

# Macquarie Point Multipurpose Stadium

## Project of State Significance Report

### 9.1 Signs



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# About this report

## Author

This document has been prepared by Futago, a Hobart based design company with a specialisation in wayfinding and signage. Established in 2004 and led by Directors Kate Owen and Daniel Zika who have co-authored this report. Futago has completed a range of signage projects for public infrastructure including the Royal Hobart Hospital and schools and the Cradle Mountain Gateway precinct. Futago is a member of the international Society of Experiential Design (SEGD) and has been awarded multiple times by this organisation. Founder and Head of Design, Kate Owen holds a Degree in Environmental Design and Architecture.

## Content

This report responds to the details set out in the Planning requirements '9.1 Signs' that are part of the Project of State Significance process. Specifically:

### 9.1 Signs

9.1.1 The reports are to provide details on any proposed advertising, information (including identification) and wayfinding signs, and analyse the effects of impacts of the signage, including (but not limited to) consideration of the following:

- the individual and cumulative effect of the signs on buildings and the amenity of the area, including consideration of:
  - » visual disorder or clutter;
  - » effects on buildings to which the signs are attached;
  - » effects and means of attachment on any places of historic cultural heritage significance and Aboriginal cultural heritage significance; and
  - » the likely impact of the size of the sign, considering the size of the premises on which it is to be displayed and the scale of surrounding buildings;
- the cumulative effect of the signs on other existing or approved signs;
- the effect of the signs on the safety and security of premises in the area;
- the effect of the signs on the appearance, efficiency and safety of a road, waterway or other public way, having particular regard to the sign's colour, brightness and location; and
- the effect of the signs on pedestrian movement and safety.

9.1.2 Without limiting the contents of the reports, the following information is to be provided:

- a Wayfinding and Signage Strategy, including consideration of how any information or wayfinding signage integrates with existing signage schemes and treatments, and the proposal as a whole;
- details on and plans showing the location, dimensions and methods of attachment of all proposed signs;
- indicative graphic content of the sign or a graphics concept showing colours, finishes, materials, lettering style and logos;
- method of lighting (if applicable);
- details on whether the signs are permanent or temporary, and their integration with built form and landscape design;
- whether and how frequently the messaging/graphics of the signs will change; and
- an assessment of the signs under the provisions of Schedule 4 of the Sullivans Cove Planning Scheme 1997.



# Contents

## 9.1 Signs

<b>9.1.1</b>	4
The individual and cumulative effect of the signs on buildings and the amenity of the area .....	5
Visual disorder or clutter .....	5
Effects on buildings to which the signs are attached .....	5
Effects and means of attachment on any places of historic cultural heritage significance and Aboriginal cultural heritage significance .....	5
The likely impact of the size of the signage .....	5
The cumulative effect of the signs on other existing or approved signs .....	5
The effect of the signs on the appearance, efficiency and safety of a road, waterway or other public way, having particular regard to the sign's colour, brightness and location: .....	6
The effect of the signs on pedestrian movement and safety .....	6
<b>9.1.2</b>	7
Overarching design principles .....	7
Wayfinding and Signage Strategy .....	8
Integration with existing signage schemes and treatments .....	8
Wayfinding context .....	8
Location, dimensions and methods of attachment of all proposed signs .....	9
Indicative graphic content of the signage .....	9
Method of lighting: .....	10
Whether the signs are permanent or temporary, and integration with built form and landscape design .....	10
Whether messaging/graphics of the signs will change .....	10
An assessment of the signs under the provisions of Schedule 4 of the Sullivans Cove Planning Scheme 1997 .....	10
Examples of consolidating information / signage to reduce clutter .....	11
<b>Accessibility</b> .....	12
<b>Sign types</b> .....	13

# 9.1 Signs

## 9.1.1

### Overview

This report addresses signage requirements for the Macquarie Point Multipurpose Stadium (the Stadium), including the exterior façade of the building, the external concourse zone and the entry plazas.

Signage, as demonstrated in this report, is being kept to a minimum. With not all vantage points having a view to the Stadium naming sign it is worth noting that the whole Stadium will, in-fact act as a 'sign' and be visible from a number of vantage points across the city. The Stadium will become a distinctive visual and cultural element adding to Hobart's skyline, alongside significant landmarks like kunyani/Mt Wellington, RHH, the Casino and the Derwent River.

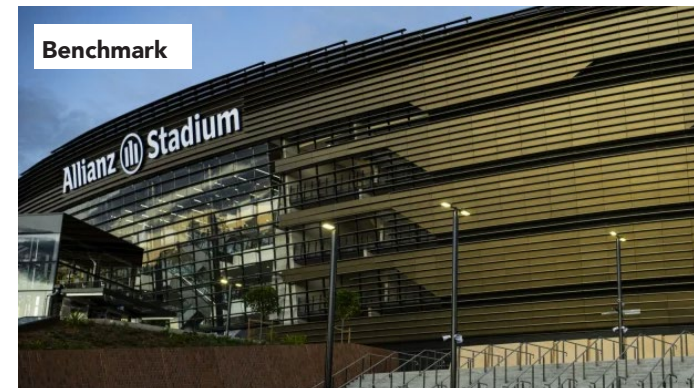
Signage is a key design element needed for large venues that ensure smooth movement of large groups of people during the day and night when crowds arrive for an event. Signage needs to be clear, highly legible and, of a large scale that is not currently allowed for under Schedule 4 of the Sullivans Cove Planning Scheme 1997.

Main traffic flows have been identified as to come from the north-west and south-west. Pedestrians making their way from the Queens Domain, over the remembrance bridge, down the stairs to the Stadium. And, pedestrians arriving to the Evans and Davey Street corner side, who've travelled from the CBD, Dunn Place Carpark, Salamanca etc.

Visitors travelling to the Stadium will most likely be provided with information well before arriving at the Stadium precinct, as a part of the ticket purchasing or event registration process. The operator will provide information on public transport options, where to park, or drop off points for ride share or taxi along with walking routes to the Stadium. Users will also be given information as to which Gate they are to go to to enter the building. The signage around the Stadium then acts as a guide to help people find which Gate they need to go to.



This provides an excellent example of what is not being proposed



Above: Sydney Football Stadium. Excellent example of minimal signage, colour and advertising. This approach is endorsed

# 9.1 Signs

## 9.1.1

### Response to requirements

#### ***The individual and cumulative effect of the signs on buildings and the amenity of the area:***

The wayfinding strategy ensures that signs are carefully and deliberately located only where necessary to ensure the best user experience as possible. Signs are there not to provide additional visual clutter but increase ease of movement around the site, reducing stress and anxiety of first time visitors and keep large crowds moving. The signs will be designed to be in concert with the architecture of the Stadium and surrounding concourse; which is all informed by clearly defined design principles appropriate to the immediate context and the Tasmanian vernacular. Signage will help herald this significant public place, clearly identifying it to visitors passing by in cars along the Tasman Highway, and on approach by foot. Well designed signage adds a human scale element that mediates between landscaping and the large scale of the Stadium. The signage helps communicate the personality of the place and welcome visitors through appropriate language and visual design. The signage will be of a quality that reflects the vision for the Stadium to be simultaneously world-class and feel Tasmanian. This strategy responds to requirements set out in the client functional brief.

#### ***And including consideration of:***

##### **» Visual disorder or clutter**

Visual disorder and clutter is created when there are no rules, no strategy or thought behind the placement, scale, or designs of signage, messaging or advertising. This is the antithesis of this project. Changing digital displays are proposed around the Stadium at key points which are designed to provide content specific to time and place and will be managed by the Stadium operator.

These kinds of signs are common globally in public spaces to help activate place-making and communicate both an understanding of place and promote events.

The signage strategy and design of all signage will embody clear communication principles, with a pre-determined hierarchy of typography, and universally understood symbols and arrows, supported by ample clear space. Well designed architecture and wayfinding absolutely limits tendency for visual clutter which usually occurs after the fact – because of poor planning during the design and briefing stage.

