

Bank Street Park
Blackwattle Bay / Tjerruing

SSD-53386706

Appendix M

Wayfinding and Interpretation strategy (Buro North)



December 2023

Bank Street Park Concept Design



Büro North
L3, 19 William St
Cremorne VIC 3121 Aus
Mel +613 9654 3259

Büro North
L1/225A Victoria Street
Darlinghurst, NSW 2010 Aus
Syd +612 8324 1444

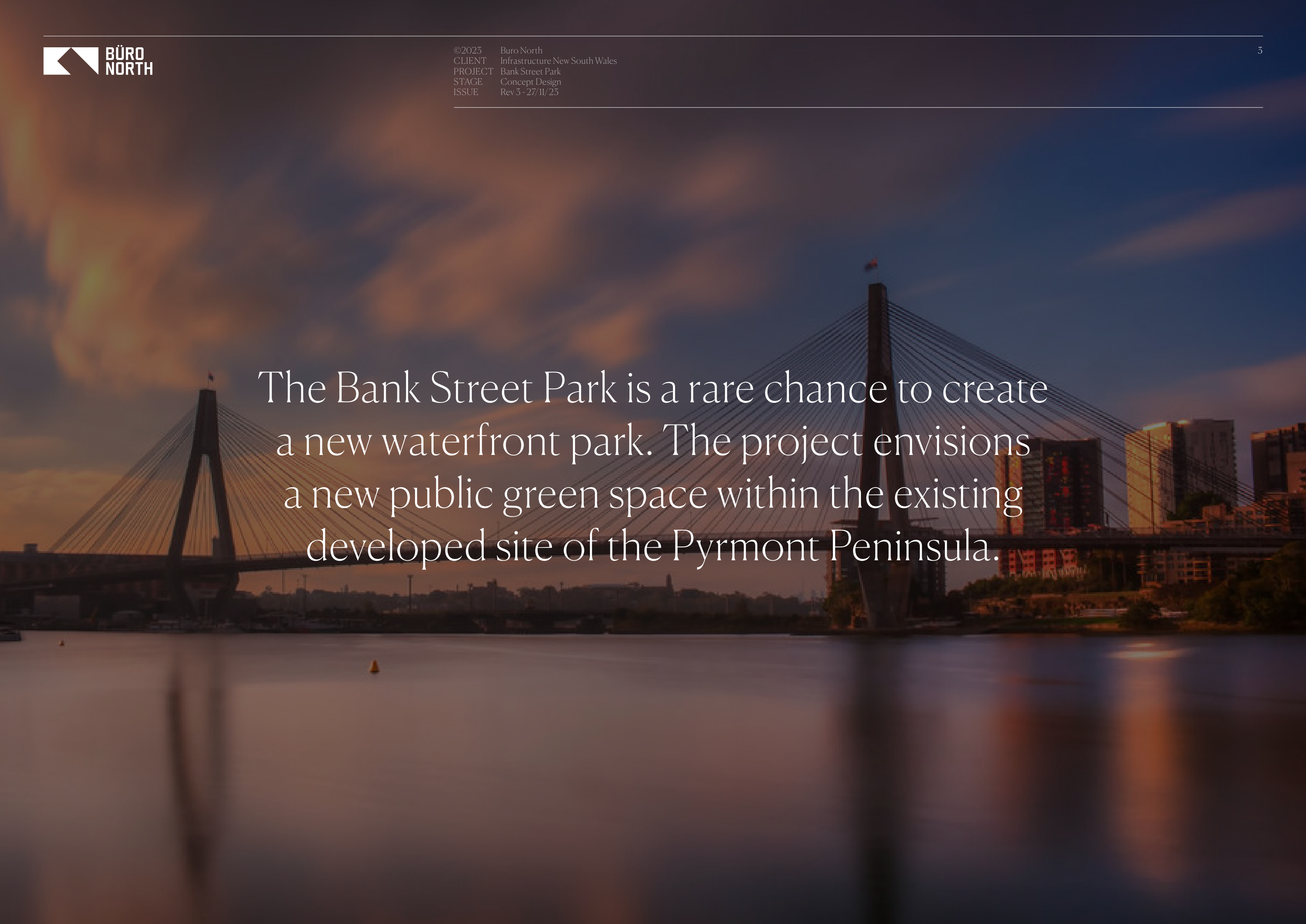
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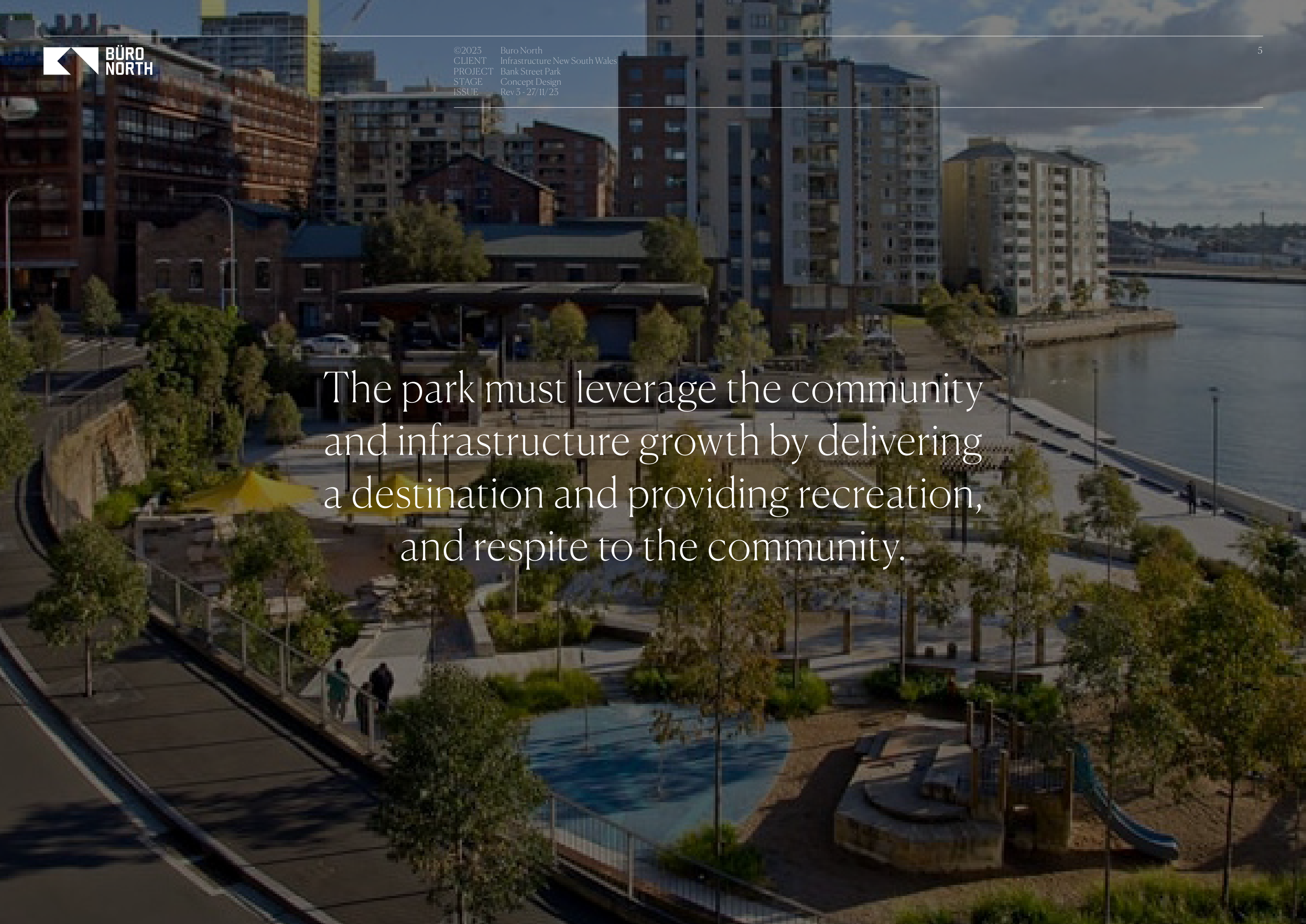
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The Bank Street Park is a rare chance to create a new waterfront park. The project envisions a new public green space within the existing developed site of the Pyrmont Peninsula.



Connected to the future Blackwattle Bay redevelopment, the Park aims to be a safe, welcoming, and active space for residents and visitors. Bank Street ensures our waterfront connects residents through recreation, storytelling and by creating more accessible destinations.



The park must leverage the community and infrastructure growth by delivering a destination and providing recreation, and respite to the community.

Wayfinding and signage will support this vision by connecting people to the site, its history, and to surrounding destinations.

This analysis is based on three proposed concept schemes from Oculus.

We have reviewed and assessed these designs from a user experience and wayfinding perspective .

Site Analysis

Bank Street Park Existing Site

This is a distinctive piece of land. The unique assets of the water, the cliff, the bridge, creates a set of remarkable opportunities to establish a new public place. This will transform a forgotten concrete and stone environment into a welcoming and active place for residents and visitors.

Located under the Anzac Bridge, the site for Bank Street Park includes the Blackwattle Bay Marina and dragon boat staging site. As a result of heavy infrastructure and industrial buildings, today the site is not particularly welcoming or active.

The location is surrounded by a series of apartments, which connect to existing parks for The Knoll and Bowman Street.

