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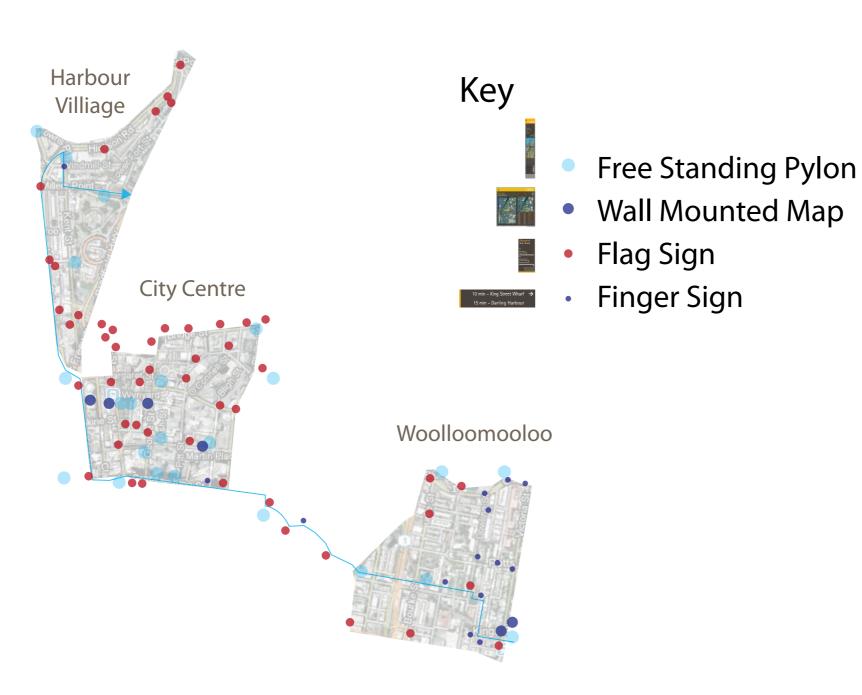
14 November 2012

5.0 Signage Placement Strategy

The placement of wayfinding information will be co-ordinated with the implementation of the Liveable Green Network across the City of Sydney local government area. Placement of signs will be organised around a node and journey based strategy:

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

The signage system will be applied to create a connected city and allows users to undertake a journey with confidence from one node to another.



5.0 Signage Placement Strategy

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Planning

The signage placement strategy is based on the routes established by the Liveable Green Network for the entire LGA.

The environments range from the dense urban city to open spaces and parks, villages, neighbourhoods and precincts.

A family of sign types has been developed for these environments to cater for different volumes of foot traffic, for lanes, roads and major traffic arteries, for small scale housing to skyscraper environments.

A preliminary placement strategy considers the following criteria:

- Route;
- Arrival points;
- Intersections;
- Decision points;
- Built and natural environment;
- Foot traffic volume:
- Other modes of traffic;
- Visibility of signs and viewing angles;
- Space available for signs;
- Existing street furniture infrastructure, such as poles etc;
- Existing signs.

The preliminary strategy provides data and visuals to test the impact of signage that replaces existing signage and new signage.



The site audit

An audit of the routes covers the following:

- Photographic audit for each proposed sign location;
- Observation of the area to determine proposed sign type, taking into account flow of traffic, built environment, sightlines, space available for new signs as well as existing signs.

The site audit provides data and visuals to quantify the impact of signage. It quantifies signs, signtypes, area of information provided and redundant signs.

Street clutter reduction

- Site audit is to include the removal of redundant signage due to installation of the new sign system;
- Existing structures, poles and street furniture are to be utilised to apply maps, flag signs and finger signs;
- Pylon signs apply only to strategic nodal locations. The majority of sign types are finger signs and flag signs.

Improve legibility of the public domain through better signage and reduction of clutter.



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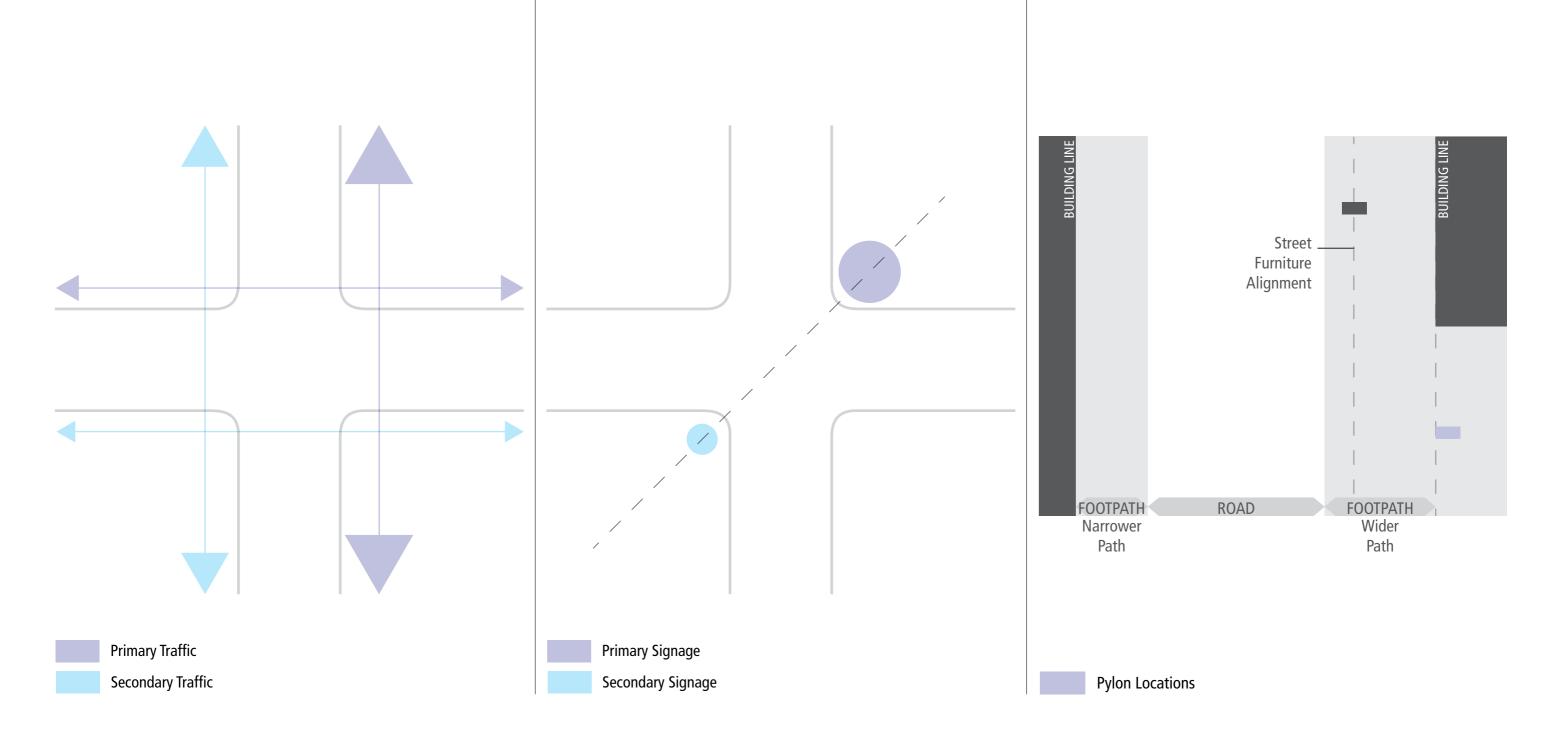
Amount | Remode

49/91 | 14 November 2012

5.0 Signage Placement Strategy – Principles

- 1. Signage has to address primary pedestrian traffic routes.
- 2. Signage has to address secondary pedestrian traffic routes where appropriate.
- 3. Signs (Pylons, Flag & Fingersigns) are typically located diagonally across the intersection from each other.
- 4. Pylons are positioned on the wider of two parallel footpaths.
- 5. Pylon signs, especially when freestanding are positioned with the faces oriented perpendicular to the traffic.

Pylons installed in open spaces (eg. Martin Place) are aligned with building line.



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5.0 Signage Placement Strategy – Site Testing

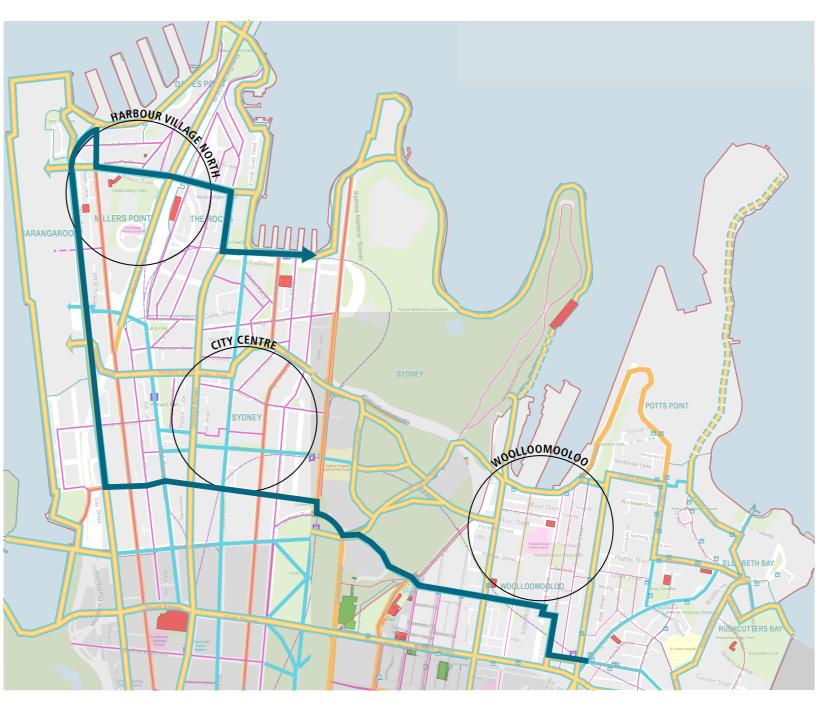
To determine signage component placement, a specific route has been taken stretching from Kings Cross to City Centre, along the edge of Barangaroo, into Millers Point, through The Rocks to Alfred Place.

The route broadly follows LGN routes previously undertaken and documented in part one of the project.

Kings Cross Station - Victoria St - Broughham Ln - McElhone St -Reid Ave – Dowling St – Cathedral St – St Marys Rd – Prince Albert Rd – Macquarie St - King St - Sussex St - Hickson Rd - Windmill Steps -Kent St – Argyle St – George St – Alfred St.

