



# Wayfinding and Interpretive Signage Guidelines



The Department of State Development and Infrastructure

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Cover image: Büro North



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# Introduction



# INTRODUCTION TO SIGNAGE GUIDELINES

**Objectives**

The key objective of these guidelines is to establish a common visual language to promote user navigation and understanding across The Spit. A consistent presentation of information will ensure clarity of information and simplify user navigation and understanding across precincts.

This document is to be used by signage manufacture consultants commissioned by landholders including the State Government, Council or the private sector to identify the purpose, location, placement, design and procurement of all public external signage.

Use of guidelines for new signage should be undertaken in consideration of existing signage. The aim is to avoid excessive visual clutter, interface with regulatory information should be addressed by relevant authorities.

**Approach**

A modular kit of replaceable parts has been developed, which is robust and cost effective.

The signage system is highly flexible, allowing for the replacement of sign panels for ease of future maintenance.

**Strategy**

The wayfinding interpretation approach is based on the master plan document which covers the various precincts and zones within The Spit.

**Management of the Guidelines**

The Department of State Development and Infrastructure has developed these guidelines in conjunction with the City of Gold Coast and the Gold Coast Waterways Authority.

The relevant delivery agency engaged with for each project will be the point of contact for implementation of these guidelines.

**Purposes**

The Spit signage system consists of signs for:

- Precinct Identification
- Parking/Entry Identification
- Major Destination Identification including government funding acknowledgements
- Directional
- Facility Information
- Regulatory information
- Interpretive Information
- Mapping Information

These signage guidelines consist of eight sections:

**Section A: Introduction to Wayfinding**

A broad outline of the wayfinding strategy for The Spit is outlined. An example of typical user journey is given.

**Section B: Graphic Elements**

The system wide design and graphic elements include the brand mark, typefaces, colour strategy, pictograms, and graphic setouts.

**Section C: Sign Type Selection**

A complete pictorial overview of the sign type family and a sign type selection matrix that assists the user to select the appropriate sign type for its purpose and users e.g. pedestrian or vehicular.

**Section D: Wayfinding Specification**

This includes individual sign type specifications, colours, materials, finishes and indicative graphic setouts. This includes individual sign type construction and performance specifications, design drawings, materials, finishes and general installation instructions.

**Section E: Sign Type Selection Interpretive**

A complete pictorial overview of the sign type family and a sign type selection matrix that assists the user to select the appropriate sign type for its purpose and users.

For story graphic designs including artwork, please contact relevant delivery agency.

**Section F: Interpretive Specification**

This includes individual sign type specifications, colours, materials and finishes. This includes of individual sign type construction and performance specifications, design drawings, materials, finishes and general installation instructions. Story design graphic setouts are packaged separately including images and story text.

**Section G: Mapping**

This includes a set of updated maps - context maps and precinct maps that adhere to the requirements of The Spit branding and wayfinding master plan.

**Section H: Location plans**

This includes indicative locations for wayfinding and interpretive signage.

**Acknowledgements**

The Spit commissioned the Signage Strategy in 2023 to streamline the signage design and manufacture process, as well as provide technical specifications.

**Design**

The design and development for this package has been undertaken by Büro North.

For further consultation, including artwork and construction queries please contact:

**Büro North**

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Australia

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W buronorth.com



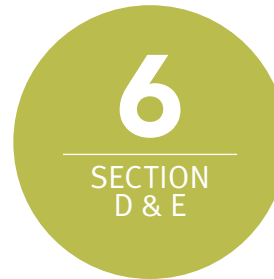
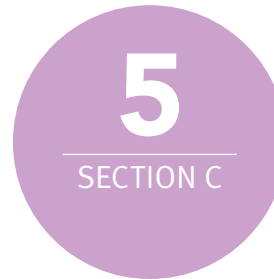
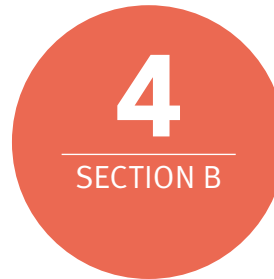
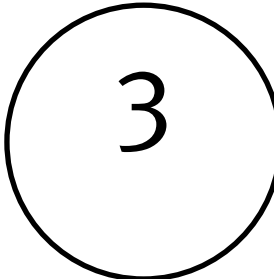
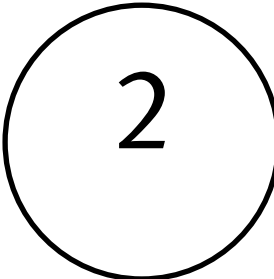
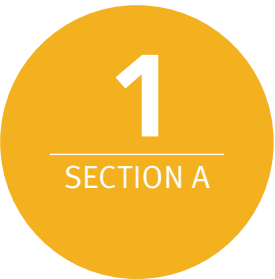
**The Spit Master Plan Implementation**

For further consultation, including interpretive story content please contact:

E thespitmasterplan@dsdilgp.qld.gov.au



# STEPS APPROACH TO USING THESE SIGNAGE GUIDELINES



**REFER WAYFINDING STRATEGY.**

This will aid with determining an appropriate location within the The Spit:  
Refer to the relevant existing and proposed circulation pathways and typical user journey, in Section A, to ascertain if the sign location is in keeping with the wayfinding strategy.

Refer p7

**SELECT THE USER.**

Vehicular, or Pedestrian

**SELECT THE PURPOSE.**

Select one or a combination of the categories below:  
Precinct Identification  
Parking/Entry Identification  
Major Destination Identification  
Directional  
Facility Information  
Regulatory information  
Interpretive Information  
Mapping Information

**SELECT PLACE BASED COLOUR & LOGO.**

Use the precinct overview map to determine place based colour palette.

Refer p9

**REFER TO GRAPHIC ELEMENTS AND MATERIALS.**

Brandmark  
Place Based Colour & Logo  
Funding Acknowledgement Requirements  
Typography  
Pictograms  
Arrow Hierarchy  
Materials Schedule

Refer p15

**SELECT THE SIGN TYPE.**

Use the Sign Type pages to match the appropriate sign type with the nominated purpose and user.

**Sign Types:**

**Wayfinding - refer p24**

**Interpretive - refer p25**

**REFER TO THE GRAPHIC SETOUT.**

Refer to the relevant sign type graphic set out and apply the required messaging as per the indicative examples and guidelines shown.

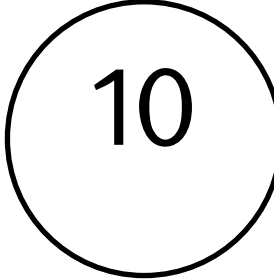
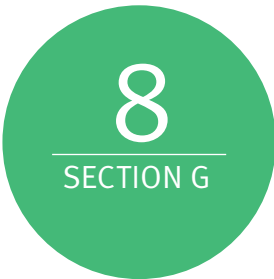
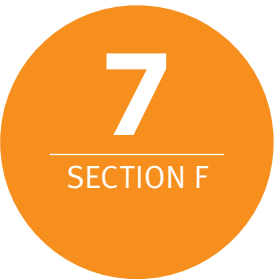
**Sign Types:**

**Wayfinding - refer p26**

DR1 Vehicular Directional p27  
ID2 Precinct Identification p28  
IF1 Information Node p29  
ID3 Major Destination ID p30  
DR2 Directional Blade p31  
DR3 Directional Finger p32  
DR4 Directional Wall p33  
TM Trail Markers p39

**Interpretive - refer p34**

IS1 Interpretive Blade p35  
IS2 Interpretive Freestanding Low p36  
IS3 Interpretive Freestanding Mid p37  
IS4 Interpretive Wall p38  
TM Trail Markers p39  
TT Interpretive Totem p40  
GM Ground Markers p42



**IF1 INFORMATION NODE REFER TO MAP DESIGNS.**

Refer to the relevant heads up precinct and context maps.

**Map Types:**

**Precinct map - refer p45**

**Context maps - refer p47**

**REFER TO TYPICAL SIGN TYPE CONSTRUCTION DRAWINGS.**

Construction drawings for construction, installation and size requirements.

Refer p55

**REFER TO LOCATION PLANS.**

Refer to the location plans for the indicative locations of wayfinding and interpretive sign type.

**Sign Types:**

**Wayfinding - refer p65**

**Interpretive - refer p69**

**AGENCY APPROVAL PROCESS.**

Refer to project specific approval procedures with delivery agency.



# A. Introduction to Wayfinding



# INTRODUCTION TO WAYFINDING

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

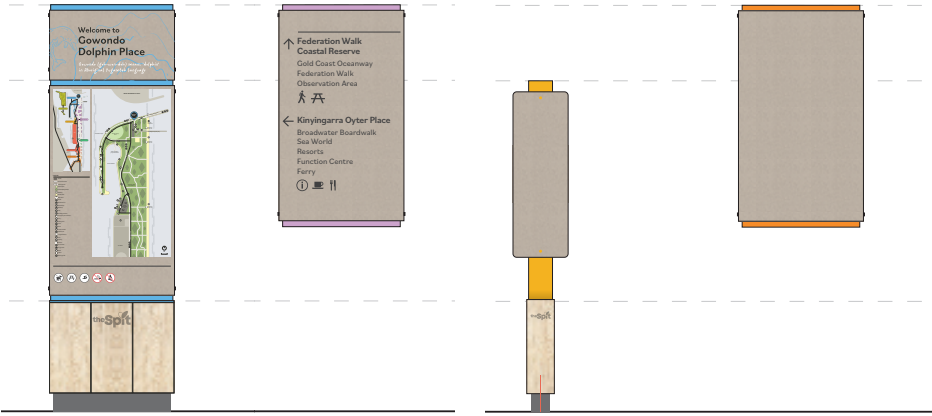
There are two components that make up the information delivery strategy for The Spit.

1. Wayfinding Signage

2. Interpretation Signage

Both the wayfinding and interpretation signage approach will play a key role in providing consistent and reliable information across the precinct, while delivering on the master plan’s aims and objectives.

The wayfinding and interpretation response to The Spit’s master plan vision is outlined in the following table.

		
Master Plan Vision	Wayfinding Response	Interpretation Response
Growing a Green Peninsula	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.
Linking Experiences	Create a signage network that responds to key circulation connections throughout The Spit	A consistent suite of interpretive signage that respond to the context and connectivity through the public realm.
Promoting Tourism & Recreation	Provide clear wayfinding that supports the leisure and recreational offerings at The Spit.	Interpretive responses throughout the precincts supports networks of discovery, play and engagement.
Connecting to the City	Respond to the implementation of new connections and entries, visitor capacities and travel behaviours.	A network of stories that considers the changing user. Locations for signage responds to the destination hierarchy.
Making Places and Cultural Connections	Preserve Traditional Owner language by incorporating place naming where appropriate.	Honour the rich network of shared cultural experience in history that have contributed to shaping communities and places on The Spit.
Opening the Gateway to the Gold Coast	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 varying marine environments.

# PRECINCT OVERVIEW

The Spit master plan encompasses the northern tip of Gold Coast’s Main Beach and is a 201-hectare peninsula of land shaped by the surrounding waters of the Broadwater, the Gold Coast Seaway and the Pacific Ocean.

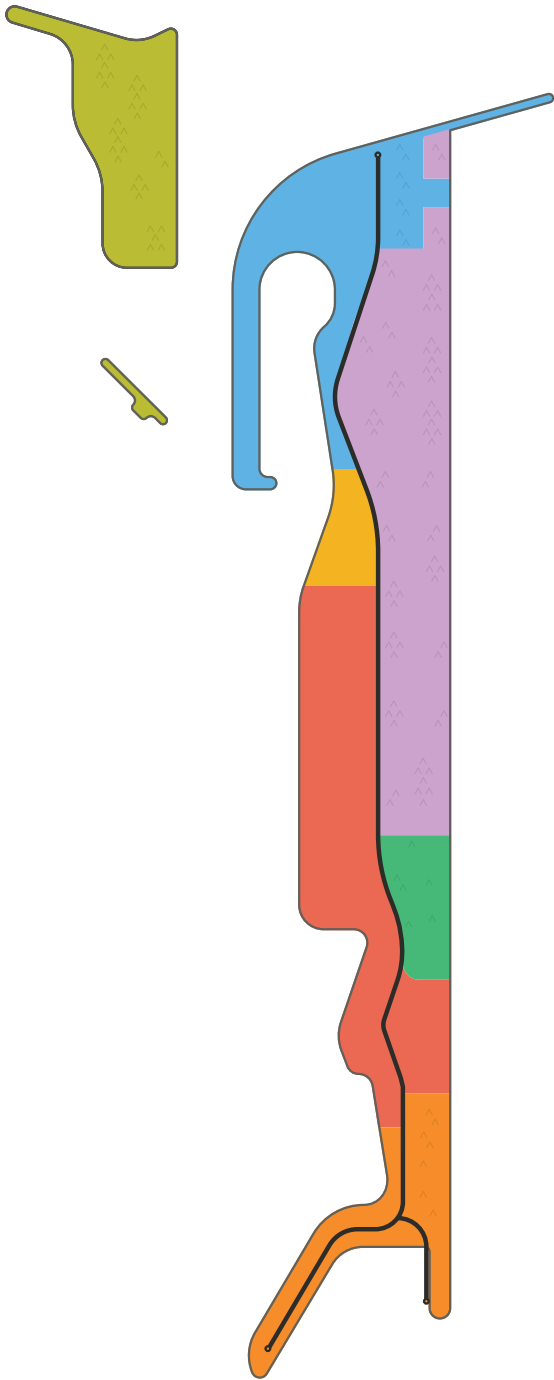
Public destinations consist of urban and natural areas, tourist locations and recreation businesses and are categorised through the precinct identity strategy.

The precinct identity strategy is based on two defining elements:

- 1. Place based colour
- 2. Place based logo

Seven colours and logos have been selected which identify with places and animals. They have been tied to the Yugambeh word for each animal.

These place based elements are used as accents on sign panels or structural elements within each specified zone of The Spit master plan.



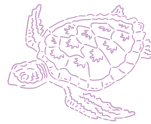
## Booangun Curlew Place

- Wave Break Island
- Curlew Island



## Gowondo Dolphin Place

- Marine Stadium
- Marine Stadium Jetty and Pontoon
- Doug Jennings Park
- Moondarewa Spit
- Seaway Promenade



## Bubayeh Turtle Place

- Federation Walk Coastal Reserve
- Gold Coast Oceanway
- Federation Walk



## Yungunn Dugong Place

- Muriel Henchman Park
- Vessel Launching Area
- Volunter Marine Rescue
- Surf Life Saving Queensland



## Kinyingarra Oyster Place

- Sea World
- Gold Coast Oceanway
- Resorts



## Eugari Pippie Place

- Philip Park



## Meringimpa Eagle Place

- Hollindale Park
- Naval Memorial Park
- Southport Yacht Club
- Jack Gordon Park
- Proud Park



# MESSAGE STRATEGY

Signs are read in blocks with the viewer’s eye quickly scanning through for a recognisable destination. Sign messaging needs to be kept brief and in plain, consistent English. This assists the reader to scan the sign and select the relevant piece of information. In order to make all signs consistently useful to users, there are certain rules to adhere to when providing written information on signage:

- Use plain English in the shortest sentences possible;
- Limit the use of capitals to the start of a line, warnings and place names only;
- The use of upper and lower case lettering will improve distance readability and help layer the hierarchy of information between direction and warning information;
- Do not use punctuation in titles, place names or directional text. In general, punctuation should only be used in body text;
- Have only one idea per line;
- Text should be left aligned - exceptions being right hand side directional messages;
- Group similar ideas and messages together;
- Limit the number of messages on signage; and
- Text and graphic messages on signs should be unambiguous. For instance, when directions are given to two public toilets, each must include an element of differentiation (e.g. ‘Park Name’ Toilets and ‘Street Name’ Toilets).

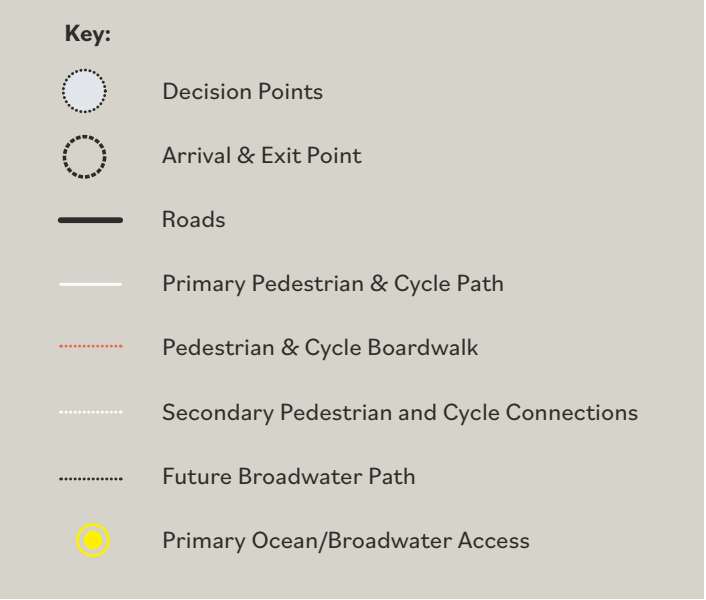
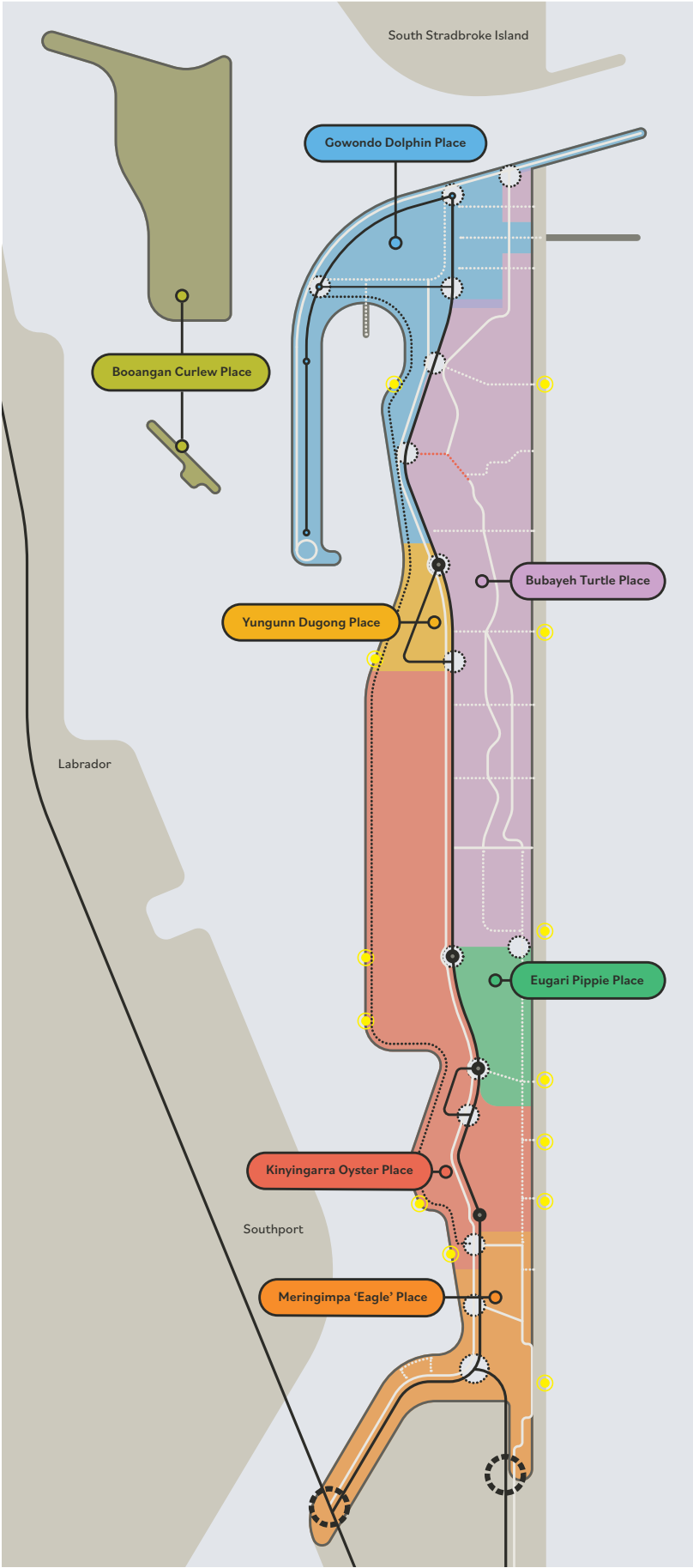
**TERMINOLOGY:**

Consistent terminology - especially the establishment of naming conventions  
- provides locals and visitors with confidence when using signage. This principle is particularly important for directional signage, identification signage and maps.

# CIRCULATION – CYCLIST & 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 key locations for interpretive signage.

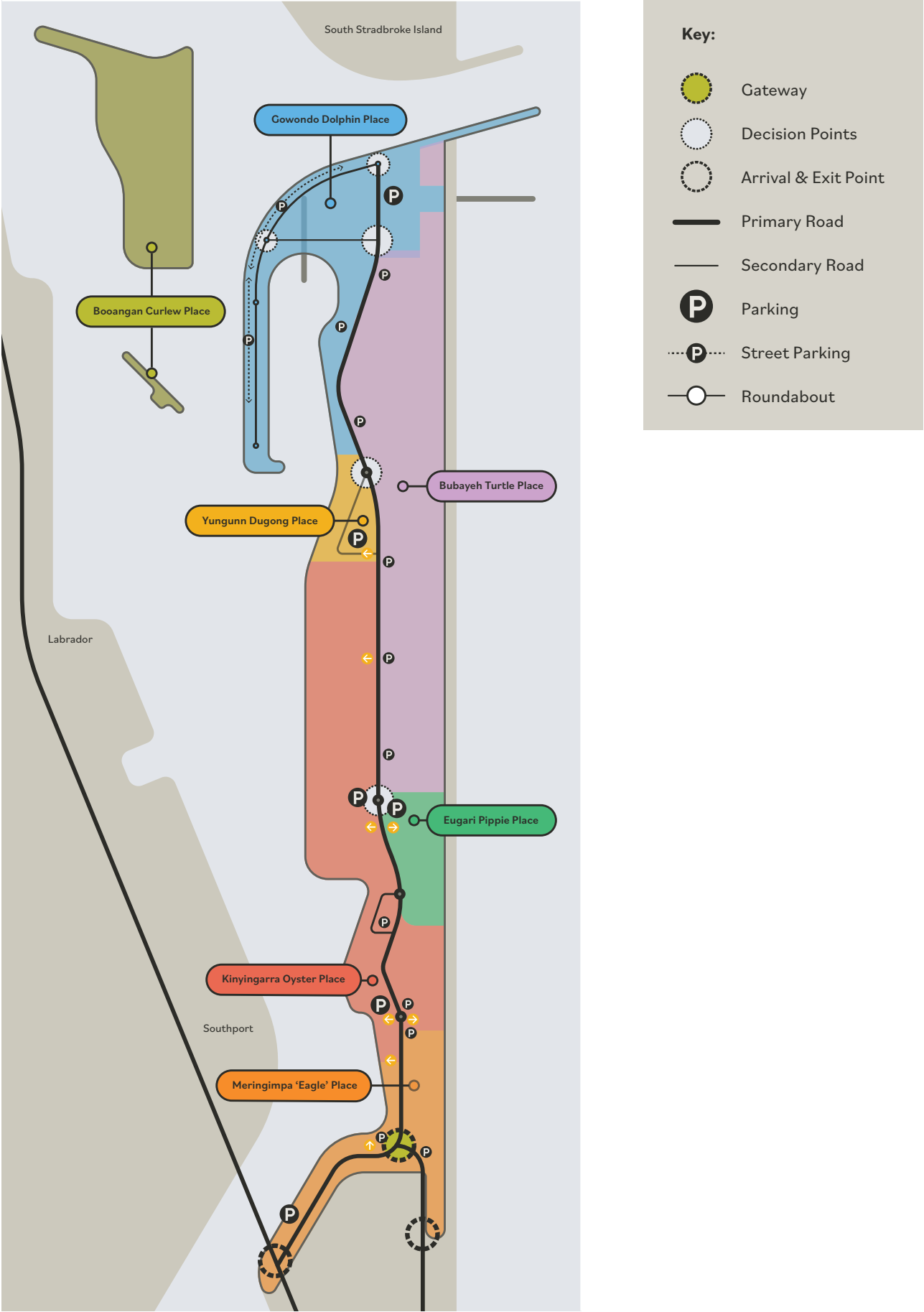


# CIRCULATION – VEHICULAR TRANSPORT

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 also 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 will support easy identification of major destinations.

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.



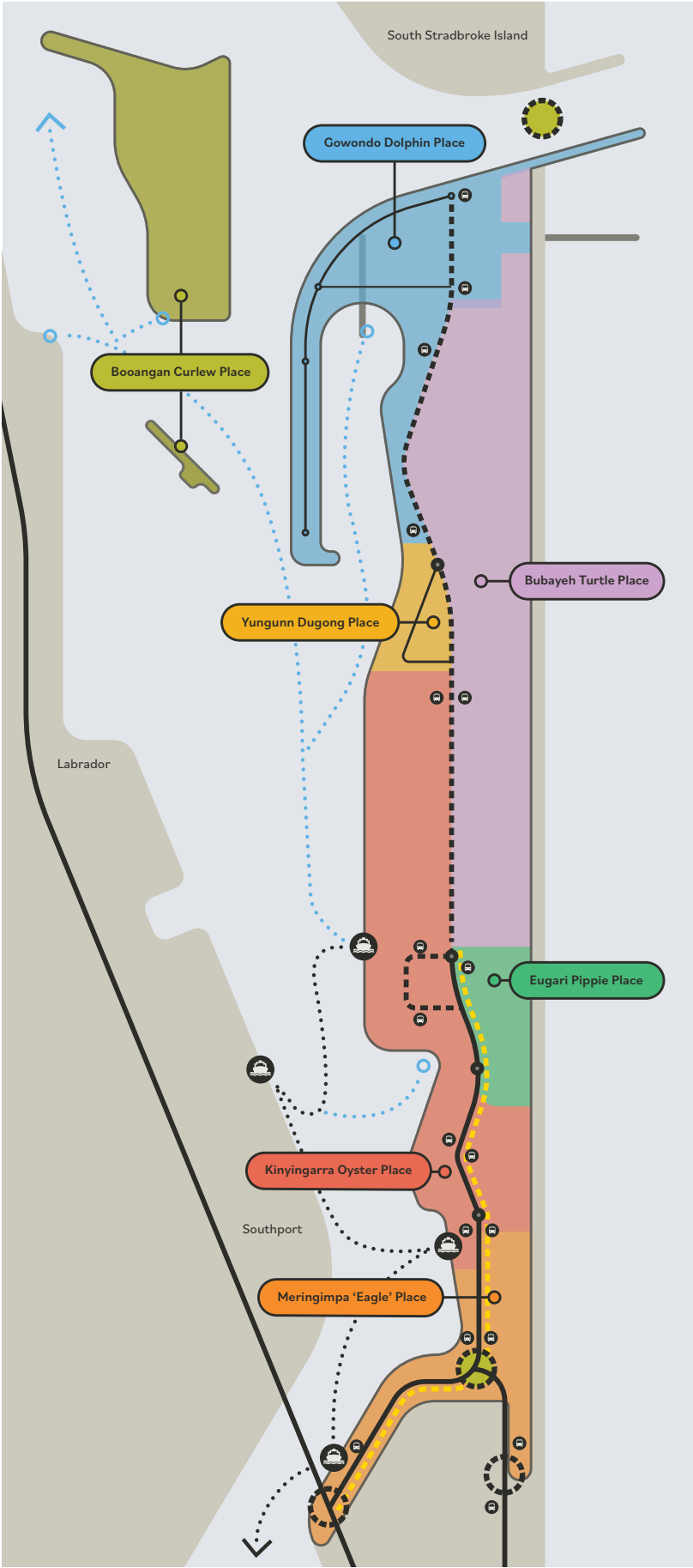


# CIRCULATION – PUBLIC TRANSPORT

Current public transport services to The Spit includes bus and ferry. Future network plans proposed by the master plan includes the extension of bus services across the precinct and 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.



**Key:**

- Ferry Service And Stops
- Future Ferry Service And Stops Events And Weekends
- Existing Bus Route And Bus Stops
- Proposed Shuttle Bus Route And Stops
- Provision For Light Rail
- Arrival And Exit Point
- Gateway

# TYPICAL USER JOURNEY

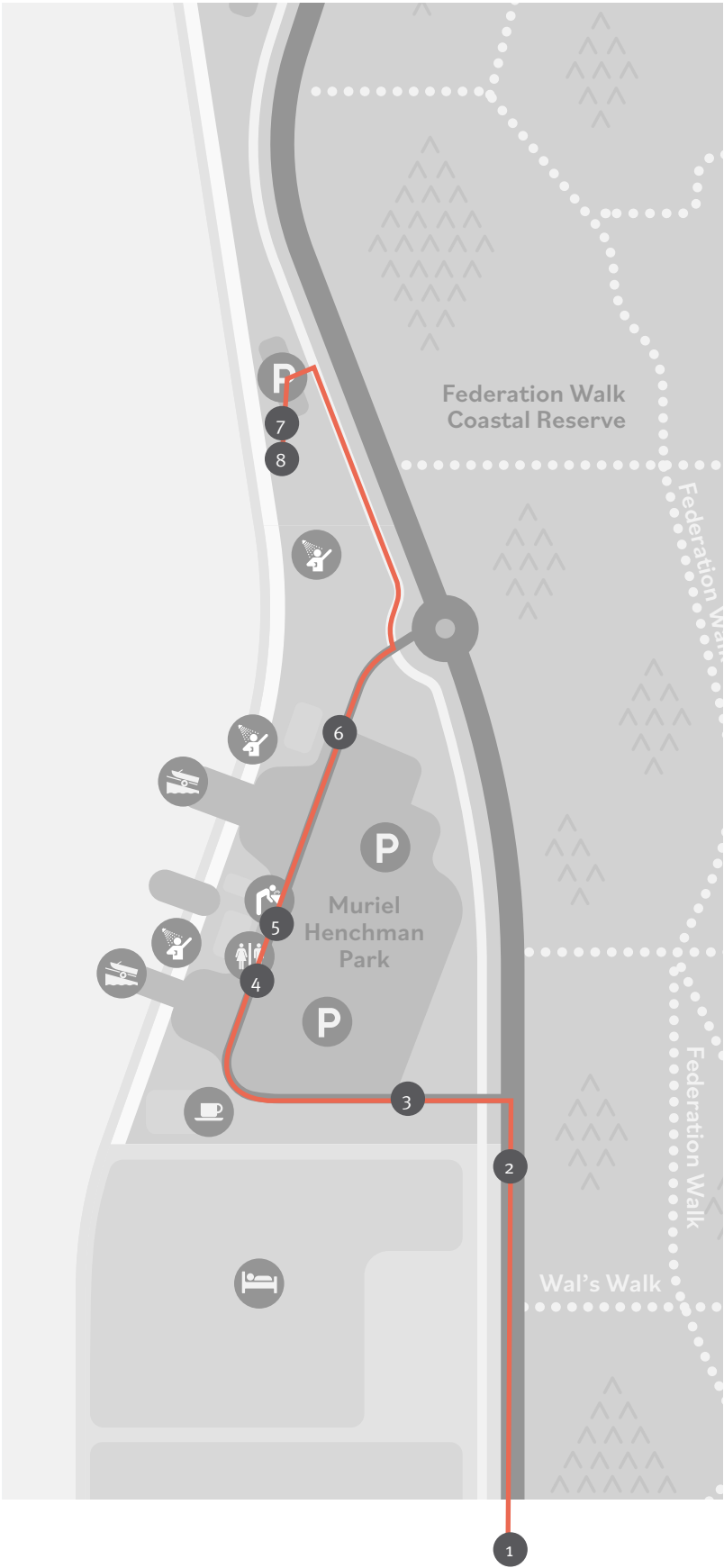
**Vehicular user approaching the site:**

- 1. Arrival at The Spit via the Southern Gateway.
- 2. Vehicular directional confirms directions to precincts and destinations within precinct.
- 3. User arrives at a major destination. Confirm arrival at precinct. (Users arriving by vehicle will proceed to parking and at this point become pedestrians).

**Pedestrian user within site:**

**Pedestrians arriving at the precinct also make use of the vehicular signage at points 1–3.**

- 4. User seeks route information via information node. User information at the precinct arrival area is required including a map of the entire site.
- 5. User moves north of the site, engaging with Interpretive signage providing enhanced informational experience within the precinct.
- 6. Interpretive freestanding signage provides enhanced navigational and informational experience within the precinct.
- 7. Interpretive signage provides enhanced informational experience within the precinct.
- 8. User confirms arrival at destination.



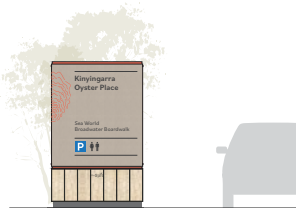
**ID1 - The Spit Identification**

- 1 Arrival at The Spit via the Southern Gateway



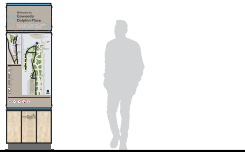
**DR1 - Vehicular Directional**

- 2 Confirms directions to precincts and destinations



**ID2 - Precinct Identification**

- 3 Confirms arrival at precinct



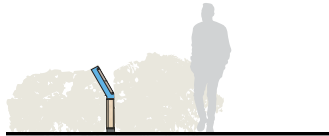
**IF1 - Information Node**

- 4 Provides user information at precinct arrival area



**IS1 - Interpretive Blade**

- 5 Provides interpretive information to enhance user experience



**IS2 - Interpretive Freestanding**

- 6 Provides interpretive information to enhance user experience



**IS1 - Interpretive Blade**

- 7 Provides interpretive information to enhance user experience



**8 - Destination**



# **B. Graphic Elements & Materials**



# BRANDMARK

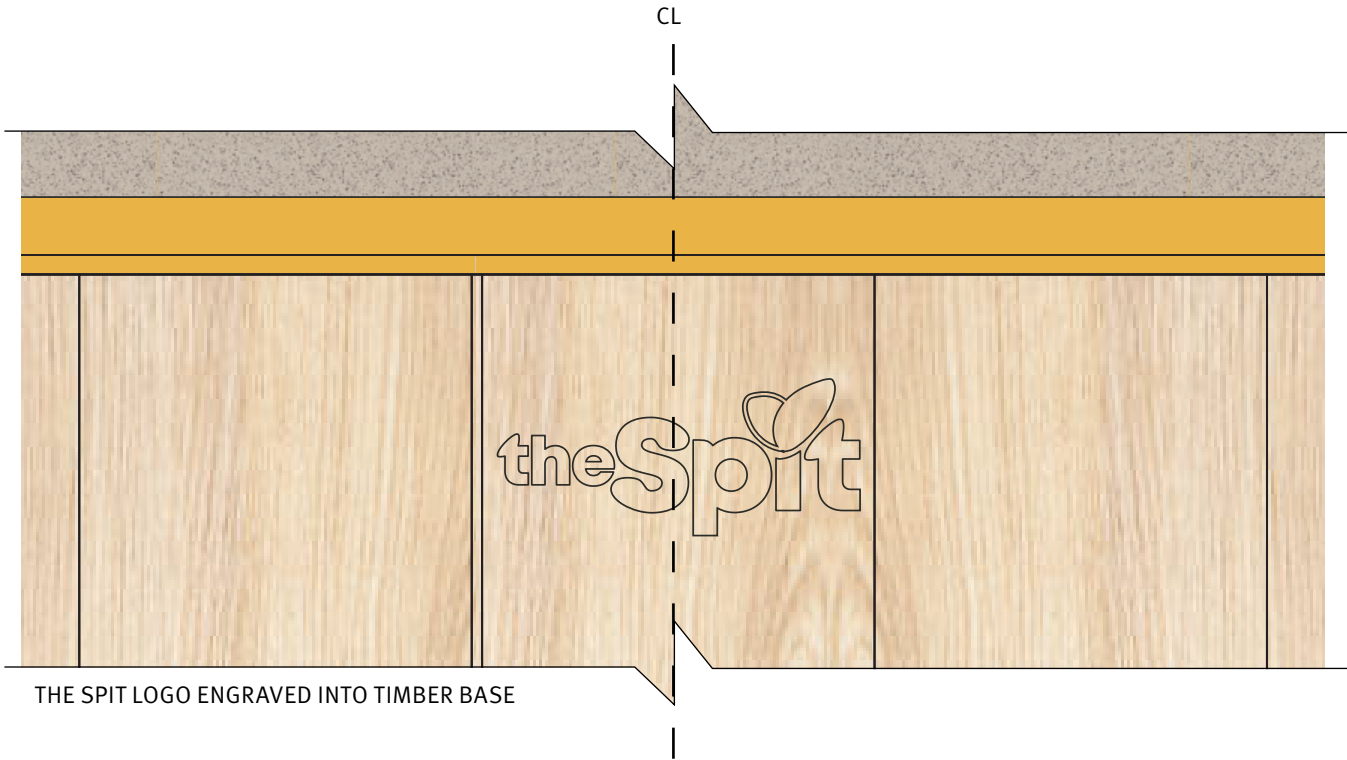
**Mono Brandmark**

Mono logos are used when the primary logo doesn't aesthetically fit the composition or when printing colours are limited.

Wherever possible, The Spit logo should be surrounded by a minimum clear space area. The area is defined by using the height of the 'h' on all sides of the logo.



