



CITY OF GOSNELLS

**WALK**  
there today

# ALL ABOUT WAYFINDING IN THE CITY OF GOSNELLS

Promoting walking and the use of public transport by improving local area accessibility and awareness

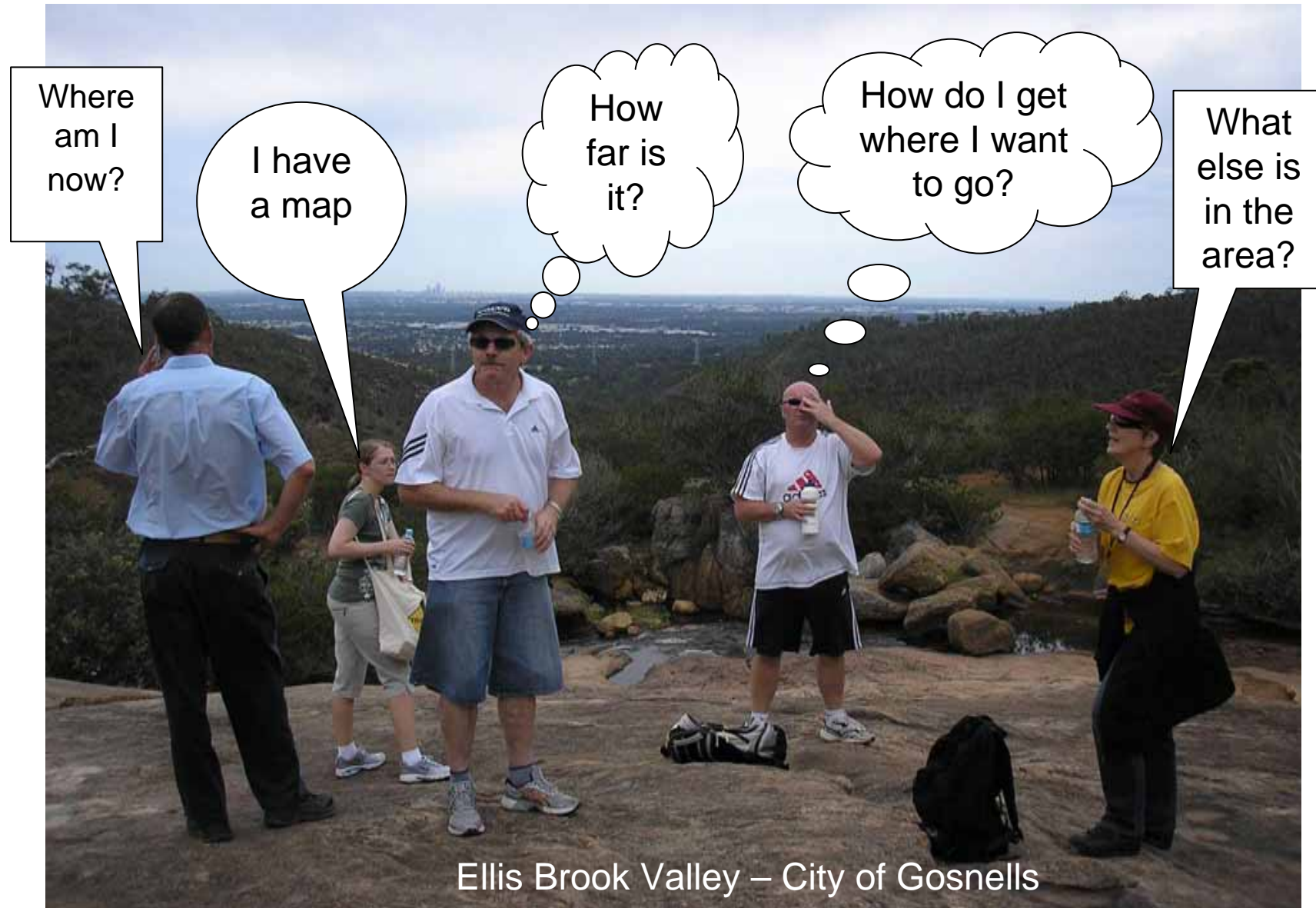


**Jillian Woolmer**

**TravelSmart Officer, Technical Services, Infrastructure**

**City of Gosnells** Bachelor Science (distinction) Master of Health Promotion

# Why Do We Need Wayfinding?





# Vision Statement

To provide the Gosnells Town Centre with a world-class pedestrian wayfinding and signage system that will encourage and enable more people to walk more often, and encourage more sustainable active transport behaviour.