The route covers the areas of Woolloomooloo, City Centre and Harbour Village North.

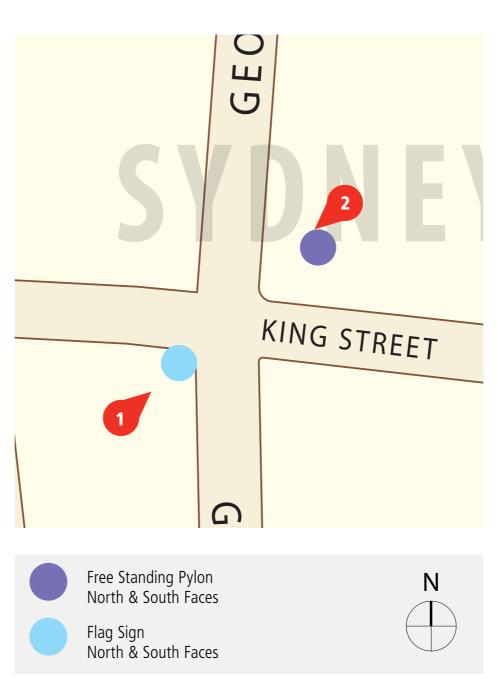
It covers a diverse range of environments from the inner east iconic village via the introverted south of Woolloomooloo, to the historic precinct of Macquarie Street past Hyde Park, down busy Inner City traffic artery King Street, along Barangaroo on Sussex and Hickson Road, to the Rocks through the Argyle Cut to George Street and finally to Alfred Street. It covers Lanes, Steps, typical and large streets, civic plazas, low rise residential, parks, heritage precincts, high rise office, retail precincts and currently redeveloped disused industrial land.

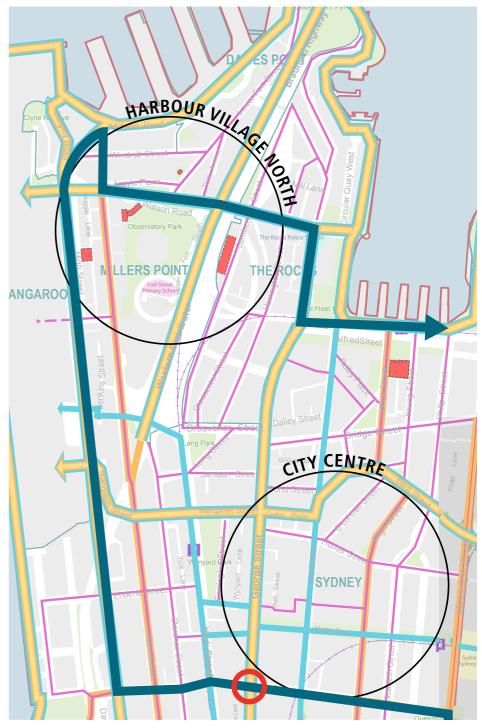


Route



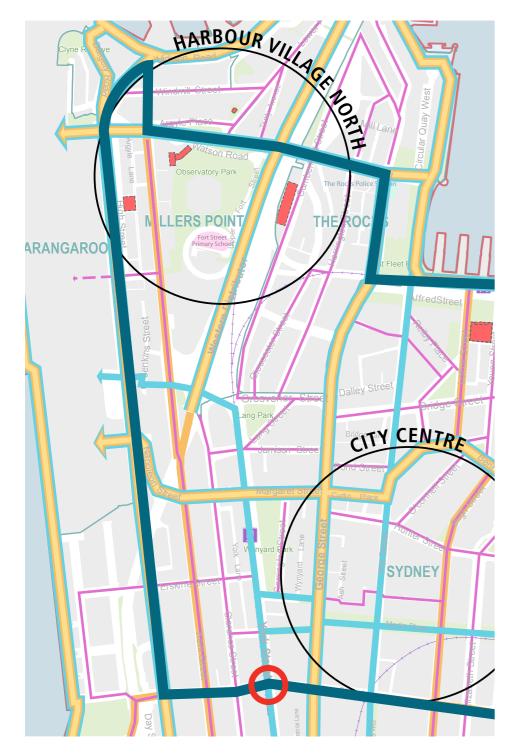


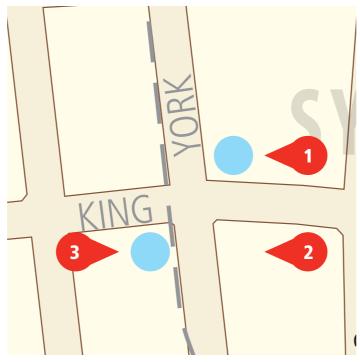




5.0 Signage Placement Strategy – Location 2









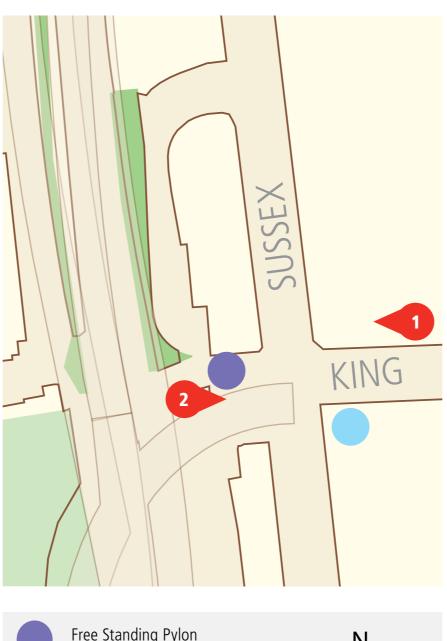






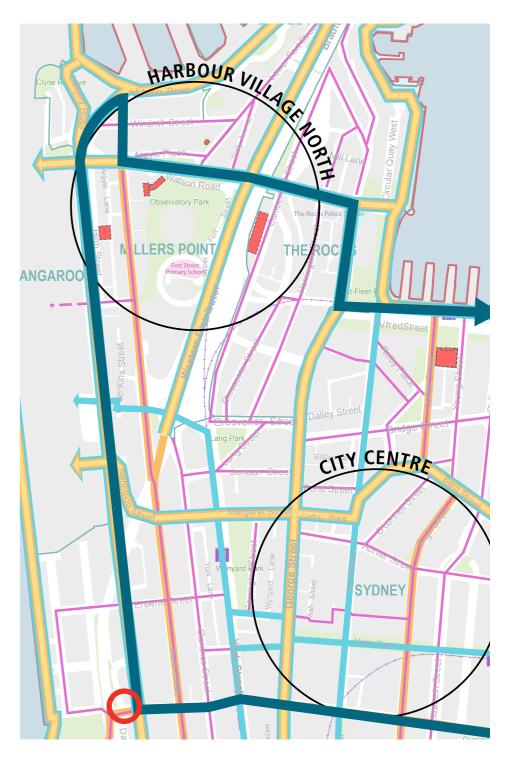








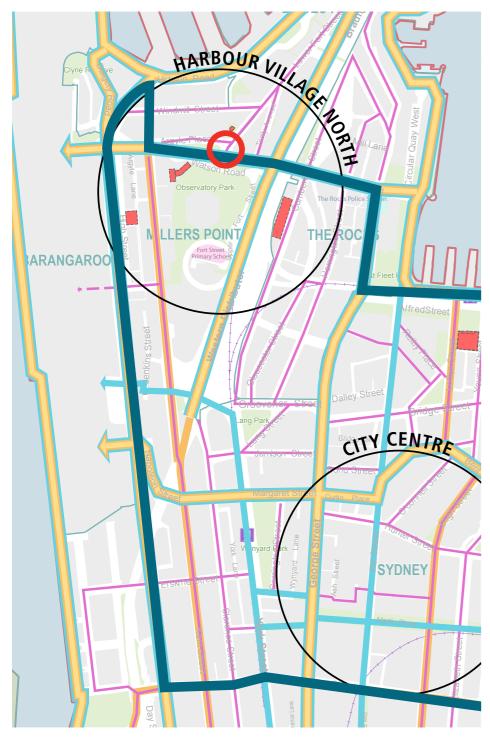




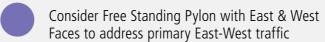
5.0 Signage Placement Strategy – Location 4



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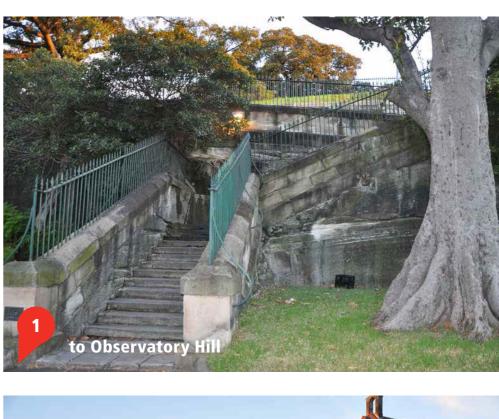


