# Surf Coast Shire Draft Torquay Wayfinding Signage Strategy and Design Guidelines

Draft Strategy and Design Options for Community Consultation

June 2023



## About This Document

This document represents the Draft Wayfinding Signage Strategy, Design Guidelines and Design Options for the purposes of community consultation.

Following community engagement, a final Wayfinding Signage Strategy and Design Guidelines (including specifications) will be developed along with a prioritised implementation program, ready for stage 2 – Manufacture and installation.

Stage 2 of the project, manufacturing and installation, will utilise the majority of the project funding for implementation of the proposed wayfinding signage and will be a 'scope to budget' exercise.

For more information please visit: www.surfcoast.vic.gov.au/About-us/Your-Say

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## **Contents**

Section 1 - Introduction and Context	01	Section 3 – Wayfinding by Design	22	Materials and Finishes	40			
What is wayfinding signage?	01	Wayfinding Destinations	24	Library of Pictograms	41			
Project Background	02	Information Hierarchy	25	Signage Placement Principles	43			
Project Scope	02	Viewing Heights	26	Planning Signage Locations	44			
Project Objectives	03			Signage Installation and	47			
Overarching Strategy	04	Directional Arrows	28	Maintenance				
		Colour Contrast	29	Section 4 - Concept Designs	48			
Section 2 – Situation Analysis	05	Use of Mapping	30	Draft Signage Concept Designs	49			
Site Audit and Analysis	06	Consistent Messaging and Naming						
Torquay Context	11	Principles	31	Proposed Signage System				
High Level Destinations	12	Universal Design	32	Colour Option 1: Charcoal Base	51			
Vehicular Movement	14	Signage System and Typologies	33	Colour Option 2: Aqua Base	53			
Cyclist Movement	16	Vehicular Signage Overview  33  Signage Pat  Integration		Signage Pattern and Artwork Integration	55			
Pedestrian Movement	18	Wayfinding Signage Overview	35	Signage Concept Benchmarking	56			
Understanding the User Journey	20	Visual Language and Components	36	o.gg				
		Typography Selection	37	Section 5 - Next Steps	57			
		Colour Pallet	38	Next Steps - Community	58			
		Acceptable Colour Contrast and Accessibility	39	Consultation Reference Documents	59			

Section 1

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## Introduction and Context

## Introduction and Context

Welcome to the Draft Torquay Wayfinding Signage Strategy and Design Guidelines. This document aims to deliver a comprehensive and co-ordinated wayfinding signage system that creates greater connectivity, walk-ability and legibility for Torquay (residents, businesses and visitors).

#### What is wayfinding signage?

All people wayfind in one way or another. The term wayfinding encompasses the way we navigate and spatially orient ourselves within spaces and from place-to-place.

Wayfinding signage is therefore designed specifically to assist in the process of orientation and navigation through the use of map, directional and location information.

#### **Project Background**

Currently there is a lack of wayfinding signage in an overall cluttered signage landscape across Torquay, creating a fractured experience and lack of awareness of pathways, connections and significant points of interest, for residents and visitors.

In 2021, the Torquay Wayfinding Signage Strategy and Design Guidelines project commenced, jointly funded by the State Government's Growing Suburbs Fund and Council.

The project will deliver a comprehensive and coordinated wayfinding signage system that creates greater connectivity, walk-ability and legibility for the Torquay (residents, businesses and visitors).

The project comprises two stages:

- Stage 1 Strategy and Design Guidelines
- Stage 2 Manufacture and Installation

The aim of this strategy is to achieve greater precinct connectivity, strengthen the Torquay Town Centre, and provide an enhanced experience for community and visitors through a contemporary, clear and consistent wayfinding signage.

The strategy will guide the future development of wayfinding signage within the Torquay Township. This will be achieved through a coherent set of guidelines that are tailored to fit with the local context, while ensuring that it is accessible and recognisable to residents and visitors.

An audit of the existing signage in Torquay identified key issues to be rectified through the new signage strategy including:

- Disconnected precincts and places There is a lack of wayfinding signage used throughout Torquay and that negatively impacts the ability to identify key areas and significant points of interest.
- Lack of Cohesive identity and competing place identities - Existing signage uses different colours, typography, council logos and visual icons which reduces continuity of the collection of existing signage.
- Illegible Environment There were instances where signage held too much information reducing readability and clear interpretation.
   There is also a general 'cluttered' feel across the signage landscape (to many signs).

The new signage system will better connect significant precincts of Surf City / Baines Crescent, Bells Street, Torquay North and natural assets such as the foreshore, Taylor Park and the Surf Coast Walk, while improving connections across the Township to help local residents and visitors to navigate wayfinding and encourage them to turn off the Surf Coast Highway.

Current global trends and best practice principles in wayfinding signage, along with benchmarking and key stakeholder input, have been used to support the proposed designs and signage.

It is also critical that there is an overarching style, practical and sustainable materials used for the signage across the Township and that also has the potential to be applied across the whole Shire.

Key recommendations for improving the wayfinding throughout Torquay include, but are not limited to, the following.

- Create a better sense of arrival that ties into Torquay's character and the Shire's Branding.
   Keep text or messaging such as 'the home of Australian surfing / The start of the Great Ocean Road'. This sets the tone of the Town.
- Work with Wadawurrung Traditional Owners to incorporate dual language place names and/or Welcome to Country wording, artwork and/or elements on gateways and identification signs.
- Create a consistent information layout hierarchy that is used across all typologies.
- Use bespoke materials to develop a better sense of character.
- Ensure colours used are above the recommended 70% LRV value (acceptable colour contrast and accessibility).
- Use best practice principles for outdoor signage.

The Draft Strategy, Design Guidelines and Design Options are now ready for community consultation.

#### **Project Scope**

In line with achieving the objectives and outcomes, the components included in the scope of this stage of the project are:

- Background review, audit of existing signage and wayfinding assessment.
- Consultation with key stakeholders and traditional owners.
- Situation Analysis (Issues, opportunities, regulations and considerations).
- Draft Strategy Development and mapping of wayfinding locations (formulate the strategy against the agreed direction)
- Brand and style development and documentation, design principles, family of signage for use in a number of different circumstances, including urban, commercial and on paths and trails.
- Community consultation to consider colours, materials and branding options.
- Draft documentation for the Signage Strategy and Design Guidelines (including design options
- Final Signage Strategy and Design Guidelines (including specifications) outlining the strategic rationale, detailed design guide and staged approach of the final wayfinding implementation plan.

Components not included in the scope of this stage of the project are:

- Manufacture and construction of signage
- Signs provided by or managed by others
- Detailed design of public art
- Detailed fauna and flora studies

#### Project Objectives

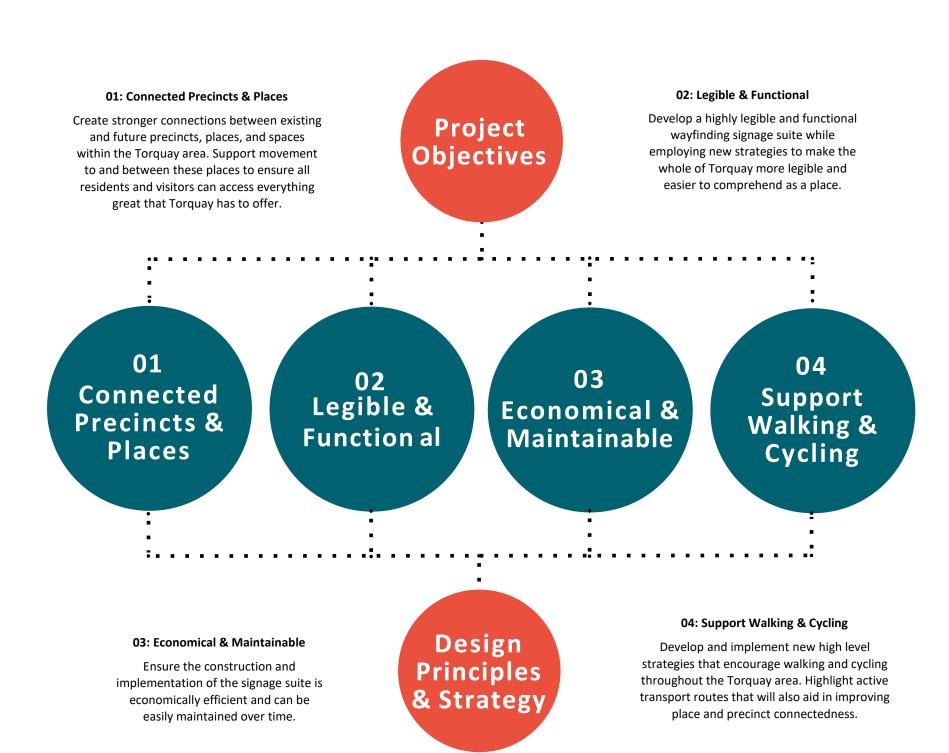
The project aims to achieve a more connected and accessible Torquay, with routes between destinations such as business, main streets, parks, and beaches highlighted to encourage active movement amongst both local residents and visitors.

The designs will adhere to best practice design principles to ensure they are legible and functional

The designs will be guided with economical efficiency inmind to ensure ratepayers receive complete value for their investment in Torquay.

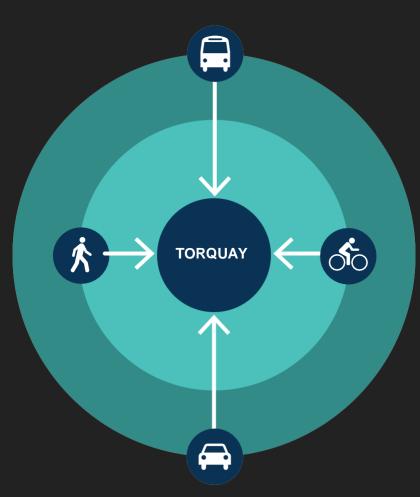
The following provides a summary of project objectives that underpin the strategy and it's ultimate outcomes:

- A Sense of Identity Build on a strong 'sense of identity' for the Township through a design that reflects the place, and assists in facilitating a meaningful experience for users.
- To achieve a better connected community through improved wayfinding networks and confident navigation to beaches, businesses, places, spaces and services.
- To meet the needs of the growing community and popular tourist destination whilst improving health and wellbeing through increased opportunities for walking and cycling.
- To assist users to navigate places independently and safely by providing consolidated information that identifies, informs and directs them to destinations.
- To deliver a system that is logical, legible, functional, economical to execute and is easy to understand for people of all abilities, age and language.
- To identify appropriate locations within precincts to place the wayfinding markers and to inform the removal of any obsolete or damaged signage to reduce visual clutter.
- To include specifications to ensure that the signage strategy can be readily implemented and have the ability to be tailored to other areas by setting design principles for consistency across the other Surf Coast Shire townships.
- To balance quality, resources and maintenance requirements for a sustainable sign management system and guide the Shire in the efficient implementation and management of the signs.

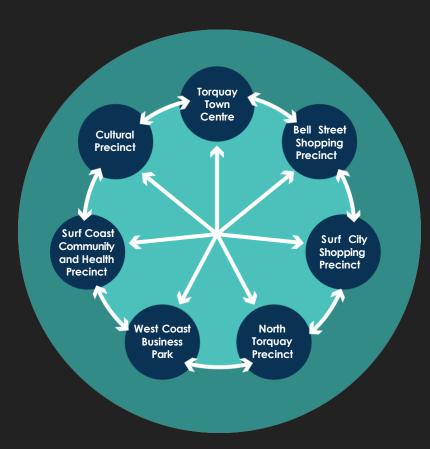


## Overarching Strategy

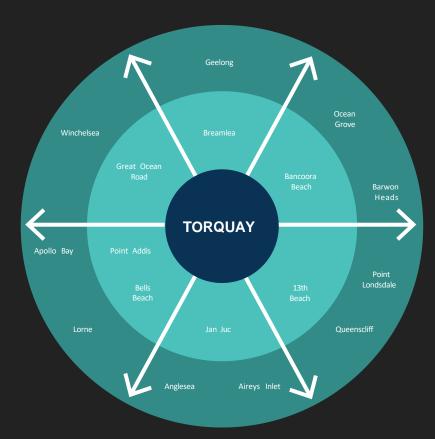
Effective wayfinding in Torquay is defined by three key overarching strategies. Each of these create an effective wayfinding system that helps users navigating to the Shire, around Torquay but also to surrounding destinations.



