

TOWNSVILLE MARINE TOURISM PRECINCT WAYFINDING & SIGNAGE STRATEGY

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AMENDED

By: Rachael Grimes

Date: 18-Dec-19



PLANS AND DOCUMENTS
referred to in the PDA
DEVELOPMENT APPROVAL

Approval no: DEV2019/1027

Date: 6 JAN 2020



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INTRODUCTION



The aim of this document is to develop a clear understanding of how people will perceive and use THE TOWNSVILLE MARINE & TOURISM PRECINCT (TMTP) and provide a Wayfinding Signage strategy.

The new precinct provides a ferry terminal and integrated transport and tourism hub on the southern end of the current Breakwater Terminal, providing a home for SeaLink as well as a 76 room hotel including signature restaurant, retail, dining and convenience tenancies and a 450 space multi-level car park.

We have addressed wayfinding for the whole site, including internal areas and the relevant pathways and signage opportunities to ensure that we have understood the needs of all user groups.

The strategy also considers the sites location within the Townsville City Waterfront and associated guidelines that need to be factored into the design development of the signage.

Our wayfinding strategy considers:

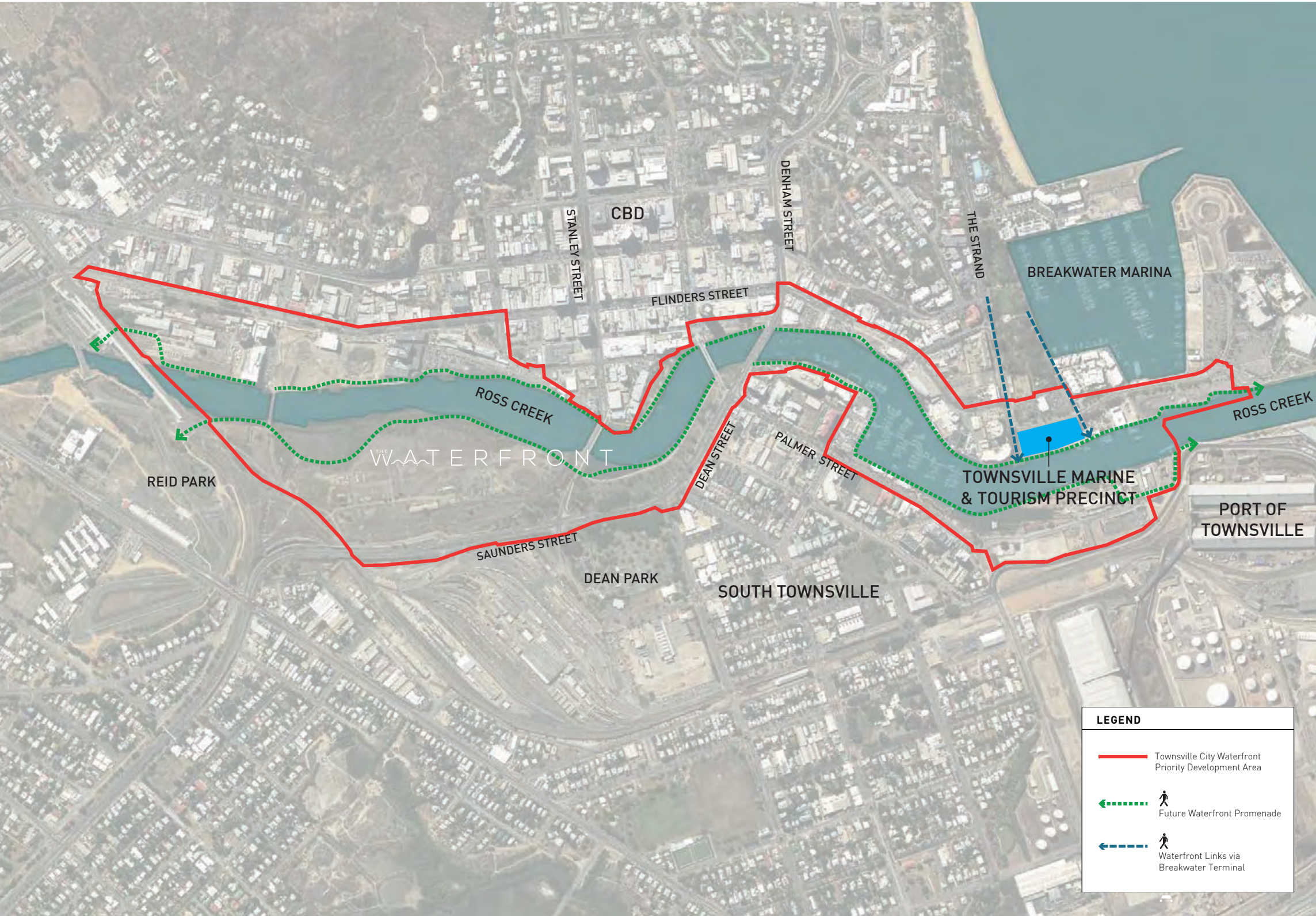
- The sites location within the city and providing visitors with connectivity to it
- How visitors and residents arrive and circulate within the development
- A hierarchy of destinations
- Visual references and branded spaces for easy orientation
- Appropriate key locations, forms and materials for signage.

1.0 THE SITE

- 1.1 SITE CONTEXT - WATERFRONT PDA
- 1.2 WATERFRONT PDA - GUIDING PRINCIPLES
- 1.3 LOCATION - TOWNSVILLE MARINE & TOURISM PRECINCT
- 1.4 VEHICULAR MOVEMENT
- 1.5 PEDESTRIAN MOVEMENT

1.1 SITE CONTEXT

WATERFRONT PDA



The Townsville Marine & Tourism Precinct (TMTP) is located within the Ocean Gateway Precinct of the Townsville City Waterfront Priority Development Area (PDA).

The PDA design guideline outlines principles wayfinding design shall consider, including:

- Character
- Urban
- People

The sites character is informed by the locations maritime culture, natural history, and natural areas. Design development should reflect this maritime and industrial heritage to represent Ross Creek as the city’s most significant maritime entrance.

The future Waterfront Promenade will also enhance pedestrian connectivity between the CBD and water.

The wayfinding information will consider the surrounding key destinations and the waterfront as a whole. Directional signs shall include directions to nearby destinations, such as The Strand, and information signs include a diagrammatic context map of the waterfront to locate visitors within the city, alongside the Terminal site map.

The Wayfinding signage and features shall comply with the guidelines and design standards of the Townsville City Council SC6.4 Development manual planning scheme policy.

1.2 WATERFRONT PDA

GUIDING PRINCIPLES

GUIDING PRINCIPLES		WAYFINDING DESIGN PERFORMANCE OUTCOMES
Character	Create a strong sense of place Enhance the character of the cities waterfront Ocean Gateway Precinct Maritime character	Develop and implement a consistent wayfinding system that reflects the waterfront destination. Incorporating design elements that support an authentic and unique sense of place and identity. Utilisation of materials that respond to Townsville’s climate and character. Design that recognises the area’s maritime and industrial heritage.
Urban	Design excellence Complement the wider waterfront and CBD Reflect the local environment and culture Flexibility and sustainability	Develop and implement high quality placemaking and best practice wayfinding design. Wayfinding signage that complements the surrounding public realm areas. Draw inspiration from the natural environment and maritime and industrial history of the area. Utilise environmentally sustainable materials and manufacturing techniques.
People	Provide a high quality visitor experience Safe and convenient movement for all Functional, flexible and user friendly Bring value to the community Enhance connectivity	Address the needs of all user groups including locals, commuters, tourists and people with disabilities. Develop a simple and logical wayfinding system with signs at the right location with the right message. Design legible signs with appropriate letter heights, colour contrast and scale. Develop accessible signage that complies with Australian Standards, NCC Codes and DDA requirements. Promote the connections to the surrounding waterfront through a wholistic mapping strategy.

1.3 LOCATION

TOWNSVILLE MARINE & TOURISM PRECINCT



The TMTP site is bounded by The Strand to the South, Sir Leslie Thiess Drive to the West, Ross Creek to the East and adjacent POTL owned land parcels to the North.

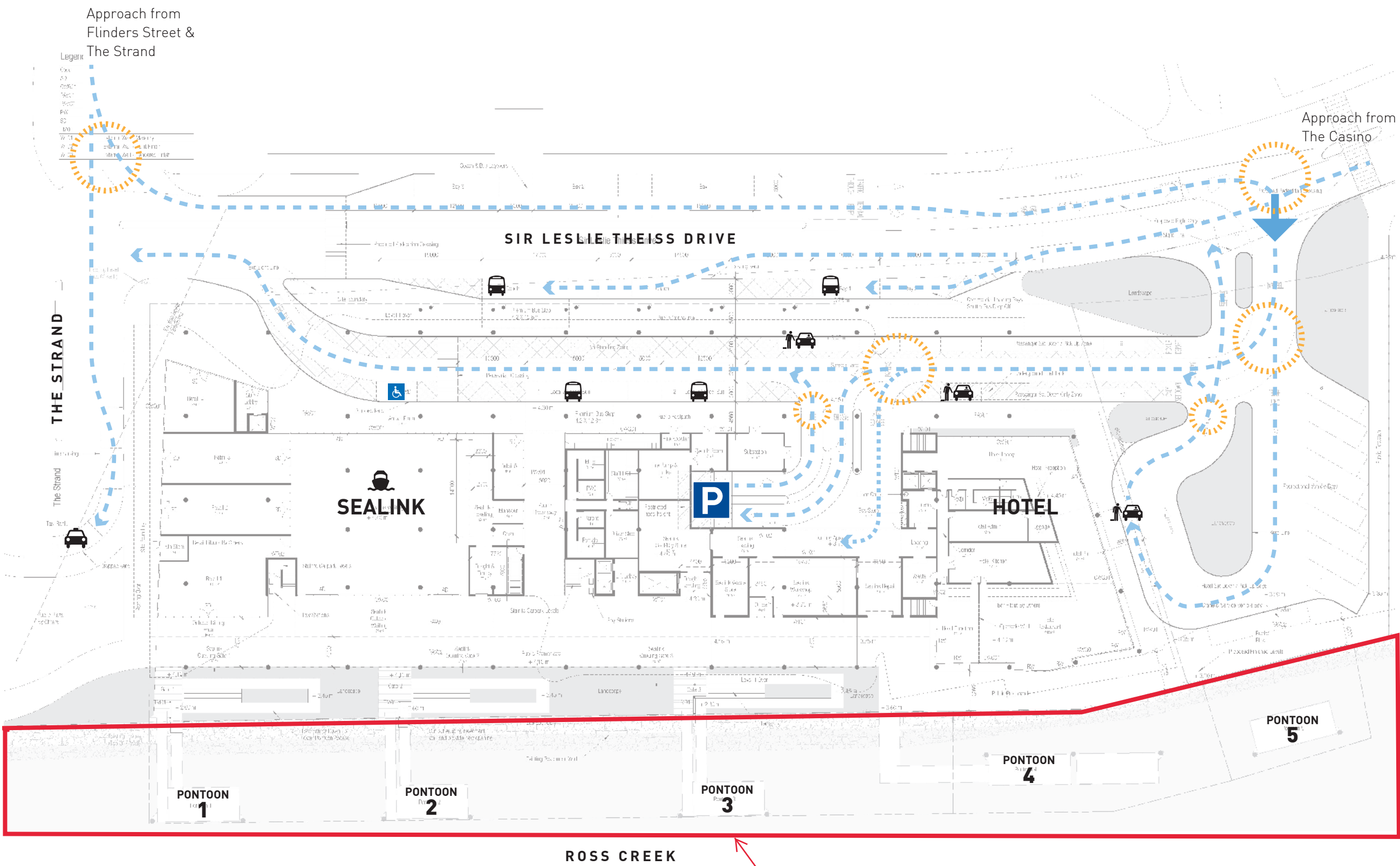
The primary destinations within the TMTP are:

