

Lion Co + The Mantle Group
The Squire's Landing
Tenancy 5, West Circular Quay, Sydney
Proposed External Signage for DA
November 2016

Signage design statement

The venue celebrates the legacy of Australia’s first master brewer James Squire and provides an experience and visual narrative to the character and story of James Squire, the man behind the brand.

The signage references both this rich history and the maritime setting through its materiality, robustness, use of natural and timeless materials and the experience within the space.

We want the experience to exemplify the craftsmanship of the brand and showcase this to all who visit the venue.

Design approach

A proposed glazed microbrewery pod sits elevated above the ground level board-walk – appearing suspended, this is a visual beacon and the primary ‘placemaking’ building identifier for the venue.

Supporting this architectural feature and identifying the venue is the James Squire and The Squire’s Landing signage.

The signage draws from the brand language and signage elements developed for previous James Squire Brew Bars.

Discovery is fundamental to the craft beer experience. The identity is woven through the design and experience with subtlety and telling the brand story in interesting and engaging ways.

With in the venue, signage and discoverable graphics celebrate the story of James Squire, the ‘Original Australian Rogue’ and the man behind the brand, bringing his story to life in an authentic way to build strong connections with patrons.

Materiality

Materiality forms a strong part of the visual language for the signage. Signage utilises the proposed architectural palette of robust maritime materials in keeping with the Overseas Passenger Terminal, including natural blue/ black steel (clear powder coated to prevent oxidisation), painted metal and brass detailing.

Illumination

Illumination is used to provide visibility to the signage and branding for night time identification. Primary signage is proposed as internally illuminated three dimensional letter forms. Secondary signage is rear illuminated (halo) using the signs backdrop to cast a soft radiant halo and silhouette the sign. Some signage may be face lit to accentuate the form.

Scale

Signage scale is in response to the architectural surrounding, building scale and viewing distances. The aim is not to overwhelm or clutter the environment but sit within and create a cohesive visual narrative.

Sight lines of external identification signage are primarily:

- West side – from the Circular Quay West roundabout, Hickson Road (a narrow cone of view) and the board-walk to the Campbell Cove jetty further back to the Park Hyatt.
- East side – from Overseas Passenger Terminal from board-walk and passing ferries and potentially brand recognition from further distances.

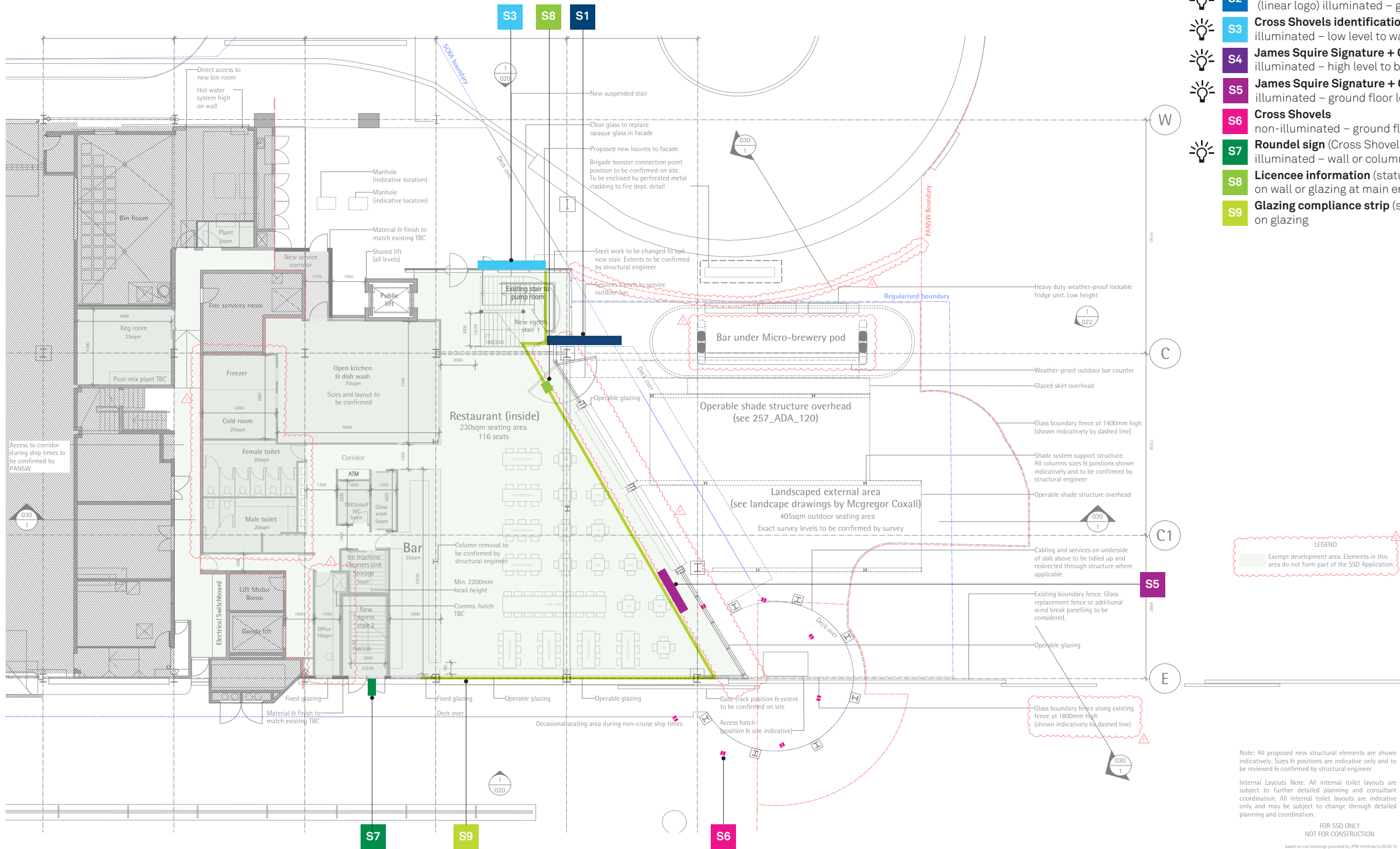
Sign types

(Refer to masterplans and following pages illustrating the proposed signage).

The primary identification sign ‘The Squire’s Landing’ is proposed above the west elevation main entry point and entry wall and the east elevation. James Squire ‘signature’ and ‘cross shovels’ identification is proposed at low level on the north elevation and on the periphery at pedestrian level.

