

Tweed Valley Hospital

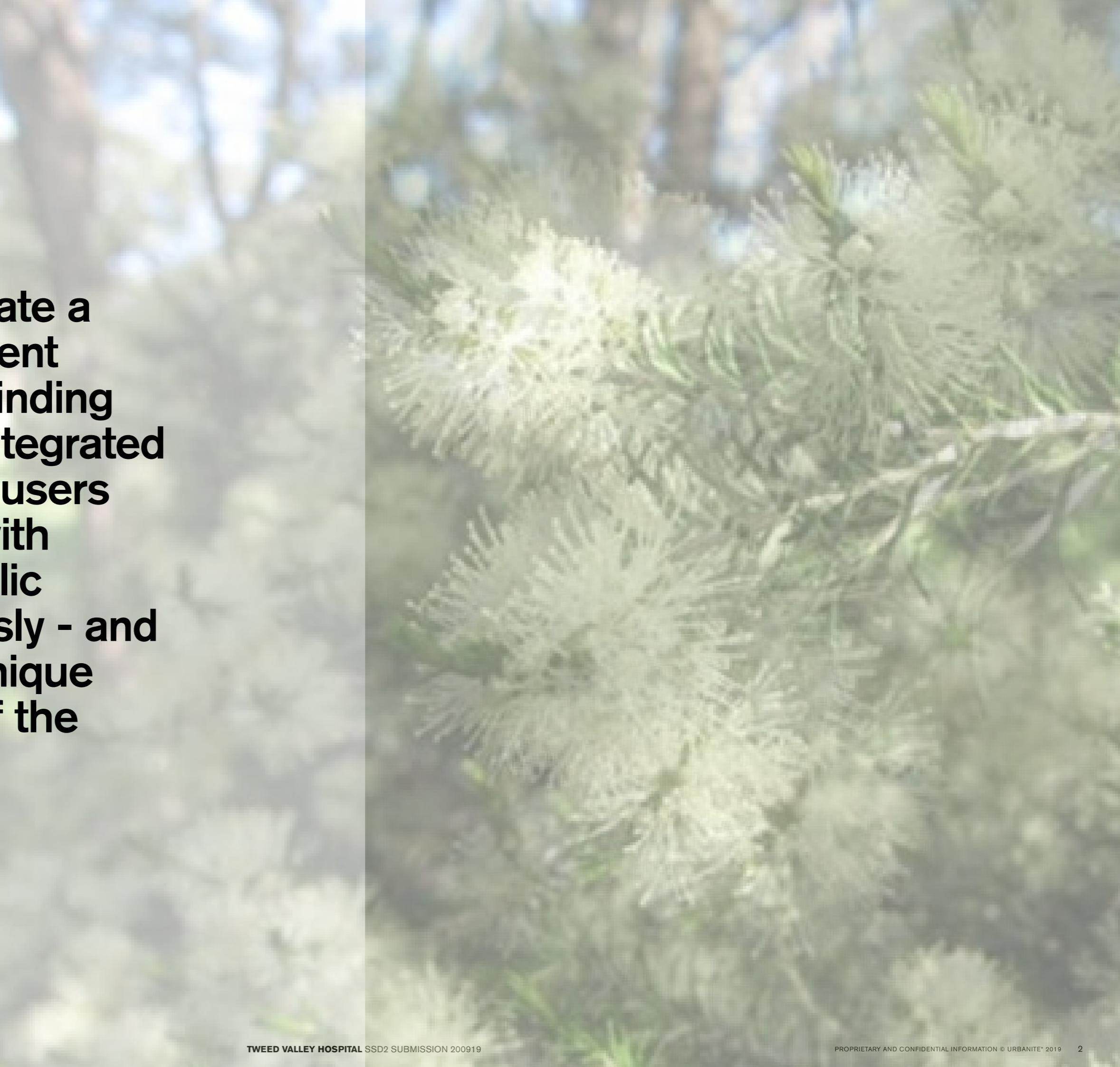
Building Identification for SSD Submission

20.09.19

Revision 5

URBANITE[®]

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

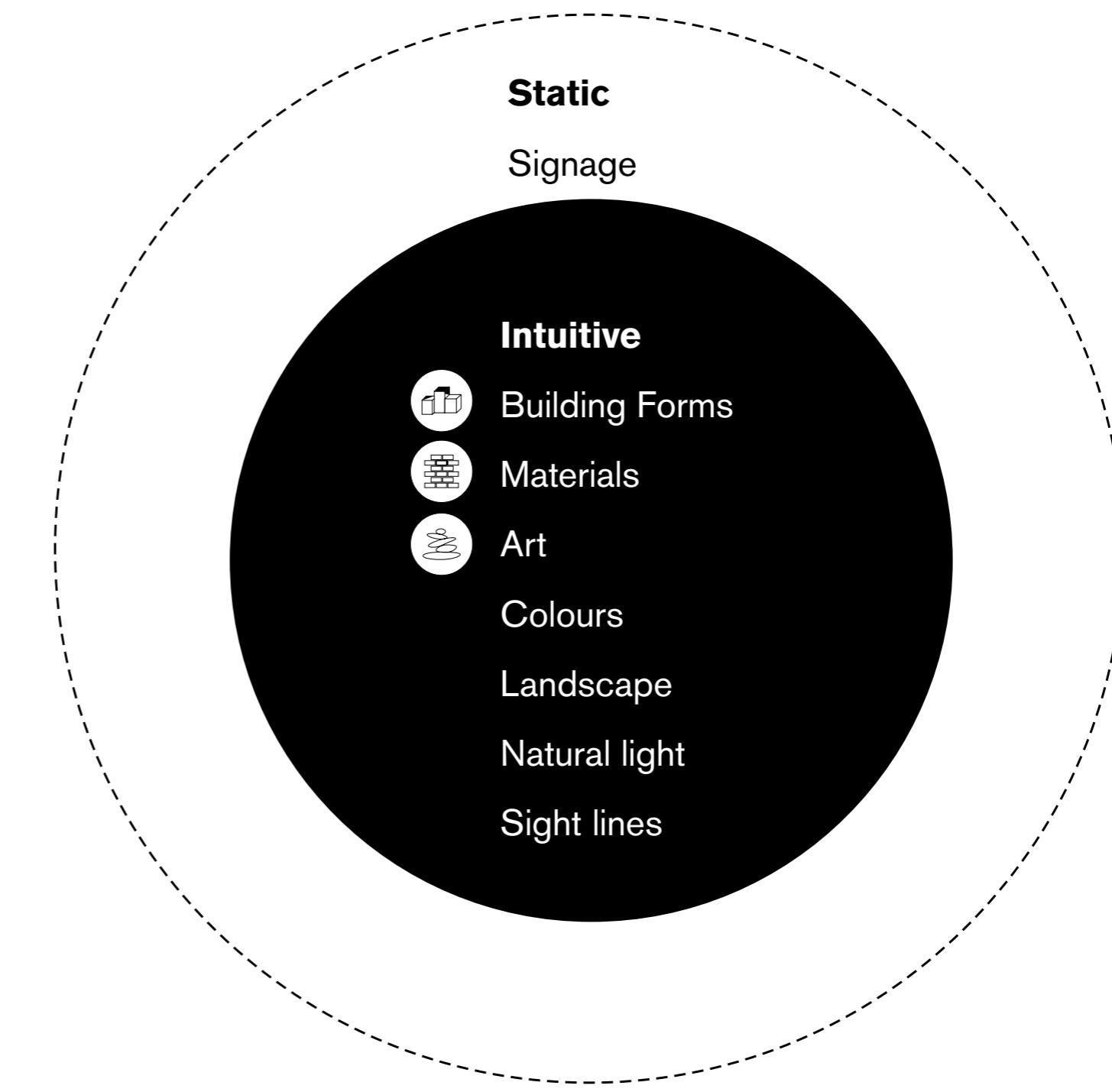


Our aim is to create a distinctive, coherent and trusted wayfinding solution that is integrated and connects all users to the new site with facilities and public domain seamlessly - and celebrates the unique characteristics of the site.