- SEALINK FERRY TERMINAL
- HOTEL
- CAR PARK
- BUS STATION

The ferry and bus facilities make the precinct an important link between the city and the bay for locals and visitors.

Key connections to the terminal are via Flinders Street and The Strand. The site also forms an important pedestrian link to the waterfront and its promenade.

1.4 VEHICULAR MOVEMENT



Key vehicular decision points are highlighted within and external to the TMTP. Vehicular wayfinding is needed in these areas to direct drivers to the public passenger transport facilities and site destinations, such as the hotel drop off, passenger drop off, and car park.

LEGEND

Major vehicular site entry

Major vehicular pathway

Key decision point

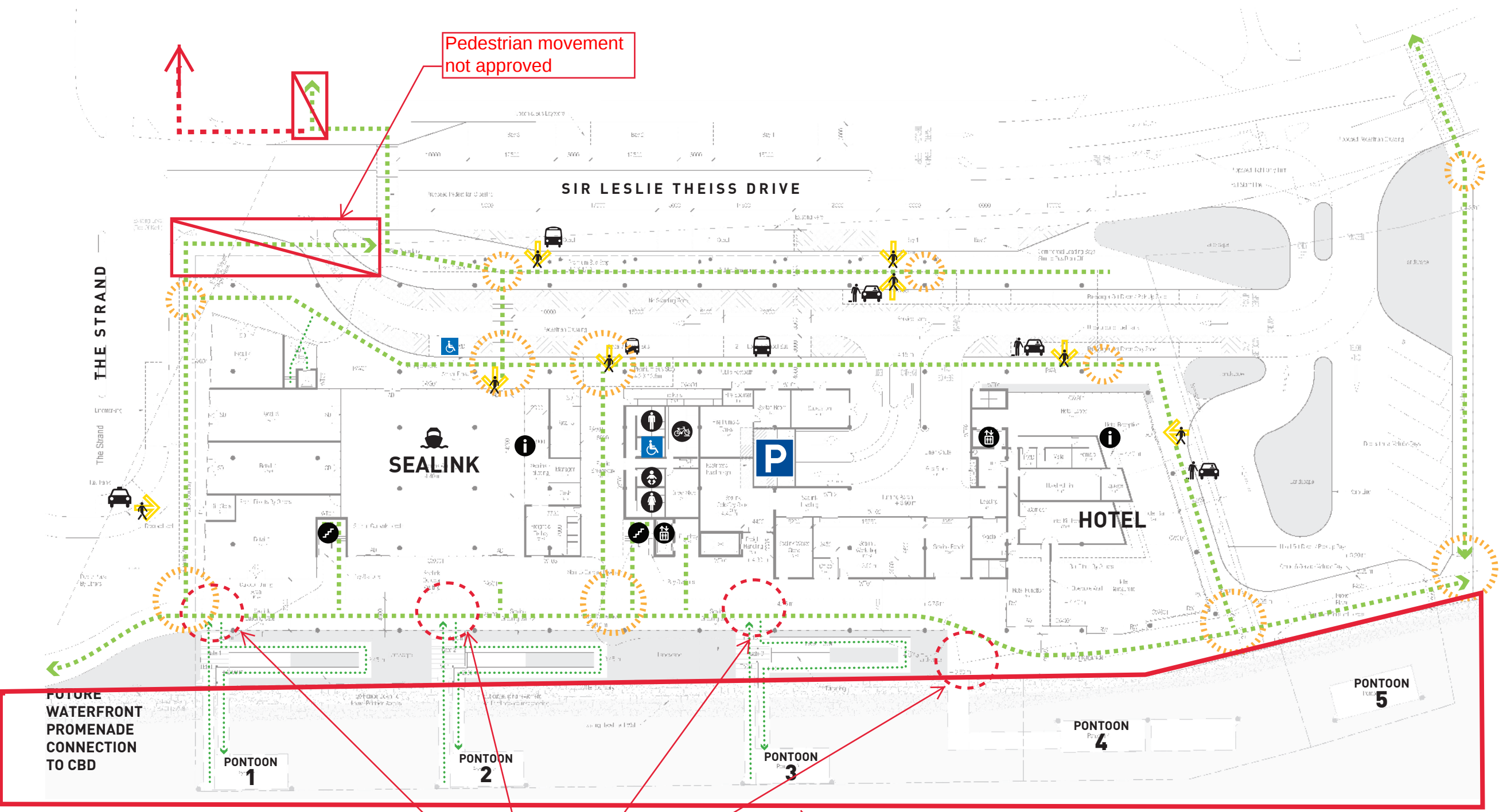
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Area not subject to this PDA development approval (DEV2019/1027) and subject to future development assessment. Wayfinding principles for this area are generally supported.

1.5 PEDESTRIAN MOVEMENT



Key pedestrian decision points are highlighted within and external to the TMTP. Wayfinding is needed in these areas to direct pedestrians and cyclists to the facilities and destinations within the public realm, such as bus services, ferry services, information kiosks, amenities, taxis, and lockers.

LEGEND

Major pedestrian arrival / entry point

pedestrian pathways

secondary pathway

Key decision point



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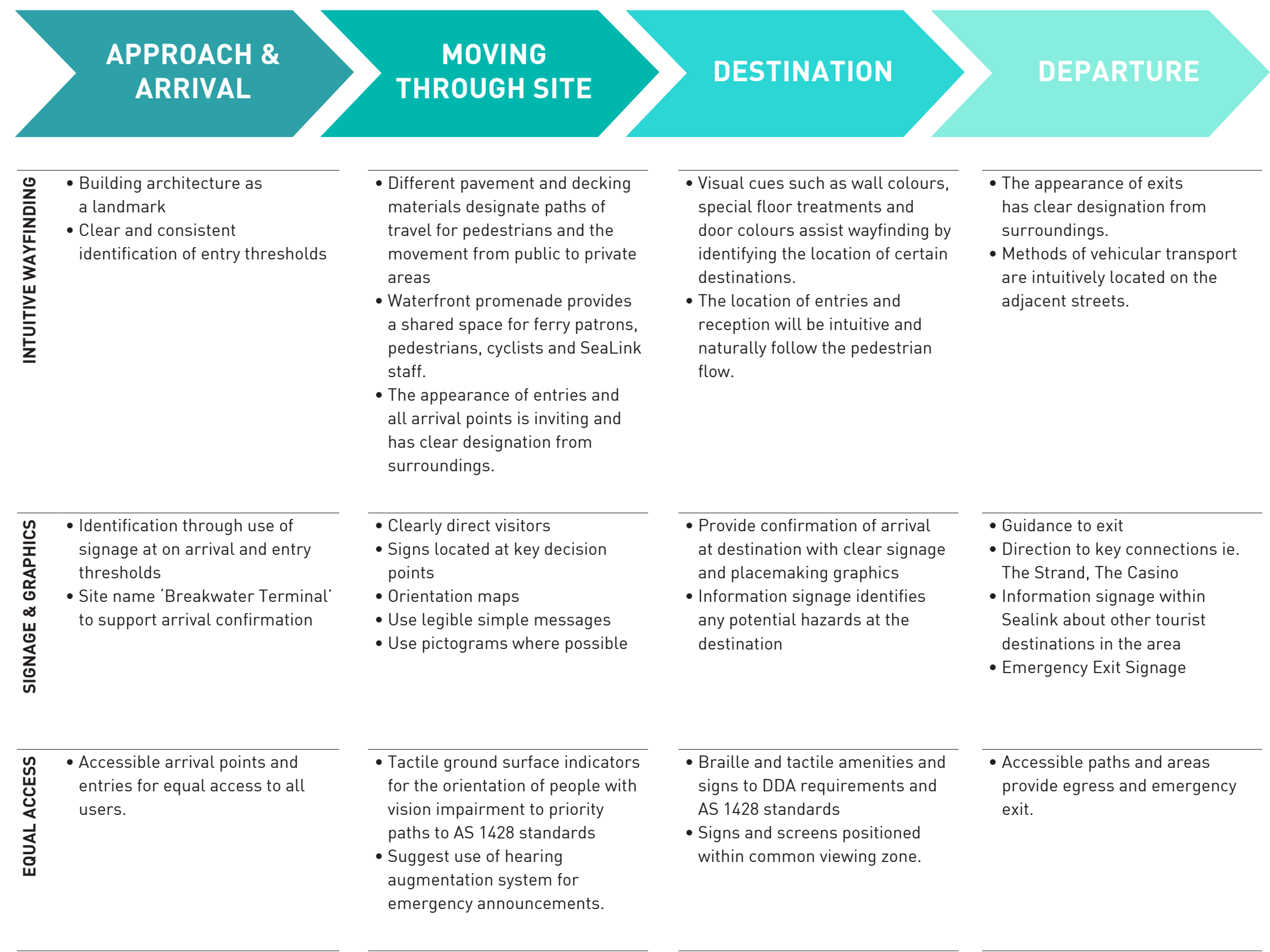
Additional key decision points

Area not subject to this PDA development approval (DEV2019/1027) and subject to future development assessment. Wayfinding principles for this area are generally supported.

