diadem

60 Wallgrove Road
Eastern Creek

Mirvac

Wayfinding Strategy
Issue 03
MIR17342
28 May 2015

Site approach

Background and Purpose
Located at the corner of the M4 and M7 motorways and branded as "CALIBRE", 60 Wallgrove Road is a 22ha industrial development site with Concept Plan approval for development of warehouses, distribution centres and logistics facilities.

Diadem is engaged to prepare a signage strategy for the purpose of the SSD Application to be submitted to the Department of Planning in mid May 2015.

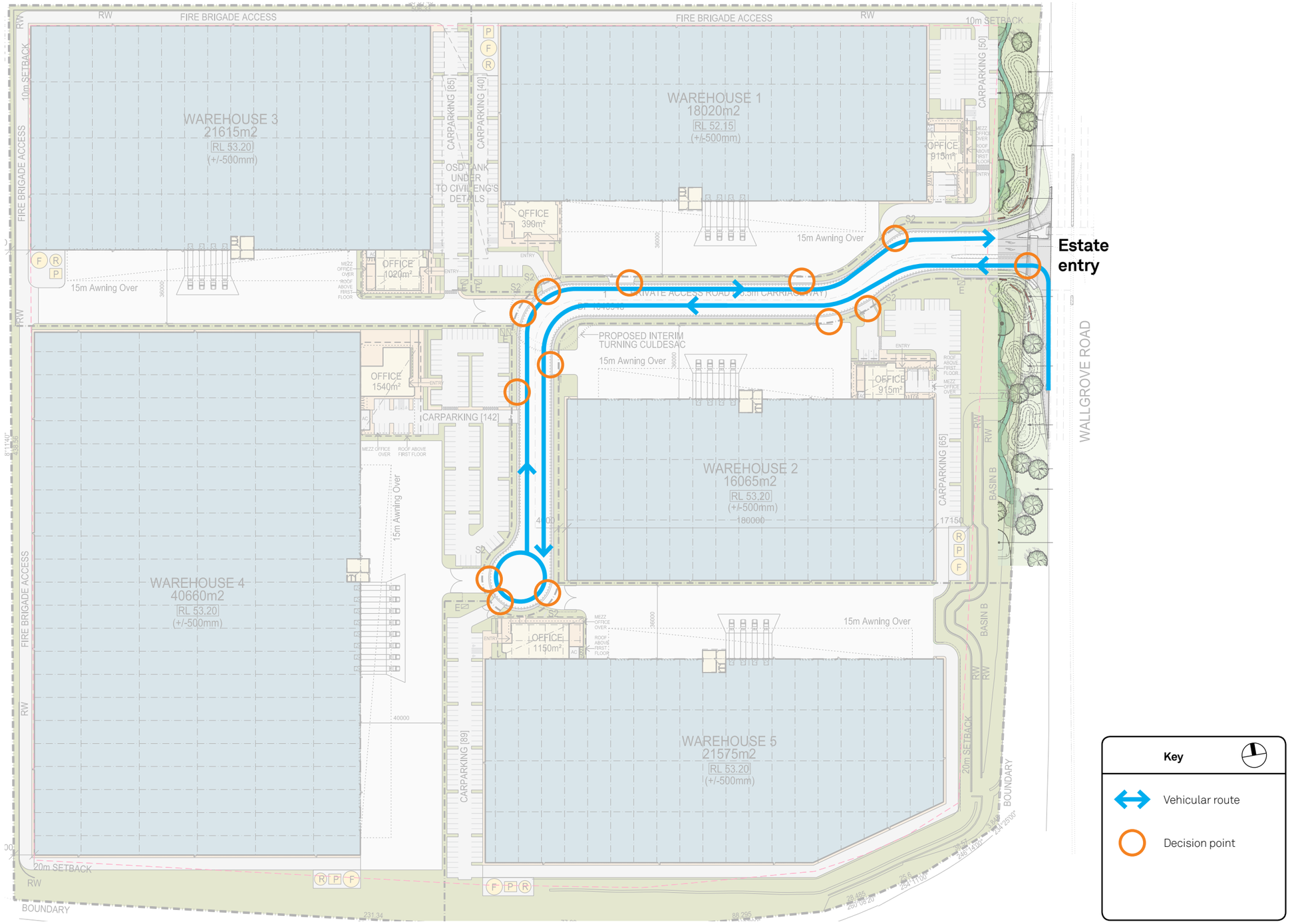
Site approach measures
If possible, it is recommended to include Calibre on road traffic signs at critical decision points to allow motorists enough warning to exit from M4 and M7.

