

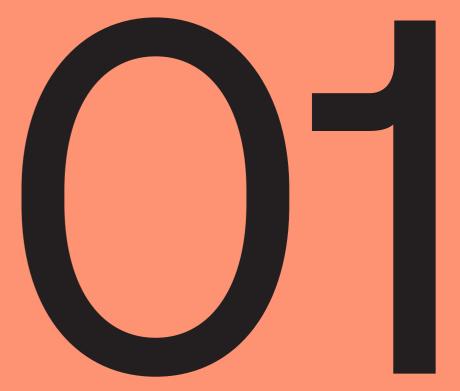


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11 Jul;y 2025

Signage design statement



Signage design statement

The Riverside Theatre redevelopment project aims to establish a world-class cultural venue that enhances Parramatta's status as a premier performing arts destination. The project integrates key requirements from the workshop discussions, signage and wayfinding strategies, and digital signage solutions to ensure a seamless and engaging visitor experience.

Introduction

The Riverside Theatre is located in the heart of the Parramatta CBD by the riverside.

The site includes 1,500 seat Lyric Theatre, refurbishment of the existing iconic 761 seat Riverside Playhouse Theatre, an allnew 'Black Box' drama and performance theatre (studio) 331 seats, and a digital development studio and digital cinema with 100 seats.

As part of this project a Signage and Wayfinding overlay is required to communicate the values of the City of Parramatta [CoP] and allow visitors and staff to navigate to, around and through the destination. Affording seamless experiences for all users to navigate from public spaces, to transport & to their desired destination. Along side this is a Statutory and DDA Accessible signage requirement.

This External DA Signage Package shows a number of signage elements that are located at key 'line-of-sight' positions and major decision points to assist with the circulation to and around the Riverside Theatre site.

Signage Strategy

A signage strategy was developed identifying the different user groups and journeys that they may undertake. This formed the masterplanning strategic approach as to were signs were located and what types of signs were implemented. A hierarchy of sign types was also developed.

Our strategic approach is always placing the user at the centre of the wayfinding system. This sets the precedence and frame of reference for a user focused wayfinding strategy and signage system. The signage needs to be simple to use and easy to understand, making the use of and the journey experience fulfilling, purposeful and enjoyable.

City of Parramatta's Signage System

Along side the signage identifying Riverside Theatre sits the City of Parramatta's Signage System that has been recently developed. Our strategic approach has looked at the wider public domain and where there is a 'hand over' from the City of Parramatta's Signage System to the Riverside Signage system.

Signage design statement

Design approach

The signage and wayfinding for the Riverside Theatre needs to establish a sense of identity that is aligned with the architecture and vision which defines a 'sense of place'. It needs to have universal appeal adding visual interest and serving a practical wayfinding function imbued with sensitivity to the heritage, cultural significance, original natural forms of the site, the contemporary architecture, urban gardens and with relevance in the public domain.

Signage and graphics needs to support, strengthen and support the developments vision and strategy for the Theatre as an integrated offering within the river precinct and being respectful to the sites history and indigenous significance.

It is also important to be sympathetic to the ground plane landscape design to ensure a cohesive and integrated signage and wayfinding system delivering a unique experience to all.

Our goal is to design a wayfinding signage system that has an enduring aesthetic appeal, consistency, flexibility and simplicity across key components, while being highly functional and operating in accordance with relevant regulations, accessibility requirements creating an inclusive and engaging environment.

Site lines and signage locations

The location of the signage is important and is shown on the signage location masterplans. It is determined by the user approach, and mode of travel, whether vehicular, cycle or walking etc and approach to the facility - road, footpath, walkways or park. We are proposing signage located both at a high level for long distance viewing and at a low level for human scale interaction.

Materiality

Materiality forms a strong part of the visual language for the signage. Signage utilises the proposed architectural palette of materials in keeping with the architecture. A palette of concrete, metal, fabricated signage are proposed for the sign forms with the statutory signage being pragmatic and painted metal panels for durability.

We give consideration to materials and how they relate to the building, fabrication techniques and ESD requirements.

The signage should be:

- Cost effectively manufactured & installed.
- Durable from the natural wear & tear, cleaning and from vandalism where possible.
- Have components that are easily replaced or touched up if damaged.
- The aesthetic resolution to compliment and work with the architecture and external environments

Scale

Signage scale is in response to the architectural surrounding, building scale, viewing distances and existing signage on the building facade and at key entrances. The aim is not to clutter the environment but sit within and create a cohesive visual 'look and feel'.

Sign types and illumination

It is proposed the primary identification signage is illuminated at the same times as the rest of the facility.

Illumination is proposed as either internal, halo or face lit providing for a variation of importance and message, viewing distance and signage recognition.

Signage hierarchy





Signage hierarchy

Our aim is to develop a coordinated signage system which can be applied throughout the whole development, providing both flexibility and unity integrated graphics and signage design giving each building its own personality and a clear wayfinding system.

Sign systems are typically organised into signage information categories. These categories are determined by the functions that the sign messages are intended to convey.

We have identified five major sign types of which there are subsets within each category to cover the functional requirements and information required for the Riverside Theatre for Parramatta.

These include:

- Identification naming places and destinations such as Theatres, spaces bars and cafe.
- Wayfinding directions to and from places and destinations
- Operational naming of facilities such as FOH operational, BOH, plant rooms etc.
- Statutory statutory and authorities' regulatory, prohibitive and safety information, including fire, building and statutory signage
- Interpretive plaques exploring the historical narrative of the area.

The signage developed will be an integrated family that is designed to suit the various information types and architectural conditions and is flexible for its various functions.

Different sign forms make up the signage family or sign types and relate to each other to create a cohesive signage and communication system.

Sign forms vary depending on context, location and signage hierarchy, for example a building identification sign requires a larger sign whereas internal wayfinding sign requires a smaller sign due to the distance it is being read from.

Signage design depends on:

- the architectural, interior, urban or landscape context with regard to scale, form, detail, materials and colour
- the scale of the message
- the distance at which the message is to be read
- the importance of the message
- the availability of mounting or fixing places relative to the most appropriate viewing locations.

