

Macleans River Street Community Precinct

DRAFT WAYFINDING
STRATEGY & CONCEPTS [B]

dotdash



Introduction

In mid- 2022, Clarence Valley Council announced that the design process for a new Community Precinct in Maclean was to be progressed.

As part of this process, a multi-disciplinary design team has been appointed led by design practice Nimbus Architecture and Heritage.

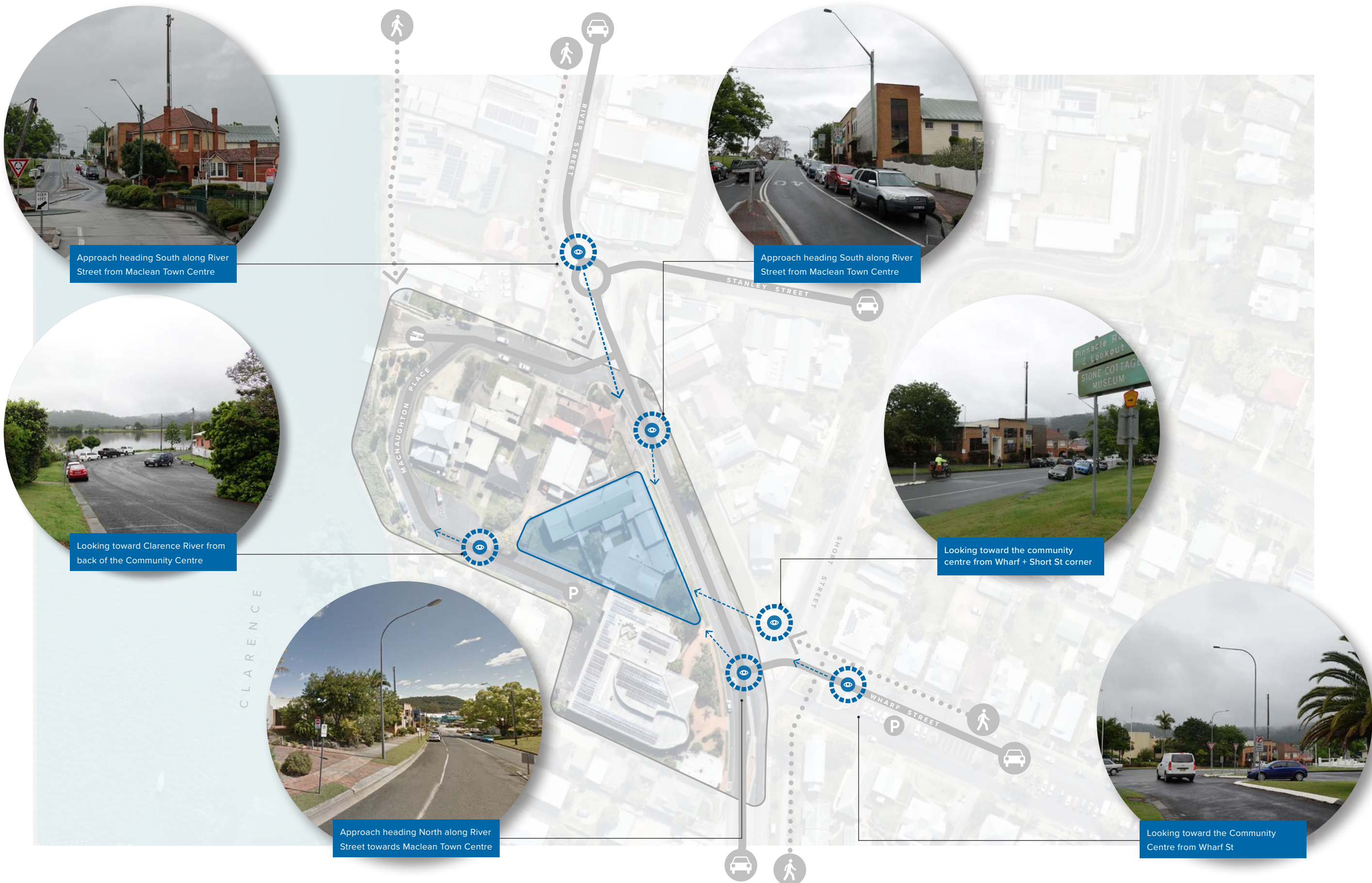
As part of this design Dotdash have worked to

- Identify a hierarchy of circulation routes, including, decision nodes and entry thresholds
- Identify users of the precinct
- Identify First Nation groups and language
- Identify key destinations within the precinct
- Indicate locations for key signage for visitor orientation, direction and information
- Present an indicative sign family
- Identify wayfinding needs for the precinct and prepare initial sign type concepts
- Include exemplar references to illustrate the strategic approach

Site Investigation

Site Investigation

Site Approach



Site Investigation

Site Approach



Site Investigation

Maclean Community

People choose to live in Maclean for its relaxed community led lifestyle. The town has a compelling historic character – with both Indigenous and Scottish heritage evident throughout the town.

Aboriginal Community

Maclean also has a strong ‘Yaegl’ Aboriginal community that have been instrumental in the development of one of the first Aboriginal language dictionaries. Maclean is also home to several cultural heritage sites of the Yaegl traditional owners.

Scottish Town

Maclean is known as ‘The Scottish town of Australia’, with a Scottish history dating back to the 1840s with the arrival of Caledonians attracted by Australia’s gold rush.

Local Industry

Local industries include tourism, sugar cane production, farming and river-prawn trawling. In recent years the food and coffee scene has become a feature of the town, with Botero Coffee’s Maclean roastery servicing cafes up and down the north coast.

A snapshot of the population includes –

- Yaegl community
- Young families
- Retirees
- Boaties
- Fishers
- School children
- Parents with young children
- Small Business Owners
- Working professionals
- Artists
- Students
- Tourists



Site Investigation
Scottish Heritage



Site Investigation

Community Hall Users



Public / Patrons

- Site Wide Patrons
- Visitors to weekend based events
- Exhibitions and Outdoor Shows

Arts & Culture

- Artists, Designers, Writers
- First Nations Elders, Community members

Local Community

- School groups
- The facility will serve community needs day-to-day and also provide a community meeting place during natural disasters.



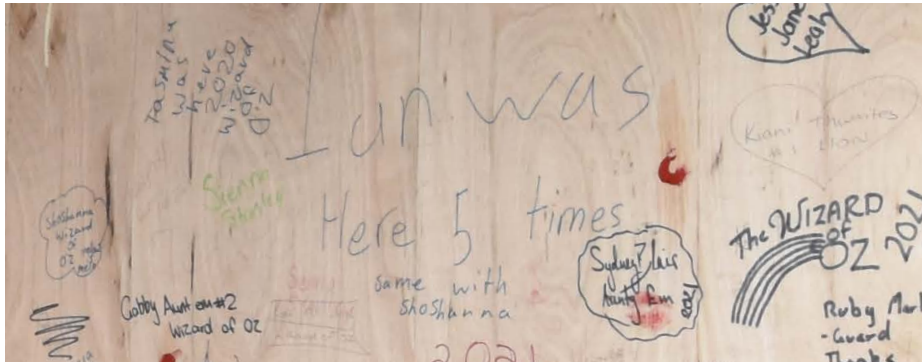
Performers

- Performers - Auditorium
- Performers - Outdoor Stage
- BOH Creative Team - Director, Stage Crew, Sound and Lighting Engineers, Costume, Makeup and Support crew



Staff

- River St Community Precinct Staff
- Bar Staff
- Site wide cleaning and maintenance staff
- Events based exhibitors
- Security



Engaging with First Nations

Engaging with First Nations

Yaygirr Language

Wayfinding elements may feature the traditional stories of place, or greetings agreed on by Traditional Owners.

Using both Australian English and Traditional Owner language is known as dual language.

