

Sydney Fish Market

Signage & Wayfinding
Final Concept & Strategy
29.01.20



URBANITE®

Frost*collective (pivot | URBANITE | Frost* | NEST | Jack)

The Project

Understanding the Visitor

Hierarchy and Masterplans

Response

Concept

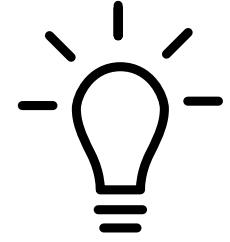
Building ID

Car Park

Interpretive Opportunities

Exhibition Opportunities

Summary and Next Steps



STAGE 1 BRIEFING & CONCEPT REFINEMENT

This stage includes:

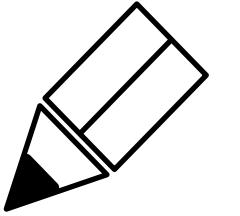
- 1x project briefing meeting with INSW, 3XN and BVN design teams to understand project vision, work already undertaken, milestones and responsibilities
- 1x site visit and audit
- Review existing project documentation including architectural, aspirational and Preliminary Graphics & Wayfinding Strategy by 3XN
- 1x collaborative workshop with architects for co-ordinations and review of the Preliminary Graphics & Wayfinding Strategy document by 3XN
- Determine signage location and hierarchy plans
- Wayfinding and circulation flow studies
- Review elevations and identify opportunities for graphics locations
- Determine physical and digital integration points
- Further develop and refine concept approach outlined in 3XN's preliminary document to show applications across typical sign types,
- Develop 2x refined concept design approaches for placemaking graphics, responding to the established design intent
- Further development of masterplanning, building on the initial masterplanning by 3XN
- 1x work-in-progress review with architects
- 1x presentation of developed concept design package to INSW / architects for review, feedback and selection of 1x preferred placemaking graphics concept approach
- Incorporate feedback and develop concept design package (1x round of amends following consolidated feedback)
- Issue final concept design package to INSW / architects for approval to proceed to the next stage (Design Development)

Reviews allowed for:

- 1x project briefing with INSW / architects
- 1x workshop with architects
- 1x work-in-progress review with architects
- 1x presentation / review with INSW / architects

Deliverables:

- Signage and placemaking graphics concept design package



STAGE 2 DESIGN DEVELOPMENT

This stage includes:

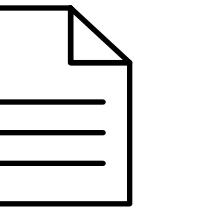
- Incorporate any final amends from previous stage and develop approved design across all wayfinding, sign types and graphic design elements
- Develop materiality, fixings, specifications and graphic language
- Finalise signage location plans and messaging
- Further detail design and prepare design development documentation and retail
- Development of draft design for retail / tenant signage
- 1 x presentation of draft design development package and retail / tenant manual to INSW / architects for review and feedback
- 1x coordination workshop with architects for design integration
- Incorporate feedback from presentation and coordination workshop and further develop details and specifications (1x round of amends following consolidated feedback)
- 1x coordination workshop with architects to ensure all site conditions and considerations have been captured
- PDF issue of final design development package and retail / tenant manual to INSW / architects for approval to proceed to the next stage (Tender Documentation)

Reviews allowed for:

- 1x presentation / review with INSW / architects
- 2x coordination workshops with architects

Deliverables:

- Signage and placemaking graphics concept design package
- Draft design manual for retail / tenant signage



STAGE 3 TENDER DOCUMENTATION

This stage includes:

- Progression of design development drawings into documentation drawings for formal tender (AFT) package
- Liaise with all design consultants to ensure compliance with design and project brief
- Finalise all material, fabrication, fixing and construction specifications
- 1 x tender documentation workshop with INSW / architects to coordinate detailed integration with architectural documentation
- Incorporate feedback from workshop and compile into main tender documentation package (1x round of amends including consolidated feedback)
- 1x work-in-progress review with architects
- Update documentation with workshop feedback (1x round)
- PDF issue of draft tender documentation package INSW / architects for review and feedback
- Incorporate feedback and further develop documentation (1x round of amends following consolidated feedback)
- Issue final tender documentation (AFT) to INSW along with a list of 3 x recommended signage contractors to undertake the work

Reviews allowed for:

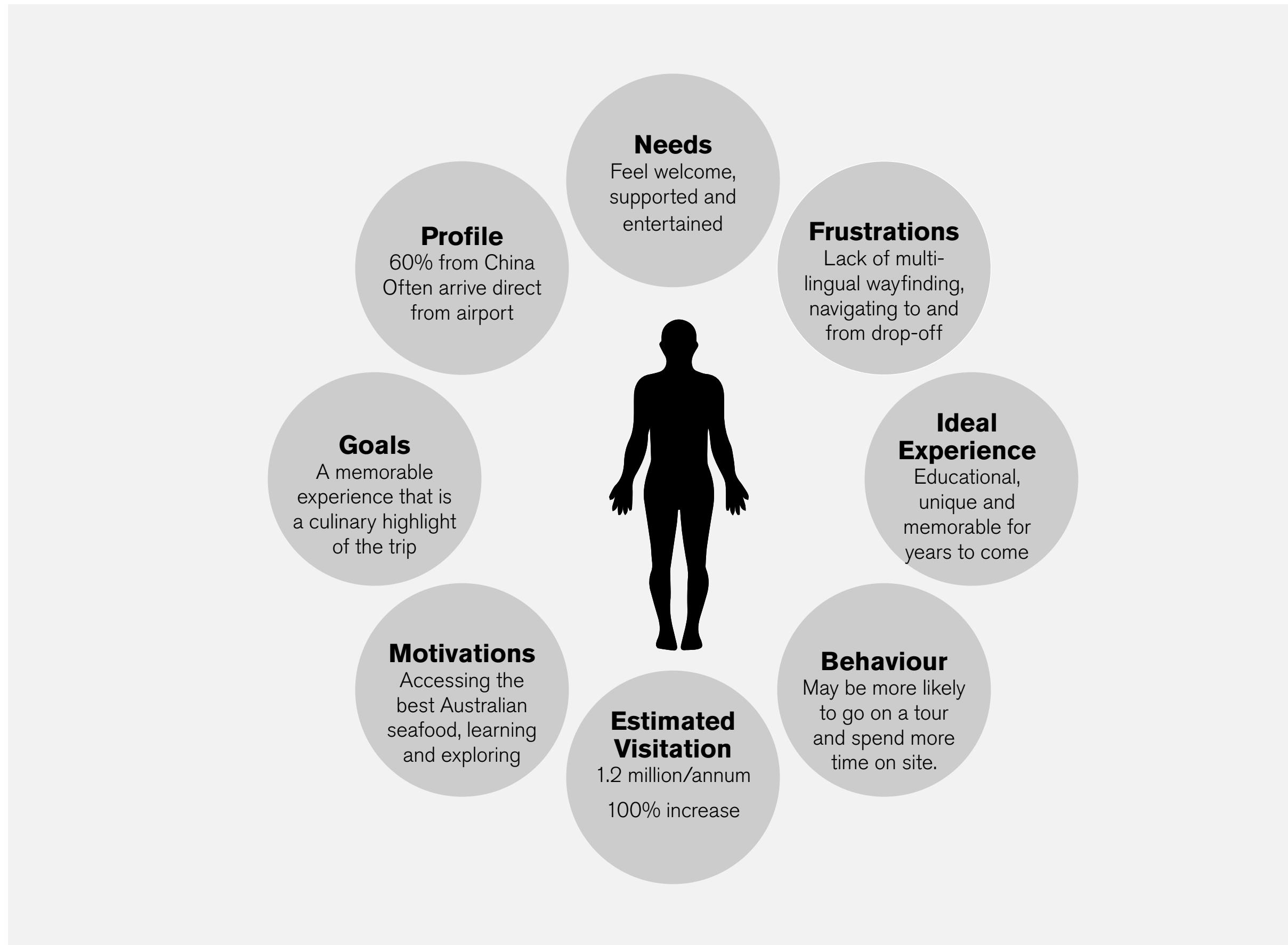
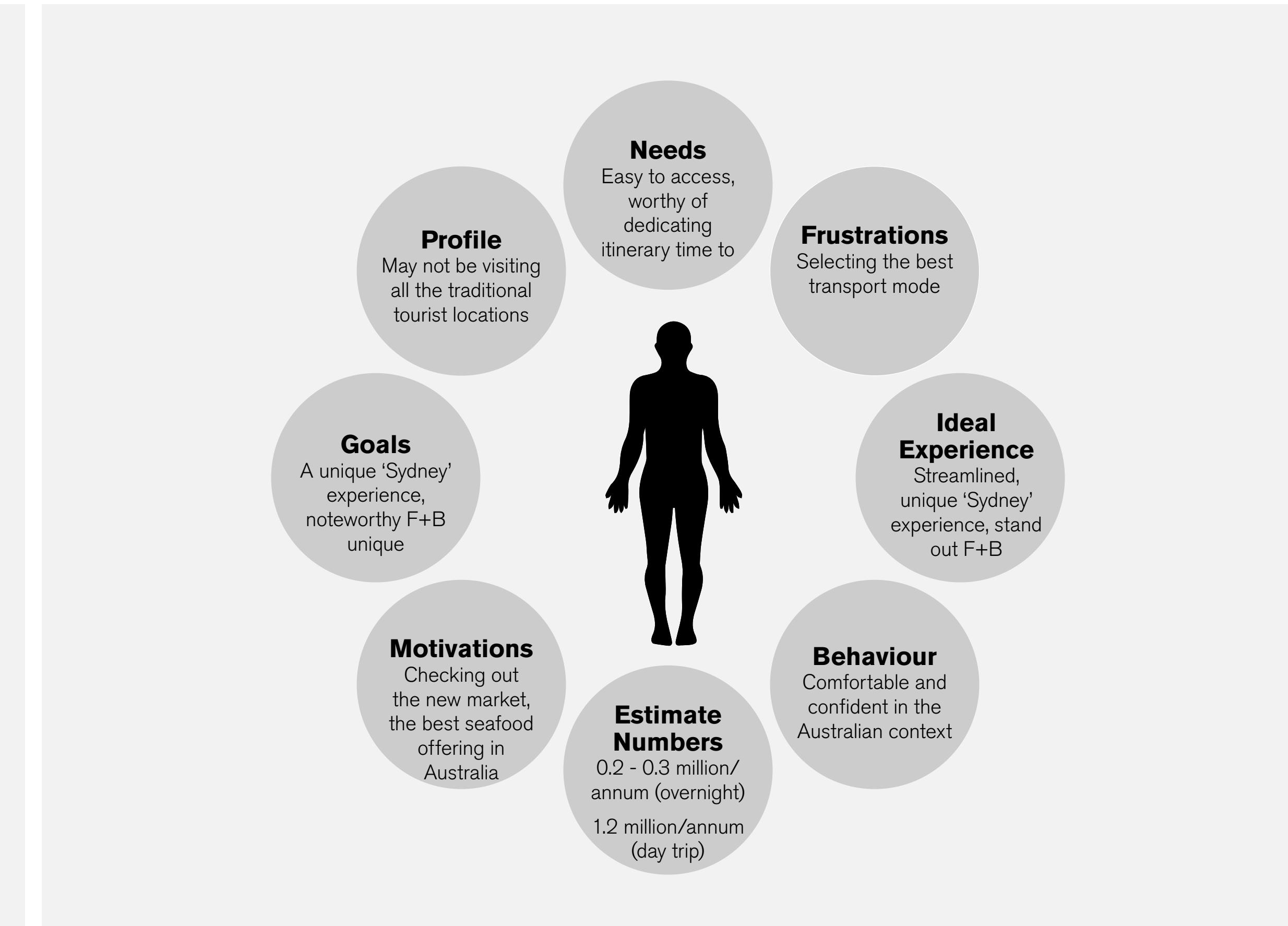
- 1x coordination workshop with INSW / architects
- 1x work-in-progress review with architects
- 1x PDF issue review with INSW / architects

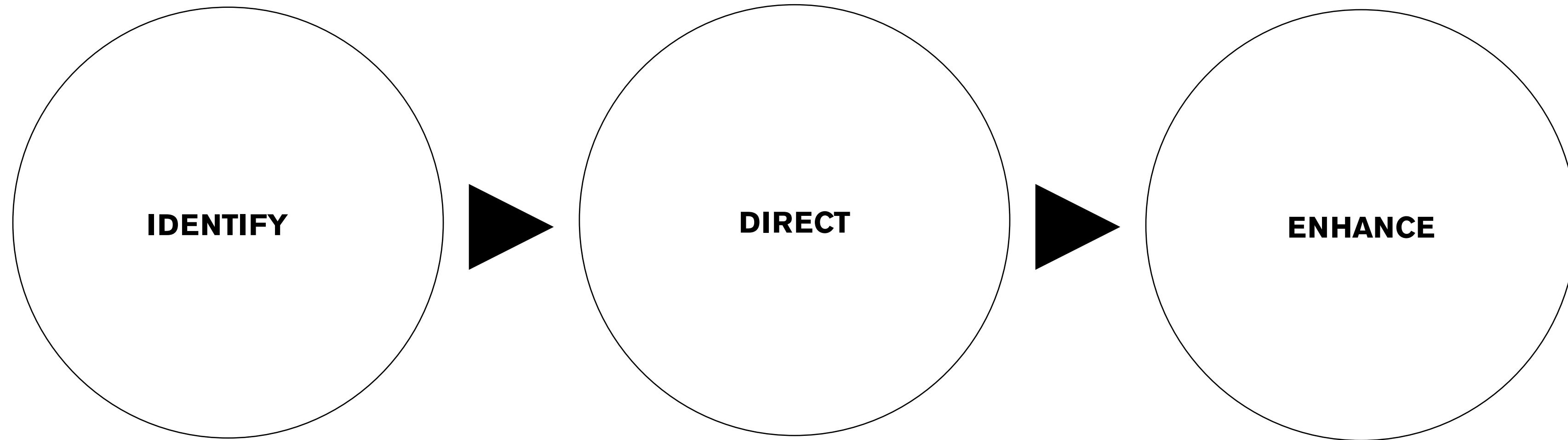
Deliverables:

- Final tender documentation package

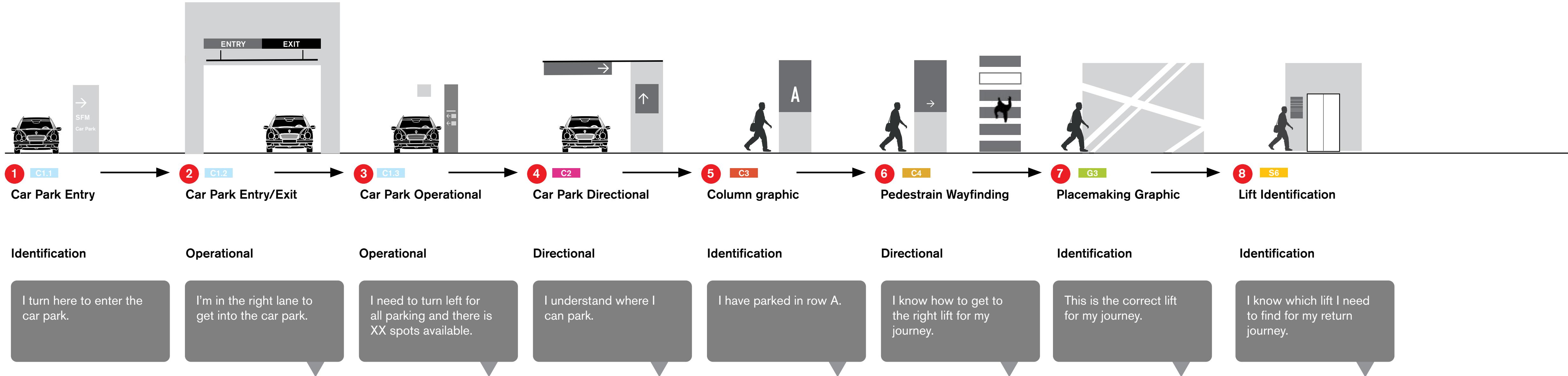
- Simplify the navigational choices (don't overload the user with information).
- Locate wayfinding signs at decision points.
- Digital screens with mapping to assist with orientation at decision points.
- Use pictograms to supplement the written message.
- Assume everyone is a first-time visitor and design the system accordingly. Develop a wayfinding experience that is intuitive, simple and agile.
- Design for the broadest audience possible (e.g. vision, mobility impairments, cultural). Ensure the needs of commercial users are not overlooked.
- Create signage that is integrated with and complements the architectural design intent
- Create a unique signage language that seamlessly combines the spirit of the project brand, and to set a new benchmark for building wayfinding.

Metro Sydney residents**Commercial users (both wholesalers and workers)**

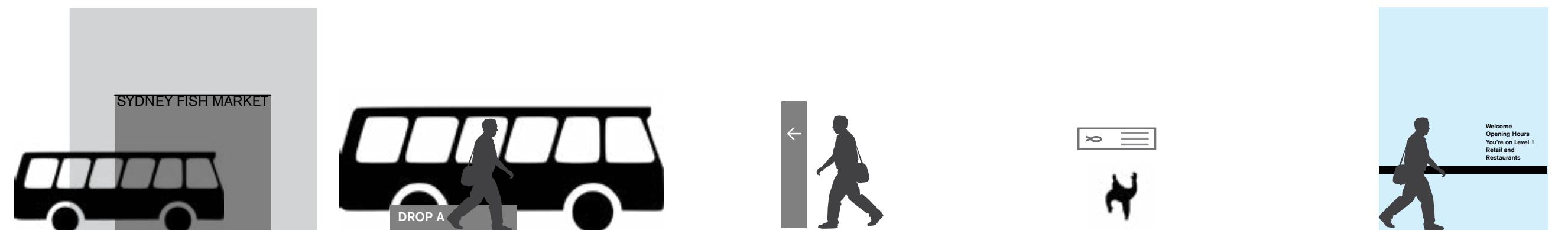
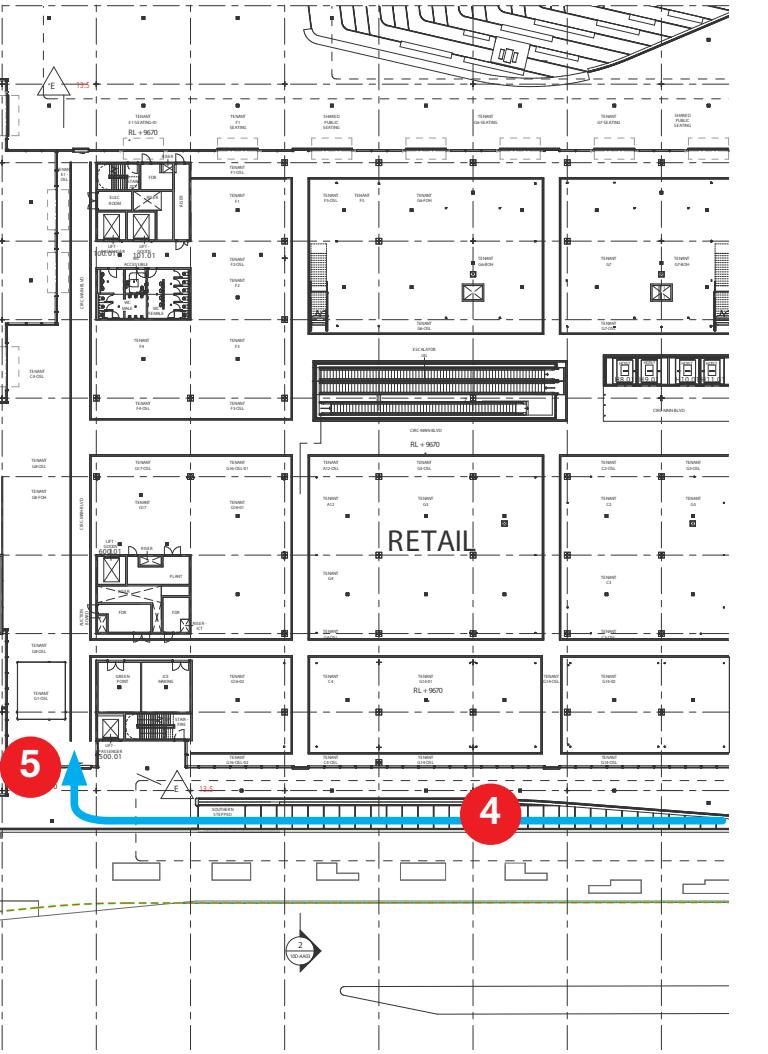
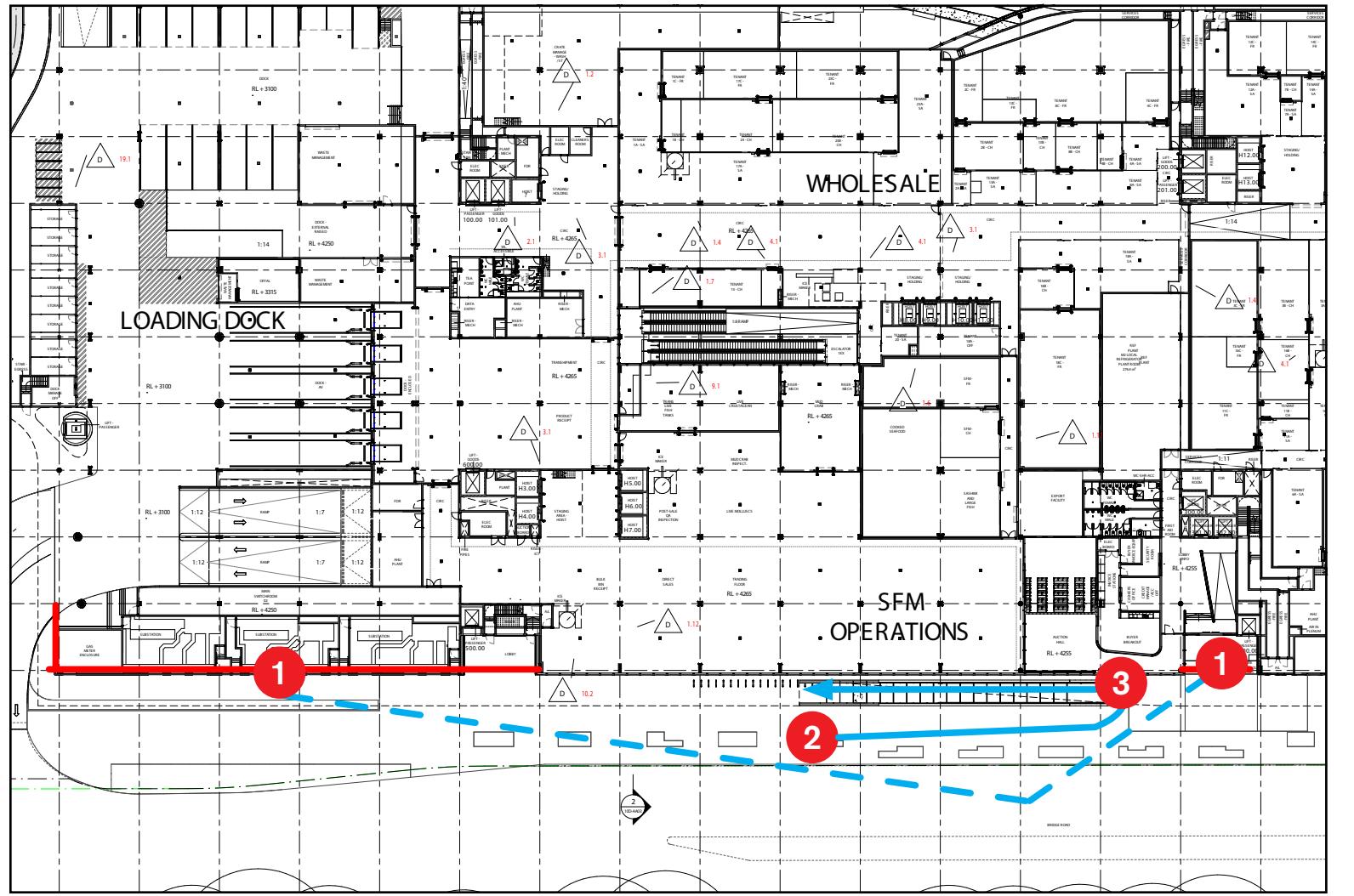
Tourism (international overnight)**Tourism (domestic overnight and day trippers)**



USER ARRIVING BY CAR



USER ARRIVING BY DROP-OFF



1 S1

Building ID

2 S2

External Drop Off

3 S2

External Entry Signage

4 G3

Placemaking Graphic

5 S12

Glazing Graphic

Identification

Identification

Identification

Enhance

Operational

We have arrived at the Sydney Fish Markets.

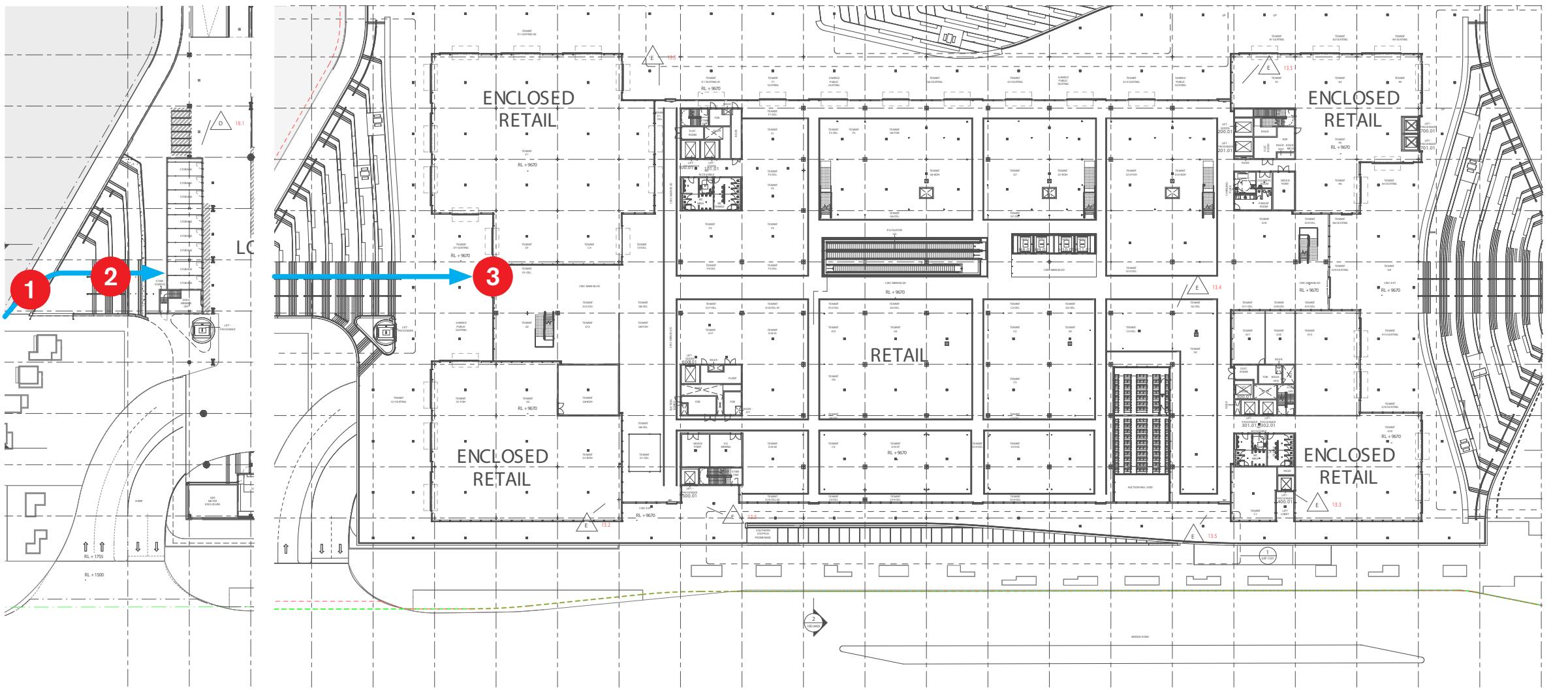
We have been dropped at point A, out of the front, I need to get back here for the pick-up.

