

South Eveleigh

Precinct Signage Strategy / Addendum 1

SSD 7317 MOD 19 / October 2020

Addendum to External Signage Strategy, May 2018

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Introduction/

South Eveleigh is a unique cultural and innovation hub. One which celebrates its magnificent history, whilst welcoming all.

South Eveleigh is steeped in history.

It is home to the Locomotive Workshops which were once considered the largest and most technologically advanced workshops in the southern hemisphere.

Today the carefully considered plans to revitalise the precinct will deliver South Eveleigh as a unique cultural and innovation hub. One which celebrates its magnificent history, whilst welcoming all. It pioneers new standards as an urban regeneration project and is set to become one of Australia's leading tech neighbourhoods.

The sculptural urban entrance markers, which have been designed to identify the four main access points into the precinct are much more than signs. Mirvac's aim is to merge the precinct into the urban fabric. The markers will guide visitors to the precinct as part of an overall integrated signage strategy, celebrate the South Eveleigh heritage and reflect the new future – the tech revolution.

The unique designs draw direct inspiration from the industrial vernacular of railroad infrastructure, overlaid with technological elements. The illuminated letters and digital screens juxtapose this historical theme, which taps into the eclectic nature and character of the site.

Aside from identifying the entrance to South Eveleigh, the markers play a critical functional role in directing visitors around the site whether they arrive by foot, car, ride share, public transport or other modes of transport.

General Design Principles

The strategic intent is to create an effective and appropriate signage system that fulfils the requirements of both identification and wayfinding functions. The strategy recognises the importance of providing high-quality signage that is integrated with, and contributes to the character of the South Eveleigh precinct. All signs have been designed to comply with the Building Code of Australia and Australian Standards, including those relating to equitable accessibility and legibility.

Principles

The following design principles were used in developing the entrance markers.

Identification, legibility and wayfinding

- Integrate with the precinct signage developed by Urbanite together with the brand guidelines for the precinct.
- Clearly identify or provide directional guidance from a number of different locations, across a number of modes of transport to facilities and building addresses within the South Eveleigh precinct.
- Enhance legibility and improve wayfinding for those accessing the buildings and pedestrians navigating the public realm.

Streetscape and amenity

- Make a positive contribution to the visual attractiveness and vitality of the streetscape
- Have a positive effect on visual amenity of the streetscape, without contributing to visual clutter.

Energy efficiency and durability

- Where possible, incorporate design features that are energy efficient.
- Ensure the markers are constructed from high quality, durable materials for longevity and minimise the need for maintenance and replacement.

Spatial and cognitive principles

Legible spaces

- Environmental, architectural and directional information needs to be carefully composed for legibility and clear navigation.

Mental mapping

- Emphasise the features of the environment to help people build a mental map of their journey.
- Well considered and simple wayfinding information is more effective when supported by obvious landmarks, when the route follows a clearly defined path and when information is provided at key decision points for changes in route.

Perception and usability principles

Empty space

- Negative space is essential to legibility.

Visual perception

- Combine visual elements so that they form a cohesive and easy to understand visual ‘story’. Visual perception incorporates principles of proximity, similarity, continuity and an emphasis on the object from the background to provide important information in clear and visually attractive design.

Universal design

- Accessibility and tactile signage
- Pictograms
- Appropriate letter heights
- Adequate illumination
- Minimum luminance contrast

Accessibility

- Compliance with current Australian legislation applicable to equitable access to and usability of wayfinding signage is essential for the success of all wayfinding projects.

Sign Positioning and viewing zones

- Position key messaging and sign content in users’ line of sight and design interactive content to be within easy reach of all users.

Graphic principles

Typography

- Font selection and typographic principles define many aspects of wayfinding communication and have large influences on legibility.

Legibility

- Letter heights are above the Australian Standards recommended minimum size for the estimated viewing distance of the text.

Pictograms

- Use pictograms to provide people from all backgrounds with coherent graphic symbols that overcome language barriers and are quickly recognisable.

Arrows

- Arrange left or right of a message according to the direction of travel.

Colour

- Minimum luminance contrast of 30% between graphic content and the sign face colour.

