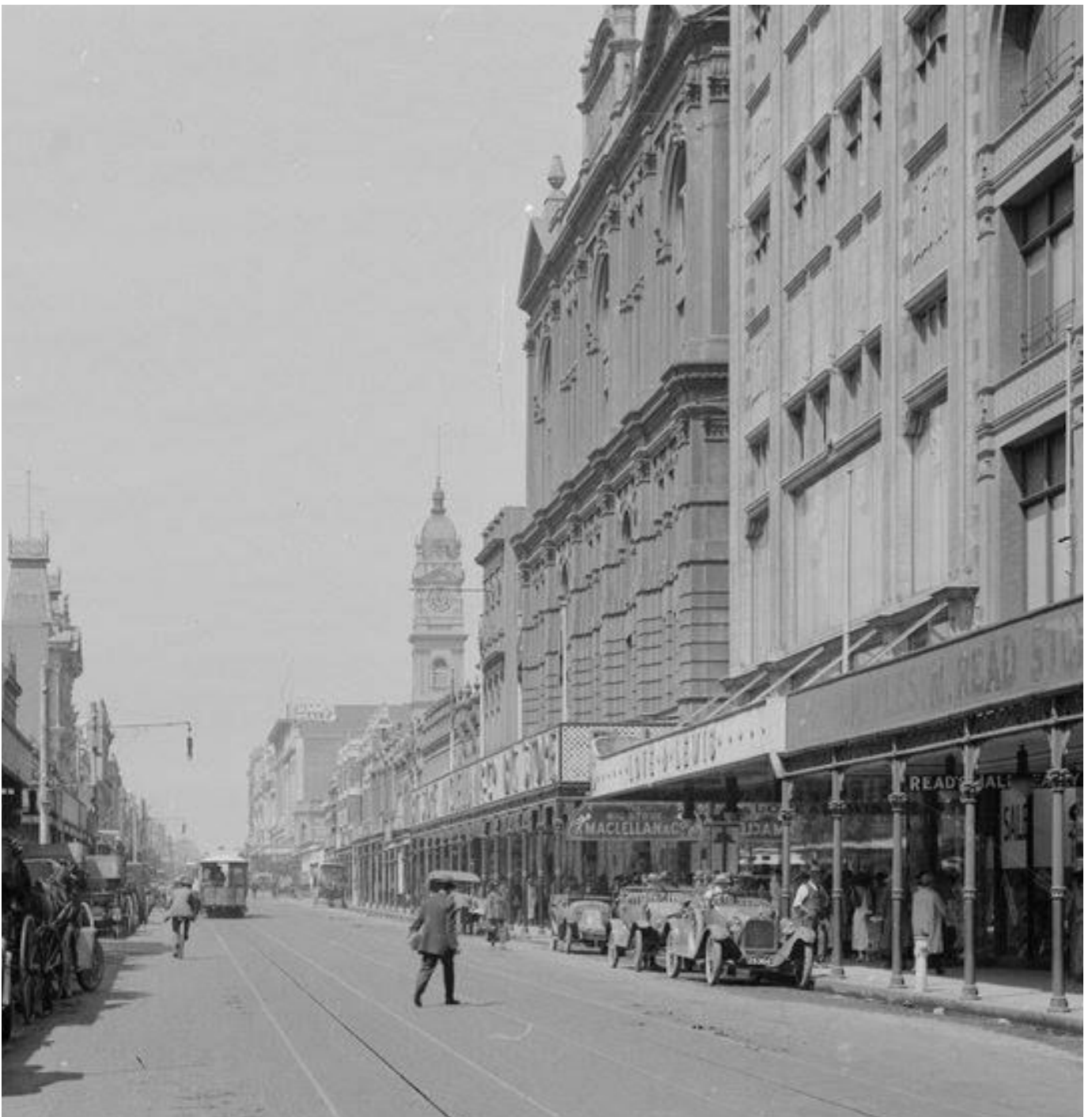# STUDIO ONGARATO

Chapel Street Transformation
Wayfinding Signage

October 2022

**Chapel Street Transformation
Stonnington City Council**

The project vision is to create a vibrant, successful and self-sustaining cultural destination; to transform Chapel Street's unique and distinctive identity into one of the great streets of the world.

A place-led approach to wayfinding requires a holistic strategy that is contextual and inclusive for active engagement of visitors to the Chapel Street precinct.

An effective wayfinding strategy will aid navigation, encouraging visitors to explore and discover the diverse range of specialist retail, hospitality, entertainment and cultural offerings, and enhance user experience for first-time and frequent visitors.

Wayfinding signage can also provide a cohesive visual design language that contributes to the clear expression of identity and a unifying sense of place.

CHAPEL ST VISITOR EXPERIENCE WILL BE ENHANCED BY A HOLISTIC DESIGN APPROACH TO PEDESTRIAN & VEHICULAR WAYFINDING, BRANDING & IDENTITY, INTERPRETIVE SIGNAGE, SITE ACTIVATION, & PLACEMAKING

1_EXISTING SIGNAGE

EXISTING CONDITIONS ALONG CHAPEL ST WITH AD HOC SIGNAGE AND DIFFERENT WAYFINDING SYSTEMS HAS LED TO A VISUAL OVERLOAD OF SIGN ELEMENTS

AD HOC SIGNAGE

A wide range of ad hoc signage and different sign types can be seen across the four Chapel St precincts, with a mixture of different systems, sign forms and graphic elements. This creates an inconsistent and confusing visual design language.