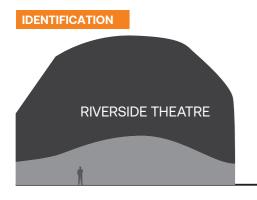
The following pages show a typical external signtype hierarchy we envisage for the Riverside Theatre.

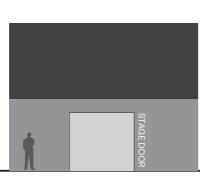


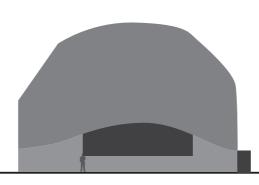
The signage illustrated is diagrammatic only and not representative of the actual design or scale. Refer to drawings in this package.









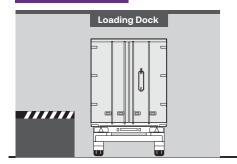








LOADING DOCK





Issued	for	SSDA

Revisions 160525

Issued for SSDA 160625 KH Issued for SSDA 110725 KH Issued for SSDA

Riverside Theatres

Scale As shown at A3

Project

Drawing title

Drawn KH

Riverside Theatres

Signage Hierarchy_001

Checked RP

Date 160525

Job number COP001

Drawing number

SW_DR_0000_GEN_Hierarchy_001

Signtype GEN Revision B Sheet size A3

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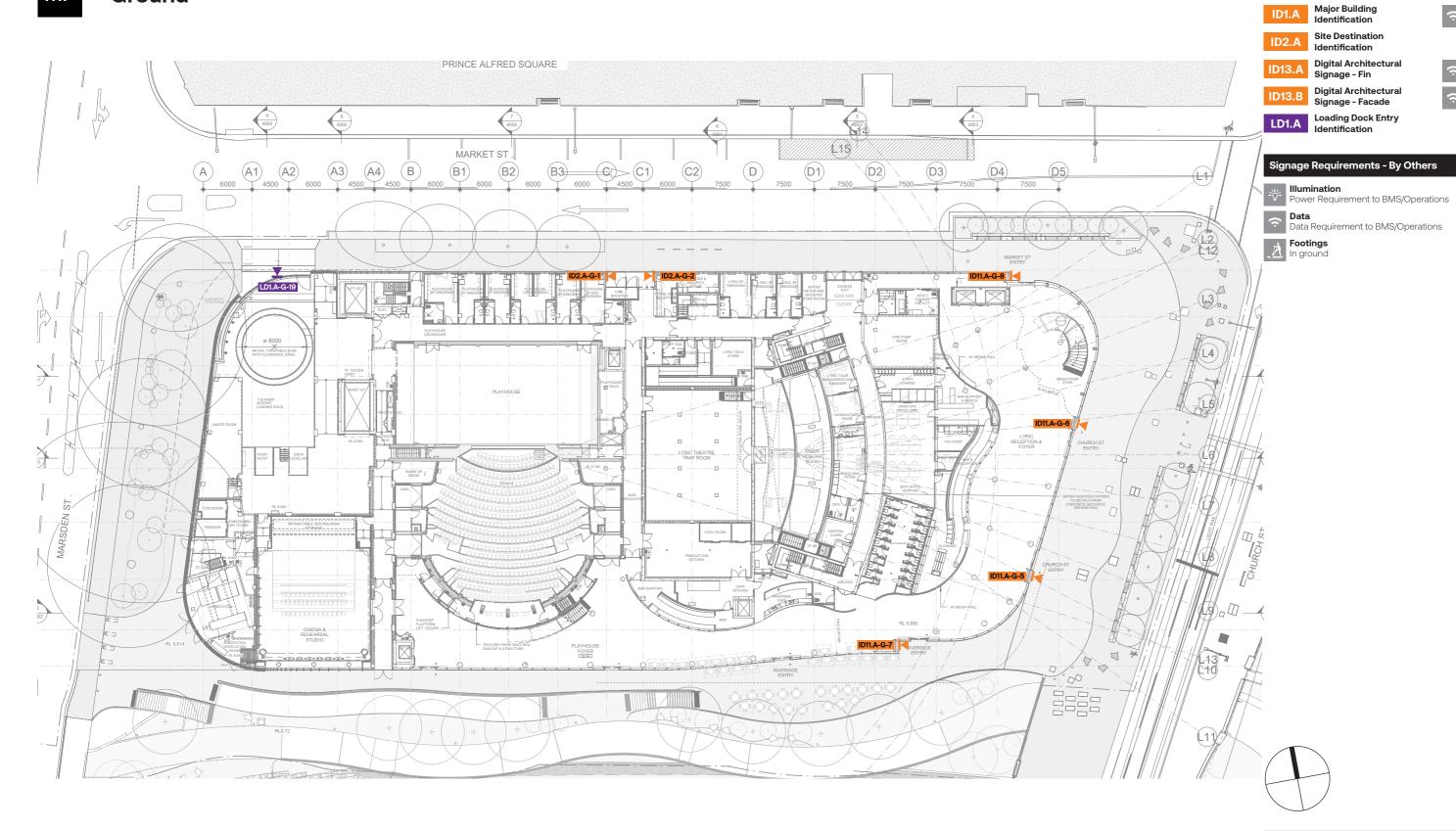
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External signage masterplans







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 C
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 KH
 Issued for SSDA

