

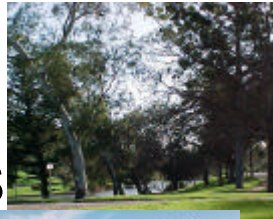
“New Directions”

City of Adelaide
Park Lands Signage Plan

brecknockconsulting
in association with
Martins Designs
HEMISPHEREdesign

June 2001

ADELAIDE PARK LANDS



SIGNAGE PLAN

CONTENTS

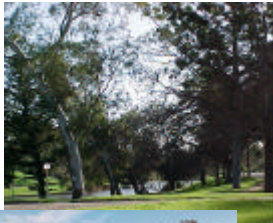
PART 1 – THE STRATEGY

	Page No.
1.1. Rationale	4-5
1.2. Guiding Principles	6-11
1.3. Signage Types	
• Welcome signs	12-13
• Naming signs	14-17
• Information/regulatory signs	18-19
• Directional signs	20-21
• Sister City signs	22
• Permit Holder signs	23-24

PART 2 – THE SIGNAGE PLAN

2.1. Park Lands Signage Plan	
• Welcome signs	26-28
• Naming signs	29-39
• Information/regulatory signs	40-42
• Directional signs	43-44
• Sister City signs	45-46
• Permit Holder signs	47-48
• Other signs	49
• Staging and budgets	50

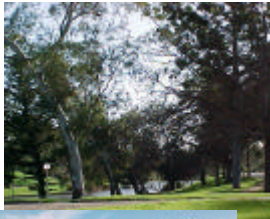
ADELAIDE PARK LANDS



SIGNAGE PLAN

PART 1 – THE STRATEGY

ADELAIDE PARK LANDS



SIGNAGE PLAN

RATIONALE

This Park Lands Signage Plan is an initiative of the City of Adelaide's Park Lands Co-ordination Group who have the responsibility of implementing the Park Lands Management Strategy [1999]. The plan has been developed in response to a number of needs, including the lack of strategies and guidelines for developing effective and unified signage throughout the Park Lands and Council's decision to introduce Kurna names along side the established European names.

In addition to the Park Lands Management Strategy the consulting team was required to review the Signage Strategy [1996] and a number of other current initiatives for signage in the Park Lands such as:

- the Council's endorsed strategy for the incremental introduction of Kurna names
- the proposed introduction of a Kurna bush tucker trail in Park 23
- the proposal to introduce interpretative signs in Park 16 [Victoria park South]
- the proposed redesign of the Welcoming City and Sister City signs to be located at the entries to the Park Lands
- the proposal by Community development to develop a series of recreational signs along the river Torrens Valley

A review of the existing signage conditions throughout the Park Lands shows a lack of strategic planning in the provision of signs for the purposes of wayfinding, providing park users with adequate information and a plethora of regulatory signs that clutter the landscape. This Signage Plan is therefore attempting to reduce the overall number of signs by being strategic about the positioning of individual signs within the parks and also planning for a more economic use of signs to ensure the maximum information is communicated at each signage location.

The scope of the Signage Plan initially included all Naming, Interpretative, Information and Regulatory signs controlled by the City of Adelaide throughout the Park Lands. During the study the scope was extended to include recommendations on Welcoming and Sister City signs and signs relating to those lease hold areas of the Park Lands.

This Signage Plan does not cover signage for the City Squares as they are to be considered as part of the City Signage Strategy.

ADELAIDE PARK LANDS



SIGNAGE PLAN

RATIONALE



This Park Lands Signage Plan is structured in three parts:

Part 1 – The Strategy

Deals with the overall identified signage needs within the Park Lands and sets out the Guiding Principles for the design and location of future signs.

The strategy considers the signage needs and appropriate signage forms to meet those needs through a signage hierarchy. The hierarchy addresses the overall system from park Naming signs to the small Directional signs. The Signage Plan aims to bring about a rationalisation of signs in the Adelaide Park Lands by ensuring that signs are appropriate to the location, carry relevant information and allow for changes and additions over time.

There are sections that identify the guiding principles relating to signage generally and more detailed design, functional and siting criteria are to be found in the section on signage types.

Identified signage types include:

- Naming signs
- Information/Regulatory signs
- Directional signs
- Welcome signs
- Permit holder signs

Part 2 – The Signage Plan

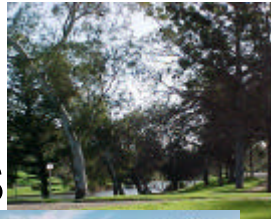
Deals with the specific signs required for each park, their proposed design and nominated indicative locations. In addition to nominating numbers and locations for signs the Plan makes recommendations regarding the staging of the plan, indicative budgets and implementation priorities over a five-year period.

Part 3 – Operational Manual

Sets out the graphic style in the form of a Style Guide. The Style guide informs the layout, font style and sizes and colours of future signs.

The manual also contains technical details relating to installation and maintenance and where relevant the appropriate Australian Standards.

ADELAIDE PARK LANDS



SIGNAGE PLAN

GUIDING PRINCIPLES

FUNCTION

The guiding principle for the development of the Park Lands Signage Plan is to ensure that a consistent, legible, informative and attractive signage system that is durable and easy to maintain is implemented throughout the Park Lands.

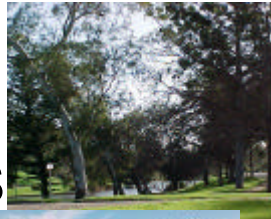
To achieve this the following considerations must be addressed:

- Signage hierarchy – Develop a strategic approach to addressing the various signage needs through a logical hierarchy
- Signage types – A range of sign types will be required to meet the identified needs of:
 - Finding parks and facilities
 - The symbolic identification of park names
 - Contribution to the 'sense of place'
 - Providing directional and regulatory information

The signage suite will therefore need to include the following sign types:

- Park name signs - that assist the user in wayfinding and provide a cultural context to the park through the use of both European and Kaurna names
- Interpretative and Information signs - that can be used to provide the user with details of the parks history or name and relevant information about the facilities or attractions of the park
- Directional and Regulatory signs – that can be positioned throughout the parks to provide local directional information to advise of safety, park regulations plus services and facilities in and around the Park Lands
- Wayfinding - The system of Park Lands signs will need to fulfil a range of functions in assisting people find and use parks:
 - Road users
 - that the Naming signs be located in a clearly visible location on approach roads and main arrival points
 - that signage text be of sufficient size to be clearly visible from a passing vehicle
 - Pedestrians and Cyclists
 - that Naming signs are located at suitable pedestrian arrival points
 - that Naming signs are sited close to footpaths and the pedestrian path network
- Cultural and environmental context – It is important that signs are designed with sensitivity to the different environments that they will be placed in:
 - To be sensitive to relevant cultural and historic landscape considerations
 - To be sensitive to relevant environmental considerations
- Accessibility – Signs should meet the needs of a wide range of park users addressing issues such as:
 - To be readable by people with disabilities
 - To be understandable by people from non-English speaking backgrounds through the use of clear concise text and where possible international symbols

ADELAIDE PARK LANDS



SIGNAGE PLAN

GUIDING PRINCIPLES

DESIGN

The design of the different signage types require that a range of design criteria be considered. These criteria are important in ensuring the consistency and the development of an effective suite of signs that are suitable for the range of landscape environments throughout the Park Lands.

The designs must be:

- Simple and attractive
- Suitable scale for the landscape
- Coloured to be clearly legible while being in harmony with the landscape setting
- Robust and low in maintenance
- Appropriate for the range of landscape environments

Consideration must be given to the appropriate use of a signage system and to identifying the possible opportunities for unique signs possibly designed by artist/designers in association with the City's Public Art Policy.

CONSTRUCTION

All of the Park Land signs are at risk from vandalism and graffiti as well as the usual weathering effects experienced by all outdoor signage, therefore the designs must consider the use of robust materials for support structures and sign surfaces.

The construction should be:

- Robust enough to withstand a reasonable level of abuse as can be expected in a unsupervised public space
- Safe from sharp or dangerous edges and protuberances
- Permanently fixed in its location and theft proof
- Weather resistant
- Modular in design for ease of maintenance and to limit the number of elements that will need to be kept in storage

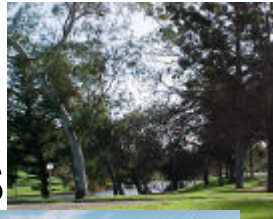
LIFECYCLE COST

The designs must consider the lifecycle cost of the sign design and construction to ensure that low cost options are not proposed that will eventually result in unrealistic costs in later maintenance.

