

Barangaroo South Signage

DA submission **SSD 6303**

rev 01	06.01.2014	to LL for comment
rev 02	17.01.2014	to LL for comment
rev 03	23.01.2014	to LL for comment
rev 04	29.01.2014	for submission to BDA
rev 05	04.03.2014	for submission to BDA
rev 06	18.03.2014	for submission to BDA
rev 07	01.05.2014	for application to DPI

Vision statement: Barangaroo South

Barangaroo as a whole:

one place with different uses and different characters.

Over time, the Southern precinct will merge with the City.

The Park will maintain its own character and identity.

Central is not defined.

To ensure urban legibility:

**a single universal system of public information is proposed
across the site with a character that is of the atmosphere
of the place that it inhabits**

**Barangaroo South fuses the unique identity of Barangaroo
with the City of Sydney**



**Headland
Park**



Central



South

**A system of signs with a character
that is of the atmosphere of the place
that they inhabit.**

Barangaroo custom signage elements

2 sign types D1 and S1

1

Information:

Text and image messaging



2

Object:

To establish a presence for the display of information

Together, the 2 elements

convey information, express meaning, project an image and contribute to Barangaroo identity

Static signage

with neutral design character

- Harmonious with urban setting



Digital node

- Touch screen access
- Audio and moving image
- Assistive technology for vision and hearing impaired

Modes

- Wayfinding
- Events
- Advertising
- Public art (digital)

