

QUEEN VICTORIA MARKET

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Introduction

A bespoke wayfinding signage suite has been developed with an aim to preserve the Queen Victoria Market's heritage and traditional market atmosphere, while allowing the market precinct to evolve and meet the contemporary needs of visitors, traders and Melbourne's sustainable city vision.

The wayfinding unites the interconnection of open spaces including pedestrian-friendly streets, heritage, trader sheds, laneways, historical buildings, parking and shopping strips. It will provide consistent identification, orientation, and navigation in and around the market ensuring all visitors can easily access their destination whilst also encouraging exploration and discovery.

Effective wayfinding plays a crucial role in supporting the commercial requirements of the market and traders. By providing clear directions, wayfinding helps customers navigate through the market with ease, increasing foot traffic and sales. It can assist traders by guiding customers towards specific areas or products and by reducing congestion.

Well-designed wayfinding solutions, such as clear signage, digital maps, and interactive displays, make it easier for customers to locate vendors and their desired products, leading to improved customer satisfaction and repeat visits. Overall, cohesive wayfinding is crucial to creating a market that is functional, profitable, and enjoyable for all.

It has been designed to reduce clutter and redundant infrastructure. It provides a legible wayfinding system that is user friendly, consistent throughout, respectful of the heritage environment and is compliant to Australian Standards accessibility needs.

The wayfinding will assist with defining the market footprint and incorporates City of Melbourne Wayfound signage principles, providing visitors a user-friendly experience as they navigate from urban streets into the market precinct.

Taking into consideration feedback from Heritage Victoria and key stakeholders, a simple system that respects the market's heritage has been developed.

Our design solution is contemporary and classic, will reduce clutter and consolidate information across the precinct. Simplicity is vital to provide clear concise and unambiguous information assisting visitors to navigate with ease.

As the market is listed on the National Heritage List and Victorian Heritage Register, wider pre-existing legislative and heritage considerations have been addressed throughout this project.

It is important to ensure that signage does not dominate the heritage buildings, or detract from the market ambiance and atmosphere.

Signs should be independent from heritage fabric and carefully located to avoid impact on views to heritage buildings.

- Provide a consistent design approach across the market
- Minimise the number of sign types in the signage suite
- Reduce clutter and redundant signage, consolidate information, and minimise the number of signs



Queen Victoria Market Historical Image

Bluestone / Basalt

Melbourne's relationship with bluestone is a passionate one. The city is built at the edge of one of the largest volcanic basalt plains in the world, so there has always been a steady supply of this heavy, dark stone for buildings, foundations, kerbs and laneways.

Bluestone is material that is connected to Melbourne's identity, we may first think of the famous cobbled laneways intersecting the urban grid. These dark grey stones that line and frame its streets and buildings are an important feature of Melbourne's urban identity.

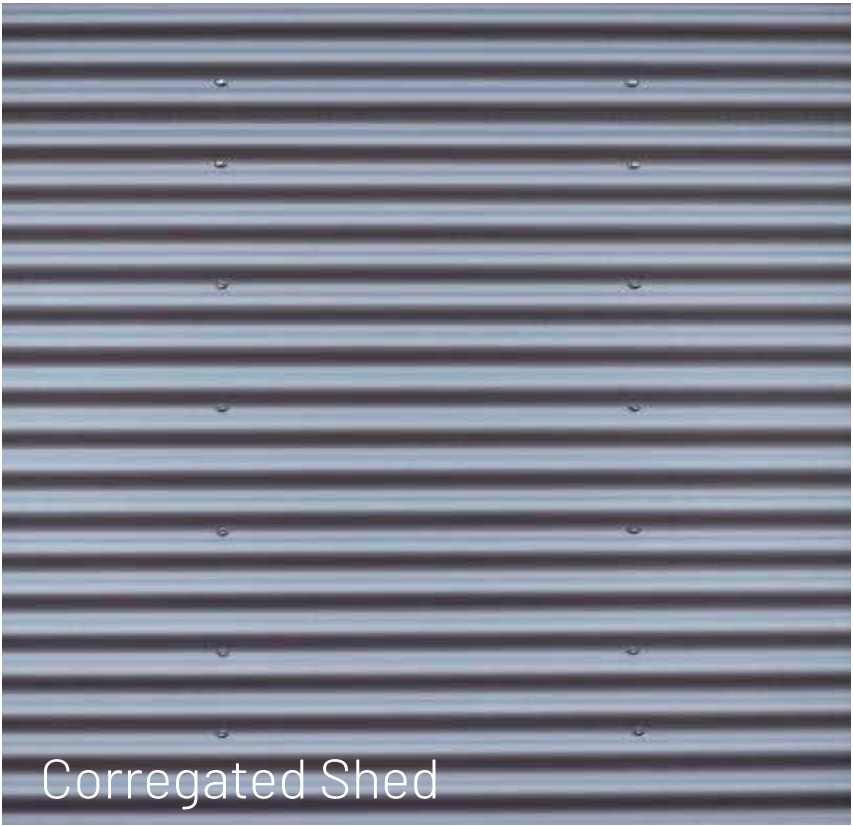
Important traces of Indigenous knowledge and use of bluestone have also been discovered throughout Melbourne and elsewhere in Victoria. There are basalt stones arranged as astronomical markers at Wurdi Youang, near Lara. *

Melburnians see and touch bluestone every day. Our streets and pavements are edged with it; and some of our most iconic buildings—churches, cathedrals, art galleries — are built from it, or rest on its solid foundations.

Building upon the historical narrative and emotional connection with bluestone, we have incorporated it into our freestanding plinths and our colour palette as a unifying element as you navigate from the city streets through to the market precinct.

* Reference: Stephanie Trigg
Bluestone and the City:
Writing an Emotional History

Market Materials





Wayfinding Principles

What is wayfinding?

Wayfinding encompasses all the ways in which people orient and navigate themselves in a physical space.

Wayfinding encompasses both indoor and outdoor navigation and can include such physical elements as urban design, architecture, landmarks, lighting, footpaths, landscaping, digital technology and signage.

These elements work together to define paths and identify key decision points, while aiming to improve and enhance people's experiences as they move from place to place, whilst supporting the commercial requirements of the market and traders.

When looking for assistance or confirmation of their route, users need to be able to find the relevant signage. The signs need to be conspicuous in the environment and located in places where users are likely to look for them.

The signs themselves need to be easily read. They need to be designed with legibility in mind. The content of the signs needs to be simple and easily understood.

Focus on the users

Users' needs are paramount. They require signage that is consistent, reliable and inclusive. Signage should not be intrusive, but should be there when required – easy to recognise and use – helping people to find their way.

Cut the clutter

The aim is to have fewer, but better positioned signs with concise information.

Disclose information progressively

At each point, the user should be given enough information to achieve the next stage of their journey, but not so much detail that they become confused.

Create connectivity

By linking one location to the next through signing, people can move freely and confidently from one place to another.

Be consistent

From a user's point of view, the journey should be seamless. Signage should carry consistent, predictable, and reliable information.

* Source City of Melbourne – Wayfound Signage Guidelines



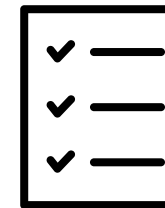
Simplified Heads Up Maps

Provide a simplified heads up map for each locations to assist with navigation



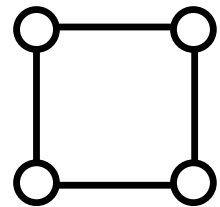
Progressive Disclosure

Provide a hierarchy of information that gradually and logically sub divides areas into smaller and smaller parts.



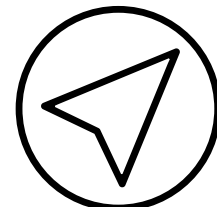
Provide Consistent Information

Adopt coherent naming conventions, languages, symbols and arrows.



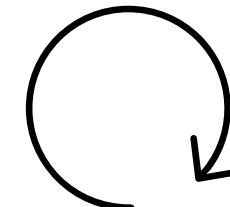
Accessible And Inclusive Design

Deliver signage that allows everyone to use the system without the need for specialised or adapted features



Only Direct To Destinations Ahead Or To Your Side

Direct to destinations ahead or to your side - never destinations behind you



Arrows To Follow Clockwise Direction

Arrows to follow clockwise direction - starting with heads up

Colour Contrast

The selection of signage finishes with appropriate luminance contrast will assist people with low vision navigate through the environment and help to identify wayfinding signage.

Luminance contrast is defined in Australian Standard 1428.1-2009 as 'the light reflected from one surface or component, compared to the light reflected from another surface or component'. It is not the difference in the colour or the colour contrast, but the difference in the light reflective properties of each colour.

The minimum luminance contrast requirements in the BCA and Australian Standards includes: Braille signage – The background, negative space, fill of a sign or border to have 30% contrast to the surface on which it is mounted (i.e. a wall).

Additionally, tactile characters, icons and symbols must have 30% contrast to the surface on which the characters are mounted (i.e the sign).

The maximum colour contrast achievable is through the use of black and white to achieve the optimum accessibility rating. Dark grey and white provide a high level of contrast and a satisfactory rating.

