



Queanbeyan CBD Wayfinding Strategy

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Acknowledgement of Country

Queanbeyan-Palerang Regional Council and Arterial Design would like to acknowledge the traditional custodians of the Queanbeyan-Palerang area and pay our respects to elders past, present and emerging. We acknowledge the stories, traditions and living cultures of our First Nations peoples on this land and commit to building a brighter future together.



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01

Introduction

Queanbeyan CBD Wayfinding Strategy

OVERVIEW

Introduction

What is wayfinding signage?

Strategy Objectives

Project outcomes

Design Principles

Signage Placement

Introduction

This Queanbeyan CBD Wayfinding Strategy should respectfully acknowledge the Ngambri Ngunnawal people as traditional owners and custodians of the Queanbeyan-Palerang area and engage directly with the Ngambri Local Aboriginal Land Council as the representative body.

The aim of this strategy is to produce clear, consistent and visually appealing wayfinding signage to improve pedestrian connectivity and navigation throughout the Queanbeyan CBD. The wayfinding should enhance new development within the CBD and promote walking & cycling as a dominant mode of transport. Walking and cycling not only promote community health and well-being, but increase foot traffic and encourage longer stays for surrounding retail and hospitality businesses.

What is Wayfinding Signage?

Wayfinding signage assists people in navigating their journey, helping them determine where they are in relation to their destination, and what the best route is to take. It can also invite people to explore somewhere new, or encourage new ways of travelling. Wayfinding consists of tools to assist with orientation and navigation, such as maps, directional indicators and location information.

Positioned within the public realm, pedestrian wayfinding signage is different to other types of signage such as, interpretation, advertising, road signs etc.

STRATEGY OBJECTIVES

- Establish a visual identity for the Queanbeyan CBD wayfinding that is clean and ‘future proof’, utilising contemporary graphic design principles
- Highlight and respond to both the rich history and the planned future development of the city
- Create clear pedestrian navigation throughout the CBD to reduce car-dependency
- Clear, accessible and attractive navigation for tourists, increasing number of visitors to the city
- Maximise linkages between high profile and lesser known destinations, precincts and attractions through an enhanced pedestrian network.
- The design concept provided is adopted by QPRC and executed throughout the Queanbeyan CBD at a high standard

PROJECT OUTCOMES

- Overall increased walking and cycling throughout the CBD
- A pedestrian centred public realm, with increased safety and access between key destinations
- A connected community
- Increased use of Queanbeyan parks, river front and community facilities
- Improved night-life
- Activated main streets and lane-ways with increased foot traffic and incentive to sit and linger
- A thriving local economy with vibrant tourism and cultural engagement
- A strong Indigenous presence within the wayfinding system, with integration of accurate cultural place names, accompanied with a live feed of digital education resources accessed through QR codes.

Design Principles

CONSISTENCY

This strategy aims to produce a unified sign suite across the Queanbeyan CBD, ensuring the consistent use of fonts, colours, map and icon illustrations and placement of the signs. Consistent signage establishes a visual character for the city and acts as a recognisable marker for easy navigation.

TIMELESS

The aim is to produce a clean and minimal ‘future proofed’ design that won’t become outdated. Appropriate use of basic design principles such as proportion, hierarchy & colour, will ensure a successful and eye-catching outcome. The option to update the information panel or refresh the colours used should also be considered in the design, allowing for the signs to remain current.

Signage Placement Example

A portion of the CBD has been mapped out to demonstrate potential sign locations. When selecting sign locations, it is important to consider pedestrian routes, key destinations and entry thresholds, in particular where visitors from interstate/overseas will be entering the CBD. Each sign type has specific requirements for it’s placement, please see pages 9-10 for more details.