THE SPIT MONO LOGO



THE SPIT LOGO ENGRAVED INTO TIMBER BASE

# PLACE BASED COLOUR

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

Seven colours have been selected which identify with places and animals. They have been tied to the Yugambeh word for each animal.

						
<b>PANTONE 7744 C</b> Booangun Curlew Place	<b>PANTONE 2915 C</b> Gowondo Dolphin Place	<b>PANTONE 257 C</b> Bubayeh Turtle Place	<b>PANTONE 7409 C</b> Yungunn Dugong Place	<b>PANTONE 7416 C</b> Kinyingarra Oyster Place	<b>PANTONE 7479 C</b> Eugari Pippie Place	<b>PANTONE 715 C</b> Meringimpa Eagle Place

# PLACE BASED LOGO

Place based logos are used throughout all collateral when associating with identity and place.

Animals are required to face towards the centre of the sign. i.e. animal on the left side of a sign faces right. Animal on the right side faces left. Images may be mirrored.

						
<b>Left facing</b>						
						
<b>Right facing</b>						

# FUNDING ACKNOWLEDGEMENT REQUIREMENTS

Major destination signage delivered for a Queensland Government funded project must include the following acknowledgement:

“Proudly funded by the Queensland Government.”

If there is more than one funding contributor and whereby the Queensland Government is the greater funding contributor, the acknowledgement must include the Queensland Government first and then name each contributor in order of the value provided:

“Proudly funded by the Queensland Government in association with <other contributor name> and <other contributor name>.”

If there is another body contributing a greater funding amount in comparison to the Queensland Government, the acknowledgement must include the Queensland Government following that body’s name and then name each other contributor in order of the value provided:

“Proudly funded by <other contributor name> and the Queensland Government in association with <other contributor name>.”

Government Crest is required to appear on the lower right of the graphic bounding and be base aligned with contributor logos.



**OPTION 1: STYLISTED TWO-LINE  
SIDE-STACKED LOGO MONO BLACK  
(PREFERRED)**

Minimum size 20mm  
Minimum clearance zone: width of shield



**OPTION 2: ONE-LINE STACKED LOGO**

Preferred when displayed alongside the Australian Government logo for jointly funded projects.

# TYPOGRAPHY

Font Selection

The chosen typeface for the signage system is Bilo. Bilo has smooth curves and harmoniously progressing rounds. It has been chosen for its ease of legibility.

The following weights are used throughout the system:

Bilo Regular

Bilo Medium

Baligo has been selected for use in the interpretive suite.

Fonts can be purchased from:  
<https://fonts.adobe.com/fonts>

Display Medium – 150pt

Aa

Bilo Medium

The Spit  
AaBbCcDdEeFfGgHhIijjKkLl  
MmNnOoPpQqRrSstUuVvW  
wXxYyZz1234567890&%\$@?

Bilo Regular

The Spit  
AaBbCcDdEeFfGgHhIijjKkLl  
MmNnOoPpQqRrSstUuVvW  
wXxYyZz1234567890&%\$@?

Baligo Regular

The Spit  
AaBbCcDdEeFfGgHhIijjKkLl  
MmNnOoPpQqRrSstUuVvW  
wXxYyZz&%\$@?



PICTOGRAMS

International pictograms are to be used as they are universally recognised and understood by the locals and international tourists.

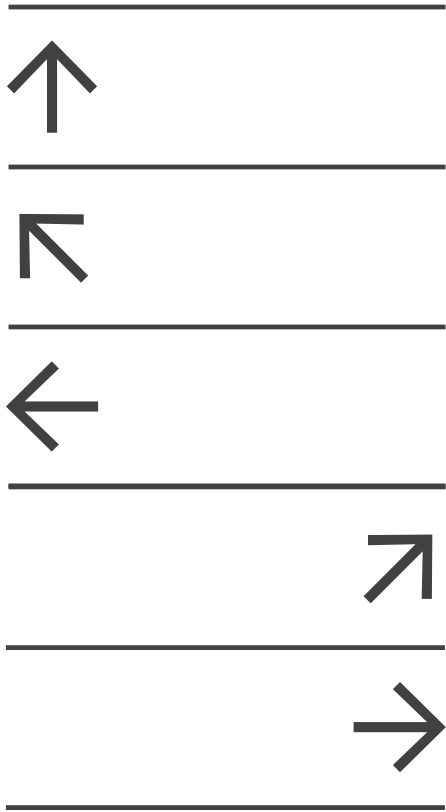
For additional pictogram requirements please contact Büro North.

								
A01 Left	A02 Up left	A03 Up	A04 Up right	A05 Right	P01 Pedestrian / Walking Track	P02 Bike Path / Cyclists	P03 Vehicular	P04 Bus Stop
								
P05 Taxi	P06 Ferry	P07 Information	P08 Parking	P09 Accessible Toilet / Path	P10 Unisex Toilet	P11 Shower	P12 Bubbler	P13 Playground
								
P14 Picnic	P15 Barbeque	P16 Cafe	P17 Food	P18 Shopping	P19 Scenic Spot	P20 Dogs Permitted	P21 Dogs Permitted on Leash	P22 Boat Ramp
								
P23 Boat Launch	P24 Kayaking	P25 Windsurfing	P26 Scuba	P27 Surfing	P28 Sailing	P29 Fishing	P30 Swimming	P31 Medical / First Aid
								
P32 No Smoking	P33 No Pets	P34 No Skateboards	P35 No Fires	P36 Emergency Access Stairs	P37 Pavilion	P38 Hotel	P39 Lifeguards	P40 Patrolled Beach

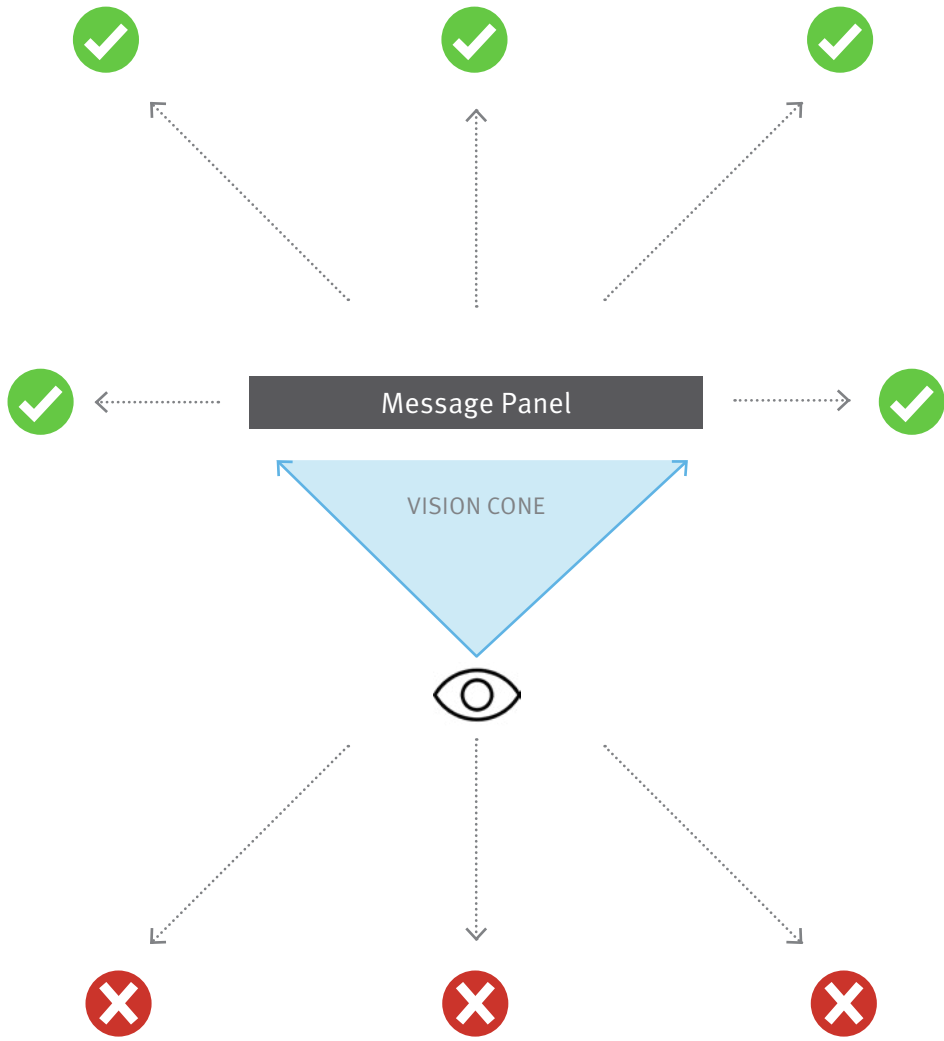
# ARROW HIERARCHY

The following hierarchy should be applied when listing destinations on signs. The sequence of messages on directional signs varies based on the destinations direction within the message.

Accessible pictograms must point to the direction of travel. Refer to the adjacent diagrams for details.















Arrows are to be arranged in this hierarchy



This shows directions that can be included on a sign panel. Sign messages should never direct behind the viewer.

# MATERIALS SCHEDULE

Colours to match The Spit precinct colours and architectural finishes. Final colour specifications to be confirmed by submitting samples for approval by the project team.

Swatch	Description	Paint (PT)	Vinyl (VN)	Powder Coat (PC)	Special (SP)	Timber (TI)	Notes
	01 90% Black	PT.01 90% Black	VN.01 Avery Denison Black Matt 921	PC.01 90% Black	SP.01 Pantone 426CP C81 M67 Y55 K83	–	
	02 White	–	–	PC.02 White	–	–	
	03 Stone	–	–	PC.03 Dulux Duratec Elements Stone Flat 9E23245F	-	-	Direct digital printing and self-adhesive vinyl finished with satin 2 pack clearcoat
	04 Timber	–	–	-	–	TI.04 Spotted Gum Timber	Finished with 3 coats of Sikkens Cetol Marine Natural Recoat as required
	05 Gowondo Blue	PT.05 2 Pack paint to match Pantone 2915C Satin Finish	VN.05 3M Peacock Blue 77	–	SP.05 Pantone 2915C C58 M14 Yo Ko	–	
	06 Kinyingarra Red	PT.06 2 Pack paint to match Pantone 7416C Satin Finish	VN.06 Avery 748 Tomato Red	–	SP.06 Pantone 7416C C3 M73 Y70 Ko	–	
	07 Yungunn Yellow	PT.07 2 Pack paint to match Pantone 7409C Satin Finish	VN.07 Avery 86201 Signal Yellow	–	SP.07 Pantone 7409C C3 M32 Y98 Ko	–	
	08 Eugari Green	PT.08 2 Pack paint to match Pantone 7479C Satin Finish	VN.08 Avery 970 Bottle Green		SP.08 Pantone 7479C C70 Mo Y72 Ko	–	
	09 Meringimpa Orange	PT.09 2 Pack paint to match Pantone 715C Satin Finish	VN.09 3M Light Orange 54	–	SP.09 Pantone 715C Co M54 Y94 Ko	-	
	10 Booangun Light Green	PT.10 2 Pack paint to match Pantone 7744C Satin Finish	VN.10 Avery Dennison 700 714-02 Green Yellow	–	SP.10 Pantone 7744C C32 M15 Y100 Ko	–	
	11 Bubayeh Pink	PT.11 2 Pack paint to match Pantone 257C Satin Finish	VN.11 Mactac 985932 Lilac	–	SP.11 Pantone 257C C18 M39 Yo Ko	–	
	12 Charcoal	–	–	PC.12 Dulux Duratec Zeus, Timberland, Satin (90z7315s)	–	–	



# C. Sign Type Selection

# WAYFINDING SIGN TYPES

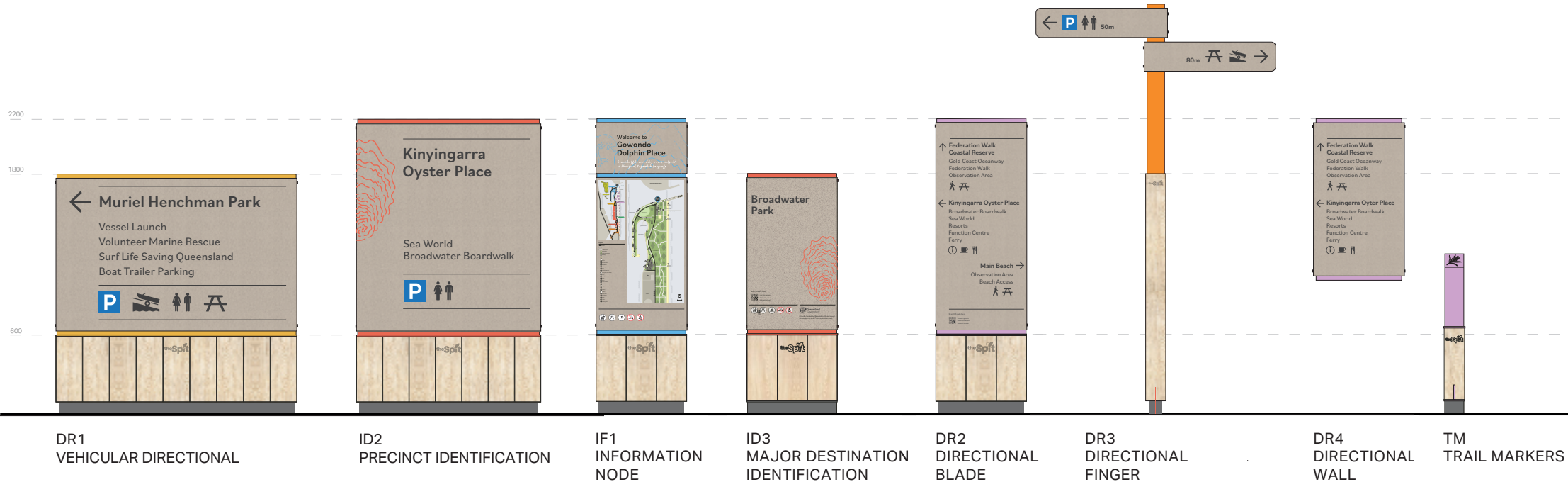
This is the range of wayfinding elements required across The Spit.

This family of signage elements 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.

**Note:**  
Content used throughout sign types is purely a representation of potential. Colours used represent the specific sign type in relation to the allocation within its precinct. Not all precincts contain all sign types.



SIGN PURPOSE	Major Destination Directional	Precinct Identification	Precinct Identification, Directional	Major Destination Identification	Directional (All destinations)	Directional (Secondary destinations)	Directional (All destinations)	Trail Identification, Directional
INFORMATION	Directional	Identification	Identification, Mapping, Directional and Regulatory	Identification, Regulatory, QR Code and Funding Acknowledgement	Directional and QR Code	Directional	Directional	Directional
SELECTION REQUIREMENTS	Located along the road prior to precinct entry/ parking	Located at precinct entry/arrival point	Located at pedestrian arrival and gathering points	Located at major destinations	Located at pedestrian arrival and gathering points	Located at pedestrian decision points	Located at pedestrian decision points	Primarily used to track distances, may be included along key pathways such as Federation Walk



# INTERPRETIVE SIGN TYPES

This range of interpretive elements have been developed to provide opportunities for users to learn and connect across a variety of places, enhancing their experience, appreciation and understanding of The Spit.

The designs of the 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.

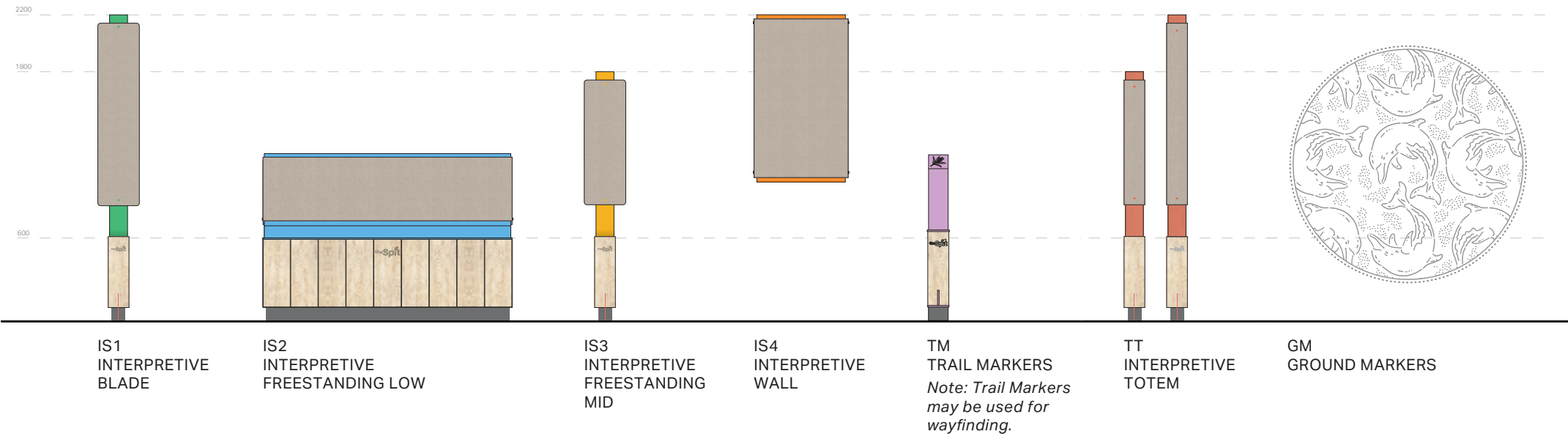
Where public artwork is commissioned as part of place activation, the accompanying signs will include at the minimum the title, artist, description, materials, creation date and opportunities for dual language where appropriate.

The guidelines propose a suite of wayfinding signs and interpretive devices intended to replace equivalent items currently in the public spaces of The Spit over time.

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

**Note:**  
Story graphic design set out by others. For interpretive story content please contact:  
E [thespitmasterplan@dasilgp.qld.gov.au](mailto:thespitmasterplan@dasilgp.qld.gov.au)

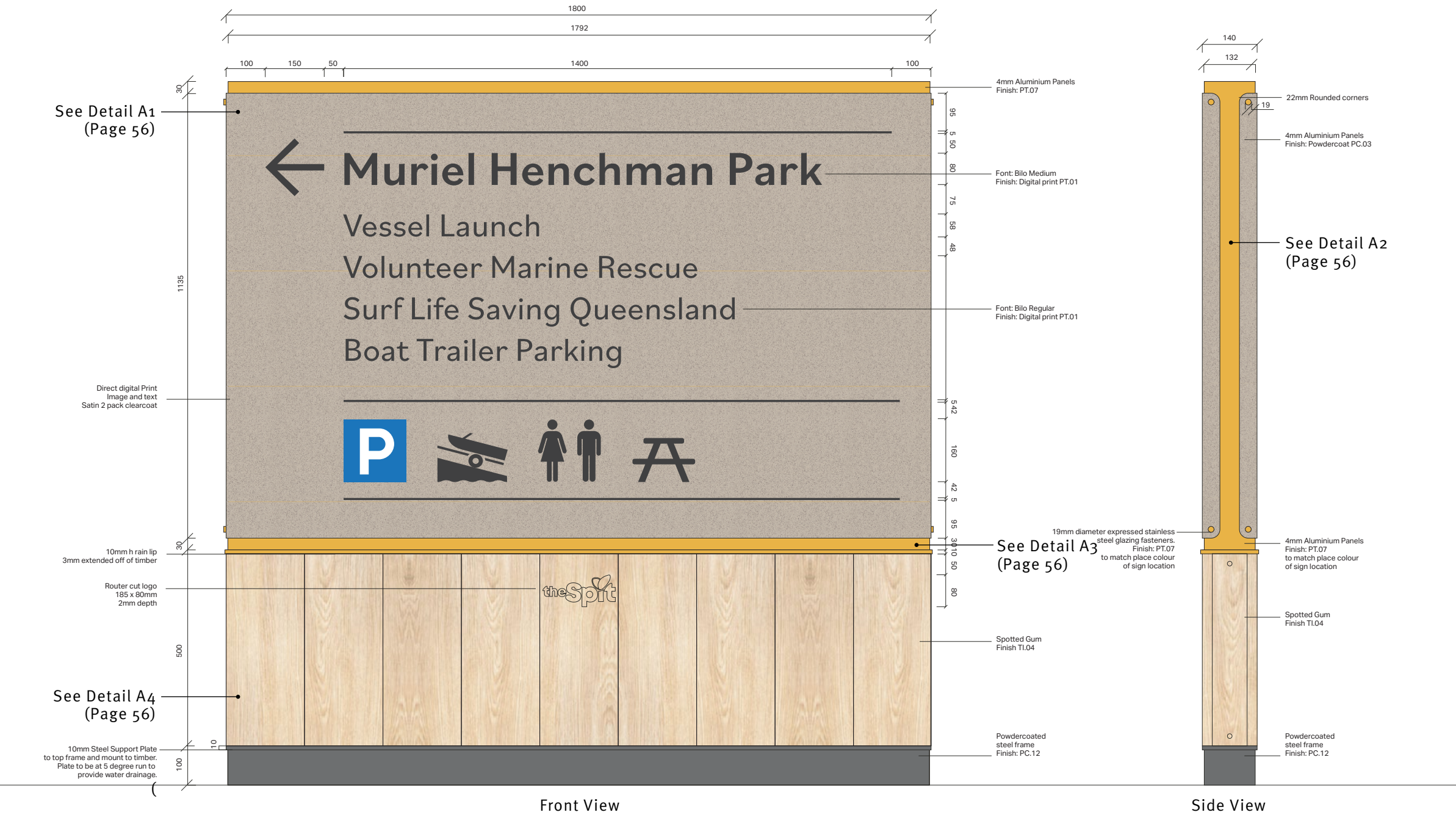
Content used throughout sign types is purely a representation of potential. Colours used represent the specific sign type in relation to the allocation within its precinct. Not all precincts contain all sign types.



SIGN PURPOSE	Interpretive Story	Interpretive Story	Interpretive Story	Interpretive Story	Trail Identification	Interpretive Story	Precinct Identification
INFORMATION	Information and QR code	Information and QR code	Information and QR code	Information and QR code to link to greater story detail	Information and QR code to link to greater story detail (small)	Information	Interpretive Graphic
SELECTION REQUIREMENTS	Located at identified interpretation nodes	Located at identified interpretation nodes	Located at identified interpretation nodes	Located at identified interpretation nodes	Primarily used to track distances, may be included along key pathways such as Federation Walk	Located at identified interpretation nodes or along trails	Located at identified interpretation nodes/precinct entry points



# D. Wayfinding Specification



SIGN TYPE  
DR1 VEHICULAR DIRECTIONAL

DESCRIPTION

1800mm high, 1800mm wide

- Directions to approaching precinct at specific destinations rather than a precinct boundary
- Identification of major destinations
- Pictograms for secondary destinations
- Spotted gum base
- Aluminium base panel painted in precinct based colour to appear between shadow gap
- Aluminium sign panel cladding with powdercoated stone finish
- 'The Spit' Logo engraved into timber base

VIEWING DISTANCE

14m

MAXIMUM MESSAGING

3 x primary message rows  
6 x pictogram row

OR

1 x primary message row  
4 x secondary message rows  
1 x pictogram row

PLACEMENT

Located at various points along the road network to provide directions in reaching a precinct/destination and prior to entry to a precinct/parking.

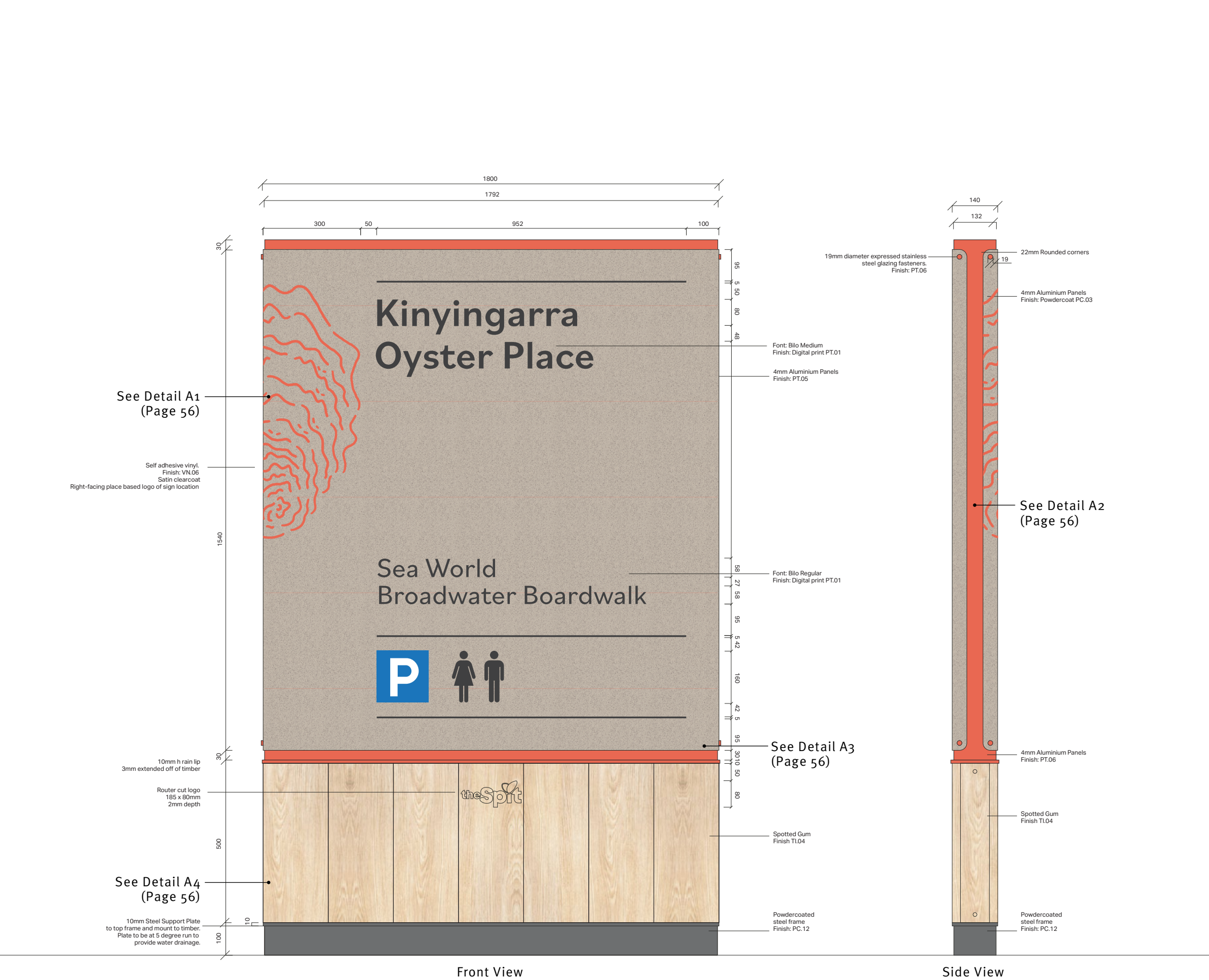
Signs should be placed in the best position and accommodate site specific conditions. Considerations include sight lines, existing vegetation and furniture locations.

**Note:**  
Content used throughout sign types is purely a representation of potential. Colours used represent the specific sign type in relation to the allocation within its precinct. Not all precincts contain all sign types.

DRAWING NO.  
01-00

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SIGN TYPE  
**ID2 PRECINCT ID**

**DESCRIPTION**

- 2200mm high, 1800mm wide
- Identification of precinct - Dual language and colour and right facing hero motif
- Identification of road/location
- Identification of major destinations - pictograms
- Spotted gum base
- Aluminium base panel painted in precinct based colour to appear between shadow gap
- Aluminium sign panel cladding with powdercoated stone finish
- 'The Spit' Logo engraved into timber base

**PLACEMENT**

Located at entry/arrival point to each of the master plan's seven precincts.

Signs should be placed in the best position and accommodate site specific conditions. Considerations include sight lines, existing vegetation and furniture locations.

**VIEWING DISTANCE**

14m

**MAXIMUM MESSAGING**

3 x primary message rows  
5 x pictogram row

**Note:**  
Content used throughout sign types is purely a representation of potential. Colours used represent the specific sign type in relation to the allocation within its precinct. Not all precincts contain all sign types.

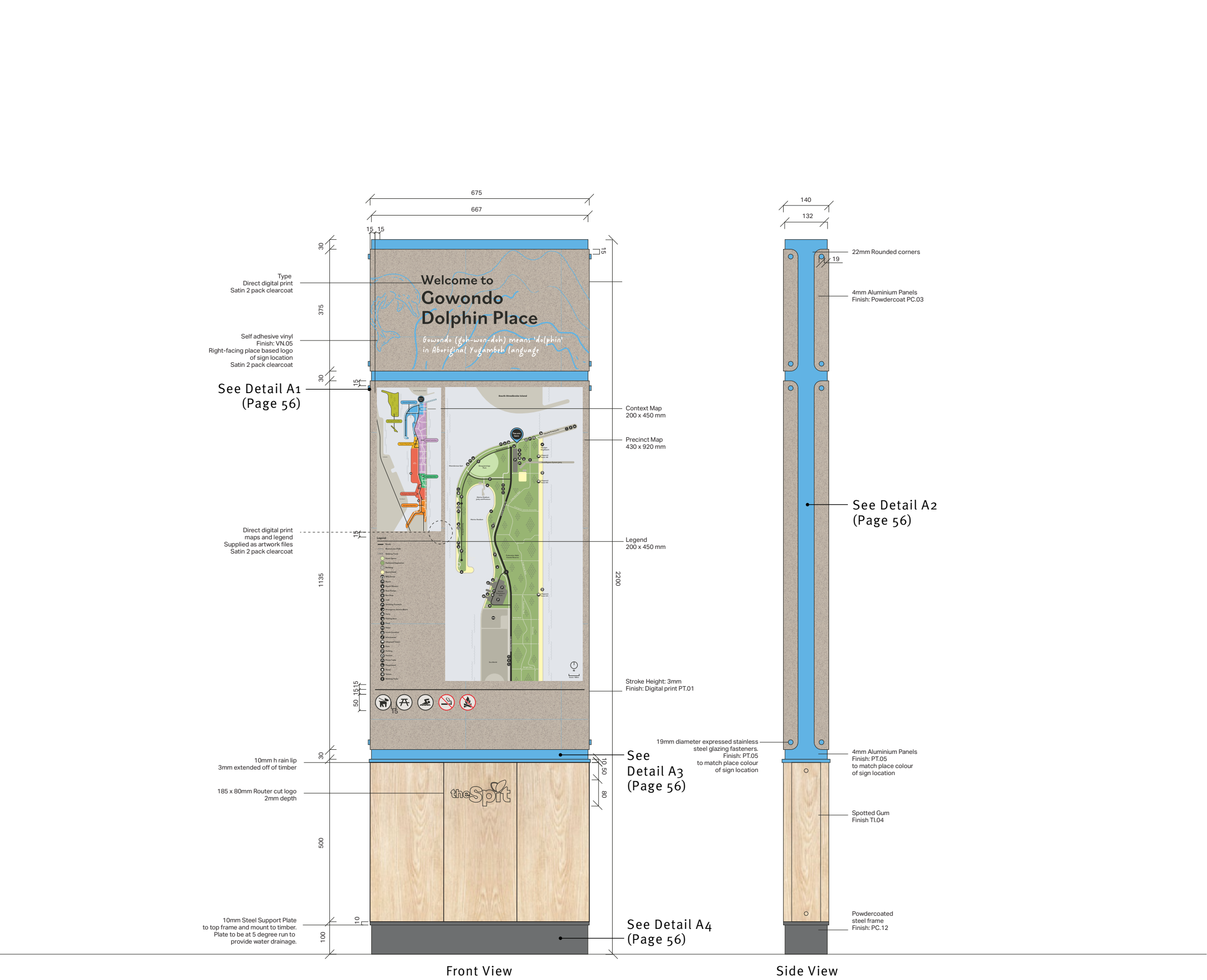
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SIGN TYPE  
**IF1 INFORMATION NODE**

**DESCRIPTION**

- 2200mm high, 675mm wide
- Precinct Identification
- Directions to key major destinations
- Distance (kms) to be added to key routes
- Orientation/map
- Allowance for regulatory information
- Aluminium base panel painted in precinct based colour to appear between shadow gap
- Aluminium sign panel cladding with powdercoated stone finish
- ‘The Spit’ Logo engraved into timber base

**PLACEMENT**

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.

Signs should be placed in the best position and accommodate site specific conditions. Considerations include sight lines, existing vegetation and furniture locations.

**Note:**  
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**VIEWING DISTANCE**

7m

**DRAWING NO.**  
**03-00**

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SIGN TYPE  
ID3 MAJOR  
DESTINATION IDENTIFICATION

DESCRIPTION

- 1800mm high, 675mm wide
- Identification of major destination
- Allowance for regulatory information
- Spotted gum base
- Allowance for funding acknowledgement
- Aluminium base panel painted in precinct based colour to appear between shadow gap
- Aluminium sign panel cladding with powdercoated stone finish
- ‘The Spit’ Logo engraved into timber base

PLACEMENT

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.

Signs should be placed in the best position and accommodate site specific conditions. Considerations include sight lines, existing vegetation and furniture locations.

**Note:**  
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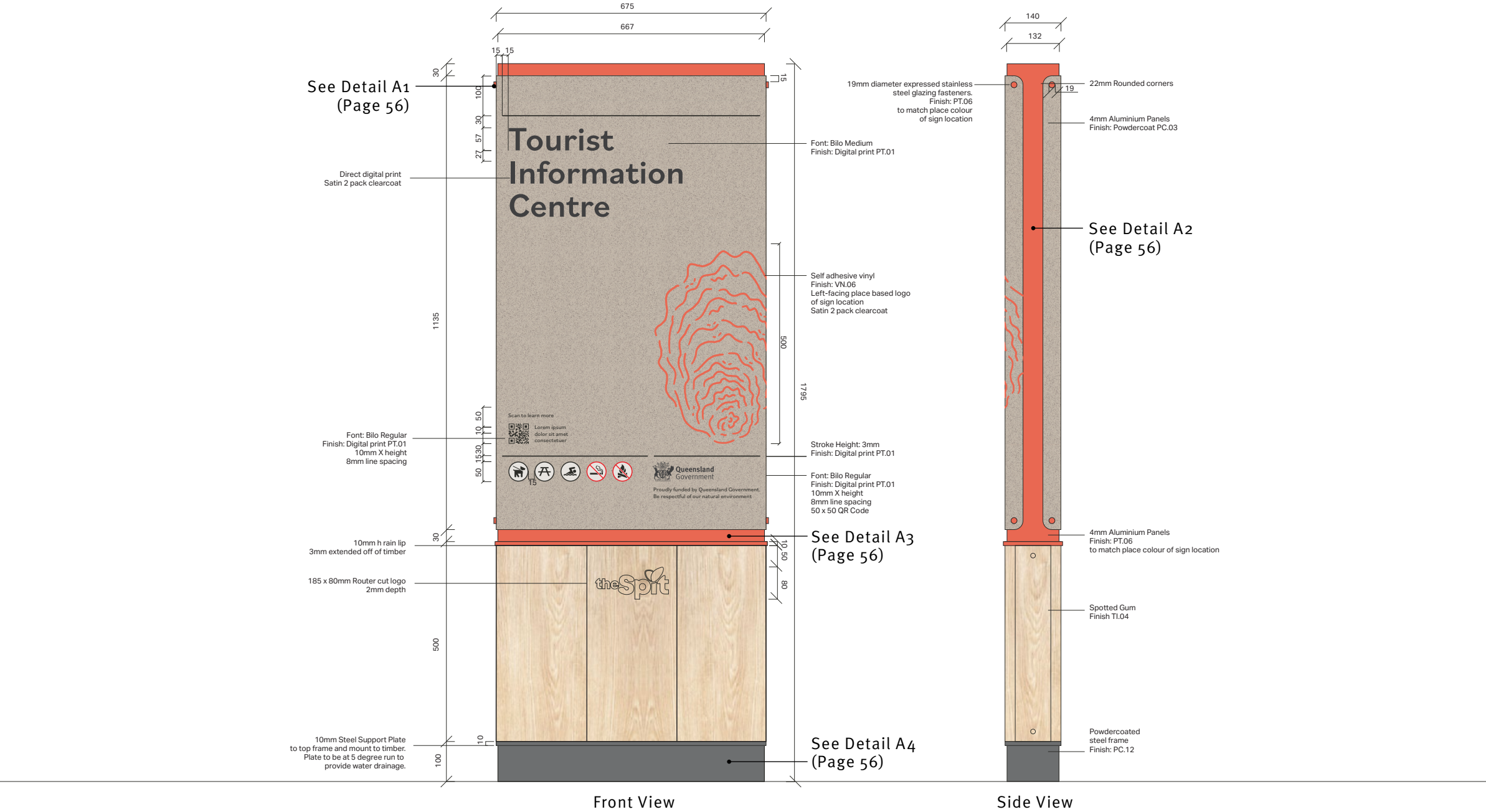
VIEWING DISTANCE

14m

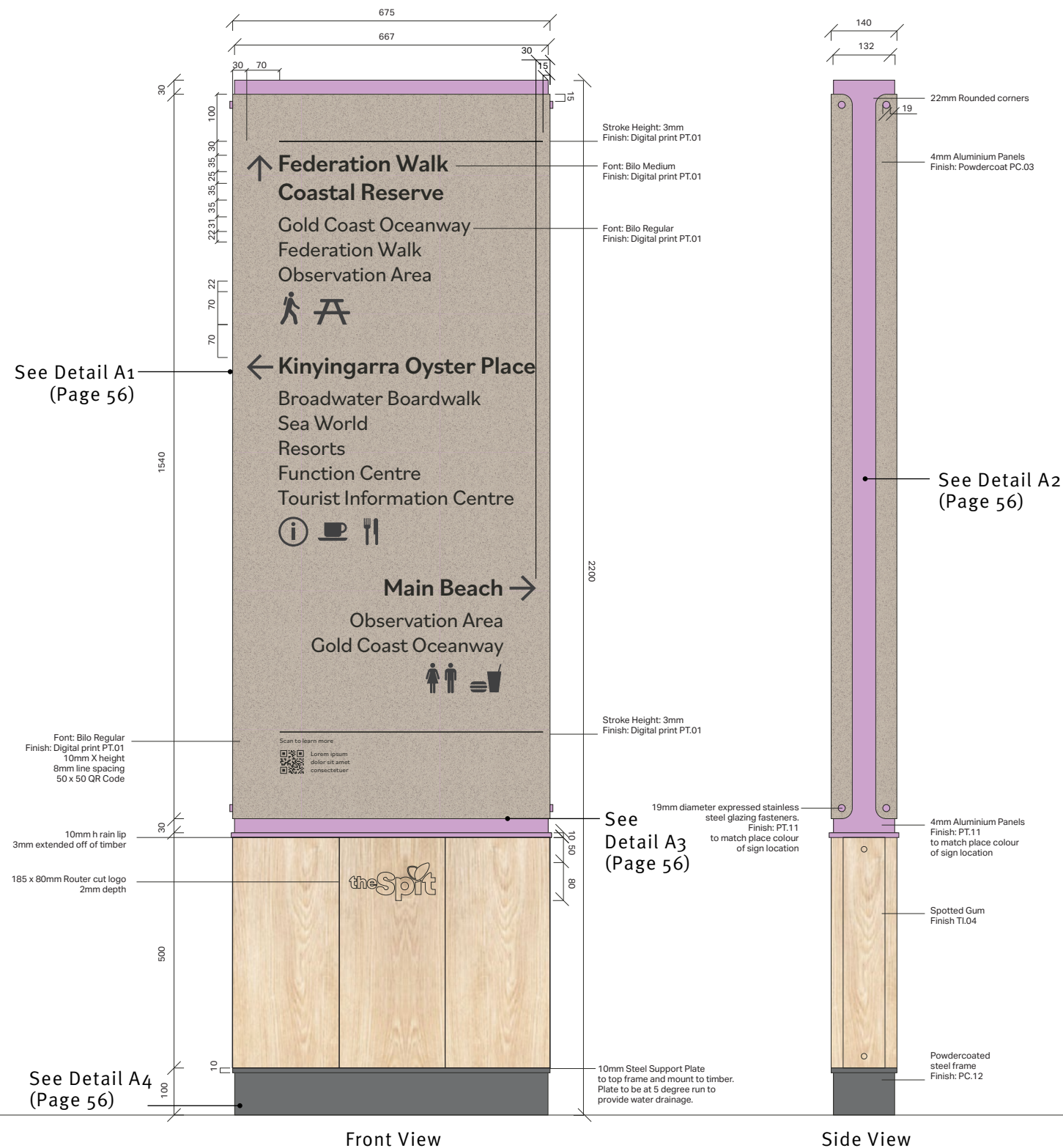
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## SIGN TYPE

## DR2 DIRECTIONAL BLADE

### DESCRIPTION

- 2200mm high, 675mm wide
- Directions to all destinations in precinct
- Directions to other precincts
- Distance (kms) to be added to key routes
- Spotted gum base
- Aluminium base panel painted in precinct based colour to appear between shadow gap
- Aluminium sign panel cladding with powdercoated stone finish
- 'The Spit' Logo engraved into timber base

## VIEWING DISTANCE

8m

## MAXIMUM MESSAGING

4 x primary message rows

4 x secondary message rows

5 x pictogram row

## PLACEMENT

Located at pedestrian decision points to provide directions to all destinations within a precinct and directions to other precincts.

