

# Kingston Open Spaces & Activity Centres

## Wayfinding Strategy

---

November 2022

STATUS	PHASE 2 FINAL
ISSUE	A1
DATE	08.11.2022
PREPARED BY	AA / MB
APPROVED BY	IR
This Stamp is for issue control during Draft Phase, and will be removed for Final Issue.	



A wide-angle photograph of a park. In the foreground, a dirt path curves from the bottom left towards the center. Two people are walking away from the camera on this path. The park is filled with large, mature trees with dense green foliage. The ground is covered in green grass. In the background, more trees and a few other people can be seen. The sky is blue with some light clouds. The text "Creating a unified wayfinding system for the City of Kingston's Open Spaces & Activity Centres" is overlaid in white, bold font on the bottom right of the image.

**Creating a unified  
wayfinding system for  
the City of Kingston's  
Open Spaces & Activity Centres**



# Contents

---

<b>Section 1</b>	
General Best Practice Wayfinding Principles	6
<b>Section 2</b>	
Signage Review & Recommendations	30
<b>Section 3</b>	
Proposed Signage Typologies	81

## ACKNOWLEDGEMENT OF COUNTRY

The City of Kingston proudly acknowledges the Bunurong People of the Kulin Nation as the Traditional Owners and Custodians of this land, and we pay our respect to their Elders, past, present and emerging.

Council acknowledges the Bunurong's continuing relationship to the land and waterways and respects that their connection and spiritual identity is maintained through ancient ceremonies, songlines, dance, art and living culture.

Council pays tribute to the invaluable contributions of the Bunurong and other Aboriginal and Torres Strait Island elders who have guided and continue to guide the work we do.



# Introduction

**Welcome to the City of Kingston Open Spaces and Activity Centres Wayfinding Strategy.**

**This strategy aims to analyse the current practices for Council signage and makes recommendations to guide the planning, design and implementation of future open space and activity centres' signage.**

## What is wayfinding signage?

All people wayfind in one way or another. The term wayfinding encompasses the way we navigate and spatially orientate ourselves within spaces and from place-to-place.

Wayfinding signage is therefore designed specifically to assist in the process of orientation and navigation through the use of map, directional and location information. Due to the specific nature of their role in the public realm, they should not be confused with interpretative and other types of signage.

## Background

Kingston offers extensive opportunities for both cycling and walking, with 13 kilometres of coastline, open space corridors, internationally recognised wetlands, parklands, good connectivity to the city, different character activity centres and a relatively flat municipality. Cycling and walking are popular activities within the municipality as modes of transport and recreational activities. Kingston also attracts a great number of cyclists from other municipalities who enjoy Beach Road, the coastal bike path, and inland cycling routes.

Kingston also offers activity centres with a diverse array of experiences for visitors to choose from. Starting with Southland offering a retail based experience with Westfield shopping centre at its heart, Moordialoc offering a coastal and touristic character and Mentone a more heritage environment as an example.

Kingston is preparing to upgrade their wayfinding and signage across its open spaces and activity centres. Currently there is a lack of pedestrian and cyclist directional signage and an inconsistent look and feel creating a fractured wayfinding experience among Council's open spaces and activity centres.

There are also a number of other land managers across the City of Kingston such as Melbourne Water, Parks Victoria, Department of Transport, Westfield, among others. Consideration should be given for how wayfinding through these land parcels compliments signage proposed in this strategy. The development of wayfinding strategies for each open space and major activity centres should be undertaken to analyse navigation and decision points for all users (motorist, cyclist, pedestrians and limited mobility users).

The signage to be developed should support and improve pedestrian and cyclist networks to create a safe and understandable network to assist users moving around the open spaces and activity centres.

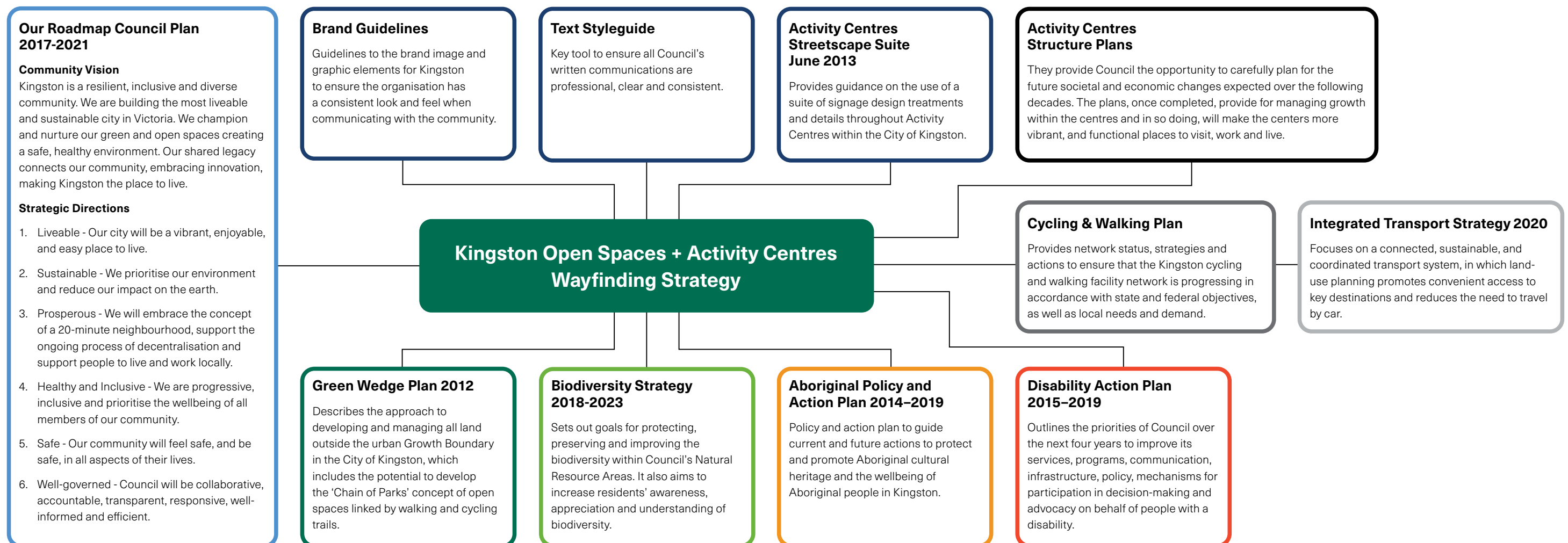
It is critical that there is an overarching style used for the signage that is applied across the whole municipality. This ensures that new and returning visitors can quickly identify that they are in the City of Kingston.

To support these upgrades in the signage system, current global trends and best practice principles in wayfinding signage are included along with benchmarking against other cities in Australia and overseas.

## Objectives

- A Legible Precinct - Create a legible, cohesive, efficient and consistent wayfinding system and communication of information in the public domain which identifies, informs and directs users to their destination, allowing independent and safe navigation.
- A Sense of Identity - Build on a strong 'sense of identity' for the open spaces and activity centres through concepts that reflect the place, integrate signage components and are inspired by the brand.
- A Meaningful Place - Assist in facilitating a meaningful experience for users through the integration and adoption of interpretive signage within the wayfinding strategy.
- Leveraging Open Spaces and Activity Centres' Amenity - Enhance the visual amenity of the built and natural environment through signage by assisting in connections to and around the sites to better promote and embellish the locations.
- Wayfinding for Everyone - To deliver a system that is logical, legible, functional, economical to execute and is easy to understand for people of all abilities, age and language.
- A Coherent Guide - Balance quality, resources and maintenance requirements for a sustainable sign management system and guide the Council in the efficient implementation and management of the signs.
- Best Practice - Utilise best practice principles and benchmarks in wayfinding to support upgrades to the signage system.

**This project is a significant contributor to the broader work being undertaken by the Council. It should be read in conjunction with other City of Kingston's guidelines and strategies.**





Section 1

# General Best Practice Wayfinding Principles

## Types of Wayfinding

**Users find their way in an environment by a combination of strategies: Passive wayfinding and Active wayfinding. Together, active and passive elements work to make a place understandable and accessible.**

### Passive Wayfinding

Passive wayfinding is the environment itself and the built-in cues that provide intuitive information.

It can be: self-evident entrances, logical pathways, predictable destination locations or architectural prompts in the built form. Environments and places with strong passive wayfinding need fewer directional signs.

### Active Wayfinding

Active wayfinding elements (signage) are therefore designed specifically to assist in the process of orientation and successful navigation through the use of: Map directories, directional signs, surface graphics, digital devices, typography and color-coding systems.

They supplement the passive environment and should provide sufficient information at each stage of a user's journey from one place to another. Due to the specific nature of their role in the public realm, they should not be confused with interpretative and other types of signage.



# Principles of Successful Wayfinding

Signage in successful wayfinding is to provide sufficient information at each stage of a user's journey to help them getting from A to B to C. Whether the user is entering the area from a bus or train station, signage should be positioned effectively with the correct information at that time. Its primary role is to direct and orient users, and as such is pragmatic in its intentions. However its character, form, use of symbols, colours and materials can be informed by a site's history and character.

## Character

- Informative and useful but non intrusive design
- Seamless integration with the public realm through materiality, form and function.
- Strong, consistent, contemporary and timeless visual identity
- Encapsulates the overall branding of a site and help to reinforce the identity of the place
- 4-way ability to provide wayfinding information
- Information needs to be clearly and consistently structured
- Wayfinding must be inclusive

## Branding

- Unique symbols developed for interpretation may appear on mapping for site orientation
- Set of pictograms based on internationally recognise symbols to simplify wayfinding
- Consistent use of typefaces throughout wayfinding and other media
- Consistent application of branding and logo
- Consistently realised use of colour, form and materiality
- Use of a colour palette that reinforces branding and identity

## Signage Placement & Orientation

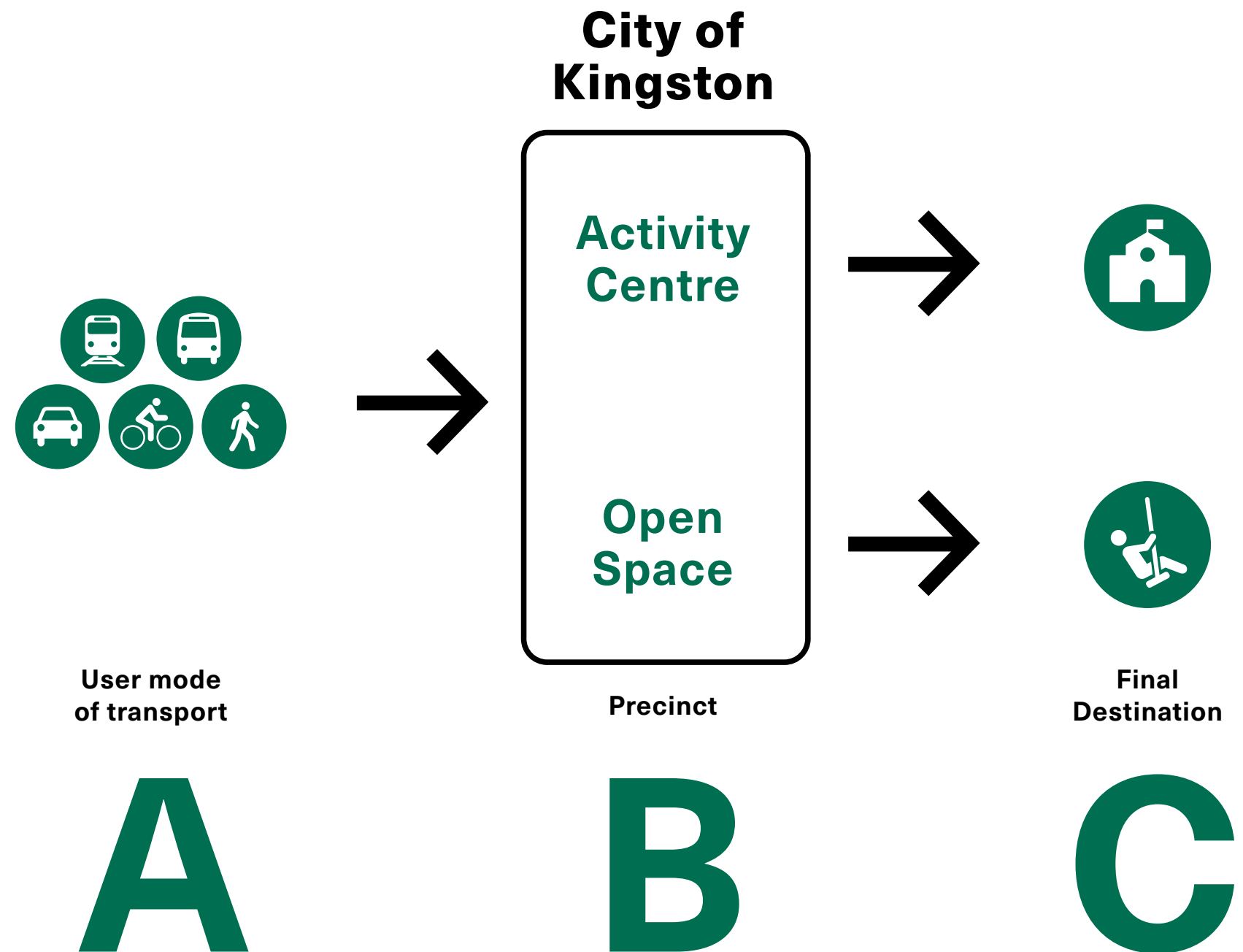
- Integrated signage with surface and furniture elements to reduce visual clutter
- Signs to guide users to public transport and major destinations
- Locations/signage placements should be evaluated and placed with an appropriate orientation considering the user's cone of vision
- Use of 'heads up' maps that corresponds to the direction the user is facing

## Materiality

- Robust materiality
- Sophisticated integration of local materials which integrate with the public realm design

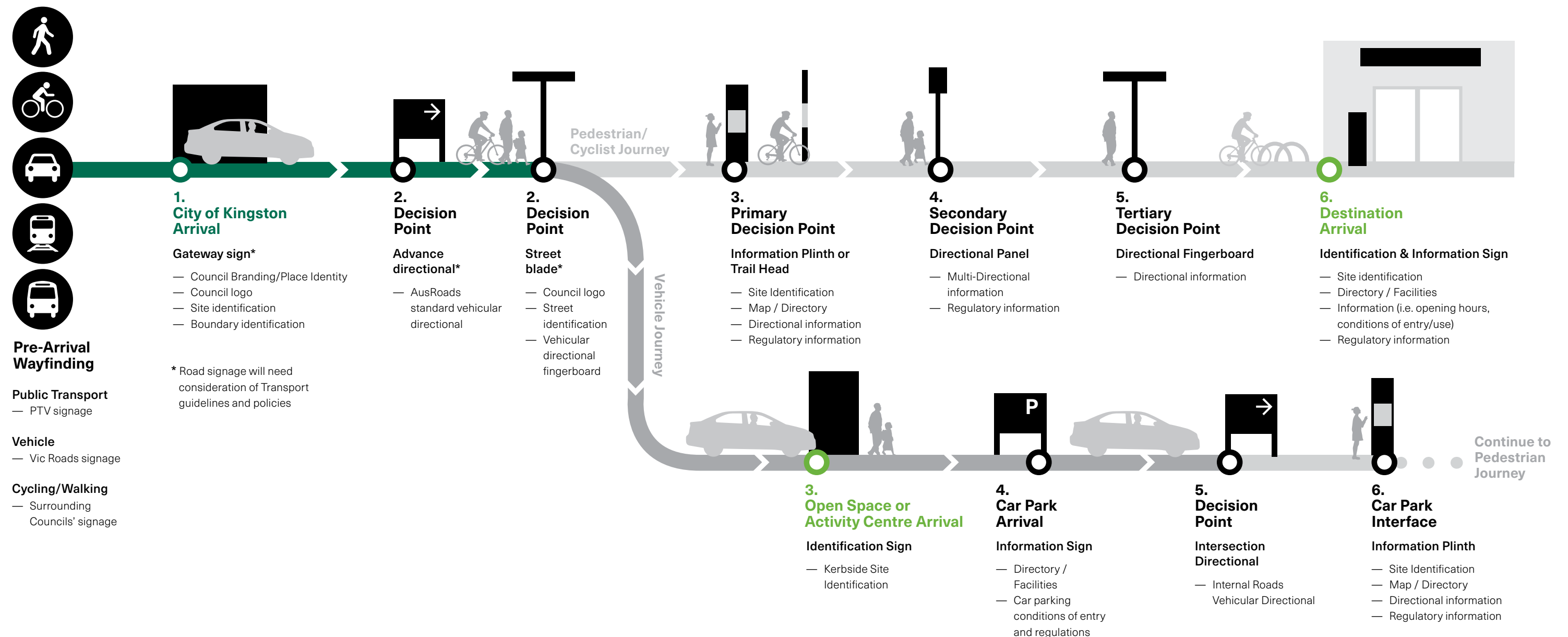
## Maintenance

- Signage should be maintained and updated with time



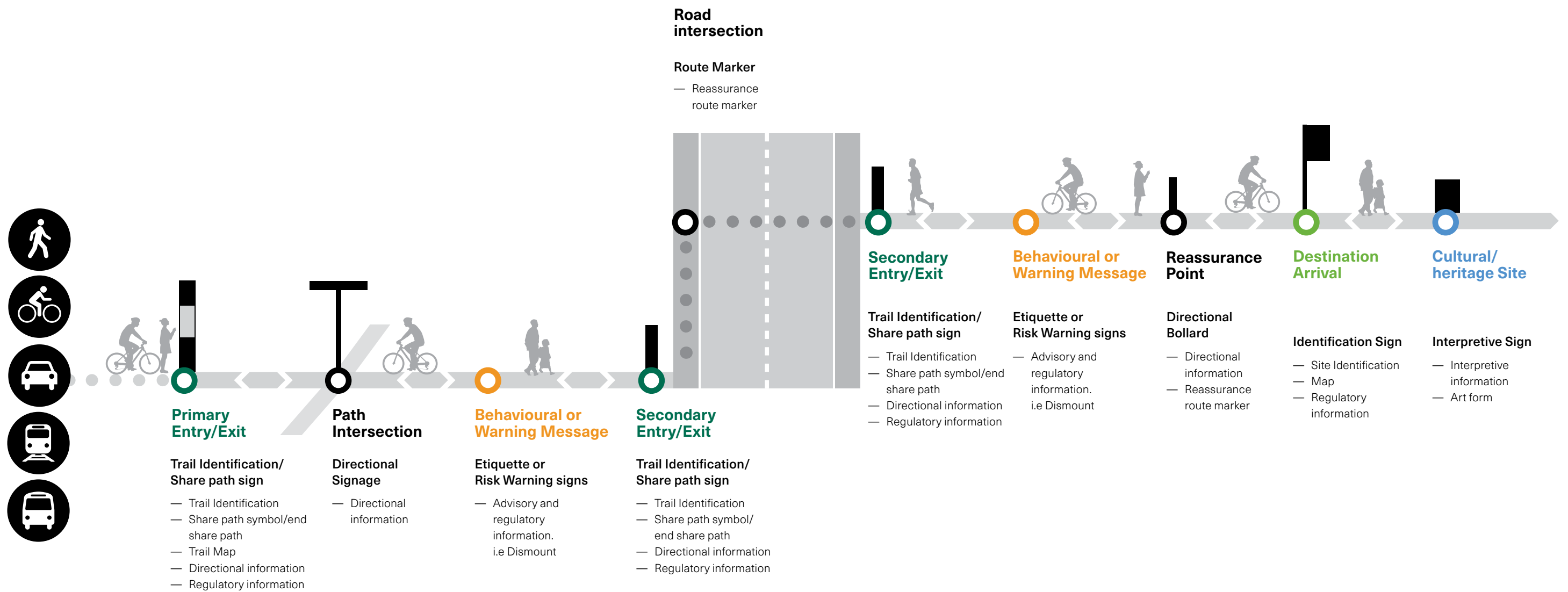
# User Journey Scenario from A to B

The Methodology of signage is to provide sufficient information at each stage of the user's journey. An understanding of all interactions between the user and the space is crucial to design a successful wayfinding system.





## User Journey Scenario in a Bidirectional Trail



## General Step Process for the Creation of Signage

The following diagram is a useful overview of the signage planning, design and implementation process. It outlines the key stages and approval points and should be used as a guide for those involved with signage.

### Plan & Design

### Approvals

### Implementation



# All Inclusive & DDA Accessible Wayfinding





Wayfinding systems should carefully consider users of all abilities to improve their experience and navigability of a site. People with special needs require different instructions and wayfinding tools to be delivered, in a manner that they can understand and act upon.

Many different user groups go through a site making it imperative to consider all the varying user needs in the creation of a wayfinding strategy and a signage system.

It is important to identify critical users for whom the provision of information is necessary, as well as minority groups whose journeys may not be as critical.

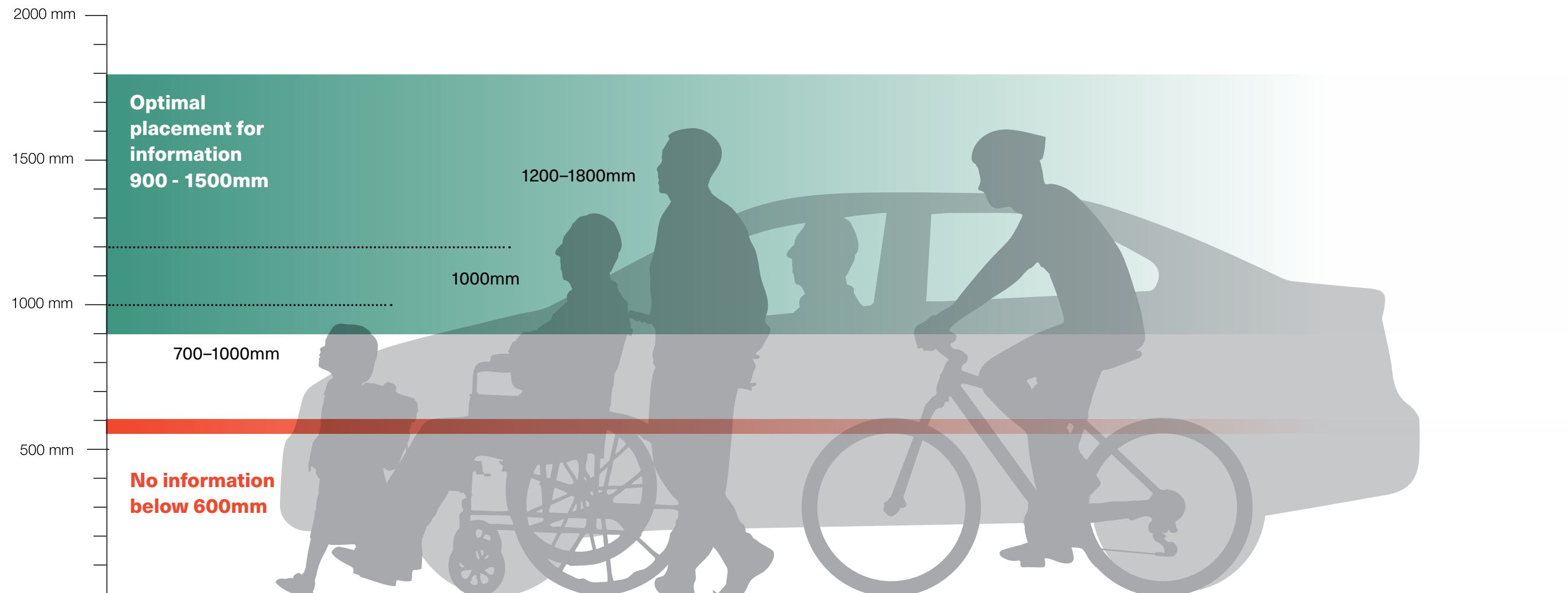
While the focus should be on public users who are visiting the sites for the first time, the overall wayfinding system should also work for repeat users.

Signage in outdoors locations does not required the use of braille. Please refer to “Wayfound Victoria, Wayfinding Guidelines V2.0, 2020” page 56.

User Group	What they rely on to navigate a site	Constraints	Wayfinding recommendations
<div></div> <div>Mobility Impaired</div>	<ul style="list-style-type: none"><li>— Easy to access routes.</li></ul>	<ul style="list-style-type: none"><li>— Architectural barriers such as inaccessible routes and narrow spaces.</li><li>— Physical obstructions.</li></ul>	<ul style="list-style-type: none"><li>— Provide directions on how best to navigate/access a site and where amenities such as accessible parking and toilets are located.</li><li>— Route design must be appropriate to allow for mobility impaired access, e.g. ramps, lifts and self-opening doors.</li><li>— Ensure routes are free of physical obstructions.</li><li>— Information must include barriers to access destinations including stairs, steep gradients and cross fall, steps to entrances, alternative accessible entrances (at side/back of buildings) or surface quality.</li></ul>
<div></div> <div>Deaf or Hard of Hearing</div>	<ul style="list-style-type: none"><li>— Written messages.</li><li>— Sign language.</li><li>— Lipreading.</li><li>— Good lighting.</li><li>— Clear simple language.</li><li>— Clear lines of sight.</li><li>— Staff at facilities should be trained to use basic Auslan signs.</li><li>— Look directly at the person when speaking.</li></ul>	<ul style="list-style-type: none"><li>— Background noise.</li><li>— Understanding the sense of words.</li><li>— Magnetic interference affecting hearing aids.</li></ul>	<ul style="list-style-type: none"><li>— Provide sufficient lighting.</li><li>— Destination names should sound significantly different.</li></ul>
<div></div> <div>Blind or Vision Impaired</div>	<ul style="list-style-type: none"><li>— Touch.</li><li>— Hearing.</li><li>— Guide dogs and/or canes combined at times with guidance from a personal assistant or friend</li><li>— Adaptive technology.</li><li>— People with low vision rely on clear sans serif fonts, good use of spacing, appropriate font size and luminance contrast.</li><li>— Accessible formatting of text for screen readers and other assistive devices to interpret.</li><li>— A samall proportion rely on Braille.</li></ul>	<ul style="list-style-type: none"><li>— Many can only rely on the audio or written message if proper measures are in place.</li></ul>	<ul style="list-style-type: none"><li>— Providing online or hard copy maps with information about access, such as steps and footpath gradients.</li><li>— Provided geo-coded information on street and path layouts, and street numbers to third parties who supply mobile applications to assist wayfinding for people with a disability.</li><li>— Use short messages and provide tactile/braille where possible</li><li>— Ensure routes are not obstructed by signage.</li></ul> <p>Specific to Vision Impaired:</p> <ul style="list-style-type: none"><li>— Use a large and legible sans serif typeface.</li><li>— Use high colour contrast.</li><li>— Provide sufficient lighting.</li><li>— Luminance contrast.</li><li>— Use matte finish to avoid reflection on signage surfaces.</li><li>— Signage to be located consistently, so people know when and where to look for a particular type of information.</li></ul>
<div></div> <div>Cultural &amp; Language Diversity</div> <div>Australia is a culturally diverse country. .</div>	<ul style="list-style-type: none"><li>— Internationally recognised pictograms.</li></ul>	<ul style="list-style-type: none"><li>— Having English as a second language may result in an inability to decode written messages and signage accurately.</li></ul>	<ul style="list-style-type: none"><li>— Use easy English.</li><li>— Use universally understood symbols and pictograms.</li><li>— When a significant percentage of users are people from culturally and linguistically diverse backgrounds, appropriate initiatives will need to be considered by management, usually in the form of bilingual or multilingual signs.</li></ul>
<div>Low Literacy Levels</div> <div>Users who can read at a basic level and who recovgnise numbers and letters first.</div>	<ul style="list-style-type: none"><li>— Visual instructions.</li><li>— Audio announcements.</li></ul>	<ul style="list-style-type: none"><li>— Inability to read written messages and complicated wording.</li></ul>	<ul style="list-style-type: none"><li>— Use easy English (numbers and letters).</li><li>— Use universally understood symbols and pictograms.</li><li>— Provide landmarks.</li></ul>
<div>Sensory Sensitivities</div> <div>Dementia community and people with autism and other sensory processing disorders.</div>	<ul style="list-style-type: none"><li>— Non reflective and non-textured surfaces.</li><li>— Clear language.</li><li>— Uncluttered content.</li><li>— Consistency.</li><li>— Symbols and imagery.</li></ul>	<ul style="list-style-type: none"><li>— Flashing lights.</li><li>— Background noise.</li></ul>	<ul style="list-style-type: none"><li>— Use short and simple messaging.</li><li>— Use easy English (numbers and letters).</li><li>— Use universally understood symbols and pictograms.</li></ul>

## Audience Optimum Viewing Heights

The overall legibility of a sign is essentially determined by the height, color, and font characteristics of the letters making up its message component. All signs should be designed to maximise the optimum viewing height zones and required viewing distances according to the user. When signage information needs to be placed higher than the optimal levels for safety reasons, text size should be increased to help signage legibility.



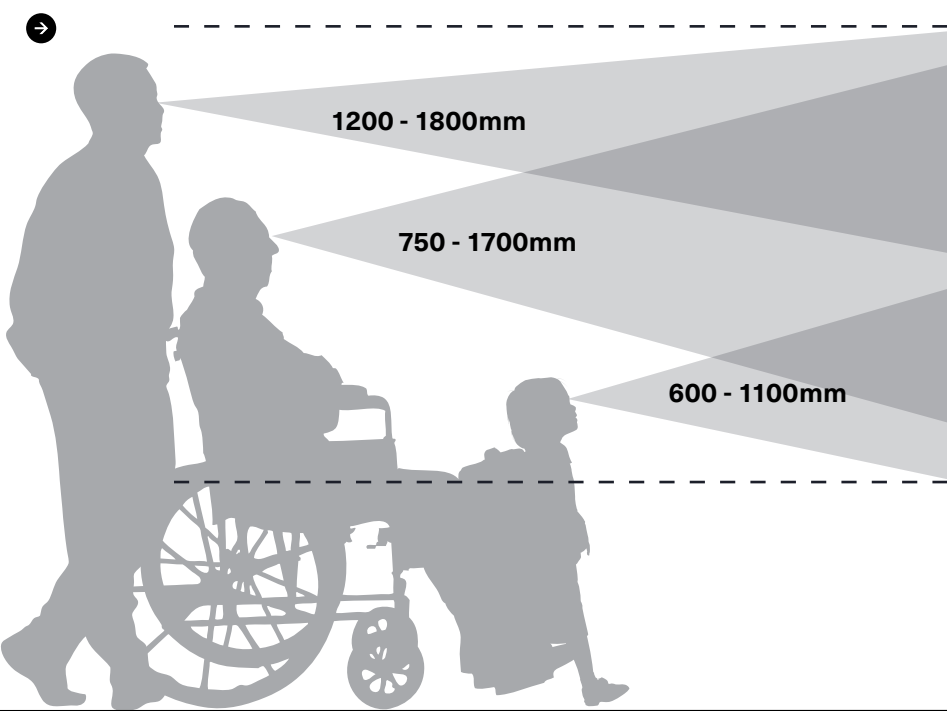
# Pedestrian Information Hierarchy

To orientate users effectively, optimise sign legibility and make regulatory and warning information immediately accessible, it is important to establish a hierarchy of information that is consistent across all signs.

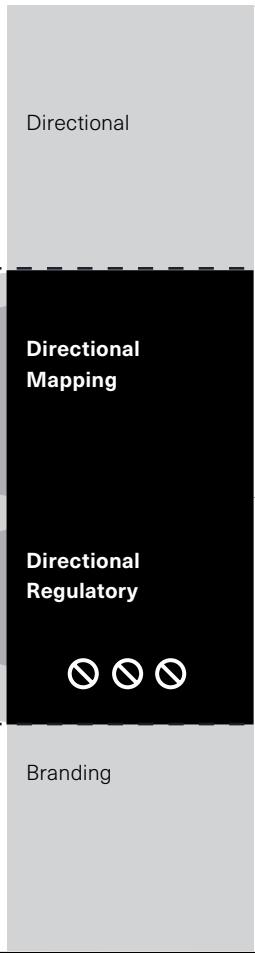
- The wayfinding system signage suite should include types that assist users with cognitive mapping by establishing major entry information nodes which are supported by minor signage types along routes.
- Important information on the signage should be placed between 900–1800 mm above ground level, ensuring physical accessibility and optimal visibility for users.
- Clear and consistent graphic design principles and messaging should be used to meet guidelines for producing accessible print.
- To support the creation of accessible content and equal access to information for people with disability or vision impairment, it is important to follow these print guidelines:
  - Information is easy to locate.
  - Layout is simple, consistent and logical.
  - A sans serif font has been chosen.
  - Text is horizontal, left aligned, well spaced and of an appropriate size (Council logo excluded).
  - Leading is adequate and generous spacing between paragraphs.
  - Use of capitals, italics and underlining is limited.
  - Graphics are clear and legible.
  - Strong contrast between the typography and the background.
  - Information does not rely solely on graphics.
  - Images and pictures have descriptions underneath.

- Incorporate for pedestrians, tactile signage and braille translation for people with vision impairments where appropriate.
- With the exception for vehicle signage and pedestrian safety use, material selection should include use of non-reflective surfaces for information to be perceptible to people with vision impairment and sensory sensitivities.
- Material selection should focus on the mitigation of maintenance and vandalism by specifying hard wearing, durable materials.

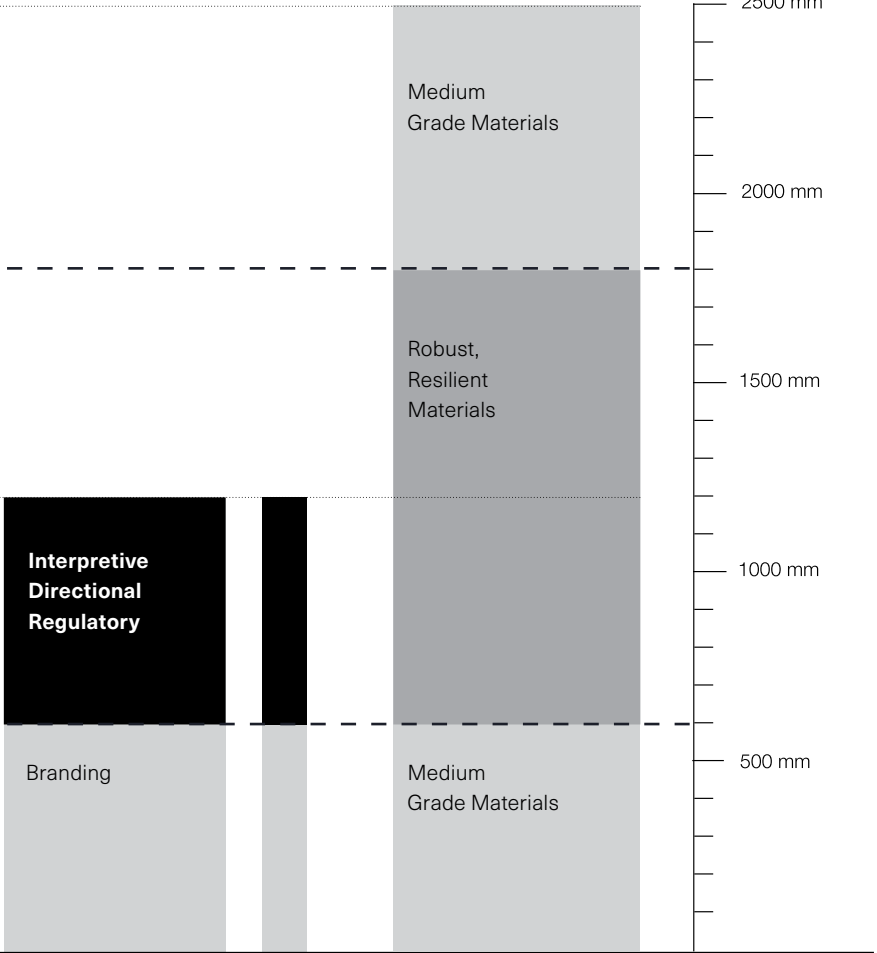
### Accessible Heights



### Information Hierarchy



### Material Zoning Vandalism Response



# Typeface & Text Size

The chosen typeface will make the difference in a good or bad sign. When using too bold weighted typefaces the text will look like its expanding of the sign, when using too light weighted typefaces the text will fall back into its background. Medium or Regular weights are usually the best options to choose for a good and readable sign



## Pedestrians

Refer to the table below for the appropriate text size according to the required viewing distance.

Required Viewing Distance (metres)	Minimum *X-Height of Letters (millimetres)
2 m	6 mm
4 m	12 mm
6 m	20 mm
8 m	25 mm
12 m	40 mm
15 m	50 mm
25 m	80 mm
35 m	100 mm
40 m	130 mm
50 m	150 mm

\*X-Height is the distance between the baseline of a line of type and tops of the main body of lower case letters (i.e. excluding ascenders or descenders). The x-height is a factor in typeface identification and readability. Typically, this is the height of the letter x.

## Cyclists

Factors to consider include the speed at which cyclists are likely to be traveling and sight lines. Cyclists on Intercities routes could travel at around 20km/h to 30km/h and require larger sized signs than those at sites where cyclists are likely to be going much slower.

Large cycle networks that connect across neighbouring municipalities should align with the current Austroads Bicycle Wayfinding Guidelines for consistent and legible cycle wayfinding. Text heights should be no smaller than 30mm.

Recent standards (AS 1742.9-2000) recommend 'x' height of no less than 60mm for destination names. However other standards across Australia (.i.e WAMRD Road & Traffic Engineering Standards (WAMRDRTES) recommends no less than 40mm).

## Cyclists/Motorist

The legibility of a sign will influence the viewer's reaction time, the time necessary for a user to detect, read, and react to a message displayed to their approach.

Austroads Guide to Traffic Management Part 10: Traffic Control and Communication Devices (2009) (Section 4.3.7) provides the following guideline for the required letter size based on the user's approaching speed and number of words on the sign.

The minimum size of capital letters is determined by using the following equation:

**H = 0.14 NV + 11.4S**

- Where:
- H = capital letter height in millimetres, including height of initial capitals used with lower-case letters.
  - N = number of words on the sign.
  - V = approach speed in kilometres per hour.
  - S = lateral offset of sign in metres, measured from the center of the sign to the center of the traffic lane.

# Time & Distance

To encourage walking and cycling to destinations, wayfinding systems generally include time and/or distance in their directional information. Different formulas are used to calculate the time required to reach a destination according to the user.

Google Maps Distance API web service is also used to collect this data.

## Pedestrians

Walking time information must be used as an appropriate means of journey-planning rather than distances. This is designed to make walking to destinations more achievable, as long distances are often misunderstood. Typically, the maximum walking distances ranges from 400-800m (5-10 min). However recent studies suggests people are willing to walk up to 1.6-2km (20-25min) to reach their end destination, providing there is good amenity along the way (SOURCE: Harris, publicsectorpeople.com.au).

Walking icons could be placed next to the walking time to give context. Walking speed will vary between people so a basic time may be based on the following equation:

$$T = D / S$$

Where:

T = time in minutes. Results should be rounded to the highest minute.

D = distance from location to destination in metres.

S = average walking speed (80m/min).

## Cyclist

A combination of cycling time and distance information measured in km could be used. This is designed to give cyclists enough information to destinations, as cycling speeds differ according to people's skills. The maximum distance for cyclists depends on ability and speed, however research shows that 8-15km is the maximum (30-60mins) to travel by bike (SOURCE: Smith, bicycle2work.com).

A cycling icon is included above cycling distances/ times to give context. This approach ties in with sustainable transport principles. Cycling times are based on the following equation:

$$T = D \times 60/S$$

Where:

T = time in minutes. Results should be rounded to the highest minute.

D = distance from location to destination in metres.

S = average cycling speed (15km/hr).



