

DESIGN STANDARDS
for
URBAN INFRASTRUCTURE
25 URBAN PARK AND OPEN SPACE SIGNAGE



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25.1 Introduction

25.1.1 Overview

This design standard guides the planning, specification, graphic design and construction of signs in Canberra's urban parks and open space.

This document is based on the *Signage Policy for Canberra Urban Parks and Places* prepared by Minale Tattersfield Bryce & Partners (July 2001). Minor changes, principally relating to construction materials and fabrication techniques, arose from field testing and technical advice from landscape architects Dorrough Britz and Associates. These changes are reflected in the design standard and standard drawings.

Signs have been designed for each of the three types of park and other open spaces. Signs are of a distinctive appearance for each park type, but provide an overall family identity unique to Parks and Places. Differentiation is achieved by colour, size and format of signs. Consistency of identity is achieved by the use of typeface, graphic layout, overall appearance, harmony of colours, similar construction and logos.

25.2 Related codes of practice and guidelines

25.2.1 Legislation

Land (Planning and Environment) Act 1991(ACT)

The Territory Plan, Planning and Land Management, Department of Urban Services, Canberra, 2000.

National Capital Plan, National Capital Authority, Canberra, February 2002

25.2.2 Industry standards

AS 2342 Development, Testing and Implementation of Information and Safety Symbols and Symbolic Signs, Standards Australia.

AS 2416 Design and Application of Water Safety Signs, Standards Australia.

AS 2899.1 Public Information Symbol Signs. Part 1: General Information Signs, Standards Australia.

AS 2899.2 Public Information Symbol Signs. Part 2: Water Safety Signs, Standards Australia.

AS/NZS 1554 Structural steel welding, Standards Australia.

AS 1627 Metal finishing - preparation and pre treatment, Standards Australia.

AS 1650 Hot dipped galvanized coatings on ferrous articles, Standards Australia.

AS 4089 Priming paint for steel - Single component - General purpose, Standards Australia.

AS 4100 Steel structures, Standards Australia.

AS/NZS 4600 Cold formed steel structures, Standards Australia.

25.2.3 Guidelines

ACT Government Branding Guidelines, Chief Minister's Department Communications Unit

DUS Branding Guidelines, Department of Urban Services Communications Unit

Specifications for use of the Urban Services Logo, Department of Urban Services Communications Unit

25.3 Park and Open Space Types

The family of signs is based on a ‘hierarchy’ of parks and open spaces, each having its own unique variation on the overall signage style.

25.3.1 Town Parks are formal parks typically adjacent to main town centres serving 50,000 to 100,000 people. They are managed to a high standard, usually with trees, street furniture, mown and irrigated grass, paving, sculpture, shrub and flower beds. Town parks are subject to intensive use and may host special events.

25.3.2 District Parks are extensive informal parks ranging in size from 4 to 10 hectares and serving a catchment area of 25,000 to 50,000 people. They include mown grassland, car parking and a diversity of recreation facilities such as picnic areas, barbecues, swimming and wading beaches or pools, adventure playground and skateboarding facilities.

25.3.3 Neighbourhood Parks are small, usually 0.25 to 2 hectares in area, and reflect the character of the land and neighbourhood. These are parks typically used for recreation that include playground facilities and are located in residential areas. Parents with young children are the main users.

25.3.4 Urban Open Space is comprised of Pedestrian Parkland, Native Grassland Sites, Semi-natural Open Space, Lakes and Ponds. Wetlands may occur in these areas. Open space signage is also applicable to playing fields.

25.4 Sign Types

Signs have been designed for the following purposes:

25.4.1 Identification Signs are used to identify entrances to parks and open space.

25.4.2 Information Signs increase visitor appreciation of the site, minimise management problems and maximise safety. These may include:

- **notice signs** indicating a visitor’s current location (eg carpark);
- **information signs** relating to features and facilities, though not as detailed as interpretive signs;
- **interpretive signs** providing the visitor with a deeper understanding of their surroundings by explaining the significance of what they may be feeling, touching, seeing, hearing etc;
- **maps** giving graphic and / or worded indication of a visitor’s current location, landmarks, features, routes and amenities; and
- **regulatory / advisory / safety signs** controlling movement and activity for user comfort and site management, informing users of known dangers, and warning against unsafe behaviour.

