

## SYDNEY OLYMPIC PARK SITE 2A + 2B

Wayfinding and  
Signage Strategy  
01 August 2019

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# **SYDNEY OLYMPIC PARK SITE 2A+2B EXTERNAL WAYFINDING AND SIGNAGE STRATEGY**

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**Project Title: Sydney Olympic Park Site 2A+2B**  
**Issued Rev B: 01.08.19**

## Document History

Rev A 12.07.19 For Draft Review  
Rev B 01.08.19 For Review

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# SECTION A: INTRODUCTION

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## **A1.1: Name of this document**

Sydney Olympic Park Site 2A+2B, External Signage Strategy (the signage strategy).

## **A1.2: Land to which the strategy applies**

The signage strategy applies to development for the purposes of external signage within the Crowne Plaza and associated building works development, Sydney Olympic Park. This strategy document excludes statutory, regulatory external signage and internal signage.

## **A1.3: Structure of the strategy**

The signage strategy comprises five parts:

- **Section A. Introduction** –  
outlines the intent and application of the signage strategy
- **Section B. Design Principles** –  
provides high level criteria against which to consider each proposal on its individual merits
- **Section C. Circulation flow analysis** –  
provides an overview of vehicular and pedestrian circulation of both the immediate surrounding area and within the Crowne Plaza and associated building precinct.
- **Section D. Reference Images** –  
provides visual examples of the type of signage that is desirable for Crowne Plaza and associated building
- **Section E. Sign Types** –  
provides an outline of the external Sign Types to be selected from for the Crowne Plaza and associated building
- **Section F. Indicative Sign Locations** –  
provides an illustrative indication of the intended positioning for the various Sign Types the Crowne Plaza and associated building

## **A1.4: Purpose of the signage strategy**

The purpose of the signage strategy is to provide a framework for consideration when selecting and developing design detail for external signage and ground level retail tenancy signage outside primary signage zones for the Crowne Plaza and associated building.



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# SECTION B: DESIGN PRINCIPLES

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## **B1.1: Design Intent**

The sign strategy for the proposal is to create an effective and appropriate signage system that fulfils the requirements of both identification and wayfinding functions. The signage strategy recognises the importance of providing high quality signage that is integrated with the architectural design and contributes to the character of the adjacent public domain. All Sign Types presented in Section E have been designed to accord with the Building Code of Australia and Australian Standards, including those relating to equitable accessibility and legibility.

## **B1.2: Principles for sign selection, positioning and detailed design**

The size, proportions, placement and details, including materials, graphic fonts, textures and colours, of signs, are to be selected and developed from the Sign Types (Section E), consistent with the following design principles.

It is recognised that shop fronts will be subject to design development in accordance with a range of typologies, which may result in adjustment to the positioning of signage on the podium facade from that indicatively shown in Section F: Indicative Sign Locations. If detailed design contemplates sign types in alternate locations to those nominated in Section F, the sign positioning must be demonstrably consistent with the 'Location' description per Sign Type in Section D and the 'Identification, legibility and wayfinding', 'Integration with architecture' and 'Streetscape and amenity' principles set out below.

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# SECTION B: DESIGN PRINCIPLES

Continued

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## **i. Identification, legibility and wayfinding**

- clearly identify or provide directional guidance to building addresses, major tenants, retail entries or entrances to the interior
- enhance legibility and improve wayfinding for those accessing the building and pedestrians navigating the public realm

## **ii. Integration with architecture**

- integrate with and complement the architectural design of the building, in particular in terms of dimensions, materials, finishes, textures and colours
- signtypes are to be positioned on the facade as described in Section E– individual sign content is kept to a minimum to not overwhelm or detract from building architecture

## **iii. Streetscape and amenity**

- make a positive contribution to the visual attractiveness and vitality of the streetscape
- has a positive effect on visual amenity of the streetscape and does not contribute to visual clutter

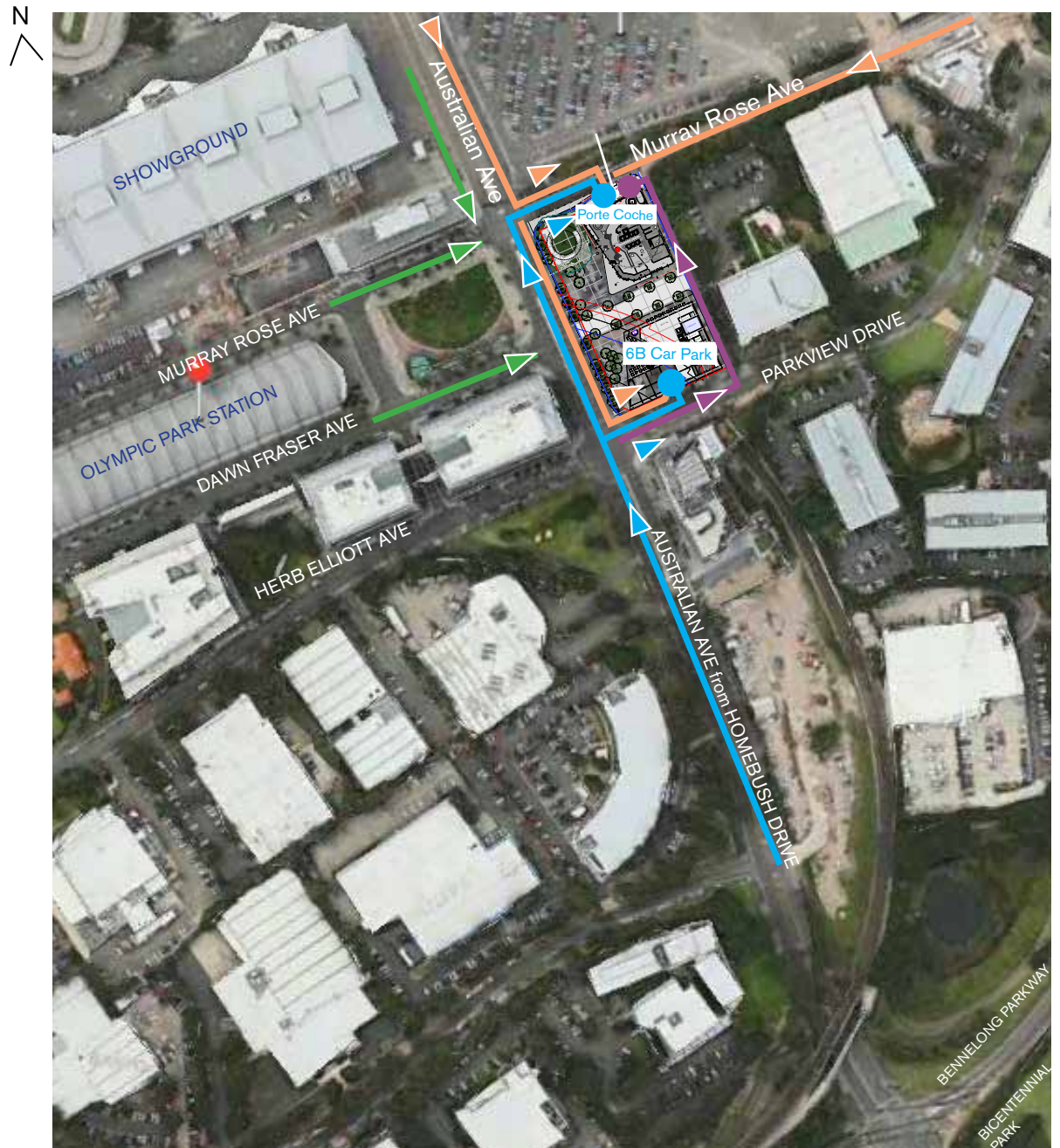
## **iv. Accessibility**

- complies with relevant provisions of the Building Code of Australia and Australian Standards, including those relating to equitable access

## **v. Energy efficiency and durability**

- where possible, incorporates design features that are energy efficient
- are constructed from high quality, durable materials to ensure longevity and minimise the need for maintenance and replacement

