



Launceston City Heart

Connectivity & Wayfinding

Signage Strategy

STAGE 1

Acknowledgements

CITY OF LAUNCESTON

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01

Introduction

The Launceston City Heart project, which this study and strategy is a part of, aims to create and develop a clear 'vision' for the city now and into the future with the community, setting a bold framework for improving liveability, tourism, recreation and employment opportunities, within a strong heritage and environmental framing. This project provides a rare opportunity to bring together the wider Launceston community, and build the local support that is necessary to deliver a successful outcome.

The primary goal of the connectivity study and the wayfinding strategy is to provide strategic thinking and design recommendations for connectivity improvements to the city's key attractions and precincts to and from the city centre.

As identified in previous reports, Launceston has many high valued natural assets and amenities that are under utilised, the river front for example has the potential to be a major recreational destination but has not quite achieved that aspiration. The completion of the Levee Trail goes part way in providing the infrastructure to support further development with some key destinations and attractions needed to complete the story.

The Cataract Gorge, only a 15 minute walk from the city centre is truly unique among Australian cities with exception to Sydney's harbour. But getting to the Gorge is not easy, the route is dissected east-west by a freeway and the pedestrian experience is hindered by a lack of connecting paths and directional information. What should be a premier walking trail from the city is relegated to a disjointed and convoluted journey.

It's possible the city, over time, has forgotten why its ancestors chose such an idyllic place to settle. With its historic parks, rural setting and river frontage the city needs to rediscover itself and reaffirm its many assets for its existing community, future residents, visitors and tourists and realise the potential to be an active, vibrant and sustainable city.

The Connectivity Study and Wayfinding Strategy is a small but important component in larger more aspirational rethinking of the city.

There is a need for greater active transport infrastructure in Launceston and a behavioural change in how the city's inhabitants move in and around the city centre. A reduction of heavy traffic through the city would go some way to improving the access to and amenity for pedestrians walking around its streets. In response to the LCHP Community Engagement process, the develop of a Wayfinding Strategy and improved connectivity principles must be completed to provide a clear coordinated framework. This framework will deliver consistent Wayfinding signage components and information to direct people to their desired destinations, and to encourage people to walk and ride with comfort and confidence.

This study and strategy will be a document that provides a consistent Wayfinding and Connectivity methodology for the Launceston Municipality. Additionally, it will form part of the future Launceston City Heart Urban Design Guidelines document.

The aim of the strategy is to identify, determine and implement a consistent standard of Wayfinding, signage and associated treatments across Launceston city and to improve connectivity throughout the city out to the surrounding key precincts of the Municipality.

Creating a clear, consistent and easily understood Wayfinding system of using signage throughout the City of Launceston is the main, high level goal of this study and strategy.

Overview of Objectives:

- **UNDERSTAND** City of Launceston and its specific walking, riding and Wayfinding challenges, in particular those that relate to multi-modal journeys.
- **EXPLORE** City of Launceston and to strengthen connectivity throughout the city and to the surrounding attractor precincts.
- **CREATE** Wayfinding and connectivity principles to support detailed design and implementation of the initiative across multiple platforms.
- **DESIGN** and provide an illustrative consistent product fit for the purpose and in keeping with City of Launceston's 'Human Scale' and 'Heritage' context.
- **INVESTIGATE AND RECOMMEND** the implementation and roll-out of the new signage strategy.

Objectives for the LCH Wayfinding Strategy

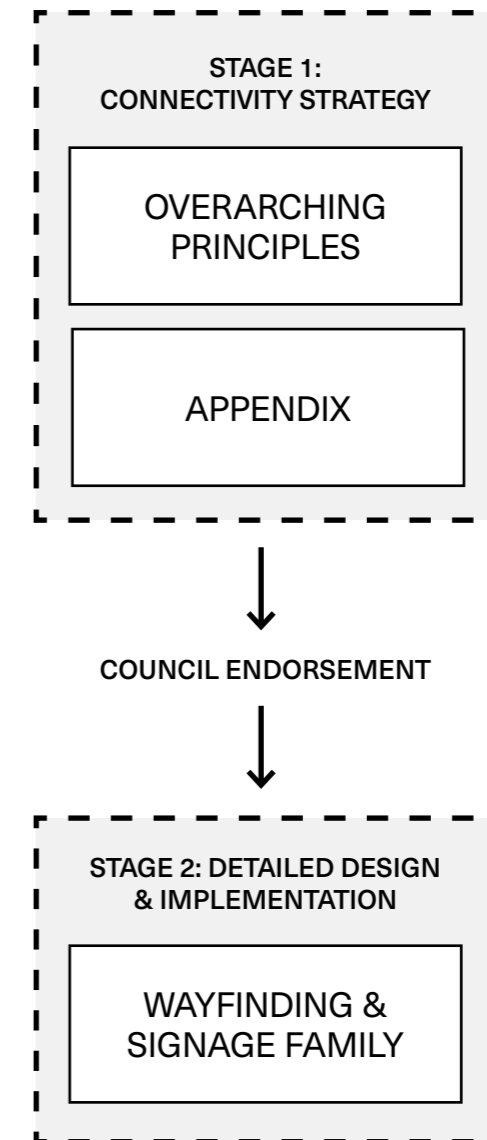
Gehl Architects

A study of Launceston city and its people, through data collection, feedback, forums and key focus group meetings. Analysis of the data was used to develop a vision which is outlined through strategic recommendations for the city spaces and overall strategies for the future of the city.

The report highlights the positive and less positive aspects of the city and its attributes, including these positives:

- River, parks and preserved heritage
- Improvements include reduction of the heavy traffic through the city, underdeveloped retail opportunities and city spaces like laneways.
- Low number of public spaces for children in the city and its low density population.
- The report recommends a focus on providing a city that is people focused, fun and dynamic and easy to walk around. to encourage diverse city activities not just to shop.
- Outcomes for improving the city along these lines can lead to significant economic benefits for Launceston.

PROJECT OVERVIEW



02

What is Wayfinding?

WHAT IS WAYFINDING?

Wayfinding is essentially the ability to navigate and orientate oneself within a space or between places.

Where am I? How do I get there?

Finding your way around an unfamiliar place can seem daunting and also an exciting adventure of discovery. People generally use a number of sensory and cognitive devices to navigate and map their journeys. These can be maps, signs, digital devices or even typography. To assist in journey planning and navigation a wayfinding system should provide the following:

- A consistent, legible and coherent communication system including the use of pictograms, maps and time and distance information.
- Be concise- provide the right information at the right time, only show what is needed.
Locate wayfinding elements at key decision points for users: car park interface, plazas or key intersections

Less prescriptive wayfinding occurs naturally or intuitively. People wandering or discovering may be directed by the lay of the land, landscape or architectural prompts in the built form or just follow other people along well worn networks.

Benefits of Wayfinding

Wayfinding has many benefits, it helps by:

- Creating a more connected place: facilitating ease of movement around spaces and places
- Creating a more vibrant place: encouraging walking and cycling
- Creating a more viable place: increased foot traffic means longer stays and more retail profitability

"Wayfinding is also an integral component in supporting and encouraging walking and cycling. Increases in people walking has been shown to activate and increase profitability of retail precincts, as well as improving health and well being."¹

Walking and cycling as a integral mode of transport has been identified as a key component of the city's future transport mix.

¹ Dr Rodney Tolley
Commissioned by Heart Foundation South Australia

Research has shown that map-based signage is superior to all other types of wayfinding signage for pedestrians.²

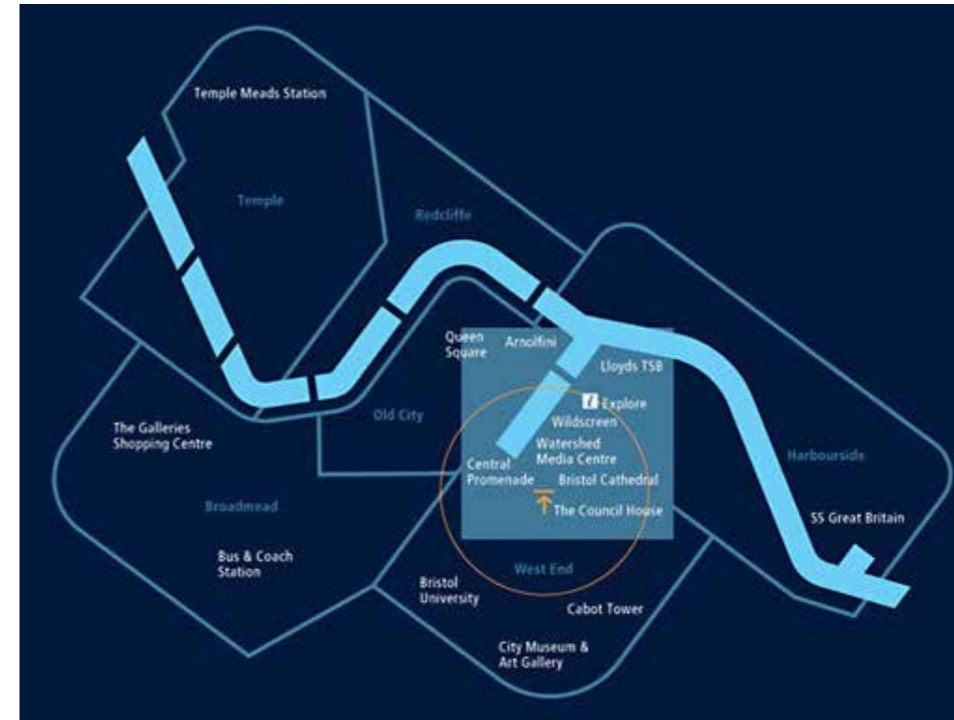
For the mapping on plinths in the Launceston Wayfinding System, we will utilise a 'Heads Up' mapping system to show a 500m local area; supported by a simple, stylised city-wide map for broader orientation and context. This system was pioneered in Bristol and is supported by a significant amount of research and user testing. It has since been further refined through the Legible London wayfinding system, and is gradually being adopted by local government areas throughout Australia.

Simplified city-wide map

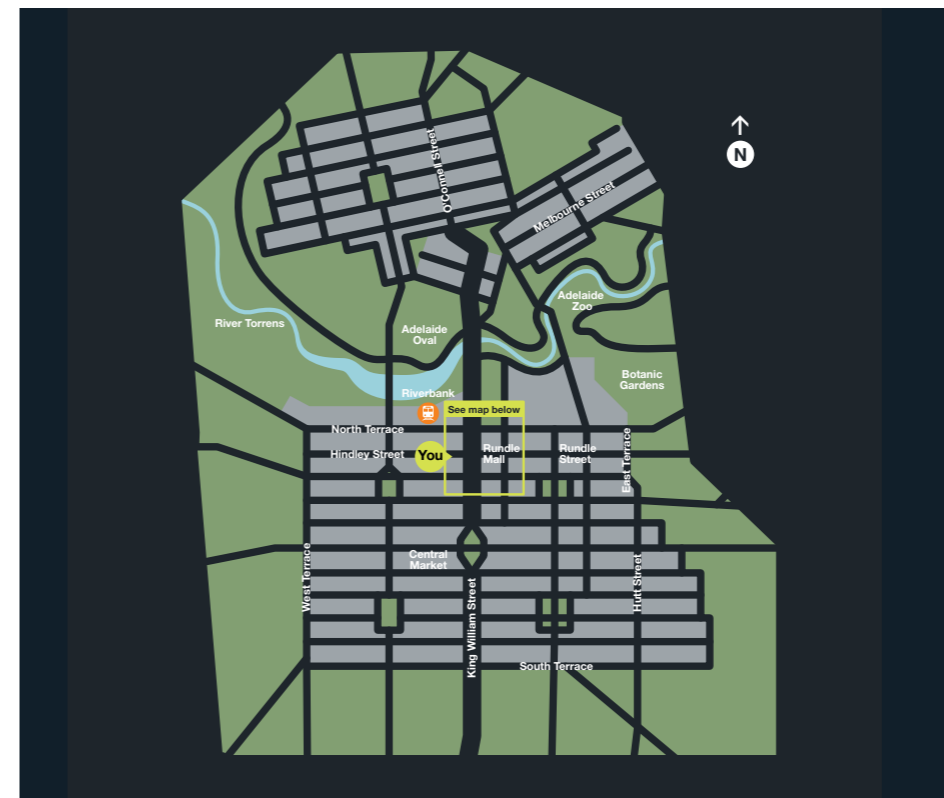
A simplified north-facing city-wide map accompanies the Heads Up map on urban wayfinding plinths. This helps the user orientate themselves within the wider context of the city. This city-wide map appears in the same manner across all plinths within the system, with only the 'You Are Here' marker changing. For the Launceston Wayfinding System we propose a smaller map in the same style as the Bristol Legible City system (see below).

Suggested inclusions for city-wide map:

- Street positioning
- Precinct naming or street naming (key streets only)
- Park positioning (naming for key parks only)



Bristol Legible City: Stylised city-wide map



Adelaide Wayfinding: Precinct Map

² Grant, Dr John, & Herbes, Bruce 2007, 'Best Practice in Pedestrian Wayfinding Within Urban Areas'

'Heads Up' Local area map

The Bristol Legible City project has led the world the use of Heads Up maps on plinths – where maps are orientated according to the viewer, rather than using a standard north-facing map.

*"The majority of the population do not have the specialist dimensional skill of a map-reader, an architect or an orienteer – who can view a north-south map and calculate direction. So the 'Heads-up' maps used on panels in the street are oriented according to where they are situated, and not north-south. What you see on the map is right in front of you."*³

This system is more labour intensive to produce – as all plinths within the system need to be custom designed, but it provides a significant improvement over the traditional system of providing directional arrows and north facing maps.

The level of detail on Heads Up maps can vary based on the requirements and style desired. The pros and cons of adding more information need to be considered when developing the mapping system. More information provides users with more detailed knowledge of the city, it can allow them to discover things they didn't know existed and can provide them with more information to make their navigating decisions. Less information, on the other hand, can create a simpler and easier-to-understand map, where important information is not overshadowed by unnecessary detail.

Keeping information to the essentials can also increase the life-span of the map, as less information will be likely to change over time. This consideration can have an impact on ongoing costs of signs. Simpler maps are also faster and more cost-effective to produce, which may be a consideration when developing city-wide signage

Suggested inclusions for Heads Up maps:

- Street positioning
- Street naming
- Pedestrian cut throughs
- Shared path positioning and naming
- On road bike lanes
- Cycle route numbers
- Public transport routes
- Public transport stops
- Public transport route numbers
- Retail precincts
- Parks positioning and naming
- Pedestrian crossings
- Key facilities (toilets, library etc.)
- Illustrated landmarks



Bristol Legible City: 'Heads Up' map

³Bristol Legible City official website:
<http://www.bristollegiblecity.info>

Precinct-wide and zoomed-in 'Heads Up' maps work in conjunction with one another in providing a general location in a wide area and an accurate position in the immediate area. The Precinct-wide map for Adelaide below takes in the full activity centre.

This simplified approach helps users to orientate themselves within the wider context of the activity centre, while the 'You' marker and boxed region clearly indicate the area covered by the detailed heads up map (situated below on the plinth).

The more detailed 500m 'Heads Up' Map helps users plan their journey in a specific context in relation to the Precinct-wide map.

Landmarks work by providing orientation cues for memorable locations. Firstly, if the navigator knows where the landmark is in relation to their position, they can figure out which direction they're facing and which path to follow. Secondly, a landmark signifying a memorable place should help with the navigator's instant recognition of their location.

*"A shared vocabulary of landmarks provides the basis for verbal or written descriptions of locations or routes. Landmarks associated with decision points, where the navigator must choose which path of many to follow, are especially useful as they make the location and the associated decision more memorable."*⁴

This detailed pedestrian map for Hindley Street in Adelaide shows:

- Footpaths
- Pedestrian crossings
- Pedestrian routes
- Public transport
- Public Toilets
- Retail shopping areas
- 3, 5 and 7 minute walking radius



Example 500m 'Heads Up' map for Hindley Street, Adelaide.

⁴ Lynch, K 1960, *The Image of the City*, The Technology Press and the Harvard University Press, Cambridge, Massachusetts

LEGIBLE LONDON

Background

Legible London is a prototype pedestrian wayfinding system designed to provide better information throughout the city of London for people who want to walk. It draws on examples of best practice around the world, and other systems that have stood the test of time, including Bristol Legible City and the UK Road Sign system.

It developed a way of providing coordinated walking information across the capital that is in synch with the way people think and act when they are moving on foot from one place to another.

Accessible maps of different scales have been incorporated to convey quickly not only the immediate surroundings, but to show how the area connects to those around it. Simple 3D drawings of notable buildings have been integrated to the maps to fix given points in people's minds. A clear hierarchy of place names has also been developed so people can appreciate the general in relation to the particular.

Principles

- Draws on Bristol Legible City's Context maps, 'Heads Up' maps and 3D buildings
- Hierarchy of information: gradually and logically sub-divides areas into smaller and smaller chunks
- Progressive disclosure: giving people just the right amount of information just when they need it
- Physically accessible and inclusive
- Useful detail: People with limited mobility, including many older people, need to know how far it is to walk to a place, and if there will be any parks on the way in which they can find a seat to rest.
- 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
- Developing designs that complement their urban context is essential



Source: Legible London Yellow Book, a prototype wayfinding system for London 2007

ADELAIDE PARK LANDS & CITY WIDE WAYFINDING STRATEGY

Background

ASPECT Studios in collaboration with Studio Binocular developed a kit-of-parts approach for the signage family 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, underwent rigorous consultation and real world testing with multiple stakeholders culminating in a final design that embodies world best practice in wayfinding. Ultimately delivering 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 walkers and cyclists and sized and weighted to the particular audience needs
- 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
- 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



INTERACTIVE & ONLINE OPPORTUNITIES

Digital Wayfinding and Heritage Applications

With an ever increasing uptake of smart phones, digital mapping has developed quickly over the last few years. This has allowed the concept of a '360-degree approach' to wayfinding schemes.

This 360 degree approach means a wayfinding system may include signage, printed maps, downloadable maps, and an iPhone app. The idea that together, these elements can be orchestrated to produce a consistent brand, visual language, and mapping aesthetic across all media.

*"Good wayfinding will become a prerequisite of any modern city, and mobile devices will be on the front line when it comes to distributing information."*⁵

The project by Brother and Sister (London) for the Museum of London, utilises augmented reality to composite archival photographs over real world 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.

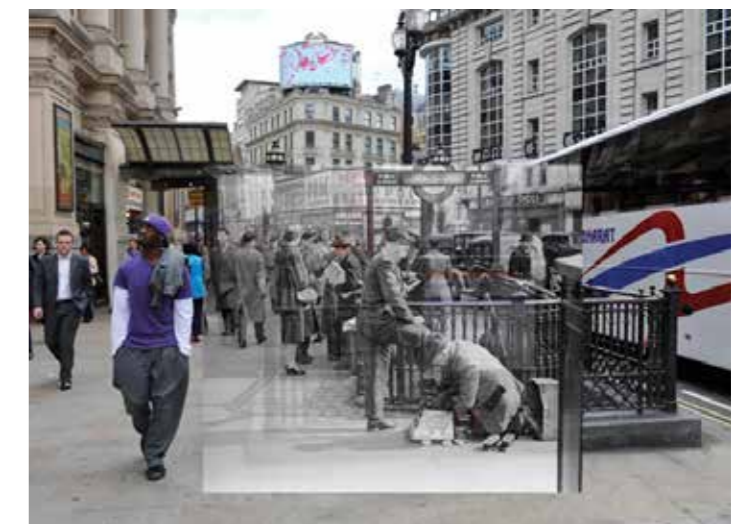
This is an interesting example of how Launceston's many cultural and heritage story's could be revealed.



Graphics for the WalkBrighton iPhone app were designed to be consistent with the system's signage and print components.



Source: <https://segd.org/digital-wayfinding-apps>
Brighton integrated wayfinding system



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

⁵ AIG Founder and Creative Director Tim Fendley (Legible London)

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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 contactless technologies including NFC and QR Codes. By integrating technology into city infrastructure, the discover of information will happen at the speed of people using it

A common symbology is used to help users identify contact points.

Source:
<http://lameva.barcelona.cat/contactless/en>



Barcelona 'Smart City' Nearfield Communication (NFC) in situ with smart-phones

Singapore 50 (SG50)

SG50 was a national effort in celebrating Singapore's 50th birthday. Aside from brand and marketing collateral, the event spurred a development in digital connectivity with the country. An alternative approach to discover can be found in the mobile phone app 'Walkas SG50', developed as a game to encourage Singapore's youth to rediscover the nation's heritage, culture and history.

Source:
<https://www.singapore50.sg/en.aspx>

'Walkas SG50' on iTunes:
<https://itunes.apple.com/sg/app/walkas-sg50/id1031570470?mt=8>



Two screengrabs from 'Walkas SG50' smart-phone app

² AIG Founder and Creative Director Tim Fendley (Legible London)

Wireless technologies may offer additional layers of communication between audience and place. As smartphone technology becomes the norm for handheld devices, access to content digitally through Bluetooth, WiFi or/and Near Field Communication (NFC) may be easily adopted.

Bluetooth, WiFi and NFC all use wireless communication and data exchange between digital devices. However, Bluetooth and WiFi both use radio transmissions while NFC utilises electromagnetic radio fields. This is indicative to differences how content is accessed.

Existing useage of interactive and online technologies in Tasmania include, but are not limited to:

- Tasmanian Visitor Information Network's 'AppNGo'
- Tasmanian Museum & Art Gallery's 'Field Guide'
- MONA's 'O device'

QR Codes

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

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 for Launceston include:

- Online walking trails (e.g. a 'Historical Walk')
- Translated sign information for tourists
- Links to online wayfinding for seasonal events
- Links to information which regularly updates/changes thus should not be included on more permanent signage.



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

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.