Optimal placement zone for key information

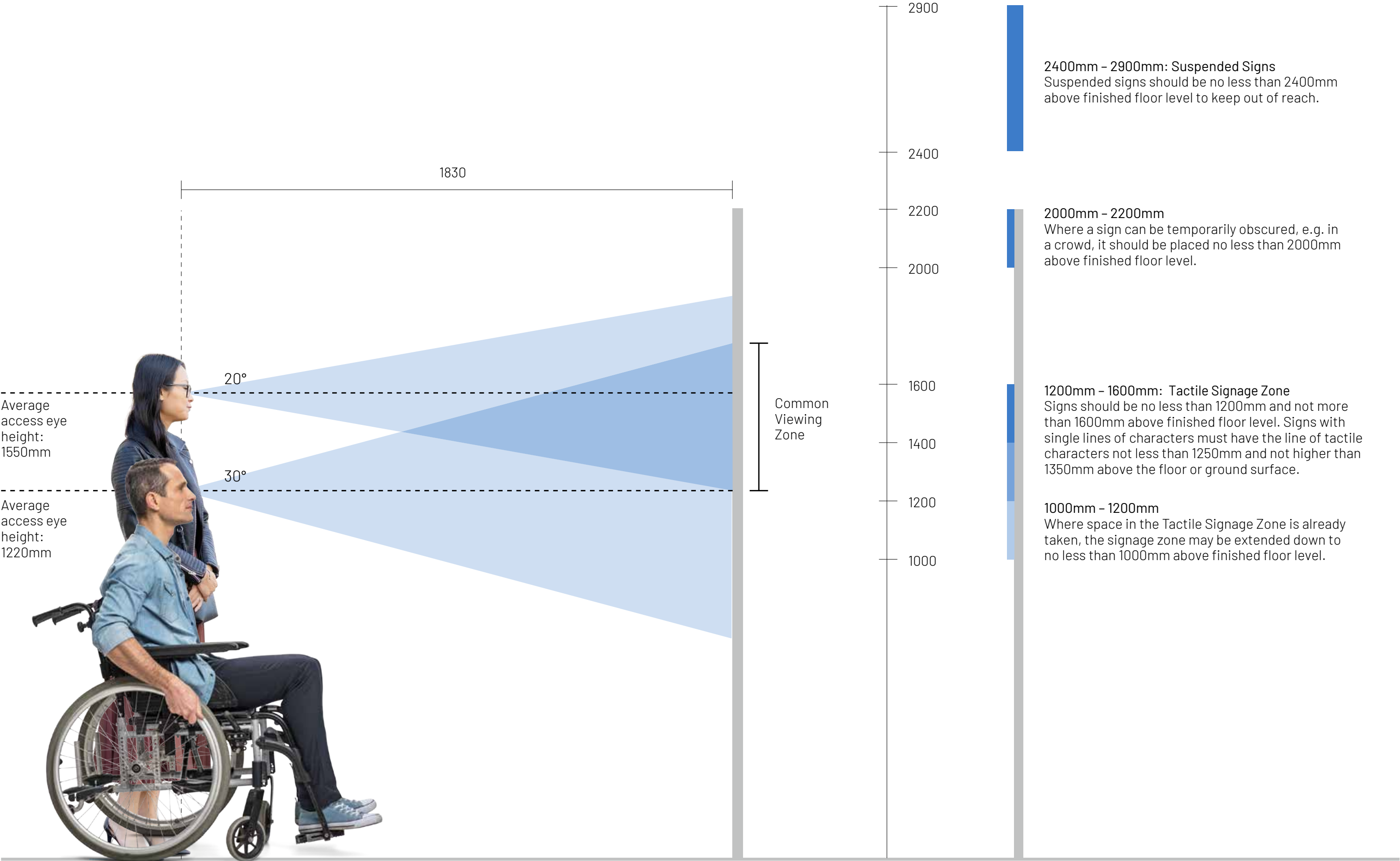
All signage should be located such that it can be accessed by someone who is standing or using a wheelchair. All essential information should, where possible, be located within the optimal viewing zone and accessible tactile zone between 1200mm and 1600mm above the ground. The table shown below lists the optimal minimum letter heights against various viewing distances.

The letter heights indicated are for pedestrian signage only, they do not apply to vehicular signs.

Before designing the sign message it is imperative that a viewing distance is established first.

DISTANCE	LETTER HEIGHT
	(Cap x-height)
2m	6mm
4m	12mm
6m	20mm
8m	25mm
12m	40mm
15m	50mm
25m	80mm
35m	100mm
40m	130mm
50m	150mm

Height of letters for varying viewing distances
AS1428.2



Hierarchy of Information

A defined hierarchy of destinations makes it easy for users to move from the city streets to finding their destination within the Queen Victoria Market.

Wayfinding Strategy

1. Confirmation of arrival - Site Identification
2. Direct to Key Destinations such as Buildings & Sheds
3. Direct to Facilities & Key Connections
4. Direct to Market Traders through Digital Directories

QUEEN VICTORIA MARKET

Dairy Produce Hall	Meat & Fish Hall	Queen's Food Hall	Sheds A - F & J - L	Sheds H - I	String Bean Alley	
Victoria St Shops / Little Victoria St	Elizabeth St Shops	Deli Lane	Therry St	Information Hub	Bus Drop Off/Pick Up	Parking
TEMP SIGNAGE Night Market Pop Up Events	FUTURE STAGE Franklin St Shops Park/Public Realm Queens Corner Building	BUILDING ID'S Trader Shed Northern Shed (Names TBC)	OTHER - TBC			

Toilets	Accessible Toilets	ATMS	Bike/Escooter Parking	Queen Victoria Market Online Click & Collect	Market Trader Directory	First Aid
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Elizabeth St	Victoria St	Queen St	Peel St	Therry St
Public Transport	Uber/Taxi/Ride Share			



CHILLI
KABANA

SAUSAGE
PORK LEG HAM
LOTS OF GARLIC
VERY
LEAN

CHEW WITH CAUTION
X-TREME HARD!

DOUBLE
SMOKED
KABANOS

ZŁOTY
ORZECH

DARK CHOCOLATE

SINGLE-SMOKED
PORK LOIN

German cold cured
Linx Schinken

Cold-cured
Polish Loin

Slow-Smoked
BAVARIAN

Single
Smoked
Granny

CHICKEN

Smoked GERMAN
Country
Liverwurst

Pork Neck
"PALEFRON"

SMOKED LAMB

Zywiecka

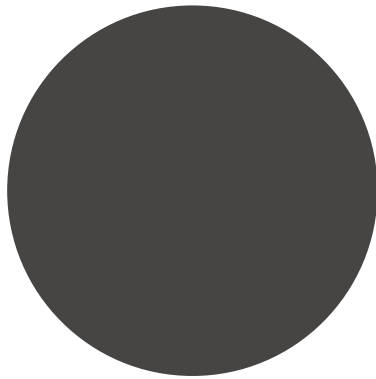
Double
Smoked
CROATIAN
Pork Fillet

German
Pork Neck

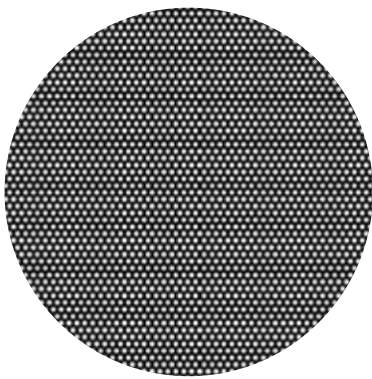
03

Finishes

Drawing inspiration from the various grey materials in the market precinct, we have chosen the below finishes to compliment the heritage whilst bringing the signage into a more contemporary stage. Samples will be provided to the client for approval. Sand blasting to bluestone will require a prototype.



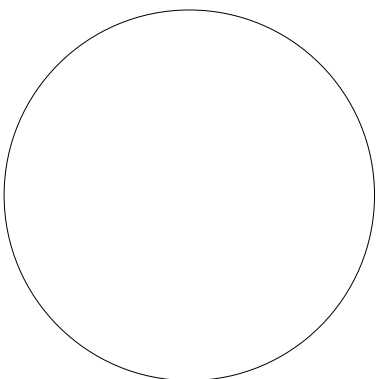
FINISH NO.1
POWDERCOAT DULUX
MONUMENT MATTE



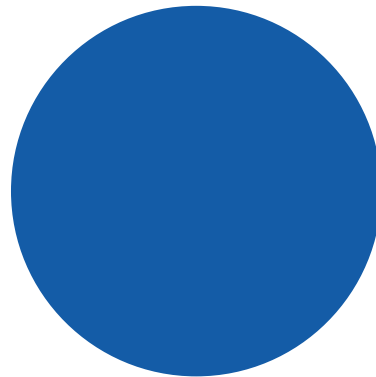
FINISH NO.2
PERFORATED BLACK METAL



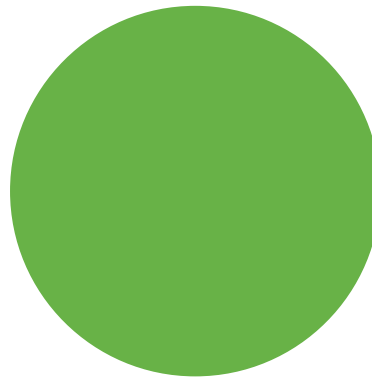
FINISH NO.3
BLUESTONE



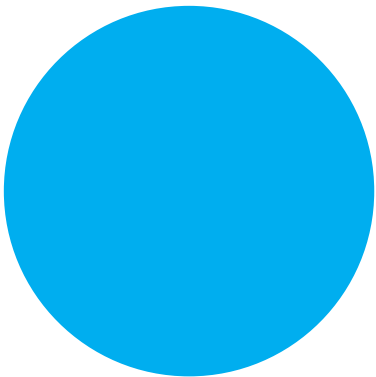
FINISH NO.4
MATTE WHITE SELF ADHESIVE VINYL



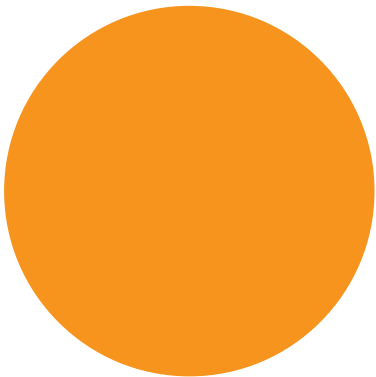
FINISH NO.5
MATTE BLUE SELF ADHESIVE VINYL
MACTAC VIVID BLUE 983911



FINISH NO.6
MATTE GREEN SELF ADHESIVE VINYL
TO MATCH PMS 368 C



FINISH NO.7
MATTE LIGHT BLUE SELF ADHESIVE VINYL
TO MATCH PMS 285 C



FINISH NO.8
MATTE ORANGE SELF ADHESIVE VINYL
TO MATCH PMS 151 C

Brand Asset

Brand Hierarchy is a key consideration to be addressed across the site and will change across the distinct areas. Print, digital and signage need to be consistent and align.