25.4.3 Directional Signs are used to guide visitors to specific destinations, attractions, facilities and amenities.

25.5 Sign Designs

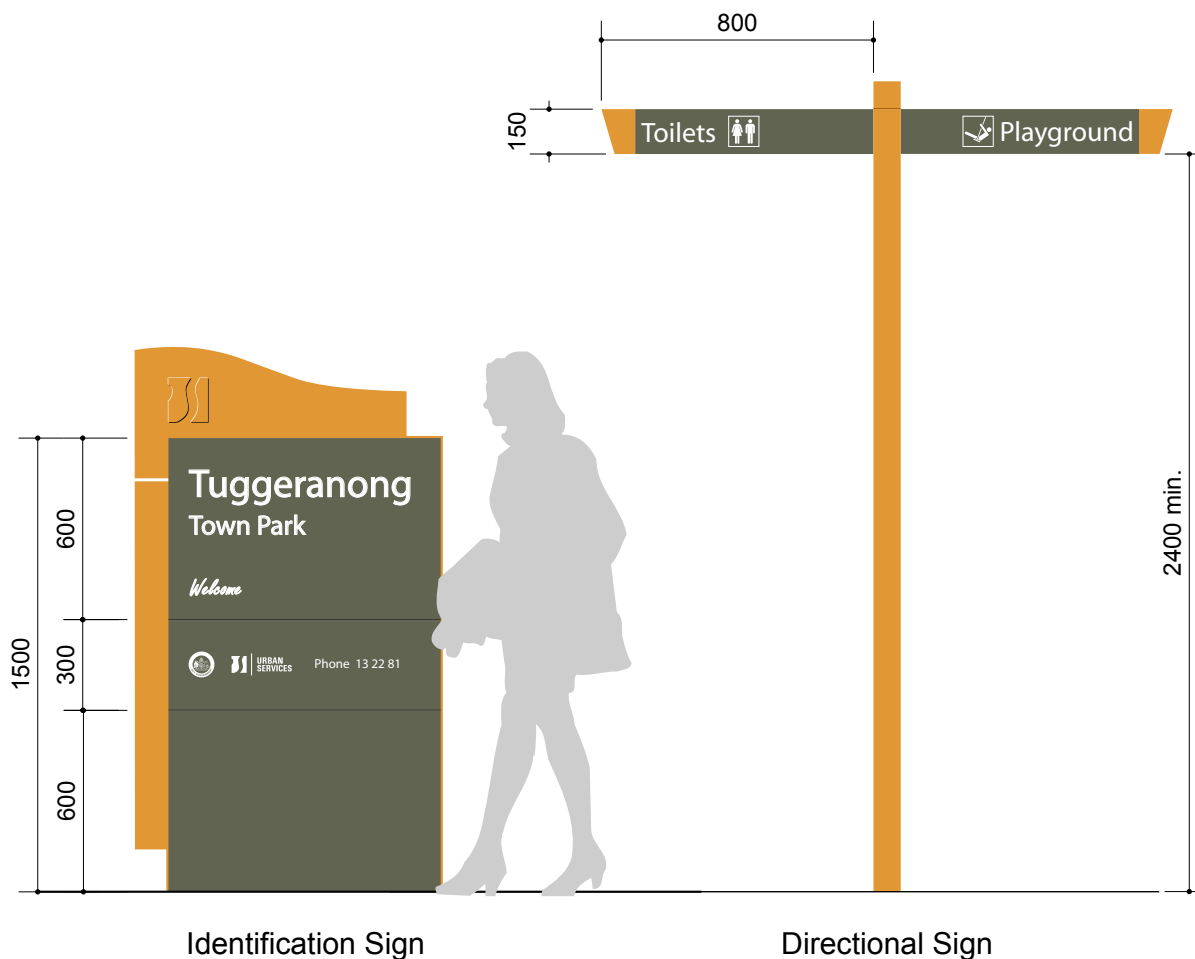
25.5.1 Town Park Signs

Town Parks signs have a formal design reflective of their setting. They are designed to a pedestrian scale, and are intended to be positioned in hard landscaping.

Town Park signs uniquely feature the ‘Butterscotch’ frame and post colour, and share the green sign face and white text common to all parks and open spaces.

Identification signs are used to identify entrances to parks and provide initial regulatory and contact information relevant to the whole park. Entrances are usually for pedestrians, and are generally located facing the street. Identification signs carry the name of the park, Welcome, ACT Government and DUS logos as prescribed by standards current at time of signage installation, and the enquiries telephone number.

Directional Signs are used to provide directions within parks, and are post-mounted in a similar design to street signs in an urban setting. They are located at main decision points or turn-offs from main routes. They are primarily for pedestrians, however in parks which carry vehicular traffic signs may include appropriate directions such as to parking or exits. Directional signs do not include logos, but incorporate pictograms.



