



Jurien Bay Wayfinding Signage Strategy

May 2020

Introduction

Signage is an extremely important element of any destination's branding, marketing and visitor information strategies. Signage is critical to presenting a consistent visitor experience and to retaining and dispersing visitors throughout the Shire by raising awareness of the area's attractions and features.

The existing tourism related signage in Jurien Bay does not enhance the visitor experience or adequately direct visitors to the area's many attractions. Business and tourism organisations along with business operators have requested that Council develop a Strategy to address this, with some of their concerns being:

- Lack of wayfinding and tourism signage to let visitors know the attractions, services and facilities available.
- Lack of unique and distinctive signage and imagery that showcases Jurien Bay's tourism experiences and entices visitors to stop, explore and stay longer.

Wayfinding is about finding one's way and relates to how a person orientates him/herself and navigates through an area or place. This document outlines a policy for wayfinding signage in Jurien Bay. The policy embraces the development of a directional signage system to provide precise information at key decision points throughout the public domain. This Strategy forms part of a suite of initiatives by Council to encourage visitors to stop, extend their length of stay and increase expenditure in the Shire of Dandaragan.

Overview

The Strategy is limited to addressing the wayfinding and tourism-related signage needed for visitors to find their way safely and efficiently to the tourism destinations and attractions within Jurien Bay. The Strategy gives direction for choosing the right signage for the circumstance, for locating signs and for further development of signage policies and processes. Additionally, the Strategy includes example designs for elements of the signage system and details such as materials, finish, colours and graphics.

Objectives

1. Improve how visitors are made aware of, and guided to, the diverse experiences, attractions and tourism services in Jurien Bay.
2. Improve access to Jurien Bay and its destinations, particularly those with tours, products and experiences that visitors can enjoy.
3. Enhance the visitor experience and the amenity of the community.
4. Enhance the image of Jurien Bay as a tourism destination by encouraging consistent themes and innovate and distinctive signage.
5. Rationalise and simplify signage standards, to ensure that all businesses operate under the same controls or restrictions concerning tourist attraction and service facility signs.

Purpose

Tourist signs are an important part of creating a visitor-friendly destination and defining the community's image.

The two main purposes of tourism signs are to:

1. Safely and efficiently guide visitors to their destination.

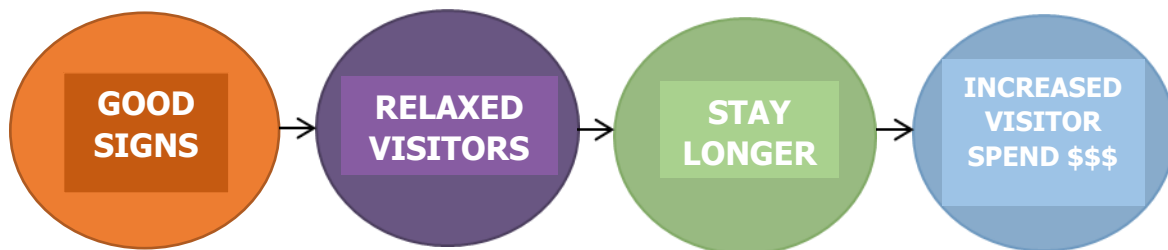
2. Inform visitors of the range of attractions and services available at a destination.

To achieve this, tourist signs have a range of functions that need to be considered in their design and planning including:

- Giving advance notice of experiences and services, particularly where a change in direction is required.
- Giving immediate notice of an attraction or service and facilitating safe access.
- Directing visitors to sources of tourist information (eg. visitor centres and information bays).
- Reassuring visitors that they are traveling in the right direction.

When visitors know where to find the services and experiences they are looking for, they can focus more on enjoying the experience and less on worrying about how to get there and even worse, how to get back to where they came from if they get lost.

The purpose of the Strategy is to ensure that current and future signage facilitates provide safe and positive journeys and enhances the dispersal of visitors and their connection with the people, the place and the stories of Jurien Bay. The diagram below outlines, in simple terms, the outcome of effective wayfinding signage.



