

19.361 HASSELL

BROOKVALE OVAL

STAGE DA SIGNAGE DESIGN REPORT
ISSUE 06
DATE 17.10.2019



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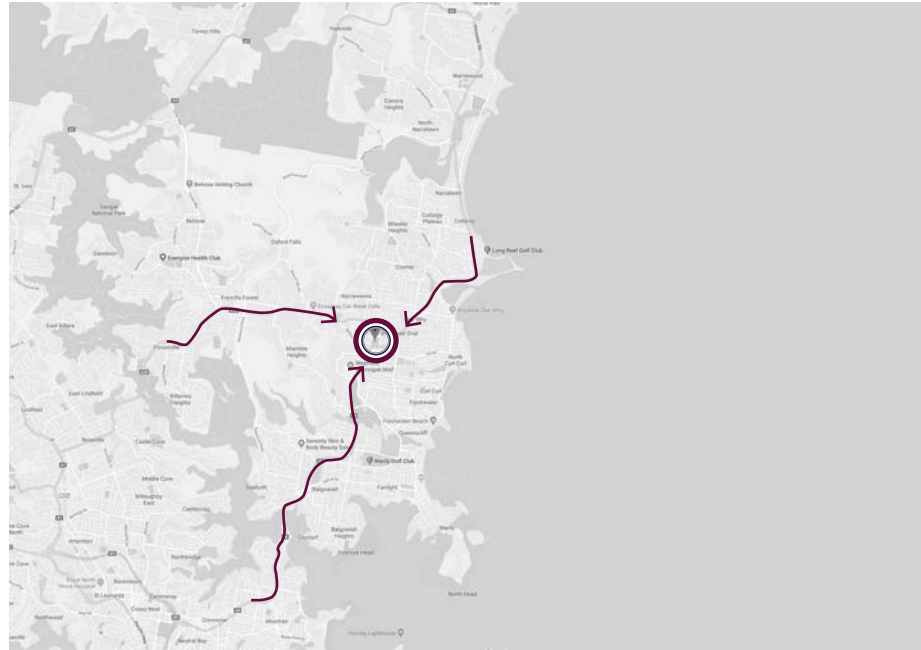
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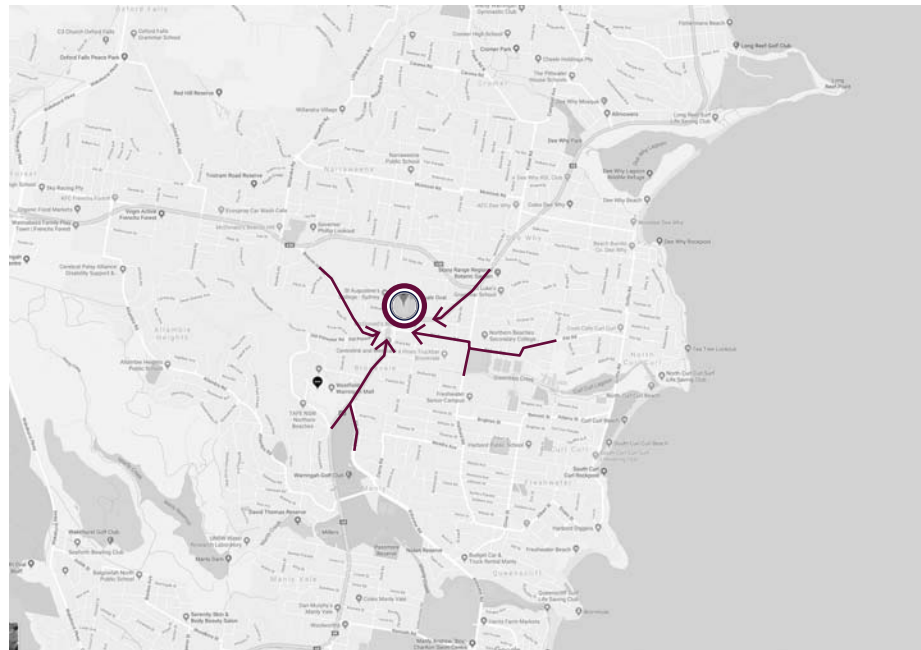
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SITE CONTEXT