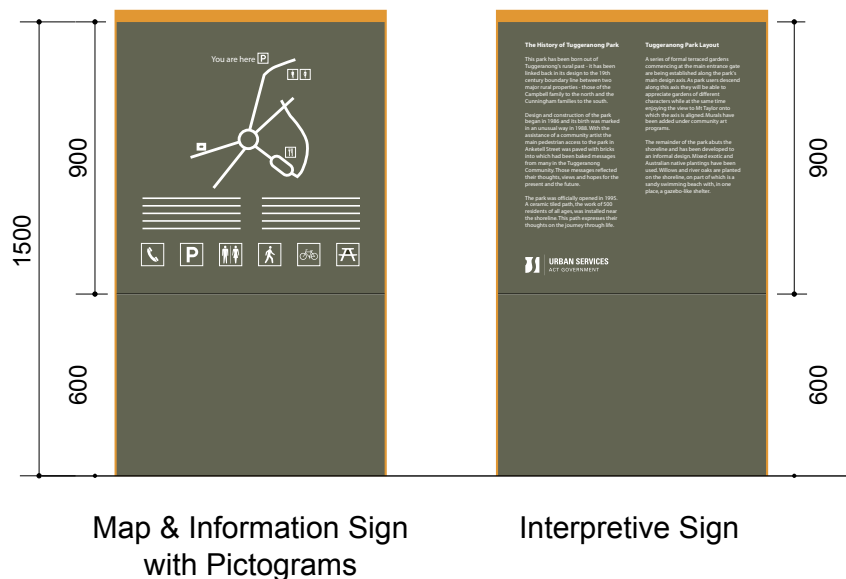
25.5.1 Town Park Signs (continued)

Information signs provide information about parks and may include a map, interpretation, and information about park features and amenities. They may also contain regulatory information.

They are generally located inside the boundaries of parks, near entrances or areas where people meet or congregate at a focal point or facility, for example a playground.

They are of a similar design to identification signs but without a curved top.

Information signs carry the DUS logo at a small size as part of a map or interpretive information. The logos should be placed so as not to distract attention from the information being conveyed.



25.5.2 District Park Signs

District Park Signs are of a less formal design than Town Park signs and are generally installed in soft landscaping or natural settings. District Park signs uniquely feature the red frame and post colour, and share the green sign face and white text common to all parks and open spaces.

Major Identification signs are used to identify primary park entrances, primarily at entrances on roads where visibility to approaching vehicular traffic is important. Identification signs may include some regulatory information if relevant to the whole park, though the Secondary identification sign (where installed) should carry main regulatory messages.

Secondary identification signs are used to supplement the message of the major identification sign, and are typically located inside the park. A map, interpretive information and regulatory information may be included on secondary identification signs.

Minor Identification signs announce minor or pedestrian entrances to parks. These may be located near, or attached to an information sign, and may include regulatory information.

District Park identification signs carry the name of the park, Welcome (on all except secondary identification signs), ACT Government and DUS logos as prescribed by standards current at time of signage installation, and the enquiries telephone number.

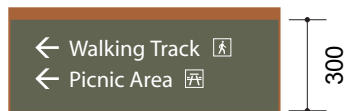


25.5.2 District Park Signs (continued)

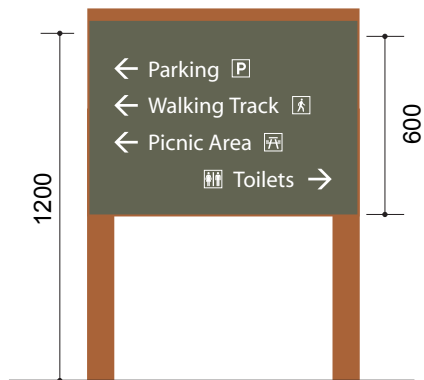
Directional Signs are used to provide directions within parks. They are located at decision points or turn-offs from main routes. They are primarily for use by pedestrians and cyclists. The signs are low to reduce visual intrusion into their natural or bushland setting.

Directional signs share the same construction as information signs.

Directional signs are constructed to allow double-sided graphics. Directional signs do not include logos.



Directional Sign



Directional Sign

25.5.2 District Park Signs (continued)

Information Signs provide information about parks and may include a map, interpretation and information on park features and amenities. This type includes notice signs to assist with the identification of amenities and functions, and regulations. They are located inside parks near entrances or where people meet or congregate such as carparks or major features, look-outs or picnic areas.

Information signs share the same construction as directional signs.

Information may be incorporated into secondary or minor identification signs, however detailed or comprehensive interpretation is not to be incorporated into major identification signs. Where there is too much information to fit on one sign a second sign is used.