Key

Vehicular route

Decision point

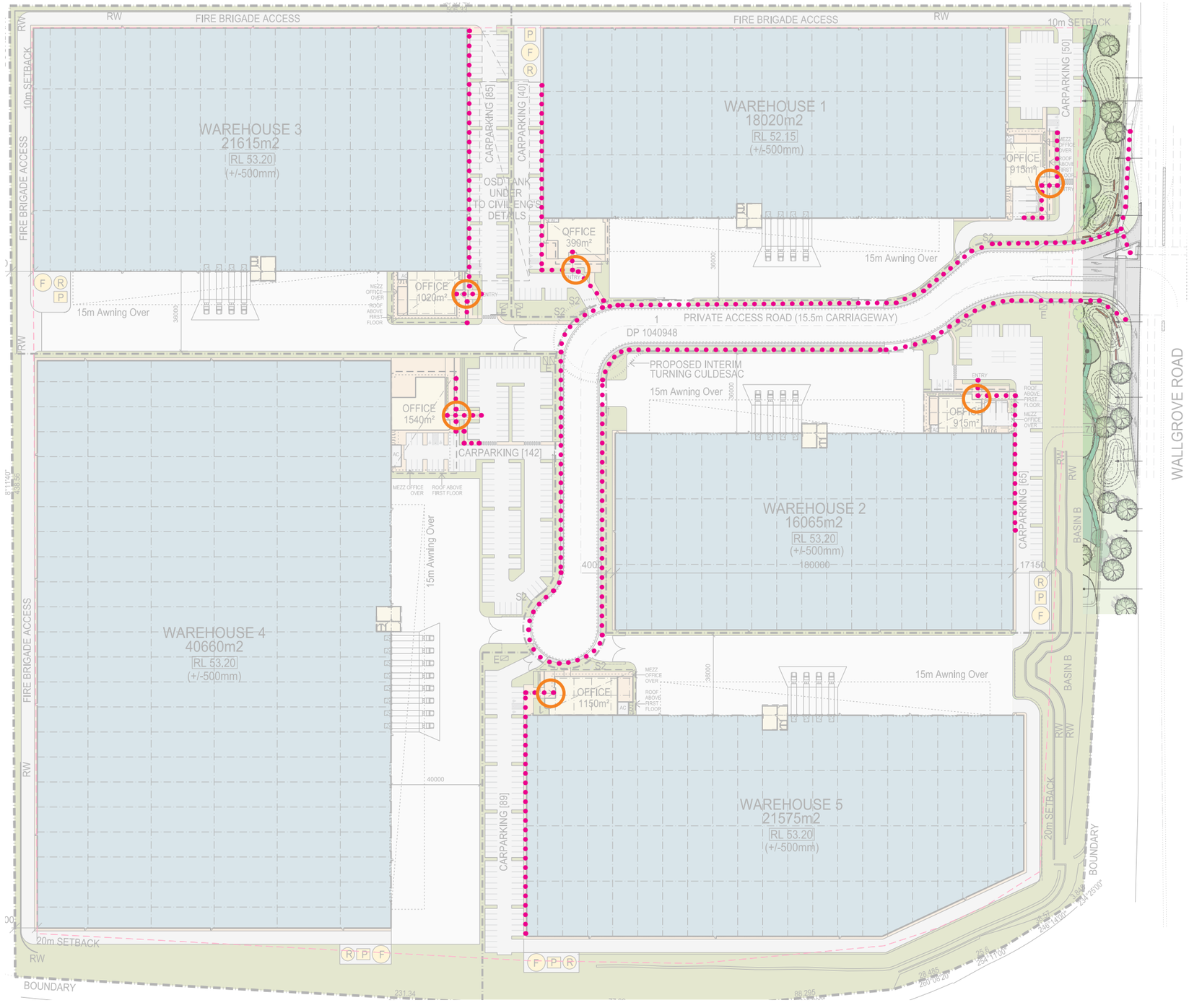
Vehicular journey



Key

- Vehicular route
- Decision point

Pedestrian journey



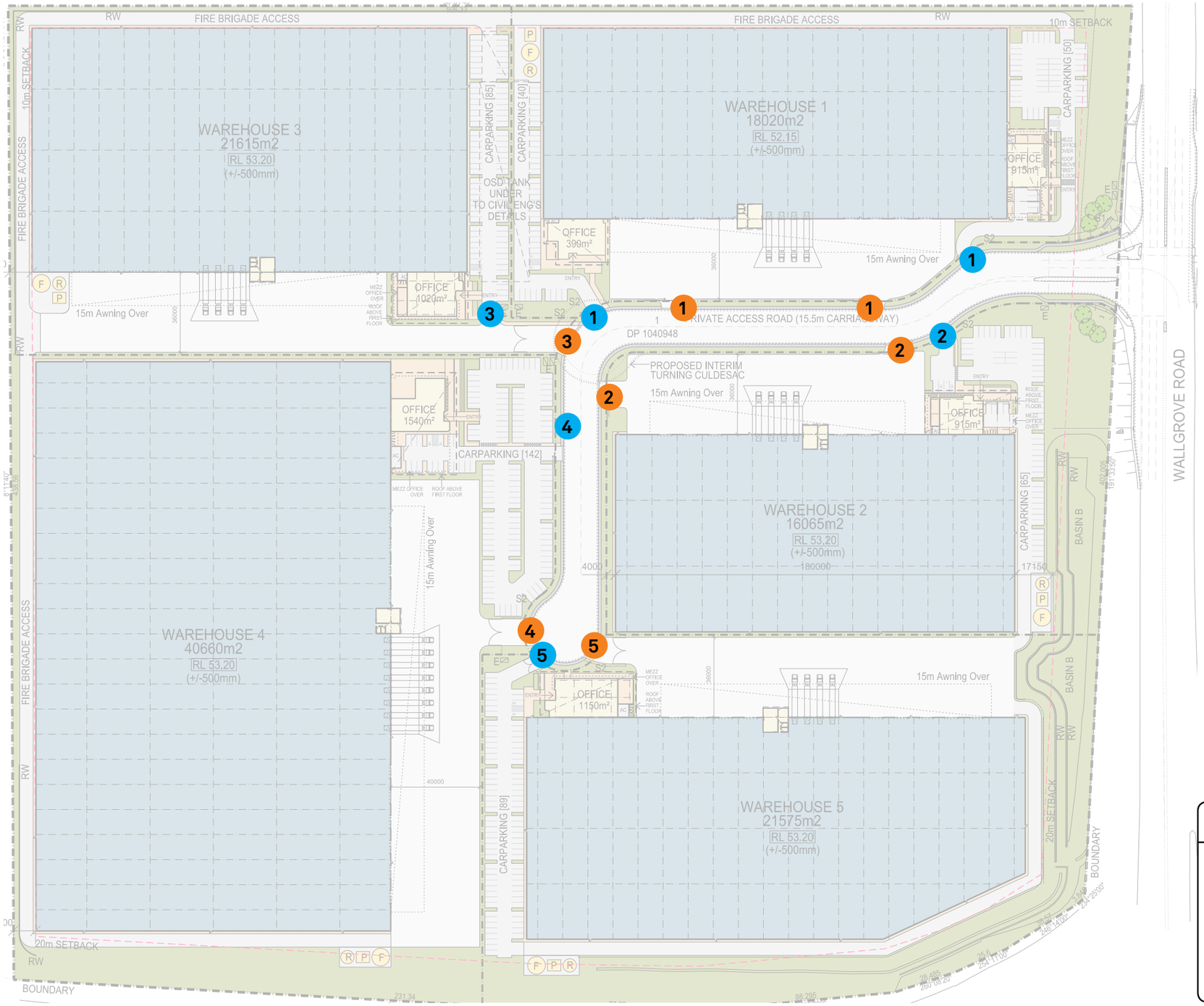
Key

- Pedestrian route
- Decision point

Entries

Recommendations

