Hawkesbury City Council

Wayfinding and Signage Plan, Style Guide and Implementation Plan

Issue 01 / 31 March 2021

Hawkesbury City Council

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Project Overview

Project Overview

Stage 1 and 2 included project research, stakeholder consultation, site audit, planning and analysis.
All findings is included in the development of this Strategy in stages 3 to 5.

Stage 3
Draft Wayfinding Plan

Observation Report
Best Practice Reference
Map of Destinations
User Journey Analysis
Schematic Signage Suite
Moodboards
One Round of Amendments

Stage 4
Draft Heritage Trail

Observation Report
Best Practice Reference
Map of Destinations
User Journey Analysis
Schematic Signage Suite
Moodboards
One Round of Amendments

Stage 5
Design Development

Concept Design for
Wayfinding / Heritage Trail
3D renders
Graphic Apperance
Draft Allocation Plan
Draft Map Design
Cost Estimates
One Round of Amendments

Stage 6
Signage Style Guide

Construction Drawings
Messaging Schedule
Allocation Plans
Wayfinding / Heritage Trail
Finished Art Templates
Graphic Appearance
Finishes Specifications

Introduction

This documents represents Stage 3 and 4 of The Blueprint's design process - Draft Wayfinding and Heritage Trail Signage Plan.

It has been prepared with the intent to understand how your visitors experience the Hawkesbury through the user journey.

We have reviewed the supplied masterplans and familiarised ourselves on site with the operational needs, user groups and navigational issues to determine the sign categories to suit the primary applications. The schematic signage suite included is to indicate the signage family that needs to be designed and is suggestive of scale and placement only.

We have included inspirational moodboards in order to gather your feedback and preferred direction to assist us in the next stage of Design Development as part of the scope for Hawkesbury's Wayfinding Signage Plan, Style Guide and Implementation Plan.

We recommend printing out this document in A3 format when reviewing.

Brand Assets 1

Brand Assets

Guidelines Summary

Logo Variations

Hawkesbury City Council's visual identity is created using the branding elements – the tagline and logo.

To maintain a consistent brand, the visual style guidelines will be observed and implemented across the new signage.

This page is an overview of the Council brand elements only. Refer to the Hawkesbury City Council - Style Guide - 2021 for full details.

Colour Palette

LIGHT BLUE
PMS 2141 C

DARK BLUE
PMS 2118 C

Typography

Poppins - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Poppins - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Poppins - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

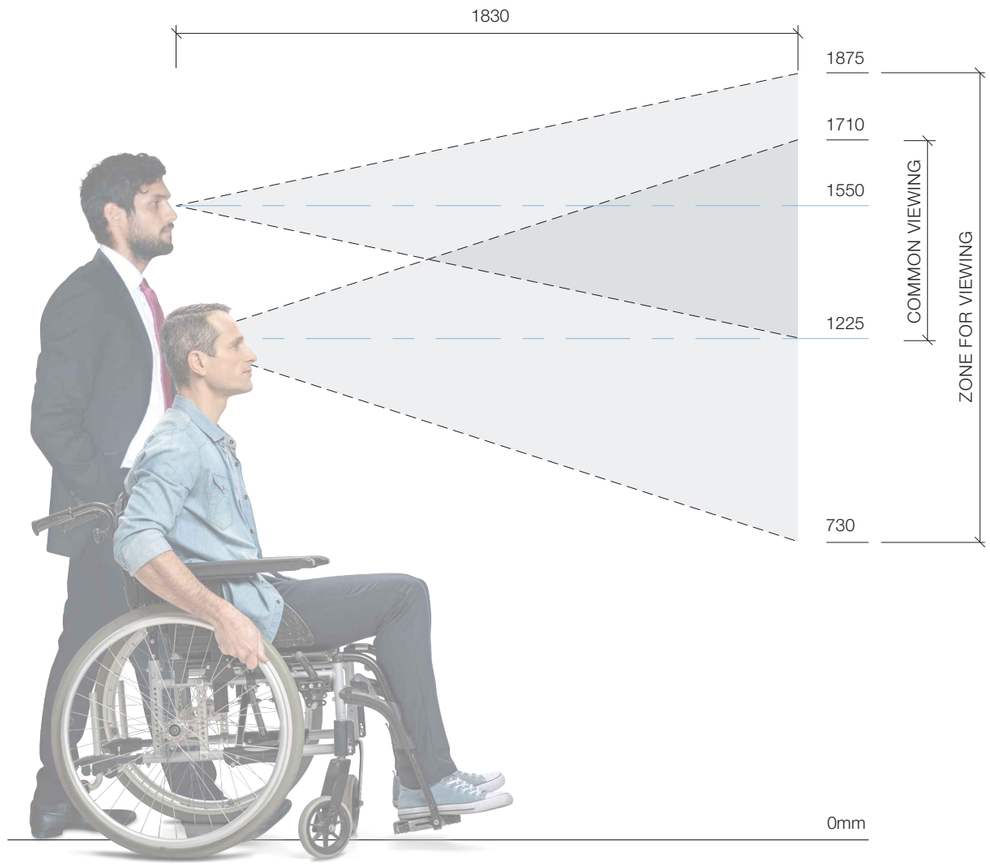
0123456789

Arrows

The font Poppins is used in the current Hawkesbury City Council branding style guidelines. It will be used on all signage for wayfinding and messaging.

The final selection and application of each font weight will be developed based on the wayfinding strategy and hierarchy of information.

The arrows specified are a universally standard design.



Legible viewing distances required for signage

Pictograms

Activities

Facilities

Pictograms are a universal vocabulary that can transcend words, languages, locations, and cultures. Pictogram design is a critical component of wayfinding because they can often communicate information more concisely than words.

The pictograms shown here have been consolidated from the International Symbol Signs System.

If required, additional pictograms may be selected from the same system, or new pictograms may be developed as needed.

Some pictograms such as the International Symbol of Accessibilty require a coloured background for BCA compliancy. The Australian Standard AS2700 ‘Colour Standards for General Purposes’ consists of 206 standard colours for specifiers to select reference paint colours. AS2700 was originally devised and formulated by Dulux Goup Australia and has been in use and extensively referred to for many Australian Standards since 1985.

Pictograms

Prohibitory

Transport Modes

Pictograms are a universal vocabulary that can transcend words, languages, locations, and cultures. Pictogram design is a critical component of wayfinding because they can often communicate information more concisely than words.

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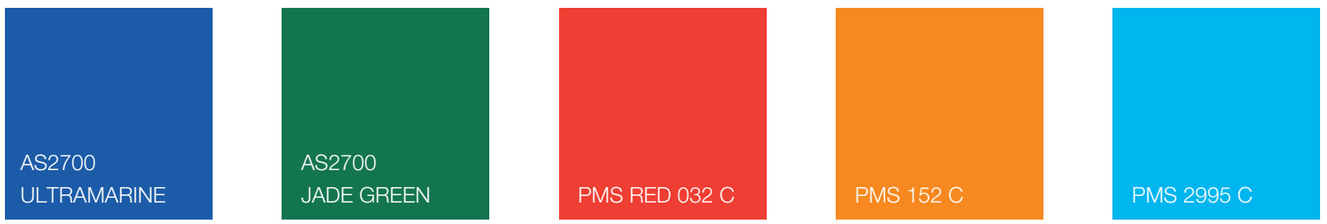
Colour Palette

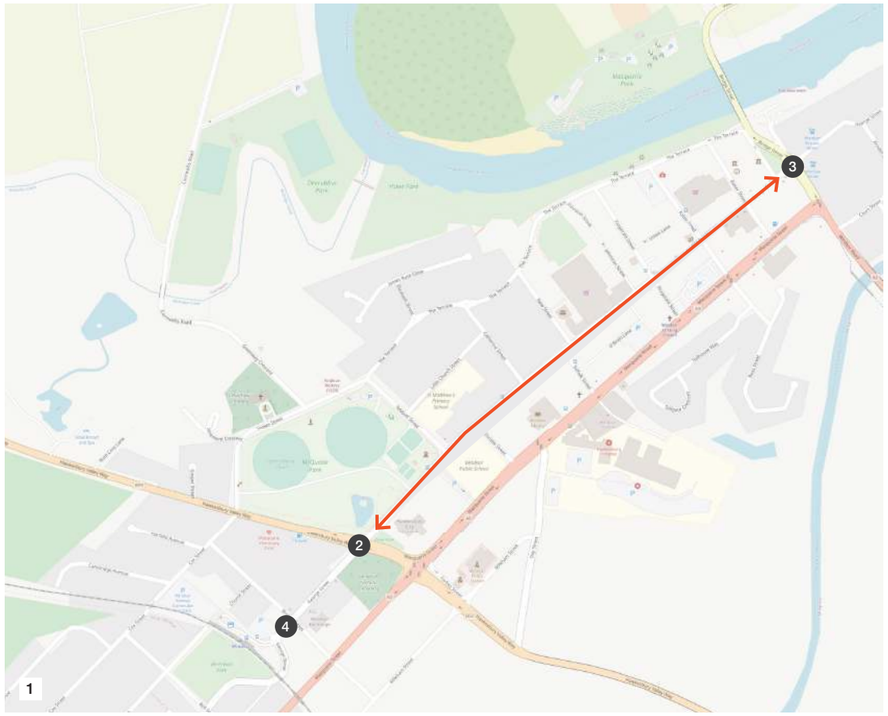


Site Observations 2

Site Observations

Windsor
Primary Entries

1. Site Overview
2. George St / Hawkesbury Valley Way Intersection
3. George St / Bridge St Intersection
4. George St Coming From Windsor Station



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Observations

- There is no branded entry signage to the town centre.
- Visitors depend on TfNSW (road) signage for confirmation of arrival.
- Entry signage to George Street Mall and parks is inconsistent in design.

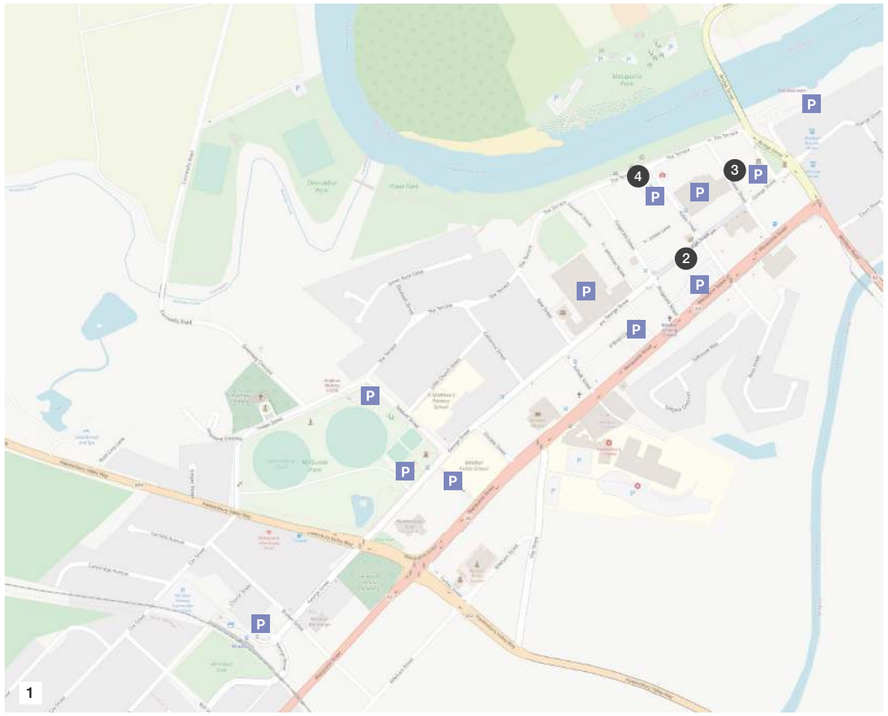
Recommendations

- Introduce Identification signage at primary entry to provide a sense of place and arrival.
- Keep design and placement consistent.

Site Observations

Windsor
Car Parks

1. Site Overview
2. Car Park Entry From George St Mall
3. Baker St Car Park
4. The Terrace Car Park and Public Toilets



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Observations

→ Public car parks situated behind the mall are hard to locate, both when driving and when returning from George Street Mall.

→ There is a lack of clear directional signage and consistent operational signs.

→ Car parks along the mall are hard to differentiate for visitors/first time users.

Recommendations

→ Create car park signage that is easy for visitors to identify.

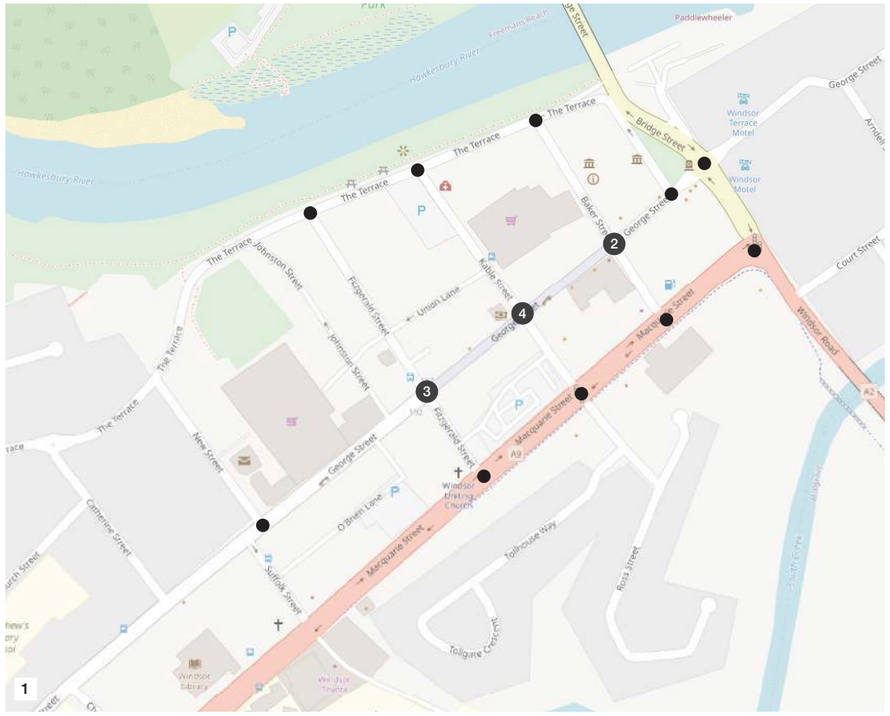
→ Design and communicate consistent operational messaging across all car parks.

→ A naming convention or visual numbering system will make it easier for people to identify their return back to their car.

Site Observations

Windsor
Decision Points

1. Site Overview
2. Inconsistent Wayfinding
3. George St Mall Entry
4. Signage Location Opportunities



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Observations

→ Existing intersections along George Street and George Street Mall come across as cluttered with various types of wayfinding and identification signage.

→ There are heavily graffitied maps at entries to George Street Mall.

→ Users are not being informed about what is beyond their current location.

→ There is no hierarchy or consistency of information being provided.

→ Signage seems to have been added on as ad-hoc.

Recommendations

→ De-clutter and make signage visually consistent.

→ Asses the location of each sign to make it as useful to as many people as possible.

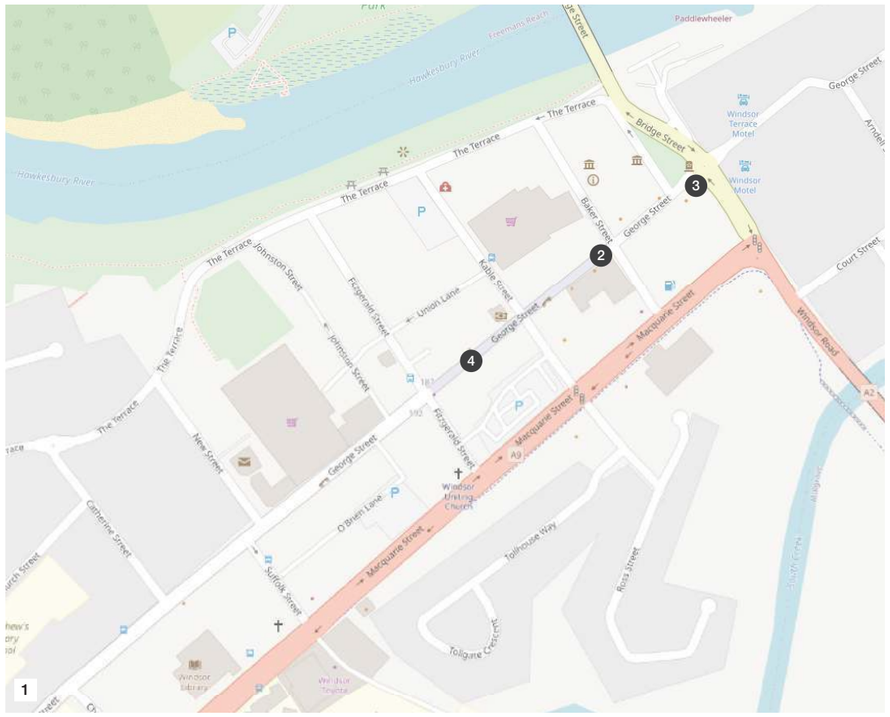
→ Introduce a map to allow users to “read” the town.

→ Include walking distance to destinations.

Site Observations

Windsor
Identification Signs

1. Site Overview
2. George St Mall Identification
3. Thompson Square Identification
4. Art Trail Signage



Observations

→ Identification signs are inconsistent.

→ Lack of consistency undermines its purpose.

→ Font style and size does not meet legibility standards.

Recommendations

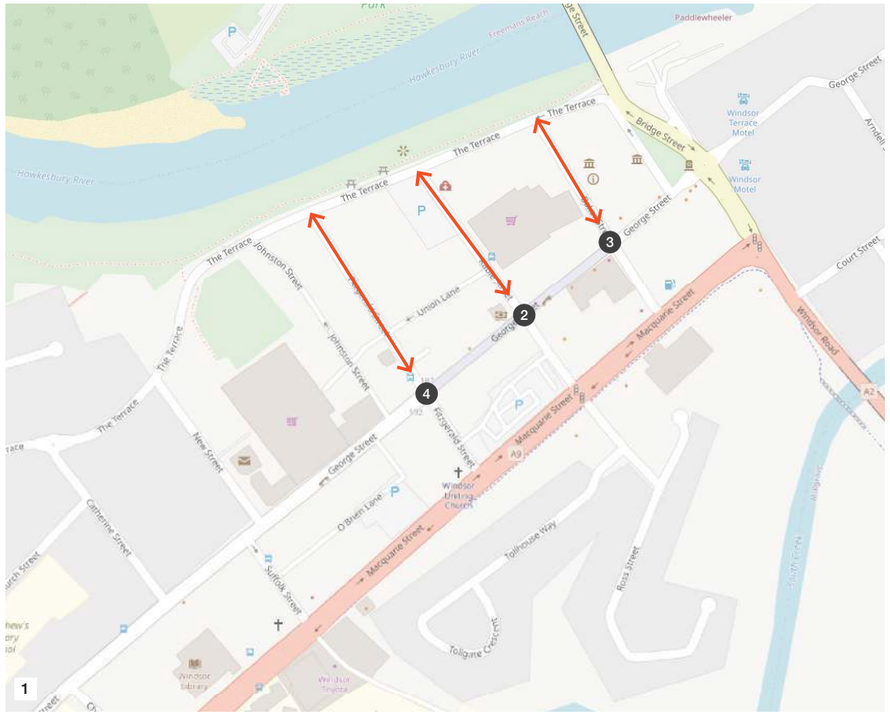
→ Make identification signage consistent to work as part of signage suite.