Making Torquay a destination



**Connecting Torquay's Sub-Precincts** 



Connecting users to surrounding destinations

Section 2

## Situation Analysis

## Site Audit and Analysis

ASPECT Studios conducted a site audit of the project area to interrogate the existing signage conditions, opportunities and barriers to the wayfinding experience.

#### The audit interrogated the following:

- Precinct Identification Signage
- Open Space Identification Signage
- Beach Identification Signage
- Vehicular Directional Signage
- Surf Coast Walk / GORCAPA Signage
- Regulatory Signage
- Interpretive Signage
- Signage Placement
- Information Hierarchy and Colour

The following pages summarises the barriers and opportunities to wayfinding that exist within the broader Torquay context.

The signage audit resulted in the identification of four key themes that need to be addressed in order to achieve a wayfinding experience that benefits both the resident and visitor experience.

This strategy document will address each of these barriers through the implementation of a cohesive, legible, and clearly identifiable signage suite that connects precincts and places through the consistent application of signage.



#### **Precinct Identification Signage**

The use of identification signage is to create a sense of 'arrival' for users to the town or a particular destination. There is an inconsistent application of the brand, conflicting use of typography and signage types, with a variety of materials, details and layouts.

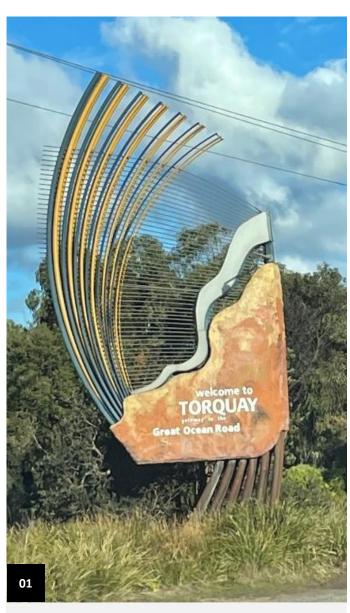
The 'sense of place' for Torquay has been slightly lost with too many out dated sign types.

This page provides some examples of existing precinct and place identification signs.

In response to the challenges and opportunities identified, the following recommendations are made.

#### Recommendations

- Create a better sense of arrival that ties into Torquay's character and the Shire Branding. Keep text or messaging such as 'the home of Australian surfing / The start of the Great Ocean Road'. This sets the tone of the Town.
- Work with Wadawurrung Traditional Owner's to incorporate dual language place names and/or Welcome to Country wording, artwork and/or elements on gateways and identification signs.
- Create a consistent information layout hierarchy that is used across all typologies.
- Use bespoke materials to develop a better sense of character.
- Ensure colours used are above the recommended 70% Light Reflective Value. Consider using best practice principles for outdoor signage.



First point of recognition for visitors. Bespoke Welcome to Torquay arrival identification sculpture with various materials. No Council branding but sets a tone for the unique town. Does not match other signage.



Standard Shire entry signage to Torquay. Regulatory information may not be readable or necessary to be shown to users traveling by vehicles.



Bespoke precinct identification. Creates a unique sense of character but does not match other signage.



Outdated sign. Low contrast level and poor legibility due to the yellow typography colour. Repeated information (Baines Cres) is not necessary along with Shire's phone number.



Identification signage that has conflicting branding, typography and information layout with the rest of the typologies and relation to the buildings facade signage.

#### **Regulatory Signage**

There is an inconsistent approach to the layout and colour usage of regulatory signage across the site. There should also be a coherent pictogram style that is used for all regulatory, warning or advisory messaging.

This page provides some examples of existing regulatory signs.

In response to the challenges and opportunities identified, the following recommendations are made.

#### Recommendations

- Consolidate the amount of signage typologies that would suit all purposes and integrate regulatory messaging with other signage typologies where possible to avoid signage cutter.
- Establish a standardised list of regulations that meet all relevant codes particularly DDA. Create a standard set of pictograms and messaging.
- Use two different consistent colours for permitted and not permitted behaviours. For example red for prohibited and green for acceptable, this will help the user to visually identify the message without reading descriptions.
- Create a coherent graphic style and information hierarchy for regulatory signage across the signage family that can accommodate all different situations.
- Update National Aquatic signs following the most up to date guidelines. Simplify the hierarchy of information and include Council logo.



Out of date sign with regulatory symbols on bollards



Low contrasting colours don't grab cyclists attention as they go past. No Council branding or attribution.



Use of all capitals is not recommended.



Use of all capitals as a sentence is not recommended. Use different colours for regulatory symbols to the branding colours. No Council branding or attribution.



Use of all capitals is not recommended as it reduces readability. Scale of text and weights used don't create enough of a hierarchy of information



Use of all capitals is not recommended. No Council branding or attribution. Sign layout is not consistent with current regulatory signage.

#### **Open Space Identification Signage**

Open space signage is used to identify arrival points to parks and recreational destinations. These signs should provide users with key information i.e. site name, facilities available, address, opening hours and regulatory information.

The current identification typologies show various scales, different information layouts and materiality despite all being for open spaces.

This page provides some examples of existing open space identification signs.

In response to the challenges and opportunities identified, the following recommendations are made.

#### Recommendations

- consolidate the amount of signage typologies to only include the necessary signs that can be consistent and used for all purposes. Use a consistent panel size for each destination.
- Update identification signage to use the most recent Council guidelines including colour and typography.
- Create a consistent scale of typography in all open space typologies.
- Create a coherent materiality palette. We recommend reusing the timber posts and replace all aluminium poles.
- Create consistent guidelines for mounting heights
- Establish a new standard for park naming and displaying park regulations and information e.g.. through symbols.
- Ensure all key open spaces and parks are identified.



Out of date signage. Council branding takes up a large portion of the sign. Inconsistent timber post used and proportion of panel size.



Large signage at Quay Reserve is mounted at a different height to other signs. Aluminium poles are used here instead of timber posts.



More recent signage with additional information panel. Use regulatory symbols and warnings for better communication.



Recent signage with Traditional Owner artwork incorporated. Inconsistent timber posts used across different identification signage.



Identification signage with community noticeboard. Identification should be placed at entry to site.



Fence mounted identification. Inconsistent layout and style compared to other surrounding reserve signage. Font size is eligible for users to read from far away.

#### **Signage Clutter and Placement**

There are instances where locations are over-signed and information could have been combined into one signage typology. Reducing visual clutter at key locations such as open spaces and beaches can improve visual amenity. When implementing signs it is important to ensure that site lines for users to the sign are not obstructed by existing infrastructure or foliage.

This page provides some examples of existing signage clutter and placement of signs.

In response to the challenges and opportunities identified, the following recommendations are made.

#### Recommendations

- Consolidate the amount of signage typologies that would suit all purposes and integrate regulatory messaging were possible to avoid signage cutter.
- Reduce visual clutter by integrating close proximity signage into one typology.
- Improve site naming to create clear distinction when users are entering specific areas.
- Place signs in unobstructed positions that require little to no maintenance.
- Ensure chosen typology is appropriate for an area without impacting visual amenity.
- Ensure that directional signage is strategically placed to ensure it is 'directing' people and vehicles to where you would like them to travel.



Torquay Library sign is obstructed by pole mounted signs in front of it.



Identification signage and regulatory signage that could be integrated into the one sign.



All regulatory messaging could be integrate into one signage at beach entry to reduce visual clutter and improve visual amenity. Different signage typologies are visible showing repeated messaging (i.e. No smoking). Recommendations may be provided to GORCAPA for all beach signage.



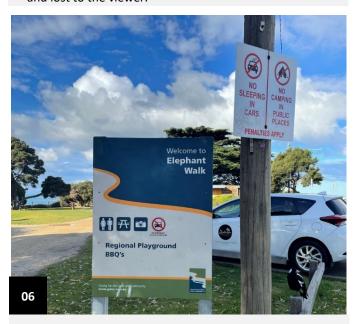
Signage placed close to site identification can create unnecessary clutter for that area. Consider a new location for irrigation information.







Signage clutter most prevalent along Surf Coast Highway with different signage types, varying levels of information and confusing directional signage. Mixed direction and commercial signage. Multiple signs leading to Town Centre and miss-aligned directional signage to turn offs creates confusion. Signs become "white noise" and lost to the viewer.



Identification signage is already showing the regulatory information regarding 'sleeping in cars'. Ensure there is not doubling up of information in close proximity signs.

#### Torquay Context

Home to world famous Bells Beach and birth place of iconic surf brands,
Torquay is the surfing capital of
Australia. Located 95km South-West of
Melbourne, it is the official starting
point for the Great Ocean Road.

Torquay is comprised of six existing (and one future) precincts and key places. Our goal is to ensure each precinct is well identified and connected and that residents and visitors alike are well informed of these locations.

These precincts include:

- 1. Torquay Town Centre
- 2. Bell Street Shopping Precinct
- 3. Surf City Shopping Precinct
- 4. North Torquay Shopping Precinct
- 5. West Coast Business Park
- 6. Surf Coast Civic, Community and Wellbeing Precinct (including the future Aquatic and Health Hub).
- 7. Cultural Precinct (Future)





## High Level Destinations

#### PUBLIC PARKS AND RECREATION

- Park Areas
- 01 Taylor Park
- O2 Spring Creek Reserve
- 03 Deep Creek Reserve
- Quay Reserve
- OS Grasstree Nature Reserve

#### BEACHES

- 01 Torquay Surf Beach / Back Beach
- 02 Point Danger
- O3 Cosy Corner / Front Beach
- 04 Fishermans Beach
- 05 Whites Beach

#### CLUBS AND RECREATIONAL ACTIVITY CENTRES

- 01 Torquay Bowls Club
- Torquay Golf Club (RACV)
- 03 Torquay Sands Golf Club
- 04 Torquay Football/Netball Club
- 05 Banyul-Warri Fields

#### **RETAIL AND SHOPPING**

- Retail Areas
- Town Centre / Gilbert Street
- Shopping Precinct
- 02 Bell Street Shopping Precinct
- O3 Torquay North Shopping Precinct
- 04 West Coast Business Park
- OS Surf City Shopping Precinct
- Of Coles (Town Centre)

#### COMMUNITY & CIVIC

- O1 Surf Coast Shire Council
- 02 Wurdi Baierr Stadium
- 03 Future Aquatic & Health Hub

#### **PUBLIC FACILITIES**

- Post Office
- Public Toilets
- Playground
- Visitor Information Centre
- Library
- National Surfing Museum
- Torquay War Memorial
- Boat Ramp

#### TRANSPORT

Main Bus Station

#### TRAILS

Surf Coast Walk



#### Destinations – A key strategic driver

Users approaching along Surf Coast Highway from the North or South should be informed about key Torquay destinations.

Strategic opportunities to consider include the following:

- Increase awareness of key civic and business destinations throughout Torquay through the use of Victoria Roads Main Road signage suite.
- Utilise photography to communicate the natural beauty of the Surf Coast, drawing visitation from Surf Coast Highway to the coastal area.



Image examples that could be used on signage to attract beach side visitation.









#### Vehicular Movement

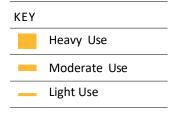
The following diagram illustrates the major and secondary vehicular movement coming into the Town Centre from surrounding areas.

There is a high level of vehicular activity in the region, with major highways connecting surrounding towns whilst also being a popular tourist destination.

The following issues have been identified:

- Connections between Surf Coast Highway and the town centre, beach-side businesses and civic centres are not effectively communicated to visitors.
- Heavy reliance on vehicles to access key places, spaces and services and navigate the township.





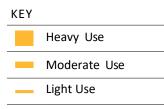
#### **Aspirational Vehicle Movement**

There is an opportunity for Surf Coast Highway to be utilised as a main arterial road, while tourist visitation is directed along a loop that includes key local business offerings.

The following opportunities have been identified:

- Focus tourist visitation towards the sea side to boost local business in the area and engagement with the foreshore and beach.
- Reduce vehicular movement for residents by building and/or improving active transport infrastructure and wayfinding information along key localised commuter routes.





#### Cyclist Movement

The following diagram illustrates the major and secondary cyclist movement coming into the Town Centre from surrounding areas.