Destination Markers – Precinct ID
Flag sign

Destination Markers – Primary
Pole-based

Destination Markers – Secondary
Flag sign

Heritage Plaque
Wall-mounted

Municipal Marker
Freestanding

Pedestrian Wayfinding
Finger sign

Heritage Plaque
Wall-mounted

Heritage Plaque
Wall-mounted

Indigenous Stories
Freestanding

PRECINCT COLOUR CODING

The four Chapel St precincts are currently marked with colour-coded poles. Each precinct is not otherwise identified by name. Muted colours and inconsistent pole forms results in poor recognition and understanding of colour-coding for identification and placemaking.
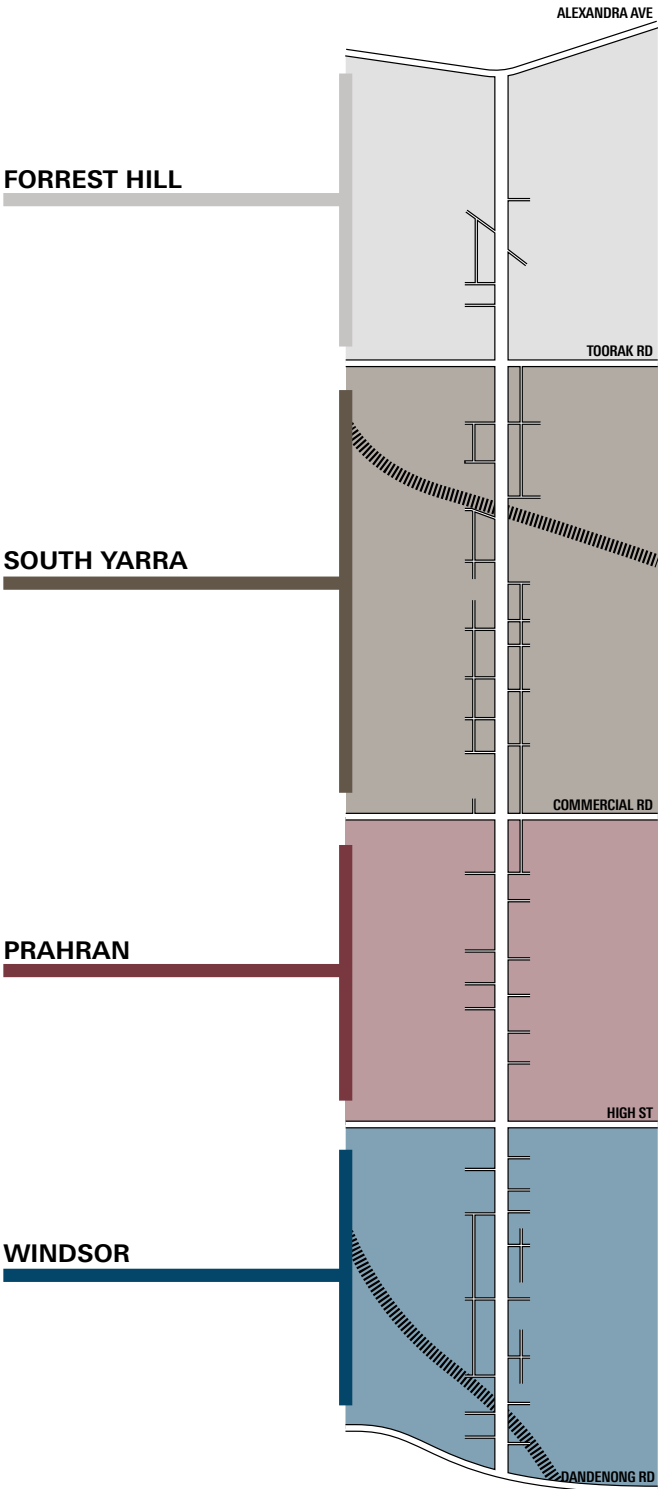
ICONIC LANDMARKS

Iconic landmarks act as a good intuitive navigational and placemaking tool. e.g "The shop near the green seating"

CHAPEL ST PALETTE & GUIDELINES

Implemented 2013 — 2020
_Chapel St palette is missing elements and currently incomplete
_Elements are damaged/ in disrepair
_Retail ID signs provides identification to businesses off Chapel St

Standard colour

Precinct name

Precinct logo

Primary colour
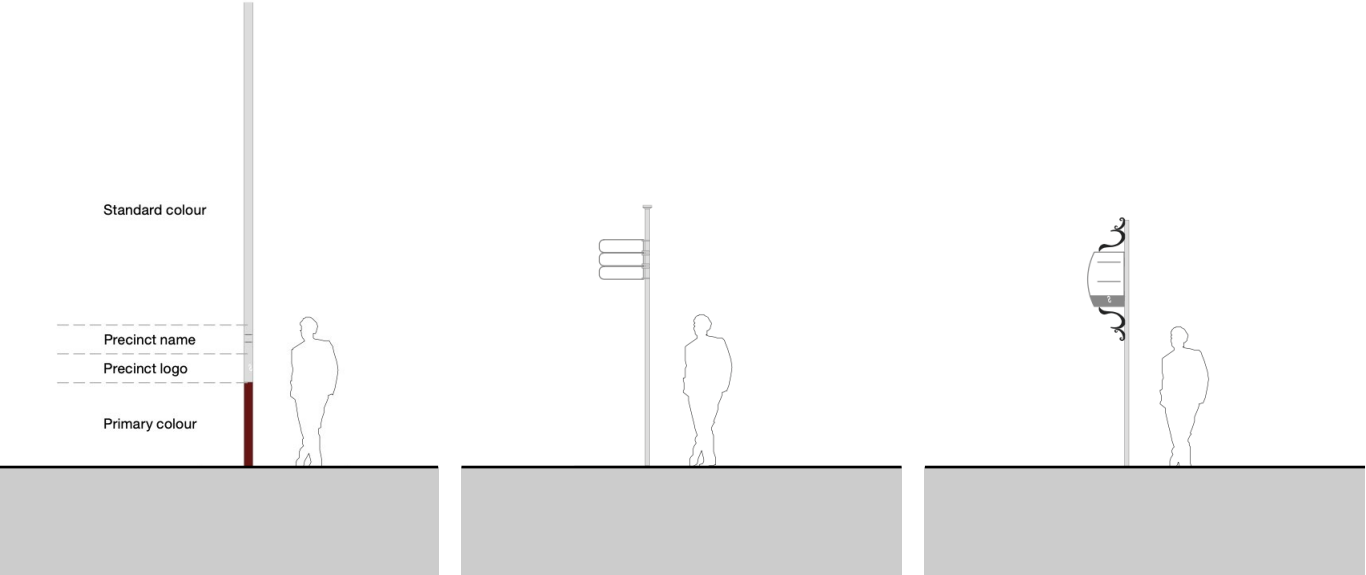
1. Precinct Identification
Used to identify the four Chapel St precincts. The poles are in a state of disrepair. Muted colours along with inconsistent pole forms results in poor recognition and understanding of colour-coding.

2. Standard Retail Identification
Provides identification and wayfinding to businesses off Chapel St. This system is difficult to update and maintain.

3. Standard City of Stonnington Signage
Currently all been removed along Chapel St.
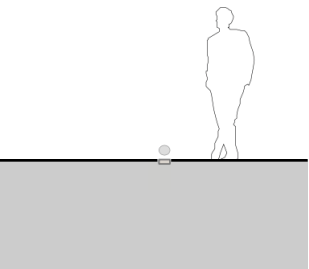
4. Standard Delineation Markers
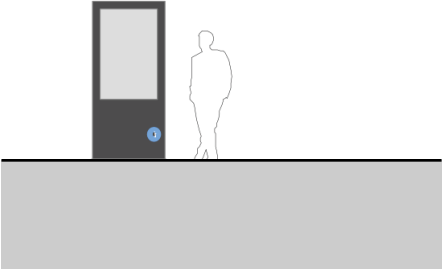
5. Standard Info Kiosk
Displaying advertising for the precinct. Currently located at pinch points and high traffic zones within the pedestrian circulation. This discourages pedestrian interaction.