This is where I need to go to enter the retail marketplace.

I'm excited about what this new site has to offer.

This is where the retail marketplace begins.

USER ARRIVING BY PEDESTRIAN ROUTES



Identification

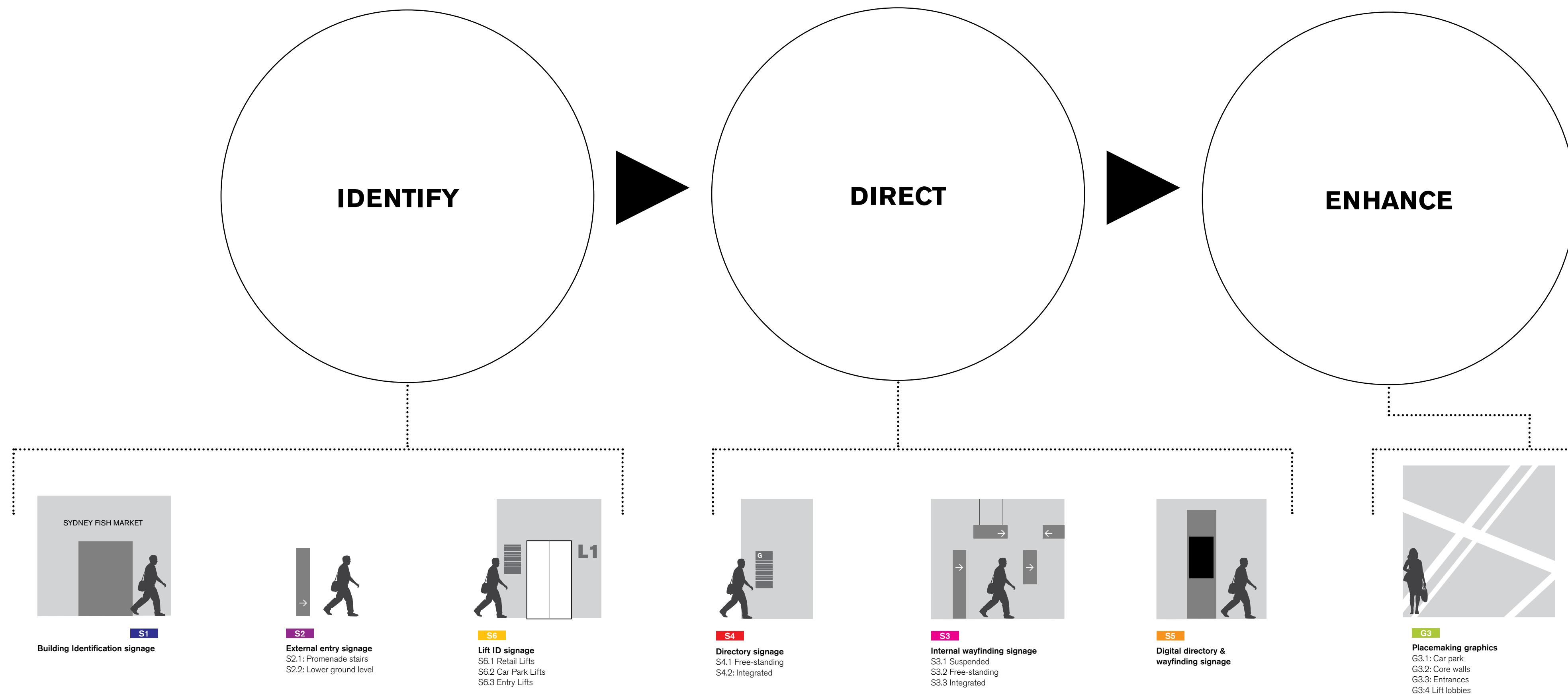
I have arrived at the Sydney Fish Markets.

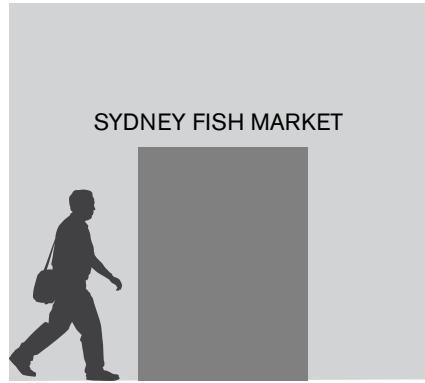
I'm excited about what this new site has to offer.

This is where the retail marketplace begins.

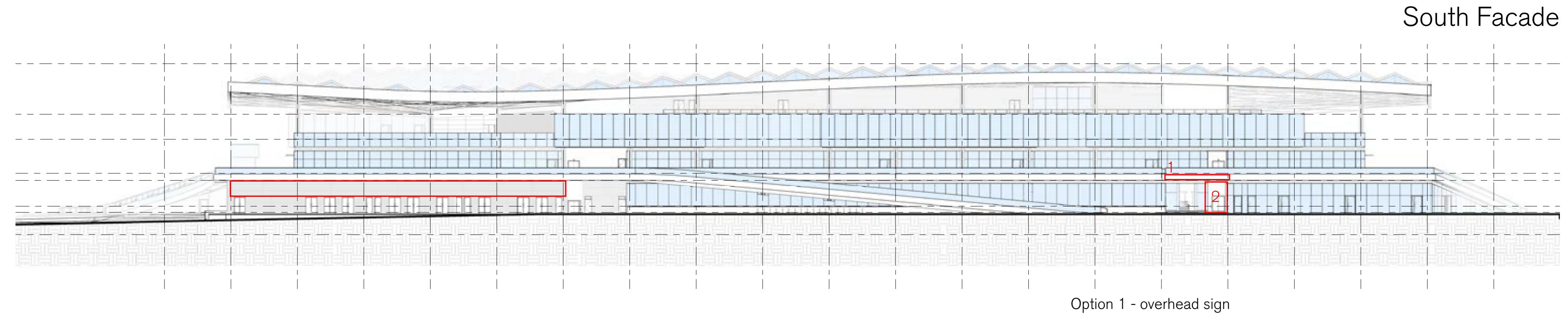
Enhance

Operational





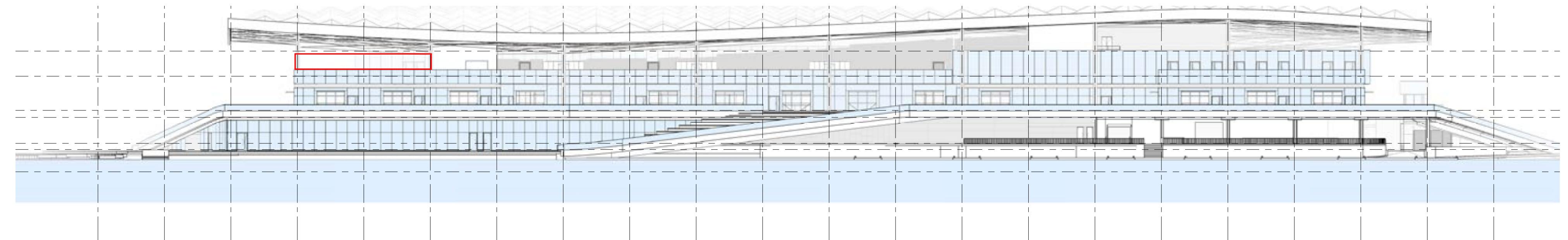
S1
Building Identification signage



Option 1 - overhead sign

Option 2 - modified version of
the south western ID on full
height louvers

North Facade





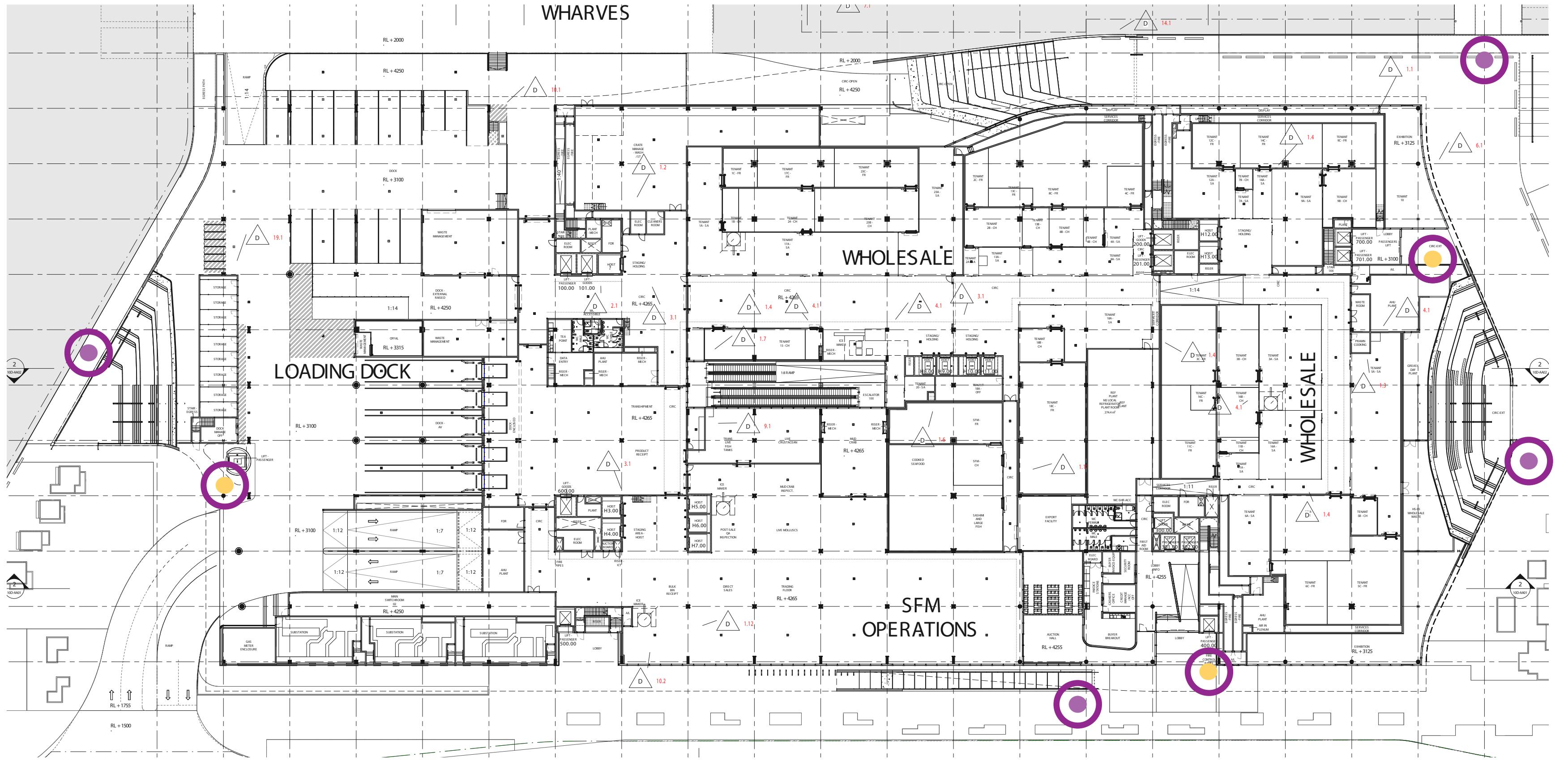
S2

External entry signage

S2.1: Promenade stairs

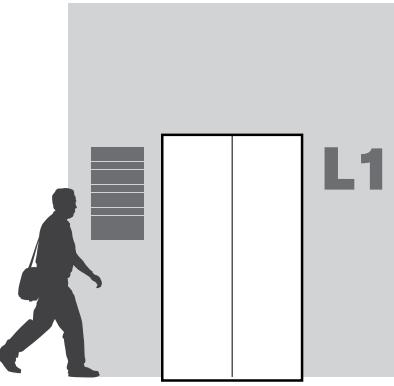
S2.2: Lower ground level

S2.3: Digital

Level L0

S2.3 Digital – Reference

TO IDENTIFY



S6

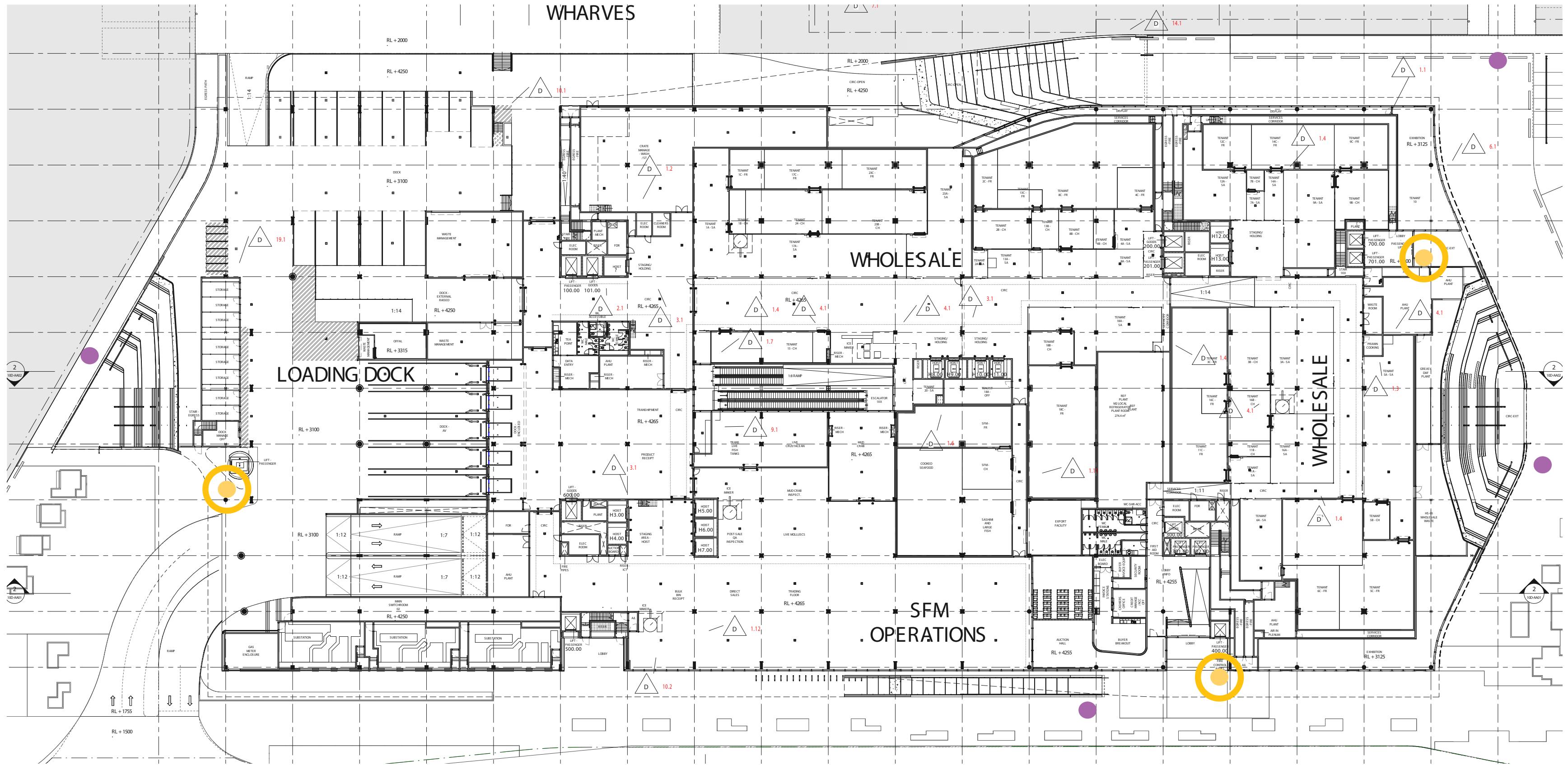
Lift ID signage

S6.1 Retail Lifts

S6.2 Car Park Lifts

S6.3 Entry Lifts

Level L0



| 3XN approach | Alternative: Preferred | Alternative: non-English | Alternative: non-English |
|---------------------|-------------------------------|---------------------------------|---------------------------------|
| 1 | M - Mezzanine | M - Mezzanine | M - Mezzanine |
| G1 | UG - Upper Ground | UG - Upper Ground | UG - Upper Ground |
| G2 | LG - Lower Ground | LG - Lower Ground | LG - Lower Ground |
| B | B - Car Park | B - Car Park | B - Car Park |



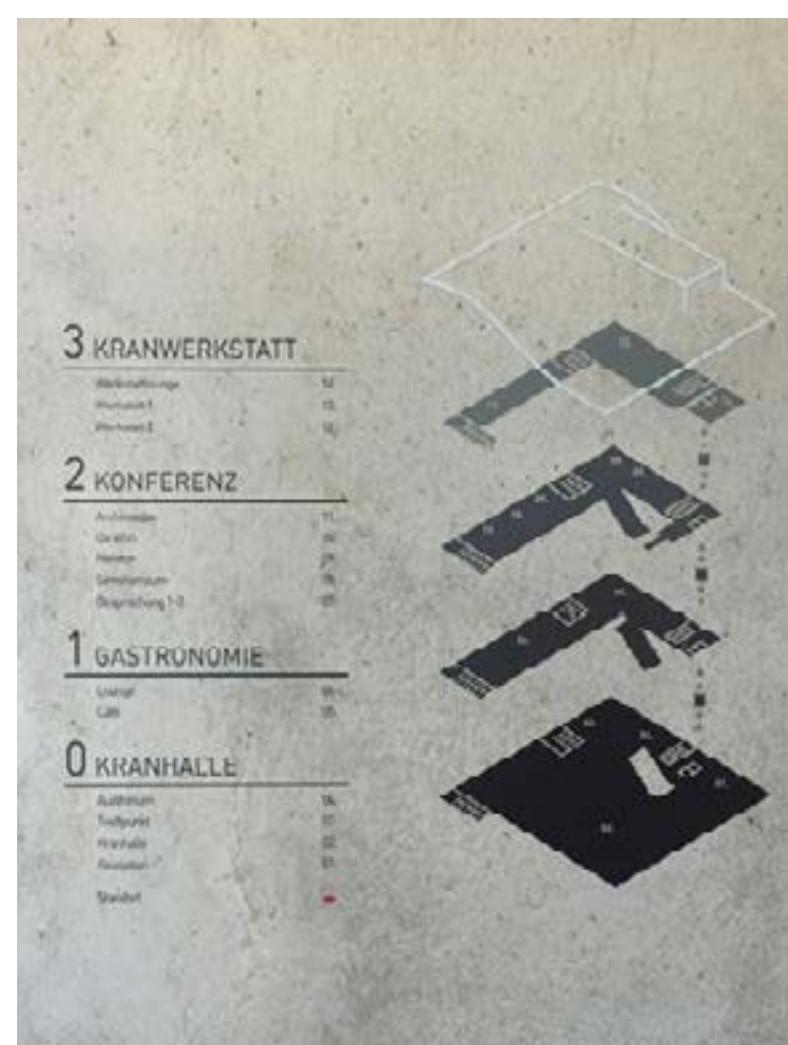
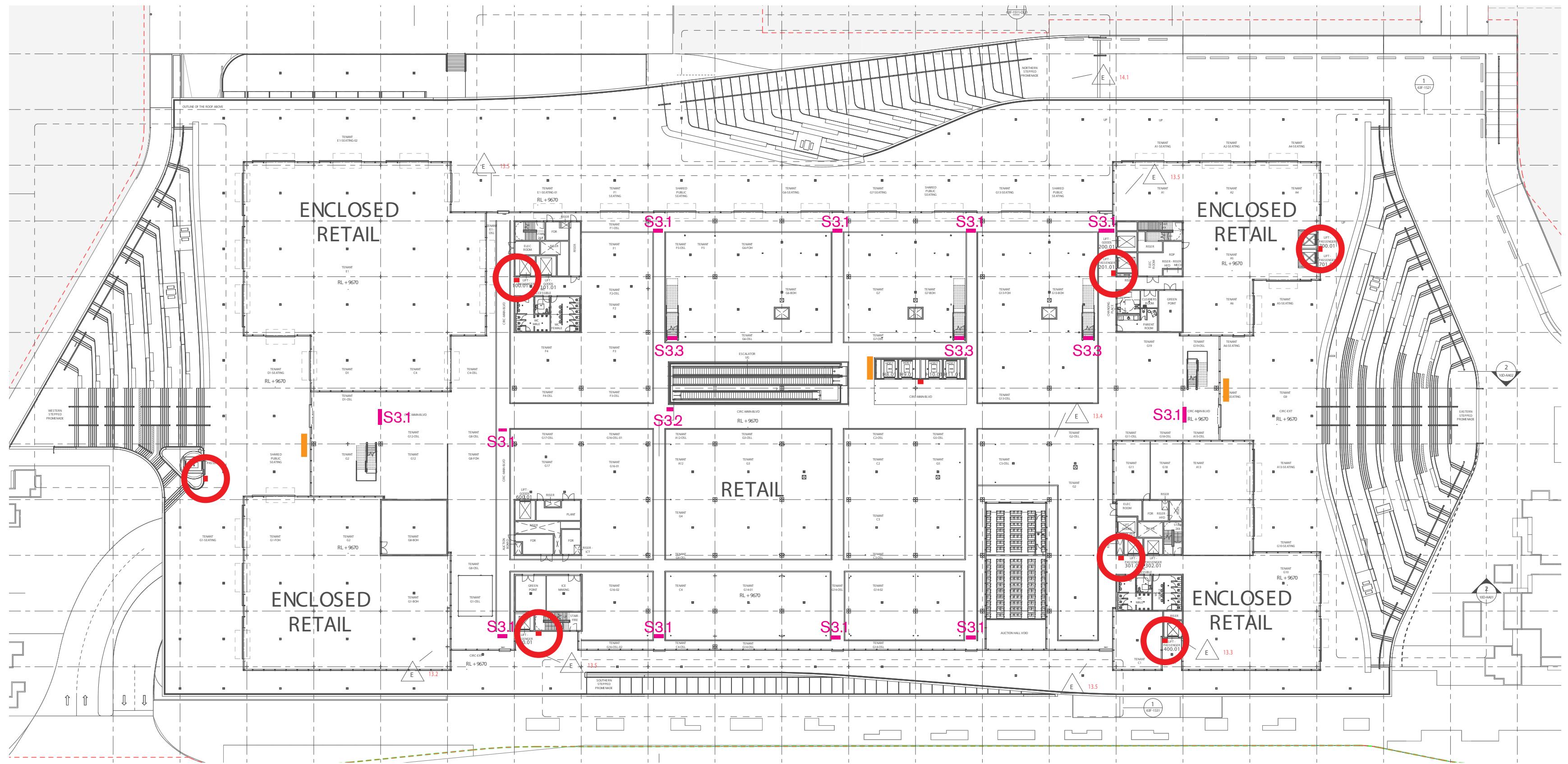
TO DIRECT



S4

Directory signage

Level L1



| Basement | Lower Ground | Upper Ground | Mezzanine |
|------------|--------------------------|---------------------------|------------------------|
| Car Park | Auction Floor | Fresh Seafood | Sydney Seafood School |
| EOT | Buyer's Room | Restaurants | SFM Tour Meeting Point |
| Amenities | Operational Loading Dock | Stairs to Outdoor Seating | Outdoor Seating |
| Travelator | Wholesale Operations | Amenities | SFM Offices |
| Lifts | Exhibition | Travelators | Other Tenant Offices |
| | Amenities | Lifts | Amenities |
| | Lifts | | Lifts |

