

Sydney Zoo

Signage and Wayfinding Planning Assessment

CLIENT NAME
SYDNEY ZOO

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01

Introduction To Wayfinding

What is Wayfinding?

Wayfinding is essentially the ability to navigate and orientate oneself within a space or between places.

Where am I? How do I get there?

Finding your way around an unfamiliar place can seem daunting and also an exciting adventure of discovery. People generally use a number of sensory and cognitive devices to navigate and map their journeys. These can be maps, signs, digital devices or even typography. To assist in journey planning and navigation a wayfinding system should provide the following:

- A consistent, legible and coherent communication system including the use of pictograms, maps and time and distance information.
- Be concise- provide the right information at the right time, only show what is needed.
- Locate wayfinding elements at key decision points for users: car park interface, plazas or key intersections

Less prescriptive wayfinding occurs naturally or intuitively. People wandering or discovering may be directed by the lay of the land, landscape or architectural prompts in the built form or just follow other people along well worn networks.

Wayfinding is also an essential part in the operation of a facility or across a site. Service emergency vehicles need to be able to accent and orientate movement within a site of ?????? and with assurance and wayfinding signage is essential in facilitating this.

Benefits of Wayfinding

Wayfinding has many benefits including:

- Increasing the user experience
- Instilling reassurance for users by providing the right information at the right time.
- Creating a legible place
- Providing necessary regulatory and statutory information
- Identifying key routes and attractions
- Mitigating risky by incorporating safety information

AESTHETIC CONSIDERATIONS OF THE SITE

"A natural bushland atmosphere with a palette of natural materials, focusing on timber, exposed aggregate concrete and crushed sandstone."

Detailing such as timber lean rails and glass viewing zones, bespoke furniture, shade canopies and misting stations constructed from a warm palette of timber and bamboo."

