

Australian Technology Park

External Signage Strategy

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Rev B 28.05.18 For Issue

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Australian Technology Park External Signage Strategy

Issued Rev B: 28.05.18

Document History

Rev B 28.05.18	For Issue
Rev A 11.04.18	For MIRVAC Review

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Section A: Introduction

A1.1 Name of this document

This document is called the Australian Technology Park (ATP), External Signage Strategy (the signage strategy).

A1.2 Land to which the strategy applies

The signage strategy applies to the grounds within ATP's precinct.

A1.3 Structure of the strategy

The signage strategy comprises five parts:

- **Section A. Introduction** – outlines the intent and application of the signage strategy
- **Section B. Design Principles** – provides high level criteria against which to consider each proposal on its individual merits
- **Section C. Reference Images** – provides visual examples of the type of signage that is desirable within ATP's precinct.
- **Section D. Sign Types** – provides an outline of the external Sign Types to be implemented with ATP's precinct for both Pedestrian and Vehicular wayfinding.
- **Section E. Indicative Sign Locations** – provides an illustrative indication of the intended positioning for the various Sign Types within ATP's precinct.

Section B: Design Principles

B1.1 Design Intent

The signage strategic intent is to create an effective and appropriate signage system that fulfils the requirements of both identification and wayfinding functions. The signage strategy recognises the importance of providing high quality signage that is integrated with and contributes to the character of the Australian Technology Park precinct. All Sign Types presented in Section D have been designed to accord with the Building Code of Australia and Australian Standards, including those relating to equitable accessibility and legibility.

B1.2 Principles for sign selection, positioning and detailed design

The size, proportions, placement and details, including materials, graphic fonts, textures and colours, of signs, are to be selected and developed from the Sign Types (Section D), consistent with the following design principles.

i. Identification, legibility and wayfinding

- clearly identify or provide directional guidance to both vehicular and pedestrian access to facilities and building addresses within ATP’s precinct
- enhance legibility and improve wayfinding for those accessing the buildings and pedestrians navigating the public realm

ii. Integration with architecture

- integrate with and complement the architectural design of the building, in particular in terms of dimensions, materials, finishes, textures and colours
- sign types are to be positioned on or integrated within the facade as described in Section D
- individual sign content is kept to a minimum to not overwhelm or detract from building architecture

iii. Streetscape and amenity

- make a positive contribution to the visual attractiveness and vitality of the streetscape
- has a positive effect on visual amenity of the streetscape and does not contribute to visual clutter

Section B: Design Principles

Continued

iv. Accessibility

- complies with relevant provisions of the Building Code of Australia and Australian Standards, including those relating to equitable access

v. Energy efficiency and durability

- where possible, incorporates design features that are energy efficient
- are constructed from high quality, durable materials to ensure longevity and minimise the need for maintenance and replacement

vi. Integration with City of Sydney wayfinding signs

The signage throughout the ATP precinct utilises the City of Sydney Wayfinding system. The strategic intent of using the system is to integrate the ATP precinct within the wider City of Sydney urban fabric.

This design principle was established to aid in blurring the line between ATP and the wider area and aims to provide a more consistent wayfinding and user experience for people transitioning between ATP, adjacent transport modes and the wider context.

The wayfinding system utilises simple and legible fonts, colours and pictograms consistent with transport modes, signage panelling systems to aid in maintenance and also tactile and braille text as per best - practice accessibility recommendations.

Visual clutter has been reduced by only providing signage at critical decision-making points along the user journey.

By incorporating heritage interpretation information directly to these wayfinding signs, the amount of signage throughout the precinct has further been minimised. This allows for a large reduction of duplicate signage which assists in providing clear and simple user navigation throughout the precinct.