Renumber entries to the order of approach along the path of travel.



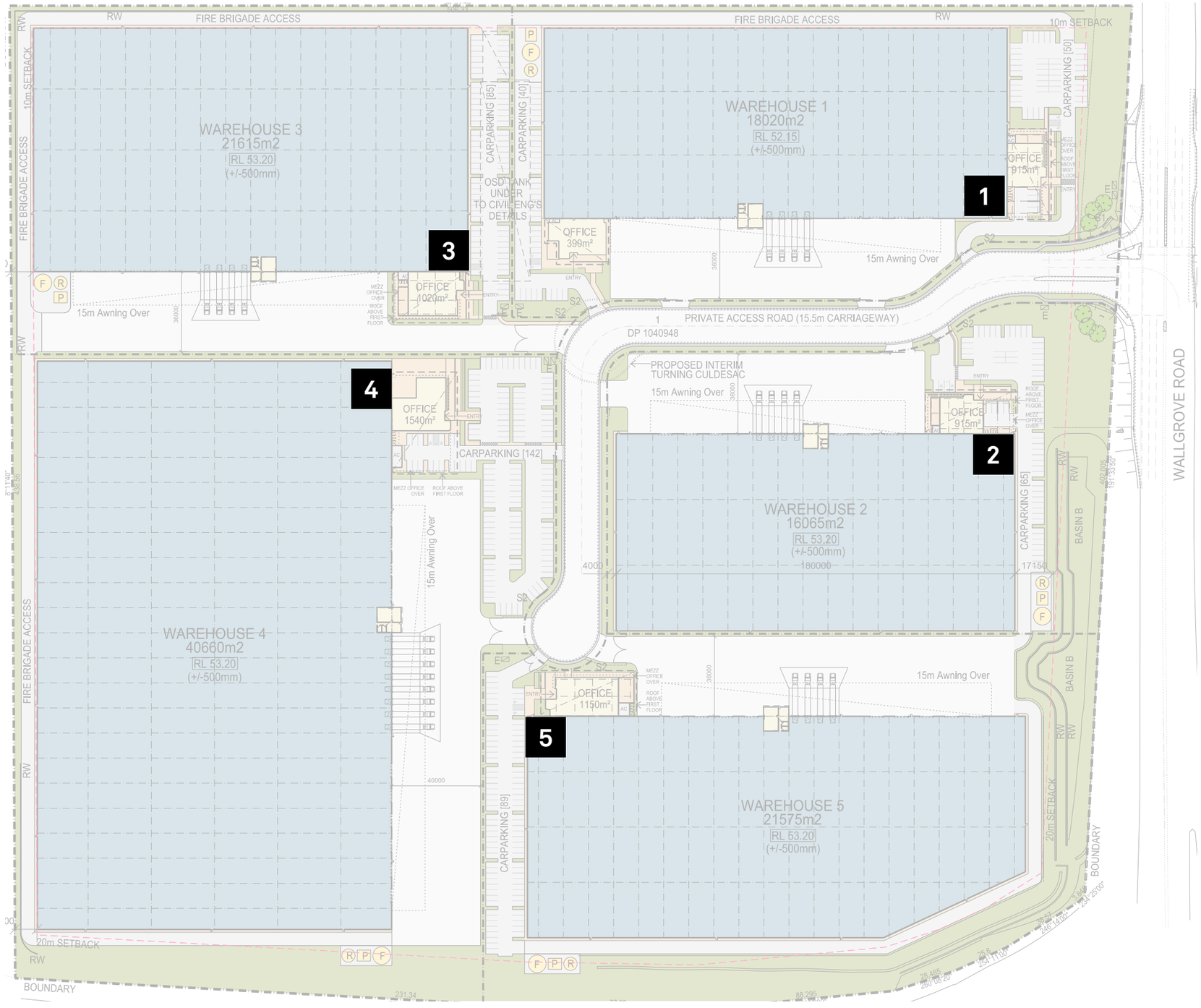
Key

- Loading dock entry
- Car park entry
- 3 — Entry number

Building identification

Recommendations

Align building numbers with proposed numbered entries.



