Draft Signage Strategy
2024

Town of
Port Hedland

Town of Port Hedland

The **Town of Port Hedland** would like to acknowledge the Kariyarra, Ngarla, and Nyamal people as the Traditional Custodians of Hedland lands.

We recognise their strength and resilience and pay our respects to their Elders past and present. We extend that respect to all Aboriginal & Torres Strait Islander people of the local community and recognise their rich cultures and continuing connection to land and waters.

Acronyms

AS	Australian Standard
HWY	Highway
LGA	Local Government Area
MRWA	Main Roads WA
NCC	National Construction Code
TOPH	Town of Port Hedland

Advice
This document may contain images of Aboriginal and Torres Strait Islander people who have passed away.

Contents

Message from the Mayor

I am proud to present to the Hedland community the Town of Port Hedland Signage Strategy 2024.

This strategic planning document will guide the Town's future approach to the different signage utilised across Hedland for a variety of reasons. An effective signage network is important, and there are several functions for the signs throughout our community.

Directional and wayfinding signage offers benefits to increase tourism and the economy. They promote active transport and fitness opportunities, while also providing information on how to get to certain destinations. Interpretive signs can tell important cultural stories, provide interesting social or environmental information about places of interest.

The strategy will go a long way to determining how, and where, signage is placed to be of the most benefit to the community into the future. The strategy was developed after extensive consultation with the Hedland community. This included an online survey, one-on-one sessions with key stakeholders, focus groups and an open workshop for the community. I would like to thank everyone who gave feedback on the current condition of signage throughout the Town, and suggestions for how it could be improved into the future.

I am looking forward to this strategy being implemented and the improvements we will see in directional and wayfinding signage to help with the Town's wider vision of creating a thriving, resilient and inclusive future for our diverse community.

Peter Carter
Mayor

1.

Introduction

Signage is used to promote, identify, provide information, give directions or to raise safety awareness. A well designed signage and overall wayfinding system provides many benefits including a more visually cohesive place brand, increased tourism and economic benefits, encourages active transport, celebrates the unique features and stories associated with a place, and increases pedestrian safety.

There are many types of signs that are used through the experience of navigating to a destination, understanding where you have arrived to, or better understand a place. For the purposes of this document, the sign types are defined as:
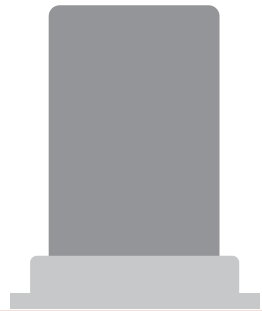
Welcome signs and entry statements

Greet you as you enter a broad area. This may include information boards located at visitor information bays.
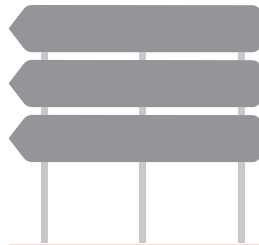
MRWA directional and tourist road signage

Assist motorists in navigating to a location and identifying when the location has been reached.
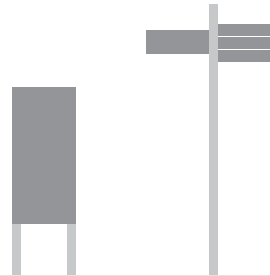
Pedestrian wayfinding signage

Assist pedestrians in navigating to a location and identifying when the location has been reached.

Facility signage

Recognises a place as belonging to a distinct location or brand and includes all sign types within that location.

Interpretive signage

Tells a story or displays information relating to a place.

Regulatory signage

Tells people what they can and can't do in an area in line with regulations and local laws.

Signage Functions and User Experience

The two predominant ways of traveling through built up areas are by vehicle (e.g., car) and by active transport (e.g., walking, cycling). The driver and pedestrian experience each requires a different set of types of signs with distinct functions, scales, usability requirements, and level of information. This Strategy aims to provide a system that addresses both of these while recognising that there is some crossover between the two.

When visiting a new place, people need to be able to find their way to their destination. Wayfinding is how people navigate throughout a journey. When navigation decisions need to be made people use wayfinding information, and the surrounding environment to read, understand, experience a place and to help form decisions for travel. A good wayfinding system will allow people to reach their destination easily and quickly by providing the cues and information to know where they are, what there is to see, how to get there, and identify when they have reached their destination. A wayfinding system is not just limited to signage. Although signage is an important component, it also can include maps, digital content and websites, public domain elements such as public art, and people.

In addition to wayfinding signage, local government regulatory signage informs people of local laws and warns of any health concerns when visiting a particular area.

Driver Experience	Pedestrian Experience
Welcome/ entry statements	Wayfinding directional signs
Visitor information boards	Location signs
MRWA road signs	Facility wayfinding signs
Facility entry signs	Interpretive/ informational signs
Location signs	Regulatory signs
Promotional billboards	
Temporary/event banners	
Regulatory signs	

The sign purpose can be distilled to three main types through the journey – **directional**, **location** and **interpretive**.

- **Directional**
  provide information to get to and arrive at a particular destination.

- **Locational**
  identify a particular destination.

- **Interpretive/ informative**
  acknowledge the unique cultural history and diversity of the area.

Main Roads Directional signage

Pedestrian Directional signage

Multidirectional Blade signage

Locational signage

Interpretive signage

Interpretive signage

Vision and Objectives

The Signage Strategy is intended to guide decisions around signage within the Town and provide a framework for determining which sign type to use, the signs design, and in what location.

A holistic approach to signage has been taken where overarching design principles have been created, with each signage type being a component contributing to the overall signage system. This document has been developed to guide the signage design and location as well as identify actions required for implementation of cohesive signage across the Town. This Strategy is the overarching document, supported by style guides and construction drawings for each signage type.

It is intended for this Strategy to be used by Town of Port Hedland staff and consultants to guide the placement and designs of Signage for wayfinding and Town facilities, in addition to recommending actions to be undertaken to guide budget decisions.

The objectives of this Strategy are to:

- Improve how visitors are made aware of, and navigate to, local services and facilities, key destinations, and other points of interest
- Ensure consistency across of all Town of Port Hedland facilities
- Create a sense of pride and ownership of the various precincts within the town
- Improve tourism opportunities for Port and South Hedland attractions and creative/ cultural centres
- Showcase local stories and provide information on important the landmarks, history, and attributes of Port and South Hedland

This Strategy focusses on the wayfinding experience for drivers and pedestrians and as such only includes information on directional, location, facility interpretive and regulatory signs. Banners, promotional billboards, and temporary signs are outside scope of this strategy and considered on case by case basis.

In addition, this Strategy relates only to signs on Town of Port Hedland or MRWA managed land and does not cover signage on private land. For signage on private land, the *Town of Port Hedland Local Planning Policy 02 – Advertising Signs* may apply.

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                              │  Town of Port Hedland     │
                              │     Signage Strategy       │
                              └──────────────────────────┘
                         ┌──────────────────┴──────────────────┐
             ┌────────────────────────────┐        ┌────────────────────────────┐
             │ Overarching Signage         │        │   Implementation Actions    │
             │ Principles                  │        │                             │
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Welcome Signs/ Entry Statements	Vehicle Wayfinding	Pedestrian Wayfinding and Interpretive Signs	ToPH Facility Signs	Spoilbank Marina Signs	Regulatory Signs
(Future Style Guide)	MRWA Policies and Guidelines	Wayfinding Signage Style Guide and Construction Drawings	Town of Port Hedland Signage Style Guide	Spoilbank Marina Signage Style Guide and Construction Drawings	Town of Port Hedland Signage Style Guide

General overview of Signage Strategy contents

Strategic Context and Approvals

This Signage Strategy aims to compliment and consolidate information outlined in the Town's other strategic and operational documents including:

- South Hedland Place Plan (2021)
- Town of Port Hedland Active Transport Strategy 2023 - 2033
- Economic Development and Tourism Strategy 2022
- Arts and Culture Plan 2023-27

MRWA and Council Responsibilities

MRWA is responsible for authorising, installing and removing signs on state roads. These include highways and other major roads, such as the Great Northern Highway and Wilson Street. The Town is responsible for all other road signs within the Town. Because MRWA and the Town control different parts of the road network, it is essential that policies, processes and decisions are aligned and coordinated so that, in practice, signage is consistent and makes sense to the travelling public as they navigate the road network.

MRWA Guidelines

As per MRWA guidelines there are four main types of road signs used by visitors to find tourist attractions and facilities in Australia. These are:

- Directional signs (white on green)
- Tourist attraction signs (white on brown)
- Services signs (white on blue)
- Community facility signs (white on blue)

These signs are explained in detail in the MRWA Guideline: Sign Standards (2023), Technical Library/Sign Index, and Australian Standards.

For the application and use of brown tourist signs and blue service signs in WA, MRWA has developed the *Main Roads WA Policy and Application Guidelines Tourist and Service Signs 2021*. This document supplements information provided in *Australian Standard 1742.6 – Manual of Uniform Traffic Control Devices – Tourist and Service Signs*.

Development Approval Requirements

The *Town of Port Hedland Local Planning Policy 02 - Advertising Signs* guides where development approval is and is not required

from the Town. This policy also clarifies what signage is considered suitable by the Town for approval. The Town's Planning and Development team will be able to confirm if development approval is required.

Building Permits

Building permits are generally required for all signs. The Town's Planning and Development team will be able to confirm if a building permit is required.

Native Title Areas

Signage installation locations need to ensure native title rights and interests have been addressed, typically these locations include public road reserves and crown reserves. There is an opportunity for signage to be implemented on key roads to identify native title determination areas within the Town of Port Hedland.

Road and Place Naming

The Landgate *Policies and Standards for Geographical Naming in Western Australia* has information on naming in Western Australia, which includes roads and localities.

In addition, the *Town of Port Hedland Policy 12/010 Naming of Roads and Places* outlines the factors to be considered and the procedure to be undertaken when naming geographic features within the Port Hedland local government area and provides additional guidelines for commemorative and Aboriginal language naming, and the procedure to be undertaken for the submission of a naming application and community consultation.

Aboriginal and Dual Naming

The Landgate *Aboriginal and Dual Naming Guidelines* provide a framework for the naming of Western Australian geographical features and places with Aboriginal names. This is supported by the *Town of Port Hedland Policy 12/010 Naming of Roads and Places*.