Signage Strategy

Intuitive wayfinding cues, supported by signage

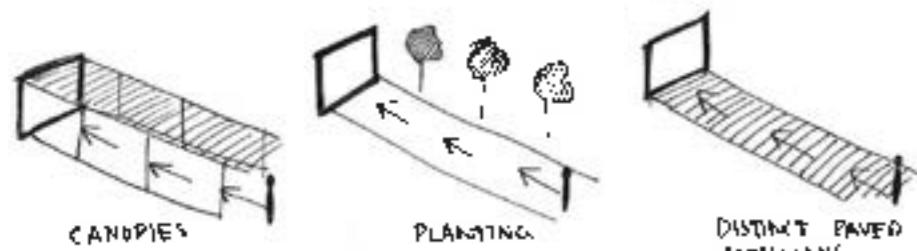
The wayfinding system will focus on using intuitive wayfinding cues as a key means of supporting user journeys. More conventional static wayfinding signage is acknowledged and is also essential to support the intuitive cues and ensure user journeys are simple and confusion-free.



Section C.

1.1 Integrate intuitive wayfinding solutions

The below intuitive wayfinding devices have been integrated in the Tweed Valley Hospital project.

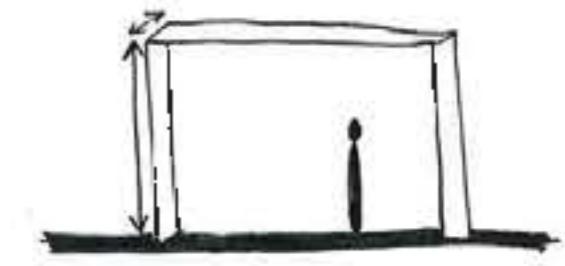
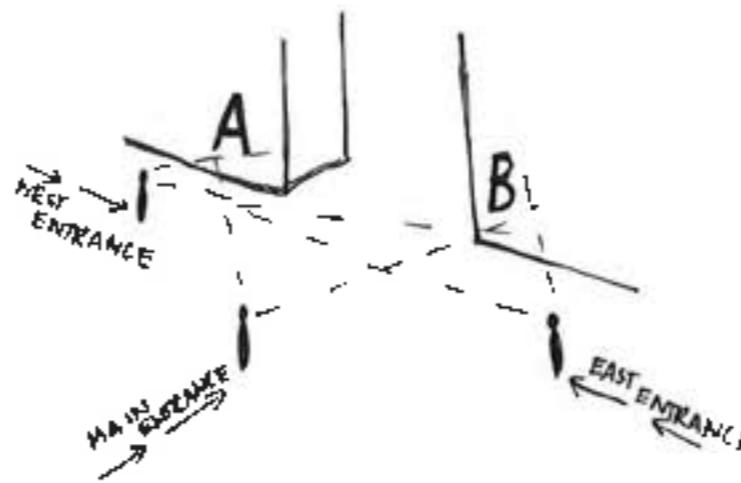


CLEAR DISTINCT PATHWAYS

Pathways are to be emphasised by canopies, distinct paving or planting. These architectural or landscape elements add visual emphasis to key pathways (such as those leading from the car parks to the Hospital building) and users interpret these pathways as trusted avenues to key destination or decision points.

MAINTENANCE OF CLEAR SITE LINES TO BOTH LIFT CORES FROM ALL ENTRIES

As discussed in section 1.4, the landmarks model for wayfinding is to be used in the Hospital. The landmarks that will be called on to orientate users will be the two distinct lift cores that service the two wings of the building. The ability to see these two 'landmarks' regardless of which entry you use to arrive in the 'Hospital Heart' is key to establishing their landmark status and immediately make the wayfinding decision ("Do I need to use Lift Core A or Lift Core B?") immediately clear.

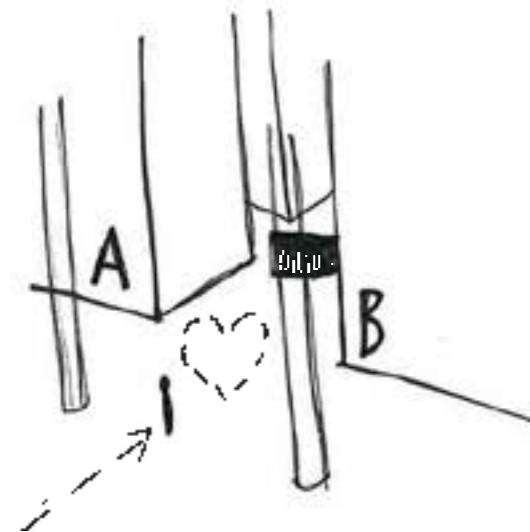


ACCENTUATED ENTRY PORTALS

A key intuitive wayfinding strategy that is to be employed at the Hospital is the clear delineation of entry portals from the building form. Through scale and distinct architectural treatment, all portals from exterior to interior will be clearly articulated for easy user identification, even when the Hospital is viewed from afar (vehicular entry to site). The strength of these intuitive wayfinding strategy will be further strengthened by the entry points to the building being inset from the main building mass. Hence users will come to associate an intent in the building mass as a logical entry point to the interior.

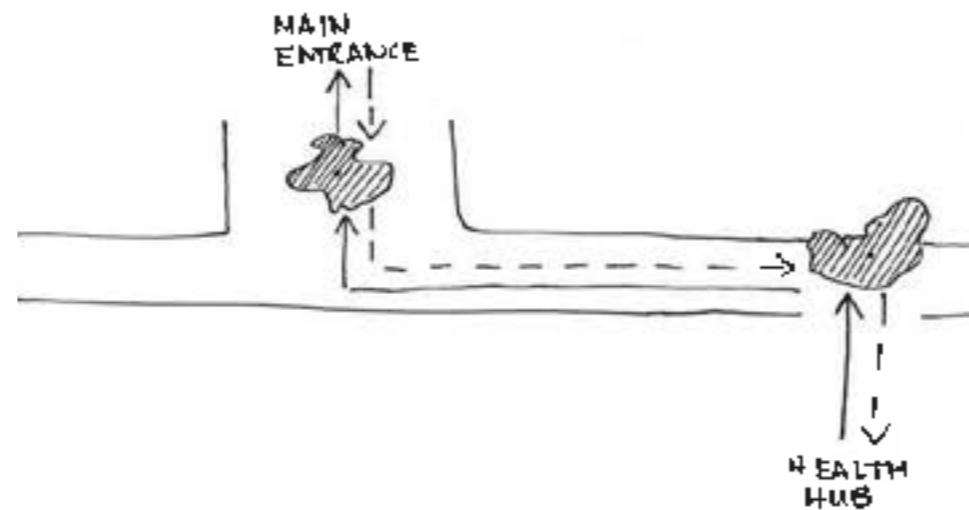
Section C.