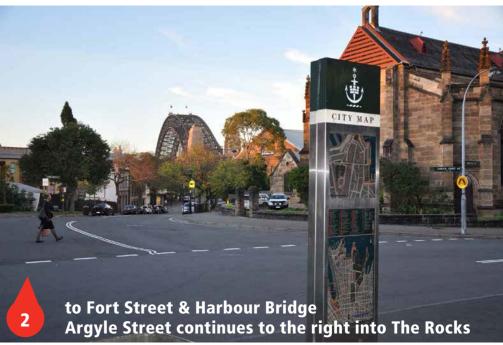




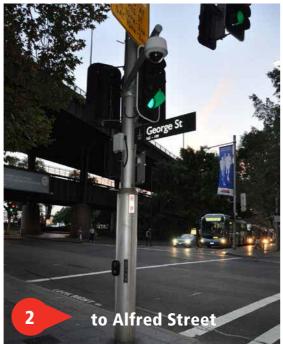


- Millers Point
- Dawes Point
- The Rocks

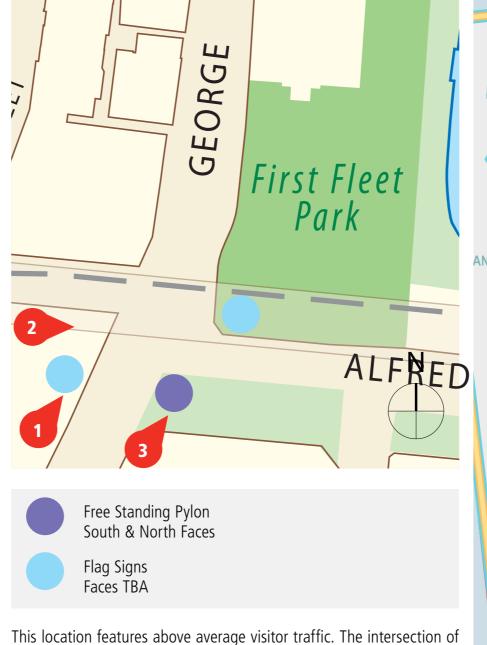


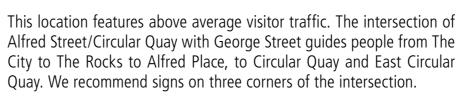


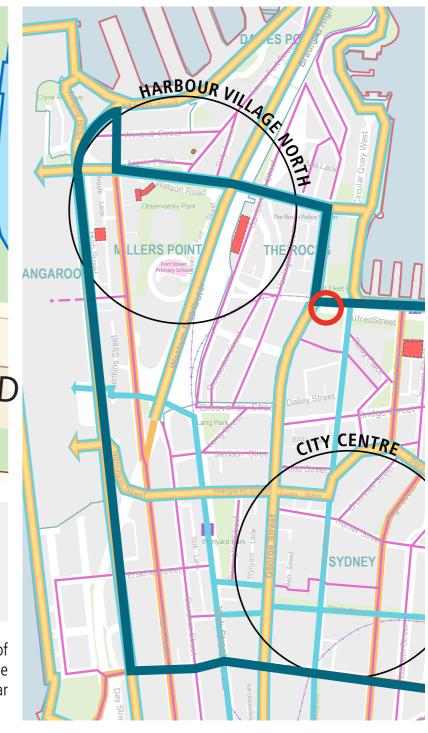








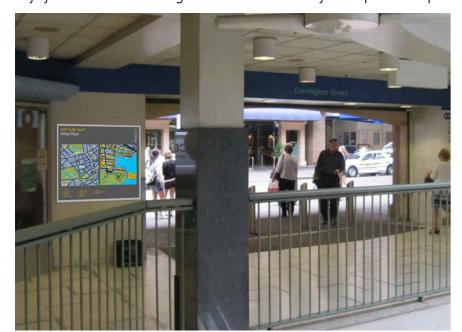




5.0 Signage Placement Strategy – Examples to a Transport Hub



Wynyard Station – Carrington Street Exit & Entry – Proposed Map



Wynyard Station – Carrington Street Exit & Entry – Proposed Free Standing Pylon



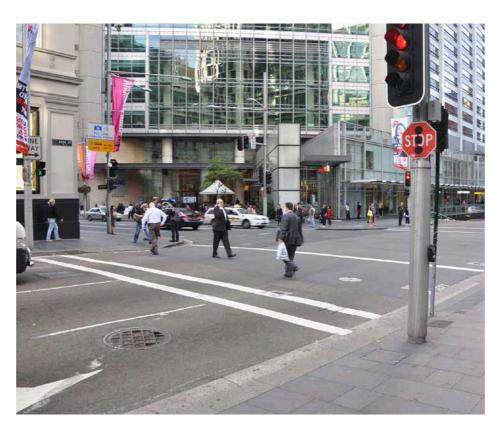
Wynyard Station – York Street Exits & Entries – Proposed Free Standing Pylon



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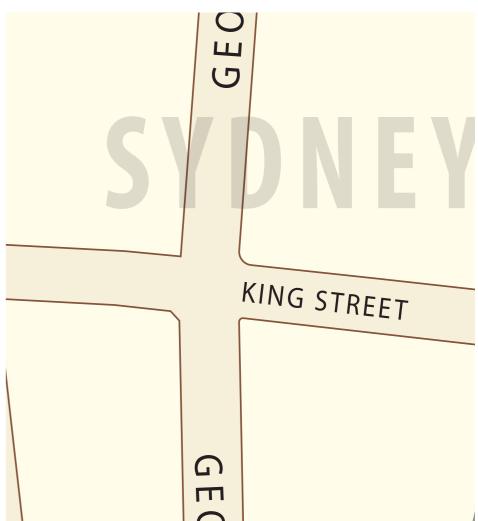
5.0 Signage Placement Strategy – An Approach



After drawing the initial strategic placement strategy the situation in the street needs to be taken into account. Positioning of signage elements is very precise and governed by principles and limited by onground conditions.

The development of the kit of parts and signage component placement work in parallel. Sight lines, building alignment, existing infrastructure such as smartpoles, wall space, ownership, available footprint for signs, existing signs and traffic management devices, sight lines and lengths and direction of routes all play equal roles in determining selection and signage component placement.





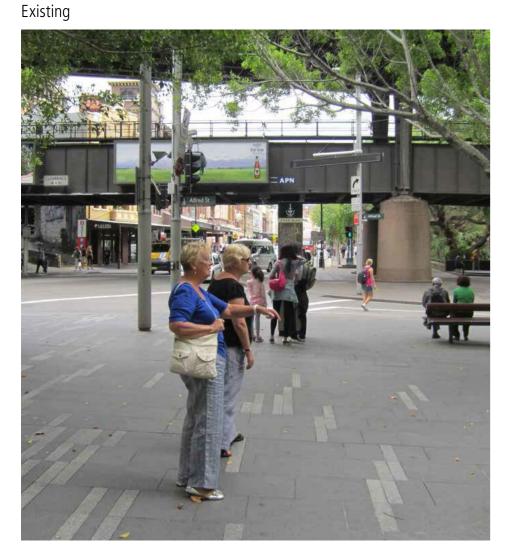
5.0 Signage Placement Strategy – Planning

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58/91 | 14 November 2012

How the system supports pedestrians

A key to a successful system is to locate information in effective and consistent locations. They need to connect and be predictable – ie. where they are expected. How the system is delivered across the LGA and landowner borders will be crucial.



Proposed New Marker – Principle Only





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6.0 Action Plan

The projects identified in this Action Plan are high level requiring greater definition and resources allocated for their delivery. While there is a desire (and need) for immediate action and outcomes, this must be balanced with the resources, capacity and competing priorities of the City.

The projects included in this Action Plan have been prioritised according to current circumstances and indicative timeframes for their commencement identified as follows:

- High: projects and programs commencing or already underway in the next 1-2 years;
- Medium: project and programs commencing in the 2-5 years time; and
- Low: projects and programs that will commence 5 10 years from now.

Commencement dates for projects led by the City will be confirmed on an annual basis as they are further developed and budgets and resources allocated for their delivery.

		Strat	egic [Directi	ions	Responsibility	Timi		Comments
		Consistency	Accessibility	City Legibility	Sustainability		High	Medium	Low
Α	Project Component								
1	Project Management and Programming			1					
1.1	Appoint project manager for rollout of wayfinding signage and mapping.	•				City Design City Projects	•	•	
1.2	Develop detailed implementation plan with costings for approval by City.	•			•	City Design City Projects	•		
1.3	Align with Liveable Green Network implementation to co-ordinate rollout of pedestrian improvements across the LGA.	•	•	•	•	City Design City Access City Operations	•		
2	Communications and Marketing								
2.1	Prepare communication and marketing plan to promote walking and awareness of wayfinding system.						•	•	
3	Project Liaison / Co-ordination								
3.1	Transport for NSW Co-ordinate with Transport for NSW's wayfinding strategy to ensure interface areas around transport nodes are consistent and legible and to avoid duplication of wayfinding signage.	•	•	•	•	Transport for NSW City Design	•		
	Land Agencies								
3.2	Set up steering group of land authorities and key agencies Barangaroo, SHFA, Centennial Moore Park Trust, the Royal Botanic Gardens and Domain Trust and universities to develop co-ordinated approach to wayfinding in City of Sydney.	•	•	•	•	City Design	•		

6.0 Action Plan

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	St	Strategic Directions F		ions	Responsibility	Timi	ng	Comments
		V S S S S S S S S S S S S S S S S S S S	City Legibility	Sustainability		High	Medium	Low
3.3	Tourism Establish partnership with Destination NSW and tourism agencies such as TTF to develop a co-ordinated and consistent approach to delivery of wayfinding information on web sites, digital applications, print maps and tourist guides.		•	•	City Design Economic Development	•		
3.4	Retail Establish partnership with Retail stakeholders to develop a co-ordinated and consistent approach to the delivery of wayfinding information.	•		•		•		
4	Design Development							
4.1	Prepare Design Standards for Wayfinding Signage and Mapping Elements • Graphic conventions and information design standards; • Signage design; • Map design guidelines; • Wayfinding signage placement guidelines; • Wayfinding signage maintenance guidelines;		•	•	City Design	•		
В	Wayfinding System Components							
1	Wayfinding Map Base							
1.1	Complete wayfinding map base for project focus areas — Harbour Village North , Woolloomooloo, City Centre and Wynyard.		•	•	City Design	•		
1.2	Undertake testing and evaluation of focus area map base for accessibility and clarity of information from variety of user groups		•	•	City Design	•		
1.3	Program Completion of Wayfinding Map for rest of LGA	•	•	•	City Design		•	
1.4	Naming convention and hierarchy		•	•	All CoS Parties			
2	Specialised Wayfinding Maps							



6.0 Action Plan

CITYOFSYDNEY | Minale Tattersfield | 61/91 | 14 November 2012

		Strat	egic D	irectio	ons	Responsibility	Timing			Comments
		Consistency	Accessibility	City Legibility	Sustainability		High	Medium	Low	
2.1	Accessibility Map Using wayfinding map/ graphic conventions as a base prepare a detailed accessibility wayfinding map in consultation with relevant sector agencies and advocacy groups.	•	•			City Design City Access City Culture and Community	•			
2.2	Special Interest Map Investigate options for developing mapping for specialised user groups such as other languages, special interest/ attractions (eg heritage, cultural, retail, food and beverage.)		•			City Design Economic Development		•		
3	Digital Media									
3.1	Prepare feasibility and costing plan for wayfinding digital applications for future project development including: • Web site interface • Smart phone navigation applications • Smartphone applications such as Microsoft Tag and QR Code • NFC Chips (Near Field Communication)	•	•		•	City Design City Engagement		•		
3.2	Pre Trip Planning	•	•	•	•	All CoS Parties				
4	Printed Map					I				
4.1	Design and production of print and downloadable wayfinding maps in pdf format.	•	•		•	City Design City Engagement		•		
5	Signage Wayfinding Elements									
5.1	Undertake prototyping of signage elements for consultation, testing and evaluation. Ensure co-ordination with public domain furniture design project to achieve consistent materials palette.	•	•		•	City Design	•			
5.2	Establish website to facilitate user feedback.					City Design	•			
5.3	Undertake Pilot Area Implementation for consultation, testing and evaluation.	•	•	•	•		•			

