Signage and Wayfinding Strategy

Contents

1. Introduction

Campbelltown's Council Strategic Plan 2010-20 identifies a Signage Strategy as a key Performance Measure for Strategy 1.3.5: Develop and implement streetscape themes incorporating environmentally sustainable principles and cultural themes.

This Strategy will identify the strengths and weaknesses of the current signage within the City and recognise future opportunities. An action plan will prioritise works to be implemented over the next 5+years.

The Signage Design Suite outlines the design template and language for all future permanent signs within the city, ensuring a consistent and strong message is sent to the Community.

This strategy relates to permanent signs within Council open spaces and streets. Any banners or temporary signage should follow the templates of Campbelltown's Corporate Style Guidelines.

2. Purpose

A signage strategy will help promote the Council with a consistent message through the style of the signs. It will explore the style and design of signs as well as the type and placement. It will

- Improve the consistency, readability, placement, accessibility and connectivity of signage;
- Make precincts and attractions easier to navigate;
- Increase and improve walking/cycling connectivity and make walking/cycling more attractive;

- Promote Council owned or supported local attractions and facilities;
- Improve safety in public areas; and
- Prioritise investment and improve efficiencies in managing signage resources.

3. Objectives

Consistency

A suite of signs that is in one consistent design language

Promotion

A design language that promotes the City of Campbelltown

Clear message

Easy to interpret, clear way finding, simple language that is understood by all members of the Community

Minimise

Less signs allows the important messages and advice not to be overlooked

Hierarchy System

Prioritising implementation and value of sign assets

4. Strategic Plan Link

Objective 1.3 City infrastructure that provides a range of welcoming, attractive and safe facilities that encourage social interaction and an active Community

1.3.5 Develop and implement streetscape themes incorporating environmentally sustainable principles and cultural themes

Objective 3.2 Effective Infrastructure and Asset Management that allows for growth

3.2.2 Safe, reliable and accessible pedestrian network

5. Related Documents

Many Council documents make suggestions for improved signage to help with way finding, improving access, connections and promotion of Council assets. For example, The Pedestrian Access and Mobility Plan (PAMP): *High Priority 1. Develop and implement an integrated way finding strategy to guide the implementation of directional signage throughout the City of Campbelltown.* Other documents supporting a way finding strategy or improved signage include;

- Open Space Directions And Strategies Report
- Chain of Trails Master Plan
- Pedestrian Access and Mobility Plan
- Bicycle Plan

- Campbelltown Urban Village Master Plan
- Magill Village Master Plan
- Thorndon Park Master Plan

6. Existing Signage

Strengths

- Most parks and reserves are signed consistently with hoop signs
- Linear Park has way finding signs that direct to existing roads
- Strong entrance statement at the Glynde Corner Monument
- Engaging interpretive signage at some key sites (Thorndon Park, Anderson Court, Charlesworth Park, Gums Reserve, etc.)
- Consistent signage throughout Lochiel Park
- Recent upgrade of main road fingerboard street signs

Weaknesses

- No strong, consistent image of Council is promoted to the community through signage
- The hoop sign design is outdated and does not communicate a strong image/ message for Council
- Many hoop signs are in need of replacement or maintenance
- Some street signs are crooked and inefficiently located.
- Regulatory signs or 'rules' are over used, outdated (in some cases) and doubled up, creating visual pollution
- No hierarchy is used in signage design (i.e. Pocket park can have same sign design and size as regional park)
- No method for review
- Lack of way finding signage to link and connect key locations
- No method for managing commercial businesses being included on street signs
- No suburb identification signs
- Conflicts with Australian Standards (e.g. inappropriate use of colours on street signs)

Opportunities

- Develop and implement a consistent signage design throughout the city
- Develop an action plan to review, replace, remove, relocate and/or add signage.
- Reduce visual pollution created through too many signs
- Market Council and local attractions and facilities
- Update and consolidate regulatory signage

Threats

- Budget for new signage
- Staff time for development
- Support from Council and Community
- Planning and DPTI approvals
- Support from local businesses
- Regulatory conditions

Examples of current signage in Campbelltown

7. Reducing Signage Clutter

Signage Clutter occurs when there are too many signs competing for the user's attention to the point where none of the signs can be comprehended. This includes traffic signs, traffic lights, street signs, and road markings which compete with advertising hoardings, vehicle signage, illegal or non-official signs and other distractions and can cause a user to be overwhelmed with information. While developing a new suite of signs that are consistent will help with user way finding and city branding, it will have a stronger effect if unneeded signage is removed first. The following strategies can be implemented with minimal cost to help reduce signage clutter on Council streets and reserves.

- Review need for Civic Guides (Last updated 2008)
- Remove Safety Assist Houses signs (Already Actioned)
- Remove 50km/hr signs where suitable
- Move rather than add 50km/hr reminder signs to problem areas for a certain period of time
- Review negative messages and rules that cannot be regulated or where problem is no longer occurring.
- Consider using yellow line on road rather than NO STANDING sign
- Use existing posts or stobie poles, fences, etc. before adding another post
- Review use of community and business directional signage on street signs
- Consider using pavement stickers for short to medium term projects
- Consolidate signage at Reserve entrances
- Consider other design treatments to change behaviour (e.g. coloured/ decorative pavement to slow traffic)

Example of signage clutter at Thorndon Park, Paradise

8. Signage Hierarchy, Types and Priorities

The types of signs required and their importance have been identified with a priority given for their replacement or installation. Priorities are based on the hierarchy and current status of each sign (i.e. is it due for replacement or will it be a new asset)