The current Fish Market site and the cement production facilities mean there is limited pedestrian circulation arriving from Wentworth Park and the west of Blackwattle Bay.



Future Site Context

The adjacent Blackwattle Bay and new Fish Market redevelopment sites will have a major impact on Bank Street Park. People walking to these locations will be connecting with the Pyrmont Peninsula waterfront and cross through Bank Street.

This means wayfinding will be required to identify the park, its associated functions, and guide people to surrounding destinations.

A detailed analysis of the site movements should form the basis of the wayfinding application. Drawing people into Bank Street Park from the Blackwattle Bay site will require engaging and attractive bespoke signage to major destinations and will need to be supported by directional information.



Reference Projects

A set of reference projects have been considered as part of the wayfinding analysis. We have reviewed these places to identify how wayfinding components can be used to help create a more active place for Bank Street Park.

Barangaroo Headland Park

Barangaroo Headland Park provides a balance of bespoke signage, place activation, interpretive signage, and City of Sydney signage elements. The place is highly active, and provides a good example of how different signage forms can support different uses.

The Headland Park provides a significant green space adjacent a heavily built up area, connecting Darling Harbour to Circular Quay as part of the foreshore walk. The park features a combination of kit of parts signage and custom elements.



01

A custom application of the City of Sydney Legible Sydney wayfinding system is provided through the park.



02

Interpretive information is delivered on custom signage in some locations through the park.



03

Temporary signage and graphic applications are deployed. These reference landmark events and site specific activations within public areas.

Drying Green Reserve, Green Square

The reserve includes a range of integrated components which support both place activation and intuitive wayfinding. These are supported by the City of Sydney park signage suite.



01

Integrated lighting activates pathways and provides guidance through the park in evening conditions.



02

Artwork integrated within the paving creates an intuitive path through the site and helps it feel welcoming.



03

City of Sydney signage is applied in a unique way, mounted as part of a green wall application.

Signage Zoning

The following pages contain signage locations which are shown using a set of zones. These zones nominate the information type required at each point, and are used to inform the signage design and final location plans.

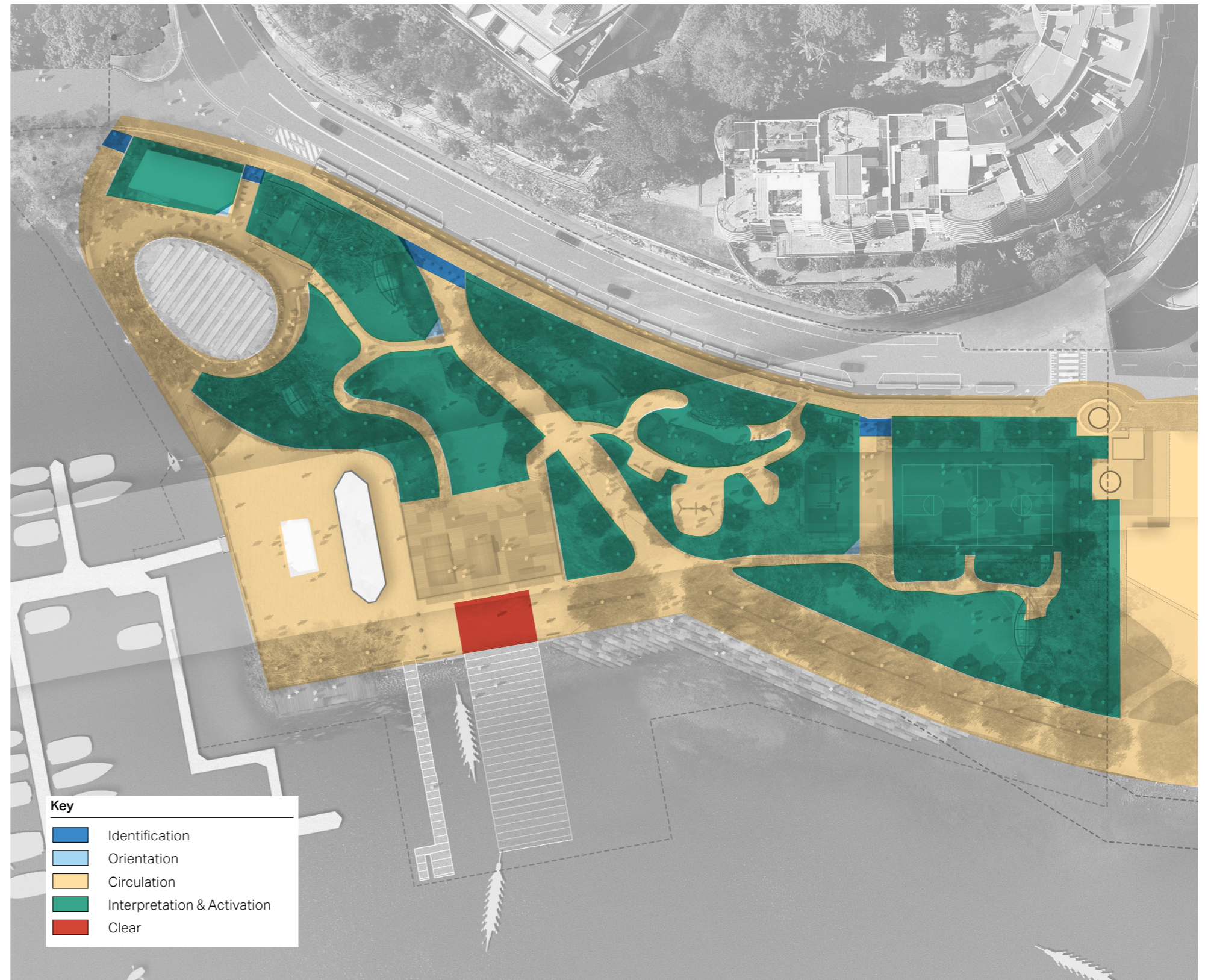
1.1 Signage Zoning Application

In order to flexibly plan for future information delivery, we identify a set of information zones. These zones are used to define where different types of information are applied, and how users will navigate along a clear information journey across the site.

These zones are applied across the Bank Street Park precinct, and are to be used to manage both bespoke and kit of parts information.

The following pages define what is included within each information zone, including the do's and don'ts for each information type.

Note: zones are reliant on the specific function of precinct areas. Where these areas change function or role the zone planning for information should be adjusted to account.



1.2 Zone Placement and Changes

This page provides an overview of the types of zones and their placement rules. Information planners will need to assess each location and use the wayfinding principles within this document to assess the specific zone placement.

Information zones are placed based on the rules set out within each area and the functional arrangement of the Bank St Park precinct. As identified, this means that any changes to that functional arrangement will require changes to the zone placement.



Identification Zone

Placed at precinct edges to identify the pedestrian entrance and the site boundary. Aligned to orientation zones.



Orientation Zone

Placed adjacent identification zones and at key nodes within circulation spaces.



Circulation Zone

Public active transport paths are defined as circulation zones. Where there is no public access, a circulation zone is not required.



Activation / Interp. Zone

Placed where narrative or interactive elements are required, adjacent circulation zones bordering open space.



Clear Zone

To be provided where signage must be kept away from the area for safety or operational requirements.

1.3 Identification Zone



Identification Zone = Dark Blue

This zone features precinct identification which is scaled to the direction of approach and view. This zone needs to clearly mark the entrance to the Bank St Park precinct, and separate it from the Pymont and Fishmarket activity hubs.

This zone should:

- ✓ Clearly identify the entrances to the precinct for pedestrians, cyclists, and road users.
- ✓ Use a bespoke marker which is visible and legible above head-height for pedestrians.
- ✓ Handover between any City of Sydney or TfNSW signage within the surrounding area.
- ✓ Ensure that any identification signage is visible from the main direction of pedestrian approach.

This zone should not:

- ✗ Feature more than one signage design language within the zone.
- ✗ Use colours, lighting, or animation which is likely to be distracting to road users.
- ✗ Solely rely on integrated art pieces, or other activations, to identify the site entrance.

1.4 Orientation Zone



Orientation Zone = Light Blue

To support navigation through and around the precinct, orientation zones shall be provided adjacent precinct entrances and major destinations. These zones need to give people context about precinct destinations, experiences, and surrounding major elements such as the Dragon Boats, Fish Market and transport modes.

This zone should:

- ✓ Provide maps and directories for precinct destinations and surrounding landmarks.
- ✓ Ensure that any orientation information is visible from site identification.
- ✓ Allow space for groups to meet and start their journey within the precinct.
- ✓ Separate these zones from circulation spaces and activation areas.

This zone should not:

- ✗ Deliver activation or interpretative information.
- ✗ Rely on personal device mapping to provide core functionality.
- ✗ Place information where wheelchair users may struggle to reach or read it.
- ✗ Have experiences or activities situated within it.

1.5 Circulation Zone



Circulation Zone = Light Yellow

Circulation zones are defined as spaces which are dedicated to the movement of people, active transport users, and other vehicles. These zones should promote continuous movement and avoid being cluttered with too much signage, street furniture, or other features.

This zone should:

- ✓ Provide directional information which can be easily read by pedestrians and cyclists.
- ✓ Place any information to the side of the pathway.
- ✓ Give directional information at each decision point.
- ✓ Provide walking times to key landmarks and surrounding transport modes.

