LAKE MOUNTAIN WAYFINDING

HEINE JONES

In 2009, Lake Mountain Alpine Resort Management engaged HeineJones to revamp the outdated trail network signage at Lake Mountain Alpine Resort, Australia's most popular cross-country skiing destination.

OVERVIEW

When the Black Saturday fires razed resort infrastructure, including signage, Lake Mountain Alpine Resort Management rescheduled the project timeline to ensure Lake Mountain would be operational for the opening of the 2009 ski season.

Comprising directional, regulatory and identification signage, the solution combines distinctive colours, maps, LED displays, text, unambiguous symbols and pictograms to convey clear wayfinding, safety and other information relevant to winter and seasonal activities year round.

The signage is designed to be robust, resistant to vandalism and economical to maintain in the harsh alpine environment. Recycled ironbark pylons with brass caps and weathered steel boots are sympathetic to the

natural surrounds, while bright sign colours optimise visibility in variable weather conditions.
HeineJones developed innovative technology solutions to: (a) power the LED display on the mountain, using solar panels and battery banks; and (b) enable remote programming, using GSM and Bluetooth technology.

Left and Right: Visitor Centre signage

KEY FACTS
Client: Lake Mountain Alpine Resort Management
Scope: Wayfinding signage system – design, prototypes, production and installation of seven signage elements at 46 locations across 37 km road and trail network
Timeline: Delivered on time: April to July 2009
Location: Lake Mountain Alpine Resort, Victoria
Team: Mike Heine, Steve Jones, Kim Beckers, Krista Malloch, Sharon McNamara, local workers displaced by the Black Saturday fires and contractors engaged and managed by HeineJones: VC Gallagher Engineers, Glass Metal Industries, Banana Graphics Sign Builders.

CREATIVE APPROACH & METHODOLOGY
HeineJones consulted closely with Lake Mountain Alpine Resort Management to gain a clear and thorough understanding of communication priorities for Lake Mountain, and to develop appropriate wayfinding strategies and design concepts.
HeineJones conducted a detailed site audit and mapping process to identify locations for directional, regulatory and identification signs.
HeineJones developed a cohesive design concept suited to seasonal usage patterns and the natural environment, and determined the optimal material and production specifications to withstand the variable weather conditions at Lake Mountain Alpine Resort.
HeineJones completed all design tasks and specifications, supervised production and installation, and managed the entire project to meet Lake Mountain Alpine Resort Management's budget and July 2009 timeline.

CHALLENGES

In response to the Black Saturday bushfires, HeineJones brought the project start date forward and worked intensively to meet Lake Mountain Alpine Resort Management's foreshortened timeline for a fully operational wayfinding signage system in place for the 2009 ski season.

Faced with remote alpine logistics, HeineJones developed innovative technology solutions to:
(a) power the LED display on the mountain, using solar panels and battery banks; and
(b) enable remote programming, using GSM and Bluetooth technology.

HeineJones adapted its project management approach to employ local labour for the installation of signage; engaging workers displaced in the wake of the Black Saturday fires. HeineJones's detailed schematic drawings and engineering documentation proved invaluable to the management of this added operational complexity in the final and time-critical stage of the project.

OUTCOMES

- Comprehensive specification document which underpinned the production and installation of a durable signage system, on time and within budget;
- Distinctive and contemporary design elements to complement the natural environment yet optimise visibility in all weather conditions;
- Signs include: major vehicular directions/conditions (including two LED displays); major ticket box/prices and conditions; resort entry/welcome; major village directions; toboggan runs; ski trail-head signs; and ski trail primary intersections;
- Clear identification, directional and regulatory information for a range of visitors;
- Improved access and usage of Lake Mountain Alpine Resort trails and facilities; and,
- Full wayfinding signage system in place for the opening of the 2009 ski season.

