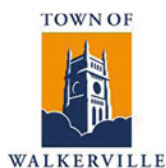


# RIVER TORRENS LINEAR PARK

## STRATEGIC INTEGRATED ASSET MANAGEMENT PLAN



### WAYFINDING PLAN REVIEW



NOVEMBER 2016



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## 1 INTRODUCTION

As part of the Brief to prepare the River Torrens Linear Park ISAMP, recommendations were requested to provide a consistent wayfinding messaging standard for the RTLP to suit all users. Some of the additional messaging considerations were to include emergency assistance aids, opportunities to improve local road pointers and safety information, local heritage information, information about indigenous culture, and the potential use of international symbology to assist tourists.

## 2 THE RIVER TORRENS LINEAR PARK TRAIL SIGNAGE PLAN (2007)

In 2007 a Signage Plan was developed for the River Torrens Linear Park Trail (prepared on behalf of The Office for Recreation and Sport, The Department of Transport, Energy and Infrastructure, and the Local Government Association (SA).

The Plan followed an earlier study in 2003 that identified the signage needs of the River Torrens Linear Park, and in late 2005 a workshop was held with all of the riparian councils and other stakeholders to progress the initial Signage Communication Plan that was completed in 2004.

The 2007 Signage Plan developed a suite of signage designs, as well as an implementation plan.

It is noted that many Councils have partially implemented this 2007 Signage Plan, but there has been no formal/published assessment as to the effectiveness of the implementation strategy in terms of the delivery of the recommended signs and whether or not these signs meet with user requirements.

### 2.1 The RTLPT Logo



The logo for the River Torrens Linear Park Trail has been adopted by all Councils that front the River Torrens Linear Park, and the logo has been incorporated into existing signage (and has been utilised as part of the development of the ISAMP).

### 2.2 Signage Hierarchy

The signage suite adopted in the 2007 Plan incorporates the following key elements:

- Information Stations (square section)- recommended at approximately 1km spacing.
- Exit Signs (smaller rectangular sections)- installed at all main roads where an entry/exit exists and there is no Information Station.
- Trail Indicator signs (smaller rectangular sections) – installed where paths meet and there is a need to confirm which path is the primary trail.



- A start and a finish trailhead sign and a city mid-point (King William Street) trail head sign.
- Line marking options- to line mark path junctions to provide safety in accordance with national standards.
- Small signs should be used discourage graffiti.

## 2.3 Sign Location

Plans were prepared indicating the approximate locations for each of the different types of sign for the full length of the River Torrens Linear Park, and cost estimates were provided for full implementation including approximate cost per Council.

## 2.4 Implementation Status

It is unclear which Councils have implemented the Signage Plan, and to what extent Councils that have implemented the Plan have completed the proposed works envisaged in 2007. The below photos show some of the signs that have been constructed.



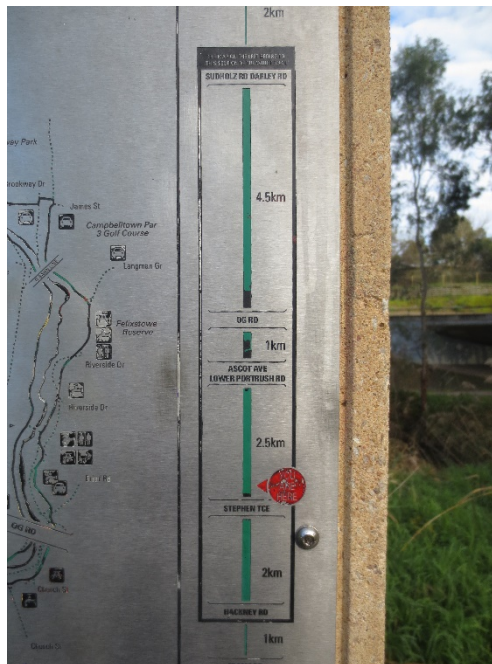
It is also apparent that some Councils have implemented additional signs along the RTLTP that accord with their own Signage Plans. For example, the Adelaide City Council has implemented a range of additional signs to supplement those that accord with the RTLPT Signage Plan.

## 2.5 Preliminary Evaluation

Some of the observations about the effectiveness of the RTLPT signage suite include the following:

- Because the majority of the signs have a maximum width of 100-250mm (either two, three or four sided), the size of the text can often be quite small and difficult to read. While the intent on minimising the visual impact of signage is noted (and hence the narrow width), there may be a need to reconsider whether wider signs are needed in certain situations in order that text and imagery can be increased in size.
- The small size of text is difficult to read, particularly by cyclists travelling along the paths (refer to feedback from the Bicycle Institute of SA). Key information needs to be legible to cyclists at a quick glance.

- The narrow sign widths appears to be discouraging graffiti.
- Although relatively new, there is some evidence that some of the text and mapping information is deteriorating after a relatively short period (see image below).



- In addition to the existing signage, greater focus should be placed on clear directional signage, identifying the direction to:
  - important roadways /north-south linkages
  - river crossings and in particular high level bridges
  - key facilities (e.g. toilets)
  - nearby shops and other key facilities outside of the RTLP
  - nearby public transport stops / connections outside of the RTLP.

It is worth noting that the additional signage constructed by the Adelaide City Council in and around Bonython Park / Tulya Wardli comprises directional signage with horizontal text and arrows, which is easier to read as one moves along the pathway compared to the vertical text with arrows that forms part of the existing signs.

### 3 ADDITIONAL CONSIDERATIONS

#### 3.1 Impact of Technology

With the greater availability / use of “smart phone” technology, many users of the RTLP have access to a huge range of data that is available to assist with messaging and wayfinding. However, as many users do not have such access, or in the case of cyclists may not wish to access their devices while cycling, adequate wayfinding and other signage will still be important into the future.