Near Field Communication

NFC is a form of contactless communication between its electro-magnetic field and devices like smartphones 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 smartphones 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: NFC is currently only supported on Android platforms, and has not been adopted by Apple (e.g. the system cannot be used on iPhones). This may provide significant 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



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

03

**Identifying
Connections**

Overview

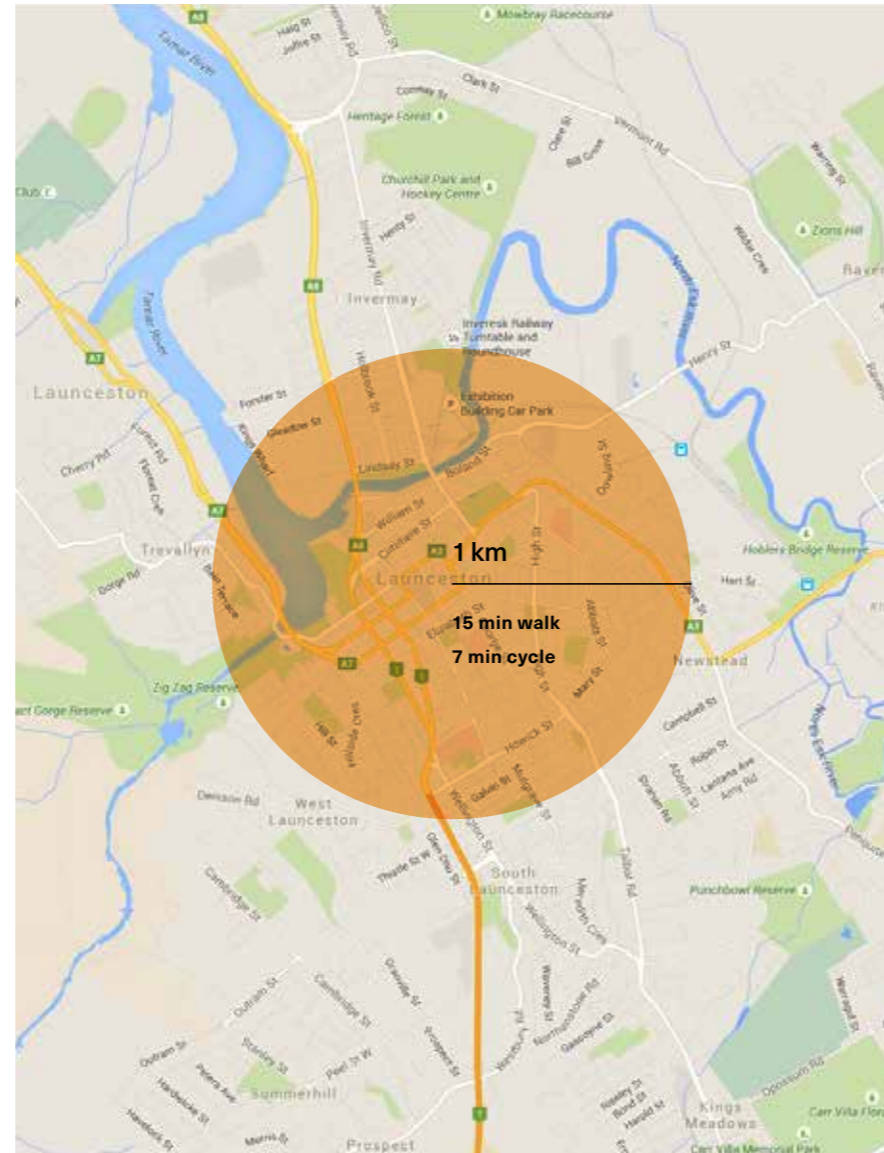
Launceston is a walkable City with most destinations and attractions accessible by foot or bicycle within 20 minutes. Launceston's topography is varied with a relatively flat CBD surrounded by hills to the east, south and west. To the north are three rivers; North Esk, South Esk and Tamar River.

The current wayfinding signage used across the City will be redesigned. It will provide a flexible and integrated signage family that meets best practice wayfinding and Australian Standards for legibility and accessibility for users of all ages and abilities.

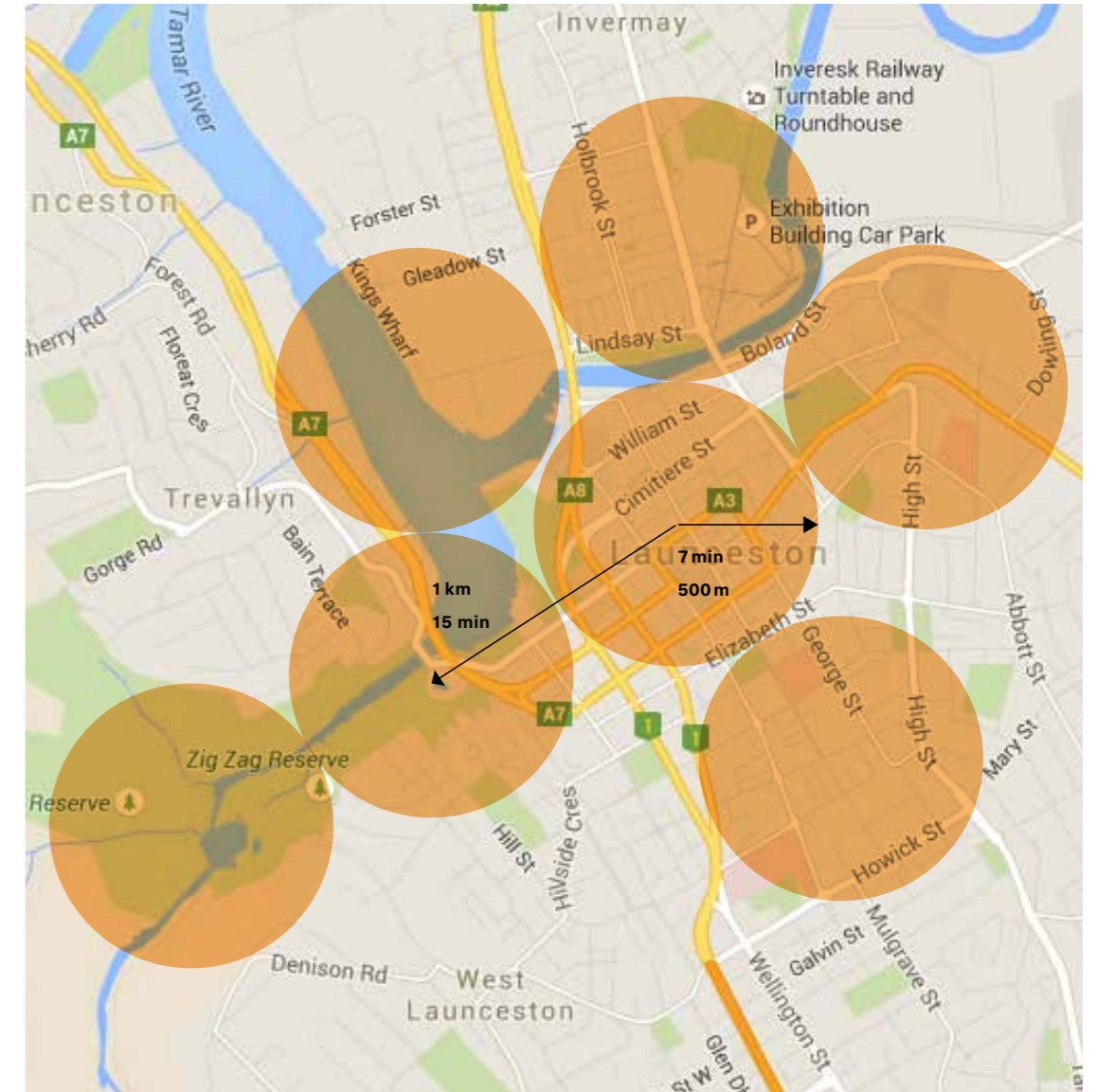
As infrastructure networks and connections are improved for walking and cycling, the provision of information through signage offers an additional measure to remove barriers and facilitate better user connectivity and promotion of active transport as a viable commuter option.

A new system will:

- Create an integrated City-wide wayfinding system
- Connect existing and future cycle, pedestrian and public transport networks
- Create a more legible and navigable City
- Considerably reduce replacement costs through better design
- Considerably reduce maintenance costs through material selection and improved design
- Offer more flexibility to integrate with existing and future projects and precincts
- Create a best practice precedent for other neighbouring Councils to adopt
- Promote the City as a modern and connected place



Launceston - the City is intimate and humanist in scale, offering pleasant walking experiences



Launceston Heart - Time and Distance Information demonstrates that major precincts within the City can be accessed by foot within 6-20 minutes.

CURRENT CONDITIONS CITY ZONES

Example structure

This City of Launceston map identifies a number of key areas and attractions across the City and surrounds. Highlighted areas acknowledge the types of activities predominant at these locations and are an easy way for locals and visitors to understand the City's attractions e.g. Dining throughout the city heart, or sporting and education in Inveresk.

Connecting these areas will be the primary objective of the wayfinding strategy for several important reasons: The areas can be connected along priority pedestrian links creating a legible and safe network of city walking routes, day and night.

Implementation of the wayfinding network can radiate out from these areas to neighbouring areas. The wayfinding strategy can be used to promote and connect to new and evolving areas in the future e.g. The North Bank.

Connecting areas and encouraging increased active transport has been shown to:

- Promote longer visitation
- Increase retail profitability - more foot traffic
- Enable an understanding of journey times and distances between places
- Increase passive surveillance
- Improve health and wellbeing
- Reduce the need for short car journeys

- 01** Launceston Central Area
Retail, dining, festivals, markets, galleries, culture and learning, commercial, business and government facilities
- 02** LCH
Future mixed use, open space and river walk connections
- 03** North Bank
Future mixed use, open space and river walk connections
- 04** Inveresk
Sporting, education, cultural art and learning precinct
- 05** Seaport
Residential and mixed use, dining, open space and river walk connections
- 06** Royal Park
Sporting, open space, festivals and riverwalk connections
- 07** Cataract Gorge
Open space, recreation trails, scenic tourist attractions
- 08** Medical
Private and Public Health facilities

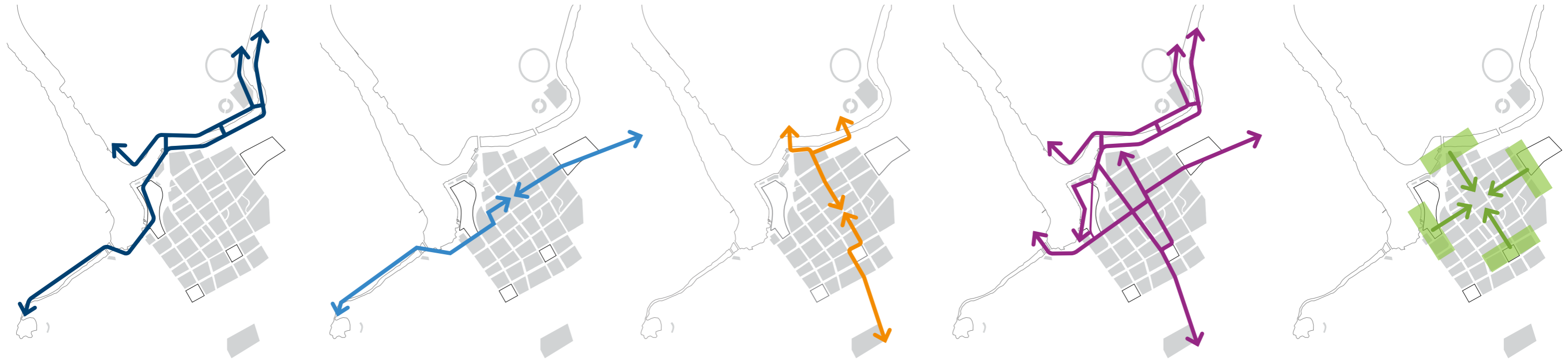


City Heart Precinct means:

- A tangible vision of the city now and into the future
- A framework for improving liveability, tourism, recreation and employment opportunities
- The support of diverse community and business
- Bringing together a wider Launceston community

CITY HEART CONNECTIONS

The City Heart is the central location that provides and distributes information and wayfinding, not only to places within the City Heart itself, but also to key sites that sit around its perimeter. Creating a stronger visual network of links between key attractions and destinations encourages users to navigate and explore these valuable sites.



River Links

Links Cataract Gorge, Royal Park, Southport, North Bank, UTAS & Aurora Stadium

East West Connections

Primary east-west connection, linking Cataract Gorge, Royal Park, City Heart, City Park, QVMAG, UTAS, Inveresk and Aurora Stadium

North South Connections

Primary north-south link, extending from the River to the Hospital

City Heart Cycle Lines

River Link and key north-south, east-west cycle links through the City Heart

Grazing Connections

A 'Grazing' zone promotes the city's many eateries, restaurants and bars, and encourages new enterprise

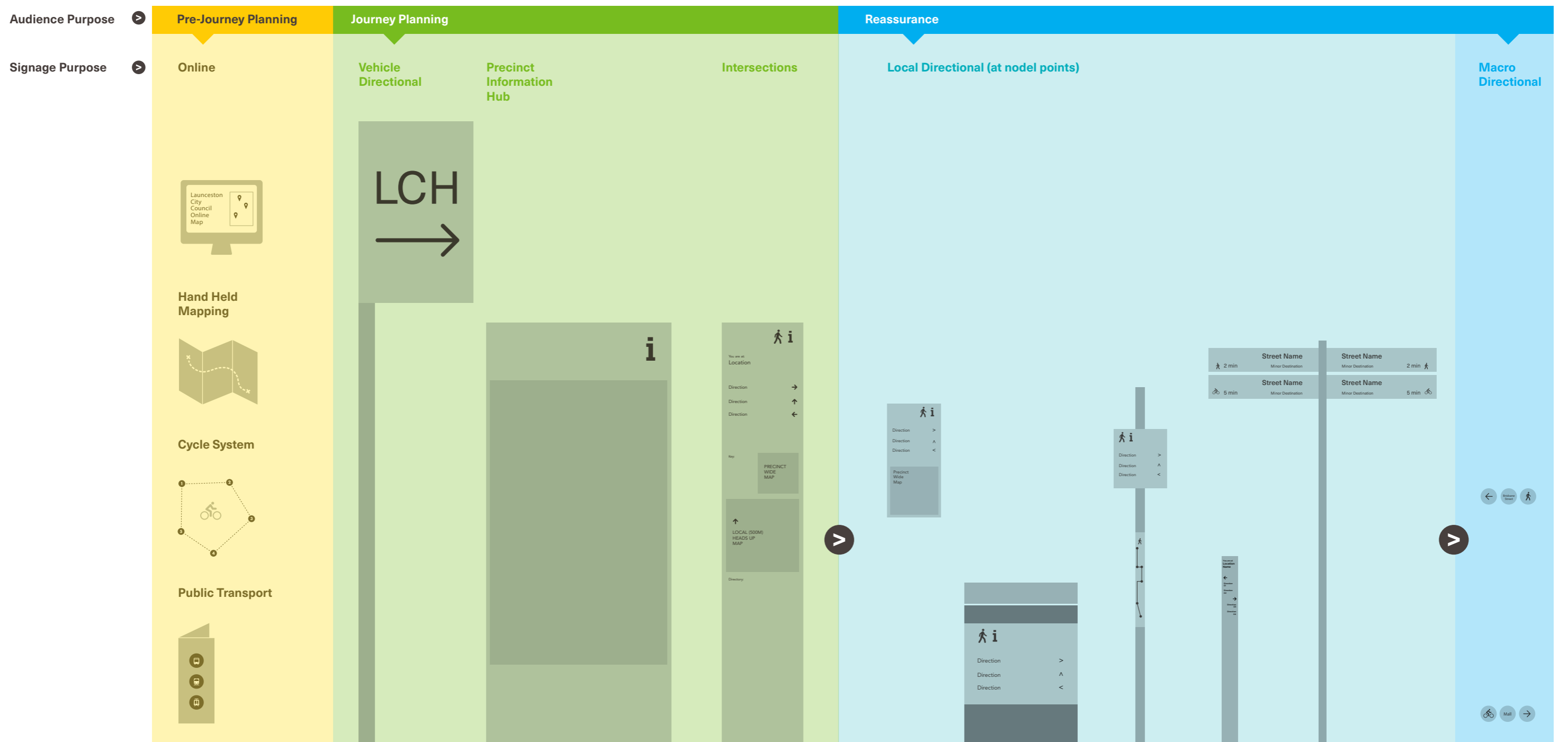
04

Wayfinding System

AUDIENCE & SIGNAGE INTERACTION

This diagram works from left to right, providing a sign typology overview. The Audience Purpose identifies each stage that a user may need information. The Signage Purpose is more specific and informed by its location, placement and transport mode of the user.

The proposed sign typology on the following page provides more detailed information on purpose and example locations for each sign.



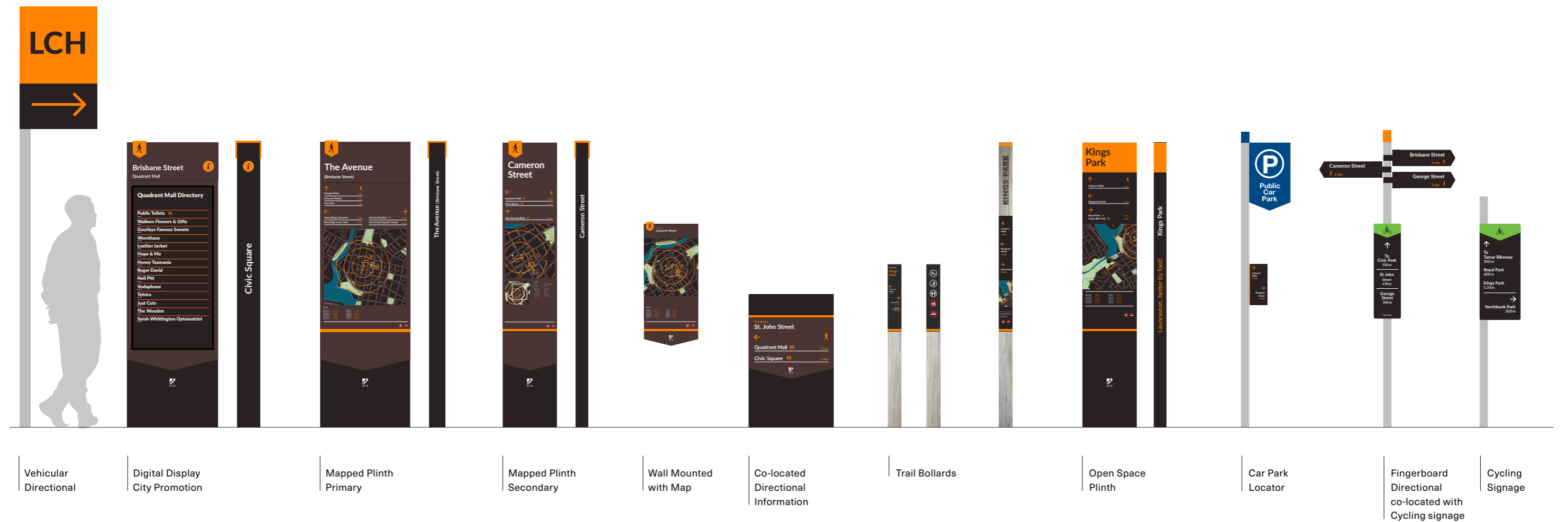


Sign Number & Name	01 Vehicular Directional	02 Digital Display	03 Mapped Plinth (Primary) 03 Mapped Plinth (Secondary)	04 Mapped wayfinding Sign	05 Wall Mounted	06 Fingerboard Directional (Tertiary)	07 Surface Markers	08 Trail Bollard	09 Co-located furniture sign Co-located Pole Sign
Sign Type	Local directional	Primary City Promotion	Primary navigational node	Pedestrian wayfinding sign	Secondary navigational or directional	Local directional	Micro directional	To provide pedestrians with confirmation and assurance along networks and links through the city and adjoining precincts.	Mid point directional
Purpose		To promote events/locations and destinations supported by the precinct branding/identity.	To provide users with key mapped information in two key directions. These signs should direct people for a journey of 500m. Mapped Plinths are appropriate at hub locations where there are surrounding attractions. Mapped Plinths also contain three key directional points at the top.	To provide users with map and directional information at key decision-making nodes. Signs could incorporate regulatory/ advisory symbols to avoid the need for additional regulatory bollards.	To provide users with a precinct-area map and local directional information. These signs should be used in locations where space does not permit a plinth, or where traffic levels do not warrant the expense of a free-standing plinth.	To provide users with key directional information at secondary nodes. Fingerboard signage provides pedestrians with reassurance when travelling between mapped plinths. Can be used in areas where existing infrastructure (ie. bins or walls) do not exist. The optional local area map provides more detail information for more complex nodes where fingerboards might not be enough.	To provide users with immediate directional information at cluttered and narrow locations. Curb and wall markers provide a good reassurance solution in locations like alleyways and cut-throughs. Can also be used in outer areas as a low-cost reassurance marker along trails. Potential to use these to mark out themed trails.	To provide pedestrians with confirmation and assurance along networks and links through the city and adjoining precincts.	To provide pedestrians with confirmation and assurance along networks and links through the city and adjoining precincts.
Example Location		The Mall and Civic square, wherever large numbers of people gather or pass by.	Along major routes at key decision points including neighbouring precinct locations: Aurora Stadium forecourt.	At key decision-making nodes within parks, at carpark entry points, at secondary decision-making nodes along linear trails.	Laneways and link-throughs	At key intersections, along bikeways and peripheral Town centre locations: Link to the Gorge or along river trails	Arts trail, food trails etc.	Heritage Trails, Cataract Gorge	City centre, City to Aurora Stadium

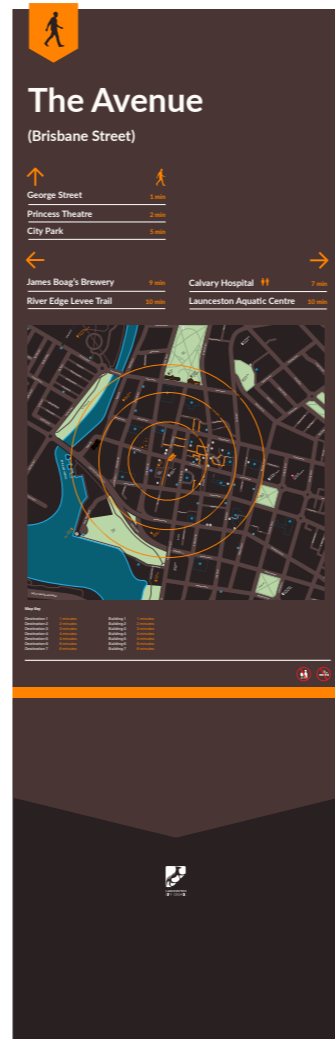
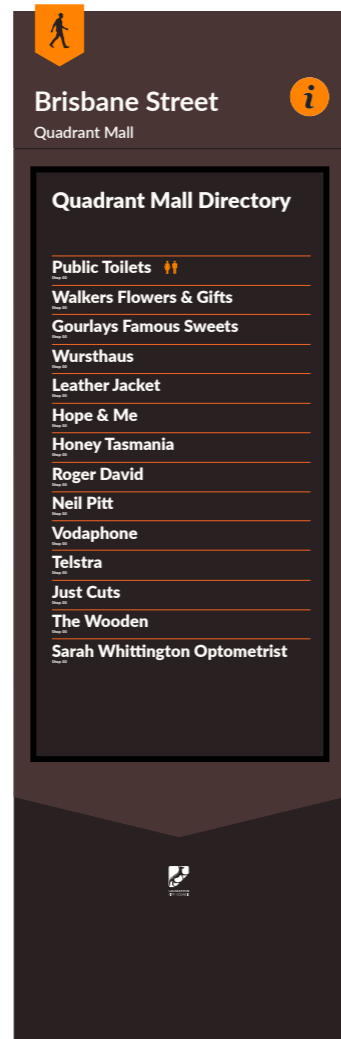
4.2**Recommended Suite**