 D
 110725
 KH
 Issued for SSDA

Client

Riverside Theatres & City of Parramatta

rramatta

Drawing title

Masterplanning

Scale As shown at A3 Drawn KH Checked RP

Project

Riverside Theatres

 Date
 Job number

 250325
 COP001

Drawing number

SW-DA-0003_MP Ground

Signtype MP Revision D Sheet size A3

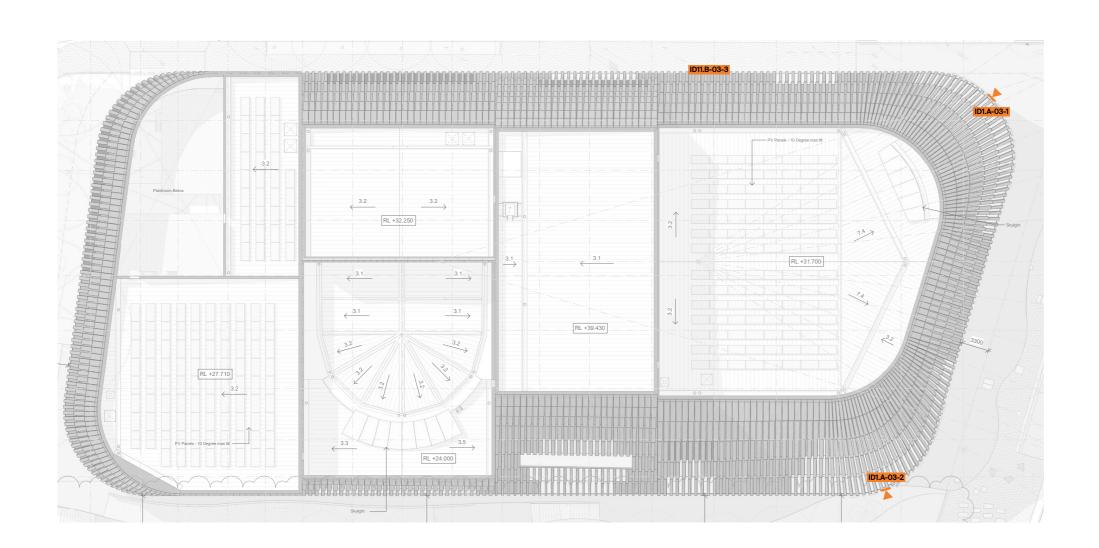
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Signtypes



Signtypes

ID1.A Major Building Identification



Site Destination



Identification ID13.A Digital Architectural Signage - Fin

ID13.B Digital Architectural Signage - Facade

LD1.A Loading Dock Entry

Signage Requirements - By Others

Power Requirement to BMS/Operations



Data
Data Requirement to BMS/Operations



Footings In ground

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Riverside Theatres & City of Parramatta

Scale As shown at A3

Drawing title Masterplanning

Riverside Theatres

Project

Drawn KH Checked RP

Date 250325 Job number COP001

Drawing number

SW-DA-0004_MP Level 3

Signtype MP Revision D Sheet size A3

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External identification & wayfinding signage

ID1 Major Building ID Major Building ID B Signage to wrap corner, refer to floorplan for location on curve **EAST ELEVATION - CHURCH STREET** Scale 1:200

High Level Signage:

Height: 1300mm

Width: 17000mm (to wrap building edges)

Depth: 150mm Power: Yes

Sign Main Function:

Identify Theatre name and signal to pedestrians and vehicles approaching.

Fabrication

Fabricated aluminium 150mm d dimensional letters to wrap aluminium cladding.
Edges in bronze to match Lamella cladding with face illumination.

Illumination:

Internally illuminated with using sufficient LED to provide even and non-banding illumination in warm white.

Framework:

Suitable support frame mounted to the Lamella Cladding façade by sign manufacturer as per Engineers specifications.

All fixings, wiring and power sources are completely concealed with no elements visible. Painted to match Exterior finish

Naming and branding of the development is TBC.
Locations to be further coordinated during documentation.



Reference ImageFabrication Example

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Elevation

Scale 1:100

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Riverside Theatres & City of Parramatta

