











CONTENTS



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SECTION I INTRODUCTION

BACKGROUND AND KEY ISSUES

SECTION I INTRODUCTION



The development of wayfinding and network strategy is an outcome of the Rural City of Murray Bridge Riverfront strategy. This strategy will focus on directional signage for access to the riverfront. The wayfinding network strategy will integrate with the walking and cycling masterplan to be developed concurrently and with the Sturt Reserve masterplan that is in a first draft stage.

The key elements of the strategy are to provide a unique identification and grouping of key locations and showing how to link these locations. In particular, the signage needs to provide clear information to visitors so that they can determine their location and destination in order to develop a plan to follow a route by driving, walking, cycling and trails.

Directional signage to the Visitor Information Centre and car parking areas in the city centre, parks and reserves is also a requirement of the network strategy for traffic from visitors and tourists to Murray Bridge. The key issues with wayfinding signage in Murray Bridge are:

- Lack of legible and direct walking and cyclist connections between the town centre and the riverfront
- Inconsistent gateway and place signage
- · Poor access to significant indigenous sites
- Poor connectivity with the major trails passing through the Council jurisdiction, such as the Lavender, Kidman and Mawson trails
- Poor linkages to key tourist attractions in the city centre, such as the Riverfront
- Inconsistent or incomplete wayfinding signage that needs to be updated
- Signage that is not up-to-date with the latest Council branding and colour scheme
- Incomplete signage directing visitors to the riverfront attractions
- Lack of wayfinding for visitors arriving by boat to find key attractions





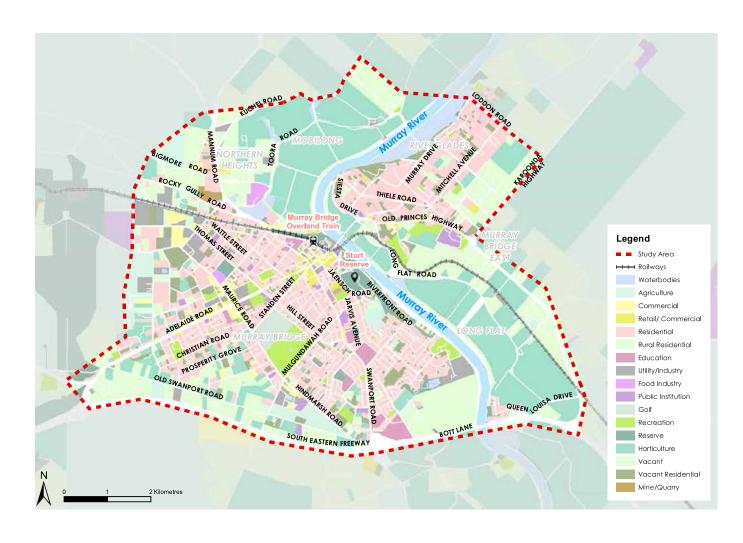


STUDY AREA

SECTION I INTRODUCTION



The study area shown on this map comprises the urban development in Murray Bridge north of the South Eastern Freeway. The key areas of interest for wayfinding signage is within the Riverfront reserves, between the city centre and the Riverfront and at the gateway entry locations into Murray Bridge along Adelaide Road, Swanport Road and the Old Princess Highway with directional signage to the Visitor Information Centre.









SCOPE OF WORK & PROJECT OBJECTIVES

SECTION I INTRODUCTION



The purpose of this wayfinding and network strategy to address the issues with the development of a wayfinding network for local residents, visitors and tourists in Murray Bridge for the following locations in the wider study area:

- Along the Murray River between the Swanport Reserve and Toora Reserve
- Between riverfront spaces linking the Hume Reserve to Toora Reserve, Avoca Dell Reserve and Thiele Reserve, Thiele Reserve to Swanport Wetlands and Swanport Reserve to Murray River Resort
- Connections between the Council assets with safe and convenient walking and cycling paths.

