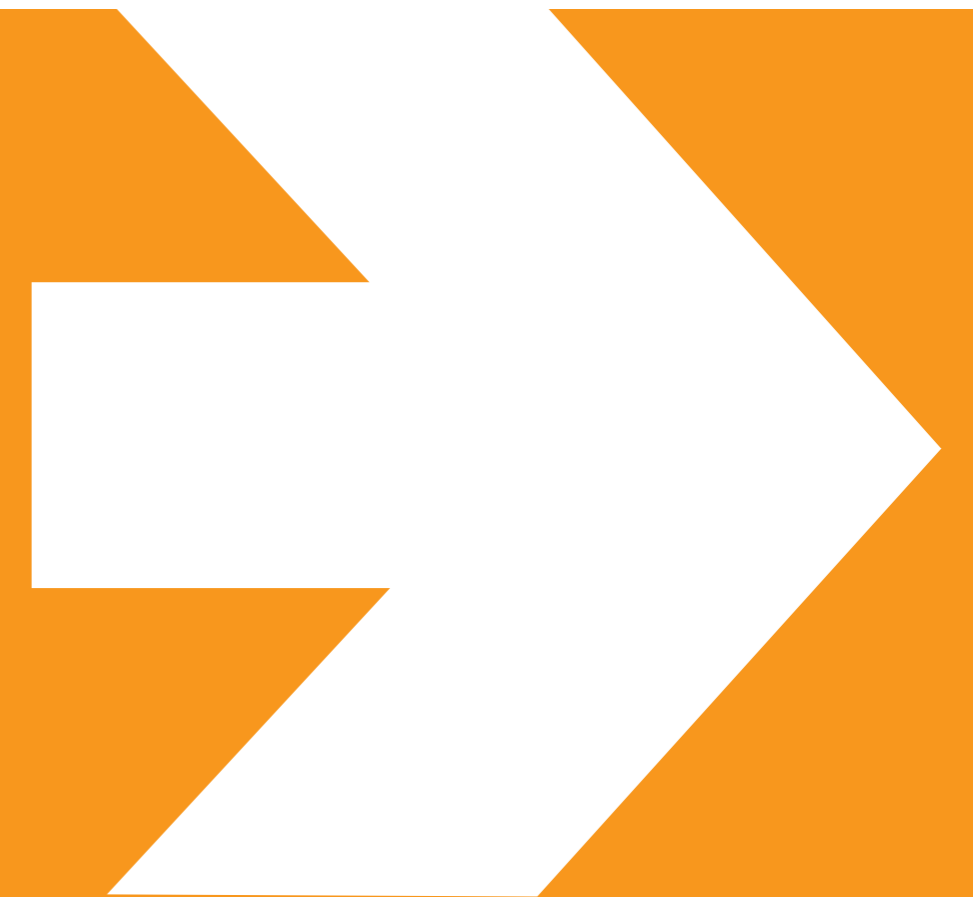




# Town of Northam signage strategy

Submitted to:  
**Shire of Northam**



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1. INTRODUCTION

# 1. INTRODUCTION



## BACKGROUND

Northam has been identified as one of Western Australia’s nine “Super Towns” in the Continue draft 1 of Tourism signage Strategy. The Shire of Northam (SON) is repositioning itself as an important hub for the Wheatbelt and the Avon Valley Arc (Toodyay, Northam, York). As part of this repositioning the Shire has identified that visitors were finding navigating through the town centre and finding attractions both difficult and frustrating.

The SON has always been seen as a regional services centre for agriculture, transport, commercial and government services. The town has not been known for its tourism products or as a destination in its own right. Since being bypassed by the Great Eastern Highway in 2002, the town of Northam has increasingly recognised the importance of encouraging visitors to turn off the highway into town and to ensure they can find their way to suitable parking and facilities when they get there.

This Strategy, therefore, is aimed at supporting the SON to achieve its tourism goals, which are to attract more visitors to its town centre and the surrounding areas, to raise awareness of the attractions and unique features on offer in Northam and to enhance the experience visitors have in the area. An important element of its tourism strategy is to attract and retain people in the town centre where they will spend money at local businesses.

The wider context for this work is the Northam Town Centre Development and Connectivity Strategy. The Strategy outlines a number of key areas that need to be improved throughout the town, including:

- Entry statements into the Town Centre, and the town from the Great Eastern Highway Bypass entry points;
- Directional signage reflective of Northam’s unique identity, with landmark signage at key destinations;
- Interpretation content to communicate the significance of each destination;
- Development / enhancement of the Town Centre Heritage Walk as a complementary way-finding experience;
- A walk trail along the Avon River and through the Town Centre to include way-point markers/plaques and small artworks on Aboriginal meanings for the local area.

## OBJECTIVES OF PROJECT

The Northam Tourism Signage Strategy will provide a comprehensive understanding of the state of tourism-related signage for all stages of travel in the town of Northam and enable the SON to plan, prioritise and budget for new and replacement signage. It has a number of components, which are as follows:

- Circulation and route mapping of the main approach routes into Northam, the major internal city roads and the approaches into and around the Northam CBD.
- Audit of existing signage on the main approach roads and major Northam internal roads and identification of signage gaps.
- Identify key facilities and services.
- Identify key tourist attractions and tourist routes.

## PRINCIPLES OF WAYFINDING

The following principles have informed our thinking while identifying signage and wayfinding requirements and recommendations for improvements.

Successful wayfinding is about finding one’s way and relates to how a person orients himself and navigates through an area or place. A wayfinding system is a unified series of related information, advisory and directional aids to help visitors move about successfully, safely and with confidence.

A good wayfinding system helps to create a positive experience of the place because visitors can find the destination they are looking for and know how to get there.

***Good wayfinding is often not noticed.  
Bad wayfinding is always noticed.***

Best practice for wayfinding signage design is guided by the need to be coherent, conspicuous, legible and functional. There is always a balance of getting the amount of information right to be helpful and avoid clutter while catering to the needs of a diverse group of users, such as visitors to a towns like Northam.

## 2. BEST PRACTICE FOR TOURISM SIGNAGE

## 2. BEST PRACTICE FOR TOURISM SIGNAGE

This section provides background information on best practice for tourism signage. All of this should be considered in the formulation of the Council's Wayfinding and Tourism Signage Strategy.

### THE PURPOSE OF TOURISM SIGNAGE

Visitors are generally made aware of – and are attracted to – an area because of its regional strengths and features. Tourist signs are an important part of creating a visitor-friendly destination and defining the community's image. Effective road signage can mean the difference between visitors stopping to explore a town or attraction, or just driving past.

The main purposes of tourism signs are to:

- safely and efficiently guide visitors to their destination, and
- inform visitors of the range of attractions and services available at a destination.

When residents and visitors know where to find the services and attractions they are looking for, they can focus more on enjoying the experience and less on worrying about how to get there and even worse, how to get back to where they came from if they get lost.

### UNDERSTANDING THE ROLE OF TOURISM SIGNAGE

The specific role of tourist signs is to:

- Reassure visitors that they are traveling in the right direction.
- Give advance notice of attractions and services, particularly where a change in direction is required.
- Give immediate notice of an attraction or service & facilitate safe access.
- Direct visitors to sources of tourist information, such as the visitor centre, information bays and interpretative centres.

Entry signs enable a community to identify itself and welcome visitors with a custom-made sign which often reflects some aspect of the community's character.

#### Fundamentals of wayfinding and signage systems

Wayfinding is about finding one's way and relates to how a person orientates him/herself and navigates through an area or place. A wayfinding system is a unified series of related informational, advisory and directional aids to help visitors travel around successfully, safely and with confidence.

A good wayfinding system aims to answer the following basic questions.

- Where am I?
- How do I get where I want to go?
- What is the quickest route? The safest? The most attractive?
- How long will it take or how far is it?
- Where can I find amenities I may need or want, such as toilets, places to rest, places to eat, shopping or places of interest?
- Where can I get help or additional information?

*The visitor needs a logical progression of orderly information, which becomes more detailed as they approach their destination.*

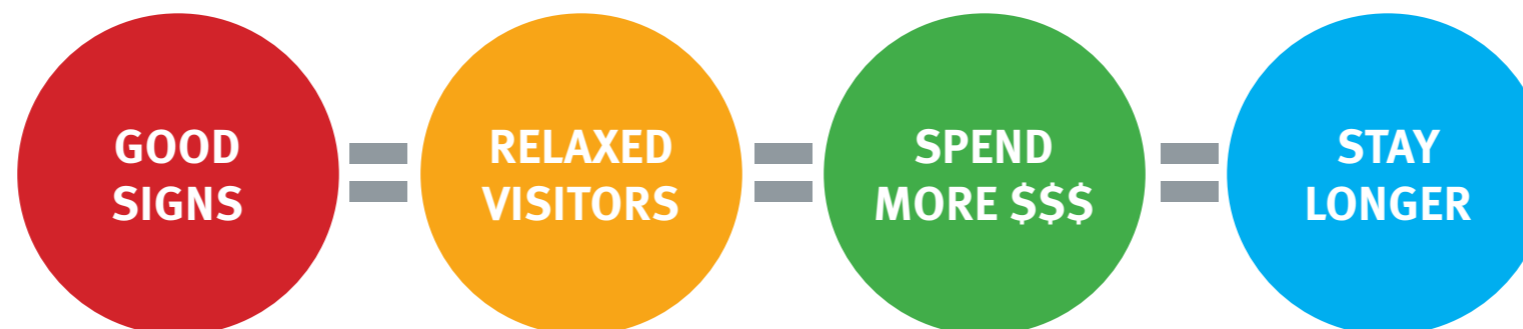
#### The right amount of information

When considering tourism signage requirements, there is always a need for balance in providing the right amount of information to assist tourists with wayfinding, safety and enjoyment. Too little information is likely to be of little benefit while too much can reduce the benefits, causing confusion and visual chaos.

When businesses or destinations try to use directional signage as advertising signs, they get cluttered and when there is too much information for the visitor to take in quickly, the signs get ignored.

#### The right location

Choosing a suitable location, that is visible and accessible, should be a primary consideration during the planning phase. This includes giving visitors (particularly those traveling in motor vehicles) adequate notice (or warning) of an upcoming attraction or route. Consideration must always be given to decision-making points and ensuring directional signage is always located prior to the decision-making point.



## 2. BEST PRACTICE FOR TOURISM SIGNAGE

### SIGNAGE DESIGN

Best practice for signage design is guided by the need to be coherent, conspicuous, legible and functional. There is always a balance in getting the amount of information right; There must be enough to be helpful and cater to the diverse needs of users while avoiding too much information and clutter.

Requirements for good signage are as follows.

#### Design

- Use clear, legible typefaces that are large enough to be seen at a distance. Title-case is usually the most legible.
- Sign background and lettering colours should be high contrast.
- Colour should be chosen to stand-out from the surroundings.
- Use a limited, easily recognisable and consistent palette of symbols and pictograms throughout.

#### Content

- Be uncluttered – using the minimum amount of information and text possible.
- Include only major landmarks/attractions - detailed interpretative information can be provided at the site.
- Use concise, easily understandable and unabbreviated terminology.
- Use consistent internationally recognised symbols.
- Information should be provided in different formats to cater to a wide range of user abilities and limitations (such as non-English speakers and people with disabilities).

#### Location

- Sign location is decided by documenting trip origin points, destination points, circulation pathways, decision points and sight lines.
- Information signs should be in logical places where people might expect to find them to be – eg: outside of train or bus stations or the visitor information centre.
- Not obstructed by other signs.
- Point in the right direction.

