

Wayfinding Strategy

City Centre
Masterplan



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Introduction

What is Wayfinding?

Wayfinding encompasses all of the ways in which people orient themselves in a physical space and navigate from place to place. Wayfinding is how people navigate throughout a journey. In an urban context, wayfinding is grounded in principles of movement and place, as well as timeless urban design principles of legibility. In his book from 1960 urban planner Kevin A. Lynch defined wayfinding as “a consistent use and organisation of definite sensory cues from the external environment.”

A predictable, consistent wayfinding system will allow people to reach their destination easily and quickly which enhances their understanding and experience of the urban space and helps to reduce traffic. At a deeper level, people associate meaning and lasting memories to legible places, enhancing connections between people and place.

Problem Definition

Wayfinding within the City Centre was identified as a significant issue by the community and a nuanced response is required that responds to different forms of movement and user groups within the city centre. Wayfinding is key for visitors and locals to experience the entire city centre and also to explore hidden parts and remote landmarks. Poor wayfinding and legibility can have negative impacts on local businesses. Put simply, visitors who are not aware of what is on offer and where to find it are more likely to spend less time and money in Mandurah City Centre.

Scope

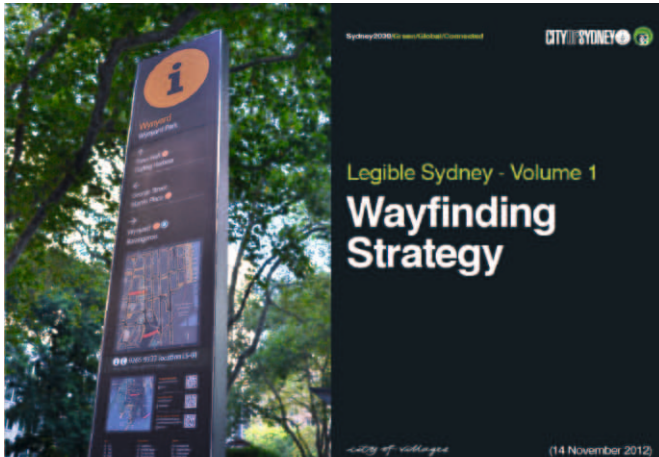
- Provide a comprehensive benchmarking analysis of both wayfinding strategies and best practice examples to help guide the Mandurah City Centre Wayfinding Strategy
- Analyse the existing wayfinding signage and city's legibility and identify gaps and opportunities
- Create a vision for the future wayfinding strategy for Mandurah's city centre
- Preparation of a Wayfinding Signage Strategy, including Types, Placement, Design Guidance
- Preparation of a City Legibility Strategy, recommending enhancements to key City Centre Elements and
- Summarise the next steps in Action Plans

This high-level strategy provides a framework for enhancing wayfinding and legibility within Mandurah City Centre, capturing many of the ideas raised as part of the Master Plan engagement process.



Analysis

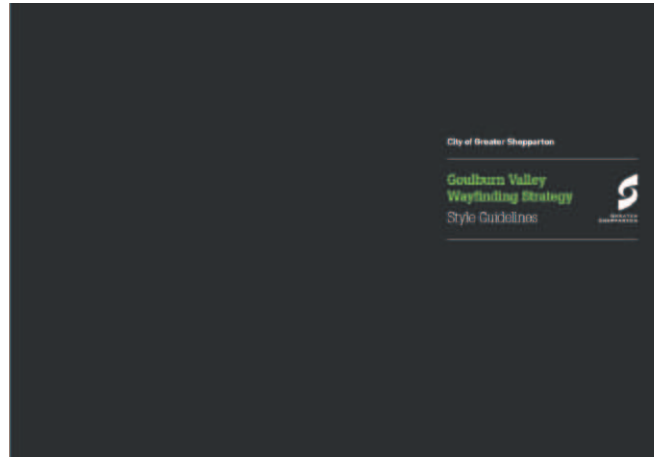
Strategy Benchmarking



Legible Sydney

The overall project objective is to develop a wayfinding system that allows the delivery of a more legible public domain, which encourages people to walk with comfort and confidence around the City of Sydney.

The strategy provides a guiding document to inform future design development and project implementation for the City's pedestrian wayfinding system. Detailed design of the system will be developed as a separate process and documented in a design specification and manual.



Goulburn Valley

The Goulburn Valley Wayfinding Signage system was developed through a collaborative process involving the City of Greater Shepparton, and the Shires of Strathbogie and Moira. A set of recommendations were developed to inform the design and function of a wayfinding strategy for towns and regional centres:

- Develop a visual identity using clear and legible contemporary graphic design principles
- Develop a visual grammar for a culturally and linguistically diverse audience
- Limit the number of signs through better location and integration



Curtin Wayfinding Strategy

The Curtin University Wayfinding Strategy supports the implementation of the Greater Curtin Master Plan, providing a vision, goals and directions, towards which future projects and developments are able to aspire and measure their wayfinding success.

This Wayfinding Strategy is not an audit of wayfinding tools or activities. It does not provide system solutions or technical requirements to achieve these wayfinding desires. Rather it shares the vision, and provides the goals and directions of Curtin University. Providing strategic information, governance and guidance, empowering project teams to confidently deliver wayfinding initiatives within their projects.

“On the Ground” Benchmarking Fremantle Signage

Types

- Wayfinding information plinths located throughout the city that provide detailed mapping including landmarks and attractions as well as directions
- Site identification signage at entrance roads to the city
- Banners and public art located along main street (Cappuccino Strip)

Style

- Colourful and bright design of wayfinding signage elements was inspired by Fremantle’s unique characteristics
- Bright and highly visible design
- Long-lasting material
- Site identification with strong city branding
- Colourful and compelling signage along main street in form of banners and public art



Wayfinding Plinth located at the fringe of the city’s heart indicating the way to the famous landmark Fremantle Oval



Welcoming site identification signage at the city’s key gateways



Cappuccino Strip as Fremantle’s main street with banner signage and public art

“On the Ground” Benchmarking Fremantle – City Legibility

Precincts



Fremantle's docks and jetty areas with their distinguished harbour feel

Landmarks



Fremantle harbour's cranes as the city's iconic landmarks that are highly visible from afar

Gateways



Gateway that celebrates Fremantle's history and its character as a unique, diverse and vibrant place

Paths



Fremantle's historic high streets that provide key view lines and support the city's legibility



Cappuccino strip as a commercial hub and key meeting place within the city



Great view line to Fremantle's historic landmark the Round House



Inner-city precinct gateway to newly developed civic and cultural centre called FOMO



Generous posted verandahs found on the City's cappuccino strip



Fremantle's Bather's Beach Precinct with Port Precinct backdrop



Modern landmark that contrasts to its surroundings through its expressive architecture and size



Precinct gateway to Fremantle's Fishing Harbour celebrating the city's unique history



Local streets hanging off High Street spine reveal views of port landmarks that assist with orientation

“On the Ground” Benchmarking Bath, UK – Signage

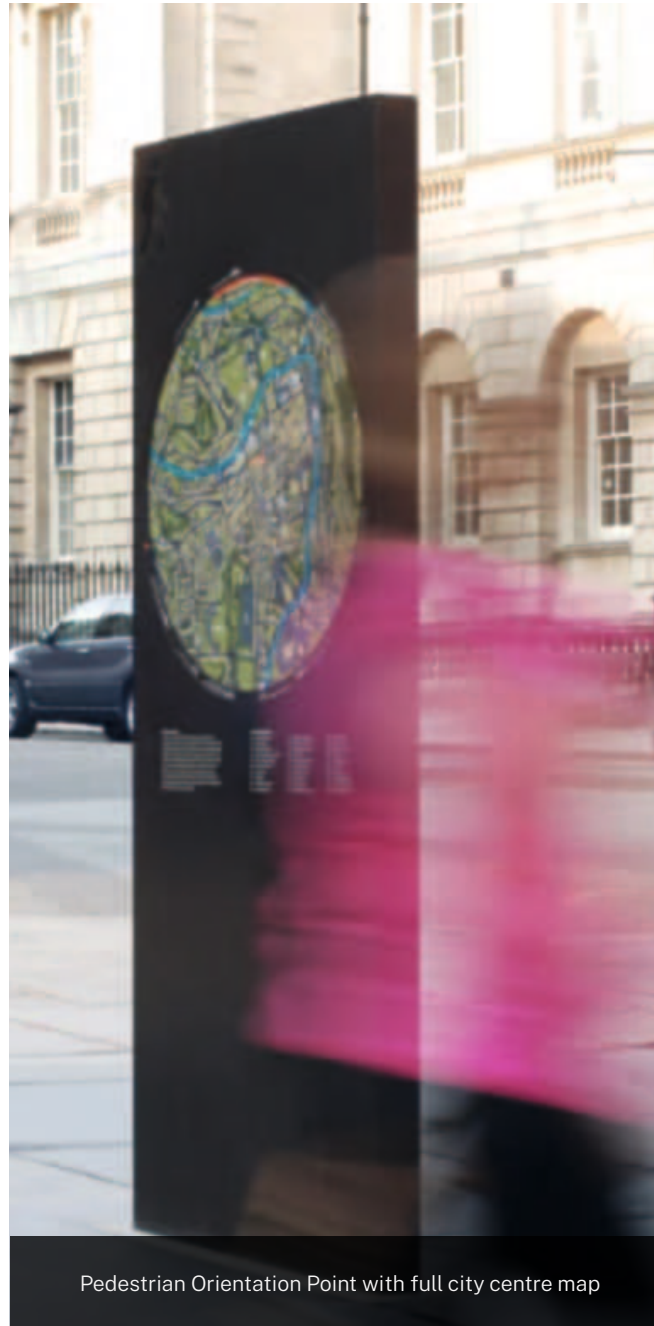
Capturing Bath’s DNA and making it one of the most walkable cities in the UK through a comprehensive wayfinding strategy.

