



15.204 | HDR RICE DAUBNEY

WESTMEAD MULTI-STOREY CARPARK SIGNAGE & WAYFINDING

STAGE	Concepts
VERSION	01
DATE	30th October 2015

OVERVIEW

THE NEW MULTI-DECK CAR PARK AT WESTMEAD WILL HELP ALLEVIATE PARKING STRESS. BRANDCULTURE HAVE BEEN ENGAGED TO PROVIDE CLEAN, CLEAR AND SIMPLE SIGNAGE WHICH WILL BE VITAL TO THE SUCCESS OF THE PROJECT.



INTRODUCTION

Westmead Hospital, located in the Western suburbs of Sydney, is recognised for its outstanding healthcare. However, over the years the infrastructure has become aged and tired and parking stress has increased with over 12,000 visitors and staff arriving at the hospital everyday.

Stage 1 of the project includes a new multi-story car park (7 storeys) on the corner of Darcy Road to help alleviate the parking stress currently experienced at the hospital. Level 2 of the new car park will also provide access to the hospital via the dental unit.

BrandCulture recognises that the Westmead Redevelopment has been designed to transform the iconic precinct into a contemporary and integrated centre. We plan to continue to deliver this high standard within our delivery of environmental, signage and wayfinding package.

Tailoring wayfinding to closely match the Westmead Redevelopment's underlying principals, to locate green spaces with main entrance and arrival points, we will develop a strategy that reflects this concept to assist in navigation and enhance the physical environment around the precinct.

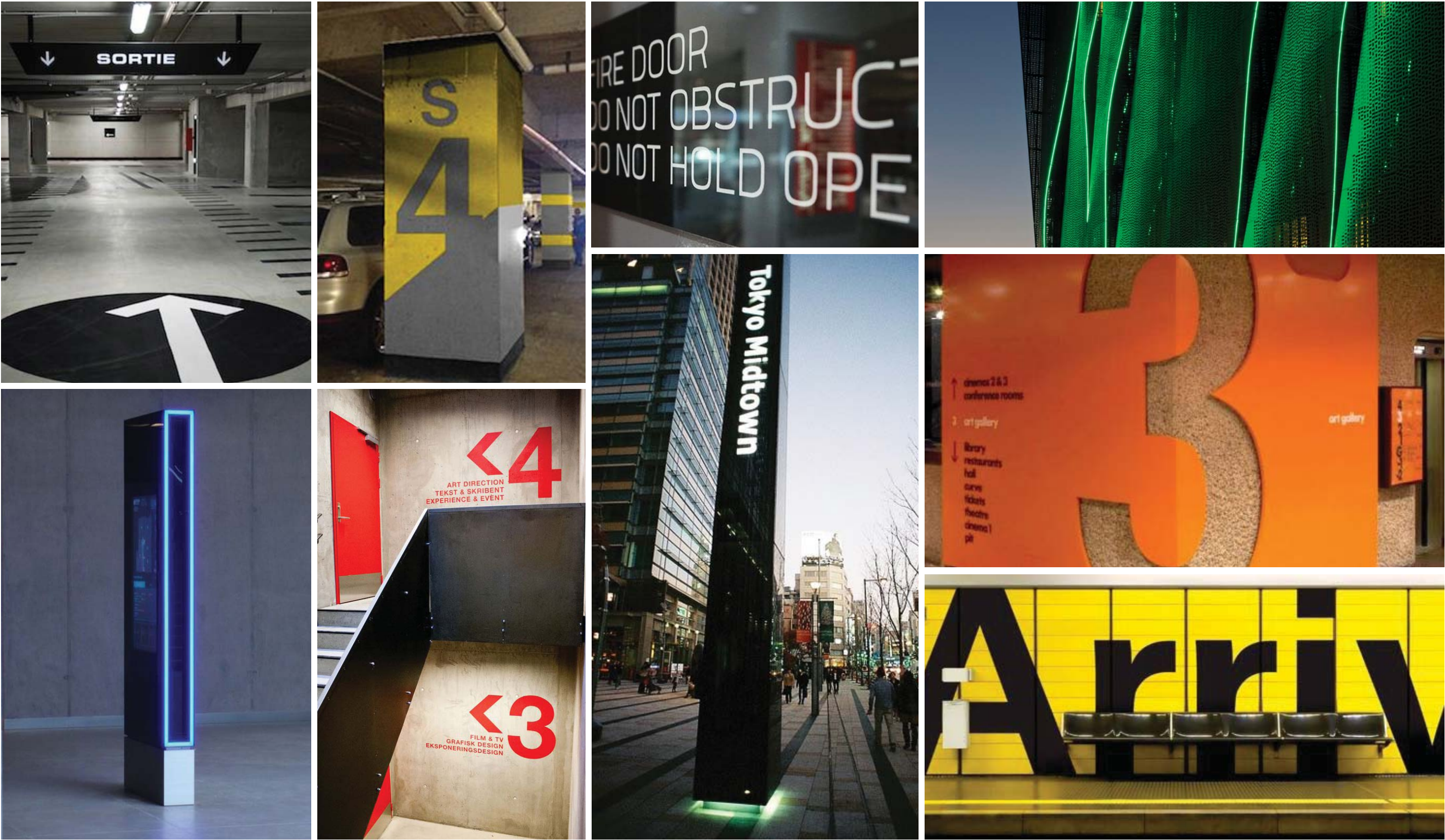
This strategy will be achieved with the creation of a innovative, coherent, trusted signage solution, reducing unnecessary stress, disorientation and difficult navigation to primary destinations.

The integration of the holistic signage system will also provide an unambiguous journey, strengthen confidence, whilst forming a natural connection with the architectural landscapes, ultimately turning the visitor experience into a simple and harmonious journey.

With an understanding of the importance of this iconic project, the redevelopment is an opportunity to create a symbol for Western Sydney and the design components should reflect the overall vision that:

- Promotes patient, carer and staff wellbeing
- Promotes community engagement
- A workable, liveable and accessible health city
- Attracts staff, students, residents, researchers and visitors
- World-class health facility
- Creation of pathways for connection
- Encourages open green spaces
- Transforming lives

WESTMEAD MULTI-DECK CAR PARK | BEST PRACTICE



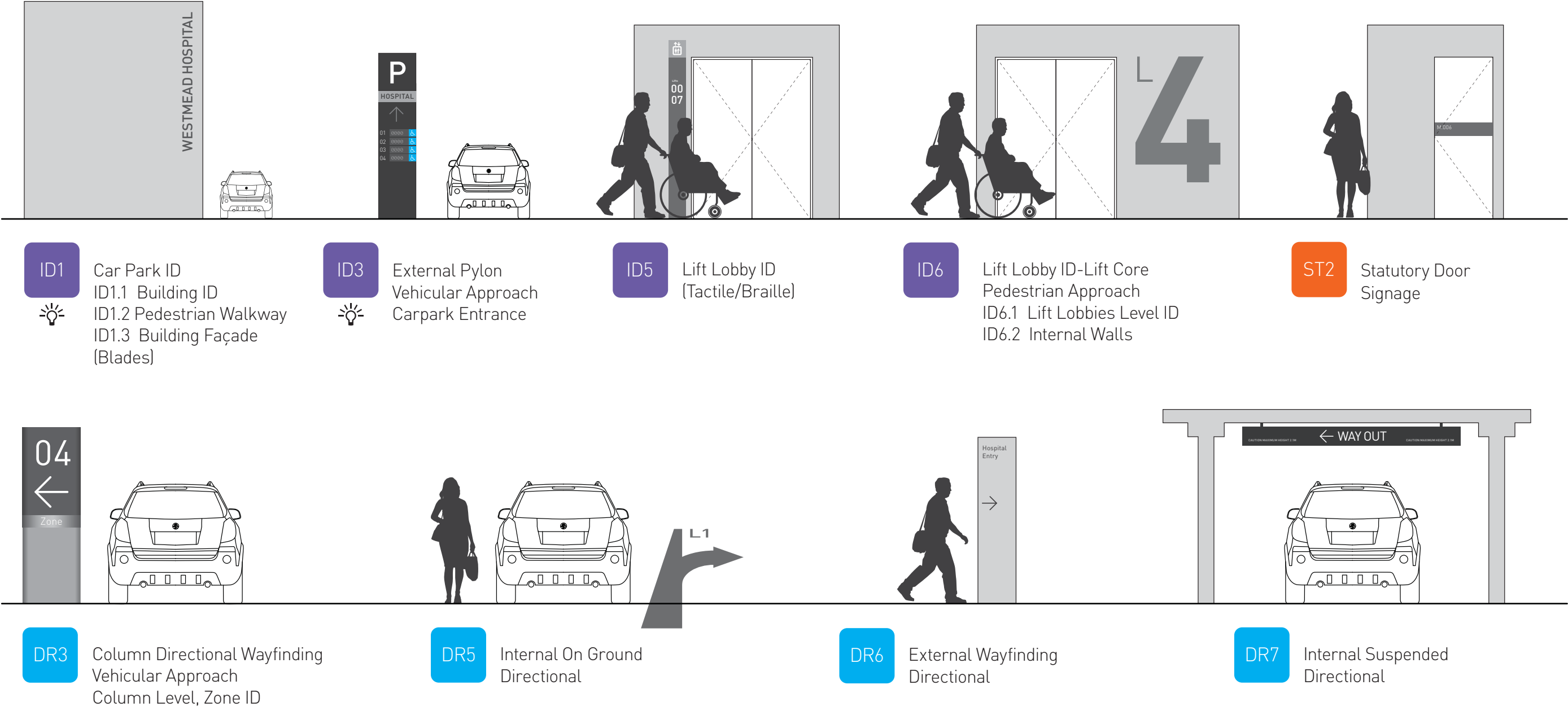
SIGNAGE HEIRARCHY

INDICATIVE ONLY

SIGNAGE HEIRARCHY | WESTMEAD HOSPITAL CAR PARK [P7]

