

Nelson Bay Public Realm Wayfinding and Signage Design

WAYFINDING STRATEGY AND CONCEPT DESIGN
June 2019



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Supported by the



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Introduction

The wayfinding strategy report is based on our initial client and community meetings and site investigations. It is intended to demonstrate our understanding of the project needs and opportunities and propose strategic wayfinding and interpretation solutions for Nelson Bay Town Centre. Following feedback from this report, the design standards will be further developed.

Key design objectives for Wayfinding and interpretation signage design from the project brief are –

- relate to the built environment and help define the character and sense of place for Nelson Bay
- connect key precincts such as the town centre and the waterfront
- promote tourist information at key locations within the town centre and the foreshore
- provide directions with walking times to popular destinations including beyond Nelson Bay
- improved vehicular directional signage to car parks and key destinations
- direct traffic to Shoal Bay along Dowling Street
- interpretation signage that is educational and recognise ecology, indigenous and non-indigenous history
- be sustainable, safe and easily maintained



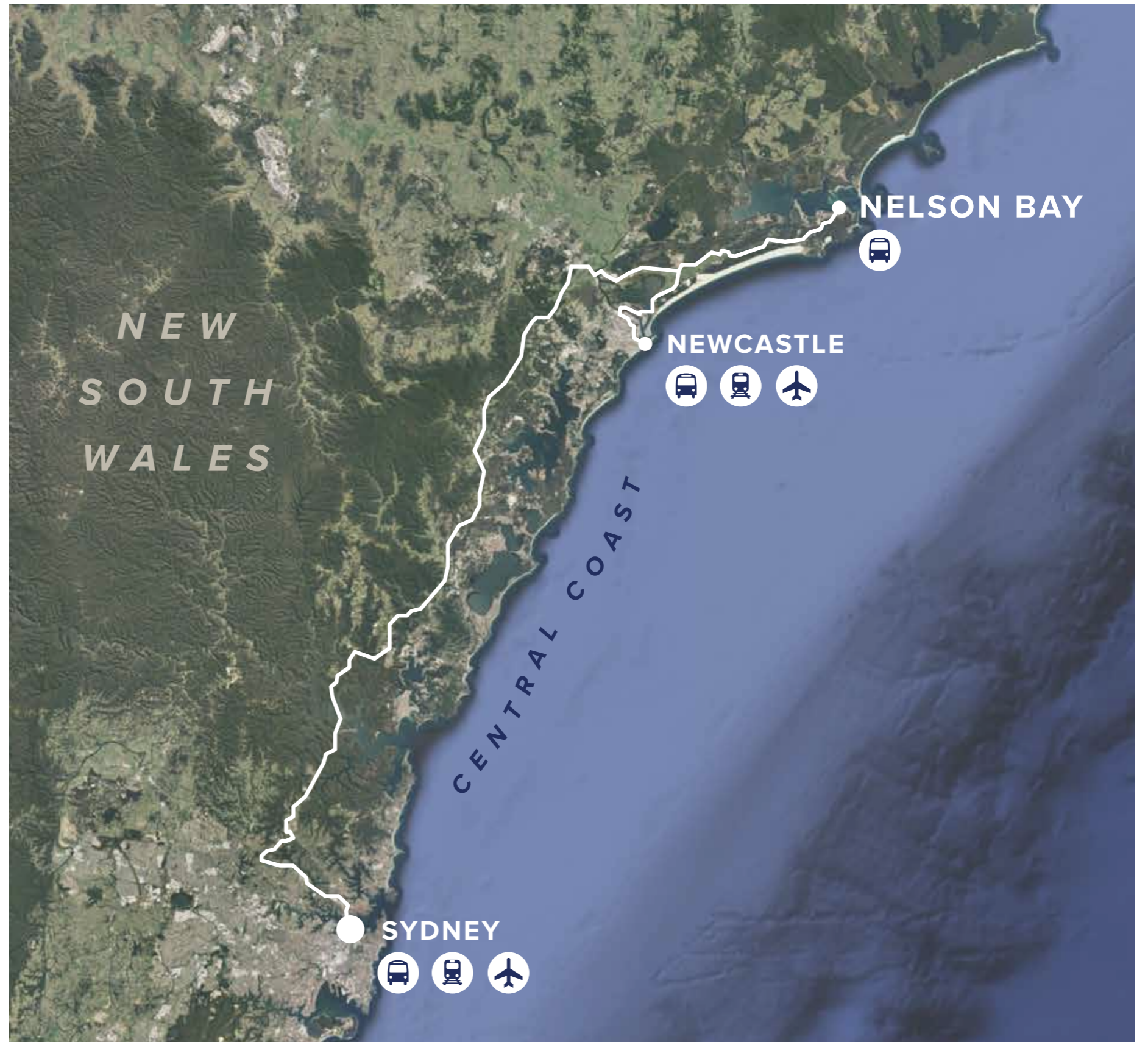
Context

Nelson Bay is a suburb and major town in the Port Stephens local government area in the Hunter Region of New South Wales.

It is 60kms from Newcastle and 200kms from Sydney.

It has population of approximately 5,500.

It is easily accessed by road, public and commercial transport services.

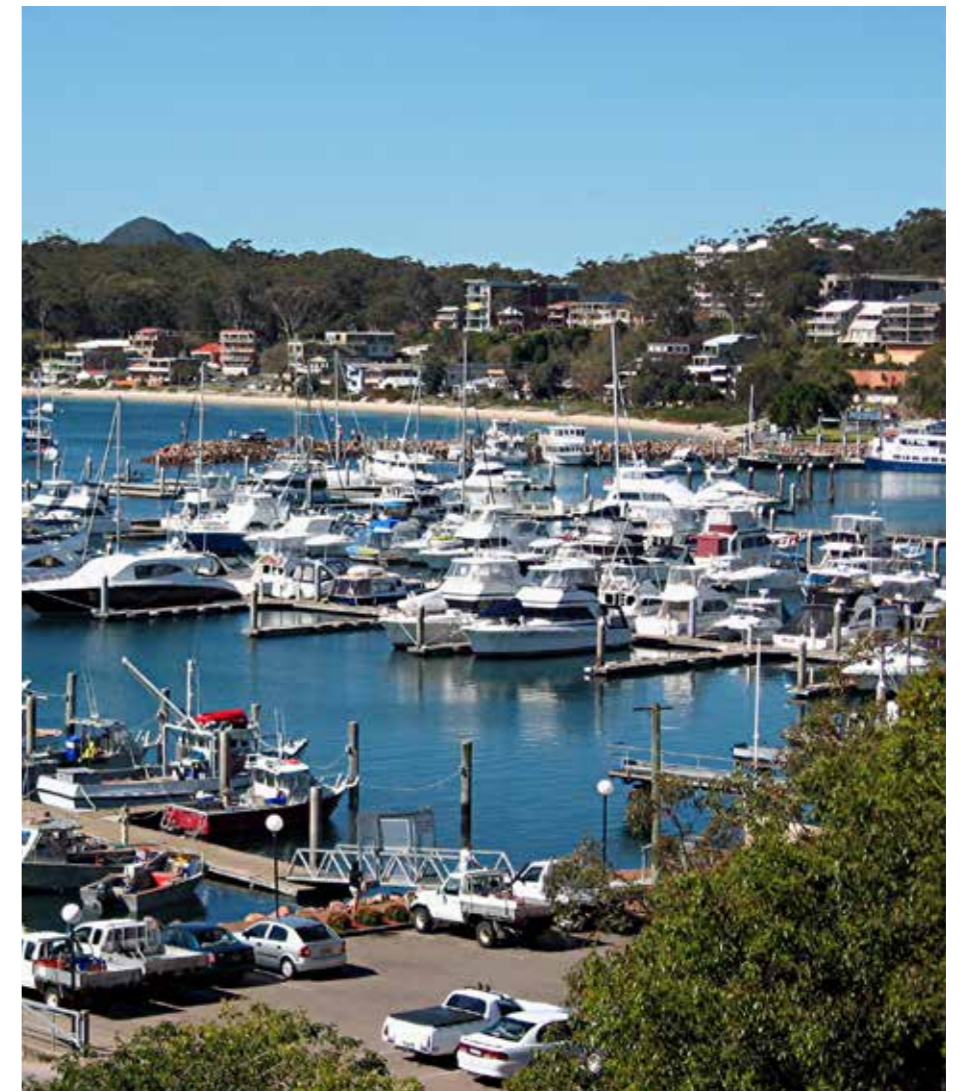


Character

Situated among a collection of picturesque estuarine and marine bays and beaches, Nelson Bay has long been a destination for a holiday or retirement.

With its recent growth in popularity, the coastal fishing village "treads a sensible line between tourism and charm".

The town centre sports a large marina in the bay, waterfront walkways and restaurants that specialise in fresh local produce and seafood.



Charm

Bounded by an array of bay and ocean beaches that host significant aquatic recreation facilities, Nelson Bay is a friendly, community-driven town where you will more than likely be greeted with a heartfelt “Good morning” before noon.

Nelson Bay's appeal lies in its unspoilt beaches, and myriad of water activities for young and old including –

- fishing,
- surfing for all abilities,
- snorkelling and diving,
- Dolphin Cruises and
- Whale Watching.










Beyond Nelson Bay

- Toboggan Hill Park, Gan Gan Lookout and Nelson Bay Lighthouse are short walks from the town centre.
- Stockton Sand Dunes is the perfect location for 4WD driving, quad biking, sand boarding and camel beach rides.
- Broughton Island and 'Looking Glass', located just north of Nelson Bay, as well as Fly Point aquatic reserve host prolific, local marine life that can be observed by snorkelling and scuba diving.
- Tomaree and Worimi National Parks, are home to hiking and walking trails, Fort Tomaree and historic gun emplacements.
- The Hunter Valley, Australia's oldest wine region, is the backyard to Port Stephens and Nelson Bay's waterfront.



Nelson Bay Destinations

Key destinations and services that are to be included in the wayfinding system in directions and maps.