Lifecycle cost issues to be considered include:

- Viable unit cost while utilising good design and robust materials
- Life expectancy of 5-8 years
- Low maintenance costs
- The paint or surface treatment should be hardy and long lasting
- The surface treatment should be able to be retouched in the event of damage or graffiti

ADELAIDE PARK LANDS



SIGNAGE PLAN

GUIDING PRINCIPLES

SITING

In identifying a suitable location for each sign there are a range of criteria that must be considered to ensure that the sign is located in a logical position for the user as well as ensuring that there is minimal impact on the environment. Identifying the most appropriate signage locations should also assist in minimising the number of signs required in any one park.

Siting strategies should consider:

- **Visibility** – The signs should be sited according to their role within the hierarchy of signs and in locations that ensure maximum exposure to the park user
- **Accessibility** – The signs should be sited close to pathways where closer inspection of interpretative material is required and hard surfaces should be considered to surround any sign that has information on both sides
- **Orientation** - The signs need to be located with care to ensure their maximum impact without unduly dominating the landscape or adding to the roadside clutter
- **Public Risk** - The signs should be designed and sited to ensure they do not present a safety hazard by providing a hiding place. Locations should wherever possible allow all round visibility and clear sightlines for an approaching pedestrian. Where signs are of a scale that might potentially provide a hiding place there should wherever possible be clearance above the ground to the signage panel to ensure the sign can not hide an individual
- **Climate** – The signs should be located in positions that will not be unduly effected by extreme climatic conditions such as being in deep shadows or strong back lighting from late afternoon sun that might hinder the legibility of the sign
- **Maintenance** – The signs should be sited with consideration of ongoing maintenance requirements such as the following:
 - Position signs for easy access by maintenance personnel
 - Avoid locations and forms that will encourage litter build up
 - Ensure appropriate drainage and run off are considered during installation
 - Design should utilise standard components and limit the number of elements required in storage
 - Design should allow for easy removal and replacement of main signage panel for changes or repainting

ADELAIDE PARK LANDS



SIGNAGE PLAN

GUIDING PRINCIPLES

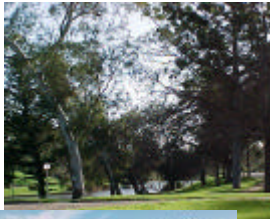
- **‘Sense of Place’** – The ‘sense of place’ relates to an experiential dimension that is different for each person and will vary according to time, seasonal and climatic changes. The Park Lands include a range of different environmentally and culturally sensitive zones that should be considered when designing signs or deciding on the location for signs.

These ‘sense of place’ considerations include:

- **Landscape character zones**
The Park Lands management Strategy identifies three main character zones within the Park Lands, those areas which are predominately natural landscapes, cultural landscapes and finally predominately recreational landscapes.
- **Visual precinct**
A visual precinct is created by landform such as being in the river valley or within a landscape area bordered by stands of significant vegetation. As the visual precinct is a perceived zone actual park boundaries are not necessarily relevant.
- **Cultural landscape**
Like the visual precinct a cultural landscape is based on perceptions of historic relevance or association with significant people and cultural events.
- **Kaurna zones of cultural significance**
A number of the Kaurna names proposed for parks are especially relevant to ‘sense of place’ such as Piltawodli which refers to the “Native Settlement” site on the northern bank of the Torrens.

The existence of these different landscapes does not necessarily mean that signs should be designed differently for each zone. However, it is important that these zones be taken into consideration so that where relevant zonally specific signs can be produced and equally a system wide signage design should be equally suited and sensitive to all the zones it may be used in.

ADELAIDE PARK LANDS



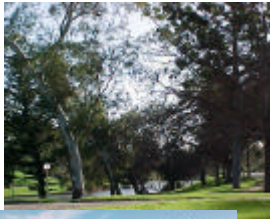
SIGNAGE PLAN

GUIDING PRINCIPLES

'Sense of Place' – The following landscape analysis drawing provides an example of how some of the various elements that constitute 'Sense of Place' can be understood in regard to areas with the Central Park Lands.



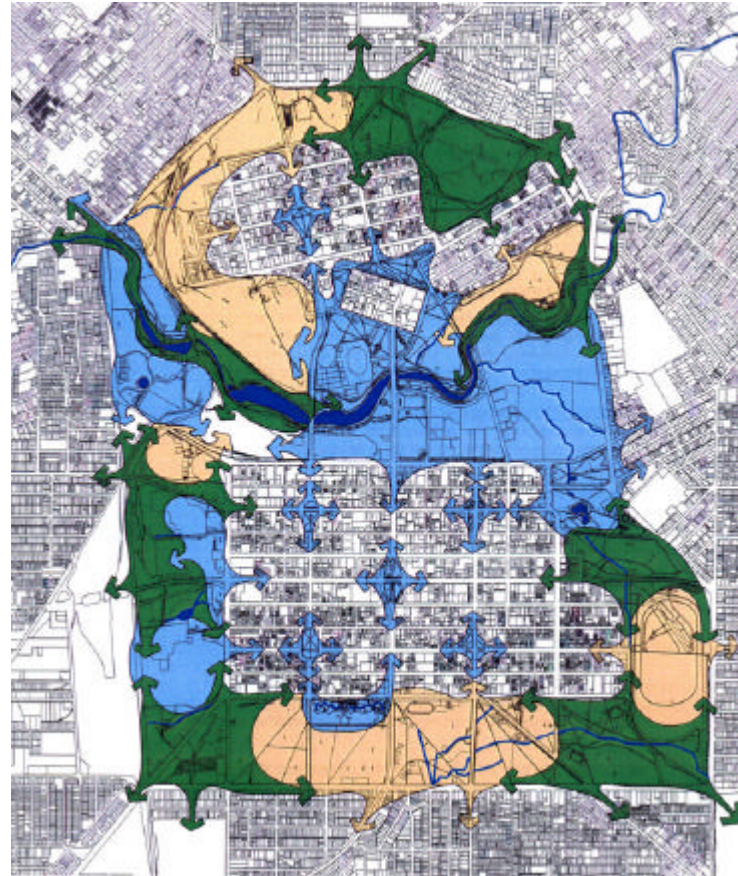
ADELAIDE PARK LANDS






SIGNAGE PLAN

GUIDING PRINCIPLES

- **Landscape Character Zones** - The Adelaide Park Lands are made up of a range of landscape character zones that have been clearly identified in the Park Lands Management Strategy. These landscape character zones should be respected when considering the location and form of signs. In addition to the landscape character zones there are cultural landscape areas of significance to Kaurna and European histories.



-  Predominately Natural Landscape
-  Predominately Cultural Landscape
-  Predominately Recreational Landscape

ADELAIDE PARK LANDS



SIGNAGE PLAN

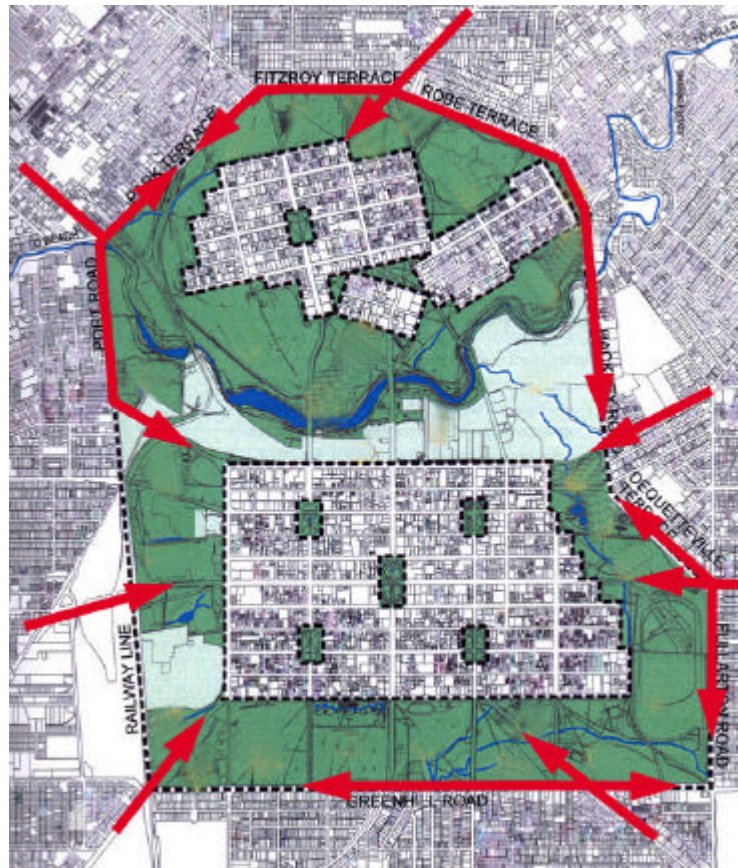
**SIGNAGE TYPE:
WELCOME SIGNS**

INTRODUCTION

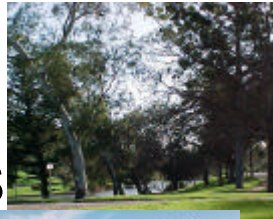
The Adelaide Park Lands are a distinctive aspect of the City of Adelaide and are a clear indicator of imminent arrival and therefore act as natural signage. Therefore any Welcoming signs should be kept to a minimum and be of a form that relates to the landscape setting.