(*NB- Preliminary summary)

- ID Identification
- DR Directional
- ST Statutory
- RG Regulatory
- SG Supergraphics
- DG Digital

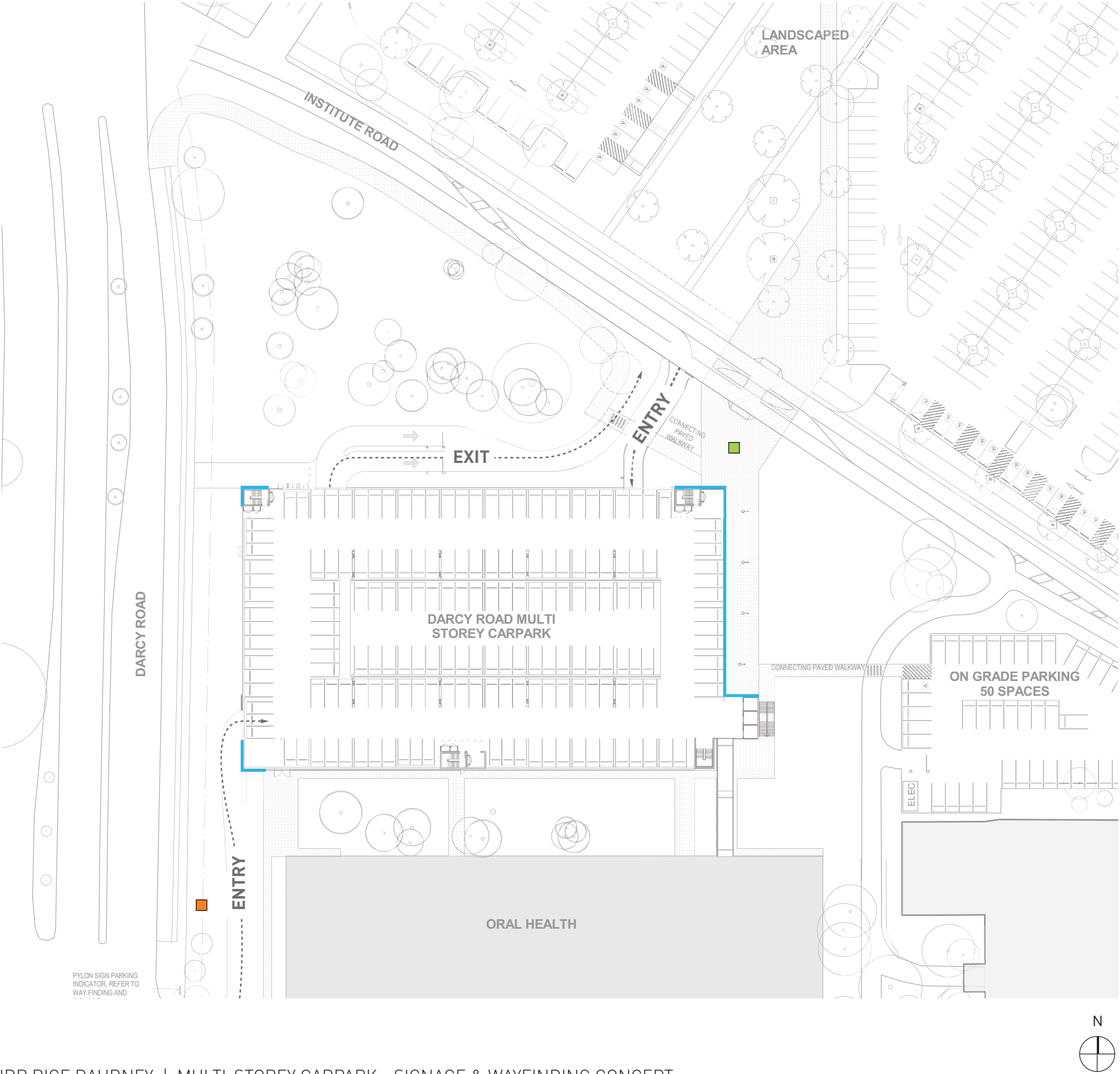


SIGNAGE LOCATION PLANS

EXTERNAL

LEVEL 01

LEVEL 00



EXTERNAL | MDCP WESTMEAD

LOCATION	SIGNTYPE	DESCRIPTION	QTY
	ID.1	Car park ID / Building facade	X X
	ID.3	External pylon	XX
	ID.5	Lift lobby ID signage	XX
	1D.6	Lift lobby ID super graphics	XX
	DR.3	Column directional	XX
	DR.5	On ground directional	XX
	DR.6	External wayfinding	XX
	DR.7	Internal suspended	XX
	ST.2	Statutory door	XX

ISSUE CONCEPT 29.10.15

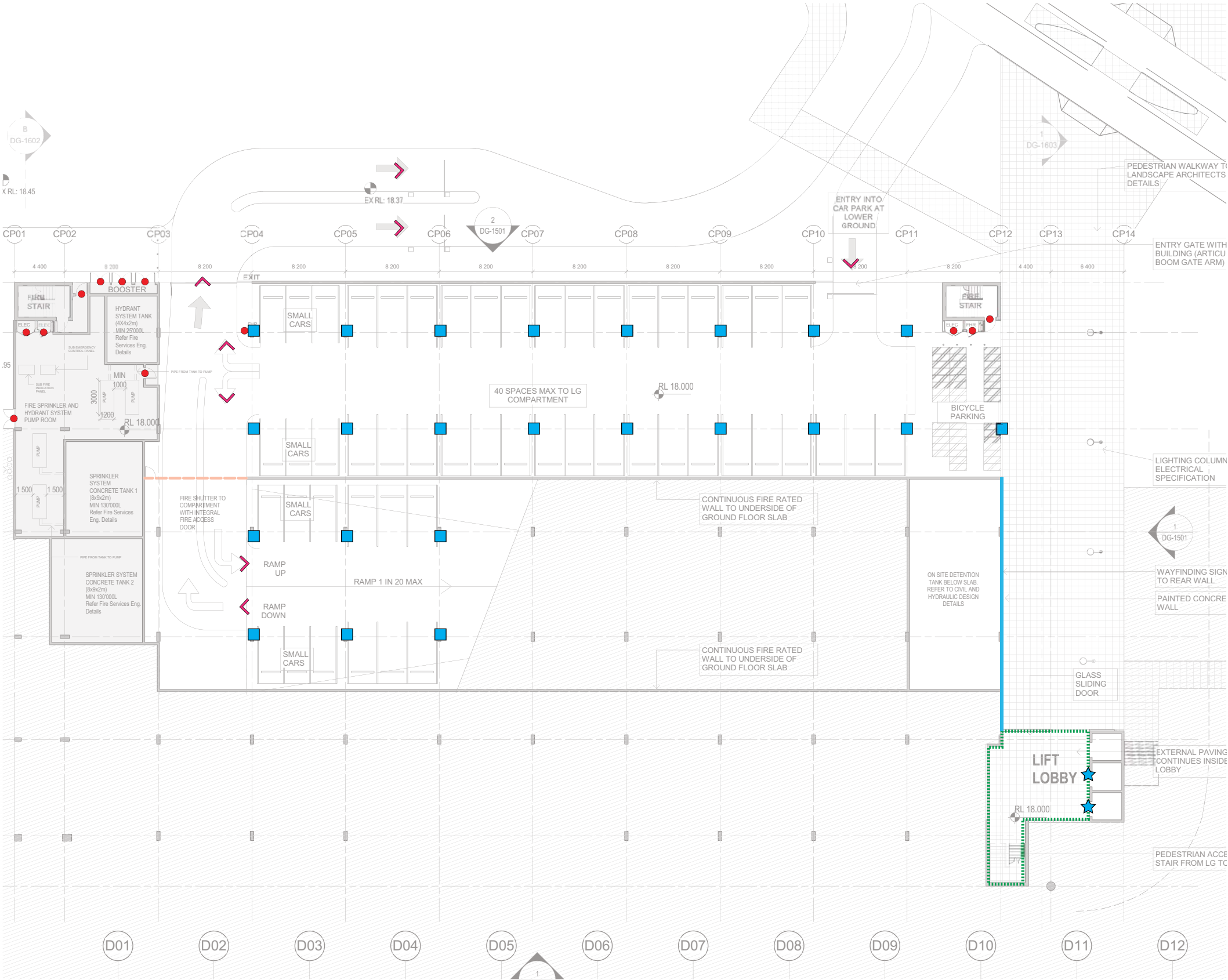
Project Partners:



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CLIENT	HDR RICE DAUBNEY	JOB No	15.204
PROJECT	MULTI DECK CAR PARK	SCALE	NTS
		SIZE	A3

DWG N.O EXTERNAL SLP
FLOOR PLAN MSC-HDR-AR-DG-1001 [07] - CARPARK SITE PLAN.pdf



LOCATION	SIGNTYPE	DESCRIPTION	QTY
	ID.1	Car park ID / Building facade	XX
	ID.3	External pylon	XX
	ID.5	Lift lobby ID signage	XX
	1D.6	Lift lobby ID super graphics	XX
	DR.3	Column directional	XX
	DR.5	On ground directional	XX
	DR.6	External wayfinding	XX
	DR.7	Internal suspended	XX
	ST.2	Statutory door	XX

ISSUE CONCEPT 29.10.15

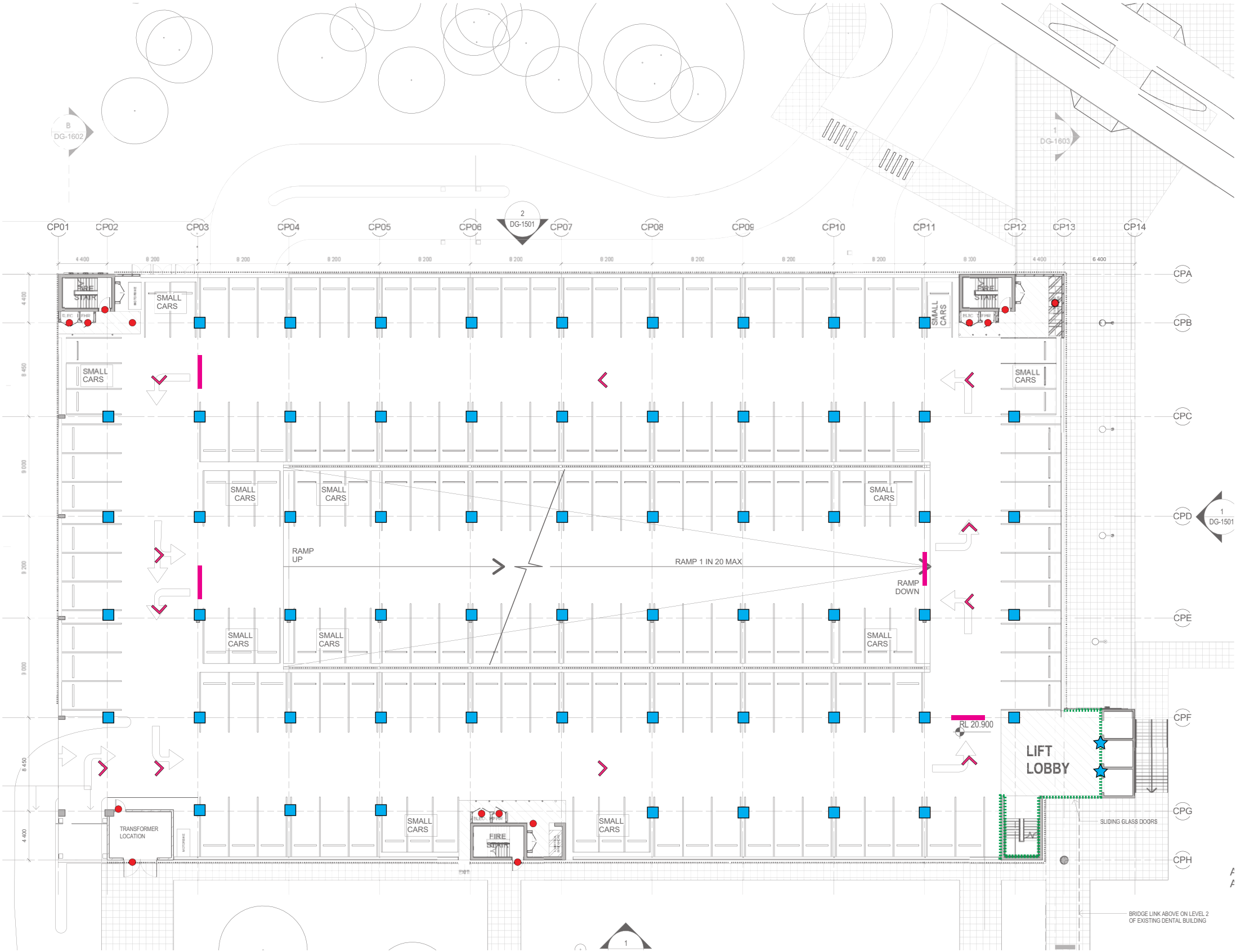
Project Partners:



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CLIENT	HDR RICE DAUBNEY	JOB No	15.204
PROJECT	MULTI DECK CAR PARK	SCALE	NTS SIZE A3

DWG N.O LEVEL LG SLP
FLOOR PLAN MSC-HDR-AR-DG-1201 [07] - CARPARK LOWER GROUND.pdf



LOCATION	SIGNTYPE	DESCRIPTION	QTY
	ID.1	Car park ID / Building facade	XX
	ID.3	External pylon	XX
	ID.5	Lift lobby ID signage	XX
	1D.6	Lift lobby ID super graphics	XX
	DR.3	Column directional	XX
	DR.5	On ground directional	XX
	DR.6	External wayfinding	XX
	DR.7	Internal suspended	XX
	ST.2	Statutory door	XX

ISSUE CONCEPT 29.10.15

Project Partners:



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PROJECT	MULTI DECK CAR PARK	SCALE	NTS
		SIZE	A3

DWG N.O	LEVEL GROUND SLP
FLOOR PLAN	MSC-HDR-AR-DG-1202 [07] - CARPARK GROUND FLOOR PLAN.pdf

STYLE GUIDE

TYPOGRAPHY

PICTOGRAMS

COLOUR

TYPOGRAPHY | WESTMEAD HOSPITAL CAR PARK [P7]

(*NB- Preliminary summary)

