



FRANKSTON WATERFRONT WAYFINDING STRATEGY

HEINE JONES

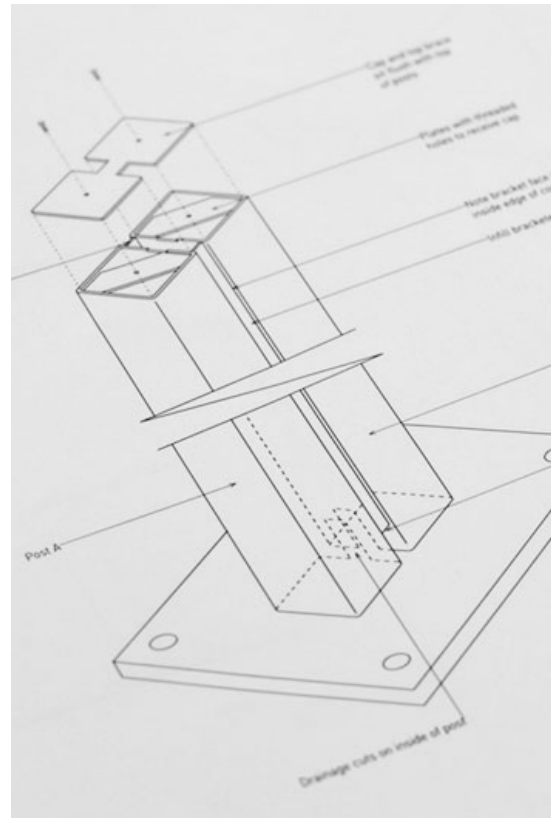
In 2008-2009, HeineJones created pedestrian wayfinding signage for Frankston's redeveloped waterfront precinct, with links to and from public transport, recreational facilities and the central activity district.

OVERVIEW

Comprising directional, regulatory, identification and interpretive elements, the signs combine a distinctive colour code, maps, text, symbols and pictograms to convey clear wayfinding, access, amenity and regulatory information. Stainless steel posts and the colour code – blue for waterfront, green for parks and gardens,

orange for bicycle routes and red for the central activity district – draw on design themes familiar in nautical flags, yachts and bathing boxes. The signs are designed to be resistant to vandalism, robust and economical to maintain in harsh urban and coastal environments.

Left: Example of wayfinding signage, Right: Detail of design documentation



KEY FACTS

Client: City of Frankston

Scope: Wayfinding signage system – site audit, design, prototypes and specifications for production and installation of six sign types at 54 locations

Timeline: Delivered on time: May 2008 to February 2009

Location: Frankston waterfront and central activity district

Team: Mike Heine, Steve Jones, Kim Beckers and Krista Malloch; Florence Jaquet and Paul Laycock, Laycock Jaquet Landscape Architecture; and contractors engaged and managed by HeineJones: VC Gallagher Structural Engineers and Banana Graphics Sign Builders.

CREATIVE APPROACH & METHODOLOGY

HeineJones consulted closely with the City of Frankston and key stakeholders to determine communication needs and priorities. Stakeholder presentations and workshops were integral to the design and development process through which the wayfinding strategy and design concepts were finalised.

HeineJones conducted a detailed site audit to measure traffic flow, map cycle and pedestrian routes and usage patterns, and identify locations for directional, regulatory, identification and interpretive signs. HeineJones developed a cohesive design concept, combining international standards in lettering and graphic communication elements with distinctive elements unique to the Frankston project.

HeineJones presented the City of Frankston with a 60 page document detailing specifications, standards, options and costings for the production and installation of the system. This clear and comprehensive document facilitated a competitive tender and enabled the selected contractor to build and install the entire signage system without any further direction or clarification.

CHALLENGES

The project required broad consultation with a large steering committee and diverse stakeholders – Frankston City Council, community groups and members, Parks Victoria, the Frankston Chamber of Commerce and the Victorian Department of Sustainability & Environment. HeineJones employed a range of consultative methods – direct liaison, written material, presentations and workshops – to engage and educate stakeholders and achieve consensus on key wayfinding strategies and design elements. The design outcomes had to suit the current and future development plans for Frankston's waterfront and Central Activity District. This required HeineJones to develop a detailed knowledge of Council's strategy, urban planning and design guidelines for the municipality.

