for this and similar facilities to be included on mapping?		















	N L	
EXEZ		

Location	Corner of George and King Streets	
Description	Two styles of CoS street sign. Pedestrian Train Station directional.	
Observation	Standardise street sign system. Transport directional system location possible site for use by integrated wayfinding blade?	

Location	Corner George and Barrack Streets	
Description	Mix of Signs – Street, City Map and inlaid number with adjacent historical marker	
Observation Location for re-use of City Map footing.		

Location	Corner George Street and Martin Place		
Description	Range of pedestrian targeted information. Street signs, City Map, tactile / Braille markers, regulation signs.		
Observation	Opportunity to combine all information in a single location. Notes — Tactile markers are badly weathered. Two are located away from the crossings, making them unlikely to be found.		



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City Wayfinding Walk 2 – City Centre – Barangaroo













Location	Corner George Street and Angel Place	
Description	Street signs, footpath marker, directional for recital hall.	
	Three different methods of identifying Angel place are used. Two different street sign types and placements. Footpath marker lacked contrast on the overcast day. Smartpole crowded and obscured by adjacent advertising. Recital Hall and public art installation requires better identification.	

,		
Location	Corner George and Margaret Streets	
Description	Location for Route marker and existing City Map at Curtin Place.	
Observation Indicated as route to Barangaroo. Requires clear directional messages.		
1		



Corner Margaret and York Streets

Old style street sign. Wynyard Public Transport hub

Update street sign. Directional marker for Barangaroo / Rocks/ George Street and Wynyard Station location. (no Photo)

Location

Description

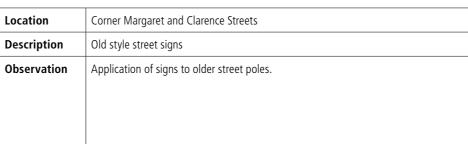
Observation















Location	Corner Margaret and Kent Streets	
Description	3rd party directional messages. Location for route marker	
Observation	Complex intersection requiring clear route marking.	

City Wayfinding Walk 2 – City Centre – Barangaroo















Location	Margaret Street from Kent Street
Description	Steep gradient

Location	Corner Margaret, Kent and Napoleon Street	
Description	Complex intersection. Access to Barangaroo is steep. Opposite side may be easier to negotiate as ther is a separated pedestrian ramp on far side of Napoleon Street.	
	Notes – Route marker required.	



Locatio	n	Western Distributor overpass at Napoleon Street.
Descrip	tion	Artwork on overpass.
Observa	ation	Possible orientation marker for walking route from Barangaroo.









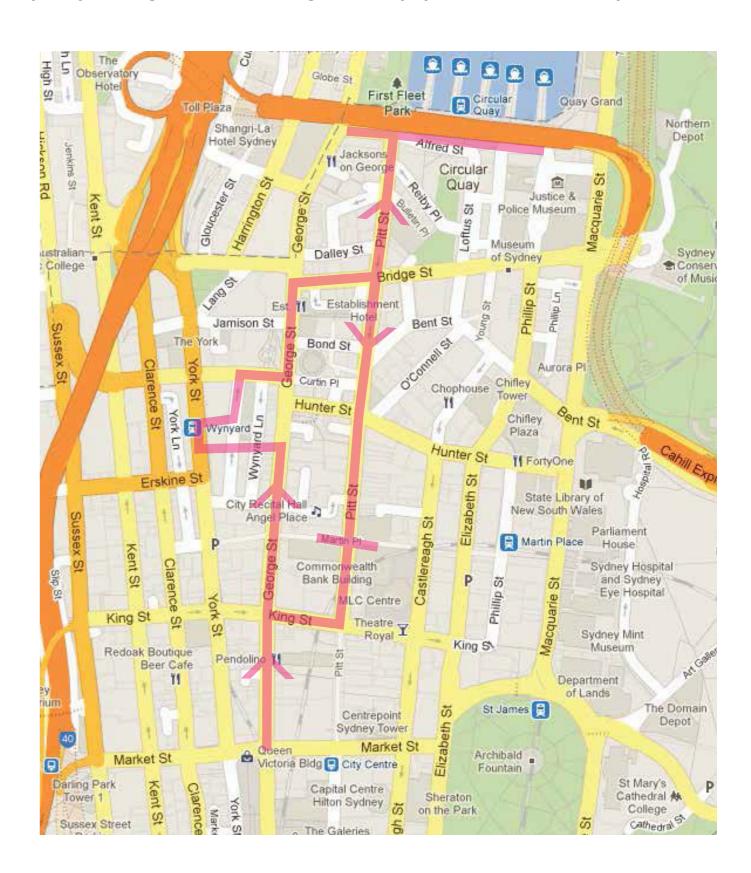


Location	Corner Napoleon Street and Hickson Road	
Description	Existing street signs. Mix of old and new street and new heritage marker. Pedestrian ramp to Kent Street.	
Observation	Location for Map based sign for traffic from Barangaroo. Heritage and street signs use inconsistent location of CoS crest due to directional arrow on marker.	

Location	Maritime trade Tower Loadig Dock entry
Description 3rd party directional message for route to Kent Street via lift.	
Observation	Possible right of way? May confuse pedestrians.

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City Wayfinding Walk 3 – George St – Wynyard – Circular Quay & Pitt St

















Location	Pedestrian wayfinding	
	marker in pedestrian area	
	of Barrack Street, corner	
	George Street.	
Observation	Marker is relatively	
	inconspicuous due to	
	material and colour.	

Locat	tion	Corner Barrack St/Martin Place.			
Obse	rvation	Vista into Martin Place allows for a sense of place and orientation. Martin Place is the main open urban pedestrian precinct in Sydney. It features Pedestrian wayfinding Markers, circular CoS structures which were designed to feature event posters but			
		feature none.			
		A NSW transport station identifier at the entry to martin Place station is generally inconspicuous.			



Location

Observation





George Street, near Martin Place.	Location	George Street/Hunter Connection
JC Decaux Phone Booth/Advertising module creates interference with flow of traffic	Observation	Hunter Connection entry does not inform of its connection with a destination, which
and sightlines.		for the initiated is Hunter Street and Pitt Street.





Location	Wynyard Station Entry off George Street.
Observation	The station features its own wayfinding at the building boundary, listing York Street, Clarence Street and The Rocks.
	CoS features a pole mounted CoS transport sign only.

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Location	Entry to Wynyard Station on Harrington Street
Observation	The sign on the fascia is not in the corporate NSW Transport and City Railway colours and graphics.

Location	Wynyard Station Exit of Harrington Street.	
Observation	wation Harrington Street features one internal sign above exit in inconspicuous lettering.	
	CoS features no signage externally on footpath.	

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Location	Wynyard Station Entry off York Street.	
Observation	CoS features one Pedestrian wayfinding Marker and NSW transport features one main marker. On the forecourt at top of stairs (only the northern stairs) NSW transport features a smaller marker and a temporary A frame-type sign.	
	For uninitiated visitors this is an ambiguous situation.	

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Location	NAB forecourt corner Jameson Street/George Street
Observation	The large Plaza does not feature an identity other than tenancy signs and a public artwork. Orientation is only possible by reference to street names and skysigns on building.



Location	Australia Square and George Street
Observation	The plaza and destination is identified and a sculpture allows for a distinctive reference point.



Location	Bridge Street, corner with George Street
Observation	Bridge Street runs in a straight line. The termination point can be viewed and therefore allows for orientation, sense of place and assurance.





Location	Corner Bridge Street/George Street
Observation	A JC Decaux Phone Booth/Advertising module creates interference with flow of traffic and sightlines. Only one phone is installed, the empty space features a city map which is not 'heads up'.

City Wayfinding Walk 3 – George St – Wynyard – Circular Quay & Pitt St

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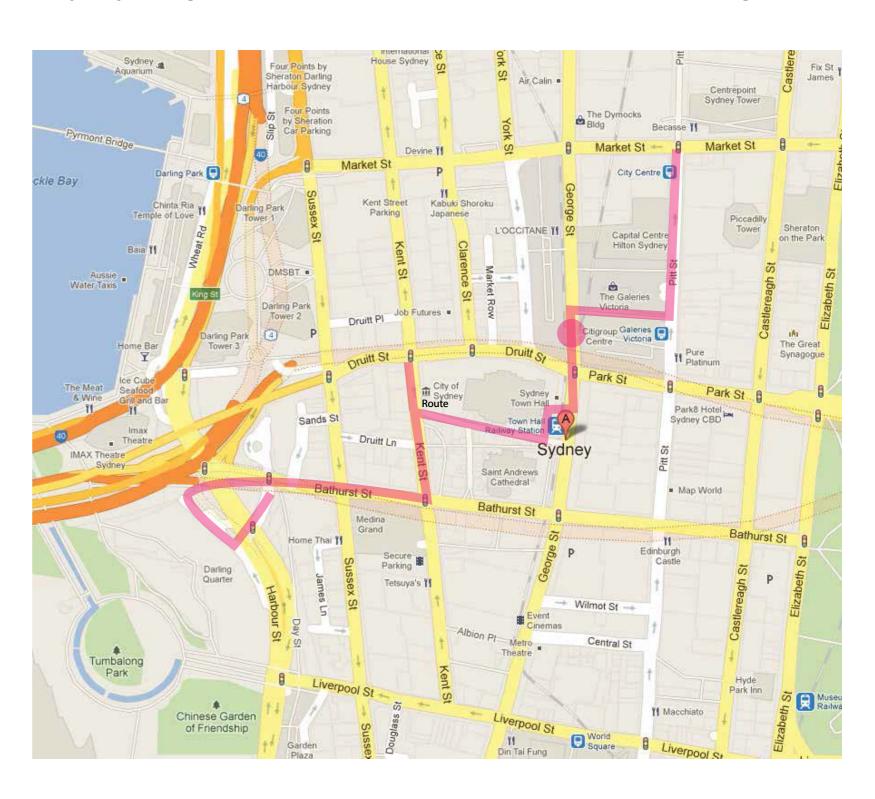




Location	Affred Street		
Observation	Alfred Street, which is partially pedestrianised runs 400 metres east-west.		
	It appears to constitue the visual and physical end of the city by large infrastructure of Cahill Expressway and station building at its northern end along the entire length.		
	Only through the mental process of exploring, the services of two CoS Pedestrian wayfinding Markers and possibly the use of hand held maps will the visitor enter the part of Sydney for which it is known; The Rocks, Sydney Opera House and the Harbour.		
	This situation presents the visitor with a Narnian-type urban planning experience where he is mentally confronted with the de-construction of large-scale physical folding and unfolding.		
	It is observed that two different worlds seem to coexist here, the north and the south of Circular Quay, the Checkpoint Charlie of Sydney.		