Currently, bike lines are present but there is limited amount of active transport signage to support journey planning and/or user experience.

The following issues have been identified:

- Cycling infrastructure is limited to a few key streets within Torquay.
- Key natural environment connections are not designed to cater to cyclists.



#### **Aspirational Cyclist Movement**

There is an opportunity to greatly build upon the cyclist infrastructure currently implemented within Torquay.

Encouraging people to use active transport through signage should be complemented where possible by activated landscape design that drives engagement through a positive sense of place.

The following opportunities have been identified:

- Investigate a potential green corridor connection masterplan that utilises the East-West axis' of Deep Creek and Spring Creek Reserves.
- Significantly expand upon the existing streetbased cycling infrastructure.



#### Pedestrian Movement

The following diagram illustrates the major and secondary pedestrian movement coming into the Town Centre from surrounding areas.

It is understood that visitors also lack information about key destinations in the area and how long it would take them to walk to them.

The following issues have been identified:

- There is a lack of pedestrian based information about Torquay's key destinations.
- Walk-ability information such as time and distance information is missing within the area, leading people to assume trips would be too long or too difficult.
- Key connection corridors such as Deep Creek and Spring Creek Reserves are not effectively signed to or utilised for movement.



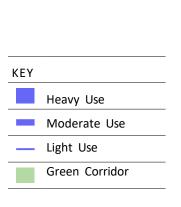
#### **Aspirational Pedestrian Movement**

Movement from deep within Torquay's various suburbs should filter towards key pedestrian movement corridors such as the ones proposed here.

These corridors should have effective wayfinding signage and infrastructure to aid user journeys and improve the areas connectedness.

The following opportunities have been identified:

- Investigate a potential green corridor connection masterplan that utilises the East-West axis' of Deep Creek and Spring Creek Reserves.
- Implement effective wayfinding signage throughout Torquay but specifically within key pedestrian movement corridors to encourage and support their use.
- Drive pedestrian movement towards active transport corridors and link movement to beachside local businesses.

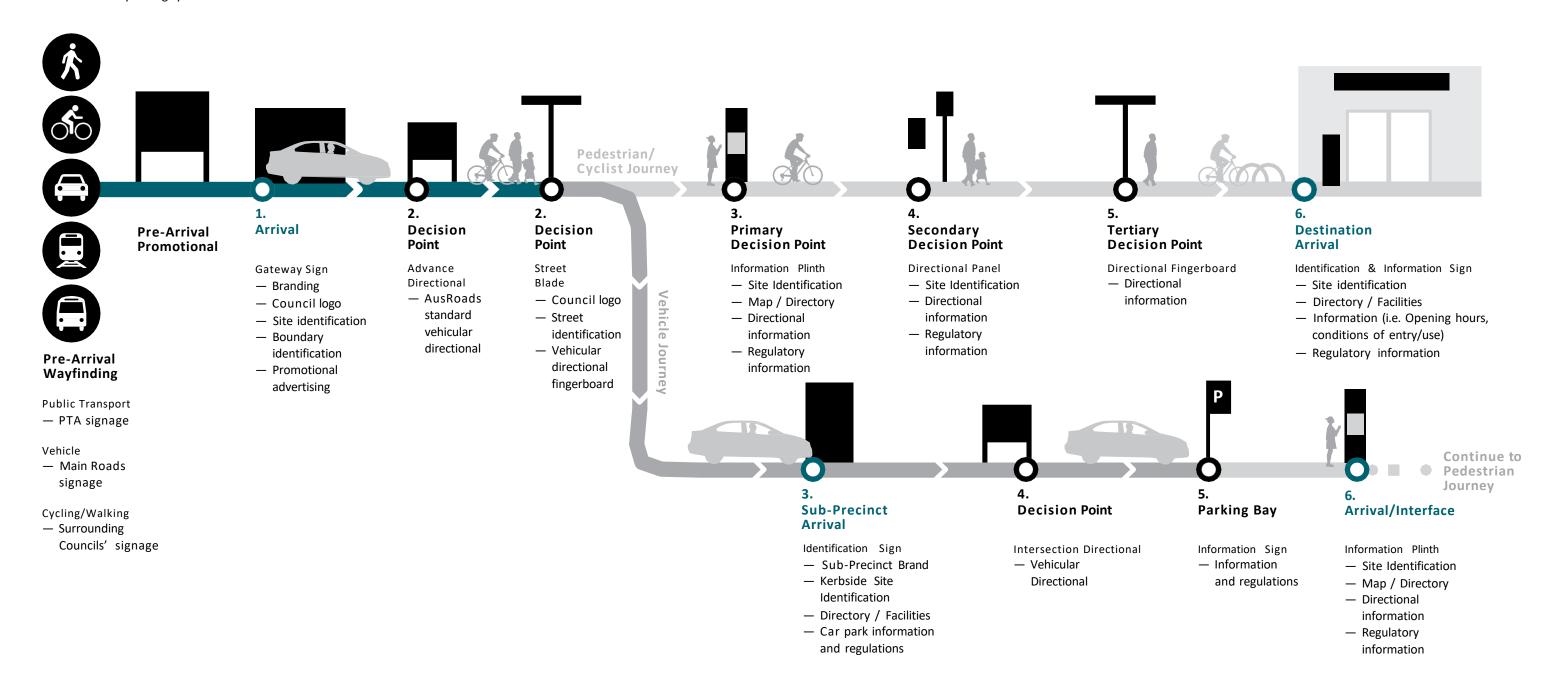




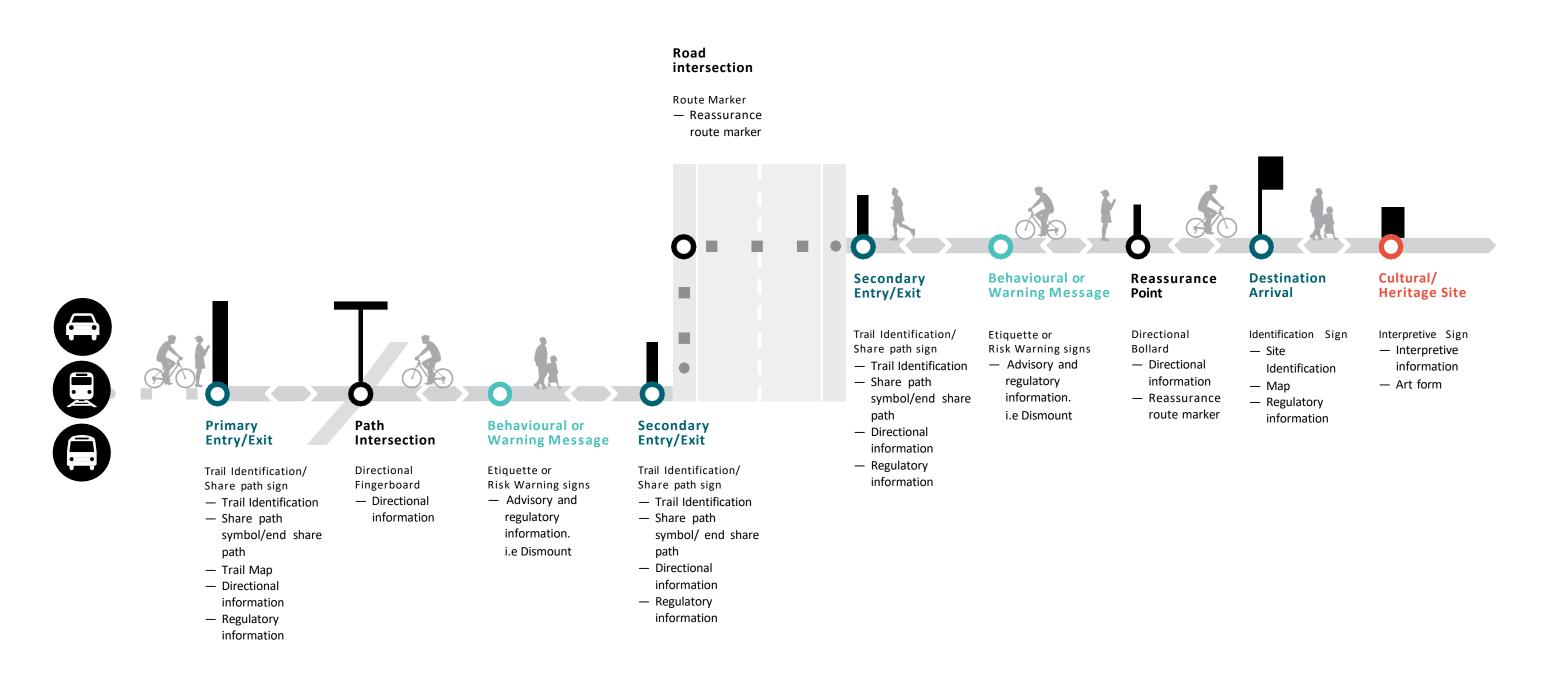
## Understanding the User Journey

#### Scenario – from A to B

The Methodology of signage is to provide sufficient information at each stage of the user's journey. An understanding of all interactions between the user and the space is crucial to design a successful wayfinding system.



#### Scenario - Bi-directional Trail



Section 3

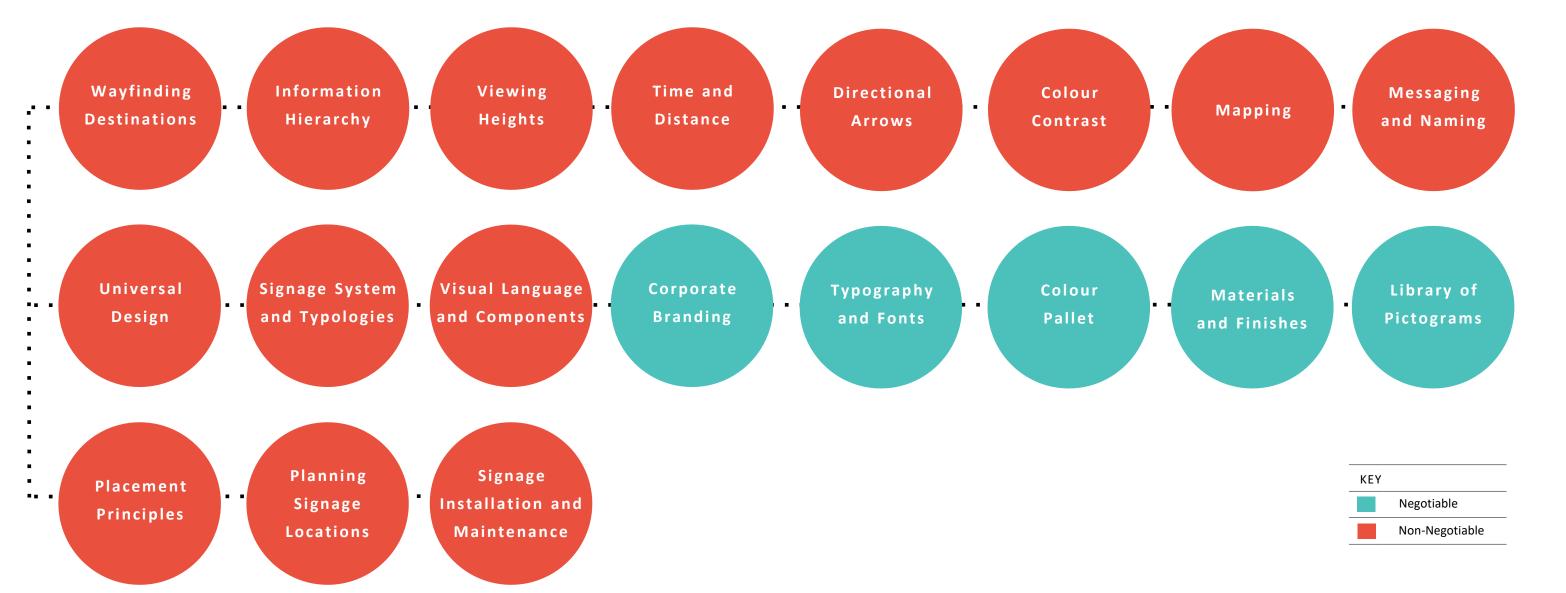
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## Wayfinding by Design

## Wayfinding by Design

There are many important considerations when designing wayfinding signage and some are non-negotiable in terms of accessibility, functionality and best practice, however some provide an opportunity to make wayfinding signage in Torquay better suited to the unique coastal character.