→ There is an opportunity to include the Art Trail within the Heritage Trail and to link them together by design.

Site Observations

Windsor
Connection to the River

1. Site Overview
2. George St / Kable St Intersection
3. George St / Baker St Intersection
4. George St / Fitzgerald St Intersection



Observations

→ There is a lack of signage informing the close proximity between George Street Mall's main intersections and the Hawkesbury River.

→ There is a lack of mapping, information about walking distance/time and additional destinations which discourage visitors to explore.

Recommendations

→ Give clear information about direction and distance.

→ Inform about experiences at Hawkesbury River e.g. viewing platforms and the River Walk.

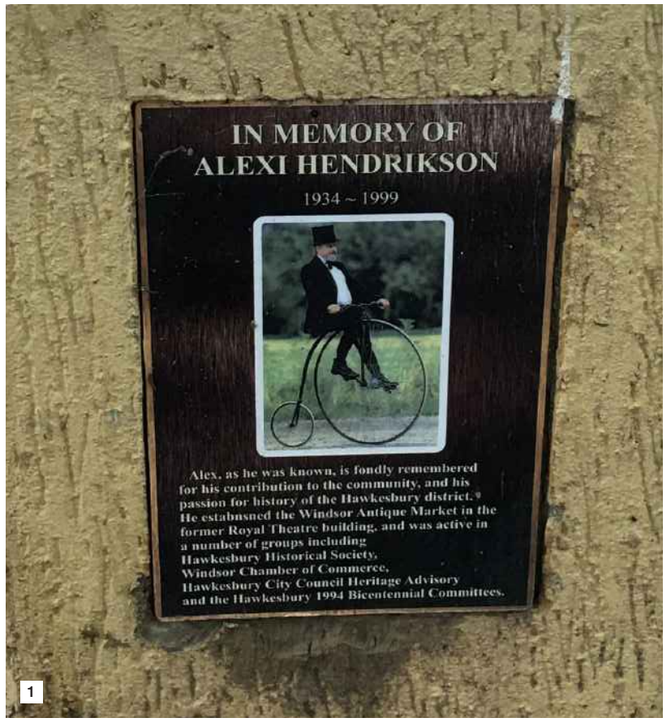
→ Possibility to increase foot traffic by introducing public art in side streets.

→ Ensure the River Walk signage is visually consistent with the wayfinding system.

Site Observations

Windsor
Regulatory and Memorial Signage

1. Heritage Interpretation Signage
2. Liquor Regulations
3. Provisions Act Regulations
4. Car Park Regulations



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Observations

→ Regulatory signage is inconsistent and poorly maintained.

→ Individual signs are include a lot of text which could instead be succinctly communicated by a pictogram.

Recommendations

→ Design and communicate consistent operational signage.

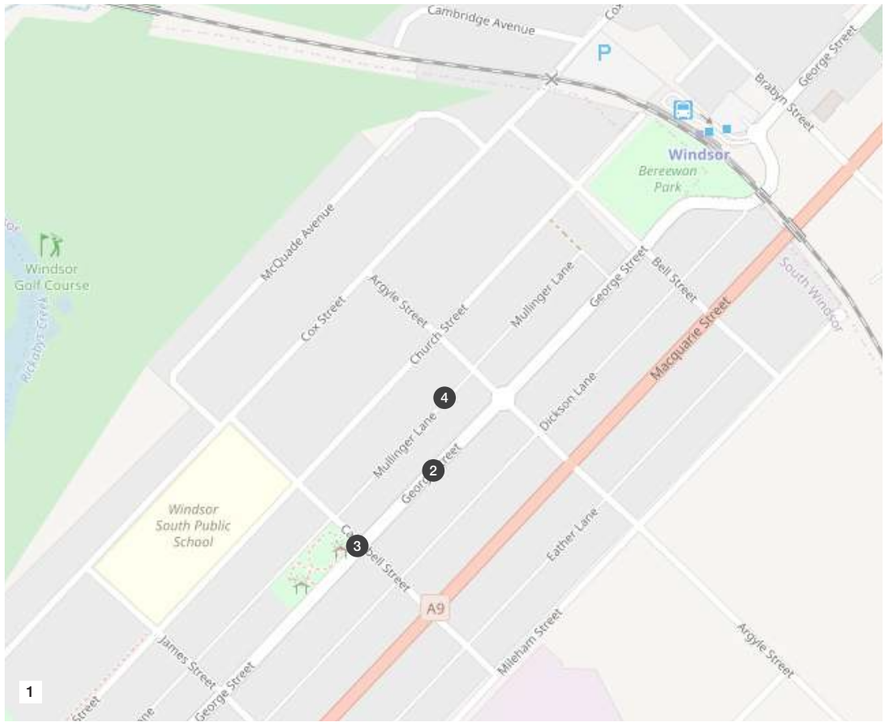
→ Incorporate ‘prohibited’ signage to main directional signs where possible – use pictograms.

→ Develop templates for memorial signage.

Site Observations

South Windsor

1. Site Overview
2. George St Shops
3. McLeod Park
4. Mullinger Lane Parking



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Observations

→ South Windsor is a convenience strip for locals with no heritage or public destinations apart from the retail shops and post office.

→ An entry signage does exist in forms of a Mural at north end of George St.

Recommendations

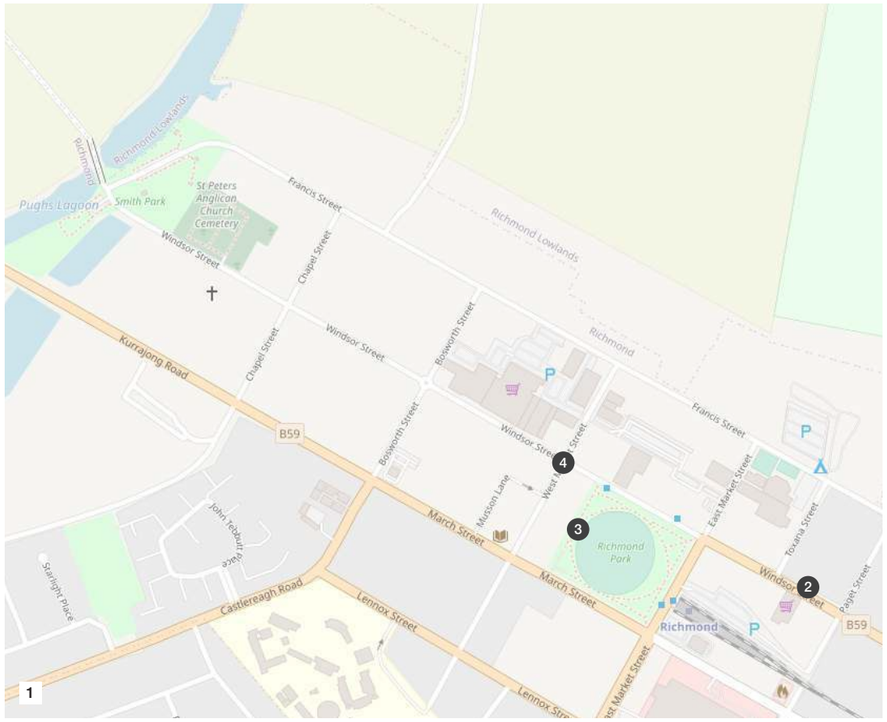
→ Keep it simple.

→ Introduce a sign to encourage walkability to local parks/ playgrounds.

Site Observations

Richmond

1. Site Overview
2. Richmond Park
3. Heritage Regent Theatre
4. West Market St / Windsor St Intersection



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Observations

- → There is no real sense of entry to Richmond town centre when arriving from Windsor or the Tourist Information Centre.
- → Information at intersections comes across as cluttered with various types of wayfinding along Windsor street.
- → There is no hierarchy or consistency of information being provided.
- → Signage seems to have been added on an ad-hoc.
- → Visitors are not being informed about what is beyond their current location e.g. Pughs Lagoon.
- → There is no signage to give an indication of how far away you are from other destinations.
- → Heritage places of interest are not marked by physical signs.

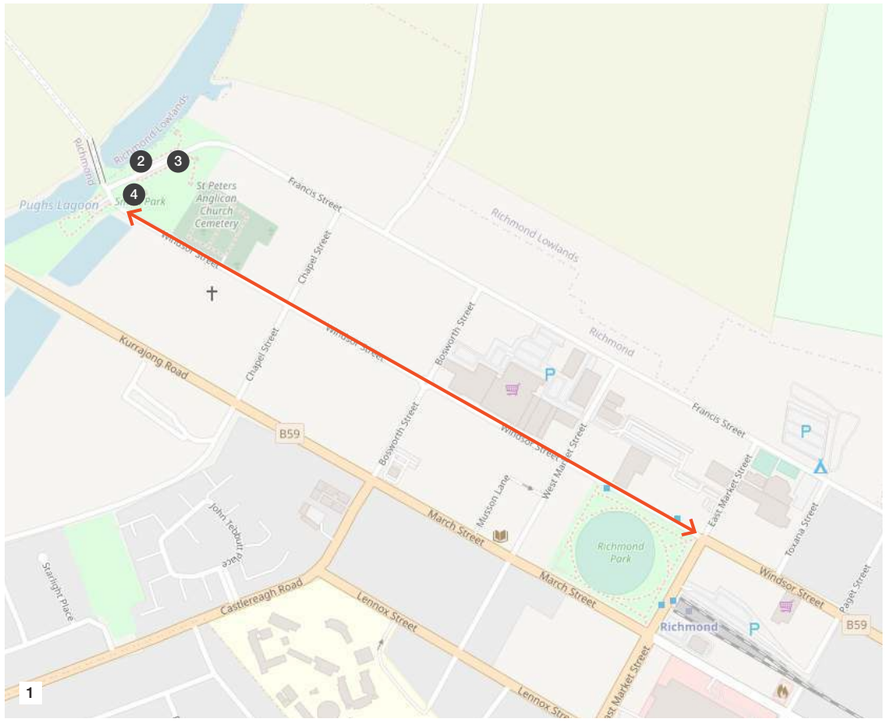
Recommendations

- → Placement of directional information at intersections should stand out from the environment without being intrusive.
- → Locate directional signs in a clear line of sight where people expect to see them.
- → Add maps to give a sense of place.
- → Inform visitors about walking distance/time.
- → Encourage visitors to explore beyond their current location, in particular Pughs Lagoon.
- → Make identification signage consistent.
- → Introduce physical heritage signs that can be discovered incidentally and create online links to encourage further explorations.

Site Observations

Richmond
Connection to the Lagoon

1. Site Overview
2. Richmond Lagoon
3. Car Park
4. Smith Park



Observations

→ There is no signage in town indicating proximity to the lagoon or any other nature experiences.

Recommendations

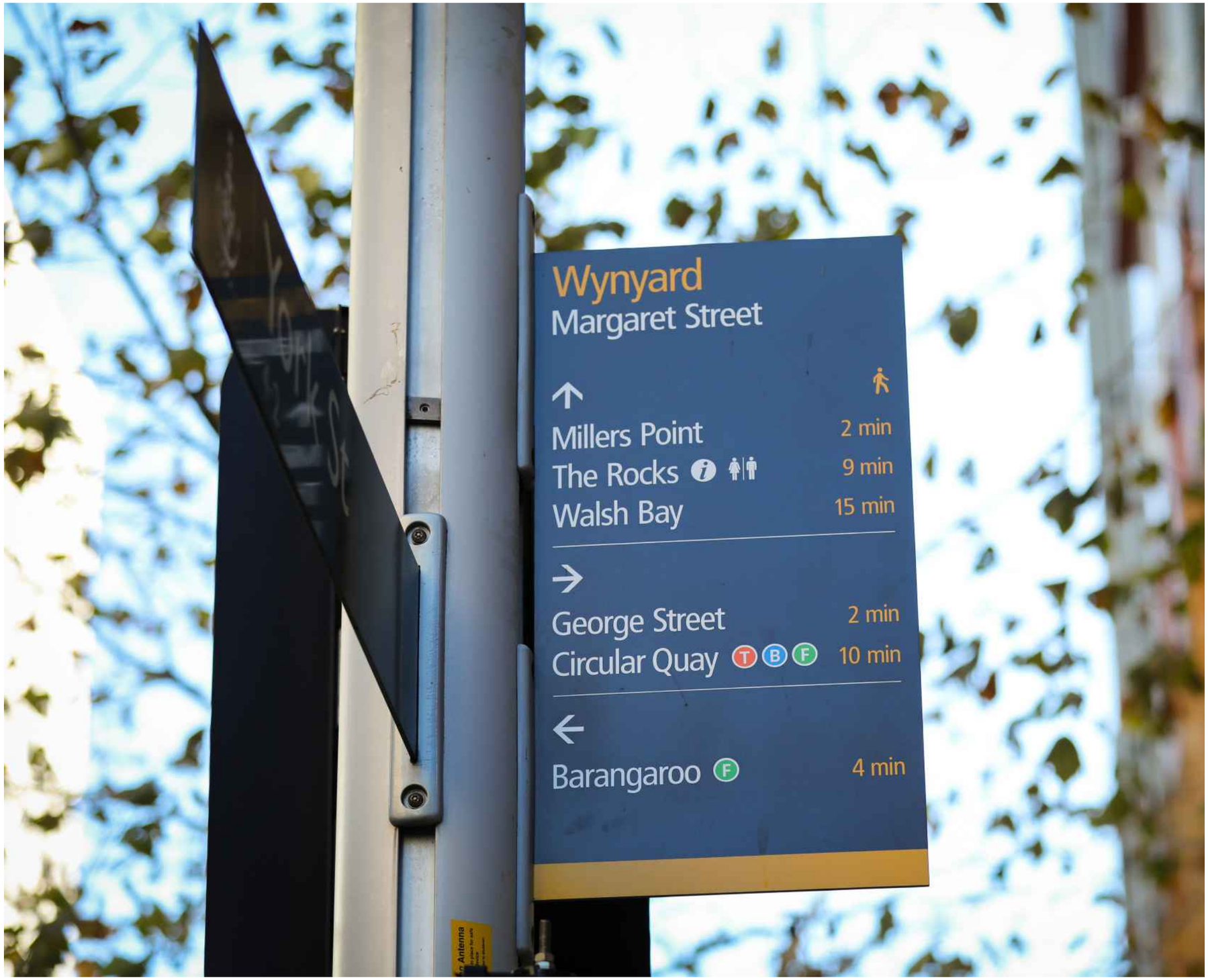
→ Including the lagoon on map-based signage with walking/ driving distance can activate the parklands as picnic destinations for both locals and visitors.

→ Connecting a nature experience to the town centre will elevate Richmond's destination appeal.

→ Introducing Heritage Trail signage/sculptures will connect people to the Indigenous history of the area.

Wayfinding 3

Wayfinding



Hawkesbury City Council is currently in the process of revitalising its town centres and villages. The Blueprint has been engaged to create a wayfinding strategy and style guide which will be scalable from the larger town centres to the smallest villages. The Wayfinding and Signage Strategy Project aims to improve how visitors and residents are guided through the Hawkesbury local government area, to discover the diverse experiences, attractions and services that are on offer.

Council has prepared master plans and public domain plans to enhance Windsor, South Windsor and Richmond Town Centres and is developing master plans for the villages and smaller centres. During the development of the master plans, a recurring recommendation has been made in relation to signage including:

→ Signage to improve wayfinding to key destinations such as public transport, parking, retail areas, Hawkesbury River, parks and civic facilities.

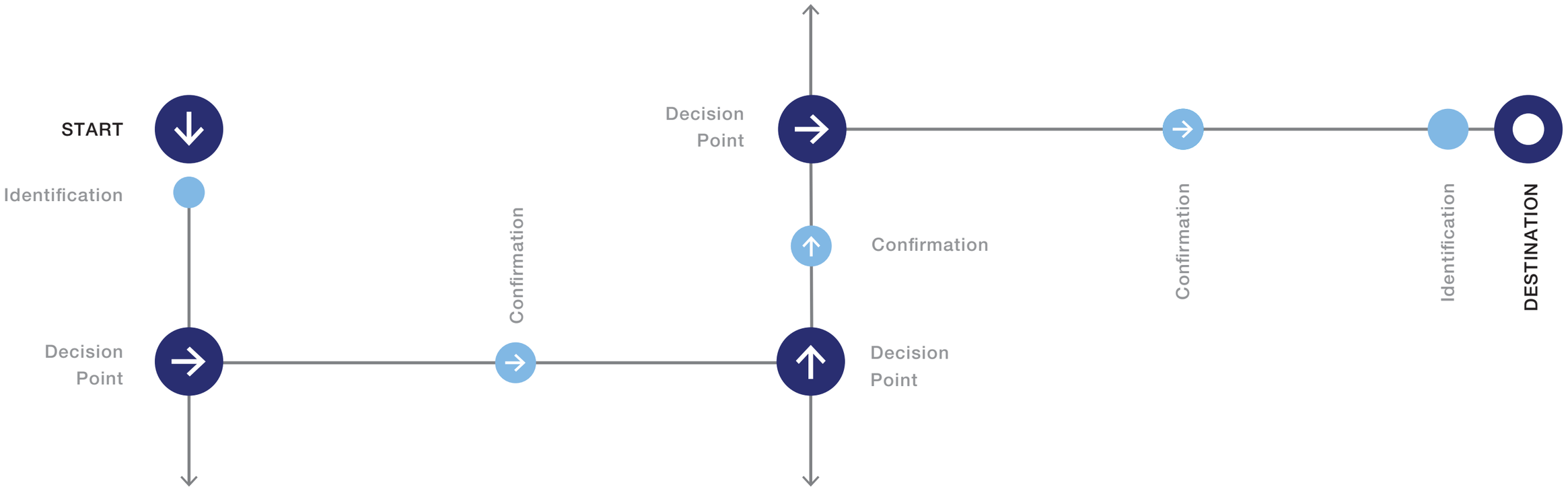
→ The creation of heritage trails through the town centres to highlight and provide information about the rich Aboriginal and European heritage of the town centres.

→ Entry signs.

→ Key sites and tourist facilities.

Site Audits and existing council reports have established a need of a signage strategy due to inconsistencies in locations, design, branding and messaging in signage that has been added as ad-hoc over decades. Our document will outline strategy principles adaptable to all towns and villages across Hawkesbury City Council while ensuring the signage can be used across digital platforms where suitable.

A structured number of decisions leading to the destination



1. Utilise exising landmarks at key locations

2. Simplify the journey and provide navigational tools

3. Design for first time users and capture a broad audience

Objectives

Strategy Objectives

→ Develop a visual identity using clear and legible contemporary graphic design principles.

→ Use iconography and unpretentious language for an inclusive approach to wayfinding and storytelling.

→ Increased knowledge about the heritage of the area through incidental interaction with engaging signage.