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City Wayfinding Walk 4 – QVB – Galleries Victoria – Town Hall – Darling Harbour Frynney | Minale Tattersfield sydney (London Parish Minale Moscow (Brussel Minale Moscow (Brussel Minale Moscow (Brussel Minale Moscow)) | 14 November 2012







Location	QVB south-end at George Street, corner with Druitt/ Park St.	
Observation	Large expanse of vehicular traffic area, little walkable area, high noise level. No CoS Pedestrian wayfinding Marker visible.	
	Monorail track appears intrusive. Pitt Street mall is Sydney's premier pedestrianised urban/civic retail mall.	

Location	The Galeries Victoria Arcade leads from George Street to Pitt Street.	
Observation	n Temporary escape from high noise level of George Street.	









Pitt Street south of Pitt Street Mall.
Typical CBD Street, 2 traffic lines with parking lane either side. Low level of amenity.
Monorail track appears intrusive. Pitt Street Mall is Sydney's premier pedestrianised urban/civic retail mall.

Location	Town Hall station exit/entry off Town Hall.		
Observation	"Where am I, where am I going".		
	No directional signage opposite the entry/exit, the first CoS Pedestrian wayfinding Marker is 180 degrees to the left up the stairs. No identification at entry to underground shopping Mall (Town Hall Square) and pedestrian network.		





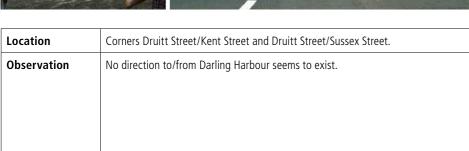
Location	CoS Pedestrian wayfinding Marker.
Observation	Reference is made to Darling Harbour as a destination with arrow directing west. From that location no clear indication of Town Hall Station is visible.



	Location	Plaza between St Andrews Cathedral, St Andrews school and Town Hall	
	Observation	This is a decision making point but no sign confirms directions.	









Location	Bathurst Street at St Andrews Cathedral, at Kent Street and Sussex Street.	
Observation	No direction to/from Darling Harbour seems to exist.	

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City Wayfinding Walk 4 – QVB – Galleries Victoria – Town Hall – Darling Harbour





Location

Observation





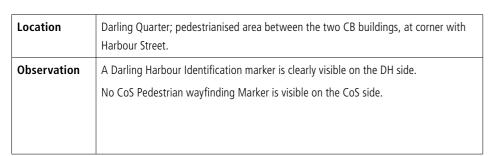






Bathurst Street at Harbour Street.	Location	Footbridge at access	Location	DH landing of stairs to bridge
A Darling Harbour Identification marker is clearly visible on the		point to lift.	Observation	Fingersign and map sign exist but no sign at stair landing directing where the
DH side.	Observation	A Darling Harbour		bridge leads to. The fingersign makes no reference, the map may make reference.
The marker makes reference to its location — Bathurst Street — and features directions to guide visitors around the complex environment.		branded red sign		The stair landing featured a sign prior to the redevelopment of Darling Quarter,
		indicates lift and stairs.		but that sign has not been re-installed.
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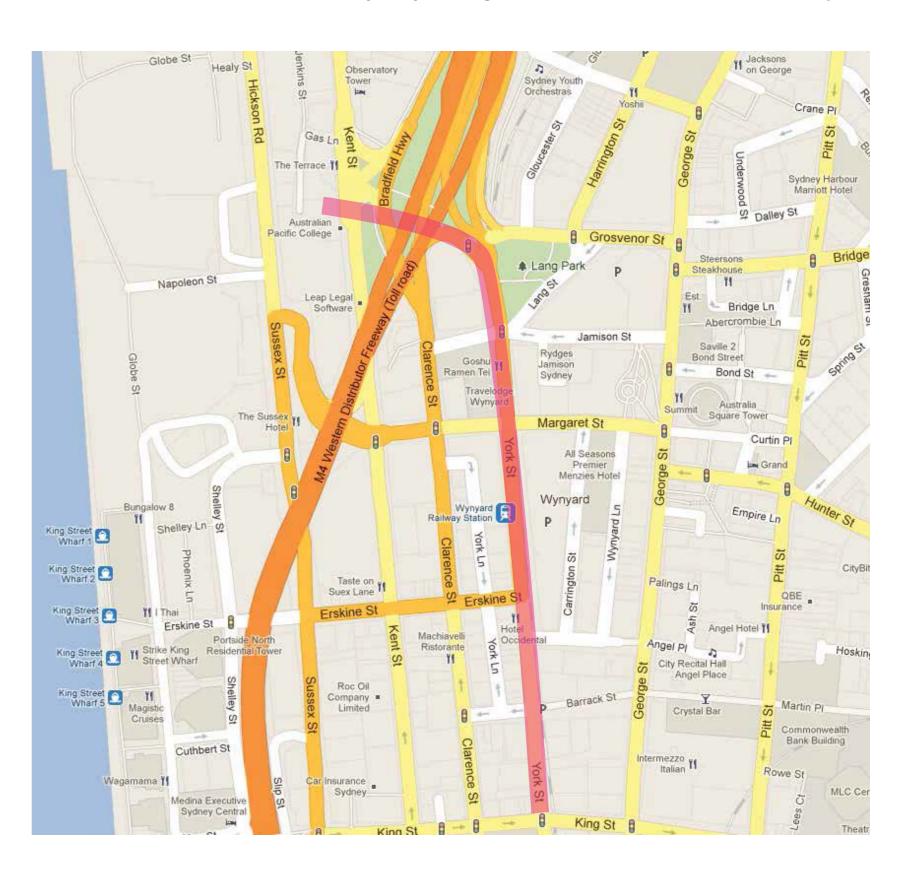




Location	Bathurst Street up to		
	intersection with Kent Street		
	(Town Hall Square).		
Observation	No CoS Pedestrian		
	wayfinding Marker is		
	visible.		

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City Wayfinding Walk 5 – York St – Kent St Underpass



City Wayfinding Walk 5 – York St – Kent St Underpass

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Location	York Street with view into Barrack Street pedestrianised area.

Allows for a sense of place and orientation, resting and shade.

-	Location	wynyard station bus stops at York Street
	Observation	How transport users find their bus: A poster (service information) features location of stands with the allocated bus routes. Below is a list
		of stands in alphabetical order indicating route name and number. A poster for the stand lists all bus numbers which leave from this stand.
		Each stand features a circular sign indicating the stand.

Location	Corner York Street/ Jameson Street.
Observation	Large buildings, intercepted with Lang park, no CoS signage visible.







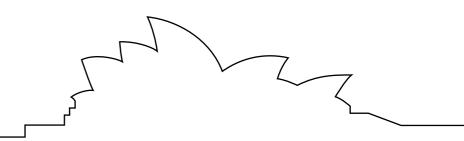




The Kent St underpass – York Street to Kent Street.

Observation

The link is presents the only route from Lang Park to Millers Point and further to The Observatory. The link is not signed and visitors often take the routes across the busy on- ramps to the Western Distributor. Recently installed Bicycle Network signs throughout the tunnel do not appear to reduce the wayfinding problem. It is assumed the signs with the Bicycle logo is referring to Bicycle traffic and not to pedestrian traffic.



Wayfinding Signage System Evaluation





LEGIBLE SYDNEY

Site Evaluation – University of Sydney

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26/66 | 14 November 2012

Management by the University of Sydney.

Description

The University of Sydney is Australia's oldest tertiary institution and with a student population in excess of 46,000 it is one of the largest and most prestigious in Australia. It ranks amongst the world's top 40 universities.

Legibility of the main campus

The campus is visible from major roads, mainly Parramatta Road and City Road. The campus is on extensive grounds, featuring a park, heritage and contemporary buildings, mostly visible from City Road. Parramatta Road allows only a reduced profile of the University. Generally however the University plays an integral role in the urban and social landscape of Sydney. It features no high-rise buildings, it's buildings are located with generous setbacks from roads, the elevated buildings – culminating with the Quadrangle – generate a very pleasing environment, the main pedestrian access through Victoria Park allows for shared and shaded access by both student community and the general public. The entire campus is comfortably accessible by public and university community and is visited by tourists.

The campus is reminiscent of Oxford and Cambridge (UK) campuses.

The Seymour theatre is located in corner of Cleveland Street and City Road, highly visible to passers by.

Access

The university is easily accessible by car, bike and on foot on numerous entry points. It also features two footbridges, one over City Road, the other over Parramatta Road.

Signage – structure

The campus features a campus-wide signage family consisting of informational and directional-type signs. At six locations to main entries the university features freestanding stainless steel markers, wall mounted markers and individual lettering on heritage-listed fences.

Signage – appearance

The typical wayfinding signs are black with white text and at the top yellow with black text.

Typeface is sans serif – Frutiger.

The entry gate markers are in stainless steel and black text or just stainless steel letters against a fence. Typeface is sans serif – Univers.

The university undertook a re-branding and therefore all future internal wayfinding signs will feature a different but similar look, except that the top will not be yellow but metallic with black text.

All type is sans serif – Univers.

Signage – consistency

The wayfinding signs are consistently applied according to location and signtype.

The gate markers are consistently applied and are highly visible.

Wayfinding continuity with Sydney LGA

Perceived or real Interface deficiencies with other sign systems:

No visible connection exists, let alone an overlap between CoS signage and University of Sydney signage.











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Site Evaluation – University of Technology Sydney (UTS)









Management by UTS.

Description

UTS is only 24 years old with a student population of 35,700 students, of which 34% come from a non-English speaking background.

Legibility of the main campus

The campus is located in the Education precinct, featuring also The Sydney University and TAFE Sydney Institute amongst others

The city campus is on three locations, Broadway, Harris Street and Haymarket in a dense urban area.

UTS is striving to become a world leading university and is investing in the order of \$1 billion upgrading its campus, foremost at Broadway and with a new building by Frank Gehry at Haymarket.

It is anticipated that with new buildings being constructed the campus and the precinct will seriously improve amenity.

The current and new buildings are bordering on to every footpath at its periphery. All buildings are very visible.