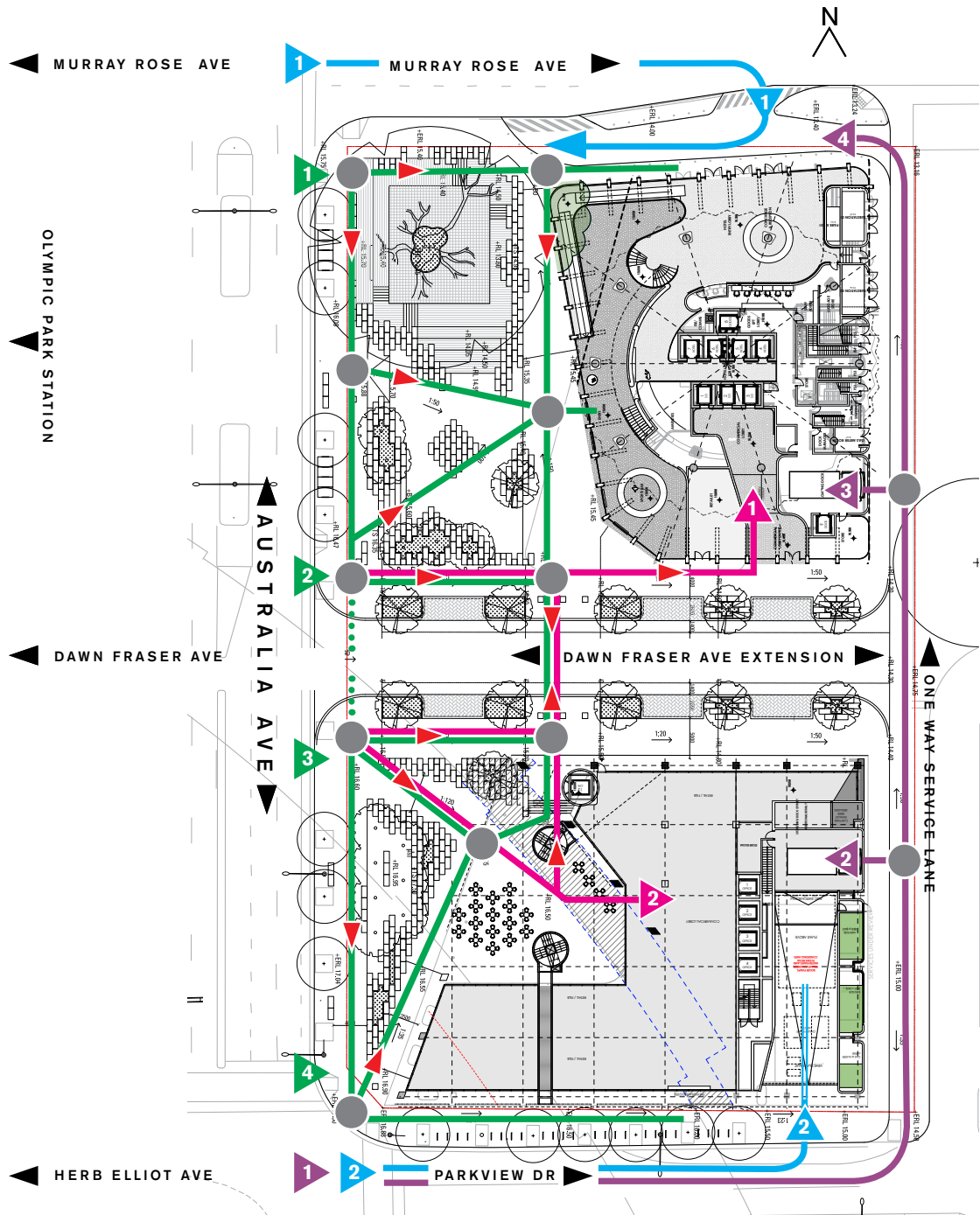
# SECTION C: CIRCULATION FLOW APPROACHING SITE



## KEY

- ▶ Pedestrian Circulation Approach
- ▶ Primary Vehicular Approach
- ▶ Secondary Vehicular Approach
- ▶ Coach, Long Vehicle Approach

# SECTION C: CIRCULATION FLOW WITHIN SITE



## KEY

### Public Pedestrian Precinct Entries

1. Cnr of Australia Ave & Murray Rose Ave
2. Cnr of Australia Ave & Dawn Fraser Ave
3. Cnr of Australia Ave & Dawn Fraser Ave
4. Cnr of Australia Ave & Parkview Dr

### Commercial Pedestrian Entries

1. Site 2A : Off Dawn Fraser Ave extension
2. Site 2B : Public Domain

### Regular sized Public Vehicle Precinct Entry

1. Murray Rose Ave to Porte Cache
2. Parkview Drive to Public Parking

### Deliverys / Large Vehicle Site Entry

1. Parkview Drive
2. Site 2B Loading Dock - off One Way Service Rd
3. Crowne Plaza Loading Dock - off One Way Service Rd
4. Crowne Plaza Coach Entry - off One Way Service Rd

Decision Point



# SECTION D: REFERENCE IMAGES



**Reference for S5**  
Showing flag pole form



**Reference for T1 sign type**  
Cantilevered blade form



**Reference for S5**  
Showing flag pole form



**Reference for S3 sign type**  
Showing glazing coverage application



**Reference for S7 sign type**  
Showing wall mounted application



**Reference for T1 sign type**  
Cantilevered blade form



**Reference for S6 sign type**  
Showing layered signage elements



**Reference for S6 sign type**  
Showing rear illumination with retaining wall



**Reference for S6 sign type**  
Signage elements integrated with retaining wall



# SECTION E: SIGN TYPES

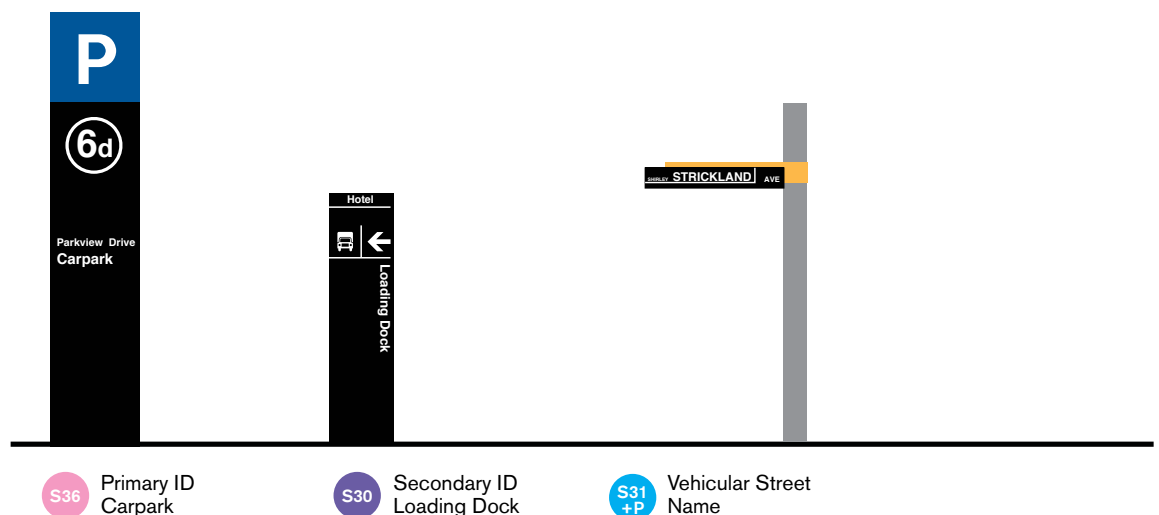
## SYDNEY OLYMPIC PARK

### WAYFINDING GUIDELINES

The sign types illustrated are Sydney Olympic Park Authority (SOPA) wayfinding assets to be utilised for external wayfinding within the precinct (as per Section 3.6 of Sydney Olympic Park Authority's Urban Elements Design Manual). All external signage not directly associated with Crowne Plaza Resorts will follow these guidelines.

The site features a combined underground parking facility catering for both public / Crowne Plaza Resort's guests. Public pedestrian egress and access is via a lift that is situated within the market place side of the eastern building. The lift's identification will be wall mounted based on Section 3.6 of Sydney Olympic Park Authority's Urban Elements Design Manual.

#### VEHICULAR IDENTIFICATION



#### PEDESTRIAN IDENTIFICATION

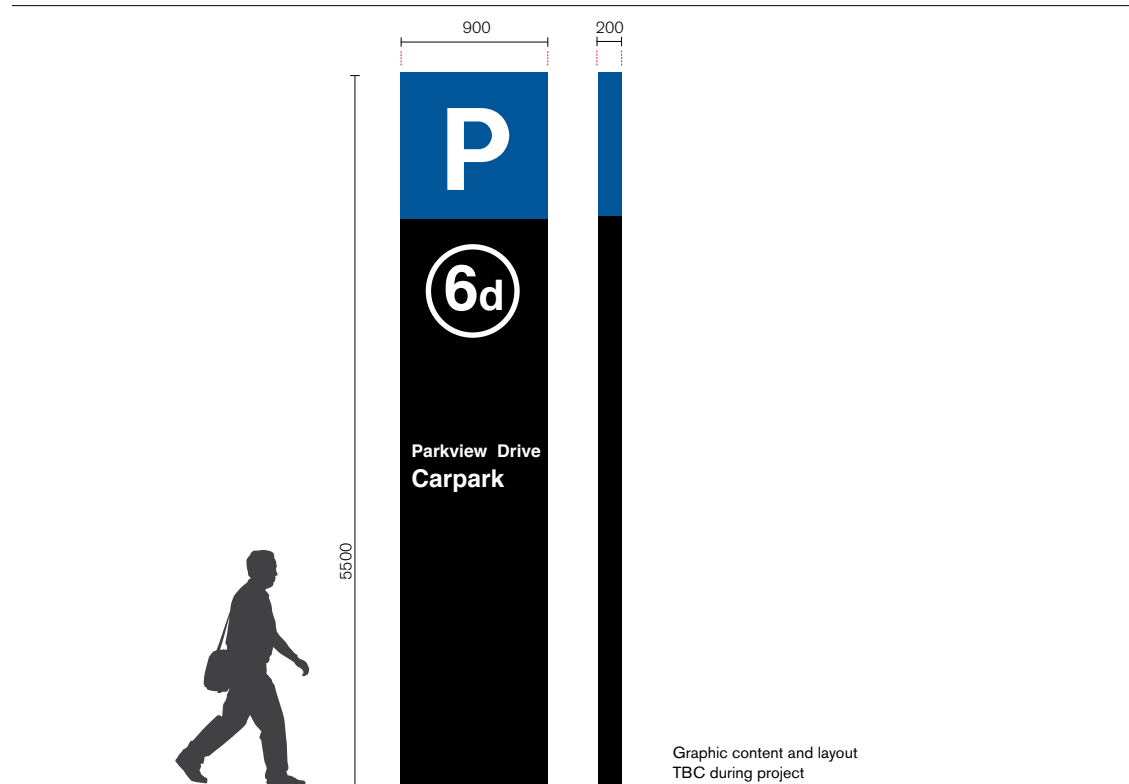


# SECTION E: SIGN TYPES SYDNEY OLYMPIC PARK WAYFINDING GUIDELINES

## **S36** Vehicular Primary Car park ID



Location	Sign Type	Message	Signage Zone
Australia Avenue and Parkview Drive junction	Totem	'Parking 6d' tbc by Sydney Olympic Park Authority	As per Section 3.6 of Sydney Olympic Park Authority's Urban Elements Design Manual 2009.
Parkview Drive adjacent to Commercial/Retail/FB public and Crowne Plaza underground parking facility			



Displayed to identify public parking facilities within the SOPA precinct.

Two totems are suggested for this site. one providing reference to Parkview Drive while viewed from Australia Avenue, the other to be located adjacent to the underground car park entrance.

Design and construction detailing to be as per Section 3.6 of Sydney Olympic Park Authority's Urban Elements Design Manual 2009.