Signs should be placed in the best position and accommodate site specific conditions. Considerations include sight lines, existing vegetation and furniture locations.

**Note:**

Content used throughout sign types is purely a representation of potential. Colours used represent the specific sign type in relation to the allocation within its precinct. Not all precincts contain all sign types.

DRAWING NO.

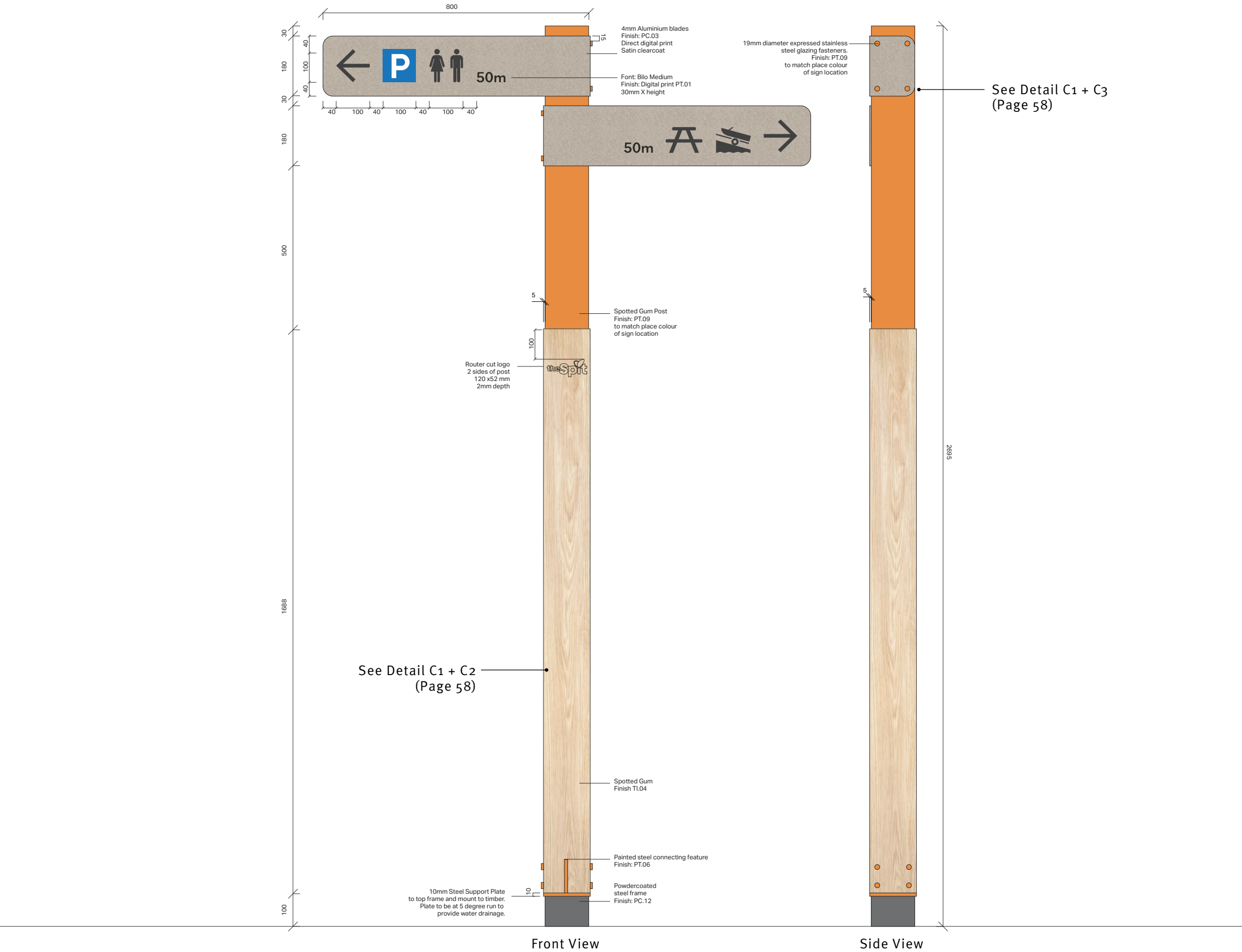
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- SIGN TYPE
- DR3 DIRECTIONAL FINGER**
- DESCRIPTION**
- 2695mm high x 800mm panels
  - Directions to secondary destinations
  - Arrows and pictograms
  - Timber post structure painted in precinct based colour to suit location
  - Steel base
  - Aluminium sign panel cladding with powdercoated stone finish
  - ‘The Spit’ Logo engraved into timber post

**PLACEMENT**

Located at pedestrian decision points to provide directions to secondary destinations.

Signs should be placed in the best position and accommodate site specific conditions. Considerations include sight lines, existing vegetation and furniture locations.

**Note:**

Content used throughout sign types is purely a representation of potential. Colours used represent the specific sign type in relation to the allocation within its precinct. Not all precincts contain all sign types.

**VIEWING DISTANCE**

8m

DRAWING NO.

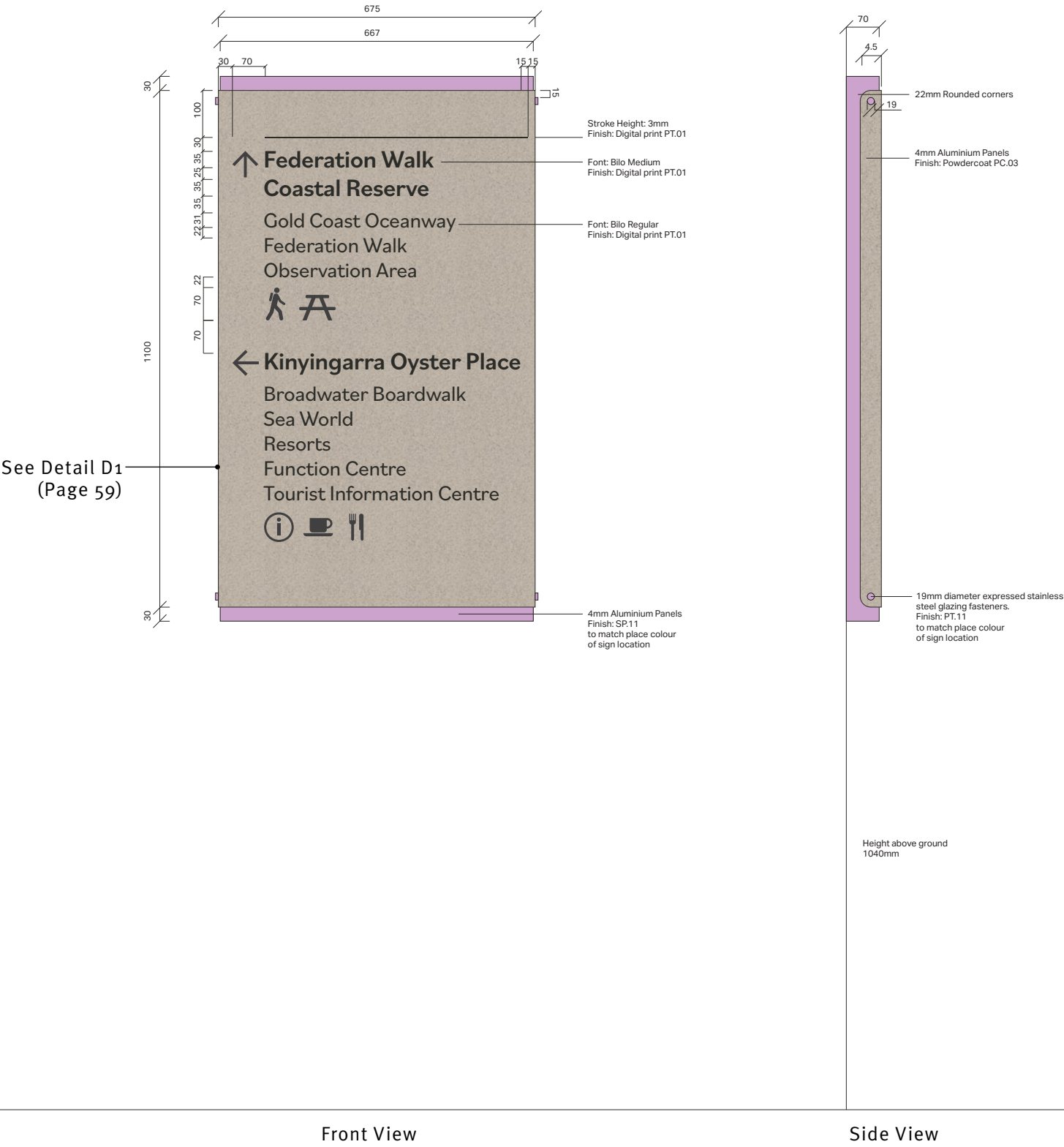
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- SIGN TYPE
- ### DR4 DIRECTIONAL WALL
- DESCRIPTION**
- 675mm x 1160mm panels
  - Directions to all destinations in precinct
  - Directions to other precincts
  - Aluminium base panel painted in precinct based colour to appear between shadow gap
  - Aluminium sign panel in aluminium cladding with powdercoated stone finish

**VIEWING DISTANCE**

5m

**MAXIMUM MESSAGING**

- 4 x primary message rows
- 4 x secondary message rows
- 5 x pictogram row

**PLACEMENT**

Integrated and responding to existing built form, located at pedestrian decision points providing directions to all destinations in precinct and directions to other precincts

Signs should be placed in the best position and accommodate site specific conditions. Considerations include sight lines, existing vegetation and furniture locations.

**Note:**

Content used throughout sign types is purely a representation of potential. Colours used represent the specific sign type in relation to the allocation within its precinct. Not all precincts contain all sign types.

**VIEWING DISTANCE**

8m

DRAWING NO.  
**07-00**

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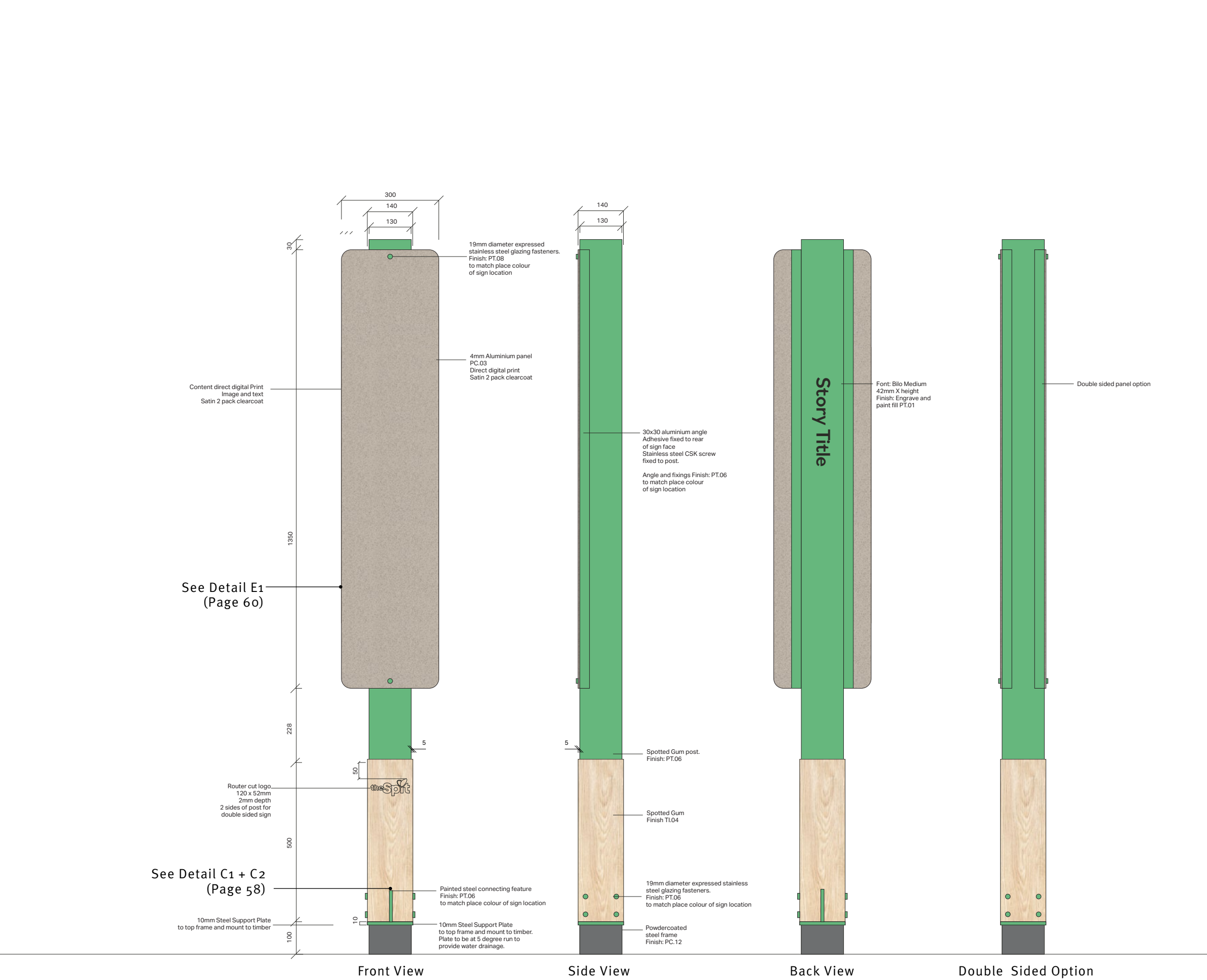
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# E. Interpretive Specification



- SIGN TYPE
- IS1 INTERPRETIVE BLADE
- DESCRIPTION**
- 2200mm high, 300mm wide
  - Image and story, approx. 150-200 words
  - QR code
  - Timber post structure painted in precinct based colour to suit location
  - 1 sided or 2 sided panels in aluminium cladding with stone finish
  - Steel base
  - ‘The Spit’ Logo engraved into timber post
  - Best suited for stories that require a larger allowance for images and word count in locations.

**PLACEMENT**

Signs should be placed in the best position and accommodate site specific conditions. Considerations include sight lines, existing vegetation and furniture locations.

**Note:**

Content used throughout sign types is purely a representation of potential. Colours used represent the specific sign type in relation to the allocation within its precinct. Not all precincts contain all sign types.

**VIEWING DISTANCE**

10m

DRAWING NO.

09-00

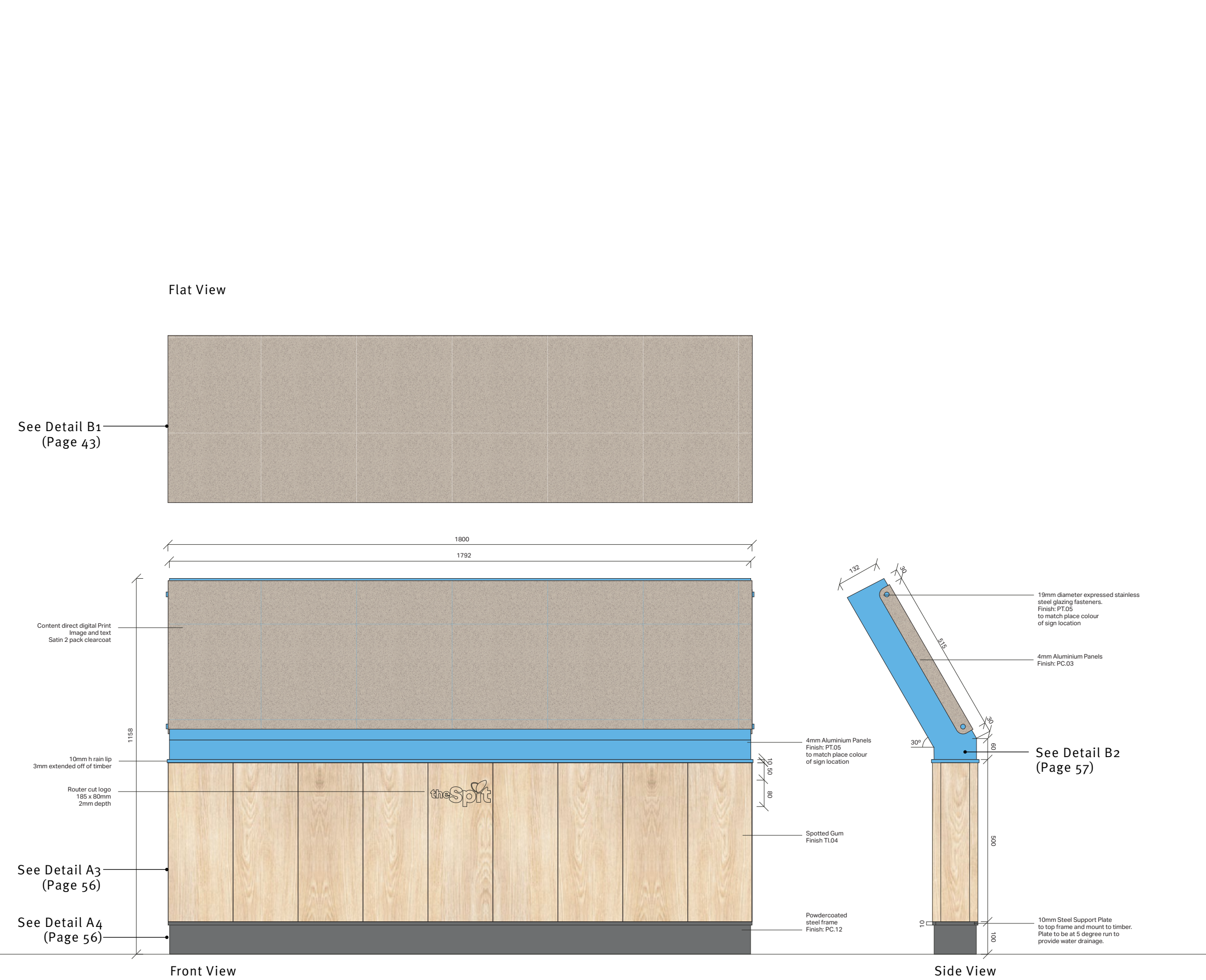
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- SIGN TYPE
- IS2 INTERPRETIVE  
FREESTANDING LOW
- DESCRIPTION**
- 1168mm high, 1800mm wide
  - Image and story, approx. 150-200 words
  - QR code
  - Angled structure, aluminium faces
  - Spotted gum base
  - Aluminium base panel painted in precinct based colour to appear between shadow gap
  - Aluminium sign panel cladding with powdercoated stone finish
  - ‘The Spit’ Logo engraved into timber base
  - Best suited for stories that require site line consideration where the story responds to the surrounding environment.

**PLACEMENT**

Signs should be placed in the best position and accommodate site specific conditions. Considerations include sight lines, existing vegetation and furniture locations.

**Note:**

Content used throughout sign types is purely a representation of potential. Colours used represent the specific sign type in relation to the allocation within its precinct. Not all precincts contain all sign types.

**VIEWING DISTANCE**

5m

**DRAWING NO.**

10-00

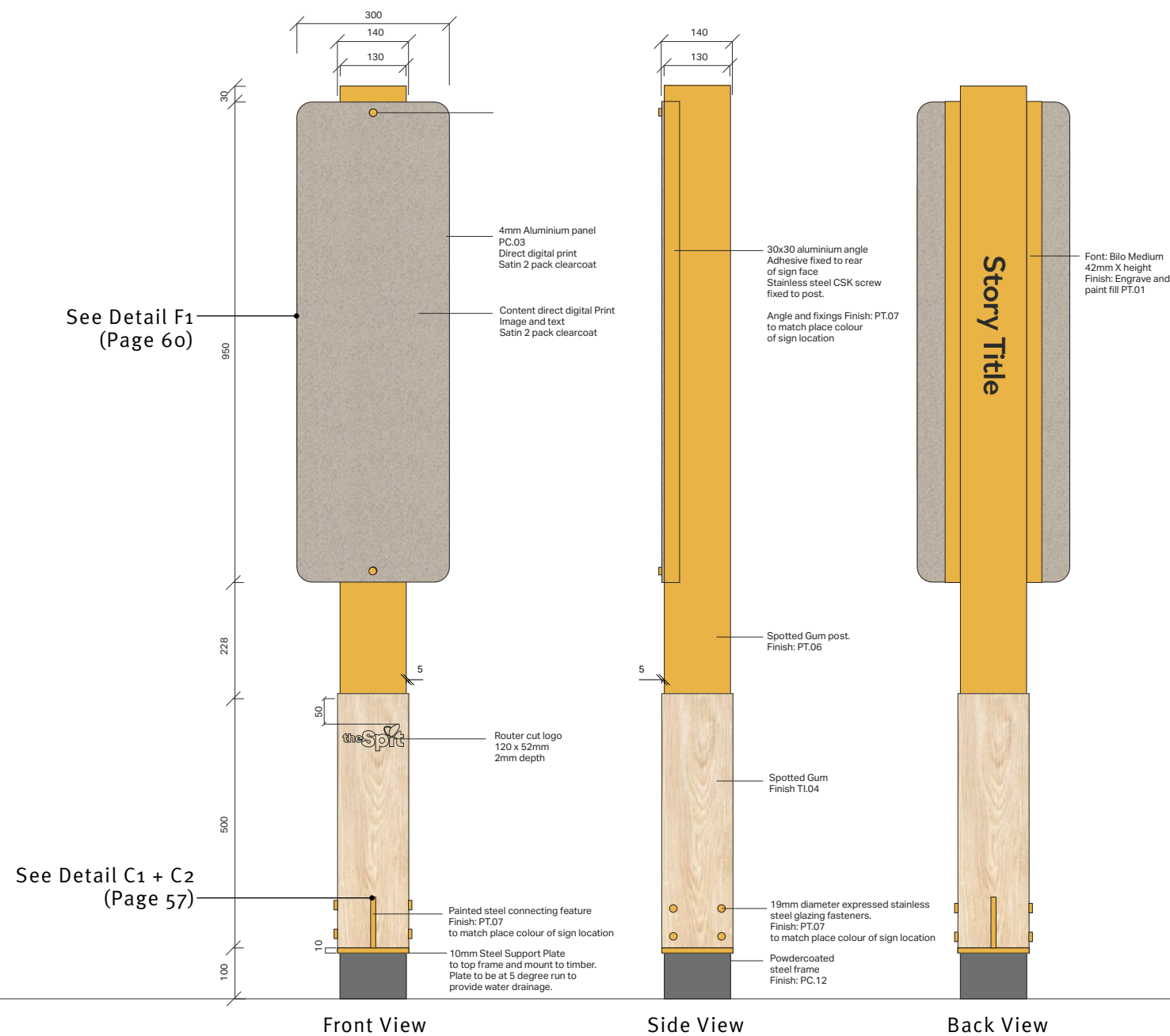
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## SIGN TYPE

IS<sub>3</sub> INTERPRETIVE  
FREESTANDING MID

### DESCRIPTION

- 1800mm high, 300mm wide
- Image and story, approx. 50-100 words
- QR code
- Timber post structure painted in precinct based colour to suit location
- Steel base
- 1 sided or 2 sided panels in aluminium with powdercoated stone finish
- 'The Spit' Logo engraved into timber post
- Best suited where the stories respond to the outlook or surrounding environment to locations.

## PLACEMENT

Signs should be placed in the best position and accommodate site specific conditions. Considerations include sight lines, existing vegetation and furniture locations.

**Note:**

Content used throughout sign types is purely a representation of potential. Colours used represent the specific sign type in relation to the allocation within its precinct. Not all precincts contain all sign types.

### VIEWING DISTANCE

10m

DRAWING NO.

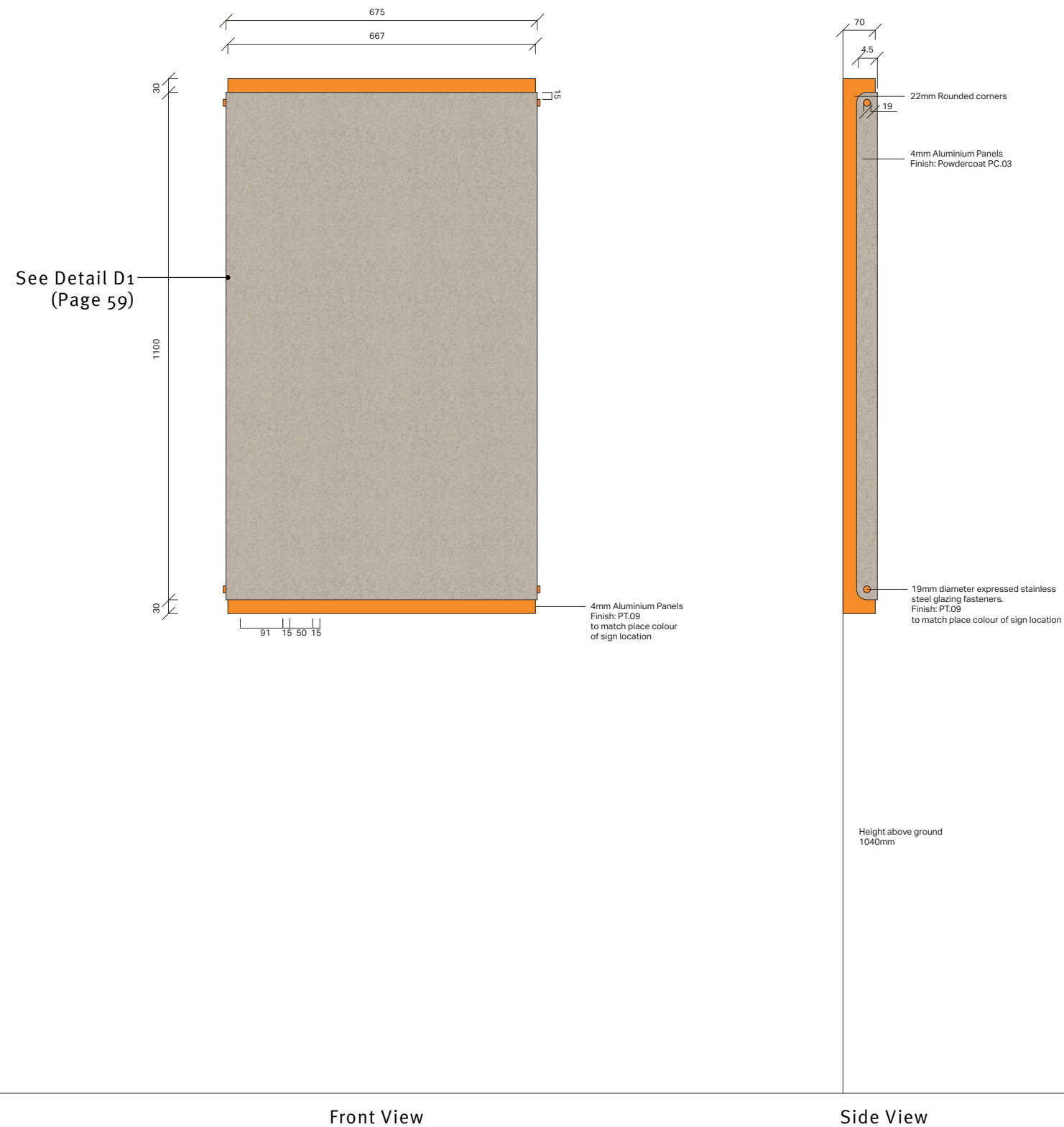
11-00

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## SIGN TYPE

IS<sub>4</sub> INTERPRETIVE WALL

### DESCRIPTION

- 1160mm high, 675mm wide
- Image and story, approx. 150-200words
- QR code
- Aluminium base panel painted in precinct based colour to appear between shadow gap
- Aluminium sign panel cladding with powdercoated stone finish
- Best suited or stories that are specific to location/surrounding environment where the device can be affixed to existing built form.

## PLACEMENT

Signs should be placed in the best position and accommodate site specific conditions. Considerations include sight lines, existing vegetation and furniture locations.

**Note:**

Content used throughout sign types is purely a representation of potential. Colours used represent the specific sign type in relation to the allocation within its precinct. Not all precincts contain all sign types.

## VIEWING DISTANCE

5m

DRAWING NO.

12-00

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SIGN TYPE  
TM TRAIL MARKERS

DESCRIPTION

- 1100mm high, 140mm wide
- 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 on markers across the precinct to encourage further exploration and interaction with the site.
- Timber post structure painted in precinct based colour to suit location
- Steel base
- ‘The Spit’ Logo engraved into timber post
- Best suited to lead the user along a journey or provide a small amount of information along a pathway.

PLACEMENT

Signs should be placed in the best position and accommodate site specific conditions. Considerations include sight lines, existing vegetation and furniture locations.

**Note:**  
Content used throughout sign types is purely a representation of potential. Colours used represent the specific sign type in relation to the allocation within its precinct. Not all precincts contain all sign types.

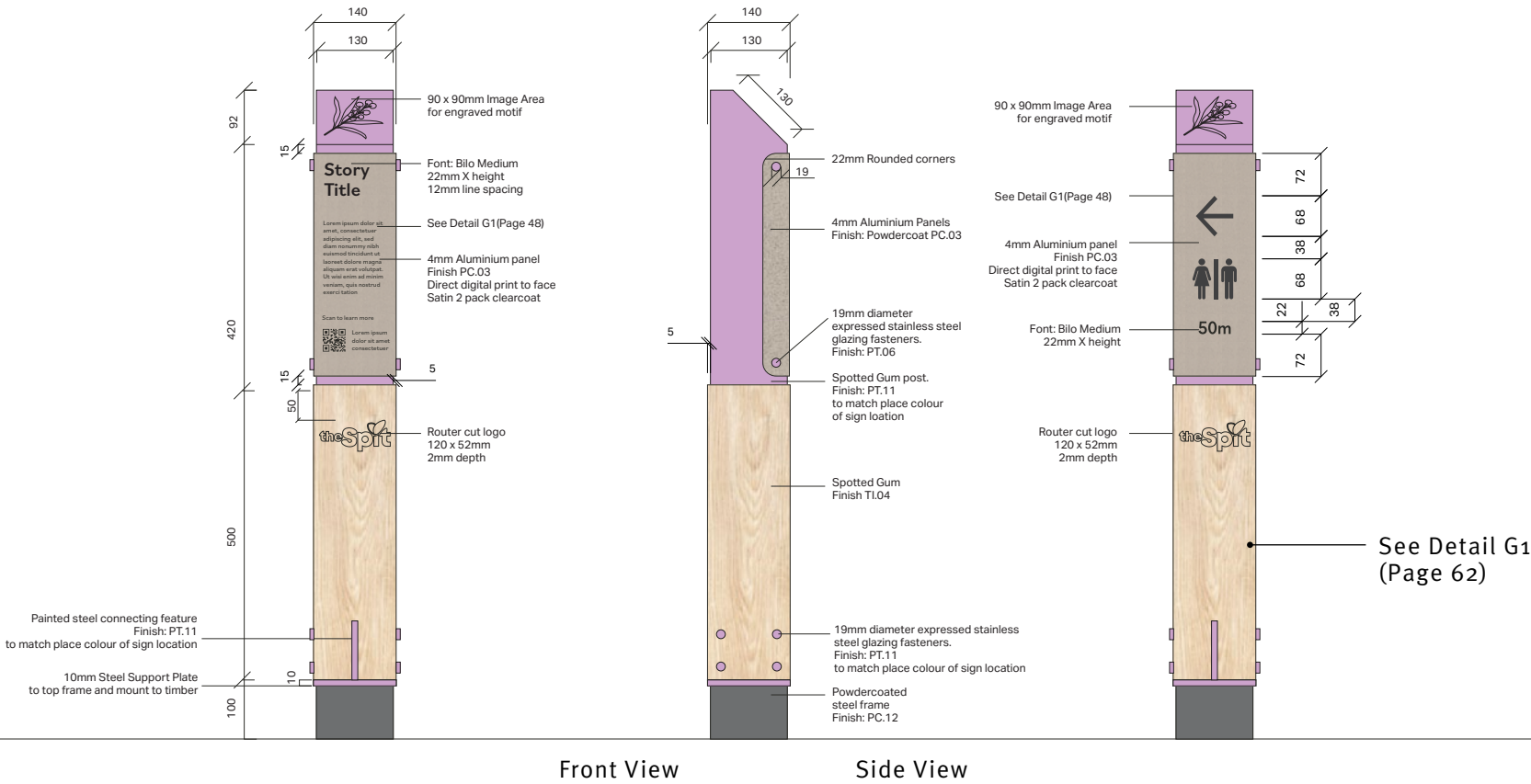
VIEWING DISTANCE

3m

DRAWING NO.  
13-00

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SIGN TYPE  
TT INTERPRETIVE TOTEM

DESCRIPTION

- Height varies, 1800 or 2200 mm high
- Can be arranged in a cluster with varying heights
- Located at identified interpretation nodes or along trails
- Image and story, approx. 150-200words
- QR code
- Structure post to suit precinct, aluminium panels fixed to front and rear for double sided option
- Aluminium sign panel cladding with powdercoated stone finish
- Steel Base
- ‘The Spit’ Logo engraved into timber post
- Best suited for significant stories that need to acknowledge a group of events, people or things separately but as a collective.

PLACEMENT

Signs should be placed in the best position and accommodate site specific conditions. Considerations include sight lines, existing vegetation and furniture locations.

**Note:**  
Content used throughout sign types is purely a representation of potential. Colours used represent the specific sign type in relation to the allocation within its precinct. Not all precincts contain all sign types.

