



GENERAL IMPRESSIONS
WHOLE OF SITE

STRENGTHS

- Relaxed, beach town, fishing village feel
- Energy from a vibrant mix of people
- Bright blue water & vibrant colours
- Relaxed, well maintained parklands
- Highquality, well maintained footpaths
- Remarkable heritage and history
- Forward thinking and pro-active local council
- Decentralised urban model being updated ie. Council offices being moved into CBD

WEAKNESSES

- No clear distinction between the Esplanade villages
- Lack of informative directional signage
- Pedestrian and cycle connections are not well highlighted,
- Distances between key points of interest not identified
- Lack of cohesive interpretive signage at key points relating to environment and history
- Wayfinding from the Esplanade to major attractors including the CBD is poor
- No directional connections to the ‘high street’
- No clear sense of a town centre

A 15KM ESPLANADE





SITE CONTEXT

Hervey Bay is broadly divided into five major land uses

- Accomodation / Residential
- Hervey Bay City
- Hervey Bay Marina
- Mixed Use / Services
- Reserve / Golf Course / Future Residential





Point Vernon



Wetside, Pialba



Beach Hotel, Scarness

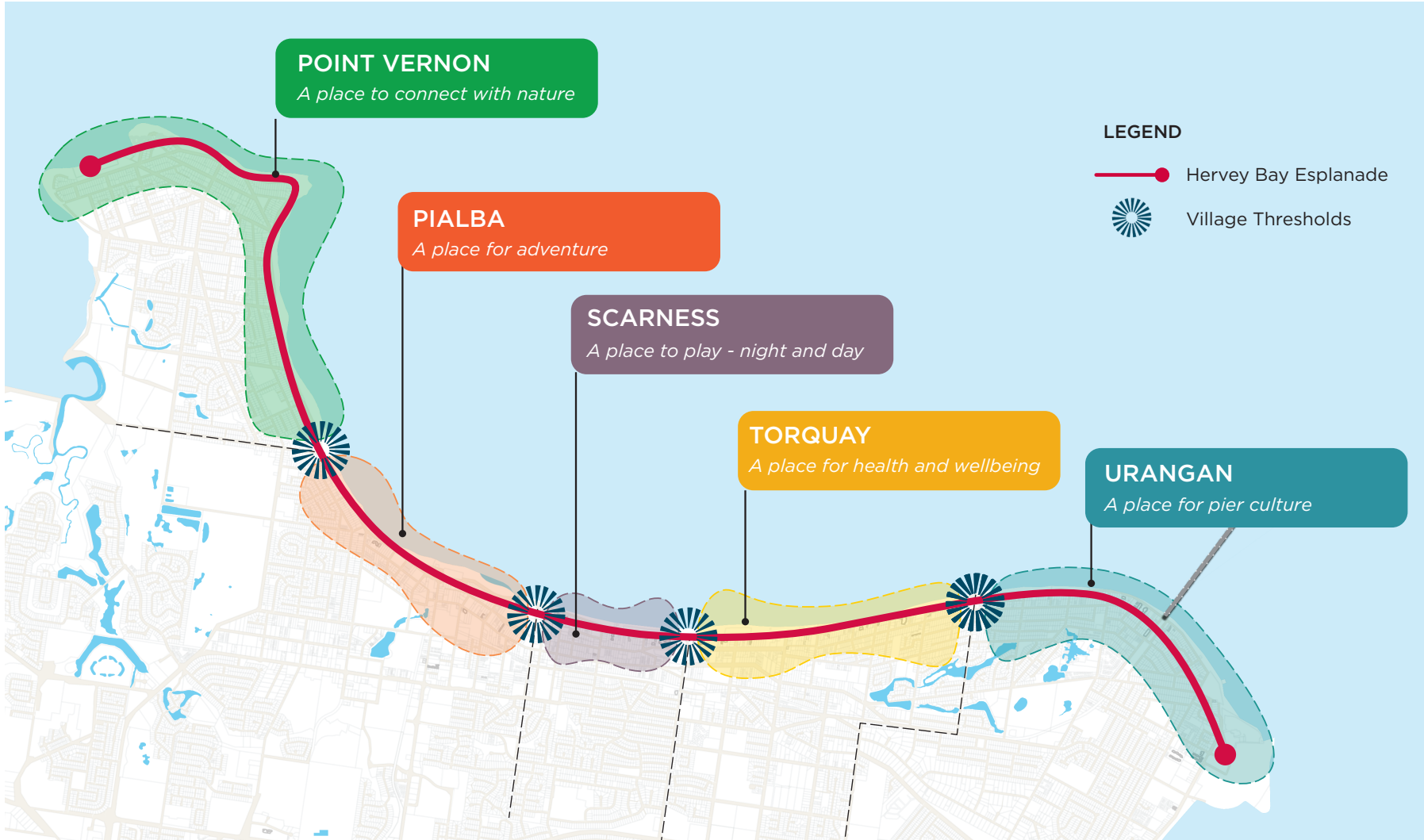


SLSC, Torquay



Urangan Pier

THE VILLAGES





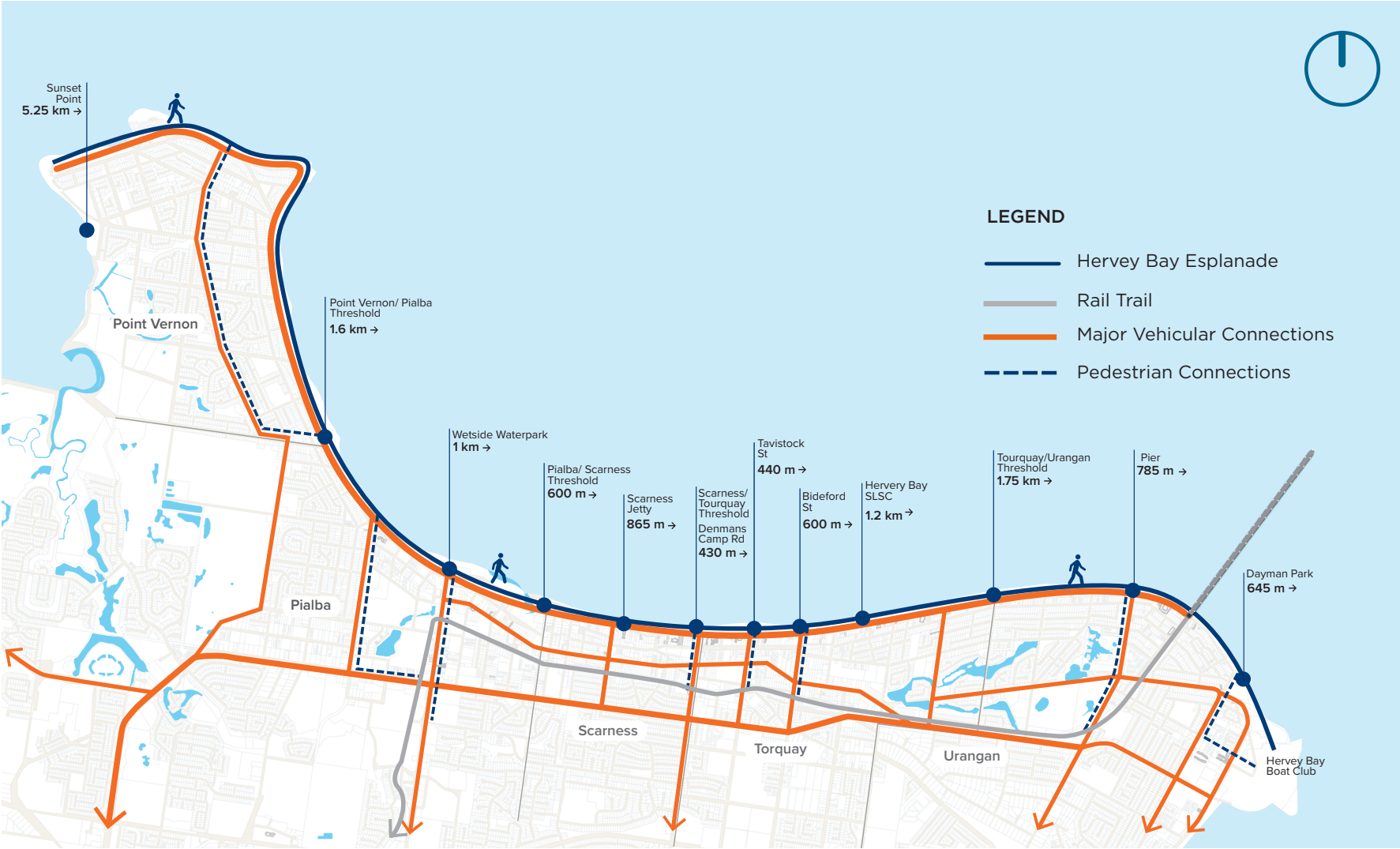
CIRCULATION

The circulation map shows key pedestrian, cycle and vehicular links within the context of the Esplanade and villages. This plan will contribute to prioritising pathways and information planning in the wayfinding strategy.