# SECTION E: SIGN TYPES

## SYDNEY OLYMPIC PARK

### WAYFINDING GUIDELINES

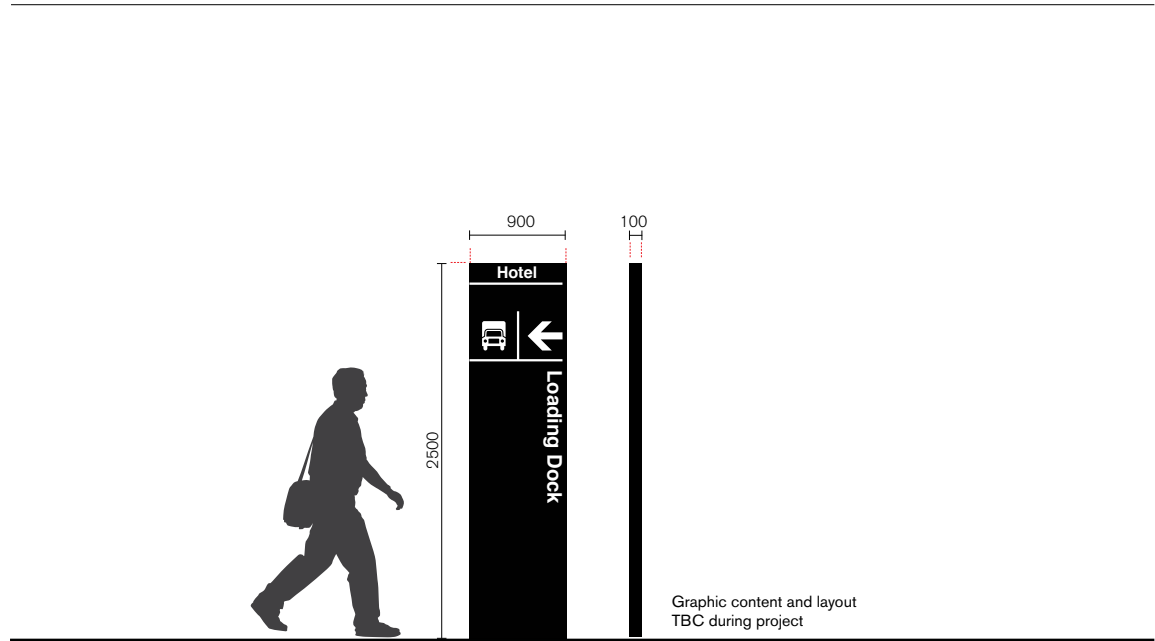
S30

Vehicular

Secondary ID Loading Dock



Location	Sign Type	Message	Signage Zone
<p>Along service road parallel with Australia Ave, accessed from Parkview Drive.</p> <p>Two signs required one at each loading dock entry for both Commercial/Retail/FB and Crowne Plaza</p>	Totem	<div>Sign 1</div> <div>'Name TBA' Loading Dock</div> <div>Sign 2</div> <div>'Crowne Plaza' Loading Dock</div>	As per Section 3.6 of Sydney Olympic Park Authority's Urban Elements Design Manual 2009.



Displayed to both identify and direct loading dock access within the SOPA precinct. This totem is to be used in tandem with external building sign type V2 Loading Dock Wall Mount ID, this SOP totem provides drivers with a visual reference while approaching loading docks.

Two totems are recommended for this site, to identify both Commercial/Retail/FB and Crowne Plaza's loading dock facilities accessed via the purpose build service road.

Design and construction detailing to be as per Section 3.6 of Sydney Olympic Park Authority's Urban Elements Design Manual 2009.

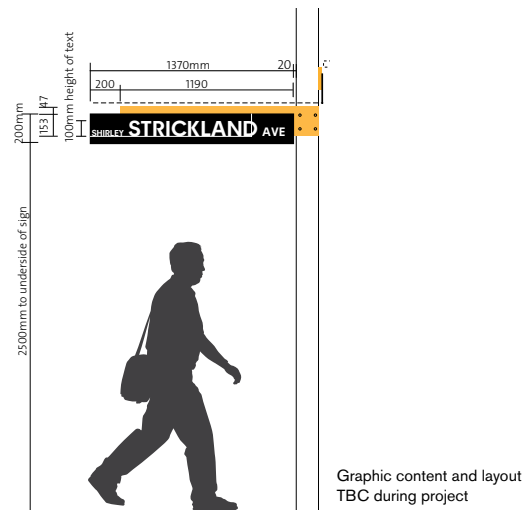
# SECTION E: SIGN TYPES SYDNEY OLYMPIC PARK WAYFINDING GUIDELINES



## Vehicular Street Name



Location	Sign Type	Message	Signage Zone
<p>Along the site's perimeter at the following street intersections</p> <ol style="list-style-type: none"> <li>1. Australia Ave/Parkview Dr,</li> <li>2. Parkview Dr/Service Rd (yet to be named),</li> <li>3. Australia Ave/ Dawn Fraser Ave Extension,</li> <li>4. Australia Ave,/ Murray Rose Ave and</li> <li>5. Murray Rose Ave/Service Rd (yet to be named).</li> </ol>	Pole Mounted directional Blade	<p>Sign 1 Australia Ave/Parkview Dr</p> <p>Sign 2 Parkview Dr/Service Road (yet to be named)</p> <p>Sign 3 Australia Ave/Dawn Fraser Avenue Extension</p> <p>Sign 4 Australia Ave / Murray Rose Ave</p> <p>Sign 5 Murray Rose Ave/Service Road (yet to be named)</p>	As per Section 3.6 of Sydney Olympic Park Authority's Urban Elements Design Manual 2009.



Street names within the SOPA precinct. Five S31 Street Name signs have been identified to used for this site. Each assembly consists of two individual blades to identify street names at intersections surrounding the site.

As per SOPA guidelines the S31 sign type can display additional information and directions relating to pedestrian facilities and services. It is recommended that the five S31 signs implement this added information feature.

Design and construction detailing to be as per Section 3.6 of Sydney Olympic Park Authority's Urban Elements Design Manual 2009.

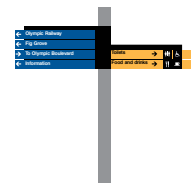
# SECTION E: SIGN TYPES

## SYDNEY OLYMPIC PARK

### WAYFINDING GUIDELINES



#### Pedestrian Finger Blade



Location	Sign Type	Message	Signage Zone
Located within the site at three locations. 1 & 2. Crowne Plaza side of Dawn Fraser Ave Extension, 3. Commercial/Retail/FB side of Dawn Fraser Ave Extension.	Pole Mounted	Tbd during the course of the project.	As per Section 3.6 of Sydney Olympic Park's Urban Elements Design Manual 2009.

Graphic content and layout  
TBC during project

Directing to facilities and services within both the site's precinct and Olympic Park's facilities, transport links and attractions within walking distance.

3 locations for S27 Pedestrian Finger Blades sign assemblies have been identified within the site. Each assembly is capable for supporting four way directing.

Design and construction detailing to be as per Section 3.6 of Sydney Olympic Park Authority's Urban Elements Design Manual 2009.

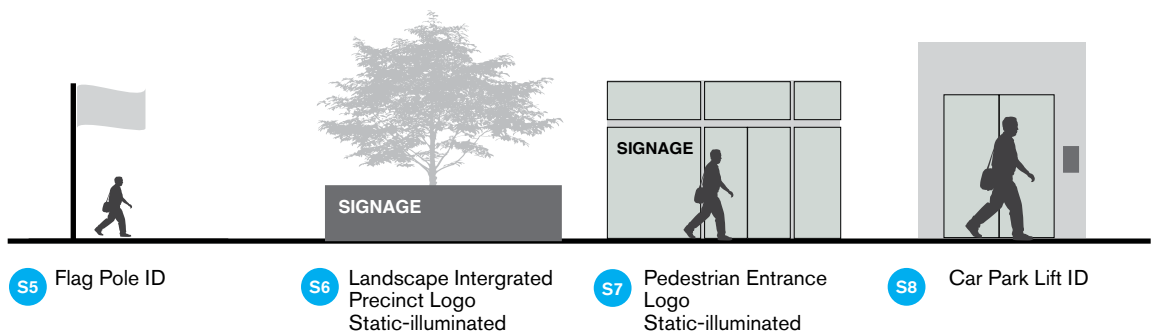
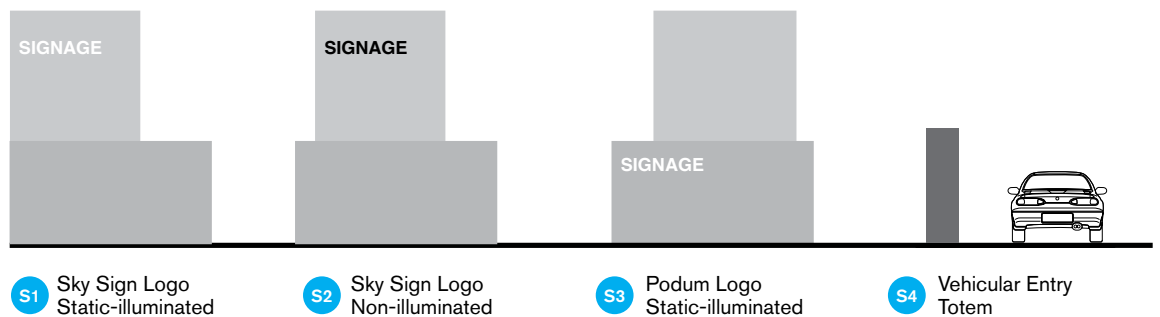


# SECTION E: SIGN TYPES

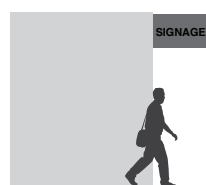
## SITE 2A+2B BUILDING WAYFINDING

The following pages outline the positioning, sizing and qualities of the external signage for both Crowne Plaza tower and the Commercial/ Retail/FB

