

Stage II SSDA RtS
Wayfinding Strategy

— Sydney Metro Martin Place
integrated station development

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1 — Introduction

As a flagship station, Metro Martin Place offers a unique opportunity to deliver a world class customer experience with a character that is directly derived from place.

The experience of the customer is our highest priority and it demands a design that provides an intuitive and legible precinct with support from an architecturally integrated wayfinding signage system.

Sydney Metro Martin Place will have wayfinding, signage and advertising that supports a high quality customer experience.

Martin Place presents a complex environment; embedded within the centre of the city, the number of people and the number of possible choices in movement paths could quickly become difficult to navigate. We achieve clarity and simplicity of movement through clarifying choices, supporting intuitive decision making, and simplifying processes.

We will balance and align the integrated signage and wayfinding applications with the broader needs of the precinct environment.

By starting with a signage-free environment as the optimal scenario, we are able to create an architectural design which leverages intuitive wayfinding principles to deliver a customer-focussed environment. Our design uses a combination of good planning, architectural forms, natural light, artificial illumination, colour, and materials to ensure customers can intuitively navigate along their route through the Station and wider precinct.

Our approach has a number of ancillary effects.

Firstly, it reduces the amount of information people need to absorb when navigating the environment. This reduction in cognitive load will see comparable reductions in stress, meaning customers can navigate the environment calmly and effectively. Secondly, it ensures the wayfinding signage system is flexible enough that it can be updated to reflect contemporary requirements during the design, construction and lifespan of the integrated precinct. Thirdly it ensures the area works for a broad range of user groups and demographics, creating an equitable and accessible environment.

People respond to different cues within an environment, often without realising that these cues are what is driving their decision making. In order of effectiveness these could be ordered as follows: Planning, Light, Architectural Detail, Materials and finishes and finally, signage.

Consequently this report will focus on the former and we have arranged our discussion as follows:

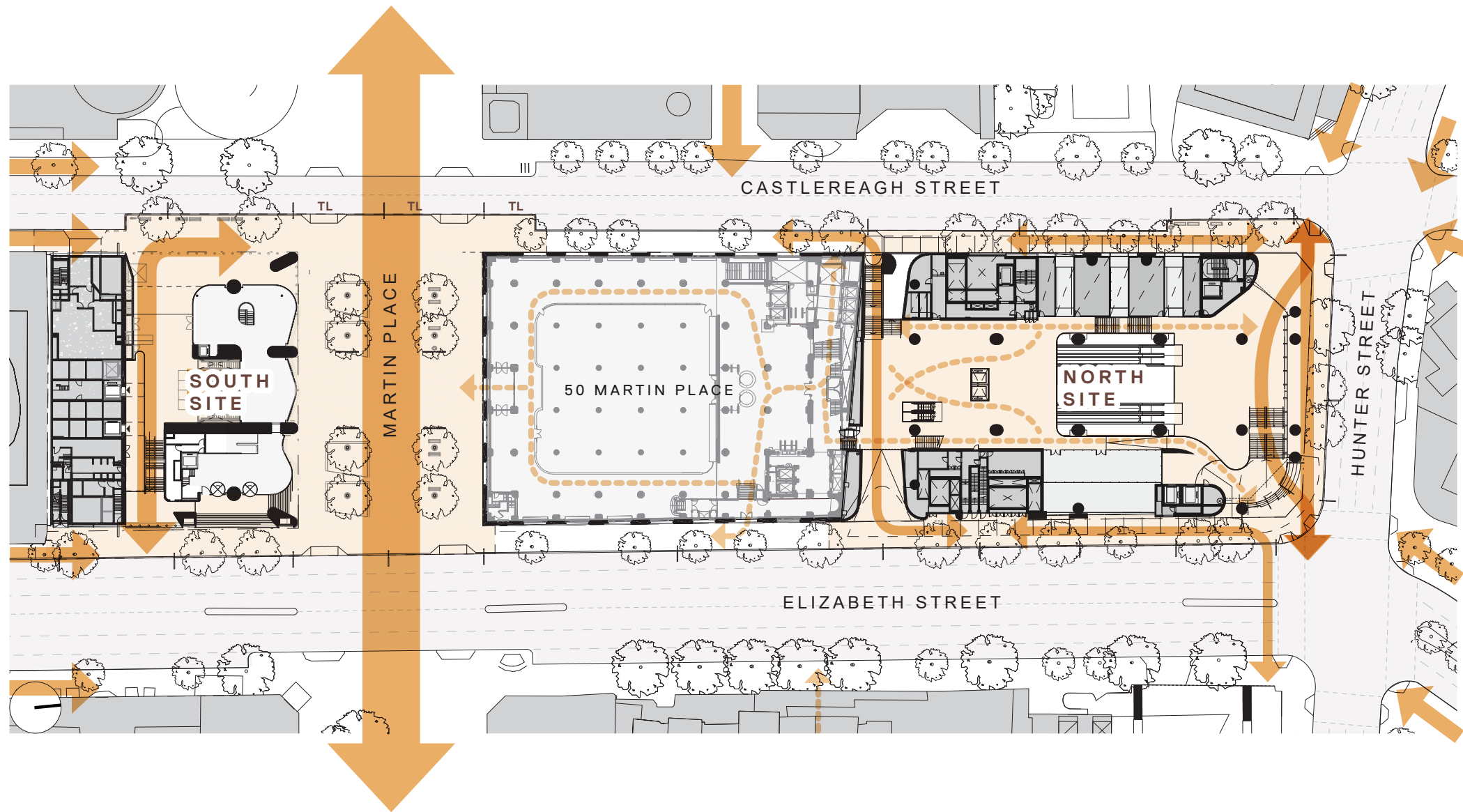
- Accessibility
- Legibility
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- Sightlines
- Pedestrian experience of site connections

