



# WAYFINDING AND INTERPRETIVE FRAMEWORK

AUGUST 2022





The Department of State Development, Infrastructure, Local Government and Planning

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# ACKNOWLEDGING COUNTRY

The Queensland Government acknowledges the Kombumerri and the broader group of Yugambeh speaking people as the traditional custodians of The Spit, The Broadwater and the surrounding Gold Coast area, part of the Bundjalung nation.

We acknowledge First Nation Elders past, present and emerging and recognise their unique and ongoing spiritual and cultural connection with the land and waters of the Gold Coast area.

We also acknowledge Aboriginal and Torres Strait Islander residents of the Gold Coast and all First Nations people.

The Spit Wayfinding and Interpretive Framework has been developed in consultation with local traditional owners, particularly the Danggan Balun (Five Rivers) People, as part of ongoing consultation put into place at the outset of The Spit Master Plan.

Through this process we have taken the time to understand and learn about the significance of Aboriginal cultural heritage at The Spit. The intention is to continue these conversations with the traditional owners in order to facilitate ongoing discussions with the knowledge holders so that these stories can be shared.





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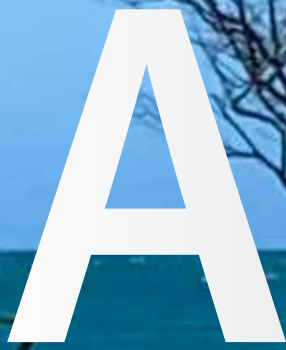






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# CONTEXT

The Spit, at the northern tip of the Gold Coast's famous stretch of Main Beach is a 201-hectare peninsula of land shaped by the surrounding waters of the Broadwater, the Gold Coast Seaway and the Pacific Ocean.

Historical developments on The Spit have seen rise to a mix of uses including retail, tourism, marine industry, hospitality and resort accommodations alongside the land preserved as public open spaces.

To guide future development, in 2017, the Queensland Government announced the intention to develop a community led master plan for this special place. A comprehensive 18-month planning process was undertaken in conjunction with key stakeholders the Gold Coast Waterways Authority (GCWA) and the City of Gold Coast Council (CoGC), heavily informed by an enquiry by design process utilising community consultation.

Released in May 2019, The Spit Master Plan (the master plan) ascribes a long-term vision for the development of The Spit focused on:

- Improving the area as a community asset for future generations to value; and
- As a destination that exemplifies a harmonious balance between tourism, recreation, leisure experiences and the environment.

The master plan's vision statement embeds principles regarding how the community and visitors will navigate, experience, and learn from the rich and varied environments and history.

These principles are expanded through the precinct outcomes and big picture strategy actions concerning wayfinding and interpretation.

The Spit Wayfinding and Interpretive Framework (the framework) has been developed to provide the finer grain planning required to deliver these outcomes and actions. Set out in three distinct parts, the framework provides guidance for users responsible for the delivery and integration of the new suites of wayfinding signage and interpretive signage and devices.



## Objectives

Seven key wayfinding and interpretive objectives underpin the framework. Along with corresponding principles, these guide the development, application and interactions with the wayfinding and interpretive signage and devices that will be developed from the framework. These include:

- **Unifying:** Consistent expression of the Spit Identity and communications to connect the destinations within the precincts and encourages further exploration
- **Inclusive:** A human centred design approach that addresses the needs of locals and visitors with differing abilities and backgrounds
- **Authentic:** Respond to the master plan values and big picture strategies that work to honour and celebrate the natural areas and mindful development at The Spit
- **Sustainable:** Uses processes and methods that are environmentally sustainable
- **Resilient:** Designed to withstand subtropical coastal environments
- **Cost Effective:** Signage manufacture uses well known methodologies that are cost effective to build and update
- **Commercial:** Contributes to greater activity at The Spit that increases commercial interactions and viability for local businesses

The framework consists of three key parts:

### A CONTEXT

- Considers user groups at The Spit, their individual and common shared activities;
- Summarises key wayfinding and interpretive needs across the user groups;
- Interrogates existing and proposed circulation pathways;
- Establishes a destination hierarchy to manage messaging and provide concise information in a timely manner; and
- Provides a typical user journey for The Spit.

### B TOOLKITS

- Sets out common design elements across the new suites of signage and interpretive devices;
- Establishes concept designs and key design criteria for the suites;
- Outlines a collection of high level themes of interpretive stories tied to key locations; and
- Identifies indicative locations for wayfinding and interpretive signage and devices.

### C CASE STUDIES

- Tests application of the framework through two case studies; one located in a natural and one in urban area of The Spit; and
- Case studies outline how the framework would be utilised by project teams in designing for wayfinding and interpretive projects for The Spit.



## Development

In addition to the master plan, the framework draws from the following key publications:

- The Spit Public Realm Guidelines (the public realm guidelines), which provides a baseline materials palette for public spaces throughout The Spit; and
- The Spit Identity Strategy (the identity strategy), which creates strong visual identity and place making, reflective of the precincts identified within the master plan.

Guidance has been sought from these publications in developing the framework, along with the below existing signage suites across The Spit that support wayfinding, identification, and safety regulations:

- City of Gold Coast Wayfinding Strategy (2016);
- City of Gold Coast Signage Master plan (2017);
- City of Gold Coast Parks Signage Guidelines (2018);
- City of Gold Coast Parks Signage Guidelines (includes Natural Areas Management Unit);
- Gold Coast Oceanway Trail Markers and Pedestrian directional signs;
- Gold Coast Waterways Authority Signage Precedents; and
- Manual of uniform control traffic devices (MUTCD).

As wayfinding signage contributes to safety in public areas, this framework also supports a community strategy for Crime Prevention Through Environmental Design (CPTED) of which one key principle is ‘legibility of a space’.

### Legislative documents

*Planning Act 2016*

**South East Queensland Regional Plan 2017**

**Gold Coast City Plan**



### Strategic document



### Guiding documents



### Supporting documents

- Q Design
- Gold Coast City Plan Guidelines
- Gold Coast Land Development Guidelines
- Gold Coast Streetscape Design Guidelines

- City of Gold Coast Wayfinding Strategy (2016)
- City of Gold Coast Signage Masterplan (2017)
- City of Gold Coast Parks Signage Guidelines (2018)
- Gold Coast Waterways Authority Signage Precedents
- MUTCD

## Community Consultation

Commitment to an extensive consultation process underpinned development of the master plan. Through the master plan's implementation phase ongoing consultation across several groups and organisations is being undertaken in delivering the vision for The Spit.

Development of the framework has been informed by this continued consultation, which has included community groups, local businesses and various other invested parties. This has played an important role in adding to the framework's collection of story themes for interpretive signage and devices outlined in Part B.

Similarly, continued consultation and engagement with the Danggan Balun (Five Rivers) People and other members of the Gold Coast Aboriginal and Torres Strait Islander community in bringing forward what stories are culturally important and appropriate to be told for and on The Spit.

It is intended that the story submissions and materials provided as part of these consultation processes will be used as reference materials in developing the written content for interpretive signage as projects rollout.

## Using The Framework

The framework supports the delivery of consistent wayfinding and interpretive signage and devices throughout The Spit. As master plan projects are completed across the precincts, the framework will be used to guide delivery of these systems by providing context and rationale for key design criteria and elements that make up the toolkits. This maintains a cohesive approach regardless of any adjustments to the master plan that may occur during project rollout.

The framework is to be used by all institutions, parties and individuals involved in all stages of project delivery for wayfinding signage and interpretive devices on The Spit. Additional detailed material may be provided to further assist in the delivery of the wayfinding and interpretive vision for The Spit.

## Limitations

This publication guides the design of wayfinding signage and interpretive devices within The Spit's public spaces. As these are designed to a concept level only the following limitations apply:

- Confirmation of wayfinding messaging remains subject to project roll-out;
- Interpretive content and themes have been established through stakeholder engagement. Development of final written content will include a verification process, involving a variety of historians and knowledge holders to be coordinated as part of individual project roll-out;
- Signage interface for infrastructure upgrades (i.e. standard MUTCD signage) is not included;
- Temporary signage is not included to facilitate staged works;
- As the framework is limited to wayfinding and interpretive signs only. Interface with regulatory information should be addressed by relevant authorities;
- Development of the signage suites in Part B through to construction should be undertaken in conjunction with a project team that may include wayfinding designers, architects, landscape architects, sign manufacturers, project managers and urban designers; and
- While procurement of signage is not addressed, it is critical that this is undertaken through a process that includes consideration of existing signage. The aim is to avoid excessive signage (visual clutter) particularly in marine environments.



## The Spit Master Plan

In addition to key precinct wayfinding and interpretive signage outcomes, the framework responds to the master plan's big picture strategies addressing the varying needs across the two disciplines as detailed below.

Master Plan Big Picture Strategy	Wayfinding Response	Interpretation Response
<b>Growing a green peninsula</b> <ul style="list-style-type: none"> <li>connecting with nature and water</li> <li>strengthening biodiversity values and resilience</li> <li>expanding knowledge and experience</li> </ul>	Respects nature and waterways, encouraging movement on improved and accessible pathways.	Contributes to the knowledge and experience of visitors on the importance of biodiversity values by expanding on the conservation and education opportunities at The Spit.
<b>Linking Experiences</b> <ul style="list-style-type: none"> <li>making new connections</li> <li>revitalising existing links</li> <li>supporting safe cycling</li> </ul>	Create a signage network that responds key circulation connections throughout The Spit. With varying types of user pathways available, a consistent system is required to address all types of travel and access requirements.	A consistent suite of interpretive signage and devices that responds to the context, supporting movement and connectivity throughout the public realm.
<b>Promoting Tourism &amp; Recreation</b> <ul style="list-style-type: none"> <li>creating a vibrant village centre</li> <li>investing in quality public spaces and infrastructure</li> <li>unlocking opportunities for economic development</li> </ul>	Provide clear wayfinding that supports the leisure and recreational offerings at The Spit. Digital interface to enhance user experience through a mobile app.	Interpretive responses throughout the precincts creates and supports networks of discovery, play, contemplation and engagement.
<b>Connecting to the City</b> <ul style="list-style-type: none"> <li>delivering capacity and managing congestion</li> <li>creating new connections and entries</li> <li>managing demand and travel behaviour</li> </ul>	Respond to the implementation of new connections and entries, visitor capacities and travel behaviours as The Spit is made more accessible to the City of Gold Coast and beyond.	A network of stories that considers the changing user. Locations for signage and other devices responds to the destination hierarchy for The Spit.
<b>Making Places and Cultural Connections</b> <ul style="list-style-type: none"> <li>making people places</li> <li>celebrating cultural heritage</li> <li>promoting quality built form outcomes</li> </ul>	Preserve Traditional Owner language by incorporating place naming where appropriate to bring awareness to indigenous cultures of The Spit.	Honour the rich network of shared cultural experience and moments in history that have contributed to shaping the communities and places on The Spit.
<b>Opening the Gateway to the Gold Coast</b> <ul style="list-style-type: none"> <li>welcoming larger vessels</li> <li>promoting coastal management, marine animal rescue and management</li> </ul>	Provision for wayfinding to support an increase in marine and coastal promotion and amenity.	Embeds stories along coastal locations to highlight opportunities to engage with the varying marine environments at The Spit.

## Supporting Documents

The framework along with the public realm guidelines and the identity strategy are supporting publications to the master plan. In developing the framework's site wide approach for wayfinding and interpretation, relevant design elements from the two publications have been utilised. This contributes to providing consistent, clear and responsive design solutions across the public realm.

### The Spit Public Realm Guidelines

The public realm guidelines outline four distinct design typologies at The Spit: Natural Still, Natural Surf, Urban Still and Urban Surf. These typologies define material selections associated within each design typology and provide guidance for materials and finishes across built form, furniture and lighting, pedestrian and cyclist Infrastructure, soft landscaping and vehicular infrastructure of which signage is included.

Community consultation during the early phases of this framework expressed a strong desire for simplified signage that responds to its context with a 'light touch' especially within the more natural northern part of The Spit.

To achieve this, the framework outlines a distilled approach to form and focuses on key materials for signage including aluminium, timber and concrete. Already used across the site in the master plan, these materials are robust, adaptable and fit for use. They strive to enhance the built forms and natural assets at The Spit, with minimal intervention.

### The Spit Identity Strategy

Through the identity strategy a suite of graphic elements were designed to create both an overarching visual identity for The Spit and a series of interconnected identities for the master plan's precincts. Development of the identities was underpinned by three design typologies: Places, Networks and Storylines.

For the framework, the Places typology which celebrates significant ecologies for The Spit from western and Indigenous perspectives has been incorporated into place naming for the new wayfinding and interpretive signage.

In developing the framework's collection of stories, the identity strategy's storylines in addition to two developed during consultation on the framework, have been used to group storylines and themes.

From the identity strategy's suite of graphic elements, the key word-based logo form (The Spit logo) along with the use of The Spit primary and place-based colour palette have been incorporated into the design of the new signage suites. The incorporation of designs for hero fauna are proposed where relevant as part of the design of signage and interpretive devices.



## Common User Groups

Designing effective wayfinding and interpretation systems that respond to the needs and interests of users at The Spit, starts by considering common user groups and their needs like those below. While there are shared needs across the groups such as directions to local amenities, addressing the specific needs of each group has been considered in developing the circulation plans and Part B's toolkits.



### **Pedestrians**

- Promote and identify facilities and walkable points of interest.
- Provide mapping for orientation and to assist users of varying abilities plan their journeys and understand their surroundings.
- Provide directions and distance to points of interest.



### **Seniors**

- Identify stopping points such as gathering nodes, shade, etc.
- Provide information regarding pathway accessibility.
- Promote distance measurements to plan and understand journey to destination.
- Safety conscious.



### **Families**

- Includes intergenerational members and caregivers.
- Identify places of interest such as play areas, coffee shop, etc. Provide rules and regulations relating to play areas.



### **People living with a Disability**

- Promote and direct to accessible routes and amenities. Identify accessible drop off points/ parking locations.
- Promote distance measurements to plan and understand journey to destinations.



### **Cyclists**

- Provide information for cycle use. Provide directions and distance to points of interest and surrounding cycle connections.
- Promote pathway rules such as shared path, speed limits etc.



### **Recreational Users**

- Provide information about facilities.
- Provide rules and regulations relating to recreational areas.



### **First Time Visitors**

- Limited knowledge of waterfront and surrounding area. First time visitors will be unfamiliar to their surroundings and will be safety conscious.
- Provide mapping and use of pictograms.
- Identify connection to local assets.

## The Spit Primary User Groups and Activities

From the common user groups, seven primary user groups for The Spit have been developed. These provide a high level overview of the nature and way people use and interact with the varied environments and offerings of The Spit. Primary user specific activities are listed below:

<b>Local Residents and Local Community</b>	<ul style="list-style-type: none"> <li>• Community engagement</li> <li>• Access to all man made and natural offerings at The Spit</li> <li>• Access to Qld Government Maritime regional office</li> </ul>
<b>State and Local Government</b>	<ul style="list-style-type: none"> <li>• Governance</li> <li>• Engaging with community networks</li> <li>• Provision of services</li> <li>• Maintenance</li> </ul>
<b>Visitors</b>	<ul style="list-style-type: none"> <li>• Resorts</li> <li>• Theme parks</li> <li>• Access to all natural and man-made offerings at The Spit</li> </ul>
<b>Education Groups</b>	<ul style="list-style-type: none"> <li>• Indigenous stories</li> <li>• Nature experiences</li> <li>• Exploration and research</li> <li>• Coastal resilience activities</li> <li>• Sand Bypass pumping facility and jetty</li> </ul>
<b>Volunteers and Community Groups</b>	<ul style="list-style-type: none"> <li>• Nature protection/rehabilitation</li> <li>• Beach patrol for safety</li> <li>• Waterways rescue</li> <li>• Raising community awareness</li> </ul>
<b>Business Owners and Tourist Operators</b>	<ul style="list-style-type: none"> <li>• Provision of location/address</li> <li>• Logistics/deliveries</li> </ul>
<b>Specialist Sporting</b>	<ul style="list-style-type: none"> <li>• A range of water sport activities</li> <li>• Regular park activities/groups</li> </ul>



## Activities and Circulation

The varied environments of The Spit, allow its users to partake in a broad range of activities, its what makes it a special place. Understanding this range of activities, locations and ways to access has been critical to understanding the circulation networks on The Spit.

The circulation networks include cycling, pedestrian, public transport and vehicular, and a mixture of all.

The linear nature of The Spit's land form prioritises a major south to north circulation spine with major gateways located in the south for all land-based approaches and in the north for all water-based approaches. Wave Break and Curlew Islands are the exception.

The future of The Spit as an iconic destination means that the circulation networks should not just be functionally efficient but enjoyable, attractive and a positive part of users experience.