1.1 Integrate intuitive wayfinding solutions



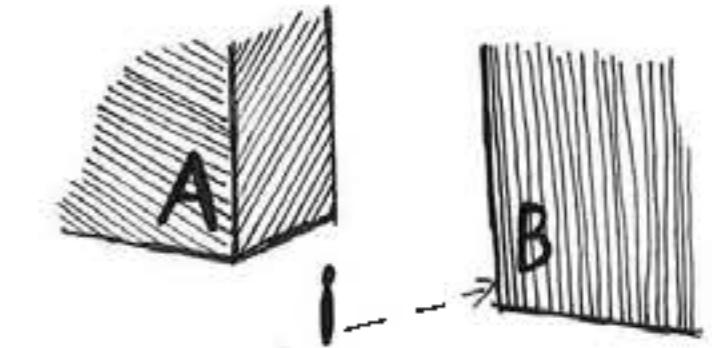
CREATION OF A 'SENSE OF ARRIVAL' IN THE 'HOSPITAL HEART'

Providing reassurance to users that they have 'arrived' in the Hospital is of critical importance, and this is to be communicated through the large scale of the 'Hospital Heart'. Through its high ceiling and abundance of natural light, the Hospital Heart becomes an intuitive place for users to congregate, seek information and use as an orientation point.



LANDMARK PLANTING AT KEY DECISION POINTS

Two landmark trees will feature in the main forecourt and across the road from the Health Hub. These two strategically placed trees, with their distinct appearance from other landscaping throughout the precinct, are intended to become ingrained in users journeys as orientating landmarks that will be used on their journeys to the Hospital, and in reverse, as they exit site. They will be key landmarks for pedestrians traversing the site from the bus stop and Health Hub and also become orientating landmarks for those traveling via car ("I saw the main entrance had a big tree out of the front, when I turned past the forecourt on my way to the West Car Park.").

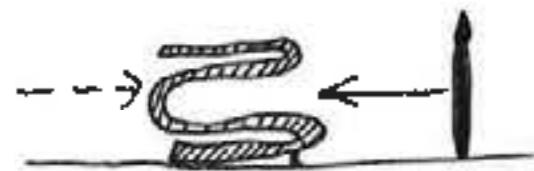


COLOUR TREATMENT OF THE 'LANDMARK' CORES

To accentuate the distinct nature of the two 'landmark' cores, both will be finished in a differing colour and this colour scheme will be replicated throughout the signage that appears in the associated wing. This repetition of colour zoning provides ongoing re-assurance for users that they are continuing in the right direction to arrive at their destination.

Section C.

1.1 Integrate intuitive wayfinding solutions



PUBLIC ART AS NAVIGATION AND ORIENTATION TOOL

Well-integrated and embedded public art could also be used as a valuable intuitive tool along differing user journeys. This artwork should be strategically placed in locations where it will assist the movement and connection of users to site.

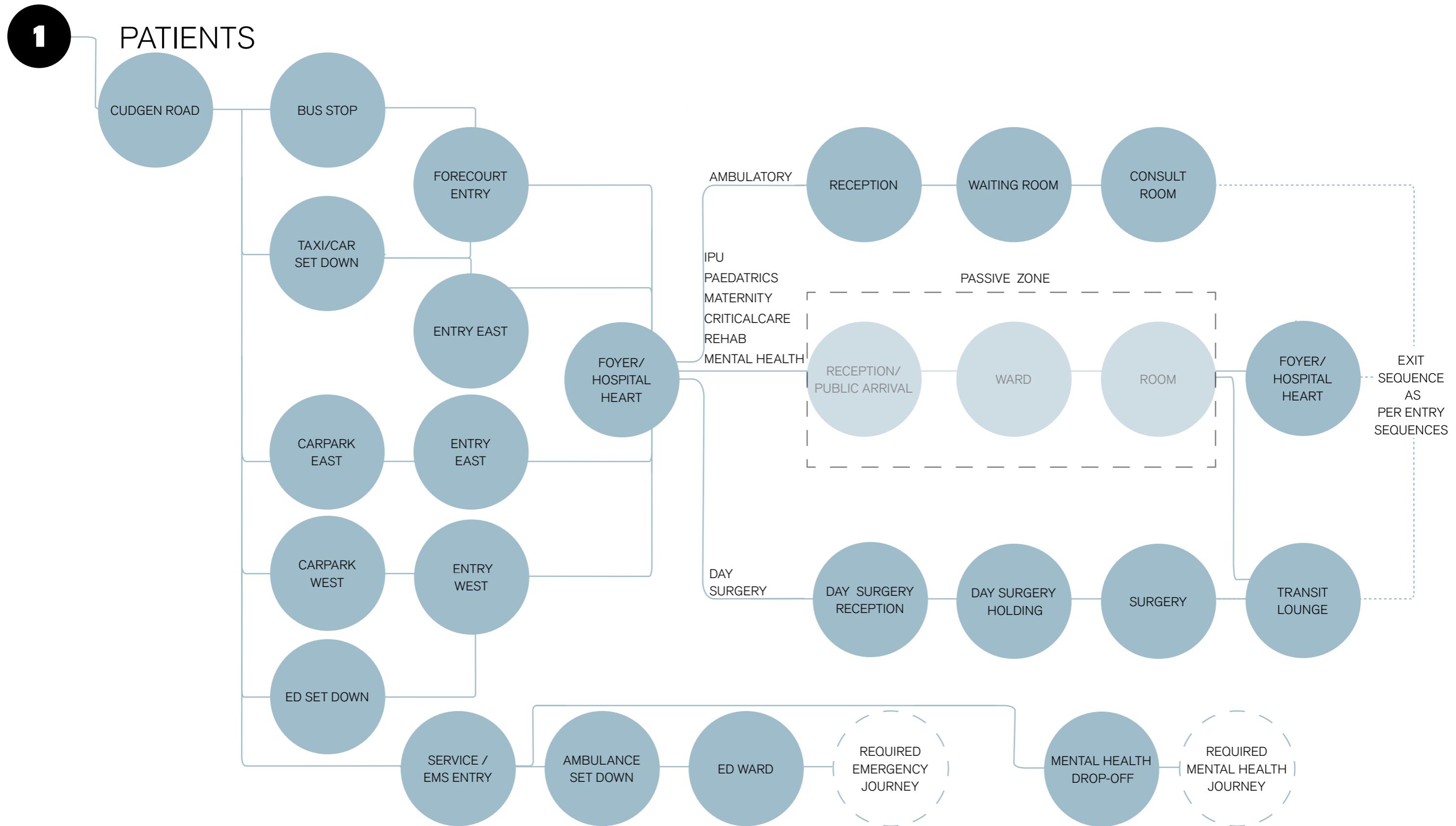
Signage Strategy

Key user journeys

The following pages contain diagrammatic representation of the various user groups who will be navigating the site. It is vital to create a wayfinding system that answers to all the different needs and access that different users have.