#### Function

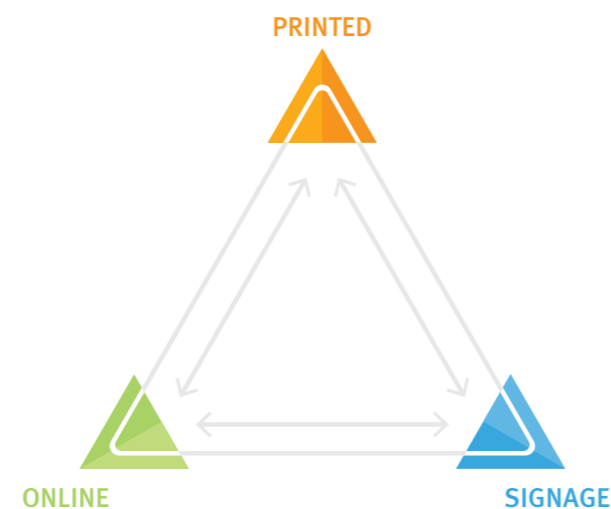
- Signage systems generally consist of a family or combination of signs that work together to enable a user to understand the environment and find their destination.
- Sign design and materials are durable, flexible and adaptable to accommodate changes or future requirements
- Signage fits the environment well – striking the balance between being obvious but not jarring.
- Directional information consists of a combination of whole of journey information and segmented or sequential information.

### Tourist Maps on Signs

- include a 'you are here' indicator
- are at the right scale to be legible in the situation
- show the larger area for orientation along with local areas or specific sections
- give indications of distances to destination – walking or driving time
- include arrows, clear text and universal symbols
- are at eye level (i.e. on visitor information boards, interpretive panels)
- maps used on pedestrian wayfinding signage are oriented to the direction the visitor is facing (no longer with North at the top)

### WHERE SIGNAGE FITS WITH OTHER FORMS OF TOURISM INFORMATION

It is important to understand that signage is only one part of the total information system that visitors refer to learn about a destination and to find their way around. It complements but does not replace other forms of printed and online visitor information.



The National Tourism Signing Reference Group (NTSRG) document, [Tourist Signing Rationalisation: A practical guide for road signing practitioners](#) explains that the purpose of tourism signage is NOT to replace marketing and information provided by tourism businesses and destination.

The guide explains several key points about the behavior of motorists when visiting a destination, which are very important to understand when planning and designing tourism signage. These include:

- “A directional sign should be the last link in the communication chain between the business (or destination) and their customer.”
- “Almost all visitors to a destination arrive armed with some level of awareness and information. So, the primary signing need is directional, and not motivational.”
- “Visitors are initially motivated to visit a town, city or region because of preconceived knowledge about the destination. This may be acquired through a variety of means, but rarely because of road signage.” “Directional and reassurance signs simply confirm that they’re heading in the right direction.”

Based on these principles, the most appropriate method of guiding motorists to tourist-related facilities and attractions once they are in the area is to provide clear, concise and consistent directional signage and route marking along the road system. Tourist signage is used to supplement directional (white legend on green background) signage, and generally should only be provided close to the tourist facility.

The NTSRG provides a useful guideline for focusing tourism signage decisions and priorities, “Visitors are generally made aware of – and are attracted to – an area because of its high profile regional strengths, such as coastal scenery, wineries, gourmet food, high country adventuring etc. Those features and attractions that support the major image of an area could be considered for priority treatment in the hierarchy of tourism signing being developed for the area.”





### 3. TOURISM SIGNAGE GUIDELINES & STANDARDS



### 3. TOURISM SIGNAGE GUIDELINES & STANDARDS

This section provides background information on the different types of signage and policies and guidelines for signage.

#### TOURISM SIGNAGE SYSTEMS

When thinking about tourism signage it is helpful to understand that a tourism signage system is made up of two distinct categories of signs. These are explained in more detail below but the key distinction is road signage is subjected to stringent guidelines and standards and is primarily for wayfinding and information to find destinations and attractions.

Destination signage supports the tourism road signage and, while being subject to the policy requirements of the relevant road authority, can be designed to reflect the area’s unique tourism brand. These signs can be tailored for the needs of the destination. They usually have a standard design, layout, materials and construction to create a seamless journey and enhance the visitor experience. Wherever possible, they should be placed in similar locations at sites so that visitors understand where to look for information.

#### A regional tourism signage system

Road signage	Destination Signage
Green Directional	Marketing Billboards
Brown Tourism	Shire Entry Statements
Blue Services	Visitor Information Bay
	Town Entry Statements
	Interpretive

#### GOVERNMENT RESPONSIBILITY FOR SIGNAGE PLANNING & APPROVALS

The following signage standards and guidelines have been considered in the development of the Strategy.

- Australian Standards (AS1742)
- Austroads Guidelines (Guide to Traffic Management)
- The National Tourism Signing Reference Group (NTSRG) Guidelines and Tourist Signing Rationalisation: A practical guide for road signing practitioners.
- Tourism WA Tourist Sign Guidelines
- MRWA Traffic Management Devices/Guidelines and Policy & Application Guidelines for Advertising Signs: within and beyond state road reserves

#### THE AUSTRALIAN SIGNAGE STANDARDS AND AUSTRAD GUIDELINES

The guidelines are extensive and detailed and have been adopted by all states for the planning and installation of all road signage.

#### THE ROLE OF MRWA

Main Roads WA (MRWA) is the state government department with responsibility for all aspects of arterial roads in Western Australia including tourism signage. MRWA works closely with Tourism WA in respect of tourism signage. All enquiries are directed to the MRWA website which contains extensive information on all types of signs. A printable guide (the jumpstart guide) is available to download and contains information on how to apply for tourism signage.

#### Features of the WA policy

1. The primary approach of the guidelines is that signs should not be used as the primary means of identification. Good road and tourist maps are always recommended to be used as the primary means of locating tourist attractions and services. Road signs then become a means of affirming their precise location and reassuring motorists that they are traveling in the right direction.
2. MRWA is responsible for the installation of traffic signs throughout the State. In 1975, MRWA agreed that the installation of tourist attraction and service signs outside the Perth Metropolitan Area was the responsibility of local government. This delegation did not include signs on declared highways and main roads, however local government is also required to approve signs on these roads.
3. The licensing of advertising signs is the responsibility of local government. However, the consent of MRWA is also needed for advertising signs on or directed at highways and main roads.
4. MRWA policy is to support Australian Standards AS 1742 parts 1 – 15. The general approach in supporting AS 1742 is:
  - Remove all redundant signs that are no longer in use.
  - Remove any ambiguous signs.
  - Replace as many of the signs with standard AS 1742 signs (or other MRWA signs) as possible.
  - Remove “one off” or “site specific” signs that should not be classified as “Standard Signs”.
  - Remove signs that are examples of the standard design process (e.g. Advance Direction signs).

Source: <http://www.tourism.wa.gov.au/Industry/Marketing/Pages/Tourist-road-signs.aspx>.

#### TOURISM ROAD SIGNAGE

There are four main types of road signs used by visitors to find tourist attractions and facilities in Australia. These are:

1. directional signs (white on green)
2. tourist attraction signs (white on brown)
3. services signs (white on blue)
4. community facility signs (white on blue).

It is important to point out that the main types of road signs are internationally recognised by most visitors, especially when standard universal symbols are used. An overview of the different types follows.

#### 1. Directional road signs

Direction signs use white lettering on a green background. They provide directions to towns and cities and particular locations, and most include reference to a route numbering system or road name. They are the primary means of directional signing for visitors and are generally used in conjunction with maps. They reassure motorists that they are traveling in the desired direction, and facilitate traffic movement in the safest and most direct way.



Green directional signs are subject to the Austroads Guides (Guide to Traffic Management) and Australian Standards (AS 1742, 1743 & 2890).

### 3. TOURISM SIGNAGE GUIDELINES & STANDARDS

#### 2. Tourist attraction signs

Tourist attraction signs use white lettering on a brown background. They identify tourist attractions of significant recreational and cultural interest, and may make use of tourist attraction symbols.

##### INDIVIDUAL ATTRACTIONS

These signs are used for major tourist attractions including:

- Galleries
- Museums
- Craft based attractions
- Aboriginal sites and cultural centres
- Historic properties, sites and walks
- Wineries
- Primary and secondary industry based attractions
- Outdoor/nature based attractions
- Theme parks
- Architectural/engineering structures
- Other attractions not specified here
- State significant attractions



Aboriginal



Whale Watching



Walking Track



Winery



Scenic Lookout



Museum



Historic Site



Tourist Attraction

#### THE HIERARCHY OF TOURISM SIGNS (BROWN SIGNS)

To successfully direct visitors to tourist attractions, there is a defined hierarchy (or family) of brown tourist signage that should be used. In their entirety, they create a connectivity from sign to sign, ensuring the visitor's journey to their destination is smooth, safe and efficient.

Tourist signs should identify the type of attraction (eg. Historic Site). However, they may also note the name of the specific attraction/establishment. Wording on these signs should be kept to two to three words and use of standard internationally recognised symbols is encouraged. Symbols should be to Australian Standard AS 2899.1 – 1986 (Public information symbol signs) and international standard ISO 7001.

#### ELIGIBILITY FOR TOURIST ATTRACTION SIGNS

The NTSRG guidelines identify for the eligibility requirements for tourism signage.

1. The attraction is established and operating.
2. No pre-booking is required to visit the attraction. It is expected that major tourist attractions operate to a scale and standard that enables them to cater for the demands of casual visitors without the need for pre-booking.
3. There are adequate car parking facilities.
4. There are publicly accessible toilets available. Attractions where the visitor is expected to stay 15 minutes or less are excepted (eg: lookouts).
5. The attraction is open for at least 5 days per week (including both weekend days); 6 hours per day; and 11 months of the year.
6. Opening hours are permanently displayed at the entrance to the property.
7. The attraction has a current brochure available, with opening hours etc.

#### 3. SERVICES SIGNS

Service signs, with white lettering on a blue background, direct motorists to essential facilities and services that may benefit them. Signing to services uses Australian Standards symbols. Service signs are used for:

- accommodation facilities
- caravan and camping parks/areas
- visitor information centres
- tourist information boards/bays
- visitor radio services
- service stations
- public toilets



### 3. TOURISM SIGNAGE GUIDELINES & STANDARDS

#### 4. COMMUNITY FACILITIES SIGNS

Community facility signs (white on blue) generally denote facilities of a non-commercial nature which are located on side streets. Eligible services in this category are restricted to facilities that are likely to be sought by a significant number of strangers to the area. These facilities may be used by visitors and, in some cases, attract visitors in their own right.

These include facilities like:

- Town halls, civic centres and municipal offices
- Municipal depots/tips
- Sporting and recreational grounds/facilities
- Hospitals
- Railway and bus stations
- Post Offices
- Tertiary education institutions
- Churches and religious institutions
- Airports
- Shopping centres

#### AVOIDING SIGNAGE PROLIFERATION

The underlying approach emphasised in the state and national signage guidelines is always to limit the number of signs approved and installed on the road network. This is to ensure road safety and minimise clutter. There is often a fundamental conflict between road authorities and members of the public (eg: tourism business operators) about the need for signs. Operators often want a lot of signs to ensure that potential customers find their business.

However, road authorities do not support this because the underlying principle (according to AS 1742.5:2017) is that, *“there are more effective ways of assisting people to reach their destination, such as providing a clear address, a street directory reference or a map on their printed and online materials. Most people now have access to online maps or GPS and this can frequently be used in place of signage if the address is clearly defined.”*

#### DESTINATION SIGNAGE

A family of destinations signs can include the following types of signage.