Section B: Design Principles

Continued



GEN Typical Details: Graphic Specification

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typeface: Frutiger 57 Condensed

Tracking: -20

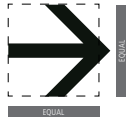
Kerning: Optical

Colour for main body of pylon sign & background to all sign types.
2-pac paint finish to match Dulux powder coat Precious: Metropolis Bronze Pearl Satin 9751-59003
Source: City of Sydney "Public Domain Code"

Colour for Header and key graphic elements.

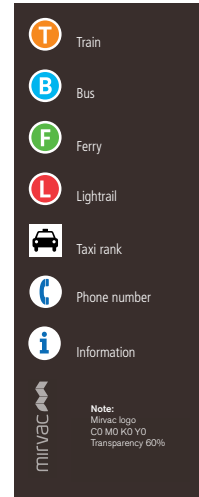
PMS 1235 C

Source: City of Sydney "Our City, Your Brand"



Hierarchy of Directions

1. Typical
2. Where required
3. Typical
4. Where required
5. Typical



Mirvac Logo Option 1:
Vertical orientation
(Recommended)



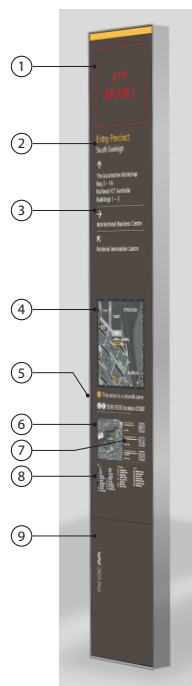
Mirvac Logo Option 2:
Primary brand-mark -
horizontal version



Mirvac Logo Option 3:
Secondary brand-mark -
horizontal version



GEN Typical Details: Pylon Components



1. Header

Signs are clearly identified by the precinct brand logo (logo to be finalised), located above head height for visibility from a greater distance.

2. Sign Address

The typography, colour coding and naming conventions are consistent with those on the Legible Sydney printed walking maps and other elements of the system.

3. Directional Information

Directions are listed in accordance with the messaging guidelines.

4. Detail Map

The detail map or 5 minute map is used to find a destination. It clearly depicts walking routes, roads, buildings and landmarks.

5. Braille/Tactile Contact Detail & Shared Zone Messaging.

Braille/tactile contact number and location reference. Shared zone messaging is also communicated with pictogram and text.

6. Overview Map

The overview map or 15 minute map is used to orientate the user and show how close areas are to each other. It provides the information needed to link areas of Sydney and instills the confidence to attempt longer distance walking journeys.

7. Contacts and Digital Media

Information including phone numbers, websites and QR codes are to be confirmed by client.

8. Key

Street and key destinations shown on maps are listed in alphabetical order and coded with the grid reference on the map.

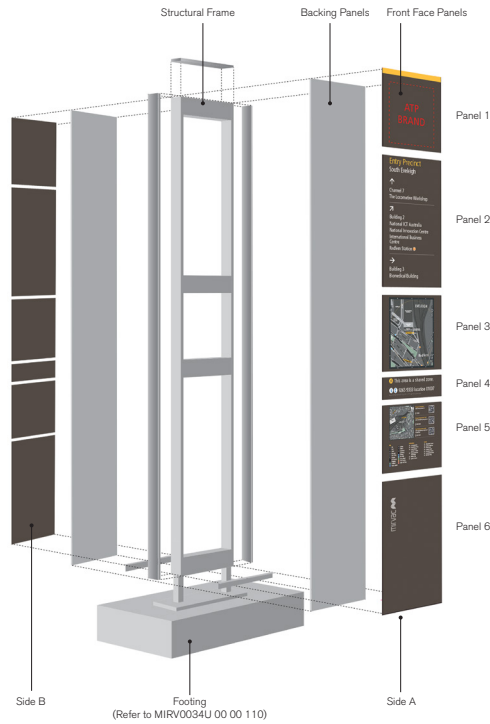
9. Mirvac Logo

All signforms to have Mirvac logo as a constant assurance of the systems, quality, management and ownership.