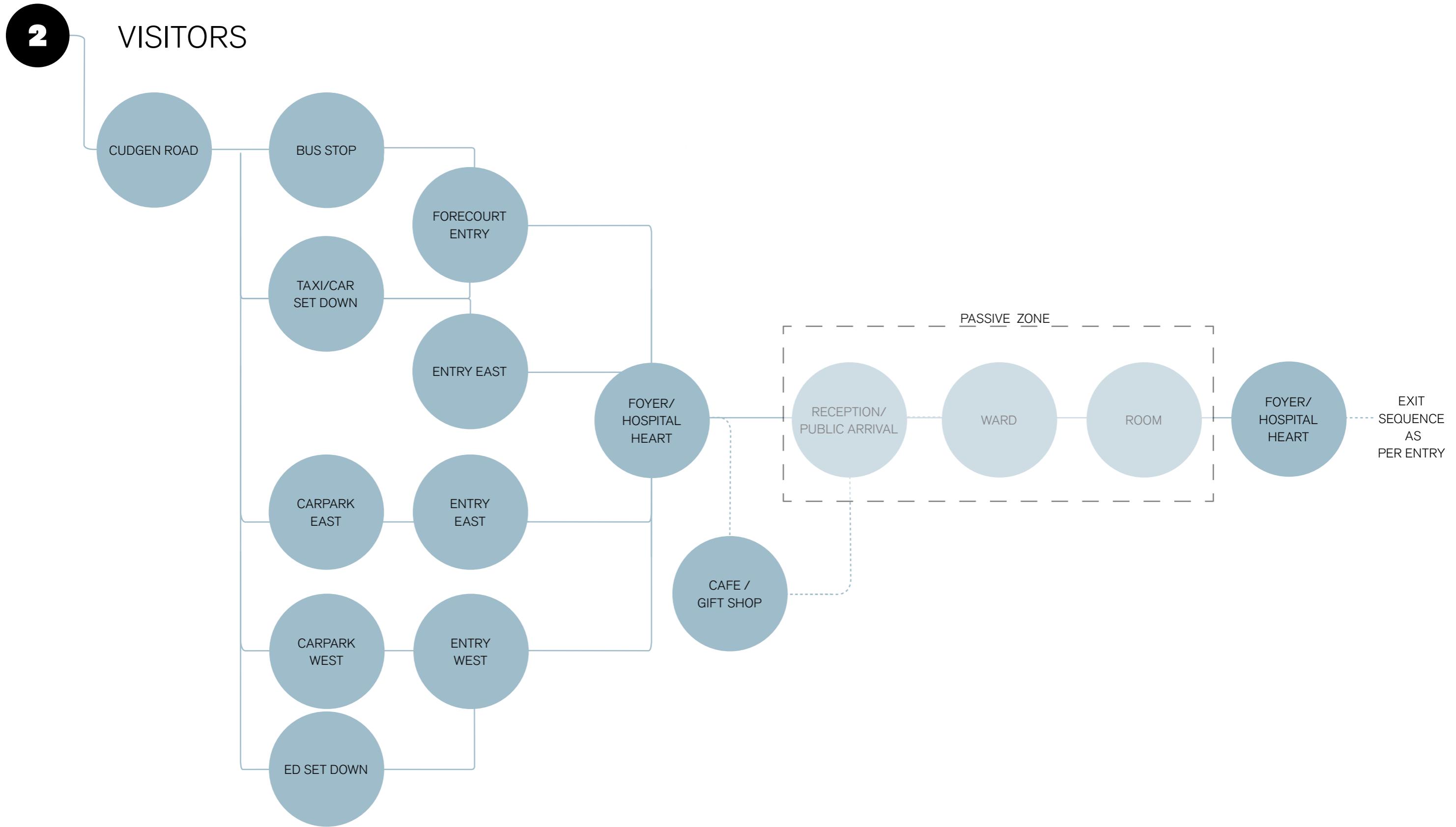
Signage Strategy

Key user journeys



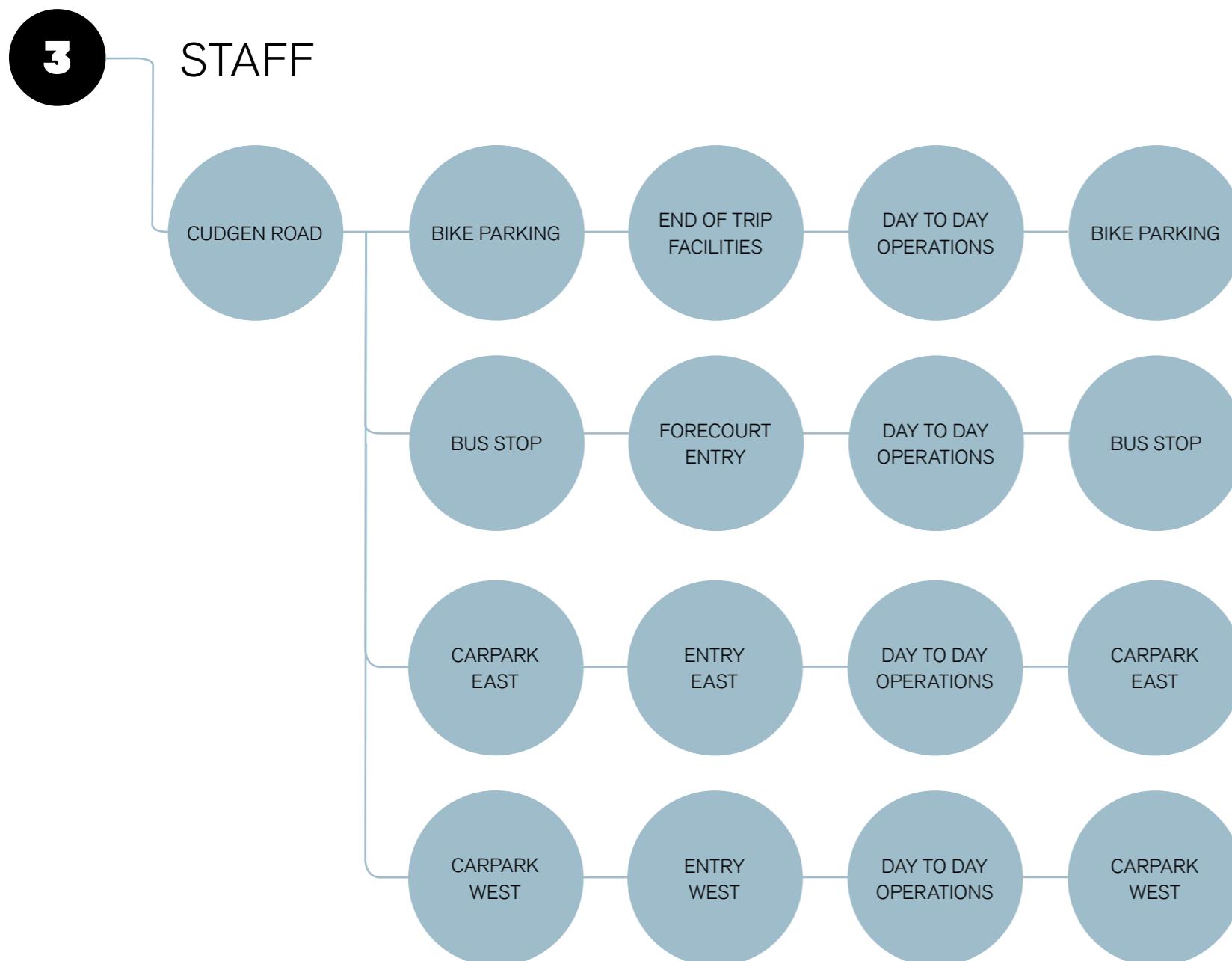
Signage Strategy

