



17.280 WANDA ONE SYDNEY

TOWER B RETAIL SIGNAGE STRATEGY

STAGE DRAFT
ISSUE 03
DATE 10.03.2017

INTRODUCTION

This strategy has been developed to provide principles for the application of retail signage at Wanda Sydney One. It applies to the external ground plane of Tower B, and to maintain site consistency considers how this applies to the eastern facade of Tower A.

The strategy is designed to ensure signage is consistent, meets commercial needs and results in uncluttered and architecturally appropriate business identification.

The strategy has been created in consultation with Wanda Group, PTW Architects, Crone Architects, and Kerry Hill Architects.

TOWER B

PLANS, ELEVATIONS AND DETAILS
DESCRIBING THE TOWER B RETAIL
SIGNAGE STRATEGY.

LOCATION PLAN | TOWER B RETAIL SIGNAGE



SIGN TYPE	DESCRIPTION
ID1.0	Primary Retail Identification
ID2.0	Secondary Retail Identification
ID3.0	Internal Retail Identification

REF*	
-----	Statutory Manifestation Strip
•	Access Button
—	Automatic Door Decal

NOTES

ID1.0 Primary Retail Identification

- 1 x sign per tenant.
- Refer to typical elevation for details.

ID2.0 Secondary Retail Identification

- 1 x sign per tenant.
- Refer to typical elevation for details.