Section B: Design Principles

Continued

GEN Typical Details: Pylon Assembly Diagram



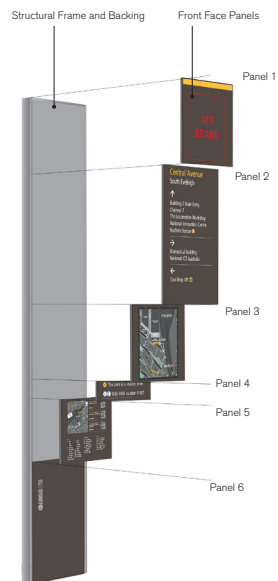
Graphic Application
Reproduction as per artwork and colour specifications only.

Panels 1, 2 and 6
Mask and spray application on bronze 2-pac paint finish to match Dulux Precious Metropolis Bronze Pearl Satin 971-59003 with 30% gloss 2-pac clear coat.

Panel 4
1.35mm acrylic panel, reverse paint sprayed to match Dulux Precious Metropolis Bronze Pearl Satin 971-59003. White acrylic tactile letters, raised 1.15-1.35mm above surface, must be fully cut through the base panel, of a snug fit and not have free play in the panel. Braille to be certified 316 grade stainless steel bearings, pressed into panel surface. All tolerances must take into account expansion and contraction of materials.

Panels 3 and 5
Direct digital print on bronze 2-pac paint finish to match Dulux Precious Metropolis Bronze Pearl Satin 971-59003 with 30% gloss 2-pac clear coat.

GEN Typical Details: Message Changeability Diagram



Panels 1, 2, 3, 4, and 5
Individual panels to be interchangeable for future message changes. 2mm aluminium plates fixed to backing plate with magentic tape as per City of Sydney design details.

Section C: Reference Images



Reference for S1.a sign type
Individual letters at precinct entry



Reference for S2, S3, S5, S6, and S7 sign types
Freestanding totem sign



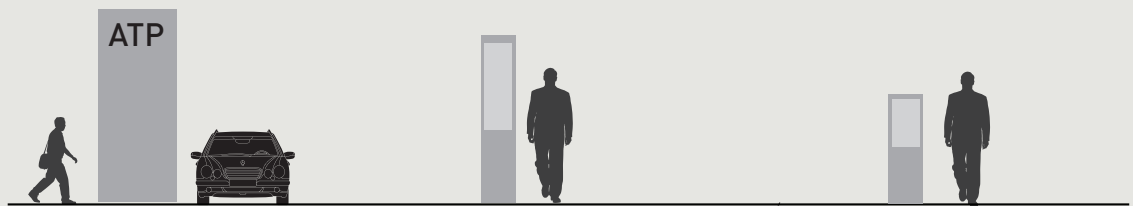
Reference for S6 sign type
Streetsign on smart pole



Reference for S8 sign type
City of Sydney park signage

Section D: Sign Types

The following pages outline the positioning, sizing and qualities of the external signage for the Australian Technology Park Precinct.



S1 **Threshold ID**
S1.A: Precinct Name
S1.B: Totem Sign

S2 **Primary Directional**
S2.A: Primary Directional (Static)
S2.B: Primary Directional (Digital)

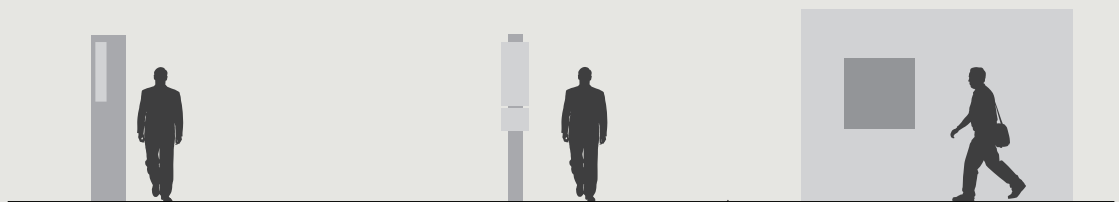
S3 **Secondary Directional**



S4 **Street Pedestrian**

S5 **Vehicular Directional**

S6 **Carpark ID**
S6.A: Freestanding
S6.B: Wall Mounted



S7 **Destination ID**
S7.A: 2400mm Height

S8 **Park Identification**

S9 **Wall Mounted Map**
S9.A: Large Size



I1 **Interpretive**
I1.A: Integration with S7.A Destination ID
I1.C: Integration with S3 Secondary Directional
I1.D: Integration with S8 Park ID