PRIMARY FONT

Pilcrow Soft

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

WESTMEAD HOSPITAL

SUPPORTING PICTOGRAMS

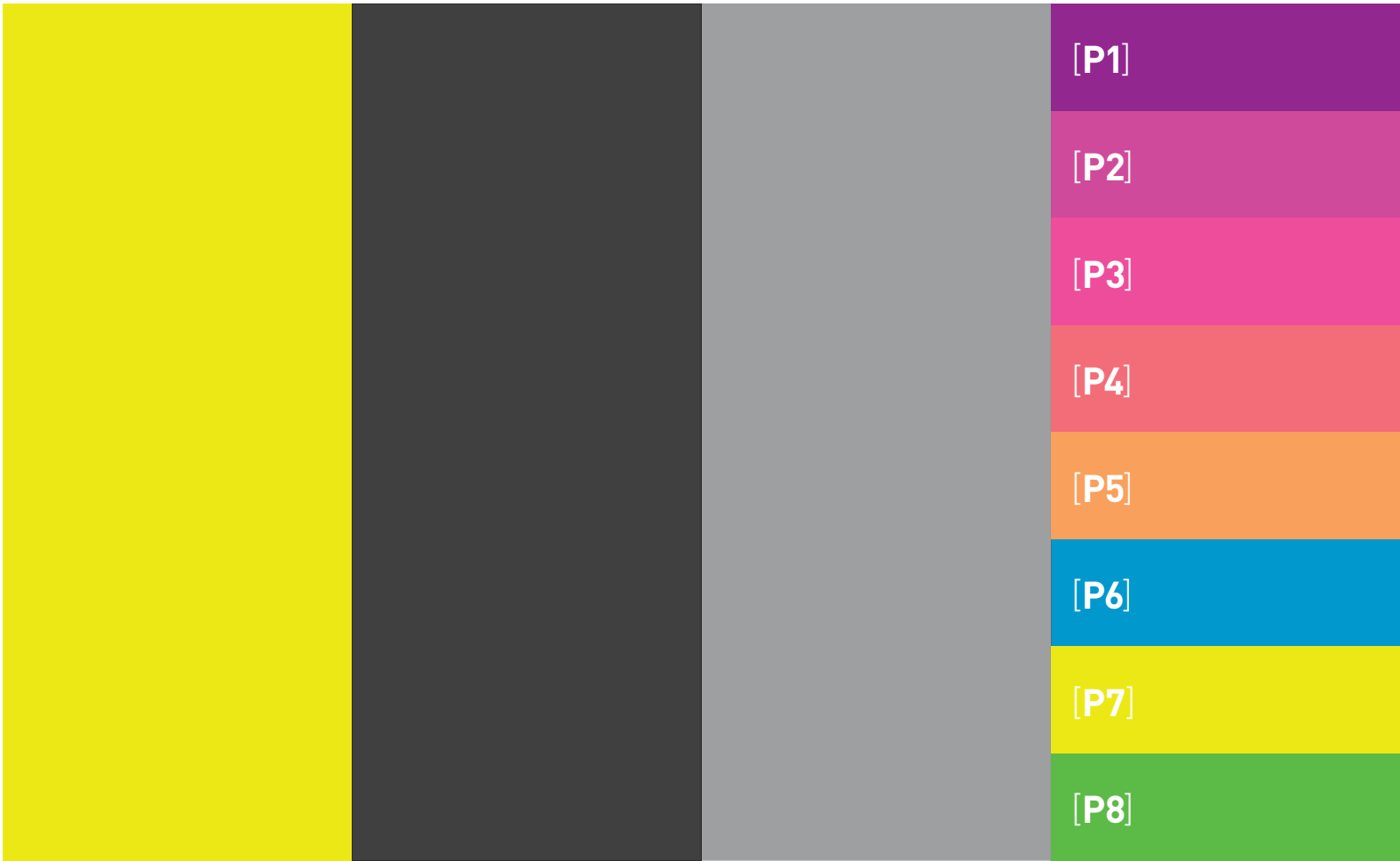
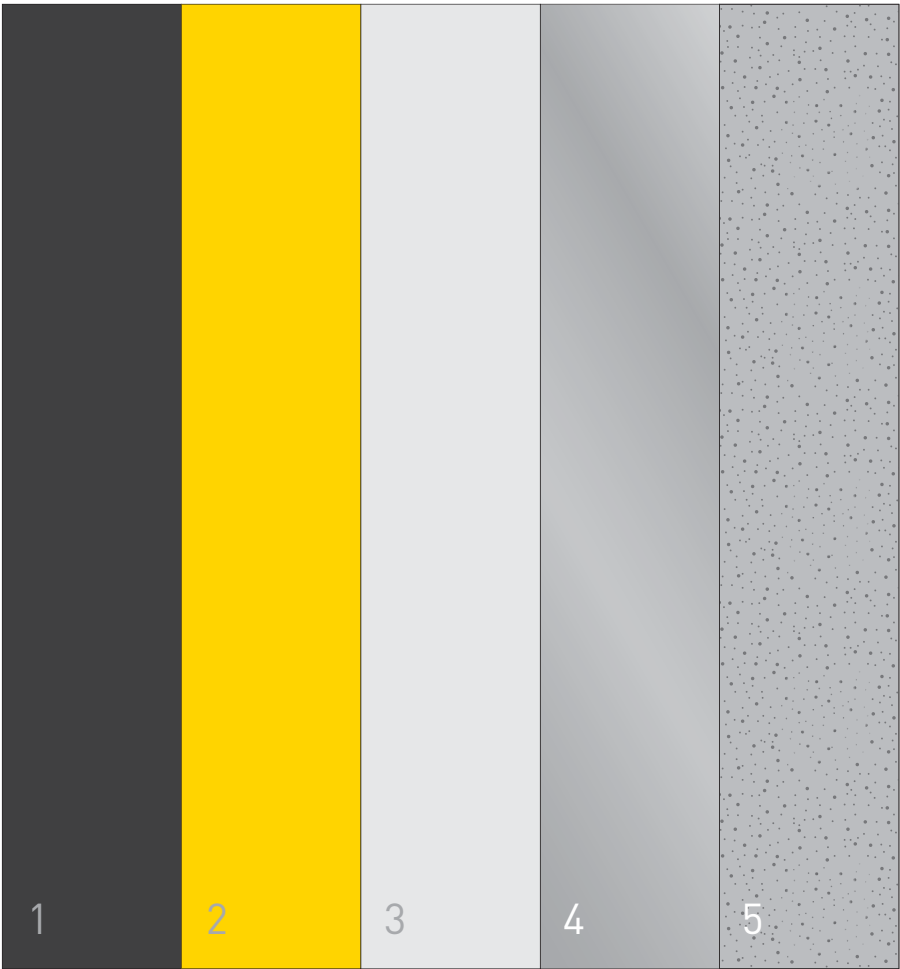
Netto icons

CHARACTER SET



COLOUR PALETTE | WESTMEAD HOSPITAL CAR PARK [P7]

[*NB- Preliminary summary]



ARCHITECTURAL FINISHES*

- 1 HYPER CHARCOAL 8L210A
- 2 BEACHOUSE YELLOW 8E219A
- 3 SANDSTONE 8A237A
- 4 METAPREP GREY EL286A
- 5 PRECAST CONCRETE (CLASS 2)

*NB. FINISHES TAKEN FROM HDR RICE DAUBNEY & MSJ
ARCHITECTURAL STATEMENT 08.10.15

C.11 M.0 Y.100 K.0
DULUX | Birdie
PANTONE | 395

C.85 M.69 Y.51 K.46
PAINT | Match Hyper
Charcoal 8L210A
PANTONE | 7546

C.48 M.36 Y.32 K.0
PAINT | 50% Tint Hyper
Charcoal 8L210A
PANTONE | 7543

FUTURE PRECINCT STRATEGY
ACCENT COLOURS
CARPARKS P1-P8

*NB. FINAL COLOUR IS BASED ON THE
PANTONE FLUORESENT SWATCH BOOK

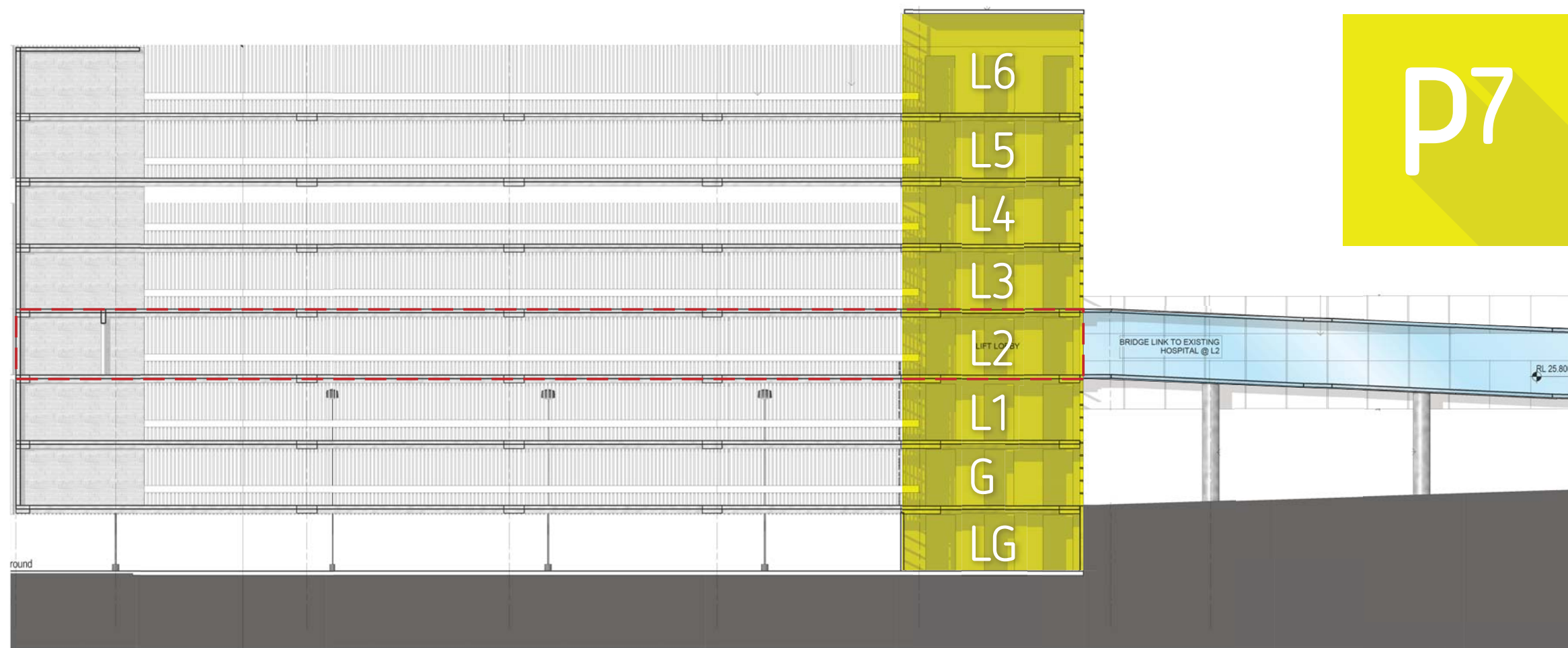
LEVEL IDENTIFICATION | WESTMEAD HOSPITAL CAR PARK [P7]

(*NB- Not to scale)

“I’M IN THE”



YELLOW P7
CAR PARK
ON (L2)