Diagrammatic examples

# Directional Arrows

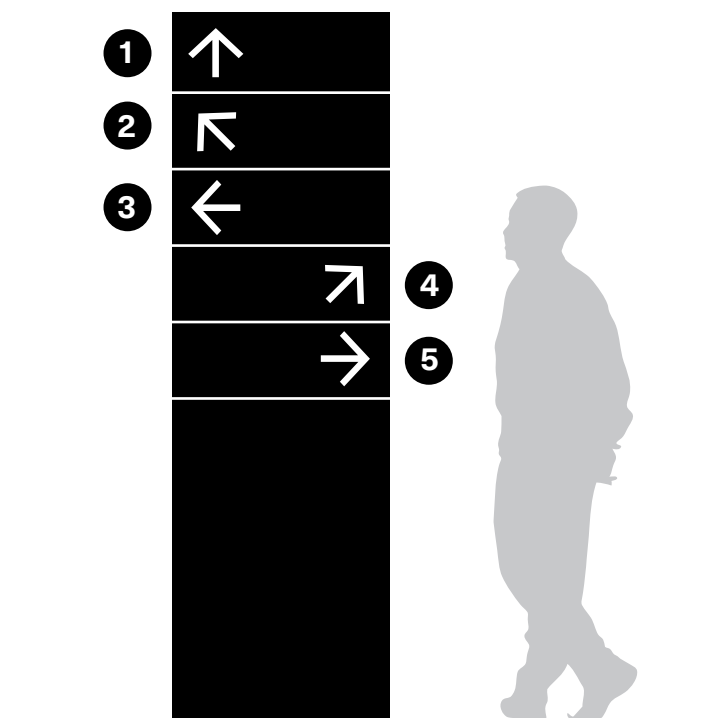
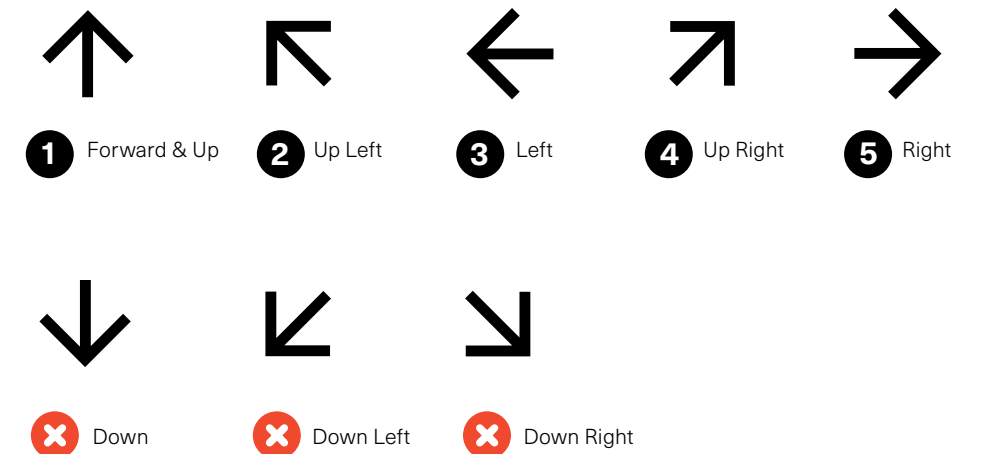
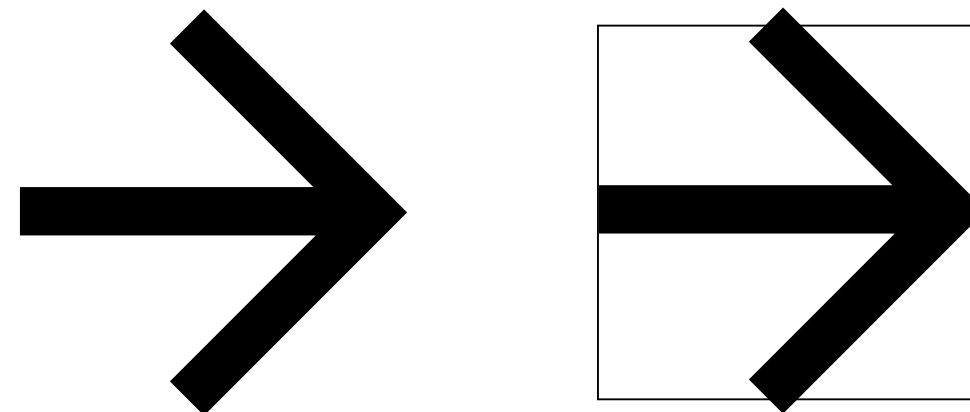
**Best practice is to use one arrow symbol per direction and have all destinations in that direction listed next to or below to the symbol. The hierarchy of destinations should be listed either with the closest to furthest away or by level of importance, main destination prominently featured followed by secondary destinations.**

Arrows should direct users to destinations ahead of the sign that are in close proximity or to destinations in the distance where other wayfinding nodes will be found at decision points.

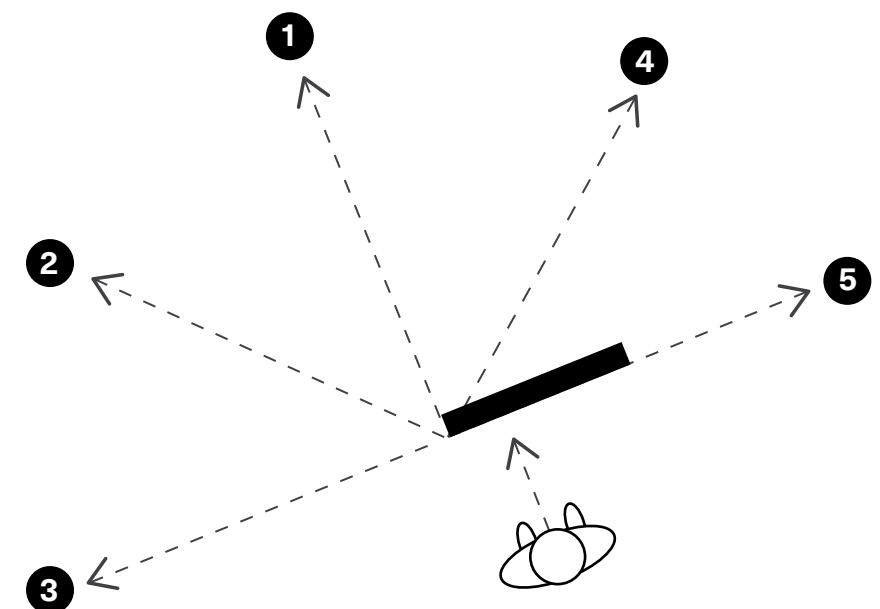
Users should never be directed to destinations which are behind them. Only forwards, left, right and 45°-forward angled arrows are to be used. Downward facing arrows are open to misinterpretation and may become confusing for users. These type of arrows are used only in specific situations. i.e. Staircases.

## Arrow bounding box

A bounding box provides guidance for the alignment of arrows on template panels. The arrow head may extend beyond the guide when used in particular rotations. The guideline box is usually provided for templates.



Arrow configuration principles in elevation



Diagrammatic hierarchy of directions in plan view



# The Use of Mapping

**Maps are critical elements to assist active wayfinding. They can provide more detail than directional signs alone, helping with journey planning about where to go and what to do. The level of detail should be simple and clear. Maps incorporated into signs should be orientated to suit the direction the user is facing. This type of orientation is called ‘heads-up,’ meaning the map is orientated to the direction the viewer is facing and not necessarily to the tradition of north at the top of the page.**

## Accessibility considerations

Mapping should include information about accessibility features of a place including where a user can find lifts, stairs, accessible parking, continuous paths of travel, accessible toilets and other amenities that would be relevant to wheelchair users. Obstacles should also be included to inform them of any barriers they may encounter obstructing access to their destination i.e. stairs.

All maps should incorporate principles for accessible print to aid people with limited mobility or vision impairment. It is important to follow these print guidelines:

- Information is easy to locate.
- Layout is simple, consistent and logical.
- A sans serif font has been chosen.
- Text is horizontal where possible, left aligned, well spaced and of an appropriate size.
- Leading and kerning is adequate.
- Use of capitals, italics and underlining is limited or eliminated.
- Graphics are clear and legible.
- Strong contrast between the typography and the background.
- Information does not rely solely on graphics.
- Pictograms have descriptions underneath.



SOURCE: UTS - University of Technology Precedent

# Colour Contrast

## Light Reflective Value

A key factor in choosing colours for outdoor signage is to ensure sufficient contrast between the foreground and background colours. Each colour has a Light Reflective Value (LRV) and contrast levels are measured by comparing the foreground and background LRV ratings. 70% is deemed to be an acceptable standard of contrast, making signage more legible for persons with vision impairment.

Generally this means that highlight colours need to be lighter in tone to achieve sufficient contrast with the background.

In order to maintain both consistency and legibility throughout a wayfinding system, it is important to ensure that these colour combinations remain consistent.

## Luminance Contrast

Luminance contrast is the light reflected from one surface or component, compared to the light reflected from another surface or component.

The following luminance contrast guidelines are taken from the Disability (Access to Premises Buildings) Standards.

- The background, negative space, fill of a sign or border with a minimum width of 5 mm must have a luminance contrast with the surface on which it is mounted of not less than 30%;
- Tactile characters, icons and symbols must have a minimum luminance contrast of 30% to the surface on which the characters are mounted;
- Luminance contrasts must be met under the lighting conditions in which the sign is to be located.

HUE	LR[%]	CONTRAST VALUE AND RELATIONSHIP											
RED	13		82	13	62	24	28	56	7	38	32	84	78
YELLOW	71	82		79	52	76	75	58	80	89	73	16	14
BLUE	15	13	79		56	12	17	50	7	47	21	82	75
ORANGE	34	62	52	56		50	47	12	59	76	44	60	44
GREEN	17	24	76	12	50		6	43	18	53	11	80	72
PURPLE	18	28	75	17	47	6		40	22	56	5	79	70
PINK	30	57	58	50	12	43	40		53	73	37	65	51
BROWN	14	7	80	7	59	18	22	53		43	26	84	77
BLACK	8	38	89	47	76	53	56	73	43		58	91	89
GREY	19	32	73	21	44	11	5	37	26	58		78	69
WHITE	85	84	16	82	60	80	79	65	84	91	78		28
BEIGE	61	78	14	75	44	72	70	51	77	89	69	28	

SOURCE: <https://asisignage.com/doc-resource/lrv-calculator/>  
<https://www.leseerlich.info/werkzeuge/kontrastrechner/index-en.php>  
<https://www.disabilityaccessconsultants.com.au/signs-signage-wayfinding/>

# Destinations Messaging & Information Hierarchy Guidelines

A structured hierarchy of destinations within the municipality would ensure consistency of content in relation to which destinations are shown on signs and how they are identified. Once a destination has been signed it must appear on all subsequent destination signs until that destination has been reached.






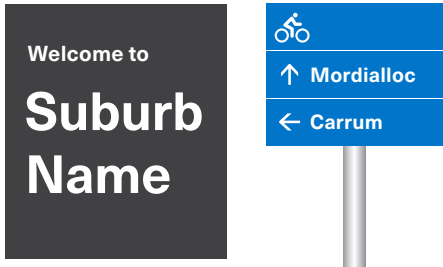
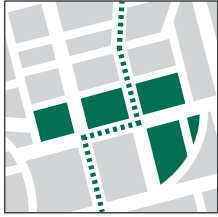


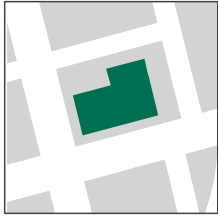
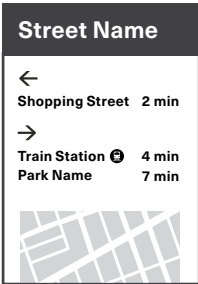
## Place naming

Place naming is critical for the wayfinding system. The convention for naming is based on a coordinated effort between Councils and stakeholders.

Place names are ordered according to scale and level of importance from the macro to the micro level and should be disclosed progressively in the user's journey.

## Progressive disclosure

Before arriving to a precinct or large facility, vehicular signs and other pedestrian signage should direct users to that precinct. Once at the precinct, signs will direct users to main destinations within the precinct.

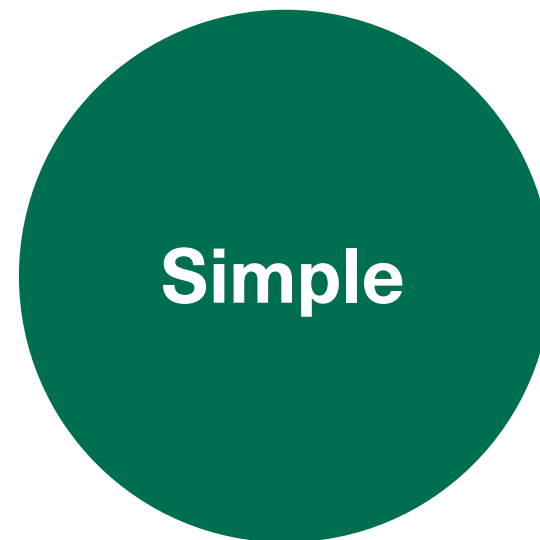
Destination Hierarchy	Users	Signage Application	Messaging Example
 <div><b>Regional</b><ul style="list-style-type: none"><li>Geographic regions</li><li>Local Government Areas (LGA)</li><li>Major cities</li><li>High profile attractions</li></ul></div>		<ul style="list-style-type: none"><li>LGA gateway signs</li><li>AusRoads vehicular directional signs</li></ul>	
 <div><b>Suburb / Town</b><ul style="list-style-type: none"><li>Define by post codes</li><li>Major cities areas</li></ul></div>		<ul style="list-style-type: none"><li>Suburb identification signs</li><li>AusRoads vehicular directional signs</li><li>Cycle route signs</li><li>Citywide maps</li></ul>	
 <div><b>Clusters</b><ul style="list-style-type: none"><li>Activity Centres (AC)</li><li>Precincts</li><li>Villages</li><li>Cycle routes</li></ul></div>		<ul style="list-style-type: none"><li>AC identification signs</li><li>AusRoads vehicular directional signs</li><li>Cycle route signs</li><li>Pedestrian directional signs</li><li>Citywide maps</li><li>Heads-up maps</li></ul>	
 <div><b>Individual Destination</b><ul style="list-style-type: none"><li>Transport hubs</li><li>Public open spaces</li><li>Landmarks &amp; attractions</li><li>Public Buildings</li></ul></div>		<ul style="list-style-type: none"><li>Site identification signs</li><li>Cycle route signs</li><li>Pedestrian directional signs</li><li>Heads-up maps</li><li>Internal building signage</li></ul>	

## Place Naming Principles

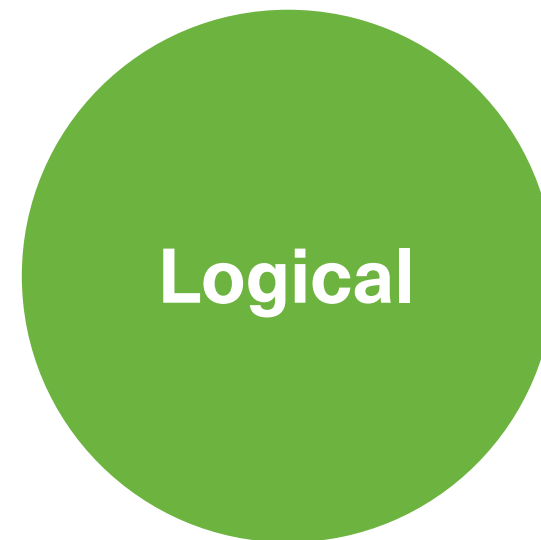
**There are three core principles to all naming in wayfinding information. Names should be simple, logical and durable.**

Due to the large cultural and language diversity of visitors, the terminology used in wayfinding should be simple and easy to remember.

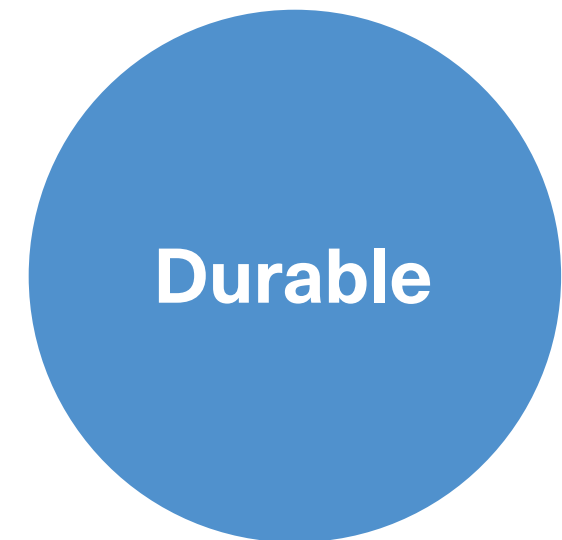
Each destination naming must be consistent across all wayfinding elements throughout the whole journey and across all map hand outs and marketing material. Plain language and use of symbols and images reduce the complexity of information and makes navigation easier.



**Names should be simple. Simple names are more memorable than complex names and avoid confusion and ambiguity. Simple names tend to be used in everyday conversation or when giving directions.**



**Logical names provide a mental link when trip planning. Names should therefore be relevant to the area or purpose of the space.**



**Names should be relevant for as long as the space exists. Certain names can become outdated if the building or spaces changes. It is important to have a name that will still be appropriate in the future.**

# Individual Destinations Eligibility Criteria Guidelines

Selection of individual destinations to direct on pedestrian signage should be based on the importance of a destination or landmark. Limiting the number of destinations will ensure signs are legible for users trying to navigate.

Below is a list of the eligible individual destinations

— A Visitor Information Centre	— A significant education institution ( i.e. Universities)
— A tourist attraction	— A civic facility ( i.e. Hospital, police station, courthouse, library)
— A building, structure or public space of historical interest	— A structured walk / trail (which could also be a shared path or separated footpath) of interest to visitors
— A public open space ( i.e. park, garden, playground)	— A major-medium scale activity centre or a group of shops with a distinct character
— A public transport hub ( i.e. train station, tram or bus stop, ferry terminal and taxi rank)	— A cemetery or mausoleum
— A large scale venue attracting a large number of users per year for public events ( i.e. sporting venues, theatre, convention centres, exhibition centres, cultural centres)	— A major religious venue that is generally open to the public



Individual businesses, shops, retail outlets and restaurants should not be on signage

Location Name

Suburb Name

↑

Bookshop

5 min

↑

Restaurant

6 min

←

Music Shop

1 min

←

Private Tour

3 min

←

Private Golf Course

8 min

→

Riverside Apartment

9 min



Avoid showing too many destinations in one direction and destinations that are over 20-25 min (1.6 - 2km)

Location Name

Suburb Name

↑

Botanic Gardens

5 min

↑

Train Station

6 min

↑

Government House

8 min

↑

City Gardens

9 min

↑

Village Market

15 min

↑

River Trail

30 min

↑

Princess Park

45 min

→

State Library

9 min



Ensure destinations are for public use and apply progressive disclose showing destinations in close proximity only

Location Name

Suburb Name

↑

Botanic Gardens

5 min

↑

Train Station

6 min

←

Community Venue

1 min

←

National Gallery

3 min

←

Stadium

8 min

→

State Library

9 min

# Destinations Hierarchy

Destinations should be categorised according to level of importance and use. The categorisation forms the basis of the content approach to each sign type at different points along the journey.

The categories are illustrated in the following table, where the hierarchy code indicates the order that destinations should be listed and disclosed to the user in their journey.

## Active Transport Signage

As part of the process of planning for cycle route signage, a Focal Point Signage Map should be prepared that identifies the primary destinations, secondary destinations and decision points that will be signed. The Focal Point Signage Map provides the framework for directional signage on the cycle route and is an important tool in the ongoing development of active transport routes.

## Wayfinding & Directional

Before arriving to a facility, vehicular signs and other pedestrian signage should direct users to the facility. Once at the facility, signs will direct users to main destinations within the facility.

## Identification

At each entrance point to a building or facility there should be an external sign identifying the site (where designated) and the major destinations within that site.

## Toilets

Directions to toilets and similar amenities will also be given either on wayfinding directional signage or as a pictogram next to the corresponding destination in which these facilities can be found. Please note only public toilets should be directed to.

CYCLIST			
MESSAGING PRIORITY & PROGRESSIVE DISCLOSURE IN DESCENDING ORDER	1	2	3
CATEGORY NAME	Primary Destinations	Secondary Destinations	Surrounding Destinations
EXPLANATION	Local Government Areas, Major City Centres and other high profile attractors.	May include major activity centres, starts of or intersections with other cycle routes/trails, and major services/precincts	Other primary destinations surrounding City of Kingston that are in close proximity
MESSAGING EXAMPLES	— Cheltenham Shopping Centre	— Bay Trial	— Brighton Beach

PEDESTRIAN			
1	2	3	4
Primary Destinations	Secondary Destinations	Tertiary Destinations	Surrounding Destinations
Major destinations/ facilities to be display by area map and directional messaging	Secondary spaces/ destinations to be display by area map and directional messaging only when in close proximity	Minor destinations. Display by open space mapping or only when in close proximity	Other primary destinations surrounding an open space that are in close proximity
— Public Toilets — Train Stations — Bus Stops — Activity Centre	— Other Open Spaces close by	— Walking trails	Some to be display by context map and some to be included in directional messaging for users leaving the site:  — Steam Locomotive Society of Victoria



# Best Practice Precedents

## Adelaide Park Lands & City Wide Wayfinding Strategy



## Background

ASPECT Studios in collaboration with Studio Binocular developed a kit-of-parts approach for the Citywide wayfinding signage, providing Council with an adaptive and flexible system suitable for both parks, open spaces and urban conditions. A key design driver was the capacity to collocate panels on existing street furniture and infrastructure reducing visual clutter and minimising implementation costs.

The visual language and look and feel of the signage including mapping, delivers an information system that is long lived and resilient to the recent and future changes as the city grows and evolves.

## Principles

- Utilises a kit-of-parts approach to sign manufacture that delivers cost effective and easily updatable family of elements
- Hierarchy of information: gradually and logically sub-divides areas into smaller and smaller chunks
- Information is colour coded for pedestrians and cyclists and sized and weighted to the particular audience needs
- Physically accessible and inclusive
- Utilises clear and simple mapping with walking times and distances to aid and encourage walking
- Colour and contrast: The signs and maps use high contrast colours for optimum legibility
- Fitting the product to the place: The system needs to create a balance between fitting into the streetscape and having enough presence to be useful
- Open space and urban material palettes are sympathetic to their context and situation



# Best Practice Precedents

## City of Bayside Wayfinding Strategy



### Background

Nuttshell completed a comprehensive signage strategy for Bayside Council including wayfinding, regulatory and interpretive signage throughout Ricketts Point and Beaumaris. The signage includes entry directions, clear advice around regulations such as on/off leash times for dogs and educational interpretation. Locations were chosen to give maximum public exposure and minimal disturbance to native vegetation.

### Principles

- Comprehensive and consistent suite of signage for both, wayfinding and regulatory information.
- Hierarchy of information: gradually and logically sub-divides areas of information.
- Colour and contrast: The signs use high contrast colours for optimum legibility
- Open space and urban material palettes sympathetic to their context and situation
- Mapping Style: simple and clear design



# Best Practice Precedents

## Mosman Signage Strategy



### Background

After completing a municipal signage review and analysis, ASPECT Studios developed a contemporary suite of wayfinding signage for the Council which has a consistent brand application, avoids over-regulation and implements a systematic location placement.

The signage system needed to withstand both coastal conditions and life cycle in public parks and urban centers.

A hardy material palette of wood, juxtaposed with anodised metal framing and aluminium substrate formed the base of the new signage.

A unique system of patternisation was developed for each sign location type: urban, park and coastal. These patterns were either routed into the timber framing, printed onto sign fronts, or perforated into large panels. Resulting in tactile links to periods in Council history, a sign-type and location identification system and a method of visually lightening signage appearance.

### Principles

- Patterns create a link to the history of the site adding character and uniqueness to the area
- Utilises a kit-of-parts approach to sign manufacture that delivers cost effective and easily updatable family of elements
- Hierarchy of information: gradually and logically sub-divides areas into smaller chunks
- Physically accessible and inclusive
- Utilises clear and simply mapping with walking times and distances to aid and encourage walking
- Colour and contrast: The signs and maps use high contrast colours for optimum legibility
- Open space and urban material palettes sympathetic to their context and situation



# SMART City Integration with Technology

**Developments in smart phone capabilities and software may offer additional layers of wayfinding and interpretation for audiences navigating precincts.**

**As smart-phone mapping technology becomes more ubiquitous, access to detailed journey planning and navigation services will mean less reliance on physical signage.**

**The relationship between the digital and physical worlds will become more enmeshed and responsive to individual needs.**

## Barcelona, Smart City

Listed in Europe's top five 'smart' cities, Barcelona offers a comprehensive, city-wide program to provide users with local information.

To experience a virtual Barcelona through the physical one, users may access digital content at numerous access points and through various contact-less technologies including NFC (Near Field Communications) and QR (Quick Response) Codes.

By integrating technology into the urban infrastructure, the dissemination of information will become ubiquitous.



Barcelona 'Smart City' Nearfield Communication (NFC) in situ with smart-phones. Source: <http://lameva.barcelona.cat/contact-less/en>

## QR Codes

Accessible via a smart-phone's connection to the internet, enabling great opportunities to integrate online mobile technology with Council signage. This is especially relevant with the development of cultural and heritage walks around the City.

Quick response (QR) codes can be integrated onto physical signage to take users to online content which supports the on site messaging. It is important to consider what information will be housed online. Opportunities include:

- Online walking trails (e.g. a 'Historical Walk').
- Translated sign information for tourists.
- Links to online wayfinding for seasonal events.
- Audio versions of information for people who are blind and have low vision, cognitive and intellectual disabilities.

QR codes might be better incorporated to signage as stickers to allow flexibility for future changes. Some links to information might change with time or would required regular updates, i.e. timetables for the use of parks and reserves by sporting groups.

It is important to remember the end user's experience when including QR codes on signage. Ensure that the online resource provides them with useful information beyond what is already available on the sign. Similarly, using a QR code to simply link to a council website is not overly helpful for users and should be avoided.

Consideration should be given to ensure online resources are suitable for viewing on mobile devices. Responsive websites which have been specifically designed to be viewed on mobile devices work best – as opposed to mobile apps which are tailored to one particular platform (e.g. iPhone apps). Links to websites using Flash technology should be avoided as they are not supported by iPhones or iPads.

We recommend adding QR codes to signs using laser-cut vinyl, so they can be easily removed and/or replaced as required.



City of Amsterdam's signs linking QR Codes to the 'I Amsterdam' mobile app. Source: [www.edenspiekermann.com/blog/posts/explore-a-different-Amsterdam](http://www.edenspiekermann.com/blog/posts/explore-a-different-Amsterdam)

## Near Field Communication

Near Field Communication (NFC) is a form of contact-less communication between its electro-magnetic field and devices like smart-phones in creating opportunities for users to access tools and information to aid their proposed journey. NFC technology allows users collect information wirelessly via smart-phone\* through a close proximity transaction.

By integrating NFC throughout the signage family, users can gain access to valuable audio/visual tools that will aid their journey.

In essence, NFC can be used in turning smart-phones into educated tour guides, and visitors may see and hear relevant information about what they're looking at.

This enables a non-linear path for self-guided tours and offers extra information for those who seek it.

\*Note: Apple iPhone 6 and above can read NFC tags with an app and the latest iPhones – iPhone XS, XS max and XR can read NFC tags without needing to download an app. All the latest Android smartphones can scan NFC without an app but there are a few older models that do not support NFC. This may provide accessibility limitations and should be monitored and considered before integrating this technology.

More information may be found at:  
[www.nearfieldcommunication.org/how-it-works.html](http://www.nearfieldcommunication.org/how-it-works.html)  
<http://www.nfcworld.com/nfc-phones-list/#rumoured>



A person tapping their smart-phone to a NFC enabled advertisement.

## Augmented Reality (AR)

By the end of this decade AR will be embedded into most smart phones and will change the way we view and receive information. Wayfinding is one such practice that will benefit greatly from a more intuitive and immersive user experience. Google Maps has begun testing a richer AR experience that uses visual prompts to guide users through spaces.

Augmented reality may improve functional vision in people that are blind or low vision by translating spatial information into colour-coded, high-contrast visual patterns. Audio prompts may also be used to give objects and/or areas the ability to have simple audio cues.

## Heritage Applications of AR

Digital historic and interpretive story telling has developed quickly over the last few years bringing opportunities to integrate digital experiences to provide story telling and enhance the visitor experience within a municipality.

The project by Brother and Sister (London) for the Museum of London, utilises augmented reality to composite archival photographs over real word locations via an iPhone application. This has brought historical London to light and encourages users to explore the city and its history in an engaging and immersive way.

This is an interesting example of how the City's many cultural and heritage stories could be revealed without the need for physical clutter like signage.



Source: <https://segd.org/digital-wayfinding-apps>  
'iPhone Time Machine', Brother and Sister for the Museum of London



Source: Burswood Park Board Digital Pilot Program (2020) by PMY



## Benchmarks for Dual Language Signage

For reconciliation and honoring the cultural heritage of a site, there is the opportunity to develop a hierarchy of singular and/or dual-naming for key locations that could be incorporated into the signage together with Aboriginal artwork.

### City of Whittlesea Gateway Signage, VIC

Welcome gateways into the City acknowledges the traditional owners of the land, accompanied by a traditional welcome in their language and indigenous artwork.



### Swan-Canning Riverpark Interpretive Signage

Point Walter, Bicton Baths, Heathcote and Brentwood, WA

Welcome panels depict each location's traditional Aboriginal name and story (respectively); Djoondalup (place of white sand), Kwoppa Kepa (beautiful water), Kooyagardup (place of the big nose frog) and Kaalitj-ngort Koondaam (dragonfly dreaming). Accompanying the interpretation is a traditional welcome in language, and quotes from Whadjuk elders.

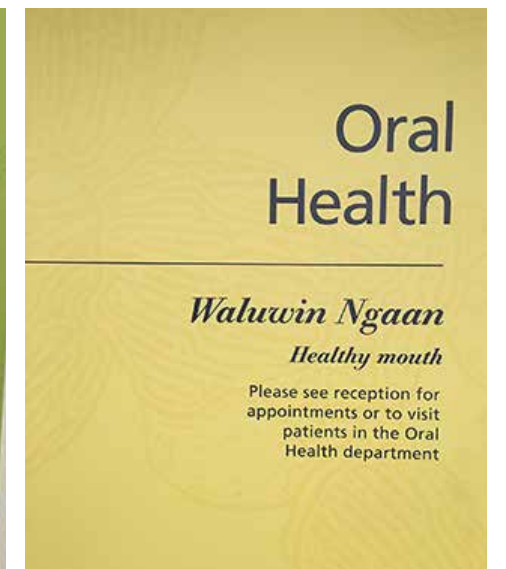
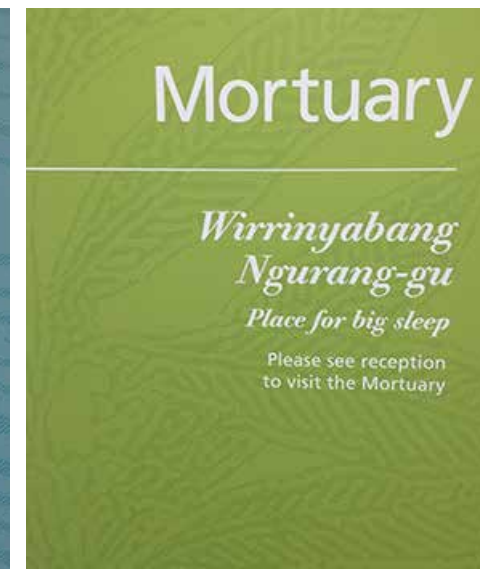
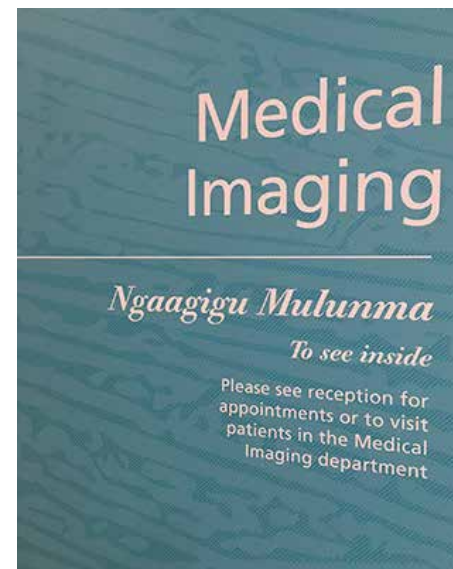


### Wiradjuri language signage

Parkes and Forbes hospitals, NSW

Mali Marambir Ngurang: to make better place Lachlan was a project of the Lachlan Health Service Culture and Arts Program, coordinated by Arts OutWest at Parkes and Forbes hospitals.

The project involves key directional signage around the hospitals written in English beside the Wiradjuri interpretation, which is then translated back into English. The project aimed to make the hospital spaces more inviting, less daunting for Aboriginal people.



Section 2

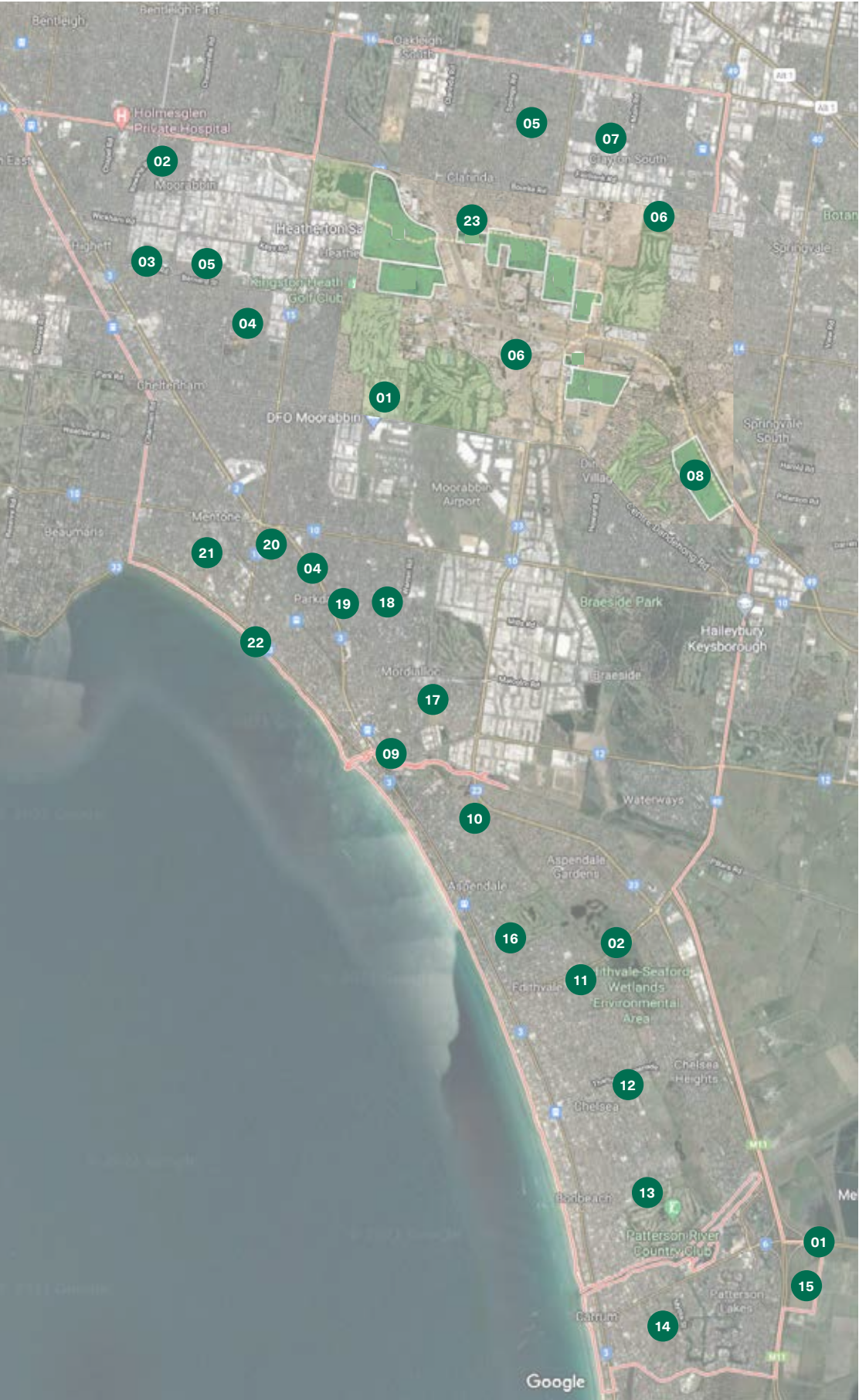
# Signage Review & Recommendations

# Review to Inform

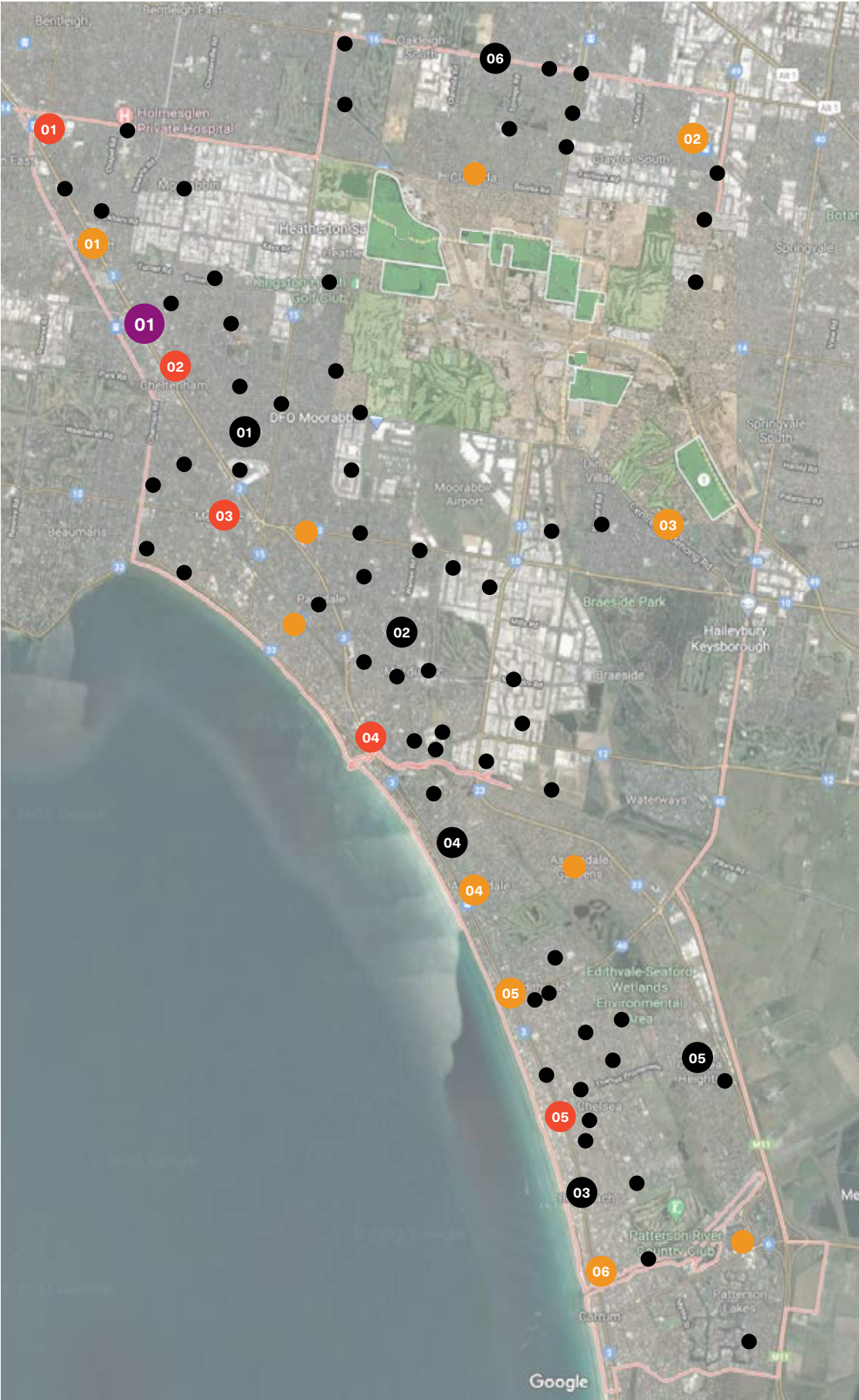
---

In order to inform the development of Kingston's Wayfinding Strategy it was important to review existing signage and understand the unique context of the municipalities Open Spaces and Activity Centres. As such 23 reserves and Activity Centres across a range of scales, including Major, Neighbourhood and Local centres were audited. These audits are summarised in the following sections and used as the basis for the recommendations provided in this Strategy.