Types

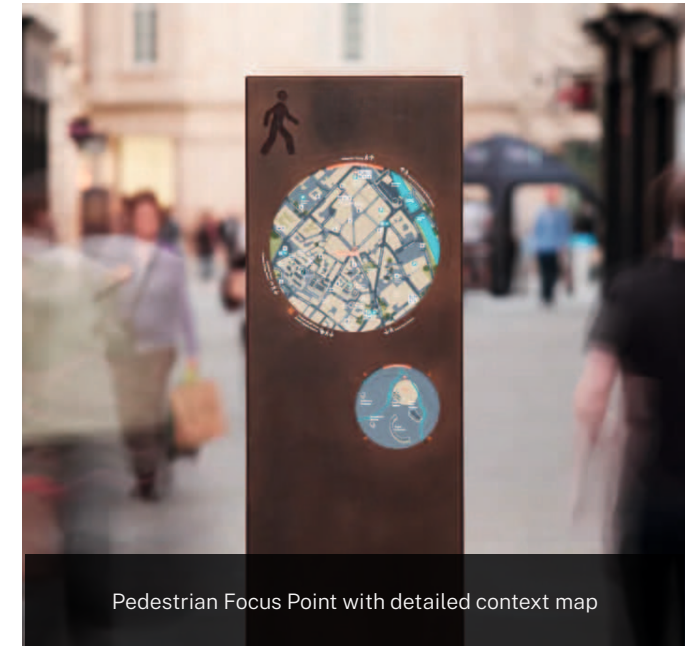
- Pedestrian Orientation Point (POP): larger information plinth with full city centre map, directions and list of destinations
- Pedestrian Focus Point (PFP): smaller information plinth with five-minutes-radius walking distance map, directions and a list of close-by destinations
- Maps have been applied across a variety of media, such as the city’s website, handheld printed maps and mobile phone apps
- Integrated pedestrian and transport maps to support the shift from private vehicles to public transport

Style

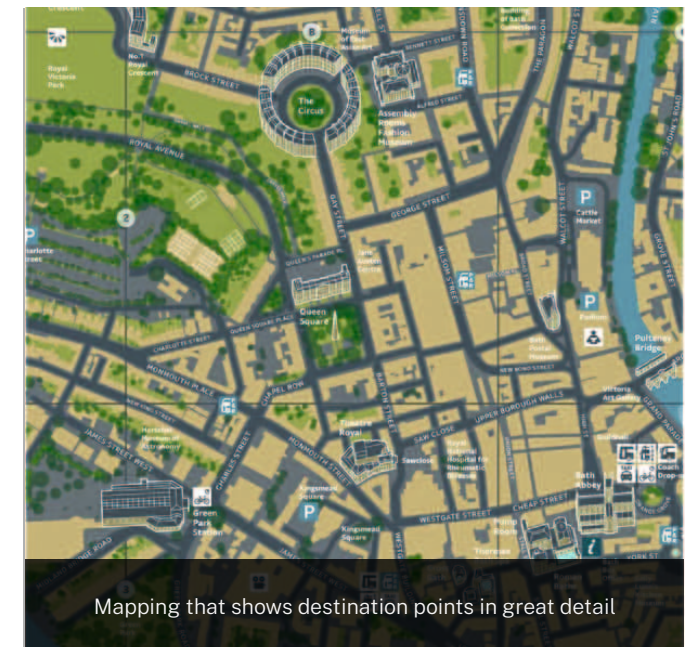
- Content rich maps that resemble the unique “look and feel” for Bath in their stylistic language
- Circular form of map refers to Bath’s history as a Roman walled city
- Expensive, high quality material with high maintenance cost



Pedestrian Orientation Point with full city centre map



Pedestrian Focus Point with detailed context map



Mapping that shows destination points in great detail

“On the Ground” Benchmarking

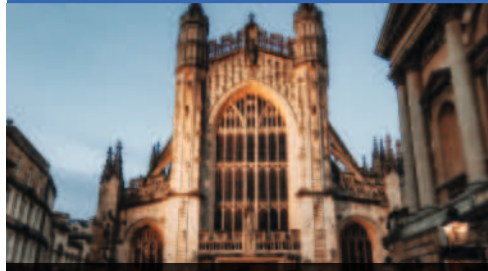
Bath, UK – City Legibility

Precincts



The historical city centre of Bath surrounded by countryside.

Landmarks



Bath Abbey as a key landmark with strategic co-location of the World Heritage Centre nearby.

Gateways



Green Park Station functions as a commercial hub with great meeting space character.

Paths



Great Pulteney Street as Bath's widest and longest thoroughfare of the Georgian Era.



Bath's museum precinct consists of several museums such as the Holburne Museum.



Roman Baths as key elements of the historic city structure that are accessible for tourists today.



Bath Circus as an iconic distributor within the city centre.



Pedestrian-friendly streets throughout the historic parts of the city centre.



Royal Victoria Park with open green spaces and the city's Botanical Gardens.



Historic Pulteney Bridge inspired by Ponte Vecchio in Florence which is lit up at night time.



Queen Square as one of the central nodes of the city combined with compelling open space.



Sky Line Walk with views of the historic old town.

“On the Ground” Benchmarking

Mapping

St Katharine Docks, London, GB

Informative mapping is a crucial element of wayfinding for both the physical space and the individual (digital) use. It provides an overview of the context and to include further information or details of what can be found, for example in terms of land use, trails and public transport.

In the Wayfinding Strategy for St Katharine Docks, engaging, content rich location maps were located at the primary entrance and decision points across the site of the marina. As they provide an overview over the whole precinct they encourage investigation and onward navigation through the rather hidden site. The wayfinding strategy aims to raise awareness and to promote the marina as a prestigious and attractive destination worth visiting.



Signage + Interpretative Trails

St Kilda, Victoria

As signage is the most visual part of wayfinding it is important that the elements are well designed but are also well placed and match the user's language. Through a particular design and for example colour coding as well as repetitive placement, wayfinding signage can create and support coherent interpretative trails throughout the urban context.

In St Kilda, where **arterial design** created a creative wayfinding signage for the City of Port Phillip, differently coloured sculptural signs “act as colourful beacons, attracting intrigue and encouraging walking throughout the precinct”. Here, the wayfinding aims to unite all creative industry locations and to increase awareness of the vibrant creative industries throughout St Kilda and surrounds.



Signage + Street Art

Northcote, Victoria

Street Art in form of unconventional interventions can be used as a complimentary element within a wayfinding strategy.

It is especially useful when there is a limited budget as in the Northcote project, where clearer direction for walking visitors was needed between the Northcote Station and the shopping strip at Northcote High Street. Street art in form of a breadcrumb trail helps to guide pedestrians through from the quiet, suburban station and its car parks to the bustling main shopping strip of the town. The range of artistic elements and treatments within the Wayfinding Strategy were identified based on an intensive community workshop process and later on, the final design was realised by local artists.



“On the Ground” Benchmarking

Street Art + Branding Gouda, NL

A powerful form of way-leading street art can be place specific branding that strengthens the image of the city and helps to navigate through it at the same time. This form of wayfinding can be appealing both for tourists and also residents while celebrating the city's identity.

In the city of Gouda in the Netherlands, famous for its cheese, the main street leading from the train station towards the town square is decorated with bright orange cheese loaves. It is a very direct and fun form of wayfinding by following those street art elements along the way which promote the place's identity and history in the same time.



Art Trails Victoria Park, Western Australia

Interpretative Trails such as Art Trails that connect several different mural art works can support the exploration of areas and streets most visitors and locals were unaware of. This helps to better comprehend the urban context, to find new paths throughout the area and to shift the perspective on certain neighbourhoods.

The Victoria Park Art Trail helps to navigate through the precinct's own urban gallery in which local residents, business owners and the local council have all offered walls and commissioned artists to create artworks. A walking map helps to showcase the works done by international and local artists, which also attracted regional attention and visitation.



Activity Mapping Chumleigh, North Devon, UK

Activity mapping is crucial for identifying amenity spaces especially when particular parts of the city are overcrowded whereas other parts are under-used at the same time. This can be achieved by placing wayfinding signage at the busy parts of the area leading to the less frequented amenity spaces.

The wayfinding strategy designed by **fwdesign** for the City of Chumleigh aims to support the re-positioning of Burgess Park as an amenity central to the local community and to promote and encourage greater usage. The approach was to create a new brand identity complemented with a bespoke, content rich park map showing possible forms of usage, welcome and statutory notices.



Existing Wayfinding Signage – Mandurah Types



Strengths

- Existing full set of conventional wayfinding signage types including wayfinding plinth, directional fingerboard and site identification
- Indigenous references to the place
- Interactive car parking signage that can be live updated
- Park & Walk Precinct maps that give an overview of all car parking possibilities



Weaknesses

- No consolidated retail indicator sign
- Clutter of many individual signage of private businesses and restaurants
- Lack of trail markers



Entry: Welcoming entrance plinth including indigenous reference and directions. Situated to be used by pedestrians and cars.



Parking: Consolidated parking map enables to distribute car parking and to encourage parking in edge locations



Directional Fingerboard: Directional signage in the city's branding including destinations and walking distances.



Site Identification: Compelling signage in the city's branding with indigenous references and information about usage rules.