Scale As shown at A3

17000

Project & Riverside Theatres

Drawing title

Major Building ID

Drawn KH Checked RP

Date 250325

Job number COP001

Drawing number

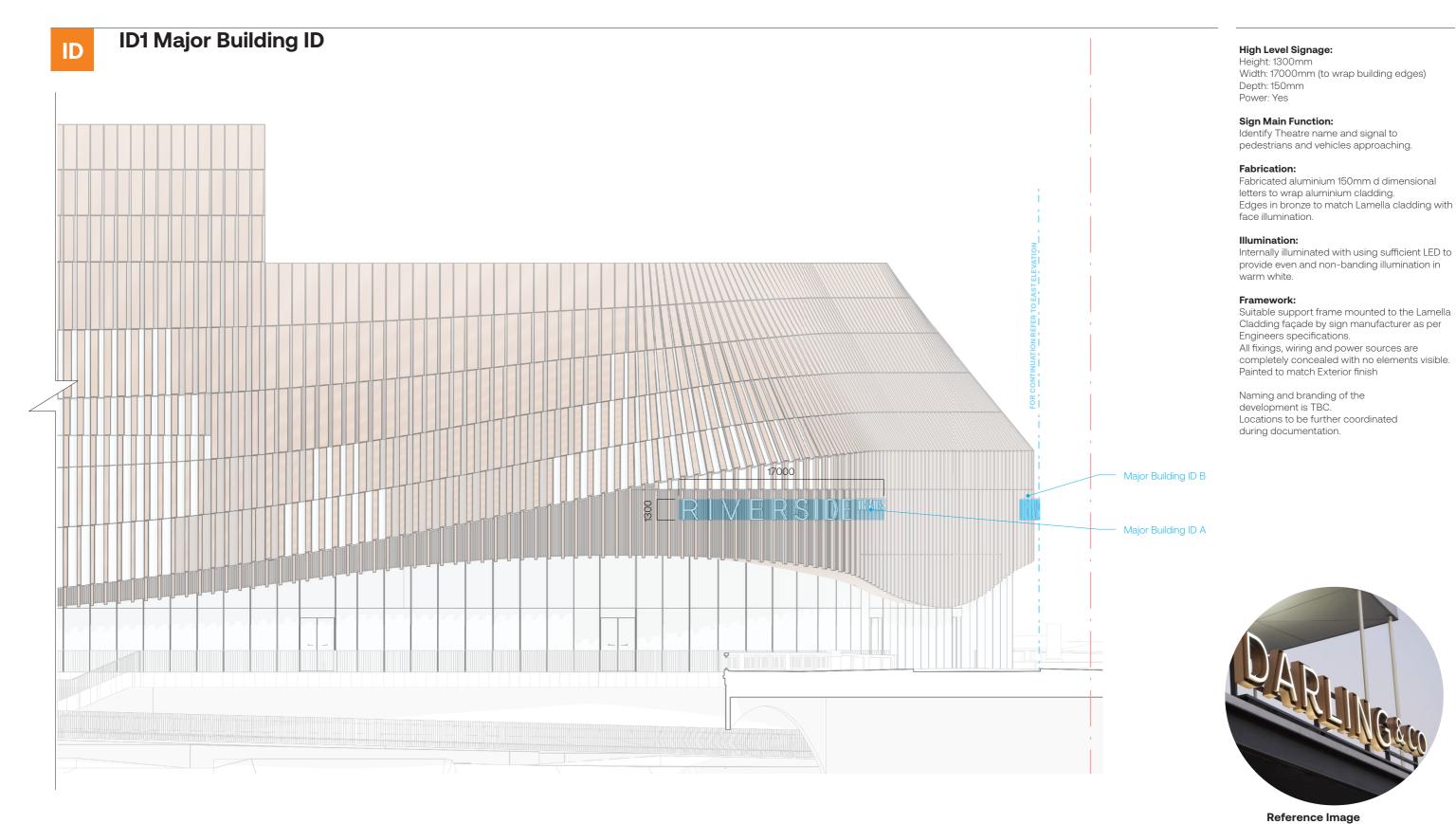
SW-DA-0005_Major Building ID 001

Signtype GEN Revision D Sheet size A3

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SOUTH ELEVATION - PARRAMATTA RIVER

Scale 1:200

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D	110725	KH	Issued for SSDA	
				Scale As shown at A3

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Drawing title **Major Building ID** Drawn KH Checked RP

Project

Riverside Theatres

Date Job number 250325 COP001

Drawing number SW-DA-0005_Major Building ID 002

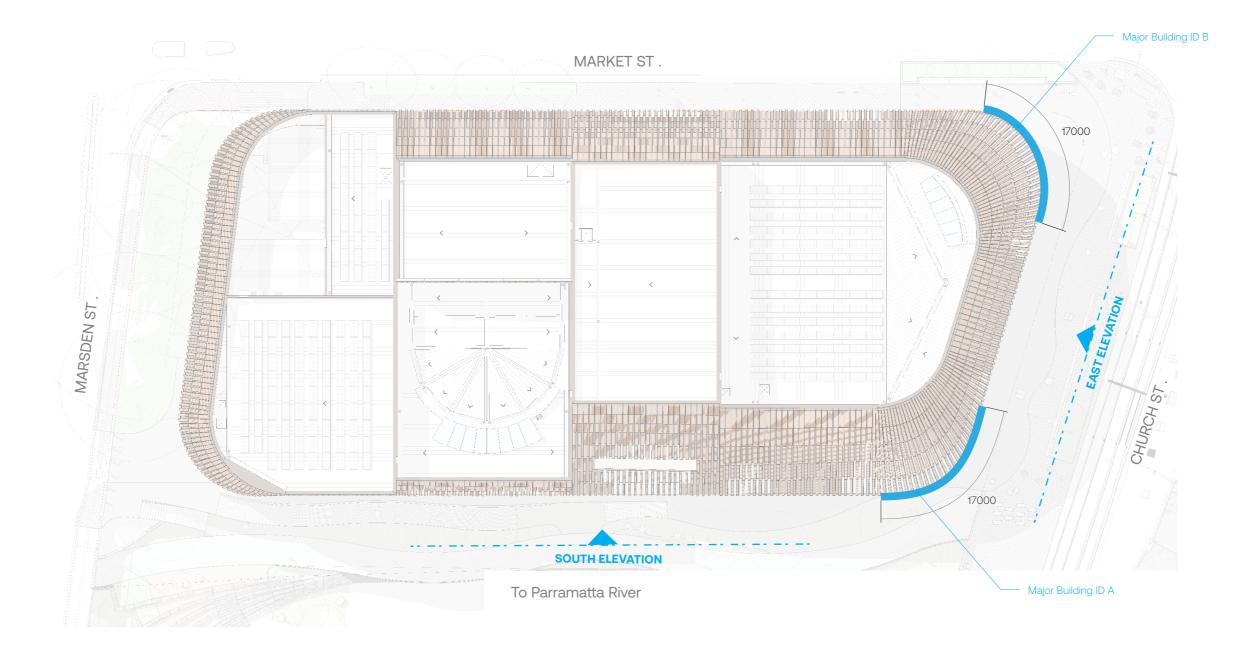
Signtype GEN Revision D Sheet size A3

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Reference Image Fabrication Example



High Level Signage:

Height: 1300mm

Width: 17000mm (to wrap building edges)

Depth: 150mm Power: Yes

Sign Main Function:

Identify Theatre name and signal to pedestrians and vehicles approaching.

Fabrication:

Fabricated aluminium 150mm d dimensional letters to wrap aluminium cladding.
Edges in bronze to match Lamella cladding with face illumination.

Illumination:

Internally illuminated with using sufficient LED to provide even and non-banding illumination in warm white.

Framework:

Suitable support frame mounted to the Lamella Cladding façade by sign manufacturer as per Engineers specifications.

All fixings, wiring and power sources are

All fixings, wiring and power sources are completely concealed with no elements visible. Painted to match Exterior finish

Naming and branding of the development is TBC.
Locations to be further coordinated during documentation.