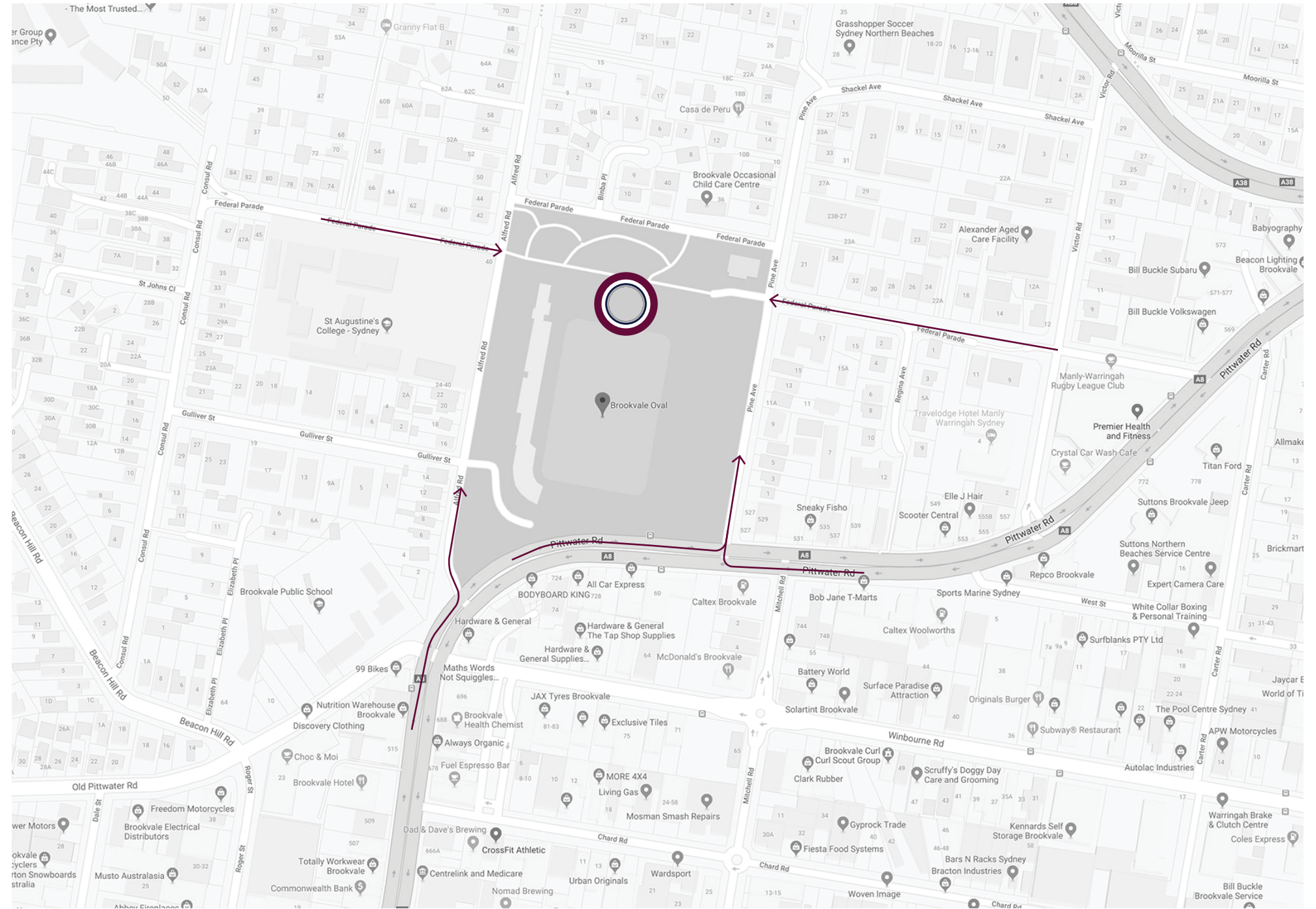
SITE CONTEXT



REGIONAL CONTEXT

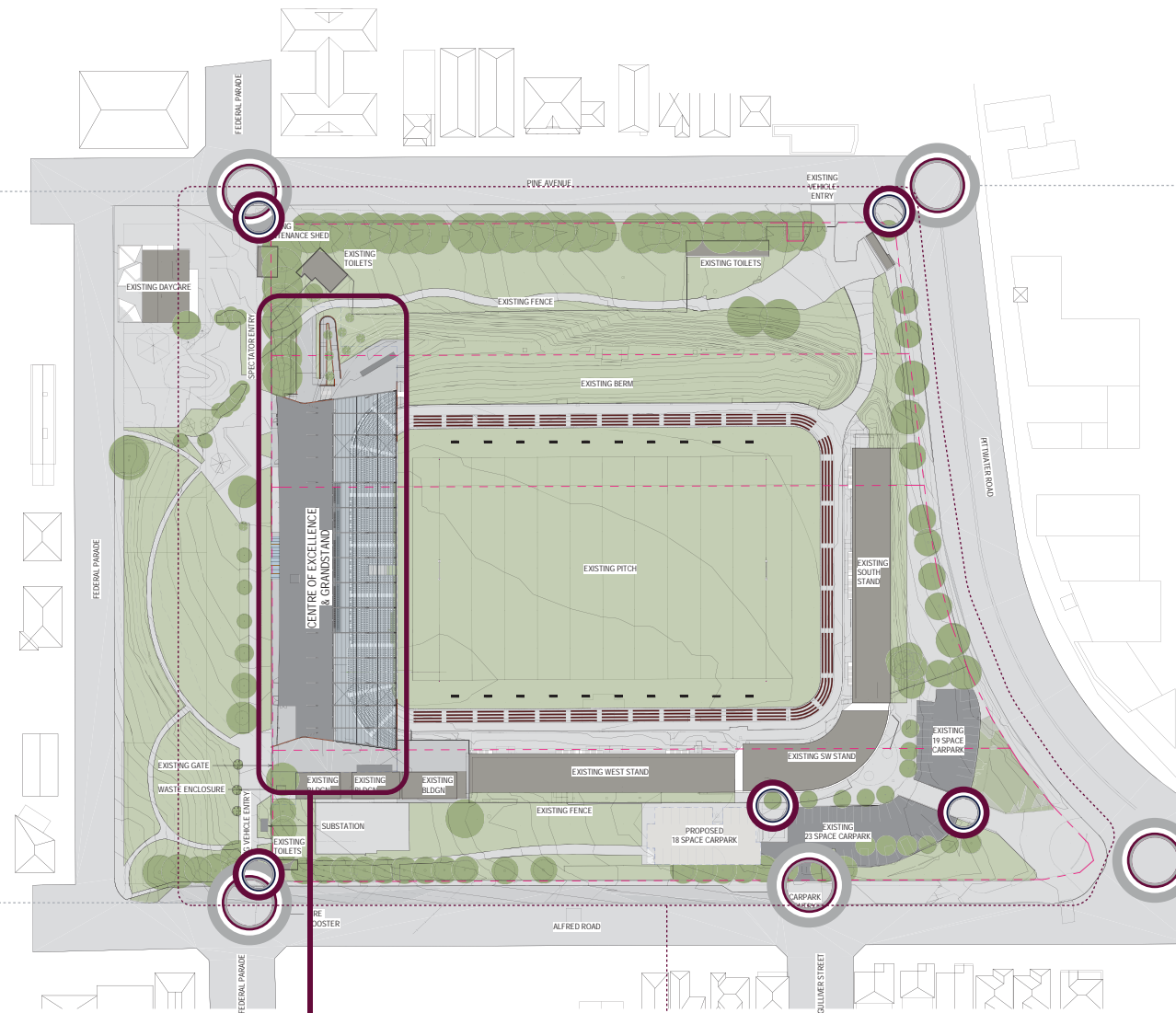


SUBURBAN CONTEXT



LOCAL CONTEXT



KEY DECISION POINTS



Project Boundary

Site Boundary
Vehicular & pedestrian traffic would benefit from wayfinding.