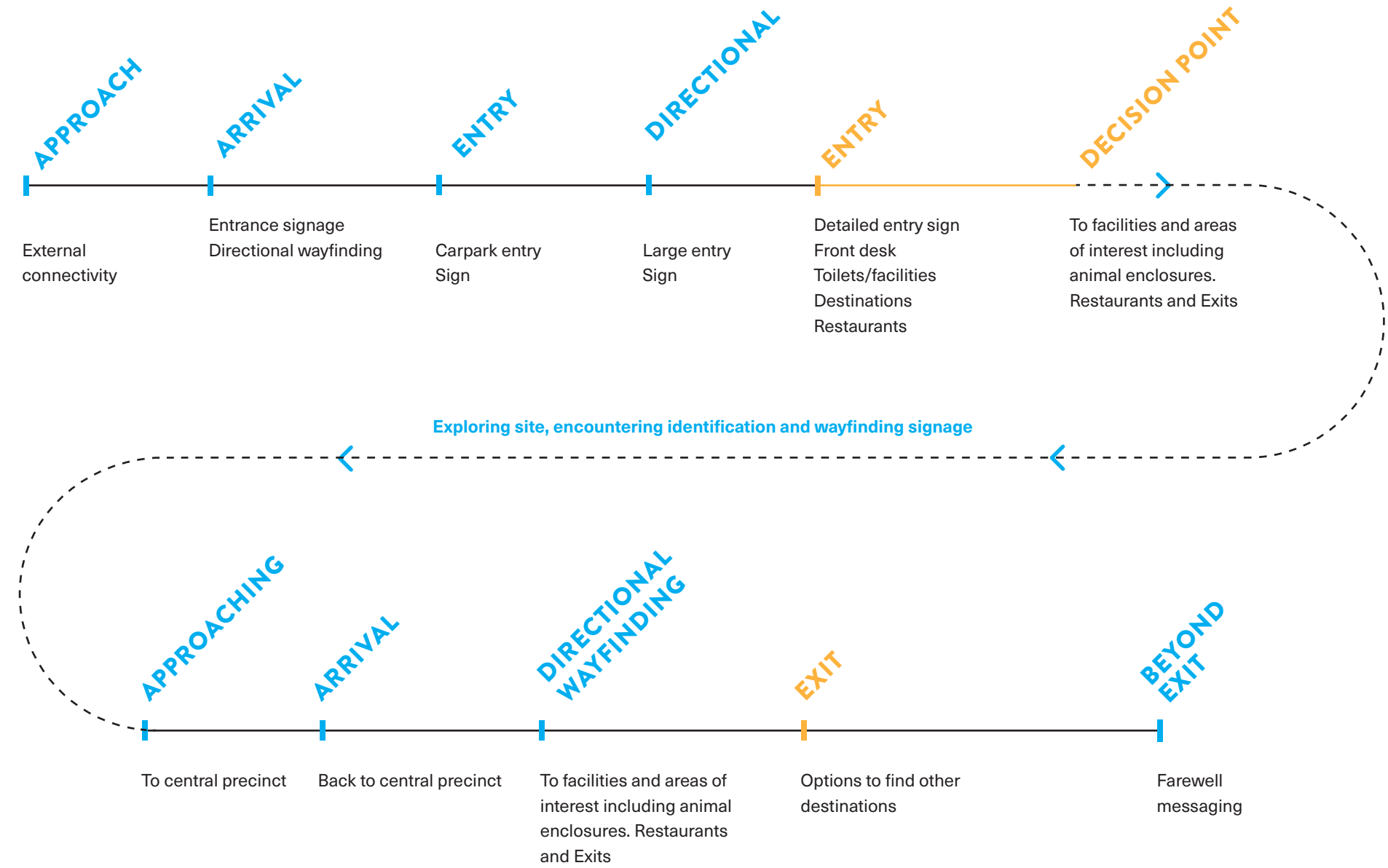


02

**Developing
Signage Suite**
Major Vehicle and
Pedestrian Routes

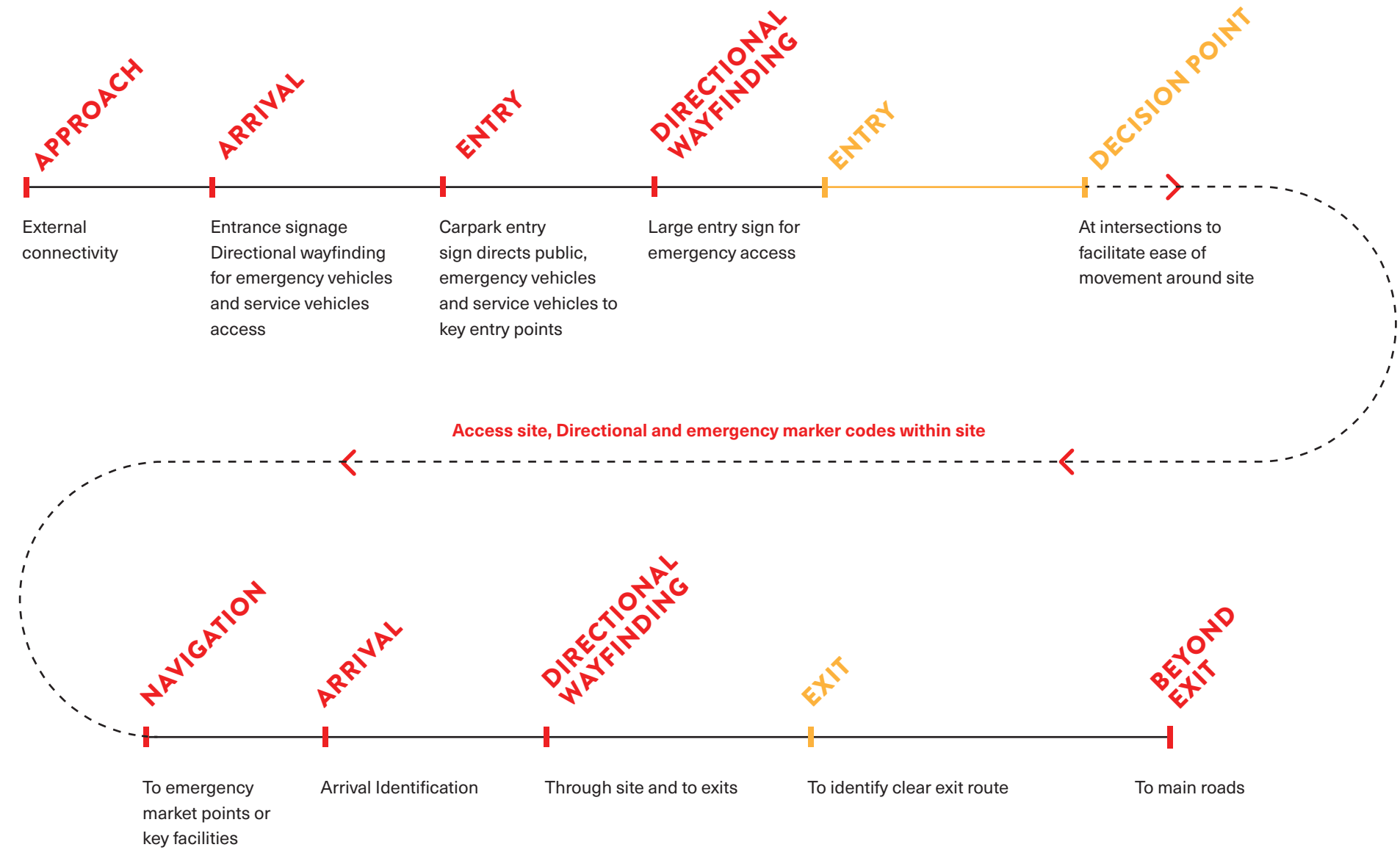
IDENTIFIED USER EXPERIENCE

Information needs at key decision making moments



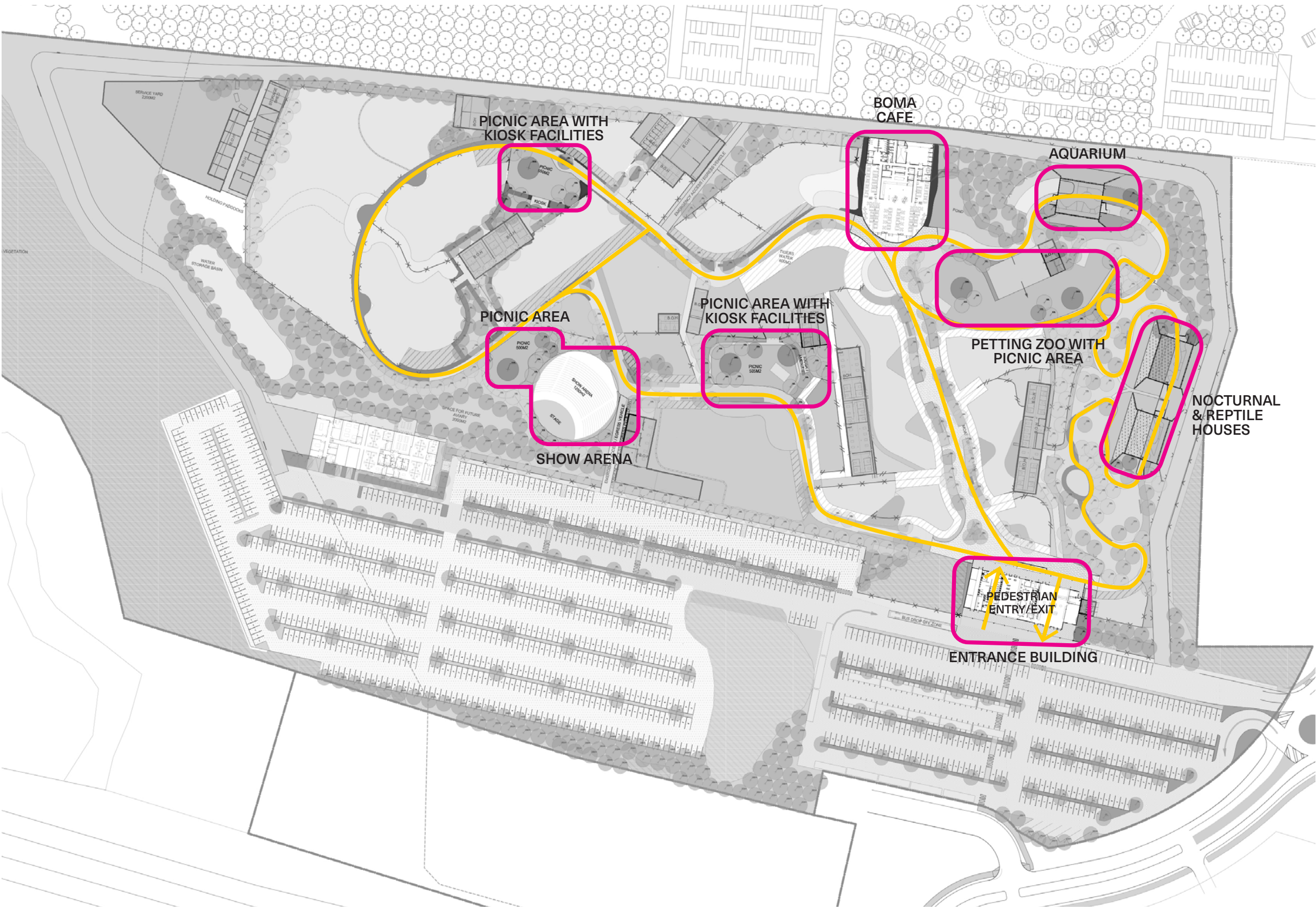
IDENTIFIED EMERGENCY
VEHICLES EXPERIENCE

Emergency Marker code's within site



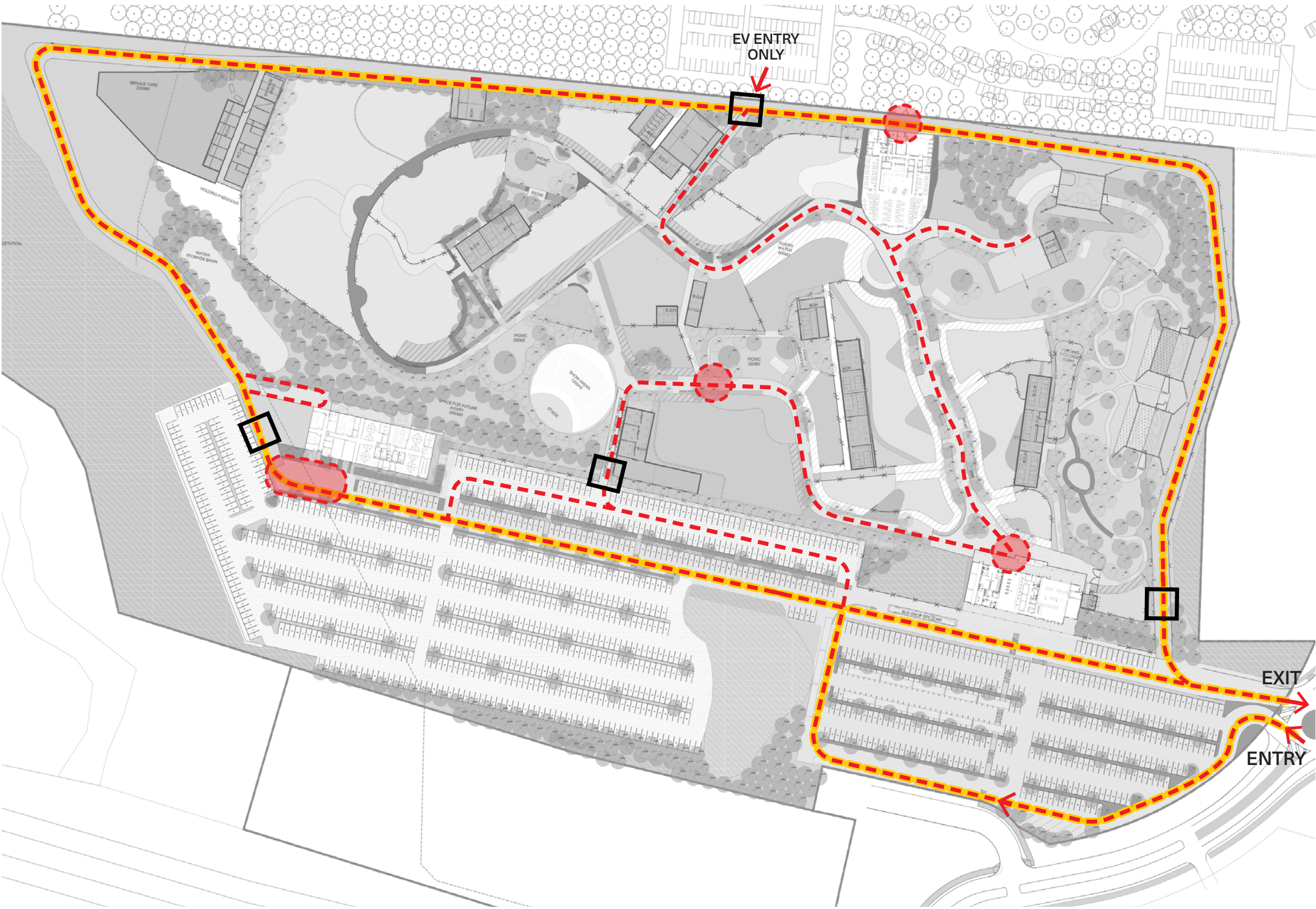