FUNCTIONAL CONSIDERATIONS

It is proposed that the first level of Park Lands signage be a Welcome sign. These signs would be of an appropriate scale and be located in prominent locations with high visibility especially from passing vehicles. The Welcome signs would in most cases be located on the main feeder and ring roads to ensure maximum exposure and prominence to visitors and park users.



ADELAIDE PARK LANDS



SIGNAGE PLAN

SIGNAGE TYPE: WELCOME SIGNS

DESIGN CONSIDERATIONS

The design should be of a contemporary style while also having a degree of timelessness. The design should include materials, colours and elements that have an environmental or cultural reference that are unique to that region.

The design must be;

- Simple and attractive
- Of high artistic standard
- Present text in a clear and readable size
- Appropriate to the landscape environment in which it is set
- Be of a low and horizontal format

CONSTRUCTION CONSIDERATIONS

The signs should be constructed from robust materials that will sit well within the parkland environment and will require minimum maintenance.

LIFECYCLE COST

The Welcome signs will be unique designs and therefore of a higher unit cost than the production range proposed for the signage suite. The higher cost will require the use of quality materials with a longer life span than the standard signage suite.

SITING CONSIDERATIONS

The signs need to be located with care to ensure their maximum impact without unduly dominating the landscape or adding to the roadside clutter. There is also a need to be able to read the sign within the landscape context, for example against the backdrop of open views across grasslands or playing fields.

Siting strategies should consider:

- **Visibility** - Siting of the signs will require consideration of car parking along edge of Park Lands to ensure the signs are unduly obscured.
- **Accessibility** – The Welcome signs do not require pedestrian access.
- **Orientation** - Potential sight lines to the sign need to be considered to ensure that the sign will not be obstructed by vegetation or parked cars. Care should also be taken to ensure that the sign does not obscure important landscape vistas or obscure sight lines for drivers near corners.
- **Public Risk** - The regional signs are to be of a low horizontal form. It will therefore be important to keep them well away from pedestrian paths.
- **Maintenance** - The signs should address issues of maintenance access and provision of appropriate drainage.
- **Climate** – The siting of these signs will be generally governed by the road alignment and will have little flexibility in positioning to meet the guiding principles.
- **'Sense of Place'** - The landscape character zone should be respected when considering the location and form of Welcome signs. In addition to the landscape character zones there are cultural landscape areas of significance to Kaurua and European histories. These cultural landscapes should be considered and where possible reflected in the design or embellishment of the Welcome signs.

ADELAIDE PARK LANDS



SIGNAGE PLAN

**SIGNAGE TYPE:
NAMING SIGNS**

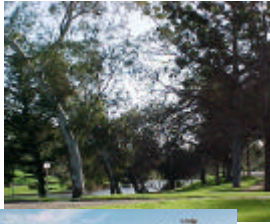
INTRODUCTION

The second level of the signage hierarchy is the Naming sign for the individual parks. The Adelaide Park Lands have traditionally had both park numbers defining an administrative boundary of a single park and in most cases a park name.

The majority of parks have been named after a famous personage and correspond with the park numbers. There are however a number of exceptions where there are no names only numbers. Other parks might have one number referring to the entire precinct, but contain therein a series of small precincts with individual names.



ADELAIDE PARK LANDS



SIGNAGE PLAN

SIGNAGE TYPE: NAMING SIGNS

FUNCTIONAL CONSIDERATIONS

General Name Signs – The function of the Name sign is primarily to provide a wayfinding device to aid the identification of a park and as such will need to provide all the relevant wayfinding information. The Name sign should include details of the Park Lands region; the park number and park name where one exists.

Key wayfinding information should be very clear and concise and of a size visible to people travelling in a vehicle on adjacent roads.

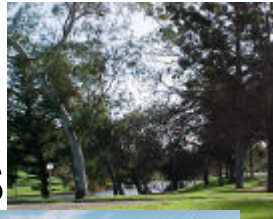
Kaurna Name Signs - In association with this Park Lands Signage Plan the City of Adelaide has committed to the installation of four Name signs that feature approved Kaurna names.

The City of Adelaide decided in 1996 to introduce Kaurna names into the Park Lands naming system as a result of the reconciliation process. The Kaurna name is to be introduced where no European park name exists.

The following are the parks and names included in this reconciliation project:

- Park 1 – “Piltawodli”
- Park 12 – “Karrawirra”
- Park 23 – “Wirranendi”
- Park 25 – “Tambawodli”

ADELAIDE PARK LANDS



SIGNAGE PLAN

SIGNAGE TYPE: NAMING SIGNS

DESIGN CONSIDERATIONS

The design must be;

- Simple and attractive
- Clear and concise graphic approach
- Appropriate for the range of landscape environments
- Addressing the needs of people with disabilities

CONSTRUCTION CONSIDERATIONS

The construction should address the following considerations ;

- Simple assembly and installation system
- Preferably modular to allow for change when required
- Robust materials and low in maintenance requirements

LIFECYCLE COST CONSIDERATIONS

The selection of materials and finished should consider the lifecycle implications;

- Minimise the number of components that would need to be stocked for maintenance
- Select construction materials with a five to ten year life
- Select signage/graphic materials that have a three to five year life

SITING CONSIDERATIONS

The signs need to be located with care to ensure maximum impact without unduly dominating the landscape or adding to the roadside clutter.

Siting strategies should consider:

- Orientation and potential sight lines
- 'Sense of Place' and cultural landscape sensitivities
- Personal safety and casual surveillance issues

The signs should be designed and sited to ensure they do not present a safety hazard by providing a hiding place. Locations should wherever possible allow all round visibility and clear sightlines for an approaching pedestrian. There should be clearance above the ground of the signage panel to ensure the sign cannot hide an individual.

- Accessibility for pedestrians
- Climatic issues such as shade and sun glare
- Maintenance access, drainage and litter build up

ADELAIDE PARK LANDS



SIGNAGE PLAN

SIGNAGE TYPE: NAMING SIGNS

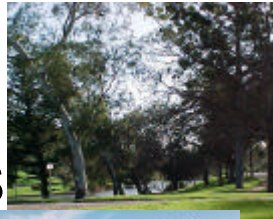
PLAYGROUND NAMES

In addition to the naming of parks there is also a need to address the issue of naming the Park Land playgrounds. The playgrounds generally lack proper naming; in fact three parks that share the same name. There are three Glover playgrounds ; Park 20, Park 15 and Park 6 while there are other playgrounds without names.

Consideration should be given to renaming the playgrounds with child-oriented names and including improved signage as part of the Park Lands Signage Plan.



ADELAIDE PARK LANDS



SIGNAGE PLAN

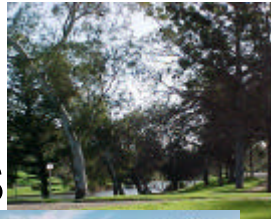
SIGNAGE TYPE: INFORMATION SIGNS

INTRODUCTION

In addition to wayfinding and naming groups and individual parks there is a need for a range of information and interpretative material that provides park users with information to ensure their park visit is enjoyable, informative and safe.



ADELAIDE PARK LANDS



SIGNAGE PLAN

SIGNAGE TYPE: INFORMATION SIGNS

FUNCTIONAL CONSIDERATIONS

The Information signs form part of the overall signage system providing a secondary level of information to the Park Name signs.

The signs would include details such as:

- Park Features and Facilities – Signs should provide details such as the location of park features and facilities such as; playgrounds, barbecues, kiosks and toilets
- Interpretative material - Signs where relevant should display information relating historic, cultural or environmental points of interest to park users
- Regulatory/Advisory information - Signs will be needed that inform park users of the relevant regulations governing and advising on activities and behaviour in the Park Lands such as alcohol use, dog regulations, rubbish, golfing and cycle use

Information signs will in many cases require associated maps to provide orientation or to identify a zone of cultural or environmental significance.

DESIGN CONSIDERATIONS

It is likely that these secondary signs will be required in larger numbers than the primary Park Name signs and therefore should be of a lesser scale to ensure minimum impact on the environment. The design should provide sufficient surface area to allow for a range of information to be clustered on a single sign in order to reduce the number of individual signs as currently occurs.