##### **» Effects on buildings to which the signs are attached:**

The building typology is well established globally to incorporate large scale signage as a part of the façade and entry points. However the design strategy is to ensure the signage feels like it belongs to the building, and therefore will have characteristics that may be distinctively different to the standard stadium sign typology in order to convey a quality of 'Tasmanianess'. And be absolutely sympathetic to the façade treatment, materiality and form. The precedent examples shown on page 9 demonstrate how this might be achieved. The purpose of the signage is to support the user experience enabling visitors to easily find entry points and verify they're in the right location.

##### **» Effects and means of attachment on any places of historic cultural heritage significance and Aboriginal cultural heritage significance:**

There is no signage proposed in the Aboriginal Culturally Informed Zone. All signs will be either free-standing, or attached to the actual Stadium, not to any places of cultural heritage significance.

The Aboriginal Culturally Informed Zone will be the subject of a future design commission and is outside the scope of this project.

##### **» The likely impact of the size of the sign, considering the size of the premises on which it is to be displayed and the scale of surrounding buildings:**

The signage is designed to be relative to the Stadium and concourse context. As demonstrated on the following pages the signs need to be of a reasonably large scale to:

- A. Ensure information can be seen above crowds, landscaping elements, structures etc
- B. Have a relationship that respects the scale of the Stadium, that doesn't feel out of context.
- C. No signage will project higher than the Stadium structure, the signage will not add to the bulk of building.

#### ***The cumulative effect of the signs on other existing or approved signs:***

There is currently no other existing signage in the area.

#### ***The effect of the signs on the safety and security of premises in the area;***

The signage will have a positive effect on safety of pedestrians, guiding them to where they need to go. Well-placed and clearly designed signs can significantly enhance both the safety and security of premises by deterring crime, guiding occupants during emergencies, controlling access, ensuring regulatory compliance, promoting safety procedures, managing traffic, and enhancing surveillance measures.

# 9.1 Signs

## 9.1.1 Response to requirements continued

***The effect of the signs on the appearance, efficiency and safety of a road, waterway or other public way, having particular regard to the sign's colour, brightness and location:***

The project area doesn't include any traffic or roadway signage. Nor a waterway or other public way.

However, a building identification sign will be placed on axis with Davey Street to increase exposure from passing traffic. In the context of the scale of the building and the setback from the road, this does not unduly contribute to any risk to traffic. Motorists will be aware of the building and potential signage well in advance of approach therefore eliminating any distractions.

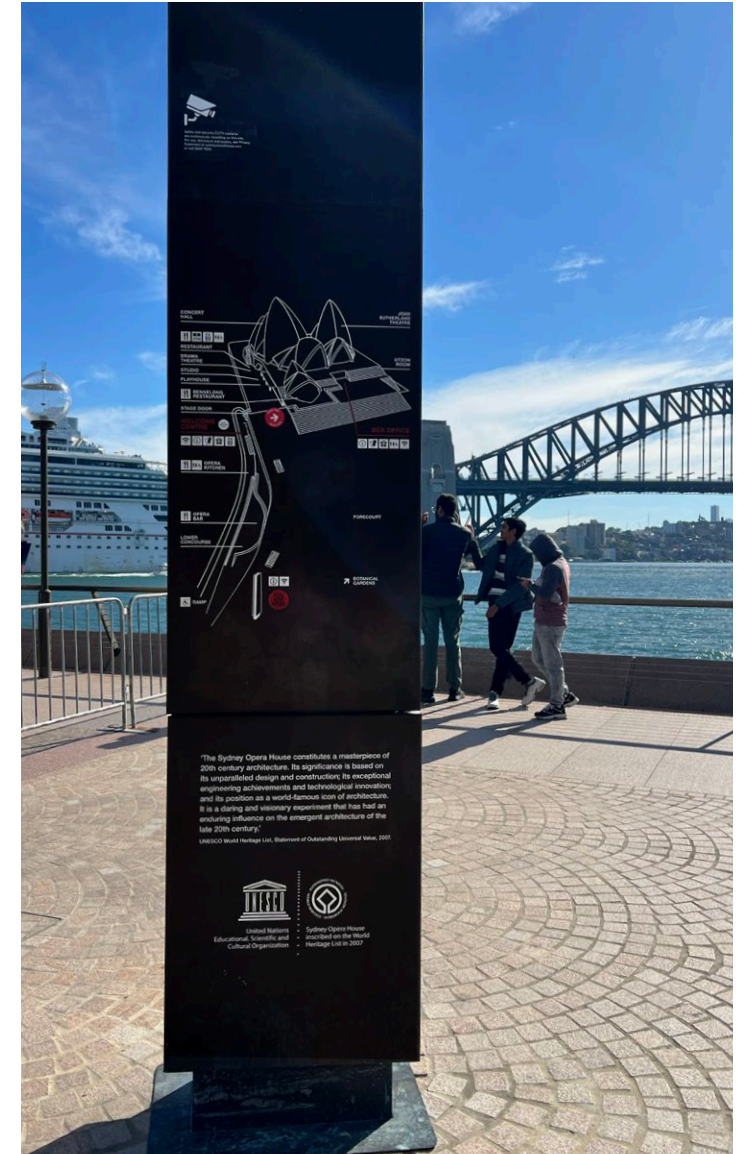
The totem signs will be placed so as to not have any visual obstruction for traffic along Evans Street, or Davey Street, the Brooker Highway.

***The effect of the signs on pedestrian movement and safety:***

All signs play a crucial role in influencing pedestrian movement and safety in various ways. Signs are used to provide guidance, navigational assistance and communicate safety information, including:

- » **Directional:** Signs indicating directions (e.g., "Gate Entrances," "Toilets," "Information,") help pedestrians navigate around the large concourse, reducing confusion and ensuring smooth movement.
- » **Wayfinding:** Maps and wayfinding signs provide an overview of the premises, helping pedestrians locate specific areas, which is especially useful in large facilities.
- » **Safety:** Signs denoting security presence for example surveillance cameras.

**Right:** example of large precinct wayfinding totem at Sydney Opera House. This sign shows how information can be consolidated to reduce visual clutter; by including a surveillance icon and notice, as well as interpretive information and World Heritage status symbols.



# 9.1 Signs

## 9.1.2

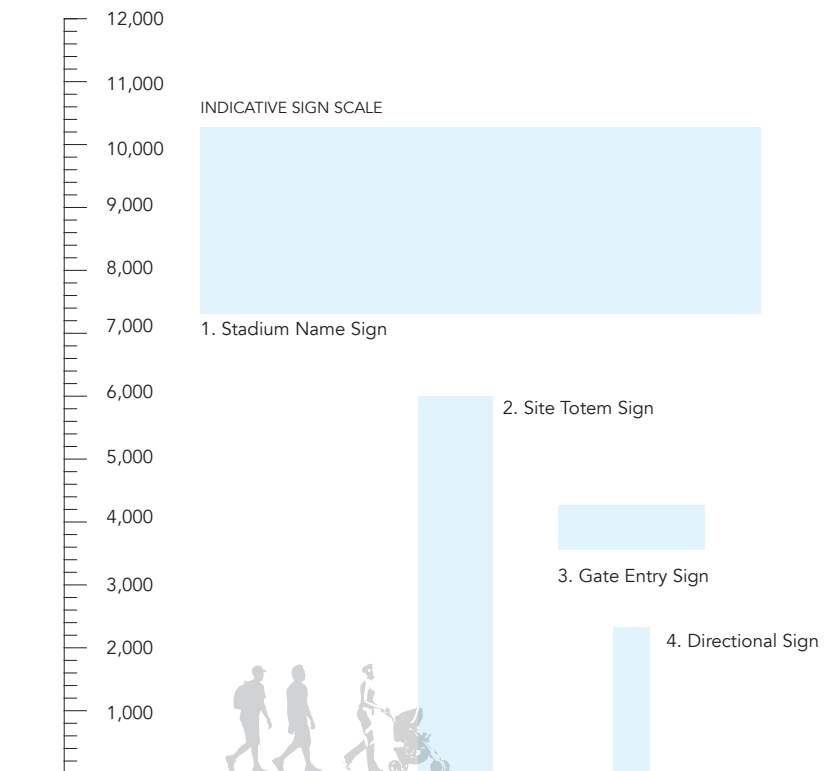
### Overview

Signage and wayfinding is a critical part of the overall user experience for people visiting and using a stadium. Ensuring entries are clearly marked and that large groups of patrons can easily navigate their way around the external concourse is critical to the success of this project. Futago is working collaboratively with the COX+Cumulus team to ensure the signage elements are all designed to be cohesive with the architecture, materiality and built form, and the goals set for the project.