The following pages provide an overview of the important design considerations that relate to wayfinding signage.



## Wayfinding Destinations

Listing destinations in the different categories as shown in this diagram, can help when deciding if signage needs to include certain destinations and the exact wording to be used.

Accurately categorising destinations helps to deliver connected places and precincts, and ensures that the approximately level of information is provided at each location.

Primary Civic Destinations	Active Transport Destinations	Secondary Civic Destinations	Support Destinations
Primary Parks	Active Connections	Secondary Parks	Car Parks
— Taylor Park	— The Esplanade	<ul> <li>Frog Hollow Reserve</li> </ul>	— Taylor Park
<ul> <li>Deep Creek Reserve</li> </ul>	— Fischer Street	<ul><li>— Quay Reserve</li></ul>	— Foreshore
<ul> <li>Spring Creek Reserve</li> </ul>	<ul><li>Surf Coast Walk</li></ul>	<ul> <li>Ocean Acres Reserve</li> </ul>	Torquay Town Centre
Banyul-Warri Fields	<ul><li>Deep Creek Reserve</li><li>Spring Creek Reserve</li></ul>	Grass Tree Nature Reserve	Toilets
Primary Beaches			
— Torquay Beach		<b>Business Centres</b>	Public Facilities
— Cosy Corner Beach		<ul><li>West Coast Business Park</li></ul>	<ul><li>Various playgrounds</li></ul>
<ul> <li>Torquay Surf Beach</li> </ul>			Torquay War Memorial
<ul><li>Front Beach</li></ul>			
— Whites Beach			
— Point Impossible Beach			
Primary Civic Centres			
<ul> <li>Torquay Town Centre</li> </ul>			
<ul> <li>North Torquay Precinct</li> </ul>			
<ul> <li>Community Precinct</li> </ul>			
<ul> <li>Civic, Community and Health Precinct</li> </ul>			
<ul> <li>Cultural Precinct</li> </ul>			
<ul> <li>Bell Street Shopping Precinct</li> </ul>			
<ul> <li>Surf City Shopping Precinct</li> </ul>			

## Information Hierarchy

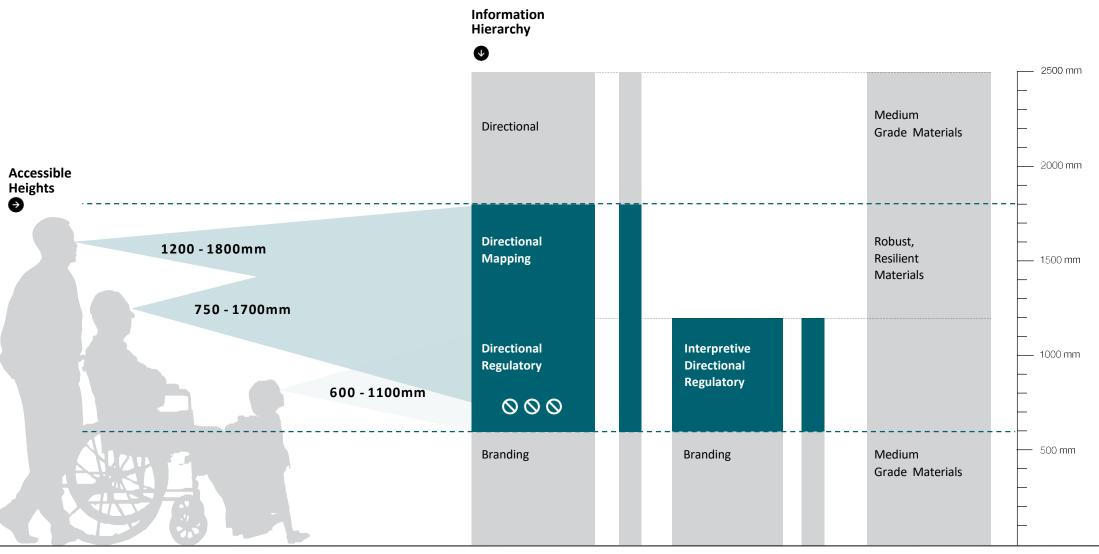
A key factor in providing overall legibility is ensuring information is displayed to users in a hierarchical manner. This hierarchy must be consistently applied across the signage suite.

The following diagram describes a generic hierarchy of information on a set of signs.

Torquay's signage design will ensure information is applied consistently so that users can become familiar with the suite and always access the information they need.

To support the creation of accessible content, the signage design will make:

- Information easy to locate
- Layouts simple and consistent
- Graphics clear and legible



Material Zoning Vandalism Response

#### Viewing Heights

The overall legibility of a sign relies on a combination of factors. One of the key factors is information viewing heights.

All signs should be designed with best-practice viewing heights in mind to ensure users can always easily access information.



### Time and Distance

Torquay's new signage suite would encourage walking and cycling through the provision of time and distance information on signage.

#### **Pedestrians**

Walking time information must be used as an appropriate means of journey-planning rather than distances. This is designed to make walking to destinations more achievable, as long distances are often misunderstood.

Walking icons could be placed next to the walking time to give context.

Walking speed will vary between people so a basic time may be based on the following equation:

T = D/S

Where:

T = time in minutes. Results should be rounded to the highest minute.

D = distance from location to destination in metres.

S = average walking speed (80m/min).

#### Cyclist

A combination of cycling time and distance information measured in km could be used. This is designed to give cyclists enough information to destinations, as cycling speeds differ according to people's skills.

A cycling icon is included above cycling distances/times to give context.

This approach ties in with sustainable transport principles. Cycling times are based on the following equation:

 $T = D \times 60/S$ 

Where:

T = time in minutes. Results should be rounded to the highest minute.

D = distance from location to destination in kilometres.

S = average cycling speed (15km/hr).



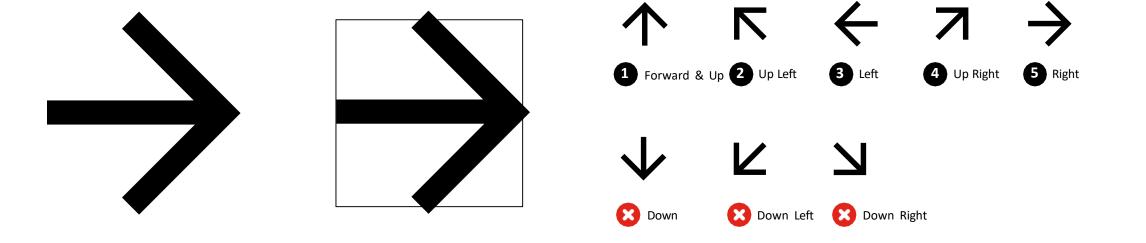
Example time and distance shown

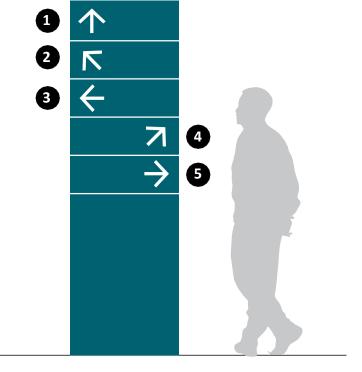
## Directional Arrows

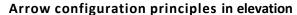
Best practice wayfinding design typically uses one arrow symbol per direction. All destinations associated with that direction shall be next to or below the symbol.

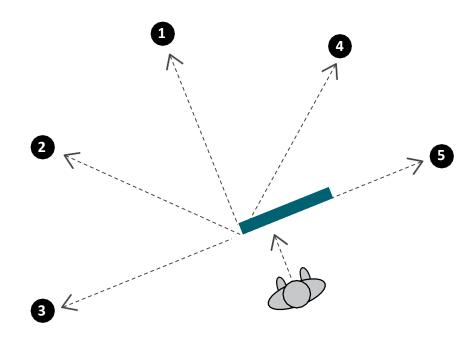
The hierarchy of destinations should be listed consistently either as closest destination or most important destination at the top of the list.

Users should never be directed to destinations which are behind them. Only forwards, left, right and 45º-forward angled arrows are to be used. Downward facing arrows are open to misinterpretation and may become confusing for users. These types of arrows are used only in specific situations. i.e. Staircases.









Diagrammatic hierarchy of directions in plan view

#### Colour Contrast

In order to maintain both consistency and legibility throughout a wayfinding system, it is important to ensure that colour combinations remain consistent.

Light Reflective Value (LRV) is a key factor to consider when selecting colours for wayfinding purposes. The LRV expresses the extent to which two colours are contrasted. A LRV of 70 (70%) is deemed to be an acceptable standard of contrast. Employing this standard makes signage more legible for people with vision impairment.

HUE	LR(%)	CONTRAST VALUE AND RELATIONSHIP										
RED	13	82	13	62	24	28	56	7	38	32	84	
YELLOW	71	82	79	52	76	75		80	89	73		
BLUE	15	13 79		56	12	17	50	7	47	21	82	
ORANGE	34	62 52	56		50	47	12	59	76	44	60	
GREEN	17	24 76	12	50		6	43	18	53	11	80	
PURPLE	18	28 75	17	47	6		40	22	56	5	79	
PINK	30	<b>57</b> 58	50	12	43	40		53	73	37	65	
BROWN	14	7 80	7	59	18	22	53		43	26	84	
BLACK	8	38 89	47	76	53	56	73	43		58	91	
GREY	19	32 73	21	44	11	5	37	26	58		78	
WHITE	85	84 16	82	60	80	79	65	84	91	78		
BEIGE	61	78 14	75	44	72	70	51	77	89	69	28	

#### **Use of Mapping**

Maps provide users with additional information about the Torquay area and aid pedestrians and cyclists in their journey planning.

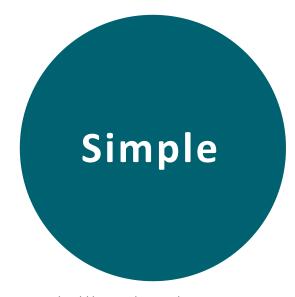
The rules that apply to Torquay's mapping strategy are based on best-practice principles and involve:

- 1. Use of high contrast colours
- 2. Use of universally understood pictograms
- 3. "Heads Up" orientation
- 4. Provision of walking-time information
- 5. Adequate type size and kerning
- 6. Use of a legend

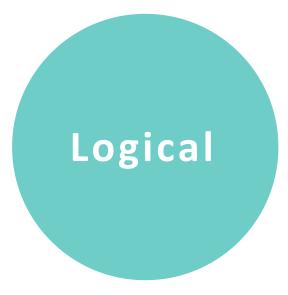


## **Consistent Messaging and Naming Principles**

Naming principles ensure messaging is consistent and effective over a long period of time.



Names should be simple. Simple names are more memorable than complex names and avoid confusion and ambiguity. Simple names tend to be used in everyday conversation or when giving directions.



Logical names provide a mental link when trip planning. Names should therefore be relevant to the area or purpose of the space.



Names should be relevant for as long as the space exists. Certain names can become outdated if the building or spaces changes. It is important to have a name that will still be appropriate in the future.

## Universal Design

Universal Design describes an aim to create products and environments that are useable, accessible and functional for people of all abilities, disabilities and characteristics.

Wayfinding systems should endeavour to be as accessible as possible to ensure that no user is excluded from their fundamental right to movement and information about their environment.

The use of the following elements help make the signage as accessible as possible:

- Highly legible typefaces
- Universally understood pictograms
- High contrast colours
- Braille and tactile elements

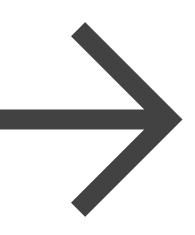
Universally recognised pictograms











Sans Serif typeface that is universally legible

Ψ



## Signage System and Typologies

The Signage system is categorised into six sign types based on their primary purpose to aid information hierarchy and content.



#### Identification

Indicates where users are and where they have arrived. Identification signage is primarily used to identify places and destinations.



#### **Directional**

Directs users to destinations by the use of arrows or panel blades (fingerboards) pointing towards the route to follow to get there.



#### **Informational**

Informs users where they are, what facilities could be found on site to help them decide where they should go.