WALKING DISTANCE / TIME

Walking distances are included to make walking to key destinations and facilities more achievable. As distances are often misunderstood signage would show walking times instead of distances. Walking times are based on the following equation:

80 meters distance = approximately 1 minute walking





Coastal walks



Access to water



Regional bike links



Accessibility for all users



Mary to Bay Rail Trail



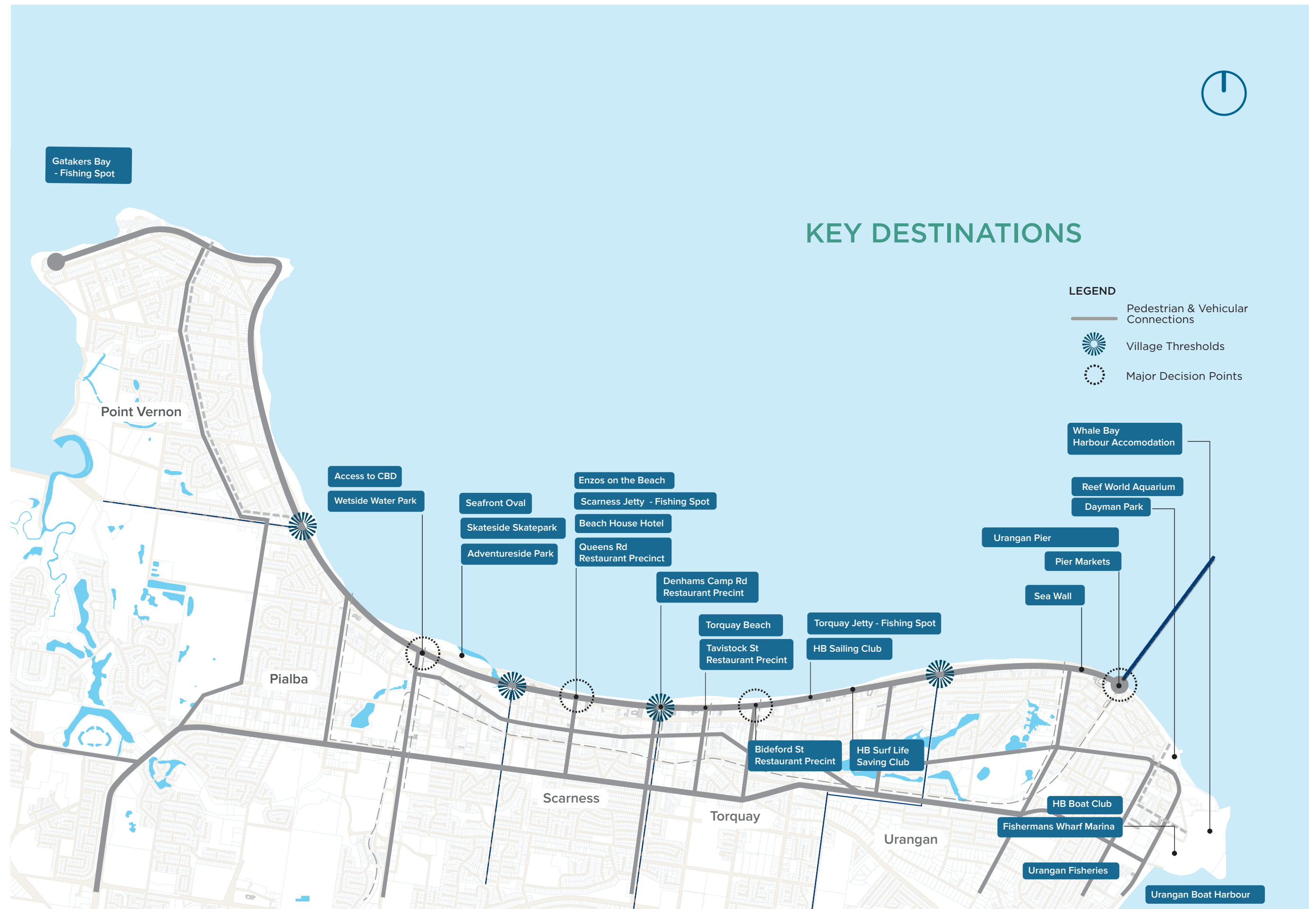
DESTINATION HIERACHY

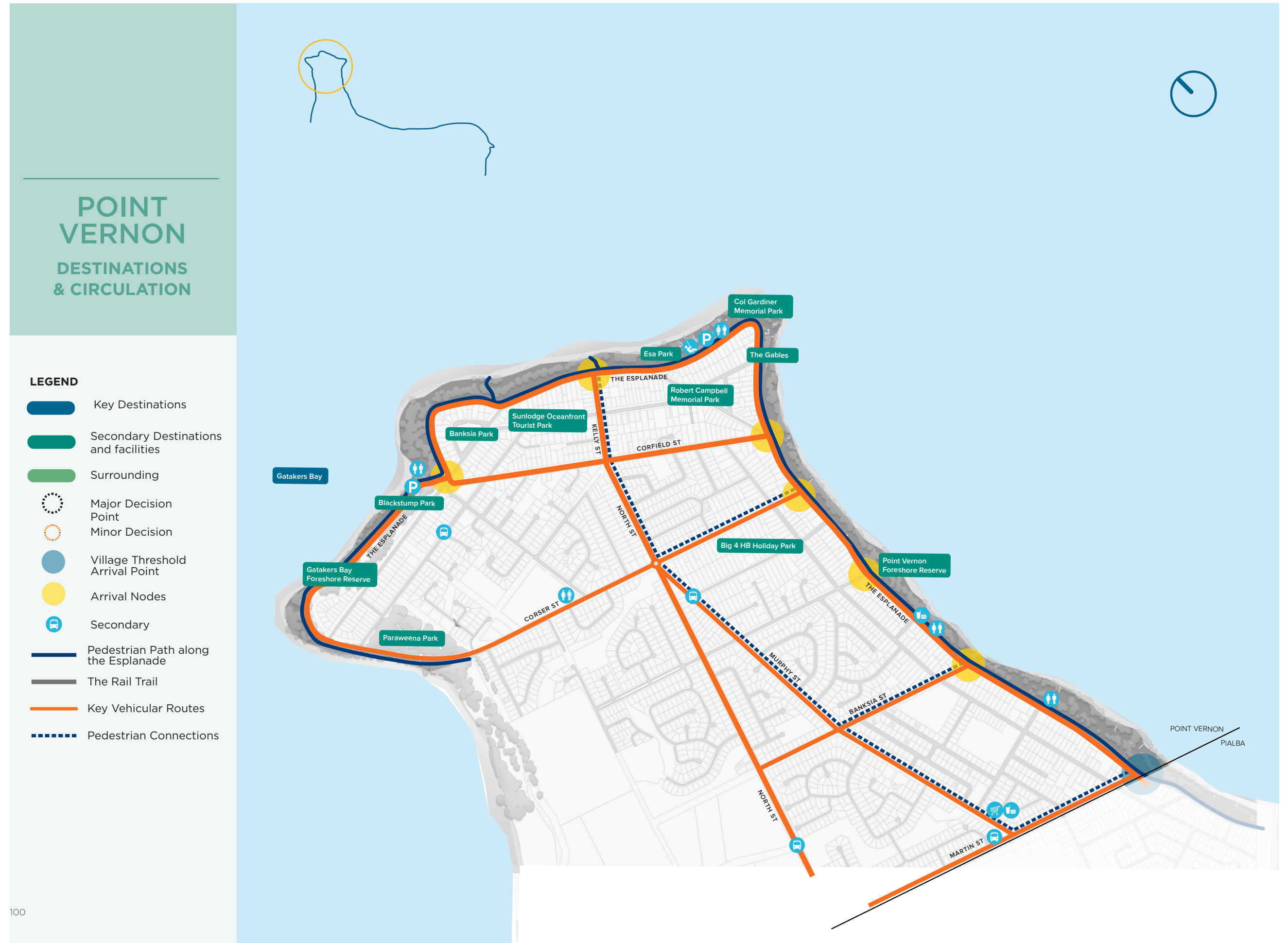
The destination hierarchy is intended to list all public destinations that should be shown in wayfinding information including directional signage and maps. It focuses on all Council assets and facilities but also other public services that must be visible in the public realm such as police stations, hospitals, public transport stops, destination parks, toilets.