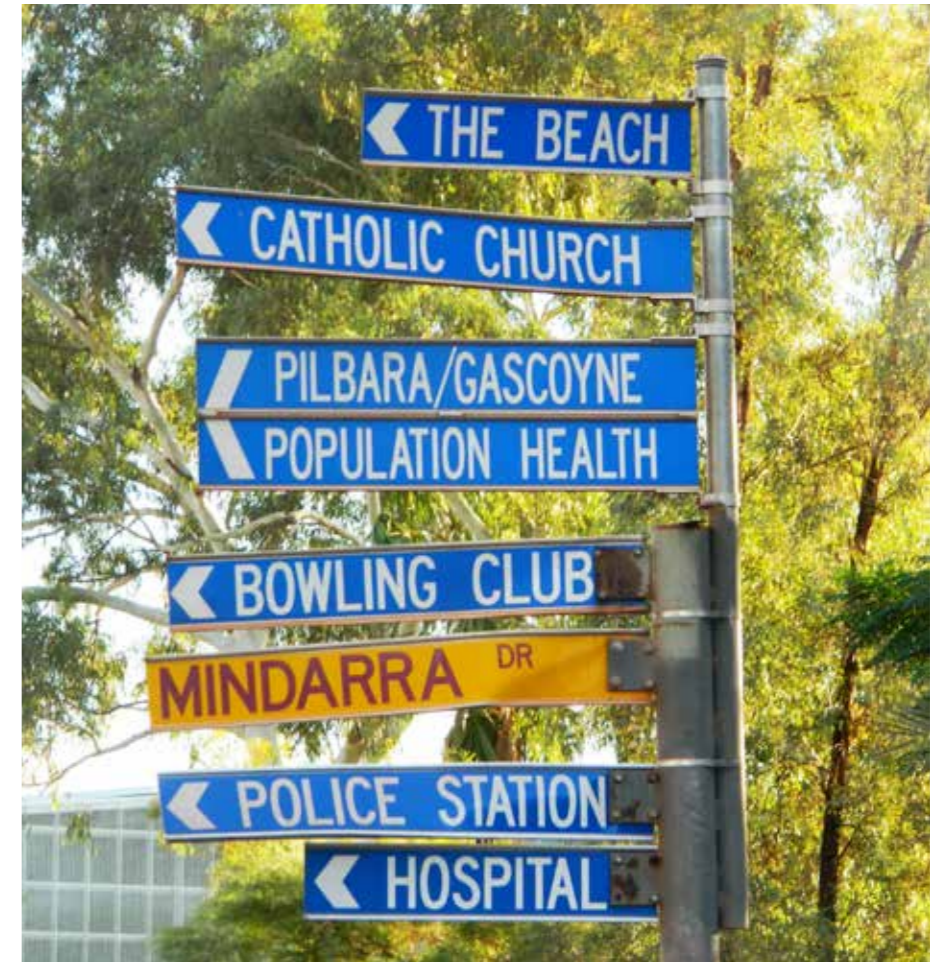
Marketing Billboards– for promoting/marketing of the region and specific attractions – aimed at encouraging visitors to stop and stay longer.

City and Suburb Entry Statements – gateway signs – these create a sense of arrival and identify an area as a destination. They should reflect the character of the place.

Visitor Information Bays (VIBs) – to provide information that helps with wayfinding and orientation (maps of the region), attractions and features, visitor information services, services, facilities and amenities. A well-organised display with a standard design so information is easy to find is considered best practice. VIBs need to be maintained and updated. VIBs might be located at town/Council entry points and/or key locations in the area. It is essential that visitors can stop safely to view the information.

Other signs that might be part of a regional tourism signage system are:

- Interpretive Panels – for attractions, historic sites, lookouts, etc.
- Tourist Scenic Drives and Drive Trails





#### 4. AUDIT FINDINGS & RECOMMENDATIONS

## AUDIT FINDINGS & RECOMMENDATIONS



Mitchell Ave/Newcastle Rd. 2018



Mitchell Ave/Newcastle Rd. 2010



Peel Tce. 2018



Peel Tce. 2010



Fitzgerald St. East 2010

Based on the audit and consultation with the SON, our findings and recommendations for improving tourism signage in the wider Town of Northam area are as follows.

### Green Directional Signs

Generally the green directional signage on the Great Eastern Highway and highway exits are accurate and in good condition. However, once you leave the highway we found that many green directional signs are missing, it appears that signs were located at these key decision points as late as 2010 (Google Streetview) but have since been removed. It appears that these signs were removed as part of de-identifying these roads as part of Highway 94. Instead of replacing the signs or covering up the highway icons it seems the whole sign structures were removed.

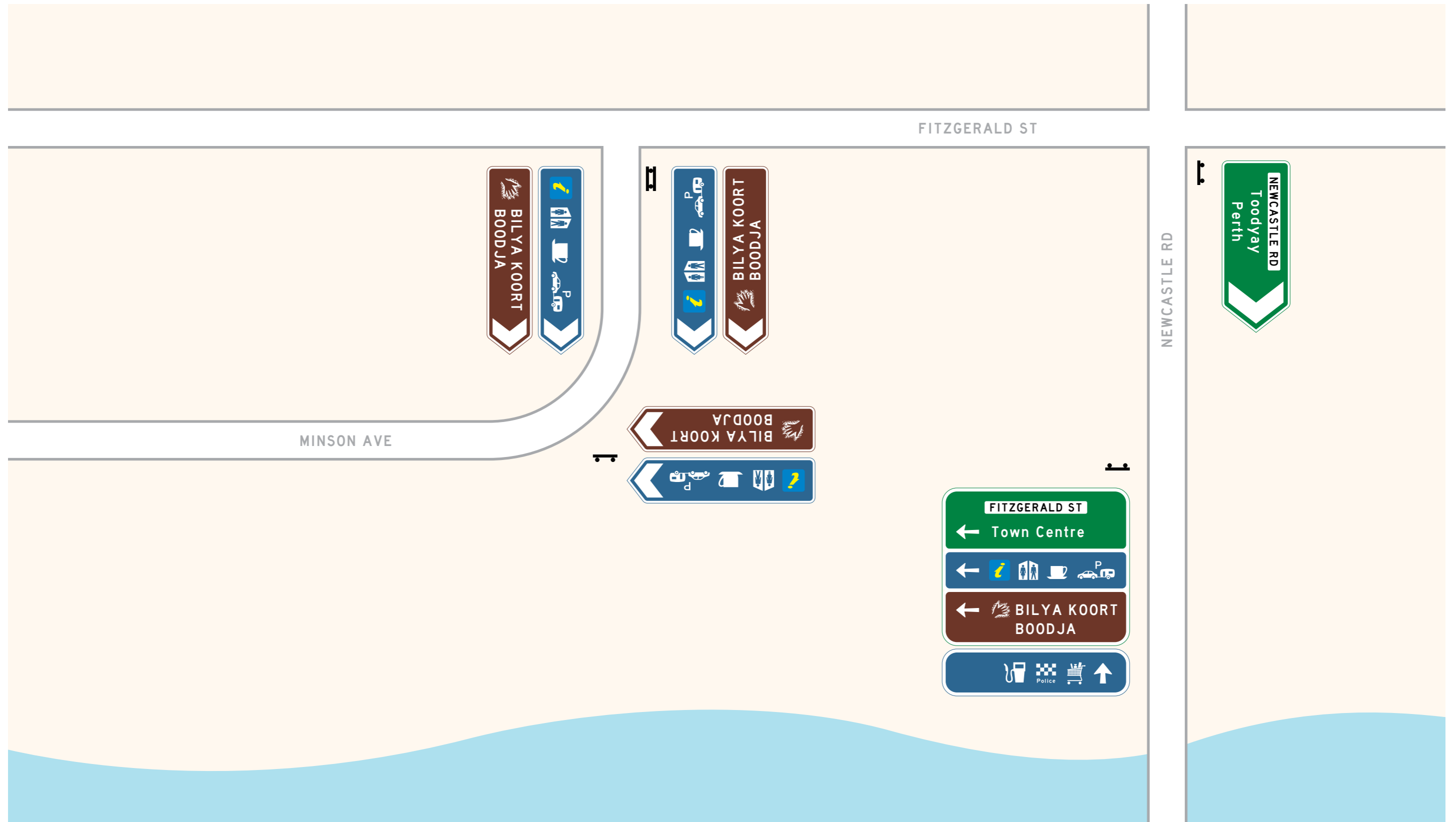
Whether you have come in from the west or the east once you get into the Town Centre there are no signs directing you back out again. Green advance warning signs should be installed prior to and at the intersection of Gairdner and Fitzgerald Streets. for visitors heading west to Great Eastern Hwy and at the intersection of Fitzgerald St. and Peel Tce for visitors heading east to Yilgarn Ave. These two intersections and the Mitchell Ave./Newcastle Rd. intersection are the key decision points for all visitors arriving or leaving the Northam CBD.

**Recommendation** -SON to develop signage plans for all intersections and decision-making points, into account the new services, facilities and tourist attractions on offer (See intersection example on the next page).



The only town boundary sign is on Mitchell Ave, none of the other approach roads have one.

# AUDIT FINDINGS & RECOMMENDATIONS



Example - Schematic drawing for signage at western end of Fitzgerald/Newcastle Streets and Beavis Place.

## AUDIT FINDINGS & RECOMMENDATIONS



Wrong symbol, should have the lookout symbol (camera), no advance warning signs for this location



Signage faded and outdated (Brackson House)



Visitor Centre should have a blue sign with the yellow "i" (accredited visitor centre)

### Brown Tourist Attraction Signs

The brown tourist attraction signs vary greatly throughout the town of Northam. Some are in need of replacement. We also found tourist attractions that would qualify for brown signs but were not signed, for example, - Bilya Koort Boodja and Northam Silo Art.

#### Tourist Drives

Northam is in the fortunate position of having three tourist drive trails that pass through the town. Drive trails are a popular way of touring regional areas and are a great way to bring visitors into your town.

**Recommendation** - To make the most of this opportunity, SON should work with the organisations that manage these trails to ensure that they offer a good experience for visitors and that their marketing materials help to raise awareness of and promote the tourist attractions in Northam.

#### Golden Pipeline Heritage Trail

This is the most significant of the drive trails that pass through Northam. Two stops associated with this trail are located within Northam, the Old Northam Railway Station and Poole St Bridge. Northam is also the eastern trail head for the Kep Track a multipurpose walking/cycling/bridle trail between Mundaring Weir and Northam. This drive trail used to leave the highway at Clackline, through Spencers Brook into Northam and rejoin the highway via York Road, Seabrook and Grass Valley. This route has now been changed with the trail entering and exiting via the Toodyay Road/Gr Eastern Highway exit. This trail is well signed with trail markers along Toodyay/Newcastle Road to the Old Railway Station but there is no directional signage to Poole Bridge interpretive stop (southern side) or the Poole Bridge interpretive stop/Kep Track (northern side). At both of these locations the interpretive signage is overgrown and neglected.

#### Avon Historic Tourist Drive (Route 254)

This drive trail links the Avon Valley towns of Beverley, York, Northam and Toodyay and provides visitors from Perth with an itinerary for a day of exploring the Avon Valley. One of the stopping points is Northam's Morby Cottage. This trail has been supported by all towns along the trail route but dropped by Northam, which sits in the middle of the trail, withdrew its support in recent years. This is unfortunate as all trail signs end at the Spencers Brook/York Road intersection and does not recommence until just prior the Katrine Road intersection.

**Recommendation** - Northam to reassess its participation in this drive trail as it provides great opportunities to engage with visitors and to direct them to attractions within Northam. It is also an opportunity to raise awareness of Bilya Koort Boodja Indigenous Centre which could become an important stopping point along this trail.