Dual language;

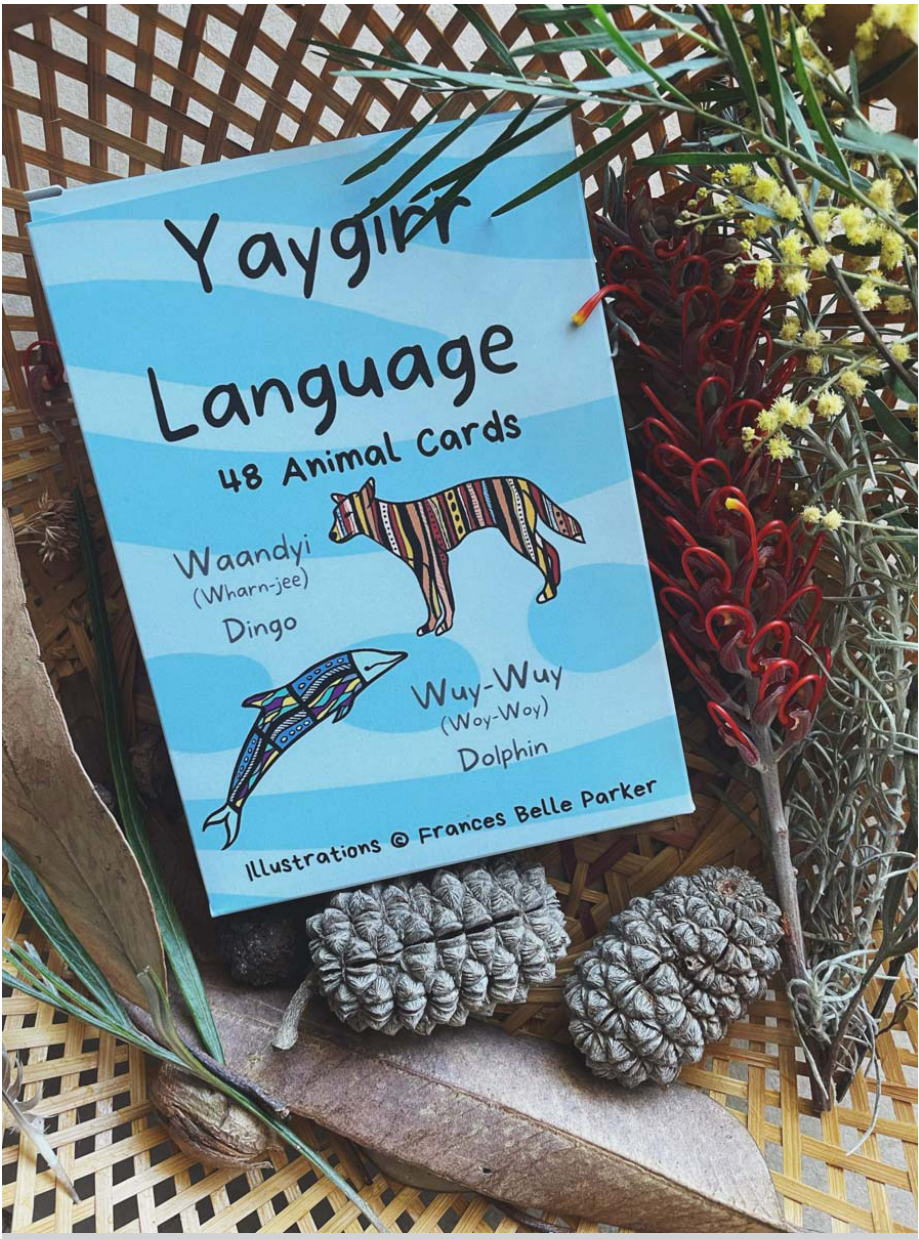
- Creates equal footing
- Creates positive message
- Creates individual voice

The Muurrbay language and culture cooperative have worked with the Yaegl and Ulugandahi Elders and published a dictionary of the Yaygirr language.

Working with the Yaegl people, Yaygirr language can be included on wayfinding and interpretive signage.



Ginagay? Ibirr ngina nyaagigu.
How are you? Pleased to meet you.



Engaging with First Nations Indigenous Artworks

To achieve meaningful engagement with Indigenous stakeholders, a two-way interaction at project conception, continuing through to project completion is essential.

This avoids quick-fix, low-cost solutions, which can limit representation and high-quality design outcomes and embedding of meaningful Indigenous inclusion.

The artwork development phase and engagement process should be collaborative, research-informed and Indigenous-led in order to achieve a clear idea of what meaningful engagement and outcomes are from Indigenous perspectives.



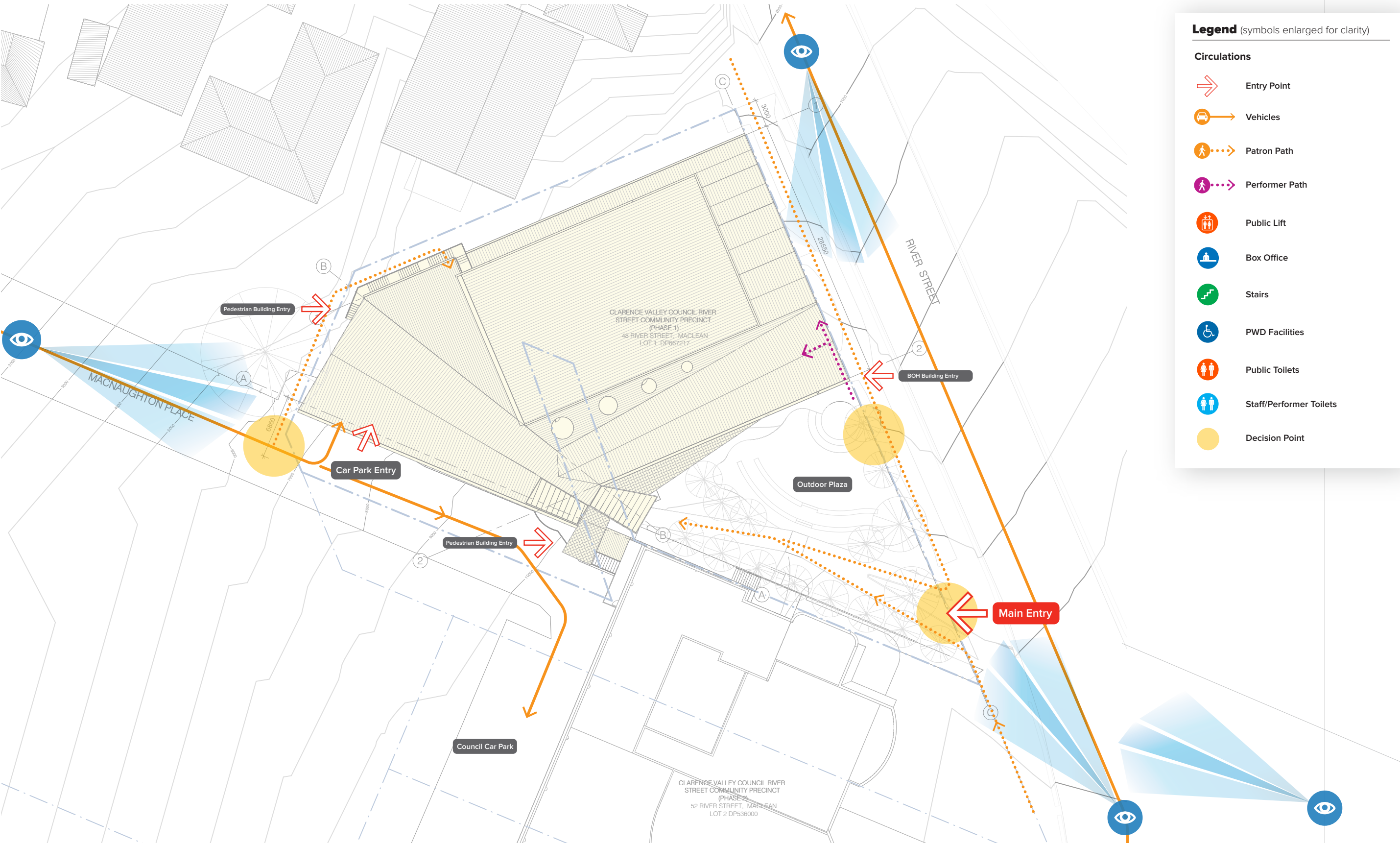
Artwork by Local Indigenous Artist – Frances Belle Parker



