

Barangaroo Central Interim Signage Strategy

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Potential wayfinding approaches:

- a) Providing precise wayfinding instructions.
- b) Provision of strategically determined limited wayfinding and interpretive information and the freedom for users to choose preferred paths of travel.
- c) Use of GPS technology.
- d) A combination of 1, 2 and 3 depending on needs of specific places and their uses.

Stand alone or integrated signage system?

- e) Barangaroo is positioned as a stand alone entity with links to surrounding precincts with similar or complimentary characteristics and uses.
Adopt a stand alone unique design for the public information system.
- f) Barangaroo Central is integrated seamlessly with its neighbouring precinct of Barangaroo Headland Park and will provide connections to Barangaroo South.

Recommendation

- For Barangaroo Central we propose approach b: Providing strategically determined limited wayfinding and interpretive information and the freedom for users to choose preferred paths of travel.
As an interim approach the provision and allocation of information is broad and flexible enough to allow a range of uses.
- The identity for signage will be compatible with the signage developed for Barangaroo Headland Park, Barangaroo South and authentic to the character of the place.

Sign form

On approach from distant views, signage structures are typically expected to 'stand out' and be recognised in the setting as places to go to and gather information.

The dichotomy is that signage must 'stand out' from its setting in order to be noticed and useful, but at the same time it should 'blend in' and enhance the setting.

Recommendation

Barangaroo Central signage should be a combination.

At the site entry point, edge, boundary or interface with adjacent precincts it is recommended that a more vertical stand out structure is utilized.

In the the open park/green area of Barangaroo Cental area a lower more horizontal stucture which is less noticeable in the setting is recommended.

Different user groups visiting Barangaroo Central will have different expectations and requirements for signage information.

Types of users

People familiar with Barangaroo will have reduced requirements for signage information, and will need to be updated regularly on special events or operations. There will be a requirement for temporary event information which could be digital.

In general people unfamiliar with the place require a comprehensive and logical system for wayfinding to destinations, confirmation of their arrival at destinations and return journey.

People unfamiliar with the place:

- Visitors to parklands
- Visitors to special events
- Tourists
- Special visitor groups including schoolchildren and the elderly

Disabled visitors and workers

People with disabilities must be guided through Barangaroo in ways that are consistent with the architectural planning. Disabilities may be ambulant, hearing or sight impairment.

Legibility and accessibility can be improved through the addition of special detail and colour effects. Design elements such as texture, through embossing and roughening surfaces, and colour and materials contrasts designed into sign forms can assist those with disabilities. Electronic systems which incorporate sound together with visual markers using lighting technology, are a more sophisticated approach.

Visually impaired

For visually impaired people, luminance contrast is important. People with visual impairments may find it easier to discern between a bright blue and dark blue than to discern between a blue and a red of equal luminance.

The most important colour contrast to people with impaired vision is contrast in brightness defined as luminance contrast. It is more important than differences in hue and saturation.

emerystudio will evaluate the contrast in colour reflectance. The Australian standard AS1428.2 (17.3) states that a minimum 30% luminance contrast is required between sign graphics information and sign panels.

Public information signage

A cohesive system of public information is necessary to guide people through Barangaroo Central and beyond. Consistent messages, using words and visual cues, will help all users with a diversity of ages, well being and cultures to find their way.

The image and spirit of Barangaroo Central can be projected through three-dimensional design elements, colours, materials, finishes and pattern. The public information signage must be distinct from its environment, and yet harmonise with the landscape and architectural and design intentions.

The wayfinding strategy identifies preferred circulation routes between destinations, facilities and services, and for pathways to be clearly delineated and logically signed.

A single universal system of public information is proposed in a variable manner according to specific marketing functions and according to the environmental context in which signs are placed.

All signs must be well-lit to ensure they are noticed and legible.

When relying on ambient lighting to attain legible messaging, signs must be located in well-lit areas, in order to limit the number of sign structures that will require purpose lighting.

An important task is to integrate the public information signage system into the overall design concept for Barangaroo Central and Barangaroo as a whole. Although in order to be noticeable and therefore effective in its purpose, the signage system should appear distinct from its environmental context.