Some informational signage includes directories and/or maps which are located at arrival points to precincts and buildings.

Eg. Directory boards, digital screens and maps



#### Regulatory

Regulatory signs inform users of operational and safety information, codes of conduct and site operations including statutory signage.

Eg. No dogs allowed signs, CCTV in use signs

#### Statutory

Eg. Toilets Braille signs



#### Interpretive

Signage used to provide users with site specific historical, cultural and nature stories/awareness.



#### **Promotional**

Signage used to promote Torquay branding as a destination and its attractions.

**DIRECTIONAL SIGNS** 

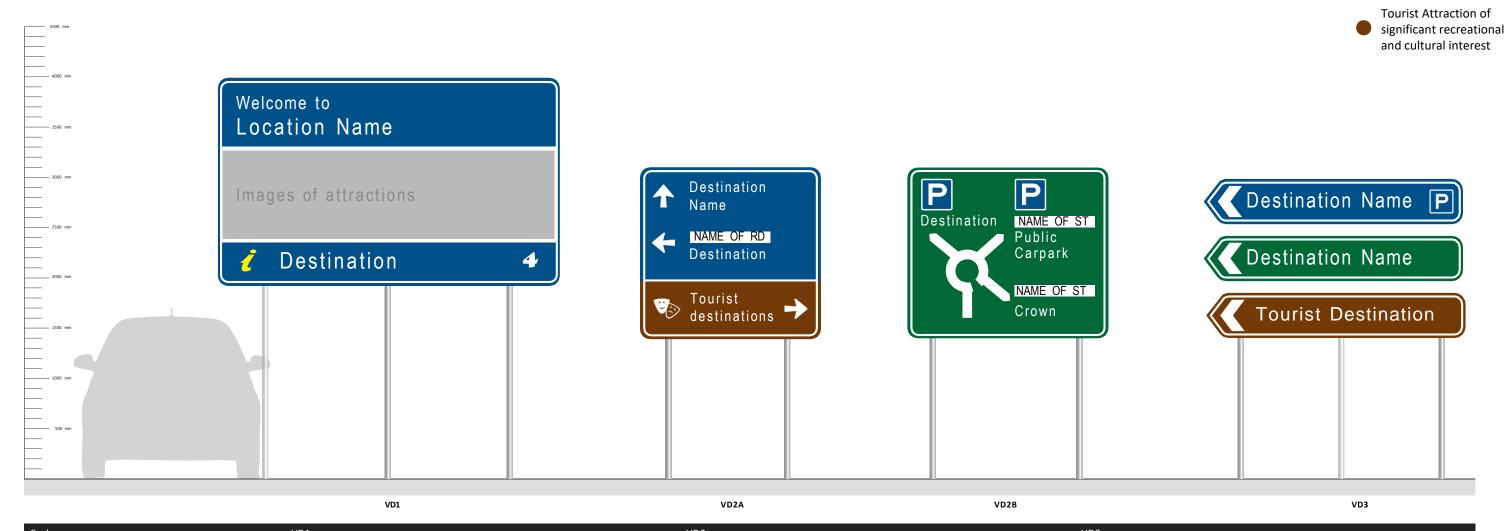
Towns, Cities, State wide Route Numbering

and particular locations

Facilities and services

COLOUR

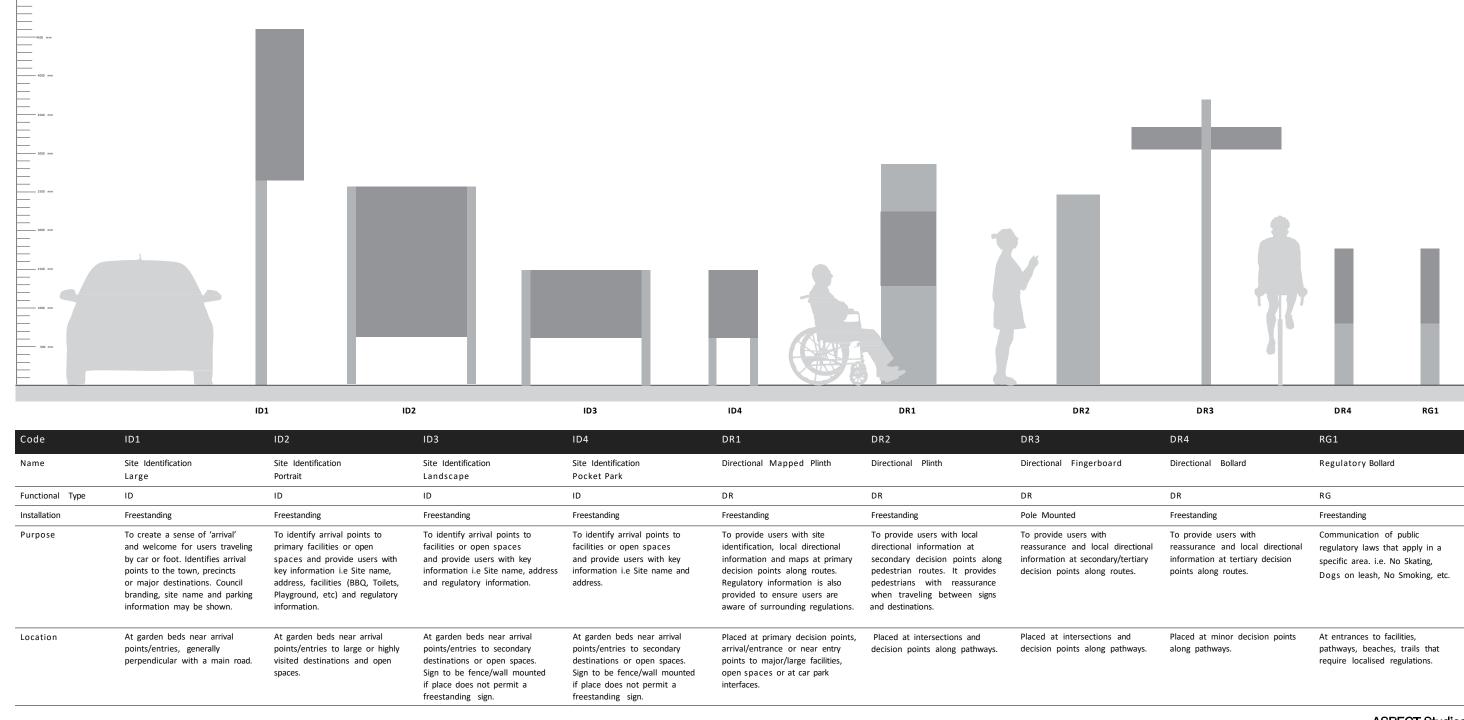
### Vehicular (Victoria Roads) Signage Overview



Code	VD1	VD2	VD3
Sign Name	Advance Directional Diagram*	Advance Directional*	Intersection Directional*
Functional Type	DR	DR	DR
Installation	Freestanding	Freestanding	Freestanding
Purpose	To promote LGA, major town centres, attractions and organisations that have a local presence.	To provide users with directional information prior to entering intersections to allow time for drivers to select routes. It should direct users to car parks or main destinations.	To confirm route and directions for users at intersections and guide them to key destinations.
Location	At main roads prior to entry points to LGA or town centres moderately or highly visited.	Prior to intersections and decision points.	Placed at road intersections.

<sup>\*</sup> Sign should be base on Australia Standards Tourist and Services Signs, refer to standard for placement principles and guidelines

## Wayfinding Signage Overview



## Visual Language and Components

#### **Surf Coast Shire Branding for Signage**

The Surf Coast Shire brandmark consists of two graphic elements: the word-mark and the graphic device. The mark is prevalent across the region and provides a memorable and consistent voice for the Council.

#### **Brandmark**

Both elements have been carefully crafted to be a unique mark. Neither should be modified in anyway. For the purposes of signage, use the reverse mono version.

#### Logo clear space usage

The diagrams below display the correct clearance area required for applications of the Surf Coast Shire brandmark.

#### Colour

If instances where the logo is to be applied onto coloured sections of the signage, the brandmark should use a single colour in all instances.

#### **Preferred variations for signage - Reverse Mono**



#### Logo usage - clear space



#### Monotone logo variation



#### Colour usage

















### **Typography Selection**

To support the creation of accessible content for people with vision impairment, it is important to use sans serif fonts and horizontal text that is left aligned, well spaced and of an appropriate size. Leading should be adequate, spacing between paragraphs generous and the use of ALL capitals, italics and underlining should be limited or eliminated.

#### **Primary: Real Head Pro**

A contemporary sans serif design, Real Head Pro is the primary typeface to be used. It is a timeless and legible font that is able to read at close and far distances.

#### Case

Wording on signs should all be in sentence or Title Case (as appropriate) for legibility.

#### Tracking

30 for main headings 10 for sub headings 10 for body text **Primary Typography** Real Head Pro



# **ABCDEFGHIJKLMNOPQRSTUVWXYZ** abcdefghijklmnopqrstuvwxyz

Weights Used: Bold

Medium

Light



ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Aa

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opgrstuvwxyz



ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

## **Colour Palette**

Colours for the Surf Coast Shire visual language have been carefully selected to support the brandmark and create a visual tone of voice.

The colour palette has been designed to create a dynamic and modern feel for the Council.

#### Please note:

When reproducing any artwork it is imperative that the colours are matched using the Pantone Colour Matching Guide. This will ensure consistency throughout all signage.

#### **Primary Colours**

SURF COAST Shire TEAL
PMS 3115 C
C100 M46 Y45 K19

WHITE PMS -CO MO YO KO BLACK
PMS NEUTRAL BLACK C
C40 M30 Y30 K100

#### **Secondary Colours**

COOL GRAY 11 PMS COOL GRAY 11C C48 M36 Y24 K66 SURF COAST Shire NAVY PMS 540 C C100 M80 Y38 K37 SURF COAST Shire AQUA PMS 3255 C C64 M0 Y32 K0 SURF COAST Shire CORAL PMS 7625 C C3 M84 Y81 K0

#### **Other Colours**

COUNCIL YELLOW PMS 740C CO M11 Y74 K4

Highlight colour for acknowledgment of country on wayfinding signage

### **Acceptable Colour Contrast** and Accessibility

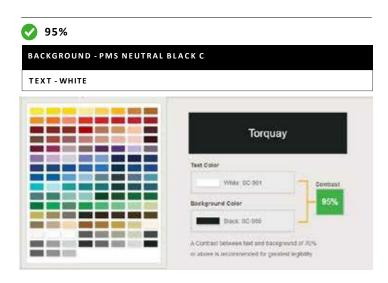
#### A key factor in choosing colours for outdoor signage is to ensure sufficient contrast between the foreground and background colours.

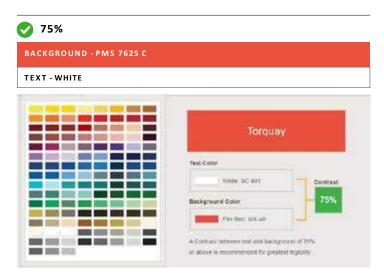
Each colour has a light reflective value (LRV) and contrast levels are measured by comparing the foreground and background LRV ratings. The acceptable stanard is 70% contrast, making signage more legible for persons with vision impairment.

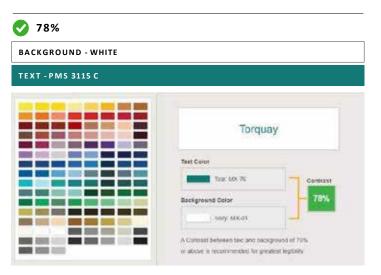
Generally this means that highlight colours need to be lighter in tone to achieve sufficient contrast with the background.

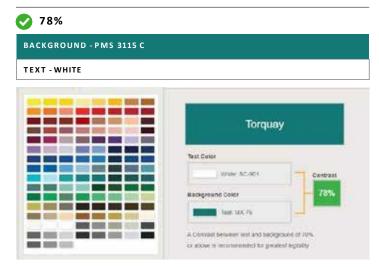
In order to maintain both consistency and legibility throughout a wayfinding system, it is important to ensure that these colour combinations remain consistent.