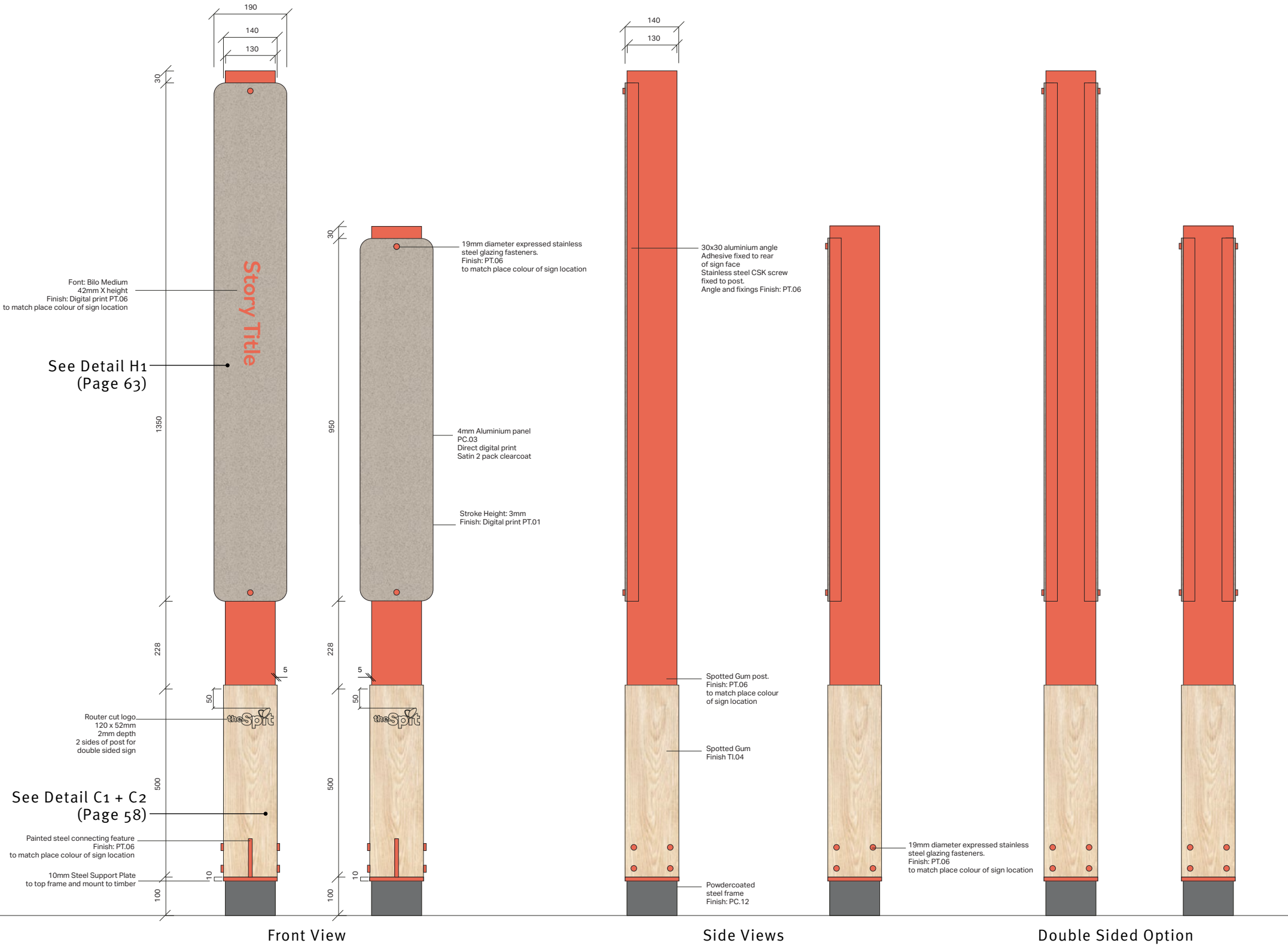
VIEWING DISTANCE

10m

DRAWING NO.  
14-00

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SIGN TYPE  
TT INTERPRETIVE TOTEM  
CLUSTERS

DESCRIPTION

- Height varies, 1800 or 2200 mm high
- Can be arranged in a cluster with varying heights
- Located at identified interpretation nodes or along trails
- Image and story, approx. 150-200words
- QR code
- Structure post to suit precinct
- Aluminium sign panel with powdercoated stone finish
- Steel Base
- ‘The Spit’ Logo engraved into timber post
- Best suited for significant stories that need to acknowledge a group of events, people or things separately but as a collective.

PLACEMENT

Signs should be placed in the best position and accommodate site specific conditions. Considerations include sight lines, existing vegetation and furniture locations.

**Note:**  
Content used throughout sign types is purely a representation of potential. Colours used represent the specific sign type in relation to the allocation within its precinct. Not all precincts contain all sign types.

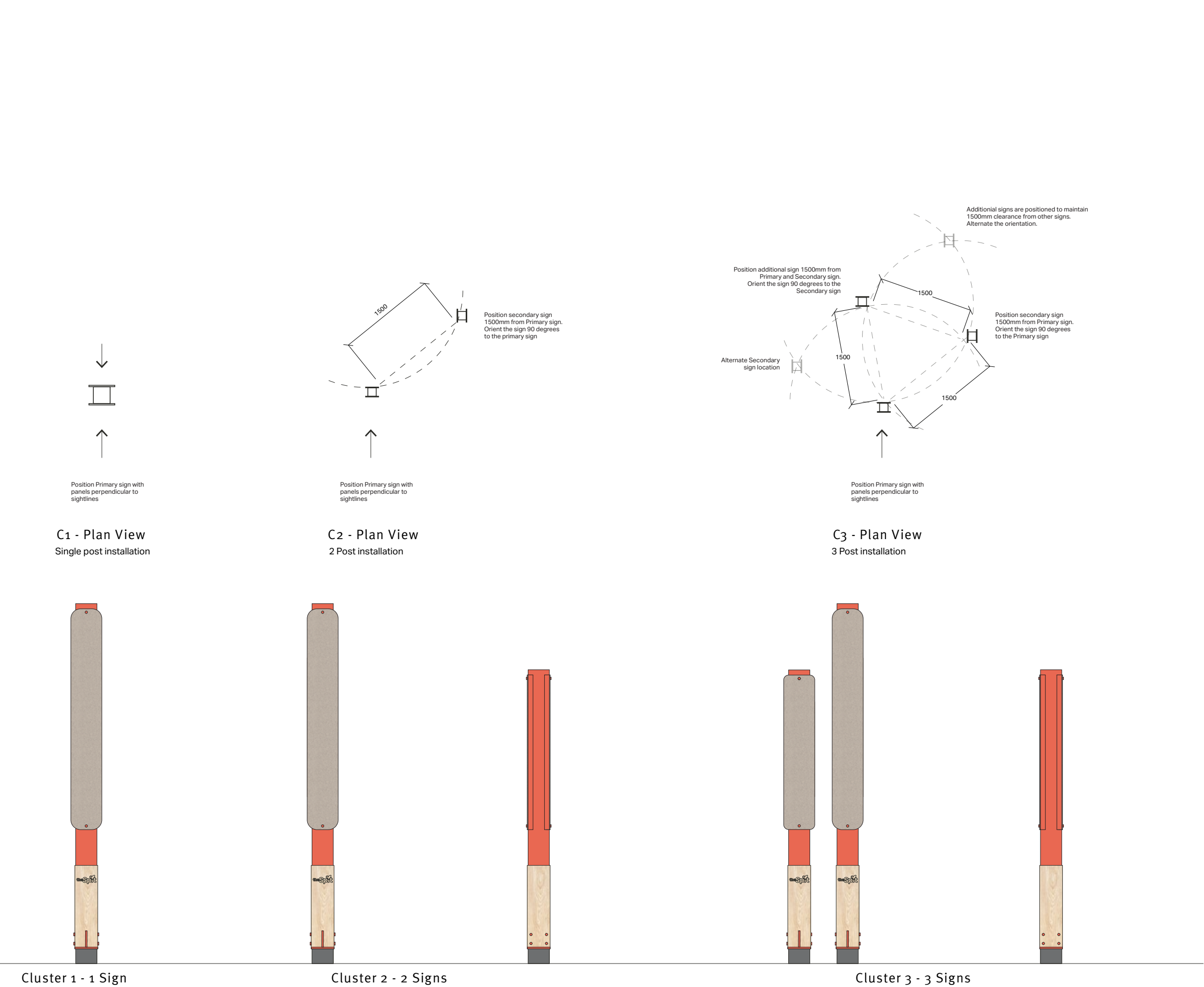
VIEWING DISTANCE

12m

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14-00

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Option 1



Top View

Option 2



Top View

SIGN TYPE  
GM GROUND MARKERS

DESCRIPTION

- Size to suit each application
- Located at identified interpretation nodes/precinct entry points or intersections.
- Graphic image
- Cast/sandblasted images into concrete path
- Can provide additional brand identity context within precincts to enhance interpretive devices
- Best suited to concrete pathway in significant locations where the story can be told through a mural sand blasted into the surface.

PLACEMENT

Signs should be placed in the best position and accommodate site specific conditions

Considerations include sight lines, existing vegetation and furniture locations.

Orient the sign perpendicular to the path. Do not position on an angle.

Option 1

Size the sign to allow 30% of the diameter clear space either side.

Option 2

Size the sign to allow 20% of the width either side

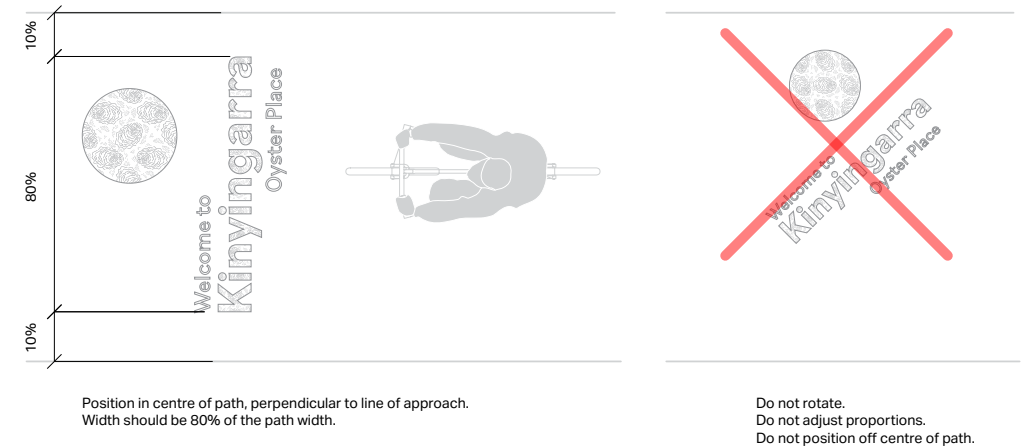
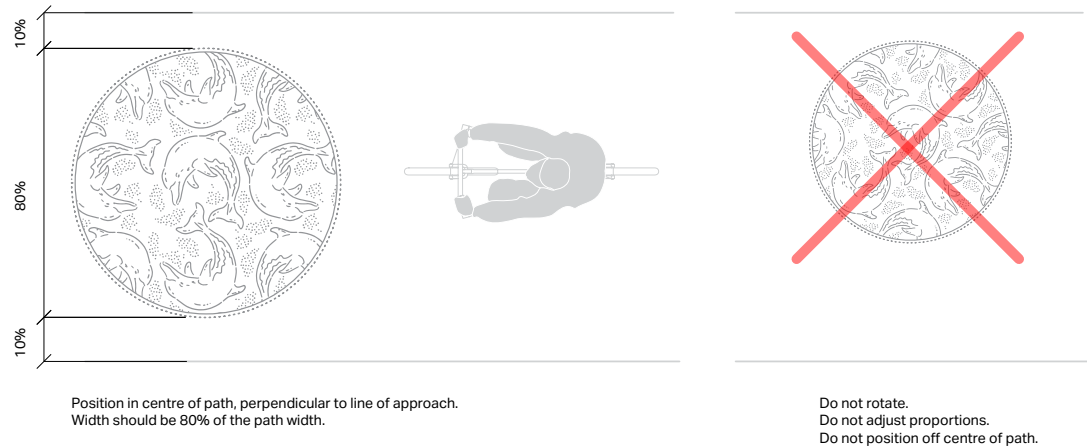
**Note:**  
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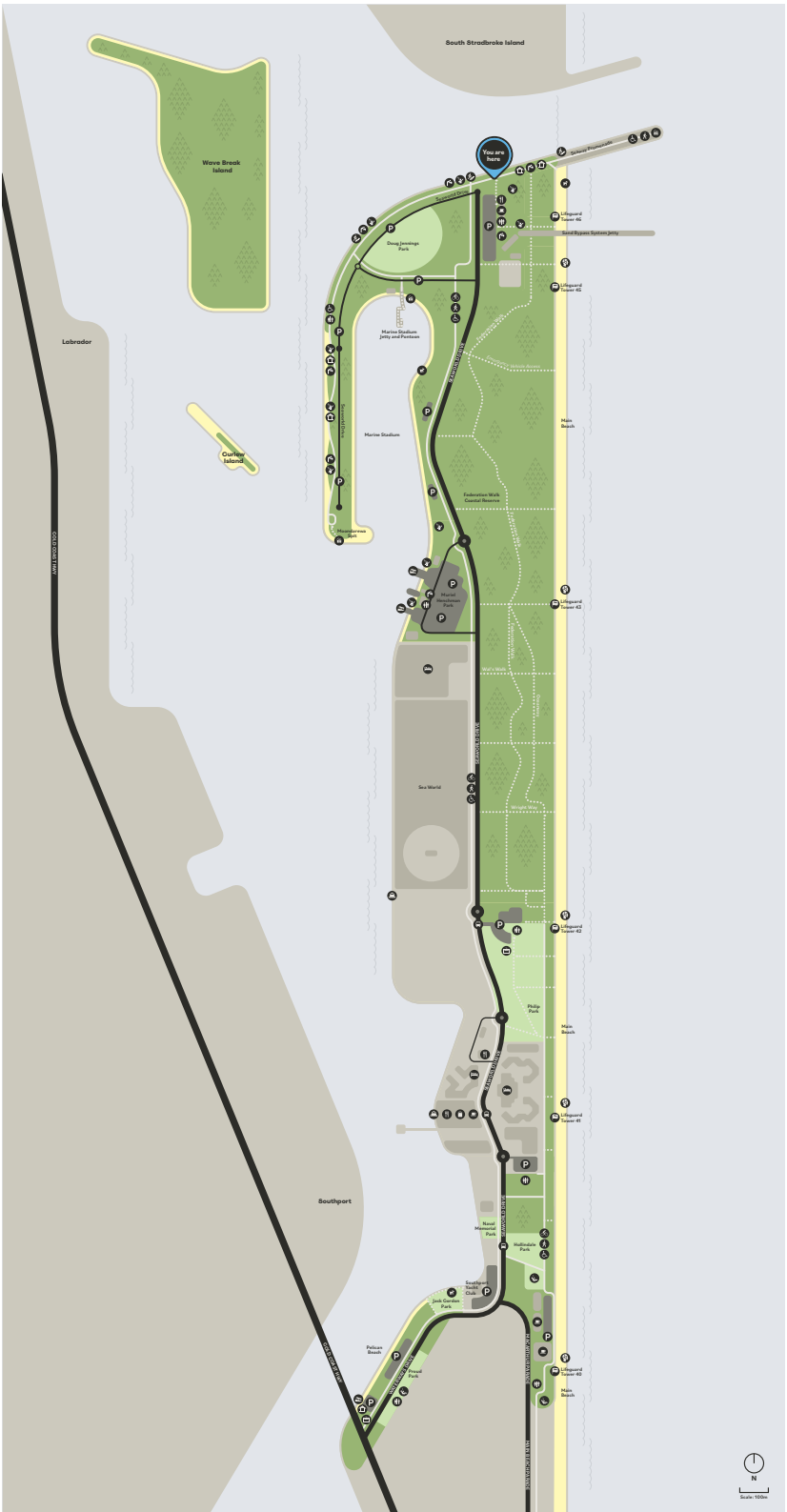
# F. Mapping

# MAP STRATEGY & REQUIREMENT

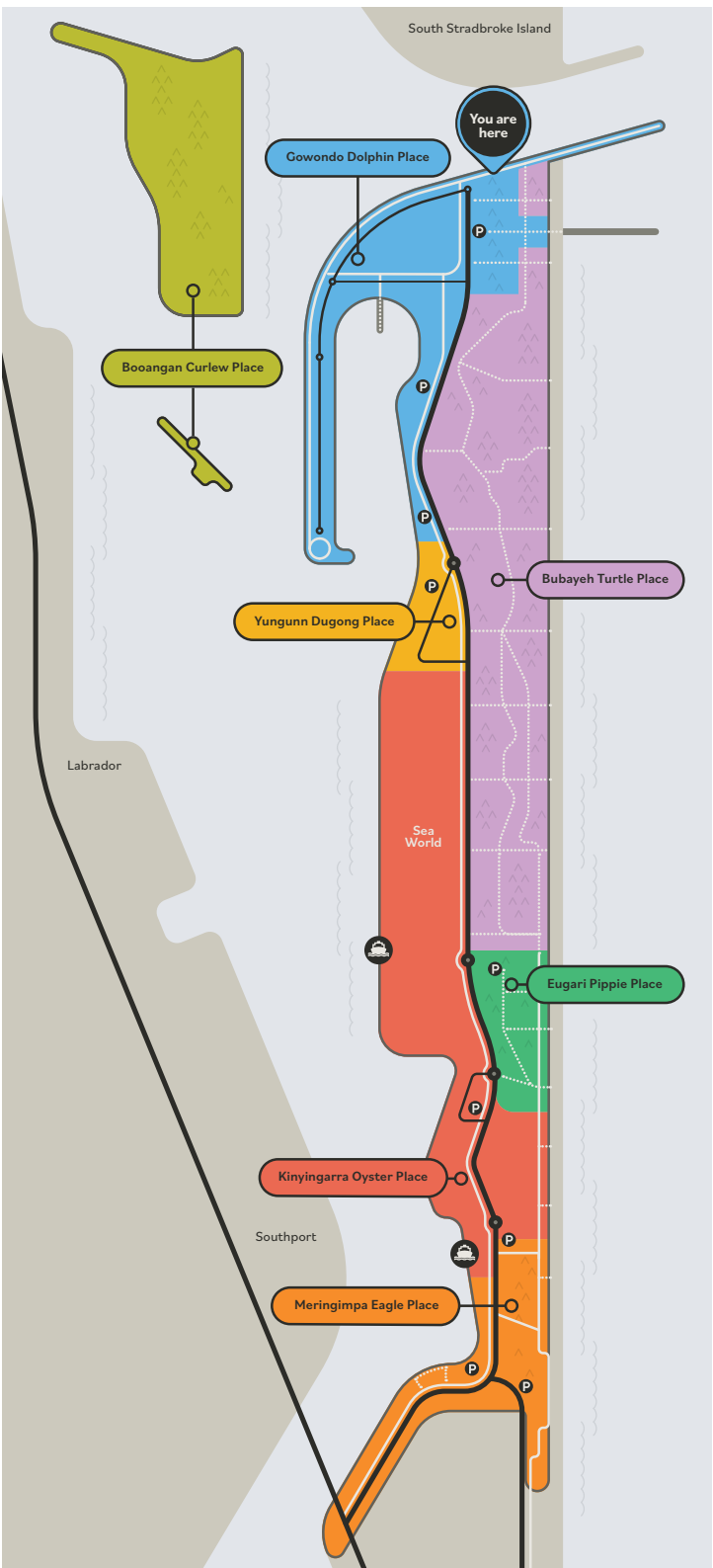
Map design is a critical part of wayfinding, communicating substantial information in a diagrammatic and accessible format.

The wayfinding approach is based on a map based strategy of both precinct and context maps. A map based strategy eliminates the requirement for multiple directional signs throughout a precinct and ensures easy navigation within a larger geographical context.

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.



Precinct Map



Context Map: Gowondo Dolphin Place

# PRECINCT MAP

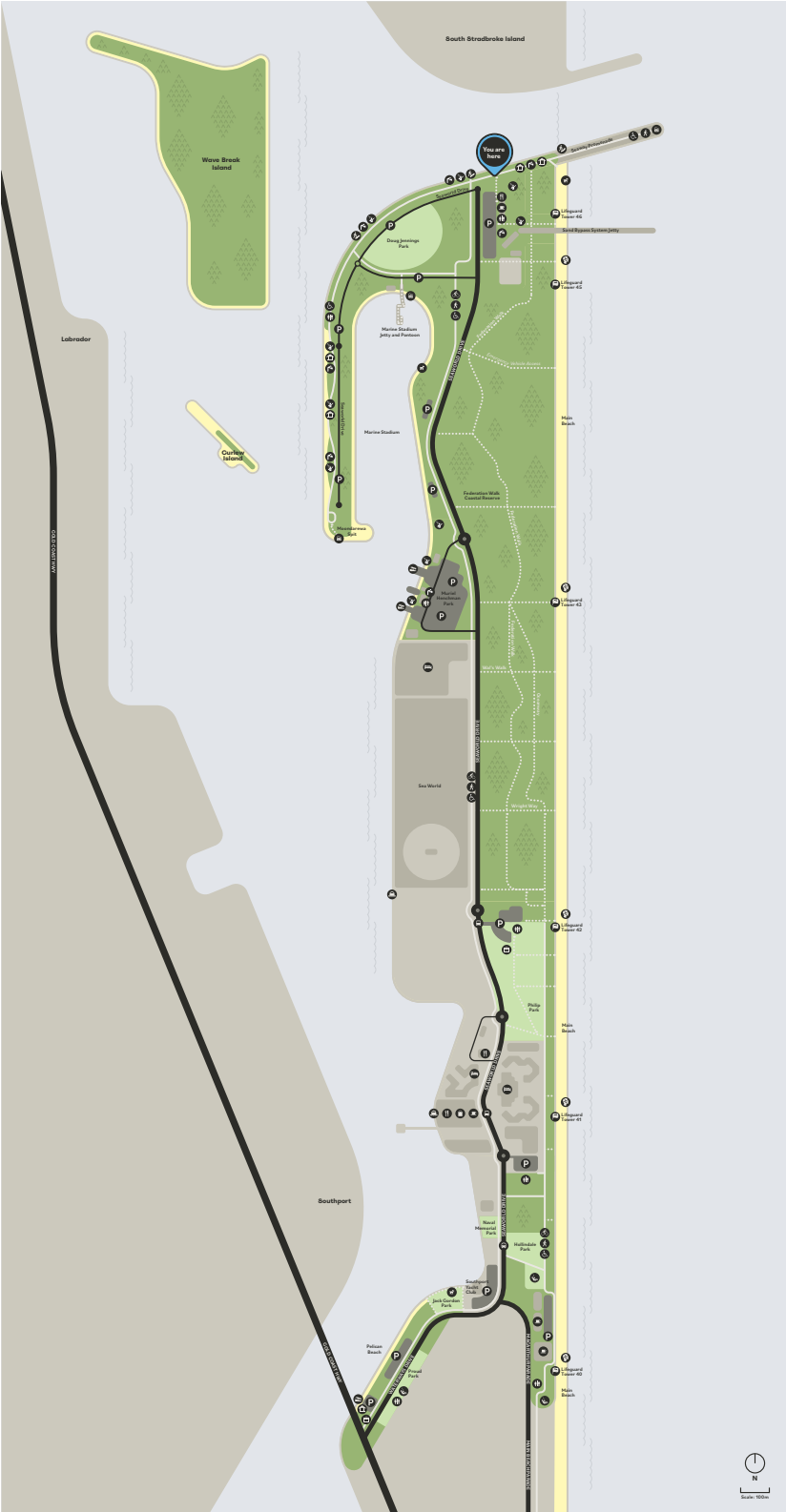
The precinct area map is a detailed diagram of the activity centre. The design embodies the wayfinding communication system reinforcing streets, landmarks, points of interest and approximate walking times.

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);
- Distance of walkable routes within 5-10 minutes;
- Connections to trails and pathways; and
- Streets (major and minor).

Precinct maps can be utilised in both north up and south up orientations.

Note: Additional details such as paths, pavilions, benches, tables, artworks, stairs, amenities or any other features or structures to be included with further client feedback and advisement.



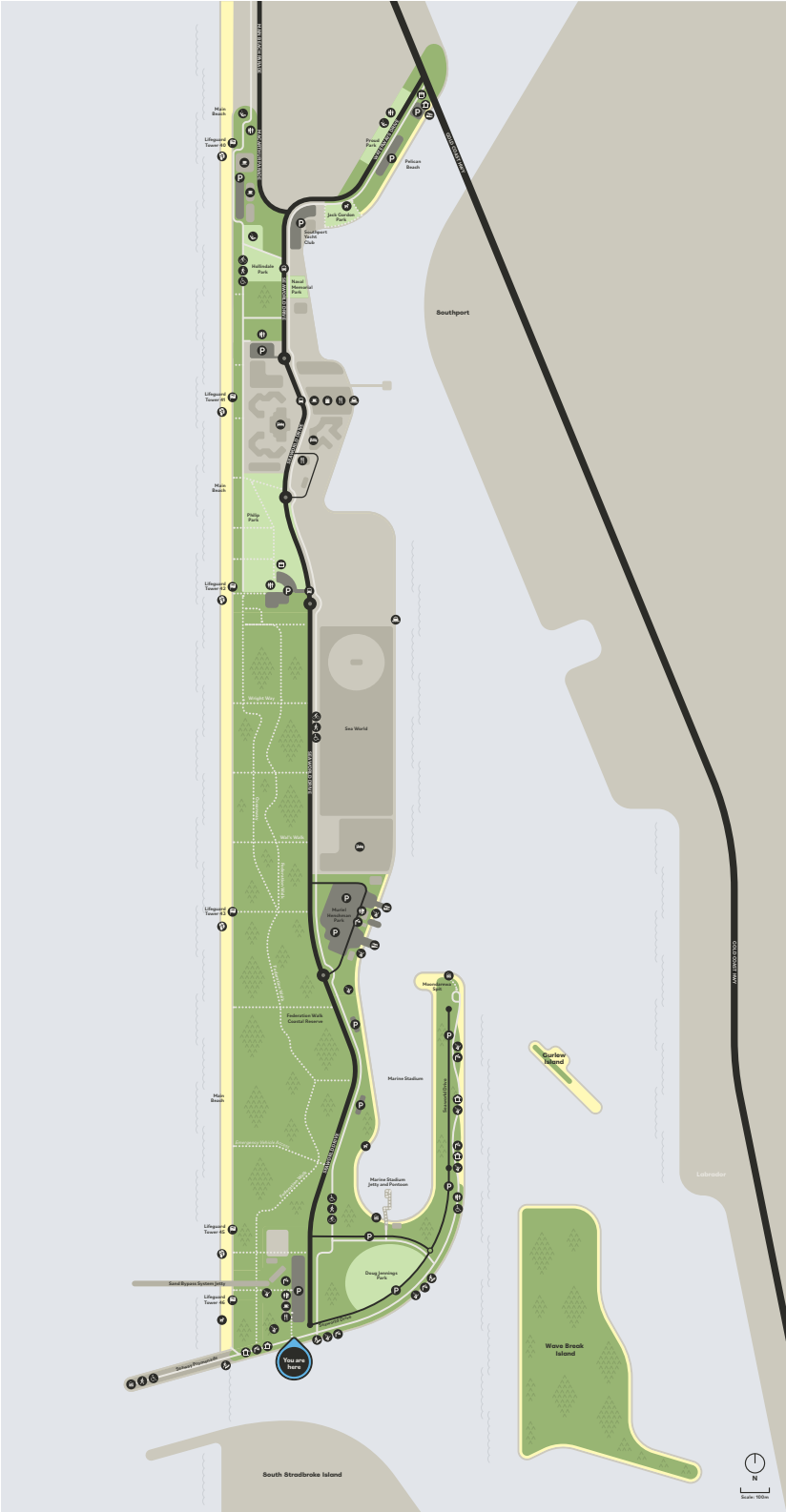
Precinct Map - North Up



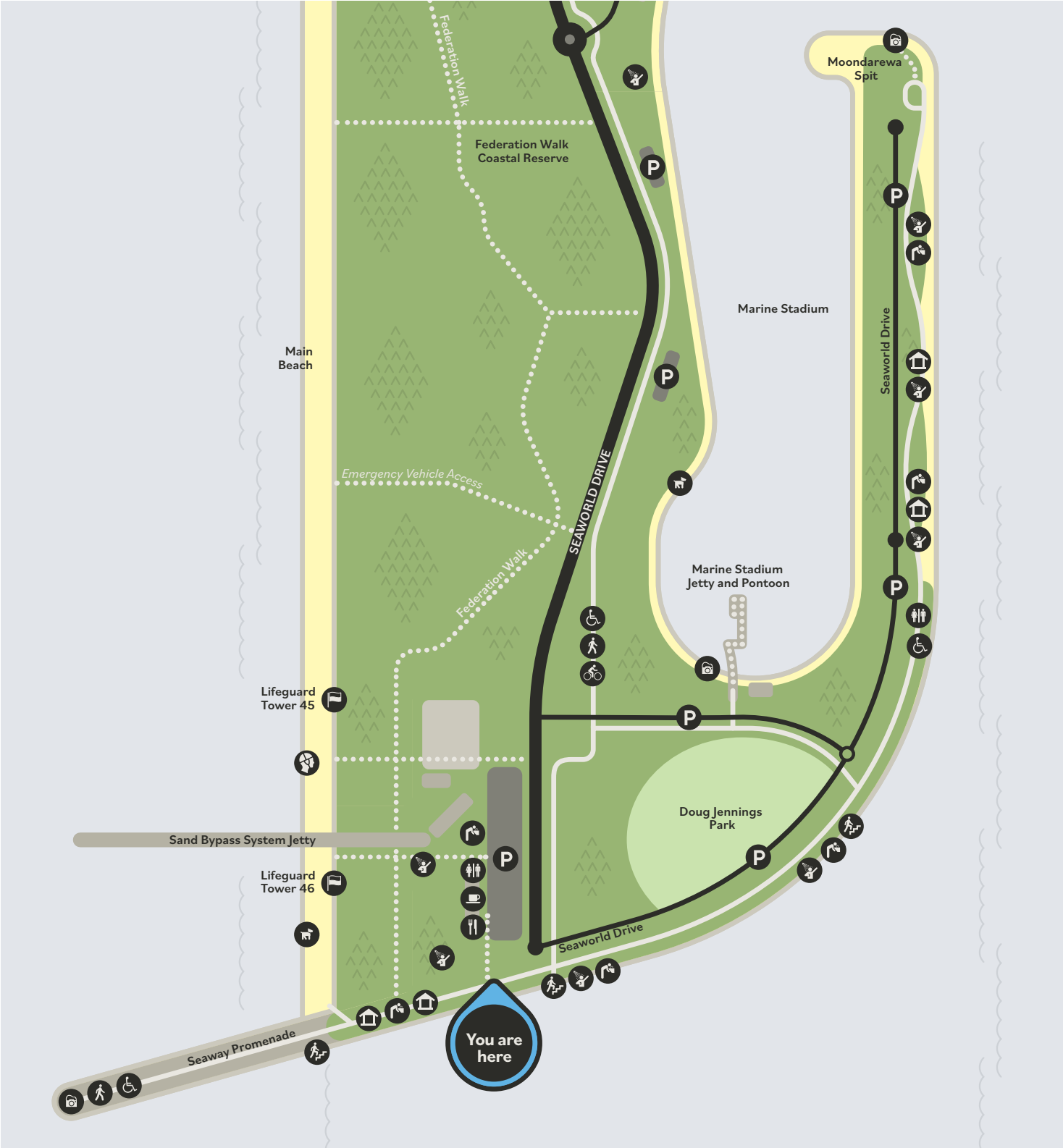
Precinct Map Detail - North Up

# PRECINCT MAP

Precinct maps are to be used in south up orientation where appropriate to align with the viewers' orientation.



Precinct Map - South Up



Precinct Map Detail - South Up

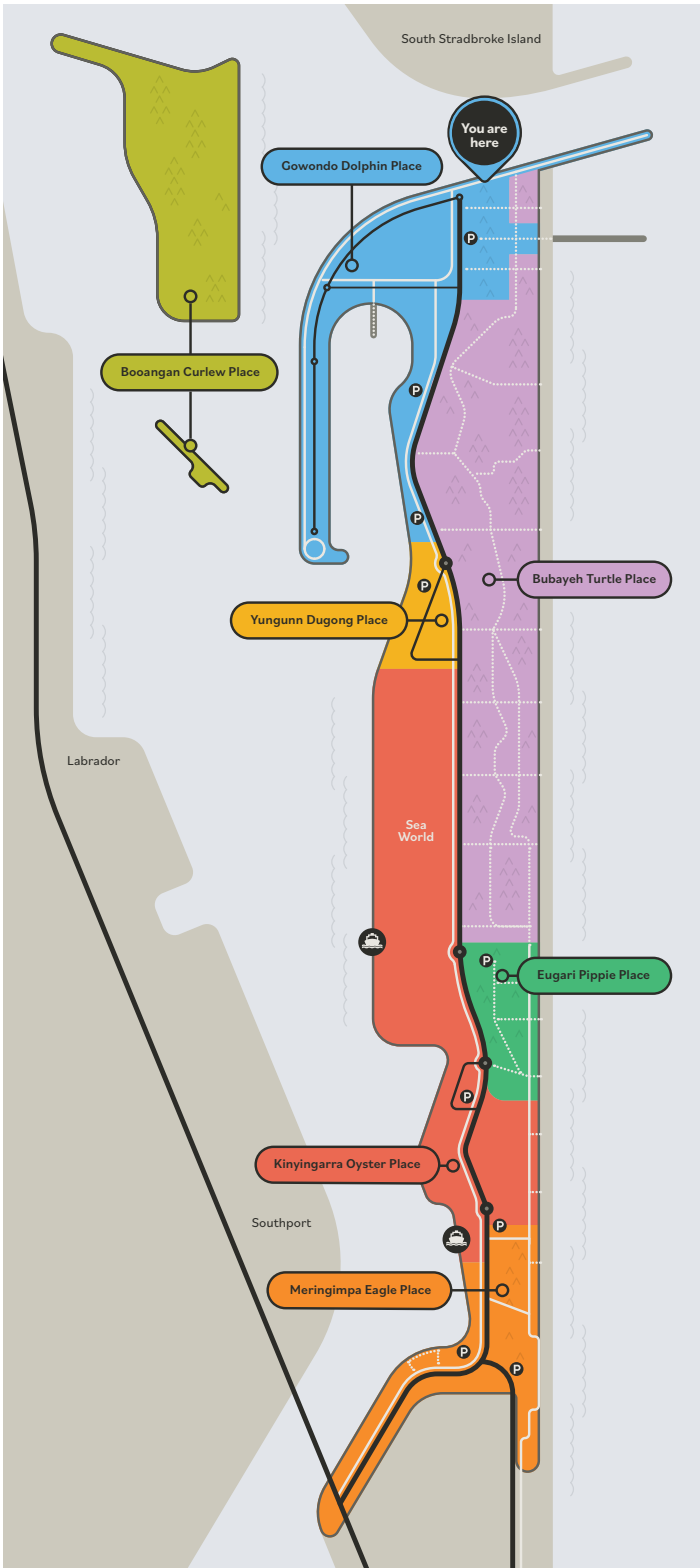
# CONTEXT MAP

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

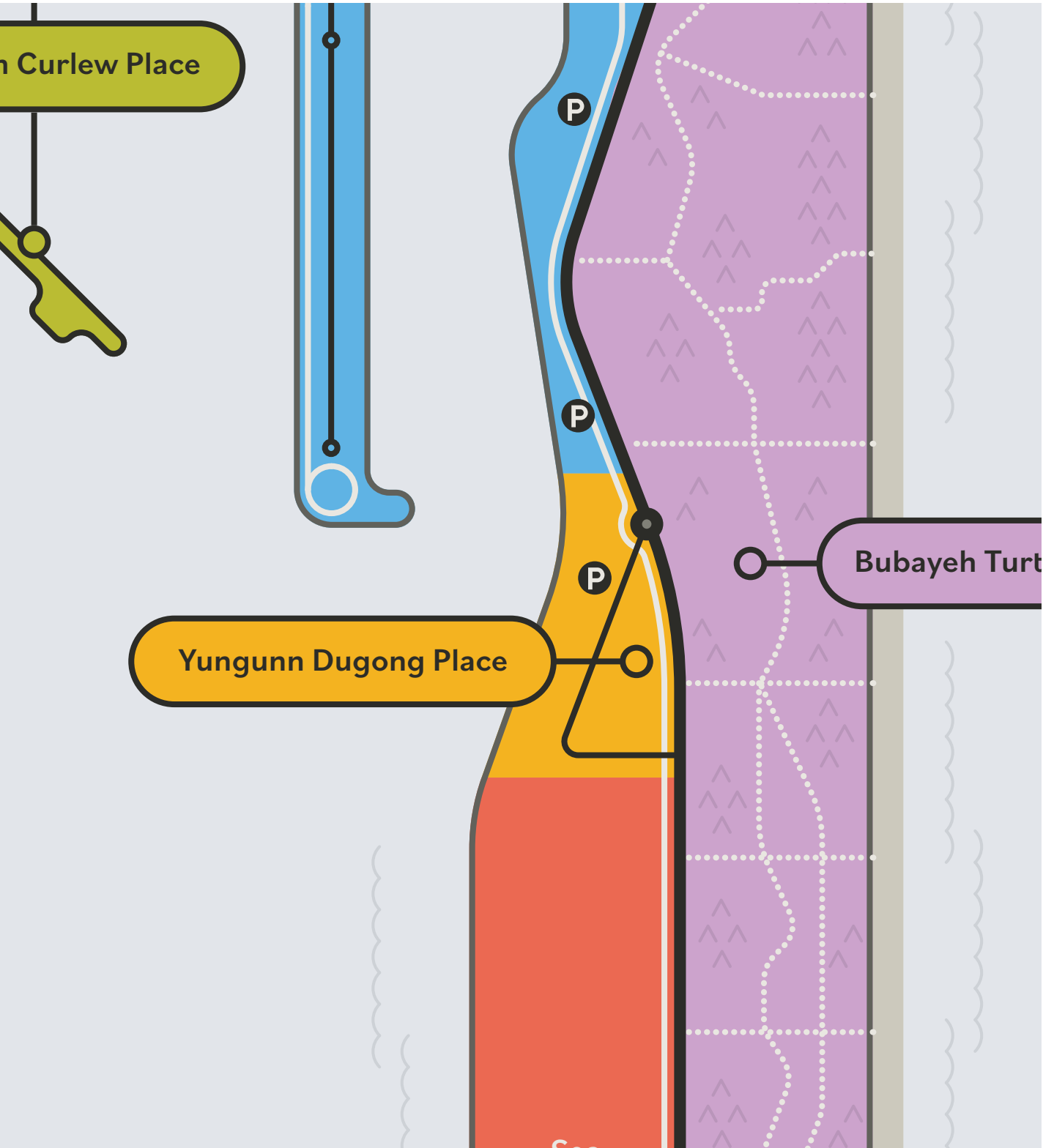
The context map is shown alongside the precinct map. Its purpose is to support the precinct map and show where the local area is in relation to the greater surrounding area. It is used on information signage, such as the IF1 - Information Node at precinct arrival areas. Typical features of context maps are:

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

Context maps can be utilised in both north up and south up orientations.