Site Circulation

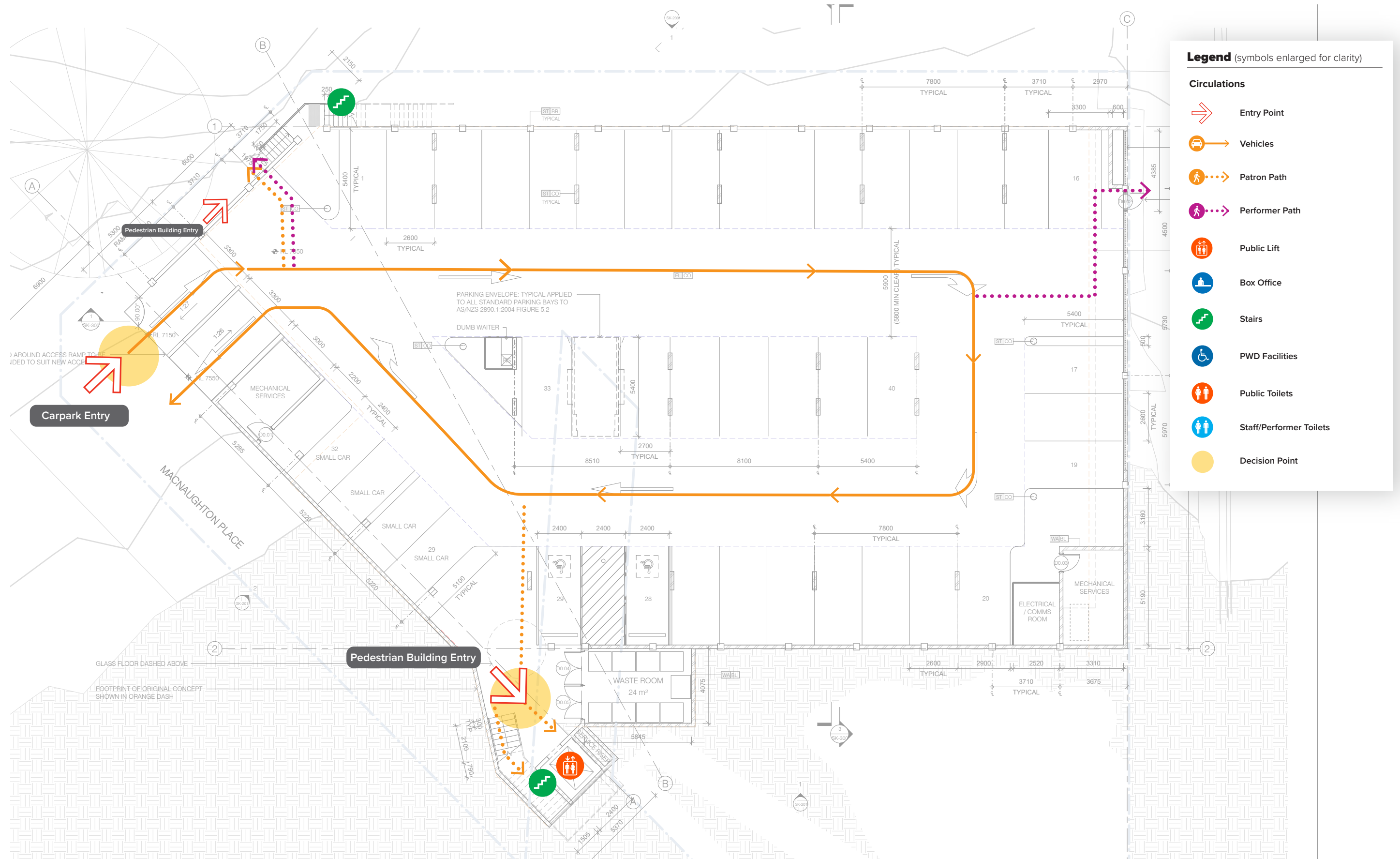
Site Circulation

Site Arrival



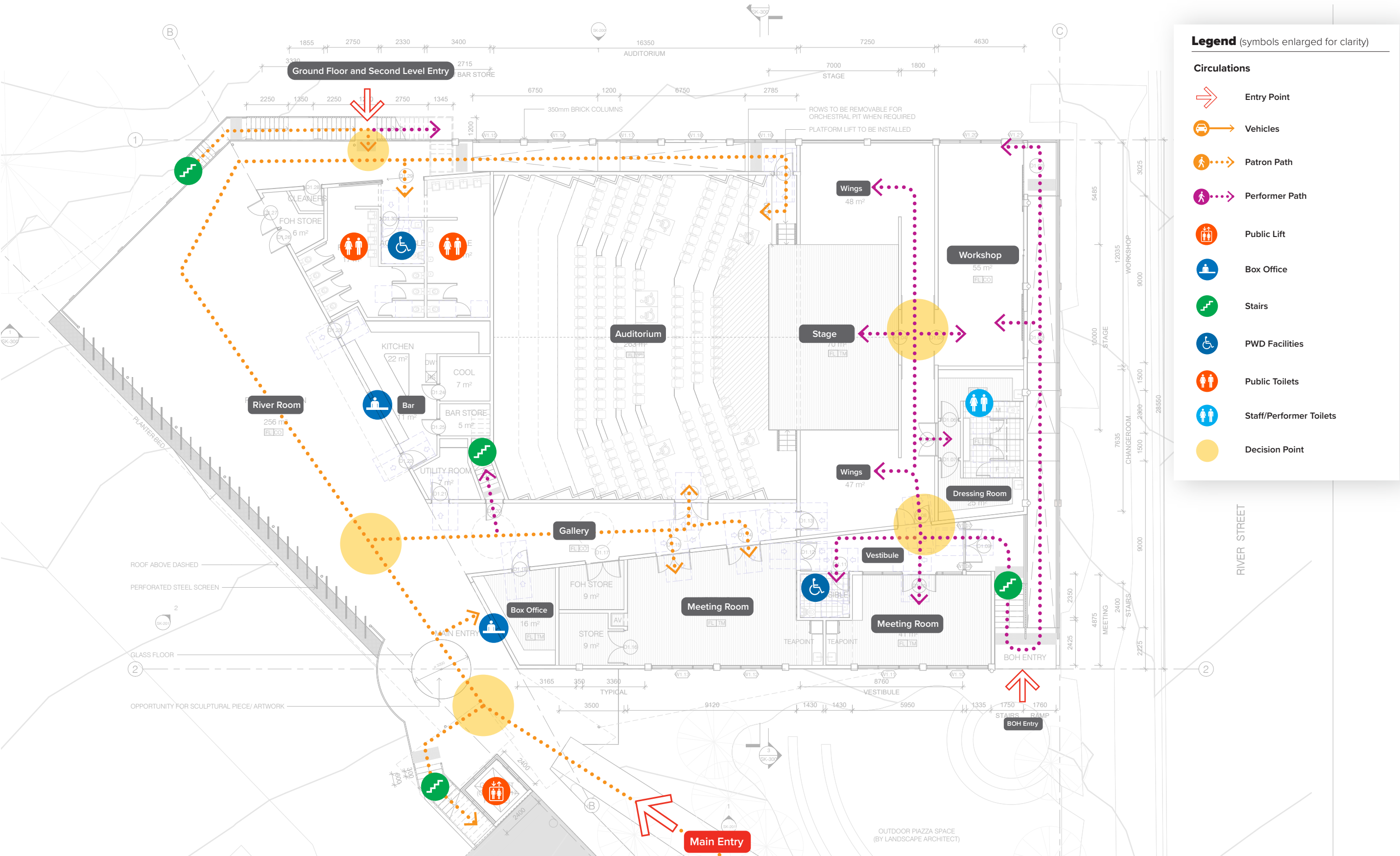
Site Circulation

Basement



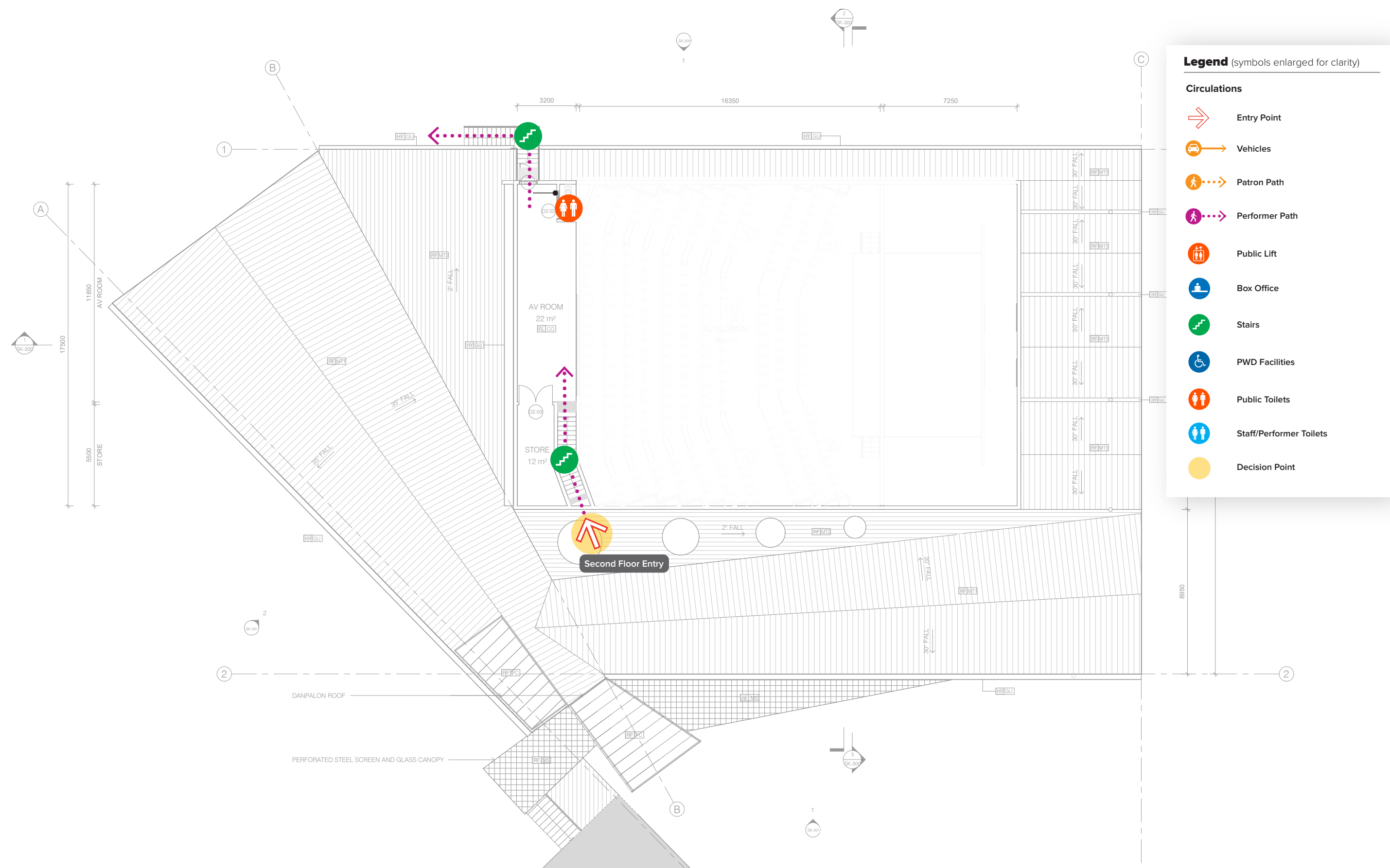
Site Circulation

Ground Floor



Site Circulation

Second Floor



Destination Hierarchy

Maclean River Street Community Precinct

Community Centre

Outdoor Plaza

Council Offices

Jetty

Post Office

Police Station

Patrons

River St Main Entry

Basement Car Park

River Room
Gallery
Auditorium
FOH Meeting Room

Bar
Box Office
Toilets

Staff/Performers

BOH Entry/Stage Door

Workshop
Stage
Dressing Rooms
BOH Meeting Room

Kitchen
Store Room

Toilets

Sign Types & Sign Schematics

Sign Types and Sign Schematics

Sign Type Family

This list summaries all sign types in the wayfinding system.

Each sign type has a unique sign code.

The design of sign types are shown on sign type drawings and sign schematics.

