

SIGNAGE

Glenmore Park Town Centre



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Glenmore Park Town Centre

Outline Signage Strategy

Introduction

The major project to which this report relates is the construction of a new four level retail centre on land to the north of the existing Glenmore Park Town Centre and bounded by the existing east-west spine road to the south. Glenmore Parkway to west and north, and Luttrell Street to the east.

The new Glenmore Park Town Centre will be interconnected with the existing shopping centre, and the new Eastern Terrace, by the existing east-west spine road - Main Street, which will be upgraded and landscaped into a shared zone for pedestrians and vehicles. The new Town Square, at the entries to the new and existing centre, will become the main hub between the two. The Town Square will incorporate kiosks, outdoor eating zones, public entertainment zones and a children's play area. A two storey retail zone, the Eastern Terrace, will be built south-east of Main Street and comprise of mostly restaurants.

The project comprises of:-

The demolition of part of the southern end existing on-grade car park to the north of the existing centre, to make way for the new construction.

Excavation below existing ground level to accommodate car parking in Undercroft 1 and Undercroft 2, two supermarkets, specialty shops and a commercial zone.

Undercroft 1 is accessed by both vehicular and pedestrian traffic from Luttrell Street, via an additional access point off the existing at grade carpark and by vehicular traffic from Undercroft 2. The larger supermarket and specialty shops are accessed via travelators rising through the three levels, and via an open forecourt off Luttrell Street. Along the Luttrell Street frontage are commercial tenancies, and to the north, along Glenmore Parkway, will be a truck entry to the site. The remainder of Undercroft 1 will provide car parking for 180 cars.

Undercroft 2 is accessed by both vehicular and pedestrian traffic from Luttrell Street, by vehicular traffic from Undercroft 1, and via an additional entry point off the existing at grade car park. Within the eastern area of UC2, a smaller supermarket and specialty shops are located off Luttrell Street. The remainder of Undercroft 2 will provide car parking for 210 cars.

The upper level (referred to as Coles and Specialty shops) is accessed via travelators and lifts through all three levels of car park, and the existing at grade car park. The existing at grade car park is modified to accommodate new vehicle and pedestrian entry points.

It is proposed that a full submission for Development Approval for the full scope of external signage, will be made separately.

Background

This report has been prepared having regard to the Glenmore Park Local Centre Draft DCP, October 2009, and addresses Clauses 9.3 Advertising & Signage, and 9.4 Submission Requirements.

Future development applications for major expansions to the Glenmore Park Town Centre are to provide a signage strategy. This strategy needs to identify the number, size and location of proposed signs, and demonstrate how the signs will be integrated into the design of the development.

The following documents have been referenced in the preparation of this report:

- State Environmental Planning Policy No.64 – Advertising & Signage
- Penrith Local Environmental Plan No. 188 (PLEP 188)
- Glenmore Park Local Centre Draft DPC, October 2009

The report has two components:

- A signage strategy which defines signage zones and types of signs
- How the signs relate to the architecture, how they assist in wayfinding, materials to be used, illumination and plans and elevations indicating signage zones.

Sign Types and Hierarchy

- Major building identification signs - to identify the building from a distance.
- Minor building signs identification signs - to identify the building at vehicular and pedestrian entries.
- Major tenant signs - to identify the two major tenants.
- Consolidated specialty signage panels – to identify a group of specialty shop businesses.
- Tenants signs - to identify individual tenants at shopfronts.
- Vehicular directional signs – to direct vehicular traffic approaching the site to car parks. These will be incorporated into the broader area-wide traffic and car parking strategy.
- Car park entrance signs - to identify entrances to car parks.

Each sign type is not necessarily a stand alone sign. Some signs may incorporate one or more signage types and functions; eg car park entrance sign may include a minor building identification sign, a major tenant sign and a “P” for parking identification, and perhaps a consolidated specialty shop panel.

Signage Zones

Signage zones are shown on the plans and elevations included in this report. Some zones have only a single sign within them; others have multiple signs or combined signs.

Issues Relating to Glenmore Park Local Centre Draft DCP, October 2009

The above control document has been studied and the aims and objectives of this and its assessment criteria and controls considered and addressed in the proposed signage design and preparation of this report.

The main issues dealt with are;

Character of the Area and Streetscape

The signage proposed is consistent with the intended use of the building as a shopping precinct.

Signs are designed to communicate effectively with visitors and customers and to add vibrancy and interest to the streetscape.

Signs are designed to reduce clutter by rationalising and simplifying messages and by combining signs with multiple purposes in one panel. This will result in fewer but more effective signs.

Special Areas

Signs will be designed to be respectful of special areas adjoining the site, particularly the Town Square and Main Street, residential precincts to the north and west and the sporting precinct to the east.

Signage on the northern and western sides of the DDS building will be minimized to not adversely affect the residential precincts adjoining. The major building identification sign and Major tenants signs on the Luttrell street elevation which faces the sporting precinct to the east will be integrated with the design of the façade of the building. To provide a non-dominating and subtle signage presence.