- A - ‘You Are Here’ Directional Totem
- B - Medium Directional Totem
- C - Small Directional Totem
- D - Directional Pole
- E - Wall Mounted Sign
- F - Trail Marker

Signage placement map developed from Queanbeyan Masterplan, pedestrian access and building placement indicative of future development

02

Concept Design

Queanbeyan CBD Wayfinding Strategy

OVERVIEW

Sign Family

Typography

Indigenous Representation

Legibility & Viewing Heights

Colour Palette

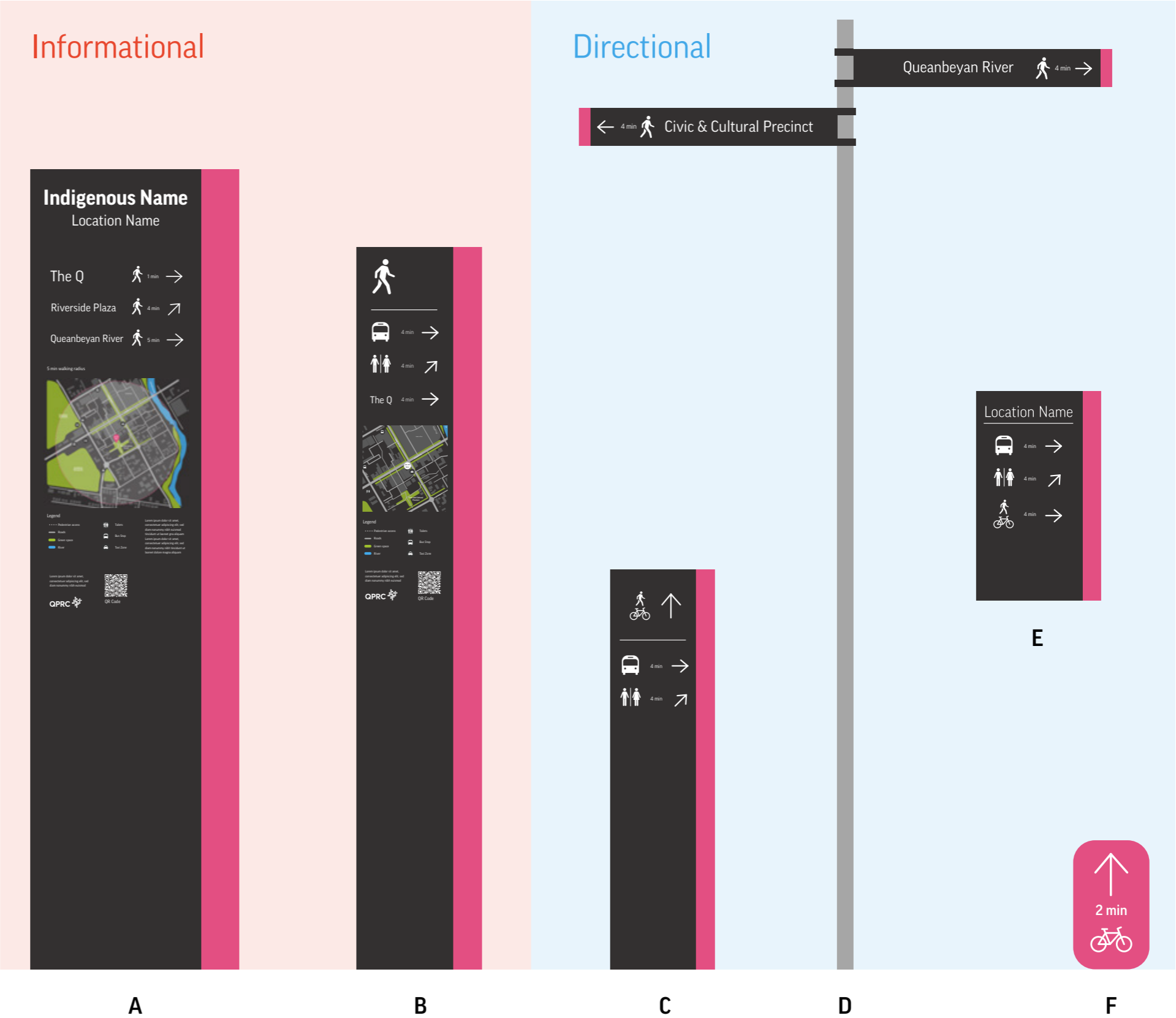
Local Navigation Map

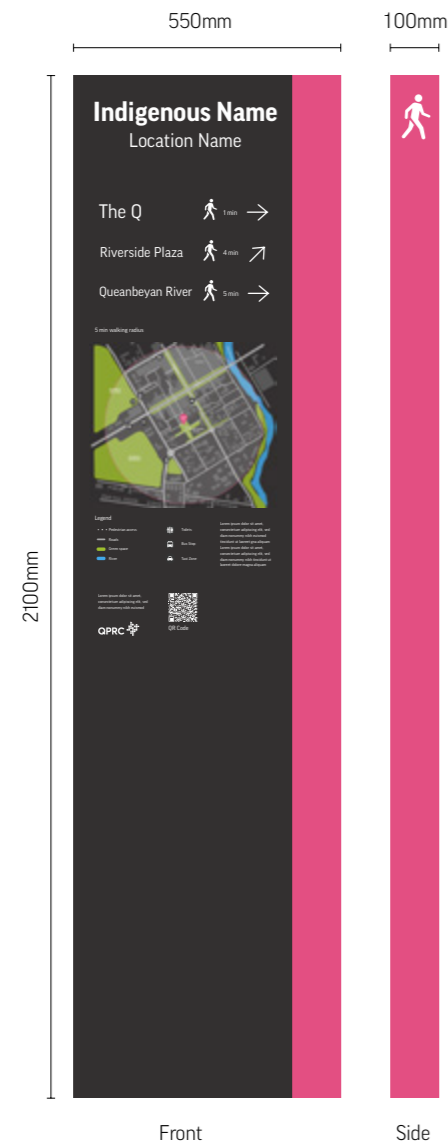
Icons

Directional Information

Sign Family