This zone should not:

- ✗ Rely solely on signage to activate pathways – consider landscape, graphics & lighting.
- ✗ Place information where it may conflict with easy movement through the zone.
- ✗ Change the information hierarchy as described within the Legible Sydney wayfinding guidelines.

1.6 Interpretation & Activation Zone



Interpretation / Activation
Zone = Dark Green

These zones provide a range of important narrative and experience elements through the precinct. They allow for different types of activities to occur, including performances, artworks, and historical markers. Interpretation and Activation Zones should occur at regular intervals throughout the precinct, creating a distribution of different elements.

This zone should:

- ✓ Allow for flexible application of different types of signage and activation.
- ✓ Be placed adjacent circulation zones without reducing the ease of movement.
- ✓ Consider how users will move through as a series of linked experiences or narratives.
- ✓ Represent a range of different narratives across the precinct and within the context of the Sydney Harbour walks.

This zone should not:

- ✗ Overwhelm users with large quantities of information and interpretive signage.
- ✗ Be placed at the edges of the precinct, or overlap with orientation zones.
- ✗ Rely solely on physical signage to tell stories – consider digital, audio, and personal devices as part of the interpretive options.

1.7 Clear Zone



Clear Zone = Dark Red

While information and wayfinding are a critical part of activating Bank St Park precinct, equally important are zones where information should not be placed. Clear Zones therefore provide control for how signage should be applied, and limit the profusion of clutter across the precinct.

This zone should:

- ✓ Be kept clear of wayfinding and navigation signage.
- ✓ Be placed where critical access to the site is required (ie, emergency service access).
- ✓ Be placed where users are expected to sit, play, or dwell within the precinct.
- ✓ Keep statutory and regulatory signage to a minimum.

This zone should not:

- ✗ Include interpretive, activation, or narrative elements.
- ✗ Allow for advertising or other digital elements within the zone.

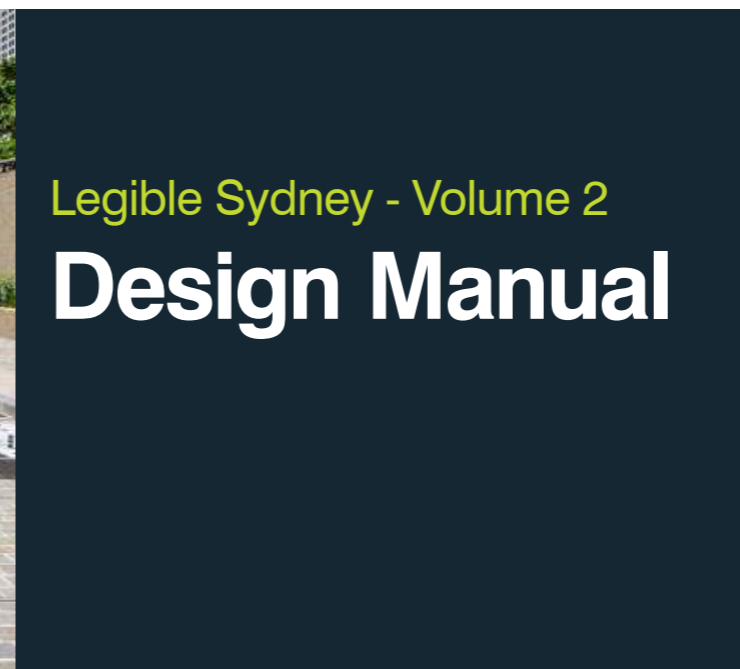
Surrounding Signage Application

A variety of different signage kits are deployed in the surrounding urban areas and parks. They present different types of information and use different formats and pieces of kit to do so.



01

The Legible Sydney signage system is deployed through the streets and pathways around Blackwattle Bay. This City of Sydney kit is common across the local government area.



02

The signage provides directions to landmarks, transport modes, and pedestrian pathways. It uses maps and finger blade signs to provide information.



03

Information scale is a little small and potentially difficult to read, and signs are hard to spot in some circumstances due to colour contrast against their background.

Surrounding Signage Application

In addition to the Legible Sydney kit of parts, a City of Sydney parks services kit of signage is provided for interpretive and wayfinding information within the surrounding trails and plazas.



04

Signage provides both interpretive information and orientation information on the one sign post.



05

Park signs are placed at regular intervals, however there is limited detailed directional information provided on this type of sign.



06

The sign hardware appears to be well suited to the comparatively harsh conditions (high UV, high salinity) present on a waterfront. Some fading noted.

Surrounding Signage Application

Transport for New South Wales provide their own signage kit of public transport stops, including Light Rail, Ferries and Buses. This kit is planned separately from the City of Sydney wayfinding components.



07

Large illuminated mode identification is provided at the Light Rail stop.



08

Directions to the transport modes are included on wayfinding kit present on the site at the moment.



09

Signage hardware has a different look and feel to the CoS Legible Sydney and Parks signage, and will need to be kept separate.

Key User Groups



Tourists



Local Apartment dweller



Pymont worker



Regular fish markets visitors



Fishmarket worker



Marina Users/
Dragon Boaters/
Kayaker

To ensure Bank Street Park is not merely a transition space we will bring to life an active vision for communicating with visitors. The Bank Street wayfinding is to create an engaging environment that links Blackwattle bay to Pymont through active transport.

Attracting users from a variety of local workplaces, suburbs, wider Sydney and beyond. The Pymont Peninsula will be fully utilised, and finally fully connected. To understand the public realm we must first identify our key users and highlight key destinations, navigation needs and functional aspects of the place.

Recommendations

1. Community facilities placed towards the centre of the park help it become a more attractive destination for visitors. This further supports the wayfinding by placing major destinations within easy direction of the main flow of pedestrian traffic.
2. The central spine connections creates a highly legible and simple navigation experience. Identification of key activity areas should align to the main pathway, creating an opportunity to attract visitors to stay longer.
3. The design and arrangement of activities should create a clear point of difference for Bank Street Park from other similar public places on the Pyrmont Peninsula. This will help draw people to the precinct and support a clear identification of the site.
4. The design of recreation spaces needs to be attractive and vibrant to help counter the perception of the site as being tucked under a bridge. Lighting and colour should be used strategically to support identification of the amenities.
5. Creative lighting concepts can be used to enhance safety and appeal of particular elements within the park space, as well as add to the understanding of the environment. Pathways, dwell spaces, and activity zones can have a bespoke lighting treatment to improve wayfinding.

Signage Application

In addition to the signage zones nominated, we also identify key bespoke sign types which extend beyond the City of Sydney Parks signage guideline.

The wayfinding design for Bank Street needs to create an engaging environment that links Blackwattle Bay to Pyrmont through active transport. To create a legible and safe feeling environment the design should consider the following elements:



Utilise colour

The site is situated under a bridge, and receives less sunlight than comparable parks. Significant areas of colour will bring life and vibrancy, attracting people to the space.



Integrate with the Environment

Integrated designs help create and environment which feels thought through and cared for. This will improve impressions of safety and promote community use of the site.



Create opportunities for variety

While the park is a compact space, delivering a range of different amenities will enhance the diversity of who can use the space, while also helping future proof the site.



Deliver an engaging journey

Taking additional opportunities to engage with people and connecting them back to the space is important. A key component will be directional signage with an additional focus to draw in the active community who are frequently passing by.

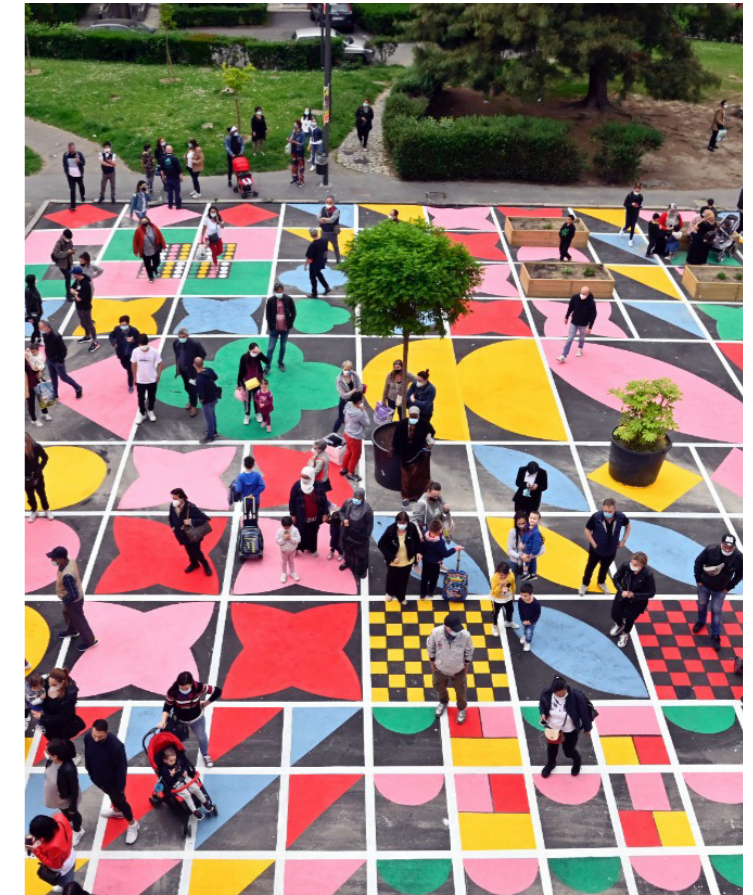
Active zone identification

Currently the preferred layout offers a variety of recreation spaces, such as basketball and skateboarding. Surfaces of this nature are typically hard and often constructed using concrete. Allowing these to be canvases to introduce applied graphic solutions helps to instill a common social legacy, creating a more optimistic outcome.

