

# 04

**MACQUARIE UNIVERSITY  
SIGNAGE AND WAYFINDING GUIDELINES**

Part Four / Issue Three  
Naming Strategy – External

Addendum 2 - issued  
29/07/16

**CITIZEN**



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## **INTRODUCTION - MACQUARIE UNIVERSITY AS A CITY**

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Macquarie University in 2011 undertook an extensive planning and design project to address the wayfinding and signage across the University. This project highlighted the need to address broader communications on the campus and identified naming as an area for significant improvement.

This document presents the new external naming strategy to be applied to the campus.

The goal of this project was to create a system that had equal flexibility and rigour to be applicable to both the current campus plan and the future master plan for the University.

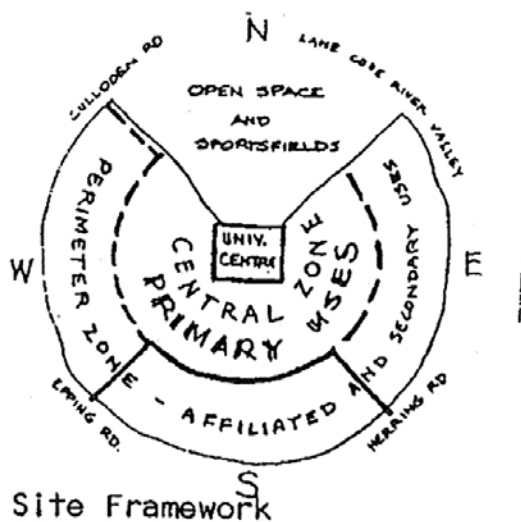
The key premise for the naming strategy is the recognition that Macquarie University is a city. With this starting point conventions that are applied to the navigation and interpretation of a city need to be incorporated into the naming strategy for example street names and numbers.

In recognising Macquarie as a city we are also acknowledging the scale of the campus and the challenges this presents for navigation. The introduction of precinct names breaks the campus down into four recognisable territories to help in defining and communicating a location.

## HISTORY

### The history – Where did it come from?

Developed by W.V Abraham in the mid 1960s as part of the original master plan for the campus, the original naming protocol used broad definitions of east(E), central(C) and west(W) as the prefix. Buildings were then numbered in clusters around these geographical directions with reference to an overlaying grid system.



Original University master plan system

### The weakening of the system

Whilst in 2011 there is still evidence of the 1960s system, growth and management procedures have either placed strain on this system or added unnecessary clutter. By 2011, the naming has moved from what was once a compass reference to now simply being a code system. The code system has lost its original integrity and as a result, the naming of buildings is no longer an intuitive part of the campus wayfinding and simply, at times, a point of confusion with the inclusion of non-compass references eg 'Y' and 'X'.

Beyond the prefix, the next most confusing element is the suffix. For example, 'Y3A'. The meaning of the 'A' is not clear to the average user. An explanation offered in the research stage was that this element was introduced as part of technical campus planning and a way to track developments e.g. if a building named E4A was knocked down and rebuilt, the new building in that location would be named E4B. In short this is clutter in the system and does not add any communication value to the wayfinding system.



Example of current building identification signage



Example of current building identification signage

**DEVELOPING A COMPASS SYSTEM**

**A true compass system**

The orientations of north, south, east and west are universally understood and provide a broad approach to direction. Even for people who may not naturally be able to identify north, there is at least an understanding that north and south are in opposite directions.

An example of an effective compass system currently in use is the London postal system. In this system post codes start with a compass reference e.g. W8 is Kensington (a suburb in West London). The numbers within the compass orientation use the same principle as street number in Sydney where numbers closest to the CBD or centre are lower and get higher as the radius moves away from the centre. Having been in operation since 1858, the London postal system has shown how a compass system change stand the test of time and allow for growth.

For the compass system to work it requires identification of a central point. In the case of Macquarie University there already exists a natural and well understood 'centre', that being the Central Courtyard.