Version 1 & 2 reflect the dynamic atmosphere of the market but are complex and don't have the boldness and simplicity required for signage. These logos are ideal for marketing and promotions through print and digital.

Version 3 of the logo supplied is suitable for signage legibility. The logo is to be used on Main Identification signs only – where large scale can be achieved, without over branding the site.



1



2



3

Typography

All destinations with current heritage signage will remain as is. Any new Building or Shed identification will use the font Frontage.

All wayfinding text will use the font Barlow Medium.

Frontage - Building/Shed ID font

A

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Barlow Medium - Wayfinding font

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Pictograms

Pictograms are a critical component of wayfinding because they can often communicate information more concisely than words. The pictograms used comply with Australian Standards AS 1428.4.2:2018.





Sign Types

The Queen Victoria Market signage suite is grouped into the following categories:

ID – Identification Signs

Signs which label things and indicate arrival, typically located at major arrival points.

DR – Directional Signs

Signs which typically point the observer to one or more destinations.

A – Amenity Signs

Signs which identify facilities or label things.

M – Marketing

Campaign driven content. Digital Directories may also include, maps for orientation, trader locations and event information.

Site Identification

A site identification is a branded signtype that provides confirmation of arrival, assist identifying the precinct and offers orientation information on arrival.

A tenant directory with map and is required for the dynamic changing locations of market traders, it may also include marketing / promotional material.

Building ID

Building ID assist customers identifying their destination upon arrival.

Supergraphics

Environmental graphics can be applied to the ground floor plane to connect disjointed areas or bring a wall or door to life while at the same time communicate services or amenities.

Directional Wayfinding

Directional signage is strategically placed at major decision making points, directing to destinations and facilities within the precinct.

Amenities

Clearly placed amenities sign to identify facilities

DDA Compliant

DDA compliant amenities signs placed on the wall, or on the door if the wall is unsuitable - to meet Australian building standards.

Safety Strip

Safety strip applied to entry doors and glazing incorporating branding or graphics. Must adhere to Australian building standards

Marketing/Promotional Opportunities

Marketing/promotional material in the form of print or digital - promoting events, changes to market trading or informational.

Signage Codes

ID-1 Site ID - Large Pylon

ID-2 Site ID - Wall Mounted

ID-3 Site ID - Inlay

B-1 Building Identification

B-2 Shed Identification

DIR-1 Wall Mounted Wayfinding

DIR-2 Suspended Wayfinding/Shed ID

DIR-3 Suspended Wayfinding

DIR-4 Small Suspended Wayfinding

DIR-5 Cantilevered Wayfinding

A-1 Amenities

A-2 Amenities Graphic

DDA-1 DDA Compliant

SAV-1 Safety Strip

Signage Overview



ID-1 // LARGE PYLON



ID - 2 // WALL MOUNTED IDENTIFICATION



ID-3 // INLAY IDENTIFICATION



B - 1 // BUILDING IDENTIFICATION
DIR-1 // WALL MOUNTED WAYFINDING



B-2 // SHED IDENTIFICATION

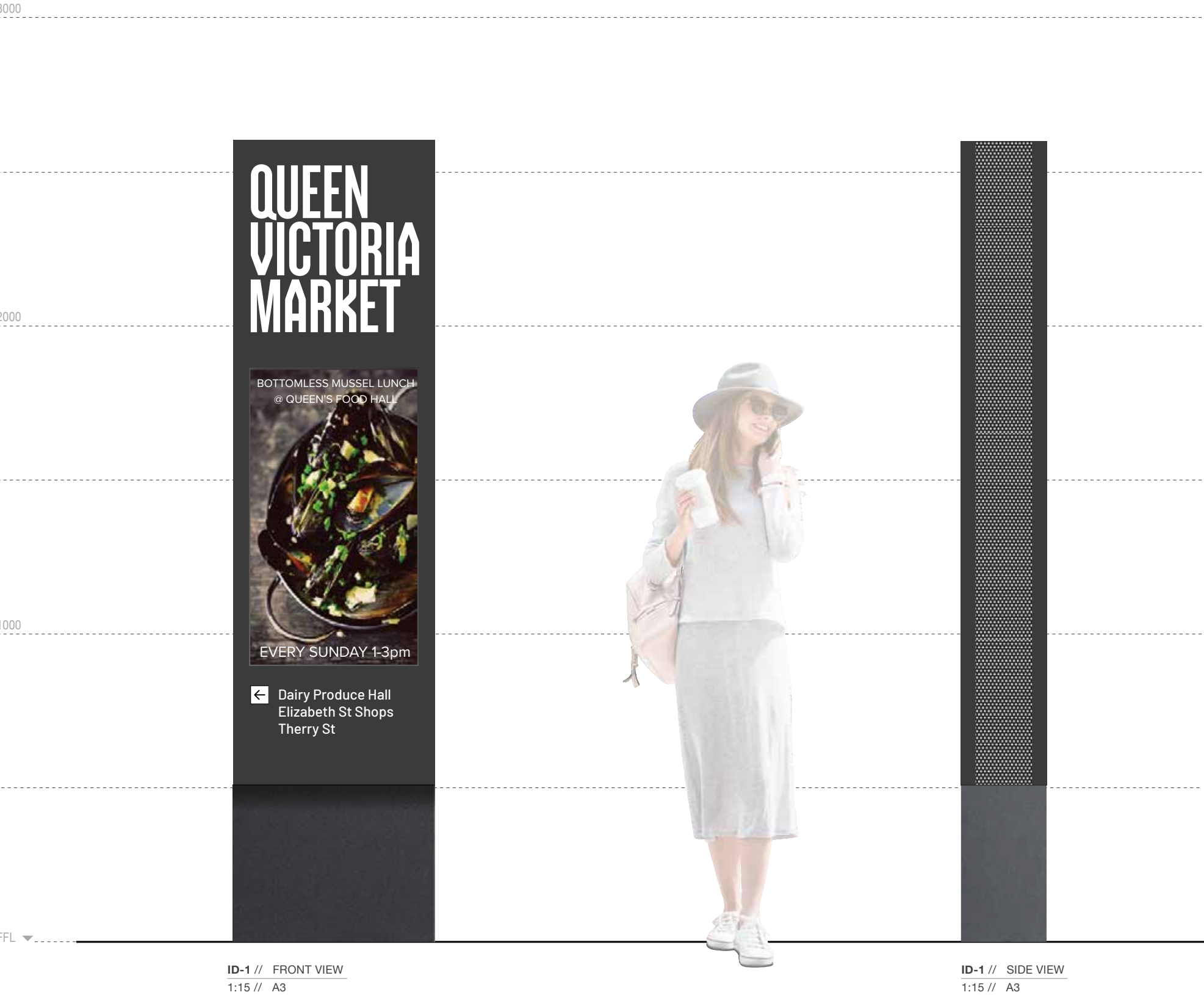
Signage Overview



ID-1 Site Identification – Large Pylon

Site ID's assist identifying the precinct and offers orientation and journey planning information on arrival.

The digital touch screens can include a tenant directory with map is required for the dynamic changing locations of storeholders, it may also include event /marketing / promotional material.