### IDENTIFICATION

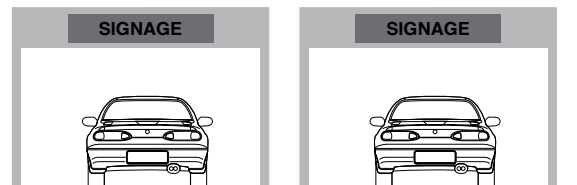


### TENANCY



**T1** Tenant Retail Blade

### VEHICULAR



**V1** Car Park Entry ID Wall Mount

**V2** Loading Dock ID Wall Mount

# SECTION E: SIGN TYPES

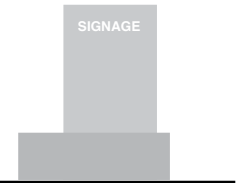
## SITE 2A+2B BUILDING WAYFINDING

S1

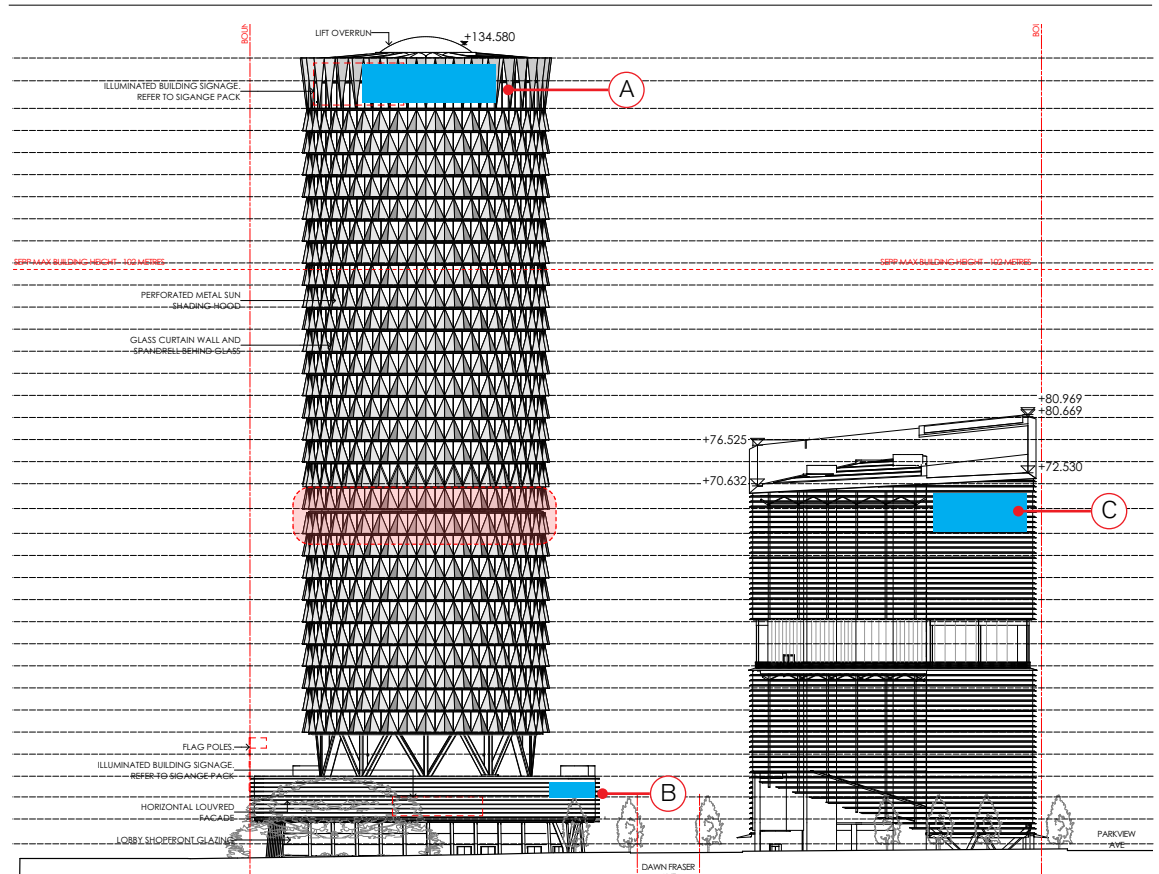
### Identification

#### Sky Sign Logo Static-illuminated ID

Western Elevation



Location	Sign Type	Message	Signage Zone
(A) Crowne Plaza's Sky Sign centred on the Tower's top level 32 facade	Sky Sign Logo Static-illuminated ID	'Crowne Plaza' + Logo	20000mm W x 6000mm H
(B) Crowne Plaza's Sky Sign centred between Podium levels 1 & 2 facade	Sky Sign Logo Static-illuminated ID	'Crowne Plaza'	20000mm W x 6000mm H
(C) Commercial/Retail/FB Sky Sign mounted on right side of level 12 facade	Sky Sign Logo Static-illuminated ID	'TBA' Logo	14000mm W x 5000mm H



WESTERN VIEW AUSTRALIA AVENUE

Crowne Plaza's tower logo 20000mm wide x 6000mm and podium logo 6500mm wide x 2500mm, and the Commercial/Retail/FB sky sign 14000mm wide x 5000mm high comprise of rear illuminated 3-dimensional characters. To be configured based from Crowne Plaza's signage & branding guidelines and Commercial/Retail/FB to be developed as per owners specification.

SECTION E: SIGN TYPES

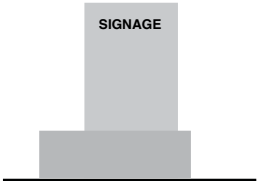
SITE 2A+2B BUILDING WAYFINDING

S2

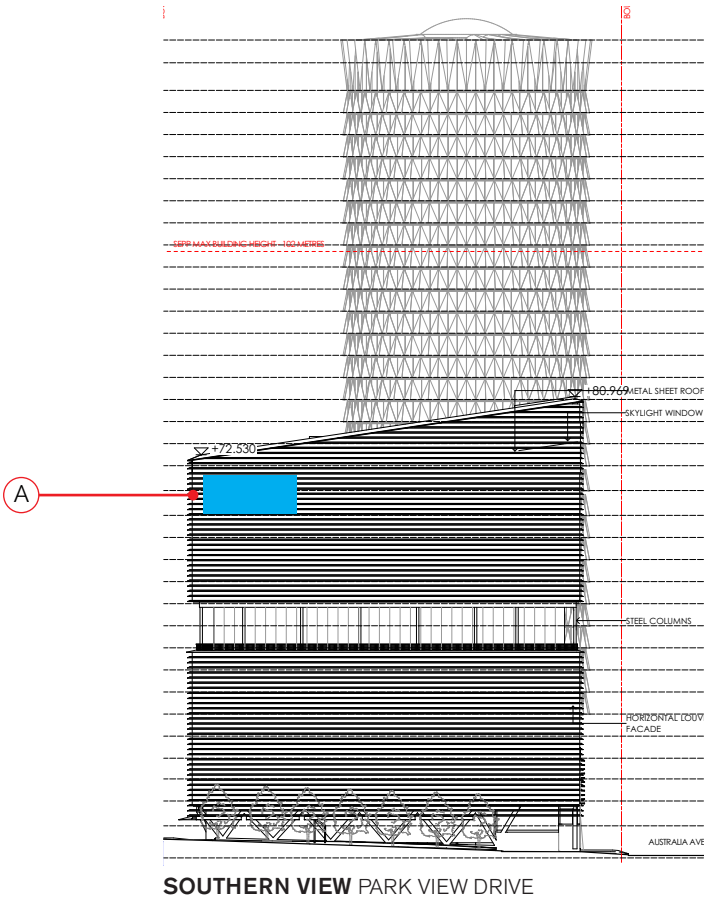
Identification

Sky Sign Logo Non-illuminated ID

Southern Elevation



Location	Sign Type	Message	Signage Zone
<div>A</div> Commercial/Retail/FB. Sky Sign mounted on left side of level 12 facade	Sky Sign Logo Non illuminated ID	'TBA' Logo	14000mm W x 5000mm H



The Commercial/Retail/FB Sky Sign logo comprising of non-illuminated 3-dimensional characters configured into a 14000mm wide x 5000mm high rectangular area configuration to be developed as per owners specification.

# SECTION E: SIGN TYPES

## SITE 2A+2B BUILDING WAYFINDING

S1

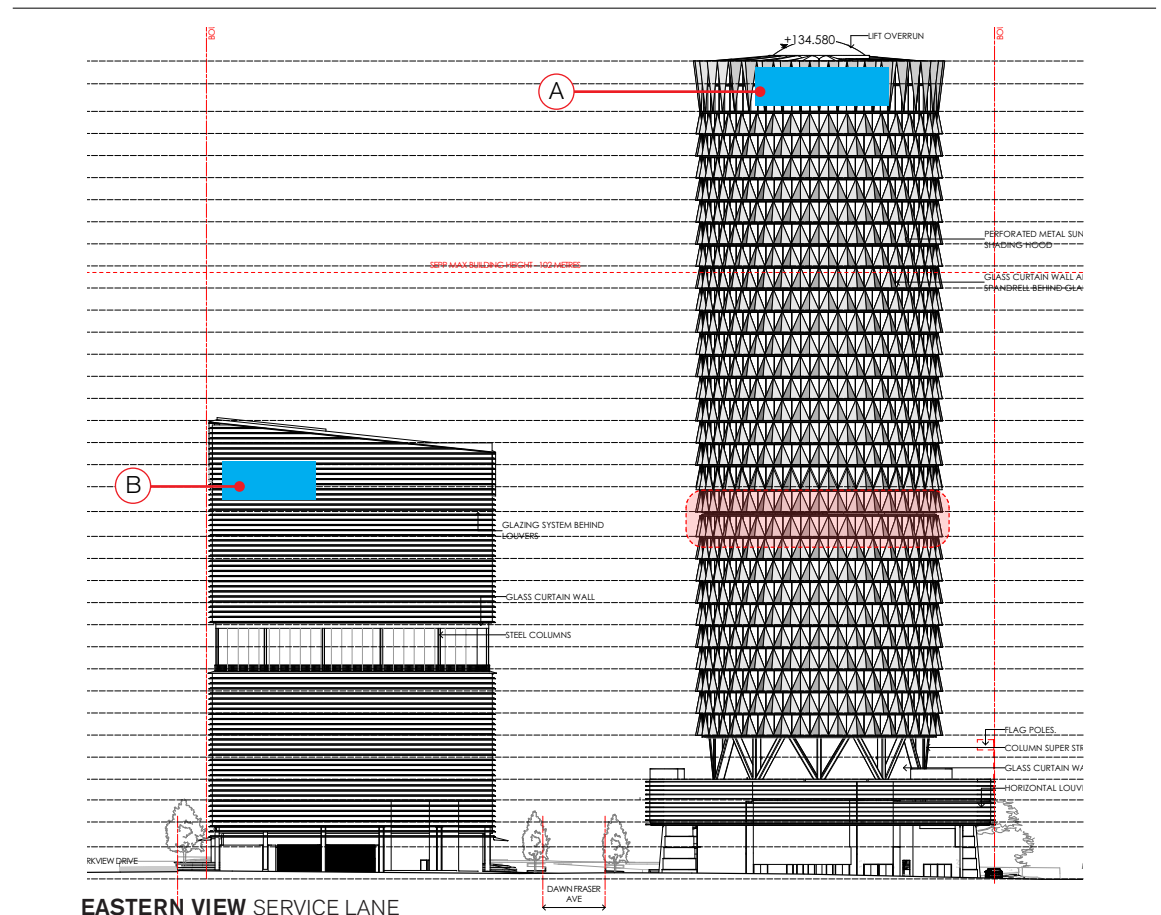
### Identification

#### Sky Sign Logo Static-illuminated ID

Eastern Elevation



Location	Sign Type	Message	Signage Zone
(A) Crowne Plaza's Sky Sign centred on the Tower's top level 32 facade	Sky Sign Logo Static-illuminated ID	'Crowne Plaza' + Logo	20000mm W x 6000mm H
(B) Commercial/Retail/FB Sky Sign mounted on left side of level 12 facade	Sky Sign Logo Static-illuminated ID	'TBA' Logo	14000mm W x 5000mm H