Identification Sign Types

- ID1a** Precinct Marker arrival – Freestanding
- ID2a** River St Community Centre Main Entry ID Sign – Wall Mounted
- ID2b** River St Community Centre BOH Entry ID Sign – Wall Mounted
- ID3a** Box Office – Wall Mounted
- ID4a** Room Identification FOH
- ID4b** Room Identification BOH
- ID5a** Stage/ Auditorium Identification FOH
- ID6a** Bar Identification
- ID7a** Lift Identification

Directional Sign Types

- DR1a** Pedestrian Directional - Freestanding
- DR2a** Pedestrian Directional Panel - Wall Mounted
- DR3a** Pedestrian Directional - Suspended

Information Sign Types

- IF1a** Lift Directory

Vehicular Sign Types

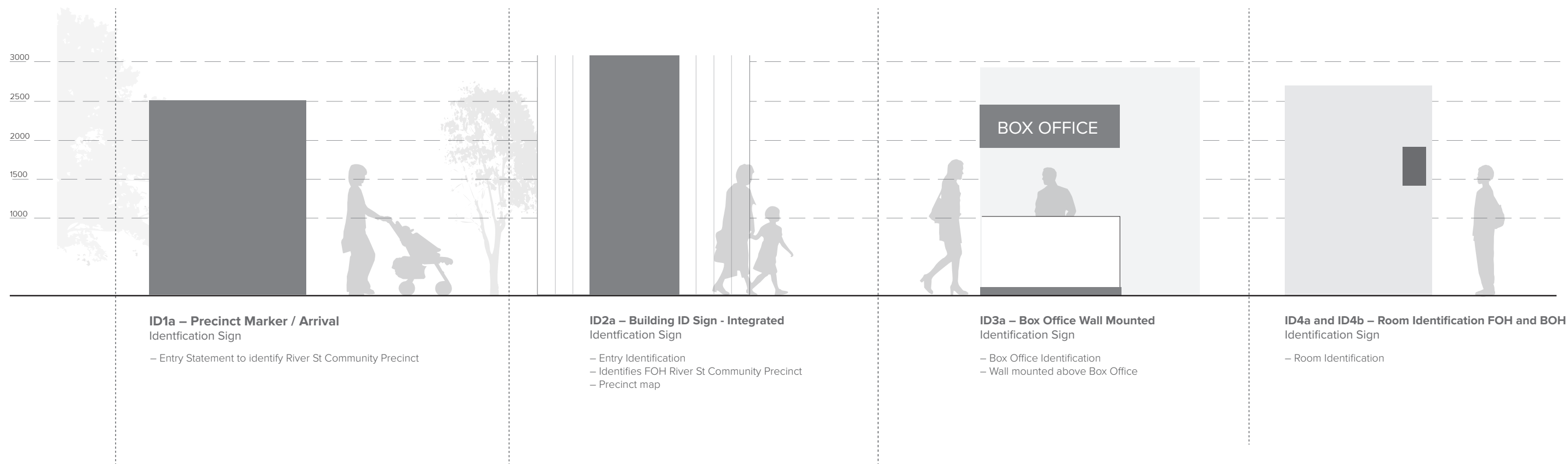
- ID1a** Car Park Identification
- ID2a** Vehicular Directional Sign

Interpretive Sign Types

- INT1a** Integrated into Landscape
- INT2a** Integrated into Architecture - Wall Mounted
- INT3a** Outdoor Freestanding

