

Borough of Queenscliffe

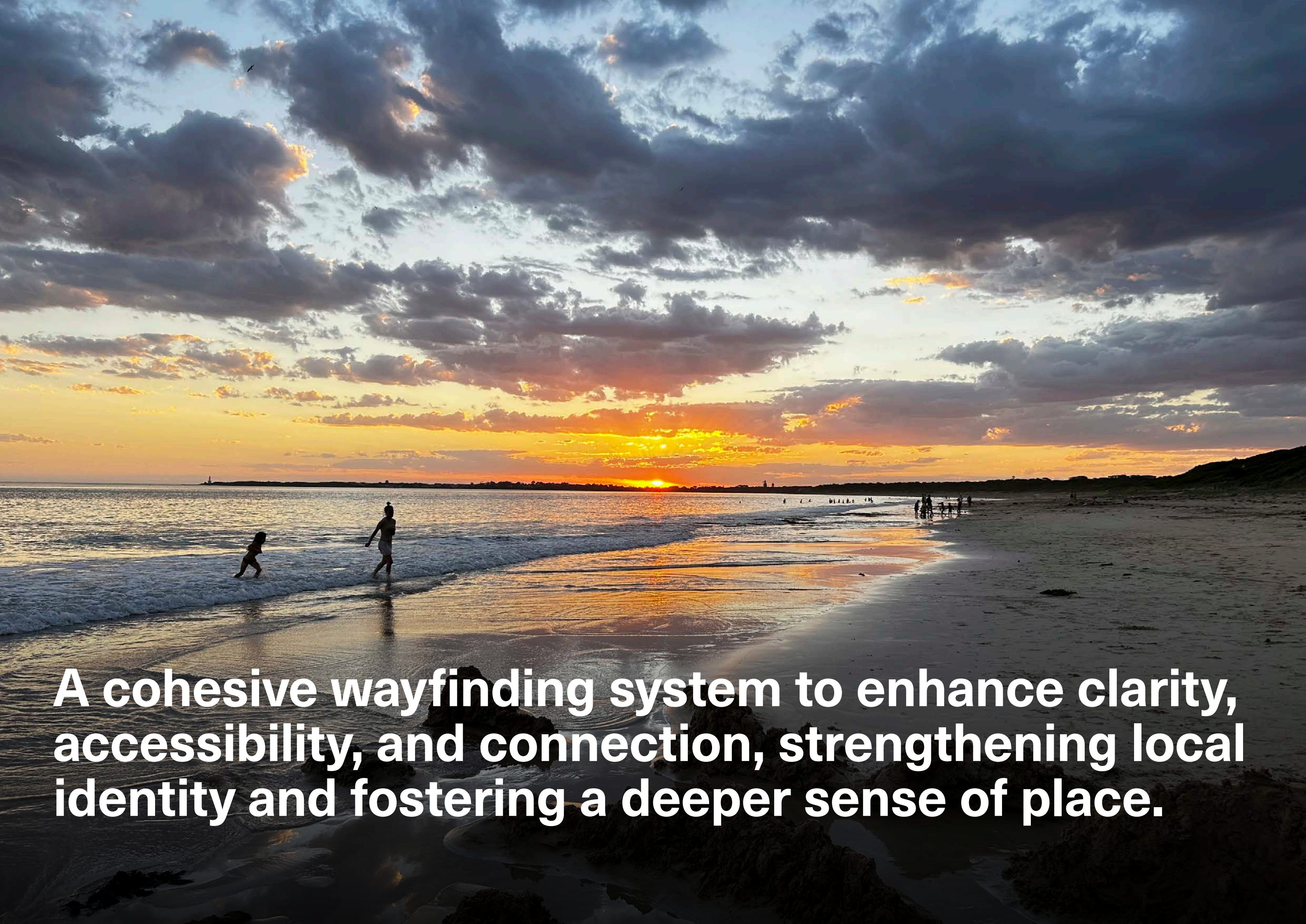
Wayfinding Signage Strategy

Phase 2 - Draft Strategy
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DRAFT

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This Stamp is for issue control during Draft Phase, and will be removed for Final Issue.



A cohesive wayfinding system to enhance clarity, accessibility, and connection, strengthening local identity and fostering a deeper sense of place.

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Section 1

Executive Summary

Executive Summary

The Borough of Queenscliffe is a small coastal municipality that attracts a high number of visitors, many of whom arrive without a clear understanding of how the area is laid out. While distances are short, movement between key destinations is not always intuitive, particularly on first arrival.

Wayfinding signage across the Borough has developed over time without a consistent approach. In some areas, there is little information to support orientation; in others, information is repeated without improving clarity. As a result, the system does not effectively support how people navigate the place.

This strategy sets out a more considered approach to improve legibility and make movement through the Borough easier to understand.

Wayfinding Vision

The aim is to establish a clear, inclusive, and cohesive wayfinding system for Queenscliff and Point Lonsdale that is easy to use and aligned with the character of each place.

The system improves legibility, supports local economic activity, and reflects the borough's coastal setting, heritage character, and community identity. It prioritises clarity over quantity, helping people quickly understand where they are and how key destinations connect - allowing movement to feel intuitive while retaining a sense of discovery.

Wayfinding Challenges

Wayfinding across Queenscliff and Point Lonsdale presents several challenges. Visitors can easily bypass key destinations, including the main street, with existing routes and digital navigation reinforcing incomplete mental maps. Signage lacks consistency and is limited at key decision points, making it difficult to identify destinations, amenities, and connections. Accessibility information is sparse and inconsistent, and key routes and entry points are not clearly defined. At the same time, overlapping coastal, heritage, and community environments add complexity, making it harder for people to orient themselves and understand what is available and how to access it.

Strategic Response

The strategic response establishes a clear and legible wayfinding system by defining how people move through the Borough and where information is most needed. A structured movement network is set out, anchored by primary spines such as the ferry, harbour, town centre, coastal edges, and heritage precincts, and supported by secondary links and local pedestrian and cycling connections.

Wayfinding is concentrated at key arrival points and decision nodes where clear orientation and direction are critical. The approach prioritises fewer, more effective interventions rather than increasing the overall volume of signage, ensuring the right information is provided at the right time. A defined hierarchy guides what is communicated and where, replacing ad hoc signage with coordinated, multi functional elements that combine maps, directions, and landmark based navigation.

This establishes a cohesive and durable framework that improves understanding of the area and supports intuitive movement, while embedding accessibility, clarity of information, and a long term approach to design and implementation.

Outcome

The result will be a wayfinding system that is easier to use, easier to maintain, and better integrated into the public realm.

Visitors will be able to understand the layout of the Borough more quickly and move between key destinations with greater confidence, while signage remains restrained and appropriately embedded in its surroundings.

Over time, this will support a more coherent experience of Queenscliffe, where wayfinding works effectively without becoming overly prominent.

Section 2

Project Background

Introduction

Purpose

This document is a draft strategy, outlining the high-level wayfinding principles and proposed methods for implementing a wayfinding system.

It focuses on creating a strategy that will optimise the experience and orientation of the borough for its users.

Context

The Borough of Queenscliffe is a small, dual town locality. It is a heritage, environment, and culturally rich place, with high levels of tourism within peak seasons.

Located on the lands of the Wadawurrung people, Point Lonsdale and Queenscliff sit on the south-eastern side of the Bellarine Peninsula, at the opening of Port Philip Bay.

Project Scope

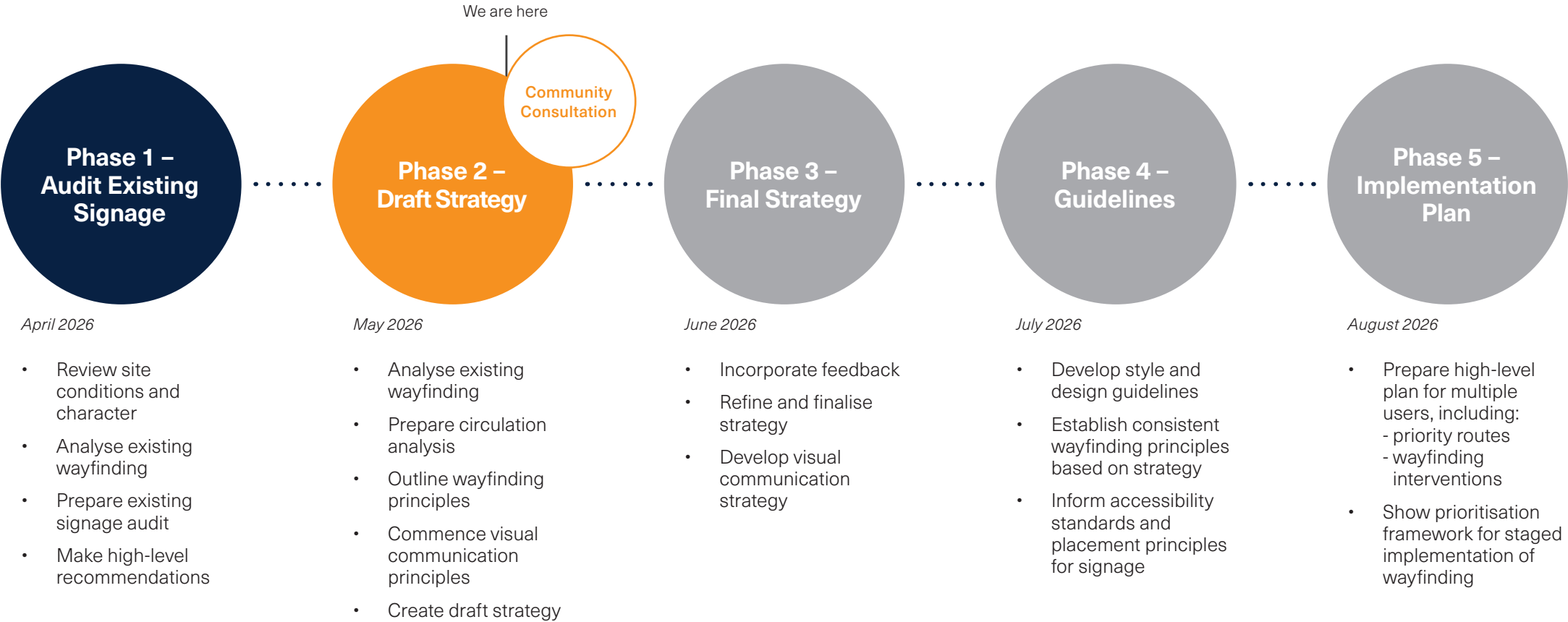
The Wayfinding Signage Strategy applies across the defined study area, including Queenscliff and Point Lonsdale, and considers pedestrian, cycling, micro-mobility, and vehicular wayfinding.