The signage will be guided by these overarching design principles:

- » Be Tasmanian in quality;
- » harmonise with the new built fabric;
- » sympathetic to the waterfront aesthetic and history; and
- » to ensure the Stadium shall be welcoming and accessible for people of all backgrounds, ages and abilities.

**Below: Overview of sign types and scale to people**



Please note: signs are designed to be in proportion to the Stadium



# 9.1 Signs

## 9.1.2

### Response to requirements

#### **Wayfinding and Signage Strategy**

*Including consideration of how any information or wayfinding signage integrates with existing signage schemes and treatments, and the proposal as a whole.*

The overarching signage strategy is to provide a system that responds appropriately to the context of existing wayfinding beyond the site and reflects the ethos and design principles of the architecture of the Stadium. The wayfinding for this project encompasses the façade of the Stadium, the associated concourse zone, and the entry plazas. Signage beyond that falls into the broader 'Mac Point Precinct' as referred to in the Mac Point Urban Design Framework which isn't part of the PoSS assessment.

For the broader strategy of traffic flow and pedestrian movement please refer to [The Mac Point Draft Precinct Plan](#).

Wayfinding begins well before a visitor arrives at a venue. The vast majority of visitors will be coming as part of a planned visit to experience a game, event, concert etc. They will be armed with information from the Stadium operator / event producer through the ticketing process, via their websites and social media or other touch-points. This part of communication is a critical step in the effectiveness of the visitor flow and user experience once the visitor arrives at the site. Once the visitor has navigated their way to the edges of the Stadium precinct site totems and wayfinding signs will clearly direct users to the correct gate / Stadium entrance. Communicating information as is needed in a clearly stepped out sequence. The essence of good wayfinding is a bread crumb strategy where by enough information is presented to the person to get them to the next point, the intent being not to overwhelm the person with too much information at anyone point.

The proposed signage strategy encompasses four levels of sign types, each delivering necessary information and queues at different stages of the visitor journey. They are:

- » Stadium Name Sign
- » Site Totem Signs
- » Gate Signs
- » Directional Signs

This project deals with pedestrian wayfinding. Vehicle navigational signage is outside of scope of this project. As vehicle movement happens outside of the Concourse around the Stadium, any vehicle signage requirements fall outside the PoSS scope boundary.

We understand there's complexity between service vehicles, pedestrians/patrons and medical vehicles at Evans Street that will need particular management. Temporary signage might be employed at this point for event days which will be the remit of the Stadium operator.

Signage will be consolidated where possible given the tight nature of the site.

#### **Wayfinding context**

Beyond the Macquarie Point Site there is an established typology created by the City of Hobart wayfinding, which encompasses both city signage but also bushland signage. People travelling to the site will have likely interacted with these signs, either in the CBD, the waterfront, Salamanca, or the Queens Domain. The wayfinding signs around the concourse of the Stadium will be created with consideration of the hierarchy and information systems already in-use with the City of Hobart signs.



# 9.1 Signs

## 9.1.2 Response to requirements continued

### **Details on and plans showing the location, dimensions and methods of attachment of all proposed signs.**

Indicative dimensions (the scale) of each of the proposed sign types are shown on the following pages. Method of attachment of signs will reflect detailing used in the architecture to provide visual cohesion and link between signage and built environment. The examples to the right demonstrate how signage can be thoughtfully attached to building façades.

### **Indicative graphic content of the sign or a graphics concept showing colours, finishes, materials, lettering style and logos:**

The colours, finishes and materials will be chosen to be in concert with the built fabric of the Stadium and the intent of the surrounding precinct Master Plan.

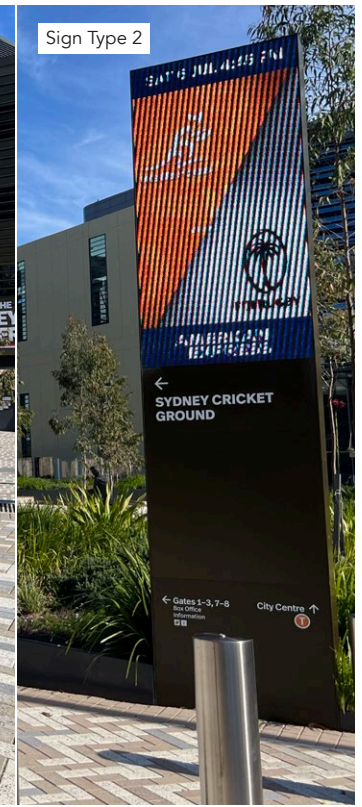
The architectural approach to the materials and construction techniques that are 'raw and honest' to reflect of our Tasmanian character. Unadorned and authentic resonates with who we are and what we like. The intent is to express textures that are in-keeping with a site adjacent to a working Port. The signage materials will need to compliment this approach while achieving longevity and legibility. The colours will be neutral and chosen to provide contrast for example, black and white while not detracting from the built form.

### **Content**

The content will be wayfinding to assist general public to find their way to Stadium entrances, facilities and associated services. There will be provision for a sign/s that identifies the name of the Stadium, on the building. Examples shown to the right, show the content types across signage; wayfinding, naming, promotion of events.



**Above: Alliance Stadium** Examples of indicative content that will populate signs, and examples of how the signs can be fixed / integrated into hard landscaping



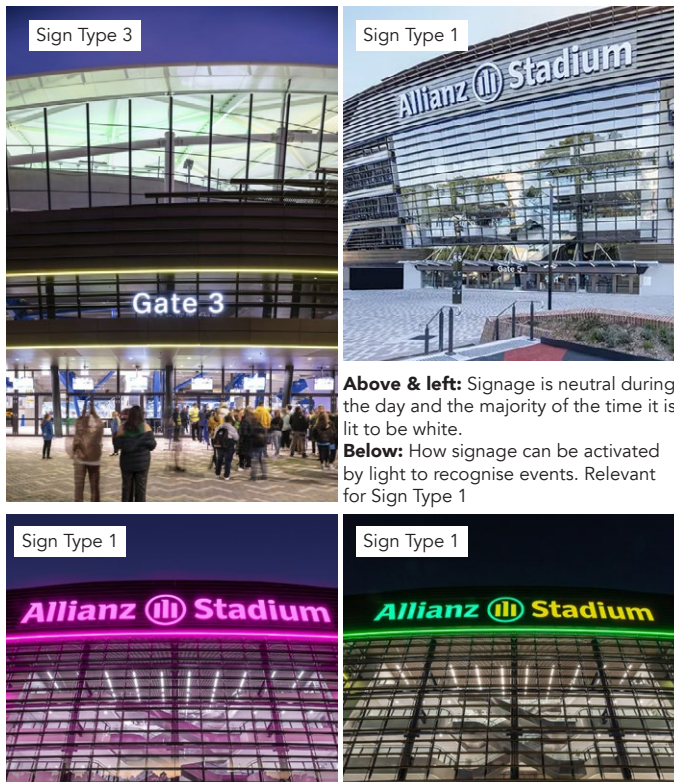
**Above: Alliance Stadium** Example of indicative content type that will populate Totem signs

# 9.1 Signs

## 9.1.2 Response to requirements continued

### Method of lighting:

The building sign will be illuminated. The likely method will be internally lit to ensure viability at night. LEDs will be used to enable the operator from time to time be able to change the colour, to reflect events, like Dark Mofo or times throughout the year, like awareness days / weeks. The gate signs will also be internally lit to limit light pollution. Another method such external lighting of the sign will cause potential light pollution and not be as effective as internally lit signs. The examples below show internally lit signs and how colour can temporarily be added through lighting.