Crowne Plaza's tower logo 20000mm wide x 6000mm and the Commercial/ Retail/FB sky sign 14000mm wide x 5000mm high comprise of rear illuminated 3-dimensional characters. To be configured based from Crowne Plaza's signage & branding guidelines and Commercial/Retail/FB to be developed as per owners specification.

# SECTION E: SIGN TYPES

## SITE 2A+2B BUILDING WAYFINDING

S3

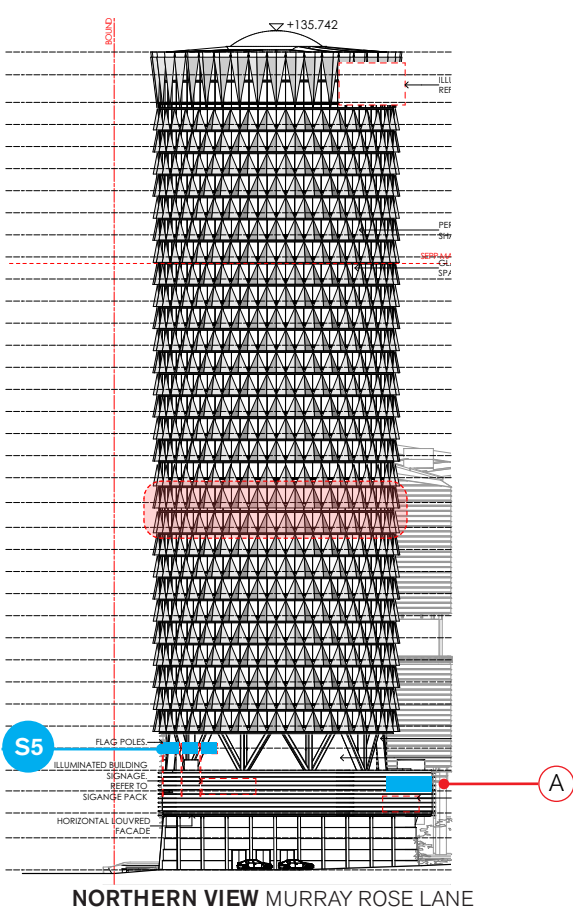
### Identification

Podium Logo Static-illuminated ID

Northern Elevations



Location	Sign Type	Message	Signage Zone
A Crowne Plaza's Sky Sign centred between Podium levels 1 & 2 facade	Podium Logo Static-illumination ID	'Crowne Plaza' Logo	6500mm W x 2750mm H



Crowne Plaza's podium logo 6500mm wide x 2500mm, comprise of rear illuminated 3-dimensional characters. To be configured based from Crowne Plaza's signage & branding guidelines.

Also illustrated are the three flags displaying Crowne Plaza canvas size 2500mm x 1500mm.



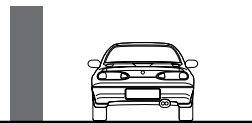
SECTION E: SIGN TYPES

SITE 2A+2B BUILDING WAYFINDING

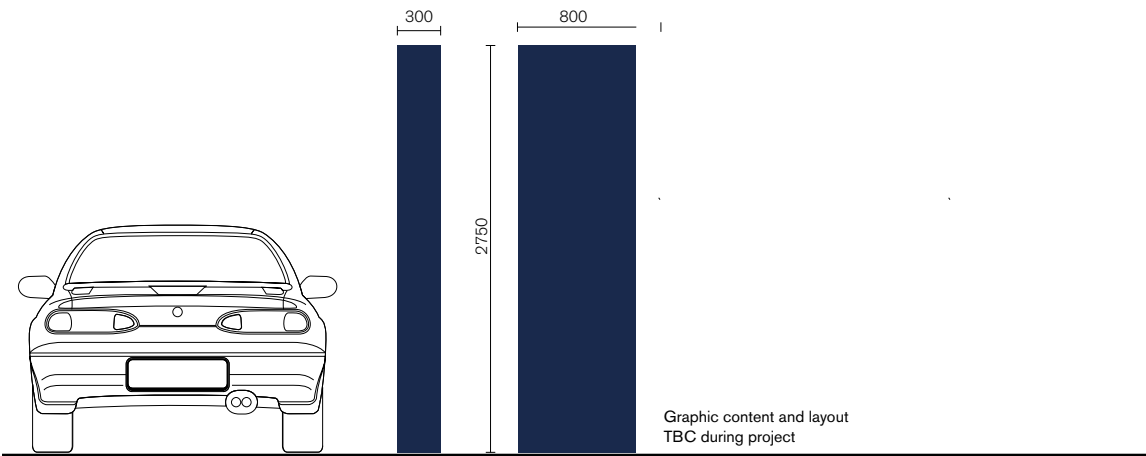
S4

Identification

Vehicular Entry Totem ID



Location	Sign Type	Message	Signage Zone
Murray Rose Ave, vehicle entrance to Porte Cochere	Vehicular entrance Identification	'Crowne Plaza' logo + conference facility	700mm W 1200 H  Totem size 800mm W x 2750mm H



The Vehicular Entry Totem ID is to provide primarily Crowne Resort's branding. Secondary information listing corporate or exclusive facilities within the building.

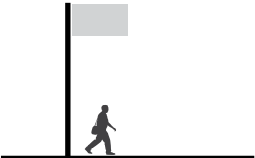
Identifying Crowne Plaza's vehicle entrance to the Hotel's porte cochere. It is anticipated that established signage and branding guidelines will be referenced for the sign's design, materiality and construction. It is suggested that primary branding be presented through internally illuminated with long life LED luminaires.

# SECTION E: SIGN TYPES

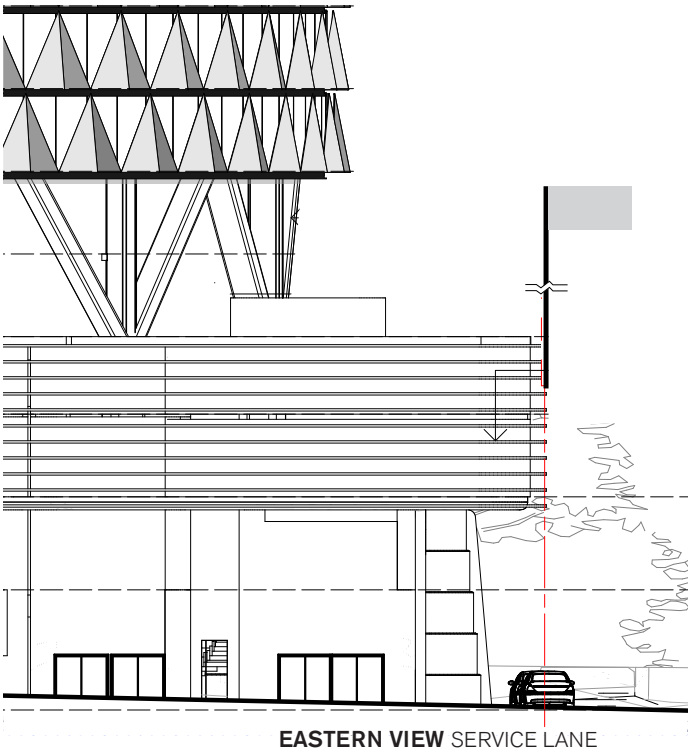
## SITE 2A+2B BUILDING WAYFINDING

S5

**Identification**  
Flag Pole ID



Location	Sign Type	Message	Signage Zone
Crowne Plaza's podium northern facade levels 1 & 2	Site Identification	'Crowne Plaza' Logo	2500mm W x 1500mm H
	Site Identification	'Crowne Plaza' Logo	2500mm W x 1500mm H



Creating a sense of prominence to Crowne Plaza’s presence within the site’s perimeter.

The use of flags to identify the Crowne Plaza’s Tower reinforces the Tower’s architectural status through providing the area a sense of prominence and importance at both streetscape and podium level for both pedestrian and vehicular users.

It is recommended that the flag pole’s height be 6000mm high so coloured anodised can be applied. Flags are to be approx 2500mm W x 1500mm H.