City Heart Precinct Signage

RECOMMENDED SUITE TYPOLGY



RECOMMENDED SUITE ELEVATION 1



Vehicular Directional

Digital Display City Promotion

Mapped Plinth Primary

Mapped Plinth Secondary

Wall Mounted with map

RECOMMENDED SUITE ELEVATION 2



Co-located
Directional
Information

Trail Bollards

Open Space Plinth

Car Park Locator

Fingerboard Directional
co-located with
Cycling signage

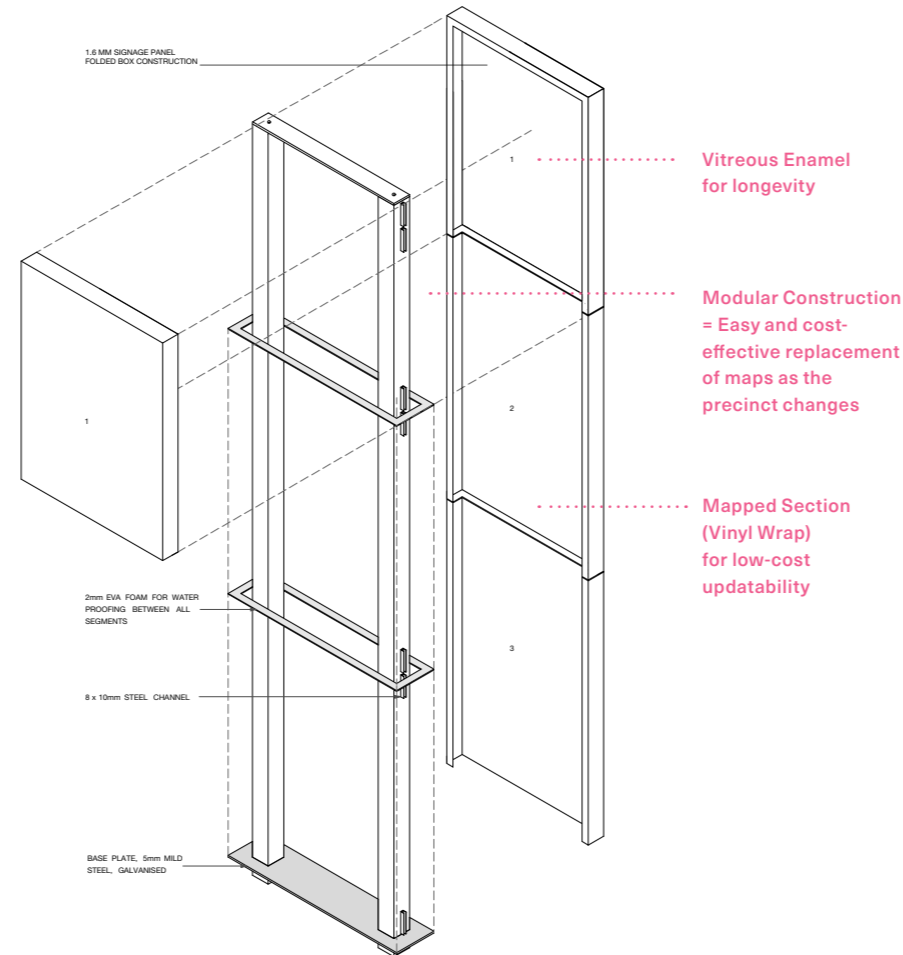
Cycling signage

FLEXIBILITY FOR FUTURE CHANGES

For the proposed signage strategy to work effectively now and for the future, a number of key planning, design and construction considerations are required. The proposed signage strategy therefore will consider and provide:

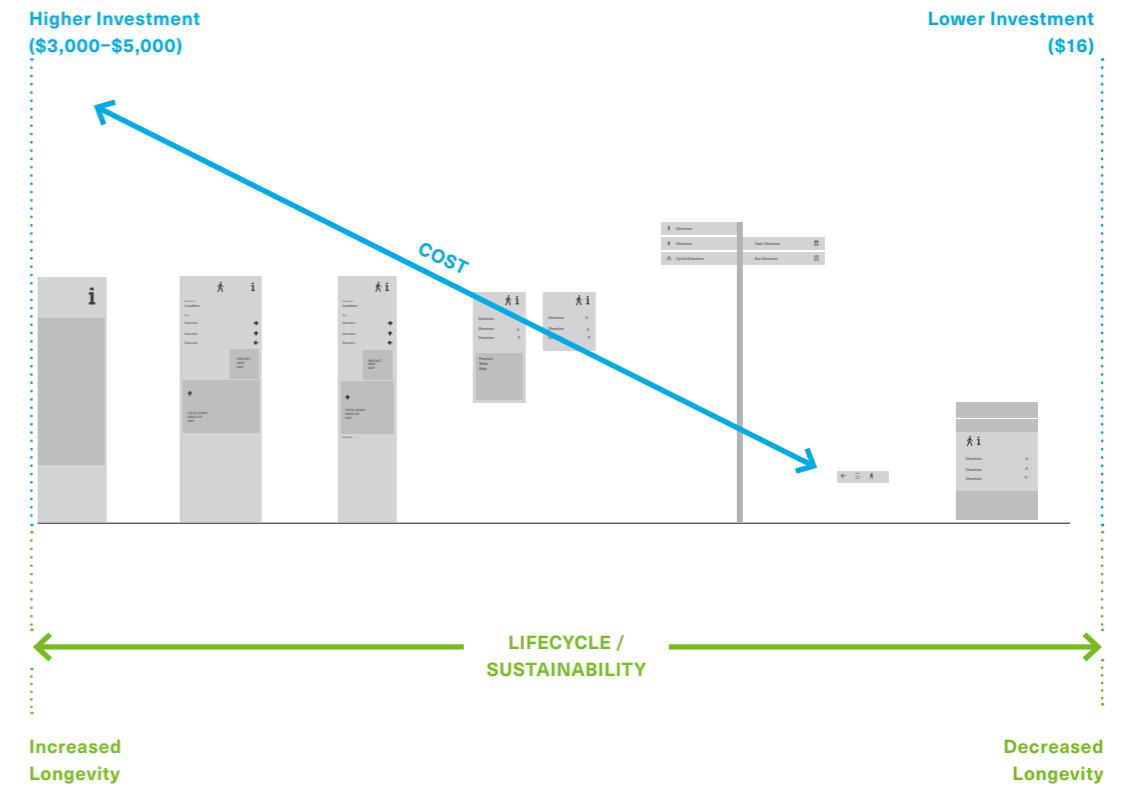
- A flexible 'kit-of-parts' approach to construction that will enable information to be divided into segmented panels that do not require the entire sign to be replaced when updates are necessary.
- Material and fabrication options that offer a balance between implementation cost savings, durability, longevity and sustainability.
- Implementation recommendations to accommodate interim and long term objectives depending on signage requirements and future infrastructure upgrades.
- The ability for signage types to work independently and as a family of conversant elements.

Modular construction of signs

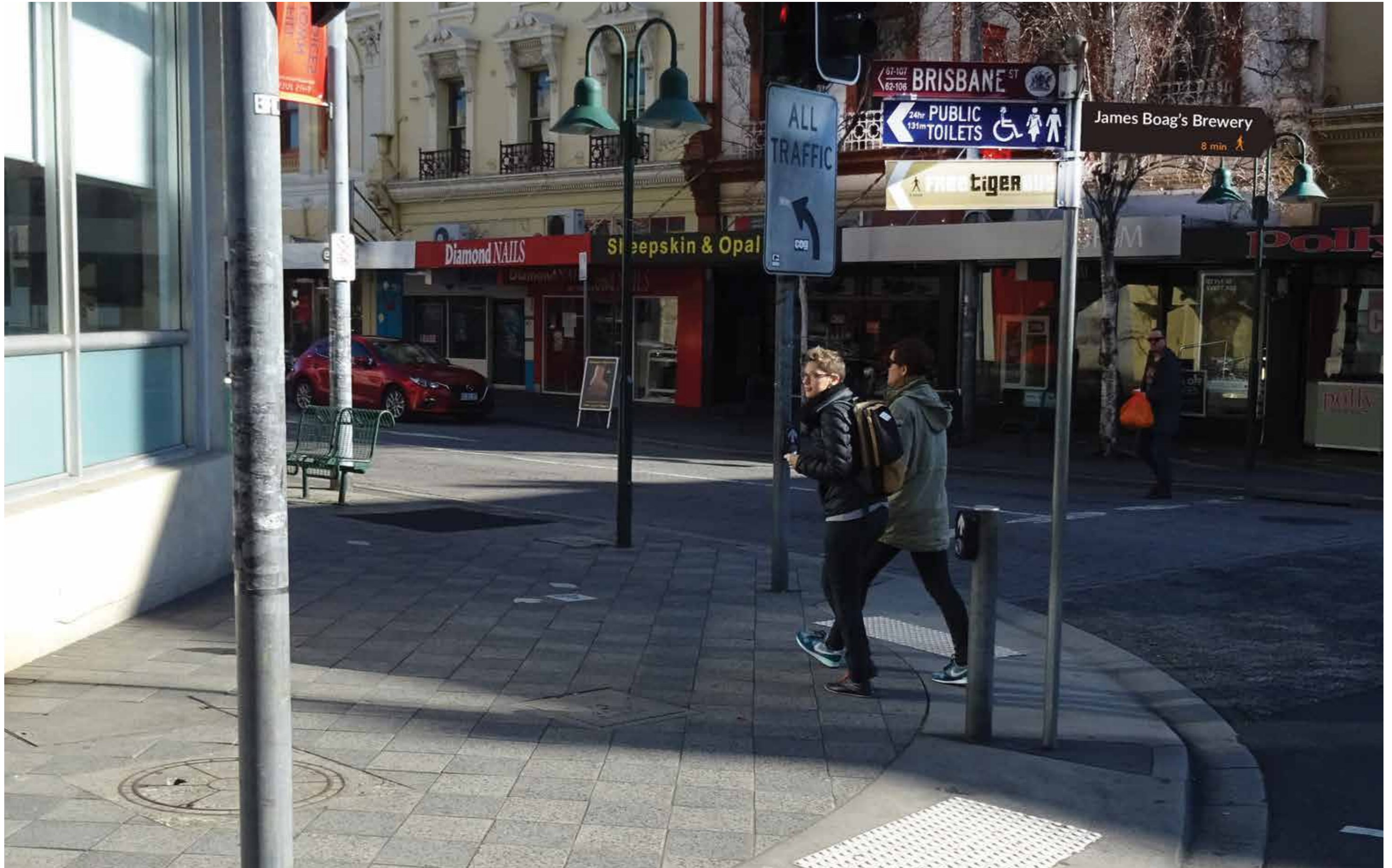


Longevity vs Investment

Lower cost items within the family present a viable opportunity to connect areas which may be developed in 1–5 years. Thus, they can still be part of the interim wayfinding system, and more long-term solutions can be integrated post-development.



FINGERBOARD DIRECTIONAL INDICATIVE PLACEMENT



CYCLING SIGN INDICATIVE PLACEMENT



TRAIL BOLLARD INDICATIVE PLACEMENT



MAPPED PLINTH INDICATIVE PLACEMENT



WALL MOUNTED WITH MAP
INDICATIVE PLACEMENT



**CO-LOCATED DIRECTIONAL
INDICATIVE PLACEMENT**



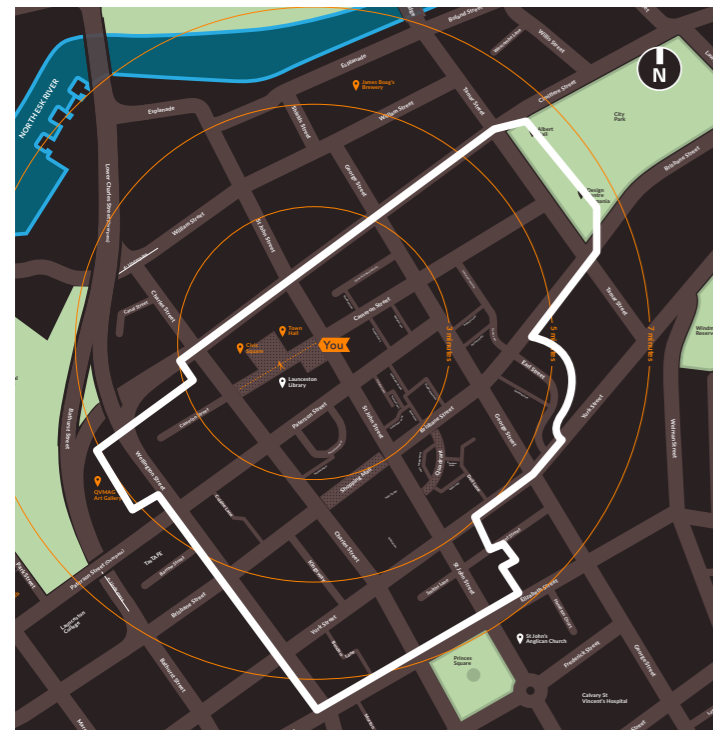
05

**Visual Language
& Components**

Local Area map and 500m 'Heads Up' Map for the City of Launceston.

The Local Area map defines the basic perimeter of the Launceston Central Area; The City Heart; and the adjacent parks and rivers. The detailed 'Heads Up' pedestrian map shows:

- LCH zone
- Waterfront
- 3, 5 and 7 minute walking radius
- Pedestrian Zones
- Public Toilets
- Locations of Interest
- Landmarks
- Bus stops
- Car parking
- Information Centre



Example Precinct Map for Launceston



Example 500m 'Heads Up' map for Launceston

LANDMARKS

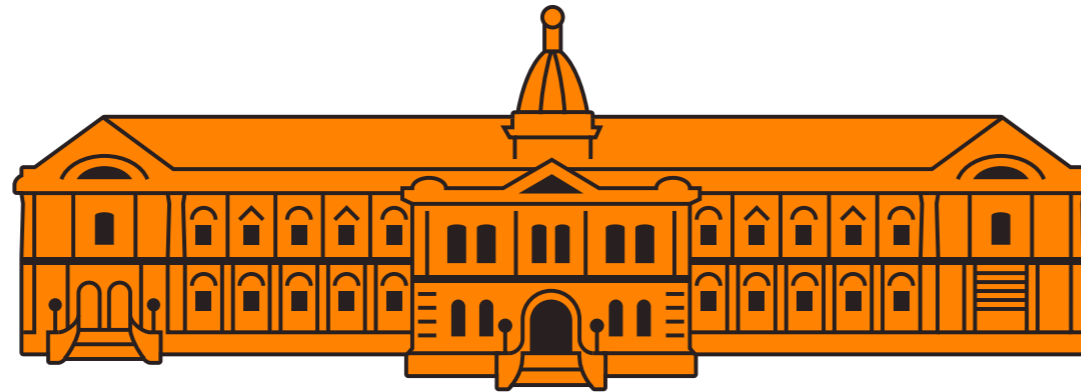
A simplistic approach to landmarks to develop silhouettes with enough detail to be recognisable when scaled to fit LCH mapping.

Landmarks shown include:

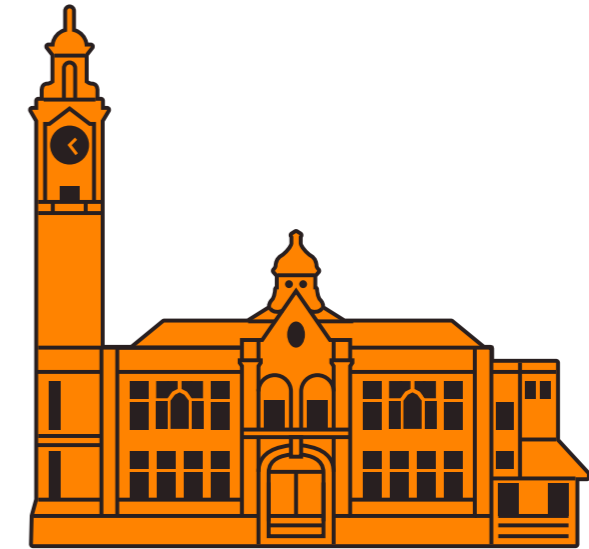
1. Albert Hall
2. Post Office
3. Customs House
4. Boags Museum
5. QVMAG
6. Design Centre

Existing landmarks used in Launceston Heritage Walks souvenir map include:

7. John Hart Conservatory
8. Gatekeepers Lodge
9. Jubilee Fountain
10. Lithgow Rotunda
11. Cannon
12. Duck Reach Power Station
13. Band Rotunda
14. Ritchie's Mill
15. Morton House
16. Chalmer's, Christ Church & Milton Hall
17. Prince's Square fountain
18. St. John's Church
19. Synagogue
20. Old Bank
21. Old Brisbane Hotel
22. Old Umbrella Shop
23. Town Hall
24. Batman Fawkner Inn (Cornwall Hotel)
25. Prince Albert Inn (The Terminus Hotel)
26. Brewery Oast House
27. Shields Street
28. Tasmanian Flour Mills
29. Paterson Barracks
30. Johnstone & Wilmot Store



1.



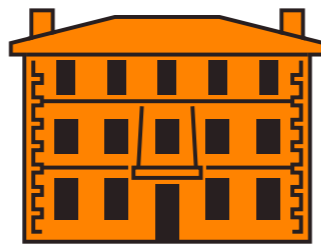
2.



3.



4.



5.



6.



7.

Integration of design features for the visually impaired

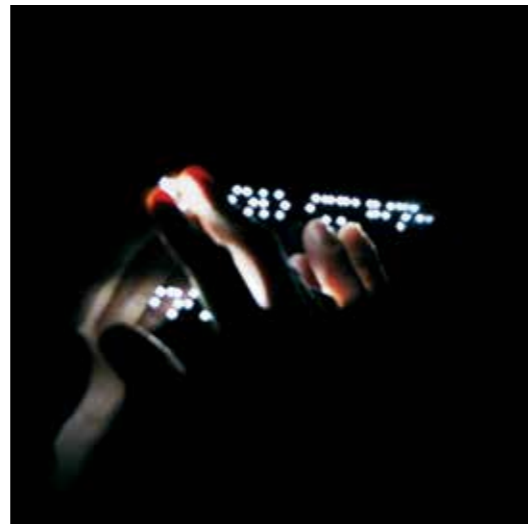
The signage family developed for the strategy has been designed to accommodate a number of features to assist users with visual impairment and visibility in low light conditions. These include:

- » Coordination with existing tactile identifiers at all major intersections
- » Incorporation of location and directional braille information on mapped plinths
- » Exploration of emerging technologies e.g. cSigns™
- » Use of reflective lettering on Park Land signage to aid visibility in low light conditions.
- » Exploration of new technologies to assist in audio information delivery through smart phones using near field technology.

cSigns™

The patented innovation behind cSigns™ allows people of all vision levels use their light perception to assist in the location and reading of both room numbers and statutory signage.

Efficient, long lasting LEDs are designed into the sign to illuminate the information and help people of all vision types better locate their destination. Potential exists to incorporate this technology into the Urban plinths along with audio and self illumination.



cSigns™ LED braille system

Reflective Lettering for low level light areas

Products like or similar to 3M™ Diamond Grade™ roadwork traffic sign sheeting and reflective tape, delivers exceptional levels of sign visibility at all angles and sign-life. Reflective vinyl comes in a variety of colours including white, green and blue to correspond with the colour palettes.



Reflective vinyl colour palette



Reflective directional cycle information

ACCESSIBILITY EXAMPLE COLOURS

Light Reflective Value

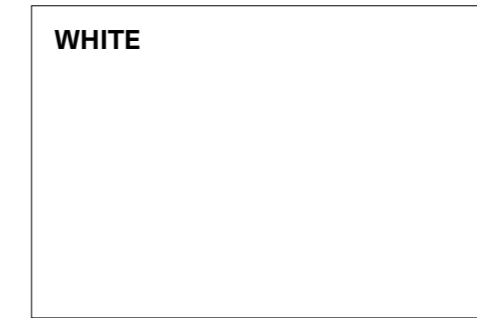
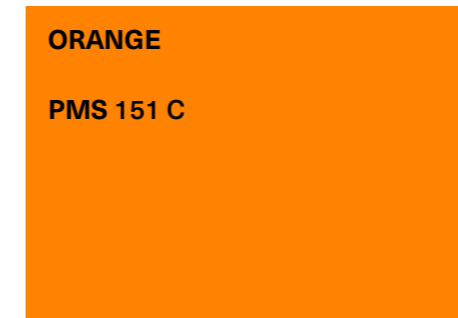
A key factor in choosing colours for outdoor signage is to ensure sufficient contrast between the foreground and background colours. Each colour has a Light Reflective Value (LRV) and contrast levels are measured by comparing the foreground and background LRV ratings. 70% is deemed to be an acceptable 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. This tends to exclude colours such as reds and maroons, or dark blues and purples. All highlight colours selected for the Launceston City Heart signage colour palettes achieve a contrast level of 70% and over.

Text Color	Background Color	LRV Contrast
White	Deep Maroon	92%
Deep Maroon	Orange	78%
Orange	Deep Maroon	78%
Deep Maroon	Green	79%

Example colour combinations showing light reflective value between varying text on background colours.

LCH Brand Core Palette



Materiality Palette



Lato

Semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness.