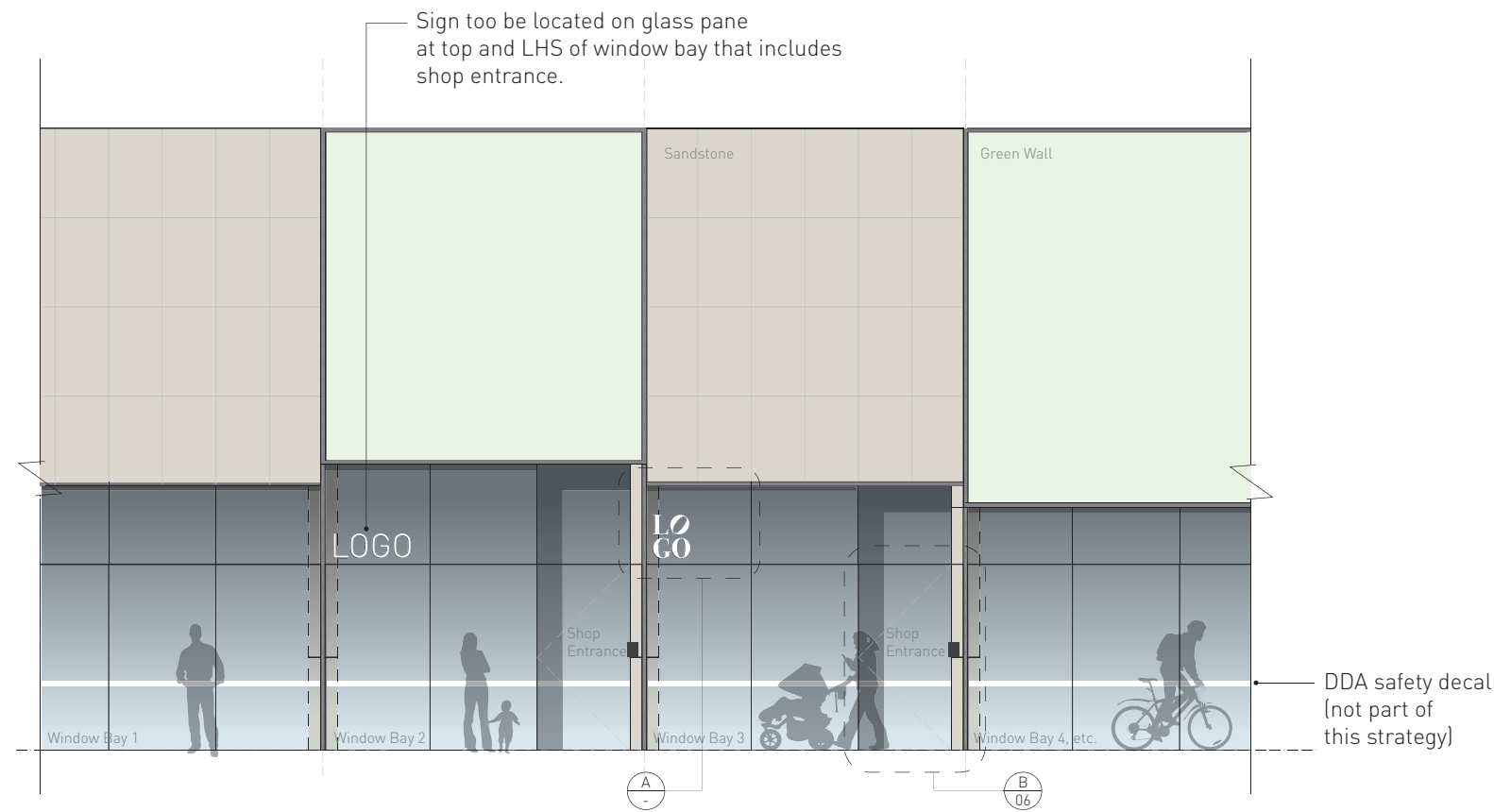
ID3.0 Internal Retail Identification

- 1 x sign per tenant.
- The shallow depth of this space allows this sign to be applied to the rear wall of the tenancy while retaining visibility from the street.
- The sign is to be incorporated into the fit out / joinery design of the tenancy and must be approved by building management.
- No external signage is to be allowed for this tenancy (Retail 6).

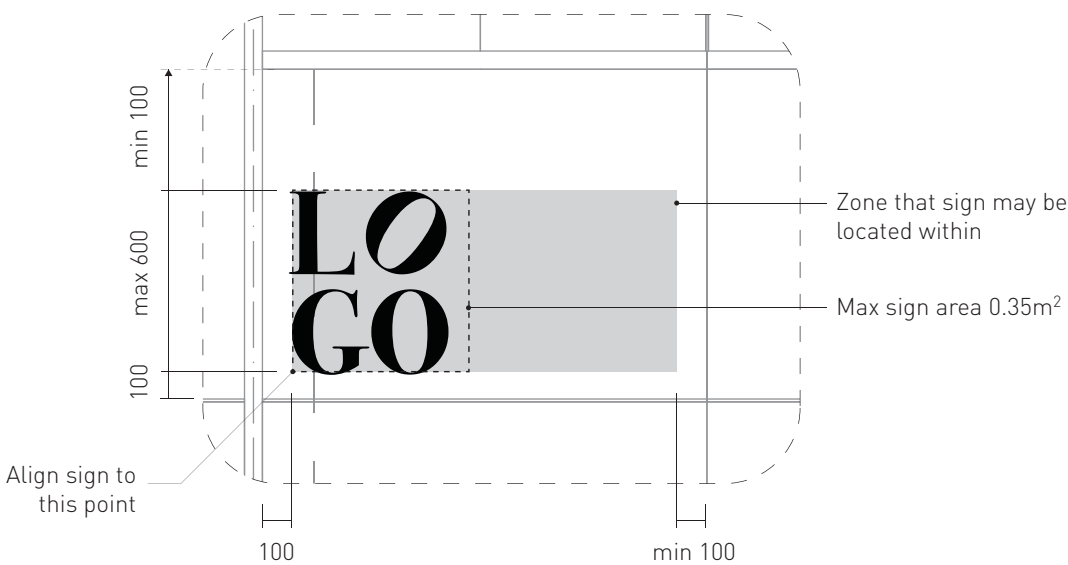
* Shown for reference only - not part of this strategy.

1:200 @ A3

TYPICAL ELEVATION | TOWER B RETAIL SIGNAGE



01 TYPICAL ELEVATION
SCALE 1: 100 @ A3



DETAIL A - ID 1.0
PRIMARY RETAIL ID
SCALE 1: 25 @ A3



EXAMPLES

NOTES

SIGN TYPE 1.0
PRIMARY RETAIL IDENTIFICATION

Left align sign to window with 100mm gap to edge. Bottom align sign to window with 100mm gap to edge. Minimum 100mm gap on RHS and top of sign to edge of glass. Maximum height of sign 600mm.

The maximum area of sign - as measured by a rectangle that completely encloses the sign - is to be 0.35m².