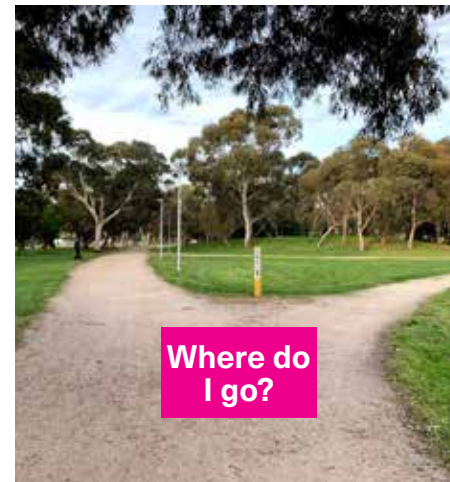
AUDITED OPEN SPACES	
01	Kingston Heath Reserve
02	Bricker Reserve
03	Turner Road Reserve
04	Le Page Park
05	Namatjira Park
06	The Grange Reserve
07	Keeley Park
08	Spring Road/Rowan Road Reserves
09	George Woods Reserve
10	Long Beach Trail
11	Edithvale Recreation Reserve
12	Chelsea Bicentennial Park
13	Bonbeach Sports Reserve
14	Carrum Roy Dore Reserve
15	Patterson Lakes Recreation Reserve
16	Regents Park
17	Doug Denyer Reserve
18	Walter Galt Reserve
19	The Gerry Green Reserve
20	Dolamore Reserve
21	Mentone & Keith Style Reserve
22	The Foreshore (13km) including Bay Trail
23	Chain of Parks, Only Elder St South Reserve



AUDITED ACTIVITY CENTRES	
PRINCIPAL	
01	Southland
MAJOR	
01	Moorabbin
02	Cheltenham
03	Mentone
04	Mordialloc
05	Chelsea
NEIGHBOURHOOD	
01	Highett
02	Westall
03	Dingley Village
04	Aspendale
05	Edithvale
06	Carrum
LOCAL CENTRES	
01	Follett Rd, Cheltenham
02	Warren Rd, Parkdale
03	Bonbeach, Nepean Hwy
04	Laura St, Aspendale
05	Thames Promenade, Chelsea Heights
06	Centre Rd, Clarinda



# Signage and Wayfinding General Recommendations



## Consistency

- Create a consistent style for signage to enhance brand recognition and promote awareness of the activity centres and the broad range of open spaces and facilities provided by Council. Develop and implement a signage suite that incorporates the recommendations of this strategy.
- Create a consistent look and feel by utilising same colour palettes, typography and materials across all signage types.
- Create a signage design manual for all signage assets across the municipality to improve consistency and implementation of future signage roll-out.
- Currently there are a number of different and outdated signage styles in use, reflecting past brand iterations. Many signs are in poor condition which reduces legibility. Develop an action plan to implement new signage roll out across all Council open spaces and activity centres.
- Position the Council logo in a way that does not utilise as much signage real state for pedestrian and wayfinding signage. These typologies' main role is to communicate directional information, therefore the logo should come as a tertiary piece of information to identify the land manager.

## Cultural Recognition

- For reconciliation and honoring the cultural heritage of a site, there is the opportunity to develop a hierarchy of singular and/or dual-naming for key locations that could be incorporated into the signage.
- Watermark graphics could be used to incorporate indigenous artwork across open spaces signage that are relevant to the site history. Keep in mind artwork will need to be simple and not interfere with the legibility of the text.
- There is a great opportunity to embed the municipality's Aboriginal Heritage into interpretive signage design, this would require consultation with the Bunurong Land Council Aboriginal Corporation.

## Coherence

- Provide directional signage at all main decision points towards destinations.
- Create a signage system that includes different signage typologies for all purposes.
- Provide a clear overview of signage typologies, their use and purpose to facilitate detailed implementation.
- Future signage and wayfinding needs to be cohesive across the municipality, whilst addressing the individuality and unique character of open spaces. This can be achieved through the signage materiality.
- Develop a library of pictograms to be used across all signage within the municipality and open spaces. Make sure pictograms and messaging are consistent, use internationally recognised symbols which are useful at large and small scales for wayfinding maps.

## Legibility

- Ensure signage is always free of visual obstruction like overhanging vegetation and street furniture.
- Create a wayfinding system that meets the needs of all activity centres and open space user types.
- Incorporate directions to nearest public transport, public toilets and other main destinations surrounding the open space or activity centre.
- Establish a clear hierarchy of information that is consistent across all signs.
- Ensure scaling of signage and text is readable by pedestrians and drivers as required by using large and legible sans serif font.
- Include wayfinding 'heads-up' maps at activity centres major decision points and pedestrian entry points to large/complex open spaces. These are great aids of navigation for pedestrians.
- Simplify regulatory information and consider other technologies (i.e QR Code to provide extra information for beach dog regulations) to avoid signage clutter.
- Create signage designs that follow best practice wayfinding conventions. This should include the use of universally understood pictograms and time and distance information.
- Use short and simple messaging to allow for those with vision impairment and language barriers.

## Flexibility

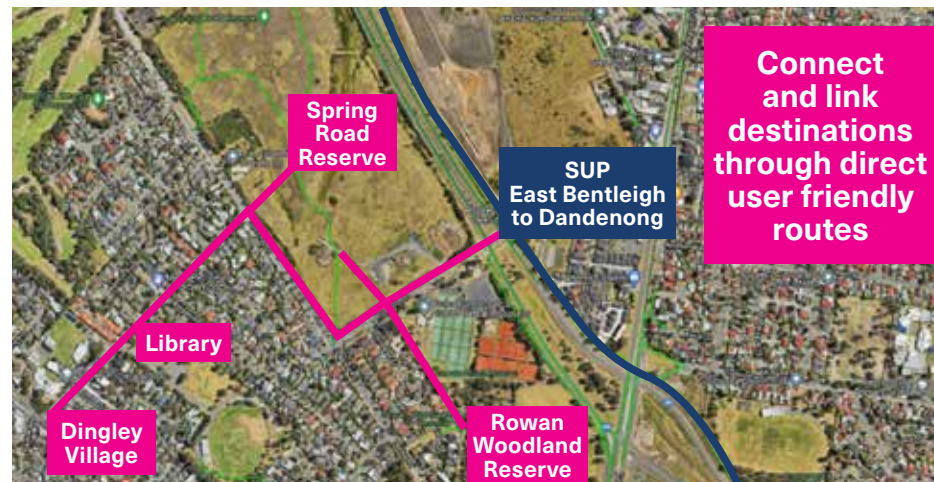
- Create new signage typologies that allow flexibility for different scenarios or needs (Pole mounted panels, wall mounted directional, surface graphics, etc)..

## Accessibility

- Prioritise wayfinding information to aid in journey planning, route assurance and decision making.
- Signage should cater for all, especially those who are new to a site, whilst providing a sense of attachment and belonging to the place.
- All colours combinations selected for the signage system should achieve a contrast level of 70% and over. Some colours currently selected don't aid legibility of the information.
- Create simple layouts that are consistent and logical.
- Place text horizontally where possible, left aligned, well spaced and of an appropriate size.
- Limit or eliminate the use of ALL capitals, italics and underlining for better readability.
- Make graphics clear and legible.
- Use strong contrast between typography and background colours.



# Signage and Wayfinding General Recommendations



## Entry Points Signage

- Vehicular and pedestrian entries are the interface with the sites for arrivals, and as such should deliver a strong council brand presence and clear site identification.
- Ensure scale, hierarchy of information and branding elements are consistent, coherent and at a suitable scale for the different users.
- Place all site identification signs at or near car park entries and pedestrian entries to clearly direct users.
- Update signage to simplify palette of colours, consolidate and simplify messaging in line with recommendations in this document.
- Ensure signs are perpendicular to the user line of movement.
- Where the car park entrance is located on a main road with speeds higher than 60km/h, use advanced vehicular directional signage prior to car park entry points to allow enough time for decision making.

## Movement

- Formalise walking and cycling trails as an important part of wayfinding within activity centres, open spaces and the municipality in general (mainly through the future development of the Chain of Parks trail network) so that they are used not just for recreational purposes but also for active transport. This will involve the integration of relevant trail information into mapping and wayfinding signage, so that people can access the information on the ground.

## Amenity

- Increase amenity along key routes in between open spaces, activity centres and other destinations. Higher amenity combined with wayfinding promotes activation and movement.
- Integrate passive wayfinding into future initiatives and project works such as reduced road speeds, widened and paved footpaths/cycle paths, zebra crossings, pedestrian lights, avenues of trees, etc).

## Community Engagement

- Consider the use of open spaces large walls/fences to create interpretive signage to engage community and promote awareness and understanding of biological diversity, ecological processes, and the values of bushland areas and open spaces.

## Placemaking

- Consider the use of activity centres large walls/fences for placemaking artwork to create vibrant and friendly sites.

## Maintenance

- Phase out existing and old (worn or damaged) signage once a consistent typology design is provided.
- Clean signage of graffiti regularly to discourage behaviour.



—

**Open Spaces**

## Open Space Passive Wayfinding

Passive wayfinding can be treated in a variety of ways, either marked or unmarked. Most wayfinding within the open spaces is passive and determined by footpath locations. Some connections are marked by painting on roads (i.e Bay trail SUP road crossing at car park entries), however other sites lack marked crossings/connections to prioritise pedestrians and cyclist.

There is an opportunity for more consistent approaches to passive wayfinding by integrating it into the open spaces and the municipality's quality footpath environments.

### Recommendations

- Use passive wayfinding techniques to direct people along desire lines or to key destinations. It generally can direct people in areas where there are no or minimal mapping or active wayfinding (directional arrows).
- Passive wayfinding can formalise informal street crossings (i.e. across two open spaces) and provide a protected zone for pedestrians and cyclist.
- Give priority to pedestrians and cyclist as oppose to motorist.



01

There is no formal connection between Spring Rd. Reserve and Rowan Rd. Playground and Woodland Reserve. However this is the most direct route to connect the spaces.

## Open Space Active Wayfinding

Active wayfinding signage is limited within the open spaces, however there are many opportunities to integrate active wayfinding. Active wayfinding is best located at key pedestrian and cycle arrival points to the open spaces and decision points within the trail network.

The following pages have a more detail review of each signage typology found within the sites.

### Recommendations

- Provide directional signage at all main decision points.
- Place signage where possible with existing infrastructure to avoid signage clutter.
- Prioritise the implementation of active wayfinding for key pedestrian and cycle paths to connect open spaces and other destination within the municipality by formalising primary trails.



01

Lack of directional signage at decision points within the trail network. Opportunity to create pole mounted panels that could cater for both cyclist and pedestrians.



02

Opportunity to co-locate directional signage on bins or poles/lamps that are placed at decision points..



## Vehicular Wayfinding and Car Parking Signage

Currently there is no formal signage suite and style for vehicular wayfinding to direct users to car park entries and provide car park entry conditions and open space tenants information.

### Recommendations

- Consider the creation of a vehicular wayfinding signage suit that includes advance directional signs for vehicular users to identified Open Spaces car park entries points.
- Consider the creation of welcome/entry signs suited for vehicles at car park entry points including parking conditions, hours of operations, etc.
- Remove old signage as new signage gets roll out.



Precedent example for car parking entry signs.



01

Example of existing advance directional signage for vehicular users to indicate entrance to car parks.



02

Example of existing car park entry sign to indicate parking conditions.

## Vehicular & Pedestrian Identification Signage

The municipality has a varied array of Open Space identification signage. There is an opportunity to create a consistent look and feel by formalising signage guidelines for these typologies based on the best precedents within the municipality for the future roll out of signage.

### Recommendations

- Consolidate the amount of signage typologies to only include the necessary signs that can be consistent and used for all purposes.
- Limit the amount of fonts and colours used throughout the signage family to form a harmonious signage and wayfinding language.
- Place identification signs at both pedestrians and vehicles entry points to open spaces making sure signage is placed perpendicular to user's line of movement.
- Remove old signage as new signage gets roll out.



01

Bespoke Landscape Open Space Car Park Entry Identification sign. It uses a different style to anything else found in the municipality.



02

Large Open Space Car Park Entry Identification flag including photograph of park. It uses green background.



# Vehicular Entry Identification Signage with Tenants

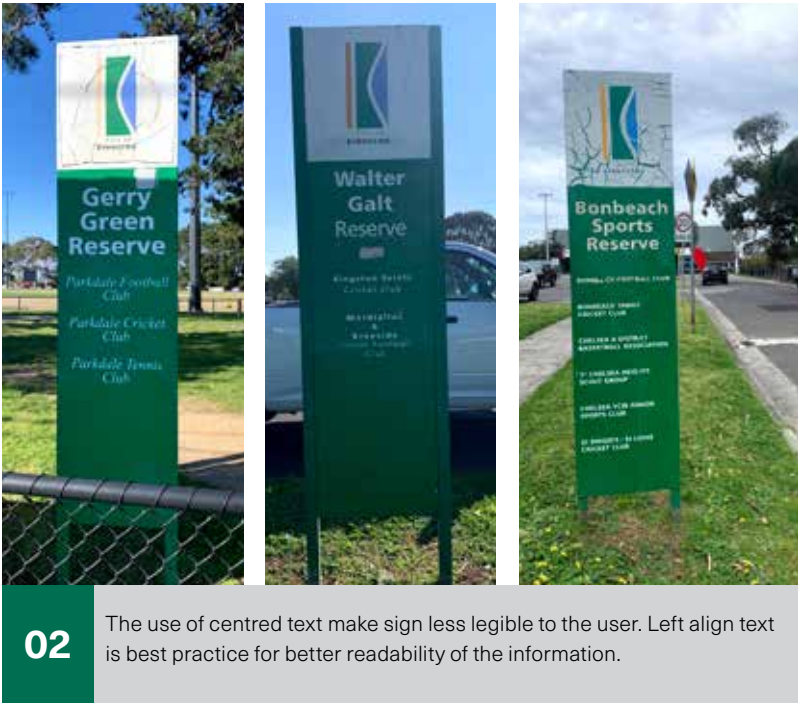
These signs vary in design and composition depending on age, some are more legible than others. The most current use of black background with white left align text has improved readability of the tenancy information.

Recommendations

- Formalise Identification signage guidelines to create consistency among all Council managed Open Spaces.
- Place signage at car park entry points perpendicular to line of movement making sure signage is not obscure by fences, planting or any other elements.
- Limit the amount of regulatory information displayed on this signs, making sure they are all relevant to each site. This will avoid an overwhelming amount of information for the user to read.
- Remove old signage as new signage gets roll out.



01 The use of the decorative font in this example makes the information less readable.



02 The use of centred text make sign less legible to the user. Left align text is best practice for better readability of the information.

# Vehicular Entry Identification Signage with Directional

The following images show open space signs aimed at motorist at car park entries to identify the open space together with directional information aim at both pedestrians and drivers to direct users to facilities within the open space.

Recommendations

- Consider the development of separate typologies to target motorist and pedestrians to be placed at corresponding entry points for the respective user instead of combining the two where possible.
- Place signage perpendicular to the user line of movement.
- Formalise separate pedestrian entries and car park entries together with the corresponding signage typology for each user.



01 Older examples of Vehicular Entry Identification Signage with Directional information for pedestrians.



# Pedestrian Wayfinding Signage

Pedestrian wayfinding signage is limited and inconsistent. Where there are instances of pedestrian wayfinding, look and feel varies. There is an opportunity to create new signage typologies that better address pedestrian wayfinding through big areas of open space and trails.

## Recommendations

- Introduce appropriate signage typologies for different needs. For example Mapped plinths with directional information for larger open spaces, smaller bollards with site identification and regulatory information for smaller open spaces like pocket parks, consistent directional fingerboards and pole mounted directional panels for decision points within the open space.
- Place map information at optimal viewing heights.
- Limit the amount of fonts and colours used throughout the signs to form a harmonious sign type for pedestrians.
- Formalise key pedestrian routes and trails within the open spaces via signage and footpaths. It is important for these trails to link up various destinations (if possible).
- Direct users to public amenities. i.e. Public Toilets
- Replace faded and damaged pedestrian signage.
- Introduce pedestrian directional signage at all decision making points of major connecting routes, to provide stronger connections to other destinations.

## Entry Identification Signs



01

Most current example with mapping. Map placement is too low.



02

Examples that include site identification, directional and/or mapping + regulatory information. All signs are inconsistent in look and feel. There is no hierarchy of information defined. Signs are hard to read. Council logo uses a high percentage of the sign real state, not allowing much room for other information that is more relevant to this sign typology.



## Fingerboards



01

VicRoads Community Facility directional fingerboard. This signs can also be used by pedestrians to follow routes to destinations. However their design is for vehicle users.



02

Example of trail fingerboard. It uses same style as VicRoads community facilities sign. All Caps text is less legible and does not provide timing to destination.



03

Example of Playground facility fingerboards. Bespoke shape and different typography.



# Pedestrian Wayfinding Signage

Maps are critical elements to assist active wayfinding. They can provide more detail than directional signs alone, helping with journey planning about where to go and what to do.

Mapping signage is limited, inconsistent or under-used across the sites. There are only a few located in Spring Road/Rowan Rd Reserves, Namatjira Park and The Grange Reserve. Where found, mapping was never placed as a heads-up map to aid navigation. Presents an opportunity to introduce a consistent wayfinding mapping system for pedestrians and cyclists to be used on signage.


## Recommendations

- Create a consistent wayfinding mapping that includes destinations, pictograms, and pedestrian, cyclist and road networks to help navigate sites.
- Introduce heads-up mapping signage at all major pedestrian entries and car park interfaces to open spaces to ease navigation and identify on/off-leash dog zones.
- All maps should incorporate consideration of principles for accessible print and include accessible features of a place to aid people with disability or vision impairment. It is important to follow these print guidelines:
  - Information easy to locate and placed at optimum viewing heights.
  - Layout is simple, consistent and logical.
  - A sans serif font has been chosen.
  - Text is horizontal where possible, left aligned, well spaced and of an appropriate size.
  - Leading (spacing between lines of text) and kerning (spacing between letters) is adequate.
  - Use of capitals, italics and underlining is limited or eliminated.
  - Graphics are clear and legible.
  - Strong contrast between the typography and the background.
  - Information does not rely solely on graphics.
  - Pictograms have descriptions underneath.

## Mapping



01 Older examples of mapping



✓ Precedent example for heads-up mapping including SUP and surrounding roads..

# The Foreshore & Bay Trail Pedestrian Signage

Beach Identification signage is used to identify entry points to the beach and provide users with regulatory information.

All signs with maps do not use heads-up maps making it harder for the user to understand their boundaries. Certain signs are damaged and need maintenance.

Changes in on/off-leash Dog regulations through the year are for the sand area only, as all paths need to be on-leash. Location of this information might be better placed closer to the sand entry points.



01 Signs have an overwhelming amount of information. Improve hierarchy of information and colour usage. Mapping is not placed according to the way user is facing.



02 Example effective entry point surface graphic that clearly identifies the regulation. Could be improved by using Sentence case instead of ALL Caps.



03 Map scale does not provide much information about surroundings.

Recommendations

- Create a unified look and feel for trail signage.
- Avoid signage looking overcrowded at entry points to the beach. Create a hierarchy of information that is easily understood by users of all ages and accessibility.
- Introduce heads-up maps to aid navigation.
- Update National Aquatic signs following the most up to date guidelines and simplify the hierarchy of information.
- Investigate surface graphics to communicate dog regulations on the sand areas. Possibility of including a QR code that will take user to more detailed information.
- Consider the inclusion of surface graphics for directional signage along the Bay Trail SUP or the possibility for linear maps to aid navigation.



# Long Beach Trail Pedestrian Signage

There is no consistency among signage along the Long Beach Trail. Signage is outdated and in poor conditions.

## Recommendations

- Create a unified look and feel for trail signage.
- Create a hierarchy of information that is easily understood by users of all ages and accessibility.
- Introduce linear maps to aid navigation.
- Investigate the possibility of unifying the signage system between Bay Trail and Long Beach trail to provide a consistent wayfinding approach.





## Cyclist Wayfinding Signage

There is a lack of wayfinding information for cyclists. There is the opportunity to develop a wayfinding strategy for cyclist across Kingston's cycling network.

Signage could be placed on paving, existing infrastructure or as new signs (i.e. poles and bollards). This would enable the formalisation of cycling routes. The addition of signage typologies to the system would improve flexibility on the implementation of wayfinding signage for cyclist.



01

Finger pointer for cyclist best example with bicycle reverse out of the blue background. However does not provide distance.

### Recommendations

- Consider the development of a Cycling Wayfinding Signage Strategy across the Kingston's bicycle network.
- Formalise key cycle routes within the municipality via a cycle maps trail that maps out key routes and identifies where main decision points are to place directional signage.
- Create wayfinding signage typologies for cyclist including paving signage and line-marking along routes to aid cyclists navigation. Gravel SUP will need freestanding wayfinding signage while paved SUP could have surface graphics wayfinding.
- Introduce cycling wayfinding which is consistent across the municipality and easily identifiable.



Precedent example for surface graphics wayfinding.

## Shared Path Guidance Signs or Behavioural Signs

Shared paths are areas open to the public that are designated for use by both pedestrians and cyclist. They should not only provide wayfinding signage, but also behavioural signage for both users to understand their expected behaviours and roles for everyone's safety. The system should encourage both of them to behave in a predictable and co-operative manner. Currently there are not many examples of this signage typology around Kingston.

Guidance signs should communicate four key behavioural messages to path users and they can be used singly or in groups to suit each shared path situation:

1. Keep left when using the path;
2. Warn other path users on approach and overtaking;
3. Move off the path when stopped; and,
4. Walkers control your dogs.

### Recommendations

- Create a set of signage designs based on best practice precedents from other Councils to implement across all shared user paths.
- Develop simple graphics and messages directed to both users, cyclist and pedestrians, in a positive and friendly tone.



01

Traditional behavioural signs. Refer to Cycle Notes Shared Path Behavioural Signs by VicRoads.



Precedent surface graphic decals by Monash City Council.



# Dog on/off-Leash Regulatory Signage

A significant majority of signage is for regulatory purposes, mainly to determine dogs on/off leash areas. In most instances, regulations are grouped together providing multiple regulations in one location avoiding signage clutter, however some messaging seems unnecessary for some locations. i.e. No horse riding. Different variations represent a ad-hoc family of signs.

Recommendations

- Limit the amount of fonts and colours used throughout the signage to create a consistent system.
- Clarify messaging in an easy to understand hierarchy avoiding unnecessary regulations that are not relevant to specific open spaces.
- Place fence mounted panels on side of gate openings if possible.
- Investigate simpler graphics to display information (local laws or dog park locations). QR codes could be used in this instance to direct users to more detailed information.
- Integrate pedestrian wayfinding maps onto existing regulatory signage placed at open spaces entry points..
- Consider the creation of natural landscape barriers (i.e. planting, fences) between off and on-leash zones to better manage entry points to each section. This will aid to identify the locations for this sign typology and avoid over signing open spaces with regulations which diminishes amenity.



01 Various examples of existing designs and materials variations. The use of white against orange has a low LRV making information hard to read.

# General Regulatory Signage

There is a significant amount of regulatory signage across the sites. The visual style and ‘tone of voice’ varies among existing signage from friendly and casual to a harsh legal tone.

A friendly and welcoming messaging tone would help to provide a more positive experience for users.

Recommendations

- Limit the amount of fonts and colours used throughout the signage to create a consistent system.
- Update templates to simplify and consolidate messaging and colour palettes.
- Where practical, always incorporated regulatory information into facility identification signage.
- Simplify messaging to incorporate universal pictograms and reword messaging to be more positive and consistent.
- Review messaging and rules that cannot be regulated or when the problem no longer occurs.
- Develop an action plan to review, remove and replace outdated and redundant signage.



01 Examples of existing regulatory signage.



# Interpretive Signage

There is an opportunity to promote and facilitate community awareness and understanding of biological diversity, ecological processes, and the values of bushland areas and also tell the ‘stories’ behind the locations, history and naming of the open spaces to provide a context and connection to place and community.

QR Codes included in interpretive signs, offers the opportunity to integrate digital experiences to provide story telling and enhance the visitor experience and link to further information about sites or stories.

Recommendations

- Aside from artist commissioned works, update signage typologies to be consistent with the open space signage family.
- Locate interpretive signage in suitable locations mindful not to interfere with identification and wayfinding signage needs and in places where users can come close to the sign to read the information.
- Utilise large walls/fences to create engaging interpretive signage and update existing kiosk graphic information to better engage community and promote community awareness and understanding of biological diversity, ecological processes, and the values of bushland areas.



01

Freestanding large interpretive signage. Examples with consistent look and feel. Could be improved by creating a simpler construction method and design, utilising a consistent colour palette, reducing Council logo scale and using white text in dark background panels to improve readability for outdoors.



✓

Freestanding small interpretive signage. Good examples with consistent look and feel. Could be improved by reducing Council logo scale and utilising white text on dark background to improve legibility.


# Public Art Signage

The City of Kingston is committed to continuing the public art program, which reflects and celebrates its history, stories, cultures and sense of place through ephemeral, temporary and permanent public art. The proposed signage strategy will support this commitment with signage that acknowledges the artist/s, Traditional Custodians and Elders of the land, funding bodies, a brief description of the work and a QR code for the public to learn more about the piece.

Public art refers to art in any medium that has been planned and executed with the specific intention of being sited, performed or staged in the public domain. It may be a commissioned work by professional artist/s or a community inspired collaboration between an artist/s, multi-disciplinary teams and members of a community. Some examples include; sculpture, monuments, memorials, mosaics, murals, paintings, new media, land or earth art, kinetic works, functional art such as street furniture.

Recommendations

- Create standards for the use of City of Kinston logo, typograpgy and background colour to make signage legible and consisten.



01

Example at Westall Library and Community Hub. No visible plaque to acknowledge artist and provide information. Plaque could be attached to art piece or inserted on the ground.



02

Old public art example. Text size is small and sentences are long making the signs hard to read.



## Public Toilets Identification Signage

These signs vary in design depending on age, some are more legible than others. The example with blue background and white text has improved readability of the information.

This typology is not part of the scope, however the following images provide an overview of Council's signage assets.

### Recommendations

- Formalise signage guidelines to create consistency among all open spaces public toilets.
- Select a unifying design from best precedents from existing signs to be implemented across all public toilets to improve amenity.
- A signage overhaul should be included in the soon to be developed public toilet strategy.
- Develop All-gender toilet signage.



Best precedent example at Namatjira Park using a consistent approach an a high LRV between text and background.



01

Examples of door identification signs.

## Facilities Conditions of Use Signage

Kingston open spaces offer a varied array of facilities for public used. There is an opportunity to create a consistent look and feel for the conditions of use signage by formalising guidelines based on the best precedents within the sites for future roll out of signage.

This typology is not part of the scope, however the following images provide an overview of Council's signage assets.



### Recommendations

- Formalise signage guidelines to create consistency across all open spaces if possible.
- Integrate signage into existing infrastructure where possible.
- Limit the amount of fonts and colours used throughout.



Best precedent examples from existing signage.



# Historical Markers

Historical markers including monuments can enhance understanding of the unique history and identity of the place, the people and the events associated with the location.

- The following are Council's guidelines for the installation, placement of historical markers:
- Historical or other information is relevant to the site/location proposed
  - A monument must be for an individual, community or Association strongly linked to the City of Kingston and its history or the history of the lands of the City of Kingston.
  - A marker must be for a significant anniversary of an event unique to City of Kingston and of significant local context.
  - Design specifications for historical markers, monuments or plaques are to be relevant and applicable to the site,
  - Historical markers may be subject to planning approval or infrastructure improvements within the open space.

Council has no obligation to preserve a previously established commemorative place/object in the event of any future relocation or demolition that may occur at a particular site.

Naming of a place as a memorial function is considered within the Naming Policy Feature Policy and Guidelines.

## Recommendations

- Select a unifying design from best precedents from existing signs to be implemented across all open spaces for future roll-out of Historical Markers.

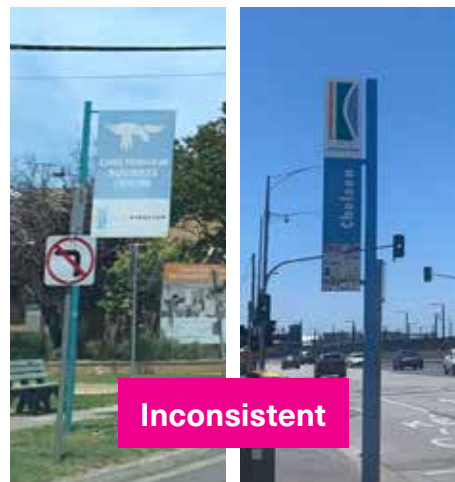


—

## Activity Centres



## Activity Centres General Recommendations



### All Activity Centres

- Currently there is a lack of wayfinding signage when different users arrive to the centres. The majority of signage is Public Transport Victoria, outdated Council plinths (i.e. Chelsea), VicRoads and community facilities fingerboards which lack local information and decision points connectivity to destinations such as public toilets, public car parks, beaches, open spaces, retail areas and community facilities.
- Based on the recommendations and work of this strategy, ensure a detailed site analysis including decision points and user circulation patterns is undertaken for each site to determine final signage locations and messaging schedules before manufacturing signage.
- Create a consistent signage design for vehicular directional signage based on standard traffic management signage. (i.e. Standard blue P signs).
- Consolidate gateway identification signage look and feel.
- Review all primary and secondary vehicular entry points to install/update gateway identification signs ensuring signage is visible and placed on appropriate locations at the boundaries and not obscured by other street elements (trees, traffic signage, traffic lights, lighting poles, etc). Ensure

- gateway signage for large activity centres is single sided to avoid confusion for users leaving the centre.
- Identify major arrival points into activity centres (e.g. train stations, major bus stops and main public car parks) for the installation of pedestrian mapped plinths signage on the interfaces with main footpaths or routes.
- Identify best routes for people with limited mobility in between arrival points and major destinations/facilities to ensure routes are accessible.
- Create a set of signage design guidelines for all sub-branded Council facilities (i.e libraries, aquatic centres, arts centres) to ensure consistency and branding recognition among all centres.
- Ensure signage is always free of visual obstruction like overhanging vegetation and street furniture.
- Consider planting trees through main pedestrian and cyclist routes as a good passive wayfinding tool and also to provide shade and improve amenity. Some major activity centres are lacking shade through main routes making it difficult to walk/cycle on hot days even though distances are manageable. This would encourage active transport.

### Principal

- Liaise with Westfield Shopping Centre to develop a wayfinding strategy for Southland Activity Centre. Currently the majority of signs are by Westfield. The majority is to provide parking directional signage into the shopping centre or pedestrian signage at train station to direct users to main building entry.
- Improve pedestrian connections to surrounding destinations such as open spaces and train station. Currently users have to transverse Westfield shopping centre car parking to access Sir William Fry Reserve and train station.

### Major

- Some activity centres's gateway identification signs are installed within the centre and not at boundary entries. Consider the removal and relocation of these signs. There is an opportunity to replace some of them with mapped plinths for pedestrian wayfinding (i.e. Cheltenham sign at corner of Station St and Charman Rd, Mordialloc sign at corner of Main Street service rd and Bear street)
- Consider the improvement of links and connections to key destinations within the activity centre (i.e. lane way link to historical Museum in Mentone or connection to pier from retail centre in Mordialloc). This could be achieved by installing pedestrian wayfinding signage at decision points and improving amenities by the use of planting/trees, different forms of placemaking such as public artwork/wall surface graphics, lighting.

### Neighbourhood

- Consider a review of activity centers category as the population grows. Some centres such as Carrum are starting to feel as Major Centres to the users due to the upgrades on street scape, facilities and train stations.

### Local

- Consider the installation of a double side identification sign to provide users traveling by car the name of the center.
- Pedestrian wayfinding is generally not necessary at these centres as they are small in nature and used primarily by local residents.

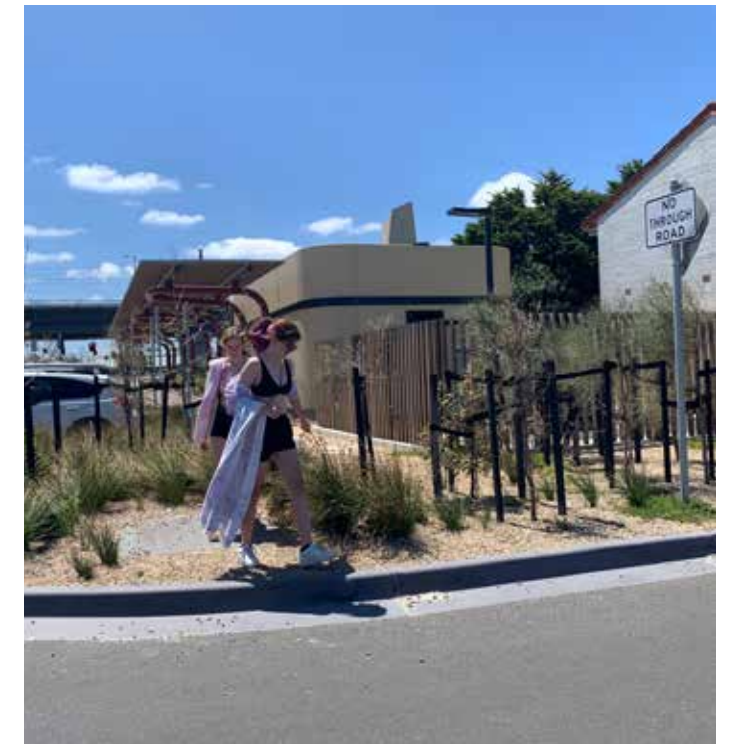
## Activity Centres Passive Wayfinding

Most passive wayfinding within the activity centres is determined by view lines and/or landscape treatments. Some centres feel disconnected because of train stations and train lines creating visual and physical barriers to navigate the space (i.e. Chelsea).

There is an opportunity to improve pedestrian connections not only by active wayfinding (signage) but by utilising landscape treatments such as marked pedestrian crossings, paving and avenues of trees.

### Recommendations

- Use passive wayfinding techniques (i.e. surface graphics, wide footpaths with avenues of trees) to direct people among carparks and desire routes to destinations.
- Passive wayfinding can formalise informal street crossings and provide a protected zone for users of all abilities.
- Provide safe and protected street crossing zones in the most direct routes between destinations where possible.





## Activity Centres Arrivals and Active Wayfinding

Active wayfinding signage is limited or non-existent within the activity centres. Active wayfinding is best located at public transport arrival points, car parking interface with pedestrian footpaths and key decision points within the centres.

The following pages have a more detailed review of each signage typology found within the sites.

### Recommendations

- Create a vehicular and pedestrian/cyclist wayfinding signage strategy for all centres (starting with Major centres) to evaluate user routes and decision points. This with the purpose of analysing where signage is required at arrivals and intersections within the centre's boundary.
- Consider the creation of a SUP naming Strategy for major trails in conjunction with a cycling wayfinding strategy for the whole City of Kingston. This will aid signage messaging consistency and will help users with active transport navigation to destinations.
- Review all vehicular arrival points into the centres. Identify best locations for signage according to lines of movement and view lines. Install and update identification gateway signs at all locations ensuring signage is placed on the left hand side of the road not obscured by other street elements (trees, traffic signage, traffic lights, lighting poles, etc) for better legibility.
- Remove identification gateway signs that are located within the center and not at the vehicular entry points. This signs could be replaced with mapped plinths for pedestrian wayfinding (i.e Cheltenham sign at corner of Station St and Charman Rd, Mordialloc sign at corner of Main St service road and Bear St)



## LGA + AC Identification Gateway Signs

In general there is no consistency for the LGA gateway signs and there are instances where the LGA boundaries coincide with entry points into Activity Centres. These scenarios should be considered individually to create a consistent signage typology that combines both, the welcome to Kingston but also the centre identification to avoid signage clutter.

### Recommendations

- Evaluate entries to create a consistent signage approach that accommodates both, the LGA boundary and the Activity Centre.



01

Examples of existing LGA boundary gateway sign. There are inconsistencies in colours and font sizes.



02

Example of existing entry into Patterson Lakes AC with both singage typologies.

## Activity Centre Identification Signs

The current identification signage for activity centres is inconsistent. There are older typologies still in the municipality that use the horizontal branding and have fonts that are not consistent with the branding guidelines. Identification signage should only be single sided for large centres and placed at entries to the the activity centre on the left hand side of the road.

### Recommendations

- Ensure signage to activity centres is single sided to not confuse users if they are traveling out of the activity centre.
- Remove old signage as new signage gets rolled out for a coherent signage family across the LGA.
- Standardise the signage typologies templates. Ensuring the scale of text, typeface choice and graphics are all as consistent as possible.
- Look at ways of construction that reduces the need to replace signage graphics.



01

Examples showing existing variations to signage typology using different typography, branding and size. Version with horizontal text is better suited for readability than vertical text version. It accommodates longer names however designs are outdated and could be improved.



# Vehicular Wayfinding

Generally, VicRoads signage provide good directional information to Activity Centres, however once the user arrives at the centre there is a lack of consistency of Gateway Identification Signage and little to none vehicular directional signage to public car park entry points and/or major destinations/facilities.

## Recommendations

- Undertake vehicular wayfinding signage strategies for large centers to improve navigation to public car parks and major Council facilities within the centres.



Example of VicRoads directional signage directing users to Activity Centres.



01 Examples of advance and intersection directional signage to activity centre..

# Car Parking Entry Identification Signage

These signs vary in design and composition depending on age, some are more legible than others. There is not set style for signs.

## Recommendations

- Consider the creation of vehicular car park entry signs for Council managed facilities and public car parks including parking conditions, hours of operations, etc.
- Place signage at car park entry points perpendicular to line of movement ensuring signage is not obscured by other elements.
- Limit the amount of regulatory information displayed on this signs, making sure they are all relevant to each site.
- Remove old signage as new signage gets roll out.



01 Examples of different signage in used for public car parks.



# Pedestrian Wayfinding Signage

Pedestrian wayfinding signage is limited and inconsistent. Where there are instances of pedestrian wayfinding, look and feel varies. There is an opportunity to create new signage typologies that better address pedestrian wayfinding through activity centres.

## Recommendations

- Introduce appropriate signage typologies for different needs. For example mapped plinths with directional information for larger activity centres or wall mounted maps for train stations arrivals, consistent directional fingerboards and pole mounted directional panels for decision points within the streetscape.
- Place map information at optimal viewing heights.
- Formalise key pedestrian routes within the activity centres via signage and passive wayfinding to link public transport, facilities and open spaces.
- Direct users to public amenities. i.e. Public Toilets
- Replace faded and damaged pedestrian signage.
- Introduce pedestrian directional signage at all decision making points of major connecting routes, to provide stronger connections to other destinations.

## Mapped plinths and Directional Signage



01

Examples including site identification, directional and/or mapping. All signs are inconsistent in look and feel. There is no hierarchy of information defined. Most current example (black plinth at Moorabbin) does not provide mapping and does not follow best practice principles (i.e. Users should not be directed to destinations behind them)

## Mapping



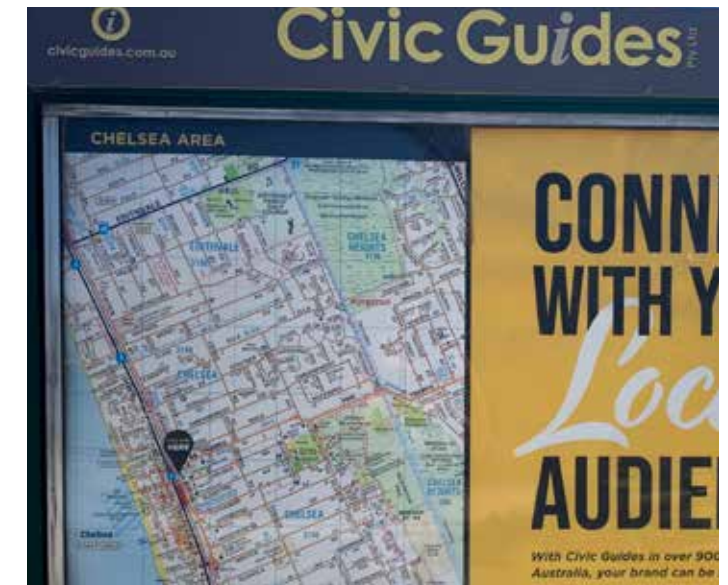
01

Most appropriate map scale for pedestrian wayfinding. It should provide a 5min walking radius from user location. Colour palette and information can be simplified for readability.



02

Map scale is more of a context map. It should be simpler in detail and go together with a heads-up map.



03

Inappropriate map scale for pedestrian navigation. Consider the removal of this sign.



## Beach Interface Pedestrian Signage

Same issues as the Foreshore open space.

### Recommendations

- Refer to page 40.
- Consolidate signage for reserves entries next to beach access.
- Place beach regulations only at beach access points where information is more relevant.



- 01** Consolidate entry signage with relevant information. Beach access signs should be placed only at beach access point.



- 02** Example of directional signage to public toilets. Ensure signs are visible from both sides: beach side and car parks side.

## General Regulatory Signage

There is a significant amount of regulatory signage across the centres. The visual style and 'tone of voice' varies among existing signage from friendly and casual to a harsh legal tone.

A friendly and welcoming messaging tone would help to provide a more positive experience for users.

### Recommendations

- Limit the amount of styles used throughout the signage to create a consistent system.
- Update signs to simplify and consolidate messaging incorporating universal pictograms and reword to be more positive and consistent.
- Where practical, always incorporated regulatory information into pedestrian wayfinding plinths.
- Review messaging and rules that cannot be regulated or where the problem no longer exists.
- Develop an action plan to review, remove and replace outdated and redundant signage.



- 01** Examples of regulatory panels pole mounted. There is an abundance of "Alcohol free zone" signs with different design variations. Create consistent templates and pictograms to be applied across the municipality and remove outdated signage.

# Interpretive Signage

There is an opportunity to consolidate and create a standardised templates for interpretive signage at activity centres. Exceptions could be made for areas of significance.

QR Codes included in interpretive signs, offers the opportunity to integrate digital experiences to provide story telling and enhance the visitor experience and link to further information about sites or stories.