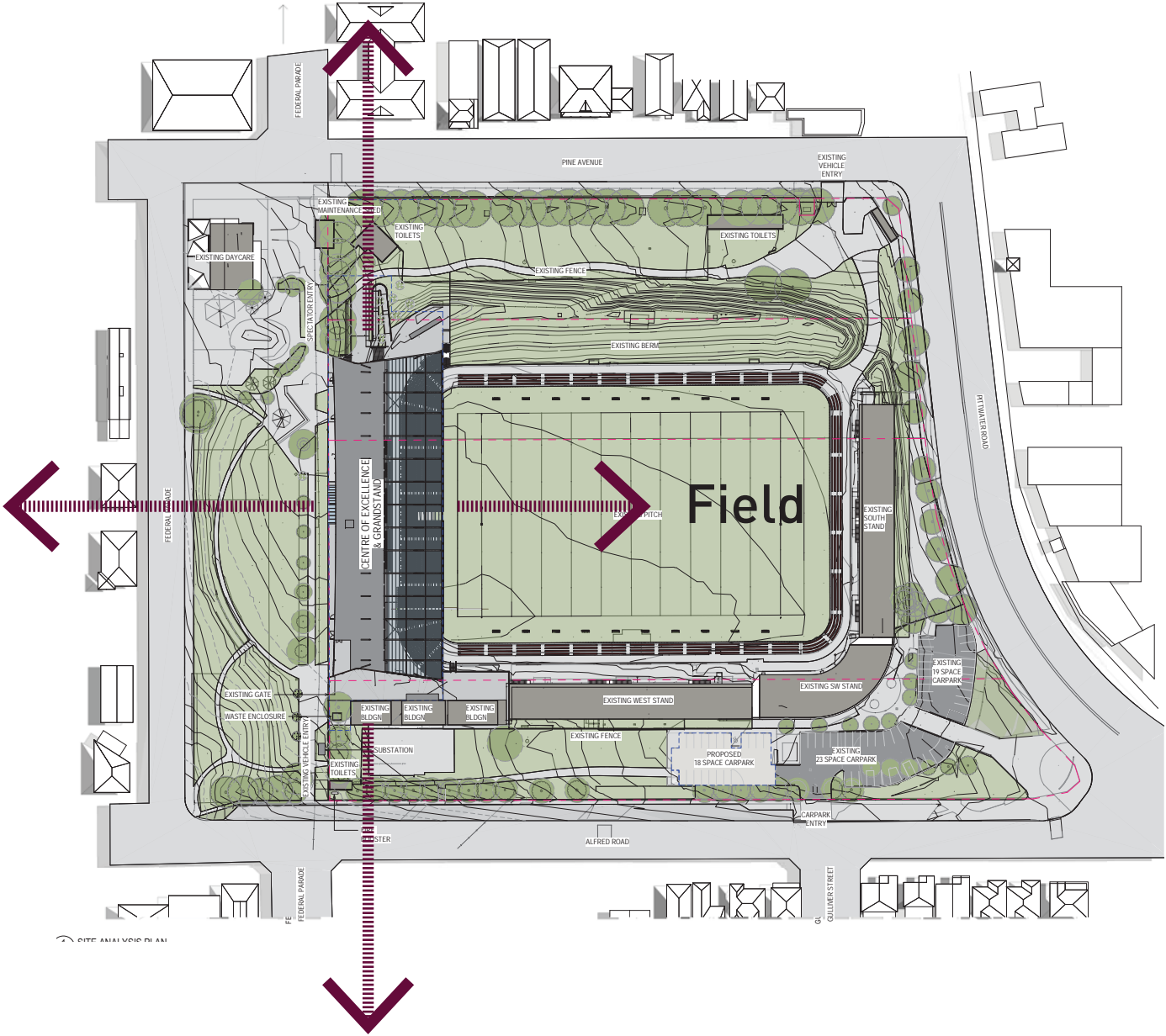
Key

-  Pedestrian Decision Point
-  Vehicular Decision Point

PRIMARY CHARACTER OF APPROACH

Public
Feature Signage

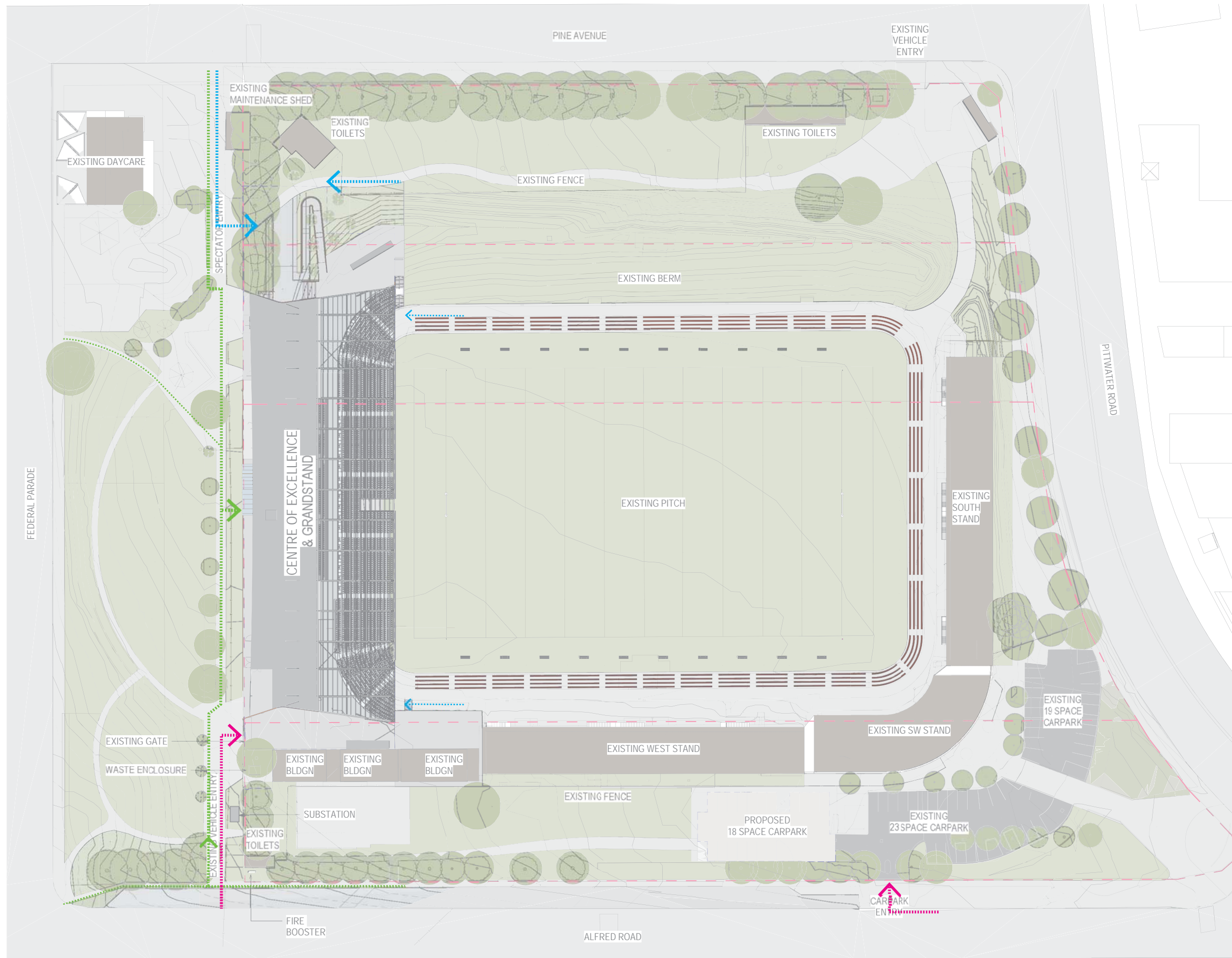
Private
Entry Signage +
Environmental Graphic



