

THERE™

BARANGAROO SOUTH STAGE 1B PUBLIC DOMAIN WAYFINDING STRATEGY

Proprietary and confidential information ©THERE Design Pty Ltd 2016

CLIENT	LEND LEASE
PROJECT	LLP4050_BARANGAROO STAGE 1B WAYFINDING STRATEGY
DATE	NOVEMBER 2016

INTRODUCTION

3

– Barangaroo South Stage 1B Wayfinding Strategy

– Current Barangaroo Signage Systems

STAGE 1B MASTERPLAN

9

– Vehicular Circulation

– Pedestrian Circulation

– Proposed Signage Hierarchy

– Proposed Signage Locations

– Proposed Message Schedule

BARANGAROO SOUTH **OUR AIM IS TO IMPLEMENT** **A UNIFIED, HOLISTIC AND** **STRONGLY IDENTIFIABLE** **WAYFINDING SYSTEM** **PRECINCT WIDE.**

Taking insights and existing signage suites from the Barangaroo South Precinct Wayfinding Strategy, this document presents key strategic recommendations for the implementation of signage within Barangaroo South Stage 1B public domain.

With upwards of 33,000+ accessing the site daily, (12 million per year), and with multiple users such as commercial tenants, residents, site workers and trades, delivery, couriers, removalists, waste collection, visitors and tourists etc, the communication across Barangaroo South's public domain needs to be cohesive, expressive and purposeful for each of these different user requirements.

The aim of this wayfinding strategy is to draw together the existing signage systems implemented in Stage 1A and Barangaroo Reserve and propose a cohesive and logical extension of wayfinding throughout Stage 1B.

This strategy is aimed at supporting vehicular, cyclist and pedestrian's communication in navigating to and from Barangaroo's many destinations and facilities - whilst providing an infrastructure to support any known future developments outside of Stage 1B's boundary, such as the Ferry Wharf on Wulugul Walk or the Metro at Barangaroo Central.

- This strategy has reviewed each of the existing signage systems to ensure the creation of:
- Simple, effective and intuitive wayfinding across all signage opportunities to meet operational requirements.
 - Clear hierarchy and relationships between signage elements and journeys.
 - Engaging and worthwhile experiences aligned with the values of the development.
 - To continue to exceed international best practice.
 - Create a precinct that is diverse, culturally significant and has international standing through the excellence of signage and wayfinding design elements that come into play with the architecture, urban and landscape design.
 - To seamlessly integrate with the public realm and to promote the core principle of respecting views, movement and use in each of the public spaces with Barangaroo South 1B.

UPWARDS
OF 33,000+
ACCESSING
THE SITE
DAILY,
12 MILLION
PER YEAR
WE NEED
GOOD
SIGNAGE

INTRODUCTION
CURRENT BARANGAROO SIGNAGE SYSTEM



CURRENT SIGNAGE SYSTEM APPLICATION
This diagram illustrates the broad application of the 2 primary suites currently implemented within Barangaroo.

The **Barangaroo Delivery Authority (BDA)** signage system is used solely in the Headland Park precinct, to the north of the site.

The **City of Sydney (CoS)** *Legible Sydney* signage system is used within the public domain spaces of Barangaroo South, Stage 1A.



CURRENT EXTENT OF
BARANGAROO
RESERVE/BDA
SIGNAGE SYSTEM

BARANGAROO
SOUTH BOUNDARY

STAGE 1B
DA BOUNDARY

CURRENT
EXTENT OF CoS
SIGNAGE SYSTEM

**PROPOSED SYSTEM
EXTENSION**

As the Barangaroo precinct is further developed, it is proposed that the CoS system is retained for the major thoroughfare of Barangaroo Avenue.

The BDA system would be extended along the foreshore walk to provide a cohesive wayfinding journey along Wulugul Walk. Signs would also be implemented in the parkland spaces of Stage 1B, to echo Headland Park.



W1

FREESTANDING PYLON CITY OF SYDNEY LEGIBLE SYDNEY

The W1 Pylon is currently used at arrival points near transport hubs, decision points and major destinations. It provides a map with information covering a wide area, and features a walking circle to nearby attractions and other destinations.

The map positions the sign location within the wider city context - as such its current use within within the Barangaroo site is at the threshold between the city and Barangaroo precinct.



