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Preliminary Signage Strategy



TreeTops at Yarra Flats

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BY TREETOPS, A DIVISION OF ECOLINE PTY LTD
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TABLE OF CONTENTS

INTRODUCTION & BACKGROUND	1
SIGNAGE CONCEPT & DESIGN	2
MATERIALS & QUANTITIES	3
LONG TERM CARE	3
GATE SIGN (S1)	4
DIRECTIONAL SIGNS TO TREETOPS (F1 & F2)	5
HOURS OF OPERATION/PARKING (S2)	6
DIRECTIONAL SIGNS (S3)	6
ADMINISTRATION SIGNS	7
SAFEGUARD SIGN	7
EXIT SIGNS	8
TOILET SIGN	8
COURSE SIGNS	9
SAFETY SIGNS	9
MESSAGE TO PARENTS & CARERS	10
OTHER SIGNS	10
APPENDIX - SIGNAGE PLAN	11

INTRODUCTION & BACKGROUND

Ecoline Pty Ltd has prepared this preliminary Signage Strategy as a component of the application to develop and operate TreeTops at Yarra Flats.

Ecoline has a full understanding of the subject site and surrounds. The Yarra Flats Parkland is spread across 85 hectares of pastoral and heritage landscapes, bushland and wetlands. The Park is a popular location for picnics, barbecues, and bike riding. The Heidelberg School Artists Trail is situated in the Park. Yarra Flats Parkland is managed by Parks Victoria and is accessible by car via The Boulevard in East Ivanhoe.

TreeTops is creating a TreeTop Adventure Park for this site which is a unique eco-tourism experience in the tree tops where participants slide down flying foxes, move from tree to tree on suspension bridges and enjoy many exciting challenges high above the forest floor. The high wire activities are great for people's health, very safe, open to anyone and attract people from every age group.

Comprehensive insurance will safeguard Ecoline Pty Ltd and Parks Victoria staff throughout the project. To date, with over 500,000 participants, there has been no claim at any of our operations.

TreeTops will be making use of an existing carpark at the site, which is currently not open to the public. A basic office and reception area will be constructed and the toilets on site will be refurbished. It is proposed that the current vehicle entry to the Park will be used to access TreeTops. Operating hours are proposed to be; open 364 days per year, 9.00am – 6.00pm in daylight savings and 9.00am – 4.30pm in winter months.

SIGNAGE CONCEPT & DESIGN

Signage plays a major role in identification of the attraction and increasing public awareness of the park's presence, role, and facilities. Signage also informs and enhances the experience for all users and enables people to understand where they are and how to get around the space.

Signs will not at any time be attached directly to trees.

The signage for the TreeTops development will consist of various types of signs. In this Preliminary Signage Strategy we have focussed on the signs, which will guide the public to TreeTops from the entrance of the Yarra Flats Parkland, as well as basic information signs to be displayed. The complete Signage Strategy will be submitted for approval from Parks Victoria and this will identify all signs, including the various course signs and other administration signs. No other large external signs will be added other than those described in these pages.

In this strategy we provide the following:

- ➡ Sign at the entrance to Yarra Flats Parkland Gate (x1)
- ➡ Directional signs along the road (x2)
- ➡ Gate sign – Welcome to TreeTops, hours of operation
- ➡ TreeTops directional sign to office (x1)
- ➡ Administration signs; welcome, conditions of entry, safeguards (on administration building)
- ➡ Exit (x5)
- ➡ Toilet sign (x2)
- ➡ Course signs
- ➡ Safety signs
- ➡ Children sign
- ➡ Parking sign
- ➡ Rubbish sign
- ➡ Interpretive Information signs – examples

Please note that the design is subject to minor changes. If there is a design from Parks Victoria that we are required to follow, then we will apply that design.

MATERIALS & QUANTITIES

The selection of the material is intended to create continuity between the signage, the surrounding environment and the type of activities. The materials contrast with the bush land setting, promoting signage visibility and assisting people to find their way around.