LEVEL IDENTIFICATION | YELLOW P7 CAR PARK

*PART OF FUTURE PLANNING STRATEGY

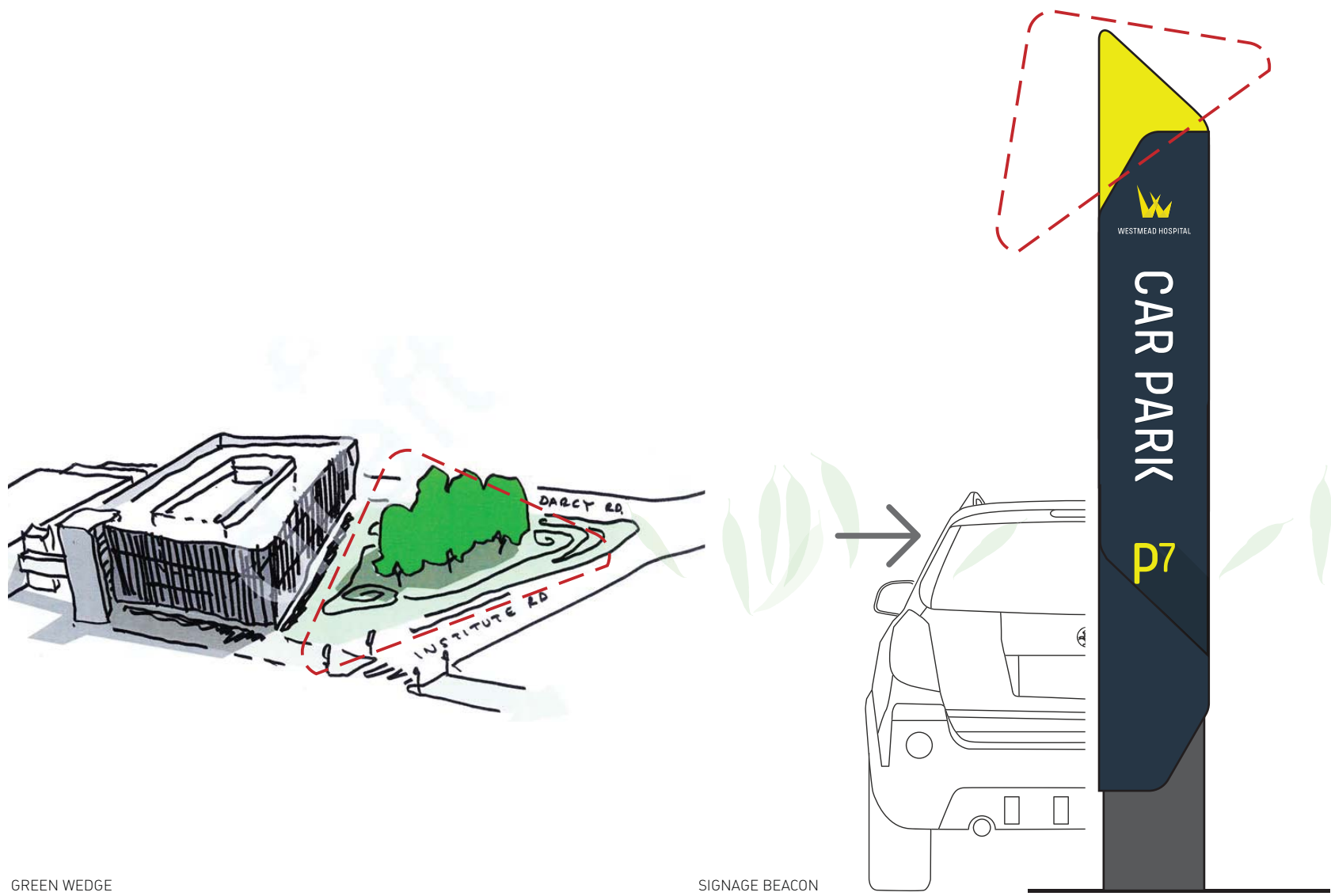
SIGNAGE CONCEPT

THE GREEN WEDGE

IDEA | THE GREEN WEDGE TRANSFORMS

We understand the masterplan principles are to locate green wedges (spaces) at main entrances and arrivals points.

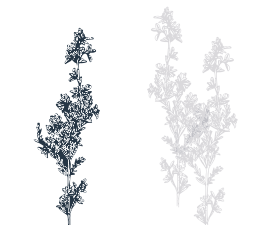
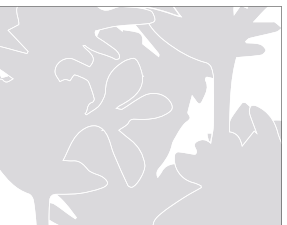
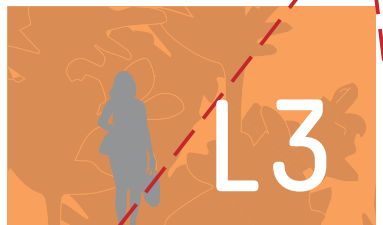
BrandCulture will leverage from this concept taking it into the physical environments with the usage of 'wedge' signage beacons for legible navigation and 'flora and fauna' with illustrations to enhance the entries within the internal entries of the carpark.



**ARCHITECTURE:
GREEN WEDGE**
CONNECTION TO LANDSCAPE

**WAYFINDING:
WEDGE SIGNAGE BEACONS**
CONNECTION TO NAVIGATION
(INDICATIVE LOGO ONLY)

FUTURE PRECINCT STRATEGY | LOCAL CONTEXT (REFER TO PAGE 13)

1. ILLUSTRATION	2. PATTERN	3. PAINTED GRAPHIC
		
CAR PARK 7 NARROW-LEAVED PEPPERMINT		
		
CAR PARK 5 PIMELEA SPIKED RICE FLOWER		

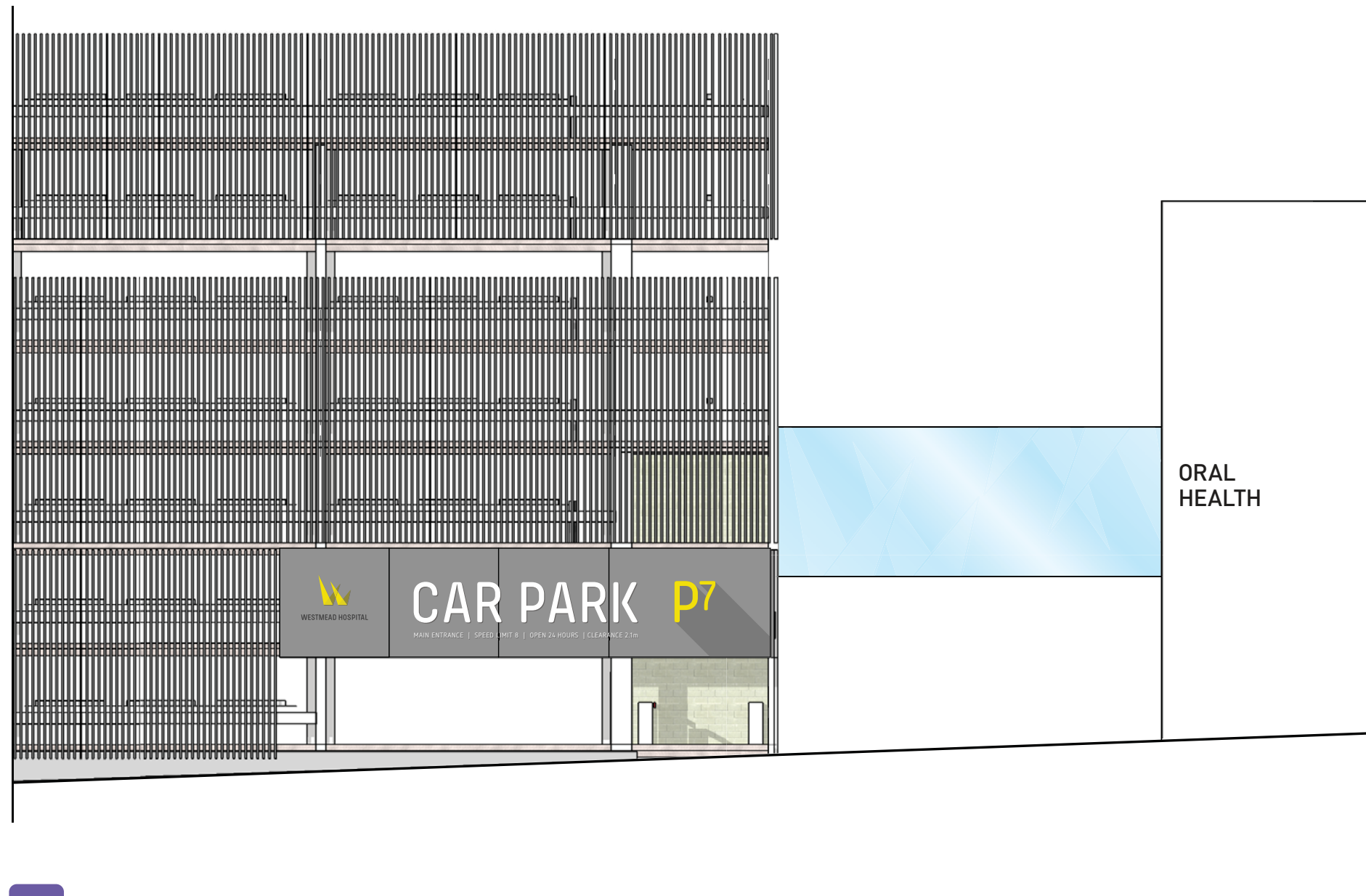
**ENVIRONMENTAL GRAPHICS:
FLORA & FAUNA**
CONNECTION TO LOCAL CONTEXT
(INDICATIVE DESIGN ONLY)