PEDESTRIAN CIRCULATION
IDENTIFYING KEY ROUTES AND
ATTRACTIONS

-  Facilities and Key Destinations
-  Pedestrian Circulation (arrow denotes main direction of movement)



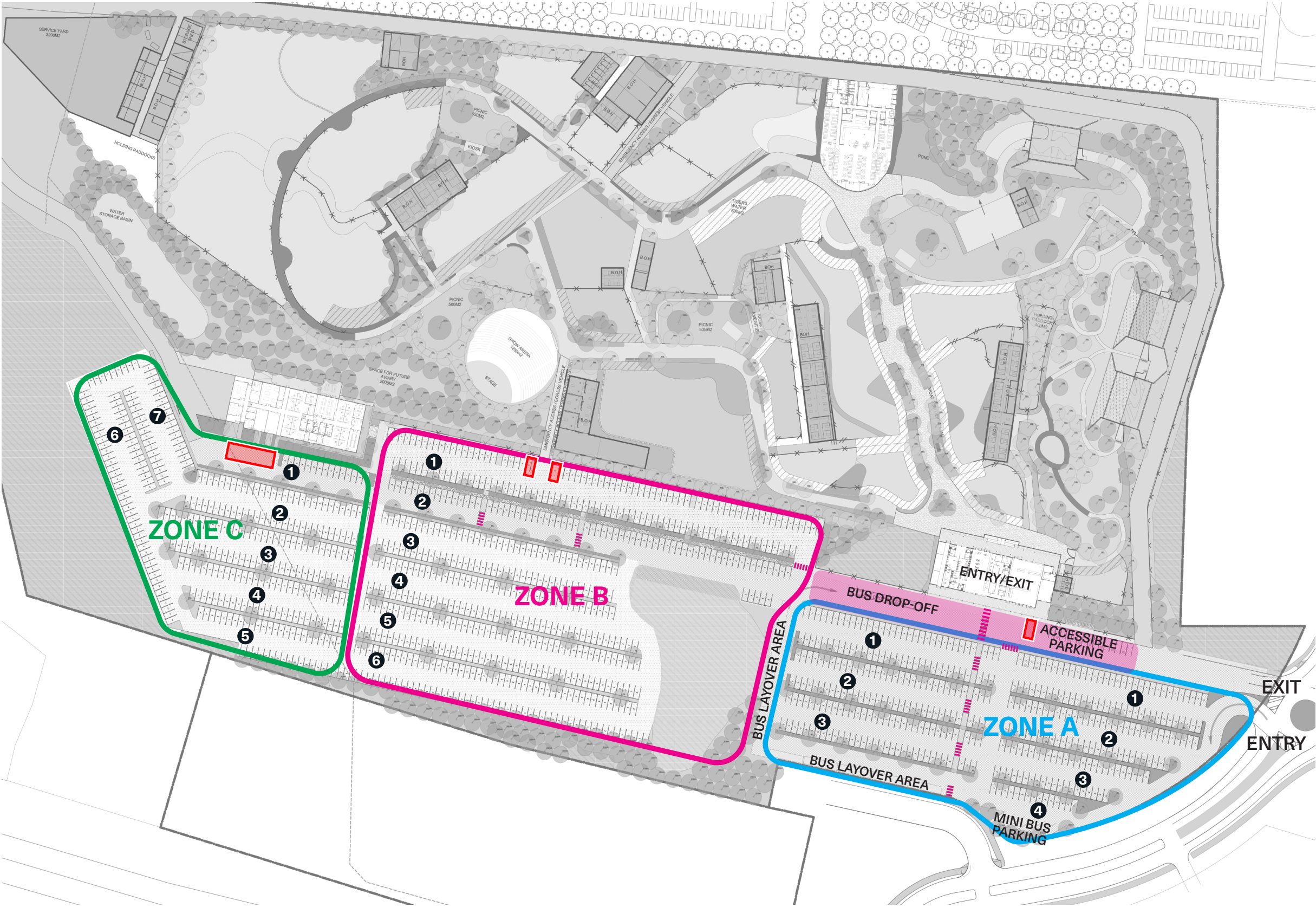
EMERGENCY VEHICLE ACCESS

-  Fire and Ambulance Access and Route
-  Ambulance Access and Route
-  Emergency Vehicle Pick-up Points
-  Entry Access for Emergency Vehicles