Reference ImageFabrication Example

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Plan view

Scale 1:500

 Revisions

 A
 250325
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 Issued for SSDA

 C
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 Issued for SSDA

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 110725
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Client

Riverside Theatres & City of Parramatta

Scale As shown at A3

Drawing title
Major Building ID

Riverside Theatres

Project

Drawn KH Checked RP

Date 250325

Job number COP001

Drawing number

SW-DA-0005_Major Building ID

Signtype GEN Revision D Sheet size A3

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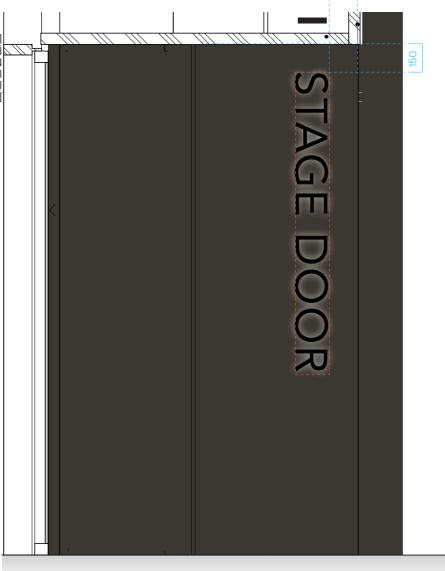
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ID2 Stage ID







Elevation B Scale 1:20

Stage ID Signage:

Height: 1600mm Width: 180mm Depth: 30mm Power: Yes

Sign Main Function:

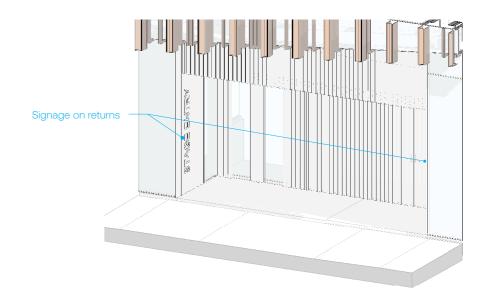
Identify stage door for Theatre staff and performers

Fabrication:

Fabricated aluminium 150mm d dimensional letters to wrap aluminium cladding. Edges in bronze to match Lamella cladding with face illumination.

Illumination:

Internally illuminated with using sufficient LED to provide even and non-banding illumination in warm white.





Reference Image Halo illumination

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Riverside Theatre & City of Parramatta

Stage ID

Project

Scale As shown at A3

Riverside Theatre

Drawing title

Drawn KH Checked RP

Date

250325

Drawing number

SW-DA-0006_Stage ID

Signtype GEN Revision C Sheet size A3

Job number

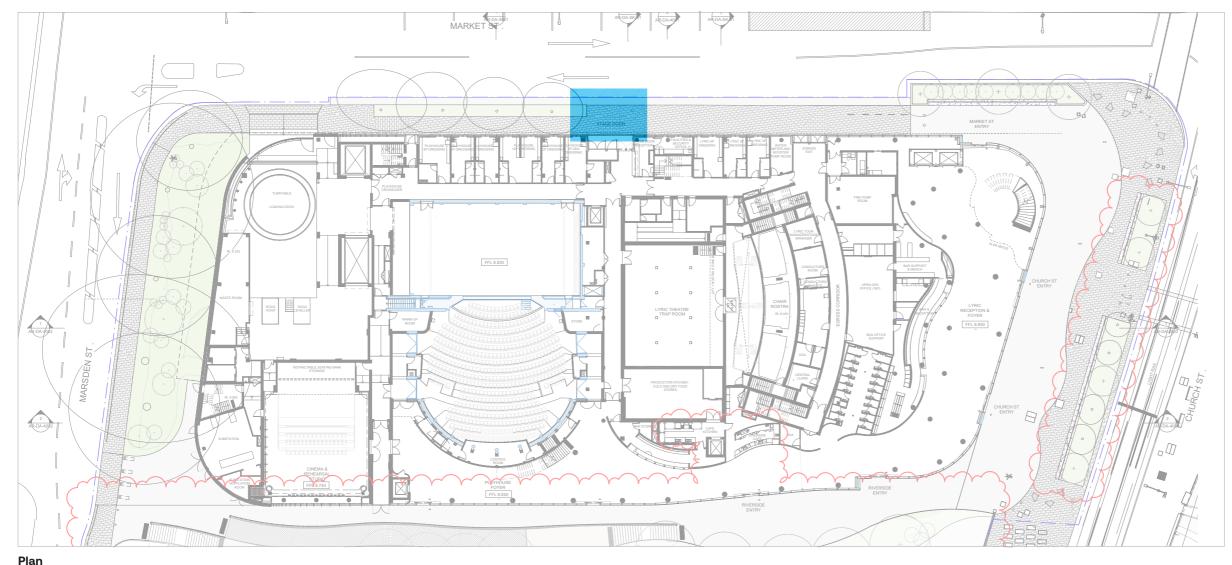
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ID2 Stage ID



Stage ID Signage: Height: 1500mm Width: 150mm Depth: 30mm Power: Yes

Sign Main Function:

Identify stage door for Theatre staff and performers

Fabrication:

Fabricated aluminium 150mm d dimensional letters to wrap aluminium cladding. Edges in bronze to match Lamella cladding with face illumination.

Illumination:

Internally illuminated with using sufficient LED to provide even and non-banding illumination in



Reference Image Halo illumination

Scale 1:100 **Issued for SSDA**

NG

Plan

Scale 1:500

STAGE DOOR

Revisions Issued for SSDA 250325 Issued for SSDA 110425 200625 KH Issued for SSDA