A family of 6 signs have been designed at a conceptual level, allowing for adaptation to suit the quickly evolving needs of Queanbeyan's CBD. The signs are broken up into two intended roles, informational and directional.

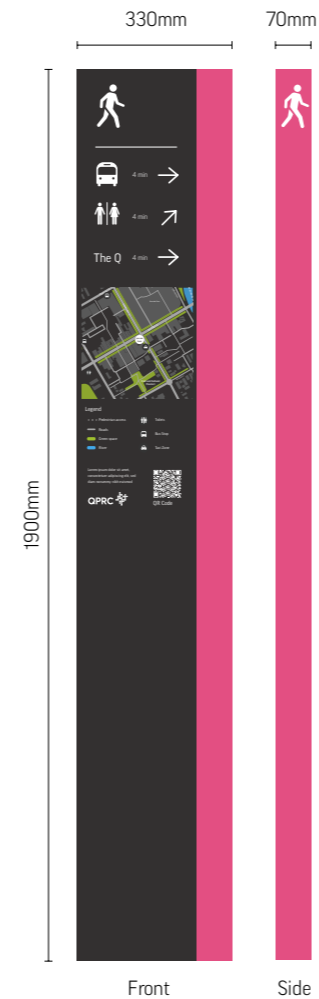




A

'YOU ARE HERE' DIRECTIONAL TOTEM

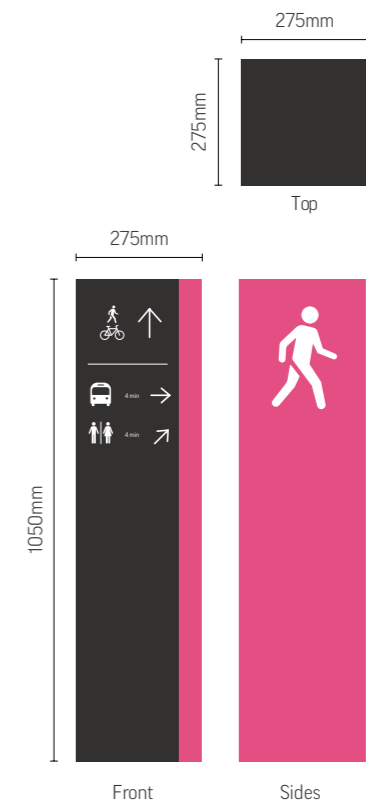
This is the most detailed signage option, including a map graphic to identify where the pedestrian stands. These should be positioned at key pedestrian destinations, such as plaza spaces or forecourts, gathering places often used for events, or open spaces with high visitor rate with a 'sit and linger' appeal.