Site Identification	Nelson Bay						
Precinct Identification	Foreshore		Town Centre				
Primary Destinations	Information Centre Nelson Bay Apex Park Nelson Bay Foreshore Reserve D'Albora Marina Laidler Walk Reserve		Post Office Places of Worship Education Facilities Community College				
Secondary Destinations	 Toilets	 Car Parks	 BBQ's	 Playground	 Nelson Bay War Memorial	 Bus Stops Donald Street Government Road Magnus Street	 Ferry Terminal
Car Parks	Donald Street	Government Road	Victoria Parade	Yacaba Street			
Beyond Nelson Bay	Port Stephens Shoal Bay Fingal Bay Salamanda Bay	Tomaree National Park Worimi National Park Tobboggan Hill Park	Gan Gan Lookout Nelson Bay Lighthouse Fly Point				

Vehicular Circulation

Gateways and Vehicular Directional Signage

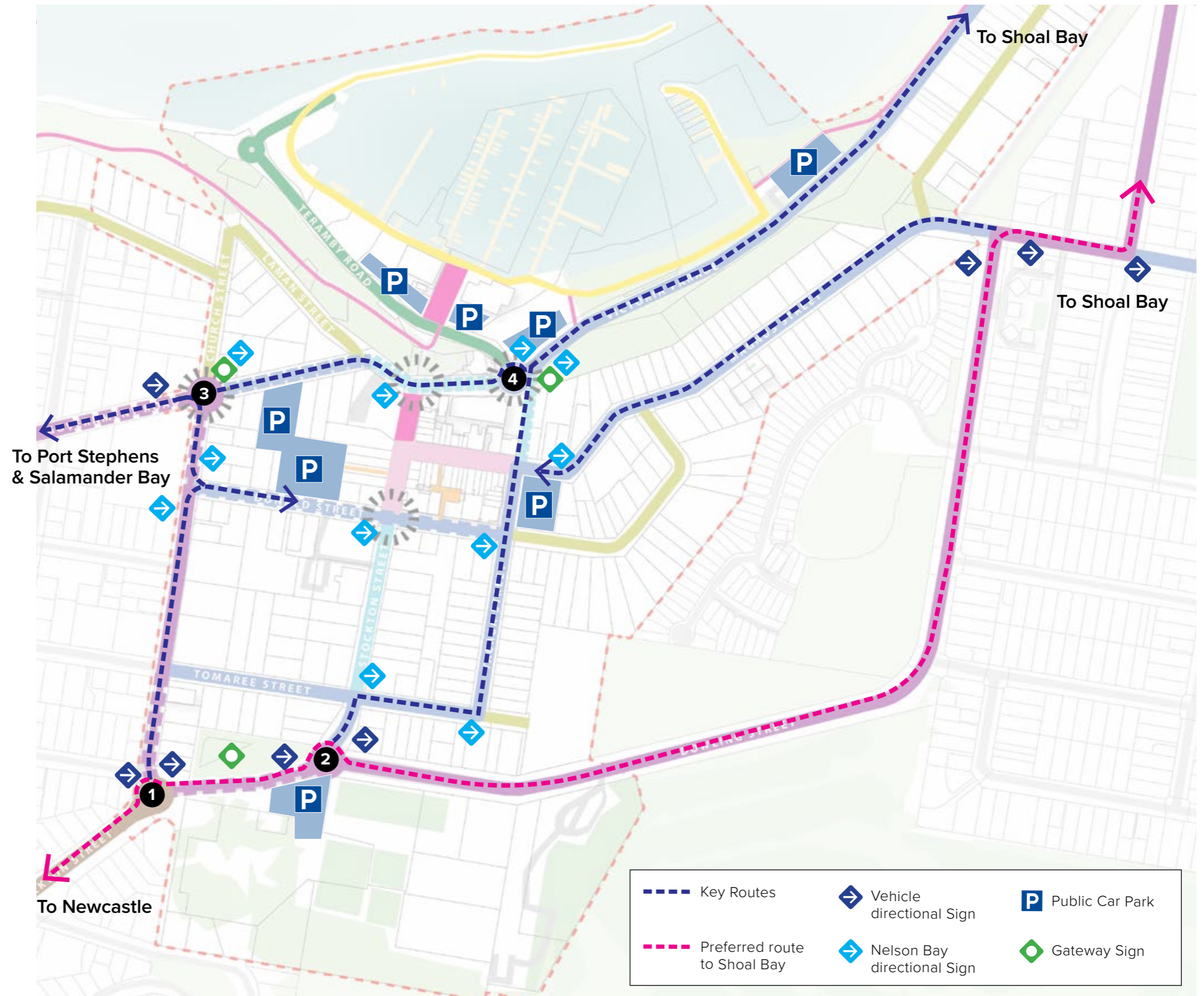
Shown in this plan are the primary vehicular routes proposed to travel into and bypass the Town Centre. This is intended to be achieved through standard traffic control (MUTCD) signage as well as bespoke vehicular directional signs that form part of the Town Centre signage suite.

In particular, traffic to Shoal Bay and Fingal Bay is directed to travel around the Town Centre on Dowling Street.

The proposed Gateway locations are shown on the plan with intersections one and two forming the primary gateway and intersections three and four as secondary gateways.

The final plan for all vehicular and Town Centre directional signs can be finalised based on confirmation of all traffic routes. The new and modified traffic control (MUTCD) signage will need to be assessed and planned by a traffic consultant.

Note: Concept only – final design subject to technical design considerations, detailed investigation of services and relevant approvals.



Gateway Location

Vehicular Arrival

1. Stockton and Church Streets
2. Stockton and Dowling Streets

Proposed strategy

These two intersections, with the adjoining parkland are to provide vehicular traffic directions in line with the recent traffic plan as well as create a Nelson Bay gateway threshold.

Traffic Control Signage

Update existing traffic control signs to show desired vehicle flows to Shoal Bay and Nelson Bay at both intersections as shown.

Confirm if left directions to Nelson Bay Parking only is appropriate at Stockton and Church Streets.

Gateway Threshold

The Gateway Threshold to include Nelson Bay announcement, other elements and possible public art on the park edge and be visible from Stockton and Church intersection.

Note: Concept only – final design subject to technical design considerations, detailed investigation of services and relevant approvals.



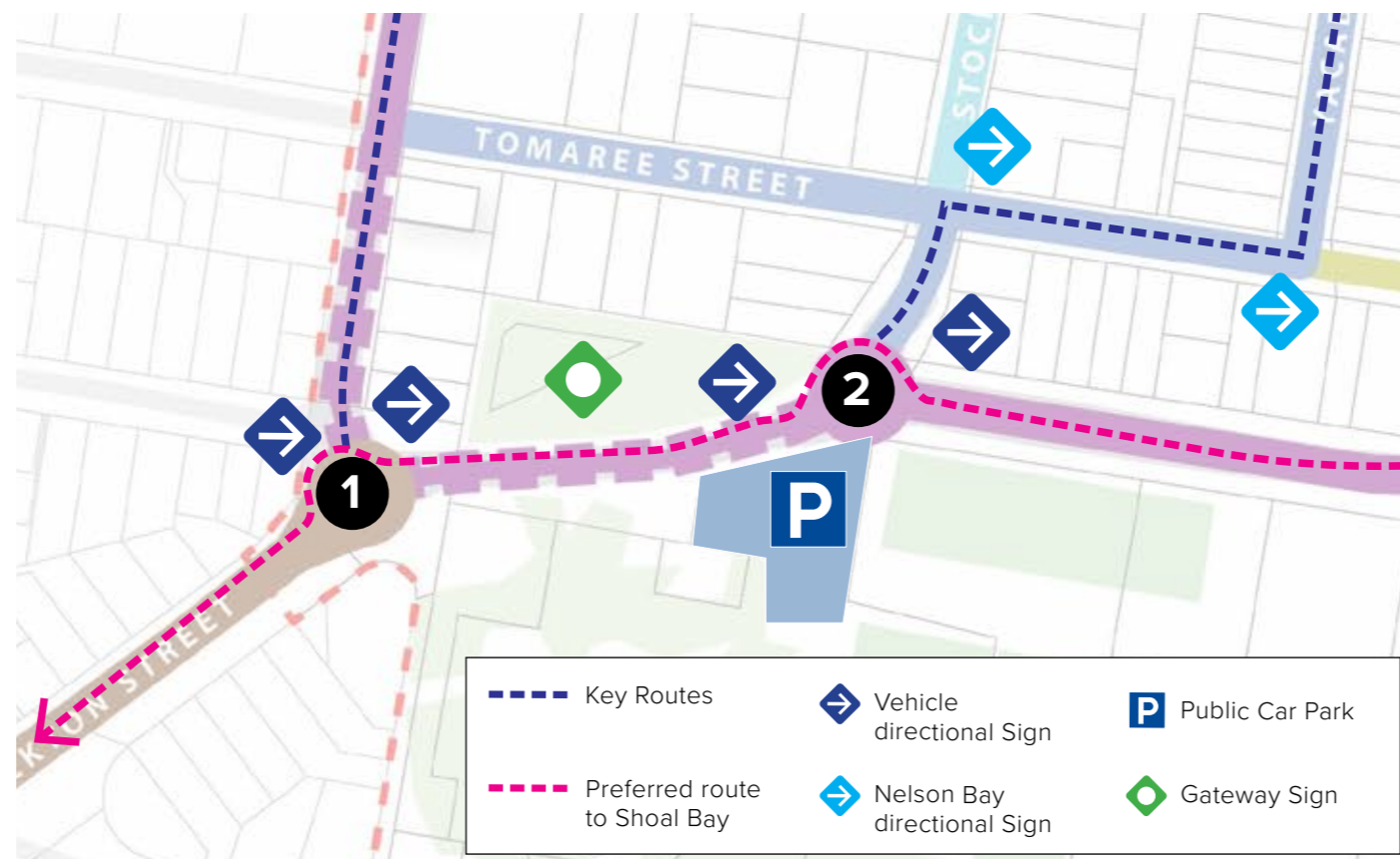
Approaching Stockton St roundabout.



Right on roundabout towards Shoal and Fingal Bays.



Stockton St after roundabout. Possible gateway on left.