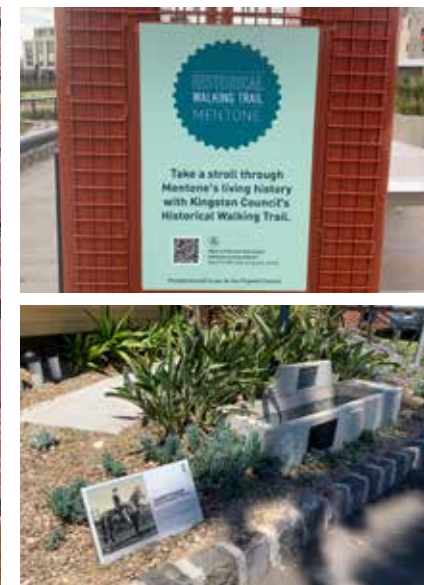
## Recommendations

- Create a consistent family of sign for application in the activity centres.
- Aside from artist commissioned works, update signage typologies to be consistent with the activity centre signage family.
- Locate interpretive signage in suitable locations mindful not to interfere with identification and wayfinding signage needs and in places where users can come close to the sign to read the information.
- Ensure interpretive signage is maintained and cleaned regularly.
- Ensure text is readable on signs if placed below the recommended viewing heights. When placed on the ground, text size needs to be large and word count reduced.
- Consider using materiality that is symbolic to the site.
- Avoid complex construction.
- Refer also to recommendations for open space on page 35.



01

Consider redesigning interpretive signs with a simpler construction method and position them at locations where they are not obscured by street furniture and where the user can take the time to approach and read the information.



02

Historical walking trail at Mentone provides a good start for a combination of physical signage with digital information, however signs are placed too low not at optimum viewing heights, making them difficult to read.



—

## **Building / Facility Identification**

## Building / Facility Identification Signage

The municipality has a varied array of facilities identification signage. There is an opportunity to create a consistent look and feel by formalising signage guidelines for these typologies based on the best precedents within the municipality for future roll out of signage.

This typology is not part of the scope, however the following images provide an overview of Council's signage assets.

### Recommendations

- Formalise building/facility identification signage guidelines to create consistency among all Council managed facilities.
- Create a set of signage design guidelines of all external and internal signage.
- Integrate signage into existing facades where possible as shown in adjacent examples.
- Limit the amount of fonts and colours used throughout the municipality to form a harmonious signage and wayfinding language.
- Phase out old signage for new signage as older signage deteriorates.
- In the signage design guidelines create clear criteria for the use of backlit building signage

### Surface Mounted



✓ Examples of facility identification signage written in Title Case and with high LRV for good readability. Good precedent for future signs however different font weights were used.



✓ Examples of facility identification signs that provide good readability. Title Case always be used to improve legibility and consistency with other signs.



✓ Example for facility with sub-branding.



01 Monotone logo works better with this signage typology to ensure a high LRV contrast. Keep text one colour without outlines for consistency and better legibility.



02 Create consistency of look and feel as per examples above. Use branding typography and logo either black or white depending on background colours and materials.



03 Example of open space's tenants building identification signage. Consider the creation of standards for tenants signage.



## Building / Facility Identification Signage

### Freestanding



Example for large sign. It follows most current look and feel developed by the municipality, however readability could be improved by using Title Case.



Example for medium sing. It follows most current look and feel developed by the municipality.



Example for vehicular identification sign. Signage uses different typography, however it suits the use for the Farmer's Market.



Example for facility with sub-branding. Sign uses different typography and colours.



02

Council offices building identification flag in gray



03

Examples for large community hub signs. There is no consistency in the designs.



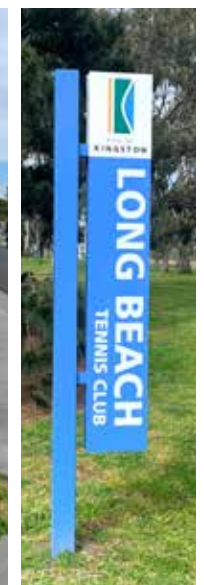
04

Example for medium freestanding sign with different backgrounds.



05

Example for small freestanding sign with yellow and blue background.





## Building / Facility Signage

### Libraries



Best precedent examples for library facilities at Dingley Village and Highett. Fingerboards could be improved by using Title Case or Sentence case to aid readability. Different flag colour banners where on display at different libraries (blue- Dingley Village, red- Cheltenham and green-Highett). Consider the use of only one colour among them.



01

Patterson Lakes Library



02

Moorabbin Library



03

Chelsea Library



04

Cheltenham Library





## Building / Facility Signage



01

Art centre identification signage at Moorabbin



02

Examples of signage different variations for the same facility. There is no consistency in signage look and feel.



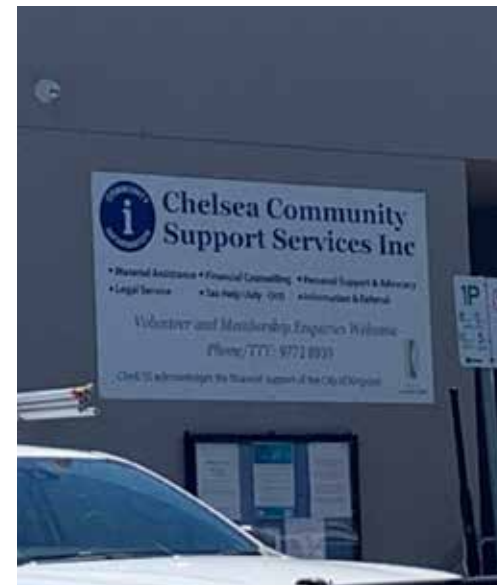
03

City Hall identification sign at Moorabbin.



04

Examples of other Council building identification signs.



05

Council offices identification sign at Cheltenham.



06

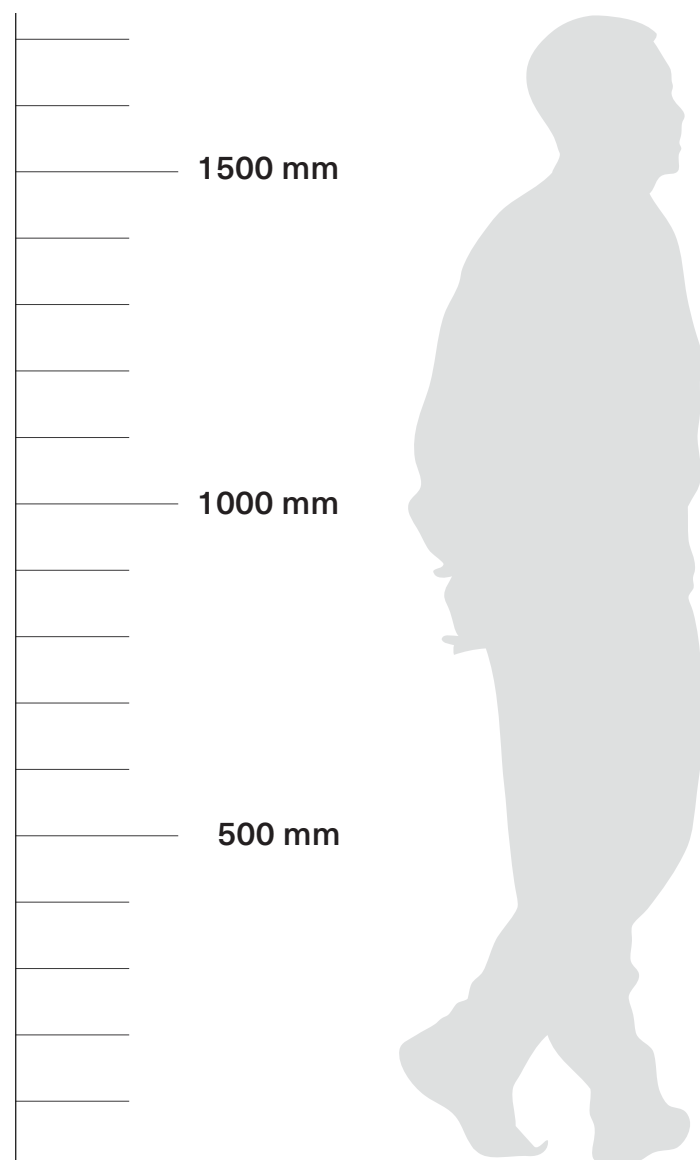
Example of building accessible wayfinding signage at Mordialloc.



# Key Moves for Pedestrian Wayfinding

There is the opportunity to improve, readability, legibility through updates across the current signage design. Below is an example to improve entry plinths to open spaces.

1. Each sign typology is consistent in position, size and colour.
2. Opportunity to add in directional information to surrounding destinations if the location requires it.
3. Moving map to the top of the sign for optimal viewing heights for users. It is also recommended to make the map sit within a square rather than a rectangular shape to allow rotation for heads-up maps.
4. Remove coloured backgrounds from regulatory information and use colours as highlights only. This will ensure the LRV value is above 70%..
5. Group all related dog regulatory information into the one area, removing the need for the 'OFF LEASH ZONE' and 'BE AWARE OF DOG RESTRICTION' panels in the existing design.
6. Simplify regulatory symbols, removing grey shadow outline and adding red outline instead.
7. Shift City of Kingston logo to the bottom of the sign to allow for information to sit higher.



## Existing

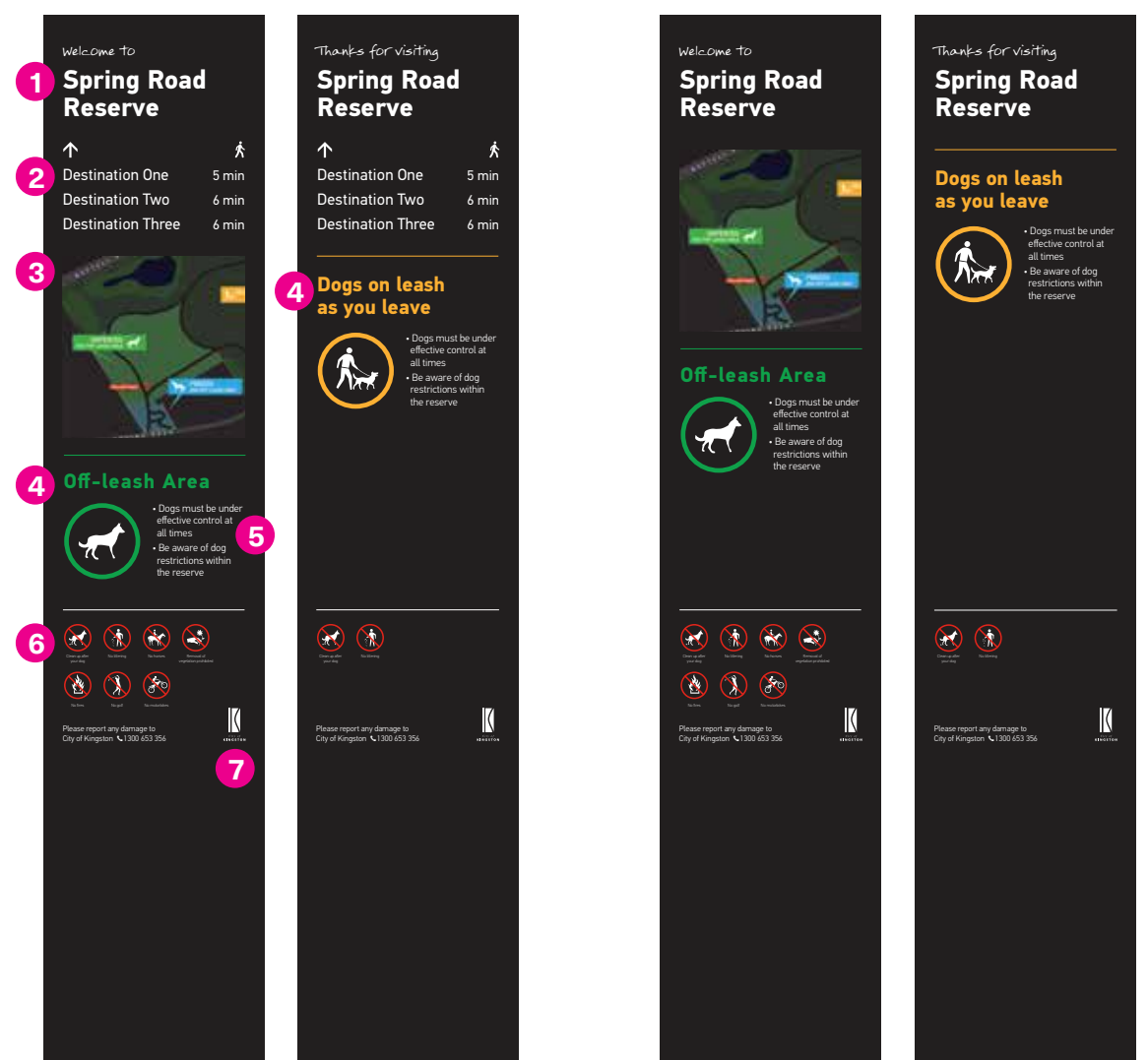


SIDE A

SIDE A (VARIATION)

SIDE B

## Proposed Improvements



SIDE A

SIDE B

SIDE A

SIDE B



### Section 3

---

# Proposed Signage Typologies

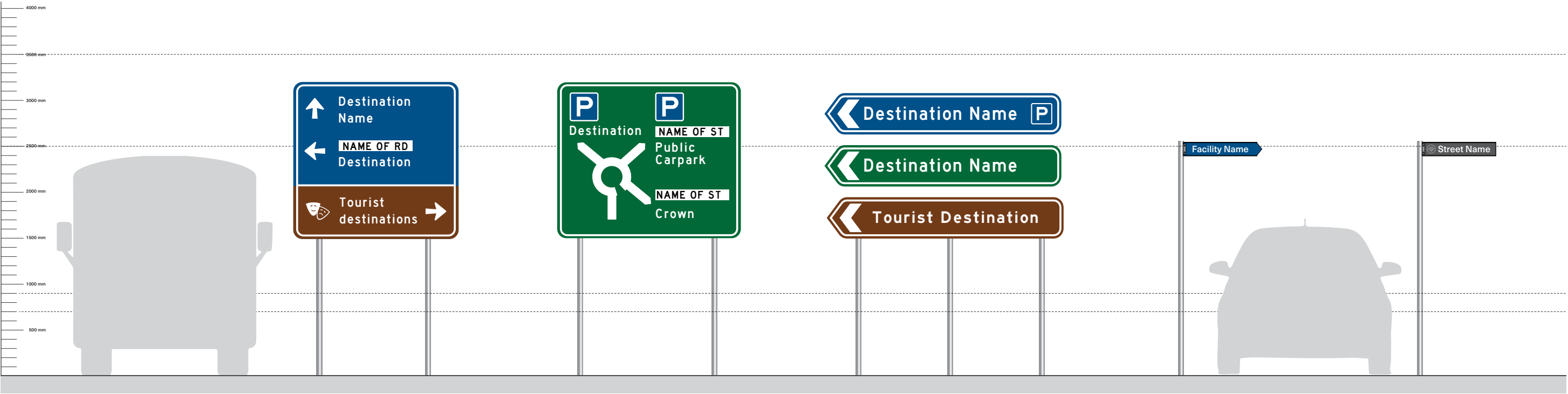
The following pages provide an overview of all signage assets a Local Government Area would generally need to provide a complete signage system that would cater for all user needs.

The scope for this project is only to provide high level design and guidelines for a set of six wayfinding signage typologies.

# Vehicular Signage Overview

Below is a representation of the AusRoads vehicular signage typologies and their purpose. This signage typologies will be needed to guide users to Local Government Areas, regional Open Spaces and major destinations. It provides a hierarchy overview and a scale relationship between them and the end user. Design is indicative and its function is to serve as a reference guide only.

- DIRECTIONAL SIGNS COLOUR
- Towns, Cities, State wide  
Route Numbering and  
particular locations
  - Facilities and services
  - Tourist Attraction of  
significant recreational and  
cultural interest



Code	VD1	VD2	VD3	VD4	ST
Name	Advance Directional*	Advance Directional Diagram*	Intersection Directional*	Community Facilities Directional*	Street Blades
Functional Type	DR	DR	DR	DR	ID
Installation	Freestanding	Freestanding	Freestanding	Pole mounted	Pole mounted
Purpose	To provide users with directional information prior to entering intersections to allow time for drivers to select routes. It should direct users to car parks or main destinations.		To confirm route and directions for users at intersections and guide them to destinations.	To direct users to community facilities through the municipality.	To provide users with street name information and "No through" road information.
Location	Prior to intersections and decision points.		Placed at road intersections.	At corners of street intersections.	At corners of street intersections.
Recommendations	Develop a vehicular wayfinding strategy to connect vehicular users to Town Centres, regional open spaces and major attractions. Not part of scope of services			Review and update	Review and update

\* Sign should be base on Australia Standards Tourist and Services Signs, refer to standard for placement principles and guidelines

NOTE  
Any signage on a state road needs the Department of Transport's approval

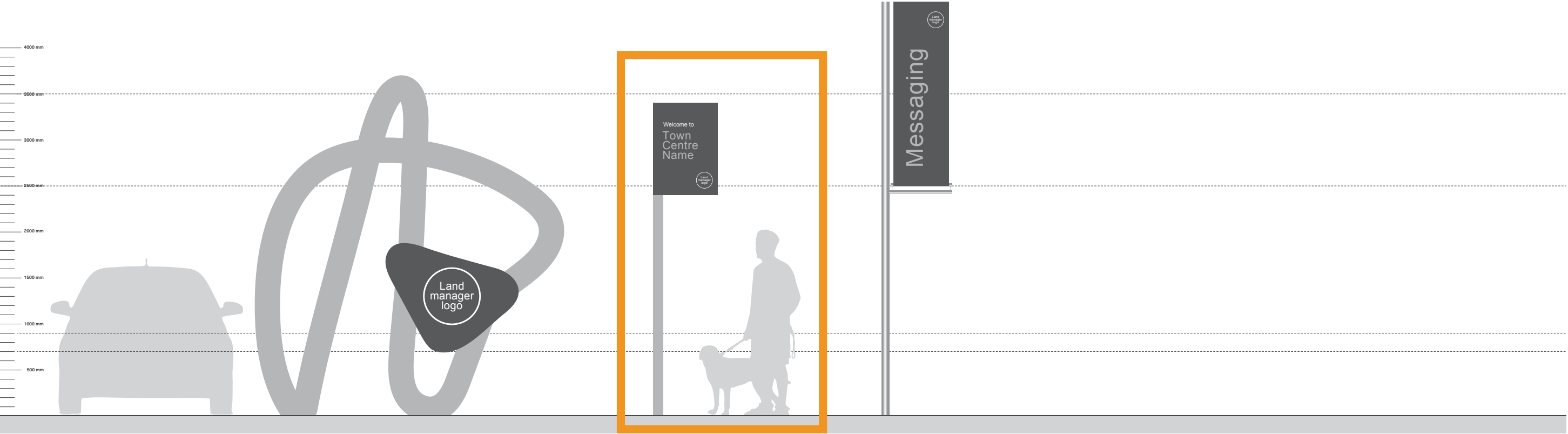


# Gateway Signage Overview

Below is a representation of the usual signage typologies, their purpose and approximate sizing. It provides a hierarchy overview and a scale relationship between them and the end user. Design is indicative and its function is to serve as a reference guide only. Some of this typologies are currently in use by the municipality.

SCOPE OF SERVICES

Sign developed as part of this scope. Refer to *Kingston OS and AC Wayfinding Gguidelines*.

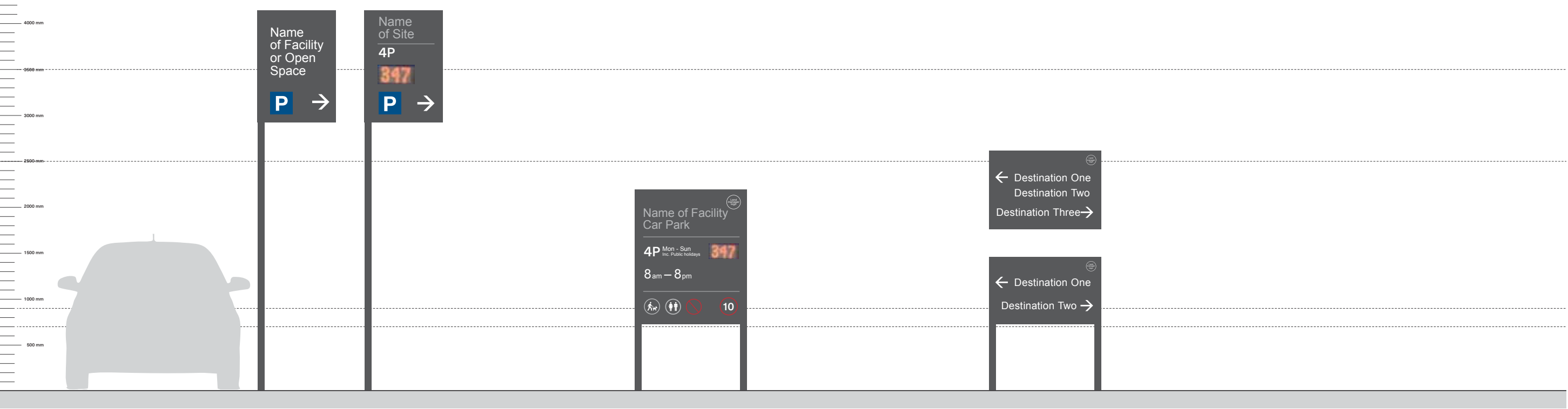


Code	GW1	GW5	PR1
Name	Feature Boundary Gateway *	Destination Arrival Gateway*	Placemaking/Promotional Banner*
Functional Type	ID + IF	ID + DR	PR + ID
Installation	Freestanding	Pole Mounted	Freestanding or Pole Mounted
Purpose	To provide LGA arrival identification and placemaking. It creates a sense of 'arrival' and 'welcome' for users traveling by car and bus. It clearly identifies the land manager. It can be integrated with recognition of traditional owners of the land and indigenous artwork.	To provide arrival identification to activity centers or open spaces.	To promote and identify town centres or events that have a local presence. The sign creates a sense of 'place' for each town.
Location	At primary road access points to LGA where space and location allows for a more prominent public art piece	Placed on external roads kerbside at arrival points or prior to entries to carparks.	Near entry points to town centres main shopping street.
Recommendations	Consider the creation of placemaking gateways	Review existing design.	

\* Any signage placed on road reserve needs the Department of Transport's approval

# Car Park Signage Overview

Below is a representation of the usual signage typologies, their purpose and approximate sizing. It provides a hierarchy overview and a scale relationship between them and the end user. Design is indicative and its function is to serve as a reference guide only.



Code	CP1	CP2	CP3
Name	Advance Vehicular Directional*	Car Parking Identification	Car Parking Directional
Functional Type	ID + DR	ID + IF	DR
Installation	Pole Mounted	Freestanding	Freestanding
Purpose	To provide advance directional information to facilities car parking entries to allow enough time for user's decision making.	To provide users with car park identification and conditions of entry information and regulations.	To provide users with directional information at intersections of facilities' internal roads and car parking. It should direct to destinations' best parking.
Location	Placed on external roads kerbside prior to entering car parks.	At garden beds next to entries to facilities car parks.	At internal roads intersections
Recommendations	Develop new template for open spaces.	Develop new template for open spaces.	If necessary develop a new template.

\* Any signage placed on road reserve needs the Department of Transport's approval

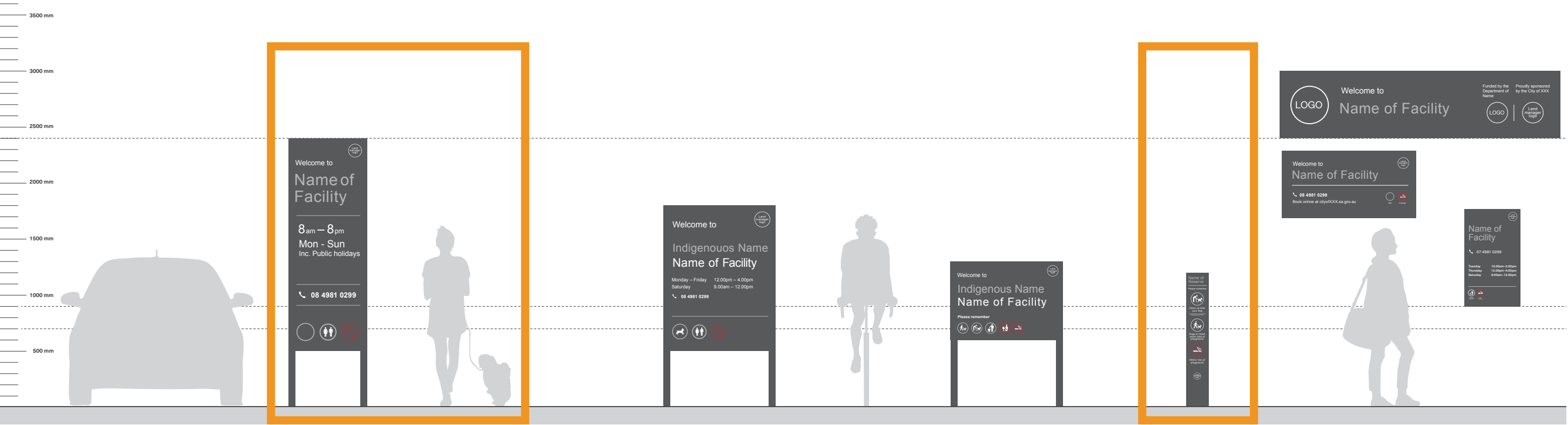


# Identification Signage Overview

Below is a representation of the usual signage typologies, their purpose and approximate sizing. It provides a hierarchy overview and a scale relationship between them and the end user. Design is indicative and its function is to serve as a reference guide only.

SCOPE OF SERVICES

Sign developed as part of this scope. Refer to *Kingston OS and AC Wayfinding Guidelines*.



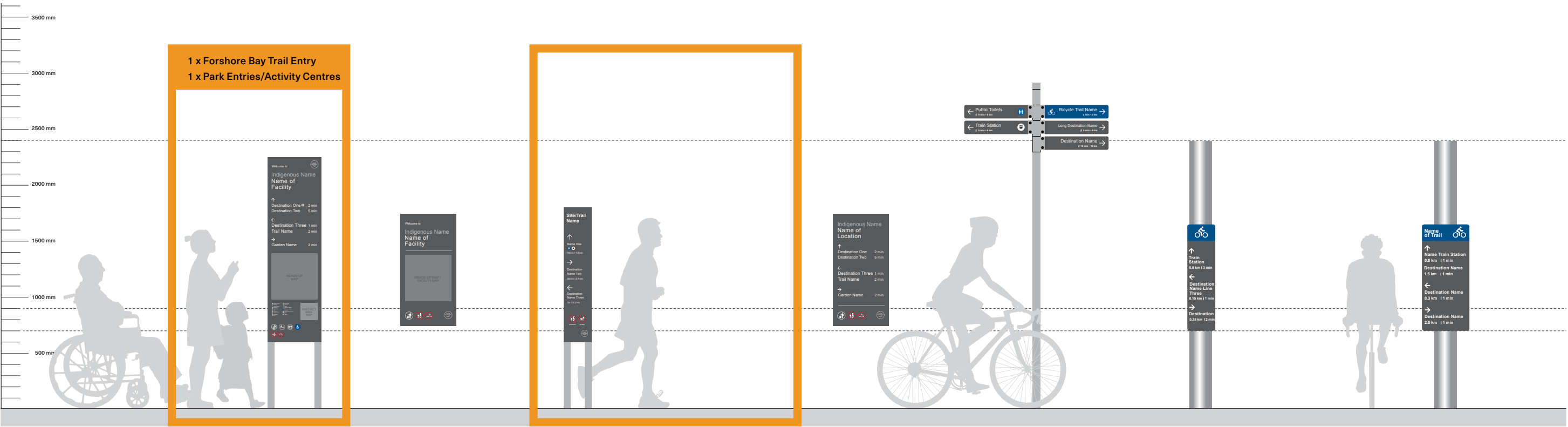
Code	ID1	ID2	ID3	ID4	ID5	
Name	Facility Identification Large		Facility Identification Medium	Facility Identification Small	Facility Identification Bollard	Building Identification Large , Medium, Small
Functional Type	ID + IF + RG		ID + IF + RG	ID + IF + RG	ID + IF + RG	ID + IF
Installation	Freestanding		Freestanding	Freestanding	Freestanding	Surface Mounted
Purpose	To display the name, function and information of major facilities on arrival and provide key information i.e facilities (BBQ, playground, dog park), regulations, opening hours, facilities available, club or tenant names, etc.			To display the name and regulatory information for small facilities.	To display the name and regulatory information for small open spaces.	To display the facility name, club or tenant names at main entrances to buildings within a facility.
Location	At garden beds near arrival points/entries to car parks of large or highly visited facilities or on high speed traffic roads.		At garden beds near arrival points/entries to medium size facilities of moderate visitation and/or importance.	At garden beds near arrival points/entries to small or infrequently visit facilities.		At pedestrian entries to facilities of public use.
Recommendations	Develop new template	Develop new template	Develop new template	Develop new template	Develop new template	Develop new template. Not part of scope.

# Pedestrian / Cyclist Signage Overview

Below is a representation of the usual signage typologies, their purpose and approximate sizing. It provides a hierarchy overview and a scale relationship between them and the end user. Design is indicative and its function is to serve as a reference guide only.

SCOPE OF SERVICES

Sign developed as part of this scope. Refer to Kingston OS and AC Wayfinding Guidelines.

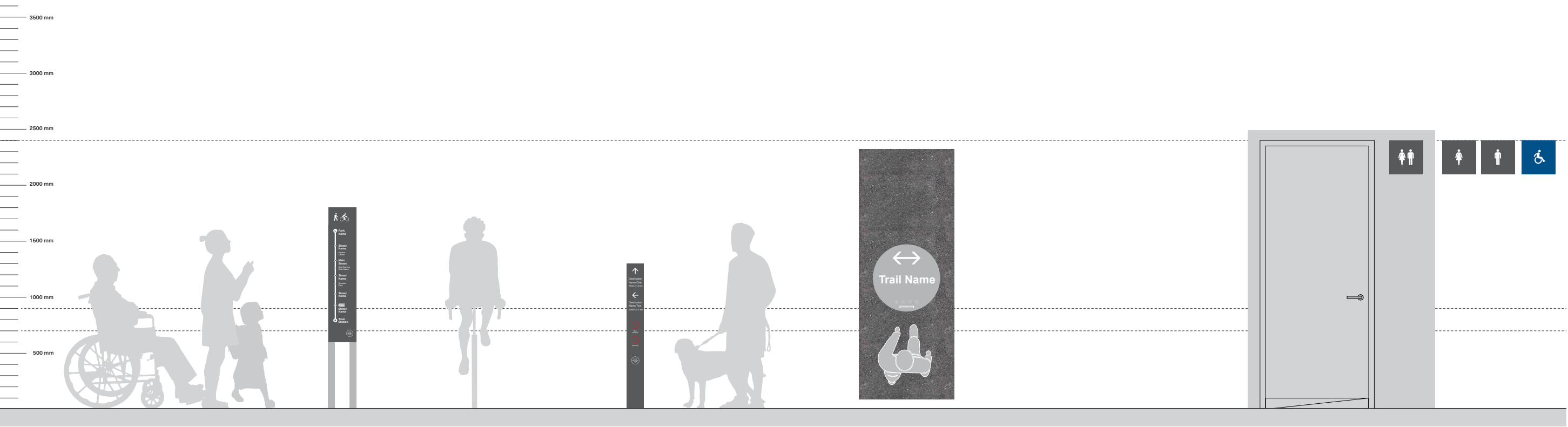


Code	IF1	IF2	DR1	DR3	DR4	AT1	AT2
Name	Mapped Plinth	Mapped Panel	Directional Plinth	Surface Mounted Directional Panel	Fingerboard	Active Transport Directional Panel On-Road	Active Transport Directional Panel SUP
Functional Type	ID + IF + DR	ID + IF + DR	ID + DR	ID + DR	DR	DR	DR
Installation	Freestanding	Surface Mounted	Pole Mounted	Freestanding	Pole Mounted	Pole Mounted	Pole Mounted
Purpose	To provide users with site identification, local directional information and maps at primary decision points along routes. Regulatory information is also provided to ensure users are aware of surrounding regulations. Mapped panel sign is used in locations where space or traffic levels does not permit a plinth.		To provide users with local directional information at secondary decision points along pedestrian routes. It provides pedestrians with reassurance when traveling between mapped signs and destinations		To provide users with reassurance and local directional information at secondary/tertiary decision points along routes.	To provide cyclist with directional information at or prior to decision points along cyclist routes.	
Location	Placed at primary decision points, arrival/entrance or near entry points to major/ large facilities, open spaces or at car park interfaces.		Placed at secondary intersections and decision points along pathways.			Placed at minor decision points along pathways.	Placed at decision points along specified routes.
Recommendations	Develop new template	Develop new template	Develop new template	Develop new template		Develop new template	Develop new template



# Pedestrian / Cyclist Signage Overview

Below is a representation of the usual signage typologies, their purpose and approximate sizing. It provides a hierarchy overview and a scale relationship between them and the end user. Design is indicative and its function is to serve as a reference guide only.



Code	IF3	DR5	SG1	PT1
Name	Linear Map	Directional Bollard	Pavement Marker	Public Toilets Identification
Functional Type	IF + DR	DR	DR + PR	ID
Installation	Freestanding	Freestanding	Ground Surfaces	Surface Mounted
Purpose	To provide reassurance for users along coastal trails by providing local linear navigation including key destinations of interest.	To provide users with reassurance and local directional information at tertiary decision points along routes.	To provide users with route reassurance at intersections along trails or where trail continuity is broken up. Can also be use for promotional information.	To identify public toilets.
Location	Placed at key entrances to trails.	Placed at minor decision points along pathways.	Placed at decision points along specified routes.	At entrances or near entrances to facilities, clearly visible to users.
Recommendations	Develop new template	Develop new template	Develop new template	Develop new template as part of public toilet strategy.

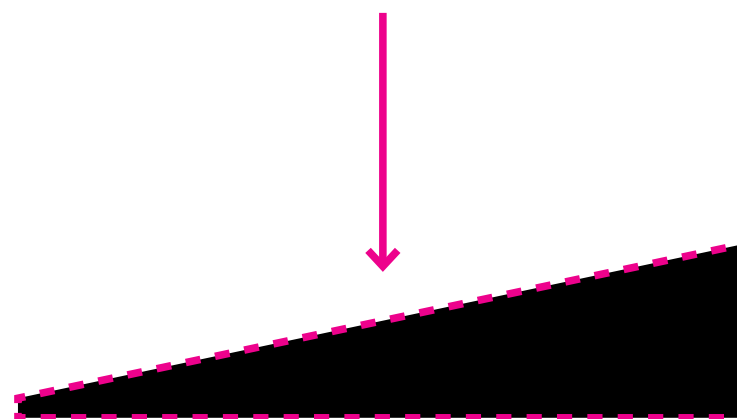
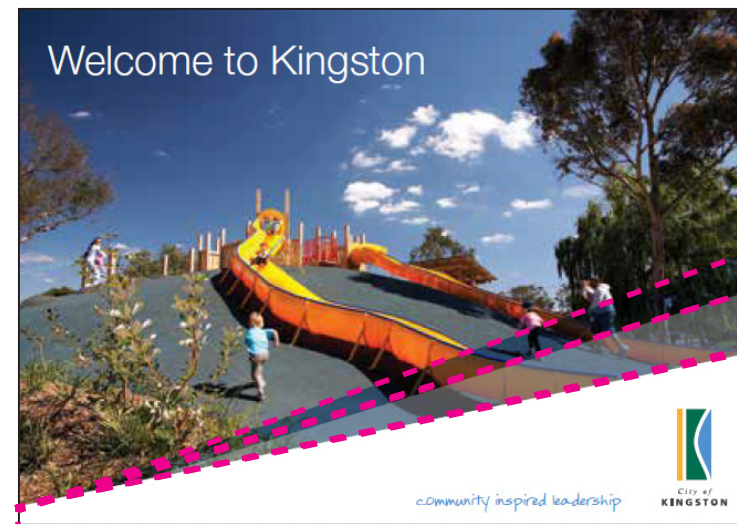
Section 4

# Signage Specifications

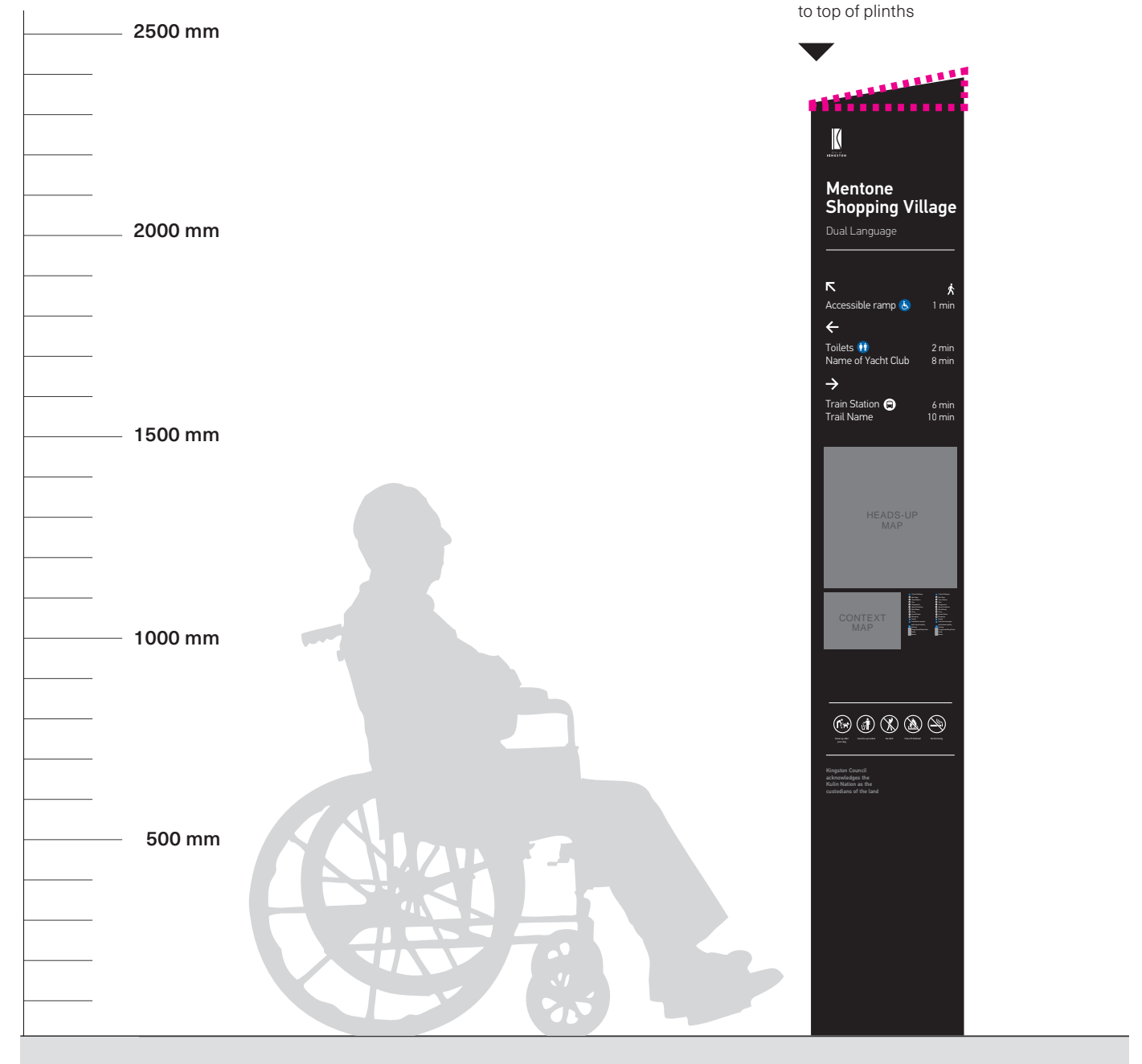


# Angle Inspiration

There is the opportunity to incorporate shapes used in the Kingston marketing material into the signage to create a direct link between the online and physical environments.



▲  
One of the angular shapes  
taken from the branding  
guidelines



# Signage Colour Palette

The consistent use of colours creates a recognisable signage system and helps reinforcing the brand.

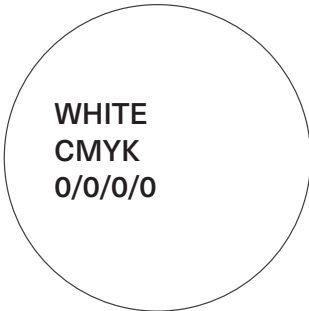
When reproducing printed artwork it is imperative that files are set in CMYK mode. This will ensure consistency throughout all signage.

