



MORNINGTON PENINSULA WAYFINDING SIGNAGE

HEINE JONES

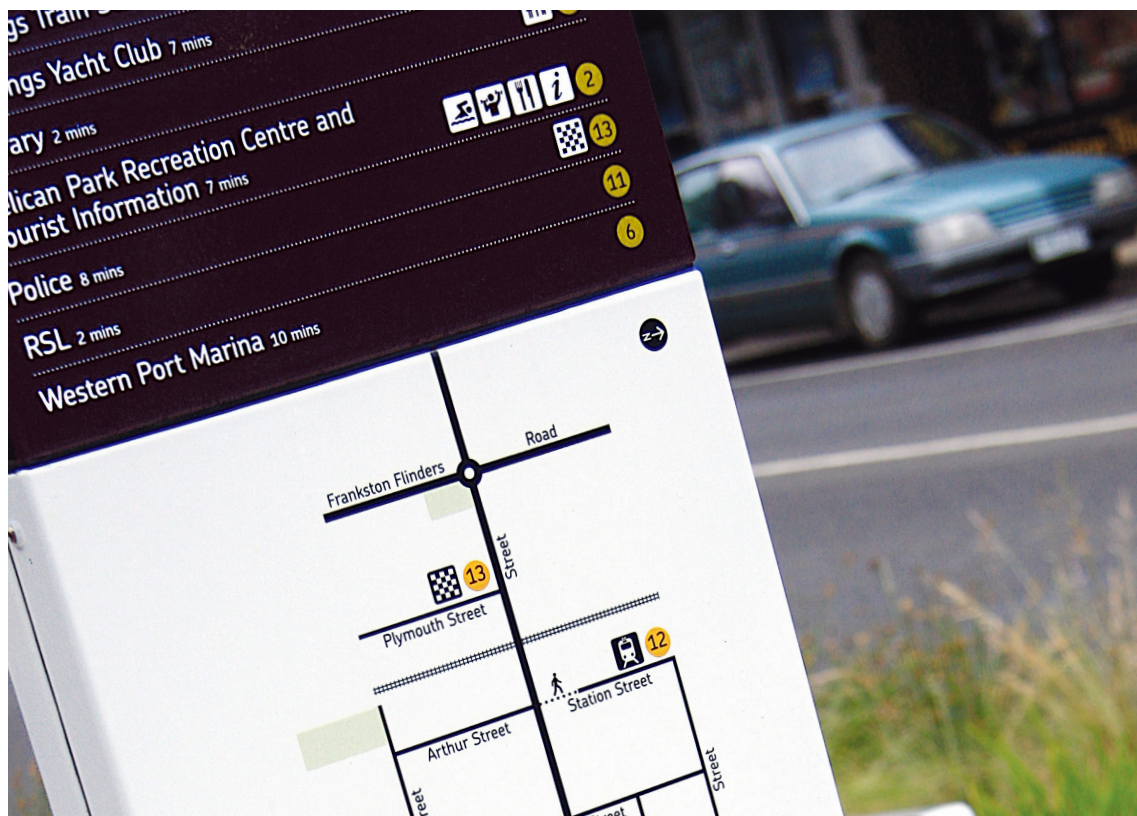
In 2009, HeineJones created a pedestrian wayfinding signage system for six rural and seaside townships in the Mornington Peninsula Shire: Dromana, Hastings, Rosebud, Rye, Sommersville and Sorrento.

OVERVIEW

Combining directional, route, information hub and interpretive signage, the signs feature colour themes appropriate to coastal settings, and hard-wearing components that are resistant to vandalism, robust and economical to maintain in harsh urban and coastal environments.

The full sign suite incorporates primary, secondary and tertiary directional signs, information and map plinths, and primary and secondary interpretive signs. The signage uses maps, text, symbols and pictograms to convey clear wayfinding, access, amenity and regulatory information.

Detail of documentation and detailed engineering drawings.



KEY FACTS

Client: Mornington Peninsula Shire

Scope: Wayfinding and interpretative signage system – design, prototypes, production and installation.

Timeline: Delivered on time: June to December 2009

Location: Dromana, Hastings, Rosebud, Rye, Sommersville and Sorrento.