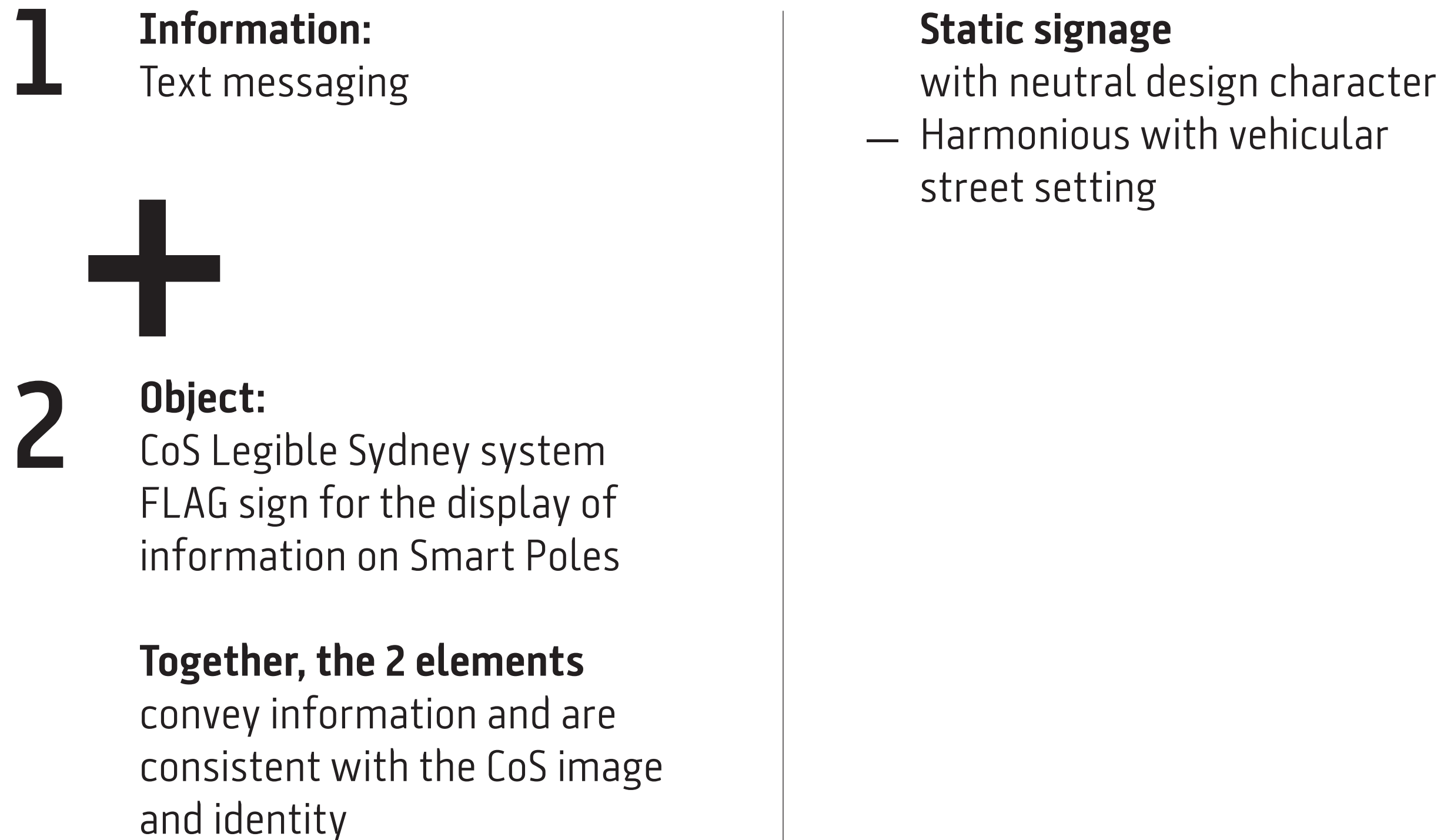


Content

- Flexible information content (ability to change information easily)
- Connections to neighbourhood landmarks
- Digital media as an acknowledgement of contemporary culture and the future

City of Sydney signage element

1 sign type CoS_T1



Specifications

1 D1: Digital info node, 5.7m

2 S1: Secondary sign, 2.7m

3 CoS_T1: Tertiary sign

Materials digital info node:

- ‘Wave motif’, reflective stainless steel
- Aluminium backing plate with industrial grade protective coating
Colour: Dulux Precious Metropolis Bronze