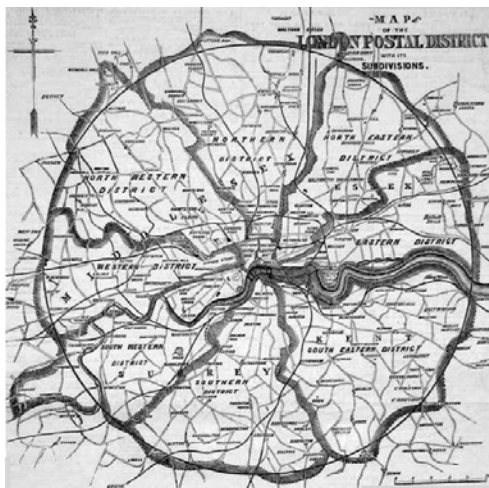
The future master planning that sees the establishment of four key points of entry into the site can help to reinforce this system with gates being located and named, North, South, East and West, along with corresponding car parks at these locations.

**Implementation**

The challenge that faces Macquarie University is the high turnover of population. With an approximate 30% influx each year the naming system must be intuitive. The adoption of a compass system would accelerate the intuitive process of understanding the campus layout. In relation to implementation the high turnover of population works in the University's favour. The hardest audience to convert will most likely be staff, the longest serving population at the University.

**Benefits**

The development of an intuitive naming system will strengthen the power of the broader wayfinding and signage works. Beyond communication it also holds practical advantages for the University through offering potential for flexible room programming and less traditional clustering of buildings by faculty.



Original London Postal Map



Current London postal map utilising the compass system

## COMPASS FRAMEWORK

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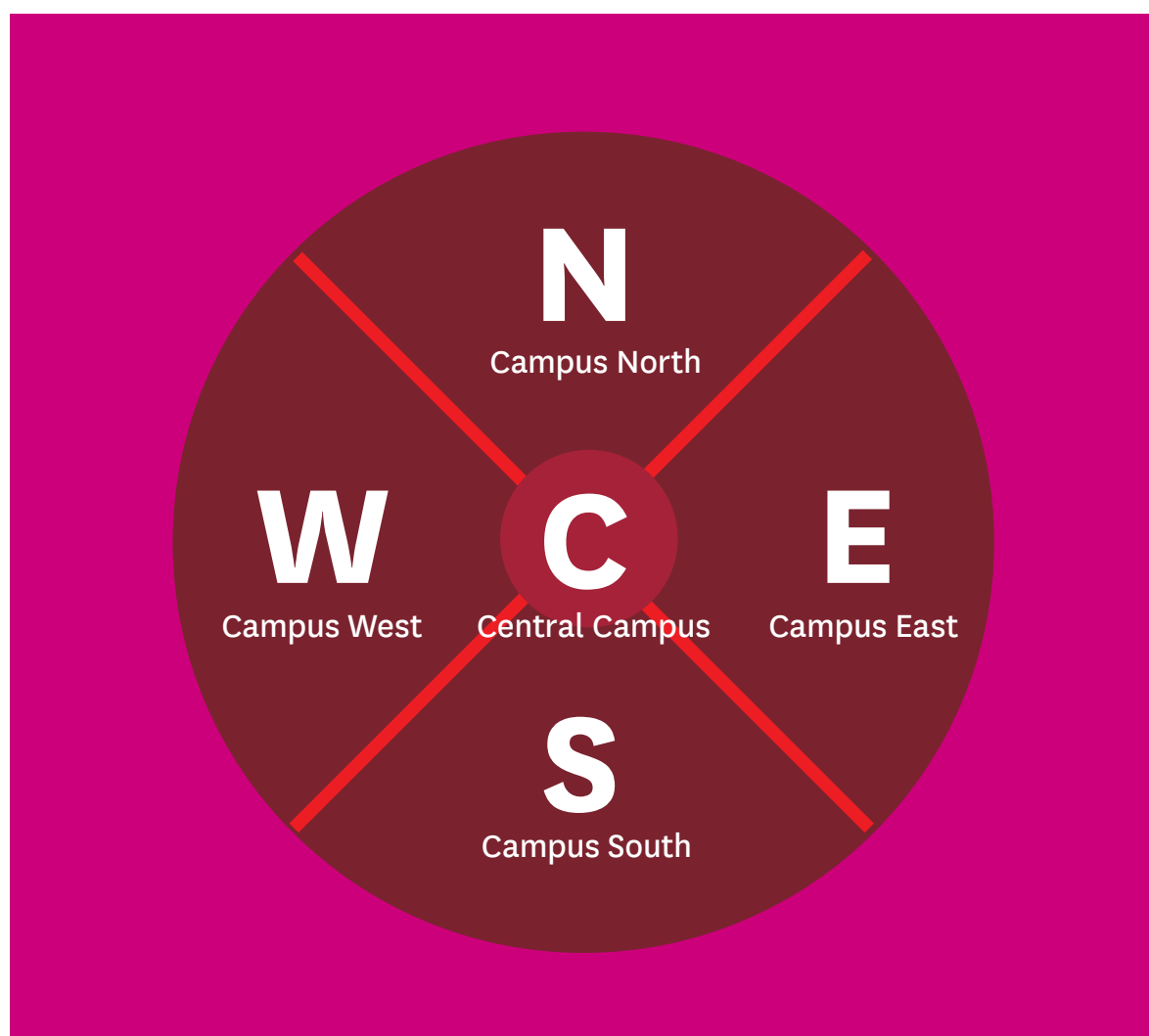
### Wayfinding precincts – The compass plus a core