## Cyclist and Pedestrian

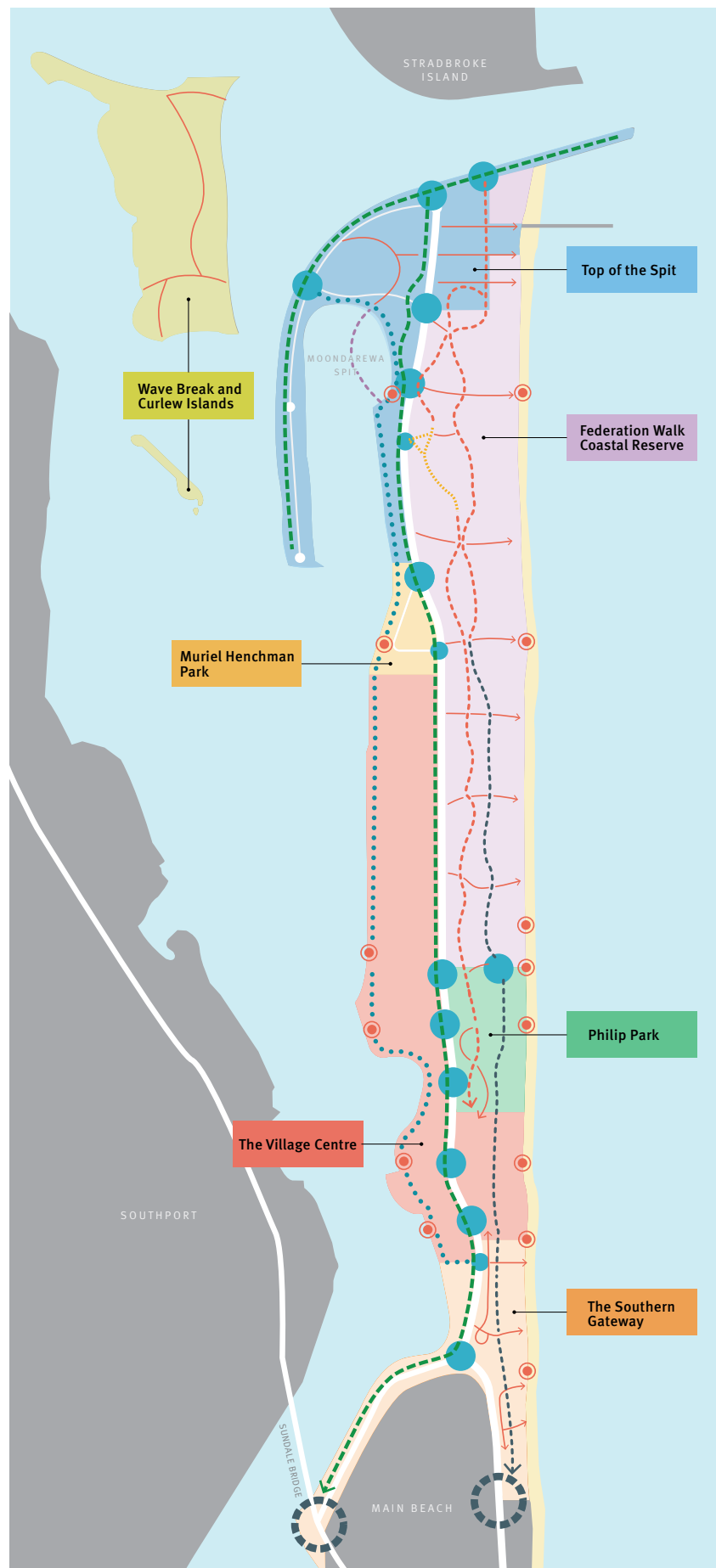
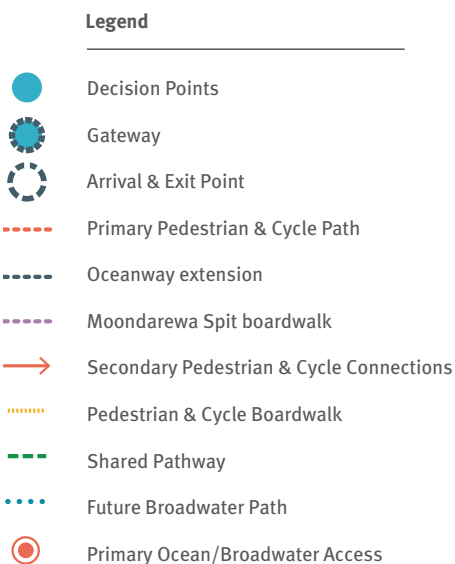
The Spit is home to an existing network of pathways providing access to it's users for walking, running and cycling.

In addition to revitalising these, the master plan focuses on new east west connections and developing a continuous Broadwater pathway.

The circulation plan opposite shows these key pedestrian and cyclist circulation paths and key decision points as proposed in the master plan.

This plan will contribute to prioritising implementation of pathways and information planning for wayfinding.

It also provides a basis in considering where appropriate key locations for interpretive signage across The Spit may be.





## Vehicular Transport

Vehicular access and circulation on The Spit is driven by a major circulation spine.

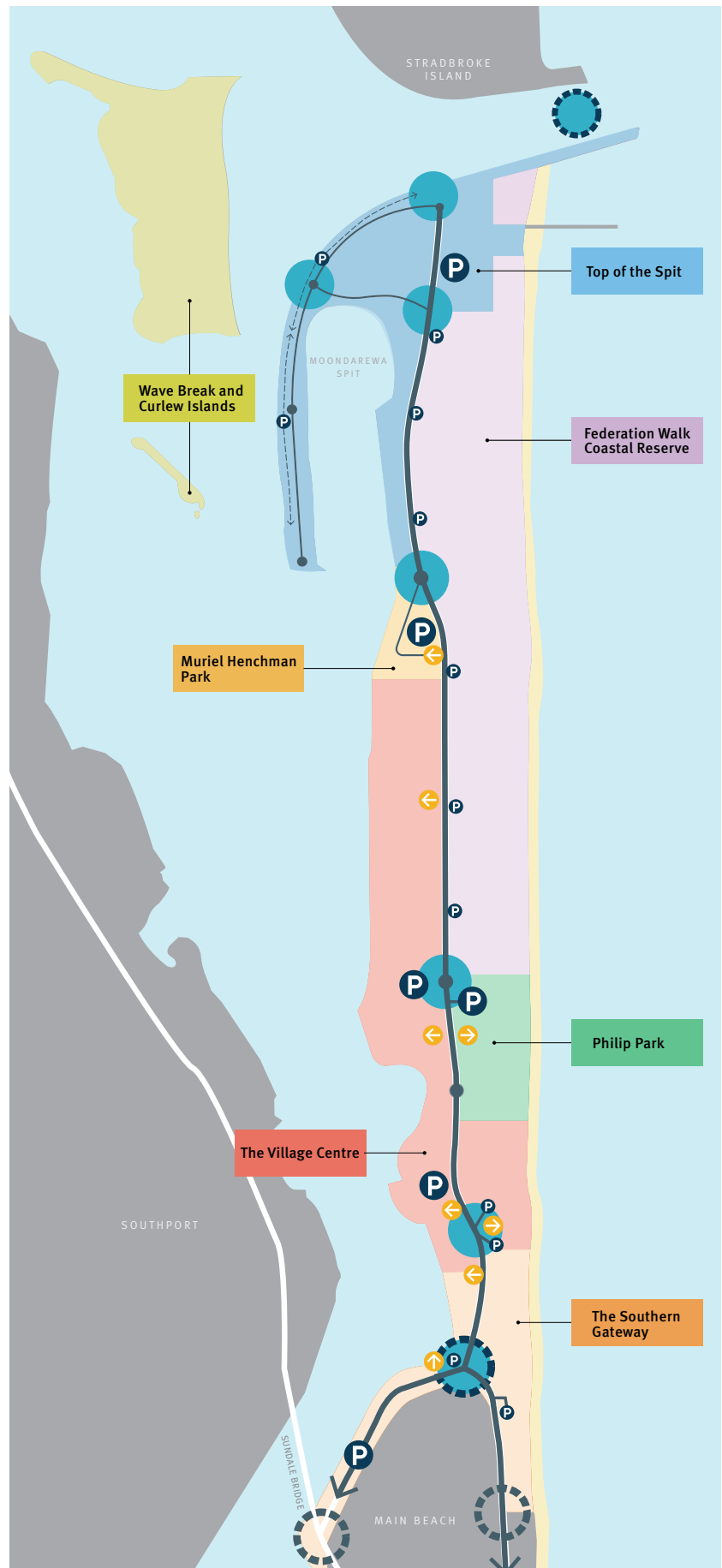
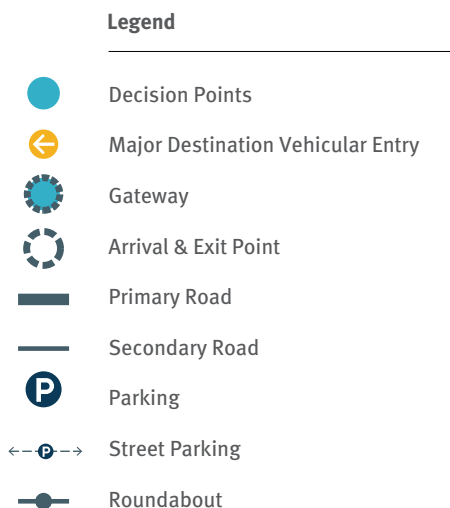
The circulation plan opposite shows existing and proposed gateway points from the master plan. Existing and proposed parking based on the master plan are well distributed along this pathway.

For wayfinding signage, the linear nature of the primary circulation spine achieves clear access to major destinations.

Directional signage provided at nominated decision points can support wayfinding and precinct identification.

Signage at entry and exit locations to major destinations will support identification where required. Where other sign systems for major destinations already provide this (e.g. Seaworld), wayfinding needs will require assessment as part of the master plan project delivery.

A whole of Spit car park strategy will further provide user awareness of parking opportunities throughout the site.



## Public Transport

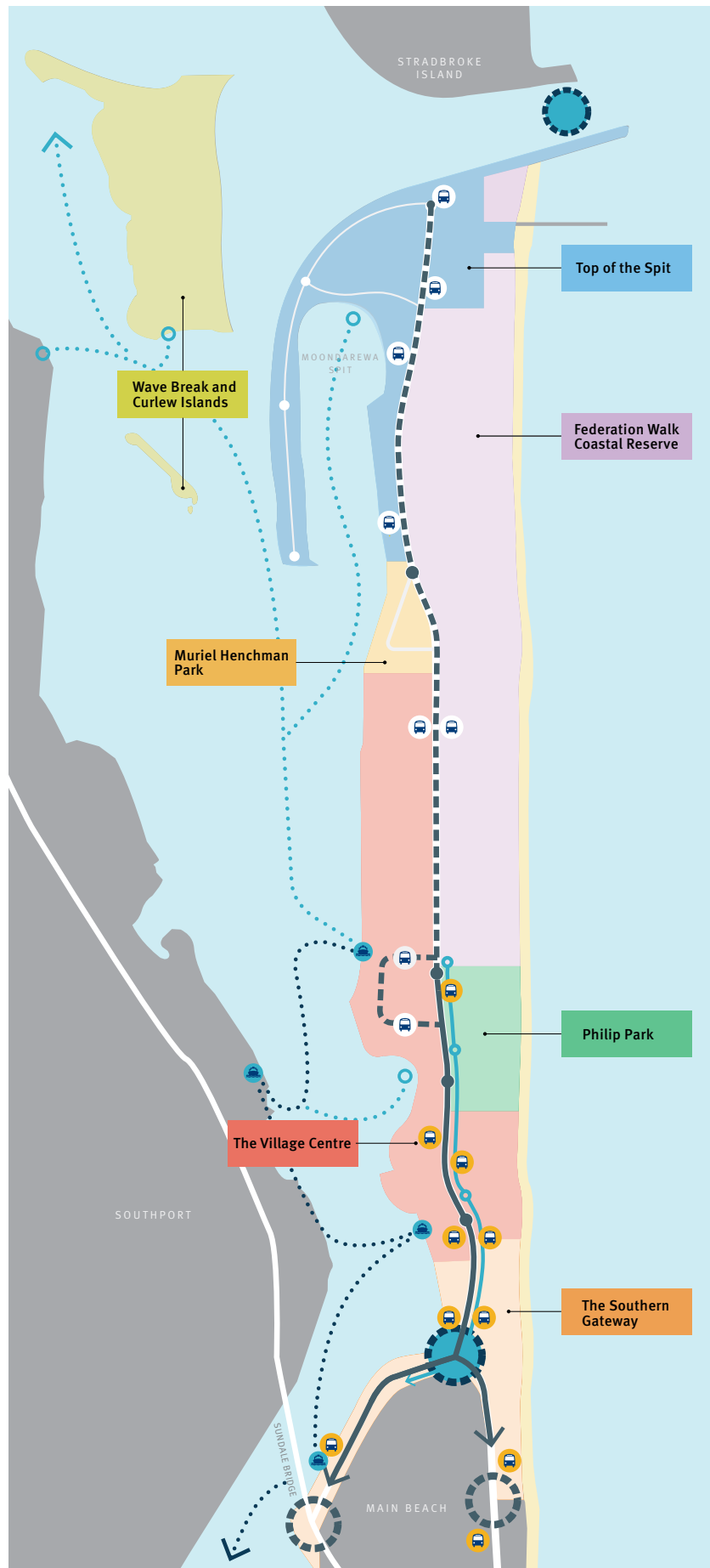
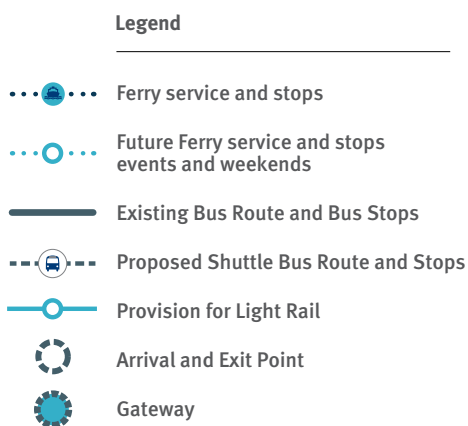
Current public transport services to The Spit includes bus and ferry.

Future network plans proposed by the master plan includes extension of bus services all the way to the top of The Spit, provision for light rail and ferry services to Wave Break Island.

The circulation plan opposite shows existing and proposed expanded public transport networks from the master plan.

Improvements and extension to these will support access and visitation to all precincts and areas of The Spit.

While standard signage systems exist to support public transport infrastructure, wayfinding signage supports these networks by providing awareness and understanding of connections to various modes of public transportation across a number of directional and information signs.

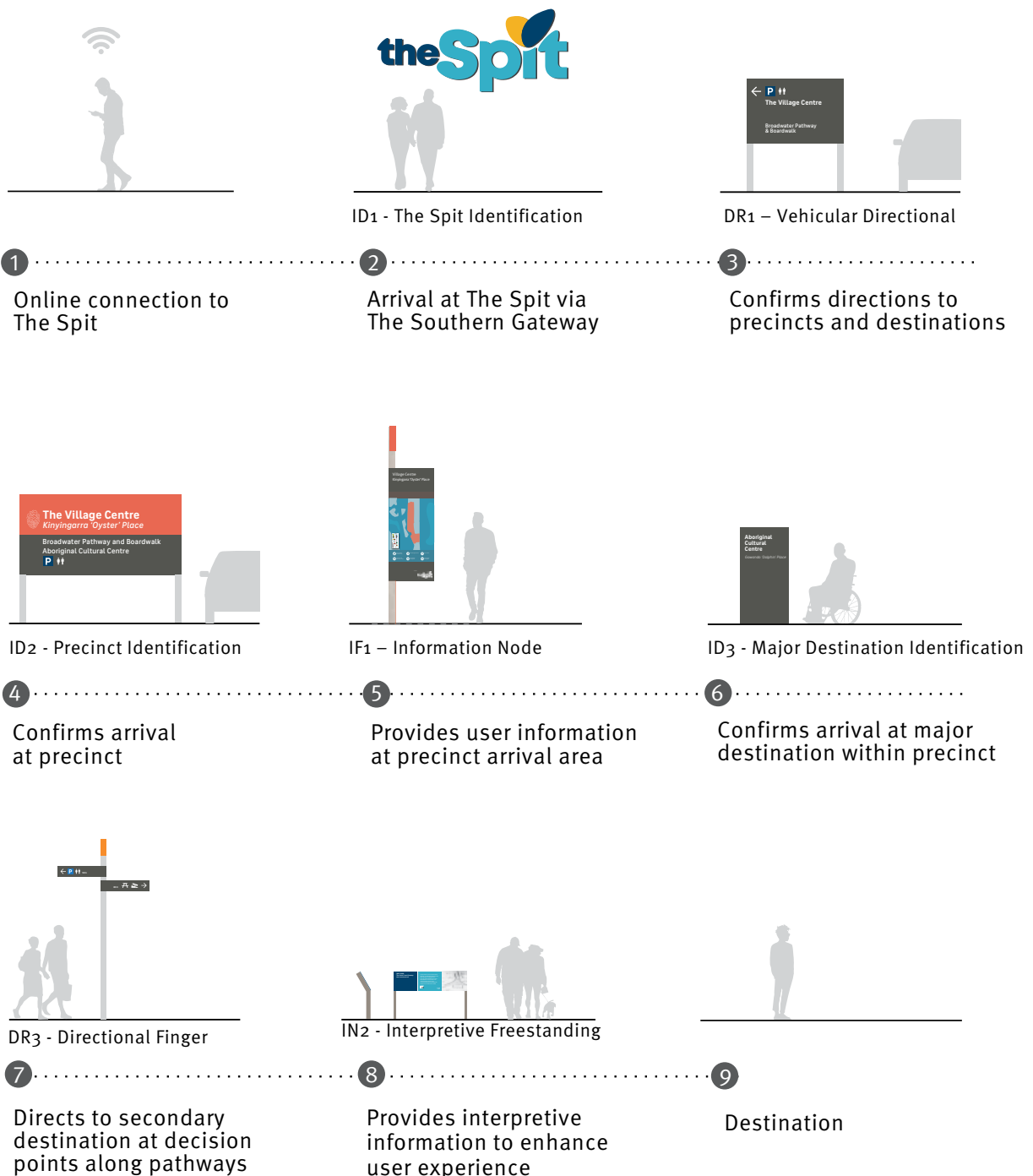




## Destination Hierarchy

The framework's approach to wayfinding is to simplify signage and messaging by providing sufficient information and direction to allow progressive disclosure to each relevant precinct, then to the destination, pathways or transport facility. This approach has been collated into a destination hierarchy outlining public destinations to be included in wayfinding information including directional signage and maps.