6.0 Action Plan

CITYOFSYDNEY | Minale Tattersfield | 62/91 | 14 November 2012

		Strategic Directions Responsib		Responsibility	Timi	ng	Comments		
		Consistency	Accessibility	City Legibility	Sustainability		High	Medium	Low
5.4	Staged Implementation / rollout of signage elements.					City Design City Projects City Operations		•	•
6	Smartpole tactile street identification plates								
6.1	Undertake rollout program of tactile street identification plates on selected smartpoles. Program to include City Centre as well as village main streets with smartpoles.	•	•	•		City Design City Operations	•	•	
7	Street Name Blade Signs		'	'					
7.1	Undertake audit and staged replacement program of street name signs to currently adopted CPD design.	•	•			City Design City Operations	•	•	
8	City Community Facilities and Buildings Signage								
8.1	Undertake audit of City community buildings to scope wayfinding and signage needs.	•	•	•	•	City Design	•		
9	People / Visitor Information Services								
9.1	Visitor Information Kiosks Co-ordinate and enhance provision of visitor information services between City and State agencies. Consider additional visitor information services in visitor attractions such as Kings Cross.		•			Economic Development	•	•	
9.2	Night Time Ambassadors Continue program of Night Time Ambassadors to provide directional advice and information to visitors at selected night time precincts.		•			City Culture and Community	•	•	
9.3	Volunteer Visitor Ambassadors Scope feasibility of developing a volunteer visitor ambassador program similar to service provided in Melbourne.		•			City Culture and Community		•	
9.4	City Rangers Ensure City Rangers are provided with pocket wayfinding maps when available to assist with enquiries.		•			City Operations		•	



6.0 Action Plan

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		Strat	egic D	irectio	ons	Responsibility	Timing			Comments	
		Consistency	Accessibility	City Legibility	Sustainability		High	Medium	Low		
9.5	Training / Accessibility Awareness Provide training for call centre/ visitor information/ ambassadors/ rangers staff on wayfinding and accessibility awareness so as to effectively deal with customer enquiries.	•	•			City Culture and Community		•			
10	Asset / Information Management and Maintenance						•				
10.1	Develop / incorporate wayfinding signage elements and mapping into City's asset management system.	•			•	Chief Operations Office City Operations		•			
10.2	Develop maintenance regime for the general upkeep of the system. Address replacement of information components. Address replacement and upkeep of elements due to vandalism and accidental damage.	•			•	Chief Operations Office City Operations		•			
С	Public Domain Quality										
11	Public Domain Codes										
11.1	Public Domain Codes to promote concept of legibility through development of street hierarchies and consistent materials palette, accessible paths of travel, and distinctive design at special places to promote intuitive wayfinding.		•	•	•	City Design	•				
11.2	Public domain furniture design project to be co-ordinated with signage wayfinding elements so as to read as a consistent family of public domain street elements.	•	•	•	•	City Design	•				
12	George Street Transformation		,					'	1		
12.1	Capitalise on opportunity for the George Street transformation to deliver a legible "main street" in terms of mapping design and placement of signage.		•	•		City Design City Transformation					
13	Public Art					1					
13.1	Promote permanent and temporary public art installations as means to create memorable places and to contribute to legibility and intuitive wayfinding.			•		City Design	•	•			

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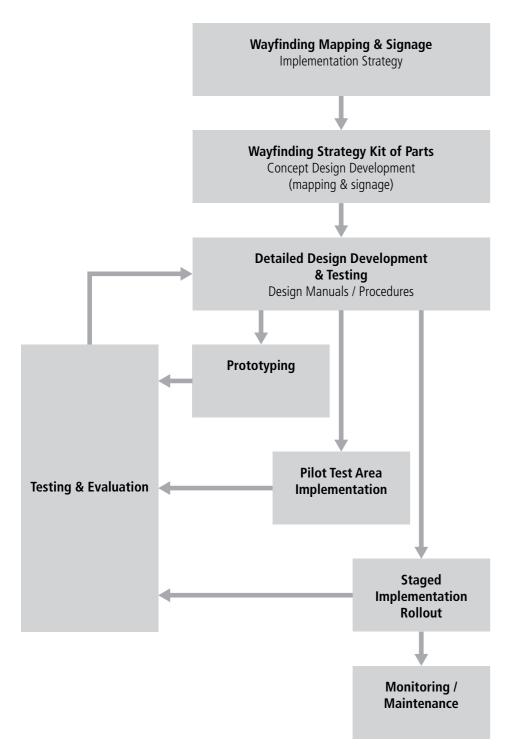
7.0 Implementation



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64/91

14 November 2012



Implementation Approach

The following approach will be taken in implementing the street based signage and mapping elements:

Wayfinding Strategy Development

- Principles;
- Concept kit of parts signage and mapping.

Detailed Design Development and Testing

- Design manuals/procedures;
- Prototype testing.

Implementation and Evaluation

- Pilot projects and evaluation;
- Site assessment and audit for clutter removal;
- Information design and mapping;
- Procurement;
- Staged city-wide rollout of wayfinding street signage and mapping;
- Clutter removal.

Monitoring and Maintenance

- Asset management;
- Information updates.

7.1 Testing and evaluation

Implementation to be based on research and field testing to achieve the optimum result for placement of signs, identifying redundant signs and coordinate new signs with existing complimentary signs.

7.1(a) Prototyping

Use of fabricated and assembled prototypes including all intended features and mapping elements to provide an opportunity for community and user feedback, placed along a short route through the city. The wayfinding information on prototypes will be scheduled for the route and will be accurate.

Prototyping will include a number of sign elements of differing types along a route, for example from Wynyard Station to Town Hall or to Circular Quay.

The feedback provided by this phase will inform the structure of the following pilot projects.

7.1(b) Pilot projects

A pilot project will be developed and implemented to further test and refine the scheme.

The outcome from the pilot project will also be informed by community and user surveys and reviews to assess effectiveness and use.

These areas for pilot projects are:

- Harbour Village North;
- City Centre Wynyard/Circular Quay;
- Woolloomooloo.

To ensure that flexible design solutions can be developed but at the same time maintain consistency and style, the pilot projects will test the system against different streetscape conditions and contexts such as city centre and village areas, narrow footpaths, various gradients etc.

7.0 Implementation

7.2 Staged Implementation

It is recommended that a staged approach to implementation be undertaken. Staging will involve identifying priorities based on available resources and strategic opportunities to link with other existing programs and projects.

Developing priorities for wayfinding project staging should be based around implementation of the Liveable Green Network. This will provide a coordinated approach to the pedestrian amenity improvements of an area through the provision of footpath upgrades, landscape treatments, and facilities including wayfinding signage.

The development of a staging plan should centre on the following priorities:

- 1. City Centre;
- 2. Village Centre main streets and transport hubs;
- 3. Connecting Liveable Green Network Routes links to city centre and between village centres.

Aims and Objectives

The Signage system aims to consistently deliver information at different points in a journey, also when these points lie across boundaries of areas and suburbs. The system is to allow for the removal of obsolete signage to make way for a coherent solution.

It will also be also physically integrated with other transport modes to avoid missing links between different systems and the City of Sydney signage system.

Policy context

The signage system contributes to objectives such as:

- Implementation of the Liveable Green Network;
- Creating safer environments;
- Enhancing the public realm;
- Boosting local business by increasing passing trade;
- Enhancing the visitor experience and encouraging repeat visits to local attractions.

Roles and responsibilities

The main parties responsible for an implementation stage are the City of Sydney, stakeholders, the implementation design consultancy and the manufacturer.

The staged rollout is based on the following phases:

- Scope identification and budget;
- Planning and design stage;
- Delivery stage;
- Maintenance stage.

Implementation Coordinator

The City of Sydney is the coordinator, responsible for making the funding available and for the rollout.

The responsibilities include:

- Liaising with land owners and other stakeholders;
- Selecting applications: signage, hoardings, paper maps, online maps, others or a combination;
- Selecting sign types;
- Deciding on sign locations;
- Organising ground works;
- Managing sign manufacture and installation;
- Obtaining permissions and approvals for work;
- Removing street clutter;
- Ensuring the safety of all signs;
- Ongoing maintenance.

Most of the works will be outsourced to a team of experienced consultants in signage design, scheduling, documentation and project management. The scheme has to be carefully planned, in keeping with the design manual standards, while responding to local challenges and objectives. The designer will coordinate the production of each signs' artwork.

It is imperative that after each rollout the manual is updated to include relevant changes.

Sign manufacturer

The coordinator will prepare and manage tenders for the rollouts. The successful contractor will manufacture and install the signs and foundations, using clear specifications provided in the tender documents.

Initial scoping

The initiation meeting and site visit will clarify the development of an indicative component placement plan, using the component placement strategy. Key points of consideration when conducting the initial scoping are to identify:

- Primary and secondary walking routes;
- Decision-making points in pedestrian route network;
- Arrival points, such as bus stops and stations;
- Primary destinations and attractions;
- Interchange points;
- City of Sydney planning controls and public domain quality guidelines.

Initial cost estimate

Using the indicative component placement plan, City of Sydney can generate a cost estimate.

The various elements that make up the cost estimate for a roll out include:

- Map production;
 - City of Sydney is keeping new map production methods under revision to ensure cost effectiveness and 'future proofing' of mapping for use in other applications.
- Clutter audit and removal;
- Civic work (preliminary work, footings and make good after installation of signage and safety during this process);
- Supply, storage and installation of signage.

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7.0 Implementation





14 November 2012

7.3 Information management, maintenance and evaluation

The signage system is only as good as its design, implemented feedback and its maintenance.

It is important that the wayfinding signage remains presentable, clean, accurate and therefore relevant.

The City of Sydney will undertake the following:

Develop a maintenance scheme to make sure the wayfinding system is maintained as a valuable asset and branding component.

Maintenance considerations include resources to make sure signs are clean and repaired/replaced if damaged, as well as ensuring information on mapping and directional signage is up to date. Ensuring the accuracy of information content is important to promote ongoing use.