Access

UTS is only accessible by foot. Its proximity to Central Station and Buses at Railway Square make it ideal for access by public transport. A footbridge links the Harris Street with the Broadway campus.

Signage – structure

The campus features a campus-wide signage family consisting of informational, identification and directional—type signs. Large UTS letters feature on the main tower, visible from long distance. A new wayfinding signage strategy is being developed and will replace the current system in due course.

Signage – appearance

The typical wayfinding signs are 'metallic' with black text and the logo in 'green' Typeface is sans serif.

Signage – consistency

The wayfinding signs are consistently applied according to location and sign type.

Wayfinding continuity with Sydney LGA

Perceived or real Interface deficiencies with other sign systems: editing required.

Site Evaluation – Darling Harbour

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Management by Sydney Harbour Foreshore Authority (SHFA). SHFA also manages The Rocks, Circular Quay and the Australian Technology Park.

Description

Sydney's premier tourism, leisure, recreation and business events precinct, a 4 sq km urban park with 25 million people movements.

Legibility of Precinct

The precinct is legible form its boundaries and not beyond.

This is due to dense urbanisation right up to the boundaries (building density and massing) and road infrastructure, such as elevated freeway-scale roads and massive pylons, blocking many potential views (western distributor).

Roads on two sides of the precinct create a vehicular traffic boundary between the precinct and surrounding areas (east and west)

Additionally the low-lying precinct requires pedestrian access bridges, fragmented and ambiguous access routes.

Access

The precinct is accessible on foot and bicycle from Sydney CBD, Chinatown, Haymarket, Ultimo and Pyrmont.

Additionally the precinct features carparks, access by bus, taxi, water taxi, ferry, monorail and light rail.

Signage – structure

The precinct features a structures hierarchy of signage types;

- Precinct and sub-precinct identification (vertical markers with vertical lettering);
- Information ('heads-up' primary and secondary maps, listing of events);
- Direction (primary and secondary finger signs on poles and sign panels to surfaces);
- Identification of destinations by Tenants.

Signage – appearance

All signage features a red background with white graphics, allowing for enhanced recognition and legibility.

Typeface is sans serif (Frutiger).

Signage – consistency

Signage is consistently applied concerning location and signtype.

Wayfinding continuity with Sydney LGA

Perceived or real Interface deficiencies with other sign systems:

- Pyrmont and Ultimo
- From Central
- From Town Hall Station and QVB
- From Pitt Street and Pitt Street Mall
- From Wynyard Station, martin Place
- From The Rocks and Millers Point











Site Evaluation – Barangaroo Precinct





Management by Barangaroo Delivery Authority

Description

Barangaroo is planned to become an ambitious and significant commercial, residential and recreation precinct of 22 hectares

Legibility of Precinct

The precinct is legible form the harbour (Darling Harbour), Darling Harbour Precinct and Hickson Road. From an elevated perspective it is visible from Millers Point. For the next 10 - 20 years Barangaroo is a development and construction site and it is in this context that the text below is written.

Access

The precinct is accessible on foot and bicycle at entries from King Street Wharf, Walsh Bay and from entries on Hickson Road.

Signage – structure

The precinct features one main temporary entry marker at the south (King Street Wharf) and one at the north entry (Walsh Bay). Three smaller markers are located along Hickson Road, where entries are not always open.

Signage – appearance

All signs feature a blue background, large white graphics similar to Olympic Games – type wayfinding signs and the logo of the NSW Government/BDA, allowing for enhanced recognition and legibility.

Typeface is sans serif.

Signage – consistency

Signage is consistently applied to the entries.

Wayfinding continuity with Sydney LGA

Perceived or real Interface deficiencies with other sign systems:

Barangaroo is a new development and hence no reference exists on CoS signs and its maps.

Site Evaluation – The Rocks

CITYOFSYDNEY | Minale Tattersfield
Sydney I London | Paris | Milan | Moscow | Brussele

30/66 | 14 November 2012

Management by Sydney Harbour Foreshore Authority (SHFA)

SHFA also manages, Darling Harbour, Circular Quay and the Australian Technology Park.

Description

The Rocks precinct is the site of Australia's first settlement and is a busy tourism destination.

Legibility of Precinct

The precinct sits at the western side of Circular Quay between it and the Bradfield Highway, its main thoroughfare is George Street. It is visible from Circular Quay, George Street, The Opera House and north of the harbour.

Access

The Rocks is accessible from the South via George Street, North via Dawes Point and West from Argyle Street. Circular Quay trains, buses and ferries are on the Southeast boundary. Water Taxis and cruise ships berth along the western side of Circular Quay.

Directional plinth



Fingerpost at Lane entry

Detail of finger post graphics



Wall mounted map, precinct identifier.





Signage – structure

The precinct features finger post, wall mounted and free-standing sign types placed along major streets, waterfrontages, lanes, heritage / archaeological sites, attractions and amenities.

Signage – appearance

The signs feature an antique bronze finish with generally white type for messaging and bronzed brass profiles for precinct headers. Pictograms are white field with icon reversed out. The Information symbol is a blue field with yellow "i". Structure is contemporary as set out in the Signage Strategy. Mapping is used on wall mounted and free standing sign types. The map orientation is "heads up". Freestanding map signs also double as bulletin boards.

Typeface is sans serif.

Heritage Marker



Mapping and "what's on" plinth.







Signage – consistency

Signage is consistently applied at decision points, attractions, intersections with lanes and along major routes as per the policy.

Wayfinding continuity with Sydney LGA

Perceived or real Interface deficiencies with other sign systems:

Sydney LGA border is to the south and west of the precinct and Circular Quay is to the Southeast. The change to the way finding system is obvious along from both City of Sydney and Circular Quay, from the format to the mapping system.

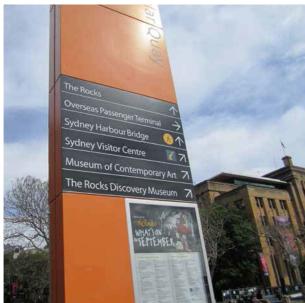
Designed by Dot Dash

CITY OF SYDNEY | Minale Tattersfield |

31/66 | 14 November 2012

Site Evaluation – Circular Quay





Management by Sydney Harbour Foreshore Authority (SHFA) SHFA also manages, Darling Harbour, The Rocks and the Australian Technology Park.

Description

Circular Quay is a major transport hub for buses, trains, ferries and tour boats. It features a large 2 level station building, It also features the elevated rail track and above the Cahill Express Way and pedestrian link across the entire length of Circular Quay.

Legibility of Precinct

Circular Quay is legible/visible form Alfred Street Forecourt, appearing as a large building and transport infrastructure, at the same time blocking views to the harbour. The precinct is visible from First Fleet Park and Circular Quay East with the station building and transport infrastructure as a backdrop, blocking views to Alfred Street Forecourt and Customs House.

Access

Circular Quay is accessible on foot via First Fleet Park and East Circular Quay. It is also accessible from the elevated pedestrian link, which extends from Cahill Express Way (dedicated pedestrian path) to the Royal Botanic Garden at Macquarie Street. A Lift is located at East Circular Quay. Access is also from Alfred Street forecourt through the Station Building.

Signage – structure

The precinct features two large wayfinding pylons, one at First Fleet Park and one at East Circular Quay. The pylons feature an Information symbol at the top. The pylon features a location reference, directional information and a map.

Signage – appearance

The pylons feature an orange background, with white and black graphics and black background with white graphics allowing for enhanced recognition and legibility.

Typeface is sans serif.

Signage – consistency

Signage is consistently applied, one pylon at each end of the precinct, but only on the wharf side.

Wayfinding continuity with Sydney LGA

Perceived or real Interface deficiencies with other sign systems:

Sydney LGA's border is to the south of the station building. On that side the precinct is a large building and train/road infrastructure creating an initial ambiguity about its purpose and sense of place. Two CoS pedestrian wayfinding markers feature each on the west and the east side.

The markers clearly are inconspicuous in this environment.

Designed by Frost

Site Evaluation – East Circular Quay

CITYOFSYDNEY | Minale Tattersfield
Sydney I London | Paris | Milan | Moscow | Brussele

32/66 | 14 November 2012

Management by Sydney Harbour Foreshore Authority (SHFA)

SHFA also manages, Circular Quay, Darling Harbour, The Rocks and the Australian Technology Park.

Description

East Circular Quay is a pedestrian promenade between Circular Quay at the southern end and The Sydney Opera House at the northern end.

The Quay development is setting the backdrop on the eastern side.

It comprises shops, restaurants, a cinema and apartments. East Circular Quay is a very pleasant environment.

Legibility of Precinct

East Circular Quay is visible from across the Sydney Cove, from Circular Quay, from the Sydney Opera House and from ships departing from and arriving at Circular Quay.

Access

East Circular Quay is accessible on foot from Circular Quay and via stairs from Macquarie Street. It is also accessible from the elevated pedestrian link on Cahill Express Way via a lift.

Signage – structure

The precinct features two typical CoS pedestrian wayfinding markers.

Signage – appearance

One of the CoS signs features the RTA logo instead of the CoS logo.

While neither of the logos are particularly relevant to the user, the RTA logo applied is highly irregular.

The location reference on the marker is Cahill – Walk. It is unlikely that this term is consistent with City of Sydney terminology.

Signage – consistency

Signage is consistently applied, one pylon at each end of the precinct. Inconsistency exists in the treatment of the top part of the sign, the logo and the location reference.

Wayfinding continuity with Sydney LGA

Perceived or real Interface deficiencies with other sign systems:

It is perceived inconsistent that East Circular Quay features two CoS pedestrian wayfinding markers, while Circular Quay features two SHFA markers.











33/66 | 14 November 2012



Site Evaluation – Sydney Opera House

Management by Sydney Opera House Trust

Description

The Sydney Opera House is one of the two internationally recognised icons for Sydney.

Legibility of Precinct

The Opera House precinct is visible from Circular Quay, Macquarie Street, East Circular Quay, the Royal Botanic Garden and the Rocks from the South and many points on the North Harbour.

Access

The Opera House is accessible by foot from Circular Quay, Macquarie Street and the Royal Botanic Garden. The site is accessible by Ferry from two wharves at Man O' War Steps to the East.