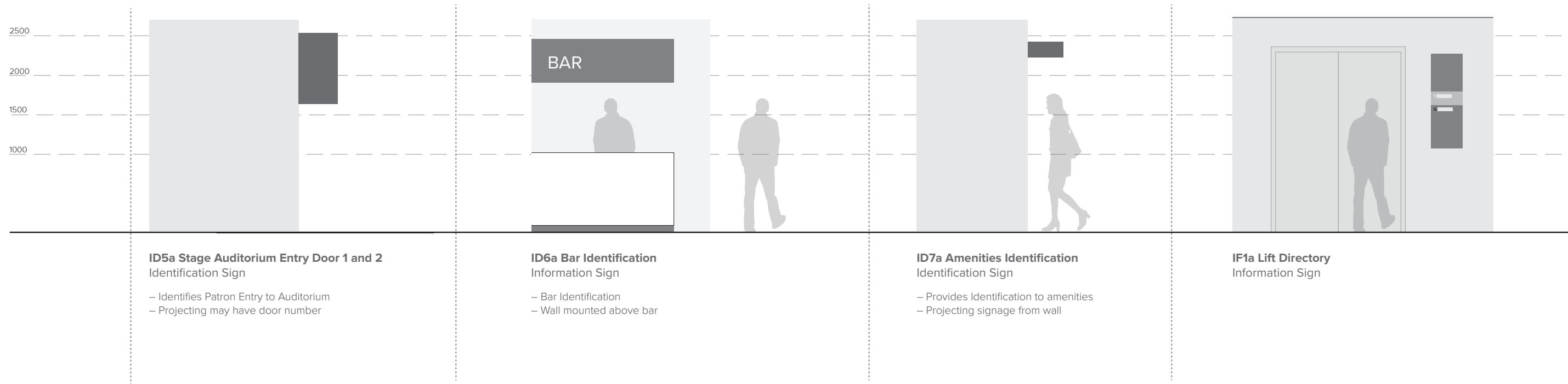
Sign Types and Sign Schematics

Sign Schematics



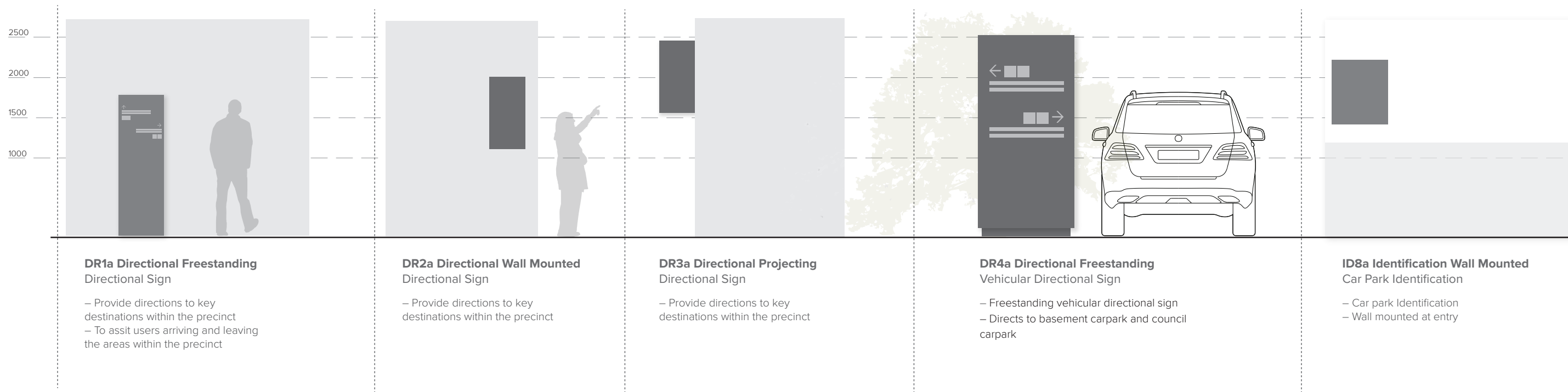
Sign Types and Sign Schematics

Sign Schematics



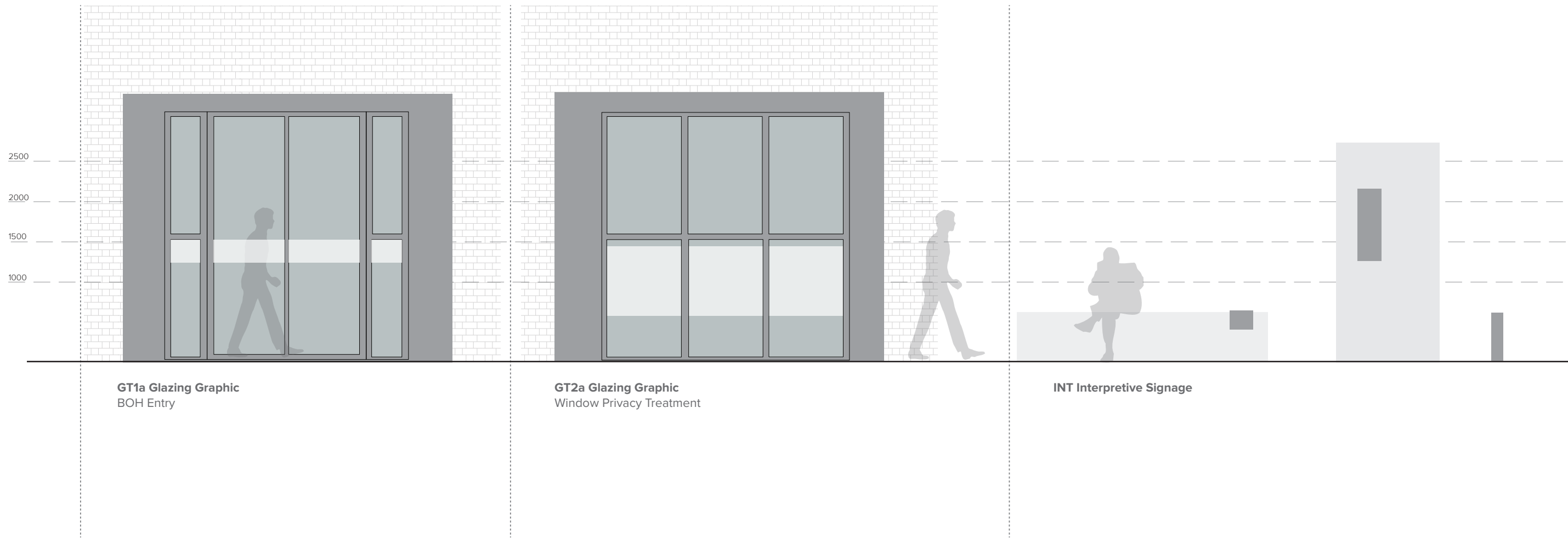
Sign Types and Sign Schematics

Sign Schematics



Sign Types and Sign Schematics

Sign Schematics



Sign Location Plans

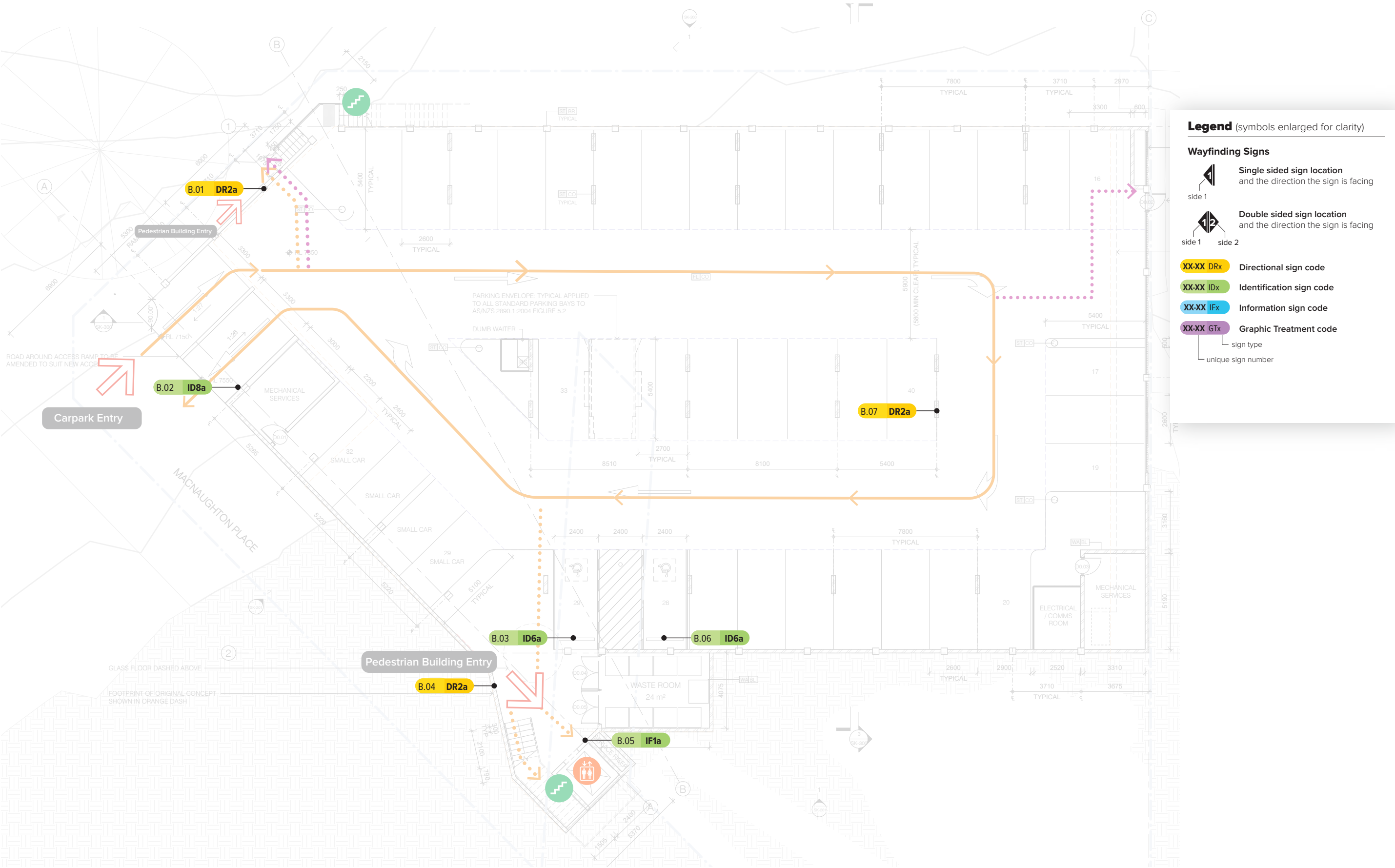
Sign Location Plans

Site Arrival