Our design for Sydney Metro Martin Place uses a combination of all these elements to deliver effective wayfinding in a manner which is sympathetic to and appropriate for one of Sydney's most important public urban spaces.

2 — Accessibility

The planning and design of the ground plane around Station and OSD entries to north and south, has been developed around the principle of prioritising pedestrian movement within one of Sydney's most important public urban spaces.

Permeable ground plane

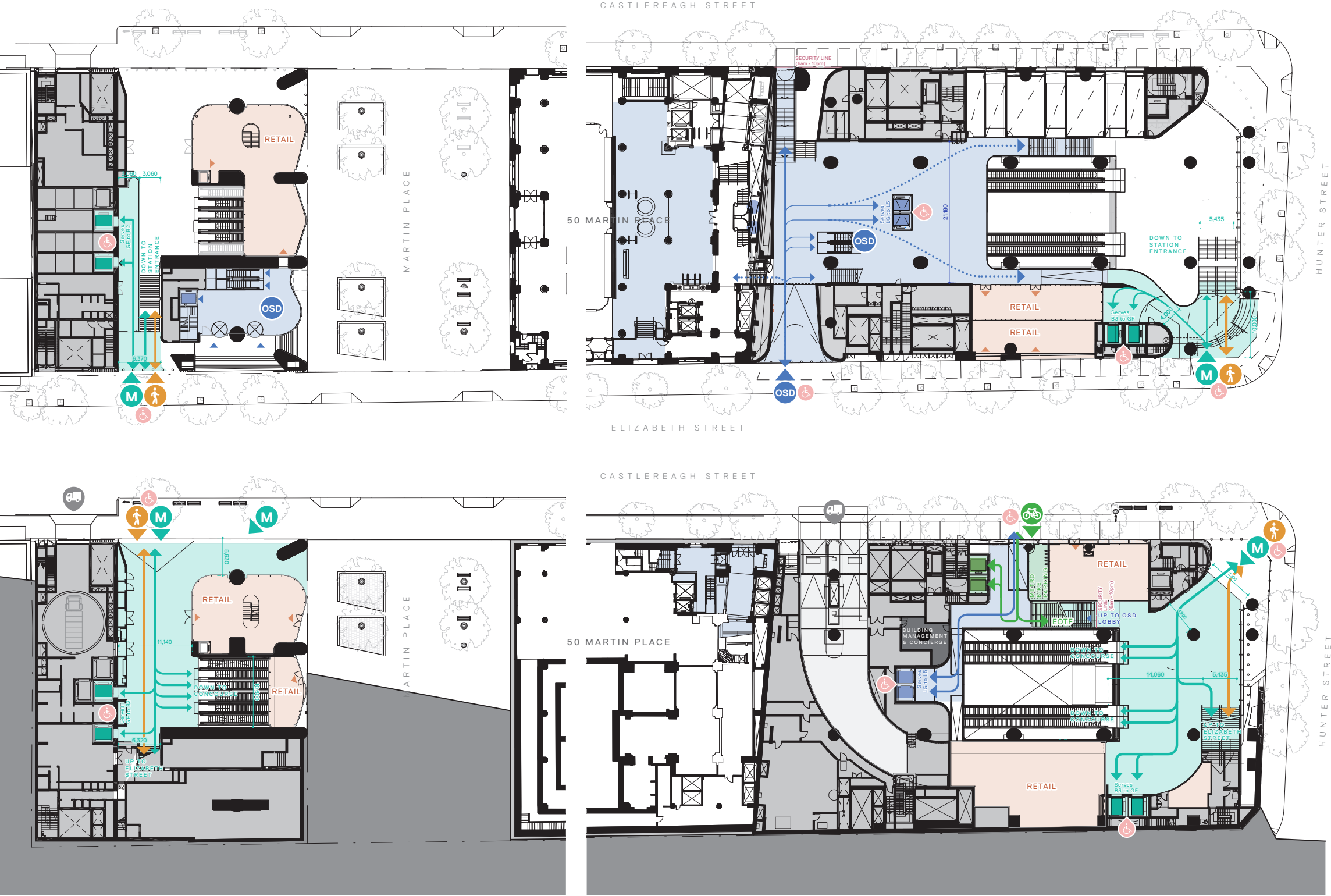


The integrated station development creates new pedestrian connections through the precinct, including equitable access across the site between Castlereagh Street and Elizabeth Street, which currently does not exist due to steep crossfalls across the site on Martin Place (at the south) and Hunter Street (at the north).

Working with the inherent site conditions, entries have been placed to work directly with the natural street levels ensuring accessibility and connection.

External floor finishes are carried through to the station forecourts, through-site-links and publicly accessible commercial lobbies to maximise visual permeability of the ground plane and aid free movement and wayfinding.

