

M A
A T

The Jardin

Sign strategy

Issue for DA
02.06.21

Site review
Sign strategy
Sign hierarchy
User journeys
Signtype references
Signage principles



M A
A T

Site review

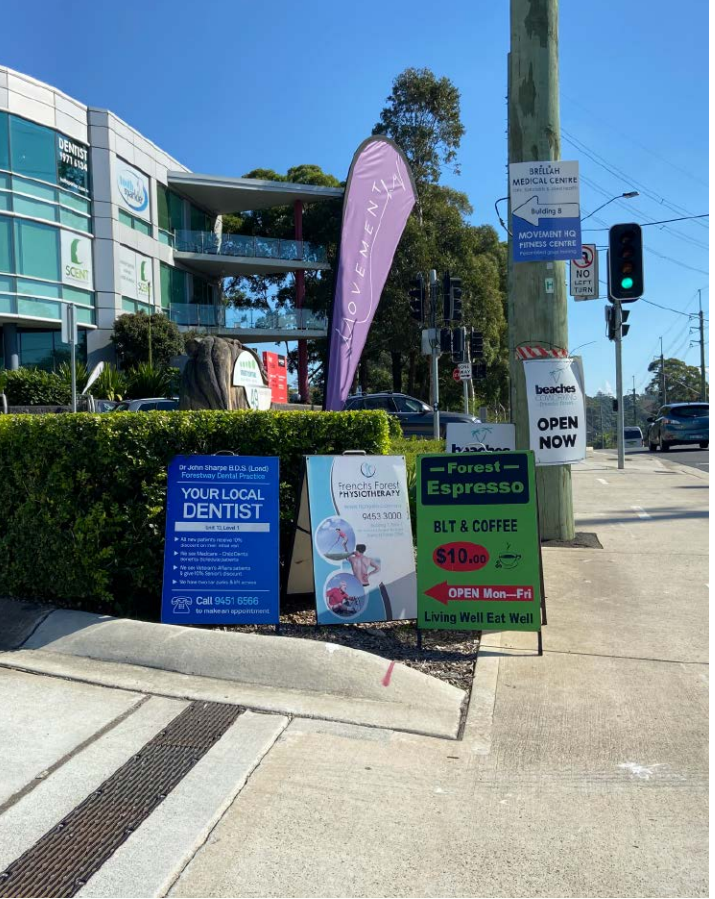
M A
A T

Site review —
Frenchs Forest Road

Stand-alone sites
Small to medium scale
Commercial signage retro-fitted into
landscaping
Dan Murphy's pylon 1.8mW x 5.5mH



Forest Central site
Small scale signforms
Largescale street numbering - 49 is 470mm cap height
Tenant ID to building facades





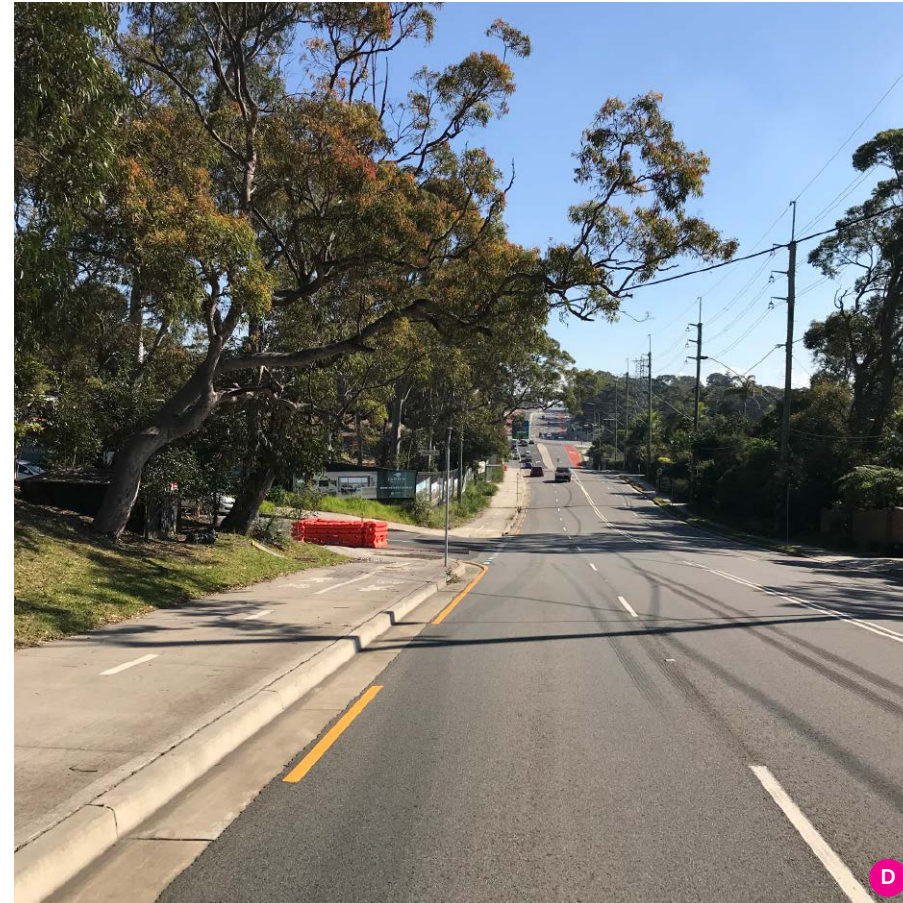
Site entry
Medium scale plinths
Medium scale changeable directories



Site internal
Medium scale facade-mount ID
Non-illuminated



Site review — Approach from East



Long-distance approach view of low-level site corner,
perpendicular to Frenchs Forest Road.
High-level obscured by street trees.

Site review — Approach from West



Long-distance approach view of low to mid-level site corner, parallel to Frenchs Forest Road.
High-level obscured by street trees



Site context of stand-alone residential

M A
A T

Sign strategy

APPROACH

The sign strategy at Jardin establishes communication requirements across the public precinct and illustrates the design approach to sign forms, materials, scale and illumination approach.

The strategy responds to the mixed-use nature of the precinct, clearly identifying primary vehicular and pedestrian entries to the porous site, to address all first time visitors to commercial and retail tenancies, BOH delivery and operational circulation; as well as residential visitors. Within the site, the inclusion of legibly scaled identification signs, multi-directional signage and an operational overlay at each entry point supports this wayfinding. Throughout the central landscaped space, signage will include key destinations for residents, eg pool, rooftop garden; to facilitate cross-site journeys & encourage the community to come together.