The scope includes:

- Gateways, arrival points, and town centres
- Key routes, decision points, and destinations
- Public spaces, foreshore areas, trails, and shared paths
- Identification of precincts, facilities, and major destinations

Project Phases

The strategy has been developed through the following staged process:



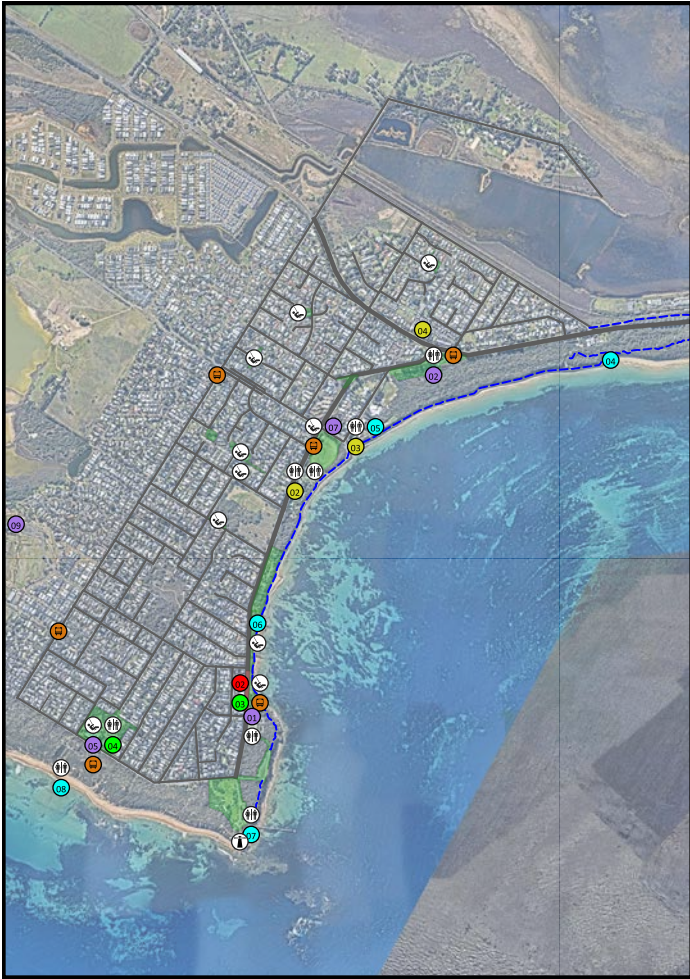
Background Information



Points of Interest ~ 2026

Provided by client to assist in project briefing.

Will greatly assist the creation of wayfinding maps in future scope.



Points of Interest

PUBLIC FACILITIES

- Public Toilets
- Playgrounds
- Visitor Information Centre
- Library
- Museums
- Boat Ramp
- Lighthouse

BEACHES

- Queenscliff Pier Beach
- Ocean View Beach
- Santa Casa Beach
- Dog Beach
- Springs Beach
- Point Lonsdale Front Beach
- Point Lonsdale Pier Beach
- Point Lonsdale Back Beach

CIVIC CENTRES

- Town Hall
- Borough of Queenscliffe Council Offices
- Wirring Wirring Community Hub

CARAVAN PARKS

- Queenscliff Tourist Park
- Royal Park
- Golightly Caravan Park
- BIG4 Igenia Holiday Park

RETAIL

- Hesse Street Shopping Precinct
- Point Lonsdale Shopping Precinct
- Queenscliff Harbour Shopping Precinct
- King Street Shopping Precinct
- Retail Areas

OPEN SPACE

- Citizens Park
- Princess Park
- Point Lonsdale Foreshore
- Ganes Reserve
- Green Open Space

RECREATION

- Point Lonsdale Bowls Club
- Skate Park
- Queenscliff Yacht Club
- Bowls Tennis & Croquet Club
- Point Lonsdale Tennis Club
- Monahan Centre
- Royal Park Rec Reserve
- Queenscliff Rec Reserve
- Point Lonsdale Golf Course

TRANSPORT

- Major Bus Stops
- Queenscliff Ferry Terminal
- Queenscliff Tourist Railway

TRAILS

- Walking Trails

Background Information

The City of Greater Geelong manages the majority of the Bellarine Rail Trail and its wayfinding, which terminates within the Borough of Queenscliffe.

Future signage designed and implemented within the Borough will need to complement and work alongside any rail trail signage. The visual language developed for Queenscliff and Point Lonsdale should be harmonious with the rail trail, however distinct enough for it to have its own identity.



The extent of the Bellarine Rail Trail.



Existing Bellarine Rail Trail signage.

Section 3

Placement & Movement Analysis

Study Area Context

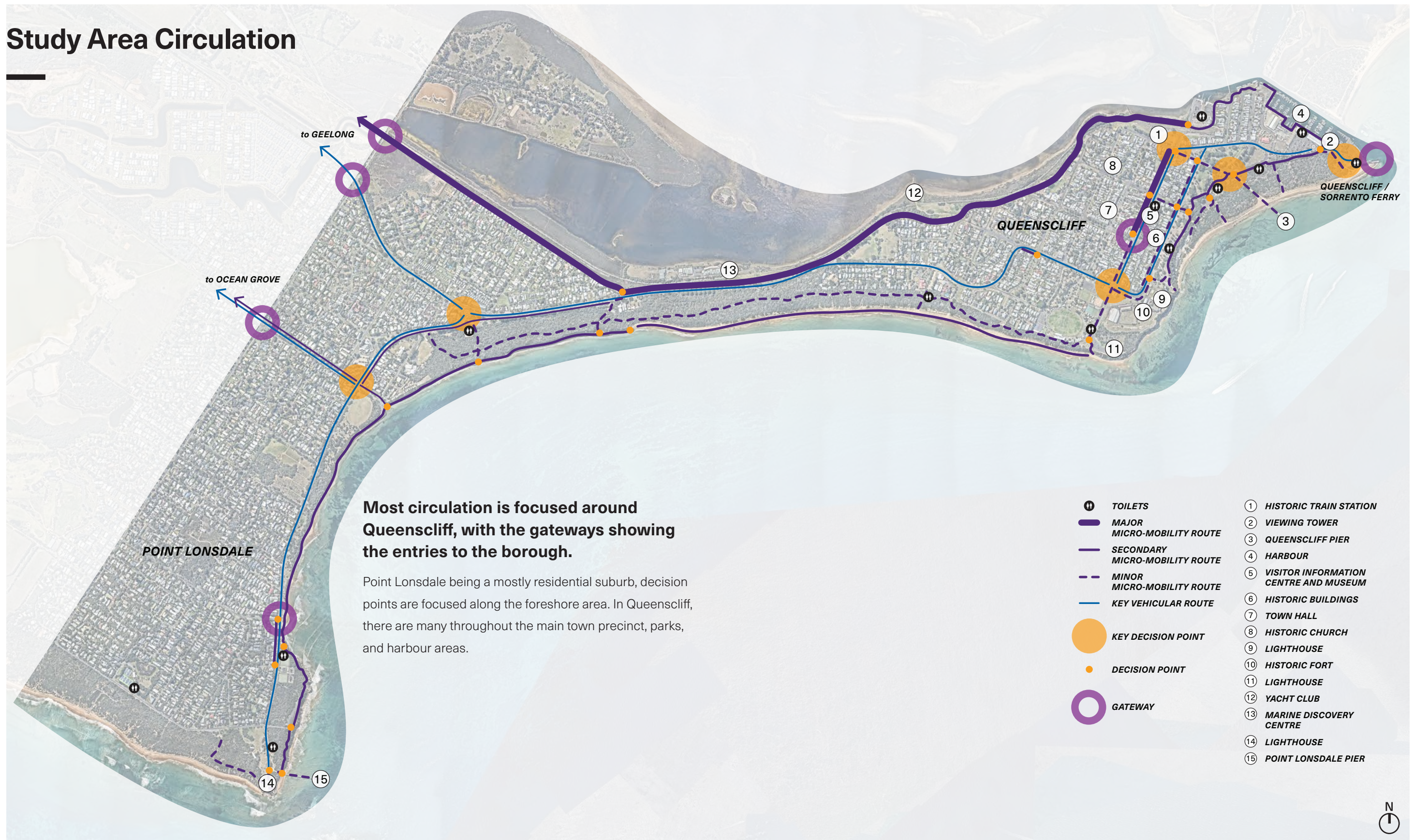
Visitors to the borough are likely arriving by car, bus, or ferry. Some may be passing through on their way towards Torquay or Sorrento, whilst others may be coming via Geelong or further north.