WAYFOUND SIGNAGE GUIDELINES

Implemented 2020—Current
_Wayfound has been endorsed by Council and will be adopted for pedestrian signs throughout the LGA
_Wayfound system is not coordinated with the Chapel St palette & guidelines
_Sign information has poor legibility along Chapel St where pedestrians cannot stop to read the signs
_Signs can be mistaken for public transport signs at kerbside locations due to scale and design language
_Signs are partially installed in the Prahran precinct only
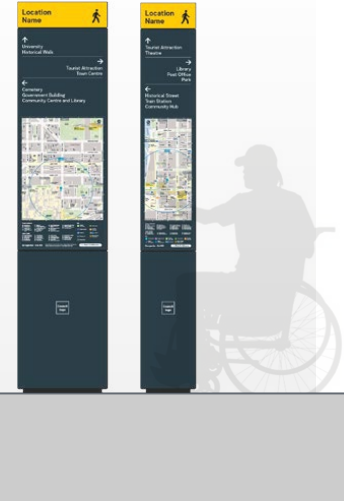
1. Totem (Wayfinding + Map)
Requires significant engagement with the sign to extract the required information. Targeted toward first time visitors.
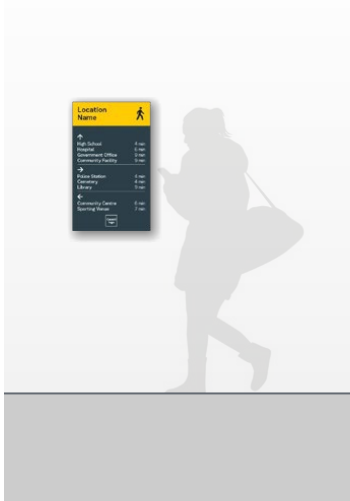
2. Wall Sign (Wayfinding)
Directs to key local destinations only. Lack of available wall space for installation along Chapel Street.
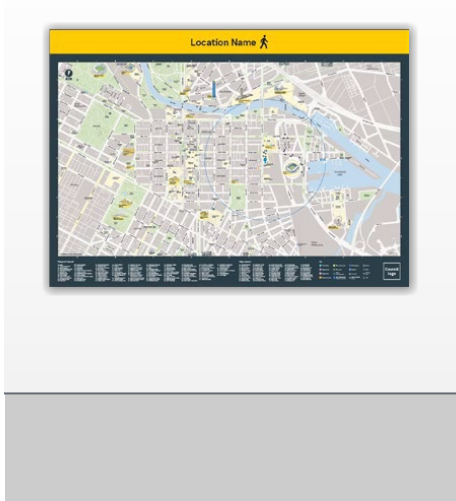
3. Wall Map (Map)
Requires significant engagement with the sign to extract the required information. Targeted toward first time visitors.

4. Finger Blade (Wayfinding)
Directs to key local destinations only.

5. Flag Blade (Wayfinding)
Directs to key local destinations only. Small text and requires significant engagement to decipher the sign. Can be mistaken for public transport signs.

EXISTING SIGNAGE OBSERVATIONS

1: Cluttered/ Overcrowding

Chapel St is overloaded with sign elements, including new/ current signs and old, outdated and redundant signs. Sign information is difficult to find, read and interpret for both pedestrians and vehicular users.

Image 1:
Sign crowded on Chapel St.

Image 2:
Kiosk located on a narrow footpath between bike parking and F&B seating. This does not facilitate interaction.

2: Hierarchy

There is no clear delineation between vehicular signs and pedestrian signs.

The parking directional sign for vehicles is placed low on the stack while the toilet sign for pedestrians is located too high to read.

3: Inconsistent Language

There is no consistent language for how similar destinations are signed. This means the visitor has to engage more deeply to read the signs rather than have clearly identifiable symbol or colour to code destinations by type.

Example: Two churches are signed with different sign types, size, colour, shape and format.

4: Damaged

A high number of old and new signs are damaged. Damaged signs are difficult to read and degrade the user experience of place.

5: Sign Placement

The location of many key signs is set back too far from the road, limiting the viewing distance.

Due to the high trafficked footpath and activated F&B zones these signs become hidden from view for pedestrians and when viewed from vehicles.

7: Out-of-date Signage

Static Retail ID signs are easily made redundant if a business relocates or closes.

Signing each tenant will require constant updating and creates overcrowding.

6: Incorrect Messaging

Currently, multiple signs along Chapel Street point in the wrong direction. This misleads and frustrates visitors.

Image 1:
Directions are pointing the opposite way along Chapel St.

Image 2:
Vehicular sign to Prahran Market pointing the wrong way along Chapel St.

8: Incomplete Roll-out

The existing wayfinding systems have not been consistently rolled out throughout the precinct.

An implementation plan is in place for the progressive roll-out of Wayfound Victoria guidelines by Council for the whole of the LGA.

KEY FINDINGS

_The current signage does not provide wayfinding clarity nor promote a positive experience of place for visitors to Chapel St.

_The existing signage is cluttered and overloaded making it hard for visitors to find the required information.

_The incorrect location of key signs cause visitors to struggle to understand the information.

_The mixture of old and new systems creates an inconsistent and confusing visual design language.

_Existing signage assists to identify Retailers off Chapel St and encourages visitors to explore the wider precinct; making a positive contribution to character and sense of place.

WAYFINDING & PLACEMAKING OBJECTIVES

_Provide clear navigation
Chapel St wayfinding signage must provide clear, legible and concise navigation throughout the whole precinct.

_Establish an iconic visual language
The application of a consistent and iconic visual language will reinforce the identification of places of interest, while building a unifying identity for the precinct.

_Contribute to the sense of place
The signage and placemaking should contribute and amplify the sense of place by reflecting what makes the precinct unique.

_Promote exploration
The wayfinding should encourage visitors to explore further with identification of and directions to wider precinct offerings.

_Activate the precinct
Bold placemaking elements will act as intuitive wayfinding elements and contribute to the culture and activation of the Chapel St precinct.

Council has endorsed the adoption of Wayfound Victoria 2.0 guidelines. All pedestrian wayfinding signage must be as per Wayfound Victoria. Lettering, colour palette and information for pedestrian wayfinding signs is restricted to what is in the Wayfound Victoria guidelines.

Wayfound Victoria does not include signage opportunities for branding, identity, placemaking, interpretation and activation. The placemaking objectives for Chapel St will be considered during the Masterplan stage. As part of the Masterplan strategy, an overarching signage plan will consider opportunities to complement the Wayfound system with an identity signage overlay that contributes to establishing a unique, memorable, and meaningful sense of place.

2_SPECULATIONS

THREE LEVELS OF WAYFINDING & PLACEMAKING IMPLEMENTATION

Level 1: Minimum Standard
(Functional Signage)

Current signage used as an example only

Level 1: Minimum Standard
(Functional Signage)

A minimum signage standard covers local laws, traffic management and parking signage. This satisfies the minimum requirements for functional signage, including implementation of clear and identifiable signage standards for wayfinding.