In understanding varying user journeys, interaction points and sign types users may encounter across The Spit in reaching a destination, a user journey has been outlined below. Illustrating the various sign types developed in the new suites of signage detailed in Part B, the steps include arrival, decision points along the journey and other interactions with wayfinding and interpretive signage that may occur en route to their destination. Two case study user journeys are developed in Part C providing further detail on sign types in two distinct areas of The Spit.



# Public Destinations

Nominated public destinations include current offerings as well as destinations proposed in the master plan. These consist of infrastructure associated with the urban and natural areas of The Spit, as well as tourist locations and recreation businesses. As this has been produced at a point in time, it will require updates as master plan implementation projects are delivered.



## Wave Break and Curlew Islands Booangun 'Curlew' Place

Day use areas  
Underwater dive attraction  
Camping  
Walking trails  
Toilets  
Picnic tables  
Viewing platform



## The Top of the Spit Gowondo 'Dolphin' Place

Doug Jennings Park  
Marine Stadium  
Moondarewa Spit  
Nature Play area  
Toilets  
Picnic shelters  
Pontoon and over water boardwalk  
Dog Off Leash areas



Seaway Promenade  
Federation Walk north entrance  
Gold Coast Oceanway  
Kiosk  
Toilets  
Picnic shelters  
Beach showers  
First aid services  
Sand Bypass Facility and Pontoon  
Restaurant/cafe  
Beach based businesses



## Federation Walk Coastal Reserve Bubayah 'Turtle' Place

Federation Walk  
Centre for Coastal Resilience  
Gold Coast Oceanway



## Muriel Henschman Park Yungunn 'Dugong' Place

Vessel Launch  
Volunteer Marine Rescue  
Surf Life Saving Queensland  
Broadwater pathway and boardwalk  
Emergency Services  
Toilets  
Picnic shelters  
Beach showers



## Philip Park Eugari 'Pippie' Place

Federation Walk South Entrance  
Gold Coast Oceanway  
Toilets & showers  
Picnic tables  
BBQs



## The Village Centre Kinyingarra 'Oyster' Place

Sea World  
Broadwater pathway and boardwalk



## Village Centre North & South Aboriginal Cultural Centre

Broadwater pathway and boardwalk  
Tourist information Centre  
Resorts  
Bar and function centre  
Mixed use commercial buildings  
Food and beverage outlets  
Market and retail pavilions



## Village Centre South

Gold Coast Oceanway  
Resorts



## The Southern Gateway Meringimpa 'Eagle' Place

Jack Gordon Park  
Proud Park  
Southport Yacht Club  
Maritime Safety Services Complex  
Marina  
Playgrounds  
Toilets  
Picnic tables and shelters  
BBQs  
Beach showers  
Playgrounds  
Dog park



Hollindale Park  
Southport Surf Life Saving Club  
Main Beach  
Ocean beach  
Gold Coast Oceanway  
Playground  
Toilets  
Picnic tables and shelters  
BBQs  
Beach showers  
Playground



SEAWORLD DRIVE





# B

## TOOLKITS

Part B comprises the framework's toolkit to guide the design, development and implementation of wayfinding and interpretive signs and devices. Split into three sections, a summary of each is outlined below:

### VISUAL LANGUAGE

An overarching visual language section outlining all components, including materials, graphic elements, mapping, language, digital opportunities and accessibility considerations.

This section outlines these individual elements work together as basis of the graphic language for signage and devices at The Spit.

### WAYFINDING SIGNAGE

Applying components from the visual language toolkit, this section establishes a wayfinding signage suite for The Spit. The sign types, informed by the user needs and activities in Part A, covers a full suite of typical sign types suitable for use. Rendered to concept design, key design criteria for each sign is outlined. Wayfinding sign location plans showing indicative sign locations informed by the circulation plans in Part A are provided.

### INTERPRETIVE DEVICES

This section establishes a collection of high level themes for stories organised under key storylines. Applying components from the visual language toolkit, an interpretive suite comprising signs and devices offers a selection of ways in which these stories of The Spit can be celebrated. Rendered to concept design, key design criteria for the interpretive suite is outlined. Interpretive sign location plans showing key locations across The Spit for the stories and their proposed sign/type/device are provided.

# MATERIALS

## VISUAL LANGUAGE TOOLKIT

The framework objectives and criteria outlined in Part A have been applied to select materials for the wayfinding and interpretive signage and devices. This has established a simplified materials palette that reflects materials within the public realm guidelines and the identity strategy.

UNIFYING INCLUSIVE AUTHENTIC SUSTAINABLE RESILIENT COST EFFECTIVE COMMERCIAL

The selection of aluminium as a primary material acknowledges its versatility and suitability for signage across the variable environments of The Spit. Secondary materials of concrete and timber have been selected to provide additional softness, texture and character where required.

### Primary

#### Aluminium

- Structural elements e.g. posts and frames, polished finish
- Aluminium panels, powdercoated or 2 pack painted
- Ability to incorporate identity strategy colours and treatments
- Suitable for outdoor and coastal environments
- Easily house digital screens if required
- Surface treatments such as perforations can be applied to visually lighten structures and bases so that they do not detract from surrounding environment



### Secondary

#### Concrete

- Structural elements e.g. bases, upstands, walls
- Suitable for outdoor and coastal environments
- Suitable for combination with other materials e.g. aluminium and painted panels
- Ability to incorporate identity strategy colours and treatments
- Notches, connections with structure and panels, colour, footings, hardware
- Routed text and patterns
- Sandblasting to expose aggregate



#### Timber

- Structural elements e.g. posts
- Character elements e.g. panels, raw edges, routing text and patterns
- Suitable for outdoor and coastal environments
- Suitable for combination with other materials e.g. aluminium and painted panels
- Allowed to age to minimise maintenance
- Notches, connections with structure and panels, colour, footings, hardware



# VISUAL LANGUAGE TOOLKIT

# COLOUR




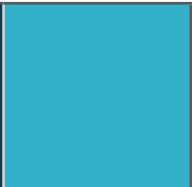
A key objective for wayfinding signage is to provide consistent and reliable information across The Spit. Opportunities to highlight arrival at major destinations and precincts with colour accents led to a simplified base strategy for colour.

Similarly, interpretive signage will deliver a diverse network of stories across the whole of The Spit. A clear and simple colour palette supports the intention to elevate the stories within the natural and urban landscapes and provides a visual connection back to the identity of The Spit. Three key palettes are outlined below.

## Primary Colours


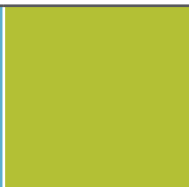




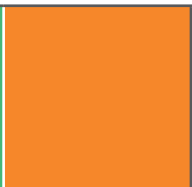
The wayfinding primary colour of Duratec Zeus reflects the warm, earthy colour of the new street furniture installed at The Spit. This base colour, in conjunction with white graphics, provides optimum contrast for legibility. Two additional colours from the identity strategy’s primary colours can be incorporated where required across the network of wayfinding signage.

The identity strategy’s primary colours have been used across the suite of interpretive signage. These provide clear association with The Spit identity as an overarching colour palette in all precincts.

			
Duratec® Zeus® Timberland Satin	WHITE 000 C	PANTONE 7694 C	PANTONE 631 C
PRIMARY COLOURS - INTERPRETIVE			
PRIMARY COLOURS - WAYFINDING			

## Place Based Colours - Wayfinding

The place based colour palette from the identity strategy has been used as highlight and accent colours on sign panels or structural elements.

						
PANTONE 2915 C Gowondo	PANTONE 7744 C Booangun	PANTONE 257 C Bubayeh	PANTONE 7409 C Yungunn	PANTONE 7416 C Kinyingarra	PANTONE 7479 C Eugari	PANTONE 715 C Meringimpa
PLACE BASED COLOURS - WAYFINDING						



# VISUAL LANGUAGE TOOLKIT

# TYPOGRAPHY

The typeface Adapt is the preferred typeface for signage at The Spit. Along with the essential quality of legibility, Adapt delivers:

- characteristics that are complimentary to the identity strategy typefaces Spoof and Mont. As these fonts are more suitable for digital and print media, an alternative font was selected to suit application on wayfinding and interpretive signage;
- an extensive family offering with many styles and weights. It is also available in variable font format; and
- is a slightly condensed typeface, allowing for longer line lengths of copy.

Two Adapt styles are applied across all wayfinding and interpretive signage. Font sizing on signage is subject to design development to ensure that suitable X-cap heights across all sign types are allocated to suit viewing distance requirements as per AS1428.2-1992 – Table 3 Height of letters for varying required viewing distances.

The identity strategy fonts Spoof Light and Spoof Bold are shown below, while these are more suitable used in digital and print media, opportunities for incorporation into some sign types have been explored.

## PRIMARY FONT

*Adapt Bold Italic*

***abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890***

## SECONDARY FONT

*Adapt Regular Italic*

***abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890***

## IDENTITY FONT

Spoof Light

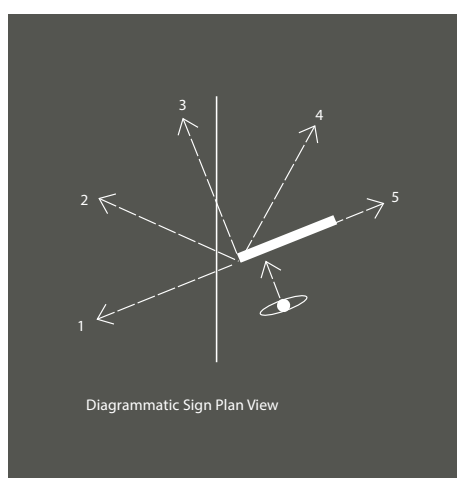
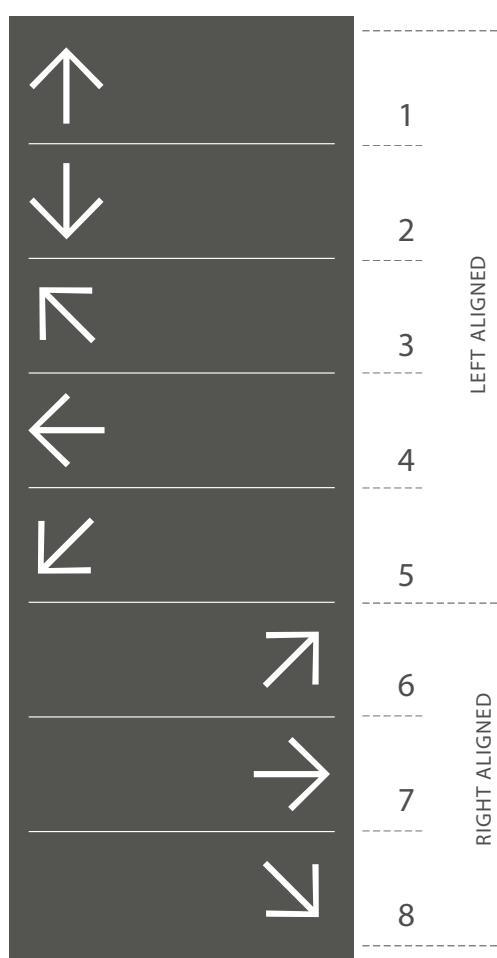
***abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890***

# VISUAL LANGUAGE TOOLKIT

# ARROWS

Arrows play a major role in Wayfinding. To fulfil their purpose in the most effective manner, arrows must be used consistently. A specific arrow type has been chosen to complement the font Adapt. This arrow type should be used in all directional signs.

Up pointing arrow is used to direct forward. Right and Left pointing arrows direct to destinations that require pedestrians to turn right or left, either at the sign or immediately after the sign. Diagonal arrows direct diagonally up or diagonally down when located next to stairs or ramps. In other locations they direct diagonally ahead. Diagonal arrows may never be used to direct diagonally backwards. Down pointing arrow should only be used when the sign is above the destination.



## Usage

Directional groupings are most effectively communicated when 'ranged' together with the message to align with the direction in which they are pointing.

A single arrow is required for each group of directions, not for each destination.

## Hierarchy

The hierarchy of directional arrows is to be consistent on all signs. The typical sequence of arrow order is shown here.

## Size

The ratio between the size of the arrow and the text it is associated with must always be maintained. This will be specified as part of the design of each relative sign type.

# VISUAL LANGUAGE TOOLKIT

# PICTOGRAMS

The pictograms illustrated below show a typical range of activities and uses undertaken at The Spit. They are from the City of Gold Coast Signage Master Plan September 2017 – Version 1.2 which draws from an international standard to ensure intuitive and universally recognisable understanding for all users.

The symbolic nature of pictograms communicate across language barriers and should not need additional explanation to be understood. For consistency, a core set of pictograms collected for use on city signage should be used where applicable on The Spit.

## International Style

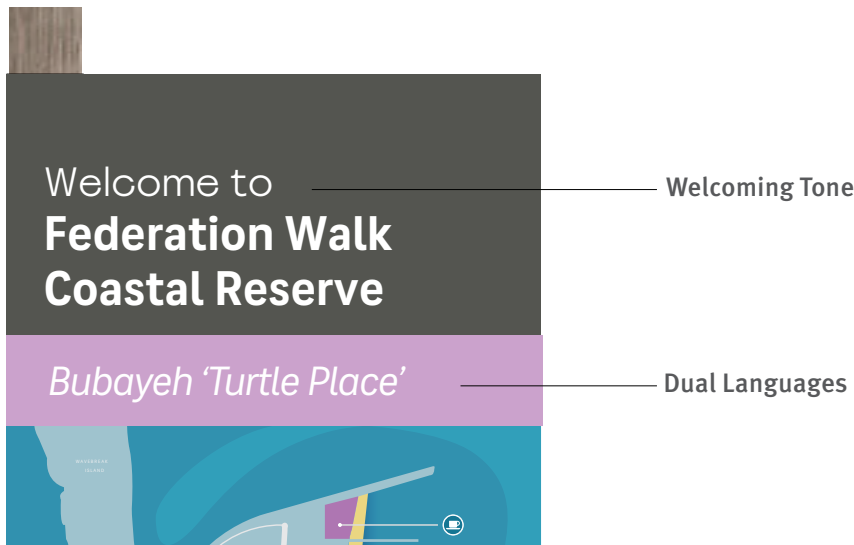
The style of these pictograms conforms to those developed for the US Department of Transport (DOT) in the mid 1970s. This style has become the default international standard and is recognised throughout the world.

For more information see: [en.wikipedia.org/wiki/D.O.T.\\_pictograms](https://en.wikipedia.org/wiki/D.O.T._pictograms) and cross reference to Australian Standard AS2899 Public Information Symbol Signs.





# LANGUAGES



The identity strategy introduces indigenous language as part of creating the precinct's visual identities. It does this through pairing together the Yugambeh language name and the Australian Standard English equivalent for the hero fauna chosen for the precinct. For wayfinding this has been continued through various sign types, such as ID2 – Precinct Identification and IF1 – Information Node as part of precinct naming convention on the signs.

For the interpretive signs and devices, exploration and incorporation of indigenous language(s) as part of storytelling will be undertaken. As a number of story themes can be told from both western and indigenous perspectives, using dual language as part of sharing the story is key.

Appropriate application and use of indigenous language(s) will require consultation and authorised confirmation as part of developing final interpretive content.

## Tone of Voice and Empathetic Language

Language on public signage contributes to a users experience particularly in a recreational environment. Finding a tone of voice reflects an understanding of the users and choosing the right language to reach that audience is key. This style of language can be incorporated into wayfinding signage as supporting statements where regulatory information may be included as a consideration in the development of sign content and messaging.

# MAPPING

Map design is a critical part of wayfinding, communicating substantial information in a diagrammatic and accessible format. They provide users 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. Mapping at The Spit is most suited to information signage, such as the IF1 Information node sign type to provide users with key information on arrival at major destinations.

## Context Map

The context map shows the relationship of the activity centre to other surrounding destinations within the local region.