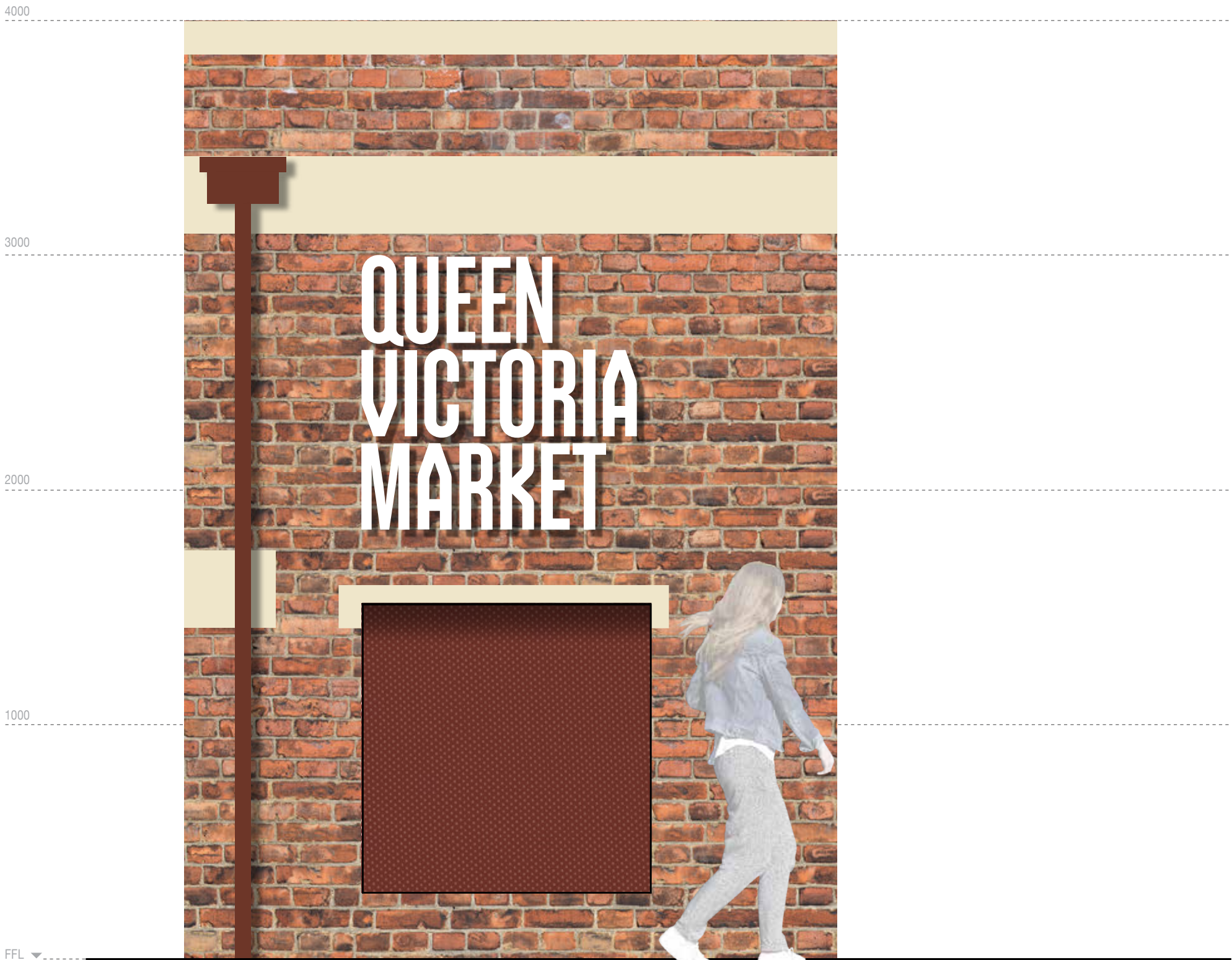
Existing Conditions





ID-2 Site Identification – Wall Mounted

Fabricated aluminium letters powdercoated white.
Pin fixed into mortar. 1:1mm pin fixing templated to be created.



ID-2 // FRONT VIEW
1:20 // A3

Laser cut finished aluminium inlay into bluestone pavers. Anti slip coating.

2000

1000



ID-3 // FRONT VIEW
1:10 // A3

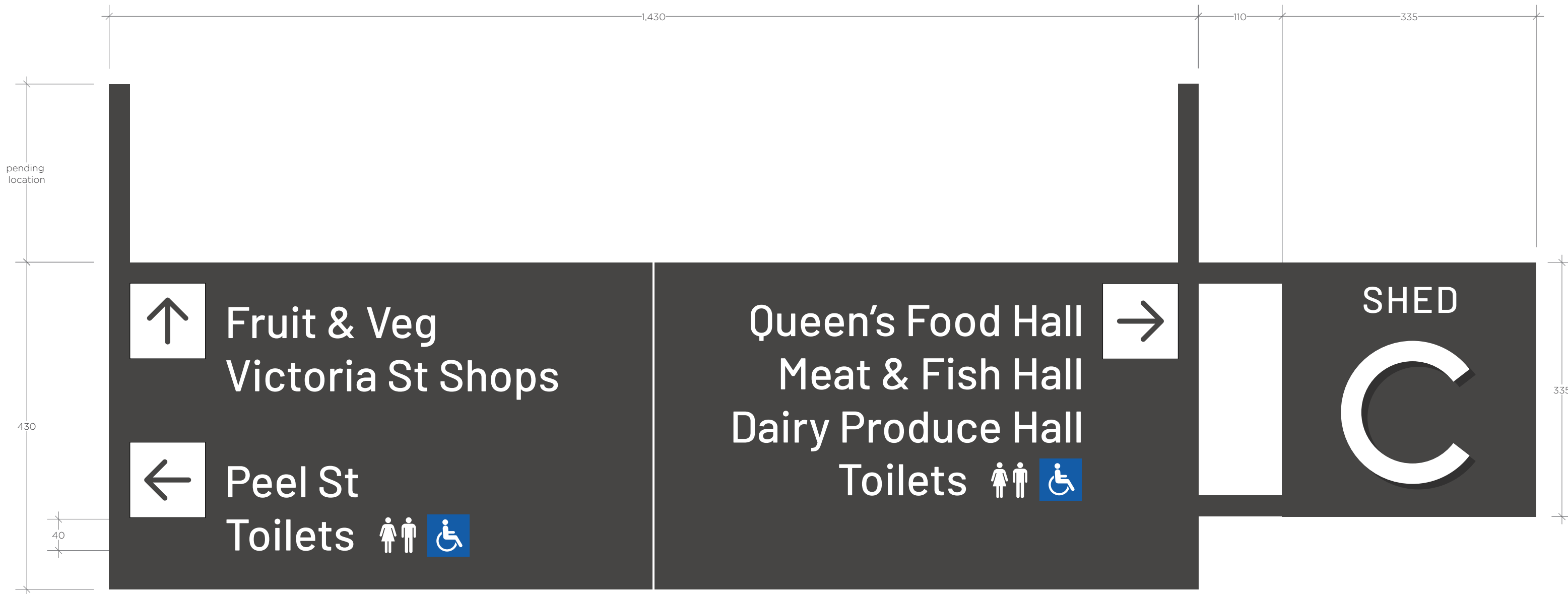
DIR-2 Suspended Wayfinding + Shed Id

Directional Wayfinding is strategically placed at major decision making points, directing to destinations and facilities within the precinct.

This wayfinding sign incorporates the Shed ID in order to consolidate information and minimise signage.



DIR-2 Suspended Wayfinding + Shed Id



NOTE : WAYFINDING TEXT (CAP HEIGHT) IS CONSISTENT ACROSS ALL SIGNS

DIR-2 // SIDE A
1:5 // A3





← Queen's Food Hall
Meat & Fish Hall
Dairy Produce Hall
Sheds H - I
Toilets ♀♂♿

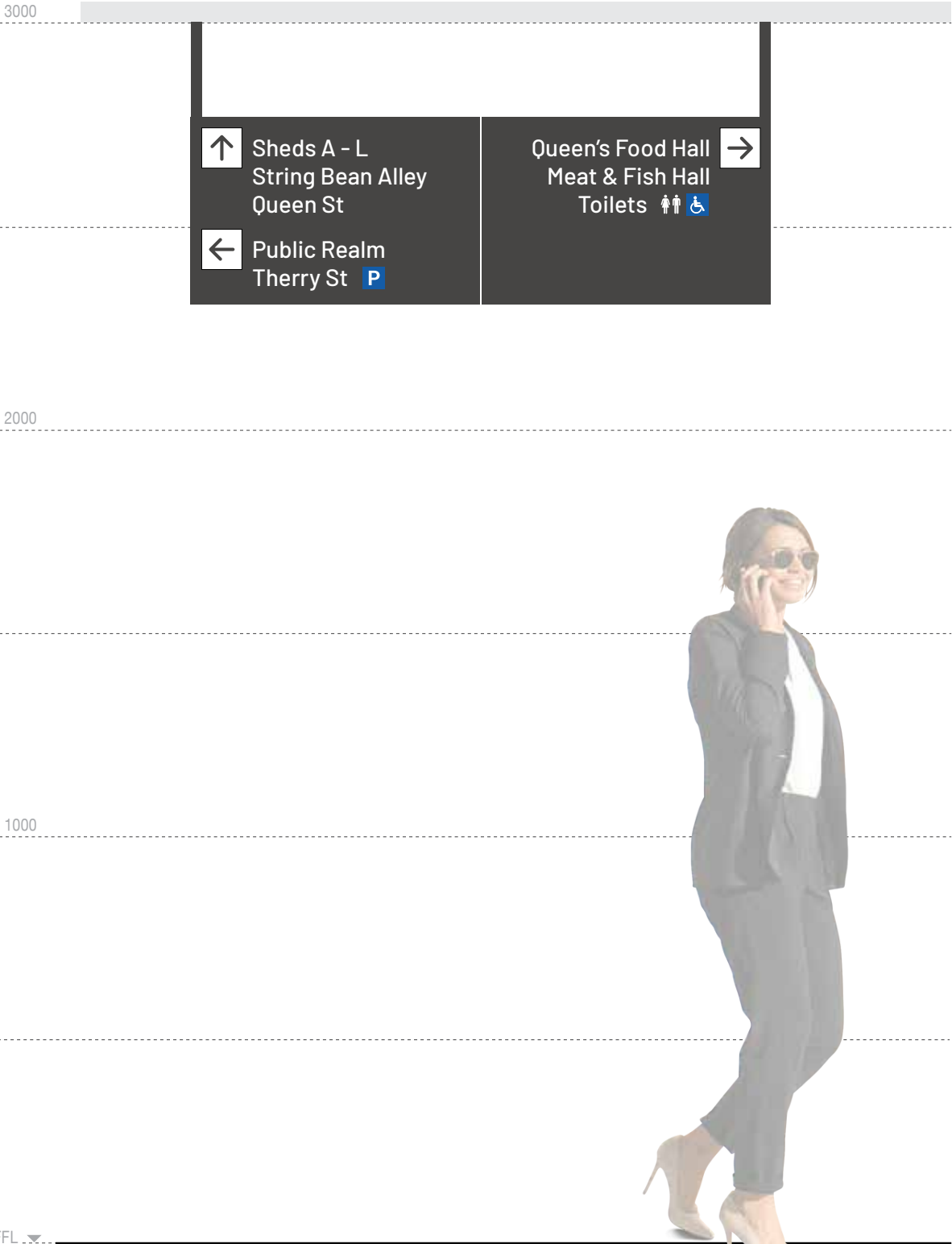
Sheds E - F & J - L
String Bean Alley

Peel St →
Toilets ♀♂♿

SHED
D

DIR-3 Suspended Wayfinding

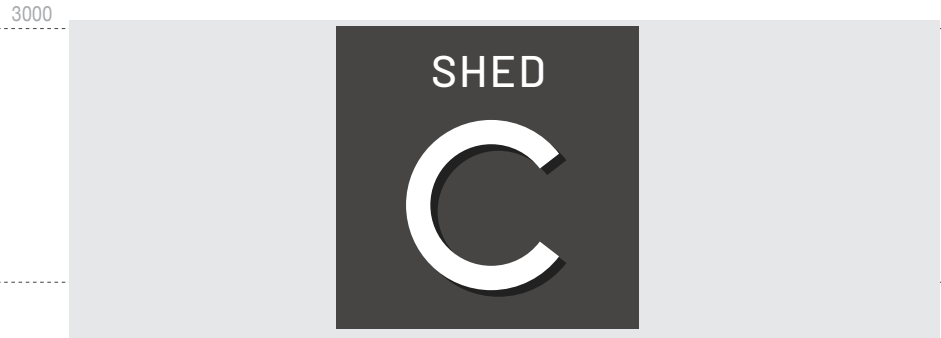
Directional Wayfinding is strategically placed at major decision making points, directing to destinations and facilities within the precinct.