OUTCOMES

- Stakeholder buy-in to a detailed wayfinding strategy and design specification, unique to the Frankston waterfront redevelopment project;
- A comprehensive specification document which underpinned the production and installation of a durable signage system, on time and within budget;
- Unique and distinctive design elements combined with international signage standards;
- Highly visible and engaging signage that clearly conveys wayfinding and regulatory information;
- Design reinforces a sense of place and integrity of the waterfront and recreational precinct;
- Improved access, amenity and usage of the Frankston waterfront precinct; and,
- Improved flow of pedestrians and cyclists through the waterfront precinct, and to and from Frankston's central activity district.

Left: Regulatory graphics at eye level. Right: Sign detail



Detail of map graphics



VALUE ADD

Any seaside waterfront location can present many traps in terms of materials specification. The experience that HeineJones have with designing information systems which will be located in harsh environments was invaluable with determining the appropriate specification for these signs – resulting in considerable cost and longevity advantages for the council. HeineJones worked in conjunction with Laycock and Jaquet Landscape Architects to deliver this project. HeineJones's proven ability to work in collaboration with complementary professionals added considerable value to this project.

CLIENT REFEREE

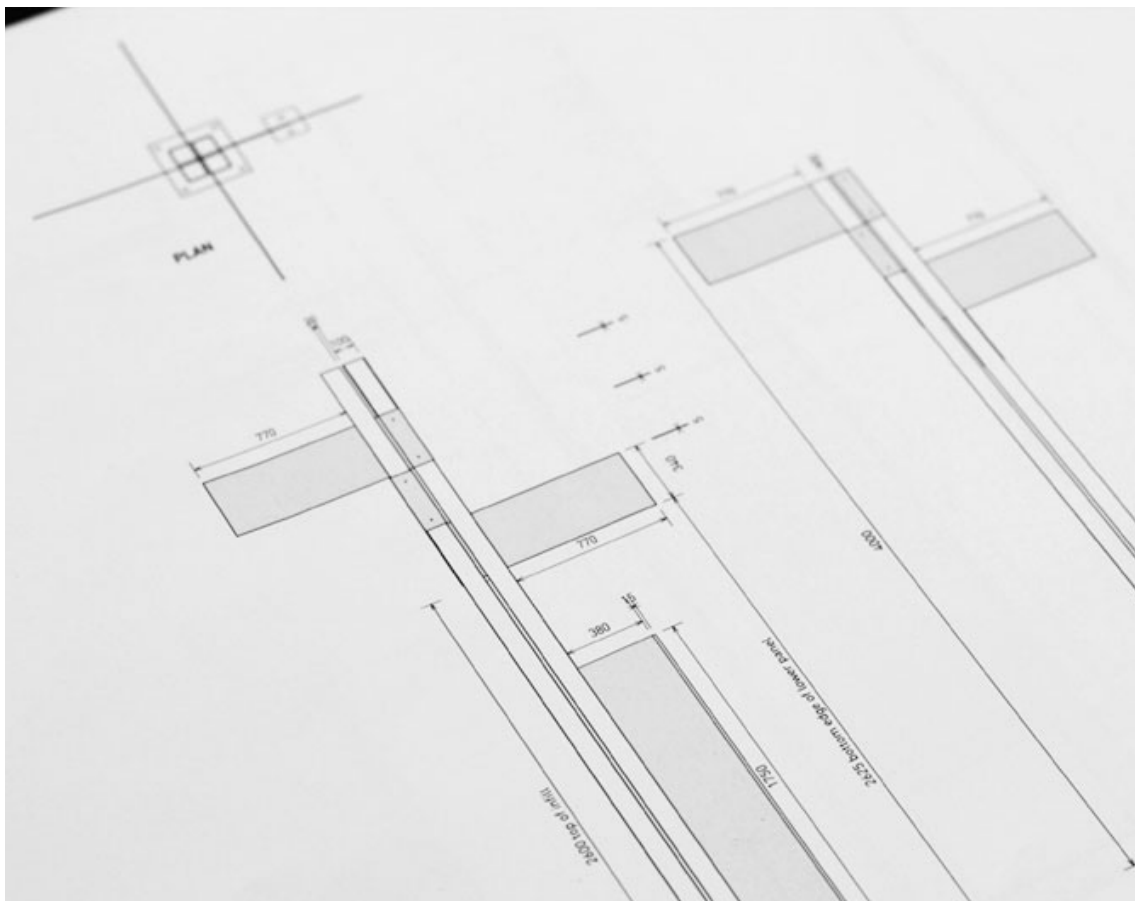
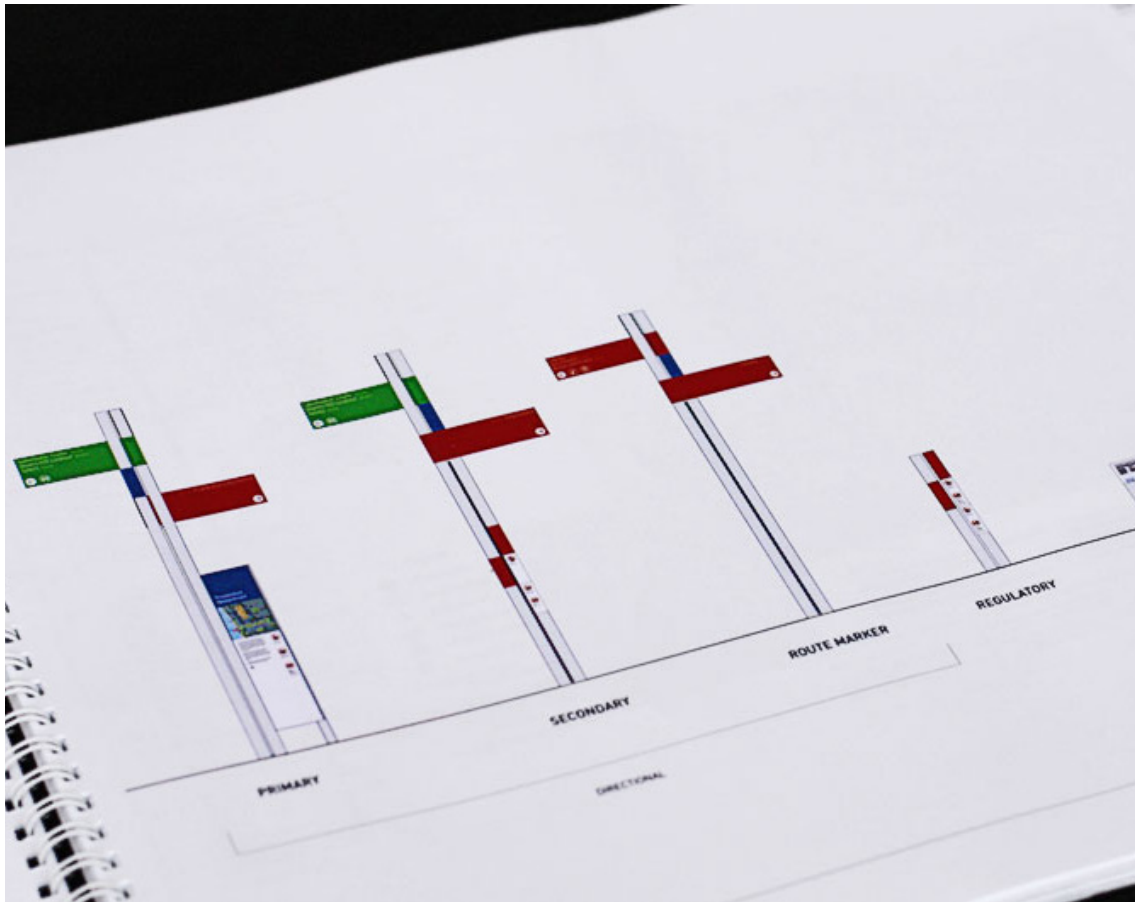
Ms Joanne Elvish, City of Frankston,
telephone 1300 322 322

FORWARD BENEFITS

The Frankston Waterfront Wayfinding Project demonstrates key strengths HeineJones brings to wayfinding signage projects in the local government sector:

- A skilled and experienced team;
- Flexible and effective consultative methods to engage diverse stakeholders;
- Comprehensive site audit as the evidence base for effective wayfinding strategies;
- High order conceptual development and design expertise;
- Extensive knowledge of current Australian and international signage standards;
- Practical and budget-wise specifications for signage materials, production and installation; and,
- Capacity to deliver complex signage projects on time and within budget.