TO DIRECT



S3

Internal wayfinding signage

S3.1 Suspended

S3.2 Free-standing

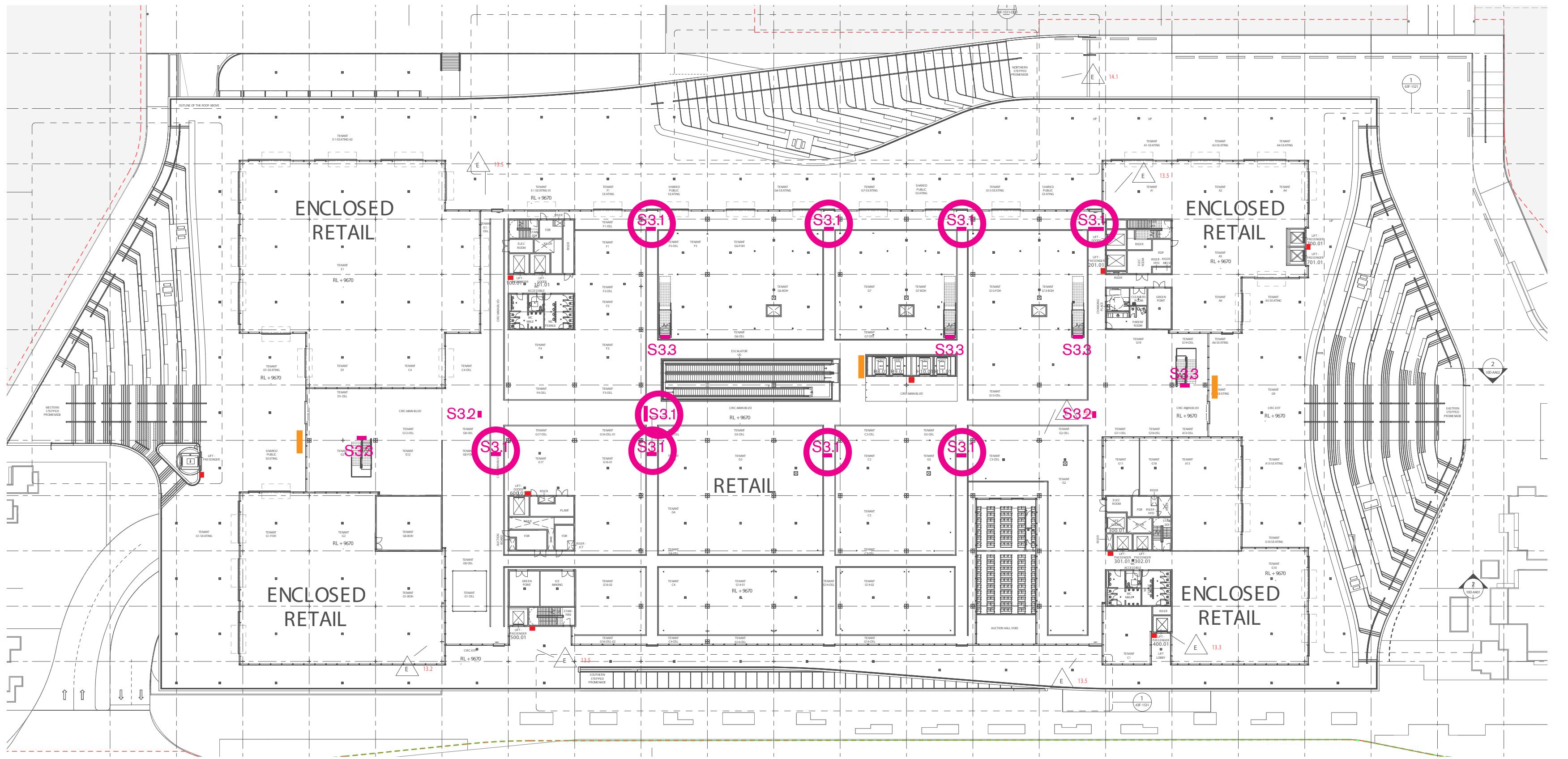
S3.3: Integrated

S3.1

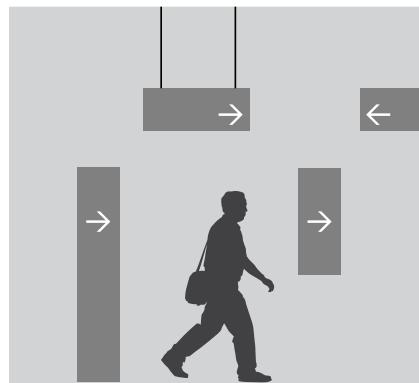
S3.2

S3.3

Level L1



TO DIRECT



S3

Internal wayfinding signage

S3.1 Suspended

S3.2 Free-standing

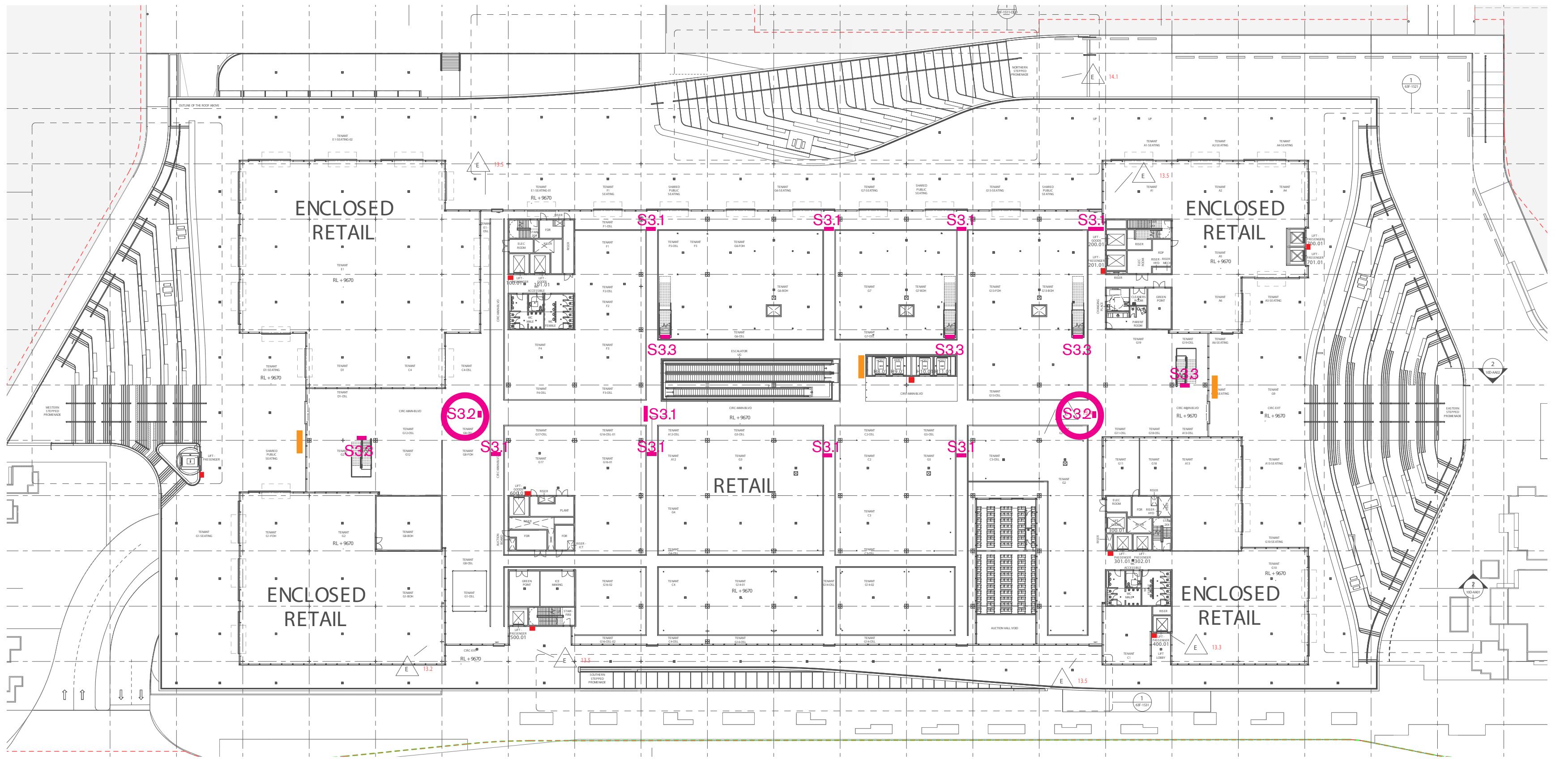
S3.3: Integrated

S3.1

S3.2

S3.3

Level L1



TO DIRECT



S3

Internal wayfinding signage

S3.1 Suspended

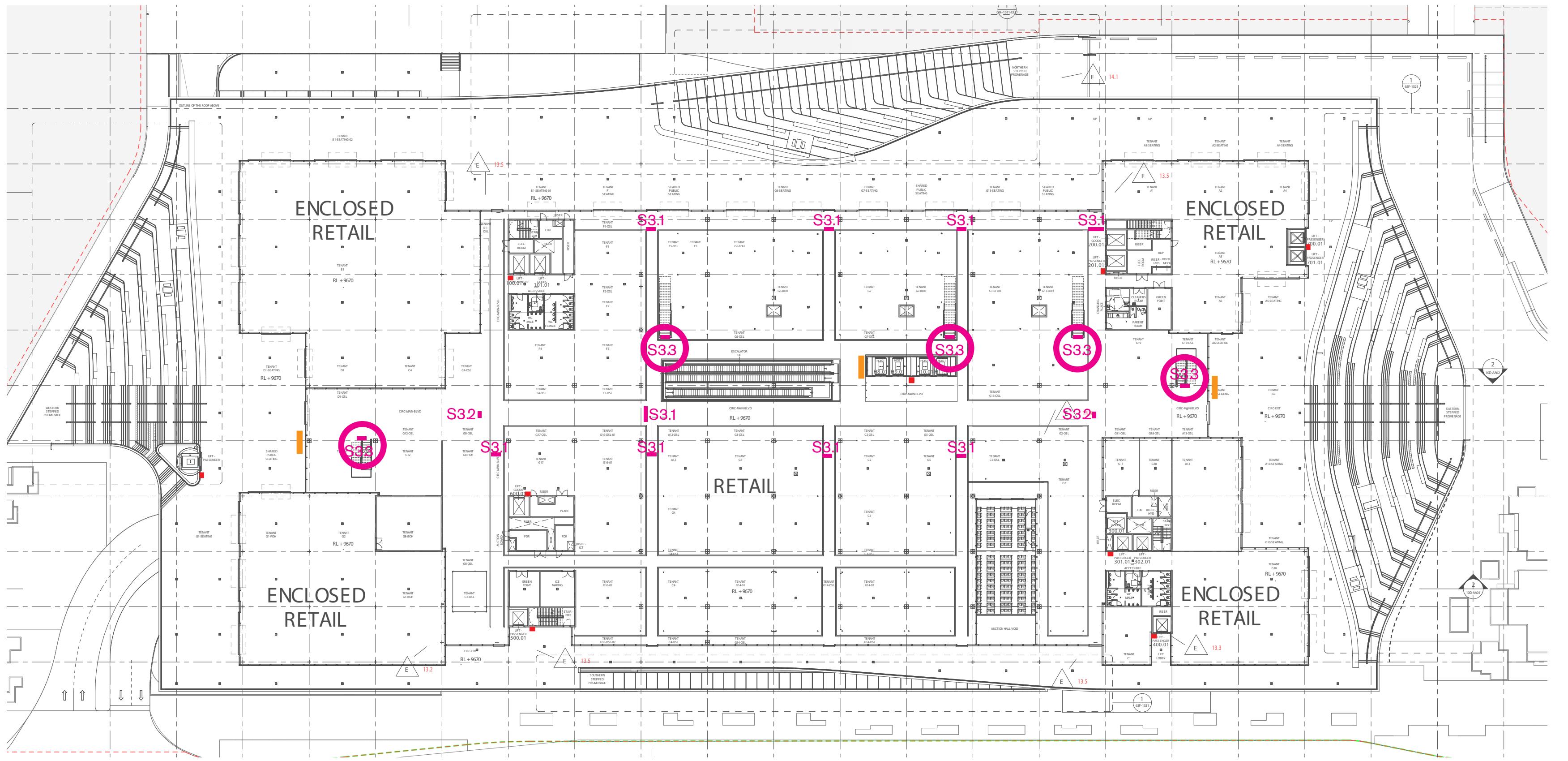
S3.2 Free-standing

S3.3: Integrated

S3.1

S3.2

S3.3



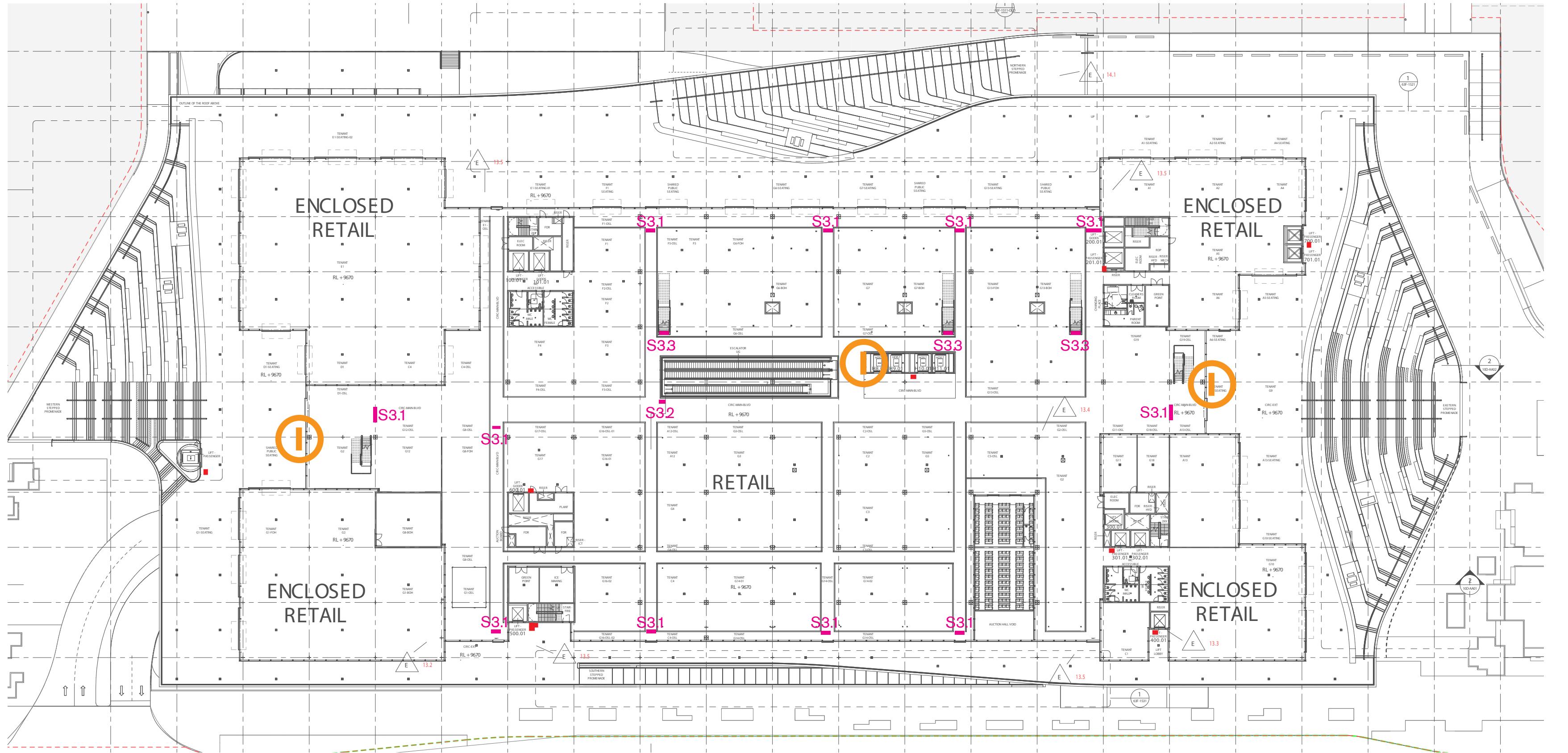
TO DIRECT



S5

Digital directory & wayfinding signage

Level L1





G3

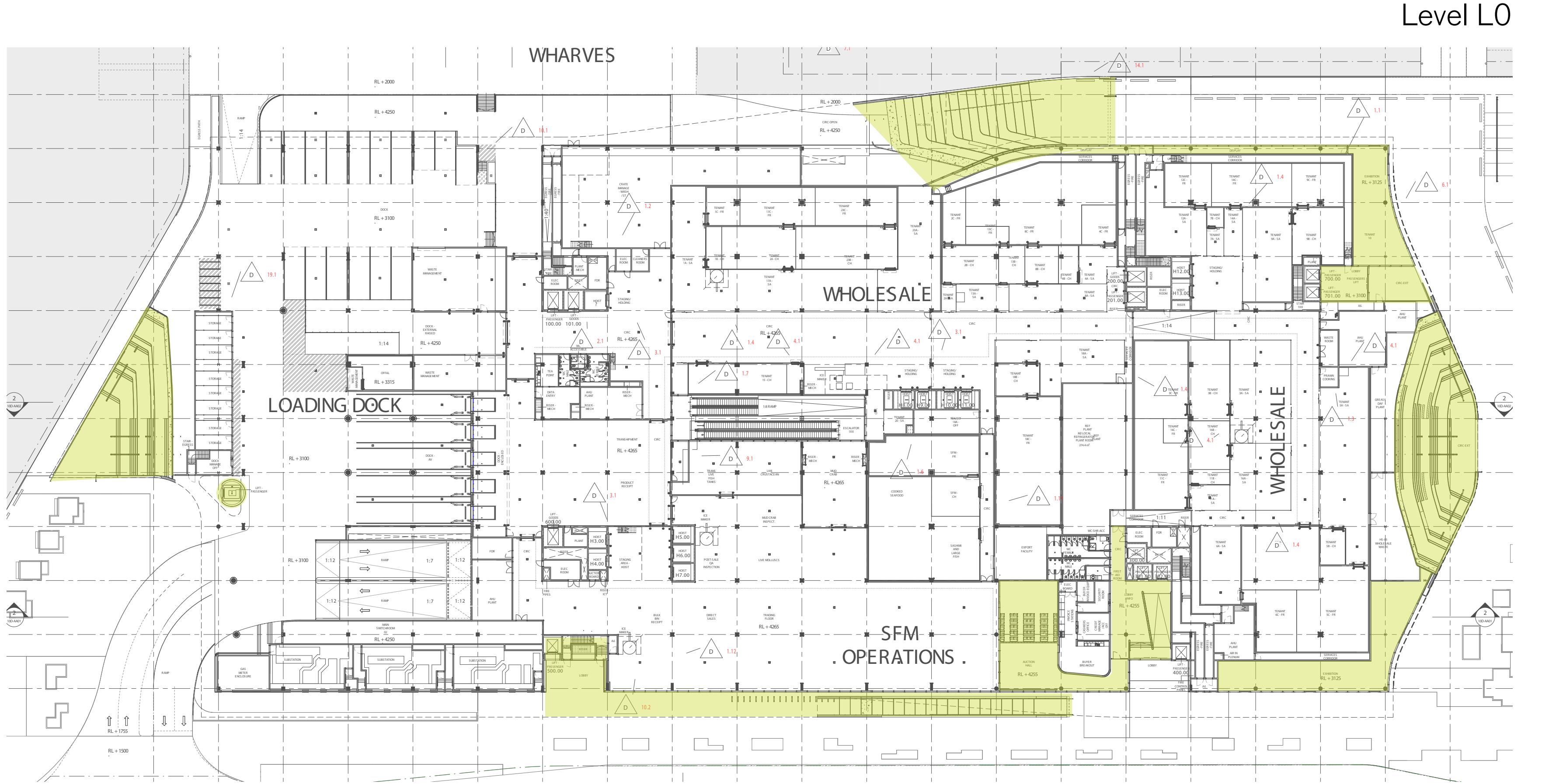
Placemaking graphics

G3.1: Car park

G3.2: Core walls

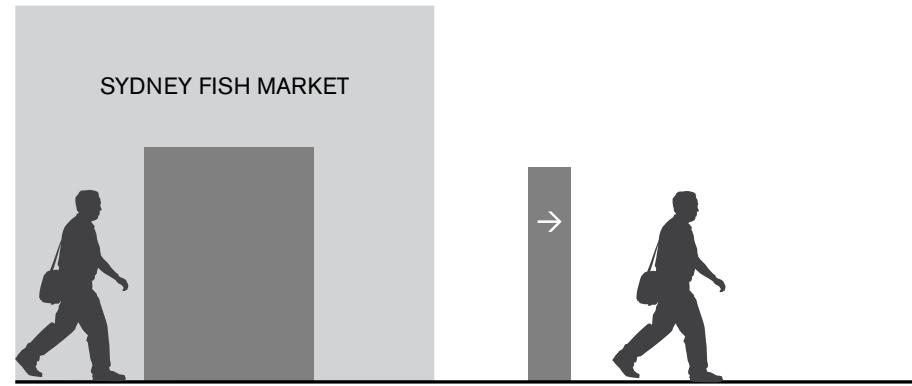
G3.3: Entrances

G3.4 Lift lobbies

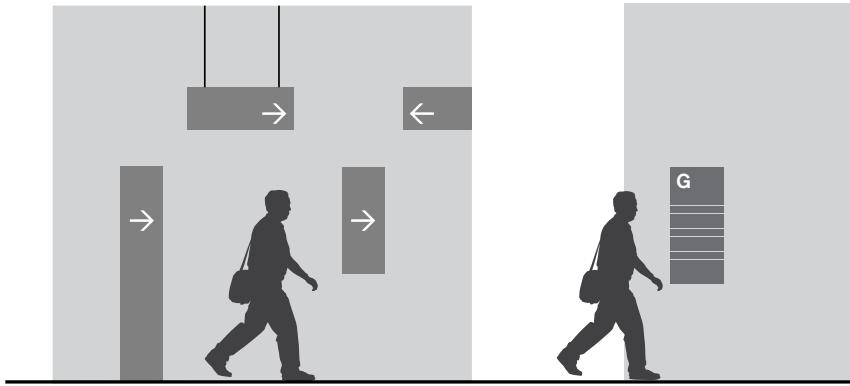


EXTERNAL

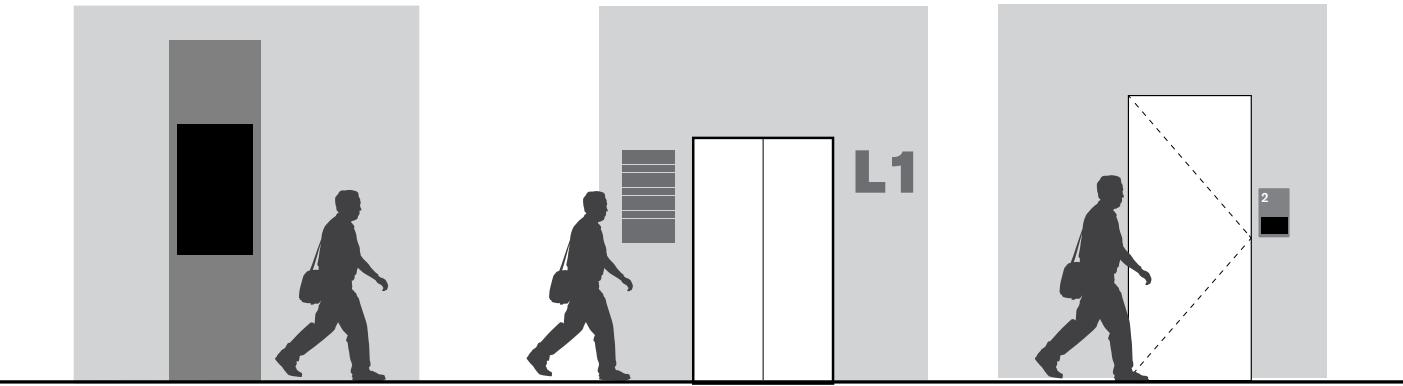
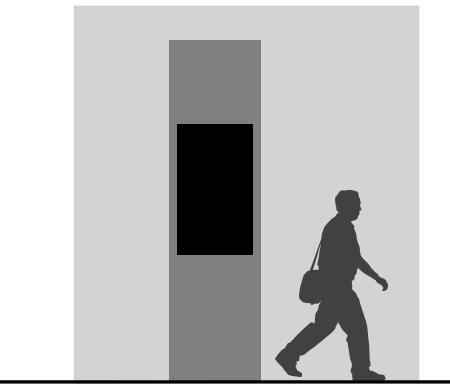
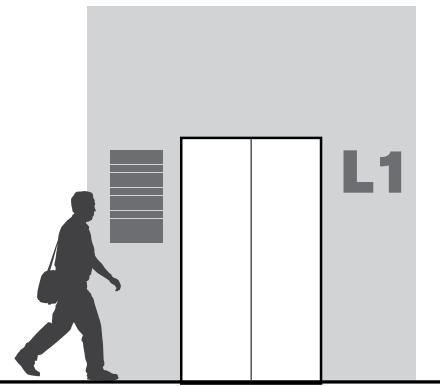
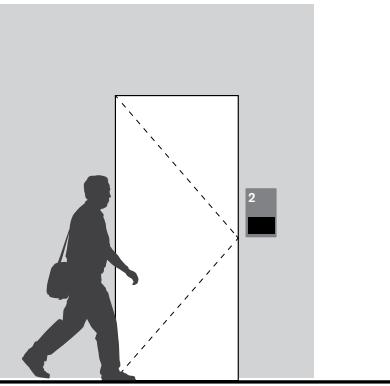
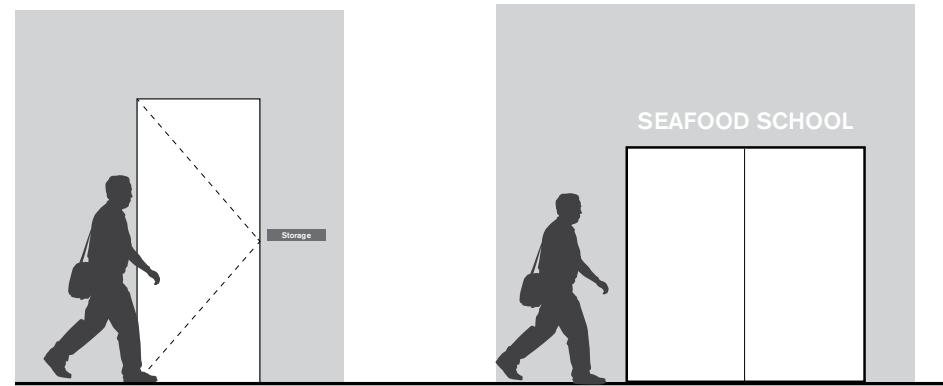
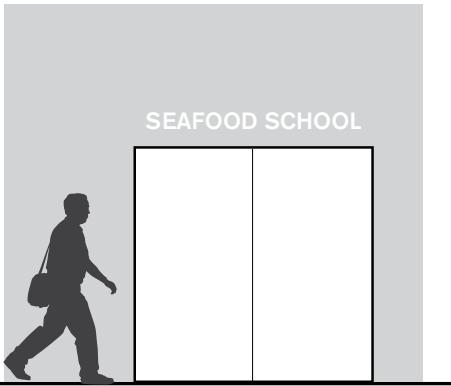
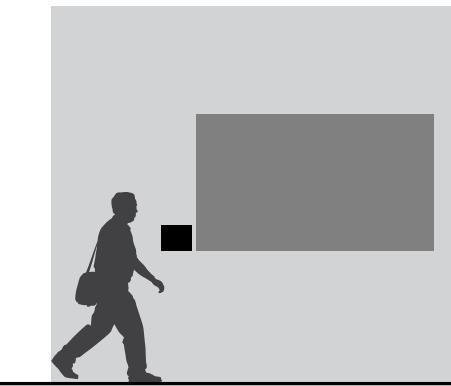
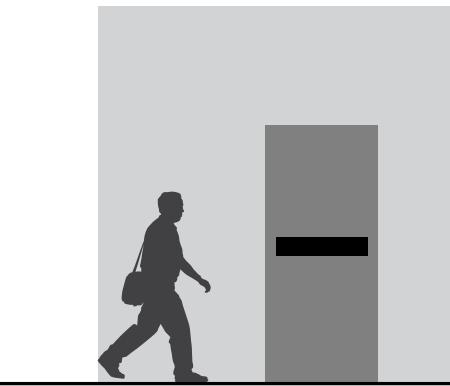
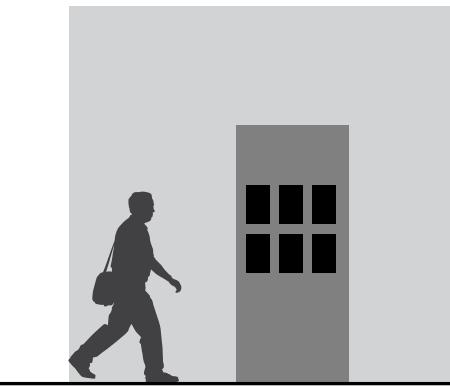
IDENTIFICATION

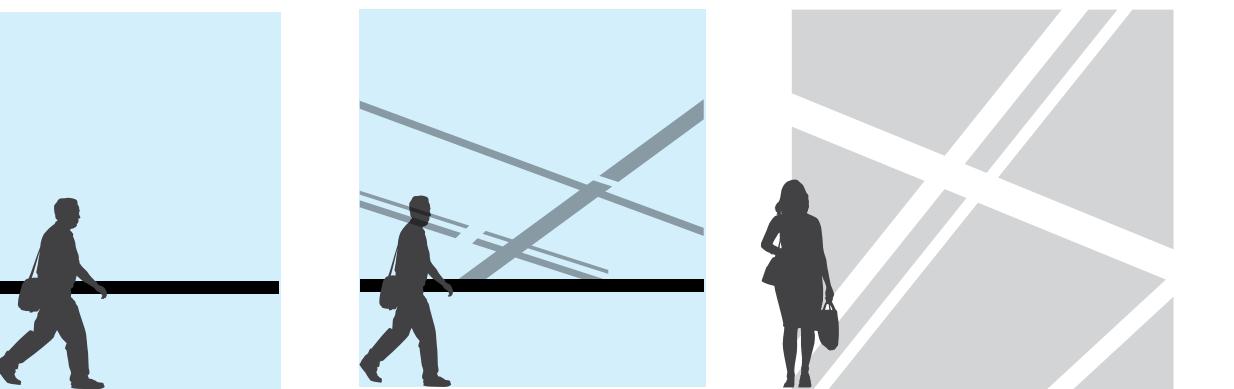
**S1**
Building Identification signage**S2**
External entry signage
S2.1 Promenade stairs
S2.2 Lower ground level
S2.3: Digital**INTERNAL**

