

7 May 2013

Ref#: MP10_0036MOD2

Peter McManus, Senior Planner
Metropolitan and Regional Projects North
Department of Planning and Infrastructure
GPO Box 39. SYDNEY NSW 2001

Dear Peter,

RE Modification Request for Chris O'Brien Lifehouse at Royal Prince Alfred Hospital, Camperdown

We make reference to the review of the proposal by City of Sydney dated 29.04.2013, Ref: 2013/127266-01.

We appreciate your concerns and offer the following background and rationale for the design of the markers in order to further discuss the proposal with you.

Project background

The Chris O'Brien Lifehouse at RPA is a \$142 million project and will be Australia's largest integrated cancer care facility.

The building sits parallel at the southern end of Missenden Road, a busy road in a dense urban environment.

Visitors, Patients and deliveries arrive from the south and the north.

Due to the positioning of the entry at Salisbury Road, the sight lines/viewing angles are acute, viewing distances very short and therefore reaction time is very short.

Traffic is dense; cars, vans, trucks and buses are about equal users. Cars and vans park on both sides of Missenden Road.

In order to cognitively process large buildings, signs, turnoffs, pedestrian crossings, bus lanes etc., the attention required to navigate the stretch of Missenden Road is above average.

Summary

- The design of the markers have been designed in context with the complex environment, the user demographic and the safety of road users in mind.
- The design was driven by sound wayfinding considerations, the display of a minimum of relevant concise and non ambiguous information at the relevant locations.

- Locations and content of signs were developed during numerous workshops with stakeholders and user groups.
- Placing the information to the building was not a consideration.

Design rationale, best practice and constraints

The purpose of the markers is as follows:

- Positioning of marker no. 1 in advance of entry (south end of building) to prepare for higher attention and reducing speed.
- Positioning of marker no.2 at the intersection of Missenden Rd and Salisbury Rd in accordance with best practice, that identification, information and direction are to be placed where most effective - at the decision point.
- Positioning of marker no.3 at intersection/roundabout of Salisbury Rd, Susan Street, directing at this decision point to four critical destinations.

Optical beacons and identity, assuring visitors of the arrival at the destination from a distance which may allow reaction time to change lanes, reduce speed and turn off without inflicting additional stress and avoiding traffic incidents.

Size of graphics was determined in accordance with best practice for viewing distances and legibility pertaining to vehicular traffic.

The width of a marker is governed by the required lettering height.

The height of the marker is governed by best practice, vertical viewing angles and the consideration of heights for parked cars, SUV's and vans. Critical information should not be placed below the baseline established by these evaluations.

Marker no. 3 is a particularly complex sign. Due to the complexities of destinations and directions, the information is already below the recommended baseline.

While not an alternative, the only other option is to place three different signs at different locations adding to visual clutter and confusion.

The markers act as consistent visual reference points where users expect to find relevant information at the relevant location.

The markers require considered vertical spacing to distinguish between identification and information and between different blocks of information, before it becomes a blur of compressed information which would present a counterproductive outcome.

Usergroup

The users are patients suffering from cancer, their relatives and friends.

The design of internal signage for Chris O'Brien Lifehouse has been considered with a neutral, friendly language in mind

in the expectation to provide some degree of comfort and safety for the users.

External signage had to consider additional criteria especially recognition, confirmation, assurance, environment, traffic and safety.

Signage for similar projects

We are all aware that users of an airport and hospital are in a state of anxiety and stress, reducing the capacity to concentrate and act appropriately.

Hence signage at such places is oversized and clear to command the little attention that is left.

The size of the markers and lettering in contrast are very small and even smaller considering the scale of anxiety and stress suffered by the patients and visitors of the Chris O'Brien Lifehouse.

On other projects 3.6, 4, or even 5 metre high pedestrian markers are common, hence the team was satisfied that with the amount of information required for the user group, 4 metre was a very good outcome.

We are confident that in view of this background and rationale you may reconsider your recommendation to reduce the markers to 3 metres.