Launceston City Heart

Franklin House
Aurora Stadium
Cataract Gorge
Queen Victoria Museum
Design Centre Tasmania

Available weights within the Lato font family are:

- Hairline / Hairline Italic
- Thin / Thin Italic
- Light / Light Italic
- Regular / Regular Italic
- Medium / Medium Italic
- Semibold / Semibold Italic
- Bold / Bold Italic
- Heavy / Heavy Italic
- Black / Black Italic

Recommended weights for wayfinding signage are:

Lato Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

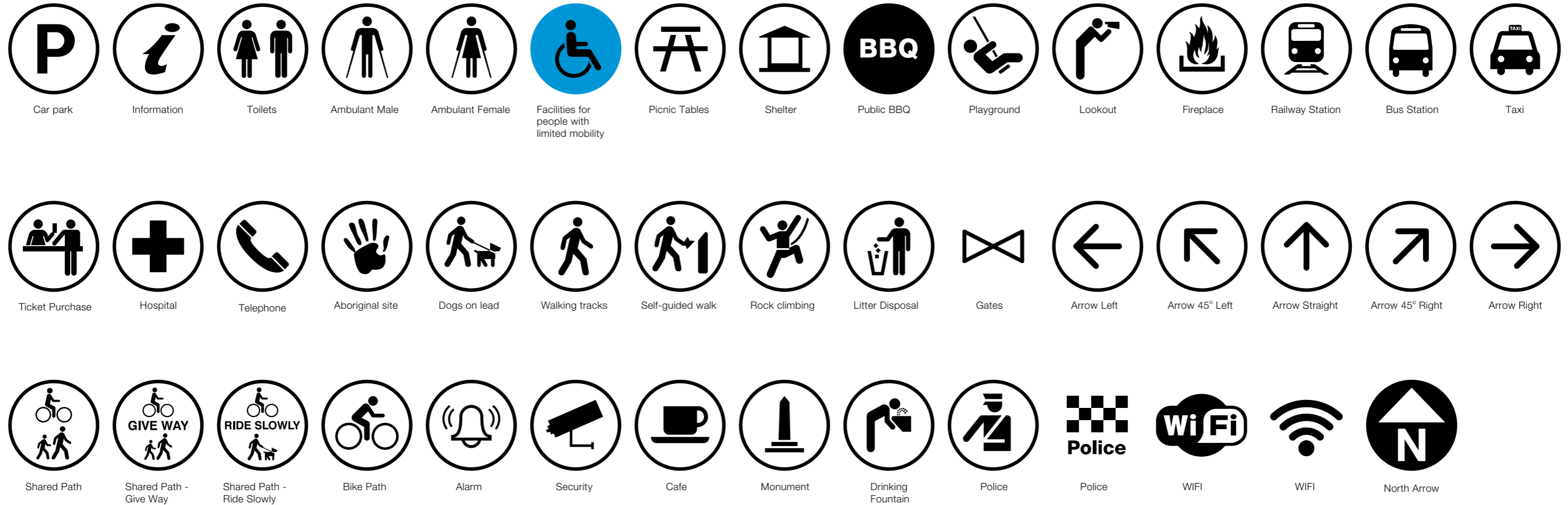
Lato Medium
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Lato Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Lato Black
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Current set

Note: Icon set to be finalized in Stage 2 detailed design implementation phase.



Additional icons to be considered

- » Art Gallery/Museum
- » City Council Building
- » Civic Centre
- » Library
- » Park Lands
- » Place of Worship
- » Post Office
- » Sports Clubs
- » Supermarket
- » Underpass

Current set

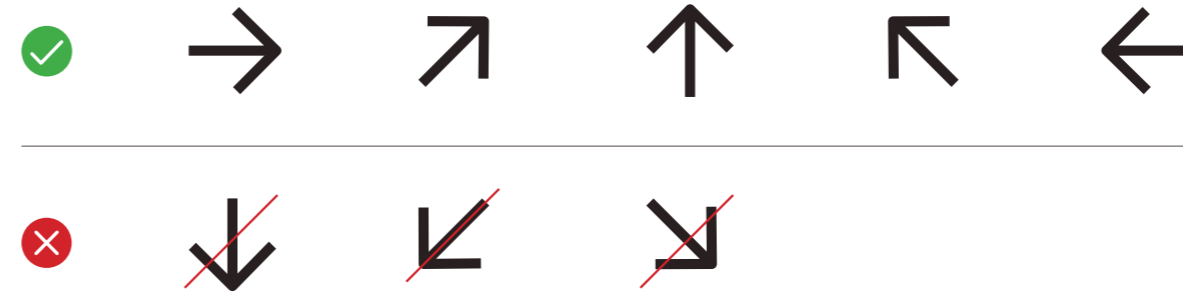
Note: Icon set to be finalized in Stage 2 detailed design implementation phase.



Directional Arrows

Users should never be directed to facilities which are behind them. Only forwards, left, right and 45° angles are to be used. Downwards arrows are open to misinterpretation and become confusing for users, with the exemption of oncoming routes leading down stairs.

Arrow types:



TIME VS DISTANCE

Pedestrians

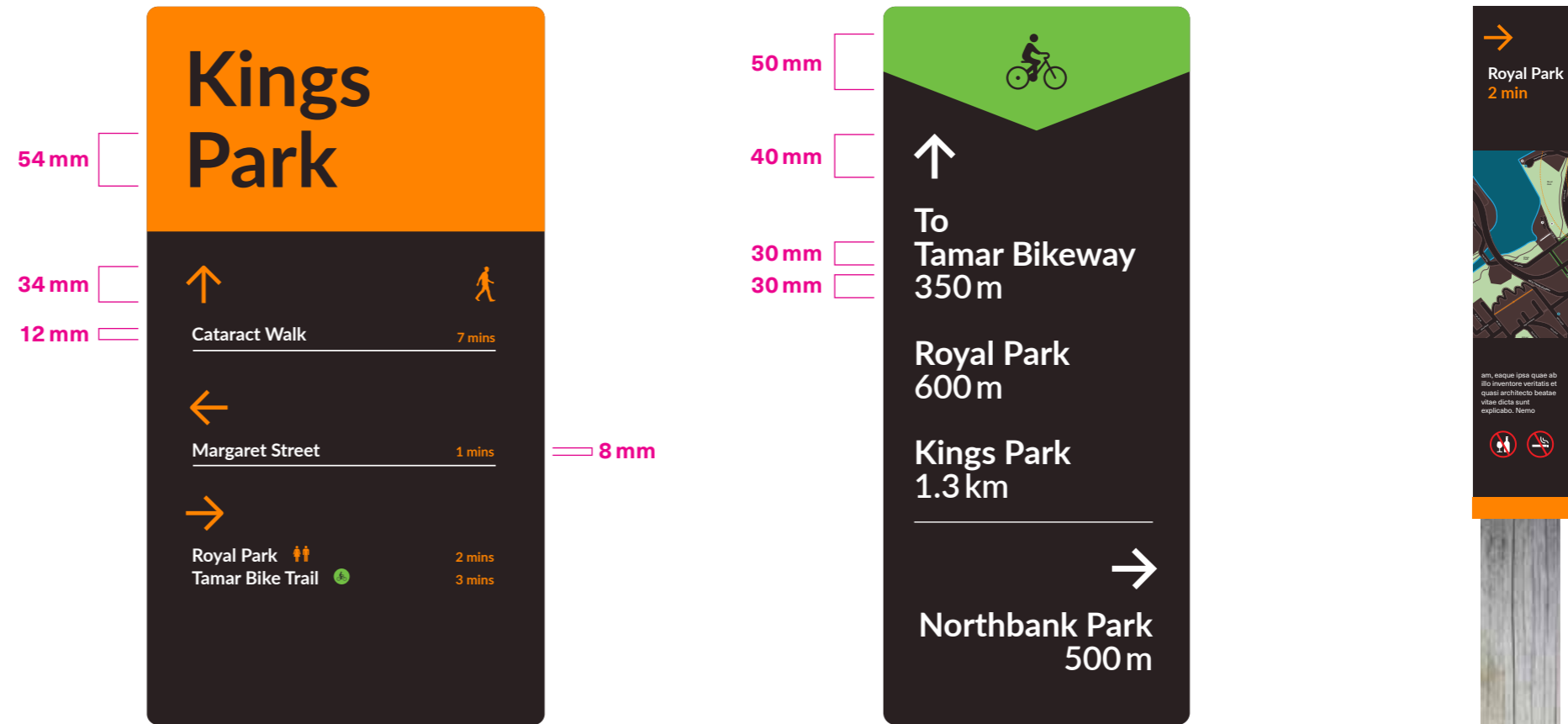
For pedestrians, walking time information has been used as an appropriate means of journey-planning. This is designed to make walking to destinations more achievable, as long distances may often be misunderstood. This also approach ties in with sustainable transport principles.

Walking times are based on the following equation:

80 meters distance = 1 minute walking

Cyclists

Cycling speeds can vary significantly depending on each cyclists' capabilities, their experience levels, and the wider environmental conditions. As such, cyclists need to read information quickly. When communicating to cyclists, larger text-heights and location distances are to be used.



DIGITAL DISPLAY EXAMPLE CONCEPTS

The most distinctive characteristic of a digital display is by turning a sign into a dynamic digital advertising space. Digital displays allow for leasable advertising space in short and/or rotating time slots.

This in turn allows for better high-value advertising and immediate engagement with passerbys. The content format of a digital display also allows for more creative and engaging presentations.

Some benefits include, but not limited to:

- Versatile in its duality of sign and advertising space
- Easy to update content
- Host dynamic content: still imagery, video and animation
- Directory listing can be up-to-date with local retail/business tenancies
- Better integration with the wayfinding family

Further will be required to be sure the best management of information inline with council and city promotion guidelines.

Managing digital content

The management of digital content combines two things:

- Content Curation
- A Content Management System (CMS)

Content Curation is the act of gathering and presenting content that surrounds specific subject matters. This curation may be a responsibility by a marketing team of a place or/and large building, e.g. shopping centres.

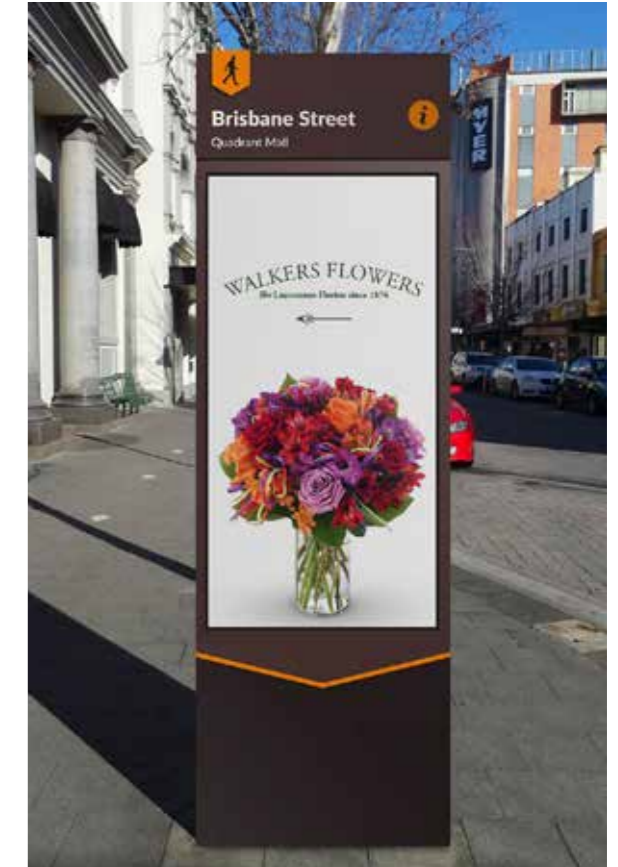
Basic Content Management Systems are comprised of a template which contains the layout and design of what viewers would see, a dashboard where authorized users manage content, and a database for storing information. CMS's provide the facility to control how and when content is published, and who it's published by. This may be through internal marketing or outsourced to businesses who specialize in managing content.



Existing CBD Signage (City Prom)



Concept for Digital Display information station with local directory as default information image



Concept advertisement screens for local businesses

The positioning of signs in high traffic areas leads to a greater focus on sign construction, durability and longevity. The mitigation of vandalism whilst providing information is always at the forefront in the designing process. Therefore a common approach is for positioning signs in areas with CCTV or/and other areas with passive surveillance.

Construction

Signs with a glass casing may often use High Impact Safety Glass, reinforced by glazing or a with laminating material, either between two panes of glass or applied on the most outer glass pane.

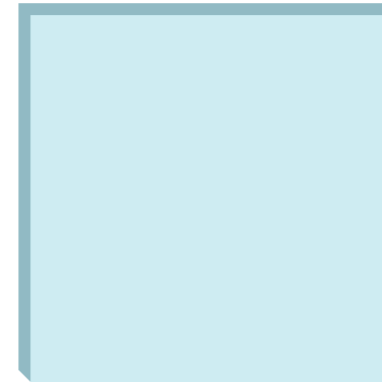
The main idea behind high impact glass is to make glass safer and durable by lowering the risk of impact related breakage. Common aims include:

- For safety and security
- Protection against forced breaking

Additional features of high impact glass include:

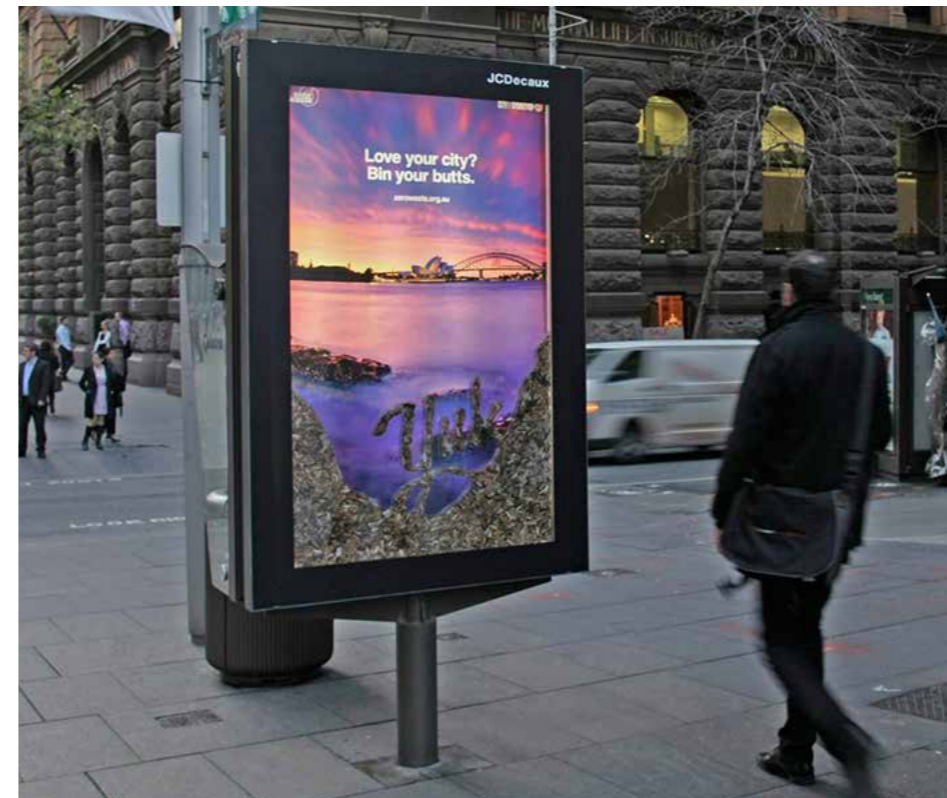
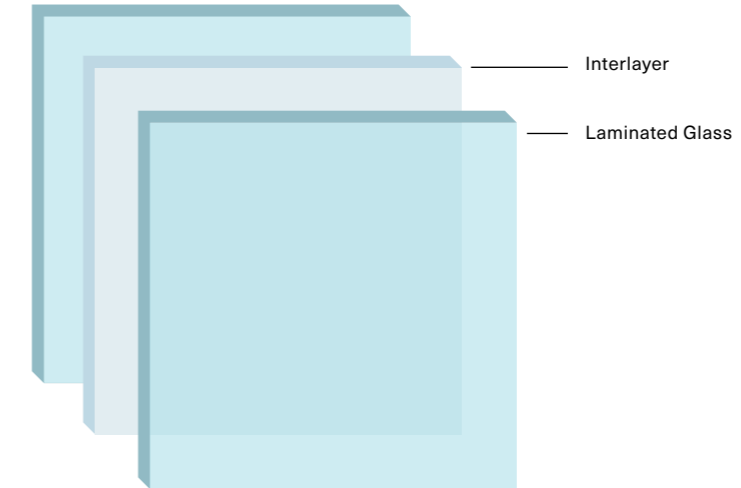
- Good transparency
- High mechanical strength

Standard Glass overview



Monolithic Glass

High Impact Glass overview



JCDecaux 'CityLights' street furniture

Launceston City Heart

Appendix



Appendix

A	Placement & Signage Location Plans	A-1
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Appendix–A

Placement & Signage

Location Plans

Placement & Signage Location Plans

Anatomy of a Street

A-4

Access and Inclusion

A-5

Signage Location Plans

A-6



ASPECT Studios™

ANATOMY OF A STREET

Location Opportunities

1. Co-locate directional signage panels to existing poles, furniture and surfaces.
2. Locations are recommended at crossing points for cyclists and pedestrians at all key intersections and cycle routes.



1.

- Pedestrian (P) signage co-located to existing pole
- Tactile identifier (T) for vision impaired, currently in use by the City of Adelaide for street naming co-located to traffic lights at street crossings.
- Vehicle Directional (VD) identifies vehicle directional signage mounted to building facade

2.

- The above image demonstrates the opportunities to collocate signage on to existing infrastructure.
- 'P' demonstrates co-located pedestrian directional signage on urban furniture and surface graphics
 - 'B' supports cycling networks with signs developed for cyclists moving at speed.

ACCESS AND INCLUSION

Principles of Placement

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

Legibility

Consider the audience (pedestrian, cyclist, visually impaired) with regard to the viewing distance and speed at which the signs will be viewed.

Accessibility

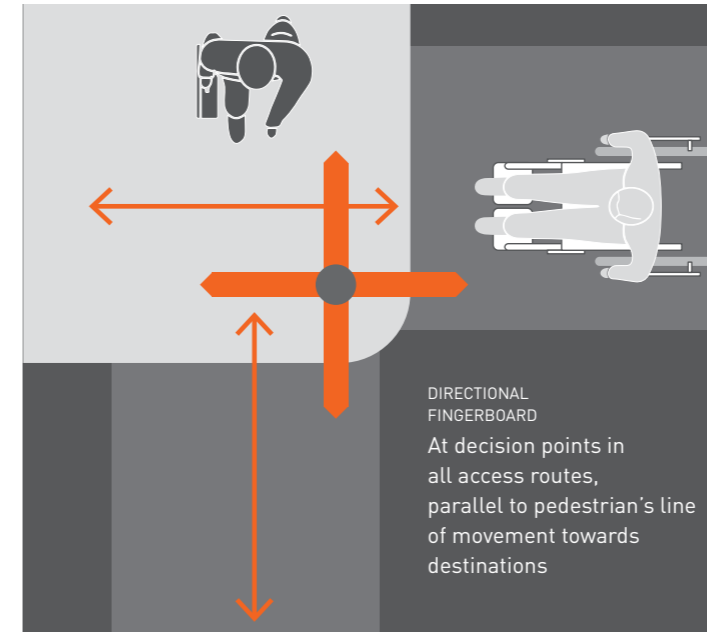
Ensure the signage is situated at appropriate heights and locations to allow for users of varying abilities to approach and freely navigate to and around signage. Avoid physical obstructions like overhanging vegetation, street furniture or other physical obstructions.

Orientation

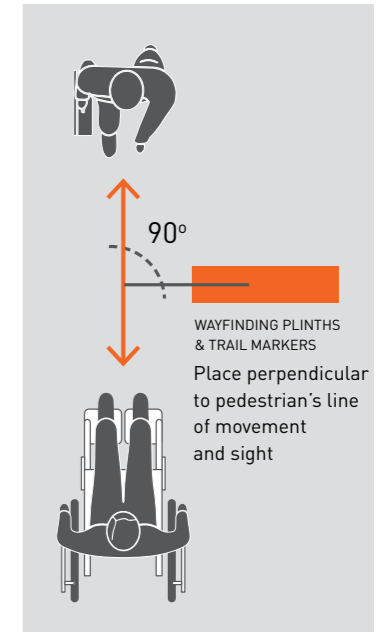
Place signs to maximise legibility and accessibility and have the highest visual impact for users.