### Details on whether the signs are permanent or temporary, and their integration with built form and landscape design.

The following proposed sign types are designed to be permanent:

- » Stadium Name Sign (Type 1)
- » Site Totem Signs (Type 2)
- » Gate Signs (Type 3)
- » Directional Signs (Type 4)

Please see the following pages which describes each type of sign and how it is integrated either into the built fabric or landscape.

### Temporary signage

In addition to these signs listed there will also be temporary signs required from time-to-time for events, detailing information like; please have tickets ready', 'bag search requirements' etc.

Included around the concourse integrated with lighting infrastructure is the ability to have event signage in the form of fabric banners like those found around Hobart's streets. These would change depending on the operator's schedule and events.

### Whether and how frequently the messaging/graphics of the signs will change:

The only signs that will have changing messaging are the site totem signs, which are designed to reflect the events being hosted at the Stadium. Depending on the schedule of events the signs may have multiple messages displaying at a time, eg for the promotion of a current event and for the promotion of upcoming events. Outside these instances it is forecast that the messages may change weekly or every few weeks.

### An assessment of the signs under the provisions of Schedule 4 of the Sullivans Cove Planning Scheme 1997.

There are 4 types of signs proposed. All except one of the sign types (Type 2. Site Totem Sign) are deemed as discretionary under the conditions set out in the Sullivans Cove Planning Scheme. All signage needs to be both functional and appropriate for large crowds and relate to the scale of the building typology.



**Left Alliance Stadium:** Typical example of Sign Type 2 that will contain changing messaging/graphics



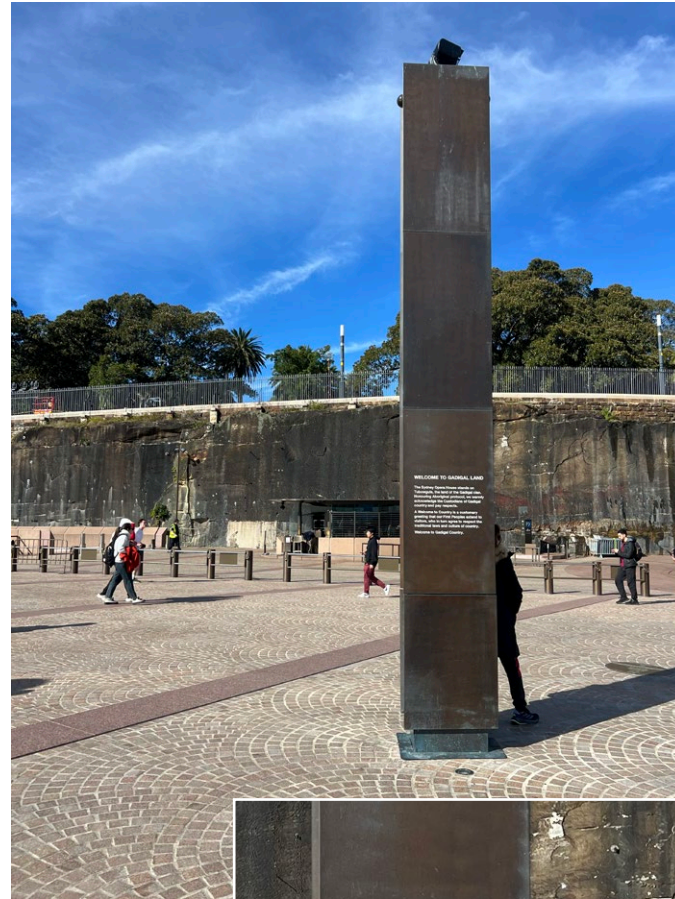
# 9.1 Signs

## 9.1.2 Benchmark examples

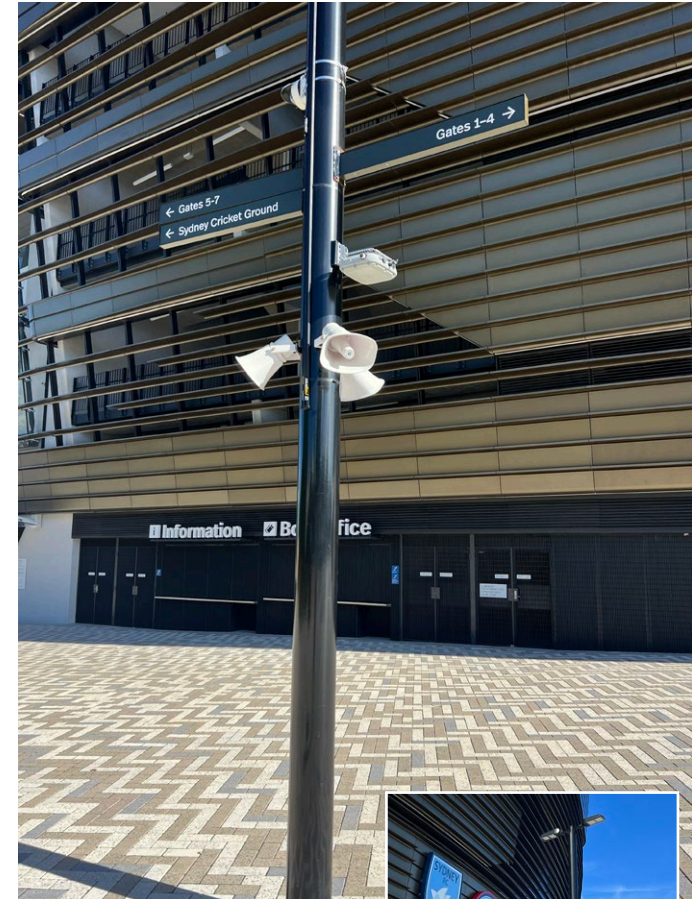
Examples of consolidating information / signage to reduce clutter



**Above:** Totem wayfinding sign at Sydney Opera House combines precinct naming, map, surveillance warning and information regarding the site. Next image shows the reverse side.



**Above and inset:** One whole side of this totem wayfinding sign at Sydney Opera House is used for an Acknowledgement of Country.



**Above and inset:** At Allianz Stadium directional signage is incorporated into civic infrastructure which includes lighting and loud hailer.





# 9.1 Signs

## 9.1.2 Accessibility

### Inclusive design

Inclusive design involves designing an environment so that it is made accessible to as many individuals as possible.