Wayfinding information is organized in a hierarchical manner to assist in creating a legible wayfinding experience and integrated through positioning and materials with the precinct landscape. Where possible

signforms will be applied or attached directly to the building form, or if freestanding located in garden beds to keep pathways clear. The signage will reflect the quality of the building works in design, materials, proportion, fabrication and the signage principles illustrated at the end of this report.

SIGNTYPES

A signage hierarchy has been developed responding to the primary user journeys, pedestrian and vehicular, arriving and departing the site.

There are 4 primary categories; –Identification –Directional –Operational –Statutory Augmented by interpretive and placemaking opportunities that, animate the residents experience and usage of the central courtyard.




Within each category there is a hierarchy of signtypes that respond in scale (sign form and text size) and form (complex internally illuminated form to sign panels on doors) to their function.

NOMENCLATURE

To ensure visitors, both FOH and BOH, reach their destination a consistent naming strategy is required for agreed destinations to be used across all channels including signage, website and communications collateral.

Information would be illustrated in simple English word format, with pictograms utilised for easily recognizable destinations (bus stop) or instructions (dogs on leash).

The audience and an example of the type of information required is noted below;

			
Site address		5 Skyline Place	5 Skyline Place
Site ID		Jardin	Jardin
Building ID	Acacia	Acacia	Banksia
Level ID	Level G	Level 2	Level G
Zone ID	Pool		
Apartment/Tenancy ID		Apartment 2.17	Tenancy G.03
Resident /Tenant		JM Agarwal	Jardin Medical

M A
A T

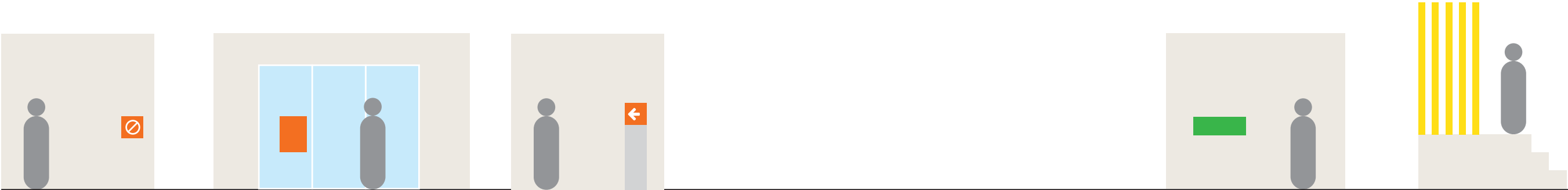
Sign hierarchy



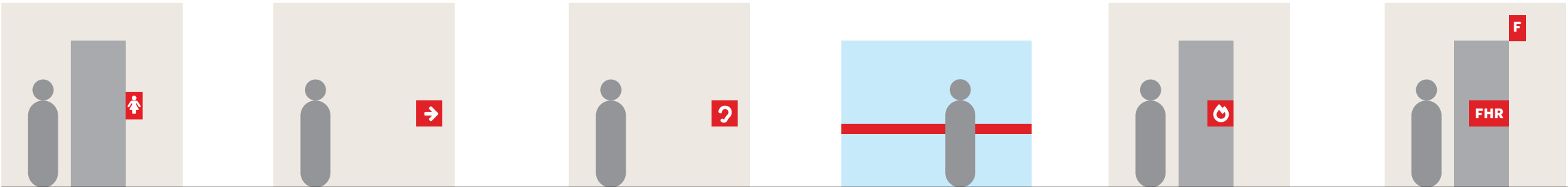
I.1 Site ID I.2 Building ID I.3 Commercial ID I.4 Lift core ID I.5 Room ID



D.1 Site vehicular directional D.2 Secondary vehicular directional D.3 Site pedestrian directional D.4 Directory



O.1 Operational eg No smoking, CCTV etc O.2 Operational eg T&C's, out-of-hours access O.3 Vehicular Operational eg accessible/5min bay H.1 Interpretive Landscape/Skyline P.1 Placemaking Landscape



S.1 Toilet ID Braille&tactile S.2 Access directional Braille&tactile S.3 Hearing loop Braille&tactile S.4 Safety decal S.5 Fire stair S.6 Fire services

- KEY
- I IDENTIFICATION
 - D DIRECTIONAL
 - H INTERPRETIVE
 - P PLACEMAKING
 - O OPERATIONAL
 - S STATUTORY

M A
D T

Written dimensions take precedence over scaled dimensions. Contractors shall verify all critical dimensions on site prior to commencement of work. Reproduction of the whole or part of this document constitutes an infringement of copyright. This information ideas and concepts contained in this document are confidential. The recipient(s) of this document is prohibited from disclosing such information, ideas and concepts to any person without prior written consent of Studio MAAT.

Studio MAAT
studiomaat.com.au

Joanna Mackenzie
0421 669 671
joanna@studiomaat.com.au
Bridget Atkinson
0423 170 481
bridget@studiomaat.com.au