This analysis will help to inform the wayfinding strategy.



The Borough of Queenscliffe sits on the edge of the Bellarine Peninsula, approximately 1 hour, 40 minutes from Melbourne by car. Visitors may also arrive at the borough by public transport (train and bus), and / or by ferry.

Study Area Circulation



Key routes used by vehicles, cyclists, and pedestrians within the Borough of Queenscliff. It is clear that most movement and destinations are within Queenscliff itself.

Landmarks

There are numerous iconic landmarks within the borough that can be used for wayfinding.

Those shown here are examples only.

Landmarks help in creating a mental map, however they must be visually distinctive from each other, memorable and easy to describe.



Queenscliff Pier - Queenscliff



Fort Queenscliff - Queenscliff



Fort Queenscliff - Queenscliff



Observation Tower - Queenscliff



Library - Queenscliff



Queenscliffe Hub - Queenscliff



Historical private residences - Queenscliff



Post Office - Queenscliff



Black Lighthouse - Queenscliff



White Lighthouse - Queenscliff



Lighthouse - Point Lonsdale

Observations Summary



Challenge	Observations	Recommendations	Opportunity
Currently, there is potential for visitors to bypass most of the town and key destinations.	- Of the two available vehicular routes to and from the ferry, the automatic route by Google Maps currently used bypasses the main street. - The marina is likely perceived as the extent of the town rather than an entry point to it. - Main street visibility and legibility are weak, reinforcing partial or incorrect mental maps of the town.	- Define and direct to designated routes / movement networks - The strategy should clearly support and distinguish between: - Pedestrian routes - Cycling routes (including long-distance trails) - Micro-mobility pathways - Public transport connections - Route signage should clarify: - Designated routes through town - Distances and approximate walking/cycling times - Key decision points and intersections	Implement wayfinding systems to ensure visitors have knowledge of township Communicate with Google to improve route suggestions.
While discovery is encouraged, the lack of guidance makes key destinations easy to overlook. Exploration should be supported by clear wayfinding.	- Amenities are frequently difficult to find. - Limited information about accessible routes. - Wayfinding signage is minimal and limited in key decision points.	- Define what information needs to be provided where and when. - Balance guidance with exploration by defining rules. - Develop hierarchy of information and messaging.	Create new, comprehensive and cohesive signage system
Limited information about accessible routes.	- The median age of residents is 62, increasing the likelihood of mobility needs. - Accessible routes and entry points are not clearly signed.	- Provide clear accessibility information as part of the wayfinding system, including: - Accessible paths and connections - Walking distances and gradients - Alternative routes for different mobility needs - Embed accessibility information into wayfinding from the outset. Accessibility should be integral to the system, not an add-on.	Integrate accessibility information into future signage.
There is limited clarity about key destinations, including what is available and how to access them.	- Key destinations include: - Public toilets, public transport and active transport routes, town services, beaches and foreshore access points, harbour, marina, and promenade, lighthouses and landmarks, parks, wetlands, and natural areas and community facilities.	- Arrival signage should: - Welcome visitors - Reinforce Queenscliffe's identity - Direct users clearly to the town centre and key destinations - Signage at these locations should help users answer: Where am I? What's nearby? Where can I go next?	Implement gateway and identification signage, alongside directional information.

Observations Summary



Challenge	Observations	Recommendations	Opportunity
There is limited understanding of the town's overall structure and how destinations relate to one another.	— Limited spatial information linking destinations together. — No cohesive information about the town as a connected network.	— Orientation tools -including maps, arrival signage, and overview information - should clearly communicate the town's structure at key arrival points and decision nodes. — Increase access to visual orientation tools. Provide consistent map-based information throughout the town, including integration with directional signage, to reinforce spatial understanding and connectivity.	Create a bespoke mapping system that can be applied in multiple settings
Existing signage appears to have been designed on an as needed basis.	— While there are many signs within the borough, few are by the council.	— Create signage guidelines to assist in the update and implementation of future signs.	Create signage guidelines.
Existing signage shows no clear common design approach.	— Redundant information — Lack of wayfinding guidelines	— Review and remove unnecessary or duplicated signs to reduce clutter. — Establish a cohesive wayfinding system and policy framework. — Define clear principles, standards, and guidance to direct future implementation and ensure long-term consistency.	Create a strategy for the placement of hazard and regulatory signage.
Key cultural and environmental touchpoints may be overlooked.	— There is a clear pride in the diverse culture present at the borough. This is highlighted by the many interpretive signs. — Interpretive content is presented in numerous different styles.	— Create a consistent, place-led visual language to unify information while allowing flexibility for heritage and local character. — Collaborate with local friends and community groups to create unique and insightful trails, which can also assist with wayfinding. — Update existing signage when necessary and ensure new guidelines fits around existing.	See interpretive opportunities page.

Observations Summary



Challenge	Observations	Recommendations	Opportunity
Amenities lack clear identification within the public realm.	— Toilet facilities have no or limited toilet identification — The minimal existing signage is varied in visual communication style — Where toilets are signed, they are over large and unappealing within the environment	— Develop guidelines for amenity identification — Ensure each amenity facility has signage that works with the architecture — Whilst identification should be clear, ensure it is not disruptive to the visual environment	Create guidelines and consistent visual language for amenity identification.
<i>Observation only</i> Dual townships have differing focuses Queenscliff: Heritage + Harbour		— Allow the focuses of each township to guide visitors around the borough — Reflect the focus of each area in the visual wayfinding interventions	Allow the focus to inform visual language and create journeys through the space.
Point Lonsdale: Coastal + Residential			

Wayfinding User Profiles



Local Residents

Average Age: 62

The average Borough of Queenscliffe is highly familiar with their area, having regular preferred routes and places to visit.

They may have mobility issues or be highly active within the area.

Wayfinding Needs

They may require wayfinding for accessible routes and to access amenities whilst going about their day to day.

Wayfinding Tools

- Accessible route maps
- Amenity identification

Additional Signage Needs

- Dog regulatory information
- Event information



Visitors

Average Age: 20-70

This group may be visiting from nearby localities, visiting friends who live in the borough, attending a festival or event, or passing through on their elsewhere.

Wayfinding Needs

They may use wayfinding signage to discover what else is in the area and find their way around.

Wayfinding Tools

- Precinct maps
- Borough-wide map
- Interpretive trails
- Amenity directions

Additional Signage Needs

- Dog regulatory information
- Event information



Holiday Makers

Average Age: 5-50

Staying in the borough a short while, this group is actively looking for activities and things to see and do.

Wayfinding Needs

They are keen to discover and have an adventure, but require guidance to see everything that is on offer.

Wayfinding Tools

- High-level directions
- Precinct maps
- Borough-wide map
- Interpretive trails
- Amenity directions

Additional Signage Needs

- Dog regulatory information
- Event information

High Level Recommendations



Make the town legible as a whole

Clearly communicate the town's full extent and structure to draw visitors into the main street and support local activity and economy.



Guide movement without over-directing

Provide clear routes and orientation at key moments while preserving exploration, discovery, and the heritage, coastal town character.



Prioritise clarity at arrival and decision points

Focus wayfinding interventions where choices are made, rather than saturating the town with signage.



Design for all users from the outset

Address the needs of visitors, locals, older people, families, and users with different mobility needs within one inclusive system.



Establish a clear, enduring framework

Set consistent design principles, rules, and governance to guide all current and future wayfinding projects.

Section 4

Wayfinding Strategy

Principles of Successful Wayfinding

Successful wayfinding provides information at each stage of a user's journey to help them get from A to B to C. Whether the user is entering the area from a bus or train station, signage should be positioned effectively with the correct information at that time. Its primary role is to direct and orient users, and as such is pragmatic in its intentions. However, its character, form, use of symbols, colours and materials can be informed by a sites history and character.