Scale As shown at A3

Riverside Theatre & City of Parramatta

Elevation B

Elevation A

Project

Riverside Theatre

Drawing title Stage ID Drawn KH Checked RP

Date 250325 COP001

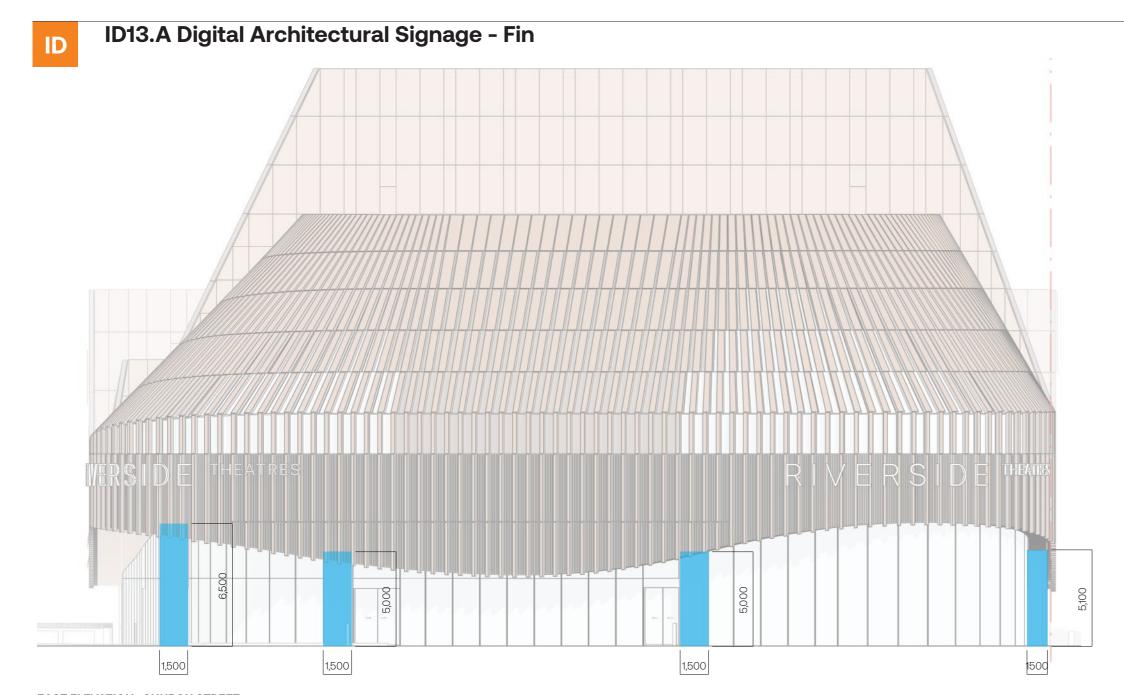
Drawing number SW-DA-0006_Stage ID

Signtype GEN Revision C Sheet size A3

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Specs:

Screen 1

Height: 6500mm Width: 1500mm Power: Yes

Screen 2 Height: 5000mm Width: 1500mm

Screen 3 Height: 5000mm

Power: Yes

Width: 1500mm Power: Yes

Screen 4

Height: 5100mm Width: 1500mm Power: Yes

Sign Main Function:

Provide Theatre advertising.

Fabrication:

Details regarding these screens are contained in the Architectural and Public Domain Report at Appendix G to the EIS

EAST ELEVATION - CHURCH STREET

Scale 1:200

Revisions
A 110725 KH

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Riverside Theatres & City of Parramatta

Scale As shown at A3

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Drawing title
Digital Architectural Signage

Project

Riverside Theatres

Drawn KH Checked RP

Date 250325

Job number COP001

Drawing number

SW-DA-0005_Digital Architectural Signage Fin 001

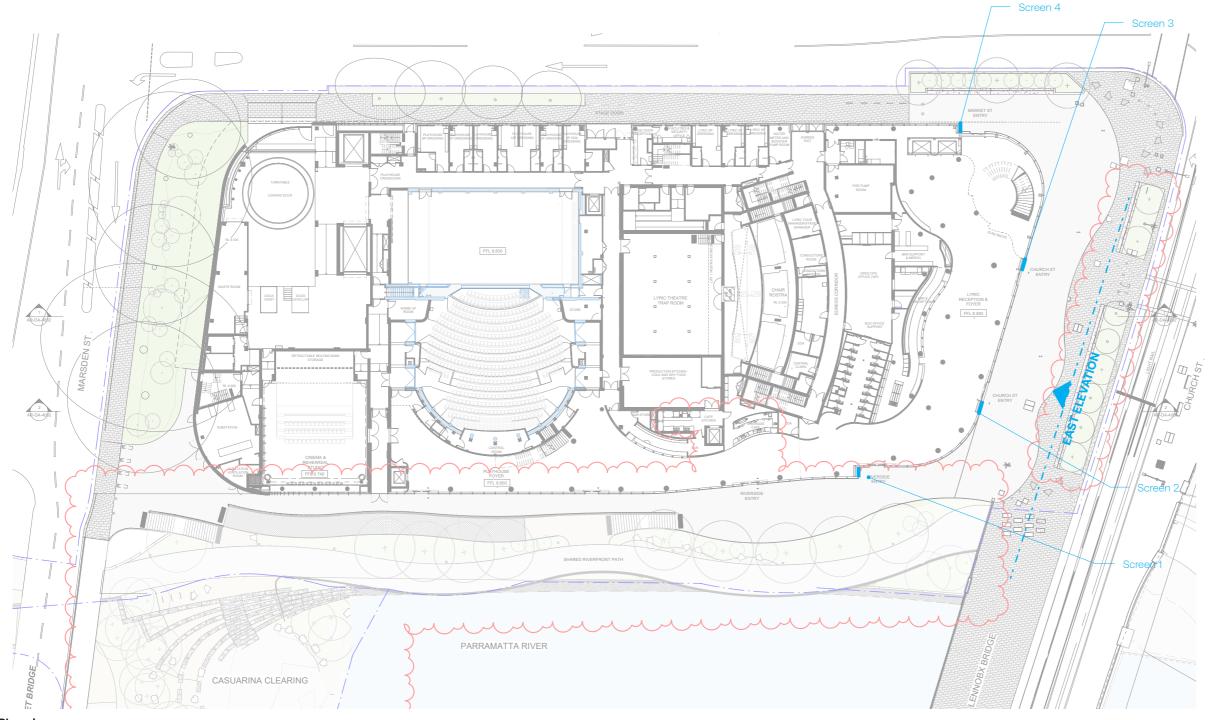
Signtype GEN Revision A Sheet size A3

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ID13.A Digital Architectural Signage - Fin



Specs:

Screen 1

Height: 6500mm Width: 1500mm Power: Yes

Screen 2 Height: 5000mm Width: 1500mm Power: Yes

Screen 3 Height: 5000mm Width: 1500mm Power: Yes

Screen 4 Height: 5100mm Width: 1500mm Power: Yes

Sign Main Function:

Provide Theatre advertising.

