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CASE STUDY

APN GREENWOOD Mitchell Freeway

Digital Pylon Sign

Yap!.out
outdoor digital signage

APN GREENWOOD

Iconic Large Format Digital Signboard On Mitchell Freeway

The installation of the new APN Greenwood digital pylon on the Mitchell Freeway in December 2018 saw the culmination of over a year's planning for this major project.

As the first of eight pylons planned by Main Roads along the Mitchell Freeway, this giant electronic billboard is positioned in the most optimal location for maximum exposure for car and rail traffic heading into Perth city. Main Roads generate outdoor advertising revenue from the dynamic digital creative, which is in turn is used to fund road projects and upgrades.

Signs & Lines were involved from the outset with design and methodology for the build and install of the landmark pylon just after Greenwood Station heading southbound. The 12.5 metre wide sign face is positioned over 5 metres above ground level on a 9 metre header pole for maximum visibility to vehicle traffic. In total, the signboard offers 40 square meters of outdoor advertising brand awareness!

Manufacture of the steel structures involved structural and architectural drawings. Included in the specifications were details about surface treatment, camera support, fall arrest line inside vertical ladder access and aluminium ladder inside sign to access cabinets.

Careful planning of the installation of the pole and header sections was required to minimise disruption to the Mitchell Freeway traffic. Despite the scale of the sign, all elements were pre-made in house and took only 1 day to install. No lanes of the Freeway needed be closed, just the emergency lane had to be closed with bump trucks.



Challenges of a Project of this Scale

There's no doubt that working on a project of this scale has challenges. Careful planning by Main Roads and our team was essential to ensure the Mitchell Freeway remained fully operational during the installation, and risks associated with the works were mitigated. Negotiating movements of cranes and equipment around site safely during pre-works, the concrete footings and final installations, with minimum disruption to existing road users, was a major consideration. Needless to say, the logistics of delivering and installing signage whilst working around a major roadway required meticulous planning and good organisation.

This project took over 14 months! However, in the end the project completed just in time for Christmas. Such flexibility and dedication to get a long-range project of this size over the line is testament to the team. Foreseeing a tight race to the finish line our Project Manager, working in unison with APN and the site trades, meticulously planned the workflow with precision.

Still on scale, a sign of this size requires exacting methodology, well-oiled systems and good processes to ensure quality control at every step of the way. Our QMS provides the framework for this, with accurate shop drawings at the outset, though to clear labelling and QA at the finish prior to installation.

This project touched many members of our team but, importantly, every cog of the wheel worked in unison and there is huge pride in our performance on the iconic signboard project on the Mitchell Freeway. The results speak for themselves!



Whether you need inspiration, design assistance or help managing a new wayfinding signage project, the team at Yap!digital can take your signage from drab to fab! Our service includes creating a strategy and integrated plan that will boost brand awareness and enhance your professional image. Talk to the team at Yap!digital today.



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