The development of this Wayfinding and Network Strategy is an outcome of the Rural City of Murray Bridge Riverfront Strategy. This strategy will focus on directional signage for access to the riverfront. The Wayfinding and Network Strategy will integrate with the Walking and Cycling Masterplan to be developed concurrently and with the Sturt Reserve Master Plan. The key elements of the strategy are to provide a

unique identification and grouping of key locations and showing how to link these locations. In particular, the signage needs to provide clear information to visitors so that they can determine their location and destination in order to develop a plan to follow a route by walking and cycling.

The wayfinding and network strategy will address the following issues:

- Inconsistent or incomplete wayfinding signage that needs to be updated
- Signage that is not up-to-date with the latest Council branding and colour scheme
- Incomplete signage directing visitors to the riverfront attractions
- Lack of wayfinding for visitors arriving by boat to find key attractions







STRATEGIC POLICIES

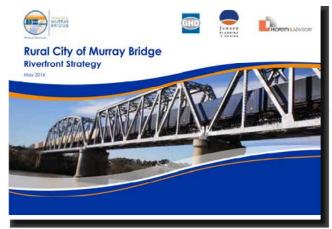
SECTION I INTRODUCTION



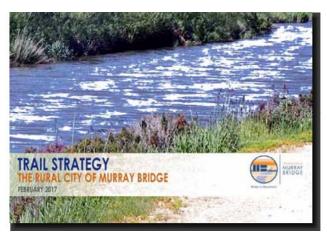
The following strategic planning studies have recommendations for improved and consistent wayfinding signage in Murray Bridge along trails and cycling routes, to the reserves and key attractions in Murray Bridge for local residents, visitors and tourists.



















SECTION 2 EXISTING WAYFINDING SIGNAGE AND INFORMATION

SIGNAGE AUDIT PROCESS

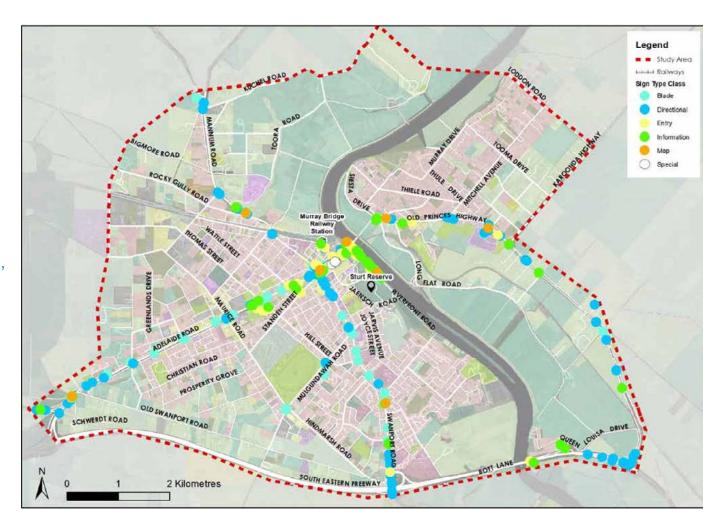
SECTION 2 EXISTING SIGNAGE



The existing wayfinding signage was photographed and geo-referenced with a photographic tag in a geographic information system (GIS) database. Each sign in the inventory was classified according to:

- · Blade on-street name signs
- Directional for tourists and visitors to key attractions
- Entry to designate the names of parks, reserves and key features
- Information with details of the attraction onsite with interpretive and historical information
- Map such as a locality, city centre or regional road maps
- Special for unique features such as Bridge Street place-making

These types of signs are shown on this map with clusters of directional signs along the major road corridors such as Adelaide Road, Swanport Road and the Old Princess Highway.









GATEWAY - INFORMATION BAYS

SECTION 2 EXISTING SIGNAGE



Examples of the existing gateway and information bay signage. They are inconsistent in style, size, presentation, branding and level of information.































VEHICLE DIRECTIONAL - ON STATE ROADS

SECTION 2 EXISTING SIGNAGE



Examples of vehicle directional signage located along the state government controlled roads in Murray Bridge such as Adelaide Road, Bridge Street, Swanport Road and Old Princes Highway and other regional roads are shown here. These signs are white on green for directional signs, white on brown for tourist wayfinding to reserves or parks and tourist drives. White on blue for recreational or visitor facilities.