Wayfinding Design Principles

Mental Mapping

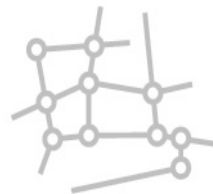
Emphasising the features of the environment helps people create a mental map of the space they are in.

The urban planning principles of Kevin Lynch* (an urban planner, academic and author) can be used to assist in the analysis of how wayfinding and placemaking elements can be interpreted and understood in an urban context.

South Eveleigh is a destination and landmark and the precinct markers need to clearly identify the entrances into this significant historical and technological precinct.



Paths linear circulation devices by which people move along roads, paths, trails.



Nodes points or strategic locations that have a concentration of activity or focus, or major intersections of paths.



Landmarks recognisable reference points that aid orientation, for example; distinctive buildings, urban spaces and memorable works of art.



Edges, boundaries, perimeter roads and rivers within the site.



Districts precincts or neighborhoods with an identifying character.

*Kevin Lynch. Image of the city, 1960

Wayfinding Design Principles

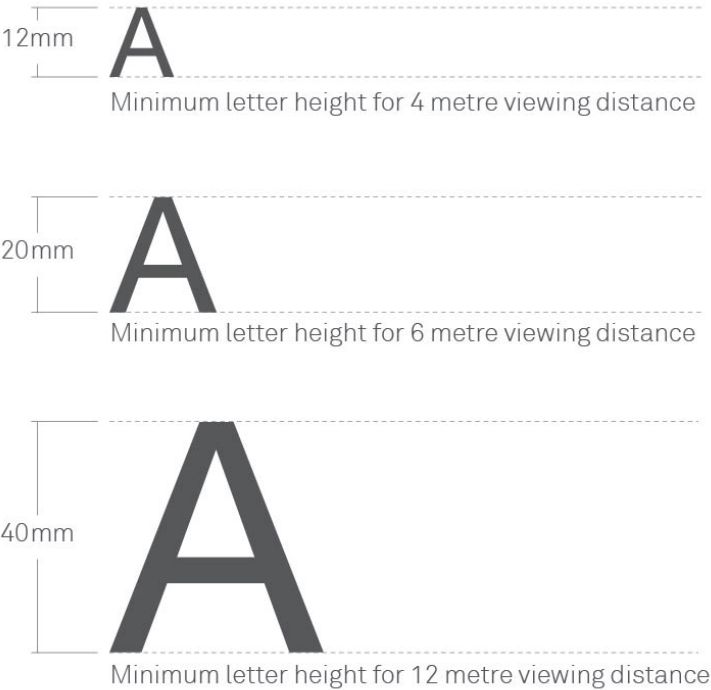
Letter Sizing

Sign messages should be big enough for people to read.

Recommended height of letters for varying viewing distances for pedestrian sign messages are illustrated.