Within the Town of Port Hedland, the following are examples of locations which have Aboriginal/ Dual Naming featured on signage:

- Milpaku Kuma / Port Hedland Community Centre
- Thajarruka Jina (THA.jaRRU.kaJI.na)

Dual naming on signs

Dual naming is the approach whereby geographical features or places are officially recognised by two distinct names.

One name is usually of Aboriginal language origin and the other of non-Aboriginal origin. The Landgate Aboriginal and Dual Naming Guidelines recommend that:

- Where a feature is currently identified by an existing non-Aboriginal name, an Aboriginal name can be put forward to be assigned as a dual name and sit alongside the existing non-Aboriginal name.

- The Aboriginal name shall appear first with the non-Aboriginal name occurring second, separated with a solidus (/) preceded and followed by a space. For example, Gujuwanna / Mount Ella.

- The placement of the non-Aboriginal name occurring first will only be considered in exceptional circumstances.

- When displayed on signage both the Aboriginal and non-Aboriginal part of the dual name shall be in the same font type, size, style and colour.

- Pronunciations of assigned Aboriginal and dual names should be included on signage to encourage the adoption and use of Aboriginal names.

- Dual naming shall not apply to localities, towns, districts or constructed features such as roads, highways or bridges etc.
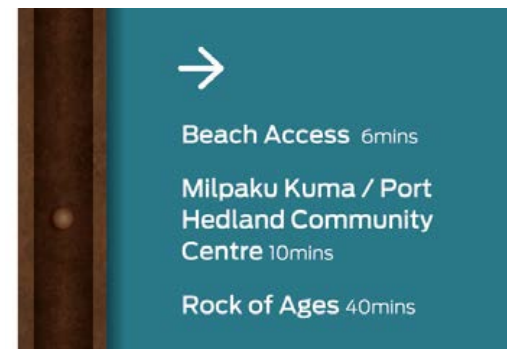
Example of dual naming on a pedestrian wayfinding sign

- Consultation with the relevant Traditional Owner group(s) is paramount in the process of an Aboriginal naming proposal.

Strategic Development

Developing this Strategy involved a number of stages:

Stage 01 - Review and Gap Analysis

- Review of relevant existing reports, policies and documents, including existing wayfinding signs, current wayfinding audit, and style guides
- Review of local, state, and relevant national tourism signage guidelines and standards, e.g. MRWA, Tourism WA.
- Understanding of best practice principles and guidelines for tourism and wayfinding signage.
- Review of previously undertaken stakeholder engagement.

Stage 02 - Community and stakeholder engagement

- An online survey available to all residents
- One on one interviews with select key stakeholders
- Focus group sessions with groups of similar interests
- A workshop open to all residents and interested parties

Stage 03 - Development of the Strategy

- Strategy developed based on engagement outcomes, research, signage best practice and signage data
- Development of branding and pedestrian wayfinding style guide

Future Stage 04 - Implementation of the Strategy

- Based on the recommended actions outlined in the Strategy
- A staged approach that considers funding availability, development of the place brand, and the significant infrastructure changes occurring over the next 10 years

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Local Context

The Town of Port Hedland covers approximately 11,844 square kilometres of the Pilbara region. The Port Hedland lifestyle is relaxed and its location on the ocean provides for a variety of leisure activities. The two main residential centres, Port and South Hedland, offer a range of community services including cultural, recreation and shopping facilities. Both suburbs have distinct characters, however this Strategy looks to provide consistency between the two and promote the town as a single entity. The Wedgefield Industrial Estate contains businesses servicing the mining, construction and transport industries and the Kingsford Smith Business Park (KSBP) comprises of a variety of service commercial uses.

Traditional Owners

The Kariyarra, Ngarla, and Nyamal people are the Traditional Custodians of the Town of Port Hedland lands and have been connected with this land for tens of thousands of years. Our original inhabitants, the Kariyarra people, call the place Marapikurrinya for the hand shaped formation of the tidal creeks coming off the natural harbour. There is an opportunity for signage within the Town to better reflect the Traditional Owners, their languages, and share their stories.

Points of Interest

The following pages present an overview of Port Hedland and South Hedland with maps to delineate Town of Port Hedland facilities, other facilities such as Spoilbank Marina, high level areas of interest, key movement paths, and destinations.

**Port Hedland
Key Destinations**

— Key Roads/ Entry Points
-- Key shared paths
-- Coastal Walk Trail

● TOPH Facility
● South Hedland Town Centre
● West End Centre
● Spoilbank Marina

● Shopping Centre
● Sports/ Recreation Centre
● Park
● Civic building/ Library
● Museum/ Gallery
● Hospitality Venue
● Accommodation/
Caravan Park/ RV Amenity
● Visitor Centre
● Hospital/ Medical
● Airport
● School / TAFE
● Other Point of Interest

Map 01

South Hedland
Key Destinations

——	Key Roads/ Entry Points
– –	Key shared paths
– –	Coastal Walk Trail

- TOPH Facility
- South Hedland Town Centre
- West End Centre
- Spoilbank Marina

- Shopping Centre
- Sports/ Recreation Centre
- Park
- Civic building/ Library
- Museum/ Gallery
- Hospitality Venue
- Accommodation/ Caravan Park/ RV Amenity
- Visitor Centre
- Hospital/ Medical
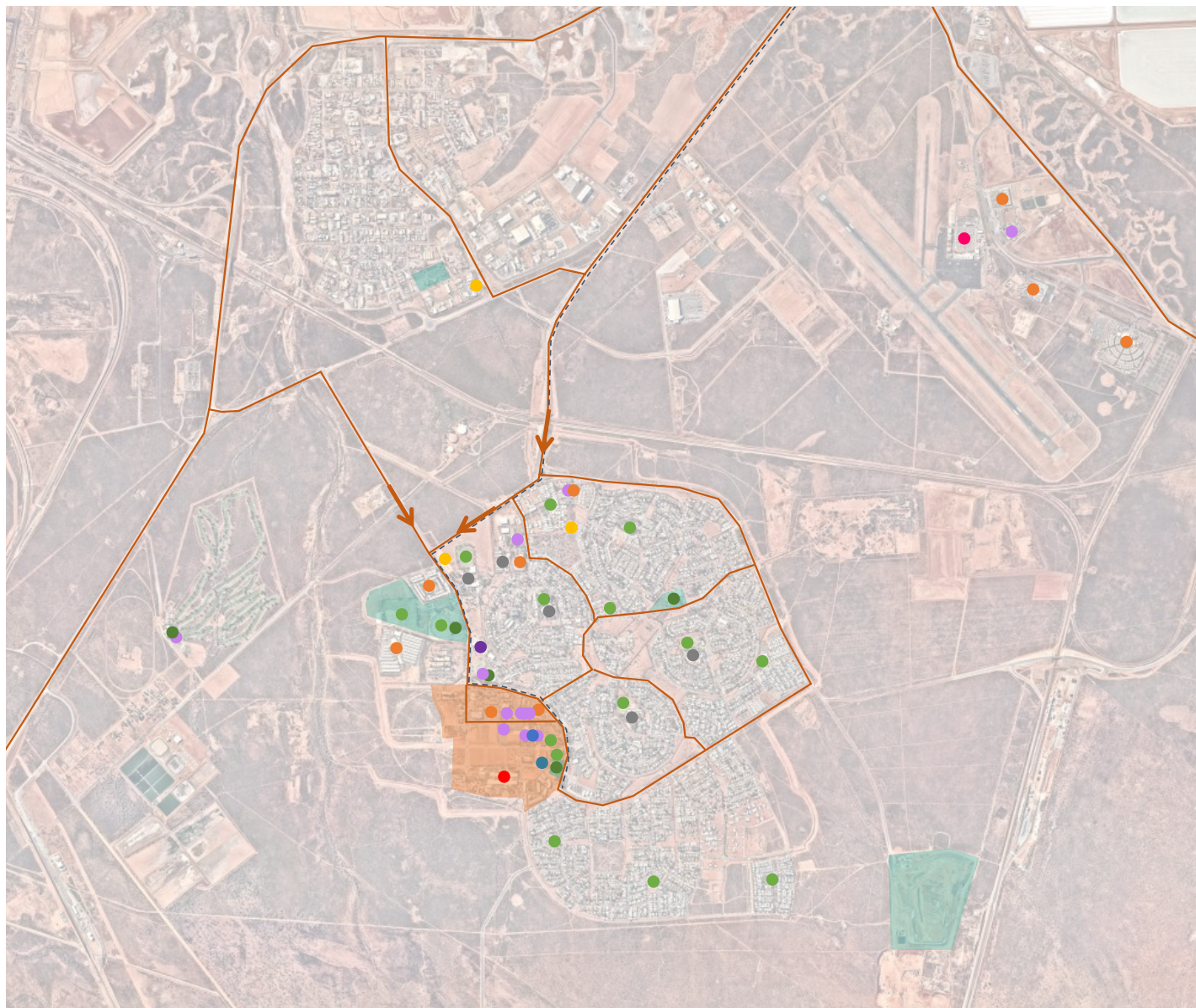- Airport
- School / TAFE
- Other Point of Interest

Map 02

Existing Signage within the Town

Signage experts Turner Design undertook a site audit and analysis of the project area to investigate the Town's layout and various points of interest within Port Hedland and South Hedland. The analysis included a review of current signage installations and placements and assessed signage opportunities for an enhanced wayfinding experience. The following areas were investigated:

- Existing Main Roads WA signage
- Identification of various precincts within the town
- Identification of tourism destinations
- Vehicular Directional Signage
- Coastal Walk Signage
- Pedestrian Signage
- Interpretive and Informative Signage
- Existing Town brands and planning documents

The audit process resulted in the identification of signage requirements, hierarchy and typologies which need to be developed in order to achieve the desired wayfinding experience that benefits visitors and the community. The resultant recommendations and pedestrian wayfinding signage style guide addresses the Town's wayfinding requirements through the development of a cohesive, legible, and clearly identifiable system that connects visitors and residents with precincts and places.

Vehicle Wayfinding Road Signs

Audit Findings

The key findings from the audit were that:

- The current green directional and blue community signage could be updated and reviewed to include direction to major facilities.

