
KURANDA

Wayfinding & Signage Concepts

Mareeba Shire Council
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DRAFT

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INTRODUCTION

This document aims provide a modern and consistent wayfinding solution for roads and pathways throughout Kuranda township that aligns with Tourism Kuranda's “Village in the Rainforest” branding and marketing campaign to enhance visitors experience.

Signage typologies have been categorised into the following sections:

1. Vehicular Wayfinding Signage
2. Village Town & Trail Pedestrian Wayfinding
 - Concept 1 - Totems
 - Concept 2 - Pillars
 - Concept 3 - Organic Core Ten
3. Interpretation Signage Shelter Pod
 - Concept 1
 - Concept 2

A unique code for each typology has been selected according to the following:

- GW

—

Gateways
- VT

—

Vehicular Tourism
- VD

—

Vehicular Directional
- ST

—

Street Naming Blades
- PD

—

Pedestrian Directional
- RG

—

Regulatory
- TR

—

Trail
- SM

—

Surface Marker

Some typologies have examples of variations to the theme depending on location & application etc.

- Urban or Trail
- Major decision point/ intersection or trail head

Versus minor location/ intermediate reinforcement/ reassurance

WHAT IS WAYFINDING SIGNAGE?

All people wayfind in one way or another. The term wayfinding encompasses the way we navigate and spatially orientate ourselves within spaces and from place-to-place.

Wayfinding signage is therefore designed specifically to assist in the process of orientation and navigation through the use of map, directional and location information. Due to the specific nature of their role in the public realm, they should not be confused with interpretative and other types of signage.

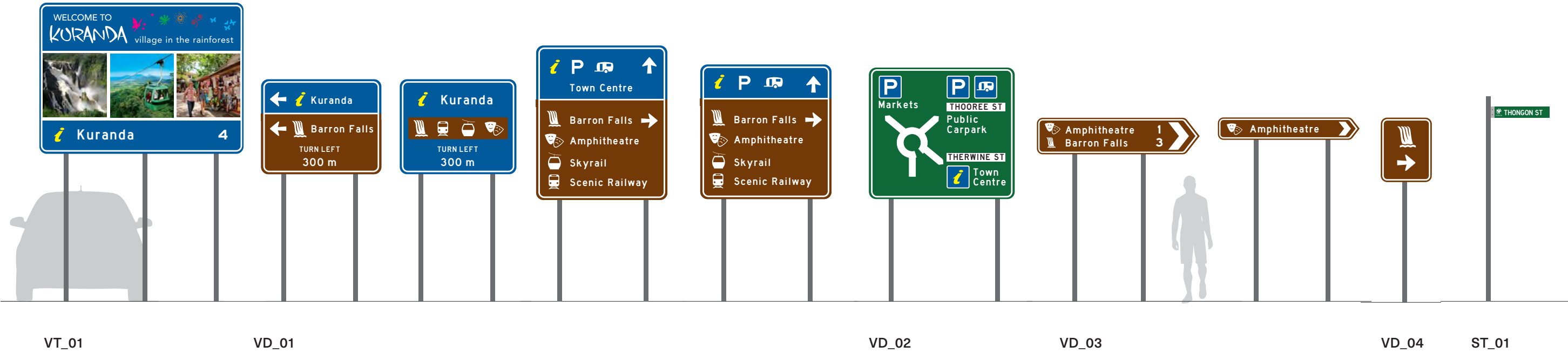
OBJECTIVES

- Create a strong visual identity for the village in the rainforest by improving signage design quality and visitor’s experience
- Improve connections to the natural attractions, including the rainforest and Barron Gorge by providing legible and consistent wayfinding signage and messaging across the township
- Create a consistent family of signs ensuring it is in line with the current Kuranda Village In The Rainforest (KVITR) branding identity
- Order typologies of signs into a family with a hierarchy
- Outline key areas and identify the appropriate signage type and placement (siting principles)

**1 VEHICULAR
WAYFINDING SIGNAGE**

NOTE
This diagram provides an overview of the recommended typologies and the scale relationship between them and the end user.

Its function is to serve as a quick reference guide and typology purpose only.

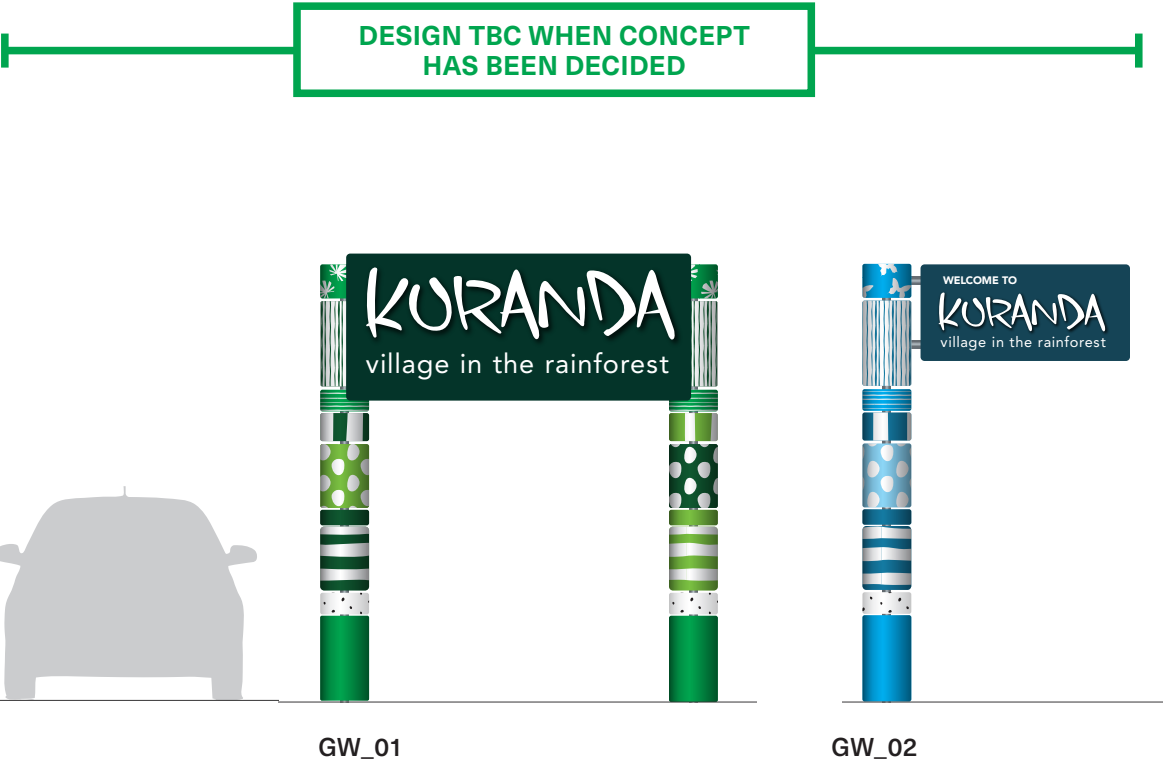


Vehicular Wayfinding Signage						
Code	VT_01	VD_01	VD_02	VD_03	VD_04	ST_01
Sign Type	Highway Tourism Sign	Advance Directional*	Advance Directional*	Intersection Directional*	Route Markers*	Street Blades
Purpose	Promotional, Information & Distance. Signage offers reassurance for vehicle users and uses imagery to promote key features.	To provide users with directional information prior to entering the intersection to allow time for drivers to select route. It should direct to Information Centre, Barron Falls and Skyrail at turn off prior to arrival at the Village.	To provide users with directional information prior to entering the roundabout. It should direct arrivals to the main and temporary car parks, information center and provide information about street names.	To confirm directions for users at intersections and guide them to destinations.	May be used to indicate turning points and provide reassurance. Should be supported by marketing and promotional material to provide awareness of the symbol to drivers.	To provide users with street name information
Example Location	Along the Kennedy Highway 4km from turn off.	Replaces current brown signs with clearer directional information. Consider Blue sign with photography and distance info.	Replaces existing 2 signs at roundabout with a more legible and consolidated sign	At any secondary intersection to confirm route to be taken for Barron Falls, Skyrail, Scenic railway and Amphitheater.	At any minor intersection to confirm route to be taken for Barron Falls, Skyrail, Scenic railway and Amphitheater.	At street intersections

* Sign base on Australia Standards Tourist and Services Signs, refer to standard for placement principles and guidelines

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Gateway Signage		
Code	GW_01	GW_02
Sign Type	Kuranda Landmark Sign	Village Welcome
Purpose	Major sign for town entrance identification. It provides a landmark element at the key turn off at Kennedy highway.	Major landmark or sculptural sign to create a sense of place and arrival for visitors traveling by car, RV and bus.
Example Location	Replace the existing carved timber KURANDA signs. Use colour and form to create a more visually engaging gateway experience.	Replaces small and inconsequential directional panels.

* Sign base on Australia Standards Tourist and Services Signs, refer to standard for placement principles and guidelines

2 VILLAGE TOWN & TRAIL PEDESTRIAN WAYFINDING

CONCEPT 1 TOTEMS

CONCEPT 1 / TOTEMS

KEY BENEFITS

- It allows to re-utilise and retrofit existing poles from Hans Pehl sculptural sign post.
- Potential to engage local and indigenous artist to create the totem graphics.
- Utilises a kit-of-parts approach that is cost effective.
- Standardised pieces ensures cost savings and efficiency in fabrication.

COST \$\$

- Standardised off the shelf materials and sections (Tube)
- Standard signage fabrication process
-Outdoor full colour printed vinyl wrapped around aluminium tube
- Sign panel substrate can be re-skinned if vinyl ages, information is updated or is damaged.
- Utilises a kit-of-parts approach that is cost effective.
- Standardised pieces ensures cost savings and efficiency in fabrication.