Additional locations and destinations of interest that are not located within Point Vernon, Pialba, Scarness, Torquay or Urangan but should be indicated on on wayfinding devices may include -

- Surrounding regional towns and suburbs
- Hervey Bay Hospital
- Hervey Bay Tafe
- Hervey Bay Aquatic Centre

Key Destinations				
Point Vernon <i>A place to connect with nature</i> Gatakers Bay – Fishing	Pialba <i>A place for adventure</i> Wetside Water Park Adventurside - all abilities playground Skateside Skate Prk Seafront Oval Access to CBD	Scarness <i>A place to play - night and day</i> Scarness Jetty – Fishing Spot Beach House Hotel Queens Rd Restaurant Precinct Enzos on the Beach	Torquay <i>A place for health and wellbeing</i> Torquay Beach Torquay Jetty – Fishing Spot HB Surf Life Saving Club HB Sailing Club Tavistock St Restaurant Precinct Biedford St Restaurant Precinct Denmans Camp Rd Restaurant Precinct	Urangan <i>A place for pier culture</i> Sea Wall Fraser Lion Park Restaurant Precinct Historic Pier – Fishing Spot Pier Markets Reef World Aquarium Dayman Park Whale Bay Marina - Accomodation HB Boat Club Urangan Boat Harbour/ Boat Ramp Urangan Fisheries Fishermans Wharf Marina
Secondary Destinations & Facilities				
Parks Caravan Parks Playgrounds 	Parks Caravan Parks Playgrounds 	Parks Caravan Parks Playgrounds 	Parks Caravan Parks Playgrounds 	Parks Caravan Parks Playgrounds Schools
Surrounding Destinations				
	HB Neighbourhood Centre City Park HB Regional Art Gallery University of Sunshine Coast Future Library and Admin Centre HB RSL HB PCYC HB Golf Club Rail Trail HB State High School Pialba State School	HB Police Station HB Historical Village and Museum Z PAC Theatre Rail Trail HB Bowls Club	Torquay State School Rail Trail HB Fire Station	HB Botanic Gardens HB Airport Rail Trail





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TORQUAY
DESTINATIONS
& CIRCULATION

- LEGEND**
- Key Destinations
 - Secondary Destinations and facilities
 - Surrounding Destinations
 - Major Decision Point
 - Minor Decision Point
 - Village Threshold Arrival Point
 - Arrival Nodes
 - Facilities
 - Pedestrian Path along the Esplanade
 - The Rail Trail
 - Key Vehicular Routes
 - Pedestrian Connections





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WAYFINDING RECOMMENDATIONS

AREA	FINDINGS	WAYFINDING DISCUSSION / RECOMMENDATIONS
Destination Hierachy	A list of key and secondary destinations, public facilities and surrounding destinations has been established for the Hervey Bay esplanade.	The villages and major points of interest within each village should be highlighted as key destinations. Seconday destinations are parks, caravan parks, and playgrounds as well as facilities. Surrounding destinations are located away from the Esplanade but should be directed to from the Esplanade.
Village Entry Thresholds	There is no announcement at the threshold of each village. A village threshold marker announces that you are entering a new village which signifies progress and preparation for arrival at a destination.	At each village threshold there should be an identification marker naming the village and key destinations that visitors will find within that village.
Pedestrian Links from Esplanade to surrounding destinations	While some vehicular directional signs exist along the esplanade and there are some destination signs, we did not see very many pedestrian wayfinding devices such as maps or directional signs. Key pedestrian connections back to surrounding destinations such as the CBD are not clear or do not exist.	Propose information signs with map, identification signs, directional signs and distance markers with walking times at key arrival locations and decision points.
Distance	Circulation paths and destinations along the Esplanade have no signage indicating distances and walking times to and from major points of interest.	Propose local trail markers showing key distances and time it takes to travel to key locations. Distances can also be added to information signage.
Vehicle Directions	Many key destinations do not have adequate vehicle directional signs from nearby major roads and consequently are not known or accessed.	A vehicle directional signage system should be used judiciously at key decision points to direct drivers to these destinations while avoiding additional street clutter.
Vehicle Directions	There are a range of MUTCD guide and tourist signs that direct to major public services, destinations and recreation sites. There are also frequent signs used for advertising (including directions) around Hervey Bay. Many vehicle directional signs have been accumulated over time and are visually uncoordinated and cluttered.	There is an opportunity to review a rationalise cluttered MUTCD signs.