WESTMEAD MULTI-DECK CAR PARK | BRAND LANGUAGE

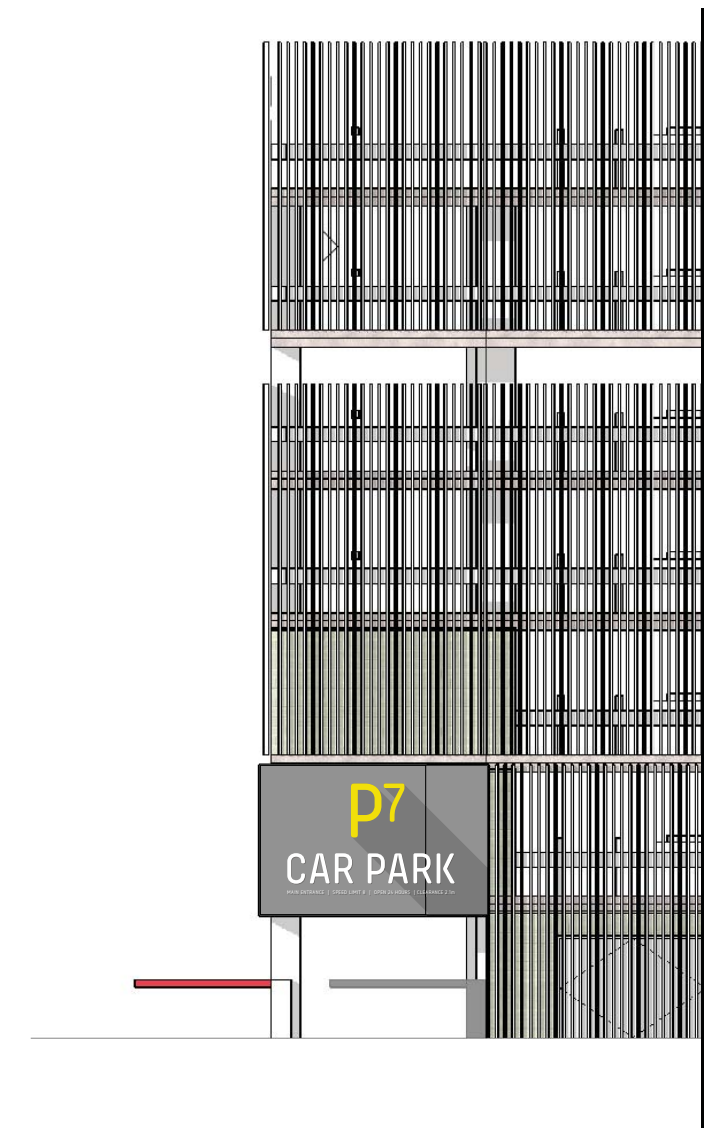


SOUTH WEST BUILDING FACADE | WESTMEAD HOSPITAL CAR PARK [P7]

(*NB- Not to scale)



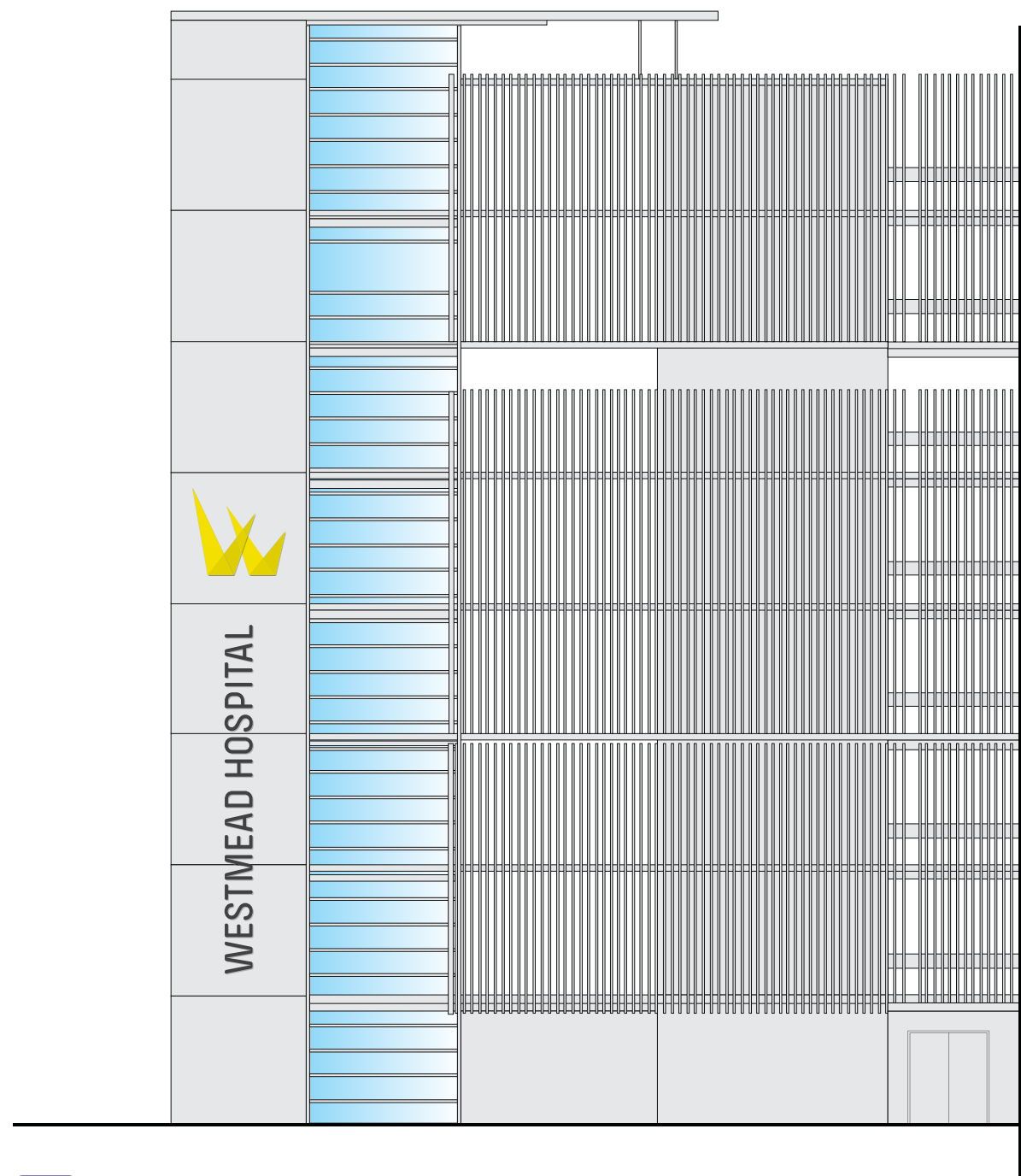
ID1 Car Park ID
1.1 Building ID
1.3 Building facade
(INDICATIVE LOGO ONLY)