## Primary

Base Colours

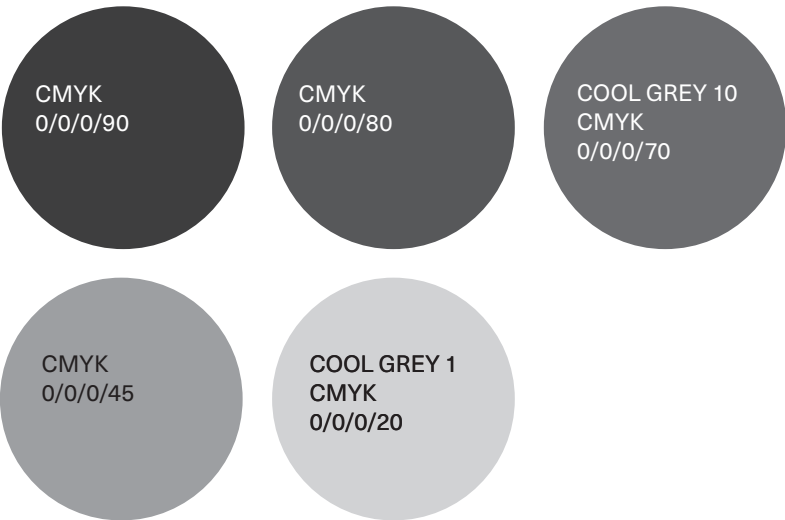


Highlight Colours



## Secondary

Base Colours / For use on maps

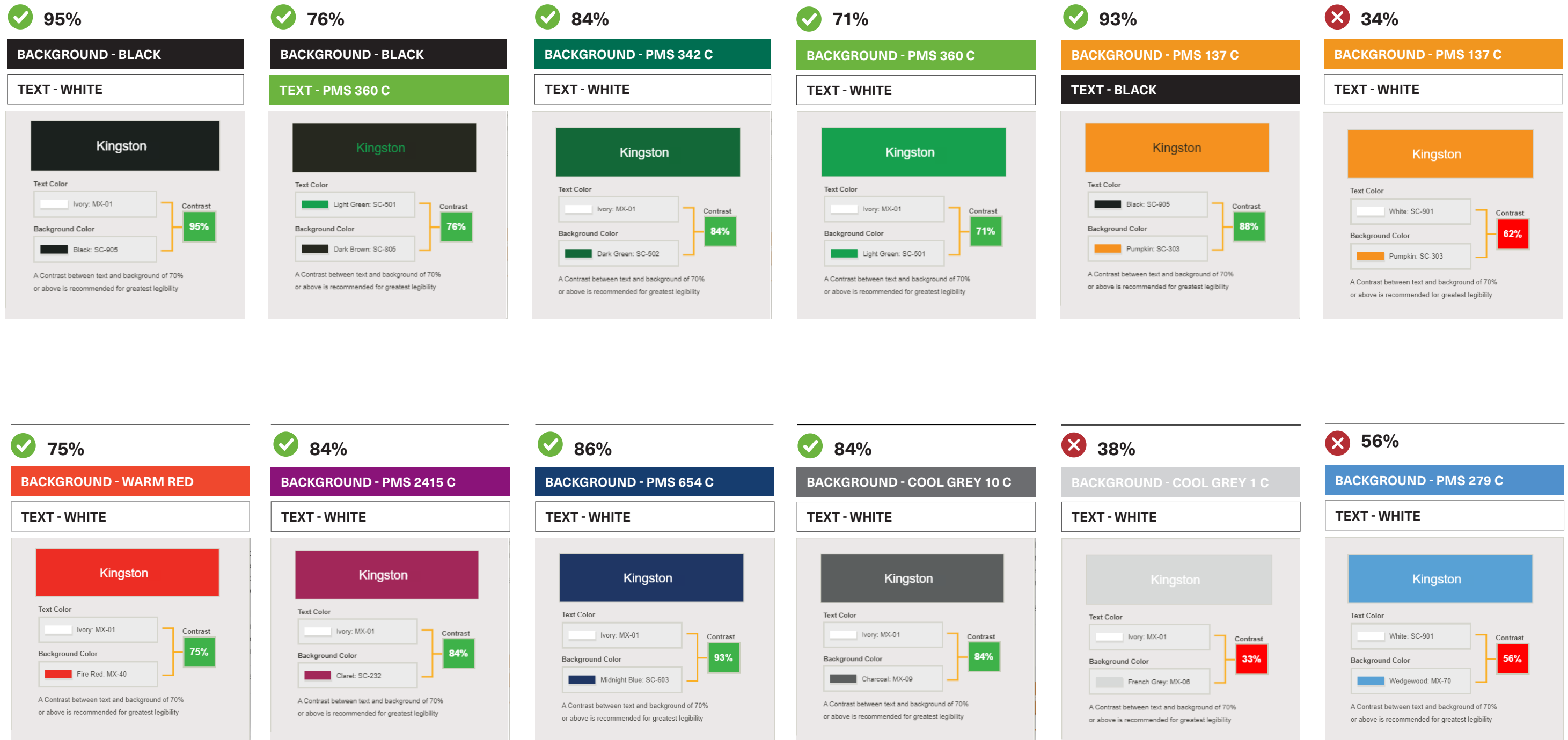


Highlight Colours / For use on maps and pictograms





# Acceptable and Non-Acceptable Colour Contrast & Accessibility



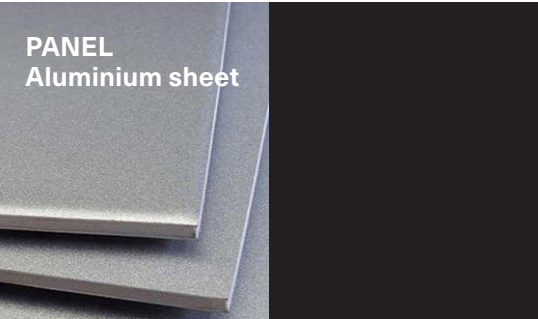
# Materials and Finishes

The materials palette has been chosen to provide a cost effective, durable and easily amendable system. It is envisaged that the palette of materials can be sourced locally mitigating delivery and supply issues.

Colours have been chosen to achieve a high level of contrast and legibility to create a distinctive signage system.

## Materials Palette

### Activity Centre



Can be locally sourced and more cost effective than Enamel. Painted in a two pack polyurethane to match colour palette. Finished with a satin protective clear coating

### Open Space



### Foreshore



### Graphics



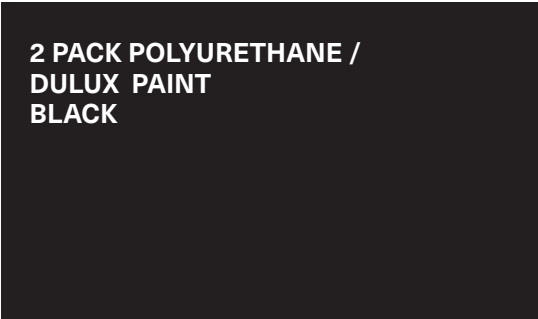
Printed vinyl graphics or computer cut lettering.



Used for lettering on gateway and facility identification signage when nighttime legibility is required. for car users

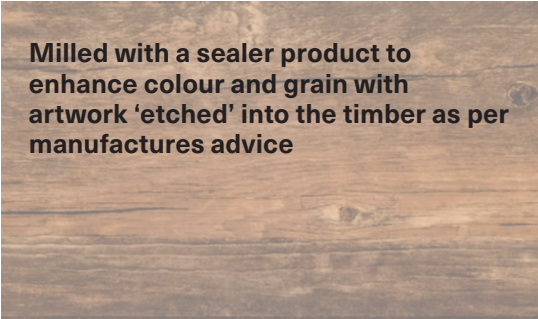
## Finishes Palette

### Panels



Paint over panels

### Sawn Timber



### Recycled or Reclaimed Timber



### Panels & Graphics



Protective clear coating Satin & Matte



Anti-Graffiti / vandalism resistant clear coat laminate



# Signage

## Typography

To support the creation of accessible content for people with vision impairment, it is important to use sans serif fonts and horizontal text that is left aligned, well spaced and of an appropriate size. Leading should be adequate, spacing between paragraphs generous and the use of ALL capitals, italics and underlining should be limited or eliminated.

### Family Fonts

PF Din is the next iteration from the original DIN typeface. Providing more options for weights and additional support for non-latin languages.

### Case

Wording on signs should all be in sentence or Title Case (as appropriate) for legibility.

### Kerning

Kerning (space between individual letters) should always be set to optical kerning to ensure that there is a consistent amount of space between each letter form.

### Tracking

20 for headings and subheadings  
10 for body text

### Text Size

Text size on all signs has been determined based on the ideal viewing distance and should be followed.

Headings  
PF DinText Pro Medium

Used for Site Names,  
Reserves and Main Titles

Subheadings  
PF DinText Pro Thin / Bold

## Sub headings

Should be set in weights that create contrast with main titles and body copy.

Body Copy and Maps  
Weight options

Body copy and destinations on signage should be generally set in Light to ensure there is enough contrast for information hierarchy. Additional text on maps or interpretive signage could use any of the below weights ensuring contrast of information and readability.

Light  
Quisque mollis viverra ex, gravida dignissim nisl ultricies sit amet. Curabitur blandit nibh quis porta.

Thin  
Quisque mollis viverra ex, gravida dignissim nisl ultricies sit amet. Curabitur blandit nibh quis porta.

Extra Thin  
Quisque mollis viverra ex, gravida dignissim nisl ultricies sit amet. Curabitur blandit nibh quis porta.

Regular  
Quisque mollis viverra ex, gravida dignissim nisl ultricies sit amet. Curabitur blandit nibh quis porta.

Medium  
Quisque mollis viverra ex, gravida dignissim nisl ultricies sit amet. Curabitur blandit nibh quis porta.

Bold  
Quisque mollis viverra ex, gravida dignissim nisl ultricies sit amet. Curabitur blandit nibh quis porta.

# Pictograms Library Facilities

**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 a signage system.**

The following library of pictograms is in line with international standards and are to be used across all signage typologies and mapping to identify commonly used facilities, hazards or to communicate expected behaviours in the area. When applied to signs they should be scaled proportionately to the desired size.

Additional symbols might need to be created in the future and they should be developed to have the same look and feel. They should generally be understood as stand-alone messages.

These designs comply with the following standards:

- ISO standards 7001:2007
- AS 1319 Safety Signs for the Occupational Environment
- Society of Environmental Graphic Design (SEGD)
- AIGA the professional association for design
- National Park Service Icons 1982, USA

## NOTE

Refer to CoK\_Pictograms Library.ai






# Pictograms Library

## Hazards & Expected Behaviours


### Warnings



Warning



Supervise children



Unpatrolled area



Slippery rocks



Slippery surface




Deep water




Submerged objects



Strong currents



River edge



Beware kangaroos




Wombats




Snakes




Flood risk



Wash hands



Clean fish




Pedestrians



Unstable cliffs



Cliff collapse




Land slippage




Trees may fall




Limbs may fall




Weather conditions  
Exposure risk



Rough surf



Water




Shallow water



Edge



Steep walking track



Steep descent



Uneven ground


### Regulatory



No entry



No access




No parking



No vehicles




No trailers



No motorbikes



No bike riding



No horse riding




No smoking




No alcohol




No camping



No fires



No drinking water




No photography




No food



No fishing



No picking plants



No bird feeding




No drones




No Skating



No Golf




No watercraft



No stand up  
paddleboards



No motorboats



No contact with  
water



No swimming

### Advisory




CCTV




Free Wi-Fi



Use bins  
provided




Take your  
rubbish home



Cycling



Shared path




Shared path - ride slowly




Shared path - ride slowly



Shared path - give way




Shared path - give way




Let it grow




Swimming  
Permitted



Fees apply



Mobile



Wear life  
jackets



Patrolled area

### Dogs Regulations All Year




Dogs on leash



Dogs off-leash




No dogs



Clean up after  
your dog


### Foreshore Dog Areas



All year dogs  
off-leash area



On/off leash  
area



Restricted off  
leash area


### On/Off leash area



Dogs on leash



Dogs off-leash



No dogs

### Restricted off leash area



Dogs off-leash



No dogs

**NOTE**  
Refer to CoK\_Pictograms Library.ai

## Context or Reference Map Standards

Reference maps should go together with Heads-Up maps to provide context and connection to surrounding suburbs/destinations, it enables the viewer to understand their location within the larger context of the city. Their level of detail should be simple and clear.

Context maps or reference maps are generally used on the following signage typologies:

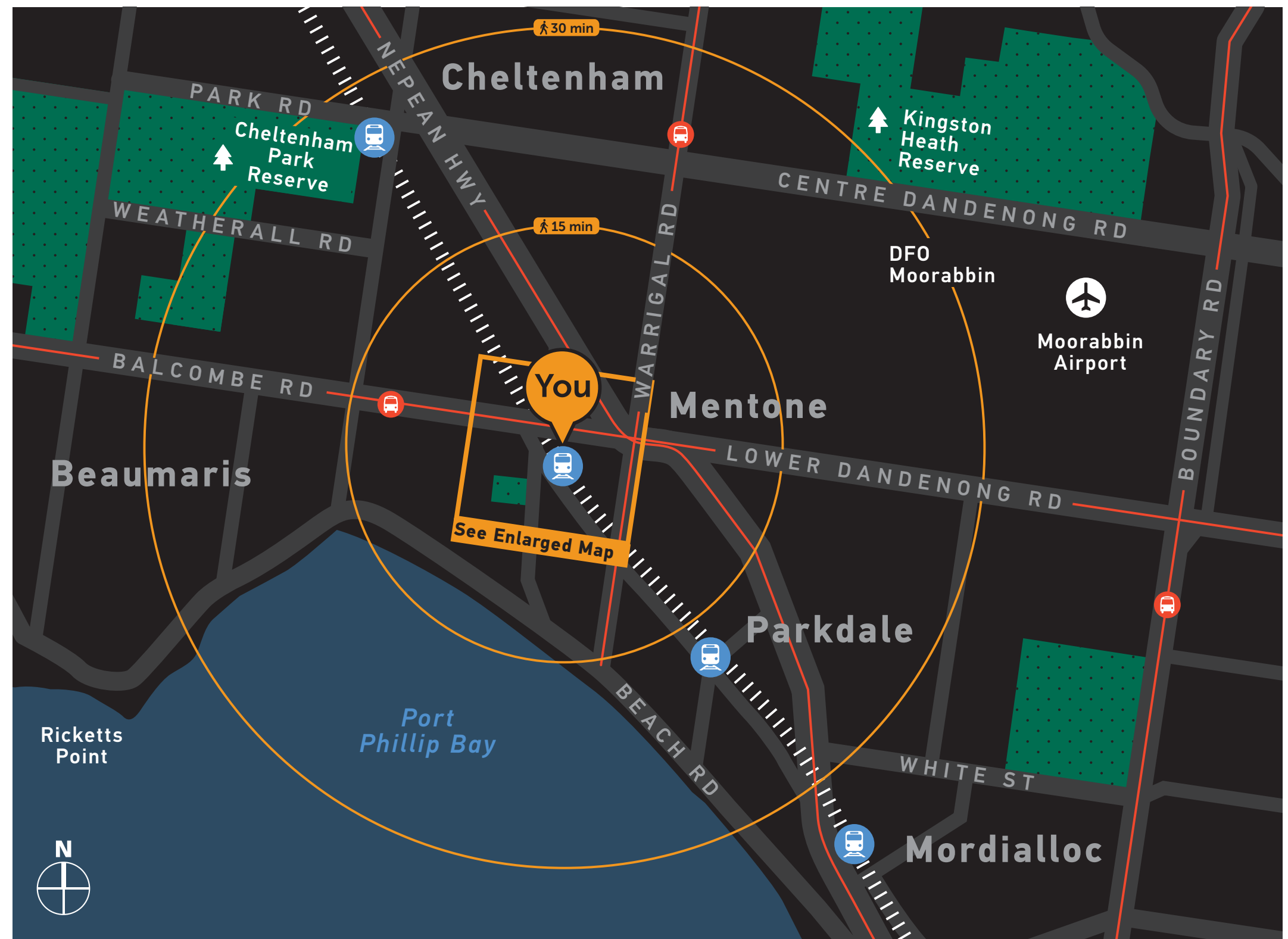
- Urban mapped plinths
- Wall mounted panels with maps
- Park entry plinths

### Information to be provided

- Streets positioning and naming
- Suburbs
- Key Landmarks, parks and water bodies
- Public transport routes

### Design Elements

1. 'You are here' area box: it indicates the area displayed by the heads-Up maps.
2. Walking distance circumferences: the 'You are Here' symbol could be accompanied by reference distances of 15 and 30 min from its center. This provides the user an idea of other facilities near by.



Map look and feel (not to scale)

### NOTE

Refer to CoK\_Maps\_TEMPLATE.ai



# Heads-Up Map Standards

Heads-up maps can provide more detail than directional signs alone by setting the tone, orientating, helping with journey planning and determining where to go and what to do.

The following heads-up maps are a guide only for the look and feel of maps to be used on signage across the municipality. The level of detail should be simple and clear. For Heads-up maps, streets or pathways should be aligned to the position the user is facing. Heads-Up maps are generally used on the following signage typologies:

- Urban mapped plinths
- Park entry plinths
- Wall mounted panels with maps
- Large/complex facility plinths

### Information to be provided

- Streets positioning and naming.
- Retail precincts, parks, landmarks and key facilities. (toilets, playgrounds, ovals, sports courts, library, public pools, barbecues, water fountains and main tourist attractions).
- Accessible features of a place.
- Share pathways and major walking paths within open spaces and connections to adjacent destinations including pedestrian links accessible during business hours.
- Dog-friendly areas, feature gardens, lakes/wetlands, main beaches, lookouts and other areas of importance.
- Car parks and public transport networks and stops (train, bus, taxis, ferries).
- Walking distances and times.

### Design Elements

1. Heads-Up map area: Generally defined by a 500m<sup>2</sup> to 800m<sup>2</sup> radius of the sign location or the size of a facility/ open space, with text sized to be read from close up.
2. Cardinal directions: Position the map in the direction the user is facing using a north symbol for reference.
3. Legend: Only include symbols shown in the sign.
4. "You Are Here" symbol (location of user): Usually centered or approximately 1/4 from the bottom of the map. Place 5 and/or 10 min walking circumferences from its center.
5. Pictograms: Internationally recognise pictograms to identify destinations and facilities.
6. Places of Interest: Any site of interest within the area.
7. Peripheral destinations: Include in the perimeter of the map relevant destinations not displayed in the area. Place next to best connecting route and include walking time from sign location. Refer to section 'Time & Distance'.

**NOTE**  
Refer to CoK\_Maps\_TEMPLATE.ai

## Open Space



Map look and feel (not to scale)

# Heads-Up Map Standards

## Activity Centre



Map look and feel (not to scale)



Scale 1:1 @ A3



# Dog Regulations Map

Existing dog regulations can be displayed in one concise map. It is important to use internationally recognise pictograms and give points of reference in the map for users to be able to identify where they are in reference to the map.

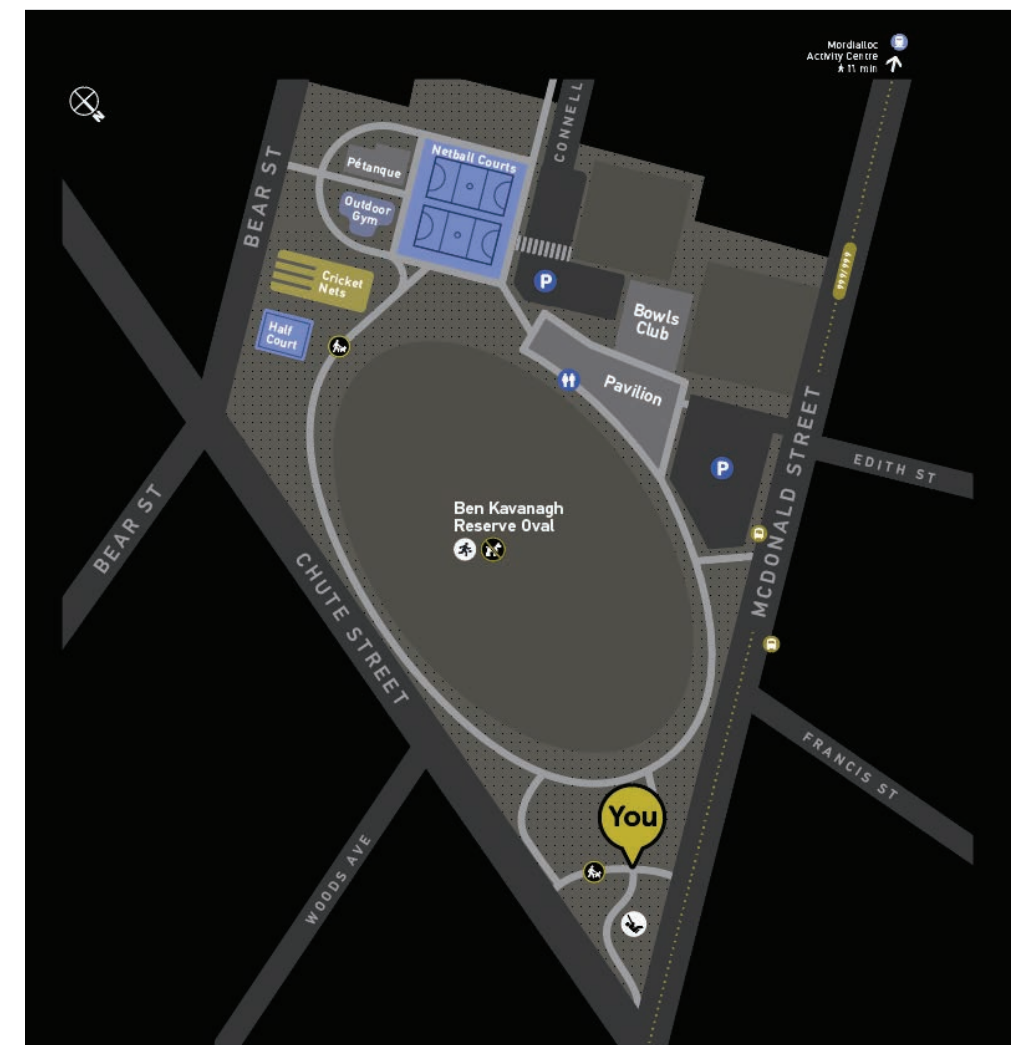
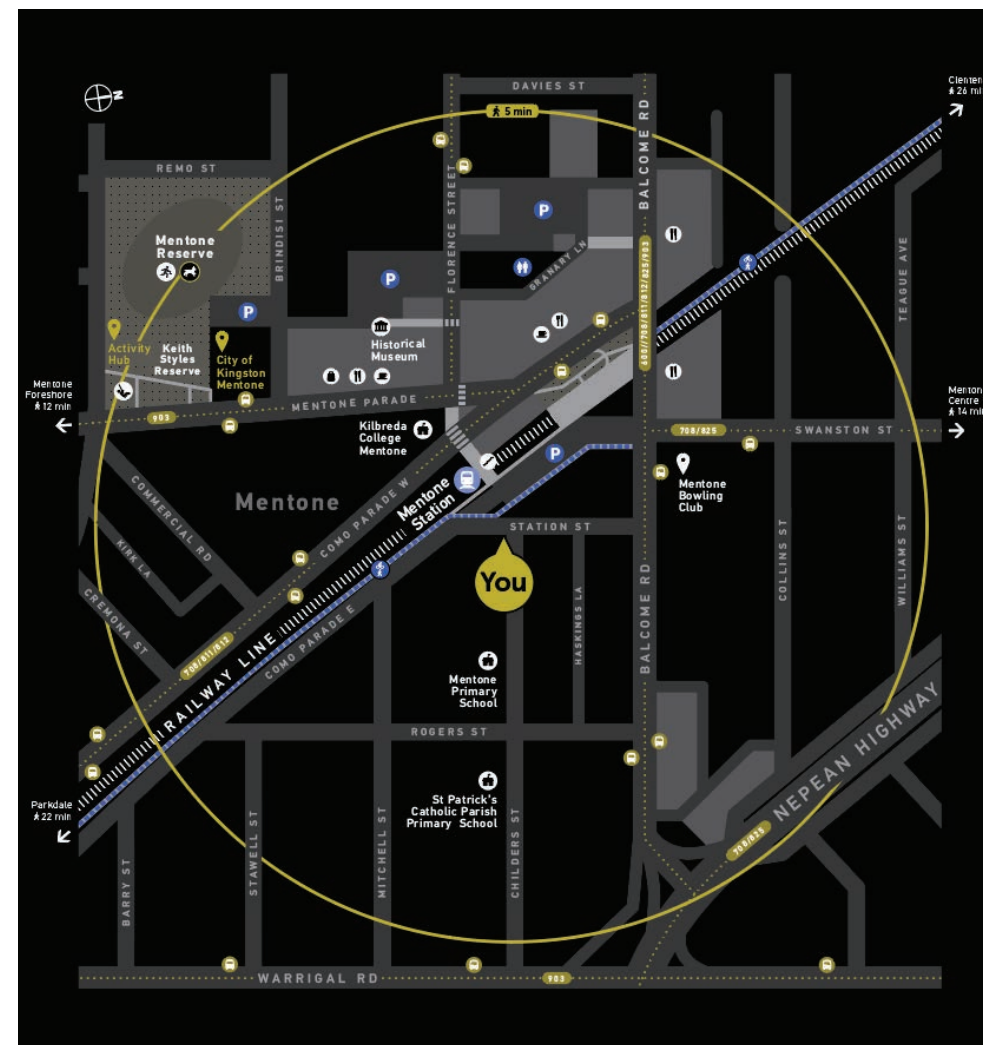
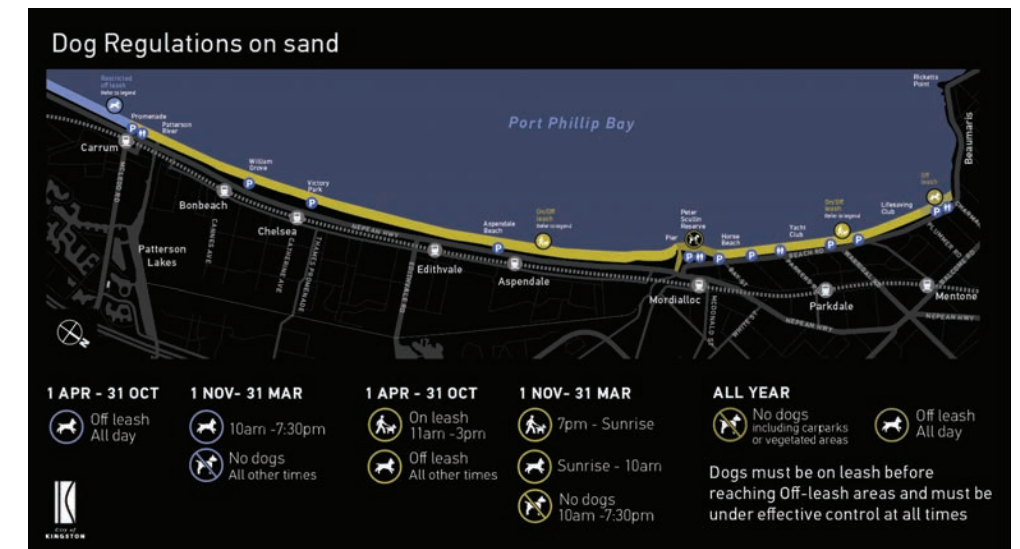
EXISTING MAPS



## Mapping Deuteranopia Test

It is important to check that colour selection does not affect users who are visually impaired i.e. deuteranopia (colour blindness or colour vision deficiency which decreases the ability to perceive differences between some of the colours that others can distinguish).

The test gives an approximate of how a person with deuteranopia would perceive the colour palette. Hierarchy of information and colour contrast is still achieved for people with deuteranopia.



Approximate of how a person with deuteranopia would perceive the colour palette



# Linear Map Standards

The following maps are examples of linear maps for cyclist or shared user paths to aid navigation. The level of detail should be simple and clear.

Linear maps could be developed for the municipality to provide context and destinations found on a trail. This type of maps enables the viewer to understand their location within the larger context of the track. Linear maps are generally used for cyclist or pedestrians on trail entry signs. See examples.

## Information to be provided

- Streets positioning and naming
- Key facilities (toilets, playgrounds, fitness equipment, barbecues, water fountains, main tourist attractions, etc.)
- Connections to adjacent destinations
- Dog-friendly areas, feature gardens, lakes/wetlands, main beaches, lookouts and other areas of importance
- Walking distances and times

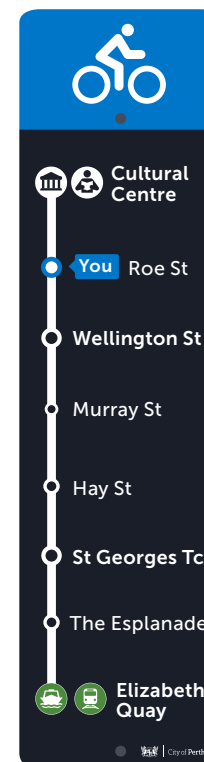
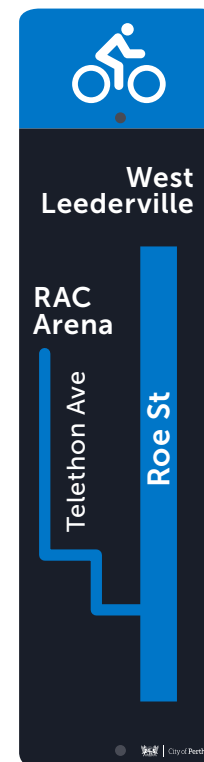
## Design Elements

1. Map line length: Generally defined by the trail length and the amount of destinations found along the way with text sized to be read from close up.
2. Map direction: Position the map in the direction the user is facing using a "You are here" symbol for reference.
3. Legend: Only include symbols shown in the sign if needed.
4. You Are Here symbol (location of user): Usually in a highlight colour for user to easily identify their location.
5. Symbols: Internationally recognise symbols to identify destinations and facilities.
6. Places of Interest: Any site of interest along the trail.
7. Peripheral destinations: Included in perpendicular lines coming from main points on the trail for destinations of interest.

Surfers Paradise  
Active Transport  
& Wayfinding  
Strategy



Advance intersection maps to inform upcoming changes in the route or at intersections.  
City of Perth



Frome Bikeway  
Adelaide City Council



Caboolture to Wamuran Rail Trail  
Moreton Bay Regional Council





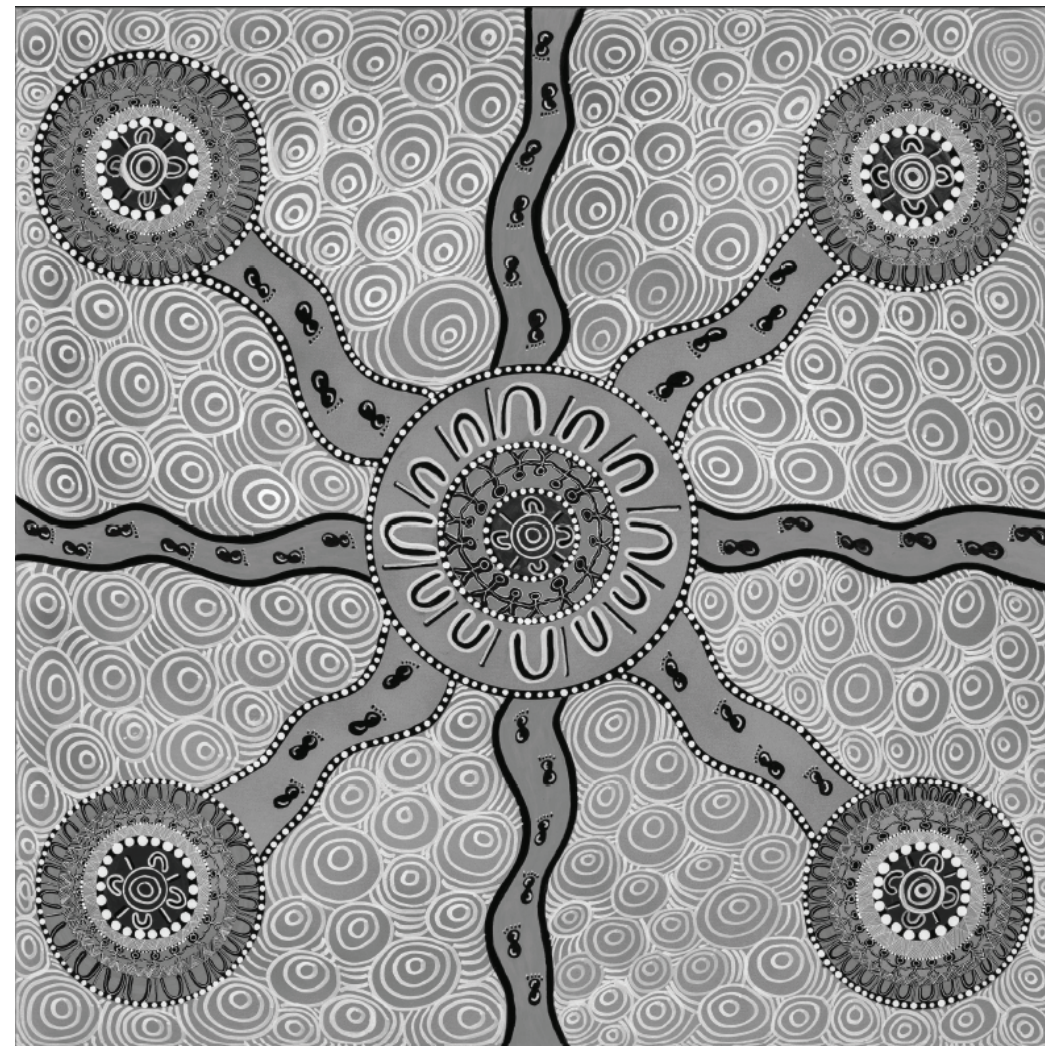
## Artwork Integration

**Bunurong Elder Artwork to be used on signage. A section of the artwork can be selected for each sign and integrated in monochrome.**

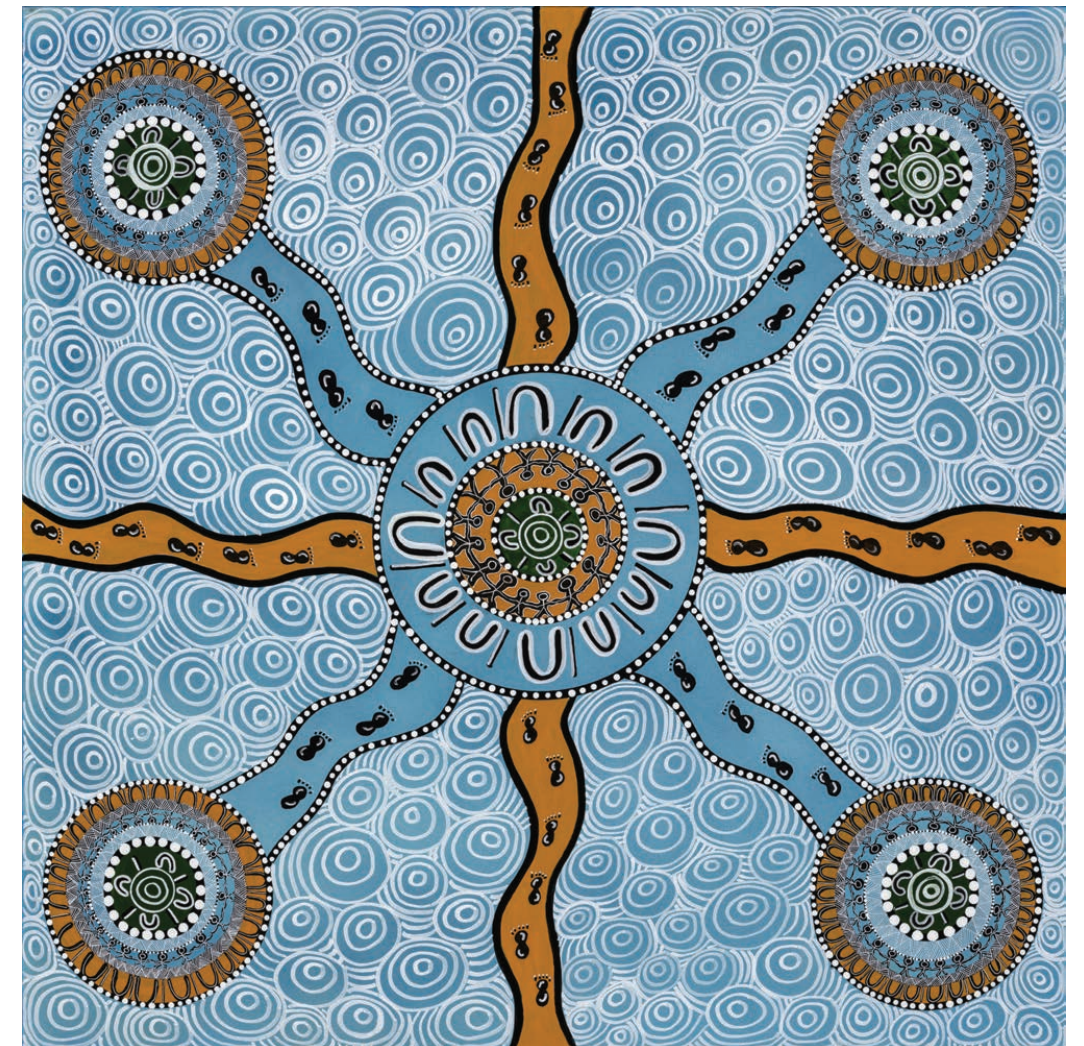
This artwork pays respect to the ancestors of the Kulin Nations past, present and future. The outer section of the main central circle is all Elders welcoming all onto their country by guarding the pathways that lead to the central point. The design is centred around inclusiveness and sharing. The outer circles represent the four groups that make up the Kulin Nations. All groups lead to one main meeting place which is representative of the City of Kingston where peoples are coming together around one fire to discuss business. Other pathways represent people from all different backgrounds to join the main meeting place. It acknowledges the diversity of the Kingston community and additionally the unity that Council provides for all of its residents.

### About the artist

Heather Kennedy is a proud and well-respected Elder of the Palawa Trowerna from the Trawoolway and Plairmairrenner clans of Northeast Tasmania and Bunurong women from Victoria. Heather has been painting for over 30 years and has a passion for creating visuals and stories, sharing culture through art.



Monochrome artwork



Full colour artwork



# Signage Functional Typologies

Signage systems should be categorised into six sign types based on their primary purpose to aid information hierarchy and content design.

An interpretive layer may be integrated as a seventh sign type into the signage system.



## Identification

Indicates where users are and where they have arrived. Identification signage is primarily used to identify places and destinations.



## Directional

Directs users to destinations by the use of arrows or panel blades (fingerboards) pointing towards the route to follow to get there.



## Informational

Inform users where they are, what facilities could be found on site to help them decide where they should go.

Some informational signage includes directories and/or maps which are located at arrival points to precincts and buildings. Eg. Directory boards, digital screens and maps

It might include some regulatory and safety information. i.e.. No dogs allowed signs, CCTV in use signs



## Operational

Operational signs informs users of operational and safety information, codes of conduct and site operations including statutory signage.

Some example are:

### Regulatory

Eg. No dogs allowed signs, CCTV in use signs

### Safety

Eg. Beach warning signs

### Statutory

Eg. Toilets Braille signs



## Car park

Signage used to identify, navigate car parks or to give relevant information about their conditions of use.



## Promotional

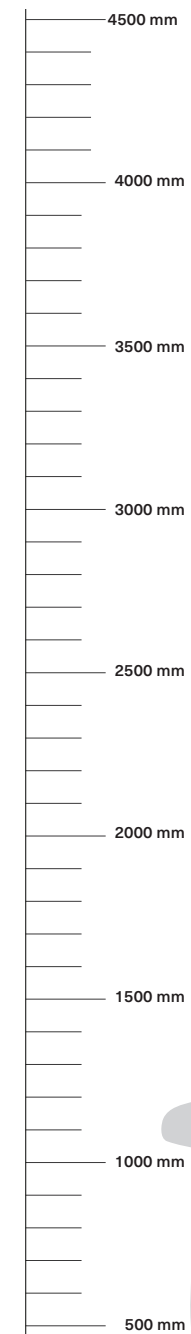
Signage used to promote Local Government Areas and Town Centres as a destination and its attractions and events.



## Interpretive

Cultural and environmental site experiences.

## GW5 Destination Arrival Gateway



**GW5.A**  
Principle and large activity centres with larger panel, customised graphic (currently on existing signage) and integration of indigenous artwork.