## AUDIT FINDINGS & RECOMMENDATIONS



Enfield Tce. & Newcastle Rd - turn right

### WA's Avon Valley Region

There is very little information about this trail. It looks to have been set up by Avon Valley Tourism with funding from Wheatbelt Development Commission. This "trail" is aimed primarily at motorcyclists. It's hard to say if this is really a drive trail in the true sense as there appears to be no defined route. The signs have been poorly planned and positioned, some point in different directions at the same location and they are generally too small. It seems that this project was not completed. There is little information online and only a small booklet/map (with no touring route identified).

**Recommendation** - SON to engage with touring route organisers and reassess the viability of the WA's Avon Valley Region route. Unless this project is reinstated and completed, the existing signage should be removed.



Enfield Tce. & Newcastle Rd - same location



Diagrammatic advance warning sign example

### Blue Services Signs

The blue services signs on the Great Eastern Highway are generally in good condition, with some slight damage to the diagrammatic advance warning sign on the western approach. The services on this sign need to be updated with the accredited visitor centre yellow "i" replacing the white "i" symbol.

On the main approach roads to Northam, the blue services signs were found to be inconsistent. There are old signs that have been placed on the right of way and then neglected. These include old service club signs (too small, too far off the road to read, wrong location), faded RAC "Crime Stoppers" and a "Welcome to Northam" sign only on the Yilgarn Ave approach. There is only one directional sign in all of Northam for the Northam Racing club. This is on the wrong side of the road (York Rd. near Yilgarn intersection). There are no signs to direct people to the airport (until you reach Withers St.) which considering the



"Welcome to Northam" - this type of sign only features on Yilgarn Ave. (2016 census - 6,548 and 11,112)

importance of ballooning to the Northam tourist economy should be addressed immediately. The caravan park signage on Yilgarn Ave is faded, damaged and in need of replacement.

### Recommendations

- SON to remove all signs referencing the Yilgarn Ave Visitor Information Bay until the VIB is reinstated.
- SON to develop a consistent approach to signage on all main approaches to town, based on signage standards and guidelines.
- SON to improve signage to the airport.





## AUDIT FINDINGS & RECOMMENDATIONS



### Blue Community Signs

These signs have white lettering on a blue background and denote facilities of a non-commercial nature which are located on side streets (reference AS 1742.5-2017 Manual of uniform traffic control devices - Street name and community facility name signs). Eligible facilities are restricted to those that are likely to be sought by a significant number of strangers to the area. They may be used by visitors and, in some cases, attract visitors in their own right.

Eligible facilities include:

- Town halls, civic centres and municipal offices
- Municipal depots/tips
- Sporting and recreational grounds/facilities
- Hospitals
- Railway and bus stations
- Post Offices
- Tertiary education institutions
- Churches and religious institutions
- Airports
- Shopping centres

Blue community facilities signs were generally found to be ad-hoc and inconsistent throughout the town of Northam. There are a large number of blue fingerboard signs for private businesses that do not qualify for this type of signage. Allowing a proliferation of incorrect signs leads to visual clutter and can render correct community signs ineffective as motorists will have difficulty taking in all of the information.

If a large number of fingerboards are permissible at one location then these

sites would be better served with hooped double poled structures as already used at some Northam intersections.

**Recommendations** - SON to develop clear guidelines for eligibility, application, approval and installation of blue community signs.

The production and installation of signs should adhere to council policy and not left to the applicant to control production. This approach will lead to a more consistent approach to private business fingerboard signs.

If a large number of fingerboards are permissible at one location then these sites would be better served with hooped double poled structures as already used at some Northam intersections.



## AUDIT FINDINGS & RECOMMENDATIONS



### Northam Visitor Centre

**Location** - The Northam Visitor Centre is ideally situated on the banks of the Avon River with an adjacent cafe, parking and toilet facilities. The VC also has a balcony to sit and enjoy the river and plan activities. On Trip Advisor, the centre consistently ranks well for customer service and the migrant interpretive display.

The VC does not adequately promote its free WiFi - this is a reason to stop at the VC. Once a visitor makes the decision to stop at the VC it will often result in them visiting other locations in the Northam town centre. This is especially essential for overseas visitors to avoid large roaming charges when they are trying to access visitor information.

**VC Signage** - The VC exterior signage needs to be completely overhauled. All old signage needs to be removed, properly planned and replaced. This includes improving the visibility of the yellow 'i' symbol as this denotes an accredited VC, offering high level visitor information services. This sign should be visible down Grey St from the Fitzgerald St roundabout. The secondary signage on the walkway up to the centre is all mismatched with no commonality in design, the front entrance to the visitor centre is cluttered with lots of small signs, decals and an A Frame. This give a messy cluttered feel and undermines the professionalism of the staff and the centre. Signage on the riverside is nearly non-existent and there are missed opportunities here to engage with visitors walking along the riverside pathways.

**Recommendation** - The VC should consider replacing this signage with a signage system that more closely follows the accredited VC signage colour palette (refer National Tourism Signing Reference Group).

**Road signage** - VC road signage is almost non-existent along the main routes into Northam. The white "i" on the diagrammatic advance warning signs should be replaced with the yellow "i" symbol (see page 15). None of the Great Eastern Hwy intersection signs feature the VC symbols but this could be due to MRWA restrictions on the number of symbols permitted for this type of sign. Once you leave the Great Eastern Hwy there are no signs directing to the VC on any of the roads into the town centre. The only yellow "i" symbol present is on the intersection of Peel Tce. and Yilgarn Ave. and at the entrance to Beavis Plc. and Minson Ave. when you've nearly reached the destination.

**Recommendation** - SON design and implement a signage plan for a "whole of journey" experience, from the highway to the front door of the VC.



# AUDIT FINDINGS & RECOMMENDATIONS



Improve parking signage and designated RV and Caravan parking area at VC/Bernard Park area



Consolidate and improve signage at all approaches to the VC & Bilya Koort Boodja Centre



Remove old signage



Advance warning and positional signage for RV Dump Point needs to be improved



Motor Home Rest Area - free overnight camping for self contained RV's and Caravans - Port Lincoln, SA



RV Friendly Town - Port Lincoln, SA

## Parking

Generally, there is plenty of parking in the main streets for visitors traveling by car. Most locals doing their shopping park in the two shopping centre car parks that are off of Wellington St. But parking is especially an issue for people traveling with caravans and RV's, who particularly require advance warning and clear directions. From leaving the Great Eastern Hwy from any exit or the York and Spencers Brook Rds, there is little signage to direct visitors in caravans/ RVs to suitable parking. Previously, there was caravan and RV day parking at the corner of Beavis and Fitzgerald and also at the site of the new Bilya Koort Boodja - Centre for Nyoongar Culture. Both of these options are no longer available.

**VC car park** - There is good parking available at the VC but the approaches from both ends are cluttered with a range of poorly placed signs. RV/Caravan parking bay signage is nonexistent and needs to be improved.

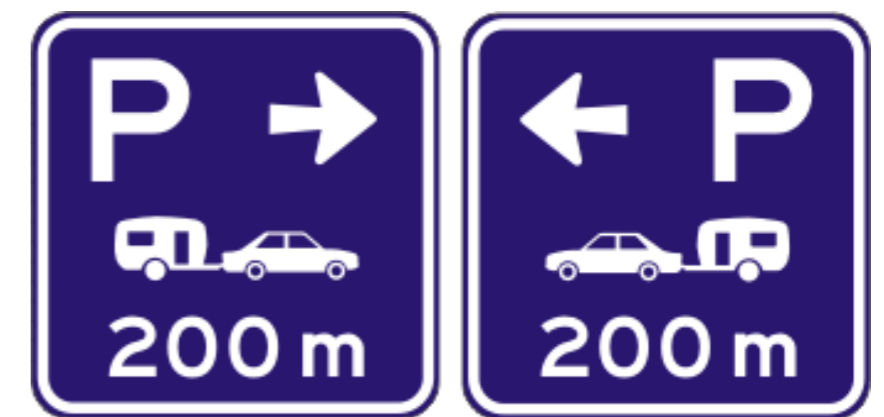
## Visitors in RVs

SON should investigate obtaining RV-friendly accreditation because this would raise awareness with this market (eg: amongst grey nomads and families traveling with children) and potentially increase visitor numbers in this segment.

**Free overnight camping** - Many LGA's use this as an enticement to encourage RV visitors to stay. These are usually limited to two to three nights and are generally controlled by the VC. Encouraging people to stay will generally result in more spending and help the local economy.

**RV Dump Point** - Northam has one free RV Dump Point located on Peel Tce. The site is well situated with plenty of parking and room to manoeuvre but is very poorly signed, with no advance warning signs and one small positional sign.

**Recommendations** - Improve wayfinding signage and parking options for RV's, Northam obtain RV Friendly Accreditation.



Example - Caravan Parking advance warning signs

# AUDIT FINDINGS & RECOMMENDATIONS



Mitchell Ave Visitor Information Bay



Mitchell Ave Visitor Information Bay



Yilgarn Ave Visitor Information Bay

## Visitor Information Bays

Visitor Information Bays (VIB) are an important resource as they are often the first point of call when visitors arrive at a destination. A well-maintained VIB shows the visitor that the destination cares and is open for business. While there is some argument that VIBs should be phased out as visitors can get information in other ways (eg: online), there is still a need for physical signage and a place for visitors to stop to gather information, especially overseas visitors who do not have good digital access. If WiFi is installed or the VIB is combined with a rest area/toilets, this will encourage more people to stop. And if visitors stop and find out what's on offer at the destination, there is a better chance they will stay, explore and spend money in the area.

Currently, the SON has two VIB sites (Mitchell Ave and Yilgarn Ave), both of which are well-planned and with good infrastructure. The Mitchell Ave site is well-signed from the highway with advance warning and positional signs at the western entrance and has lots of parking and a picnic table. The VIB structure is well-built and in very good condition. Unfortunately, the VIB has very poorly designed content, poor maps and no clear sense of purpose (what is there to see, what is there to do and where can I stay?)

The Yilgarn Ave site is currently not being used as there is some uncertainty of its future due to the construction of the new roadhouse adjacent to this site. All of the road signage pointing to this site has been left in place, implying the VIB is still in use. Left in its current state, anyone stopping here for visitor information will be left with the impression that SON is not interested in tourism.

### Recommendations -

- SON to redesign the content and information on VIBs.
- SON to remove the blue services sign for VIB on Great Eastern Hwy and Yilgarn Ave.

## COB Entry Statements

The Shire of Northam has two town Entry Statements. These are located at the Great Eastern Hwy - Mitchell Ave. exit and on Great Eastern Hwy east of the Yilgarn Ave exit. Both Entry Statements are well-maintained and in good condition. The use of yellow text on the brown stone causes legibility problems in low light situations. Both sites would benefit from lighting and landscaping.

**Recommendations** - Install lighting and landscape sites to improve visibility and legibility.



Mitchell Ave Entry Statement - missing the "e" in lifestyle



Yilgarn Ave Entry Statement

# AUDIT FINDINGS & RECOMMENDATIONS



Mt Ommanney Interpretive



Kep Track/Poole Bridge Interpretive



Kep Track/Poole Bridge Interpretive



Town Centre Waste bin interpretive



Avon River walk path interpretive



Sculptures on Fitzgerald



Avon River Flood Levels



Dortj Koorliny wayfinding



Burlong Pool Interpretive

## Interpretive signage

Though not part of this audit, interpretive signage was generally found to be very poor and often neglected. Apart from the “Sculptures on Fitzgerald” and Waste Bin interpretation in the town centre little maintenance appears to have been done since installation.

**Recommendation** - Audit and locate all interpretive signage within the SON. Implement a regular maintenance and replacement program.

## Walk Trails

There are a range of walk trails that are poorly signed and poorly promoted. Locals know about these trails but there is little awareness amongst visitors unless they visit the Visitor Centre. Trails are an important strategic priority for WA (see WA Strategic Trails Blueprint 2017-2021) and SON has a lot to offer in this area.

