Sydney Zoo

Signage and Wayfinding Planning Assessment

CLIENT NAME
SYDNEY ZOO

Date Sent
01 Dec. 2015
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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
INTRODUCTION

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.”
Developing Signage Suite
Major Vehicle and Pedestrian Routes
IDENTIFIED USER EXPERIENCE

Information needs at key decision making moments

- **Approach**: External connectivity, Directional wayfinding
- **Arrival**: Entrance signage, Carpark entry sign
- **Entry**: Large entry sign, Front desk, Toilets/facilities, Destinations, Restaurants
- **Directional Entry**: Detailed entry sign, To facilities and areas of interest including animal enclosures, Restaurants and Exits
- **Decision Point**: Exploring site, encountering identification and wayfinding signage

- **Approaching**: To central precinct
- **Arrival**: Back to central precinct
- **Directional Wayfinding**: To facilities and areas of interest including animal enclosures, Restaurants and Exits
- **Exit**: Options to find other destinations
- **Beyond Exit**: Farewell messaging
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

EV ENTRY ONLY

02 DEVELOPING SIGNAGE SUITE
THE SITE

SYDNEY ZOO Signage and Wayfinding Assessment
Pedestrian Emergency Exit Route
Main Pedestrian Emergency Exit
Secondary Pedestrian Emergency Exit
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

ENTRY/EXIT
VISITOR 1
VISITOR 2
VISITOR 3
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

VISITOR 1
VISITOR 2
VISITOR 3
VISITOR 4

DEVELOPING SIGNAGE SUITE
THE SITE

PSYDNEY ZOO
Signage and Wayfinding Assessment
02
Wayfinding Suite and Placements
### DEVELOPING SIGNAGE SUITE

#### WAYFINDING SUITE VEHICULAR

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

- **Emergency Vehicle**
- **Service Entry**
- **Keep Left**
- **No Entry**
- **Bus Zone Only**
- **25 Speed Limit**
- **Pedestrian Crossing**
- **Keep a Look Out**
### DEVELOPING SIGNAGE SUITE

#### WAYFINDING SUITE PEDESTRIAN

<table>
<thead>
<tr>
<th>Sign Number &amp; Name</th>
<th>Sign Purpose</th>
<th>Suggested Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>06 Mapped Plinth with Regulatory &amp; Event Advertising</td>
<td>To provide users with key directional and facilities information at major pedestrian arrival. Also opportunity to advertise.</td>
<td>Within Entry Building or just beyond</td>
</tr>
<tr>
<td>07 Wayfinding Direction Major</td>
<td>Secondary navigational or directional</td>
<td>At key facilities</td>
</tr>
<tr>
<td>08 Wayfinding Directional Minor</td>
<td>Directional</td>
<td>Along main footpath at key intersections</td>
</tr>
<tr>
<td>09 Wayfinding Directional Tertiary</td>
<td>Directional in the Cumberland Bushland Enclosure</td>
<td>Along path in line with direction of movement</td>
</tr>
<tr>
<td>10 Enclosure Identification Major</td>
<td>Arrival at animal enclosure (free standing)</td>
<td>For safari walking bridge and throughout the site specialized for children access.</td>
</tr>
<tr>
<td>11 Enclosure Identification Minor</td>
<td>Arrival at animal enclosure (wall mounted)</td>
<td>Integrated with landscape treatment or freestanding elements</td>
</tr>
<tr>
<td>12 Facility Identification Wall Mounted</td>
<td>Arrival at destination, at Cafe for example.</td>
<td></td>
</tr>
<tr>
<td>13 Interpretive Sign</td>
<td>Interpretive for children</td>
<td>Integrated for safari walking bridge</td>
</tr>
<tr>
<td>14 Interpretive for safari walking bridge</td>
<td></td>
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### Layout Diagram

- **Welcome to Sydney Zoo**
- **Enclosure Name**
- **Site Name**
- **Directional Pedestrian Secondary (DPS_)**
- **Directional Pedestrian Tertiary (DPT_)**
- **Directional Pedestrian Primary (DPP_)**
- **Directional Pedestrian Major (DPM_)**
- **Interpretive Sign (ISS_)**
- **Enclosure Identification Major (EIM_)**
- **Enclosure Identification Minor (EIM_)**
- **Facility Identification Wall Mounted (FIM_)**
- **Signs aimed at 6-9 year olds (SA6-9_)**
- **Signs aimed at 10-12 year olds (SA10-12_)**
- **Signs aimed at 13-16 year olds (SA13-16_)**

**Enclosure:**
- **Location One:** Write information about a regular event at this location such as holding a Koala or feeding the Lions.
- **Saturday & Sundays:** 1:00 pm - 3:00 pm

**Language:**
- **Source:** English

**Localization:**
- **Country:** Australia
- **Region:** Sydney
**MAJOR WAYFINDING**

- Mapped Plinth
- Wayfinding Directional Major
- Wayfinding Directional Tertiary
EXHIBIT, FACILITY IDENTIFICATION AND INTERPRETIVE SIGN

- Enclosure Identification, wall mount or free standing
- Facility Identification
- Interpretive
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