Detail of design documentation

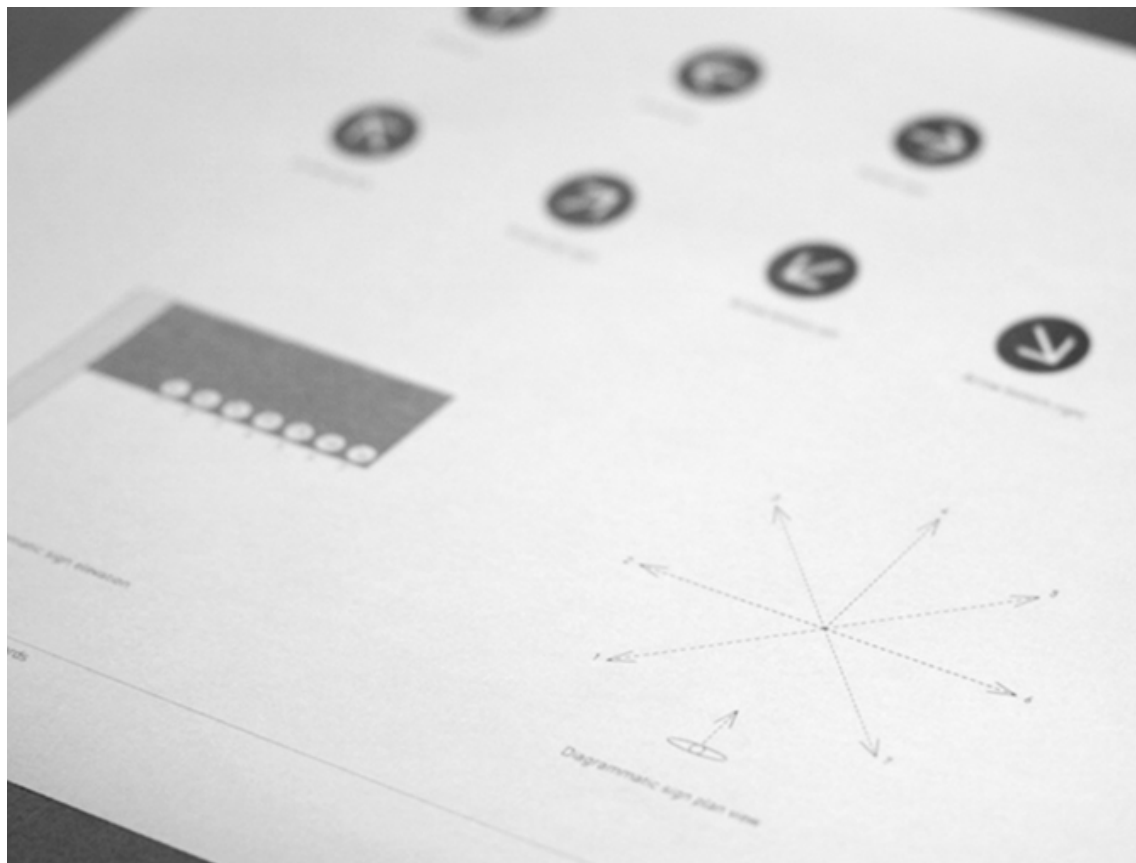