Scale
As shown at A3

Issue
Issue for
DA

Revisions
A 18.05.21 Issue for Review
B 02.06.21 Issue for DA

Project no.
PP2154

Drawing
Signage hierarchy

Date
12.05.21

Project
The Jardin

Drawn/Checked
JM/BA

Signtype
-

Drawing number
PP2154-GEN-002

Revision
B

GEN

M A
A T

User journeys

RESIDENT USER JOURNEY

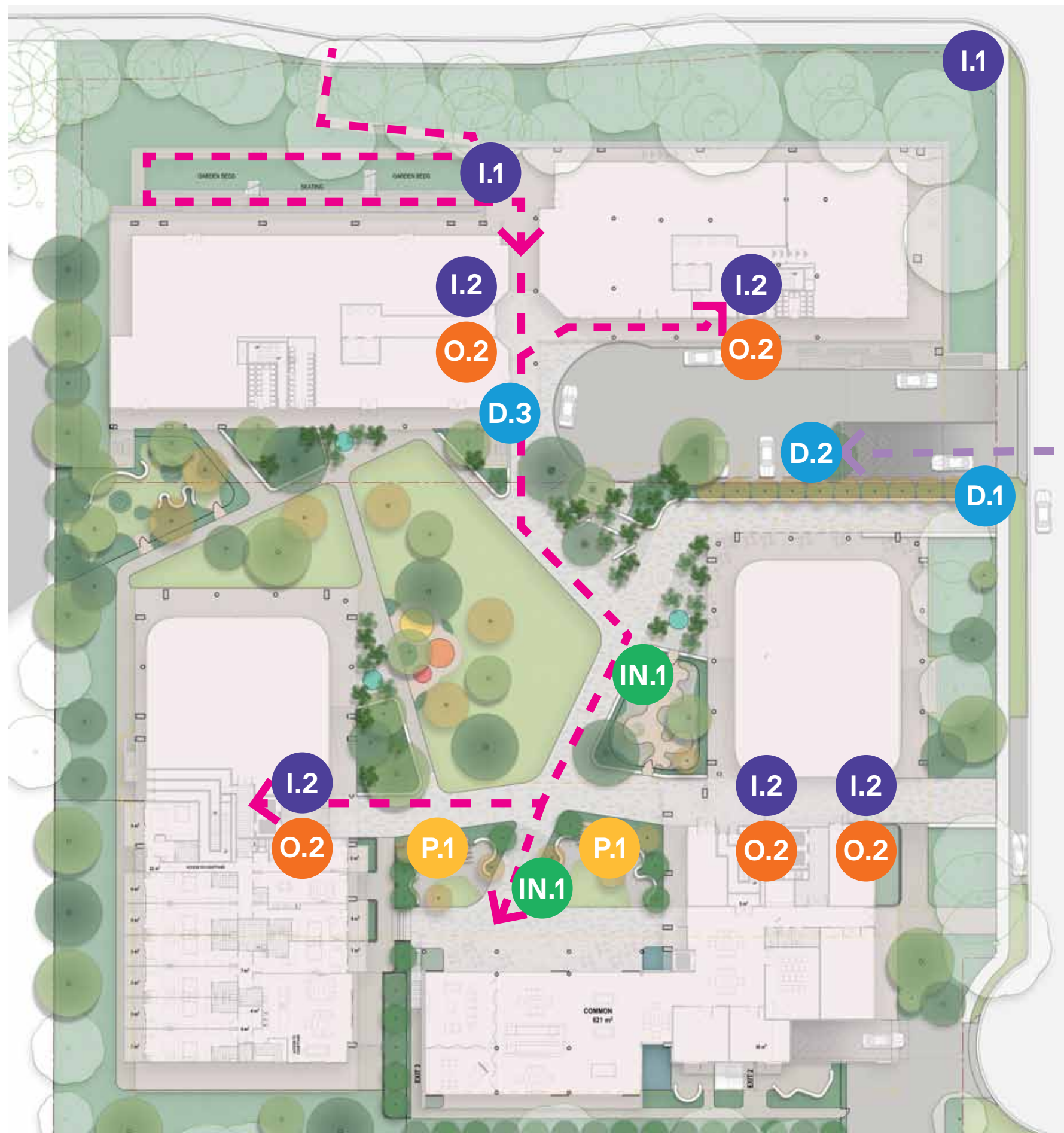
The user journey illustrated demonstrates a possible route within the site to identify the types and locations of signage implemented to assist in wayfinding across the precinct. The diagrams illustrate that the diversity of user groups across pedestrian and vehicular journeys are supported on arrival and through their journey via identification, directional and operational signage.

- Signage at Jardin for residents provides confirmation of destinations (I.1, I.2, I.4), supporting the journey in and out of the precinct, rather than directing the journey.

- Directions to shared communal spaces (D.3) are included on the precinct signage to support visitation of facilities across the buildings.

- Placemaking elements and interpretive signage (P.1, IN.1) aim to develop the character of the place and support social interactions.

- The operational overlay (O.2) will assist in gaining access to the entire precinct (ie not just your own building residence) if fob key access is required, via contact information or procedural content, ie hours of operation of concierge.



- KEY
- I IDENTIFICATION
 - D DIRECTIONAL
 - IN INTERPRETIVE
 - P PLACEMAKING
 - O OPERATIONAL
 - S STATUTORY

- Sign Function
- VEHICULAR
-resident parking
 - PEDESTRIAN
-bus stop
-shared facilities
-delivery pickup

MAAT

Written dimensions take precedence over scaled dimensions. Contractors shall verify all critical dimensions on site prior to commencement of work. Reproduction of the whole or part of this document constitutes an infringement of copyright. This information ideas and concepts contained in this document are confidential. The recipient(s) of this document is prohibited from disclosing such information, ideas and concepts to any person without prior written consent of Studio MAAT.