The context map is shown alongside the precinct map and its role is to support the local area map and show where the precinct is located in relation to the whole of The Spit. Typical features of context maps are:

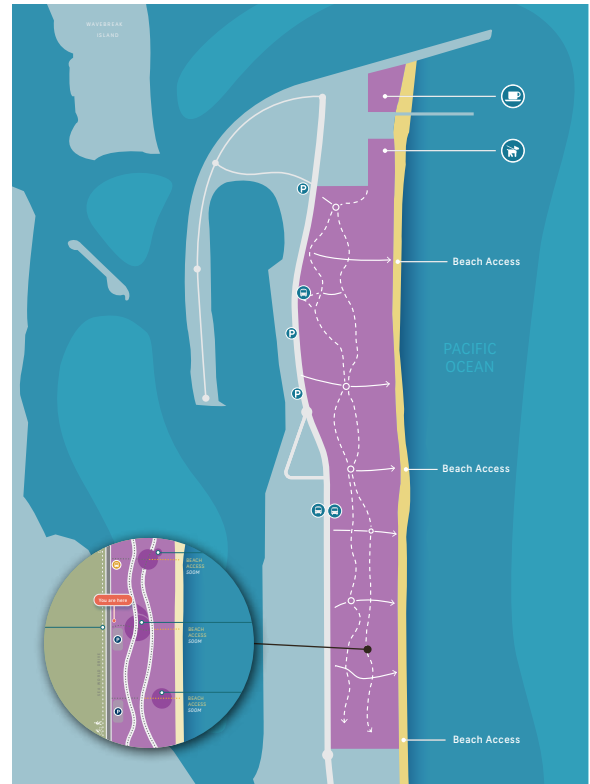
- “You are here” marker
- Major walk / cycle routes;
- Associated times / distance;
- Primary vehicular routes.

## Precinct Map

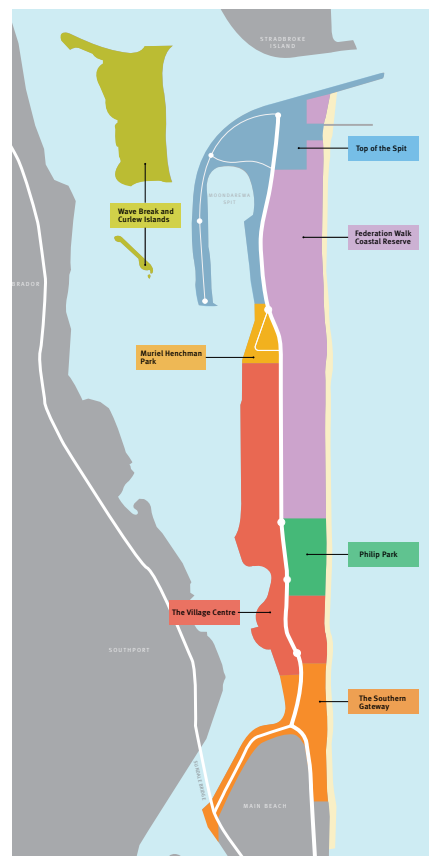
The precinct area map is a detailed diagram of the activity centre. The design embodies the wayfinding communication system reinforcing streets, landmarks, points of interest and approximate walking times.

The precinct map is used within each precinct at key gathering locations. Typical features of precinct maps are:

- Local area destinations / points of interest;
- Public facilities;
- Tourist information centres;
- Transport options (bus stops, train stations);
- Walkable routes distance within 5-10 minutes;
- Connections to trails and pathways; and
- Streets (major & minor).



INDICATIVE PRECINCT MAP WITH INSET CONTEXT MAP



INDICATIVE MAPPING STYLE ONLY

# VISUAL LANGUAGE TOOLKIT

# DIGITAL

Digital applications across wayfinding and interpretive signage can deliver engaging user experiences by providing useful information in realtime. A QR code can link to apps that provide guidance based on specific user abilities and location based information. The specialty motif developed in the identity strategy subject to endorsement from the Danggan Balun (Five Rivers) People could be the basis for QR code application to deliver a wide selection of the following opportunities. These can be applied to any sign type at The Spit.



## Dynamic Digital Display Integration

Real-time information to inform residents and visitors of the area to relevant information; weather, tides, events, advertisements, etc.

### Application

Digital screens can be incorporated into information signage to provide relevant information to residents and visitors. At The Spit, this would include urban realm central locations such as plazas in The Village Centre.

Integration of digital signage can provide up to date information and promotion of ongoing events and services. They require, power, data or 4G connection. Technical advice would be required as part of investigating suitability of this sign type.

### Typical Display Information

- Weather (temperature, humidity, forecast, etc)
- Tide times
- Warn of potential hazards
- Upcoming events
- Local advertisements

### Technology

- Digital Screens

### Implementation

- Initial capital costs are potentially high and would require ongoing support and maintenance
- Some real time data features would require integration with other systems/networks

# VISUAL LANGUAGE TOOLKIT

# ACCESSIBILITY

Design for accessibility within both wayfinding and interpretive sign systems will maximise user comfort and safety at The Spit. There are a number of standards and codes, listed below, that need to be considered in developing wayfinding signage and information design. These are considered a minimum requirement to provide a compliant accessible environment. These codes and standards address key requirements of information and signage design including luminance contrast, text sizes, viewing zones and the use of Braille and tactile information.

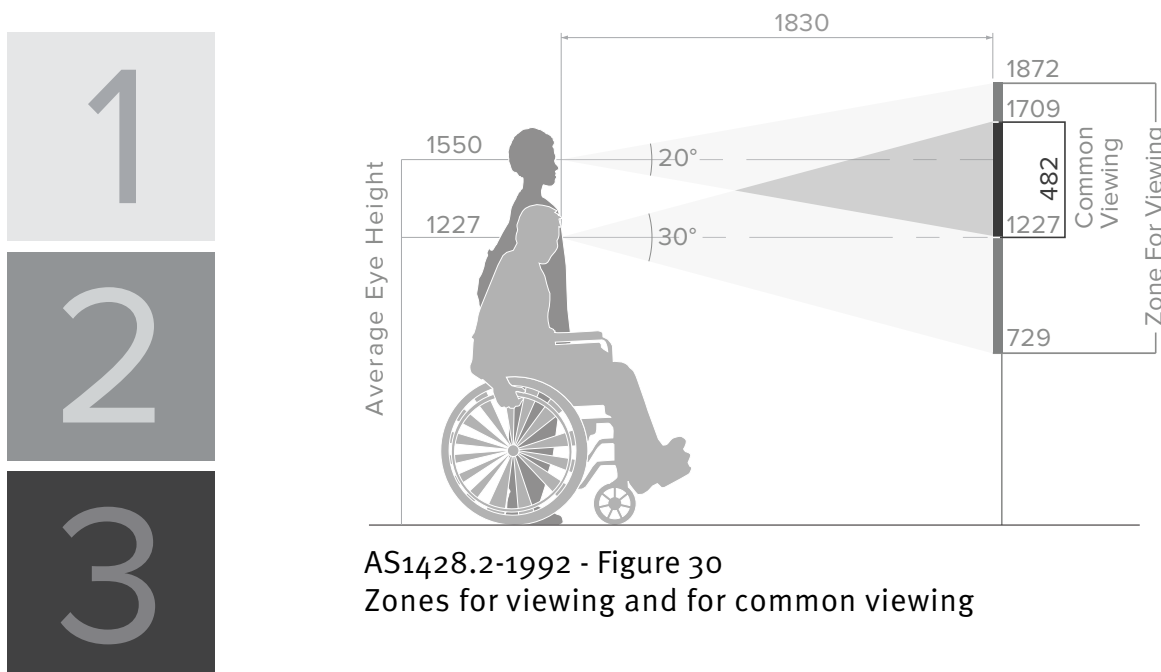
## Standards and Codes

- AS 1428.1 (2021) General requirements for access – New building work
- AS 1428.2 (1992) Enhanced and additional requirements – Buildings and facilities
- AS 1428.5 (2010) Communication for people who are deaf or hearing impaired
- Building Code of Australia (NCC 2015)
- Disability Discrimination Act 1992 (DDA)

As the signs move into detailed design for project delivery, they will be developed to meet DDA requirements, which inform final design outcomes, for example, where Braille and tactile mapping may be required and the verification of luminance contrast. Text heights shown on sign concepts will require further review to assess the suitability of proposed viewing distances in context.

Ideally the wayfinding system can meet varied needs of different users. Ongoing research and innovations in digital technologies may also be appropriate for consideration as part of delivery of the signage suites. This may include new apps that provide guidance based on specific user abilities and the user of beacon technology for users to receive location-based information. In some instances, implementation of these technologies may better support users requiring assistance.

It is recommended that the stakeholders set a guideline for accessible information throughout the site that meets all relevant codes and standards as a minimum. Consideration also needs to be made to allow for additional technologies to provide greater assistance. Digital technologies can offer a range of options to support wayfinding while also enhancing use experience of a place.



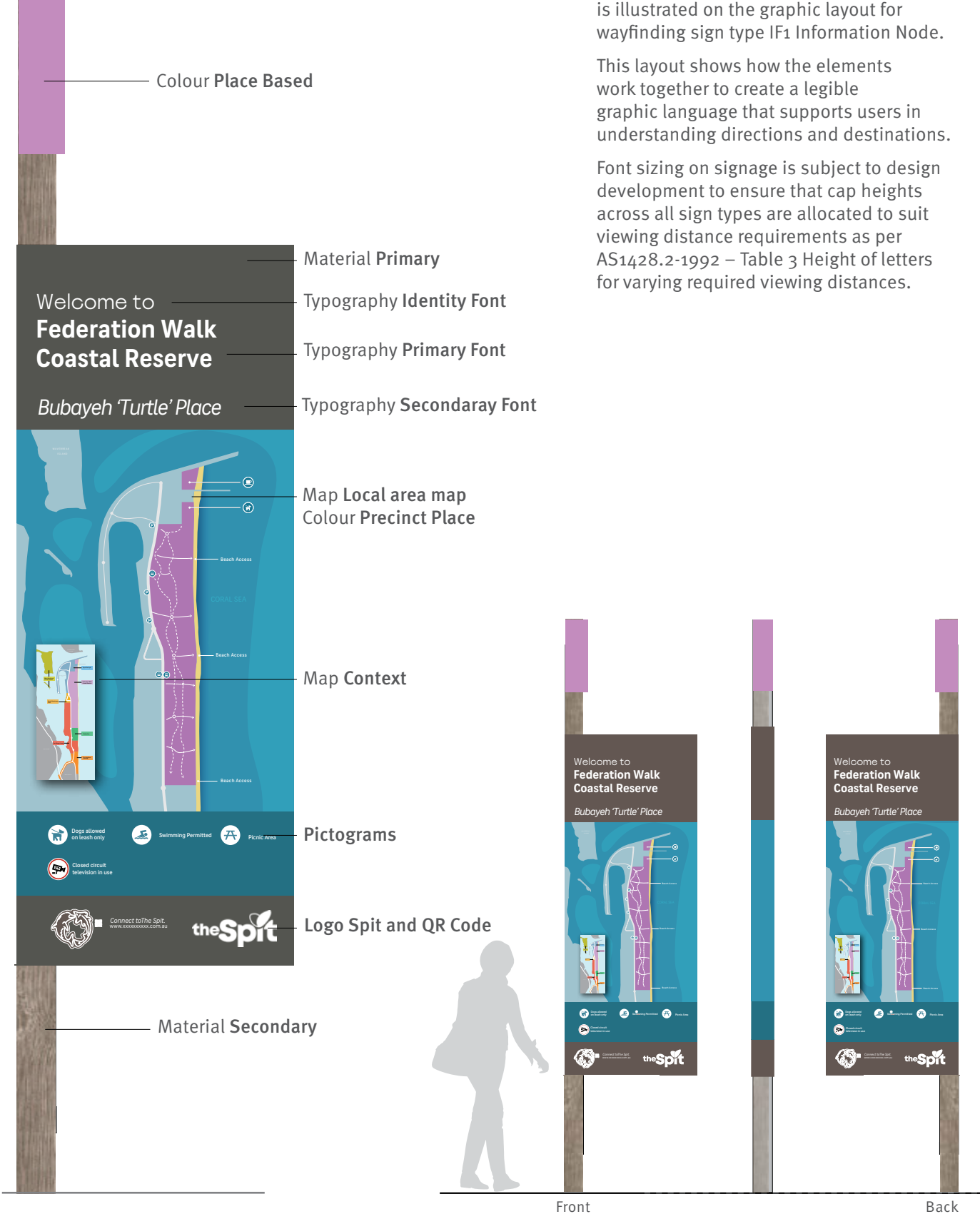
Reflectance contrast 30% LRV minimum



# VISUAL LANGUAGE TOOLKIT

# APPLICATION

## Wayfinding Signage



Application of the visual language toolkit is illustrated on the graphic layout for wayfinding sign type IF1 Information Node.

This layout shows how the elements work together to create a legible graphic language that supports users in understanding directions and destinations.

Font sizing on signage is subject to design development to ensure that cap heights across all sign types are allocated to suit viewing distance requirements as per AS1428.2-1992 – Table 3 Height of letters for varying required viewing distances.

## Interpretive Device

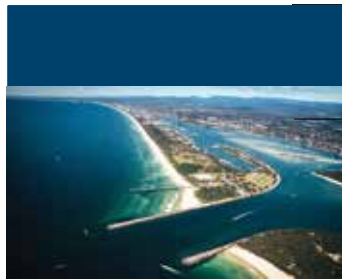


Image shown  
indicatively,  
subject to approvals

### ENVIRONMENT & ECOLOGY

#### The Gold Coast Seaway / Place of Passage

Prior to the construction of the gold coast seaway in 1986, the Nerang river entrance to the Pacific Ocean had a history of instability.

Over time the Nerang River mouth had moved northward causing land erosion and changing sandbanks at the bar and adjoining Broadwater.

In the early 1800s the Nerang River entered the Pacific Ocean where 'The Star Gold Coast Casino' is now located. In 1930 the entrance was where Seaworld stands today. It was estimated that by 2050, the entrance would be opposite Runaway Bay if no action was taken.

In the late 1970s, the Queensland Government conducted intensive research into possible solutions and in 1983, the Queensland Government took action to stabilise the river mouth.

A number of methods were evaluated to bypass sand across the entrance of the Spit. As no comparable system existed elsewhere in the world, this task was not an easy one. The system finally selected involved pumping sand trapped by the southern wall through a pipeline under the seaway to discharge onto the ocean beach of South Stradbroke Island. The Nerang River Entrance Stabilisation Scheme was born.

Today, the Gold Coast Seaway facilitates safe transit between the Broadwater and the ocean for recreational and commercial vessels. The sand bypassing system, ongoing dredging and construction of Wave Break Island have ensured that the entrance to the Broadwater was stabilised without detriment to surrounding beaches.



Experience more of The Spit.  
See how you can learn more about the stories of The Spit.  
[www.goldcoast.qld.gov.au](http://www.goldcoast.qld.gov.au)

theSpit

Storyline  
Typography Primary Font  
Story title  
Typography Primary Font

Text content 200-250 words  
Typography Secondary Font

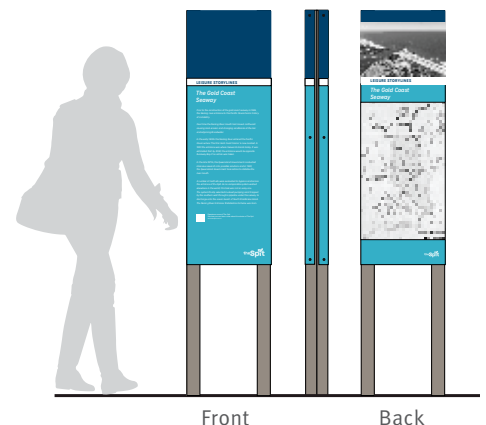
Specialty motif and QR  
code with link to digital  
interface for additional  
information

Logo

Application of the visual language toolkit is illustrated on the graphic layout for interpretive sign type INT-IS1 Interpretive Sign Type 1.

This layout shows how the elements work together to create a legible graphic language through which a story is shared.

Font sizing on signage is subject to design development to ensure that cap heights across all sign types are allocated to suit viewing distance requirements as per AS1428.2-1992 – Table 3 Height of letters for varying required viewing distances.



Front

Back

# WAYFINDING SIGNAGE TOOLKIT

In responding to master plan actions and outcomes, a wayfinding signage suite has been developed to address user needs and the varying contexts of navigating throughout The Spit. The wayfinding signage suite comprises three key sign types:

- **Directional Signs** direct to specific destinations or locations;
- **Identification Signs** identify or name a destination or point of interest; and
- **Information Signs** containing information relevant to place.

These provide a wayfinding network of signs to establish key connections, highlight destinations across all precincts and inform users of important assets and amenities throughout The Spit.

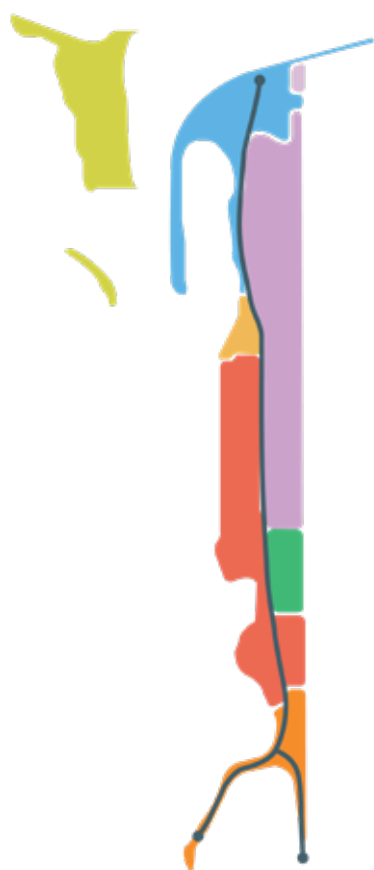
## The Message Strategy








A hierarchy of messages is required on directional signs. Each precinct is identified by name and colour. Colour is intended to be used within each precinct's suite of signs as a highlight and major destinations are listed.