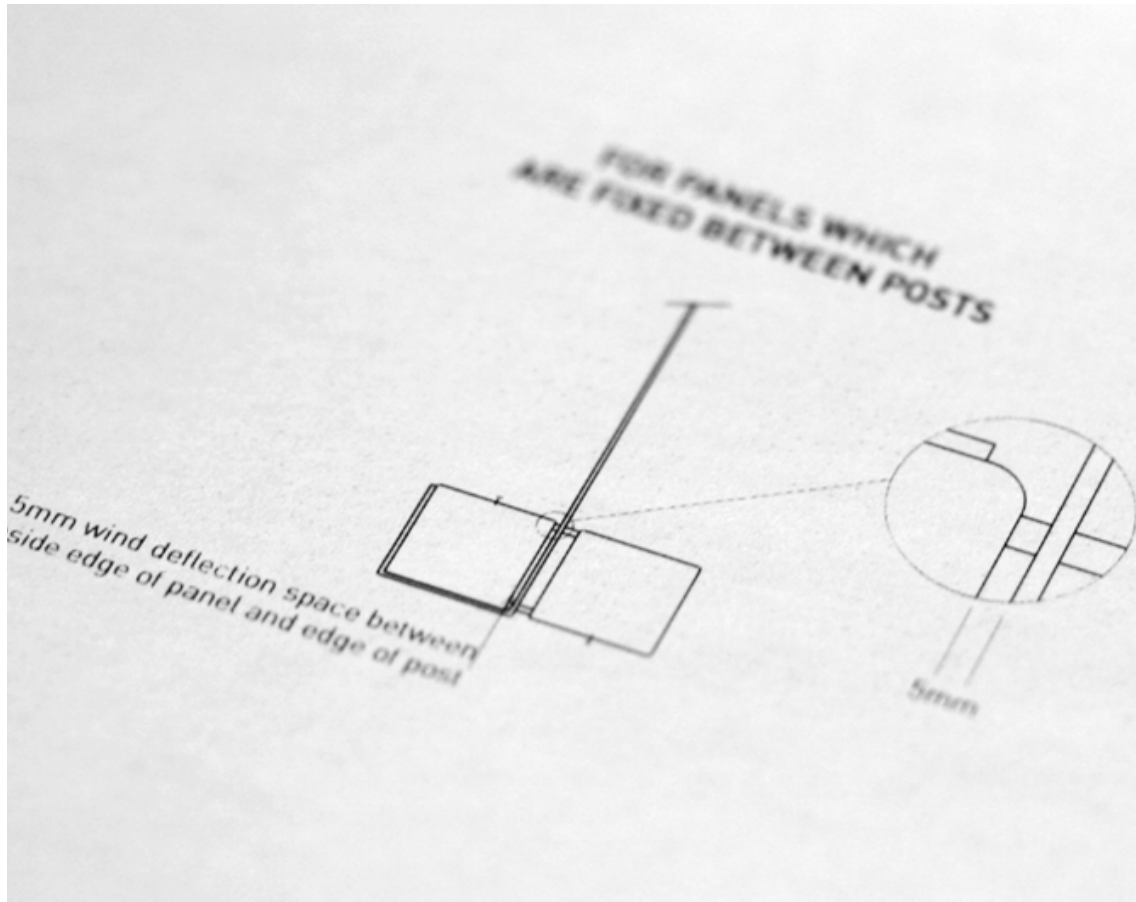