Studio MAAT
studiomaat.com.au

Joanna Mackenzie
0421 669 671
joanna@studiomaat.com.au

Bridget Atkinson
0423 170 481
bridget@studiomaat.com.au

Scale
As shown at A3

Issue
Issue for
DA

Revisions

A 18.05.21 Issue for Review

B 02.06.21 Issue for DA

Project no.
PP2154

Drawing Title
Resident
Journey

Date
12.05.21

Project
The Jardin

Drawn/Checked
JM/BA

Signtype
-

Drawing Number
PP2154-SK-001

Revision
B



RESIDENT VISITOR USER JOURNEY

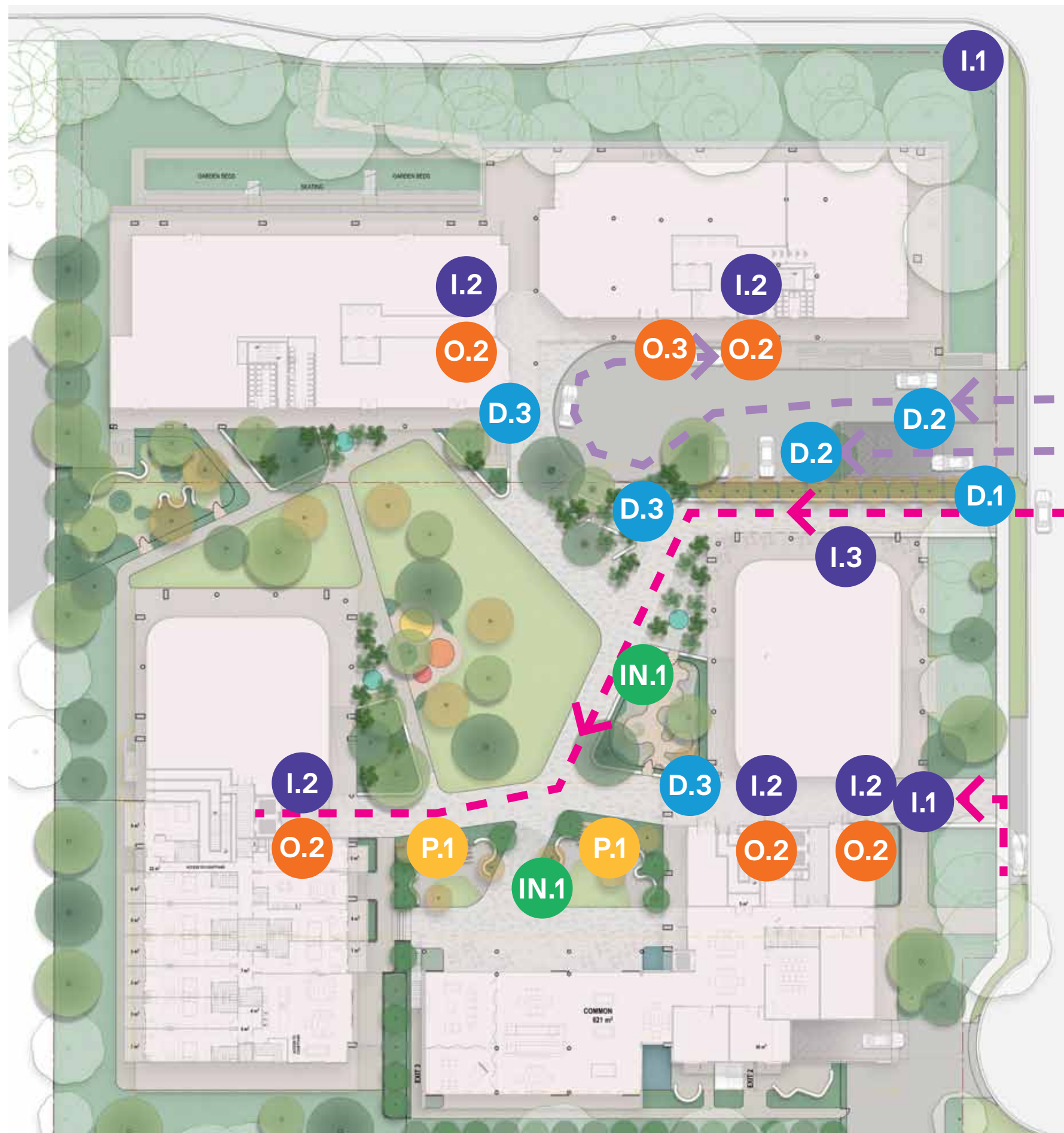
The user journey illustrated demonstrates a possible route within the site to identify the types and locations of signage implemented to assist in wayfinding across the precinct. The diagrams illustrate that the diversity of user groups across pedestrian and vehicular journeys are supported on arrival and through their journey via identification, directional and operational signage.

- Signage at Jardin for residents’ visitors provides confirmation of destinations (I.1, I.2, I.3, I.4), at a scale legible for vehicular and/or pedestrian journeys, defining the entry on approach.

- Directions to visitor parking, resident buildings, F&B outlets and local transport (D.1, D.2, D.3) are included on the precinct signage to support movement across the porous site.

- Placemaking elements and interpretive signage (P.1, IN.1) aim to develop the character of the place and provide meeting points.

- The operational overlay (O.2) will assist in navigating the site, via contact information or procedural content, ie directions and hours of operation of concierge.



- KEY
- I IDENTIFICATION
 - D DIRECTIONAL
 - IN INTERPRETIVE
 - P PLACEMAKING
 - O OPERATIONAL
 - S STATUTORY

- Sign Function
- VEHICULAR
-visitor parking
 - PEDESTRIAN
-apartment lobby
-cafe
-terrace

COMMERCIAL/RETAIL VISITOR USER JOURNEY

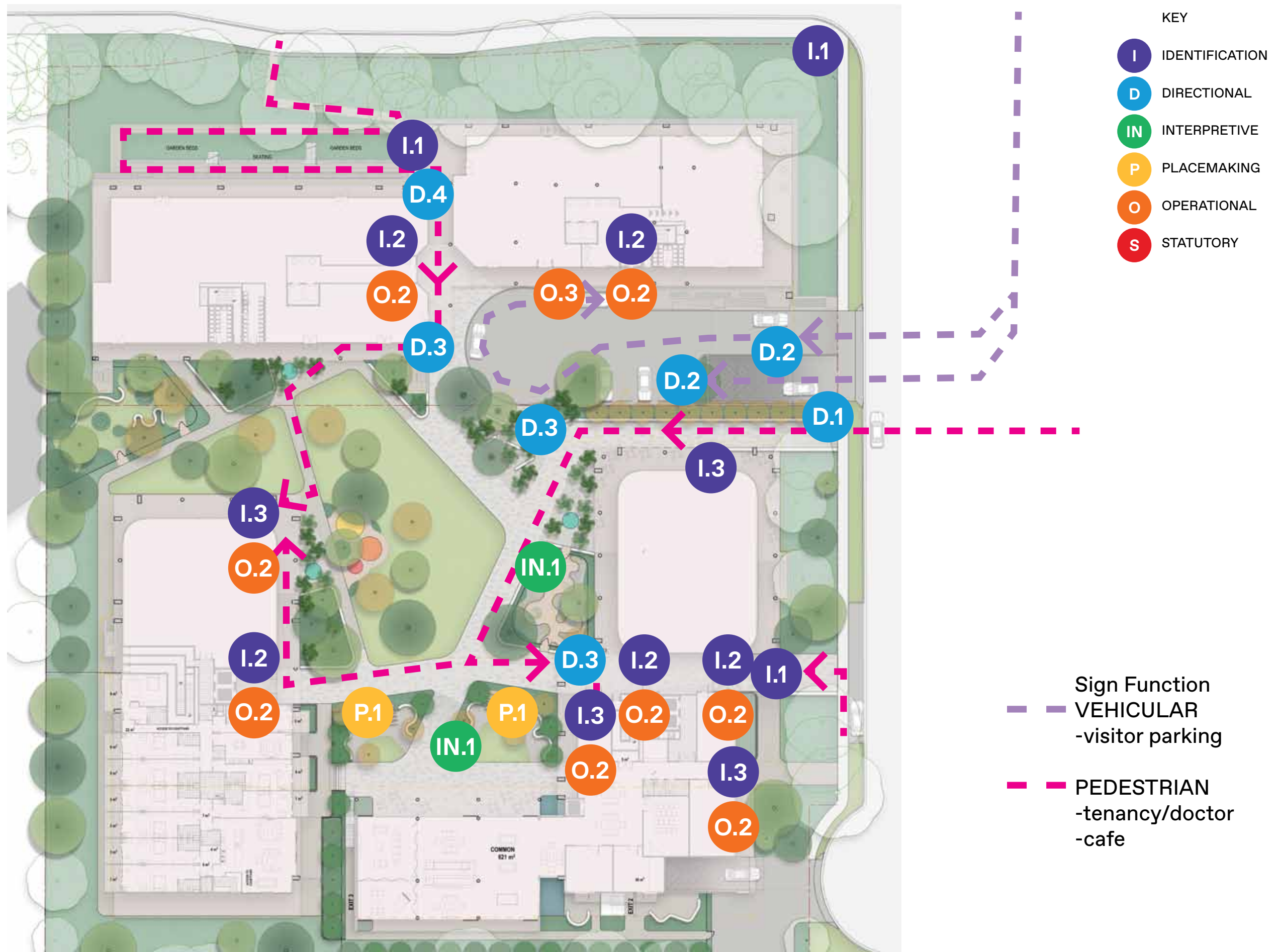
The user journey illustrated demonstrates a possible route within the site to identify the types and locations of signage implemented to assist in wayfinding across the precinct. The diagrams illustrate that the diversity of user groups across pedestrian and vehicular journeys are supported on arrival and through their journey via identification, directional and operational signage.