B

MEDIUM DIRECTIONAL TOTEM

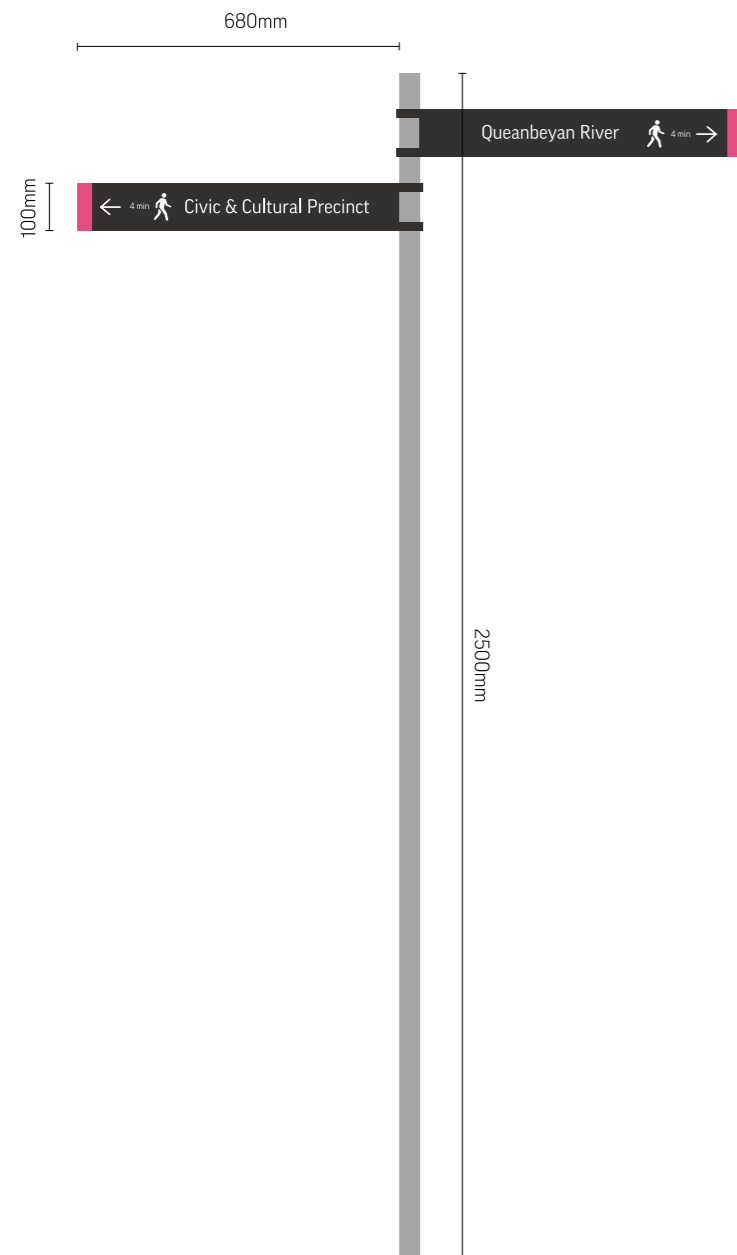
A simplified version of the "You are here" directional totem". It is best positioned in smaller plaza areas or high traffic arrival points. With a simplified, 3 minute walking map, this totem sign should be positioned in urban areas with a number of destinations and amenities in close proximity.



C

SMALL DIRECTIONAL TOTEM

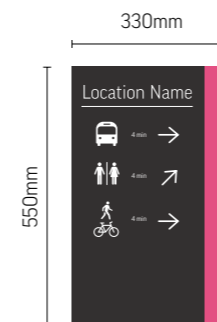
A further simplified version of the larger directional totems. It is suitable for navigation along trails or positioned within open spaces. This is particularly used to point pedestrians towards amenities or key destinations.



D

DIRECTIONAL POST

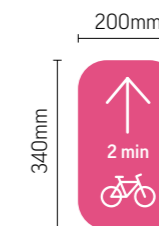
Should be used as reassurance for pedestrians, positioned at key nodes where multiple pedestrian paths intersect. The directional post is particularly useful where sight-lines to the noted destination are interrupted or too far away.



E

WALL MOUNTED

Additional re-assurance of amenities and destinations, positioned where sight-lines are lacking, such as at the entry to a laneway.