→ Limit the number of signs through optimized location and integration to the environment/streetscape.

→ Create contextual and sympathetic design outcomes.

Project Outcomes

→ Movement will be an easy, memorable and safe experience.

→ Pedestrian-friendly paths and thoroughfares that are safe, comfortable and pleasant.

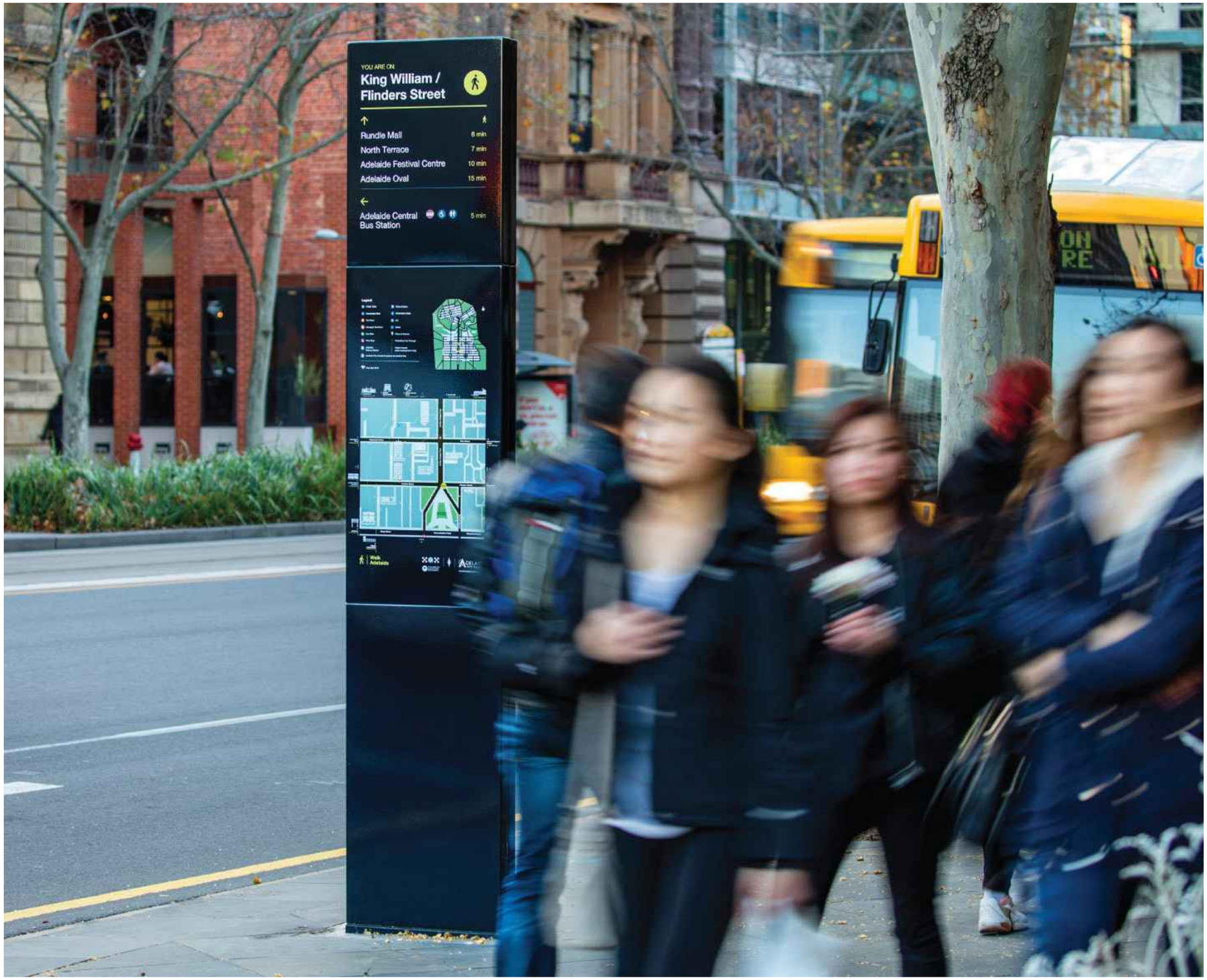
→ Increased walking and improved community well-being.

→ A better-connected community.

→ Increased interest in the areas heritage sparked by engaging stories told through signage and easily accessible online content.

→ Increased retail event profitability due to more foot traffic and longer stays.

Best Practice Precedents



Over recent decades a highly scalable model for best practice wayfinding has been widely accepted among cities, where the system has been developed for the benefit of pedestrians.

The adaptable system is based on a hierarchical signage suite, containing head ups maps orientation in which the compass direction (north, south, east or west) is rotated to correspond with the direction the user is facing and directional pointers.

Bristol City Councils, 'Building Legible Cities' were the pioneers in this approach to pedestrian wayfinding. They recognised the importance of making public spaces walkable and appealing - whether for leisure or a way to get from A to B, and used these as 'indicators' of good quality public spaces.

Since the successful implementation of Bristol's wayfinding system, it has been widely adopted around the world, most famously by 'Legible London' and 'WalkNYC'.

The same approach has also been applied here in Australia by Sydney, Adelaide and Launceston and its core-elements are used for wayfinding at University Campuses, Shopping Precincts etc.

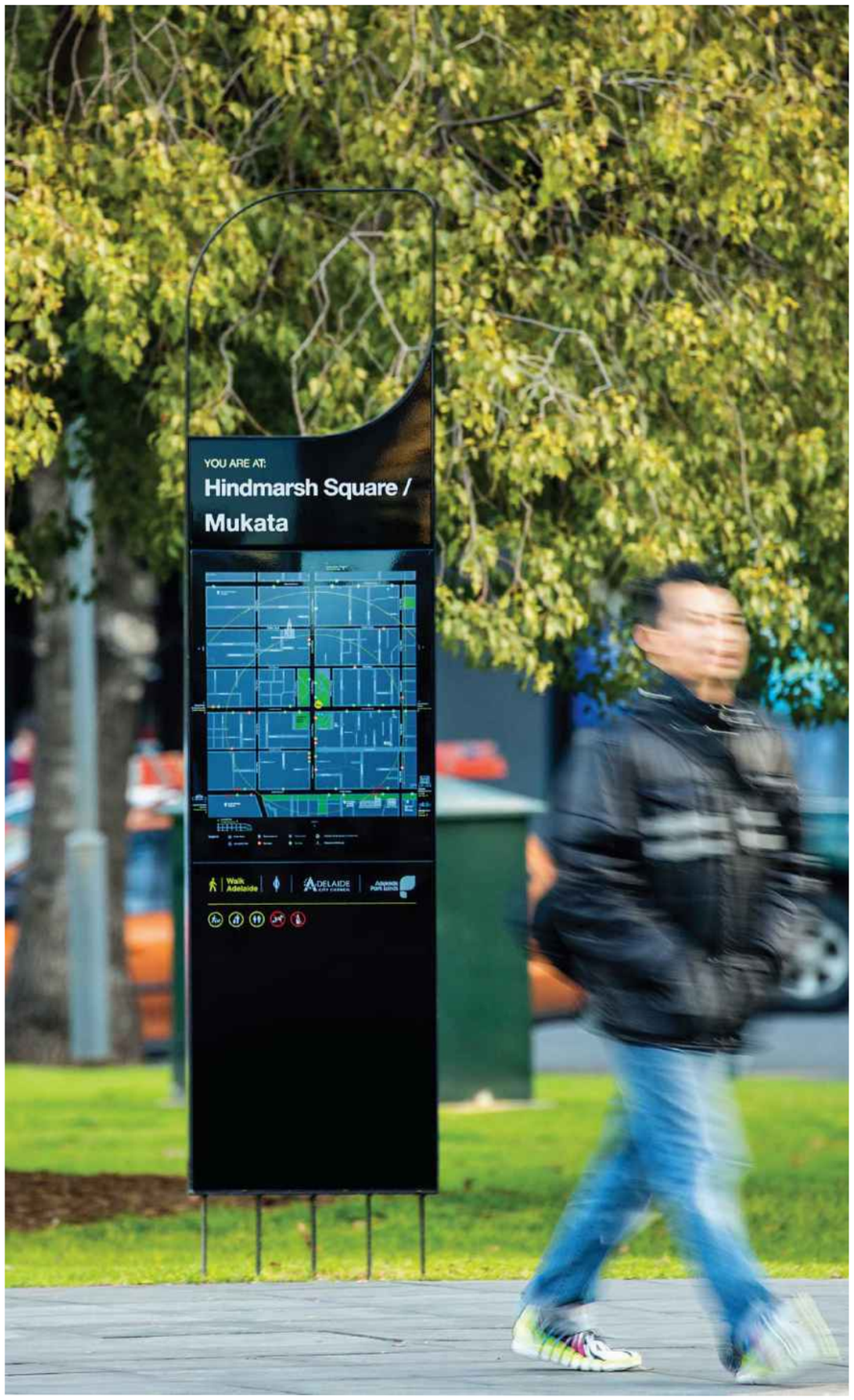
As this is a highly scalable system focusing on walkable distances, it is as relevant in small towns and precincts as it is for larger cities.

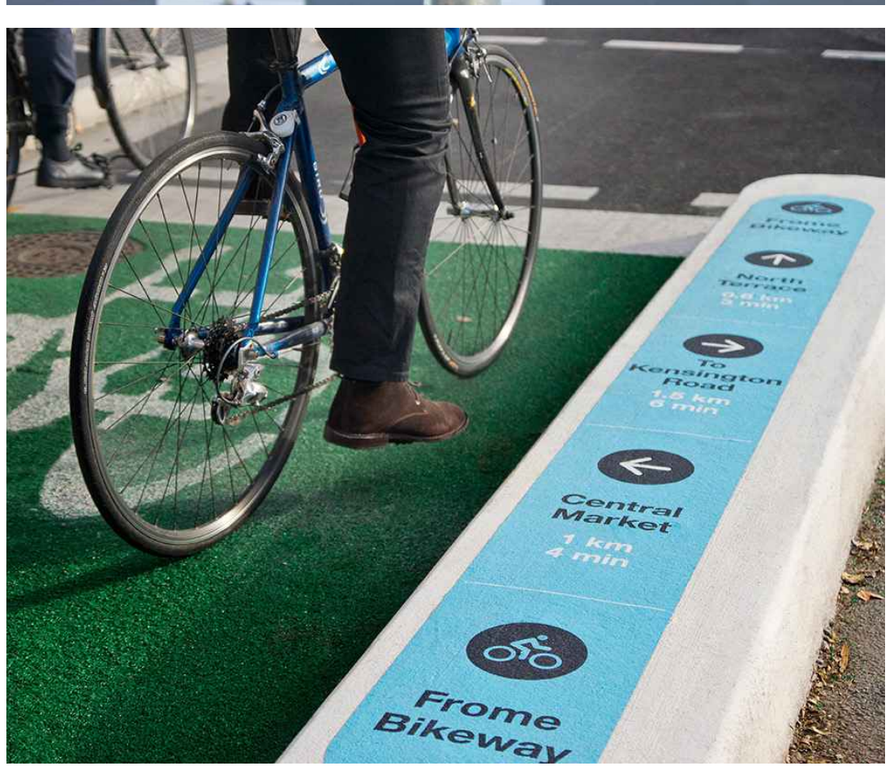
Legible London is the world's largest municipal wayfinding system and was developed to help both residents and visitors walk to their destination quickly and easily.

The signs offer a consistent visual language and wayfinding system across the city, allowing visitors and local residents to easily gain local geographic knowledge regardless of the area they are in.

The system also integrates with other transport modes so, for example, when people are leaving the Tube they can quickly identify the route to their onward destination.

Built Environment
Adelaide Wayfinding





Like London and NYC, Adelaide saw the need to strengthen their sustainable modes of transport like walking, cycling and public transport, to ease the increased traffic congestion and as a means to make the city a more attractive and accessible place to visit.

It is based on the same principles used by Legible London and Walk NYC, which provide a sense of place, a flexible and strong information system and can accommodate for the integration of future precincts and destinations.

Wayfinding Strategy 4

Windsor
Pilot Site

We have chosen Windsor as the preferred town for our pilot site due to its complexity.

The number of key destinations, connection points, heritage sites, integration of River Walk and TfNSW interpretive signage at Thomposn Square gives us the opportunity to test our proposed system in a more challenging environment when compared to both Windsor South and Richmond.

The idea is that if the Wayfinding Strategy and Heritage Trail will work for Windsor, it can easily be downscaled and implemented in all other town and villages across Hawkesbury.

Wayfinding Strategy

Best Practice

BE USER CENTRIC

Give clear information about direction and distance. Inform and focus on user needs rather than the interest of signage providers or stakeholders.

CUT THE CLUTTER

Make each sign work hard, with concise information in fewer but better positioned locations. Adapt Legible London's aim to have 'as few signs as possible, but as many as necessary'.

PROGRESSIVELY DISCLOSE INFORMATION

Provide the user with as much information needed at each decision point to reach the next step of their journey, but not so much detail that they become confused.

CREATE CONNECTIVITIY

Help people 'read' the area/town/precinct and move easily between destinations and use signage and landmarks to navigate.

BE CONSISTENT

Signage should carry consistent, predictable and reliable information.

Wayfinding Strategy

Implementation Strategy For Hawkesbury City Council

SIMPLIFIED HEADS UP MAPS

Provide walking times and distances to encourage exploration of areas beyond their current location.

PROGRESSIVE DISCLOSURE

Provide a hierarchy of information that gradually and logically sub divides areas into smaller and smaller parts.

COLOUR CODED INFORMATION

Colour coded information for differientiating wayfinding/ heritage, allowing users to easily and confidently distinguish between destinations.

PROVIDE CONSISTENT INFORMATION

Adopt coherent naming conventions, language, symbols and arrows.

ACCESSIBLE AND INCLUSIVE DESIGN

Deliver signage that allows everyone to use the system without the need for specialised or adapted features.

ONLY DIRECT TO DESTINATIONS AHEAD OR TO YOUR SIDE

Direct to destinations ahead or to your side - never to destinations behind you.

ARROWS TO FOLLOW CLOCKWISE DIRECTION

Arrows to follow clockwise direction - starting with heads up.

Coloured Information System
Wayfinding and Various Trails

WAYFINDING

HERITAGE/ART

RIVER

FOOD

CONVICT

Colours are indicative and are to be finalised in the design phase.

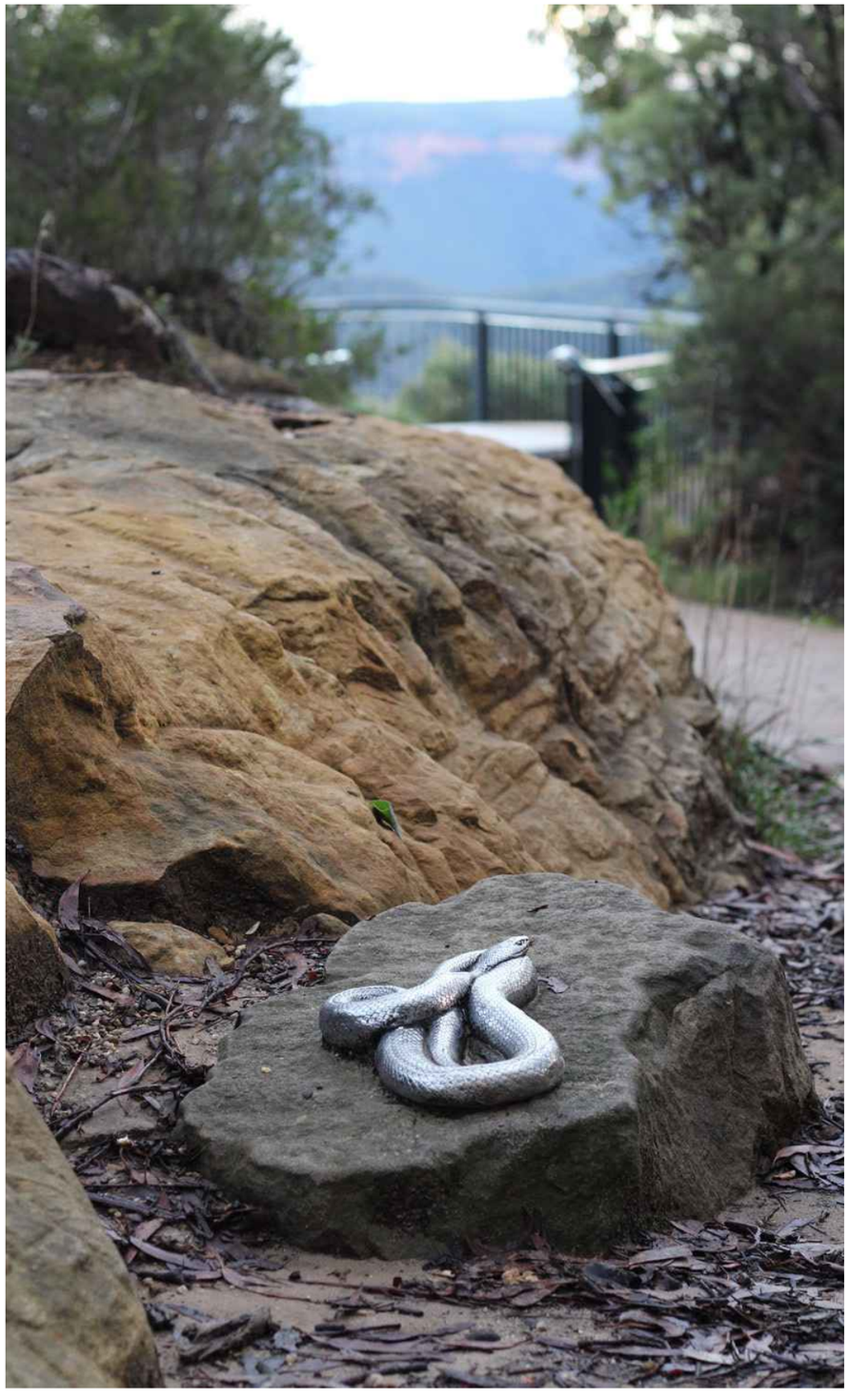
Heritage Interpretation 5

Heritage Interpretation

Hawkesbury LGA is rich in indigenous and European settlement heritage. During the development of the master plans, a recurring recommendation had been made for signage to include the creation of Heritage Trails through the town centres to highlight and provide information about the rich Indigenous and European history of the area.

This chapter will explore ways of connecting visitors to these stories, where Indigenous history can be linked to natural areas whilst European history can be pinpointed to existing landmarks in the built environment.

Heritage Interpretation
Walking Track Sculptures



Tim Johnman's stainless steel and bronze sculptures of native animals have been integrated along several high-profile walking tracks across NSW including the National Pass and Three Sisters Track in Blue Mountains, Cabbage Tree Bay Eco Sculpture walk in Manly and Bondi to Bronte Coastal Walk.

The sculptures create elements of tactile surprise within the environment and encourage further engagement with the native flora and fauna by visitors of all ages. When paired with braille they are great examples of inclusive design.