Signage – structure

The precinct features a cluster of permanent wayfinding and advertising pylons at the South of the site. Escalator and stair entries to the lower concourse are identified with ground level signs on the entry portals to the South. Several re-locatable directional signs are positioned adjacent to Western step to the concourse and at the Opera House entries. The concourse uses ceiling mounted directional blades and one wall mounted directional.

Temporary directional signs and maps have been placed upon worksite hoardings on the SE corner of the site.

Signage – appearance

The pylons are square section, finished in an antique bronze paint, to in line with that found in the Opera Quays signs. These are placed in a cluster with two larger section pylons carry promotional boards and directional messages and pictograms for the opera house. White on Black Pictograms are used for all facility identification, while parking symbols have also been applied in white on blue at the stairs. Directional messages are mask and sprayed in white. The mapping is oriented North, architectural elements are rendered in 3D linework with the harbour in solid blue on the permanent structure.

Free standing directional signs and promotional elements are folded aluminium plate on light bases, additional weights have been added for stability.

Wall, portal and ceiling mounted signs use the same colour scheme. Portal signs use similar detailing to the pylon.

Typeface is sans serif.

Signage – consistency

Signage is not consistently applied throughout the precinct as there is a need for relocatable directional signs.

Additional promotional boards at the North of the site are an older design in black.

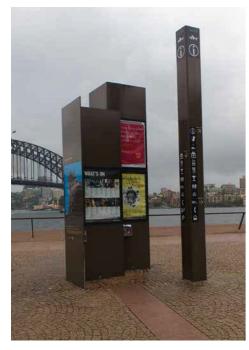
Wayfinding continuity with Sydney LGA

Perceived or real Interface deficiencies with other sign systems:

Sydney LGA, RTA and SHFA border the south of the precinct. There is one CoS city map on the approach along Circular Quay, the directional messages have been removed from the rear. Further along to the South, there is a CoS style city map sign with the RTA logo applied to the header. Further along are the SHFA markers.

To the SE there is the Royal Botanic Garden, their mapping addresses the Gardens and locates the Opera House at this gate and the Opera House is clearly visible from this location. The map is oriented South and is in this location in the direction of travel or "heads up".

Designed by Frost









Site Evaluation – the Royal Botanic Garden

CITYOFSYDNEY

Minale Tattersfield

34/66 | 14 November 2012

Description

The Royal Botanic Garden is located directly to the East of Circular Quay. Government House, The Art Gallery of NSW, The Domain and the Conservatory of Music are located on or within the boundary of the Garden.

Legibility of Precinct

The Garden is visible from the Opera House Forecourt and Circular Quay up Moore Steps. From Macquarie Street, Woolloomooloo, Kings Cross, the Art Gallery of New South Wales, the Domain and to some extent, the Cahill Expressway.

Access

The Garden is accessible via 13 gates along Macquarie Street, Tarpeian Way, Art Gallery of NSW/Mrs Macquaries Road and the foreshore at the Opera House and Domain – Yurong Precinct.

Signage – structure

Opera House, Conservatorium and Palace Garden Gates consisted of:

- 3 free standing post mounted display cases:
 - Welcome message
 - "Whats On" bulletin board
 - Precinct map and legend
 - The last two also carry map holders.
- Fingerpost signs carrying
 - Directional blades
 - Precinct name on the lower section of the post.

Northern Depot Gate, Government House Delivery Gate and Tarpeian Precinct entries:

- Low level freestanding and fence mounted information and directional signs
- Fingerpost signs carrying directional blades.

Garden Bed at Palace Gate entry:

• Historical and plant information is presented on a cream board with maroon frames and legs.

Signage – appearance

"Welcome" and fingerpost signs:

- Green structure and signboard
- Font is an off white sans serif
- Mono-colour off white, as well as multi-colour white and coloured pictograms observed.
- The mapping elements address the immediate precinct only and are "heads up" style.
- Location of the "Welcome" signs is to the side of entry ways, inside the gate and angled toward the entering pedestrian.
- Fingerpost directional blades are located at footpath junctions and along longer paths of travel beside driveways.
- Fingerpost messages include accessible path indicators.
- Fingerpost and post mounted directional boards include walking time estimates.

Historical and plant information signs:

- Cream sign board
- Maroon frame and supports
- Utilise dark grey serif font main text with red headers.
- Include photographic prints

Signage – consistency

The sign family is generally consistently produced and placed at the locations observed, however some variance in the green sign case and panel colour was observed. Another anomaly was the addition of a freestanding, low level accessible path indicator at one location, possibly to satisfy AS1428.

Wayfinding continuity with Sydney LGA

Perceived or real Interface deficiencies with other sign systems:

The City of Sydney borders the Royal Botanic Garden at Macquarie Street and Woolloomooloo. The mapping and directional element styles are not consistent between the two systems. The Royal Botanic Garden sign suite does refer via map and directional message to areas outside of the Garden, such as Macquarie Street and Sydney Opera House.

Interpretive Information.



Vehicular directional and regulation signs at Tarpeian Lawn.



Entry Sign Suite at Conservatory and Finger post directional with accessible Palace Gates.



path marker in foreground.











CITYOF SYDNEY | Minale Tattersfield | **35**/66 | 14 November 2012

Management by the Council of the City of Sydney

Description

The site of Australia's settlement in 1788 on Port Jackson (Sydney Harbour) Sydney is now Australia's most populous city with over 4.5 million inhabitants. The CBD is relatively compact. It extends mainly from Central Railway station approximately 3 kilometres north to the harbour with the main streets running north and south. Although streets generally form a grid pattern they are mainly quite narrow. This impinges on both vehicle and pedestrian travel. The narrowness of the heavily used footpaths creates difficulties in finding space for signage.

Legibility of Precinct

The precinct is legible within its boundaries. This is due to dense urbanisation up to harbour boundaries on the north and west and the building density and massing to the south and east.

Access

The CBD is accessible and well serviced by public transport, trains, buses, light rail and ferries and on foot and bicycle from nearby inner city suburbs. The CBD also has many public and private carparks.

Primary and secondary maps



Reverse side – directional messages



Detail of secondary locality map



Signage – structure

The CBD pedestrian wayfinding depends primarily on pylon map and directional signs, street signs and public transport pedestrian signs. The last two are covered separately in this report.

Cycling signs and Parks signs are also covered separately. The CBD also has many regulatory signs which are not part of this report.

This report concentrates on the pylon map and directional signs which provide the main source of pedestrian wayfinding. It should be noted that these signs were designed in 1992 and have served the city well. The signs were originally part of a larger suite of signs that were never installed to the detriment of the system as a whole.

Signage – appearance

The signs have stainless steel panels with photo etched maps on aluminium. Directional messages are in black with arrows reversed out of a black background square. A dark green panel at he top incorporates the City of Sydney logo and a cream band below this carries the title City Map.

The signs have two maps on one side; the CBD as a whole and another showing the immediate surrounds with directional messages on the reverse side.

Wayfinding continuity within Sydney LGA

There are perceived and real interface deficiencies with other sign systems that are used in the CBD and adjacent areas due to other authorities having jurisdiction over these other systems. Despite this the City of Sydney signs work relatively well and the transition to other sign systems is not too stark as it is usually accompanied by a change in character or purpose of these other areas.

Signage – consistency

The signs are consistent in their use and locations within the CBD area.

Graphics legibility and consistency

The map design and graphics are legible although smallish text is used in order to keep the signs narrow. The typeface used was required to match other city signs and is not particularly legible. The primary and secondary maps use "heads up displays" and were probably created before this term originated.

Site Evaluation - Sydney CBD Pedestrian Signs

The black directional messages on a stainless steel background are not particularly legible and rather small. The arrows reversed out of a background black square are also not particularly legible.

Graphics were consistent across all the signs inspected.

Information consistency and relevance

The maps are consistent across all signs. All are orientated to the north The maps are relevant to their location. Directional messages are also relevant and consistent.

Location and messages

The signs are generally located appropriately particularly given the tightness of some of the surrounding spaces. Signs are often some distance apart with no repeater or confirmation signs in between. It is understood that these were planned for in the original scheme but the budget did not extend to these.

The signs show many messages; perhaps too many, and the inclusion of some destinations that are far away is questionable. Because messages appear on only one side of the signs some messages refer to destinations that are behind the viewer. This can be confusing.

The destinations shown on both the directional messages and the maps give a good coverage of the city.

Accessibility considerations

The sign legibility is affected by the use of stainless steel panels for good durability. This makes the signs blend in with the paving and does not provide good contrast for the sign directional messages. The height of the map placement is good. There is no braille identification plate on the signs.

Manufacturing and condition of signs

The signs are 450 mm wide and 2,400mm high. They have a steel frame with stainless steel external panels. This has proved to be extremely durable over the long life of the signs and has proven graffiti resistance. The painted top panels have also weathered well. The condition of the footings and their location suggests that they should be able to be re-used in any new sign program that might be developed.

Designed by Spatchurst Design

Site Evaluation – CoS Public Transport Wayfinding

CITYOFSYDNEY | Minale Tattersfield
Sydney I London | Paris | Milan | Moscow | Brussels

36/66 | 14 November 2012

Management by City of Sydney

Description

In 1999 a strategy for public transport wayfinding was prepared in order to achieve an integrated, Identifiable and understandable and consistent system.

The joint wayfinding project was coordinated and funded by CoS and NSW Department of Transport. Two of the main recommendations was to brand public transport within the LGA of the city and that the family of signs include distance markers and destination markers.

The signs address all traffic modes such as bus, train, ferry, taxi, lightrail and monorail.

Legibility of signs

The signs are highly visible due to colour and luminance contrast with graphics.

Access

All signs are accessible due to considered location or where the sign is fixed to smart pole or similar, the sign and its message is visible.

Signage – structure

The sign family features plinth signs, markers fixed to poles, bus shelters and other structures.

Signage – appearance

The plinth feature in black with white graphics and – integrated or separate – yellow circle representing the transport mode pictogram.

Typeface is sans serif.

Signage – consistency

Signage is consistently applied in the LGA.

Wayfinding continuity with Sydney LGA

Perceived or real Interface deficiencies with other sign systems:

The system forms an integral part of wayfinding for pedestrians relating to public and private transport modes.







Designed by Minale Tattersfield

CITYOFSYDNEY | Minale Tattersfield | 37/66 | 14 November 2012

Site Evaluation – Street Signage for City of Sydney











Management by CoS.