Fabrication:

Details regarding these screens are contained in the Architectural and Public Domain Report at Appendix G to the EIS

Plan view Scale 1:500

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Riverside Theatres &

City of Parramatta

Scale As shown at A3

Riverside Theatres

Drawing title

Project

Digital Architectural Signage

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Date 250325

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Drawing number

SW-DA-0005_Digital Architectural Signage Fin 002

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ID13.B Digital Architectural Signage - Facade

Specs:

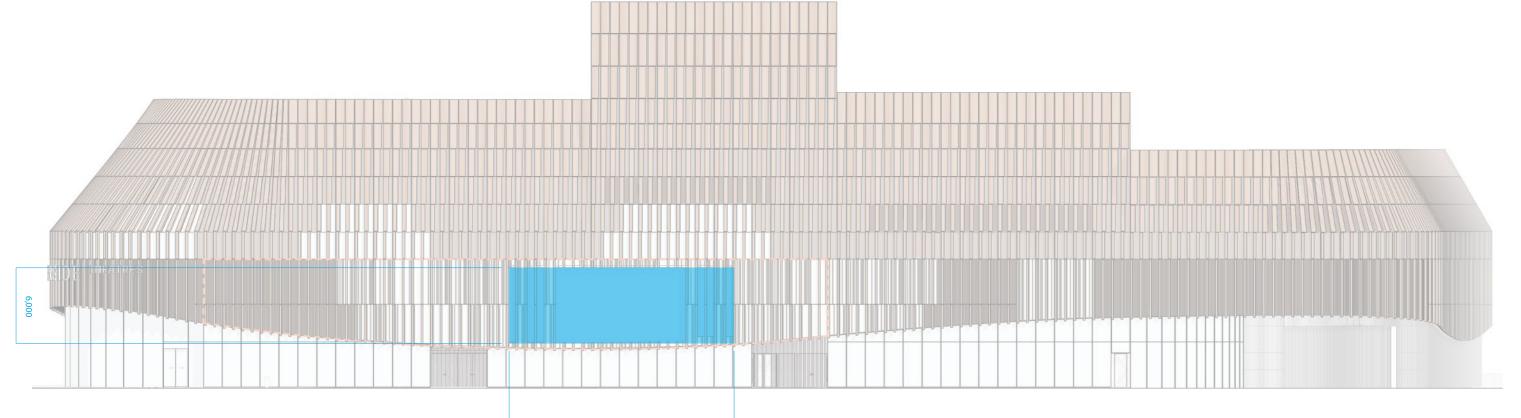
Height: 6000mm Width: 17850mm Power: Yes

Sign Main Function:

Provide Theatre advertising.

Fabrication:

Details regarding these screens are contained in the Architectural and Public Domain Report at Appendix G to the EIS



NORTH ELEVATION - MARKET STREET

Scale 1:200

17,850

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Revisions

A 110725

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Scale As shown at A3

Riverside Theatres & City of Parramatta

Project

Riverside Theatres

Drawing title

Drawn KH

Digital Architectural Signage

Checked RP

Drawing number

Date

250325

SW-DA-0005_Digital Architectural Signage Facade 001

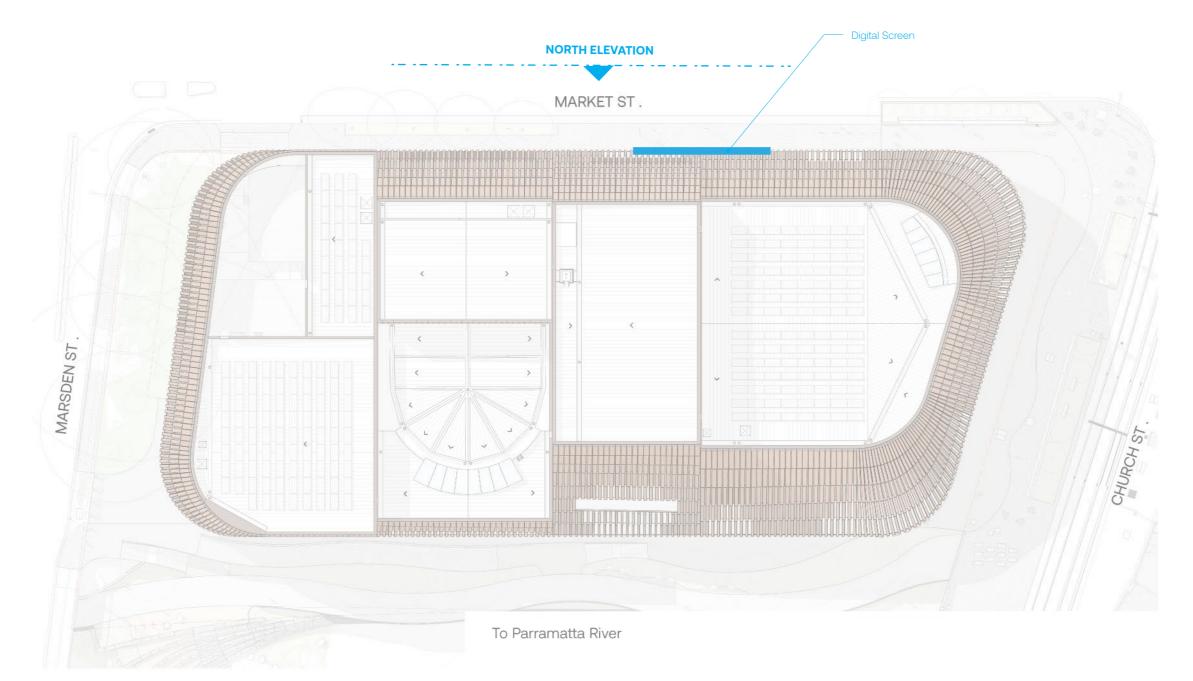
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Signtype GEN Revision A Sheet size A3 ISSUED FOR SSDA

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ID13.B Digital Architectural Signage - Facade



Plan view

Scale 1:500

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Riverside Theatres & City of Parramatta

Scale As shown at A3

Drawing title **Digital Architectural Signage**

Project

Riverside Theatres

Drawn KH Checked RP Date 250325 COP001

Drawing number SW-DA-0005_Digital Architectural

Signage \Facade 002

Signtype GEN Revision A Sheet size A3

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Specs: Height: 6000mm Width: 17850mm Power: Yes