- The brown tourist attraction signs are limited in use throughout Port and South Hedland and their use could be expanded.

- The blue services signs were found to be generally in good condition closer to Great Northern Highway but are inconsistent in quality on local roads.

- The blue service and community signs entering into South Hedland are cluttered and could make better use of icons to communicate key locations.

- There is little signage that indicates that Port Hedland is on the Warlu Way drive trail.

- There are some signs that are in need of replacement.

- There is a lack of wayfinding signage at the arrival to the town centres.

- There is a lack of signage indicating the entry to Kingsford Smith Business Park.

Recommendations

1. Audit the condition and relevance of all blue service signs, brown tourist attraction signs and green directional signs.

2. Remove all signs that are no longer relevant and replace those in poor condition.

3. Consolidate signs where possible to reduce visual clutter.

4. Explore the tourist attractions that may qualify for the installation of brown tourism signs.

5. Develop signage plans for all key intersections and decision-making points, taking into account the new services, facilities, and tourist attractions on offer.

6. Pursue advocacy to Pilbara Tourism Association, Australia's North West, Pilbara Development Commission, and MRWA to refresh the Warlu Way trails, app and road signage.

7. Develop clear guidelines for eligibility, application, approval and installation of blue community signs. If a large number of fingerboards are permissible at one location, then these sites would be better served with a consolidated stack nameplate sign where applicable.

8. Consider signage for those traveling with caravans and RVs. Use vehicle wayfinding signage to improve wayfinding to caravan parks, RV overflow areas and RV Dump Points. Consider signage for long vehicle parking, particularly in the West End.

9. Explore opportunities for funding to install signage including grants and possible business and community contributions.

Existing vehicle wayfinding signage

Example of a consolidated sign using appropriate icons to communicate services and tourism venues.

## Pedestrian Wayfinding Signs and Interpretive Signs

Audit Findings

- There are currently very limited pedestrian wayfinding signs, with the main examples being a pylon sign outside of the visitor centre and blade signs around the West End in Port Hedland.

- There are a number of different and outdated signage styles in use, reflecting an inconsistent approach to wayfinding signage.

- Interpretive signage was generally found to be very poor condition and appeared to be neglected.

- The content was generally educational in nature, with turtle nesting and historical being the main information portrayed. A wider range of content could be proposed for new signs including other flora/fauna information, story based content, and cultural information.

- Some colours and materials selected do not achieve sufficient contrast between the text and background, impacting legibility.

Recommendations

1. Develop pedestrian signage plans for the core areas in Port and South Hedland being the South Hedland Town Centre, Hamilton Road, Port Hedland West End, and Port Hedland Coastal Walk. The signage should consider pedestrian decision-making points, and connect to the services, facilities and tourist attractions in the area.

2. Install wayfinding signage along the pedestrian network and implement marker signage at beach access points.

3. Audit the condition and relevance of all existing wayfinding and interpretive signage.

4. Remove all signs that are no longer relevant or replace those in poor condition. Replace all of those at end of life with signage in the style of the Wayfinding Signage Style Guide.

5. Develop an asset register and implement a regular maintenance and replacement program for all new signage.

6. Implement Aboriginal and/or dual–naming for significant locations and incorporate Aboriginal language and pronunciation on wayfinding and interpretive signage. Consider developing a register for dual named places within the Town including written and audio pronunciation.

7. Collect and recognise Aboriginal and non-Aboriginal history and stories through interpretive signage.

8. Use signage as an opportunity for education for conservation of natural flora and fauna (e.g., flatback turtles) in partnership with Care for Hedland.

9. Review the historical sites tour and replace the existing signage at end of life with signage in the style of the Wayfinding Signage Guide. Historic and architecturally significant buildings should have interpretation signage.

10. Investigate any walking trails that could be established within the Town.

11. Design any future Visitor Information Boards in accordance with the aesthetic of the Wayfinding Signage Style Guide.

12. Consider including QR Codes in interpretive signs as they offer additional the opportunity to enhance the visitor experience and link to further information about sites or stories.

13. Ensure all public artwork acknowledge the artist/s, funding bodies, and include a brief description of the work.

14. Make sure amenities such as public toilets are included on all relevant signage.

Existing pedestrian wayfinding signage
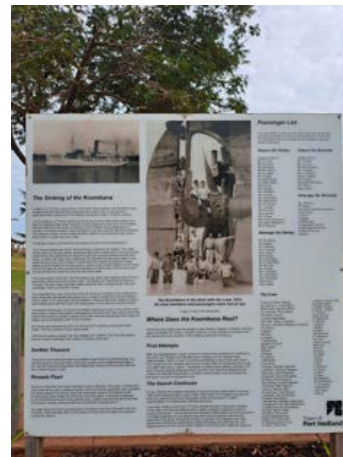
Existing interpretive signage

Town of Port Hedland Facility Signs

Audit Findings

- Generally, the majority of signs are in satisfactory condition, however some signs are showing wear and tear and require maintenance.

- There are a number of different signage styles in use, with some of the existing signs do not adhere to the Town of Port Hedland Signage Style Guide.

- Some colours used on existing signs do not achieve sufficient contrast between the text and background, impacting legibility.

- There is an opportunity to include interpretive type signs at Town of Port Hedland facilities.

- The Facility Pedestrian Wayfinding signs are not used to their full potential at Town of Port Hedland facilities

Recommendations

1. Audit the condition of all Town of Port Hedland facility signage and remove all signs that are no longer relevant or replace those in poor condition.

2. Replace end of life with signage in the style of the Town of Port Hedland Signage Style Guide.

3. Develop pedestrian signage plans for and install facility pedestrian wayfinding signs. The signage plans should consider pedestrian decision-making points and guide visitors to facility main entrances and other key locations.

4. Develop an interpretive signage type for the Town of Port Hedland Signage Style Guide.

5. Review the Town of Port Hedland Signage Style Guide to remove signage that lays outside of facility boundaries such as internal suburb boundaries and parks that are not located within facilities.

6. Develop an asset register and implement a regular maintenance and replacement program for all new signage.

Existing Town of Port Hedland facility signage

Regulatory Signs

Audit Findings

- There are a number of different and outdated signage styles in use, reflecting past brand iterations. Many of the existing signs do not adhere to the current Town of Port Hedland Signage Style Guide.

- Many signs are in poor condition which reduces legibility.

- There is an unclear signage hierarchy.

- Signage fonts are often too small for clear readability.

- Use of symbols/ iconography is inconsistent and could be better utilised.

Recommendations

1. Undertake an audit of all Town of Port Hedland regulatory signage to identify signage that is illegible, in incorrect branding, and poor condition.

2. Remove all signs that are no longer relevant and replace those in poor condition.

3. Replace at the end of life with signage in the style of the Town of Port Hedland Signage Style Guide.

4. Establish a clear hierarchy of information that is consistent across all signs.

5. Consolidate all regulatory signs onto one pole where possible and do not attach regulatory signage to wayfinding signage types.

6. Review the Town of Port Hedland Signage Style Guide to include additional symbol and prohibitive icons. Suggested symbols include 'turtle nesting area' and prohibitive icons to include 'no four wheel drive access' and 'no dogs off leash'. This should be undertaken in consultation with the Town's Environmental Health team.

7. Review the Town of Port Hedland Signage Style Guide to include a sign type for 'dune under repair signage' and replace existing signage.

8. Develop an asset register and implement a regular maintenance and replacement program for all new signage.

Existing TOPH Regulatory signage

Other Signs within the Town

Audit Findings

- There is a large variety in the existing signage within the Town.
- Signage at entry points to the town centres and at localities was generally found to be poor condition and appeared to be neglected.
- The South Hedland welcome signage is not an appropriate scale and does not provide a strong sense of identity.

Recommendations

1. Audit the condition and content of all visitor information bays.

2. Develop welcome signage to be an entry statement with high visibility and legibility.

3. Reconsider need for locality entry signage and replace with wayfinding signage type or remove.

Welcome/Entry statement to South Hedland

Cyclone status sign

Entry sign to a locality

Hoarding sign in road reserve

Variable Message sign

Visitor information bay

3.

Our Approach to Signage

The audit of existing signage and community and stakeholder engagement found that wayfinding signage throughout the Town of Port Hedland needed improvement in various areas.

The community engagement found that people want:

- A hierarchy of signs that meets the needs of pedestrians, cyclists and motorists, including directional, locational and interpretive/information signs.

- A wayfinding system that responds to both locals and tourists, especially caravanners and long vehicle drivers.

The audit and community & stakeholder engagement described current signage installations as "non-existent, incorrect, incomplete, illegible, inconsistent", and "dilapidated". With this in mind, the following guiding principles have been identified and integrated into the signage design.

- **Cohesive Signage System**
  - Cultivate an interconnected system of sign types and styles that communicate the key movement network, important locations, and identify Town of Port Hedland facilities.

- **Consistent Design Language**
  - Create consistency through the design of the signage elements including colour, proportions, graphics, and features so they are identifiable as part of a system.
  - Establish a single visual language between a signage system that improves wayfinding.

- **Reflect Hedland**
  - Reflect an identity through the signage design, finishes, and colours that shows Port Hedland and South Hedland as a cohesive community.
  - Tell the story of place though inclusion of interpretive signage options.

- **Modular and Robust**
  - Develop a cost efficient system of modular components that allows for maximum application from a minimum of component parts.
  - Use strong and durable components to minimise impact from natural weathering, vandalism, and accidental impact.
  - Ensure ongoing maintenance is considered, implemented, and budgeted.

A Connected Visual System

Colour Palette

The primary connecting character of the signage system is the colour scheme. The colour palette was chosen to reflect the character and identity of the community and interface with signage systems by other authorities. By integrating with existing signage where possible, it aims to reduce initial implementation costs whilst keeping a consistent language.

The colour scheme looks to create a cohesive visual journey from beginning to end through the use of three primary colours, complimented by five secondary colours. These colours were chosen to:

- Reflect the local identity and character of Port and South Hedland
- Be generally consistent with the Town of Port Hedland branding language and the branding of other precincts such as Spoilbank Marina
- Consider the Main Roads sign colours
- Provide suitable background contrast for graphics.