Trail head signage

Artists impression of how the signage will change along with the recovering bush scenery over time

VALUE ADD

HeineJones managed local labour within a tight installation timeline to provide employment opportunities for workers displaced by the Black Saturday fires. HeineJones's detailed schematic drawings and engineering documentation proved invaluable to the management of this added operational complexity in the final and time-critical stage of the project.
HeineJones's experience enabled us to engage different manufacturers and suppliers to independently and concurrently develop signage components for on-site assembly at Lake Mountain.

CLIENT REFEREE

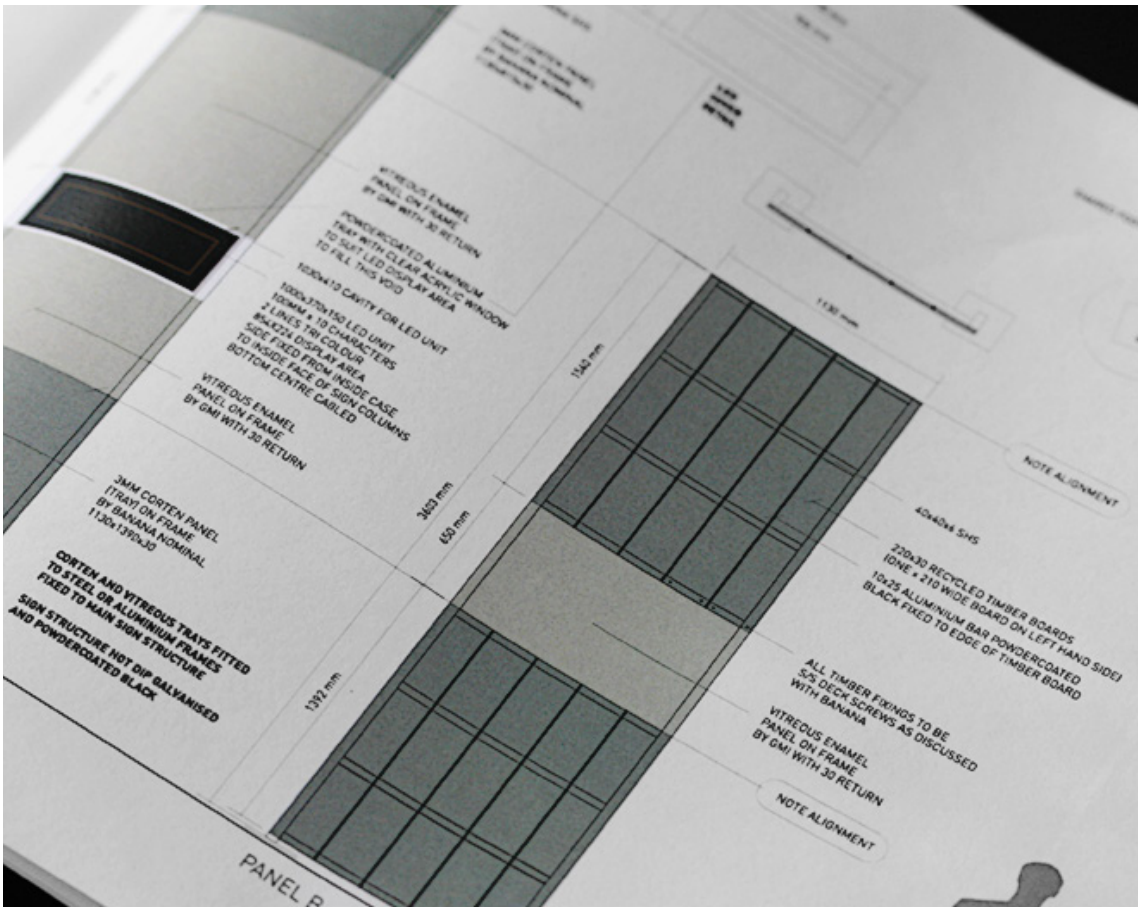
Mr Brett Weinburg, Operations Manager,
Lake Mountain Alpine Resort Management,
telephone 03 5957 7205