Signage provides modest branding facing the Opera House and The Rocks precinct in proportion to a building of this scale.

External signage masterplanning



01 Plan
Scale 1:200

Issue for DA		
Revisions		
01	100816	Issue for Review
02	111016	Issue for Review
03	091116	Issue for DA

Client
Lion Co/Mantle Group

Scale As shown at A3

Project
James Squire – The Squire's Landing
Overseas Passenger Terminal Sydney

Drawing title
**The Squire's Landing OPT
External signage masterplan**

Drawn RP Checked SM

Date Job number
040816 JS027

Drawing number
OPT_MP_100

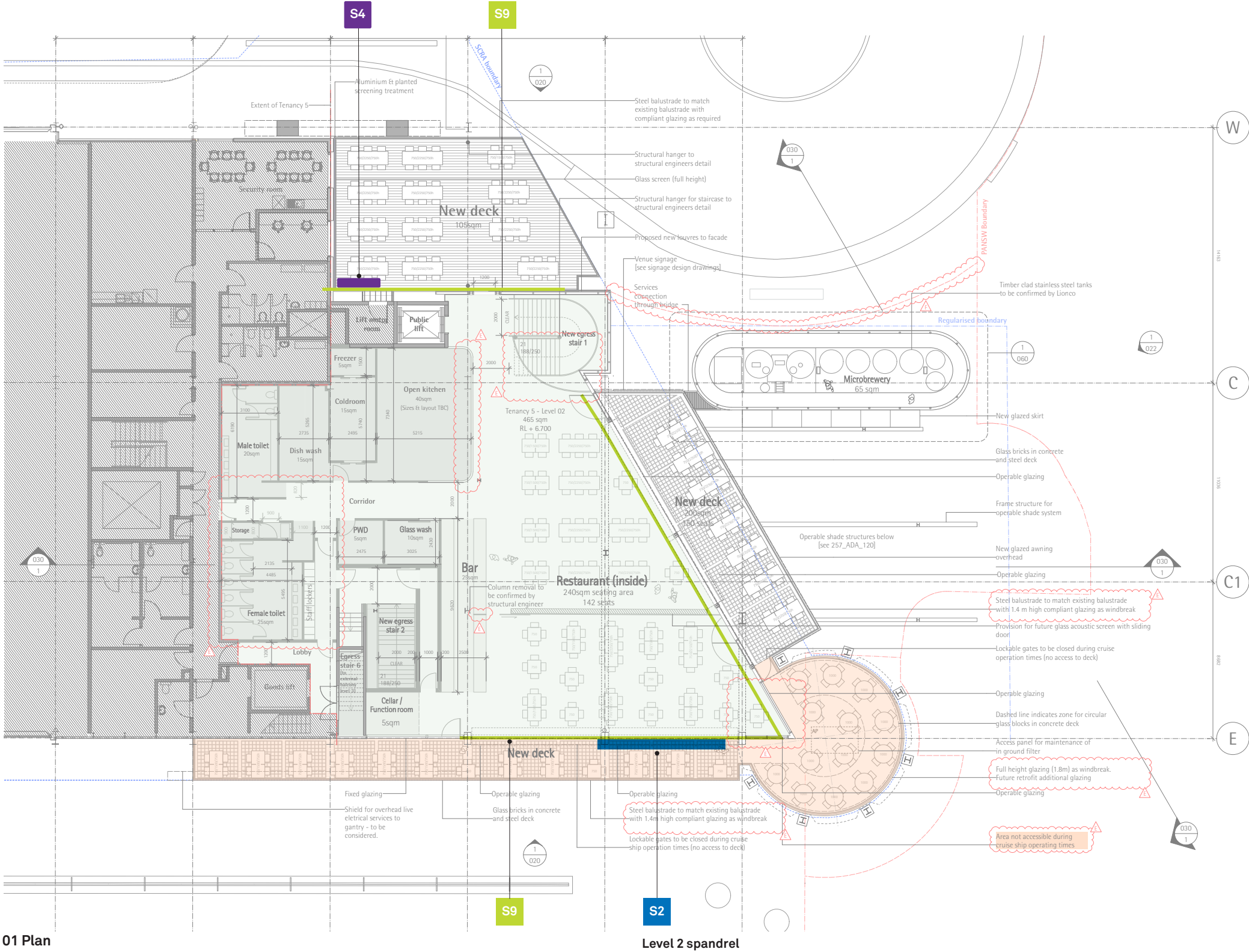
Sign type **MP** Revision **03** Sheet size **A3**

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- S1** **The Squire's Landing identification**
(linear logo) illuminated – building entrance high level
- S2** **The Squire's Landing identification**
(linear logo) illuminated – ground floor low level building spandrel
- S3** **Cross Shovels identification**
illuminated – low level to wall
- S4** **James Squire Signature + Cross Shovels identification**
illuminated – high level to building
- S5** **James Squire Signature + Cross Shovels identification**
illuminated – ground floor low level building spandrel
- S6** **Cross Shovels**
non-illuminated – ground floor building spandrel
- S7** **Roundel sign** (Cross Shovels or brand)
illuminated – wall or column mounted
- S8** **Licencee information** (statutory requirement)
on wall or glazing at main entry point
- S9** **Glazing compliance strip** (statutory requirement)
on glazing

LEGEND
Exempt development area. Elements in this area do not form part of the SSD Application.

Note: All proposed new structural elements are shown indicatively. Sizes & positions are indicative only and to be reviewed & confirmed by structural engineer

Internal Layouts Note: All internal toilet layouts are subject to further detailed planning and consultant coordination. All internal toilet layouts are indicative only and may be subject to change through detailed planning and coordination.