Sustainability

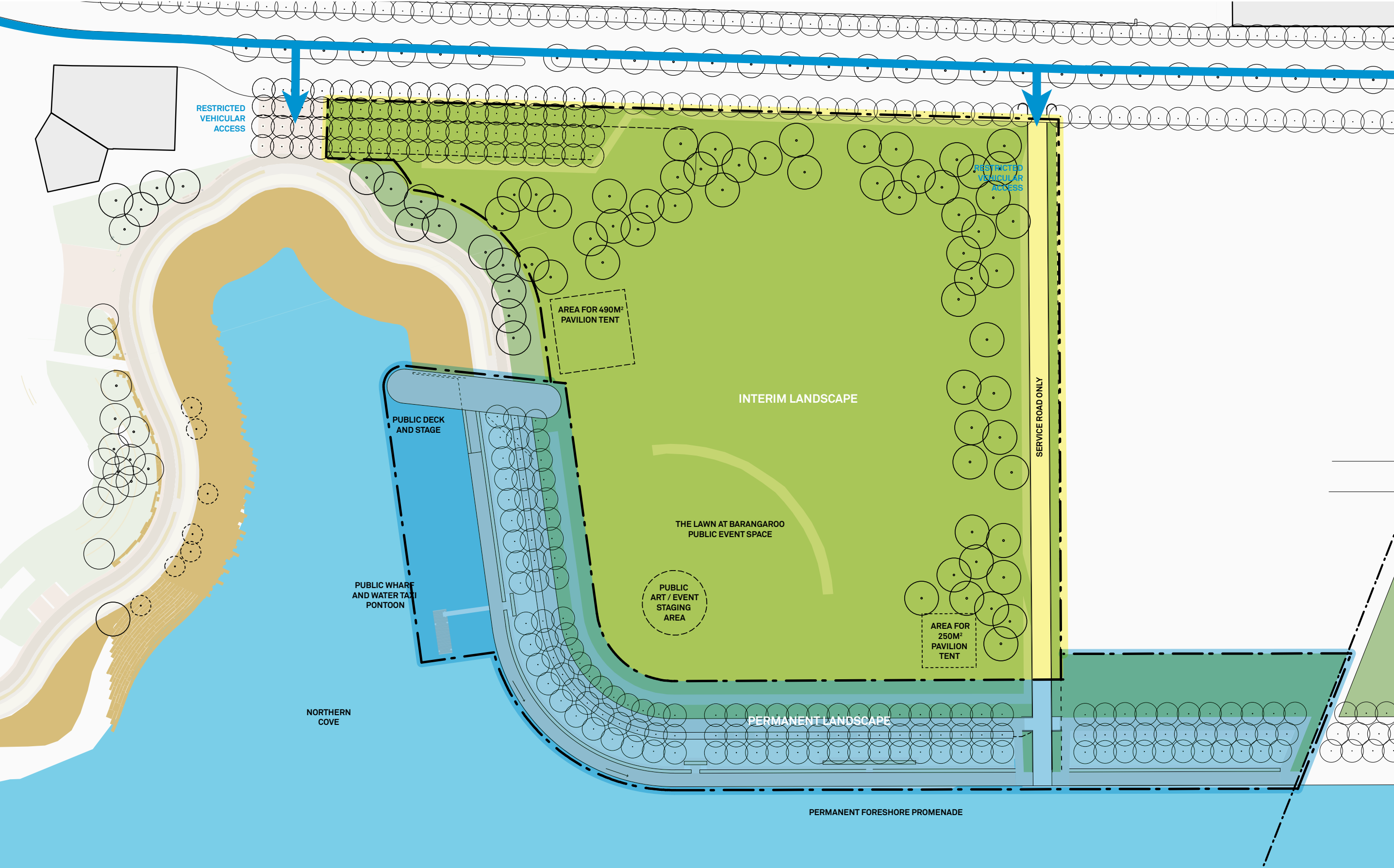
- Reduce waste by considering standard material sheet sizes
- Minimise life cycle costs by using a system of component panels that have the capacity to up-date information without replacing the sign as a whole.
- Use of durable materials selected specifically for purpose and extended life cycle.
- Minimise the use of materials with high embodied energy
- Select natural material finishes or alternative environmental paint finishes.
- Use of LED, fluorescent lighting or ambient lighting rather than incandescent.
- Consider recycled materials.
- Minimise materials produced from limited or ecologically unsustainable natural resources.
- Materials and finishes must be durable against salt water conditions and intense sunlight.
- Avoid colours and materials that are vulnerable to the weather.
- Matt surfaces are more vulnerable to wear and more difficult to keep clean. Use satin finishes.