The Wayfinding Signage Strategy links the shared use path network to the public transport system, train station and destinations within the Gosnells Town Centre.



# Objectives

- ✓ To significantly increase the level of walking within the Gosnells Town Centre
- ✓ To achieve all of the benefits that derive from a more walkable, legible and liveable environment
- ✓ To help more local residents and visitors easily find various key destinations from the train station and vice versa
- ✓ To encourage local residents and visitors to use public transport and walk within the Gosnells Town Centre
- ✓ To encourage local residents and visitors to linger longer at parks via visual prompts reminding people that the tree top walk, boardwalk, amphitheatre and playground in the Centennial Pioneer Park are within a 500 metre walk of the Gosnells Train Station

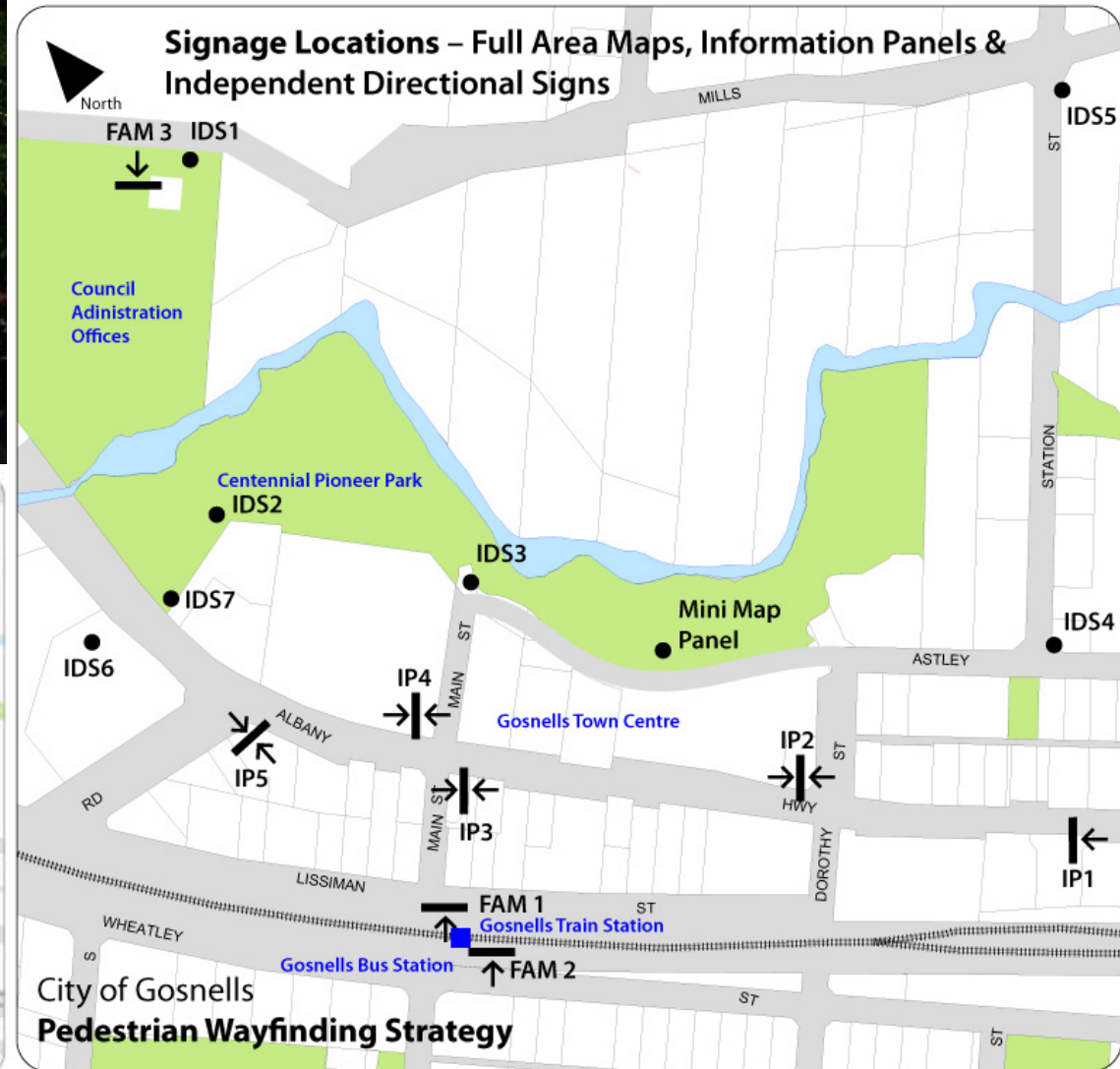
# Wayfinding signage information promoting walking and linking destinations