Factors to consider to optimise accessibility:

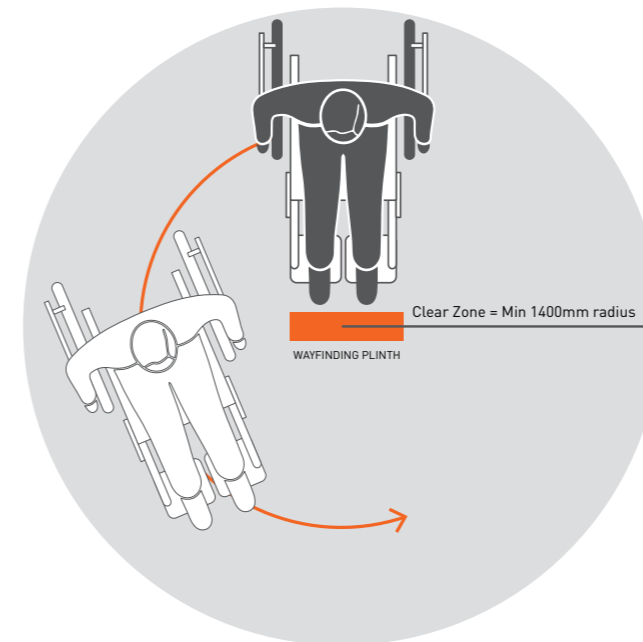
- Position signs free of visual obstructions and in optimum sight lines that are free to access by foot, wheelchair or mobility scooter.
- Place wayfinding signage consistently at decision points to provide assurance to users.
- Over signing can be confusing and discouraging for users.
- Remove obsolete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



Siting fingerboards



Perpendicular placement of plinths to the direction of travel



1000mm clearance around plinths

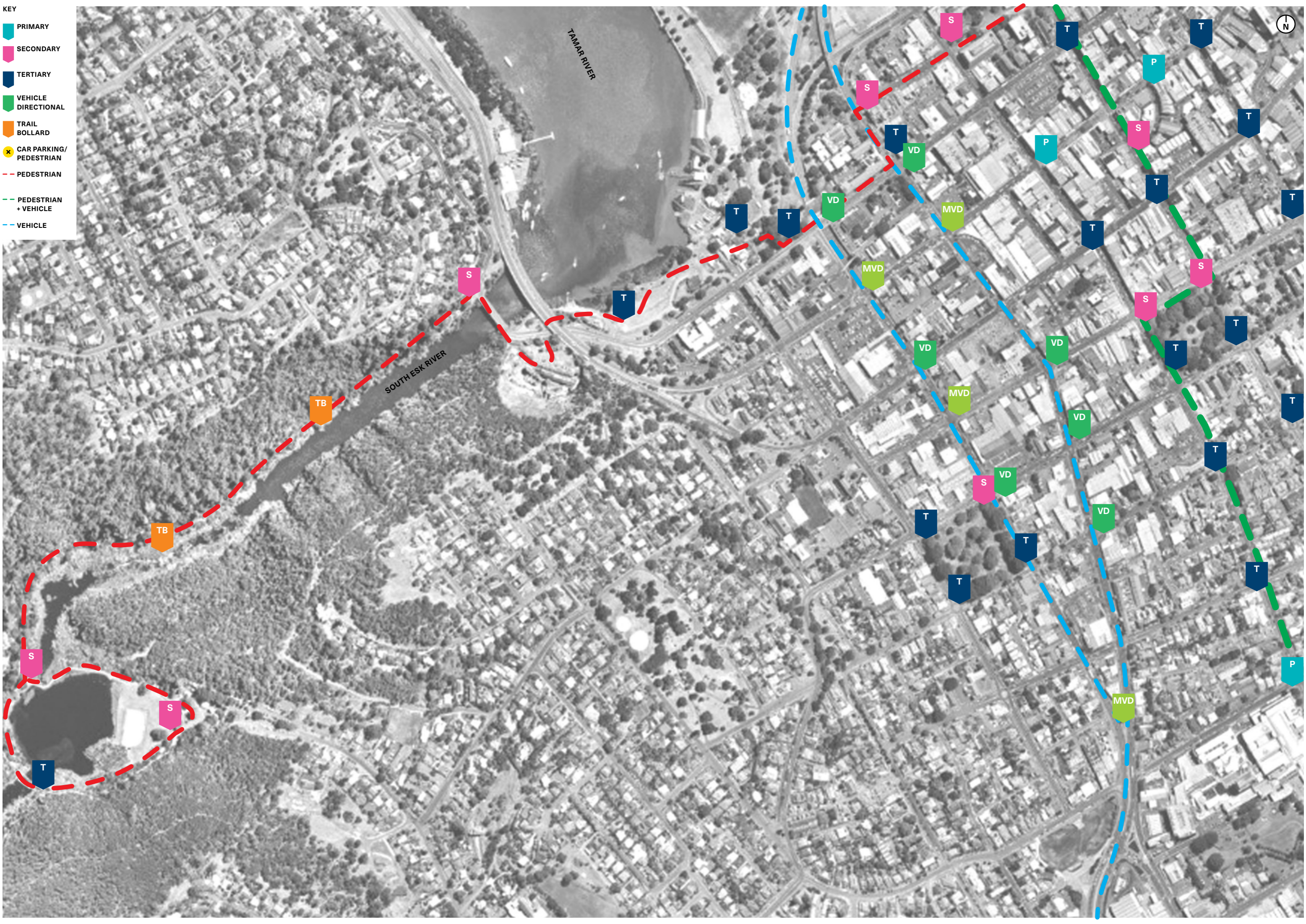
- KEY**
- PRIMARY
 - SECONDARY
 - TERTIARY
 - VEHICLE DIRECTIONAL
 - TRAIL BOLLARD
 - x CAR PARKING/ PEDESTRIAN



- KEY**
- PRIMARY
 - SECONDARY
 - TERTIARY
 - VEHICLE DIRECTIONAL
 - TRAIL BOLLARD
 - ⊗ CAR PARKING/ PEDESTRIAN
 - PEDESTRIAN
 - PEDESTRIAN + VEHICLE
 - VEHICLE

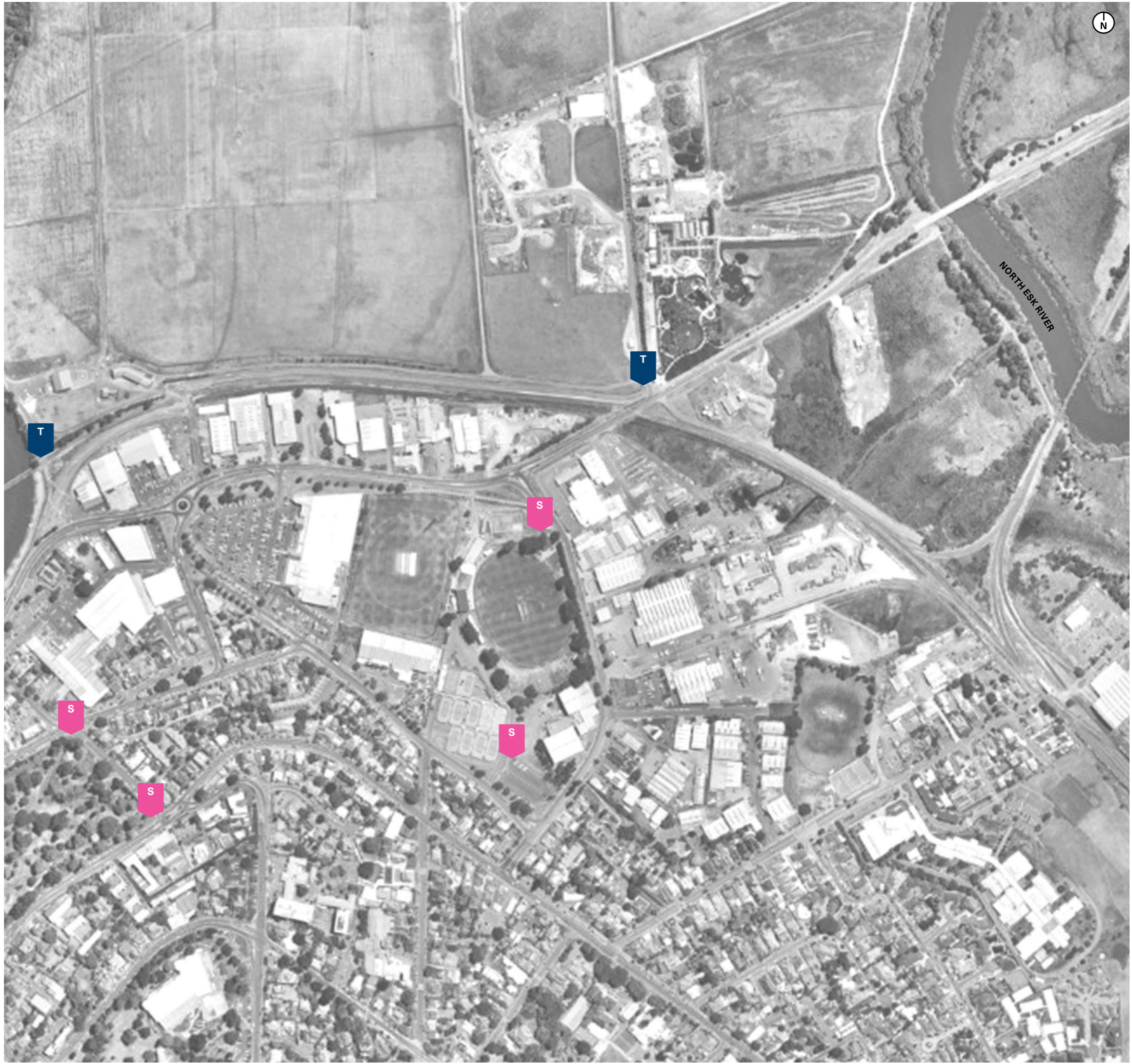


- KEY**
- PRIMARY
 - SECONDARY
 - TERTIARY
 - VEHICLE DIRECTIONAL
 - TRAIL BOLLARD
 - x CAR PARKING/ PEDESTRIAN
 - - PEDESTRIAN
 - - PEDESTRIAN + VEHICLE
 - - VEHICLE



KEY

- PRIMARY
- SECONDARY
- TERTIARY
- VEHICLE DIRECTIONAL
- TRAIL BOLLARD
- CAR PARKING/ PEDESTRIAN



Appendix–B

Creating a Legible System

Creating a Legible System

A Recognisable System	B-3
Implementation	B-7
City Layers	B-8
City Identity	B-9
City Promotion Concept	B-13
Co-Location Signage	B-14
Branded Public Signage	B-15

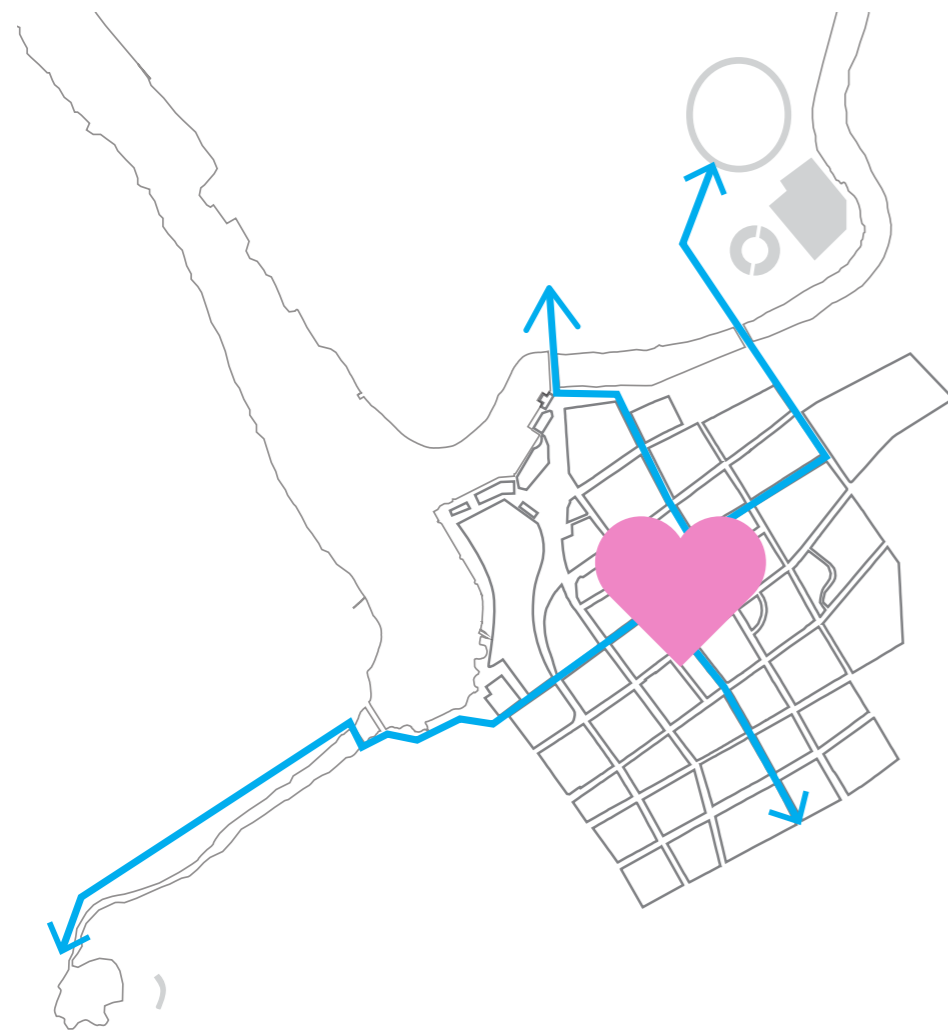


**Creating a legible identity can
distill the complex historical and
social layering of the city into
a visual shorthand.**

A RECOGNISABLE SYSTEM GRAPHIC IDENTITY

The City is the Heart

Creating a strong identity for the Launceston City Heart project will strengthen the wayfinding approach and subsequently assist with creating a more legible place through city promotion.



Australian and International benchmark municipal identity precedents

**A RECOGNISABLE SYSTEM
PRECEDENT CITY IDENTITIES**

A strong identity resonates powerfully with an audience. Be it a local, visitor, a strong identity can be the vehicle to convey the aspirations and cultural nuances of place.

The Rocks, Sydney



Heritage Marker



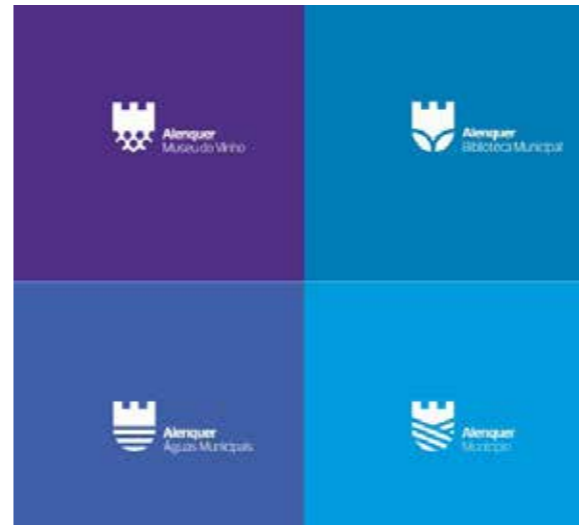
Wayfinding Signage



Precinct Branding

Alenquer Council, Portugal

Creating a municipal identity and visual language that allows for precinct and larger city promotion.



A RECOGNISABLE SYSTEM SHIELD CONCEPTS

Launceston City Heart Shields

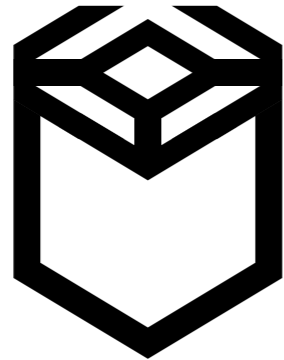
The development of the shields was based on the City's Coat of Arms and the idea that the wayfinding system needed to incorporate not only precinct identity but convey the many attributes of the city. The shield becomes part of the visual language and information vernacular and a corner stone of the information delivery that is easily recognisable.



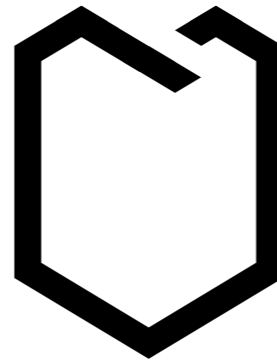
Official blazon of Launceston of which set the framework for developing the LCH shields.



Launceston City Heart



Gardens



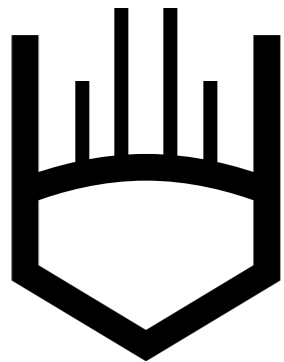
Nature



River's Edge



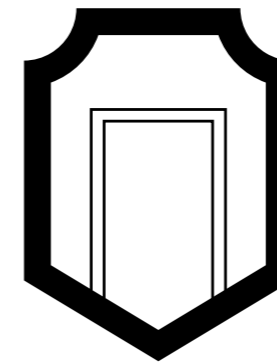
Farm/Produce



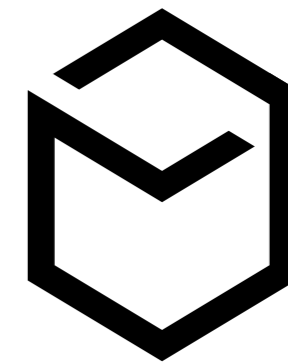
Sport



Retail/Shopping



Entertainment



Community

Appendix-B.2
Implementation

IMPLEMENTATION KEY CITY LAYERS

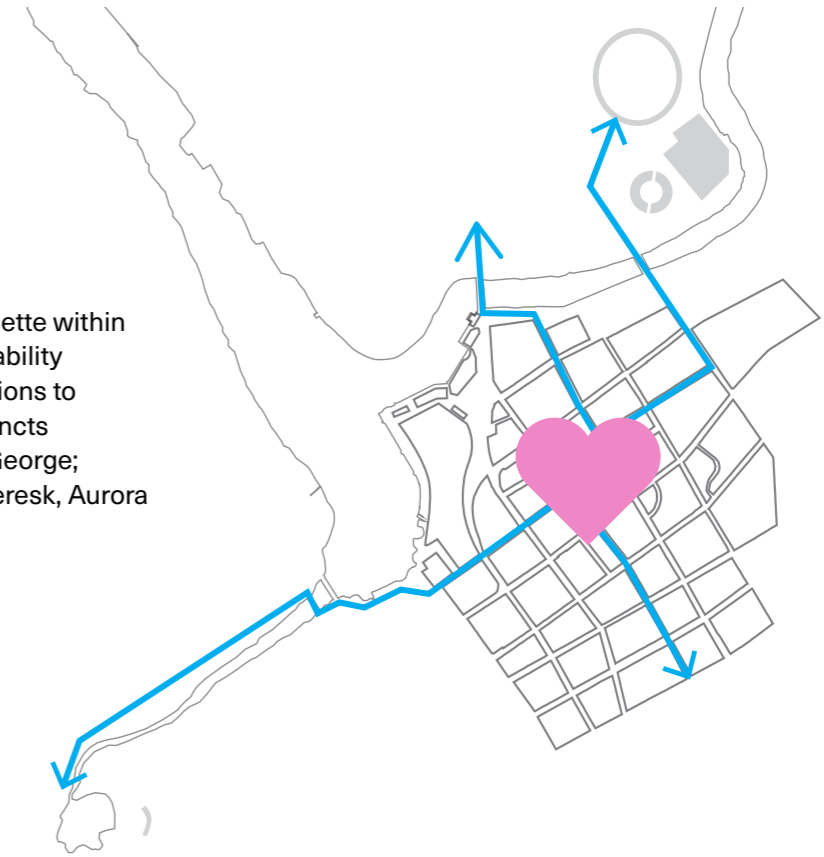
City Heart

Active links to Cataract Gorge, River and Stadium



Heart

Provide an identifiable signage palette within the City Heart that promotes walkability with easy wayfinding and connections to surrounding neighbourhood precincts and attractions such as Cataract George; Northbank and the river edge; Inveresk, Aurora Stadium and QVMAG



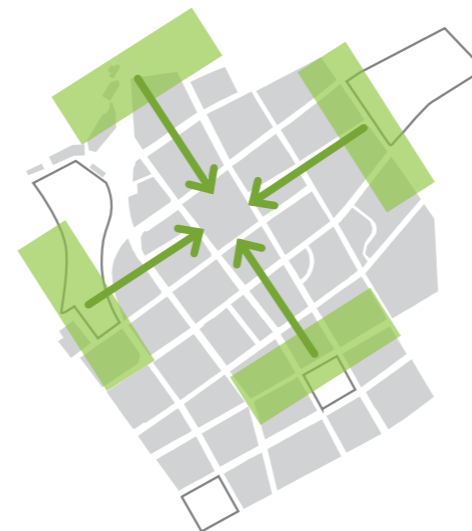
History

Explore significant buildings and places in Launceston that reveal a deeper knowledge of place and history.



Grazing Connections

A 'Grazing' zone promotes the city's many eateries, restaurants and bars, and encourages new enterprise



Events

Celebrate and promote a range of festivals and events throughout the year across the City and its green spaces



IMPLEMENTATION CITY IDENTITY

Historical Walks and Markers

By developing a family of heritage wayfinding markers and plaques used in open space application, supported by mapping and smartphone apps, visitors and Launcestonians could peel back the layers of the City's history to reveal its many intriguing stories.



Historical Markers



Plaque inset to stone, The Rocks, Sydney



Trail marker inset to rock, Appalachian Trail, U.S.A.



Concept trail marker for LCH project with shape derived from shield concept

Museum of London Historical Places App.



IMPLEMENTATION CITY IDENTITY-HERITAGE PLAQUE

Open Space historic marker/plaques can be used to commemorate an event or person of historic interest and to associate that point of interest to a specific location. As Launceston is one of Australia's oldest cities, it's naturally home to some of the nation's oldest buildings, industrial and colonial history.

The use of informative plaques at locations of historical importance may assist in a visitor's exploration of the city and its unique, preserved heritage.

Plaques may:

- Be location-specific by aid of photography
- Be colour-coded in identifying locations to their corresponding Heritage Trails
- Include wayfinding information e.g. next site location, time and direction
- Be low in manufacturing cost/easy to update
- Be used in unison with the historical markers



Example Heritage & Interp Plaques

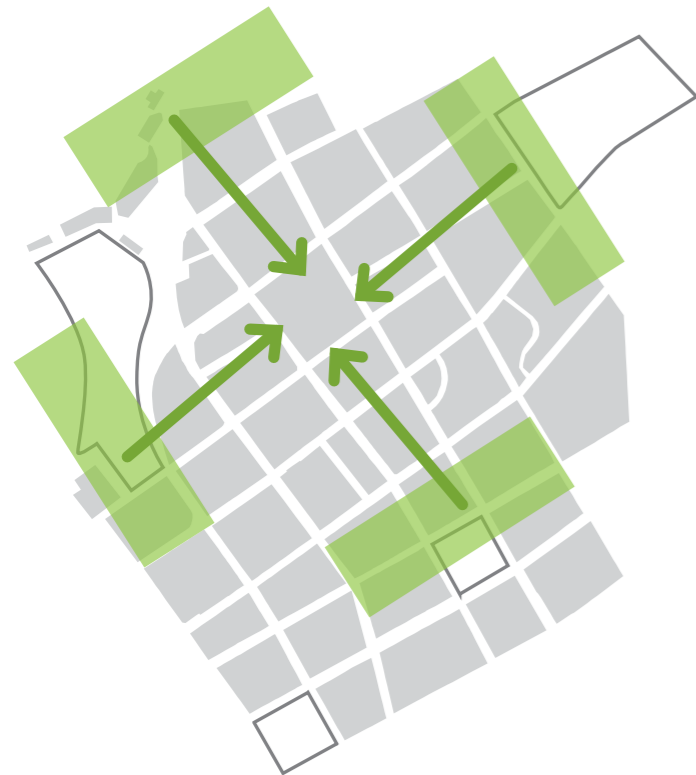
Visualisations of example plaques in situ

IMPLEMENTATION CITY IDENTITY

Food and Entertainment

Grazing connections could promote the City as a place of food discovery, prompting visitors to explore many eateries, laneways and hidden treasures of Launceston.