COST BASED ON PD_01

\$ = \$0 - \$3,000

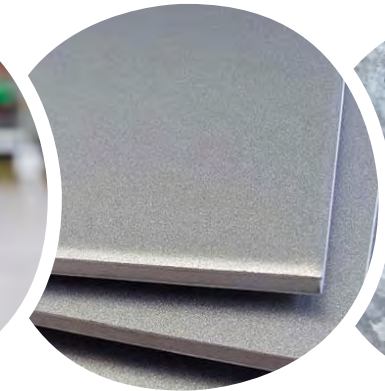
\$\$ = \$3,000 - \$6,000

\$\$\$ = \$6,000 - \$12,000

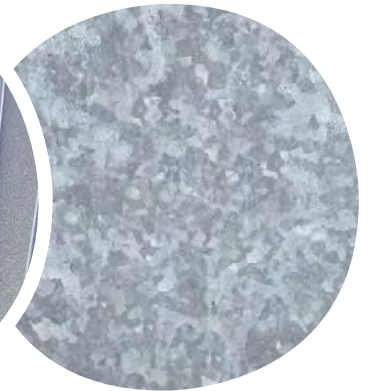
MATERIALS PALETTE



VINYL WRAP GRAPHICS



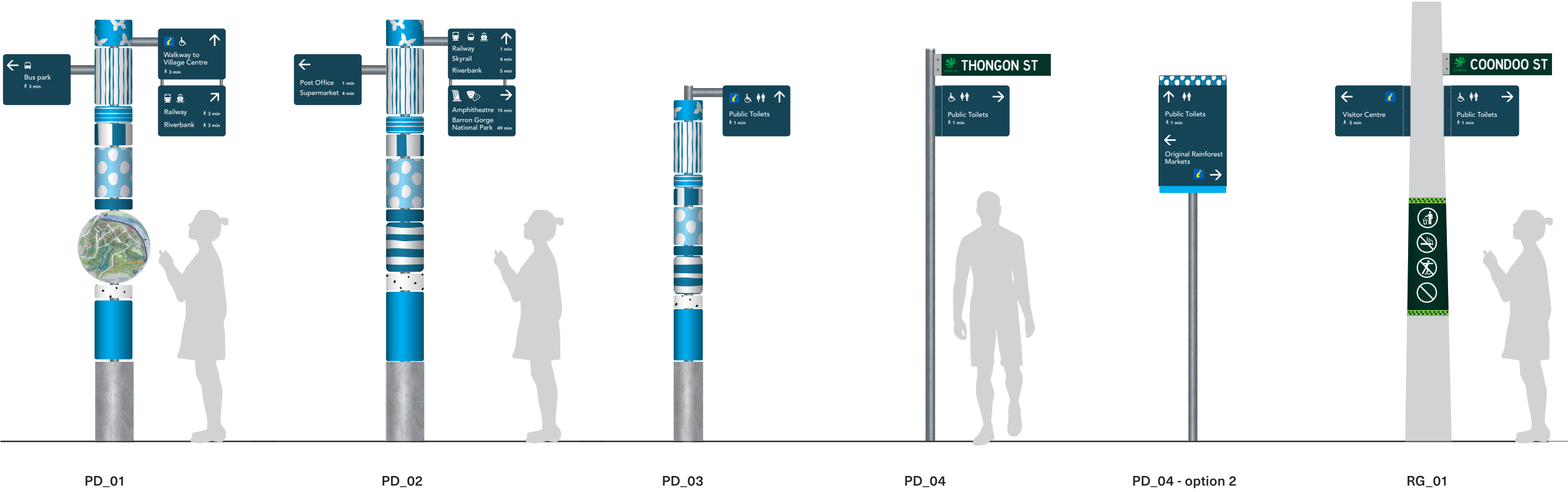
ALUMINIUM PANEL



GALVANISED STEEL

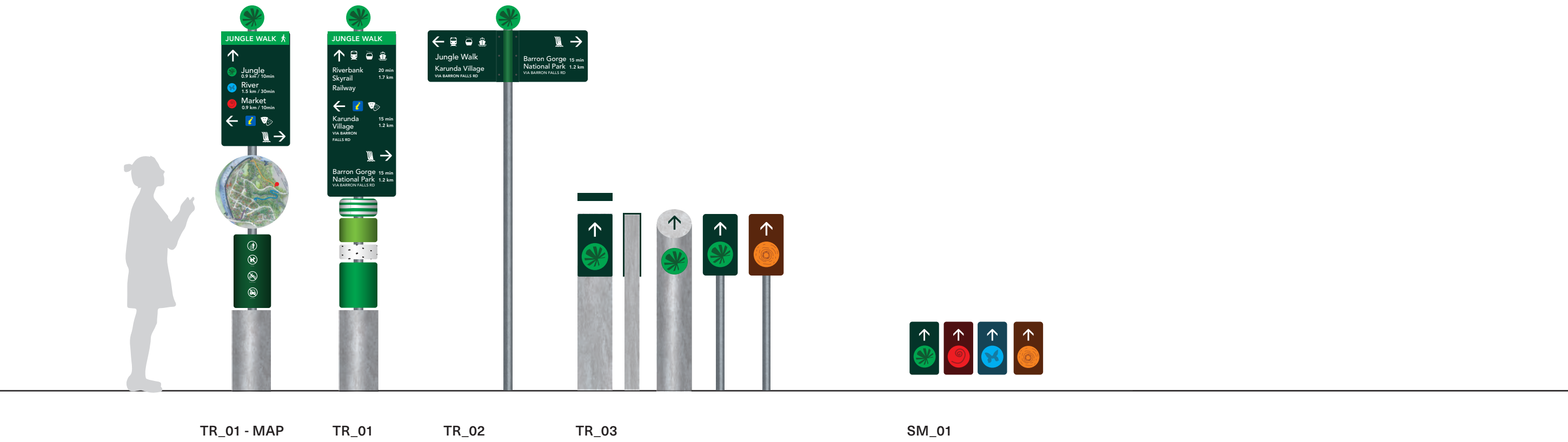


CONCEPT 1 / TOTEMS OVERVIEW



Village Pedestrian Wayfinding					
Code	PD_01	PD_02	PD_03	PD_04	RG_01
Sign Type	Major Information Node	Pedestrian Directional Primary	Pedestrian Directional Secondary	Co-located Finger Directional (Pole Mounted)	Regulation Adhesive Wrap
Purpose	Primary navigational and directional node to provide users with a precinct-area map or local directional information. These signs should replace the existing sculptural fingerboards.	At key decision-making points at carpark entry points, at secondary decision-making nodes along cut throughs and arcades These signs should be used in locations where where pedestrian traffic levels do not warrant the expense of a Major Information Node	At key decision-making nodes within parks, at carpark entry points, at secondary decision-making nodes along linear trails. These signs should be used in locations where traffic levels do not warrant the expense of a primary directional sign.	To provide users with key local directional information at secondary/ tertiary nodes. Signage provides pedestrians with reassurance when traveling between mapped plinths.	To provide users with important regulatory information about the area, such as No Skating, No Cycling, No Smoking etc.
Example Location	Located at bottom of Walkway from Station and Skyrail to Coondoo St, corner of Coondoo and Therewine St and the corner of Coondoo and Thongon St	Throughout the Village Centre reassurance to Rainforest and Heritage Market.	Where space is limited	At street intersections that do not require mapped information or where identifying a location in close proximity e.g. Public Toilets.	To larger street lighting poles, near street intersections and major pedestrian areas.

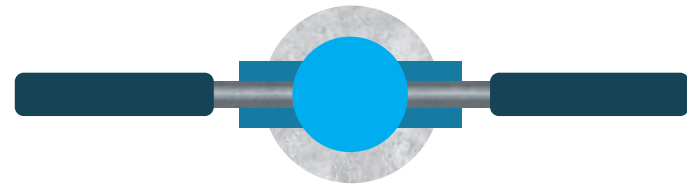
CONCEPT 1 / TOTEMS OVERVIEW



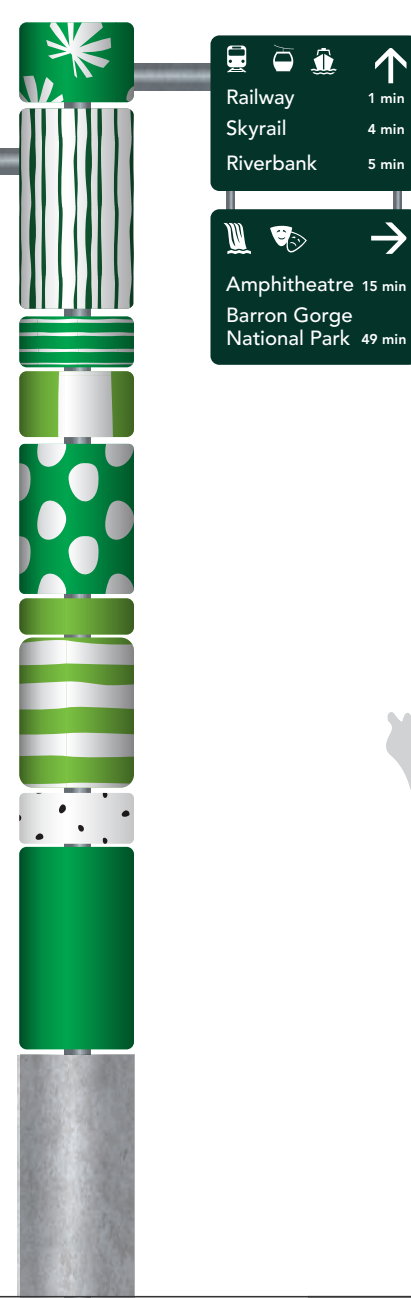
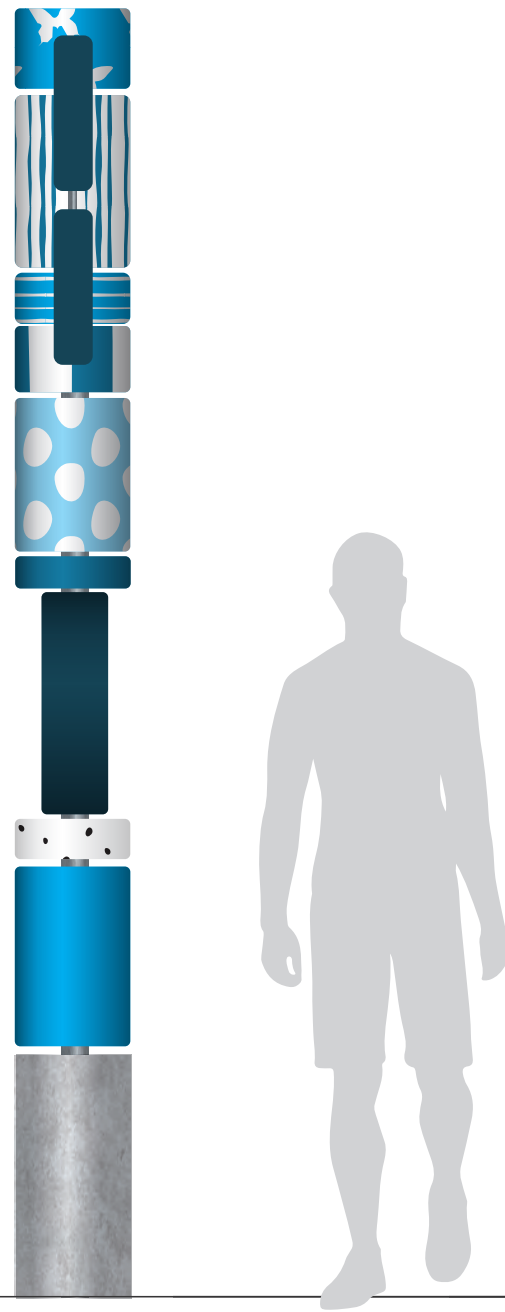
Trail Wayfinding				
Code	TR_01	TR_02	TR_03	SM_01
Sign Type	Trail Marker (Primary)	Trail Marker (Secondary)	Bollard Directional	Surface Marker
Purpose	To provide trail entrance identification and provide pedestrians with confirmation and assurance along networks and links through the nature trails and along the river.			Micro directional to provide users with immediate directional information at cluttered and narrow locations. Curb and wall markers provide a good reassurance solution in locations like alleyways and cut-throughs. Can also be used in outer areas as a low-cost reassurance marker along trails. Potential to use these to mark out themed trails.
Example Location	At key entrances / intersections, along walkways and peripheral Village Centre locations: Link to and along the River - Jum Rum Walk, Jungle Walk and River Walk	At secondary intersections along walkways and peripheral Village Centre locations: Link to and along the River - Jum Rum Walk, Jungle Walk and River Walk	At intersections that do not require mapped information or where identifying a location in close proximity e.g. Public Toilets.	Where space is limited and wall and/ or post cannot be used. Use themed versions for Arts trail, food trails etc. Could be used to direct people to the River Cruise