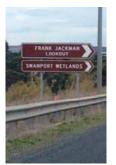






















VEHICLE DIRECTIONAL TO SPECIFIC SITES

SECTION 2
EXISTING SIGNAGE



Examples of vehicle directional signs to reserves, estates and council facilities.























VEHICLE DIRECTIONAL - STREET BLADES

SECTION 2 EXISTING SIGNAGE



Examples of street blade directional signs in various sizes, colours and typefaces directing visitors to local services, facilities and attractions.





















INFORMATION GENERAL

SECTION 2 EXISTING SIGNAGE



Examples of various information signs advising visitors and locals on events, seasonal information and temporary information.























INFORMATION REGULATORY

SECTION 2 EXISTING SIGNAGE



Examples of various regulatory signs.























INFORMATION INTERPRETIVE

SECTION 2 EXISTING SIGNAGE



Examples of various interpretive signs that provide information at key points of interest, historical sites, artworks etc. The condition and design of sign structures and graphics vary greatly.





























TRAIL SIGNAGE

SECTION 2 EXISTING SIGNAGE



Examples of various trail signs including the more recently installed Discovery Trail. The condition and design of sign structures and graphics varies greatly.

































PLACE NAMING

SECTION 2 EXISTING SIGNAGE



Examples of various place naming signs. The condition and design of sign structures and graphics varies greatly.

































VISITOR INFORMATION CENTRE

SECTION 2 EXISTING SIGNAGE



Examples of the Murray Bridge Visitor Information Centre signage and associated main road directional signage. Many of the key directional signs are obscured by parked cars or difficult to see.





















KEY FACILITIES AND DESTINATIONS

SECTION 2 EXISTING SIGNAGE



The key primary destinations for visitors to Murray bridge are:

- City Centre and Bridge Street
- The Riverfront Precinct
- Visitor Information Centre

The key secondary destinations for visitors to Murray bridge are:

General Facilities & Destinations

- Market Place
- The Library
- The Cinema
- The Swimming Centre
- The Round House
- Murray Bridge Soldiers Memorial Hospital
- Murray Bridge Golf Course
- Murray Bridge Race Club
- Murray Bridge Green Shopping Centre
- Murray Bridge Showgrounds
- Riverview Speedway
- Public Toilets
- Cooke Street, Le Messurier Oval

Schools

- Murray Bridge High School
- Murray Bridge North School
- Murray Bridge South Primary School
- Unity College
- Fraser Park Primary
- St loesph's School
- Tyndale Christian School

Public Toilets

- Visitor Information Centre
- Rowing Club
- Market Place

'The Riverfront' Precinct Walking & Cycling Trails

The Riverfront Promenade tbc (Tumbella Drive Reserve to Wharf & beyond)

The Lavender Federation Trail

The Murray Coorong Trail

The Discovery Trail

Casuarina Walk Reserve loop

Riverglades Community Wetlands

Rocky Gully Wetlands

Rural Avenue Reserve

Swanport Wetlands

Theile Reserve to Long Flat

Sturt Reserve Loop

Wharf to Rocky Gully loop

Historical Precinct

Bridges & Rail memorabilia Heritage Rail Promenade tbc Murray Princess Dock

War Memorial

Mobilong Wharf

Mobilong Whart
The Round House

River & Rail Heritage Walk #1

River & Rail Heritage Walk #2

*Refer to Rail & River Heritage Walks brochure

Riverfront Play Precinct

Skate Park

Playground

Splash n Play(proposed)

Pump Track (proposed)

The Bunyip & Muldjewangk Wetlands

The River Beach (proposed)

Tennis Courts & Club

Rowing Club & Public Toilets (Murray

Cods Story)

The Murray Bridge Club

Boat Ramp

Captain Proud Paddle Boat Cruises

Parks, Gardens & Reserves (WEST Side of River - Ordered North to South)