Where required, facility pictograms within the current precinct as well as transport pictograms will be included.

Major destinations are listed and where applicable, adjacent precincts and the major destinations within these precincts can also be listed on larger directional panels.

This progressive disclosure system provides sufficient information and direction to navigate through The Spit without having to list each destination on each sign.



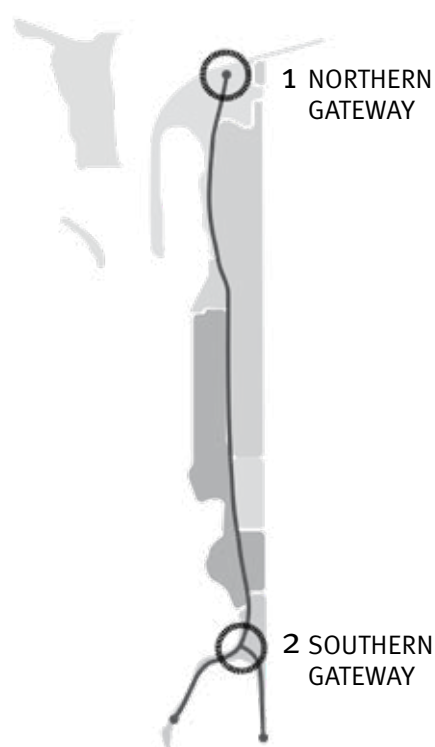
	<b>Wave Break and Curlew Islands</b> Booangun 'Curlew' Place
	<b>The Top of the Spit</b> Gowondo 'Dolphin' Place
	<b>Federation Walk Coastal Reserve</b> Bubayeh 'Turtle' Place
	<b>Muriel Henchman Park</b> Yungunn 'Dugong' Place
	<b>Philip Park</b> Eugari 'Pippie' Place
	<b>The Village Centre</b> Kinyingarra 'Oyster' Place
	<b>The Southern Gateway</b> Meringimpa 'Eagle' Place

# WAYFINDING SIGNAGE TOOLKIT

## ACCESSIBILITY

Two locations are nominated for **The Spit Identification Sign ID1** – one at each gateway location. No concept is shown for this key sign type, noting that development of these will require considered responses to each location. The following key criteria provides baseline design guidance:

- **Identifiable** create a memorable entrance to The Spit and include the identity logo where appropriate;
- **Statement size** suitable scale to be viewed from a desired distance;
- **Clear communication** typeface should be bold and easy to read and recognise;
- **Contrasting** colour combinations should be high contrast for clarity; and
- **High quality** materials should be robust and suitable for outdoor and coastal environments.



Northern and Southern gateways



Colour, form, and materials should highlight the playful nature of The Spit



# WAYFINDING SIGNAGE TOOLKIT

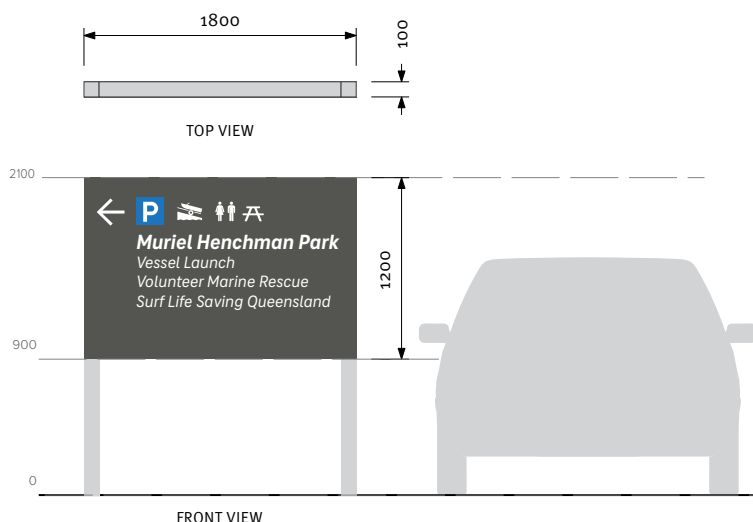
## CONCEPTS

### DR1 Vehicular Directional

- Approx. 2100mm high, 1800mm wide
- Located along the road prior to precinct entry/parking
- Directions to approaching precinct at specific destinations rather than a precinct boundary
- Identification of major destinations
- Pictograms for secondary destinations
- Sign structure polished aluminium
- Aluminium faces painted in primary wayfinding colour



AXONOMETRIC VIEW

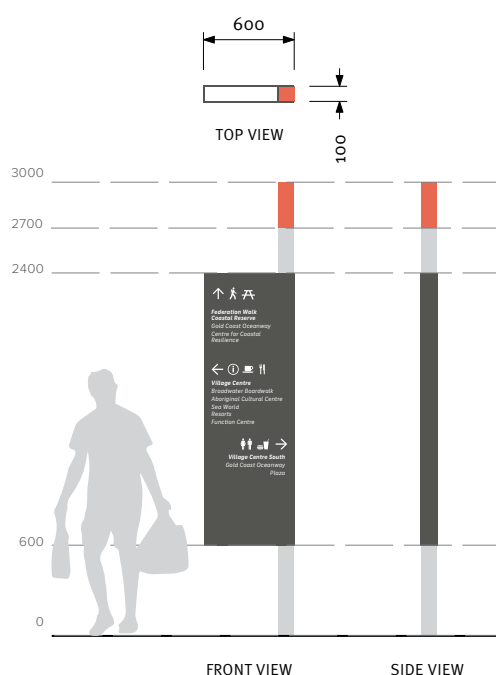


### DR2 Directional Blade

- Approx. 2400mm high, 600mm wide
- Located at pedestrian decision points
- Directions to all destinations in precinct
- Directions to other precincts
- Distance (kms) to be added to key routes
- Structure polished aluminium
- Aluminium faces painted in primary wayfinding colour with secondary precinct highlight colour to suit location

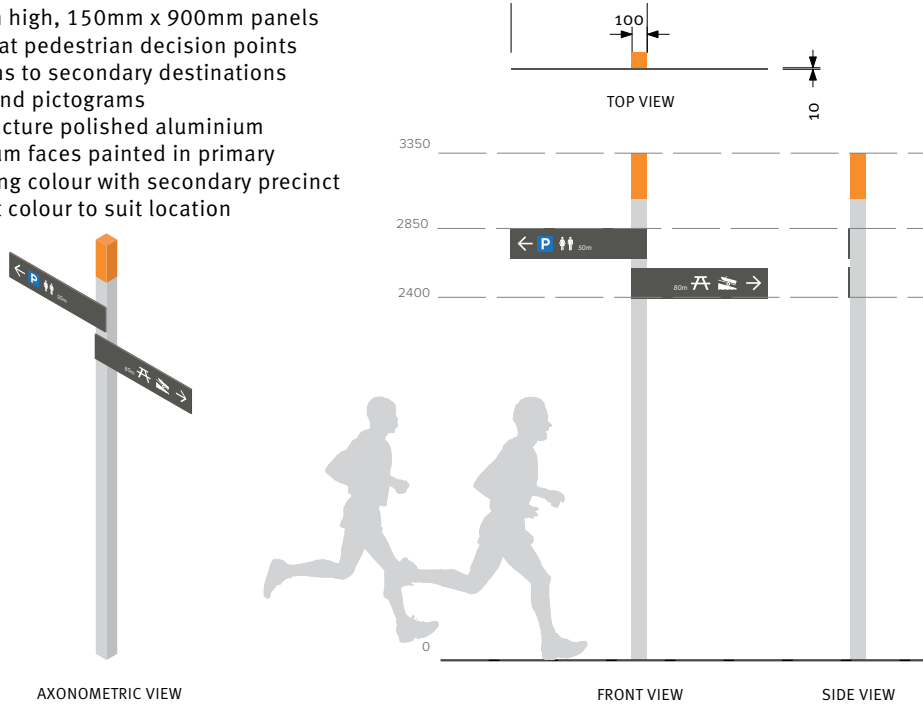


AXONOMETRIC VIEW



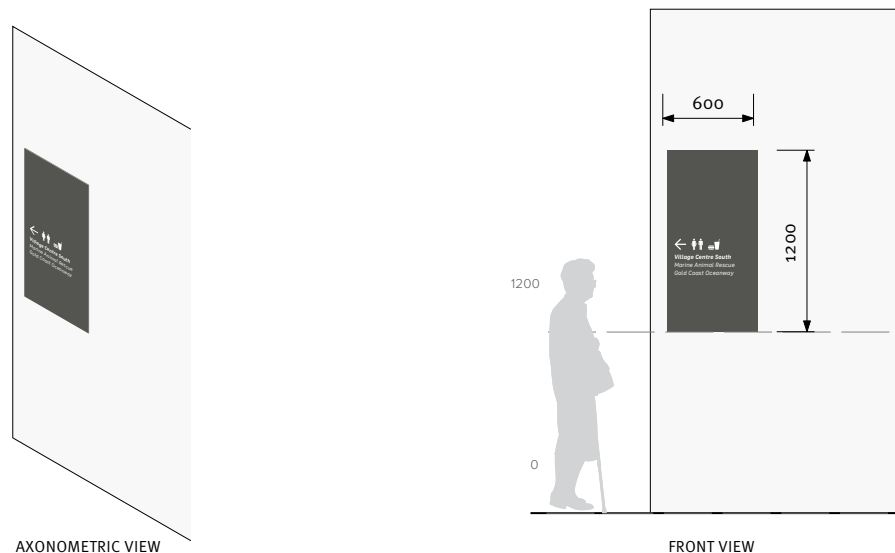
## DR3 Directional Finger

- 3000mm high, 150mm x 900mm panels
- Located at pedestrian decision points
- Directions to secondary destinations
- Arrows and pictograms
- Post structure polished aluminium
- Aluminium faces painted in primary wayfinding colour with secondary precinct highlight colour to suit location



## DR4 Directional Wall Mounted

- 600mm x 1200mm panels
- Located at pedestrian decision points
- Directions to all destinations in precinct
- Directions to other precincts
- Aluminium faces painted in primary wayfinding colour

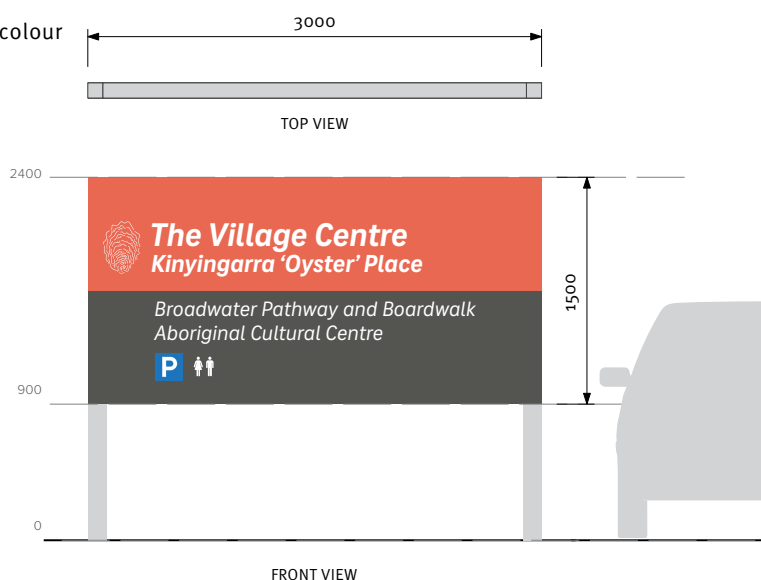


## ID2 Precinct Identification

- Approx. 2400mm high, 3000mm
- Located at precinct entry/arrival point
- Identification of precinct - Dual language and colour and hero motif
- Identification of road/location
- Identification of major destinations - pictograms
- Structure polished aluminium
- Aluminium faces painted in primary wayfinding colour at base and secondary precinct highlight colour at top to suit location



AXONOMETRIC VIEW



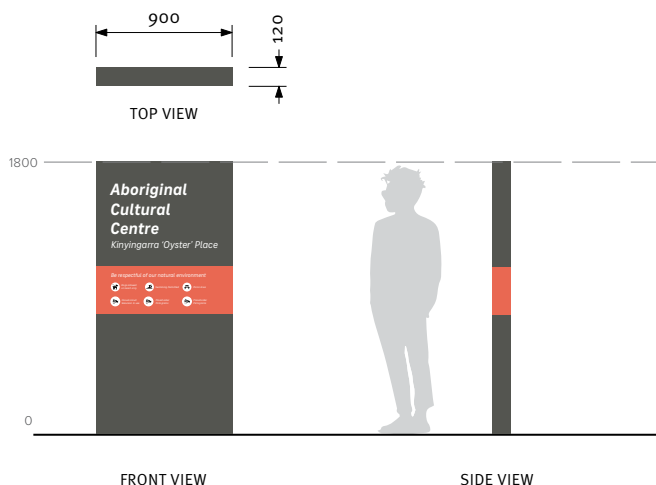
FRONT VIEW

## ID3 Major Destination Identification

- Approx. 1800mm high, 900mm wide
- Located at pedestrian arrival and gathering points
- Identification of major destination
- Allowance for regulatory information
- The Spit logo
- Structure to suit precinct
- Aluminium faces painted in primary wayfinding colour with secondary precinct highlight colour to suit location



AXONOMETRIC VIEW

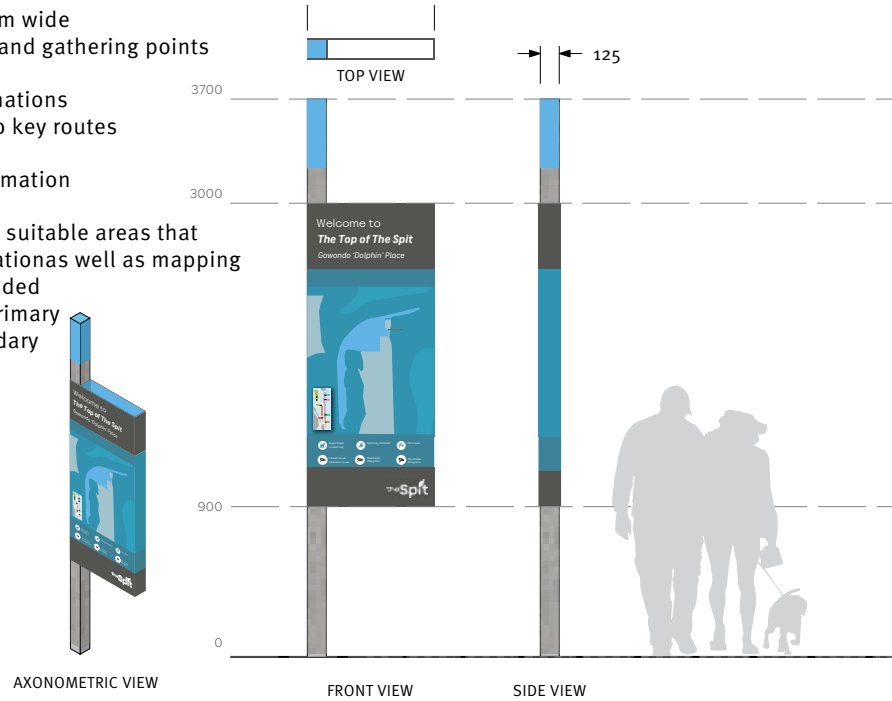


FRONT VIEW

SIDE VIEW

## IF1 Information Node

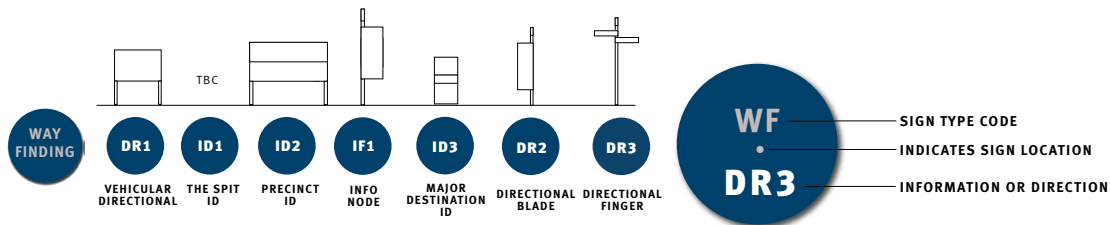
- Approx. 3000mm high, 900mm wide
- Located at pedestrian arrival and gathering points
- Precinct Identification
- Directions to key major destinations
- Distance (kms) to be added to key routes
- Orientation/map
- Allowance for regulatory information
- The Spit logo
- May include a digital panel in suitable areas that require more dynamic information as well as mapping
- Structure to suit precinct, 2 sided aluminium faces painted in primary wayfinding colour with secondary precinct highlight colour to suit location



**Note:** Final location of all signage to be reviewed and site measured prior manufacture  
All signage should be specified to AS1428.2-1992 for viewing distances – page 29



# LOCATION PLANS



Indicative locations for wayfinding signage are illustrated across the following three full page maps. Map 1 covers master plan precincts: The Top of The Spit, Wave Break Island and northern extent of the Federation Walk Coastal Reserve. Map 2 covers master plan precincts: Muriel Henchman Park, the southern extent of the Federation Walk Coastal Reserve, Village Centre Sea World, Village Centre North and Philip Park. Map 3 covers master plan precincts Village Centre South and The Southern Gateway.