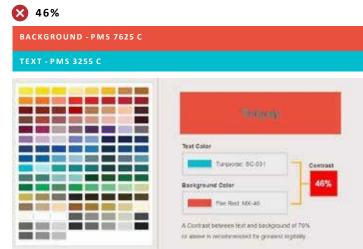
As part of the world's best practice signage and wayfinding system, Bristol Legible City, a number of tests were carried out on outdoor signage readability. The tests found that white text on a dark background is more readable at distance, and the use of lower case letters aids the recognition of words. Further to this, the Outdoor Advertising Institute in the U.S. has found reverse messages to be up to 40% more visible.

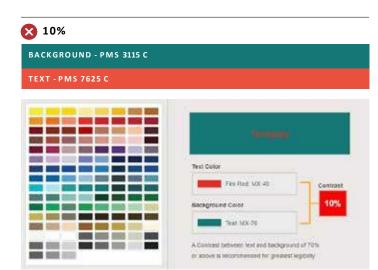












## Materials and Finishes

The materials palette provides a cost effective, durable and easily amendable system. It is envisaged that the palette of materials can be sourced locally mitigating delivery and supply issues.

Colours chosen achieve a high level of contrast and legibility to create a distinctive signage system.

#### **Materials Palette**







Used for vehicle & cyclist signage

REFLECTIVE VINYL

3M™ Scotchcal™



Paint over panels



Computer cut vinyl graphics



Protective clear coating (satin)



Anti-Graffiti / vandalism resistant clear coat laminate

### **Library of Pictograms**

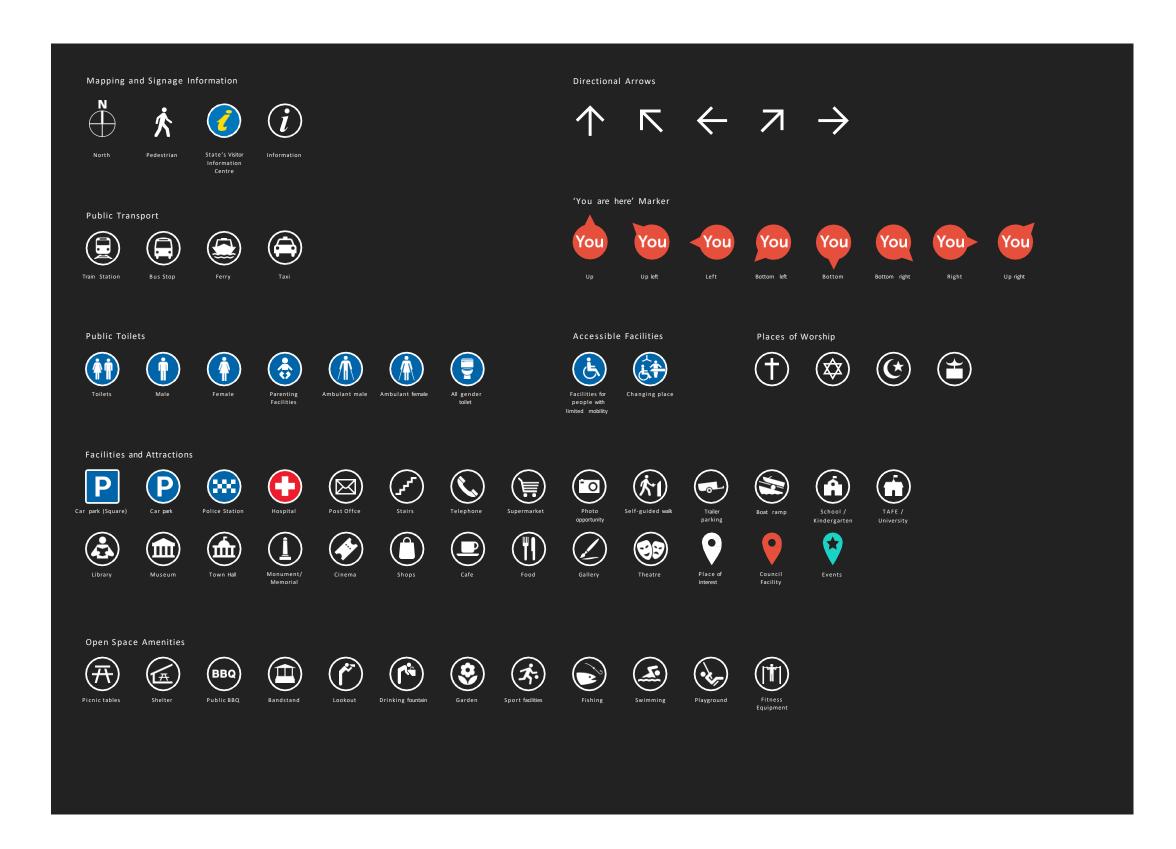
Pictograms communicate to the widest possible audience and eliminate language barriers by conveying a meaning through their pictorial resemblance to a physical object. They help to reduce unnecessary clutter and create consistency throughout all aspects of a signage system.

The following library of pictograms is in line with international standards and are to be used across all signage typologies and mapping in the municipality to identify commonly used facilities, hazards or to communicate expected behaviours in the area. When applied to signs they should be scaled proportionately to the desired size.

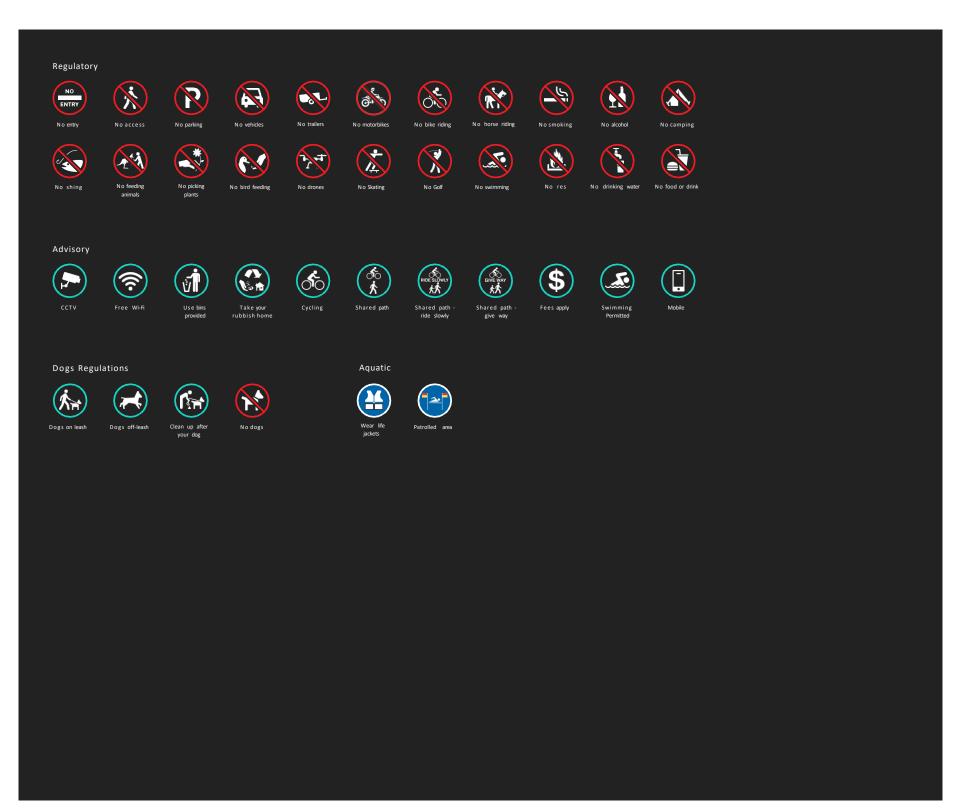
Additional symbols might need to be created in the future and they should be developed to have the same look and feel. They should generally be understood as stand-alone messages.

These designs comply with the following Standards:

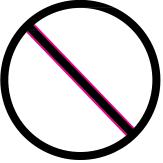
- ISO standards 7001: 2007
- AS 1319 Safety Signs for the Occupational Environment
- Society of Environmental Graphic Design (SEGD)
- AIGA the professional association for design
- National Park Service Icons 1982, USA



## **Library of Pictograms**







Ensure when creating new regulatory symbols that the same style is followed as in the library of pictograms.

Regulatory symbols should have an additional stroke on the symbol to create a separation between symbol and graphic.

## Signage Placement Principles

To aid accessibility and legibility for users of all abilities it is important to consider the following



#### Identify the areas where signage is needed

- Where would people need information? (i.e. where are the logical information or decision points on people's journey past or through the site? Or through the public space?).
- Where would people expect information? (People expect to see signs in busy areas, especially those with a lot of foot traffic, e.g. major intersections and local attractions).
- Will the key audience for the sign be people on foot, by bike or by motor vehicle? This affects the speed at which the signs will be viewed and by extension where the sign should be located.
- How would the sign and the information it supplies relate to other signs nearby? (i.e. existing signs and/or others being installed at the same time).
   Providing too much signage can be confusing for people.



#### Find the best location in those areas

Identify a position for the sign that will mean it is:

- Obvious to the audience and has a high visual impact but does not dominate the surrounding area.
- Free of visual obstruction for the sight-lines of your audience (e.g. for a sign with pedestrians as the audience, make sure that it can clearly be read from the nearby footpath).
- As clear as possible of unrelated signage (obsolete or redundant Council signage should be removed, but other signage e.g. local business etc. may still be present) that may detract from the information provided or lead to confusion.
- Situated at appropriate heights and locations to allow for users of varying abilities to approach and freely navigate to and around the signage (in some cases slight changes to the orientation may help avoid creating an obstacle without compromising the visibility of the sign).
- As clear as possible of physical obstructions like overhanging vegetation and street furniture.

#### **Factors to consider**

- Signage near pedestrian crossings and traffic lights need additional considerations to sight lines, pedestrian clearance, utility locations, wheelchair access, etc.
- Any signage installation near traffic and signals need considerations for risk to vehicles and crash impacts. Refer to RMS and AustRoads guidelines for siting of signs, setbacks and frangible construction. Frangible supports are to be used for all modular installations. Frangibility is multi-directional – no compromise for driver and pedestrian safety.

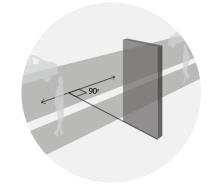


#### Determine the best orientation

The orientation and position of the sign should be based on the conditions at each site (e.g. path width, lighting, location of street furniture etc.) and the predominant direction(s) at which the sign would be approached. As explained above, slight changes to the orientation of the sign may help avoid creating an obstacle without compromising the visibility of the sign.

#### Factors to consider to optimise accessibility

- Position signs free of visual obstructions and in optimum sight lines that are free to access by foot, wheelchair or mobility scooter.
- Place wayfinding signage consistently at decision points to provide assurance to users.
- Over signing can be confusing and discouraging for users.
- Remove obsolete or redundant signage that may be misleading.
- An appropriately sited sign should be obvious but not dominant.



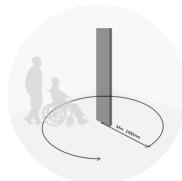
#### Plinths

Place perpendicular to user's sight and line of movement.



#### **Fingerboards**

At decision points in all intersections, parallel to user's line of movement towards destinations.



#### Clearance

Clear zone around information signage should be minimum 1400mm radius.

## Planning Signage Locations

Signage location and size should be considered carefully in the planning process to aid site navigation by users of all abilities.

When entering a new space, users will rely on their recognition of familiar experiences in similar environments to influence their decision making behaviour.

During every journey a user will come to a point where they need to decide on the next direction for their journey. This is called a decision point.

A good wayfinding system should indicate, at every decision point, where to go next to reach the destination.