Key user journeys



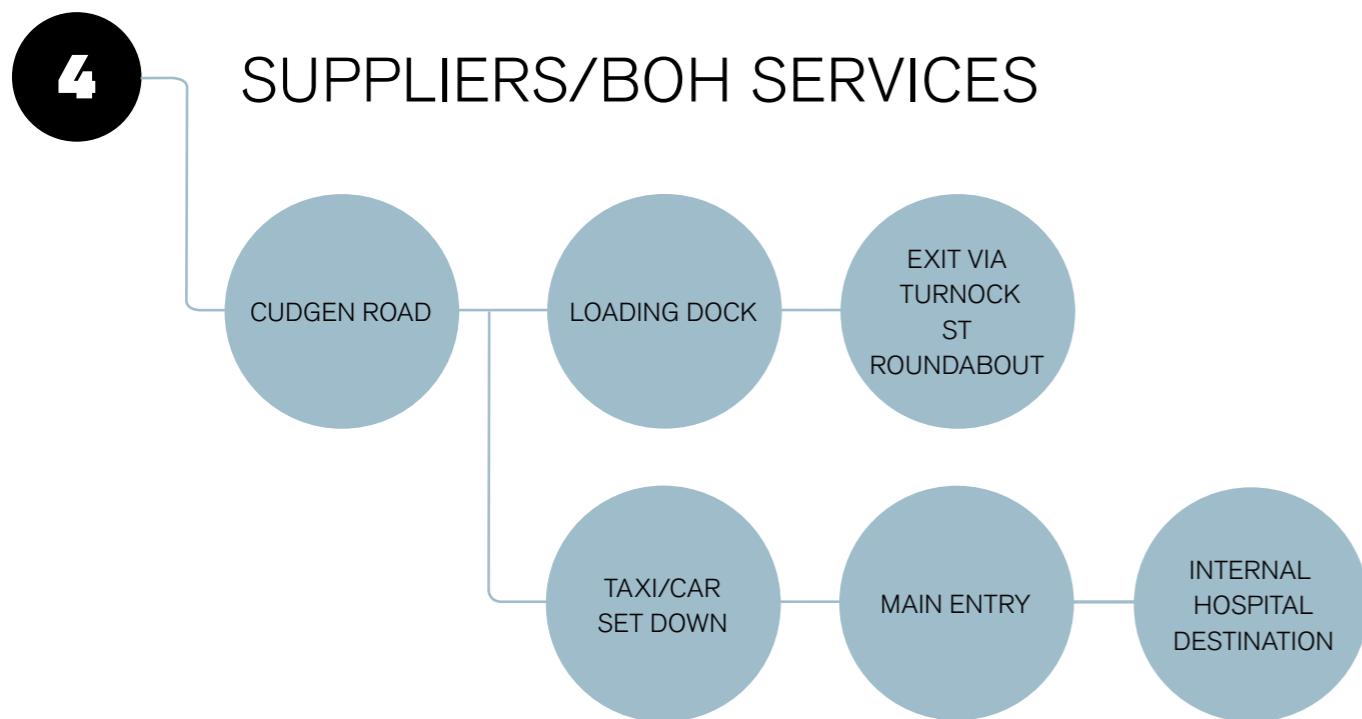
Signage Strategy

Key user journeys



Signage Strategy

Key user journeys