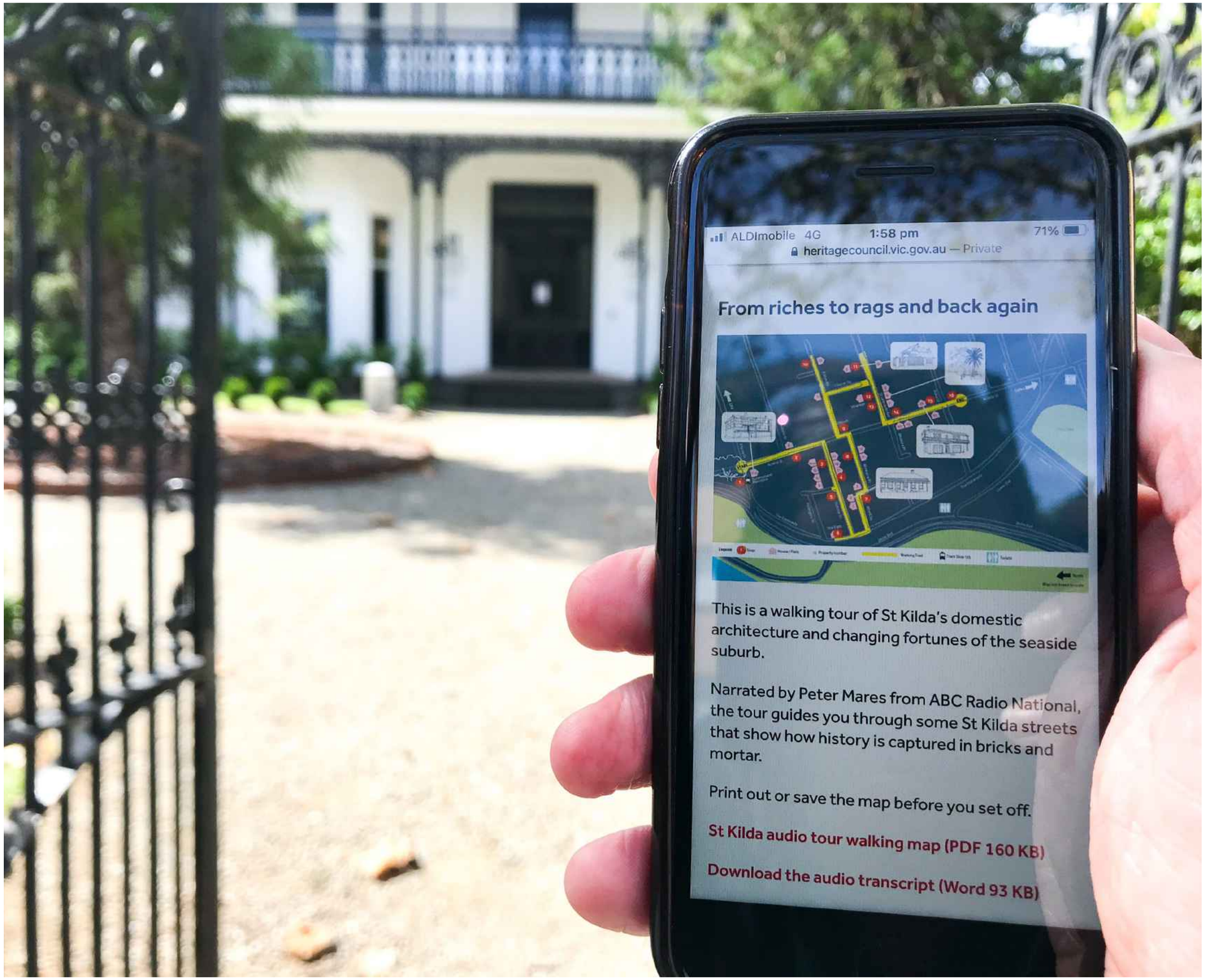
The National Pass Trail in the Blue Mountains won major heritage and conservation awards from the National Trust and UNESCO.

Heritage Interpretation
Typographic Inlays

Located at Marrickville Metro Shopping Centre in Sydney, these paving inlays tell the story of the history of Vicar's wool factory. They demonstrate an effective use of materials and typographic elements and how they work together to visually interprete a historical narrative.

The journey path also integrates seating elements and a 'hide & seek' game detailing native flora and fauna to be discovered at the site.

Heritage Interpretation
St Kilda Walking Route

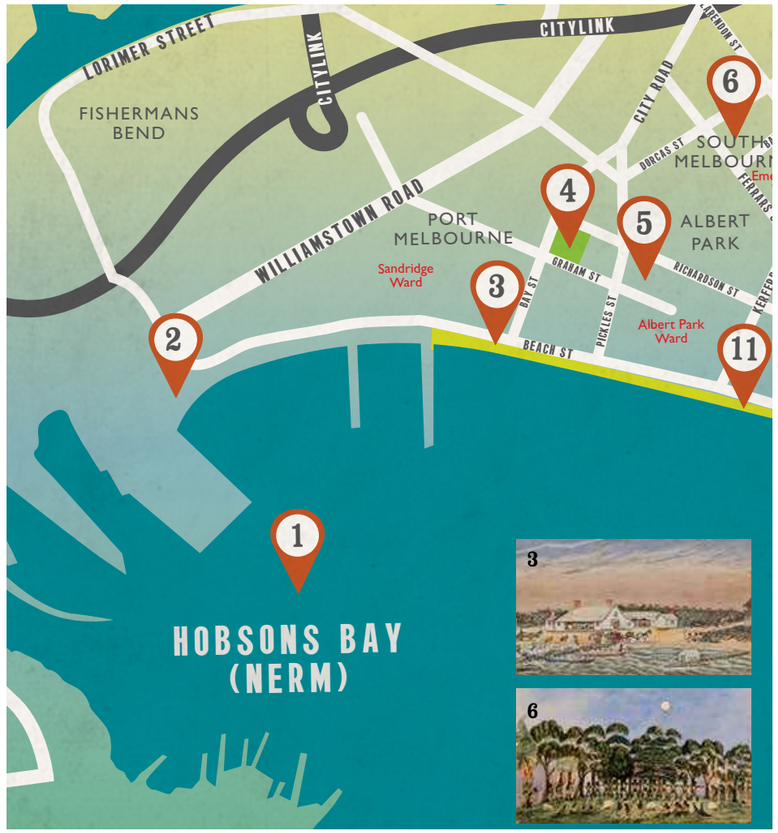


'From Riches to Rags and Back Again' is a self-guided walking tour of the suburb of St Kilda in Melbourne, it is concentrated along Acland Street that runs through the suburb but veers off to point of interest at a few locations.

The tour is available to download as a podcast and tells the story of a once opulent seaside town for Melbourne's elite dilapidating into one of the city's rougher parts known for its red-light district and rooming houses before emerging as a highly desirable inner suburb renowned for its entertainment and dining precincts and Melbourne's most accessible beach.

- → The podcast/sound files can be streamed/downloaded and is accompanied by City of Port Philip's Blue Heritage Plaques on each building.
- → The podcast/sound files are individual files, which give the user the opportunity to easily skip sites that are not of their interest or allows them to customise their sequence.
- → Only buildings that contribute to the theme of this walking Tour have been included, while there are other significant heritage buildings in close proximity.
- → The sound files give easy verbal direction to the next site, alleviating the users need to crosscheck directions with a physical/digital map.

Heritage Interpretation
Yalukut Willam Signs



The City of Port Phillip, Victoria, has unveiled a series of Aboriginal interpretative signs to recognise and celebrate the continuing culture of the local Boon Wurrung people as part of its Reconciliation Action Plan. The signage was launched in 2016 during Reconciliation Week.

Created with the Boon Wurrung Foundation, the 10 signs form a self-guided tour of Port Phillip and include information about significant Aboriginal landmarks and historical figures.

The signs stand at 1.6 metres tall and feature contributions from Boon Wurrung artist Jarra Steel. They have been installed at Point Ormond, Beaconsfield Parade, Peanut Farm Reserve, St Kilda foreshore, West Beach, South Melbourne Market, Fraser St, Lagoon Reserve and Port Melbourne foreshore.

- → As Indigenous history of the area is not tied to landmarks and buildings like the colonial history, signage has been placed in high traffic locations.
- → These signs are located in proximity to places of interest (e.g local fishing spots, campsites etc) or in highly visible places, along popular walking paths, explaining general indigenous customs and traditions of the Boon Warrung people.

Heritage Interpretation
Augmented Reality

1

Augmented reality (AR) refers to the simple combination of real and virtual (computer-generated) worlds. Given a real subject, captured on video or camera, the technology 'augments' that real-world image with extra layers of digital information.

London's 'Street Musuem' is a free AR app created by the Museum of London that allows you to browse historical photographs in various parts of the city.

AR can take form as a window to the past and add an additional layer to interpretive signage. For Hawkesbury City Council we recommend introducing AR for interpretive story telling and to activate historical connection points. It could be used to showcase the significance of the flood lines in Windsor and other historical events.

Interpretation Strategy 6

Interpretation Strategy

Objectives

Sources:

Wolf Peak, 2019, Thompson Square Heritage Interpretation Plan Stage 2 Windsor Bridge Replacement Project.

Australia ICOMOS, 2021, Australia ICOMOS Best Practice Guide & Thompson Square, https://australia.icomos.org/

FACILITATE

Facilitate understanding and appreciation of cultural heritage sites and foster public awareness and engagement in the need for their protection and conversation.

COMMUNICATE

Communicate the meaning of cultural heritage sites to a range of audiences through careful, documented recognition of significance, thorugh accepted scientific and scholarly methods as well as from living cultural traditions.

SAFEGUARD

Safegaurd the tangible and intangible values of cultural heritage sites in their natural and cultural settings and social contexts.

RESPECT

Respect the authenticity of cultural heritage sites, by communicating the significance of their historic fabric and cultural values and protecting them from the adverse impact of intrusive interpretative infrastructure, visitor pressure, inaccurate or inappropriate interpretation.

CONTRIBUTE

Contribute to the sustainable conservation of cultural heritage sites, through promoting public understanding of, and participation in, ongoing conservation efforts, ensuring long-term maintenance of the interpretive infrastructure and regular review of its interpretive contents.

ENCOURAGE

Encourage inclusiveness in the interpretation of cultural heritage sites, by facilitating the involvement of stakeholders and associated communitites in the development and implementation of interpretive programs.

DEVELOP

Develop technical and professional guidelines for heritage interpretation and presentation, including technologies, research and training. Such guidelines must be appropriate and sustainable in their social contexts.

Heritage Trail
Current Conditions

DISCOVER THE
Hawkesbury
www.discoverthehawkesbury.com.au

Heritage Highlights

By 1794 the first 22 European settlers had arrived on the banks of the Hawkesbury River and South Creek. The following years many more families came, and the settlement of Windsor, then called Green Hills, was established.

On 6 December 1810, the town of Windsor was one of five selected by Governor Lachlan Macquarie to provide safe residences and storage of produce for farmers who had already settled on flood prone land on the banks of the Hawkesbury-Nepean River. It was named nostalgically for the township it resembled in England.

Drawn up by surveyors on Macquarie's personal instructions during January 1811, his plan for Windsor town was a grand, united township with no less than nine cross streets and three to five long parallel streets. Centred around St Matthews Anglican Church and McQuade Park, it encompassed today's suburbs of Windsor and South Windsor (now divided by the railway line).

Although the plan was for a town of surprisingly modern dimensions, the charm of the old Green Hills township was retained, Today the original settlement may still be seen in the stately public buildings, the river and Thompson Square on the northernmost end of the ridge.

This brochure includes many privately owned buildings which aren't open to the public and may be viewed from the street only.

Windsor **Heritage Highlights**

1 St Matthews Anglican Church, Cemetery and Rectory
1 Moses Street
St Matthews is the masterpiece of the convict architect Francis Greenway and is one of the most beautiful buildings in Australia. The site, looking towards the Hawkesbury River and the Blue Mountains, was specifically selected by Governor Macquarie. The corner stone was laid in October 1817 and the building consecrated in December 1822, with cleric Samuel Marsden conducting the opening service.

Predating the church is the burial ground surrounding the church which includes the graves of notable Hawkesbury citizens including Andrew Thompson, Dr Thomas Arndell, Captain John Brabyn, William Cox and John Tebbutt.

The Rectory is the oldest rectory in Australia, Georgian in style, and built by William Cox to the plan of an unknown architect. The building is of exceptional design with elegant front entrance door and fanlight. Also note the two storey brick stable at the rear of the building.

St Matthews Anglican Church, Windsor by M.Nichols

2 McQuade Park
Moses Street
Planned by Macquarie in 1810 as "the great square" that was to stand in front of St Matthews Anglican church, the park became known as 'Windsor Park'. It was controversially renamed after J.M. McQuade, Mayor of Windsor in 1872 & 1874, on the strength of his own casting vote.

In the park opposite St Matthews Anglican Church you will find the statue of Governor Macquarie which was unveiled in 1994 during the celebrations of the bicentenary of the establishment of European settlement in the Hawkesbury. The band rotunda in the park was built by the Onus Brothers in 1915 and was lit by electric light, a new innovation at the time.

McQuade Park, Windsor

3 St Matthews Catholic Church
12 Tebbutt Street
The foundation stone was blessed by Archbishop Bede Polding in 1836 and opened in 1840. The building was completed with the assistance of a bequest from James Doyle together with public subscriptions.

The Windsor Catholic Cemetery (corner of George Street and Hawkesbury Valley Way) is one of the earliest Catholic burial grounds in Australia, established by the early 1830s. Several fine examples of the stone carver's craft may be found here amongst the graves of notable citizens such as James Doyle who donated the land for the church, members of the McQuade family, and Eliza Wilson, the only fatality from the Great Fire in 1874.

Windsor Catholic Cemetery, Windsor 1994
by Stan Stevens, Hawkesbury Library Service (HLS)

4 Former Hawkesbury Hospital and Convict Barracks
Corner of George and Christie Streets
Examine the four interpretive panels located at the rear of the building which provide interesting insight into the history of this site which includes a former mortuary. The original building was erected in 1820 as a male convict barracks, then extended and converted into a hospital for convict work gangs. Following the end of transportation to NSW in 1841, the building lay abandoned until reopening in 1846 as a hospital and asylum for the poor and destitute.

The original building was in need of upgrading to the standards of health care of the day and was refurbished, reopening in 1911. Designed in the Federation Arts and Crafts style by George Matcham Pitt, the building works completely altered the appearance of the building. The hospital, with many additions and alterations, continued to serve the Hawkesbury district until 1996.

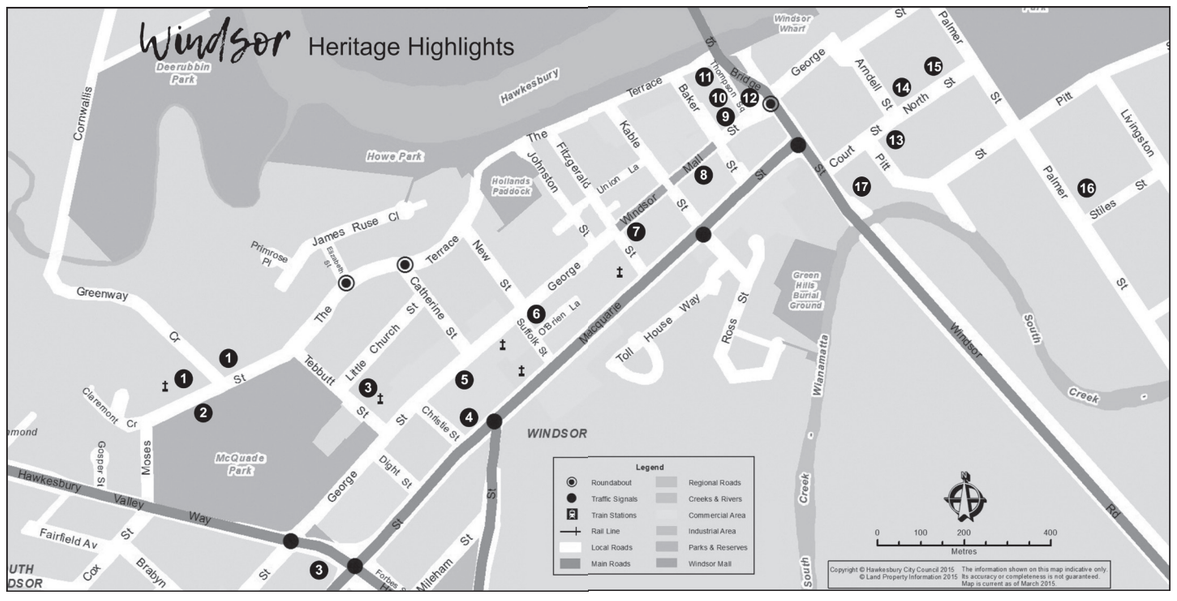
Hawkesbury Hospital, Windsor 1879
State Library of NSW

5 Mrs Cope's Cottage
312 George Street
Maria Cope was a Windsor property owner and businesswoman who, in 1840, subdivided a block of land between George Street and The Terrace, resulting in the formation of New Street. This house was built around that time.

Mrs Cope's Cottage, Windsor 1979 by Margaret Chadwick (HLS)

6 Former Royal Picture Theatre
266 George Street
Opened in 1926 with the Cecil B. De Mille's production The Ten Commandments, the theatre was owned by Messrs Terry and Dixon. Contemporary advertising noted the marble stairways which led to the dress circle and the brown morocco leather chairs in the gallery. The floor was made of tallow wood which was ideal for dancing and the building was lit by electric light.

Royal Picture Theatre, Windsor 1979 by Margaret Chadwick (HLS)



Hawkesbury City Council have done significant background work on its Heritage Trail; it is however difficult for locals and visitors to obtain this information.

As the Heritage Trail is currently promoted it will only attract people who have a specific interest in the topic and who know what they are looking for.

A visitor can either pick up a rather non-descript brochure from the Tourist information, displayed between hundreds of other pamphlets and catalogues.

The other option would be to plan ahead, visit Discover the Hawkesbury website (which you need to find) print out the pamphlets and bring them with you.

Heritage Trail
Digital Opportunities

The integration of technology can be used to link visitors to addional information, while enhancing user engagement.

A hybrid of physical signage or markers and digital content would allow locals and visitors to incidentally discover and connect with the history of the area.

Signage or markers will identify places of interest and give an introduction into its historical importance, while online content accessible through a QR code can creates an immersive and heighten experience.

The digital content could include geolocated sound clips, interactive maps or AR, which would appeal to a larger audience including families with kids.

Recommendations for Indigenous Naming Conventions

As many points of interest and most street names will not have a traditional Indigenous names, incorporating Indigenous names into wayfinding may come across as inconsistent.

Identification Signage

We see an opportunity to use Indigenous naming on identificaion signage, (e.g. Hawkesbury River, Windsor Beach, Pughs Lagoon) as these sign types will also give an opportunity to explain the meaning behind the name.

Entry Signage

Entry signs are to include recoginition of Dharug country.