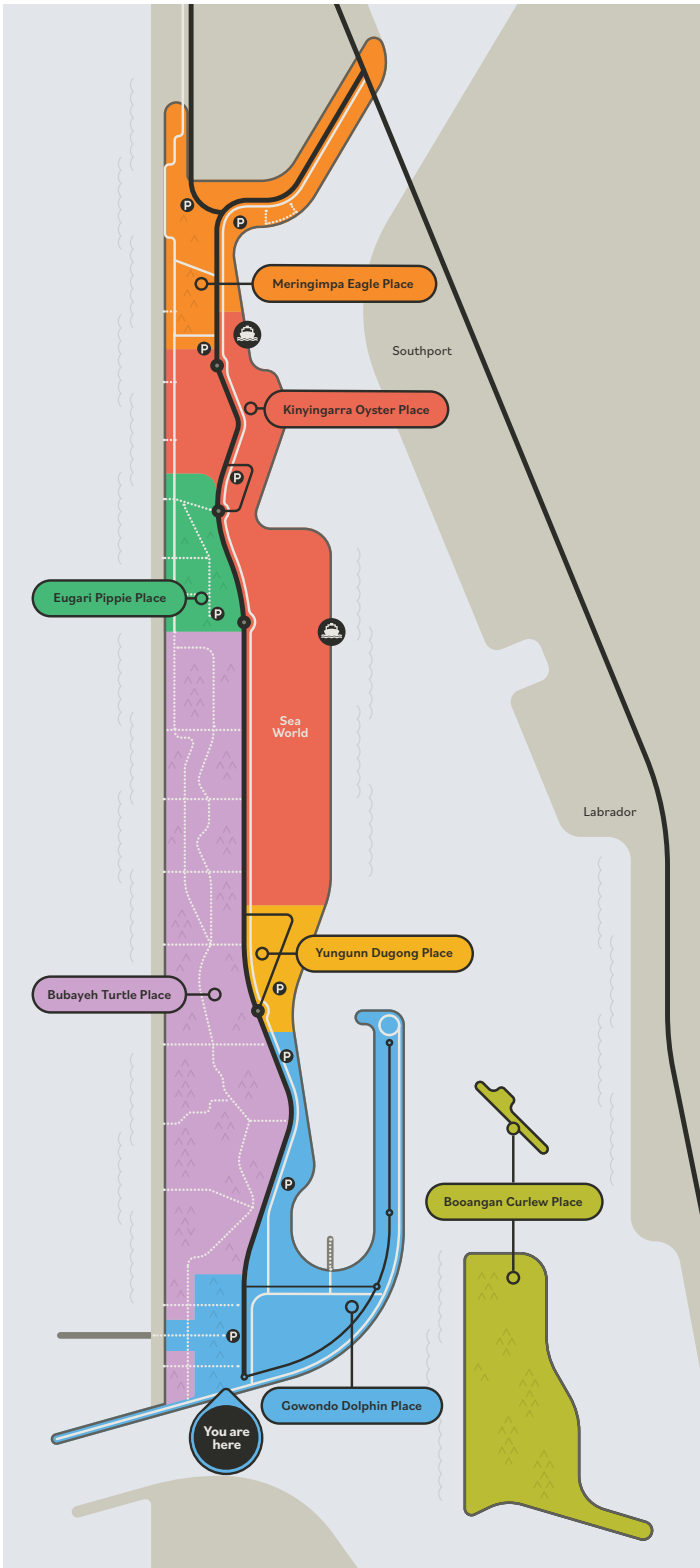
Context Map - North Up



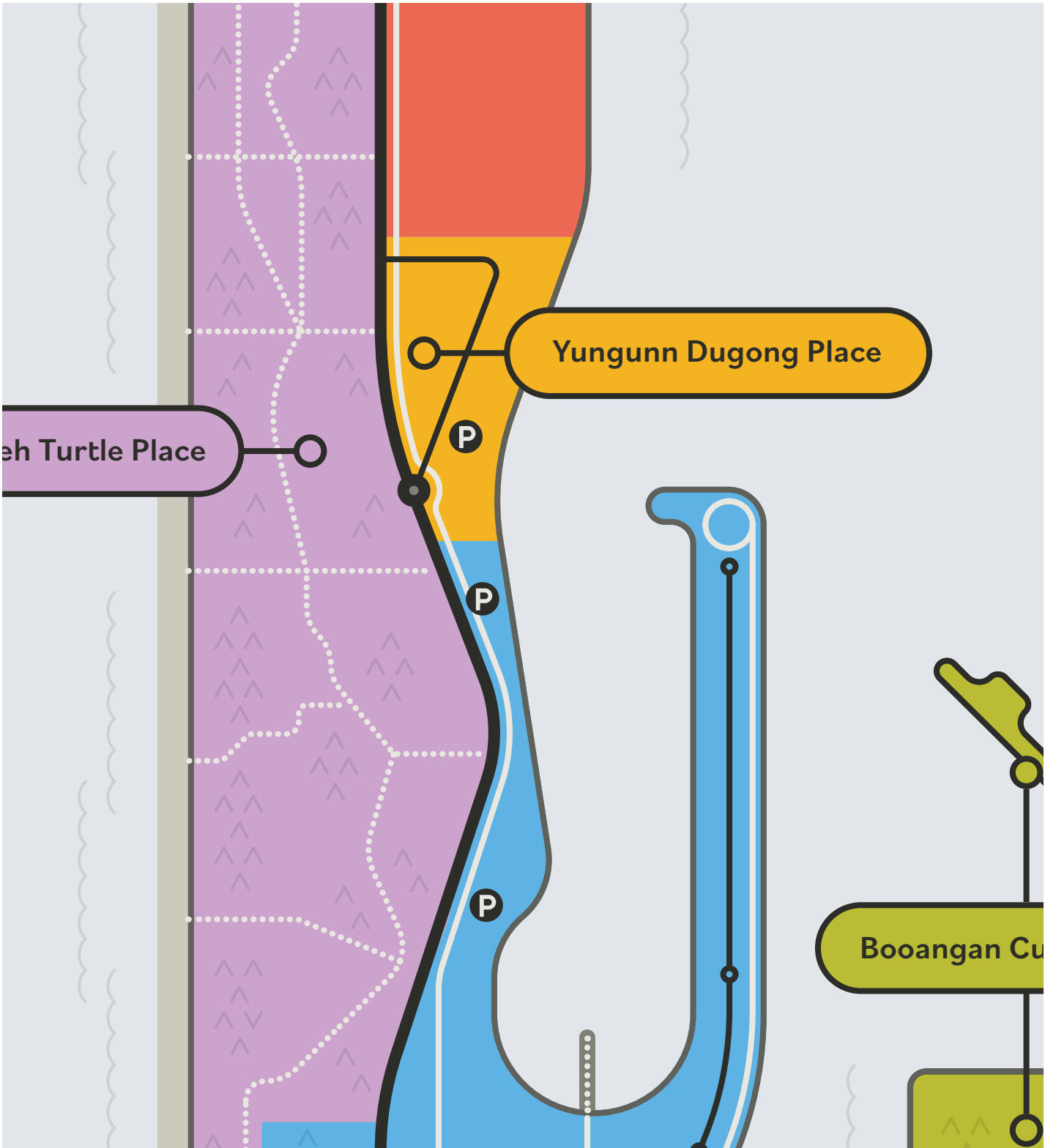
Context Map Detail - North Up

# CONTEXT MAP

Context maps can be used in south up orientation where appropriate.



Context Map - South Up



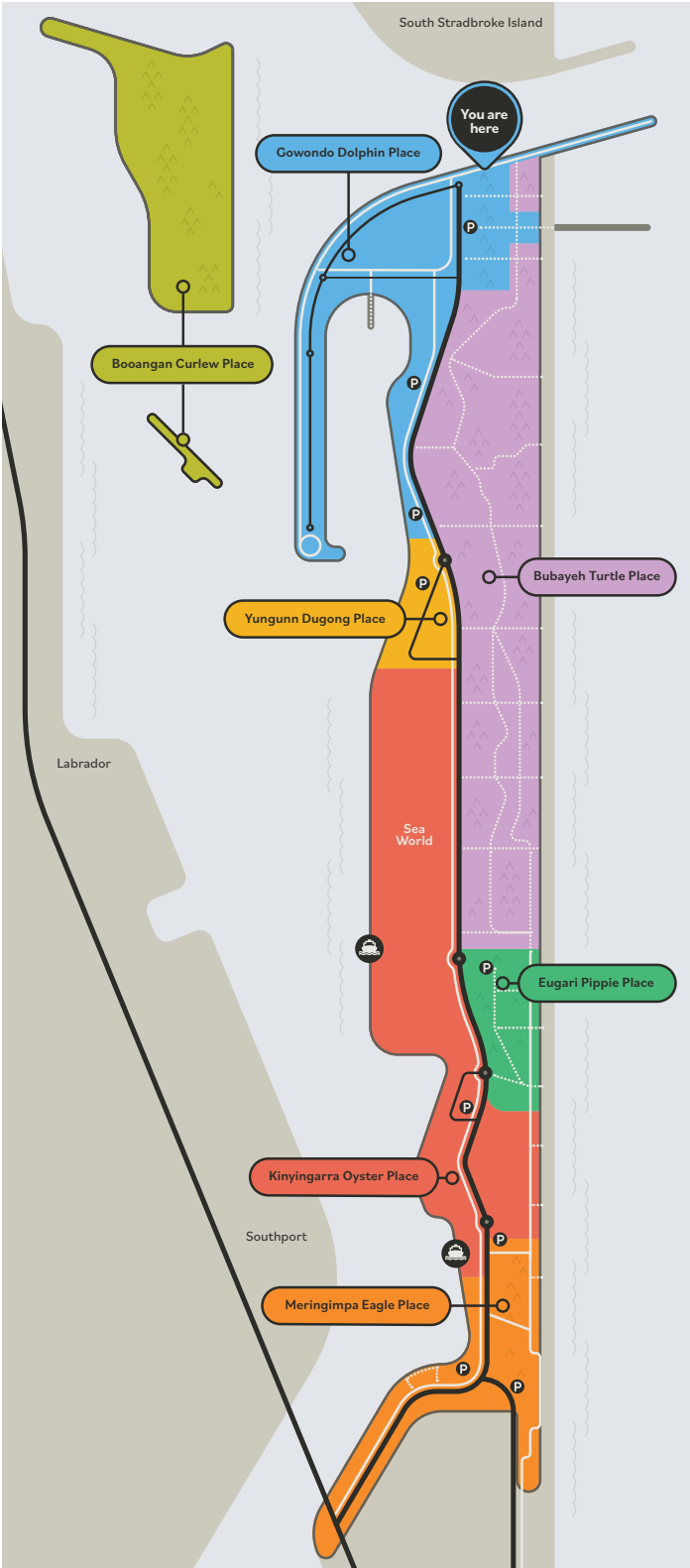
Context Map Detail - South Up

# CONTEXT MAP TYPES - NORTH UP

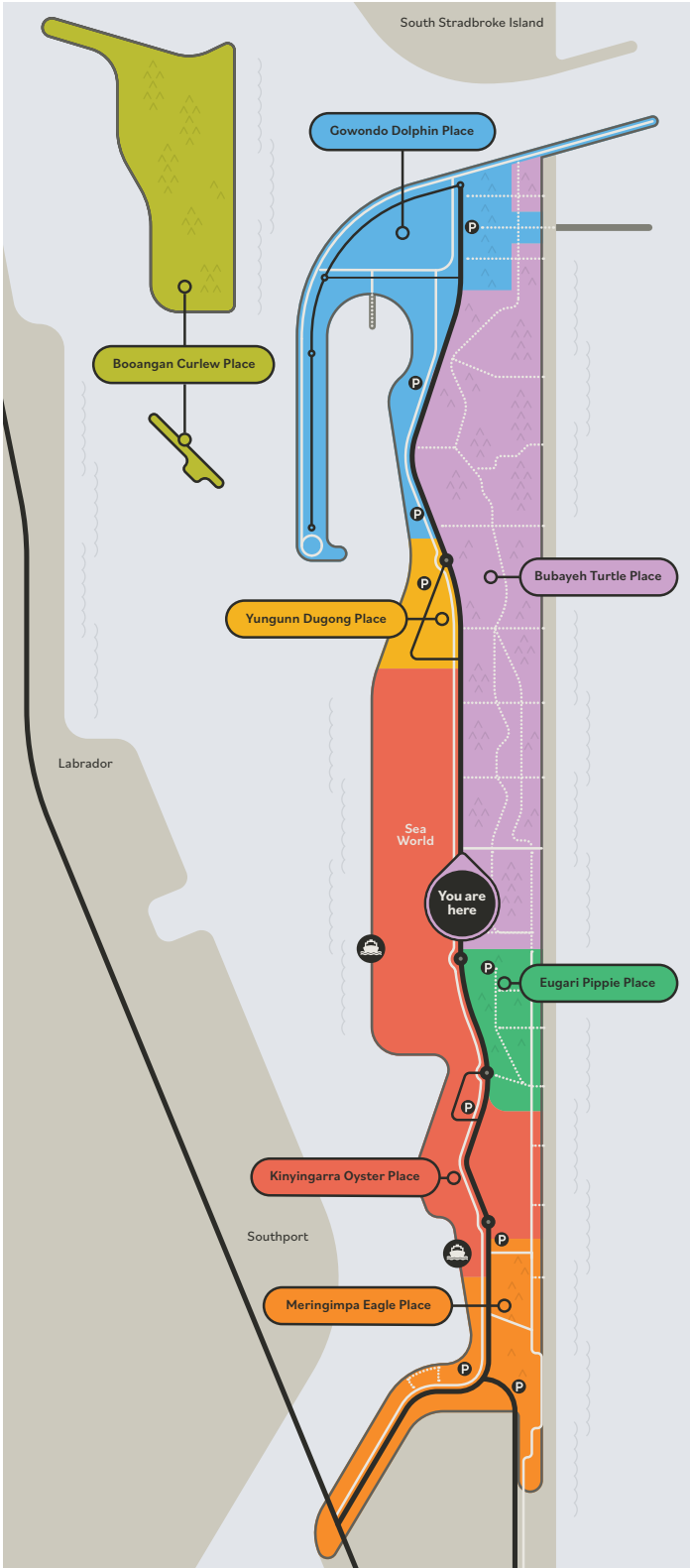
Map 1:  
This map shows where Gowondo Dolphin Place is located in relation to surrounding precincts.

Map 2:  
This map shows where Bubayeh Turtle Place is located in relation to the surrounding precincts.

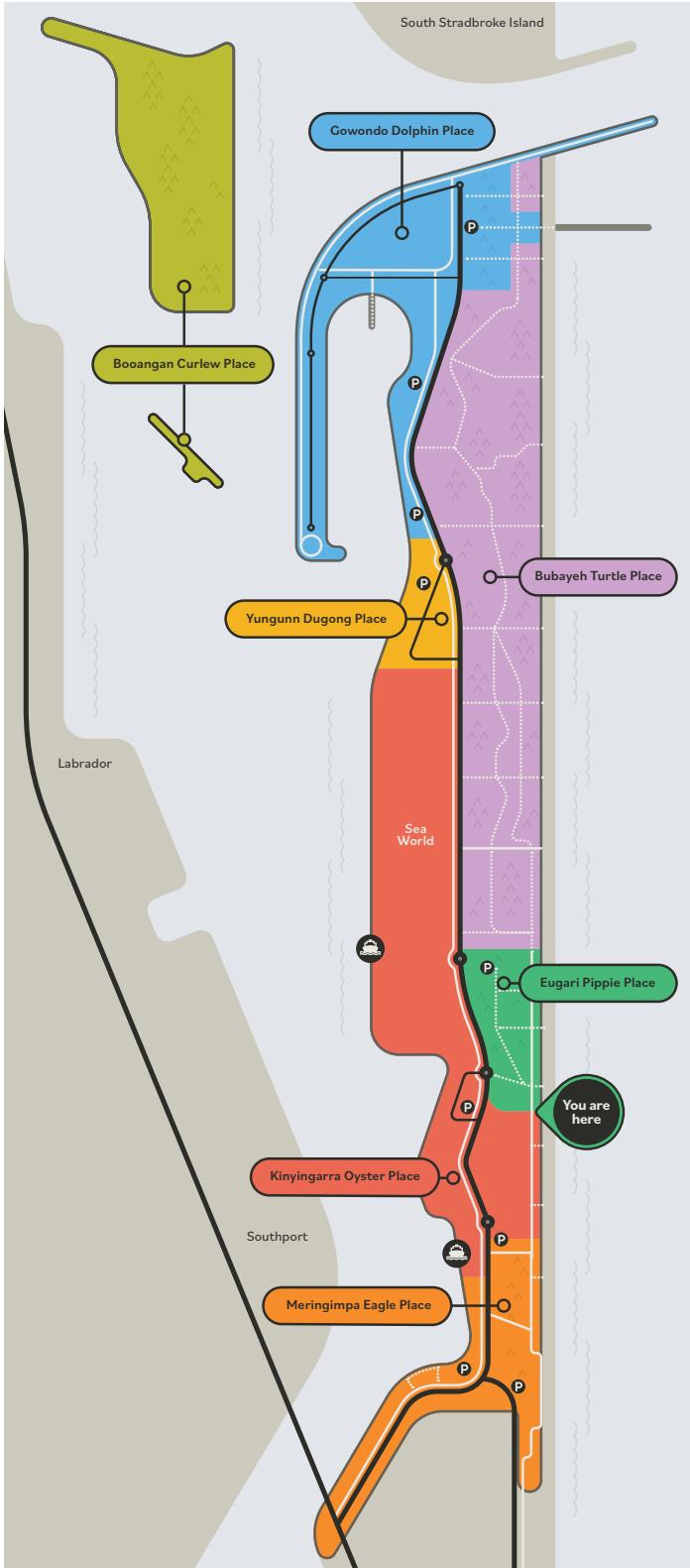
Map 3:  
This map shows where Eugari Pippie Place is located in relation to the surrounding precincts.



Map 1: Gowondo Dolphin Place  
Marine Stadium  
Marine Stadium Jetty and Pontoon  
Doug Jennings Park  
Moondarewa Spit  
Seaway Promenade



Map 2: Bubayeh Turtle Place  
Federation Walk Coastal Reserve  
Gold Coast Oceanway  
Federation Walk

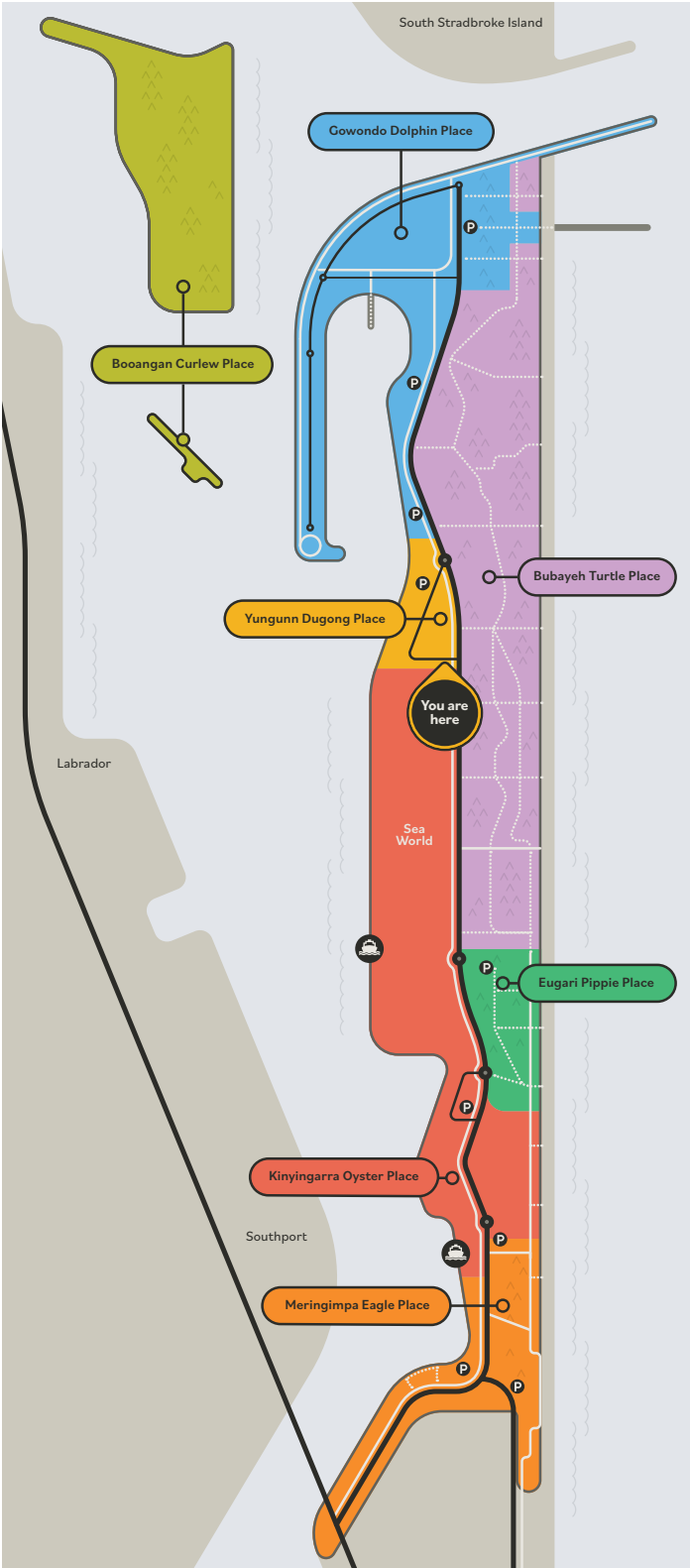


Map 3: Eugari Pippie Place  
Philip Park

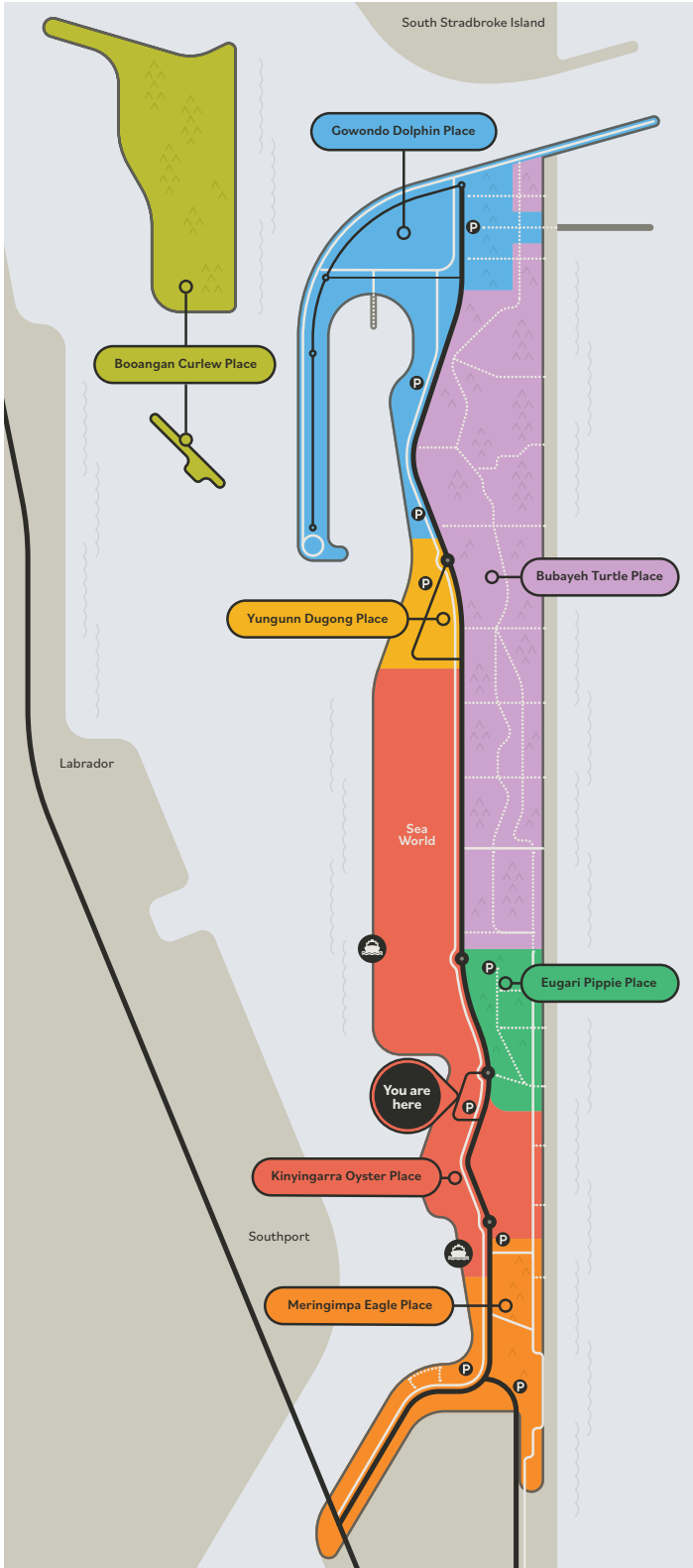


# CONTEXT MAP TYPES - NORTH UP

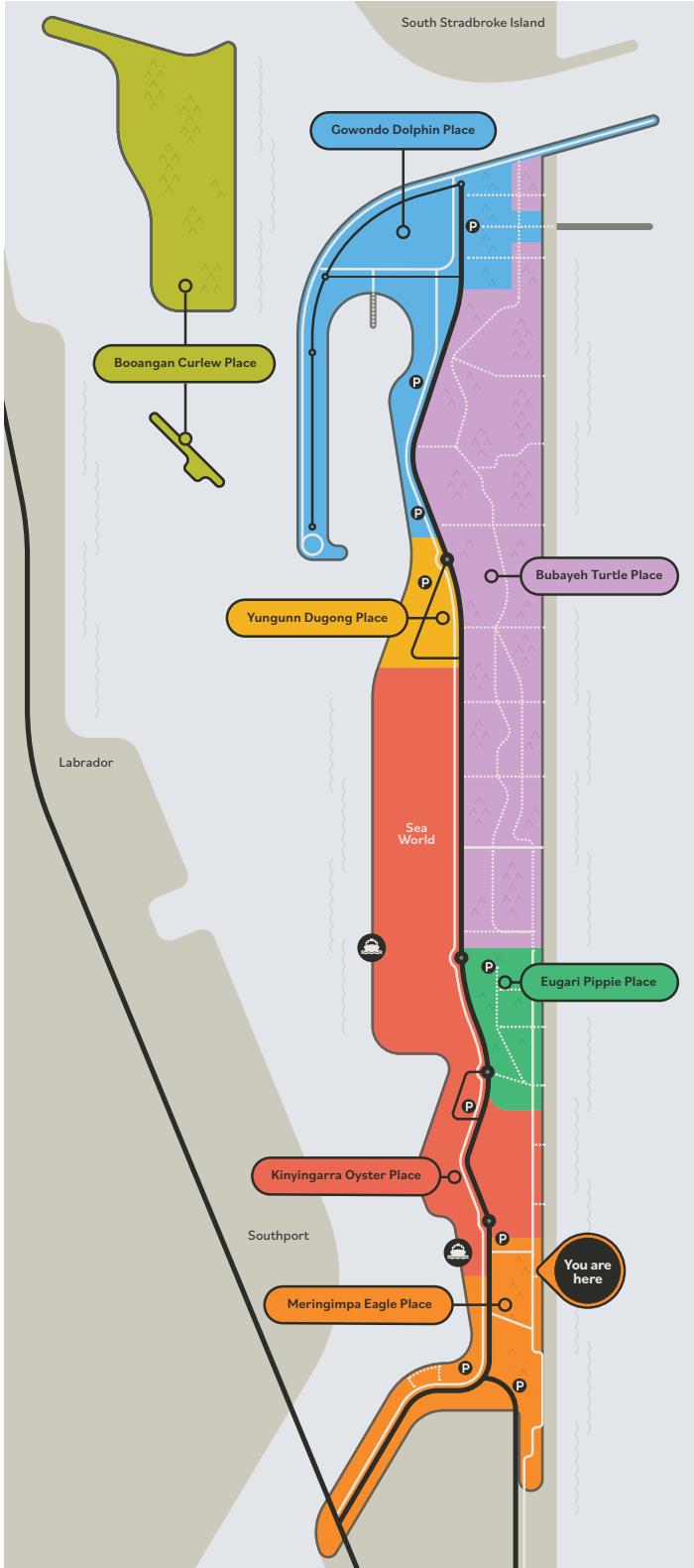
- Map 4:  
This map shows where Yungunn Dugong Place is located in relation to surrounding precincts.
- Map 5:  
This map shows where Kinyingarra Oyster Place is located in relation to the surrounding precincts.
- Map 6:  
This map shows where Meringimpa Eagle Place is located in relation to the surrounding precincts.



Map 4: Yungunn Dugong Place  
Muriel Henchman Park  
Vessel Launching Area  
Volunteer Marine Rescue  
Surf Life Saving Queensland



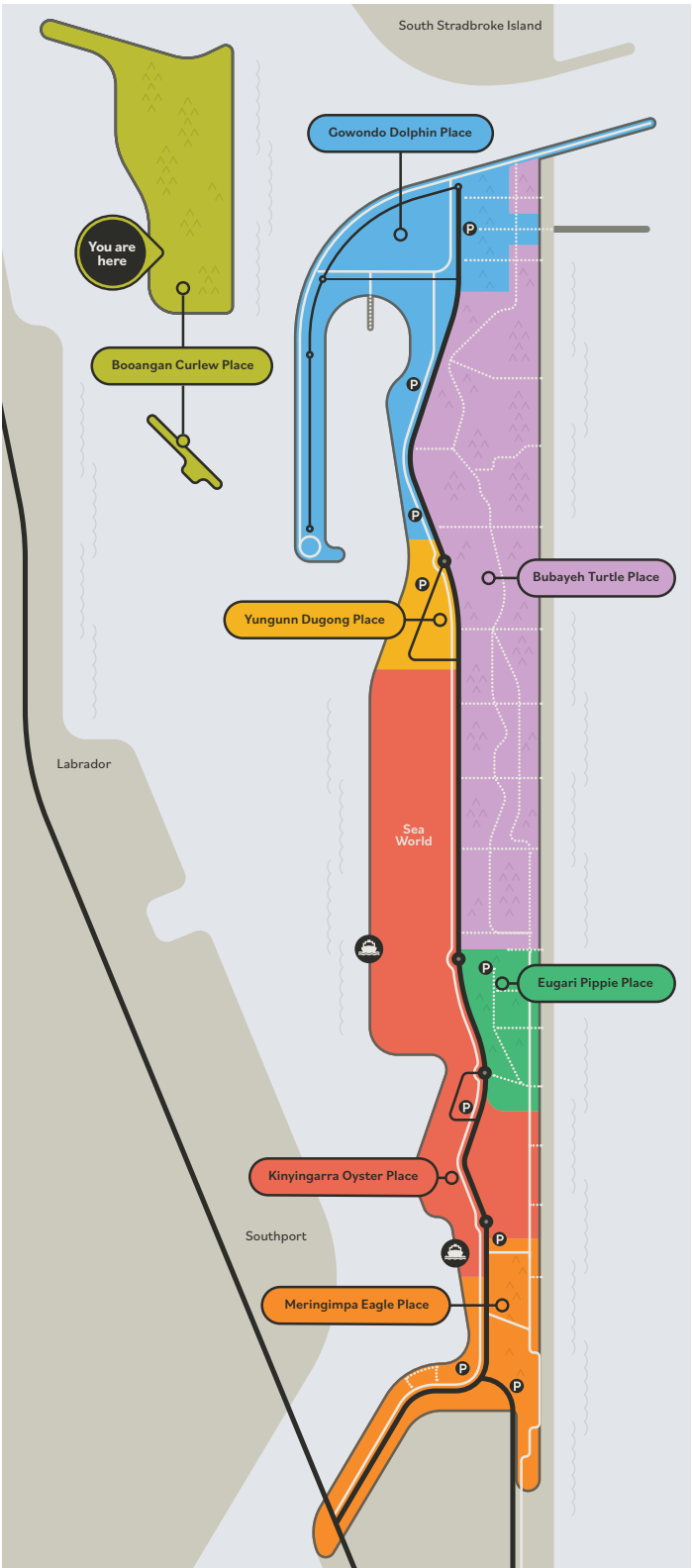
Map 5: Kinyingarra Oyster Place  
Sea World  
Gold Coast Oceanway  
Resorts



Map 6: Meringimpa Eagle Place  
Hollindale Park  
Naval Memorial Park  
Southport Yacht Club  
Jack Gordon Park  
Proud Park

# CONTEXT MAP TYPES - NORTH UP

Map 7:  
This map shows where Booangun Curlew Place is located in relation to surrounding precinct.