The proposed signs address all the needs for the new development. We believe these signs will be adequate to direct people to the new facility as well as inside the new development.

LONG TERM CARE

The choice of materials has been made with consideration for:

- ➡ Products that fit in with the forest setting.
- ➡ Products with longer life span preventing high frequency replacements.
- ➡ Commercial and industry standard techniques in accordance with standard signage building practice.

GENERAL MAINTENANCE

General maintenance will be done on a regular basis. Checking of the signs will be incorporated in the Standard Operation Procedures of the park. Signs will be kept clean and visible at all times.

VANDALISM AND GRAFFITI

Anti-graffiti coating will be applied to all aluminum signs. A non sacrificial coating will be used allowing for repeated removal of graffiti without damage to the coated surface.

GATE SIGN (S1)

STYLE & MATERIALS

This identification sign is for people travelling from The Boulevard into the Park.



Materials: 3mm aluminium panel

Dimensions: 1200mm x 1100mm

LOCATION & QUANTITY

This sign would be placed at the entrance of Yarra Flats Park at the corner of The Boulevard, to assist cars locating the road to the park.

PURPOSE:

- ➡ To identify the location of TreeTops from the Boulevard entrance gate;
- ➡ To promote the presence of TreeTops.

This sign will be:

- ➡ Sited on posts;
- ➡ Oriented so clearly visible to passing vehicles.

DIRECTIONAL SIGNS TO TREETOPS (F1 & F2)

STYLE & MATERIALS

The purpose of these signs is to direct visitors to their destination.



Materials: 3mm aluminium panel

Dimensions: 3300mm x 90mm

LOCATION & QUANTITY

One of these signs will be placed 1metre before the Yarra Trail crossing and the second will be positioned across from the main public parking area to direct cars to park inside the TreeTops gate. See appendix for locational map.

HOURS OF OPERATION/PARKING (S2)



STYLE & MATERIALS

This sign is important to inform visitors of the adventure park's hours of operation. The sign will be located on metal posts at a height of about 2m at the gate entering into the car park.

Materials: 3mm aluminium panel

Dimensions: 450mm x 820mm

DIRECTIONAL SIGNS (S3)

This sign is used to direct customers from the turning circle and parking area to the office.



Materials: 3mm aluminium panel

Dimensions: 330mm x 90mm

ADMINISTRATION SIGNS

STYLE & MATERIALS

These signs are important to welcome and inform visitors of the adventure park's conditions of entry and regulations. The signs will be located on timber posts at a height of about 1m or on the office walls.

conditions of participation

Park Management reserves the right to close the park without notice. Please see Terms & Conditions at the office or on our website for more information.

- Every participant is required to be covered by TreeTops Liability Release form;
- Participation is limited by available space and is determined by factors such as; age, weight and safety requirements. Arriving late may impact your participation, this is at the discretion of the Site Manager;
- Fully enclosed shoes with rigid soles must be worn on the activities. Hair should be pulled back, piercings and jewellery must be removed or taped over;
- Everything must be removed from pockets including cameras, phones and keys. No bags can be taken on the activities;
- Only safety equipment provided can be used on the activities. All equipment must be used according to the instructions provided and returned promptly after finishing the activities;
- If you need to go to the toilet before your adventure is over, your harness must be removed beforehand and refitted and checked by an instructor before you can continue your adventure;
- All participants must pass a training session and are responsible for the full application of the rules;
- The green, blue, red and black courses must be completed in this order and can only be completed once per visit;
- Do not overestimate your capabilities or fatigue levels;
- Smoking or the consumption of Drugs and Alcohol is strictly prohibited;
- Misconduct, inappropriate or dangerous behaviour will not be tolerated. Management reserves the right to refuse entry or expel any person without refund for unacceptable behaviour.

Our friendly staff are here to help you, please let us know if you need any assistance.

Admission - TreeTop Adventure Park

By participating you agree to our terms & conditions. A release form must be signed on behalf of every participant. Please see our friendly staff for more details.