CONSTRUCTION CONSIDERATIONS

The construction should address the following considerations ;

- Simple assembly and installation system
- Preferably modular to allow for change when required
- Robust materials and low in maintenance requirements

LIFECYCLE COST CONSIDERATIONS

The selection of materials and finished should consider the lifecycle implications;

- Minimise the number of components that would need to be stocked for maintenance
- Select construction materials with a five to ten year life
- Select signage/graphic materials that have a three to five year life

SITING CONSIDERATIONS

Information signs should be located wherever the greatest volume of pedestrian and cyclist movements occur and at central gathering points within the park.

ADELAIDE PARK LANDS



SIGNAGE PLAN

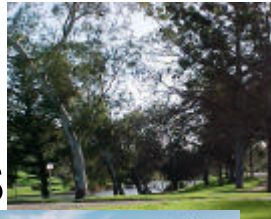
SIGNAGE TYPE: DIRECTIONAL SIGNS

INTRODUCTION

In addition to the Information signs that will feature groups of notices and multiple directional instructions there is a need for single or double directional signs at strategic locations. These signs will be required at points where there are key decisions to be made or where a specific directional notification is required.



ADELAIDE PARK LANDS



SIGNAGE PLAN

SIGNAGE TYPE: DIRECTIONAL SIGNS

FUNCTION CONSIDERATIONS

The Directional signs are to provide specific information to assist park users find their way to facilities and or negotiate the path system.

DESIGN CONSIDERATIONS

The Directional signs will be the simplest form and lowest cost item of the signage suite but should still be seen as part of the suite. This can be achieved through the use of consistent colour pallet and typefaces.

The signs should be designed to ensure that the sign blade would allow for sufficient information to be carried and be of a uniform shape and size.

Individual Directional signs will be post top and must be of a sufficient height to present no public risk.

CONSTRUCTION CONSIDERATIONS

The construction should address the following considerations ;

- Simple assembly and installation system
- Preferably modular to allow for change when required
- Robust materials and low in maintenance requirements

LIFECYCLE COST CONSIDERATIONS

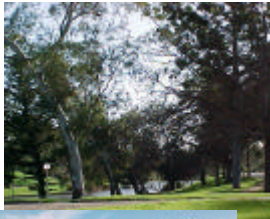
The selection of materials and finished should consider the lifecycle implications;

- Utilise readily available materials and components to minimise cost
- Minimise the number of components that would need to be stocked for maintenance
- Select construction materials with a five to ten year life
- Select signage/graphic materials that have a three to five year life

SITING CONSIDERATIONS

Directional signs will be located at the point where park users require the information, for example at the junction of paths or at a point of danger.

ADELAIDE PARK LANDS



SIGNAGE PLAN

SIGNAGE TYPE: SISTER CITY SIGNS

INTRODUCTION

The study commissioned to undertake the analysis and design recommendations that form this Park Lands Plan was not required to provide a design for Sister City signs within its scope of work. However the study was required to make recommendations and provide general concepts of providing such signs and how they would fit into the logic of the signage suite.

Sister City Signs – Sister City signs have previously been included on Welcoming signs. It is questionable that this combination has any value, as knowing which cities are part of the Sister City programme would be of little interest to most visitors arriving in a city. The “*Signs of the Times*” report argued for the Sister city signs to be considered part of business environments such as the central city or at the airport. The report also identified information bays as a possible location for sister city information.

It is the recommendation of this study that Sister City signs are not appropriate in the Park Lands and should therefore not be included as part of the Park Lands signage suite.

ADELAIDE PARK LANDS



SIGNAGE PLAN

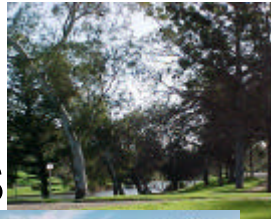
SIGNAGE TYPE: PERMIT HOLDER SIGNS

INTRODUCTION

The Park Lands Management Strategy identifies 42 permit holders. In most cases the permit holders have installed a sign or signs to identify land covered by their permit. In park 20 there are an unnecessarily large number of signs that have been installed by permit holders. There is therefore a need for some rationalisation and regulation of signs of this type. Ideally all new Permit Holder signs installed after the acceptance of this strategy should conform to the design proposed in the Park Lands Signage Plan, existing signs should be phased out over a five year period and replaced with the new signs.



ADELAIDE PARK LANDS



SIGNAGE PLAN

SIGNAGE TYPE: PERMIT HOLDER SIGNS

FUNCTION

The Permit Holder signs fulfil a specific role within the park hierarchy that of providing park users with information relating to those areas covered by Permits.

These signs need to provide information relating to the following:

- City of Adelaide Logo
- Park Lands region
- Name of Permit Holder

In addition the following information may be required:

- Map showing Permit area
- Details of public access

DESIGN CONSIDERATIONS

Although the Permit Holder signs could be considered 'third party' signage they should however be constant with the Park Name sign system with a degree of difference such as being more horizontal and lower in form.

Signs should use the standard colour pallet with the addition of a distinctive coloured typeface to identify the permit holder.

CONSTRUCTION CONSIDERATIONS

The construction should address the following considerations ;

- Simple assembly and installation system
- Preferably modular to allow for change when required
- Robust materials and low in maintenance requirements

LIFECYCLE COST CONSIDERATIONS

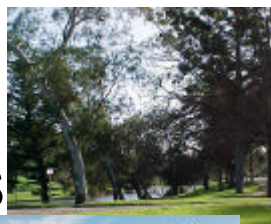
The selection of materials and finished should consider the lifecycle implications;

- Minimise the number of components that would need to be stocked for maintenance
- Select construction materials with a five to ten year life
- Select signage/graphic materials that have a three to five year life

SITING CONSIDERATIONS

As these are signs specific to permit areas the actual sign should be located at the main arrival points or on the edges of relevant areas. There are currently far too many Permit holder signs in the Park Lands, therefore these signs should be limited in number to ensure that those parks with a number of permit areas are not cluttered with naming, information and permit signs.

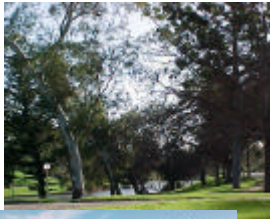
ADELAIDE PARK LANDS



SIGNAGE PLAN

PART 2 – THE SIGNAGE PLAN

ADELAIDE PARK LANDS



SIGNAGE PLAN

SIGNAGE TYPE: WELCOME SIGNS

DESIGN SOLUTION

It is proposed that the signs take the form of large low sculptural wall forms that carry the text and provide an opportunity for artists/designers to be engaged to create a series of unique sculptural signs for each of the five regions.

The text should be brief and of a font and size that is clearly identified from a passing vehicle. The text should be confined to:

- e.g. CITY OF ADELAIDE PARK LANDS

CONSTRUCTION SOLUTION

It is proposed that the Regional sign could be constructed as pre-cast concrete units, stone or steel. Each sign should feature a similar signage panel that provides an element of consistency throughout.

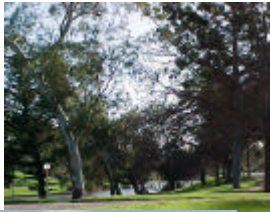
LIFECYCLE COST SOLUTIONS

The Regional signs will be a significant cost unit and should be constructed of quality materials to achieve a ten to twenty year life.

Materials used should be vandal resistant and all surfaces treated to ensure effective graffiti removal.



ADELAIDE PARK LANDS



SIGNAGE PLAN

**SIGNAGE TYPE:
WELCOME SIGNS**

SITING STRATEGIES

The Welcome signs should be lit to ensure prominence at night to meet both safety and legibility objectives.

The signs will most likely be located in grassed areas and have a relatively large base profile, therefore they will require a surrounding concrete or paved apron to ensure ease of mowing around the sign and avoiding problems with stormwater ponding.

The image below is indicative only of scale and horizontal format.



ADELAIDE PARK LANDS



SIGNAGE PLAN

**SIGNAGE TYPE:
WELCOME SIGNS**

The following map indicates the most likely zones for Welcome Signs and the recommended order of priorities.