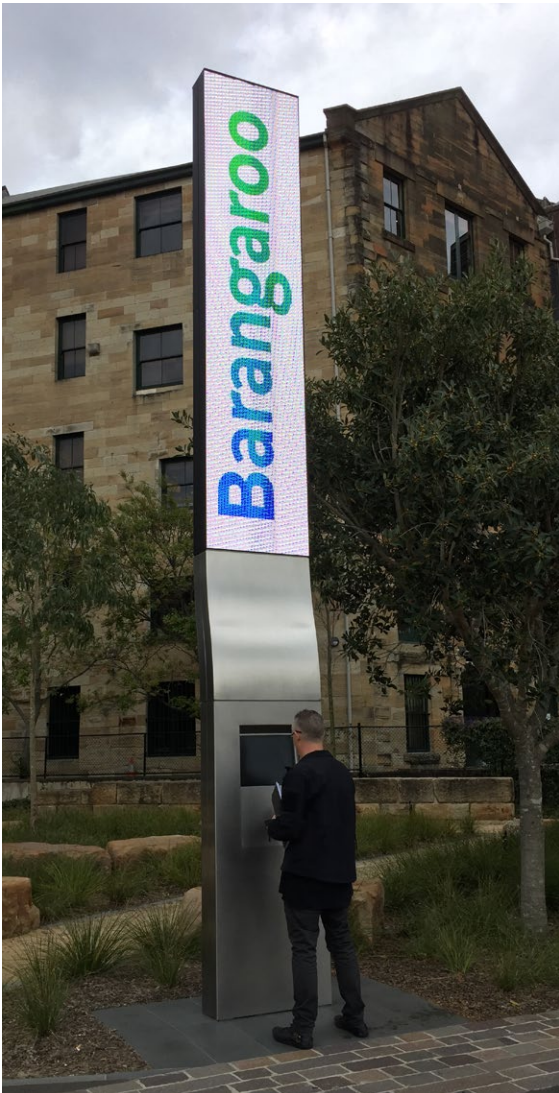
W4

FLAG SIGN ON LIGHT POLES CITY OF SYDNEY LEGIBLE SYDNEY

The W4 flag signs are currently fixed to smart poles and common poles. They reassure routes with place reference and directions similar to the information on a pylon sign.

The flagsigns are posted as a secondary signtype to pylons and where pylons are not suitable.

The W4 flag sign should be implemented on circulation routes in Stage 1B applying the principles established in its use in Stage 1A in order to create a holistic and connected journey.



D1

DIGITAL NODE BDA SIGNAGE

A 5.7m tall pylon sign, with interactive touch-screen kiosk for wayfinding information, plus a high-level digital screen for changeable content, event mode communications etc.



S1

PYLON BDA SIGNAGE

A 2.7m tall pylon sign, with static directional information. Dependent on location, can be used either as a primary **information** pylon with Welcome message and precinct map, or as a primary **directional** pylon with wayfinding information to key destinations and amenities.



S1

PYLON BDA SIGNAGE

A 2.7m tall pylon sign, with static directional information. Dependent on location, can be used either as a primary **information** pylon with Welcome message or as a primary **directional** pylon with wayfinding information to key destinations and amenities.



S2

LOW-RISE PYLON BDA SIGNAGE

Smaller-scale secondary totem, with directional information to key destinations and amenities. Placed at secondary circulation/decision points.



S3

REG. PICTOGRAMS BDA SIGNAGE

Regulatory information post, posted at intervals within parkland along main circulation paths.