2.0 WAYFINDING STRATEGY

- 2.1 OVERVIEW
- 2.2 DESTINATION HIERARCHY
- 2.3 INTUITIVE WAYFINDING
- 2.4 MAPPING STRATEGY
- 2.5 ACCESSIBILITY
- 2.6 PUBLIC PASSENGER TRANSPORT
- 2.7 INTEGRATION WITH PUBLIC ART, LIGHTING, LANDSCAPE

2.1 WAYFINDING STRATEGY OVERVIEW



The wayfinding strategy uses progressive disclosure to create a clear hierarchy of information delivery based on a destination hierarchy (see 2.2)

The wayfinding strategy considers:

- intuitive wayfinding through architectural and landscape cues
- wayfinding signage and placemaking graphics
- equitable access for all users.

2.2 DESTINATION HIERARCHY

Site identification

BREAKWATER TERMINAL

Primary destinations

SEALINK

Passenger Drop off
Information
Ticketing
Waiting Areas
Queuing Gates
Pontoons



HOTEL

Reception
Lobby Bar
Restaurant
Function Room
Set Down
Recreational Deck



CAR PARK

Loading Bay
PWD Parking
Motobike Parking
Lift / Stair Cores
Pay Stations
Palm Island Loading



BUS STATION

Tour Buses
Shuttle Buses
Translink Buses
School Buses

Long Distance Coaches



Based on the site analysis of the TMTP – a list of visitor destinations, public facilities and services can be established.

This list can be reviewed by Stakeholders for approved naming and will be used throughout the wayfinding system on identification, information, direction and local map signs.

This list provides the message hierarchy for the wayfinding system. It will also be reflected in layout, size and weight of font when used on signs and maps.

Before wayfinding signs can be finalised, Stakeholders will need to review and approve the correct use of naming and nomenclature.

Secondary destinations

Retail
Tenants

Commercial
Tenants



Taxis



Passenger Set Down
and Pick Up



Lockers



Toilets

Key Connections

Flinders Street

The Strand

Sir Leslie Theiss Drive

Waterfront Promenade

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2.3 INTUITIVE WAYFINDING



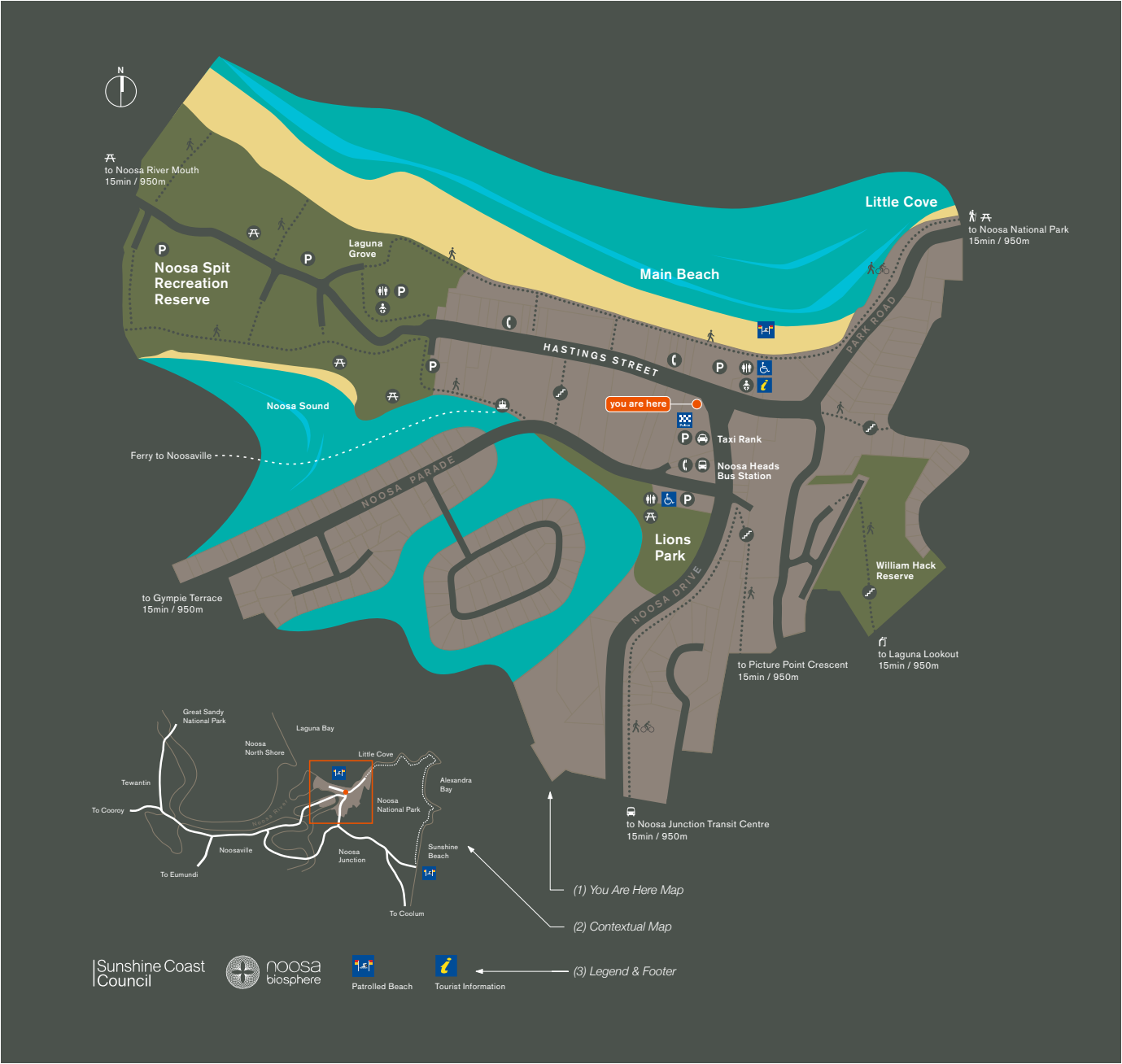
The public’s ability to read the architecture and built environment is a key factor in being able to understand the site. How legible a site or building is to the visitor is critical to establishing an effective wayfinding system.

The architecture and built environment can assist wayfinding by providing cues that define pathways, arrival points and gathering spaces, for instance.

- Visual cues such as wall colours, special floor treatments and door colours can all assist wayfinding by identifying the location of certain destinations.
- The appearance of entries and all arrival points should be inviting. The location of entries and receptions should be intuitive and naturally follow the pedestrian flow.
- Consistency is also important in wayfinding. On multi-level buildings, facilities such as public toilets or staff common areas should be located in the same place on each level.
- Good colour contrast in wall and floor colours can assist people with vision impairment. Tactile ground surface indicators together with Braille and tactile signs and/or maps will assist people with severe vision impairment.

Sites and buildings that provide intuitive wayfinding purely by the design of the spaces require less signs. If a building fails to express to the user how the spaces work and how they connect to each other, then a higher level of signage is required to inform and direct these users.

2.4 MAPPING STRATEGY



<https://www.sunshinecoast.qld.gov.au/Development/Development-Tools-and-Guidelines/Infrastructure-Guidelines-and-Standards/Regional-Wayfinding-Signage-Manual>
Exemplar - Detailed map supported by a contextual map.



Exemplar - Map insitu at Noosa Main Beach.

Precinct Wayfinding Map

A detailed diagram of the site to orientate visitors and reinforce destinations, streets, pathways, facilities, transport, and points of interest.

The map will provide:

- You are here
- Precinct destinations / points of interest
- Public facilities
- Information Kiosks
- Transport options (bus & ferry stops, and taxis)
- Streets and pathways
- Walkable routes
- Connections to surrounding destinations

Waterfront Context Map

A simple diagram showing the relationship of the precinct to other surrounding destinations within the waterfront. It will support the main site map.