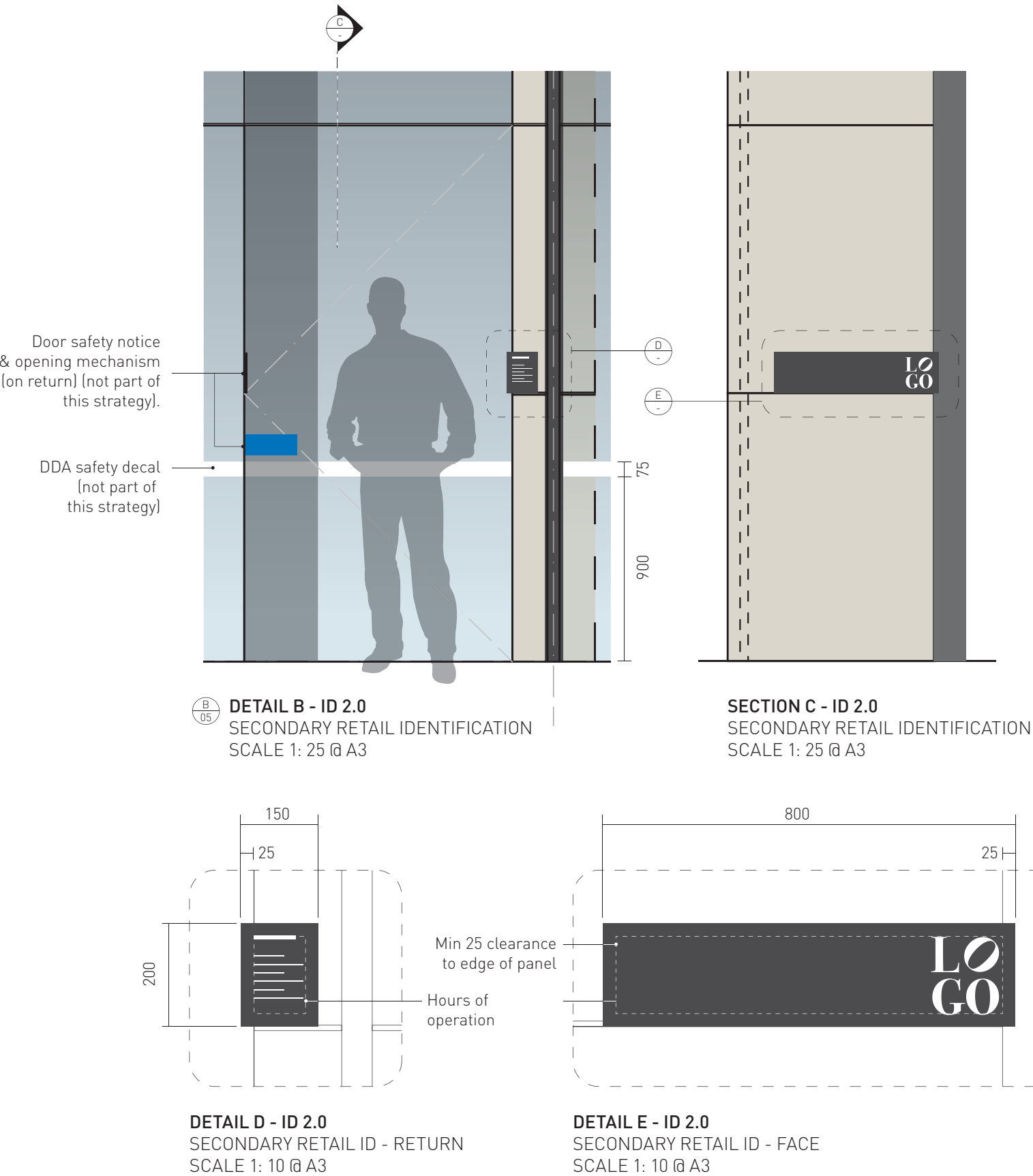
The sign is to include the business name and / or logo only.

The sign is to be made of a laser cut or routed material adhesive fixed to the glass. The sign is not to be backed by a solid colour or pattern.

The sign should be a painted acrylic, an intrinsically coloured premium material, vinyl, or a combination thereof. Colours, design and materials are to be approved by building management.

The sign is not to be internally illuminated, or include illuminated elements such as LEDs.

TYPICAL ELEVATION | TOWER B RETAIL SIGNAGE



NOTES

SIGN TYPE 2.0
SECONDARY RETAIL IDENTIFICATION

Base of sign to align to join in cladding (1300 to FFL). Sign to stand off cladding by 25mm. Overall sign dimensions are to be 200mm high x 800mm wide with 150mm return to front face of building.

The sign is to include the business name and / or logo. The sign may also contain the hours of operation, which cannot be located elsewhere.

Graphics on face are to be right aligned and located a minimum of 25mm from the edge of the panel. Maximum area of graphics to be 60cm².

The sign is to be fixed to permanent fixing points in the wall. Front face to be replaceable without damage to the cladding. No visible fixings.

Sign panel / background colour to match architectural metalwork (charcoal). Aluminium sign face with exposed frosted Acrylite LED edge and intracut graphics. 10mm gap between sign rear and sandstone cladding.

Rear or internally LED illuminated with no visible luminaires, even illumination and no hot spots. All electrical componentry to be concealed but accessible for maintenance.