- Vinyl messages applied to both sides
- Base face plates, bead-blasted stainless steel

Digital components:

- single sided SMD LED tiled screen
- 17 inch High bright touch screen
1500 NIT

Materials: secondary sign

- ‘Wave motif’, reflective stainless
- Base, bead-blasted stainless
- Aluminium backing plate with industrial grade protective coating
Colour: Dulux Precious Metropolis Bronze
- Messages screen printed to both sides
- Map and braille tactile information

Digital components:

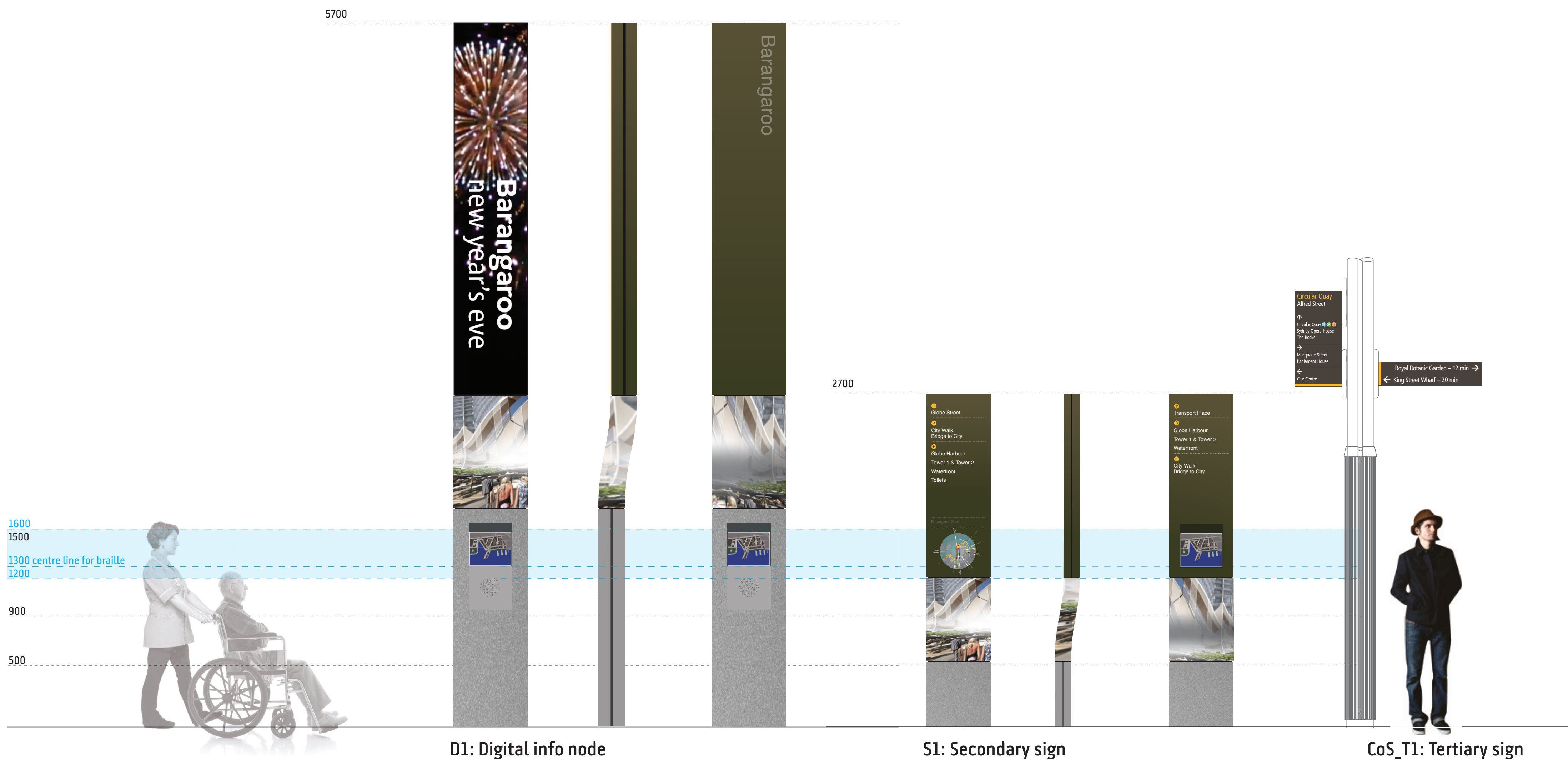
- 17 inch High bright touch screen
1500 NIT