Description Legibility

CoS features two designs for street signage, an older and a contemporary design. The latter is implemented only in parts and was designed in 1999, assuming to replace the old design in preparation for the Sydney Olympic Games in 2000.

The old design features serif century condensed type in capital letters.

The contemporary design features sans serif Gill Sans in sentence case.

The contemporary design is superior over the old design.

Signage – structure

Both designs feature as a finger-type sign clamped to a typical pole or integrated with the smartpole.

Signage – appearance

Both designs features green background with white lettering, the CoS logo and street numbers referring to street numbers applicable to the immediate street block following the direction of the finger.

The logo on the contemporary design is a contemporary adaption of the logo featuring on the old design.

Signage – consistency

The new design appears to be applied to pilot locations only.

Designed by ChrisPerksDesign

Site Evaluation - City of Sydney Park Signs

CITYOFSYDNEY

38/66 | 14 November 2012

Management by the Council of the City of Sydney

Description

In 2007 the Council's Environment and Heritage Committee identified the need to upgrade the city's park signs. Their major concerns were a general lack of identity and consistency between signs, proliferation of signs, insufficient park name identification and out-dated information. New signs have now been installed in the city's small-scale, medium-scale and largescale parks.

Signage – structure

The sign structure comprises a SHS (steel hollow section) post with flat graphic panels with rounded edges fixed to the front and/or back of the post. The flat graphic panels can also be wall mounted. The posts are 2,150mm. high and the graphic panels 275 or 350mm.wide.

The flat graphic panels come in different heights to accommodate the different types of information that may be required for a particular park.

Signage – appearance

The signs have dark bronze posts with slightly lighter bronze panels. Graphics are in white. The park's name is displayed in white on the sides of the post. Graphic panels may contain identification of the park, information about it, interpretive information, map and regulatory messages.

Signage – consistency

The signs are consistent in their use and locations within the city's parks.

Graphics legibility and consistency

The graphics are highly legible with good contrast between the sign background and graphics. Graphics were consistent across all the signs inspected.

Accessibility considerations

The sign legibility is good with clarity of font style and good luminance contrast. The height of placement of information is good. Braille and tactile lettering is incorporated on a panel giving Information and a contact telephone number.

Manufacturing and condition of signs

The signs are well made and in good condition. They are relatively new but should weather well.

Designed by Frost

Braille and tactile information



Post mounted park sign



Wall mounted park sign



Matching regulatory sign





CITYOFSYDNEY | Minale Tattersfield | 39/66 | 14 November 2012

Site Evaluation – Bicycle Directional Signage for City of Sydney







Management by CoS.

Description

The purpose of bicycle network directional signage is to provide guidance which will enable safe and efficient travel by bicycle for a diverse range of trips around the city and surrounding regions.

Legibility

The fingersigns are highly legible due to white background and blue graphics.

Signage – structure

The designs feature as a finger-type sign clamped to a typical pole or integrated with the smartpole.

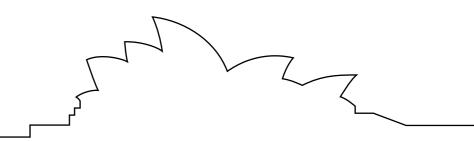
Signage – appearance

The designs feature white background, blue lettering announcing the destination, distance, small white on blue pictogram feerring to features at the destination and a chevron-type arrow. Additionally the fingers feature a large white on blue bicycle pictogam.

Signage – consistency

The strategy is implemented on pilot routes and will be extended in due course.

Designed by Sustainable Transport Consultants (Stage 1) and Minale Tattersfield (Stage 2)



Wayfinding System Best Practice





Australia's Best Practice – Bendigo & Ballarat

CITYOFSYDNEY

42/66 | 14 November 2012

Management by the City of Greater Bendigo and the City of Ballarat

Description

Bendigo is a major regional city in the state of Victoria, approximately 150 kilometres north west of Melbourne. It has a population of around 90,000. Bendigo is one of the most significant Victorian era towns in Australia notable for its architectural heritage and gold mining history.

Ballarat is also a major regional city approximately 105 kilometres west north west of Melbourne. It was also a significant gold mining boomtown and the site of the Eureka Rebellion, the only armed civil uprising in Australia. Ballarat has a population of over 95,000.

The two city's wayfinding systems are very similar and for this report are grouped together.

Wayfinding system

The wayfinding system uses a map-based family of signs complemented by directional signs. There are three main sign types;

- full area map sign
- information panel sign with map and directional sign
- independent directional finger post sign

Signage

The map signs are "heads up" and are double sided. The full area map signs are 1,000mm wide. The Bendigo full area map signs do not include directional messages while the Ballarat version has directional messages below the map. This might be acceptable in the low traffic environment of a regional city but would not be in Sydney.

Information panel signs are narrower, approximately 700mm wide. They have a precinct map and a smaller locality map and may include photographs of buildings or streetscapes. Bendigo information panel signs also have directional finger signs at the top of their supporting post.

Bendigo full area map signs and information panel signs are mounted on posts while the Ballarat signs are pylons. Apart from this they are essentially the same design. Independent directional finger post signs in both cities carry directional messages only.

Signage – appearance

Bendigo signs are reddish brown in colour with white graphics. The map surrounds and posts are dark grey. Ballarat signs have a purple background with white graphics. The maps and directional signs show walking times.

Designed by Visual Voice

Bendigo full area map sign



Ballarat directional signs.





Ballarat full area map sign. Note partly obscured directional messages below map



Australia's Best Practice - Parramatta

Pylon map/directional sign



Management by Parramatta City Council

Description

Parramatta is 23 kilometres west of Sydney located on the Parramatta River and is the second earliest Australian settlement after Sydney. It is the economic capital of Greater Western Sydney and the 6th largest CBD in Australia. It has many high density commercial and residential developments and a large Westfield shopping centre. It is also has an extensive justice precinct including state and federal courts. It is well serviced by public transport and has a major train and bus interchange.

Legibility of Precinct

The precinct is clearly legible within its boundaries and also beyond however this report is restricted to the relatively small area of the CBD within its business and administrative district. Other older signs are used outside this area.

The central spine of this area is Church Street which is pedestrianised with a narrow road for vehicles. The main pedestrian traffic is from just south of the train line through a closed part (Church Street Mall) and continuing North to Victoria Road; approx. 2 kilometres.

Church Street runs North to South with a number of cross streets leading to other significant destinations, eq. The court precinct and park, stadium and ferry wharf.

A major transport hub is located near the southern end of the precinct with a train station and bus interchange. Many people arrive at this point. Adjacent to this is the major retail development of Westfield. The Parramatta River is at northern edge of the precinct and nearby destinations include the Riverside Theatre and information Centre.

Access

The precinct is accessible by public transport and private vehicles from Sydney and from Sydney's western suburbs and the Blue Mountains. Additionally the precinct features carparks.

A free loop bus services the precinct and the immediate surrounding areas. The precinct itself is easily traversed on foot.

Signage – structure

The precinct features a number of identification signs, directional signs, street signs and regulatory signs however this report is primarily concerned with recently installed pedestrian wayfinding signs. These consist of;

- Wall mounted large map
- Pylon map/directional signs
- Finger post directional signs

Signage – appearance

The large wall mounted map shows an aerial view of the Parramatta CBD with major destinations prominently displayed and a comprehensive legend.

Pylon signs have a yellow panel at the top with directional messages including distance in metres and walking time in minutes, a precinct wide map and a near locality map. Major destinations are listed with a grid reference. The signs are of the same design on both sides.

Finger signs are attached to existing poles and are yellow with black graphics also includes distances and walking times.

Graphics legibility and consistency

Maps are all of a similar design and are consistent across all signs in the system. Graphic elements and colours are consistently applied.

Australia's Best Practice - Parramatta

CITYOFSYDNEY | Minale Tattersfield Sydney | London | Paris | Milian | Moscowa | Repureda

44/66 | 14 November 2012

Information consistency and relevance

There are inconsistencies in messages across signs in the system and with other earlier signs.

Directions to the same destination use different terminology; eg. signs in the new system refer to Parramatta Wharf and on earlier finger signs to Ferry. The message River Foreshore is used on some of the new signs and on some of these the ferry pictogram is also applied.

Some messages seem to be not relevant; eq. a sign immediately outside the train station directs to Harris Park which is the next station to Parramatta. Why would anyone want to walk there? Harris Park also appears as a message on other signs, in one instance with a distance of 1,500 metres. Other important destinations are closer.

One sign has a direction to Parramatta Stadium (via Victoria Rd.) but there is no follow direction at Victoria Rd. indicating to turn left.

Graphics on signs are lined left which means directions to the right have their arrow to the left of the message. Arrows and messages directing to the right should be aligned to the right as on Legible London signs.

The maps do not show the new Westfield development at the train station, no doubt this was opened after the maps were installed.

The maps refer to the free shuttle bus that services the area but it's route is not shown on the maps.

Location and messages

Signs are generally located appropriately but are often some distance apart; up to two blocks.

Repeat messages to major destinations on finger posts would help give reassurance.

Pylon map/directional signs show only two messages. More would be better and would mean less reliance on reading the map to find the a major destination. Legible London includes more messages.

The northern exit from the train station has a large wall map of the precinct and directional finger posts at the exit. However this is not repeated on the southern exit. To get information or directions on this side of the station it is necessary to proceed along an underpass into the Westfield complex to get this.

Accessibility considerations

The sign legibility is good with good contrast between sign and background. The height of map placement is good. There is no braille identification plate on the signs.

Manufacturing and condition of signs

Pylon signs are 500mm. wide, steel framed with aluminium panels in three pieces; top yellow panel, map panel and lower skirt. Condition is good as signs newly installed.

Wayfinding continuity with other Parramatta signs

Signs are very much stand alone but do reinforce existing signs, but which have completely different appearance.

Designed by Visual Voice

Wall map



Finger post directional sign



Australia's Best Practice - Sydney 2000 Olympic Overlay Signage





Sydney 2000 Olympic overlay signage in the City of Sydney consisted of clearly visible freestanding and pole-mounted signs directing to precincts, streets, destinations and transport hubs. Many directions were supported by Olympic and international standard-type pictograms.

Designed by Minale Tattersfield

LEGIBLE SYDNEY _____

World's Best Practice – Legible London (UK)

CITYOFSYDNEY

46/66 | 14 November 2012

The new wayfinding system is referred to as Legible London.