Although the signs feature a colour element which identifies them as part of the system, the different signage functions feature a different variation of the colour scheme as identified within the associated style guides.

Primary

Midnight Blue
PMS 303

Coastal Blue
PMS 2214

Inlet Blue
PMS 3265

Secondary

Shoreline Blue
PMS 565

Mangrove Green
PMS 7477

Sunset Orange
PMS 715

Iron Orange
PMS 7580

Corten Bronze
PMS 2322

Materials Palette

These metal swatches both complement the Town of Port Hedland branding language and represent the unique environmental characteristics of the town. Materials must be conducive to the harsh environment so that the signage has longevity — avoiding costs associated with replacement and maintenance.

Inlet
Blue

Midnight
Blue

Sunset
Orange

Iron
Orange

Mangrove
Green

Moonlight
Silver

Corten
Bronze

Coastal
Blue
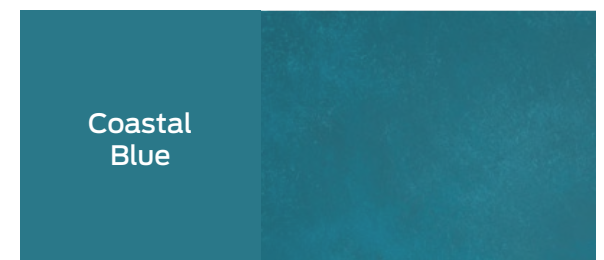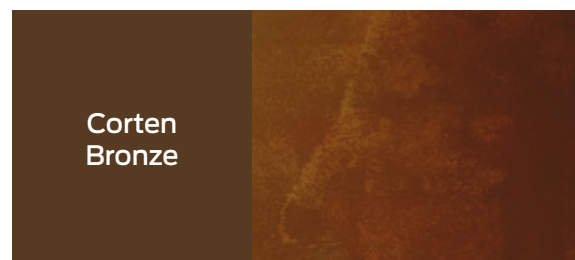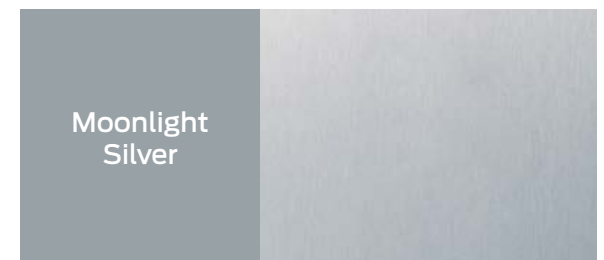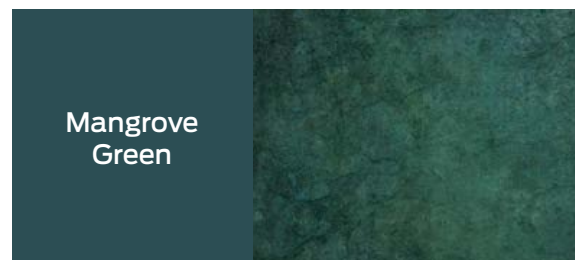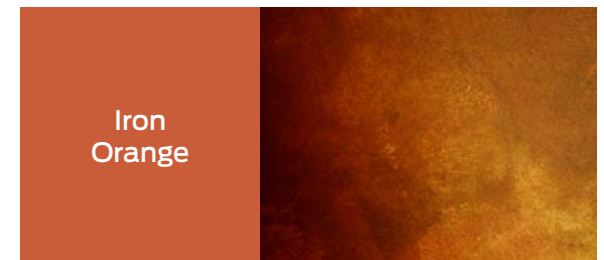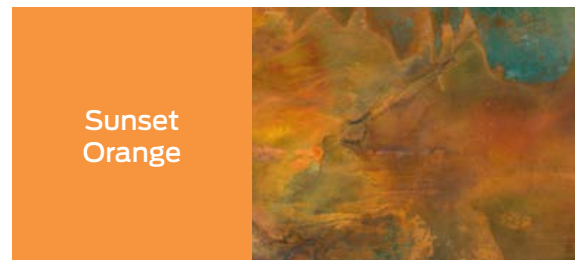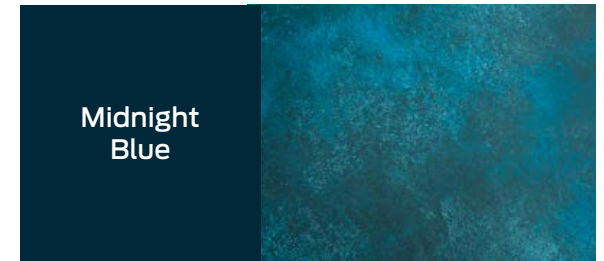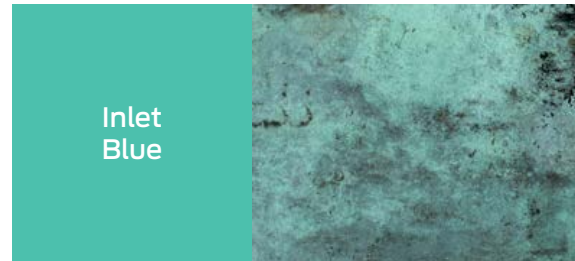
Wayfinding Signage

Vehicle Wayfinding MRWA signage

Example MRWA tourist attraction and service road sign

Primary colours

Blue

Brown

Green

Pedestrian Wayfinding and Interpretive signage
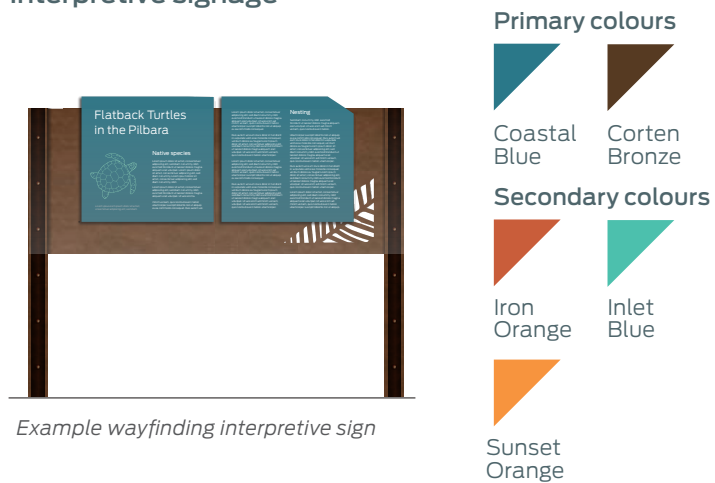
Example wayfinding interpretive sign

Primary colours

Coastal Blue

Corten Bronze

Secondary colours

Iron Orange

Inlet Blue

Sunset Orange

Precinct / Facility Signage

Town of Port Hedland facility signage

Example Town of Port Hedland facility entry sign

Primary colours

Midnight Blue

Inlet Blue

Secondary colours

Iron Orange

Sunset Orange

Spoilbank Marina signage

Example Spoilbank Marina sign

Primary colours

Dark Blue

Light Blue

Secondary colours

Orange

Green

Yellow

Signage Families

This Strategy is designed to provide a cohesive signage system 'kit of parts' for each of the signage families with its own applicable style guide.

Signage Family	Style Guide
Welcome Signs / Entry Statement	Future - not covered under this Strategy
Vehicle Wayfinding Signs	MRWA policies, guidelines, and technical drawings
Pedestrian Wayfinding and Interpretive Signs	Wayfinding Signage Style Guide and Construction Drawings
Town of Port Hedland Facility Signs	Town of Port Hedland Signage Style Guide
Spoilbank Marina Signs	Spoilbank Marina Signage Style Guide and Construction Drawings
Regulatory Signs	Town of Port Hedland Signage Style Guide

There are some signs that may fit into multiple of the above purposes. For example, parks and cemeteries, which are both Town of Port Hedland managed but also sit outside of Town of Port Hedland facility sites.

For the purpose of this strategy, a Town of Port Hedland Facility includes the following list. All pedestrian wayfinding outside of the identified Town of Port Hedland facilities must use the Pedestrian Wayfinding Signage Style Guide.

- Town of Port Hedland Civic Centre
- Wanangkura Stadium, Kevin Scott Oval and Marie Marland Reserve
- Colin Matheson Oval
- Milpaku Kuma / Port Hedland Community Centre
- Gratwick Aquatic
- South Hedland Aquatic Centre
- South Hedland Library
- JD Hardie Youth and Community Hub
- South Hedland Landfill
- Town of Port Hedland Depot

In the **Map 03** example, Town of Port Hedland Facility Signage should be used at the Civic Centre, Gratwick Aquatic Centre and Milpaku Kuma / Port Hedland Community Centre. Pedestrian Wayfinding and Interpretive signage should be used at all other parks and along pedestrian paths. The Pedestrian Wayfinding and Interpretive signs will also be used to identify key areas and walking trails such as the West End precinct and Coastal Walk in Port Hedland along with the Town Centre in South Hedland. These are indicated on the mapping in **Map 01 and Map 02** in **Part 2 - Local Context**.

Appendix 1 of this Strategy clearly identifies where the Town of Port Hedland facility signage family should be used, and where the Pedestrian Wayfinding and Interpretive signage family is appropriate.