BARANGAROO SOUTH STAGE 1B SIGNAGE MASTERPLAN

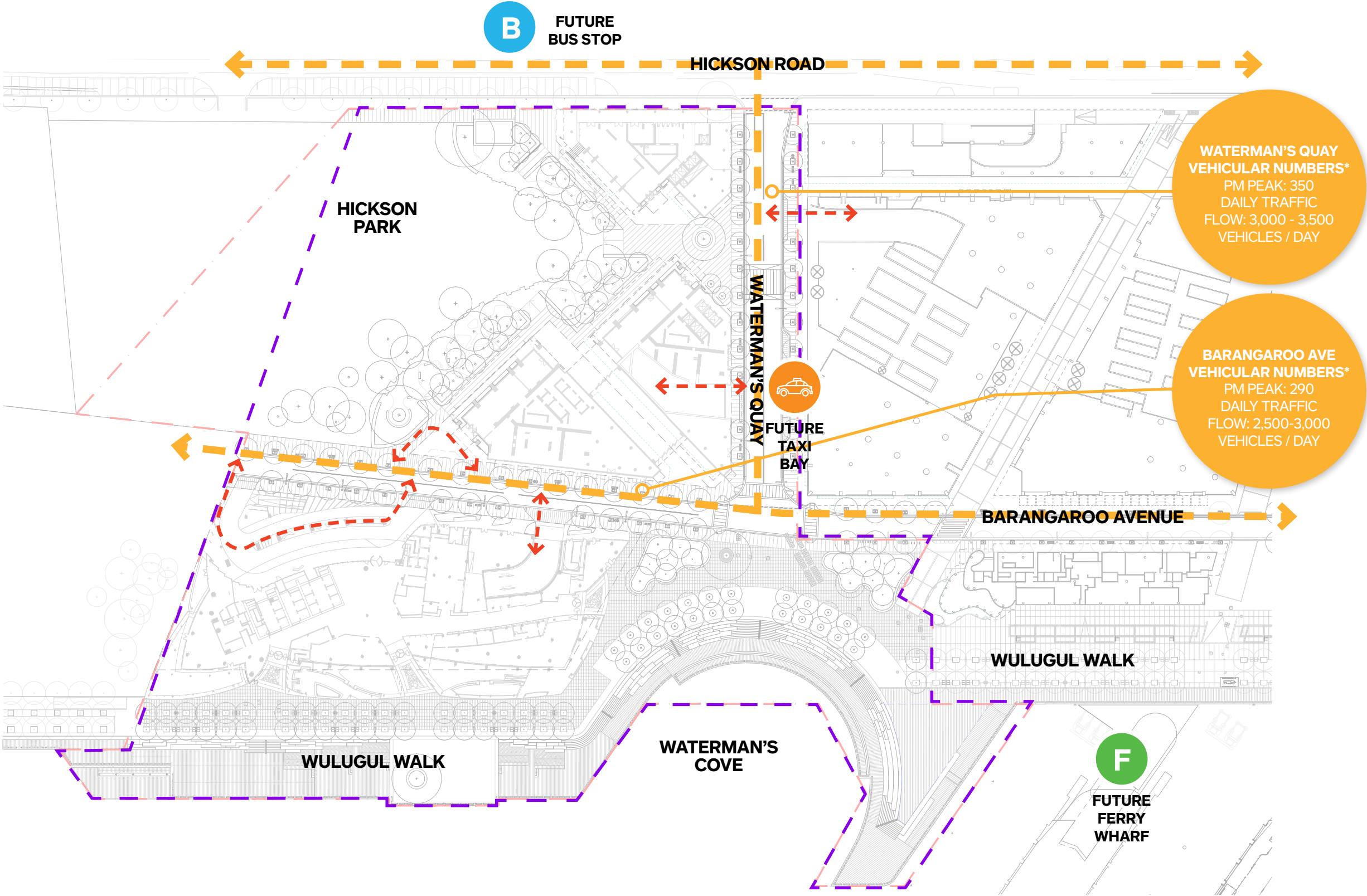
The development of the wayfinding masterplan involved a contextual review of the architecture and landscape in the Stage 1B public domain, identifying pedestrian and vehicular circulation routes, key decision making and orientation points, sight lines, as well as user journeys, pedestrian flows and information requirements.

Following this analysis, a hierarchical signage overlay was masterplanned, selected from the established signage suites. Where signage systems interact, we have recommended providing a recognisable wayfinding system that supports a logical and identifiable journey within and through the precinct.

The wayfinding strategy is also cognisant of the journey from Barangaroo Reserve to Barangaroo South and vice versa and that the precinct is still not yet fully developed.

We also recommend that in the future development of Barangaroo Central, the wayfinding system in this precinct implements the approaches developed in the Barangaroo South Stage 1A and 1B Wayfinding Strategies.