Team: Mike Heine, Steve Jones, Kim Beckers, Krista Malloch and contractors engaged and managed by HeineJones: Glass Metal Industries and Banana Graphics Sign Builders

CREATIVE APPROACH & METHODOLOGY

HeineJones consulted closely with the Shire of Mornington Peninsula and key stakeholders to determine communication needs and priorities, the wayfinding strategy and design concepts. Stakeholder workshops and presentations, including full-sized design mock-ups, were integral to the design and development process. HeineJones developed a cohesive design concept, combining international standards in lettering and graphic communication elements with distinctive elements unique to the Mornington Peninsula project. HeineJones conducted site audits in each township to determine the most effective locations for map plinths in each town. HeineJones managed production and installation of map plinths in six townships, meeting the primary objectives of the project within budget limitations.

CHALLENGES

HeineJones resolved three major challenges on this project: one design-based, the second technical and a third around stakeholder buy-in. Design Challenge – HeineJones had to deliver a design solution that met several key directives from client: 1. Sign design must have a strong visual connection to the maritime heritage of the area; 2. Sign design must incorporate the Shire of Mornington’s corporate colours – bright shades of blue and yellow not sympathetic to a heritage-focused design; and 3. To minimise maintenance costs, signs must not incorporate timber elements so typical of maritime environments.

HeineJones worked around this challenge by adopting the visual language of marine navigation beacons and semaphore flag as our design inspiration for the signs, using a very dark shade of the Shire’s corporate blue combined with the corporate yellow. This design solution achieved a clear visual connection to both the Shire’s maritime heritage and corporate identity. Sign panels were constructed from vitreous enamel and stainless steel, which has proven robust and resilient to the demanding coastal environment of these Mornington Peninsula townships.

Technical Challenge – The design solution required resolution of sign panels to angles within the capabilities of the vitreous enamel kiln firing process. HeineJones oversaw a comprehensive testing process to determine appropriate angles and optimal panel sizes to withstand the stresses of the firing process.

Stakeholder Challenge – The project required broad stakeholder support to go ahead, including sign-off by Mornington Peninsula Shire councillors. HeineJones produced realistic, full-size mock-ups of signs, which proved invaluable to secure stakeholder buy-in and sign-off.