This zone could function parallel with Co-Located Signage (see *Recognisable Systems*) in assisting people navigate to specific food and beverage related destinations.



Launceston has many hidden treasures and a growing food, wine and entertainment culture that can benefit from better promotion through wayfinding and city promotion.

IMPLEMENTATION CITY IDENTITY

Festivals and Events

Temporary activation of the City during events raises opportunities to promote specific wayfinding routes to promote different aspects and precincts within the City.



There are many opportunities to leverage the existing festivals and events, such as Festivale, Junction Arts and the major sporting events, to promote other aspects of the city: Food, Retail and Cultural institutions by developing a coordinated response with temporary signage at key locations.

IMPLEMENTATION CITY PROMOTION CONCEPTS

Phonetical similarities are noted between the Launceston Airport code 'LST' and words including Lost, List and Lust. An idea developed in using this airport code to develop a nomenclature for events, brand identity and advertising.

Bucket LST

- Top 10 things to do

Wander LST

- Hiking, Cycling, Discovery, Gardens

Wonder LST

- Cataract Gorge, Museums

Top 10 LST

- Lots to do
- Football at Aurora Stadium
- Markets
- Cataract Gorge
- Museums
- Wine/River/Bike tours
- Heritage Trails

A LST

- Arts, AFL, Awards, Architecture

Black LST

- Bars/Café's, Restaurants, Fine food

Get LST

- Bushwalking, Bike riding, Touring, Wilderness

Shopping LST

- Furniture, Unique shops, Markets

Bucket LST

Wander LST

Wonder LST

Top 10 LST

A

LST

Black LST

Get LST

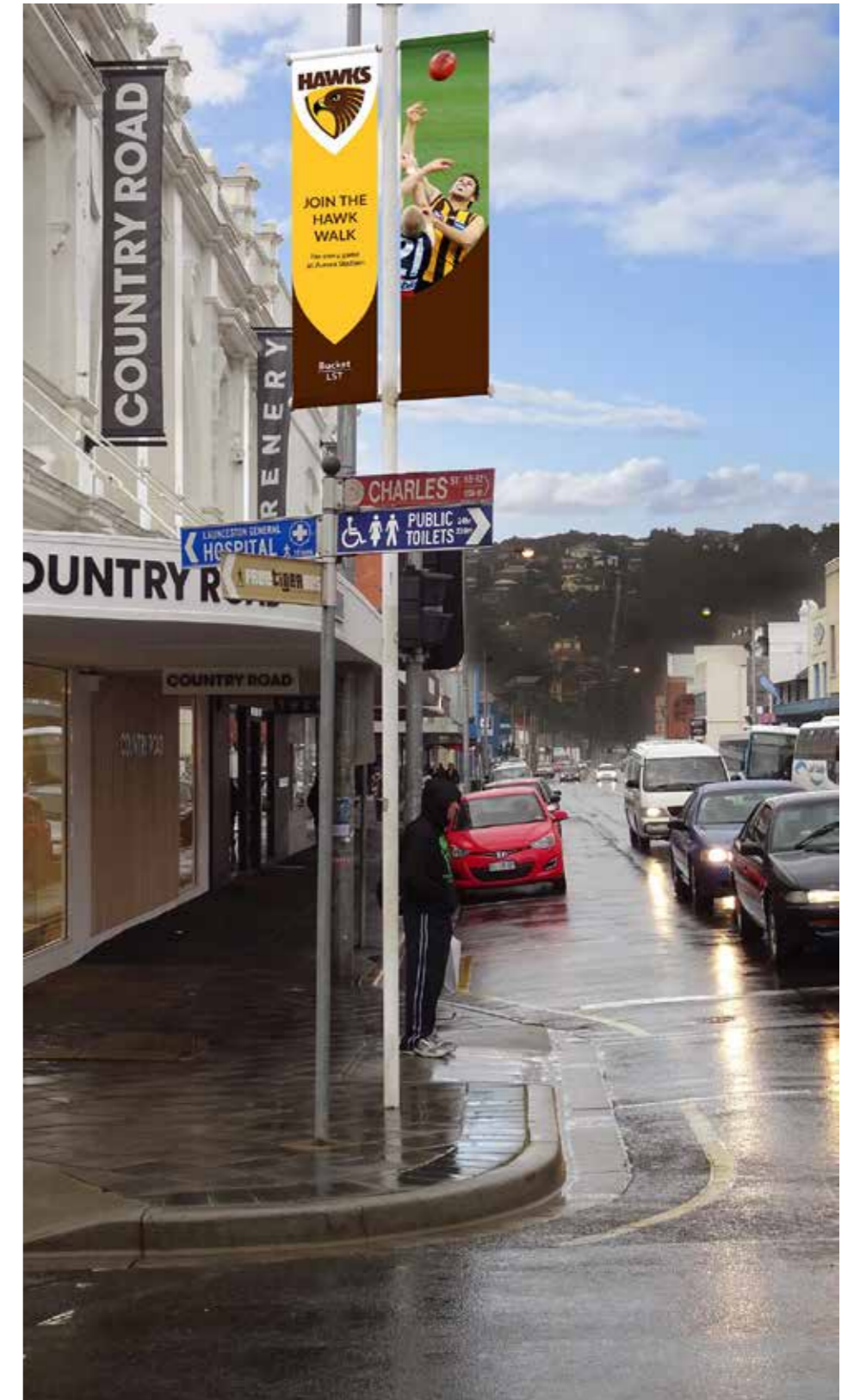
Shopping LST



Elevation of concept artwork for street banners



Concept 'LST' promotion on Digital Display



Example visualisation of banners on existing infrastructure

IMPLEMENTATION

CO-LOCATION SIGNAGE CONCEPTS

Open Space and co-located signage types with concept graphics as example of brand application in advertising mediums.

Co-located Directional Information

A cost-effective approach to signing by utilising existing street infrastructure/furniture. Provide pedestrians with confirmation and assurance along networks and links throughout city and adjoining precincts.

- Lowers visual amenity by decreasing additional infrastructure for sign placement



Co-located Directional Information to reduce visual clutter and create location specific promotion.



Example 'Grazing' zone indicator

Surface graphics

A unique method for reaching consumers at the retail point-of-customer contact. May be used anywhere there are pedestrians. Could be physical extension of Quick City Wins wayfinding and promotion of location and events.

- Suitable for unsealed, exterior, pedestrian surfaces
- Weather resistant
- Perfect as directional and informational signs
- Helpful in building brand equity



Example surface graphics: a cost-effective way to identify areas and attractions



IMPLEMENTATION

BRANDED PUBLIC SIGNAGE CONCEPTS

Open Space public signage types with concept graphics as example of brand application in advertising mediums.

Suitable moreso for Tourism businesses and Event departments as opposed to general businesses as a means to reduce cluttered pedestrian zones.



A-frames

A versatile, portable sign solution for many uses. Ideal for major sites of interest (museums, galleries) to place around entrances to advertise and gain exposure to visitors.

- Versatile
- Inexpensive



Street banners

An effective way of decorating urban areas, banners may enhance municipalities and communities throughout the year by providing a vibrant, strong visual presence. Perfect in further establishing seasonal marketing campaigns and events on a large and impressive scale.

- High visibility
- Ideal for seasonal campaigns

IMPLEMENTATION

BRANDED EVENT-SPECIFIC PUBLIC SIGNAGE CONCEPTS

Open Space public signage types with concept graphics as example of brand application in advertising mediums.

Printed Banner Mesh

A budget-friendly marketing solution which may provide high impact results for a project/advertisement by its high visibility. Secondly it can be used as a device for hoarding and the direction of people within a large area.

- Versatile, can be used more than once, applied to temporary fencing, scaffolding, between poles
- Less permeable than shade cloth, producing better printing results
- Porosity allows wind to pass through



Example printed banner mesh as hoarding device on temporary fence



Example application for an arrival locator or cross-event promotion.

Appendix–C

Understanding the City

Review, Audit and Mappings

Understanding the City	
Background Document Review	C-2
Key City Attractions	C-5
Key City Connections	C-9
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Public Bus Routes	C-26
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Cycle Routes	C-28

UNDERSTANDING THE CITY BACKGROUND DOCUMENT REVIEW

Launceston Public Spaces and Public Life, January 2011, Gehl Architects

A study of Launceston city and its people, through data collection, feedback, forums and key focus group meetings. Analysis of the data was used to develop a vision which is outlined through strategic recommendations for the city spaces and overall strategies for the future of the city.

The report highlights the positive and less positive aspects of the city and its attributes including:

Positive attributes

- River, parks and preserved heritage
- Walkable city with every thing in easy reach by foot

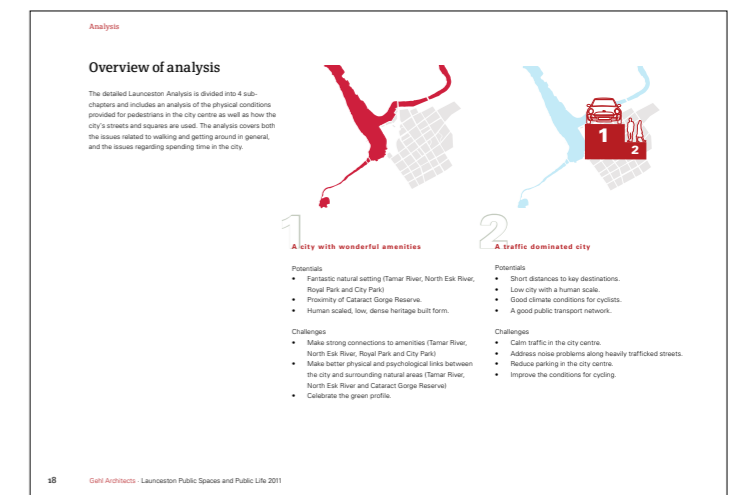
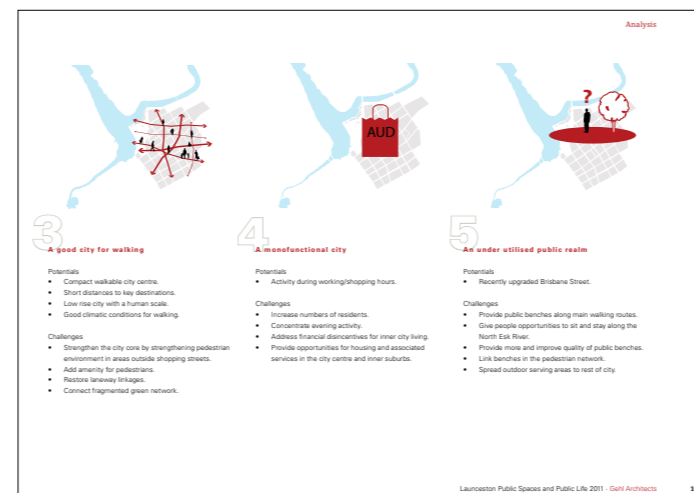
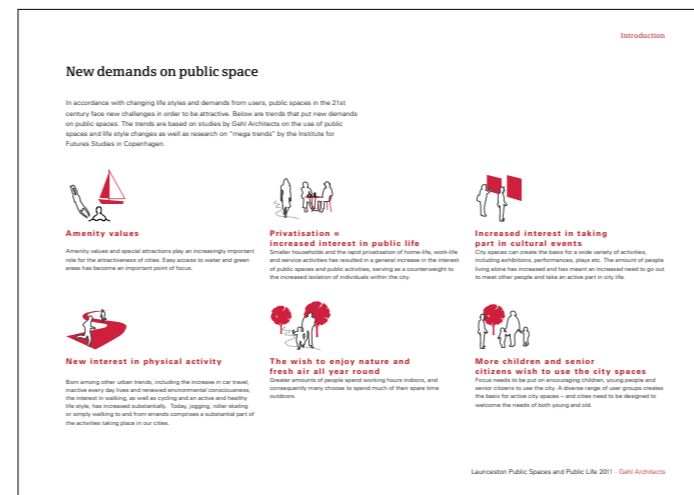
Improvements

- Reduction of the heavy traffic through the city
- Underdeveloped retail opportunities and;
- City spaces e.g. laneways
- Low number of public spaces for children in the city, low density population.

Key recommendations

- Identified the highly valued natural assets and amenities of the LCA including the river setting and heritage buildings.
- Retain the low rise built form and create strong links to the River
- Strengthen the river front into a major recreational destination
- Encourage a better walking and cycling environment through recommended public realm improvements and the provision of bike lanes along key routes.
- Strengthen the public space network including green connections between the City Centre and key public spaces and create more invitations to stay in the city centre (e.g. Playground).

The report recommends a focus on providing a city that is people focused, fun and dynamic and easy to walk around to encourage diverse city activities not just to shop. Outcomes for improving the city along these lines can lead to significant economic benefits for Launceston.



UNDERSTANDING THE CITY BACKGROUND DOCUMENT REVIEW



Launceston Central Area Development Strategy

David Lock Associates, 2014

The Launceston City Council commissioned the preparation of a Development Strategy for Launceston Central Area (LCA). The Development Strategy forms part of the broader Greater Launceston Plan (GLP).

'The GLP seeks to provide a long term strategy for sustainable land use planning and management to inform a coordinated approach to municipal planning and development in the Greater Launceston area.'

The principal objective is to guide the development of the LCA as a sustainable and diverse mixed use precinct.

The report references heavily the Gehl work to determine a number of objectives for pedestrian access and connectivity throughout the LCA.

The key principles that will influence and inform the Connectivity and Wayfinding Strategies are as follows:

- Assess pedestrian access patterns and requirements
- Provide an integrated framework for the sustainable development of the LCA taking into account of future pedestrian and cycle needs, public transport requirements, vehicular circulation, service access and car parking requirements.
- Take into account the existing and future public transport network through the LCA and the requirements for existing and planned stations and access points.



Launceston's Transport Futures 'Getting from A to B in Launceston'

City of Launceston, 2012

A study of Launceston multi modal transport future planning. The report is a high level study covering private car, walking, cycling and public transport including parking. The report outlines the City of Launceston's actions in providing choices around safe, efficient, convenient, stimulating and high amenity travel.

The study looks to secure long term funding and facilitate economic growth, encourage pedestrian and cycling activity and balance this with managing motor vehicle transport in and around the city centre.

The main premise of the study is an acknowledgment that transport plays an integral part of peoples every day lives and by providing the transport options, routes and infrastructure quality, the positive influences to the local economy, access and liveability of communities can be greatly enhanced.

Two key related strategies which are the 'building blocks' of Transport Futures include the Pedestrian and Bike Strategies which are of significant importance to the connectivity and wayfinding strategies.



Launceston Pedestrian Strategy 'More people walking in Launceston'

City of Launceston, 2012

The Pedestrian Strategy aims to increase walking in and around Launceston. Walking has been identified as part of the local culture and an important mode of access throughout the city. The strategy aspires to a city where walking forms part of people's journey to home, work, events, activities services they want to frequent and where they feel a sense of connection to their neighbourhoods because they experience them as walk at a walking pace.

The key principles that will influence and inform the Connectivity and Wayfinding Strategies are as follows:

- Supporting walking by creating an urban environment and developing infrastructure that encourages walking
- Prioritise the safety of pedestrians
- Make all footpaths and walkways clear, accessible and barrier free
- Ensure developments and projects in Launceston, both public and private, contribute to creating an environment that is conducive to walking
- Make walking a more attractive proposition by providing navigational tools like signage, maps and public art
- Coordination of pedestrian focused projects and initiatives across all council divisions and departments
- A longer term vision to upgrade neighbourhoods and suburbs into places where people want to walk.



Launceston Bike Strategy 'More people cycling in Launceston more often'

City of Launceston, 2013

The Bike Strategy has two primary goals, more cycling and safer cycling. The strategy establishes a vision to increase number and participation of cycle trips by establishing a set of principles regarding cycling infrastructure as well as safety, education and promotional programs.

The key principles that will influence and inform the Connectivity and Wayfinding Strategies are as follows:

- Continue to build and develop the bike network around the city and its ancillary infrastructure (bike hoops, water bubblers park and go etc).
- Prioritise the safety of cyclists through the creation and maintenance of safer cycle routes and streets.
- Ensure developments and projects in Launceston, both public and private, contribute to creating an environment that is conducive to cycling.
- Promote active transport across the community for its health and well being benefits.
- Coordination of cyclist focused projects and initiatives across all council divisions and departments.
- A longer term vision to upgrade neighbourhoods and suburbs into places where people want to cycle.

Appendix-C.2
Key City Attractions

UNDERSTANDING THE CITY KEY CITY ATTRACTIONS

Aurora Stadium

York Park (Aurora Stadium) is a sports ground in the Inveresk and York Park Precinct. Holding 21,000 people—the largest capacity stadium in Tasmania—York Park has been known as Aurora Stadium under a six-year naming rights agreement signed with Aurora Energy in 2004.

Primarily used for Australian Football League (AFL) games, its record attendance of 20,971 was set in June 2006, when Hawthorn Football Club played Richmond Football Club in an AFL match.

The area now known as York Park was originally "swampy, sour, and choked with weeds". After European settlement, it was used for landfill before becoming the Launceston showgrounds in 1874.[2] By 1881, 47 acres (0.19 km²) of land (now York and Invermay Parks) had been taken over by the Launceston City Council "for the purpose of recreation, health and enjoyment". Among its other uses, the stadium has hosted Rugby internationals, A-league games, concerts, revival meetings and spectacles.

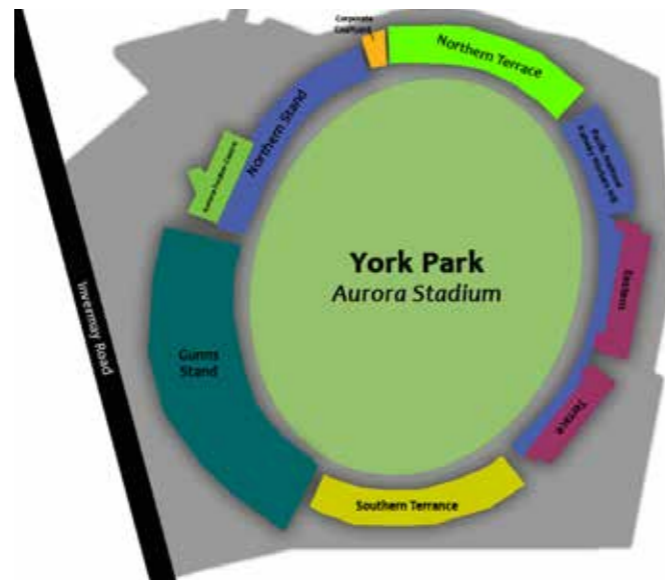
Aurora Stadium is located within walking distance to Launceston's CBD, accommodation, restaurants and bars and has plenty of parking as well as public transport close by if needed.

Source: Wikipedia and <http://www.aurorastadiumlaunceston.com.au>

Walking to the stadium for AFL games and events is a well trodden experience. The wayfinding should help to support this and also provide opportunities to promote other events and activities at the stadium and across the precinct.



Map of the stadium



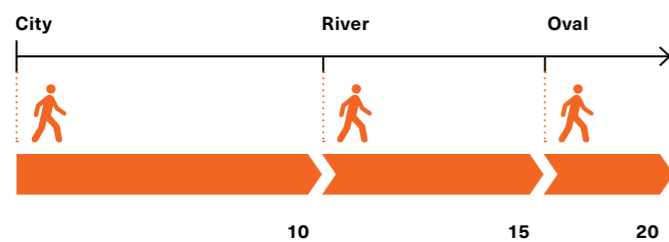
Map of the stadium buildings



Aurora Stadium predominately hosts AFL games and is the Hawks second home



Hawthorn Football fans walking to a game



UNDERSTANDING THE CITY

KEY CITY ATTRACTIONS

The Cataract Gorge

Situated 1.5 km from the city centre, the Cataract Gorge is a popular tourist attraction.

Here you'll find walking and hiking trails, the world's longest single span chairlift, swimming pool, restaurant, kiosk, café, peacocks and wildlife, beautiful gardens, suspension bridge, inclinator for easy access, Interpretation Centre and panoramic lookouts with spectacular views.

Of historical and cultural importance, the Gorge is unique among Australian cities by having such a beautiful natural feature in walking distance from the city centre.

Access to the Gorge from the city centre is poorly sign posted and the heavy traffic of Wellington Street creates a barrier to ease of movement for pedestrians.



A popular tourist attraction



Alexandra Suspension Bridge



Single span chairlift

UNDERSTANDING THE CITY

KEY CITY ATTRACTIONS

Parks & Open Space

Launceston contains some of Australia's oldest parks and recreational areas. Many of these date back to the 1800s, the most notable being City Park, Princes Square, Windmill Hill, Royal Park, Lilydale Falls and the Cataract Gorge Reserve.

City Park

City Park was originally developed by the Launceston Horticultural Society and handed over to the Launceston City Council in 1863. It features many trees, structures and buildings, including the Albert Hall, dating back to the 1800s. City Park is located in the heart of Launceston. This beautiful parkland features mature trees and shrubs, a display of annual flowers, a Japanese Macaque monkey enclosure, the John Hart Conservatory, a duck pond, senses garden, monuments, chess board, historic Albert Hall, barbeque area and a children's playground. Main entrance: Tamar Street or corner of Cimitiere and Lawrence Streets.

City Park was once called the 'People's Park', which reflects how the park has been viewed by the people of Launceston since its beginnings. It has been a place of many important exhibitions, gatherings, musicals and cultural events and public meetings. This continues today. City Park is famous for hosting Tasmania's premier food, wine and entertainment event Festivale.

Royal Park and Kings Park

Royal Park, originally the site of a military barracks was developed as parkland in the late 1800s and officially named Royal Park in 1912. It contains Launceston's Cenotaph and is a very popular social and tourist destination. Royal Park and Kings Park are traditional parks with a river edge boardwalk connecting the Cataract Gorge Reserve to the Inveresk Precinct, taking in Ritchie's Mill, Home Point and Seaport. The area features the Tamar River, mature trees, multi-use trails, skate park and boat ramp. It also provides access to the Queen Victoria Museum and Art Gallery's Royal Park site and to river cruises.

Princes Square

Originally a clay-pit where convicts made bricks for the construction of St Johns Church, Princes Square is an extraordinary square with a colourful history. Princes Square was part of Launceston's network of planned public places, a formal and organised public space that demonstrated European sophistication, and remains an unusually intact and original 19th century town square. It was created in the image of similar British designs, its elm trees, like its name, suggested its suitability as a site of royal celebrations. Before the square was opened in 1859, the site had been used as a military parade ground before being set aside as a public reserve in 1826.