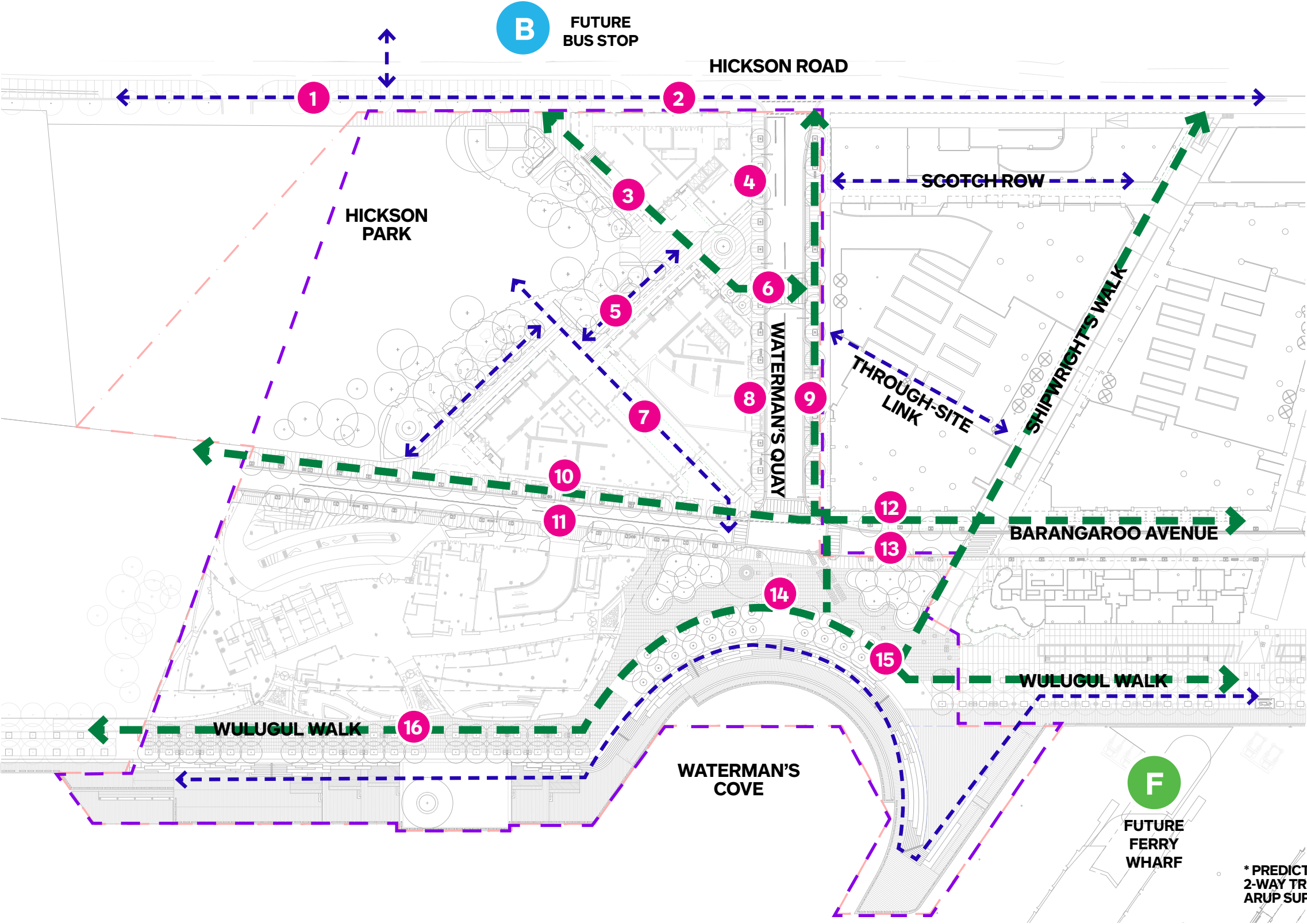
STAGE 1B MASTERPLAN
VEHICULAR CIRCULATION

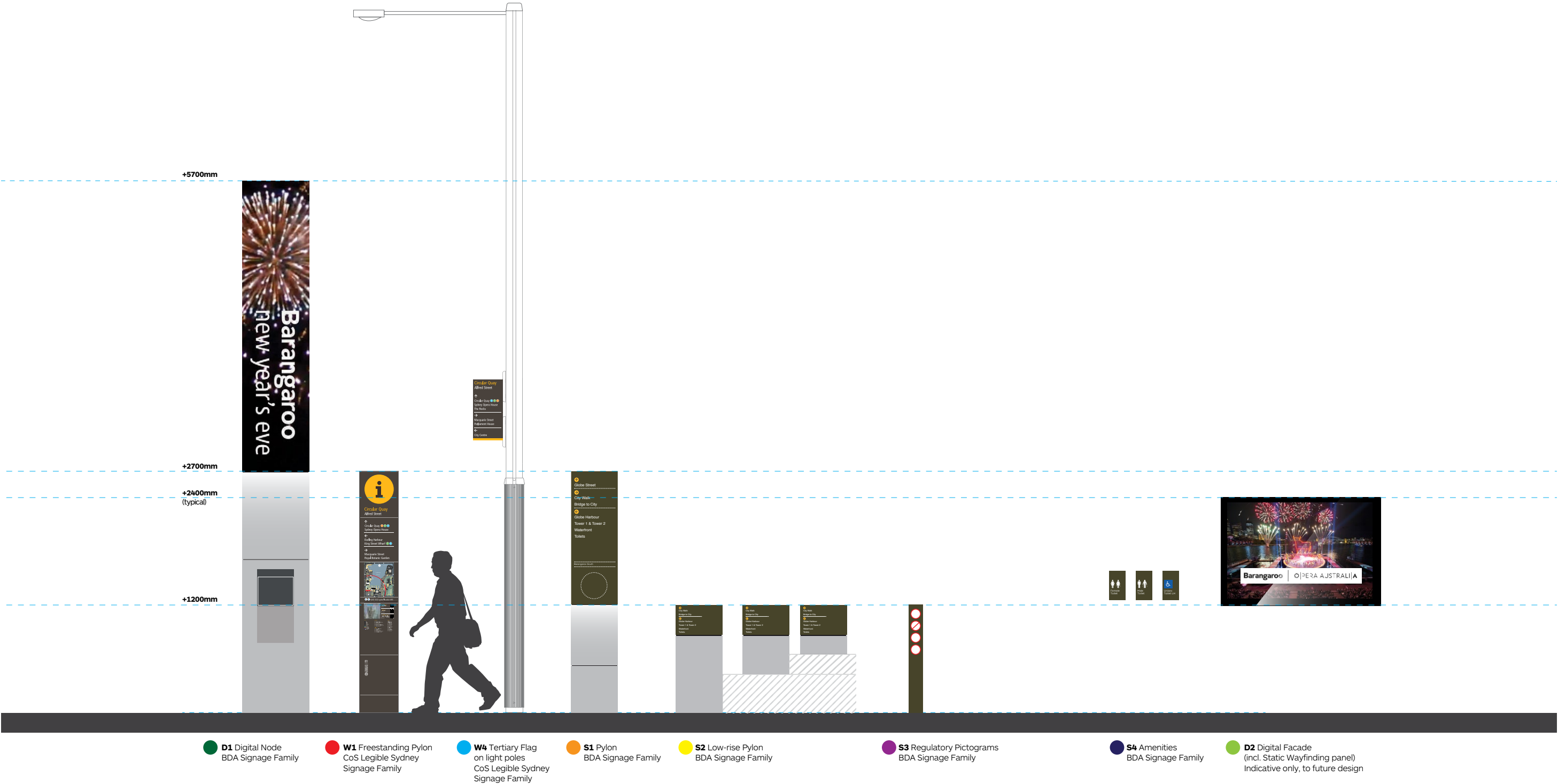


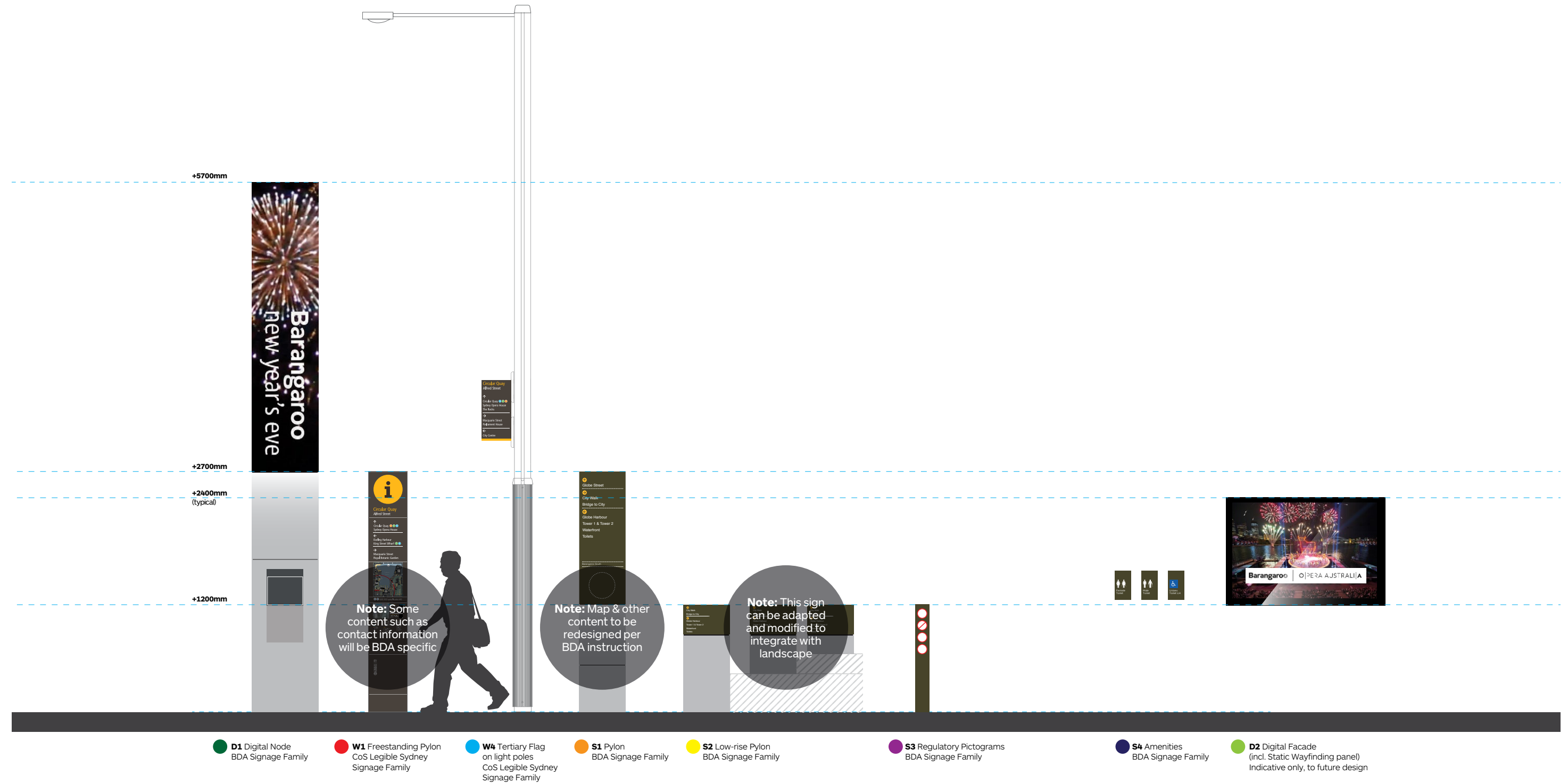
LEGEND

- STAGE 1B DA BOUNDARY
- BARANGAROO SOUTH BOUNDARY
- VEHICULAR CIRCULATION
- VEHICULAR BUILDING ACCESS/EGRESS

* PREDICTED PEAK HOUR 2-WAY TRAFFIC FLOW AS PER ARUP SUPPLIED DATA



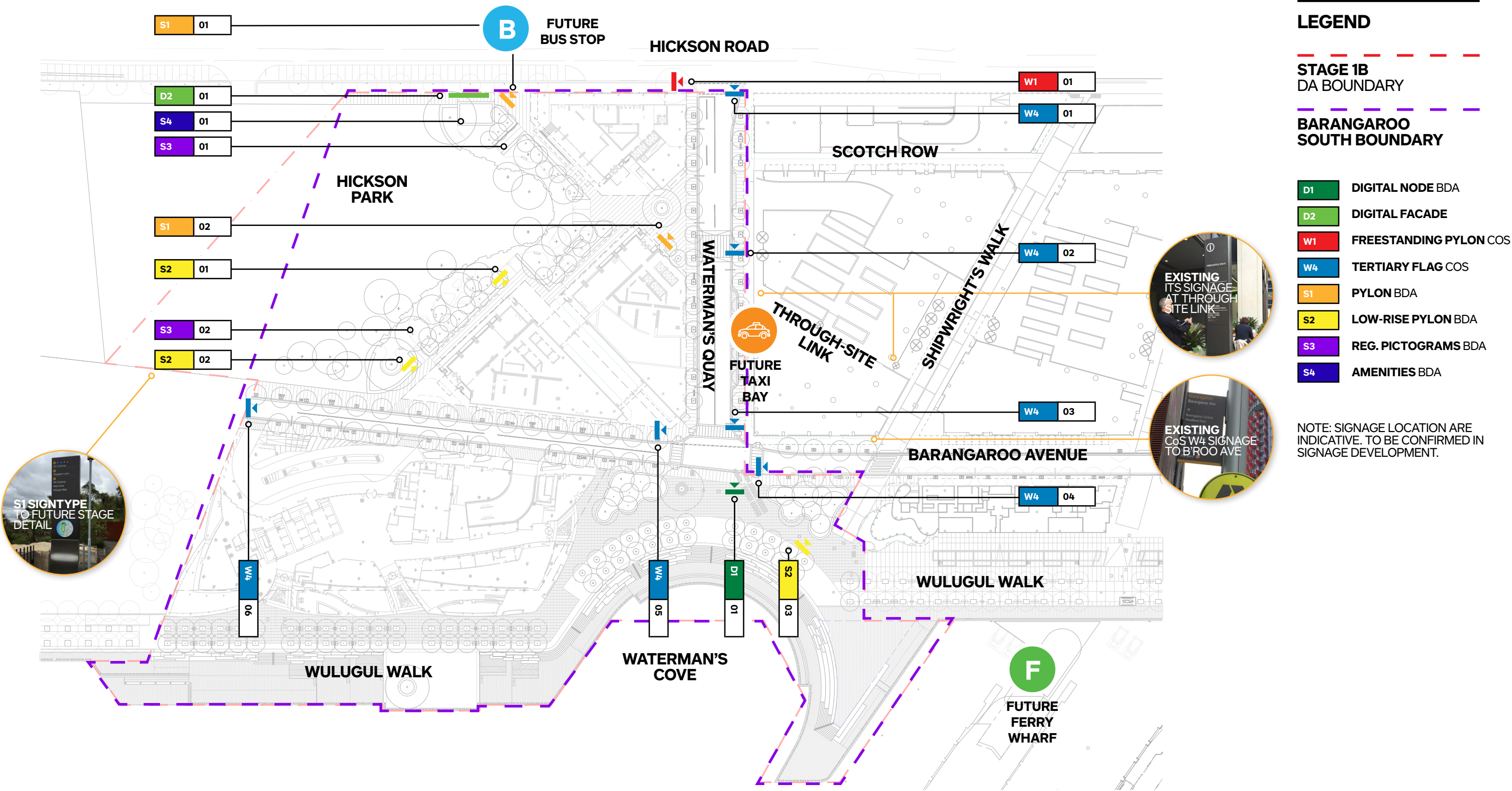






- EXISTING DIGITAL NODE SIGNAGE (D1)
- EXISTING DIRECTIONAL PYLON SIGNAGE (S1, S2, W1)
- PROPOSED DIGITAL NODE SIGNAGE (D1)
- PROPOSED DIRECTIONAL PYLON SIGNAGE (S1, S2, W1)
- PROPOSED DIGITAL FACADE SIGNAGE (D2)

STAGE 1B MASTERPLAN
PROPOSED SIGNAGE LOCATIONS





D1 01

DIGITAL NODE, WATERMAN’S COVE

The D1 signtype acts as a major precinct marker, sitting at the centre of the site on the intersection of Waterman’s Quay and Barangaroo Avenue. Its location here supports a number of journeys that culminate at Waterman’s Cove, whilst not impacting on site lines along Waterman’s Quay or Shipwright’s Walk. Digital images will be programmed on a slow-rotation so as not to cause a safety distraction to vehicular traffic.