FORWARD BENEFITS

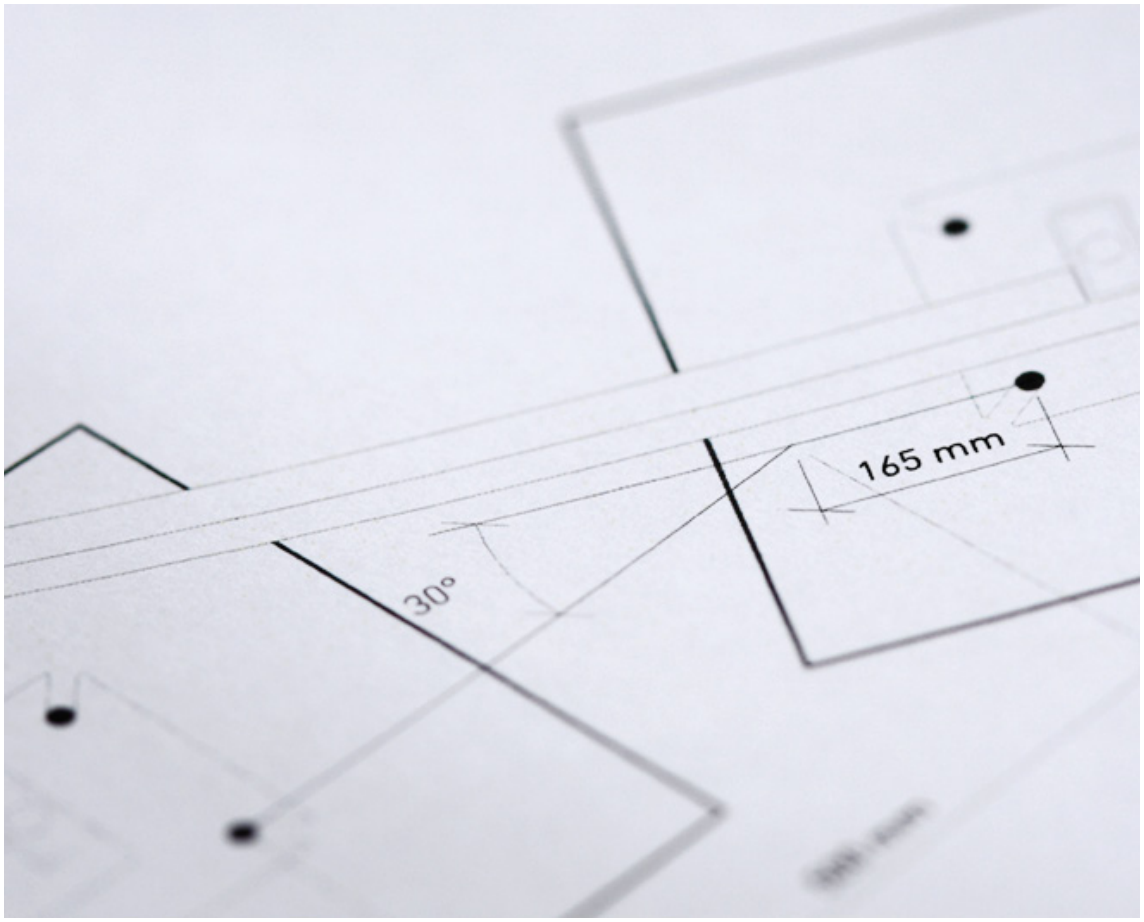
The Lake Mountain Alpine Resort Wayfinding project demonstrates key strengths HeineJones brings to complex wayfinding signage projects:

- A skilled and experienced team;
- Reliable contractors with experience on wayfinding projects;
- Flexible and effective consultative and project management methods to manage timeline contingencies and engage with local communities;
- Comprehensive site audit and mapping process 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 to withstand extreme weather conditions; and,
- Capacity to deliver complex signage projects on time and within budget.

Top: LED feature on entrance sign, Bottom: Documentation of LED signage



Top:Detail of signage documentation, Bottom Left: Laser cut steel snow gauge, bottom Right: Trail head sign and map



Top: Detail of weather resistant copper plate cap, Bottom: Detail of vitreous enamel sign plate