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based on cad drawings provided by JPW Architects 08/04/15

01 Plan
Scale 1:200

Issue for DA		
Revisions		
01	100816	Issue for Review
02	111016	Issue for Review
03	091116	Issue for DA

Client	
Lion Co/Mantle Group	
Project	
James Squire – The Squire's Landing Overseas Passenger Terminal Sydney	
Drawing title	
The Squire's Landing OPT External signage masterplan	
Scale	
As shown at A3	

Project	
James Squire – The Squire's Landing Overseas Passenger Terminal Sydney	
Drawing title	
The Squire's Landing OPT External signage masterplan	
Scale	
As shown at A3	

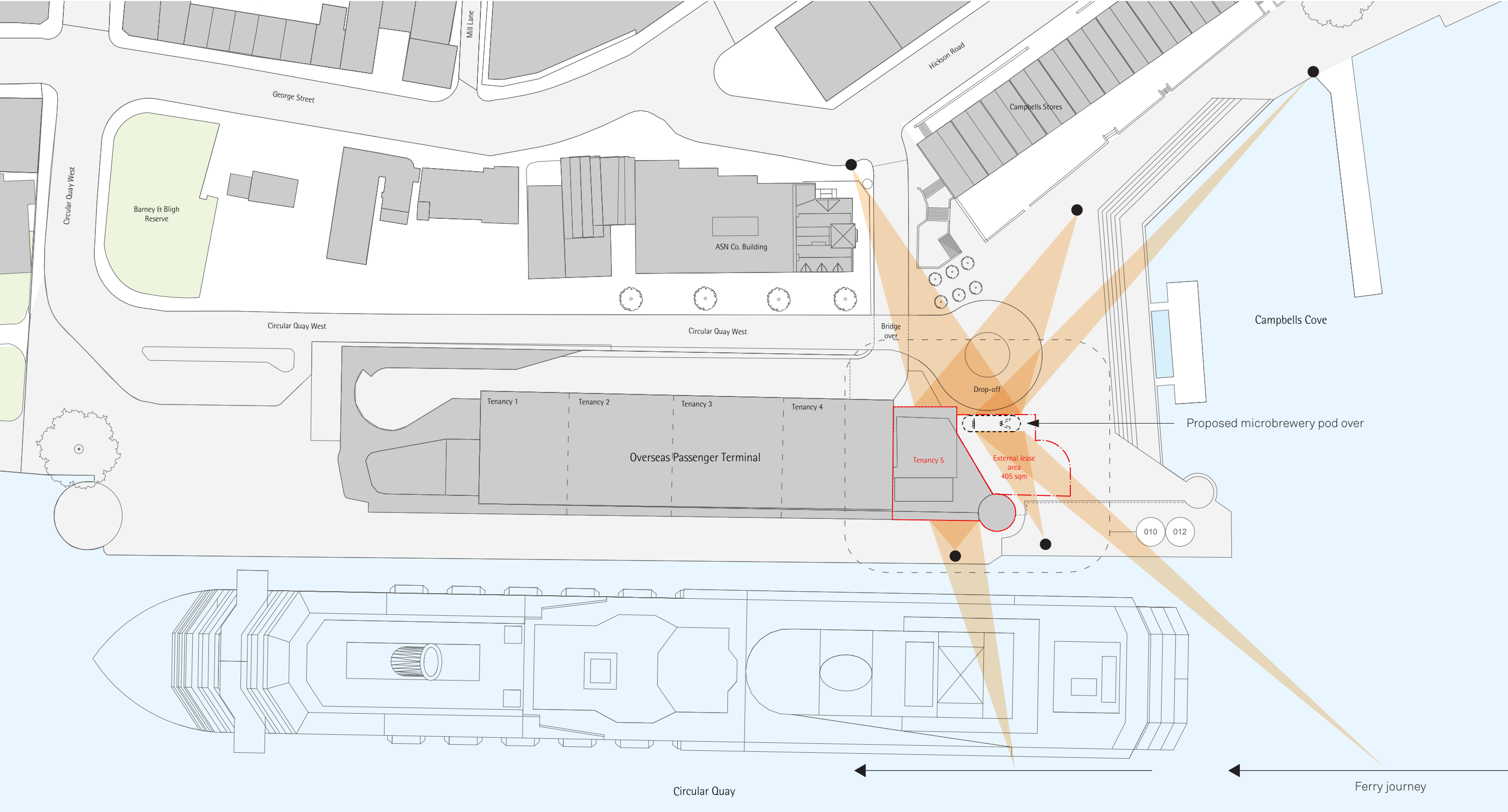
Date	Job number
040816	JS027
Drawing number	
OPT_MP_101	
Sign type	
MP	Revision 03
Sheet size	
A3	

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01 Plan
Scale 1:200

Issue for DA		
Revisions		
01	100816	Issue for Review
02	111016	Issue for DA

Client	Lion Co/Mantle Group
Scale	As shown at A3

Project	James Squire – The Squire’s Landing Overseas Passenger Terminal Sydney
Drawing title	The Squire’s Landing Signage Sightlines
Drawn	RP
Checked	SM

Date	040816
Job number	JS027
Drawing number	OPT_MP_103
Sign type	MP
Revision	02
Sheet size	A3

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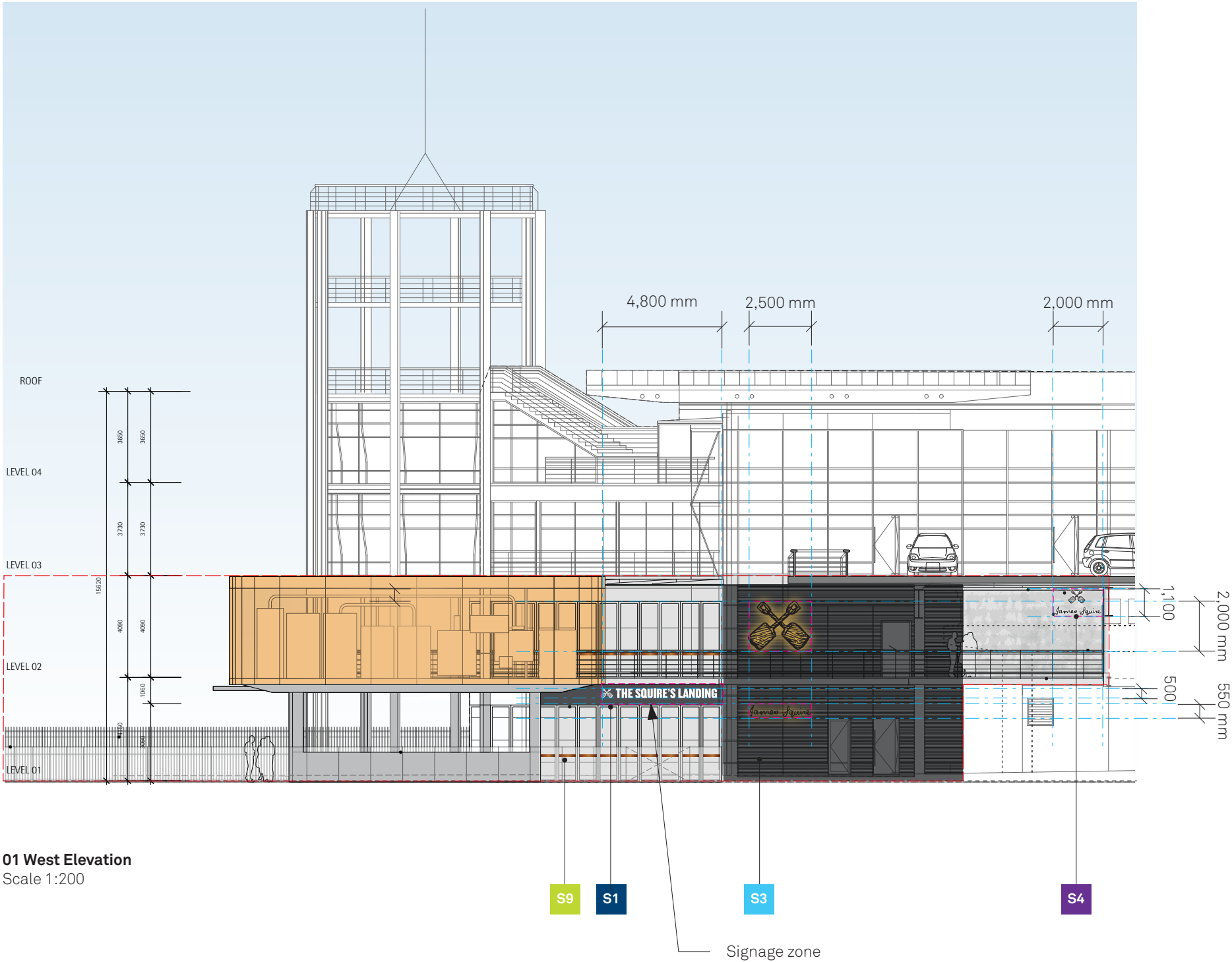
Proposed external signage