Macquarie University is a geographically large campus or in this case city. A city is divided into precincts to provide direction and importantly for wayfinding a collective term.

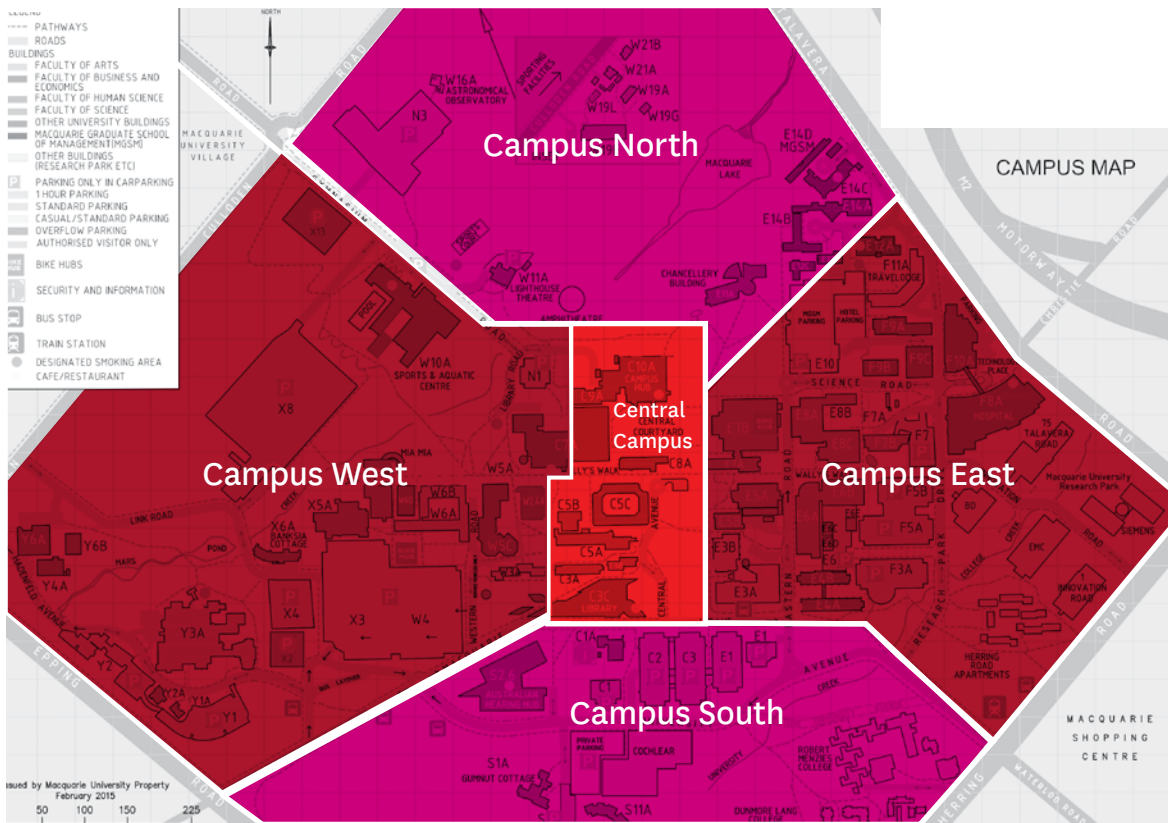
The precincts play an important role in providing a broad sense of address within Macquarie University, similar to a suburb in city. Communication of these precincts is essential in building an address.