# Information Panel cnr Fremantle Road/Albany Highway Gosnells



# Example of Signage Area on Map



Full Area Maps (FAM), Information Panels (IP) & Independent Directional Signs (IDS)

# Innovative Approach

Wayfinding signage encourages people to use alternative transport. The City of Gosnells is the first local government to commence the project in WA as part of the TravelSmart Program.

The City of Gosnells has six train stations:

- Gosnells, Thornlie – built within last few years

- Maddington, Kenwick – due to be upgraded within the next few years

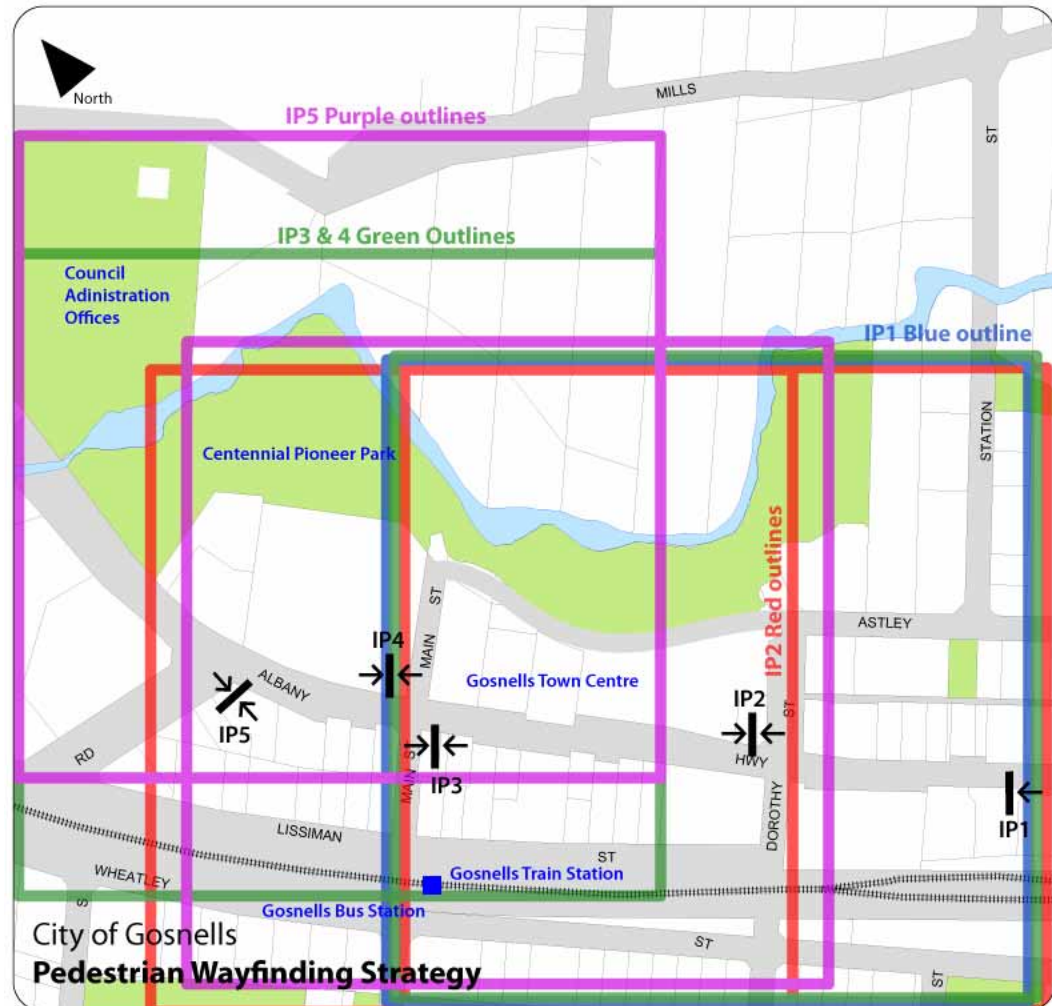
- Beckenham and Seaforth – will be upgraded later