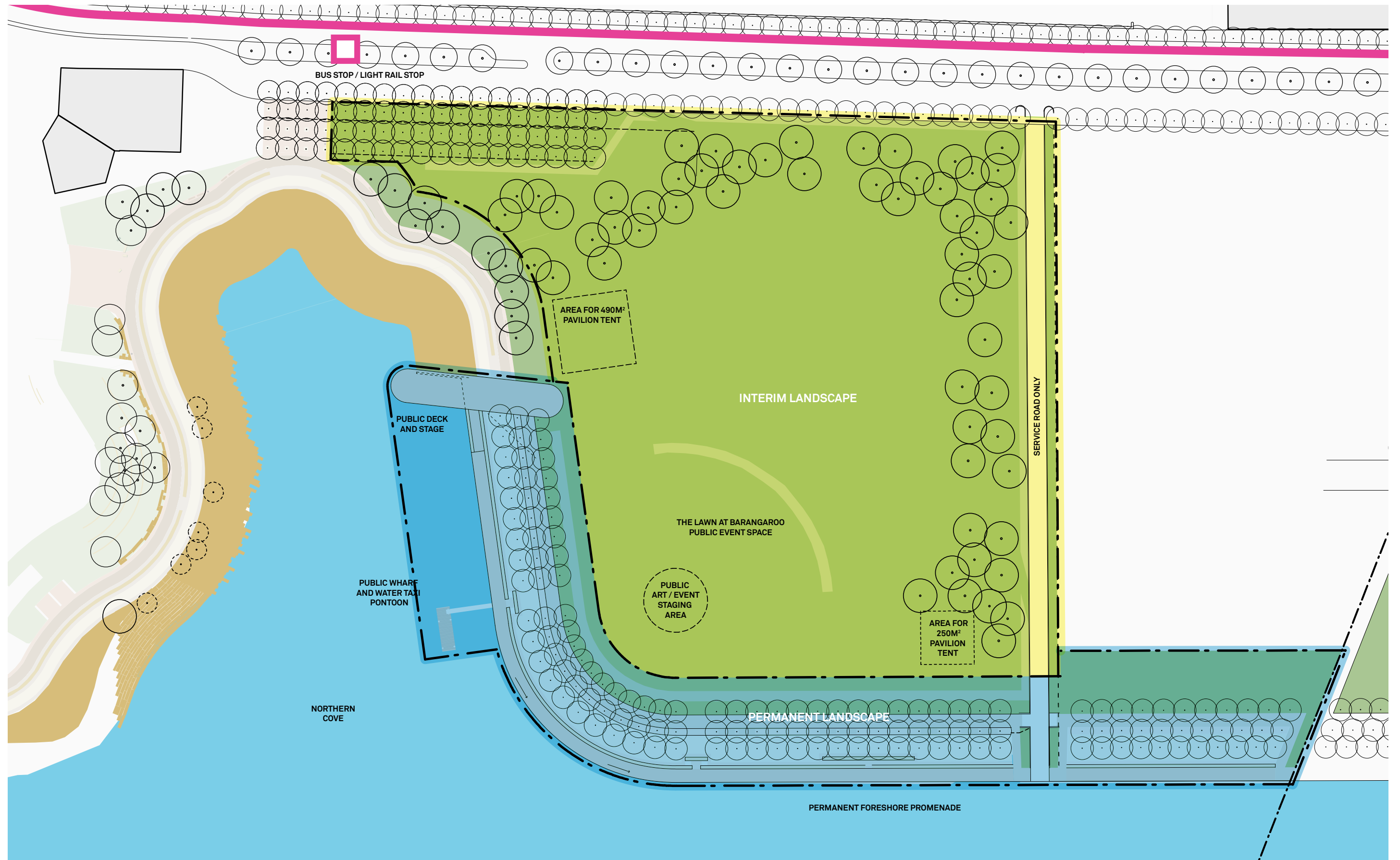
Barangaroo Central site analysis



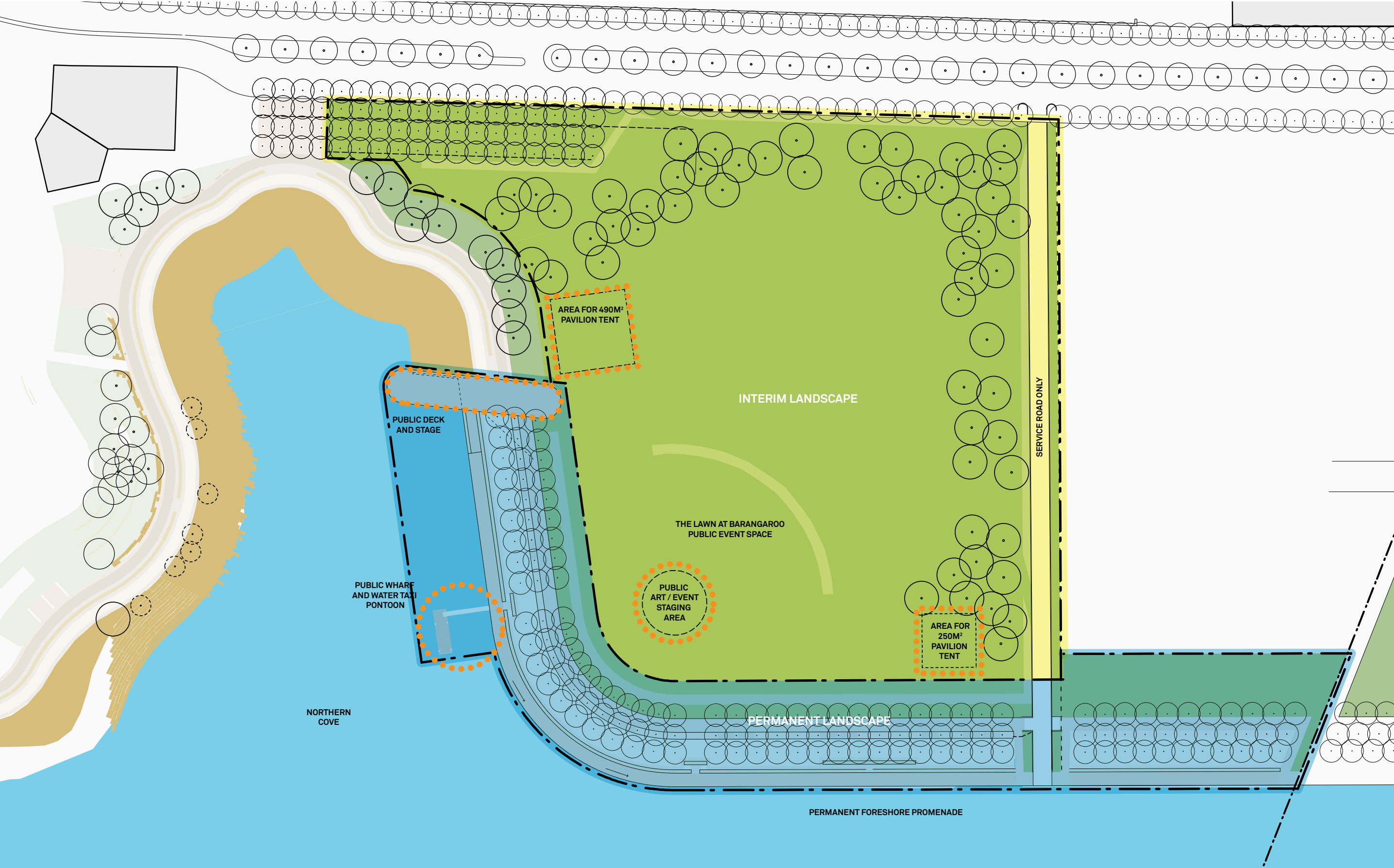
Site analysis

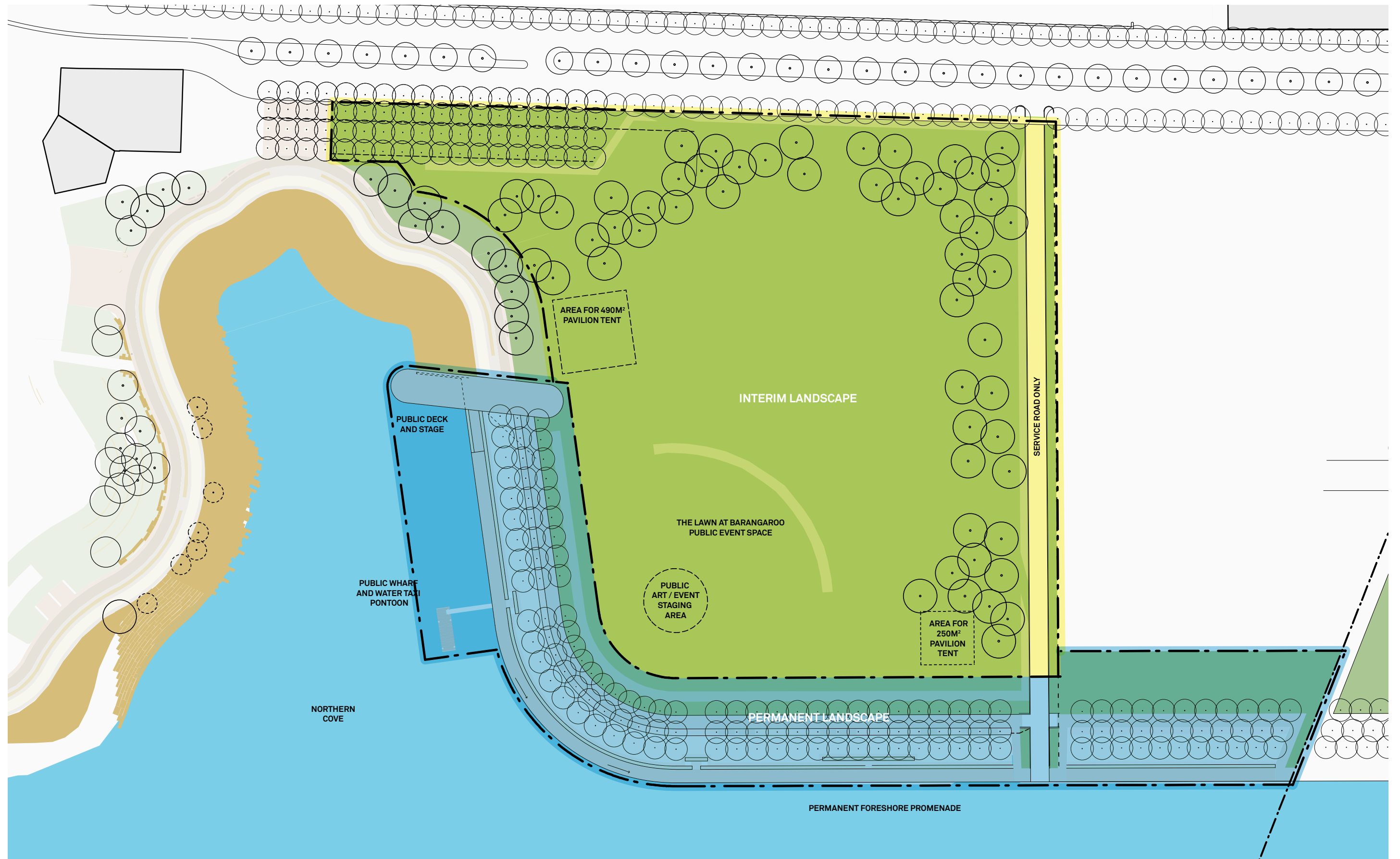


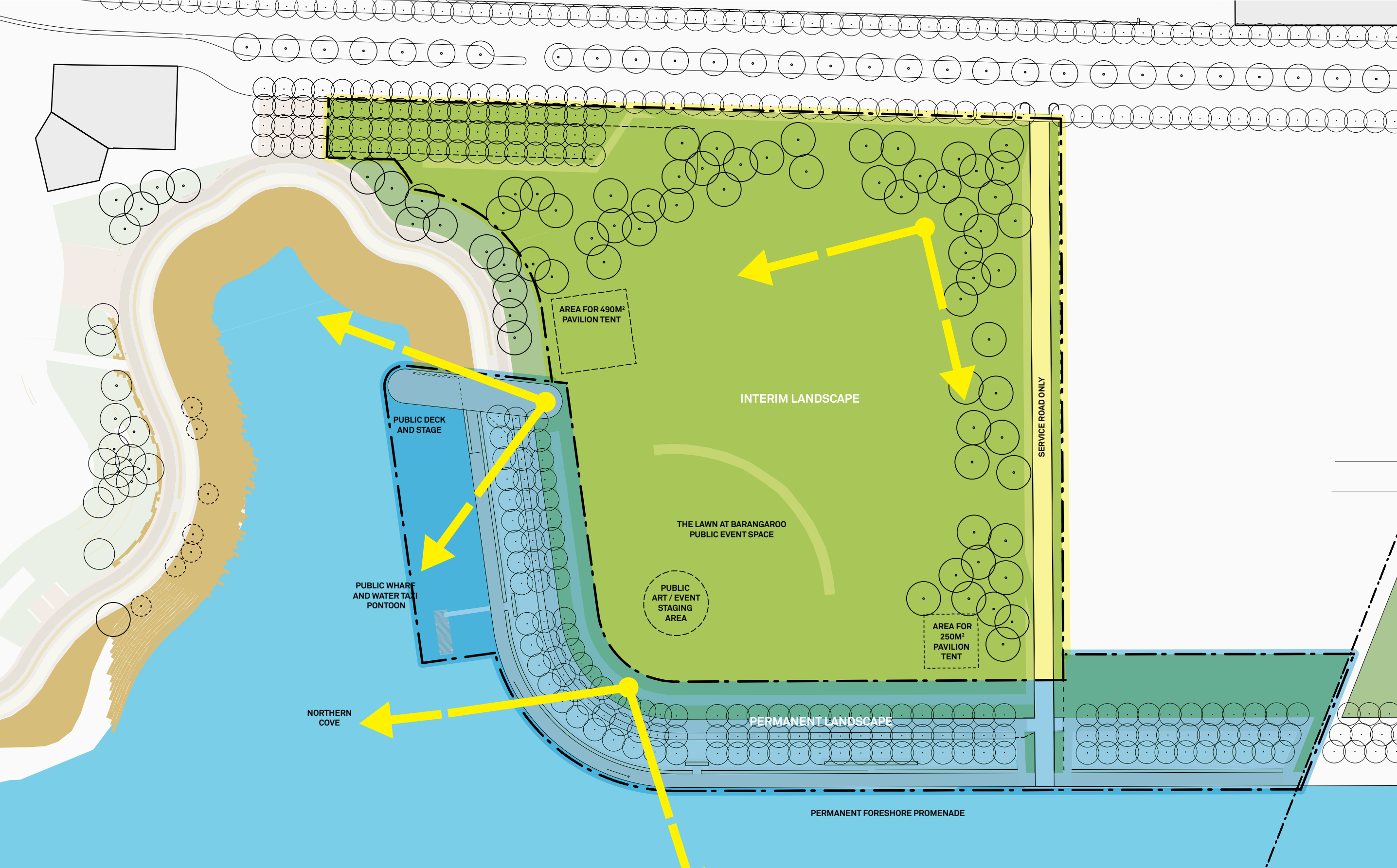














Information locations

For pedestrians (static/dynamic)

Comprehensive sign systems are best organised into sign information categories. These categories are determined by the functional information signs are intended to convey.

There are eight information categories which apply to this project:

Symbolic

Gateways / Entries

Identification

Naming of places, destinations and facilities