Rocky Gully Wetland

Hume Reserve

Murray Park

The Mobilong Wharf Precinct

The Mobilong Wharf Lookout

Sturt Reserve

Narooma Wetlands

Long Island Reserve

Tumbella Drive Reserve

Toora Reserve

Casuarina Walk Reserve

Swanport Reserve

(Far EAST Side of River - Ordered North to South)

Avoca Dell Riverglades Thiele Reserve

Riverfront Levi Trail tbc Frank Jackman Lookout

Swanport Wetlands

Other Parks, Gardens sports facilities

Adelaide Road Linear Park

Murray Park

Johnstone Park

Christian Reserve

Homburg Park

Monato Woodlands Conservation Park

Kinchina Conservation Park

Gifford Hill Racecourse & Development

Rural Avenue Reserve

Homburg Oval

Le Messurier Oval

Anne Street Reserve

Homeburg Park

Walking & Cycling Trails (Combined)

The Riverfront Promenade tbc

The Lavender Trail

The Murray Coorong Trail

The Discovery Trail

Adelaide Road Trail

(Tumbella Drive Reserve to Wharf &

beyond)

The Lavender Federation Trail

The Murray Coorong Trail

The Discovery Trail

River & Rail Heritage Walk #1

River & Rail Heritage Walk #2

Casuarina Walk Reserve loop

Riverglades Community Wetlands

Rocky Gully Wetlands

Rural Avenue Reserve

Swanport Wetlands

Theile Reserve to Long Flat

Sturt Reserve Loop

Wharf to Rocky Gully loop

Murray Flora & Fauna Park





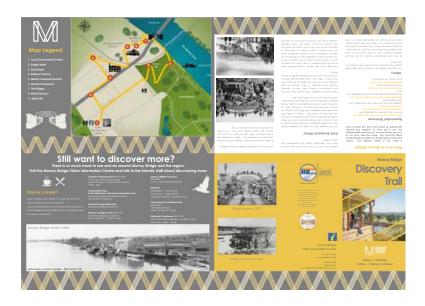


EXISTING TOURIST MAPS AND BROCHURES

SECTION 2 EXISTING SIGNAGE

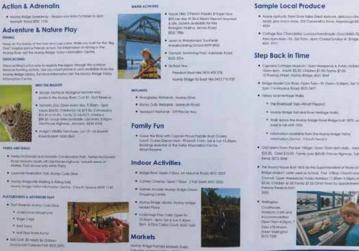


There are a large variety of brochures available at the Visitor Information Centre on places to see and things to do whilst in Murray Bridge including a number of walking and cycling trail maps. This information will assist with the determination of key wayfinding destinations and trail routes.











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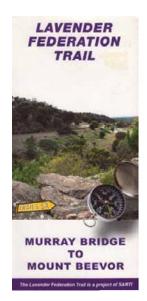




EXISTING TOURIST MAPS AND BROCHURES

SECTION 2 **EXISTING SIGNAGE**









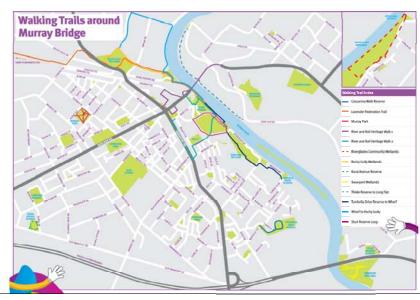
Swanport Wetlands 多开杰的 Other sites to visit Information: Swannort Wetlands is a recreation reserve that covers an area of 19.4 hectares including 3-5 hectares of open water within a wetland. You are able to walk through the wetland on the board walk or sit down and have some lunch under the covered picnic area. Murray Flora and Fauna Park Thomas St. Murray Bride Map available at the Visitors Information Centry When walking through the wetland you will be able to hear the songs of the many frogs and birds that have Map available at the Visitors Information Centre Ngarrindgeri Hill Walking Trails made this place home