Opportunities to co-create with the community or local artist, in alignment with the Public Art Plan

Brings variety to the precinct, and makes features easily identifiable. I.e.: "meet me at the red park".

Slows down pedestrians at key intersections.

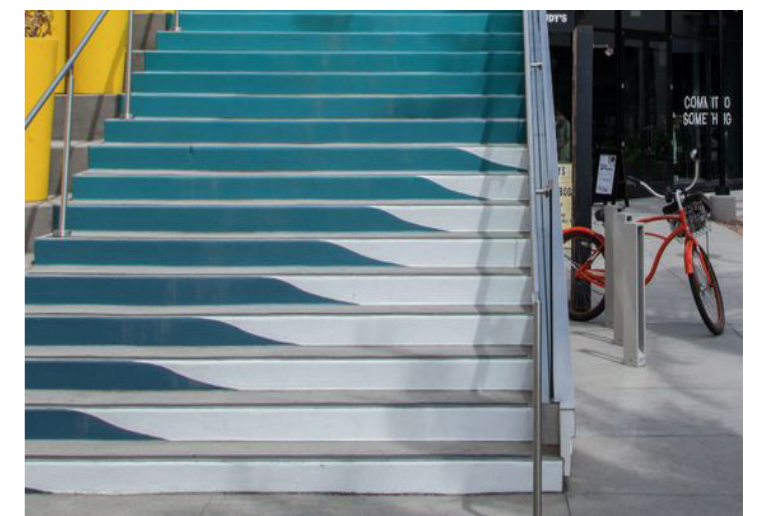


Images are shown for illustrative purpose only and to support strategic intent. This does not constitute a concept or design direction.

Graphic activations

Cultural Capital and Greenshoot have identified this area as being a former gathering place for Aboriginal women. Integrating Indigenous storytelling through graphic activation allows for celebration, healing and truth telling. Careful consideration of placement, size and scale of other graphic pieces across the site will help to establish a harmonious connection with any first nations pieces. The wrong placement such as 'under the bridge' or 'tucked away' will not achieve the overall design intent, connecting people back to country.

Also consider how lighting combined with storytelling can adapt and change throughout the day and the seasons.



Images are shown for illustrative purpose only and to support strategic intent. This does not constitute a concept or design direction.

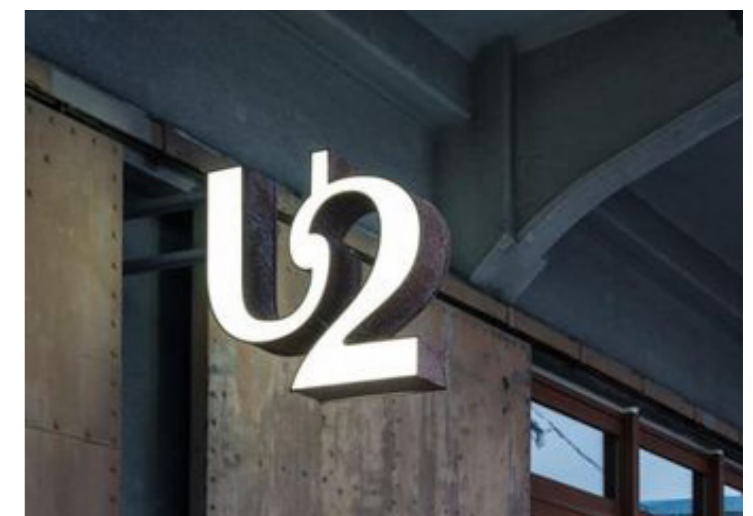
Tenancy signage

Retail spaces can feel tucked away and lose visibility. Colour will be utilised to allow spaces to be easily identified and offer a point of difference from the large bridge structure overhead.

The neighbouring marinas allow the design to take inspiration from materials found within and apply them as a contemporary design feature.

Embrace the active identity of the precinct with clever and quirky uses of colour.

Signage can connect with the environment, creating moments where the user is drawn in.



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Light and engagement

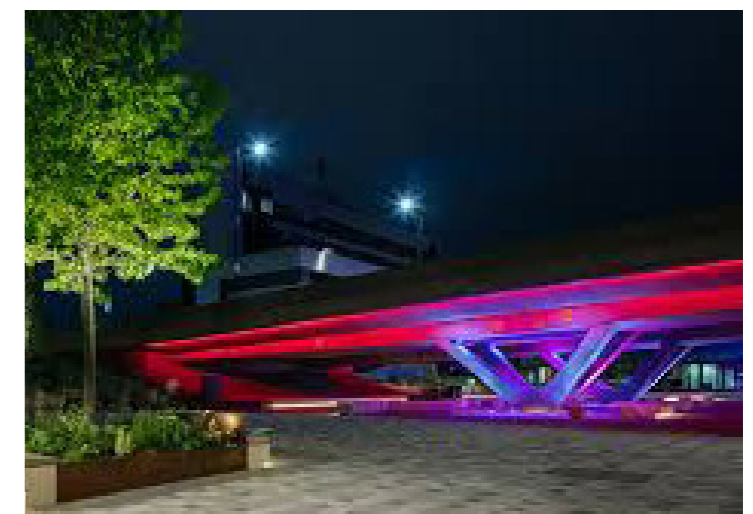
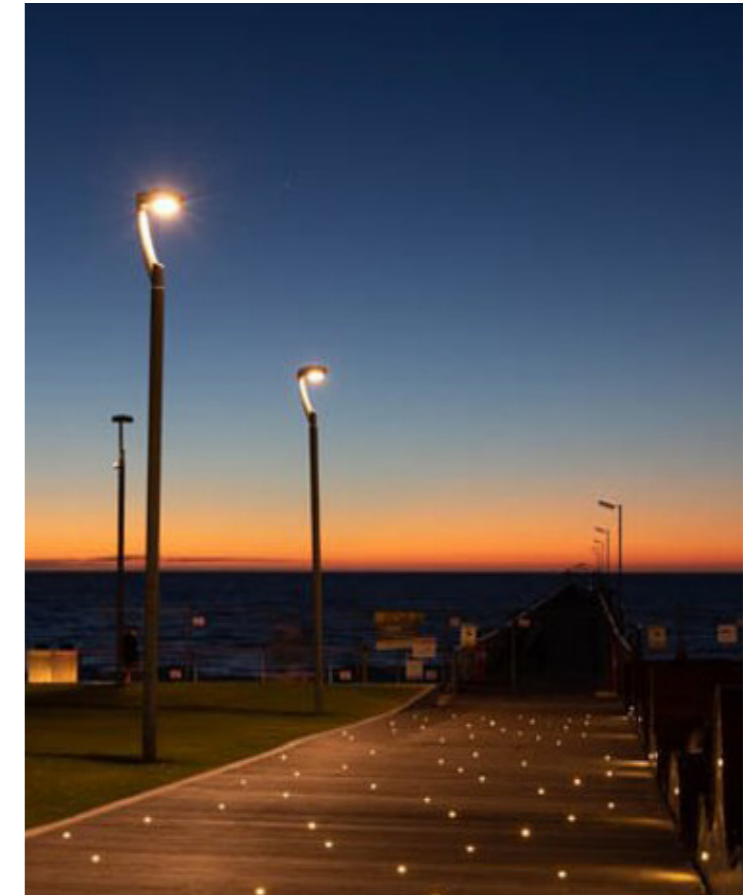
Lighting and wayfinding can help create more hours in the day for the place to be active and safe.

Lighting can help to artistically animate and create interest to the underside of the bridge.

With the ability to change frequently, lighting allows for additional opportunities to increase engagement among users. The space can visually transform allowing users to engage day and night.

For small spaces, lighting facilitates activation, preventing them from feeling unsafe.

Lighting is not just for paths and poles. Opportunity arises to integrate various lighting types to footpaths, furniture and structures. Movement activated technology will help to embrace the storytelling opportunities of the place.



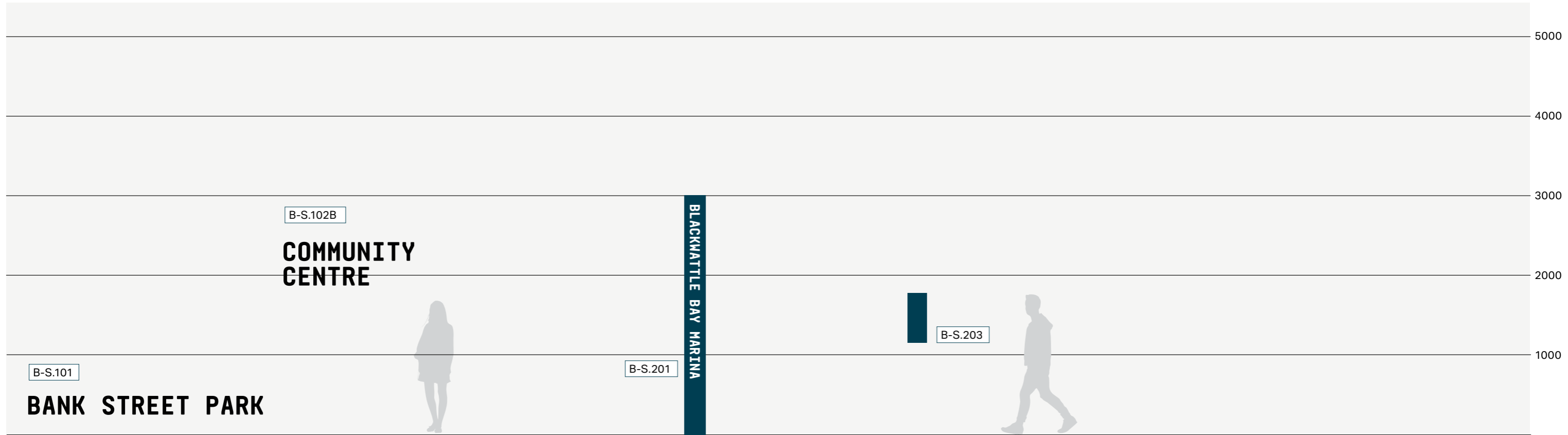
Images are shown for illustrative purpose only and to support strategic intent. This does not constitute a concept or design direction.