Level 2: Best Practice
(Pedestrian Wayfinding Overlay)

This level includes the roll out of a wayfinding system catered to pedestrians and vehicles. A Best Practice approach to signage will work together with level 1 to provide a wholistic and inclusive wayfinding signage system.

Council has endorsed the Wayfound Victoria guidelines for pedestrian wayfinding signage throughout the LGA.

Level 3: Precinct Activation
(Placemaking)

This level includes the addition of elements that contribute to a unique expression of identity and sense of place for Chapel St. Proposed elements should be place specific and may include heritage interpretation, indigenous stories, art installations, paving patterns, bespoke street furniture and lighting installations.
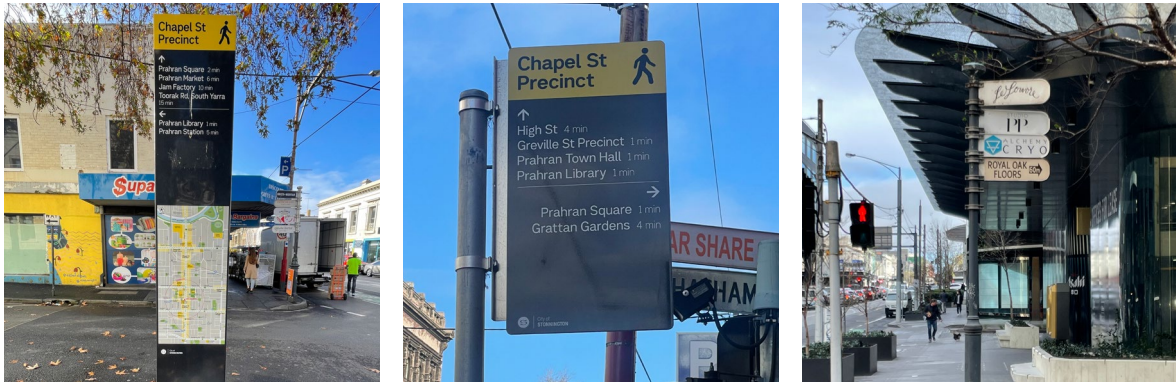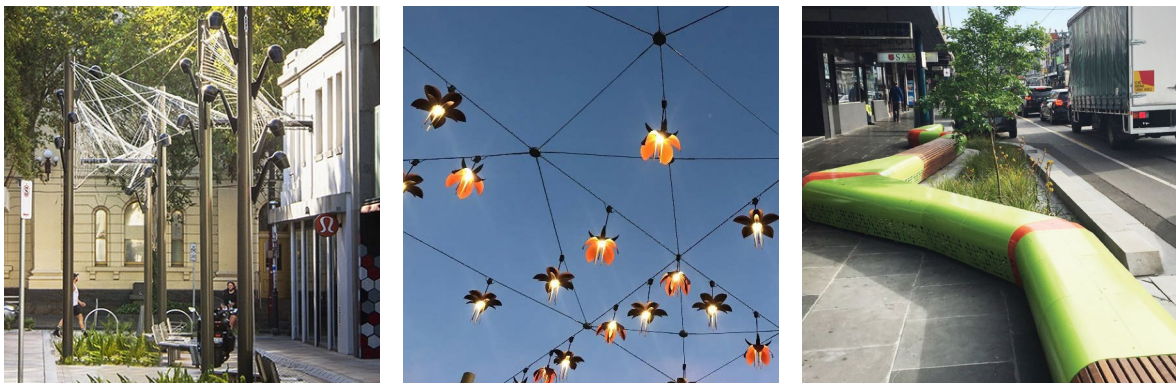
Level 2: Best Practice
(Pedestrian Wayfinding Overlay)

Current signage used as an example only

Level 3: Precinct Activation
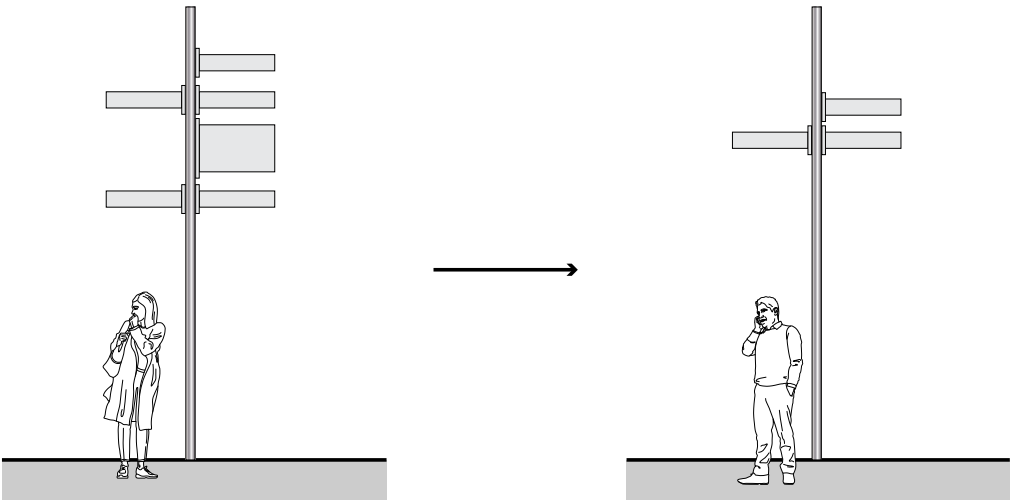**(Placemaking)**

Current signage used as an example only

OPPORTUNITIES: STEPS TO ACHIEVING WAYFINDING & PLACEMAKING OBJECTIVES

Step 1:
De-clutter

Remove duplicate and redundant signs retaining only required signs for functional wayfinding.
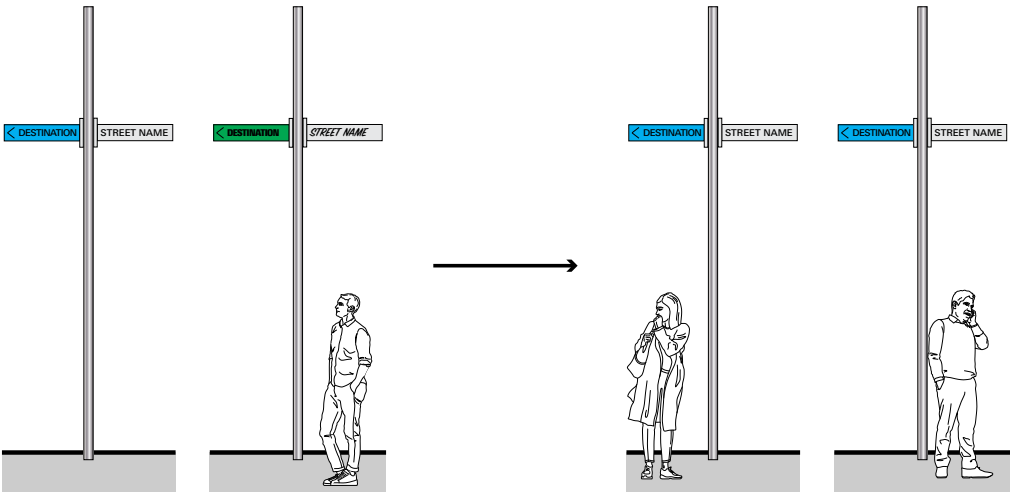
This stage will help provide clearer and concise wayfinding.