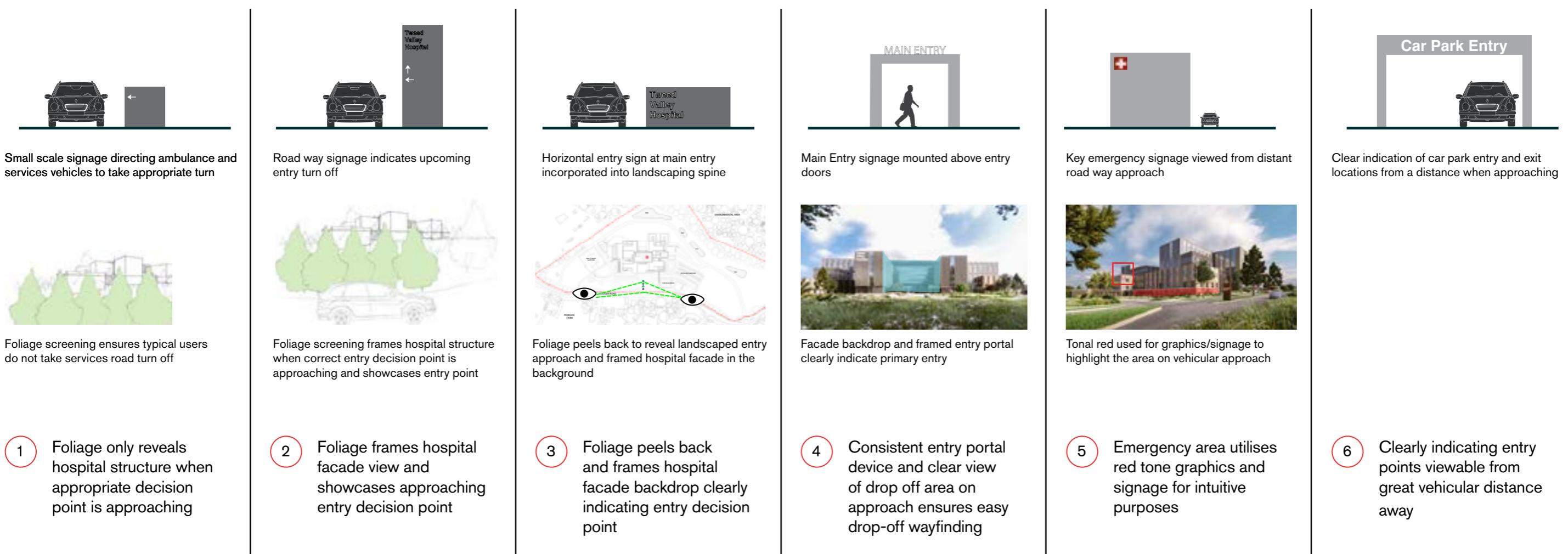
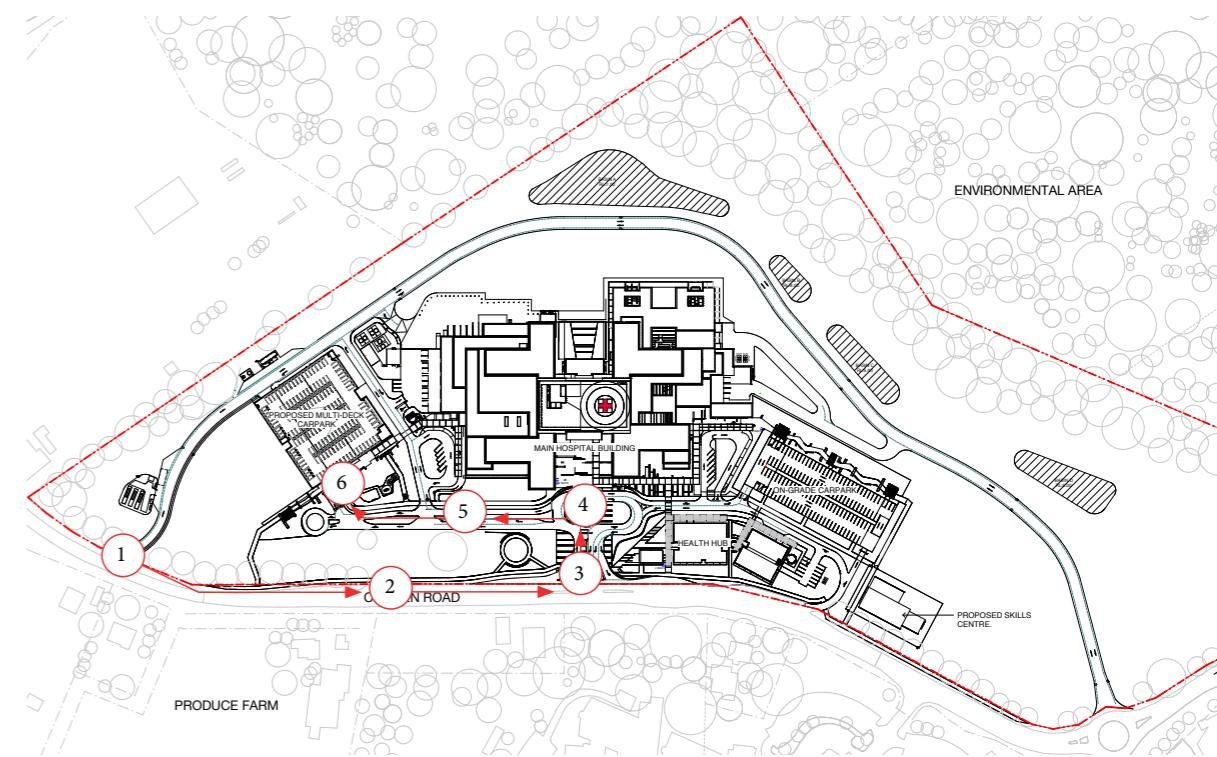
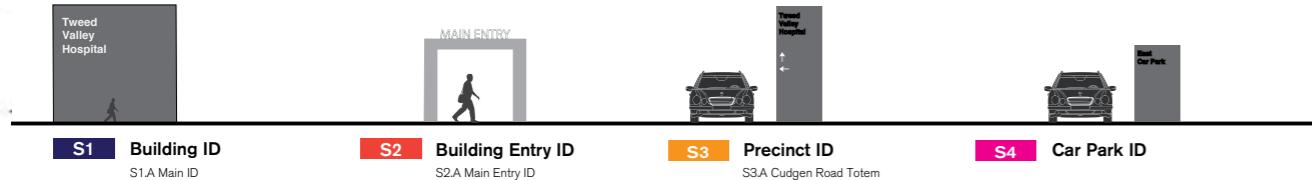