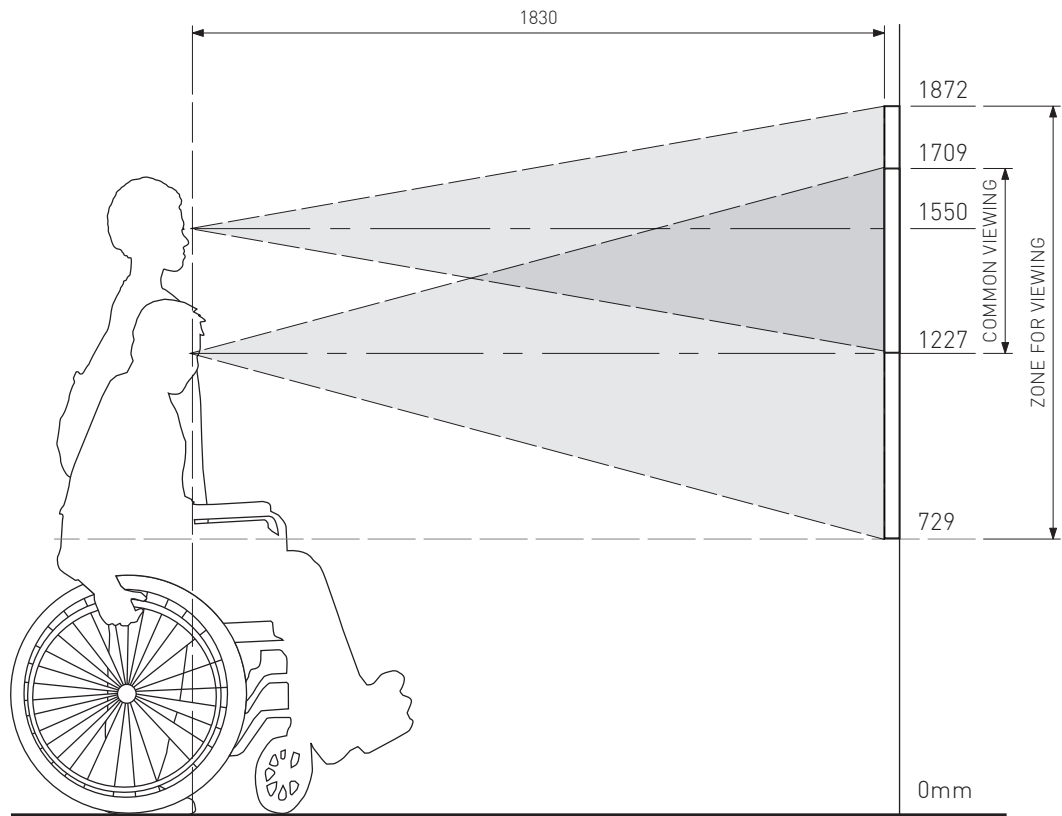
The map will provide:

- You are here
- Major destinations / points of interest
- Major walk / cycle routes
- Primary vehicular routes
- Associated distance

2.5 ACCESSIBILITY



Exemplar Accessible signage



AS1428.2-1992 - Figure 30
Zones for viewing and for common viewing

Required viewing distance (m)	Minimum height of letters (mm) (cap X-height)
2m	6mm
4m	12mm
6m	20mm
8m	25mm
12m	40mm
15m	50mm
25m	80mm
35m	100mm
40m	130mm
50m	150mm

AS1428.2-1992 - Table 3
Height of letters for varying required viewing distances

Wayfinding information should be inviting, accessible and legible to all user groups, including those with a disability.

“In order for access to be truly equitable, facilities must also be put in place to allow people with a disability to navigate a building independently and with dignity”

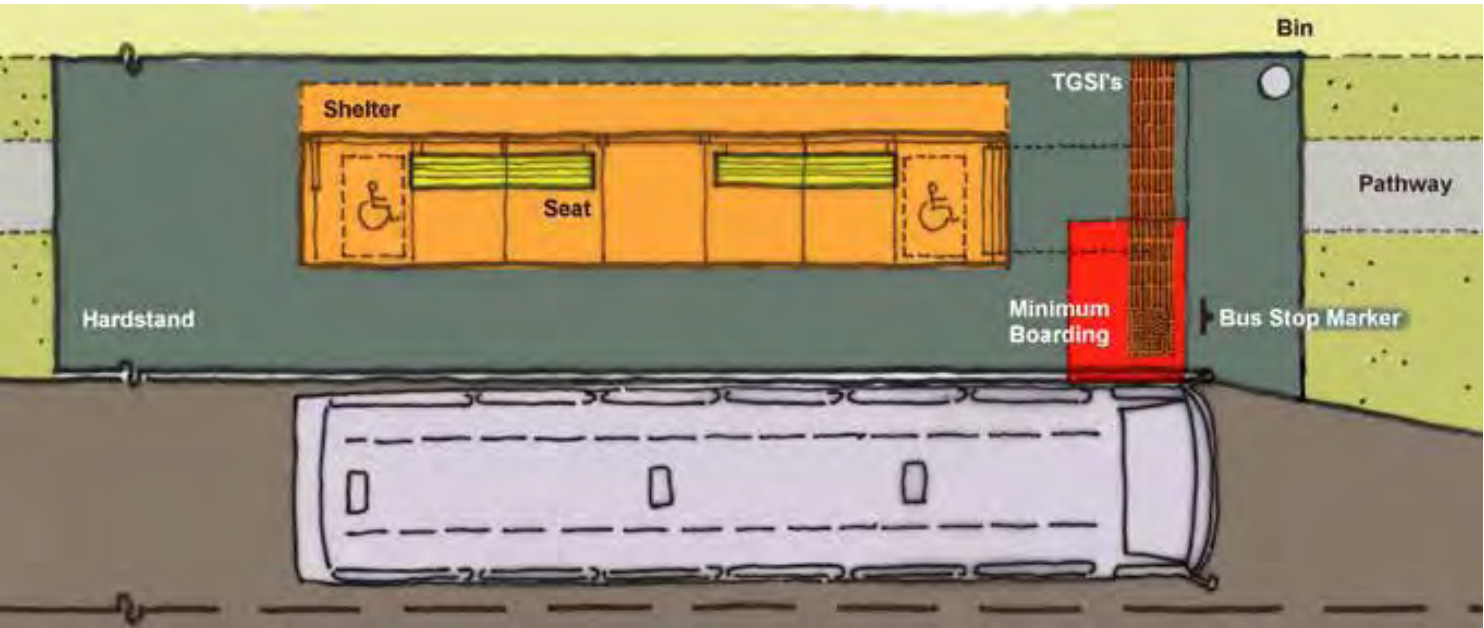
The Commonwealth Disability Discrimination Act 1992 (DDA)

This will be achieved through applying Australian Accessibility Standards* and compliance with the Building Code of Australia (which also means compliance with the DDA), the following strategies to address the needs of all visitors.

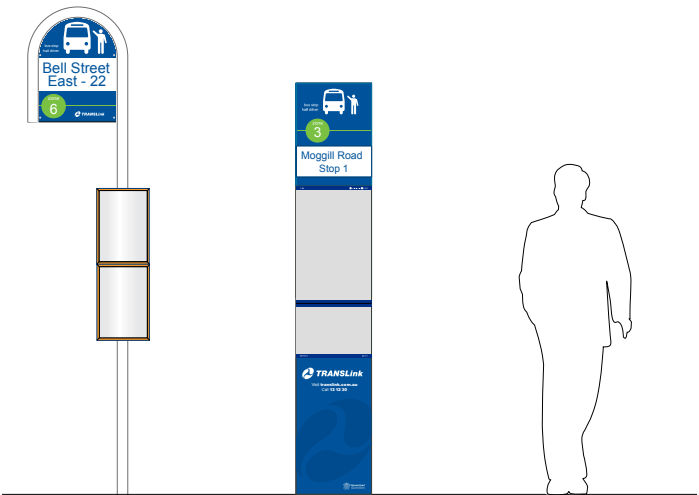
- Minimum **30% luminance/colour contrast** values between base colour and information
- Highly **legible fonts** for wayfinding
- Appropriate **text sizes** for required reading distances
- Functional universal **pictograms** to support messages
- **Clear and consistent message** layouts
- Appropriate **sign placement** for optimum viewing, ie installation height, without obstruction
- Braille and tactile graphics where mandated, for example toilet identification.
- Tactile ground surface indicators where required
- Provide visual indication of services, arrival times and where to board, stops / pontoons locations and what service is currently at the stop, for hearing impaired persons

*Reference will need to be made to the Australian Standard 1428.1 & 1428.2 Design for Access and Mobility (Parts 1 & 2), 1428.5, National Construction Code (Building Code of Australia) and the Disability Discrimination Act (Access to Premises).

2.6 PUBLIC PASSENGER TRANSPORT



Translink - Premium Bus Stop Plan



Translink - Bus Stop Signs

Bus stops signage to be provided in accordance with PTIM and the TransLink Bus Networks Infrastructure Signage Manual.

The wayfinding strategy includes directional and orientation information for public transport users.

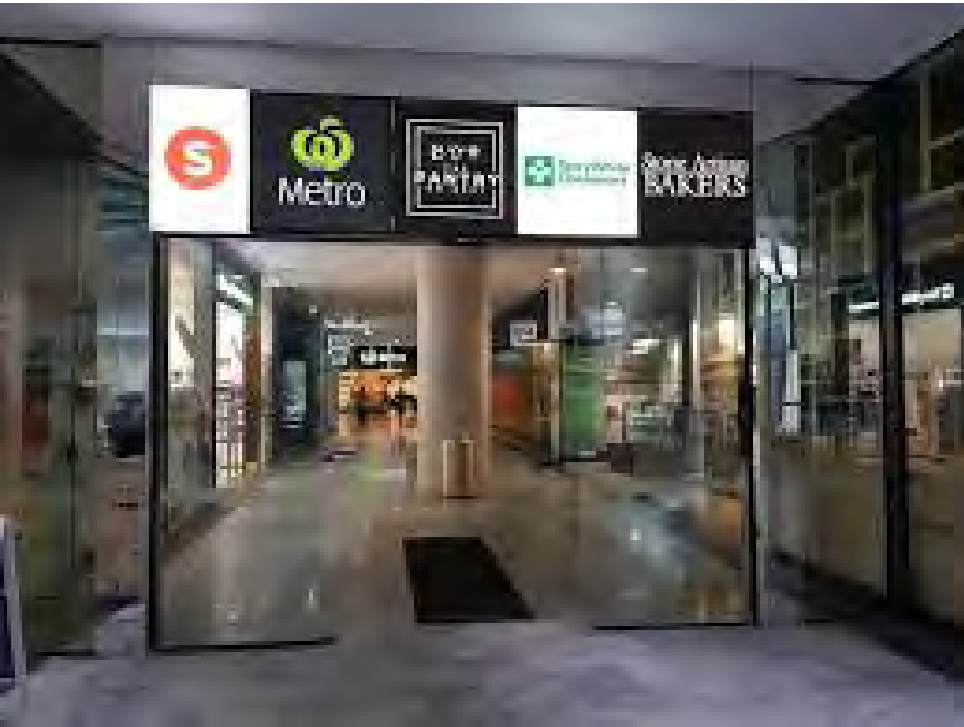
Bus station signage for Translink services will be provided by Translink, to their PTIM standards. Typically Premium Bus Stops will contain a high level of supporting components, including:

- Hardstand (including minimum boarding point)
- Bus stop sign / marker (blade)
- Timetable information
- Shelter including seating
- TGSi
- Bin

Refer to Translink - Public Transport Infrastructure Manual (PTIM) for full requirements.

