

SIGNAGE STRATEGY

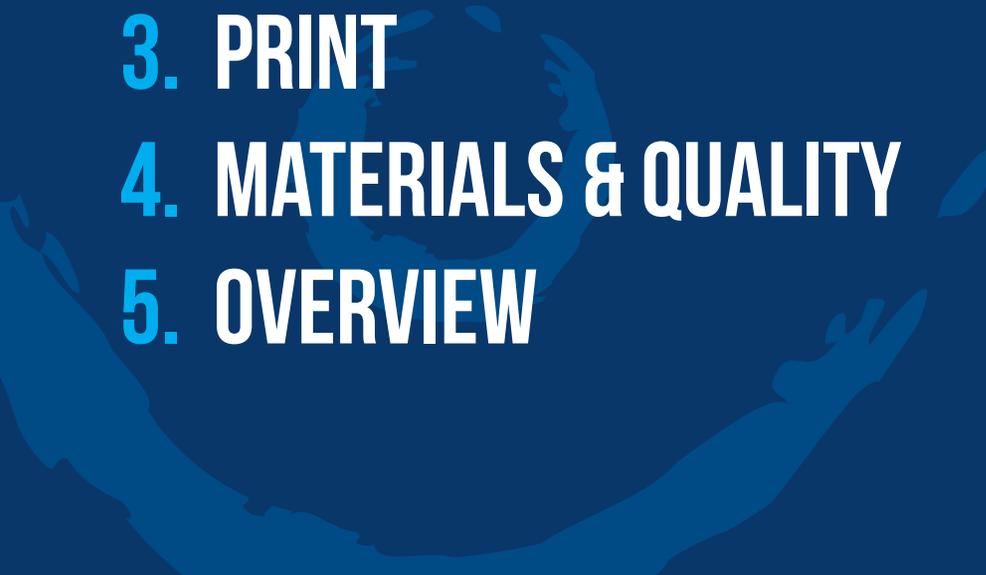
PORT MACDONNELL 2017

DIRECTIONAL & INFORMATIONAL SIGNAGE UPDATES



SIGNAGE STRATEGY

INDEX

- 1. PURPOSE**
 - 2. SIGNAGE OPTIONS / RANGE**
 - 3. PRINT**
 - 4. MATERIALS & QUALITY**
 - 5. OVERVIEW**
- 

SIGNAGE STRATEGY

PURPOSE

This signage strategy has been developed as a result of community consultation through the Port MacDonnell Urban Design Framework and Masterplan.

Improving signage was a key part of the communities vision of the town, and through this plan there is an opportunity to rationalise signage within key focal points of the township.

The purpose of this strategy is to create high quality wayfinding signage, which plays an important role in the streetscape of Port MacDonnell.

A good wayfinding system is built on clarity, legibility and design consistency to help people navigate in unfamiliar environments. With these points in mind, this signage strategy has been developed.

The signage must be recognised as part of an identifiable system and enforce the identity of the Port MacDonnell branding vision. People will look for the consistency in the signage around the town as they explore the different areas on offer.

To be effective, wayfinding maps and directional arrows need to be clearly legible and easy to understand. High visibility with contrasting colour is the aim. This is to tie in with consistent colour coding and amenity icons. Clean, easy to read fonts are required and are to once again feature on a contrasting background.

The information presented within each sign is to be of clarity and accuracy, and not to be mistaken with excessive descriptions and information. People should be able to read and understand the content either as a pedestrian or passing motorist.

Each sign has been designed at a scale that is found to be appropriate by the parties involved. It is a high priority that the materials require minimal maintenance, whilst possessing a durability capable of with-standing the environmental elements that impact Port MacDonnell. The proposed materials have been selected for such durability, availability and longevity.