Stage 3:
Fill the gaps

Introduce new sign types to address gaps and provide pedestrian wayfinding directions; to provide a complete wayfinding system for all users.

Implementation of Wayfound Victoria guidelines.

Achieved Wayfinding Level 2 (Best Practice)

Step 2:
Consolidate & Align

Align the visual language and group all signs within the same category.

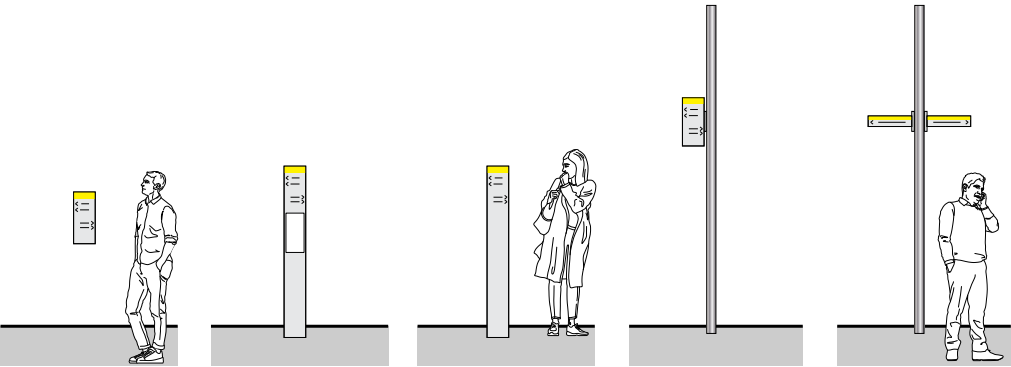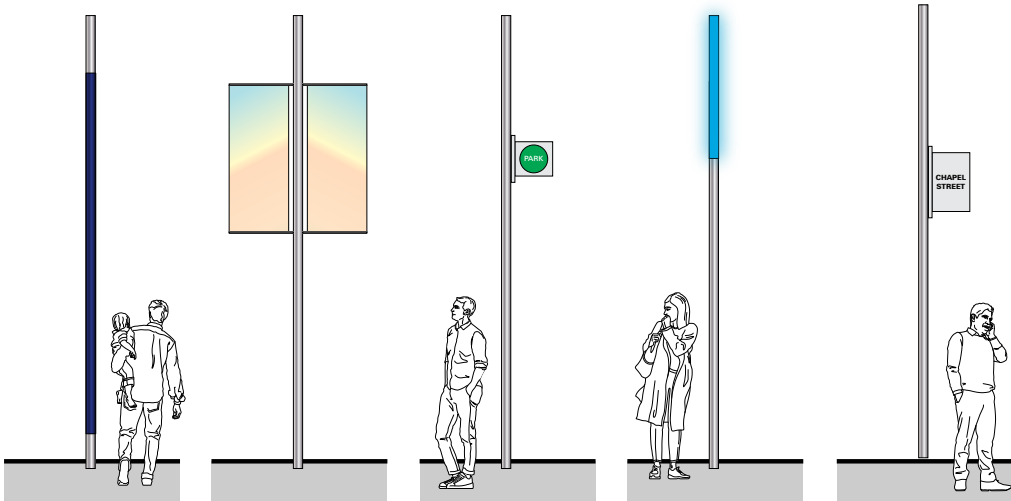This stage will help create a visual identity within the precinct.

Stage 4:
Placemaking Overlay

Introduce location specific placemaking into the precinct.

This will bring vibrancy and life to the precinct and provide a platform to promote events and businesses while contributing to the sense of place and identity of Chapel St.

Achieved Wayfinding Level 1

Achieved Wayfinding Level 3 (Additional)
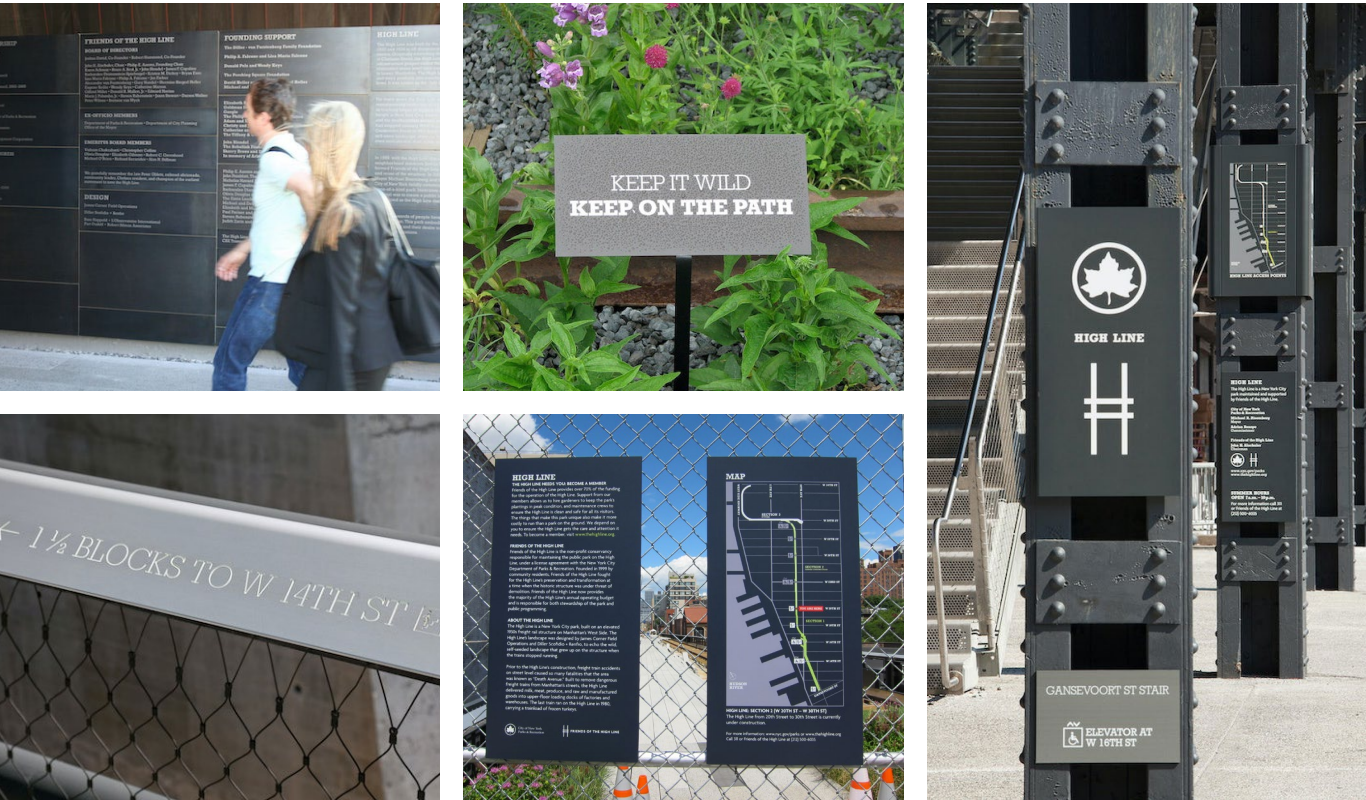
3_PRECEDENT BENCHMARKS