Materials: CoS tertiary sign

- standard Legible Sydney sign attached to Smart Poles
- Aluminium plate with industrial grade protective coating
Colour: Dulux Precious Metropolis Bronze
- Vinyl messages applied to both sides

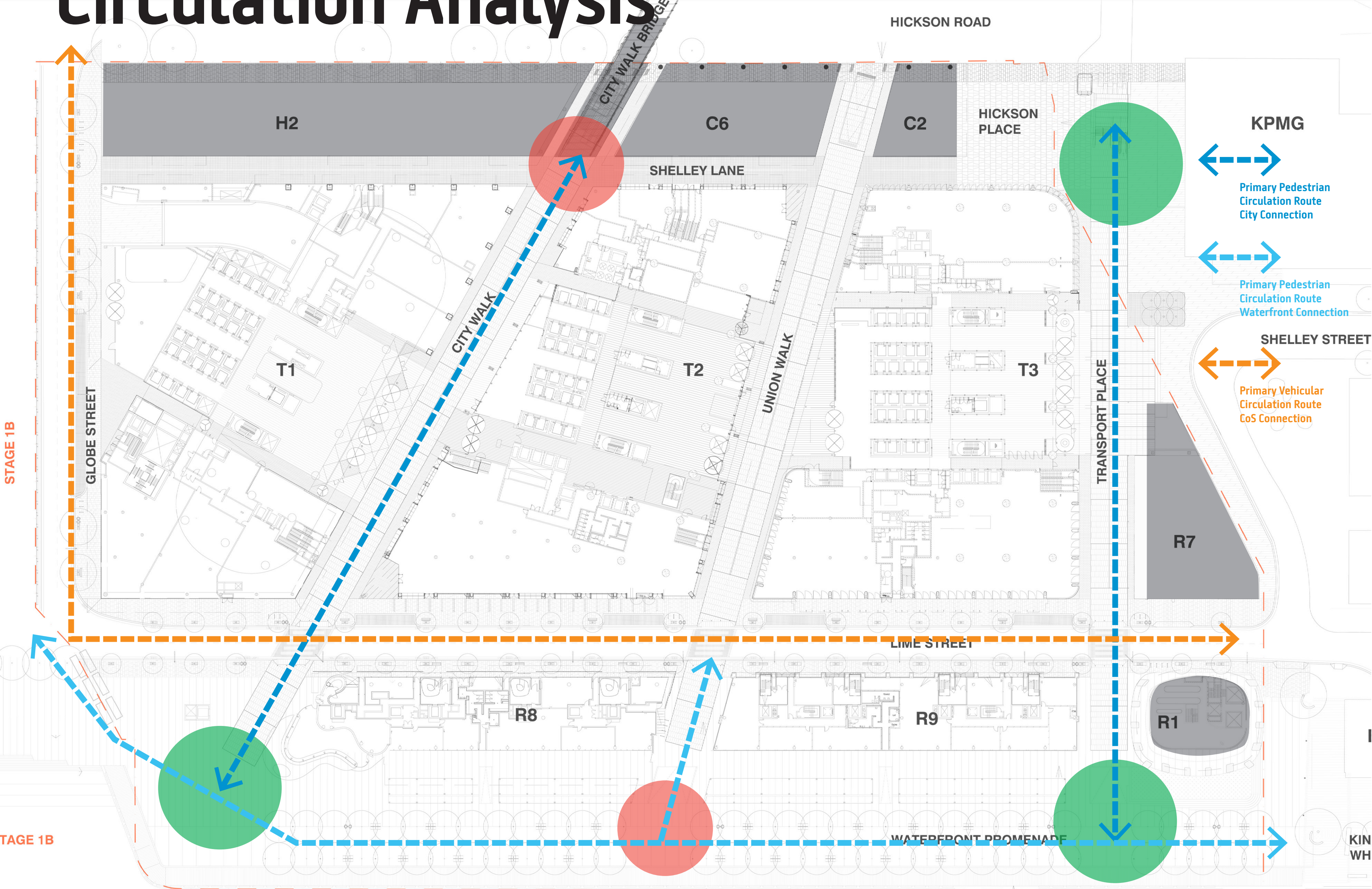
Sign Types

Signage hierarchy: D1 , S1, CoS_T1

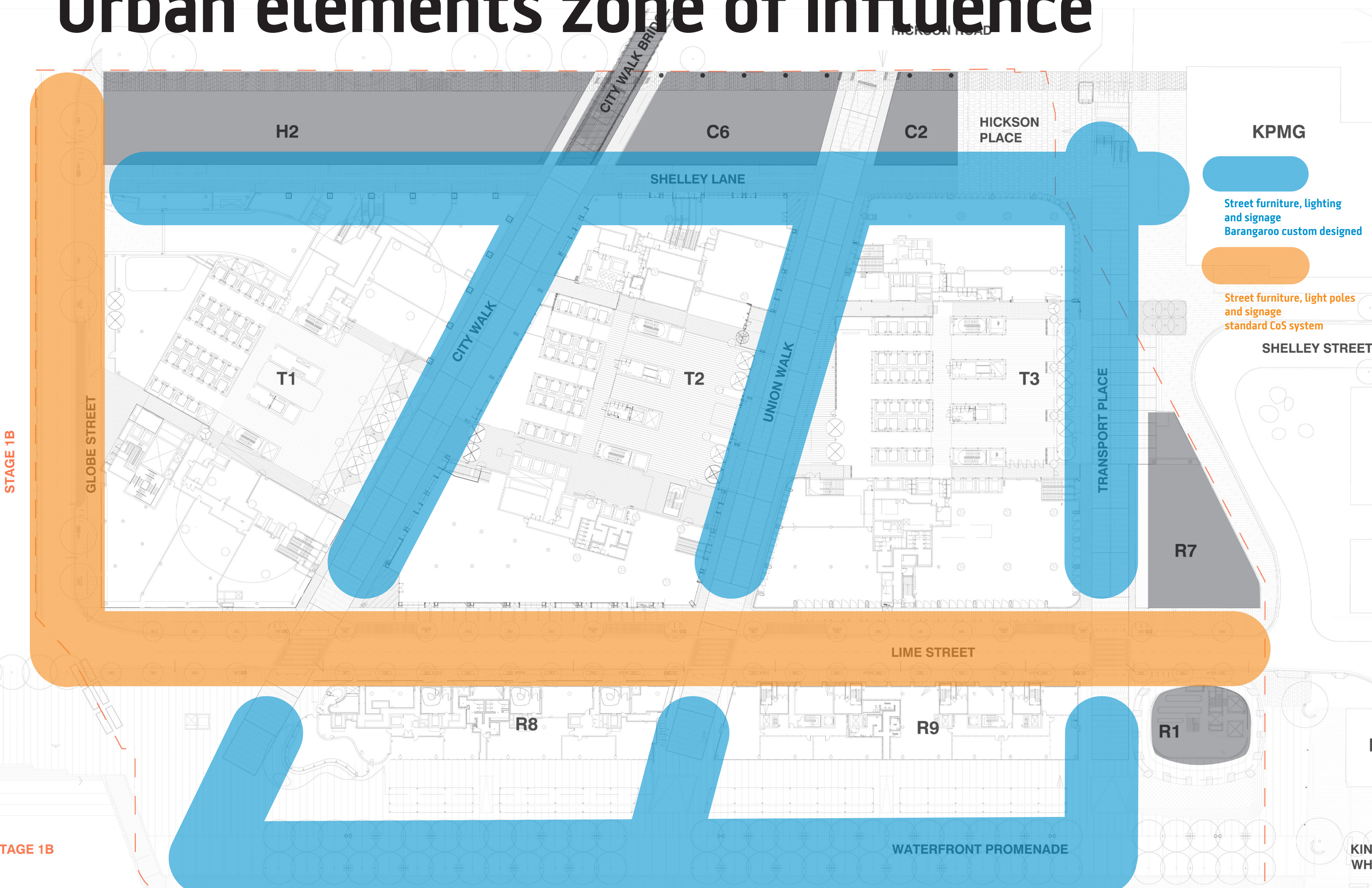


Analysis

Circulation Analysis



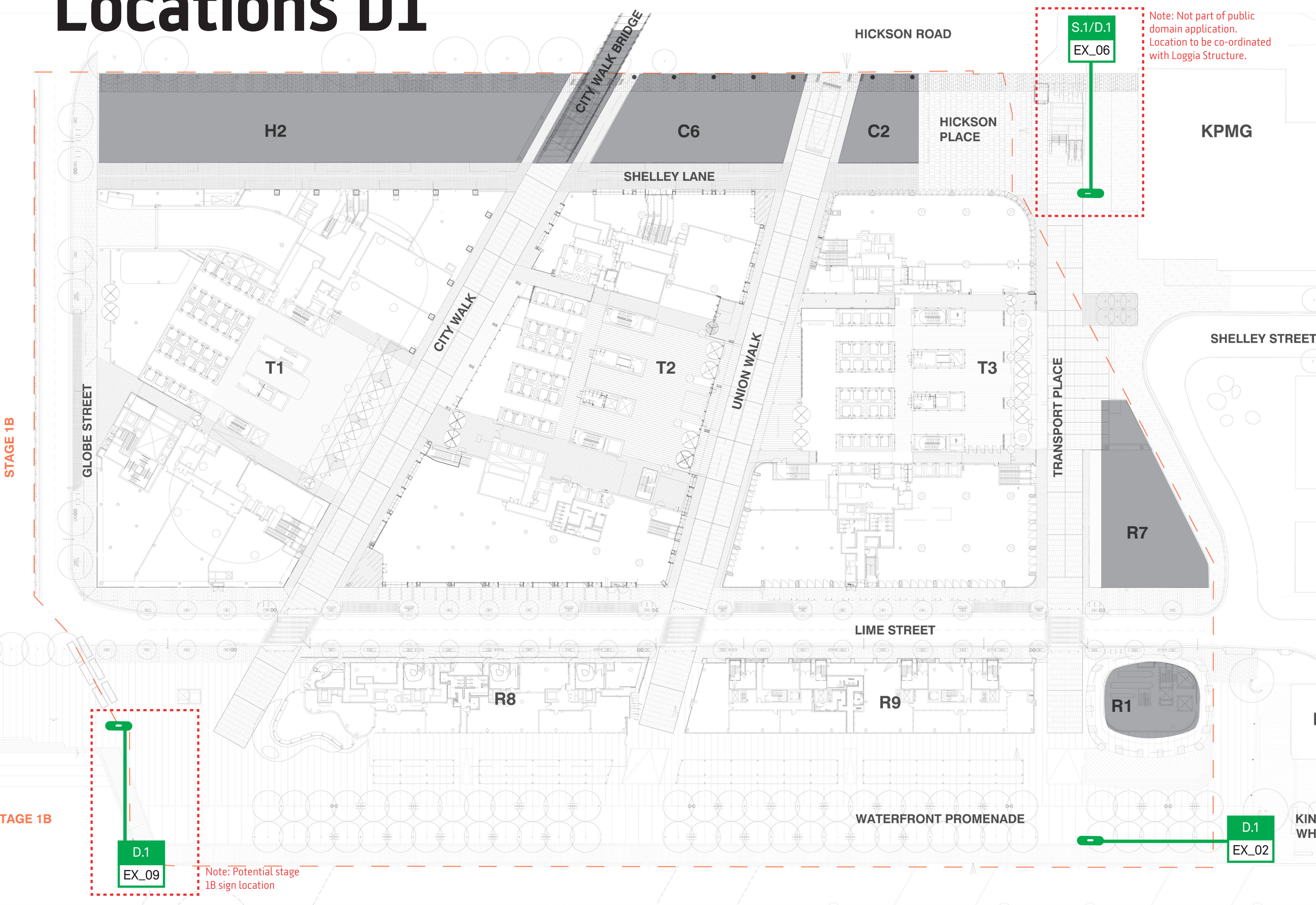
Urban elements zone of influence



Note:
Buildings and City
Walk bridge shown
in grey are not yet
approved

Locations

Locations D1



Note:
Buildings and City
Walk bridge shown
in grey are not yet
approved

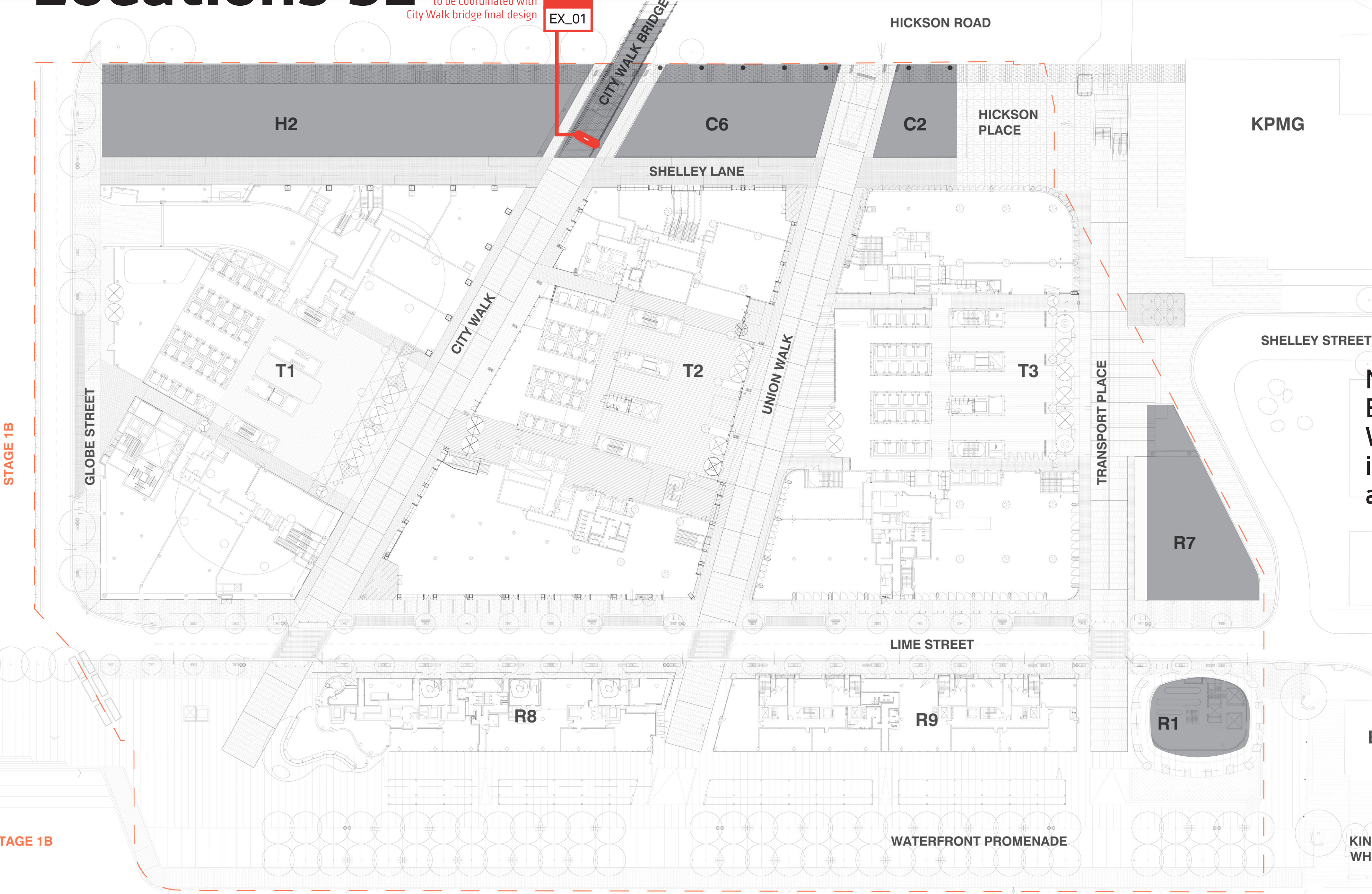
Locations S1

Note: S1 sign location