Interpretive signs carry the DUS logo at a small size, as prescribed by standards current at time of signage installation. Regulatory and notice signs do not carry logos.



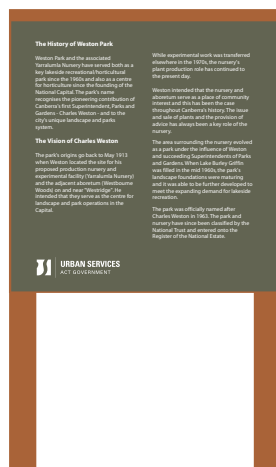
Information & Regulatory Sign



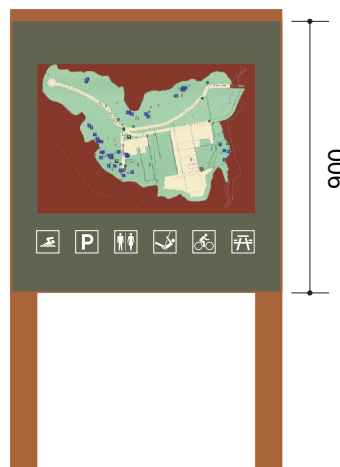
Notice Sign



Regulatory Sign



Interpretive Sign



Information Sign

25.5.3 Neighbourhood Park Signs

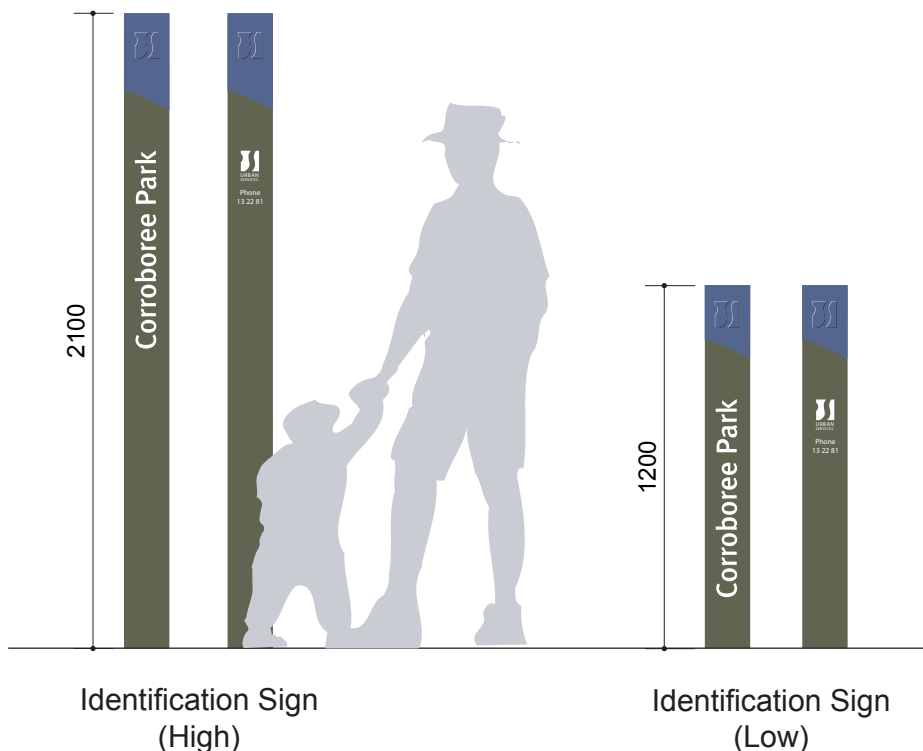
Neighbourhood Park signs are the simplest of the three park sign types. They consist of posts of two different heights (2100 or 1200mm) for park identification, directions and basic information.

Neighbourhood Park identification signs uniquely feature the blue capping colour, and all share the green sign face and white text common to all parks and open spaces.

Identification signs are used to identify parks to those passing by on surrounding roads, or to identify specific pedestrian entrance points where these exist. Information may be presented on a single or several sign faces depending on their location and orientation.

Neighbourhood Park identification signs carry the name of the park on one side, and DUS logo as prescribed by standards current at time of signage installation and the enquiries telephone number on the other.

Some limited interpretive information may be included beneath the logos. Larger amounts of informative text will require a separate Neighbourhood park information sign.



25.5.3 Neighbourhood Park Signs (continued)

Directional Signs in Neighbourhood Parks are to be used where warranted by the size of the park, the extent of its facilities and visibility. Directional signs are located at decision points on routes through the park and where directions to park facilities are not readily visible.