Locations are selected based on both the signs purpose and consideration of master plan outcomes. Some sign types will be used minimally such as ID1 The Spit Identification which is located at the two major gateway entry points to The Spit through to DR2 Directional Blade and DR3 Directional Finger, the most commonly used sign types providing decision points along the network of pathways and trails.

The following provides a summary of all wayfinding sign types, where they are commonly located and their purpose.

- **DR1 Vehicular Directional** – Located at various points along the road network to provide directions in reaching a precinct/destination and prior to entry to a precinct/parking
- **ID1 The Spit Identification** – Located at the northern and southern major gateway entry points to The Spit, providing identifiable sense of arrival to The Spit
- **ID2 Precinct Identification** – Located at entry/arrival point to each of the master plan's seven precincts
- **IF1 Information Node** – Located at pedestrian arrival and gathering points providing orientation and direction to key major destinations. The only sign type to include mapping as the key feature
- **ID3 Major Destination Identification** – Located at pedestrian arrival and gathering points for major destinations such as the proposed pavilion buildings and tower structure at The Top of The Spit
- **DR2 Directional Blade** – Located at pedestrian decision points to provide directions to all destinations within a precinct and directions to other precincts
- **DR3 Directional Finger** – Located at pedestrian decision points to provide directions to secondary destinations
- **DR4 Directional Wall Mounted** – Integrated and responding to existing built form, located at pedestrian decision points providing directions to all destinations in precinct and directions to other precincts

# WAYFINDING SIGNAGE TOOLKIT



WAY FINDING

DR1

VEHICULAR DIRECTIONAL

ID1

THE SPIT ID

ID2

PRECINCT ID

IF1

INFO NODE

ID3

MAJOR DESTINATION ID

DR2

DIRECTIONAL BLADE

DR3

DIRECTIONAL FINGER

WF

DR3

SIGN TYPE CODE

INDICATES SIGN LOCATION

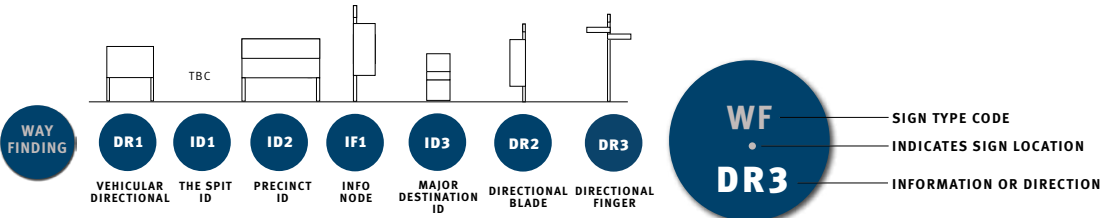
INFORMATION OR DIRECTION



# WAYFINDING SIGNAGE TOOLKIT



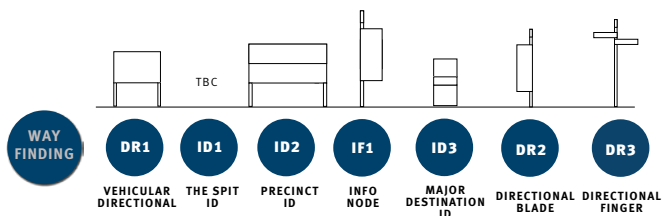
Refer to Case Study 1  
for further detail



# WAYFINDING SIGNAGE TOOLKIT



Refer to Case Study 2  
for further detail





# INTERPRETIVE DEVICES TOOLKIT

The Spit is a place of rich, varied, and evolving landscapes which have been subject to many uses over time. Key events in The Spit's continuing evolution are intended to be celebrated through implementation of the master plan.

Distilled under key story lines, a collection of story themes represents a cross section of varied histories and experiences at The Spit that will be incorporated into interpretive devices within the public realm. These devices provide opportunities for users to learn and connect across a variety of places, enhancing their experience, appreciation and understanding of The Spit.

## Story Themes and Development

Derived from the master plan, identity strategy and community consultation undertaken in developing the framework, a collection of high-level story themes, organised under key storylines form the basis of creating interpretive trails. The collection includes the preferred interpretive device and location. Where opportunities exist for story themes to be enriched through public artwork for place activation, these have been identified. For stories where themes have been nominated as subject to consultation with the Danggan Balun (Five Rivers) People it is acknowledged that there may be different versions of these known across community.

The final stories and supporting images for interpretive signage will be curated and undergo a content verification process including authorisation by appropriate relevant stakeholders, and where appropriate, the release of intellectual property for this purpose. Content will be written in short simple sentences, with the minimum number of words. Each story should engage with users for approximately 90-120 seconds. Typical word counts have been included in the interpretive sign concepts for guidance and reference.

## Devices

Interpretive devices delivering the content can take the form of signs, structures or built form embellishments. The designs of the new suite of interpretive signs have been kept simple in form and colour and are complementary to the wayfinding signage suite but distinctive to be easily identified in-situ.

Where public artwork is commissioned as part of place activation, the accompanying signs will include at the minimum the title, artist, description, materials, creation date and opportunities for dual language where appropriate.

## Locations

The master plan identified several interpretation nodes and viewing points across The Spit. These have been taken as the basis for connecting the collection of story themes to locations. Where master plan actions and outcomes include interpretive signage and devices, these are referenced in the story theme's location.

This network of varied story themes is an interpretive overlay across the whole of The Spit, exposing the layers of history and storytelling inherent throughout.

Opportunities for the commissioning of public artwork to expand on the stories have also been nominated. The locations nominated for these are indicative only.

## Existing Interpretive Signage and Devices

The framework proposes a suite of signs and interpretive devices that is intended to replace over time equivalent items currently installed in the public spaces of The Spit.

This process will require considered engagement with a variety of stakeholders across The Spit as projects are implemented.

# INTERPRETIVE DEVICES TOOLKIT

# STORYLINES

## Community Lines

Community stories recognises the extensive and passionate care the community has for The Spit, celebrating stories of both historical and contemporary community groups who have advocated for The Spit.

Story Themes	Suggested Devices	Locations
<b>C1 Doug Jennings</b> <ul style="list-style-type: none"> <li>The former member for Southport (from 1980-87) and passionate advocate for retaining The Spit as open space to be enjoyed by all.</li> </ul>	INT IS1	<b>The Top of The Spit</b> Integrated in one of the plaza areas in Doug Jennings Park (Master Plan Outcome 1.5).
<b>C2 Learning from The Spit</b> <ul style="list-style-type: none"> <li>Educational narrative focusing on The Spit as the ultimate learning environment for all ages and disciplines.</li> </ul>	INT IS1	<b>Federation Walk Coastal Reserve</b> Integrated in the design of Centre for Coastal Resilience (Master Plan Outcome 3.1) or within a location along the pathway system (Master Plan outcome 3.6).
<b>C3 Built by Communities</b> <ul style="list-style-type: none"> <li>The evolving community groups and history of advocacy and early community groups from the 1960s and onwards.</li> </ul>	INT IS1	<b>Muriel Henschman Park</b> At interpretation node adjacent to Master Plan Outcome 4.1.
<b>C4 Social Fabric and Culture</b> <ul style="list-style-type: none"> <li>Modern history contribution to The Spit's unique culture, bringing communities of the Gold Coast together in an expanse of space for appreciation and exploration.</li> </ul>	INT IS4	<b>Village Centre North</b> Integrated in the design of the plaza surrounding the bar and function centre (Master Plan Outcome 5.12).
<b>C5 Community Advocacy</b> <ul style="list-style-type: none"> <li>Community advocacy over the years has kept key natural areas across The Spit free from proposed developments that are at odds with the protection of The Spit.</li> </ul>	INT TT	<b>Philip Park</b> Integrated in the design of accessible pathway (Master Plan Outcomes 6.5 and 6.10).
<b>C6 Southport Lifesaving Club</b> <ul style="list-style-type: none"> <li>Historical and ongoing contributions of surf lifesavers on The Spit.</li> </ul>	INT IS4	<b>The Southern Gateway</b> Location to be coordinated with the Surf Lifesaving Club.

# INTERPRETIVE DEVICES TOOLKIT

## Dreaming and Caring for Country Lines

Dreaming and Caring for Country stories bring forward indigenous perspectives to The Spit about the traditional custodians enduring relationships with the lands and waters.

Story Themes	Suggested Devices	Locations
<b>DCC1 Booangan Dreaming</b> <ul style="list-style-type: none"> <li>Under consultation with the Danggan Balun (Five Rivers) People.</li> </ul>	Under consultation	<b>The Top of The Spit</b> Integrated at interpretive node/viewing point at end of Moondarewa Spit with view to Curlew Island. Final location subject to consultation.
<b>DCC2 Gowonda Dreaming</b> <ul style="list-style-type: none"> <li>Under consultation with the Danggan Balun (Five Rivers) People.</li> </ul>	Under consultation	<b>The Top of The Spit</b> Integrated at interpretive node/viewing point along the shared pathway adjacent to Doug Jennings Park. Final location subject to consultation.
<b>DCC3 North Moving Passage</b> <ul style="list-style-type: none"> <li>Under consultation with the Danggan Balun (Five Rivers) People.</li> </ul>	Under consultation	<b>The Top of The Spit</b> Integrated at viewing point along the Seaway Promenade. Final location subject to consultation.
<b>DCC4 Dolphin - how it got its hole</b> <ul style="list-style-type: none"> <li>Under consultation with the Danggan Balun (Five Rivers) People.</li> </ul>	Under consultation	<b>Village Centre Sea World</b> Integrated at interpretation nodes along the boardwalk (Master Plan Outcome 5.4). Final location subject to consultation.
<b>DCC5 Morning Star and Evening Star</b> <ul style="list-style-type: none"> <li>Under consultation with the Danggan Balun (Five Rivers) People.</li> </ul>	Under consultation	<b>Village Centre North</b> Integrated as part of Aboriginal Cultural Centre (Master Plan Outcome 5.17). Final location subject to consultation.
<b>DCC6 Kombumerri Love Story</b> <ul style="list-style-type: none"> <li>Under consultation with the Danggan Balun (Five Rivers) People.</li> </ul>	Under consultation	<b>Village Centre North</b> Integrated as part of Aboriginal Cultural Centre (Master Plan Outcome 5.17). Final location subject to consultation.
<b>DCC7 Legends of the Rainbow/Javreen Boomerang Thrower</b> <ul style="list-style-type: none"> <li>Under consultation with the Danggan Balun (Five Rivers) People.</li> </ul>	Under consultation	<b>Village Centre North</b> Integrated as part of Aboriginal Cultural Centre (Master Plan Outcome 5.17). Final location subject to consultation.
<b>DCC8 Swimming across from Southport</b> <ul style="list-style-type: none"> <li>Under consultation with the Danggan Balun (Five Rivers) People.</li> </ul>	Under consultation	<b>Village Centre South</b> Integrated at location along the Broadwater pathway or plaza (Master Plan outcome 5.29). Final location subject to consultation.
<b>DCC9 Freshwater and Saltwater Songlines</b> <ul style="list-style-type: none"> <li>Under consultation with the Danggan Balun (Five Rivers) People.</li> </ul>	Under consultation	<b>The Southern Gateway</b> Integrated along pathway on Waterways Drive. Final location subject to consultation.
<b>DCC10 Sea Eagles Songlines</b> <ul style="list-style-type: none"> <li>Under consultation with the Danggan Balun (Five Rivers) People.</li> </ul>	Under consultation	<b>The Southern Gateway</b> Integrated within the design of public realm surrounding entry statement (Maser Plan outcome 7.10). Final location subject to consultation.

## Environment and Ecology Lines

Environment and ecology stories explore the diversity of The Spit's rich natural environment through to engineering interventions such as construction of the Seaway.

### Story Themes

### Suggested Devices

### Locations

<ul style="list-style-type: none"> <li>• <b>EE1 Flora and Fauna</b></li> <li>• An educational series highlighting indigenous and western perspectives on the environmental values of Wave Break Island's flora and fauna.</li> </ul>	INT TT	<b>Wave Break Island</b> Integrated at viewing points along the walking tracks (Master Plan Outcome 2.6).
<ul style="list-style-type: none"> <li>• <b>EE2 Ecology of the Broadwater</b></li> <li>• The abundant bird species of The Spit such as shorebirds, seabirds and beach-stone curlews. Curlew Island as the refuge and home for various bird species. The diversity of marine fauna in the waters surrounding The Spit.</li> </ul>	INT IS2	<b>The Top of The Spit</b> Integrated at interpretive nodes/viewing points along Broadwater edge of Moondarewa Spit.
<ul style="list-style-type: none"> <li>• <b>EE3 The Gold Coast Seaway/Place of Passage</b></li> <li>• Construction of the Gold Coast Seaway and its contribution to creating a stable landform preventing the northward drift of The Spit.</li> </ul>	INT IS1	<b>The Top of The Spit</b> Integrated at viewing point along the Seaway Promenade
<ul style="list-style-type: none"> <li>• <b>EE4 Custodians</b></li> <li>• Care of land and sea from traditional through to contemporary custodians.</li> </ul>	INT ART and INT IS1	<b>The Top of The Spit</b> At interpretation node at northern entry to Federation Walk Coastal Reserve.
<ul style="list-style-type: none"> <li>• <b>EE5 Federation Walk</b></li> <li>• Marking the works undertaken since the late 1990s to the landscape of Federation Walk Coastal Reserve.</li> </ul>	INT IS1	<b>Federation Walk Coastal Reserve</b> Along littoral rainforest / highly vegetated area off the Wal's Way path.
<ul style="list-style-type: none"> <li>• <b>EE6 Geology of The Spit</b></li> <li>• The rock walls and dunes as geological features of The Spit. The contribution of the Sand Bypass System to ensuring that South Stradbroke Island is not starved of sand.</li> </ul>	INT IS3	<b>Federation Walk Coastal Reserve</b> Along trail path toward Centre for Coastal Resilience.
<ul style="list-style-type: none"> <li>• <b>EE7 Shifting Sands</b></li> <li>• Exploring how The Spit's topography has been shaped over time by the surrounding waters and environmental events.</li> </ul>	INT ART and INT IS4	<b>Federation Walk Coastal Reserve</b> Integrated in design of Centre for Coastal Resilience (Master Plan outcome 3.1)
<ul style="list-style-type: none"> <li>• <b>EE8 Flora and Fauna</b></li> <li>• An educational series highlighting indigenous and western perspectives of key species of flora and fauna in Federation Walk.</li> </ul>	INT TM	<b>Federation Walk Coastal Reserve</b> Throughout Federation Walk at viewing points along the trail (Master Plan outcome 3.6)
<ul style="list-style-type: none"> <li>• <b>EE9 Evolving Land and Sky</b></li> <li>• The evolving landscapes and abundant bird species of The Spit.</li> </ul>	INT ART	<b>Village Centre North</b> Integrated at the interpretation node adjacent to Master Plan Outcome 5.13.



# INTERPRETIVE DEVICES TOOLKIT

## Leisure and Trading Lines

Leisure and Trading stories are about the dual nature of The Spit. It's filled with captivating places for leisure and recreation along with being home to a variety of businesses, trade and tourism operators over time.

Story Themes	Suggested Devices	Locations
<b>LT1 Gathering Places</b> <ul style="list-style-type: none"> <li>The Spit as a place for friends, families and community gatherings and celebrations.</li> </ul>	INT MU	<b>The Top of The Spit</b> Integrated as part of design of kiosk (Master Plan Outcome 1.8).
<b>LT2 Underwater Exploration</b> <ul style="list-style-type: none"> <li>The diversity of diving and underwater experiences in the waters surrounding The Spit.</li> <li>The Scottish Prince shipwreck dive site.</li> </ul>	INT GM	<b>The Top of The Spit</b> Adjacent to existing dive access stair at Seaway Promenade.
<b>LT3 Surfing the Spit</b> <ul style="list-style-type: none"> <li>Surfing and beach recreation culture, particularly at the Seaway.</li> </ul>	INT IS1 and IS3	<b>The Top of The Spit</b> At entry to Seaway where surfers access south Stradbroke Island; and along pathway fronting Main Beach near Sand Pumping facility.
<b>LT4 Dogs of The Spit</b> <ul style="list-style-type: none"> <li>A community building activity that encourages exercise and social interactions.</li> </ul>	INT IS3	<b>Federation Walk Coastal Reserve</b> At beach entry to off leash areas
<b>LT5 Before Seaworld - Ski Gardens &amp; Seaquarium</b> <ul style="list-style-type: none"> <li>Early tourism developments on The Spit such as Ski Gardens and Seaquarium.</li> </ul>	INT IS1	<b>Village Centre Sea World</b> Integrated as part of design of new entry to Sea World (Master Plan Outcome 5.8).
<b>LT6 Fresh Seafood at The Spit</b> <ul style="list-style-type: none"> <li>The history of various fishing and trawler operators both large and small on The Spit.</li> </ul>	INT IS1	<b>Village Centre North</b> Integrated as part of design of mixed-use maritime sub precinct (Master Plan Outcomes 5.22 and 5.24).
<b>LT7 Native Foods</b> <ul style="list-style-type: none"> <li>Fishing and crabbing, grannies collecting pigface, Native foods for local people.</li> <li>Seasonality of food, such as the flowering paperbark trees indicating the mullet migration through local waters.</li> </ul>	INT IS1	<b>Village Centre South</b> Integrated as part of design of plaza and public realm (Master Plan Outcomes 5.30 and 5.31).
<b>LT8 Hunt Gather Fish Feast</b> <ul style="list-style-type: none"> <li>Traditional custodians' expertise and practices as active hunters, gatherers and fishers.</li> <li>Oyster and shell middens signifying where groups would come together to feast and celebrate.</li> </ul>	INT IS1 or INT ART	<b>Village Centre South</b> Integrated as part of design of plaza and public realm (Master Plan Outcome 5.28).
<b>LT9 Connecting to The Spit</b> <ul style="list-style-type: none"> <li>Connection of Jubilee Bridge in 1925 to The Spit and the subsequent auctioning of land for holiday homes on the Main Beach side.</li> </ul>	INT IS3	<b>The Southern Gateway</b> Adjacent to former Jubilee Bridge connection along pathway on Waterways Drive.