Existing Wayfinding Signage – Mandurah Placement



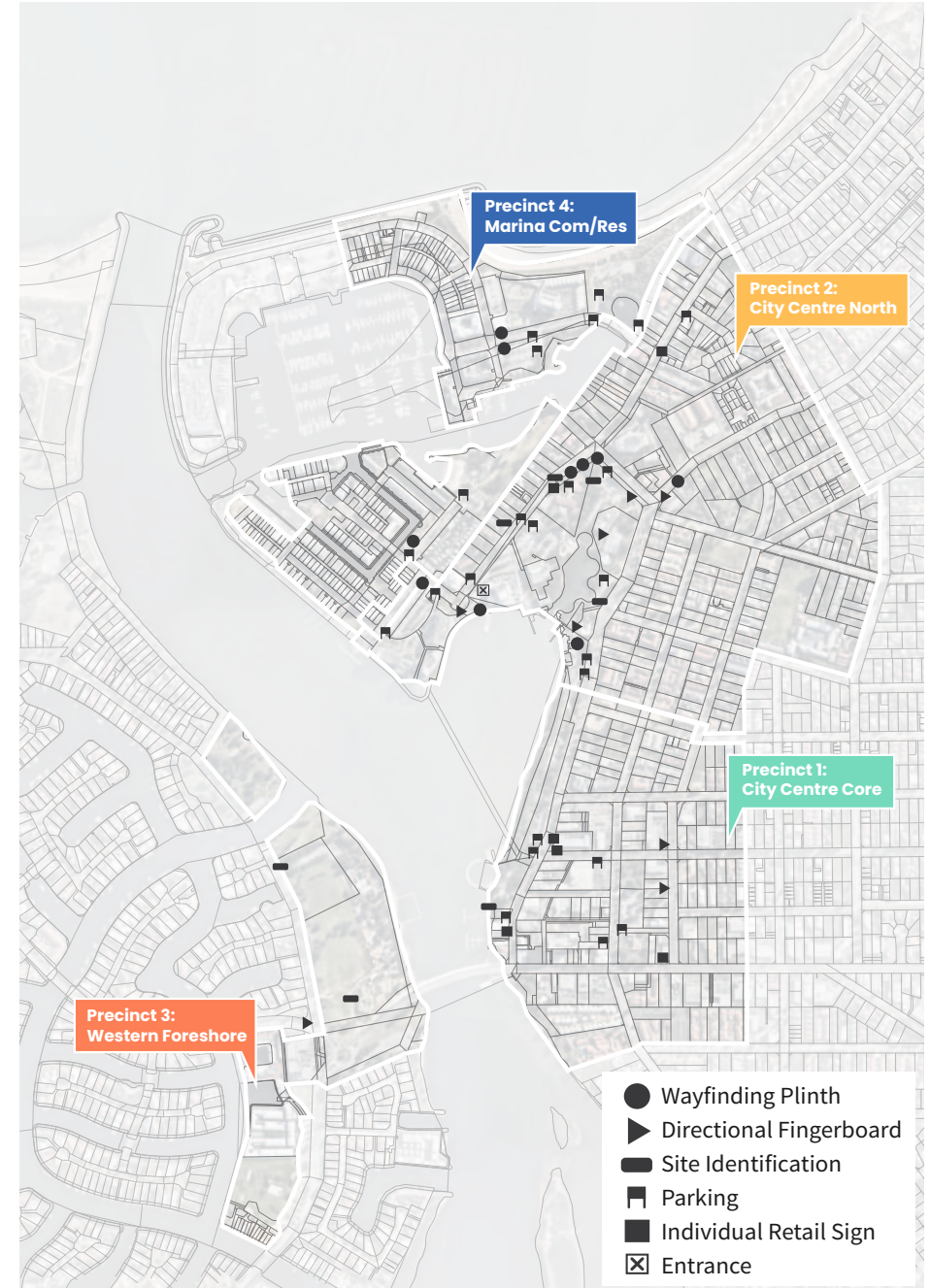
Strengths

- High frequency of signage at main gateways and traffic nodes
- Some site identification signage at main destinations and landmarks
- Some directional fingerboards in edge locations and in hidden areas



Weaknesses

- Need for consolidated signage at main gateways and traffic nodes to improve orientation and legibility
- More signage needed towards and at Western Foreshore and in edge locations
- Lack of signage leading towards the Marina Precinct
- Considered placement to improve legibility in regards of different users



Existing Wayfinding Signage – Mandurah Styles



Strengths

- Blue colour as linking element
- Theme specific colour codes
- Concept development of Parks and Reserve signage manual
- Concept development for trails signage
- Materiality that is easy to maintain



Weaknesses

- Strong inconsistency in style
- Outdated design concepts and branding
- Some cases of lack of maintenance
- Mandurah's digital graphic design/ branding is not resembled in the wayfinding signage
- Lack of originality and place identity

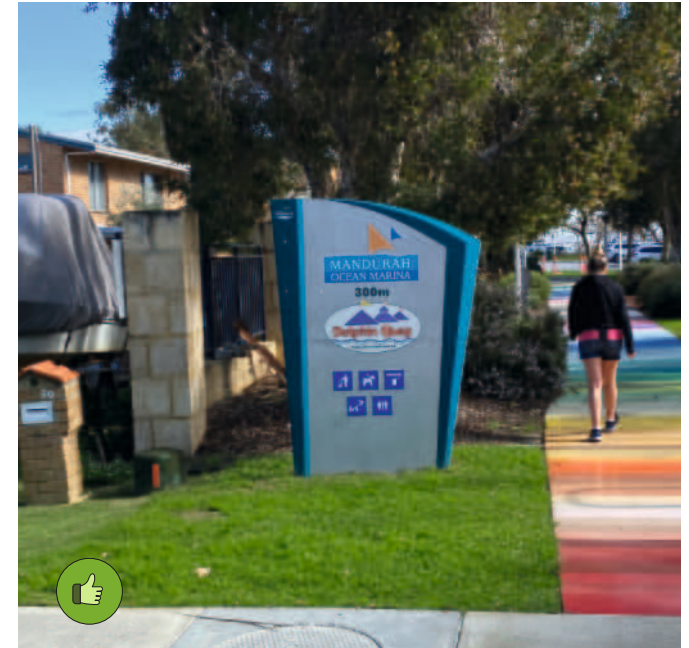


Existing Wayfinding Signage – Mandurah Legibility



Strengths

- Some signage types include crucial aspects such as movement mode, orientation map, activity mapping and directions including walking distances
- Standardised height and font size requirements are met



Weaknesses

- Most of the signage types don't include walking distances including metres and minutes
- Lack of orientation maps
- Legibility requirements for different user groups (e.g. cars vs. pedestrians)
- Lack of interactive / accessible wayfinding signage (e.g. audio support)



City Legibility

Precincts and Landmarks

The Mandurah City Centre Master Plan divides the area of the city centre into four precincts: The City Centre Core, the City Centre North, the Western Foreshore Precinct and the Marina Commercial/ Residential. This separation is important to build upon the established and distinguished character of the precincts and to strengthen the valuable diversity of the city centre.

Mandurah's city centre is rich on attractive landmarks and destination points. These range from public institutions over active green spaces to commercial hubs and attract different audiences throughout Mandurah's village heart.

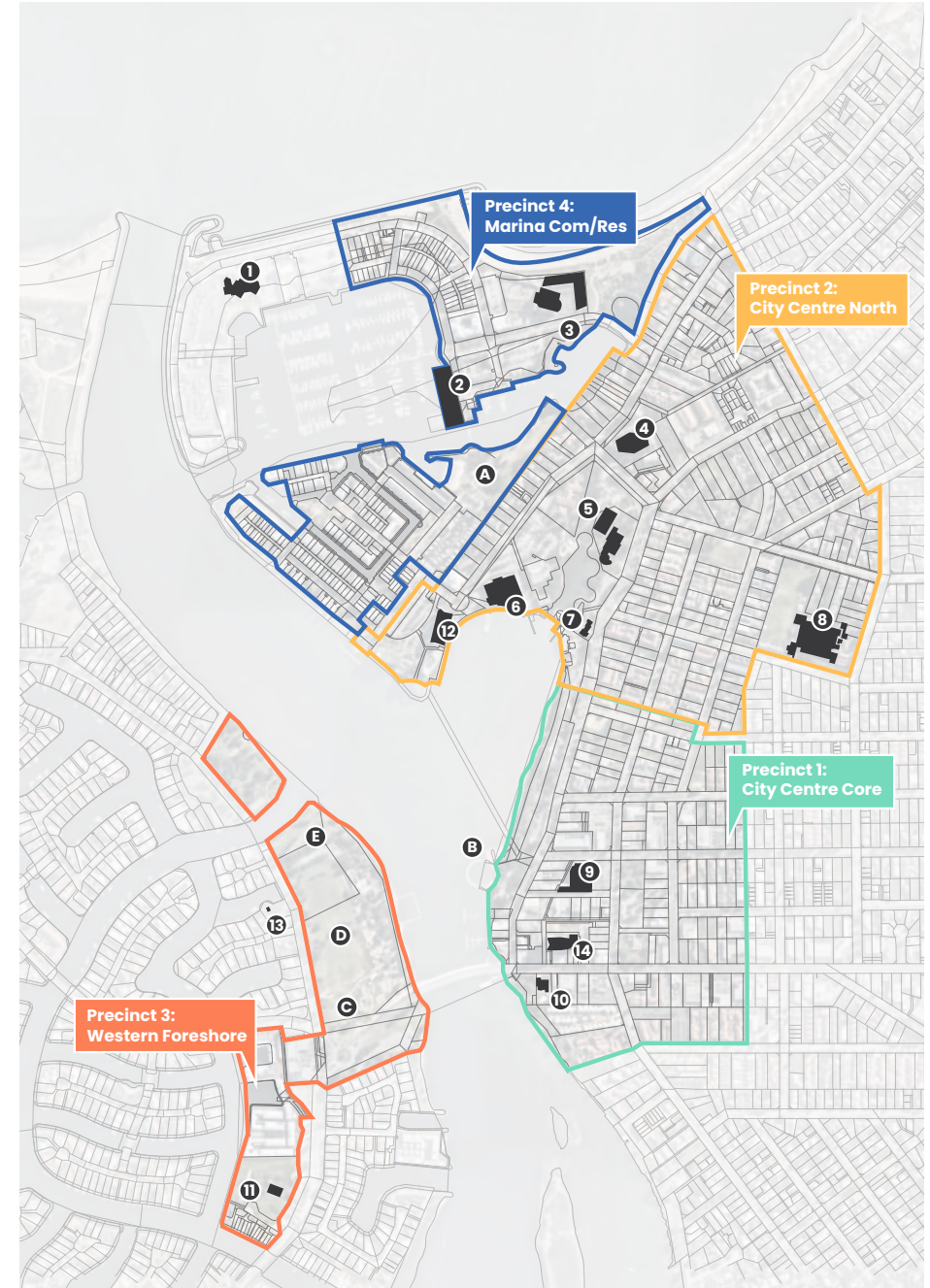
In the urban design, those landmarks function as visual references and help to navigate throughout the urban space. In Mandurah's city centre the different landmarks are spread out over the whole area but some of them lack physical and/or programmatic linkage such as interpretative trails, which compromises City Centre legibility overall.

Mandurah's city centre legibility can be improved by better connecting and highlighting landmarks, coupled with integrating additional well-positioned destination points.