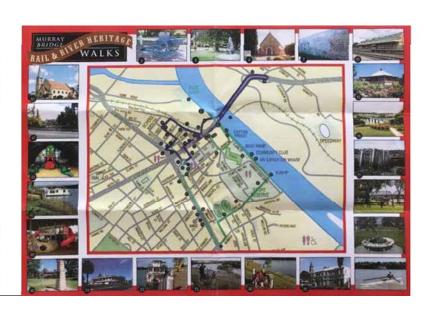


















EXISTING TOURIST MAPS AND BROCHURES

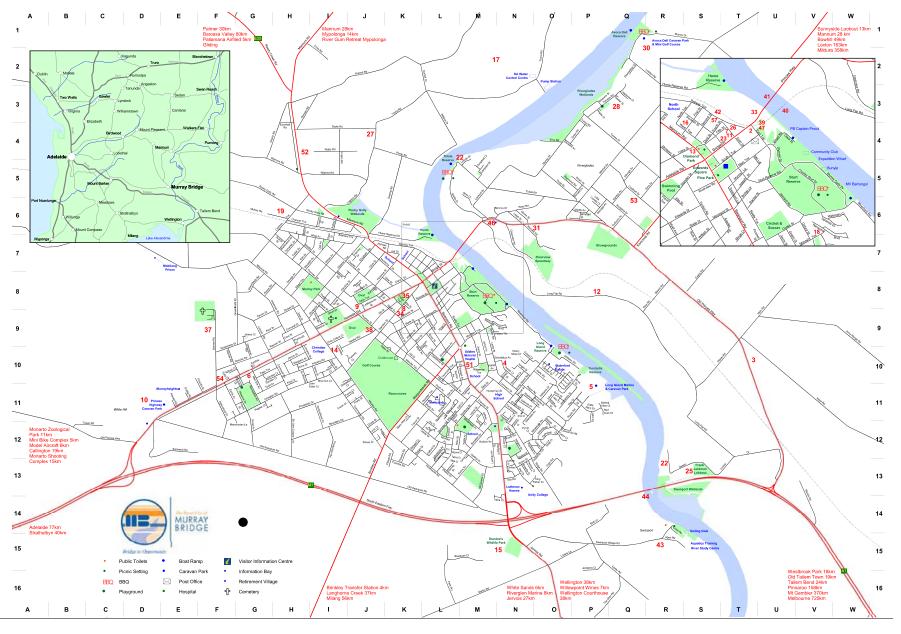
SECTION 2 EXISTING SIGNAGE



The design of this key printed tourist map should be consistent with the wayfinding map to be used on all signage and tourist websites. Map styles colours and fonts need to be used consistently across all collateral.

The icon design and legend system for this current map is very difficult to understand and no reference to tourist drive D34.



