



## MOUNT BULLER VILLAGE SIGNAGE

**HEINE JONES**

Mount Buller village features a complex network of roads, public buildings and commercial operations. HeineJones have designed a wayfinding system to navigate both vehicular and pedestrian traffic around the village precinct.

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### OVERVIEW

A perennial favourite destination for Victorians wanting to escape the 'big smoke' Mount Buller is a major tourist attraction. Located in Victoria's High Country, this year-round resort destination offers spectacular views, a range of activities, dining options, festivals and sporting events.

HeineJones developed Mount Buller village's navigational signage to be resistant to the harsh alpine environment. Highly robust, adaptable, and therefore economical, this wayfinding system allows for infinite combinations and compositions, quick installation and sign componentry swap-overs – saving time and money, and minimising site disturbance and the need for traffic management.

HeineJones created a modern, smooth and finessed aesthetic with minimal visible edges and concealed fixings. Basic sign types consist of finger pointer posts and panelled plinths – both share common communication components. Contemporary in its design, this modular system allows greater efficiency in manufacturing and installation.

Left and Right: Examples of modular signage system.



**KEY FACTS**

**Client:** Mount Buller and Mount Stirling Resort Management Board  
**Scope:** Wayfinding signage system, site audit, design prototypes and specification for production and installation  
**Timeline:** Delivered on time: January to April 2008  
**Location:** Mount Buller Village Centre, Mount Buller  
**Team:** Mike Heine, Kim Beckers and contractor engaged and managed HeineJones: Banana Graphics Sign Builders.

**CREATIVE APPROACH & METHODOLOGY**

HeineJones consulted closely with the Mount Buller and Mount Stirling Resort Management Board to determine their communication needs and priorities. Engaging and educating stakeholders was integral to the design process and this took place via a series of presentations and workshops. Conducting a detailed site audit, HeineJones developed a cohesive design concept that combed international standards in lettering and communication elements with distinctive features unique to the Mount Buller landscape. HeineJones presented a detailed signage style guide and specification documentation – both of which enable future development of further signage – serving to enhance and reinforce the existing communication developed to date.

**CHALLENGES**

HeineJones implemented strategies to navigate the challenges presented by the location and climate:

- Busy winter ski season. As a result of the geographical distance of Mount Buller from Melbourne a range consultative methods – direct liaison, written material, presentations and workshops – were implemented to engage and educate stakeholders;
- The harsh alpine environment needed to be considered during the specification process of this project – material choice, colour and graphics were carefully considered to ensure the signs were resilient and robust and highly visible; and,
- Snowfall meant sight lines varied with snow depth. Sign design compensates for this annual occurrence.

**OUTCOMES**

- Stakeholder approval of a detailed wayfinding strategy and design specification, unique to the Mount Buller village signage project;
- A comprehensive specification document that underpinned the production and installation of a durable signage system, on time and within budget;
- Unique and distinctive design elements adhering to international signage standards;
- Highly visible and engaging signage that clearly conveys wayfinding and regulatory information;
- Design reinforces a sense of place and identity of the alpine village environment;
- Improved user confidence and access; and,
- Improved pedestrian and vehicular flow around the village.

*Detail of fixings*





Left: Typical wayfinding sign with detail of red gum timber dressing, Right, Detail of wayfinding graphics.



**VALUE ADD**

Having completed a successful summer trail interpretative signage system for Mount Buller, the HeineJones team was able to bring an intimate level of understanding, experience and knowledge to this project. The experience that HeineJones have in designing information systems located in harsh environments was invaluable with determining the appropriate specification for these signs resulting in considerable cost and longevity advantages for the resort management board. Locally sourced and milled red gum timber dressing was used on the signage system to further reflect timber finishes featured throughout the village and referenced traditional timber signposts predominantly used in alpine areas.

**CLIENT REFEREE**

Ms Louise Perrin,  
Mt Buller and Mt Stirling Management Board,  
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**FORWARD BENEFITS**

The Mount Buller Village wayfinding project demonstrates key strengths HeineJones brings to wayfinding signage projects:

- 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;
- Capacity to deliver complex signage projects on time and within budget; and,
- Considerable experience with alpine climate conditions and relevant material specifications.