LEGEND

- | | |
|--------------------------------|------------------------|
| 1 Fishing and Sailing Club | A Keith Holmes Reserve |
| 2 Dolphin Quay | B Kwillena Gabi Pool |
| 3 Seashells Resort | C Skate Park |
| 4 The Atrium Hotel | D Hall Park |
| 5 City of Mandurah | E War Memorial Park |
| 6 Arts Performing Centre | |
| 7 Visitor Centre | |
| 8 Mandurah Primary School | |
| 9 Smart Street Mall/Woolworths | |
| 10 City of Mandurah Museum | |
| 11 Sutton Farm | |
| 12 Sebel Hotel | |
| 13 Halls Cottage | |
| 14 One Brighton Apartments | |



City Legibility Paths

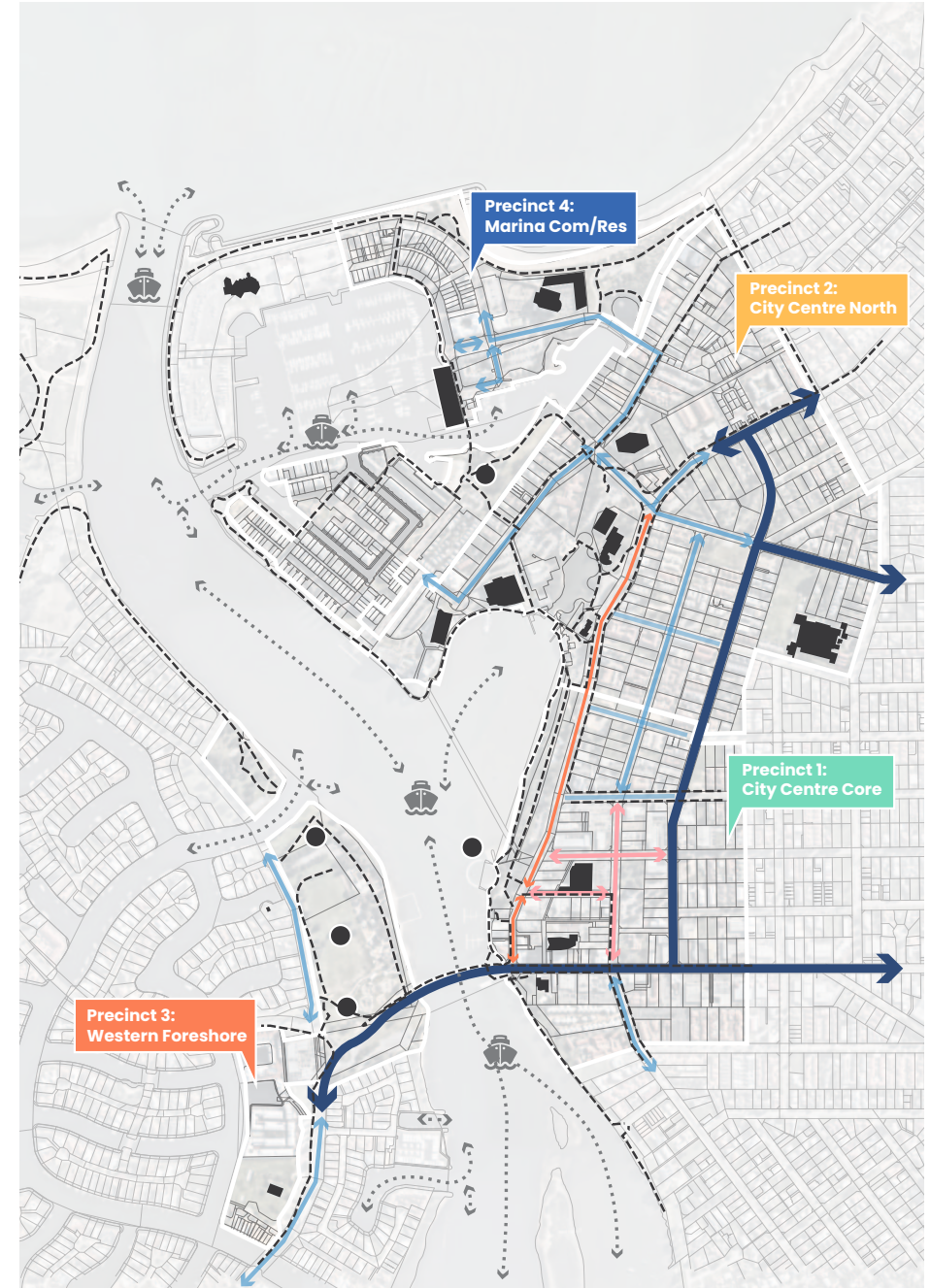
Ideally, the precincts are interconnected through comprehensive path networks which include all modes of movements.

At the moment, the city centre's pathways for pedestrians and cyclists are lacking legibility which reduces path usage. Through the reduction of through traffic and speeds, resulting in a more balanced use of streets and the creation of linking paths and gateways, it is possible to enhance the City's legibility overall.



LEGEND

- Distributor Streets
- Supporting Streets
- City Centre Main Streets
- Waterfront Promenade
- - - Key Pedestrian and Cyclist Routes
- ... Key Boat Movement
- Key Landmarks



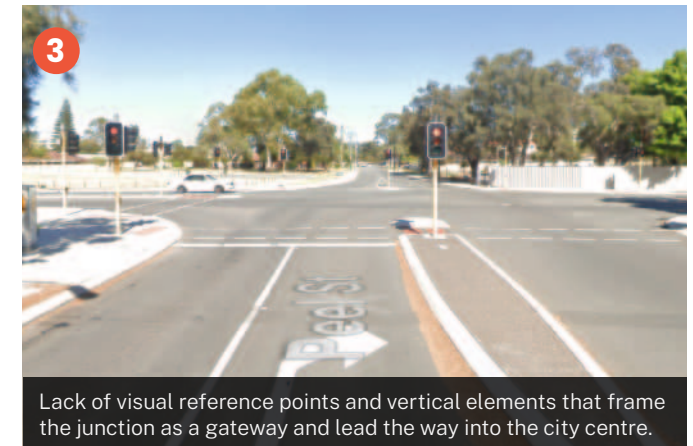
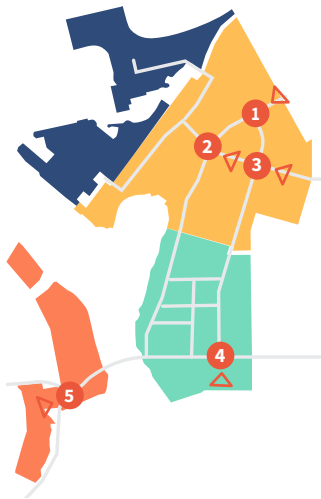
City Legibility

City Centre Gateways

There are four main gateways to the city centre which link Mandurah's Village heart to the surrounding suburbs and regional connectors such as the freeway and the train station.

In the community workshop it was clear that there is an urgent need to improve gateways and associated streets in order to create welcoming and attractive entrance points to the city.

- 1 Sutton Street and Mandurah Terrace
- 2 Peel Street and Mandurah Terrace
- 3 Peel Street and Sutton Street
- 4 Pinjarra Road and Sutton Street
- 5 Western Foreshore Roundabout

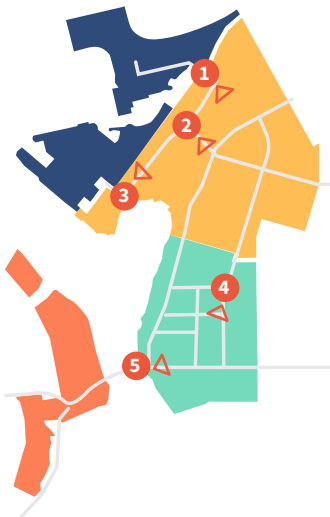


City Legibility

Precinct Gateways

Gateways are important for the local distribution of movement and defining entrance points to the different precincts. Similar to the City Centre Gateways most of the five identified Precinct Gateways are underwhelming and lack distinctiveness. The legibility of those gateways can be improved through methods such as landscaping, urban furniture and street art that help to highlight each precinct's own character. There are, however, some existing good examples that offer some learnings and opportunities for further enhancement.

- 1 Ormsby Terrace and Dolphin Drive
- 2 Ormsby Terrace and Peel Street
- 3 Ormsby Terrace and Marco Polo Drive
- 4 Sutton Street and Gibson Street
- 5 Pinjarra Road and Mandurah Terrace



Opportunities

Wayfinding Signage

- Interactive hybrid signage-new technologies (e.g. QR/augmented reality)
- A system in which the content can be easily updated
- Consolidated Retail indicator that can be an alternative to the cluttering of individual retail signage
- Mapping for water activities including boat parking options, paddling trails and harbour entrance points
- Activity mapping showing locations of green spaces within the city centre help to promote them as alternative destinations
- Running and cycling trails to promote Mandurah's recreational potential
- Interpretive Walking Trails that celebrate culture, history and the arts
- Content rich mapping that attracts visitors to explore hidden parts
- Appealing signage style that is aligned with graphic design of visitmandurah



City Legibility

- Keep and enhance the views to the water throughout the city centre to support orientation and presence of the water
- Green corridors as connectors
- Create a welcoming atmosphere through stronger entry statements, banners and infrastructure upgrades in main entrance points
- Improvements to Gateway approach streets
- Strengthen the individual character of each precinct through distinctive uses and drawcards
- Link the different precincts through enhanced path networks
- Making use of the estuary by creating visual cross connections through bridges or defined (water) edges
- Marina specific street art elements for place branding and wayfinding
- Enhance existing art trail network
- Linking urban furniture -usable wayfinding elements





Vision + Principles

Vision

Mandurah City Centre will be unveiled for the hidden gem that it already is. Its strong 'bones' or urban design elements will be enhanced to create a more legible city centre that is easy to navigate with strong connections between people and place.

Wayfinding and City Legibility should...

...be functional for Everyone

- Accessible for everyone (multi-modal system)
- Helpful for all transport modes (Walking, Cycling, Tourists, Locals, Water, etc)
- Diverse mediums (digital publishing resources, printed materials and on-street elements)

...support active transport

- Helping to promote Active transport and a healthy Mandurah community that walks and cycles
- Integrated pedestrian and public transport maps

...promote Mandurah as a Destination

- Consistent, engaging and bespoke Mandurah-feel signage design approach
- Welcoming Gateways and associated branding elements, such as event-specific banners
- Themed trails, such as street art, indigenous history / culture and ecology /sustainability