Phrases to be used are:

Central Campus  
Campus North  
Campus East  
Campus South  
Campus West



**COMPASS FRAMEWORK**





## DEFINING AN ORIGIN

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The greatest advantage Macquarie University has in the implementation and acceptance of the compass scheme is a well understood centre. The Central Courtyard and Campus Hub are a natural meeting zone for people. The origin exists in this territory however is technically placed on a thoroughfare – in this case Wally’s Walk – to focus it’s role on wayfinding.



The signage and wayfinding scheme physically expresses the origin of the compass through a clustering of the signage blades to create a sense of place.

**Note :** Addendum 2 : Entrance Gates - A decision has been made not to include references to Gates. Where references are required they should refer to North Campus, South Campus, East Campus, West Campus and Campus Central. the term gate is no longer used.

**DEFINING POINTS OF ENTRY**

**Entrance gates**

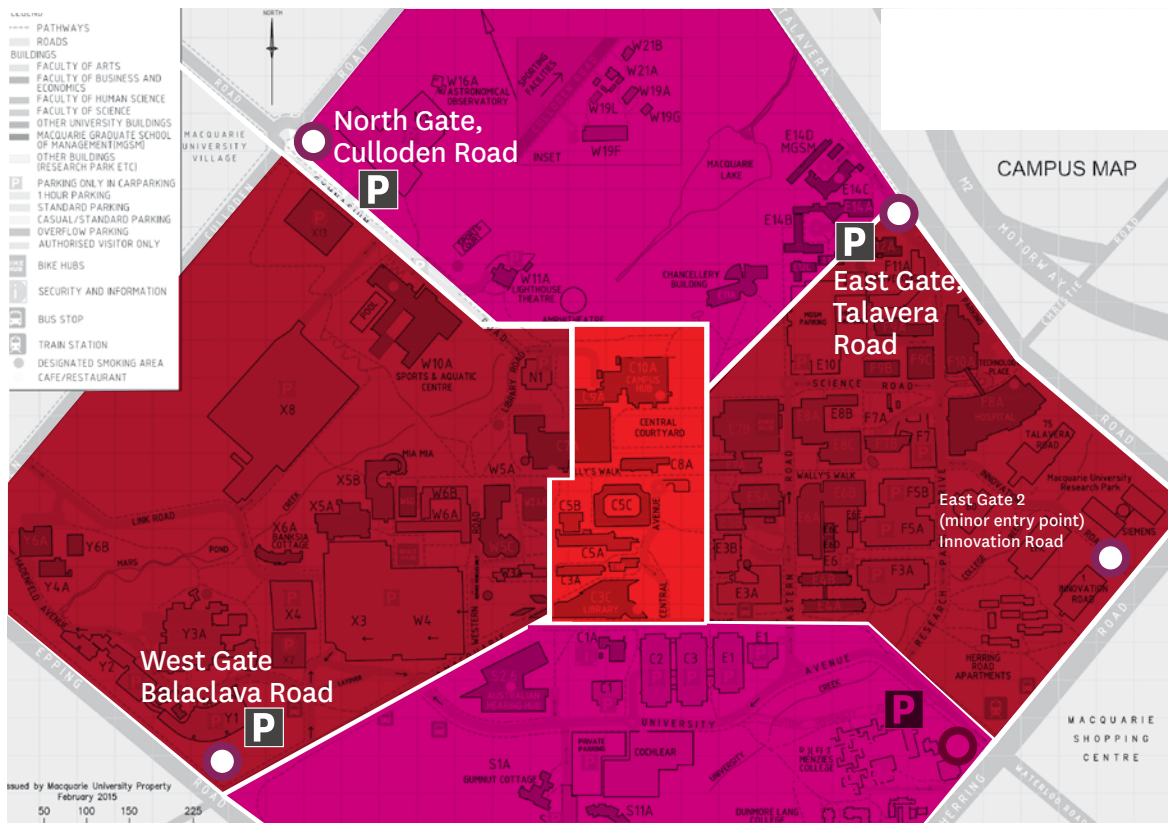
The naming strategy recommends the use of gate names. These are to be linked to the compass system eg North Gate. The benefit of this approach is that a consistent language is used and right from the ‘front door’ visitors are introduced to the compass system.