Information hierarchy

Estate name	Calibre
Street address	60 Wallgrove Road, Eastern Creek, NSW
Tenant Name	e.g. Linfox
Building Identification	5
Entry	5

Addressing example:

Linfox
Calibre Industrial Estate

60 Wallgrove Road
Eastern Creek, NSW

via
Entry 5

Branding:

CALIBRE

INDUSTRY · by mirvac

Viewing distance

High level sign

To assist in the design of high level signage, the required letter size or viewing distance can be assessed from the following formula:

H = D / 500
D = 500 x H

Where H = Letter height in mm
D = Viewing distance in mm

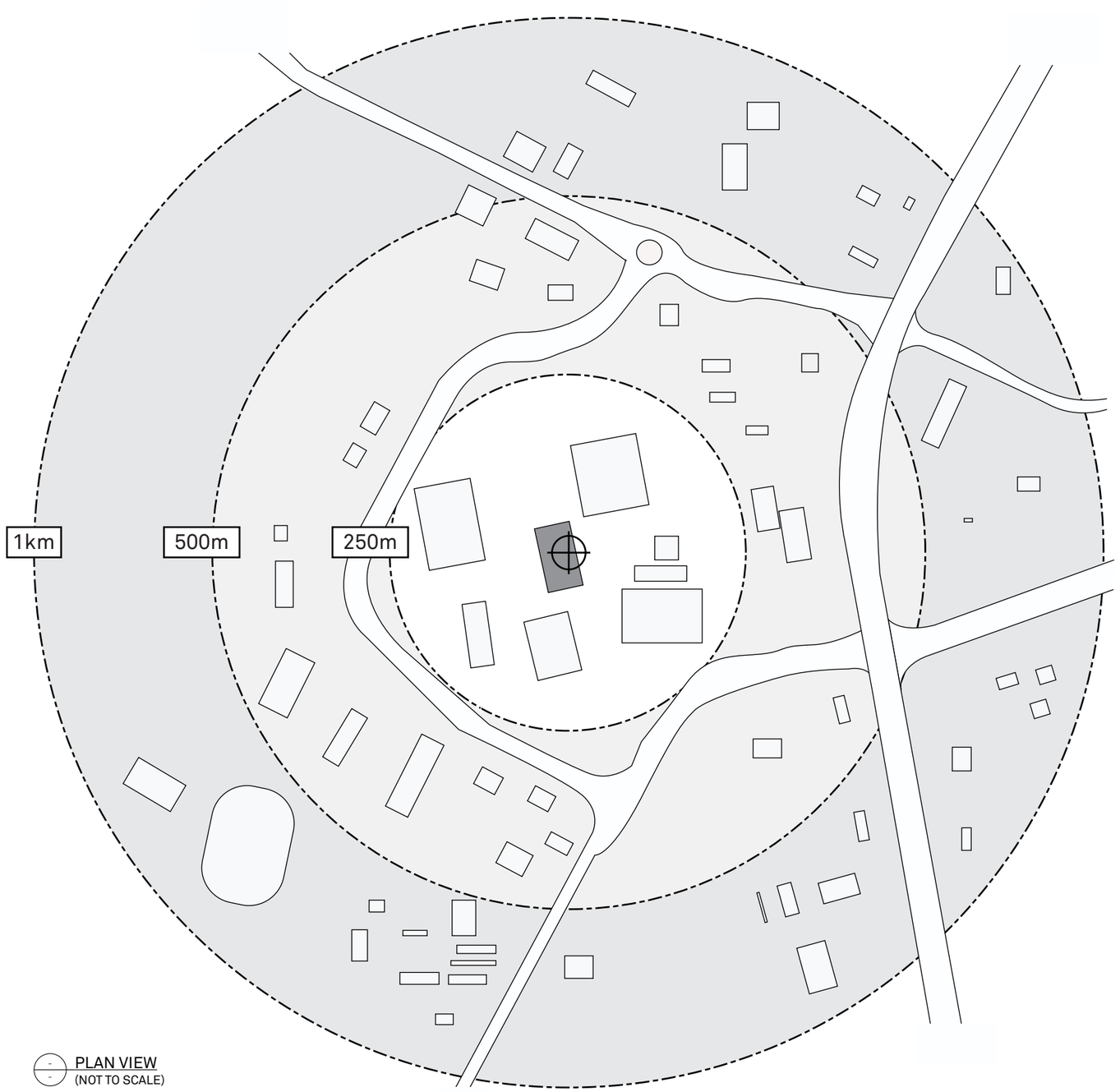
Note:
The distance relates to the horizontal viewing distance from the sign, not the distance to the sign from the ground level. Distances do not account for objects in the built in environment that obscure the sign.

Application example:

If Letter height H = 120mm

D = 500 x 120 = 60000mm = 60m

Viewing distance is 60m.



PLAN VIEW
(NOT TO SCALE)

Viewing distance

Vehicular

Letter Height Selection

Depending on the messaging content, the following can be used to determine optimum letter height and in turn signage size.

As a check on the adequacy of a standard sign, the required letter size can be assessed from the following formula:

H = 0.14NV + 11.4S

Where H = Letter height in mm (initial capital height for lower case letters)
N = Number of words on the sign
V = Approach speed in km/h
S = Lateral offset of centre of sign from driver's path (m)

Note: For signs in urban areas, increase H by 25% (conspicuity adjustment).

This calculation will ensure that the driver has adequate time to read the sign before it is passed. It is not always essential that all words on the sign be of the required size, but at least the first line or the most important words should meet the requirements, with other words appropriately smaller.