Professional
Identification Signage

PATHS OF TRAVEL

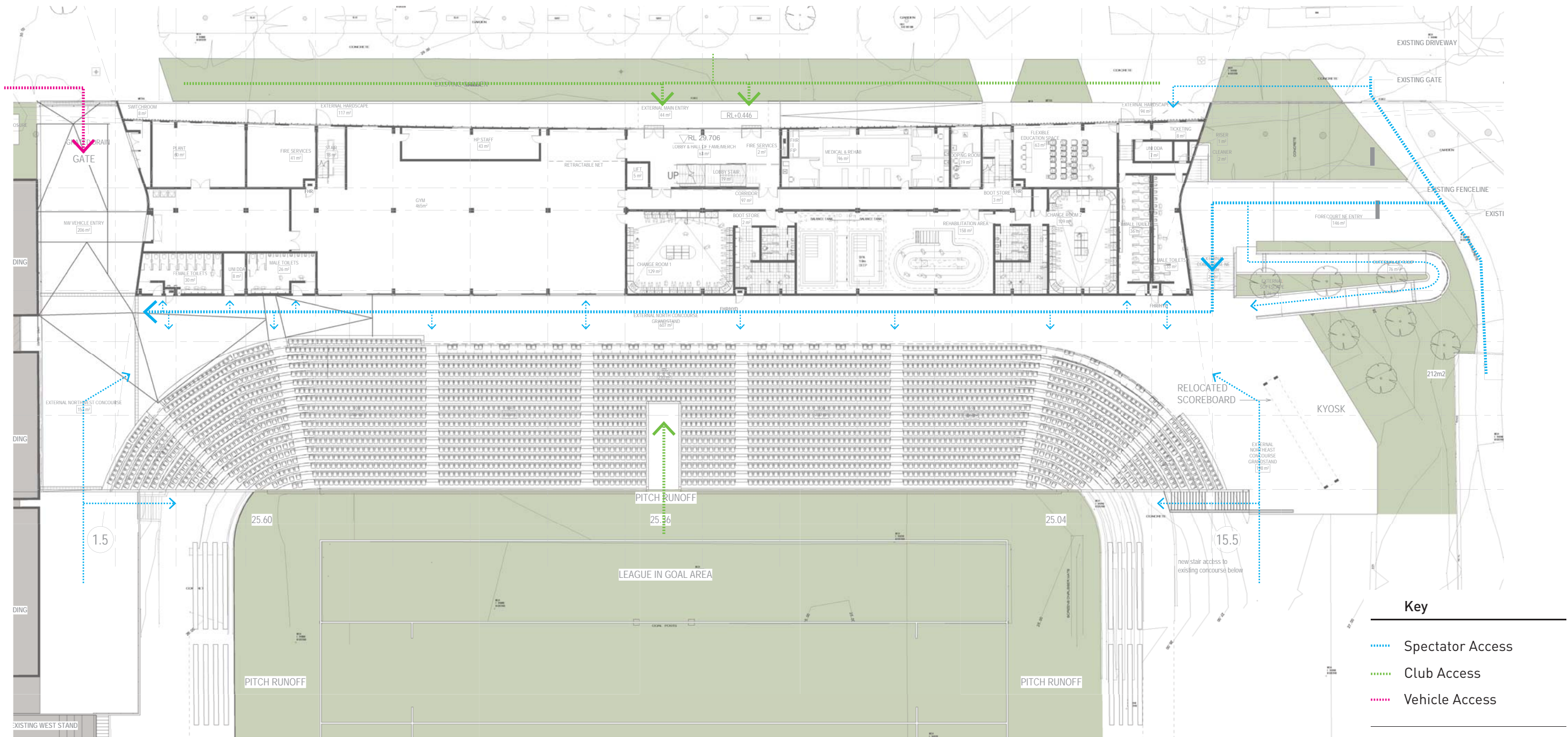
KEY EXTERNAL PATHS OF TRAVEL | SITE PLAN



Key

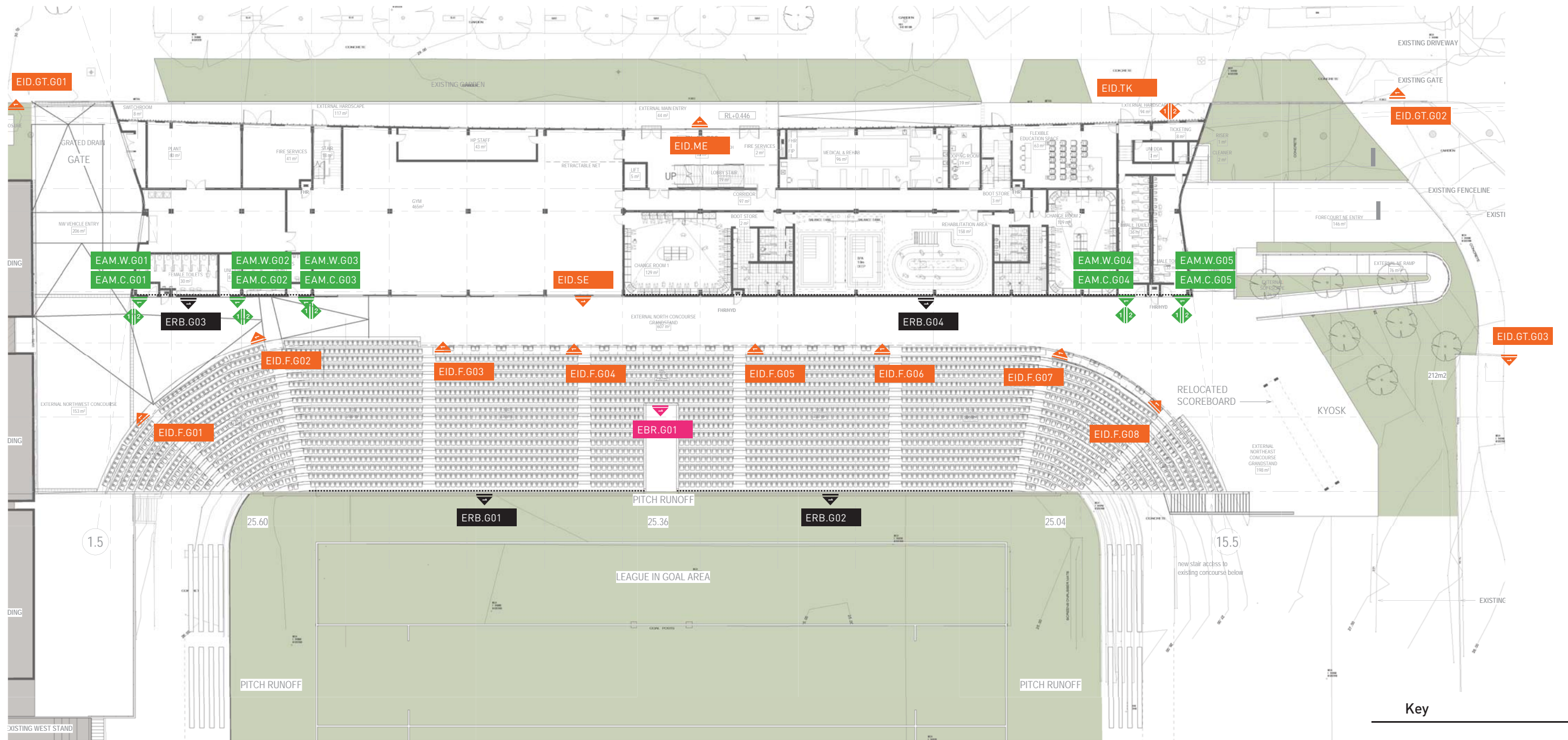
- Spectator Access
- Club Access
- Vehicle Access