The signs located at the gates also reinforce the street address eg North Gate, Culloden Road.

**Car parks**

All car parks are also named by their compass location (except N5). Hence a user entering the north gate will most likely use the North car park. Whilst vehicular navigation across the campus is possible at present, the masterplan reduces this to focus on a pedestrian community. Hence the precinct names are important for visitors to firstly define which gate is best for them and to then inform where they have left their car.

**SUPERSEDED**

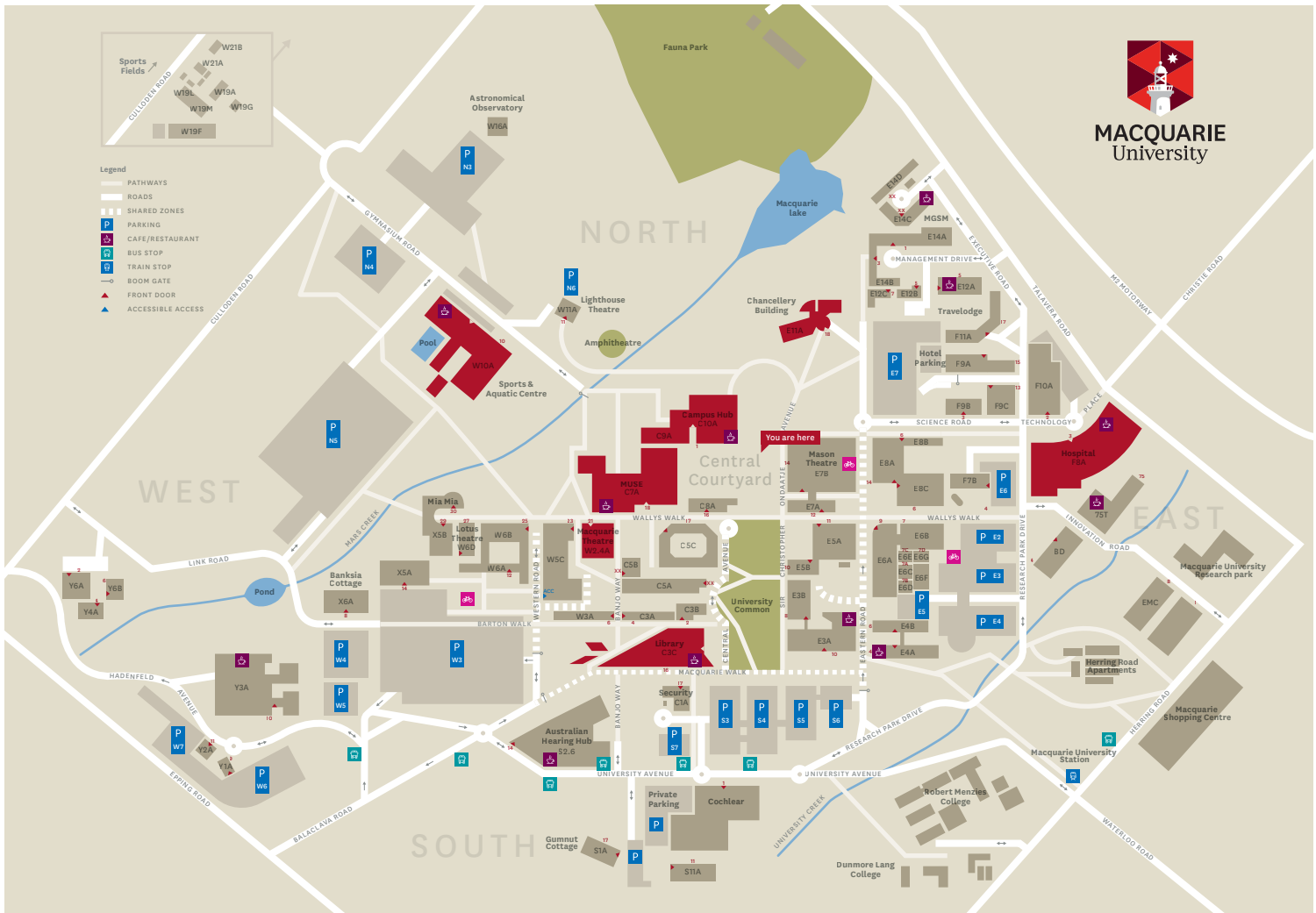