Interpretive Signage

Interpretive signage can also be used to highlight the many words adopted into English from the Dharug people. Examples include: Dingo, Koala, Wallaby and Wombat

(Source: Wikipedia)

User Journey Analysis 7

Information Hierarchy

Site Identification

WINDSOR

Key Destinations

DEERUBIN CENTRE / HAWKESBURY REGIONAL GALLERY & LIBRARY

GEORGE STREET PEDESTRIAN MALL

HAWKESBURY CITY COUNCIL

HAWKESBURY REGIONAL MUSEUM

HAWKESBURY RIVER

HOSPITAL

MCQUADE PARK AND MEMORIAL PARK

THOMPSON SQUARE

WINDSOR PUBLIC SCHOOL

WINDSOR STATION

Facilities

Toilets

BBQs

River

Car Park

Picnic Areas

Library

Museum

Beach

Hospital

Visitor Information

Heritage Trail

COURTHOUSE

FORMER HOSPITAL & CONVICT BARRACKS

FORMER PENINSULA INN

FORMER POST OFFICE

FORMER ROYAL PICTURE THEATRE

HOWE HOUSE

JOHN TEBUTT OBSERVATORIES

LODER HOUSE

MACQUARIE ARMS HOTEL

MCQUADE & MEMORIAL PARK

MRS COPE'S COTTAGE

NORTH STREET COTTAGES

ST MATTHEW'S ANGLICAN AND CATHOLIC CHURCH

THE DOCTORS HOUSE

THOMPSON SQUARE

TOLL HOUSE

Key Connections

GEORGE STREET

HAWKESBURY RIVER

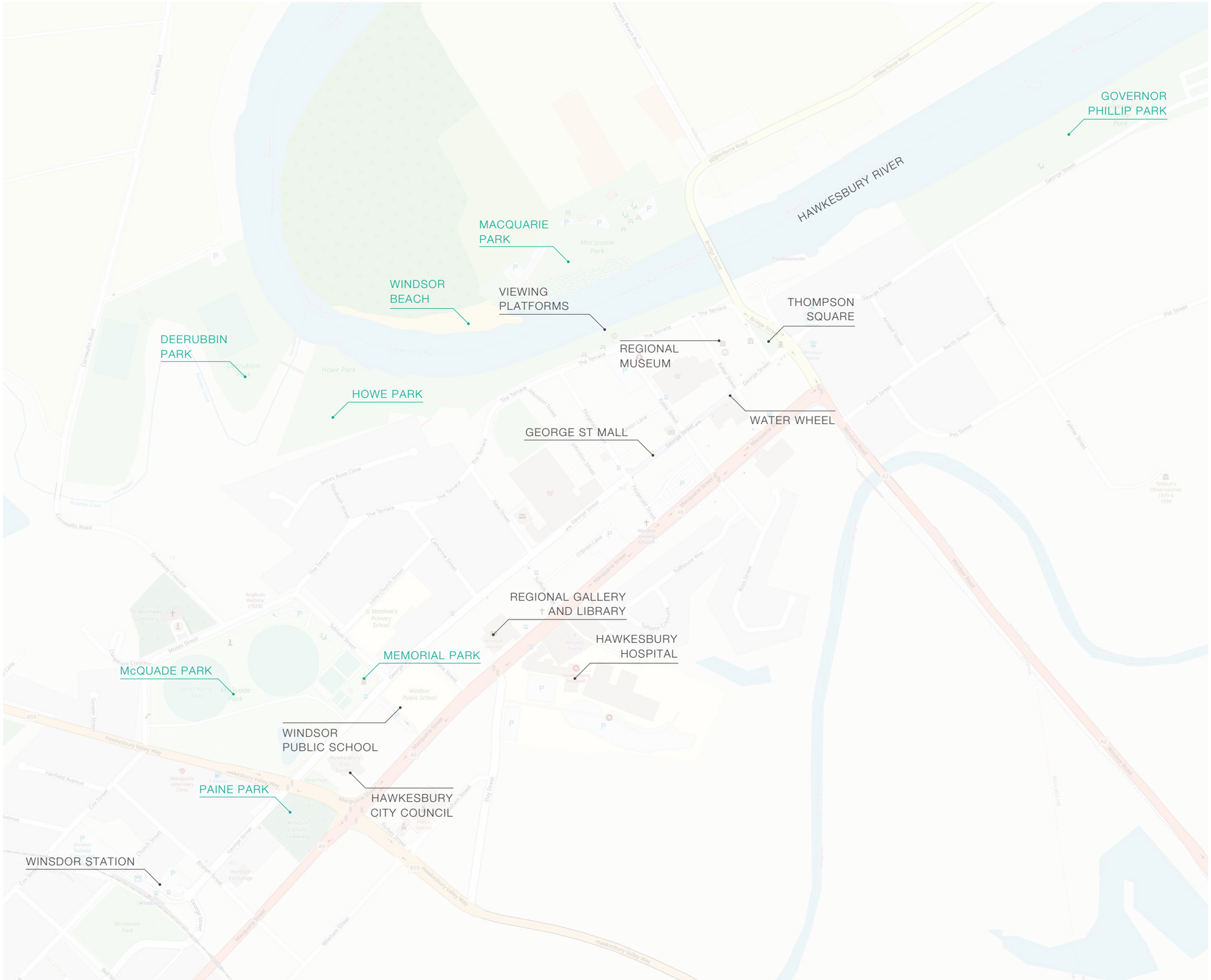
WINDSOR STATION

User Journey Analysis

Key Destinations

Natural Areas

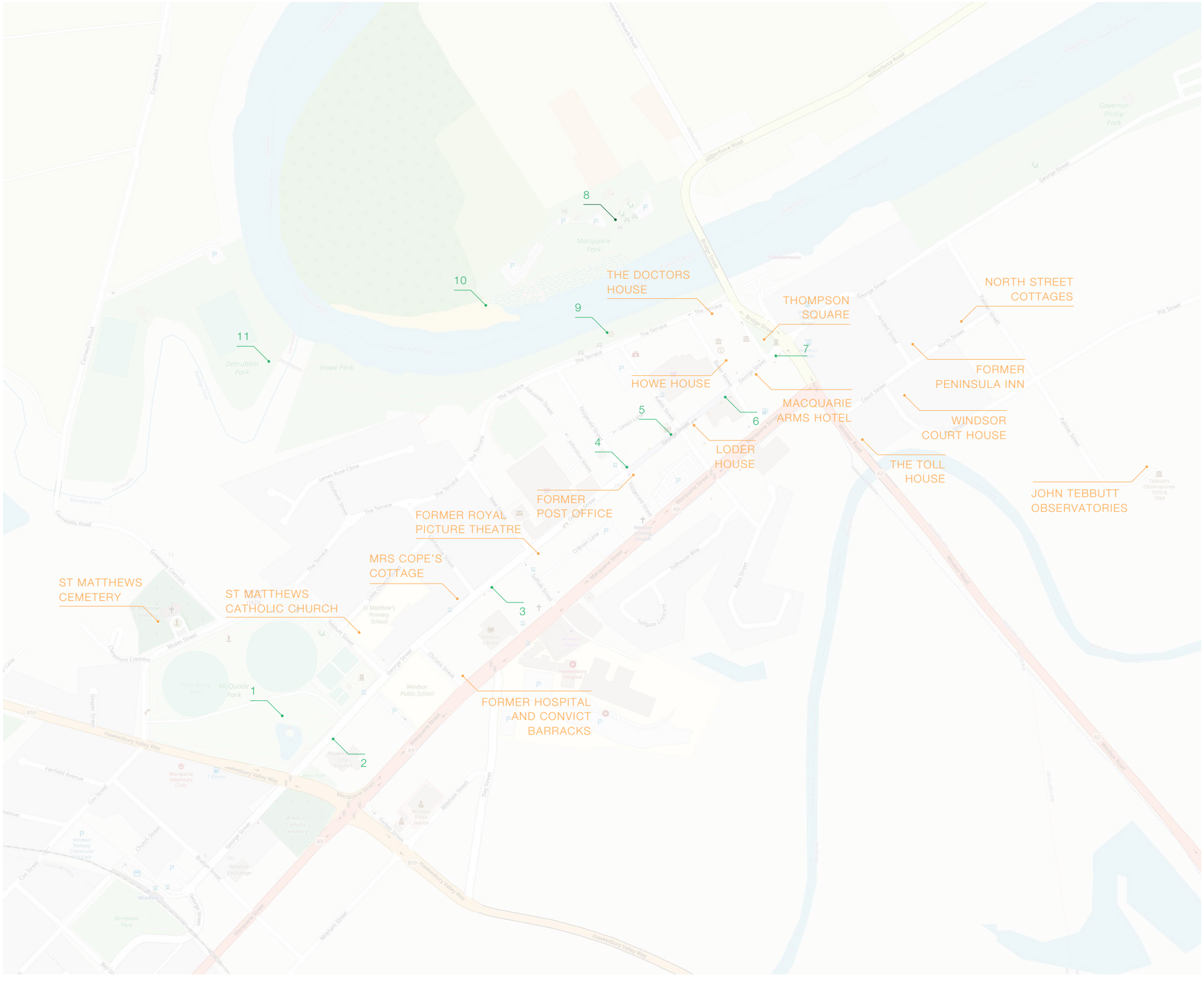
Key Destinations



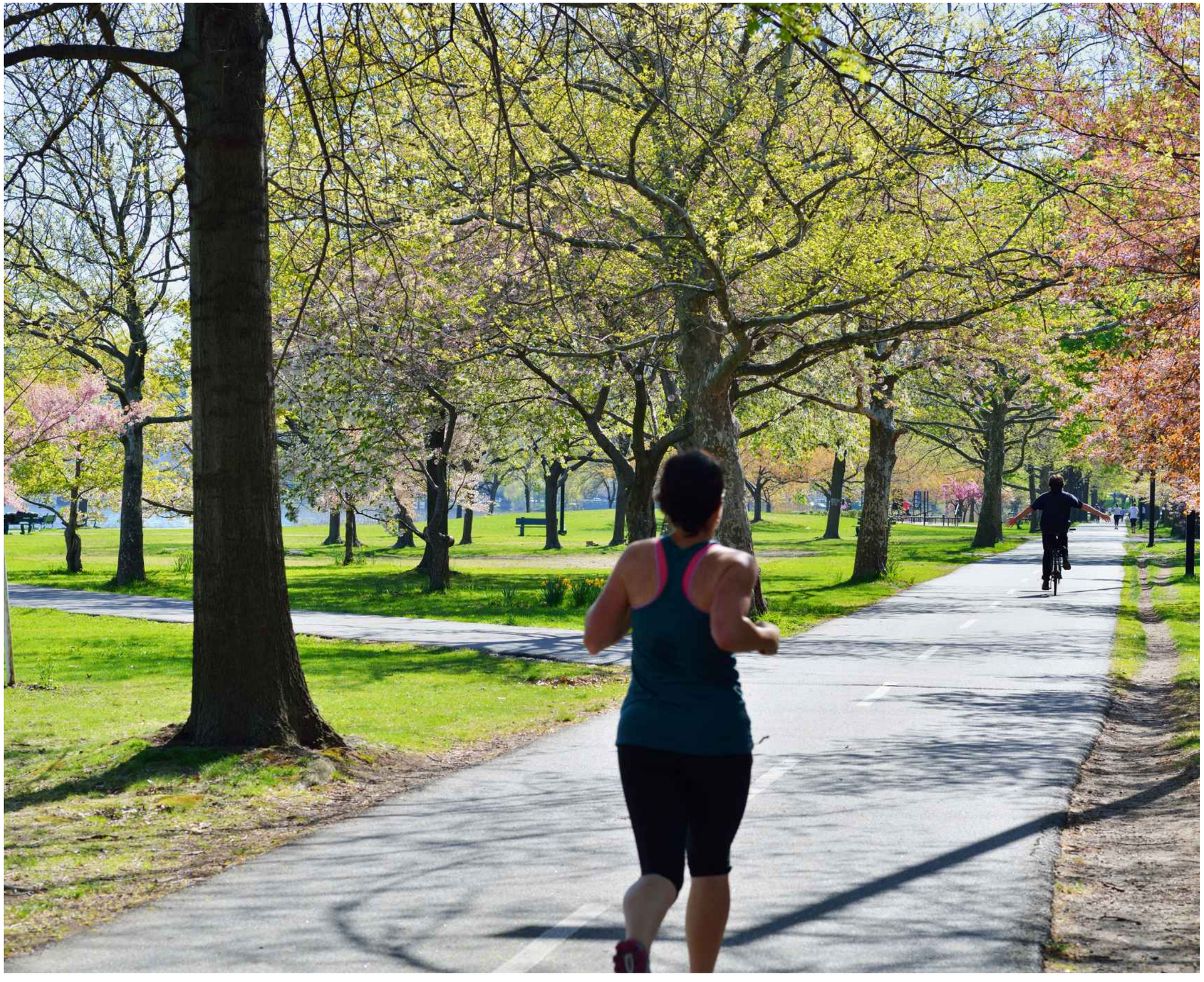
Heritage Trail
European and Indigenous

European Trail

Indigenous Trail TBC



User Journey Analysis



The following plans set out indicative locations for Windsor Wayfinding and Heritage signage. Exact location TBC based on final landscaping design.

Although the signage will be designed as a kit of parts suitable for implementation across the Hawkesbury CIty Council it is intended that each town/village will need to go through a strategy review with specific allocation plans to ensure a cohesive Strategy is implemented across the the LGA.

The individual strategy needs to incorporate

→ Vehicular Journey

→ Pedestrian / Cyclist Journey

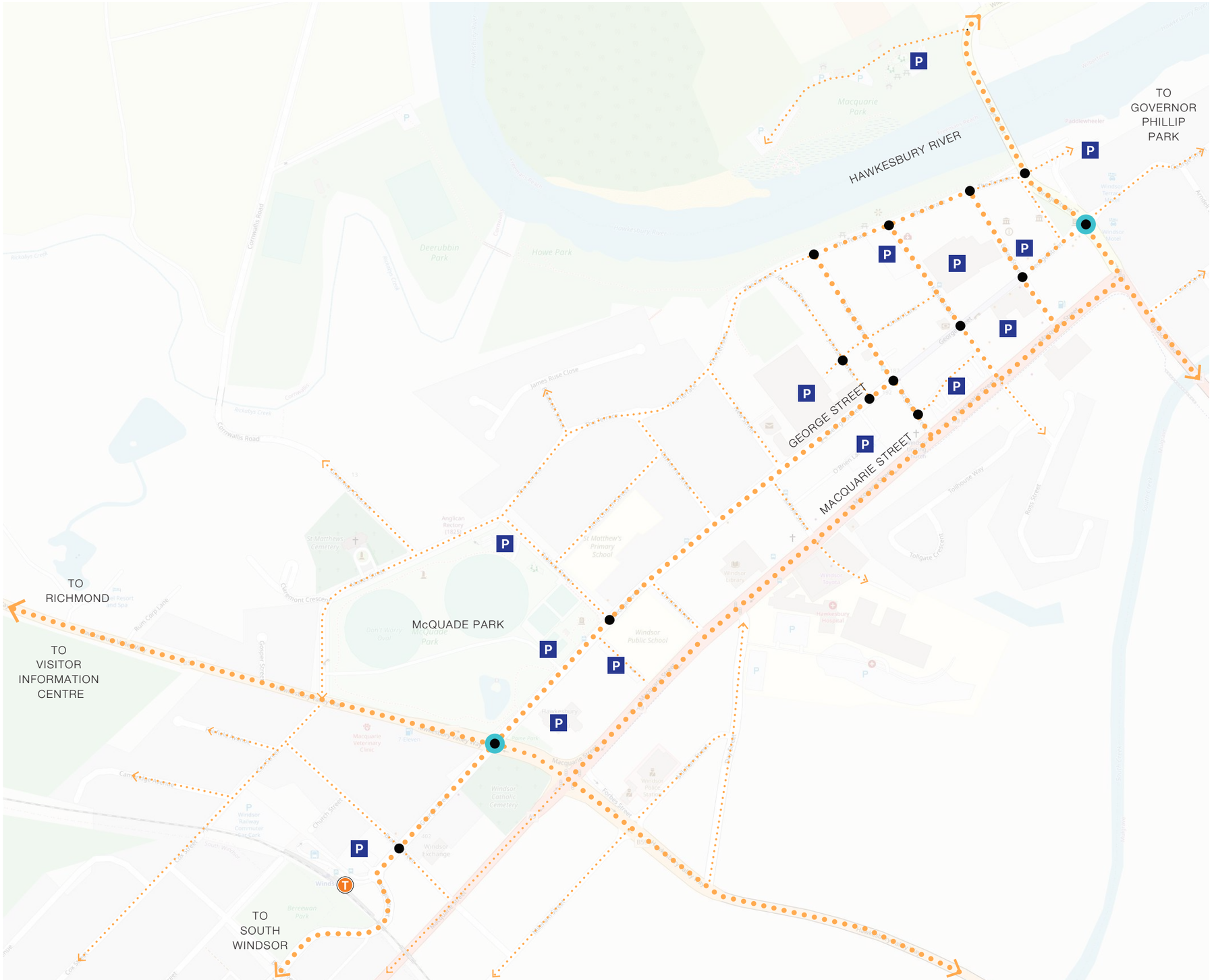
→ Signage Allocation Plan

→ Travel Times

→ Heritage Trail / Destination

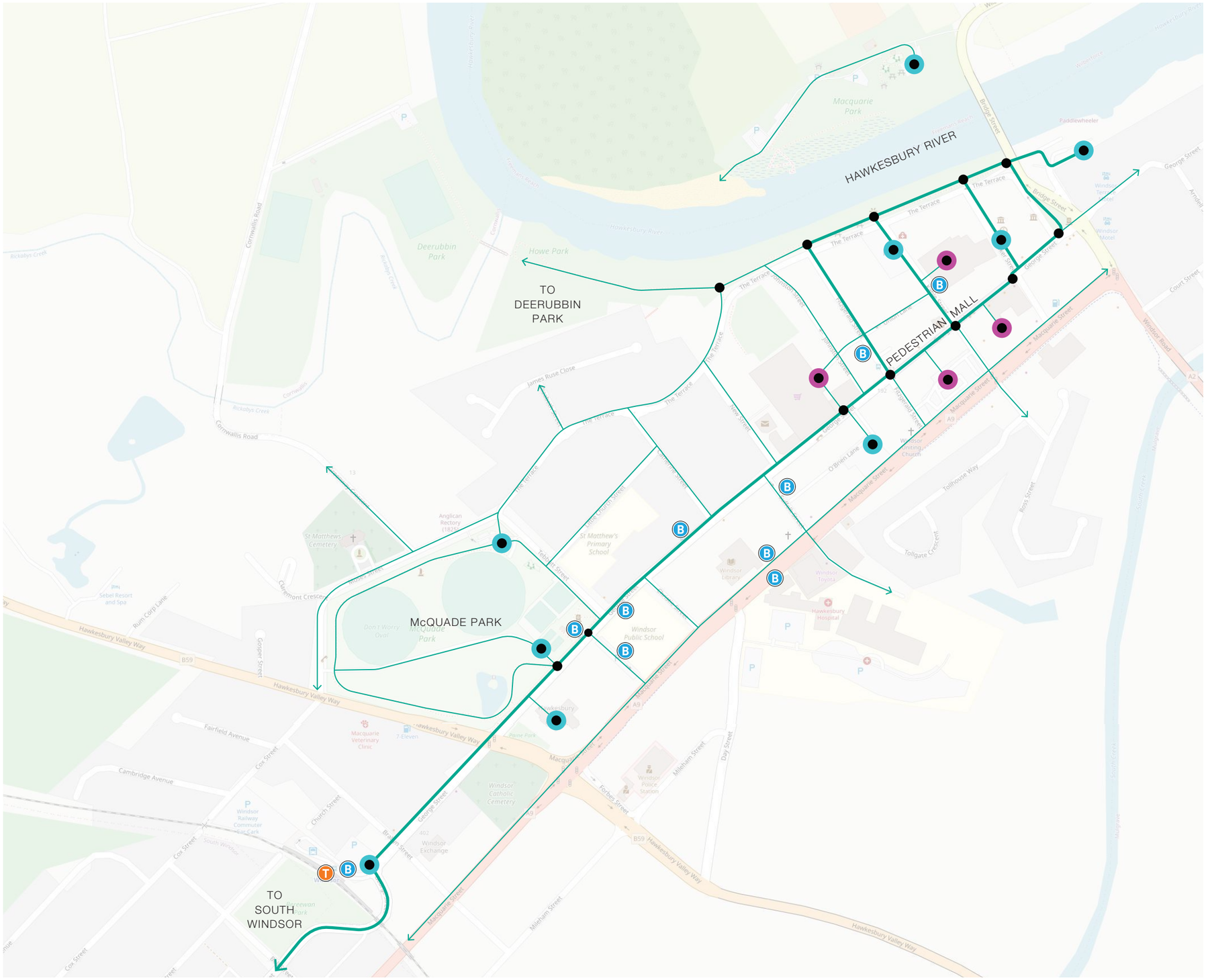
User Journey Analysis

Vehicular



User Journey Analysis

Pedestrian



User Journey Analysis

Walking Times

Primary Entry
Secondary Entry
Decision Point
Car Park

Train
Bus
Vehicular Path
Pedestrian Path

Windsor
User Groups

The wayfinding strategy for Hawkesbury City Council has been developed to encompass the best practice principles as outlined in section 4. The strategy has been reviewed and verified onsite and through desktop research, taking stakeholder engagement to ensure alignment with context, intent and project objectives.