# SECTION E: SIGN TYPES

## SITE 2A+2B BUILDING WAYFINDING

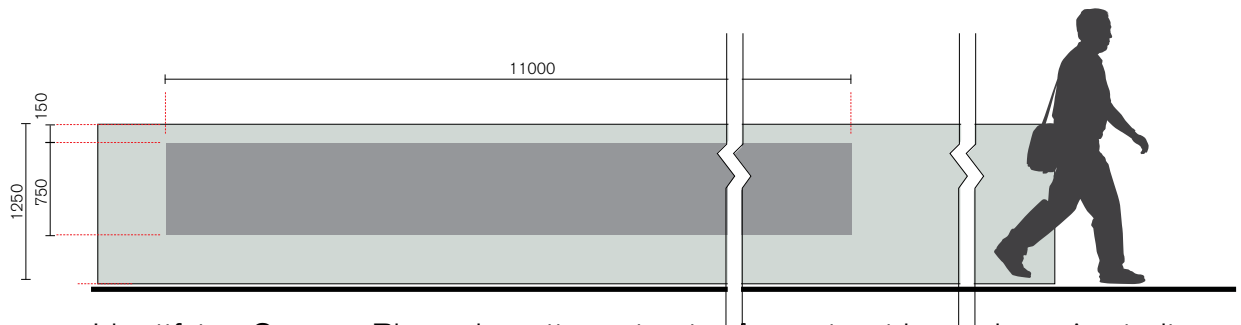
### S6 Identification

#### Landscape Intergrated Precinct Logo

#### Static-illuminated



Location	Sign Type	Message	Signage Zone
Australia Ave at Northern corner with Murray Rose Ave. Retaining wall infront of feature tree	Landscape Intergrated Precinct Logo Static-illuminated	'Crowne Plaza' logo	11000mm W x 750mm H



Identifying Crowne Plaza along its perimeter from street level along Australia Ave. The existing retaining wall can be utilised with an additional layering of concrete rendering to provide a vertical face for mounting a Crowne Plaza logo comprising of three dimensional characters featuring halo-illumination based on Crowne Plaza's signage and branding guidelines.

# SECTION E: SIGN TYPES

## SITE 2A+2B BUILDING WAYFINDING

S7

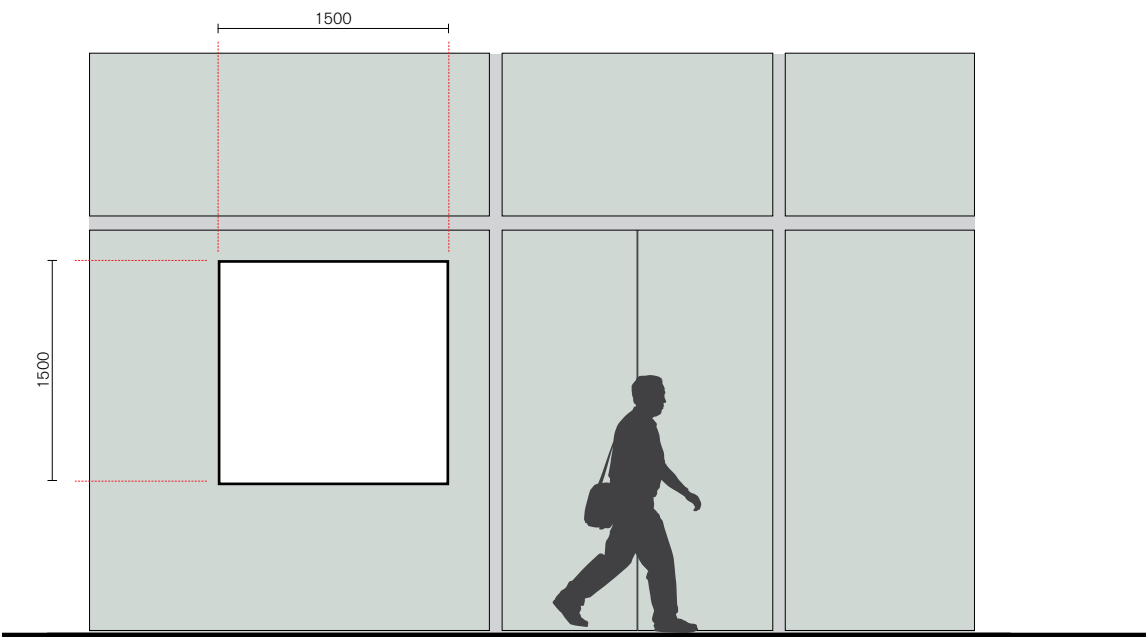
Identification

Pedestrian Entrance Logo

Static-illuminated



Location	Sign Type	Message	Signage Zone
Pedestrian entrance to Crowne Plaza building within the sites' pedestrian boulevard.	Site Identification	'Crowne Plaza' Logo	1500mm W x1500mm H



Identifying Crowne Plaza's secondary entrance within the pedestrian precinct. It is suggested that signage elements are individual three dimensional characters, are machined and electroplated to match Crowne Plaza's Signage and branding guidelines.

The use of illumination as a feature is to be determined during the course of the project

# SECTION E: SIGN TYPES

## SITE 2A+2B BUILDING WAYFINDING

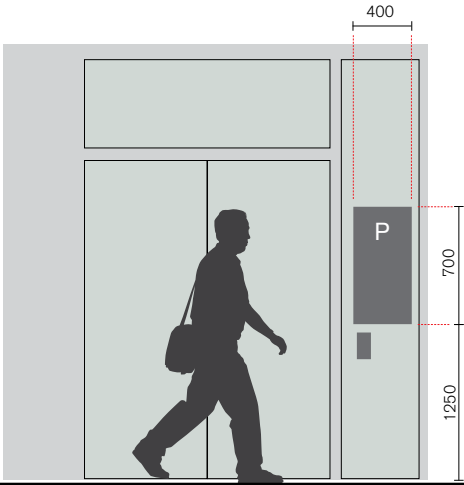
S8

Identification

Car Park Lift ID



Location	Sign Type	Message	Signage Zone
Dawn Fraser extension pedestrian / vehicular shared zone within site. Commercial/ Retail/FB side	Lift Identification	Public Parking zone '6d'	400m W x 700mm H



To identify the main pedestrian entry and egress to and from the site's underground parking facility.

The sign's intended design is to be wall / surface mounted to the lift's facade above the call button.

It is intended that the sign will be of approximately 400mm W x 700mm H

As the project progresses and the lift facade's design and materiality is developed, signage concepts and development will be resolved. Sign to comply with DDA standards and specifications.



# SECTION E: SIGN TYPES

## SITE 2A+2B BUILDING WAYFINDING

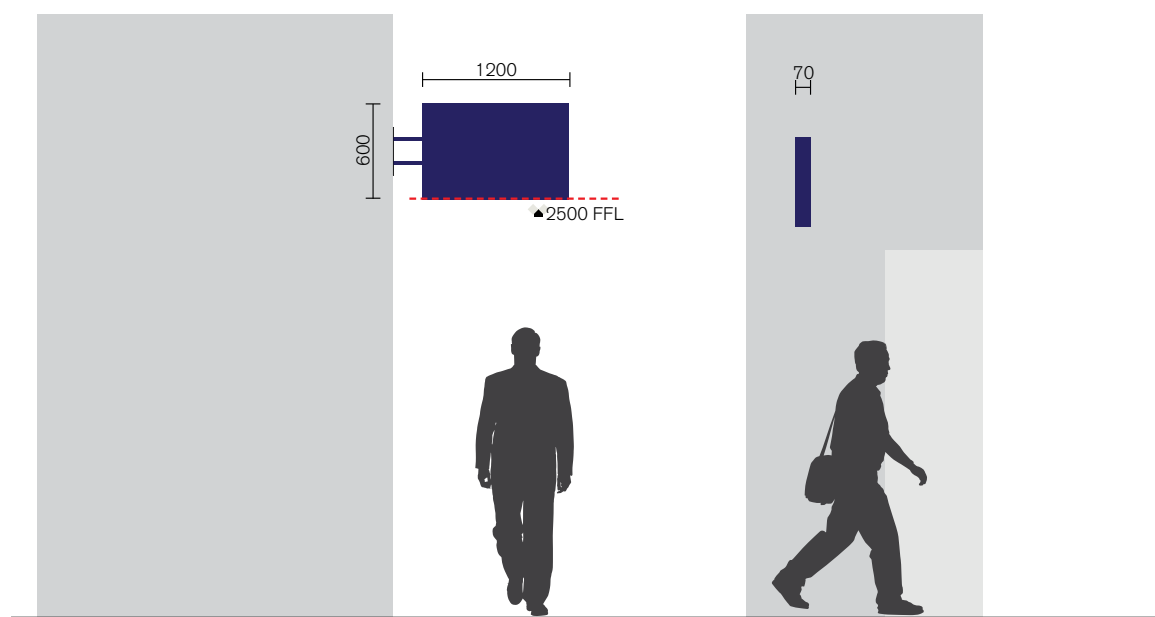
T1

Tenancy

Integrated Retail Blade



Location	Sign Type	Message	Signage Zone
To be mounted onto the Commercial/Retail/FB and Cafe on the Crowne Plaza Building	Tenant Identification	Tenant name/logo	Max 1sqm. Signtype should integrate and compliment the architectural facade



These signs are positioned at all retail entries on ground level of the Commercial/Retail/FB and to identify the Cafe within Crowne Plaza.

The purpose of this sign type is to allow shop fronts to display individual retail tenancy identification within a housing consistent throughout the site. The signs are to be made of an external aluminium frame finish tbc during the project. To be internally illuminated with LED luminaires. Letters to be pushed through the front faces of the sign form. Background colour and material to be solid and decided by the retailer.

Signage must be installed with a common reference datum at a height no less than 2500mm above FFL.

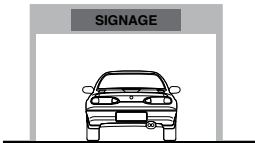
# SECTION E: SIGN TYPES

## SITE 2A+2B BUILDING WAYFINDING

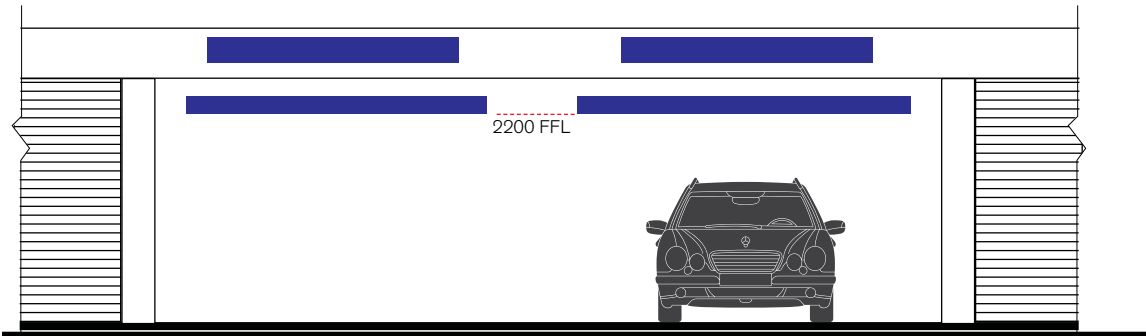
V1

### Vehicular

#### Car Park Entry ID



Location	Sign Type	Message	Signage Zone
Parkview Dr Commercial/ Retail/FB public and Crowne Plaza patron's underground parking facility	Wall Mounted & chain-like suspended	Public + 'Crowne Plaza' parking	The width of the car park entry tbc



Displayed in conjunction with Sydney Olympic Park Authority's S36 Vehicular ID Primary car park totem, the sign reinforces car park access, restrictions, and entry / egress circulation flows.