Vehicular Wayfinding Journey

INTUITIVE WAYFINDING DEVICES

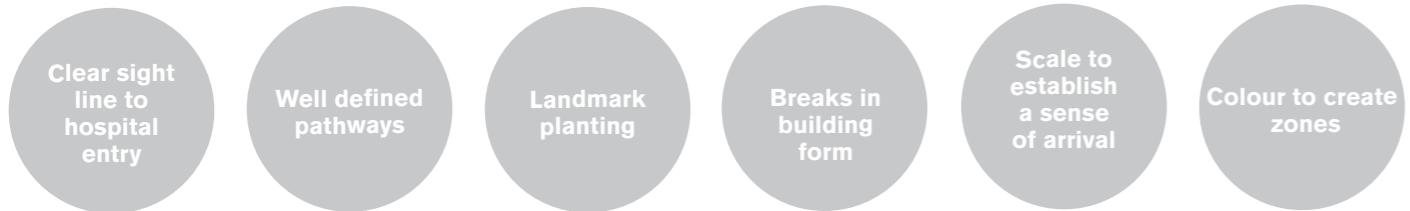


EXTERNAL SIGN TYPES

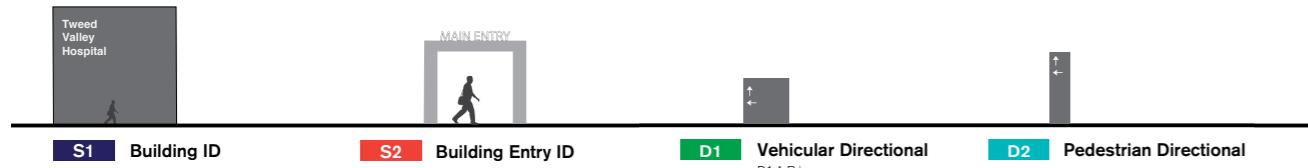


Pedestrian Wayfinding Journey

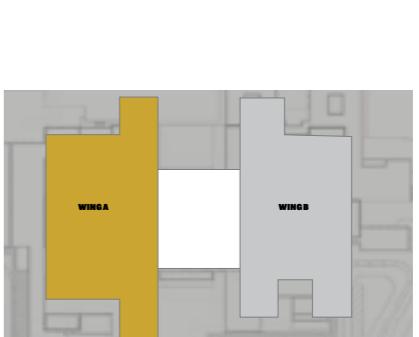
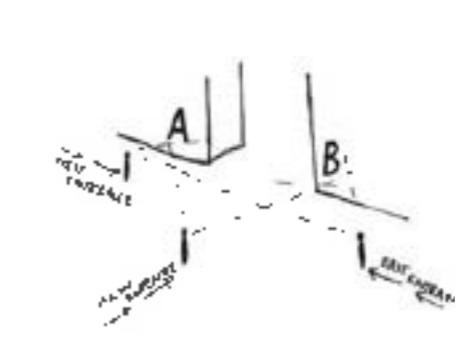
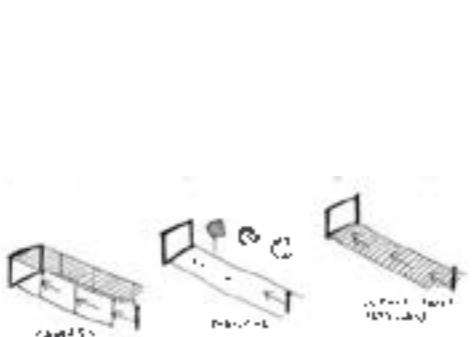
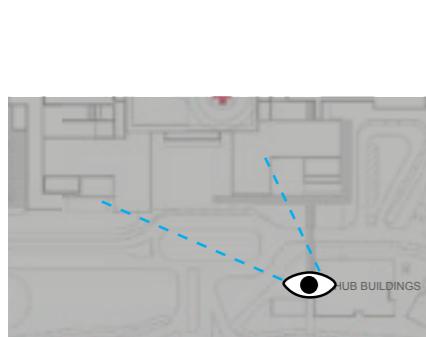
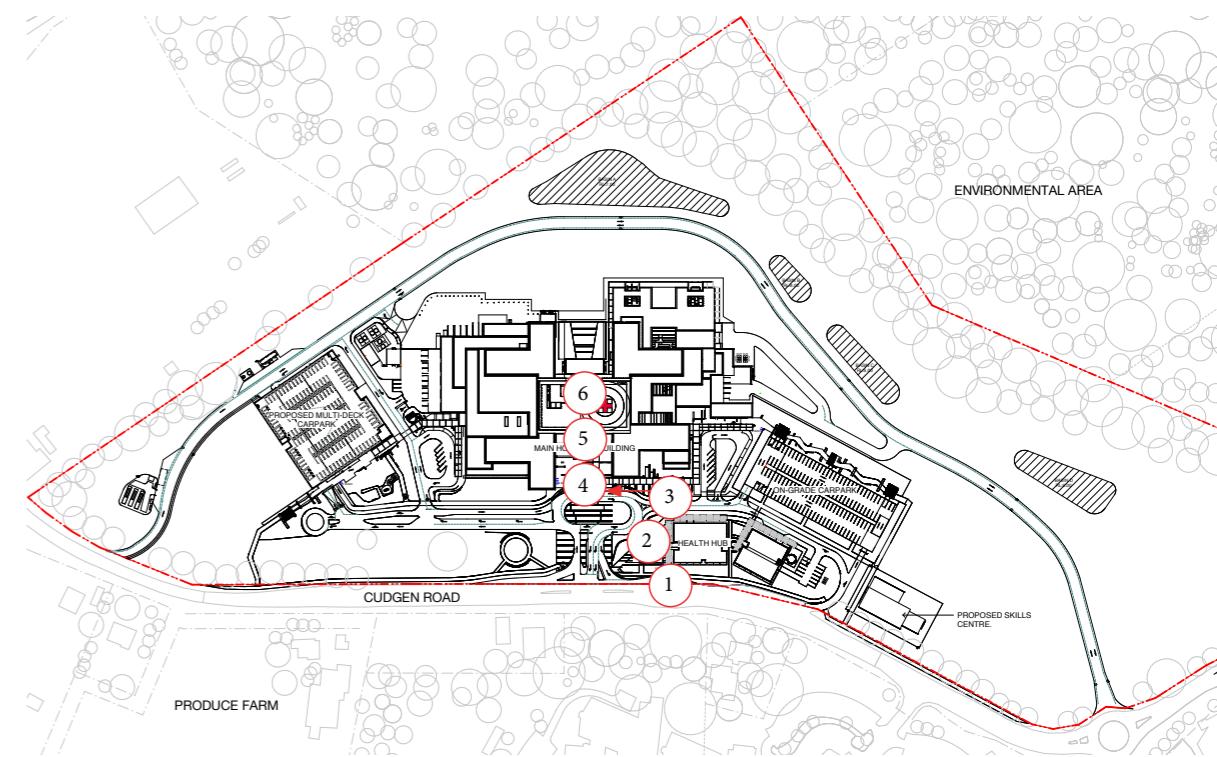
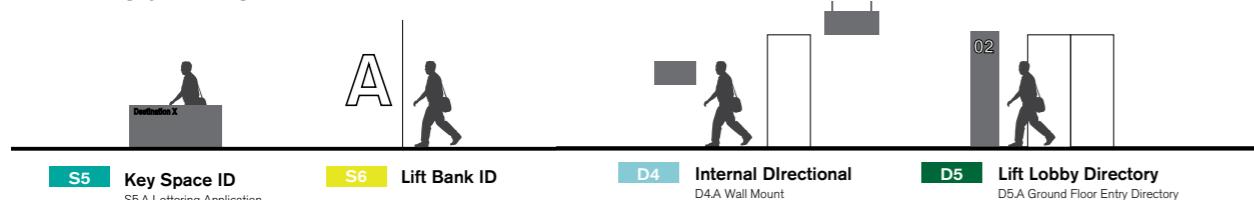
INTUITIVE WAYFINDING DEVICES



EXTERNAL SIGN TYPES



INTERNAL SIGN TYPES



1 Clear signage will signpost a user's arrival on site and guide the initial journey from the bus stop until a clear, uninterrupted sight line to the Hospital is established to orientate users.

2 A canopy-device over a clear pathway establishes the journey route to the main hospital, aided by signage at key decision nodes. This technique of establishing clear pathways is replicated along the path to the east and west entries.

3 Feature planting at both conclusion of the north-south canopy and in the main forecourt establishes landmarks to aid mental maps created by users to aid their return or repeat journeys to site.

4 All entries throughout the site are recessed within the building mass and are clearly signposted by illuminated signage mounted to the oversized entry portals.

5 The double height scale of the main foyer creates an intuitive sense of arrival, denoting the user has arrived in a space to seek information, orientate themselves and congregate.

6 The lift cores are landmarks within the internal landscape and colour is employed to communicate to users that they are differing destinations that service different journeys. Coloured signage will

Signage requirements

For sign types relevant to the SSD submission

The following pages detail the strategy for each of the sign types included in the SSD submission.

For detailed masterplans and signage specifications, refer to the wayfinding drawing package within Appendix B of the EIS report.

Signage requirements

Building Identification

Purpose

To identify a formally named location, (such as a building), providing confirmation that a destination has been arrived at.

Location

Located at major entrances or adjacent to the major circulation paths that traverse to the destination. Located and oriented towards major approaches.

Requirements

Signage should clearly identify the name of the location.

Signage should use clear iconography to Emergency facilities for example.

Signage is to integrate with its surroundings to ensure that it both retains and enhances the character of the site.

Signage is to feature legible typography and will be scaled appropriately to both pedestrian and vehicular traffic.