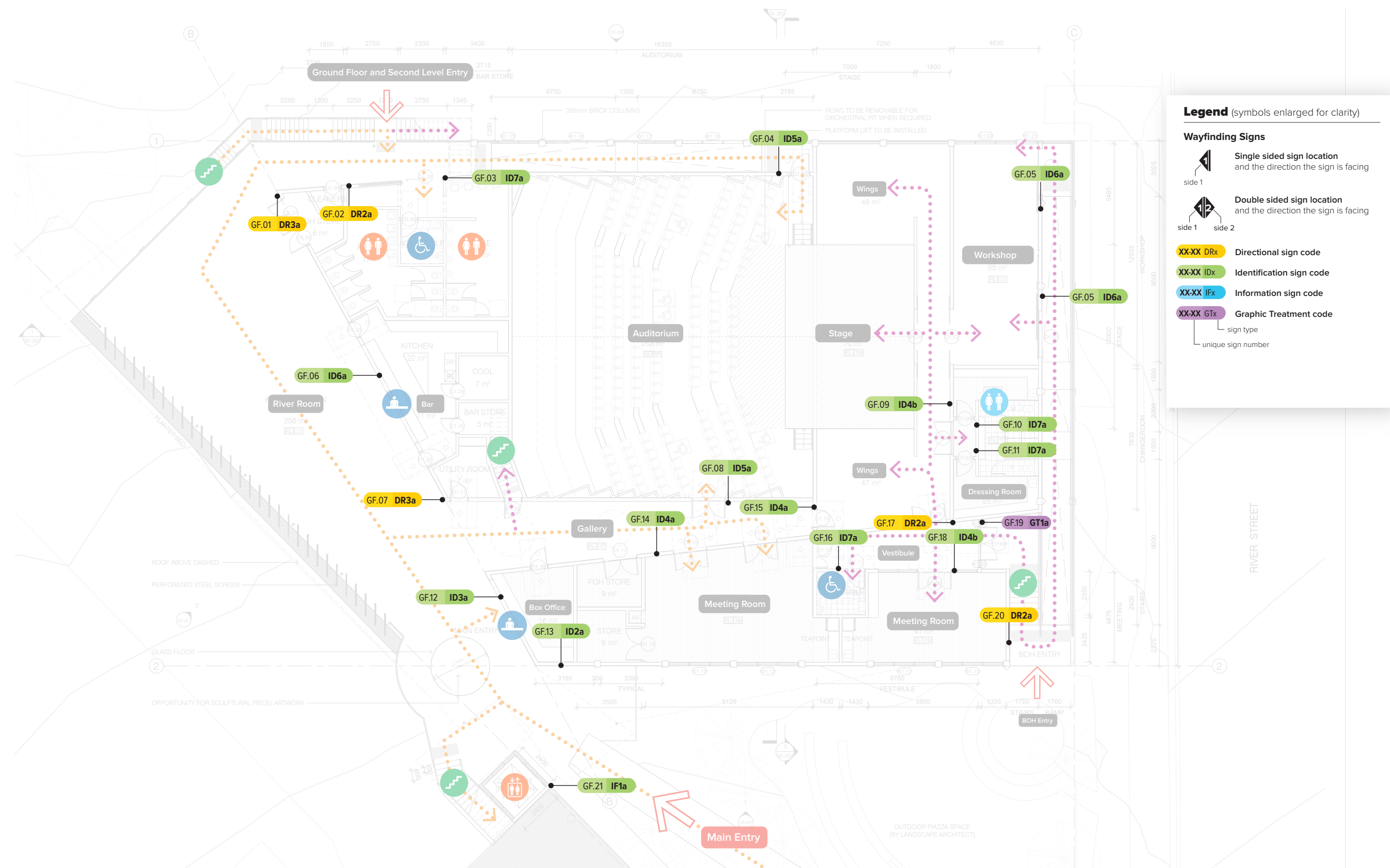
Sign Location Plans

Basement



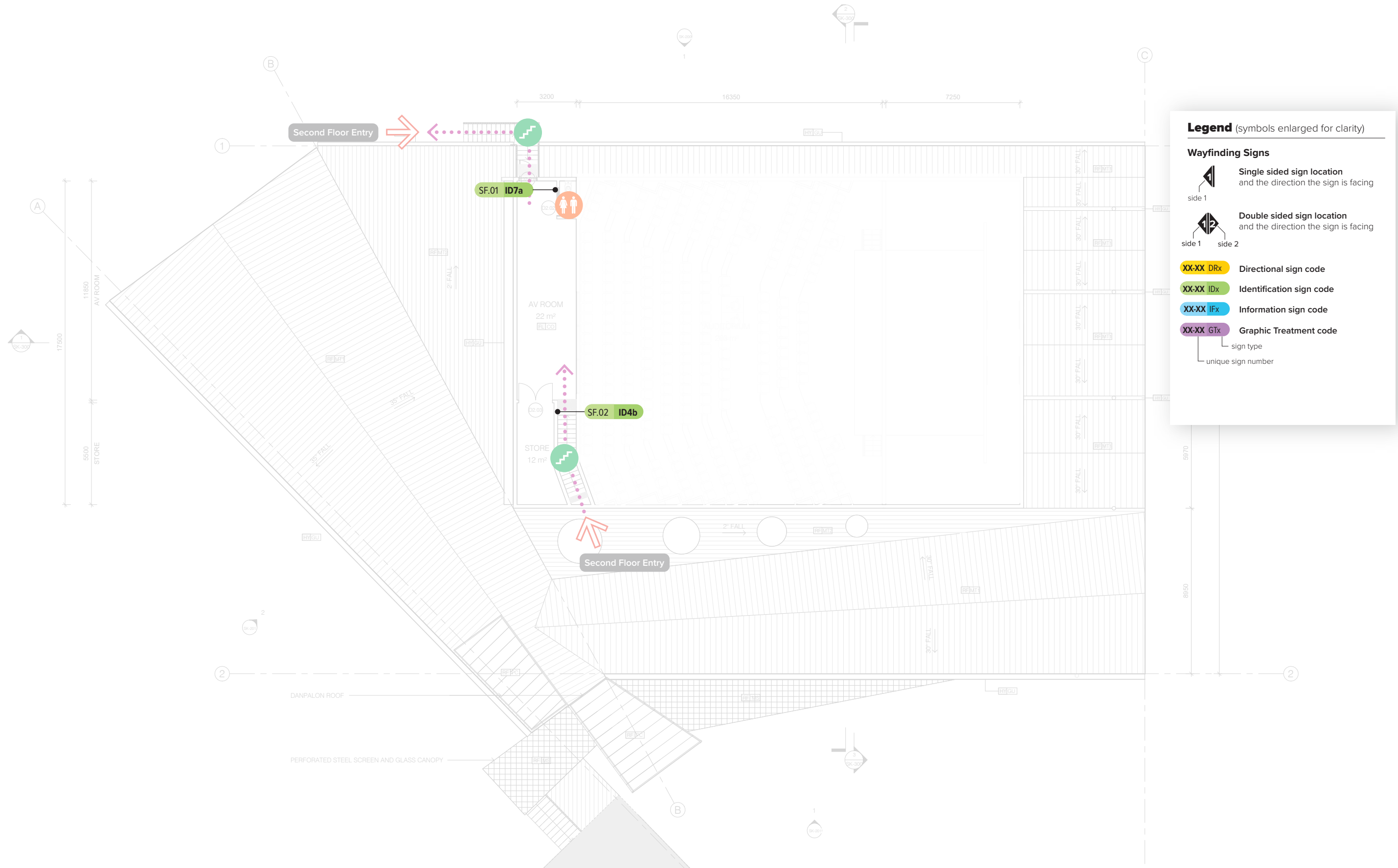
Sign Location Plans

Ground Floor



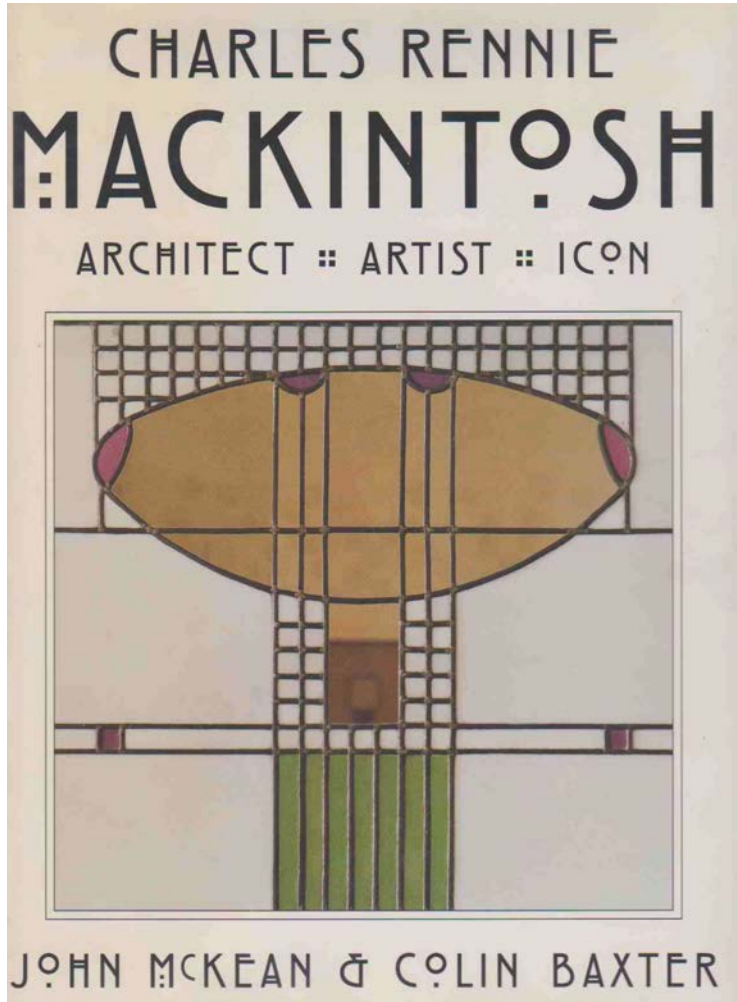
Sign Location Plans

Second Floor



Visual Language

Visual Language
History and Pattern



Neutraface is a geometric sans-serif typeface designed by Christian Schwartz and released through House Industries in 2002.