Legible London is a pedestrian wayfinding system that's helping people walk around the Capital.

Walking is a great way of getting around London.

As well as being free, healthy and environmentally friendly, it can also save you time – 109 journeys between neighbouring central London Underground stations are actually guicker on foot than the Tube!

Yet many people are put off by inconsistent signage and confusion about distances between areas.

Legible London was developed to tackle these issues and help both residents and visitors walk to their destination quickly and easily.

Based on extensive research, the easy-to-use system presents information in a range of ways, including on maps and signs, to help people find their way. It's also integrated with other transport modes so when people are leaving the Underground, for example, they can guickly identify the route to their destination.

Research

Legible London – a wayfinding study

This study, published in 2006, has provided the basis for Legible London. It found that:

- Walking can lead to major benefits for the transport system, economy and public health
- Predictable, consistent and authoritative public information is the key to building pedestrians' confidence

The report also found that the many pedestrian signage systems in central London are incoherent and often confusing. As a result, many people rely on the Tube map to find their way around above ground. Although the Tube map design is ideal for helping people complete their journey on the Underground, it isn't designed for walking and doesn't represent the exact locations of stations, or distances between destinations.

The report recommends:

- A wayfinding system that supports the process of 'mental mapping'
- A central, constantly evolving map could provide the basis for printed maps, signage and other technologies used by the public across London.

Maps and signs

Legible London's clear and intuitive mapping is bringing a new way of walking to the Capital.

Our maps and signs help people:

- Find their way by detailing the landmarks they'll pass on their journey
- Estimate the time it will take to reach their destination

Street furniture

Three different signs are used to suit the surrounding streetscape and users' information needs.

Wider signs

These include detailed directional information and a large walking map to illustrate a five minute walk in any direction. They are used where groups of people can stand without blocking the path of others

• Taller, narrower signs

These signs offer detailed information on the local area but are useful where pavement space is at a premium. Their height ensures they are visible from a distance and can be spotted above a crowd of people

Finger posts

These are more traditional signs pointing the way to particular places

Colour and contrast

The signs use high contrast colours so they can be read easily. Each sign is clearly identified with a yellow strip at the top and a walking man icon.









World's Best Practice - Legible London (UK)

Mapping out London

The Legible London approach is based on the theory of 'mental mapping'. Research has shown that we all build maps in our heads to find our way around, based on familiar locations and routes that are relevant to our journeys.

The strength of our mental map often determines the confidence we have in walking to our destination.

Legible London aims to give people the information and landmark prompts they need to encourage and develop the natural mental mapping process.

We use the following categories to help people get their bearings:

Areas

Broad areas of the Capital, such as the West End and the City.

Villages

Including places such as Covent Garden, Soho and Marylebone, 'villages' are commonly used names which can help pedestrians quickly relate one part of London to another. Several villages make up an area.

Neighbourhoods

Within each village, there are a number of 'neighbourhoods'. For example, in Covent Garden, you'll find Seven Dials, Neal's Yard and Long Acre. As you become more familiar with a particular place, the more you can keep subdividing it into smaller, linked pieces, creating a more detailed mental map.

Large map on hoarding



Map features

'Heads-up' mapping

Rather than having north at the top, on-street signage maps are 'heads-up', which means they're orientated to face the same way as the user is facing. This helps people understand their immediate environment more easily.

Accessibility

Important information is located between 900mm and 1800mm above the ground so it can be easily read by most people. Among other things, the maps show steps, pavement widths and pedestrian crossings, which are important for visually impaired people, wheelchair users and others with limited mobility.

Time to walk

Research shows people can more easily understand the proximity of places if they know how long it will take, rather than the distance they have to travel. This is why we use time as the scale for Legible London maps.

Walk this way

Directional information is used to point the way towards areas of London, as well as specific attractions.

Finder map

Planner map

The finder, or 5 minute, map is more detailed than the planner map and features a number of landmarks, to help guide the user towards specific streets and attractions.

The planner, or 15 minute, map helps orientate the user by showing the

proximity of 'villages' to each other. This helps give the user the confidence

The 15 minute walking circle indicates places that can be reached within that

It includes a 5 minute walking circle indicating places that can be reached within that time, when walking at an average pace.

3D buildings on Finder map

to try longer walking journeys.

time, when walking at an average pace.

Illustrations of key buildings are included to help people who struggle to read maps, including those with learning difficulties. They provide a literal representation of key landmarks and make the maps more intuitive.

Integrated transport

Bus stops, Tube stations and taxi ranks are all included.

Street finder

Street names are listed in alphabetical order to help people locate individual streets, as they would with other maps.

Planner map



Finder map



3D details on finder map



Details on finder map



World's Best Practice – Legible London (UK)



Minale Tattersfield

48/66 | 14 November 2012

Bond Street area prototype

The Legible London prototype was installed in the Bond Street area in November 2007. It involved 19 on-street signs, as well as co-ordinated maps at bus stops and Tube stations to help people continue their journey on foot.

Forty other pieces of street furniture were removed from the area to reduce street clutter – a key principle of Legible London.

Comprehensive evaluations of the prototype showed the scheme was very popular and average pedestrian journey times in the area fell by 16 per cent.

As a result, the prototype was extended in the Oxford Street, Regent Street and Bond Street areas, with a further 55 signs. The lessons learnt from the prototype also helped to inform and shape the pilots.

Bond Street prototype research

The results from the Bond Street area prototype evaluation showed that:

- Pedestrian journeys in the Bond Street area were quicker by 16 per cent on average
- Almost two-thirds of respondents said the new system would encourage them to walk more
- Nine out of 10 interviewees felt the system should be implemented across London
- Providing information on likely walking times and distances, as the Legible London maps do, helps encourage walking



Expanding the system Legible London Pilots

Legible London is already working successfully across London, including much of the West End, South Bank and Richmond and Twickenham, and research shows that almost nine out of 10 people want the system to be rolled out across the Capital.

Working with boroughs, Business Improvement Districts and other landowners, the system is expanding further.

Pilot evaluation results

A comprehensive evaluation of the Legible London pilots has revealed some very positive results:

- 87 per cent of users supported the roll-out of the system across London
- Pedestrian satisfaction with local wayfinding improved by 22 per cent, following the introduction of Legible London (from 61 to 83 per cent)
- 83 per cent of users agreed Legible London helped them to find their way
- More than two-thirds felt satisfied that they could use Legible London to find the shortest route for their journey
- More than three-quarters felt confident in exploring an area with Legible London
- The number of pedestrians getting lost on a journey fell by 65%
- Those who have used the system indicated strongly that it will encourage them to walk more often, walk further, explore more and walk rather than use other means of transport.

These results are based on around 1000 user surveys, pedestrian counts, and a number of 'mystery shopper' and accompanied walks.



Case studies

Getting businesses walking

Businesses can have their own bespoke maps showing client sites and favourite haunts. The idea is to promote cleaner, greener travel, and improve air quality where people live and work.

Working with the City of London, we put the new maps in office lobbies and receptions. They're unique to each business, so they show routes and walking times to their clients and suppliers, transport hubs and key destinations.

The unique maps are designed to show office workers how easy it is to walk or cycle to places where they might have previously taken a taxi, bus or Tube.

Legible London and cyclists

We've added cycling information where walkers and two-wheelers share paths. Pedestrians and cyclists share many routes around London's parks and towpaths. So we're developing Legible London to help people on two wheels as well as those on foot.

It means that, in certain places, Legible London signs now show both walking and cycling information. This includes estimated times by bike and on foot to key destinations, and diagrams of cycling routes next to our existing maps.

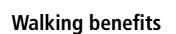
With little space along the canals, we've made our new towpath signs in a compact 'fingerpost' style. We're also installing 'repeater' signs where paths cross to reassure people they're still going the right way.





CITY OF SYDNEY | Minale Tattersfield | 49/66 | 14 November 2012

World's Best Practice – Legible London (UK)



Walking is quick and reliable

For short journeys, walking is quick and reliable, with very few interruptions. It will always take the same amount of time. Half of London car journeys are less than 2km, which is just 25 minutes' walk.

If you're out in London, you can use our Legible London maps and signs to get where you're going quickly. Legible London in the Bond Street area has sped up the average walking journey by 16 per cent.

Walking is good for your health

Brisk walking is a great way to clear your head, reduce stress and release those mood-boosting endorphins. It's the nearest thing to 'perfect' exercise in terms of a safe, all-round workout. And it doesn't cost a penny or need any special equipment.

- If you walk an extra 20 minutes a day, you'll burn off 7lb of body fat a year
- A single step uses up to 200 muscles. So you're not only doing a little cardio, but toning your muscles too
- Walking can halve your risk of coronary heart disease and help prevent some cancers
- Walking may slow cognitive decline in adults, especially those with existing conditions such as Alzheimer's
- Walking can help to prevent the onset of Type 2 diabetes.



Walking makes a greener planet

You can breathe in more pollution inside your car than walking the same route.

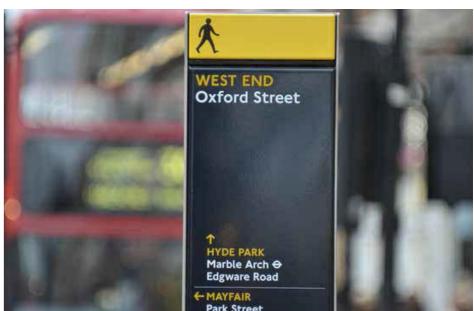
The average two-way school run emits 800g of carbon dioxide into the air. That's enough to inflate more than 60 balloons. For every young person walking (instead of being driven) one mile to school and back, we'd save 57kg of carbon per year.

Walking is good for London's economy

Walking supports local shops and businesses. Here's the evidence:

- Walking is the second most popular way for Londoners to visit town centres, after taking the bus. It's more popular than the car, train or Tube
- People who walk to town centres spend more per head per month than other shoppers. It's because they linger longer
- Pedestrians are the most frequent visitors to town centres each month. So not only do they spend more money per trip, they visit more often too
- Government research shows that making town centres better for walking can boost trading by up to 40 per cent
- London's annual West End Very Important Pedestrian (VIP) Day in December, when Oxford and Regent Streets close to traffic, increases footfall by up to 40 per cent. Some stores achieve their best sales figures of the year.

Designed by Applied Information Group





CITY OF SYDNEY Minale Tattersfield

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World's Best Practice – Bath & North-East Somerset (UK)

Heritage city, contemporary information system

The designers created a city-wide information system for Bath, encompassing wayfinding strategy, information graphics and graphic identity.