DIRECTIONAL

**S3**
Internal wayfinding signage
S3.1 Suspended
S3.2 Free-standing
S3.3: Integrated

IDENTIFICATION

**S4**
Directory signage
S4.1 Free-standing
S4.2 Integrated**S5**
Digital directory & wayfinding signage**S6**
Lift ID signage
S6.1 Retail Lifts
S6.2 Car Park Lifts
S6.3 Entry Lifts**S7**
FOH signage
S7.1 Buyers room
S7.2 SFM office
S7.3 Sub-tenant office**S8**
BOH signage
S8.1 Food room
S8.2 SFM operations
S8.3 Wholesale operations**S9**
Key Space ID
S9.1 Exhibition spaces
S8.2 Auction room
S8.3 Seafood School**S10**
Public artwork signage**S11**
Amenity ID signage**S10**
Statutory and access signage
(in coordination with 3XN & BVN)**S12**
Information display signage
S13
Operational signage
S13.1 Waste bin signage
S13.2 No smoking signage

GRAPHICS**G1**Safety manifestation
decals**G2**

Privacy graphics

G3

Placemaking graphics
 G3.1 Car park
 G3.2 Core walls
 G3.3 Entrances
 G3.4 Lift lobbies

END OF TRIP**S14**

EOT wayfinding

S15

Locker ID

G3

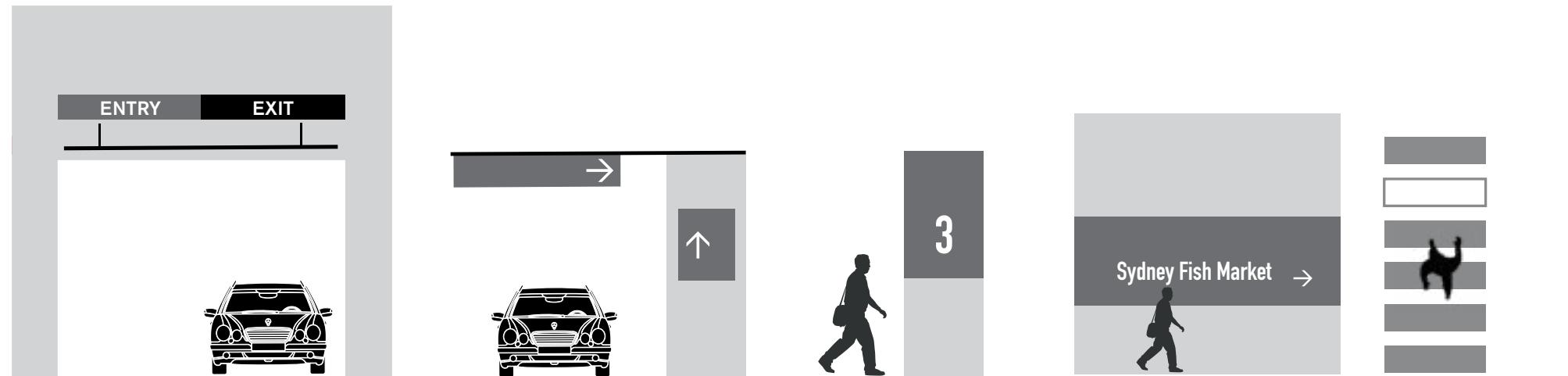
EOT amenity signage

RETAIL / TENANT

DOCUMENTED IN A DESIGN MANUAL

**R1**

Retail / tenant signage
 R1.1 Facade sign
 R1.2 Boulevard sign

CAR PARK**C1**

Car Park Identification
 C1.1 Car Park Entry
 C1.2 Entry / Exit
 C1.3 Operational
 C1.4 Loading dock

C2

Car Park Directional
 C2.1 Wall/Column Mounted
 C2.2 Static Suspended
 C2.3 Digital Suspended

C3

Column graphics

C4

Pedestrian Wayfinding
 C4.1 Wall Graphic
 C4.2 Column Mounted
 C4.3 Floor Based

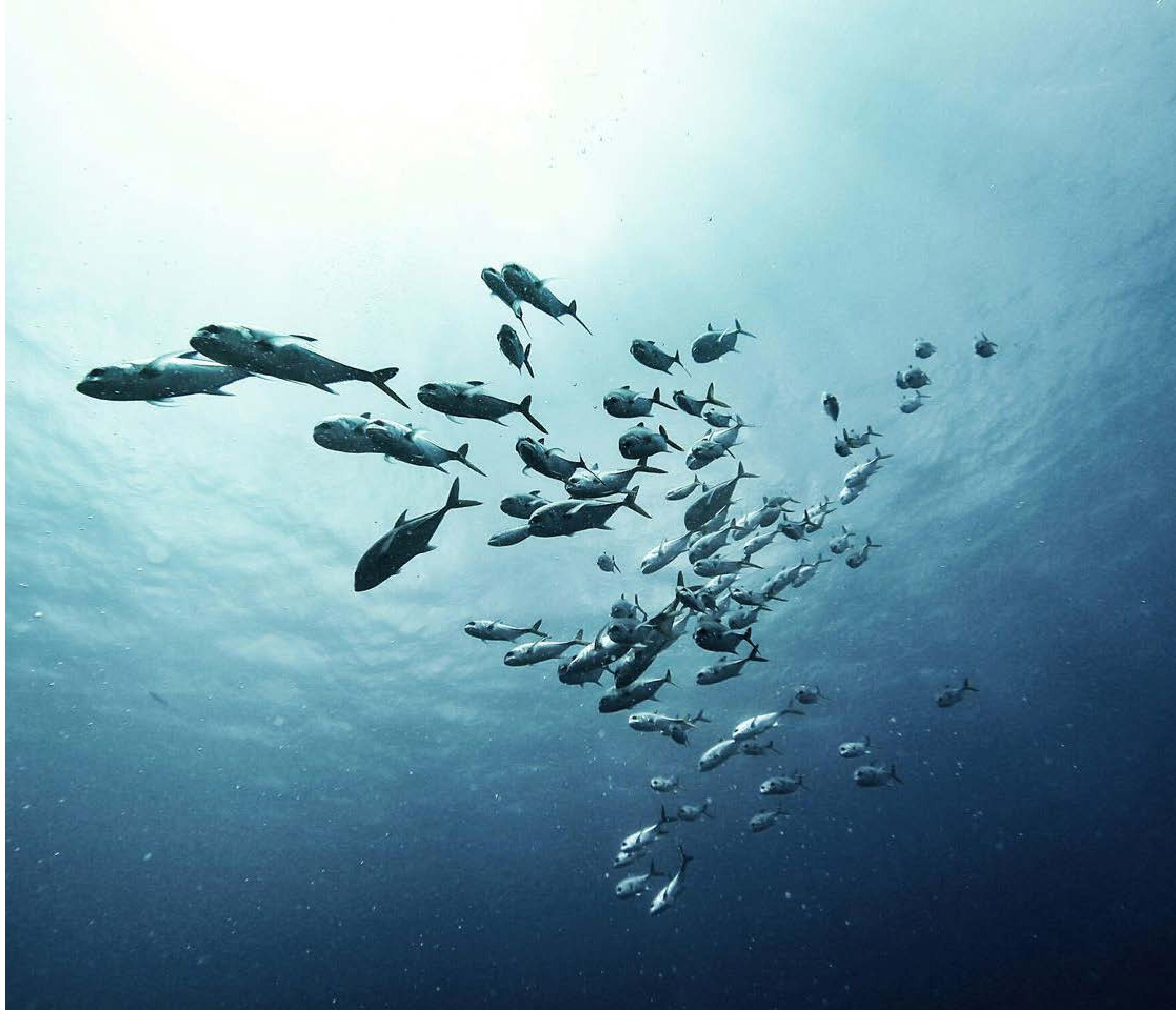
Response

The Ocean

Three quarters of the earth's surface is covered by water. The ocean is mysterious concealing billions of creatures interacting in ways that we will never fully understand.

We see the rooftop of this new iconic building acting like the rippled surface of the ocean and the activities happening within the building occurring within the underwater ocean layers.

Starting with 3XN's concept of rough to refined we have taken this idea further.





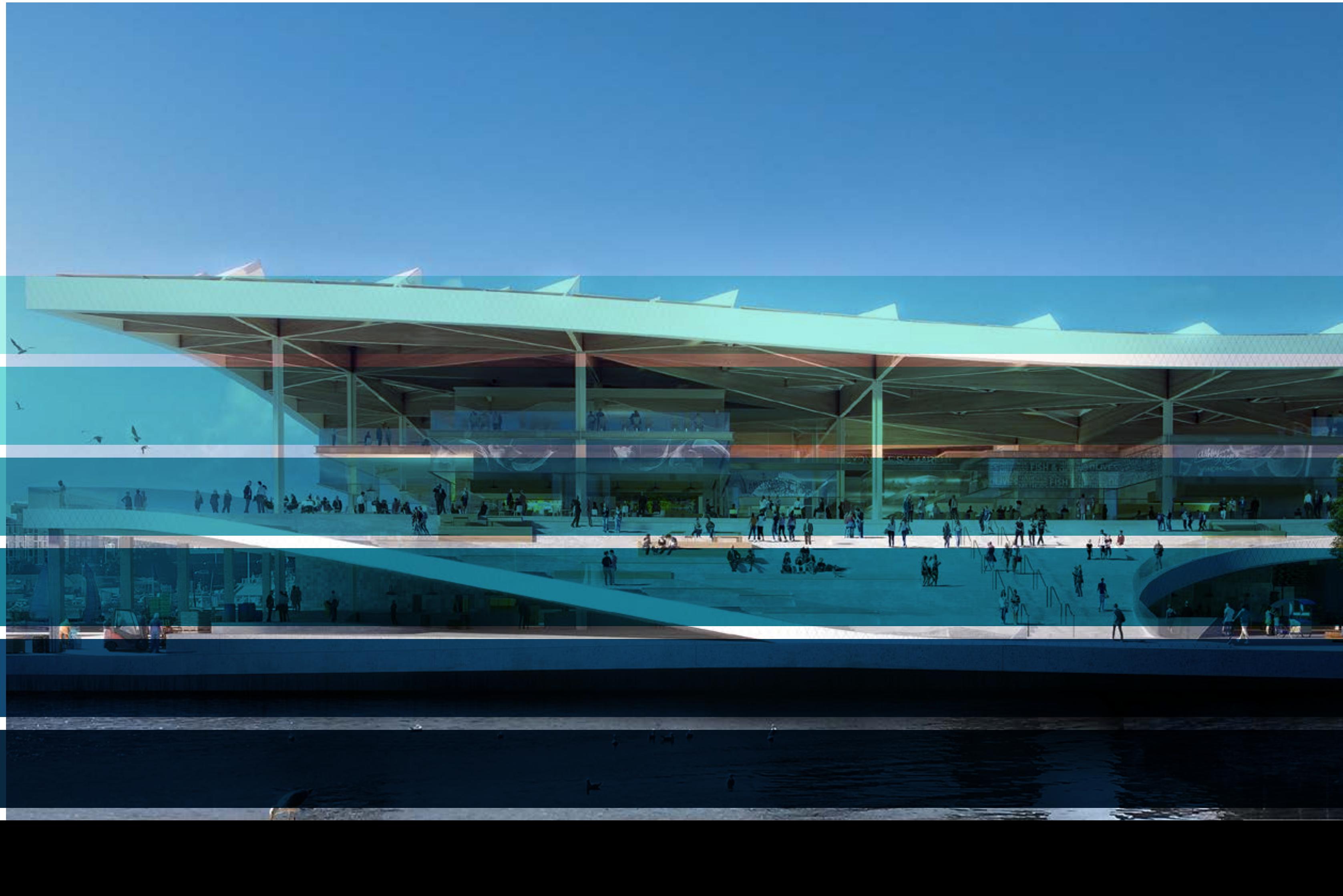
0 **Sunlight Zone**
Epipelagic

200m **Twilight Zone**
Mesopelagic

1000m **Midnight Zone**
Bathypelagic

4000m **Zero Sunlight Zone**
Abyssopelagic

10000m **Trench Zone**
Hadopelagic



The Ocean effects

1. Light to Dark

Under the sea light fades. When light travels from air into water, it slows down, causing it to change direction slightly. This change of direction is called refraction.



2. Rough to Refined

The rough and mysterious to the fine and refined.



3. Clear to Unclear

When things appear underwater they are slightly abstracted, softer and distorted.



4. Macro to Micro

The large to small

Therefore we will apply these principals to all the touch points.



**Concept
Reflection and Refraction**

Reflection and Refraction

This concept explores the patterns created when light strikes a smooth surface separating two transparent materials like the surface of the ocean, the rays no longer travel with the same speed. Since the speed of the light will be varied when it hits the interface, part of the light ray bounces off as reflection.



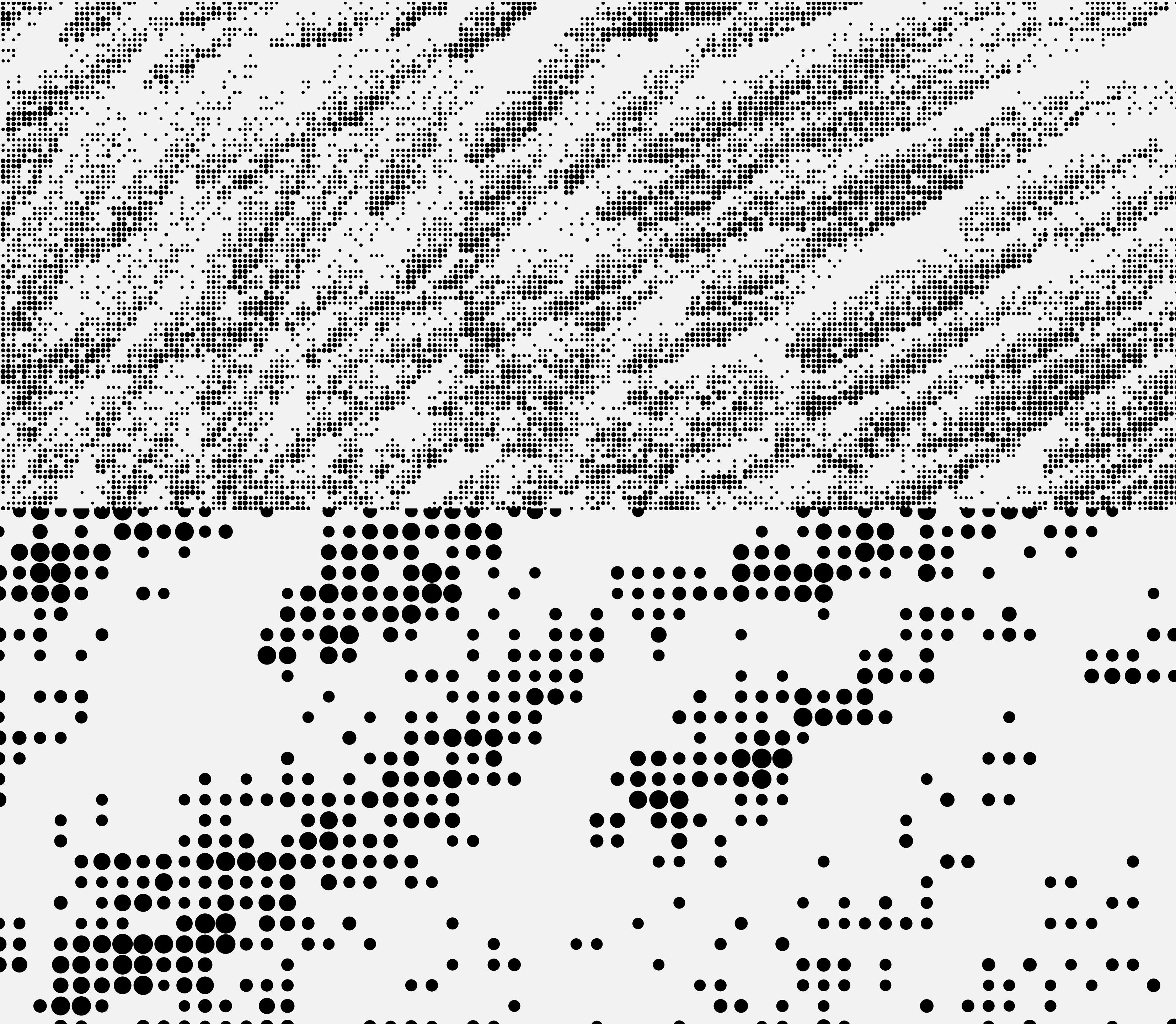
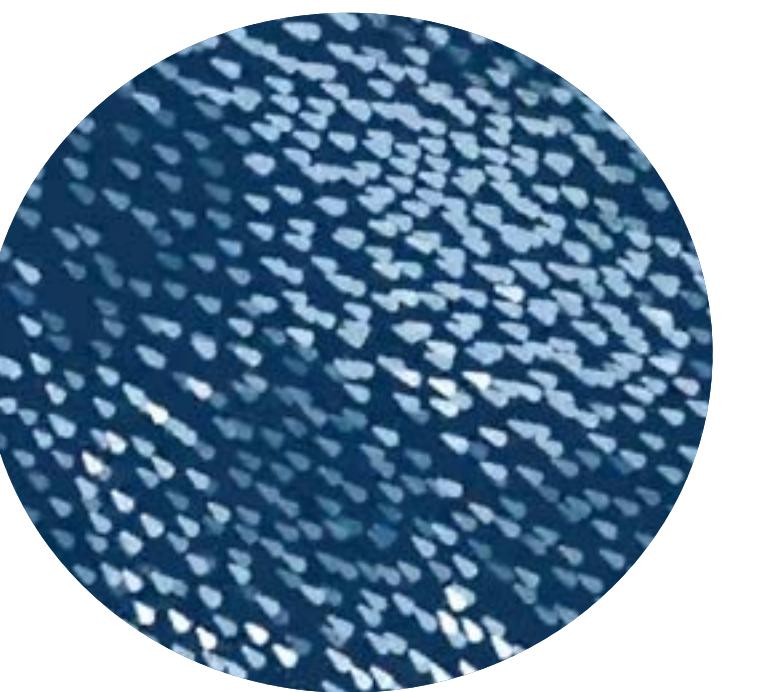
Materials that transmit and reflect light

With this option we are proposing the use of materials that reflect, refract and transmit light.
Clear glass, sandblasted star fired glass and mirror.

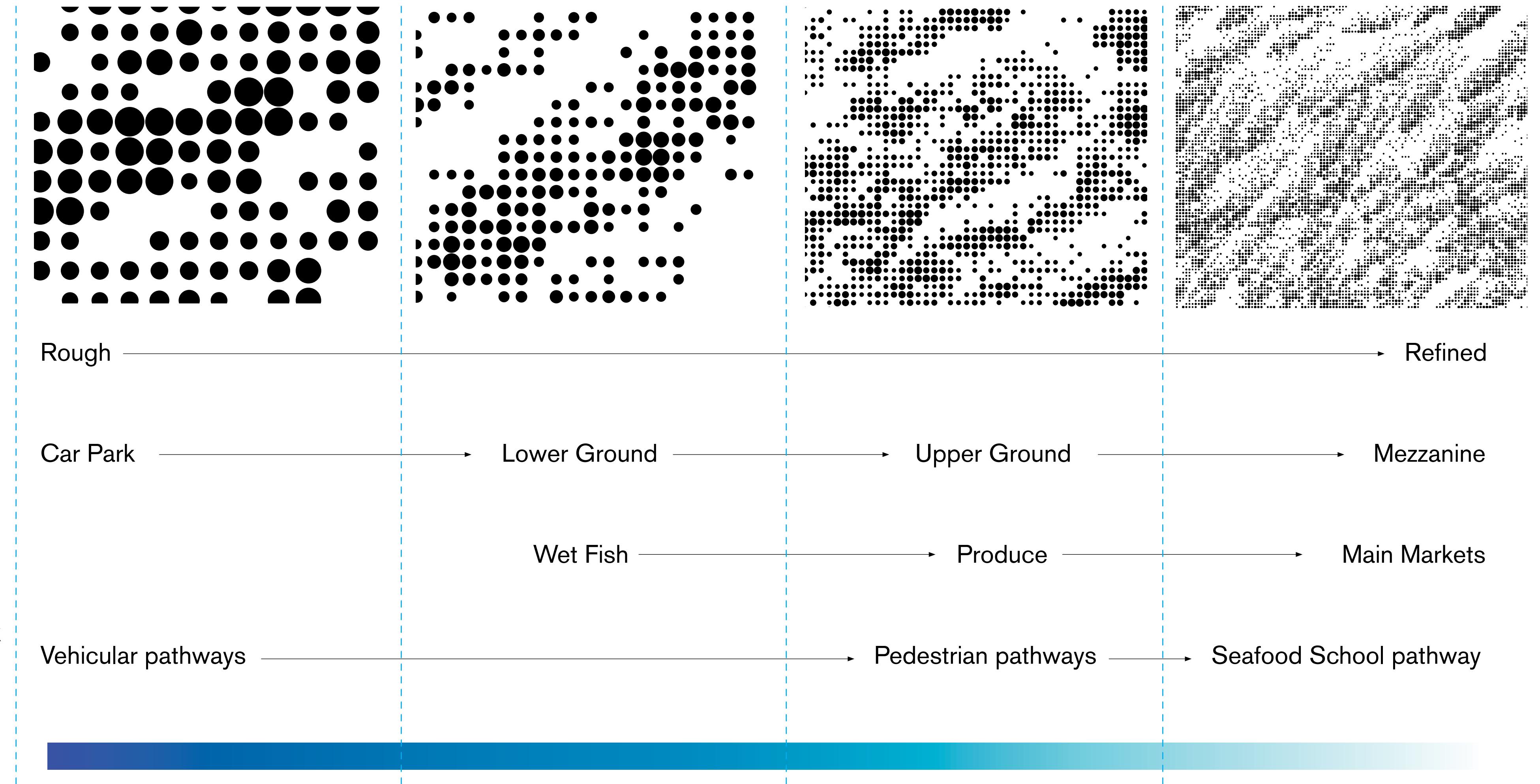


Graphic language

Graphics



**Applied graphics:
Zoning & Pathways**



Graphik Medium

Primary Font

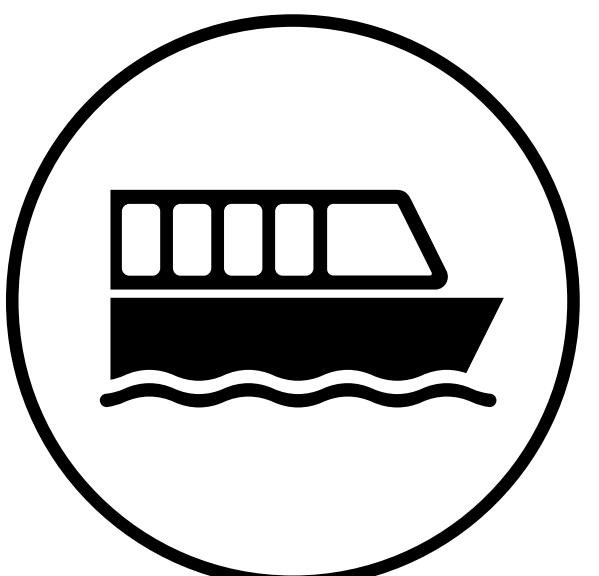
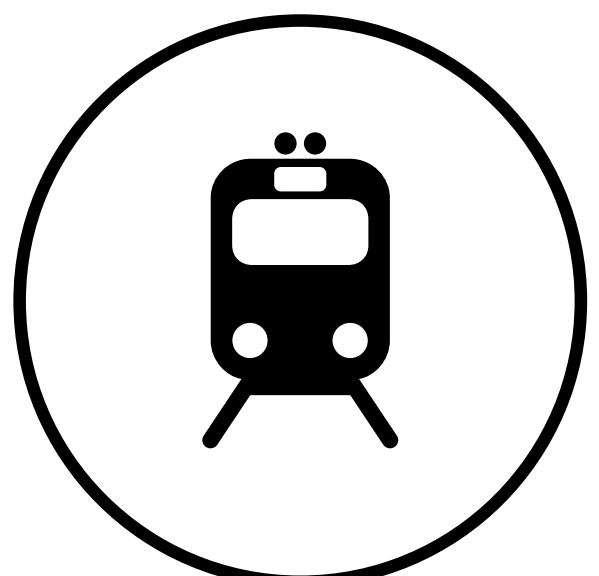
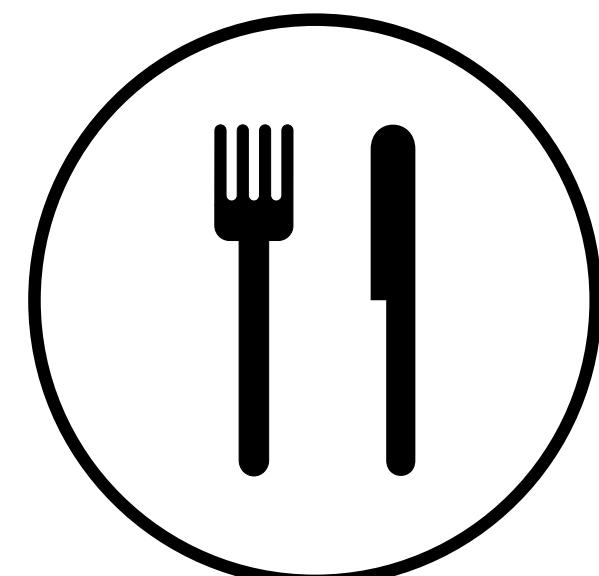
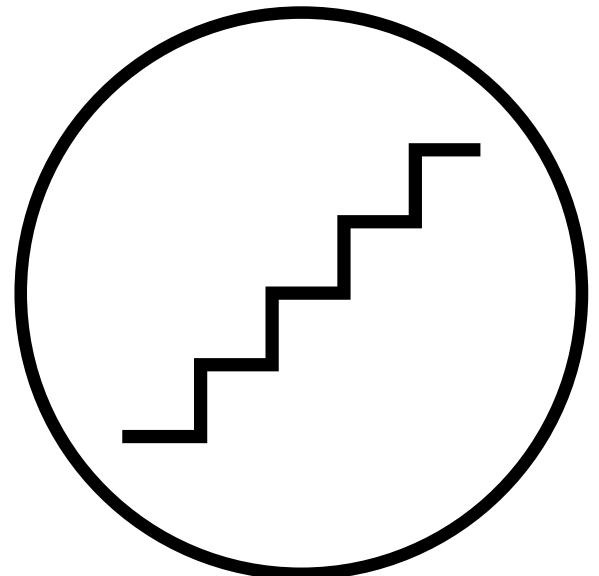
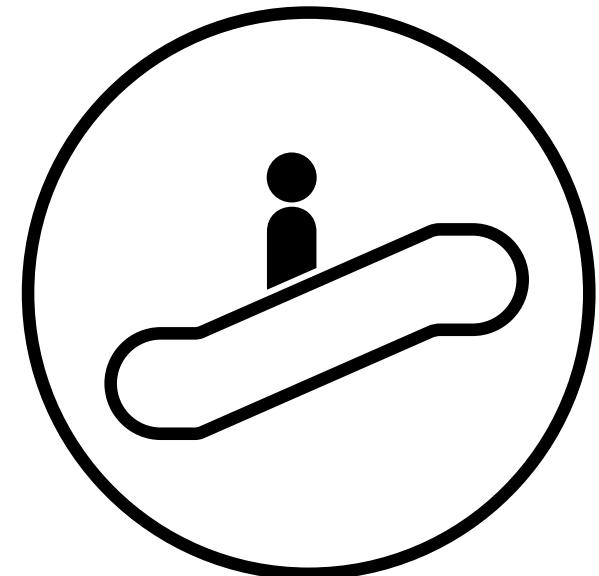
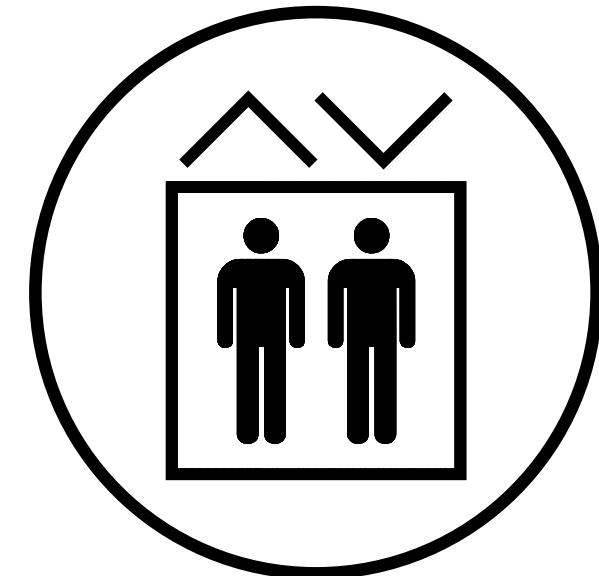
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Graphik Light