- Signage at Jardin for commercial tenancy visitors provides confirmation of destinations (I.1, I.3, I.4), at a scale legible for vehicular and/or pedestrian journeys, defining the entry on approach.

- Directions to visitor parking, tenancy zones (eg G.1-01 – G.1-08) and local transport (D.1, D.2, D.3, D.4) are included on the precinct signage to support movement across the porous site.

- Interpretive signage (IN.1) aims to develop the character of the place.

- The operational overlay (O.2) at each tenancy door will support the function of that tenant.



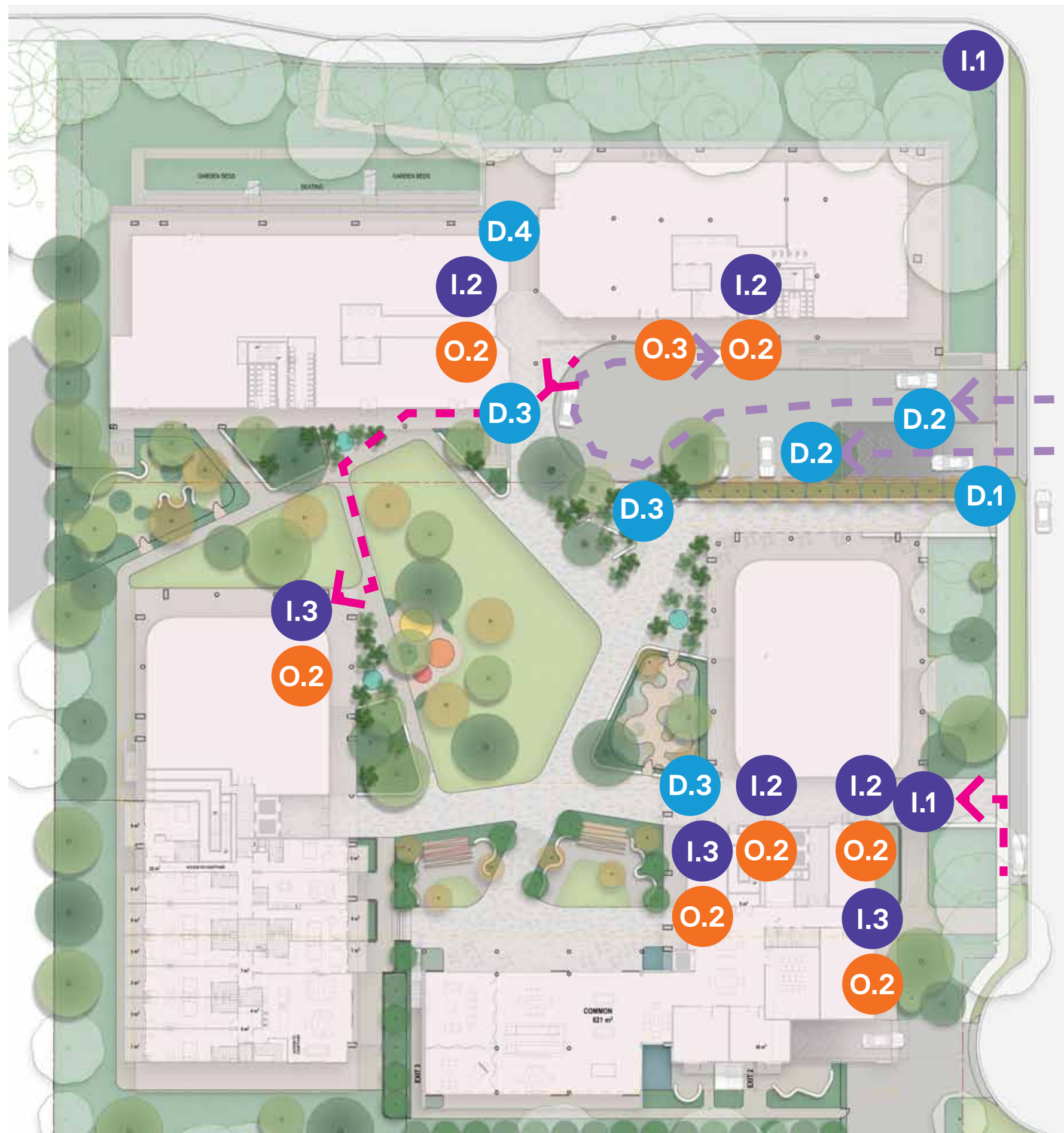
OPERATIONAL VISITOR USER JOURNEY

The user journey illustrated demonstrates a possible route within the site to identify the types and locations of signage implemented to assist in wayfinding across the precinct. The diagrams illustrate that the diversity of user groups across pedestrian and vehicular journeys are supported on arrival and through their journey via identification, directional and operational signage.

- Signage at Jardin for operational visitors (couriers/uber, tradespersons) provides confirmation of destinations (I.1, I.2, I.3), at a scale legible for vehicular and/or pedestrian journeys, defining the entry on approach.

- Directions to 5 min drop off, visitor parking, resident buildings and tenancy zones (D.1, D.2, D.3, D.4) are included on the precinct signage to support movement across the porous site.

- The operational overlay (O.2) will assist in navigating the site, via contact information or procedural content, ie directions and hours of operation of concierge, and support the functioning of each tenancy.



- KEY
- I IDENTIFICATION
 - D DIRECTIONAL
 - IN INTERPRETIVE
 - P PLACEMAKING
 - O OPERATIONAL
 - S STATUTORY

- Sign Function
- VEHICULAR
-concierge
 - PEDESTRIAN
-tenancy/doctor

MAAT

Written dimensions take precedence over scaled dimensions. Contractors shall verify all critical dimensions on site prior to commencement of work. Reproduction of the whole or part of this document constitutes an infringement of copyright. This information ideas and concepts contained in this document are confidential. The recipient(s) of this document is prohibited from disclosing such information, ideas and concepts to any person without prior written consent of Studio MAAT.