AREA	FINDINGS	WAYFINDING DISCUSSION / RECOMMENDATIONS
Surrounding Destinations	There are very few wayfinding devices pointing to key surrounding locations and consequently these are not being accessed. This includes the Hervey Bay CBD and The Marina.	Connections to key surrounding destinations should be clearly highlighted through a range of devices including signs, banners, lighting, art and dynamic digital information for events.
Mary to Bay Rail Trail	There are signs for the MBC but not an adequate number. These signs are important to encourage easeful bicycle travel.	A detailed review of the existing signs with the Active Travel Strategy should be completed. Additional sign types should be installed.
Cyclist Signage	There was little on-road cyclist signage around the city.	A detailed review of the existing signs with the Active Travel Strategy should be completed. Additional sign types should be installed.
Notable Destinations	This includes key destinations, public sites and services throughout Hervey Bay	All of destinations should be identified as part of the Hervey Bay family of destinations incorporating the brand and signage guidelines. Standard welcome and advice will be determined that applies at each site as well as site specific information.
Regulatory advice - coastal / parks / reserves / marina	There are a large number of sign types that are installed progressively by Council and other authorities. These can clutter a site and may be ignored by visitors. Often these signs project an authoritarian tone advising of prohibited activities rather than a positive empathetic tone.	Signs should be developed in a consistent graphic style and imagery and positive, empathetic tone of voice. Text messages should be kept to a minimum. Images and symbols should be used that are universally understood.
Digital Wayfinding	Used appropriately digital wayfinding creates unique opportunities for the personalisation of the user journeys. This could be used along the Esplanade.	Opportunity to include QR Codes on wayfinding devices or use dynamic digital display/noticeboards.
Interpretation - Indigenous culture	Interpretive signage lacking.	These signs types will need to be developed in consultation with the Butchulla community or make allowances for input by them.
Interpretation - Non indigenous culture	Interpretive signage lacking.	Determine all sites that can be interpreted and created into existing trails. Trails should be easily mapped with numbered interpretation points and included on each panel.
Interpretation - Ecology	Interpretive signage lacking.	We would aim to design appropriate sign styles for interpretation. Does Council have an Interpretation policy around this that determines what should be presented and underlying themes of preservation and custodianship?



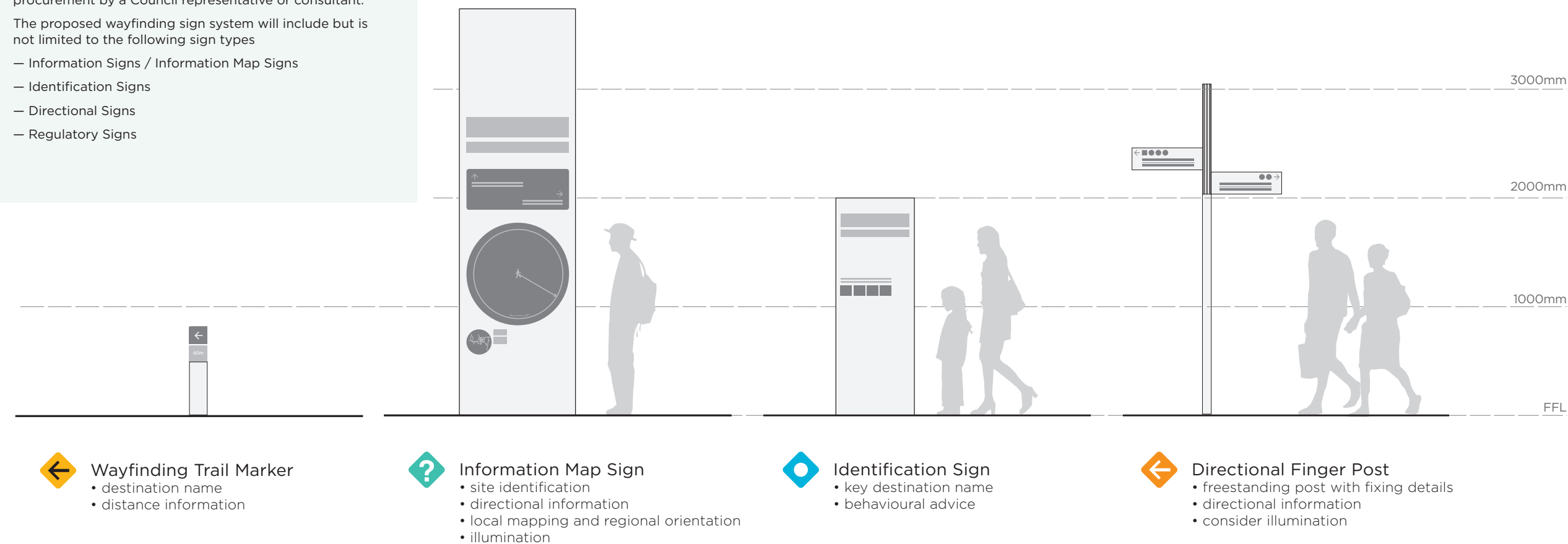
WAYFINDING SIGN FAMILY

ALONG THE ESPLANADE

The following wayfinding sign types and sign locations are indicative only. The future detailed design and documentation of signs would form a Signage Guidelines manual which will guide accurate sign planning and procurement by a Council representative or consultant.