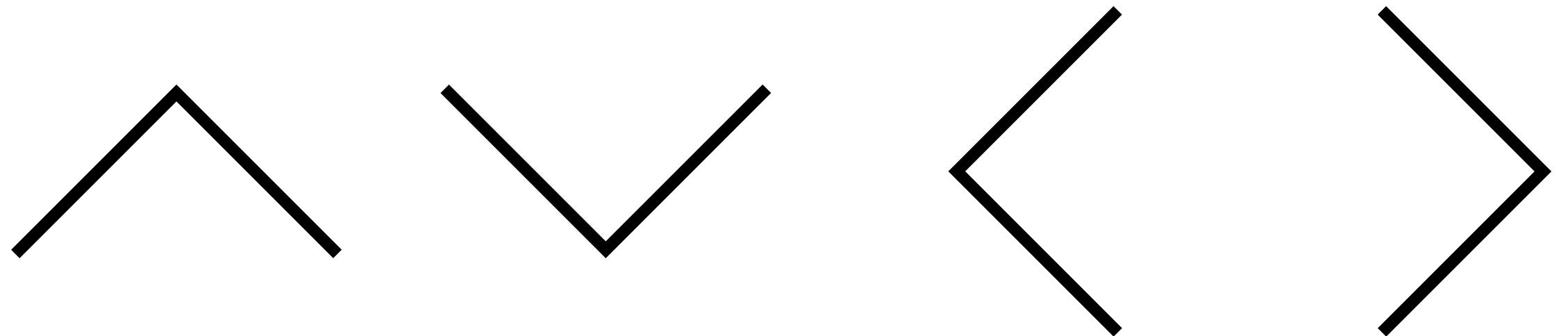
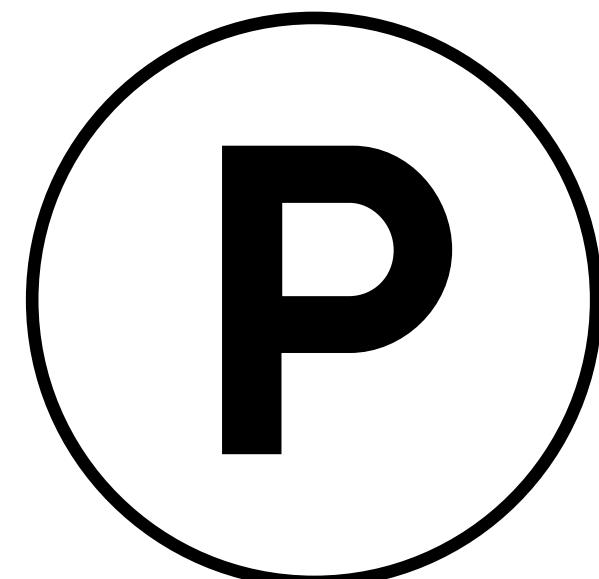
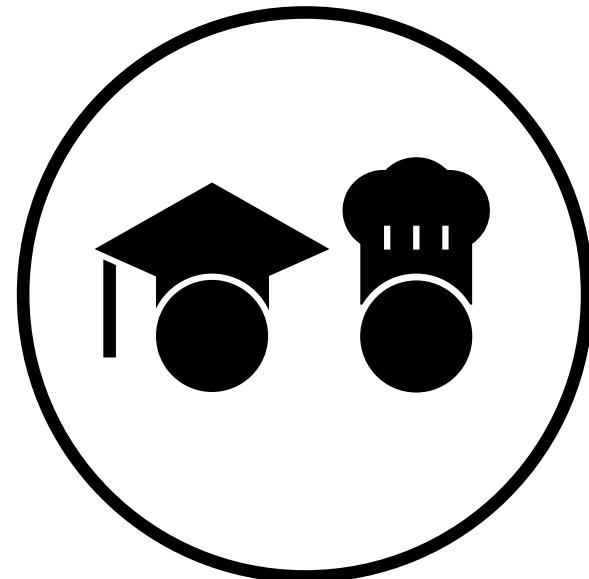
Secondary Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , + - ? ! ()

Pictogram Family
International Symbols



Pictogram Family
International Symbols



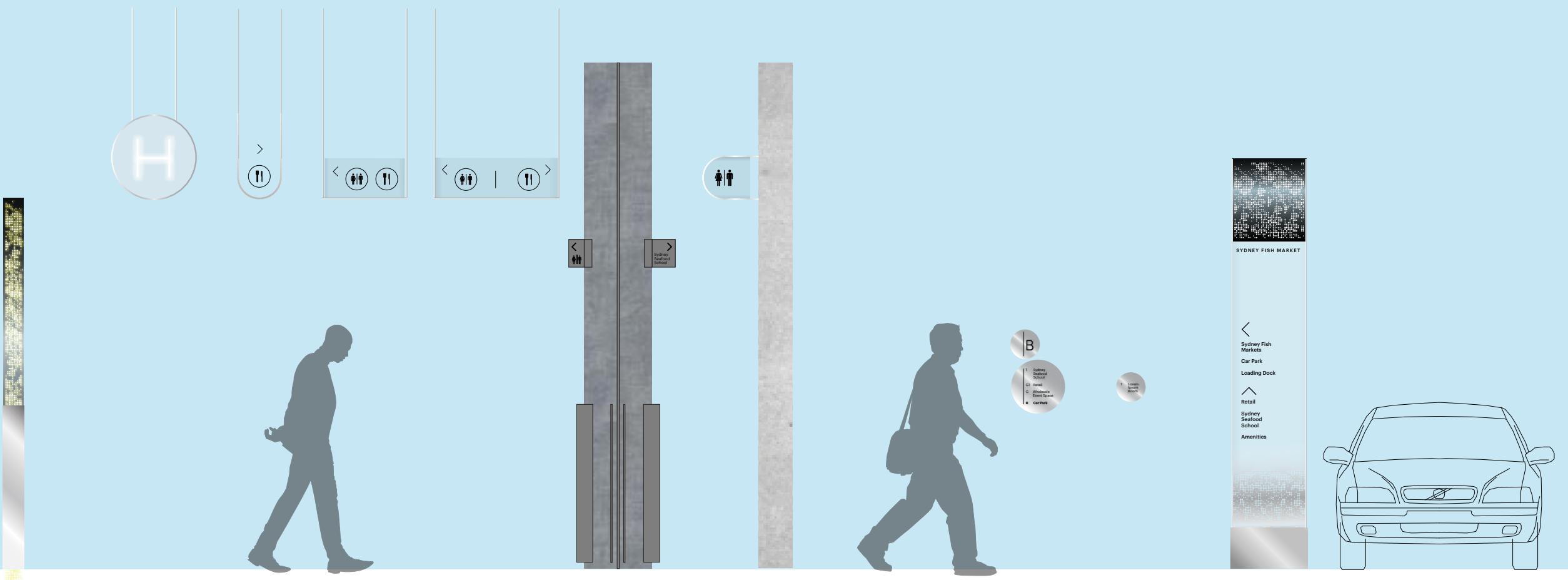
Sign family



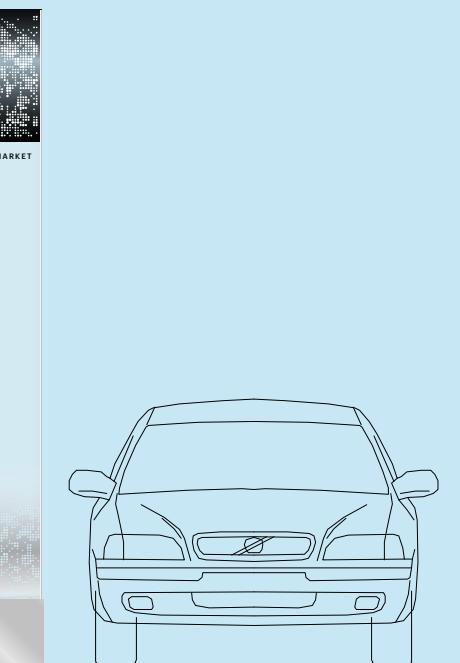
DIRECTORY



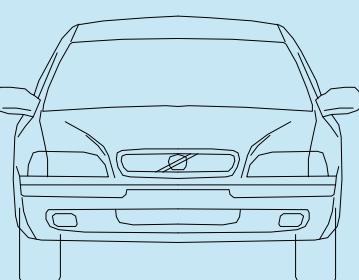
TOTEM



DIRECTIONAL

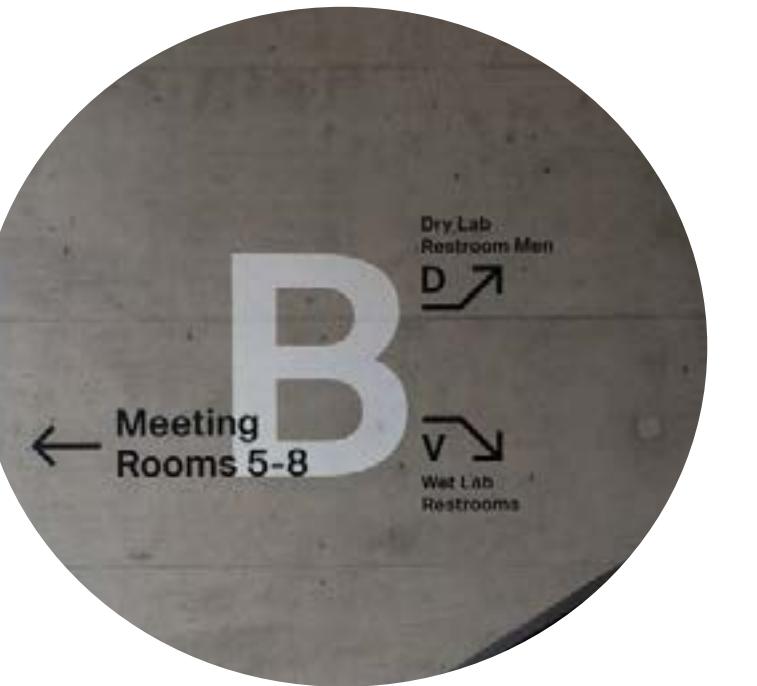


OPERATIONAL



CAR PARK

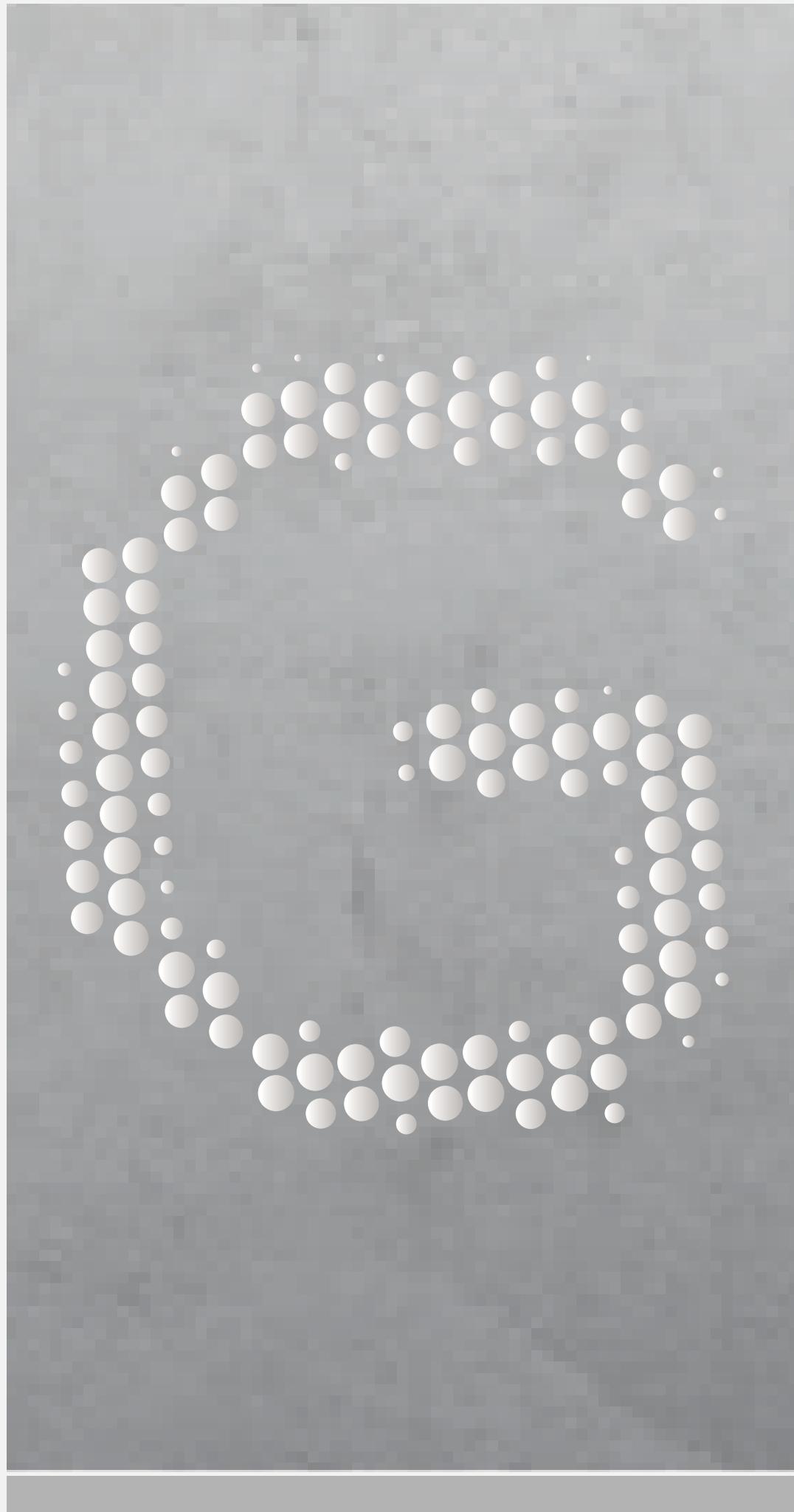
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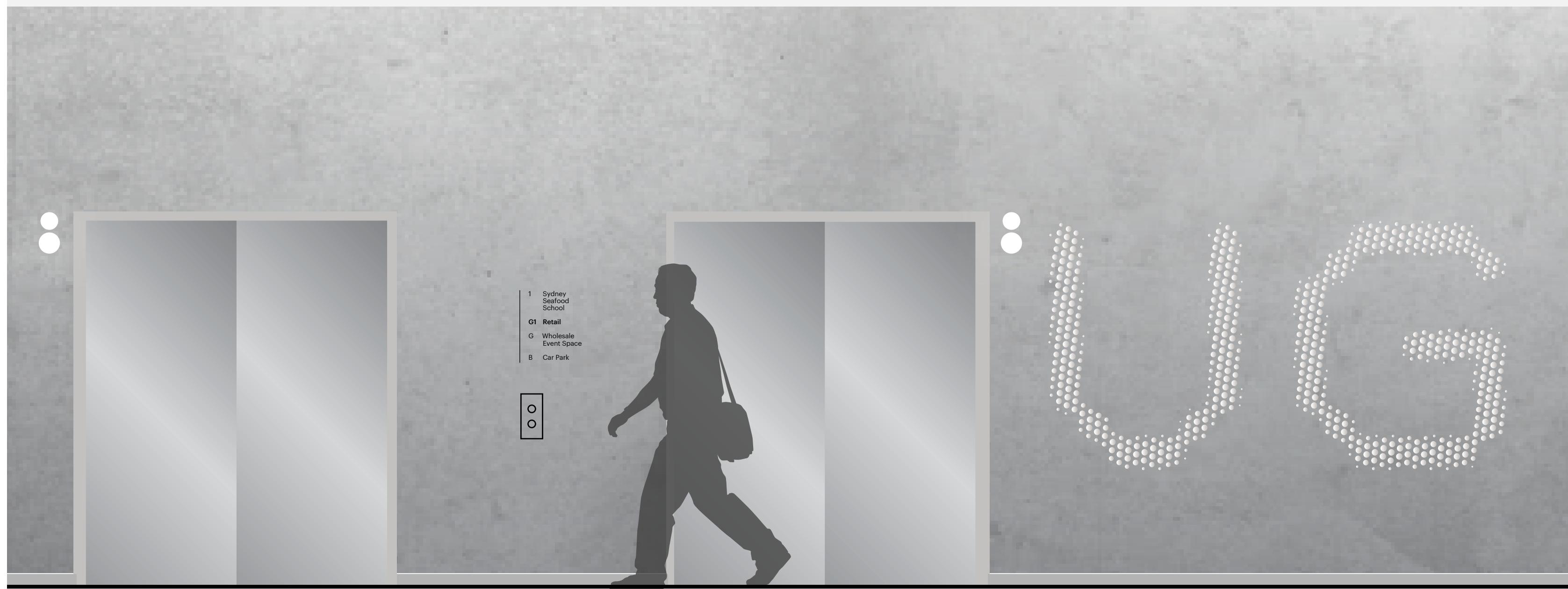
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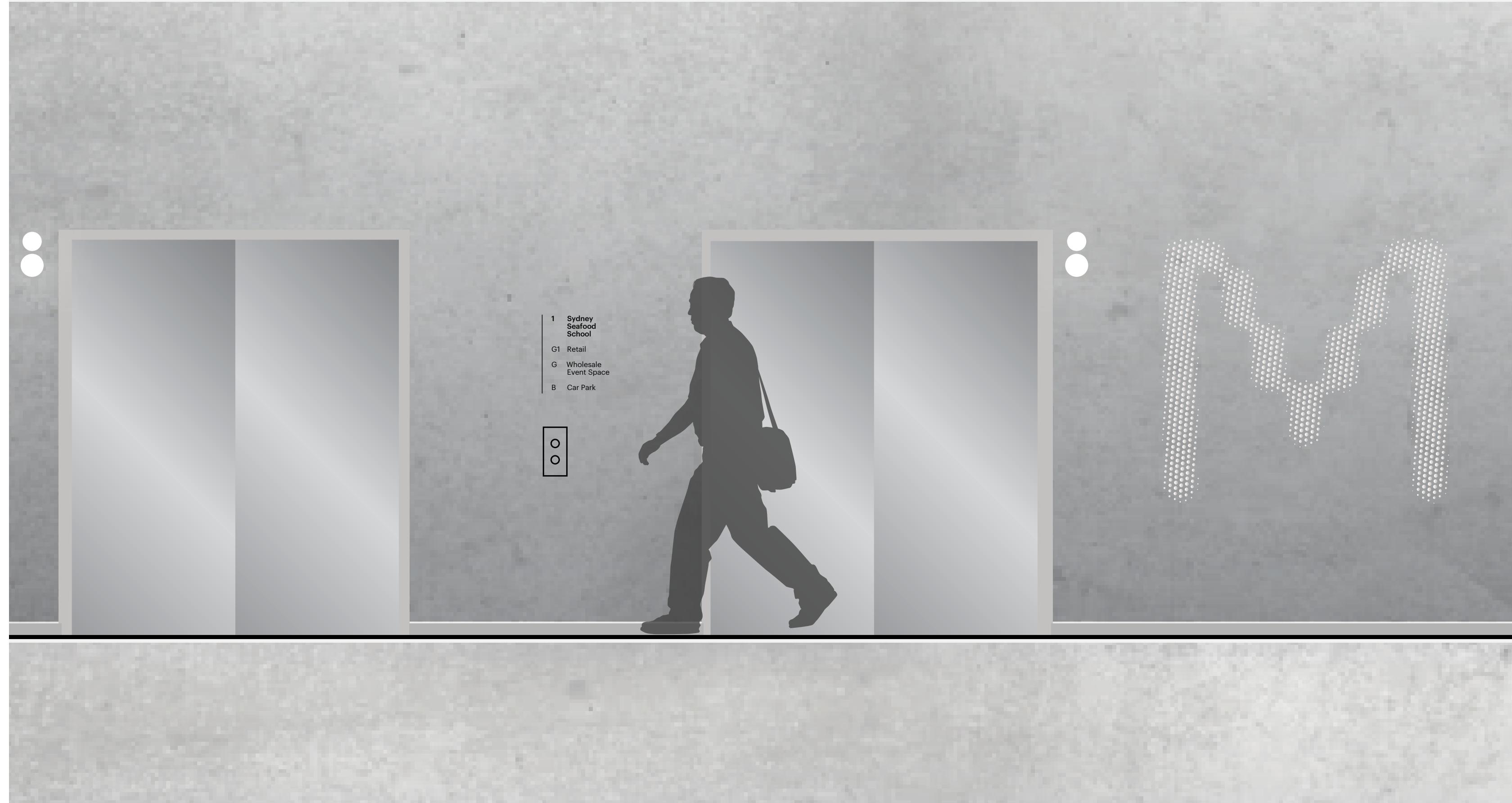
Directory



Directory

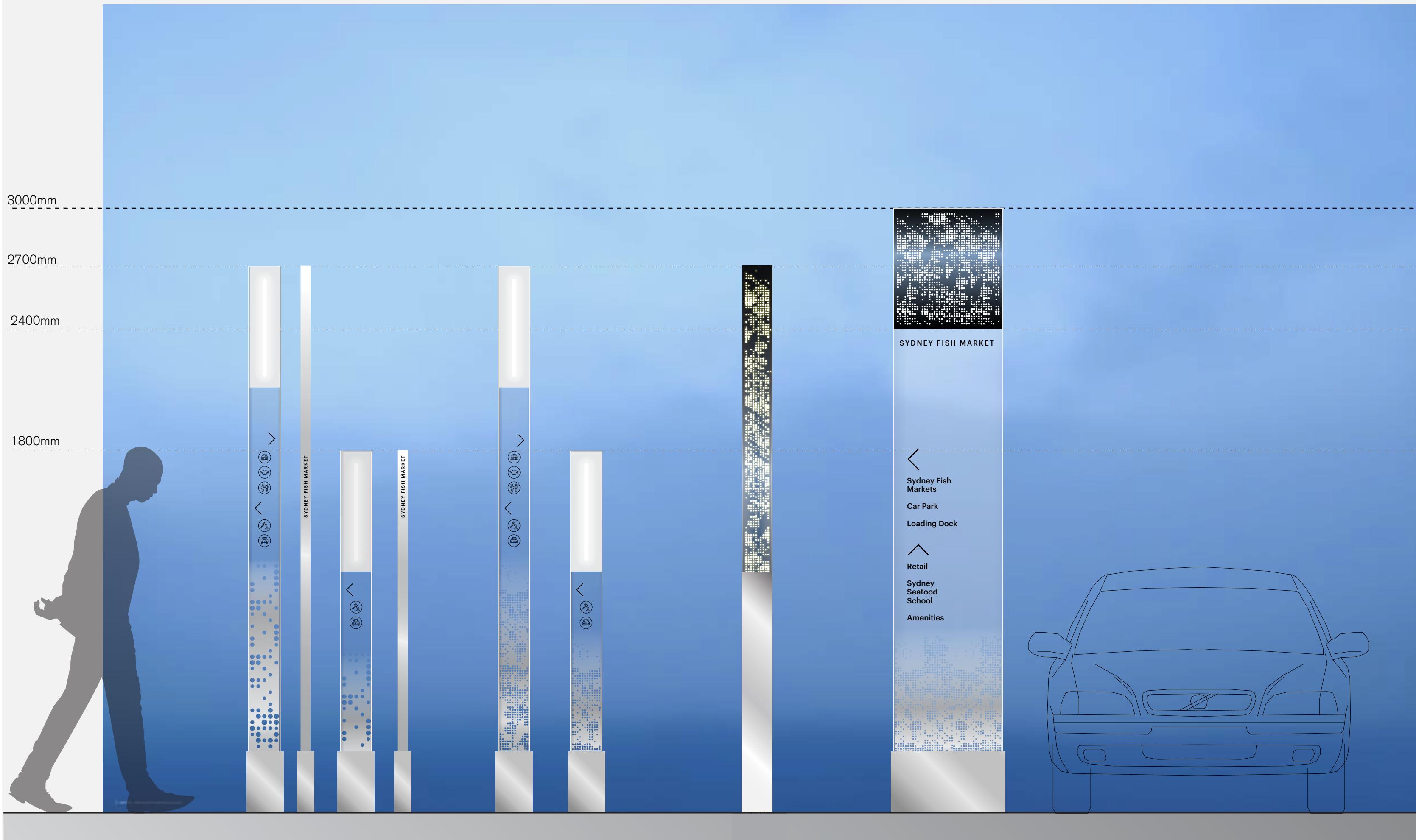
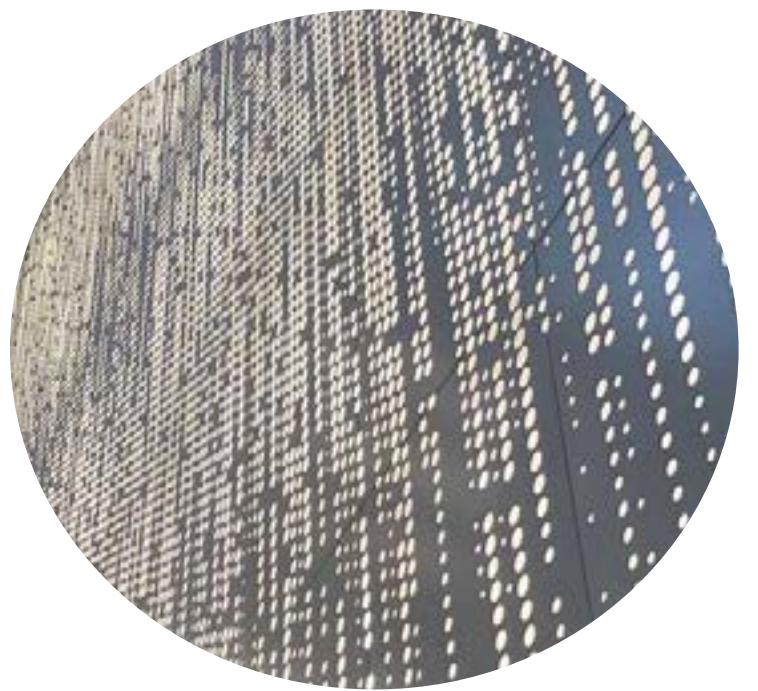