EXAMPLES

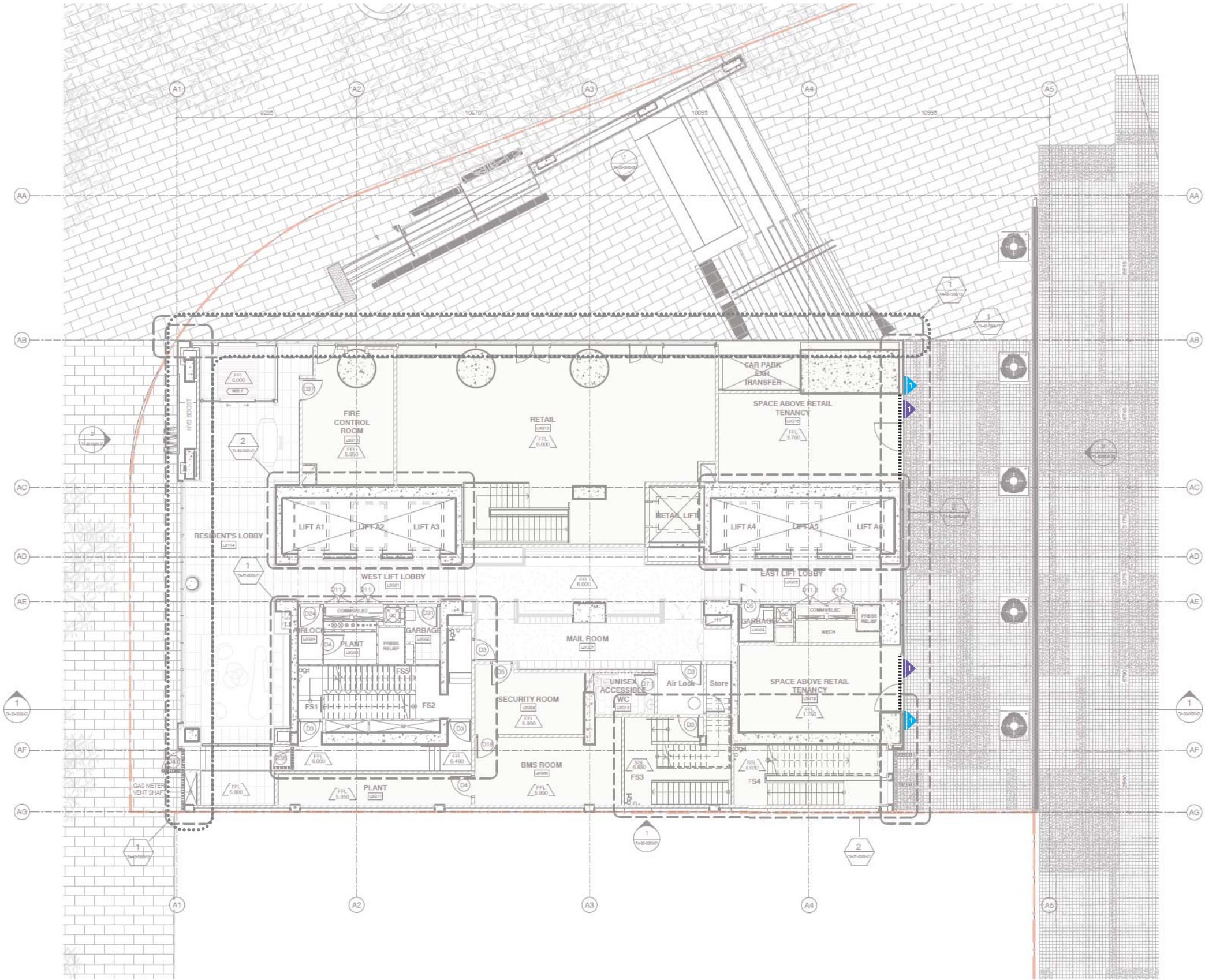


OPTIONAL FINISH
Astor Metal, Centauri Natural, Dark Brown Bronze

TOWER A

TO MAINTAIN SITE CONSISTENCY
IT IS RECOMMENDED THAT THE
EASTERN FACADE OF TOWER A
ADOPT A SIMILAR STRATEGY.

LOCATION PLAN | TOWER A RETAIL SIGNAGE



1:200 @ A3

SIGN TYPE

DESCRIPTION

ID1.0

Primary Retail Identification

ID2.0

Secondary Retail Identification

REF*

Statutory Manifestation Strip

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Refer to existing Tower A strategy in this area

NOTES

ID1.0 Primary Retail Identification

- 1 x sign per tenant.

- As per Tower B, except applied to window on RHS of tenancy entrance.

ID2.0 Secondary Retail Identification

- 1 x sign per tenant.

- As per Tower B, except applied facing site linkage.

* Shown for reference only - not part of this strategy.



OPTION 1 - BRANDCULTURE RECOMMENDATION
- Illuminated secondary identification
- Finish to match architectural metalwork



OPTION 2 - KERRY HILL SUGGESTION
- Signage restricted to glazed application only