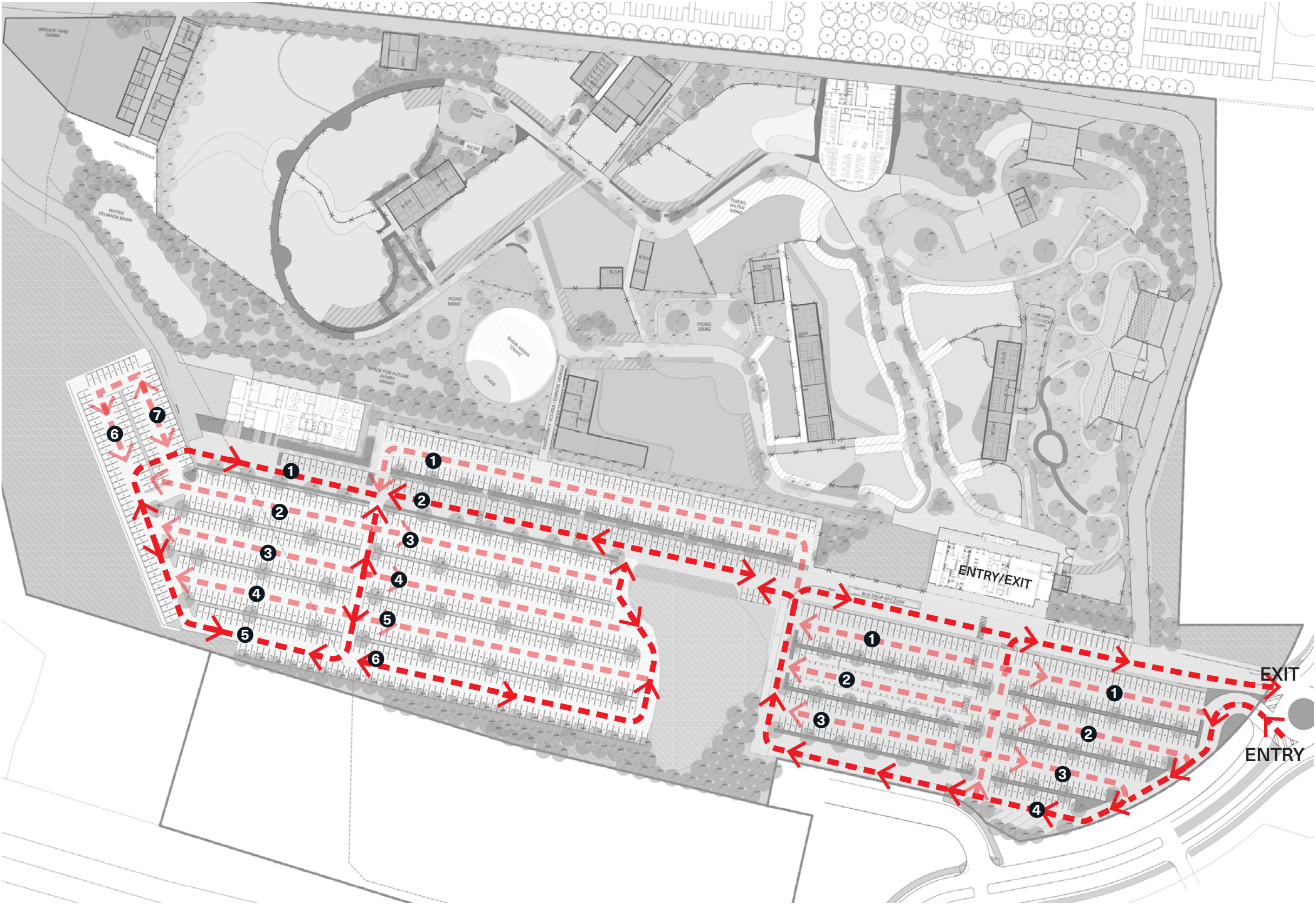
PARKING ZONES

- Main Parking (Zone A)
- Overflow Parking 1 (Zone B)
- Overflow Parking 2 (Zone C)
- 1 Car Park Row Number
- ||||| Pedestrian Crossings
- Major Pedestrian Area
- Designated Emergency Vehicle Park Area