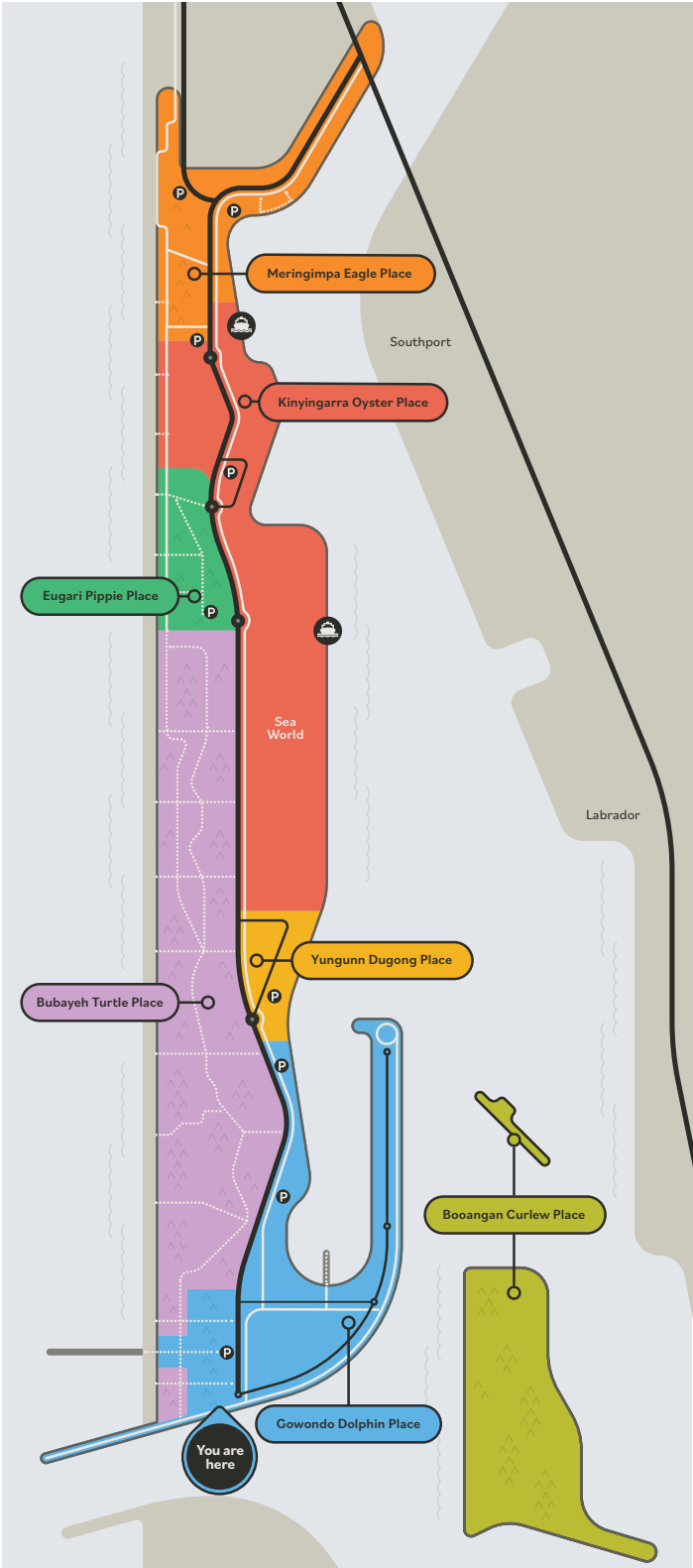
Map 7: Booangun Curlew Place  
Wave Break Island  
Curlew Island

# CONTEXT MAP TYPES - SOUTH UP

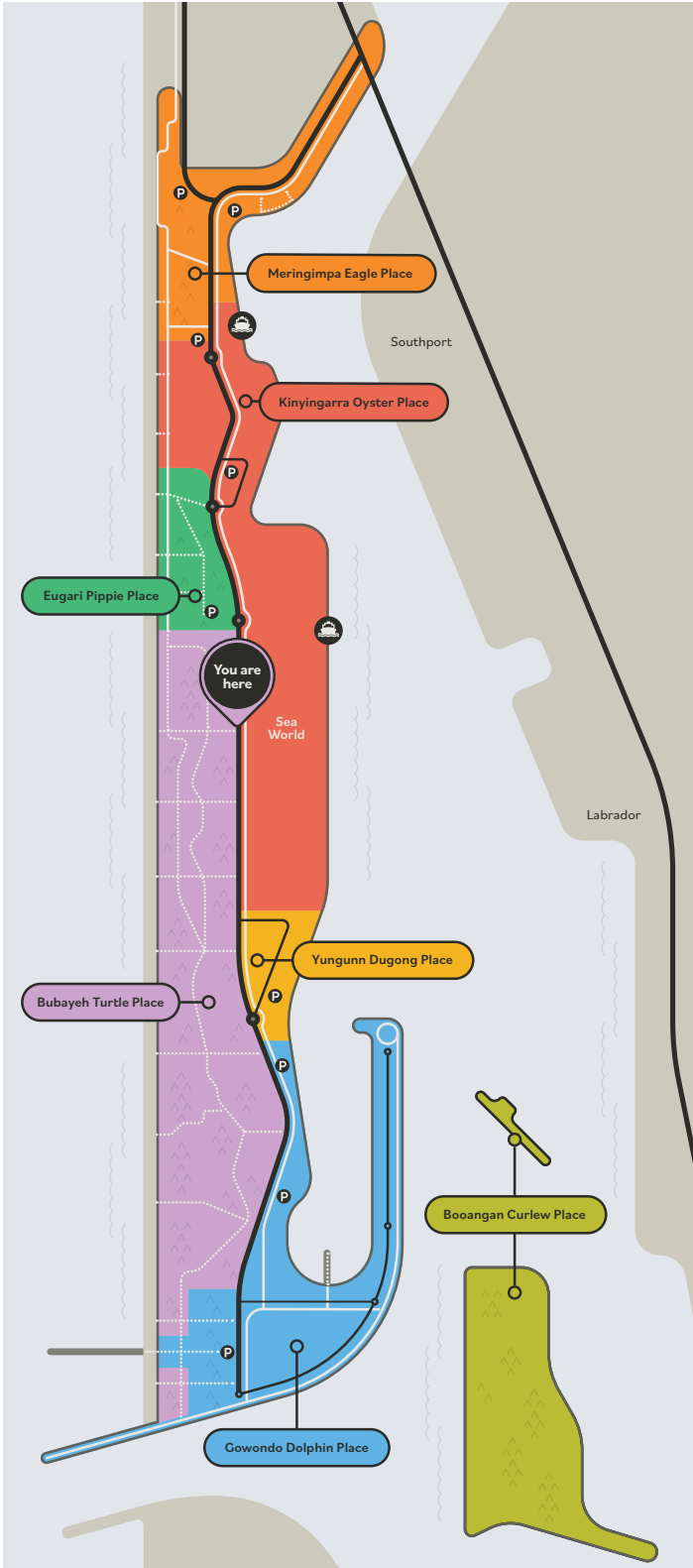
Map 1:  
This map shows where Gowondo Dolphin Place is located in relation to surrounding precincts.

Map 2:  
This map shows where Bubayeh Turtle Place is located in relation to the surrounding precincts.

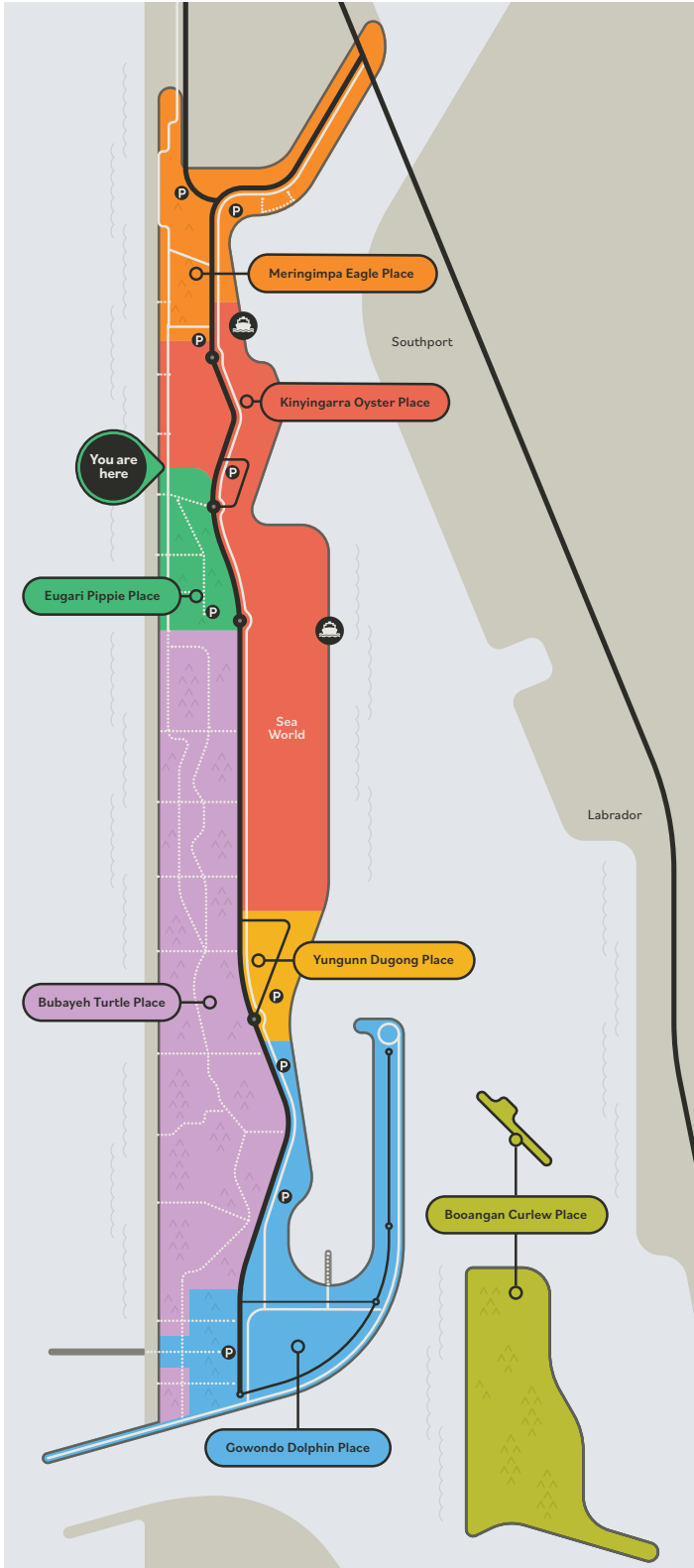
Map 3:  
This map shows where Eugari Pippie Place is located in relation to the surrounding precincts.



Map 1: Gowondo Dolphin Place  
Marine Stadium  
Marine Stadium Jetty and Pontoon  
Doug Jennings Park  
Moondarewa Spit  
Seaway Promenade



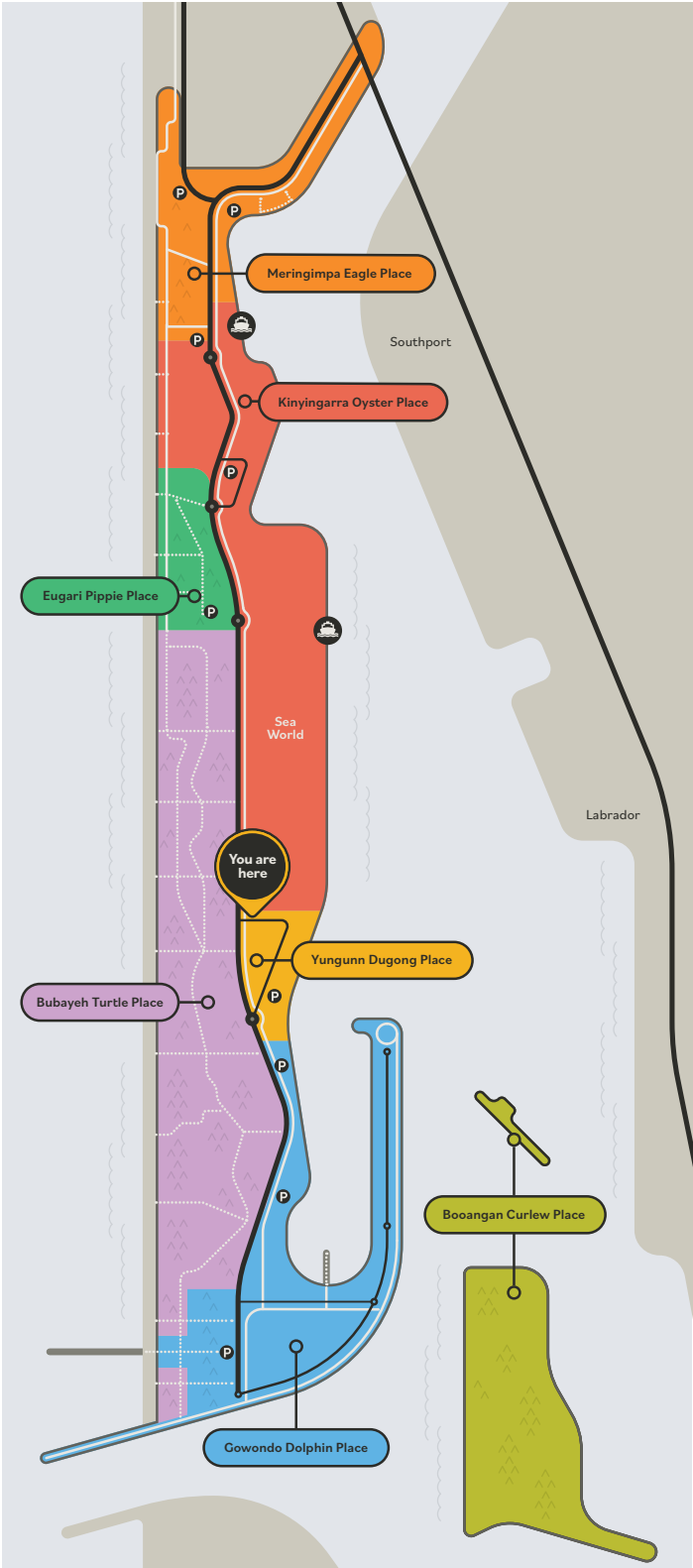
Map 2: Bubayeh Turtle Place  
Federation Walk Coastal Reserve  
Gold Coast Oceanway  
Federation Walk



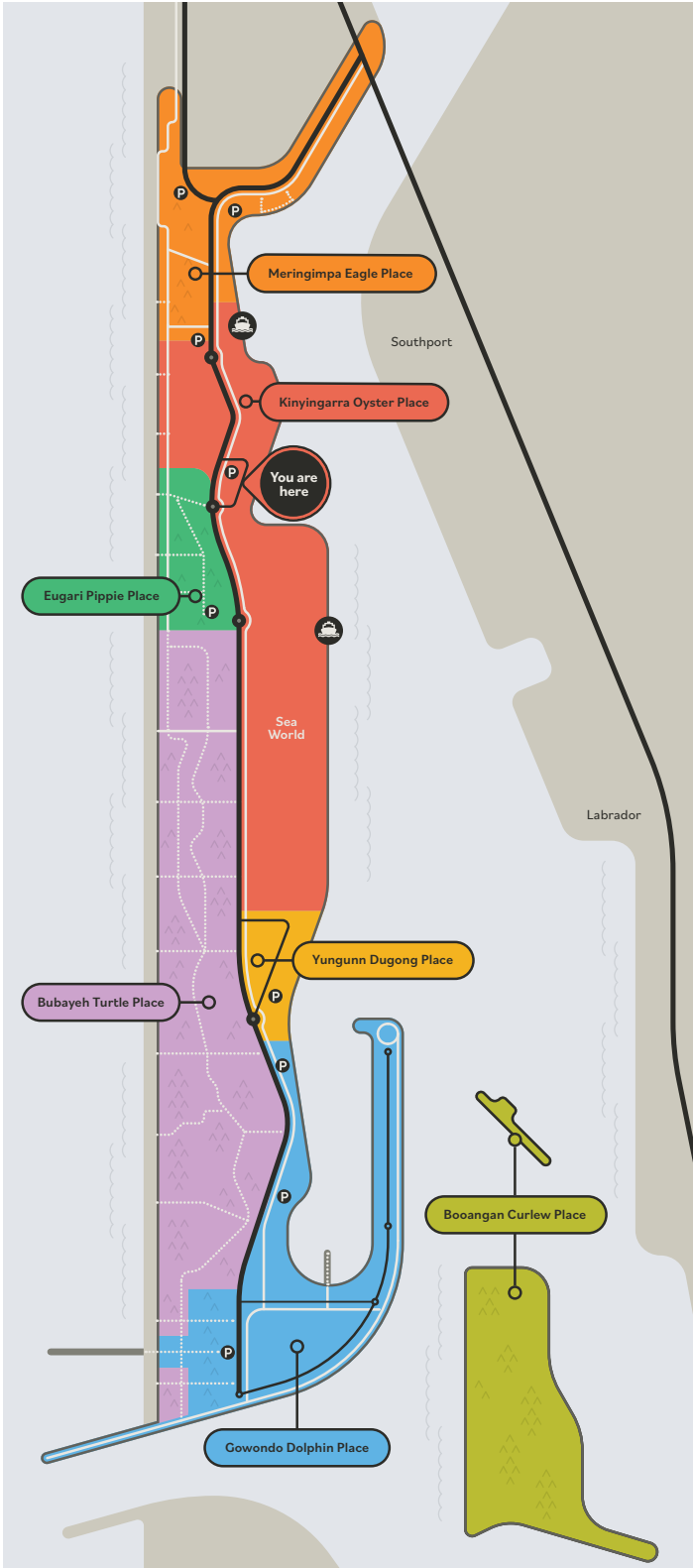
Map 3: Eugari Pippie Place  
Philip Park

# CONTEXT MAP TYPES - SOUTH UP

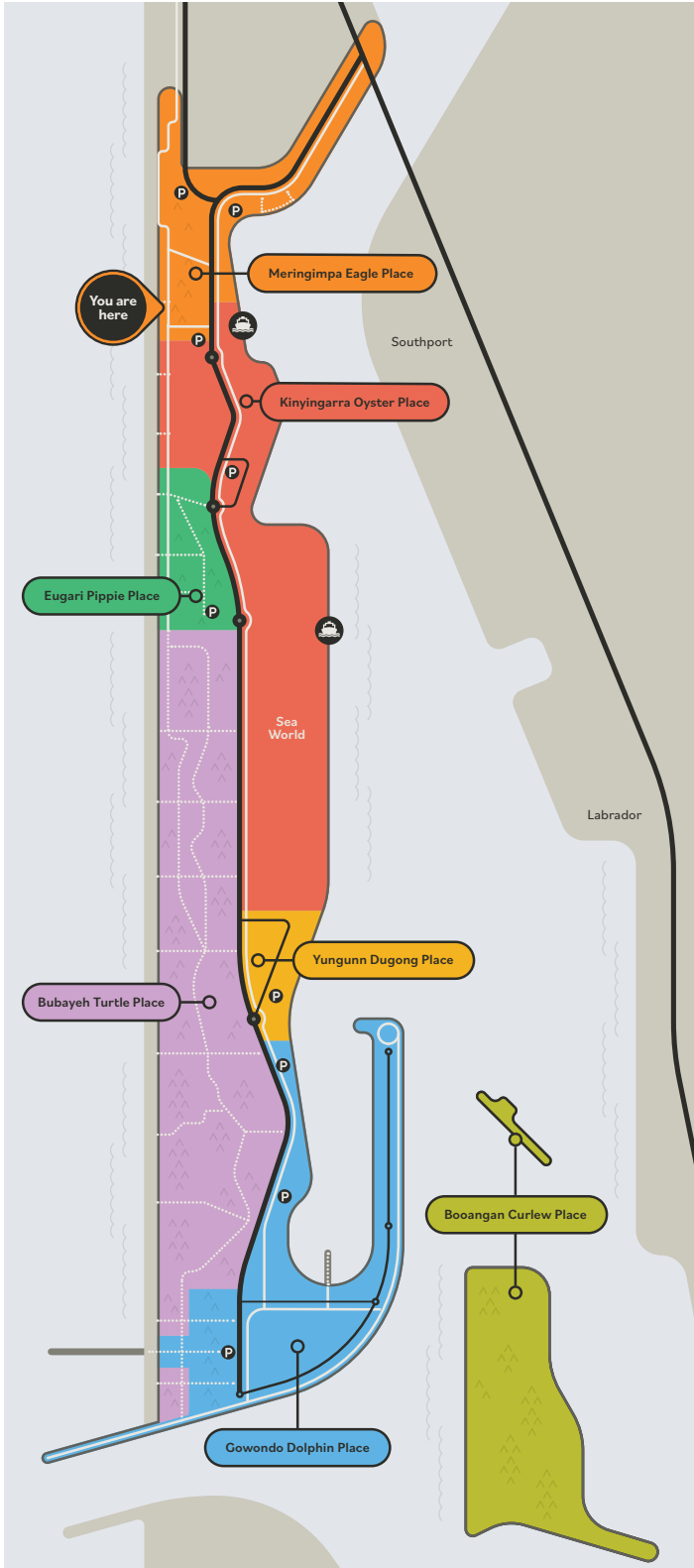
- Map 4:  
This map shows where Yungunn Dugong Place is located in relation to surrounding precincts.
- Map 5:  
This map shows where Kinyingarra Oyster Place is located in relation to the surrounding precincts.
- Map 6:  
This map shows where Meringimpa Eagle Place is located in relation to the surrounding precincts.



Map 4: Yungunn Dugong Place  
Muriel Henschman Park  
Vessel Launching Area  
Volunteer Marine Rescue  
Surf Life Saving Queensland



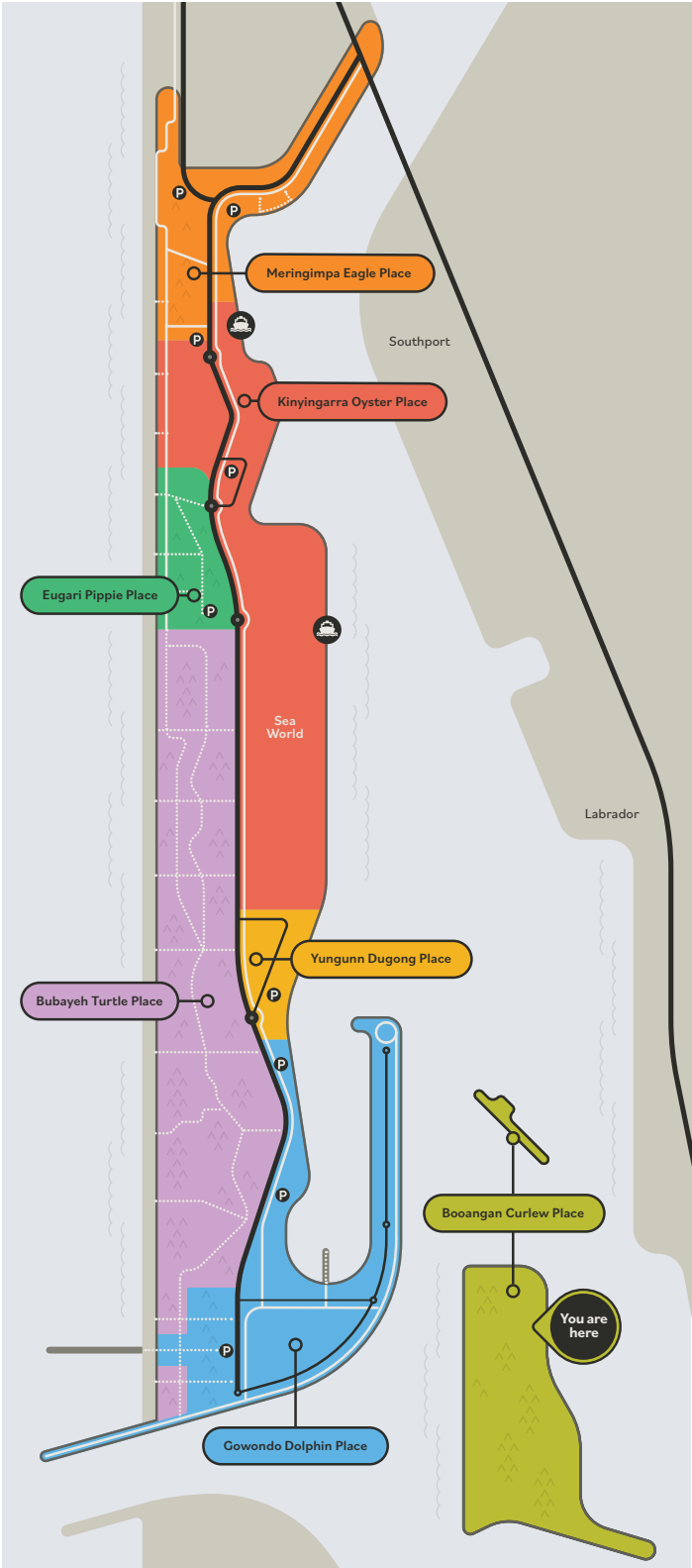
Map 5: Kinyingarra Oyster Place  
Sea World  
Gold Coast Oceanway  
Resorts



Map 6: Meringimpa Eagle Place  
Hollindale Park  
Naval Memorial Park  
Southport Yacht Club  
Jack Gordon Park  
Proud Park

# CONTEXT MAP TYPES - SOUTH UP

Map 7:  
This map shows where Booangun Curlew Place is located in relation to surrounding precincts.

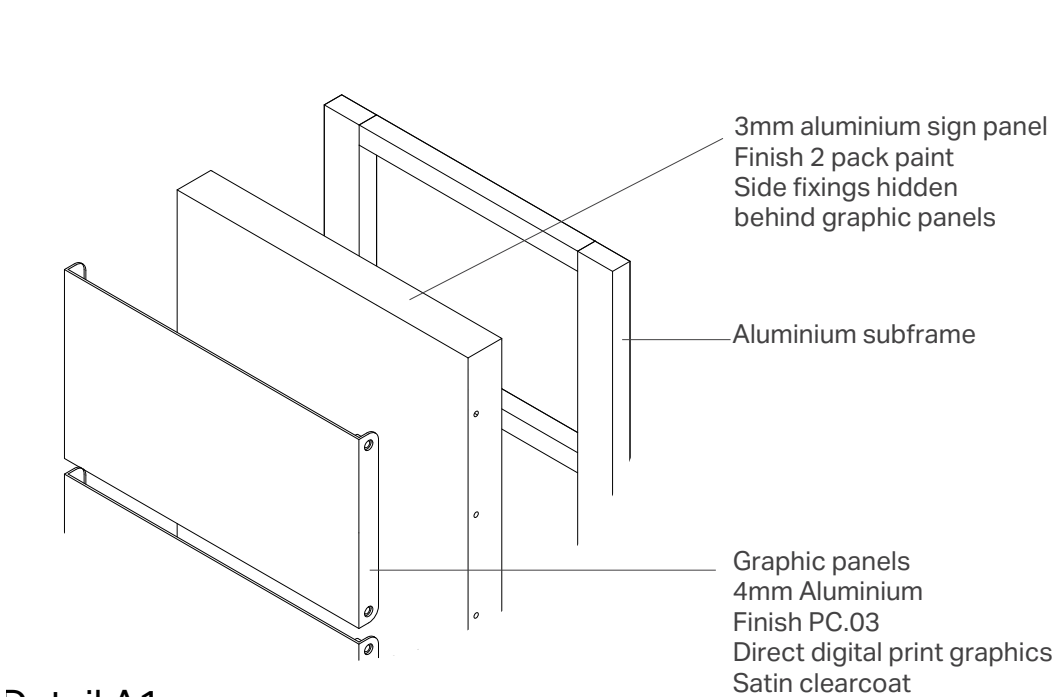


Map 7: Booangun Curlew Place  
Wave Break Island  
Curlew Island

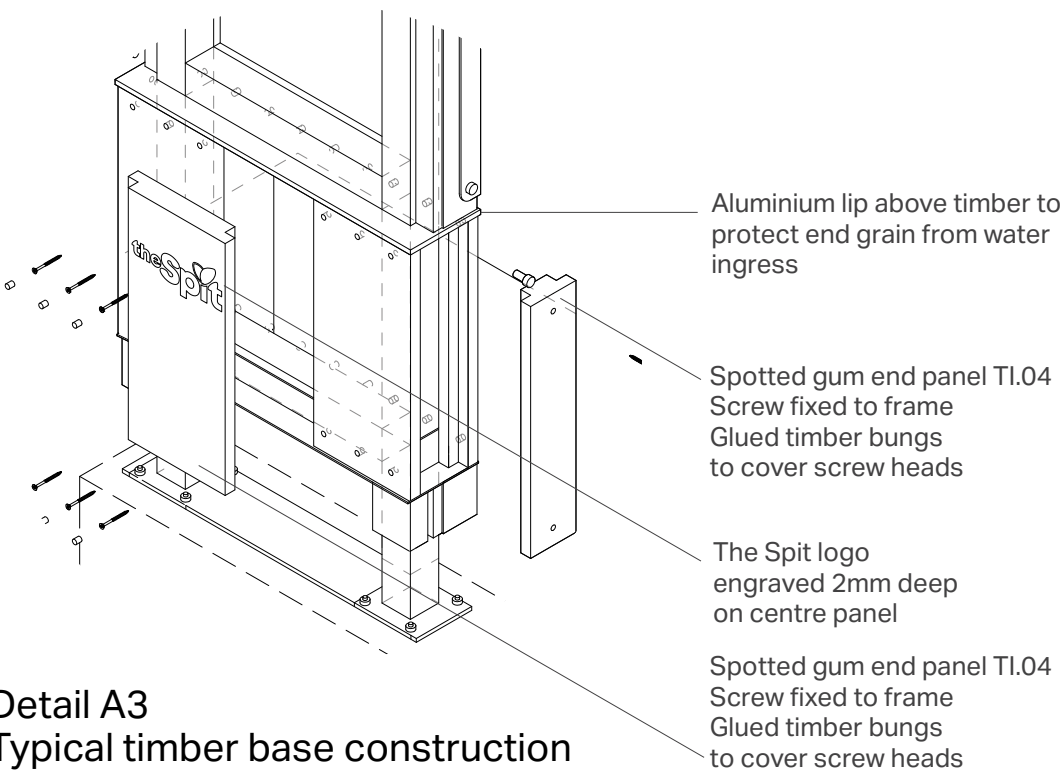


# G. Typical Construction Drawings

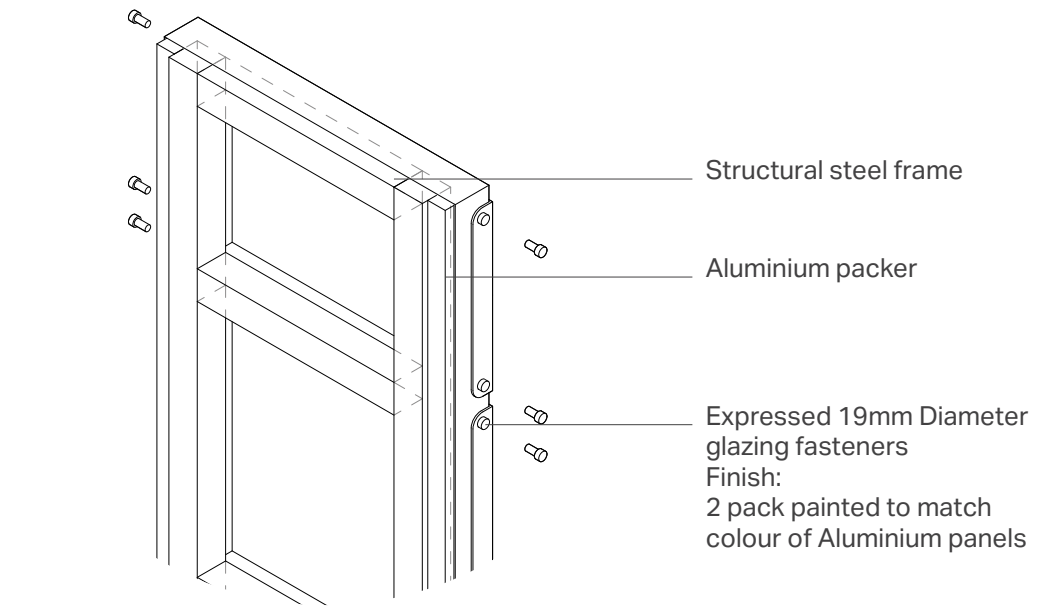




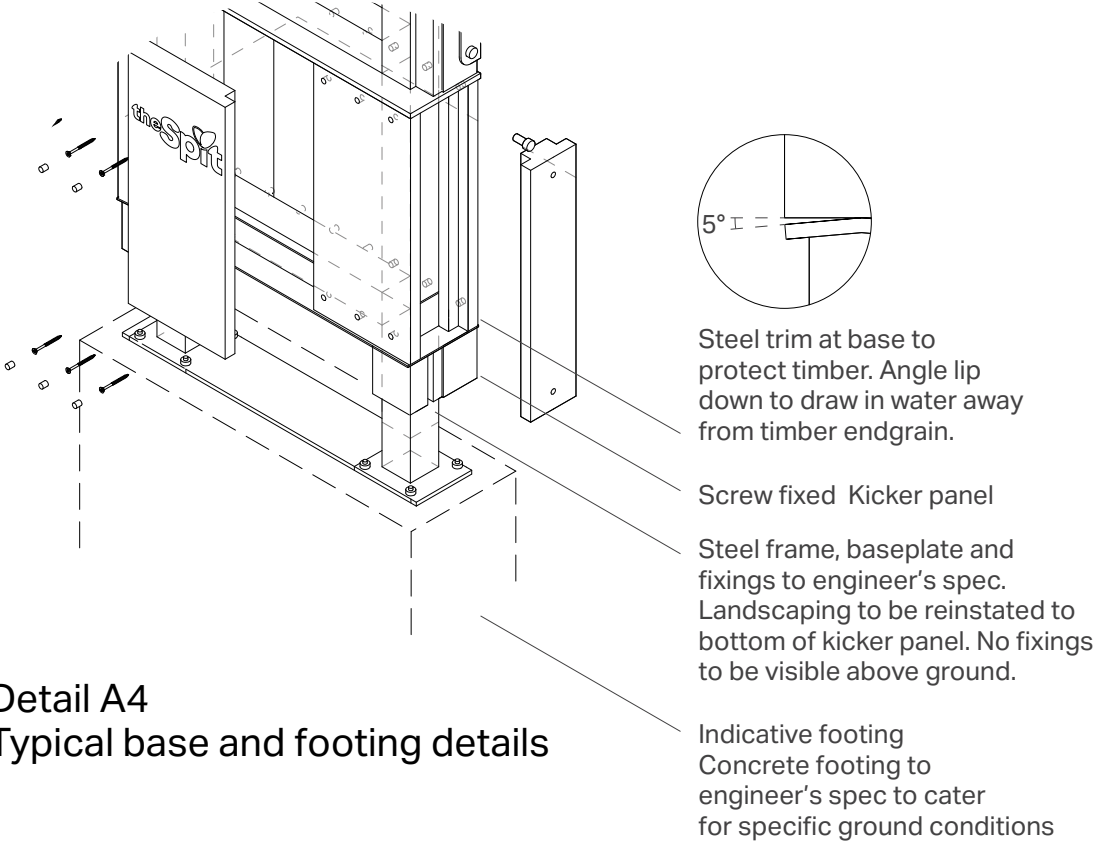
**Detail A1**  
Typical sign panel mounting detail



**Detail A3**  
Typical timber base construction



**Detail A2**  
Typical frame construction

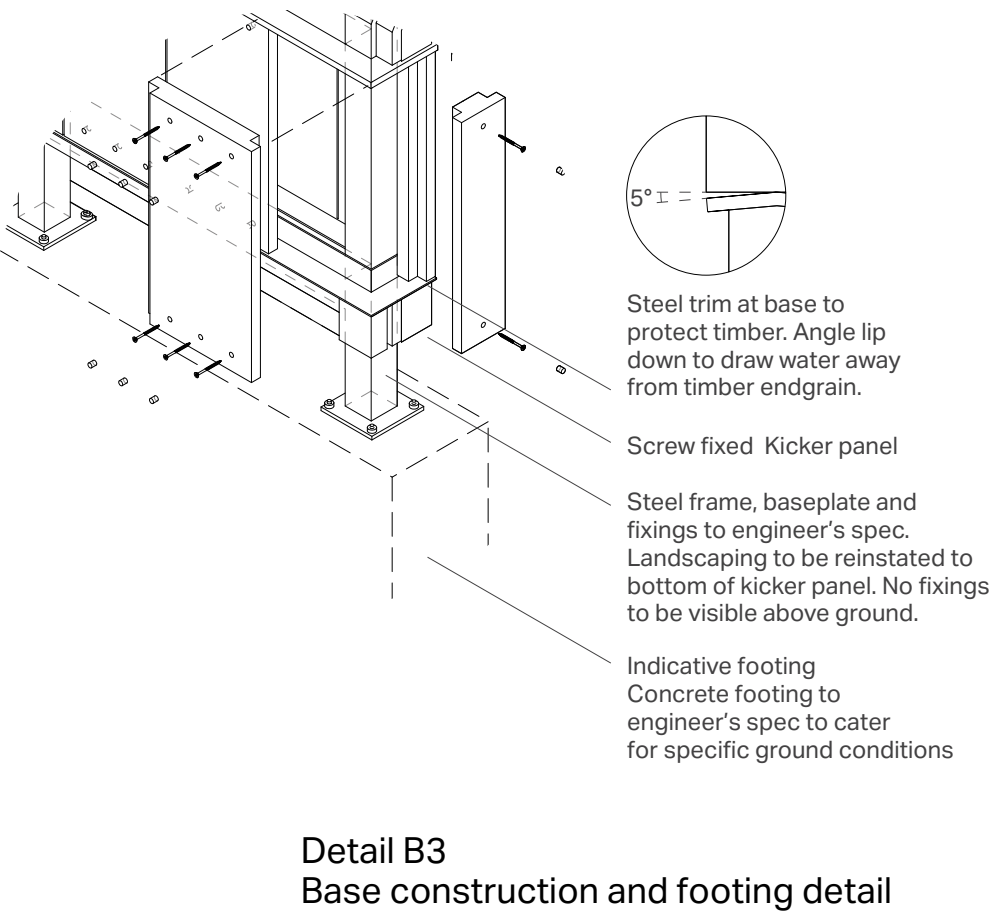
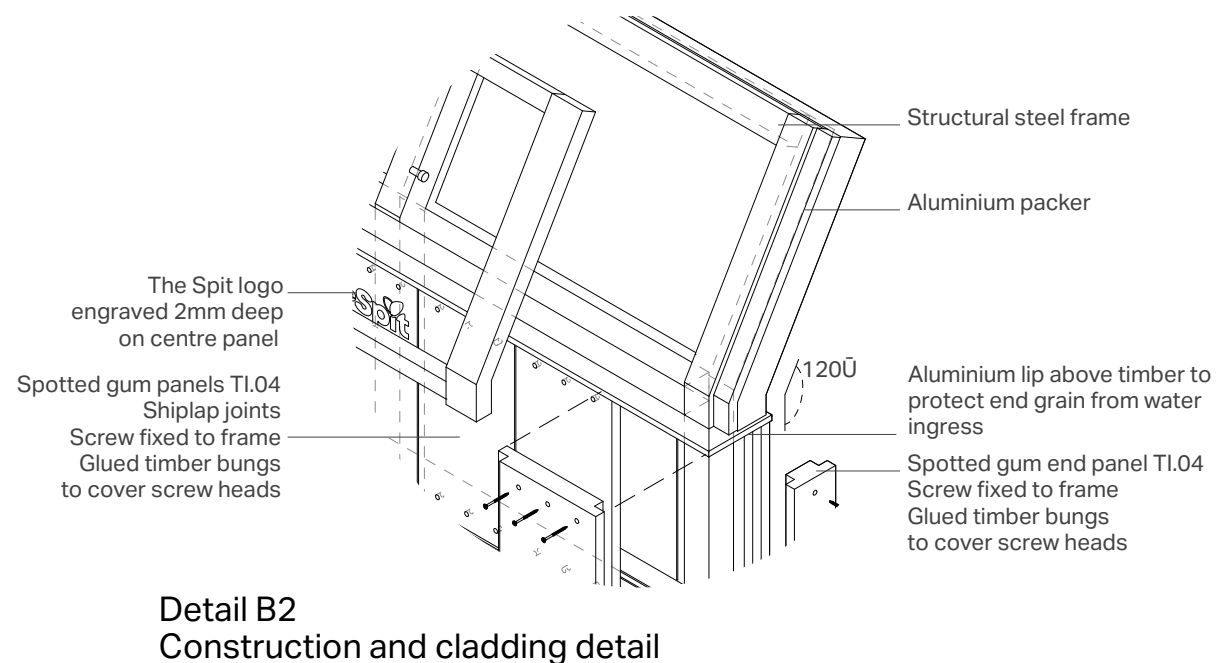
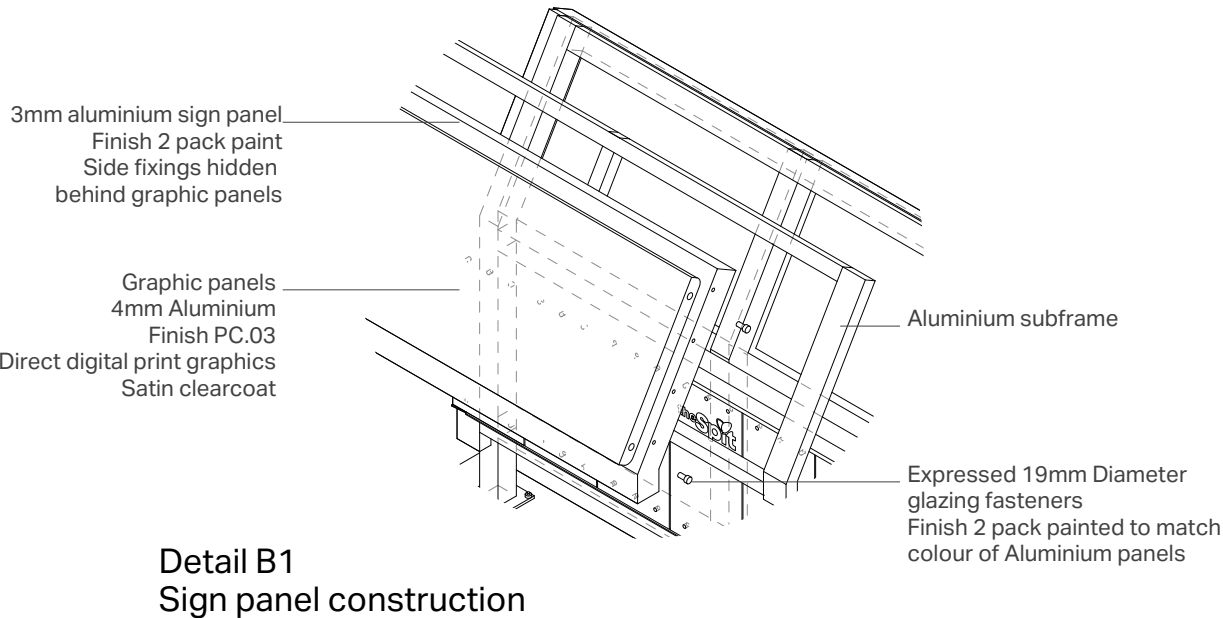