The proposed wayfinding sign system will include but is not limited to the following sign types

- Information Signs / Information Map Signs
- Identification Signs
- Directional Signs
- Regulatory Signs





SIGN FAMILY

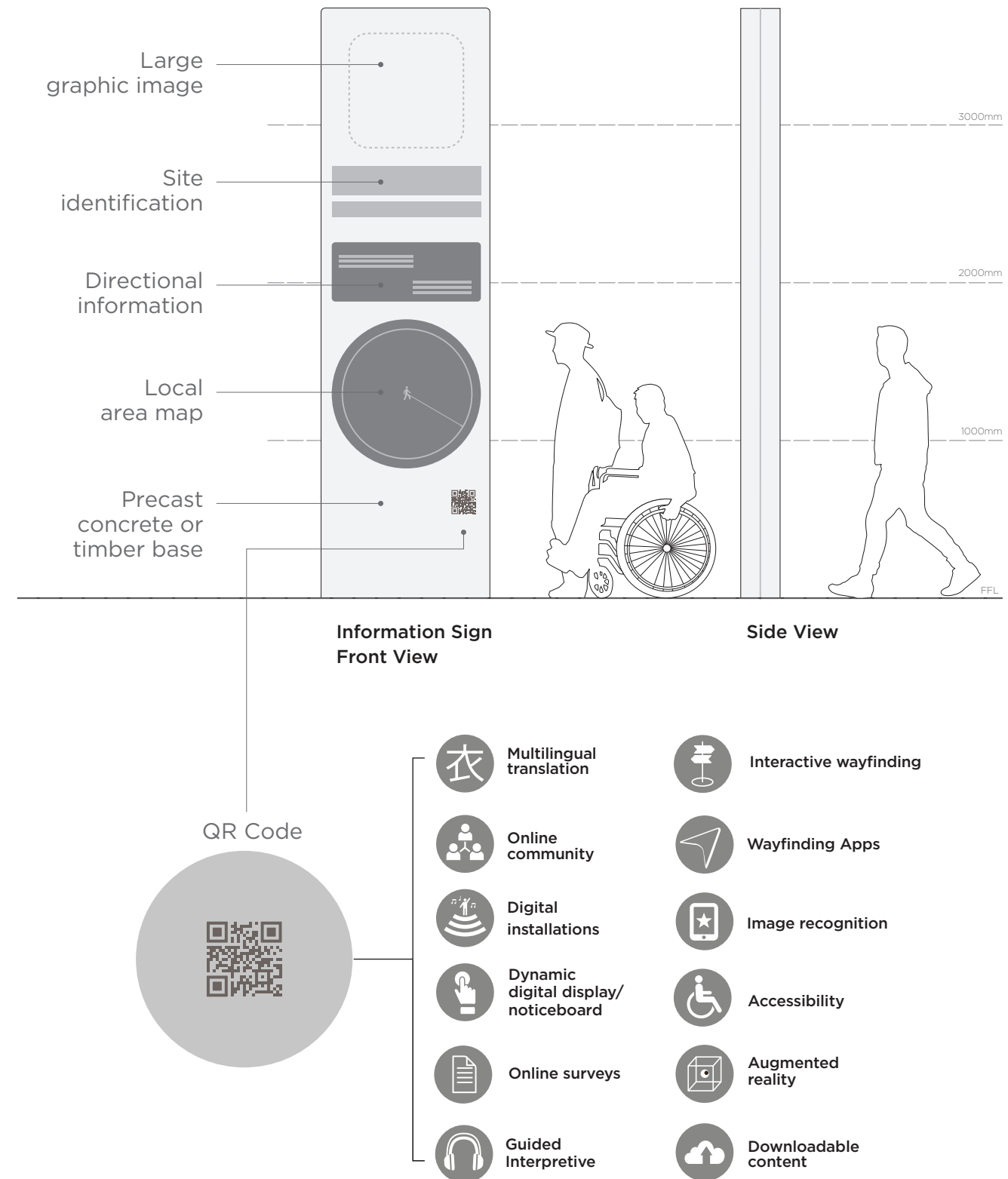
BASED ON AN INFORMATION HIERARCHY

A successful wayfinding package is based upon a holistic approach. The wayfinding strategy informs all aspects of the project and is fundamental to the development of an **Information Hierarchy** – ie a system which organises information into component parts.