CONCEPT 1 / TOTEMS / OPTION 1: CIRCULAR POLE

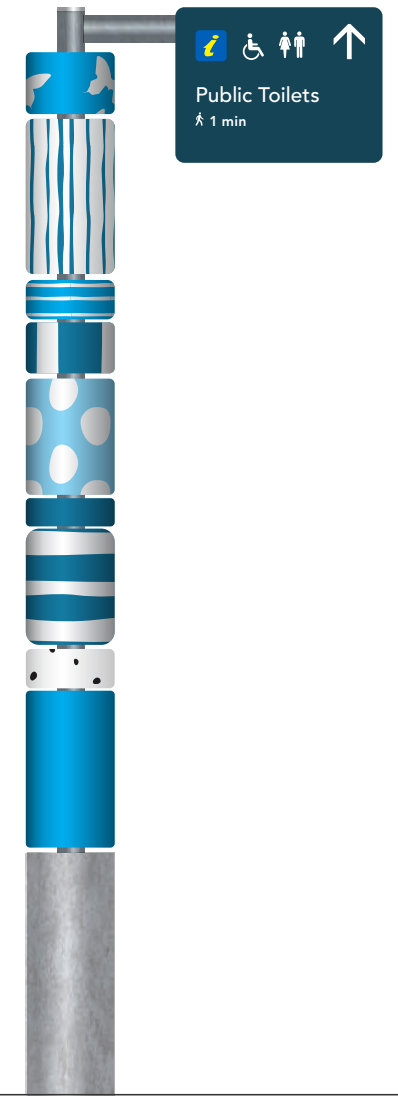
Village Pedestrian Wayfinding



PD_01



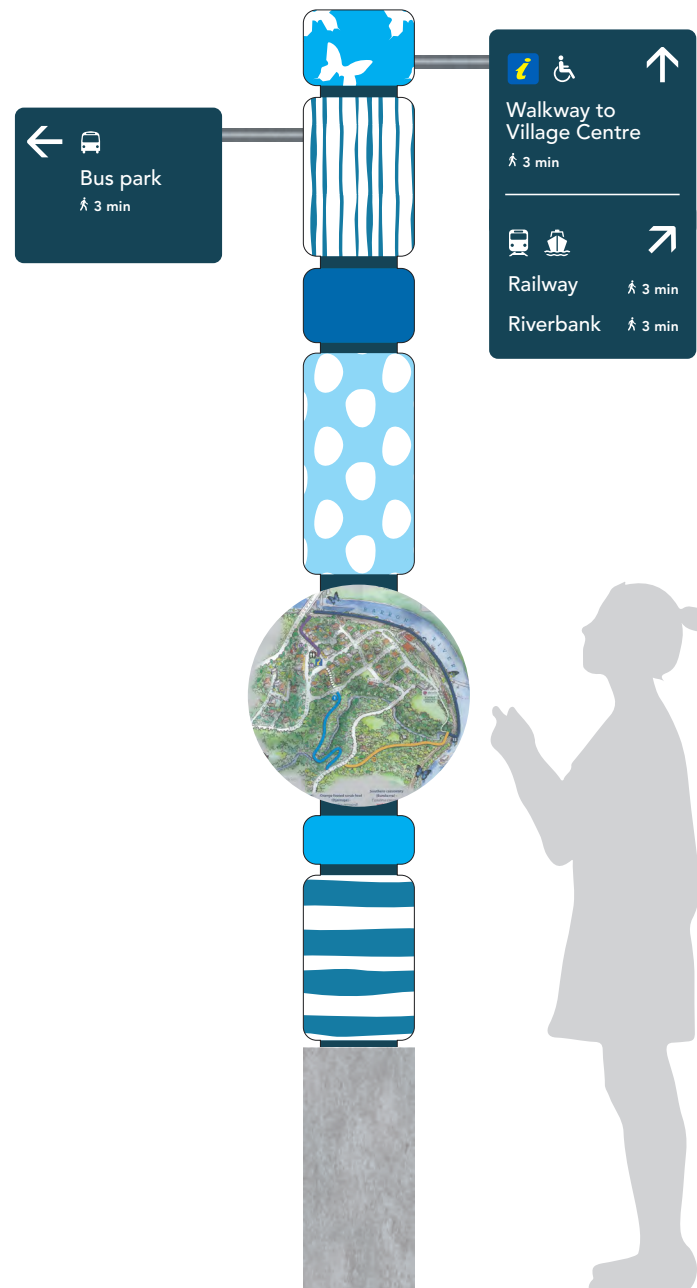
PD_02



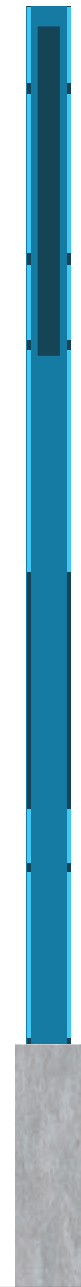
PD_03

CONCEPT 1 / TOTEMS / OPTION 2: FLAT CUT OUT SHAPE

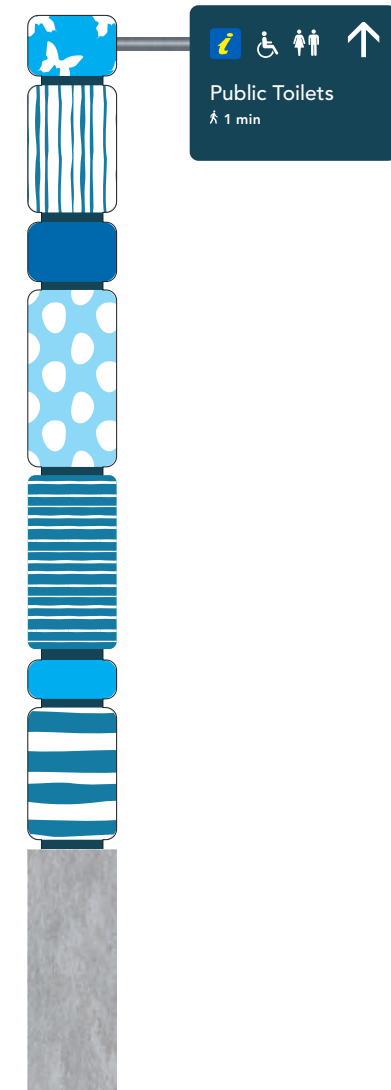
Village Pedestrian Wayfinding



PD_01



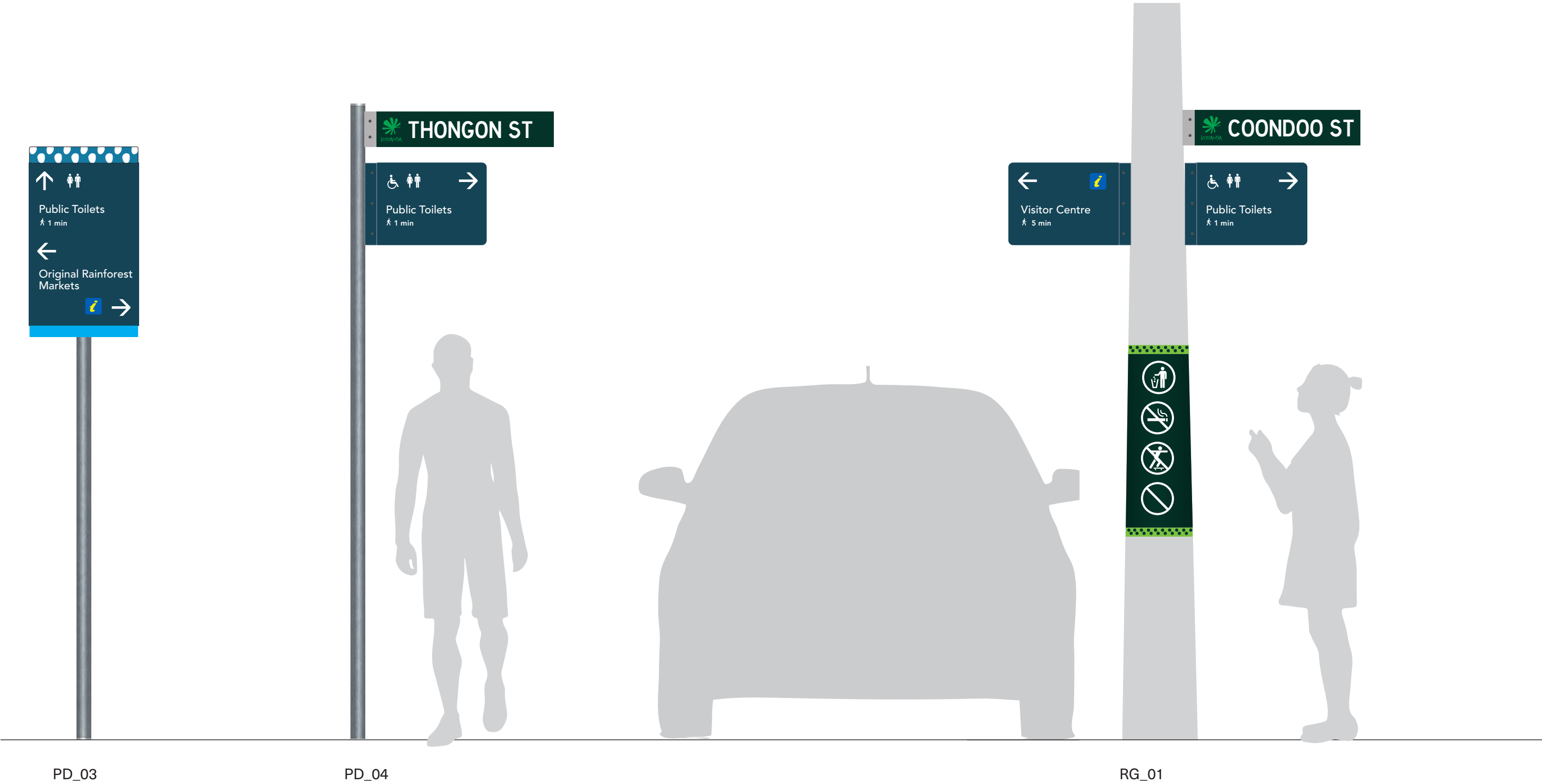