**Detail A4**  
Typical base and footing details

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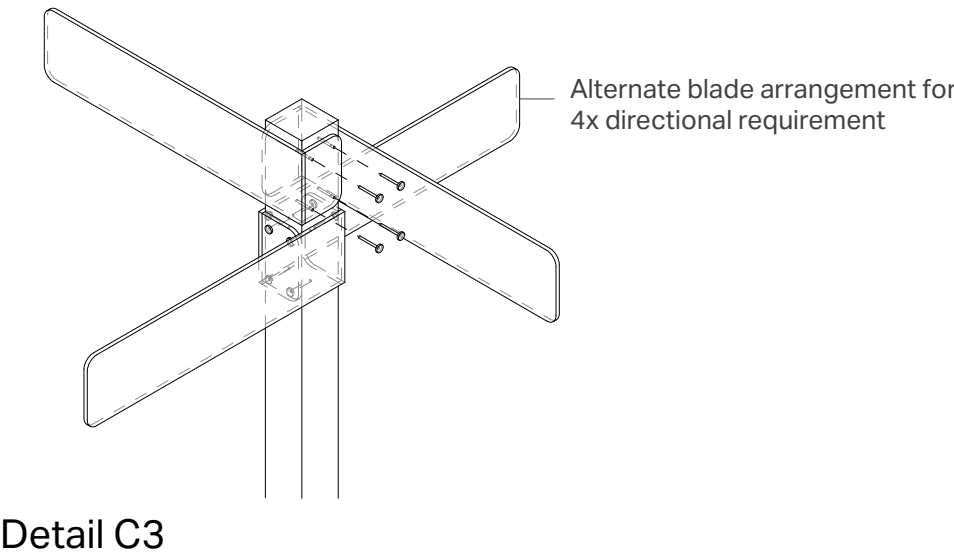
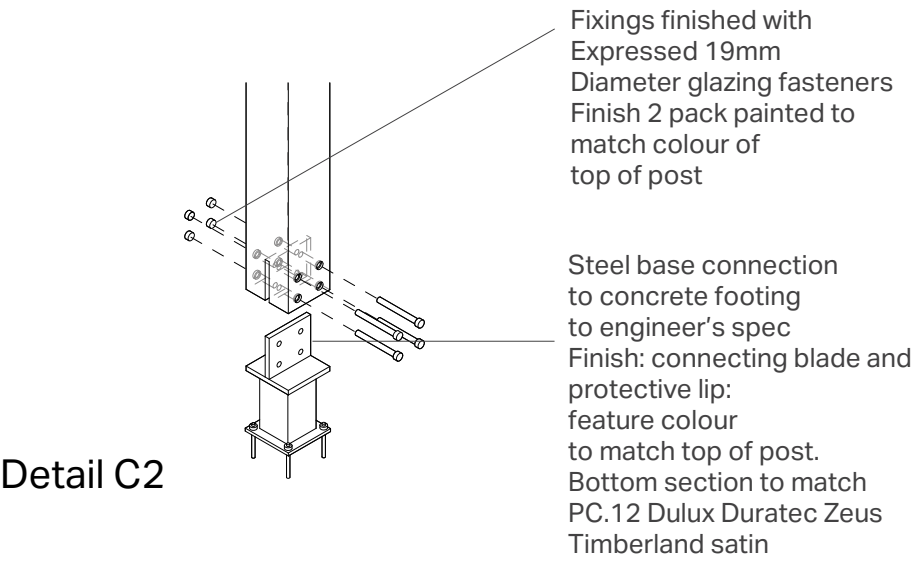
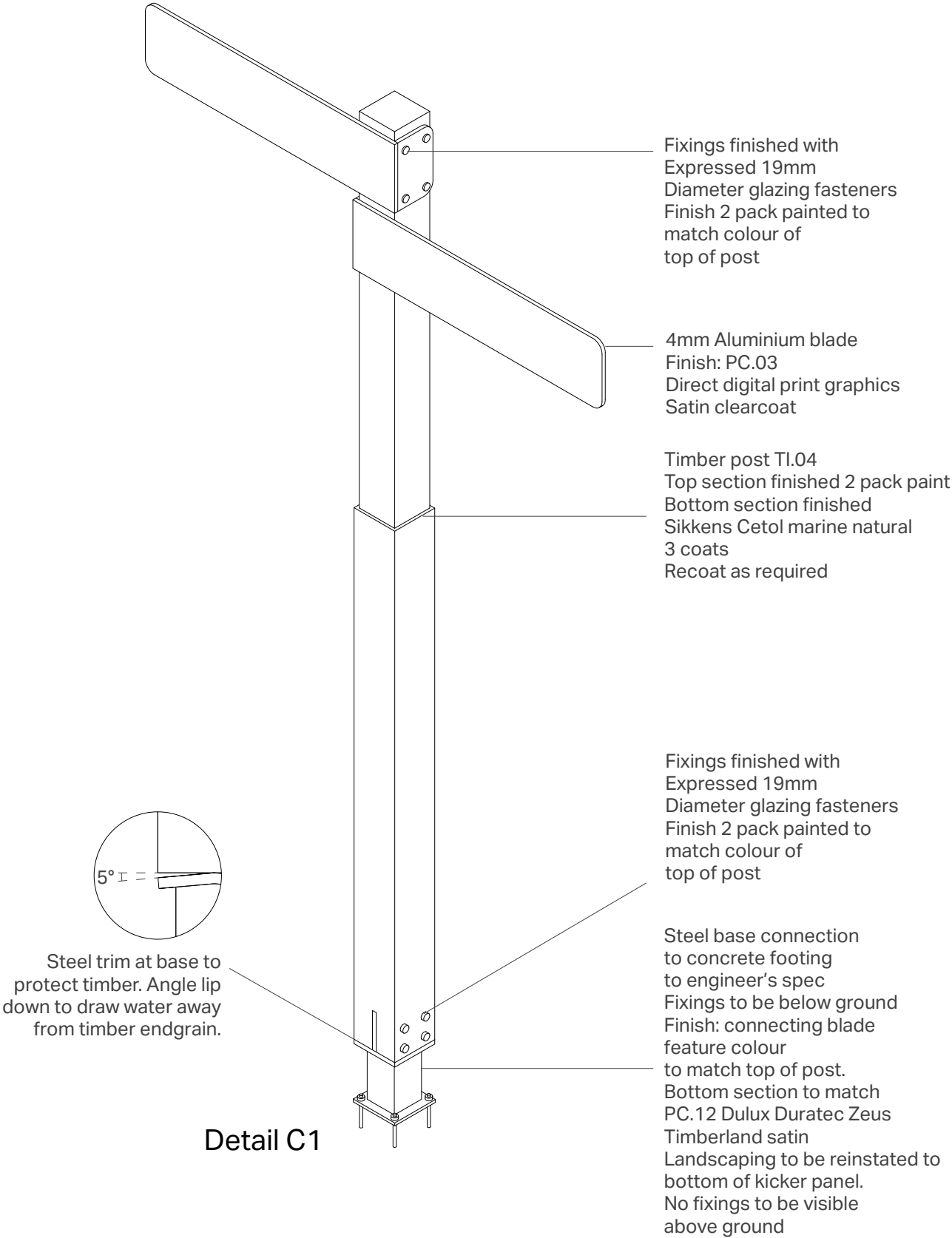
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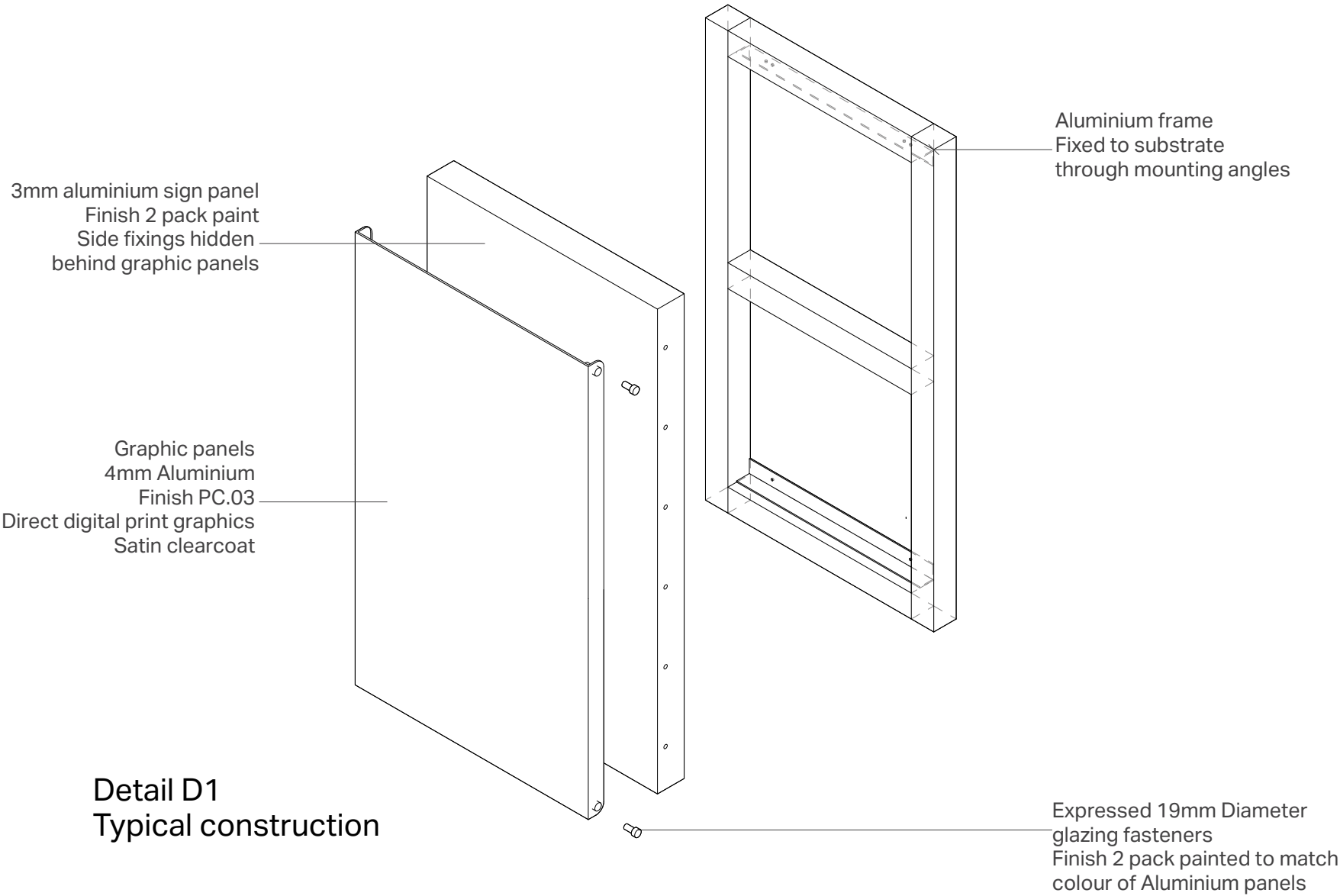
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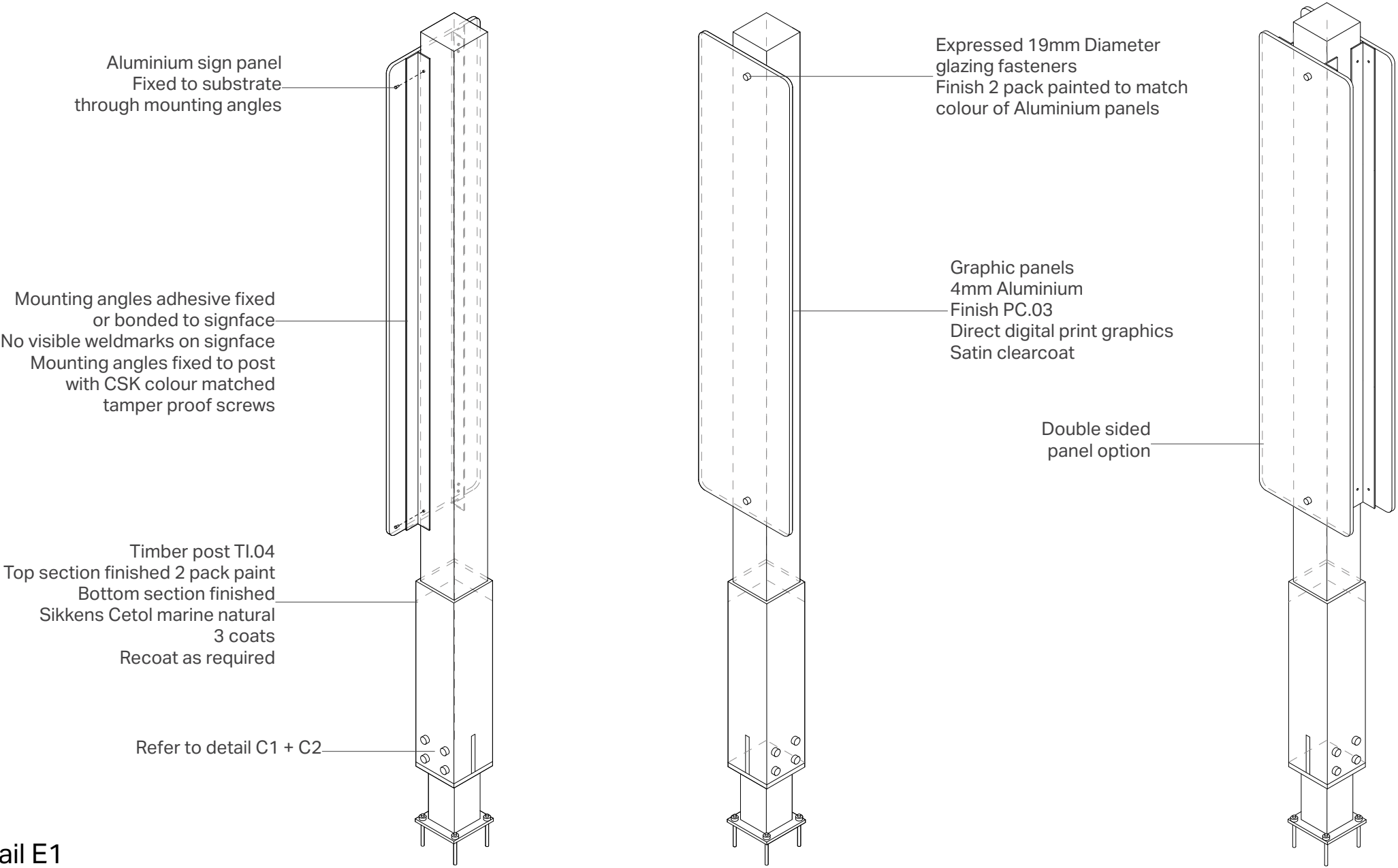
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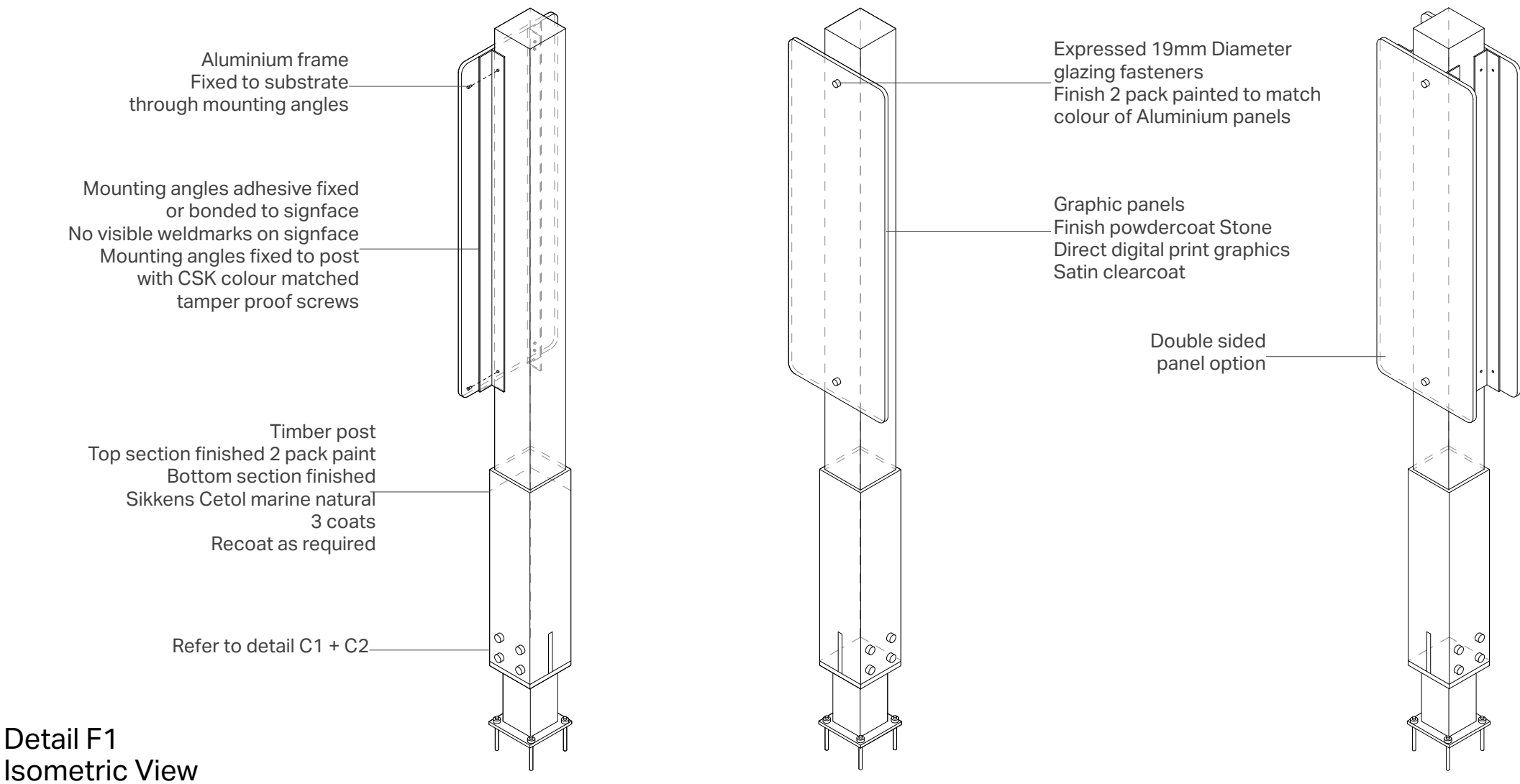


Detail E1  
Isometric View

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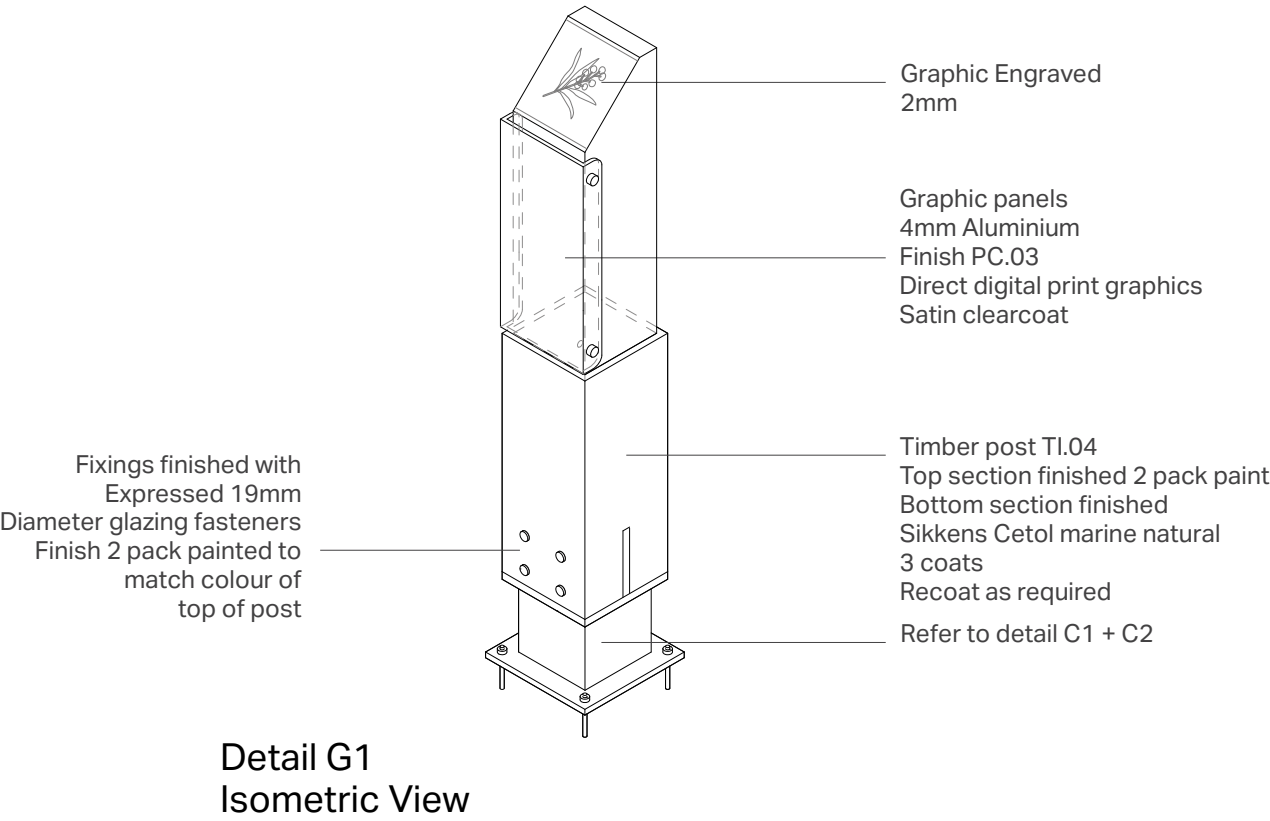
Detail F1  
Isometric View

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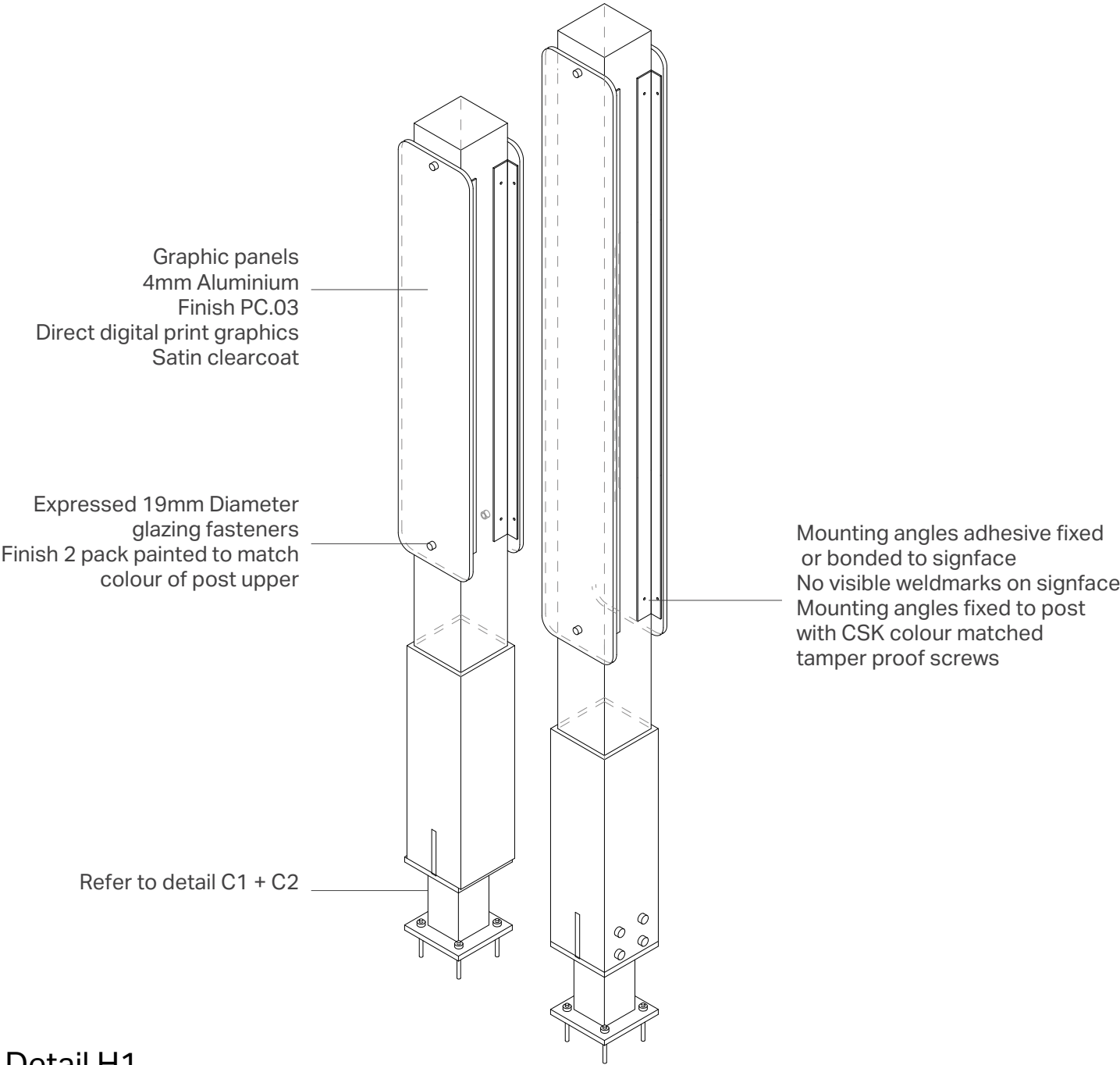




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Detail H1  
Isometric View

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# H. Location Plans

# WAYFINDING LOCATION PLANS

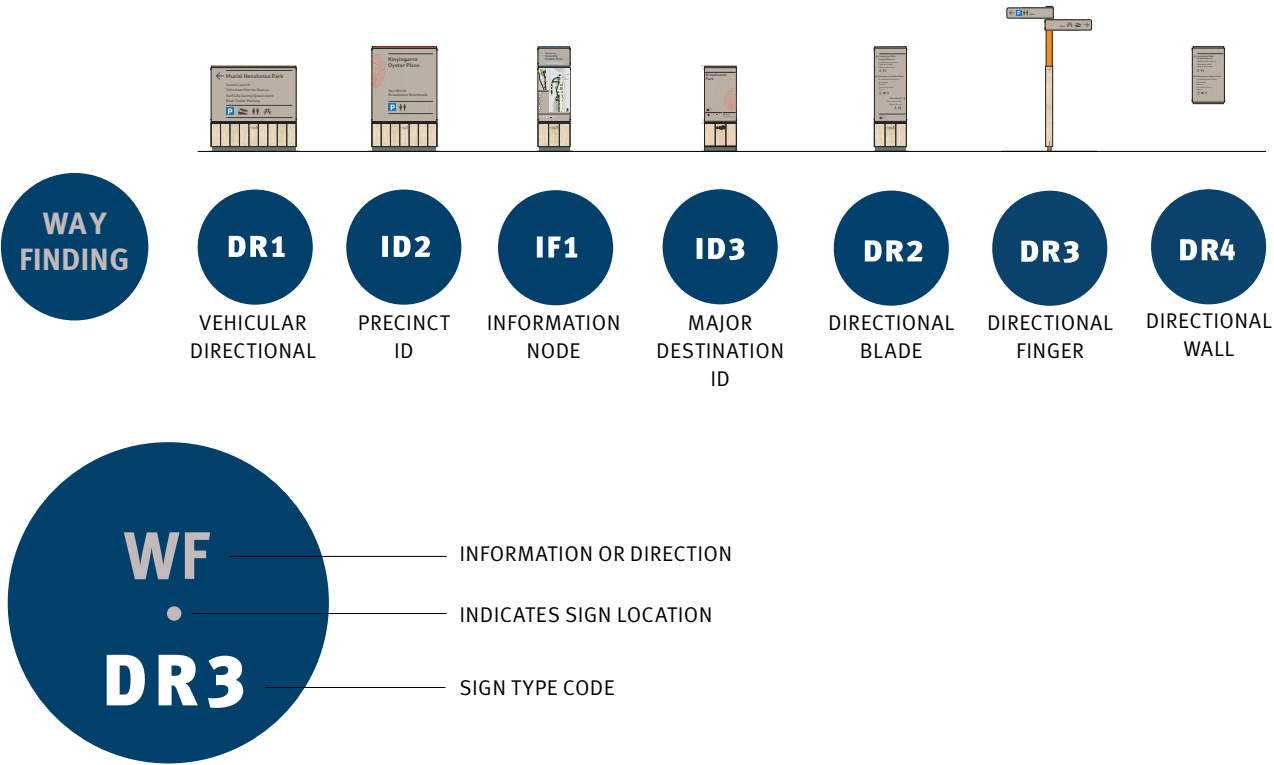
Indicative locations for wayfinding signage are illustrated across the following three full page maps.

Map 1 covers precincts: Gowondo Dolphin Place, Booangun Curlew Place, and the northern extent of Bubayeh Turtle Place.

Map 2 covers precincts: Yungunn Dugong Place, the southern extent of Bubayeh Turtle Place, Kinyingarra Oyster Place and Eugari Pippie Place.

Map 3 covers precincts: the southern extent of Kinyingarra Oyster Place and Meringimpa Eagle Place.