Identify a department/head to take responsibility and ownership of the signage system for rollout and maintenance.

Develop yearly budgets for:

- Rollout programs;
- Regular appearance-based maintenance;
- Information-based maintenance, when required.

Appointment of maintenance contractor for the system.

Develop emergency call-out procedure for signage maintenance. Fund the appearance-based maintenance and cleaning of the signage system.

Establish coordination and communication channels to inform about changes in the local area that impact on maps. Fund the creation of the map as a continually updating central database, capable of being applied to all known physical and technological requirements. Fund the creation of new – and update of previously installed maps.

In coordination with the head of the signage scheme, decide when sign maps need updating.

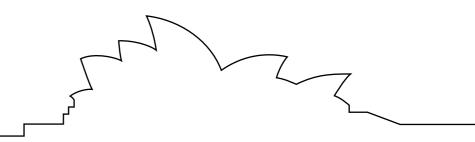
Maintain and update LGA-wide base map.

Instigate updating of signage manual where and when required.

Ongoing evaluation is also recommended to gauge the effectiveness of the wayfinding system. The following methods are recommended:

- 1. Interviews: Users will provide feedback about the installed system and inform potential updates to the system for future rollouts. Interviews are held on site.
- 2. Observations: At particular signs, intersections and decision points and along routes. Observe user interaction with signs. Compare with interview statements (see Interviews).
- 3. Focus Groups: Qualify the value of signage as a wayfinding tool. Invite the stakeholder groups as well as additional groups to discuss the system. Establish clear agenda for meeting fbeforehand.

Compare with interview statements and observations. The three surveys will generate a balanced assessment of the system and inform potential updates to the system.



Background Research & Site Evaluation





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Policy Context



68/91

14 November 2012

City of Sydney

(a) Sustainable Sydney 2030

The Sustainable Sydney 2030 is the City's guiding strategic plan for the coming 25 years. A key direction is to create a City for Walking and Cycling.

Sustainable Sydney 2030 Targets that a Wayfinding System can support are:

By 2030, at least 10 per cent of City trips will be made by bicycle and 50 per cent by pedestrian movement.

TARGET 8 By 2030, every resident will be within a 10 minute (800m) walk to fresh food markets, childcare, health services and leisure, social, learning and cultural infrastructure.

By 2030, every resident in the City of Sydney will be within TARGET 9 a three minute walk (250m) of continuous green links that connect to the Harbour Foreshore, Harbour Parklands, Moore or Centennial or Sydney Parks.

(b) Liveable Green Network

The Liveable Green Network is a is a key project idea in Sustainable Sydney 2030 to deliver a pedestrian and cycling network that connects people to the City Centre, Village Centres and neighbourhoods, as well as to public transport, education and cultural precincts and major parks and recreation facilities.

The Liveable Green Network Strategy and Masterplan report 2010 found that to encourage use of pedestrian network will depend on promotion through clear identification of routes through consistent wayfinding information, mapping graphics, signs and other markers such as public art.

The Liveable Green Network Masterplan provides the means to identify key pedestrian links and destinations across the LGA that will require a wayfinding information overlay to improve legibility and promote use.

(c) City of Sydney Inclusion (Disability) Action Plan 2007 – 2011

The current Inclusion (Disability) Action Plan 2007 – 2011 builds on the work of the previous Action Plan and is the first such Action Plan since the amalgamation of the City of Sydney in 2004 with South Sydney City Council and parts of Leichhardt Council.

Key Wayfinding considerations in the Plan include the following: Action Priority Area – Public Domain Objective: People with Disabilities have Access to the Public Domain, including Access to Transport, Parking and Signage.

(d) George Street Transformation

The City is working with the community and government to bring light rail to George Street, and to restore the heart of our City as a great place to visit, live, work and do business. This is a key project idea in Sustainable Sydney 2030 and was first promoted in Gehl Architect's Sydney Public Spaces Public Life 2007.

The transformation of George Street into a civic spine linked by three major public spaces at Railway Square, Town Hall and Circular Quay will create a stronger city identity and allow George Street to be promoted as the Liveable Green Network's "Main Street".

This could be a key legibility opportunity that the Wayfinding System could capitalise on in terms of location of wayfinding information to orientate people and encourage exploration of the City.

(e) Open Sydney

The City is developing a policy that will broaden the range of night time offerings and provide clear direction for Sydney's night time economy over the next 20 years, balancing public safety as well as economic and residential growth.

The consultations associated with the City's Open City people said they wanted a City after dark that was well activated, desirable to walk in, and not just well designed for night, but creatively and beautifully designed.

Being able to navigate the City at night (and day) was seen as important. People felt that improving Sydney's signs would help to manage the movement of people, especially in crowded areas. It would also entice people to visit other areas and attractions.

The report highlighted that wayfinding can contribute to achieving these aims by improving the pedestrian experience at night.

Wayfinding considerations proposed in the study include:

- Install integrated signs for both day and night to improve way finding across the City.
- Deliver new high visibility signs for late night transport infrastructure.
- Create late night wayfinding that incorporates elements of public art and guidance for example projections at weekends guiding people on preferred paths, with a digital interface.

(f) Woolloomooloo Accessibility and Wayfinding Study 2009

In August 2007, Council endorsed the Woolloomooloo Improvement Plan. The Plan recommended a number of initiatives including 'Improved safety in the public domain through increased accessibility, wayfinding and lighting'.

The City subsequently commissioned consultants to carry out an Accessibility and Pedestrian Network Study for Woolloomooloo which provides recommendations for wayfinding improvements in and through Woolloomooloo.

(g) Connecting Our City 2012

Connecting our City is the City's Transport Strategy and Action Plan which has been developed to improve access into and across the LGA.

The City's vision is for a world-class, integrated transport system that supports a strong and growing economy, our growing population and a more sustainable environment. The report encourages the shift to public transport, walking and cycling to make the city a more vibrant and attractive place.

The study recommends the introduction of a simple, legible and easy to understand system of information and wayfinding to make it easier for residents and visitors to navigate around the city and its transport systems.

(h) City of Sydney Tourism Strategy

The City is currently preparing a Tourism Strategy. Wayfinding is considered an important component in creating a tourist friendly city that is easy to get around.

(i) City of Sydney Retail Strategy

The City is currently preparing a Retail Strategy. Wayfinding is considered an important component in creating encouraging people to walk and providing information on the location of retail attractions.

State Government

(a) Destination NSW and Visitor Economy Taskforce

The NSW Government has established the Visitor Economy Taskforce to develop a tourism and events strategy to double tourism expenditure to NSW by 2020. A final report will be presented to the Minister for Tourism, Major Events, Hospitality and Racing and Minister for the Arts, the Hon. George Souris by the end of May 2012.

The Visitor Economy Taskforce will work alongside Destination NSW and its Board.

Part of the Taskforces Terms of Reference is to examine:

The servicing of basic visitor needs such as wayfinding and public transport with particular emphasis on the needs of non-English speaking visitors.

(b) Transport for NSW

Transport for NSW is about to undertake a review of its wayfinding systems in order to improve the legibility and customer experience of people using the public transport network. The interface of wayfinding information between transport nodes and the public domain will need to be carefully co-ordinated to ensure a consistent city wide wayfinding system.

The introduction of light rail in the City Centre will require a substantial reorganisation of bus network. This will make legible wayfinding information even more critical for people to understand mode changes and transport connections.

(c) Premiers Council for Active Living (PCAL)

The Premiers Council for Active Living (PCAL) aims to encourage walking and physical activity to improve health and wellbeing.

PCAL's Why Active Living. A Health Economic, Environmental and Social Solution. June 2010 proposes key design considerations for urban places that promotes active transport that will achieve health, environmental and social objectives.

Wayfinding information can promote this aim by providing pedestrian information on time and distances to destinations and attractions to make walking and cycling routes easier to find through signposting and provision of public transport information.

The project is integral to the delivery of a Green Global and Connected City.

Green: provide a sustainable non-motorised transport option, with opportunities to incorporate Water Sensitive Urban Design;

Global: provide world class attractions such as the Harbour Foreshore Walk;

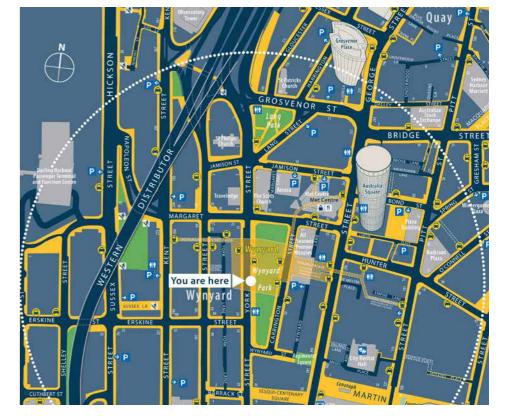
Connected: a continuous cycle and pedestrian pathway network links the City Centre, Village Centres, main streets, parks and open spaces and major activities precincts.

Legibility and Communication

Promotion of the network to encourage use will depend on clear identification of routes through consistent mapping graphics, signs and other markers such as public art.

Map Bases

Clear well designed maps are vital to help people understand the network and how to best use it.



The Liveable Green Network is a key project idea in Sustainable Sydney 2030 that aims to create a connected pedestrian and cycle network across the City local government area.

Getting Around the City by Tourists – Research Findings



Minale Tattersfield

70/9

14 November 2012

Objectives

The UTS Urban Tourism Program has been asked to assist Tourism NSW and City of Sydney with a review of wayfinding and visitor information servicing in Sydney. A survey of a sample of 60 people was carried out at the Sydney Visitor Information Centre (VIC) at The Rocks. The majority of respondents were in their 20's, 30's and 60's.

Visitor Information Centres

Three quarters of respondents had used VIC's elsewhere and found them useful. The view was expressed however that these would be best placed at major attractions or transport hubs such as Circular Quay, Hyde Park, the QVB and Kings Cross. Only one third of respondents found it easy to find existing VIC's and most felt there should be more throughout the City.

Information Finding

When asked about what other information sources were used and when other than VIC's the most common were via the internet prior to arrival or wandering the city with a map and chancing upon points of interest. Some had used Apps and the internet whilst wandering around.

Wayfinding involves many modes of information gathering and orientation — a mix of maps, signs, public transport options, information for planning trips and landmarks. Making the city a more comfortable place to walk and discover a variety of routes is important to many visitors. The process of wayfinding can begin well before a visitor arrives in the city and ends at their final destination.