...strengthen Mandurah's image & sense of place

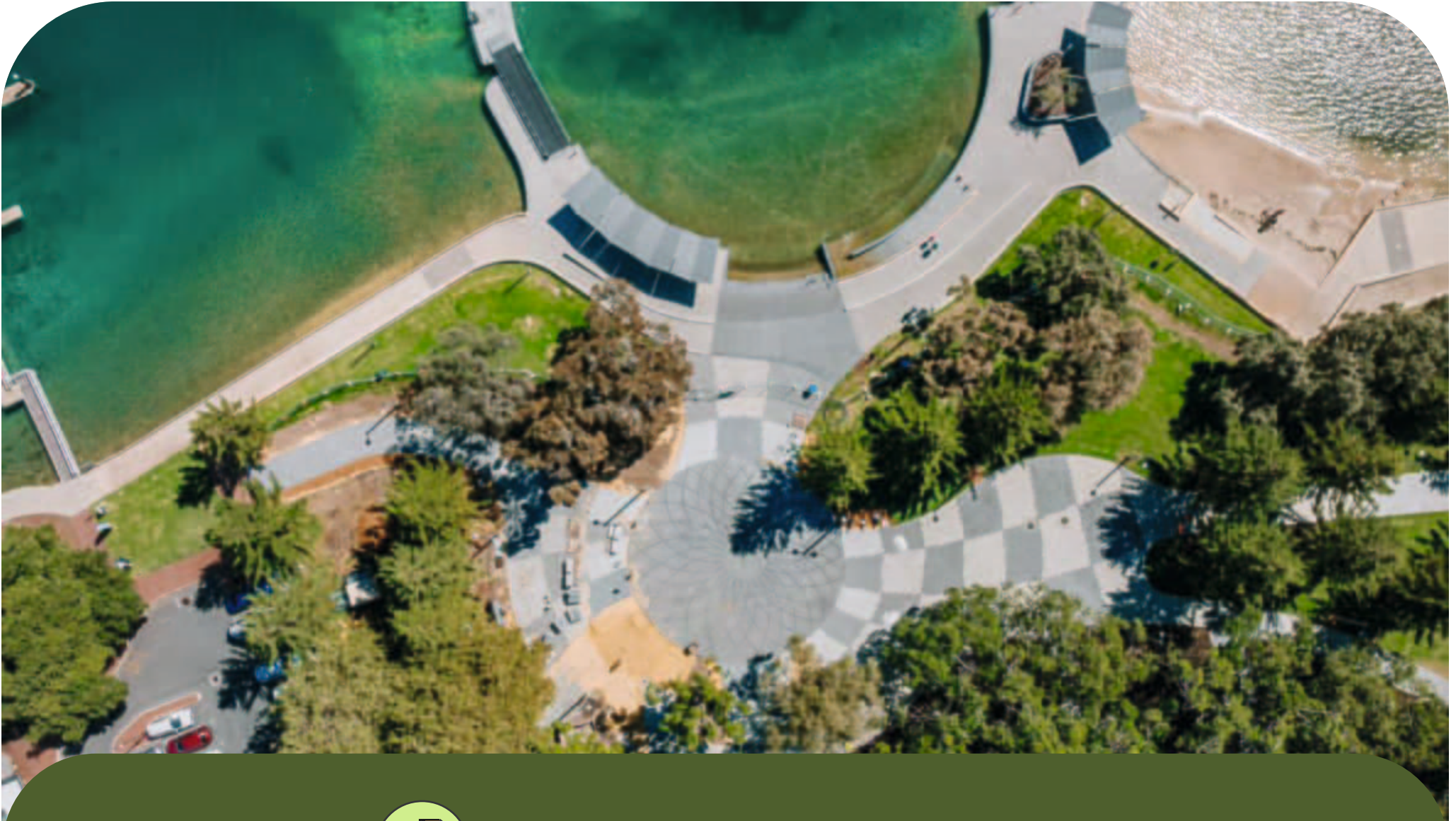
- Legible city with memorable urban design elements that enhance the sense of place and assist with wayfinding
- Deeper connections between people and place beyond ease of navigation

...reveal unknown routes, precincts & destinations

- Signage that promotes the use of car parks on the edge and walking into the foreshore
- Consistent and regularly placed directional fingerboards/wayfinding signage
- Detailed and appealing mapping that invites people to explore otherwise unknown places

...be innovative & creative

- On-street systems as a gateway to further (digital) information (QR codes) /combination with interactive smart city technology
- Consolidated business Activity Mapping, such as Smart Street Mall businesses
- Long life modular signage that is easy to update



Wayfinding Signage Strategy

Types of Wayfinding Signage



Wayfinding Plinth

As main orientation monoliths, the less frequently placed wayfinding plinths provide an overview at a precinct or city centre scale and comprise more detailed information such as landmarks, land uses and walking distances. They can also be used in combination with digital elements and are scaled according to the target audience:

1. Vehicles - larger sign size and information typically placed at City Centre gateways and/or important locations for parking directions
2. Pedestrians and Cyclists - smaller scaled and placed at Precinct Gateways and high volume locations.



Directional Fingerboard

The directional fingerboards are important for “quick reference” within the navigation process and indicate directions including distances. They are placed in high frequency locations and provide directions to different destinations.

In Mandurah’s city centre Directional Fingerboards can be used to support wayfinding towards off-street “all day”-car parking, directing traffic away from Mandurah Terrace.

On more specific routes, such as theme trails, they can function as trail markers to help the user to keep track.



Site Identification

Site identification elements provide assurance of the arrival at a destination or landmark. Like this, they support the city centre’s legibility.



Activity Indicator

Instead of several individual activity signage elements, a consolidated activity indicator sign helps to avoid visual clutter and confusion by providing a comprehensive and consolidated overview of offerings in a specific location, such as retail offerings within Smart Street Mall.

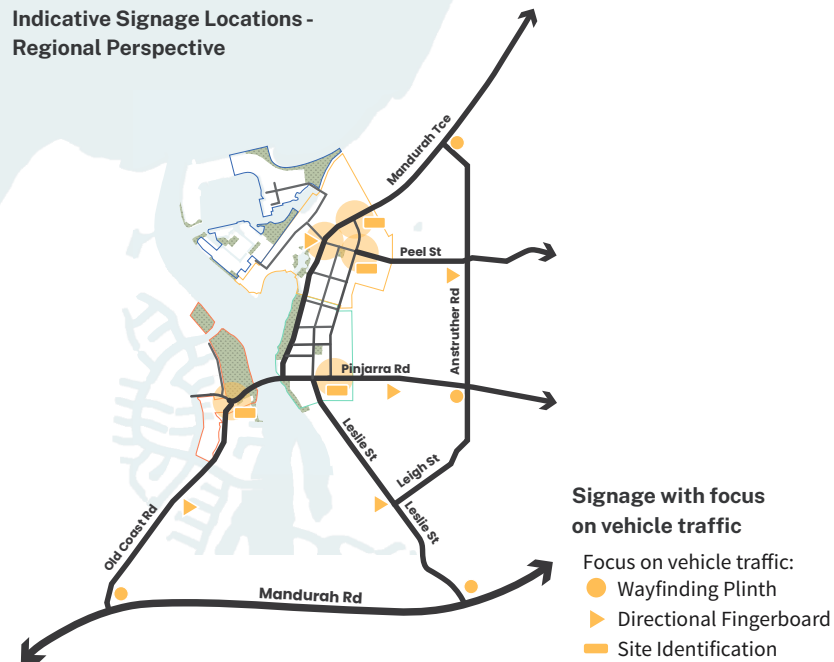
This is in contrast to Wayfinding Plinths that contain general information about a larger area and always feature a map.

Placement Plan

An essential part of wayfinding is the strategic placement of signage elements that assist with navigation within the city. The identified types of wayfinding signage function in different ways and are to be designed and placed within a logical and comprehensive strategy.

The following pages identify indicative locations for the various types of wayfinding signage within the City Centre.

Indicative Signage Locations -
Regional Perspective



Indicative Signage Locations -
City Centre



Placement Plan

Wayfinding Plinth

These less frequent signs are located at Gateway locations, including City Centre and Precinct gateways as well as transport mode specific gateways such as car parks (vehicles) and marinas (boats).

- 1 City Centre Gateways**
 Located at major vehicle gateways to direct vehicles to public parking facilities, reducing conflicts with high pedestrian volume areas such as Mandurah Terrace
- 2 Precinct Gateways**
 Wayfinding plinths at some of the entrance points to the different precincts, given they are nodes of local distribution of movement
- 3 Tourist Information Centre**
 Enabling tourists to gain an overview of the city through attractive and comprehensive information signage at the main entrance point
- 4 Eastern Foreshore**
 Promoting the whole city centre through high frequency of consolidated information signage along the popular Eastern Foreshore
- 5 Car Parks**
 Plinths at key parking locations directing pedestrians to key destinations and reducing perceptions of distance (particularly City Centre Core edge parking lots)
- 6 Performing Arts Centre to Marina**
 Information and wayfinding plinths at locations where pedestrians make decisions on walking distance and direction
- 7 Marina**
 Providing information for arriving guests via boat to promote the exploration of the city
- 8 Western Foreshore**
 Less frequent Wayfinding Plinths located in lower pedestrian volume locations, promoting exploration of the broader precinct and beyond



Placement Plan

► Directional Fingerboard

These high frequency signs are intended to guide people between gateways and other destinations, aided by distance marker to reduce perceptions of distance.

1 Old Coast Road/Sutton Farm

Indicating and leading the way to Sutton Farm in order to promote its importance as a heritage landmark

2 Foreshore South of Pinjarra Rd

Signage along the green spaces south of Pinjarra Road increases the visibility of the Mandurah Museum, inviting pedestrians to cross the road or to use the link underneath the bridge

3 Fringes of the City Centre

Directional Fingerboards located along the fringes of the city aimed at encouraging people to walk to the city centre from surrounding suburbs.

4 Core Outer Edge Streets

A high frequency of signage within close proximity of car parks can direct drivers to car parks and pedestrians to the Eastern Foreshore and key destinations

5 Marina Precinct

Locals and visitors are encouraged to explore “off the beaten track” or hidden gems through consistent signage along the way. A sequence of fingerboard signs draw non-vehicle movement into the precinct and help guide to key destinations therein that are further away such as Town Beach, and the Fishing and Sailing Club

6 Town Beach

A high frequency of directional fingerboards supports the accessibility and visibility of Town Beach from various directions

7 Civic and Arts Precinct

Complementary to wayfinding plinths, wayfinding within this main gateway can be improved through consistent placement of fingerboards



Placement Plan

Site Identification

These signs identify places of interest and mark the arrival experience at destinations. Indigenous translations may also be added to site identification signs to emphasise the cultural/historical connection to country.

1 Cultural Heritage Buildings

Site identification signage is important to highlight the (cultural) importance of places especially when they are in a less prominent location

2 Hall Park

Signage can help to indicate the different activity spaces of Hall Park such as the Skate Park and Memorial Park ININ

3 Mandurah Museum

Site identification can increase the visibility of less prominent landmarks as part of a network of destination points

4 Eastern Foreshore

It is also important to identify well known destinations and add cultural references such as indigenous translations in these popular tourist locations (e.g. Kwillena Gabi Pool)

5 Civic and Arts Precinct

Site identification signs should be located on major view-lines in this gateway location

6 Marina/City Centre Gateways

A high frequency of welcoming site identification at the entrances to the Marina and city centre improves visibility and navigation, particularly for vehicles

7 Attractions within Marina

Site identification of attraction points within the Marina precinct helps to encourage visitors to explore the area

8 Town Beach/Marina Fishing Jetty

Hidden gems such as Town Beach or the Marina Fishing Jetty benefit from site identification, which also reassures visitors in having reached their destination at this northern end of the city centre



Placement Plan

Activity Indicator

Activity indicators consolidate important information in locations where there are concentrations of similar land uses, such as food, beverage and retail uses.

