Annex E - Guide for Adequate Provision of Wayfinding Signage Within Developments

Wayfinding is an integral part of a user's experience during their visit to developments for a safe, direct and comfortable walking or cycling experience. This is especially so if it is the first visit to the development, which is why providing proper signage is of utmost importance. This section aims at guiding the designer in providing adequate signage for intra-development wayfinding.

A. Types of Signs

Each type of sign is unique in its usage and meaning, even though they are all common in their aim at pointing users to their desired destination and to achieve a walk, cycle, ride-friendly environment. In total, there are five types of signs: Identity, Directional, Informational, Advisory, and Confirmation (IDIAC).

Identity (I)

The purpose of identity signs is to enable users to know their exact location the moment they see the sign. These signs should all be designed in the same design language for quicker and more precise identification.

Identity signs are not solely to identify buildings, but also various amenities within the building such as zones, key businesses, entrances, rooms, departments, activities/usage, and ancillary amenities.

Figure 9.11 CityLink Mall Identification Sign

Directional (D)

As the name implies, direction signage provides users with the guidance required to lead them to transport nodes, cycling parking and facilities, and their desired destination. Directional signage may take the form of overhead signboards, finger-posts, wall mounted signboards, among others. Since the purpose of this type of signage is to direct people, it is vital to keep information simple and easy to read. It should also stand out from the environment and be easily recognisable while also harmonizing with the same design language as the rest of the wayfinding system.

Due care should also be taken while determining the placement of directional signs. Such signs should be placed where a user look to for directions when they intend to go to a certain location, such as junctions, along long passages or at turnings. Well placed directional signage will ensure clear navigation in the indoor environment and greatly enhance a user's experience as part of a larger holistic wayfinding framework.

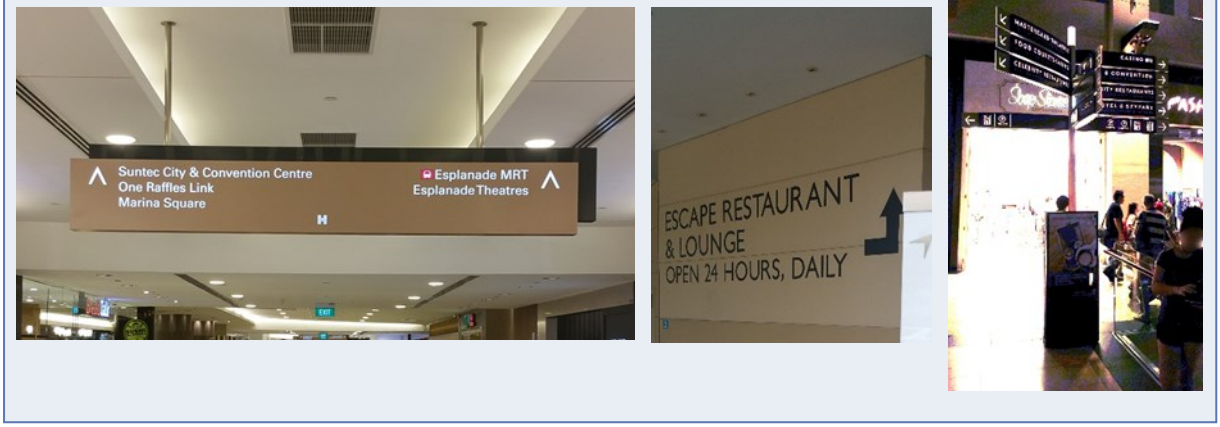

Figure 9.12 Directional Signage: Overhead Signboard/Wall Mounted Sign/Fingerpost

Informational (I)

Information signs are a supplementary system that displays any necessary information regarding building activity and tenants. This should take the form of layout maps, plans and floor directories recommended to be placed at entrances, lobbies, atria, and any points within the development where users stop and congregate. Ancillary amenities, such as vertical circulation, critical links (sky bridges, underpasses, etc), and cycling facilities (bicycle parking and end-of-trip facilities) should also be displayed in the information signs.