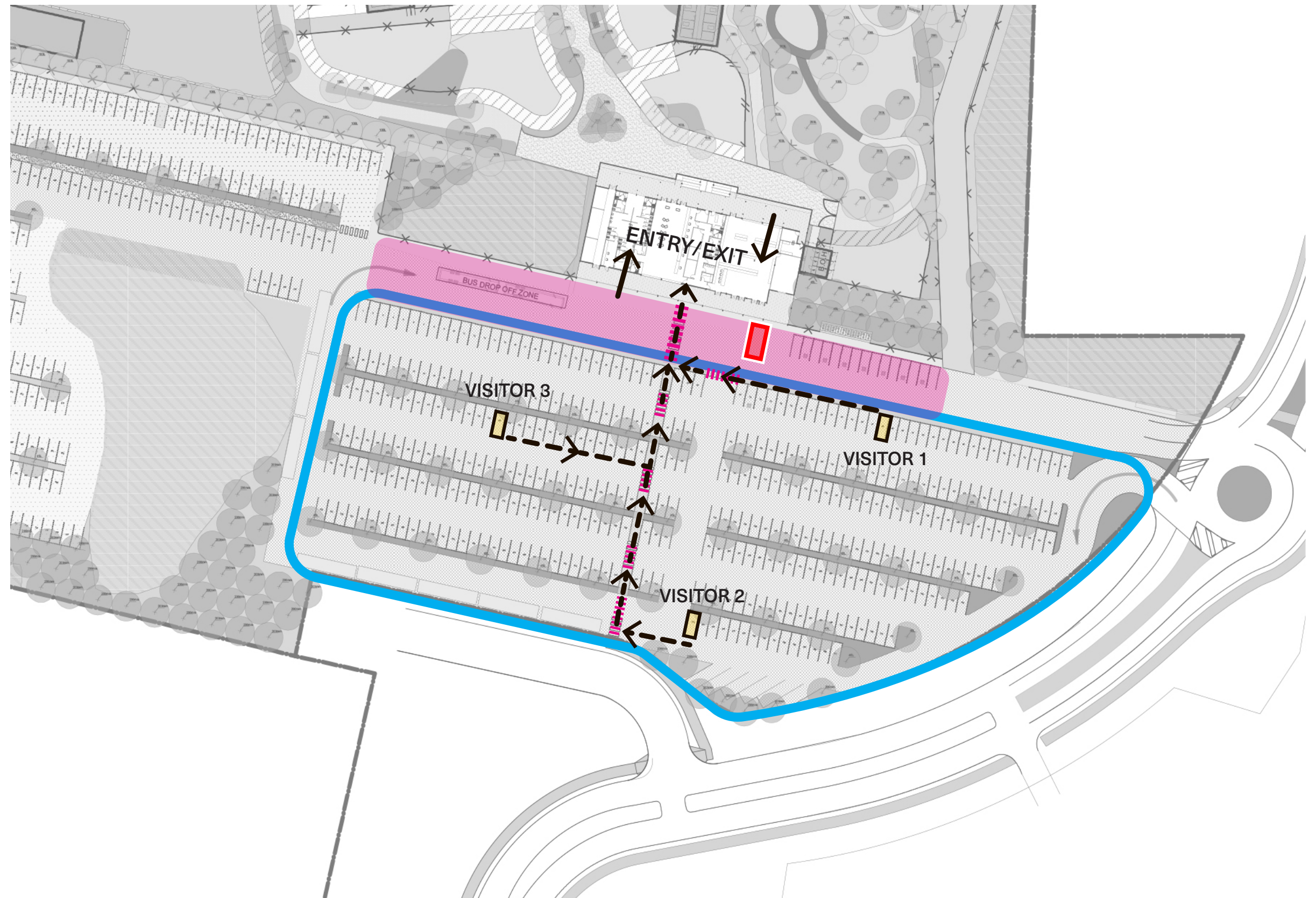
CAR PARK ROUTE ON ARRIVAL
AND EXIT

- Visitor's Vehicle Route
- 1 Park Row Number



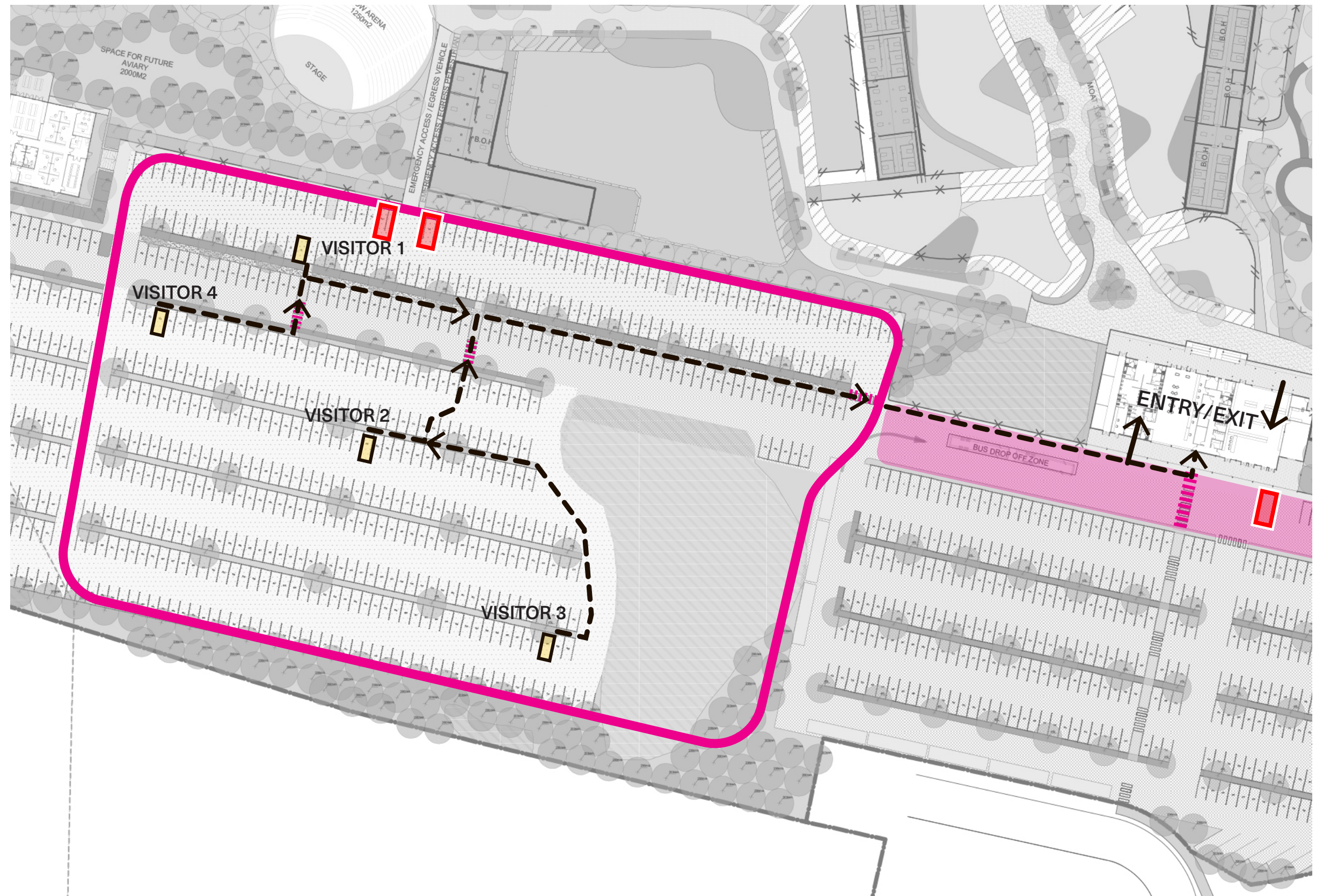
Main Carpark (Zone A)
Indicative User Experience on Arrival

-  Pedestrian Crossings
-  Major Pedestrian Area
-  Visitors Vehicle
-  Emergency Vehicle Park Area
-  Pedestrians Entry Routes
-  Parking Zone