Site and Building

The proposed signage is compatible with the scale of the building relate to the purpose of the building. Signage will respect important features of the building by being integrated with the building design where possible rather than added on after the building has been completed. Signage sizes will match joints in precast panels and other building cladding. Signs will where possible be flush with the building façade rather than projecting from them. This integration is innovative and imaginative.

The few signs proposed that project from the building, will be designed to match the architectural character and quality of the building and form part of the articulation of the elevations.

Wayfinding and Pedestrian Usability

The primary purpose of the signage is to assist wayfinding to and around the site.

A hierarchy of signs is proposed that give directions to the site and within it, and to identify specific destinations. A system of directional signs within the building will be designed and installed at a later time.

Major tenant identification signs are located so that they relate to the location of respective tenants in the buildings.

Vehicular direction signs are used to direct to the car parks that provide the best access to respective tenants. These signs will in the future be extended to be part of a wider area traffic and parking strategy extending around the perimeter of the site.

Mini major and specialty shop identification signs that are located above the pedestrian entrances are limited to those readily accessible from each entrance.

Tenancies on street frontages are identified by top hamper signs above the shopfront signs visible to approaching pedestrians.

Projecting wall signs will not be used externally.

Advertising

Advertising will not be allowed on identification or tenant signs, only the name of the tenant, and on direction signs only the directional message. No advertising of goods or services or second party logos are allowed.

Illumination

Most of the signs proposed will be illuminated to ensure their effectiveness at night.

Major Tenant signs will be mainly internally lit with the sign background colour opaque where possible to limit the coloured or white light. The branding requirements of some tenants may not make this always possible.

Major tenant's signs may require translucent background colours but as far as is possible this will be not allowed.

No up lighting of signs will be allowed. Lighting will be designed to reduce light spill and glare.

Non illuminated signs have only been used in those areas of the building that will only be used during the daytime, i.e. loading docks, at night these signs will only be lit from the spill of the general and security lighting.

Sign Design, Materials and Construction

Signs will be designed to complement the architecture of the buildings.

The graphic design of the signs will be of a high quality to ensure good readability, consistency in appearance and certainty of content.

Signs will be constructed of high quality materials and finishes which are compatible with the building and selected to minimize the effects of weathering and to reduce maintenance.

Comments Relating to Glenmore Park Local Centre Draft DCP, October 2009

1. Character of the area

The proposed signage is compatible with existing character of the area, that being predominantly a retail precinct. Where signs face either the adjacent residential or sporting precincts they will be restrained in size and where possible subdued in illumination.

The signage proposed is consistent with existing signage and advertising to the existing shopping centre and the buildings on the adjoining pad sites.

2. Special areas

The proposed signage has been kept to a minimum in areas facing the adjoining residential or sporting precincts to the north, east and west of the site.

The signage that faces the residential areas to the north and west of the site has been kept to a minimum to be used mainly for wayfinding and identifying main tenants.

3. Views and vistas

The signage does not obscure or compromise important views. No signage extends above building rooflines. The signage is for functional purposes of identifying the site and tenants and for wayfinding around it.

It does not restrict the rights of other advertisers.

4. Streetscape, setting or landscape

The proposed signage is of a scale that fits with the surrounding buildings.

The signage along Main Street and in the Town Square will add interest and vibrancy to an important retail zone.

The signage has been designed to reduce clutter by minimizing the number and types of signs and by combining a number of messages in the one sign.

All the signs are at building level.

5. Site and building

The proposed signage is compatible with the building and its scale.

The signs will be designed to complement the architecture. They will be designed at the same time as the building and not applied afterwards. This will allow for innovative integration of the signs into the building fabric. Signs to relate to the building finishes and features. Sign sizes will where possible relate to the joint lines in the precast concrete panels or other building cladding.

6. Associated devices and logos with advertisements and advertising structures

It is not anticipated that any such devices will be required.

7. Illumination

All signage will be designed to minimize glare and light spill.

It is not expected that the illumination will present any safety issues.

The residential areas to the north and west of the site will not be affected by illumination of the signs as the signs will be set back from the street frontage and they will be restrained in size and where possible subdued in illumination.

The intensity of the illumination could be adjusted automatically to reduce at close of trading, but this is not likely to be necessary.

There is no plan to have illumination subject to a curfew.

8. Safety

The proposed signage is unlikely to reduce safety for any public road or for the safety of pedestrians or cyclists.

None of the proposed signs will obscure sightlines. The banner signs along the Town Square and Main Street will be located above head height.

Indoor Signage Strategy

The provision of all internal signage requirements is to comply with any requirements of the Building Code of Australia, and any relevant Australian Standards.

This signage shall address requirements including but not limited to,

- Door signs and signage
- Surveillance and camera signs
- Braille and Tactile toilet signage
- Amenities signage
- Car park signs
- Non smoking and other regulatory signage
- Clearance booms and height bars
- Way finding and directional signage
- Directory Boards
- Fire room regulations
- Statutory regulations

Appendix (refer to separate drawing attachments, plans and elevations)

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EXISTING PYLON SIGNAGE SOUTH EAST CORNER