Section D: Sign Types

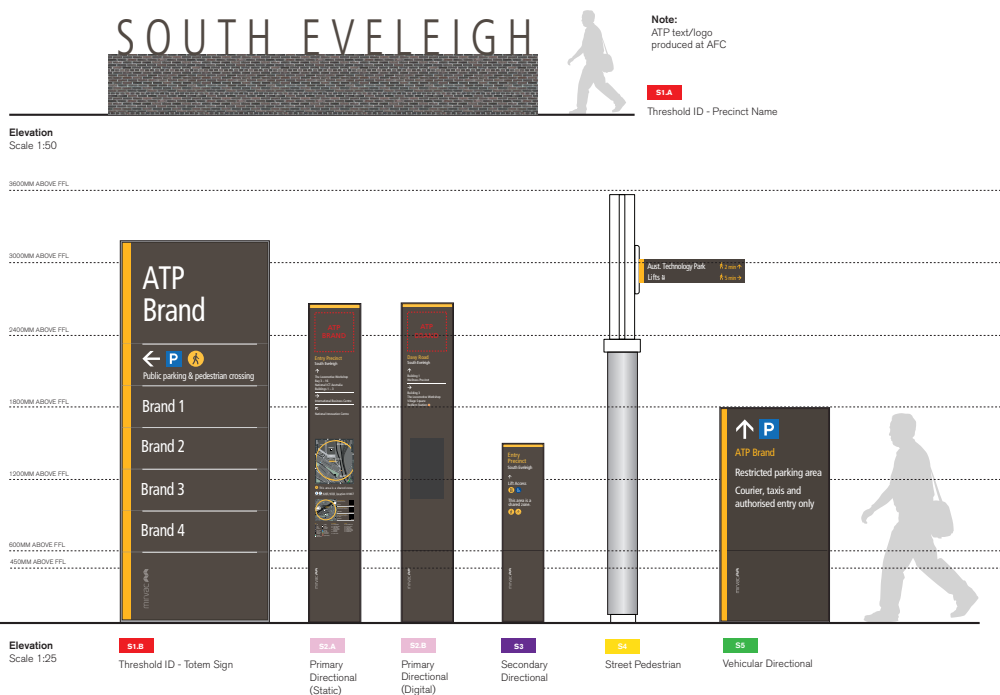
Note: branding/logo is to be finalised

GEN GEN
Signage Family Overview



01 Visual
Scale N/A

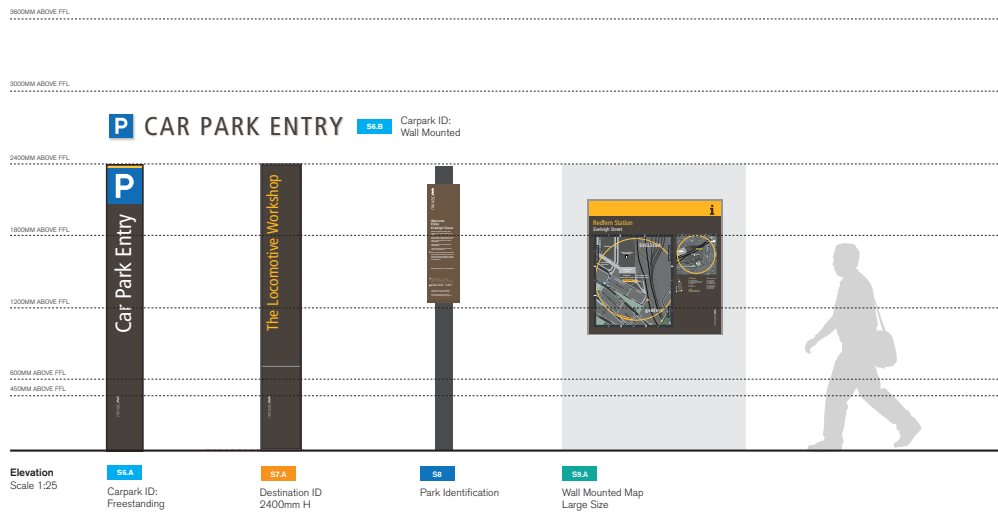
GEN GEN
Signage Family Overview - Identification and Directional