General Wayfinding

The visitors were asked where they had travelled to and how they got there. Most followed major routes through the City to avoid getting lost and felt comfortable to just wander and explore the central parts of Sydney. Some deliberately went off the beaten path to add variety to their experience.

The main destinations were clustered around the CBD – the Opera House, the Royal Botanic Garden, City and Darling Harbour.

Manly, Bondi and Taronga Zoo were the most popular outside of the Sydney LGA.

Just over half found out about the places visited through recommendation and others used a variety of sources such as wandering, internet, quidebooks and brochures.

Most respondents used walking to get around while public transport was generally viewed as confusing for ticketing and route selection as well as expensive.

The majority of respondents used free maps picked up in Sydney as well as guidebooks such as Lonely Planet. The map content influenced the routes travelled and sites visited. 20% used GPS or wayfinding Apps and this was limited due to roaming data charges and unreliable GPS signals due to tall buildings.

Signage was generally seen as acceptable however some were confused by the orientation of street signs. Other specific problems were nominated moving from one landmark or district to another.

58% nominated Sydney as being easier to get around than other cities, 29% the same and 13% harder.























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Landmarks used for Orientation

Landmarks were considered a key in orienting a visitor, these also depended upon where they were departing from each day. These were generally places of interest such as the Opera House, Art Gallery of NSW, Hyde Park, transport infrastructure such as the Harbour Bridge or monorail and Sydney Tower, UTS Tower were used to locate a particular area of town.

Darling Harbour and Circular Quay were most highly visited precincts and nominated as places to go to get a sense of Sydney. George Street and Chinatown shops were nominated as places to go as they were thoroughfares between these two points.

Wayfinding outside the CBD

Visitors were often not comfortable about travelling outside the core of Sydney due to lack of information about the surrounding precincts and the perceived difficulty of public transport use.

George Street

Three quarters of respondents would support closure of George Street to traffic to enhance its use as a pedestrian environment.

Key Findings:

- Visitor movement in Sydney is based on the city core or 'spine'.
- Sydney typifies a spatial system that is inward looking, has fragmented integration, disjointed parts and limited choices for experiencing a greater variety of urban spaces. This type of spatial system tends to facilitate repetitive movements.
- Once respondents in Sydney found a path from A to B they tend to retrace their steps or use the same path on future trips.
- To move tourists beyond the concentrated core, the means of facilitating such visitor movements needs to be identified and implemented, at both macro and micro levels.
- Random exploration is undertaken by visitors between visits to specific attractions and sites.

Conclusion

Wayfinding involves many modes of information gathering and orientation - a mix of maps, signs, public transport options, information for planning trips and landmarks. Making the city a more comfortable place to wander and discover a variety of routes is important to many visitors. The process of wayfinding can begin well before a visitor arrives in the city and ends at their final destination.

Landmarks/Destinations























Getting Around the City – Accessibility – Introduction



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72/91

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An important element in understanding how to make City of Sydney Wayfinding System accessible is to understand how people with different disabilities navigate through the city.

Different people make different journeys in different ways through the city. Some users with disabilities can independently travel with confidence using technology aids to help them move through the city; others will only make a journey with another person's assistance.

For many people, information available on street-maps and directional signs can enable people to better find their way to get the most out of their journey. For others, visual street signs are not the best way to access information, so alternative accessible formats must be considered. It is necessary for a Wayfinding System to support as many of these users and their journeys as possible.

The challenge is to create a Wayfinding System, which is inclusive and useful to as many people as possible.

Why is accessibility important?

- Over four million people in Australia have a disability. 20% of working age people in Sydney has a disability.
- There are 3 million people in Australia aged 65 and over. This number is expected to double by 2050 and the likelihood of having a disability increases with age.
- 3.4 million Australians have a physical disability which could be a
 wide range of conditions with long term effects, such as respiratory
 disorders (e.g. asthma), neurological disorders (e.g. cerebral palsy or
 epilepsy), musculoskeletal disorders (e.g. arthritis or spinal injuries),
 immunological disorders (e.g. HIV/AIDS) diabetes, kidney disease or
 cancer.
- Over 700,000 Australians have an intellectual or developmental disability.
- About 300,000 people in Australia are blind or with low vision. And there may be many more people with low vision.
- Over one million Australians are deaf or hard of hearing. One in six people in Australia are affected by hearing loss. By 2050, it's projected one in every four Australians who will have hearing loss.
- More than 90,000 people have a mental health issue such as bipolar disorder or post-traumatic stress disorder.

Source: Australian Bureau of Statistics, 2009, Survey of Disability, Ageing and Carers (SDAC).

It is not only people who live with disabilities that need information in a particular format in order to access and use it. One cannot tell if a person needs specific assistance just by looking at them and many people with disabilities would rather not ask for help. In essence, everybody has equal rights to access goods, services and facilities. Excluding people can be seen as unlawful under the Disability Discrimination Act (DDA) (1992).

Wayfinding journey types

Wayfinding information needs to be provided in various formats that can be used by as many users as possible.

From Legible London, Inclusivity Report (April 2010), generally, there are three wayfinding journey types to consider;

1. No pre-journey planning

- Person with a disability familiar with the journey.
- Person with ambulatory disability who can walk unaided and can walk steps or steeper gradients.
- Person with a vision or hearing loss and does not negatively affect their wayfinding ability.

These people will use on-street information out of interest.

2. Some pre-journey planning

- Person with a vision impairment and enough vision to see places and information using an aid.
- Person who is deaf or hearing impaired and wants to avoid asking people for directions.
- Older person with mild cognitive impairments and sometimes get confused or forgets.

These people look for on-street information for reassurance. This means information needs to be easily identified, consistent and located at decision making points on the path of travel.

3. Detailed pre-journey planning

- Person using a manual wheelchair requires level gradients and accessible kerb ramps.
- Person who is blind requires Braille and tactile information.

These groups need information in formats that can be used before setting out, for example, via the website, phone, audio or printed materials.

Accessibility – Audit & Findings





Feedback from users with disabilities: Integral to the

development of Legible Sydney is to talk to people with

disabilities and asking advice from organisations that

represent them, such as Guide Dogs NSW/ACT. This

helps to form the basis of understanding the different

ways people find their way around the city.













Sydney CBD Pedestrian Signs (1993)

- Sign does not stand out. Lacks luminance contrast.
- There is no recognisable feature that tells people, this will help you.
- Not located in the path of travel.
- A person with vision impairment would not be able to find this.
- No consistency or predictability in presentation of information.
- Confusing icons on the map and very cluttered.
- The transport nodes were not highlighted.
- No information about length of time or distance to travel to transport options bus or train or taxi.

CoS Public Transport Wayfinding Sign Strategy (2000)

 Difficult to view the sign which states how far away train stations are located amongst the clutter of other signs and equipment.

Braille and Tactile street identification plate system on smart poles (2000)

- Reduced luminance contrast of raised tactile lettering from weathering and cracked rubber.
- Whilst it is possible to read Braille and Tactile lettering vertically, it may be more difficult to touch read, as most Braille readers use horizontal text.
- For a person with low vision all uppercase letters makes it harder to recognise the shape of the word.
- A person with impaired vision will not find Braille and tactile identification on smart poles away from the path of travel.
- If the Braille and tactile identification plate on the same pole as an audio tactile signal, there are more environmental clues to get people to notice the Braille/tactile signage.
- Ideally, a Braille and tactile identification plate should be placed
 - at predictable points on a path of travel.
- within arms length of a kerb ramp crossing.
- used in combination with audio tactile signal.

City of Sydney Regulation signage user manual

- The number to call for assistance people are not trained to provide alternative formats for information for people with impaired vision or learning disabilities.
- Is Audible information available?
- Could large print copies of the sign or Braille printed signs be provided?

Getting Around The City – Accessibility – City of Sydney Current Situation



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Legislation on Accessibility

Disability Discrimination Act (DDA) (1992)

The Commonwealth Disability Discrimination Act (DDA) (1992) aims to ensure people with disabilities are not treated less favourably than people without a disability and to end discrimination against people with disabilities.

The DDA covers people with a disability, which could be

- A hearing impairment
- A vision impairment
- A learning disability
- · Limited mobility such as a wheelchair user
- People with mental health issues
- Medical conditions such as diabetes or heart disease
- Physical conditions such as arthritis, cancer, cerebral palsy, stroke. and includes a disability that:
- Presently exists
- Previously existed but no longer exists
- May exist in the future

Even two people with the same disability will experience their disability in different ways. What distinguishes a person with disability is they do certain things in mainstream society with some form of adaptation, or alteration to assist them to overcome the effects of their disability. As the DDA has evolved over time, service providers have had to make 'reasonable adjustments' for people with disabilities, such as providing extra help to the way a service is delivered. Since 1992, City of Sydney has been making reasonable adjustments to the physical features of their services and amenities to overcome barriers to access.

Access Policy

The City of Sydney adopted an Access Policy in 2004, which will enable the city to provide an environment accessible to all people including those with disabilities.

Objective 3 of this policy is to ensure access throughout the pedestrian network in the City, including footpaths, through-site links, public arcades, overpasses and underpasses. One strategy is to provide simple standardised signage and tactile signage at all signalled intersections to assist with street identification and such signage shall have regard to the provisions of AS 1428.1, AS 1428.2 and Council Policy.

Inclusion (Disability) Action Plan 2007 - 2011

The Action Plan for People with Disabilities recognises that many public places in the city were not built for equitable access.