PD_02



PD_03

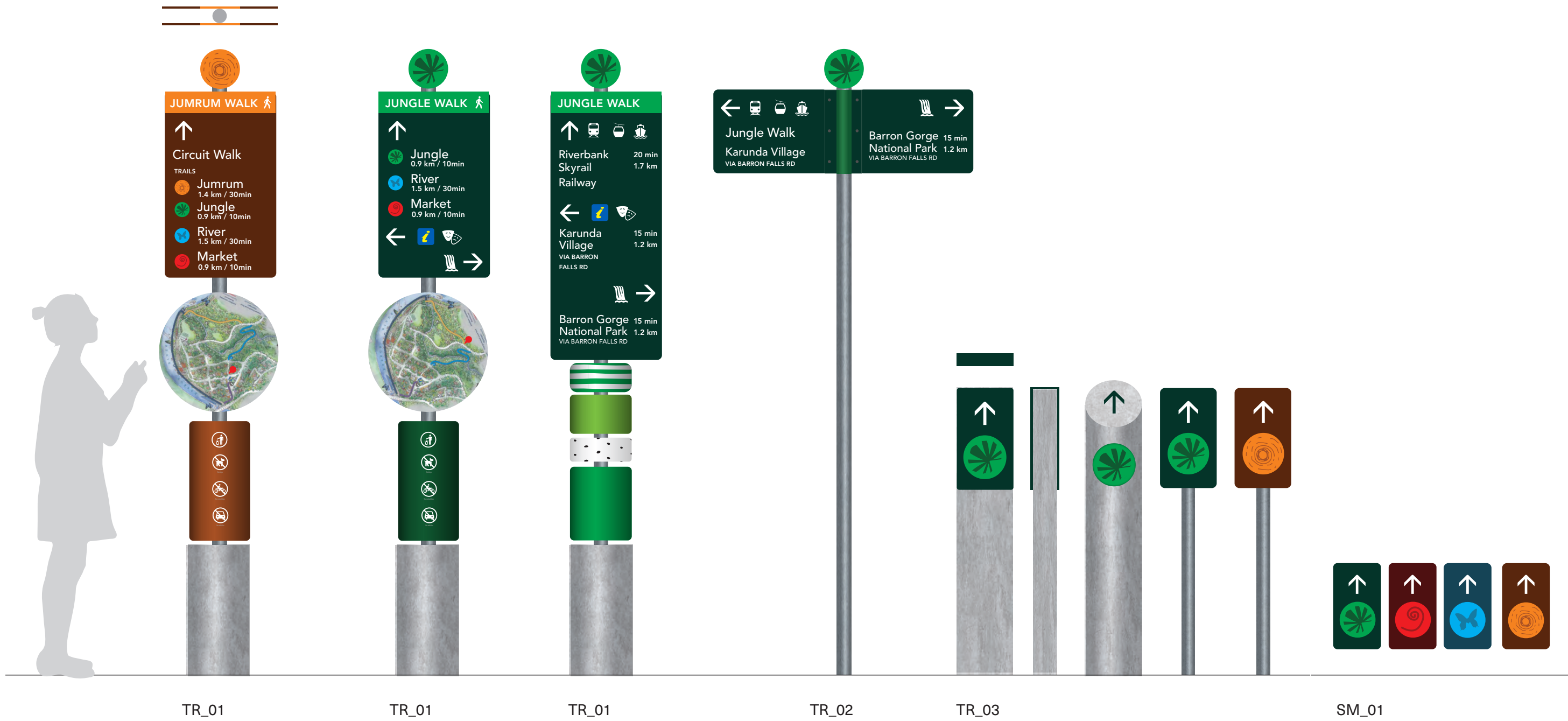
CONCEPT 1 / TOTEMS

Village Pedestrian Wayfinding



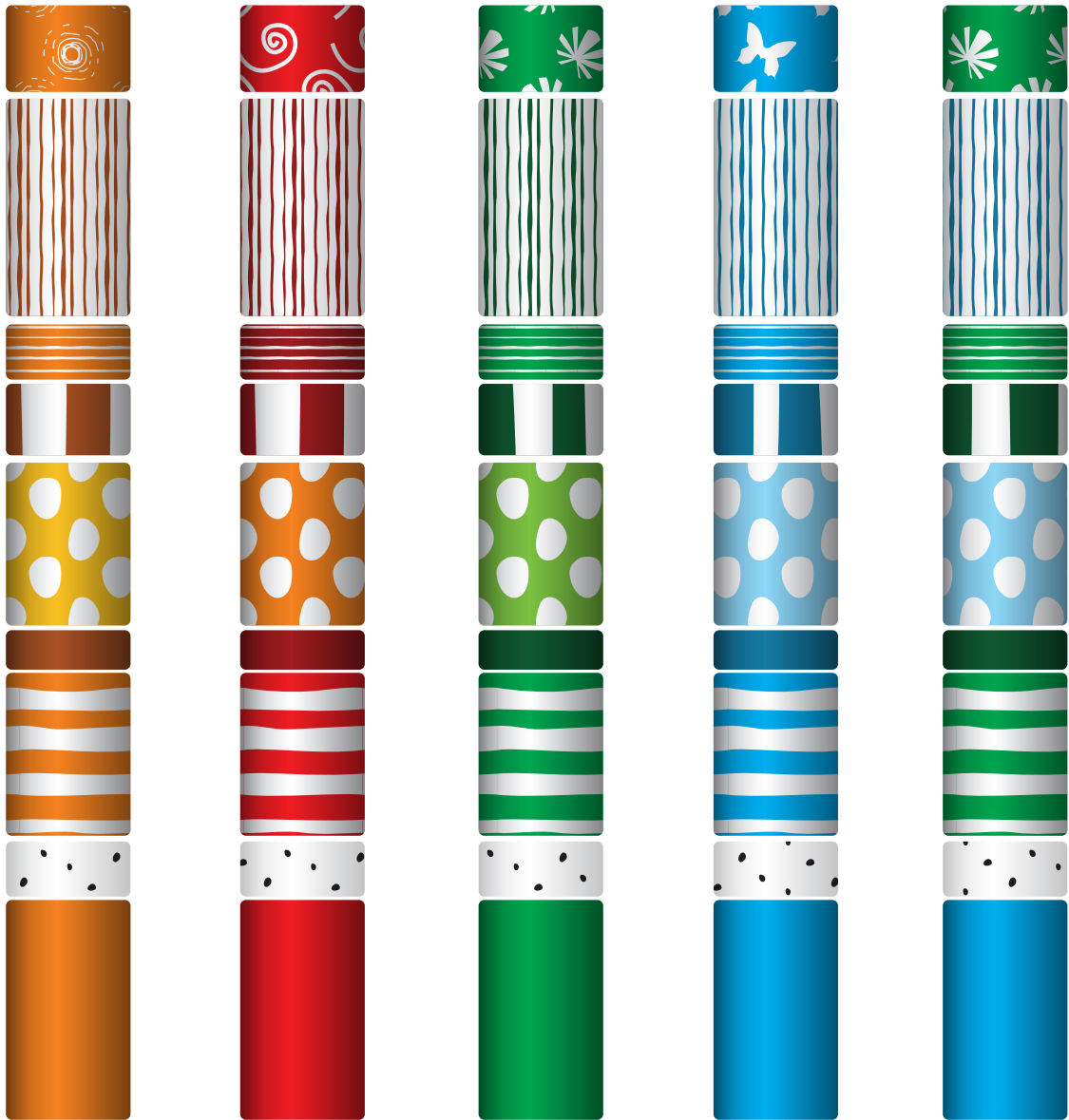
CONCEPT 1 / TOTEMS

Trail Wayfinding



CONCEPT 1 / TOTEMS COLOUR PALETTE

Please note:
Patterns could be developed with local artist utilising
Kuranda's colour palette and representative local
elements/icons in a contemporary and engaging way