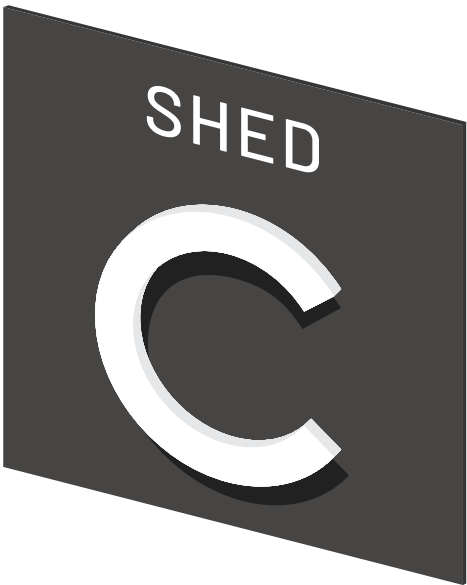
DIR-3 // FRONT VIEW
1:15 // A3

B-2 Shed Identification

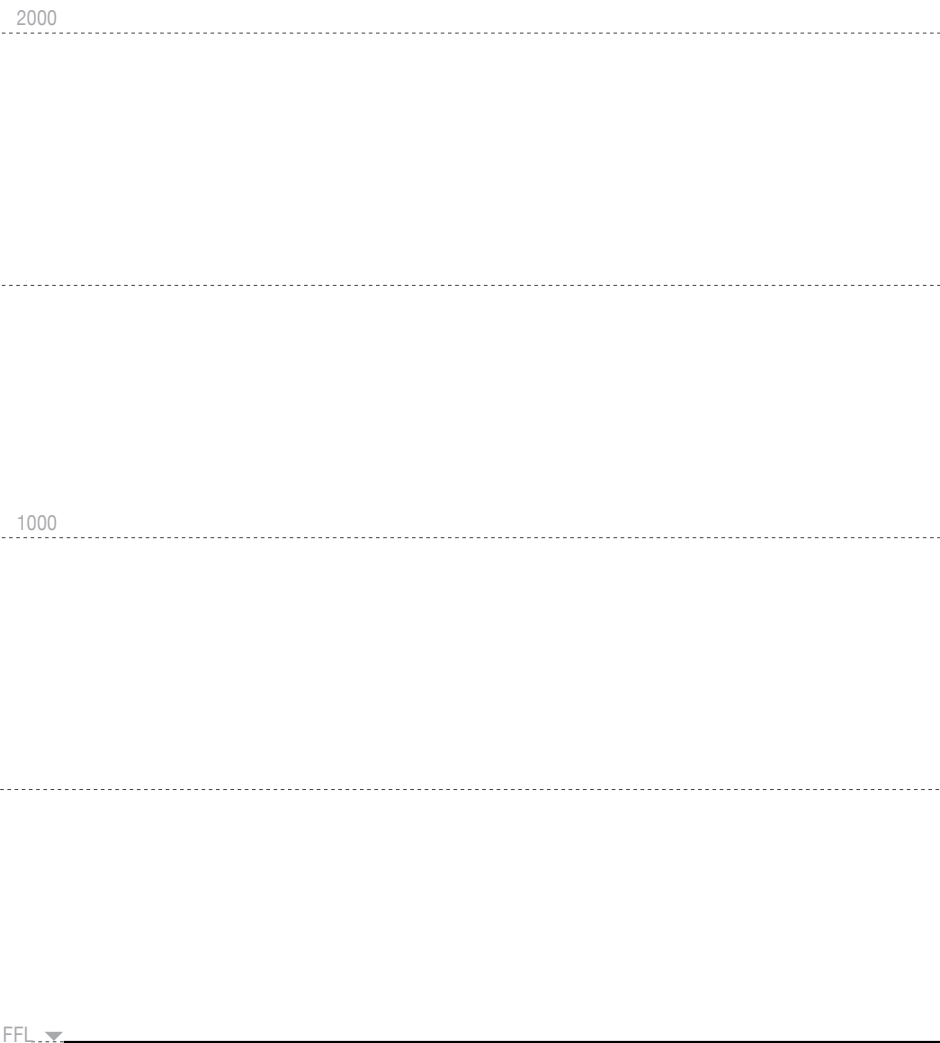
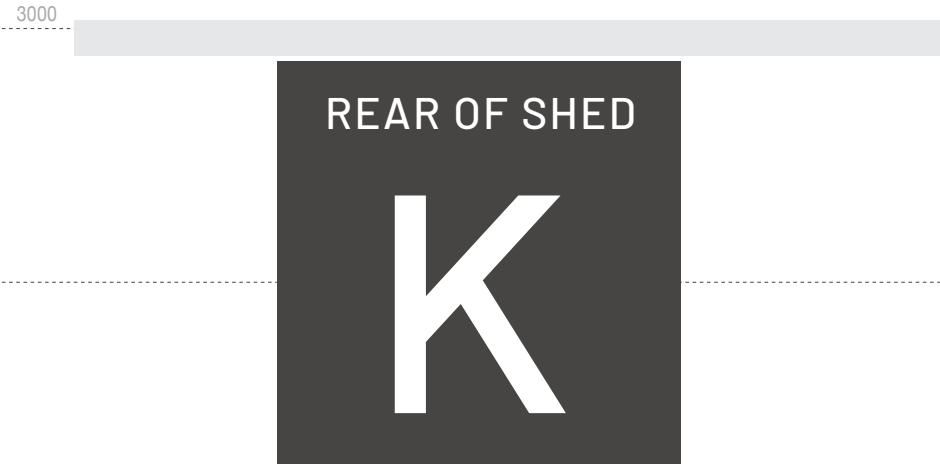
Shed ID assist customers identifying their destination upon arrival.



B-2 // WALL MOUNTED
1:15 // A3



B-2 // ISOMETRIC VIEW
NTS

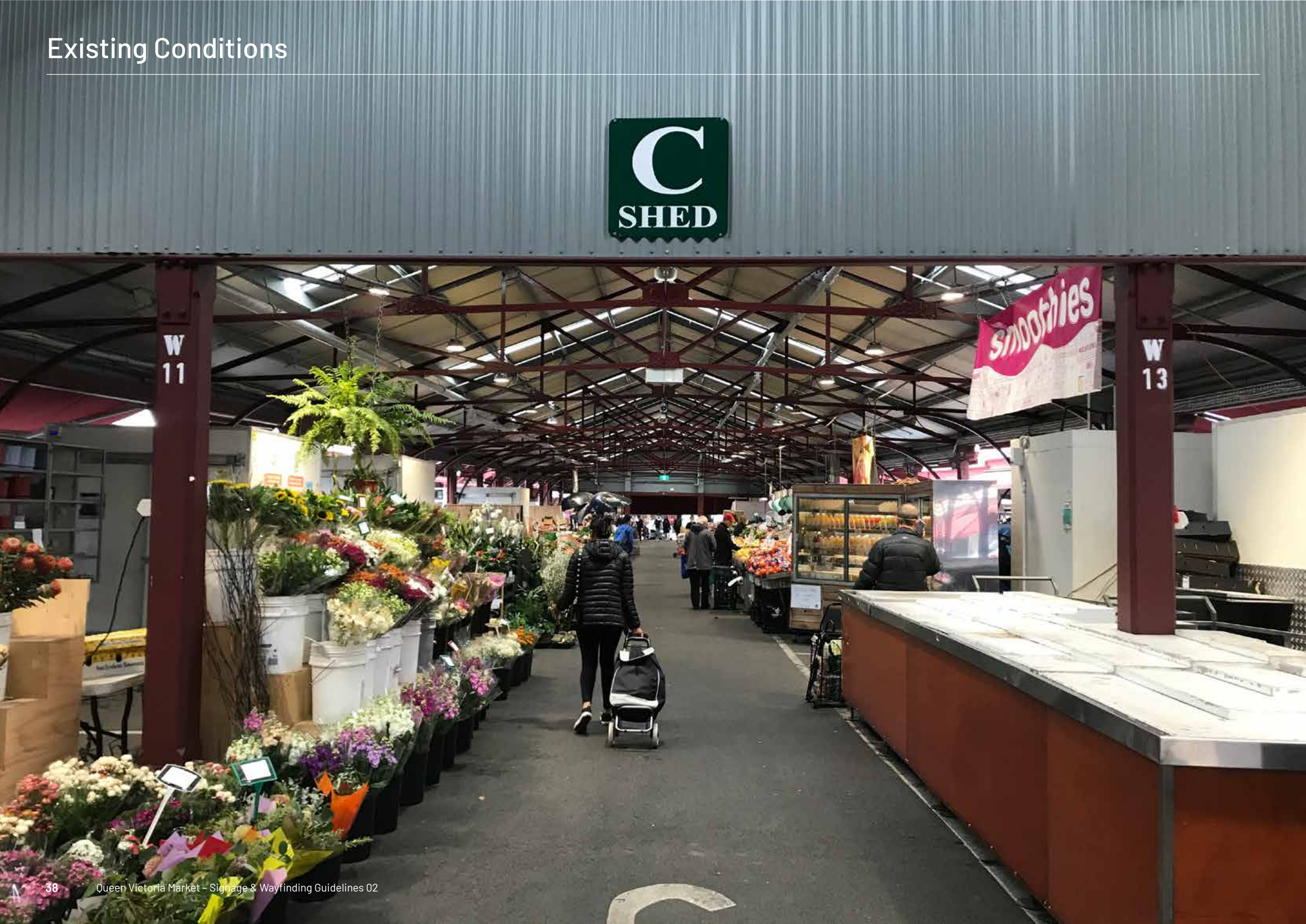


B-4 // SUSPENDED
1:15 // A3

B-3 Lane/Alley Identification

Shed/Lane assist customers identifying their destination upon arrival.