Our methodology considers the objectives of identified major user groups and uncovers the key journey paths and decision nodes for placement of information.

Key user groups

→ Vehicular

→ Pedestrian

Common user groups

→ Resident

→ Visitor

Retired Hawkesbury Local

→ Lives in Pitt Town.

→ Regularly visits Windsor for public services.

→ Enjoys the variety of shops along George Street.

→ Windsor is her meeting point when catching up with friends for lunch and walks.

→ Appreciates both the quiet parks and the business of George St Mall on the weekend where she runs into old friends.

Family From Western Sydney

→ Lives in Parramatta, works in the CBD.

→ Likes to explore the outer regions on weekends.

→ Plans ahead.

→ Likes destinations that are suitable for daytrips, alleviating the need for accommodation and long drives with kids.

→ Prefer destinations where their kids feel entertained too, not looking for long strenuous hikes.

→ Destinations that can offer a bit of nature, a bit of culture and convenient spaces to have lunch or bring a picnic is high on their list.

Young Couple

→ Lives in inner Sydney, works and studies in the CBD.

→ Enjoy hikes and nature experiences in the Blue Mountains and other national parks on the weekends.

→ Enjoys good coffee and short travelled organic food.

→ Have never conspired stopping at the tourist information.

→ Find all their information about things worth seeing via social media.

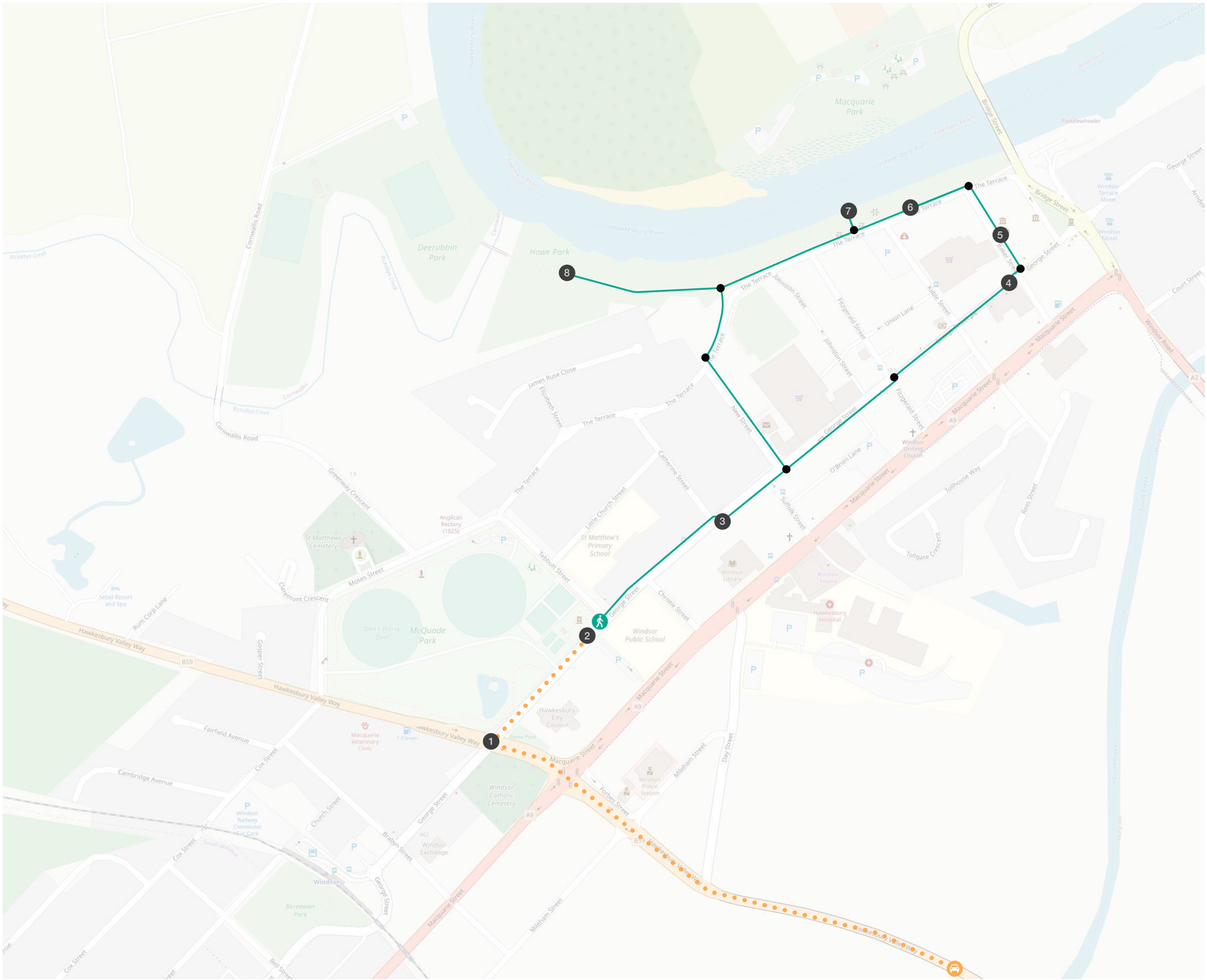
→ Is not considering Windsor as a destination but a pit stop for supplies/lunch.

Scenario One

Hawkesbury Local
Visit the Library and the Park

Primary Entry
Secondary Entry
Decision Point
Car Park

Train
Bus
Vehicular Path
Pedestrian Path

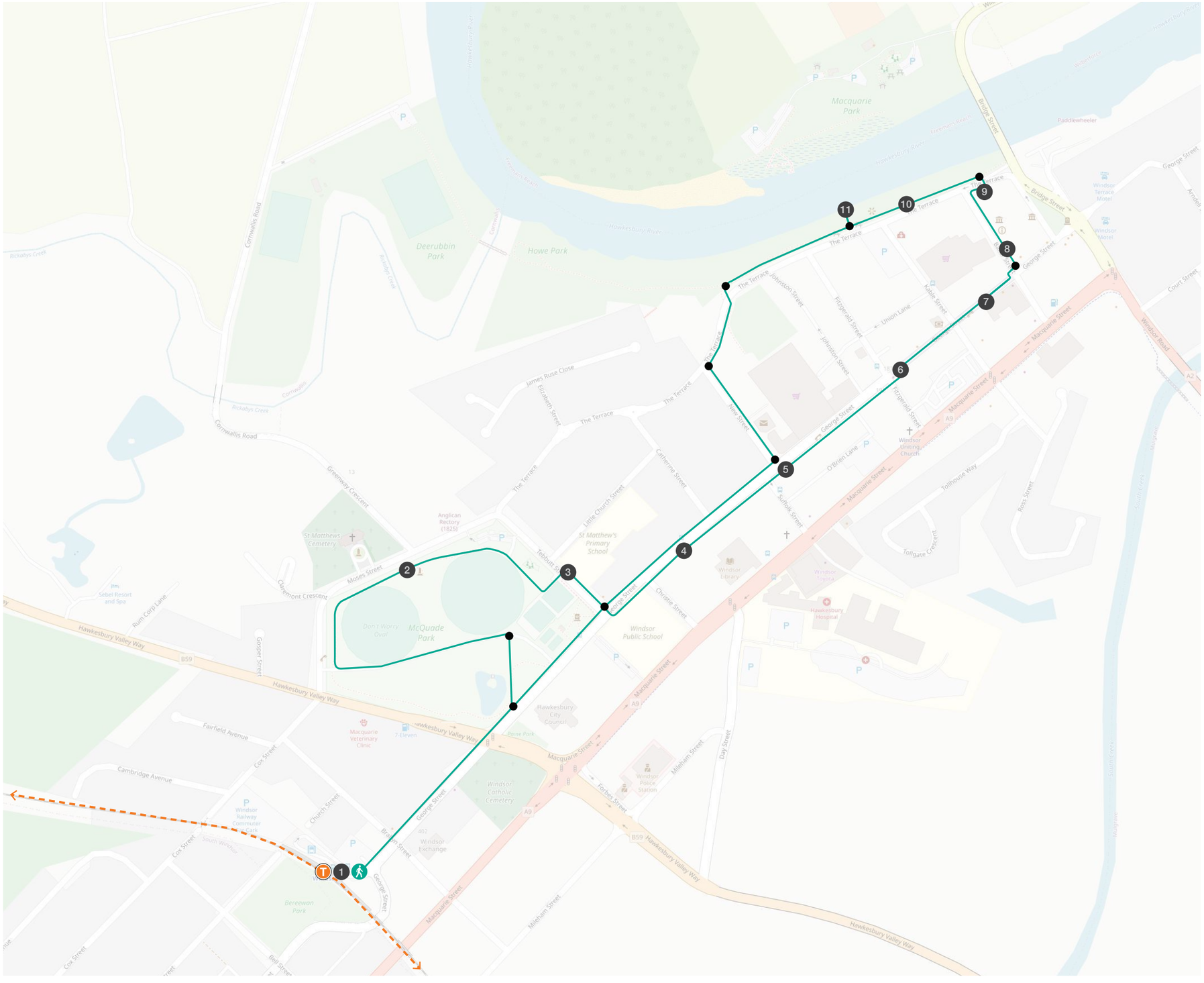


JOURNEY	SIGNTYPE REQUIRED
1 ARRIVAL AT WINDSOR BY CAR	IDENTIFICATION
2 CAR PARK	IDENTIFICATION DIRECTIONAL REGULATORY
3 LIBRARY	IDENTIFICATION DIRECTIONAL
4 GEORGE ST MALL	IDENTIFICATION DIRECTIONAL
5 REGIONAL MUSEUM	IDENTIFICATION
6 HAWKESBURY RIVER	DIRECTIONAL
7 VIEWING PLATFORM	INTERPRETATION
8 HOWE PARK	IDENTIFICATION
2 DEPARTURE	

Scenario Two

Day Tripper From Sydney
Family Day Out To Discover the Heritage Trail

Primary Entry
Secondary Entry
Decision Point
Car Park
Train
Bus
Vehicular Path
Pedestrian Path

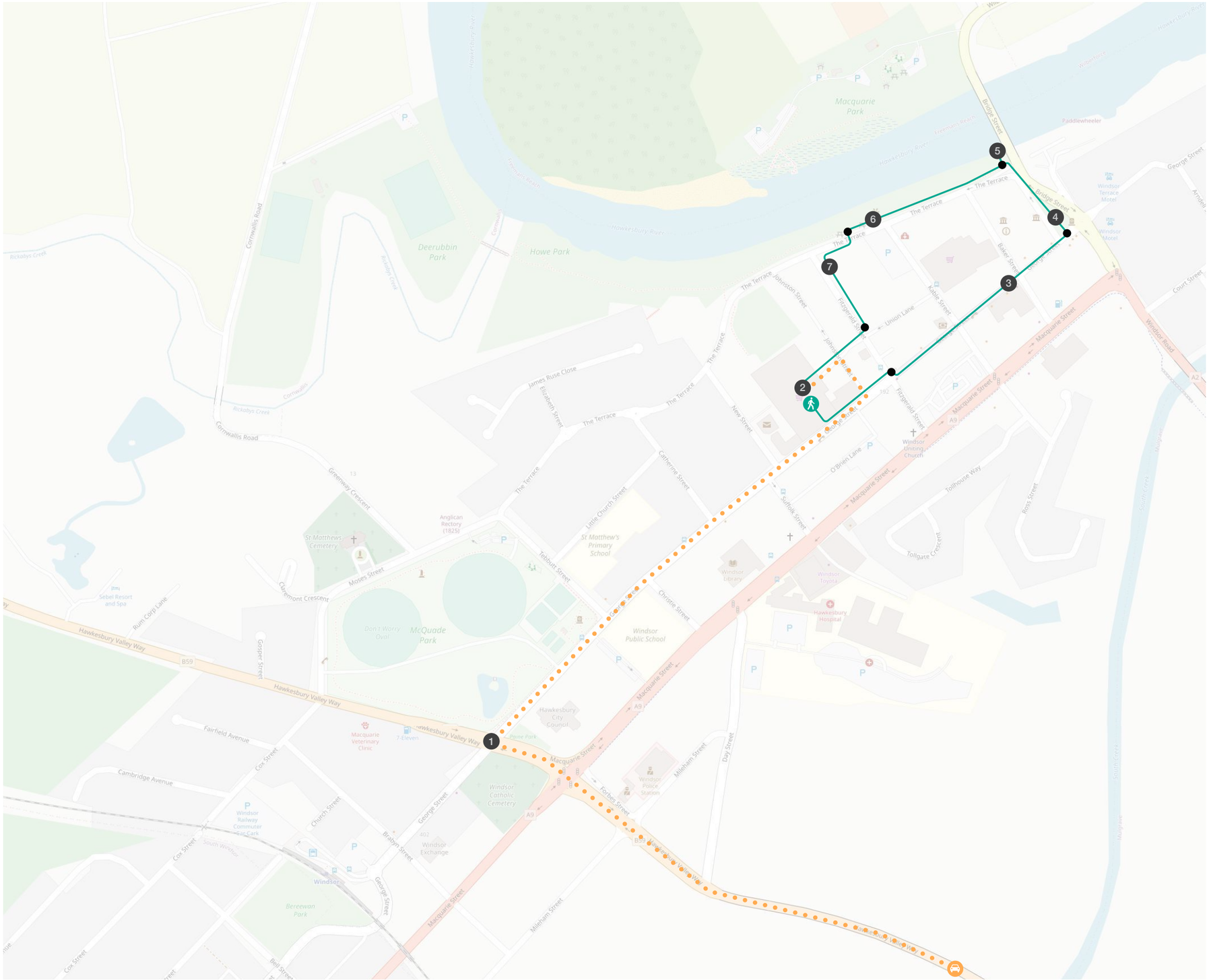


JOURNEY	SIGNTYPE REQUIRED
1 ARRIVAL AT WINDSOR BY TRAIN	DIRECTIONAL
2 MCQUADE PARK AND MEMORIAL PARK	IDENTIFICATION INTERPRETATION
3 ST MATTHEWS CATHOLIC CHURCH	INTERPRETATION
4 MRS COPE'S COTTAGE	INTERPRETATION
5 FORMER ROYAL PICTURE THEATRE	INTERPRETATION
6 FORMER POST OFFICE	INTERPRETATION
7 LODER HOUSE	INTERPRETATION
8 MACQUARIE ARMS HOTEL	INTERPRETATION
9 THE DOCTORS HOUSE	INTERPRETATION
10 HAWKESBURY RIVER	DIRECTIONAL
11 VIEWING PLATFORM	INTERPRETATION
1 DEPARTURE	

Scenario Three

Young Couple Heading to the Blue Mountains for the Weekend
Pit Stop to Buy Supplies

Primary Entry
Secondary Entry
Decision Point
Car Park
Train
Bus
Vehicular Path
Pedestrian Path



JOURNEY	SIGNTYPE REQUIRED
1 ARRIVAL AT WINDSOR BY CAR	IDENTIFICATION
2 CAR PARK	IDENTIFICATION DIRECTIONAL REGULATORY
3 GEORGE ST MALL	IDENTIFICATION DIRECTIONAL
4 THOMPSON SQUARE	IDENTIFICATION INTERPRETATION
5 VIEWING PLATFORM	INTERPRETATION
6 HAWKESBURY RIVER	DIRECTIONAL
7 PUBLIC TOILETS	
2 DEPARTURE	

Schematic Signage Suite 8

Schematic Signage Suite

Wayfinding
Sign Types

Based on our best practice research and analysis of Windsor as a pilot site, an indicative summary of sign types required for wayfinding will be created. The sign types are grouped into the following categories:

→ **ID** - Identification Signs

→ **DR** - Directional Signs

→ **RG** - Regulatory Signs

Sign types and graphics will be developed in detail in later project stages, including construction details and graphic layouts.

ID - IDENTIFICATION SIGNS

Identification signs establish the identity of a place. ‘McQuade Park’ and ‘Thompson Square’ are examples of identification sign messages.

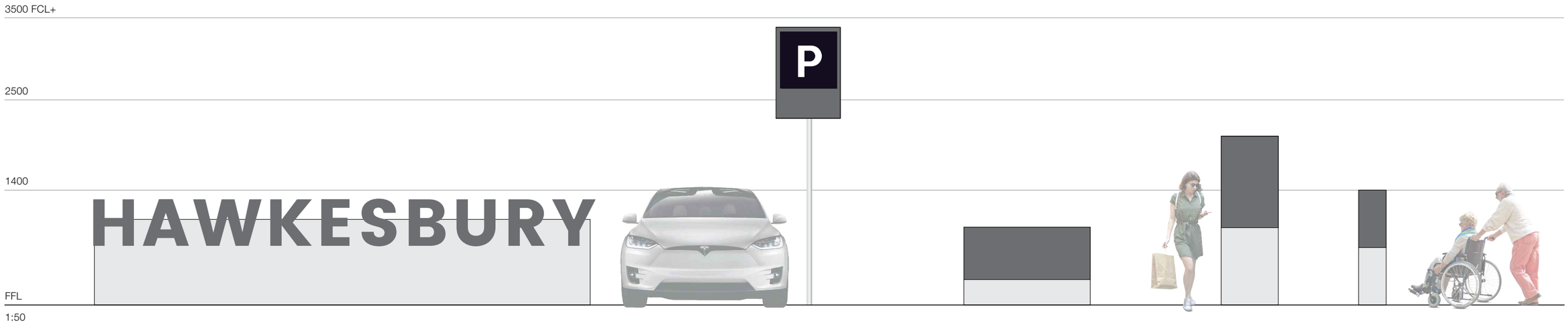
DR - DIRECTIONAL SIGNS

Directional signs say what will be found in the direction indicated. A short piece of text supplied with an arrow is the standard content of directional signs.