Example of wayfinding signage

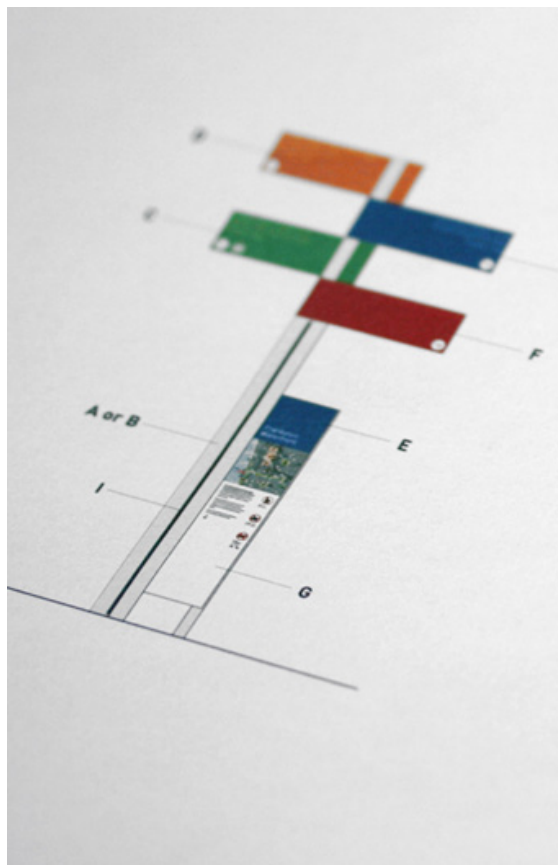
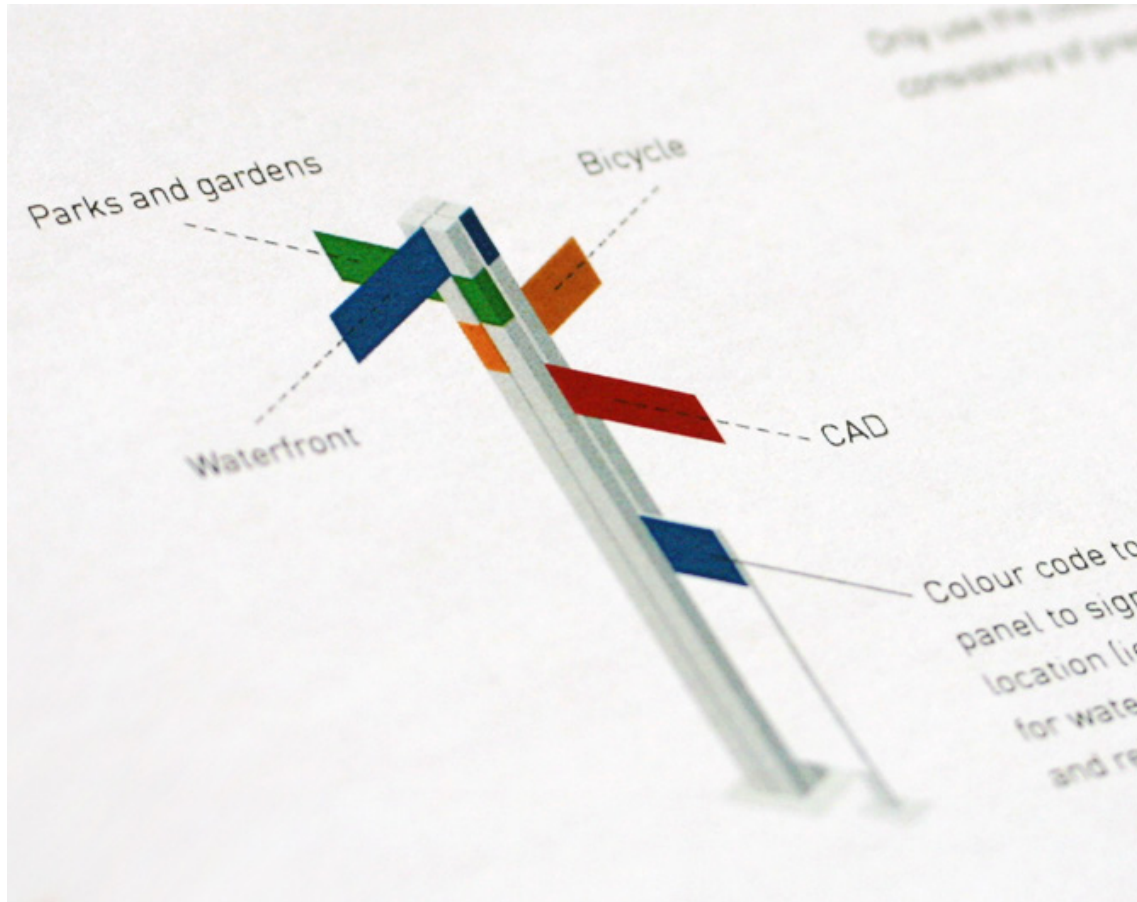




Detail of design documentation



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