D2 01

DIGITAL FACADE, HICKSON ROAD

The D2 signtype will act as digital signage on the facade of the Hickson Park amenities building. Combining both static wayfinding and digital screen capabilities, it will provide directional information along with changeable messaging for precinct events etc. Digital images will be programmed on a slow-rotation so as not to cause a safety distraction to vehicular traffic.



S1 01

PYLON, HICKSON ROAD

Here, the S1 signtype acts as a primary information sign, providing a Welcome message to Hickson Park on entry from Hickson Road.

Angled along the retaining wall, the pylon addresses pedestrian traffic from the primary south approach, and features a map to direct circulation into Stage 1B or along Hickson Road to the future Metro station.



S1 02

PYLON, WATERMAN'S QUAY

Here, the S1 signtype acts as a primary directional sign, capturing pedestrian traffic crossing Waterman's Quay from the through-site link in Stage 1A/International Towers Sydney.

Wayfinding information is provided to move people through to Hickson Park and on to the Metro station beyond.



S2 01

LOW-RISE PYLON, HICKSON PARK

The S2 signtypes along the internal boundary of Hickson Park (S2.01 and S2.02) act as smaller-scale secondary signage, providing directional information to adjacent roadways, major destinations and park amenities.

The signtype's function here reflects the existing application within Barangaroo Reserve. The design intent is to adapt sign-forms so that they are integrated into the landscape design.



S2 03

LOW-RISE PYLON, WATERMAN'S COVE

Here, the S2 signtype continues to provide directional information that addresses the intersection of Wulugul Walk and Shipwright's Walk, as pedestrian traffic moves in and around Waterman's Cove.