HIGH: 1-2 YEARS
MEDIUM: 3-5 YEARS
LOW: 5 YEARS+

TYPE	LOCATION	PRIORITY	PURPOSE/COMMENTS
Road Entry Points	Main City Entry	HIGH	Create a sense of arrival to the City, up lighting and landscaping to be considered on installation
	Minor City Entries	MEDIUM	Highlight Council boundary points
	Suburb Entries	HIGH	Identify suburbs within the city
	Precinct Entrance	MEDIUM	Strengthen the identity of key city hubs- to be designed as part of Urban Village developments
Main Facility	Council Offices and Function Centre	HIGH	Promote Council Facility and create sense of arrival. 4m ARC sign being reused.
	Campbelltown ARC	HIGH	Promote Council Facility and create sense of arrival. 8m Sign being installed.
	Library	HIGH	Promote Council Facility and create sense of arrival
	Regional Reserve or Sporting Facility	MEDIUM	Promote Council Facility and create sense of arrival, identify main facilities and activities and outline any conditions of use
	Depot	MEDIUM	Promote Council Facility and create sense of arrival
	Golf Course	MEDIUM	Promote Council Facility and create sense of arrival, way-finding and rules of use
Secondary Facility	District or Neighbourhood Sporting Facility	MEDIUM-LOW	Promote Council Facility, identify main facilities/activities and outline any conditions of use
	District or Neighbourhood Park	MEDIUM-LOW	Identify open space and facilities/ amenities available and outline any conditions of use
	Light Industrial precincts	HIGH	Promote local businesses in the Light Industrial Areas (Funded through business contribution)
	Community Halls (Stand Alone)	MEDIUM	Promote Council Facility
	Lochend House	MEDIUM	Promote Council Facility
	Chain of Trails	HIGH	Identify open space and facilities/ amenities available, outline any conditions of use

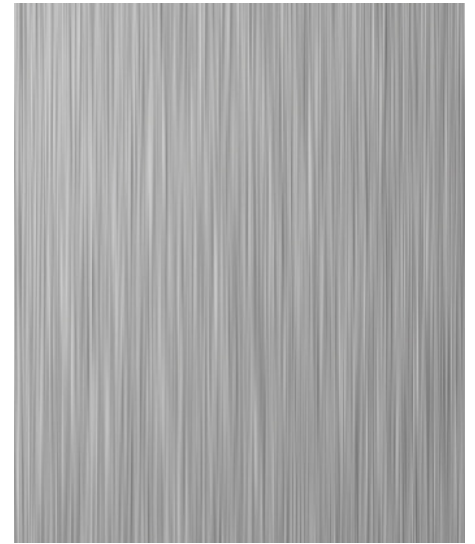| TYPE	LOCATION	PRIORITY	PURPOSE/COMMENTS
Minor Facility	Local Reserves	MEDIUM-LOW	Identify open space and facilities/ amenities available, outline any conditions of use
	Cemeteries	MEDIUM	Identify as Council asset
	Drainage Reserves	LOW	Identify as Council asset
Way Finding Signs	Streets- Suburban and Industrial area	MEDIUM	Way finding- (Guidelines Required)
	Chain of Trails	HIGH	Way finding
	Bike routes	HIGH	Way finding
	Linear Park	MEDIUM	Way finding
	Food Trail and other businesses	HIGH	Promote local businesses- consider use of commercial or light industrial precinct sign to identify large number of businesses in one area
Interpretive/ Information Signs	Within Historically or culturally significant sites	LOW	Celebrate local history and culture
	Chain of Trails	MEDIUM	Celebrate local history and culture
Regulatory Signs	Road Signs	HIGH	Regulatory and safety
	Park and reserve regulations	HIGH	Regulatory and safety (See 7. Reducing Signage Clutter)

9. Signage Design Suite

The Campbelltown Council Signage Design Suite has been developed keeping in mind the Corporate Style guide, (in particular the colours and font styles and 'Wave:), the 'triangle' fifth elements and its association with strength, forward movement and innovation and the use of steel; considering the local industrial precincts and high quality. See Appendix A for detailed design drawings.