The sign is applied to the exterior bulkhead of the carpark entry.

The signage comes in two parts and its purpose is to alert and inform drivers regarding the entry and exit of the carpark. One of the sign types is a mask & spray text applied above the bulkhead to inform drivers which side is for entry/ exit and to watch for pedestrians.

The other sign type is a clearance hanging bar, suspended with chain-like material to allow for movement. The suspended height to be determined on site, with bottom of the clearance bar to be 2200mm FFL tbc.

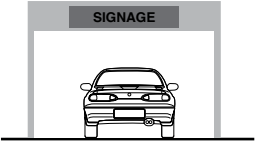
# SECTION E: SIGN TYPES

## SITE 2A+2B BUILDING WAYFINDING

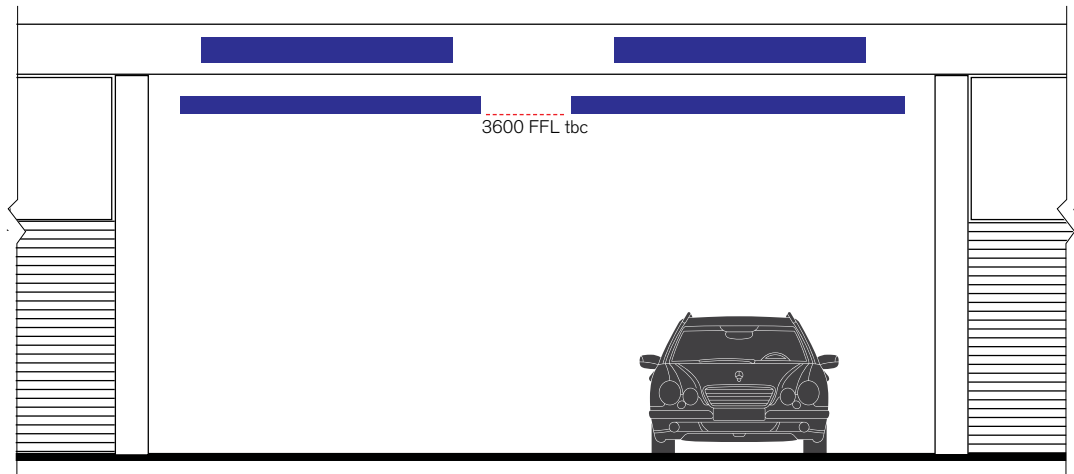
V2

Vehicular

Car Park Entry ID



Location	Sign Type	Message	Signage Zone
Along service road parallel with Australia Ave accessed from Parkview Dr. Sign to be mounted above vehicular entry to loading dock for both Commercial/ Retail/FB and Crowne Plaza	Wall Mounted & chain-like suspended	<div>Sign 1</div> <div>'Name TBA' Loading Dock</div> <div>Sign 2</div> <div>'Crowne Plaza' Loading Dock</div>	The width of the loading zones entry tbc



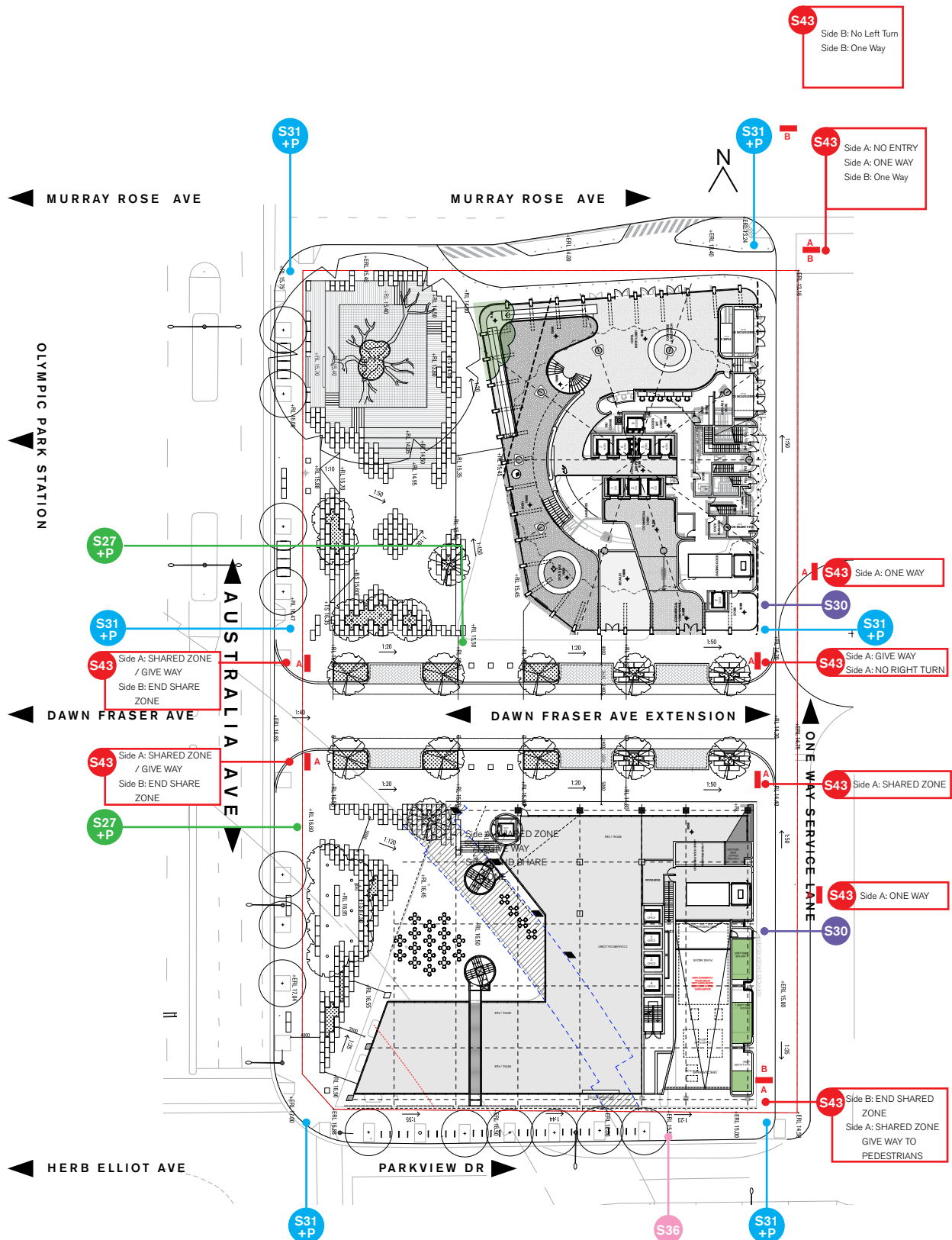
Displayed in conjunction with Sydney Olympic Park Authority's S30 Vehicular ID secondary totem, the sign reinforces Loading Zone identification.

The sign is applied to the exterior bulkhead of the loading zone entry.

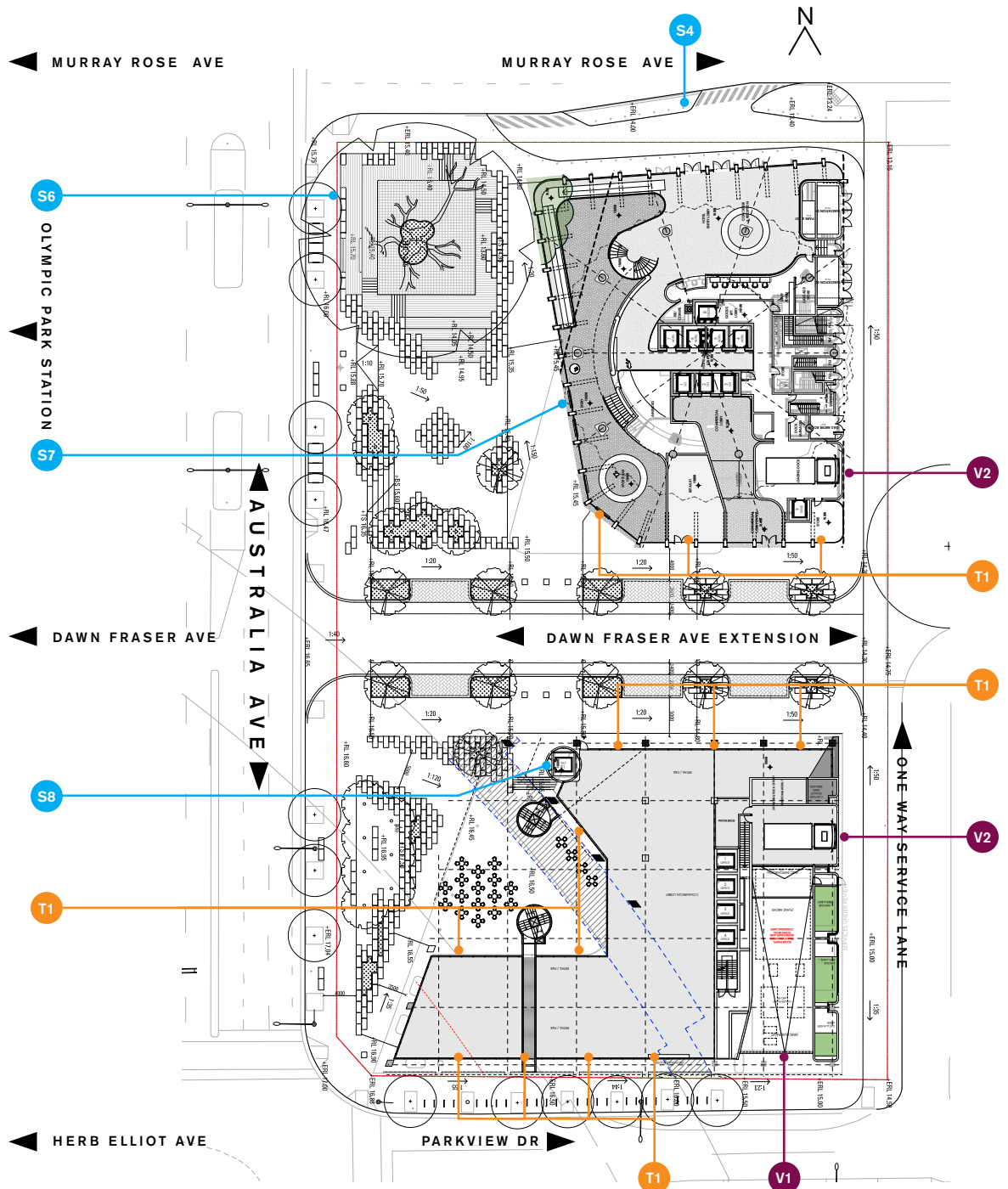
The signage comes in two parts and its purpose is to alert and inform drivers regarding the entry and exit of the Loading zone. One of the sign types is a mask & spray text applied above the bulkhead to inform drivers which side is for entry/exit and to watch for pedestrians.