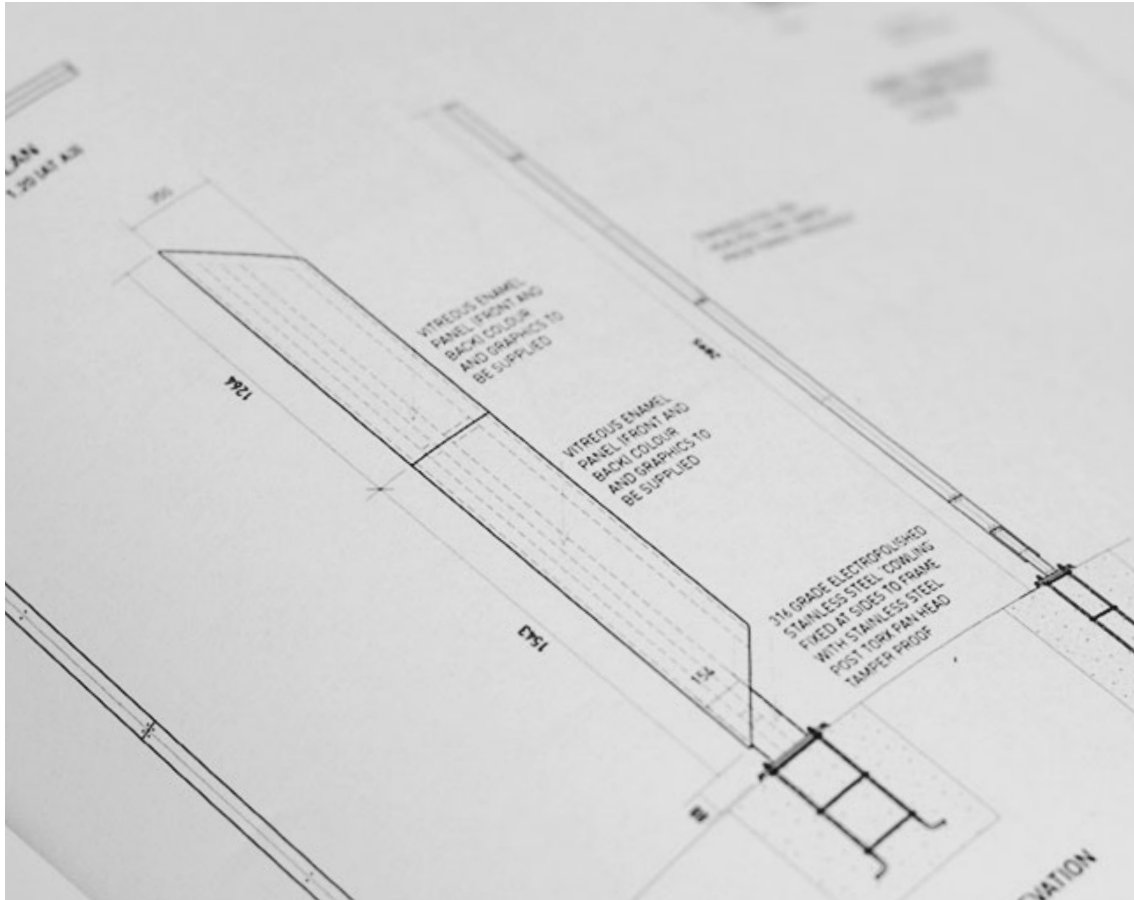
OUTCOMES

- Key stakeholder buy-in to a detailed wayfinding strategy and design specification, unique to rural and coastal townships in the Mornington Peninsula Shire;
- Unique and distinctive design elements combined with international signage standards;
- Highly visible and engaging signage that clearly conveys wayfinding and interpretative information; and,
- Design that reinforces a sense of place and integrity in rural and coastal towns.



Right: Typical example of wayfinding signage

Detail of documentation and detailed engineering drawings.



VALUE ADD

HeineJones’s extensive experience developing legible and visually simple maps was central to this project. The final maps convey complex information in a concise way that is easily understood by residents and visitors. HeineJones’s comprehensive understanding of the vitreous enamel manufacturing process allowed us to successfully push the limitations of this process to optimal effect.

HeineJones produced realistic, full-size mock-ups of signs, an important resource to secure stakeholder buy-in and sign-off from Mornington Peninsula Shires councillors.

CLIENT REFEREE

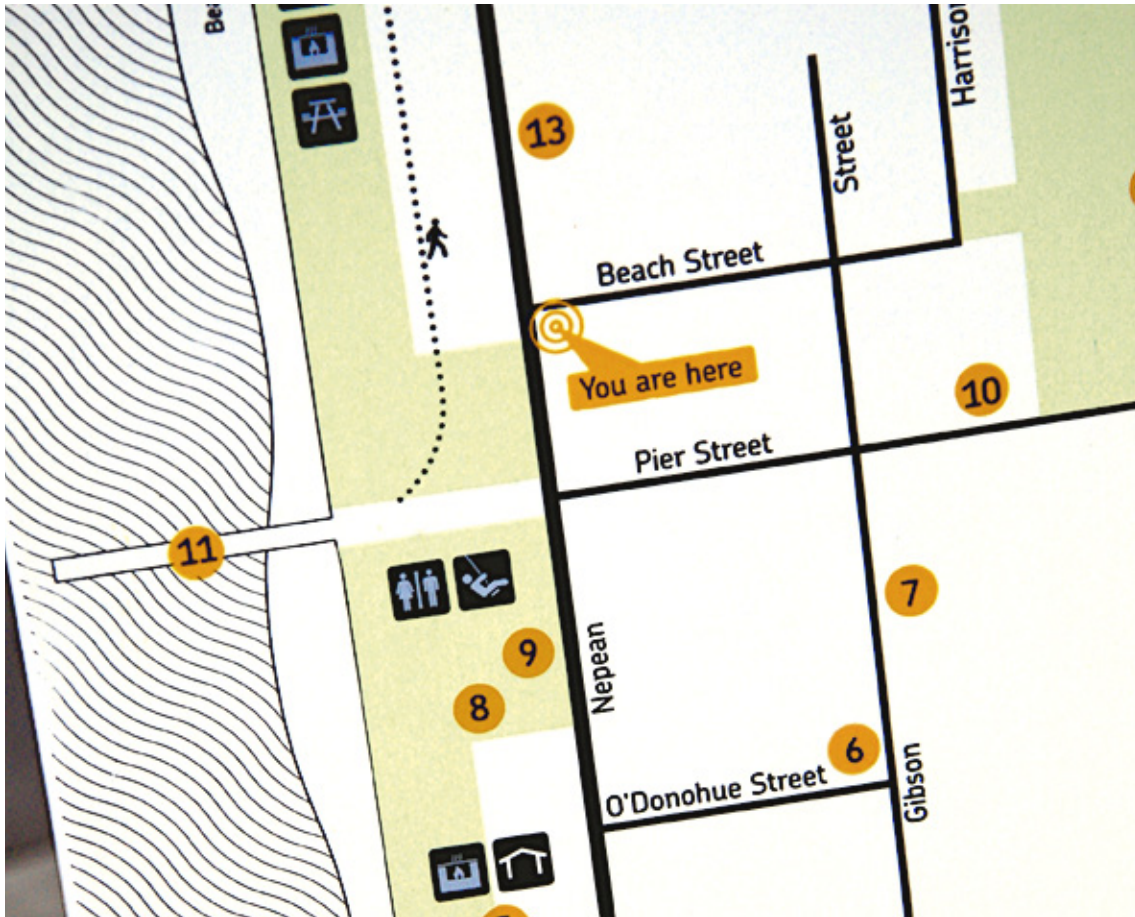
Ms Tania Treasure, Economic Development Team, Mornington Peninsula Shire, telephone 03 5950 1845.