The smaller scale of the pylon sign allows it to sit within the precinct without obstructing any vistas to the water, with messaging directing to major adjacent destinations and transport services.

D101

EAST FACING

(Digital Screen)
(Digital Touch-Screen Kiosk)

WEST FACING

(MAP, including iconography for all amenities)

W101

SOUTH FACING

BARANGAROO
Waterman's Quay

↑
Barangaroo Reserve
Barangaroo (T)
Hickson Park
Central Barangaroo

←
Wulugul Walk
Waterman's Cove
Barangaroo (F)

(MAP, including iconography for all amenities)

NORTH FACING

BARANGAROO
Waterman's Quay

↑
Barangaroo South
Darling Harbour
Wynyard Walk
Bridge to city and Wynyard (T)

→
Wulugul Walk
Waterman's Cove
Barangaroo (F)

(MAP, including iconography for all amenities)

W401

EAST FACING

BARANGAROO
Waterman's Quay

↑
Central Barangaroo (T)
Headland Park

←
Waterman's Cove
Wulugul Walk
Barangaroo Avenue (F)

WEST FACING

BARANGAROO
Waterman's Quay

↑
Barangaroo South
Wynyard Walk (T)

→
Waterman's Cove
Wulugul Walk
Barangaroo Avenue (F)

NOTE: Signform exists but will require new messaging as proposed above.