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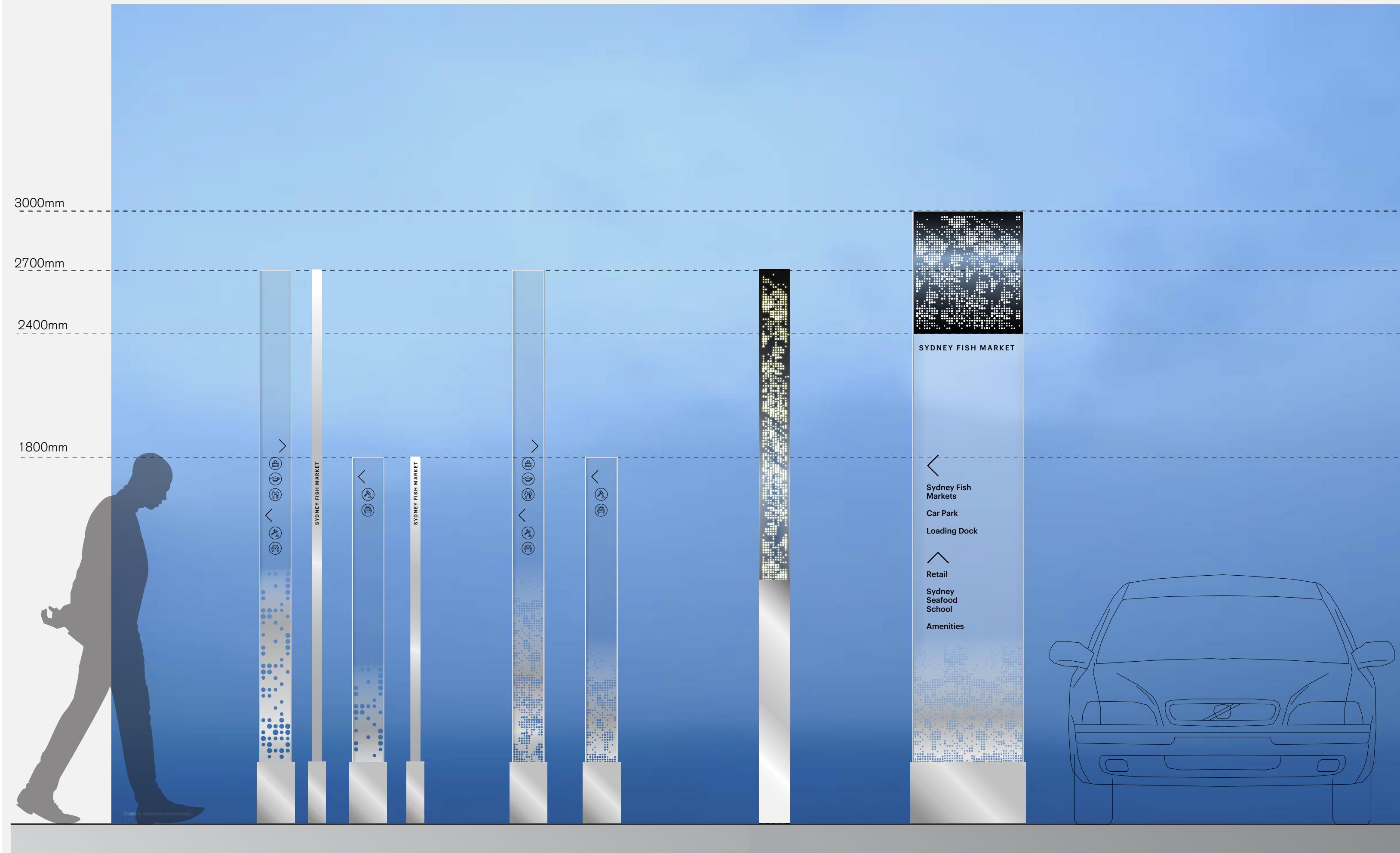
Totem

Option A: Illuminated

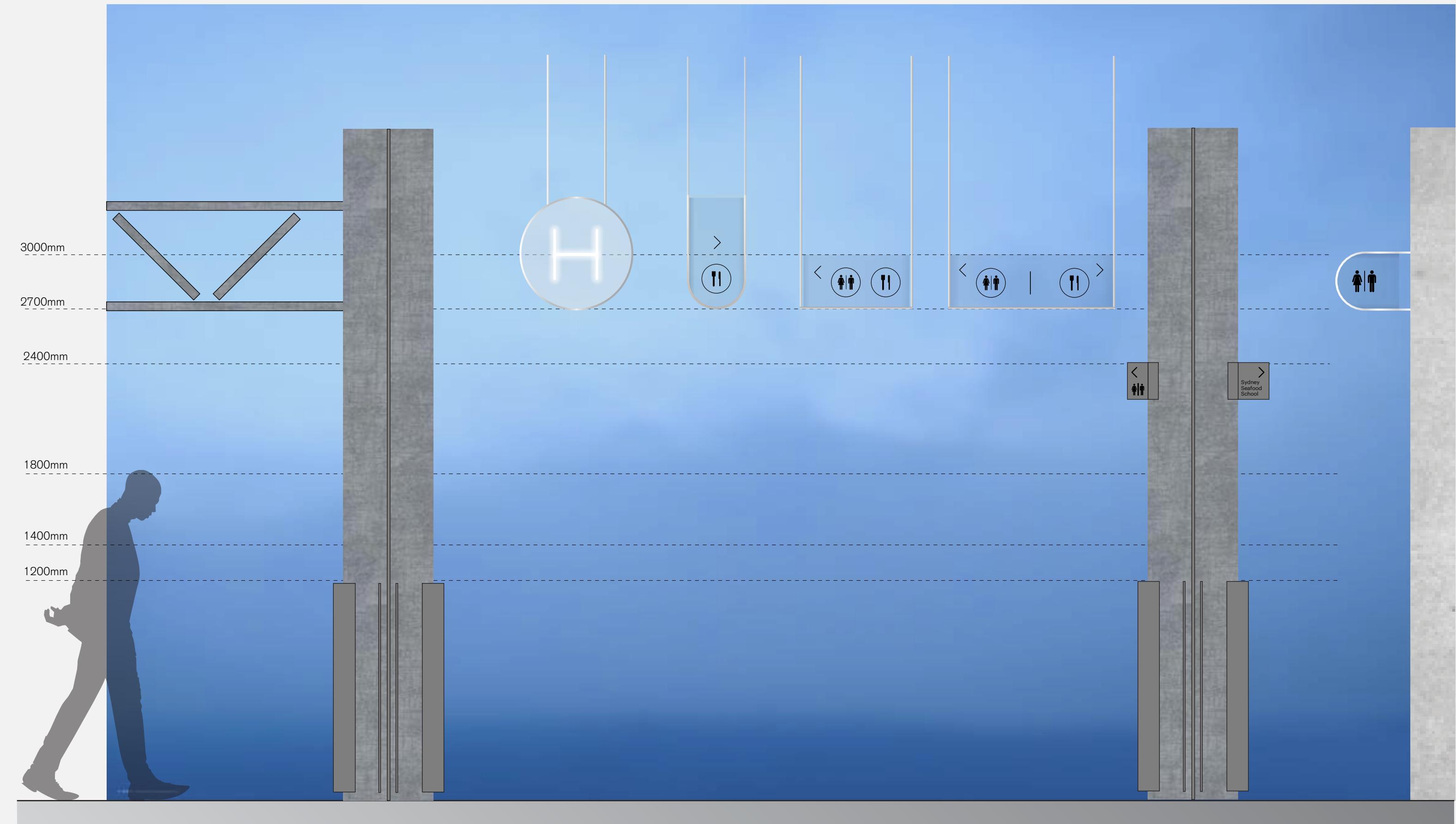


Totem

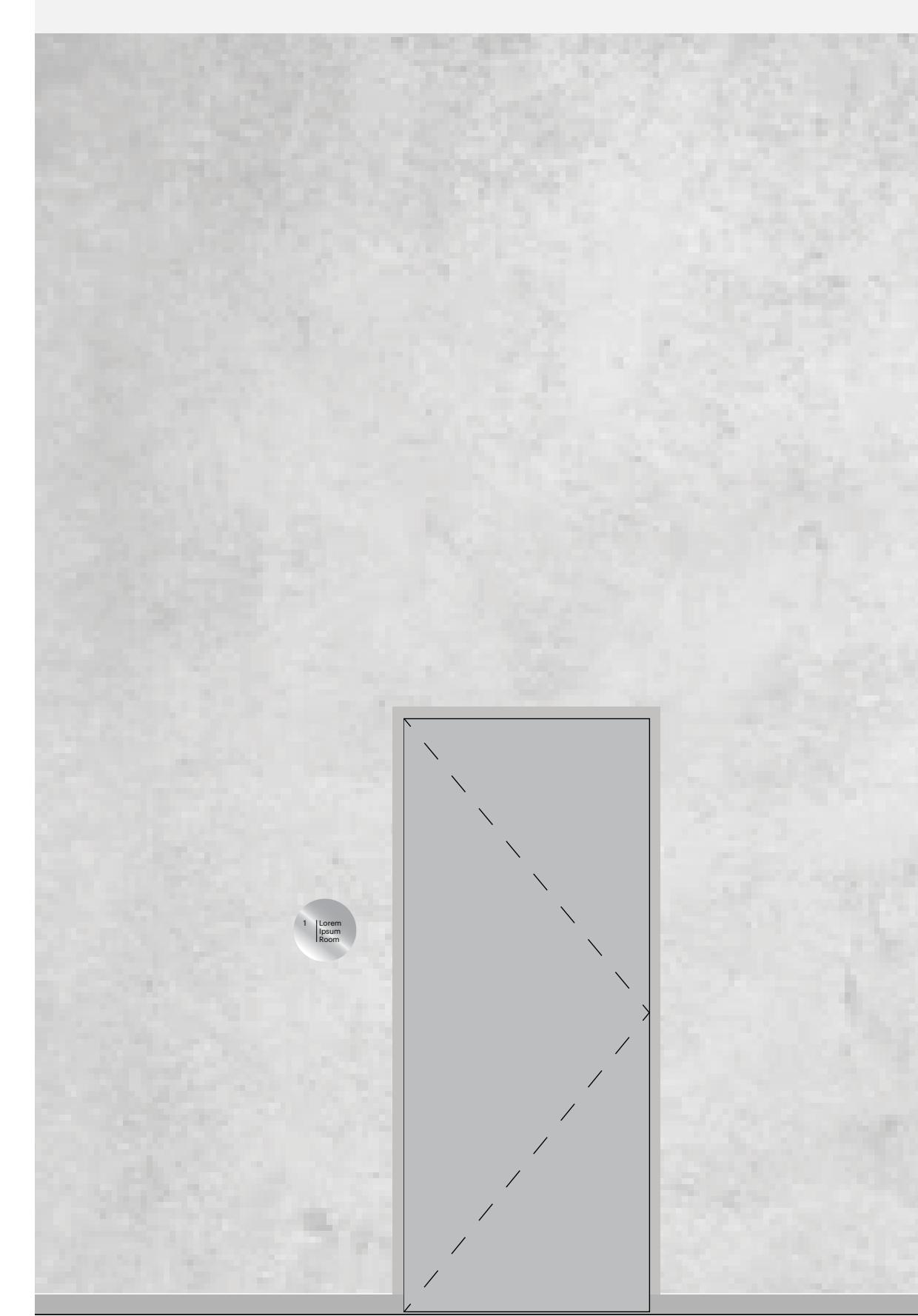
Option B: Non-illuminated



Overhead signage



Operational



Placemaking



Visual

Totem - Illuminated



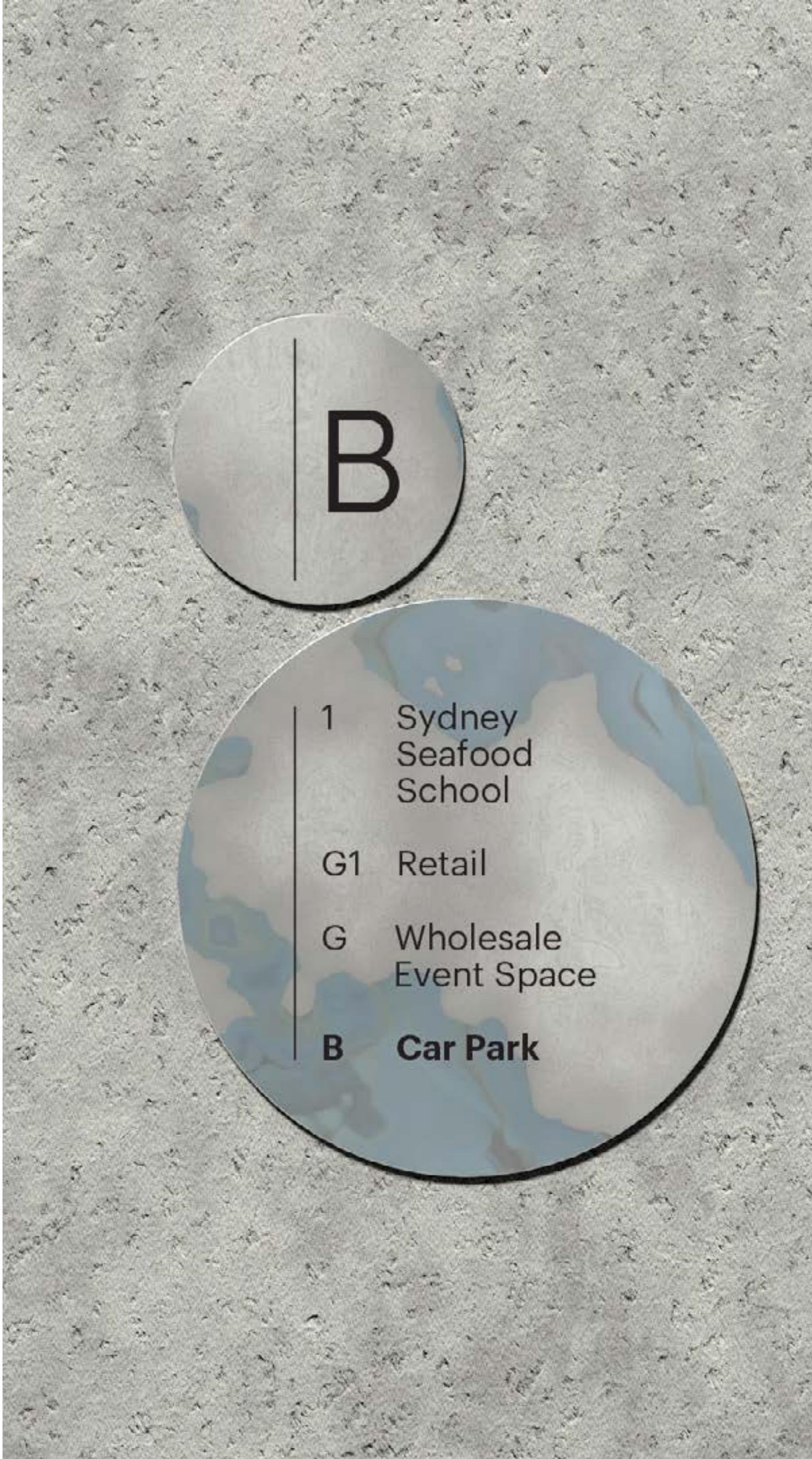
Visual

Totem - Non-illuminated



Visual

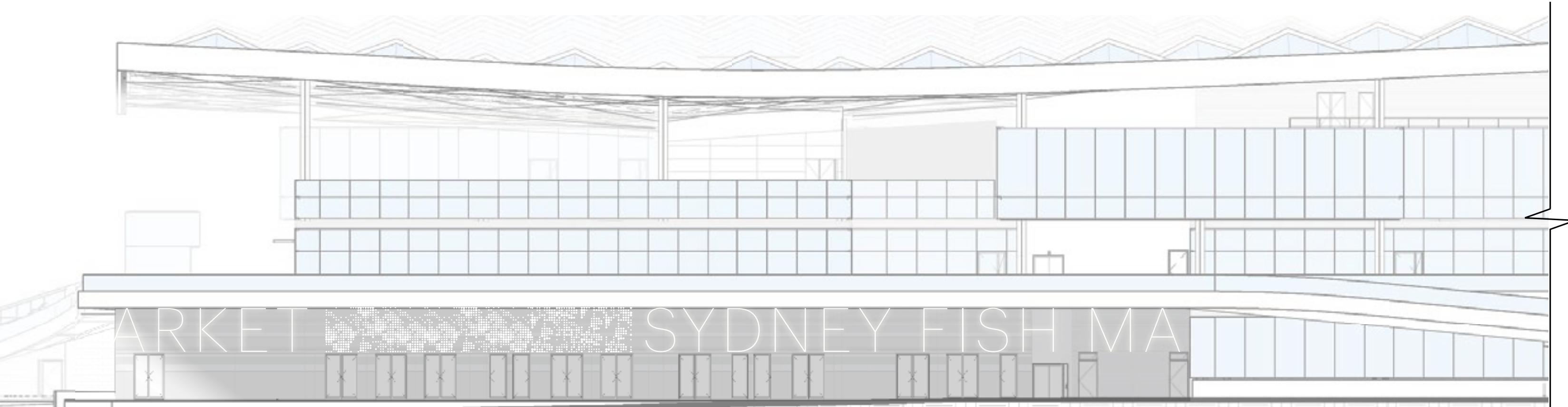
Operational and Amenities ID



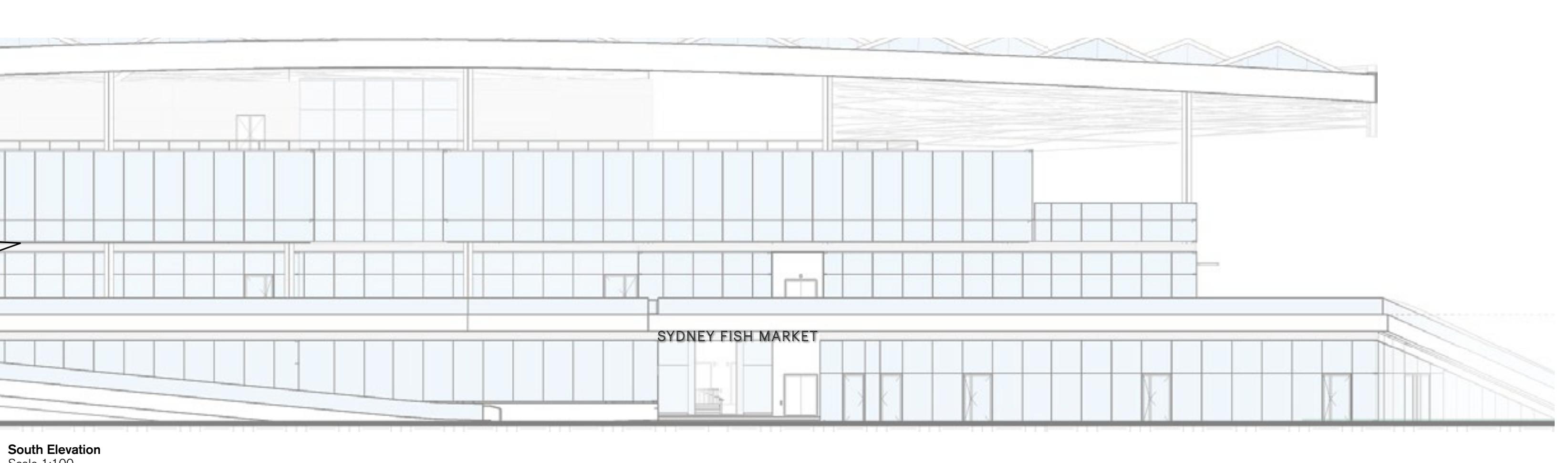
Building ID

Building ID

South Elevation



South Elevation
Scale 1:100



South Elevation
Scale 1:100

Building ID

South Elevation



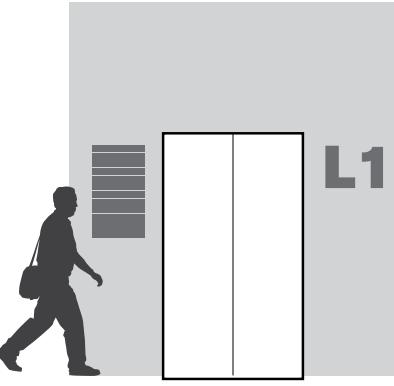
Car Park

Navigating the car park

Three key wayfinding challenges to solve

1. Ensuring the crossover use of parking bays for wholesale and public is clear
2. Identifying which parking spaces are 'best for' the Seafood School
3. Assisting users in safely navigating to these lift cores