1 Smart Street Mall

A consolidated 'retail' indicator will help to promote local businesses, providing a consistent look and feel and avoiding visual clutter

2 Mandurah's Jetty Walks

Through a central information point businesses gain visibility within a certain area which in the same time is promoted as a place of attraction.

3 Dolphin Quay

Similar to Smart Street Mall, a consolidated retail and activity indicator helps to avoid excessive signage while promoting local businesses

4 Hall Park

The activity indicator provides a consolidated overview of the multiple activities that can be found in the Hall Park Recreational Precinct such as the skate park, community commercial space and a potential river access for swimming.



Design Guidance

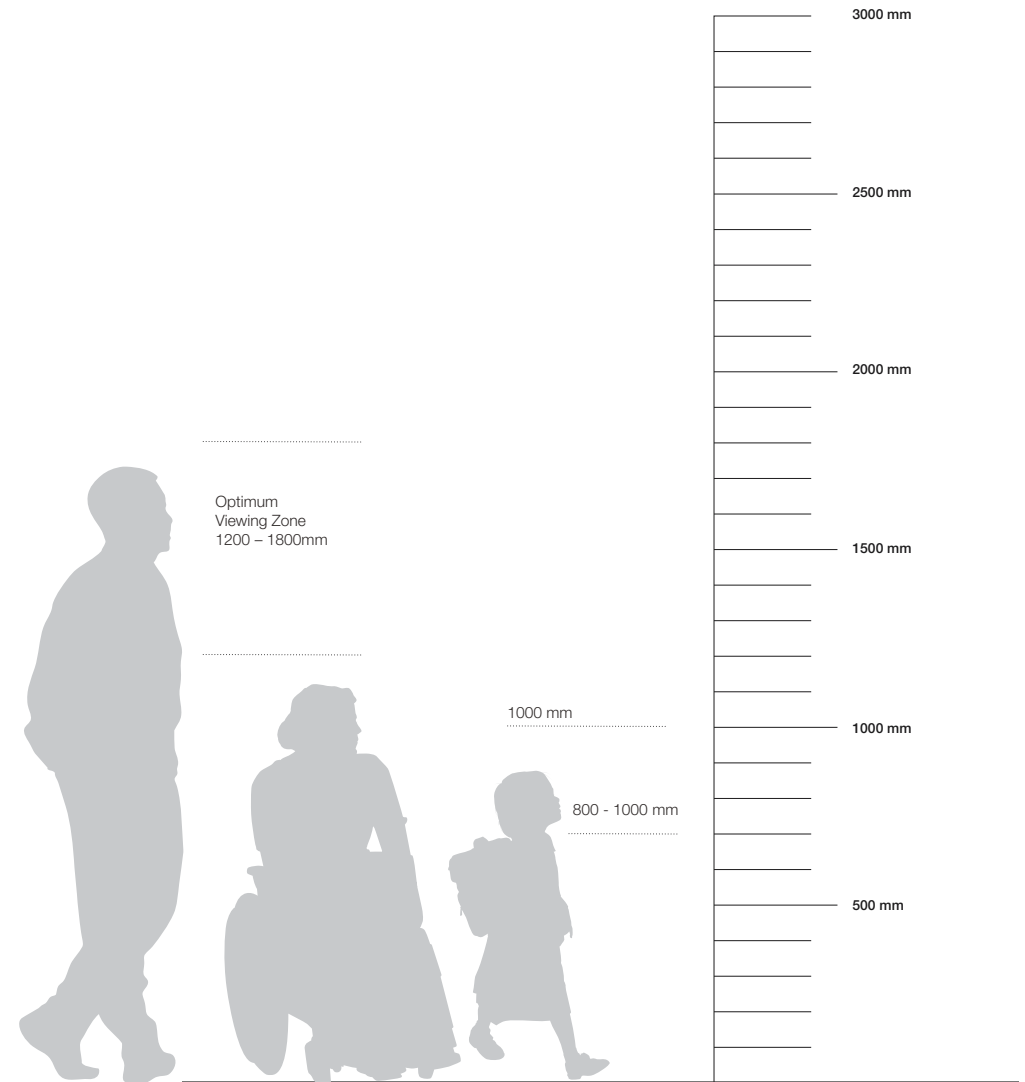
As an essential part of implementing the Wayfinding Strategy, the design and exact placement of Wayfinding Signage requires careful consideration in order to be functional for all types of users.

Principles of signage placement are as follows:

- Consider the audience (vehicle, pedestrian, cyclist) with regard to the viewing distance and speed at which the signs will be viewed.
- Ensure the signage is situated at appropriate heights and locations to allow for users of varying capacities. Avoid physical obstruction like over hanging vegetation or street furniture.
- Place signs to maximise legibility and accessibility and have the highest visual impact for visitors.
- Position signs free of visual obstructions and within optimum sight lines.
- An appropriately sited sign should be obvious but not dominant.
- Be conscious of the scale of neighbouring elements, such as for example buildings, so as not to reduce the sign's perceived scale.

Guidance on Optimum View Heights is illustrated opposite.

Optimum Viewing Heights



Source: Shepparton Wayfinding Strategy

Action Plan

No.	Item	Description
01	Existing Signage Program	Develop a program for the removal of unwanted existing Wayfinding Signage and investigate a cross organisational delivery model to manage the ongoing maintenance of the city's retained and new Wayfinding Signage.
02	Engagement	<p>Engage with key Wayfinding Strategy stakeholders:</p> <ul style="list-style-type: none">-Indigenous representatives regarding place translations and local stories/historical references that could be captured in certain locations-Local businesses in Smart Street Mall and Dolphin Quay regarding consolidated Activity Indicator Signage-Marina officials and user groups to determine any specific wayfinding requirements for various Marina users such as boat tourists, hobby fishers, Visit Mandurah, etc.
03	Detailed Design and Delivery	<p>Commence Detailed Design, focusing on:</p> <ul style="list-style-type: none">-Graphic Design and content for wayfinding signage-Exact placement of signage, based on detailed analysis of visibility, useability and safety considerations-‘Before and After’ visualisation of key wayfinding signs, such as gateways and within the Eastern Foreshore-Construction and maintenance-Technology and Systems-Cost estimates-Delivery Program



City Legibility Strategy

City Legibility Elements



Precincts

A precinct is a certain area of the city with a common character, one which the observer can easily categorise. This distinctive character is quite homogenous and is taken from its use or function, texture, space, form, building types, inhabitants or typography. The diversity of the different precincts and their definition within a wayfinding strategy enhances the legibility of a city to a great extent.



Landmarks and View Lines

A landmark distinguishes itself from its surroundings through its function or its unique key physical characteristics. Landmarks are easily identifiable and contrasting with its surroundings, often combined with some kind of spatial prominence and distinctive view lines.

A careful selection of landmarks is essential in city wayfinding as it can vividly populate a visitor's mental map of the city, aiding greatly to spatial awareness.



Paths

A path in the Lynchian-sense is any route or channel along which somebody travels. Prominent, legible paths are those that lend character, and might include a concentration of specific activity. They may follow an edge or other topographic features. Vertical elements, (feature) lighting and public art can strengthen the paths.



Gateways








A node or gateway is a focus point of local distribution and highly compelling to the navigator. Areas of distinct public realm such as squares, commercial street corners, junctions and access to transport are examples of nodes. Paths that cross can be nodes, though too many could render them undistinguishable.

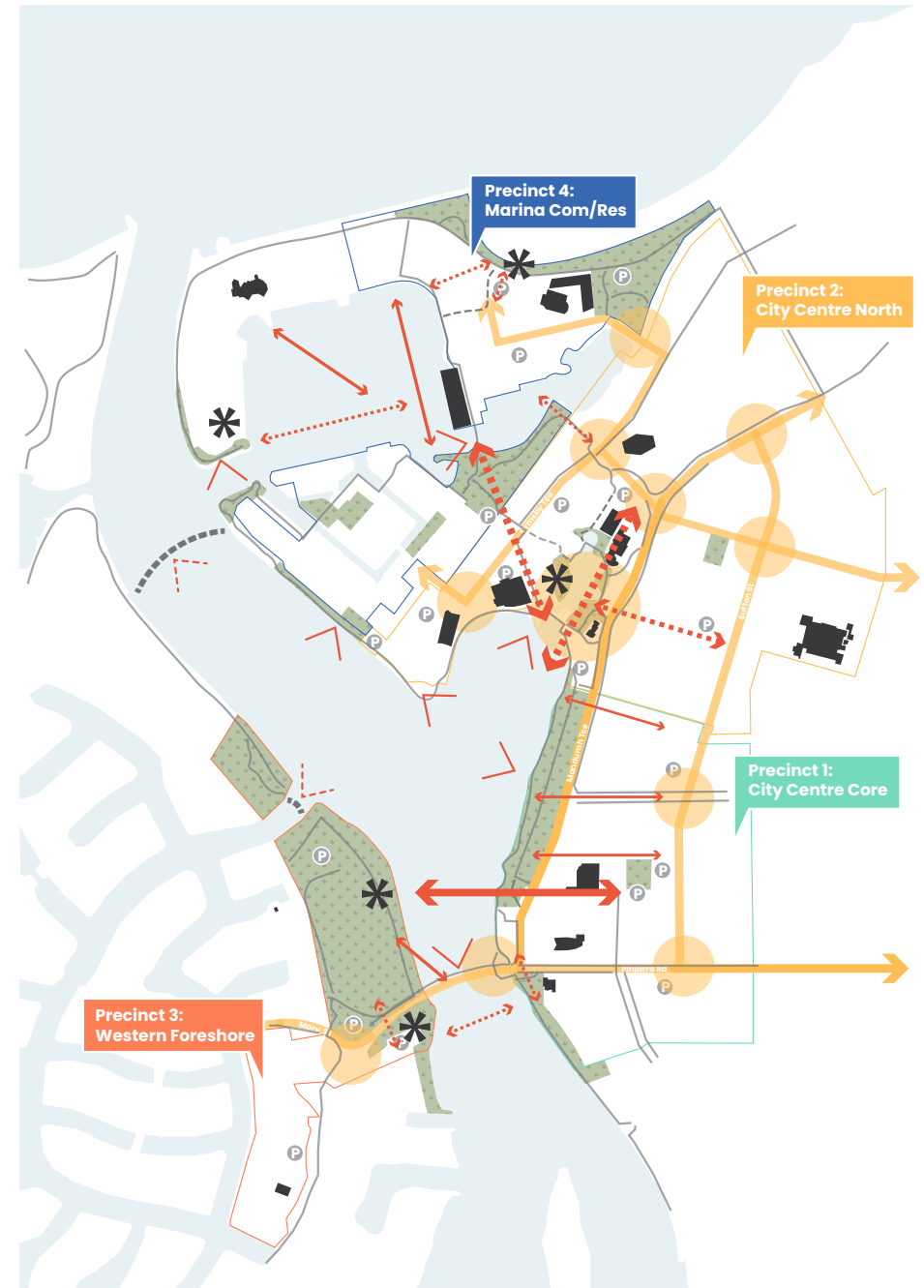
Legibility Enhancement Plan

In his book “The image of the City” Urban planner Kevin Lynch argued that a legible city was one that displayed recognisable patterns and experiences, which are easily identifiable and can be grouped logically. Lynch defined these physical elements as Districts (Precincts), Landmarks, Paths, Edges and Nodes (Gateways).