FORWARD BENEFITS

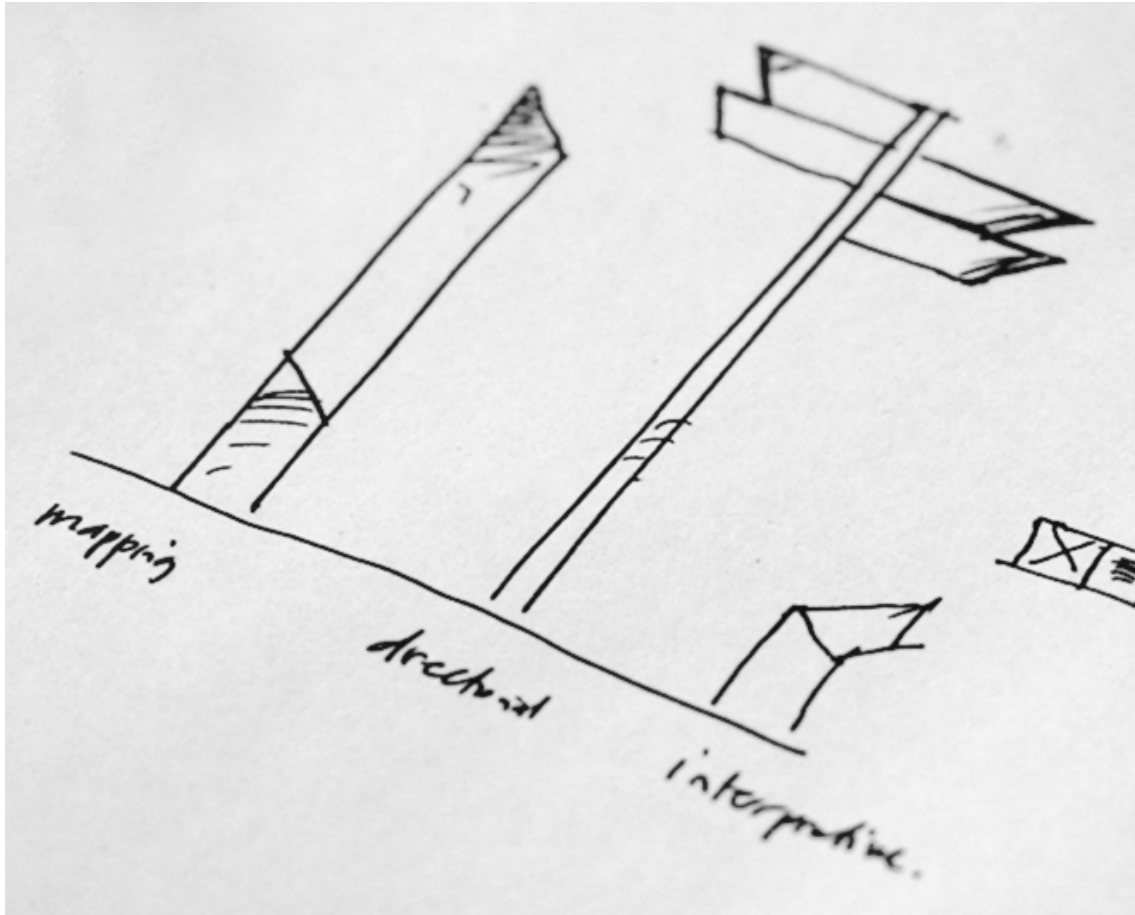
The Mornington Peninsula Township Wayfinding & Interpretative Signage project demonstrates key strengths HeineJones brings to wayfinding signage projects in the local government sector:

- 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;
- A comprehensive wayfinding strategy for six townships;
- A distinctive design concept reflecting coastal themes;
- Informative map plinths installed in each of the six towns; and,
- Improved information and access for residents and visitors.

Top: Map detail, Bottom: Design documentation



Design documentation



Design documentation