ADELAIDE PARK LANDS



SIGNAGE PLAN

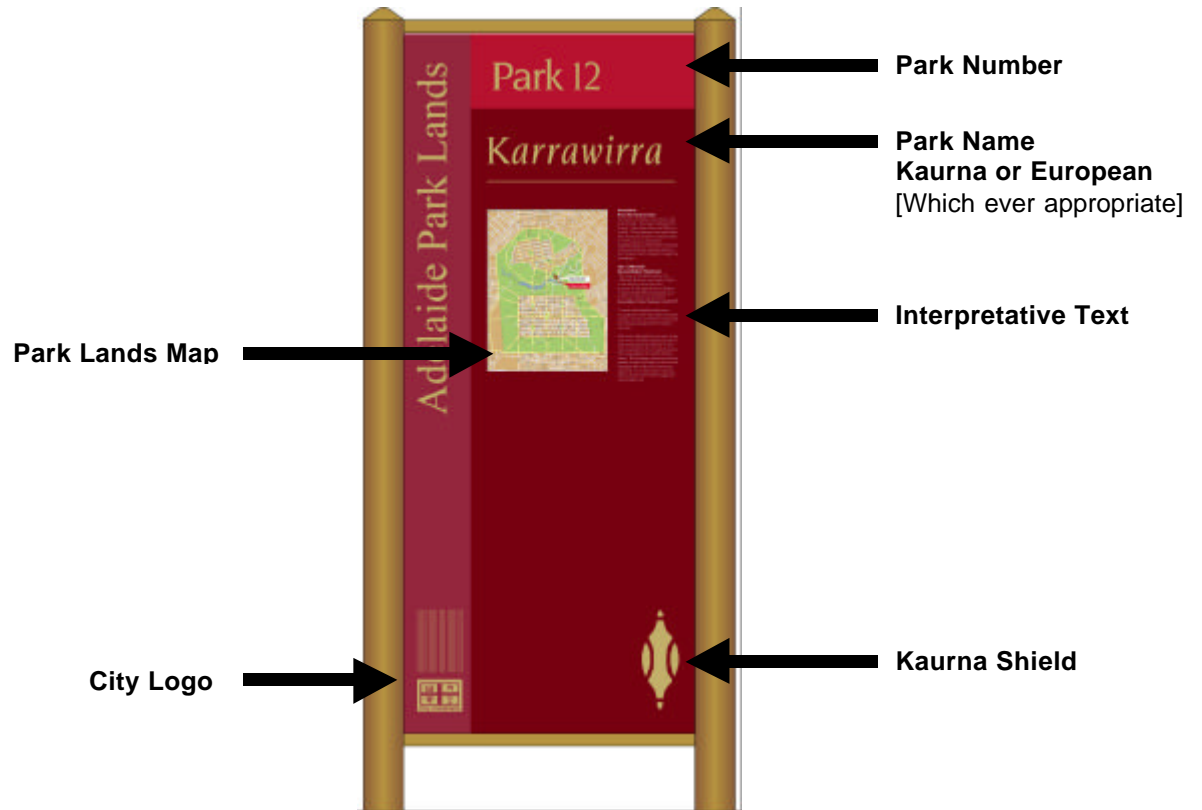
SIGNAGE TYPE: NAMING SIGNS

DESIGN SOLUTION

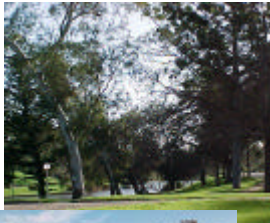
The design incorporates a modular structure with a bold graphic style. The double-sided signage panel provides a large surface area on the reverse side to cater for detailed information such as park facilities, attractions and regulations, also maps and interpretative material where required and the siting allows for pedestrian access to both sides.

The colour palette has been selected as a sophisticated solution that will sit well within all the various Park Land environments while being sufficiently prominent and clear to read.

Each Naming sign will have on the front panel the following information:



ADELAIDE PARK LANDS



SIGNAGE PLAN

**SIGNAGE TYPE:
NAMING SIGNS**

DESIGN SOLUTION cont.

The map on the sign should assist park users to locate themselves within the Adelaide Park Lands. To assist this wayfinding the map should feature the park region that the sign is located in more prominently than the other regions and include the region name in the legend. The region will also be reinforced by the regional name up the left-hand side of the sign. The map should also show the park number in bolder text than surrounding park numbers and include a "you are here" marker.

ADELAIDE PARK LANDS



SIGNAGE PLAN

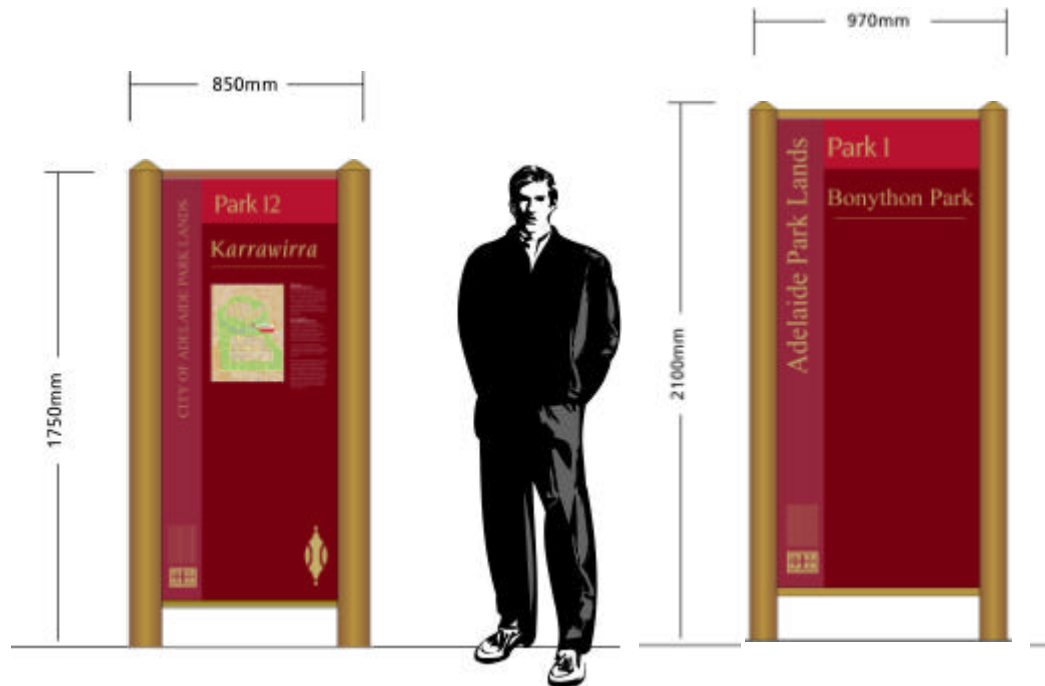
SIGNAGE TYPE: NAMING SIGNS

DESIGN SOLUTION cont.

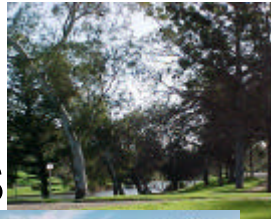
The sign construction allows for options to be available as shown below.

The signs will be required to work in both pedestrian and road side environments. Where a sign is predominately for pedestrian usage they are recommended to be 1750mm high and 850mm wide. Where the signs are to provide suitable legibility for the park number for passing motorists it is recommended that the height is 2100mm and the width is 970mm this larger sign will allow for the use of larger typeface to assist legibility. The size of roadside signs must also take into account the likelihood of parked cars or travelling vehicles in the curbside lane.

The sign panel has been designed to provide information and maps at an easily readable height. The size and shape of the sign is to provide the maximum usable area while providing a pleasing proportion and non-intrusive mass.