Summary of Opportunities

1. Activate dark and cold spaces through supergraphics and lighting opportunities for storytelling.
2. Pathway design to use colour, lighting and materiality to create a thematic, dynamic and graphic wayfinding solution.
3. Ensure recreation can be enjoyed throughout the day by mitigating the 'under the bridge' effect through lighting and colour to create active & fun spaces.
4. Make everyday items a feature by bringing them to life through engaging use of colour and light.

Performance Specification

Based on the review of the concept design options, Büro North have developed a set of signage specifications. These specifications will inform the design and messaging for Bank Street Park.



B-S.101
 Primary Entrance ID

Information: Announce arrival. Precinct brand ID.

Size: Site specific integrated typography.

Material: Metal signage vertically mounted on stone ridge.

Mounting: Stone ridge

Digital: No

Power: No

Data: No

B-S.102B
 Building Entries

Information: 3D Lettering application to activate community centre.

Size: To be coordinated with architecture/ construction.

Material: Metal letters

Mounting: Glazing

Digital: No

Power: No

Data: No

B-S.201
 Marina Signage

Information: ID and safety signage. Information panels to be switched out based on changing conditions

Size: 160h x 3000w

Material: Fabricated sign box

Mounting: Freestanding

Digital: Illumination

Power: Yes

Data: No

B-S.203
 Bathroom Amenity

Information: Provides directions and identification of bathroom

Size: To be coordinated with architecture/ construction.

Material: Metal panel.

Mounting: Facade

Digital: No

Power: No

Data: No

Concept Design

Four different signage suites:

SYDNEY PARKS SIGNAGE:

Provides entry map and key playground, court and exercise information in alignment with the City of Sydney Park Signage Guidelines. Applied at entry and key points throughout Bank Street park.

BESPOKE SIGNAGE:

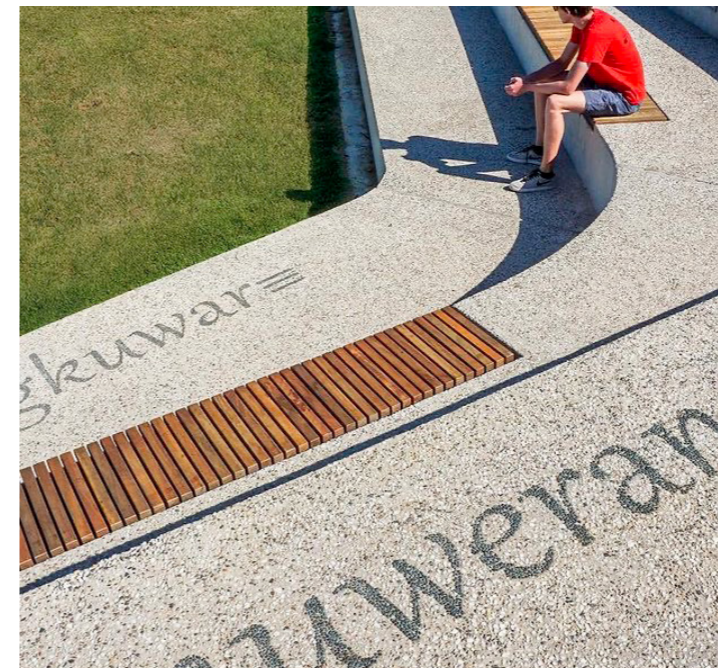
Identifies the park and the spaces within it, supporting the place identity and creating a unique meeting, play, and recreation space.

INTERPRETIVE:

Delivers stories and history of place, connecting to country, and supports the unique place identity. Applied at key zones throughout the park.

OPERATIONAL:

Safety and security messages which are delivered at specific points in the park. Design and location set by relevant body or standard.



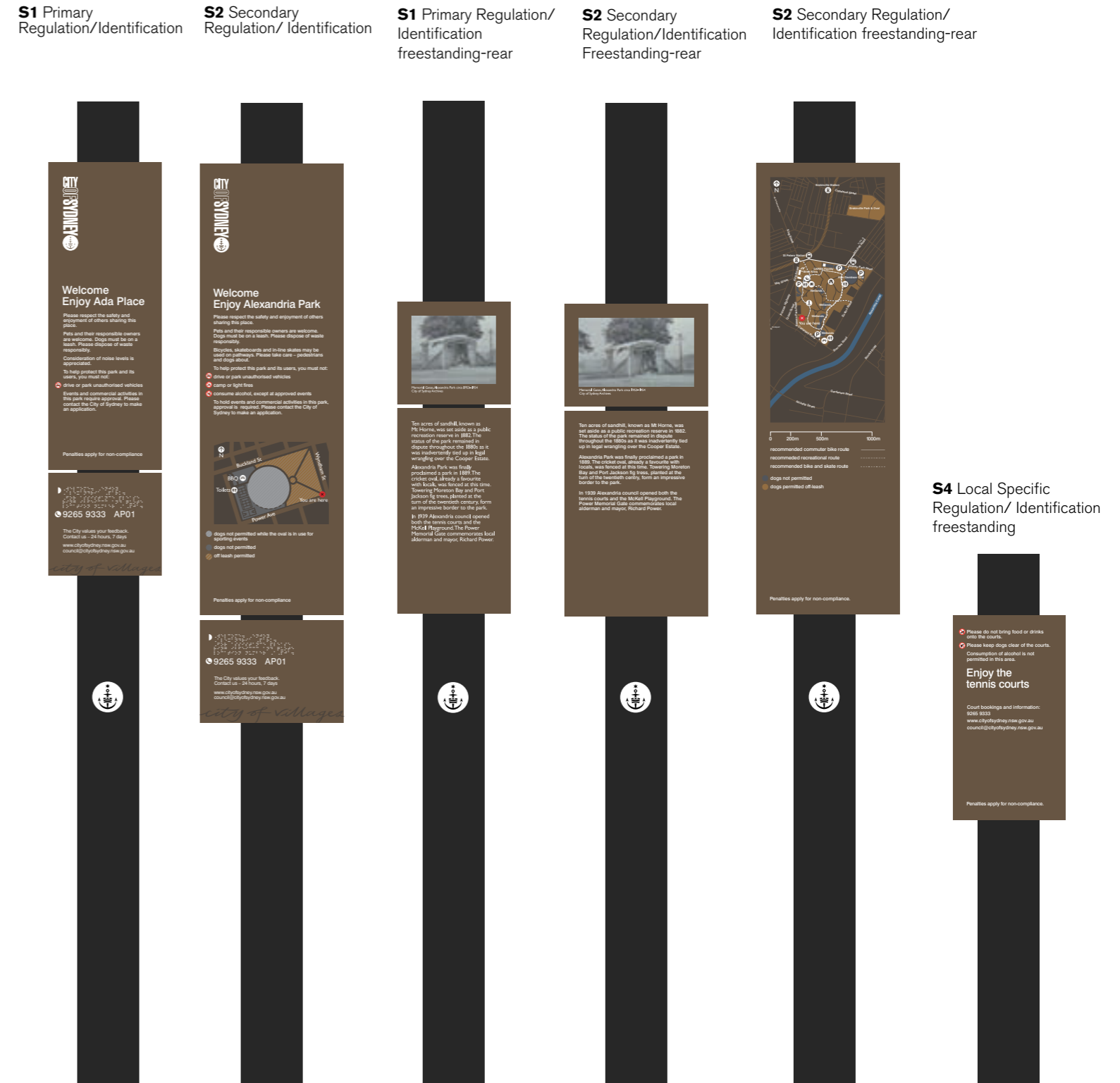


City of Sydney Parks Signage

Provides entry map and key playground, court and exercise information in alignment with the City of Sydney Park Signage Guidelines. Applied at entry and key points throughout Bank Street Park.

The signage provides directions to landmarks, transport modes, and pedestrian pathways. It uses folded panels mechanically fixed to posts to provide information.

Note: Future stages may be appropriate, including directional precinct-wide wayfinding once the rest of the precinct is developed.



Note: CoS Parks signage artwork indicative only.

Interpretive Signage and Placemaking

Delivers stories and history of place, connecting to country, and supports the unique place identity. Applied at key zones throughout the park.