KEY EXTERNAL PATHS OF TRAVEL | GROUND FLOOR








KEY EXTERNAL SIGNAGE LOCATIONS

KEY EXTERNAL SIGN LOCATIONS | GROUND FLOOR

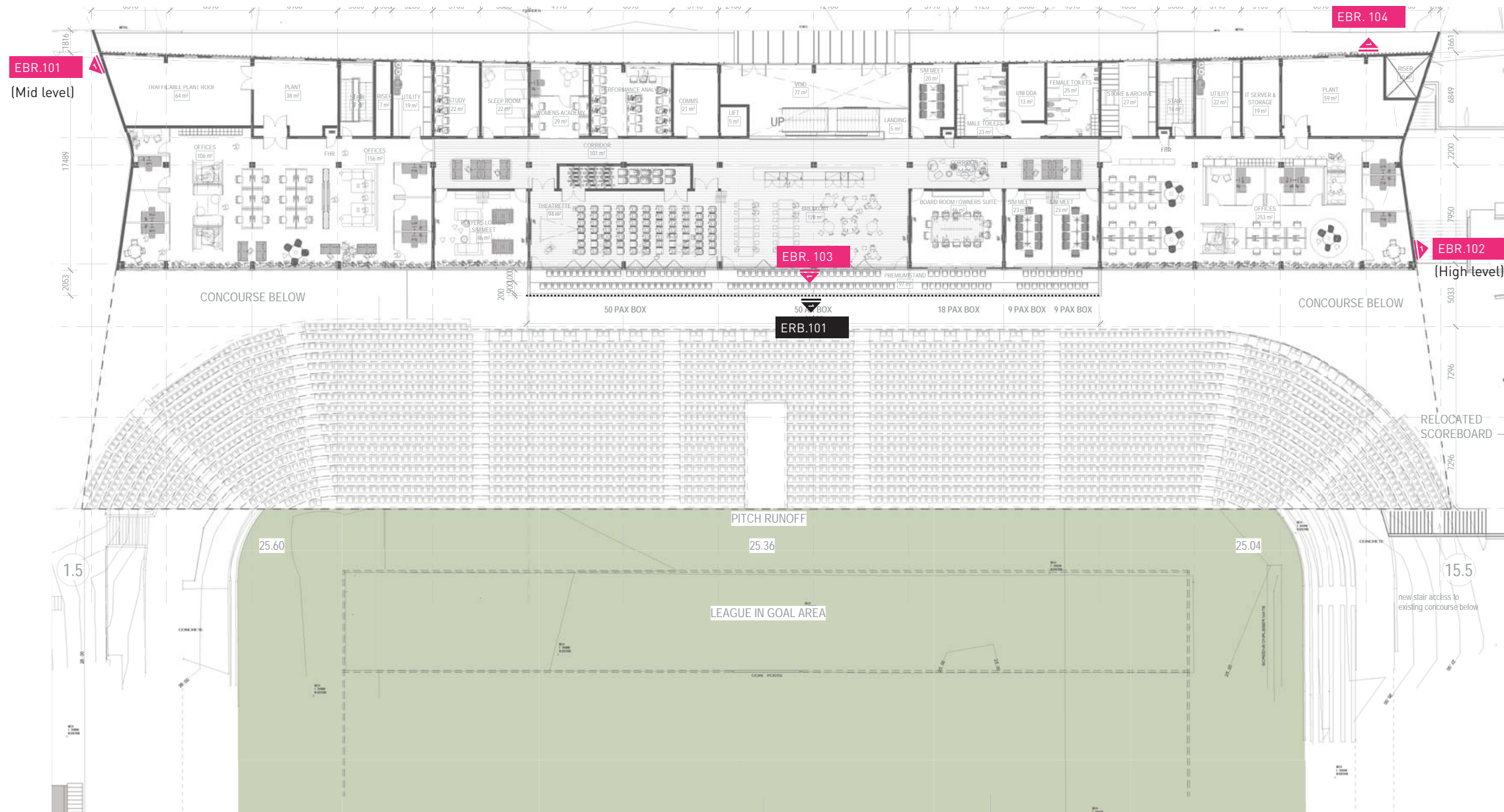


NOT TO SCALE
Does not include statutory or regulatory signage

Key

-  Identification
-  Directional
-  Amenities
-  Branding
-  Ribbon Board

KEY EXTERNAL SIGN LOCATIONS | FIRST FLOOR



NOT TO SCALE
Does not include statutory or regulatory signage

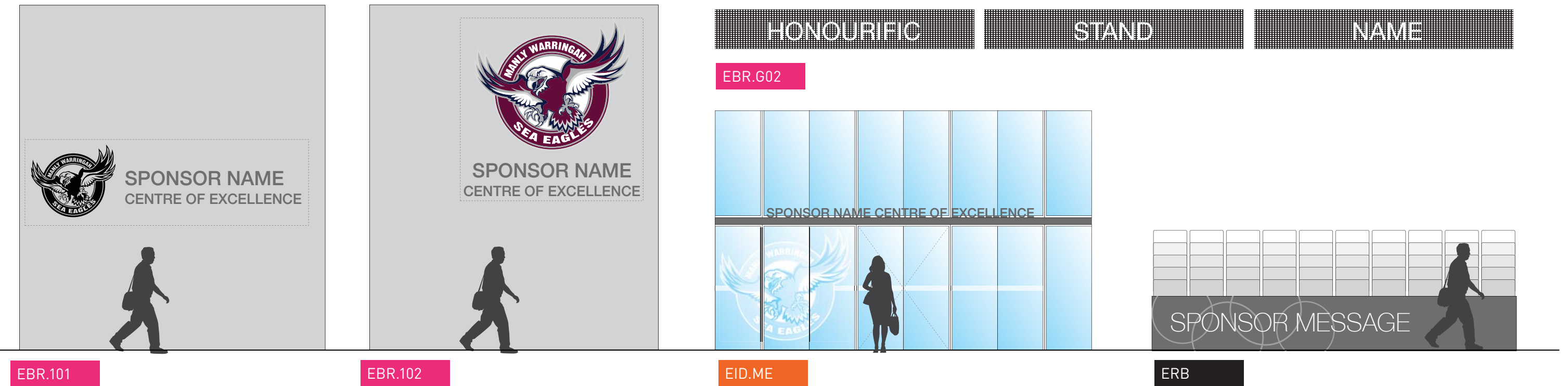
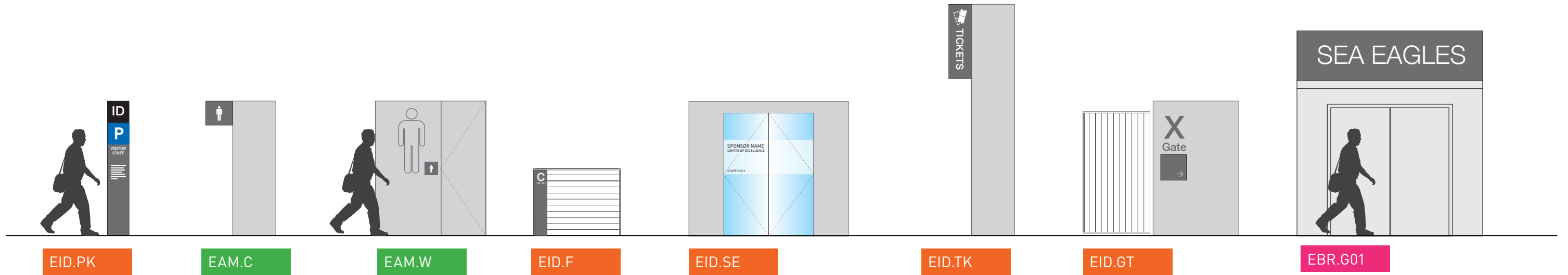
Key