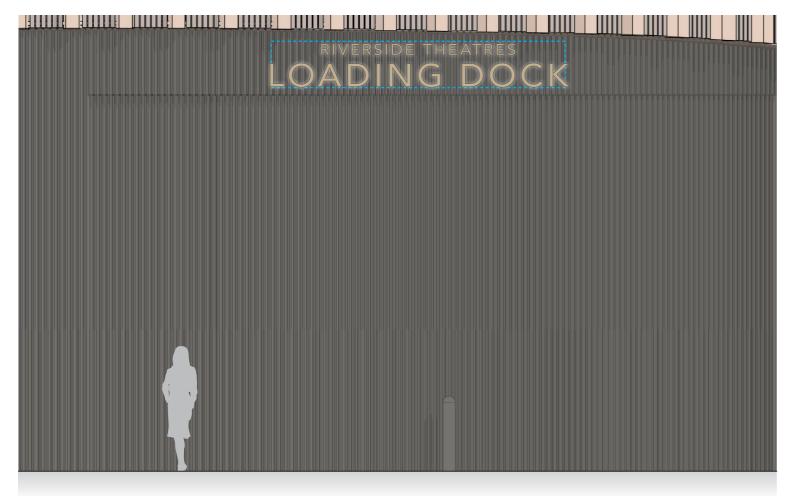
Sign Main Function: Provide Theatre advertising.

Details regarding these screens are contained in the Architectural and Public Domain Report at Appendix G to the EIS

Fabrication:



LD1 Loading Dock ID



01 Elevation A

Scale 1:50

3800

RIVERSIDE THEATRES LOADING DOCK

02 Front Elevation

Issued for SSDA

Scale 1:20

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Α	250325	KH	Issued for SSDA
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С	200625	KH	Issued for SSDA

Riverside Theatre & City of Parramatta

Scale As shown at A3

ProjectRiverside Theatre

Drawing title
Loading Dock ID

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SW-DA-0009_Loading Dock ID

Signtype GEN Revision C Sheet size A3

Loading Dock Signage:

Height: 450mm

Width: 3600mm (to wrap building edges)

Depth: 30mm Power: Yes

Sign Main Function:

Identify Loading dock entry to vehicles

Fabrication:

Fabricated aluminium 30mm d dimensional letters to wrap aluminium cladding.
Edges in bronze to match Lamella cladding with face illumination.

Illumination:

Internally face and halo illuminated with using sufficient LED to provide even and non-banding illumination in warm white.

Framework:

Suitable support frame mounted to the façade by sign manufacturer as per Engineers specifications.

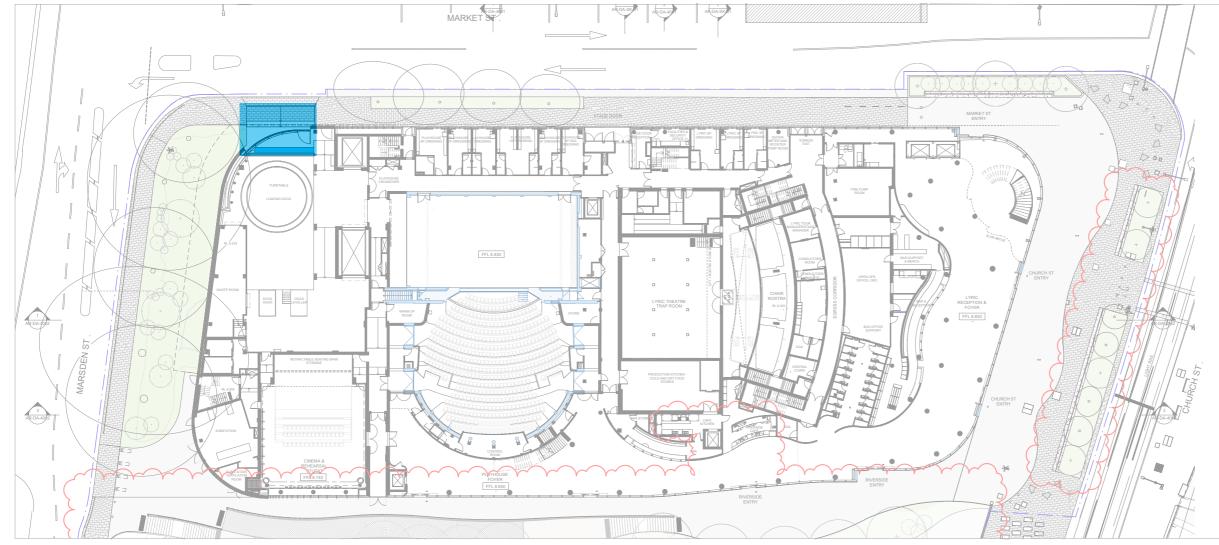
All fixings, wiring and power sources are completely concealed with no elements visible.



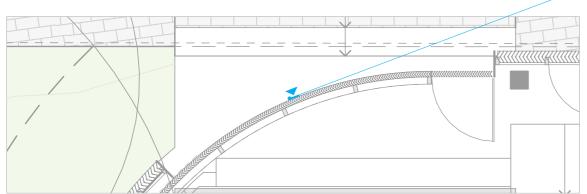
Reference Image
Halo and face illumination

Extrablack

LD1 Loading Dock ID



Plan Scale 1:500



Plan Scale 1:100

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В	110425	KH	

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Scale As shown at A3

Riverside Theatre & City of Parramatta

> Drawing title **Loading Dock ID**

Riverside Theatre

Project

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Drawing number

SW-DA-0009_Loading Dock ID

Signtype GEN Revision C Sheet size A3

Loading Dock Signage: Height: 450mm

Width: 3600mm (to wrap building edges)

Depth: 30mm Power: Yes

Sign Main Function:

Identify Loading dock entry to vehicles

Fabrication:

Fabricated aluminium 30mm d dimensional letters to wrap aluminium cladding. Edges in bronze to match Lamella cladding with face illumination.

Illumination:

Internally face and halo illuminated with using sufficient LED to provide even and non-banding illumination in warm white.

Framework:

Suitable support frame mounted to the façade by sign manufacturer as per Engineers specifications.

All fixings, wiring and power sources are completely concealed with no elements visible.



Reference Image Halo and face illumination

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