Source: <http://tasmaniaforeveryone.com.au/launceston-parks.htm>

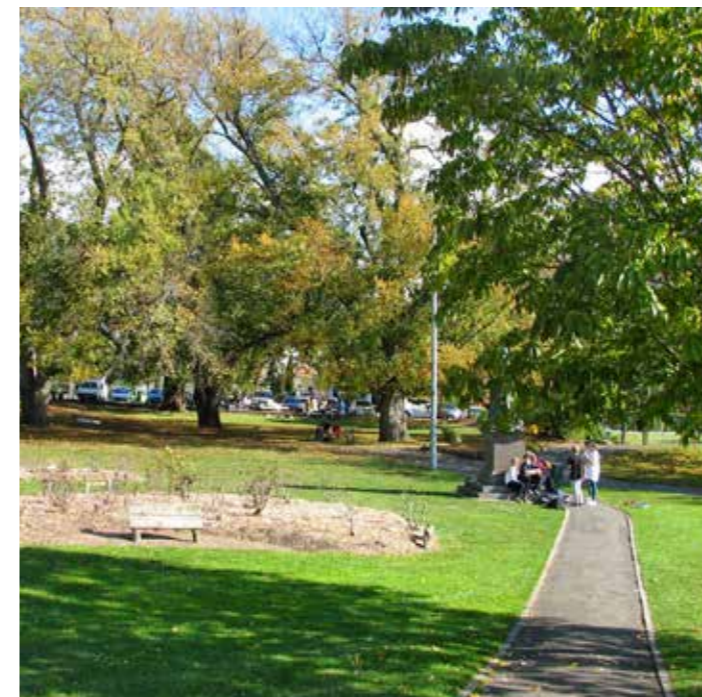
The parks and green spaces that exist around the city center are often difficult to access due to a disjointed pedestrian network. Important green connectors and street trees are required to establish links in the network supported by pedestrian infrastructure like street furniture and wayfinding signage.



City Park



Princes Square



Royal Park and Kings Park



Ragnar vs Leofric - The Wayfarers of Midgard - Training at Brickfields Park, Launceston, TAS

UNDERSTANDING THE CITY

KEY CITY CONNECTIONS

Launceston General Hospital

The Launceston General Hospital (LGH) is a 300-bed public hospital that provides acute care facilities for residents of Launceston and the northern region of Tasmania.

Every year the hospital treats over 24,000 inpatients and over 225,000 outpatients.

The Launceston General Hospital (LGH) is one of the three main public hospitals in Tasmania, Australia. It is located in Launceston, south of the CBD and serves the north of the state. Services provided include Cardiology, Renal, Gastroenterology, Haematology-Oncology, Rehabilitation, General Surgery, Ear/Nose/Throat surgery, Plastic surgery, Orthopaedics, Radiology, Paediatrics and an Intensive Care Unit.

It is a teaching hospital servicing the University of Tasmania. The hospital supports medical research through the Clifford Craig Medical Research Trust.

The Anaesthetic Department provides staff towards the Royal Flying Doctor Service of Australia.

The parks and green spaces that exist around the city center are often difficult to access due to a disjointed pedestrian network. Important green connectors and street trees are required to establish links in the network supported by pedestrian infrastructure like street furniture and wayfinding signage.



Historical image of Launceston General Hospital now a hotel and accommodation.



Historical image of the Art Deco staircase which was demolished as part of the new hotel development.



Modern facade of the new Launceston General Hospital situated across the road from the old hospital.

UNDERSTANDING THE CITY KEY CITY CONNECTIONS

Connecting to the River

Launceston sits at the junction of the North Esk and South Esk rivers where they become the Tamar River. Launceston has a rich history of life on its waterways encompassing industry and recreation.

As outlined in the Gehl report:

As a navigable estuary, and is still used for tourist cruises. For many years, ocean going shipping used the river to obtain access to the Port of Launceston located in the city centre.

The flood levee, protecting the city against flooding, acts as a barrier, especially on the Esplanade.

A substantial amount of river front is accessible for pedestrians and cyclists. However the promenade along the water is not continuous. This means that pedestrians and cyclists have to walk to road level and cross several roads on a walk along the river.

Creating stronger links to and along the River is needed to transform the city and its opportunities for activation.



Cyclists on the Levee Trail



Aerial view of new levee works along the northern edge of the river.



View along Northbank



Dining along the waters edge at Seaport

Appendix-C.3
Signage Audit

UNDERSTANDING THE CITY SIGNAGE AUDIT

Summary Observations

The signage examples shown on the following pages provide an overview of the mix and varied sign types present across the town centre. Much of the signage which is in place is either private signage or municipal site identification/regulatory signage.

Wayfinding signage is notably absent throughout the LCA. Some basic directional information is present but typically it is a combination of minor finger pointers and minimal mapping and directional information.

Many visitors will arrive at the City Centre via car, and at present there is no wayfinding information situated at car parks for drivers who become pedestrians at this point. Consideration should be given to these 'collector' areas to ensure that drivers leave their car in one place for their entire journey to the city, thus avoiding the additional congestion.

The wayfinding family should provide a counter point to the existing visual clutter of private retail signage by delivering clear and legible information that utilises best practice outcomes for wayfinding, including:

- White text on a dark background for optimal outdoor legibility.
- Use of pictograms and symbols to reach a wider audience (CALD users).
- Consistent placement and siting of signage to foster assurance with users.
- Signage that is clearly branded as Council signage to separate it from private signage.
- Inclusion of walking and cycling times and distances to facilitate improved journey planning.

The audit of existing signage presents a clear case for the introduction of a considered, consistent suite of wayfinding signage which is strategically placed to link key collector points with facilities and attractions within the City and linking to neighbouring precincts and attractions.

Key Guidelines from Audit

The following guidelines provide for the removal of old, outdated and unnecessary signage. Our team will provide an inventory of signs for removal/consolidation around the proposed locations of new signage as part of the Stage 02 deliverables.

Key guidelines from the audit include:

- Any old, damaged or unnecessary directional signage should be replaced or removed when in close proximity to new proposed wayfinding locations.
- Close proximity equates to (50m) of new proposed wayfinding signs.
- Ensure that removed sign information has been evaluated as current and useful and if so incorporated into the new proposed signs.
- Ensure the new wayfinding signage family can accommodate all existing directional and mapping municipal signs.
- New wayfinding signage should be clear and legible in contrast with the existing private signage to mitigate confusion and promote best practice information delivery.
- Ensure that there is a consistent and legible visual language and place name nomenclature in use. Currently there is a mix of uppercase and lowercase type in use as well of pictograms, arrows and colours.

Directional



Toilet finger pointer in current style.



Multiple signs and panel sizes for directional and regulatory information in one location. Consolidation of this information and a consistent approach would improve legibility and reduce visual clutter.



Street sign with standard civic brand to Gorge and Kings Bridge.



QVMAG directional at the end of Cameron Street, redirecting travellers to the pedestrian crossing over Wellington Street.



Overloaded Royal Park entry directional sign. Hierarchy of pictograms overpowers destination names and arrow symbols.

Site Identification



Varied use of text heights, back ground sign panel colours and hierarchy contributes to a visually confusing and competing sign information on the current directional signs.



Use of square standard statutory pictograms looks out of place on the current sign panel form.



Directional information at the Gorge with walking times.













Site identification and visitor information directional.

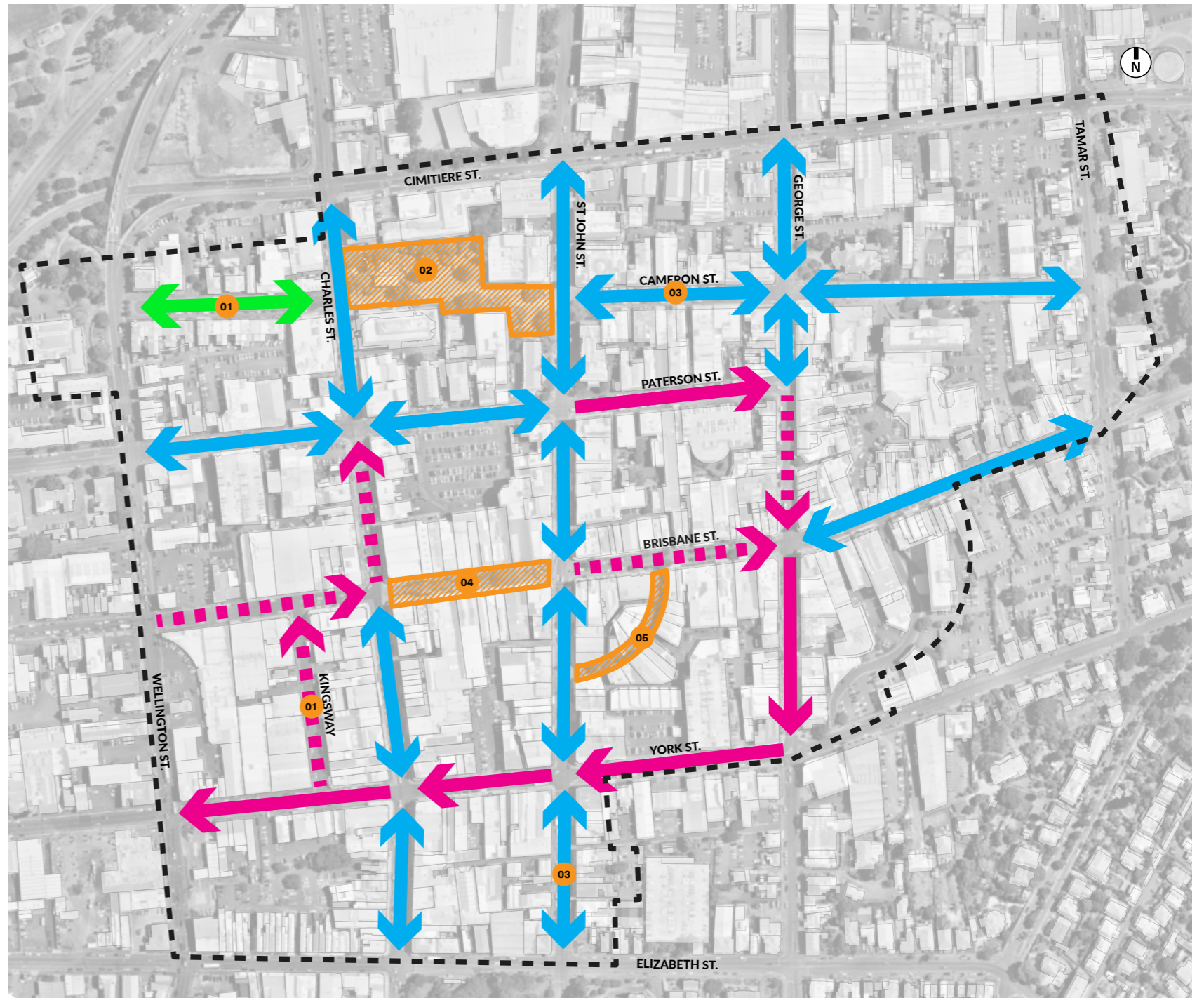


Wooden sign mounted to building. Weathered and cracked wood, alongside minimal contrast between board and letters reduces legibility from distances.















Appendix-C.4
Mapping the City

UNDERSTANDING LAUNCESTON CITY HEART TRAFFIC DIRECTIONS & SHARED SPACE (FIXED AND TEMPORARY)

- | | |
|---|---|
|  Two Way Traffic |  01 Potential Future Street Park |
|  One Way Traffic (2 lanes) |  02 Civic Square |
|  One Way (1 lane) |  03 Transformation - Potential Street Park Temporary Install |
|  Public Space (no traffic) |  04 Brisbane Street Mall |
|  No Through Traffic |  05 Quadrant Mall |



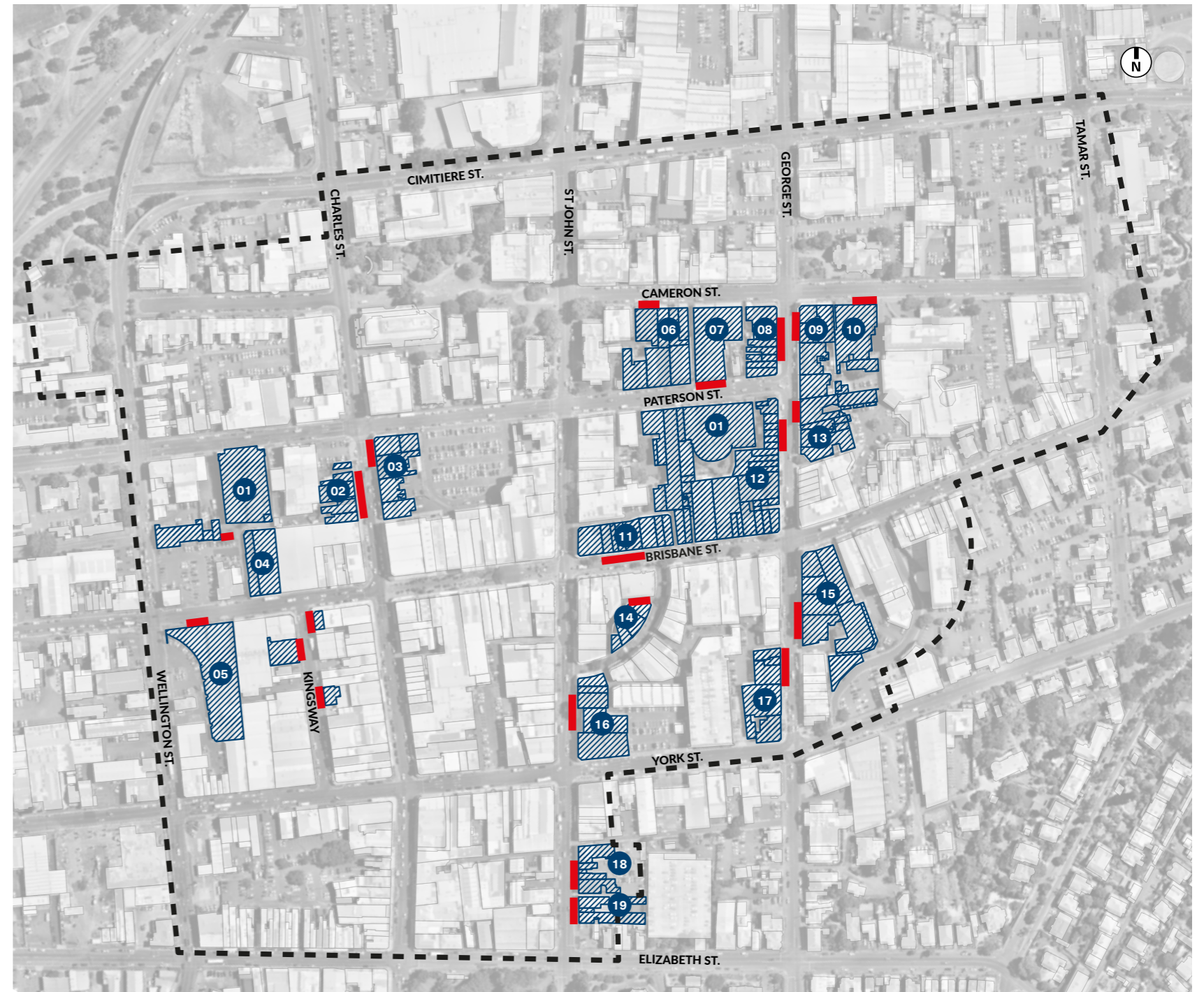
UNDERSTANDING LAUNCESTON CITY HEART IMPROVED PEDESTRIAN OPPORTUNITIES

- | | |
|--|---|
|  Highly Improved Pedestrianisation |  01 St. John St and Brisbane St Intersection |
|  Beautification Only |  02 Brisbane St and Charles St Intersection |
|  Major Space Improvements |  03 Charles St and Cameron St Intersection |
|  Improved intersections and Crosspoints |  04 Cameron St and St. John St Intersection |
|  Mid-street Pedestrian Crossings | |
|  Mid Street Raised Pedestrian Crossings | |
|  Ramp Improvements | |
|  New Traffic Lights | |
|  High use intersections (existing 4 way pedestrain crossings) | |
|  High use intersections (four-way pedestrain crossings to be implemented) | |



UNDERSTANDING LAUNCESTON CITY HEART POTENTIAL PARKLET LOCATIONS

- Potential Parklet Locations
-
- 01 Car Park
 - 02 The Pantry, Sushi to go
 - 03 Star of Siam, Star Bar, Curry Place
 - 04 Cuisine Lane
 - 05 Morty's Food Court
 - 06 The Northern Club
 - 07 Inside Cafe
 - 08 Indian Empire, Bento, Amelia's
 - 09 Cafe
 - 10 Garden of Vegan
 - 11 Banjos, Bakers Delight
 - 12 Alchemy, Pierre's, Coco Bean
 - 13 Italian Pizza House
 - 14 Laneway Option
 - 15 Cafe x 2
 - 16 Live Eat, Hudsons
 - 17 Bakery
 - 18 Saint John
 - 19 Shots on the Way



UNDERSTANDING LAUNCESTON CITY HEART ECO SOCIAL - ACTIVATION OPPORTUNITY

- | | |
|--|---|
| <ul style="list-style-type: none"> Gathering Space Play Space Interpretive Art Opportunity Trails Street Art Opportunity Activation Space | <ul style="list-style-type: none"> 01 Retail 02 Hospitality 03 Accommodation 04 Theatre 05 Car Park 06 Church 07 Police 08 Town Hall 09 Library 10 Henty House 11 Court House 12 Government Department 13 Queen Victoria Art Gallery 14 City Park 15 Cinema |
|--|---|



UNDERSTANDING LAUNCESTON CITY HEART EVENT VS CAR PARKING

- | | |
|---|---|
| ■ Off-Street Parking | ● 01 Potential Harvest Trail 01 |
| ■ Road Closed (Potential) | ● 02 Potential Harvest Trail 02 |
| ■ Major Event Space | ● 01 Civic Square |
| ■ Laneway Event Space | ● 02 Brisbane Street Mall |
| ■ Potential Harvest Trail | ● 03 Quadrant Mall |
| | ● 01 Cuisine Lane |
| | ● 02 Centreway Lane |
| | ● 03 York Town Square |
| | ● 01 Cimitiere Street carpark
(Location of Harvest Farmers Market) |
| | ● 02 Grand Chancellor carpark |
| | ● 03 Paterson Street West carpark |
| | ● 04 Myer/Birchalls carpark |
| | ● 05 Paterson Street East carpark |
| | ● 06 Wellington Street carpark |
| | ● 07 York Street Central carpark |
| | ● 08 York Street carpark |
| | ● 09 Quadrant Plaza carpark |
| | ● 10 Benders Lane carpark |
| | ● 11 Elizabeth Street carpark |



UNDERSTANDING LAUNCESTON CITY HEART CONNECTIVITY & INTENSITY

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> ● Off Street Parking 🏠 Accomodation 🍷 Hospitality - Bars ➡ Pedestrain Connection ➡ Laneways & Cross links ● Less Frequently used Connections | <ul style="list-style-type: none"> 01 Cimitiere Street carpark (Location of Harvest Farmers Market) 02 Grand Chancellor carpark 03 Paterson Street West carpark 04 Myer/Birchalls carpark 05 Paterson Street East carpark 06 Wellington Street carpark 07 Enfield Lane carpark 08 York Street carpark 09 Benders Lane carpark 10 Elizabeth Street carpark 11 Woolworths carpark 🏠 Backpackers @ Batman Faulkner 🏠 Grand Chancelor 🏠 Best Western | <ul style="list-style-type: none"> 01 Proposed Upgrade Link 02 Police Link and Council Staff Link 03 Link through Civic Square 04 Link through Car Park to Aurora Park and Inveresk Precinct 05 Pedestrian Link to City Park 06 Laneway Link 07 York Town Square Links 08 Brisbane Arcade Link 09 Centreway Links 10 Myer Link 11 Birchalls Link 12 Mall 13 Target Link 14 Carpark to Cinema Link 15 Direct Link to Launceston College 16 Quadrant Link 17 Bookmakers Link 18 Link through Earl St 19 Link through Princes Square 01 Link to Seaport Intersection, Royal Park Precincts & Northbank Box Development 02 Direct Link to Riveredge and Seaport 03 Link to Boags 04 Main link to Aurora Park and Inveresk Precinct 05 Alternate Route to Aquatic Centre 06 Alternate Route to Launceston College |
|---|--|---|



UNDERSTANDING LAUNCESTON CITY HEART

DENSITY OF LANEWAY PEDESTRIAN MOVEMENT – CURRENT (2015)

- High Density of Pedestrian Traffic
- Medium Density of Pedestrian Traffic
- Low Density of Pedestrian Traffic



UNDERSTANDING LAUNCESTON CITY HEART FESTIVALS & EVENTS

- 01 New Years on Royal
- 02 Twilight Market - Seaport
- 03 Junction Arts Festival
- 04 Festivale (annual)
- 05 Albert Hall Arts & Craft niche Market (Seasonal)
- 06 Grand Chancelor - Conferences
- 07 York Town Square (Twilight Market)
- 08 Hatter's Market (annual)
- 09 Charles Street Festival
- 10 Harvest Market
- 11 Launceston Cup (February)
- 12 Launceston Royal Show (October)



UNDERSTANDING LAUNCESTON CITY HEART PUBLIC TOILETS

- UNISEX
- GENDER SEGREGATED
- AMBULANT/DISABLED ACCESSIBLE
- PARENTS FACILITIES

- 01 Paterson Street - East Carpark
- 02 Trustees Court
- 03 Trustees Court Family Centre
- 04 Town Hall Customer Service Centre
- 05 Paterson Street - West Carpark
- 06 Benders Lane carpark
- 07 Princes Square
- 01 Civic Square
- 02 Quadrant Plaza
- 03 Elizabeth Street Car Park
- 04 BP Launceston
- 05 Coles Express Launceston