SIGNAGE STRATEGY OPTIONS




Port MacDonnell

- Maritime Museum →
- General Store →
- Hotel →
- Community Complex →
- Caravan Park ←
- Breakaway ←
- Beach / Boat Ramp ↑


Port MacDonnell



**Little Hunter Park
Diagram Map**

1. Carpark and Information Bay
2. Open Views to Sea
3. Children's Playground
4. Children's Playground
5. Toilet Facilities
6. Amenities, Seating and Shade
7. Main Shop and Fitness Station
8. Sheltered Picnic Areas
9. Beach Access
10. Open Grassed Area
11. Shared Walk and Storm Water
12. Picnic Facilities
13. Jetty


Port MacDonnell

Fitness Area

This fitness area was constructed in 2017 and was made possible due to the help and funds of the District Council of Grant.

Instructions for the Fitness Area are as follows:
Run, Jump, Lift, Repeat




Port MacDonnell

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Port MacDonnell

Barbecue Picnic Area

The barbecue facilities at this location...

3000mm(h)

2000mm(h)

1600mm(h)

1500mm(h)

1000mm(h)

400mm(h)

SIGN 1.1

DIRECTIONAL

Standing at three metres tall, the Directional Signs aim to point travellers in the correct direction, while maintaining the desired theme and branding used across all signage options.

Directional Sign consists of:

Frame:

1300mm(w) x 4000mm(h) C350 Steel Frame - 100 x 3.0 SHS

All steel sections to be galvanize and epoxy painted

Legs of sign embedded into ground 1000mm(h)

Footings to be 450mm(Ø) x 1300mm(d) and concrete filled

Sign:

1300mm(w) x 2600mm(h) ACM panel sheeting cladded front and back

3.0mm ACM panel with 0.3mm aluminium skin, composite core inside

Router cut and folded around frame, shoebox finish with silicone joins



SIGN 1.2

STREET NAMED

Standing at three metres tall, the Directional Signs aim to point travellers in the correct direction, while maintaining the desired theme and branding used across all signage options. This option includes the name of the street

Directional Sign consists of:

Frame:

1300mm(w) x 4000mm(h) C350 Steel Frame - 100 x 3.0 SHS

All steel sections to be galvanize and epoxy painted

Legs of sign embedded into ground 1000mm(h)

Footings to be 450mm(Ø) x 1300mm(d) and concrete filled

Sign:

1300mm(w) x 2600mm(h) ACM panel sheeting cladded front and back

3.0mm ACM panel with 0.3mm aluminium skin, composite core inside

Router cut and folded around frame, shoebox finish with silicone joins



SIGN 2

INFORMATIONAL

The Informational Signs aim to show further insight into the current standing location. Simple details and mapped visuals provide further information.

Informational Sign consists of:

Frame:

1000mm(w) x 2700mm(h) C350 Steel Frame - 50 x 5.0 SHS

All steel sections to be galvanize and epoxy painted

Legs of sign embedded into ground 700mm(h)

Footings to be 300mm(Ø) x 1000mm(d) and concrete filled

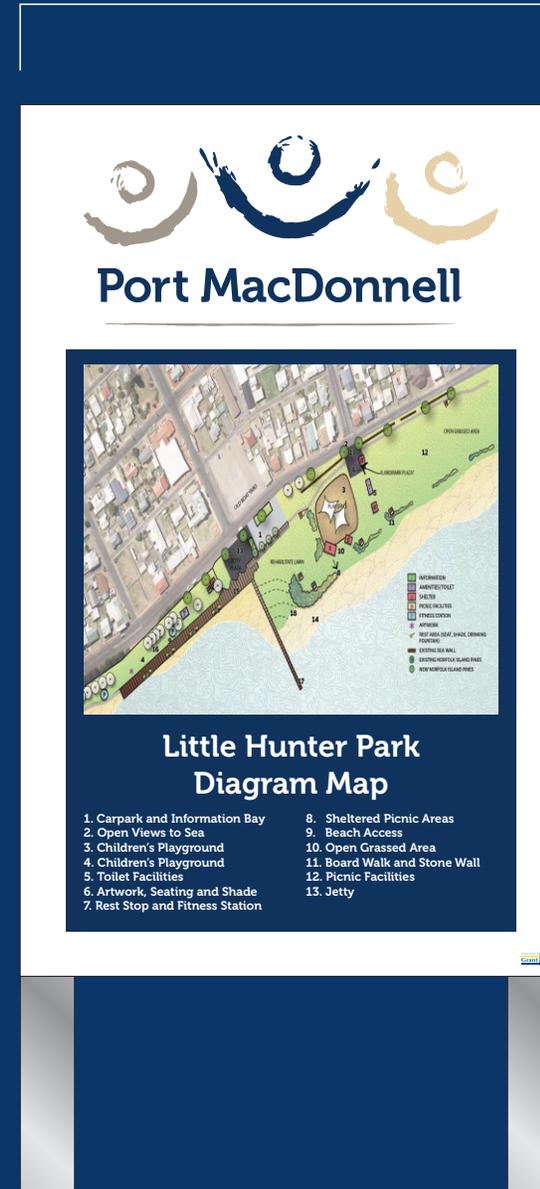
Sign:

1000mm(w) x 1600mm(h) ACM panel sheeting, front only

3.0mm ACM panel with 0.3mm aluminium skin, composite core inside

Cut to size, fixed with industrial grade double sided tape and construction grade adhesive

1000mm(h)



2000mm(h)

SIGN 3

INSTRUCTIONAL

The Instructional Sign provides a detailed run down of the current location, while sitting on a smaller frame than the Informational Sign.

Instructional Sign consists of:

Frame:

800mm(w) x 2150mm(h) C350 Steel Frame - 50 x 5.0 SHS

All steel sections to be galvanize and epoxy painted

Legs of sign embedded into ground 550mm(h)

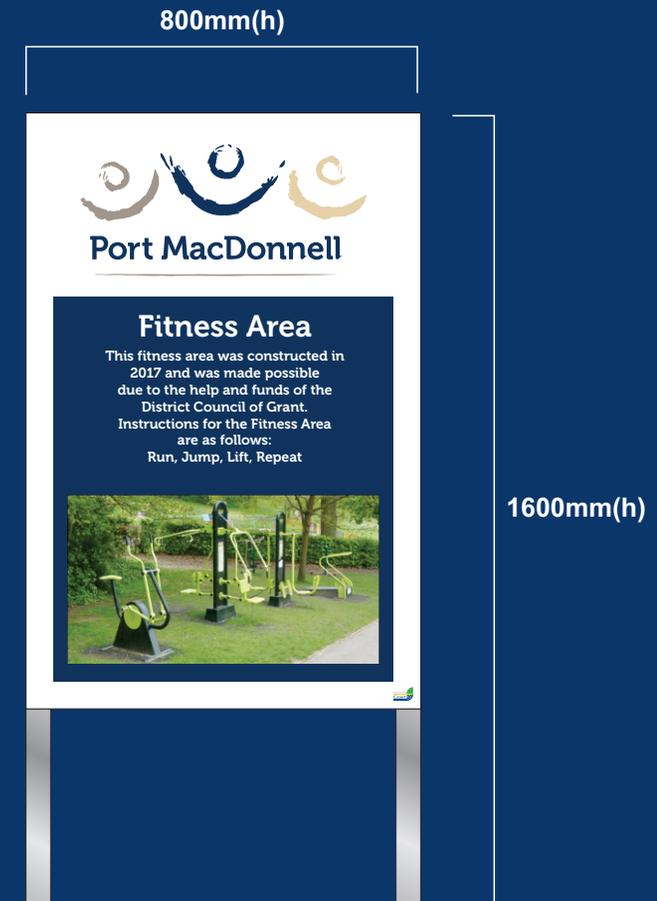
Footings to be 300mm(Ø) x 850mm(d) and concrete filled

Sign:

800mm(w) x 1200mm(h) ACM panel sheeting, front only

3.0mm ACM panel with 0.3mm aluminium skin, composite core inside

Cut to size, fixed with industrial grade double sided tape and construction grade adhesive



SIGN 4

ANGLED

A specialty shaped sign, the Angled sign provides an interactive feel and alternative option to both Informational and Instructional shapes.