ADELAIDE PARK LANDS



SIGNAGE PLAN

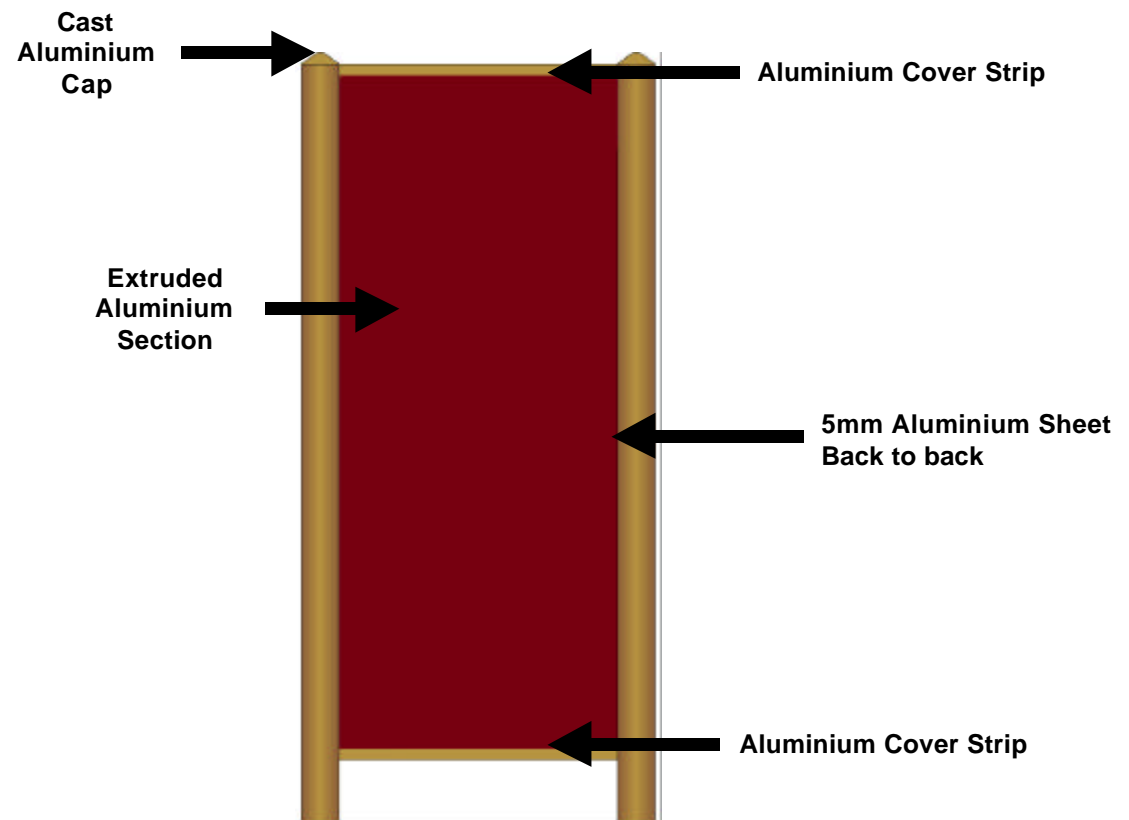
SIGNAGE TYPE: NAMING SIGNS

CONSTRUCTION SOLUTION

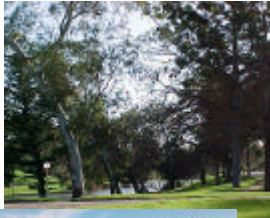
Two extruded aluminium channel sections provide the support structures and are cast into the footings. The aluminium signage panels slot into the channels on either side and are bolted into place. Fixing in place a cast aluminium cap on each of the support posts completes the unit.

The aluminium support structure and cover strips will be powder coated.

It is a possible option to have variations of the support posts designed for different regions such as a formal park version and a bushland version. It is however the recommendation of the consulting team that the simple and attractive signage system be used throughout rather than attempting to make an 'artwork' of the sign. The introduction of special short runs of unique signs will undermine the clarity of the signage system and introduce cost and maintenance problems.



ADELAIDE PARK LANDS



SIGNAGE PLAN

SIGNAGE TYPE: NAMING SIGNS

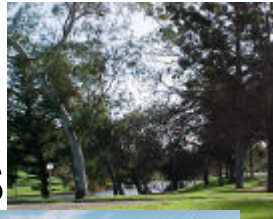
LIFECYCLE COST SOLUTIONS

The Name sign and the entire signage suite has been designed to conform with the requirements to minimise long term maintenance costs as set out in the brief. To achieve this goal the signage system has been conceived as a modular and flexible system that will require regular cleaning and general maintenance, especially the early removal of graffiti, but should require limited replacement of components.

To ensure effective maintenance and cost effectiveness the signs have been designed with a:

- modular construction to reduce the need to maintain a supply of parts to a minimum
- powder-coated finish on the aluminium extrusions that will require a minimum of maintenance and provides an effective five-year life span
- printed and laminated signage information material has an effective life span of five years and can be easily replaced should the need arise
- laminated surface can be easily cleaned to remove graffiti
- printed signage medium allows considerable flexibility and cost effectiveness in customising each park sign to ensure that appropriate information of relevance is to be found in each park

ADELAIDE PARK LANDS



SIGNAGE PLAN

SIGNAGE TYPE: NAMING SIGNS

SITING STRATEGIES

The following generic siting strategies are to be applied to the locating of Naming signs.

- **Visibility** – Primary naming signs should be orientated to ensure maximum legibility for passing motorists, cyclists and pedestrians. Where there is only one naming sign to a park it should be located at the main access point provided that it is a prominent location for passing traffic and primary cycling and pedestrian approaches. There will be a number of parks where there is a need for more than one name sign and potentially secondary signs within the park itself.

- **Orientation** – Signs should be positioned close to footpaths to ensure easy access for all park users including people with disabilities.

In some parks name signs may be located in a position that also allows for the rear panel to be utilised for park information. This will only apply where it will be obvious to park users that there is signage on both sides of the sign.

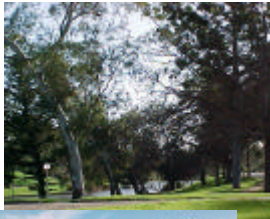
- **Public Risk** – Signs will need to be located to avoid potential risks for pedestrians, including obstruction of views to paths that are used by cyclists. Signs located on or near to corners and access roads will need to be positioned to ensure they do not obstruct driver vision at road intersections.

- **Climate** – Signs should be positioned to avoid strong back lighting making it hard to read the sign.

- **Maintenance** – Naming signs should be positioned to facilitate access for maintenance vehicles and personnel. Signs should be sited on sloping or high ground to avoid the build up of surface water.

- **'Sense of Place'** – Where the Naming sign is especially relevant to an area of Kaurna cultural significance the sign should be sited in a position where the relevance can be acknowledged and celebrated. In some instances it may not be physically possible to place the sign in the preferred cultural location due lack of access or visibility.

ADELAIDE PARK LANDS



SIGNAGE PLAN

**SIGNAGE TYPE:
NAMING SIGNS**

NAME SIGN LOCATIONS – PARKS 18, 19, 20, 21, 21 West and 22

The plan below shows indicative Name Sign locations. The locations are indicative with the exact location to be identified in accordance with the location criteria set out in this document.

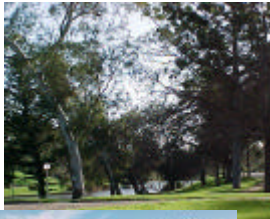
Priorities:

1. Park 18, Park 19 and Park 21
2. Park 17 and Park 20
3. Park 21 west and Park 22



● PARK NAME SIGN

ADELAIDE PARK LANDS



SIGNAGE PLAN

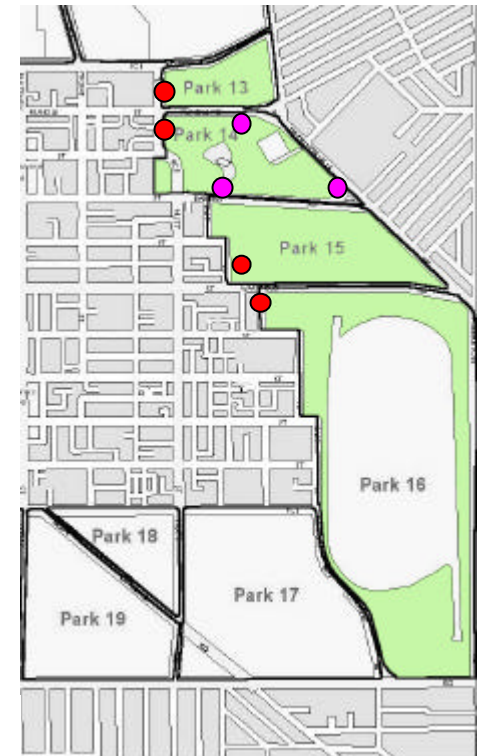
SIGNAGE TYPE: NAMING SIGNS

NAME SIGN LOCATIONS – PARKS 13, 14, 15 and 16

The plan below shows indicative Name Sign locations. The locations are indicative with the exact location to be identified in accordance with the location criteria set out in this document.

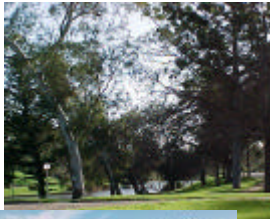
Priorities:

1. Park 14
2. Park 13
3. Park 15 and Park 16



- PARK NAMING SIGN
- SECONDARY SIGN

ADELAIDE PARK LANDS



SIGNAGE PLAN

**SIGNAGE TYPE:
NAMING SIGNS**

NAME SIGN LOCATIONS – PARKS 23, 24 and 25

The plan below shows indicative Name Sign locations. The locations are indicative with the exact location to be identified in accordance with the location criteria set out in this document.

Priorities:

1. Park 23 “Wirranendi” and Park 24 “Tambawadli”
2. Park 25



● PARK NAMING SIGN

ADELAIDE PARK LANDS



SIGNAGE PLAN

SIGNAGE TYPE: NAMING SIGNS

NAME SIGN LOCATIONS – PARKS 1, 9, 10, 12, 27, 30 and 31

The plan below shows indicative Name Sign locations. The locations are indicative with the exact location to be identified in accordance with the location criteria set out in this document.