High Line

Project type: Public Realm & Park
Design studio: Pentagram
Location: New York City

This project achieves:
_Complete wayfinding system
_Targeted delivery of messaging
_Iconic design helping with recognition
_Clear information hierarchy

Harbor Way – Public realm

Project type: Promenade & Park
Design studio: Pentagram
Location: Boston

This project achieves:
_Complete & Diverse wayfinding system
_Targeted delivery of messaging
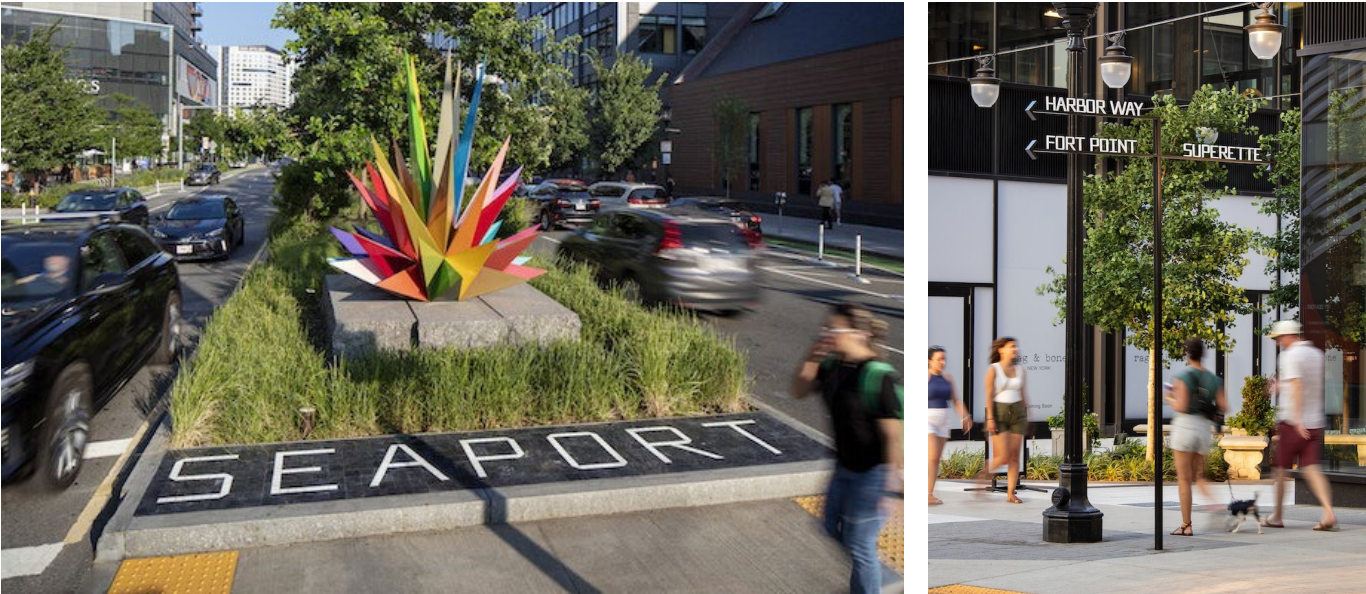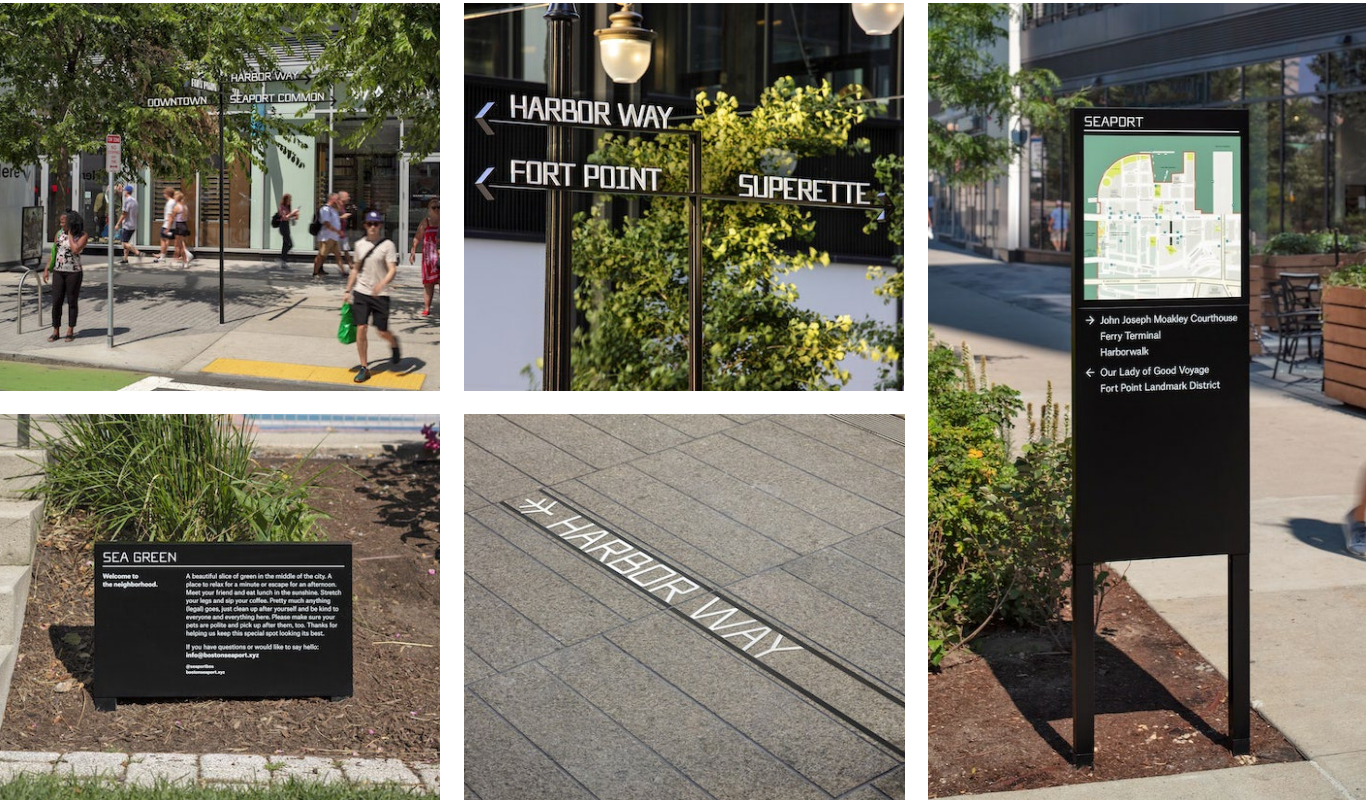_Iconic design helping with recognition
_Clear information hierarchy