Regards,
Hans

Hans Gerber | Principal

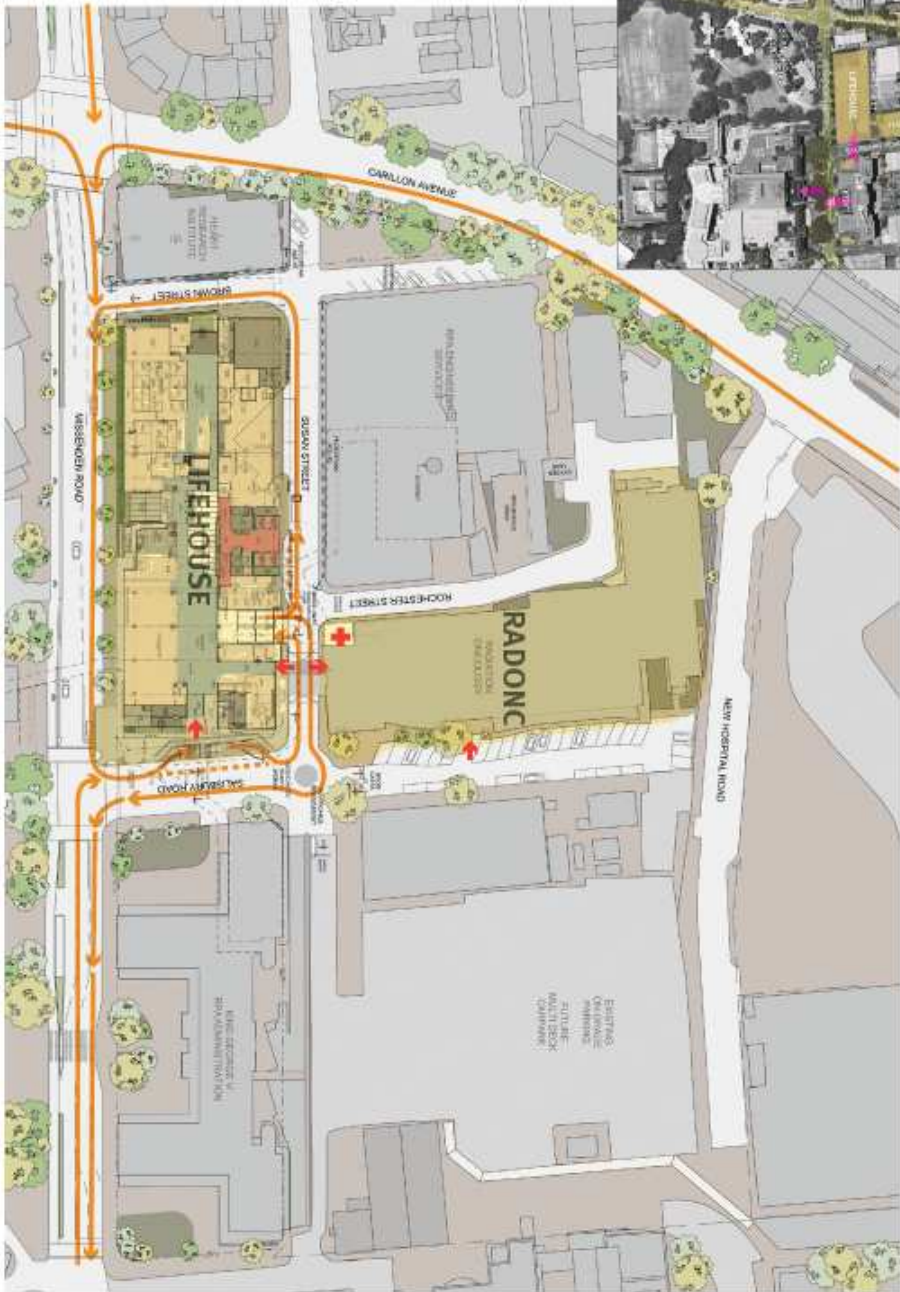
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Site Plan and Traffic Circulation