**Dortj Koorliny “Walking together” Track** - Avon River Walk Trail. Along the route various trail interpretive signs are missing or damaged. The walk trail is particularly neglected and should be improved or the signage removed.

**Recommendation** - This trail be audited, sites to improve visibility and legibility. Include trail head signs and make the Visitor Centre the recognised start point. Produce a map/brochure for trail walkers.

**Mt Ommanney Walking Tracks** - Apart from the “Discover the Avon Valley” brochure we could not find any other reference to this trail network. At the location there is no trail head or wayfinding signage (see page 10). No maps or trail brochure were available at the Visitor Centre.

**Recommendation** - We recommend this trail be audited, new wayfinding and interpretive signage be installed and the trail be better promoted. Produce a map/brochure for trail walkers.

**Northam Historic Buildings Tour** - This is not a designated trail but a list of historic buildings in the Northam township. A print out is available at available at the Visitor Centre that describes 11 of the historic buildings (without addresses) and an A4 map that lists 34 historic buildings (again without addresses).

**Recommendation** - Develop this into a proper walk trail with a designated route with interpretive and wayfinding signage for visitors to follow. The “Sculptures on Fitzgerald” could also be incorporated into this trail. Engage a historian to bring the trail to life as the real stories are not so much about the buildings but about the people who lived and worked there. As this trail is within phone signal the interpretation could be provided through a responsive website (website that reformats for smart phones. NOTE - Overseas visitors may have trouble accessing on-line information because of roaming costs

**Recommendations for all trails** - SON log all of its trails on the 'Map my Walk' website ([https://www.mapmywalk.com/my\\_home/](https://www.mapmywalk.com/my_home/)) and Trails WA to help raise awareness of the range of trails on offer.

**Tourist Destinations and Historic Sites**

Generally throughout the SON, brown tourist attractions and historic sites are poorly signed or not signed at all.

**Recommendation** -All tourist attractions and historic sites should have brown tourist advance warning signs and brown positional signs to notify the visitor that an attraction is coming up. All brown signs need to be planned and meet the national tourism signage guidelines - refer page 10.

Historic and architecturally significant buildings should be interpreted.



Northam Silo Art



Avon suspension bridge



Bernard Park



Examples of heritage buildings



Buildings of significant architectural merit



## AUDIT FINDINGS & RECOMMENDATIONS



### Pedestrian Wayfinding

Northam's CBD is laid out in a strip dictated by the course of the Avon River with three main streets running parallel consisting of Minson, Fitzgerald and Wellington Street. Whilst Fitzgerald Street is Northam's High Street, most locals access off street parking and shopping via Wellington St. All three streets are intersected by Grey Street. Grey Street is an important link for pedestrians as it is the only road connecting the CBD directly to the river and the Visitor Centre. It is also an important connection for visitors parking at the Visitor Centre to walk into the CBD.

**Recommendation** - With the limited number of streets in a grid layout Northam can quickly develop a core pedestrian wayfinding system. Once this is in place the system can be added to as required and budgets allow.



Example of pedestrian wayfinding system - Types 1, 2 & 3 form the core signage suite, Type 4 for outlying areas

## AUDIT FINDINGS & RECOMMENDATIONS

### Digital engagement

There are many ways to engage with visitors through the digital environment, these include the following:

#### QR codes

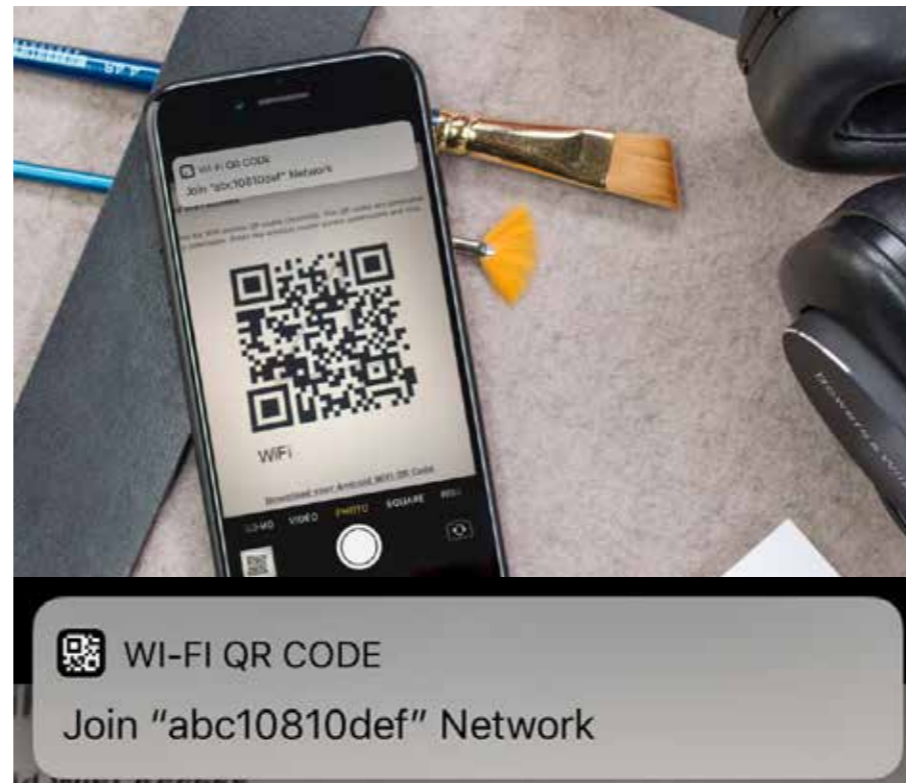
Traditionally QR codes were printed on documents or incorporated into the artwork on signs. They required users to have a QR Reader app installed on their mobile device, were often fiddly to use and subject to damage, especially on signs. QR code readers are now being included as “native” software in the latest generations of both iOS and Android phone operating systems. This means that you will no longer need an app to read a QR code, you will be able to simply point your phone’s camera at the QR code, it will automatically read the code and take you to the linked information. This innovation really increases the potential for QR code linked engagement with visitors. Note this also includes QR codes on video screens such as visitor information kiosks.

**Costs:** QR codes are easy to create and include on artwork. So, there is minimal cost to using them.

#### Visitor information kiosks

Flat screen TV monitors now come with built-in android operating systems, allowing them to be quickly integrated with new touch screen kiosk software. This new software emulates the same smart phone style of operation that almost all of us understand and use daily (i.e. scrolling, pinching and pulling). These systems have the potential to deliver information quickly and easily to visitors. There are now several “off the shelf” indoor and outdoor kiosk display systems available.

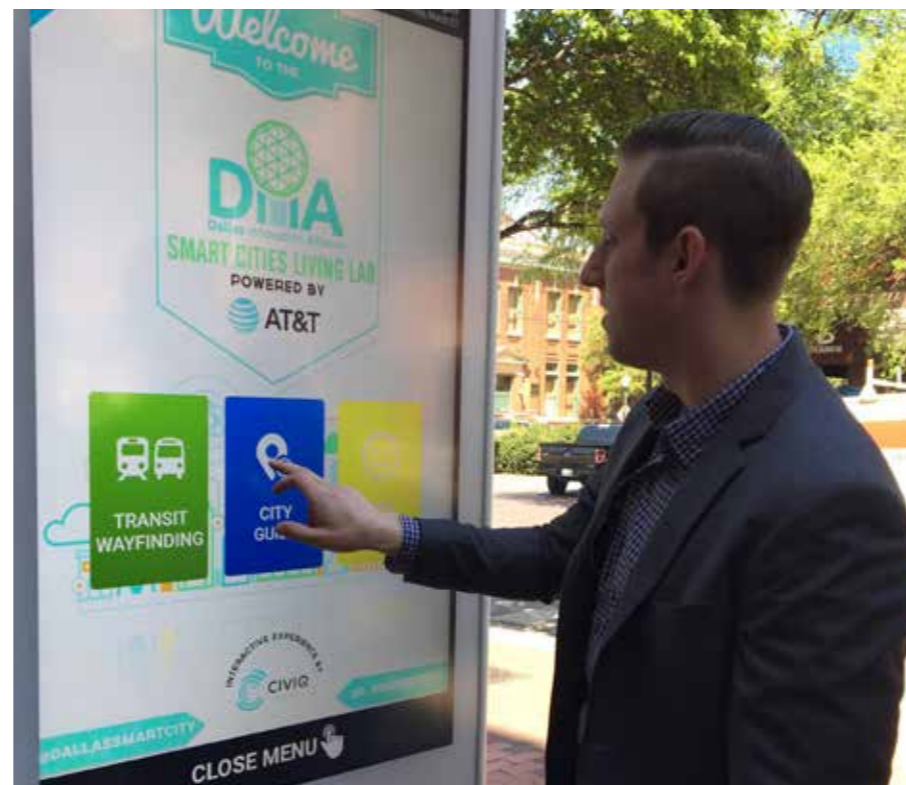
**Costs:** \$35,000.00 for software development. \$10,000.00 per kiosk depending on make and model.



Connect to Wifi



Open websites and download apps in App Store



Visitor information kiosk



Interpretive information desk



## AUDIT FINDINGS & RECOMMENDATIONS

### Visitor app development

We believe that an app would best serve the entire Avon Valley as a regional project and is probably too big of an undertaking for one LGA. This app could provide a platform for events, drive trails, restaurant and winery listings, historic material, audio history and most importantly social media sharing where users can take a photo through the app upload it to their social media channels (#avonvalley). Other features would be push notifications to let people know of new events etc. The VC's and Avon Valley tourism will also be able to gather valuable demographic data about users of the app, which will help with more targeted marketing.

**Costs:** from \$35,000.00, yearly upgrades \$4000.00

### Beacons

Beacons can be used as part of the app functionality. A beacon is a small, low-cost piece of hardware that can be placed inside sign panels, in buildings, etc (someplace where they will not be damaged). The beacons are used for wayfinding and orientation. They can be fitted to interpretive points to add audio or obtain additional content.

They employ Bluetooth low-energy (BLE) wireless technology to pinpoint the location of users in places/buildings or on trails to deliver messages to their mobile devices. Beacons work when the user has the related app installed on their smartphone. A beacon emits a BLE signal when a phone comes within range of the signal. They identify the user's location, the location of their destination and the fastest way to get to there.