3-9 yrs	10-15 yrs	16-17 yrs	18 yrs+
Child	Junior	Junior	Adult
\$28.00	\$38.00	\$38.00	\$48.00
Children courses White, Yellow, Orange and Purple	Junior/Adult courses Green, Blue and Red	Junior/Adult courses Green, Blue, Red and Black	Junior/Adult courses Green, Blue, Red and Black

CHILDREN COURSES
2 hour session including approx. 30 minutes 'gearing' time and training. Children can complete the courses as many times as they like within their session. At least one adult is required to supervise the children at all times from the ground (no fee). Adults CAN NOT climb on the children's course.

JUNIOR / ADULT COURSES
Participants MUST be 10 yrs old and over, at least 1.4m tall and under 120kg. One adult must accompany junior 10-15 yrs old on the courses. One adult can supervise up to four juniors. Courses must be completed in order as instructed and cannot be skipped or repeated. Participants must be 16 yrs+ to climb the black course. Participants can climb the courses once per day for their own safety.

Concession \$43.00
Seniors & Australian students, ID required

Night climb \$90.00
From 16 yrs. Conditions apply

Family discount 5%
2 adults + 2 children/juniors or more

Group discount 5%
10+ participants. Conditions apply

We hope you enjoy your TreeTops experience as much as we enjoy providing it.

Materials: 3mm aluminium panel

Dimensions: Pending the office dimensions

SAFEGUARD SIGN

STYLE & MATERIALS

These signs are important to inform visitors of the adventure park's regulations and conditions of participation. These signs will be located on timber posts at the TreeTops office.

caution safety first

Warning: You are visiting a forest containing many unseen and unpredictable hazards that cannot be removed or controlled. These may be exacerbated during periods of extreme weather – fire, flood, wind and rain. Because of this you are entering the forest at your own risk. This warning is given pursuant to the provisions of the Civil Liability Act 2002. TreeTops is located within Cumberland State Forest under permit from the Forestry Corporation of NSW and as such is regulated by the Forestry Act 2012 and the Forestry Regulation 2012.

To assist your safety and enjoyment, please comply with the following:

- All signs, notices and instructions must be read and obeyed at all times;
- Please watch for vehicles and uneven surfaces;
- TreeTops activities involve some risks and are intended for persons physically and mentally capable of sustaining a certain level of physical exertion and stress;
- Always act on the side of reason, if you are stuck or feel uncertain about a situation call for assistance;
- Fully enclosed shoes must be worn to access the activities; no exposed skin from the ankle down;
- No fire is permitted at any time within this area. The lighting of unauthorised fires is an offence under Clause 10 of the Forestry Regulation 2012;
- Smoking or the consumption of Drugs and Alcohol is not permitted at any time;
- In case of extreme weather conditions, the park's management reserves the right to close the park;
- Right of entry to this area and participation in any of the activities is at the discretion of management and may be cancelled or declined for any reason;
- Misconduct, inappropriate or dangerous behaviour will not be tolerated;
- For your safety please stay on the marked paths;
- It is an offence to cause damage to or destruction of a forestry area and this includes damaging flora or fauna, as well as the roads, stumps and other facilities within the forestry area;
- Please respect this environment for future generations.

Please see Terms & Conditions for more information.

Materials: 3mm aluminium panel

Dimensions: Pending the office dimensions

LOCATION & QUANTITY

1 sign is needed near the car park gate for TreeTops.

EXIT SIGNS

STYLE & MATERIALS

These signs will be located on timber posts at a height of about 1.5m. The text will be routed in the timber and paint will be used to enhance the text. The timber will be cut in a directional way to point toward the exit.



Materials:	sustainably harvested timber on timber posts
Dimensions:	500mm x 200mm

LOCATION & QUANTITY

5 signs are needed to direct people to the exit.

TOILET SIGN

STYLE & MATERIALS

These signs will be located on timber posts at a height of about 1.5m. The text will be routed in the timber and paint will be used to enhance the text. The timber will be cut in a directional way to point toward the toilets.