Signage requirements

Precinct Identification

Purpose

Signage integrated into the landscape identifies entries to the community, creates a sense of arrival and establishes a distinct identity. The gateways to the site will signal a change in precinct and create awareness that the threshold has been crossed.

Location

Major site identification will be located at two locations along Cudgen Road and at the main intersection before entering the main Hospital road.

It is noted that if the campus expands to include proposed future developments, additional gateway signage will need to be allowed for in additional locations.

Requirements

The major identification signs should clearly identify the name of the Hospital precinct to both pedestrian & vehicular traffic.

The design of this signage should be seamlessly integrated into the landscape design. Materials selected should reference landscaping finishes, but retain a connection to branding and other signage elements. Stone, steel and painted aluminium are appropriate materials.

All gateway signage is to feature legible typography and must be scaled appropriately for vehicular traffic and in particular Emergency vehicles.

Signage requirements

External Directionals

Purpose

To provide directions at key decision points. Wayfinding signage is primarily aimed at first time visitors and those unfamiliar with a site, and should be planned accordingly.

Types

- Vehicular
- Pedestrian / Cyclist

Location

Wayfinding signs are to be located along major paths of travel at key decision points for all modes of transport. Additional directional signage may be required at specific entry thresholds, and where directions to facilities such as amenities, are required. Where possible wayfinding should be integrated into the surrounding landscape, whilst maintaining visibility and legibility.

Requirements

Directional signage must include major site destinations.

Signage requirements

Site Signage (Temporary)

Purpose

Used on location at each site to identify the project, artist impression, beginning and completion dates, a call to action, and website address. This will appear on site temporarily during Stage 2 of the works.

Requirements

- Large sign - 6 x 3 m. Full height of sign will stand at 4500mm above natural ground level. (3000mm sign, 1500mm to underside)
- Sign will be a free-standing sign, with a steel frame and 3 poles
- Footings and sign to be constructed to engineer's specification
- Sign to be printed on an Aluminium composite panel
- Reprints of sign and replacement of image allowed.

Further details on the style guidelines this sign will follow are included in Appendix B of the EIS report.

Refer to Preliminary Construction Management Plan for location.

Design Drivers

Local Context

Significant songlines of the local indigenous community's relationship with this land, the linear deposits of red earth (Good-gin) which make up the Cudgen Plateau, and the safety of the Indigenous forests symbolised (local Hoop Pine).



Appendix A.

Response to SEPP 64 criteria

SEPP 64 criteria responses

SCHEDULE 1 ASSESSMENT CRITERIA	COMMENTS	COMPLIANCE
CHARACTER OF THE SITE		
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	Illuminated building identification signage is limited and is believed to be compatible with the desired character of the Tweed Valley Hospital precinct.	Y
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The proposed signage is generally consistent with the nature and sitting of the building as a public building providing health services. Accordingly, the signage style (font, scale, illumination) is clear and legible in communicating the use of the building type to the public.	Y
SPECIAL AREAS		
Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?	As per the above, the signage designed for the building and broader precinct is consistent with a Hospital precinct. The site is considered environmentally significant and is on state significant farmland, with the northern end of the site being a coastal wetland. The proposed signage does not propose any obstruction of amenity or visual quality, with signage based on, or in the immediate surrounds of the Hospital for the practical purpose of wayfinding and orientation.	Y
VIEWS AND VISTAS		
Does the proposal obscure or compromise important views?	No, the illuminated building identification signs have been designed to not compromise any views (they are all facade mounted), their size is dictated by legibility requirements based on the important nature of hospital-bound journeys. All other precinct signage has been developed to aid pedestrian and vehicular journeys across the site and are considered an appropriate scale for their wayfinding purpose.	Y
Does the proposal dominate the skyline and reduce the quality of vistas?	The proposed signage is appropriate to the scale of the building and the intended use as a building identification sign.	Y
Does the proposal respect the viewing rights of other advertisers?	The proposed signage does not impact on the viewing rights of other advertisers.	Y
STREETSCAPE, SETTING OR LANDSCAPE		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale, proportion and form of the proposed signage is consistent with the setting of the core facilities within a hospital precinct.	Y
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposed signage contributes to the visual interest of the streetscape by contributing to the identification and recognition of the Hospital, and calls on materiality that reflects the natural landscape and the architectural finishes of the building.	Y
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	There is no advertising on the site at current.	Y
Does the proposal screen unsightliness?	The proposed signage does is integrated into the architecture, and does not screen unsightliness, but does add practical wayfinding assistance on facade panels.	Y
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposed signage does not protrude above the building	Y
Does the proposal require ongoing vegetation management?	The only vegetation management envisaged is potential pruning and mowing around the precinct signs nominated for Cudgen Road to ensure messaging is not obstructed.	Y

SITE AND BUILDING			
Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?		The signage has been developed in conjunction with Bates Smart and Silver Thomas Hanley as the building design has evolved, so as to be responsive, reflective and sympathetic to the building.	Y
Does the proposal respect important features of the site or building, or both?		The proposed signage has been located in the most architecturally appropriate locations to assist in place identification and wayfinding.	Y
Does the proposal show innovation and imagination in its relationship to the site or building, or both?		The signage has been fully integrated with the building's architecture.	Y
ASSOCIATED DEVICES AND LOGOS WITH ADVERTISEMENTS AND ADVERTISING STRUCTURES			
Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?		No safety devices, platforms, lighting devices or logos are incorporated as an integral part of the signage.	Y
ILLUMINATION			
Would illumination result in unacceptable glare?		Illumination of signage will not result in unacceptable glare, and the location of the proposed signage will not have an adverse impact on the safety of pedestrians, vehicles or aircraft.	Y
Would illumination affect safety for pedestrians, vehicles or aircraft?			
Would illumination detract from the amenity of any residence or other form of accommodation?		The Hospital site is located in a predominately rural area and the lighting (inclusive illuminated signage) within the campus is not anticipated to impact surrounding residential areas. Adjacent properties include farms, residence on the far side of Cudgen Road and the TAFE NSW Kingscliff and the light spill assessment of all lighting (beyond just signage) conducted during detailed design will consider the impact on nearby residences.	Y
Can the intensity of the illumination be adjusted, if necessary?		The signage will not have adjustable lighting. Due to the 24- hour nature of the use, it is anticipated that the signage will be illuminated throughout the night. However, due to the	Y
Is the illumination subject to a curfew?			
SAFETY			
Would the proposal reduce the safety for any public road?		The signage has been designed to safety enhance users journeys through the provision of wayfinding directions to the hospital and its location and orientation does not impede public safety.	Y
Would the proposal reduce the safety for pedestrians or bicyclists?			
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sight lines from public areas?		The signage does not obscure sight lines from public areas.	Y

Urbanite Pty Ltd
(Part of the Frost*collective)
ABN 71 169 539 208
Level 1, 16 Eveleigh Street
Redfern NSW 2016
Sydney, Australia
Tel +61 2 8318 9800
carlo.giannasca@urbanite.com.au
urbanite.com.au