**Costs:** varies depending on number of Beacon locations.

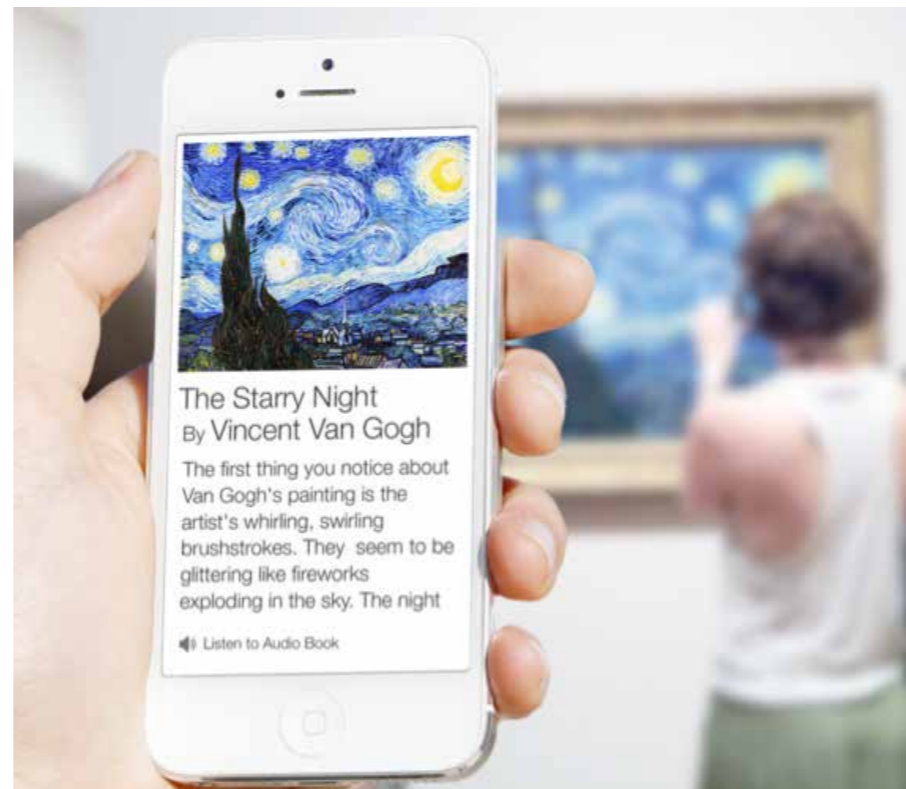
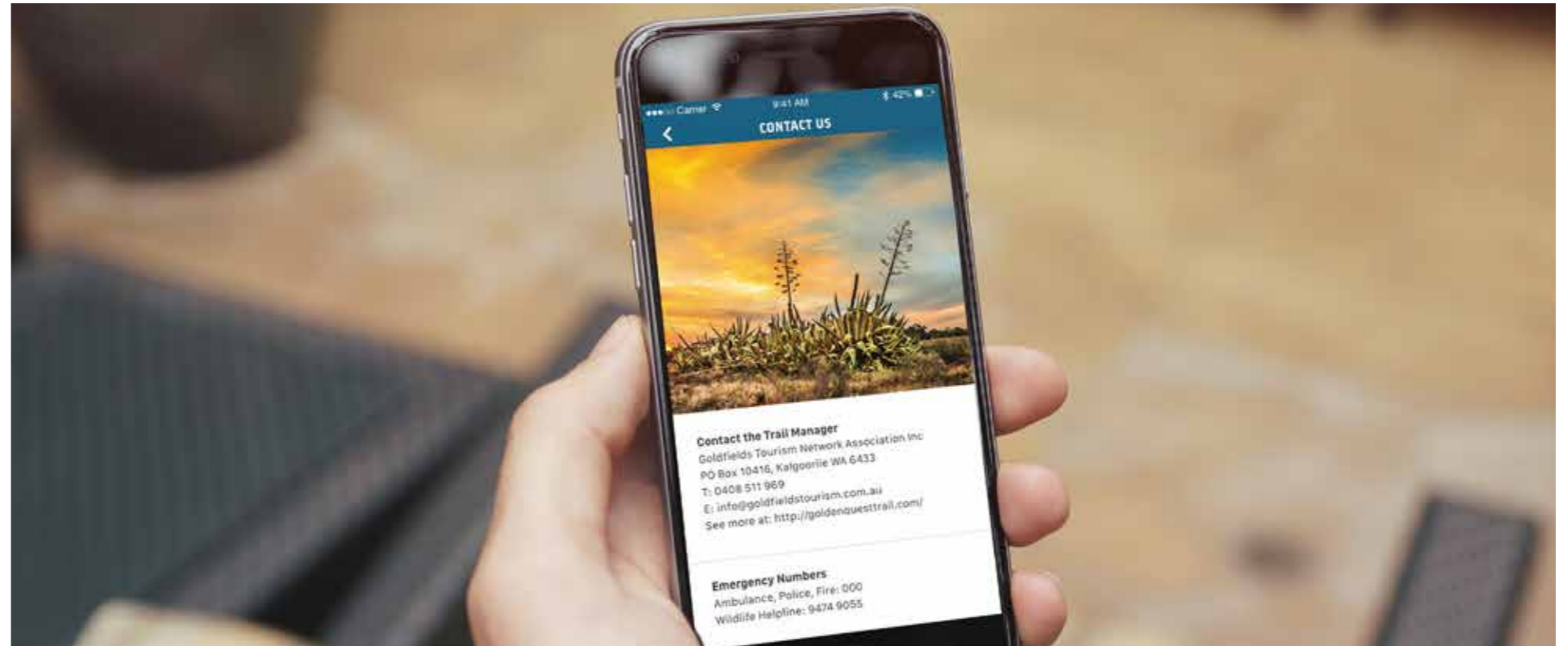
Beacons can also be used to gather data about users, where they go and how they get there. This relies on users having Bluetooth switched on and having the related app installed. All the data collected is non-identifiable.

#### For more info on beacons:

<http://blog.estimote.com/post/141091485455/how-can-beacons-facilitate-wayfinding-while>

<http://www.jibestream.com>

<http://www.mobilecommercepress.com/geolocation-technology-in-ibeacons-may-soon-define-london-tourism/8519150/>

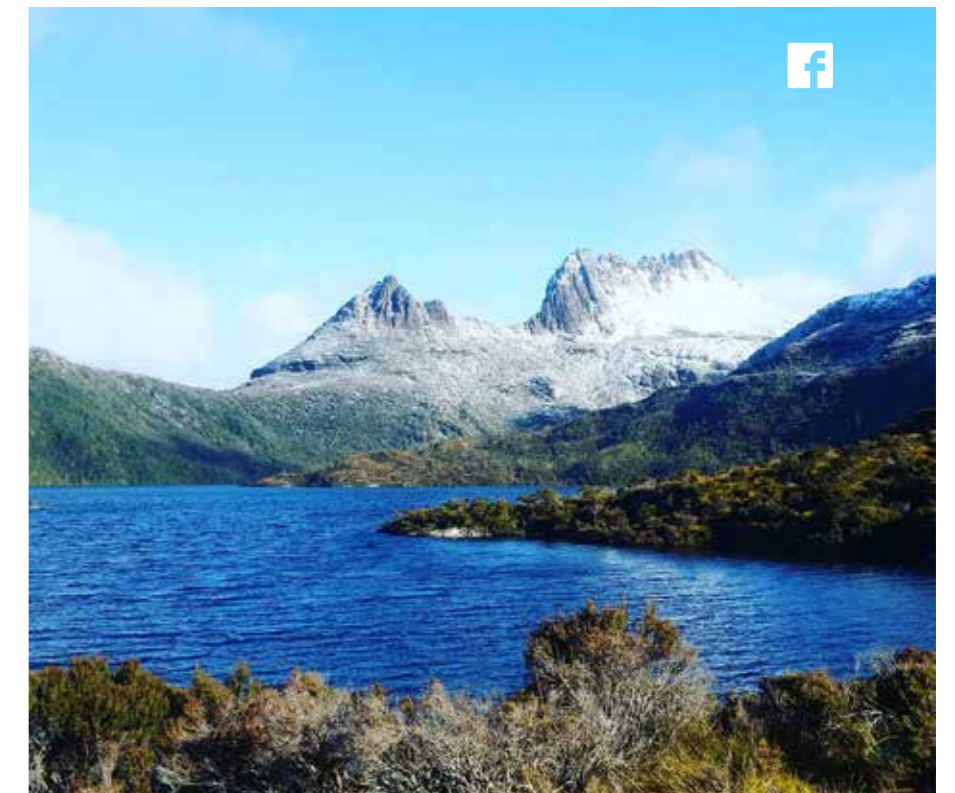
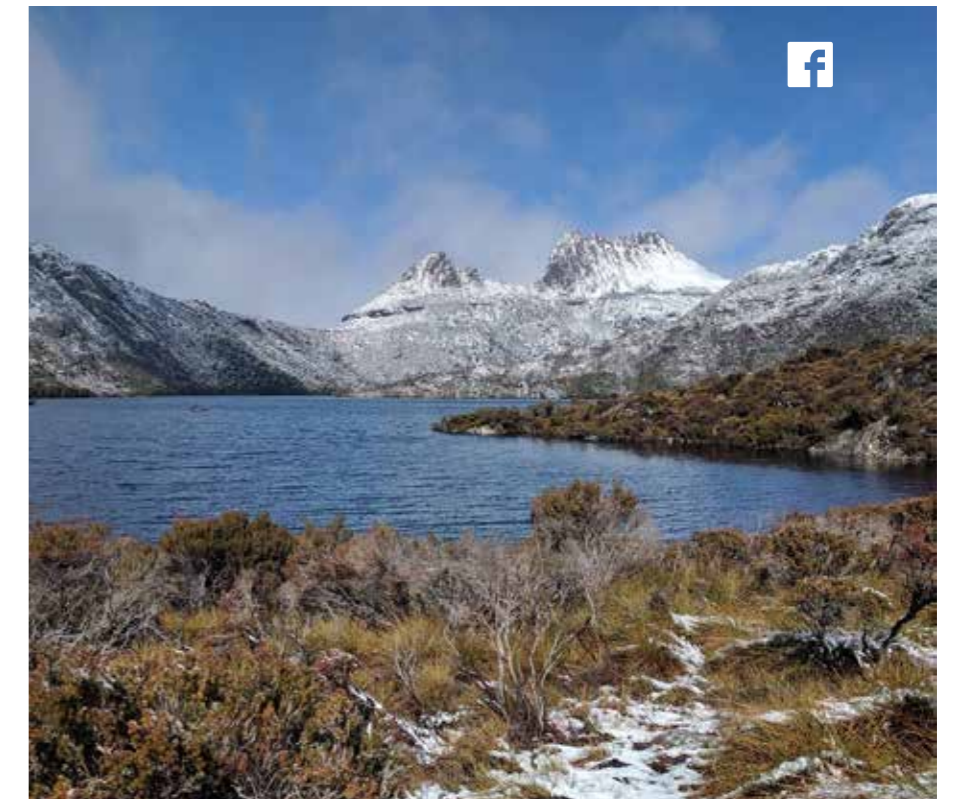


## Interactive signage

Given the number of beautiful natural environment locations in the Avon Valley & the Shire of Notham, the Shire could consider using interactive signage that encourages visitors to share their photos of a particular location(s).

An example of this type of interactive sign is at a popular and stunning lookout on the Cradle Mountain Walk, Cradle Mountain – Lake St Clair National Park in Tasmania. Simple steps on the sign ask visitors to place their cameras in a bracket on top of the sign and take a photo of the view to later share on Instagram. The result is the same view but documents different weather patterns, changing scenery and wildlife. Have a look at the results here #cradle365. But, it also encourages social sharing and raises awareness of the place.

**Costs:** approx. \$2,000 for supply and installation.



5. AUDIT OF EXISTING SIGNAGE

# AUDIT OVERVIEW

## Town of Northam

The methodology for this part is as follows. Auditing the wider area was important to gain a thorough understanding of visitor journeys, particularly how links with the town of Northam and key destinations in the surrounding area could be improved.