Limitations

Signage is only one part of the visitor information system. It is important to understand that signage is only one part of the system that visitors use to learn about a destination and to find their way around. They get information from a variety of sources before and during their visit including online, printed materials, Visitor Information Centres, word of mouth from locals or other visitors, and from road signs.

The underlying approach emphasised in the State and National signage guidelines is always to limit the number of signs approved and installed on the road network. This is to ensure road safety and to minimise clutter.

Wayfinding

A wayfinding system is a unified series of related informational, advisory and directional aids to help visitors travel around successfully, safely and with confidence.

A good wayfinding system aims to answer the following basic questions.

- Where am I?
- How do I get where I want to go?
- What is the quickest route? The safest?

- The most attractive?
- How long will it take or how far is it?
- Where can I find amenities I may need or want, such as toilets, places to rest, places to eat, shopping or places of interest?
- Where can I get help or additional information?

Wayfinding is described as the strategies people use to find their way in unfamiliar or new settings, based on their perceptual and cognitive abilities and habits. Successful wayfinding means that the navigator can move in the space from their present location to a destination, even if the location or the destination is imprecisely known. Effective wayfinding:

- creates an identity at each location, different from all others;
- uses landmarks to provide orientation cues and memorable locations;
- creates well-structured paths;
- creates regions of differing visual character;
- provides signs at decision points to help wayfinding decisions; and
- uses sight lines to show what is ahead.

Principles of Wayfinding

The key principles underlying the wayfinding strategy are:

Legibility

Wayfinding information should be clearly identifiable as such and be part of a recognisable system. While clarity and visibility are high priority, the system should also reinforce an overall corporate identity or 'brand' for Jurien Bay.

Hierarchy

Wayfinding information should be presented in a logical and systematic network, which recognises and responds to the sequence of approach, arrival and exiting Jurien Bay.

Content

Wayfinding destination information should be limited to key places and activities within Jurien Bay.

Temporary wayfinding to destinations and events within Jurien Bay will only be available for public events and associated temporary facilities.

Wayfinding Signage Details

Text

Frutiger family (Light, Roman and Bold). This typeface is recommended for its clarity and readability.

A text size of 30mm for visibility up to 9 metres is recommended for pedestrian signs.

Text size for road signs are to be calculated in accordance with clause 5.3.1 Display of Main Roads WA's *Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves*.

Information

As a general principle, place names have top priority on wayfinding signage. However, key visitor amenities and other destinations may also be shown. To distinguish these listings, the following conventions should be used:

- primary destinations, i.e. place names (including parks, streets and squares) should be listed first, pictograms indicating amenities at these destinations should be used in conjunction;
- secondary destinations, ie institutions, services or visitor amenities, should follow; and
- all listings should be grouped according to direction in order of proximity beginning with the nearest, with a single directional arrow for each grouping. The sequence of arrows is to follow standard graphic practice whereby destinations to the left are shown first, followed by destinations straight ahead, etc, such that the sequence of arrows follows a clockwise progression from left to right.

Maps

Signs within Jurien Bay should have a detailed map, which illustrates visible landmarks. The use of 3D maps or partial 3D showing key landmarks, is encouraged to improve legibility and ease of use.

Maps should be positioned in the same orientation as the person reading the map, i.e. a map on the south face of a pillar or wall is read by a person facing north, a map on the east face of a pillar or wall is read by a person facing west, etc.

All precincts pillars and signs should have a detailed map of the relevant precinct, which provides information, including:

- a brief description or history of the precinct;
- a key map showing its location in relation to the rest of Jurien Bay;
- visitor amenities such as toilets, ATM, etc;
- street names;
- set walking distances presented as circles from 'you are here' at 250m and 500m radius;
- a tenant directory, cross referenced to the map and categorized; and
- individual tenancy entries, with priority given to retail activities.

Maps are to be reviewed regularly to ensure that tenancy information is current.