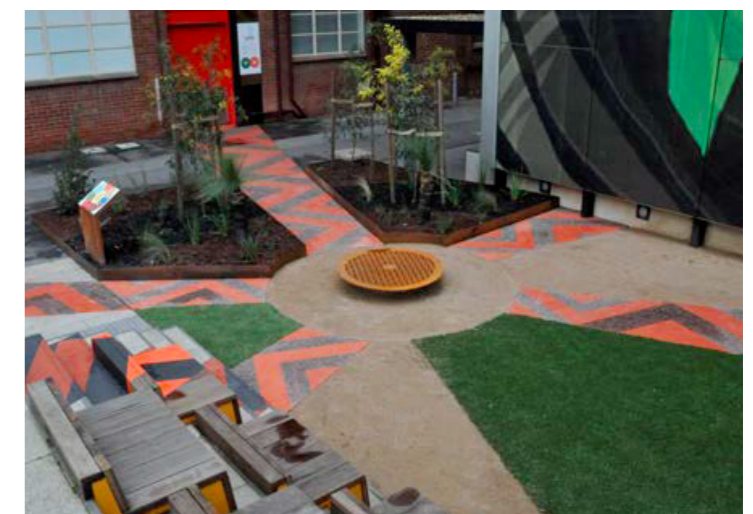
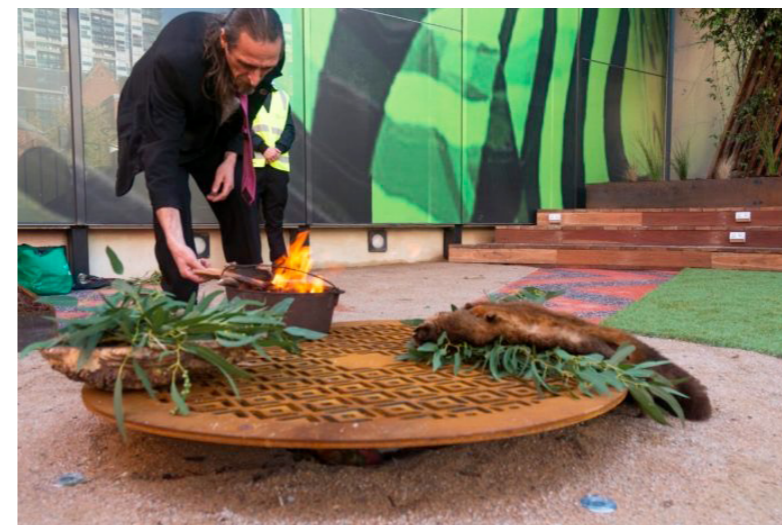
PRELIMINARY CURATORIAL IDEAS & THEMES:

Revealing Country

- Ceremony
- Motif
- Colours of Country
- Cultural Markers
- Language
- Journeys
- Shelters
- Black Diggers

Refer to First Nations Consultation by Greenshoots for further information.

Note: Dual naming/language approach will continue to be defined during Design Development, in consultation with PMNSW and their First Nations advisors.



Bespoke Signage

Identifies the park and the spaces within it, supporting the place identity and creating a unique meeting, play, and recreation space.

Bespoke signage needs to express the need for a unique and special place for local residents and visitors, without disconnecting users from the overall harbourside walks.




REALTIME

Realtime is a technical yet friendly design with details that serve function and visual impact alike. As a monospaced typeface it lends itself to tabular designs, sturdy columns and tidy layouts.

Aa

Aa

Realtime Rounded Black

**Aa Bb Cc Dd Ee Ff Gg Hh
 Ii Jj Kk Ll Mm Nn Oo Pp
 Qq Rr Ss Tt Uu Vv Ww
 Xx Yy Zz
 1 2 3  5 6 7 8 9 0**

Realtime Rounded Light

Aa Bb Cc Dd Ee Ff Gg Hh
 Ii Jj Kk Ll Mm Nn Oo Pp
 Qq Rr Ss Tt Uu Vv Ww
 Xx Yy Zz
 1 2 3  5 6 7 8 9 0

ISO STANDARD PICTOGRAMS

Amenity pictograms will be drawn from the universal and technical standard for icons.



P01 Accessible



P02 Male Toilet



P03 Female toilet



P04 M/F Toilet



P05 Unisex toilet



P06 Baby change



P07 Ambulant male



P08 Ambulant female



Render shown for illustrative purpose only, does not indicate correct location & messaging.

NAME OF PARK SUBJECT TO
GOVERNMENT GAZETTE.

Note: Dual naming/language approach will continue to be defined during Design Development, in consultation with PMNSW and their First Nations advisors.



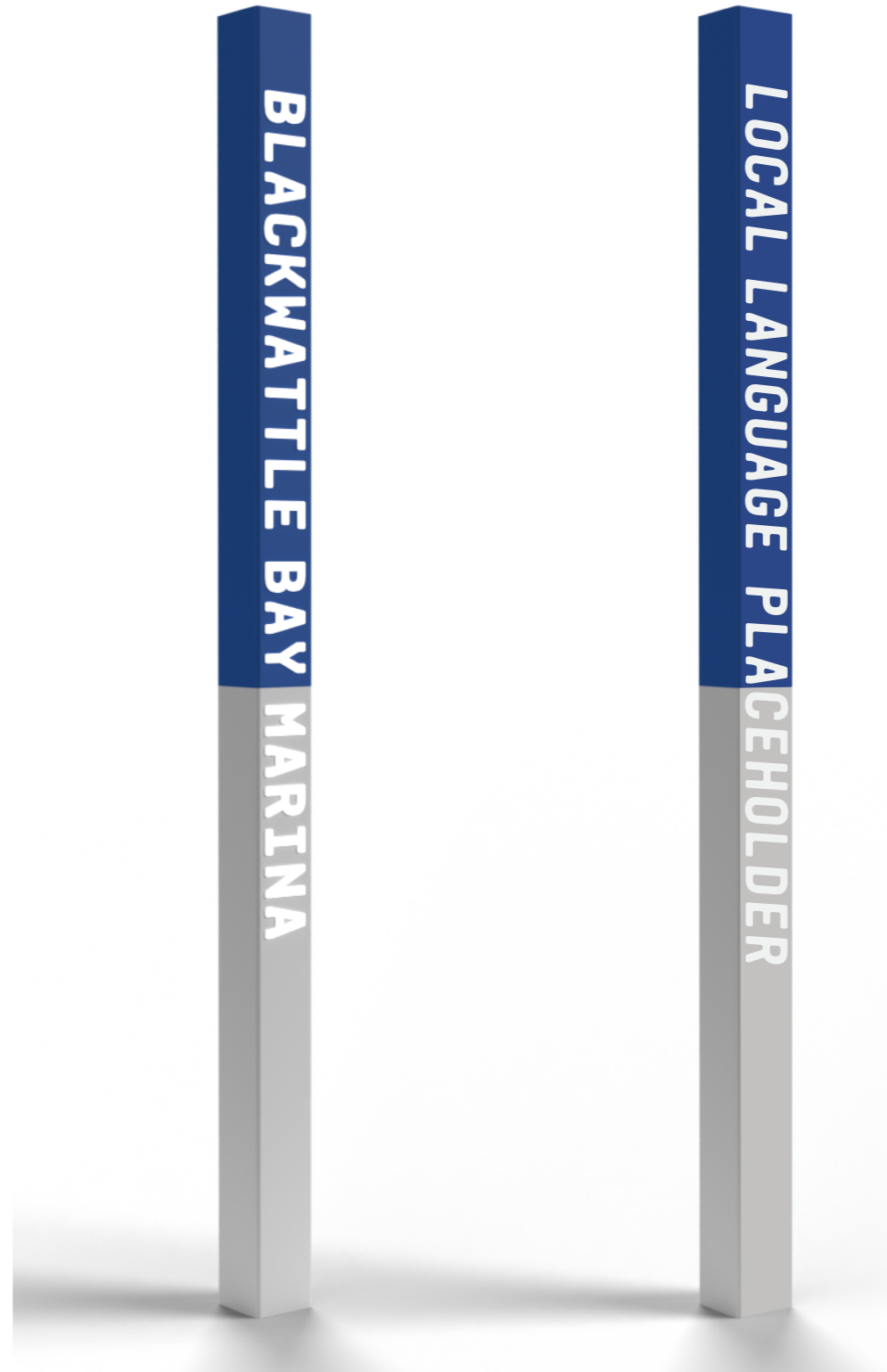
BANK STREET PARK



The letterforms are to be cut into the existing surface using a layered approach that is both integrated, subtle but also highlighted through the use of lighting.

Using a polished surface material we can enhance the architectural integration by reflecting the natural environmental features.

RENDER TO BE UPDATED FOLLOWING APPROVAL OF APPROACH.



FONT VIEW

3m freestanding pillar with illuminated lettering to mark the marina.

BACK VIEW

3m freestanding pillar with illuminated lettering to mark the marina.

RENDER TO BE UPDATED FOLLOWING APPROVAL OF APPROACH.



Render shown for illustrative purpose only, does not indicate correct location & facility name.



Glazing mounted 3D lettering with soft bevel detail.

Note: Dual naming/language approach will continue to be defined during Design Development, in consultation with PMNSW and their First Nations advisors.

COMMUNITY
CENTRE
LOCAL LANGUAGE
PLACEHOLDER



Custom tile to match the architectural facade tiling, with integrated lighting for clear visibility from distance day & night. Sign to be placed on amenity doors.