RG - REGULATORY SIGNS

Regulatory signs regulate the use of an area with a view to safety, security and utility.

Note: Signage suite is indicative (size, shape and form) for placeholder purpose only



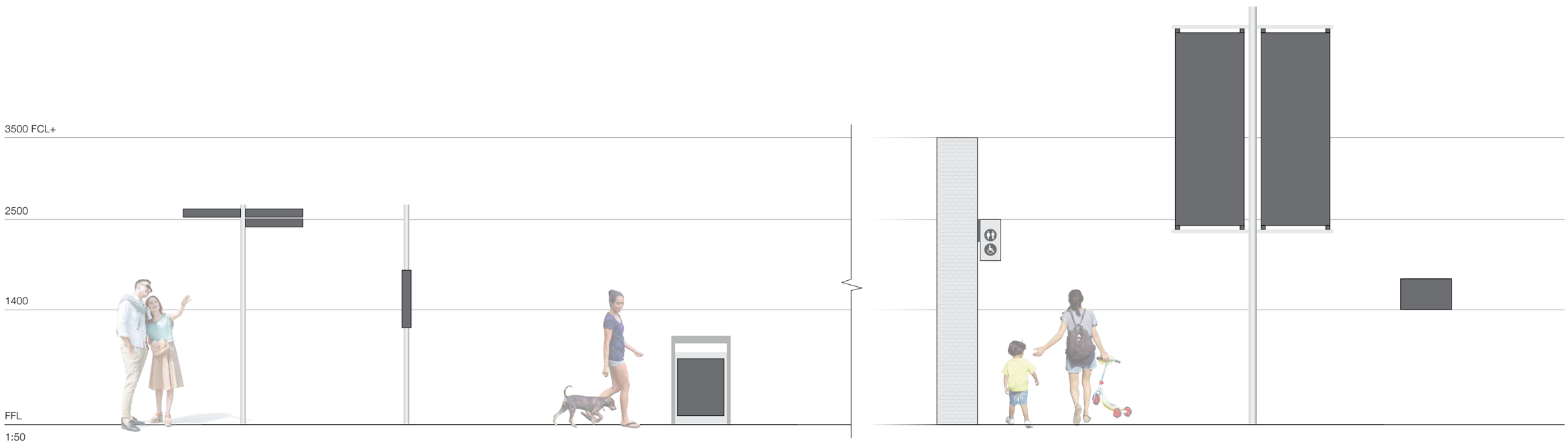
ID1 Site Identification
Identification

ID2 Car Park Identification with Naming System
Identification

ID3 Parks Identification
Identification

DR1 Large Totem with Map
Directional

DR2 Small Totem
Directional



DR3 Blade Sign
Directional

DR4 Pole Wrap Sign
Directional

DR5 Street Furniture
Directional

ID4 Amenity Signage
Identification

ID5 Banner Signage
identification

R1 Operational Signage
Regulatory

Based on best practice research and our analysis of Windsor, an indicative summary of components for an engaging heritage interpretation can be created. We propose the following categories:

→ **SC** - Sculptural

→ **QR** - QR Code

→ **IN** - Inlay

→ **WP** - Wall Plaque

→ **AR** - Augmented Reality

Individual components will be developed in detail in later project stages.

SC - SCULPTURAL

Sculptural components bring an element of play with its tactile and interactive approach to story telling appealling to a broad demographic.

QR - QR CODE

QR codes can be utilisied to instantly link users to a breadth of additional information, including animations and soundclips. This leaves physical signage space for key information, as not overwhelm the reader.

IN - INLAY

Inlays can be effective elements of suprise along a journey path.

WP - WALL PLAQUE

Wall plaques can be used where there is appropriate infrastructure. Wall placement are predicatibel and effective as the users intuitively know where to look for information.

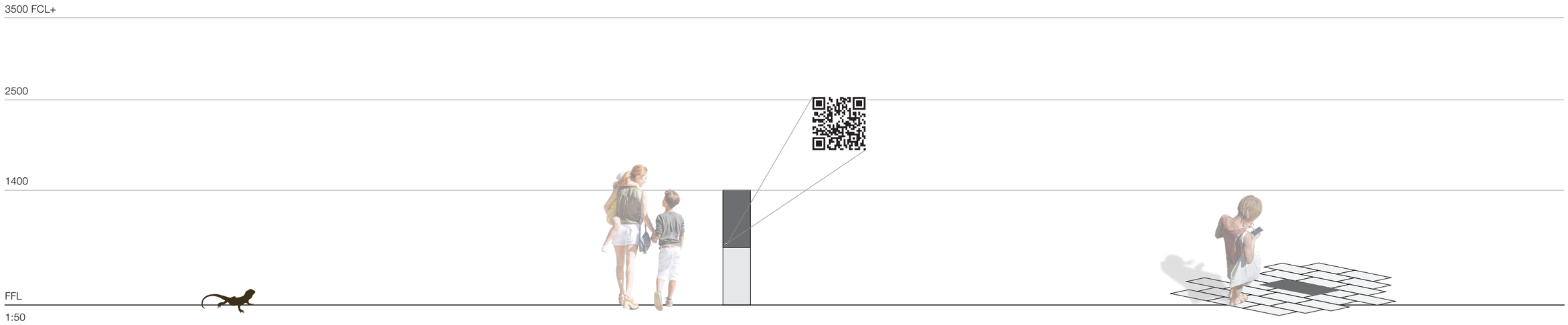
AR - AUGMENTED REALITY

Augmented reality brings the element of digital story telling into the physical environment. It is a progressive tool that can be used to display historical imagery in new and engaging.

Schematic Signage Suite

Heritage Interpretation

Note: Signage suite is indicative (size, shape and form) for placeholder purpose only



SC Sculptural
Interpretive

QR QR Code
Interpretive

IN Inlay
Interpretive

WP Wall Plaque
Interpretive

AR Augmented Reality
Interpretive

Mood Boards 9

City of Hawkesbury
NSW

The Narrative

Hawkesbury City is named after the Hawkesbury River. The original inhabitants of the Hawkesbury district were the Dharug tribe of Aboriginals, the river, which they called Derrubbin, was a focal point as a source of food and transport. The Dharug people used the river to farm for fish, eels, water birds, and mussels. They also used the river as a mode of transport in bark canoes.

It was first settled by Europeans in 1794 in a bid to acquire arable land to feed the increasing population of the penal colony at Sydney. By 1811 Governor Lachlan Macquarie established the five Macquarie Towns in the area. They are Windsor, Richmond, Castlereagh, Wilberforce and Pitt Town. The northern part of the local government area still contains some farmlands and national parkland. *(Source: Wikipedia)*

The city of Hawkesbury's brand reflects the local environment with the river central element. With an understanding of the region and future master plan we have created inspirational mood boards with the aim to gather feedback from the Council which will then inform the creative direction for the wayfinding and interpretive signage.

Hawkesbury City Council

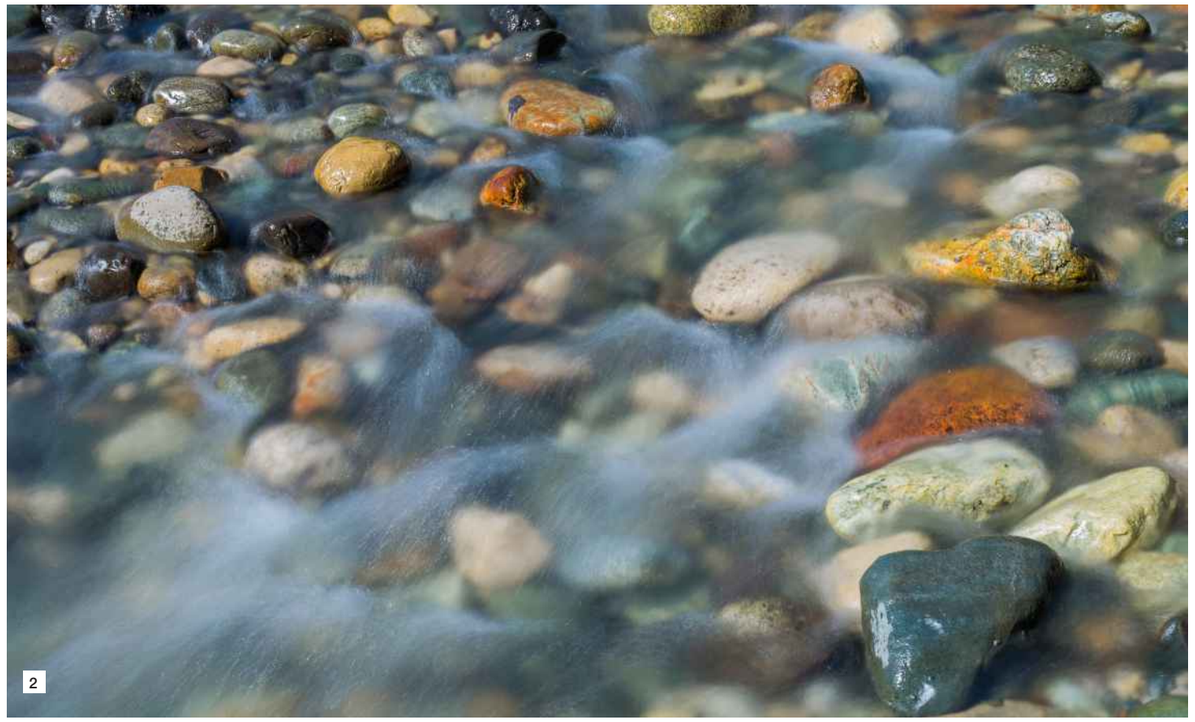
Mood Boards

Theme
Natural Elements

The natural environment has been explored to look at materials and form to inspire the creative direction.

1. River sculpture
2. River edge & pebbles
3. Local sandstone
4. Tree canopy

1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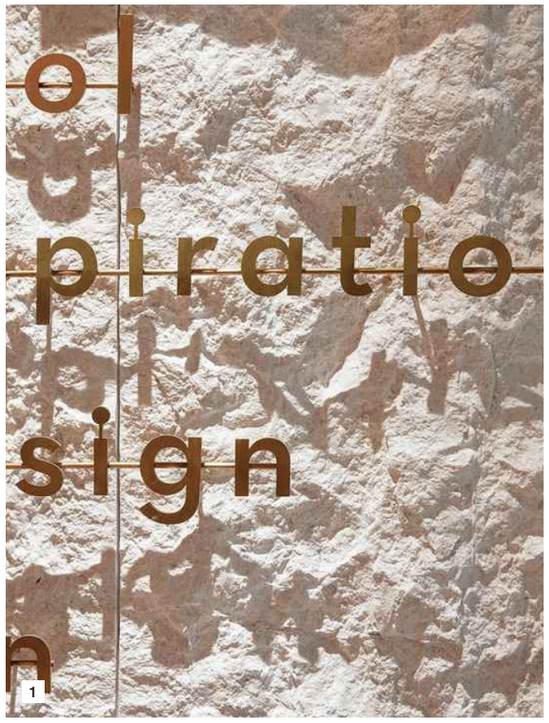
3

Mood Boards

Wayfinding Direction One
Stone

1. Letters mounted to sandstone
2. National Parks signage incorporating local sandstone
3. Rough cut stone with pin fixed lettering
4. Natural Stone printed information with etching
5. Etched polished stone
6. Sandstone tiles



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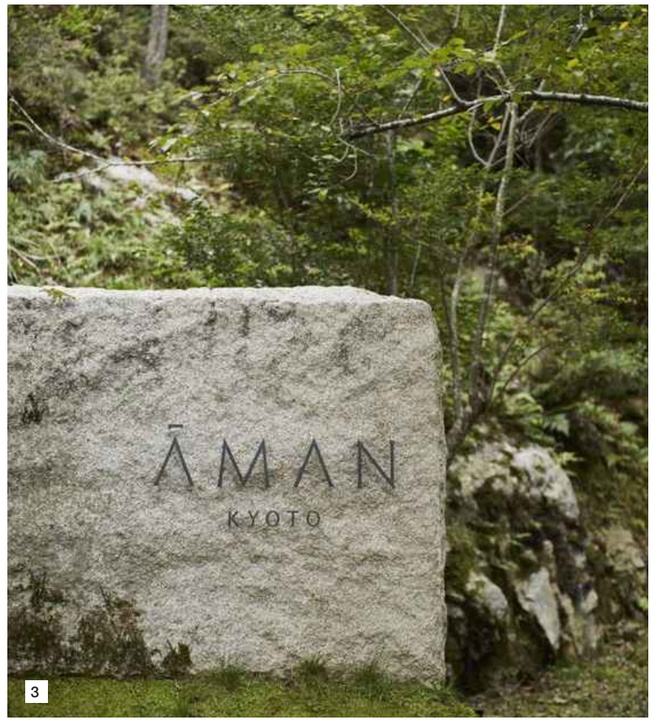

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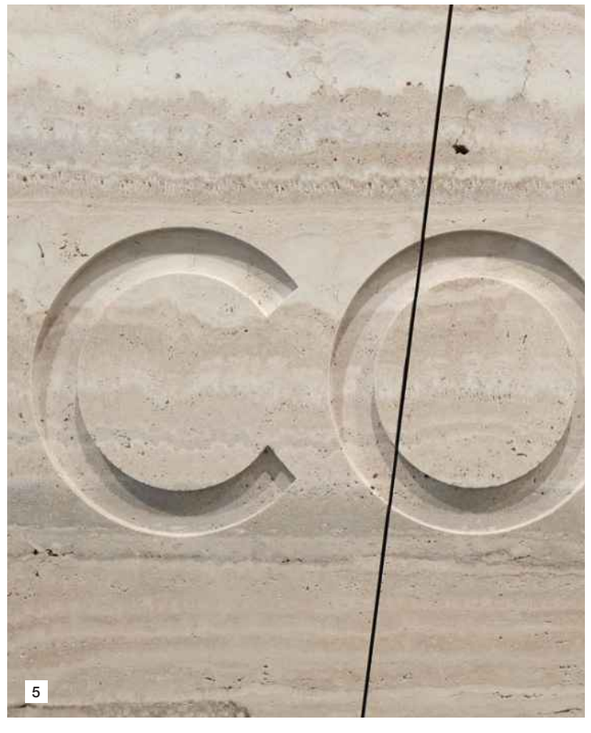
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6

Mood Boards

Wayfinding Direction Two
Metal

1. Freestanding blade with laser cut directional icons
2. Layers and cut outs
3. Laser cut patterns
4. Layered panels
5. Interpretive information framed by landscape
6. Colour coded detailing

1

2

3

4

5

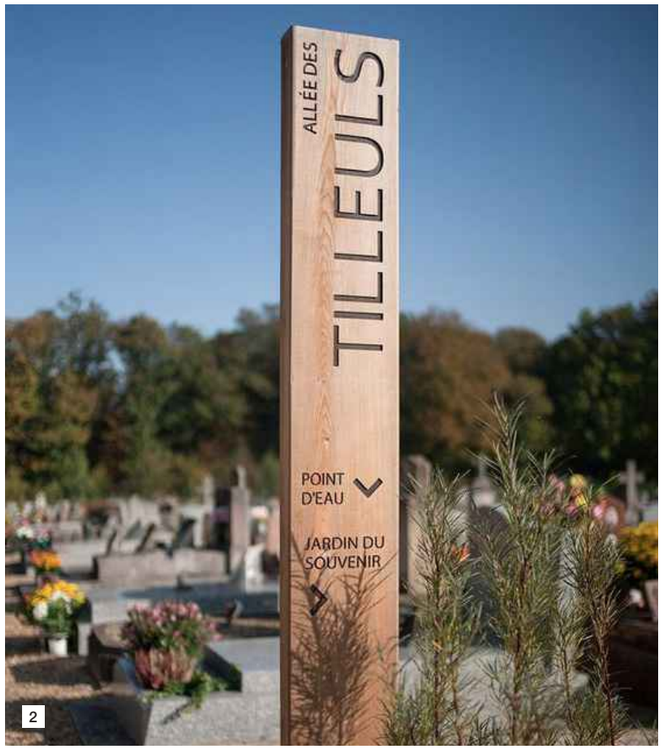
6

Mood Boards

Wayfinding Direction Three
Wood

1. Freestanding timber Identification signage
2. Etched timber Identification marker
3. Timber marker with interpretive panels
4. Timber posts with wrap around information panel
5. Timber directional blade with interpretive panel

1



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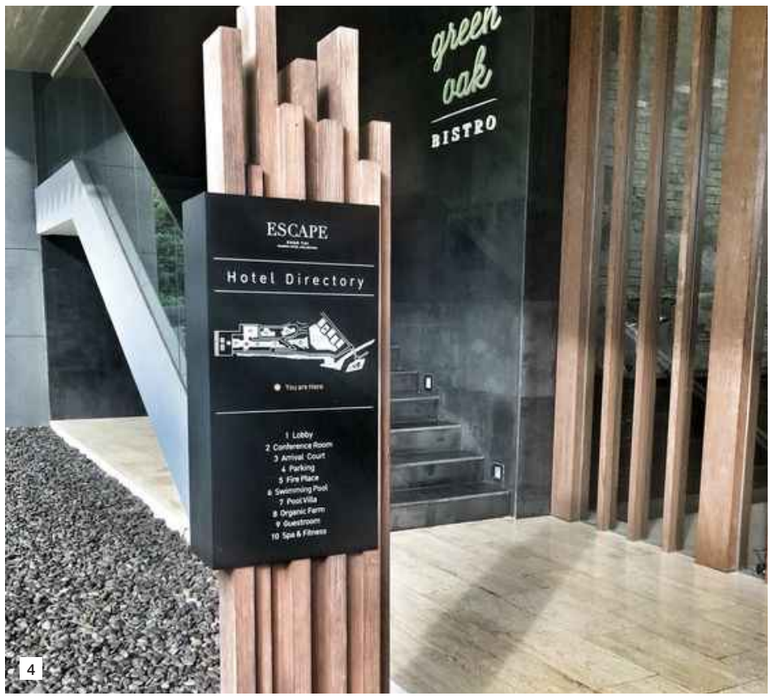