Symbols

Standard international pictograms for key amenities and transport are to be used, as shown in the examples below.

Where more than one directional arrow is required on a sign, the arrows should be arranged in a clockwise sequence, beginning with the arrow pointing straight ahead.

Arrows pointing downwards and downwards to the right and left are potentially confusing and should be avoided or used with great care, eg where level changes are apparent.



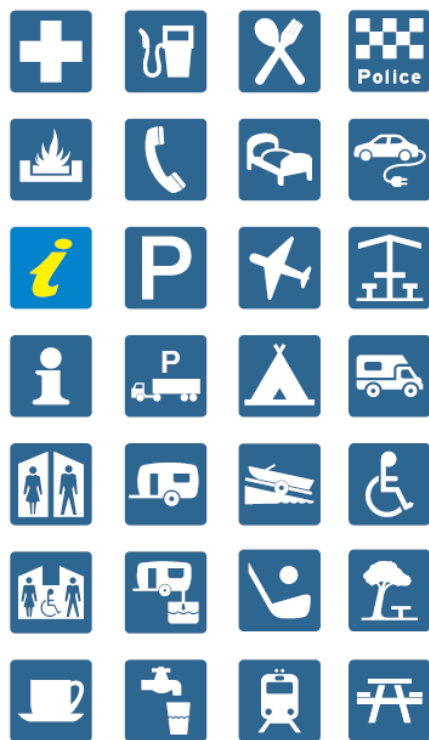
Arrows
Services



Transport



Australian Standard Symbols



Actions

Wayfinding signage is implemented through a coordinated family of signs of differing size, complexity and visual prominence, designed to register and convey messages at key approaches, arrival and decision points.

Signage has been designed as a family of installations to integrate with the built environment and the character of Jurien Bay. Specific aspects of the design include:

- detailed maps that provide an overview of Jurien Bay and specific precincts;
- sign pillars that are of an appropriate scale and proportion to have minimal impact but still be visible in the landscape; and
- contemporary sign materials and finished that acknowledge the character of the site.

Proposed wayfinding signage system to be deployed throughout Jurien Bay comprises:

- **Visitor information boards**
Boards at the boundaries of Jurien Bay to indicate entry to the town - incorporating a Shire map, Jurien Bay map and comprehensive information relevant to visitors. Displays can be broken down into three basic categories: what can I see and do? (local history & attractions, activities & events, walk & drive trails); what services and facilities are available? (services & amenities, accommodation options, key contacts); How do I find what I'm looking for? (area and regional maps). Guidelines should be established, and all artwork approved before an advertising panel is approved for production and installation. All advertising should be for a set period of time and renewable every twelve months. An annual maintenance schedule for all of your Visitor Information Boards should be implemented.
- **Directional pillars**
Guiding signs for choice of direction at key decisions points – which may be double-sided with generic directional information guiding to local destinations or may incorporate a Jurien Bay map scaled to pedestrian traffic on the reverse-side. These signs are proposed to replace the existing 'hoop signs' on Bashford Street.
- **Directional fingers**
Providing directional information at primary decision points at crossroads and in areas where pillars are not suitable. Fingers confirm and complement directions obtained on a directional pillar. These signs are proposed for directional guidance on secondary streets off Bashford street where required and as warning signs for each industrial area.
- **Precinct pillars / wall signs**
Directory signs for specific and detailed tenant information in a precinct. Incorporate a map of the precinct, tenant directory that is changeable and a poster promoting Jurien Bay events. Precinct pillars and wall signs containing detailed maps of each precinct combined with tenancy listings are placed at strategic points to provide detailed information about each precinct. To guide visitors from main pedestrian routes into precincts of Jurien Bay, directional pillars and finger signage will contain supporting pictograms giving information about what amenities can be found in each precinct. In this way, visitors will be encouraged to leave the main pedestrian routes to explore the more of Jurien Bay. These signs are proposed for the entry point to each industrial area, adjacent Pioneer Park, the jetty and the shopping centre.
- **Visitor information handout maps**
A good quality, accurate visitor information map contributes to a higher level of visitor enjoyment and gives a positive impression of the place. The maps should be designed in a way that they can be adapted for the tourism brand, message and priorities. They should be provided in online and print formats.