KEY

Typical Traffic

Entries

- NOTE
- These are sheet drawings only

1. Do not scale this drawing.

2. Structural design and construction by contractor/engineer.

3. No electronic drawon supplied unless otherwise specified.

4. Application of graphics to sign to be subject to client approval.

5. Manufacture subject to approved contractor and drawing.

6. Dimensions to be worked out by contractor.

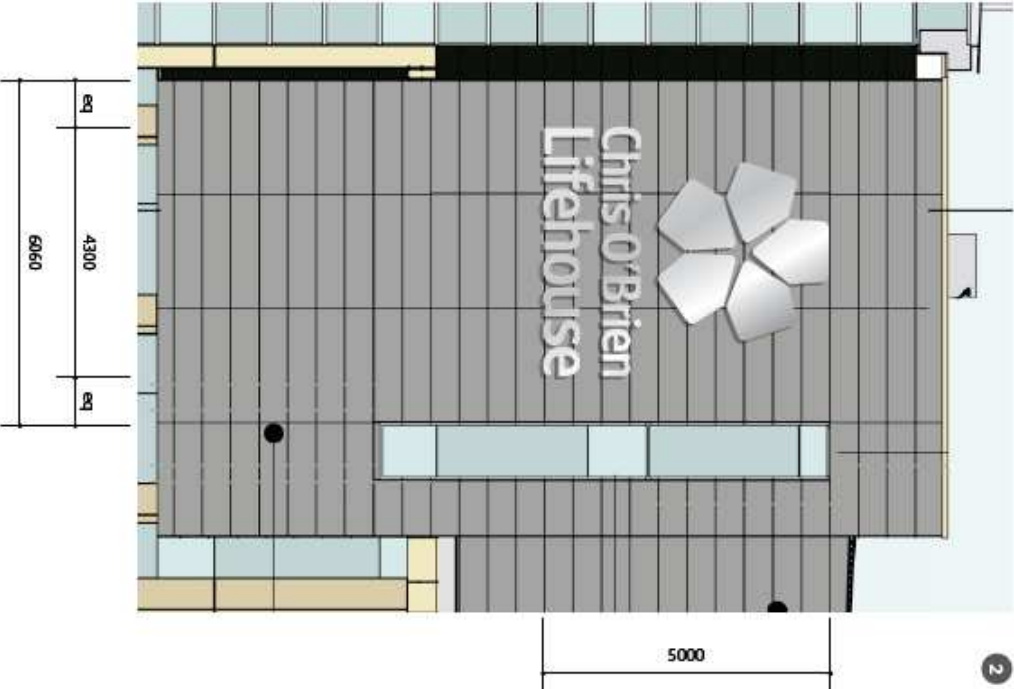
7. All being to be non-derivative.

8. All workmanship and materials to be strictly in accordance with current and relevant S.A. codes and Local Government requirements.

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B		Issued for Approval		10.10.12	
A		Issued for Approval		21.09.12	
Drawn: YH	Checked: HG	Sheet 1 of 1		Date: 19.09.12	
Client: Brookfield Multiplex				<div> A3</div> <div>Does not scale</div> <div>Dimensions in mm</div> <div>Scale: NTS&S SHOWN</div>	
Project: Chris O'Brien Lifehouse – Signage & Wayfinding – Tender Documentation					
JOB No. S3109					
Dwg: 1		Issue B			



2

Picture Mark and Word Mark

Individually fabricated aluminium components with fabricated returns to house white LED's to achieve halo-type illumination.

Contractor to prepare shopdrawings to indicate all dimensions and fixing method.

Contractor will be briefed by client and will receive all relevant architectural and shop drawings in order to interface with wall.

All sign components are painted with two pack polyurethane metallic paint similar/ same to sparkling aluminium.