Angled Sign consists of:

Frame:

800mm(w) x 2050mm(h) C350 Steel Frame - 50 x 5.0 SHS

All steel sections to be galvanize and epoxy painted

Legs of sign embedded into ground 550mm(h)

Footings to be 300mm(Ø) x 850mm(d) and concrete filled

Sign:

800mm(w) x 800mm(h) ACM panel sheeting, front only

800mm(w) x 200mm(h) ACM panel sheeting, 'keyboard' section

3.0mm ACM panel with 0.3mm aluminium skin, composite core inside

Cut to size, fixed with industrial grade double sided tape and construction grade adhesive



SIGN 5

FINGERBOARD

Fingerboard signs include street name signs and landmark name signs.

Logo incorporated side closest to the pole

Font used: High Roads C

Landmark signs to be installed underneath in reverse colours to make it clearly visible that this is not the street name.

The application and installation of these signs will be based on the guidelines from the Australian Standards Code of Practice for adoption in South Australia.



SIGN 6

WALKWAY

The Walkway Sign provides a brief description of current location, while remaining compact in size. A less intrusive option of wayfinding.

Walkway Sign consists of:

Frame:

400mm(w) x 1000mm(h) C350 Steel Frame - 50 x 5.0 SHS

All steel sections to be galvanize and epoxy painted

Base plates mounted to concrete pad

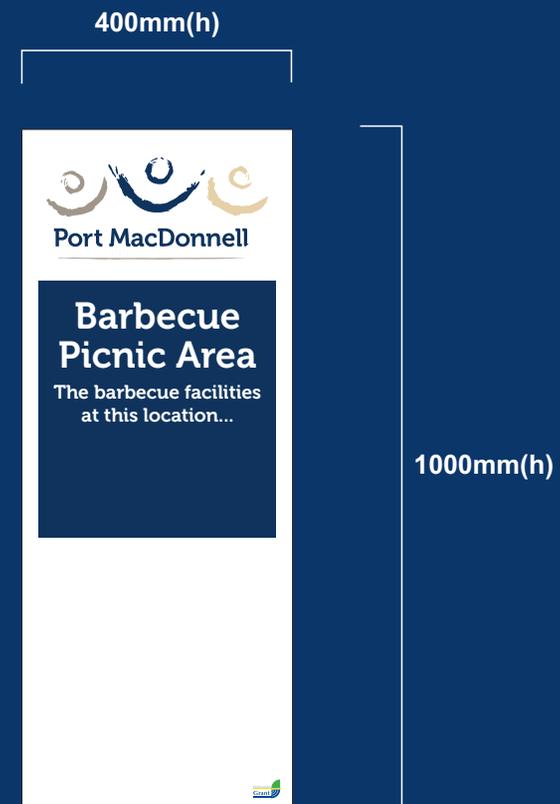
Pad to be 600mm(w) x 200mm(h) x 100mm(d) plus footings

Sign:

400mm(w) x 1000mm(h) ACM panel sheeting cladded front and back

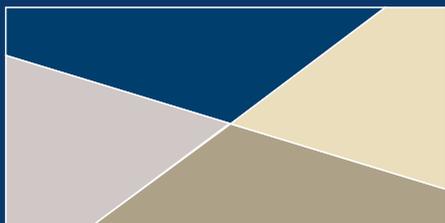
3.0mm ACM panel with 0.3mm aluminium skin, composite core inside

Router cut and folded around frame, shoebox finish with silicone joins



SIGNAGE STRATEGY

PRINT



COLOUR SWATCHES

Pantone 2955C - Dark Blue	Ink Mix: 100, 80, 20, 30
Pantone 7500C - Cream	Ink Mix: 0, 9, 30, 11
Pantone 7536C - Brown	Ink Mix: 0, 9, 15, 43
Pantone Cool Gray 3 C - Grey	Ink Mix: 0, 0, 0, 30



FONTS

MUSEO 700 - ABCDEFGHIJKLMNOPQRSTUVWXYZ 012345678

Used as main header fonts and for smaller body text

High Roads C - ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Used for the Fingerboard lettering style

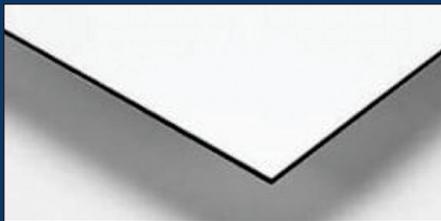
LOGO



Port MacDonnell logo to feature on tops of all signage and used in appropriate positions on smaller signage eg: Street sign blades, loose signage etc.
Logo to be used with corresponding Pantone colours.