The following pages explore the signage opportunities for the signage identification of The Squire's Landing.





- S1 The Squire's Landing identification**
(linear logo) illuminated – building entrance high level
- S2 The Squire's Landing identification**
(linear logo) illuminated – ground floor low level building spandrel
- S3 James Squire Signature + Cross Shovels identification**
illuminated – low level to wall
- S4 James Squire Signature + Cross Shovels identification**
illuminated – high level to building
- S5 James Squire Signature + Cross Shovels identification**
illuminated – ground floor low level building spandrel
- S6 Cross Shovels**
non-illuminated – ground floor building spandrel
- S7 James Squire flag sign** (Cross Shovels or brand)
illuminated – wall or column mounted
- S8 Licencee information** (statutory requirement)
on wall or glazing at main entry point
- S9 Glazing compliance strip** (statutory requirement)
on glazing
- Extent of tenancy**



01 West Elevation
Scale 1:200

Issue for DA

Revisions		
01	100816	Issue for Review
02	111016	Issue for DA

Client
Lion Co/Mantle Group

Scale As shown at A3

Project
James Squire – The Squire's Landing
Overseas Passenger Terminal Sydney

Drawing title
**The Squire's Landing
Identification Signage**

Drawn RP Checked SM

Date Job number
040816 JS027

Drawing number
OPT_S1_111

Sign type **S1** Revision **02** Sheet size **A3**

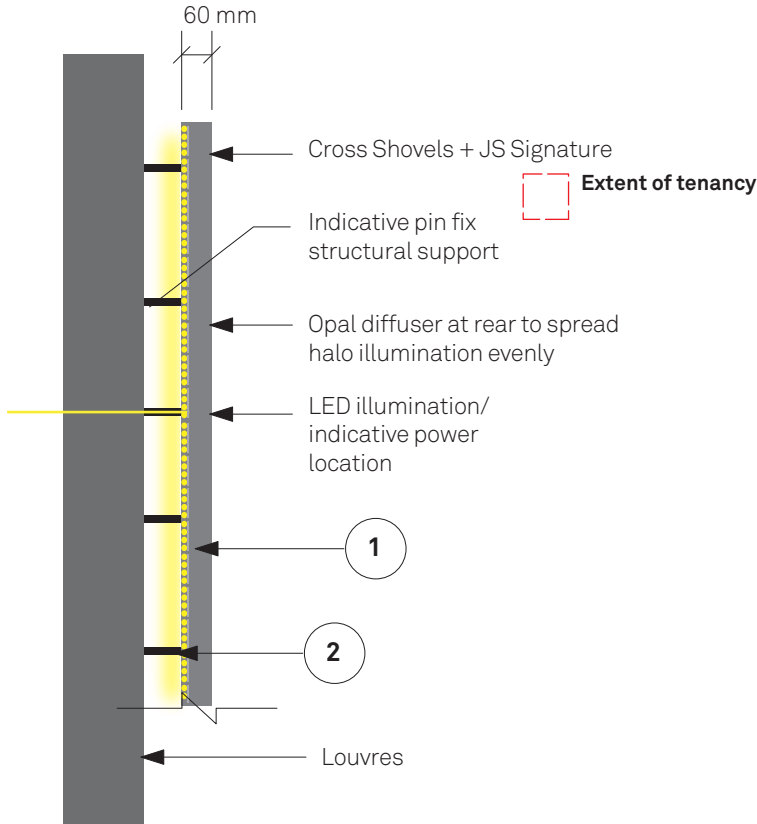
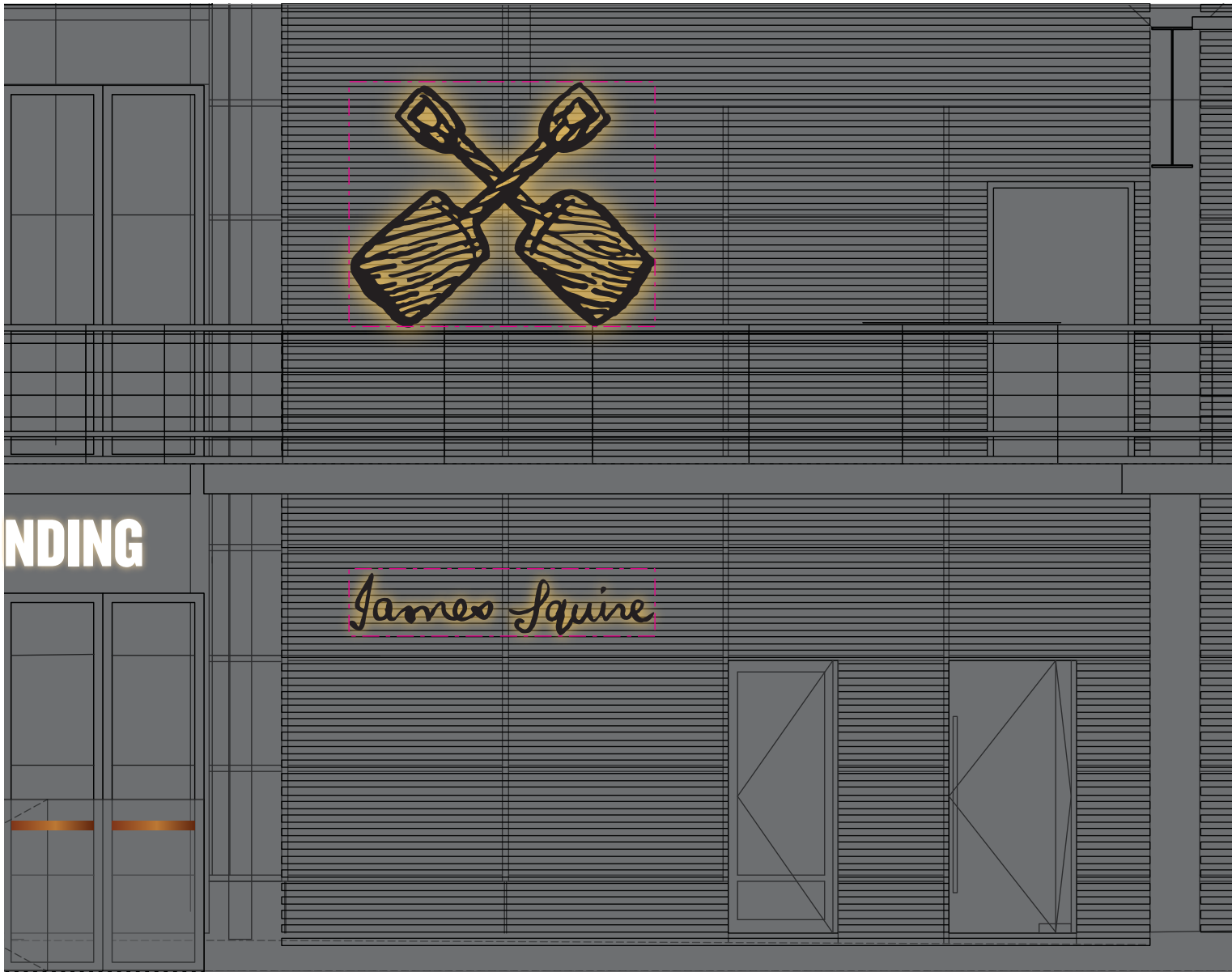
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2,500 mm