The precinct wayfinding signage will also include orientation and directional information to the bus services.

The scope of work for the bus stops and concept of operation for the bus station facility within the TMTP needs to be confirmed for the information and wayfinding strategy to be developed any further.



Exemplar
Transport orientated development
Southpoint, Southbank, Brisbane



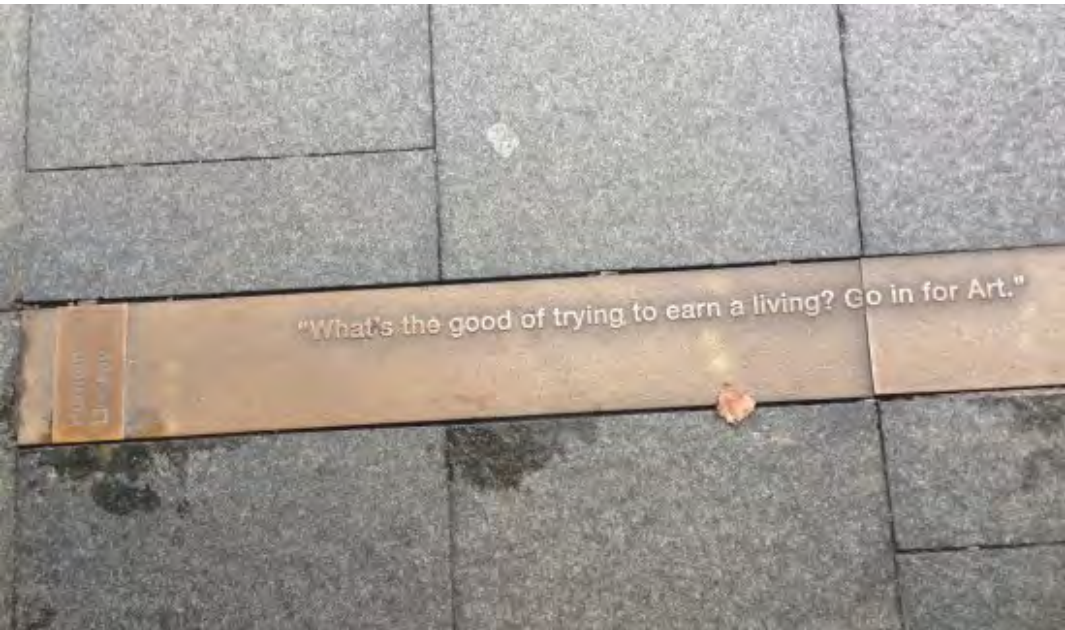
Exemplar
Southpoint directional sign directing to train station



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2.7 INTEGRATION WITH PUBLIC ART, LIGHTING, & LANDSCAPE



Public Art Sign Exemplar.
Integrate interpretive signs to explain public art pieces



Interpretive Exemplar
Educate visitors about local history, marine ecology and environment.

The Waterfront PDA emphasises that design elements on the waterfront are integrated and consider the relationship to the built forms and recreational spaces.

Wayfinding signage for the TMTP will be designed to fit into the landscape and streetscape, and be suitably illuminated for day and night use. There is also an option to integrate interpretive signage about the history, marine ecology and environment into landscape and building elements,

Interpretive plaques or signs can also be used in conjunction with public art pieces to explain the art to the visitors.



Lighting Exemplar
Internal illumination where required or placement of signs in locations with adequate ambient lighting.



Landscape Exemplar
Integrate signs with pathways and landscaping design.

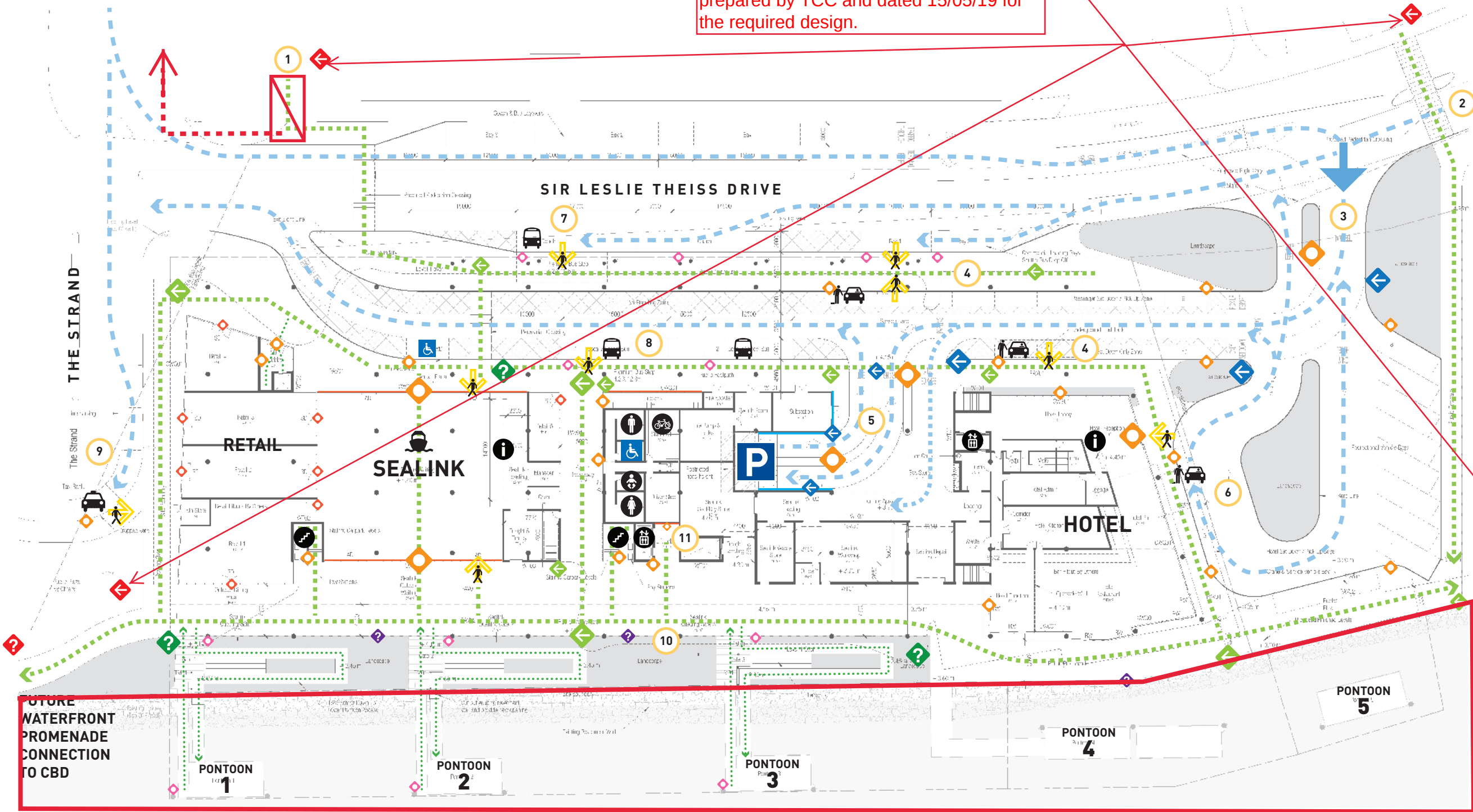
3.0 WAYFINDING SIGNAGE

- 3.1 WAYFINDING PLAN (SITE ANALYSIS)
- 3.2 SIGNAGE DESIGN PRINCIPLES
- 3.3 SIGNAGE DESIGN REFERENCE
- 3.4 APPROACH - PRECINCT / BUILDING SIGNAGE
- 3.5 SITE ARRIVAL & DROP OFF
- 3.6 PEDESTRIAN ARRIVAL AND CIRCULATION
- 3.7 CAR PARK
- 3.8 WAYFINDING PLANS
- 3.9 COMPLIANCE ASSESSMENT TABLE

3.1 WAYFINDING PLAN

SITE ANALYSIS

Required to be delivered as part of this PDA development approval. Refer 'other plans and documents' Plan Finger Directional Signage Waterfront Promenade prepared by TCC and dated 15/05/19 for the required design.



LEGEND	
	Major vehicular site entry
	Pedestrian arrival point
	Major vehicular pathway
	service/delivery/ authorised vehicle only
	pedestrian pathways
	secondary pathway
	identification sign
	retail tenant identification sign
	bus or ferry stop
	pedestrian directional sign
	vehicular directional sign
	information sign
	interpretive sign
Townsville Waterfront Wayfinding	
	precinct marker sign
	directional finger sign
	information/refresh sign

KEY AREAS FOR WAYFINDING AND SIGNAGE

- 1 Approach from The Strand
- 2 Approach from The Casino
- 3 Primary Vehicular entry
- 4 Passenger Set-Down Zone
- 5 Car Park
- 6 Hotel Drop off
- 7 Tour Buses
- 8 Local Buses
- 9 The Strand Set-Down / Taxi
- 10 Waterfront Circulation
- 11 Car Park Lifts
- 12 Approach from Ross Creek

GROUND FLOOR WAYFINDING PLAN

Scale 1:2500

NB. This wayfinding analysis is focussed on the building exterior and public pedestrian and vehicular circulation to ground floor only. It does not represent the complete scope of signage requirements. Additional signage will be required for doors, facilities, statutory requirements and additional wayfinding as part of a comprehensive sign design package.

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3.2 SIGNAGE DESIGN PRINCIPLES

DESIGN PRINCIPLES

Our aim is to develop a highly legible and accessible sign family with logically ordered information focusing on visitor and passenger needs within the public realm. Signs should facilitate movement through and external to the TMTP, connection to transport, be vibrant and interpretive wayfinding markers, and include design elements that relate to the architecture and landscape of the site and surrounding area.

Aligned with the Waterfront PDA wayfinding design principles, the TMTP signage system will form a cohesive suite with consistent graphic standards to the Townsville City wayfinding suite, if applicable.