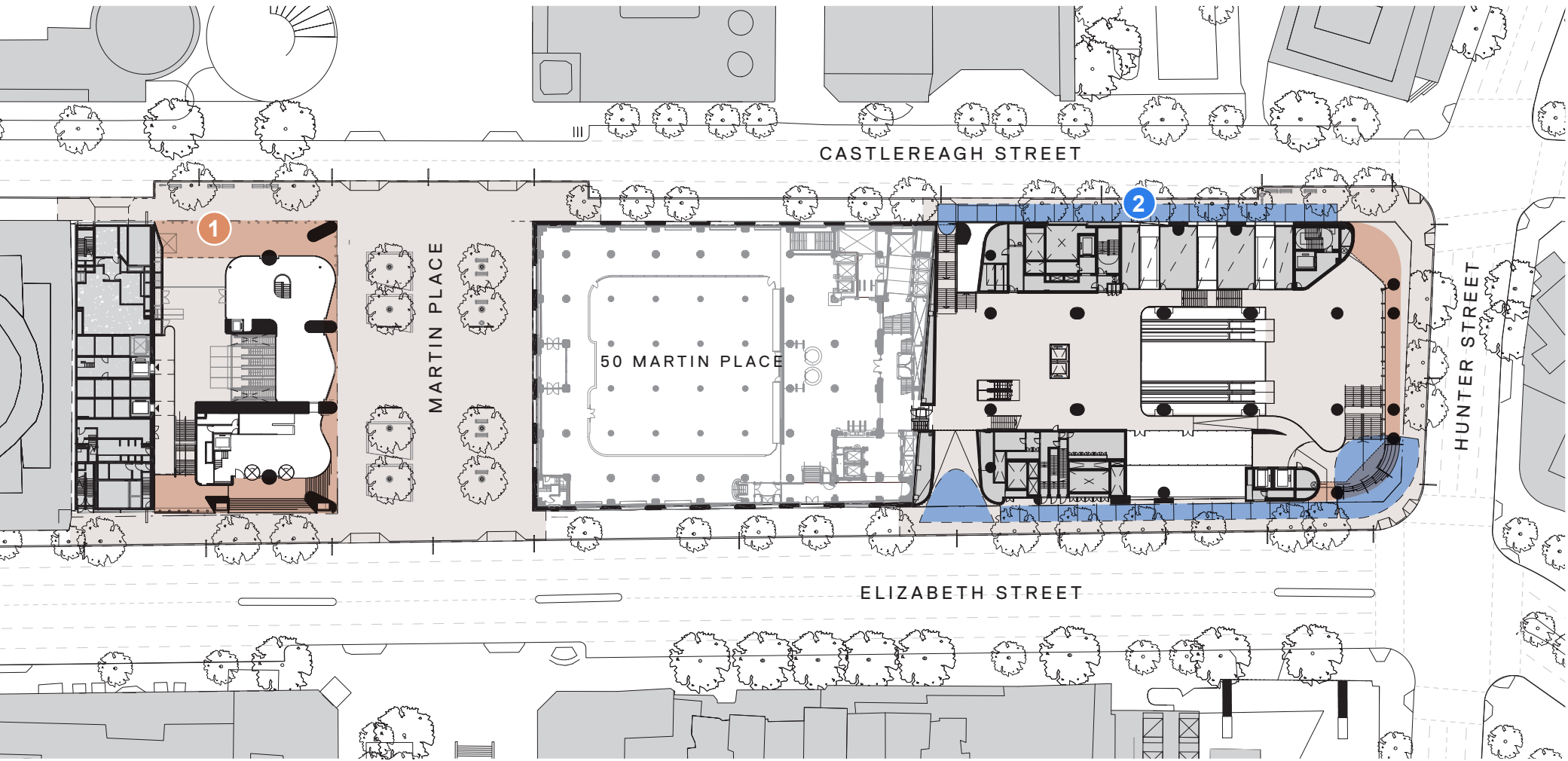
Equitable access



Legible universally accessible routes are located adjacent to primary paths of travel to provide safe and equitable pedestrian access east-west across the site and through transport modes above and below ground.

Two new through site links between Elizabeth Street and Castlereagh Street improve upon existing conditions by providing accessible paths of travel where the existing grades of Martin Place and Hunter Street exceed DDA grade.

Shelter



The undercroft of the south tower provides weather protection to the lower ground Castlereagh Street retail frontages as no awnings are permitted to Martin Place.

The commercial lobby entrance and retail tenancies along Martin Place are also set back from the podium building edge and protected by the tower undercroft to provide covered access at grade without the use of awnings along Martin Place.

At the north, there are a mix of awnings along both streets north of 50 Martin Place and an undercroft at the northern end of the site to promote a sense of arrival to the precinct.

- Awning
- Undercroft



1 Castlereagh Street retail undercroft (South)



2 Castlereagh Street retail awnings (North)

3 — Legibility

Clear legible signage will allow customers to easily explore and identify all Station and retail entrances, and public amenities.

Façade design, sight lines, and setbacks are other important factors that contribute to intuitive navigation of the precinct.