Directional/circulation

Directions to and from places and destinations

Interpretive

Storytelling and information on site development and evolution

Services

Naming of service areas such as toilets and public facilities

In each category, a hierarchy of messages is displayed to convey differing levels of information.

Principles for ordering information

- › Wayfinding information must be presented in a logical sequence along the path of travel, including directions for the return journey.
- › Information in the same category should be grouped together to reduce the impact of many signs.
- › Different categories of information should be distinct to ensure easy understanding.

site identification



primary precinct identification/gateway
Freestanding Totem

Sign Branding: tbc by client
Barangaroo brand

Content:
Barangaroo Central
Zone for temporary updateable information

Illumination:
specific face illumination

secondary identification



facility identification
low plinth style sign
(double sided)

Sign Branding:
not applicable

Content:
name of facility (i.ePavilion Tent)
Zone for temporary updateable information

Illumination:
specific face illumination

circulation



park circulation
low plinth style sign
(double sided)

Sign Branding:
not applicable

Content:
circulation information
to facilities within park

Illumination:
reliant on ambient illumination



directional
Freestanding totem sign

Sign Branding:
not applicable

Content:
circulation information
directions to:
Headland Park
Northern Cove
Bush Walk
Barangaroo South
Lookout tower
bike/pedestrian promenade

Zone for temporary updateable information

Bus
Light rail

Illumination:
specific face illumination required

interpretation



interpretive/information
totem style sign with updateable information
(double sided)