The goal was to capture Bath's 'DNA' and make it one of the most walkable cities in the UK.

A circular map taps into Bath's unique history as a Roman walled city and works beautifully as a navigational device, turning to give a 'head's up' orientation no matter which way the user is facing. The map itself has been drawn to represent every detail of the city, with fonts, pictograms, colour palette and illustrative style all particular to Bath. The physical structures that carry maps and signage are designed specifically to reflect Bath's unique character, and to tie in with other street furniture designed by Pearson Lloyd.

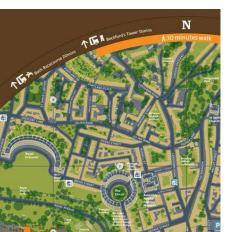
Transport was a key element of the brief, and the way finding strategy has ensuredthat pedestrian and transport maps are integrated from the start. Transport maps utilise the same drawing style, with different colours from the same palette creating differentiation.

Finally, because addressing the whole user journey is critical, the new maps will be applied across a variety of media, from website to handheld printed maps and, in time, mobile phone apps.

Designed by PearsonLloyd, FW Design, City ID















CITY OF SYDNEY | Minale Tattersfield | 51/66 | 14 November 2012

World's Best Practice – Brighton (UK)









Challenge

To enhance the tourist experience in the city, promote further retail and interest driven footfall. To provide a base for increased economic benefits of dwelling and exploring tourists throughout the day and night.

Approach

A completely bespoke contemporary and functional signage solution that would stand up to the harsh environment. Achieved by customised design and materials for pedestrian-friendly use and ease of maintenance.

A combination of highly durable 'Node' signs, special adaptations of the 'Legible City' range, were designed and manufactured. These take the form of either wider monoliths or narrower 'minilith' signs. The stainless steel paving plates also include a North indicator. Finger-post signs also form part of the suite.

Designed by Applied Information Group



World's Best Practice – Bristol (UK)

Bristol Legible City is a unique concept to improve people's understanding and experience of the city through the implementation of identity, information and transportation projects. Bristol Legible City projects include direction signs, on street information panels with city and area maps, printed walking maps, visitor information identity and arts projects. These projects communicate the city consistently and effectively to visitors and residents alike. Over 40 communication projects have already been implemented, or are in development.

The pedestrian signing system helps visitors find their way around the city centre and encourages people to explore the local area on foot or by using public transport. The projects have provided a sense of welcome for visitors and a better understanding of Bristol's attractions.

The city of Bristol

During the mid-90s Bristol saw one the most dramatic periods of development and regeneration in the city's history.

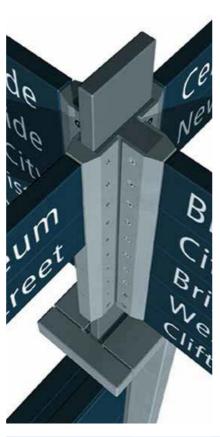
However, the city was difficult to navigate and had poor public **information**. There was little guidance for the visitor and so the wealth of attractions and commercial opportunities the city had to offer were easily missed.

In 1996 the Bristol Legible City initiative was conceived by Bristol City Council to deliver an information and wayfinding strategy that matched its ambition to be a leading cultural and commercial destination.

Designed by Council of City of Bristol, City ID, MetaDesign London



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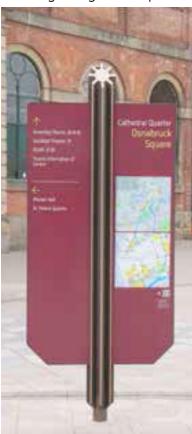






World's Best Practice - Derby (UK)

and directional sign Note tag on right hand panel



Tag for accessing information by Smartphone



Directional finger sign



Information accessed by smartphone



Management by the Derby City Council

Description

Derby is a city and unitary authority in the East Midlands region of England. It lies upon the banks of the River Derwent and is located in the south of the ceremonial county of Derbyshire. The population of the city is around 250,000. Derby featured prominently in the industrial revolution which brought commerce and prosperity to the city. It still has engineering and technological strengths and is the home to Rolls Royce.

Wayfinding System

The City Council has recently installed an innovative wayfinding system throughout the city. Other wayfinding systems were researched including London, Bristol, Southampton and Stratford and the map panels and directional signs have drawn heavily on this research.

What sets the Derby wayfinding apart is the incorporation of wi-fi technology into the signs which allows access by smartphones to additional information such as what's on guides, tourist information and a mobile mapping "app" to enable visitors to find their way using their phone.

Signage – structure

The wayfinding system uses four types of signs – ones with three panels, two panels, single sided panel and a fingerpost sign. The panel signs and fingerposts are mounted on an extruded finned aluminium post.

Signage – appearance

The finned aluminium posts provide a continuity of appearance across the sign types. Three background colours, maroon, turquoise and blue are used in the three precincts of the city. The map panels are "heads up" and have two maps on each panel, one of the precinct and one that shows only the immediate vicinity. The panels include a "tag" for interrogation by a smartphone.

Graphics legibility and consistency

The graphics and colours are consistently applied. Arrows are ranged left or right according to the message direction. Text size is relatively small and particularly on the panels with a turquoise background legibility is compromised. The mapping on the smartphone "app" is consistent with the signs map.

Accessibility considerations

The inclusion of wi-fi technology and the ability to access additional information via a smartphone brings considerable benefits for accessibility. The bottom of the panel signs is some distance above the ground which could be a problem for the visually impaired. Poor contrast on some signs could also be a problem.

Designed by Placemarque

LEGIBLE SYDNEY _____

World's Best Practice – Dublin (UK)

CITYOFSYDNEY Minale Tattersfield

Sydney | London | Paris | Milan | Moscow | Brussels

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Pedestrian wayfinding system

JCDecaux and fwdesign together developed an innovative and exemplary wayfinding system for the city.

The designers created a range of information graphics and bespoke products that collectively deliver a unique identity befitting a city like Dublin. The system includes street furniture, advertising billboards, a hand-held map and digital on-line maps. The colours of the Liffey, the shades of the classical Georgian architecture and the energy of Dublin's University body, have all inspired and informed what is a unique graphic language and illustrative style.

The wayfinding system includes structures with illuminated maps to ensure that information is legible 24/7. And in keeping with Dublin's 'green' ethos, the system also incorporates the bicycle scheme.

The Assistant City Manager with Dublin City Council says "taken together the map panels and fingerposts signs represent the first integrated signage system in the city. The system gives consistent and reliable information to users and is a significant addition to the city's public realm."

Designed by JCDecaux and fwdesign



CITYOFSYDNEY | Minale Tattersfield | 55/66 | 14 November 2012

World's Best Practice – Dublin Docklands (UK)







Dublin Docklands Development Authority was set up to champion the development of a 1,300 acre site of prime riverside land. The designers creating a wayfinding strategy for the first phase of the development and translating this into a contemporary, 'future proof' sign system.

Since then the city has added to the system to create a Dublin Docklands Heritage Trail and extended it geographically to encompass the wider development area.

In addition, a strategy was developed for digital information provision and the maps are bought into line with those of Dublin's city.

Designed by fwdesign

CITYOFSYDNEY | Minale Tattersfield Sydney | Landon | Paris | Milian | Moscow | Brussels

56/66 | 14 November 2012

World's Best Practice – Glasgow (UK)

With four million visitors a year contributing £1bn and 55,000 jobs, Glasgow City Council is aware of the importance of its visitor economy. In 2008 a major city-wide pedestrian wayfinding system was created comprising 149 signs – map-based information signs and fingerpointers — with a further 76 information posters placed in free-standing advertising units. The heart of the system is a 15 square km pedestrian master map of the City Centre and West End, highlighting 250 local landmarks and visitor destinations. The sign product range was custom-designed.

The scheme is funded and maintained by Adshel/Clear Channel, the global outdoor media company that has supported a number of innovative city wayfinding schemes including Bristol Legible City.

Designed by Applied Information Group

Wayfinding marker



Fingersigns



World's Best Practice – Liverpool (UK)

Map 3D objects



Wayfinding marker



Connecting Liverpool is a city-wide project to improve pedestrian navigation around Liverpool and enhance the brand message promoted by its street furniture.

Designed by Wood & Wood Design

Interpretive marker



Fingersigns



CITYOFSYDNEY

Minale Tattersfield

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World's Best Practice – Lower Manhattan, New York (USA)

As part of the Downtown New York Streetscape upgrade, in 2009 the Downtown Alliance proposed the rollout of a new wayfinding system. Designed by Pentagram and adopted in 2000, the system utilises simple white type on a black background, with photographic landmark images of the closest landmark to the sign.

The system comprises the following elements:

District map, detail map, orientation sign, destination sign, directional sign, compass. These are generally organised as per below:

Street name signs:

• Containing street name and address range with photo image.

Wayfinding signs:

- Street pole mounted at intersections with photo image directional messages and subway symbols.
- Freestanding four sided "orientations" signs with the same information.

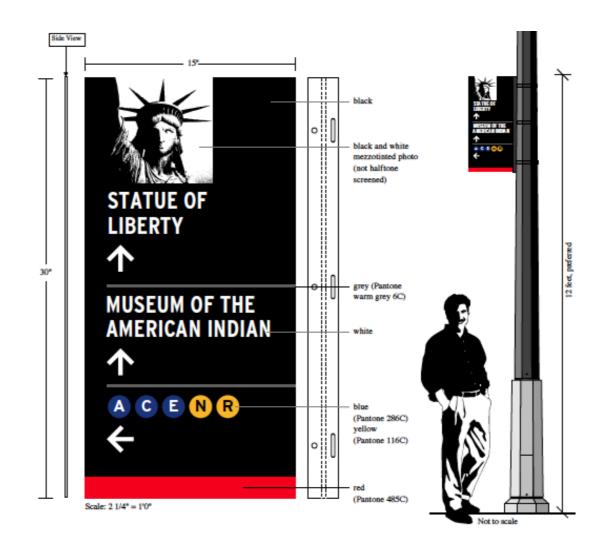
Heritage Markers and District maps:

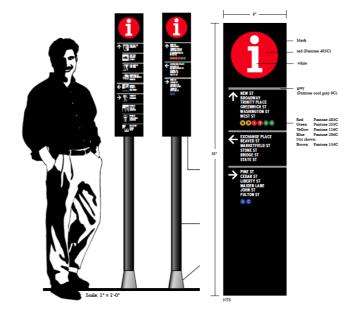
- Placed at 38 culturally significant places as a link with Heritage Trails New York. They contain city maps and explanations of a site's significance.
- District maps are also located within subway stations adjacent to ticket booths, these introduce the photo images of the major destinations.