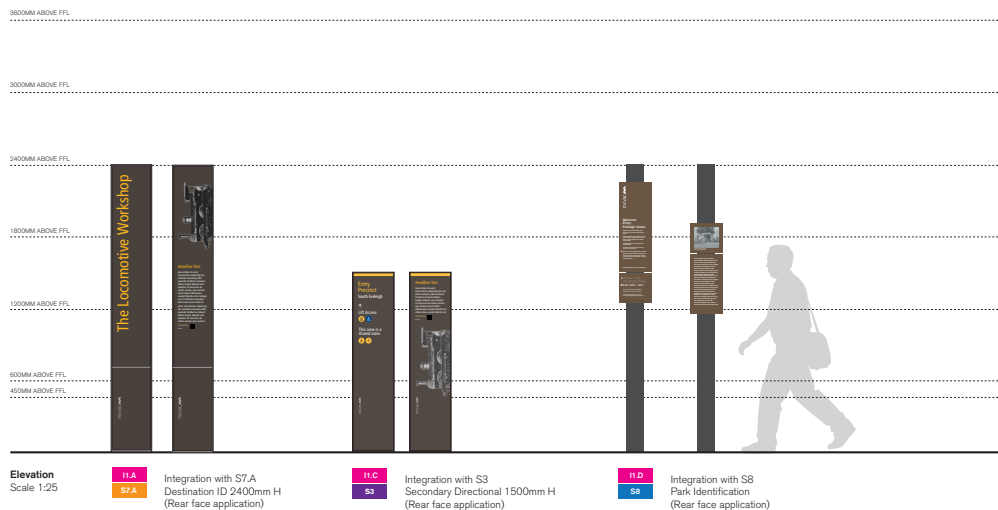
Section B: Design Principles

Note: branding/logo is to be finalised

GEN GEN Signage Family Overview - Identification and Directional



GEN GEN Signage Family Overview - Interpretive



Section D: Sign Types

S1.A

Threshold ID Precinct name

Location	Sign Type	Message	Signage Zone
South western corner of precinct at junction of Alexander Street and Henderson Road.	Non-illuminated individual letters	SOUTH EVELEIGH	Letter height 600mm

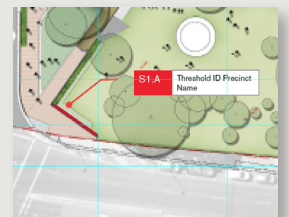


This feature sign type with individual letters displaying the precinct's identity is located to identify the main vehicular entrance to the precinct along Henderson Road.

Static and manufactured in a high quality metallic material.

The sign type shall be positioned to be clearly observed by approaching vehicles mounted on an existing masonry feature wall with letters 600mm high.

The font used is from the City of Sydney external wayfinding signage family, for continuity with signage within the surrounding area. The signs are to be manufactured using premium quality 2-pack aluminium material.