#### **Pedestrians**

Key placement principles for pedestrian signage:

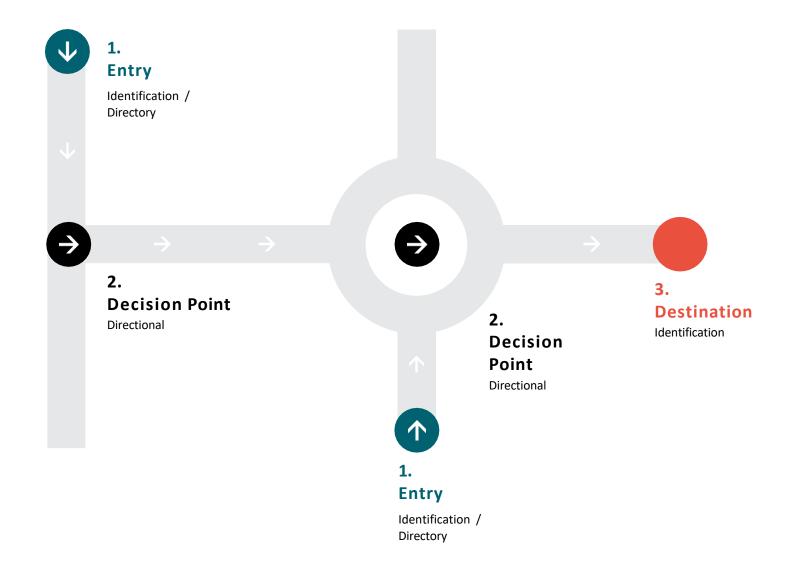
- Mapped plinths with 500m maps should be placed at key decision points or high traffic routes (i.e. Transit hubs, central market, retail precincts, carpark interfaces, etc).
- Mapped plinths should be placed at intervals that provide an overlap with other corresponding maps.
- Multi-directional signage should be provided at key route decision points.
- Consistent and predictable placement of all signage to build assurance for users.
- Co-locate signs to existing street infrastructure where possible to mitigate visual and physical clutter.
- Use appropriate scaled signage where space is an issue (eg. surface graphics, co-located panels).

#### **Cyclists**

Cyclists generally prefer not to stop, are traveling at faster speeds and need to make decisions quicker than a pedestrian.

These factors inform the placement, type, size and amount of information displayed on cyclist signage including:

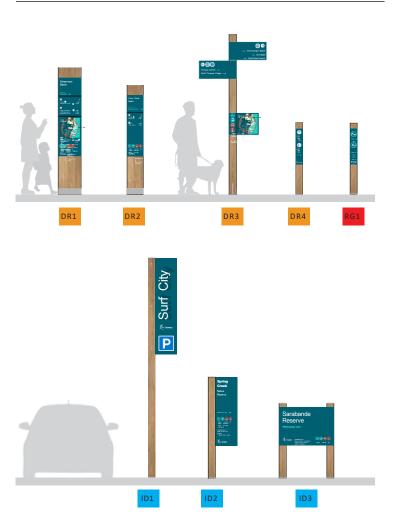
- Larger text size and directional arrow.
- Colour blue as a distinct cyclist identifier.
- Time and distance information.
- Overly simplified maps to illustrate upcoming changes in the route or complex intersections.
- On traffic lights or intersections where cyclist might be required to stop and wait, they can benefit from surface graphics with directional information.
- Bike routes identification signs.
- Siting signage to allow cyclists ample time for decision making at speed. This could take the form of midblock directional signage placed before arriving at an intersection.

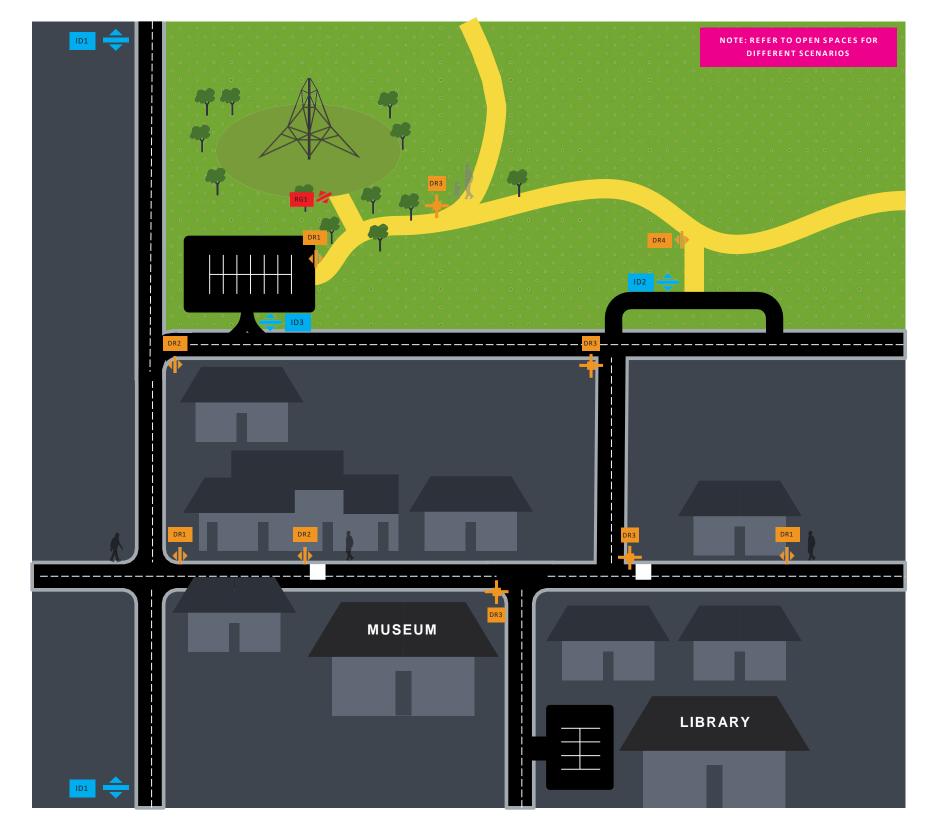


#### **Activity Centre Placement Scenario**

The following diagram represents a typical scenario involving an activity centre and provides a visual guide of signage typologies and placement in-situ when creating a signage plan.

#### Signage Suite

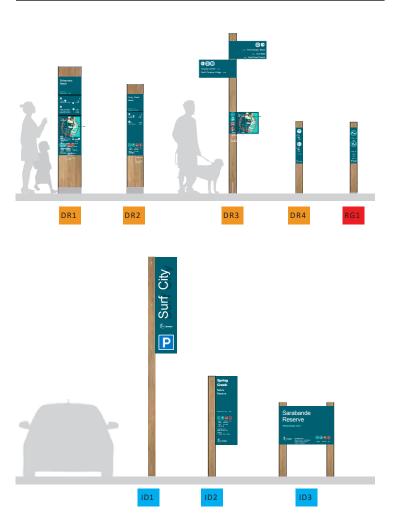


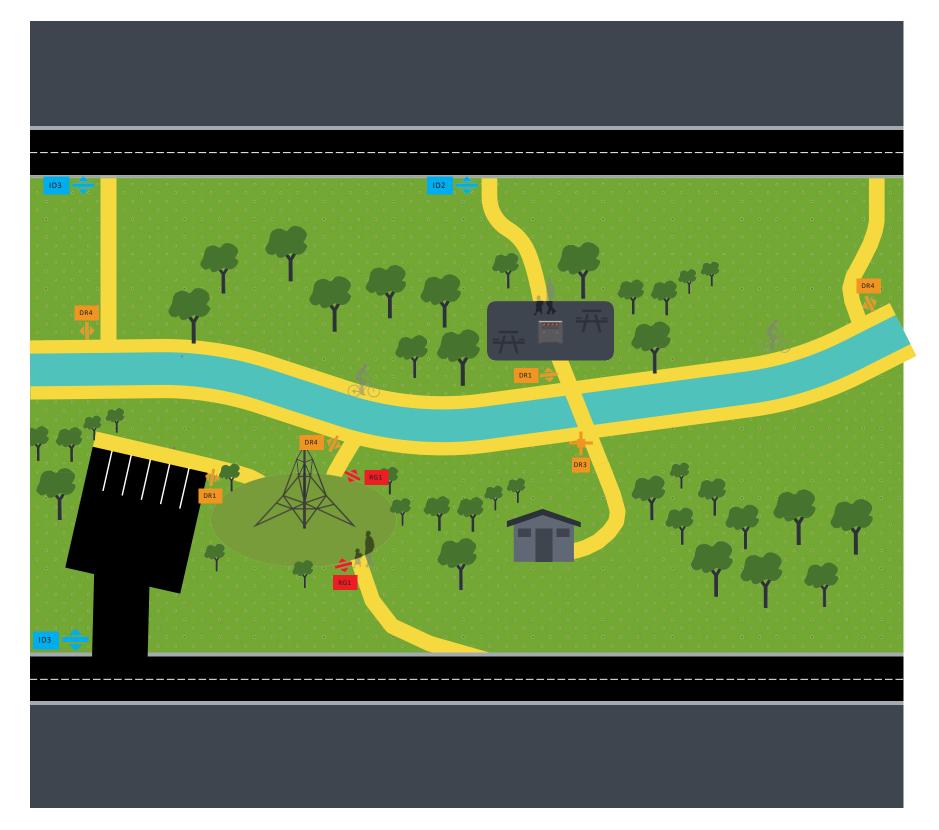


#### **Open Space Placement Scenario**

The following diagram represents a typical scenario involving an open space reserve and provides a visual guide of signage typologies and placement in-situ when creating a signage plan.

#### Signage Suite





## Signage Installation and Maintenance

Installation should be undertaken by an appropriately qualified contractor or internal staff member if possible. Site conditions will have an impact on the installation and fabrication of signage and it is therefore necessary to identify these issues during the planning phase.

#### Prior to installation please ensure

- Footing and construction details have been reviewed.
- All potential services have been identified.
- A 'Dial Before you Dig' has been undertaken to identify any potential underground services.
- Installation method and approach is appropriate for the site conditions.
- Sign locations do not negatively impact on the heritage or cultural environment.
- The sign is located within the site boundary.
- The sign locations are accurately identified and correspond to an approved sign plan.
- Work health and safety measures are adhered to.
- A traffic and pedestrian management plan has been developed.

#### **During installation please ensure**

- The site is cleaned and free of excess materials.
- The site is restored and re-mediated if necessary.
- The signage has not been damaged during installation.
- The traffic and pedestrian management plan is followed.

#### Materiality, Finishes & Fixings

 Signage materials, finishes and fixings have been developed to provide a easily build-able, durable and long lived system. This has a number of sustainability outcomes in minimising maintenance and a kit-of-parts approach that minimises replacement costs.

#### **Transportation**

- Ensure delivery of new signage from fabricators is undertaken with the utmost care to avoid damage.
- New signage should be bubble wrapped or similarly protected to avoid dents and scratches.
- Check all new signs on delivery to ensure no damage was incurred in transit.

#### Storage

- Signage should be stored in a safe place prior to installation and not laid flat where panels can be damaged.
- Ensure all protective coatings have been applied as per the manufacturers specifications.

#### Site safety

When constructing and installing signs the appropriate health and safety measures need to be taken. Consider the following when constructing or installing signs:

- Slip and trip hazards to installers and the general public from; hoses, cables, leads running on the ground.
- Working on or near sources of electricity, including hidden cables behind walls; using electrical equipment.
- Falling objects or falling from a height.
- Hazardous noise levels.
- Environmental conditions e.g. wind, dust, rain.
- Hazardous chemicals e.g. solvents, adhesives.
- Manual handling: Types of postures and force required to install the sign.
- Ensure all relevant traffic and pedestrian safety requirements are in place during installation to avoid falls and injuries.
- Remember that a sign itself may be a hazard.
   Place signs so that they do not obscure hazards or distract the viewer during hazardous situations.
- Wear personal protective equipment (PPE) during installation e.g. gloves, dust mask, highvisibility vest, helmet, safety glasses, steel cap boots, ear plugs etc.
- Staff are suitably trained or supervised when using machinery e.g. auger, bench saw etc.

#### Maintenance

Maintenance needs to be part of the operational staff overall program as signs require regular inspections and upkeep.

A regular inspection program should look for:

- Signage that has been removed, tampered with or vandalised.
- The relevance of information. Things change, so signage should reflect the changes that happen and be up-to-date and relevant.
- Signage is functioning as it was originally intended
- The condition of the finishes and materials.
- The presence of any obstructions.
- All fixings are tight and present.

Signage should be repaired as soon as possible as it may impact on the continuity of surrounding wayfinding signs. The design of the new signage must follow this guide.

#### **Asset Management**

Consider applying a code or sticker with a unique identifier to aid in better asset management and identification. This could be part of the councils GIS asset management database.

Section 4

Draft Signage Concept Designs

## Draft Signage Concept Designs

The proposed new signage system will better connect significant precincts of Surf City / Baines Crescent, Bells Street, Torquay North and natural assets being the foreshore, Taylor Park and the Surf Coast Walk, while improving connections across the Township to help local residents and visitors to navigate wayfinding and encourage them to turn off the Surf Coast Highway.