Proposed MUTCD signage.



To be updated MUTCD signage.



Suggest removing this sign.



Existing approaching MUTCD signage.

Gateway Location

Vehicular Arrival

- 3. Church Street and Government Road
- 4. Victoria Parade and Government Road

Proposed strategy

This intersection is considered as a Gateway Threshold into Nelson Bay. There is limited public land to introduce a gateway statement in this area.

Car Park Directional

Directional signs to car parks can form part of the Nelson Bay signage suite rather than apply traffic control (MUTCD) sign types. Placement of these signs will still require coordination and approvals within Council and RMS.

Note: Concept only – final design subject to technical design considerations, detailed investigation of services and relevant approvals.



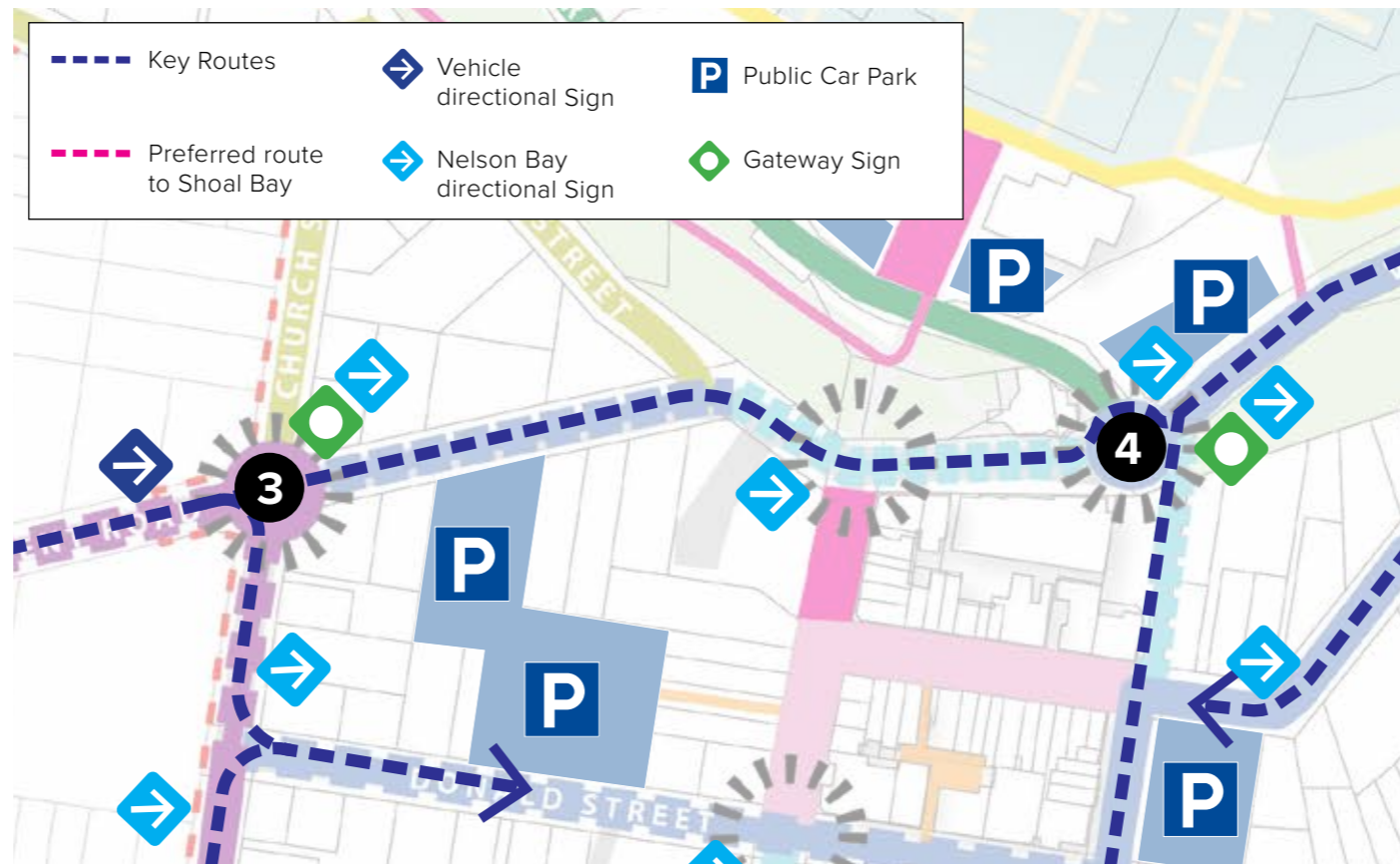
MUTCD directional sign on left



Church St roundabout ahead



Proposed gateway location



Indicative gateway and directional signage.



Existing approaching MUTCD signage.



Proposed approaching MUTCD signage.



Indicative parking directional signage.

Pedestrian Circulation

High level pedestrian circulation and proposed sign locations are shown. This plan will develop as the Public Domain Plan is developed. Information and mapping and directional signs are used together to form a network of information across the Town Centre. Locations for information and mapping signs are proposed in central gathering areas within the Town Centre. Directional signs should be placed at high public traffic intersections and pathways around the Town Centre and Foreshore.

Note: Concept only – final design subject to technical design considerations, detailed investigation of services and relevant approvals.



Marine Culture



Colour Studies

The colour palette developed for Nelson Bay draws from the area's rich marine culture. By focusing on the ocean life, the palette is authentic to place.



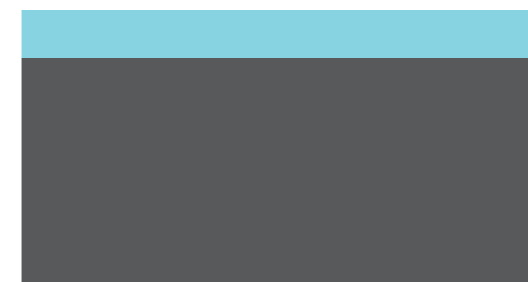
Port Stephens Logo Colours



Plimsoll Line

Above and Below the Line

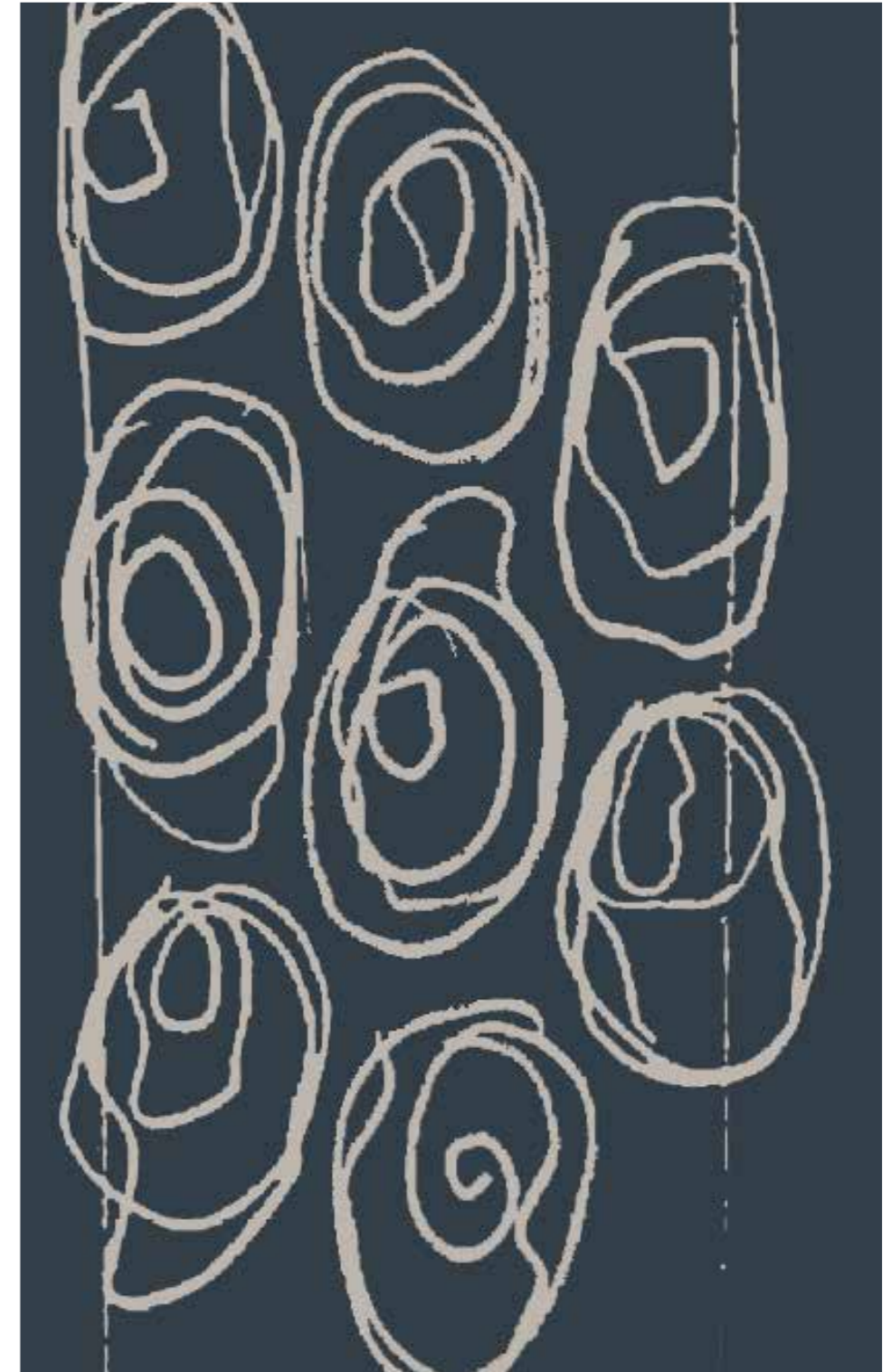
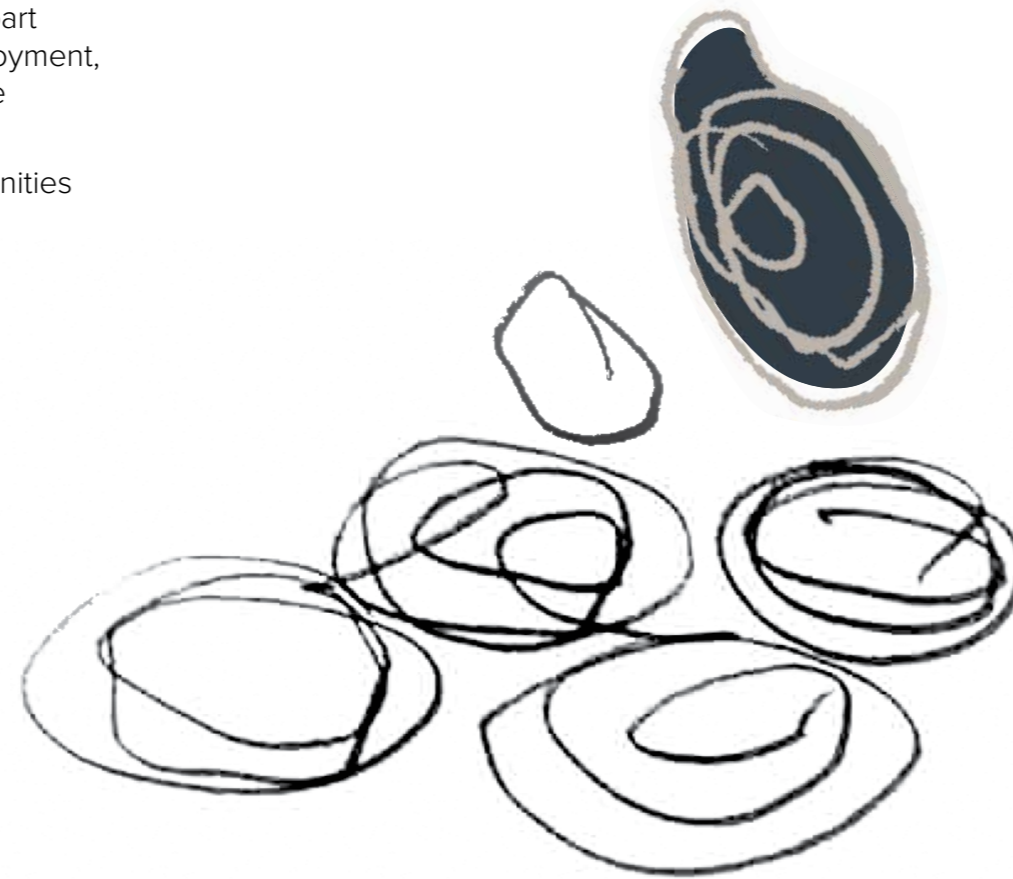
Referencing the fishing and marine culture of the area, the Plimsoll Line used on a boat's hull has been explored as a graphic device to organise information and build authentic identity.