Character

- Informative and useful but non intrusive design.
- Seamless integration with the public realm through materiality, form and function
- Strong, consistent, contemporary and timeless visual identity.
- Encapsulates the overall branding of a site and help to reinforce the identity of the place
- Information needs to be clearly and consistently structured
- Wayfinding must be inclusive

Branding

- Unique symbols developed for interpretation can appear on mapping for site orientation
- Customised set of simple, iconic symbols to simplify wayfinding
- Consistent use of typefaces throughout wayfinding and other media
- Consistent application of branding
- Use of colour is applied consistently throughout including form and materiality
- Use of a colour palette that reinforces branding and identity

Signage Placement & Orientation

- Integrated signage with surface and furniture elements to reduce visual clutter
- Signs to guide users to public transport and major destinations
- Locations/signage placements should be evaluated and placed with an appropriate orientation considering the cone of vision of users
- Use of 'heads up' maps that corresponds to the direction the user is facing

Materiality

- Robust materiality
- Sophisticated integration of local materials which integrate with the public realm design.

Maintenance

- Signage should be maintained and updated with time



User mode
of transport

A



Borough of
Queenscliffe

Precinct

B



Final
Destination

C

Types of Wayfinding

Users find their way in an environment by a combination of strategies: **Passive wayfinding** and **Active wayfinding**. Together, active and passive elements work to make a place understandable and accessible.

Passive Wayfinding

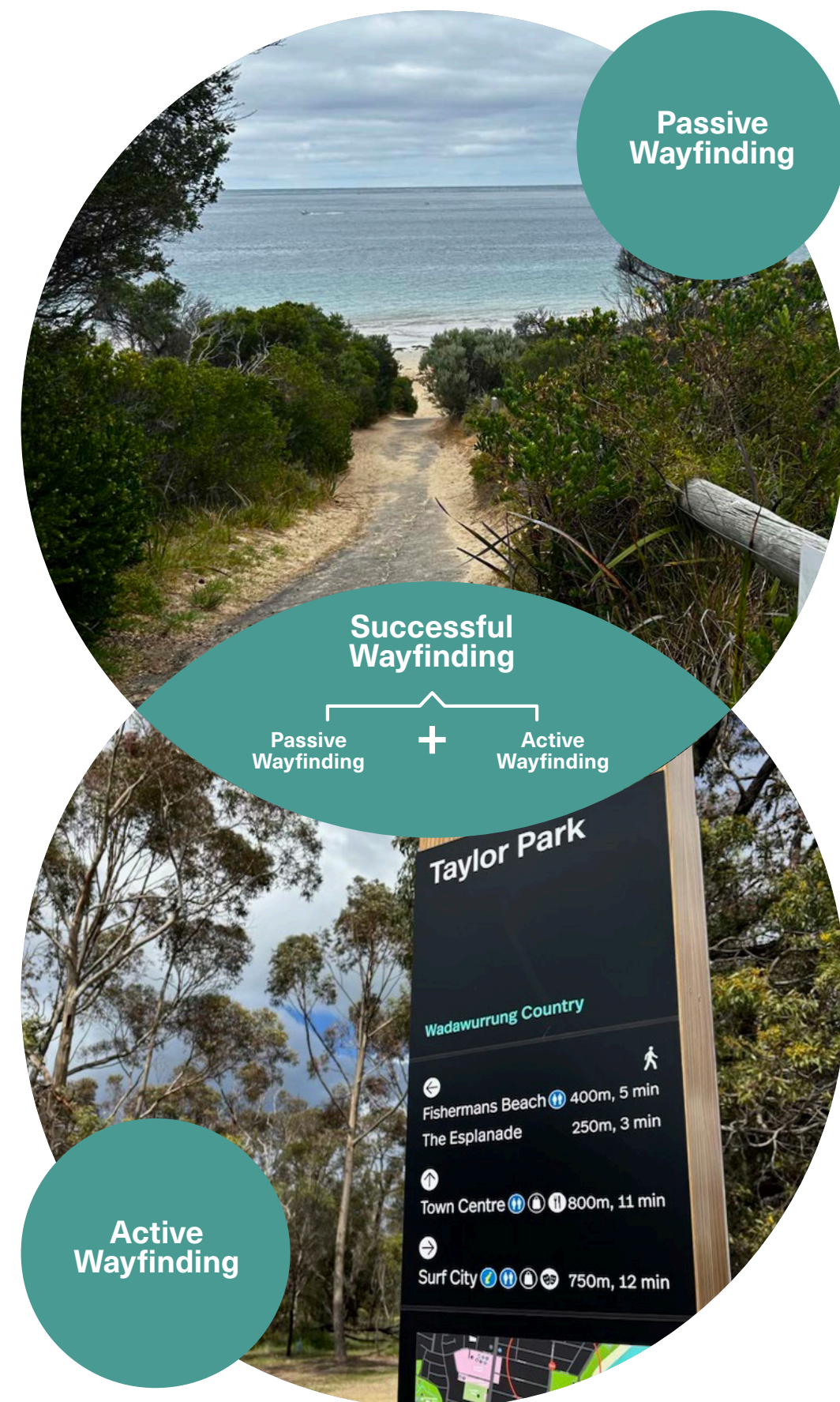
Passive wayfinding is the environment itself and the built-in cues that provide intuitive information.

It can be: self-evident entrances, logical pathways, predictable destination locations or architectural prompts in the built form. Environments and places with strong passive wayfinding need fewer directional signs.

Active Wayfinding

Active wayfinding elements (signage) are therefore designed specifically to assist in the process of orientation and successful navigation through the use of: Map directories, directional signs, surface graphics, digital devices, typography and color-coding systems.

They supplement the passive environment and should provide sufficient information at each stage of a user's journey from one place to another. Due to the specific nature of their role in the public realm, they should not be confused with interpretative and other types of signage.



Wayfinding Strategy Principles

An effective wayfinding system relies on multiple elements working together, making a cohesive and enjoyable journey.

These elements are to be considered both together and individually. Ensuring that the system continues to be effective is an ongoing process, with elements such as maintenance requiring regular checks.



Destinations Messaging & Information Hierarchy

A structured hierarchy of destinations within the precinct would ensure consistency of content in relation to which destinations are shown on signs and how they are identified. Once a destination has been signed it must appear on all subsequent destination signs until that destination has been reached.

Place naming

Place naming is critical for the wayfinding system. The convention for naming is based on a coordinated effort between Councils and stakeholders.

Place names are ordered according to scale and level of importance from the macro to the micro level and should be disclosed progressively in the user's journey.

Progressive disclosure

Before arriving to a precinct or large facility, vehicular signs and other pedestrian signage should direct users to that precinct. Once at the precinct, signs will direct users to main destinations within the precinct.

Destination Hierarchy	Users	Signage Application	Messaging Example
 Regional - Geographic regions - Local Government Areas (LGA) - Major cities - High profile attractions		- LGA gateway signs - AusRoads vehicular directional signs	↑ Point Lonsdale Ocean Grove →
 Suburb / Town - Define by post codes - Major cities areas		- Suburb identification signs - AusRoads vehicular directional signs - Cycle route signs - City wide maps	Welcome to Suburb Name
 Clusters - Activity Centres (AC) - Precincts - Villages - Cycle routes		- AC identification signs - AusRoads vehicular directional signs - Cycle route signs - Pedestrian directional signs - City wide maps - Heads-up maps	← Bethune St Nankervis Pde →  Bellarine Rail Trail →
 Individual Destination - Transport hubs - Public open spaces - Landmarks & attractions - Public Buildings		- Site identification signs - Cycle route signs - Pedestrian directional signs - Heads-up maps - Internal building signage	Street Name ← Main Street 2 min → Historic Train Station 4 min Boat Ramp 7 min 

Consistent Messaging & Naming Principles

There are three core principles to all naming in wayfinding information. Names should be simple, logical and durable.

Due to the large cultural and language diversity of visitors, the terminology used in wayfinding should be simple and easy to remember.

Each destination naming must be consistent across all wayfinding elements throughout the whole journey and across all map hand outs and marketing material. Plain language and use of symbols and images reduce the complexity of information and makes navigation easier.

Simple

Simple names are more memorable than complex names and avoid confusion and ambiguity.

Simple names tend to be used in everyday conversation or when giving directions.

Logical

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

Durable

Names should be relevant for as long as the space exists. Certain names can become outdated if the building or spaces changes.

It is important to have a name that will still be appropriate in the future.

Individual Destinations Eligibility Criteria

Selection of individual destinations to direct on pedestrian signage should be based on the importance of a destination or landmark. Limiting the number of destinations will ensure signs are legible for users trying to navigate.