Providing a quality lifestyle

Corporate colours and 'wave' design

**Triangle shape- strong, forward moving, innovative**

Brushed steel- raw material for local industry and high quality

Overview of new Council Signage Suite

9.1 City Entrances

City Entrance Signs should be used at main road city entry points where space is available. Where space is not available or on minor road entrances, a Suburb entry style sign can be used. At Main City Entry Points, supporting elements such as landscaping and lighting should also be considered. Signs proposed on Department of Planning, Transport and Infrastructure (DPTI) owned roads will have to be approved before installation
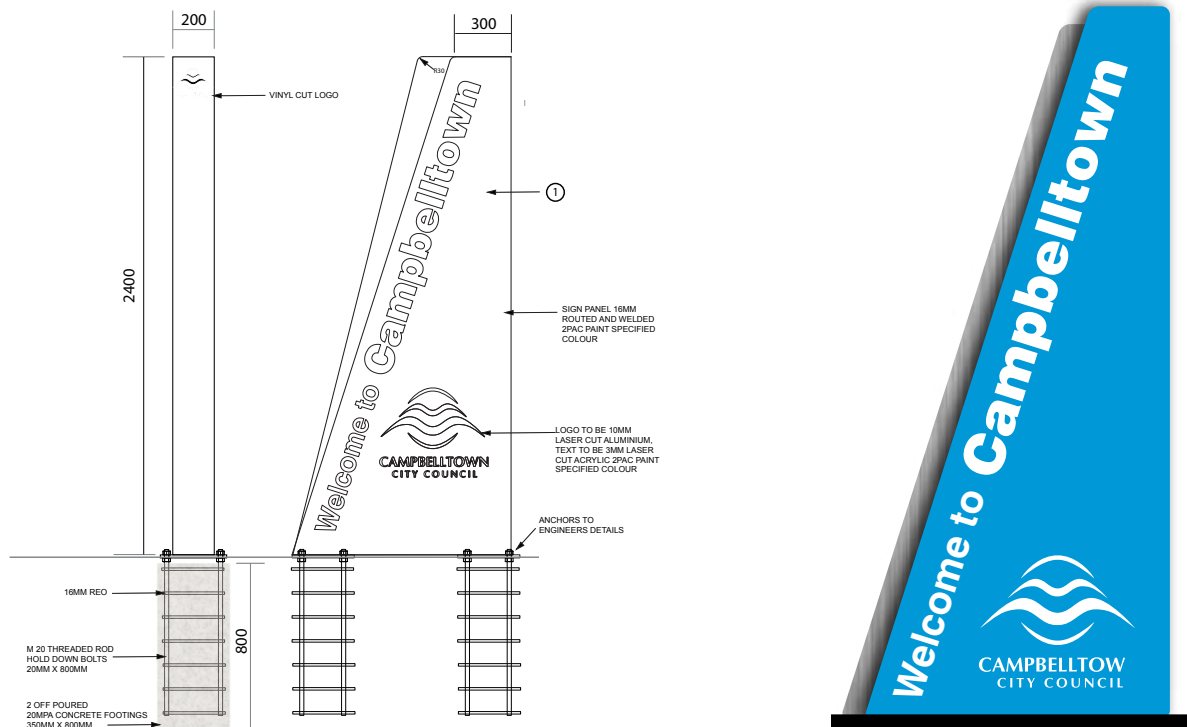
City Entrance Signage along Darley Road- Day and Night
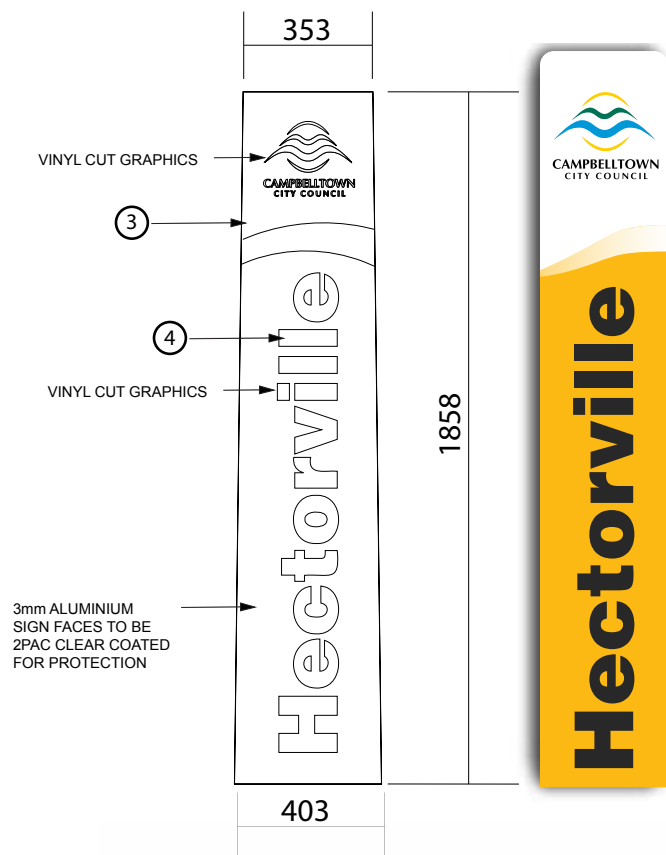
9.1 City Entrances (cont.)

ROAD	EXISTING Council	CURRENT STATUS	PROPOSAL	NOTES
LNE Road	TTG	Small Standard Welcome Sign	High Priority	Possibly incorporate with existing banner sign and include landscaping
Darley Road	Port Adelaide Enfield	Small Standard Welcome Sign	High Priority	Possible space on verge, uplighting or digital sign possible, subject to DPTI approval
Glynde Corner	Norwood Payneham St Peters	Monument	High Priority	Maintain as is
St Bernards Road	Burnside	Small Standard Welcome Sign	High Priority	Minimal Space available, ensure coordination with Magill Village signage
Glynburn/ Magill Road	Burnside/Norwood Payneham St Peters	Small Standard Welcome Sign	Medium Priority	Minimal Space available
Montacute Road	Adelaide Hills	Small Standard Welcome Sign	Medium Priority	Verge space available
Gorge Road	Adelaide Hills	Small Standard Welcome Sign	Medium Priority	Minimal Space available
MINOR CITY ENTRY				
ROAD	EXISTING Council	CURRENT STATUS	PROPOSAL	NOTES
Sycamore Terrace	Norwood Payneham St Peters	Small Standard Welcome Sign	Low Priority	Verge space available
Reid Avenue	Norwood Payneham St Peters	No sign	Low Priority	Minimal space- use stobie pole
Norton Summit	Burnside	Small Standard Welcome Sign	Low Priority	Verge space available
Norton Summit	Adelaide Hills	Small Standard Welcome Sign	Low Priority	Verge space available

9.2 Suburb Entrance

Suburb Entrance signs can be attached to Stobie poles, single or double sided or be designed to be free standing, similar to the minor facility signs if required. Suburb entry signs should not be used at city entry points or throughout key precincts (e.g. Magill Urban Village) as this may create clutter. Final locations and types to be confirmed.

353

VINYL CUT GRAPHICS

3

4

VINYL CUT GRAPHICS

3mm ALUMINIUM SIGN FACES TO BE 2PAC CLEAR COATED FOR PROTECTION

1858

403

Suburb Entrance sign on Hectorville Road

Proposed suburb entrance sign locations across the City (to be confirmed)

Legend:
- ▲ High Prioirity
- ▲ Medium Prioirity
- ▲ Low Prioirity
- ⌇ Suburb boundary
- ● Major City Entry Point
- ● Minor City Entry Point