Wayfinding signage can be implemented at each of the stations over time as they are upgraded.

People need information when they arrive at the train station.

With rising petrol prices more people will start using public transport, walking and cycling than ever before.

# Example of Signage Area and Signs near the Train Station



# City of Gosnells Wayfinding Timeline

August 2007 - Wayfinding was introduced to TravelSmart Officers, and other interested people at a meeting in the City of Gosnells

February 2008 - Wayfinding Audit of the Gosnells Town Centre  
Letter drop and visit by TravelSmart Officer to local businesses in Gosnells Town Centre

February 2008 - Stakeholder meeting to discuss project

February 2008 – Public Forum for residents, staff and businesses

July 2008 – Wayfinding Project endorsed by Executive & Council

November 2008 – Proposed signage design consultation with various stakeholders

February 2009 – Proposed signage implementation

# Wayfinding Signage in other Councils

The City of Mandurah has committed to a Wayfinding Signage audit along the Foreshore to the Marina. This is being organised via their Community Services Area.

Mandurah are also considering implementing a second program in the future from the Mandurah Train Station to the University, TAFE and Health Campus as part of their TravelSmart program.

The City of Subiaco and Town of Victoria Park may also implement Wayfinding Signage in the future as part of their TravelSmart Program.

The City of Melville has placed some information signage as part of the TravelSmart and SMARTi Program around the new Canning Bridge Train Station.

The City of Fremantle has placed some information signage in the High Street Mall recently.

# Conclusion

Wayfinding Signage in Gosnells will identify all key major locations and decision point locations with appropriate maps and signs enabling people to know where they are, where they want to go, the best route to take and how long it will take to walk the route.

Visitors and local residents will be alerted to the presence of new walking opportunities, a wider range of accessible destinations and be prompted to explore the various pathways.



# Contacts

Jillian Woolmer  
TravelSmart Officer  
Technical Services  
City of Gosnells  
2210 Albany Highway Gosnells 6110  
[jwoolmer@gosnells.wa.gov.au](mailto:jwoolmer@gosnells.wa.gov.au)  
9391 3216

Dr John Grant  
J.A.Grant + Associates  
Strategic and Local Planning Consultants  
468 New Street  
Brighton 3186  
Victoria  
<http://www.jagrant.com.au>

Bruce Herbes  
VISUALVOICE Wayfinding Strategy & Design  
PO Box 128  
Sandringham 3191  
Victoria  
[www,visualvoice.com.au](http://www.visualvoice.com.au)

# Sponsors of Project



Government of **Western Australia**  
Department of **Health**  
South Metropolitan Area Health Service

**WALK**  
there today