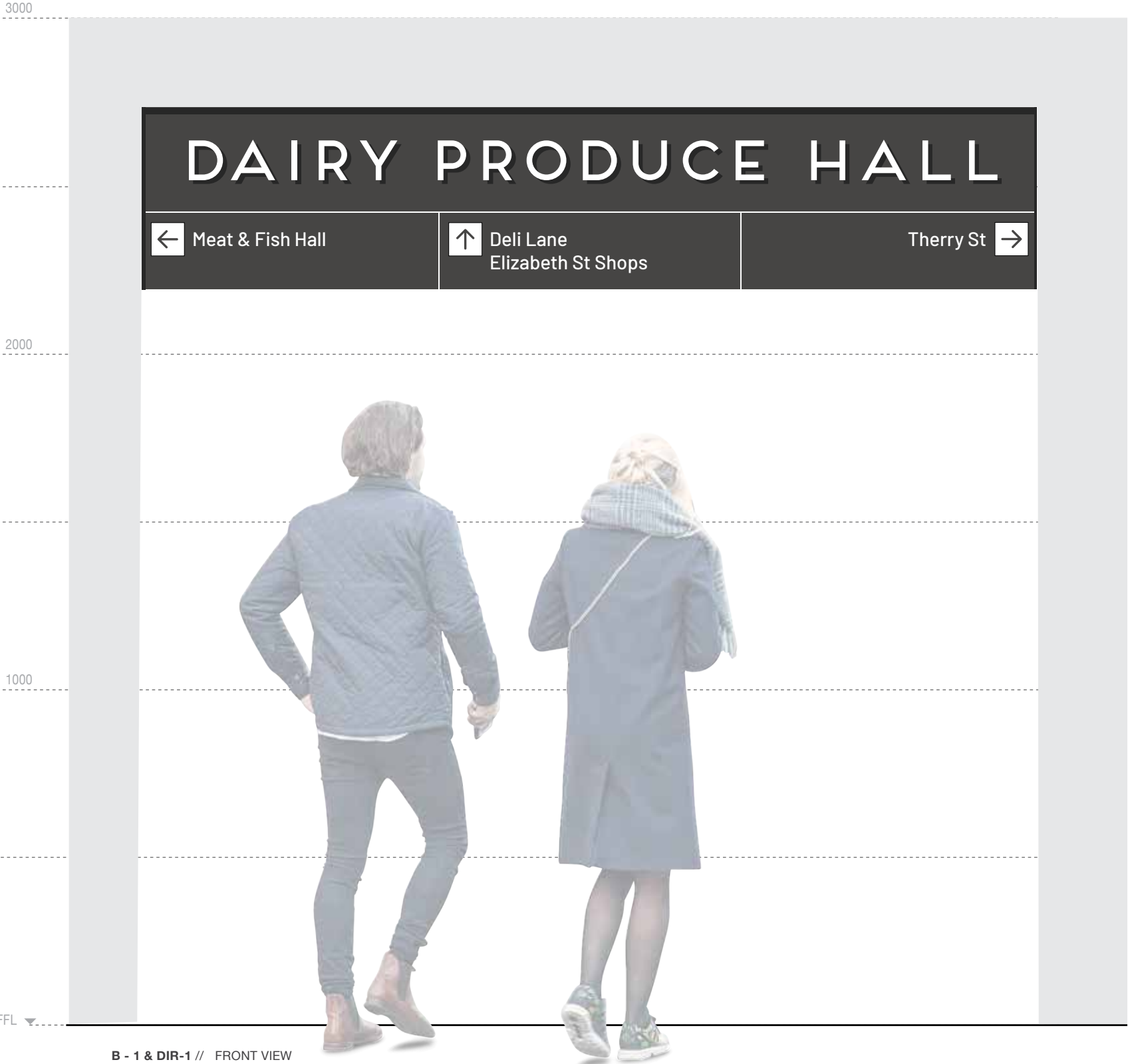






Building ID assist customers identifying their destination upon arrival.

Directional Wayfinding is strategically placed at major decision making points, directing to destinations and facilities within the precinct.



B - 1 & DIR-1 // FRONT VIEW
1:15 // A3



B - 1 & DIR-1 // ISOMETRIC
NTS

Existing Conditions





DAIRY PRODUCE HALL

← Meat & Fish Hall

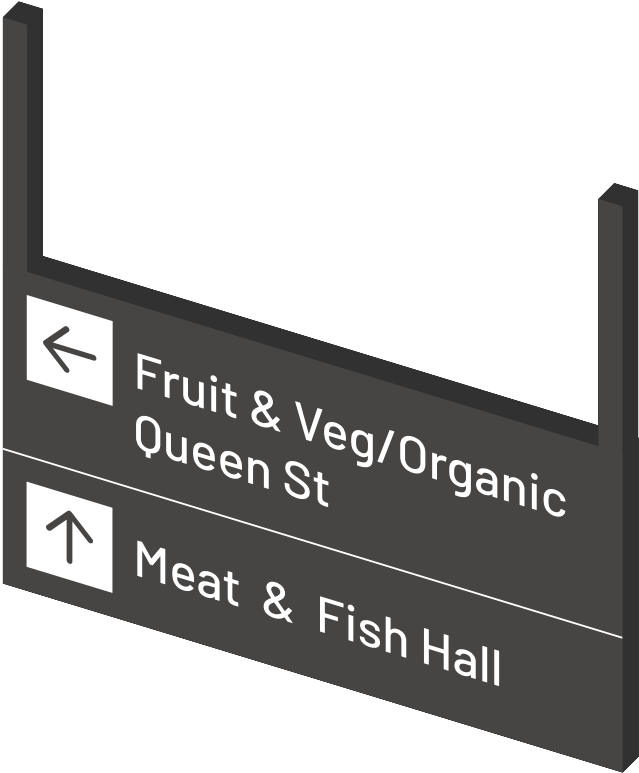
↑ Deli Lane
Elizabeth St Shops

Therry St →



DIR-4 Small Suspended Wayfinding

Directional Wayfinding is strategically placed at major decision making points, directing to destinations and facilities within the precinct.