Below is a list of the eligible individual destinations

- | | |
|--|---|
| — A Visitor Information Centre | — A significant education institution (i.e. Marine Discovery Centre) |
| — A tourist attraction | — A civic facility (i.e. Hospital, police station, courthouse, library) |
| — A building, structure or public space of historical interest | — A structured walk / trail (which could also be a shared path or separated footpath) of interest to visitors |
| — A public open space (i.e. park, garden, playground) | — A major-medium scale activity centre or a group of shops with a distinct character |
| — A public transport hub (i.e. train station, tram or bus stop, ferry terminal and taxi rank) | — A cemetery or mausoleum |
| — A large scale venue attracting a large number of users per year for public events (i.e. sporting venues, theatre, convention centres, exhibition centres, cultural centres) | — A major religious venue that is generally open to the public |



Individual businesses, shops, retail outlets and restaurants is not recommended

Location Name

Suburb Name

↑

Bookshop

Restaurant

←

Private Tour

Grocery Store

Private Golf Course

→

Beachside Apartment



Avoid showing too many destinations in one direction and destinations that are over 20-25 mins (1.6 - 2km)

Location Name

Suburb Name

↑

Foreshore Reserve

Fort Queenscliff

White Lighthouse

Main Street

Town Hall

Royal Park

Point Lonsdale Pier

←

Marine Discovery Centre



Ensure destinations are for public use and apply progressive disclose showing destinations in close proximity only

Location Name

Suburb Name

↑

Fort Queenscliff

White Lighthouse

←

Bellarine Rail Trail

Historic Train Station

Boat Ramp

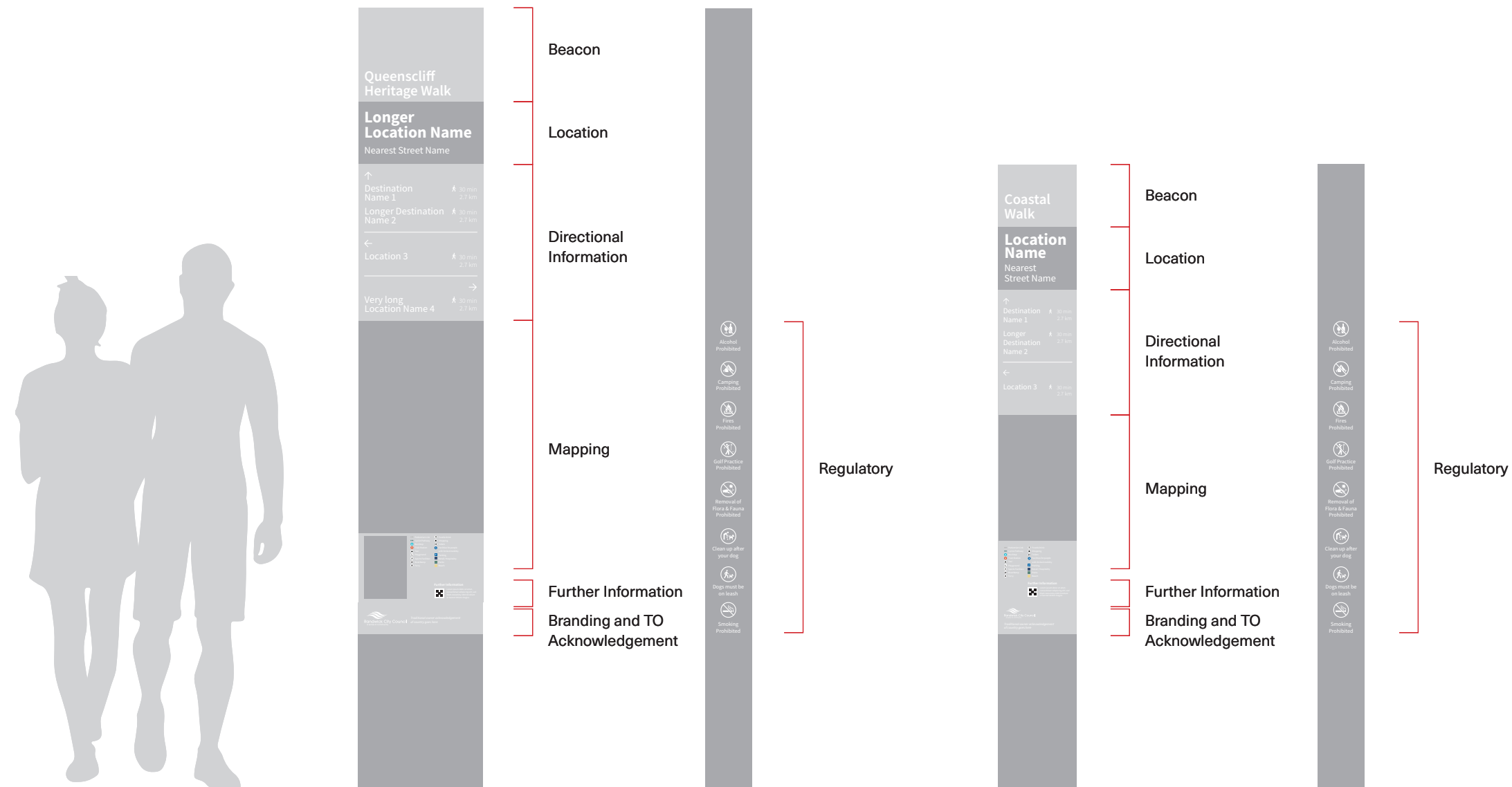
→

Town Hall

Signage Anatomy Overview

The following diagram establishes a hierarchy of information that is consistent across all wayfinding signs.

This includes the positioning of the information on the sign which should follow the same order for each typology.

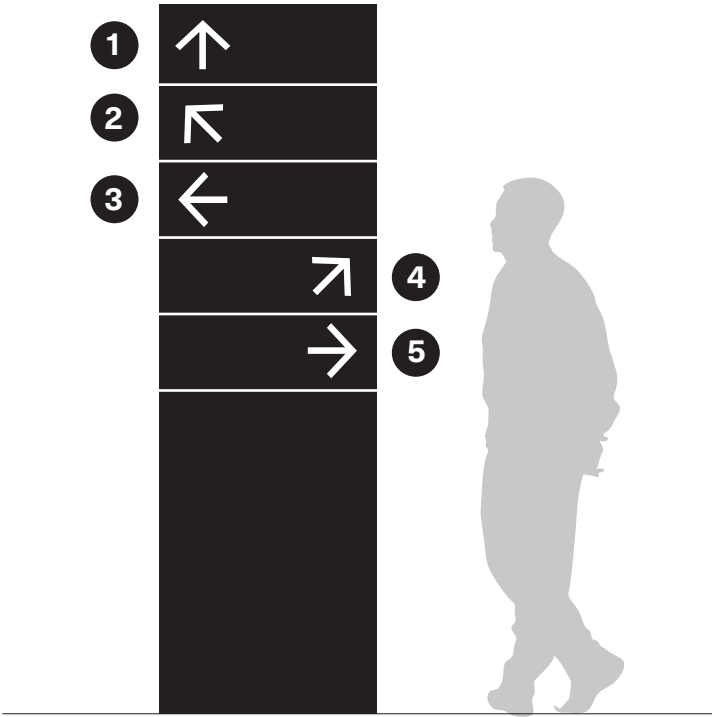
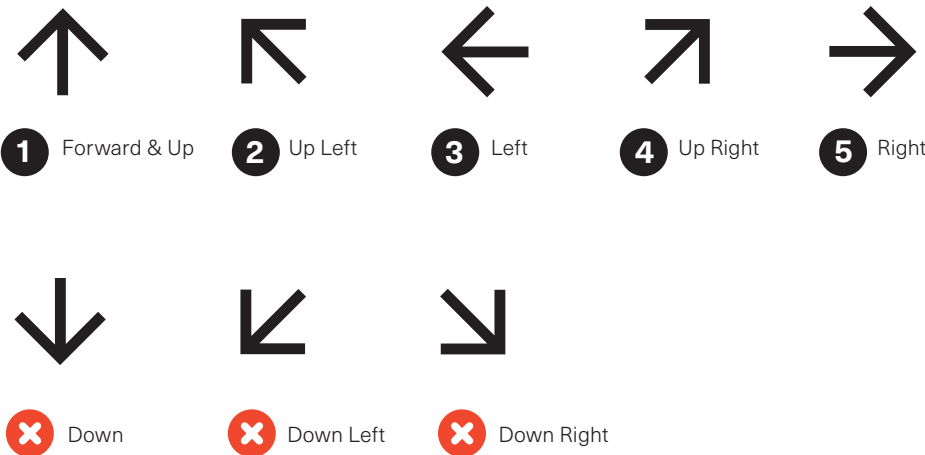
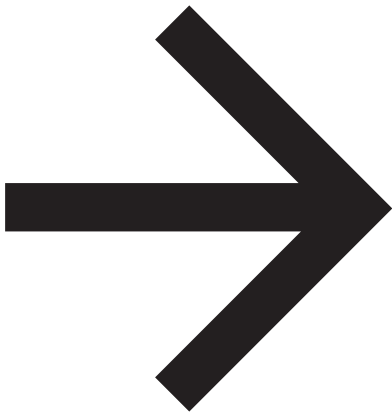