Map 03
Example of where TOPH Facility signage should be used compared to Pedestrian Wayfinding Signage
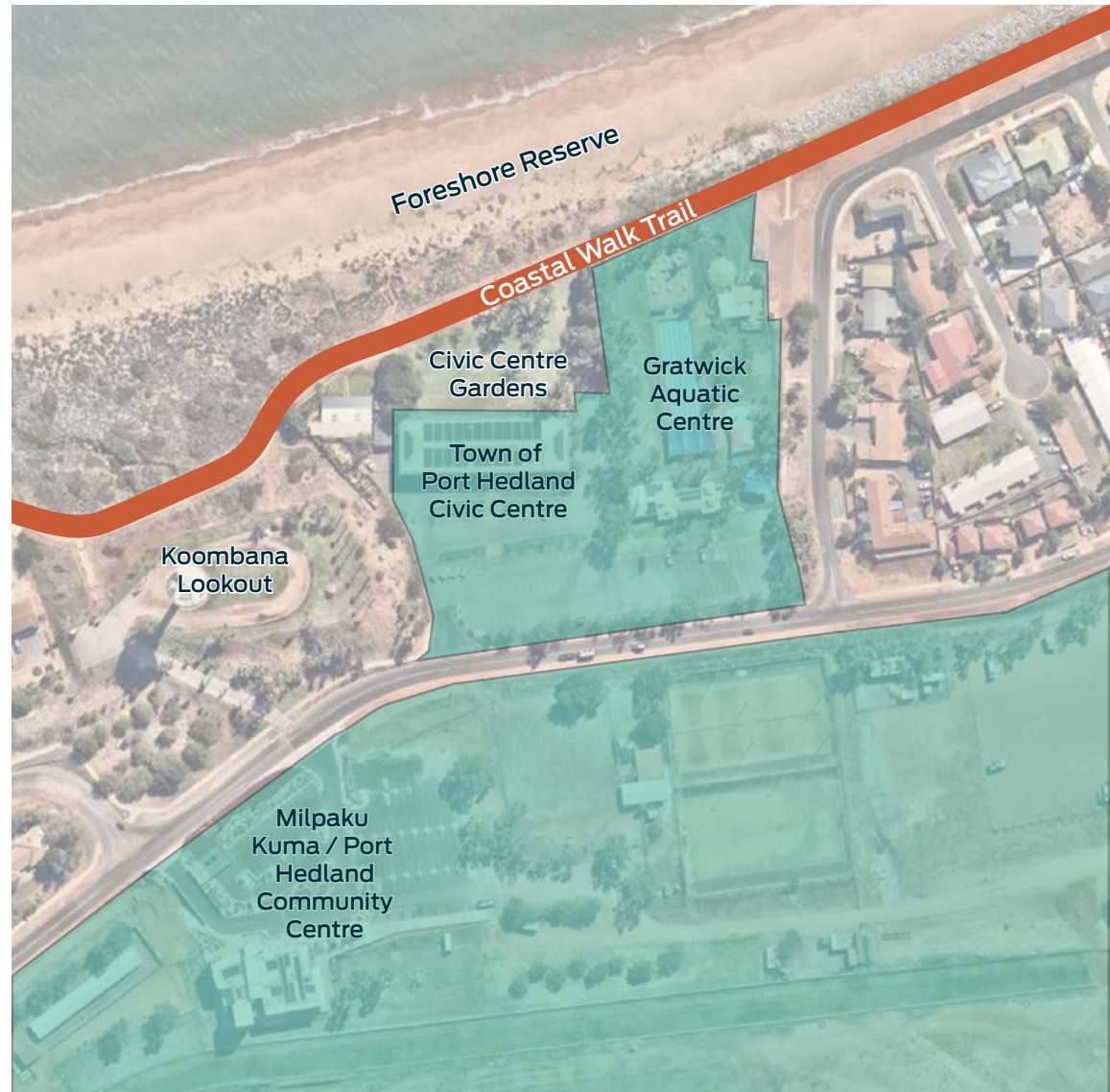
Vehicle Wayfinding Road Signs

Road signs are primarily for wayfinding to destinations and attractions and are subject to specific MRWA guidelines and standards. The MRWA road signs are internationally recognised by visitors, especially when standard universal symbols are used. The underlying approach emphasised in the state and national signage guidelines is to limit the number of signs installed on the road network and consolidate them where possible. This is to ensure road safety and minimise visual clutter.

There are four main categories of road signs used by visitors to find tourist attractions and facilities in Australia. These are:

1. **Directional signs** (white on green) are intended to provide directions to localities.

2. **Tourist attraction signs** (white on brown) are intended to direct to or refer to tourist facilities (excluding visitor information centres), or mark tourist drive routes. The tourist facility must meet the MRWA criteria to be considered for this sign.

3. **Services signs** (white on blue) are intended to forewarn of roadside and commercial service facilities and visitor information centres on the road ahead, or on a side road, or may advise of a lack of a services.

4. **Community facility signs** (white on blue) intended to direct to or refer to community facilities.

Some examples are on the following pages. However, there are various sign types outlined in the MRWA Guidelines, Technical Library/Sign Index, and Australian Standards.

Signage Family + Style Guide

Code	V1	V2	V3	V4	V5
Name	Advance Directional	Advance Directional Diagram	Intersection Directional	Fingerboard Directional Signs	Fingerboard Street Name Sign
Purpose	Provides users with directional information prior to entering intersections to allow time for drivers to select routes. It should direct users to main destinations.		Confirms route and directions for users at intersections and guide them to destinations.	Directs users to community facilities or tourist destinations throughout the Town.	Identifies street names at intersections.
Style Guide	MRWA Policies, Guidelines, and Technical Drawings				Town of Port Hedland Signage Style Guide
Notes	1. Sign type, use, and design must be consistent with MRWA Guidelines, Technical Library/Sign Index, and Australian Standards. 2. Any signage on a state road needs MRWA approval.				

Pedestrian Wayfinding Signs and Interpretive Signs

Pedestrian wayfinding signage supports the road signage and can be designed to reflect the area's unique character and place branding. The signage system was developed to reflect the local identity and character of Port Hedland and South Hedland and features a standard design across all elements to create a seamless journey and enhance the visitor experience.

The colour palette and materiality were chosen to reflect the environmental characteristics of the Town and to create a sense of place, presenting both suburbs as a cohesive community. The structural elements are finished with Corten Bronze which is synonymous with the colours of the region. Coastal Blue is the panel colour which offers a contrast to the Corten and

reflects the coastal aspect of the town, the sea and the sky. Derived from Acacia leaf forms, an abstract pattern has been developed for regional context and as a wayfinding identifier. The signs should be placed in similar locations at sites so that visitors understand where to look for information.

Signage Family + Style Guide

Pedestrian Wayfinding Signs and Interpretive Signs
CONTINUED

Code	P1	P2	P3	P4	P5	P6	P7
Name	Pedestrian Sign	Marker Sign	Directional Sign	Blade Sign	Locational Sign	Interpretive Column Sign	Interpretive Large Format Sign
Purpose	Indicates the direction to nearby points of interest by arrows, or through a simplistic map or location reference when part of a walking trail. Used at important nodes, decision points, and along walking trails.	Used at less important points of interest, particularly along walking trails, and where locational signs are not appropriate. They feature the name of the place and reassure routes with place references/ directions similar to the pedestrian signs.	A larger format sign for providing directions where legibility from a distance is required or in locations that will be viewed by both vehicles and pedestrians.	Fixed to dedicated poles and apply where legibility from a distance is required and routes departing from decision points are few. They are at a scale that is appropriate for pedestrian wayfinding and should only be used where the vehicle wayfinding signage family is not appropriate.	Indicates key destinations. They are used at arrival points or where they may be viewed by both vehicles and pedestrians and a larger format is required. They are used at all public locations that are not part of a Town of Port Hedland facility or precinct with separate branding.	Identifies a site, place, or story of historical or cultural significance. It is used where a smaller footprint or higher visibility is required such as on a pedestrian path. It can be stand alone or in proximity to a pedestrian or marker sign. The graphics and displays feature on both sides of the column sign.	Identifies a site, place, or story of historical or cultural significance. It is generally used where a larger amount of content is required, however it can be modified to have one, two, or three panels. It can be stand alone or in proximity to a pedestrian or marker sign.
Style Guide	Wayfinding Signage Style Guide						
Notes	1. This sign can provide features such as QR codes, allowing content to be updated dynamically as changes occur.				1. Lighting of sign is recommended.	1. This sign can provide features such as QR codes, allowing content to be updated dynamically as changes occur.	

Town of Port Hedland Facility Signs

The Town of Port Hedland facility signage has been designed to provide a family of signs that reflect the Town's branding across multiple facilities. The Town of Port Hedland facility signs apply to the staffed facilities including the Civic Centre, Gatwick Aquatic Centre, Wanangkura Stadium, South Hedland Aquatic Centre, JD Hardie Youth and Community Hub, South Hedland Library, and Infrastructure Operations Facility. It does not apply to un-staffed areas such as parks and cemeteries. The signage family features a standard design across all facilities, while reflecting the different facility brands, to create an integrated visitor experience.

Signage Family + Style Guide
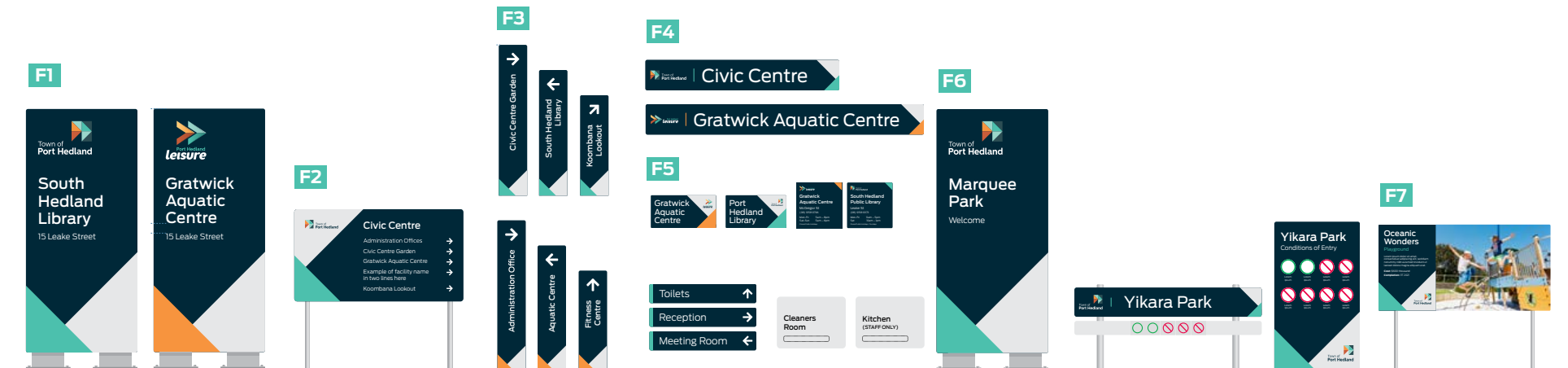
Town of Port Hedland Facility Signs
CONTINUED