- ▲ Identification
- ▲ Directional
- ▲ Amenities
- ▲ Branding
- ▲ Ribbon Board

SHADOW DIAGRAMS

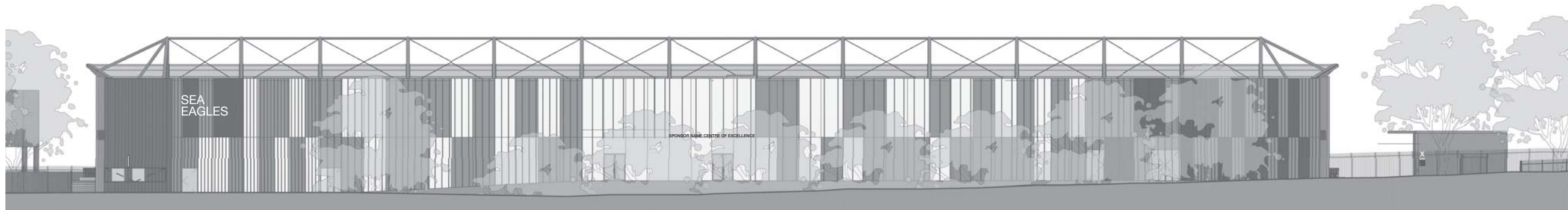
SHADOW DIAGRAMS

Shadow diagrams are indicative only. They are provided to indicate the approximate size and function of a proposed signage element.

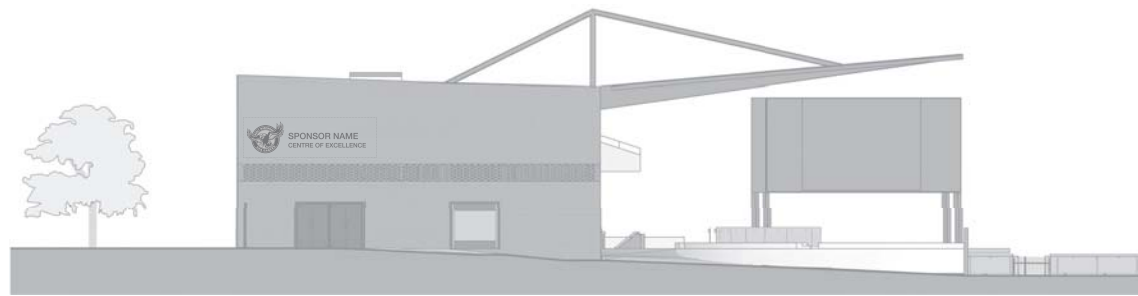


INDICATIVE ELEVATIONS

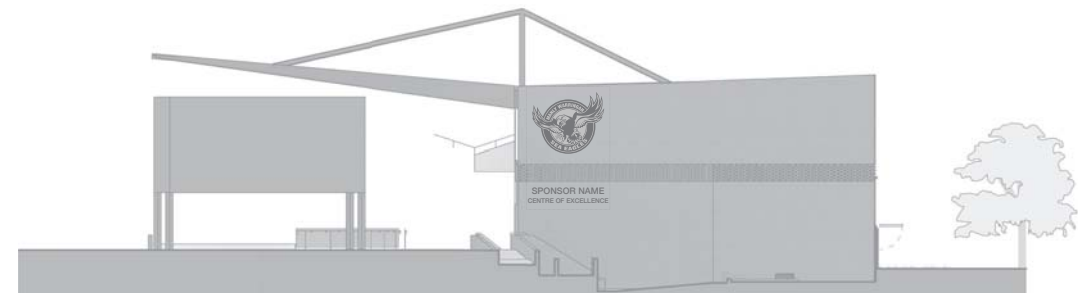
Shadow diagrams are indicative only.
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approximate size and function of a
proposed signage element.