SIGNAGE STRATEGY

MATERIALS & QUALITY



SIGNAGE CLADDING

3mm thick aluminium composite panel, v-groove fold, shoe box clad
Marine grade .3mm aluminium PVDF coated skin,
10 Year Lifespan



STRUCTURAL FRAME WORK

C350 Steel Frame - 100 x 3.0 SHS
C350 Steel Frame - 50 x 5.0 SHS



FIXTURES AND FITTINGS

Concealed fixings
VHB tape, RiteTack, Silicone express joins

SIGNAGE STRATEGY OVERVIEW

The District Council of Grant is located in the Limestone Coast Region of South Australia, about 450 kilometres south of the Adelaide CBD and 450 kilometres west of the Melbourne CBD.

It is the most southern local council in South Australia, bounded by the Wattle Range Council area in the north, the Victorian border in the east, and the Southern Ocean in the south and west. The District Council of Grant surrounds the City of Mount Gambier and is the most southern local government area in South Australia.

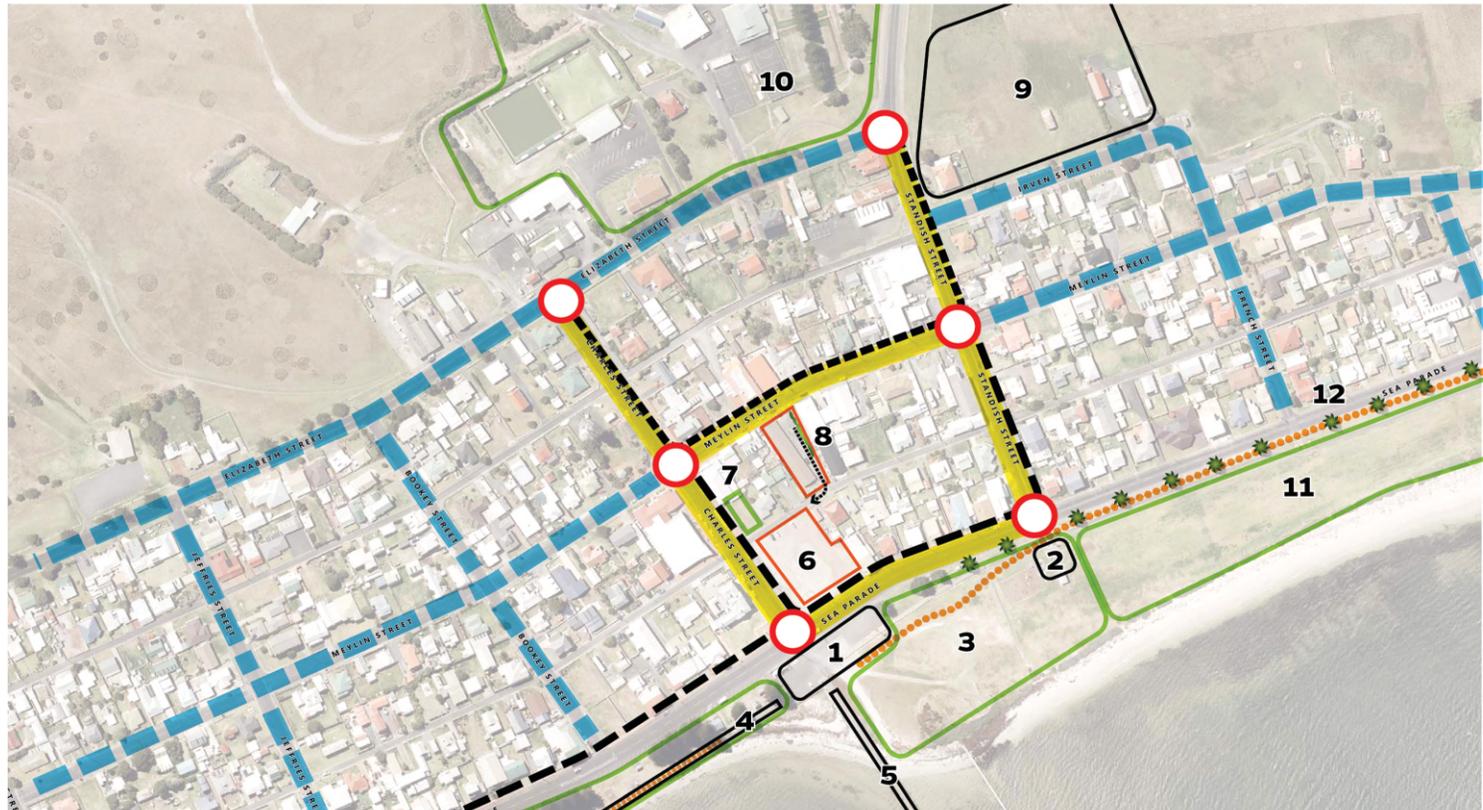
The land use is predominantly rural, with small townships at Port MacDonnell and Tarpeena, and various small coastal holiday communities.