It was inspired by the design principles of architect Richard Neutra.

Neutraface has been an extremely popular typeface in the print world since its release, however, on the web it isn't used nearly as much. It's available in several variations, including a version with a lower x-height for setting text called Neutra Text.

Its clear and legible letter forms make it an appropriate typeface for wayfinding systems in the public realm.

Neutraface is characteristic of the 1910s Art Deco Arts & Crafts movement

Neutraface

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Neutraface Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Neutraface Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Neutraface Bold

Visual Language

Colour

The colour palette is inspired by and represents the diverse and unique personality of Maclean.

The palette is drawn from the

- 1. The Maclean Scottish Tartan
- 2. The Clarence River
- 3. Colours used in local Indigenous Artworks
- 5. The architectural heritage and materials palette that will be recycled used in the new building including

- Recycled brick - exterior facade
- Spotted gum timber - exterior cladding
- Surfmist Colourbond - roof
- Polycarbonate - exterior cladding



Materials Palette

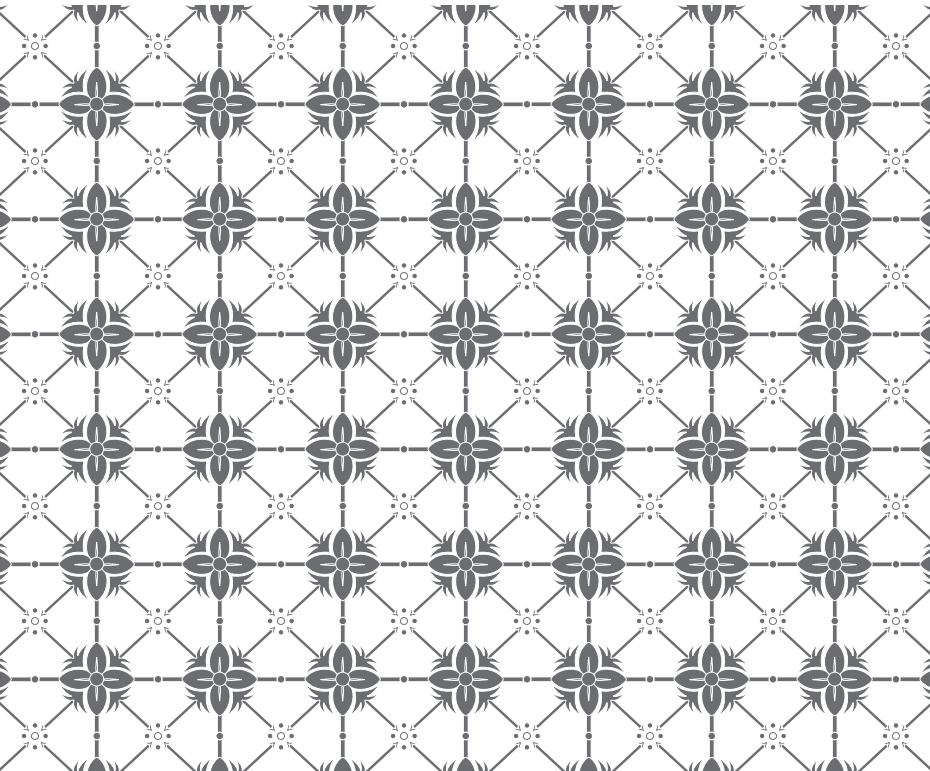
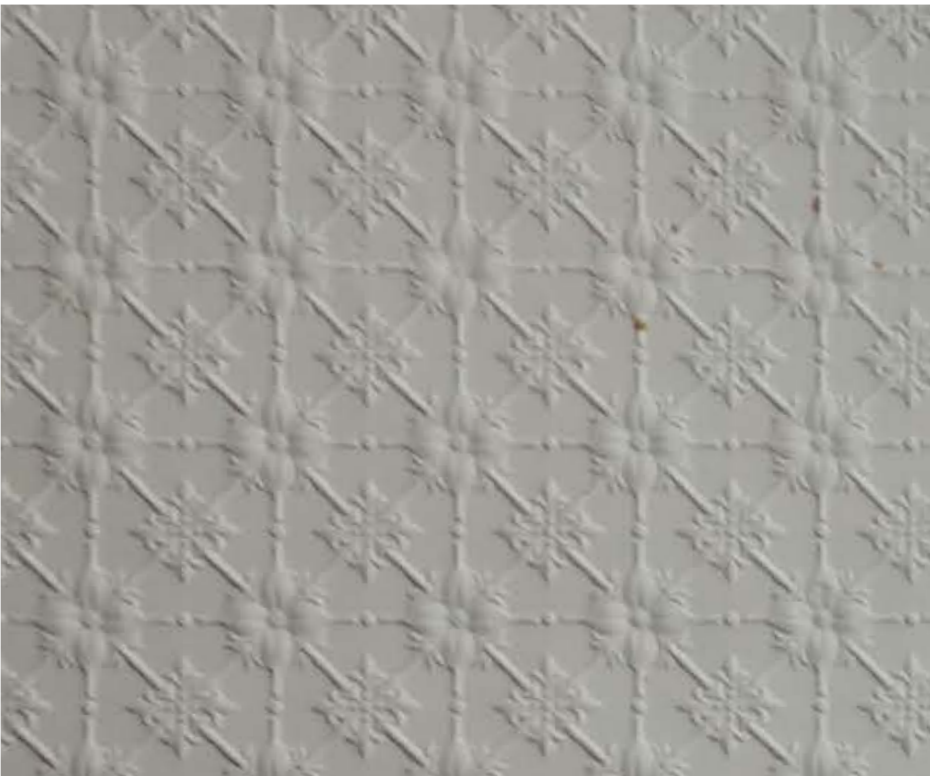
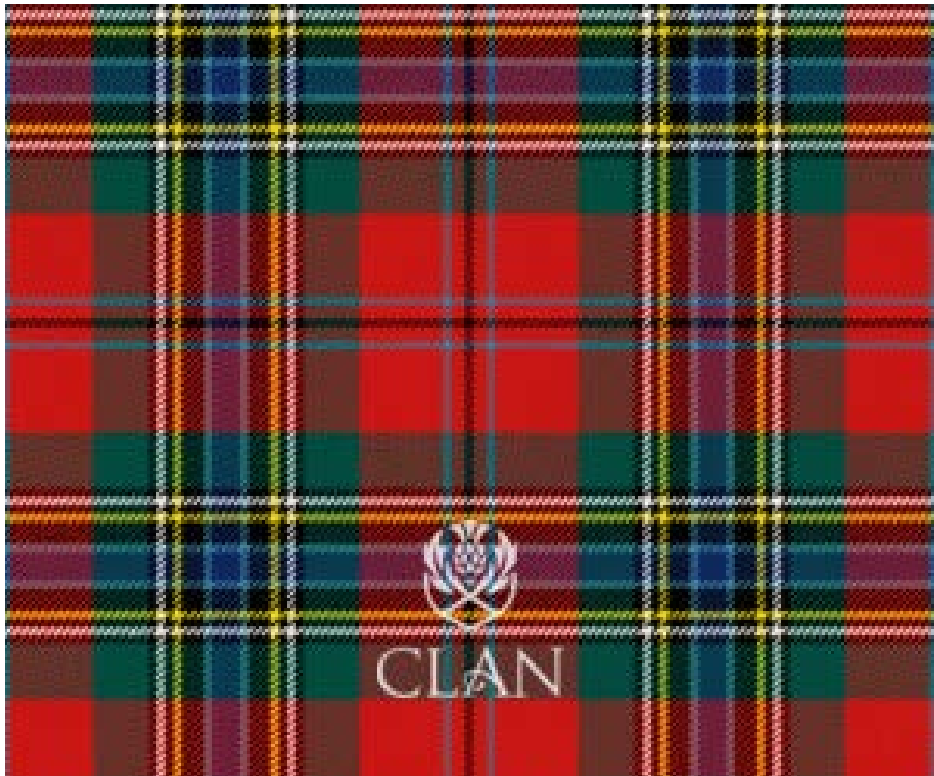
Colour Palette

Sign Concepts

Pattern

Patterns are derived from the pressed metal ceiling in the existing Civic Hall and the tartan from the towns Scottish Heritage.