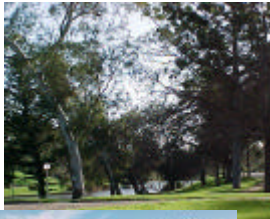
Priorities:

1. Parks 1 “Piltawodli” and Park 12 “Karrawirra”
2. Park 27
3. Park 31
4. Park 10, Park 30 and Park 9



- PARK NAME SIGNS
- SECONDARY SIGNS

ADELAIDE PARK LANDS



SIGNAGE PLAN

**SIGNAGE TYPE:
NAMING SIGNS**

NAME SIGN LOCATIONS – PARKS 2, 3, 4, 5 and 6

The plan below shows indicative Name Sign locations. The locations are indicative with the exact location to be identified in accordance with the location criteria set out in this document.

Priorities:

1. Park 2 and Park 6
2. Park 4, Park 5 and Park 3

Note: It is not proposed to install Name signs in the following parks 3,7 and 8 due to their virtual traffic island nature.



- PARK NAME SIGNS
- SECONDARY SIGNS

ADELAIDE PARK LANDS



SIGNAGE PLAN

SIGNAGE TYPE: INFORMATION SIGNS

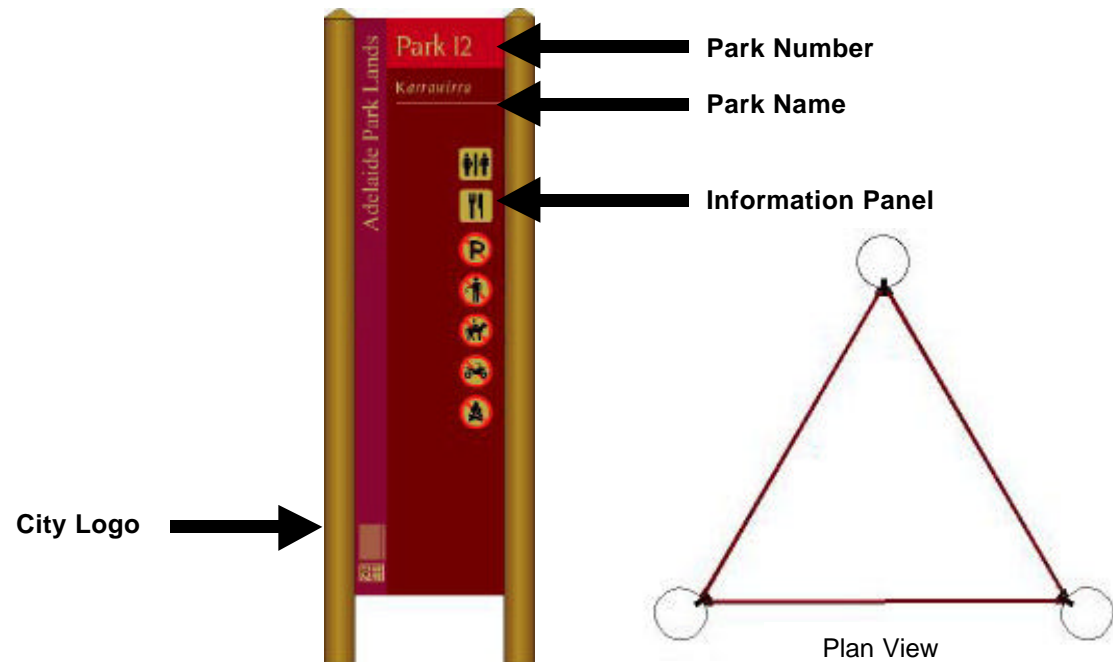
DESIGN SOLUTION

The proposed design for the Information signs is a triangular structure that can potentially carry information on all three faces, although it is likely that in some situations only two faces will be appropriate. The concept of a multi faced information sign is that it will allow for the removal of large numbers of individual signs that currently litter the Park Lands.

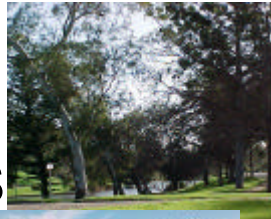
The Information sign will feature the same wayfinding details as the Name Sign, the park number and park name. The colour and typeface will be consistent with the signage suite. Information signs should feature on at least one of the three signage panels a map of the park indicating features and facilities. Also to be included would be directional arrows to facilities in and adjacent to the park. Each park will require a different selection of information and regulatory signs to be established prior to the manufacture and installation of each sign. In addition where the park has been adopted by local groups there should be recognition of this 'Adoption' on the sign.

The Information signs should display all relevant regulatory details in a format and size that meets all relevant standards. The possibilities of including Braille information on the signs should be investigated in the context of addressing disability provision throughout the Park Lands.

The image below is indicative only of the type of information that might be included



ADELAIDE PARK LANDS



SIGNAGE PLAN

SIGNAGE TYPE: INFORMATION SIGNS

CONSTRUCTION SOLUTION

The structure is similar in construction to the main name signs in the use of aluminium support tubes and aluminium signage panels slotted into the extrusions.

In the case of the Information signs the three support tubes are of a smaller diameter than the large name signs. The same colours and typefaces will be used as on all the other signage suite.

Where appropriate a holder could be attached to the sign to hold City of Adelaide information leaflets.

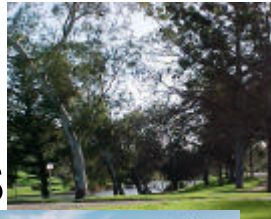
LIFECYCLE COST SOLUTION

The Information sign and the entire signage suite has been designed to conform with the requirements to minimise long term maintenance costs as set out in the brief. To achieve this goal the signage system has been conceived as a modular and flexible system that will require regular cleaning and general maintenance, especially the early removal of graffiti, but should require limited replacement of components.

To ensure effective maintenance and cost effectiveness the signs have been designed with a:

- modular construction to reduce the need to maintain a supply of parts to a minimum
- powder-coated finish on the aluminium extrusions that will require a minimum of maintenance and provides an effective five-year life span
- printed and laminated signage information material has an effective life span of five years and can be easily replaced should the need arise
- laminated surface can be easily cleaned to remove graffiti
- printed signage medium allows considerable flexibility and cost effectiveness in customising each park sign to ensure that appropriate information of relevance is to be found in each park

ADELAIDE PARK LANDS



SIGNAGE PLAN

SIGNAGE TYPE: INFORMATION SIGNS

SITING STRATEGIES

The following generic siting strategies are to be applied to the locating of information signs.

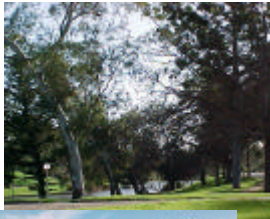
- **Visibility** – Information signs should be positioned to ensure maximum legibility for passing pedestrians and cyclists. Signs should be in a prominent location for primary cycling and pedestrian approaches and be visible from a distance.
- **Orientation** - The triangular form will be maximised by locating the sign at path junctions to ensure park users are aware of information on those sides being utilised. Signs should be positioned close to footpaths to ensure easy access for all park users including people with disabilities.
- **Public Risk** – Signs will need to position to avoid potential risks for pedestrians, including obstruction of views to paths that are used by cyclists.
- **Climate** – Signs should be positioned to avoid strong back lighting making it hard to read the sign.
- **Maintenance Access** – Information signs should be positioned to facilitate access for maintenance vehicles and personnel. Signs should be sited on sloping, high ground or in paved areas to avoid the build up of surface water.

INTERPRETATIVE SIGNS

In addition to general interpretative material carried on the Information signs there are several specific interpretative trail initiatives that should be treated separately from the main signage suite. It is recommended that the city engage designers to create dedicated sign styles for projects such as the Bush Tucker Trail, Historic Trail and Sports Trail.

In the parks where these special signs can be found the Information signs should carry information about the trails and a graphic that will help park users to find the interpretative signs.

ADELAIDE PARK LANDS



SIGNAGE PLAN

**SIGNAGE TYPE:
DIRECTIONAL SIGNS**

DESIGN SOLUTION

While it is proposed that the Information sign will help to reduce the need for many of the current signage on individual posts throughout the Park Lands there will still be situations where an individual Directional sign is required. Post-top Direction signs have been designed to be simple and cost effective, utilising standard components and achieving the compatibility with the overall Park Lands signage suite through the use of colour and typeface. Where appropriate standard symbols will be utilised.

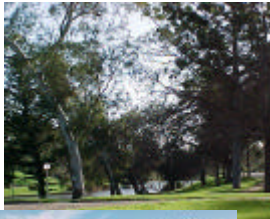
CONSTRUCTION SOLUTION

Powder coated pipe would be used for the post with aluminium blades for the directional information.