4

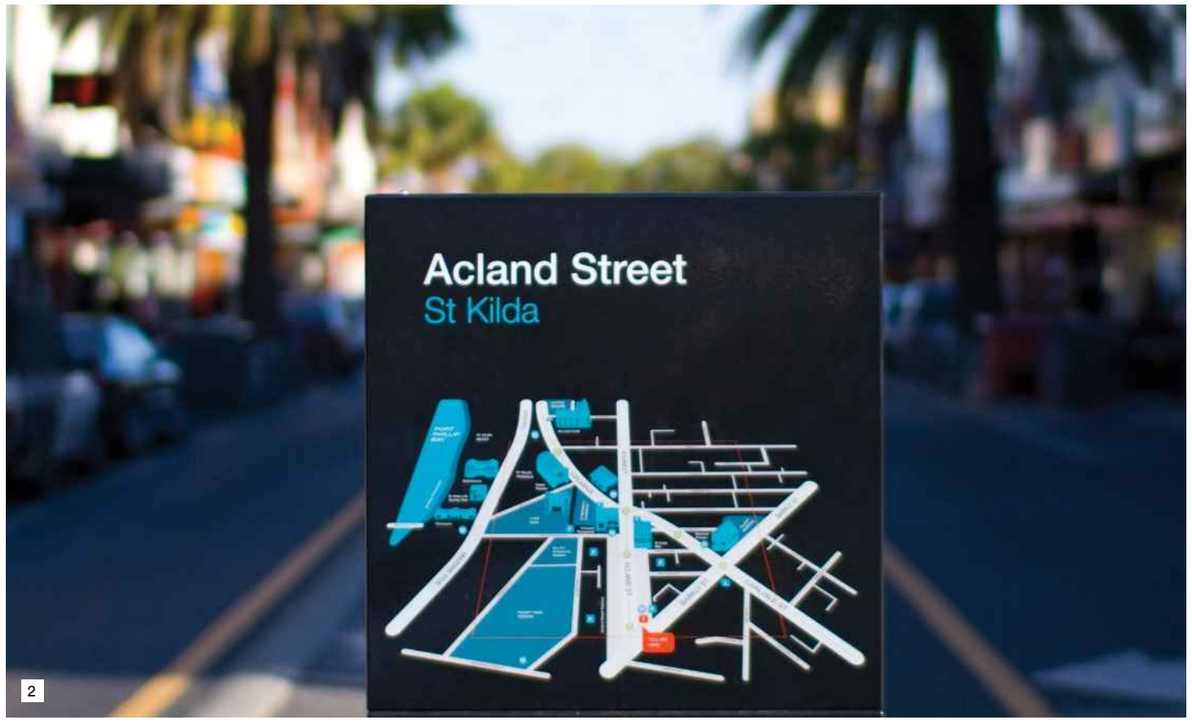
5

Mood Boards

Wayfinding
Mapping

1. Park highlighted with surrounding streets receding
2. Isometric street map with key destinations
3. Street Map, walking times and destinations
4. Monotone map with simple line-work
5. Bold and contrasting graphic language

1



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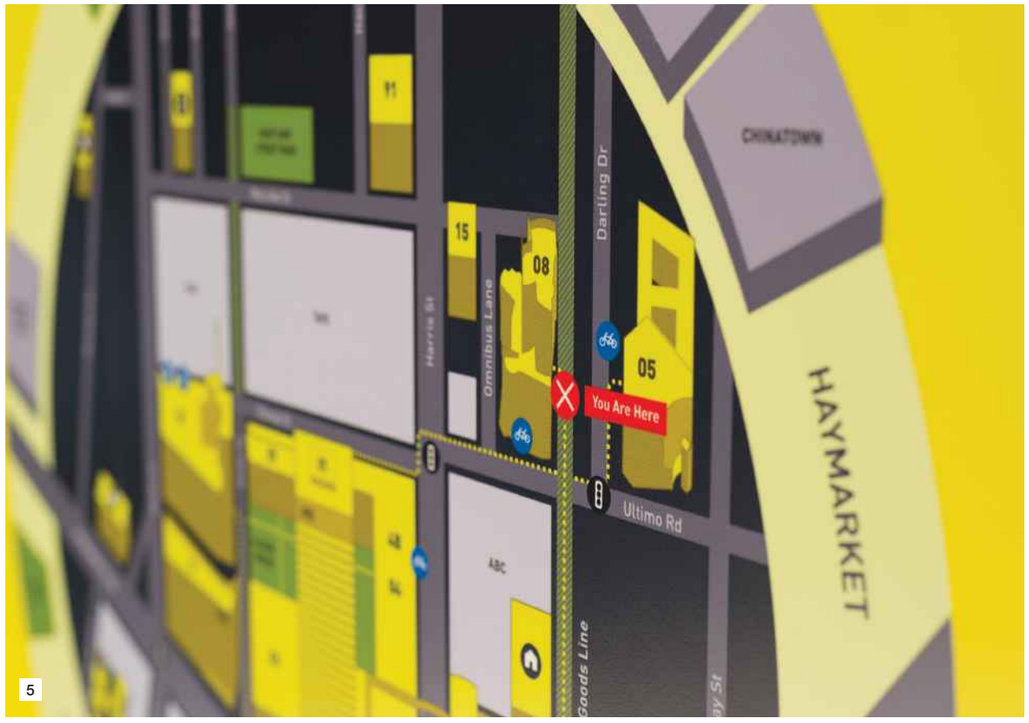
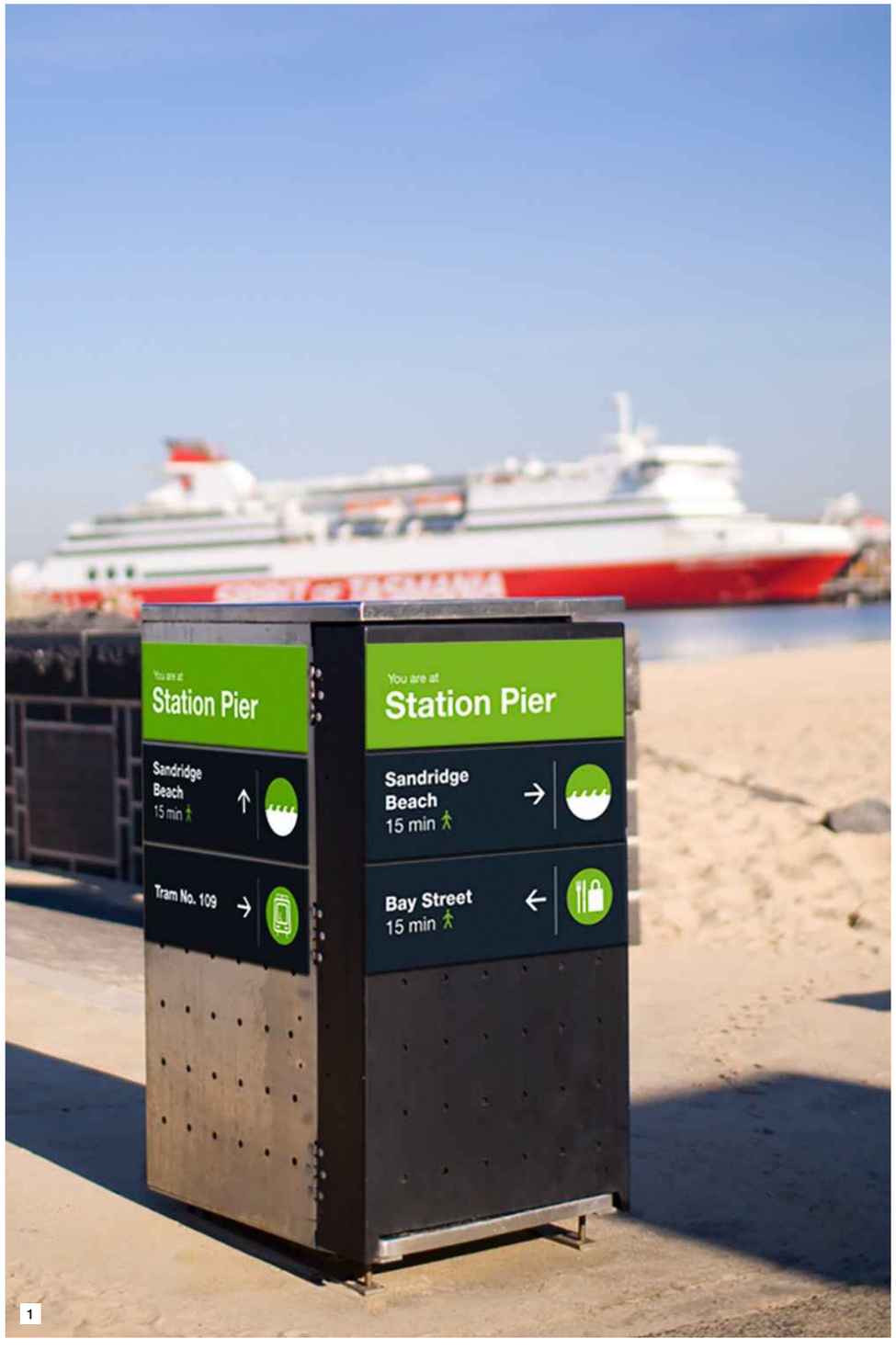


5

Mood Boards

Wayfinding
Graphic Apperance

1. Clear information hierarchy
2. Heads up maps
3. Consistent pictogram suite
4. Integrated signage
5. Walking times to encourage exploring



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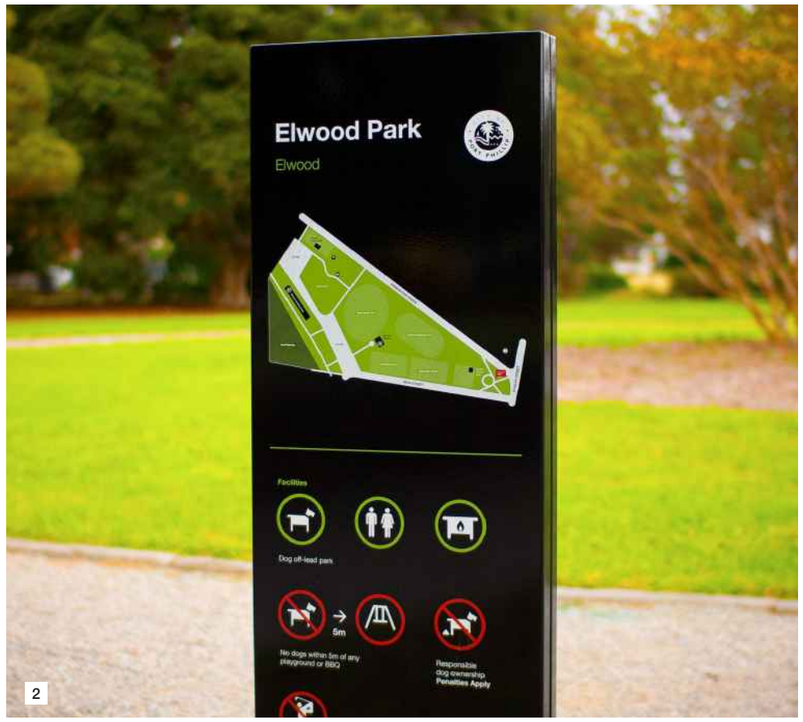


2

3

4

5

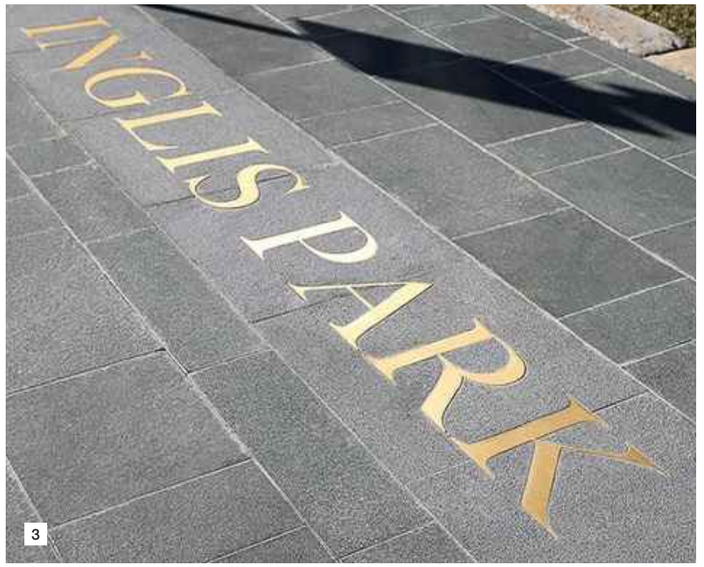
Mood Boards

Heritage Interpretation
Inlays

1. Interpretive – Brass pavement Tile
2. Interpretive – Pavement Embedded
3. Identification – Pavement Embedded Brass
4. Interpretive – Concrete Tiles
5. Interpretive – Stone etched
6. Wayfinding Directional Stone

1

2



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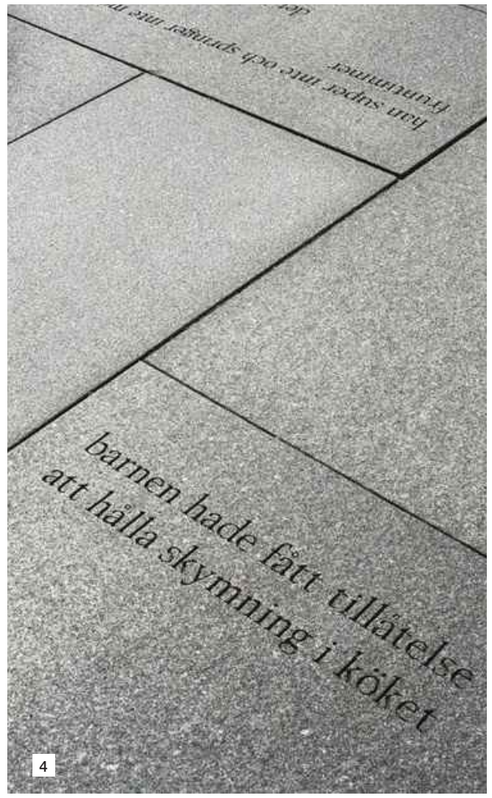

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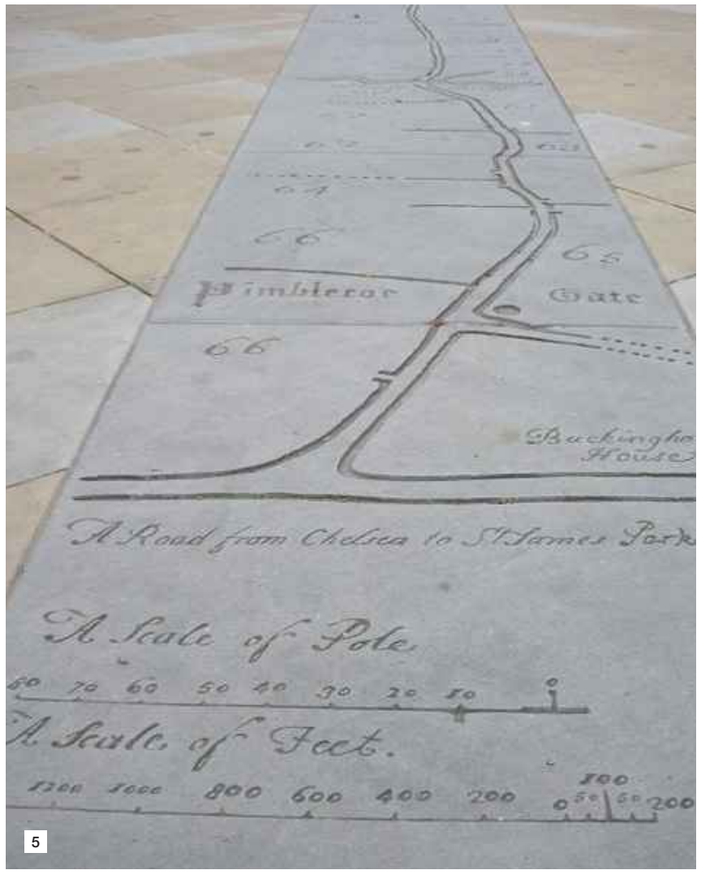

5

6

Mood Boards

Heritage Interpretation
Integrated

1. Hall mounted plaque
2. Corner mounted plaque
3. Indigenous names burnt into wood
4. Signage integrated into street furniture
5. Signage integrated into existing infrastructure
6. Signage integrated into existing infrastructure

Additional Opportunities

Heritage Interpretation
Outdoor Exhibition

There is an opportunity to create freestanding interpretive information into outdoor exhibitions where visitors and locals can explore the local story telling and significant sites.

1. Historical exhibition metal frame & photography
2. Freestanding exhibition pods
3. Exhibition boxes
4. Freestanding triangular exhibit

1

2

3

4

Summary 10

Summary

This documents represents Stage 3 and 4 of The Blueprint's design process - Draft Wayfinding and Heritage Trail Signage Plan.

Brand Assets

Assets have been drawn from the brand style guide provided by Hawkesbury City Council. Universal Pictograms have been proposed for flexibility across the region.

Site Observations

These are our site observations across Windsor, Windsor South and Richmond which have formed our recommendations for a strategy suitable for implementation across Hawkesbury City Council.

Wayfinding

Universally recognised best practice methodologies is the basis for all proposed strategies, achieving a world class wayfinding system tailored to Hawkesbury City Council.

Wayfinding Strategy

→ Be user centric.

→ Cut the clutter.

→ Progressively disclose information.

→ Create connectivity.

→ Be consistent.

→ Use simplified heads-up maps.

→ Use colour coded information.

→ Provide Accessible and Inclusive design.

→ Only direct to destination ahead and to your side.

→ Arrows to follow clockwise direction.

Heritage Interpretation

This section explores creative ways of elevating the Heritage Trail to an engaging set of experiences that encourage further exploration of Hawkesbury's rich history to a broader audience.

Interpretation Strategy

→ A hybrid of physical signage or markers and digital content will allow locals and visitors to incidentally discover and connect with the history of the area.

→ Where Indigenous history is not tied to specific landmarks or buildings, signage is to be placed in high traffic locations along the primary journey path.

→ Only use bilingual signs for identification signage.

User Journey Analysis

Key destination, vehicular and pedestrian user journeys have been mapped out to inform us what type of signs are needed in the various locations.

Schematic Signage Suite

Based on best practice and site audits we have developed schematic signage suite to inform us the type of signage needed to carry out proposed strategy. (Design is only indicative to show the purpose of each sign type.)

Mood Boards

Mood Boards have been provided to show different design directions that may be suitable for Hawkesbury City Council. These mood boards are meant to lay the foundation for our discussion around Concept Design.

Next Steps

Stage 3
Draft Wayfinding Plan

Observation Report
Best Practice Reference
Map of Destinations
User Journey Analysis
Schematic Signage Suite
Moodboards
One Round of Amendments

Stage 4
Draft Heritage Trail

Observation Report
Best Practice Reference
Map of Destinations
User Journey Analysis
Schematic Signage Suite
Moodboards
One Round of Amendments

Stage 5
Design Development

Concept Design for
Wayfinding / Heritage Trail
3D renders
Graphic Apperance
Draft Allocation Plan
Draft Map Design
Cost Estimates
One Round of Amendments

Stage 6
Signage Style Guide

Construction Drawings
Messaging Schedule
Allocation Plans
Wayfinding / Heritage Trail
Finished Art Templates
Graphic Appearance
Finishes Specifications

Hawkesbury
City Council