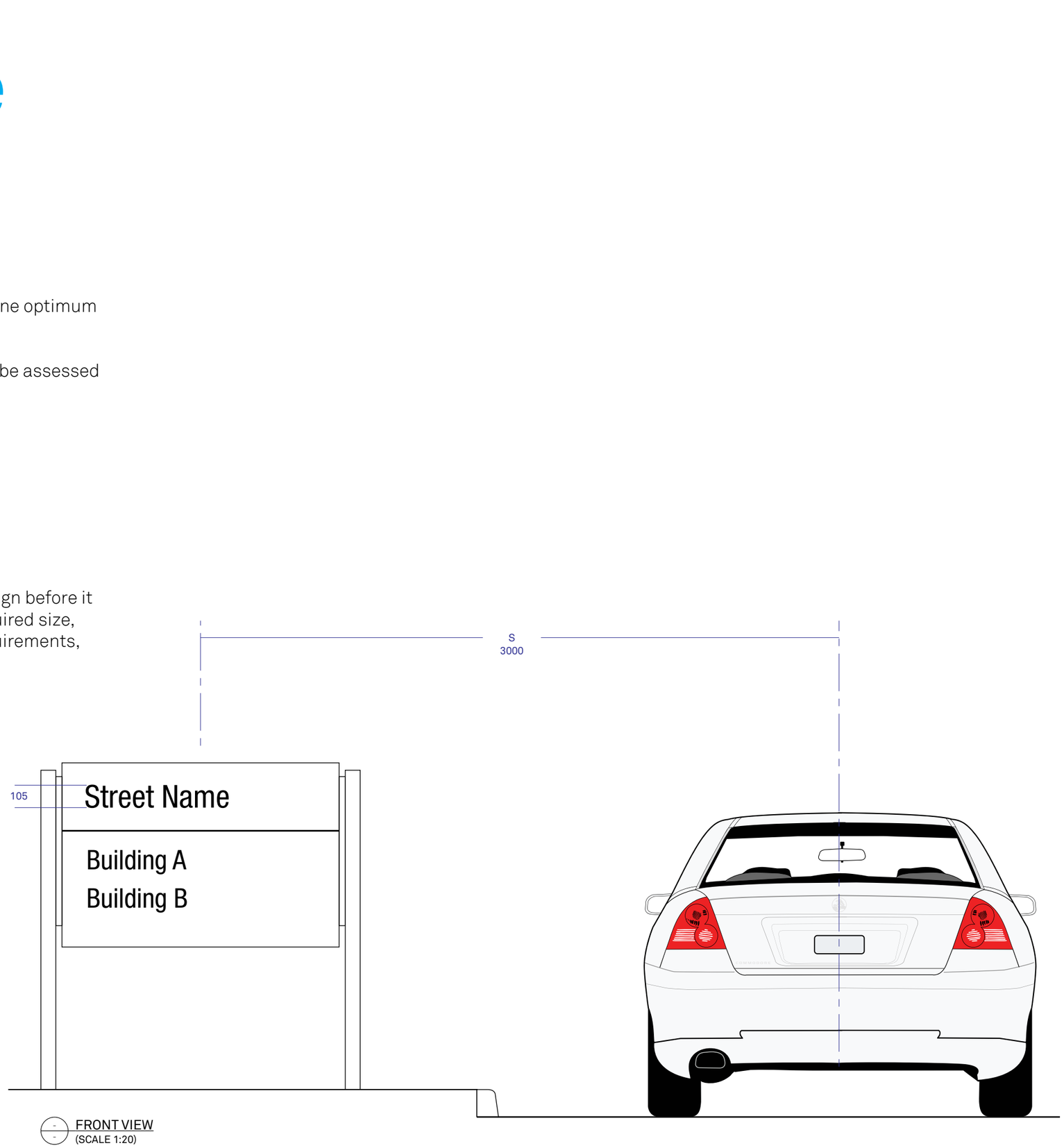
Source: VicRoads Traffic Engineering Manual 2014

Application example:

N = 6 words
V = 60 km/h
S = 3 m

Therefore, letter height in urban environment

H x 125% = [0.14(6)(60) + 11.4(3)] x 1.25
= 105mm (nominal)

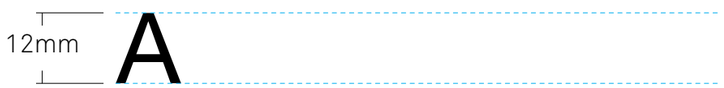


Viewing distance

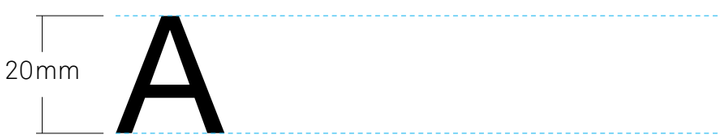
Pedestrian

Required viewing distance	Minimum letter height
2 metres	6 millimetres
4 metres	12 millimetres
6 metres	20 millimetres
8 metres	25 millimetres
12 metres	40 millimetres
15 metres	50 millimetres
25 metres	80 millimetres
35 metres	100 millimetres
40 metres	130 millimetres
50 metres	150 millimetres