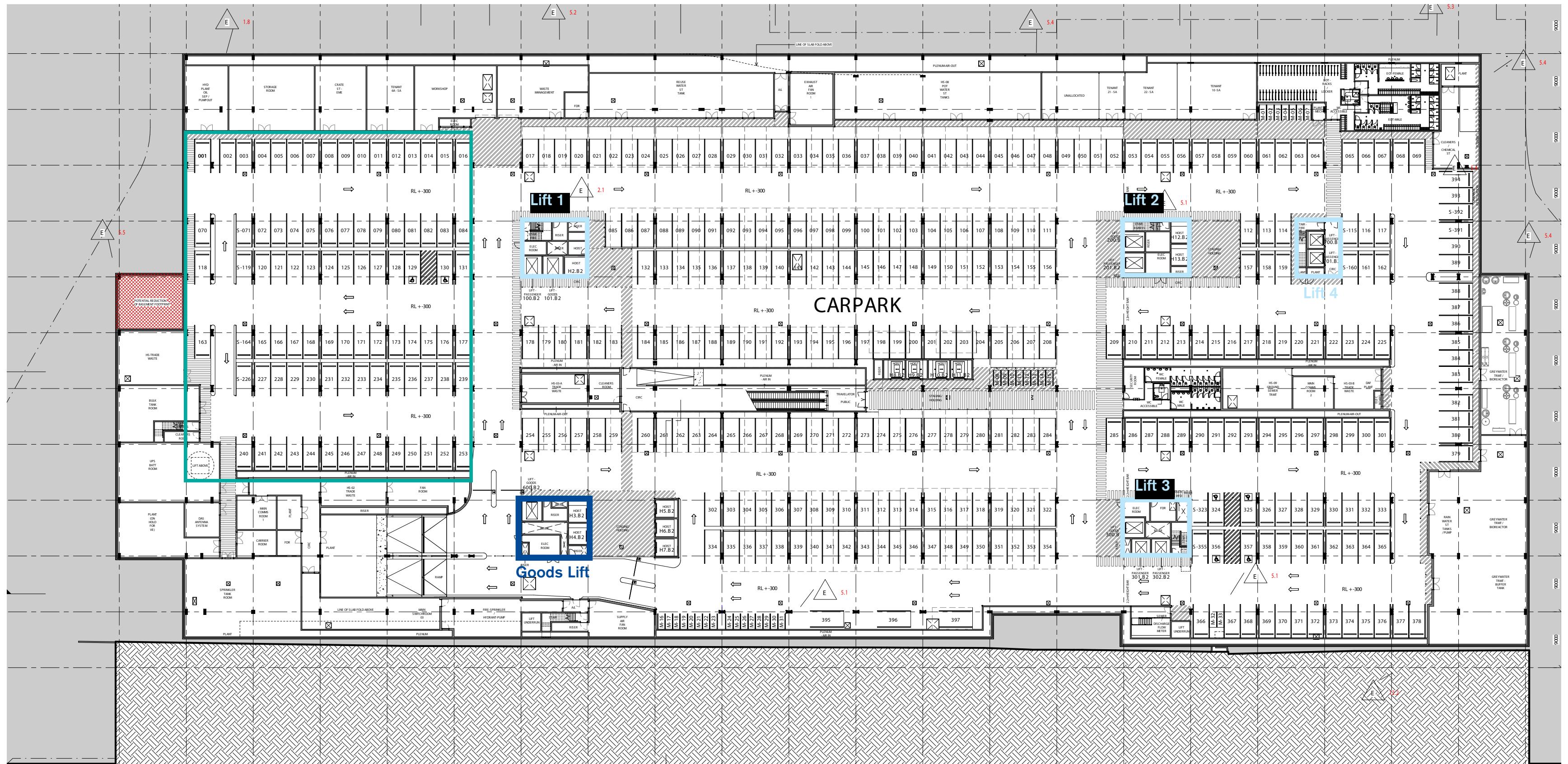
S6

Lift ID signage

S6.1 Retail Lifts

S6.2 Car Park Lifts

S6.3 Entry Lifts



VISITOR PATHS



C4

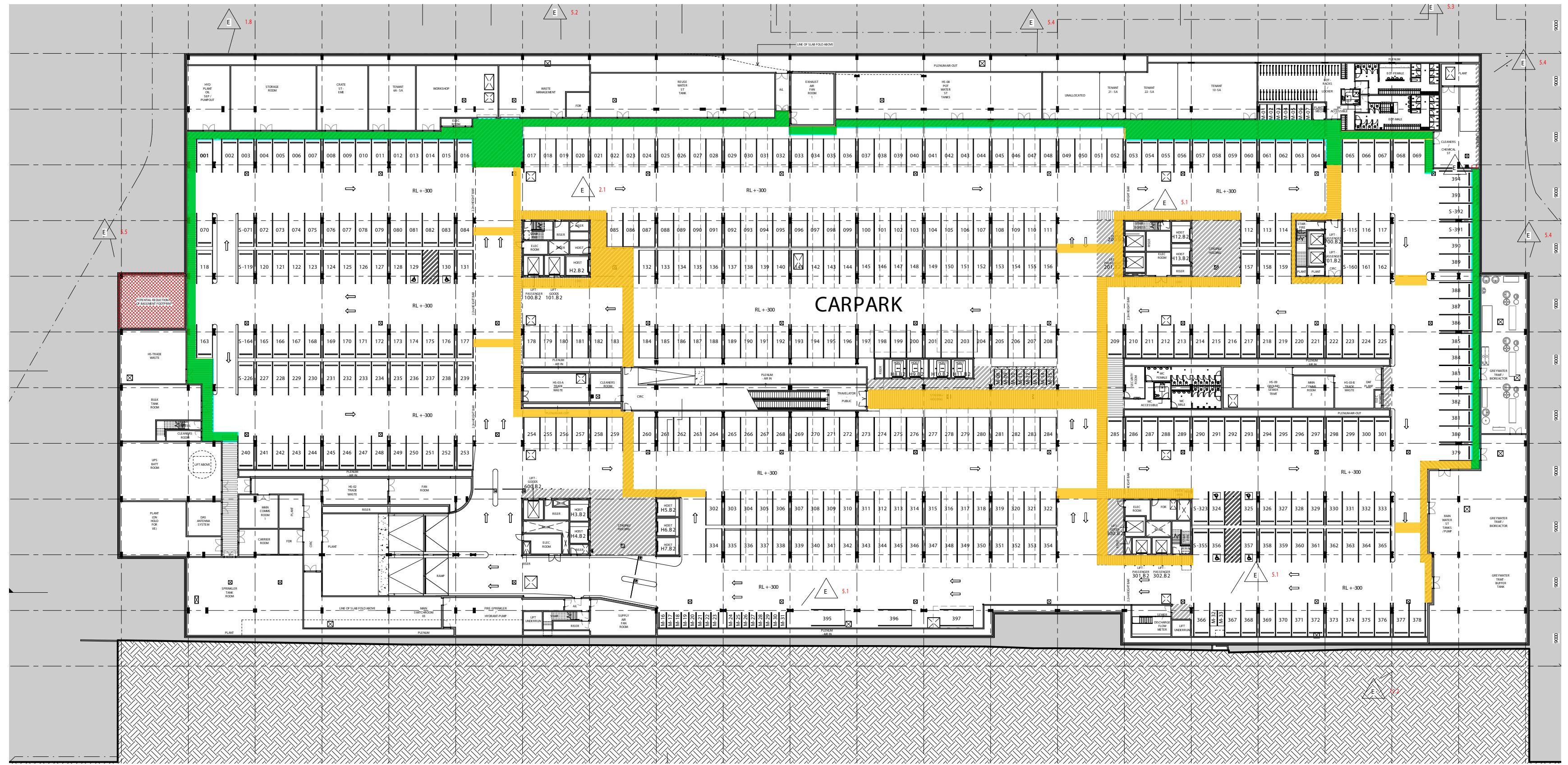
Pedestrian Wayfinding

C4.1: Wall Graphic

C4.2: Column Mounted

C4.3: Floor Based

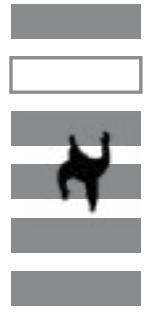
Level B1



Main pedestrian pathways



Pedestrian pathways predominantly used for maintenance access



C4

Pedestrian Wayfinding

C4.1: Wall Graphic

C4.2: Column Mounted

C4.3: Floor Based

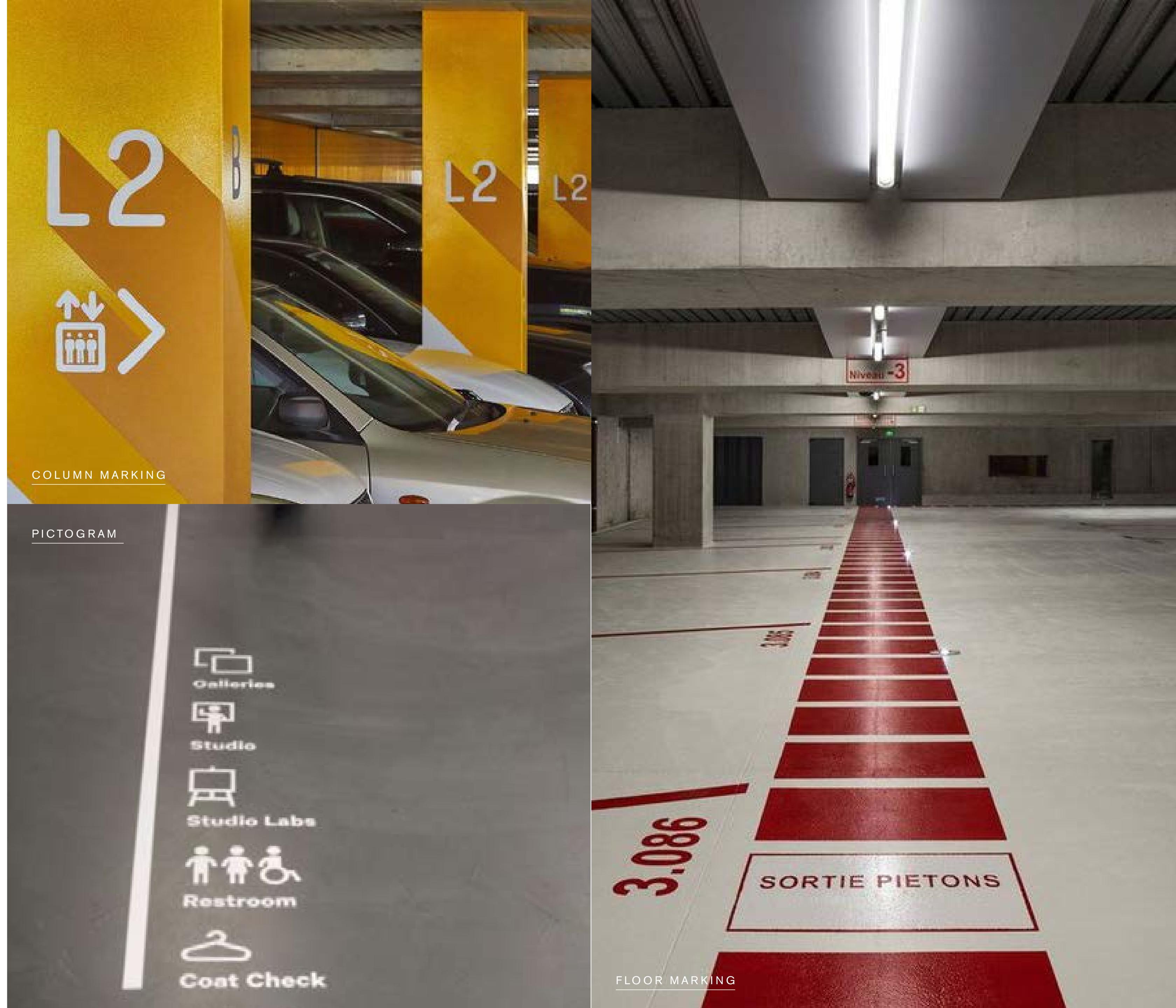
Level B1



Wayfinding support to lift cores

The colour language extends through to the pedestrian wayfinding to ease navigation.

The ground plane will be key and users will be provided with key pictogram based information at key decision points.

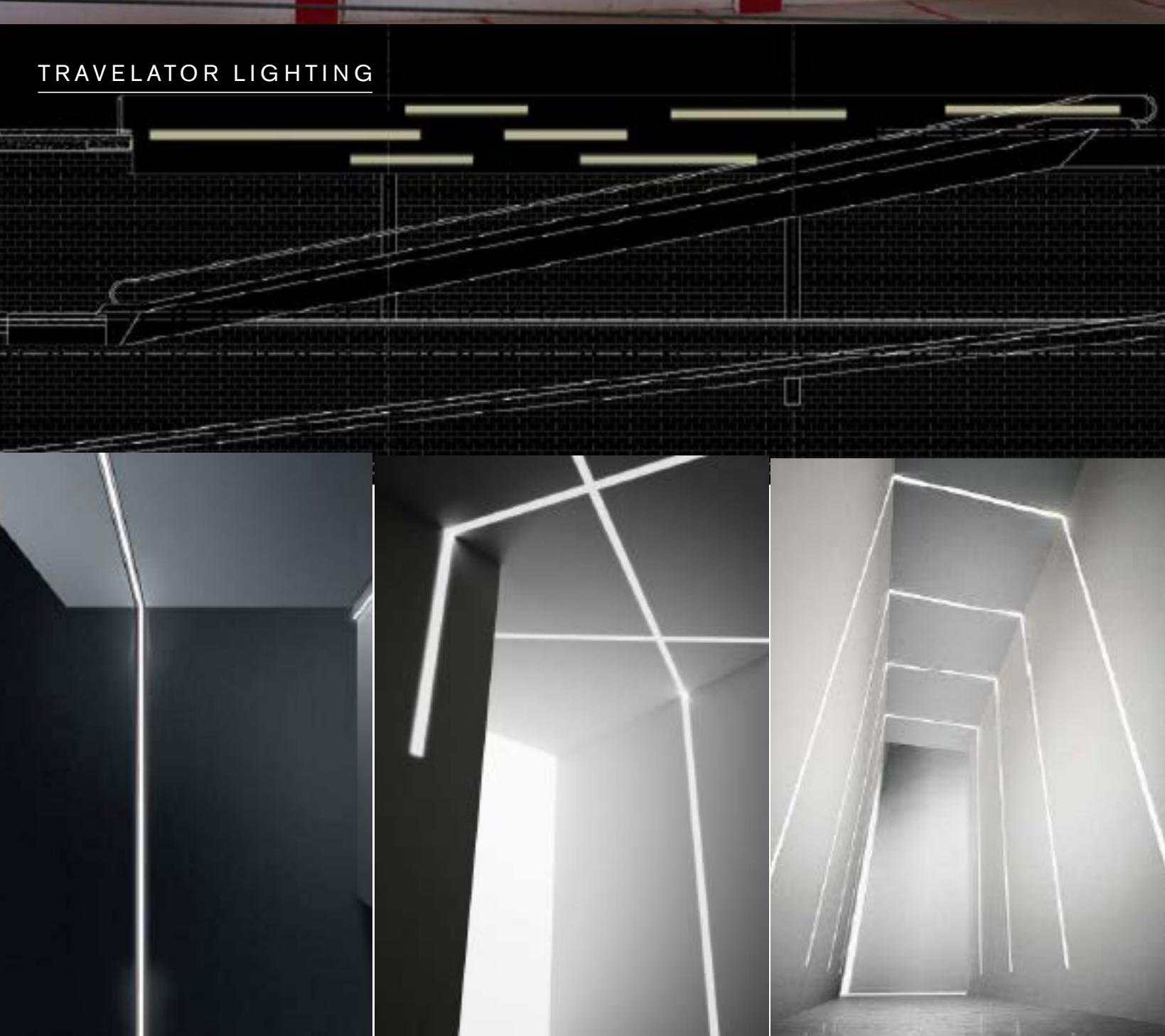
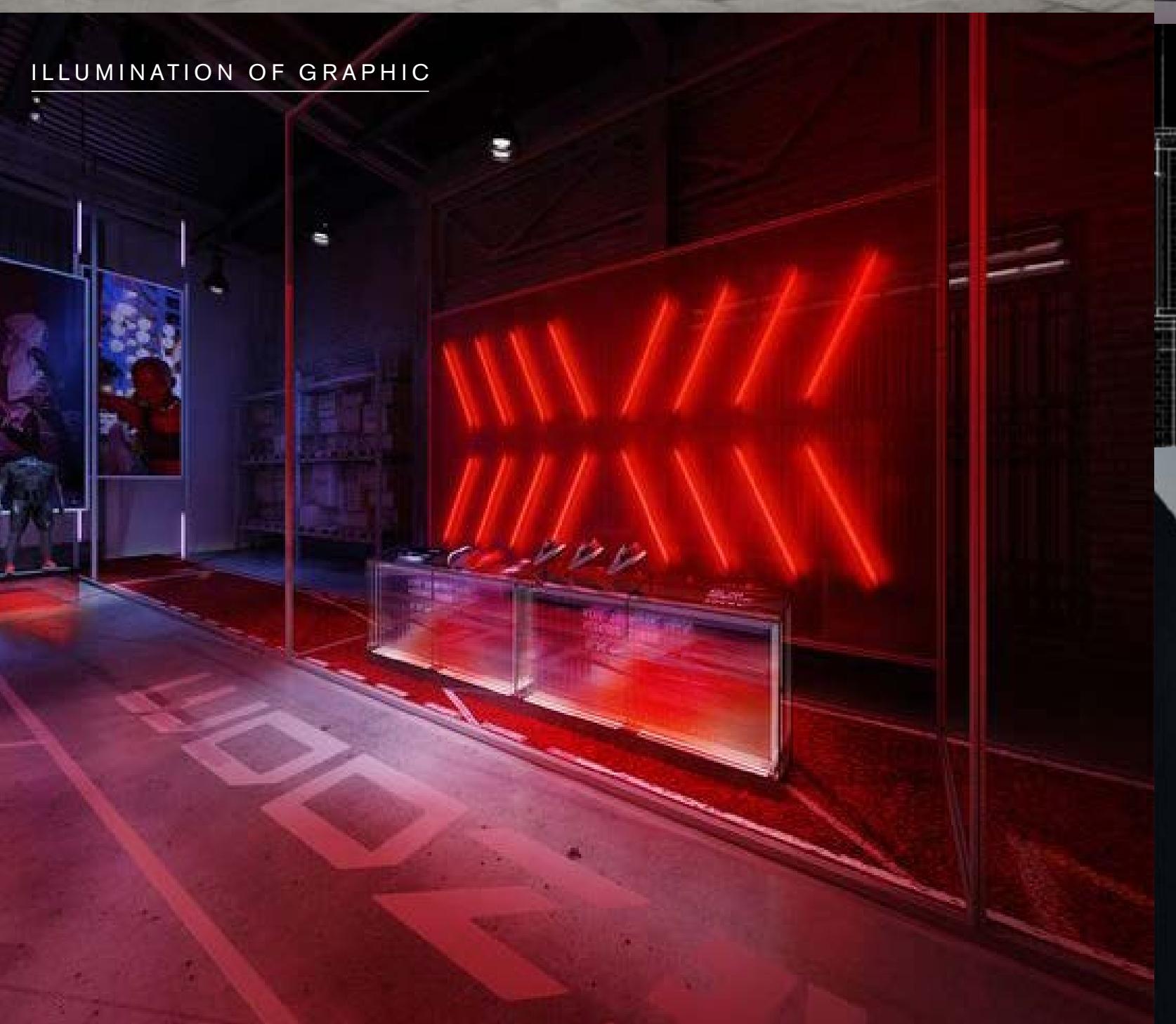


Graphic and Light

A large graphic language based on the selected concept is developed for the car park, with each lift core having its own style.

Illumination of the graphic would occur on the lift cores and could also be directional.

Shared illumination style highlights the lift cores and travelator as all being VT nodes.



Wayfinding support to lift cores

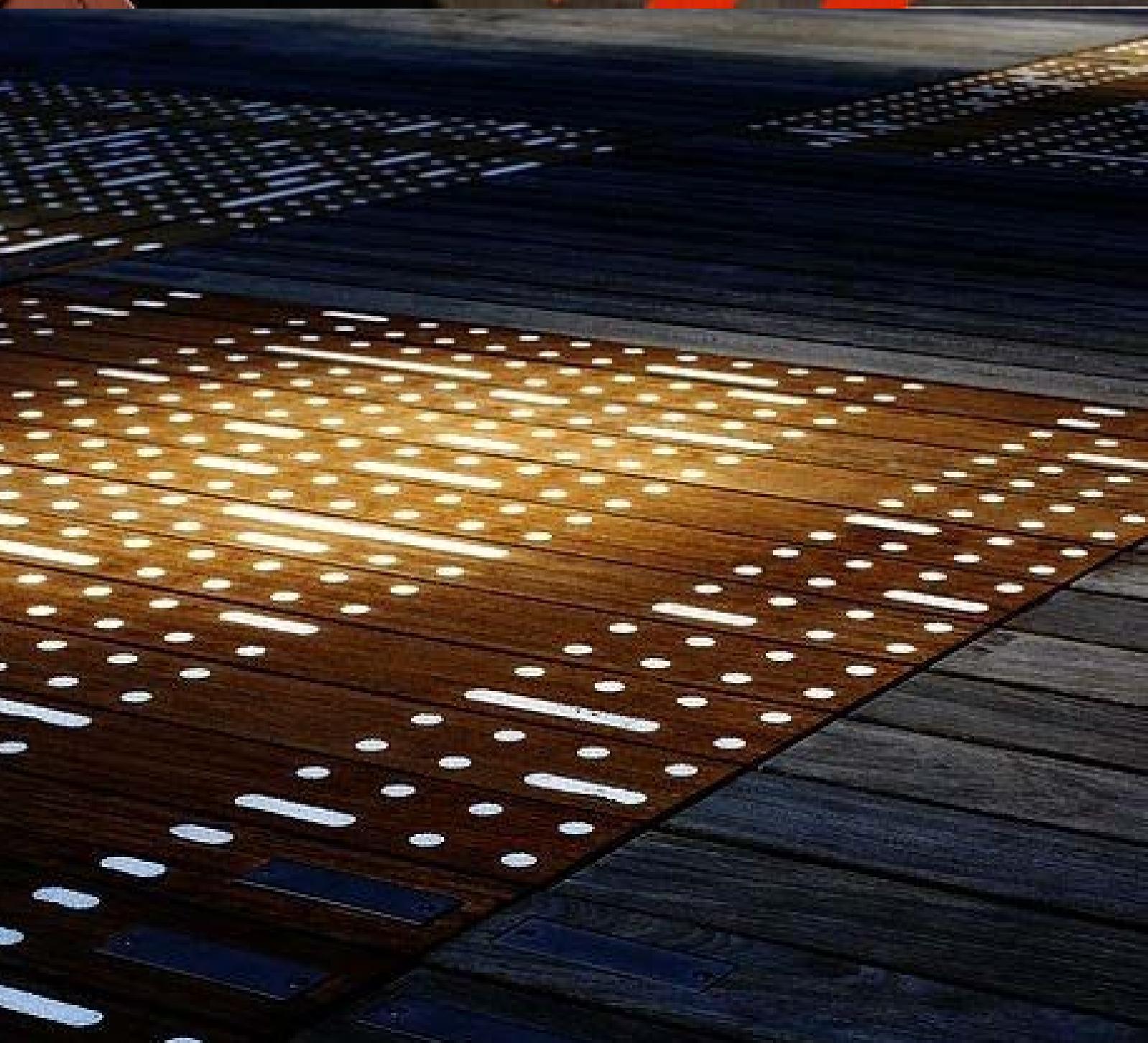
The graphic language would identify the differing paths for wholesale and public.

Pictograms would aid identifying 'best for' lifts.



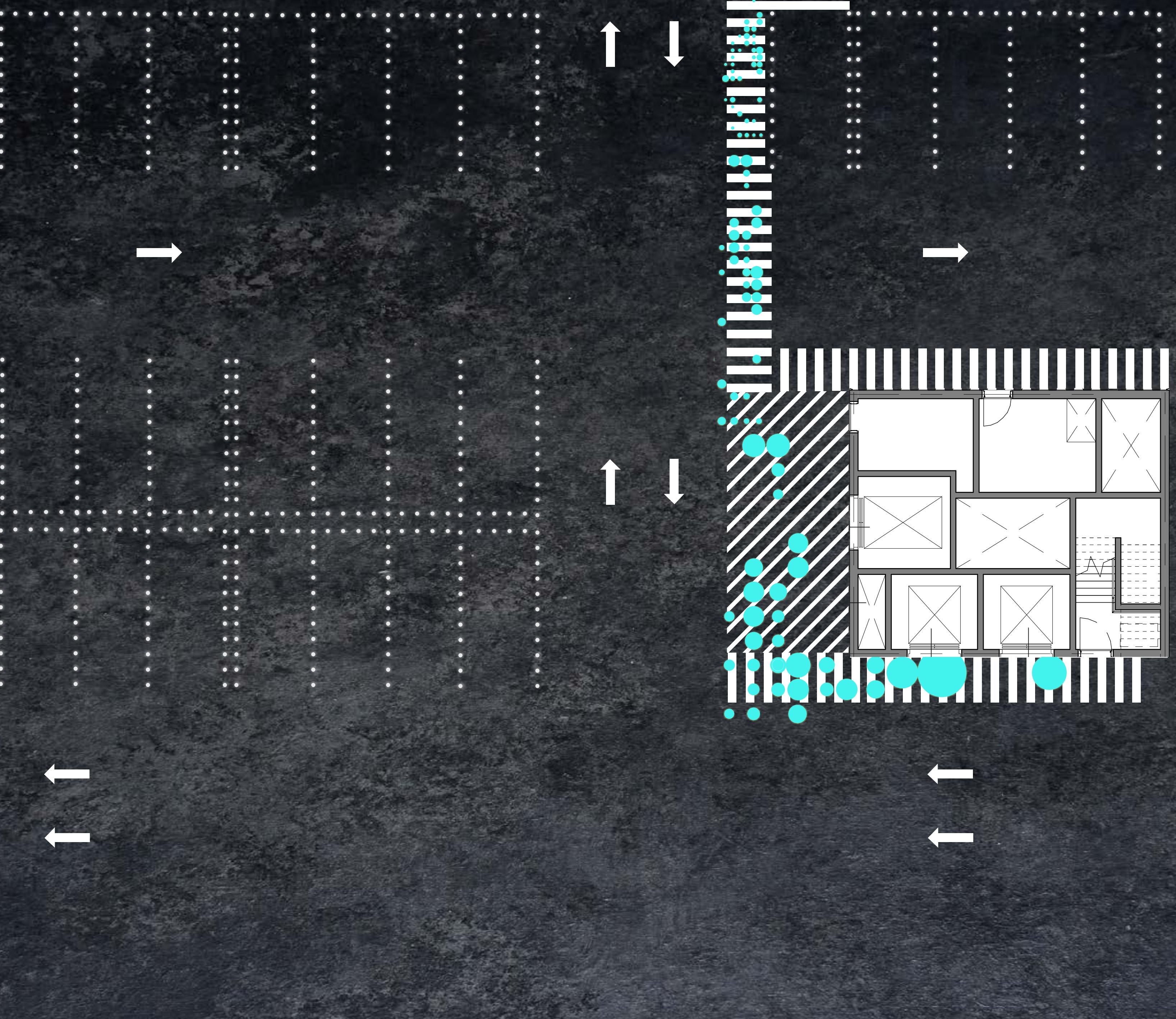
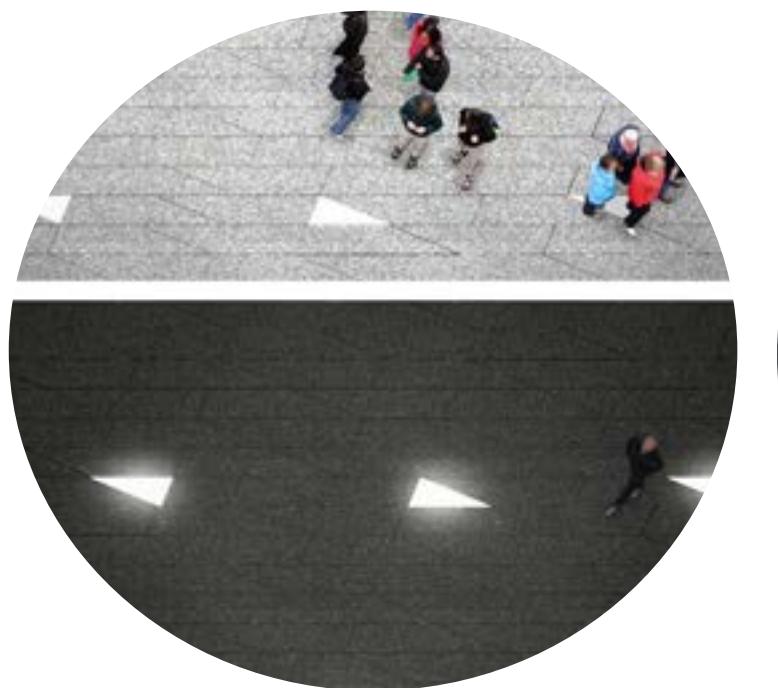
Materials that reflect light

Using glass embedded paint to reflect light



**Car Park
Horizontal Surface**

Reflective paint or projection



Interpretive opportunities

Interpretive Opportunities

The general name for fish was maugro.

Karóoma - black bream (probably Yellow-Finned Bream, *Acanthopagrus australis*)

Caroom-a - black fish (probably Yellow-Finned Bream, *Acanthopagrus australis*)

Waaragal - mackerel (possibly Blue Mackerel, *Scomber australasicus*)

Ca-gone - 'toad fish which they say is poisonous'

Bado-berong - 'a small fish like a tadpole with two feet'

Murray-naugul - flathead

Cow-er-re - large flat head

Mul-lin-a-gul - the small flat head

Wal-lu-mai - snapper

Wa-ra-diel - mullet large sort

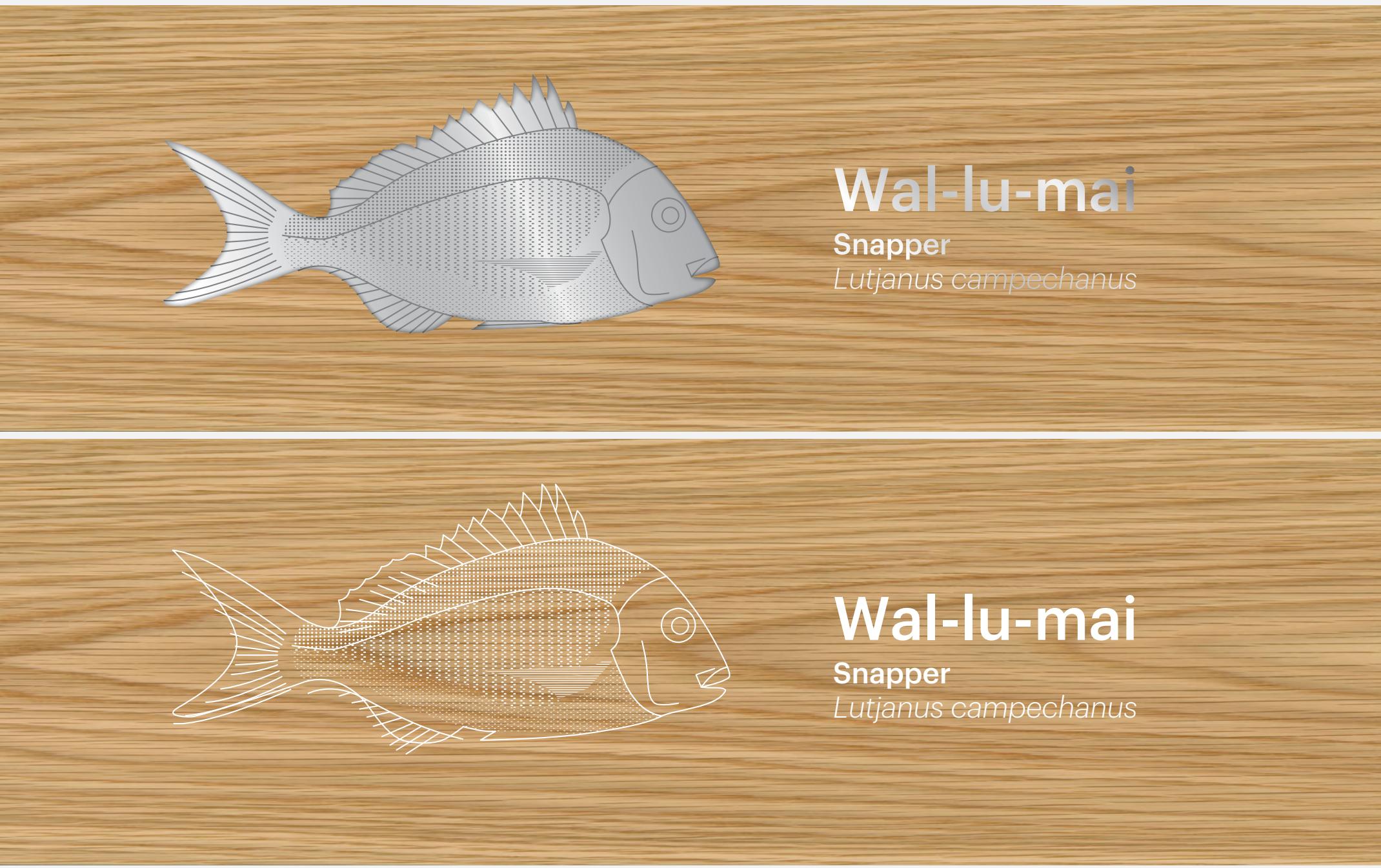
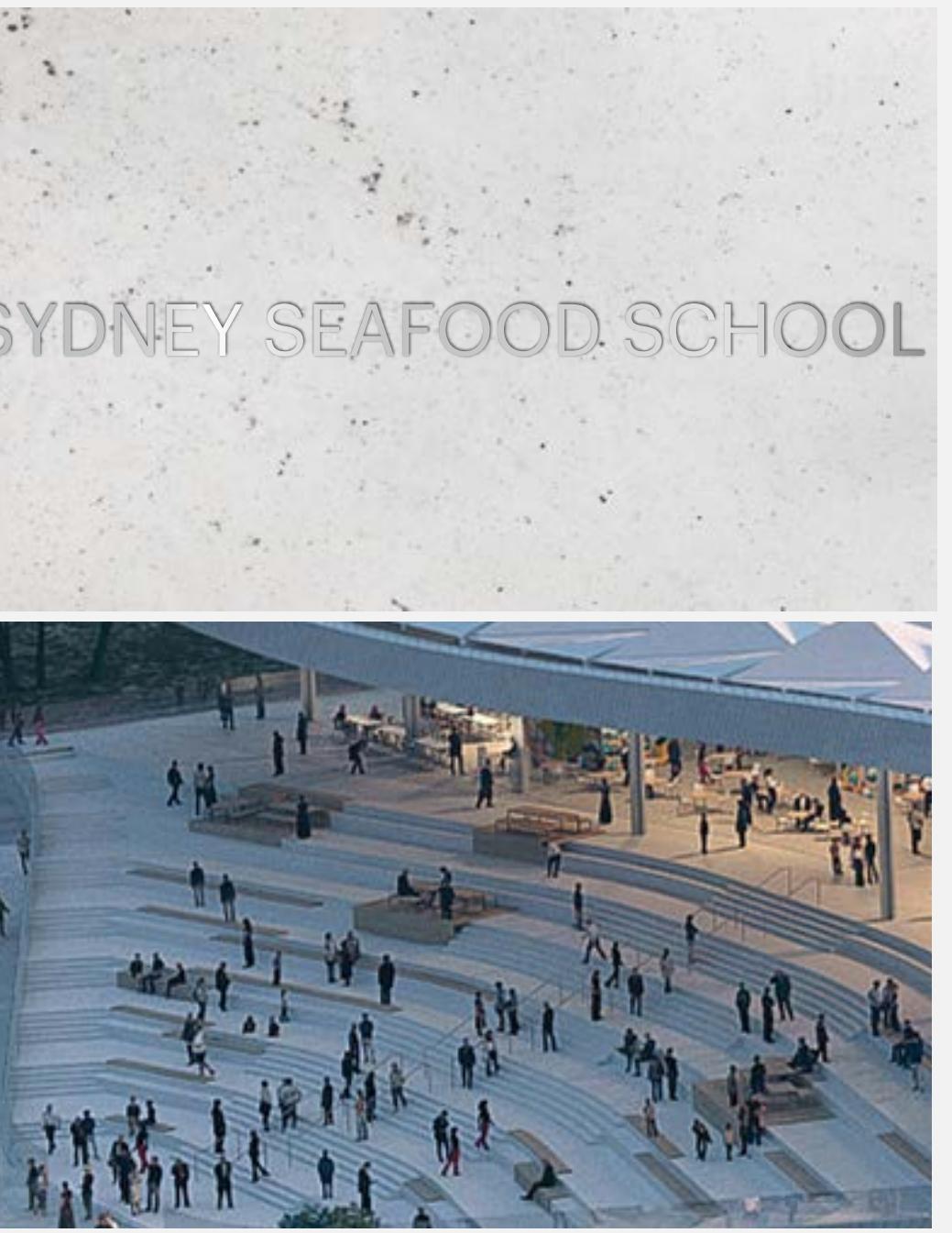
Ma-ro-me-ra - the Zebra fish