The Oyster

The NSW north coast oyster industry is an integral part of the fabric of coastal communities providing employment, sustainable seafood and is a watchdog for estuarine water quality.

This distinctive shapes and colours provide opportunities to be applied to the visual language of the graphics and signage.



Universal Pictograms

Universal pictograms are legible and understandable for all users and visitors. There is a range of general, water and marine related, and regulatory pictograms that will be used throughout the Wayfinding system.

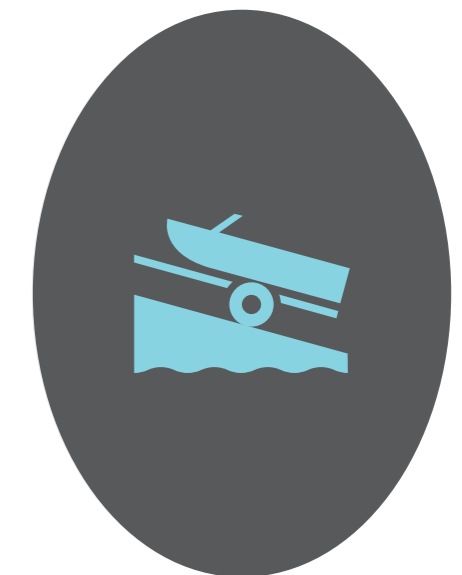
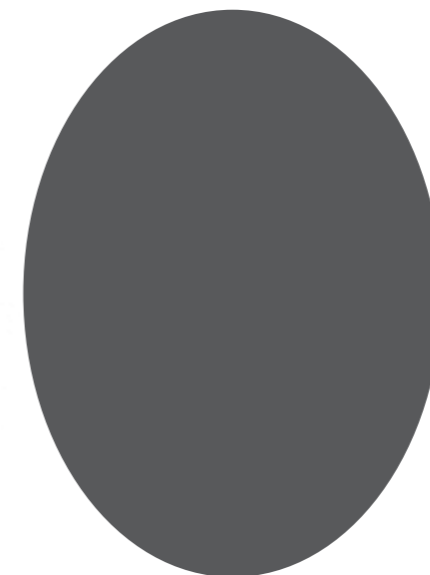
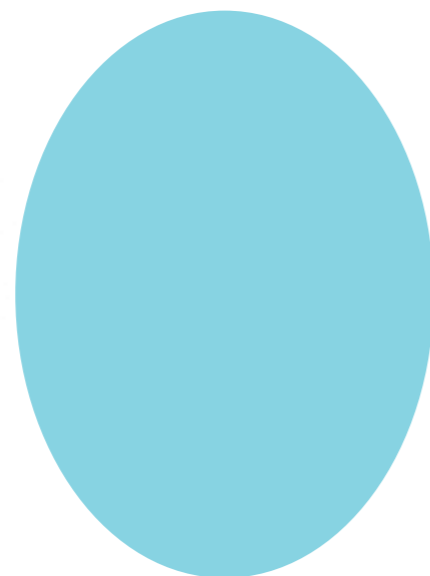
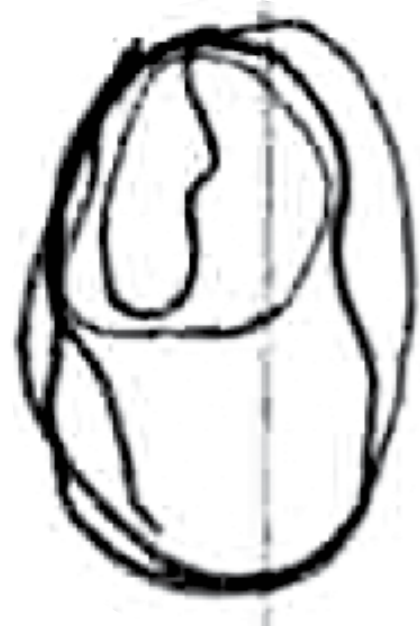
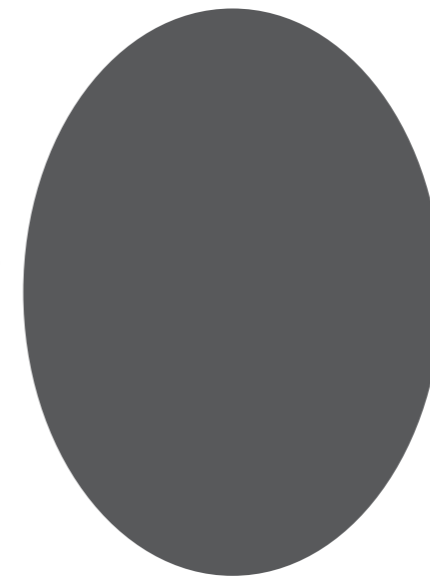
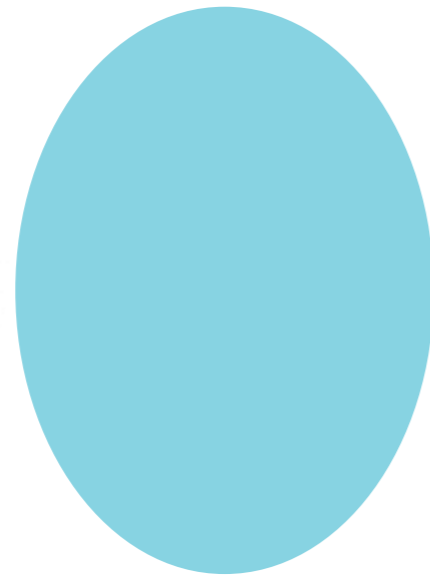
The pictograms can be used to demonstrate the specific marine recreational activities of Nelsons Bay and the surrounding areas – boating, fishing, walking, whale watching, sight-seeing and lookouts, etc.

Pictograms provide readily recognisable information to support text. They work on their own and more importantly communicate with non-English speaking user groups.



Bespoke Pictograms

There is opportunity to create a sense of place and character through the use of organic forms inspired by the oyster shell.



Typography

Arial and Helvetcia are highly-legible, geometric sans serif fonts that are very well suited as a display text and for destination messaging across a Wayfinding system.

The typeface reflects the charming and laid back character of Nelson Bay.

It captures characteristics of marine life through its fluid form – a and 8 – and hook-like elements expressed in the tails of y, k and l.