02 Detail
Scale: NTS

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 - F. Refer to Architects door schedule for room names and numbers.
 - G. These drawings are design intent drawings only.
 - H. Finished colour and material samples to be provided and approved before manufacture by Extrablack, project Architects and client or as agreed.
 - I. No visible fixings unless noted.

- Sign Fabrication**
- 2mm computer cut fabricated sign form channel in rear to provide base for LED illumination. Black steel (natural colour) with satin clear coat to prevent oxidation on all surfaces. Lettering to look industrial with natural imperfections.
 - Fix securely to louvre ensure sign is vandal proof.

Colours

Black steel (natural colour) with satin clear coat to prevent oxidation on all surfaces.

Installation

As shown.

Shopdrawing

Signage contractor to provide signage shop drawings.

Illumination

Rear illuminated from sign to provide halo illumination on louvres.

Conceal power cabling through pins and structural fixings. Conceal transformer in adjacent accessible concealed location behind louvres.

Artwork number

01 West Elevation
Scale 1:100

Issue for DA		
Revisions		
01	100816	Issue for Review
02	111016	Issue for DA

Client
Lion Co/Mantle Group

Project
James Squire – The Squire’s Landing
Overseas Passenger Terminal Sydney

Drawing title
**The Squire’s Landing
Identification Signage**

Drawn RP Checked SM

Date Job number
040816 JS027

Drawing number
OPT_S1_115

Sign type **S1** Revision **02** Sheet size **A3**

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THE SQUIRE’S LANDING

500 mm

01 West Elevation – Entry identification sign
Scale 1:25

SQUIRE’S LANDING

820 mm

02 East Elevation – Entry identification sign
Scale 1:25



032 Detail – Lettering
Scale 1:5

04 Detail – Lettering
Scale NTS



05 Design Intent – not showing correct font style
Scale NTS

Notes

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Sign Fabrication

- 1. 3D fabricated 1.6mm - 2mm nom. blue black hot rolled mild steel channel letter 60mm returns, internally welded frame – ensure no buckling of faces. Lettering to look industrial and with natural steel imperfections. Clear satin powdercoat all surfaces.
- 2. Opal acrylic face to sit back 10mm from front face – thickness tbc to ensure no flex in face of sign.

Illumination

- 3. Warm white internal LED opal acrylic diffuser. IP65 rated Warm White GE LED strip or approved. Provide sufficient LED lighting to make letters glow evenly and be legible.

Conceal power cabling through pins and structural fixings. Conceal transformer adjacent and accessible in concealed location. Timer and dimmer required.

Colours

- Letters – black steel (natural colour)
- satin clear powdercoat to prevent oxidation on all surfaces.

Installation

East elevation

Conceal fix to structure from brewing pod to building.

West elevation

Conceal fix to underside of spandrel.

Signage contractor to engineer signage frame and fixing points to building and provide certification as required.