9.3 Main Facilities

Signage at Main Facilities should be custom made depending on the site and the current signage condition. Main Facilities should be considered case by case, with some sites requiring a full signage suite of their own (e.g. the ARC and Thorndon Park) and other sufficing with Secondary Facility style signage. LED notice boards can be considered for facilities that hold major Council events and would benefit from a changeable message.
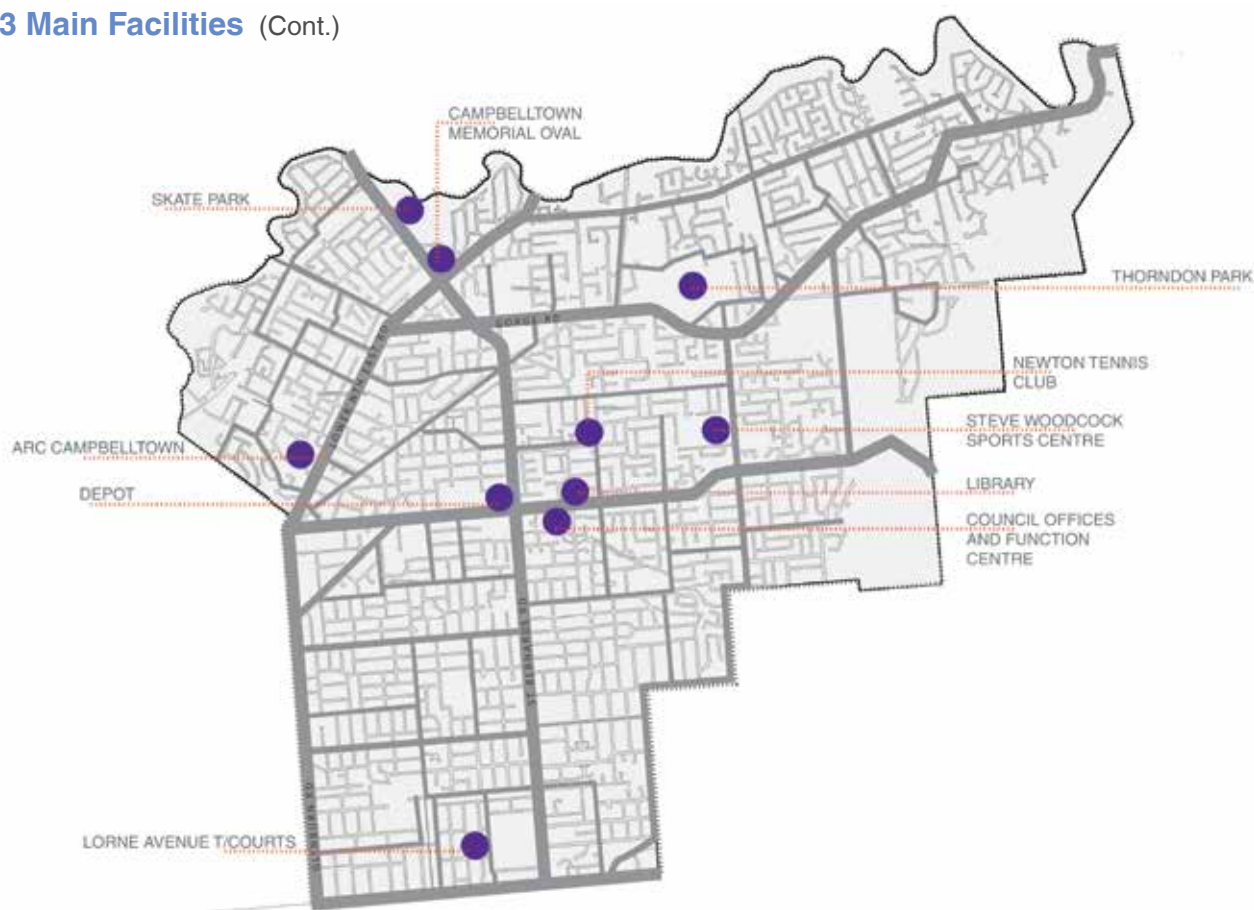

Concept Design for Main Facility Signage at the Council Office and Function Centre

Custom Signage Suite for the Campbelltown ARC

9.3 Main Facilities (Cont.)

FACILITY	CURRENT STATUS	PRIORITY	COMMENTS
Council Office and Function Centre	Small Sign	High Priority	Current sign to be replaced with 4 m sign with LED screen display
ARC Campbelltown	8m sign with LED Screen on LNE Rd, Hoop sign on Botanic Grove	High Priority	Remove hoop sign. Match ARC Design language for any additional signage requirements
Campbelltown Memorial Oval	Hoop Signs	High Priority	Develop as part of detailed design of master plan.
Library	Council banners on the street and name on side of building	Medium Priority	Add large sign with LED screen display to match Council Offices and Function Centre
Depot	Hoop sign with name and address, Name on front wall	Medium Priority	Remove hoop sign and add address and phone number to front wall
Thorndon Park	Various signs at each entrance and along main roads including hoops signs, flags, banners and other signs	Medium Priority	Full sign audit of site required
Steve Woodcock Sports Centre	2x hoops signs and larger signage by club	Medium Priority	Club signage is sufficient- remove hoop signs
Lorne Avenue Tennis Courts	Hoop Sign	Low Priority	Use Secondary Facility Style Sign
Newton Tennis Club	Hoop Sign	Low Priority	Use Secondary Facility Style Sign
Skate Park	Hoop sign and flags	Low Priority	Only upgrade if part of other improvements to the park

9.4 Secondary Facilities

Secondary Facility Signs should be placed at the main entrance of the site, with the name of the facility legible to motorists (if applicable) and any other information on the sign legible to pedestrians. Minor facility style signs may be required at smaller entry points or if there are two Main entrance points, two larger signs may be required. Landscaping and lighting around the sign should be considered. The sign should incorporate any specific site regulations such as 'Dogs on Leads' and identify main attractions such as playgrounds, picnic facilities and toilets with icons and some text.

The below colours will be used depending on the type of secondary facility;