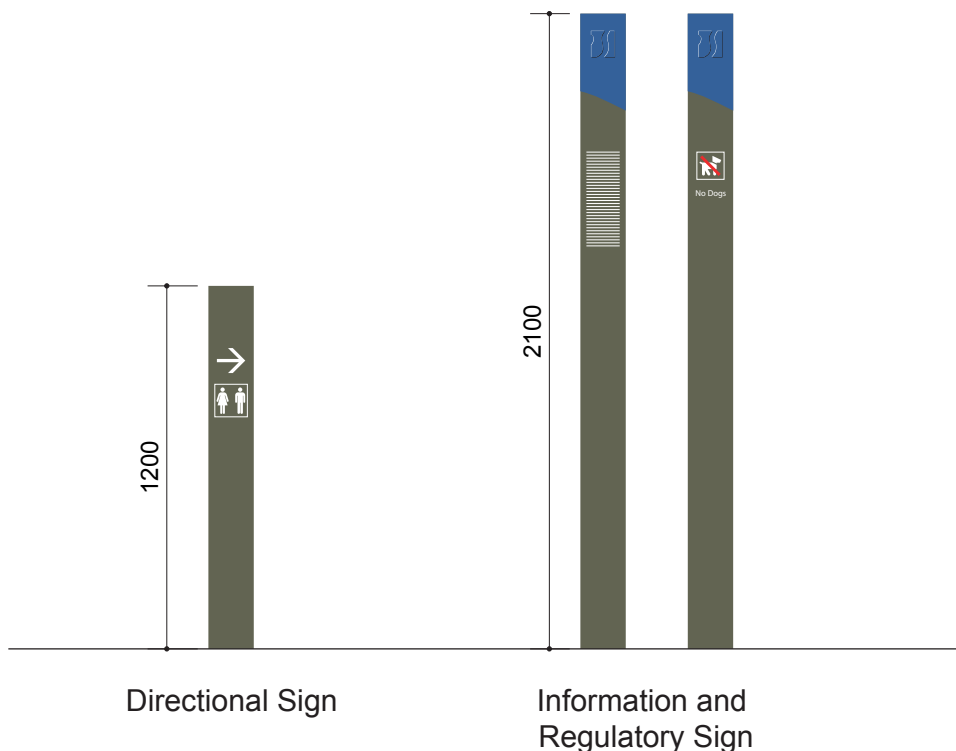
Directional signs are the only neighbourhood sign without blue colouring.

Directional signs are restricted to direction arrows and pictograms. Directional signs do not include logos.

Information Signs carry minimal information relating to the Neighbourhood Park, limited to those parks where interpretive information or information on features or amenities is required. Information signs may also be used for regulatory information or notices.

Where warranted by larger amounts of information, a larger sign equal to Urban Open Space information sign may be used.

Information signs do not include logos.



25.5.4 Urban Open Space Signs

These signs are to be used in areas other than Town, District or Neighbourhood Parks. These areas may include wetlands, sports fields, heritage sites and recreation trails. Such areas are often not formally named and may not require entrance identification, but may require regulatory information and directional signs.

Urban Open Space signs adopt the construction of minor identification, directional, and information signs, but uniquely feature the green frame colour to match the sign face. White text is common to all parks and open spaces.