It is of paramount importance that these elements are established before the creative concept – the look and feel of the signs is undertaken.

DIGITAL WAYFINDING

Digital wayfinding can deliver engaging visitor experiences by providing useful information in real-time. The QR code may link to apps that provide guidance based on specific user abilities and the user of beacon technology for users to receive location based information.



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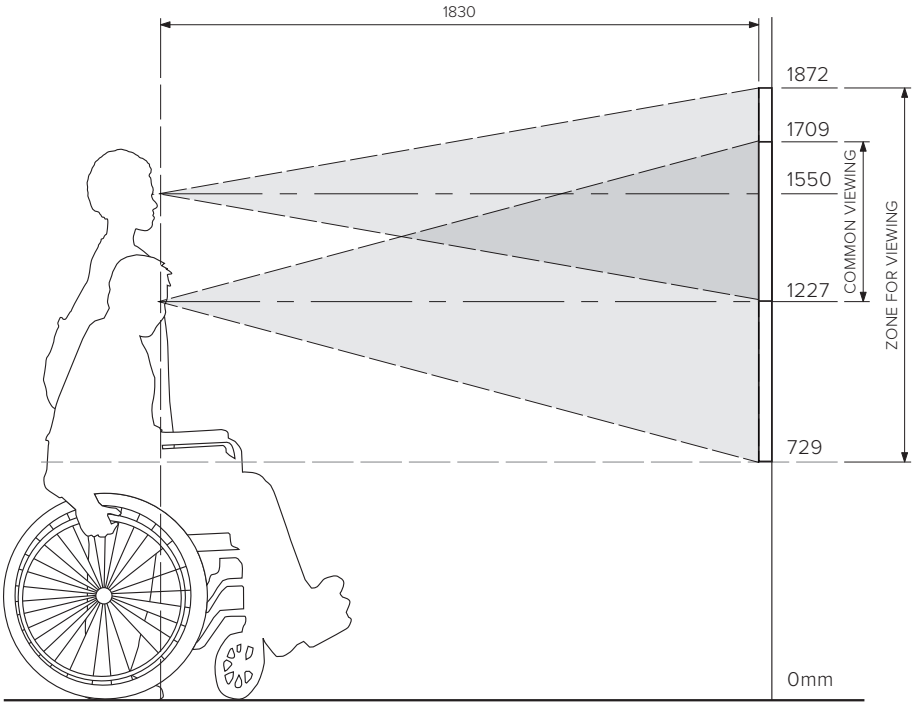
ACCESSIBILITY

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

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

- Minimum30 %luminance/colour contrast values between base colour, text and pictograms
- Highly legible font for wayfinding
- Appropriate text sizes for required reading distances
- Functional pictograms to support text messages
- Relevant user pictograms to support text messages
- Clear and consistent message layouts/graphic zones
- Appropriate sign placement for optimum viewing
- Braille and tactile graphics where mandated

Fraser Coast Regional Council to advise on the current accessibility policy in regards to Australian Standard 1428.1 & 1428.2 Design for Access and Mobility (Parts 1 and 2) and the Disability Discrimination Act (Access to Premises).



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

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

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



Braille and tactile signs



Reflectance contrast 30% LRV minimum



Relevant user pictograms



INFORMATION MAP SIGN

Map design is a critical part of the wayfinding strategy. Maps are intended to communicate substantial information in a diagrammatic, accessible and expressive way.

Maps should provide visitors with choices so that they can manage their time and experiences.

Maps encourage and enhance active travel through walking and cycling.

A key design criteria for all maps is to display the map as 'heads up' so it aligns with the viewers orientation and can be matched with the surrounding context and landmarks. Typical Maps

Of specific importance in Hervey Bay is to show the distance along the Esplanade and walking times to points of interest.

Whole of City Map - Used when arriving into the City at key locations. Provides a big picture view to give greater awareness of the offerings in Hervey Bay. It has a tourism and recreation focus.

Village Maps - Used in conjunction with the City map, it shows the immediate surrounds in a village such as Torquay and Urangan. It may also show surrounding areas.

Interpretation / Heritage Trails - Identifies locations for all heritage points along the trail.