Centre Pompidou-Metz

Project type: Public Realm
Design studio: Ruedi Baur
Location: Metz, France

This project achieves:
_Complete wayfinding system
_Targeted delivery of messaging
_Iconic design helping with recognition
_Clear information hierarchy
_Consistent Visual language spanning
 across wayfinding and placemaking

City of Burgdorf

Project type: City Wayfinding & Public Realm
Design studio: Super Buro
Location: Burgdorf, Switzerland

This project achieves:
_Widely implemented wayfinding system
_Targeted delivery of messaging
_Iconic design helping with recognition
_Clear information hierarchy
_Easily updateable construction method

City of Merano

Project type: City Wayfinding & Public Realm
Design studio: Lupo Burtscher
Location: Merano, Italy

This project achieves:
_Widely implemented wayfinding system
_Targeted delivery of messaging
_Iconic visual language helping with
 information recognition
_Clear information hierarchy
_Easily updateable construction method
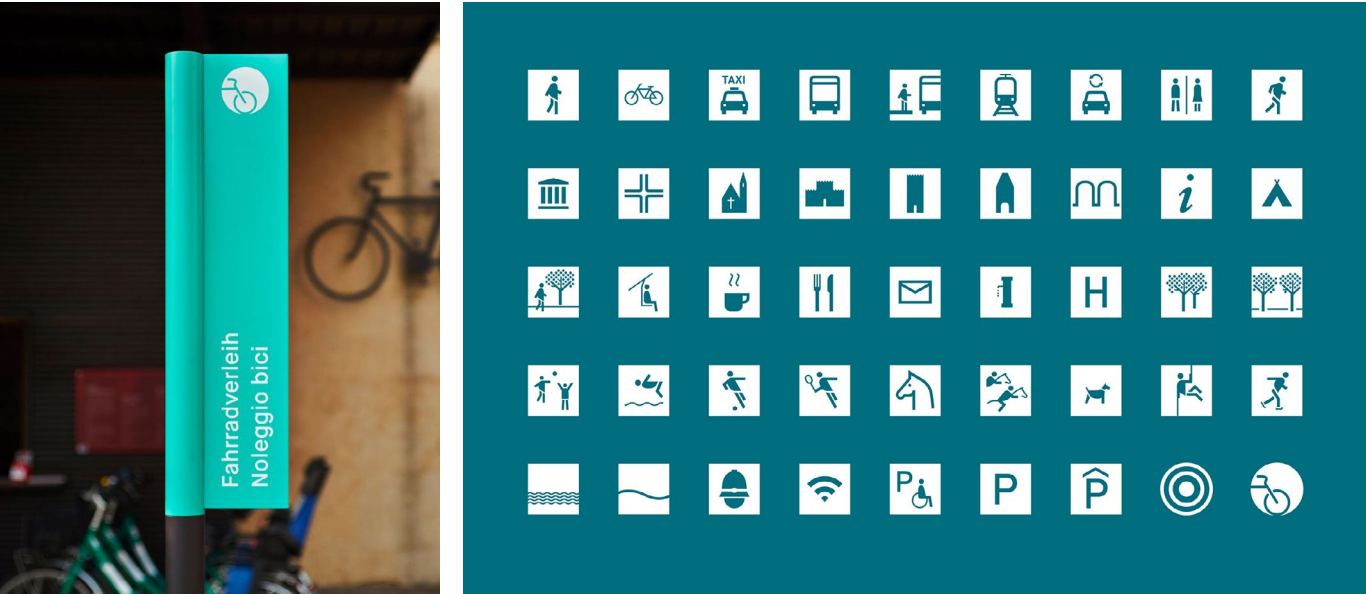
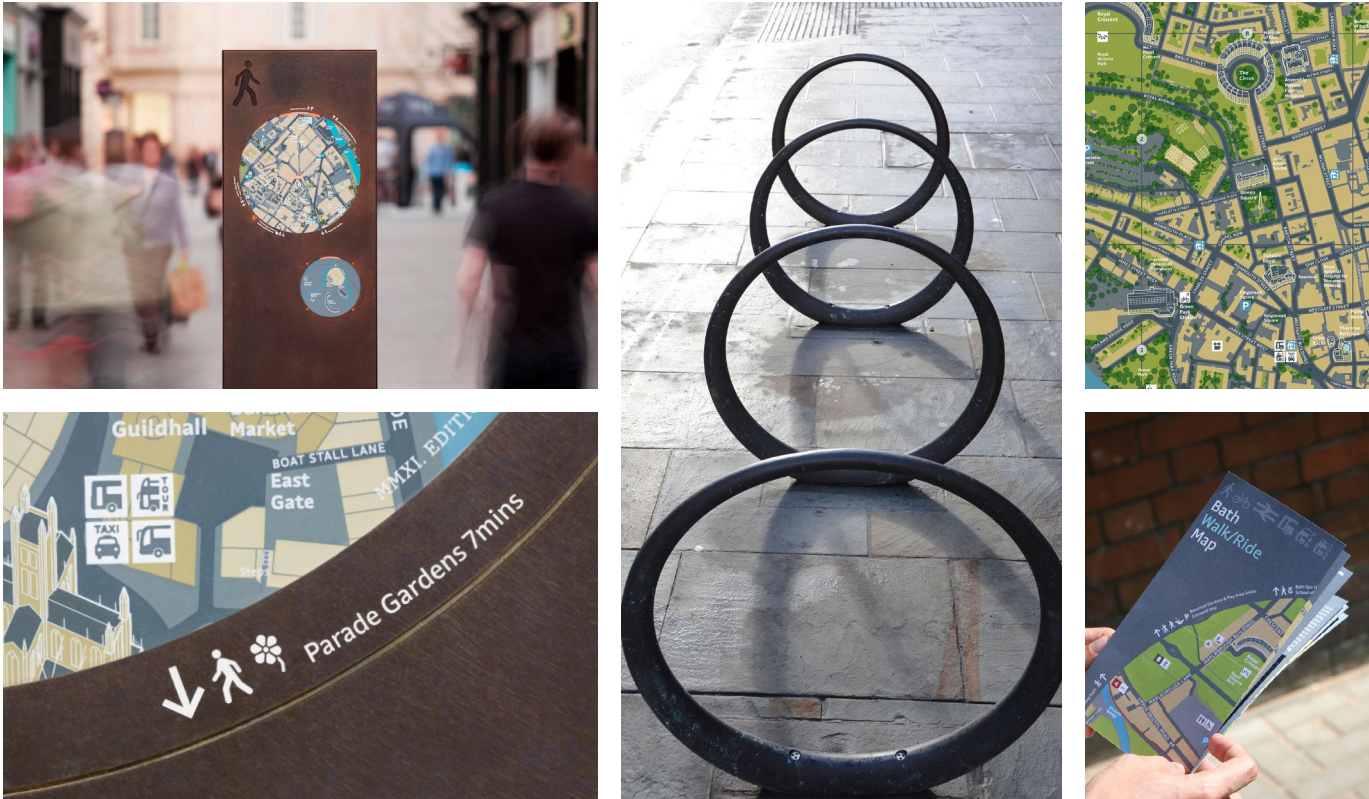**City of Bath**