Note: the representation of parking on this diagram is indicative only.

## CAR PARKS – PRESENT DAY

The following names have been defined for the car parks as at April 2015.

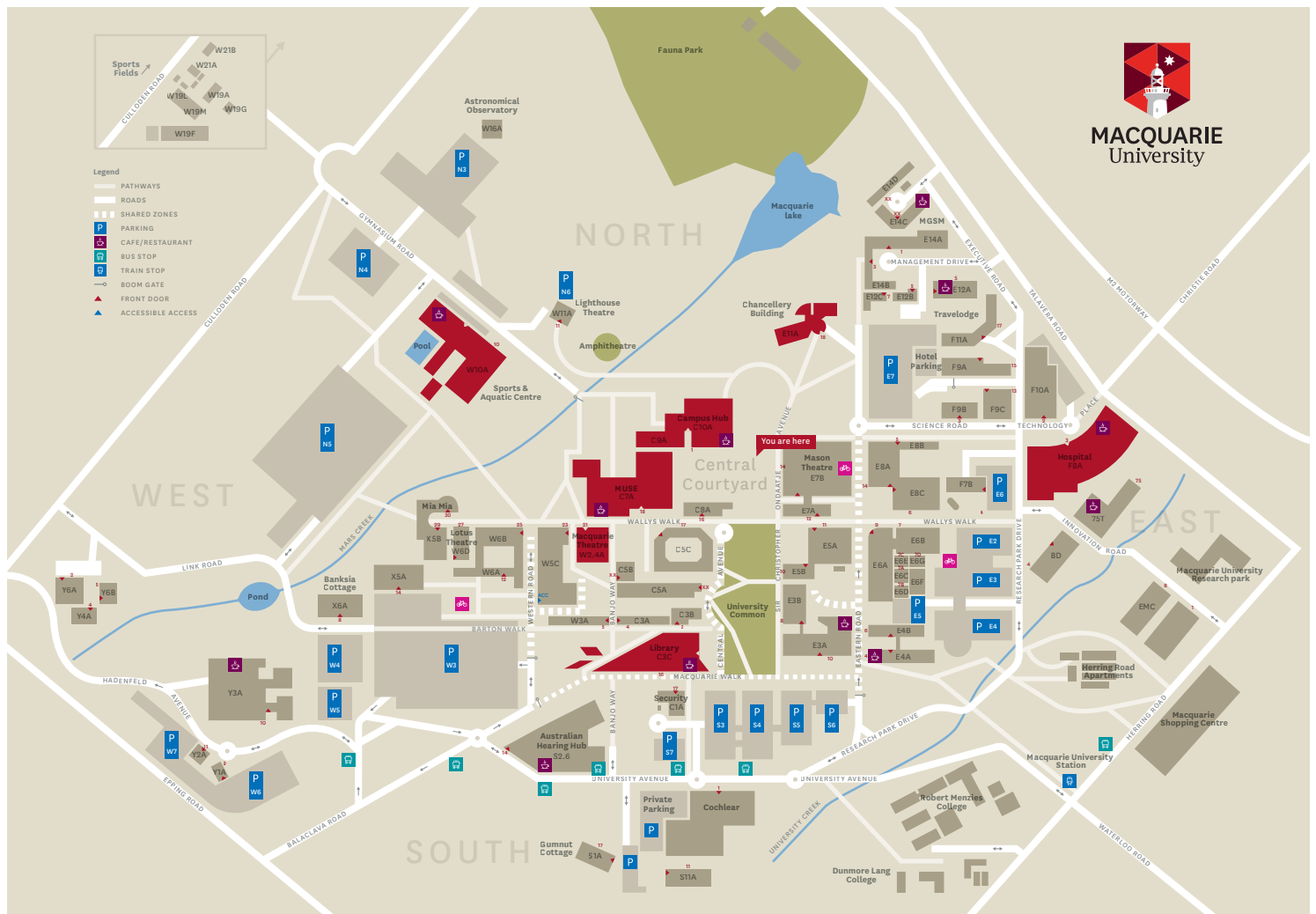
The masterplan sees the consolidation of car parking to the outer edges of campus. However the present state of the campus is made up of many smaller car parks and hence numbering is important. The number '1' and '2' have been preserved for future use and hence the numbering of all current campus car parks start at '3' except where the current locations correspond to the future multi-storey car park locations.



