



FRANKSTON NATURE CONSERVATION RESERVE

HEINE JONES

Client: Frankston Nature Conservation Reserve Committee of Management

Location: Frankston, Victoria, Australia

Scope: Design, illustration, writing, mapping, management of fabrication and installation

Team: Mike Heine, Steve Jones, Larni Williams

Year: 2016

OVERVIEW

The Frankston Nature Conservation Reserve was opened to the public in 2016 for the first time – after being closed to the public for over fifty years – its previous use as the local water catchment and reservoir preventing public access. The reserve contains significant areas of remnant vegetation and is home to many species of flora and fauna.

THE CHALLENGE

New signage infrastructure was required to ensure the reserve was suitable for public access – including information, orientation, wayfinding, regulatory and interpretive solutions. Visitors needed to understand the importance, and fragility, of the reserve. They also needed guidance to, and around, walking trails of varying grades and lengths. Public safety risk, along with the fragile nature of the reserve, required a carefully designed regulatory information system. A history of vandalism within the reserve demanded a solution which was robust and resistant to graffiti.

THE SOLUTION

HeineJones guided our client through a thorough design, content, user journey and information

hierarchy development process – as our client had not implemented a signage project of this kind before.

The solution included identification, regulatory, information, interpretive, wayfinding and trail head signage. A 'national park' feeling was subtly incorporated into the design, communicating a significance of place. A clear mapping system was developed to orient visitors.

Materiality included vitreous enamel panels and reclaimed timber posts – ensuring an effective Life Cycle Cost benefit.

HeineJones designed a 'cascading' regulatory information system to ensure that visitors, and the reserve, are safe and protected – and that a positive regulatory message is presented.

OUTCOME

The HeineJones solution has created a place which is legible and understandable to visitors. The design provides a significant contribution to the aesthetic of the reserve. Public behaviour and interaction with the reserve has changed to meet the desired outcome. The Committee of Management are delighted with the result.

Reserve identification is designed to suggest a place which has the significance of a national park. It also clearly presents regulatory information. The colour palette is gentle – softening the firm regulatory stance.



**FRANKSTON NATURE
CONSERVATION RESERVE**



ALL FLORA AND FAUNA PROTECTED
PLEASE TAKE YOUR RUBBISH WITH YOU



Open 10am–5pm Thursday to Sunday (no entry to walks after 4pm)
Closed on Christmas Day and Good Friday
Closed on days of Total Fire Ban or Extreme Weather Conditions

HeineJones utilised a cascading style of regulatory information. The regulations are continually reinforced throughout the user journey.





Visitors are guided to the walking trails from the carpark. Regulatory information is reinforced along the way.

Maps are highly stylised, distilling orientation information to its simplest possible form.



Colour coded wayfinding orients and reassures visitors as they move through the reserve.



Trail head signs reinforce the walk distance, time and standard; present the context and overview of the walk; and orient visitors with a map and route indication.





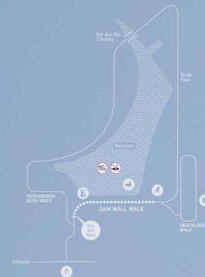


DAM WALL WALK

Distance: 450 metres return
Time: 10–15 minutes

Experience the magnitude of the reserve on this easy walk to the water body. Look and listen for the numerous water birds. If you're lucky you may even spot the elusive Australasian Bittern. On a clear day the city skyline and Port Phillip Bay is visible to the north.

For all ages and abilities.
Wheelchair and pram accessible.



A HAVEN FOR WILDLIFE AND PLANTS OF ALL TYPES

Frankston Nature Conservation Reserve contains flora and fauna species which are of National, State, Regional and High Local Significance.