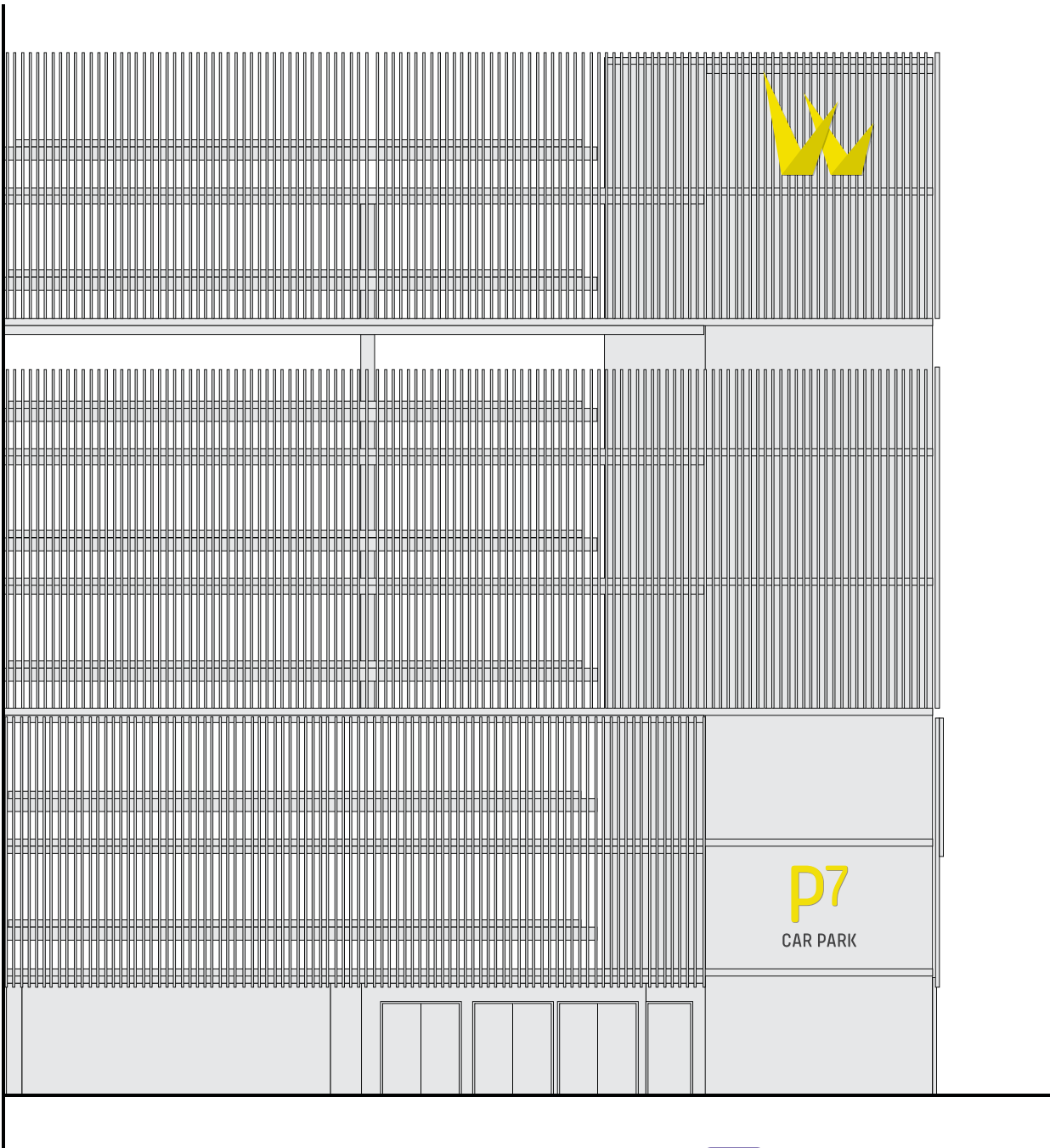
ID1 Car Park ID
1.1 Building ID
1.3 Building facade

NORTH EAST BUILDING FACADE | WESTMEAD HOSPITAL CAR PARK [P7]

(*NB- Not to scale, logos are indicative only)



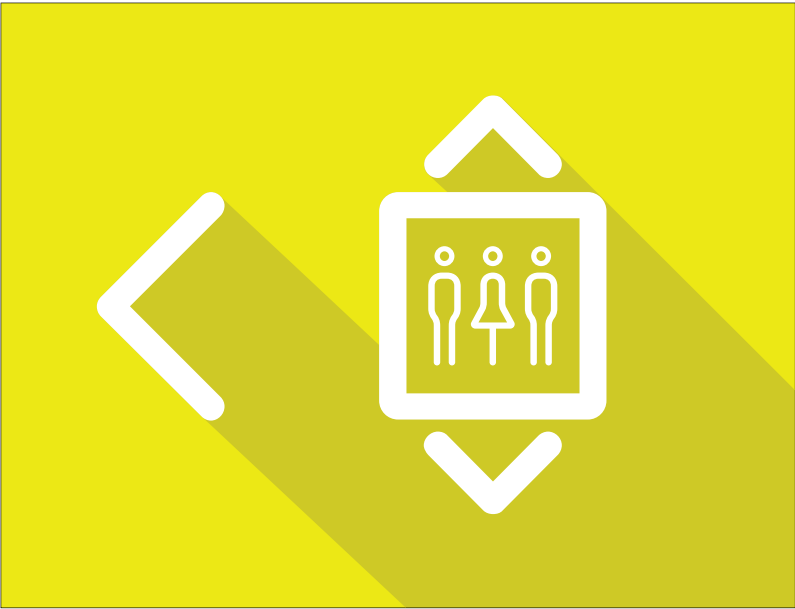
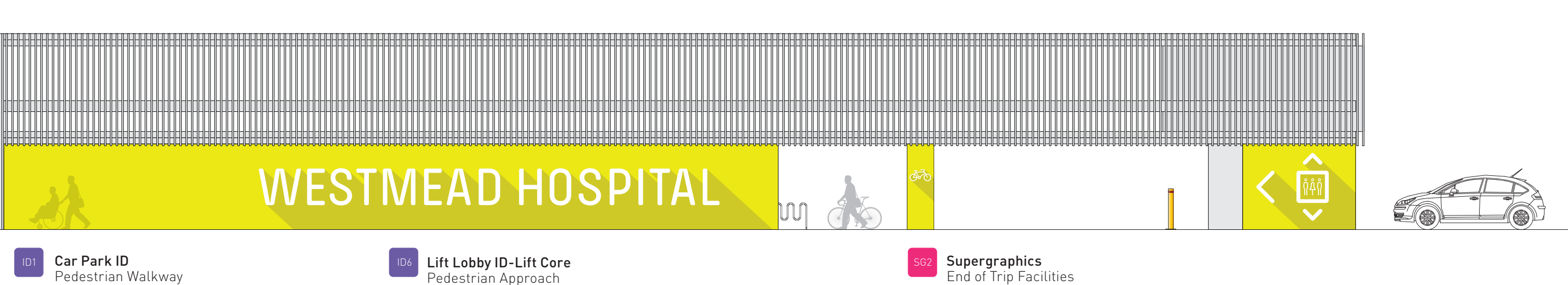
ID1 Car Park ID
1.1 Building ID
1.3 Building facade
(INDICATIVE LOGO ONLY)



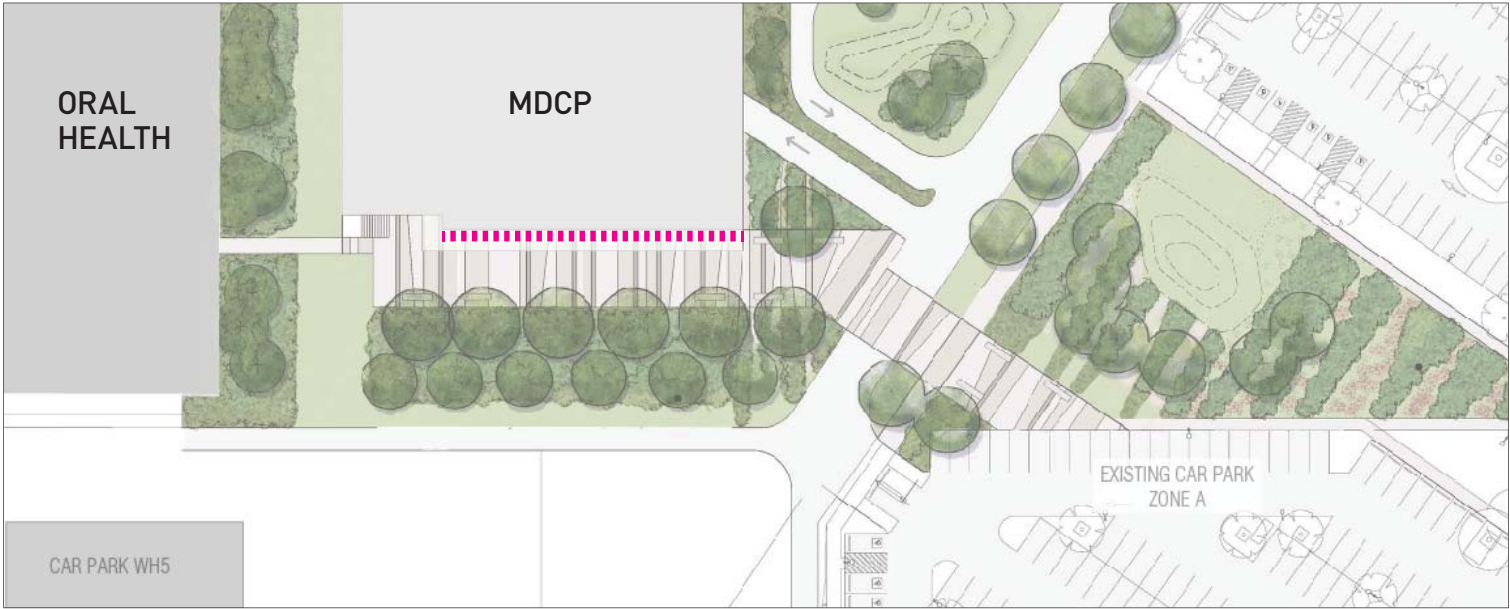
ID1 Car Park ID
1.1 Building ID
1.3 Building facade

PEDESTRIAN WALKWAY | WESTMEAD HOSPITAL CAR PARK [P7]

[*NB- Not to scale]