**STREET ADDRESSING**

To make the campus work as a city for wayfinding the basic conventions must apply. Hence all streets are to be named and buildings to be numbered.

The following diagrams show the names and numbers based on the masterplan lots. Please note street names are to be displayed as shown on this diagram. Whilst abbreviations of these names exist for timetabling purposes, the abbreviated versions are never to appear on any signage.



Note: Indicative artwork. For final campus map artwork please contact MQ Marketing.

## STREET ADDRESSING

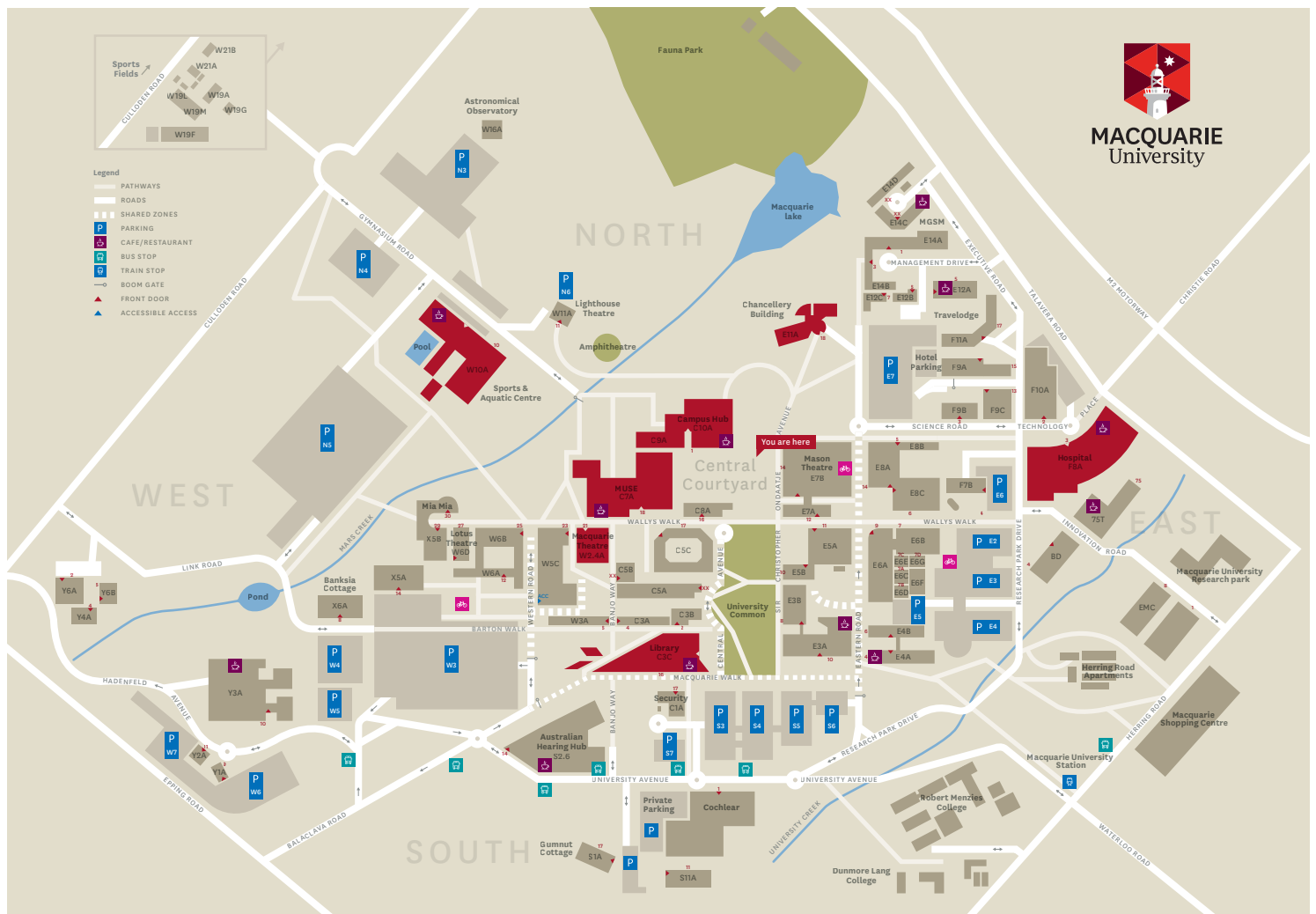


- Primary roads/pathways
- Secondary roads/pathways
- Possible future works

**STREET NUMBERING**

The use of building codes is to be phased out in favour of street numbering. As such there is a need in the interim to manage the transition and to understand the relationship between current building codes and the application of the street numbers.

The following diagram shows the code and street numbers attributed to the current campus map. This is available separately as a PDF for easier viewing.



## STREET NUMBERING

The following diagrams show the numbers attributed to the masterplan.



## **LANDMARKS (KEY BUILDINGS AND PLACES)**

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Within the address system it is useful to name places of interest. These notable places are important for users in forming a mental map of the campus and can even be thought of as common meeting points for students. It is important to recognise the difference here between a landmark/notable place and beneficiary naming. The University may have many buildings with ‘names’ in addition to street addressing, however it is this list that is approved and deemed valuable for wayfinding.

### **Buildings:**

- Macquarie Theatre
- Library
- Sports and Aquatic Centre
- Central Hub
- Macquarie University Hospital