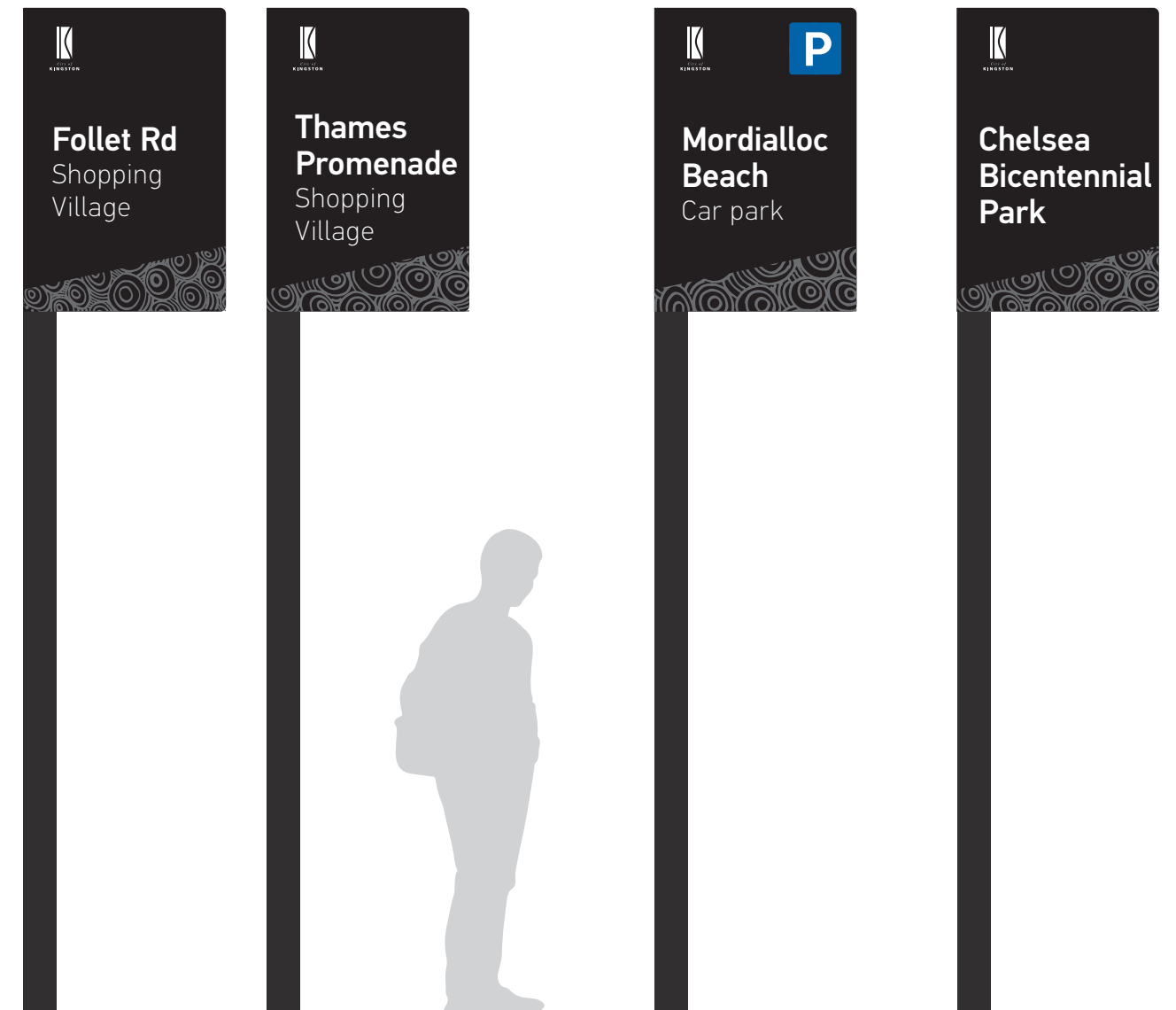
Opportunity for integration of indigenous artwork in collaboration with traditional owners or customised patterns.



Existing graphics. Opportunity to re-use if artwork is available, refine or redevelop new ones.



**GW5.B**  
Example of content variation for small activity centres, open space, beach areas and building facilities



PRECEDENT





TEMPLATE



SIGN TYPE	
GW5A	
DRAWING 001	EXTERNAL SIGNAGE
<b>SPECIFICATIONS</b> <b>A.</b> Aluminium panels painted in two-pack polyurethane. <b>B.</b> Graphics: Computer cut vinyl graphics applied to panel face or direct digital print. Colours: to match artwork and colour specifications. Finish: Protective clear coating (Satin) over panel faces. <b>C.</b> Galvanised steel internal structure, prepared according to manufacturers specifications.	
<b>INSTALLATION</b> Footings to be prepared according to manufacturer's specifications.	
<b>FILES</b> GW5A_Destination Arrival Gateway	

- NOTES**
1. Drawing not to scale.
  2. All measurements are in millimetres.
  3. Mounting details indicative only, to be reviewed by signage contractor.
  4. All locations are approximate and should be used as a guide only.  
Existing conditions shall be checked and verified by signage contractor before proceeding with the work.
  5. All fixings to be concealed, fixings should not overlap with artwork.
  6. All outdoor signage should have clear UV and anti graffiti coating.
  7. All signage to have clear protective coating (satin) unless otherwise specified.
  8. Structure and fixings subject to contractors engineering specifications.
  9. Anti -theft bolts / screws to be specified by signage contractor.

TEMPLATE



SIGN TYPE

GW5B

DRAWING  
002

EXTERNAL  
SIGNAGE

SPECIFICATIONS

- A.** Aluminium panels painted in two-pack polyurethane.
- B.** Graphics: Computer cut vinyl graphics applied to panel face or direct digital print.  
Colours: to match artwork and colour specifications.  
Finish: Protective clear coating (Satin) over panel faces.
- C.** Galvanised steel internal structure, prepared according to manufacturers specifications.

INSTALLATION

Footings to be prepared according to manufacturer's specifications.

FILES

GW5B\_Destination Arrival Gateway

NOTES

1. Drawing not to scale.
2. All measurements are in millimetres.
3. Mounting details indicative only, to be reviewed by signage contractor.
4. All locations are approximate and should be used as a guide only.  
Existing conditions shall be checked and verified by signage contractor before proceeding with the work.
5. All fixings to be concealed, fixings should not overlap with artwork.
6. All outdoor signage should have clear UV and anti graffiti coating.
7. All signage to have clear protective coating (satin) unless otherwise specified.
8. Structure and fixings subject to contractors engineering specifications.
9. Anti -theft bolts / screws to be specified by signage contractor.



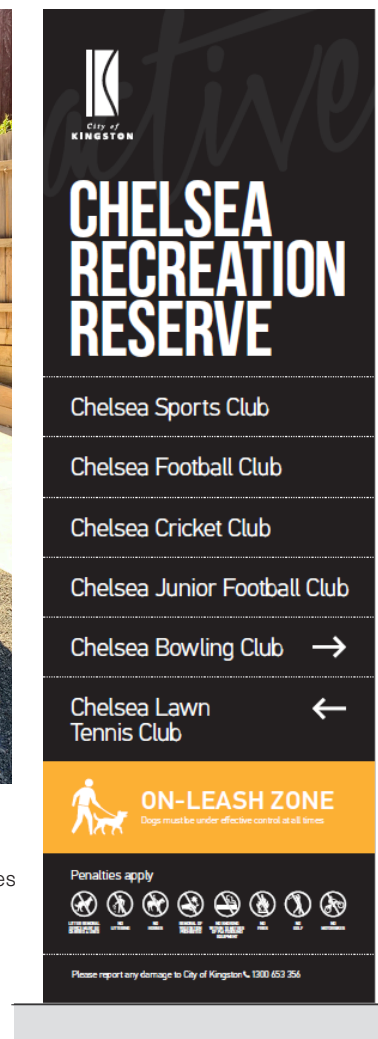
# ID1 Facility Identification Large

The ID1 sign has been modified to be able to have a consistent information layout despite it being for a reserve or an activity hub. Wall mounted facility identification signs could be developed using the same principles used for this typology.

## EXISTING SIGNAGE



These elements could be covered at building entrances



## PROPOSED SIGNAGE

1. Black panel colour is consistent across all facilities with consistent position for Kingston branding.
2. Option for a separate land manager, tenant or sub-brand logo. This is shown at Kingston Youth Services and Parkdale Yacht Club (PYC).
3. Consistent position of facility name and/or address across all types of facilities.
4. Opportunity for inclusion of dual language.
5. Position of arrows and arrow style is best practice and is always to the left of the text.
6. Dog regulations are taken out of the yellow box and treated as a primary regulation with secondary regulations shown underneath for better legibility.
7. Information no lower than 500mm from the ground for better legibility.
8. Consistent positioning for additional information such as phone numbers and websites if required.
9. Opportunity for interchangeable panels for ease of replacement when needed.
10. Opportunity for integration of indigenous artwork in collaboration with traditional owners or customised patterns.
11. Opportunity for material used as a base.



TEMPLATE



SIGN TYPE

ID1A

DRAWING  
003

EXTERNAL  
SIGNAGE

SPECIFICATIONS

- A.**  
Aluminium panels painted in two-pack polyurethane.
- B.**  
Graphics: Computer cut vinyl graphics applied to panel face or direct digital print.  
Colours: to match artwork and colour specifications.  
Finish: Protective clear coating (Satin) over panel faces.
- C.**  
Galvanised steel internal structure, prepared according to manufacturers specifications.

INSTALLATION

Footings to be prepared according to manufacturer's specifications.

FILES

ID1A\_Facility Identification\_Large.ai

NOTES

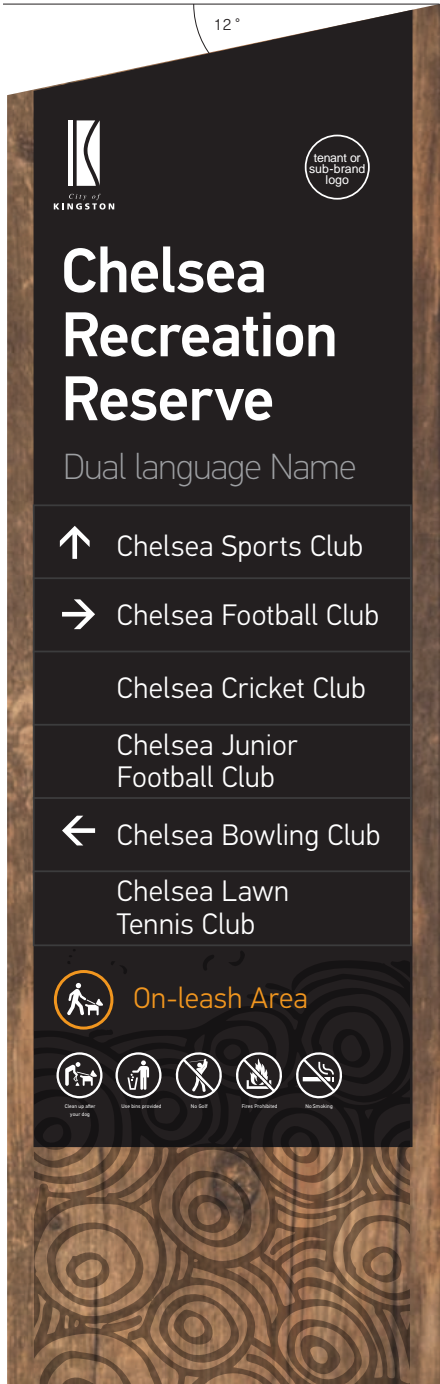
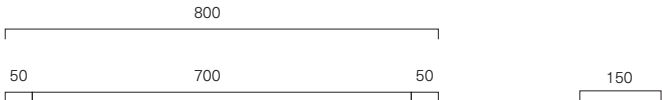
1. Drawing not to scale.
2. All measurements are in millimetres.
3. Mounting details indicative only, to be reviewed by signage contractor.
4. All locations are approximate and should be used as a guide only.  
Existing conditions shall be checked and verified by signage contractor before proceeding with the work.
5. All fixings to be concealed, fixings should not overlap with artwork.
6. All outdoor signage should have clear UV and anti graffiti coating.
7. All signage to have clear protective coating (satin) unless otherwise specified.
8. Structure and fixings subject to contractors engineering specifications.
9. Anti -theft bolts / screws to be specified by signage contractor.



TEMPLATE



Plan

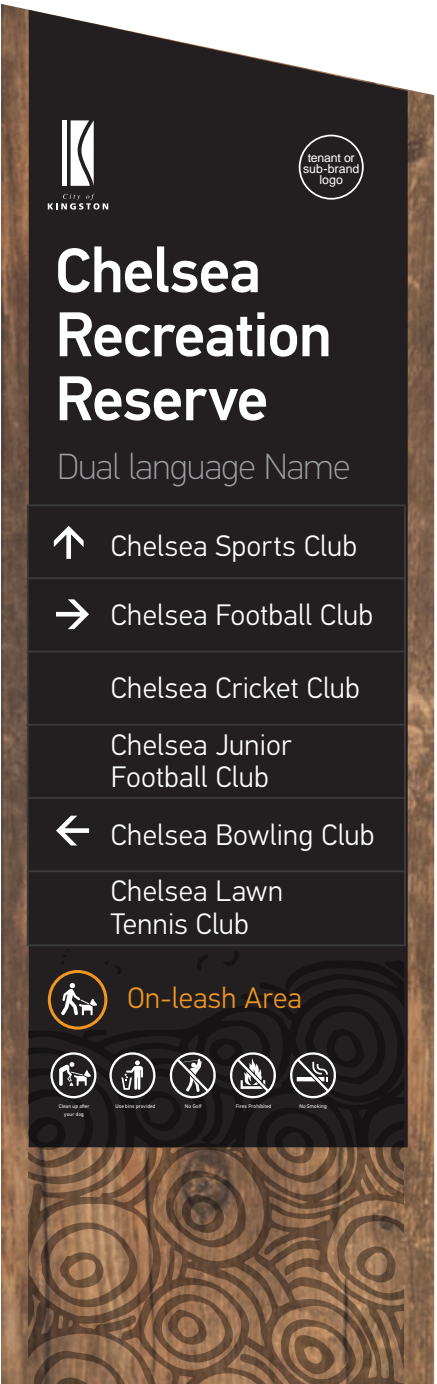


Side A



Profile

2550



Side B



SIGN TYPE

ID1B

DRAWING  
004

EXTERNAL  
SIGNAGE

SPECIFICATIONS

- A.**  
3mm Aluminium panels painted in two-pack polyurethane.
- B.**  
Graphics: Computer cut vinyl graphics applied to panel face or direct digital print.  
Colours: to match artwork and colour specifications.  
Finish: Protective clear coating (Satin) over panel faces.
- C.**  
Sawn timber base plinth.  
Finish: Milled with sealer product to enhance colour and grain. Details TBA.
- D.**  
Timber Pattern: 'etched' into timber as per manufactures advice. Details TBA.

INSTALLATION

Footings to be prepared according to manufacturer's specifications. Base timber in ground to have tar/bitumen coating.

FILES

ID1B\_Facility Identification\_Large

NOTES

- Drawing not to scale.
- All measurements are in millimetres.
- Mounting details indicative only, to be reviewed by signage contractor.
- All locations are approximate and should be used as a guide only. Existing conditions shall be checked and verified by signage contractor before proceeding with the work.
- All fixings to be concealed, fixings should not overlap with artwork.
- All outdoor signage should have clear UV and anti graffiti coating.
- All signage to have clear protective coating (satin) unless otherwise specified.
- Structure and fixings subject to contractors engineering specifications.
- Anti -theft bolts / screws to be specified by signage contractor.

TEMPLATE



Plan



Side A



Profile



Side B



SIGN TYPE

ID4

DRAWING

005

EXTERNAL

SIGNAGE

SPECIFICATIONS

- A.**  
Aluminium panels painted in two-pack polyurethane.
- B. PANEL**  
Graphics: Computer cut vinyl graphics applied to panel face or direct digital print.  
Colours: to match artwork and colour specifications.  
Finish: Protective clear coating (Satin) over panel faces.
- C.**  
Galvanised steel internal structure, prepared according to manufacturers specifications.

INSTALLATION

Footings to be prepared according to manufacturer's specifications.

FILES

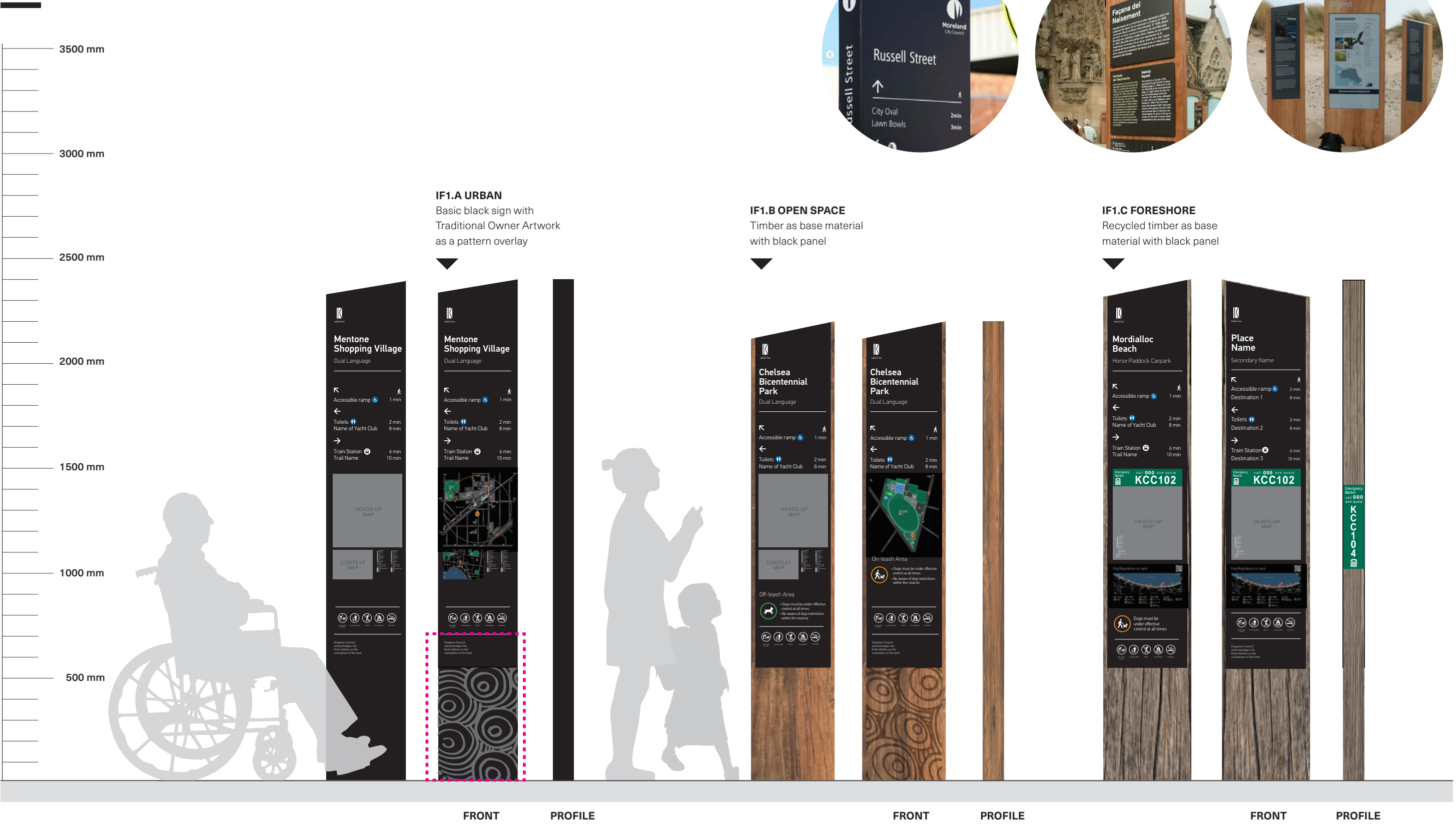
ID4\_Facility Identification Bollard.ai

NOTES

- Drawing not to scale.
- All measurements are in millimetres.
- Mounting details indicative only, to be reviewed by signage contractor.
- All locations are approximate and should be used as a guide only. Existing conditions shall be checked and verified by signage contractor before proceeding with the work.
- All fixings to be concealed, fixings should not overlap with artwork.
- All outdoor signage should have clear UV and anti graffiti coating.
- All signage to have clear protective coating (satin) unless otherwise specified.
- Structure and fixings subject to contractors engineering specifications.
- Anti -theft bolts / screws to be specified by signage contractor.



IF1  
Mapped Plinths



PRECEDENT



TEMPLATE



SIGN TYPE

IF1A

DRAWING 006 EXTERNAL SIGNAGE

SPECIFICATIONS

- A.** Aluminium panels painted in two-pack polyurethane.
- B.** Graphics: Computer cut vinyl graphics applied to panel face or direct digital print.  
Colours: to match artwork and colour specifications.  
Finish: Protective clear coating (Satin) over panel faces.
- C.** Galvanised steel internal structure, prepared according to manufacturers specifications.

INSTALLATION

Footings to be prepared according to manufacturer's specifications.

FILES

IF1A\_Mapped Plinth\_Urban

NOTES

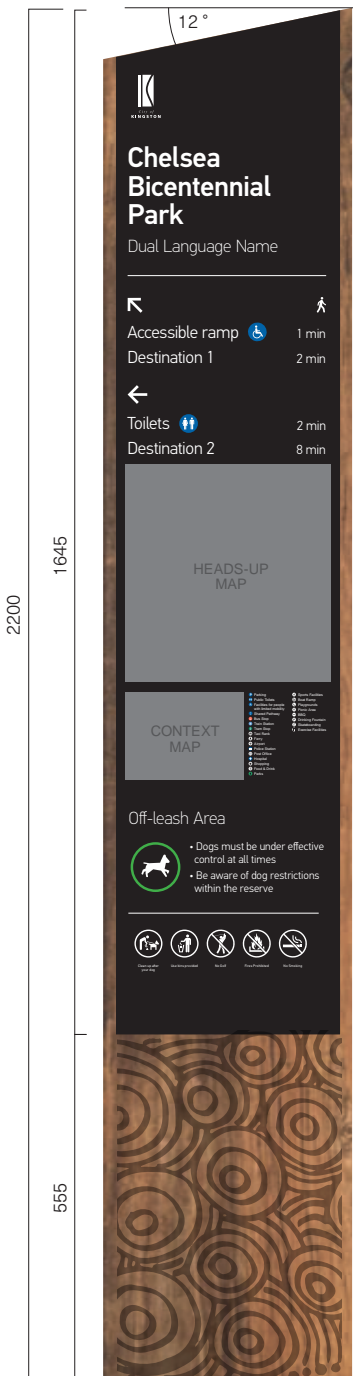
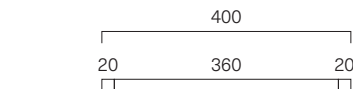
- Drawing not to scale.
- All measurements are in millimetres.
- Mounting details indicative only, to be reviewed by signage contractor.
- All locations are approximate and should be used as a guide only.  
Existing conditions shall be checked and verified by signage contractor before proceeding with the work.
- All fixings to be concealed, fixings should not overlap with artwork.
- All outdoor signage should have clear UV and anti graffiti coating.
- All signage to have clear protective coating (satin) unless otherwise specified.
- Structure and fixings subject to contractors engineering specifications.
- Anti -theft bolts / screws to be specified by signage contractor.



TEMPLATE



Plan



Side A



Profile



Side B

SIGN TYPE

IF1B

DRAWING 007 EXTERNAL SIGNAGE

SPECIFICATIONS

- A.** 3mm Aluminium panels painted in two-pack polyurethane.
- B.** Graphics: Computer cut vinyl graphics applied to panel face or direct digital print.  
Colours: to match artwork and colour specifications.  
Finish: Protective clear coating (Satin) over panel faces.
- C.** Sawn timber base plinth.  
Finish: Milled with sealer product to enhance colour and grain. Details TBA.
- D.** Timber Pattern: 'etched' into timber as per manufactures advice. Details TBA.

INSTALLATION

Footings to be prepared according to manufacturer's specifications. Base timber in ground to have tar/bitumen coating.

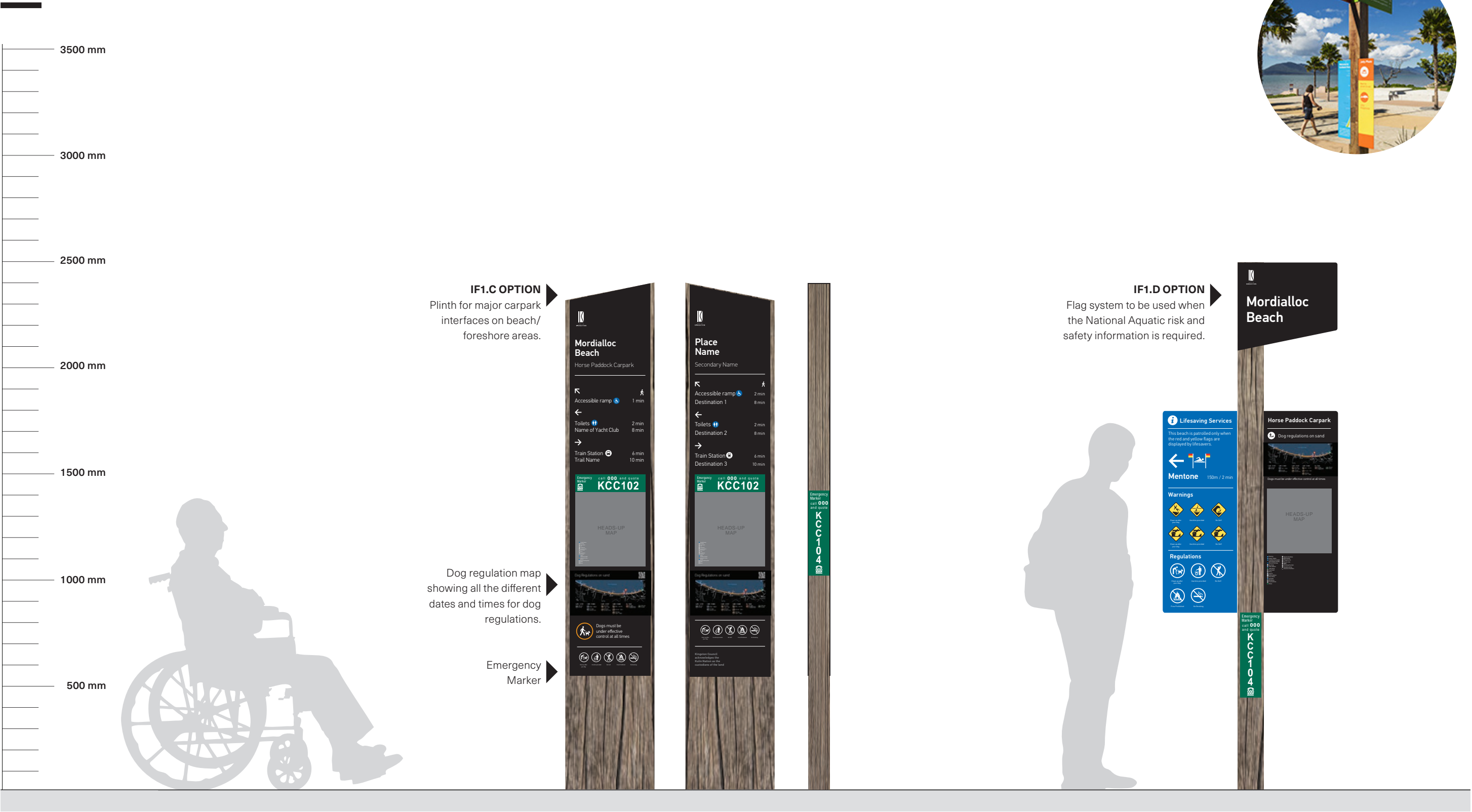
FILES

IF1B\_Mapped Plinth\_Open Space

NOTES

1. Drawing not to scale.
2. All measurements are in millimetres.
3. Mounting details indicative only, to be reviewed by signage contractor.
4. All locations are approximate and should be used as a guide only. Existing conditions shall be checked and verified by signage contractor before proceeding with the work.
5. All fixings to be concealed, fixings should not overlap with artwork.
6. All outdoor signage should have clear UV and anti graffiti coating.
7. All signage to have clear protective coating (satin) unless otherwise specified.
8. Structure and fixings subject to contractors engineering specifications.
9. Anti -theft bolts / screws to be specified by signage contractor.

IF1.C & IF1.D:  
Foreshore Mapped Signs





TEMPLATE



**SIGN TYPE**

**IF1C**

---

DRAWING 008	EXTERNAL SIGNAGE
<b>SPECIFICATIONS</b> <p><b>A.</b> 3mm Aluminium panels painted in two-pack polyurethane.</p> <p><b>B.</b> Graphics: Computer cut vinyl graphics applied to panel face or direct digital print. Colours: to match artwork and colour specifications. Finish: Protective clear coating (Satin) over panel faces.</p> <p><b>C.</b> Recycled or reclaimed timber base plinth. Details TBA.</p> <p><b>D.</b> Timber Pattern: 'etched' into timber as per manufactures advice. Details TBA.</p> <p><b>E.</b> Emergency Marker Background Colour: Green PMS 349C</p>	
<b>INSTALLATION</b> <p>Footings to be prepared according to manufacturer's specifications. Base timber in ground to have tar/bitumen coating.</p>	
<b>FILES</b> <p>IF1C_Mapped Plinth_Foreshore</p>	
<b>NOTES</b> <ol style="list-style-type: none"><li>1. Drawing not to scale.</li><li>2. All measurements are in millimetres.</li><li>3. Mounting details indicative only, to be reviewed by signage contractor.</li><li>4. All locations are approximate and should be used as a guide only. Existing conditions shall be checked and verified by signage contractor before proceeding with the work.</li><li>5. All fixings to be concealed, fixings should not overlap with artwork.</li><li>6. All outdoor signage should have clear UV and anti graffiti coating.</li><li>7. All signage to have clear protective coating (satin) unless otherwise specified.</li><li>8. Structure and fixings subject to contractors engineering specifications.</li><li>9. Anti -theft bolts / screws to be specified by signage contractor.</li></ol>	

# Dog Regulations Map on Foreshore Signs

Dog regulations are an important part of the signage required at the foreshore. Below is an example of how to present the information onto a single freestanding sign.

Opportunity to link users to an online version of the map



## HORIZONTAL OPTION

The horizontal map will be limited in size by the width of the panel. Will require users to be closer to the sign to read the information.



Flag system allows for map to be shown vertically (larger) and placed as heads up map making legibility and readability much better for the user.



## VERTICAL OPTION

Vertical option would be better suited for online view on a smart phone if a QR code solution is chosen

IF1.C

IF1.D

IF1.E

IF1.F



# Emergency Markers

Each marker has a unique code which can be quoted by people who dial 000 in an emergency. The code enables Emergency Services Telecommunications Authority (ESTA) to dispatch emergency services to the exact location of the marker.

Emergency Markers (EM) are an alpha numeric code made up of three letters representing a site name, and three numbers indicating a specific marker point within a site. These codes are linked to ESTA's computer aided dispatch system (CAD) and specifies relevant location, GPS coordinates, road access route or navigational data for the expedient dispatch of emergency services.

They should be considered by Council as part of their overall risk assessment and treatment process. EM should be integrated into open space strategies and policies wherever deemed applicable and uploaded into the system used by Triple Zero operators.

## Viewing Distance

It is recommended that any symbols be at least 15mm per metre of viewing distance, and any upper-case text be at least 5mm per metre of viewing distance. This should be increased under poor lighting or viewing conditions. Where practical, EM's should be mounted close to the observer's line of sight in the vertical plane.

### PORTRAIT VERSION



### LANDSCAPE VERSION



### IF1.C

#### OPTION 1

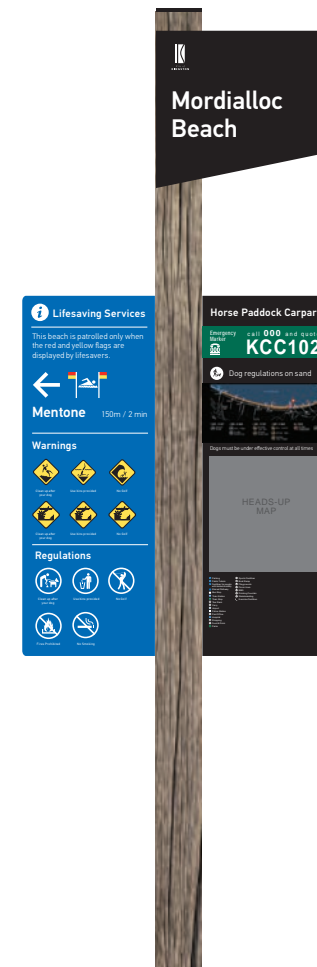


#### OPTION 2



### IF1.D

#### OPTION 1



#### OPTION 2



#### OPTION 3



FRONT

PROFILE

FRONT

PROFILE

### SOURCE

Refer to *Emergency Markers Signage Guidelines*, September - 2021.

TEMPLATE



SIGN TYPE

IF1D

DRAWING 009 EXTERNAL SIGNAGE

SPECIFICATIONS

- A.** 3mm Aluminium panels painted in two-pack polyurethane.
- B.** Graphics: Computer cut vinyl graphics applied to panel face or direct digital print. Colours: to match artwork and colour specifications. Finish: Protective clear coating (Satin) over panel faces.
- C.** Recycled or reclaimed timber post. Details TBA.
- D.** Emergency Marker Background Colour: Green PMS 349C

INSTALLATION

Footings to be prepared according to manufacturer's specifications. Base timber in ground to have tar/bitumen coating.

FILES

IF1D\_Mapped Flag System

NOTES

1. Drawing not to scale.
2. All measurements are in millimetres.
3. Mounting details indicative only, to be reviewed by signage contractor.
4. All locations are approximate and should be used as a guide only. Existing conditions shall be checked and verified by signage contractor before proceeding with the work.
5. All fixings to be concealed, fixings should not overlap with artwork.
6. All outdoor signage should have clear UV and anti graffiti coating.
7. All signage to have clear protective coating (satin) unless otherwise specified.
8. Structure and fixings subject to contractors engineering specifications.
9. Anti -theft bolts / screws to be specified by signage contractor.



# Emergency Markers

## As a guide Emergency Markers must:

- Be highly durable and weather resistant according to the environment.
- Materials should be selected to meet the needs of each environment but stay within the design parameters defined within this document.
- Emergency Markers dimensions should relate to the scale of the landscape setting in which they are to be placed.
- Can be stand alone, attached to existing infrastructure or incorporated within an existing sign.
- Marker orientation can be portrait or landscape.
- Font size must be identifiable from a practical distance.
- Emergency Marker material should be graffiti resistant and UV stabilized.

## Placement

Effective placement and installation of Emergency Markers cannot be underestimated. Placement, height, orientation, and size are critical components in determining the effectiveness of the marker. They can be installed, at the following locations:

- Locations with a history of emergency events or known incident sites.
- Locations or facilities that have high visitation numbers or are visited by people who are unfamiliar with the locality,
- Locations offering higher risk activities to the visitor, eg. Mountain bike riding, rock climbing, abseiling etc.
- Shared activity locations

- Walking trails and shared paths – Emergency Markers should be located at, trail junctions and significant features such as congregation points, shelters
- At regular intervals varying from 500m to 1km along linear trails, rail trails and other similar assets
- At Water bodies, swimming holes and beach access tracks
- At the beginning and end of Piers and Jetties' infrastructure.
- Remote areas that act as a thoroughfare or receive significant visitation
- Recreational playgrounds with no verifiable address points or visible naming convention.
- Critical infrastructure locations.

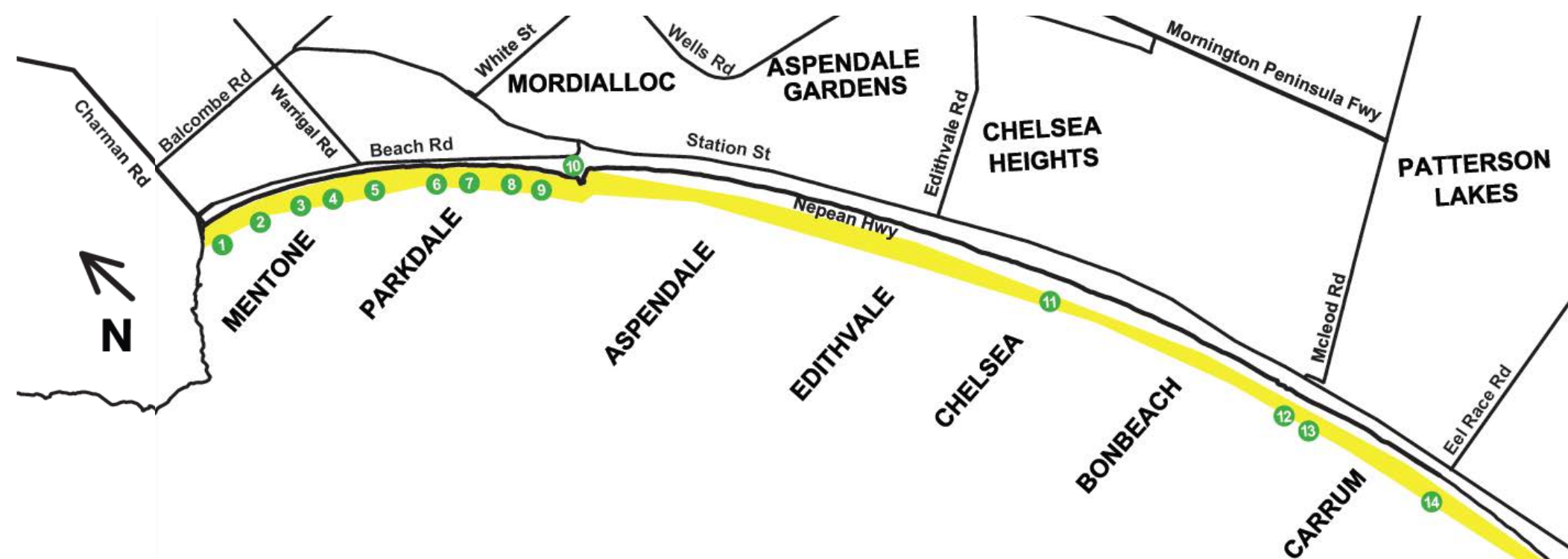
## Examples where is not required

- Locations which can be attributed to a verifiable road intersection or road segment.
- Locations which are listed as common place names and can be identified and verified within ESTA's call taking and dispatch system (CAD).
- Locations where the facility, asset or site is, or can be, named and identified in CAD as a feature of interest or
- Locations within viewing distance from a street sign or has a registered naming convention.
- Locations where trail junctions, or the paths are within viewing distance of a known feature.

## Existing emergency markers at Kingston's foreshores

### LEGEND

- |          |          |          |           |           |
|----------|----------|----------|-----------|-----------|
| 1 KCC100 | 4 KCC103 | 7 KCC106 | 10 KCC109 | 13 KCC111 |
| 2 KCC101 | 5 KCC104 | 8 KCC107 | 11 KCC099 | 14 KCC112 |
| 3 KCC102 | 6 KCC105 | 9 KCC108 | 12 KCC110 |           |



### SOURCE

Refer to *Emergency Markers Signage Guidelines*, September - 2021.

\_\_\_\_\_





# DR1 Directional Plinth



TEMPLATE



GW5A



Plan

250

80

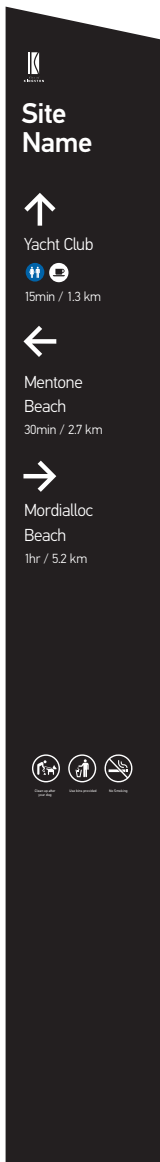


Side A



Profile

1860



Side B



GW5B



Plan

250

80



Side A

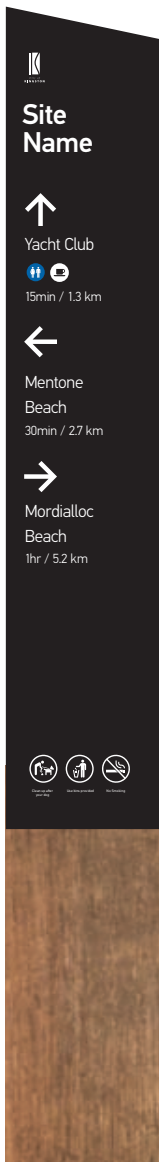


Profile

1860

1320

540



Side B

SIGN TYPE

DR1A & DR1B

DRAWING  
010

EXTERNAL  
SIGNAGE

SPECIFICATIONS

- A.** Aluminium panels painted in two-pack polyurethane.
- B.** Graphics: Computer cut vinyl graphics applied to panel face or direct digital print.  
Colours: to match artwork and colour specifications.  
Finish: Protective clear coating (Satin) over panel faces.
- C.** Galvanised steel internal structure, prepared according to manufacturers specifications.
- OR  
Sawn timber base plinth.  
Finish: Milled with sealer product to enhance colour and grain. Details TBA.

INSTALLATION

Footings to be prepared according to manufacturer's specifications.

FILES

DR1\_Directional Plinth.ai

NOTES

- Drawing not to scale.
- All measurements are in millimetres.
- Mounting details indicative only, to be reviewed by signage contractor.
- All locations are approximate and should be used as a guide only. Existing conditions shall be checked and verified by signage contractor before proceeding with the work.
- All fixings to be concealed, fixings should not overlap with artwork.
- All outdoor signage should have clear UV and anti graffiti coating.
- All signage to have clear protective coating (satin) unless otherwise specified.
- Structure and fixings subject to contractors engineering specifications.
- Anti -theft bolts / screws to be specified by signage contractor.