The specification of the signs should also consider the harsh dry tropics and be robust to withstand the harsh sun and salty environment. They should be vandal resistant, and easily repairable and / or replaced. When the signs are installed, maintenance is a priority to ensure signs are kept up to date and in good condition.

Once the signage standards have been established, it is also important that all future signs be designed, manufactured and installed to comply to these standards.

SIGN TYPES

The sign system will include the following sign types:

- Identification Signs
- Directional Signs
- Information Signs
- Interpretive Signs
- Regulatory Signs

Identification signs

- clearly identify the precinct, buildings, car park, bus & ferry stops, drop off zones and other destinations within the site.
- scale of signs relates to the viewing distances required.

Directional signs

- direct vehicles into and around the site
- within the site for pedestrian pathways, transport connection, the car park and drop off zones.

Information signs

- located at major arrival and pedestrian zones
- precinct identification with a site map and a diagrammatic map of the sounding area
- may also contain event information, directions and regulations.

Regulatory

- incorporate regulatory information into identification and information signs where possible.
- small regulatory signs with pictograms may also be required

DESIGN CONSIDERATIONS

LANGUAGE

- English
- communication to other languages via international pictograms and symbols

PICTOGRAMS, SYMBOLS AND FONTS

- easily recognised international pictograms supported by English text
- font to be contemporary, elegant, easily legible and timeless
- pictograms to reflect the style of font

VOCABULARY

- applied consistently throughout the site and in all communications for the site.
- approved list of all names (nomenclature), destinations and messages needs to be developed and agreed by all stake holders

MAPS

- ‘You are Here’ site maps are important elements to assist wayfinding. They provide a visual cue and can provide more detail than directional signs
- Orientation of visitors within the wider waterfront and CBD area is also important via a simple diagrammatic context map of the waterfront alongside the site map.

DAY / NIGHT USE

- signs within the public realm need to be operable at all times of the day
- may require internal illumination on some signs
- other signs located in well illuminated areas

3.3 SIGNAGE DESIGN REFERENCE

ARCHITECTURAL REFERENCE



TIMBER/ALUMINIUM SCREEN



ANODISED ALUMINIUM SCREEN



STAINLESS STEEL
HAND RAIL



CONCRETE PAVING

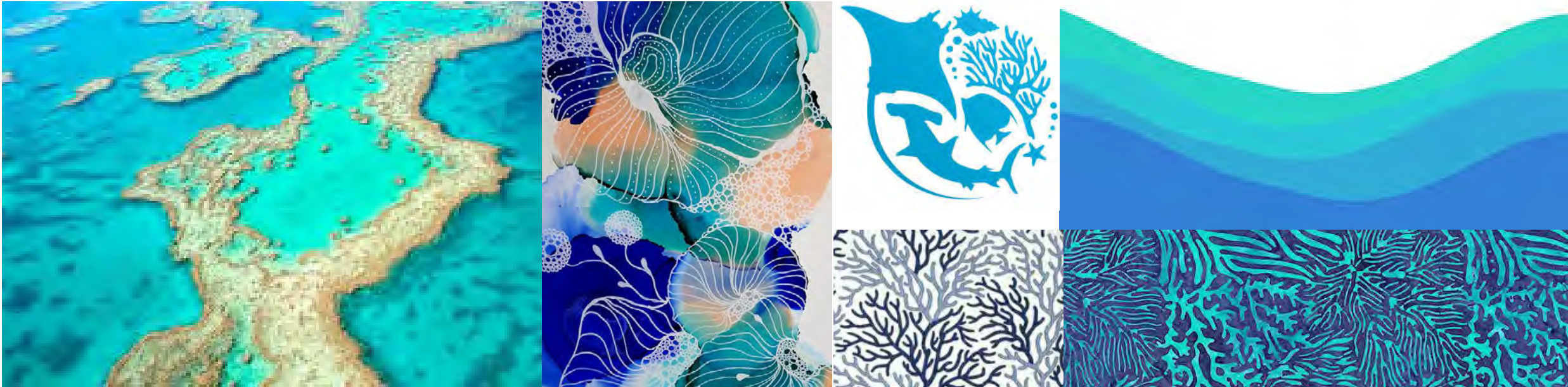


COMPOSITE TIMBER
DECKING

TMTP architectural design is modern and contemporary, whilst complementary to a working port setting and natural waterfront area. The signage design supports this aesthetic and reflects it's location as well as it's function, with hard wearing materials able to withstand high traffic and the coastal location.

The colour and patterning of the reef and local landmarks provides inspiration for the design of the signage.

INSPIRATION IMAGES



3.3 SIGNAGE DESIGN REFERENCE

DESIGN REFERENCES



LAYERED DESIGN



WALL GRAPHICS



TIMBER BATTENS



WHITE CORAL GRAPHIC



COLOURFUL REEF GRAPHIC

The signage material and colour palette will further enhance the space, by integrating colour and similar materials. The signage within pedestrian circulation areas will need to stand out from the environment but compliment the hard landscaping to ensure a cohesive look.

The signage design responds to the architectural design and brings in the timber battening and colourful screen at a more personal scale for pedestrians.

The style is contemporary but timeless, as well as providing prominent and effective wayfinding.

MATERIALS



COMPOSITE TIMBER



POWDERCOATED ALUMINIUM



FULL COLOUR PRINTED VITRIIOUS ENAMEL PANELS (on steel)

COLOUR PALETTE



3.4 WAYFINDING SIGNAGE

APPROACH - PRECINCT / BUILDING SIGNAGE



IDP-1
PRECINCT IDENTIFICATION
BREAKWATER TERMINAL Backlit 3D fabricated powdercoated aluminium letters
100mm deep 40mm spaced off the fascia.
Design subject to confirmation of fascia design and need to intergrate with public art on facade.
Approx size 39900x1600mm

IDP-2A, 2B
HOTEL IDENTIFICATION - HIGH LEVEL
3D fabricated alu letters powdercoated in metallic bronze colour,
facelit illumination with translucent vinyl to face.
Design subject to confirmation of hotel brand.
Approx size 8000x1800mm each

DESIGN REFERENCES



Clean condensed type

Awning and fascia mounted

Backlit powdercoated aluminium letters

Facelit illuminated lettering

3.4 WAYFINDING SIGNAGE

APPROACH - PRECINCT / BUILDING SIGNAGE



**SEALINK
IDT-1 and 2**
2x 3D fabricated alu. illuminated backlit letters min 200mm deep Sign to tenants guidelines or 2 x 3D fabricated alu. letters illuminated facelit acrylic or translucent graphics on opal min 200mm deep
Approx size 5800x1900mm each



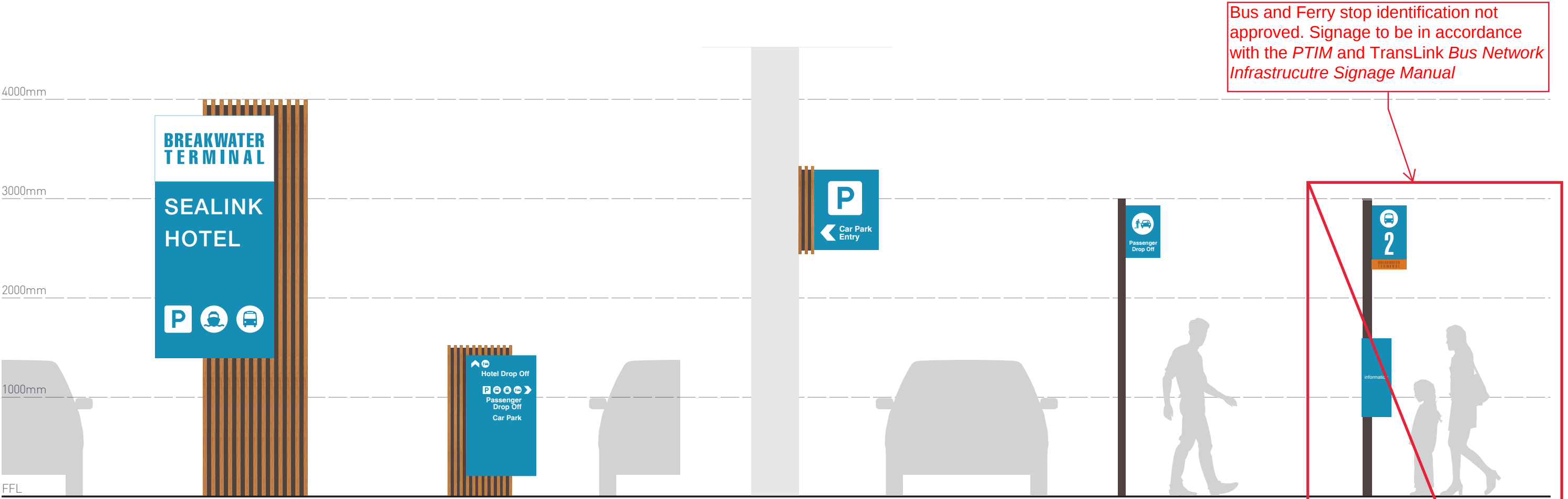
**HOTEL
IDT-3**
Backlit fabricated letters, Powdercoated aluminium.
Wall mounted 3D fabricated backlit alu sign.
Design subject to confirmation of hotel brand.
Approx size 5200x1200mm



**HOTEL
IDT-4**
Backlit fabricated letters, Powdercoated aluminium.
Wall mounted 3D fabricated backlit alu sign.
Design subject to confirmation of hotel brand.
Approx size 5200x1200mm

3.5 WAYFINDING SIGNAGE

SITE ARRIVAL & DROP OFF



ID-1 Site Entry Identification

Purpose
Identify vehicular entry for approaches on Sir Leslie Theiss Drive to attract visitors attention to entry.

Primary content

- Precinct name
- Primary tenant identification
- Primary facilities identification
- Illumination



DIR-1 Vehicular Directional

Purpose
Direct vehicles to drop off areas and the car park at key decision points.

Primary content

- Directional information
- Pictograms



ID-2 Car Park Entry Identification

Purpose
Identify car park entry within the passenger drop off area.