Issue for DA		
Revisions		
01	180816	Issue for DA

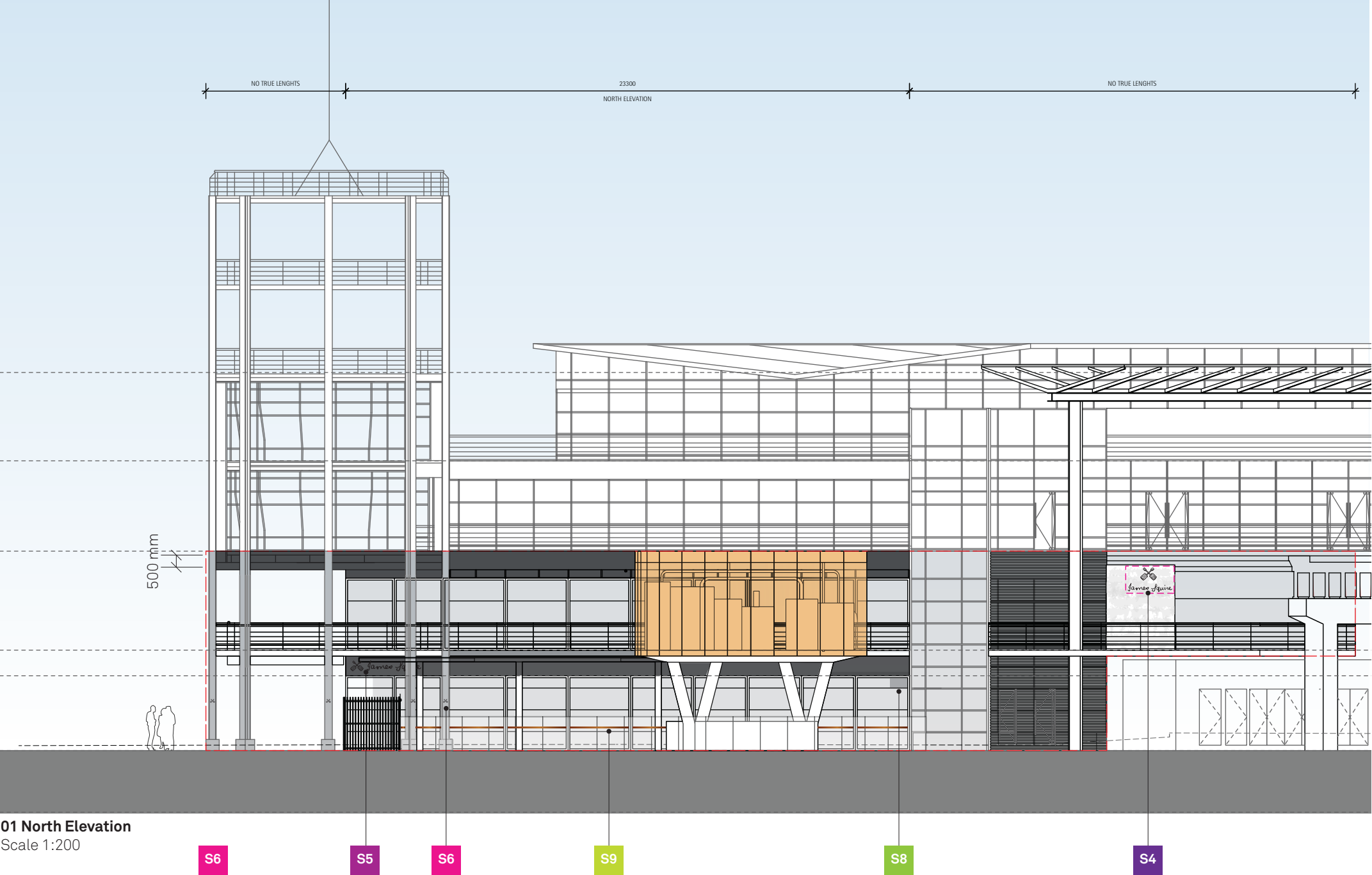
Client	Lion Co/Mantle Group	
	Scale As shown at A3	

Project	James Squire – The Squire's Landing Overseas Passenger Terminal Sydney		
Drawing title			
The Squire's Landing Identification Sign Detail			
Drawn RP		Checked SM	

Date	Job number	
040816	JS027	
Drawing number		
OPT_S1_200		
Sign type	Revision	Sheet size
S1	01	A3

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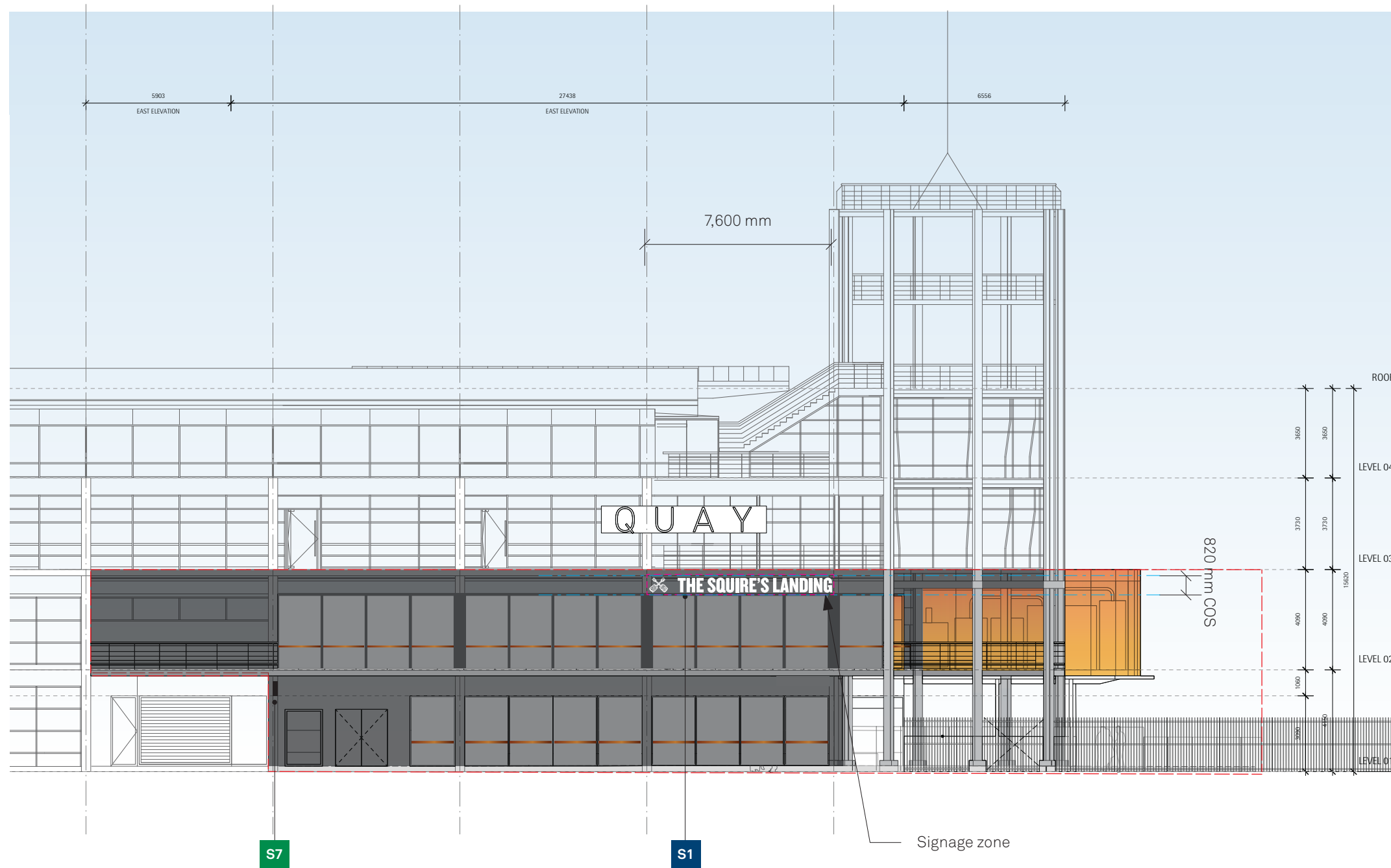
-  **S1 The Squire's Landing identification**
(linear logo) illuminated – building entrance high level
-  **S2 The Squire's Landing identification**
(linear logo) illuminated – ground floor low level building spandrel
-  **S3 Cross Shovels identification**
illuminated – low level to wall
-  **S4 James Squire Signature + Cross Shovels identification**
illuminated – high level to building
-  **S5 James Squire Signature + Cross Shovels identification**
illuminated – ground floor low level building spandrel
-  **S6 Cross Shovels**
non-illuminated – ground floor building spandrel
-  **S7 James Squire flag sign** (Cross Shovels or brand)
illuminated – wall or column mounted
-  **S8 Licencee information** (statutory requirement)
on wall or glazing at each entry point
-  **S9 Glazing compliance strip** (statutory requirement)
on glazing
-  **Extent of tenancy**