Implementation

Priority	Sign Description	Location	Estimated Cost
1	Directional pillars signs	Replace existing 'hoop signs' along Bashford Street	\$8,800 + GST each To supply & install 1200mm x 5000mm double sided blade style monolith signs Steel frame to be hot dip galvanised, folded Aluminium Composite Panel cladding (colour coded for each proposed present) with cast vinyl graphics applied, cost includes excavation & engineered concrete footing, crane & labour. Cost assumes 5 or more signs to be ordered/installed.
2	Directional finger signs	Where appropriate on secondary streets off Bashford Street warning signs for each industrial area	\$420 + GST each To supply & install galvanised steel pole with 210 high double-sided blade sign with vinyl graphics applied to both sides (colour coded for each proposed present) with concrete footing. Allows for 1 double sided blade, more can be added as required. Cost assumes 5 or more signs to be ordered/installed
3	Precinct pedestrian signs	Key/focal pedestrian points in the town centre 'pull-off' bay to each industrial area	\$2,000 + GST each To supply & install 500mm x 2100mm (sign face size) double sided blade style monolith signs. Aluminium frame, folded Aluminium Composite Panel cladding (colour coded for each proposed present) with cast vinyl graphics applied, cost includes installation with concrete footing. Cost assumes 5 or more signs to be ordered/installed
4	Upgrade existing information bay	Exiting information bay at the north entry to Jurien Bay	\$5,000 to \$10,000
5	Install new central information bay	Central carpark adjacent Caltex	\$10,000 to \$30,000

Funding

For most part the new signage as detailed above will be at cost to Council, however the opportunity for private business to sponsor particular signs will be explored on implementation. Federal and State and grant funding will also be investigated for the signage overhaul, however, currently, such funding opportunities do not exist.

Appendix 1 – Locational map and sign examples

**← CARMELLA STREET
LIGHT INDUSTRIAL AREA**

- BOAT MAINTENANCE & SALES*
- CONCRETING & EARTHWORKS*
- EXCAVATIONS & TRENCHING*
- FABRICATION*
- FREIGHT TRANSPORT*
- GARDEN SUPPLIES*
- HIRE SHOP*
- MARINE SUPPLIES*
- NURSERY*
- OP SHOP*
- STORAGE*

**DIRECTIONAL
PILLAR SIGN**

← ROBERTS STREET

- CARAVAN & CAMPING PARK*
- EATERIES*
- HARDWARE*
- JETTY*
- PUBLIC TOILETS*
- VEHICLE PARKING*

**DIRECTIONAL
PILLAR SIGN**

**COALSEAM LIGHT
INDUSTRIAL AREA
200M AHEAD**

**DIRECTIONAL
FINGER SIGN**



**COALSEAM DRIVE →
LIGHT INDUSTRIAL AREA**

- BLINDS & SHADE-SAILS*
- BOAT MAINTENANCE & SALES*
- CONCRETING & EARTHWORKS*
- ELECTRICAL*
- MOTOCROSS & GO-KARTING*
- SHED BUILDING*
- SIGN MAKING*
- PANEL BEATING*
- PLUMBING*

**DIRECTIONAL
PILLAR SIGN**



**PRECINCT
PEDESTRIAN SIGN**

1. *DBCA DEPOT*
2. *JURIEN BAY OP SHOP*
3. *JURIEN COASTAL NURSERY*
4. *JURIEN GARDEN SOILS*
5. *JURIEN MARINE SUPPLIES*
6. *JURIEN TRENCHING & EXCAVATIONS*
7. *HILLMECH*
8. *RDI TRANSPORT*
9. *CONTAINER SELF STORAGE*
10. *SHIRE OF DANDARAGAN DEPOT*
11. *WESTERN POWER DEPOT*

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