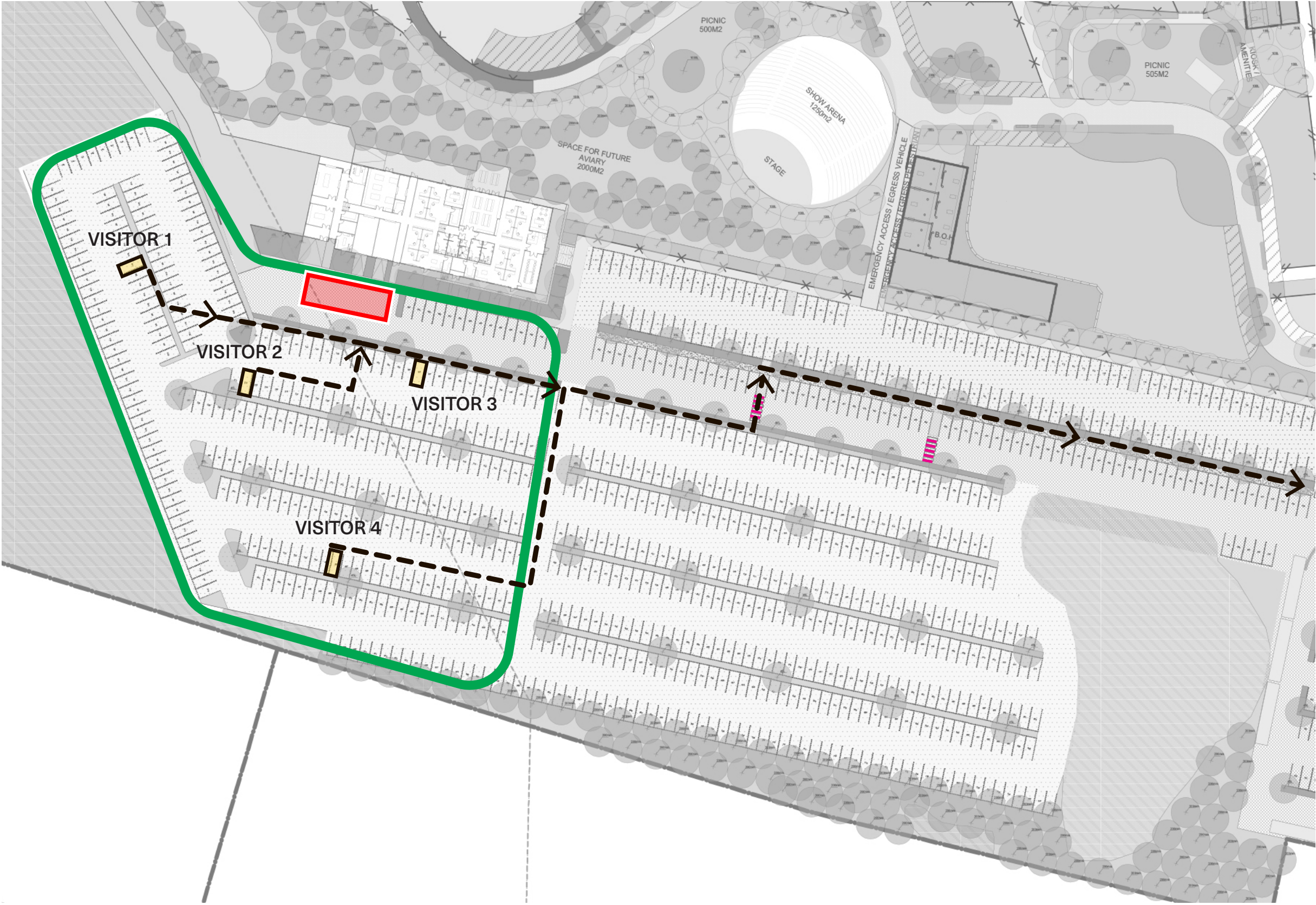
Overflow Parking 1 (Zone B)
Indicative User Experience on Arrival

-  Pedestrian Crossings
-  Major Pedestrian Area
-  Visitors Vehicle
-  Emergency Vehicle Park Area
-  Pedestrians Entry Routes
-  Parking Zone



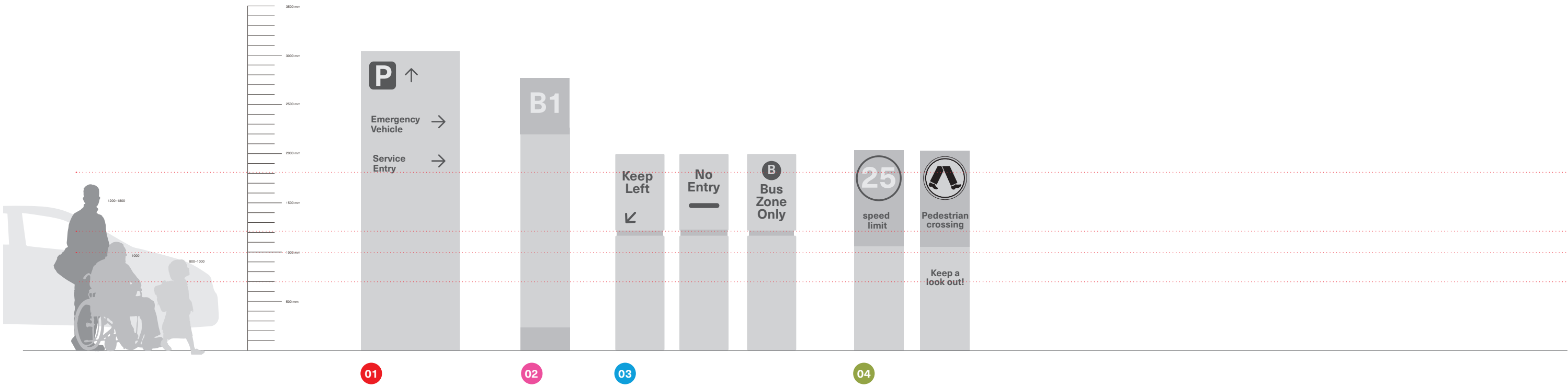
Overflow Parking 3 (Zone C)
Indicative User Experience on Arrival

- ||||| Pedestrian Crossings
- Major Pedestrian Area
- Visitors Vehicle
- Emergency Vehicle Park Area
- - - Pedestrians Entry Routes
- Parking Zone