## LT10 The Southport Yacht Club

- The establishment and continuing presence of the Southport Yacht Club on The Spit.

## LT11 Coastal Tourism

- Early experiences of coastal tourism.

INT IS1

## The Southern Gateway

At a location TBC with The Southport Yacht Club.

INT IS1

## The Southern Gateway

Integrated as part of design of public realm/ park (Master Plan Outcome 7.11).

## Maritime Lines

Maritime stories detail key events and uses of the surrounding waters, looking at how these have shaped The Spit over time.

### Story Themes

### Suggested Devices

### Locations

#### M1 Lost to the sea/Meanings of Moondarewa

- The township of Moondarewa is abandoned in 1940's after repeated storms, with Moondarewa Spit named in remembrance. Moondarewa meaning as place of mosquitos, also known as Porpoise Point.

INT IS1 and  
INT GM

#### The Top of The Spit

Interpretive nodes/viewing points along the shared pathway adjacent to Doug Jennings Park.

#### M2 The nine shipwrecks

- Detailing recorded shipwrecks that occurred in the vicinity of the Southport bar from 1841 to 1975.

INT IS1 and  
INT GM

#### The Top of The Spit

Integrated as part of design of the pavilion buildings and tower structure (Master Plan Outcome 1.2).

#### M3 Sailing The Spit

- Celebrating recreational sailing and other small watercraft activities at The Spit.

INT IS1 and  
INT GM

#### Muriel Henchman Park

Integrated as part of design of public realm surrounding community buildings (Master Plan outcome 4.4).

#### M4 Maritime History at The Spit

- History of shipwrecks, yachting, fishing and marine services on The Spit.

INT MU

#### Village Centre North

Integrated as part of design of mixed-use buildings (Master Plan Outcome 5.20).

#### M5 The Oyster Frontier

- The history of commercial oyster fishing industry in The Broadwater from the 1870's.

INT IS1

#### Village Centre North

At viewing points along Broadwater pathway (Master Plan Outcome 5.9).

#### M6 Humphreys Basin

- The history of John Humphreys, establishing a boat shed, dry dock and slipway in the 1950s.

INT MU and  
INT IS4

#### The Southern Gateway

Integrated as part of design of public realm.

#### M7 Richard Gardiner & The Gardiner Island Family

- History of Richard Gardiner and the Gardiner Island Family contributions to waterway services on the channels leading into the south boat passage in the late 1800s.

INT IS1

#### The Southern Gateway

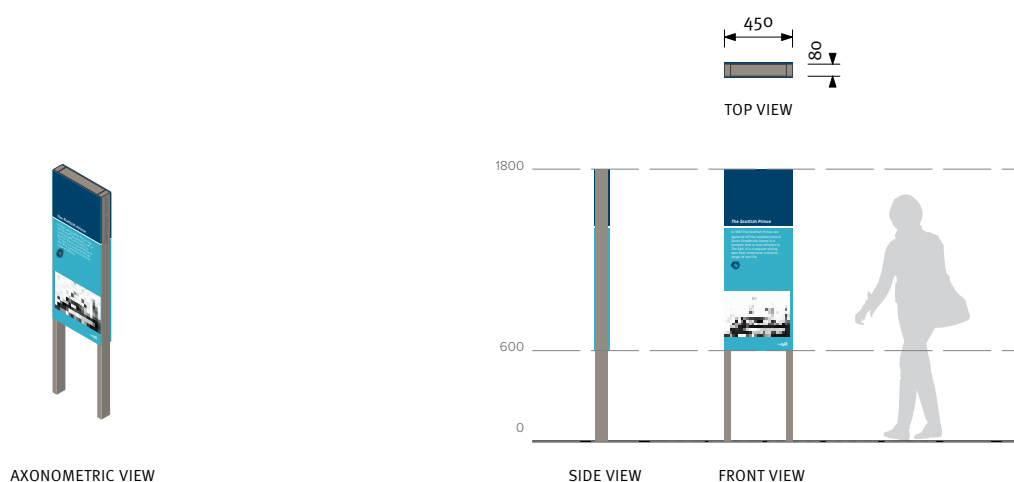
At interpretive node/viewing point along pathway on Waterways Drive. Final location subject to consultation with the Dangan Balun (Five Rivers) People.

# INTERPRETIVE DEVICES TOOLKIT

# CONCEPTS

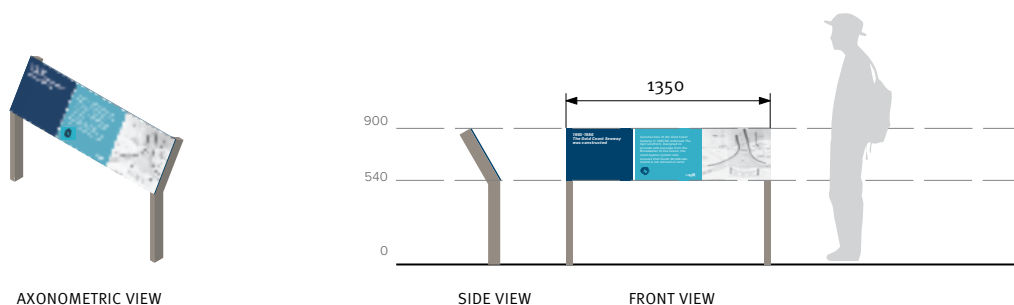
## INT IS<sub>1</sub> Interpretive Blade

- Approximately 1800mm high, 450mm wide
- Located at identified interpretation nodes and where required to support interpretive artworks
- Image and story, approx. 150-200 words
- The Spit Logo
- QR code
- 1 sided or 2 side aluminium panels
- Painted steel structure



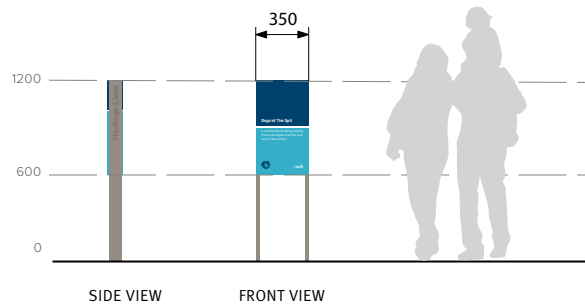
## INT IS<sub>2</sub> Interpretive Freestanding Low

- Approximately 900mm high, 1350mm wide
- Located at identified interpretation nodes across precinct
- Image and story, approx. 150-200 words
- The Spit Logo
- QR code
- Angled structure, aluminium faces
- 1 sided aluminium panel



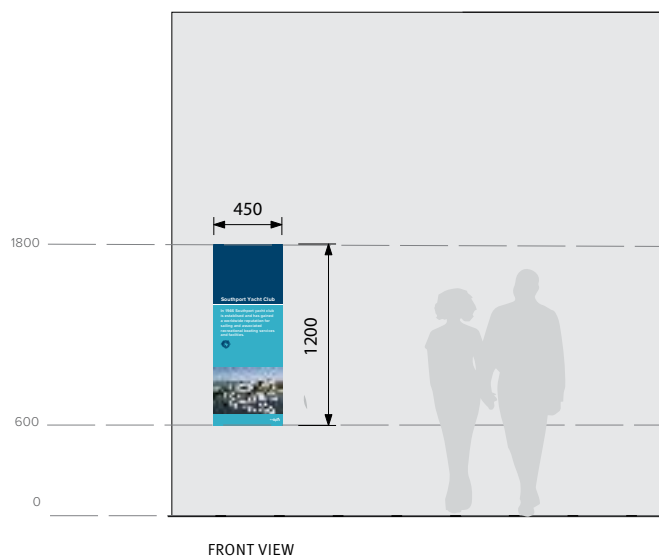
## INT IS<sub>3</sub> Interpretive Freestanding Mid

- Approx. 1200mm high, 350mm wide
- Located at identified interpretation nodes
- Image and story, approx. 50-100 words
- The Spit Logo
- QR code
- 1 sided or 2 sided aluminium panel



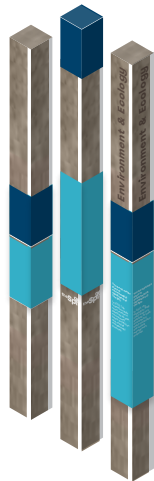
## INT IS<sub>4</sub> Interpretive Wall Mounted

- Approx. 1200mm high, 450mm wide
- Located at identified interpretation nodes
- Image and story, approx. 150-200 words
- The Spit Logo
- QR code
- 1 sided aluminium panel fixed to wall

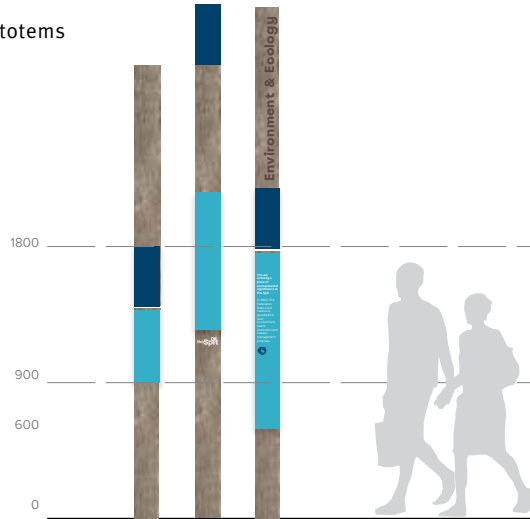


## INT TT Interpretive Totems

- Height varies, 2400-3600mm high, thickness varies.
- Can be arranged in a cluster with varying heights
- Located at identified interpretation nodes or along trails
- Image and story, approx. 150-200 words
- The Spit Logo
- QR code
- Structure to suit precinct, aluminium wrap around totems



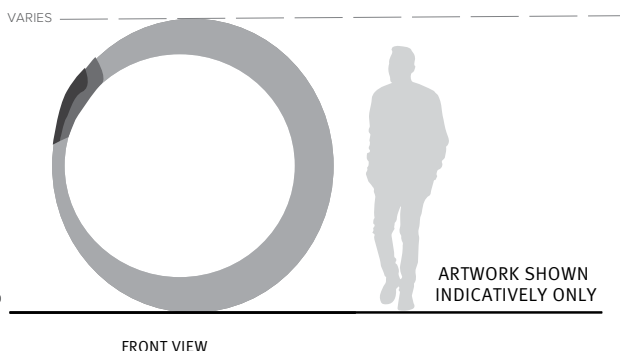
AXONOMETRIC VIEW



FRONT VIEW

## INT ART Interpretive Public Artwork

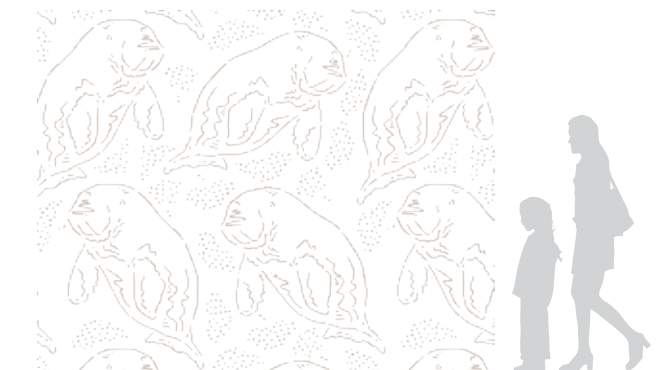
- Scale varies, subject to interpretation theme and artist
- Located at identified opportunity areas for public art in the public realm suitable for indigenous or other storylines
- Subject to development of the public art strategy for The Spit
- Image and story may be required in support of artwork
- The Spit Logo if required (may be on adjacent sign)
- QR code
- Structure and materiality subject to artist



FRONT VIEW

## INT MUR Interpretive Murals

- Sizes varies
- Located at identified opportunity areas typically in the public realm
- Can be applied to horizontal or vertical surfaces e.g. wall, ground, soffit etc.
- Image and story may be required in support of artwork or graphic
- The Spit Logo
- QR code
- Finish and design subject to authority for proposed location as required

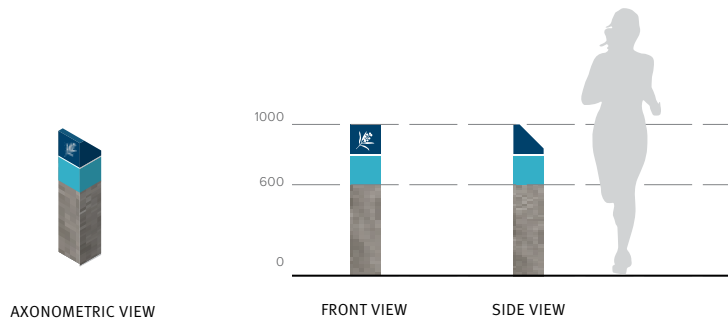


FRONT VIEW



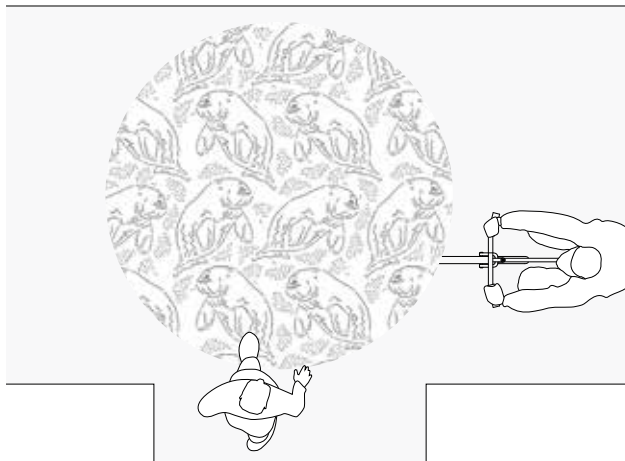
## INT TM Interpretive Trail Markers

- Typically 1000mm high
- Timber post, aluminium wrap
- Markers primarily used to track distances however may be included along key pathways such as the Broadwater path
- QR codes
- Can include small interpretive images and text, etchings on timber
- These can be further identified through simple trail maps locating markers across the precinct to encourage further exploration and interaction with the site



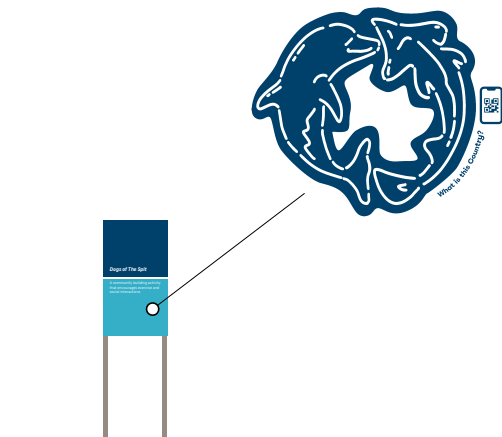
## INT GM Interpretive Ground Marking

- Size to suit each application
- Located at identified interpretation nodes/precinct entry points
- Graphic image
- Cast/sandblasted images into concrete path
- Painted surface
- Can provide additional brand identity context within precincts to enhance interpretive devices

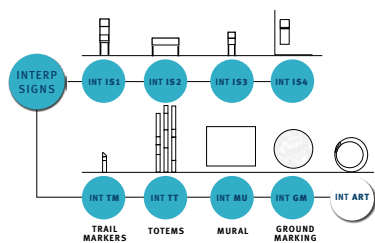


## QR Code Application

The specialty motif depicting a Gowondo – dolphin and Ngrang-wal – shovel nosed sand shark was developed as a potential digital application through the identity strategy for users to learn more about The Spit. Where appropriate it can be applied to the framework's signs.



# LOCATION PLANS



The Spit's collection of story themes, suggested devices and indicative locations detailed on pages 43 to 47 are illustrated across the following three full page maps. Map 1 covers master plan precincts: The Top of The Spit, Wave Break Island and northern extent of the Federation Walk Coastal Reserve. Map 2 covers master plan precincts: Muriel Henschman Park, the southern extent of the Federation Walk Coastal Reserve, Village Centre Sea World, Village Centre North and Philip Park. Map 3 covers master plan precincts Village Centre South and The Southern Gateway.

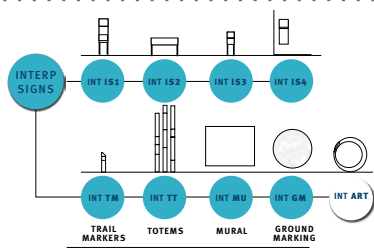
Story themes have been tied to relevant locations based on both indicative consultation and preliminary research and interpretation nodes and viewing points and actions and outcomes of the master plan.