Numerals are clear and easy to read.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

a k l y 8

Nelson Bay

Primary Message - Site Identification

FORESHORE
TOWN CENTRE

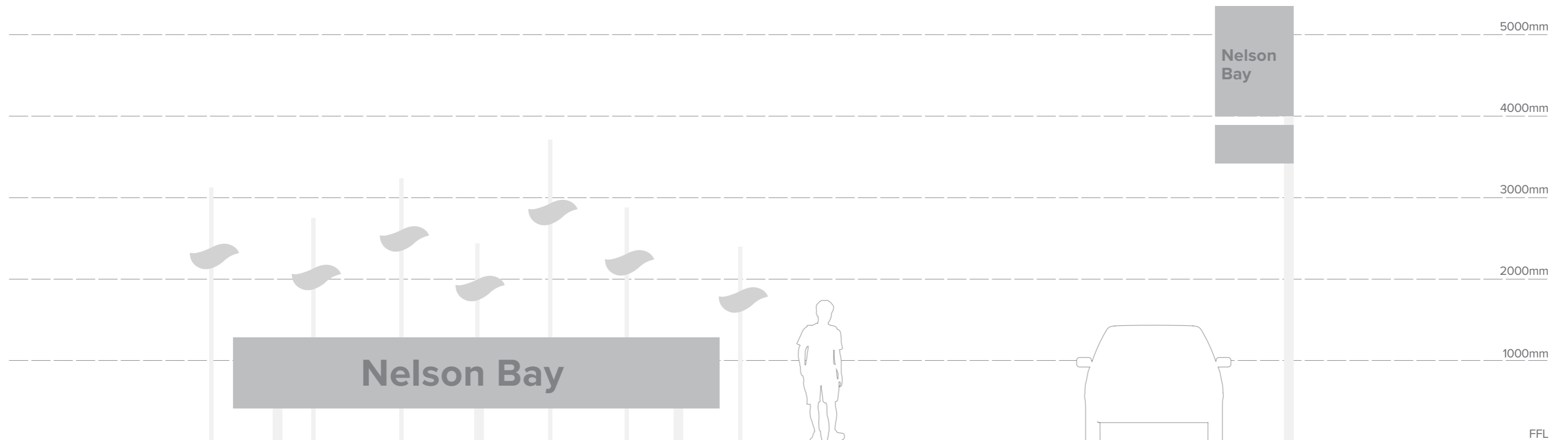
Apex Park
Foresore Reserve
D'Albora Marina
Laidler Walk Reserve

Precinct Identification

Secondary Message - Primary Destinations

Schematic Sign Family

The Schematic Sign Family is intended to show the range of sign types that will be required based on their Wayfinding function. It does not demonstrate the design of the signs.



ID1a - Gateway Major Entry Identification

Announcement of arrival to Nelson Bay

Typical Location

- Gateway Park on Dowling Street

Description

- Possible sculptural/art statement
- Identifies Nelson Bay
- Illumination



ID1b - Gateway Major Entry Identification

Announcement of arrival to Nelson Bay

Typical Location

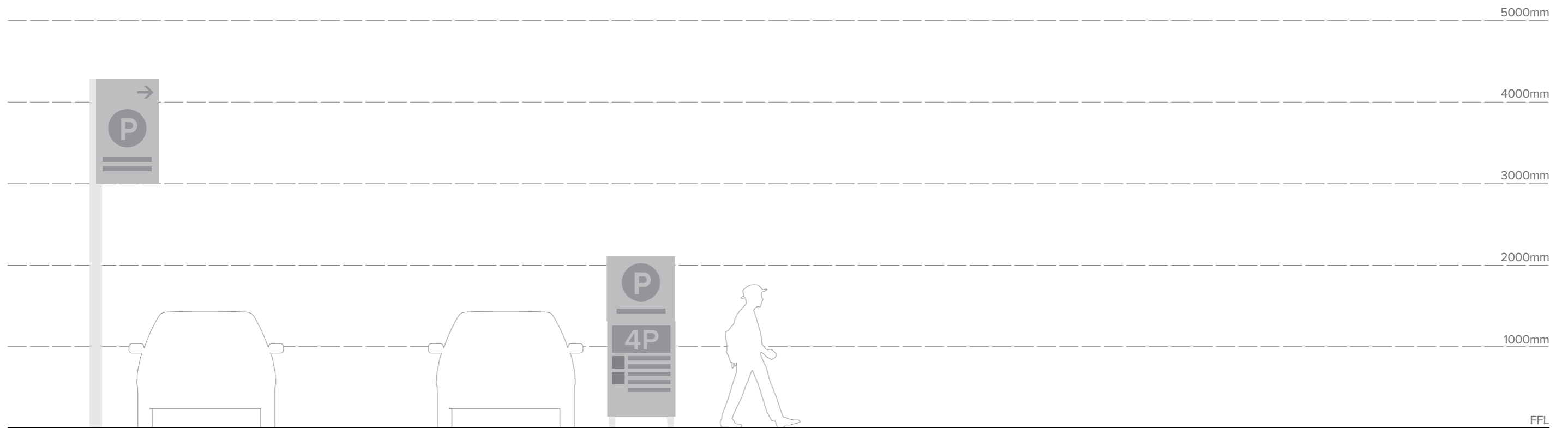
- Church Street and Government Road intersection

Description

- Sculptural statement
- Identifies Nelson Bay
- Illumination
- Can include directional information

Schematic Sign Family

The Schematic Sign Family is intended to show the range of sign types that will be required based on their Wayfinding function. It does not demonstrate the design of the signs.



DR1 - Vehicular Direction

Direct vehicles to parking areas

Typical Location

Key vehicle circulation streets

Description

- Directional information and pictogram
- Includes P symbol, area name and distance



ID2 - Car Park Identification

Identify parking areas
Inform visitors of car park regulatory advice
eg time limit, fines and responsibilities

Typical Location

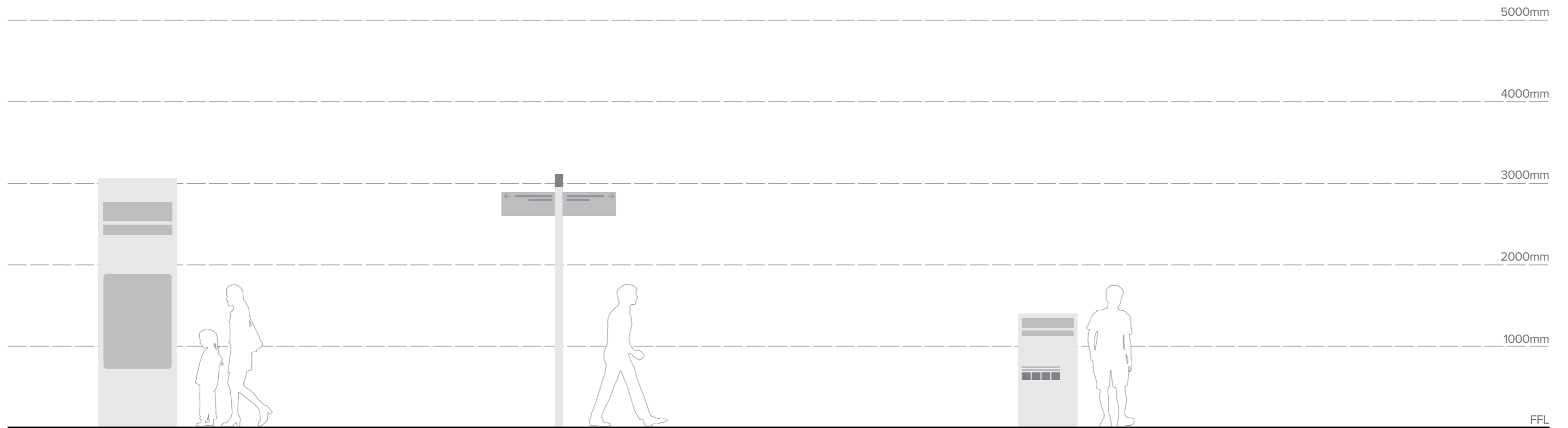
Car park entrance

Description

- Freestanding

Schematic Sign Family

The Schematic Sign Family is intended to show the range of sign types that will be required based on their Wayfinding function. It does not demonstrate the design of the signs.



IF1 - Information Map Sign
Provide orientation, direction, regulatory and safety.

Typical Location
Locate on pedestrian pathways at major arrival and gathering points

- Description**
- Double sided. Map on one side, digital screen on the other
 - Identifies precinct
 - Local and surrounding area mapping
 - Destination information
 - Digital content managed by PSC
 - Heavy duty outdoor screen
 - Power, data or 4G connection

DR2 - Pedestrian Direction
To direct pedestrians to destinations.

Typical Location
At key decision points within a precinct.

- Description**
- Destination name
 - Directional information, pictograms and walking time

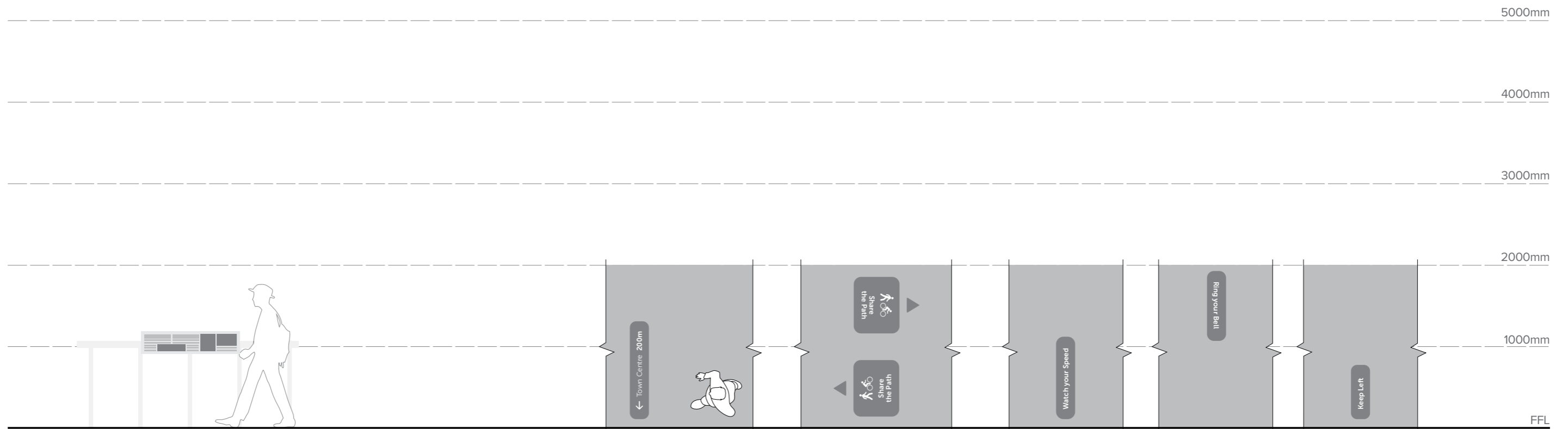
ID3 - Identification Sign
Inform pedestrian of destination arrival eg Apex Park, Foreshore Walk or Worimi Park

Typical Location
At key destinations within a precinct.