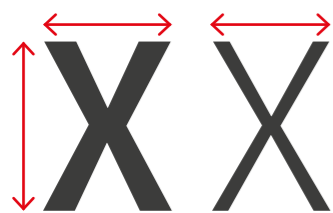
F

PAVEMENT/ TRAIL MARKER

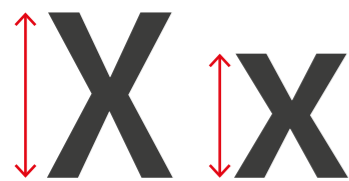
A simple, singular directional marker positioned on the ground in the centre of a path or trail. This provides additional assurance between larger directional signs, particularly if there is a significant gap between them.

Typography

Good Pro has been selected for use across the sign family, as it is clear, legible and has a significant range of customisations within the font family.



Width to height ratio
Recommended: 65–95%
Good Pro Medium: 73.5%
Good Pro Light: 67%



CAPITAL LETTER TO LOWERCASE LETTER RATIO
Recommended: 65–75%
Good Pro Medium: 74%



LETTER WIDTH TO HEIGHT RATIO
Recommended: 10–15%
Good Pro Medium: 11.6%

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Good Pro Light

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Good Pro Medium

References
Smithsonian Guidelines for Accessible Exhibition Design

Indigenous Representation

Inclusion of Ngambri Ngunnawal content in the wayfinding strategy will demonstrate Councils pledge to respecting and acknowledging the stories, traditions and living cultures of our First Nations peoples on this land and commit to building a strong visual identity together in the spirit of reconciliation.

Arterial Design has established a respectful relationship with highly regarded cultural knowledge holders and members of the Ngambri Local Aboriginal Land Council. We have identified opportunities for a strong Indigenous presence within the wayfinding system and can collaborate directly with the traditional owners to deliver integration of accurate cultural place names. Further in depth consultation is required to ‘walk country’ (physically or digitally) with traditional owners to collate a list of location words aligned with the list for the Queanbeyan CBD Wayfinding Strategy Draft, particularly for sign graphics that can link pedestrians to additional Indigenous literature via the QR code. It would also be more appropriate to use the language word first, then the English name in that order.

For example:

Indigenous name **Jullergang**

Location name **Queanbeyan River**



QR code may be included within the sign graphics, positioned below the map or location details. Qr code must remain clearly visible and within reach for easy scanning.

It is to be regularly updated when information becomes available digitally, in consultation with the Ngambri Local Aboriginal Land Council.