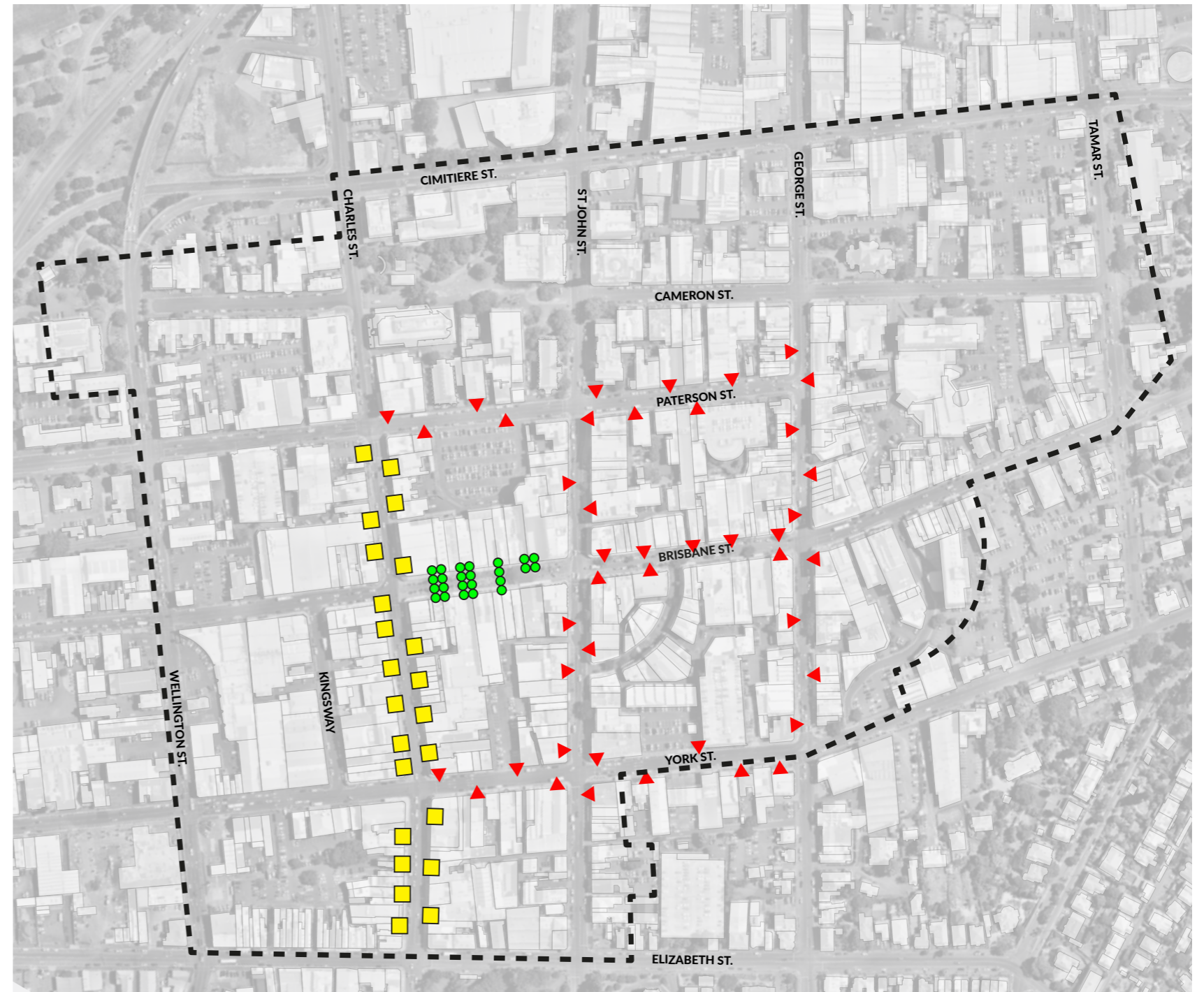


UNDERSTANDING LAUNCESTON CITY HEART BANNER LOCATIONS

▲ Specification 'A'

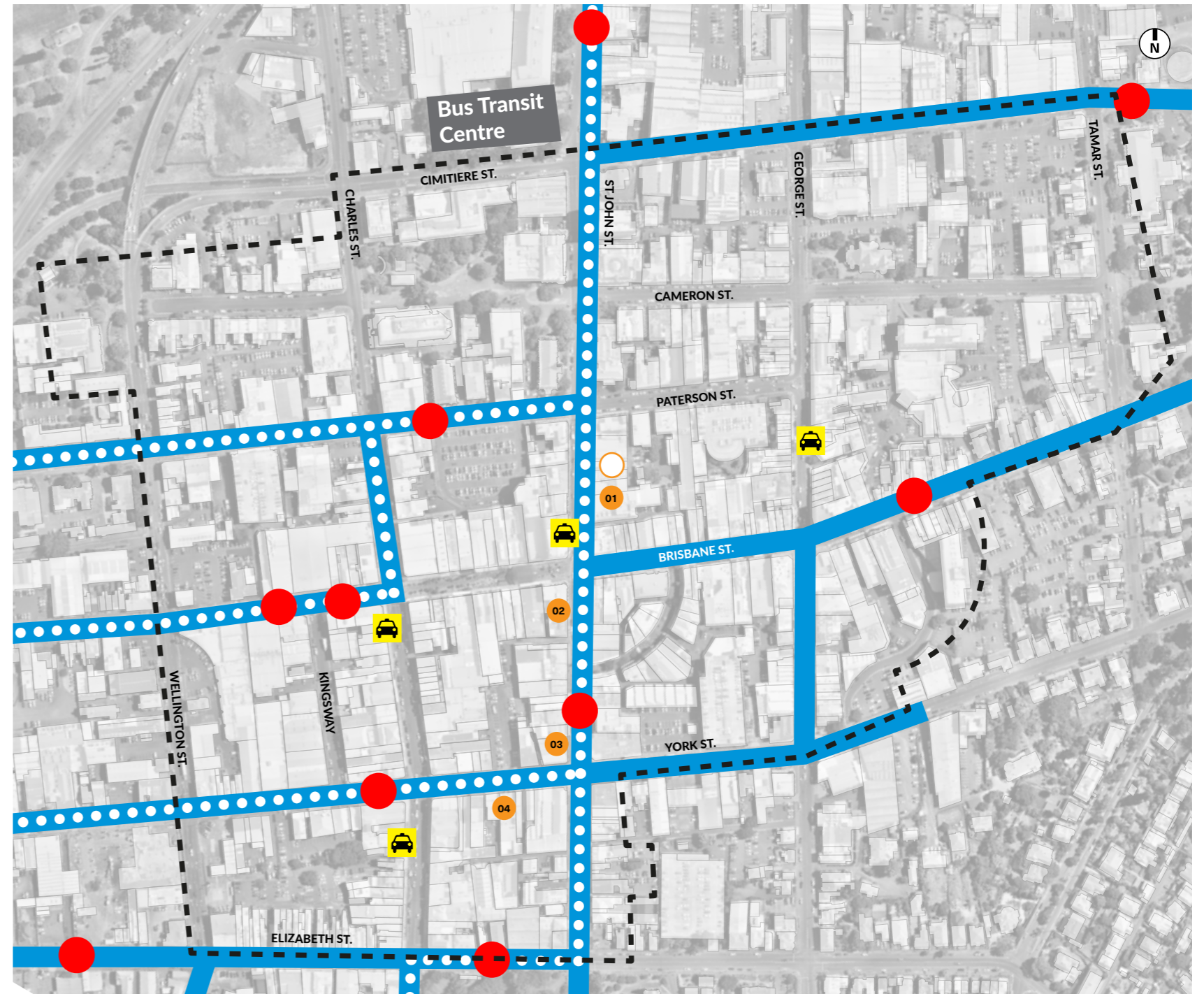
■ Specification 'B'

● Specification 'C'



UNDERSTANDING LAUNCESTON CITY HEART PUBLIC TRANSPORT

- Bus Routes
 - ▬ Main Bus Routes
 - Main Bus Interchanges
 - Bus Stops
 - Existing Taxi Ranks
-
- 01 Buses to Southern and South Western Suburbs
 - 02 Buses to Northern Suburbs
 - 03 Buses to Northern, Eastern and South Eastern Suburbs
 - 04 Buses to Western Tamar Suburbs
 - Tiger Bus



UNDERSTANDING LAUNCESTON CITY HEART CARPARKS

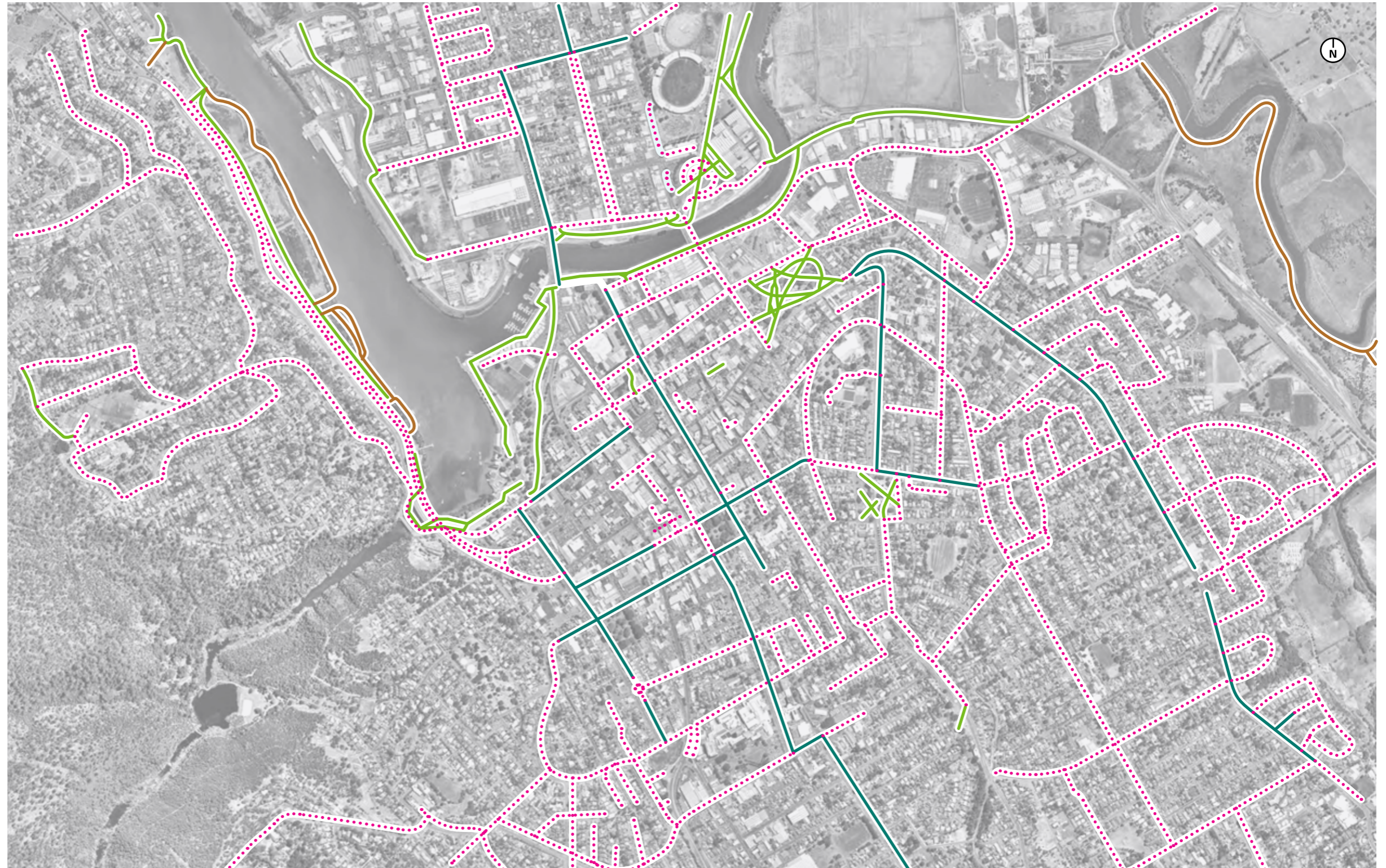
● PUBLIC ● PRIVATE

- 01 Inveresk Railway Turntable/Roundhouse
- 02 Exhibition Building
- 03 Queen Victoria Museum
- 04 Glebe Farm Road
- 05 Racecourse Crescent North
- 06 Racecourse Crescent South
- 07 Northern Rangers Soccer Club
- 08 Willis Street
- 09 Esplanade
- 10 Cimitiere Street
- 11 William Street
- 12 Charles Street North
- 13 Home Point
- 14 Leisure and Aquatic Centre
- 15 Brisbane Street
- 16 Paterson Street East
- 17 Paterson Street West
- 18 Care Park
- 19 Park Street
- 20 Wellington Street
- 21 Elizabeth Street
- 22 York Street
- 23 Bathurst Street
- 24 Frederick Street West
- 25 Coles Wellington St
- 26 Gorge Road
- 27 Basin, Cataract Gorge
- 28 Launceston General Hospital
- 29 Invermay Bowls & Community Club
- 30 Dowling Street
- 31 Lawrence Street
- 32 Newstead College
- 33 George Street
- 34 Frederick Street East
- 35 Church of the Apostles
- 36 Launceston Pathology
- 36 Eardley Street



UNDERSTANDING LAUNCESTON CITY HEART CYCLE ROUTES

- Trails
- Dirt/unpaved trails
- Dedicated cycling lanes
- Bicycle-friendly roads



Appendix–D

Best Practice

Precedents

Best Practice Precedents

Bristol Legible City	D-2
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Adelaide Park Lands & City-wide Wayfinding Strategy	D-4
Station to Market Link Wayfinding Signage	D-5
Coburg Lake Wayfinding Signage	D-6



BRISTOL LEGIBLE CITY

Background

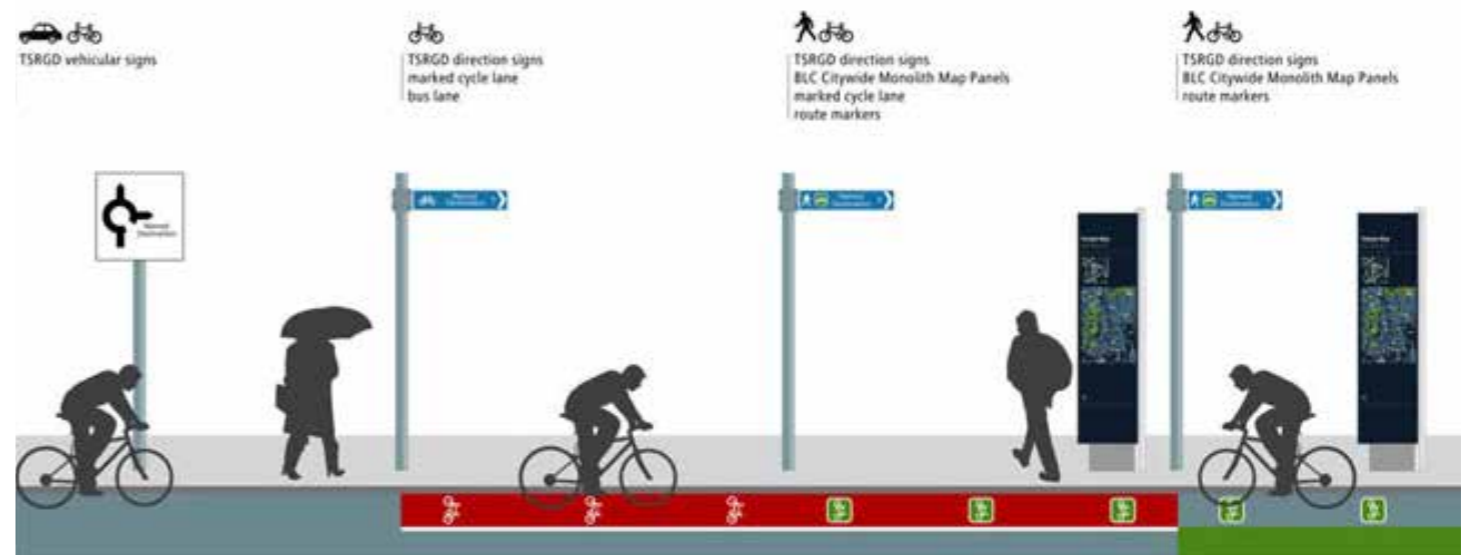
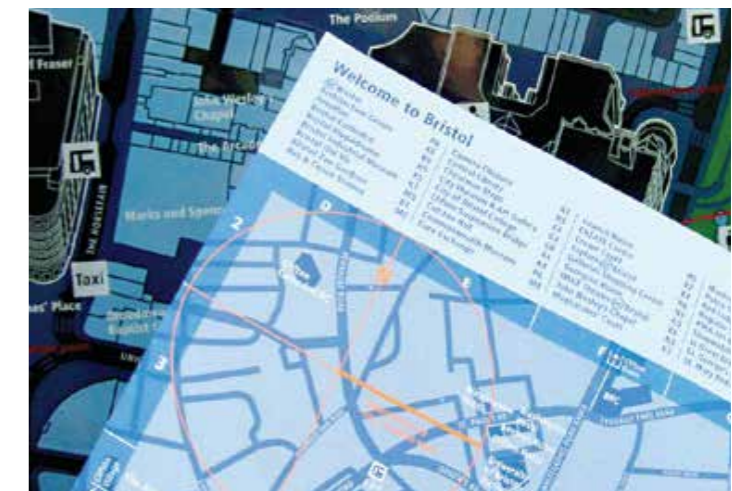
Bristol Legible City is a unique concept to improve people's understanding and experience of the city through the implementation of identity, information and transport projects integrated with artist's work. It is about cities as communicators of the right information at the right time.

It especially aims to integrate wayfinding messages in the movement of pedestrians and vehicles, and to create better accessibility into the city centre by public transport. All products created are built using the best quality materials. They are also adaptable so that future changes to wayfinding can be integrated without requiring new investment in infrastructure.

Bristol now has direction signs, on street information panels with city and area maps, printed walking maps, on street information kiosks, heritage plaques and arts projects that are bound together by a consistent visual language, naming hierarchy and a unique mapping system.

Principles

- Cohesion and integration
- Strong visual identity
- Strategic city marketing
- Mental mapping: Walkers instinctively build up mental maps, which are not strictly geographic, but revolve around the relationship between memorable locations and routes insofar as they are relevant to their needs.
- 'Heads up' mapping: oriented according to where they are situated, and not north-south. What you see on the map is right in front of you. Each panel is therefore designed individually. They offer a remarkably simple way of bridging the gap between the view ahead and its cartographic representation.
- Context map: In addition to the detailed local walking map, an abstract city map indicates where you are in the context of the whole city centre.
- Three-dimensional landmarks: Their development is focussed on their ability to be helpful to the general public. People who struggle to read maps, including people with learning disabilities, will find the 3D buildings useful. They provide both a literal representation of key landmarks, and make the reading of maps more intuitive. Certain landmarks are picked out and represented with 3D illustrations – all drawn according to the observer's viewpoint.
- Suite of parts: The maps on the panels are just the first step towards a mapping system for the City. All developed and stored digitally, the maps contain layers and a language that is being adapted for different uses – a walking map, arrival maps and maps for brochures and communications.



Source: Building Legible Cities by Andrew Kelly 2001
<http://www.bristollegiblecity.info/projects.html>

BEST PRACTICE PRECEDENTS

LEGIBLE LONDON

Background

Legible London is a prototype pedestrian wayfinding system designed to provide better information throughout the city of London for people who want to walk. It draws on examples of best practice around the world, and other systems that have stood the test of time, including Bristol Legible City and the UK Road Sign system.

It developed a way of providing coordinated walking information across the capital that is in synch with the way people think and act when they are moving on foot from one place to another.

Accessible maps of different scales have been incorporated to convey quickly not only the immediate surroundings, but to show how the area connects to those around it. Simple 3D drawings of notable buildings have been integrated to the maps to fix given points in people's minds. A clear hierarchy of place names has also been developed so people can appreciate the general in relation to the particular.

Principles

- Draws on Bristol Legible City's Context maps, 'heads up' maps and 3D buildings
- Hierarchy of information: gradually and logically sub-divides areas into smaller and smaller chunks
- Progressive disclosure: giving people just the right amount of information just when they need it
- Physically accessible and inclusive
- Useful detail: People with limited mobility, including many older people, need to know how far it is to walk to a place, and if there will be any parks on the way in which they can find a seat to rest.
- 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
- Developing designs that complement their urban context is essential



Source: Legible London Yellow Book, a prototype wayfinding system for London 2007

ADELAIDE PARK LANDS & CITY-WIDE
WAYFINDING STRATEGY

Background

ASPECT Studios in collaboration with Studio Binocular developed a kit of parts approach for the signage family 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, underwent rigorous consultation and real world testing with multiple stakeholders culminating in a final design that embodies world best practice in wayfinding. Ultimately delivering 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 walkers and cyclists and sized and weighted to the particular audience needs
- 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
- 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

STATION TO MARKET LINK WAYFINDING SIGNAGE

Background

As part of the Adelaide Park Lands and City Wide Wayfinding Strategy a number of smaller wayfinding pilot projects were commissioned. Identified as part of the Adelaide Public Spaces and Public Life report from Gehl Architects, the Station to Market Link was shown to be an important cross city link.

Our team explored the use of low cost, collocated wayfinding signs to create a striking and easily identifiable family of elements. A key objective was to utilise the existing visual language of the wayfinding system and promote the use colour to create a bold and legible navigation tool. The collocation of signs also reduced cost and visual clutter along the route and in so doing created a more integrated public realm response.

Principles

- Cost-effective and easily updatable family of elements
- Utilises consistent visual language with larger wayfinding system
- Colour is utilised to create and strengthen the identity of the link
- Utilises clear and simple linear mapping or route
- Colour and contrast: The signs and maps use high contrast colours for optimum legibility
- Collocation of signs reduces visual and physical clutter in the public realm



COBURG LAKE WAYFINDING SIGNAGE

Background

Coburg Lake has been central to the lives of the Moreland community for over a hundred years. It has witnessed many changes of use and contains many cherished landmarks.

With recent refurbishment of its facilities, ASPECT Studios were engaged to develop a family of wayfinding, gateway and interpretive signage that would celebrate the lake's rich history.

Inspired by the Art Deco elements still present in the reserve, signage was subtly themed to evoke that period. The more striking evocation of this is the main entrance sign situated along Murray Road, large art deco letters are incorporated into the palisade fence spelling out Coburg Lake Reserve.

Principles

- Durable and hard wearing palette of materials
- Design complements the heritage aspect of the park and its many features
- Colour is utilised to be sympathetic with the heritage context and wider material palette
- Utilises clear and simple mapping language
- Colour and contrast: The signs and maps use high contrast colours for optimum legibility