Another stated aim of the upgrade is clutter reduction, with the DOT reorganising and simplifying their traffic sign system onto a new pole design.

In late 2011 the NY Department of Transportation launched an RFP for a city wide standardised pedestrian way-finding system. The stated aim of this system is to aid the movement of pedestrians throughout the city, be they residents or visitors. Many locals find it difficult to navigate the city. The strategy document was written by Two Twelve design and Applied.

Designed by Pentagram













59/66 | 14 November 2012



Current Technology – Electronic Wayfinding

Overview of current "mobile" delivery modes in use WiFi

- Download and syncing of smartphone and tablet apps.
- Transmission of map information and location tracking.
- Real time connection to websites triggered by a written address, NFC tag or code such as QR or Microsoft Tag.

GPS

- Provision of location information via GPS satellite network for handheld or vehicle mounted GPS, smartphone and tablet devices.
- Mapping information is downloaded via the internet onto the device.

3G / 4G

- Real time connection to websites triggered by a written address, NFC tag or code such as QR or Microsoft Tag.
- On demand download and syncing of smartphone and tablet apps, which include either an offline map or synchronisation with Google Maps.

Current "static" delivery modes in use

ADSL / Dial Up / 3G / Satellite

- Provision of browser based mapping and route planning such as, Google Maps, WherelS, Open Street Map, World Street Map etc. to a home computer, TV or other web enabled device.
- The above mapping systems are often embedded in web pages to assist with location services.
- Download of PDF maps for view and printing by user.

Kiosk

- Freestanding or wall mounted large format screens
- Generally indoor
- Touch screen interface
- Map information delivered via cable, over the air or located onboard kiosk

Provision of data

All of the above rely to some extent upon 3rd party provision of data services, unless the client provides their own full coverage data network.

Ownership of information

The control of what information is accessed is varied, dependant upon the provider of the mapping information.

Information accessed via dedicated websites will be generally under the control of the owner of the system. In much the same way smartphone applications are developed with information provided by the owner, with mapping layers provided by 3rd party suppliers such as Google, OpenStreetMap and World Street Map.

GPS systems are usually developed by 3rd party suppliers and the content of the maps is developed by others, giving the owner of the wayfinding system less control over content.

3rd party systems such as Google Maps, smartphone and tablet apps and Microsoft Tag also track user location and behaviour, future data and advertising can often be tailored and delivered to particular user based upon their past online behaviour and routes travelled. The data collated can also be used by the wayfinding system owner to track user behaviour and assess the effectiveness of sign locations and content, target advertising, set leasing costs in shopping malls etc.

Current popular electronic map systems:

- Google Maps used on fixed and mobile devices, often embedded within webpages and used as a base map by app developers.
- Whereis used on fixed and mobile devices, also embedded in web pages.
- World Street Map user updatable and used by app developers as a base
- 3rd Party paid maps for GPS device use
- OpenStreetMap user updateable open source maps
- Street-Directory.com.au has a web version of Ausway printed maps
- New developments, Apple is understood to be reviewing its use of Google Maps for travel route information on its devices in favour of a simplified "sketch like" layout removing dense geographical information.

Derby UK

Derby's wayfinding system incorporates wi-fi technology into their signs which allows access by smart phones to tourist information by way of a tag. A mobile mapping 'app' enables visitors to find their way using their smart phone.

Derby has used this system to expand the marketing possibilities of its major attractions. In the Cathedral Quarter for instance visitors can use their smart phones to swipe an i-tag on the map signs which enables them to download an audio tour onto their phone. So the wayfinding signage system offers added opportunities for marketing other aspects of the city.

Brighton UK

Brighton, also in the UK, launched its first version of WalkBrighton in 2009. The free app features a browse-able walking map showing points of interest. 3D icons and destinations. However, the digital maps are specifically designed for use with smart phones and work at multiple sizes and scales and then move seamlessly between them. This allows for information to be delivered more precisely, with greater detail revealed only when requested.

JC Decaux

Last year JC Decaux launched the UK's first NFC enabled poster campaign to promote the film X-Men. NFC when enabled on a mobile device allows users to carry out tasks such as paying for items or going to websites or downloading information by holding their phone near the poster site, or in this example downloading a trailer of the film.

There are 130,000 poster sites in the UK that can be instantly enabled.





LEGIBLE SYDNEY _____

Current Technology – Interactive Signage

CITYOFSYDNEY | Minale Tattersfield Sydney London Paris I Milan I Moscow I Briscark

60/66 | 14 November 2012

Emerging new near-field communication (NFC) technologies have implications for wayfinding and signage systems. Some examples are;

1. Google

Google has phased out its support for QR codes, the cryptic black and white square labels used by businesses. These are going to be replaced by nearfield communication (NFC) chips that ship with phones and provide a much easier way to accomplish many of the same tasks.

Instead of pointing your phone at some weird looking image, scanning it, and waiting, you'll simply be able to hold your phone up near a sign with an NFC chip and get the same results.

2. NFC developments in wayfinding

A UK company has reportedly developed elements of a wayfinding system that enhances independence and accessibility for the following groups:

- Blind and partially sighted people;
- People with learning disabilities;
- People with dementia.

The system is also very advantageous for people traveling or living in countries where they do not have native language knowledge or competency.

The system uses near-field communication (NFC) chips to allow users with mobile telephones to receive both audio and graphic guidance on finding their destination within a building or public space. The system be embedded into both existing and new systems of signs.

3. JC Decaux

Last year JC Decaux launched the UK's first NFC enabled poster campaign to promote the film X-Men. NFC when enabled on a mobile device allows users to carry out tasks such as paying for items or going to websites or downloading information by holding their phone near the poster site, or in this example downloading a trailer of the film.

There are 130,000 poster sites in the UK that can be instantly enabled.

4. Derby Wayfinding Signs

A new wayfinding system in Derby in the UK has incorporated wi-fi technology into tts signs which allows access by smartphones to additional information such as what's on guides, tourist information and a mobile mapping "app" to enable visitors to find their way using their phone. The mapping on the smartphone "app" is consistent with the signs map. The sign panels include a "tag" for interrogation by a smartphone. A separate report on the Derby wayfinding is included in the Background Research and Site Evaluation Report.

Derby wayfinding sign



Tag on Derby sign for accessing Information by smartphone



Current Technology – Orientation – Disorientation

Ruedi Baur – Designer

A contextual approach to design information. What can we learn from the analysis of disorientation?

Abstract:

"But let the mishap of disorientation once occur, and the sense of anxiety and even terror that accompanies it reveals to us how closely it is linked to our sense of balance and well-being. The very word 'lost' in our language means much more than simple geographical uncertainty; it carries overtones of utter disaster" (Kevin Lynch, The Image of the City, MIT Press, 1960, p. 4).

Relishing no longer really knowing your way, avoiding anyone who would lead you too directly to the goal, wandering around at random, almost purposely losing track, travelling around, trying to forget where you come from, where you are and where you are heading. Freeing yourself from your home, your achievements, all the automatic behavior that defines us. Moving somewhere else not from obligation but for pleasure, forgetting your roots, changing your language, profession, family; in short, starting the adventure all over again, very soon realizing that this is never truly the case. Doing things with no particular purpose, choosing to venture into unknown lands or cultures, enjoying no longer being able to understand the connections between the various things in front of you, finding yourself purposely lost in information that you can never really use. Introducing new facts that call everything into question, and enable you to shake off old beliefs, add one complexity to another, blur distinctions, delve into chaos not to bring in any order but to enjoy getting beyond simplistic models. Learning to get lost so as ultimately to work out your way better and choosing to approach disorientation as a realm of possibility rather than only the "overtones of utter disaster" described by Kevin Lynch.

This inversion of values is proposed in the context of a world that is gradually devolving the question of spatial orientation to the machine, as it did not so long ago for temporal orientation. We can already imagine, even analyze, this society in which every citizen will take everywhere he goes this digital extension of his body connected to a global network that will simultaneously tell him the universal time, where he is in the world, and where it is he wants to go. A new screen that will manage his calendar and help him as he moves around. It will enable him to find his destination, identify it, get information about it, even interact with it in the event of any hitches. Based on travelling distances, and informed of any obstructions in real time, it will be able to tell him when to leave and give him the route that is quickest, nicest, most advantageous, safe, and certainly not poetic.

Bernard Stiegler, perhaps better than anyone else, has fully explained the dangerous psychological and social consequences of this total synchronization of our spatiotemporal calendars. We can easily complement these observations by imagining these global systems in the hands either of aggressive marketing or every manner of dictator and religious fanatic. In either scenario, a system of this kind that makes it possible to identify the location of the person seeking information at any moment will be easily open to abuse for purposes that are highly detrimental to our liberties of life and thought. But beyond these 'Orwellian' perspectives, unfortunately far from chimerical, understanding these risks gives us a sense of how short a step it is from assistance in orientation to surveillance of our movements.

It is also interesting to analyze how we behave when interacting with a browser. At first, some resistance can be observed to what the machine offers. The user remains active. He compares his experience to that of the machine, groans, and even sometimes gains the upper hand by ignoring what it offers him, or simply stops it.

But as his technological aptitude develops and his use becomes more systematic, his confidence increases, there is less interaction, and the comparison with the real space fades. We simply allow ourselves to be guided by the system, led by the hand, almost to the point of losing any notion of orientation in the process. So we can fairly easily imagine this future world in which everyone would be systematically guided by his device, connected to the synchronized global network, and gradually lose any sense of natural orientation. It is a matter of everyday observation that being guided considerable reduces our capacity to know where we are and have any spontaneous sense of the route towards our chosen destination. Neither is this phenomenon only connected with satellite navigation technology; more generally, any guidance by a reliable artificial system tends to reduce our capacity to orientate ourselves naturally, that is to interpret what is in front of us in the environment and independently take decisions that would truly enable us to find our way. Disaster is therefore not necessarily encountered where we expect it, or to put it another way: every development displaces the problems. It is the problem of independent thought and action that is at risk of defining our century.

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