# Signage Typology Overview

Below is an overview of the signage typologies designed as part of this scope of services, their purpose and approximate sizing. It provides a hierarchy overview and a scale relationship between them and the end user. Design is indicative and its function is to serve as a reference guide only.



Placement Diagram Symbol	GW5.A	GW5.B	ID1.A	ID1.B	ID4	IF1.A	IF1.B	IF1.C	IF1.D	DR1
Code	GW5		ID1		ID4					DR1
Name	Destination Arrival Gateway*		Facility Identification Large		Facility Identification Bollard					Directional Plinth
Functional Type	ID + DR		ID + IF + RG		ID + IF + RG					ID + DR
Installation	Pole Mounted		Freestanding		Freestanding					Pole Mounted
Purpose	To provide arrival identification to activity centers or open spaces.		To display the name, function and information of major facilities on arrival and provide key information i.e facilities (BBQ, playground, dog park), regulations, opening hours, facilities available, club or tenant names, etc.		To display the name and regulatory information for small open spaces.					To provide users with local directional information at secondary decision points along pedestrian routes. It provides pedestrians with reassurance when traveling between mapped signs and destinations
Location	Placed on external roads kerbside at arrival points or prior to entries to carparks.		At garden beds near arrival points/entries to car parks of large or highly visited facilities or on high speed traffic roads.		At garden beds near arrival points/entries to small or infrequently visit facilities.					Placed at secondary intersections and decision points along pathways.

\* Any signage placed on road reserve needs the Department of Transport's approval

—

# Signage Visualisations



Proposed



Existing



Proposed



Existing



Proposed



Existing



Proposed



Existing





Proposed



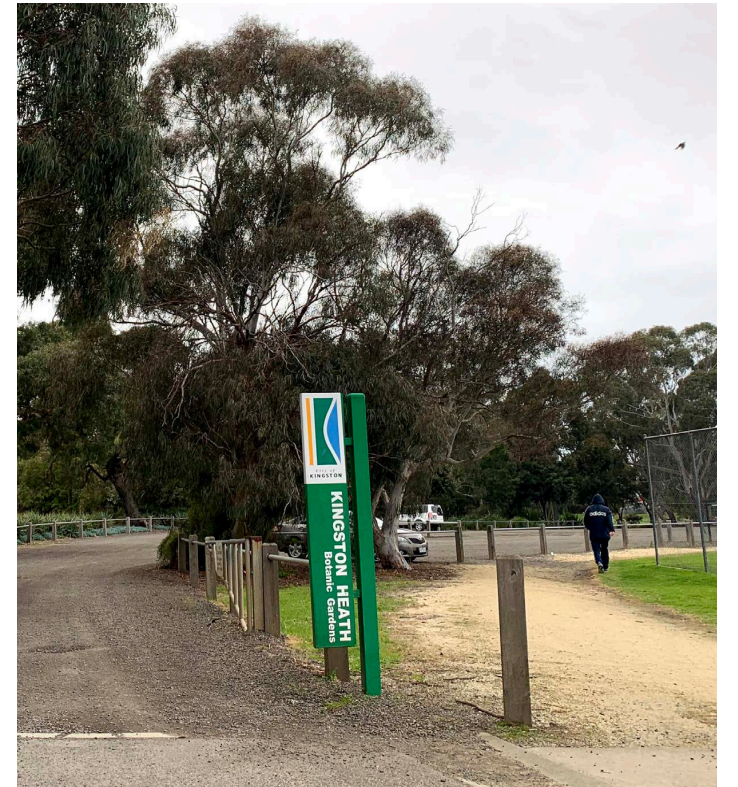
Existing



Proposed



Existing



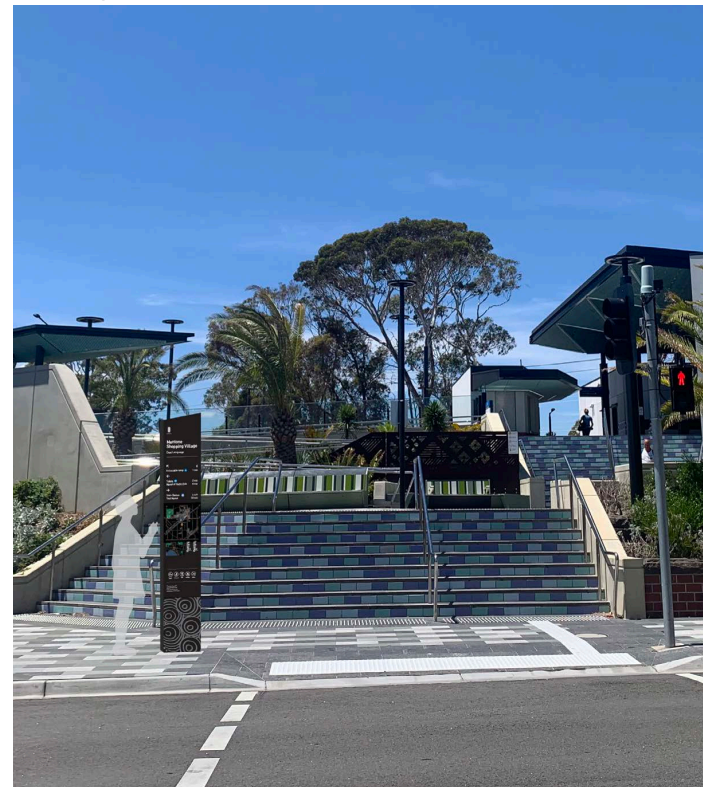
Proposed



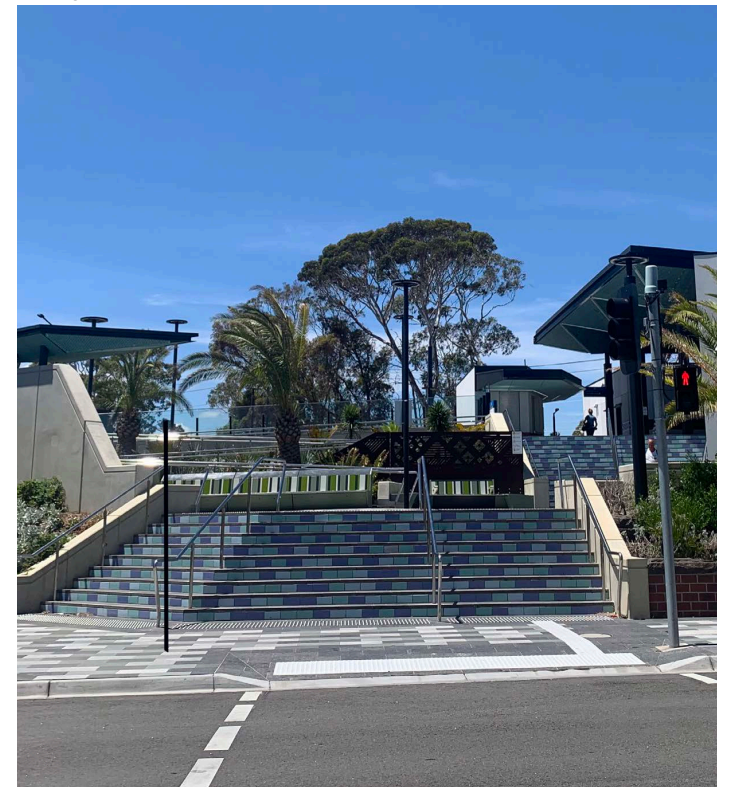
Existing



Proposed



Existing





Proposed



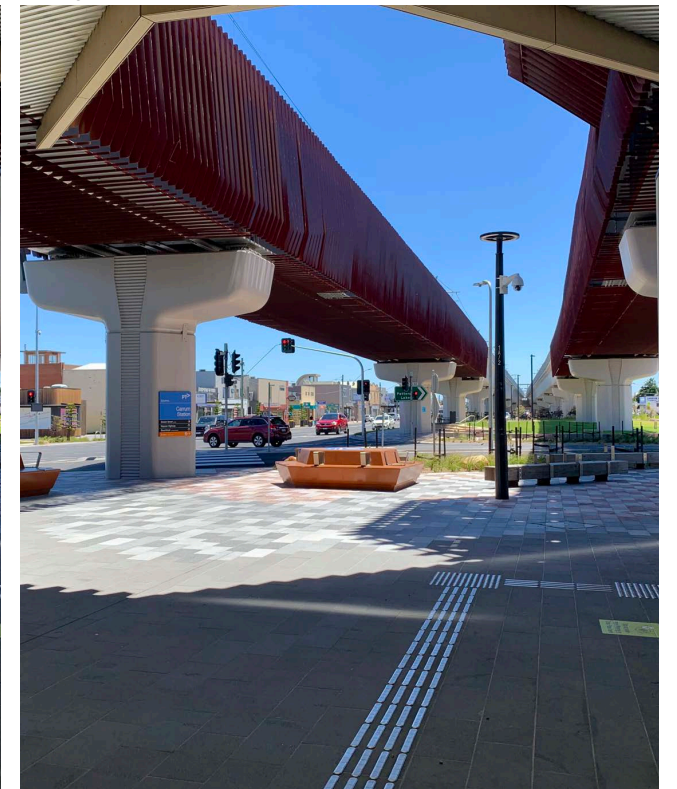
Existing



Proposed



Existing



Proposed Side A



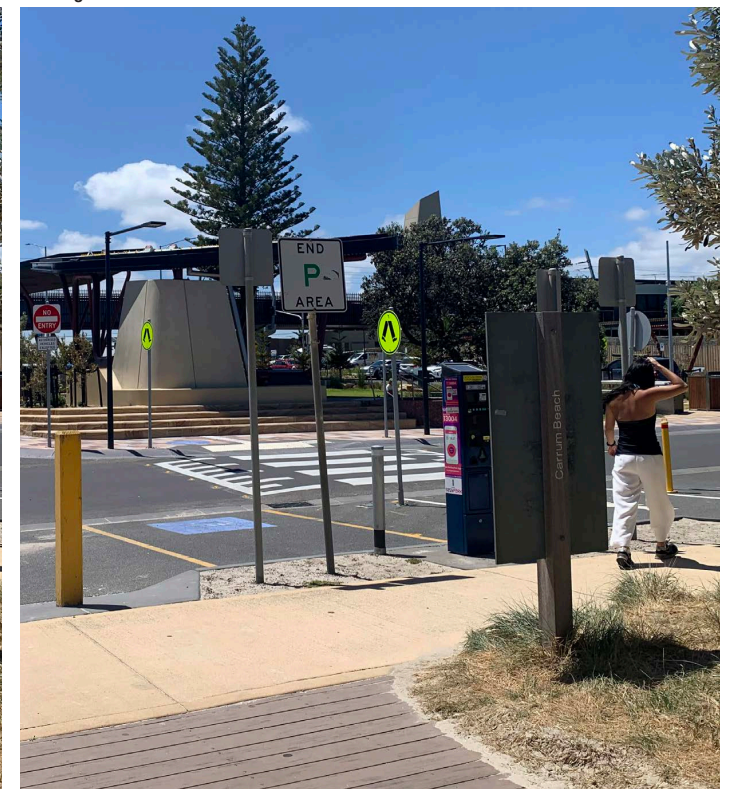
Existing Side A



Proposed Side B



Existing Side B





Proposed



Existing



Proposed



Existing





Section 5



# Typical Signage Placement

## Planning Signage & Locations

Signage location and size should be considered carefully in the planning process to aid site navigation by users of all abilities.

When entering a new space, users will rely on their recognition of familiar experiences in similar environments to influence their decision making behaviour.

During every journey a user will come to a point where they need to decide on the next direction for their journey. This is called a decision point.

A good wayfinding system should indicate, at every decision point, where to go next to reach the destination.

### Pedestrians

Key placement principles for pedestrian signage:

- Mapped plinths with 500m maps should be placed at key decision points or high traffic routes (i.e. Transit hubs, central market, retail precincts, etc).
- Mapped plinths should be placed at intervals that provide an overlap with other corresponding maps.
- Multi-directional signage should be provided at key route decision points.
- Consistent and predictable placement of all signage to build assurance for users.
- Co-locate signs to existing street infrastructure where possible to mitigate visual and physical clutter.
- Use appropriate scaled signage where space is an issue (eg. surface graphics, co-located panels).

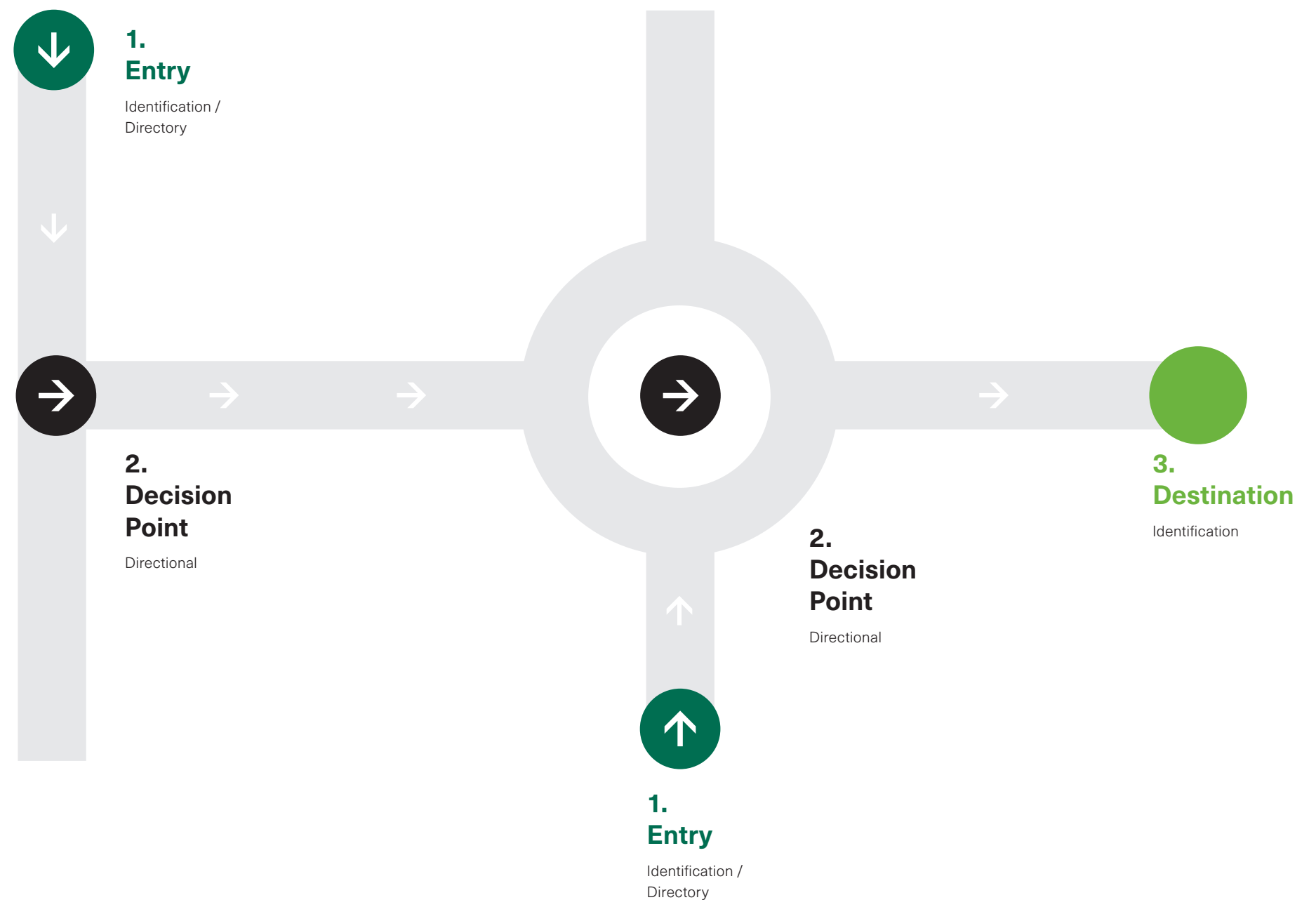
### Cyclists

Cyclists needs should be considered when route planning, to identify the types of signs required and where they should be located.

Cyclists generally prefer not to stop, are traveling at faster speeds and need to make decisions quicker than a pedestrian.

These factors inform the placement, type, size and amount of information displayed on cyclist signage including:

- Larger text size and directional arrow.
- Colour blue as a distinct cyclist identifier.
- Time and distance information.
- Overly simplified maps to illustrate upcoming changes in the route or complex intersections.
- On traffic lights or intersections where cyclist might be required to stop and wait, they can benefit from surface graphics with directional information.
- Bike routes identification signs.
- Siting signage to allow cyclists ample time for decision making at speed. This could take the form of mid-block directional signage placed before arriving at an intersection.





# Principles of Placement

To aid accessibility and legibility for users of all abilities it is important to consider the following

1

## Identify the areas where signage is needed

Consider the following:

- Where would people need information? (i.e. where are the logical information or decision points on people's journey past or through the site? Or through the public space?).
- Where would people expect information? (People expect to see signs in busy areas, especially those with a lot of foot traffic, e.g. major intersections and local attractions).
- Will the key audience for the sign be people on foot, by bike or by motor vehicle? This affects the speed at which the signs will be viewed and by extension where the sign should be located.
- How would the sign – and the information it supplies – relate to other signs nearby? (i.e. existing signs and/or others being installed at the same time). Providing too much signage can be confusing for people.

2

## Find the best location in those areas

Identify a position for the sign that will mean it is:

- Obvious to the audience and has a high visual impact but does not dominate the surrounding area.
- Free of visual obstruction for the sight-lines of your audience (e.g. for a sign with pedestrians as the audience, make sure that there it can clearly be read from the nearby footpath).
- As clear as possible of unrelated signage (obsolete or redundant Council signage should be removed, but other signage e.g. local business etc. may still be present) that may detract from the information provided or lead to confusion.
- Situated at appropriate heights and locations to allow for users of varying abilities to approach and freely navigate to and around the signage (in some cases slight changes to the orientation may help avoid creating an obstacle without compromising the visibility of the sign).
- As clear as possible of physical obstructions like overhanging vegetation and street furniture.

### Factors to consider

- Signage near pedestrian crossings and traffic lights need additional considerations to sight lines, pedestrian clearance, utility locations, wheelchair access, etc.
- Any signage installation near traffic and signals need considerations for risk to vehicles and crash impacts. Refer to VicRoads and AustRoads guidelines for siting of signs, setbacks and frangible construction. Frangible supports should be avoided where secondary accidents involving the impacting vehicle or dislodged pole and sign are significant. This is particularly relevant in urban areas where pedestrians may be struck by falling pieces.
- Flags and fingersigns should be mounted above two metres to ensure pedestrians and maintenance crew safety. Larger text size should be used for this typologies.

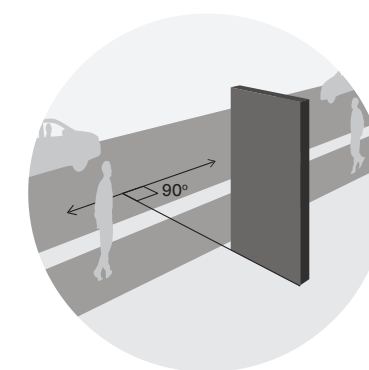
3

## Determine signage's best orientation

The orientation and position of the sign should be based on the conditions at each site (e.g. path width, lighting, location of street furniture etc.) and the predominant direction(s) at which the sign would be approached. As explained above, slight changes to the orientation of the sign may help avoid creating an obstacle without compromising the visibility of the sign.

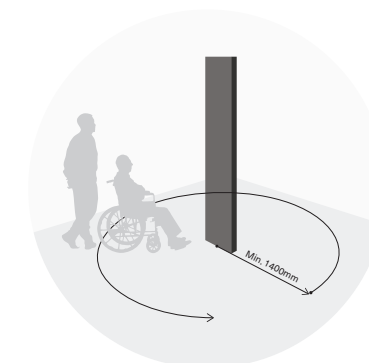
### Factors to consider to optimise accessibility

- Position signs free of visual obstructions and in optimum sight lines that are free to access by foot, wheelchair or mobility scooter.
- Place wayfinding signage consistently at decision points to provide assurance to users.
- Over signing can be confusing and discouraging for users.
- Remove obsolete or redundant signage that may be misleading.
- An appropriately sited sign should be obvious but not dominant.



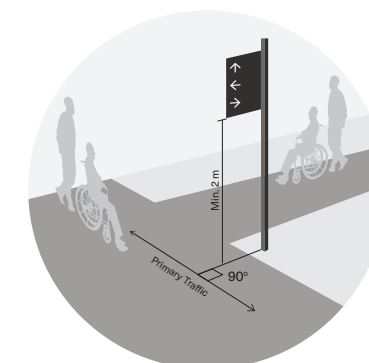
### Plinths

Place perpendicular to user's sight and line of movement.



### Clearance

Clear zone around information signage should be minimum 1400mm radius.



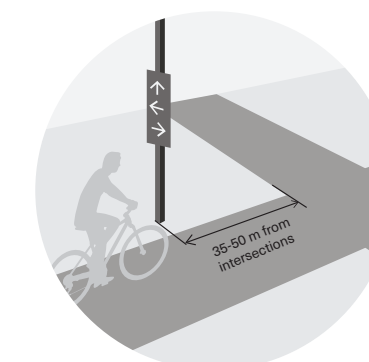
### Flags

At decision points in intersections, perpendicular to user's sight and line of movement on the main route.



### Fingersigns

At decision points in intersections, parallel to user's line of movement towards destinations.



### Active Transport Signage

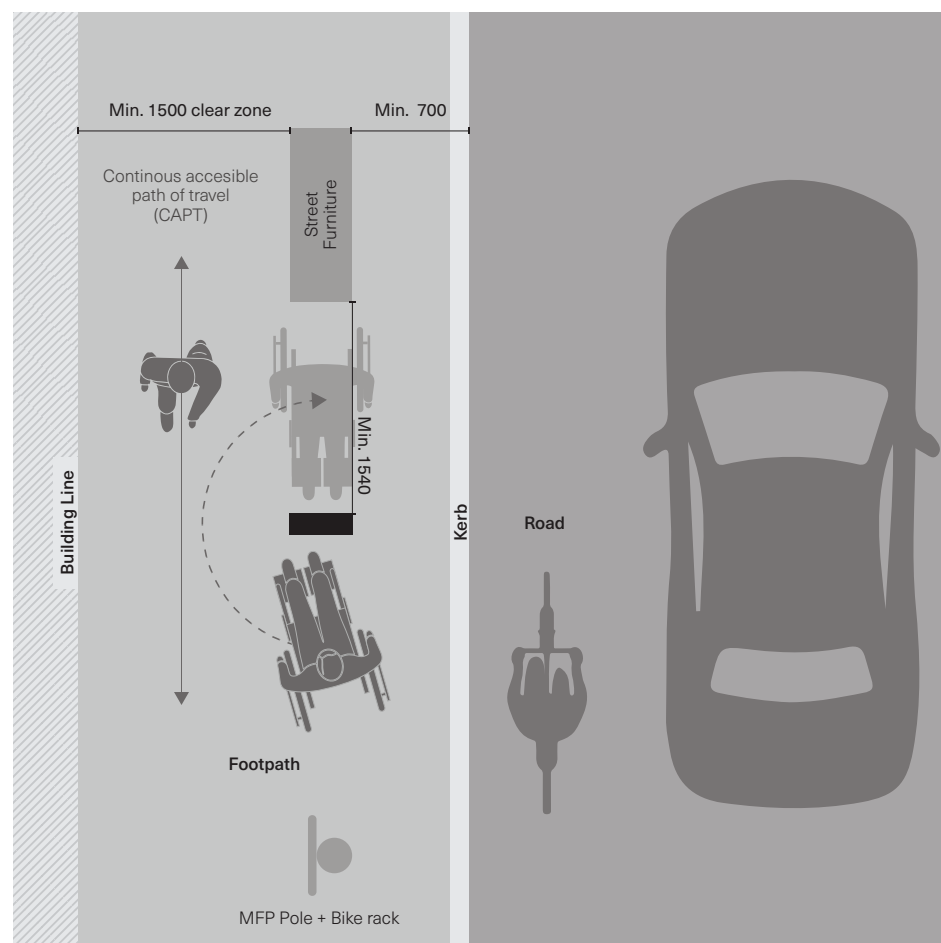
Advance Directional Signage for on-road bike lanes should be positioned 35-50 metres from intersections. This distance is considered appropriate for a cyclist traveling at up to 30km/hr.

# Principles of Placement

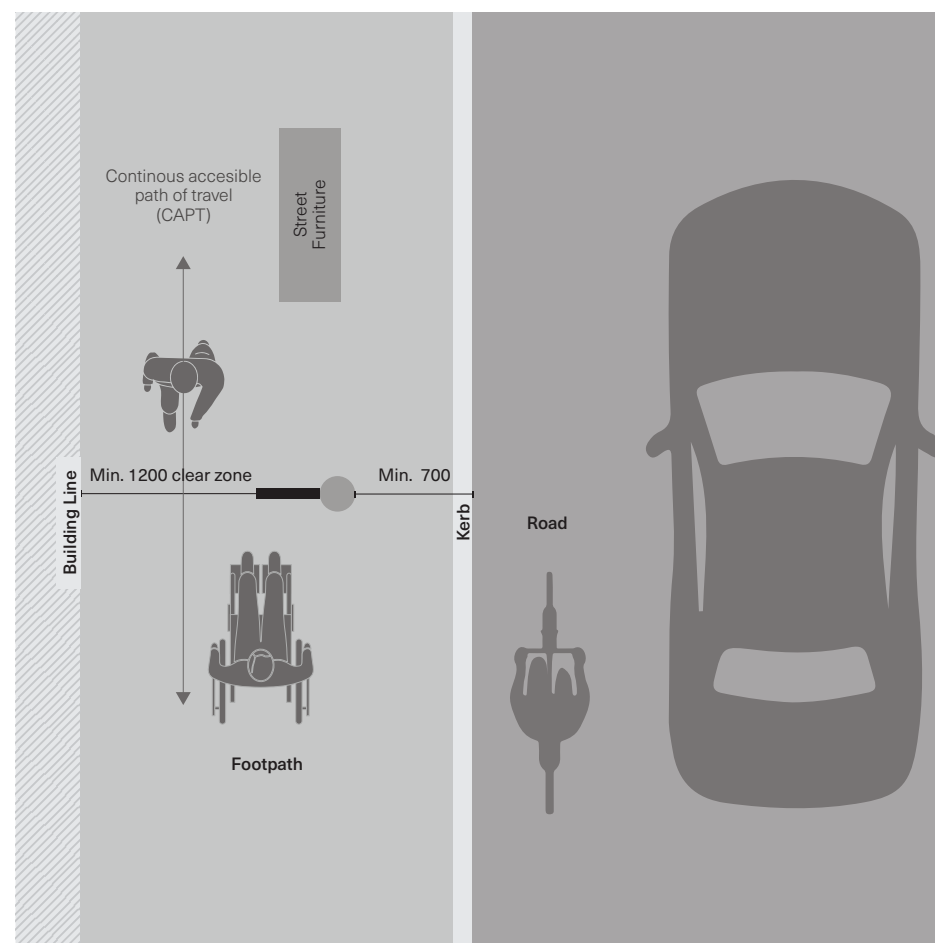
The following are best practice examples of signage set-backs from kerb and/or street furniture, however this might not always be possible as signs would impede the continuous path of travel on narrower footpaths.

## NOTES

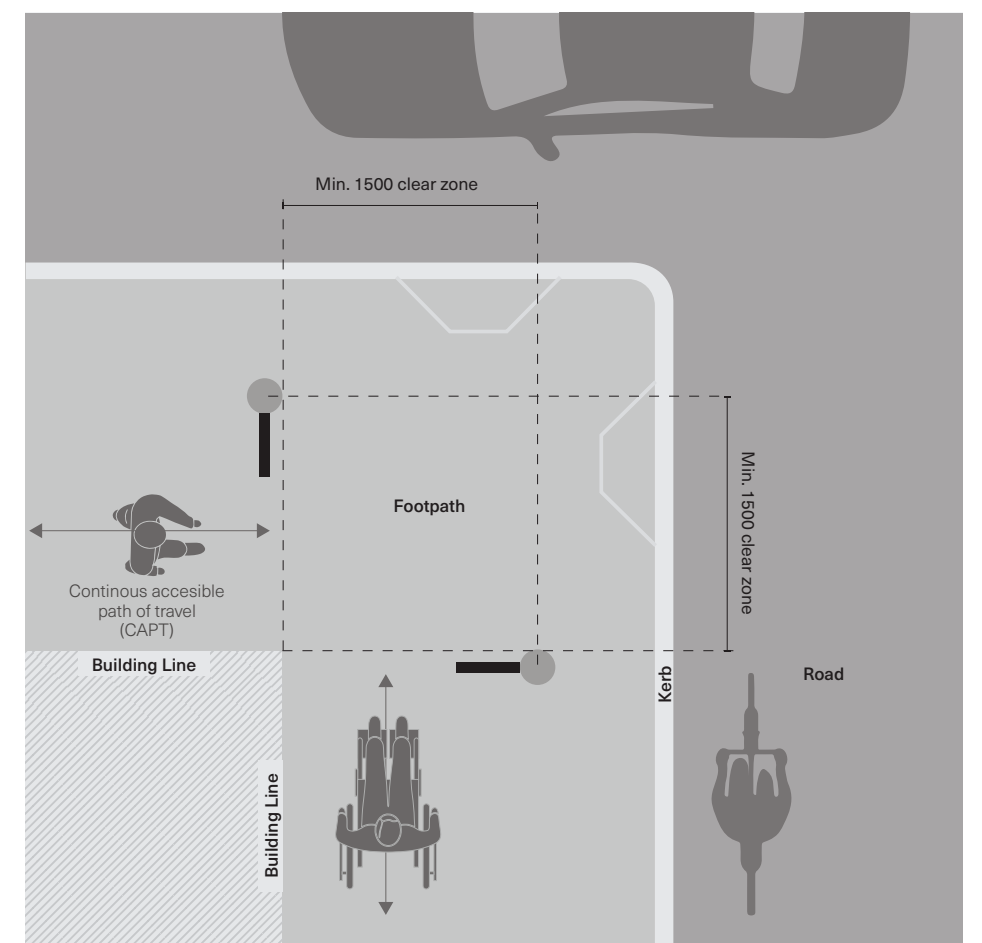
All measurements are in millimetres.



Plinths



Flags/Fingersigns



Flags/Fingersigns



—

# Open Spaces Scenarios

# Signage Requirements for Open Space

Each open space in Kingston has been categorised using a three-tiered classification to help define what level of activity it can support. These classifications guide the provision, development and management of the open space. Different open spaces will have different signage requirements. Generally, large recreational open spaces will required more signage than a neighbourhood park, while others will not required signage at all.

## Primary Function Classification

Classification based around the primary purpose or use of the open space. i.e. what the park is mainly used for. The open spaces could be categorised into sixteen different categories as shown in the following table.

## Catchment Classification

Classification based around the sphere of influence and origins of users - i.e. where people come from to use the park. There are four levels of catchment (Regional, District, Local Area, Neighbourhood). The following table provides a summary of these classifications.

## Landscape Setting Classification

Classification based around the physical condition and characteristics of the area that influence a user's experience, i.e. what the park is like. This classification is proposed to assist with the differentiation of sites on the basis of experiences they offer, and to assist with planning, management and marketing. The same activity may be undertaken in places with different landscape settings and result in different experiences. This classification generally does not influence the amount/type of signage required.

KEY	
ID	Identification signage
DR	Directional signage
INT	Interpretive signage

Primary Function Signage Requirements		ID	DR	INT
Social Family/ Recreation Area	Open space which primarily caters for recreation. They can be a variety of sizes and cater for a range of age groups and community activities. These spaces can include facilities such as playgrounds, courts, picnic areas and trails.	✓	✓	
Play	Small open space that is primarily for play and have no other recreation facilities.	✓		
Community Horticulture	Open space dedicated to horticultural or agricultural recreation activities, such as community garden plots.	✓		
Cemetery/ Memorial/ Remembrance	Open space dedicated to the memory of people/events.			✓
Ornamental / Botanic Garden	Open space dedicated specifically to exotic floral/horticultural features/ vegetation.			✓
Sport	Large area of open space reserved for sporting pursuits such as playing fields, ovals and courts for baseball, soccer, cricket and football.	✓	✓	
Relaxation, Contemplation/ Escape	Parklands dedicated to relaxation, contemplation and escape, with no dedicated facilities other than seats, paths, viewing areas, signage, etc.	✓		✓
Flora/Fauna Conservation	Protected open space which supports natural systems and are managed for significance of flora and fauna. These spaces may provide recreational opportunities associated with interpreting these features but only where there would be low impact on the environmental function.	✓		✓
Access Way/ Trail or Corridor	Continuous length of green space trail, link or walkway between or along streets, transport corridors, waterways etc. which provides connection between facilities or along natural features.	✓	✓	✓
Foreshore	Open space associated with the coastline including the sand dune system, coastal vegetation and open space developed for recreation purposes.	✓	✓	✓

Primary Function Signage Requirements		ID	DR	INT
Water-based Recreation	Open space areas principally designed to support water based recreation activities such as fishing and boating.	✓		
Plaza/ Forecourt	Open spaces that principally support the use of an associated civic or community building, and are not just for the purpose of visual amenity but support community gatherings or related activities such as a market. (Amended from 2005 Strategy to include not only civic plazas and forecourts i.e. railway station forecourts)		✓	
Conservation of Cultural Heritage	Open space areas dedicated to protection or interpretation of indigenous cultural heritage or European settlement, eg the garden of a historic homestead.			✓
Visual Amenity	Small open space designed to provide visual relief from urban surroundings and enhance amenity of streetscapes. May also help meet tree canopy goals.			
Drainage	Open space areas designated for drainage/ water quality treatment functions, floodway or retardation.			
Buffer	Open space areas retained as such to provide a buffer between residential areas and industry, hazardous areas, transport routes, or significant sites.			
No Identified Function	Open space with no identified function.			

Catchment Signage Requirements		ID	DR	INT
Regional	Open space that has the capacity to service or attract People from across and beyond the LGA due to its location, size, uniqueness, quality, play value or focus of the activity.	✓	✓	✓
District	Open space that draws people from adjoining suburbs and across the Council area due to its larger size, higher quality or uniqueness to the district.	✓	✓	✓
Local Area	Open space that caters for people within a portion of a suburb and local residential area due to its size (larger than a neighbourhood park), appeal or activities.	✓	✓	
Neighbourhood	Open space that aims to primarily cater for a local community and will generally not attract people from a wider catchment. Serving residents within the immediate locality areas defined by 8 minutes walk or defined physical barriers within the Local Area.	✓		



# Social Family/Recreation Open Space

The following diagram represents a typical scenario and provides a visual guide of signage typologies and placement in-situ when creating a signage plan.

KEY

ID

Identification signage

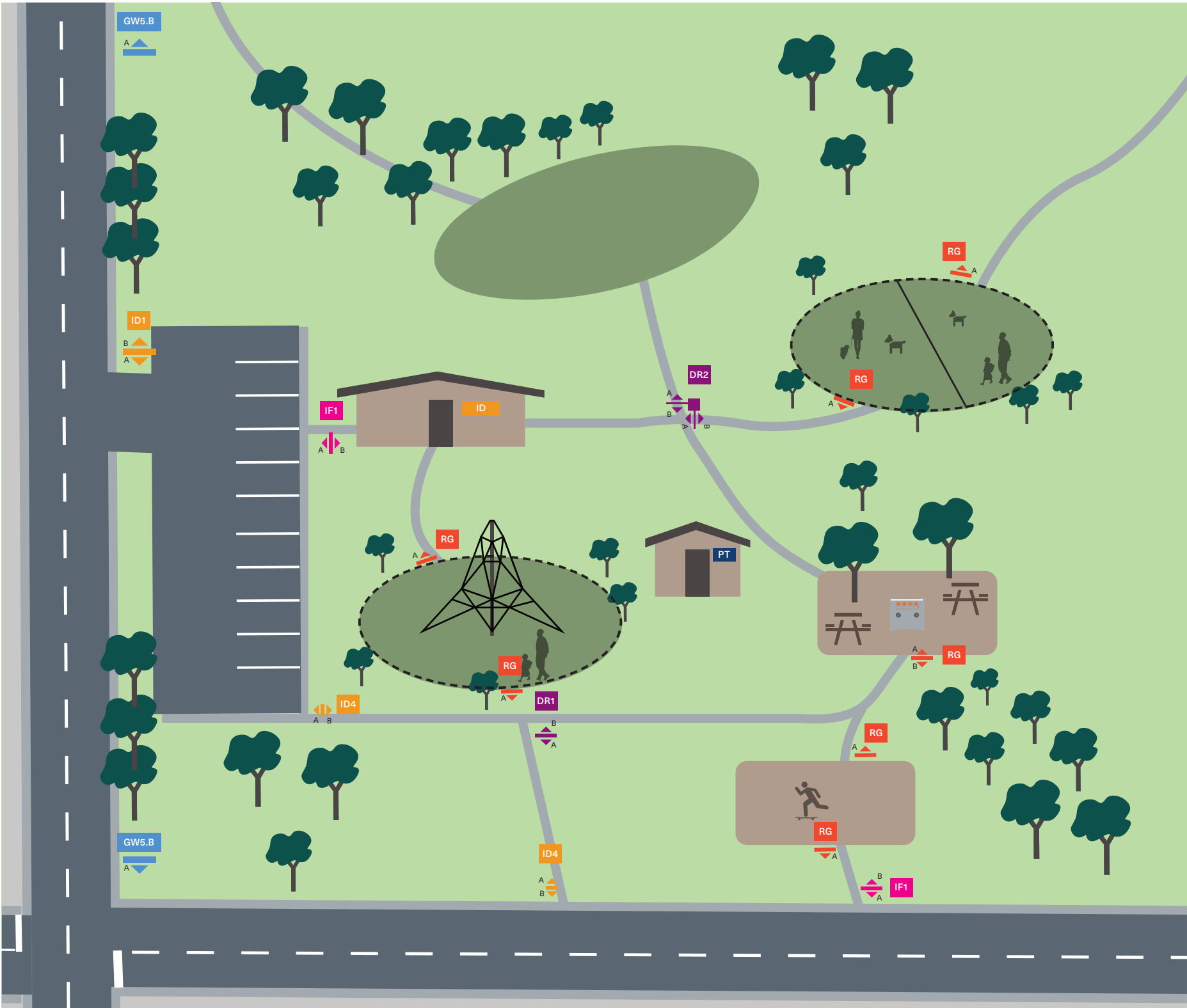
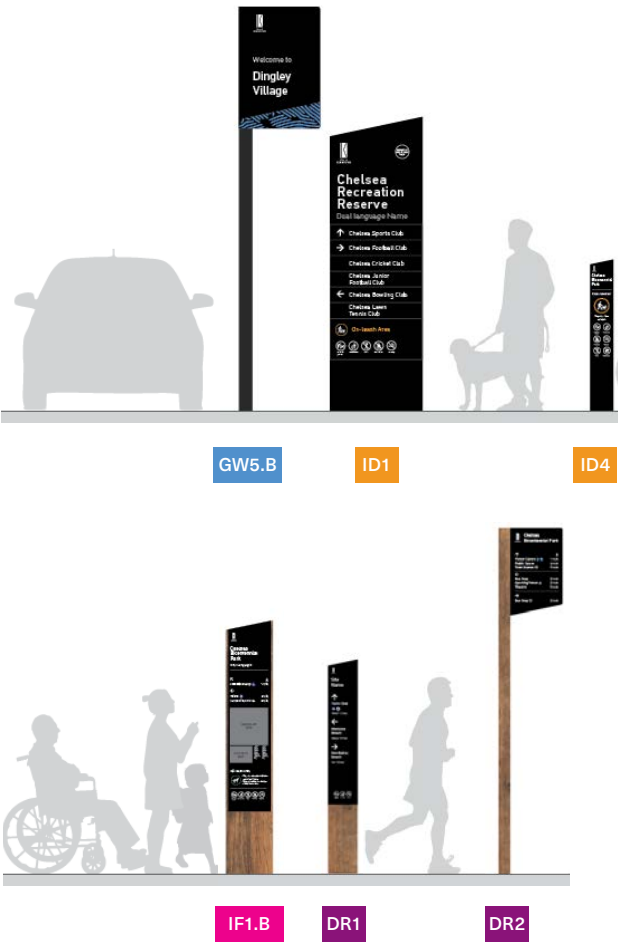
DR

Directional signage

RG

Regulatory signage

Refer to "Kingston Open Spaces & Activity Centres Wayfinding Strategy" Section 3, page 82, 89.



## Play Open Space

The following diagram represents a typical scenario and provides a visual guide of signage typologies and placement in-situ when creating a signage plan.