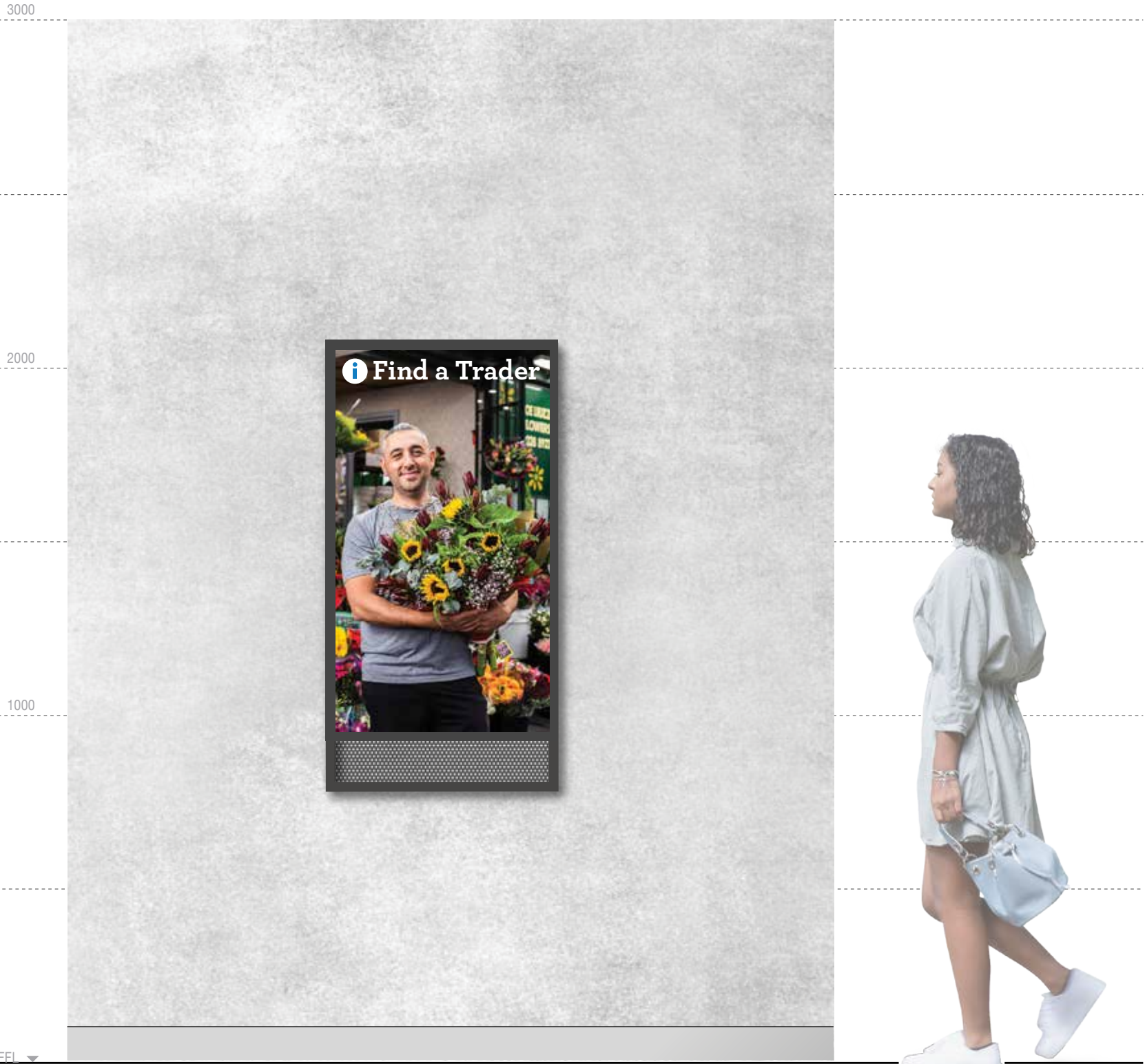






DD-1 Digital Display

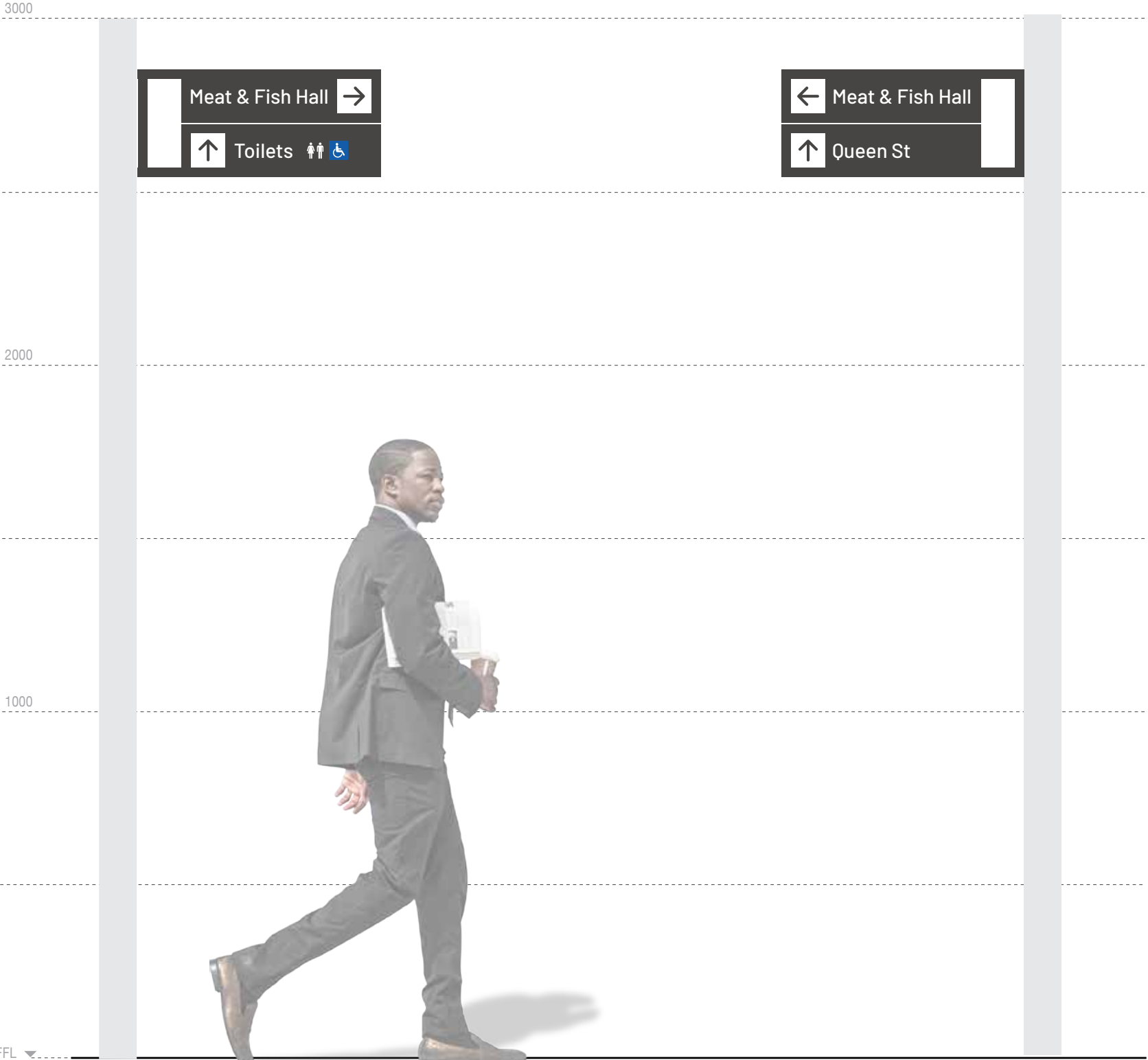
A tenant directory with map is required for the dynamic changing locations of store-holders, it will also include marketing /promotional material.



DD-1 // FRONT VIEW
1:15 // A3

DIR-5 Cantilevered Wayfinding

Directional Wayfinding is strategically placed at major decision making points, directing to destinations and facilities within the precinct.



DIR-5 // FRONT VIEW - SIDE A
1:15 // A3

DIR-5 // FRONT VIEW - SIDE B



DIR-5 // ISOMETRIC VIEW
NTS

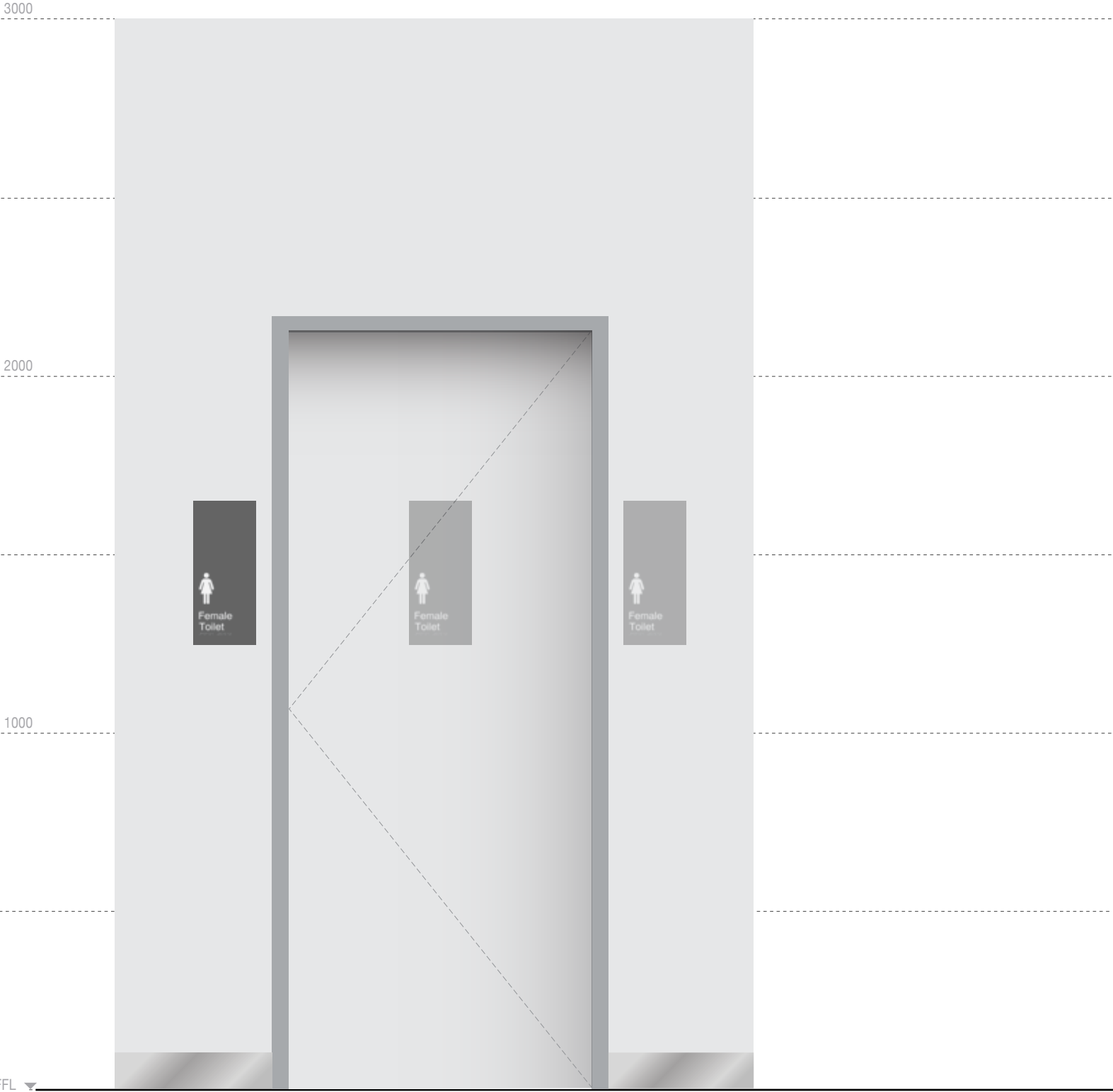
A-1 Amenities

Clearly placed amenities signage to identify facilities.



DDA compliant amenities signs placed on the wall, or on the door if the wall is unsuitable - to meet Australian building standards.

White borders are recommended if there is not sufficient wall colour contrast.



DDA-1 // FRONT VIEW
1:15 // A3



DDA-1 // SUITE
NTS

SAV-1 Safety Strip

Safety strip applied to entry doors and glazing incorporating branding graphics. Must adhere to Australian building standards.