Action strategy number 2.17 for the Public Domain was developed, which seeks to enhance signage and wayfinding across the whole of the City of Sydney. This action strategy to ensure that signage guidelines meet relevant Australian Standards, Building Code and Disability Standard for Accessible Public Transport

Legislation on Sign Design

The City of Sydney wayfinding system design should take into account technical requirements set out in:

Building Code of Australia

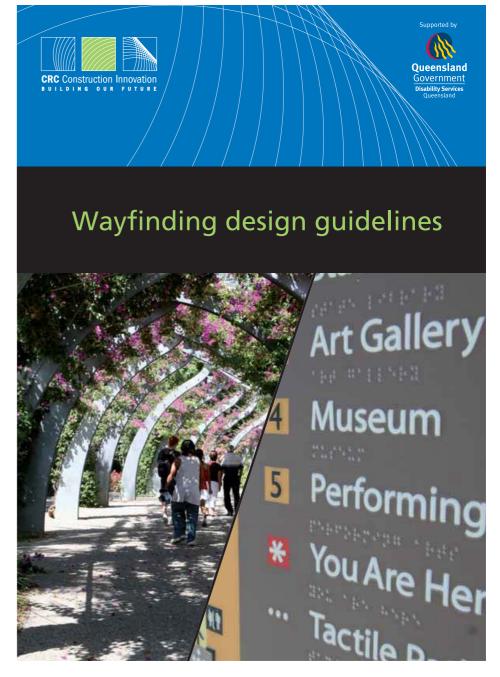
Specification Part D3.6 Braille and Tactile Signs

AS1428 Design for access and mobility

- AS1428.1 Part 1: General Requirements for access New building work (2009) Section 8 Signage
- AS1428.2 Part 2: Enhanced and additional requirements Building and facilities (1992) Section 17 Signs

Guidance on Accessible Wayfinding Design

City of Sydney wayfinding system will reflect best practice guidance where appropriate. However, there is very little written guidance about wayfinding in Australia. There was one publication called 'Wayfinding design guidelines' first published in 2007 by the Cooperative Research Centre (CRC), Queensland University of Technology. As our community becomes more aware of the need to be inclusive and as technology evolves, where there is increasing reliance on the internet and digital information like mobile phone applications, then some of this guidance seems out-dated.





Relevance Outside the path of travel signs are less effective.



Clutter Difficult to view signs



Away from the path of travel, a person with impaired Complying with current standards vision will not find Braille and Tactile information on smart poles

Placement



Regulations

Getting Around the City – Language Considerations

World's best practice can only accommodate one language per system and information in other languages can be provided using mobile and digital technology, guides, printed material and visitor information centres.



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Getting Around the City – Test Walks

Walks through the study areas were carried out to survey the existing wayfinding infrastructure. Key findings were:

Planning Information was limited outside of the City Centre's existing map signs. Existing mapping signs were observed to be well used and locations suitable for re-use, however the information was not always clear or up to date. The division of mapping and directional messages between front and rear faces reduced the effectiveness of these signs.

No dedicated secondary route information was available to the pedestrian along the walking routes, with the walker reliant upon street signs and landmarks. One or two locations lacked street signs at decision points.

Existing street signs are not consistent in style, with 2 generations of City of Sydney, re-badged South Sydney and remnant enamel signs observed. Often signs were duplicated with a newer system. Eg smartpole and building mounted signs exist at the same intersection. Examples were also observed of an inconsistent placement of the City logo on wayfinding blades.

Landmarks such as the city skyline, artworks / monuments and shopping precincts were useful for orientation along some routes where a clear view was permitted by the topography and surrounding buildings.

Transport agency signs were common throughout the city centre and some were useful for pedestrian orientation at train stations.

Some elements of street furniture presented some issues due to the narrow width of most footpaths in the city centre, Smartpoles were over used in some locations, with signs from different agencies vying for space.

Location markers competed with advertising signs at Angel Place, with 3 separate marker systems used by the City.

3rd party wayfinding systems were observed in several locations, one of which also provided directional information to other parts of the city. (REF WYNYARD at George Street).

Physical barriers which limited free pedestrian movement we noted were heavy transport infrastructure such as elevated freeways and on grade barriers such as busy arterial roads through the LGA. Steep topography in some locations prevented clear views to destinations as well as being a concern for less mobile users. The built environment also prevented clear views to other parts of the city, reducing the effectiveness of some landmarks for navigation.

Refer to Appendix for detailed test walk assessments.

Signage Elements

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Transport NSW Bus Marker

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Signs are most obvious information system located on the City's streets that people use to get around. The appendix provides a detailed review of wayfinding signage located in the City of Sydney.

Specific to pedestrian way finding the City has a pedestrian wayfinding system located in City centre and some sections of Woolloomooloo and Pyrmont. The geographic spread of this system is not far reaching or consistent to be a reliable source of information to access throughout the City.

Various land agencies outside the control of City of Sydney provide prominent wayfinding systems with the result of people being confronted with inconsistent colours, typeface, map styles, information conventions, and symbols as they walk around the city. With no one consistent system across the entire city the state of wayfinding signage is provider led not customer led in terms of ensuring people have a consistent wayfinding information service across all areas of the City.

Street identification blades are located on the majority of streets in the City however the style varies from the more recent Chris Perks Design to earlier versions developed by the previous South Sydney Council.

Transport NSW Night Ride Bus Marker



Advertising (same structure as public telephone)



Access Signage



Parking Ticket Machine



Public Transport Marker



Bollards





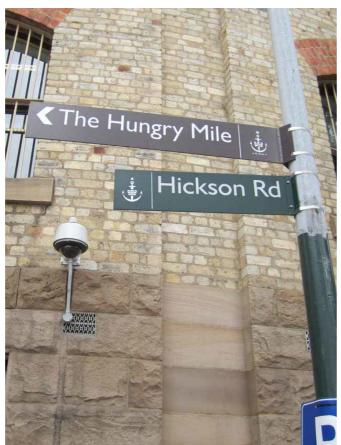


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Current Wayfinding Signage Components







The sign systems offer variations on the same theme.

Similarities: formats of pylons, post & panel and post & finger type signs. Typefaces and luminance contrasts.

Variations: colour schemes, ranging from restraint to contrasting.

Inconsistencies: occur within systems where same signtypes of different generations are displayed and the older style has not been removed, or the new style has been rolled out only partially.

















Current Wayfinding System Components – Electronic Wayfinding

Preplanning systems								
Website Based	Smartphone and tablet applications							
Downloadable maps	Map based trip planning							
Associated route planning	Transport service trip planning							

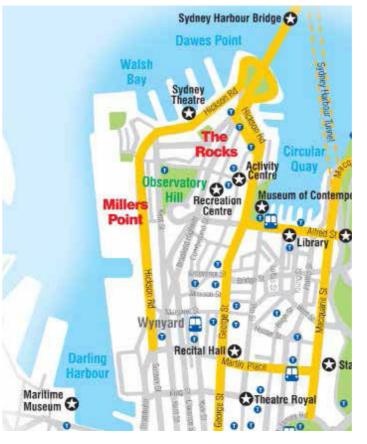
GPS/WiFi/Cell based navigation applications	Touch screen kiosks	uch screen kiosks NFC Chips Microsof Code						
Tablets	Present an opportunity for interactive mapping and providing destination information.	Provide web links for NFC enabled phones and tablets.	Provide web links for internet enabled phones and tablets with a camera.					
Smartphones	Potential locations for placement would be at transport hubs, destinations and indoor public areas under CoS control.	Located on infrastructure, shopfronts, signs and advertising billboards.	Located on infrastructure, signs and advertising billboards.					
Handheld GPS devices								

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Digital and Web Based Methods

Web based resources allow people to do pre journey planning prior embarking on a trip or using smart phone GPS technology on the street to locate themselves. Currently this can be expensive for overseas tourists with roaming applications on their phone however if Sydney follows directions of many other cities in providing free Wi-Fi areas it is expected the uptake on use of this technology will increase.

Various web resources for visitors to Sydney are not consistent or part of an overall wayfinding system. Map base commonly used on many web sites is Google Maps.

Transport for NSW web and digital applications are also available to assist trip planning and using public transport network.

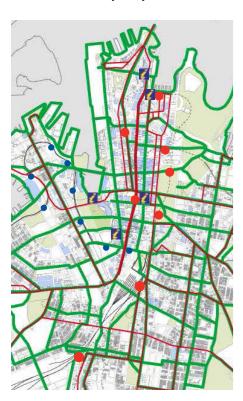


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Visitor Information Centres & People

Location of Visitor Information Centres in the Sydney LGA area



Visitor Information Centre at Town Hall



Visitor Information Centre at Chinatown



Precinct Ambassadors



Visitor Information Centres

The City LGA has numerous visitor information centres ranging from street kiosk arrangements to drop-in locations. Visitors obtain information on attractions via hard copy maps/guides and visitor information centre staff.

People

Asking people for directions is a common wayfinding method especially if signage systems are poor or legibility of the city confusing to interpret maps correctly.

As part of its Open Sydney project the City recently provided six Precinct Ambassadors were deployed between 28 October – 11 February on Friday and Saturday nights on George Street between Hay and Hunter Streets, and also on Australia Day and the evening of the Chinese New Year Parade.

The Ambassadors provided 17,700 occasions of service (including 4097 occasions by Visitor Information Kiosk). 5025 were public transport enquiries, 10,425 were directions (including 5147 relating to licensed premises) and 375 other enquiries. Five ambulances were also called for people requiring emergency assistance.

This highlights that people can be part of a very effective and efficient wayfinding system.

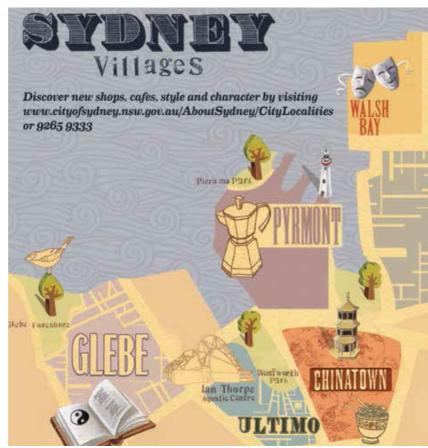
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Current Wayfinding System Components – Maps









Hard Copy Maps

There are various hard copy maps available from visitor information centres and hotels. The quality and legibility of these maps vary in term of scale, graphic quality, and information provided. The maps do not provide pedestrian friendly information such as walk time or distances for visitors.

Some maps assist legibility with use of 3D symbols of city landmarks.

There are also numerous theme maps that provide map information on the City's heritage buildings, laneways, special precincts, retail destinations, bars and restaurants.



Other Wayfinding Information Sources

Other wayfinding information sources include various maps located on phone booths, railway stations as well as directional information provided by commercial premises.

Again the issue of inconsistency in presentation and legibility can create confusion or not be very helpful for the visitor.

Temporary Wayfinding Information

Temporary wayfinding information is sometimes provided to direct people to events and exhibitions. This information is usually visually prominent and so can be an effective means to direct people to the attraction.



The City Environment



84/91

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The Concept of Legibility

The structure and form of the city is also very important in assisting people to navigate around the city. A legible city or place is one where its users can recognise and understand its layout and is able to move through it, experience it, with ease and comfort.

Kevin Lynch found that memorable features of a space are used by people to assist wayfinding. He defined five elements of city images that are used by people to assist wayfinding: paths, edges, districts, nodes and landmarks.