Jullergang

Queanbeyan River

The Q

 6 min 

Riverside Plaza

 1 min 

Showgrounds

 10 min 

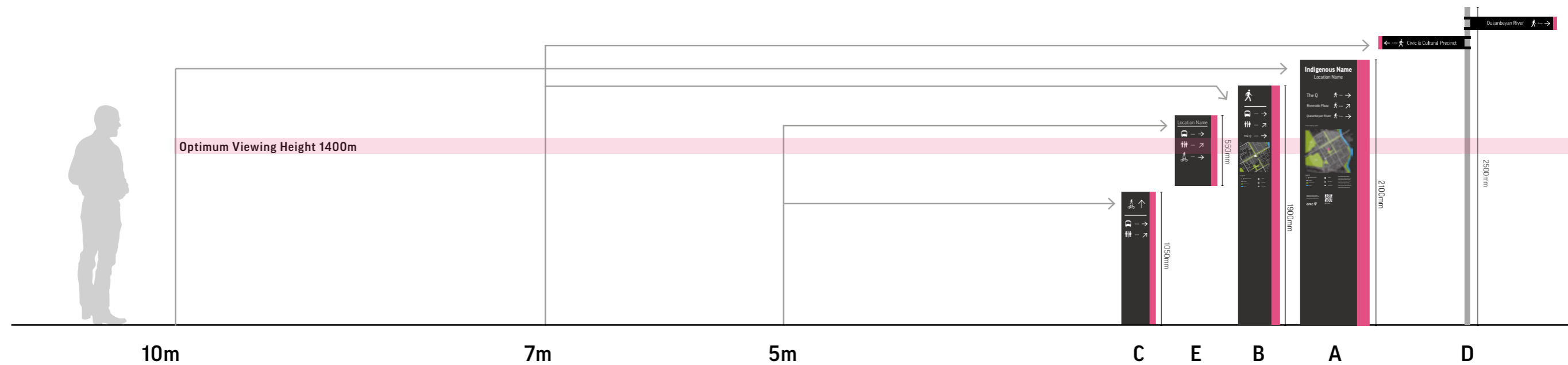
Legibility & Viewing Heights



Legibility & Viewing Heights

| Sign type | Text | Font size | Maximum viewing distance |
|-----------|---------------|-----------------------|--------------------------|
| A | Location Name | Good Pro Medium 113pt | 10 meters |
| | Destinations | Good Pro Regular 85pt | 7 meters |
| B | Destinations | Good Pro Regular 85pt | 7 meters |
| C | Icons | 75mm (h) | 5 meters |
| D | Location Name | Good Pro Regular 85pt | 5 meters |
| | Icons | 50mm (h) | 5 meters |

References
Neely, G. and McCutcheon, W. (DATE) Access Ability
on rgd-accessible.com



Colour Palette

Generated from site exploration

Colour Code: 3C3C3B



Off black to be used for sign base

Accent colour can be substituted for any of the following colours

Colour Code: E34F82



Colour Code: 9EBF2E



Colour Code: E8472E



Colour Code: 42A8E8



Local Navigation Map

5 Minute Walk Radius

HEADS UP MAP

The purpose of a head's up map, is to ensure the user can easily orientate themselves while facing the sign and find what is ahead and within their immediate vicinity. Orientating the map to the direction the user is facing, is aligned with many common mapping systems such as car navigation, that many users will likely be familiar with.

MAPPING STYLE

This example map suggests what could be included in a 5 minute walk radius map. The aim of this map is to highlight to pedestrians where they stand in relation to the surrounding CBD with a clear 'you are here' label. Any notable amenities or destinations within a 5 minute walk radius (400m) should be included.

Optional icons to include



TOILETS



TAXI ZONE



BUS STOP



Local Navigation Map developed from Queanbeyan Masterplan. Pedestrian access, amenities and building placement indicative of future development

Icons

Additional icons may be added to the suite, however must be consistent, following similar curves and line thicknesses to the icons provided.



WALKING



CYCLING



PARK



TOILETS

A QR code may be included on a sign with an accompanying map, linking pedestrians to a digital version of the map on their smart-phone.



TAXI ZONE



BUS STOP



RIVER



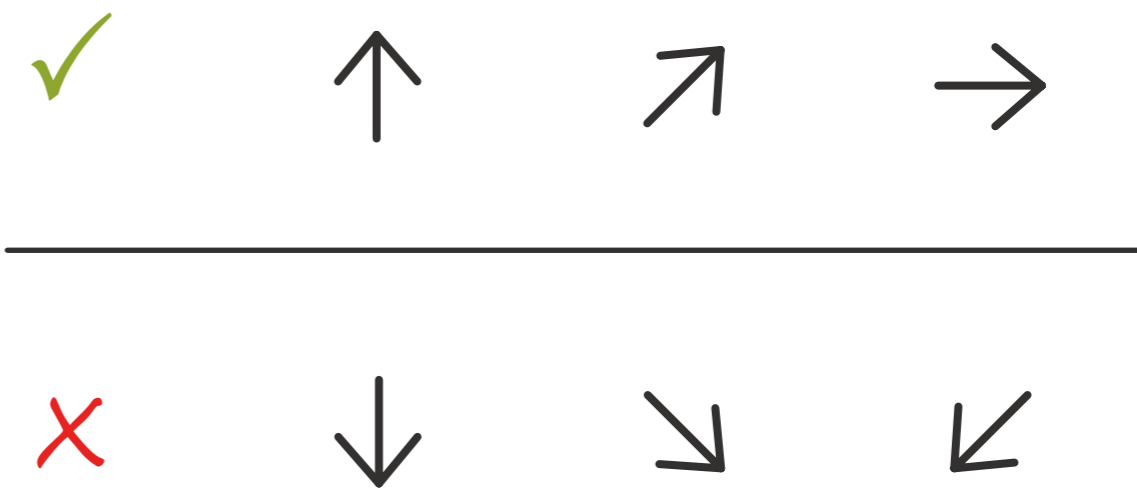
WHEELCHAIR
ACCESSIBLE



Directional Information

ARROWS

Arrows are used to direct pedestrians towards a destination. Avoid using arrows that point downwards to reduce confusion, downward arrows should only be used to direct pedestrians below ground such as through an underpass or down a below-ground staircase. The most commonly used directions are forwards, left, right or forwards on a 45° angle.