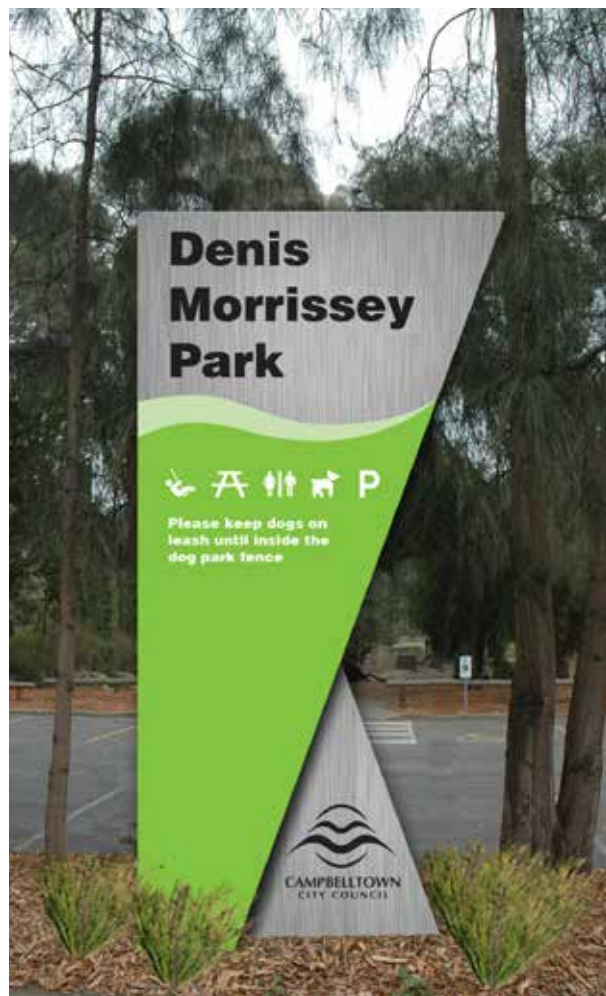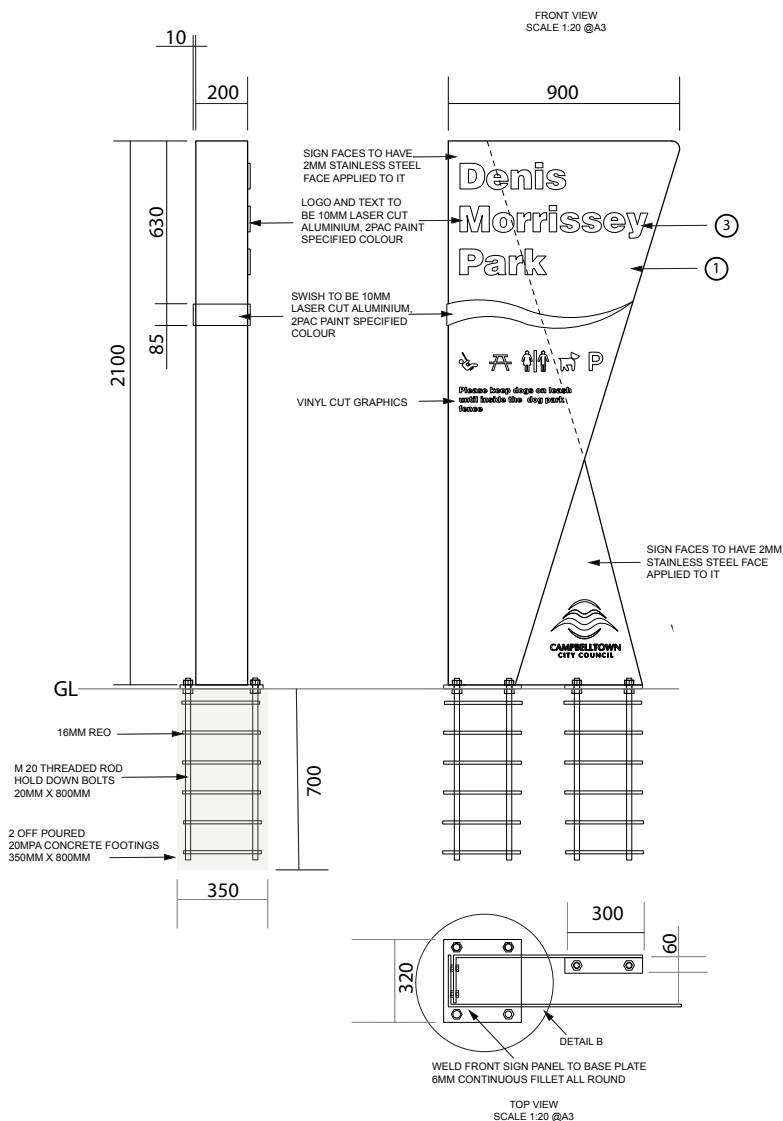**Sporting Facility
Stand Alone Community Hall**