- Description**
- Destination name
 - Behavioural advice
 - Possible interpretation about the site

Schematic Sign Family

The Schematic Sign Family is intended to show the range of sign types that will be required based on their Wayfinding function. It does not demonstrate the design of the signs.



IN1 - Interpretive Signage

Interpretive stories about Nelson Bay

Typical Location

Interpretive locations throughout the site. Integrate with urban elements such as balustrades and seating.

Description

- Design is highly specific to location and content
- Design guide for materials and graphic standards
- Link to digital content
- Local area knowledge
- Historical, cultural, ecological stories and themes

Pathway Ground Markings

Behavioural and directional information

Typical Location

Placed on the ground of shared bike and pedestrian pathway.

Description

- Intended to minimise conflict between pathway users
- Directions to significant locations
- Supported by the MUTCD cycle signage

Accessibility

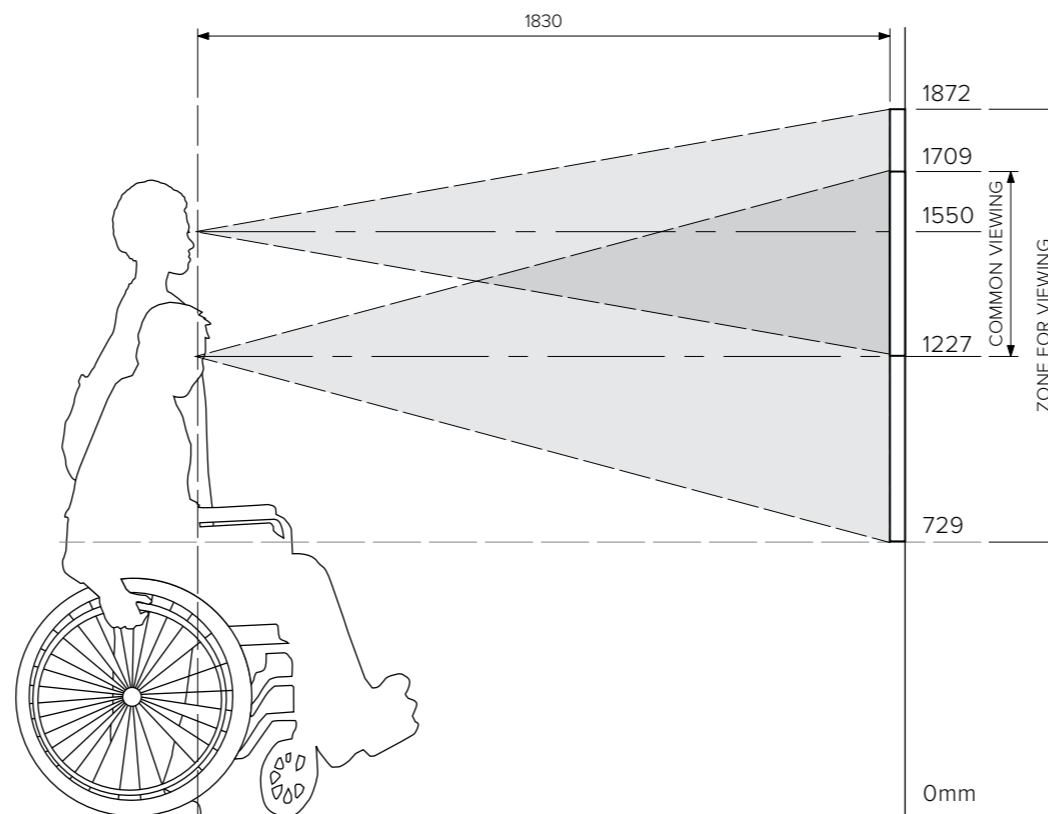
Clear communication of wayfinding information should be inviting, accessible and legible to all user groups, including those with a disability.

This can be achieved through applying Australian accessibility standards and the following strategies to address the needs of all visitors:

- Minimum 30% luminance/colour contrast values between base colour, text and pictograms
- Highly legible font for wayfinding
- Appropriate text sizes for required reading distances
- Functional pictograms to support text messages
- Clear and consistent message layouts/graphic zones
- Appropriate sign placement for optimum viewing
- Braille and tactile graphics where mandated

All signage for Nelson Bay will be designed to meet Australian Standard 1428.1 & 1428.2 Design for Access and Mobility (Parts 1 and 2) and the Disability Discrimination Act (Access to Premises) in regards to sign placement, letter heights and luminance contrast.

If there are other specific requirements based on Port Stephens Council's accessibility policies, please advise us as part of the response to this report.



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



Minimum 30% luminance contrast

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

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

Major Gateway

The signage element at the gateway park on Stockton Street should clearly announce Nelson Bay to passing motorists. The signage element should integrate into the park landscape coordinating with elements such as retaining walls, planting and other structures. Ideally it creates a strong street presence during the day and night and does not present a visual barrier into the park.

As drivers pass the wide park frontage, there is potential to use a linear sequence of repeating elements along the frontage rather than one single large element.

The gateway can be either a public art element or a signage element or an integration of both. These options are considered in this section.



Potential for linear sequence of repeating elements that creates a memorable arrival experience.



Grand scale Melbourne Gateway - repeated urban markers create a linear arrival experience.



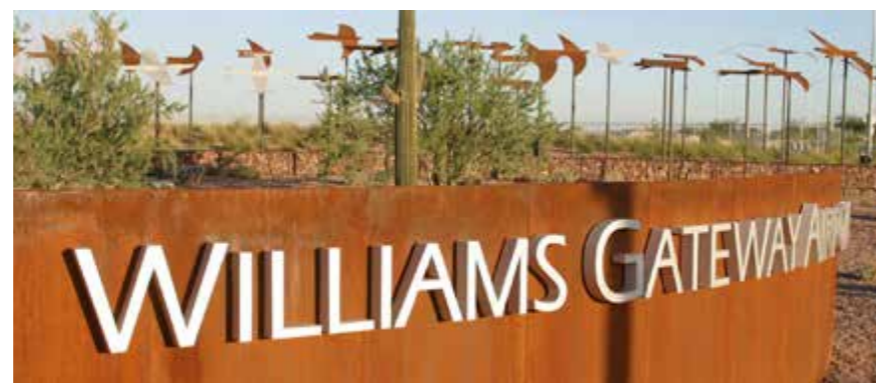
Nelson Mandela Monument in South Africa uses a composition of sculptured posts to create a photographic quality image when seen from a specific viewpoint.

Major Gateway

The integration of signage to announce Nelson Bay can build on the notion of the repeated sequence of elements.

It could use recycled local wharf timbers and incorporate illumination and reflective elements for night time activation.

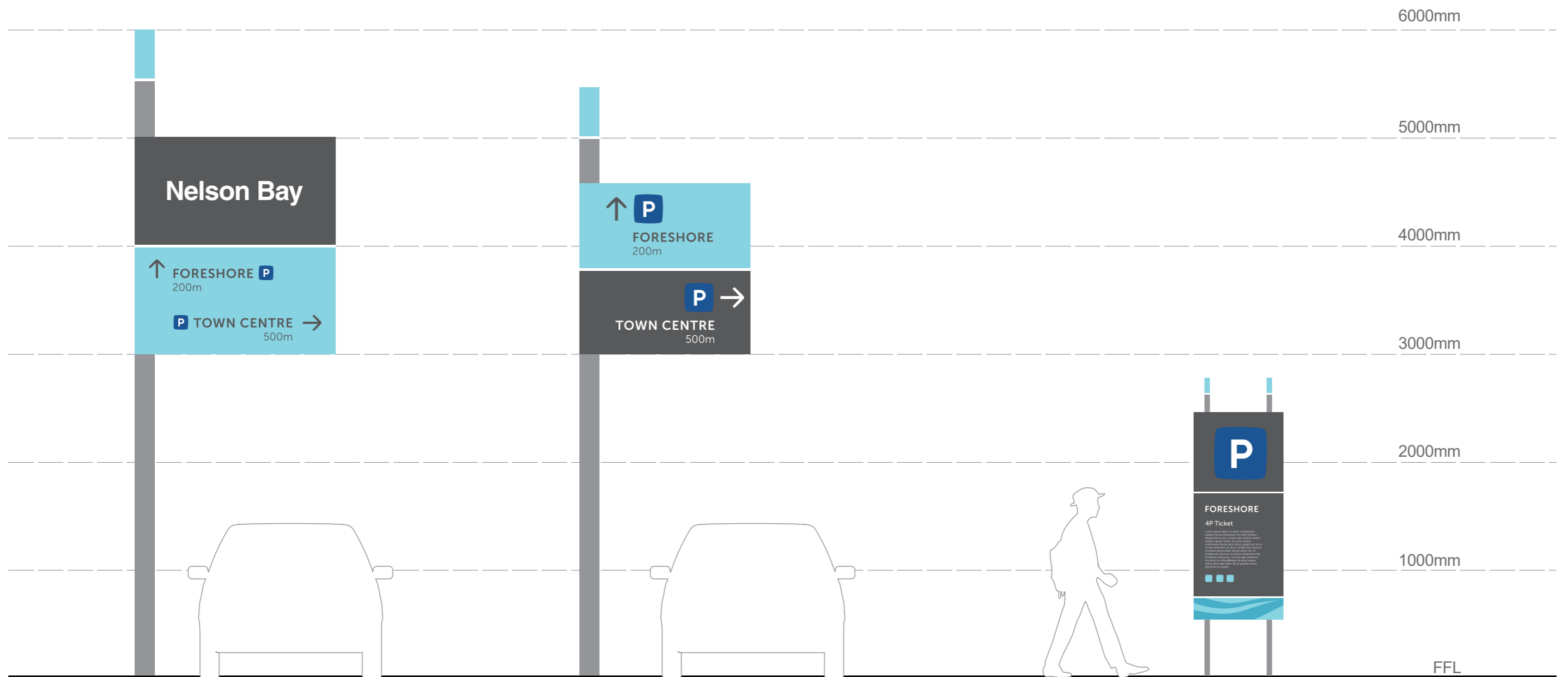
We see this as a unique town gateway statement that does not need to coordinate with the Port Stephens signage suite by Danthonia.