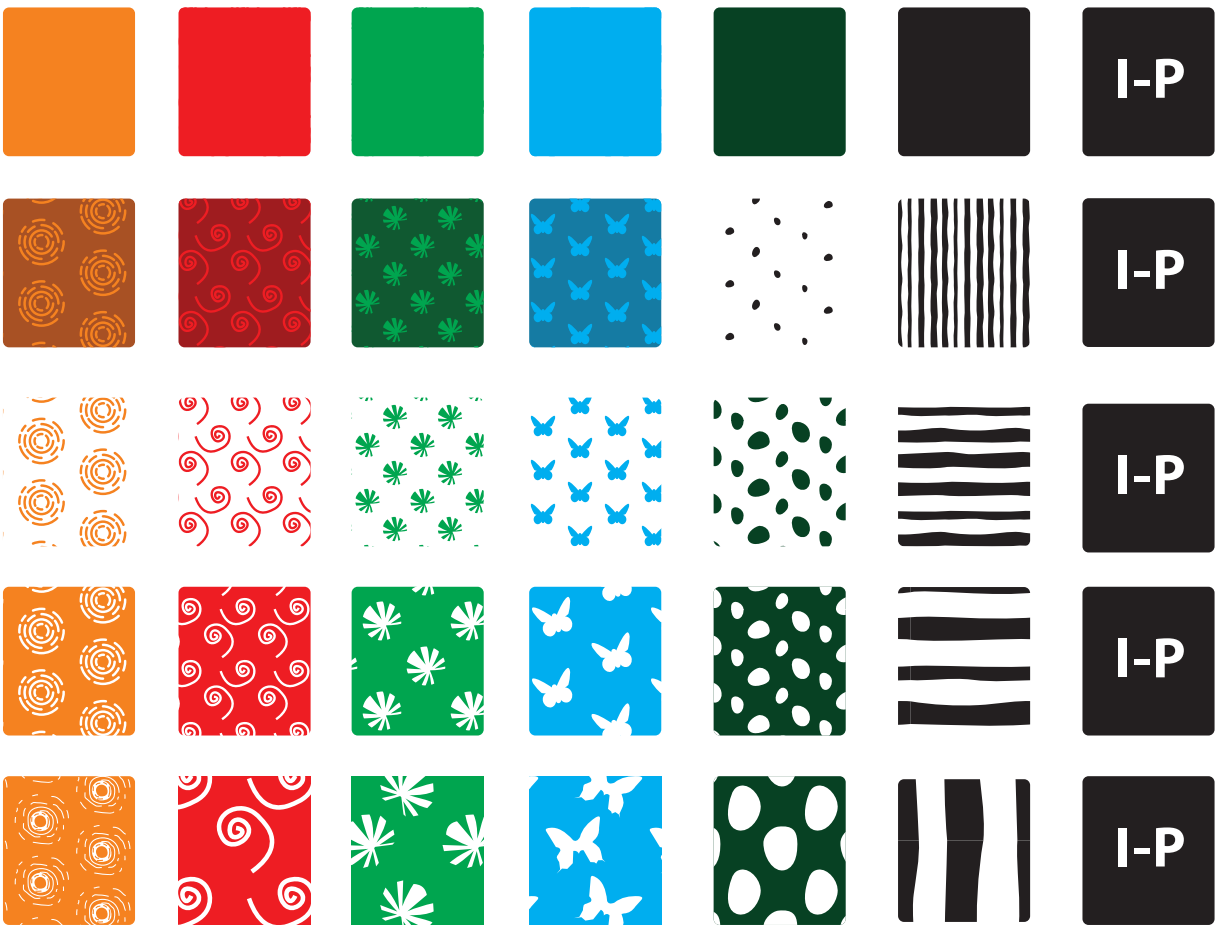
Orange

Red

Green

Blue

Combination



Branding colours + patterns

I-P = Indigenous Pattern Artwork

Pattern to be developed with future
engagement of local Indigenous
community

CONCEPT 1 / TOTEMS GATEWAY VISUALISATION



GW_01



GW_02

CONCEPT 2 PILLARS

CONCEPT 2 / PILLARS

KEY BENEFITS

- Introduces a material aesthetic that is more in keeping with the character of Kuranda.
- Potential to engage local and indigenous artist to embellish parts of the signage.
- Utilises a kit-of-parts approach that is cost effective.
- Standardised pieces ensures cost savings and efficiency in fabrication.

COST \$\$

- Standardised off the shelf materials and sections (Square timbers).
- Standard signage fabrication process: Outdoor full colour printed vinyl wrapped around aluminium sign panels.
- Sign panel substrate can be re-skinned if vinyl ages, information is updated or is damaged.
- Utilises a kit-of-parts approach that is cost effective.
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COST BASED ON PD_01

- \$ = \$0 - \$3,000
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- \$\$\$ = \$6,000 - \$12,000

MATERIALS PALETTE

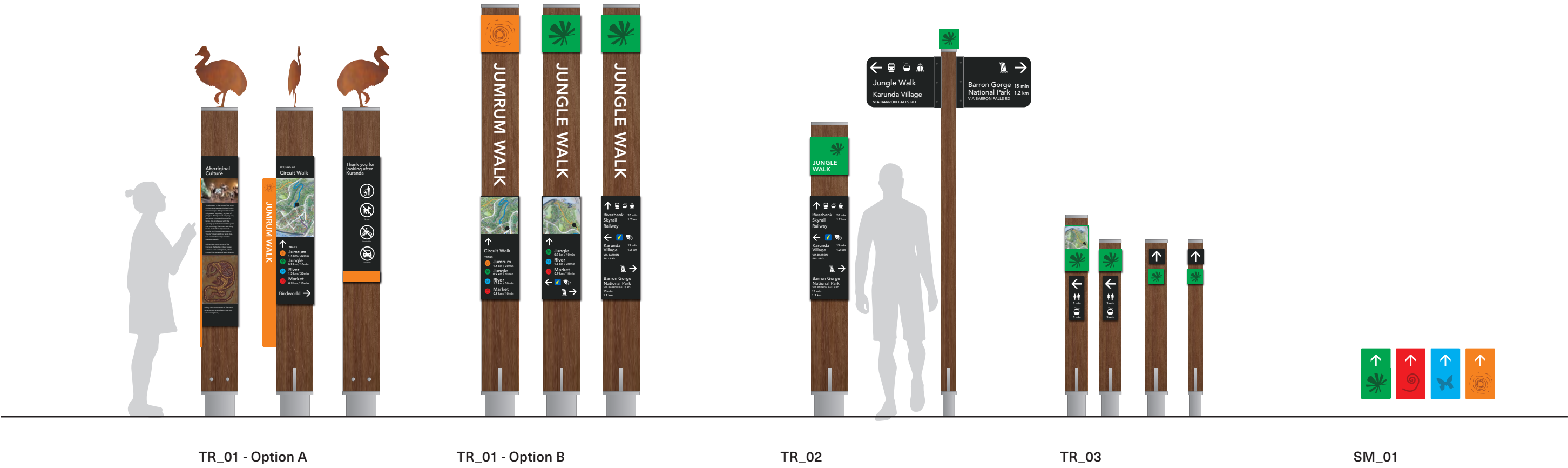


CONCEPT 2 / PILLARS OVERVIEW



Village Pedestrian Wayfinding					
Code	PD_01	PD_02	PD_03	PD_04	RG_01
Sign Type	Major Information Node	Pedestrian Directional Primary	Pedestrian Directional Secondary	Co-located Finger Directional (Pole Mounted)	Regulation Adhesive Wrap
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Example Location	Located at bottom of Walkway from Station and Skyrail to Coondoo St, corner of Coondoo and Therewine St and the corner of Coondoo and Thongon St	Throughout the Village Centre reassurance to Rainforest and Heritage Market.	Where space is limited	At street intersections that do not require mapped information or where identifying a location in close proximity e.g. Public Toilets.	To larger street lighting poles, near street intersections and major pedestrian areas.

CONCEPT 2 / PILLARS OVERVIEW



Trail Wayfinding				
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Sign Type	Trail Marker (Primary)	Trail Marker (Secondary)	Bollard Directional	Surface Marker
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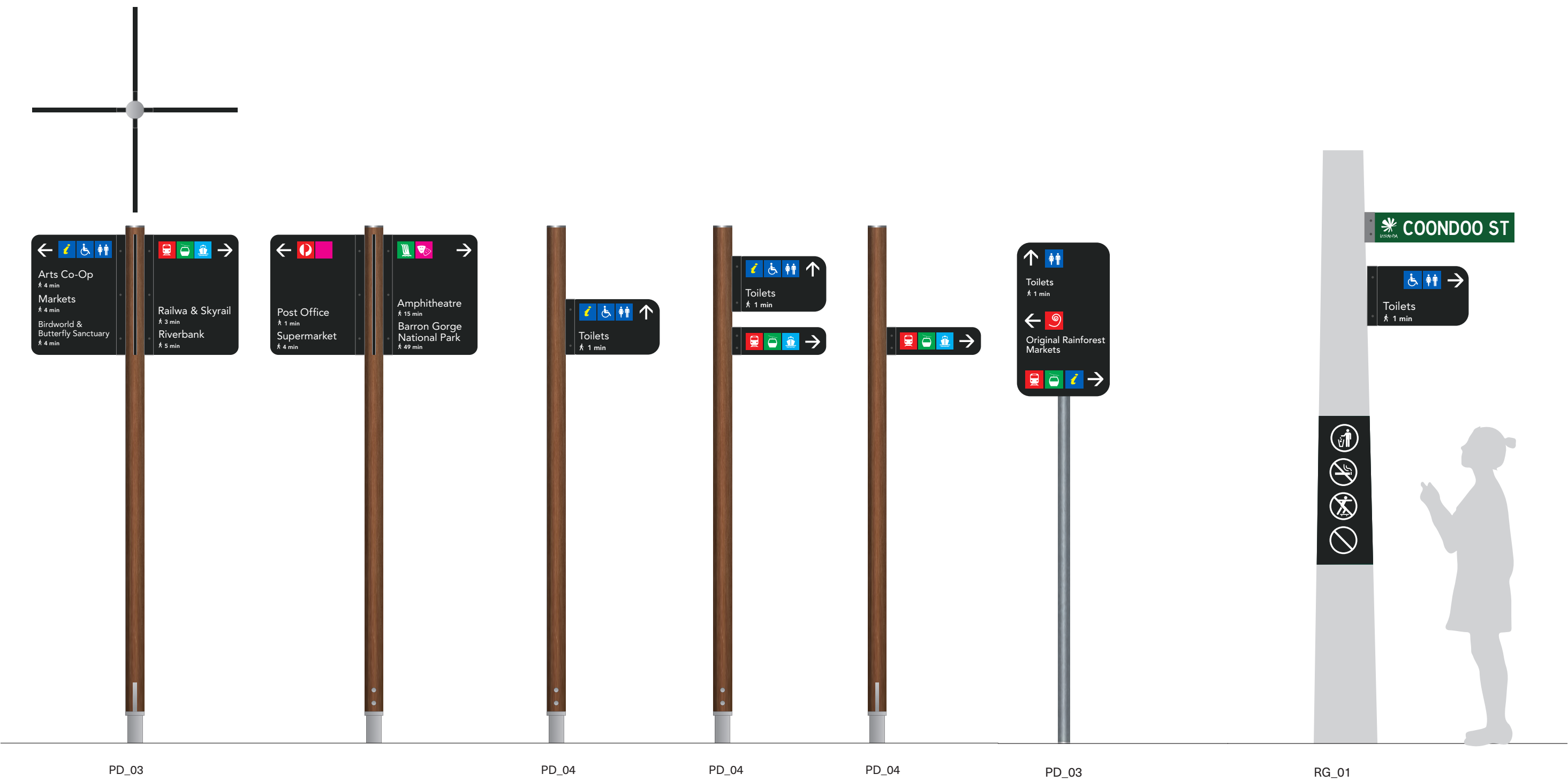
CONCEPT 2 / PILLARS