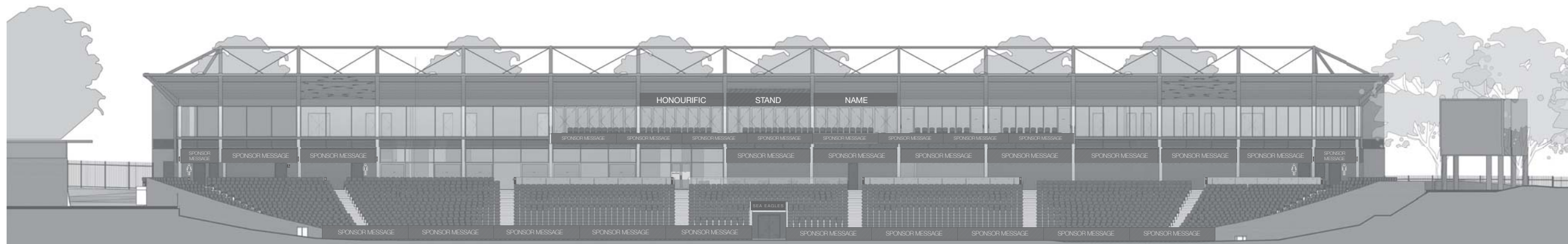
North Elevation



West Elevation



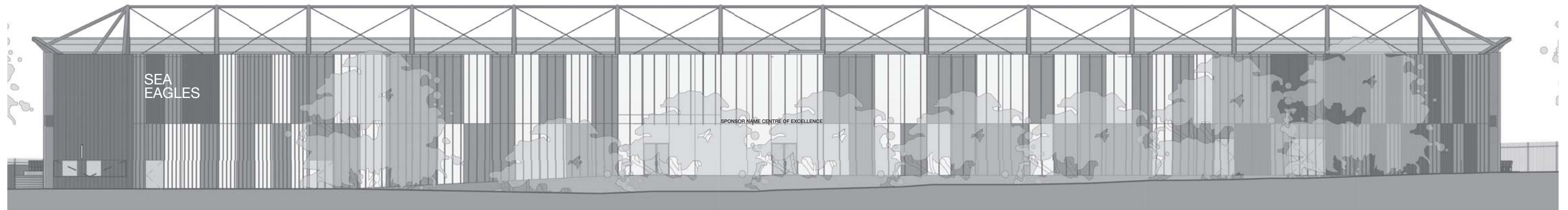
East Elevation



South Elevation

PRIVATE APPROACH

Shadow diagrams are indicative only. They are provided to indicate the approximate size and function of a proposed signage element.



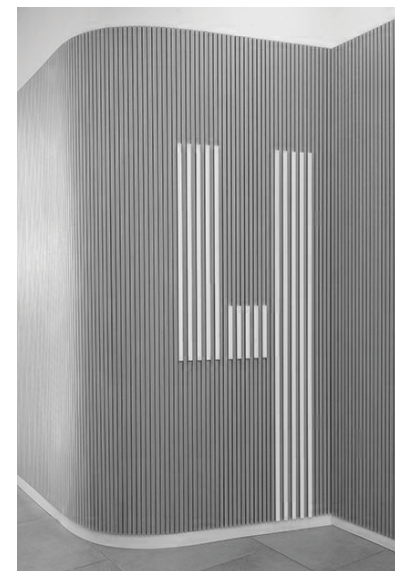
Elevation



1.



2.



3.

North Facade SEA EAGLES Application Options (subject to design development):

1. Inset in vertical blades
2. Infill contrasting colour
3. Fabricated letters

SCHEDULE

CLIENT: Hassell
 PROJECT: Brookvale Oval
 ADDRESS: N/A

DATE: 15.10.2019
 JOB NUMBER: 19.361
 ISSUE: 5
 DESIGNER: NB

brandculture™

SCHEDULE - BROOKVALE OVAL EXTERNAL

SIGNTYPE NO.	SIGNTYPE	PURPOSE	FABRICATION	QUANTITY	NOTES
IDENTIFICATION					EID
EID.PK	External ID - Parking	Identification of parking entrance	Freestanding totem	1	Content TBC.
EID.TK	External ID - Ticketing	Identification of ticketing office	Cantilevered blade.	1	TBC.
EID.ME	External ID - Main Entrance	Identification of external main entrance	Dimensional text fixed to facade.	1	Format to be determined based on architecture. Cantilever possibly required. May include larger scale graphic / branding element.
EID.SE	External ID - Secondary Entrance	Identification of entrance from oval	Vinyl to glazing.	1	Club access only.
EID.GT	External ID - Gate	Identification of gate	Flat aluminium panel or laser cut graphic or sign written application applied to wall.	2	Gate name / number to be confirmed. Directional information to main entrance / ticketing.
EID.F	External ID - Fence	Identification of seating bays	Freestanding or panel applied to fence.	8	Includes directions to other bays. May require freestanding or ground mounted applications where no fence exists.

AMENITIES					EAM
EAM.C	External Amenities - Cantilever	Identify amenities from side approach	Cantilevered aluminium blade.	5	
EAM.W	External Amenities - Wall	Identify amenities from front approach	Flat or laser cut graphic applied to wall substrate.	4	Will need to include / consider statutory requirement for tactile identification.

BRANDING					EBR
EBR.G01	External Branding - Tunnel Entrance	Club branding / experiential opportunity	Graphic panels applied flat to tunnel hamper.	1	
EBR.101	External Branding - West Facade	Building / club naming and branding opportunity	Fabricated dimensional logos / lettering applied to building facade. Monochrome. Halo or spot lighting only - no face illumination.	1	Fabrication subject to final content and architecture resolutions. May include sponsorship naming opportunity.
EBR.102	External Branding - East Facade	Building / club naming and branding opportunity	Fabricated dimensional logos / lettering applied to building facade. Halo or spot lighting only - no face illumination.	1	Fabrication subject to final content and architecture resolutions. May include sponsorship naming opportunity.
EBR.103	External Branding - Stand Name	Honorific stand name	Dimensional letters applied to wall or perforated sign panel.	1	
EBR.104	External Branding - Sea Eagles	Building / club naming and branding opportunity	TBC	1	Method of application subject to detailed resolution of facade.

RIBBON BOARD					ERB
ERB	Ribbon Board	Fixed advertising panels	Fixed advertising panels	TBC	Extent to be confirmed.

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NOTE 1
~~STRIKE THROUGH~~ indicates item has been removed from the schedule.
 RED COLOURED LETTERING indicates item has been changed.
 GREEN COLOURED LETTERING indicates item is new.

NOTE 2
 Actual requirements are dependent on site visits and are to be agreed and quoted accordingly. All installation costs are dependent on a site visit at cost to the client. Surfaces may need to be prepared in accordance with installation requirements, this will be determined and costed (if necessary) at time of site visit. Prices do not include any electrical, building works or hire of specialist machinery. Images, re-touching, typeface usage and their associated costs will be determined in the design development and artwork phases.

THANK YOU