Allocations

Bespoke Signage

- B-S.101** Primary ID
- B-S.102B** Building Entries
- B-S.103** Tenancy Signage
- B-S.203** Bathroom amenity

Parks Signage

- S1** Freestanding entry sign
- S2** Freestanding entry sign w map
- S4** Freestanding operational sign

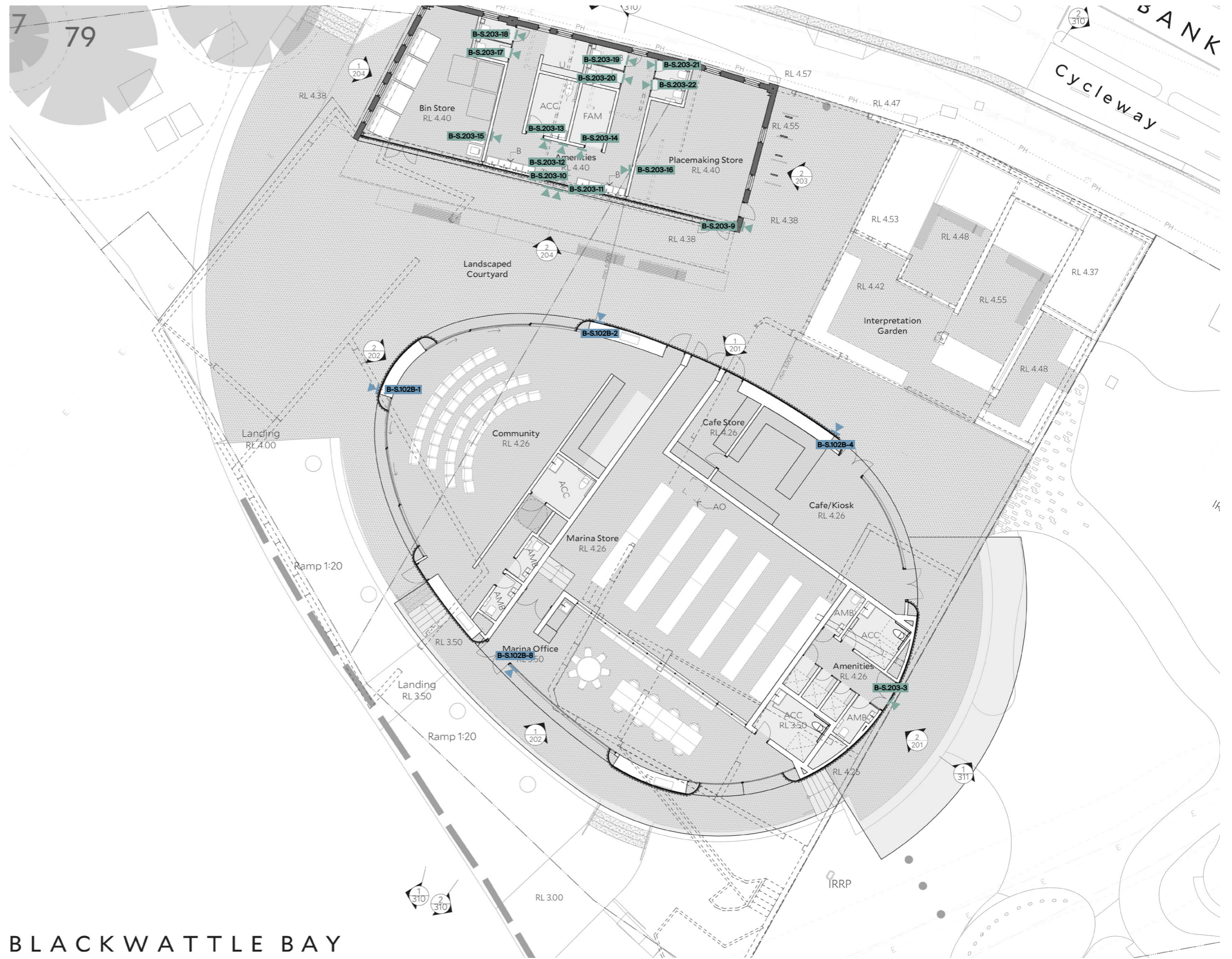


Bespoke Signage

- B-S.101 Primary ID
- B-S.102B Building Entries
- B-S.103 Tenancy Signage
- B-S.203 Bathroom amenity

Parks Signage

- S1 Freestanding entry sign
- S2 Freestanding entry sign w map
- S4 Freestanding operational sign



BLACKWATTLE BAY

Appendix A: Concept Design Options Wayfinding Analysis

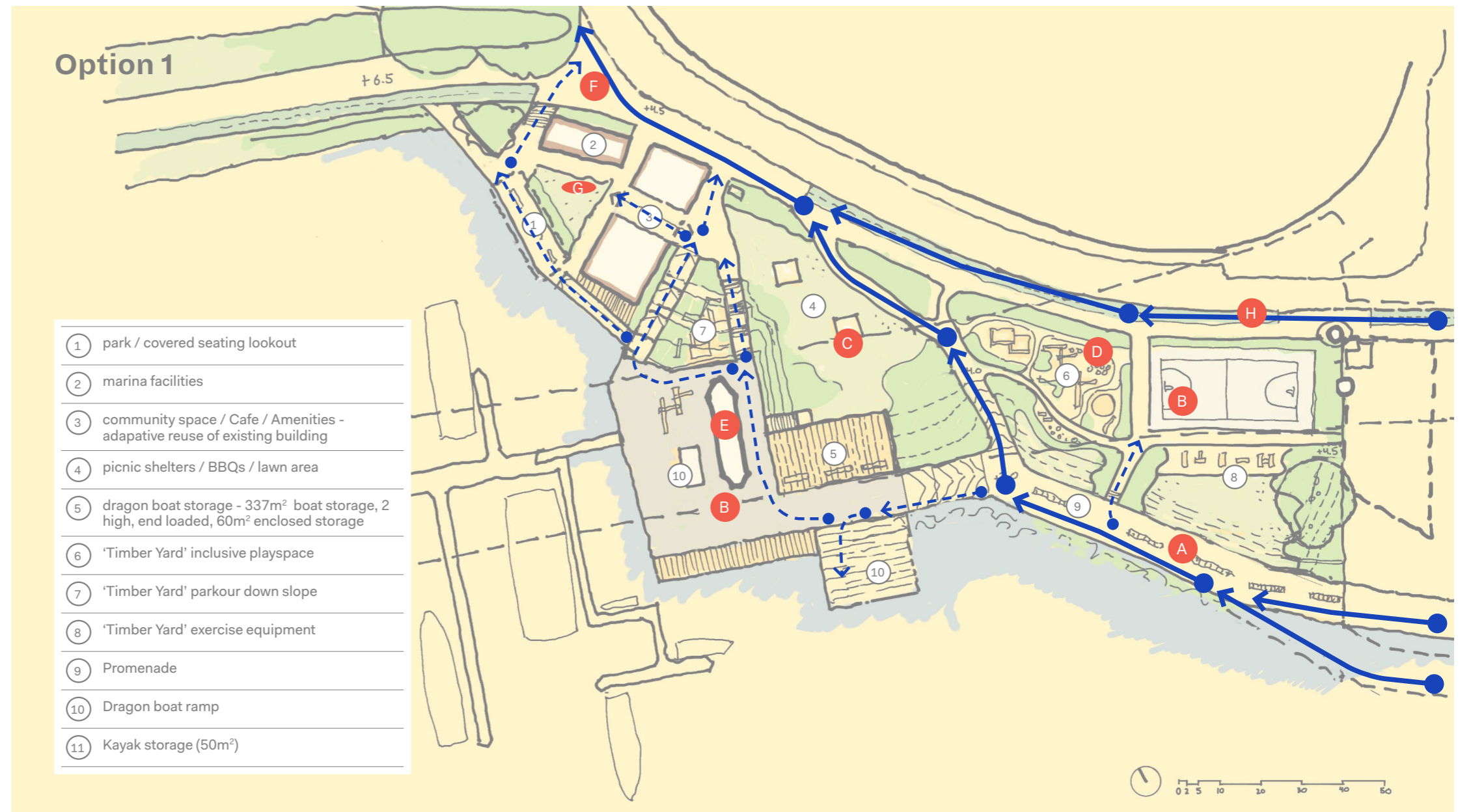
This section provides a review of the wayfinding issues and opportunities for each of the concept options for Bank Street Park.

The analysis involves walking the site, layering the aspirations for the project with ideas from the consultant team into the context of the project.

Option 1

Wayfinding Review

- A. Clear through site link connects major features together.
- B. Major destinations, including basketball court and marina areas, are separated from the major circulation path by site grade. This may create some sightline and accessibility issues.
- C. Lawn area is central, providing good views to site features and playground.
- D. Inclusive playground, basketball, and fitness equipment programmed together into "active zone" will assist with navigation.
- E. Anzac Bridge pylons may impede some views from park space to surrounding waterfront.
- F. Connection to Pymont Peninsula walking trails is unclear – additional signage may be required. Unclear from plan how the Marina Facilities interface with this area.
- G. Potential for limited sightlines into and out of community facilities, especially within small lawn area.
- H. Allow for faster movement through the Bike lane compared to the promenade which will be a slower pedestrian experience.