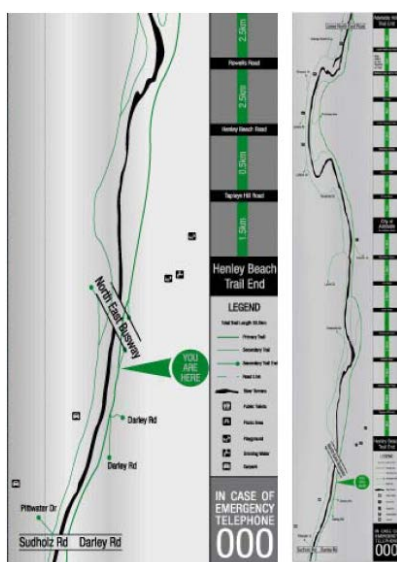
However, it will be possible and desirable to increase the amount of useful information available to those who are carrying such devices through the use of QR codes. The use of QR

codes could greatly enhance the user experience, particularly for those interested in adding to their experience of using the Park by gaining additional information about features along its length and of facilities and places nearby.

Maps of the RTLP accessible on smartphones can show current location and key features within the park. These maps should be regularly updated to reflect current facilities, and could also include sections of the RTLP which are closed or not accessible due to maintenance, flooding or damage.

### 3.2 Emergency Assistance

The 2007 Signage Plan promoted the use of a periodic reminder that the emergency phone number is 000. This component of the information panels is located at the base (see below).



While this of some use, there have been advances in the use of Emergency Markers.

Emergency Markers are particularly useful where there are difficult “open space” locations with no set addresses such as beaches, parks and trails. Emergency Markers are designed to pinpoint the exact location of an emergency event in public open spaces or hard to define places.

Emergency Markers can be “stand alone” signs, or can be incorporated into other types of signage.

These Emergency Markers could be incorporated into the signage suite along the length of the RTLP, with each having a unique alpha numeric code or a simple numeric code. This code would be linked to Emergency Services through a GIS system, which would specify the location, GPS coordinates, road access route or navigational data – all of which can assist in the despatch of Emergency Services.

The Emergency Markers should be linked to the emergency telephone number.

### 3.3 Interpretive Signage

The 2007 signage suite does not specifically incorporate opportunities for interpretive signage. Interpretive signs should be an integral part of the RTLP, as they could provide education material focussing on the natural and cultural features of the Park (including biodiversity / environment, heritage and indigenous cultural information). All of this material can help connect users of the Park to their environment and to local cultural aspects.

Often interpretive signs are incorporated within public artwork projects.

In order to avoid duplication and maintain interest while providing diversity in interpretive signage provided, it would be preferable to devise an Interpretive Signage Plan for the length of the RTLP that each Council can contribute to and fund.

### 3.4 International Symbolology

As the RTLP is used by many international visitors coming to Adelaide, it is important to incorporate international signage and symbols wherever appropriate in all new signage within the RTLP.

Given the relatively few symbols that need to be incorporated, this should be a straightforward exercise.

### 3.5 RTLP Web Page

There is no website for the River Torrens Linear Park. Trails SA (SA government) has some basic information and maps, as does Walking SA (a not-for-profit peak body that leads, promotes and supports all forms of walking in SA).

In comparison, the website for the High Line in New York (developed and managed by the Friends of the High Line), has an interactive website that provides a wide range of information about the elevated walkway, including information about the accessibility of the Park, transportation options, features of the Park, the availability of food and drink along the length of the Park, art initiatives, access to gardens and special events, etc.

A dedicated website and map of the RTLP (showing current facilities etc) linked via a QR Code would provide great accessibility to information for users of the RTLP at any point along its length (and provide this information to users prior to the visit).

### 3.6 Stakeholder Feedback

Groups in the Key Stakeholder Workshop discussed that wayfinding should provide an enjoyable experience for Park users, including a suggestion that some signage at key points could be motion activated. Consistency of signage (e.g. style, type, cost, post vs. ground, consistent logo and font) should be agreed to by all Councils. One group suggested that an



online map should be developed, and possibly the development of an app (although it was acknowledged that this would involve a large investment) to keep up with emerging technologies. Another group suggested that wayfinding signage should not only direct people within the Park, but also to connections to local places outside of the Park such as shops, schools, services and other community facilities. Wayfinding signage should be easily updatable to reduce the cost to Councils.

## 4 RECOMMENDATIONS

1. Continue to use the 2007 logo for the River Torrens Linear Park Trail.
2. Undertake an audit of RTLP signage to determine how much of the 2007 Signage Plan has been implemented and identify whether modifications to the Signage Plan are required.
3. Adopt a consistent approach to the design and installation of key elements of signage throughout the RTLP from the hills to the coast, but allow some individuality between Councils for less critical elements.
4. Develop an alternative Directional Sign as part of the signage suite, potentially incorporating horizontal text but aimed at improving legibility, particularly for moving cyclists.
5. Develop additional signage highlighting key features/destinations within and external to the RTLP (shops, playgrounds, toilets, carparks, roads, public transport, etc).
6. Incorporate QR Codes along the length of the RTLP, linking users to a wide range of information (e.g. future RTLP website, local features and connections, history, culture and environment, etc).
7. Incorporate emergency markers at regular intervals on existing and future signs, linked to SA Emergency Services.
8. Undertake an assessment of the opportunities of incorporating interpretive signage along the length of the RTLP, in conjunction with all participating Councils.
9. Ensure that international signs / symbols are utilised wherever appropriate.
10. Develop a dedicated website for the River Torrens Linear Park and promote its availability.
11. Develop an online map of the RTLP for use by smartphones, and update it regularly.