Project type: City Wayfinding & Public Realm
Design studio: Pearson Lloyd
Location: Bath, England

This project achieves:
_Complete wayfinding system across
 signage and hand-held maps
_Targeted delivery of messaging
_Iconic design helping with recognition
_Clear information hierarchy
_Consistent visual language across
 wayfinding and placemaking

Interpretive Signage: Trail

Embedded interpretive signage trails create a recognisable visual language to promote exploration and discover. Interpretative content can included heritage places of interest, indigenous stories and art narratives.

Inlaid signage reduces visual clutter in the landscape and keeps sight-lines clear for pedestrian and vehicular wayfinding and informational messaging.

Interpretive Signage: Markers

Markers can provide a distinct family of elements to identify destinations and group them by type, eg. places of interest, historical buildings and cultural centres.

Markers should be simple and symbolic and can be paired with QR codes linking to further information.
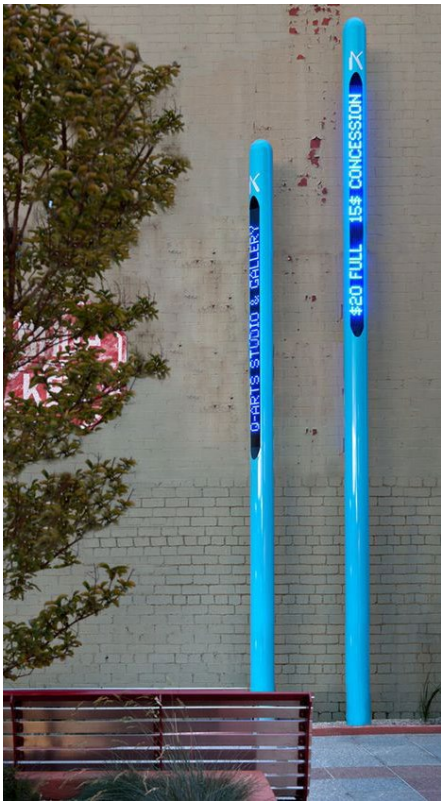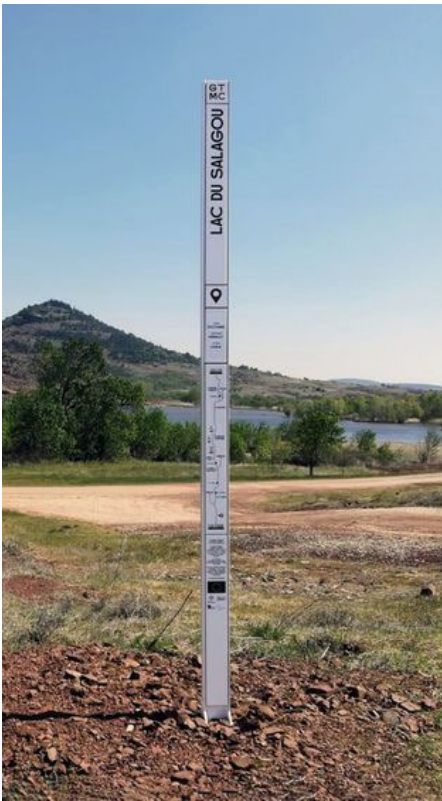
Interpretive Signage: Integrated signage

Visitor engagement can be facilitated by appropriate integration of interpretive content into architectural and landscape elements.

Typically Chapel Street has narrow congested footpaths with few opportunities to stop and read extended messaging. Signage that is integrated within an architectural placemaking response can act to support the creation of new pause points in the environment.

Interpretive Signage: Digital App

A precinct wide app can provide a platform for extended narrative content, enhancing the visitor experience with audio, moving image and a wide range of programming information.

A precinct app can also be multifunctional, providing city-wide events promotion, up-to-date services information, and wayfinding; reducing the need for physical signage.

4_NEXT STEPS

ADDITIONAL CONSIDERATIONS FOR FEEDBACK FROM COUNCIL

NEXT STEPS

Q_Does Council wish to promote individual identities for each of the four Chapel St precincts?
How do we balance four distinct identities with one cohesive overall place identity and Chapel St brand?

Q_Currently there is a mixture of traders association branding and council branding, should one take precedence?

Q_Has Council measured the success of the existing branded wayfinding signage to Retailers off Chapel St? Is a Chapel St presence expected by fringe businesses?
Removing these signs will reduce visual clutter, however the presence of fringe businesses adds a site-specific personality to the precinct, and makes a positive contribution to Chapel St's character and identity.

Q_Is there an aspiration to complement the Wayfound pedestrian wayfinding guidelines with a distinctive placemaking overlay? Refer to pp. 23-27
The Wayfound system connects the precinct with other inner Melbourne areas that have implemented this system. An iconic, site-specific overlay that integrates placemaking, identity, interpretive signage and site activation will aid in creating a distinctive sense of place for Chapel St.

Q_Is there an aspiration for digital integration or phone app creation in addition to static wayfinding signs?

_Visitor profiles & journeys
Creation of user profiles and visitor journey analyses for Chapel St precincts, including identifying key destinations, studying dwell times and interrogating activity 'heat' maps.

_Identify key decision points
Analyse provided data to understand where information is required at key points along the visitors journey.

_Define signage information hierarchy
Define a typical information hierarchy for places of interest within the precinct, for delivery of the most important information to the visitor at the right time.

_Promote exploration
Identify and progressively disclose places of interest along the visitor's journey to promote further exploration within the precinct.

_Activate the precinct
Identifying key locations to explore ways of activation by introducing placemaking elements.

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Wayfound Victoria does not include signage opportunities for branding, identity, placemaking, interpretation and activation. The placemaking objectives for Chapel St will be considered during the Masterplan stage. As part of the Masterplan strategy, an overarching signage plan will consider opportunities to complement the Wayfound system with an identity signage overlay that contributes to establishing a unique, memorable, and meaningful sense of place.

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