W402

EAST FACING

BARANGAROO
Waterman's Quay

↑
Waterman's Cove
Wulugul Walk
Barangaroo Avenue (F)

→
Hickson Park
Public Toilets (M/F/A)
←
Building Link to
Barangaroo South

WEST FACING

BARANGAROO
Waterman's Quay

↑
Hickson Road

←
Hickson Park
Public Toilets (M/F/A)

→
Building Link to
Barangaroo South

NOTE: Signform exists but will require new messaging as proposed above.

W403

EAST FACING

BARANGAROO
Barangaroo Avenue

↑
Waterman's Cove
Wulugul Walk
Barangaroo (F)

←
Barangaroo South
→
Hickson Park
Central Barangaroo (T)

WEST FACING

BARANGAROO
Barangaroo Avenue

↑
Hickson Road

←
Hickson Park
Central Barangaroo (T)

→
Barangaroo South

NOTE: Signform exists but will require new messaging as proposed above.

W404

SOUTH FACING

BARANGAROO
Barangaroo Avenue

↑
Barangaroo Reserve
Hickson Park
Central Barangaroo (T)

←
Waterman's Cove
Wulugul Walk
Barangaroo (F)

→
Waterman's Quay

NORTH FACING

BARANGAROO
Barangaroo Avenue

↑
Barangaroo South

→
Waterman's Cove
Wulugul Walk
Barangaroo (F)

←
Waterman's Quay

W405

SOUTH FACING

BARANGAROO
Barangaroo Avenue

↑
Barangaroo Reserve
Central Barangaroo (T)

←
Waterman's Cove
Wulugul Walk

↗
Hickson Park

→
Waterman's Quay

NORTH FACING

BARANGAROO
Barangaroo Avenue

↑
Barangaroo South
Barangaroo (F)

→
Waterman's Cove
Wulugul Walk

←
Waterman's Quay

W406

SOUTH FACING

BARANGAROO
Barangaroo Avenue

↑
Central Barangaroo (T)
Barangaroo Reserve

→
Hickson Park

NORTH FACING

BARANGAROO
Barangaroo Avenue

↑
Barangaroo South
Waterman's Cove
Barangaroo (F)
Wulugul Walk

←
Hickson Park

STAGE 1B MASTERPLAN
PROPOSED MESSAGE SCHEDULE

S101

SOUTH EAST FACING

Welcome to
Hickson Park

-Gadigal People
Acknowledgement
- Safety intro /CCTV /
Pets / Warnings

*(MAP including iconography
for all amenities)*

NORTH WEST FACING

- Blank -

S102

SOUTH EAST FACING

BARANGAROO
Barangaroo Avenue

→
Hickson Park
Barangaroo (T)
Central Barangaroo

←
Waterman's Cove
Barangaroo South
Barangaroo (F)

*(MAP including iconography
for all amenities)*

NORTH WEST FACING

- Blank -

S201

SOUTH WEST FACING

↑
Hickson Park

→
Hickson Road
Amenities
(including iconography)

←
Barangaroo Avenue
Barangaroo Reserve
via Wulugul Walk

NORTH EAST FACING

- Blank -

S202

SOUTH WEST FACING

↑
Hickson Park

→
Hickson Road
Amenities

←
Barangaroo Avenue
Barangaroo Reserve
via Wulugul Walk

NORTH EAST FACING

- Blank -

S203

SOUTH EAST FACING

↑
Waterman's Cove

→
Waterman's Quay
Barangaroo (T)
Hickson Park

←
Barangaroo (F)

NORTH WEST FACING

- Blank -

S301

**REGULATORY
PICTOGRAMS**
- No cycling
- Parental Supervision
- CCTV

NOTE: Signage Messaging to
include iconography for amenities,
lifts, facilities, steps etc where
appropriate.

(T) TAXI

(F) FERRY

(B) BUS

(F/M/A)
FEMALE/MALE/
ACCESSIBLE
TOILETS

THERE™

THANKS

For further info:

THERE Sydney
Charlie Bromley
charlie@there.com.au
+61 2 9280 1477

there.com.au