Village Pedestrian Wayfinding



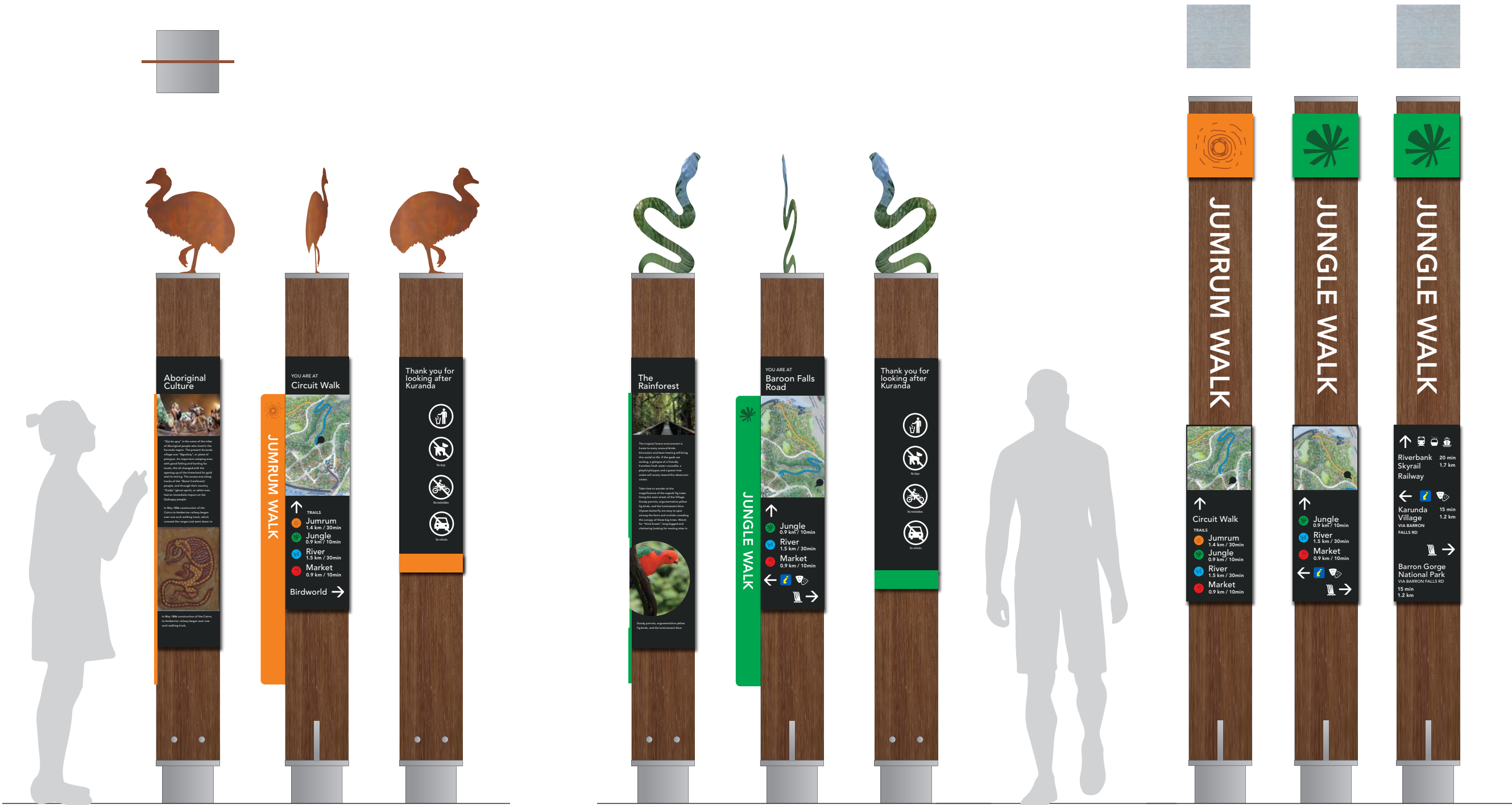
CONCEPT 2 / PILLARS

Village Pedestrian Wayfinding



CONCEPT 2 / PILLARS

Trail Wayfinding

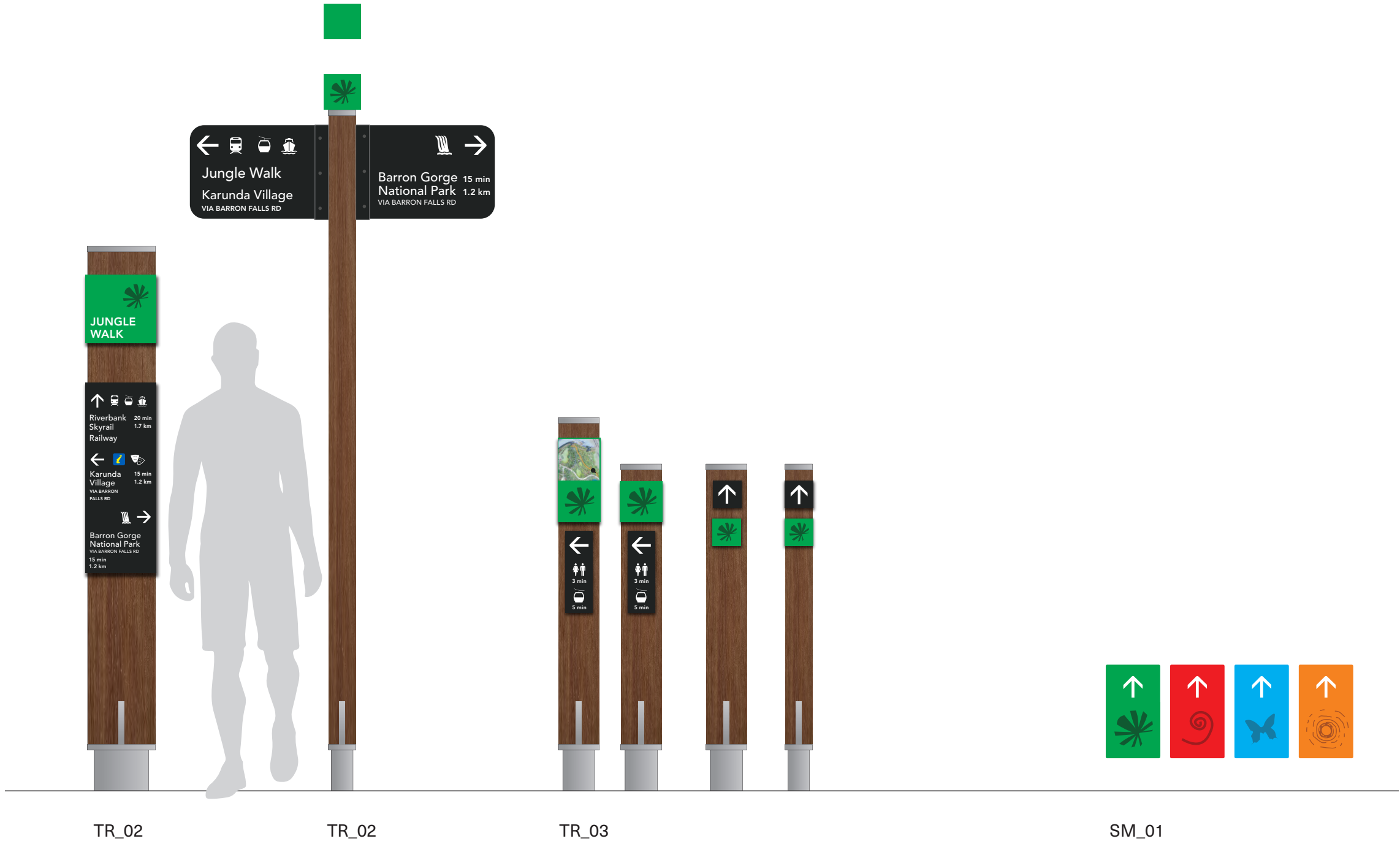


TR_01
Option A

TR_01
Option B

CONCEPT 2 / PILLARS

Trail Wayfinding



CONCEPT 3
ORGANIC CORE TEN

CONCEPT 3 / ORGANIC CORE TEN

KEY BENEFITS

- Introduces an organic / natural shape that is more characterful and interesting and builds on the previous sculptural signage but advances this approach with contemporary look and feel and improved legibility.
- Iconic shapes that are easily recognisable and will help to create a uniform language of elements.
- Uses materials and signage production methods that are easily sourced locally
- Hard wearing and durable

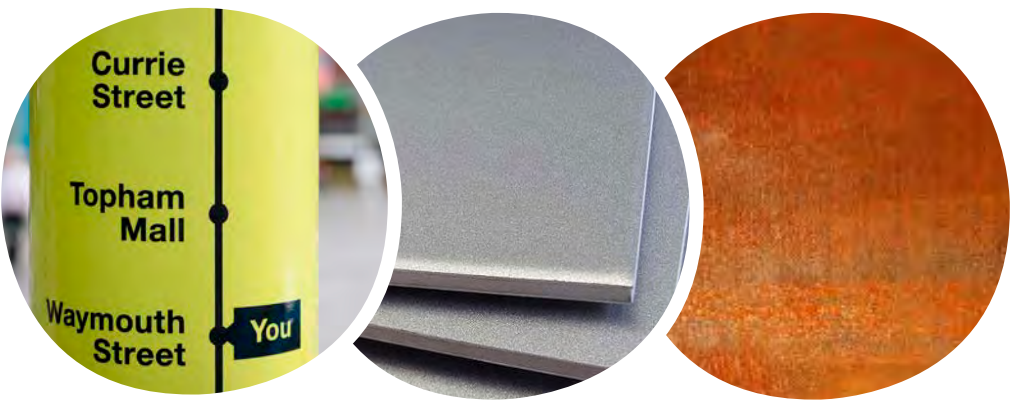
COST \$\$\$

- Larger shapes will be more costly than other concepts.
- Materials and processes may need to be managed by multiple fabricators.
- Unique shapes are potentially more costly due to size, shape and material selection.
- Higher production cost but more durable and requiring less maintenance.