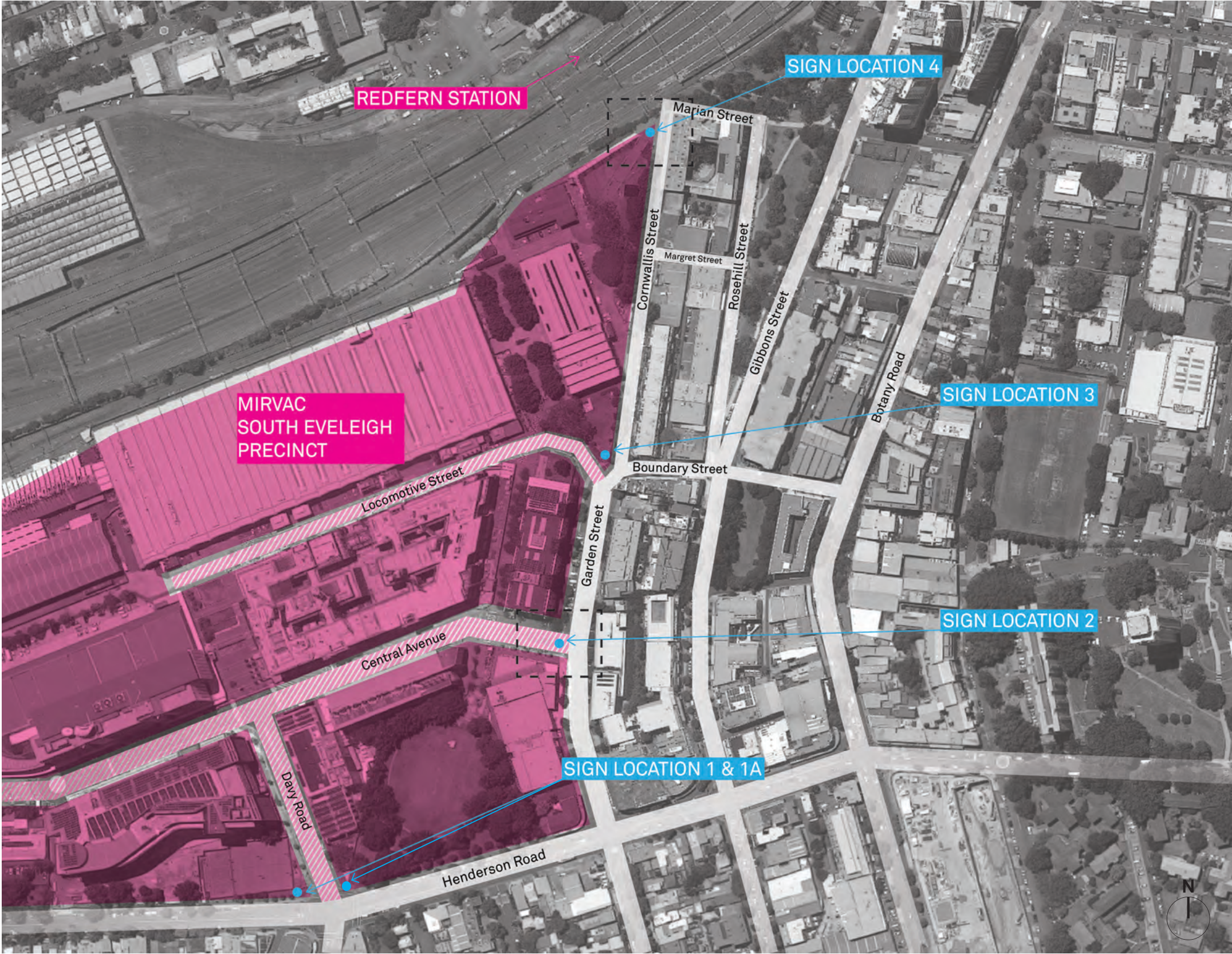
Required viewing distance	Minimum letter height
2 metres	6 millimetres
4 metres	12 millimetres
6 metres	20 millimetres
8 metres	25 millimetres
12 metres	40 millimetres
15 metres	50 millimetres
25 metres	80 millimetres
35 metres	100 millimetres
40 metres	130 millimetres
50 metres	150 millimetres
80 metres	265 millimetres
100 metres	330 millimetres
120 metres	400 millimetres
150 metres	500 millimetres

Source: Australian Standards AS 1428.2



Source: Standards Australia 1428.2: Design for access and mobility
Enhanced and additional requirements - Buildings and facilities.

Sign Locations



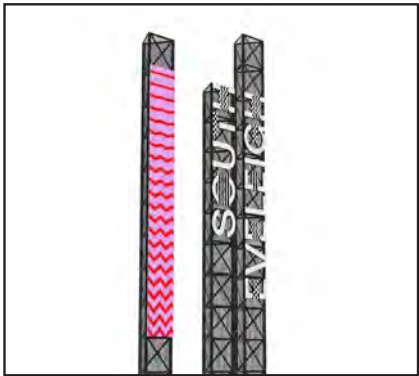
Location 1
Henderson & Davy Road

This is the main entry point to the site and one of only two key vehicular entries into the precinct.



Location 1A
Davy Road

An opportunity for a public art piece to begin the narrative of South Eveleigh as a creative, high tech precinct.



Location 2
Central Avenue
Car Park Entry ID

Identifies the Central Avenue parking entry to the precinct. The strategy is to guide people to the main public car park on Central Avenue.



Location 3
Locomotive Street
Pedestrian Entry ID

One of the key community interfaces areas and areas of rejuvenation of the precinct.



Location 4
Redfern Station
Pedestrian Entry ID

Identifies South Eveleigh to Redfern Station commuters.