- Wall behind sign
- Stud framed wall with steel bracing supports to hold the signs;
- Lined with galvanised sheet to act as a rain screen;
- Air cavity
- Top hats;
- Alu cobond panelling system



NOTE

These are detail drawings only

1. Do not scale this drawing.

2. Do not trace and do not scan.

3. Structural design and certification by contractive engineer.

3. No electronic signwork supplied unless otherwise specified.

4. Application of graphics to sign to be subject to client approval.

5. Manufacture subject to approved contractors shop drawing.

6. Dimensions to be worked out by contractor.

7. All things to be non-removable.

8. All workmanship and materials to be strictly in accordance with current and relevant S.A.A. codes and local Government requirements.

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Client: Brookfield Multiplex	Project: Chris O'Brien Lifehouse – Signage & Wayfinding – Tender Documentation	Do not scale
Job No. 53109	Dwg. 5	Issue B
		Scale: NTS, AS SHOWN



KEY

- Cars, Taxis & Couriers
- Trucks
- Entries

Note:

RMS-type Signage
-No stopping?
-No Parking?
-No Standing?
On periphery of Lifehouse as instructed by Traffic Consultant.

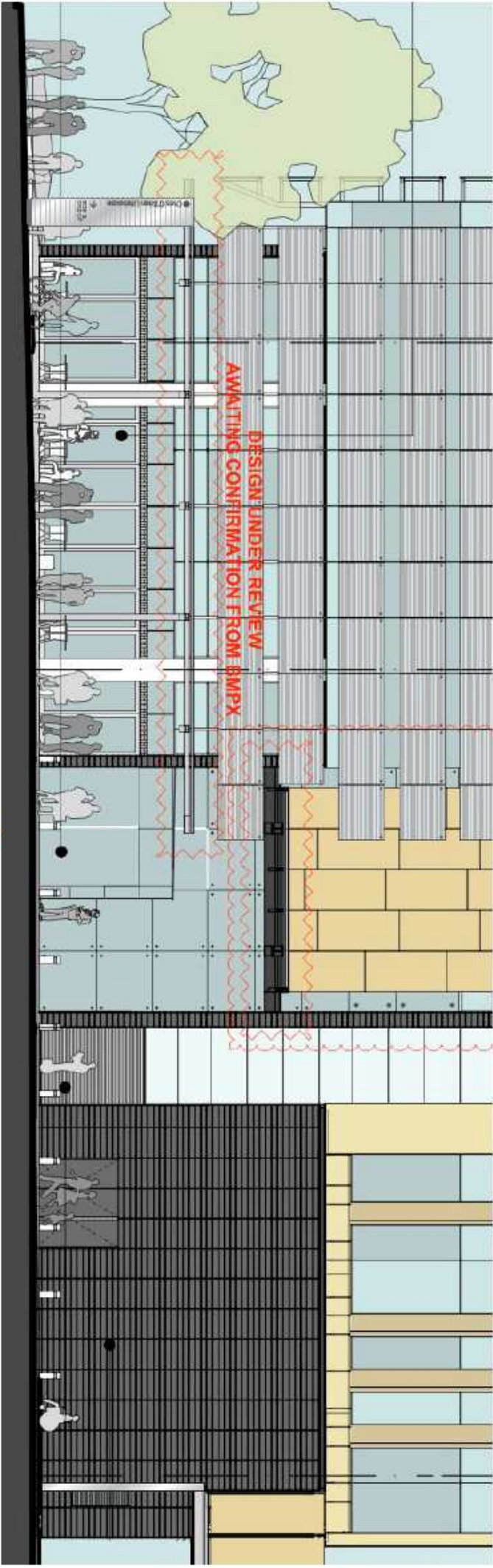


- NOTE
- These are master drawings only.
 - Do not scale the drawing.
 - Do not trace and do not scan.
 - Structural design and construction by contractor's engineer.
 - Manufacturers subject to approved contractors and drawings.
 - Application of graphics to sign is subject to client approval.
 - Contractor.
 - All drawings to be non-convex.
 - All workmanship and materials to be strictly in accordance with current and relevant S.A.A. codes and local Government requirements.