**Parks and Reserves
Chain of Trails**
(Main entry points only)

Light Industrial

Example of Secondary Facility Signage at District Reserve

9.5 Light Industrial and Commercial Precincts

In light industrial and commercial precincts, where many businesses may want to be identified, a precinct sign to identify multiple businesses can be used. This will reduce the demand for fingerboards signs being requested by business for installation on street signs which can cause many issues (see Guidelines for Street Signs). Businesses should be expected to contribute towards the installation of these signs and any future changes to businesses in the zone. Note that generally businesses already located on main roads should not require additional signage. Specific locations will be confirmed as required.
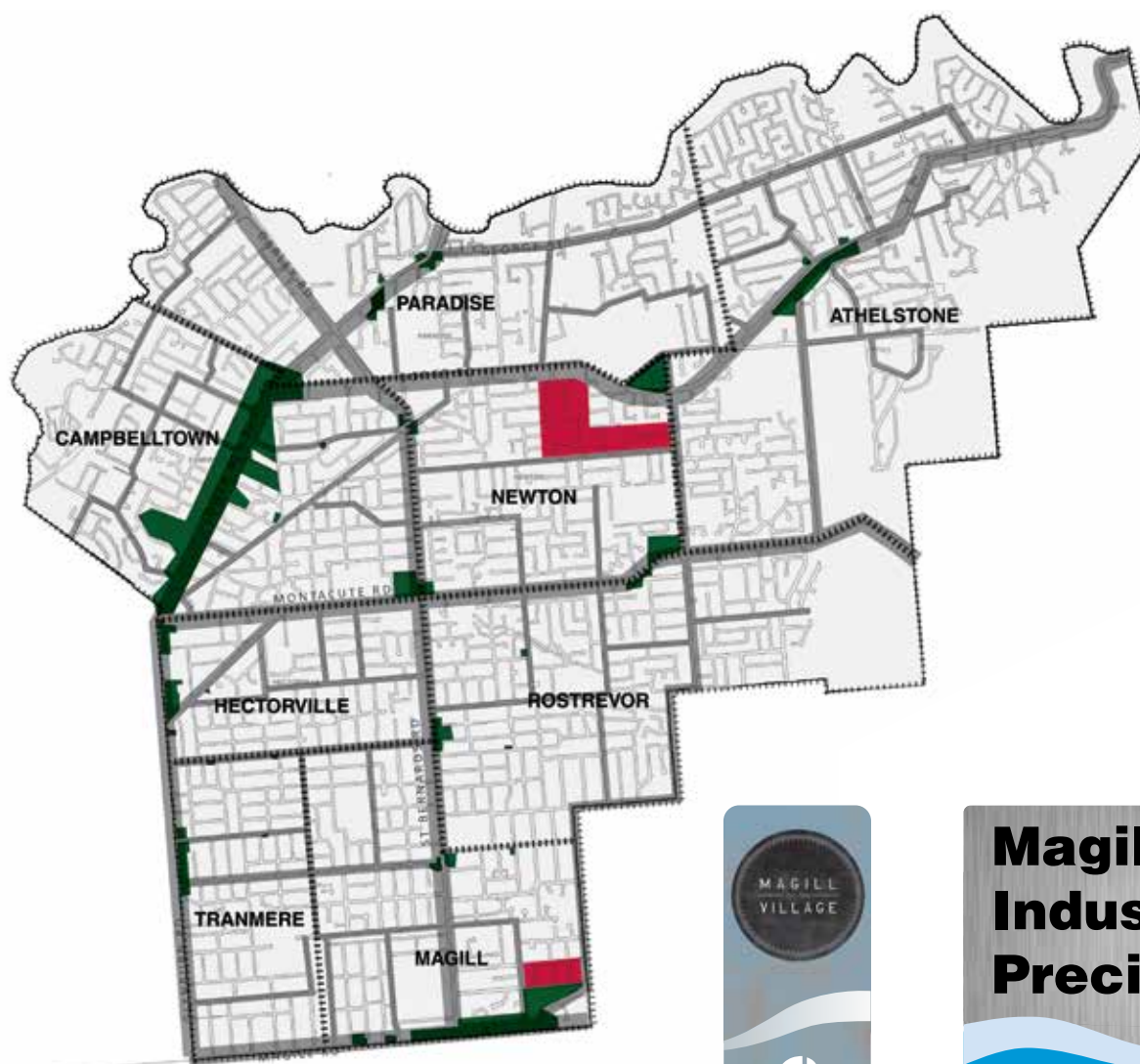
Light Industrial Precinct

Commercial Precinct

Magill Village

Magill Industrial Precinct

One Rundle Trading Co
Marlin Pools
Galligans Mattress
Civic Body Repairs
Tart Catering
Bamb-u
Lauda Guitars
Crossfit Iron Mill

CAMPBELLTOWN
CITY COUNCIL

9.6 Minor Facilities

Minor Facility Signs should be placed at the main entrance of the site, with the name of the facility legible to motorists (if applicable) and any other information on the sign legible to pedestrians. Minor facility style signs may be required at smaller entry points or if there are two Main entrance points. The sign should incorporate any specific site regulations such as 'Dogs on Leads' and identify main attractions such as playgrounds, picnic facilities and toilets with icons and some text. The below colours will be used depending on the type of minor facility;
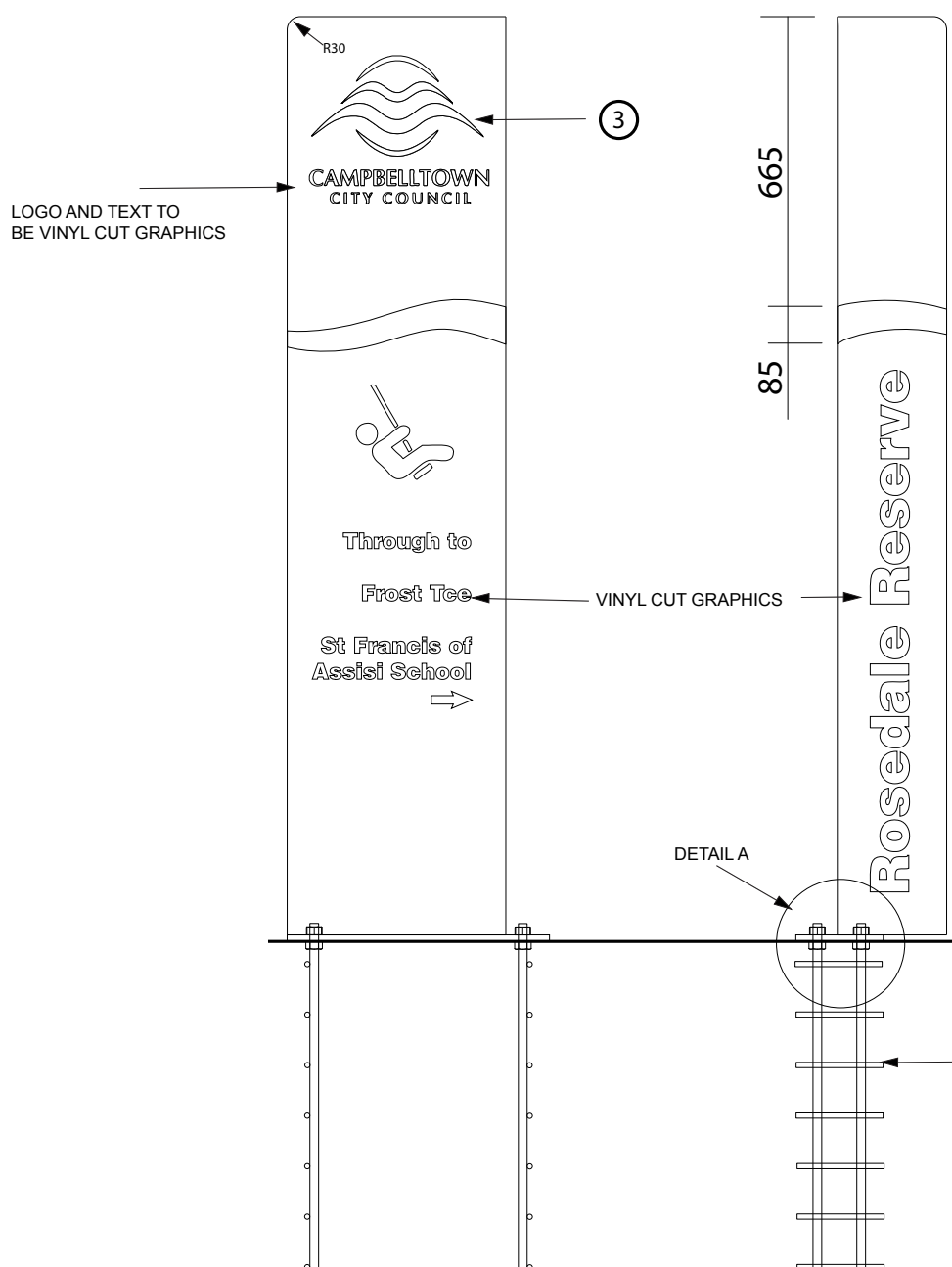
Cemeteries