The Council area encompasses a total land area of about 1,900 square kilometres. Land is used largely for agriculture, particularly dairy, beef and sheep farming, and seed and grain growing, with some horticulture.

Forestry and tourism are also important industries, with the rock lobster industry being significant at Port MacDonnell.



SIGNAGE STRATEGY OVERVIEW



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|---|---|--|
| <ul style="list-style-type: none"> — UNDERGROUND POWERLINES (PRIORITY 1) --- UNDERGROUND POWERLINES (PRIORITY 2) — KEY STREETS: UPGRADE FOOTPATHS, FENCING, LIGHTING & TREE PLANTING — OTHER STREETS: UPGRADE LIGHTING, PLANT TREES & IMPROVE FOOTPATHS ○ KEY JUNCTIONS/ARRIVAL POINTS: IMPROVE SIGNAGE, LANDMARKS & CORNER TREATMENTS ●●● REPAIR & WIDEN CYCLE PATH 🌲 NEW NORFOLK ISLAND PINE PLANTINGS | <ul style="list-style-type: none"> 1 CREATE NEW JETTY CONCOURSE/PLAZA (SEE DETAIL PLAN) 2 OPEN VISTA TO SEA/LANDMARKS & CREATE PLAZA REMOVE CLUTTER & IMPROVE SIGNAGE 3 "LITTLE HUNTER" PARK - REDESIGN (SEE DETAIL PLAN) 4 WIDEN FOOTPATH & CONSTRUCT BOARDWALK 5 UPGRADE JETTY 6 OLD BOAT YARD - SHORT TERM USE & LONG TERM REDEVELOPMENT (SEE DETAIL PLAN) 7 IMPROVE PARK SPACE WITH SEATING, LANDSCAPING AND SIGNAGE (SEE DETAIL PLAN) | <ul style="list-style-type: none"> 8 ONE-WAY EXIT FROM SHOPPING CENTRE - IMPROVE SIGNS & SCREEN PLANTING 9 POTENTIAL RETIREMENT LIVING CLOSE TO FACILITIES 10 CONSOLIDATE COMMUNITY USES INCLUDING RELOCATION OF MEN'S SHED 11 GENERAL IMPROVEMENTS TO FORESHORE PARKS INCLUDING SEATING, PAVING, SHELTERS AND PLAYGROUND RATIONALISATION 12 IMPROVE SEA PARADE BEACH SIDE SHOULDER TREATMENT WITH PARALLEL PARKING |
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SIGNAGE STRATEGY OVERVIEW