Location
Cantilevered from structural column at car park entrance

Primary content

- Parking Pictogram and name
- Directional information



ID-3 Drop Zone Identification

Purpose
Identify zones within the passenger drop off area including PWD drop off, taxis, and recreational vehicle parking.

Location
Freestanding pole or cantilevered from structural columns

Primary content

- Facility Pictogram and name



ID-4 Bus / Ferry Stop Identification

Purpose
Identify tourist bus stops within the passenger drop off area.
Identify pontoons along the waterfront promenade.

Location
Freestanding pole or cantilevered from structural columns

Primary content

- Pictogram and stop number
- Site ID
- Service infomation

NB
These are schematic designs only to indicate size and content.
Final signs and content to be developed.

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3.6 WAYFINDING SIGNAGE

PEDESTRIAN ARRIVAL AND CIRCULATION



IF-1

Information Map Sign

Purpose
Orientate visitors within the site.
Orientate visitors within the city.
Promote the sites facilities.
Site identification and placemaking.

Location
Key arrival spaces and pedestrian pathways through the site.

Primary content

- Precinct identification
- Directional information
- Site mapping and city orientation
- Illumination

DIR-2

Pedestrian Directional Large

Purpose
To direct pedestrians to specific destinations within the site.

Location
At minor pedestrian arrival points on the site. Also at key decision points.

Primary content

- Directional information
- Pictograms

DIR-3a & 3b

Pedestrian Directional Small

Purpose
To direct pedestrians to specific destinations within the site.

Location
At secondary decision points.
Wall mounted, projecting, or freestanding.

Primary content

- Directional information
- Pictograms

ID-5

Retail Identification Above Awning

Purpose
Identify retail and hospitality tenants throughout the site.

Location
Letters mounted above awnings at tenancy entries.

Primary content

- Tenant name

ID-6a

Shopfront Identification

Purpose
Identify retail and hospitality tenants throughout the site.

Location
Glazing above tenancy entries.

Primary content

- Tenant name

ID-6b

Glazing Graphics

ID-7

Retail Identification Suspended

Purpose
Identify retail and hospitality tenants throughout the site.

Location
Suspended underawnings at tenancy entries.

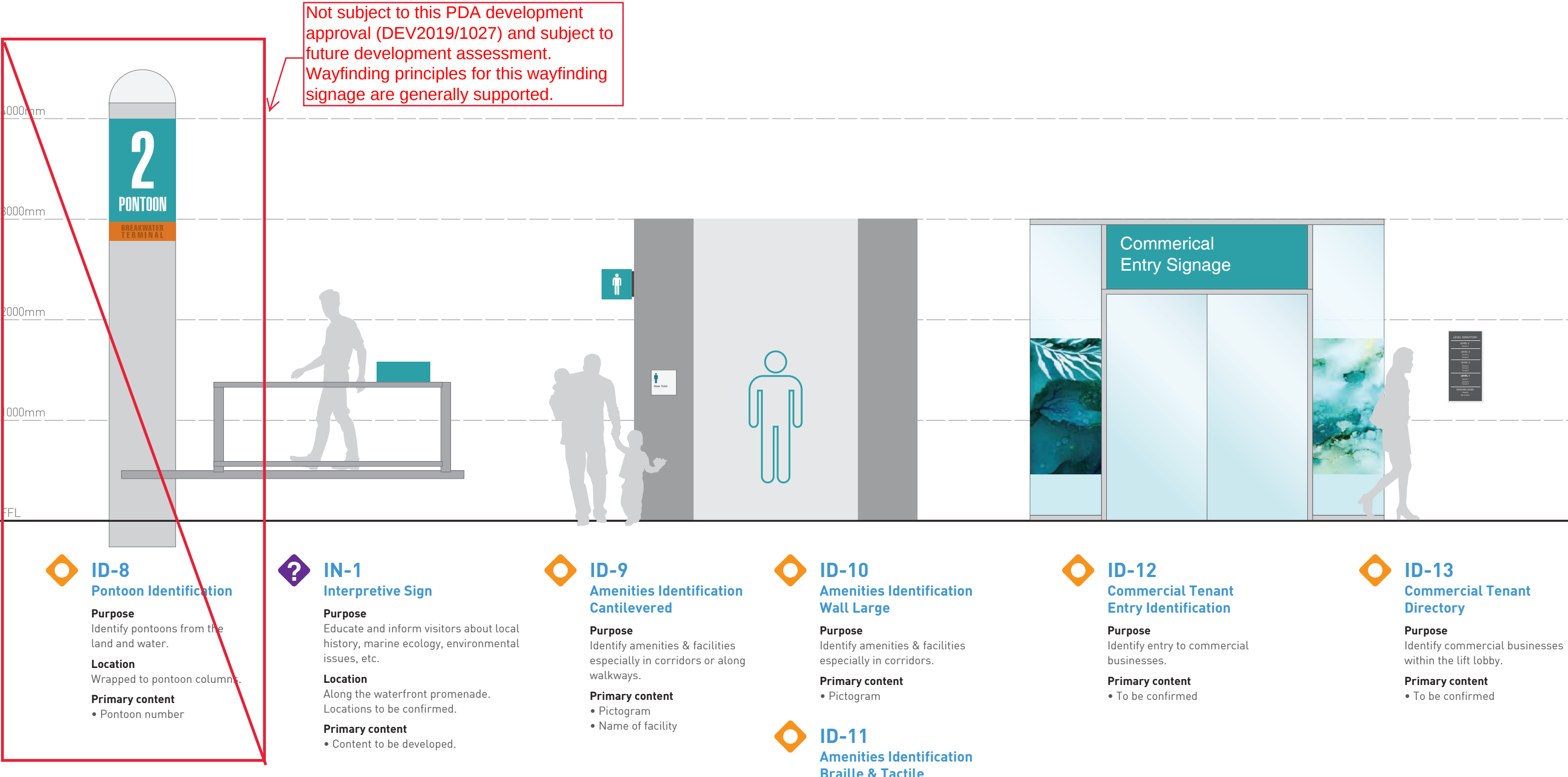
Primary content

- Tenant name

NB
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PEDESTRIAN ARRIVAL AND CIRCULATION



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AMENDED

By: Rachael Grimes

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3.7 WAYFINDING SIGNAGE

CAR PARK



CP-1 Suspended Directional

- Purpose**
Direct vehicles within the car park.
- Primary content**
- Directional information
 - Pictograms
 - Level colour



CP-2 Directional Wall Graphics

- Purpose**
Direct vehicles within the car park.
- Primary content**
- Directional information
 - Pictograms
 - Level colour



CP-3 Parking Space Identification

- Purpose**
Identify specific car park spaces.
- Primary content**
- Hotel room number
 - PWD parking
 - Motorcycle parking



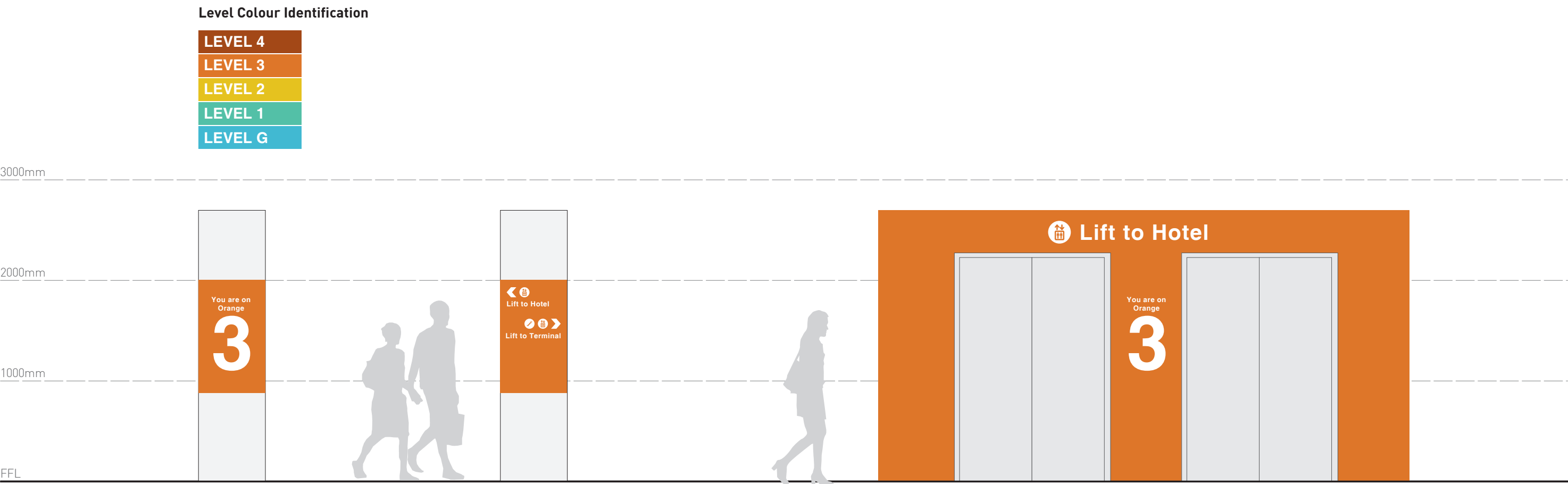
CP-4 Cantilevered Directional

- Purpose**
Direct pedestrian to facilities within the car park.
- Primary content**
- Directional information
 - Pictograms
 - Level colour

NB
These are schematic designs only to indicate size and content.
Final signs and content to be developed.

3.7 WAYFINDING SIGNAGE

CAR PARK



CP-5
Car Park Level Identification

Purpose
Identify car park levels to visitors.
Orientate visitors for their return journey to their car.

Primary content

- Level number
- Level colour (colour is also named for colour blind people)



CP-6
Column Directional

Purpose
Direct pedestrian to facilities within the car park.