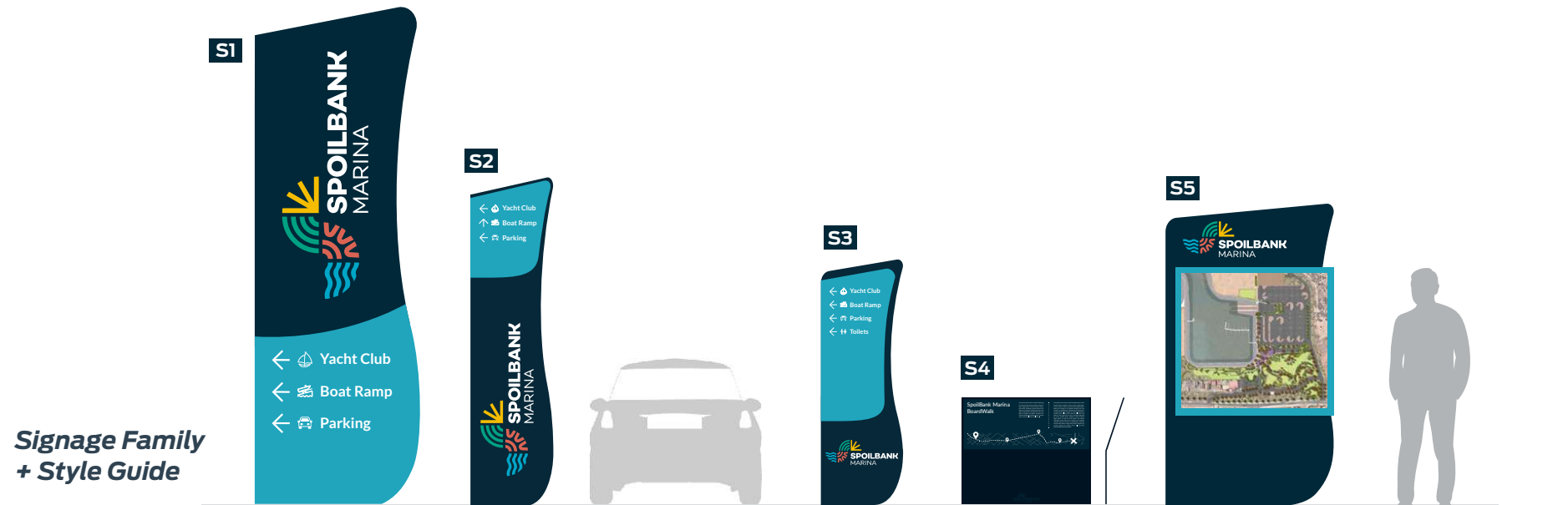| Code	F1	F2	F3	F4	F5	F6	F7
Name	Entry & Welcome Sign	Facility Directional Sign	Facility Pedestrian Wayfinding Sign	Facility Building Sign	Internal Directional Signs and Door Plaque	Facility Park and Amenity Sign	Project Sign
Purpose	Used at the entrances to facilities. These signs can be used in either single sided or double sided applications and should include the address.	Used at primary entrances (Type A) and pedestrian and secondary entrances (Type B) to Town of Port Hedland facilities that have numerous services clustered in the same location and require the listing and wayfinding to these services.	Provides a larger format for providing directions where they may be viewed by both vehicles and pedestrians, but the pedestrian signs and vehicle wayfinding signage family is not appropriate. They only indicate the directions to nearby points of interest.	Used at decision points at facilities and buildings to assist pedestrians to find their way to their destination or a particular location.	Used within facilities and buildings to assist people with finding their destination. Silver Door Plaques can also be used to identify rooms within the facility.	Used at the entrance to any of the parks that are located within Town of Port Hedland facilities. Regulatory icons can be used to inform people about what is allowed and not allowed in the park. All of these signs can be used in either single or double sided applications.	Identifies upcoming developments and projects happening within the Town of Port Hedland. The signs are to be placed on the sites of the development or project.
Style Guide	Town of Port Hedland Signage Style Guide						
Notes	1. May have an inbuilt digital display screen 2. Lighting of sign is recommended		1. Lighting of sign is recommended				1. Sign must be removed on project completion

Spoilbank Marina Signs

The Spoilbank Marina signage has been designed to align with the Town of Port Hedland facility signage whilst establishing a unique identity for the precinct. The signage family aims to allow easy wayfinding to key destinations and facilities, as well as compliment public art installations and the natural landscape.

Signage Family + Style Guide

Code	S1	S2	S3	S4	S5
Name	Major ID Sign	Directional Sign	Wayfinding Sign	Informational Signs	Informational Map Sign
Purpose	Major entry sign that is to be used at the primary entrance to Spoilbank Marina.	A larger sign that provides directions primarily to vehicles at decision points.	Used at important nodes and decision points to indicate the directions to nearby points of interest.	Provide location reference when part of a walking trail. They can also be used to identify a site or place, share educational information, or tell a story of historical or cultural significance.	Used at important nodes to provide a location reference to pedestrians through a simplistic map.
Style Guide	Spoilbank Marina Signage Style Guide				
Notes					

Regulatory Signs

Regulatory signs inform users of operational and safety information, codes of conduct and site operations including statutory signage. They have been designed to reflect the Town's branding while providing clear messaging and iconography that informs people of any local laws and identifies any necessary health warnings.

Signage Family + Style Guide

Code	R1	R2	R3	R4
Name	Dog Related Signs	Activities Not Permitted Signs	Health Warning Signs	CCTV Signs
Purpose	Used in parks to advise people if dogs must be on leash or may be off leash and advise availability of Poo-ch pouches.	Advises people of activities that are not permitted. They may have one or more non permitted icons per sign.	Identifies health related warnings. They are generally used for warning of hazardous condition that are generally not life-threatening, but a real danger exists and a warning is necessary.	Used around buildings and facilities around the Town of Port Hedland area. They are to warn and inform people of the security measures implemented by the Town.
Style Guide	Town of Port Hedland Signage Style Guide			
Notes	1. Signage designs outside of these may be required. They must follow the Town of Port Hedland Signage Style Guide. 2. Do not co-locate regulatory signs onto the same posts/ poles as existing wayfinding signage. A separate pole should be used.			

5.

Placement of Signs

Signage location and size should be considered carefully in the planning process to aid site navigation by users of all abilities. When entering a new space, users will rely on their recognition of familiar experiences in similar environments to influence their decision making behaviour. During every journey a user will come to a point where they need to decide on the next direction for their journey. This is called a decision point.
A good wayfinding system should indicate, at every decision point, where to go next to reach the destination.

Principles of Placement

Placement of signage requires careful consideration and should take into account:

1. **Legibility**
   Consider the audience (vehicle, pedestrian, cyclist, wheelchair user) with regard to the viewing distance and speed at which the signs will be viewed. See the applicable Style Guides for more details.

2. **Accessibility**
   Ensure the signage is situated at appropriate heights and locations to allow for users of varying capacities. Avoid physical obstructions like overhanging vegetation or street furniture.

3. **Orientation**
   Place signs to maximise legibility and accessibility and have the highest visual impact for visitors.

Factors to consider:

- Position signs free of visual obstructions and in optimum sight lines.

- Place wayfinding signage at key decision points and locations that will access the largest audience.

- Over signing can be confusing and discouraging for users.

- Remove obsolete or redundant signage and consolidate signage where possible.

- Consider the hierarchy of signage when signing a walk or trail.

- An appropriately sited sign should be obvious but not dominant.

- Be conscious of the scale of neighbouring elements such as buildings, so as not to reduce the sign's perceived scale.
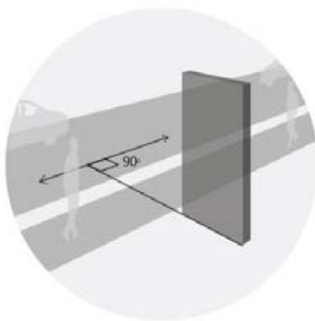
Plinth Style signs

Place perpendicular to user's sight and line of movement.

Fingerboard signs

Place at intersections parallel to user's line of movement towards destinations.
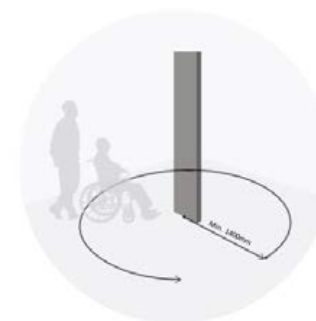
Clearance

The clear zone in front of information signage should be minimum 1400mm radius.

2000 mm —

Optimal placement for information 900 - 1500mm

1500 mm —

1000 mm —

700–1000mm

500 mm —

No information below 600mm

Viewing heights – *All signs should be designed with best-practice viewing heights in mind to ensure users can always easily access information.*

6.

Signage Maps and Integrated Technology

Maps — Any maps created for signage should be designed with the colour palette and typography guidelines seen in the applicable style guide.

- Include a 'you are here' indicator
- Are at the right scale to be legible in the situation
- Show the larger area for orientation along with local areas or specific sections
- Give indications of distances to destination — walking or driving time
- Include arrows, clear text and universal symbols
- Are at eye level on visitor information boards, interpretive panels
- Maps used on pedestrian wayfinding signage are oriented to the direction the visitor is facing (no longer with north at the top)
- Iconography should be considered when creating maps to highlight key points of interest such as cafés, museums, bus stops etc.

Spoilbank Marina signage with map example

Integration of Technology

There are many ways to engage with visitors through the digital environment. Some lower cost options are below.

QR Codes

QR codes are easy to create and include on signage. They can link to web pages with additional information and audio which can be updated when required and there is minimal cost to using them.

Beacons

A beacon is a small, low-cost piece of hardware that can be placed inside sign panels, in buildings, etc (someplace where they will not be damaged). The beacons are used for wayfinding and orientation. They can be fitted to interpretive points to add audio or obtain additional content. They employ Bluetooth low-energy (BLE) wireless technology to pinpoint the location of users in places/buildings or on trails to deliver messages to their mobile devices. Beacons work when the user has the related app installed on their smartphone. A beacon emits a BLE signal when a phone comes within range of the signal. They identify the user's location, the location of their destination and the fastest way to get to there. Costs vary depending on number of Beacon locations and privacy considerations to be take into account.