Studio MAAT
studiomaat.com.au

Joanna Mackenzie
0421 669 671
joanna@studiomaat.com.au
Bridget Atkinson
0423 170 481
bridget@studiomaat.com.au

Scale
As shown at A3

Issue
Issue for
DA

Revisions
A 18.05.21 Issue for Review
B 02.06.21 Issue for DA

Project no.
PP2154

Drawing Title
Operational Visitor
Journey

Date
12.05.21

Project
The Jardin

Drawn/Checked
JM/BA

Signtype
—

Drawing Number
PP2154-SK-004

Revision
B

MPN

M A
A T

Signtype references



I.1 Site ID

- Low level plinth-mount
- Integrated with landscaping at signage site
- Incorporating Jardin logo & brand language
- Face-illumination only



I.2 Building ID

- Individual letterforms pin-fix to building facades
- Consistent mounting-heights
- Cap-height scaled to suit pedestrian approach accross internal courtyard
- High contrast material use
- Non-illuminated, or face-illumination



I.3 Commercial ID

- Co-located facade & cantilever ID
- Consistent mounting-heights
- Consistent 'Jardin' material palette, not tenant brands
- Monochrome use of tenant logo
- Internal illumination to cantilever ID only



D.1 Site vehicular directional

- Vehicular scale messaging
- Freestanding totem
- Partial internal illumination or face-illumination only



D.2 Secondary vehicular directional

- Signwriting direct to carpark walls
- Superscale
- Colour-coded consistently with destination branding



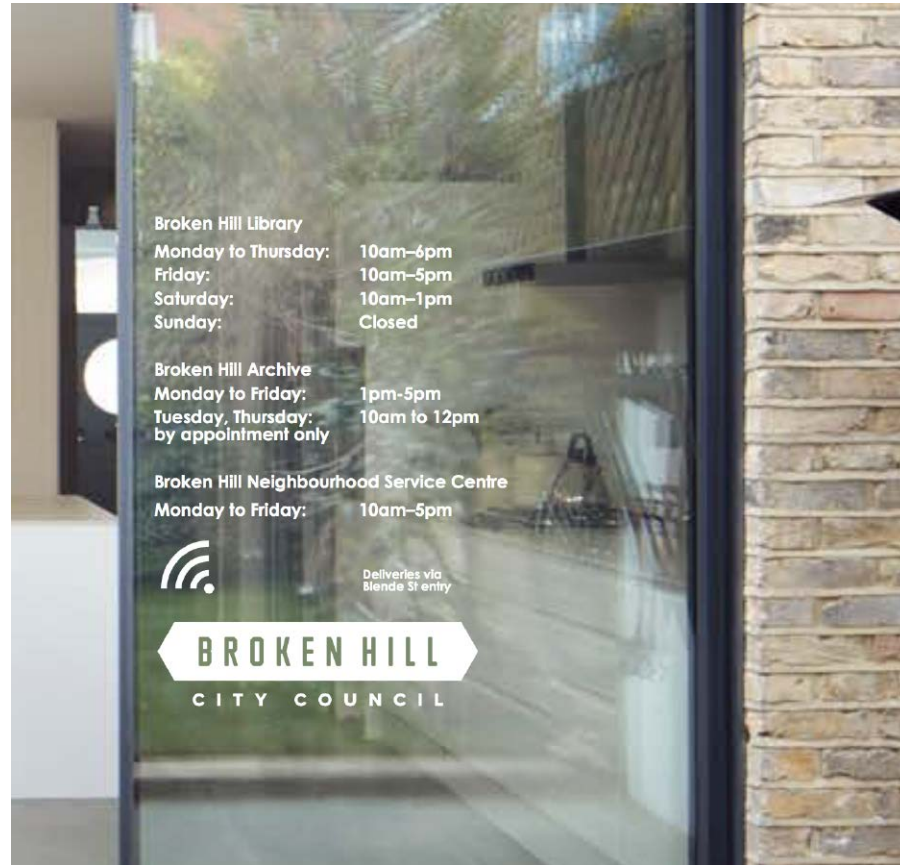
D.3 Site pedestrian directional

- Pedestrian scale messaging
- Freestanding totem
- Ambient illumination only



D.4 Directory

- Changeable tenant listing
- Wall-mount digital screen
- Consistent 'Jardin' material palette, not tenant brands
- 'Jardin' brand typeface, not tenant logos



O.2 Operational

- Applied to glazing adjacent entries
- Operational messaging, including out-of-hours alternate entry points

O.3 Vehicular Operational

- Pictogram-based messaging

H.1 Interpretive

- Natural & site interpretive
- Integrated with hardscaping
- Ambient illumination only

P.1 Placemaking

- Refer Paddock strategy
- Responsive nomenclature, eg 'Meet me at the birdcage'

M A
A T

Signage principals

Viewing distances

50 mm minimum height is an acceptable standard for visual legibility at a maximum of 15 metres.

Other suggested minimum letter heights for various signtypes include:

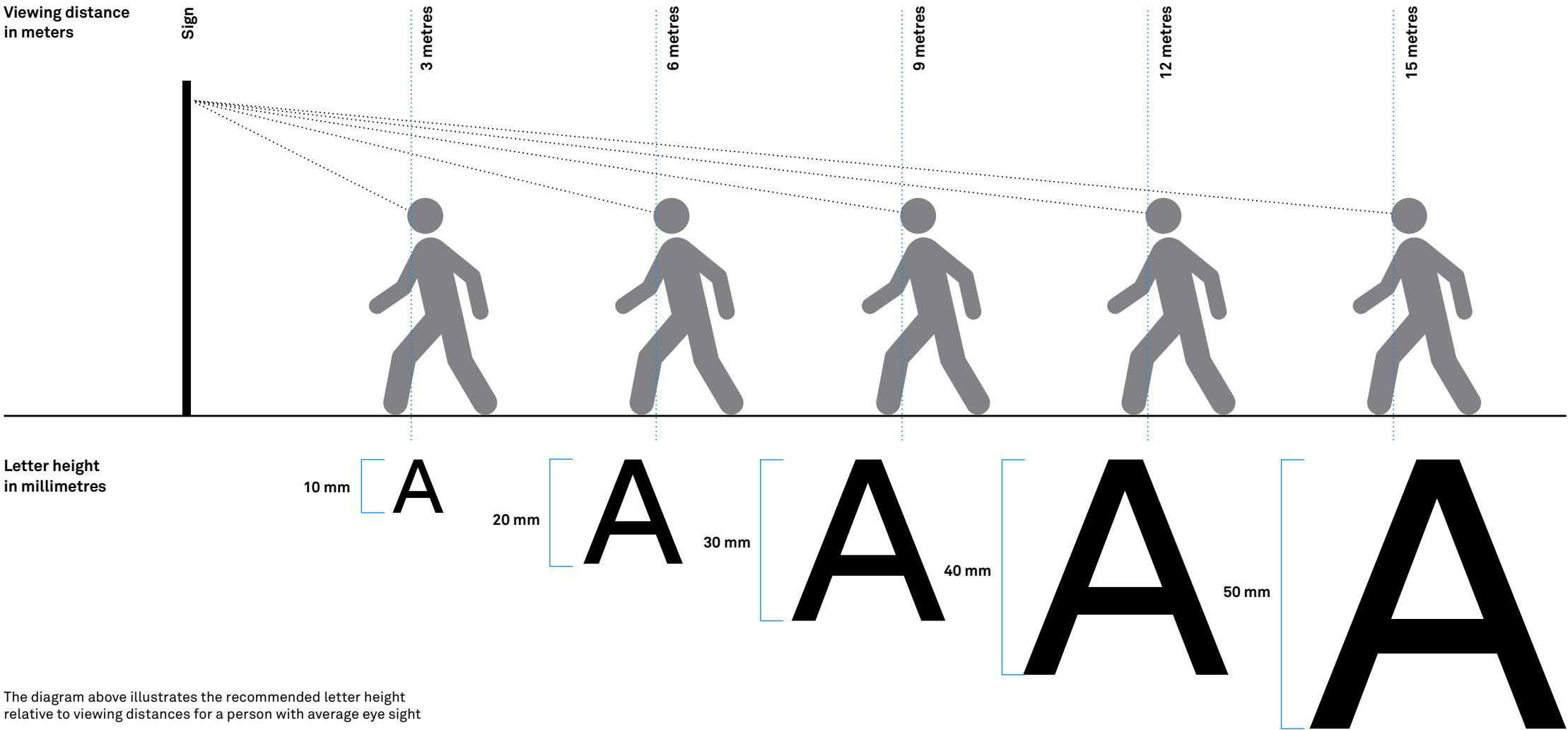
Vehicular direction signs, internal roads, carparks and service areas: 60 mm

External pedestrian direction signs: 60 mm
— Internal direction signs: 30 mm

Building directory listings: 20 mm

Door signs: 17 mm

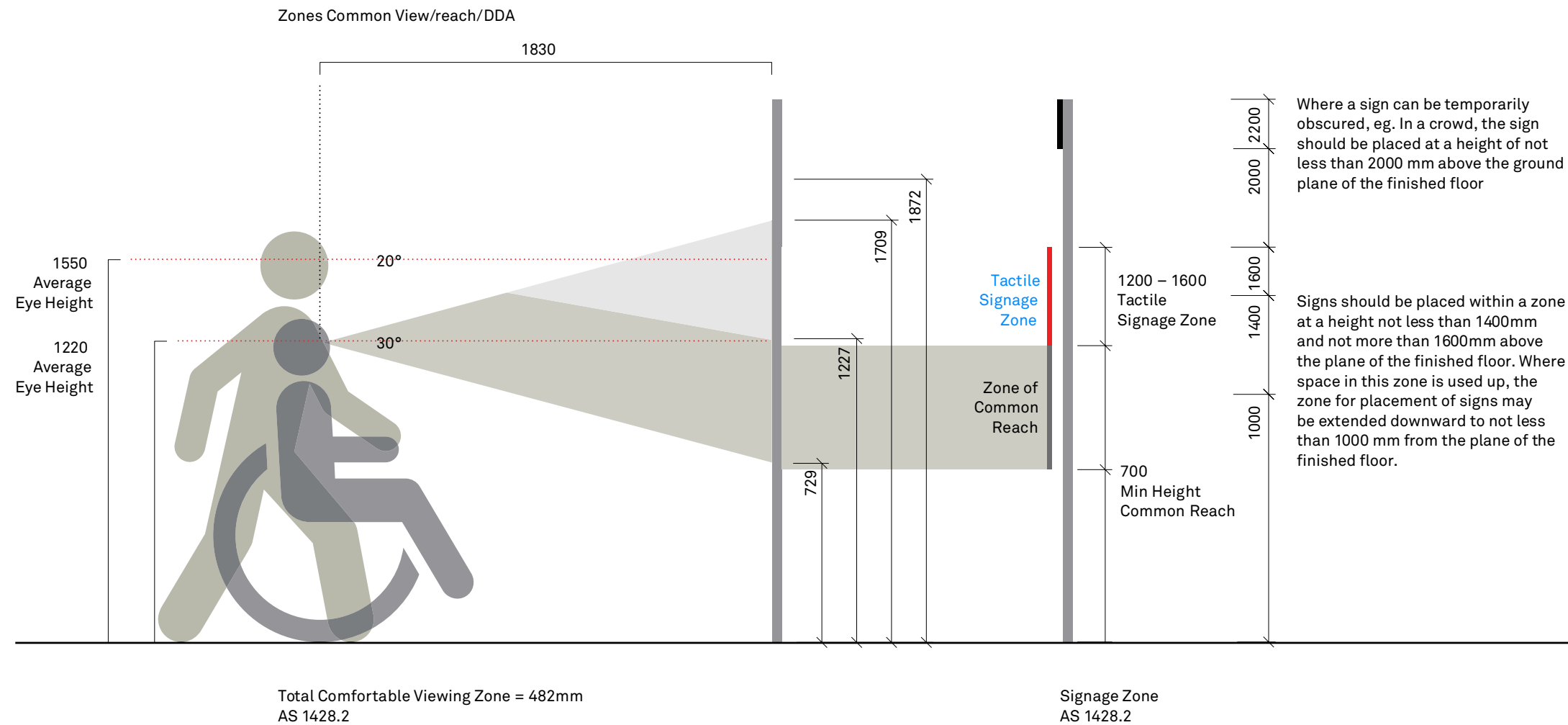
Tactile lettering: 15 mm (55 mm maximum)



Signage principals

Accessible journeys

- Non-ambulant people should be provided with distinct pathways to destinations
- Hearing loop facilities should be considered
- At a minimum, disabled pictograms should be included in the general circulation system, with users being guided and confirmed along planned pathways
- Signage for the sight- and hearing-impaired should be included in the system
- Tactile signage should be considered.