The other sign type is a clearance hanging bar, suspended with chain-like material to allow for movement. The suspended height to be determined on site, with bottom of the clearance bar to be 3600mm FFL tbc.

# SECTION F: INDICATIVE SIGN LOCATIONS SYDNEY OLYMPIC PARK



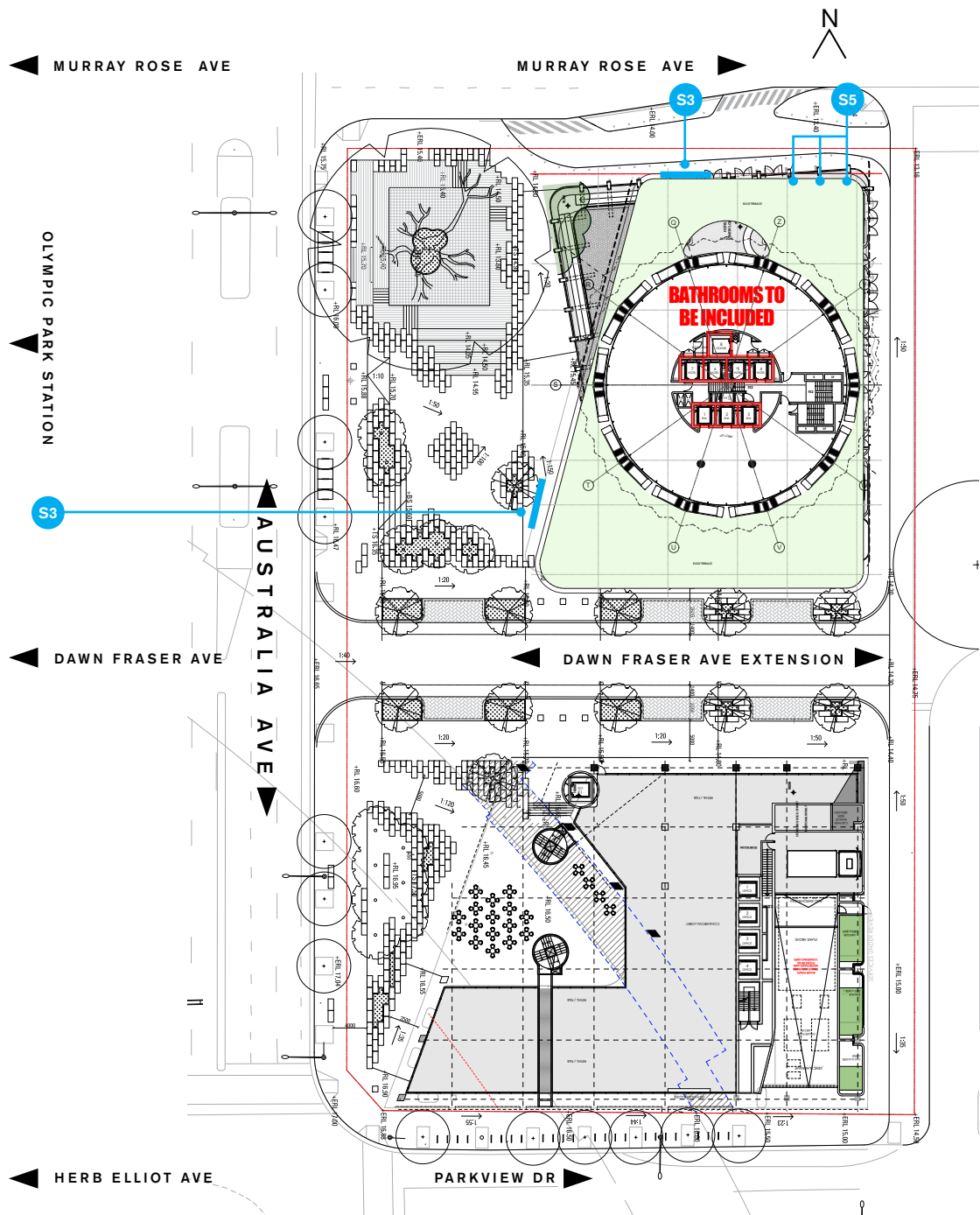
# SECTION F: INDICATIVE SIGN LOCATIONS BUILDINGS 2A + 2B SIGNAGE GROUND LEVEL



# SECTION F: INDICATIVE SIGN LOCATIONS

## BUILDING 2A SIGNAGE

### PODIUM LEVEL



#### IDENTIFICATION

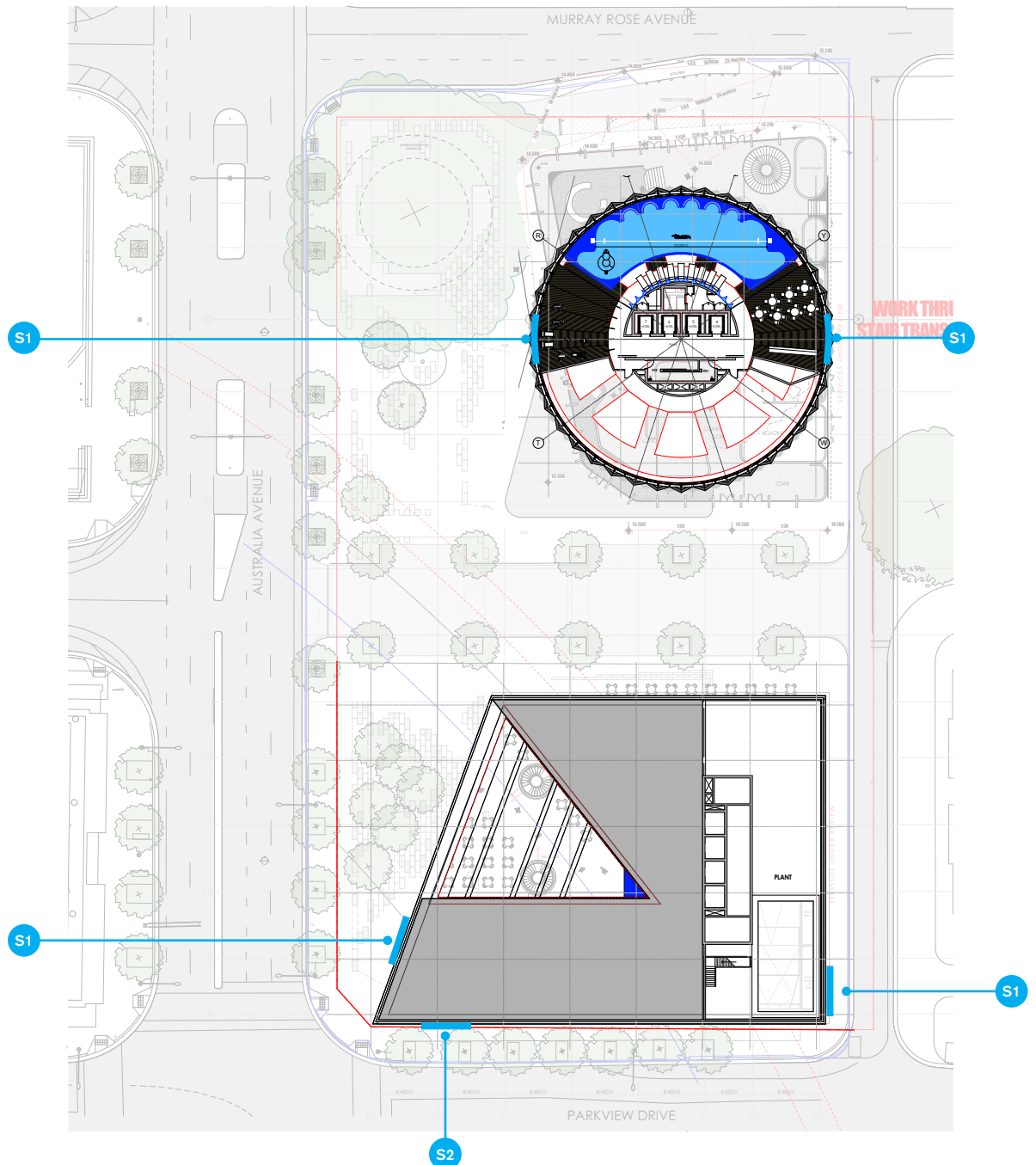
- S3 Podium Logo Static-Illuminated
- S5 Flag Pole ID



# SECTION F: INDICATIVE SIGN LOCATIONS

## BUILDINGS 2A + 2B SIGNAGE

### SKY SIGNS



#### IDENTIFICATION

- S1** Sky Sign Logo Static-illuminated
- S2** Sky Sign Logo Non-illuminated

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# THANK YOU

Contact

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