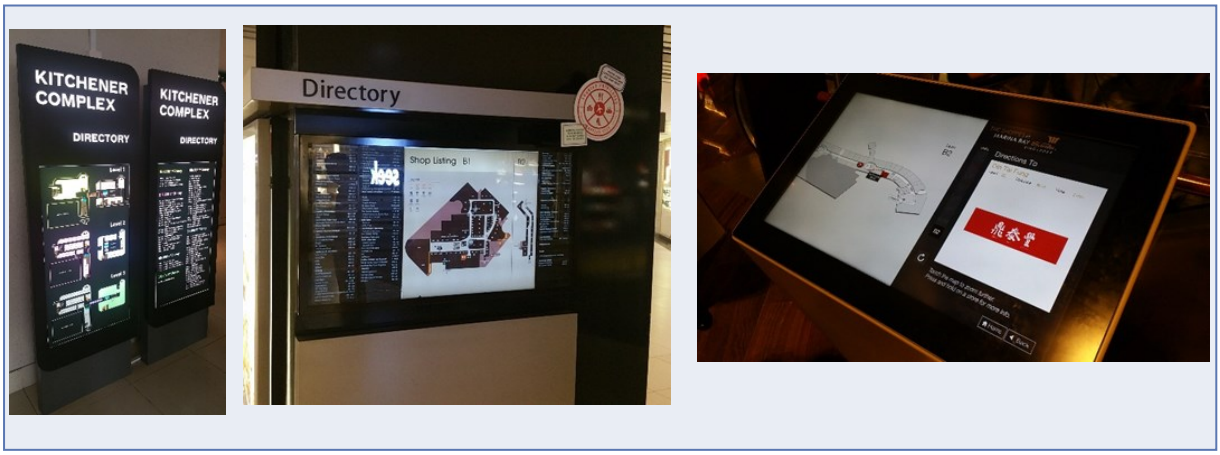

Figure 9.13 Informational Signage, Locality Map/Internal Directory/Interactive Directory

Advisory / Regulatory (A)

Advisory and regulatory signs inform and warn users of any objects, situations and behaviours that might constitute a violation of a law or to regulate behaviour in public places. These signs are usually not standalone, but coupled with other signage types. For example, barrier free routes marked with proper signage will serve to lead the way for wheelchair bound users. While most of such signage take reference to other codes of practice (such as Fire safety and Universal design), making proper design and placement considerations can help to tie in these signs with the rest of the wayfinding system.

Confirmation / Repeater (C)

Signs along a significantly long route should be repeated at a 20-30m interval, serving to remind users that they are still moving along the correct path, until the presence of another decision-making point, where directional signage and information signage will take over. Confirmation and repeater signs need not be newly designed, but could instead follow the same design as a directional sign for ease of integration with the whole wayfinding system, but the information on these signs should reflect its nature as a confirmation or repeater sign.