Directional Arrows

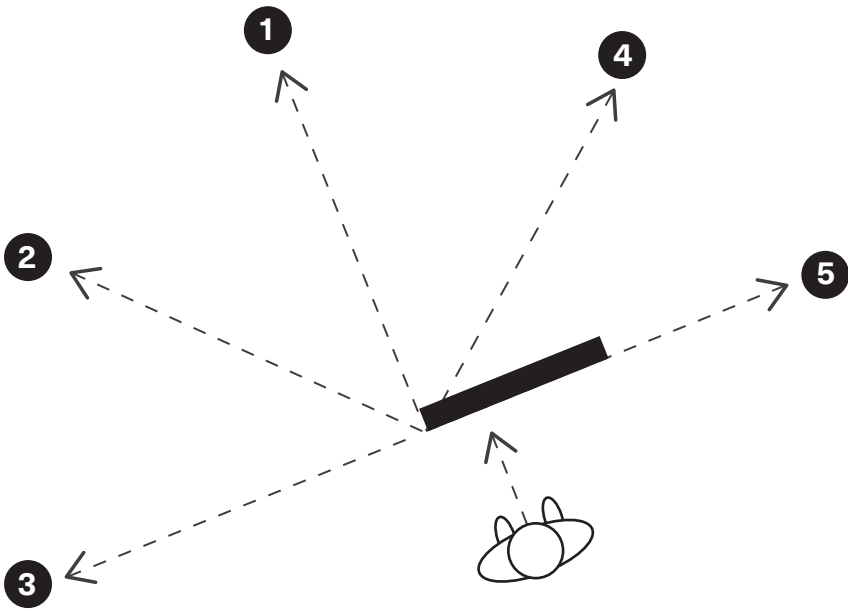
Best practice is to use one arrow symbol per direction and have all destinations in that direction listed next to or below to the symbol. The hierarchy of destinations should be listed either with the closest to furthest away or by level of importance, main destination prominently featured followed by secondary destinations.

Arrows should direct users to destinations ahead of the sign that are in close proximity or to destinations in the distance where other wayfinding nodes will be found at decision points.

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



Arrow configuration principles in elevation



Diagrammatic hierarchy of directions in plan view

Pictogram Standards

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

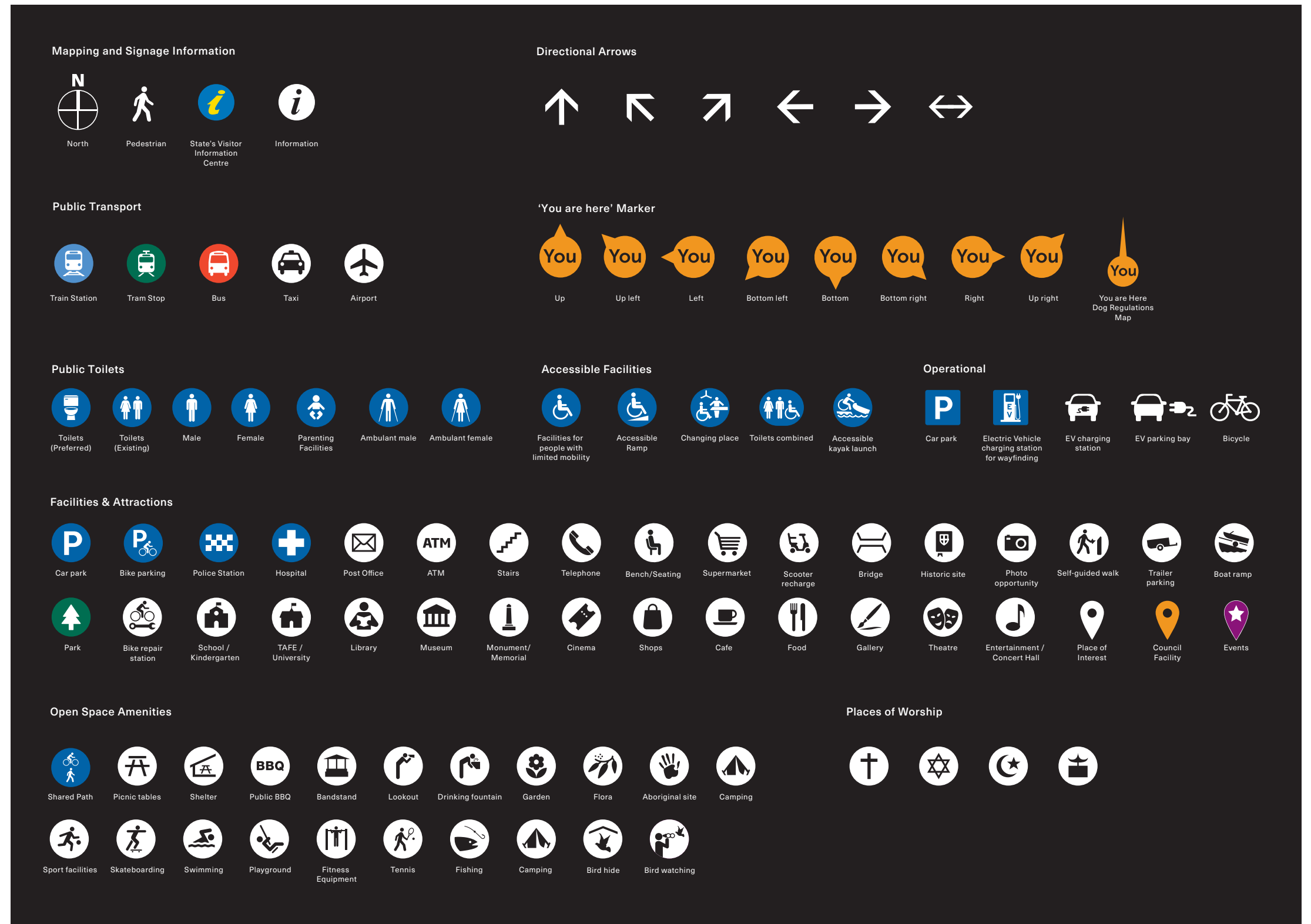
The following library of pictograms is in line with international standards and are to be used across all signage typologies and mapping to identify commonly used facilities, hazards or to communicate expected behaviours in the area. When applied to signs they should be scaled proportionately to the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

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

The pictograms shown here are indicative only and it is recommended that some small elements are tweaked to create a unique visual language.

These designs comply with the following standards:

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



The Use of Mapping

Maps are critical elements to assist active wayfinding. They can provide more detail than directional signs alone, helping with journey planning about where to go and what to do. The level of detail should be simple and clear. Maps incorporated into signs should be orientated to suit the direction the user is facing. This type of orientation is called ‘heads-up,’ meaning the map is orientated to the direction the viewer is facing and not necessarily to the tradition of north at the top of the page.

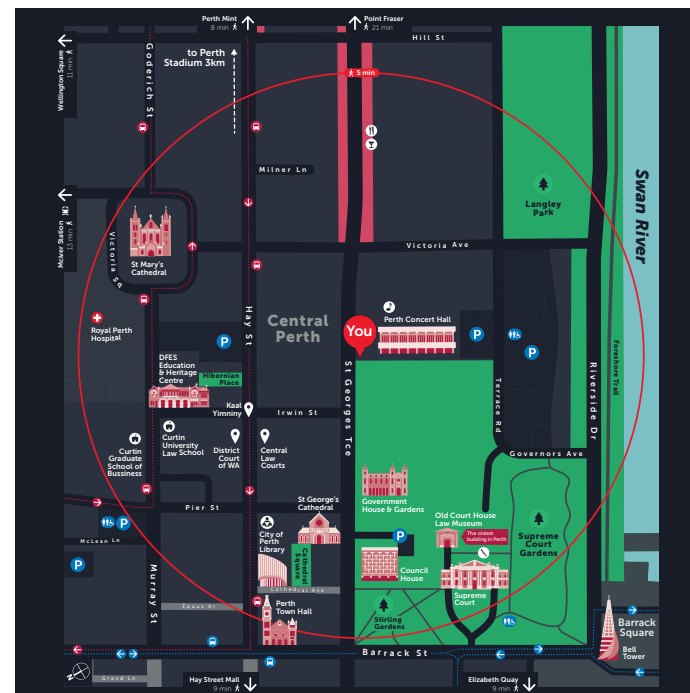
Accessibility considerations

Mapping should include information about accessibility features of a place including where a user can find lifts, stairs, accessible parking, continuous paths of travel, accessible toilets and other amenities that would be relevant to wheelchair users. Obstacles should also be included to inform them of any barriers they may encounter obstructing access to their destination i.e. stairs.