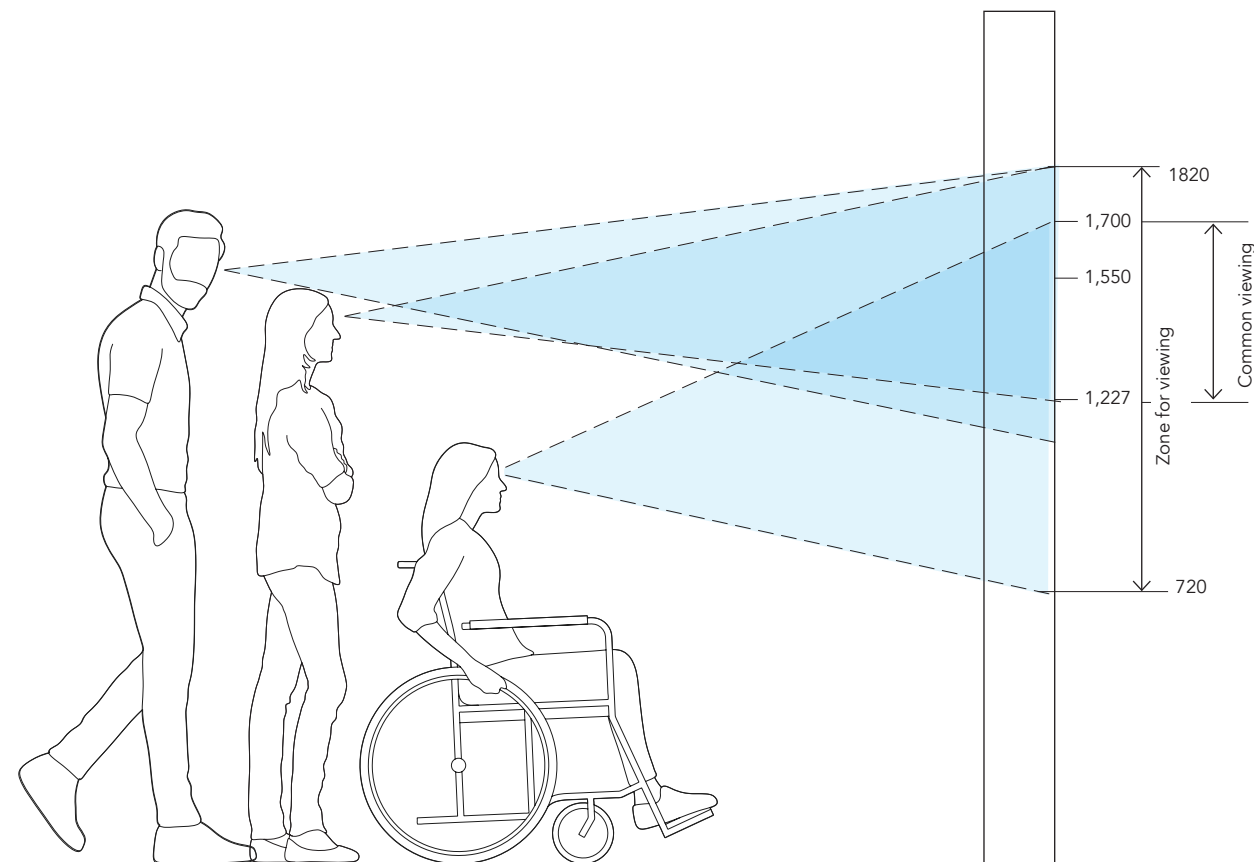
This means approaching the design process with an understanding or the challenges of a range of people, regardless of age, gender, or disability.

Principles relating to accessible and inclusive design that will guide the design development of all signage and wayfinding at the Stadium:

- » Minimum 30% luminance contrast
- » Highly legible typeface
- » Appropriate text size for viewing
- » Highly legible supporting pictograms
- » Consistent vernacular
- » Visual digestible graphic layouts
- » Logical sign placement orientation
- » Application of Braille and Tactile as per Australian Standard AS 1428.1

### Pictograms

Pictograms communicate to the widest possible audience and eliminate language barriers by conveying a meaning through their pictorial resemblance to a physical object. They help to reduce unnecessary clutter and create consistency throughout all aspects of the signage system.



Zones for viewing and common viewing.



Sample of international standard symbols that will be used in signage to help create a universally accessible system.

# 9.1.2 Signs

## Sign types

### 1. Stadium naming signs

#### Characteristics:

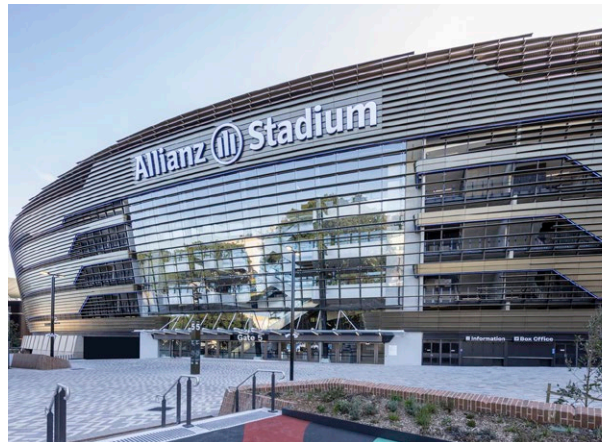
- » The façade provides two prominent areas for Stadium naming rights signage and a system that allows them to be easily removed or covered when requiring a 'clean' Stadium. The use of LED screens integrated with the façade is an option that will be explored. This system allows LED signs to be easily configured for 'clean Stadium' mode. Refer to example from Adelaide Oval.
- » Large in scale, to be seen from 50m+ away.
- » The sign needs to be of scale to have prominence when broadcast or photographed.
- » Located on the façade of the building.
- » Up to 2 signs, one located at the southern plaza and the other on the north-western side of the façade.
- » To be internally lit to be seen at night.
- » Lighting style chosen to minimise light pollution.
- » The sign would be permanent, unless in the instance it contains named advertising then it will have the ability to be covered or removed in some instances.
- » The sign will be sympathetic to the fabric of the built envelope, be neutral in colour.
- » Opportunities for event dressing - hanging points, integration with digital graphics / signage.

#### Sullivans Cove Planning Scheme

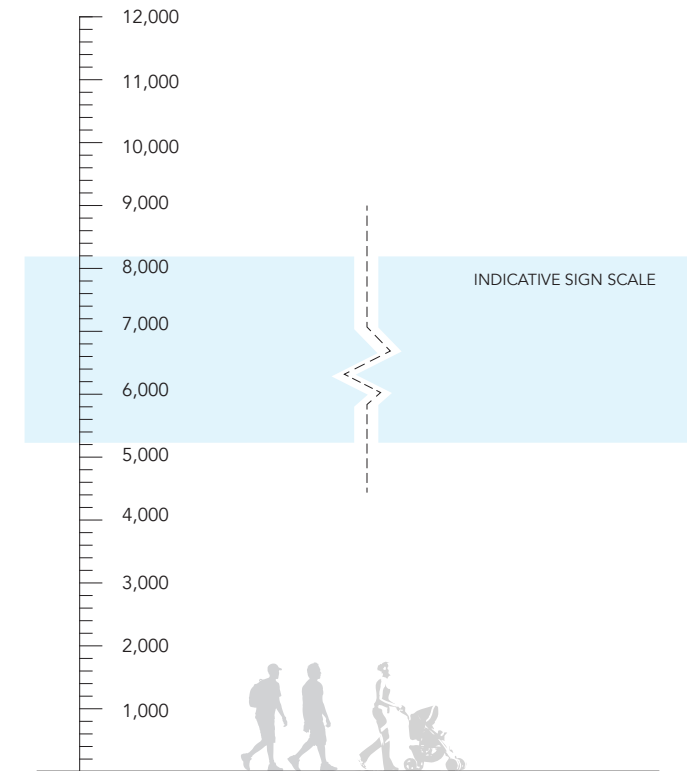
Assessment of the sign under the provisions of Schedule 4 of the Sullivans Cove Planning Scheme 1997:

- » This sign classifies as a Wall Sign and is Discretionary under the SCPS 1997.