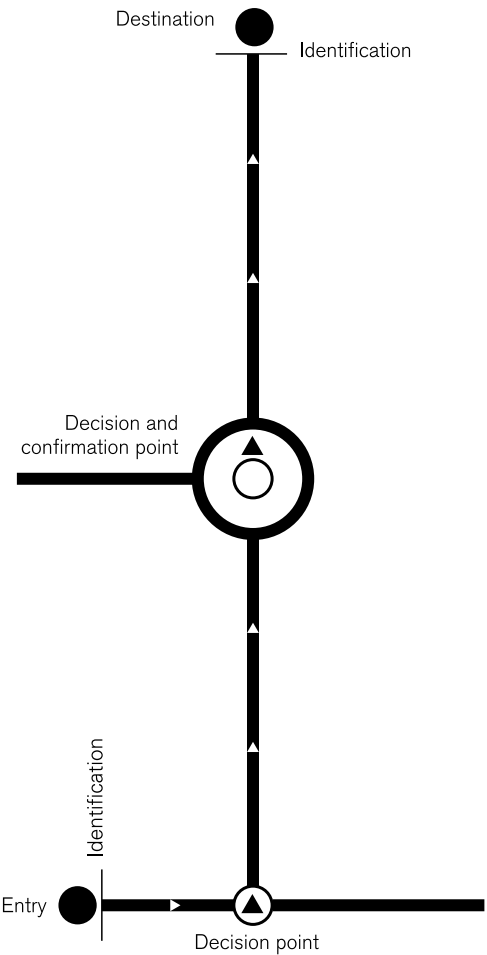


Source: National Endowment For The Arts, Needs Assessment Survey Instrument, Produced 6Y National Access Centre, USA

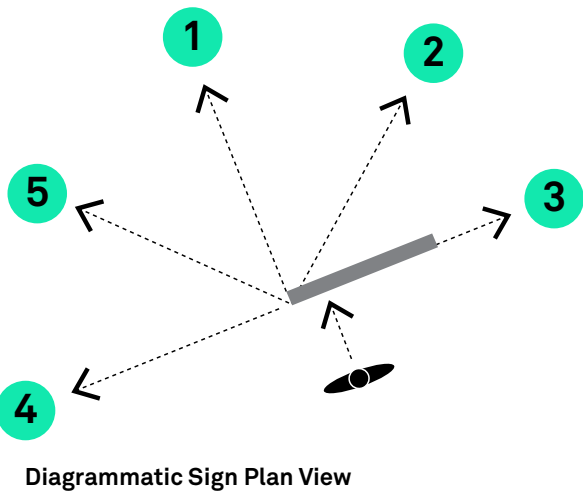
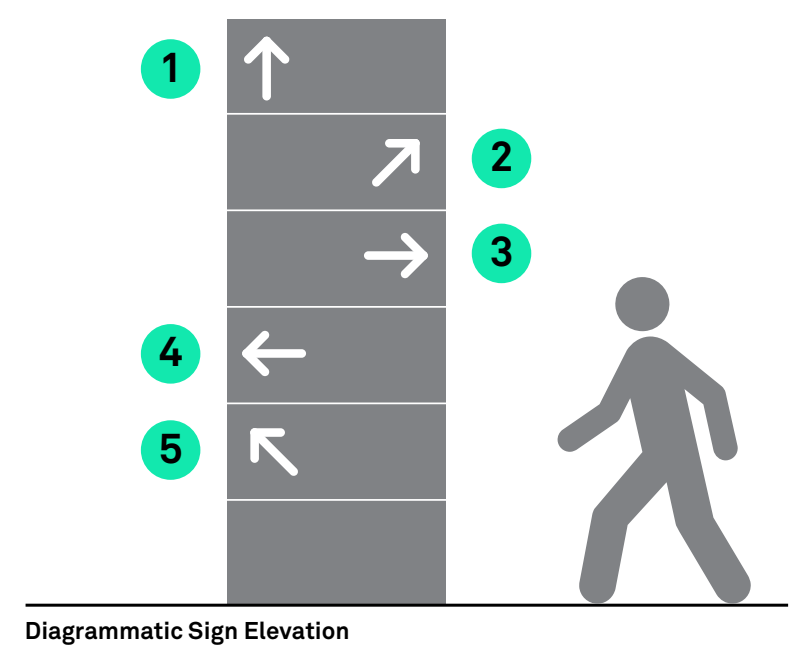
Locating principles

- Locate signage at key decision points, entries, exits and destinations.
- Signage has clear views and sight lines where possible.
- Position signage to suit user requirements – vehicular, pedestrian and accessible.
- Position accessible signage in accordance with Australian Standards.
- Illuminate critical signage well either externally or internally.

Representation of circulation and identification principles



Arrow configuration principles



- 1 Forward & up arrow
- 2 Forward & right arrow
- 3 Right arrow
- 4 Left arrow
- 5 Forward & left arrow

Signage principals

Technology

Human touch

Host

High visibility concierges

People to people communication:

“Thanks for the help - I’ll know how to use the touchscreen next time”



Signage principals

Materiality

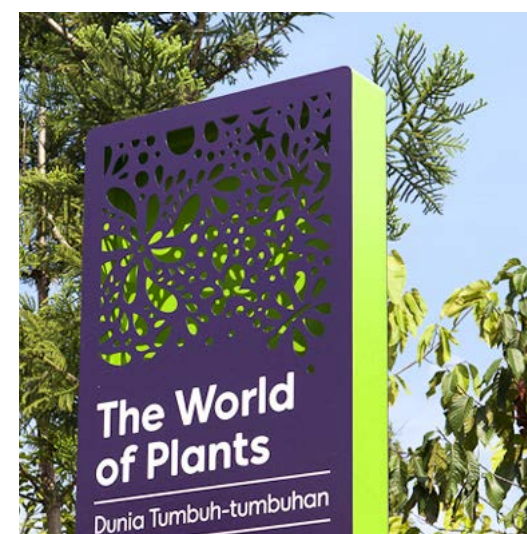
Responding to the hard and soft landscape.

Legibility in outdoor location

Site palette context: brick architecture, stone paths, green foliage

Strong saturated colour to clearly locate key destinations in the landscape, eg concierge

High contrast, warmer end of spectrum, to maximise legibility for aging users



M A
A T

Thank you

Joanna Mackenzie
joanna@studiomaat.com.au
0421 669 671

Bridget Atkinson
bridget@studiomaat.com.au
0423 170 481