Materials:	sustainably harvested timber on timber posts
Dimensions:	800mm x 200mm

LOCATION & QUANTITY

2 signs are needed to direct people to the toilet.

COURSE SIGNS

STYLE & MATERIALS

These signs will be located on timber posts at a height of about 1.5m. The text will be routed in the timber and paint will be used to enhance the text. The timber will be cut in a directional way to point toward the start point for each adventure course.



Materials: sustainably harvested timber on timber posts

LOCATION & QUANTITY

1 sign is required per course, located at the start of the course.

SAFETY SIGNS



Materials: 3mm aluminium panel

Dimensions: 243mm x 210mm

MESSAGE TO PARENTS & CARERS

Message to Parents and Carers

A fun experience to encourage independence and self-confidence!




Shhhh try not to spoil the secret of any challenges! TreeTops is full of adventures that encourage children to flex their independence as well as their muscles. Every obstacle is a chance to build self-reliance and problem solving skills and figuring it out is half the fun!

Our courses for 3-9 year olds are carefully designed to be age appropriate. Adults are not permitted on the courses with children. You can take an active part in your child's adventure by walking along the paths provided. Here you can closely supervise, encourage and cheer on your clever monkeys.

Supervision of children is mandatory. Please be aware parents and carers are responsible for ensuring children under their supervision are behaving appropriately and following the rules that were outlined in the safety briefing.

At TreeTops we take safety seriously. If rules are followed, this is a tree-climbing experience that comes with a total safety guarantee. Every climber is harnessed using a unique continuous belay system so children are free to focus on activities, to explore their sense of balance and spatial awareness and most importantly to have some fun!

Benefits of the activities

- | | | |
|---|---|---|
| Physical  <ul style="list-style-type: none"> ✓ Improves coordination and balance; ✓ Develops fine and gross motor movement and skills; ✓ Strengthens muscles and bones; ✓ Uses senses in a unique way; ✓ Exposes participants to sunlight and fresh air; ✓ Maintains good health. | Cognitive  <ul style="list-style-type: none"> ✓ Reduces attention deficit symptoms; ✓ Encourages decision making, problem solving and creative thinking; ✓ Develops responsible attitudes towards risk; ✓ Increases ability to concentrate; ✓ Increases understanding of personal limitations. | Emotional  <ul style="list-style-type: none"> ✓ Improves aspects of emotional wellbeing; ✓ Increases self-confidence; ✓ Assists with aggression, anxiety, repression, and sleep problems; ✓ Develops patience; ✓ Promotes a sense of achievement; ✓ Reduces the impact of stress. |
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Please feel free to contact one of our friendly staff members should you have any questions or you require further assistance.

STYLE & MATERIALS

This sign explains the concept of the children's course and the best way for parents/carers to assist children to get the most out of their experience. The sign will be on timber post located within the children's course area.

Materials: 3mm aluminium panel

Dimensions: 297mm x 420mm

OTHER SIGNS

Looking for a bin?



Keep this area clean and safe. Help reduce scavenging behaviour and the spread of litter by native animals.

We ask that you take your rubbish home to sort recyclable items for disposal.

Help keep this forest clean and protect the wildlife by doing the right thing.

RUBBISH SIGNS

This sign is used to encourage visitors to recycle their rubbish. 1 sign is needed around the office.

Materials: 3mm aluminium panel

Dimensions: 297mm x 210mm

INTERPRETIVE SIGNS

This new development provides a fantastic medium for education regarding the natural environment. To capitalise on this interpretive signs will be placed along pathways to describe and explain specific flora and fauna.

The signs would be positioned at key physical and cultural locations in the permit area where interpretation can complement the experience of the environment. An interpretive sign design and location plan will be prepared and submitted to Parks Victoria for approval. Here are examples of the signs we currently use.



APPENDIX - SIGNAGE PLAN



- S1. Sign TreeTops
- S2. Caution Safety First, Welcome, Opening times and Parking area
- S3. Path sign, this way to TreeTops office
- F1. Finger signage - TreeTops
- F2. Finger signage - TreeTops