Current global trends and best practice principles in wayfinding signage design, along with benchmarking and key stakeholder input, have been used to support the proposed signage system and designs.

In addition to responding to the signage principles and objectives, the following key recommendations for improving the wayfinding throughout Torquay have also been considered, with a view to:

- Create a better sense of arrival that ties into Torquay's character and the Shire's Branding. Keep text or messaging such as 'the home of Australian surfing / The start of the Great Ocean Road'. This sets the tone of the Town.
- Work with Wadawurrung Traditional Owners to incorporate dual language place names and/or Welcome to Country wording, artwork and/or elements on gateways and identification signs.
- Create a consistent information layout hierarchy that is used across all typologies.
- Use bespoke materials to develop a better sense of character.
- Ensure colours used are above the recommended 70% LRV value (acceptable colour contrast and accessibility).
- Use best practice principles for outdoor signage, and
- Reduce clutter across the signage landscape.

The following pages outline the proposed signage system and two concept design options ready for community consultation.

The two design options are:

- 1. Colour Option 1: Charcoal Base
- 2. Colour Option 2: Aqua Base



## Proposed Signage System for Torquay



Code	ID1	ID2	ID3	ID4	DR1	DR2	DR3	DR4	RG1
Name	Site Identification Large	Site Identification Portrait	Site Identification Landscape	Site Identification Pocket Park	Directional Mapped Plinth	Directional Plinth	Directional Fingerboard	Directional Bollard	Regulatory Bollard
Functional Type	ID	ID	ID	ID	DR	DR	DR	DR	RG
Installation	Freestanding	Freestanding	Freestanding	Freestanding	Freestanding	Freestanding	Pole Mounted	Freestanding	Freestanding
Purpose	To create a sense of 'arrival' and welcome for users traveling by car or foot. Identifies arrival points to the town, precincts or major destinations. Council branding, site name and parking information may be shown.	To identify arrival points to primary facilities or open spaces and provide users with key information i.e Site name, address, facilities (BBQ, Toilets, Playground, etc) and regulatory information.	To identify arrival points to facilities or open spaces and provide users with key information i.e Site name, address and regulatory information.	To identify arrival points to facilities or open spaces and provide users with key information i.e Site name and address.	To provide users with site identification, local directional information and maps at primary decision points along routes. Regulatory information is also provided to ensure users are aware of surrounding regulations.	To provide users with local directional information at secondary decision points along pedestrian routes. It provides pedestrians with reassurance when traveling between signs and destinations.	To provide users with reassurance and local directional information at secondary/tertiary decision points along routes.	To provide users with reassurance and local directional information at tertiary decision points along routes.	Communication of public regulatory laws that apply in a specific area. i.e. No Skating, Dogs on leash, No Smoking, etc.
Location	At garden beds near arrival points/entries, generally perpendicular with a main road.	At garden beds near arrival points/entries to large or highly visited destinations and open spaces.	At garden beds near arrival points/entries to secondary destinations or open spaces. Sign to be fence/wall mounted if place does not permit a freestanding sign.	At garden beds near arrival points/entries to secondary destinations or open spaces. Sign to be fence/wall mounted if place does not permit a freestanding sign.	Placed at primary decision points, arrival/entrance or near entry points to major/large facilities, open spaces or at car park interfaces.	Placed at intersections and decision points along pathways.	Placed at intersections and decision points along pathways.	Placed at minor decision points along pathways.	At entrances to facilities, pathways, beaches, trails that require localised regulations.

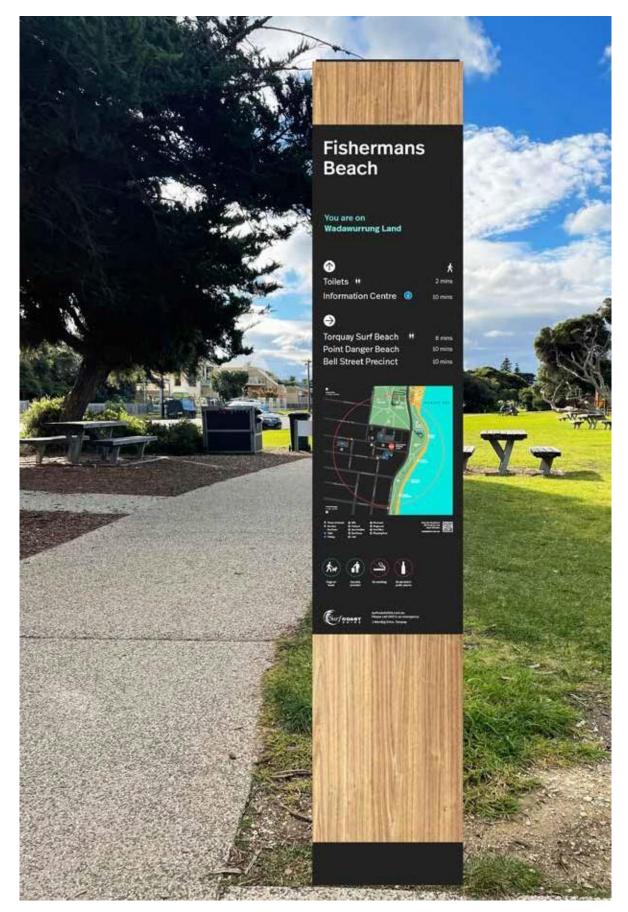
### Colour Option 1: Charcoal Base











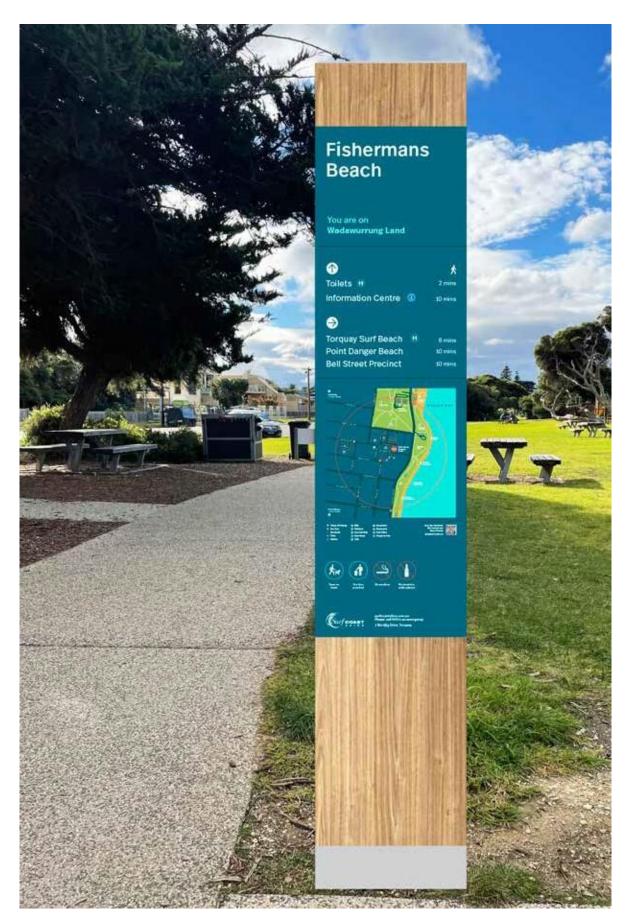
### Colour Option 2: Aqua Base









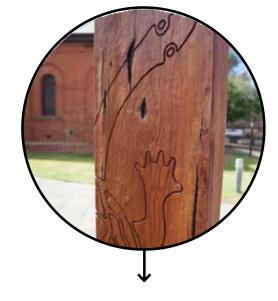


## Signage Pattern and Artwork Integration

There is an opportunity to incorporate patternation into the signage. Some indicative examples have been shown using either patternation etched into the timber option or customised perforation into aluminium.

Note: All artwork and patterns shown are indicative only. Further design development in consultation with Traditional Owners would be needed for this chosen direction.



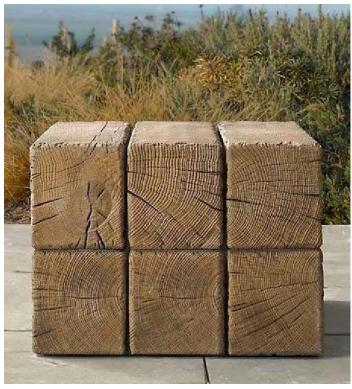




◀ Etched artwork into timber panels. Artwork has the opportunity to be a motif, pattern or local Aboriginal and Torres Strait Islander art

## Signage Concept Benchmarking and Inspiration

















Section 5

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**Next Steps** 

### **Next Steps**

We would like to hear from our community on the proposed designs to help us deliver a comprehensive and co-ordinated wayfinding signage system that creates greater connectivity, walk-ability and legibility for Torquay (residents, businesses and visitors).

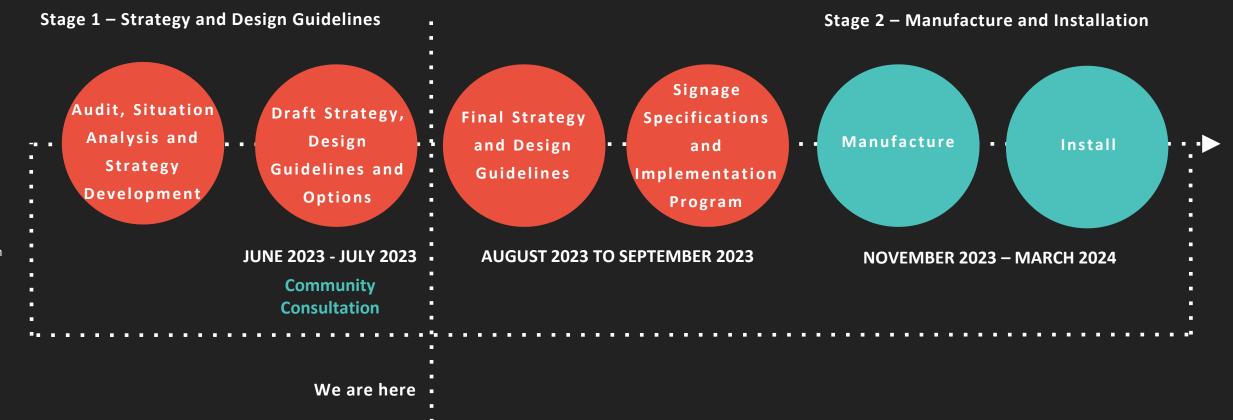
#### **Have Your Say**

The Draft Strategy, Design Guidelines and Design Options are now ready for community consultation.

Have your say on the proposed signage system and draft concept designs for wayfinding in Torquay, specifically considering proposed colours, materials, branding options and signage features.

Following community engagement, a final Wayfinding Signage Strategy and Design Guidelines (including specifications) will be developed along with a prioritised implementation program, ready for Stage 2 – Manufacture and installation.

In the future Officers will explore the opportunity to apply the strategy and guidelines to other townships across the Shire.



### **Reference Documents**

There are number of relevant planning documents that were reviewed and considered in the development of this strategy, in no particular order, include (but not limited to):

- Torquay Town Centre Project Urban Design Framework, 2017
- Surf Coast Shire Branding Style Guides, 2017
- Surf Coast Safer Cycling Strategy 2022-2027, 2022
- Great Ocean Road Regional Trail Management Strategy, GORCPA, 2023 – under development
- Communication & Community Engagement Plan 2019-2021.
- Accessible & Inclusive Surf Coast Shire 2014 2024.
- Victorian Infrastructure Plan
- G21 Regional Growth Plan
- Victoria in Future 2019
- Victorian Five Year Plans
- Victorian Active Living Plan 2019-2023
- Victorian Cycling Strategy 21018-2028
- All related Australian standards
- Universal Design Principles
- Crime Prevention Through Environmental Design Principles (CEPTD)
- Related environmental sustainability practices
- You Are Here: A Guide to Developing Pedestrian Wayfinding, Department of Transport Victoria

- Surf Coast Shire Council Plan
- Surf Coast Shire Open Space Strategy (Under Review)
- Surf Coast Shire Pathway Strategy (Under Review)
- Surf Coast Shire Style Guide 2017
- Surf Coast Shire Signage Policy
- Other relevant Acts and Regulations or documents.