ICONOGRAPHY | Pedestrian Walkway



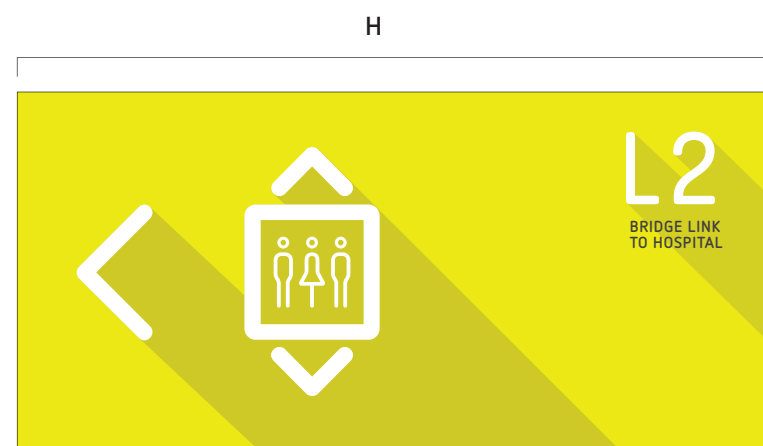
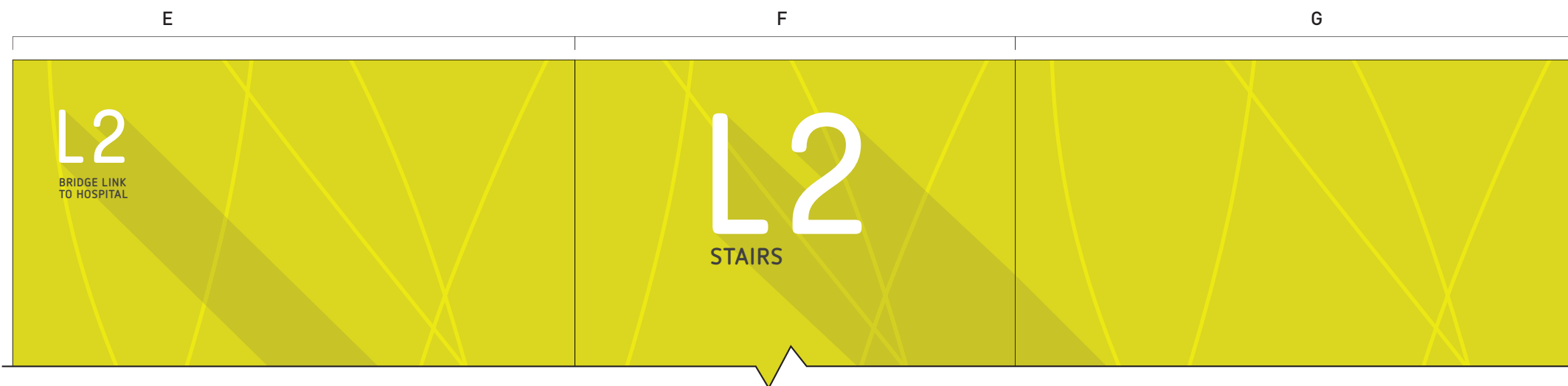
LOCATION PLAN | Pedestrian Walkway

LIFT LOBBY | WESTMEAD HOSPITAL CAR PARK

(*NB- Not to scale)

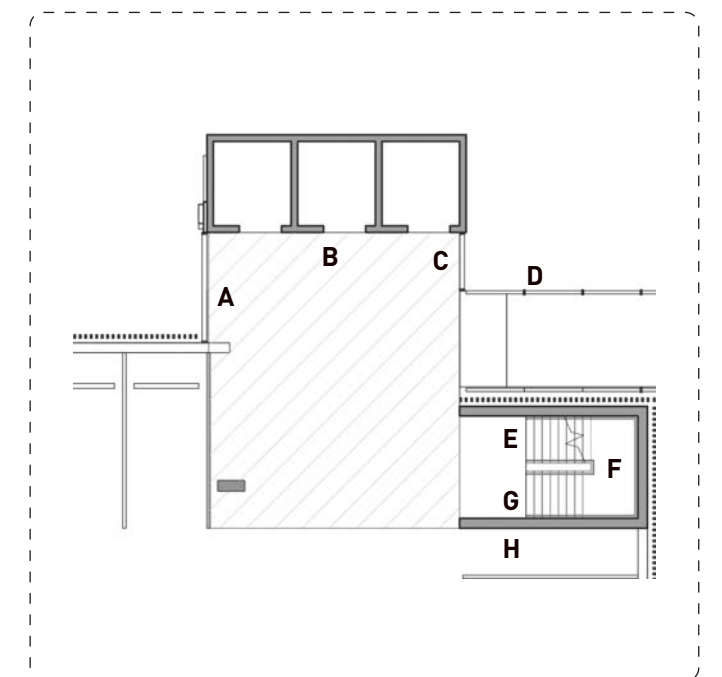


ID5 Lift Lobby ID | (Tactile/Braille)



ID6 Lift Lobby ID-Lift Core | Pedestrian Approach

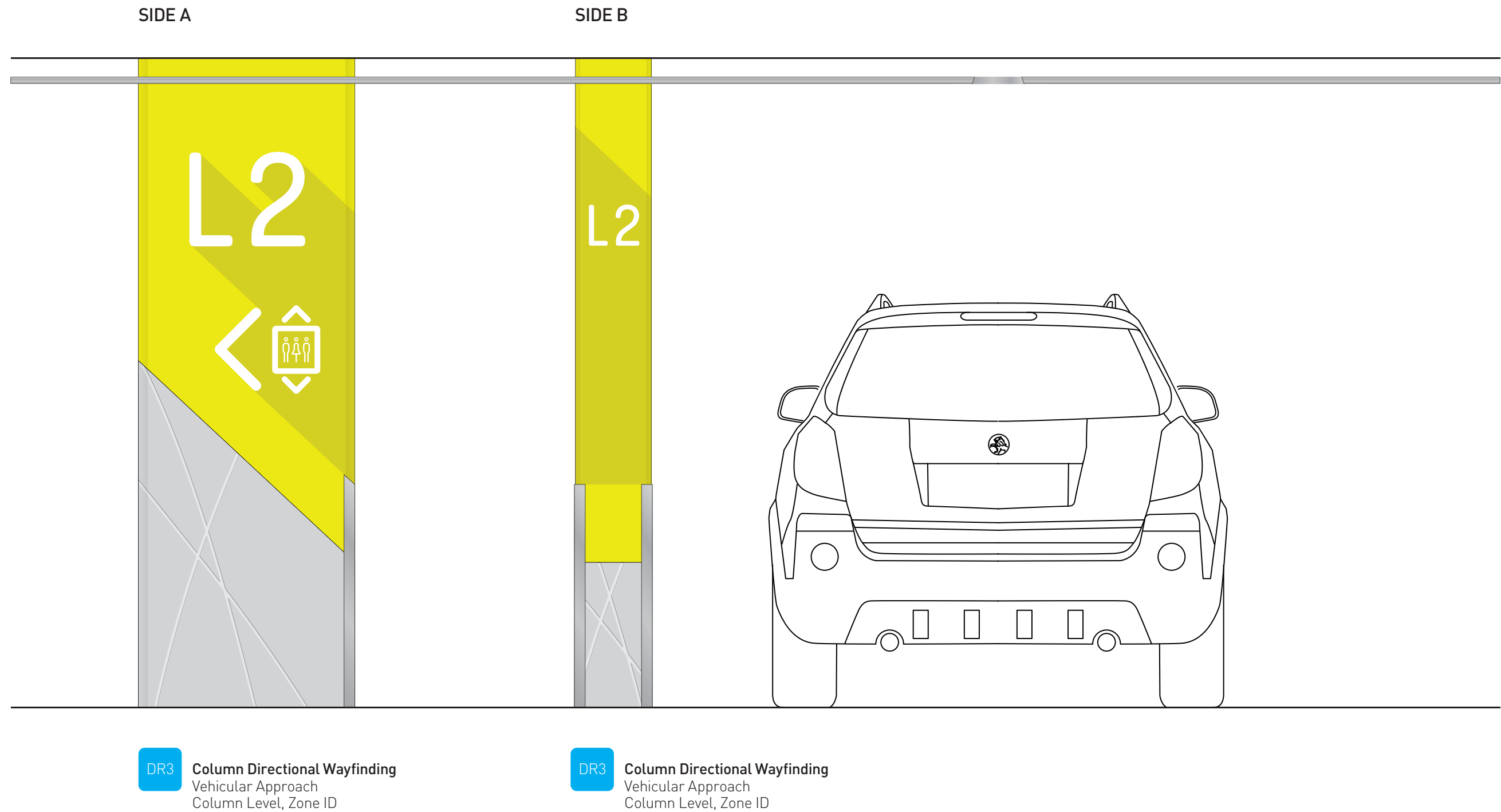
SG1 Supergraphics



LOCATION PLAN | LIFT LOBBY L2

L2 COLUMNS | WESTMEAD HOSPITAL CAR PARK

(*NB - Not to scale)



THANK YOU