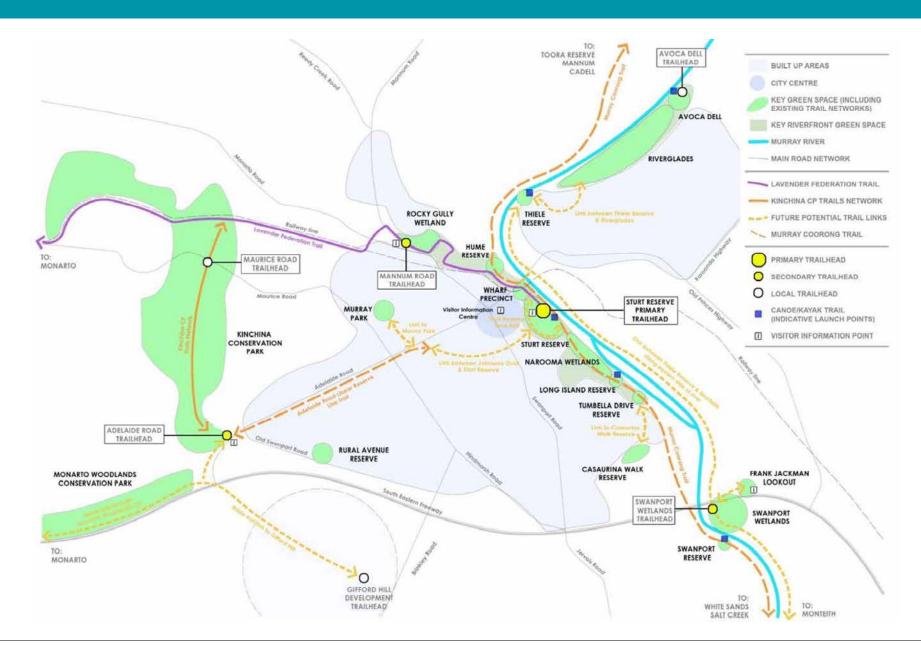








TRAIL STRATEGY REFERENCE









TRAIL STRATEGY REFERENCE

Trail Types/Classifications

Trail classifications allow land managers to develop trails that are appropriately designed for the anticipated trail users and to provide suitable levels of facilities and management. A number of attempts have been made to classify different types of trails for different user groups. There is no single grading system that is applicable to all types of trail. Trails for walking are classified on a difficulty scale from grades one to five, while the mountain biking trail classification ranges from very easy to extreme, horse riding trail classification ranges from easy to advanced and canoeing/kayaking is classified from easy to extreme.

Trail classification systems

Trail usage	Classification System Used	Easiest classification	Most difficult classification
Walking	Australian Standards (AS2156.1-2001): Walking tracks. Classification and signage.	Class 1	Class 5 [Class 6: informal trail]
Mountain Bike Riding	International Mountain Bicycling Association (IMBA): Trail Classification	Very Easy	Extreme
Horse Riding	Horse SA: Trail Difficulty Rating System – Horse	Easiest	Advanced •
Canoeing/Kayaking	International River Grading System	Easy Grade 1	Difficult Grade 3

Australian Walking Track Grading System

Pre-2010, the grading systems applied to walking trails and the information conveyed to walkers varied considerably between states and territories and even between different land managers within states. The lack of consistent standards for walking trail grading makes it difficult for the public to choose walking trails that are suitable to their skills and level of fitness. Where grades vary, are confusing or are poorly understood, it can act as a deterrent to people undertaking walks, particularly to less confident and able walkers.

Australian Standard 2156.1-2001 Walking Tracks - Classification and Signage

In 2010 a proposed Australian Walking Track Grading System was developed and this system was endorsed by Parks Forum (the former peak body for park management organisations) as a voluntary industry standard. The aim of the Australian Walking Track Grading System is to encourage people who are not regular or confident bushwalkers to get out there and give it a go. It is specifically designed to reassure entry level walkers, particularly persons with a disability or people walking with children, that a particular trail is suitable for their skill level. Victoria's Department of Sustainability and Environment (DSE) has committed to re-grading its State Forest walking trail network to be consistent with the new grading system³⁵.

Under the new system, walking trails are graded on a difficulty scale from grades one to five, as follows:

- Grade One is suitable for persons with a disability with assistance
- Grade Two is suitable for families with young children
- Grade Three is recommended for people with some bushwalking experience
- Grade Four is recommended for experienced bushwalkers
- Grade Five is recommended for very experienced bushwalkers











Walking track grading system icons

The Australian Walking Track Grading System was developed by the Walking Tracks Grading and Improvement Project and funded by 'Go for your life' – a Victorian Government Initiative. The first walking track to have been re-graded was the Whipstick Loop Walk. Below is an image of the newly installed sign which includes the symbol showing the walk's grade as well as information on its distance, time to complete, gradient and quality of path.