to be coordinated with
City Walk bridge final design

S.1
EX_01

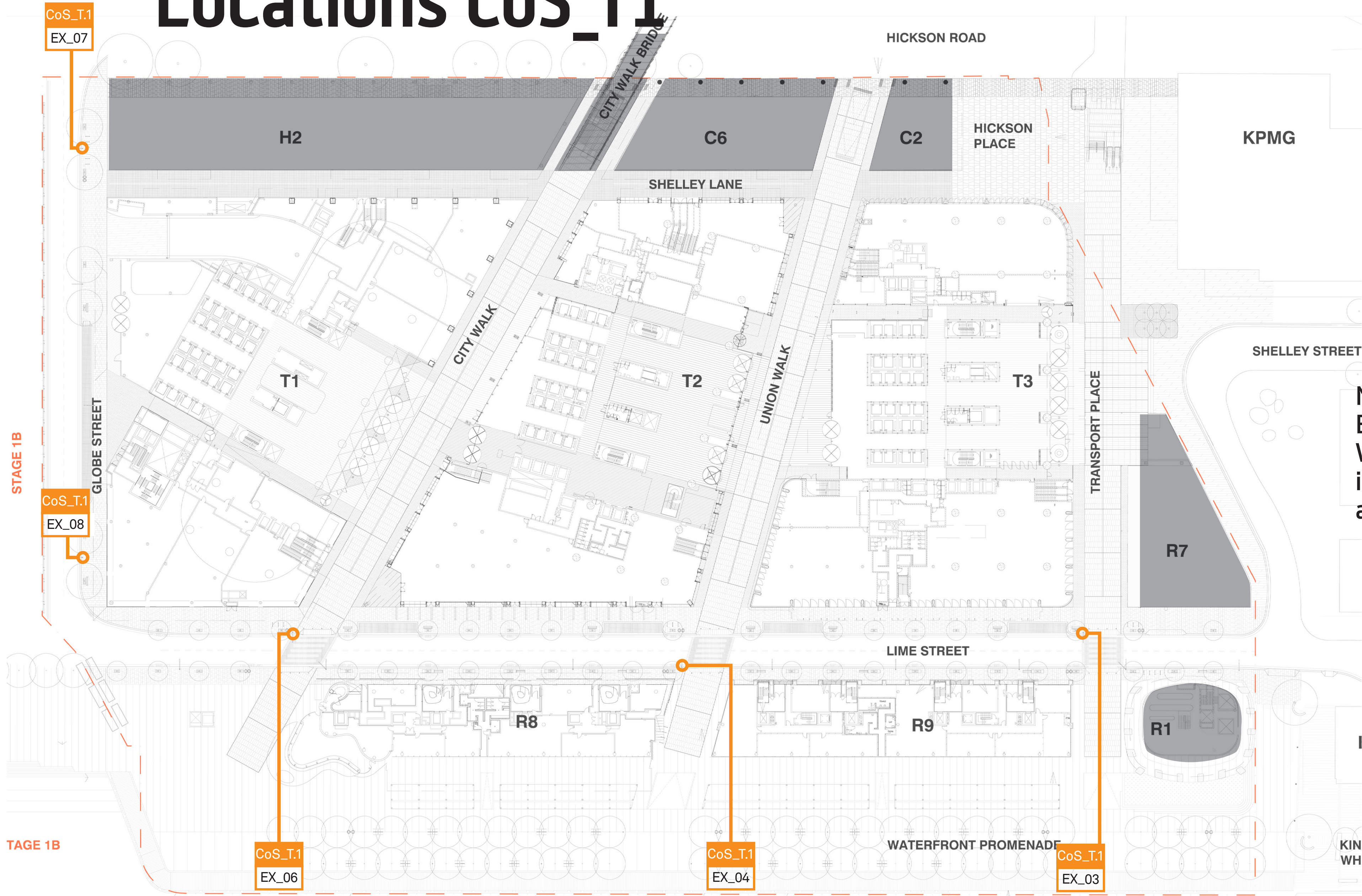
STAGE 1B

TAGE 1B



Note:
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Walk bridge shown
in grey are not yet
approved