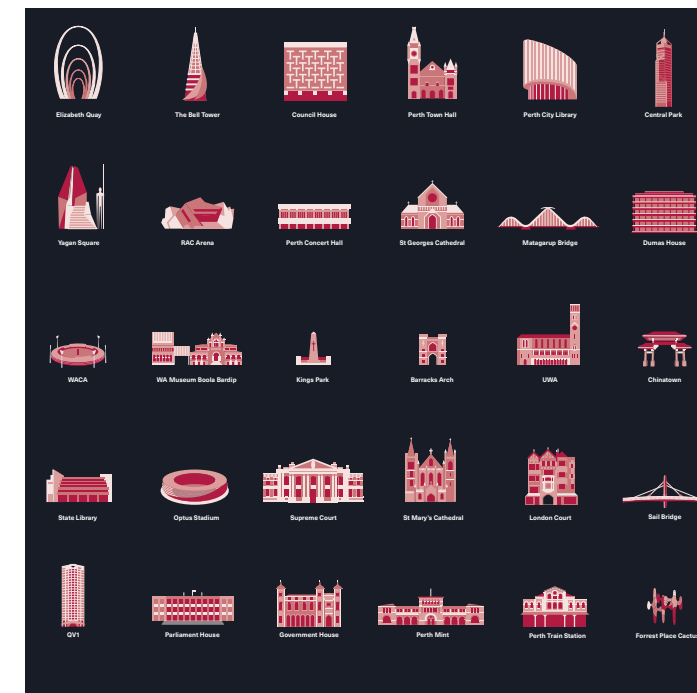
All maps should incorporate principles for accessible print to aid people with limited mobility or vision impairment. It is important to follow these print guidelines:

- Information is easy to locate.
- Layout is simple, consistent and logical.
- A sans serif font has been chosen.
- Text is horizontal where possible, left aligned, well spaced and of an appropriate size.
- Leading and kerning is adequate.
- Use of capitals, italics and underlining is limited or eliminated.
- Graphics are clear and legible.
- Strong contrast between the typography and the background.
- Information does not rely solely on graphics.
- Pictograms have descriptions underneath.

It is recommended that the proposed signage include both a detailed map with a walking radius and a small map of the precinct to give context.



SOURCE: City of Perth, urban plinth map (ASPECT Studios).



SOURCE: City of Perth, landmarks (ASPECT Studios).



SOURCE: Torquay, mapped flag (ASPECT Studios).



SOURCE: Torquay map (ASPECT Studios).

All Inclusive & DDA Accessible Wayfinding

Wayfinding systems should carefully consider users of all abilities to improve their experience and navigability of a site. People with special needs require instructions and wayfinding tools to be delivered, in a manner that they can understand and act upon.

Many different user groups go through a site making it imperative to consider all the varying user needs in the creation of a wayfinding strategy and a signage system.

Accessibility encompasses users of all demographics and physical capabilities. Signage should be made for everyone to simplify the journey, with a commitment to ensure it is accessible and inclusive for people with disabilities and other diverse groups including women, children, Aboriginal and Torres Strait Islanders and Culturally and Linguistically Diverse.

While the focus should be on public users who are visiting the sites for the first time, the overall wayfinding system should also work for repeat users.

User Group	What they rely on to navigate a site	Constraints	Wayfinding recommendations
 Mobility Impaired	— Easy to access routes.	— Architectural barriers such as inaccessible routes and narrow spaces. — Physical obstructions.	— Provide directions on how best to navigate/access a site and where amenities such as accessible parking and toilets are located. — Route design must be appropriate to allow for mobility impaired access, e.g. ramps, lifts and self-opening doors. — Ensure routes are free of physical obstructions. — Information must include barriers to access destinations including stairs, steep gradients and cross fall, steps to entrances, alternative accessible entrances (at side/back of buildings) or surface quality.
 Deaf or Hard of Hearing	— Written messages. — Sign language. — Lipreading. — Good lighting. — Clear simple language. — Clear lines of sight. — Staff at facilities should be trained to use basic Auslan signs. — Look directly at the person when speaking.	— Background noise. — Understanding the sense of words. — Magnetic interference affecting hearing aids.	— Provide sufficient lighting. — Staff at facilities should be trained to use basic Auslan signs and to look directly at the person when speaking . — Staff who know sign language to be available on site. — Destination names should sound significantly different. — Provide visual announcements via digital screens.
 Blind or Vision Impaired	— Touch. — Hearing. — Braille interpretation. — People with low vision rely on clear sans serif fonts, good use of spacing, appropriate font size and luminance contrast. — Accessible formatting of text for screen readers and other assistive devices to interpret.	— Many can only rely on the audio or written message if proper measures are in place.	— Use short messages. — Provide audio information where possible. — Use clear audio announcements. — Use tactile indicators. — Provide braille messaging. — Ensure routes are not obstructed by signage. Specific to Vision Impaired: — Use a large and legible sans serif typeface. — Use high colour contrast. — Provide sufficient lighting. — Luminance contrast. — Use matte finish to avoid reflection on signage surfaces. — Signage to be located consistently, so people know when and where to look for a particular type of information.
 Cultural & Language Diversity Australia is a culturally diverse country. .	— Internationally recognised pictograms.	— Having English as a second language may result in an inability to decode written messages and signage accurately.	— Use easy English. — Use universally understood symbols and pictograms. — When a significant percentage of users are people from culturally and linguistically diverse backgrounds, appropriate initiatives will need to be considered by management, usually in the form of bilingual or multilingual signs and the provision of interpreter services.
Low Literacy Levels Users who can read at a basic level and who recognise numbers and letters first.	— Visual instructions. — Audio announcements.	— Inability to read written messages and complicated wording.	— Use easy English (numbers and letters). — Use universally understood symbols and pictograms. — Provide landmarks.
Sensory Sensitivities Dementia community and people with autism and other sensory processing disorders.	— Non reflective and non-textured surfaces. — Clear language. — Uncluttered content. — Consistency. — Symbols and imagery.	— Flashing lights. — Background noise.	— Use short and simple messaging. — Use easy English (numbers and letters). — Use universally understood symbols and pictograms. — Minimise background noise.

Destinations Messaging & Hierarchy

A structured hierarchy of destinations ensures consistency of content in relation to which destinations are shown on signs and how they are identified.

Destinations should be categorised according to level of importance and use. The categorisation forms the basis of the content approach to each sign type at different points along the journey.

The categories are illustrated in the following table, where the hierarchy code indicates the order that destinations should be listed and disclosed to the user in their journey.

Wayfinding & Directional

Before arriving to a facility, vehicular signs and other pedestrian signage should direct users to the facility. Once at the facility, signs will direct users to main destinations within the facility.

Destination	Borough of Queenscliffe			
	Queenscliff		Point Lonsdale	
Primary NEED TO KNOW Major destinations/facilities to be covered by area map and directional messaging	— Public Toilets — Main Street — Visitor Information Centre — Transport (bus stops) — Ferry Terminal		— Public Toilets — Main Street — Transport (bus stops)	
Secondary GOOD TO KNOW Secondary spaces/destinations to be covered by area map and directional messaging only when in close proximity	— Fort Queenscliff — Lookouts — Queenscliff Pier — Beaches — Heritage Railway — Bellarine Rail Trail		— Point Lonsdale Lighthouse — Point Lonsdale Pier — Beaches — Bellarine Rail Trail	
Tertiary NICE TO KNOW Minor destinations. Covered by open space mapping or only when in close proximity	— Walking trails — Princess Park — Town Hall — Queenscliff Yacht Club — Boat Ramp		— Walking trails — Royal Park — Skate Park — Point Lonsdale Bowls Club	
Surrounding Other primary destinations surrounding an open space that are in close proximity	Some to be covered by context map and some to be included in directional messaging for users leaving the site.			

NOTE

This table will continue to be updated as the project continues.

Feedback for additional destinations is welcome.

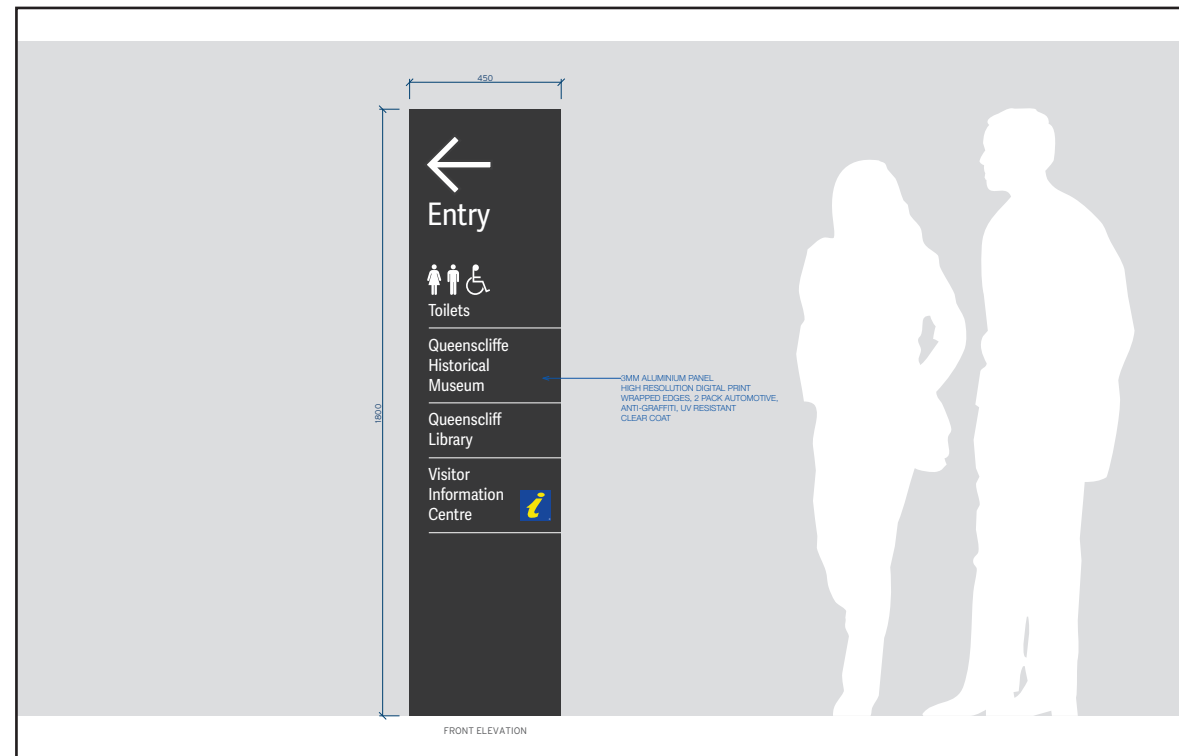
Section 5

Wayfinding Overview

Existing Wayfinding Signage

There is minimal existing council wayfinding signage, however a great number of other signage forms within the landscape.