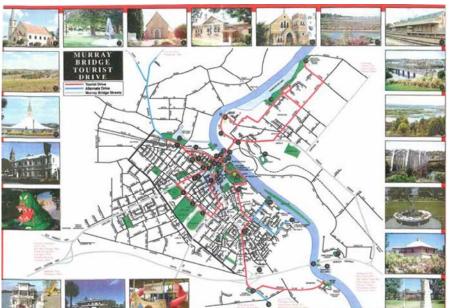
TOURIST DRIVE #34

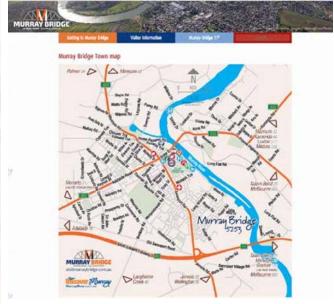
SECTION 2 EXISTING SIGNAGE

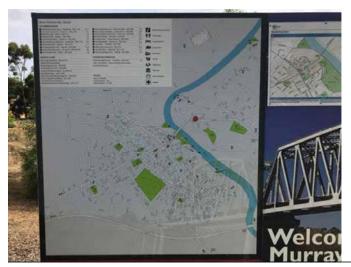


The current Murray Bridge website directs visitors to the Visitor Centre for information and does not provide a viewable or down-loadable tourist drive map. The key Murray Bridge Tourist Map and online town map does not include any reference to this route nor does the main information bay maps.

If visitors find it difficult to view and understand a tourist drive route map either online or in print then it is unlikely they will follow the onsite signs provided.

















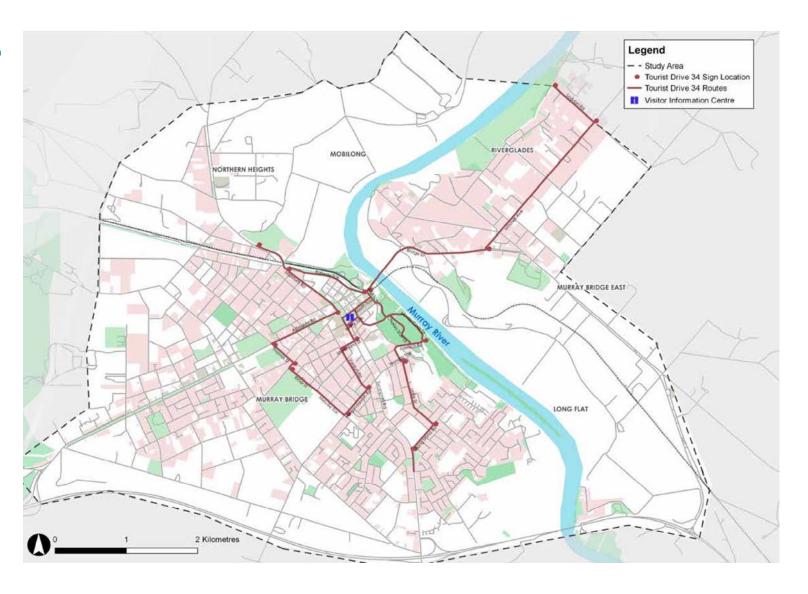
TOURIST DRIVE #34 - SIGNAGE AUDIT

SECTION 2 EXISTING SIGNAGE



Map showing locations of current tourist drive #34 signs plotted as part of the sign audit process.













SECTION 3 WAYFINDING FRAMEWORK AND KEY SIGNAGE LOCATIONS

WAYFINDING REQUIREMENTS

SECTION 3
WAYFINDING FRAMEWORK



The key project objective is to develop a well-defined wayfinding strategy that provides residents and visitors with an easy to read and accessible way to enter and explore Murray Bridge, its services and attractions.

The strategy will:

- Identify those locations where visitors will be directed or where visitors and locals may wish to visit
- Propose a clear hierarchy of safe routes and related signs from key entry points to identified key destinations
- Review the existing tourist Drive 34 and make recommendations for improvements with consideration of its relationship with the riverfront
- Recommendations for location and design of vehicular, bicycle, trail and pedestrian signage that will connect residents and visitors to major attractions and local destinations
- Provide navigational improvements between major points of entry and significant destinations within Murray Bridge, in particular the riverfront and Sturt Reserve

 Develop routes that are safe, navigable, and accessible to all users

Recommend designs that provide:

- Inventive and original signage reflecting the council's visual identity and enhances the movement of those who live, work, and play in the region
- Resistance to vandalism and ensures robust and economical maintenance
- Mechanisms to ensure the effective maintenance and updating of infrastructure.