Patterns will be used as an etching on glazing and as feature graphics on sign form panels to create an identity that ties the precinct back to the surrounding community.



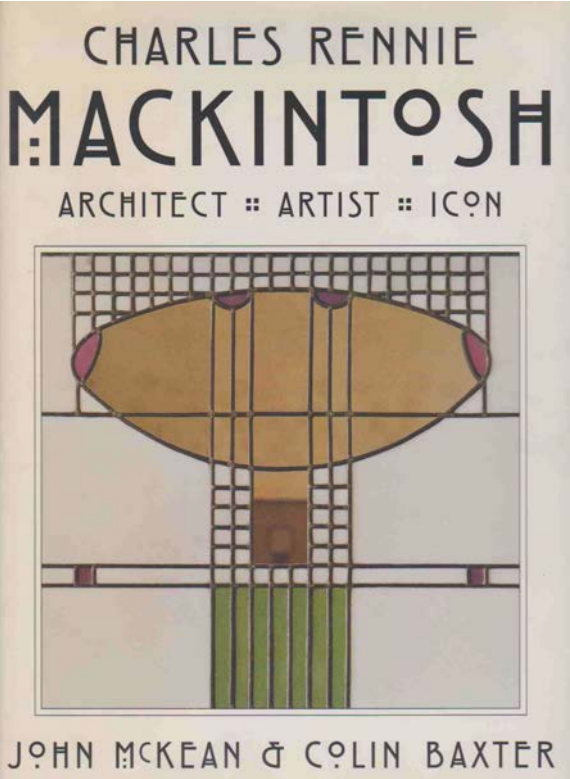
Sign Concepts

Charles Rennie Mackintosh

Born circa 1870, Charles Rennie Mackintosh was a Scottish architect, designer, and artist.

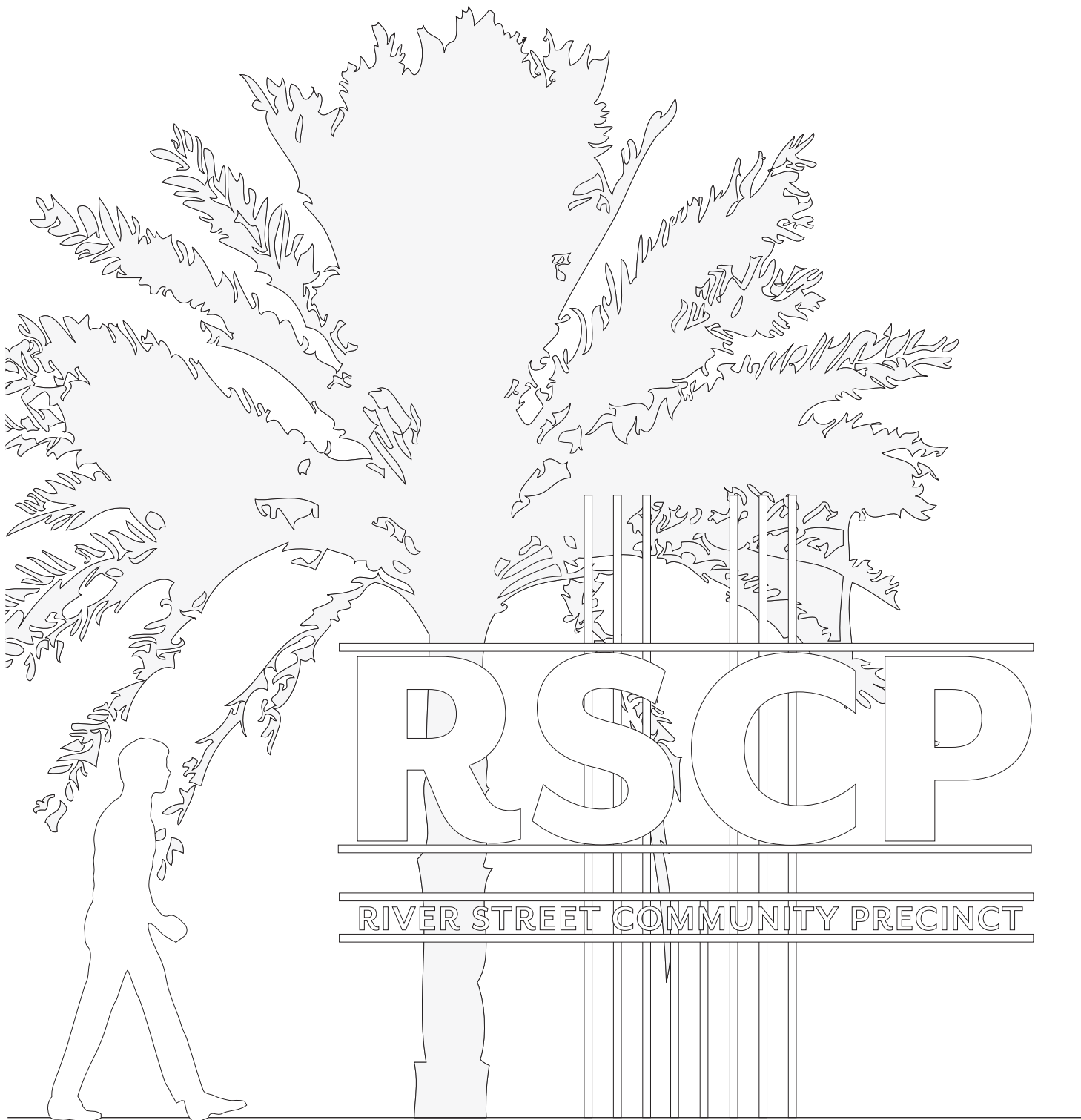
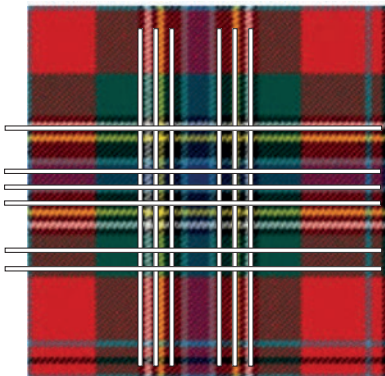
Mackintosh’s work was characterized by a distinctive style that combined elements of traditional Scottish architecture with the modernist aesthetics of the time.

He was known for his use of geometric shapes, stylized floral motifs, and a muted colour palette.



Sign Concepts

River Street Community Precinct Arrival
Concept 1_Deconstructed Tartan



River Street Community Precinct Arrival

Concept 2_Frames

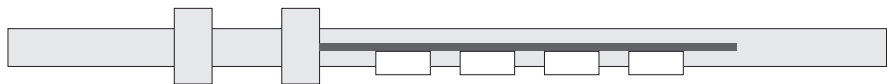


Frames



River Street Community Precinct Arrival

Concept 3_Heritage



TOP SECTION



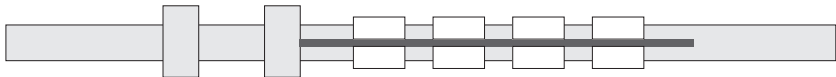
FRONT VIEW - SINGLE SIDED



3D VIEW

River Street Community Precinct Arrival

Concept 3_Heritage



TOP SECTION



FRONT VIEW - DOUBLE SIDED



3D VIEW

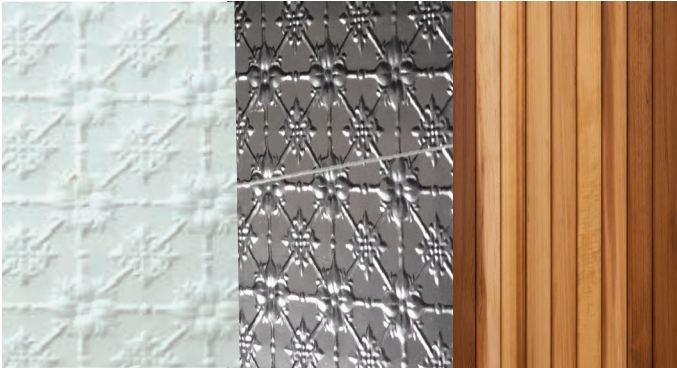
River Street Community Precinct Directional

Concept_External Freestanding Directional



River Street Community Precinct Entry

Concept_Entry



Entry Wall

Collage of recycled timber and pressed metal continuing into the River Room



Integrated

A Wayfinding panel will be layered into the recycled cladding and sit flush with and the proposed collage.



Mapping

An arrival map provides visitors with a clear overview of the precinct, where they are situated, destinations within the precinct and alternative entry and exit points.

River Street Community Precinct_Ammenities Identification
Concept_Box Office & Ammenities