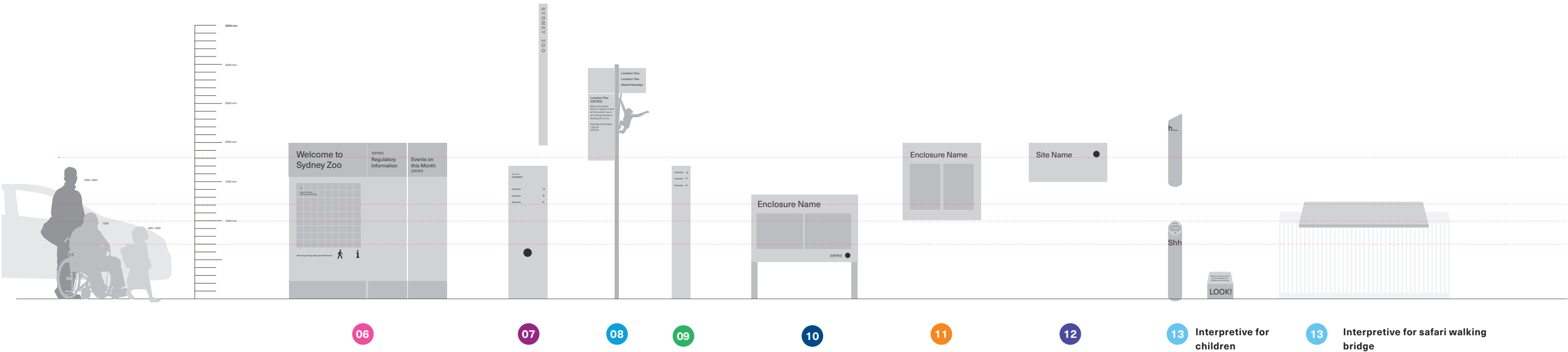


02

Wayfinding Suite and Placements



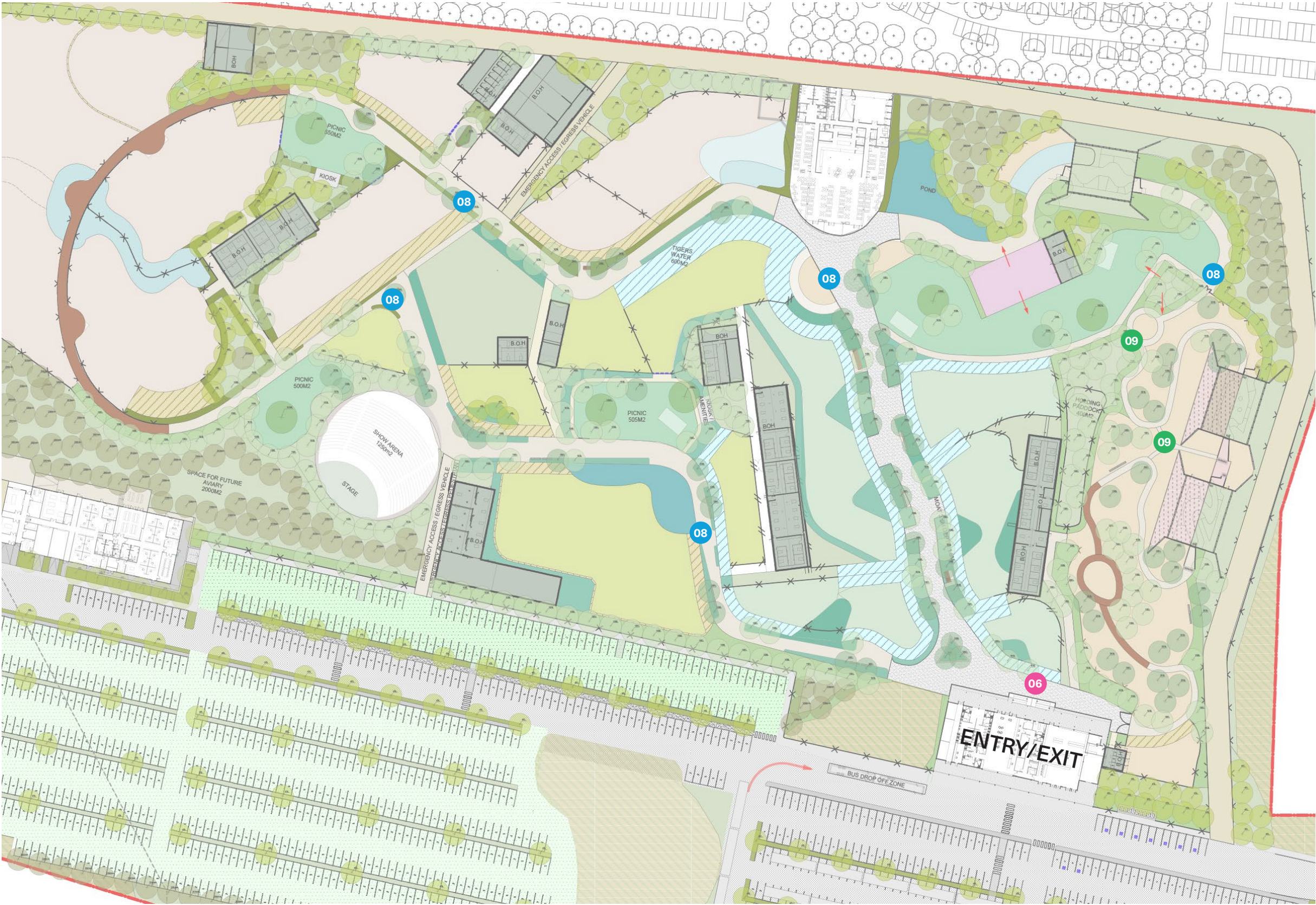
Sign Number & Name	01 Vehicle Entry Major Directional	02 Parking Identification	03 Vehicle Regulatory	04 Vehicle Statutory
Sign Purpose	Main direction for entry vehicles	To name parking location for ease of returning to vehicle	Regulatory information for vehicles	Statutory information for vehicles
Suggested Locations	Close to entrance	Within islands of car park zones	Bus zones to enforce site rules	Near pedestrian crossings to mitigate risk



Sign Number & Name	06	07	08	09	10	11	12	13
Sign Purpose	To provide users with key directional and facilities information at major pedestrian arrival. Also opportunity to advertise.	Secondary navigational or directional	Directional	Directional in the Cumberland Bushland Enclosure	Arrival at animal enclosure (free standing).	Arrival at animal enclosure (wall mounted)	Arrival at destination, at Cafe for example.	For safari walking bridge and throughout the site specialised for children access.
Suggested Locations	Within Entry Building or just beyond	At key facilities	Along main footpath at key intersections	Along path in line with direction of movement				Integrated with landscape treatment or freestanding elements

