



Save Mayfield Swimming Pool Campaign

A Community Group Supporting Community Resources
www.mayfieldpool.com

Mayfield Swimming Pool – Signage Proposal

Aim

There are two reasons for wanting to upgrade the signage at Mayfield Swimming Centre

1. Better directional signage so people looking for the centre can find it
2. Promotional signage, serves to inform, remind and inspire public about the pool and encourage greater attendance.

Rationale

In order to improve usage of a facility, you need to make sure people know that the facility exists and how to get to it. We are focused on ways of increasing attendance at Mayfield Swimming Centre and believe this is a key factor.

Maitland Road and Industrial Drive are the pools' major cross roads, both of which experience a huge amount of traffic. Signs that can be clearly seen by motorists travelling along these roads not only serve an important directional purpose but can advertise the pool to a huge group of potential users.

There are many new families and students moving into Mayfield, all of whom are potential pool users and many are unaware of the facilities at Mayfield Swimming Centre. Improved signage gives the pool a higher profile presence in the community and will encourage more use.

People passing by the pool need to look right into the entrance way to know that it is a swimming centre. The entry signage has been vastly improved since it was painted however it is still important to make the most of the signage opportunities at the site. There are two key ways of achieving this.

Proposal

Increase signage presence at both Maitland Road and Industrial Drive in line with the large signs used for Lambton Swimming Centre.



Existing signage on Industrial Drive and Maitland Road



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Directional sign at Lambton



Example of the signage we consider to be appropriate for the main cross streets in Mayfield – Industrial Drive (pictured here) and Maitland Road.

An additional sign should be installed on Ingall Street somewhere near the traffic lights letting people know where the entrance is and reminding passer bys that the pool is there.



Proposed new double sided sign on Ingall Street



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There is also another wasted signage opportunity at the pool, that being the back of the pump house. This is a large wall, at times subjected to graffiti tagging which could be put to excellent use. This can be seen by all park users as well as people travelling along Ingall Street and Carrington Street from Mayfield Road.



Potential signage location

We are seeking Council's approval to create a suitable design that will promote the pool, add a sense of place, brighten up an ugly wall, and discourage graffiti tagging. If the Save Mayfield Swimming Pool Campaign can come up with the funds for this we would like to engage a local youth artist to create something special for this place – there are other great walls in Mayfield that create a sense of community pride and are respected artworks in the community. This is an opportunity to have some positive engagement with youth culture as well as serving an excellent promotional purpose for the pool.



Local art works in Mayfield, displaying the postcode – 2304, helps create community pride and a 'sense of place'.



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Conclusion

We aim to continue to support Mayfield Swimming Pool to ensure that it remains a lively and vital part of our local community. This proposal provides some practical ways of increasing attendance at the pool as well as lifting the prominence of the pool within the community. We look forward to working with council staff regarding this proposal and would like to see this proposal implemented to coincide with the opening to the new swimming season in 2011.