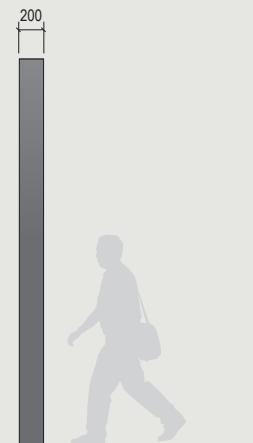
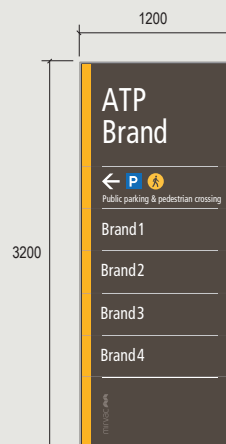


Section D: Sign Types

S1.B

Threshold ID Totem

Location	Sign Type	Message	Signage Zone
Positioned at each of the three major vehicular entry points to the precinct	Internally illuminated totem	name / logo, arrows & pictograms Tenant Logos	Freestanding 1200W x 3200H x 200D Name / logo zone Tenant zone



External Totems are positioned at each of the three vehicular entry points to the precinct. The purpose of this signtype is to provide clear identity to ATP.

Each signtype will contain internally illuminated static graphics displaying the following: from top of the totem ATP logo, vehicular directional information, followed by replaceable major tenant branding.

These signtypes are positioned to be clearly observed by approaching vehicles and stand 3200mm high.

The totem design is based off the City of Sydney external wayfinding signage family for continuity with signage within the surrounding area. The signs are to be manufactured using premium quality 2-pack aluminium material.

All electrical services will be located underground and anti-graffiti coating would be applied to ensure longevity and quality.

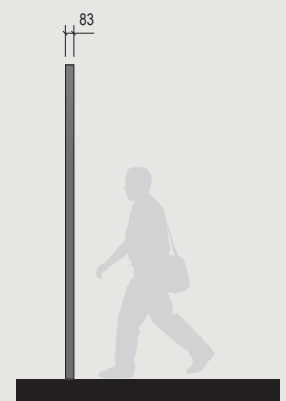
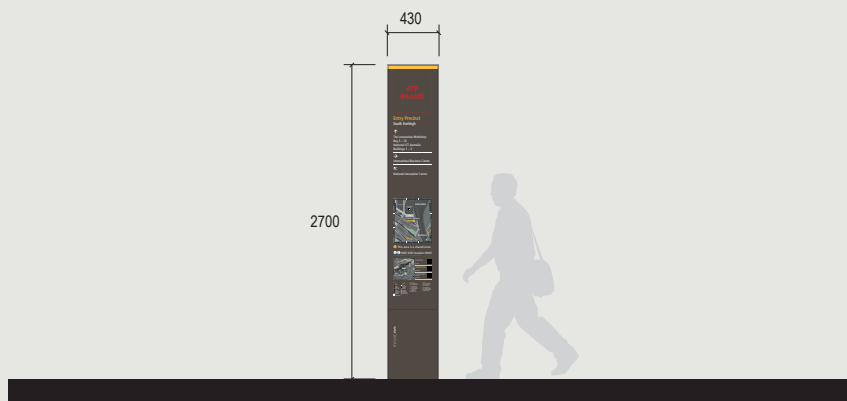


Section D: Sign Types

S2.A

Directional Primary Directional (Static)

Location	Sign Type	Message	Signage Zone
Strategically positioned at major pedestrian circulation points around the precinct	Non-illuminated totem	ATP logo Directional ATP precinct map Tactile / braille Area Map	Freestanding 430W x 2700H x 83D



The static Primary Directional signs are positioned at the major circulation points around the precinct. The purpose of this sign type is to identify the ATP precinct and to provide both directional and reference information. Each sign type is to have face mounted non-illuminated graphics.

These sign types are to be positioned to be clearly observed by approaching pedestrians and stand 2700mm high.

The totem design is based off the City of Sydney external wayfinding signage family for continuity with signage within the surrounding area. The signs are to be manufactured using premium quality 2-pack aluminium material.