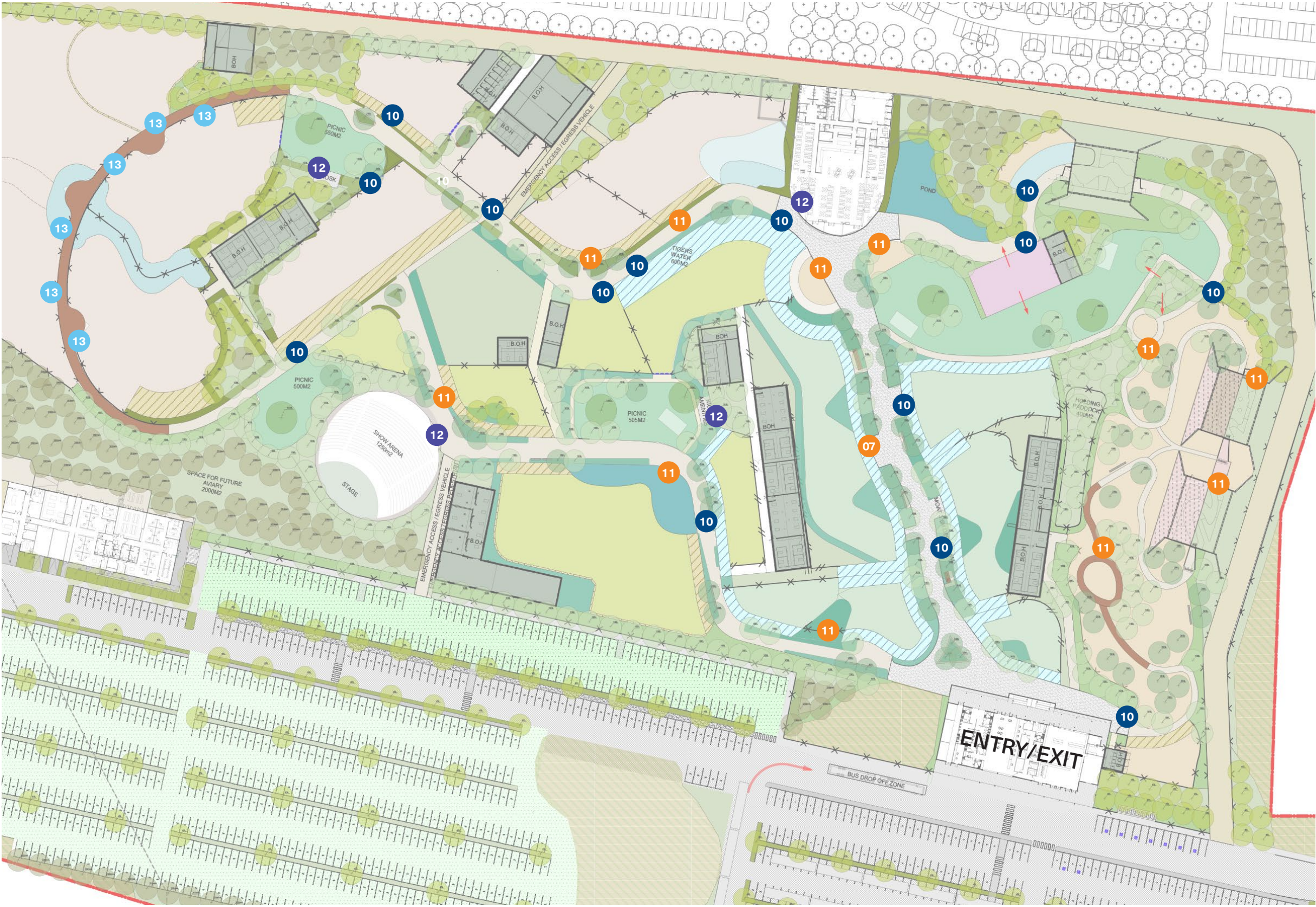
MAJOR WAYFINDING

- 06 Mapped Plinth
- 08 Wayfinding Directional Major
- 09 Wayfinding Directional Tertiary



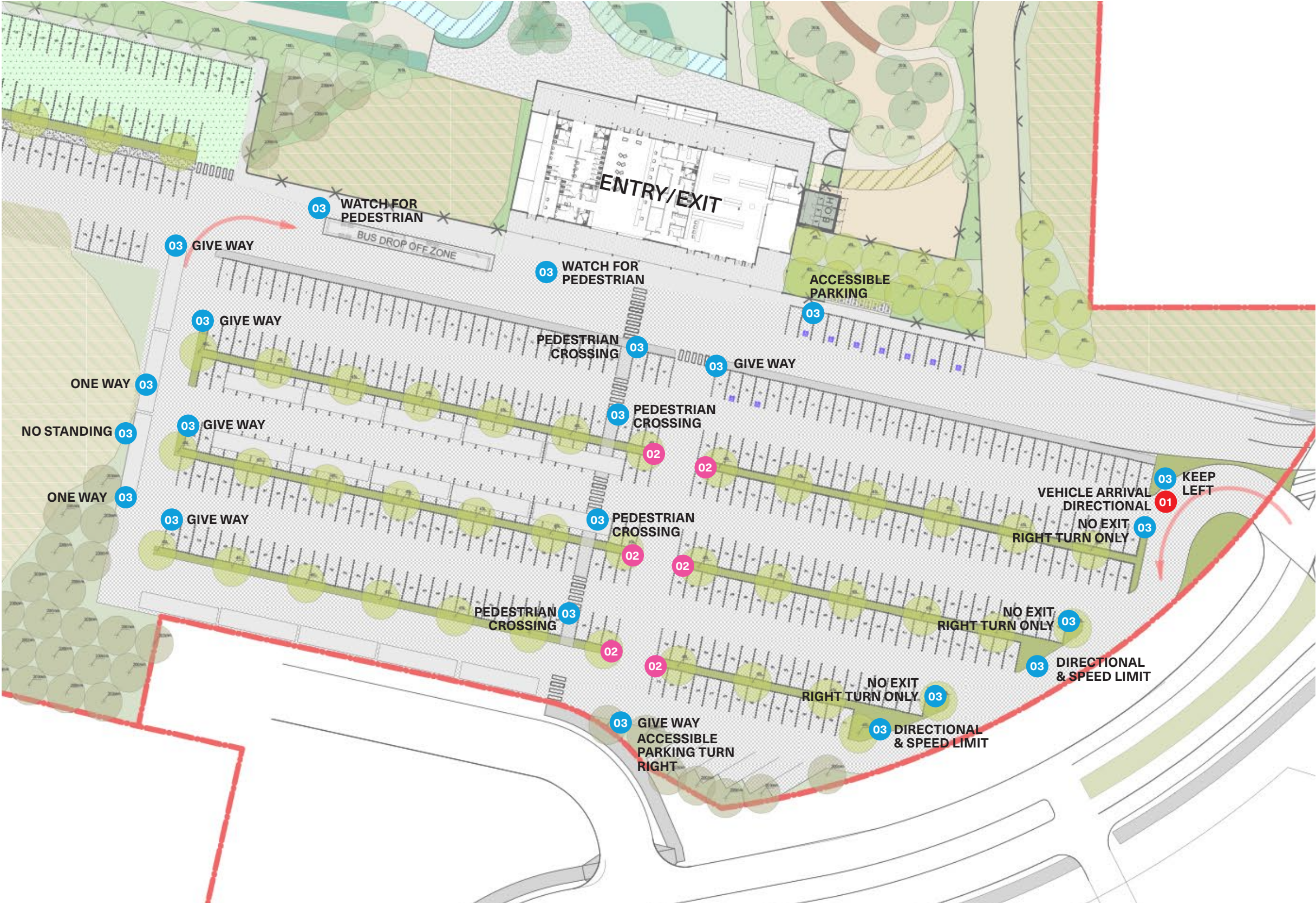
EXHIBIT, FACILITY IDENTIFICATION
AND INTERPRETIVE SIGN

- 10 11 Enclosure Identification, wall mount or free standing
- 12 Facility Identification
- 13 Interpretive



SIGN PLACEMENT
CAR PARK ZONE A

- 01 Vehicle Entry Major
- 02 Parking Identification
- 03 Regulatory Vehicle
- 05 Precinct Arrival



REGULATORY VEHICLE, CAR PARK
ZONE B

- 02 Parking Identification
- 03 Regulatory Vehicle



REGULATORY VEHICLE, CAR PARK
ZONE C

- 02 Parking Identification
- 03 Regulatory Vehicle



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