SAV-1 // FRONT VIEW
1:15 // A3



SAV-1 // DIGITAL PRINT




Allocation Plans

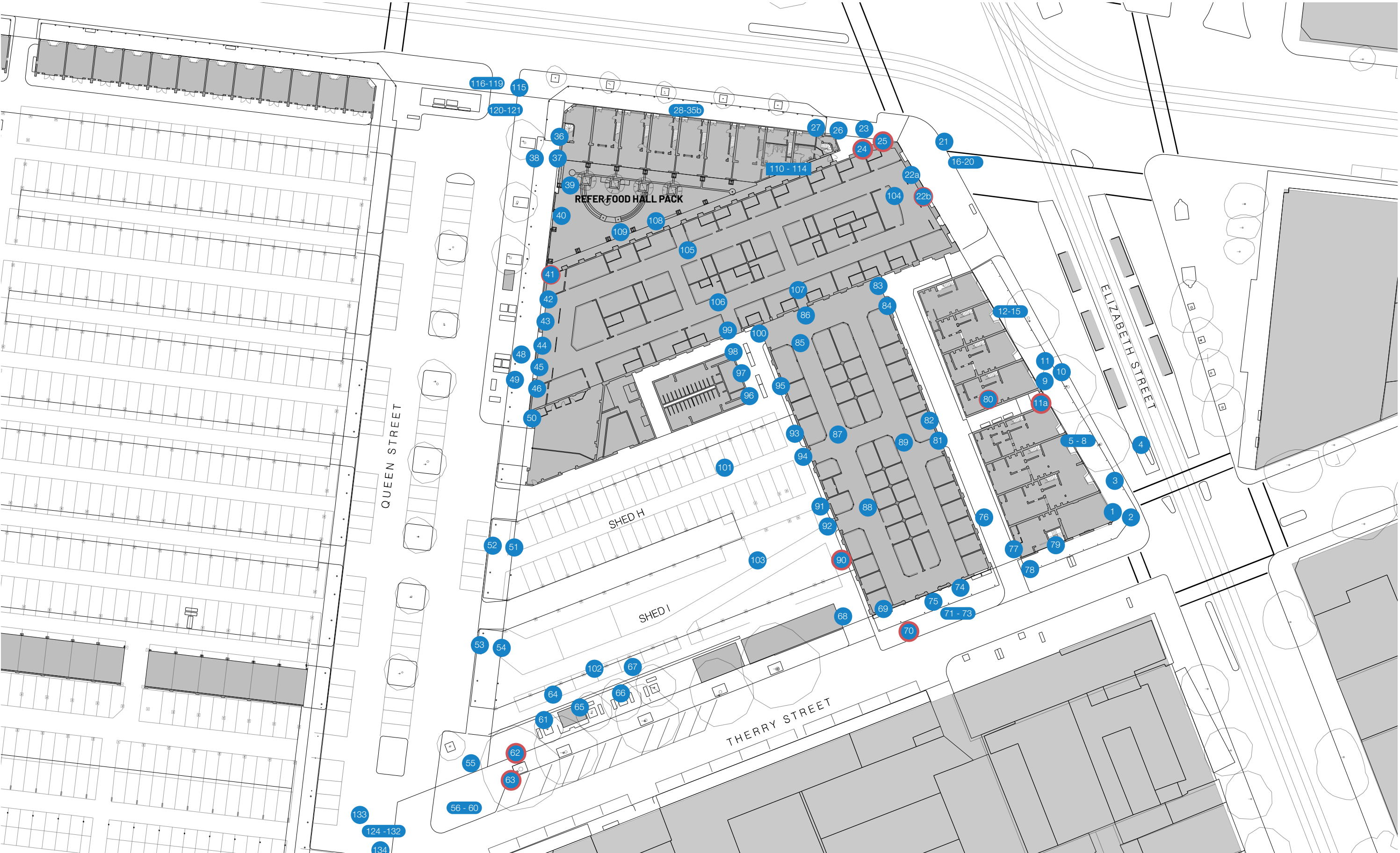
The following signage Allocation Plans show the Existing Site Conditions and our Proposed Signage Plans.

- We will be reducing clutter and redundant infrastructure through
- The removal of 111 signs throughout the precinct
- We will be consolidate messaging to minimise signage
- We will use clear concise consistent messaging
- We will be reducing the number of sign types, simplifying the signage suite
- We will place signs at key decision points
- We will progressively disclose information as required
- We will retain all Heritage signs

Allocation Plans - Existing Conditions

 Interpretative - historical information or public art

NUMBERS ON THIS PAGE REF TO [QVM EXISTING SIGNAGE SURVEY_02.XLSX DOCUMENT]



Allocation Plans - Existing Conditions

 Interpretative - historical information or public art

NUMBERS ON THIS PAGE REF TO [OVM EXISTING SIGNAGE SURVEY_02.XLSX DOCUMENT]



Allocation Plans - Existing Conditions

 Interpretative - historical information or public art

NUMBERS ON THIS PAGE REF TO [QVM EXISTING SIGNAGE SURVEY_02.XLSX DOCUMENT]



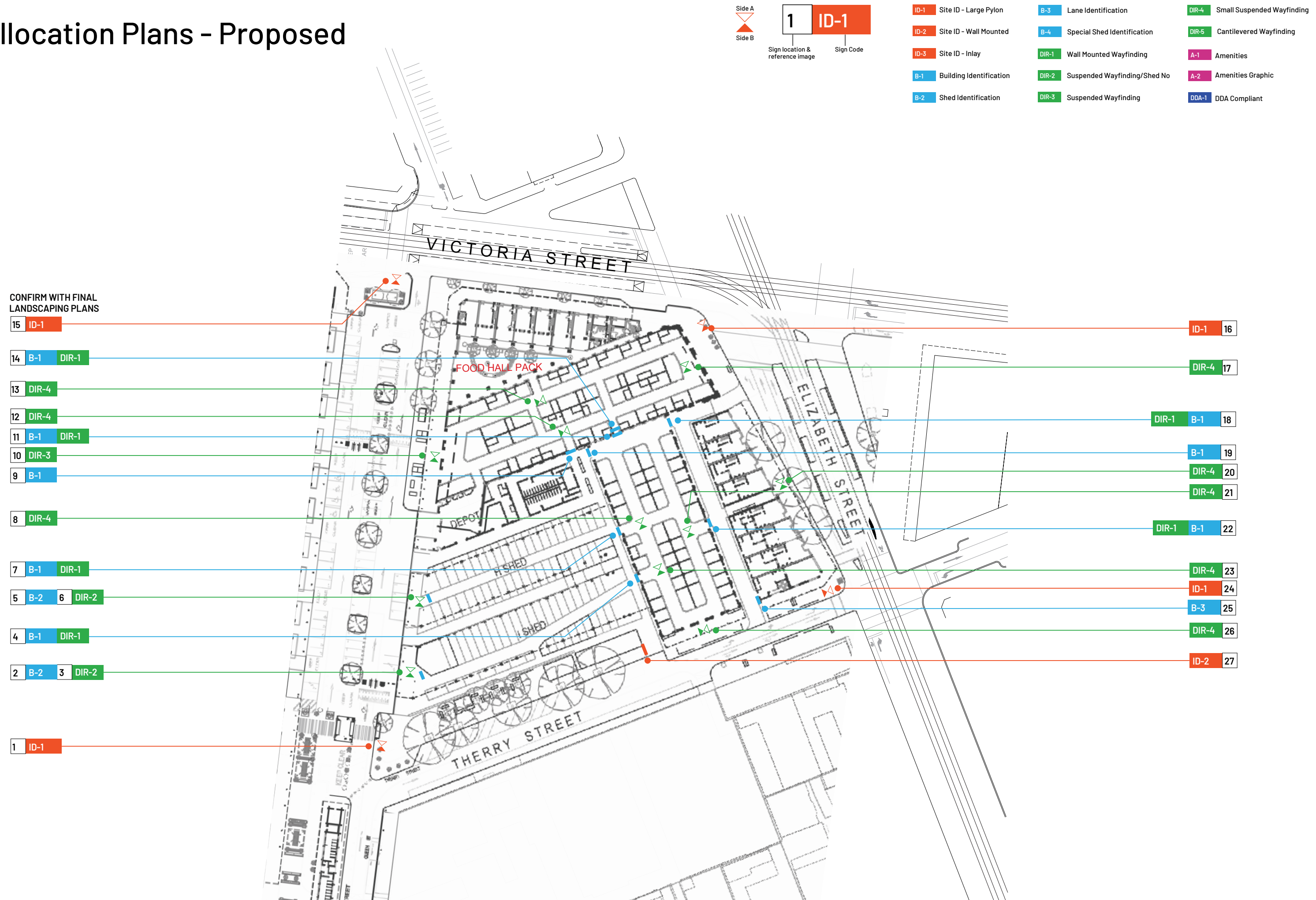
Summary of Wayfinding Principles

The following principles have been applied to the proposed allocation plan. The overall approach is pared back with the opportunity to review as the new project stages are built.

Wayfinding Principles

1. Site Identification located around the perimeter of the market
2. Building/Shed Identification at the main entry points
3. Directional signage to be placed at key decision points
4. Overall minimize signage and create less clutter
5. The aim is to have fewer, but strategically positioned signs with concise information

Allocation Plans - Proposed



Allocation Plans - Proposed

Side A

Side B

1

ID-1

Sign location & reference image

Sign Code

ID-1

Site ID - Large Pylon

ID-2

Site ID - Wall Mounted

ID-3

Site ID - Inlay

B-1

Building Identification

B-2

Shed Identification

B-3

Lane Identification

B-4

Special Shed Identification

DIR-1

Wall Mounted Wayfinding

DIR-2

Suspended Wayfinding/Shed No

DIR-3

Suspended Wayfinding

DIR-4

Small Suspended Wayfinding

DIR-5

Cantilevered Wayfinding

A-1

Amenities

A-2

Amenities Graphic

DDA-1

DDA Compliant



Next Steps

Approval from all stakeholders:

- Signage suite design
- Allocation Plans
- Colour/material palette

Next Steps:

- Wayfinding messaging schedule
- Sample prototype as required
- Finalise Signage Guidelines

QUEEN VICTORIA MARKET

Signage & Wayfinding Guidelines

DRAFT ISSUE 04

17 April 2023

Designed by The Blueprint