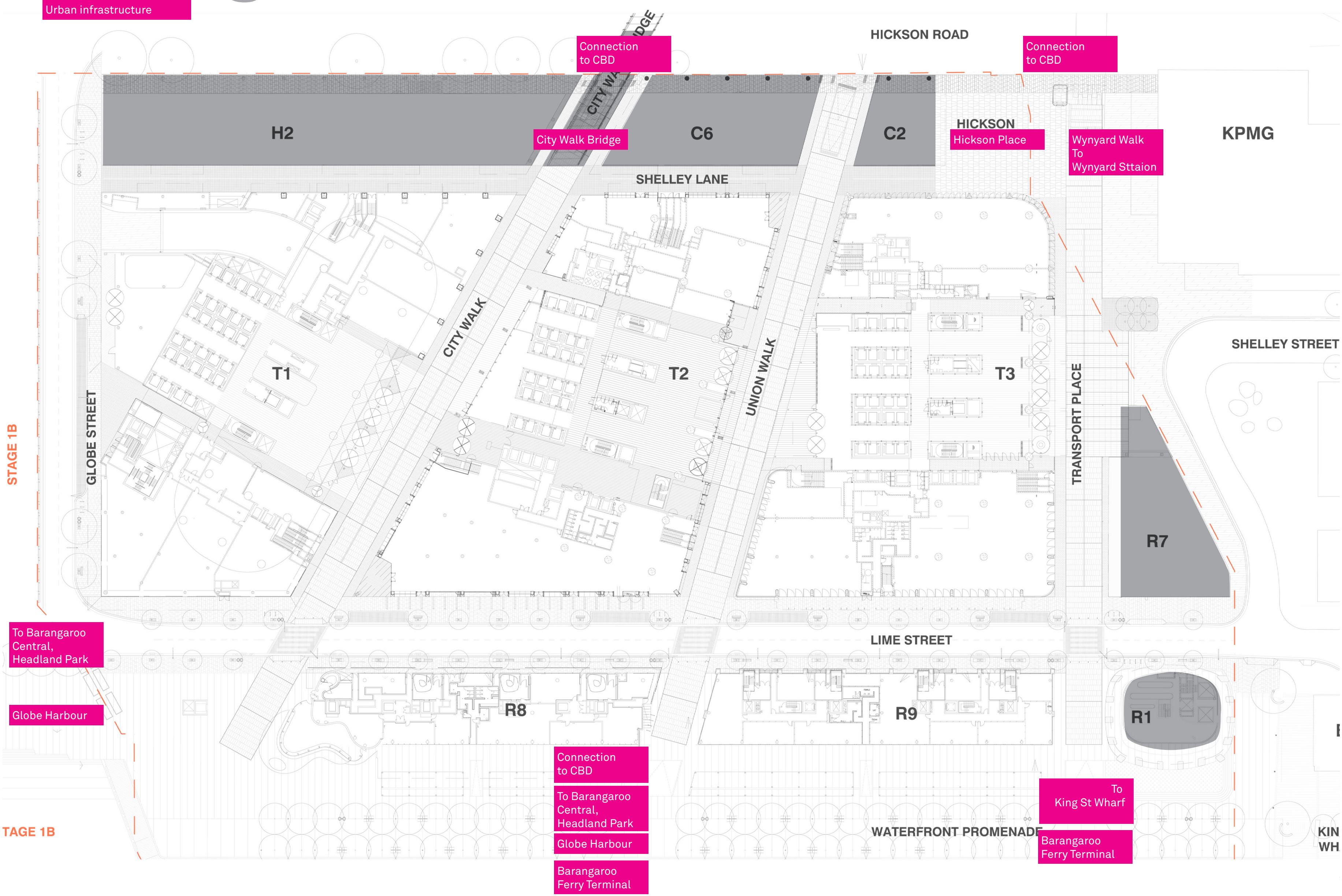
Locations CoS_T1



Note:
Buildings and City Walk bridge shown in grey are not yet approved

Messages

Messages Urban Infrastructure



Note:
Buildings and City Walk bridge shown in grey are not yet approved

Sign type S1 message example

Sign messages S1.EX_01