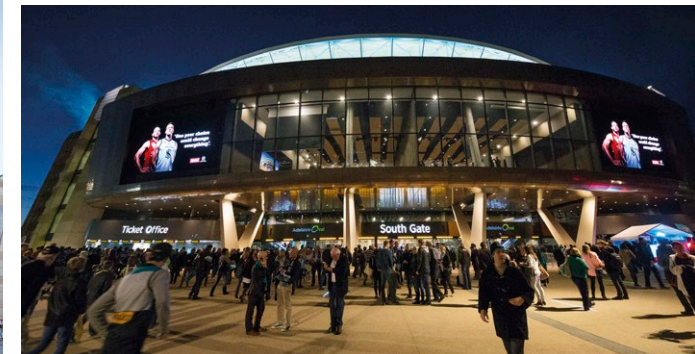
Typical examples of stadium name signs



Scale



Please note: signs will be designed to be in proportion to the Stadium



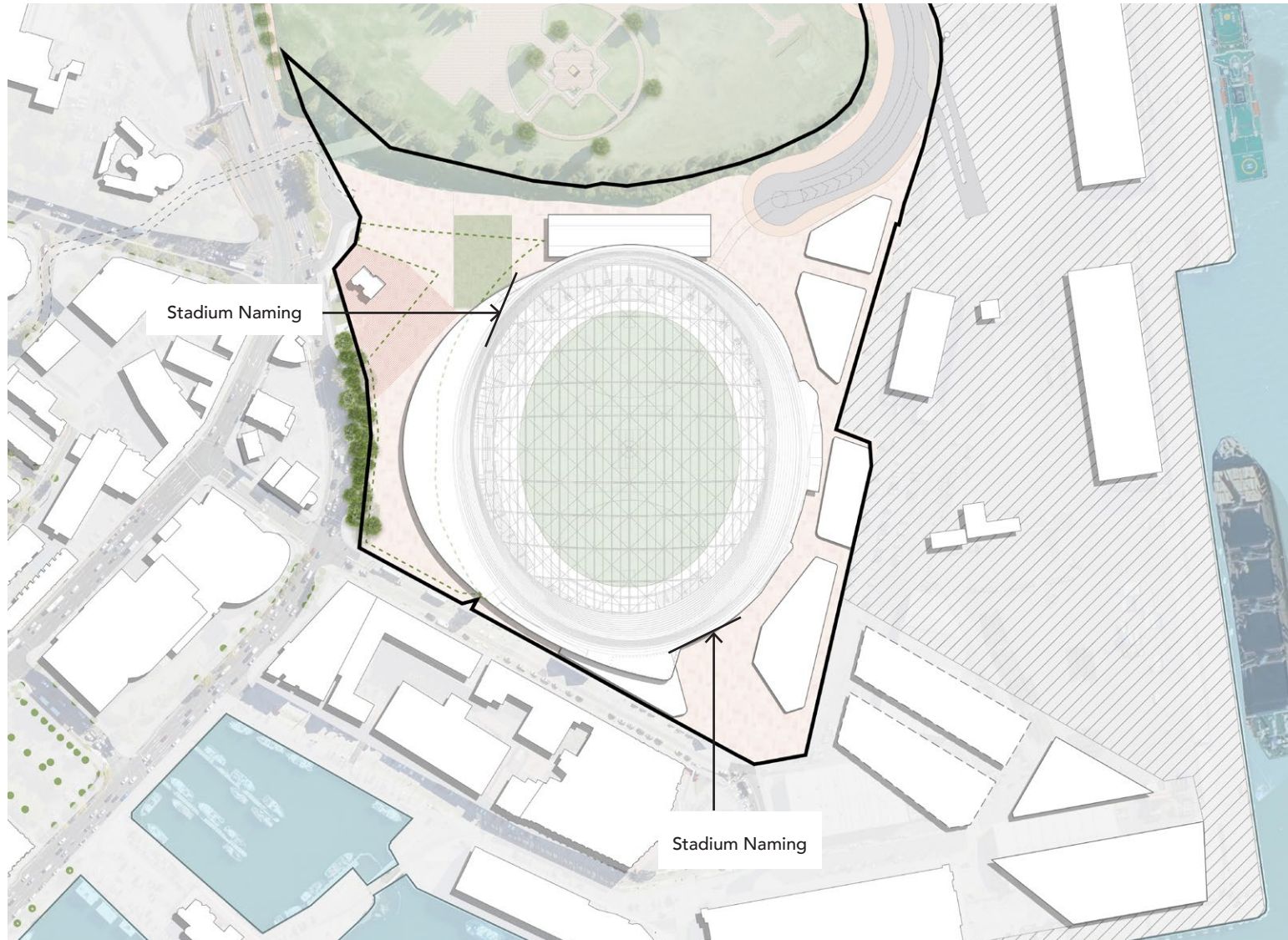
Left: showing integration of LED signage which allows for a 'clean Stadium' mode



# 9.1.2 Signs

## Plan

Showing Stadium naming sign locations





## 9.1.2 Signs

### Elevations

Showing the Stadium naming sign location south-west entry Gate 1



## 9.1.2 Signs

### Elevations

Showing Stadium naming sign location north-west entry Gate 3

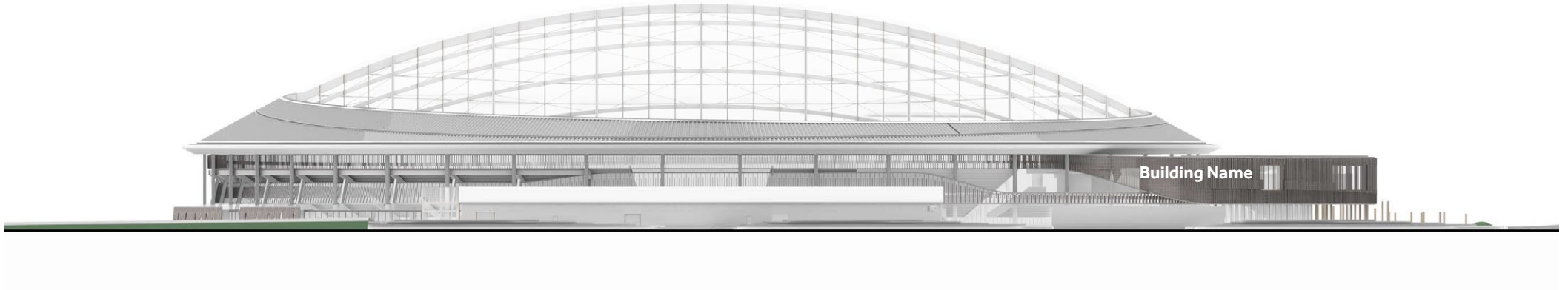




## 9.1.2 Signs

### Elevations

Showing Stadium naming sign location northern elevation

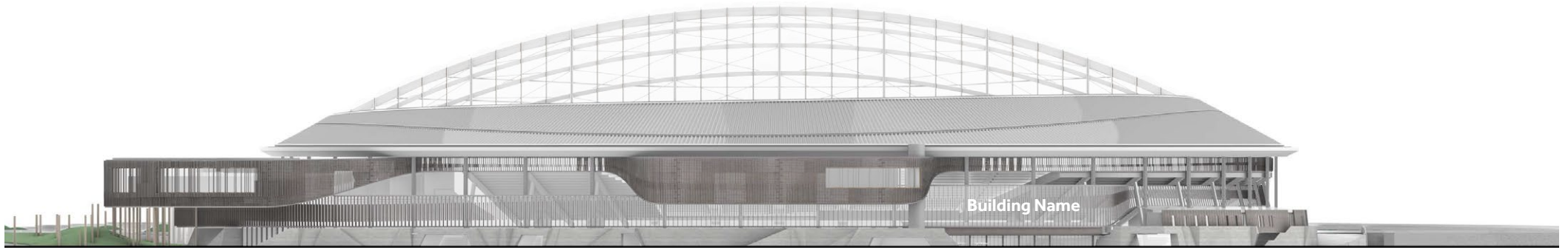




## 9.1.2 Signs

### Elevations

Showing Stadium naming sign location southern elevation



# 9.1.2 Signs

Sign types continued

## 2. Site totem signs

### Characteristics:

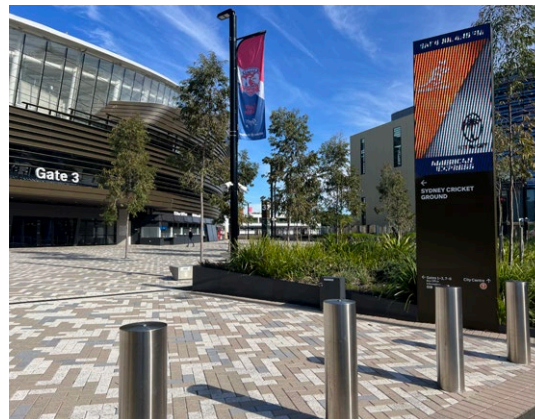
- » Medium in scale, to be seen from 20m+ away.
- » The purpose of these signs is to promote the home team, or current event / offering at the Stadium.
- » Up to 4 of these signs.
- » Located off the building at the edges of the precinct.
- » Free standing.
- » Signs would be LED screens to allow for imagery.
- » These signs are to be permanent.
- » Free standing / integrated with landscape elements.
- » These signs might also incorporate wayfinding in the lower 3rd. Every attempt will be made to consolidate signage where possible given the tight nature of the site.