Parks and Reserves

Light Industrial
(If there is no space available for Secondary Facility Style sign)

R30

③

LOGO AND TEXT TO BE VINYL CUT GRAPHICS

CAMPBELLTOWN
CITY COUNCIL

Through to

Frost Tce

St Francis of Assisi School

VINYL CUT GRAPHICS

665

85

Rosedale Reserve

DETAIL A

CAMPBELLTOWN
CITY COUNCIL

Through to

Frost Tce

St Francis of Assisi School

Rosedale Reserve

9.7 Street Signs

Where possible, street signs should be attached to existing stobie poles. This reduces signage clutter and costs for Council. On main roads where posts are required, posts should be powdercoated to match Dulux Colour 'Monument.' Stobie poles can also be painted this colour on Main roads. No permission from SAPN is required. See Guidelines for Street Signs for more details on the types of directional signage that should and should not be incorporated.
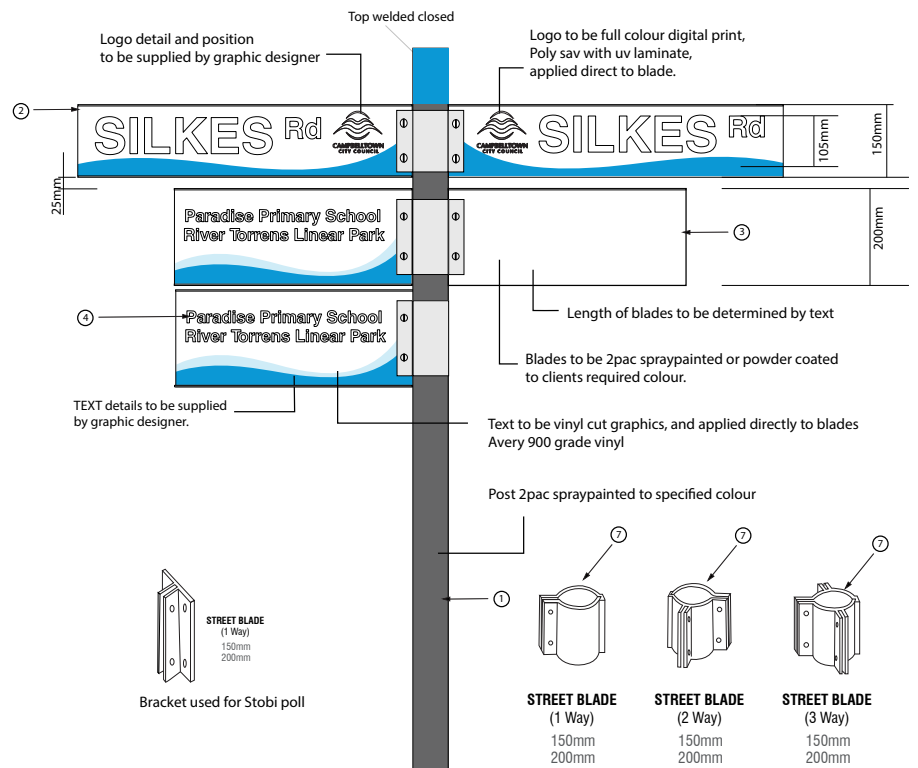
9.8 Wayfinding