Source: Australian Standards AS 1428.2



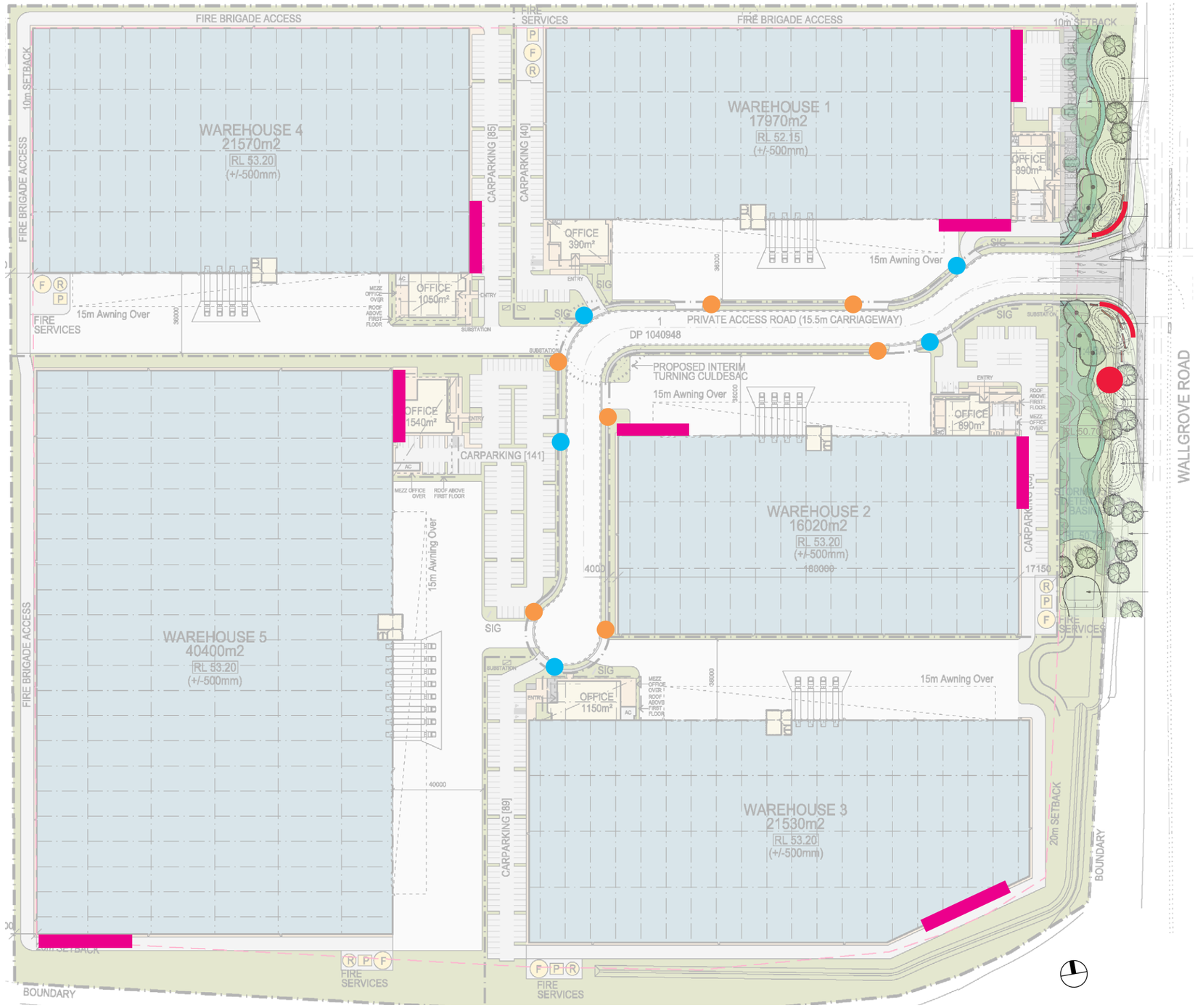
Minimum letter height for 4 metre viewing distance



Minimum letter height for 6 metre viewing distance

Minimum letter height for 12 metre viewing distance

Schematic sign locations



Entry statement
Refer to Front Entry Statement design intent drawings.

Estate identification
Identifies Calibre Industry by Mirvac.

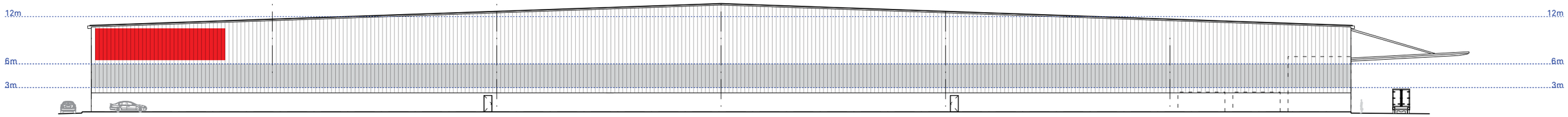
Loading dock entry
e.g. Gate 5

Parking entry identification
Identifies entry to visitors' parking.

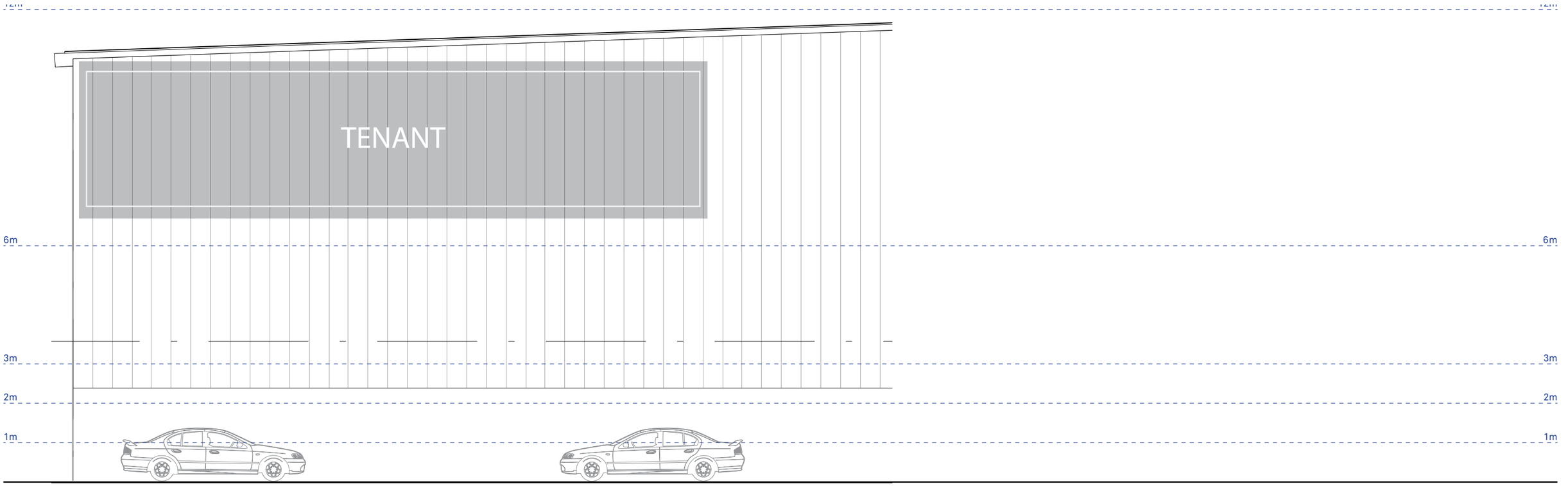
High level tenant branding
Tenant advertising.
Forms part of tenant leasing agreement.