Interactive signage

Interactive signage can be used to encourage social media sharing and raises awareness of the place and are best located at iconic locations. An example of this type of interactive sign is at a popular lookout on the Cradle Mountain Walk, Cradle Mountain – Lake St Clair National Park in Tasmania. In Port Hedland it could be used at lookouts such as the Dampier Salt lookout or Captain Bert Madigan Park overlooking the ships in the port.

Augmented Reality (AR)

Through phone apps, AR can be used to overlay virtual images over real life to enable digital historic and interpretive story telling. An example of this is the 'iPhone Time Machine' project by Brother and Sister for the Museum of London, which utilises augmented reality to composite archival photographs over real word locations via an iPhone application. AR may also be used to improve functional vision in people that are blind or low vision by translating spatial information into colour-coded, high contrast visual patterns. Audio prompts may also be used to give objects and/or areas the ability to have simple audio cues. A QR code can be used to link to the app store to access an AR app.

Example of interactive signage at the Cradle Mountain Walk

Example of AR from the 'iPhone Time Machine' project.

7.

Implementation
A Roadmap for Rollout

PHASE 1
Develop the Tools

Review

Review of Town of Port Hedland Signage Policies

1.1 Review and update TOPH signage style guide in line with the Signage Strategy recommendations.

1.2 Develop a style guide for entry statements and visitor information boards in line with the Pedestrian Wayfinding Style Guide.

1.3 Promote Port Hedland's participation in the Warlu Way drive trail.

1.4 Investigate suitable areas for dual place naming for signage across the Town.

1.5 Develop a register for dual named places within the Town including written and audio pronunciation.

1.6 Explore opportunities for funding signage implementation, including grants and business and community contributions.

Audit

Audit existing signage condition

1.7 Conduct a detailed audit of existing vehicle wayfinding signage across the LGA using *Appendix 2 - Signage Audit Template*.

1.8 Conduct a detailed audit of existing pedestrian wayfinding signage within the townsite boundary using *Appendix 2 - Signage Audit Template.*

1.9 Conduct a detailed audit of existing TOPH facility signage using *Appendix 2 - Signage Audit Template*.

1.10 Conduct a detailed audit of existing regulatory signage within the townsite boundary using *Appendix 2 - Signage Audit Template*.

1.11 Develop an asset register for all audited signage and new signage.

1.12 Review the condition of all audited signage and remove all signs that are no longer relevant or replace those are in poor condition.

PHASE 2 Sign Design

Locate

Determine Signage Locations

2.1 Map primary routes to key destinations including caravan parks, RV overflow are and RV Dump Points.

2.2 Identify locations for any new signs that are missing from the existing signage system.

2.3 Develop signage plans for all key road intersections, town centres, and primary shared paths.

2.4 Investigate any walking trails that could be established within the Town.

Collect

Content Collection

2.5 Collect content for interpretive signage

PHASE 3 Roll Out

Install

Procurement and installation

3.1 Engage opportunities for funding for signage implementation.

3.2 Undertake detailed design of all proposed sign faces.

3.3 Procure and install new signs.

3.4 Add all new signs to the asset register.

Maintain

Ongoing maintenance & review

3.5 Develop a maintenance and replacement program for all signage.

3.6 Replace all signage assets at end of life with new signage designed in applicable Style Guide.

3.7 Maintain, replace and audit the content of wayfinding and interpretive signage to ensure it remains relevant.

3.8 Undertake a 2 yearly minor review of this Signage Strategy.

3.9 Undertake a 2 year review of any construction drawings to ensure compliance with the NCC.

Implementation Program

Implementation is a fluid process. The phases and activities are presented in a logical order but not lock-stepped sequence. Several activities may be in process at any given time, and as the journey progresses, some decisions may need to be revisited and modifications made to the plan. Timing refers to short term (0-2 years), medium term (2-5 years) and long term (5+ years).

Phase 1 - Develop the Tools
Review of Town of Port Hedland signage policies

	Task	Signage Family	Timing	Town's Role	Partner Agencies
1.1	Review and update TOPH signage style guide in line with the Signage Strategy recommendations.	▪ TOPH Facility ▪ TOPH Regulatory	Short term	Regulator	
1.2	Develop a style guide for entry statements and visitor information boards in line with the Pedestrian Wayfinding Style Guide.	▪ Vehicle Wayfinding ▪ Pedestrian Wayfinding	Medium term	Funder	MRWA
1.3	Promote Port Hedland's participation in the Warlu Way drive trail.	▪ Vehicle Wayfinding	Short term	Advocate, Partner	Pilbara Tourism Association, Australia's North West, Pilbara Development Commission, and MRWA
1.4	Investigate suitable areas for dual place naming for signage across the Town.	▪ Pedestrian Wayfinding ▪ TOPH Facility ▪ Spoilbank Marina	Short term	Facilitator, Partner	Kariyarra Aboriginal Corporation
1.5	Develop a register for dual named places within the Town including written and audio pronunciation.	▪ Pedestrian Wayfinding ▪ TOPH Facility ▪ Spoilbank Marina	Short term	Provider, Partner	Kariyarra Aboriginal Corporation

	Task	Signage Family	Timing	Town's Role	Partner Agencies
1.6	Explore opportunities for funding signage implementation, including grants and business and community contributions.	- Vehicle Wayfinding - Pedestrian Wayfinding - TOPH Facility - TOPH Regulatory	Short term	Funder, Partner, Advocate	Grant funders

Audit existing signage condition

	Task	Signage Family	Timing	Town's Role	Partner Agencies
1.7	Conduct a detailed audit of existing vehicle wayfinding signage across the LGA using *Appendix 2 - Signage Audit Template.*	Vehicle Wayfinding	Short term	Provider, Regulator	MRWA
1.8	Conduct a detailed audit of existing pedestrian wayfinding signage within the townsite boundary using *Appendix 2 - Signage Audit Template.*	Pedestrian Wayfinding	Short term	Provider, Regulator	
1.9	Conduct a detailed audit of existing TOPH facility signage using *Appendix 2 - Signage Audit Template.*	TOPH Facility	Short term	Provider, Regulator	
1.10	Conduct a detailed audit of existing regulatory signage within the townsite boundary using *Appendix 2 - Signage Audit Template.*	TOPH Regulatory	Short term	Provider, Regulator	
1.11	Develop an asset register for all audited signage and new signage.	All	Short term	Provider, Regulator	
1.12	Review the condition of all audited signage and remove all signs that are no longer relevant or replace those are in poor condition.	- TOPH Facility - TOPH Regulatory	Short term	Provider, Regulator	MRWA

7 Implementation

Phase 2 - Sign Design

Determine Signage Locations

	Task	Signage Family	Timing	Town's Role	Partner Agencies
2.1	Map primary routes to key destinations including caravan parks, RV overflow are and RV Dump Points.	• Vehicle Wayfinding • Pedestrian	Short term	Provider, Funder	
2.2	Identify locations for any new signs that are missing from the existing signage system.	• All	Medium term	Provider, Regulator	MRWA
2.3	Develop signage plans for all key road intersections, town centres, and primary shared paths.	• Vehicle Wayfinding • Pedestrian Wayfinding	Medium term	Provider, Funder	MRWA
2.4	Investigate any walking trails that could be established within the Town.	• Pedestrian Wayfinding	Medium term	Provider	

Content Collection

	Task	Signage Family	Timing	Town's Role	Partner Agencies
2.5	Collect content for interpretive signage including: • Aboriginal and non-Aboriginal history and stories • Details of natural flora and fauna (e.g., flatback turtles) for community education and conservation signs • Public art locations and information.	• Pedestrian Wayfinding • TOPH Facility	Medium term	Provider, Partner, Funder	Community organisations including all Traditional Owner groups, Care for Hedland, etc.

Phase 3 - Roll Out

Procurement and Installation

	Task	Signage Family	Timing	Town's Role	Partner Agencies
3.1	Engage opportunities for funding for signage implementation.	▪ All	Ongoing	Advocate, funder	Grant providers
3.2	Undertake detail design of all proposed sign faces.	▪ All	Medium term	Funder	
3.3	Procure and install new signs either as: ▪ A signage specific project (higher priority first) ▪ Part of another Town project ▪ Ongoing renewals at end of life	▪ All	Ongoing	Provider, funder	MRWA
3.4	Add all new signs to the asset register	▪ All	Ongoing	Regulator	

Ongoing maintenance & review

	Task	Signage Family	Timing	Town's Role	Partner Agencies
3.5	Develop a maintenance and replacement program for all signage.	▪ All	Short term	Regulator	
3.6	Replace all signage assets at end of life with new signage designed in applicable Style Guide.	▪ All	Ongoing	Provider, funder	MRWA
3.7	Maintain, replace and audit the content of wayfinding and interpretive signage to ensure it remains relevant.	▪ Pedestrian Wayfinding ▪ TOPH Facility ▪ Spoilbank Marina	Ongoing	Provider, Partner, Funder	Community organisations including all Traditional Owner groups, Care for Hedland, etc.
3.8	Undertake a 2 yearly minor review of this Signage Strategy.	▪ All	Ongoing	Regulator	
3.9	Undertake a 2 year review of any construction drawings to ensure compliance with the NCC.	▪ All	Ongoing	Regulator	

Funding

Renewal or Removal of Existing Signs

Funding is provided through the Town's Long Term Financial Plan 2022 – 2037, for 'Infrastructure – Other Renewals' which covers end of life replacement / removal of existing assets.

New Signs as Part of Another TOPH Project

Currently the majority of new signage is undertaken as part of another Town projects such as parks (e.g., Koombana lookout upgrades) and development of new Town facilities e.g., SHISH, arts and culture precinct, new civic centre. Funding is provided through the Town's Long Term Financial Plan 2022 – 2037 and other partnerships / grant funding on a project-by-project basis.

New Signage Outside of Another TOPH Project

The Town's budget includes an annual budget of $100,000 per year for new signage.

Although there is funding available in this pool, additional funding will be required to ensure that the full implementation is achieved in a timely manner. There are ample State government grants available for signage implementation, including but not limited to:

- Coast West Grants Program - Interpretive and Regulatory signage
- Heritage Grants Program - Interpretive signage
- Preserve, Promote and Protect our Aboriginal Sites Grants Program - Interpretive signage

Due to funding constraints, it may not be possible to install all new signs simultaneously. Prioritising installation with an implementation program for installing the signs is required, with all identified locations for new signage (Implementation Task 2.2) to be identified as a high, medium or low priority.