The below wayfinding has specifically been designed for use along the Chain of Trails. Use in other locations should be considered on a case by case basis.
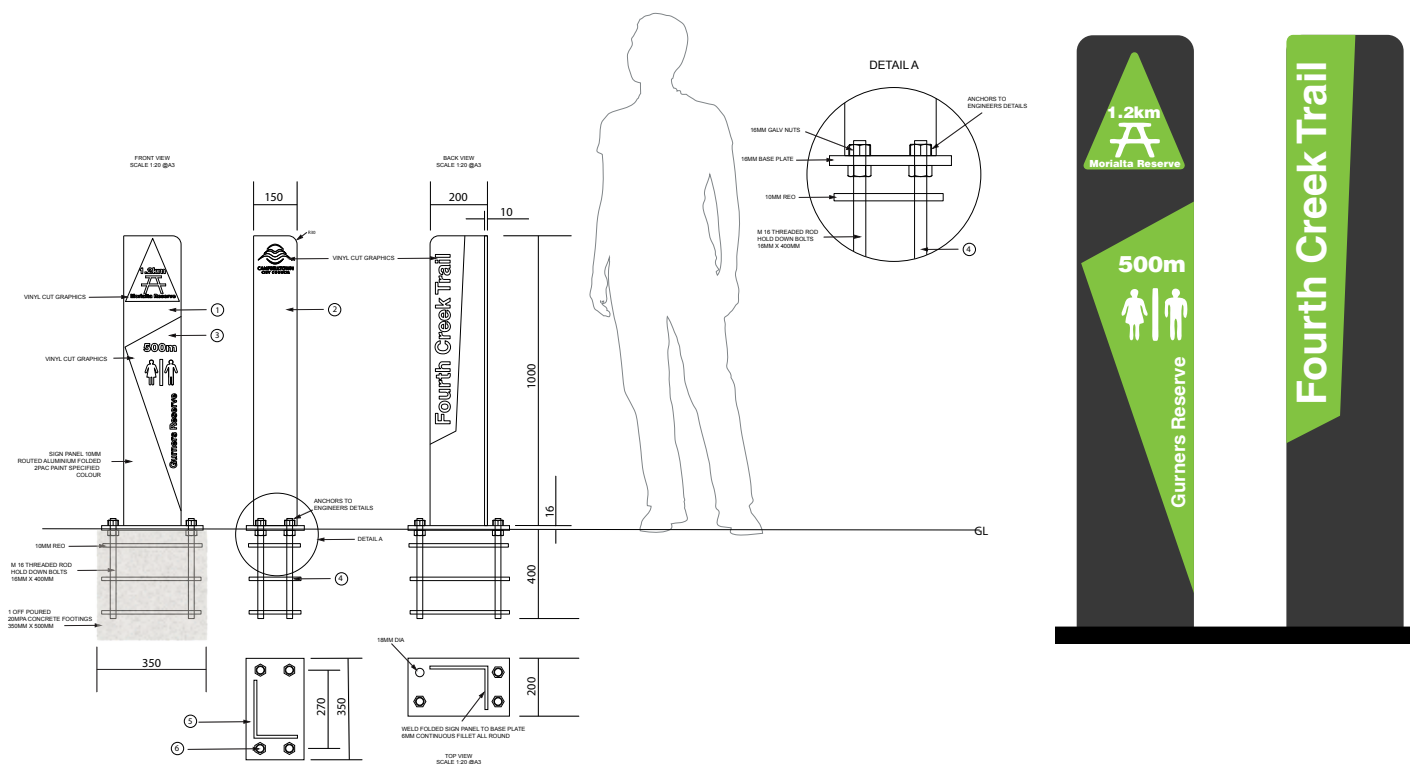
10. Installation

When finalising the position of the sign the following must be considered;

- Development Approval requirements
- Visibility
- Orientation
- Pedestrian, Cyclist and motorist safety and accessibility
- Blocking of site lines
- Competition from other signs
- Surrounding plantings (i.e. will the sign be visible when plants are at full size?)

- Surrounding landscaping
- Distance from accessible path
- Vulnerability to vandalism
- Any additional lighting requirements
- Underground services (if footings are required)

11. Guidelines for Street Signs

One issue that was raised through the internal staff consultation was the lack of method for reviewing requests to have businesses included on street signs. It is recommended that guidelines are developed to help manage these requests and ensure street signs do not become overcrowded. The following principles should be used to develop the guidelines.

- The primary purpose of street sign poles is to hold the name blade sign indicating the name of the street.
- The number of signs installed on any one pole shall be limited to ensure that there is no risk of driver confusion or distraction and to ensure that the amenity of the location is not impaired.
- Favourable consideration will be given to organisations or facilities which provide a community based not-for-profit, or emergency service.
- The purpose of name-blade style direction signage is to reassure drivers that they are making the correct turn from a main or collector road into another road to arrive at a certain destination.

- The purpose of such signage is not to guide drivers through local streets, or to indicate the location of a place or facility on a main road.
- In industrial or commercial precincts where many businesses may want to be identified, consider use of a precinct sign to identify multiple businesses.
- Businesses should be required to contribute to the cost of the sign to be included.
- Council reserves the right to remove the sign at anytime

Currently street signs can become cluttered and dangerous as there is no limit to the amount put on each post

Current practice of identifying businesses in red and white does not comply with Australian Standards

12. Other Requests for Signs on Council Land

On occasions, members of the community, Elected Members or Council departments will want a sign to be installed on Council land. This may be, for example, a person or group wanting directional signage to a facility or historical information about a site. While Council can facilitate the installation on this type of signage, the following should be considered;

- Is the signage detrimental to the amenity of Council land?
- Has the design been approved by the CEO (or nominee)?
- Who will be funding the supply and installation?
- Will the signage compliment the surrounding environment, including other Council signs?

- Does the sign create clutter and draw attention away from other Council signs?
- Should the sign be designed in line with the Signage Design Suite?
- Does the proposed location of the sign take into account the site considerations listed in this strategy (see Installation)?

The community group also needs to be aware that Council has the right to remove the sign when required, due to change in land use or age of the sign. It should be noted that the Council's Memorials on Council Land Policy responds to providing opportunities and responses to public requests to install memorials on Council land.

Examples of Community signs on Council land

13. Relevant Standards and Guidelines

- AS 1742-1997 Manual of uniform traffic control devices.
- AS 1742.5-1997 Manual of uniform traffic control devices. Part 5: Street name and community facility name signs
- DR 99365-Amendment 1 to AS 1¬¬¬742.5-1997
- AS 2899.1-1986 Public Information symbol signs

- ISO 22727:2007 Graphical symbols - Creation and design of public information symbols - Requirements
- ISO 7010: 2007 Graphical Symbols - Public information symbols
- Road Sign Guidelines; Guide to visitor & services road signs in South Australia, DTEI

14. Resources

- Regional Wayfinding Signage Style Guide, Sunshine Coast Regional Council.2011
- Devonport Signage Strategy 2013-2018, Devonport City Council, Version 1 September 2012
- Safety Assist program ends in SA, spiralling costs of children checks partly to blame, Tom Fedorowytsch Updated Thu 17 Sep 2015, ABC.net.au
- WAR ON SIGNS report to Asset Management Committee 21 September 2015 City of Charles Sturt
- Directional Sign Policy, City of Norwood Payneham and St Peters Reviewed 2006

- What is signage clutter and how do we reduce it?, 2016 Driver Knowledge Test (DKT) Resources http://www.driverknowledgetests.com/resources/what-is-signage-clutter-and-how-do-we-reduce-it/
- Signage Rationale, River Strategic Design for Campbelltown Council
- Signage Style Guide, City of Tea Tree Gully, Issue 1 July 2012 Update: 13 November 2012
- Design Standards For Urban Infrastructure, 25 Urban Park And Open Space Signage, Edition 1 Revision 0