



CANBERRA WAYFINDING AND INTERPRETIVE PROJECT

HEINE JONES

Client: National Capital Authority

Location: National Capital Authority Estate, Canberra, Australia

Scope: Wayfinding Strategy; Signage design and manual; Tourist Road Sign Report

Team: Mike Heine, Steve Jones

OVERVIEW

HeineJones collaborated with the National Capital Authority (NCA) to provide research, wayfinding, and signage design services, culminating in the creation of the NCA Wayfinding Strategy Report and NCA Signage Manual.

BACKGROUND

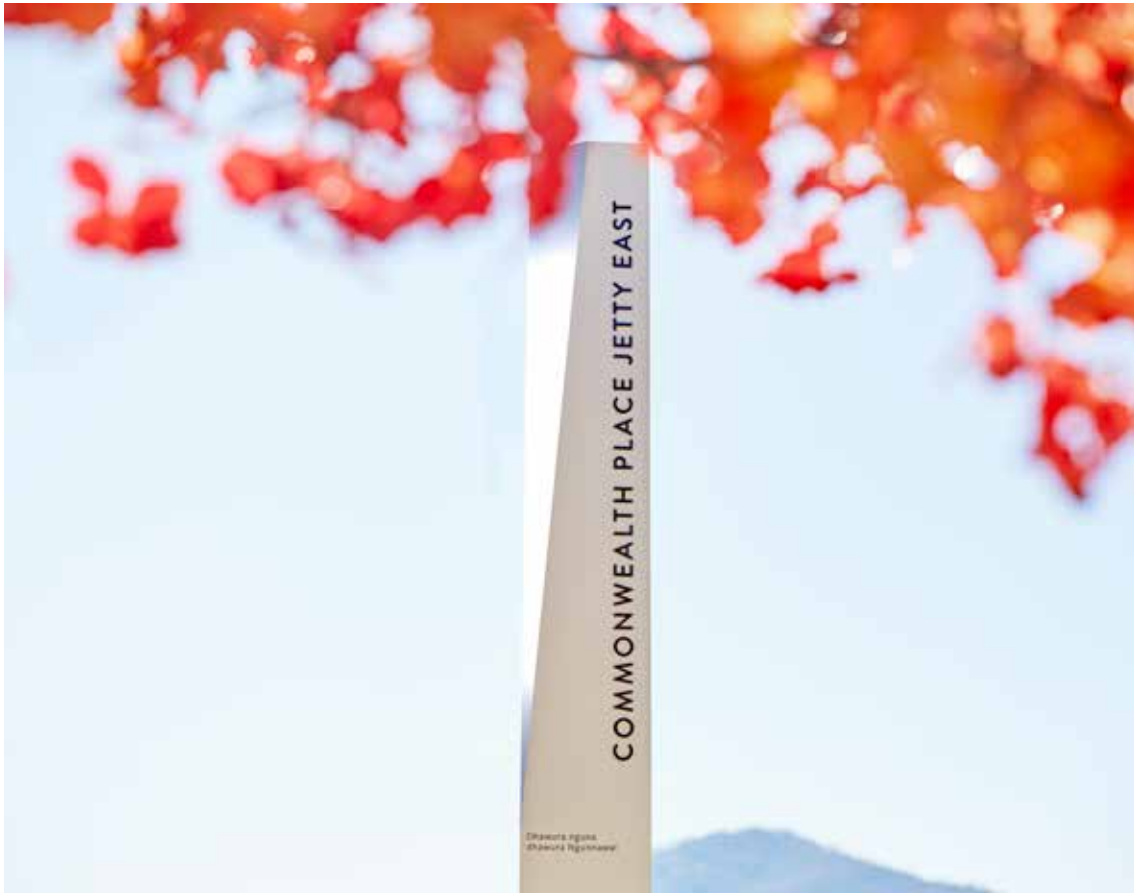
The NCA sought to enhance wayfinding and signage throughout its estate while establishing guidelines for appropriate interpretation and communication levels suited to the estate's character. The NCA's mission is to promote the Capital and foster a deeper understanding and appreciation of Canberra as the National Capital. It was recognised that effective interpretation and wayfinding would encourage participation, appreciation, and celebration within the National Capital. The signage needed to inform and educate about the Capital and promote aspects of Canberra with national significance

THE SOLUTION

HeineJones developed a visual wayfinding system that operates on multiple levels, aiding people in finding their way and orienting themselves. This system considered the city's layout, topography, landscape, local landmarks, architecture, lighting, and orientation points. The project equipped the NCA with the necessary policy, framework, guidelines, and elements to apply the signage system effectively.

NCA WAYFINDING STRATEGY

HeineJones provided a comprehensive wayfinding strategy to improve navigation and orientation for all users. This strategy included assessing user needs, aligning with NCA goals, and conducting extensive site audits to evaluate structural layout, estate character, visitor experiences, destination hierarchy, movement patterns, transportation connections, interpretation opportunities, user behaviour, navigational needs, and the cultural and language diversity of users.



The strategy outlined clear objectives, explained the concept of wayfinding and its benefits, provided project context, considered NCA policy, established a strategic framework, offered site evaluations and illustrated best practices, detailed how, where, and why NCA wayfinding and interpretation should be implemented, outlined principles of design, described wayfinding system components, and identified and mapped signage precincts.

NCA SIGNAGE MANUAL

The NCA Signage Manual, crafted by HeineJones, introduced the signage family and the palette of signage elements and wayfinding and design parameters for various precincts across the National Capital Estate. It complemented and implemented the Wayfinding Strategy by specifying signage policy, sign types, graphic style, colour schemes, text fonts and sizes, industrial design details, placement guidelines, digital signage guidelines, and construction drawings. The Signage Manual aimed to achieve an aesthetically pleasing and consistent corporate image suitable for the NCA Estate's role and aesthetics. It effectively communicated necessary information, ensured compatibility with sensory limitations, allowed for easy updates, minimized repair and replacement costs due to vandalism, reduced hazards, and incorporated measures for effective communication via electronic

data, including mobile devices. It also covered event temporary signs, project signs, regulatory signs for the lake, and shared path regulatory signs.

THE OUTCOME

The design aimed to harmonize with the surrounding built landscape in terms of importance, scale, and colour. Tall tower-like forms mirrored the sandstone hues featured in many national monuments' architecture in Canberra. Wayfinding signs were designed to be visible from a distance, offering clear directions and user-friendly maps to assist the public in navigating the National Capital Estate. The National Triangle, a central precinct within the Estate, was represented as a shining triangular facet, a design element that was consistently used across the entire suite of signs.

Additionally, a suite of interpretive signs seamlessly blended with the landscape's character, offering visitors historical content and images of national significance. Signs were strategically scaled and positioned to align with interpretive subjects, ensuring they enhanced rather than overwhelmed the visitor experience.



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DISTANCE VIA WATER



REGATTA POINT JETTY	0.8 km
ACTON EAST JETTY	1.4 km
GREVILLEA BEACH	1.5 km
KINGSTON HARBOUR	2.0 km
LOTUS BAY JETTY	2.1 km
ACTON WEST JETTY	2.1 km



This is Ngunnawal Country