He was also interested in the experiential factors of a place – the sensuous qualities that help create identity and people's image in the City.

City of Sydney Legibility

In the City of Sydney context there are many examples of elements that form a strong image for people help get their bearings and contribute to the formation of "mental map" of the city to make the next occasion they take the same journey easier to navigate.

These include:

- Landmarks
- Edges
- Nodes
- Districts
- Paths

Path, Edge



Regions/Precincts



Node



Edge, Landmark





Landmark



People organise their city images by features such as paths, landmarks, regions, edges (barriers) and nodes (intersections). – Kevin Lynch

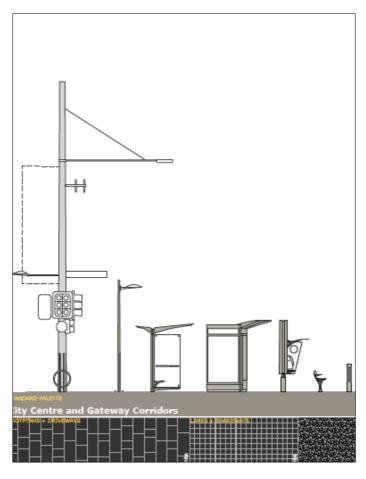
Public Art

Reinforce paths, nodes, edges.



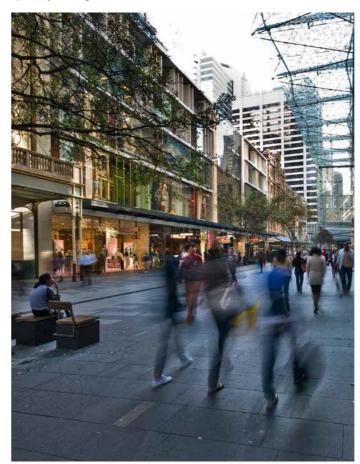
Materials Palette

Provide consistent palette of materials.



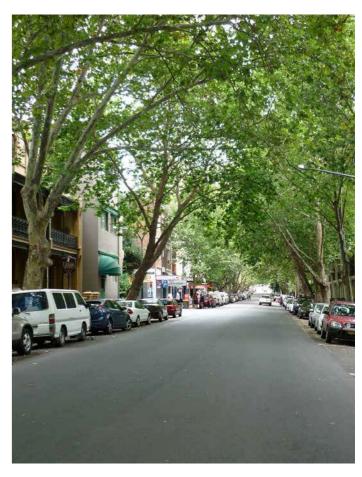
Public Space Design

Reinforce strong image of public space through quality design.



Street Trees

Promote legibility by distinguishing streets with consistent selection of street trees.



Apart from city structure, a well designed public domain can provide elements that form a strong mental image for people to help them get their bearings and contribute to the formation of a "mental map" of the city. Repeat visitations will be easier to navigate.

The City Environment – Barriers to Wayfinding



86/91

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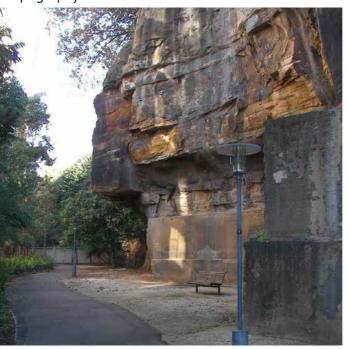
Lack of Street Hierarchy



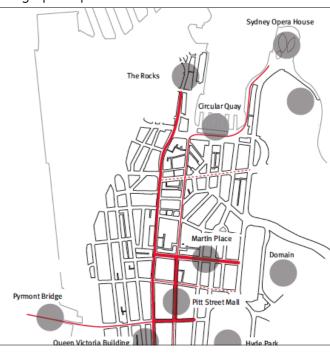
Underground



Topography



Geographic Spread of Destinations/Attractions



Infrastructure – Road



Infrastructure – Railway



The City's urban environmental features many positive attributes assisting in wayfinding but it is also host to barriers which may contribute to confusion and disorientation.

This highlights the need and importance of providing clear information to assist people in decision making.

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Infrastructure

Railway corridors constrain pedestrian access is in some locations however underpasses and overpasses are provided in a number of locations to provide a continuation of the pedestrian network.

Major Roads within the study area can also restrict pedestrian activities.

There are routes with high traffic volumes and limited crossing opportunities such as the Eastern Distributor and South Dowling Street, Anzac Parade Flinders Street, and Moore Park Road. Oxford Street, Cleveland Street, Pyrmont Bridge Road that need wayfinding informing to direct people to most appropriate crossing points.

Street Network. Gehl's Public Space Public Life Sydney 2007 study found that most streets in the city centre generally serve the same purpose as transport corridors primarily for vehicular traffic, and as parking spaces. Because of the functional limitations to the use of streets there has been a gradual visual downgrading of individual streets.

Consequently of the streets look very alike and the distinction between them is weak which makes general orientation difficult.

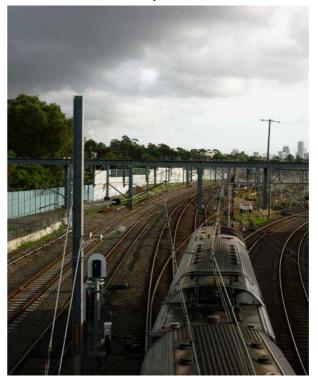
Pedestrian underground network in the City Centre is extensive and can be confusing both for locals and visitors particularly when wanting to exit and return to a desired street level location.

Underground connections will increase with construction of the Wynyard Walk which will provide a fully-accessible pedestrian link between Wynyard Station and the developing CBD western corridor and Barangaroo. When complete the Barangaroo development, which is expected to accommodate up to 23,000 office workers and attract up to 33,000 visitors per day.

Infrastructure - Road



Infrastructure – Railway



Underground



Geographic Spread of Destinations

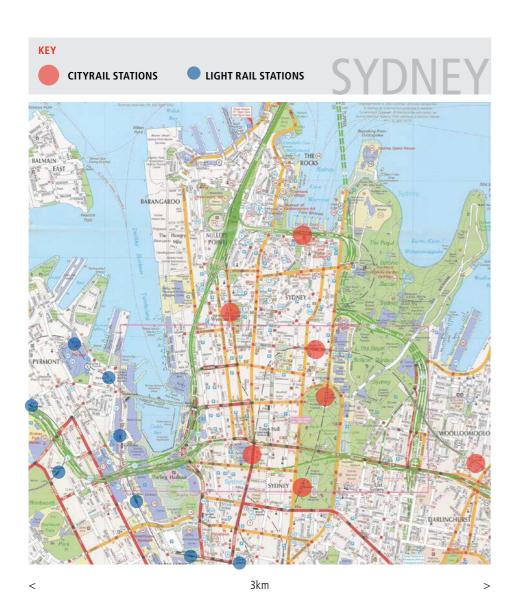
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Sydney I London | Paris | Milan | Moscow | Brussels

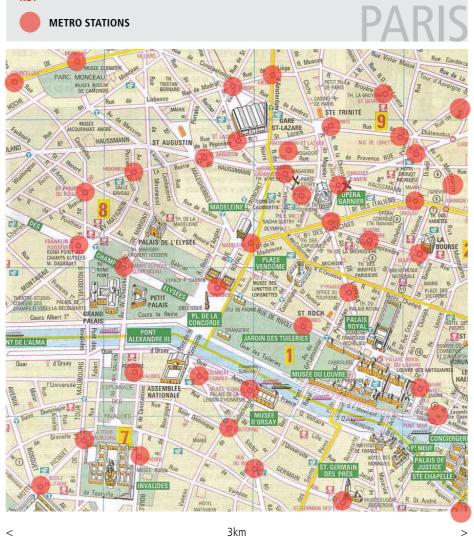
88/91 | 14 November 2012

The City of Sydney has areas of strong legibility and sense of place. However these areas are often interspersed with non descript urban form that presents an ambiguous image for the pedestrian. In these areas wayfinding information is critical to link desired destinations and attractions particularly linking the City Centre and Villages.

Example; Paris and Sydney

Compare the density of features and public transport terminals in the same geographic area of Paris and Sydney.





Worlds Best Practice For Wayfinding Systems – Reference

Overseas examples highlight the importance of promoting:

- Interpretative and directional signage systems;
- Consistent graphics and branding of network;
- Internet based mapping and promotion including download applications;
- Use of public art and urban design to improve legibility and identification of routes.



Dublin City (UK)Directions only



Dublin Docklands (UK)Separate Map & Directions



London (UK)Directions & Map combined



Bern (Switzerland)Directions & Interpretation

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The State of Wayfinding – Conclusions

Part 2 – Background Research and Site Evaluation provides a review of current wayfinding conditions. **Key conclusions are:**



Lack of Co-ordination Between Wayfinding Systems

There is limited information consistency between signage, printed and web wayfinding information. There are many systems however little coordination; Users have to encounter and interpret a range of signage systems throughout the whole journey.



Public Transport Interchanges and Nodes

Railway stations, ferry wharves and bus stops are the arrival point for the majority of city visitors however these areas can be confusing, lack legible information for people to orientate themselves.



Accessibility

Wayfinding systems need to consider the needs and abilities of a range of users.



Need to Consider the Entire Journey

The geographic spread of wayfinding systems is limited. Existing systems do not provide information across the entire journey.



Poor Placement of Signs & Wayfinding Information

Questionable whether location of current City wayfinding structures are most useful locations where people need to make navigation decisions.



Poor Connection to the City and Villages

Existing wayfinding systems do not connect journeys into and across the City. From the City centre there is little information to connect to villages.

The State of Wayfinding – Conclusions



Need to Embrace Technology

Advances in digital technology will direct a rethink on how cities provide wayfinding information in the public domain.



Usability

Printed material is inconsistent, creating a sense of disorder. There is little use of 3D graphics which would enhance mental mapping.



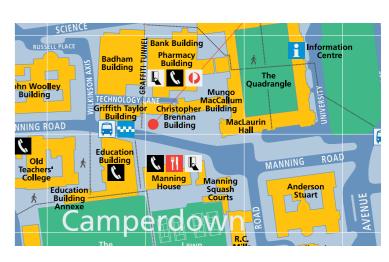
Outdated Information

Current information on some wayfinding signage requires updating to be relevant and useful. Information needs regular updating.



Use of Landmarks

People use landmarks and visual cues to get around - these need to be considered in developing the system particularly the map graphic.



Maps

Maps are an important wayfinding tool.