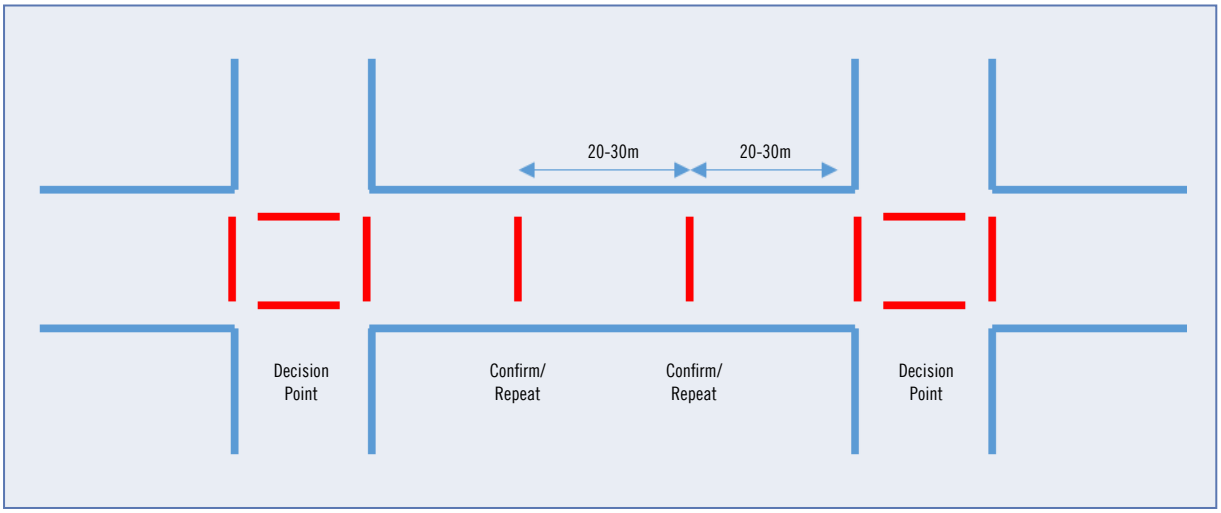

Figure 9.14 Confirmation/Repeater Sign

B. Design and Placement Principles

Proper design and placement principles are important to ensure the design of a holistic wayfinding system that is not only **clear** and **concise,** but **intuitive** for first-time and even regular visitors. These fundamentals should be covered

Clear – Easily identifiable and understandable

Concise – To-the-point and comprehensive

Intuitive – Easy to use and instinctive

Developers are encouraged to provide a short write-up detailing the principles they have adopted when designing a wayfinding system. This will enable developers to have a better understanding of the goals of the wayfinding system and the steps required to reach these goals.

Below is a short non-exhaustive list of example considerations the developer may wish to adopt:

Principle	Description	Fulfilled Fundamental
Locate within pedestrian line-of-sight	For easy identification without the need for excessive effort	Clear Intuitive
Locate at key decision making areas	At junctions and atria where pedestrians are likely to pause to find their bearings	Clear Intuitive
Locate along pre-determined pedestrian flows	To understand where people are more likely to walk and subsequently require more detailed directions	Clear Intuitive
Locate at consistent and predictable locations	So that users do not need to actively look for signage	Intuitive
Locate along long passages	For reassurance that users are going in the correct direction	Intuitive
Provide an exclusion zone around signs	Protect from visual clutter	Clear
Ensure appropriate placing of signs	To avoid clustering of signage leading to confusion	Clear

Table 9.14– Principles for placement of wayfinding signage

Principle	Description	Fulfilled Fundamental
Concise and consistent	use of simple language to avoid confusion	Concise
Avoid visual clutter	use of easy-to-understand icons and pictograms	Clear Concise
Effective and intuitive communication	avoid lengthy labels	Clear Concise
Well-structured and organised	proper categorisation of information	Clear Concise
Standardised nomenclature	adopt a fixed system of naming	Clear Intuitive
Multilingual signage	to avoid misunderstandings due to inability to read signs	Clear
Reinforcement and reassurance	using the same design for peace of mind	Clear Intuitive
Colour coding	for better differentiation of zones and types of information	Intuitive

Table 9.15– **Principles for design of wayfinding signage**

C. Development Design Strategies to support integrated Wayfinding

Designing a wayfinding system should go in tandem with the design of the development. By properly laying the ground work during the DC stage, not only will integrating signage at a later stage be easier, the whole system will look and feel more intuitive and natural.

Below are some possible development design strategies that designers may wish to consider during the building design phase which may assist in designing a wayfinding system later. This list is not exhaustive and designers are encouraged to exercise their creativity in coming up with new and innovative strategies.