1. A physical audit of the wider town of Northam was undertaken by the consultants including:

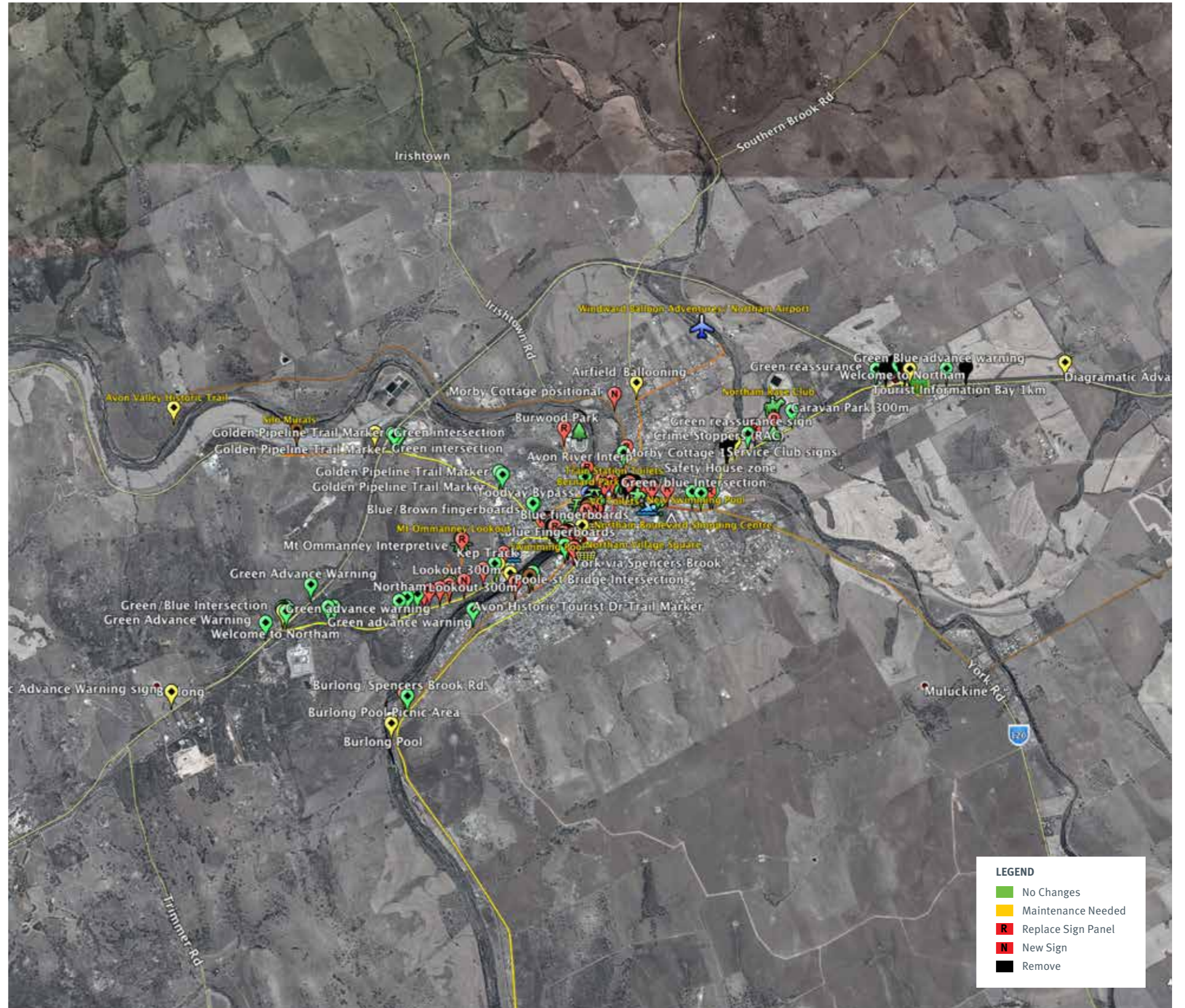
- identifying key destinations and routes in consultation with SON
- driving each road in both directions and assessing it from a motorist's perspective
- recording the GPS location and photographing all existing green, brown and blue highway signs, noting any signage requirements and gaps (i.e. locations that require a sign, where there is currently no sign)

### Major arterial roads included in the signage audit -

- Great Eastern Hwy Exits (Mitchell Ave, Toodyay Rd and Yilgarn Ave)
- Mitchell Ave
- Toodyay Rd/Newcastle Rd
- Yilgarn Ave
- York Rd
- Spencers Brook Rd

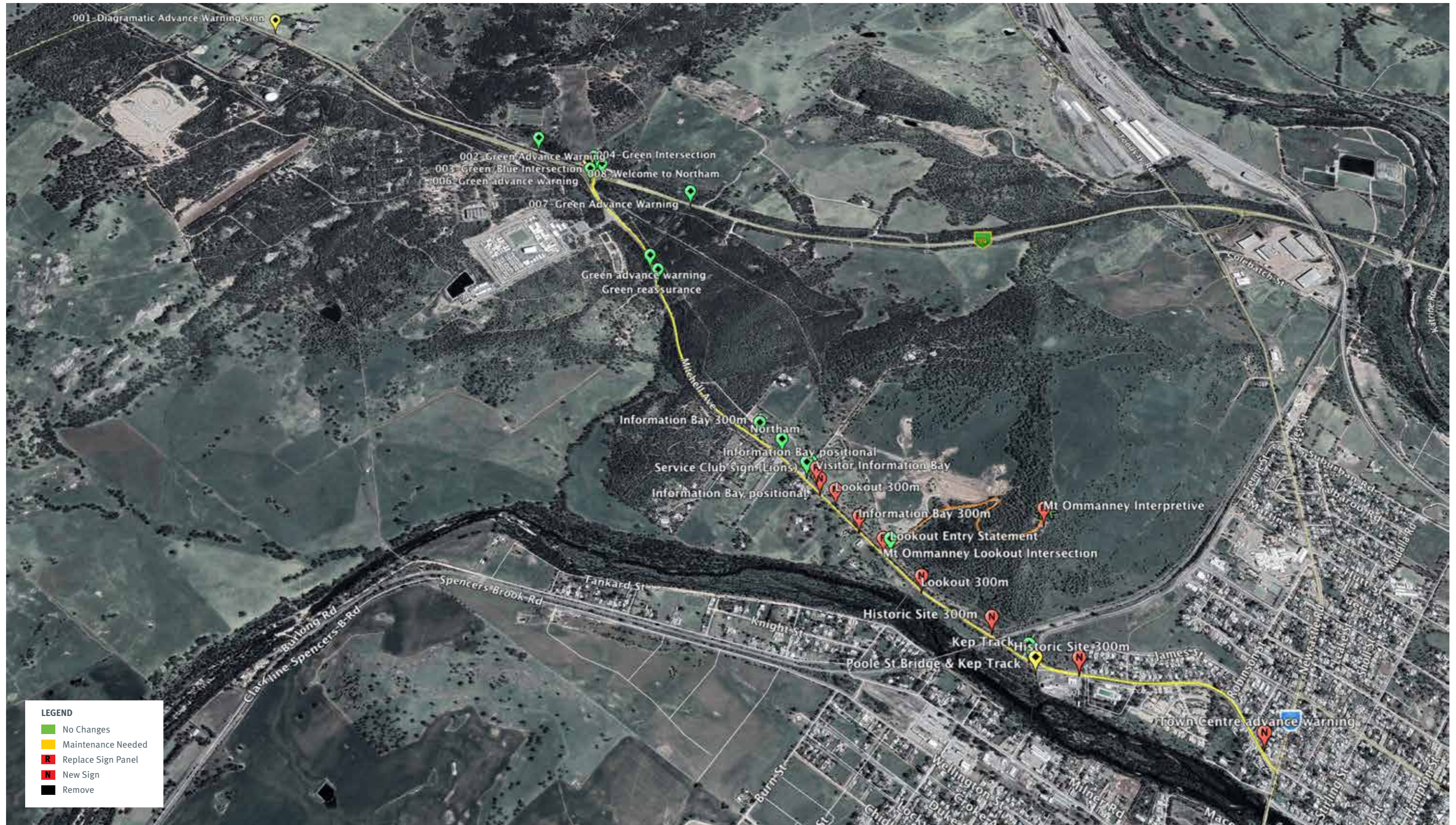
2. The completed audit and recommendations were plotted on an interactive Google Earth map (supplied as a separate KMZ file) and compiled into the signage audit table (see Appendix A).






In considering signage requirements and making recommendations, the consultants referenced national road signage standards (AS1742 & Austroads Guidelines).















# MITCHELL AVE. AUDIT

Shire of Northam









Number	Sign Message	Route	Sign Approach	Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes	
SN 001	Northam 5km	Gt Eastern Hwy	Heading east on Gt Eastern Hwy west of Mitchell Ave Intersection		Blue diagrammatic advance warning sign	Visible	Good	Fair	Good	Maintenance Needed	High Priority	<ul style="list-style-type: none"> <li>Replace "i" with Yellow accredited VC "i" Minor</li> <li>Damage to right hand side of sign.</li> </ul>
SN 002	Meckering	Gt Eastern Hwy	Heading east on Gt Eastern Hwy west of Mitchell Ave Intersection		Green Advance Warning	Visible	Good	Good	Good	No Change	N/A	-
SN 003	Northam/York	Gt Eastern Hwy	At intersection of Gt Eastern Hwy and Mitchell Ave		Green Intersection / Blue Intersection	Visible	Good	Good	Good	No Change	N/A	-
SN 004	Perth/Meckering	Gt Eastern Hwy	At intersection of Gt Eastern Hwy and Mitchell Ave		Green Intersection	Visible	Good	Good	Good	No Change	N/A	-
SN 005	Northam	Gt Eastern Hwy	At intersection of Gt Eastern Hwy and Mitchell Ave		Green Intersection / Blue Intersection	Visible	Good	Good	Good	No Change	N/A	-
SN 006	Perth	Mitchell Ave.	At intersection of Gt Eastern Hwy and Mitchell Ave		Green Advance Warning	Visible	Good	Good	Good	No Change	N/A	-

Number	Sign Message	Route	Sign Approach	Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes	
SN 007	Perth	Gt Eastern Hwy	At intersection of Gt Eastern Hwy and Mitchell Ave		Green Advance Warning	Visible	Good	Good	Fair	No Change	N/A	-
SN 008	Welcome to Northam	Gt Eastern Hwy	At Gt Eastern Hwy and Mitchell Ave Intersection		Entry Statement	Visible	Good	Good	N/A	Maintenance Needed	High Priority	<ul style="list-style-type: none"> <li>Entry statement would benefit from lighting at night and landscaping.</li> <li>Letter "e" missing from "Lifestyle"</li> </ul>
SN 009	Building better HEALTH	Gt Eastern Hwy	At Gt Eastern Hwy and Mitchell Ave Intersection		Entry Statement	Visible	Poor	Fair	N/A	Remove	Low Priority	Remove sign - faded, ineffective message, hard to read
SN 010	Avon Valley Region	Gt Eastern Hwy	At Gt Eastern Hwy and Mitchell Ave Intersection		Drive Trail?	Visible	Poor	Fair	N/A	Remove	Low Priority	Remove - Sign too small, sign located on the wrong side of the road after the decision making point, is it for a drive trail?
SN 011	Perth	Mitchell Ave.	Heading west on Mitchell Ave east of Gt Eastern Hwy Intersection		Green advance warning	Visible	Good	Good	Fair	No Change	N/A	-
SN 012	Northam 4 York	Mitchell Ave.	Heading east on Mitchell Ave west of Gt Eastern Hwy Intersection		Green Reassurance	Visible	Good	Good	N/A	No Change	N/A	-

Number	Sign Message	Route	Sign Approach	Image	Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes
SN 013	Information bay 300m	Mitchell Ave.	Heading east on Mitchell Ave west of Information bay		Blue advance warning	Visible	Good	Good	N/A	No Change	N/A	-
SN 014	Northam	Mitchell Ave.	Heading east on Mitchell Ave west of Information bay		Town boundary	Visible	Good	Good	N/A	No Change	N/A	NOTE - No City boundary signs located on other approach roads
SN 015	Information bay	Mitchell Ave.	Heading east on Mitchell Ave west of Information bay		Blue positional	Visible	Good	Good	N/A	No Change	N/A	-
SN 016	Lions Club	Mitchell Ave.	Heading east on Mitchell Ave at Information bay		Service Club	Visible	Good	Good	N/A	No Change	N/A	NOTE - Only Lions Club sign present at Mitchell Ave whilst Yilgarn Ave entrance has Lions, Rotary, Apex and Rostrum.
SN 017	Visitors Information Bay	Mitchell Ave.	Heading east on Mitchell Ave at Information bay		Visitor Information Bay	Visible	Poor	Good	Poor	Remove	High Priority	Replace - Information Bay parking and structure in good condition, Visitor Information Bay signage panels poorly designed and should be replaced.
SN 018	Information bay	Mitchell Ave.	Heading west on Mitchell Ave east of Information bay		Blue positional	N/A	N/A	N/A	N/A	New sign	N/A	New sign - Visitor Information Bay positional