COST BASED ON PD_01

\$ = \$0 - \$3,000
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MATERIALS PALETTE



VINYL WRAP GRAPHICS

ALUMINIUM PANEL

CORE TEN

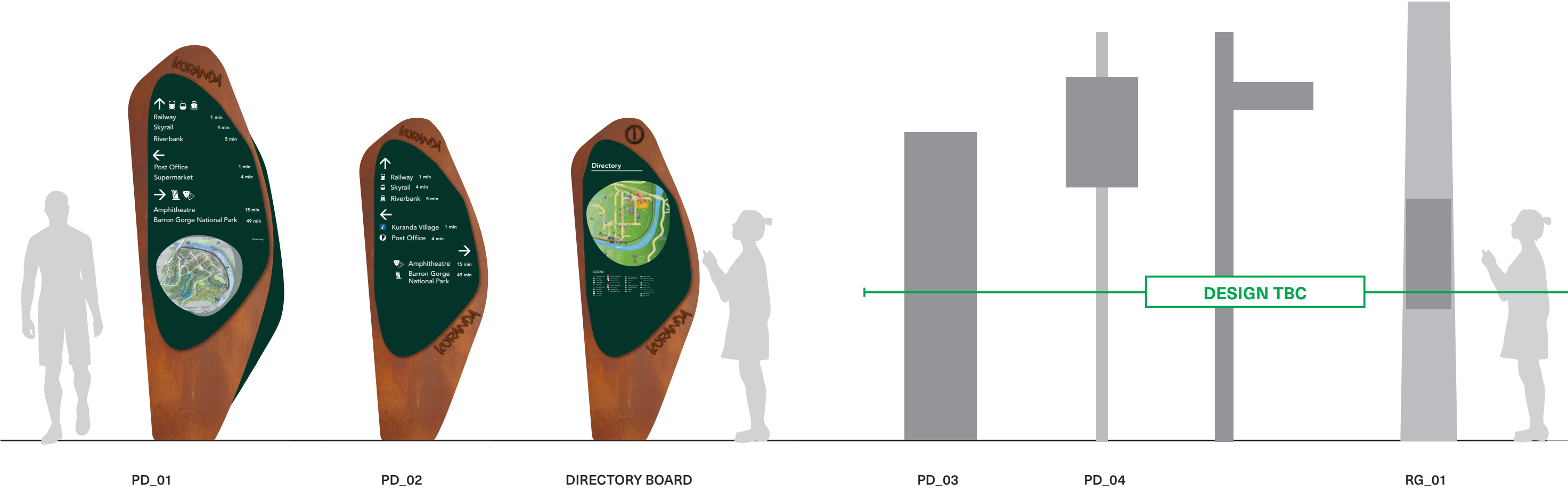
MATERIALS

Introduces a new material into the Village palette.



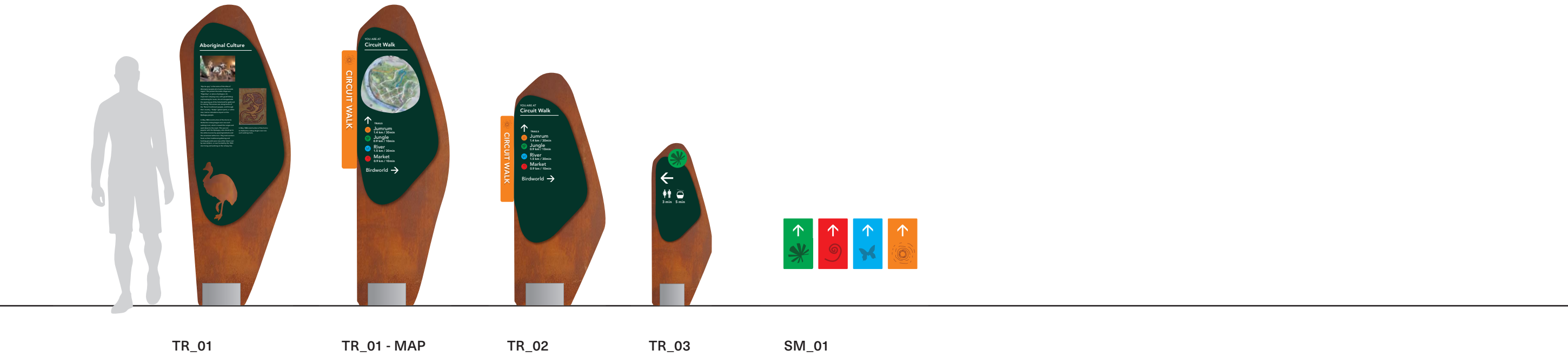
Precedents

CONCEPT 3 / ORGANIC CORE TEN OVERVIEW



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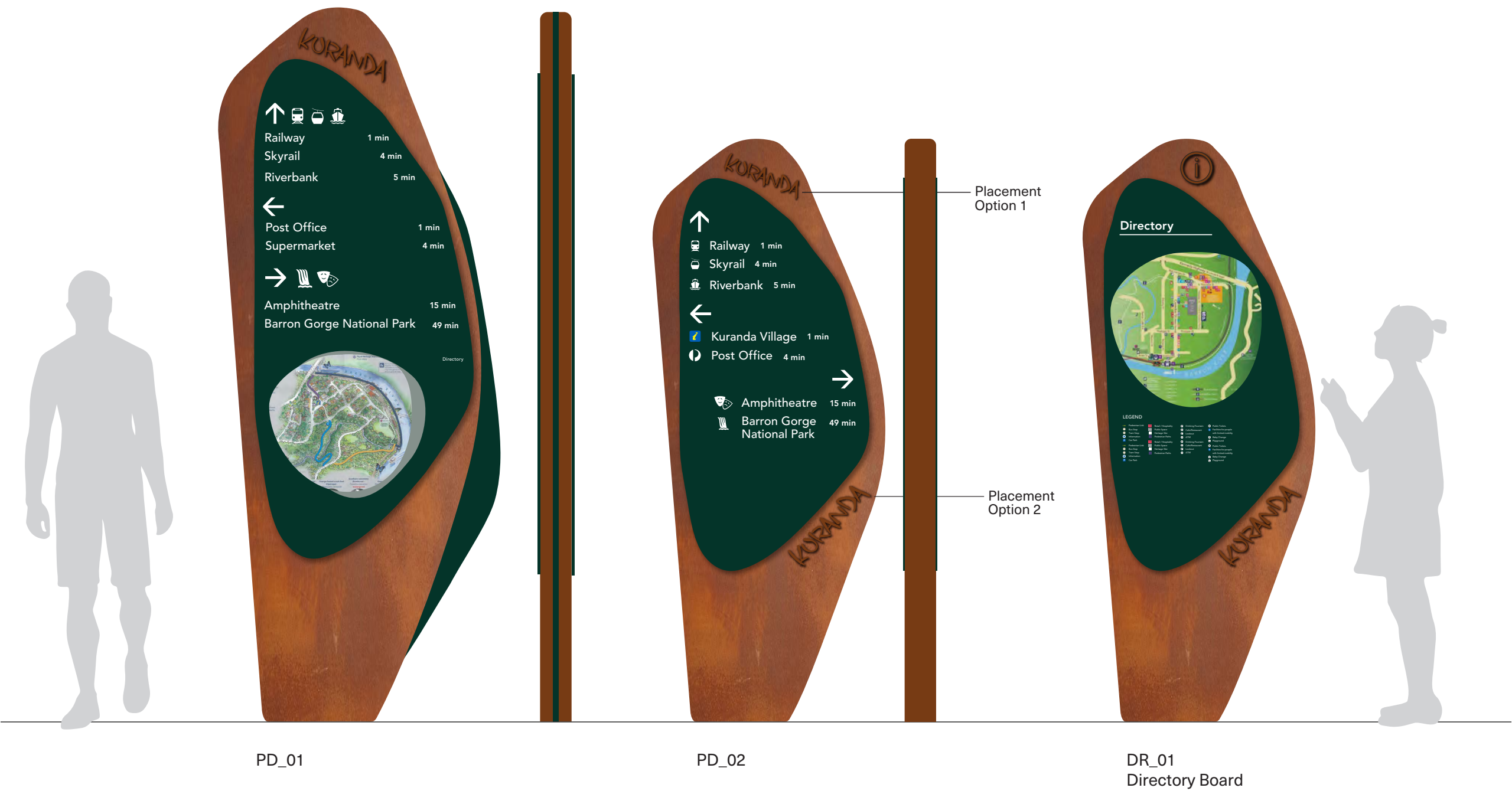
CONCEPT 3 / ORGANIC CORE TEN - OVERVIEW