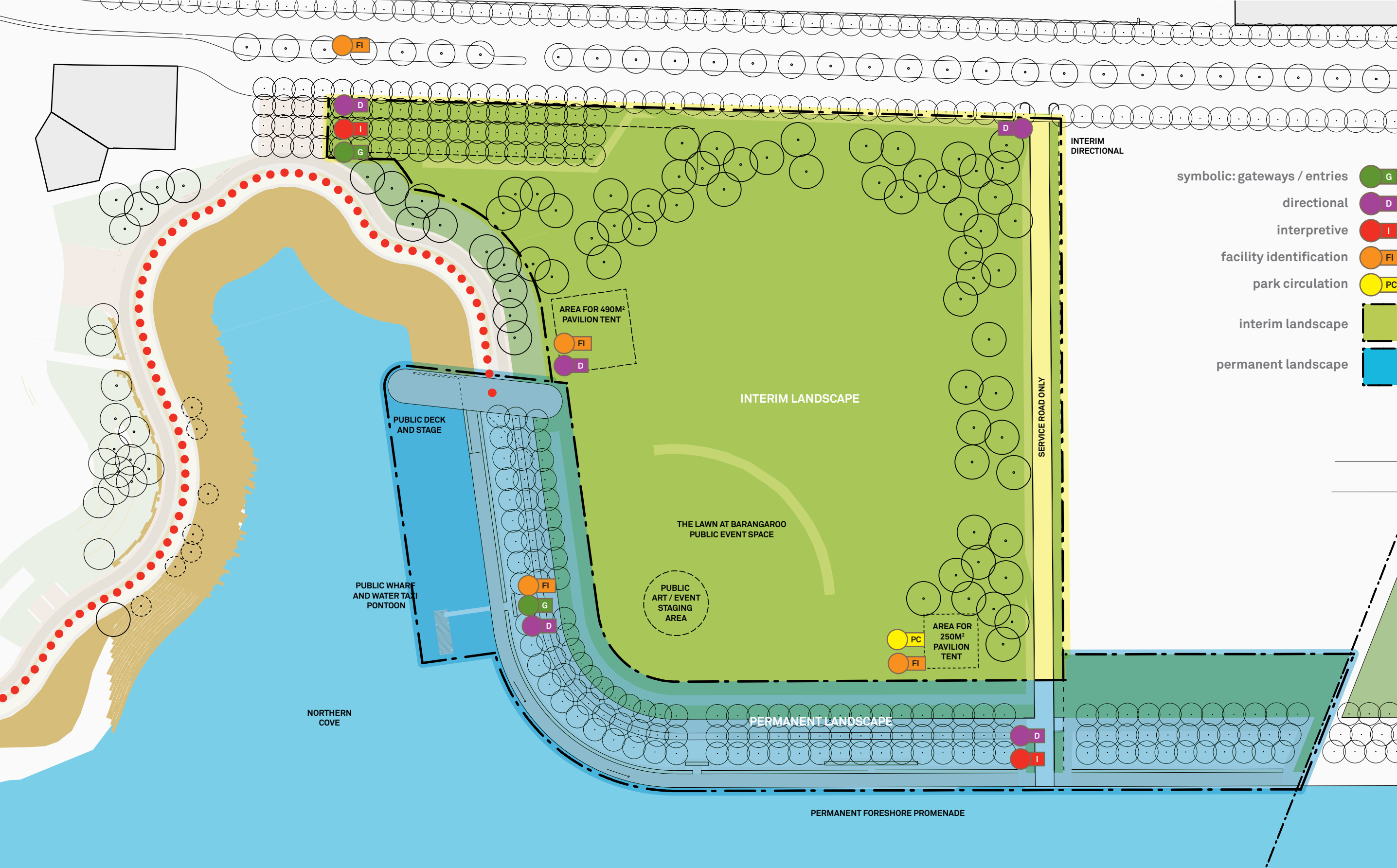
Sign Branding:
tbc

Content:
*information and interpretation
to inform public of ongoing developmentstatus*

Illumination:
specific face illumination

in most instances there will be more than one information category required in one location. the combination of these will be designedfor each specific location

Note:
It is intended that the signage for Barangaroo Central is compatible with both the Headland Park and Barangaroo South signage system



Sign hierarchy diagram

information category hierarchy

