RAIL TRAIL SIGNAGE STRATEGY

HEINE JONES

Client: South Gippsland Shire Council
Location: Leongatha to Port Welshpool
Scope: Audit, Strategy, Design, Document and Project Budgets
Team: Mike Heine, Steve Jones and Tim Bracher
Year: 2014

OVERVIEW

The Great Southern Rail Trail is a rail trail, connecting several country towns in South Gippsland, Victoria. The Signage Strategy required the development of a detailed document in response to several community meetings organised by HeineJones; Field observations and best practice principles for design and legibility. The strategy document needed to provide guidance for the placement and positioning of all signs along the length of the trail. This was underpinned by a robust methodology that clearly communicated the recommended approach for signage placement.

THE CHALLENGE

Development of a wayfinding strategy and signage design informed and enhanced the trail users experience. The Strategy also needed to recognise and respond to the various needs and feedback from a series of community consultation workshops organised by HeineJones. The Strategy needed to consider the shared use of the trail, predominently a cycling trail, but also used by walkers and horse riders. This mixed use impacted on sign and information heights and sizes.

THE SOLUTION

The Wayfinding solution consists of two sign categories – Trail Based Signs and Road Based Signs. There are six Trail Based Sign kinds – these make up the core of the wayfinding system – including Identification, Orientation, Directional, Cautionary, Regulatory and Interpretive. The signs are designed around the remnant bridge timbers which are robust and economical. The Signage Strategy provided guidance for the implementation of all sign types, including placement and product costs.

OUTCOME

The Signage Strategy provided the guidance for a sign solution that presented highly legible location information and clear directions. The Wayfinding Signage solution will significantly improve trail users' experience and importantly will provide a consistent visual language that can be extended to all signage requirements now and in the future.

METHODOLOGY - LOCAL WALK NODE

2 kms nominal

Welcome

Town Access Node

Local Walk Node

Local Walk Node

Distance M

Town
(section based)

Distance Marker

Welcome

Iconic
Interpretive
Sculptur
Node

2 kms nominal

CIL / GSRT - MARKETING STRATEGY

Road
Crossing

Farm
Access
Crossing

Welcome

Stock
Crossing

Local Walk Node

n Access Node

Town
(section based)

Iconic
Interpretive
Sculpture
Node

Welcome

Warning Signs. Road Name. 50M. Road Name. 50M. Road Name. Caution Road Ahead Prepare To Stop High Speed Traffic. Warning Signs.

Distance Marker. Distance Marker. Town Access Node. Town (section based). 5 kms maximum

SIGN TYPES -
OVERVIEW
FULL SIGNAGE SUITE