### **Natural / open spaces:**

- The Central Courtyard
- The University Common
- The Grove (East Common)
- Mars Creek
- University Creek - currently exists – Preferred name TBC by KD
- Wally’s Walk Park - currently exists – Correct name TBC by KD
- Macquarie Theatre Courtyard
- Jim Rose Earth Science Garden
- Frank Mercer Biological Sciences Garden



## ADDRESS PROTOCOL

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The strategy provides an opportunity to standardise the expression/display of addresses to guide the user. It is common for wayfinding journeys to start well before a user sets foot on campus. Hence advising a user the best entry point and car parking will aid their travels.

### **Reinforcing the compass system through address**

The address of a place is to include a compass reference, much like a precinct reference within the broader territory that is Macquarie University.

### **Street names and numbering**

Under the principle that Macquarie University is a city, it is therefore necessary that it conforms to the convention that all streets are named and signed.

As seen in the examples below addresses should be written in the conventional manner with a clear hierarchy of information.

It is the recommendation of this project that these address protocols be used across all communication eg business cards, email signature, on marketing collateral and in conversation.

#### **Academic Core example:**

**Macquarie Theatre**  
21 Wally's Walk,  
Campus West,  
Macquarie University

Recommended car park:  
Car park W3  
Balaclava Road,  
Campus West,  
Macquarie University

#### **Commercial example:**

**Cochlear**  
1 University Avenue,  
Campus South,  
Macquarie University

Best gate: South Gate

#### **MGSM example:**

**Macquarie Graduate School  
of Management**  
1 Management Drive,  
Campus East,  
Macquarie University

Best gate: East