### KEY

**ID** Identification signage

**DR** Directional signage

**RG** Regulatory signage

Refer to "Kingston Open Spaces & Activity Centres Wayfinding Strategy" Section 3, page 82, 89.





## Sports Open Space

The following diagram represents a typical scenario and provides a visual guide of signage typologies and placement in-situ when creating a signage plan.

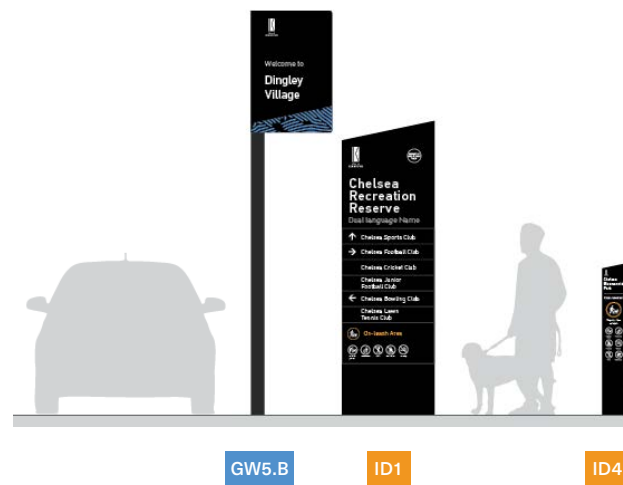
### KEY

**ID** Identification signage

**DR** Directional signage

**RG** Regulatory signage

Refer to "Kingston Open Spaces & Activity Centres Wayfinding Strategy" Section 3, page 82, 89.



## Relaxation, Contemplation/ Escape and Flora/Fauna Conservation Open Space

The following diagram represents a typical scenario and provides a visual guide of signage typologies and placement in-situ when creating a signage plan.

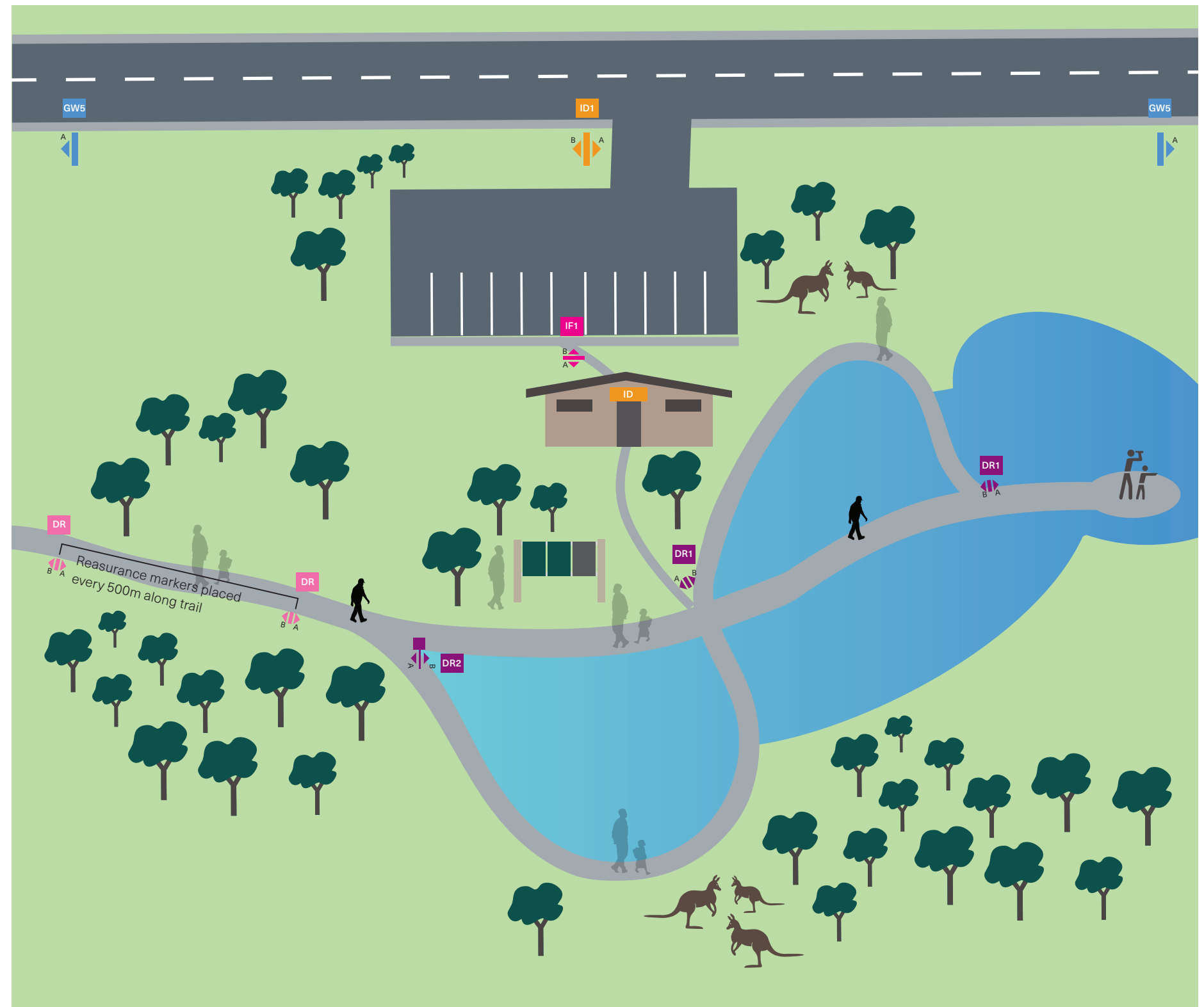
### KEY

**ID** Identification signage

**DR** Directional signage

**RG** Regulatory signage

Refer to "Kingston Open Spaces & Activity Centres Wayfinding Strategy" Section 3, page 82, 89.





## Access Way/ Trail or Corridor Open Space

The following diagram represents a typical scenario and provides a visual guide of signage typologies and placement in-situ when creating a signage plan.

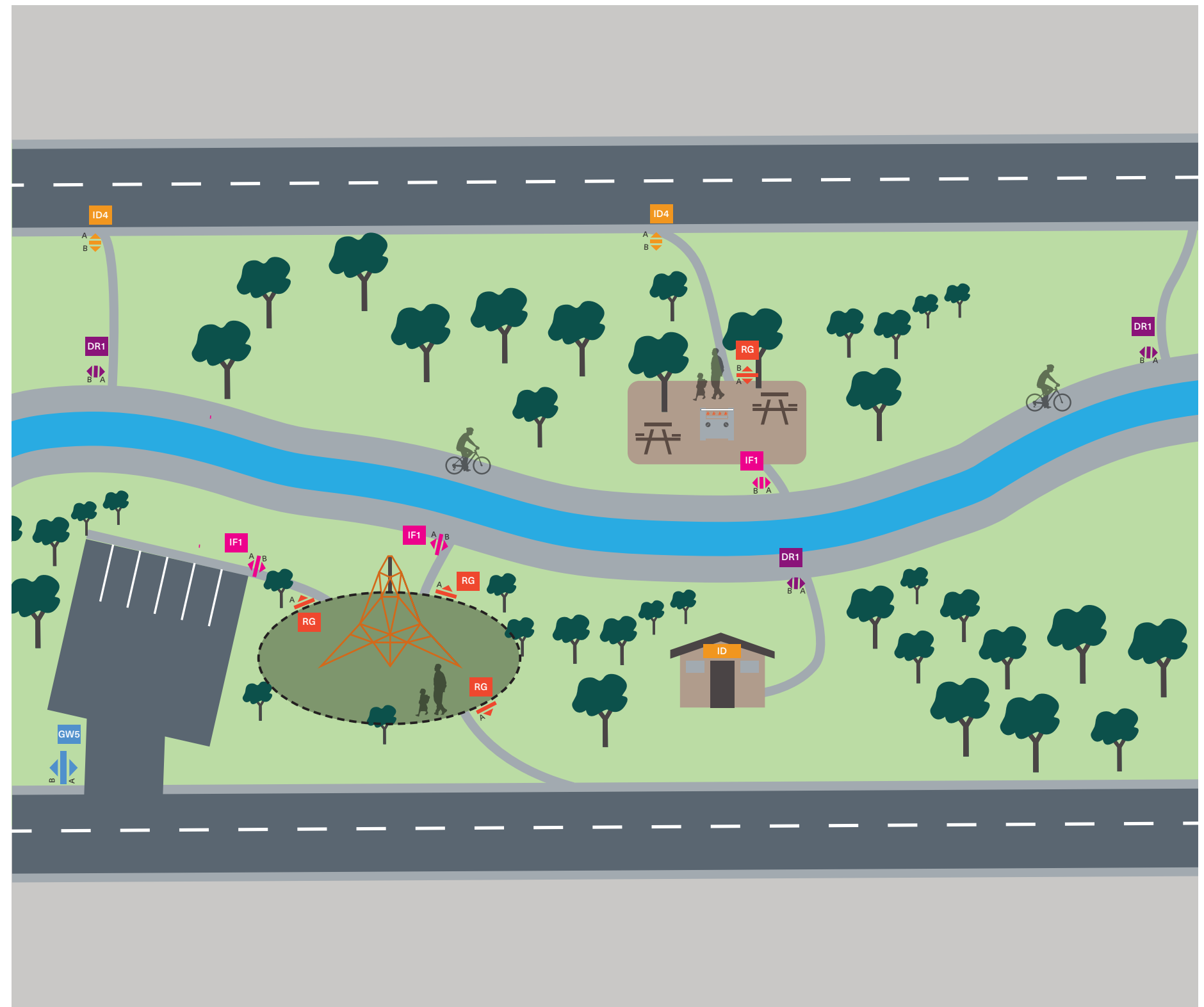
### KEY

**ID** Identification signage

**DR** Directional signage

**RG** Regulatory signage

Refer to "Kingston Open Spaces & Activity Centres Wayfinding Strategy" Section 3, page 82, 89.



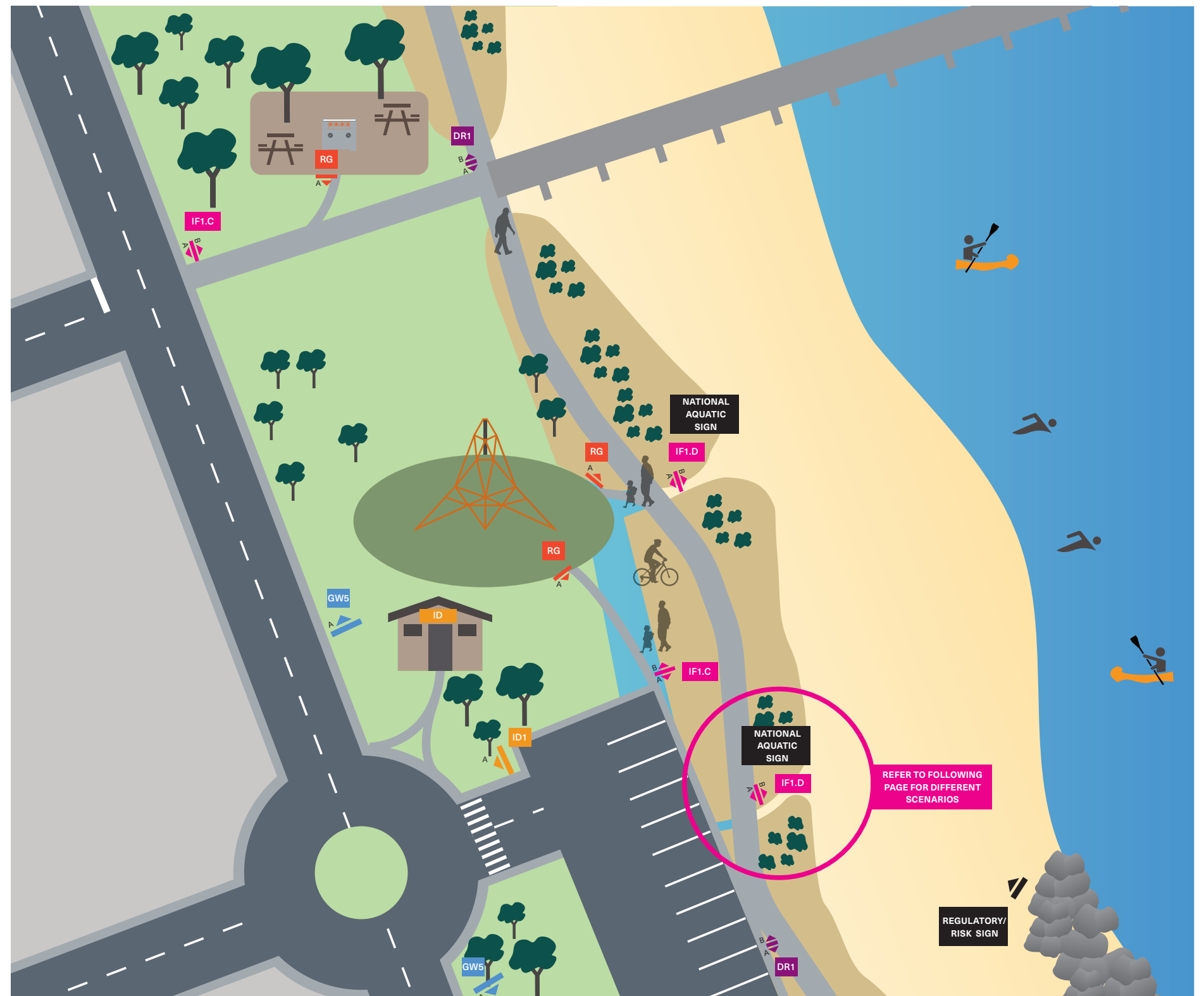
# Foreshore Open Space

The following diagram represents a typical scenario and provides a visual guide of signage typologies and placement in-situ when creating a signage plan.

## KEY

- ID** Identification signage
- DR** Directional signage
- RG** Regulatory signage

Refer to "Kingston Open Spaces & Activity Centres Wayfinding Strategy" Section 3, page 82, 89.

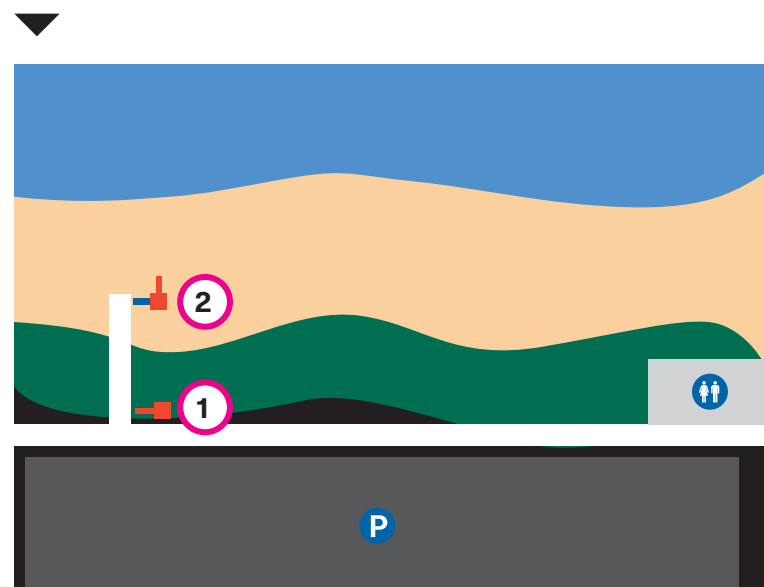




# Foreshore Open Space

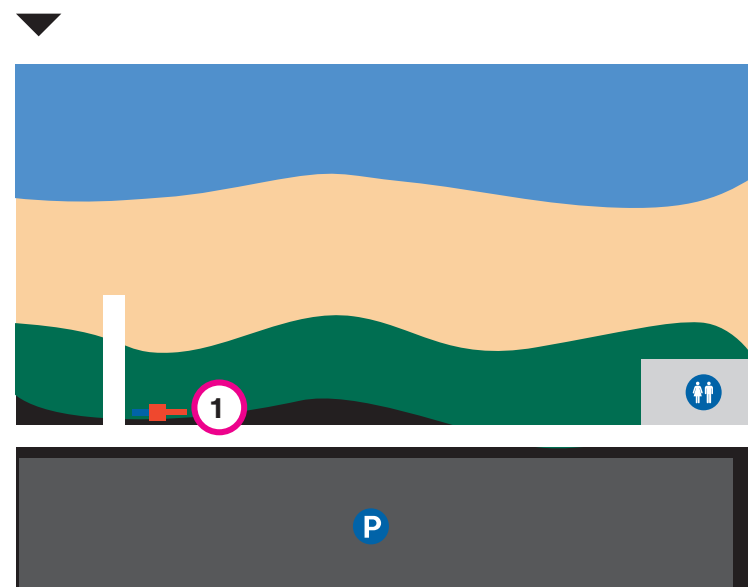
## SCENARIO 1

As the user enters the beach they have a map of the dog regulations. If they are approaching from either side of the beach, the National Aquatic risk and safety information is provide as well as the dog regulations map.



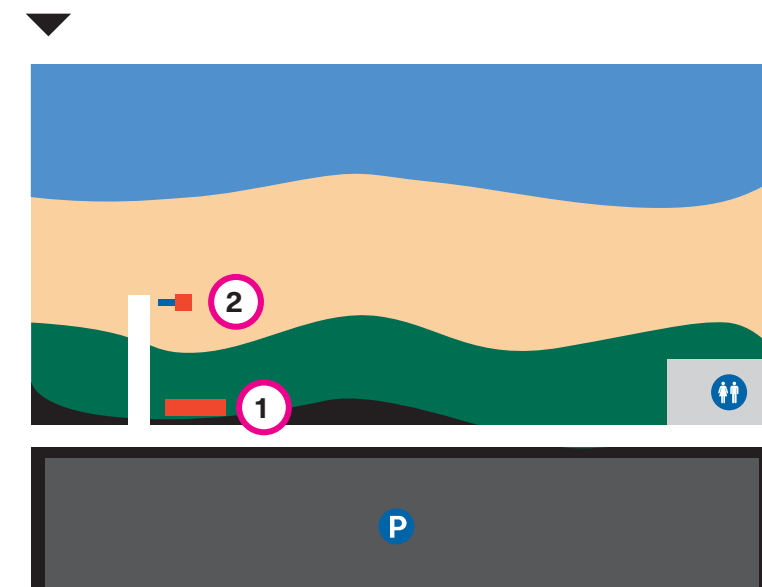
## SCENARIO 2

As the user enters the beach they have a map of the dog regulations and the National Aquatic risk and safety information. No sign is on the beach.



### SCENARIO 3

A larger horizontal map is provided upon entry from the carpark. Once users are on the beach, National Aquatic risk and safety information is provided.



# Drainage Open Spaces

The following diagram represents a typical scenario and provides a visual guide of signage typologies and placement in-situ when creating a signage plan.

KEY

ID

Identification signage

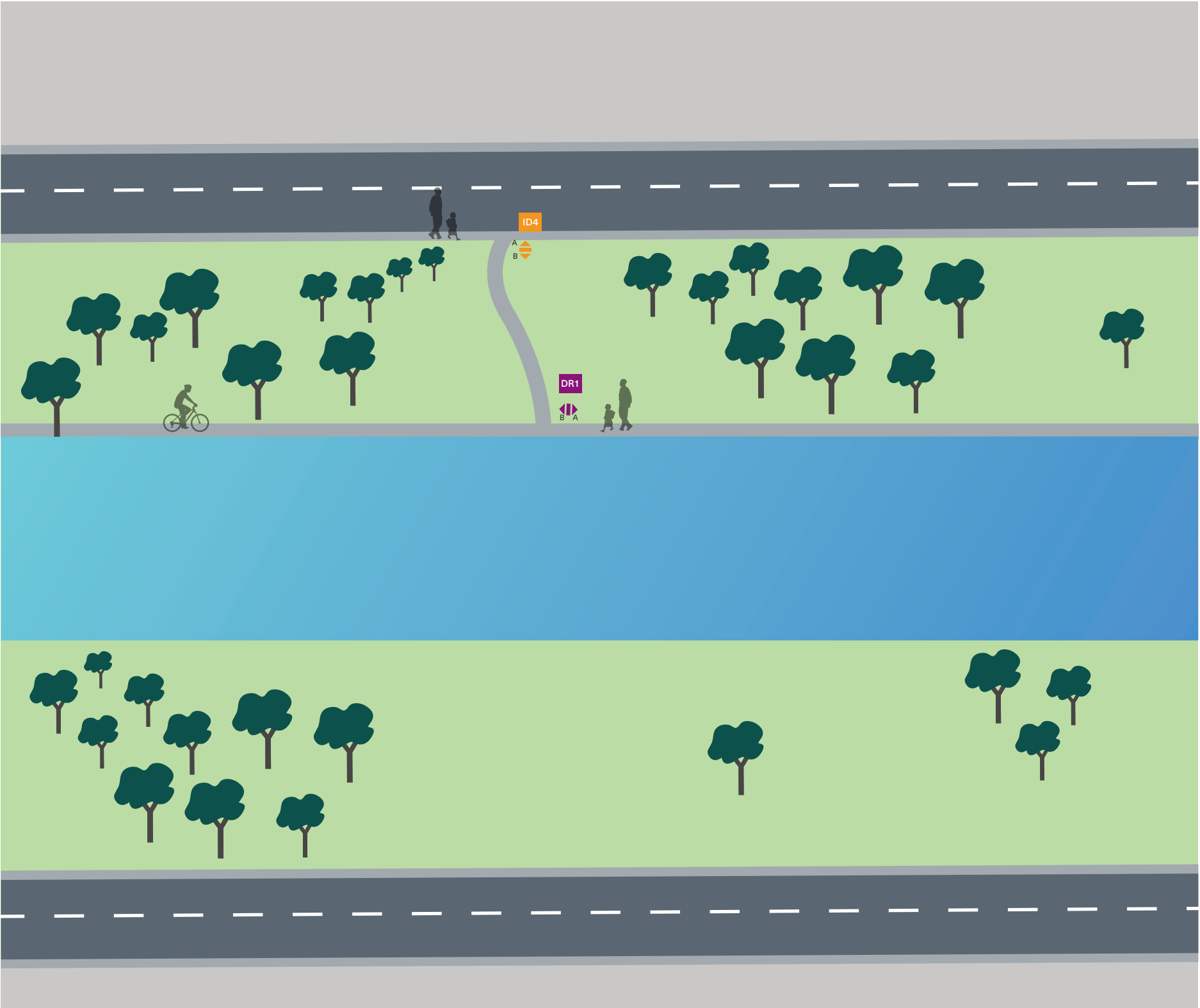
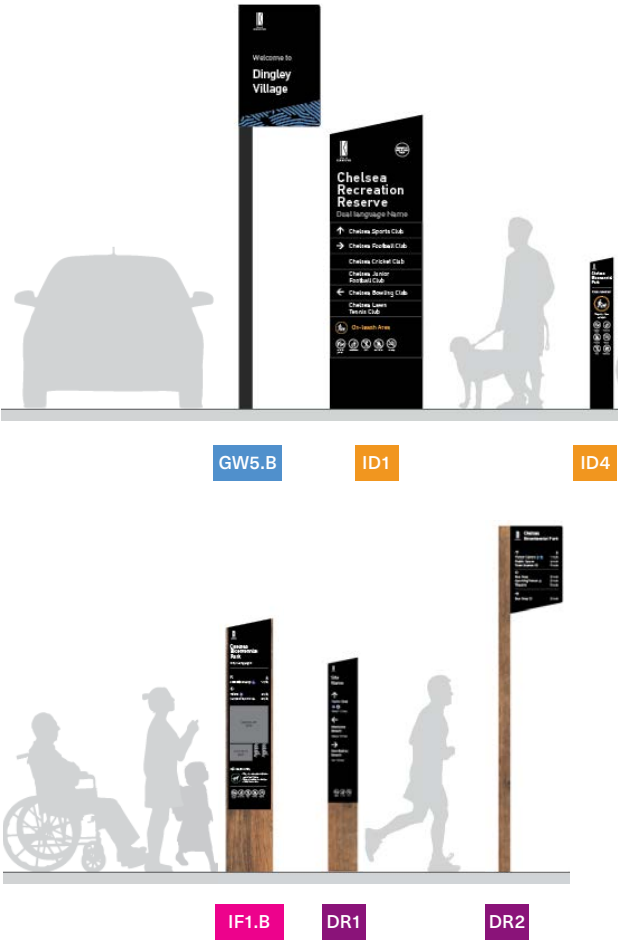
DR

Directional signage

RG

Regulatory signage

Refer to "Kingston Open Spaces & Activity Centres Wayfinding Strategy" Section 3, page 82, 89.





# Water-based Recreation Open Space

The following diagram represents a typical scenario and provides a visual guide of signage typologies and placement in-situ when creating a signage plan.

## KEY

- ID Identification signage
- DR Directional signage
- RG Regulatory signage

Refer to "Kingston Open Spaces & Activity Centres Wayfinding Strategy" Section 3, page 82, 89.



—

# Activity Centres Scenarios



# Signage Requirements for Activity Centres

Different Activity Centres will have different signage requirements. Generally, Principal and Major centres will required all signage typologies while a Local Centre will only need an identification sign.

The following considerations and diagrams represent typical scenarios and provides a guide of signage typologies and placement in-situ when creating a signage plan.

As new urban developments occur, they should take into consideration and adhere to the Council’s wayfinding signage suite and strategy to ensure consistency across the local government area.

Signage Requirements	ID	DR	INT
Principal			
Major			
Neighbourhood			
Local			

KEY	
ID	Identification signage
DR	Directional signage
INT	Interpretive signage

## Placement considerations

Transport hubs such as train stations are substantial attractors and experience high volumes of pedestrian movement. It is important that key orientation signage such as mapped plinths are located at all key train station departure points to ensure unfamiliar users have easy and consistent access to critical wayfinding information as they arrive from their public transport journeys. Mapping information will ensure they can quickly orient themselves in the environment and begin their journey. Mapped signage should be located as closely to the threshold between the public realm and train station environment along major paths of travel as possible.

### Mapped plinths (primary)

Mapped plinths require more room and clear circulation offsets around them to allow all ability access, therefore placement in plazas and exits from major public transport should be the preferred direction rather than in congested or high traffic egress situations.

It is also recommended that mapped plinths be placed in quieter zones neighbouring busy traffic areas where access, viewlines and contemplation is not impinged.

Mapped plinths should be located based on the following strategic principles:

- At key pedestrian thresholds and exits from key public transport infrastructure such as trains stations, bus interchanges, and other transport hubs. In these instances, designers should carefully consider integration opportunities with other existing signage and assets - such as Public Transport Victoria (PTV) signage. When possible, negotiate with Public Transport Victoria to encourage the allocation of plinths within their management area if that location has clear strategic advantages such as being closer to pedestrian circulation flows or in a better lit, more welcoming area.
- At key community facilities and council owned public amenity assets
- At key tourist and major visitor destinations
- At key primary intersections, decision points, and activity nodes along the Principal Pedestrian Network.

### Flag signs (secondary)

They should be located in the following instances:

- Secondary bus stops and transit nodes
- Secondary decision points from the Principal Pedestrian Network or at primary decision points where limited space might not allow the placement of a mapped plinth
- Community and Council facilities secondary decision points
- Mid journey decision points, intersects and cross overs along Principal Pedestrian Network to capture both pedestrians and cyclists.

### Finger signs (tertiary)

Finger signs are intended to be used when users approach their destinations, they can also be utilised where routes departing from decision points are few. There is a possible conflict with existing LGA signage that utilises a similar typology signing to the same destination or facility. A rationale needs to be established to determine which sign takes precedence and should be used, or if existing signage is adequate in some situations and can be retained.

They should be located in the following instances:

- As arrival indicators in close proximity to destinations along priority networks
- Where routes departing from decision points are few

## A user focussed approach

### Tourist

As visitors to a touristic location, they are an important percentage of users but not the entire user demographic. These users are not familiar with locations and require direction along the whole journey to destinations.

### Service centric user

People travelling to a location by car or by public transport to access its service such as a specialist doctor, get their hair cut, buy a present, do sports, etc.

This particular audience may know the site at a macro level but are in need of the fine grain assistance to navigate the site at street level.

The ‘service centric user’ requires street names and landmarks to guide them on arrival. They may have the benefit of a smart phone with mapping capabilities, if they do they will be looking to navigate their physical environment with street destinations as prompts and assurance givers.

It is recommended that the use of street names as destinations on plinths and flag signs should be considered in the activity centres where streets form the main navigational and orientation method.

### Cyclist

From a user focussed perspective, cyclists generally have different needs than pedestrians. They often are travelling at speed, following a cycle path or network which is defined and are not inclined to stop to read signage close up. Flag signs offer an opportunity to provide for both pedestrians and cyclists along suitable networks as they present larger text that can be read from a distance. To facilitate this, Flag panel heights may need to be lowered and optimal viewlines considered when placement occurs with both users in mind.

## Facility names

It is a requirement that facility names on signs must be the ‘official facility name’ that is used in the relevant Council’s resolution or historical name under which the facility was established. If no resolution has occurred refer back to the historical name. No colloquial or cultural names may be used. Ensuring the nomenclature for destinations is consistent and understood is integral to developing a consistent and cohesive system.

\_\_\_\_\_

## KEY

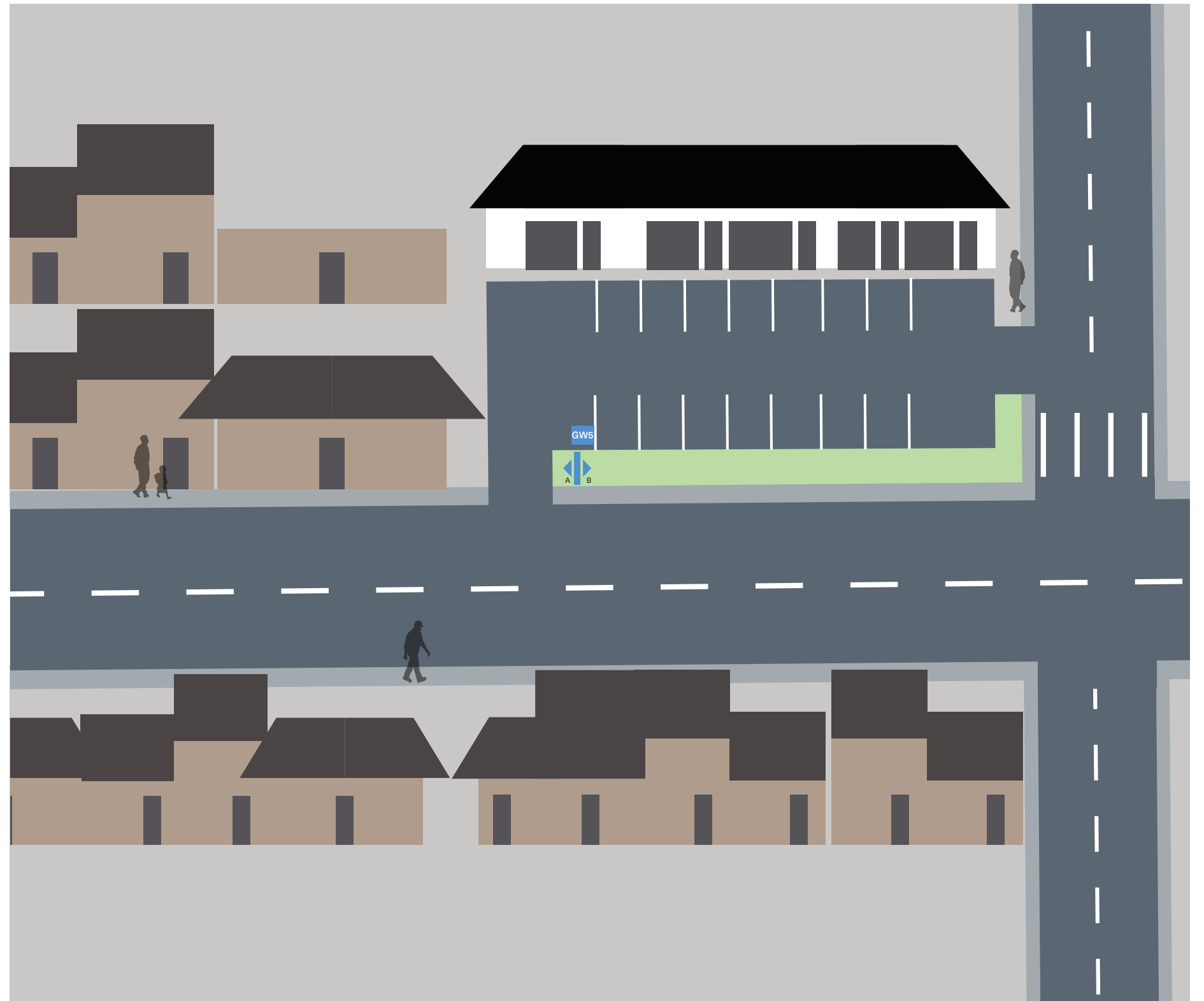
- Refer to "Kingston Open Spaces & Activity Centres Wayfinding Strategy" Section 3, page 82, 89.





## Local Activity Centres

The following diagram represents a typical scenario and provides a visual guide of signage typologies and placement in-situ when creating a signage plan.



—

## **Building / Facility Scenarios**

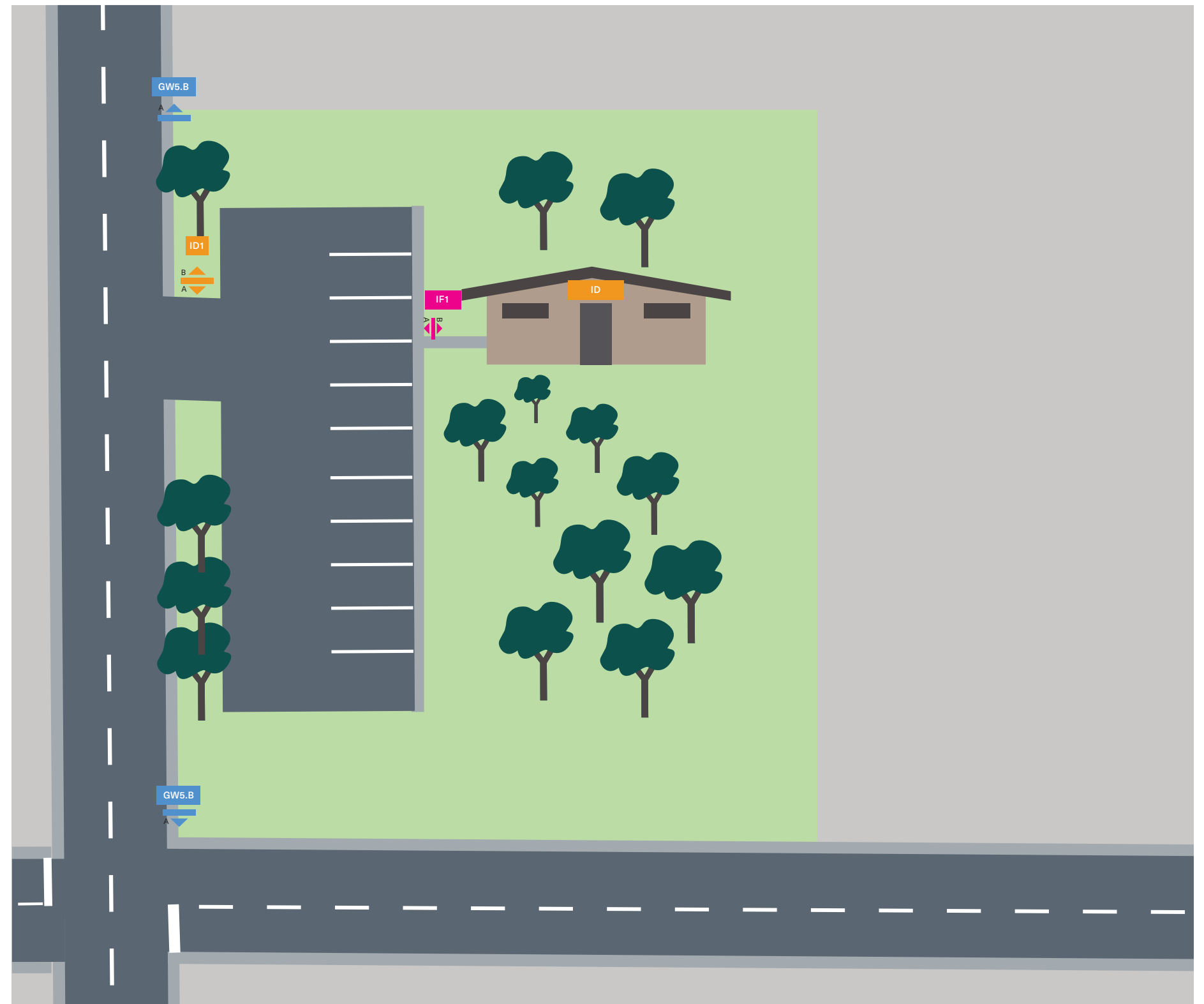
## Community Facility Building

The following diagram represents a typical scenario and provides a visual guide of signage typologies and placement in-situ when creating a signage plan.

### KEY

- ID** Identification signage
- DR** Directional signage
- RG** Regulatory signage

Refer to "Kingston Open Spaces & Activity Centres Wayfinding Strategy" Section 3, page 82, 89.





Section 6

# Signage Installation & Maintenance

# Signage Installation

**Installation should be undertaken by an appropriately qualified contractor or internal staff member if possible. Site conditions will have an impact on the installation and fabrication of signage and it is therefore necessary to identify these issues during the planning phase.**

## Transportation

- Ensure delivery of new signage from fabricators is undertaken with the utmost care to avoid damage.
- New signage should be bubble wrapped or similarly protected to avoid dents and scratches.
- Check all new signs on delivery to ensure no damage was incurred in transit.

## Storage

- Signage should be stored in a safe place prior to installation and not laid flat where panels can be damaged.
- Ensure all protective coatings have been applied as per the manufacturers specifications.

## Prior to installation please ensure

- Footing and construction details have been reviewed.
- All potential services have been identified.
- A 'Dial Before you Dig' has been undertaken to identify any potential underground services.
- Installation method and approach is appropriate for the site conditions.
- Bituminous paint can be applied to wood that is to be installed in excessively damp soils to prolong their lifespan. The paint should be applied from the bottom of the post to a point 50 mm above the expected ground level.
- A wax emulsion wood sealer can be applied to both cut ends of wood to slow the drying process and reduce the incidence of splitting.
- Sign locations do not negatively impact on the heritage or cultural environment.
- The sign is located within the site boundary.
- The sign locations are accurately identified and correspond to an approved sign plan.
- Work health and safety measures are adhered to.
- A traffic and pedestrian management plan has been developed.

## During installation please ensure

- The site is cleaned and free of excess materials.
- The site is restored and remediated if necessary.
- The signage has not been damaged during installation.
- The traffic and pedestrian management plan is followed.

## Site safety

When constructing and installing signs the appropriate health and safety measures need to be taken. Consider the following when constructing or installing signs:

- Slip and trip hazards to installers and the general public from; hoses, cables, leads running on the ground.
- Working on or near sources of electricity, including hidden cables behind walls; using electrical equipment.
- Falling objects or falling from a height.
- Hazardous noise levels.
- Environmental conditions e.g. wind, dust, rain.
- Hazardous chemicals e.g. solvents, adhesives.
- Manual handling: Types of postures and force required to install the sign.
- Ensure all relevant traffic and pedestrian safety requirements are in place during installation to avoid falls and injuries.
- Remember that a sign itself may be a hazard. Place signs so that they do not obscure hazards or distract the viewer during hazardous situations.
- Wear personal protective equipment (PPE) during installation e.g. gloves, dust mask, high-visibility vest, helmet, safety glasses, steel cap boots, ear plugs etc.
- Staff are suitably trained or supervised when using machinery e.g. auger, bench saw etc

# Signage Maintenance



Signage should always be well maintained to project a positive image of the Reserves and the community.

## Maintenance

### Checking sign conditions

Maintenance needs to be part of the operational staff overall program as signs require regular inspections and upkeep.

A regular inspection program should look for:

- Signage that has been removed, tampered with or vandalised.
- The relevance of information. Things change, so signage should reflect the changes that happen and be up-to-date and relevant.
- Signage is functioning as it was originally intended.
- The condition of the finishes and materials.
- The presence of any obstructions.
- All fixings are tight and present.

## Repairing Signage

Signage should be repaired as soon as possible as it may impact on the continuity of surrounding wayfinding signs. The design of the new signage must follow this guide.

### Note

Council is responsible for inspecting, maintaining and repairing Regulatory, Warning, Standard and Guide signs on Municipal Roads within the City of Kingston, except where relating to Arterial Roads as described below.

VicRoads is responsible for any signs that control the movement of traffic to and from an Arterial Road, being located on either the Arterial Road or the intersecting Municipal Road.



ASPECT Studios

Level 4, 160 Queen St, VIC 3000  
T: +61 3 9417 6844  
F: +61 3 9417 6855  
E: [melbourne@aspect-studios.com](mailto:melbourne@aspect-studios.com)