- INT IS1 Interpretive Blade – Best suited for stories that require a larger allowance for images and word count in locations.
- INT IS2 Interpretive Freestanding Low – Best suited for stories that require a smaller allowance for images and word count in locations and can be used in a series for interrelated stories.
- INT IS3 Interpretive Freestanding Mid – Best suited where the stories respond to the outlook or surrounding environment to locations.
- INT IS4 Interpretive Wall Mounted – Best suited for stories that are specific to location/surrounding environment where the device can be affixed to existing built form.
- INT TT Interpretive Totems – Best suited for significant stories that need to acknowledge a group of events, people or things separately but as a collective.
- INT TM Interpretive Trail Markers – Best suited to lead to user along a journey.
- INT ART Interpretive Public Artwork – Best suited to celebrate major storylines in significant locations and may be used in conjunction with other devices to provide narrative.
- INT MUR Interpretive Murals – Best suited to tell a story within the built environment where there is a vertical wall or structure that the mural can be applied to.
- INT GM Interpretive Ground Marking – Best suited to concrete pathway in significant locations where the story can be told through a mural sand blasted into the surface.

# INTERPRETIVE DEVICES TOOLKIT



Refer to Case Study 1 for further detail

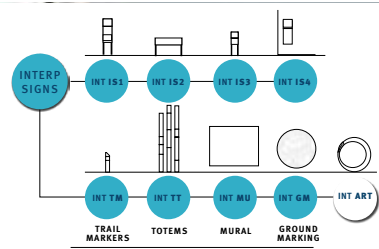




# INTERPRETIVE DEVICES TOOLKIT

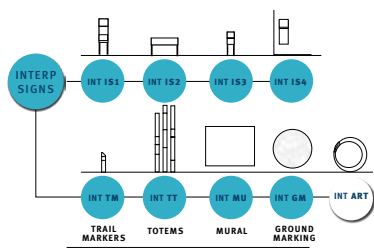


Refer to Case Study 1 for further detail



2

# INTERPRETIVE DEVICES TOOLKIT







# CASE STUDIES

Part C outlines two case studies illustrating application of the framework's toolkit in developing wayfinding and interpretive concept plans for projects at The Spit. These case studies provide a baseline for application of the elements. Further design development and ground truthing of these to be undertaken as part of the implementation process.

## Process

The following four step process was taken to create a wayfinding signage and interpretive device concept:

1

- Review and visit the area to understand the context, circulation and destinations.

2

- Locate key circulation decision points and destinations that require wayfinding signage.

3

- Refer to the interpretive framework map and storyline table to further understand proposed storyline locations and nominated devices.

4

- Apply wayfinding signage and interpretive devices across the case study area.

Two case study areas have been selected to showcase contrasting environments at The Spit.

## 1. Federation Walk Coastal Reserve

Federation Walk Coastal Reserve, is a largely natural area in the north eastern part of The Spit with a network of pathways that provide numerous access points to parks, beaches and destinations found in adjacent precincts.

Two master plan implementation projects are currently being undertaken in this area by City of Gold Coast under funding arrangements with State Government.

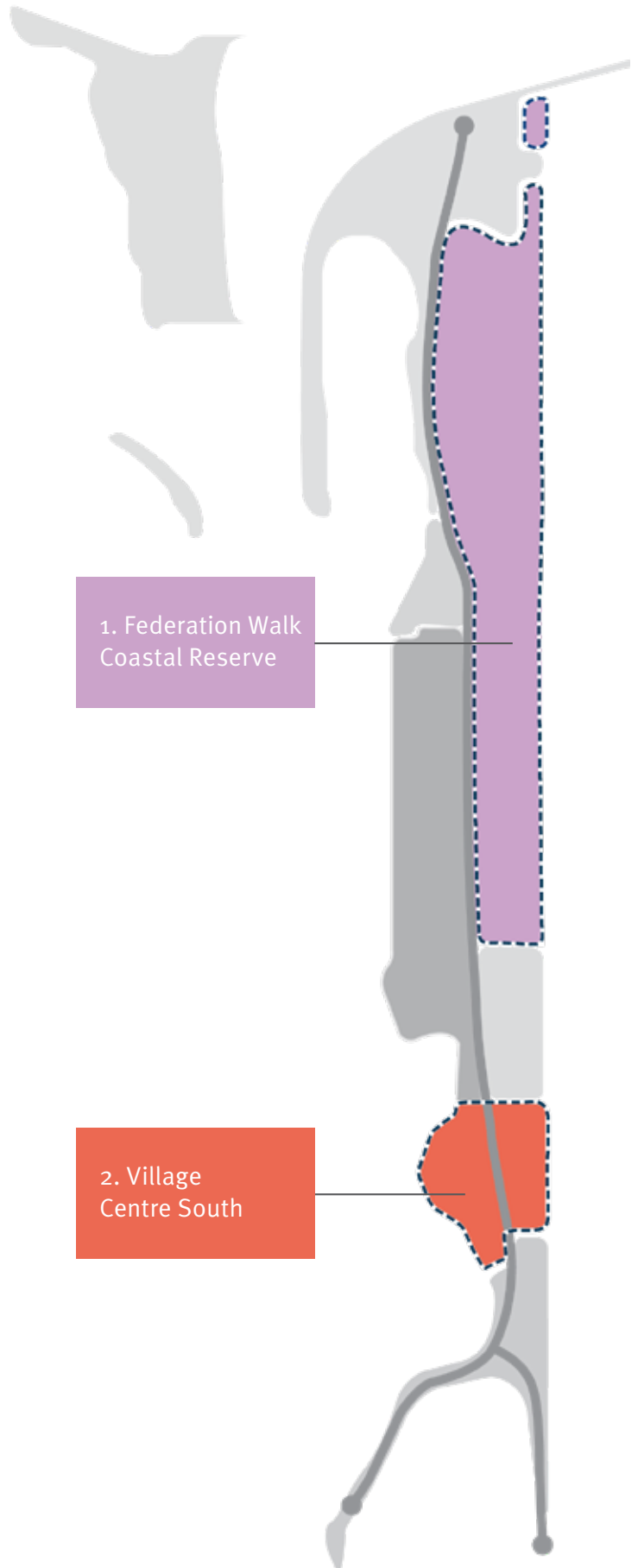
## 2. Village Centre South

The Village Centre South Development, is located in the southern part of The Spit, just north of the southern gateway. This urban development area features a new public plaza space that provides a strong east-west connection across Seaworld Drive.

Master plan implementation projects within this area are delivered by the private sector.

1. Federation Walk Coastal Reserve

2. Village Centre South



# 1. Federation Walk Coastal Reserve

## Outcomes

- Sign location plan with indicative wayfinding and interpretive sign types. This draws from the context provided in Part A.

**Understanding pathway connections to Federation Walk Coastal Reserve provides a distilled selection of directional signage so as not to overwhelm the pathways with information but provide guiding information at optimal locations.**

- Typical sign types for the case study area. A selection of these are extracted to form a typical user journey to highlight key sign types that users will see and interact with. This draws from the toolkits in Part B to establish suitable sign types and develop the graphic language.

**Throughout Federation Walk Coastal Reserve, interpretive devices are required to be sympathetic to the natural environment. A 'light touch' is required to convey the network of stories and educational opportunities in this precinct.**

### Legend

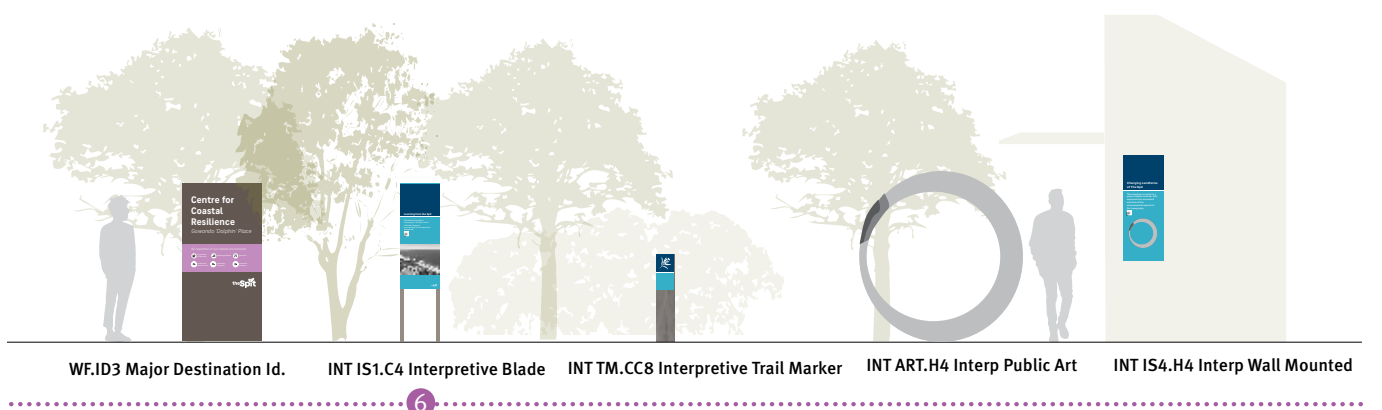
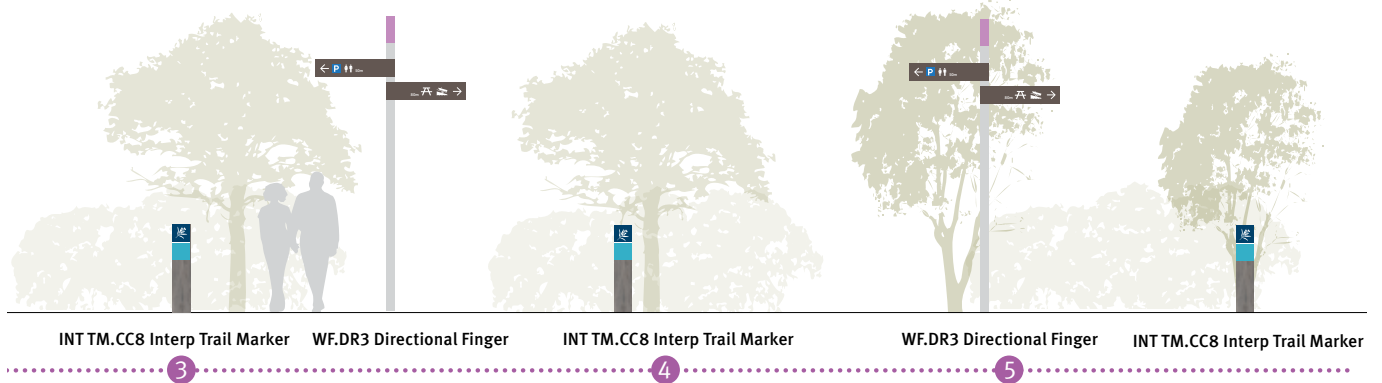
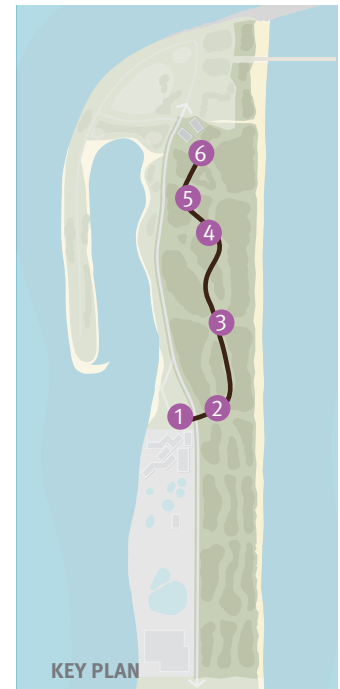
-  Interpretive Signage
-  Wayfinding Signage
-  Shared Path
-  Pedestrian Path
-  Proposed Boardwalk



## Typical Journey

This typical user journey is shown on the key plan and as a series of sign concept drawings using a numbered sequence.

The user travels by car along Seaworld Drive, parking at Muriel Henschman Park to cross over Seaworld Drive to enter Federation Walk Coastal Reserve. Following the pathway north, the visitor completes their journey at the Centre for Coastal Resilience.





## 2. Village Centre South Outcomes

- Sign location plan with indicative wayfinding and interpretive sign types.

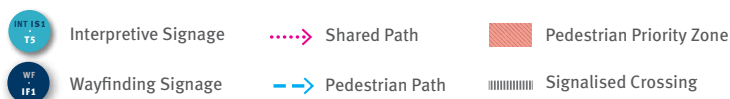
**The plaza is an urban pedestrian priority zone that provides a strong east-west connection within the revitalised Village Centre South.**

- Typical sign types for the case study area.

Urban plaza materiality provides opportunities to propose alternative secondary material e.g. concrete plinths to IF1 information nodes in some areas within the western plaza.



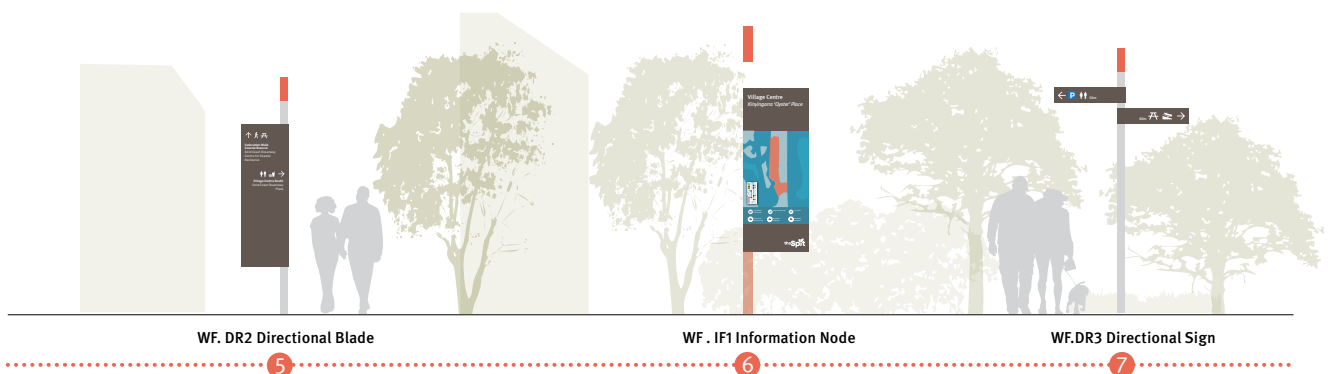
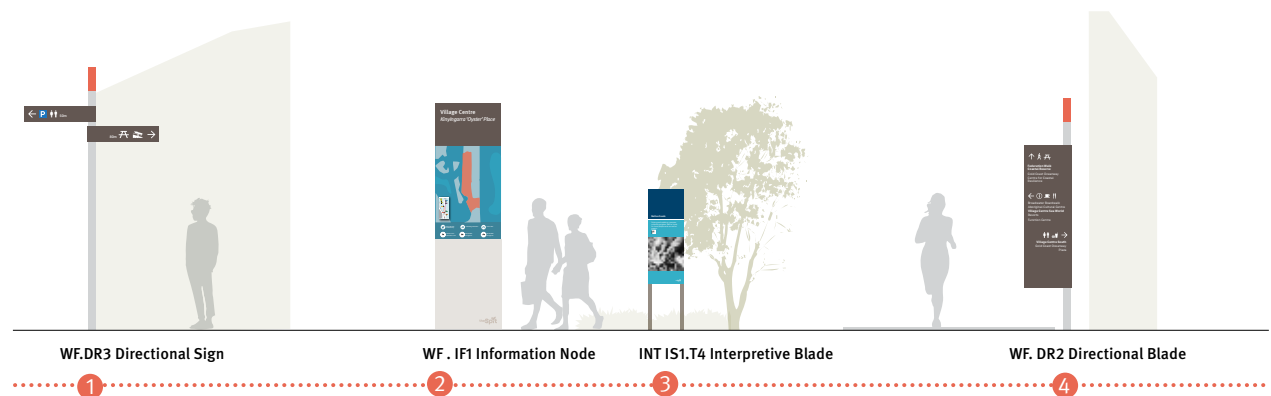
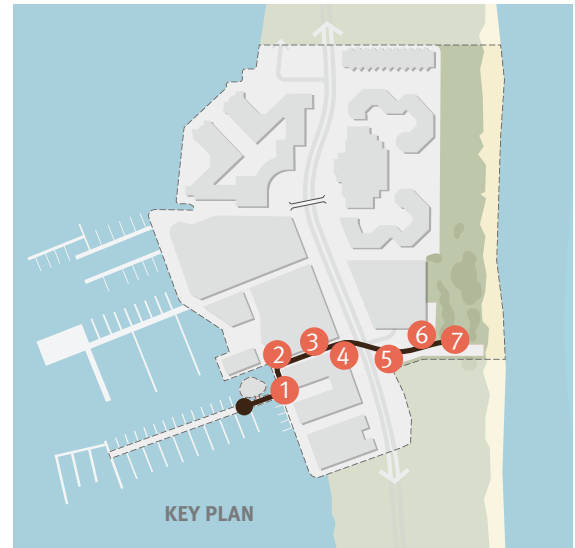
### Legend



## Typical Journey

This typical user journey is shown on the key plan and as a series of sign concept drawings using a numbered sequence.

**The user arrives at the village plaza at the new ferry terminal and travels through the plaza to cross over Seaworld Drive to access the beach via natural areas.**



## **The Spit Wayfinding and Interpretive Framework**

### **Department of State Development, Infrastructure, Local Government and Planning**

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