



CENTRAL DANDENONG INTERPRETIVE DESIGN

HEINE JONES

The City of Greater Dandenong commissioned HeineJones to design an interpretive solution for newly developed urban centres - Halpin Way and Settlers Square.

OVERVIEW

HeineJones were engaged to design and deliver an interpretive solution for The City of Greater Dandenong. The solution introduced a ribbon-like theme that complemented the Central Dandenong landscape and linked the two signs. The project included research and understanding of the interpretive subjects; writing pedestrian circulation analysis and reporting; creative concepts design; documentation; management of the

manufacture and installation of the completed solutions. The solution is designed to create a connection and understanding of place; to engage the viewer; to encourage an emotive connection to the subject; to form a strong point of interest; and to enhance the aesthetic of the landscape. The project is an important stage of the overall revitalisation of Central Dandenong and influences the way public spaces in the city are understood and experienced by residents and visitors.



KEY FACTS

Client: The City of Greater Dandenong

Scope: Central Dandenong Interpretive Signage project required the research, writing, design and installation of interpretive signs at Halpin Way and Settlers Square in Dandenong.

Timeline: Delivered on time: September to December 2012

Location: Halpin Way and Settlers Square, Central Dandenong

Team: Mike Heine, Steve Jones, Anthea Lemmer, Annie Beckerling.

CREATIVE APPROACH & METHODOLOGY

HeineJones consulted closely with the Central Dandenong revitalisation team at The City of Greater Dandenong to ensure the following outcomes were achieved.

- Establish a template for future interpretive signs within urban activity centres of Greater Dandenong;
- Share the contemporary stories of each new space with the public in an accessible way;
- Development of a series of key words that reflected the essence of each interpretive subject;
- Provide a point of interest for residents, workers and visitors to central Dandenong;
- Support the establishment of a trail of places of interest within central Dandenong that future interpretive signs can contribute to;
- Integrate the signs with existing infrastructure resources from each of the spaces;
- Contribute to the cultural landscape and positive images of Greater Dandenong; and
- Foster a sense of identity, place and pride in the community.

CHALLENGES

HeineJones worked through a range of challenges on this project:

- Restricted study access to Settlers Square during construction of the precinct;
- Developing a design solution that could be adapted to future interpretive opportunities in the municipality;
- Careful resolution of the laser cut typography to ensure maximum rigidity and strength;
- Integrating signage to existing infrastructure required additional investigation and engineering;
- Sourced finishes needed to withstand malicious damage in vandalism-prone areas.

OUTCOMES

- Delivery of a highly creative signage solution that complemented the surrounding urban landscape;
- A design solution which was resolved through careful collaboration with the council team.
- Consideration of cyclist and motorist sight lines and movement within these spaces;
- Preparation of detailed technical construction and installation drawings;
- Specification of appropriately robust materials which are easily cleaned and maintained.





VALUE ADD

HeineJones provided added value to the project within the time and budget constraints in the following way:

- Provided The City of Greater Dandenong with an interpretive framework to enable future content development;
- A flexible design solution that can be evolved or replicated across other interpretive sites in the municipality;
- In-depth pedestrian circulation research and sight line analysis.
- Presented three dimensional scale models of the final design for Council and community engagement and feedback.

FORWARD BENEFITS

This project demonstrates key strengths HeineJones brings to interpretive projects in the government sector:

- Skilled and experienced team;
- Reliable contractors with understanding of interpretive projects;
- A distinctive and contemporary design outcome;
- Low-cost replacement of any elements of existing signage to reflect updated information;
- Timely development and delivery of an interpretive solution within the confines of predetermined objectives and deliverables.
- Project management of multiple stakeholders and suppliers to ensure project timelines and budgets were maintained.

CLIENT REFEREE

Jenny Pemberton-Webb
 Place Manager, Central Dandenong Revitalisation
 City of Greater Dandenong
 Telephone 03 9239 5100







Welcome to Halpin Way,
which is named in recognition
of Sister Ann Halpin and her
significant contribution to the
community and women
of Dandenong.

Ann Halpin (1939-2009) was
a member of 'Presentation
Sisters Victoria,' an educational
religious institute of the Catholic
Church whose mission
focuses on community
development and support

In the spirit of the mission,
the City of Dandenong has
dedicated this way to the
memory of Sister Ann Halpin
and her contribution to the
community and women of
Dandenong.