WALK TIMES

Walk times have been included next to destinations as an incentive to encourage more walking across the CBD, highlighting how achievable the distances are. Choosing to include times rather than distances ties in with sustainable transport principles.

Use this formula to calculate walk-times:

80 meters distance = 1 minute walking

Jullergang

Queanbeyan River

| | | |
|-----------------|--------|--|
| The Q | 6 min | |
| Riverside Plaza | 1 min | |
| Showgrounds | 10 min | |

03

Implementation

Queanbeyan CBD Wayfinding Strategy

OVERVIEW

Accessibility & Safety

Installation

Maintenance

Signage Lighting

Location Schedule Example

Accessibility & Safety

There are a variety of factors to consider when deciding on the placement of a wayfinding sign to ensure safety and functionality.

ORIENTATION

- Consider the direction the sign is facing, is it in the best position to be easily read by pedestrians or cyclists?
- Where possible, position graphic face of sign away from direct sunlight to reduce fading.

ACCESSIBILITY

- Ensure sign is clear from obstructions such as landscaping, urban infrastructure or parked cars
- A minimum of 1000mm clearance is required around any freestanding signs to accommodate for wheelchairs, prams and pedestrian traffic flow.
- Applicable standards and codes including the Australian Standards and the Department of Transport's guidelines for designing wayfinding systems.
- Compliance with the Disability and Discrimination Act 1992 and AS 1428.

Installation

Use highly durable and low maintenance materials for fabrication.

Maintenance

Signs should be regularly inspected for loose fittings, vandalism and that the information displayed is current and legible. Signs are expected to weather and fade overtime so they must be updated once the information becomes unclear or the appearance is deemed unsuitable.

Signage Lighting



Options

There is the potential to include lighting within the fabrication and installation of the wayfinding suite. In alignment with the concept design provided, it is recommended that lighting be fitted inside the sign frame, illuminating any information laser cut from the sign face, as seen in the examples to the left. Only prominent text should be selected to be laser cut, such as sign headings, main location names and large icons. Information such as maps and small text (below 30pt) should not be laser cut, instead can be illuminated using a light wash across the face of the sign or an external light source nearby.

Location Schedule Example

| Code | Sign Type | Orientation (direction facing when looking at sign) | Indigenous Name (top of sign) | Location Name (Below Indigenous name) | Associated Destination Names | Direction of Arrows | Walking Times | Map Type | Pavement Surface | Footing Type | Location | Comments |
|------|-----------|--|---|--|------------------------------|---------------------|---------------|--------------|------------------|--------------|----------|----------|
| S01 | A | North | Pending Traditional Owners Consultation | Civic & Cultural Plaza | Queanbeyan River | Right | | 5 min Radius | | | | |
| | | | | | Show-grounds | Left | | | | | | |
| | | | | | Riverside Plaza | Up-Right | | | | | | |
| | | | | | Crawford St Dining | Up | | | | | | |
| S02 | A | South | | Queen Elizabeth II Park | 'The Q' | Up-Right | | 5 min Radius | | | | |
| | | | | | Queanbeyan River Trail | Up | | | | | | |
| | | | | | Riverside Plaza | Right | | | | | | |
| S03 | B | North | | Proposed Public Square | Queanbeyan River | | | 3 min Radius | | | | |
| | | | | | Civic & Cultural Plaza | | | | | | | |
| S04 | B | South-East | | Monaro & Crawford St Intersection | Riverside Plaza | | | 3 min Radius | | | | |
| | | | | | Central Park | | | | | | | |
| | | | | | 'The Q' | | | | | | | |
| S05 | D | North-West | | Monaro & Crawford St Intersection | Riverside Plaza | Right | | N/A | | | | |
| | | | | | Central Park | | | | | | | |
| | | | | | 'The Q' | | | | | | | |
| S06 | D | North-West | | Monaro & Crawford St Intersection | Riverside Plaza | Right | | N/A | | | | |
| | | | | | Central Park | | | | | | | |
| | | | | | 'The Q' | | | | | | | |



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