### Sullivans Cove Planning Scheme

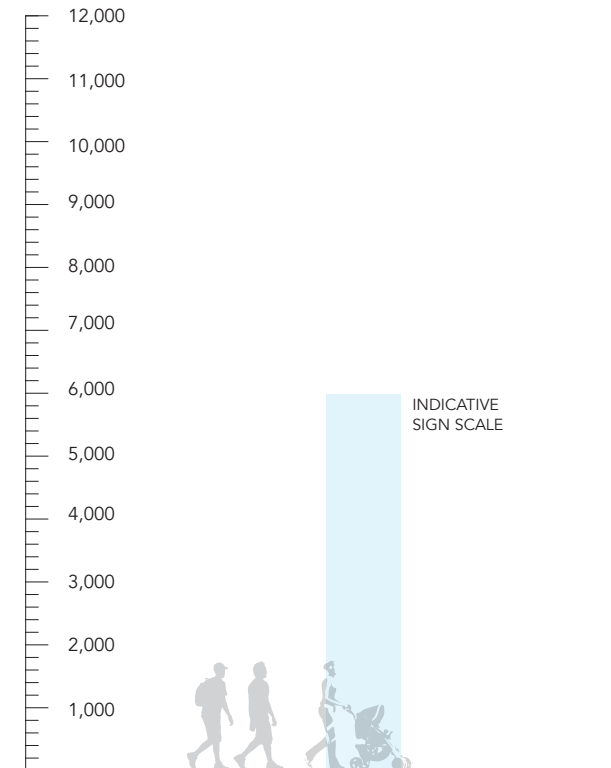
Assessment of the sign under the provisions of Schedule 4 of the Sullivans Cove Planning Scheme 1997:

- » This sign classifies as a Blade Sign and is Prohibited under the SCPS 1997 because it needs to exceed the height requirements of the Scheme.

Typical example of a site totem sign: Sydney Football Stadium



### Scale

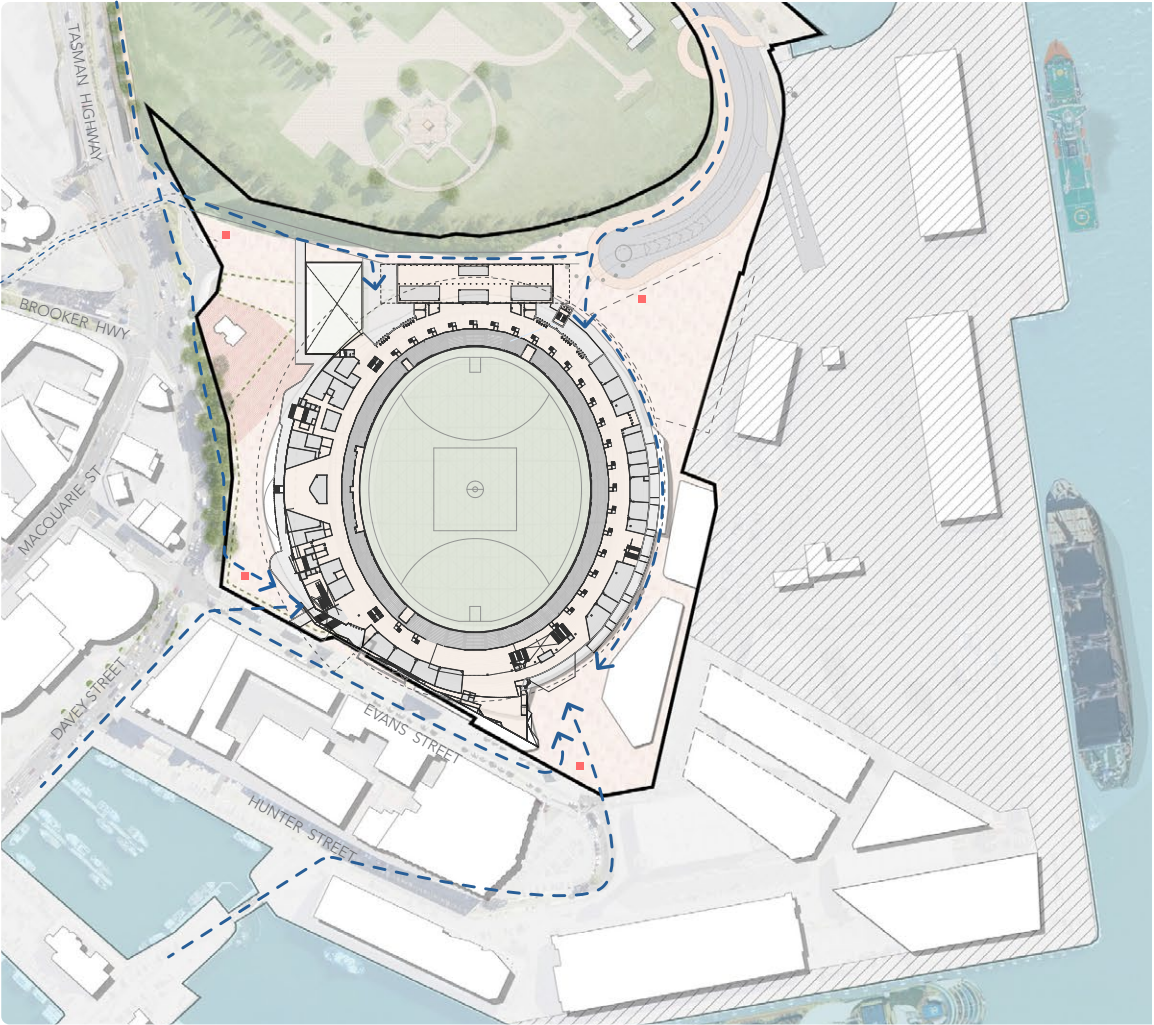


Please note: signs are designed to be in proportion to the concourse and the Stadium

# 9.1.2 Signs

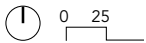
## Locations

Showing Totem Sign locations



➡ Pedestrian route

■ Approximate sign location.  
Does not denote scale of the sign.





# 9.1.2 Signs

Sign types continued

## 3. Gate entry signs

### Characteristics:

- » Medium in scale, to be seen from 12m+ away.
- » The sign needs to be easily seen above crowds to help locate where patrons are to enter.
- » Located on the building at the major entry points.
- » To be internally lit or face lit to be seen at night.
- » Quantity of signs: up to 4 signs.
- » These signs are to be permanent.
- » They do not have advertising.
- » The sign will be sympathetic to the fabric of the built envelope, of high contrast for legibility.

### Sullivans Cove Planning Scheme

Assessment of the sign under the provisions of Schedule 4 of the Sullivans Cove Planning Scheme 1997:

- » This sign classifies as a Wall Sign and is Discretionary under the SCPS 1997.

