

Category: Traffic & Public Transports

Project: Moreton Bay Cycleway Wayfinding System

What was the challenge?

The 150 kilometre long Moreton Bay Cycleway (MBC) is the longest planned cycle route on Australia's east coast running across four local government areas from Bribie Island in the North to Redland Bay in the South. The MBC project is planned to roll out over a 5 year program linking and upgrading existing paths with new paths.

The MBC will not only assist regular cyclists and commuters, it will also be part of a wider tourism campaign for Moreton Bay promoting greater recreation such as cycling trips to nearby islands.

Our brief was to develop a simple, cost effective sign system that could be rolled out over time. The signage system was intended to clearly identify the cycleway and then provide information and advice for cyclists travelling on the cycleway. The signage would give all visitors a sense of confidence when travelling and assist with public safety and security.

What was the solution?

We have developed a simple 'Kit of Signs' that can be applied as specific sections of the MBC are completed. The signs strength is in their use of a simple identifier, use of colour in the landscape as well as detailed information tailored to meet the needs of the cyclists.

Also, traditionally, signs for cyclists may carry information that is high for their riding position forcing the cyclist to look up. The positions of the new signs provide safe and user-friendly viewing planes for cyclists in motion.

The 'MBC' identifier incorporates an international bicyclist pictogram and is intended for quick recognition used in different ways in different environments.

The family of wayfinding signs introduces a distinct colour palette into the landscape. The green identifier graphics are contrasted with orange place identification names.

Sign types include major information signs, distance markers, and various directional signs including on-road route markers.

Both micro and macro mapping are used to allow the cyclist to both plan their journeys as well as know which services are located in their immediate vicinities such as public facilities, police and local tourism opportunities.

Distance marker signs are also used to assist cyclists in monitoring their progress on their journeys.

The sign construction is intended to be simple and cost effective as different manufacturers may produce the signage over time. Given the bay side location, stainless steel posts and fixings are used to minimise corrosion.

What was the effect?

The cycleway symbolises an important linkage across many different environments where all parties can benefit by providing greater public access and use of Moreton Bay's many recreational sites. The sign system has been embraced by the four Councils (literally).

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