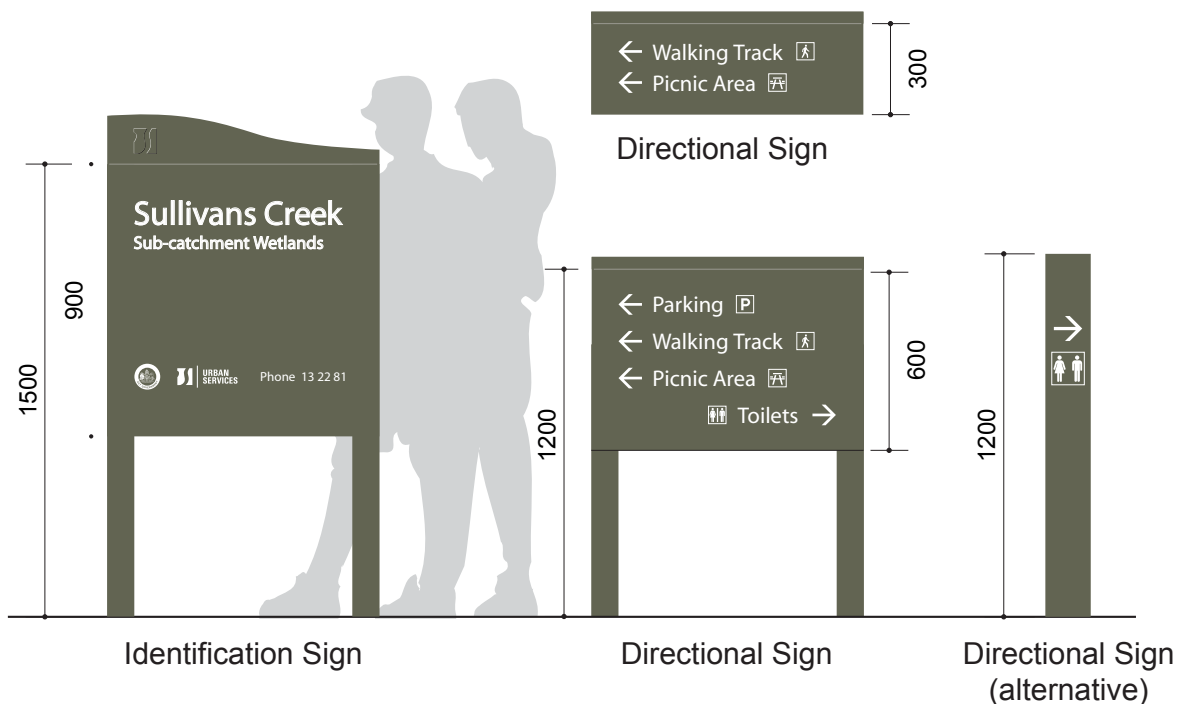
Identification Signs identify and announce arrival at site features, for example wetlands and significant historic features. A map or interpretive information may be included, or displayed on a separate information sign located nearby.

Urban Open Space identification signs carry the name of the feature being identified, maps and information as required, ACT Government and DUS logos as prescribed by standards current at time of signage installation, and the enquiries telephone number.

Directional Signs are located along trails at decision points and at turn-offs from main routes to particular features or amenities. They are primarily for use by pedestrians and are low to reduce visual intrusion. They may include regulatory notices.

In situations where visual impact must be kept to a minimum and a full sign is not warranted, alternative sign construction equal to a Neighbourhood Park directional sign may be adopted.

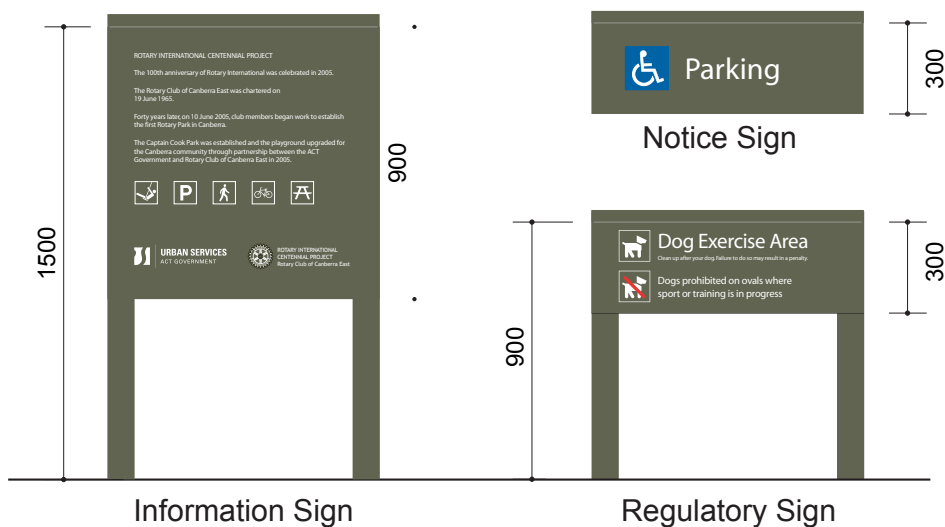
Directional signs do not include logos.



25.5.4 Urban Open Space Signs (continued)

Information Signs provide information about the open space and may include a map, interpretive information and regulations relating to features. They are located near the feature, alongside trails or at rest points and where there is good viewing of the feature. Information signs may be located near identification signs or attached to these. Where there is too much information to fit on one sign a second sign is used.

Information signs carry DUS logos as prescribed by standards current at time of signage installation.



25.6 Sign Graphics

Graphics are to be designed for each sign and situation, considering the following guidelines, examples given in preceding sections and standard drawings.

25.6.1 Typeface

The typeface Meta is used for names and messages on all signs. The standard typeface is Meta Medium in caps and lower case. Meta Book in caps and lower case is used for interpretive body text (headings are to be Meta Medium) and park type name, secondary name or additional text (for example ‘Western Foreshores’). Meta Medium in all caps is used only for warning or emergency signs eg. for fire entrances or water safety signs.