NOTE:
Final loading dock entry and parking entry identification to be confirmed based on optimum visibility on site.

Schematic signage suite



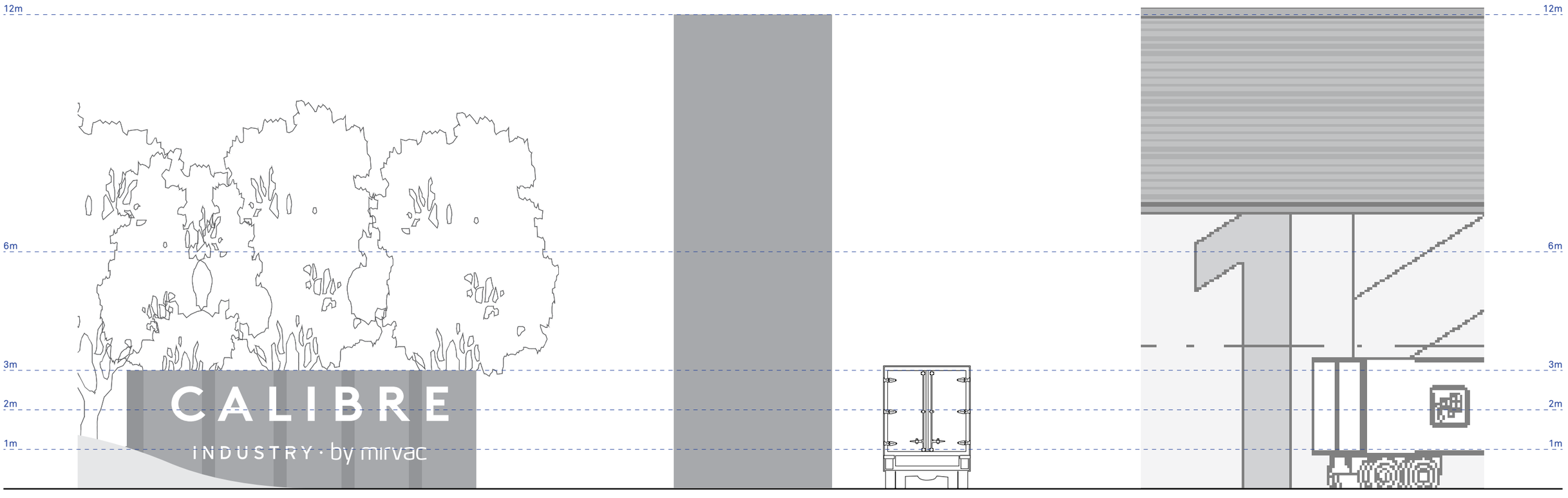
INDICATIVE ELEVATION
(SCALE 1:500)



HIGH LEVEL TENANT SIGN
Tenant logo at high level.
Illuminated and non-illuminated tenant signage proposed to warehouse facade area.
Signage to occupy no more than 5% of facade area.

Serves as advertising targeting motorway traffic.
Part of tenant leasing agreement.