S1 – Proposed external signage photomontage

East elevation

Schematic only



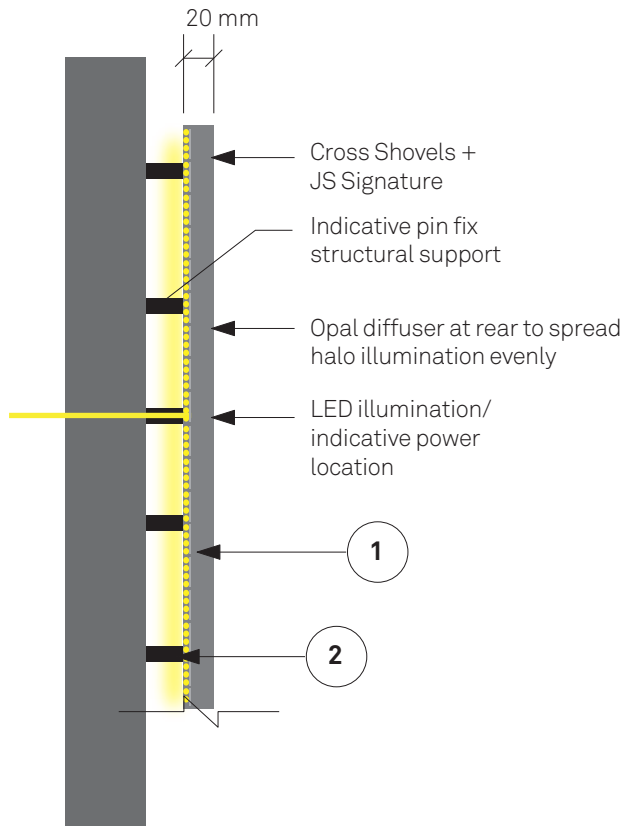


- | | | |
|---|-----------|--|
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(linear logo) illuminated – building entrance high level |
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non-illuminated – ground floor building spandrel |
|  | S7 | James Squire flag sign (Cross Shovels or brand)
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| | S9 | Glazing compliance strip (statutory requirement)
on glazing |
| | | Extent of tenancy |

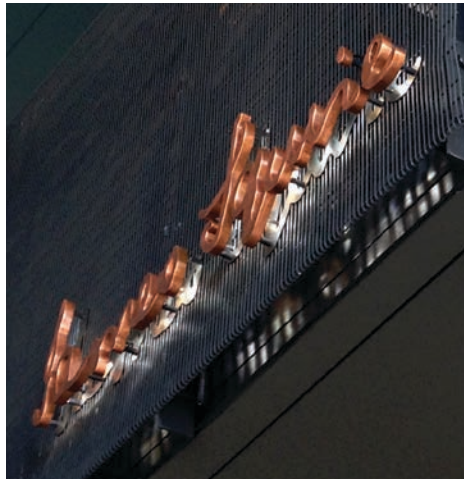
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01 Elevation
Scale 1:25



02 section A-A'
Scale: NTS



03 S5 Design intent – not for colour
Scale: NTS

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- Sign Fabrication**
- 2mm computer cut fabricated sign form channel in rear to provide base for LED illumination. Black steel (natural colour) with satin clear coat to prevent oxidation on all surfaces. Lettering to look industrial with natural imperfections.
 - Fix securely to spandrel ensure sign is vandal proof.

Colours

Black steel (natural colour) with satin clear coat to prevent oxidation on all surfaces.

Installation
As shown.

Shopdrawing
Signage contractor to provide signage shop drawings.

Illumination
Rear illuminated from sign to provide halo illumination on spandrel.

Conceal power cabling through pins and structural fixings. Conceal transformer in adjacent accessible concealed location.