Ba-rong - the prince fish

Ground ID
Floor Marking



Ground Interp
Floor Marking



Wal-lu-mai

Snapper
Lutjanus campechanus

Wal-lu-mai

Snapper
Lutjanus campechanus

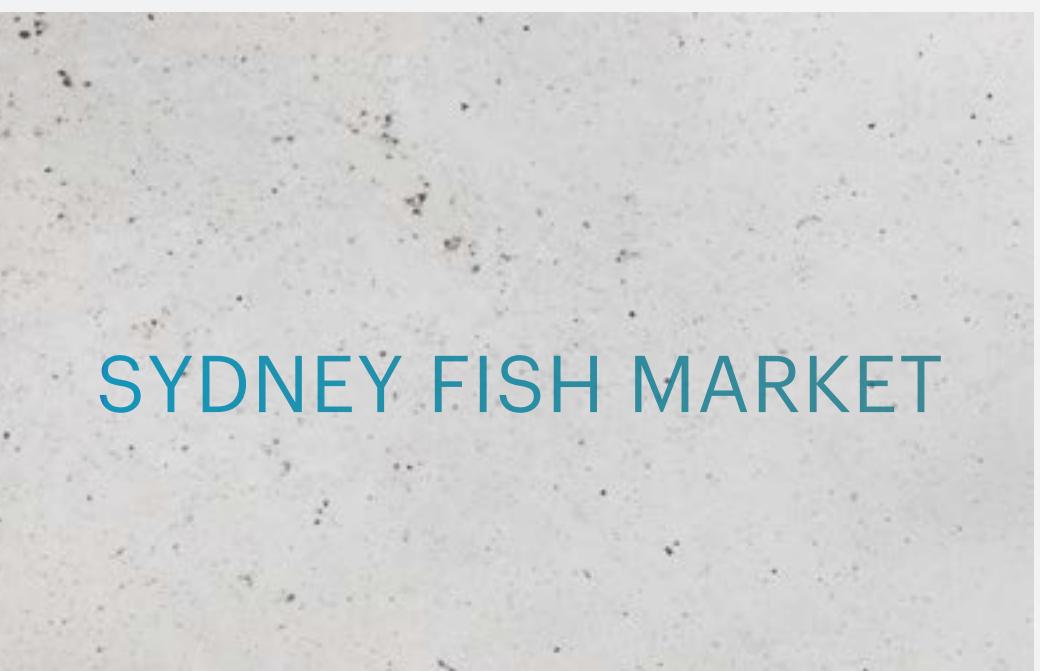
Wal-lu-mai

Snapper
Lutjanus campechanus

Interpretive Opportunities

Tarwhine Rhabdosargus sarba
Beragallon - unidentified
Moo-row-ul - unidentified
Boorroo-naga-naga - unidentified
Wallo-mill - the Bullheaded Shark
Gin-nare - the shovel-nosed ray without a sting
Te-ring-yan - another sting-ray

Ground ID
Floor Marking



Ground Interp
Floor Marking



Wal-lu-mai

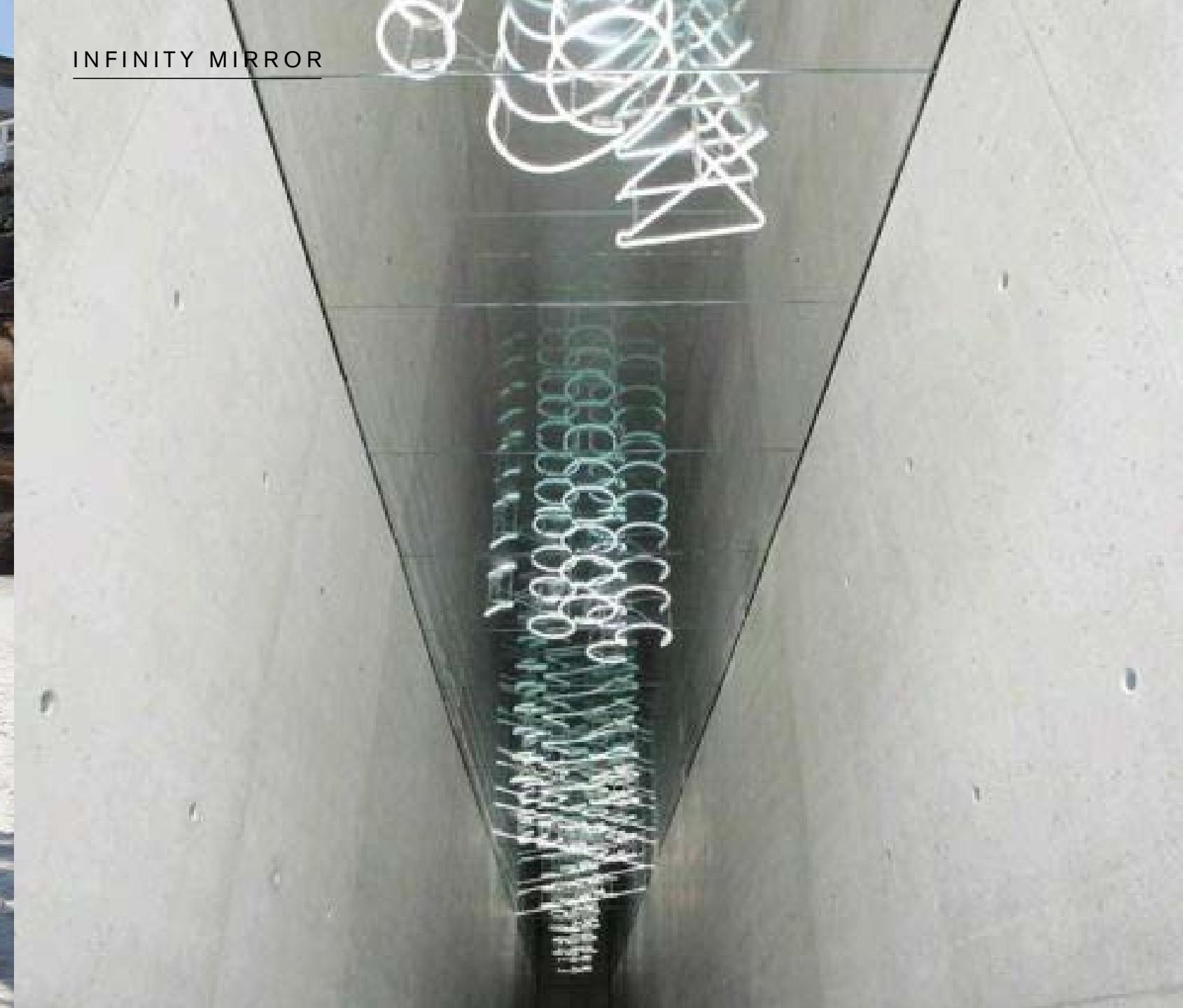
Snapper
Lutjanus campechanus

Wal-lu-mai

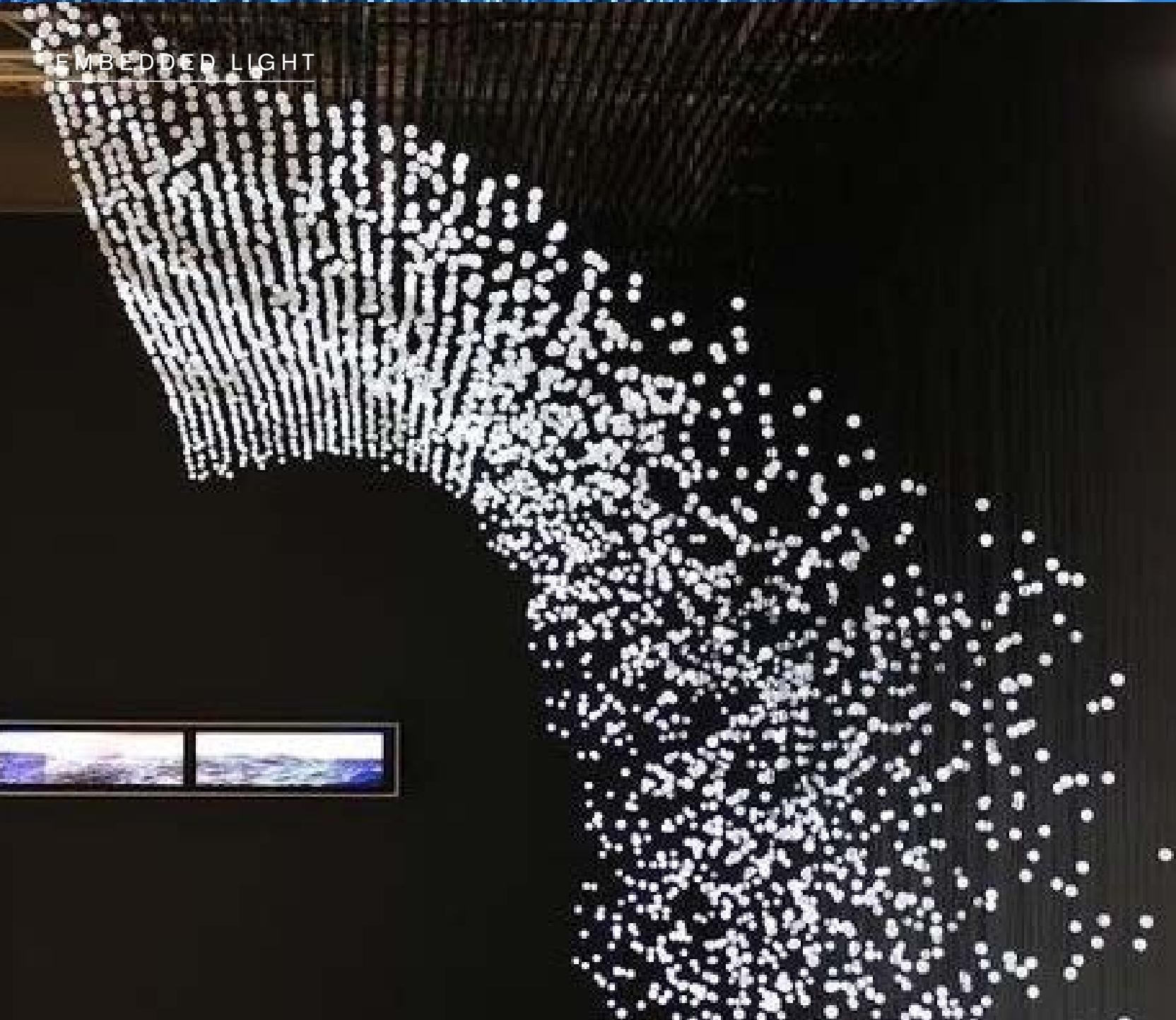
Snapper
Lutjanus campechanus

Exhibition opportunities
(currently outside of Urbanite's scope)

Placemaking



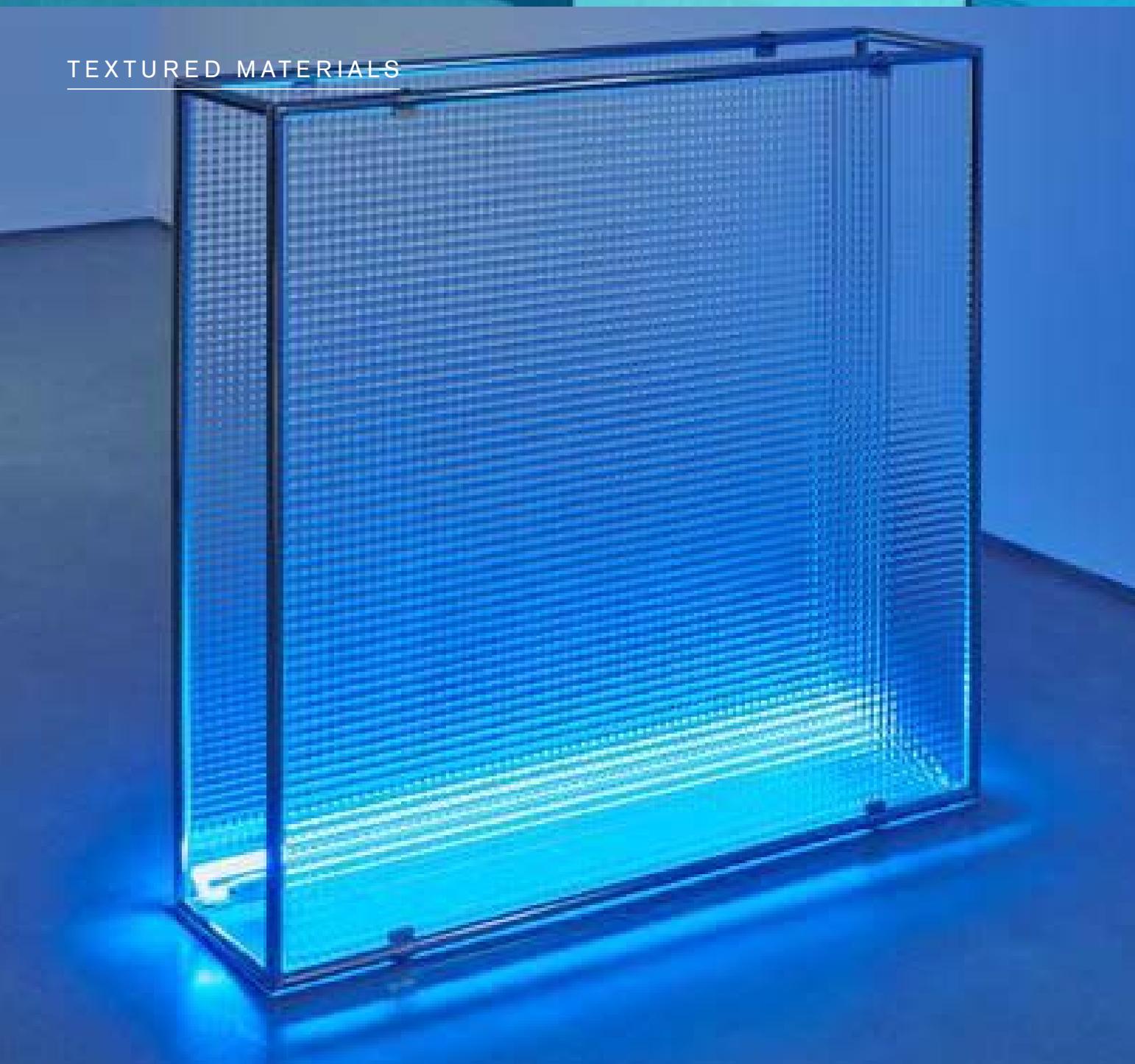
Placemaking



Placemaking



LAYERED MATERIALS



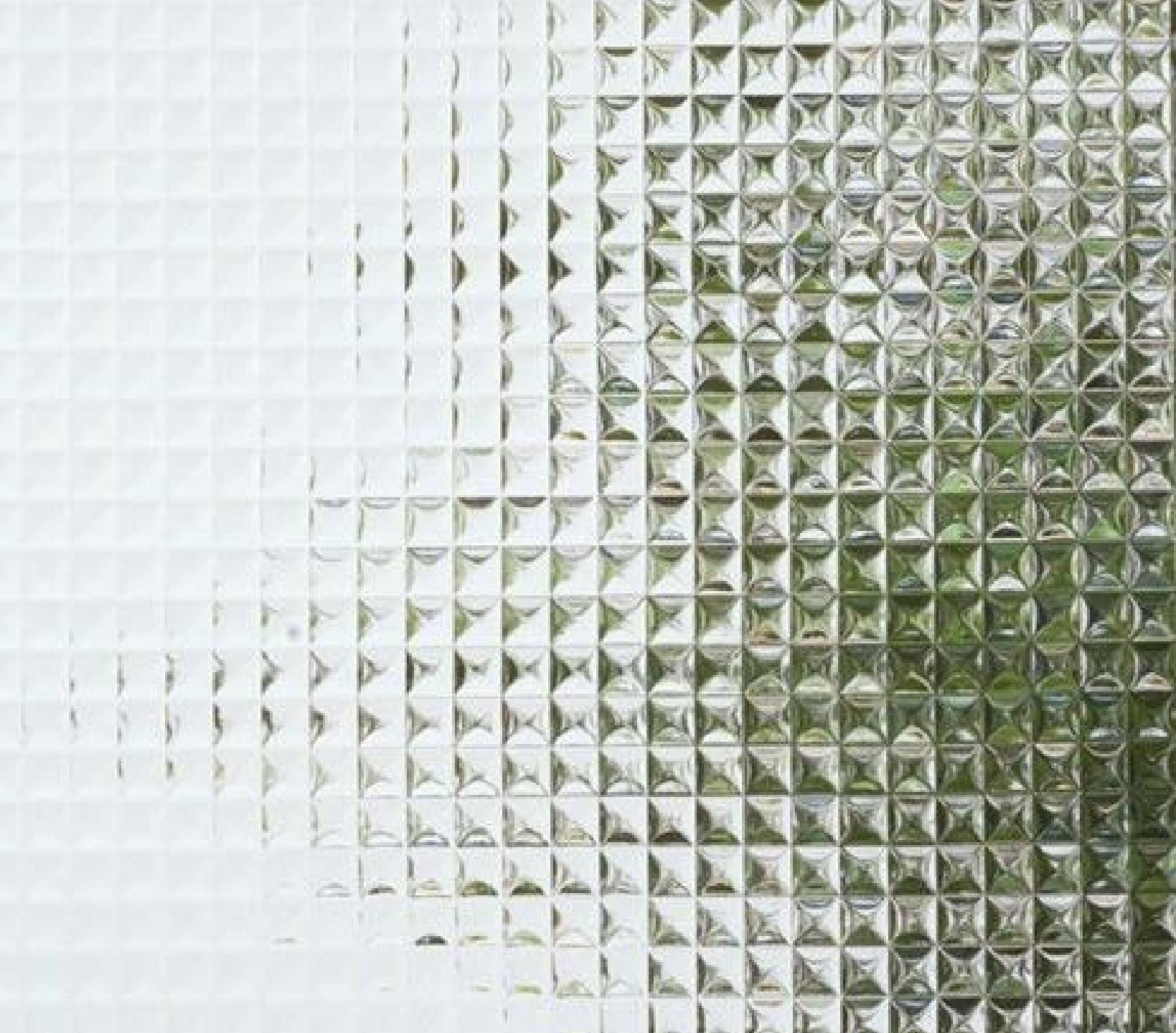
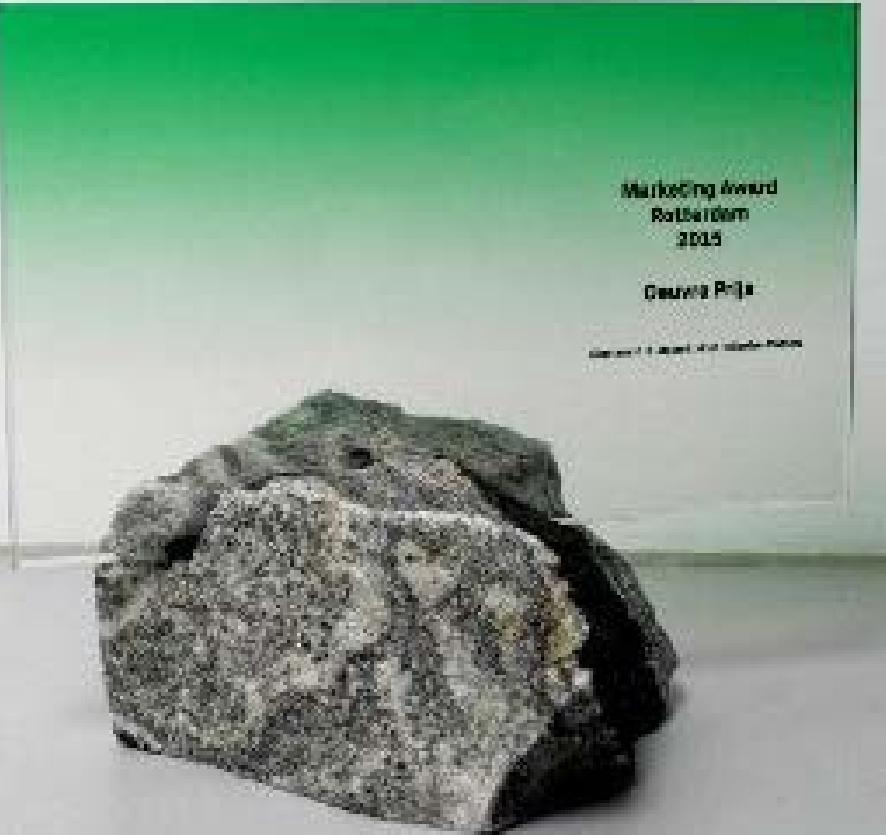
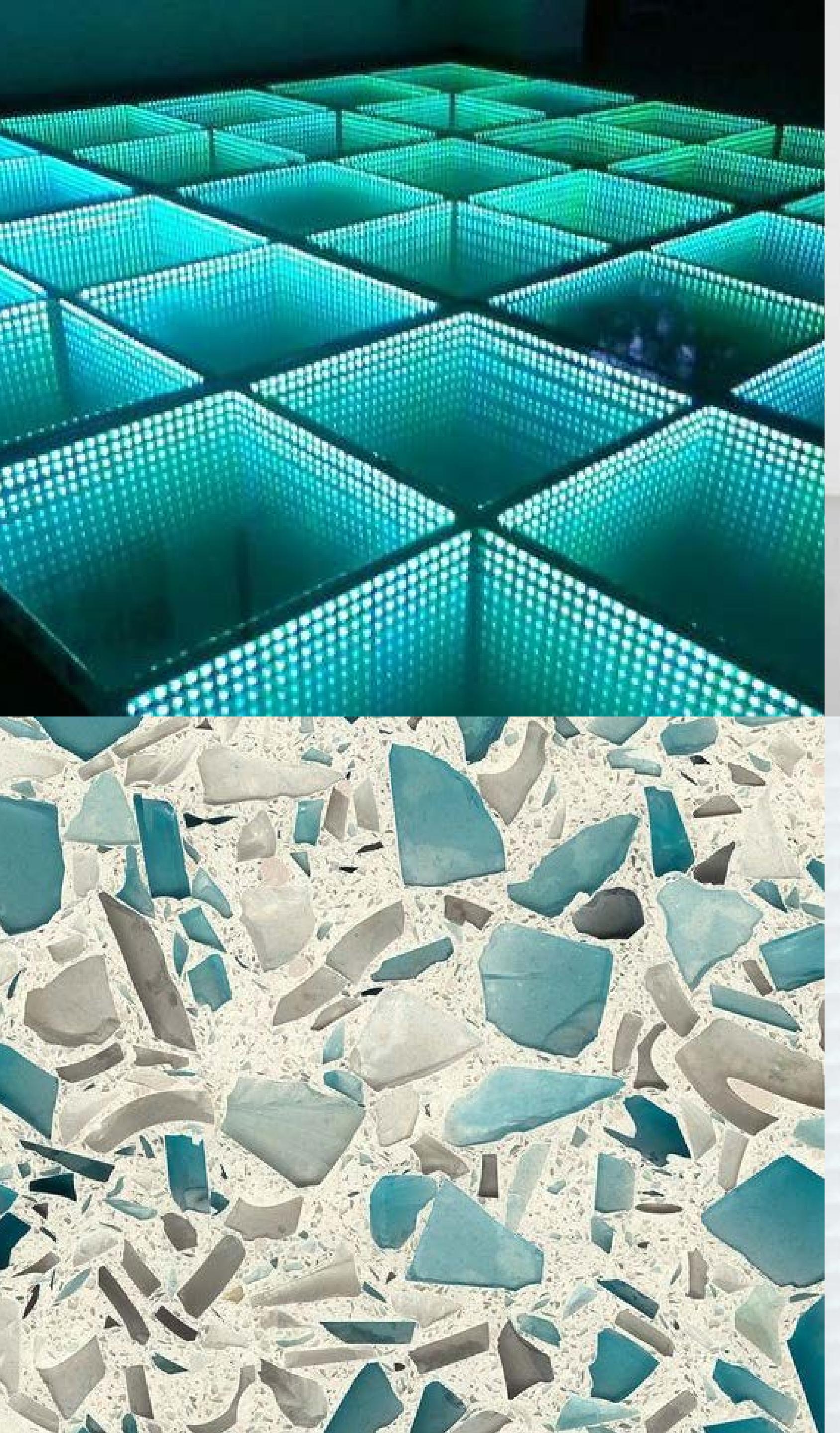
TEXTURED MATERIALS



LAYERED LIGHT AND TRANSPARENT

REFRACTED LIGHT

Placemaking



Summary and next steps

NEXT STEPS

- INSW submit any final comments on this pack by 31 January.

These comments will be adopted as part of Stage 2: Design Development (commencing 3 February).

Thank you

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Frost*collective (pivot | URBANITE | Frost* | NEST | Jack)