Vehicular Directional Signs

The vehicle directional sign directs to public Car Parks around the Town Centre and is readable from a moving vehicle. It nominates precinct car parks and distance to travel.

The car park identification is a freestanding non illuminated sign and should clearly announce the public car park upon approach from both directions. Upon entry, general advice, such as time limits, owner responsibilities and applicable fines are to be provided. This content should be prepared by Council.



Information Map Sign

This sign is intended to provide a clear diagrammatic map overview of the Town Centre with connections to other areas. It should highlight the important public destinations and encourage exploration and circulation around the Town Centre.

Refer to the map design page.

This reverse side of this sign will incorporate the digital information screen. The sign is intended to provide up to date information and promotion of ongoing Council events and services. It requires, power, data or 4G connection.

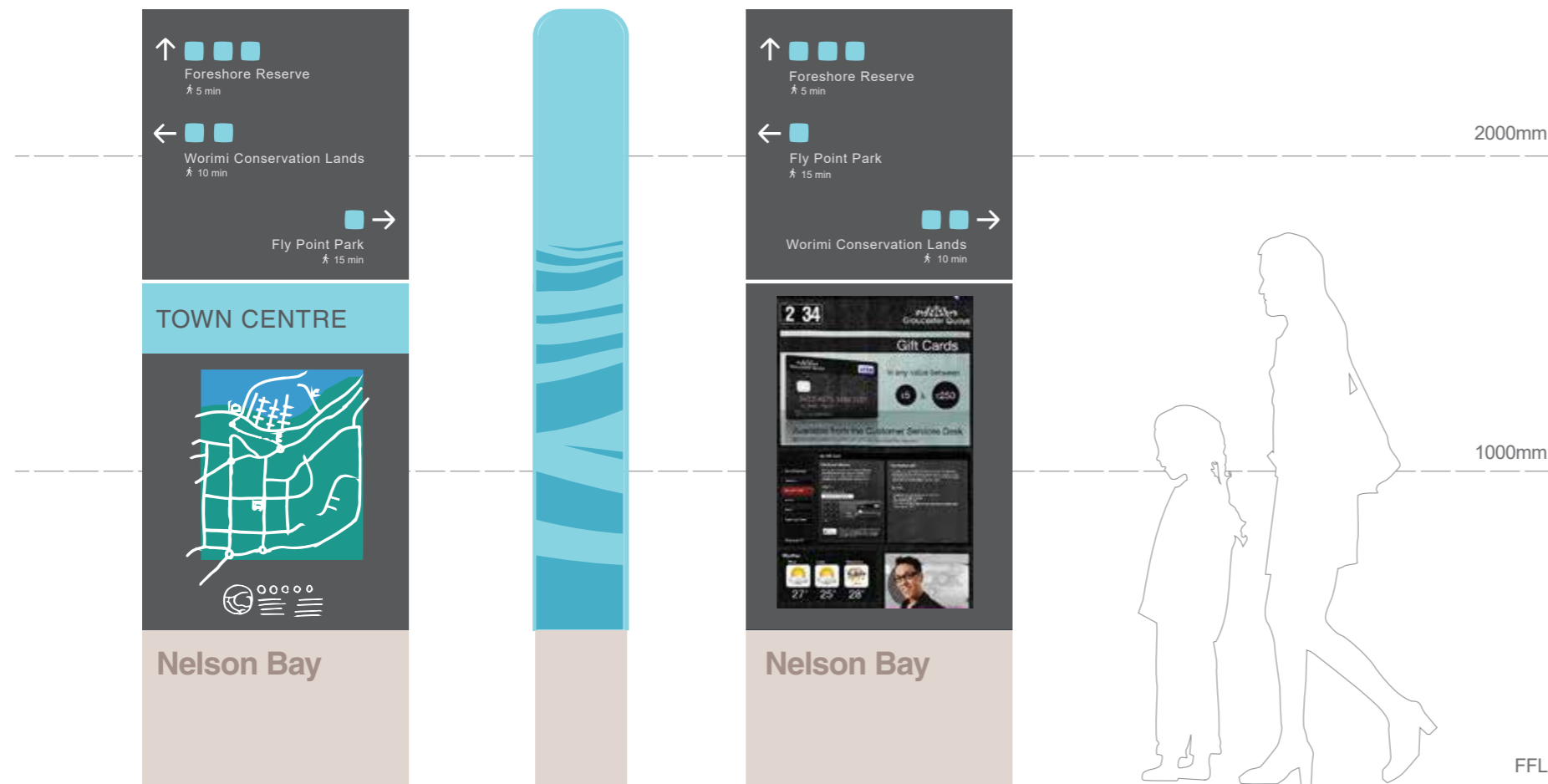
It will require technical advice as to the feasibility of this element in a coastal location.

Information map signs may include opportunities for sponsored community projects to be incorporated in the design.

Sign base to be clad in sandstone.

The sides of the sign may incorporate visual texture and pattern through the works of local artists or elements from the Port Stephens branding guidelines.

3000mm



Mapping Strategy

We propose two types of map to be used for pedestrian circulation and exploration.

1. Town Centre Map

This is the primary map. The immediate Town Centre is mapped showing key public destinations, streets, parks, foreshore, information centre, police, health services, 'you are here' location, walking distances and other information.

2. Context Map

The context map is a simpler map that shows areas beyond the town centre and promotes exploration around Nelson Bay and into Shoal Bay. For instance any achievable walks can be highlighted and supported with typical travel times and degrees of difficulty such as the Lighthouse Walk and Gan Gan Walk.

The maps design be clearly legible and provide information to support all visitors. The map may also contain contact details for assistance and link to other digital services such as a downloadable map in multiple languages.



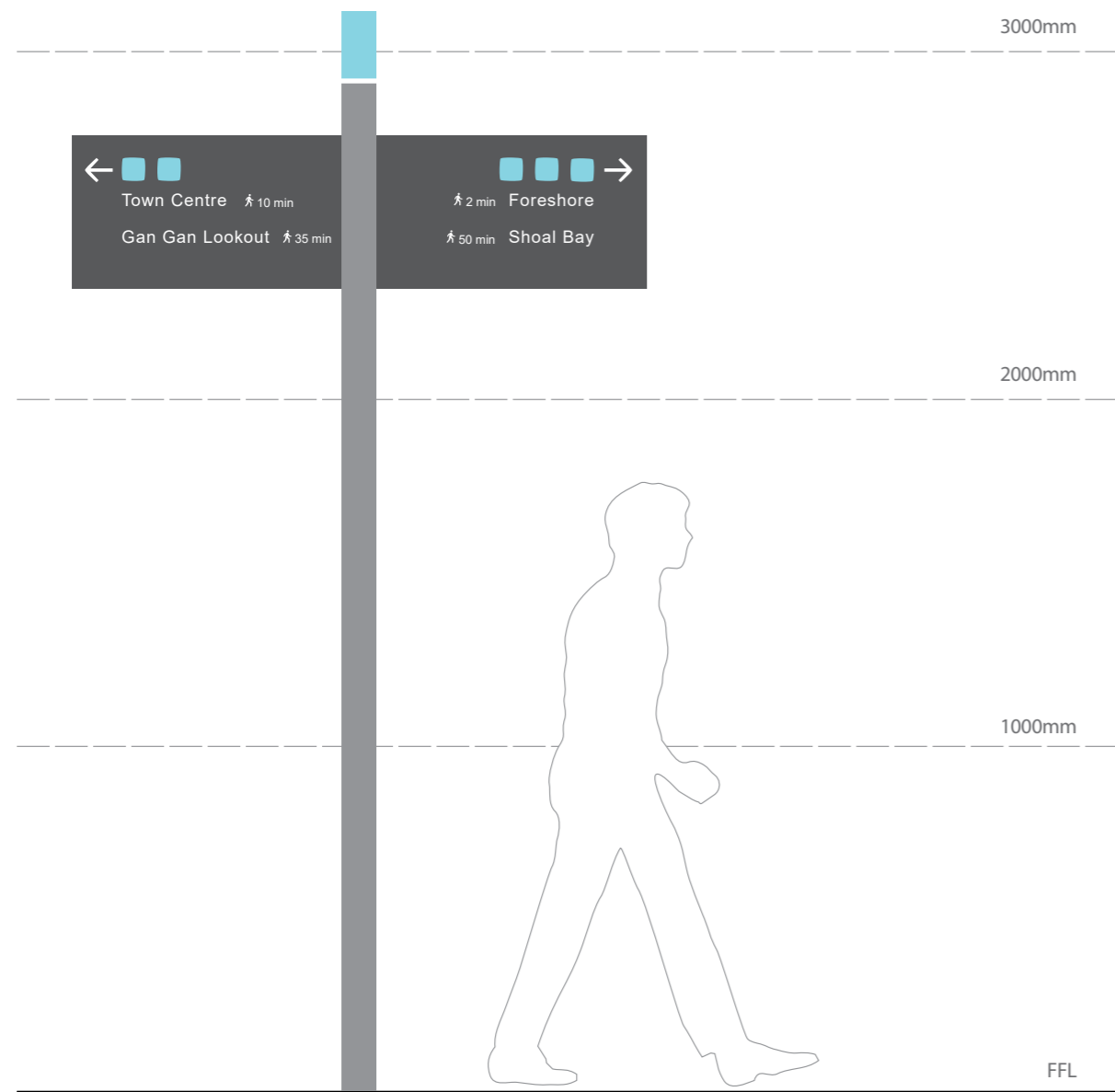
Mapping Exemplars



The characteristics and feel of Nelson Bay should be expressed in the mapping. It should be visually friendly and inviting as it serves as a major piece of visual information in the built environment.