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Client: Brookfield Multiplex		
Project: Chris O'Brien Lifehouse - Signage & Wayfinding - Tender Documentation		
Job No: 53109	Dwg: 9	Issue B
		Scale: 1:1000



Marker 2

Marker 3



Entry

NOTE

These are concept drawings only.

1. Do not scale this drawing.

2. Do not trace and do not scan.

3. Structural design and construction by contractor engineer.

4. No electronic artwork supplied unless otherwise specified.

5. Application of graphics to sign is subject to client approval.

6. Manufacturing subject to approved contractors shop drawing.

7. Conventions to be verified onsite by contractor.

8. All workmanship and materials to be strictly in accordance with current and relevant S.A.A. codes and local Government requirements.

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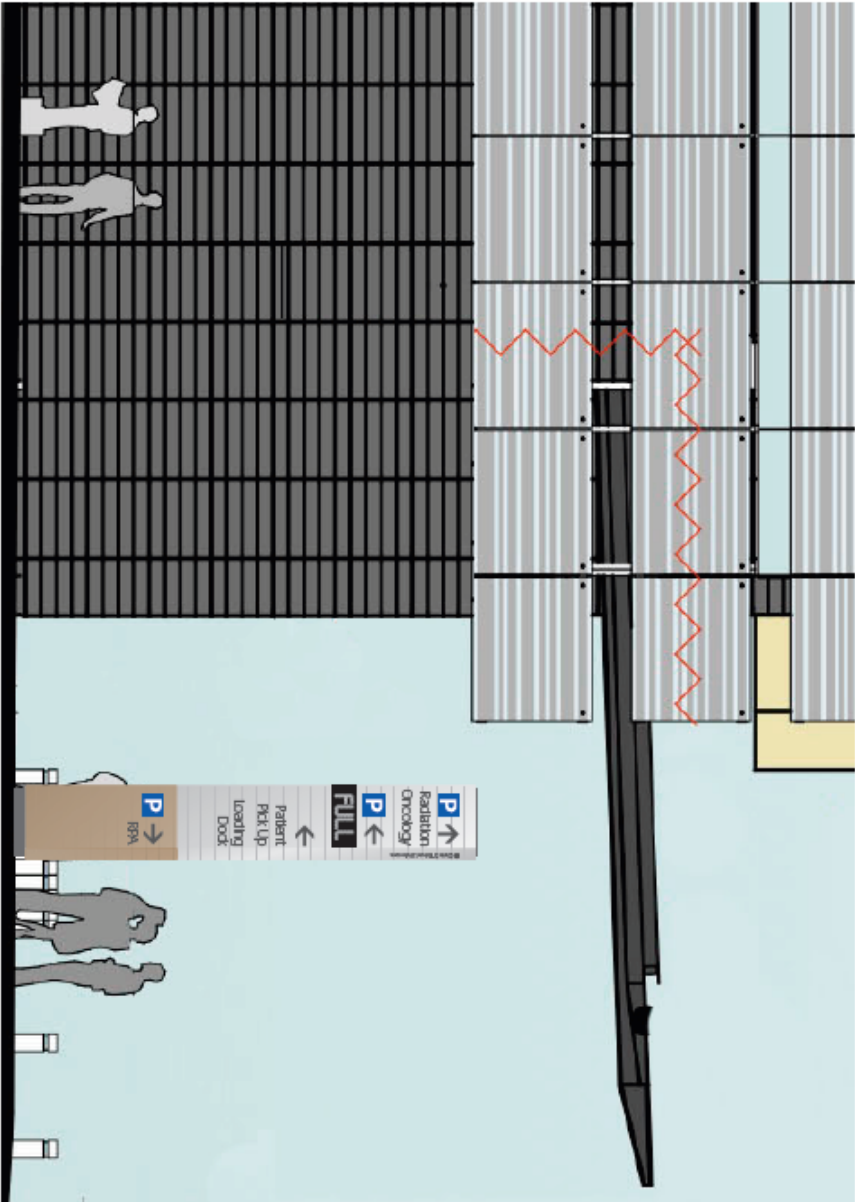
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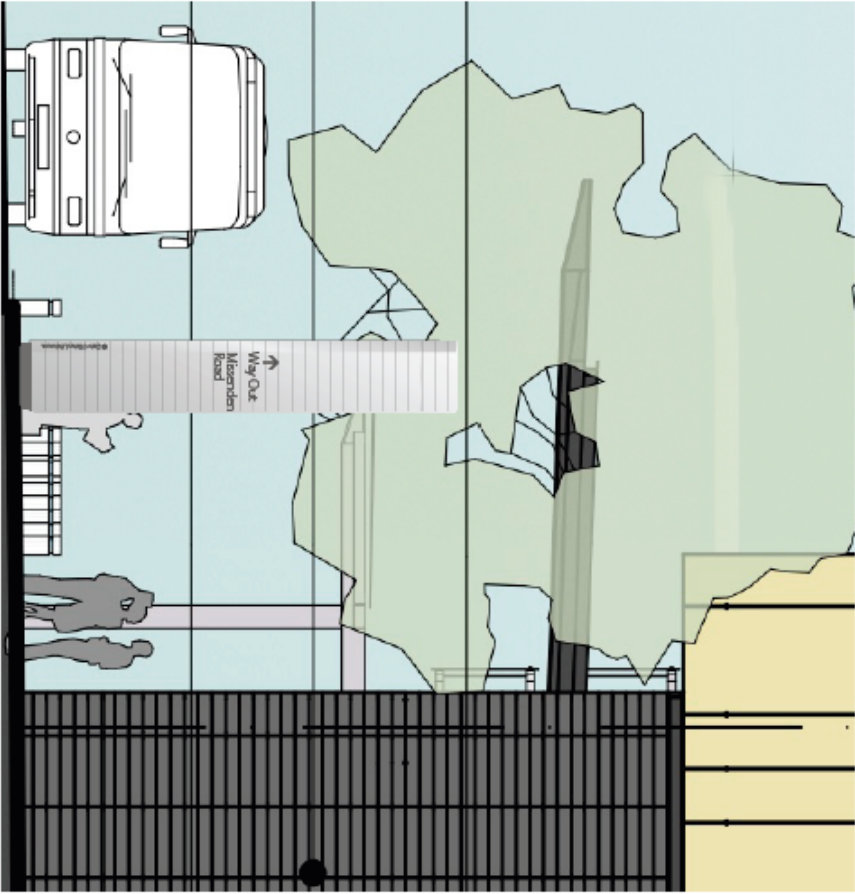
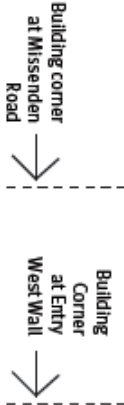
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Client: Brookfield Multiplex				 A3
Project: Chris O'Brien Lifehouse - Signage & Wayfinding - Tender Documentation				
Job No. 53109	DWG. 10	Issue B	Scale: NTS/A3: 300MM	



East Face



West Face

NOTE

These are best drawings only

1. Do not scale this drawing.
2. Do not trace and do not scan.
3. Structural design and construction by contractor's engineer.
4. Application of graphics to sign is subject to client approval.
5. Manufacture subject to approved contractors shop drawing.
6. Dimensions to be verified onsite by contractor.
7. All things to be non-corrosive.
8. All workmanship and materials to be strictly in accordance with current and relevant S.A.A. codes and Local Government requirements.

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Client: Brookfield Multiplex	Project: Chris O'Brien Lifehouse – Signage & Wayfinding – Tender Documentation	Do not scale Dimensions in mm
Job No. S3109	Dwg. 11	Issue B
		Scale 1:150 A5 SHOWN