Typical examples of gate entry signs: Sydney Football Stadium



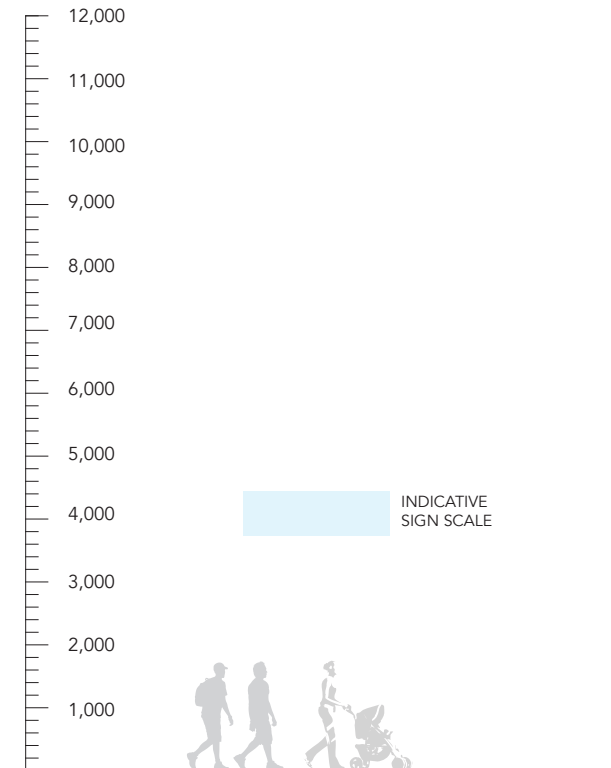
Above: gate during the day, below: lit for event.



Right: Sydney Football Stadium, minor gate sign



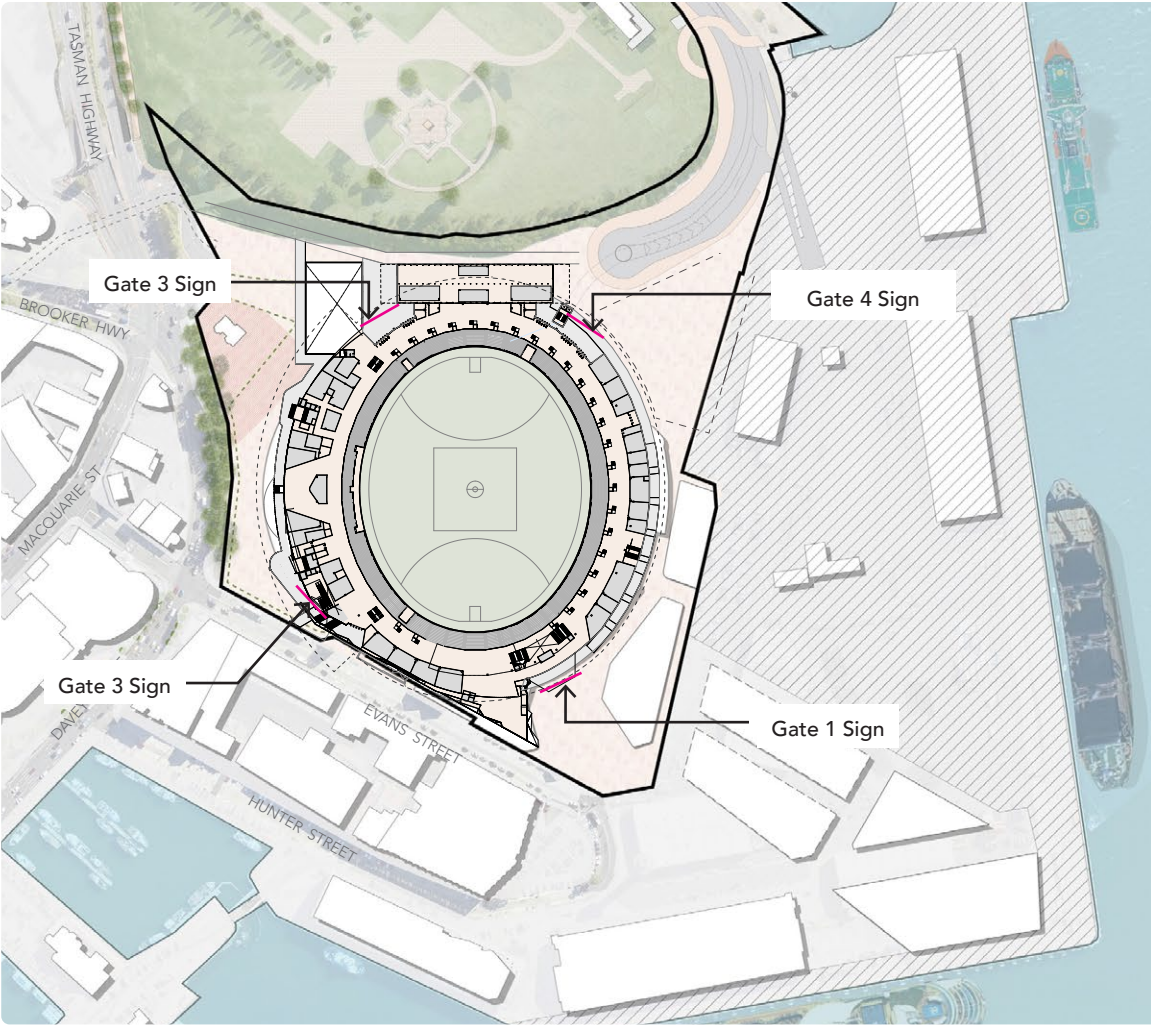
### Scale



# 9.1.2 Signs

## Locations

Showing Gate Sign locations



Sign location. Does not denote scale of the sign.

# 9.1.2 Signs

Sign types continued

## 4. Directional signs

### Characteristics:

- » Medium in scale, to be seen from 3-8m away. The scale is needed to allow patrons to see it ahead of crowds to aid early decision making.
- » Free standing signs or integrated with landscape elements.
- » Up to 6-8 signs distributed at key nodes around the Stadium.
- » Face lit to be seen at night where required.
- » These signs help direct patrons and general public around the site to find toilets, amenities, entrances, and emergency evacuation points.
- » These signs are to be permanent.
- » They do not have advertising.
- » The sign will be sympathetic to the fabric of the built envelope, of high contrast for legibility.
- » The sign will be designed to be of similar character / hierarchy approach to the City of Hobart wayfinding signs to continue a familiar language.

### Sullivans Cove Planning Scheme

Assessment of the sign under the provisions of Schedule 4 of the Sullivans Cove Planning Scheme 1997:

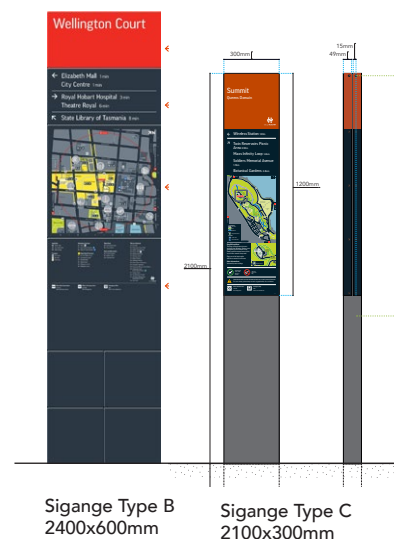
- » This sign classifies as a Blade Sign and is Discretionary under the SCPS 1997 because it would be within the height requirements of the Scheme.

### Typical examples of directional signs



Above: Sydney Football Stadium signage highlighting gate entry points (left) and precinct directional signage (right)

### Directional sign existing typology in vicinity:



Left: City of Hobart Wayfinding system.

Far left is the City Wayfinding system, and middle and right examples of the City of Hobart Bushland, Parks and Sports grounds Signage. These signs are in use at the Queens Domain.

### Scale