The word ‘Welcome’ on District and Town Park identification signs is to be Freestyle Script.

Lake Ginninderra (Meta Medium)
Western Foreshores (Meta Book)

0123456789
 Meta Medium Caps

0123456789
 Meta Book Caps

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
 Meta Medium






ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
 Meta Book

Welcome
 Freestyle Script

Font heights are to achieve a logical message hierarchy and accommodate specific place names. Paragraphs are left-justified (except District Park major identification sign names).

25.6.2 Colours

A palette of tonally similar, muted colours, reflective of the natural colours of Canberra’s landscape and deciduous trees is used for the signs. All signs share a green face that identifies Parks and Places as the agency responsible for the park, with each park and open space type differentiated by frame colours:

-  All sign faces Y61 Black Olive (based on Pantone 418)
-  Town Park frames X11 Butterscotch (based on Pantone 139)
-  District Park frames R63 Red Oxide (based on Pantone 181)
-  Neighbourhood Park caps B23 Bright Blue (based on Pantone 2758)
-  Urban Open Space frames Y61 Black Olive (based on Pantone 418)

All text and logos white.

25.6.3 Logos

Application of logos shall be decided on a case-by-case basis, considering:

- Guidelines in preceding sections of this document;
- ACT Government and DUS branding guidelines current at time of installation;
- Typical graphic layout on Standard Drawings;
- The hierarchy of sign sizes and messages serving a park or open space; and
- Availability of message space on any given sign.

Signs at entrances to Town and District Parks carry ACT Government and DUS logos. Interpretive signs within parks and open spaces carry the DUS logo. Directional, Notice and Regulatory signs do not carry logos. Logos at time of publication are shown below.



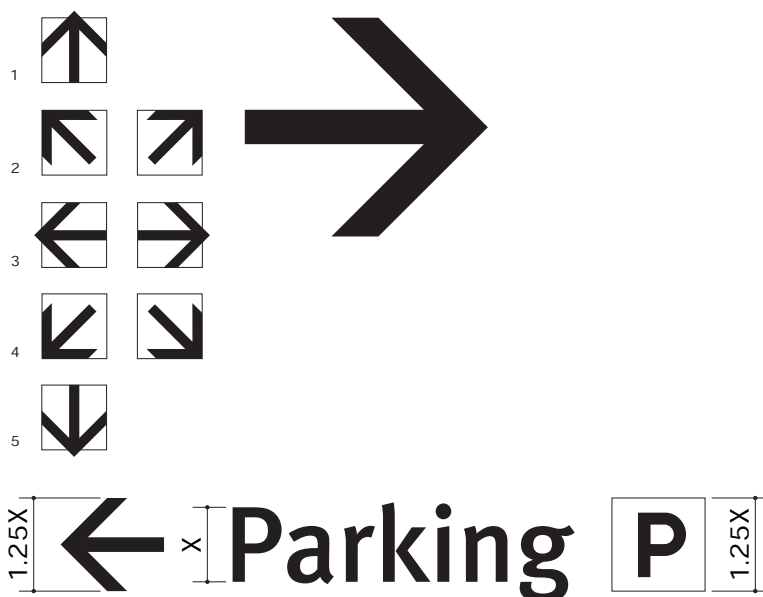
Other logos including external agencies, community groups etc may be included where consistent with sponsorship guidelines and other controls.

25.6.4 Arrows

One arrow design is to be used on all directional signs, at a ratio of 1.25 times the cap height of the adjacent typeface.

Arrows are always aligned on the sign face in the direction they are indicating, ie. on the left for left directions (and for straight ahead or down directions), and on the right for directions to the right.

The sequence of messages should follow a descending order of: straight, up to the left, up to the right, left, right, down to the left, and down to the right and down.



25.6.5 Pictograms

Only pictograms that have been researched and properly tested are to be used. These may include those based on AS2899, US Federal Bureau of Transportation, US National Parks or NSW National Parks and Wildlife Service. Some examples are shown.

Additional pictograms may be required to convey regulatory guidelines not adequately covered by the existing range. All new designs should be properly tested for legibility.

Pictograms are placed in a square box with the background colour the same as the sign face colour with the symbol in the lettering colour except for the accessible pictogram which must be white on a blue background, prohibited activities which have a red diagonal slash and the emergency phone which is white on a red background.

When used with text the size of the pictogram square is generally to be 1.25 times the cap height of the dominant message typeface.



25.7 Planning and Locating Signs

25.7.1 Planning, Content and Message

Planning of signs should be done from a whole of park viewpoint. Planning should start with consideration of the type of park to be signed, number and type of visitors, how they arrive (by vehicle or walking), where they arrive, visibility of entrances from a distance, vehicular and pedestrian circulation within parks, main destinations, location of key areas, parking, facilities, boat ramps etc, and key decision points.