The design of the blades includes the City of Adelaide logo and consistent colour and typeface.



ADELAIDE PARK LANDS



SIGNAGE PLAN

SIGNAGE TYPE: DIRECTIONAL SIGNS

LIFECYCLE COST SOLUTIONS

Materials and components are all low cost, easily replaceable and have low maintenance requirements.

SITING STRATEGIES

Visibility – Individual Directional signs should only be used where there are no Information signs within a suitable distance and park users will need to make decisions as to which path to use or require directional information to find public toilets etc.

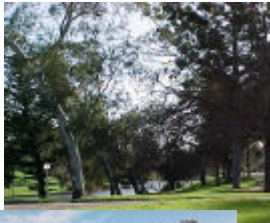
Orientation – Directional signs should be located close to pedestrian and cycle paths and especially at path junctions and at path entry points to park.

Public Risk – The Directional signs present minimum public risk.

Climate – No special climatic considerations apply.

Maintenance – Signs should be positioned to ensure easy access around base for general park grass mowing and general maintenance.

ADELAIDE PARK LANDS



SIGNAGE PLAN

SIGNAGE SUITE:

SIGNAGE SUITE

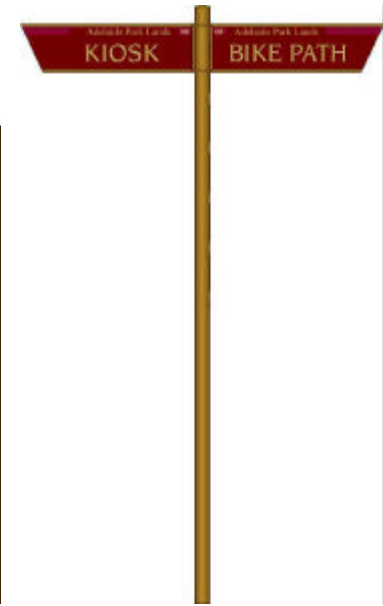
The images on this page provide a visual guide to the elements that make up the signage suite from the Name signs to the Directional signs. It also provides a sense of scale and comparative height of each element of the suite.



Name Sign

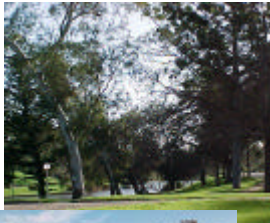


Information Sign



Directional Sign

ADELAIDE PARK LANDS

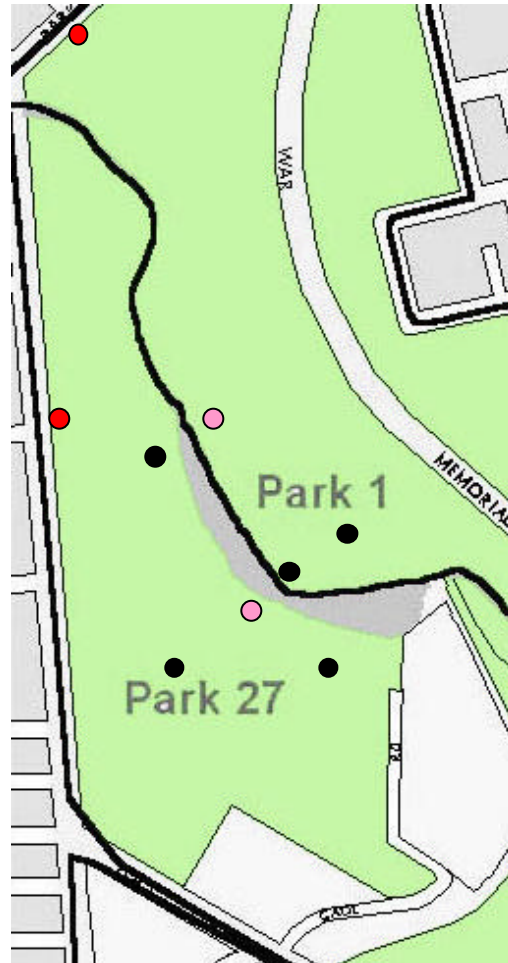


SIGNAGE PLAN

SIGNAGE SUITE:

SITING OPTIONS

The Bonython Park [Park 27] map below is used as an example of how the signage suite might be used in a major park. Bonython Park has been selected as the example because it is a park with two major entry points and a range of activity areas. It is likely that this grouping of the signage suite would be the largest of any park.



- PARK NAME SIGN
- INFORMATION SIGN
- DIRECTIONAL SIGN

ADELAIDE PARK LANDS



SIGNAGE PLAN

SIGNAGE TYPE: PERMIT HOLDER SIGNS

DESIGN SOLUTION

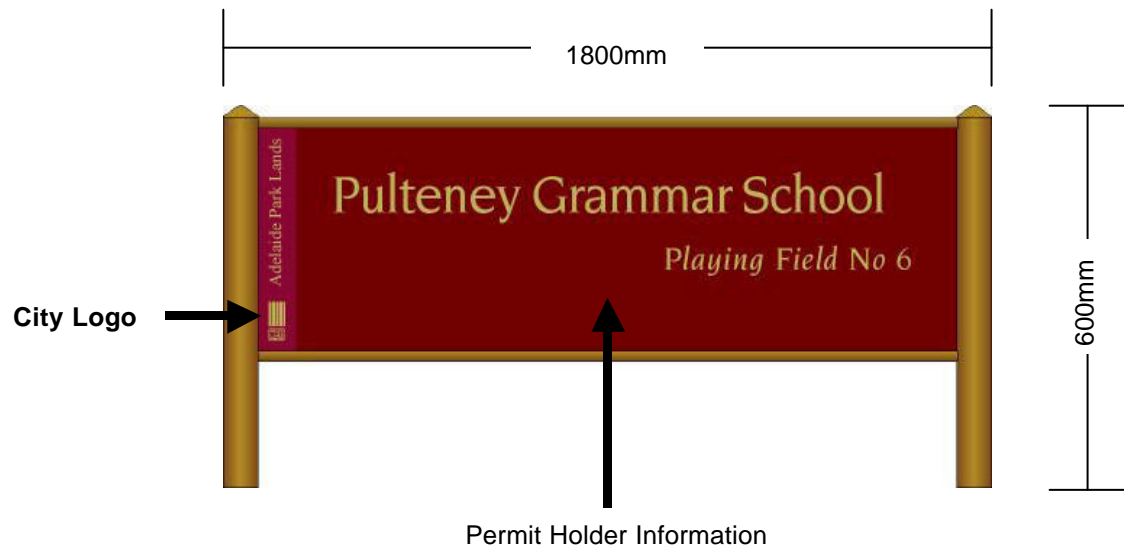
The Permit Holder signs utilise the standard components of the Name sign assembled in low horizontal form.

Despite the fact that these signs will be paid for by the permit holder and not the City of Adelaide they should still be consistent with the Adelaide Park Lands signage suite and include the city logo.

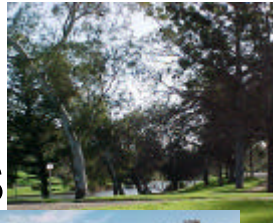
The graphic approach utilises the standard City colour pallet and typeface as a way of reminding park users that even Permit areas is public land.

SITING STRATEGIES

Permit Holder signs should be kept to a minimum to avoid unnecessary clutter in those parks with a number of permit areas.



ADELAIDE PARK LANDS



SIGNAGE PLAN

SIGNAGE SUITE:



Name Sign



Permit Holder Sign

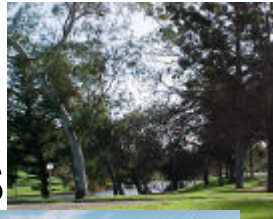
ADELAIDE PARK LANDS



SIGNAGE PLAN



ADELAIDE PARK LANDS



SIGNAGE PLAN

SIGNAGE STAGING AND BUDGET

The following chart provides an indicative costing for a five-year programme of replacing existing signs with the proposed Park Lands signage suite.

SIGN TYPE	2000/2001	2001/2002	2002/2003	2003/2004	2004/2005
Welcome		2 = \$60,000	1 = \$30,000	1 = \$30,000	1 = \$30,000
Name	4 = \$20,000	5 = \$15,000	5 = \$15,000	5 = \$15,000	6 = \$21,000
Information		5 = \$12,500	5 = \$12,500	5 = \$12,500	5 = \$12,500
Directional					
Totals	\$20,000	\$87,500	\$57,500	\$57,500	\$63,500

Signage numbers as shown in the Park Lands Signage Plan:

Welcome signs	5 signs
Name signs	23 primary signs [approximately] 7 secondary signs [approximately]
Information signs	20 signs [approximately]
Directional signs	Unspecified at this stage