- **High Priority** - Indicates signage which is important for effective way-finding and should be installed as quickly as possible. High priority should be given to signs which are located in town centres (West End and South Hedland Town Centre), enhance the sense of arrival in the Port Hedland LGA, and improve safety in the LGA.
- **Medium Priority** - Signage that may be installed after high priority works have been completed or on an as needs basis. Medium priority should be given to upgrading street signs and improving pedestrian way finding in areas outside town centres, such as in parks and along primary shared paths.
- **Lower Priority** - May be undertaken after the completion of medium priority works or on an as needs basis.

General Process for the Creation of Signage

The following diagram is a useful overview of the signage planning, design and implementation process. It outlines the key stages and approval points and should be used as a guide for those involved with signage.

Plan & Design ··· **Approvals** ··· **Implementation**

UNDERSTAND → IDENTIFY → AUDIT → PLAN → DESIGN → COST → PERMITS → PROCURE → PRODUCE → INSTALL → MAINTAIN

Plan and Design

1. **Understand** - Read relevant manuals, style guides and any previously undertaken signage plans.

2. **Identify** - Understand the needs and purpose of the sign, including its role within the overall signage system, which 'family' is applicable, and which sign type is best suited.

3. **Audit** - Visit the site and audit all existing signage.

4. **Plan** - Develop a signage plan locating all signs needed and/or to be removed.

5. **Design** - Collect content and style guide templates and send to designer for detailed design.

6. **Cost** - Have signage costed.

Approvals

7. **Permits** - Obtain any required permits or approvals

8. **Procure** - Undertake the required procurement process in line with TOPH policy

Implementation

9. **Produce** - Prepare finished content, signage location plans, and construction drawings and have the signs manufactured.

10. **Install** - Get signage installed by an appropriately qualified contractor.

11. **Maintain** - Regularly check signage conditions and maintain as necessary.

APPENDIX 1 SIGNAGE REFERENCE GUIDE

No.	Location	Type	Purpose	Style Guide	Ref
1	All areas	Regulatory	Dog related	Town of Port Hedland Signage Style Guide	7.2
2	All areas	Regulatory	Activities not permitted signs	Town of Port Hedland Signage Style Guide	7.3, 8.5
3	All areas	Regulatory	Hazard and Health Warning Signs	Town of Port Hedland Signage Style Guide	7.4, 8.6
4	All areas	Regulatory	CCTV signs	Town of Port Hedland Signage Style Guide	7.5
5	All areas	Regulatory	Turtles	Town of Port Hedland Signage Style Guide	To be designed
6	All areas	Regulatory	Beach access	Town of Port Hedland Signage Style Guide	To be designed
7	All areas	Regulatory	Revegetation area	Town of Port Hedland Signage Style Guide	To be designed
8	All areas	Regulatory	Cyclone warning sign	N/A	N/A
9	All areas	Interpretive	Public art plaque	Town of Port Hedland Signage Style Guide	To be designed
10	All areas	ToPH Facility Sign	Town of Port Hedland project sign	Town of Port Hedland Signage Style Guide	6.2, 6.3
11	Road reserve – State	Welcome/ Entry	Gateway signs - welcome and thank you	MRWA Policy and Application Guidelines: Tourist and Service Signs	9.0
12	Road reserve – State	Vehicle Wayfinding	Themed tourist route signing (e.g., Warlu Way)	MRWA Policy and Application Guidelines: Tourist and Service Signs	10.0
13	Road reserve – State and Local	Vehicle Wayfinding	Tourist information centre signs	MRWA Policy and Application Guidelines: Tourist and Service Signs	7.2

No.	Location	Type	Purpose	Style Guide	Ref
14	Road reserve - State	Welcome/ Entry	Tourist information bay signs	MRWA Policy and Application Guidelines: Tourist and Service Signs	7.3
15	Road reserve - State and Local	Vehicle Wayfinding	Traveller facilities signs (e.g., fuel, meals, accommodation, public toilets, effluent dump sites)	MRWA Policy and Application Guidelines: Tourist and Service Signs	11.0
16	Road reserve - State and Local	Vehicle Wayfinding	Tourist feature and establishment signs (e.g., natural features, aboriginal heritage, art gallery, museum)	MRWA Policy and Application Guidelines: Tourist and Service Signs (Symbols also in ToPH Signage Style Guide, 8.4)	8.0, Appendix 1
17	Road reserve - State and Local	Vehicle Wayfinding	Public and commercial facilities (e.g., airport, hospital, town centre, sporting facility, accommodation)	MRWA Policy and Application Guidelines: Tourist and Service Signs	12.0
18	Road reserve - State and Local	Vehicle Wayfinding	Community facility signage (e.g., town hall, civic centre, post office, police station, library)	MRWA Policy and Application Guidelines: Tourist and Service Signs	14.0
19	Road reserve - State and Local	Vehicle Wayfinding	Fingerboard service and/or tourist feature	MRWA Policy and Application Guidelines: Tourist and Service Signs	8.0, 14.0
20	Road reserve - Local	Vehicle Wayfinding	Fingerboard street name sign	Town of Port Hedland Signage Style Guide	3.4
21	Town of Port Hedland Facility	ToPH Facility Sign	Facility entry statement	Town of Port Hedland Signage Style Guide	2.3
22	Town of Port Hedland Facility	ToPH Facility Sign	Primary entrances	Town of Port Hedland Signage Style Guide	3.2 - Type A
23	Town of Port Hedland Facility	ToPH Facility Sign	Pedestrian and tertiary entrances	Town of Port Hedland Signage Style Guide	3.2 - Type B

No.	Location	Type	Purpose	Style Guide	Ref
24	Town of Port Hedland Facility	ToPH Facility Sign	Pedestrian wayfinding sign	Town of Port Hedland Signage Style Guide	3.3
25	Town of Port Hedland Facility	ToPH Facility Sign	Information/ education/ storytelling	Town of Port Hedland Signage Style Guide	To be designed
26	Town of Port Hedland Facility	ToPH Facility Sign	Building facility entrance sign	Town of Port Hedland Signage Style Guide	4.2
27	Town of Port Hedland Facility	ToPH Facility Sign	Secondary facility entry sign	Town of Port Hedland Signage Style Guide	4.3
28	Town of Port Hedland Facility	ToPH Facility Sign	Information entry sign	Town of Port Hedland Signage Style Guide	4.4
29	Town of Port Hedland Facility	ToPH Facility Sign	Facility opening plaques	Town of Port Hedland Signage Style Guide	4.8
30	Town of Port Hedland Facility	ToPH Facility Sign	Internal directional signs	Town of Port Hedland Signage Style Guide	4.5
31	Town of Port Hedland Facility	ToPH Facility Sign	Internal room label	Town of Port Hedland Signage Style Guide	4.6, 4.7
32	Town of Port Hedland Facility	ToPH Facility Sign	Toilet / changeroom signs	Town of Port Hedland Signage Style Guide	8.2, 8.3
33	Town of Port Hedland Facility Park	ToPH Facility Sign	Primary entrances	Town of Port Hedland Signage Style Guide	5.2
34	Town of Port Hedland Facility Park	ToPH Facility Sign	Pedestrian and tertiary entrances	Town of Port Hedland Signage Style Guide	5.3

No.	Location	Type	Purpose	Style Guide	Ref
35	Town of Port Hedland Facility Park	Regulatory	Activities not permitted sign	Town of Port Hedland Signage Style Guide	5.4, 7.1
36	Town centre area	Pedestrian Wayfinding	Directions to key locations	Wayfinding Signage Style Guide	1A, 5
37	Town centre area	Interpretive	Information/ education/ storytelling	Wayfinding Signage Style Guide	1B, 6, 7A, 7B
38	Park - not located in a Town facility	Vehicle and Pedestrian Wayfinding	Primary entrances	Wayfinding Signage Style Guide	4
39	Park - not located in a Town facility	Vehicle and Pedestrian Wayfinding	Pedestrian and tertiary entrances	Wayfinding Signage Style Guide	2
40	Park - not located in a Town facility	Interpretive	Information/ education/ storytelling	Wayfinding Signage Style Guide	1B, 6, 7A, 7B
41	Footpath/ walking trail	Pedestrian Wayfinding	Directions to key locations	Wayfinding Signage Style Guide	1A, 5
42	Footpath/ walking trail	Interpretive	Information/ education/ storytelling	Wayfinding Signage Style Guide	1B, 6, 7A, 7B
43	Footpath/ walking trail	Pedestrian Wayfinding	Entry to beach access node	Wayfinding Signage Style Guide	5

To audit the signage as per the recommended actions, the following methodology is proposed.

1. Drive each road in both directions and assessing it from a motorist's perspective

2. Walk around South Hedland town centre, West End, primary shared paths, and key routes in both directions and assessing it from a pedestrian's perspective

3. Recording the GPS location and photographing all existing signs, noting any signage requirements and gaps (i.e. locations that require a sign, where there is currently no sign)

4. Consider the signage requirements and make one or more of the following recommendations, with reference to this Strategy and MRWA road signage standards.

   - No updates required
   - Maintenance required
   - Consolidate sign
   - New sign required
   - Remove sign

5. Plot the outcomes on a Google Earth map and as a spreadsheet (example below)

Ref.	Sign message	Route	Sign type	Photo of existing	Sign visibility	Sign functionality	Sign condition	Sign connectivity	Sign action priority	Recommend action
01	e.g., Great Northern Highway	e.g., Wilson Street	e.g., Green diagrammatic advance warning sign		Visible/ Not visible	Poor/ Fair/ Good	Poor/ Fair/ Good	Poor/ Fair/ Good	Low/ Medium/ High	No Changes/ Maintenance Needed/ Replace Sign Panel / New Sign/ Remove

Town of Port Hedland

Civic Centre
13 McGregor Street
Port Hedland WA 6721

ph: (08) 9111 5000
e: council@porthedland.wa.gov.au
web: www.porthedland.wa.gov.au

Town of
Port Hedland