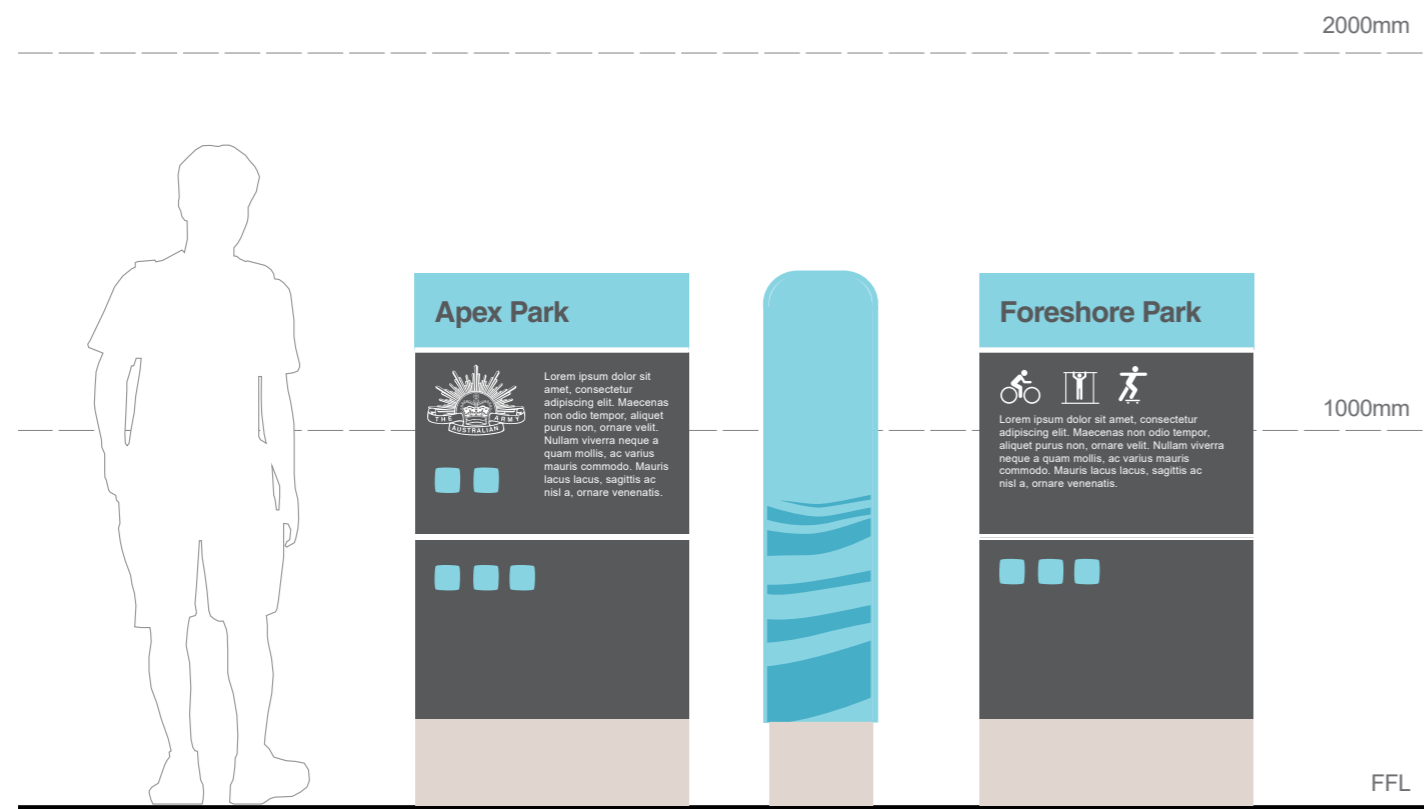
Pedestrian Directional Sign

This sign type directs to the main destinations and precincts shown on the Town Centre map incorporating pictograms and walking times. This is intended as a freestanding sign type, however there may be circumstances where the sign panel is wall mounted or fixed to an existing pole.



Place Identification

This sign type names a public space such as parks or coastal walkways. It should announce the site at major arrival points as well as provide any pedestrian behavioural advice (in a positive tone). It may also incorporate specific interpretation about the site. There may be variations in scale or use of materials for this sign type dependant upon the type of environment.



Interpretation

There is an opportunity to express themes and stories about Nelson Bay through interpretation elements that are integrated into the built environment and landscape. These themes and stories can explore all aspects of the history and culture of the town as well as the diverse ecology of the ocean and land environments.

Interpretation may be didactic. That is, it provides simple objective facts and information about a place, past events, or ecologies that raise awareness. Information is absorbed by reading and may promote specific actions or behaviours, such as encouraging the preservation of the natural environment.

Or it may be impressionistic, such as a landmark public artwork that celebrates site specific themes in a prominent location. People may interact with these elements to fully experience them.

Or interpretation may be both didactic and impressionistic providing both information, emotional connections and create curiosity through texts, images, forms, shapes, materials and lighting that fully engage the senses.

All forms of interpretation are appropriate to Nelson Bay and they all contribute to a richer and more memorable visitor experience.



Didactic

Requires consultation, research and writing

- Signs
- Information
- Facts
- Stories

Impressionistic

Community consultation, commissioning artists

- Site specific artworks
- Patterns / textures in environment
- Collaboration within design disciplines

Stories and Themes

The stories and themes should be authentic and valued by the whole Nelson Bay community.

History and Culture

These themes should explore the indigenous stories, and the stories that formed the character and culture of Nelson Bay.

Industries such as oyster farming and other maritime themes around shipping and fishing can be explored.

Ecology

Marine ecology and the natural landscape provide abundant sources of material for people to discover as they move around Nelson Bay. They provide explanations about the immediate environment and also can describe what is hidden from view.

Next Steps

Port Stephens Council should determine key themes and stories to be expressed based on research and consultation with appropriate groups and community representatives.

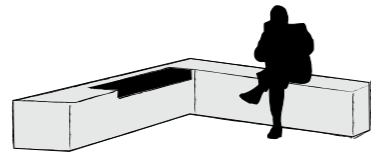
An interpretation strategy should be developed that considers how these themes and stories are planned and integrated within the Nelson Bay environment.



Interpretative Signage Types

Integrated into Structures

- Coordinate with landscape and architectural elements
- Located at key waiting and gathering points
- Integrate into seating



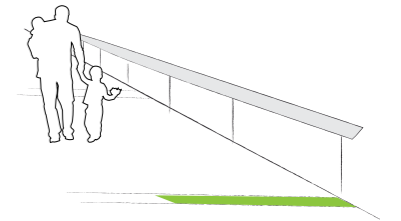
Freestanding and projecting

- Freestanding structures projecting from handrails and walls
- Located at key waiting and viewing points



Embedded into ground plane

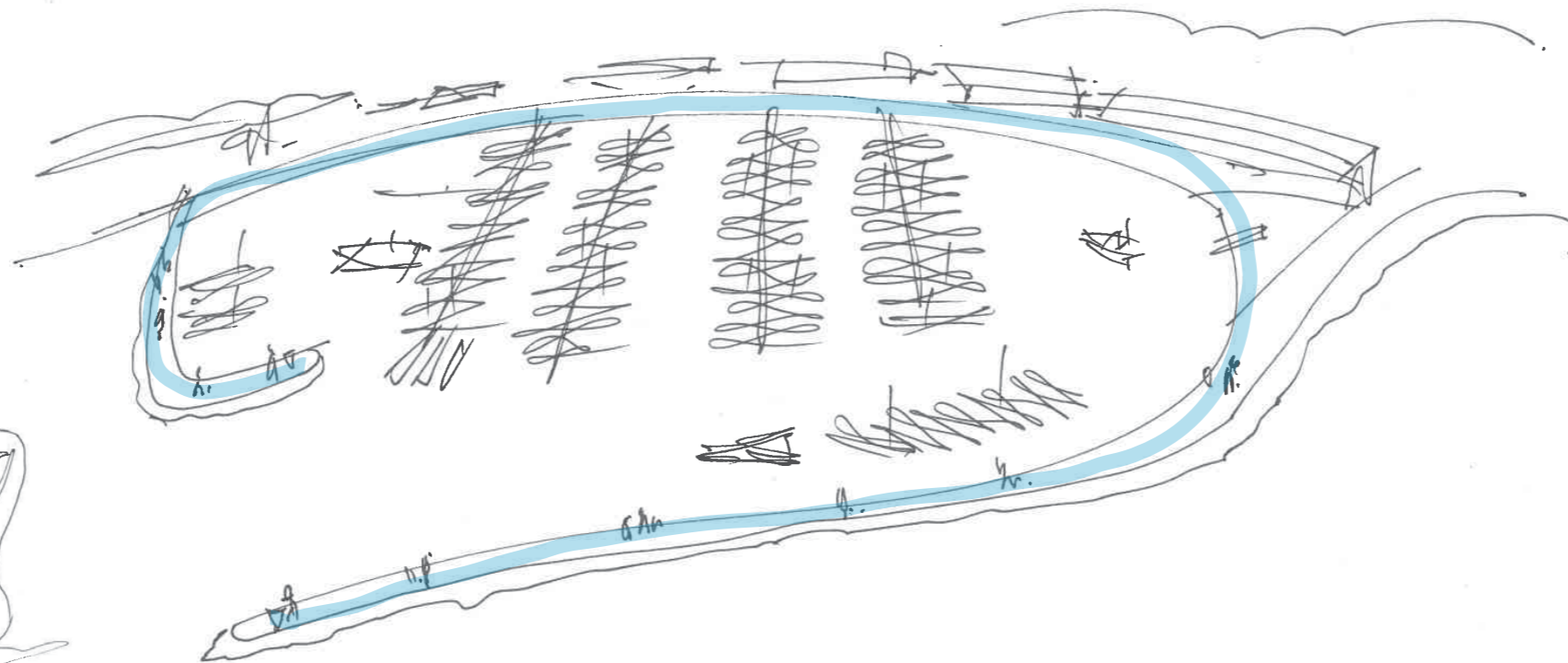
- Linear visual narrative along boardwalk
- Can assist pedestrian movement through site



Consider the whole Waterfront Promenade as an interpretive walk.

Waterfront Promenade East

Interpretes local marine ecology themes.



Waterfront Promenade West

Interpretes local commercial marine industry themes.