Walking the park is a good starting point for planning; asking “do I know where I am now, where do I want to go to and what do I need in the way of information or directions.” Plotting likely locations on a plan and then reviewing these for location, frequency logic of sequence and their messages will help confirm the planning.

Signs will be effective when:

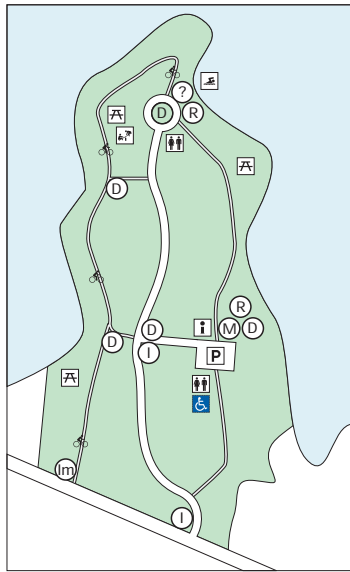
- numbers are kept to a minimum;
- they are of immediate interest;
- each sign is placed where there is a clear view of them from a distance;
- the reader’s attention is taken by only one sign at a time;
- each sign is part of a series with which readers will identify;
- the visitor is most receptive to their message; and
- directions out of the park are also available.

Signs should generally be placed before, and on the left hand side of, decision points, paths and features. Regulatory notices must be located, oriented and designed to clearly delineate the area to which a regulation applies. Text may be required in addition to pictograms to clarify (eg. “No Dogs in swimming area or within 10 metres”).

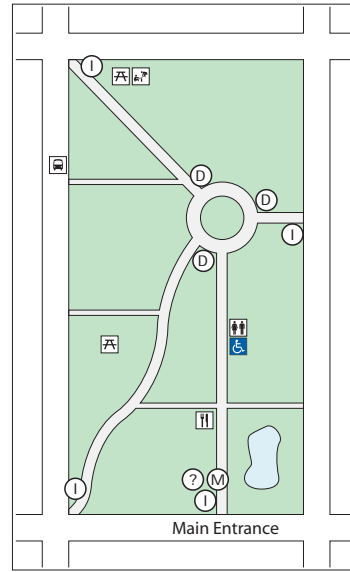
Appropriate signs for identification, information or direction, and the amount of information to be provided may then be decided. This will enable a plan of sign locations and a schedule of sign types and messages for a complete park sign system to be drawn up. Each sign should be designed to:

- convey simple, logical message(s);
- present content which has the intended reader in mind;
- be read easily by all visitors (including those in wheelchairs);
- be legible after daylight hours where appropriate (ie consider ambient and site lighting conditions); and
- conform to relevant standards.

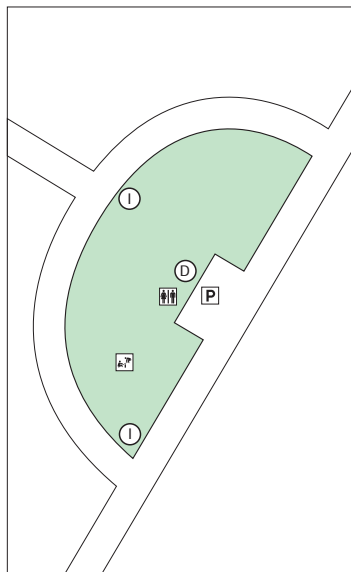
Example park signage strategies



District Park Example



Town Park Example



Neighbourhood Park Example

Key

- ① Identification Sign
- ② Interpretive Sign
- ⓓ Directional Sign
- Ⓜ Map/Information Sign
- Ⓜ Minor Identification Sign

25.7.2 Design & Siting Approval

Generally, Territory Signs in Urban Open Space require either development approval from the ACT Planning and Land Authority, or Works Approval from National Capital Authority (where on designated land).

The signs in this Signage Policy are consistent with Appendix C3 of the Territory Plan entitled Signs Policy, and meet the policy objectives and controls on type and size. The signs are Territory Signs (types = pylon, ground and free standing) in Urban Open Space.

25.8 Standard Drawings

DS25-01	Town Park Identification and Information Sign
DS25-02	Town Park Direction Sign
DS25-03	District Park Major & Secondary Identification Sign
DS25-04	District Park & Urban Open Space Minor Identification Sign
DS25-05	District Park & Urban Open Space Information & Direction Sign
DS25-06	Neighbourhood Park Identification & Information Sign