



# VALLEY RESERVE SIGNAGE PROGRAM

HEINE JONES

Client: Monash City Council

Location: Mount Waverley

Scope: Signage strategy, including design, documentation and artwork.

Team: Mike Heine, Steve Jones, Larni Williams, Jarryd Hood

Year: 2016

## OVERVIEW

Valley Reserve is a natural bushland reserve within Monash City Council. The reserve is home to significant flora, fauna and remnant vegetation. A large and very popular playground is also located within the reserve – this recent addition to the reserve has not only changed the demographic of the park visitor, but has also resulted in a significant increase in visitation to the reserve.

## THE CHALLENGE

To develop a signage strategy and design (including an education hub, wayfinding, interpretive and playspace educational interpretive) which was sensitive to the bushland setting, complementary to the Monash city wide signage suite, unique in its own right and cohesive as a signage suite. The wayfinding solution needed to guide visitors through the reserve and back to the carpark, without being intrusive. A very short project timeline required quick and decisive design solutions, documentation and artwork. With multiple stakeholders design presentations needed to be clear and concise.

## THE SOLUTION

HeineJones designed a comprehensive signage suite which included vehicle entrance, pedestrian entrance,

regulatory, education hub, interpretive, wayfinding and playspace interpretive solutions. A strong and consistent design theme visually connected all sign types, ensuring a cohesive visitor experience. The design solution presents an 'evolutionary' communication experience for the visitor – starting with more serious and formal presentation at arrival, which becomes more relaxed as they move into the reserve, eventually taking on an almost 'toy like' engagement around the playground in the form of the playspace interpretives. Consistent colour palette, materiality, illustration style and typography create strong connections across diverse form and structure.

## OUTCOME

A successful fabrication and installation program was implemented by the City of Monash using HeineJones documentation. Visitors are now successfully navigating their way through the reserve, are demonstrating far better understanding of the value of the reserve, and are behaving in a more responsible way in the reserve. Children are engaging with the playspace interpretives and participating in the educational activities with enthusiasm. The City of Monash are delighted with the response and have since engaged HeineJones to consult on other signage projects.

