As Lynch outlined in his book, a city that expresses the quality of imageability is easy to understand, navigable, and enticing to its users. At a deeper level, communities form strong attachments to and forge lasting memories of places with a distinct ‘image’. Sights, sounds, smells and touch combine to shape people’s image of a city, defining its character, personality and uniqueness.

This section of the Wayfinding Strategy identifies opportunities for strengthening the image of each of the five elements within Mandurah City Centre, thereby assisting with wayfinding beyond signage alone.

-  Precincts
-  Gateways
-  Landmarks (Existing/Potential)
-  Paths (Existing/Potential)
-  View Lines (Existing/Potential)
-  Key View Points (Existing/Potential)
-  Main Car Parks



Legibility Enhancement Plan

Precincts

The Mandurah City Centre Master Plan divides the area of the city centre into four precincts: The City Centre Core, the City Centre North, the Western Foreshore Precinct and the Marina Commercial/Residential. This separation is important for the legibility of the city centre as it builds upon the established and distinguished character of the precinct neighbourhoods which then can be easily identified and categorised by the user.

1 City Centre Core - Opportunities:

- Enhancing its function as a commercial/retail hub
- Highlighting the proximity and access to the water (Eastern Foreshore)
- Enhancing the city heart and its local lifestyle through accessible amenities
- Embracing the unique landscape and history of the Estuary

2 City Centre North - Opportunities:

- Development of a compelling civic entrance point to the city centre
- Concentration and co-location of Civic and Arts institutions
- Enhancing the access throughout the precinct will improve overall distribution throughout the whole city centre and will strengthen the precinct as a gateway

3 Western Foreshore - Opportunities:

- Celebrating the modern amenities for families and the young people of the park
- Promoting the precinct through hosting major events on its generous open space
- Increasing the visibility of its places of culture and history
- Expanding the great offer of active recreation through enabling access to the water

4 Marina Commercial/Residential - Opportunities:

- Distinguish character through the concentration of marine industries/businesses
- Strengthening of the tourism features within the precinct
- Increasing the precinct's visibility and accessibility through wayfinding
- Opportunity to develop the precinct as an innovation hub for the blue economy



Legibility Enhancement Plan

Landmarks and View Lines

Landmarks function as visual references and help to navigate throughout urban environments. In Mandurah's city centre, landmarks are spread out over the whole area but some of them lack physical and/or programmatic linkage such as interpretative trails and therefore are weakened in their function.

1 Sutton Farm

- Conservation and promotion as a landmark of historical importance
- Leverage canal and Old Coast Rd Frontages (access, feature lighting, and events)

2 Western Foreshore

Opportunity for major new landmark that attracts locals and visitors (e.g. botanical garden, festivals, swimming pool)

3 Mandurah Museum

- Pinjarra Road improvements for better pedestrian accessibility
- Feature lighting and park interface improvements

4 Key View Lines

- Opportunities to strengthen and enhance existing view lines (landscape and built form edges)
- Terminate key view lines with water views, landmark built form/public art or a layered combination

5 Civic and Arts Precinct

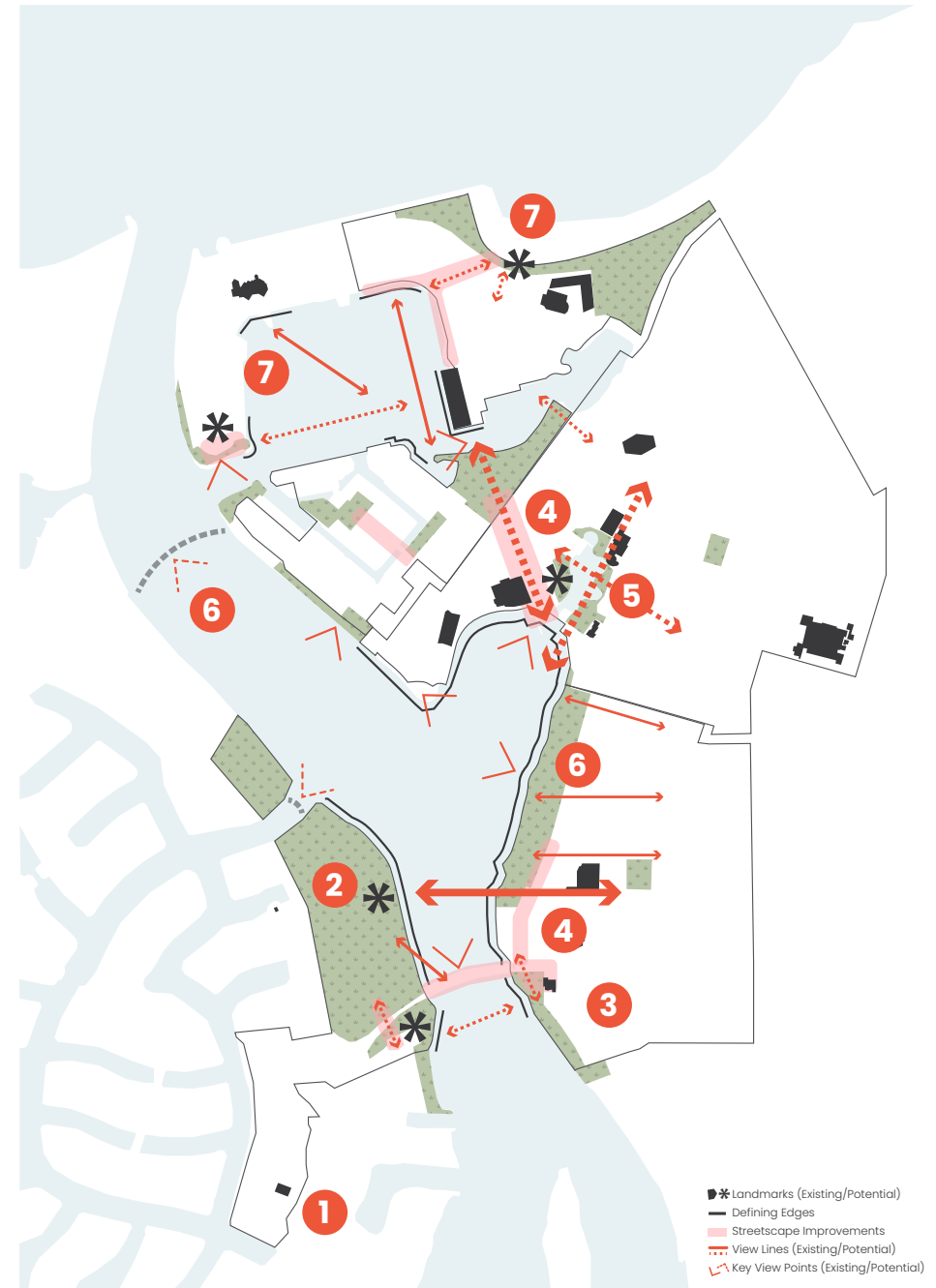
- Investigate redevelopment of the City's Council Office as a Culture and Civic Hub and nexus-point within the City Centre
- Open up view-lines to water

6 Views on the Estuary

- Highlight water views along local streets (maintain clear under storey, strong built form edge definition/consistent setbacks, consistent tree planting that draws the eye to the water)
- Celebrate water views as part of potential bridges loop walk (viewing platforms and aspects)

7 Fishing & Sailing Club/Town Beach

- Co-location of compelling attractor (e.g. beach cafe) at under-utilised Town Beach
- Promote walking and cycling to the club landmark - Breakwater Parade additional shade / tree planting, points of interest (public art, rest points and ocean viewing platforms) and walking and cycling infrastructure upgrades (path widening and bike parking)



Legibility Enhancement Plan

Paths

The city centre's paths typically prioritise vehicle movement at the expense of the urban experience for pedestrians and cyclists. This impacts on the legibility of the City Centre for these important user groups. There are several opportunities, however, to enhance the legibility of the movement network through a series of targeted streetscape and path upgrades, and establishment of place-based trails offering unique and varied experiences. Paths associated with Gateways are covered under that element.