The conceptual direction of signage will build on the current visual environment and integrate storytelling from the many cultural, heritage, and environmental features.



Signage documentation provided by client. This sign is installed outside the Visitor Information Centre.



This design does not appear to be have implemented.



Other examples of council installed signage within the borough.

Existing Mapping

There appear to have been many maps made of the borough, in varying styles.

The selection shown here are effective in different uses and formats, however lack visual consistency.

They and the landmarks show the potential that mapping standards have for this locality.



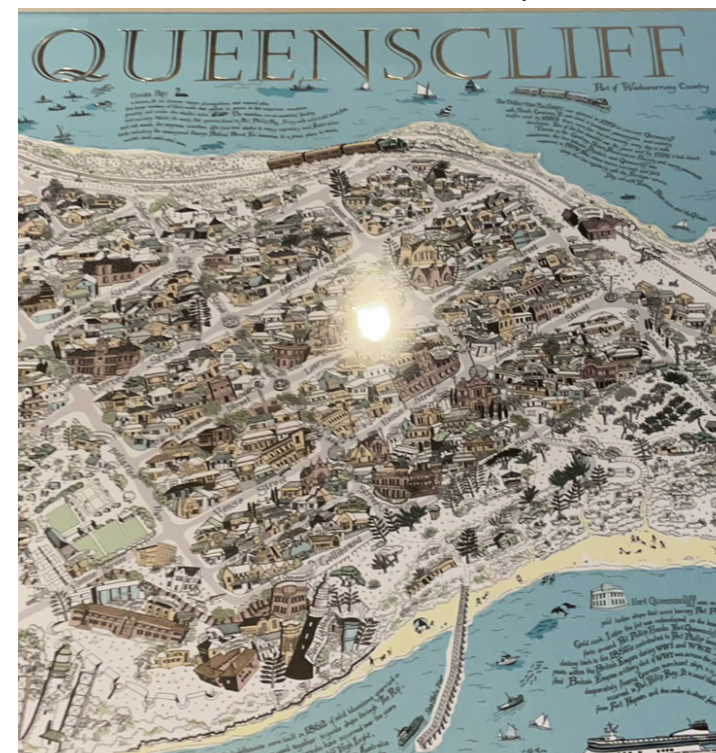
Existing paper map hand-out at the Visitor Information Centre. This will provide an excellent base for future map work.



Large format map within Visitor Information Centre works well to orient visitors, however has minimal information and is in a different visual style.



Landmarks within Queenscliff have already been illustrated. They show the potential for future map work.



Existing Interpretive Information

There is a clear pride in the diverse culture present at the borough. This is highlighted by the many interpretive signs.

Opportunities

1. Create a consistent, place-led visual language to unify information while allowing flexibility for heritage and local character.
2. Collaborate with local friends and community groups to create unique and insightful trails, which can also assist with wayfinding.
3. Update existing signage when necessary and ensure new guidelines fits around existing.



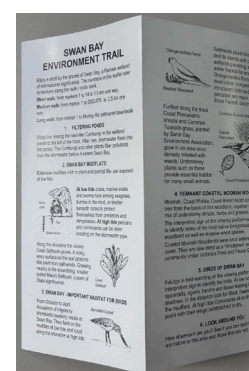
Existing interpretive signage design should be updated to reflect the place.



There are numerous existing interpretive styles.



The Swan Bay Nature Trail is a great initiative and has potential as a wayfinding device.



Signage Functional Typologies

Signage systems should be arranged into sign type categories based on their primary purpose to aid information hierarchy and content design.

The categories shown here are advised for the future wayfinding strategy, with the possibility of adding more as required.



Gateway

Creates a sense of arrival for visitors arriving to the borough and assists in the identification of the locality. This does not need to be a traditional sign and could be a large artwork or similar.



Identification

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



Informational

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

Some informational signage include directories and/or maps which are located at arrival points to precincts and buildings. Eg. Directory boards, digital screens and maps

Information signs might include some regulatory and safety information i.e. No dogs allowed signs, CCTV in use signs.



Directional

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

Within the current scope of works, all directional signs will be for car park, pedestrian, and cyclists (MUTCD signage is out of scope).



Interpretive

Provides users with a deeper understanding of their surroundings by explaining the significance of what they may be feeling, touching, seeing, hearing etc. It is usually educational and related to cultural and environmental experiences.

Schematic Overview

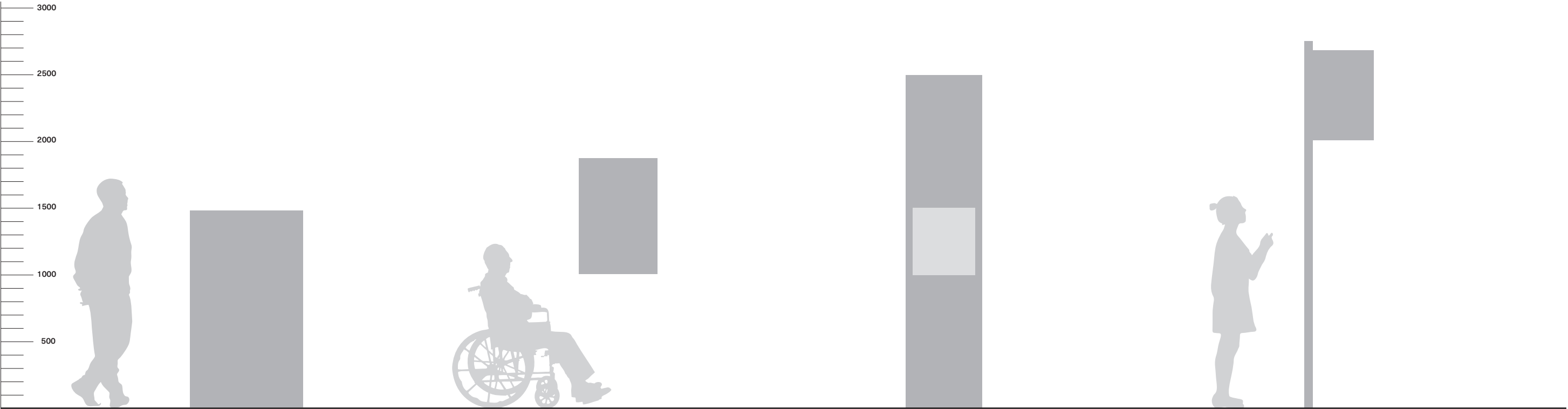
NOTE
These visuals are to indicate general scale, NOT design.
Shape, colour, and materials are to be determined at a later date.



Code	GW1	DR1
Sign Name	Vehicular Gateway	Vehicular Directional
Sign Type	Gateway	Directional
Installation	Freestanding	Freestanding
Purpose	To provide arrival identification and placemaking. It creates a sense of 'arrival' and 'welcome' for users traveling by car and bus. It can be integrated with recognition of traditional owners of the land and indigenous artwork. It does not need to be a traditional sign, and could be an artwork or interpretive installation.	Directional sign to provide route reassurance and key directional information at decision points along the Walk. Located at intersections along Walk trails.

Schematic Overview

NOTE
These visuals are to indicate general scale, NOT design.
Shape, colour, and materials are to be determined at a later date.



Code	ID1	ID2	IF1	DR2
Sign Name	Facility / Destination Identification	Amenity Identification	Pedestrian Directional Plinth	Flag
Sign Type	Identification	Identification	Informational	Directional
Installation	Freestanding	Surface Mounted	Freestanding	Freestanding / Pole Mounted
Purpose	Provides primary identification to site from surrounding areas. (Smaller, co-located signage could be developed additionally, as needed).	Ensures users can easily identify an amenity. May provide conditions of use and further information.	To provide users with directional and contextual information at major pedestrian decision points. A local area map and regulatory information are shown. Can provide accessibility information.	Directional sign to provide route reassurance and key directional information at decision points along the Walk. Located at intersections along Walk trails.



PRELIMINARY

Indicative Signage Locations

NOTES

INDICATIVE LOCATIONS ONLY
All locations are approximate and should be used as a guide only.

Specific sign type and orientation to be determined in future phases.

Drawing not to scale.

- SIGN TYPOLOGIES
- Gateway
 - Identification
 - Informational
 - Directional
 - Amenity