Schematic signage suite

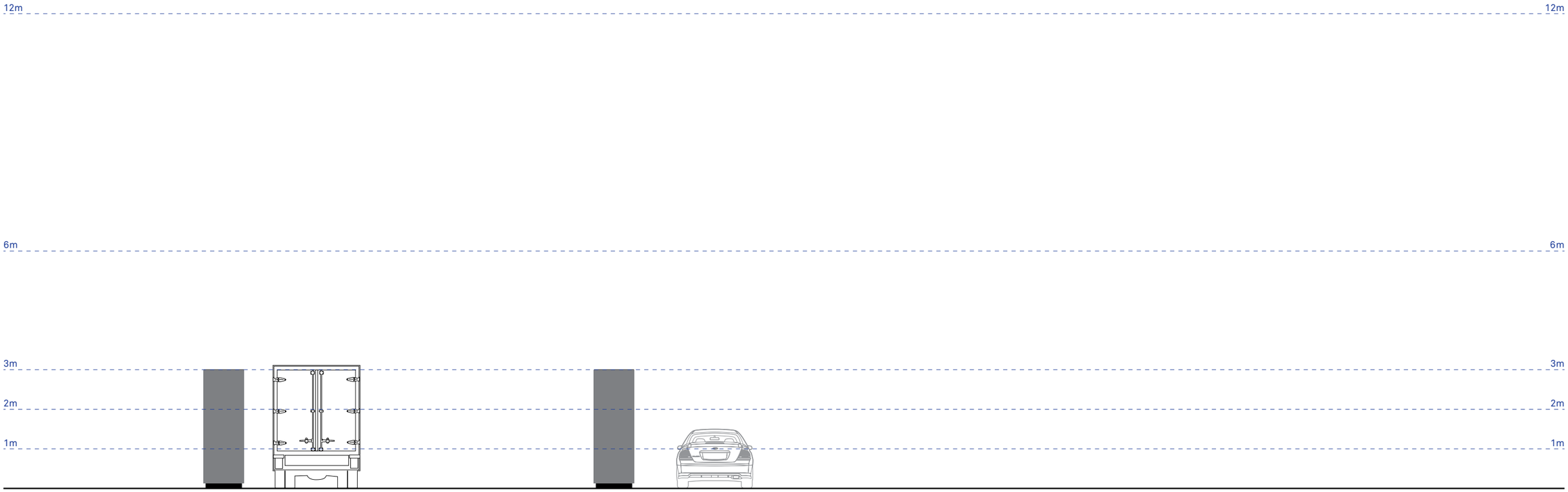


ENTRY STATEMENT
Low level entry statement into industrial estate.
Refer to front entry statement design intent drawings.

ENTRY PYLON
Identifies entry into Calibre industrial estate.
External illumination.

BUILDING IDENTIFICATION STREET LEVEL
Identifies building number at street level.

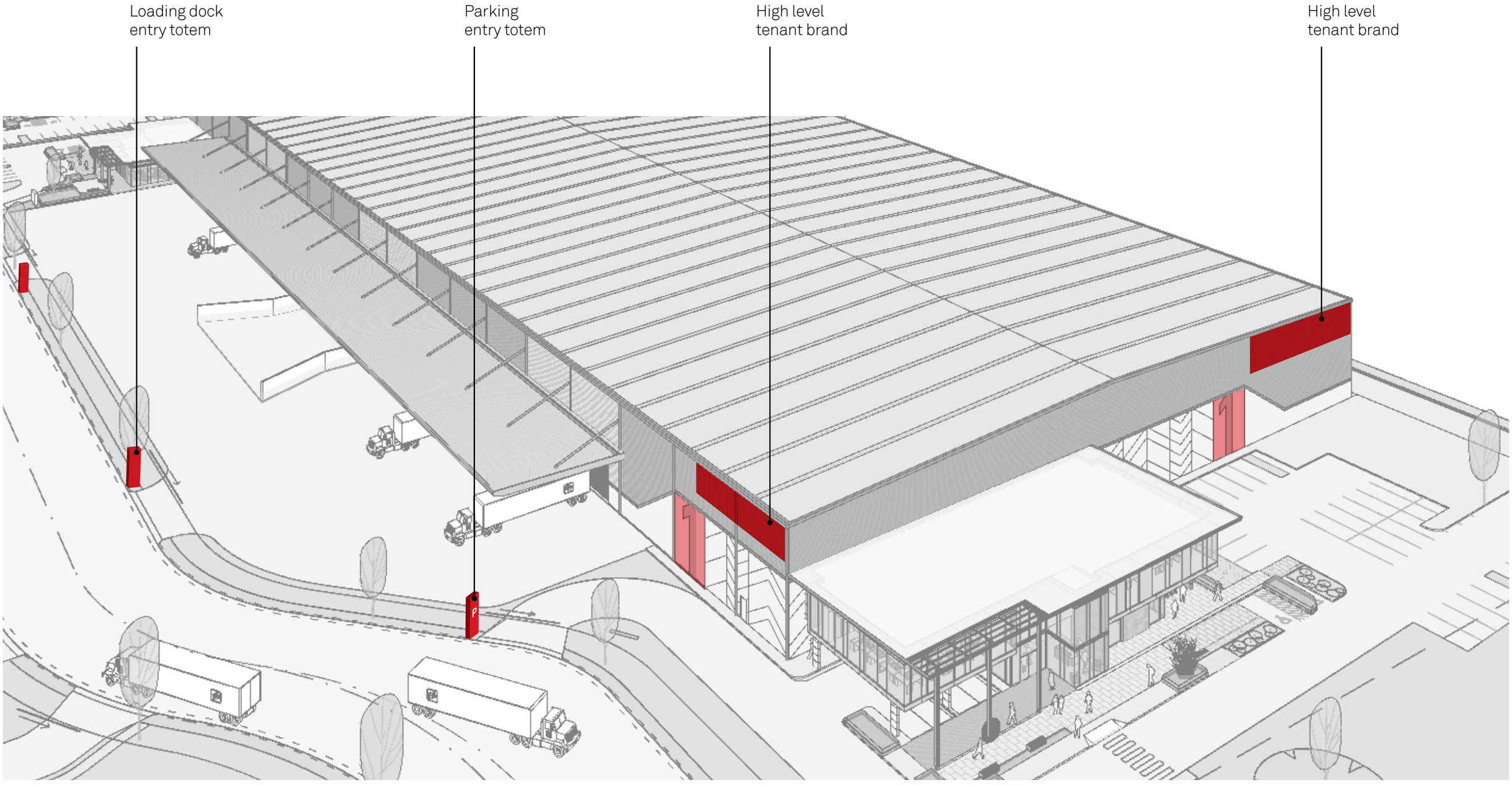
Schematic signage suite



LOADING DOCK ENTRY TOTEM
Identifies loading dock facility and tenant name.

PARKING ENTRY TOTEM
Identifies visitors' parking facility for tenant.

Schematic application



Thank you

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