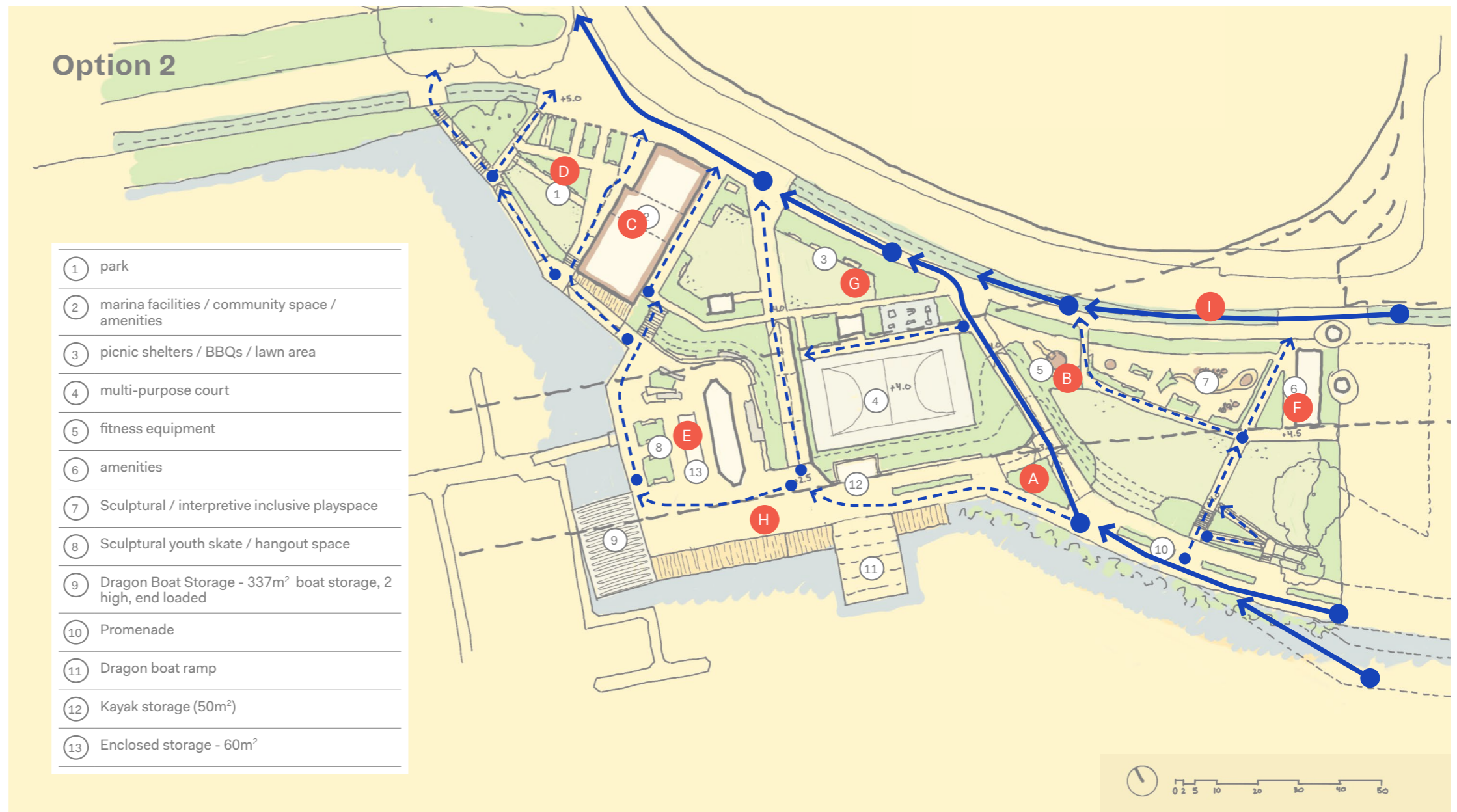
Key

- Primary Path
- Secondary Path

Option 2

Wayfinding Review

- A. Through site link is more evenly split and has greater accessibility than Option 1.
- B. Spine of active program splits the site. May require additional signage to create a set of clear directions and location markers.
- C. Expanded footprint for marina facilities / community space creates a clear separation between the north and south ends of the park. This will create active / inactive zones.
- D. Sightlines into the northern space are potentially limited – the area is physically separated from the rest of the park by the marina services building. Resolution of CPTED issues in this zone will require active use of the community facilities.
- E. Accessible connections from the marina / dragon boat area appear reduced compared to Option 1.
- F. More direct connection between play equipment and amenities is positive and means easier navigation.
- G. Co-location of picnic and BBQ space with fitness equipment reduces functional zoning compared to Option 1.
- H. This path will require leading visitors to key destination to be discovered as it is not a direct through site link.
- I. Cycle Fast lane maintained



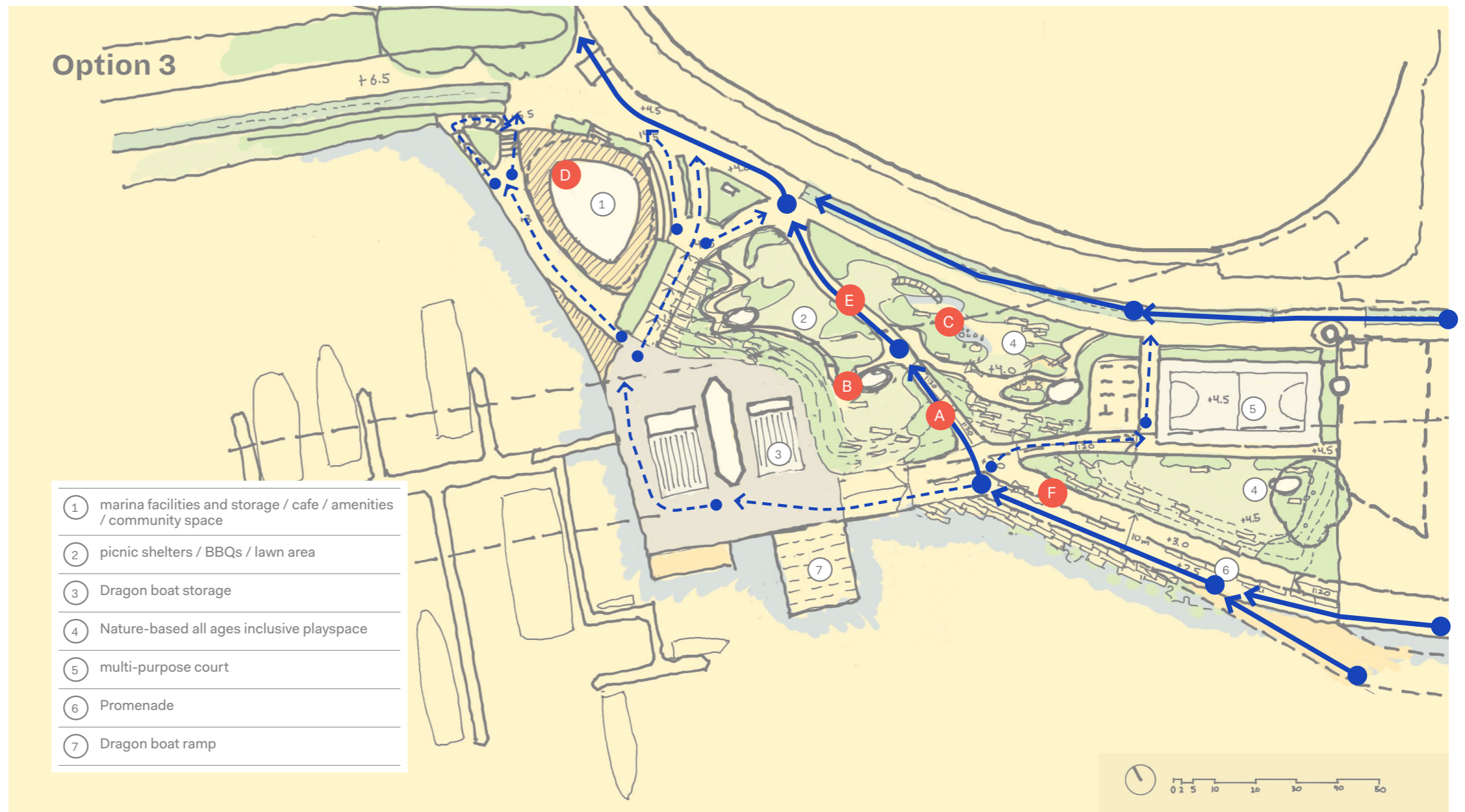
Key

- Primary Path
- Secondary Path

Option 3

Wayfinding Review

- A. Through site link from previous options is maintained.
- B. Improved accessibility within the park – major routes are accessed via ramps, reduction in stairs across the site.
- C. More natural arrangement of functional spaces across the park.
- D. Marina facilities create a better arrangement for navigation at the northern end of the site.
- E. The central spine may still require additional identification signage to highlight park function.
- F. Improved sightlines across the park, with fewer spaces which are hidden from major circulation spaces.



Key

- Primary Path
- Secondary Path

Summary of Findings

1. Option 3 is Büro North's preferred design concept. It provides a balance of easy navigation and site activation.
2. For all other options, clear wayfinding is required to guide people along the foreshore and connect to public transport.
3. The mixed use proposal for the Blackwattle Bay precinct means existing City of Sydney signage may not meet all project requirements.
4. There is significant opportunity to use wayfinding and graphics to help activate the site and support safety outcomes.
5. Key activations will be required for significant destinations, including inclusive play spaces and waterfront promenade.
6. Park Program: Significant park infrastructure and street furniture mean traditional signage may clutter the environment.