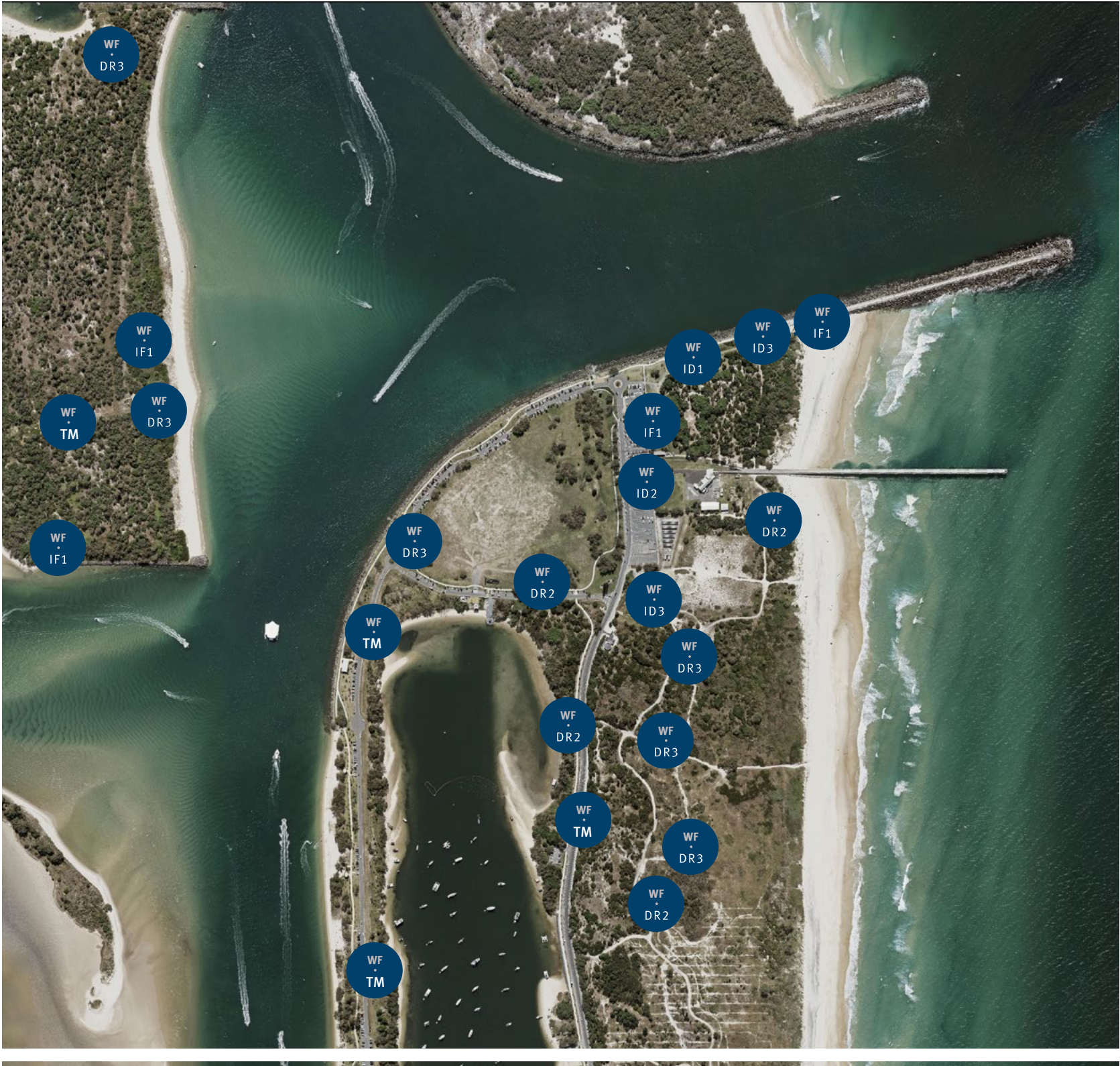
Locations are selected based on both the signs purpose and consideration of master plan outcomes. Some sign types will be used minimally such as ID1 The Spit Identification which is located at the two major gateway entry points to The Spit through to DR2 Directional Blade and DR3 Directional Finger,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





MAP 1

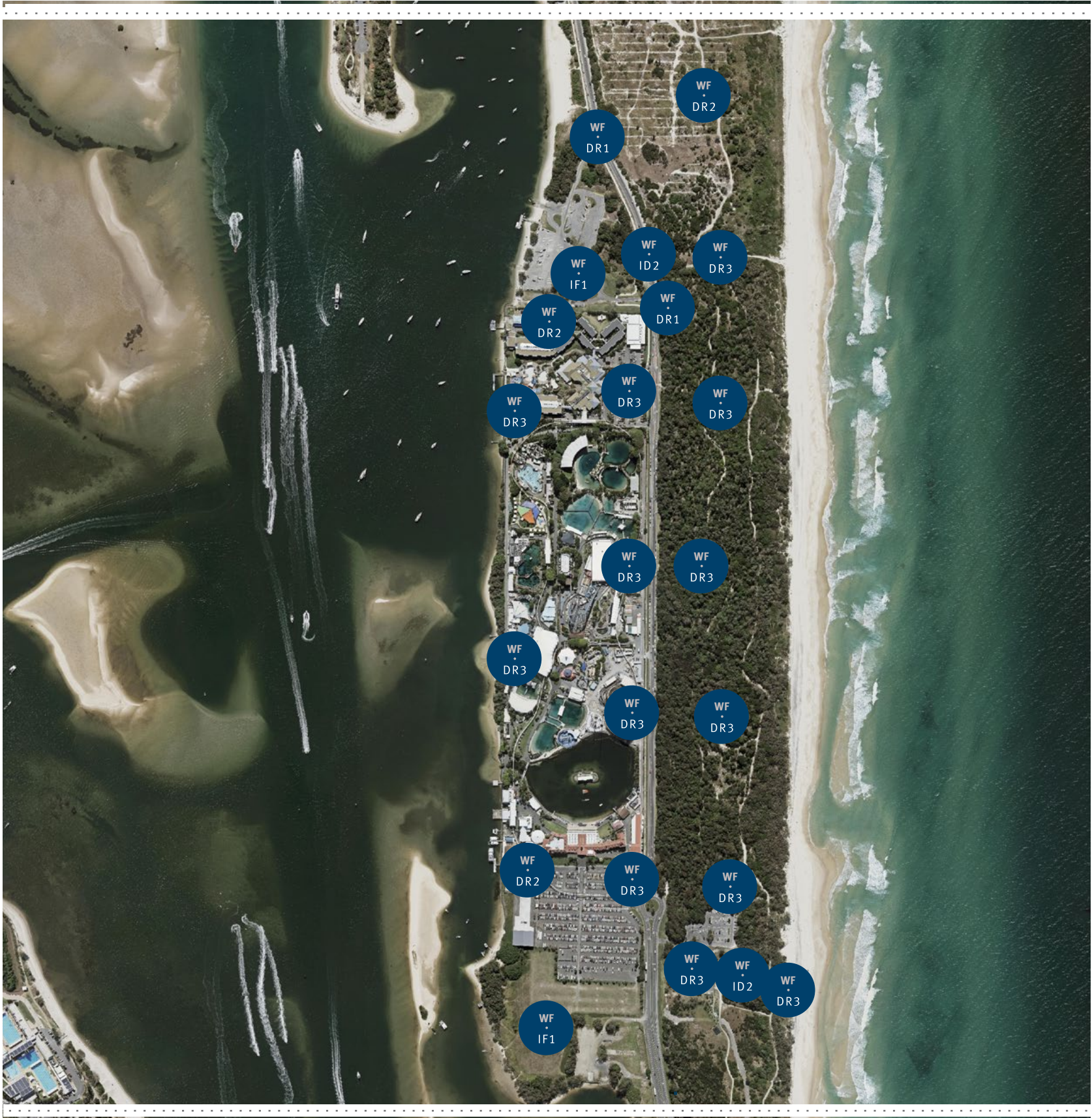
- DR1** Vehicular Directional
- ID2** Precinct ID
- IF1** Information Node
- ID3** Major Destination ID
- DR2** Directional Blade
- DR3** Directional Finger





MAP 2

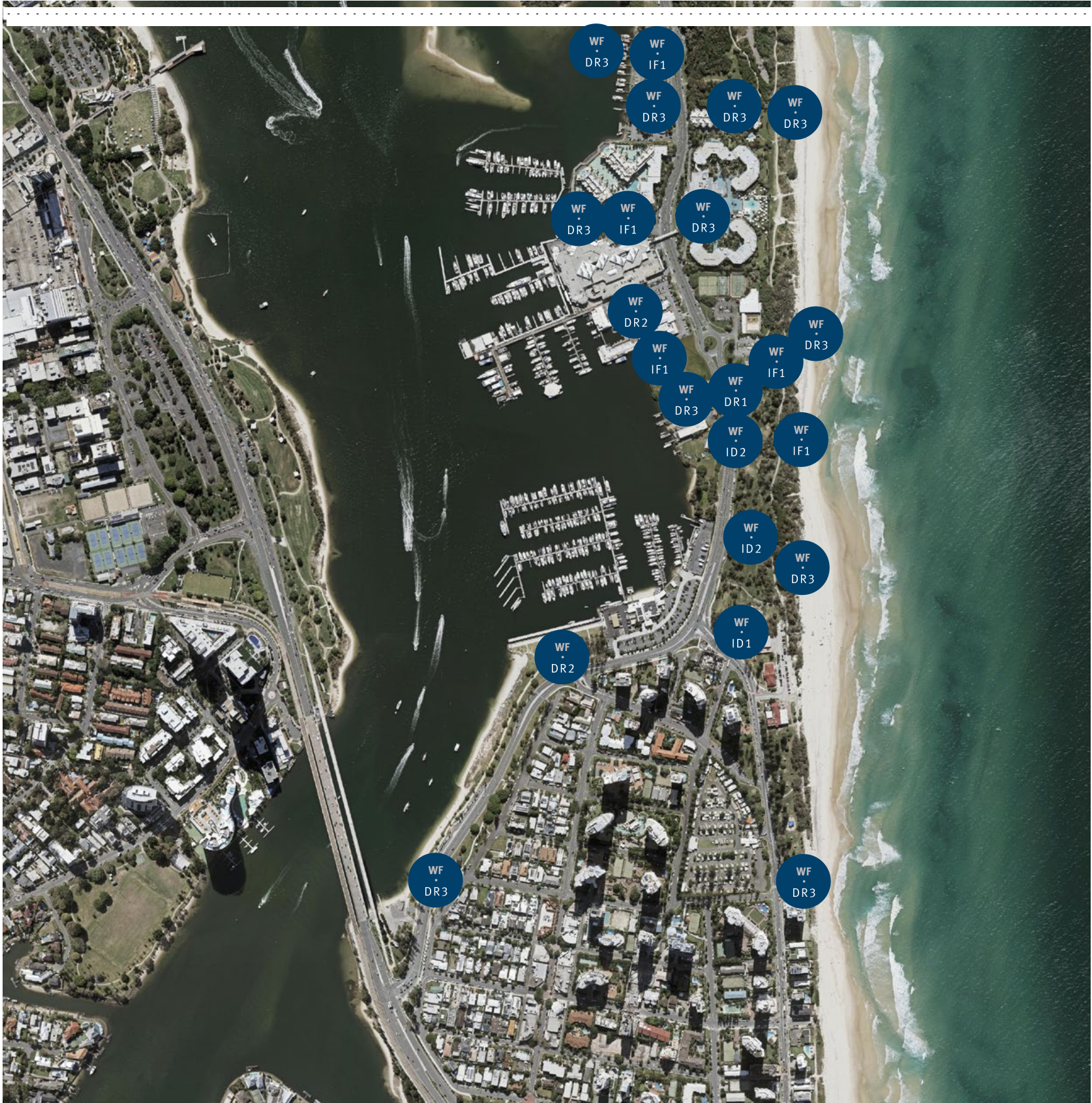
- DR1** Vehicular Directional
- ID2** Precinct ID
- IF1** Information Node
- ID3** Major Destination ID
- DR2** Directional Blade
- DR3** Directional Finger





MAP 3

- DR1** Vehicular Directional
- ID2** Precinct ID
- IF1** Information Node
- ID3** Major Destination ID
- DR2** Directional Blade
- DR3** Directional Finger





# INTERPRETIVE LOCATION PLANS

Indicative locations for interpretive signage are illustrated across the following pages.

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

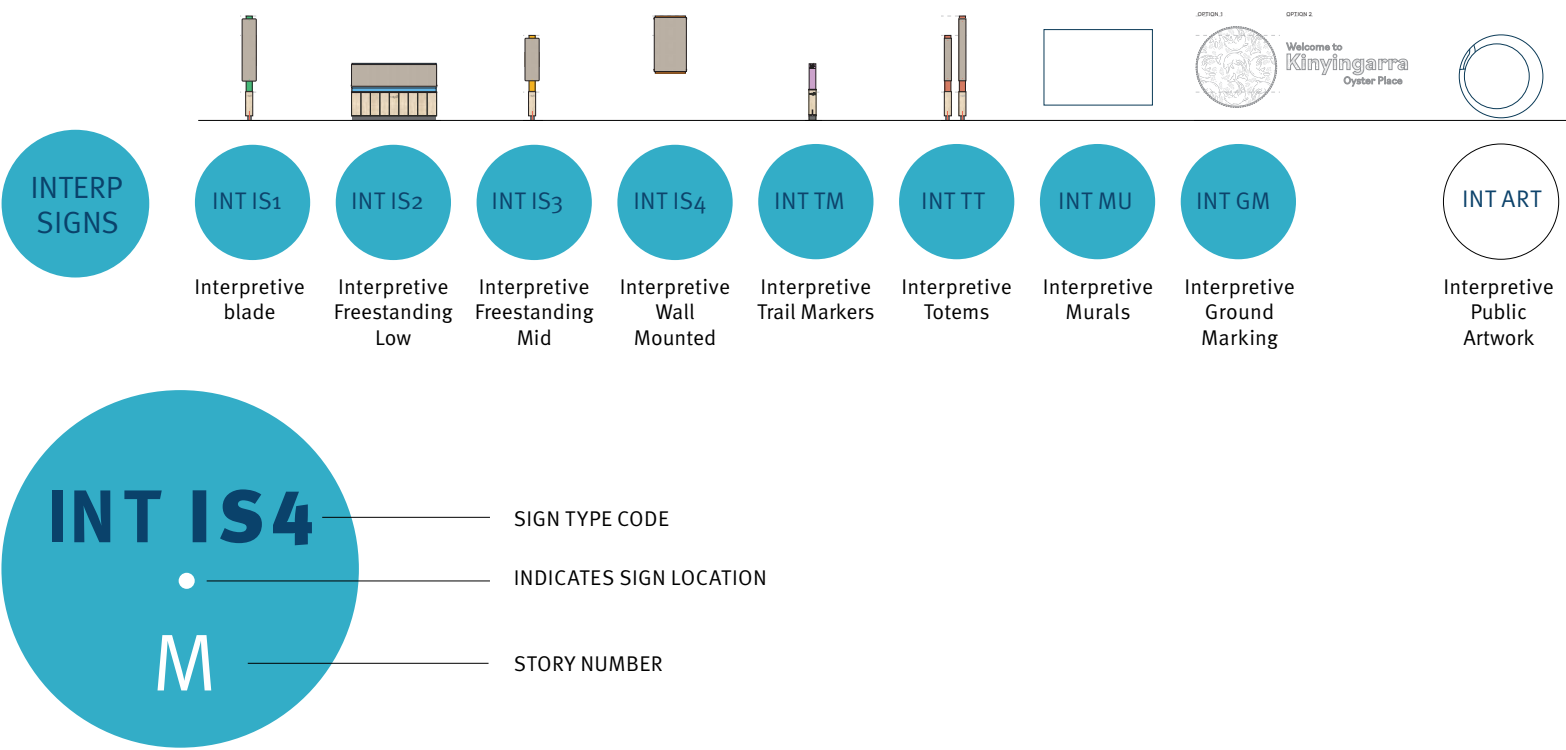
There are 5 storylines:

- Community
- Dreaming and Caring for Country
- Environment and Ecology
- Leisure and Trading
- Maritime

For further consultation on interpretive story content please contact:

E [thespitmasterplan@dsdilgp.qld.gov.au](mailto:thespitmasterplan@dsdilgp.qld.gov.au)

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



MAP 1

- INT IS<sub>1</sub> Interpretive Blade
- INT IS<sub>2</sub> Interpretive Freestanding Low
- INT IS<sub>3</sub> Interpretive Freestanding Mid
- INT IS<sub>4</sub> Interpretive Wall Mounted
- INT TM Interpretive Trail Markers
- INT TT Interpretive Totems
- INT MU Interpretive Murals
- INT GM Interpretive Ground Marking
- INT ART Interpretive Public Artwork





MAP 2

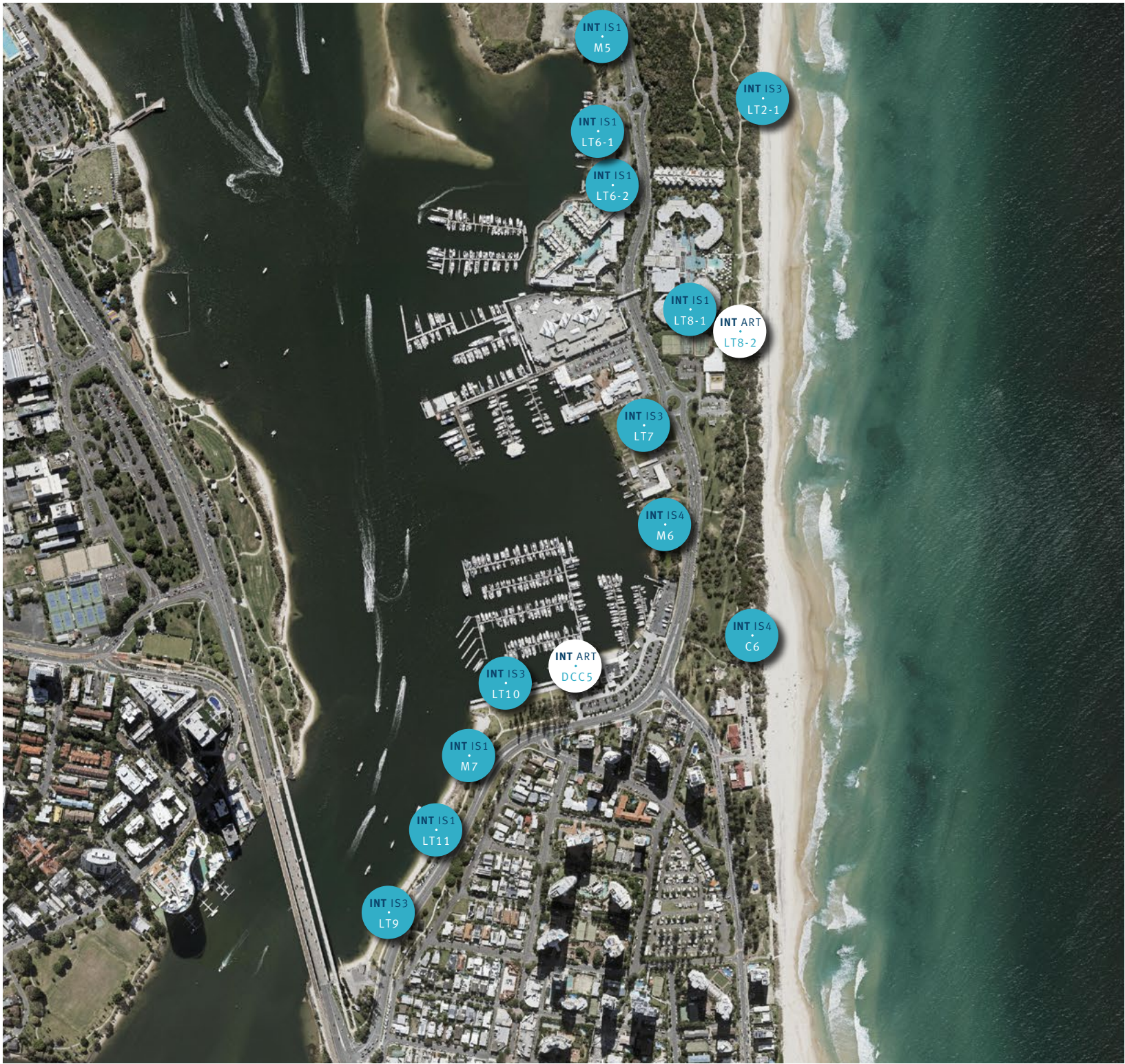
- INT IS<sub>1</sub> Interpretive Blade
- INT IS<sub>2</sub> Interpretive Freestanding Low
- INT IS<sub>3</sub> Interpretive Freestanding Mid
- INT IS<sub>4</sub> Interpretive Wall Mounted
- INT TM Interpretive Trail Markers
- INT TT Interpretive Totems
- INT MU Interpretive Murals
- INT GM Interpretive Ground Marking
- INT ART Interpretive Public Artwork





MAP 3

- INT IS<sub>1</sub> Interpretive Blade
- INT IS<sub>2</sub> Interpretive Freestanding Low
- INT IS<sub>3</sub> Interpretive Freestanding Mid
- INT IS<sub>4</sub> Interpretive Wall Mounted
- INT TM Interpretive Trail Markers
- INT TT Interpretive Totems
- INT MU Interpretive Murals
- INT GM Interpretive Ground Marking
- INT ART Interpretive Public Artwork



Sign code	Sign name	Quantity
DR1	Vehicular Directional	› 3
ID2	Precinct ID	› 8
IF1	Information Node	› 10
ID3	Major Destination ID	› 2
DR2	Directional Blade	› 9
DR3	Directional Finger	› 27
DR4	Directional Wall	› 1
TM	Trail Marker	› 4
	SUB-TOTAL	› 64
INT TT	Interpretive Totems	› 2
INT IS1	Interpretive Blade	› 13
INT IS2	Interpretive Freestanding Low	› 4
INT IS3	Interpretive Freestanding Mid	› 11
INT TM	Interpretive Trail Markers	› 8
INT IS4	Interpretive Wall Mounted	› 2
GM	Ground Marking	› 0
INT TBC	-	› 9
INT ART	Art	› 3
INT MU	Mural	› 2
	SUB-TOTAL	› 53
ID1	Gateway Identification	› 2
	GRAND-TOTAL	› 119



1.0.0 GENERAL

1.0.1 Location of Works

The works associated with these Guidelines are located throughout The Spit. The Extent of Works will vary depending on requirements specified by the applicable delivery agency engaged with for each project - the Queensland Government, the City of Gold Coast or the Gold Coast Waterways Authority.

1.0.2 Works Overview

These Guidelines show the general arrangement and layout of the signage design. The actual location and positioning of the signs shall be governed by the project and site requirements.

The Drawings within these Guidelines shall be regarded as indicative. Details, dimensions and locations shown within these Guidelines are approximate and subject to confirmation before commencement of the works. Variations to designs are not permitted, unless expressly given by Council.

The detailed design phase of works is to be completed by, and is the responsibility of the Contractor. Engineered Drawings shall be provided to the applicable delivery agency for their review and consideration of approval prior to commencing manufacture.

1.0.3 Scope of Works

Unless otherwise stipulated, the Contractor shall provide all labour, materials and equipment necessary to complete the works in accordance with these Guidelines, relevant Authority’s requirements, Australian Standards and relevant Building Codes of Australia (Australian Standards) and the approved Contractors Shop Drawings. All works undertaken through this Contract shall be completed in a safe and expeditious manner.

The works to be carried out as part of the nominated project includes, but is not limited to the following:

- Adherence of safety requirements throughout the course of manufacture, supply and installation.
- Demolition and removal of existing signage and associated works.
- Protection of the public from works being undertaken.
- Provision of secure storage for site works.
- Reinstatement of site surfacing and surrounds, to the applicable delivery agency’s satisfaction.

1.0.4 Nominated Contractors

Contractors are required to nominate the works for which they intend to complete and / or subcontract to other persons / organisations whom will complete those works on their behalf. Contractors will be required to submit the details of experience, proposed subcontractors, references, evidence of insurance cover and confirm that the proposed subcontractors agree to their work terms and conditions.

Contractors will be appointed to complete works detailed in these Guidelines, in accordance with agreed Conditions of Contract. Contractors must procure and maintain required insurances including WorkCover, Public Liability insurance and conform to relevant State and Federal Equal Opportunity Legislation. In the instance that design works are required, Professional Indemnity Insurance will be required.

1.0.5 Discrepancies

Should the Contractor find any discrepancy, error or omission in these Guidelines, they must refer the matter to Council before finalising their quote or commencing any works.

1.0.6 Contractual Obligations

The successful Contractor will be formally engaged pursuant to the Contract Requirements and Works Requirements. The applicable delivery agency will not be bound to accepting any Tender or Quotation Submission, whether conforming or not, the lowest price or not, and can decide at their sole discretion regarding the works to be carried out under Contract and in accordance with these Guidelines.

Any possible or actual conflicts of interest that the Contractor becomes aware of in relation to performing the Services under this Contract must be notified.

The Contractor shall comply with all relevant legislative requirements for the protection of the environment and to ensure it does not pollute, contaminate or otherwise damage the environment in performing works associated with these Guidelines. The Contractor shall make good any pollution, contamination or damage to the environment and shall indemnify the applicable delivery agency against any losses, costs or expenses arising out of their failure to comply with this clause.

It is the Contractor’s responsibility to have inspected all available documents relevant to the proposed works, visited the site / sites at which the Works are to be carried out, and fully inform themselves of all local information, site conditions and local conditions affecting or which may affect the carrying out of the Works. They need to be informed and satisfied themselves as to the requirements of any relevant legislation which may apply to the works and the requirements of any authorities which may have jurisdiction in relation to the Works and formed their own assessment of the nature and extent of work required to carry out.

Specific requirements around Contractor’s Employees, Contractor Reporting, Contractor Performance Reviews, Defaults in the Contract, Termination of Contracted Works, Compliance with Law, Performance and Co-Operation with Council Staff / Other Contractors, Dispute Resolution and Notices, Governing Law, Privacy Legislation, Occupational Health and Safety, Environmental Protection and so forth will be stipulated in the Conditions of Contract.

1.0.7 The Tendering Process

The Tendering Process will be conducted by the applicable delivery agency.

1.0.8 Order of Precedence and Design Compliance

The Contractor shall check and verify all dimensions and quantities on site before commencing work. No claim for extra costs arising, will be considered from failure to check measurements and other required information from site. In the instance of ambiguity, error, omission, discrepancy, inconsistency or other fault that exists or seen to exist in the Guidelines, then the Contractor shall notify the applicable delivery agency in writing prior to undertaking any works. If it is found to be acceptable, the Contractor will be given an instruction explaining, determining or correcting it.

It is the Contractor’s responsibility to be fully familiar with site conditions. No compensatory or other consideration shall be given otherwise.

All workmanship and materials shall be of a high quality, and comply with the applicable Codes and Standards. Compliance with this does not relieve the Contractor from fully meeting the operating requirements specified or expected. Disparities between standards and requirements require written approval from Council.

1.0.9 Intent of the technical drawings and specifications

The intent of the Schedules and Specifications set out herein is to describe nominal dimensions, materials and finishes of the items consistent with the design intent.

Details may be refined or modified provided that such refinement or modification is consistent with the operating, interface, ownership, support, and operating environment requirements specified. All modifications require Council’s approval.

The contractor shall be responsible for ensuring that the finished product is structurally and aesthetically sufficient for the service conditions and of a quality which would be reasonably expected. This shall include any structural computations as required.

1.0.10 Variation of colour

Strict adherence to The Spit wayfinding and interpretive guidelines must be maintained in all instances. Only in approved and extenuating circumstances will a Variation to the corporate colours be assessed by Council.

1.0.11 Costs and Expenses

All costs and expenses incurred by Contractors in any way associated with the development, preparation and submission of a Quotation / Tender for these works shall be borne by the Tenderers.

2.0.0 REQUIREMENTS

2.0.1 Copyright

The applicable delivery agency will hold the Copyright to all work, including, but not limited to design and shop drawings.

2.0.2 Publicity

During and after completion of the works, the contractor, or any of its subcontractors, shall not advertise or issue any information, publication, document or article concerning the project or any matter associated therewith in any media without prior written consent. The contractor shall refer to the applicable delivery agency any enquiries concerning the project or any of the aforementioned matters from the media.

2.0.3 Mandatory requirements

The provided information is mandatory:

Font

Text and graphic layout

Colours

Graphic application

Overall size of each sign

Materials and nominated finishes of each sign

Terminology used

Modularity of nominated signs.

2.1.0 Project management

2.1.1 Work program

The Contractor will provide a works program, clearly showing the commencement and completion of all activities, including engineering, prototyping, shop drawings and structural provisions to install signs and required approvals, before commencement of the project.

This program must be in accordance with the guidelines and delivery agency proposed timeframes for works.

The delivery agency has the right to make changes to this program to ensure it fits in with the construction program and proposed time frames of the project.

Changes made to the program by the contractor without approval does not relieve the contractor of its obligations in the of project timing of deliverables.

Changed programs will be re-submitted within 2 working days after the change has been approved.

2.1.2 Shop drawings and detail development

Shop drawings for all signs, showing the relevant text, artwork, fabrication details of the signs as well as any joints or fixings, shall be submitted to the applicable delivery agency for examination and consideration of approval. The Contractor must understand the Guidelines Intent, and ensure the allocated plans and schedules herein, are adhered to during preparation of the Shop Drawings.

Prior to the commencement of manufacturing, Shop Drawings will be required to be completed at the Contractors expense.

The date for the submission of Shop Drawings needs to allow ample time for review (minimum 7 business days), amendment and re-submission before fabrication commences.

Rectification through rejection of the Shop Drawings is the responsibility of the Contractor and will not be used to justify a change in the program.

The Contractor will allow for any design input necessary to clarify design details, improve the construction of the signs or suggest improvements

to the finished product. Should these need consideration, they should be submitted for approval.

The Contractor will allow for the design development of fixings and accessories, and for their attendance to all Design / Contractor meetings and working groups required to complete the works.

2.1.3 Site measurements

Whilst all care has been taken in the preparation of these Guidelines, it is the responsibility of the Contractor to ensure that all information is correct. Contractors are to verify dimensions prior to commencement of work. Written dimensions take precedence over scale. Refer all discrepancies before commencing works.

2.1.4 Samples and prototypes

Samples and prototypes shall be provided by the Contractor to the applicable delivery agency for all materials associated with this project, including proprietary items.

All samples shall be submitted in sufficient time to permit a proper evaluation (minimum of 30 working days) and where necessary, re-submission, in order to allow production to proceed in accordance with the program.

Samples and prototypes are to show material, finish, colour and workmanship. Approved samples and prototypes shall become the standard against which work will be matched. Rejection of samples and prototypes will not be used to justify a change of program.

Minimum of 1 sample is required for all materials submitted. Printed samples of signs are required for review by the delivery agency.

2.2.0 Artwork

2.2.1 Digital files supplied by delivery agencies and BN

Digital files in Adobe Illustrator CS or Adobe Photoshop CS format, showing graphic applications and templates will be supplied to the Contractor.

The Contractor should make provision for some modification in the design, detail and graphic application of signs within each sign type.

Modification to the graphic set out and format of information will not constitute a variation to the scope of work.

The Contractor is responsible for all production artwork and allowances to be made for artwork production and for the enlargement as required of this material.

2.2.2 Typefaces

Submit one sample of the reproduction of the typeface(s) used in production for approval. Samples should include typical point sizes to be used and the minimum point sizes used in each typeface and weight.

3.0.0 MATERIALS AND MANUFACTURING

3.0.1 Alternative Materials

Alternative materials for use in works are only allowed with express approval from delivery agency. Submission shall be considered without obligation.

3.0.2 Proprietary Products

Where proprietary products are used the manufacturer’s instructions and specifications shall be strictly adhered to.

3.0.3 General Finishes

Edges shall be clean, neat and free from burrs and indentations.

All sharp edges to be eliminated .5mm nominal.

Surfaces shall be true and free from any warping or bowing across length.

3.0.4 Joints

Contractor to show all visible joints on Shop Drawings for approval by Council. Joints that were not approved on the shop drawings shall not appear on the finished product.

3.1.0 Paint Finishes

**Contractors are to provide certification of the paint and paint application systems used.** The colours are to match the colours specified (for PMS, AS2700 and other specified products). At least 2 No. Samples and documented formulations of each colour is to be presented for approval. Paint systems that are specified, must be adhered to below. Refer to AS2310 for a description of terms used below.

3.1.1 Structural Steel (Hidden)

Refer Dulux Specification sheet PC552, for surface preparation and application procedures. Refer also AS 2312:2002.

1st Coat – Dulux Luxaprime 75µm DFT

2nd Coat – Dulux Ferrodor 810 50µm DFT

3rd Coat – Dulux Ferrodor 810 50µm DFT

3.1.2 Aluminium (Visible)

Refer Dulux Specification sheet PC402, for surface preparation and application procedures. Refer also AS 3750.6:2009.

1st Coat – Dulux Luxepoxy 4 White Primer 50µm DFT

2nd Coat – Dulux Luxathane R 50µm DFT

3rd Coat – Dulux Luxathane R 50µm DFT

3.1.3 Aluminium (Base cladding)

3mm folded aluminium sheet, folded 2 pack satin finish.

3.1.4 Colour Accuracy

Paint finishes to match the PMS (Pantone Matching System) colours and AS2700 colours specified in the documentation. Include the formulation and type and brand of paint system in the as built documentation package. Use specified brand or supplier when sourcing finishing materials.

3.1.5 Colour Consistency

Colour to be even and consistent across sign face surface without orange peel/poor flow, poor opacity, clouding or mottling, dirt or dust inclusion, runs, solvent pop or any gloss level variance.

3.1.6 Batching

Sign cladding panels that are to be installed on the same sign or seen in proximity to each other shall be painted in the same ‘batch’ to ensure finish consistency.

3.1.7 Surface Preparation

Surface preparation to conform to the recommendations of AS 2312:2000, AS 1627.9:2002 and industry best practice.

3.1.8 Application

Paint application to conform to the recommendations of the manufacturer, AS 2312:2000 and industry best practice. Subcontractor to provide certification of the paints and paint application procedures used.

3.1.9 UV Resistance

All paint systems to be demonstrated as suitable for long term outdoor UV exposure without yellowing, colour change, chalking or film deterioration.

3.1.10 Paint Finish Repair

Clean surfaces with either Mineral Turpentine, Methylated Spirits, Prepsol or Wax and Grease remover. If this does not remove the graffiti, painter is required to attend site and repaint the affected area.

3.2.0 Applied Graphics

3.2.1 Vinyl

Only cast vinyl shall be used, with a gloss level to match sign face surface. Contractor to provide certification of the materials used.

Edges of profile cut vinyl shall be sharp, crisp and free form any tearing and associated defects.

Application is to be straight and true on the sign face, free from air bubbles, dust and any other defects.

Samples must be provided for all vinyl types and colours specified for approval.

All retroreflective films to be Avery Dennison®, HV 1200 High Visibility Reflective installed to manufacturers specifications.

3.2.2 Digital printing

Digitally printed graphics shall be applied using appropriate inks, printing methods printed medium and laminates for the environment the item is to be used in and the expected quality level of the item. Colours must not fade over time, and be as vibrant as possible. Opaque inks must be used.

All digital prints to be no less than 300dpi. 300dpi is preferable.

Contractor is to provide certification of the materials and printing systems used.

3.3.0 Mild Steel

All mild steel to be DuraGal® Steel RHS with Galmet® cold galvanise paint finish to all exposed steel and welds

3.4.0 Stainless Steel

All stainless steel used (including fasteners) to be 316L grade. Copper based anti seize to be used on installation of all stainless fasteners to prevent galling. All stainless steel shall be fabricated in clean shops, isolated from contamination from other ferrous alloys. Tools used for fabrication shall be either used exclusively for the fabrication of stainless steel or thoroughly cleaned before use.

3.5.0 Dissimilar Metals

Separate dissimilar or incompatible metals by suitable means, including but not limited to separation layers, sleeves, gaskets, plastic film, bituminous felt, mastic, paint coatings and the like. Separation materials shall not be visible on exposed surfaces.

3.6.0 Welding

All welding shall be carried out in accordance with AS 1554 and other applicable Australian Standards.

Welded, brazed or soldered joints on exposed surfaces shall be ground, buffed or polished as applicable to the material and specified finish. There shall be no buckling or visible surface colour variations in exposed metal finishes.

3.7.0 Fastenings

Fastenings including, anchors, screws, lugs, rivets, bolts, double sided tape and the like shall be appropriate to the work, capable of transmitting the loads and stresses imposed and sufficient to ensure the rigidity of the assembly.

Fastenings shall not be exposed unless specifically detailed on shop drawings and approved.

Where a fastener is ‘structural’ in nature and transmitting significant loads and forces, e.g. sign anchor bolts, engineering design and certification is required to be arranged by contractor.

3.8.0 VHB Tape

All double-sided VHB tape fastening to be 3M brand. Surface preparation and application to manufacturers recommendations.

3.9.0 Adhesives / Sealants

Neat continuous bead of white Sikaflex-Pro to be applied on open cell PU backing rod where applicable. Surface preparation and application to manufacturers recommendations.

3.10.0 Anti Graffiti Clear Coat

All anti graffiti clear coat to be “ECLO Tuff Coat” 2 pack water based clear semi-gloss finish or similar. To be applied evenly over all visible surfaces in accordance to manufacturers specifications.

Coating to be free from drips, bubbles, streaks, contaminates and discolouration.

4.0.0 IMPLEMENTATION

4.0.1 Protection of works

The Contractor shall be responsible for protection of all materials and workmanship that are part of the contract against damages until such time as the work is accepted by the delivery agency.

Adjacent work and materials in areas where work is progressing or through which materials are brought shall be protected from damage by the Contractor during the erection of this work.

4.0.2 Protection of other trades

Adjacent work shall be protected from damage during the installation of this work. The cost to rectify any damages to other trades / work will be deducted from invoices.

4.0.3 Other trades

Coordination of all trades as necessary or appropriate for the production or implementation of the works is the responsibility of the Contractor.

4.0.4 Subcontractors

The Contractor is the lead Contractor and is responsible for the organisation of its own subcontractors and other Contractors on site. The Contractor is fully responsible for the quality of their subcontractor’s work.

4.0.5 Cleaning up

Contractor will keep the site clean of material associated with the Works and their installation and the complete area will be cleaned on completion.

4.0.6 Storage on site

Contractor is responsible for storage. Storage may be available on site at the discretion of the delivery agency.

4.0.7 Installation locations

Installation locations for each item will be shown on supplied floor plans. Generic installation instructions will be supplied to Contractor.

In the event of conflict between the text of the plans or instructions and the situation on site, the Contractor is to contact the delivery agency for instructions. No part of the documentation supersedes applicable laws and regulations unless a specific exemption has been obtained.

5.0.0 VERIFICATION

5.0.1 Quality management

All items are required to be provided to a high standard which shall be uniform throughout. Full allowance shall be made for all quality management system procedures in accordance with Council specifications leading to AS/NZS ISO 9001 and as may be necessary or prudent to be provided for this purpose.

The Contractor shall allow for the following Quality requirements;

Compliance with the requirements of all Quality issues as defined elsewhere in the Documents.

Preparation of a project specific Quality Assurance (QA) Plan. The Contractor will allow for supervision on site at all times to keep records, produce reports, make submissions and control the overall system. The QA Plan will include Inspection and Test Plans, Work Method Statement and other necessary documentation to satisfy requirements indicated in the specification.

The QA Plan is to be formulated by the Contractor for approval prior to commencement of work.

Certification of Works as specified and as required to satisfy the Principal Certifying Authority.

Submission of relevant test certificates for approval prior to commencement of works.

Testing as noted in the specification and detailed in the relevant codes.

Coordination with the delivery agency, its consultants and all other trades for QA hold points.

All QA required to meet Council standards outlined within the tender documents. A QA plan is to be submitted prior to commencement on site.

5.0.2 Council’s quality assurance

Council reserves the right to execute its own quality assurance methods to any materials, manufacturing methods and processes, supply and installation in the project.

Council’s quality assurance decisions are not negotiable. Any cost associated with rejection of items, including, but not limited to, project management time, travel cost and administration cost, will be charged to the Contractor.

Contractor will nominate in the works programme any instances where Council quality inspections are requested. Any cost associated with quality requests that are not part of the works programme, including, but not limited to, project management time, travel cost and administration cost, are charged to the Contractor.

Council’s quality assurance does not relieve the Contractor of its responsibility to carry out the work in accordance with the intent of the specifications.

5.0.3 Warranties

The Contractor shall provide warranty statements for all products and works in the project, consistent with the intended use of the item during the life of its application and be back to back with main Contractor.

5.0.4 Inspections

All material and work is subject to inspection. This includes scheduled and unscheduled inspection during manufacturing. Contractor is to provide reasonable access to the items being manufactured upon request.

Inspection of works in the shop or on-site does not relieve the Contractor of its responsibility to carry out the work in accordance with the drawings and the specifications.

5.0.5 Non-performance

If items are not rectified to delivery agency satisfaction within an agreed time period, the delivery agency reserves the right to have items rectified by others. Any cost associated with third part rectification will be charged to the Contractor.

The delivery agency reserves the right to claim damages from the Contractor if quality, performance, deliverables or time frames are not met. Damages may include, and are not limited to, project management time, administration cost and fees for other Contractors to rectify non-performance.

5.0.6 Certification

Upon completion of the installation, the Contractor is to certify that all items meet specified requirements. Any supplier certifications required for the completion of the signage installation, are to be obtained directly from the supplier by the Contractor.

5.0.7 Rectification

The Contractor is responsible for the rectification of damaged works, the removal of all protection, and a final trade clean to the satisfaction of delivery agency on a return visit.

5.0.8 Operation and Maintenance Manuals

The Contractor shall provide comprehensive Operation and Maintenance Manuals (OMM).

Generally the final OMM are to be submitted by the Contractor six months prior to the substantial completion of the Contractor’s works. As a minimum, the OMM’s must include the following sections;

Scope of Works: A summary of works undertaken, and a description of the methods of construction/installation.

Product Guide: A schedule of the products used, and any product technical information.

Cleaning and Maintenance: A detailed description of the maintenance and cleaning requirements, including a detailed schedule of equipment and maintenance periods.

Suppliers: A schedule of suppliers details for the products.

Brochures: Any relevant brochures relating to the works undertaken.

Warranties: Signed copies of any warranties, including as a minimum the Contractor and supplier (if applicable) warranties required under the subcontract.

Details of fixing methods.

The Contractor is to provide one set of OMM’s in hard cover folder, and a digital copy of the OMM’s in PDF format.

5.0.9 As Built Documentation

The Contractor shall provide a revised copy of the specification detailing the final installation. All relevant shop drawings, ‘as built’ allocation plans and corresponding schedules are to be provided as one set of hard copies and a digital copy of all drawings in their original format as well as in PDF format.