SIGNAGE SUITE AND SIGN TYPE HIERARCHY

SECTION 3
WAYFINDING FRAMEWORK



The following pages demonstrate how the proposed signage suite hierarchy works across a variety of site specific applications. Sign types include gateway signage, vehicle directional signage, information signage, place name signage, pedestrian directional signage, map directory signage, interpretive signage, walking and cycling trail -route signage.

Some sites, particularly, city and township gateways and major entries to key places such as the Riverbank Precinct and Sturt Reserve could consider a number of sign type solutions pending budgets and a more detailed site investigation. Gateway solutions, often referred to as Entry Statements, are important place-making tools as they can greatly influence visitors' first impressions. They typically incorporate branded signage structures as well as high quality landscaping treatments, lighting and or public art. The Entry Statement concepts shown in this document are indicative only and require further development in collaboration with city planners and landscape designers.









SIGNAGE SUITE CONCEPT DESIGN AND ASSESSMENT

SECTION 3
WAYFINDING FRAMEWORK



A range of signage suite concepts were developed, exploring the use of materials and finishes associated with the character of Murray Bridge in particular the Heritage Bridges, Wharf and Rail Precincts.

Each of the concepts were then assessed with respect to the following key criteria;

- Place-making (materials and finishes that best reflect the place)
- Graphic legibility
- Durability
- Maintenance
- Flexibility (ability to be adapted to suit many applications)
- · Construction and installation cost

A concept recommendation was made based on this assessment and is presented over following pages.



SANDSTONE PILLARS



RIVETED STEEL & SANDSTONE



WEATHERED TIMBER



RUSTY STEEL



SANDSTONE WALLING



GALVANISED STEEL



WEATHERED HARDWOOD



CORTEN STEEL



BRAND COLOURS













SIGNAGE SUITE CONCEPT - CYCLIST AND PEDESTRIAN

SECTION 3
WAYFINDING FRAMEWORK



3500

The proposed signage suite is designed for maximum flexibility, functionality, durability and cost effectiveness. The rusty steel sign body finish is in keeping with the heritage and character of Murray Bridge. It will also integrate well with the existing Discovery Trail signage and the proposed Murray Coorong Trail signage, both made from Corten steel.









SIGNAGE SUITE CONCEPT - VEHICULAR

SECTION 3 WAYFINDING FRAMEWORK











CITY AND TOWNSHIP GATEWAY SIGNS

SECTION 3
WAYFINDING FRAMEWORK



It is acknowledged that the current gateway signs have a reference to Ngarrindjeri land. Although it is important to acknowledge the traditional owners of the land we do not have approval to use the Ngarrindjeri logo at the time of printing this report.

The inclusion of the Ngarrindjeri logo in this report is for concept design purposes only. Approval will be sought in the future to include the Ngarrindjeri on RCMB signs.

The coloured ribbons are in-line with the order setout in the style guide Version V2.05 April 2017.

Green - Environment

Aqua - Lifestyle

Yellow - Economy

Orange - Community





NB: ACKNOWLEDGEMENT OF THE NGARRINDJERI ON SIGNS IS SUBJECT TO NRA APPROVAL.







MURRAY PARK

The proposed signage suite is designed for maximum flexibility. Sign sizes and graphics can be tailored to suit specific sites needs and budgets. Place naming signs need to be located on main roads and site entries and need to be larger to be seen by passing traffic. Trail head signs need to be located and the start of trails and can use smaller text and images as these are to be read by pedestrians.

* graphic content is indicative only



ON HOLD SIGN





Scale 1:10













MURRAY PARI

MURRAY

INDICATIVE CONSTRUCTION DETAILS

SECTION 3 WAYFINDING FRAMEWORK



Typically, all sign structures should retain the same width and height proportions.

The internal structures will be made from welded Duragal RHS with welded Corten skin applied and all joins and welds ground to smooth and consistent finish.

Footing and installation details may vary pending the size of the sign and final engineering, ie larger signs may utilise a cage bolt and footplate solution as opposed to the leg in ground solution indicated here.

* graphic content is indicative only