Providing an identity for arrival nodes/entrances, zoning of space

Having clear identification of zones provides users with a sense of location and hierarchy which enables users to form a mental map of the development. Integrating easy to remember names and graphics into the overall wayfinding system will also allow users to have a sense of what comes next. Designers may consider the adoption of sculptures, fountains, meeting points, atria and other types of landmarks in the creation of such an identity.

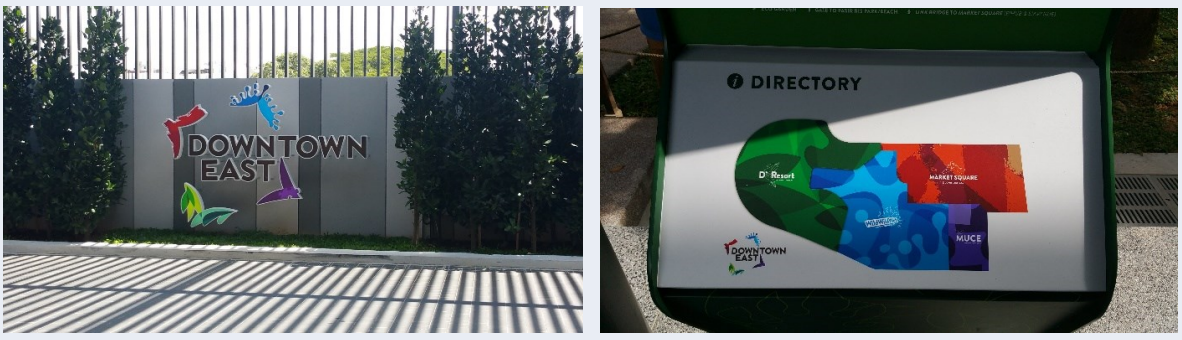

Figure 9.15 **Downtown East: Zoning and Identity using colours and icons**

Clear and easy to identify decision-making points

By first identifying where the main pedestrian flow is located, decision making points can be easily identified and placed at nodes along this pedestrian flow for users to stop and find their bearings. Decision-making points are usually located at large cross junctions or areas of vertical circulation. These decision-making points should be easily distinguishable from one another to avoid getting users lost.

At key decision-making points, a concierge, be it in the form of interactive directory or a helpdesk could be placed for users to seek help.

Material treatment of main pedestrian circulation path

Designers may adopt a different material or colour treatment for the main pedestrian circulation path to differentiate it from other paths. This allows users to instinctively find their way back to the main pedestrian flow should they stray away from it, and for users to follow the path without the need for too many signs. This differential treatment should follow through if the main circulation flow is split across several stories.

Branding and naming of pedestrian routes

The naming of pedestrian routes to suit the usage will serve to leave users with a deeper impression of the path taken, such that the path can become a landmark in and of itself, and people will instinctively recognise it by name. Local examples include JWalk or The Galleria/Forum in Resorts World Sentosa.

D. Physical design standards for wayfinding signage

Please refer to Singapore Standard 599: Guide for Wayfinding Signage in Public Areas (SS599: 2014) for more detailed physical design consideration for wayfinding signage. Developers are encouraged to comply with SS599 to ensure that the wayfinding design is user friendly.

E. Wayfinding strategy for pointing to Transit Facilities

Developers are strongly recommended to include within a complete wayfinding signage system signs to direct commuters to the transit facilities, including RTS stations, bus stops and interchanges, public underpasses, overhead-bridges and public walkways. This will facilitate increased footfall to the development.

The wayfinding signage pointing to these transit facilities may be integrated with the signage of the development in terms of design and placement, according to the guidelines provided above. However, the information on any sign depicting the transit facilities should remain clearly identifiable using standard public transit pictograms and associated text messages. These signs should be designed to be very prominent to users.

Proper clear signage should be provided at entrances/exits and linkages to the development from transit facilities identifying and indicating the access to these facilities. Where the existing entrance of the transit facility is modified or subsumed, identification of the transit facility at the interface should be addressed with signage in accordance with the LTA's public transit signage guidelines.