1 Mandurah Tce (Between Pinjarra Rd and Peel St)

Staged over time, re-imagine the street as a people-centric place with reduced traffic volumes and speeds: seam that integrates the foreshore with the City Centre

2 City Centre Edge and Walk Street

Streetscape upgrades on streets linking city centre edge car parks with the foreshore. Target pedestrian comfort, safety, convenience, colour and creativity and activation (Smart St Mall), both day and night

3 Civic/Cultural/Trail Hub

- Establish an experiential trail hub at the heart of three key precincts
- Single, easy to find location that offers tourists and locals a variety of water-based walking experiences

4 Heritage Trail

Indigenous and European heritage trail that picks up key heritage sites including Suttons Farm and the Museum. Engage with local indigenous groups to uncover and capture their stories

5 Eco / Health and Well Being Trail

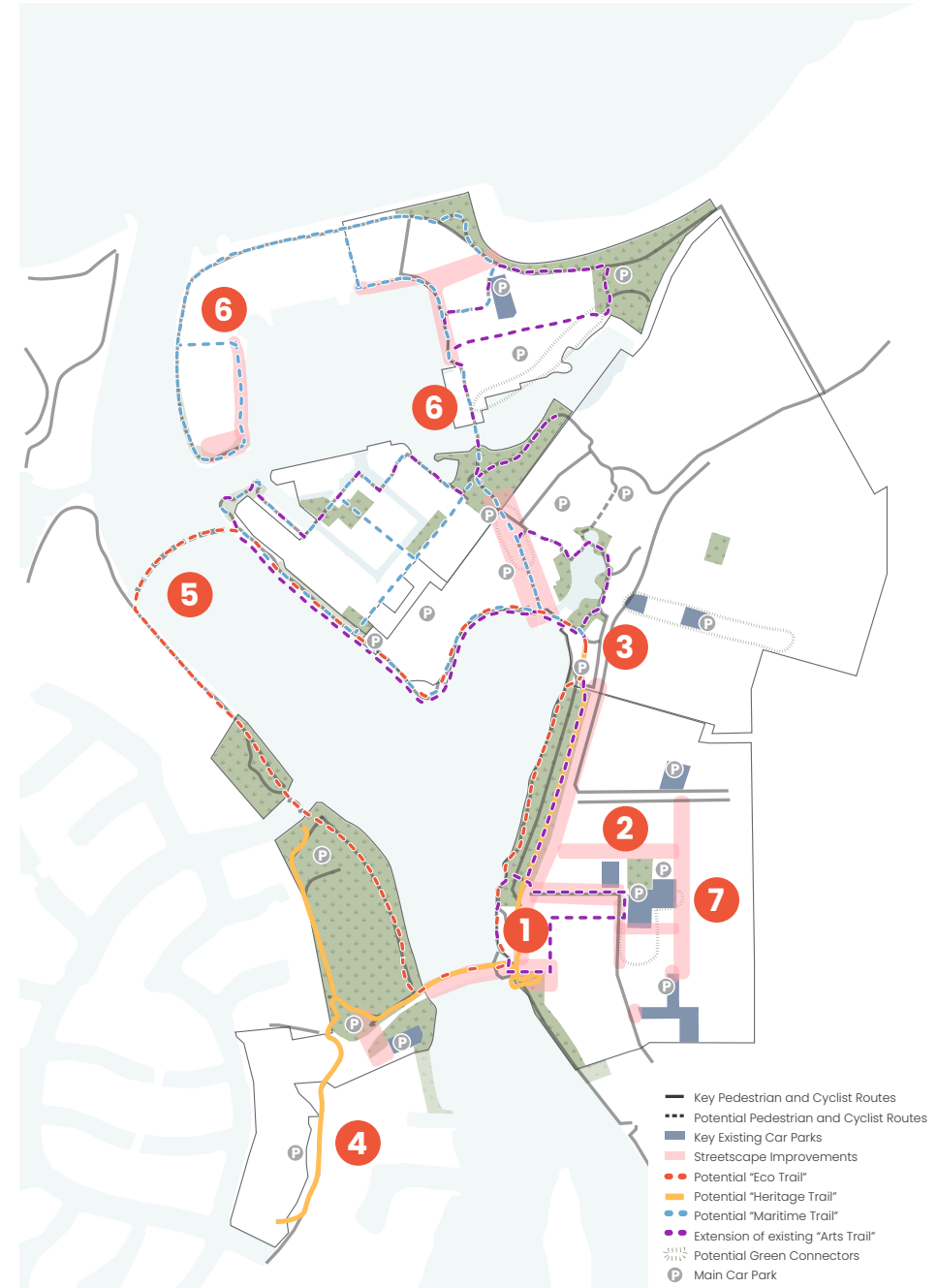
Learn about the wonders of the unique natural environment and become immersed in the healing qualities of nature (rest, respite and fitness), enjoyed by people of all abilities

6 Maritime Trail

Learn about Mandurah's rich maritime history and watch the marina in action

7 Arts Trail

- Expand on and promote existing Arts Trail as a tourist attraction
- Potential for Street Art Routes



Legibility Enhancement Plan

Gateways

As identified via stakeholder engagement, existing key gateways to the City Centre and its various precincts require enhancement to become welcoming and strengthen sense of place. This requires a holistic approach to gateways accounting for character, movement and activity at gateways points and approaches.

1 Western Foreshore Roundabout

- Major public art installation in and feature lighting (Western foreshore parkland corner)
- entrance point with a holiday feel

2 Pinjarra Road/Mandurah Terrace

Intersection redesign as part of Mandurah Terrace Streetscape upgrade (tighten kerb radii, widen paths, speed humps on downhill)

3 Pinjarra Road/Sutton Street

- Pinjarra Road streetscape improvements - Underground power, street trees and greening, public art, zebra crossing and clearway review
- Sutton street - intersection diet to create more space for ground level planting, feature trees, public art and lighting. Promote landmark built form redevelopment on corners

4 Peel Street/Sutton Street

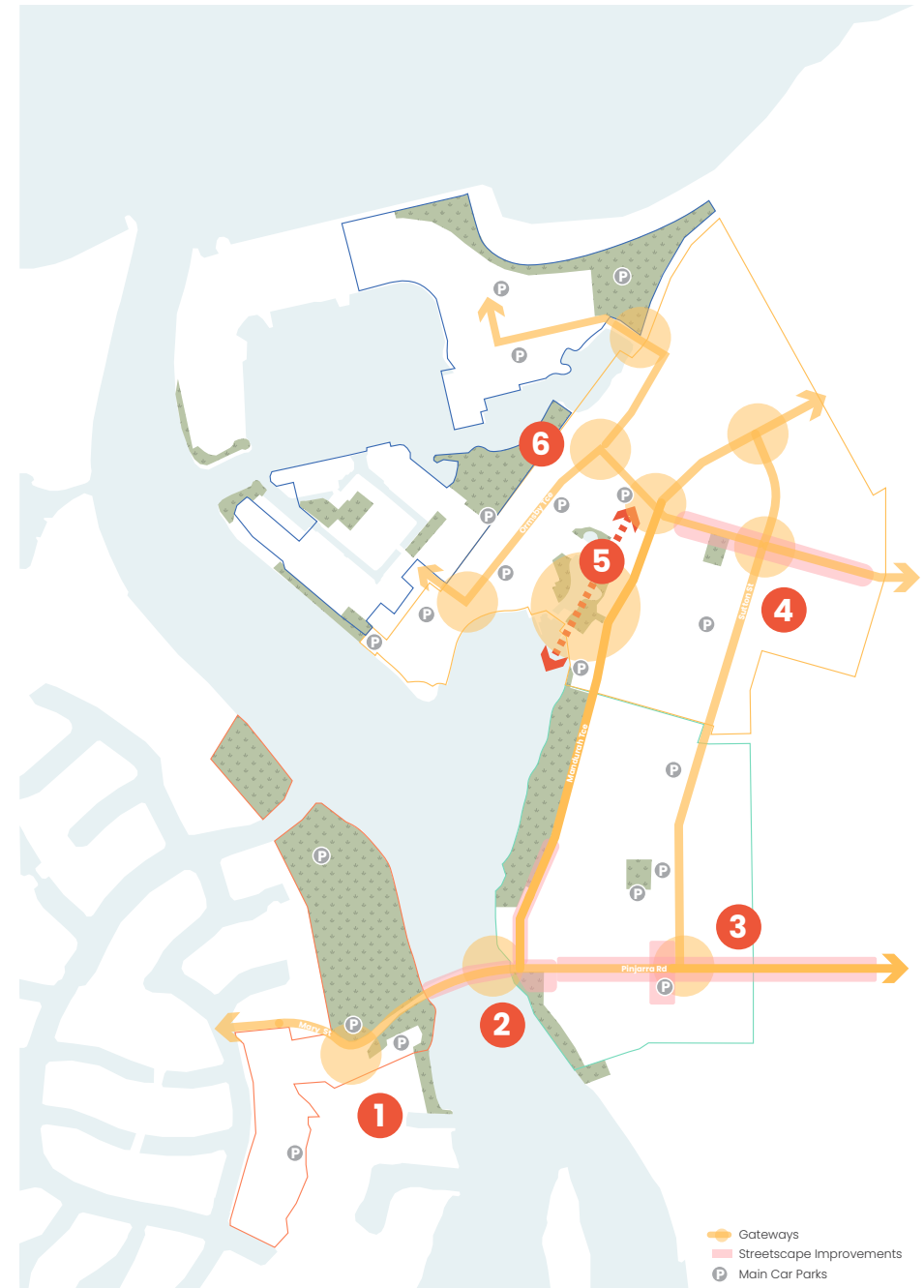
- Promote landmark built form redevelopment on corners
- Investigate opportunities for major public art/feature tree/feature lighting

5 Mandurah Terrace/Peel Street

Open up views to the water as part of any future redevelopment of the City's Council office as a Civic/Cultural and Trail Hub

6 Ormsby Terrace/Marina

- Feature lighting of trees that characterise the intersection
- Marina themed public art



Action Plan

No.	Item	Description
01	Civic and Cultural Hub Master Plan	<p>Master Plan for this strategic Council asset exploring all possible scenarios for the site aimed at strengthening its character and position as the civic heart and entrance of the City Centre. A two pronged approach could include</p> <ul style="list-style-type: none"> -Community engagement to develop and test ideas with key stakeholders, which is particularly important for major 'community' assets -Feasibility analysis and testing exploring innovative funding mechanisms, which may look at other Council assets that have co-location synergies
02	Experiential Trails	<p>Stakeholder engagement, concept design, cost estimates and implementation programme for the Eco / Health and Well Being Trail, Heritage Trail and Maritime Trail linking existing and improved anchors. Detailed design and delivery could occur on a staged basis. Existing Arts Trail Program to be expanded and promoted as a tourist attraction.</p>
03	City Centre Gateways	<p>In addition to intersection and streetscape improvements, undertake holistic concept designs, prepare cost estimates and an implementation programme to deliver appealing City Centre Gateways. Detailed design and delivery could occur on a staged basis.</p>
04	Streetscape Improvement Strategy (and staged design and delivery)	<p>Prepare an overarching Streetscape Improvement Strategy, identifying guiding principles, guidance on overcoming common challenges, unifying elements, potential precinct differentiators, specific project aims and objectives and prioritise. Concept design, detailed design and delivery could occur on a staged basis.</p>
05	Pedestrian and Cyclist Connection Concept Design and Feasibility	<p>Optioneering, feasibility testing and preparation of a preferred concept design for a pedestrian and cyclist connection, linking the Marina Precinct with Halls head and completing an Eco / Health and Well Being Trail Loop connecting all 4 City Centre Precincts</p>