Frankston Nature Conservation Reserve is an important habitat area and refuge for Australian wildlife. The reserve supports over 100 species of native wildlife including:

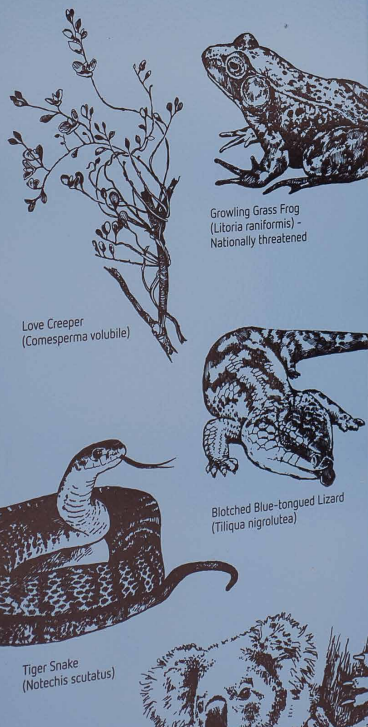
- Growing Grass Frog (*Litoria raniformis*) – Nationally threatened
- Blotched Blue-tongued Lizard (*Tiliqua nigrolutea*)
- Koala (*Phascolarctos cinereus*)
- Short-beaked Echidna (*Tachyglossus aculeatus*)
- Laughing Kookaburra (*Dacelo novaeguineae*)
- Musk Duck (*Biziura lobata*) – State endangered
- Tiger Snake (*Notechis scutatus*)

Six Ecological Vegetation classes (EVCs) occur within the Reserve. Three of the EVCs are endangered, two are vulnerable and one is rare.

More than 200 indigenous flora species have been recorded from the Reserve, with more than 50 considered to be regionally rare. Some species to look out for are:

- Love Creeper (*Comesperma volubile*)
- Swamp Gum (*Eucalyptus ovata*)
- Scented paperbark (*Malaleuca squarrosa*)
- Chocolate Lily (*Arthropodium strictum*)
- Cherry Ballart (*Exocarpos cupressiformis*)

For more information about plants and wildlife, including full list of recorded species, please visit our website: www.fnrc.org.au



WALKING TRAILS

DAM WALL WALK

Distance: 450 metres return
Time: 10 – 15 minutes

Experience the magnitude of the reserve on this easy walk to the water body. Look and listen for the numerous water birds. If you're lucky you may even spot the elusive Australasian Bittern. On a clear day the city skyline and Port Phillip Bay is visible to the north.

For all ages and abilities. Wheelchair and pram accessible.

HEATHLAND WALK

Distance: 1.5 kms return
Time: 45 minutes

Every day of the year you can spot something different in the bush. From the tea-tree in bloom to an amazing diversity of native orchids and lilies, this walk traverses ideal habitat for native animals and the rare Damp Heathland vegetation.

Please note that the track surface is natural and uneven. It is not wheelchair or pram accessible.

KOOKABURRA BUSH WALK

Distance: 3.5 kms return
Time: 90 minutes

This natural bushland walk meanders through a range of different habitats including Grey Woodland and Gully Woodland, continuing to the Koo-Bur-Res Crossing (Koala Bridge) and look out. The walk ascends on a steep incline, rising to 120 metres above sea level through the Shear-oak stringybark woodland, before returning to the dam wall via Turtle Track. Look and listen for the numerous native birds.

Please note that the track surface is natural, uneven and very steep in areas. It is not wheelchair or pram accessible.



CLIENT TESTIMONIAL

“HeineJones carefully guided our Committee of Management through a detailed process to develop a signage solution suitable for the needs of the nature reserve.

After HeineJones completed a highly professional development, design and documentation process, the committee decided to engage HeineJones to manage the fabrication and installation of the signage. The results were outstanding – the signs are not only beautiful and perfectly appropriate for our environment – they also deliver all the functional, communication and information outcomes we required – adding significant value to the reserve and the visitor experience.

The HeineJones team approach their work with a professionalism, perceptiveness and a rigorous attention to detail. A pleasure to work with.”

Quinn McCormack
Chairperson
Frankston Nature Conservation Reserve