Primary content

- Directional information
- Pictograms
- Level colour



CP-7
Lift Core Identification

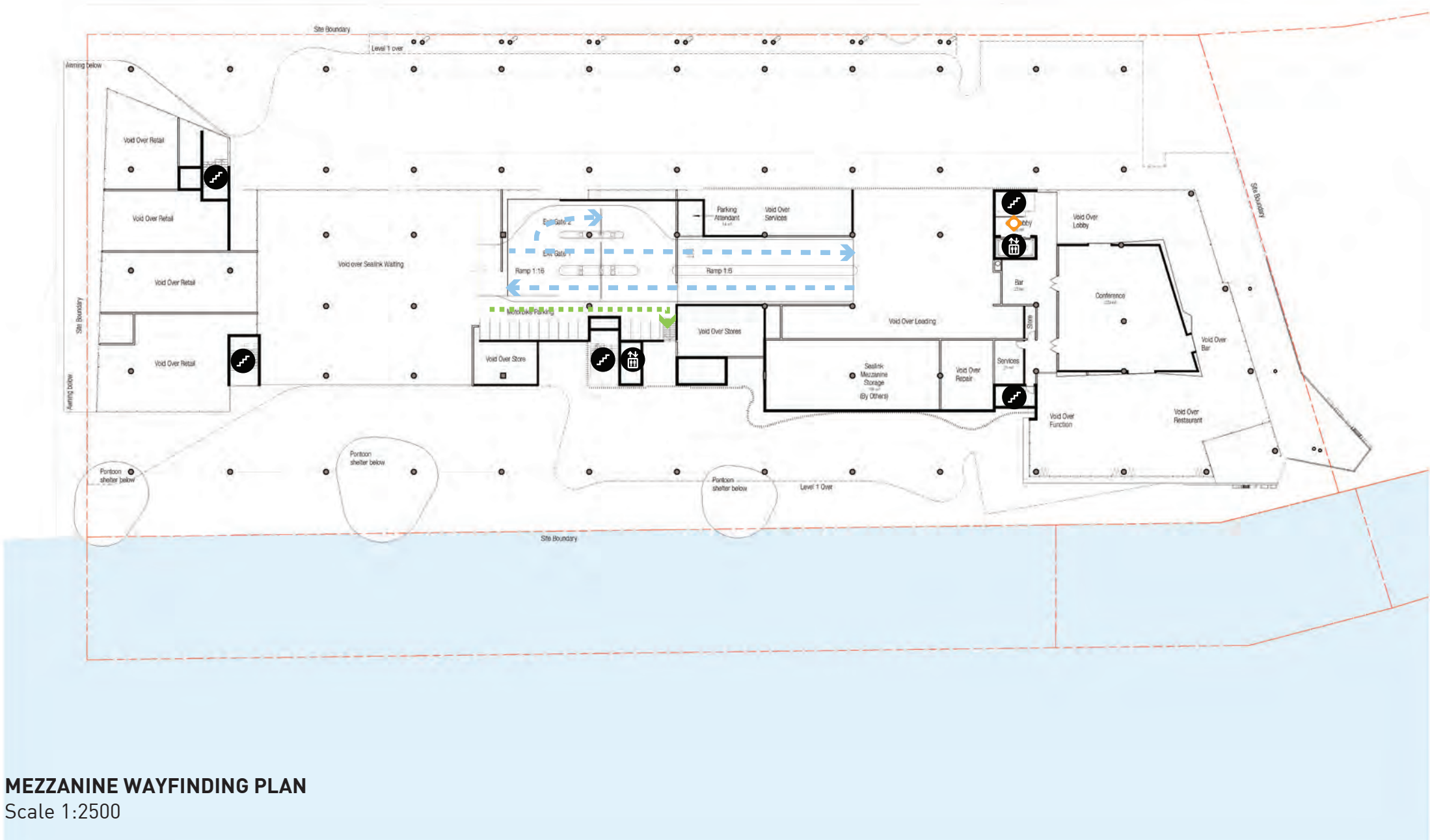
Purpose
Clearly identify the way out to visitors.
Identify car park levels to visitors.
Orientate visitors for their return journey to their car.

Primary content

- Lift core identification, ie. To Hotel
- Level number
- Level colour (colour is also named for colour blind people)

NB
These are schematic designs only to indicate size and content.
Final signs and content to be developed.

3.8 WAYFINDING PLAN MEZZANINE



LEGEND	
	Major vehicular site entry
	Pedestrian arrival point
	Major vehicular pathway
	service/delivery/authorised vehicle only
	pedestrian pathways
	pedestrian secondary pathway
	identification sign
	retail tenant identification sign
	bus or ferry stop
	pedestrian directional sign
	vehicular directional sign
	information sign
	interpretive sign
Townsville Waterfront Wayfinding	
	precinct marker sign
	directional finger sign
	information/refresh sign



3.8 WAYFINDING PLAN

LEVEL 1



LEGEND	
	Major vehicular site entry
	Pedestrian arrival point
	Major vehicular pathway
	service/delivery/ authorised vehicle only
	pedestrian pathways
	pedestrian secondary pathway
	identification sign
	retail tenant identification sign
	bus or ferry stop
	pedestrian directional sign
	vehicular directional sign
	information sign
	interpretive sign
Townsville Waterfront Wayfinding	
	precinct marker sign
	directional finger sign
	information/refresh sign



LEVEL 1 WAYFINDING PLAN
Scale 1:2500

3.8 WAYFINDING PLAN

LEVEL 2



LEGEND	
	Major vehicular site entry
	Pedestrian arrival point
	Major vehicular pathway
	service/delivery/authorised vehicle only
	pedestrian pathways
	secondary pathway
	identification sign
	retail tenant identification sign
	bus or ferry stop
	pedestrian directional sign
	vehicular directional sign
	information sign
	interpretive sign
Townsville Waterfront Wayfinding	
	precinct marker sign
	directional finger sign
	information/refresh sign



LEVEL 2 WAYFINDING PLAN
Scale 1:2500

3.8 WAYFINDING PLAN

LEVEL 3



LEGEND	
	Major vehicular site entry
	Pedestrian arrival point
	Major vehicular pathway
	service/delivery/ authorised vehicle only
	pedestrian pathways
	pedestrian secondary pathway
	identification sign
	retail tenant identification sign
	bus or ferry stop
	pedestrian directional sign
	vehicular directional sign
	information sign
	interpretive sign
Townsville Waterfront Wayfinding	
	precinct marker sign
	directional finger sign
	information/refresh sign



LEVEL 3 WAYFINDING PLAN
Scale 1:2500

3.8 WAYFINDING PLAN

LEVEL 4



LEGEND	
	Major vehicular site entry
	Pedestrian arrival point
	Major vehicular pathway
	service/delivery/ authorised vehicle only
	pedestrian pathways
	secondary pathway
	identification sign
	retail tenant identification sign
	bus or ferry stop
	pedestrian directional sign
	vehicular directional sign
	information sign
	interpretive sign
Townsville Waterfront Wayfinding	
	precinct marker sign
	directional finger sign
	information/refresh sign



LEVEL 4 WAYFINDING PLAN
Scale 1:2500

3.8 WAYFINDING PLAN

LEVEL 5



LEGEND	
	Major vehicular site entry
	Pedestrian arrival point
	Major vehicular pathway
	service/delivery/authorised vehicle only
	pedestrian pathways
	secondary pathway
	identification sign
	retail tenant identification sign
	bus or ferry stop
	pedestrian directional sign
	vehicular directional sign
	information sign
	interpretive sign
Townsville Waterfront Wayfinding	
	precinct marker sign
	directional finger sign
	information/refresh sign



3.9 COMPLIANCE ASSESSMENT TABLE

Submit to EDQ Development Assessment, DSDMIP for compliance assessment, a Wayfinding Strategy that delivers a high-quality wayfinding system. The Wayfinding Strategy is to be generally in accordance with the following:

i. The Townsville City Waterfront PDA Development Scheme, sections 3.5.1 Urban design, 3.5.2 Public realm, 3.5.4 Street and movement network;	Refer page 6
ii. The Townsville City Waterfront PDA Design Guideline, Section 3.4 Wayfinding strategy;	Refer page 20 Design principles Inclusion of future Waterfront sign types in wayfinding plan - page 19
iii. Townsville City Plan, SC6.4 Development manual planning scheme policy;	All wayfinding signs and features will comply with the SC6.4 Development manual planning scheme policy, refer page 5
iv. AS 1428.1 (2009) Amendment 1 — 2010 General requirements for access — New building work;	Accessibility strategy page 15
v. AS 1428.2 (1992) Enhanced and additional requirements — Buildings and facilities;	Accessibility strategy page 15
vi. AS 1428.5 (2010) Communication for people who are deaf or hearing impaired;	Accessibility strategy page 15
vii. Building Code of Australia (NCC 2015);	All signs will comply with this standard
viii. Disability (Access to Premises – Buildings) Standard 2010;	All signs will comply with this standard
ix. The DDA;	Accessibility strategy page 15
x. Department of Transport and Main Roads TransLink Division Bus Network Infrastructure Signage Manual, December 2016; and	Refer 2.6
xi. Department of Housing and Public Works Crime Prevention through Environmental Design Guidelines.	Signs suitable for day/night use within recreational areas refer page 20 design principles

The Wayfinding Strategy is to include, but not limited to, the following:

1. Wayfinding elements at key locations, including decision points within and external to the development, to direct drivers, pedestrians and cyclists to the public passenger transport facilities;	Refer page 8 & 9
2. Use of different pavement materials and typologies to delineate priority movement paths;	Noted as part of intuitive wayfinding page 11
3. Incorporation of adequate signage, including precinct marker sign(s), directional finger sign(s) and information/refresh sign(s);	Signs located on wayfinding plan, page 19
4. Use of a consistent theme for wayfinding devices throughout the site, including for the public passenger transport elements (bus interchange and ferry operations), and consistency with the broader PDA wayfinding system;	Refer page 16
5. Inclusion of wayfinding devices specific to the public passenger transport facilities;	Refer page 16
6. Integration with the Lighting Plan required under condition 14;	Refer page 17
7. Integration with the Public Art Strategy required under condition 10; and	Refer page 17
8. Integration with the Concept Landscape Plans required under condition 12.	Refer page 17