Trail Wayfinding				
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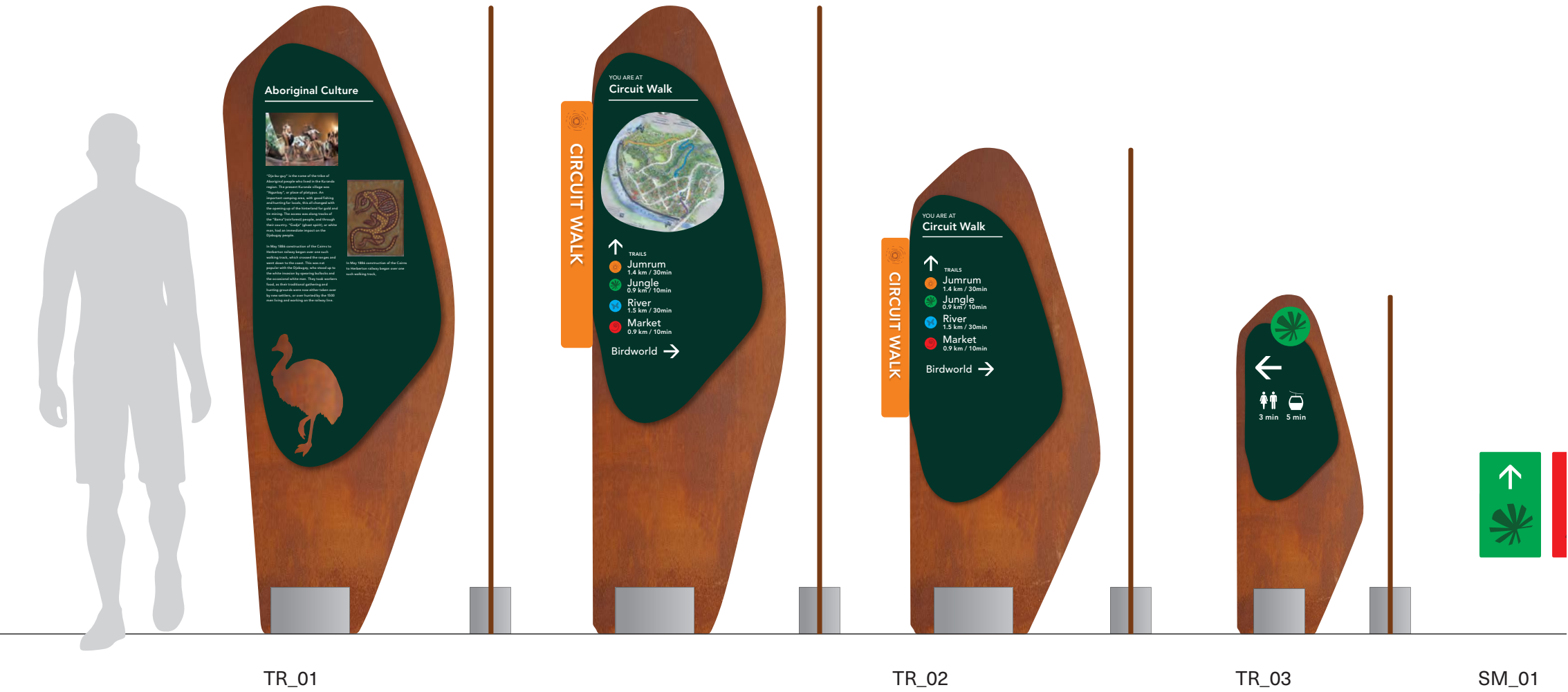
CONCEPT 3 / ORGANIC CORE TEN

Village Pedestrian Wayfinding



CONCEPT 3 / ORGANIC CORE TEN

Trail Wayfinding



**CONCEPTS
VISUALISATIONS**

PD_01 MAJOR INFORMATION NODE

CONCEPT 1
Blue



CONCEPT 2



CONCEPT 1
Green



CONCEPT 3

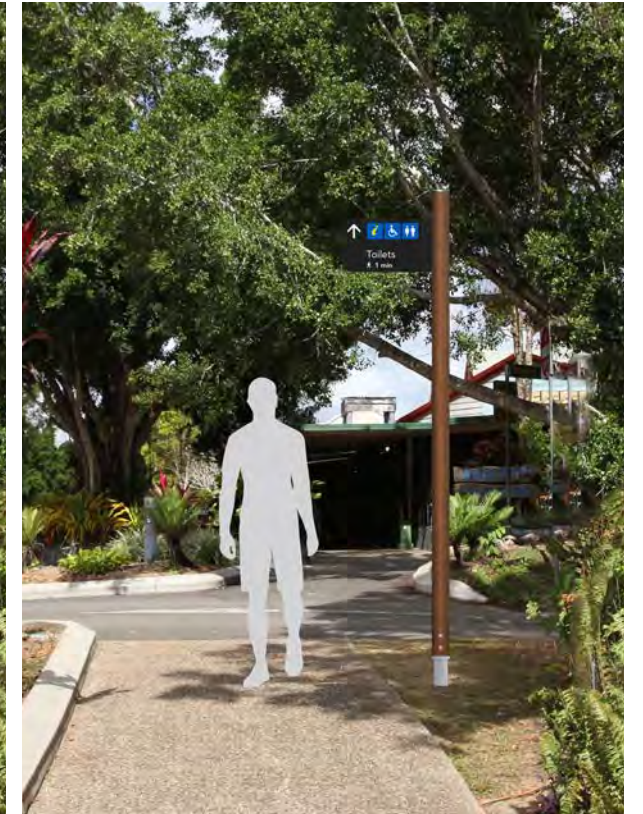


PD_02/ PD_03 PEDESTRIAN DIRECTIONAL PRIMARY/SECONDARY

CONCEPT 1
Blue



CONCEPT 2



CONCEPT 1
Green



CONCEPT 3



TR_01 TRAIL MARKER (PRIMARY)

CONCEPT 1



CONCEPT 2



CONCEPT 3



TR_02 TRAIL MARKER (SECONDARY)
TR_03 BOLLARD DIRECTIONAL

CONCEPT 1



CONCEPT 2



CONCEPT 3



3 SHELTER POD INTERPRETATION SIGNAGE

Examples of what could be
achieved in the shelter pods

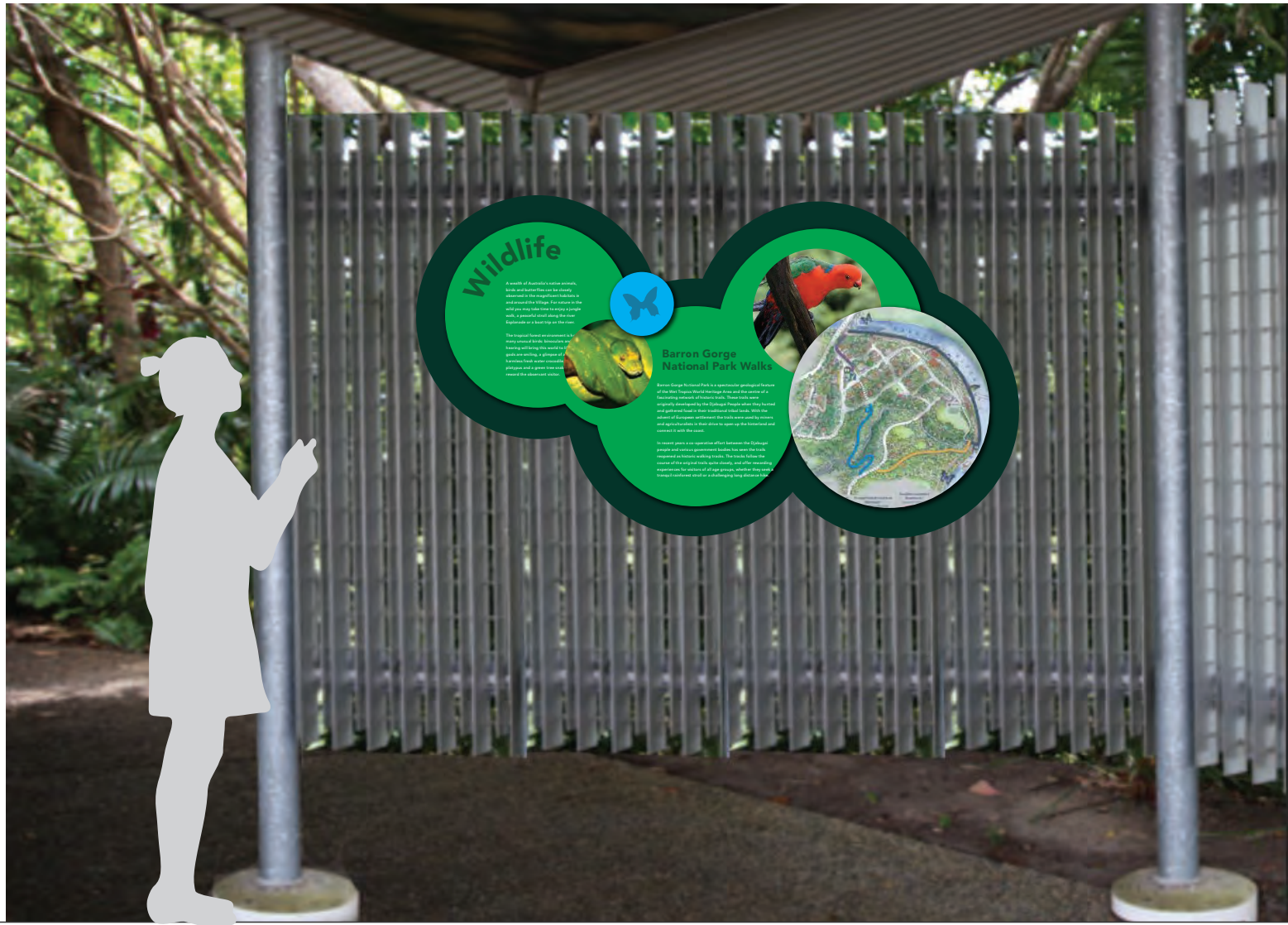
CONCEPT 1 / SHELTER POD INTERPRETATION SIGNAGE

KEY BENEFITS

- Creates a more interesting and engaging experience for arrivals ascending or those descending to and from the Train and Sky Rail.
- Opportunity to tell the Kuranda 'story' through engaging and compelling interpretive design.
- Utilises the existing shade structures.
- Assists in solidifying the walk way as the main route on arrival by Train and Skyrail.

COST \$

- Cost effective initiative to embellish the visitor experience and create a more defined route to and from Kuranda.
- Standardised pieces ensures cost savings and efficiency in fabrication.



Proposed Interpretation Panel under shade structure



Precedent

CONCEPT 2 / SHELTER POD INTERPRETATION SIGNAGE

Hand-drown illustrations



Proposed Interpretation Panel under shade structure



Precedent