04 S6 Design intent fixing and steel colour
Scale: NTS

Issue for DA		
Revisions		
01	100816	Issue for Review
02	111016	Issue for DA

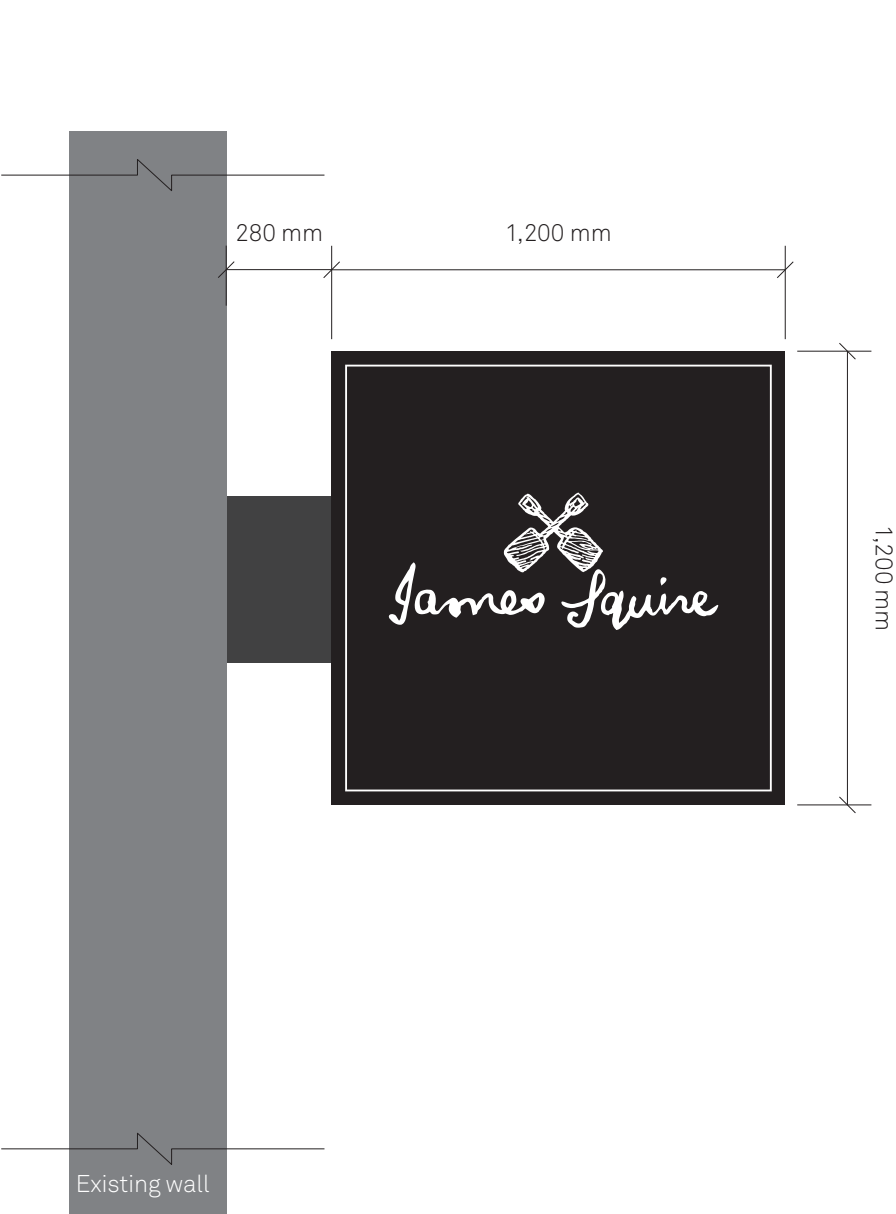
Client	Lion Co/Mantle Group
Scale	As shown at A3

Project	James Squire – The Squire’s Landing Overseas Passenger Terminal Sydney
Drawing title	The Squire’s Landing James Squire Signature
Drawn RP	Checked SM

Date	Job number	
040816	JS027	
Drawing number		
OPT_S5_500		
Sign type	Revision	Sheet size
S5	02	A3

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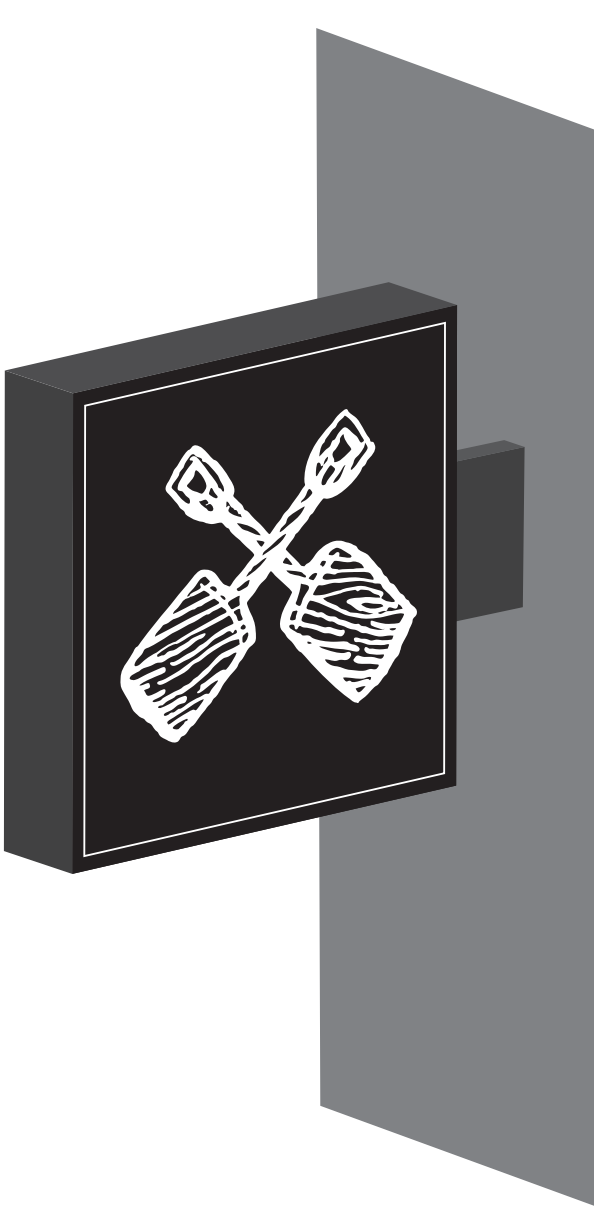
01 Side Elevation – James Squire Signature
Scale 1:20



02 Side Elevation – Alternative Layout
Square Cross Shovels
Scale 1:20



03 Front Elevation
Scale 1:10



04 Perspective View
Scale NTS

Issue for DA

Revisions		
01	100816	Issue for Review
02	111016	Issue for DA

Client
Lion Co/Mantle Group

Scale As shown at A3

Project
James Squire – The Squire’s Landing
Overseas Passenger Terminal Sydney

Drawing title
The Squire’s Landing
Roundel Sign

Drawn RP Checked SM

Date
040816

Job number
JS027

Drawing number
OPT_S7_150

Sign type S7 Revision 02 Sheet size A3

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James Squire precedent signage images

The following pages show precedent signage images from existing James Squire venues.

James Squire external venue signage precedent images



James Squire external venue signage precedent images