Number	Sign Message	Route	Sign Approach		Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes
SN 019	Lookout 300m	Mitchell Ave.	Heading east on Mitchell Ave east of Information bay		Brown Advance Warning	N/A	N/A	N/A	N/A	New sign	N/A	New sign - Lookout 300m
SN 020	Information bay 300m	Mitchell Ave.	Heading west on Mitchell Ave east of Information bay		Blue Advance Warning	N/A	N/A	N/A	N/A	New sign	N/A	New sign - Visitor Information Bay 300m
SN 021	Mt Ommaoney Scenic lookout	Mitchell Ave.	At intersection of Mitchell Ave and Mt Ommaoney Rd.		Brown Intersection (Double sided)	Visible	Good	Good	Good	New sign	Low Priority	<ul style="list-style-type: none"> <li>Cut back trees on Eastern side of sign</li> <li>Wrong symbol, this sign should have the lookout symbol (Camera)</li> </ul>
SN 022	Shire of Northam - Mt Ommaoney lookout	Mitchell Ave.	At intersection of Mitchell Ave and Mt Ommaoney Rd.		Entry Statement	Visible	Good	Good	Good	No Change	N/A	-
SN 023	Information bay 300m	Mitchell Ave.	Heading west on Mitchell Ave east of Information bay		Blue advance warning	N/A	N/A	N/A	N/A	New sign	N/A	New sign - Lookout 300m
SN 024	Historic site 300m	Mitchell Ave.	Heading east on Mitchell Ave east of Mt Ommaoney intersection		Brown advance warning	N/A	N/A	N/A	N/A	New sign	N/A	New sign - Lookout 300m

Number	Sign Message	Route	Sign Approach		Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes
SN 025	Kep Track	Mitchell Ave.	Heading east on Mitchell Ave east of Mt Ommalley intersection		Brown Intersection	Visible	Good	Good	Good	Maintenance Needed	Low Priority	Move sign - wrong side of the road
SN 026	Kep Track/Poole St Bridge interpretive	Mitchell Ave.	At parking area off Mitchell Ave.		Interpretive	Visible	Good	Good	Good	Maintenance Needed	High Priority	Maintenance needed interpretive signage area overgrown, some signs damaged.
SN 027	Historic site 300m	Mitchell Ave.	Heading west on Mitchell Ave east of Kep Track/Poole Bridge interp area		Brown advance warning	N/A	N/A	N/A	N/A	New sign	N/A	New sign - Lookout 300m
SN 028	Town Centre 300m	Mitchell Ave.	Heading east on Mitchell Ave west of Newcastle Rd intersection		Green Advance Warning	N/A	N/A	N/A	N/A	New sign	N/A	New sign - Town Centre (right turn) 300m






# TOODYAY NEWCASTLE RD. AUDIT

Shire of Northam



Number	Sign Message	Route	Sign Approach	Image	Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes
SN 031	Northam/York	Toodyay Rd	Heading south on Toodyay Rd north of Gt Eastern Hwy		Green advance warning	Visible	Good	Good	Good	Maintenance Needed	Medium Priority	Maintenance needed sign damaged.
SN 032	Perth/Kalgoorie	Toodyay Rd	Heading south on Toodyay Rd south of Gt Eastern Hwy on ramp		Green Intersection	Visible	Good	Good	Good	No Change	N/A	-
SN 033	Northam/Toodyay	Toodyay Rd	Heading south on Toodyay Rd south of Gt Eastern Hwy on ramp		Green Intersection	Visible	Good	Good	Good	No Change	N/A	Note "Avon Valley Region" sign pointing towards Toodyay
SN 034	Golden Pipeline Heritage Trail	Newcastle Rd	Heading north on Newcastle Rd south of Gt Eastern Hwy		Trail marker	Visible	Good	Good	Good	No Change	N/A	-
SN 035	Golden Pipeline Heritage Trail	Newcastle Rd	Heading south on Newcastle Rd south of Gt Eastern Hwy		Trail marker	Visible	Good	Good	Good	No Change	N/A	-
SN 036	Golden Pipeline Heritage Trail	Newcastle Rd	Heading south on Newcastle Rd north of Hutt St		Trail marker	Visible	Good	Good	Good	No Change	N/A	-







Number	Sign Message	Route	Sign Approach		Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes
SN 037	Golden Pipeline Heritage Trail	Newcastle Rd	Heading north on Newcastle Rd south of Hutt St		Trail marker	Visible	Good	Good	Good	No Change	N/A	-
SN 038	Toodyay Bypass	Newcastle Rd	At Newcastle Rd and Forrest St Intersection		Green/Blue Intersection	Visible	Good	Good	Good	No Change	N/A	<ul style="list-style-type: none"> <li>Note "Avon Valley Region" sign pointing both directions.</li> <li>Small caravan park sign should be replaced with a larger sign</li> </ul>
SN 039	Northam Heritage Centre	Newcastle Rd	At Newcastle Rd and Forrest St Intersection		Blue/Brown fingerboards	Visible	Poor	Good	Poor	Remove	Low Priority	<ul style="list-style-type: none"> <li>Northam Muffler &amp; Towbar Centre does not qualify for a Blue community fingerboard</li> <li>Northam Heritage Centre - poor location for this sign, no reason to put a sign here.</li> </ul>
SN 040	Avon Valley Region/ Dukes Inn	Newcastle Rd	At Newcastle Rd Enfield Tce. Intersection		Blue fingerboards	Visible	Poor	Good	Poor	Remove	Low Priority	<ul style="list-style-type: none"> <li>Dukes Inn does not qualify for a Blue community fingerboard</li> <li>Avon Vally Region signs poorly located</li> </ul>
SN 041	Assorted blue fingerboards	Newcastle Rd	At Newcastle Rd Enfield Tce. Intersection		Blue fingerboards	Visible	Poor	Good	Poor	Remove	Low Priority	<ul style="list-style-type: none"> <li>Northam Muffler &amp; Towbar Centre does not qualify for a Blue community fingerboard</li> <li>Cosolidate fingerboards at location 42</li> </ul>
SN 042	Assorted blue/green/ brown fingerboards	Newcastle Rd	At Newcastle Rd Mitchell Ave. Intersection		Green/blue/brown Fingerboards	Visible	Poor	Good	Poor	New sign	High Priority	Consolidate all signage at this location

Number	Sign Message	Route	Sign Approach	Image	Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes
SN 043	Toodyay/Perth	Newcastle Rd	Heading north on Newcastle Rd south of Mitchell Ave		Green advance warning	Visible	Good	Good	Good	No Change	N/A	-
SN 044	Tidy Town Entrant 2018	Newcastle Rd	Heading south on Newcastle Rd south of Broome Tce.		Community sign	Visible	Poor	Good	Poor	Remove	Low Priority	<ul style="list-style-type: none"> <li>Remove sign from this location - Better placement would be at Mitchell Ave visitor Information Bay</li> <li>No Tidy Town entrant sign on eastern approach to Northam</li> </ul>
SN 045	Golden Pipeline Heritage Trail	Newcastle Rd	Heading south on Newcastle Rd south of Avon River.		Brown Advance Warning	Visible	Good	Good	Good	No Change	N/A	-
SN 046	Dorntj Koorliny	Newcastle Rd	At south west side of Avon Bridge		Interpretive	Visible	Poor	Poor	Poor	Replace Sign Panel	High Priority	Part of Avon River walk trail. Trail interpretive signs are missing or due for replacement. Thought should be given to replacement of whole trail or complete refurbishment.
SN 047	Golden Pipeline Heritage Trail	Newcastle Rd	Heading north on Newcastle Rd south of Avon River.		Brown Trail marker	Visible	Good	Good	Good	No Change	N/A	-







# YILGARN AVE. AUDIT

Shire of Northam





Number	Sign Message	Route	Sign Approach	Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes	
SN 047	Northam 5km	Gt Eastern Hwy	Heading west on Gt Eastern Hwy east of Yilgarn Ave Intersection		Blue diagrammatic services sign	Visible	Good	Good	Good	No Change	N/A	-
SN 048	Tourist Information Bay 1km	Gt Eastern Hwy	Heading west on Gt Eastern Hwy east of Yilgarn Ave Intersection		Blue Advance Warning	Visible	Poor	Good	Poor	Remove	Low Priority	<ul style="list-style-type: none"> <li>Remove sign whilst Yilgarn Ave Visitor Information Bay is closed.</li> </ul>
SN 049	Perth/Northam	Gt Eastern Hwy	Heading west on Gt Eastern Hwy east of Yilgarn Ave Intersection		Green/Blue Advance Warning	Visible	Good	Good	Good	No Change	N/A	-
SN 050	Welcome to Northam	Gt Eastern Hwy	Heading west on Gt Eastern Hwy east of Yilgarn Ave Intersection		Entry Statement	Visible	Good	Good	N/A	Maintenance Needed	High Priority	<ul style="list-style-type: none"> <li>Entry statement would benefit from lighting at night and landscaping.</li> </ul>
SN 051	Northam Markets	Gt Eastern Hwy	Heading west on Gt Eastern Hwy east of Yilgarn Ave Intersection		Community sign	Visible	Poor	Good	Good	Remove	Low Priority	<ul style="list-style-type: none"> <li>Remove sign, ineffectual in this location</li> </ul>
SN 052	Tourist Information Bay	Gt Eastern Hwy	Heading west on Gt Eastern Hwy east of Yilgarn Ave Intersection		Blue Intersection	Visible	Poor	Good	Poor	Remove	Low Priority	<ul style="list-style-type: none"> <li>Remove tourist information bay sign whilst Yilgarn Ave Visitor Information Bay is closed.</li> </ul>



Number	Sign Message	Route	Sign Approach	Image	Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes
SN 053	Caravan Park	Gt Eastern Hwy	At Intersection of Gt Eastern Hwy and Yilgarn Ave		Blue Advance Warning	Visible	Fair	Fair	N/A	No Change	N/A	-
SN 054	Perth/Meckering	Gt Eastern Hwy	At Intersection of Gt Eastern Hwy and Yilgarn Ave		Green Intersection	Visible	Good	Good	Good	No Change	N/A	-
SN 055	Northam/York	Gt Eastern Hwy	At Intersection of Gt Eastern Hwy and Yilgarn Ave		Green/Blue Intersection	Visible	Good	Good	Good	No Change	N/A	<ul style="list-style-type: none"> <li>Remove tourist information bay sign whilst Yilgarn Ave Visitor Information Bay is closed.</li> </ul>
SN 056	Tourist Information Bay	Yilgarn Ave	At Intersection of Gt Eastern Hwy and Yilgarn Ave		Blue Intersection	Visible	Poor	Good	Poor	Remove	Low Priority	<ul style="list-style-type: none"> <li>Remove sign whilst Yilgarn Ave Visitor Information Bay is closed.</li> </ul>
SN 057	Tourist Information Bay	Yilgarn Ave	At Intersection of Gt Eastern Hwy and Yilgarn Ave		Visitor Information Bay	Visible	Poor	Good	Poor	Remove	Low Priority	<ul style="list-style-type: none"> <li>Remove sign panels whilst Yilgarn Ave Visitor Information Bay is closed.</li> </ul>
SN 058	Northam 4	Yilgarn Ave	Heading west on Yilgarn Ave west of Gt Eastern Hwy		Green Reassurance	Visible	Good	Good	Good	No Change	N/A	-




Number	Sign Message	Route	Sign Approach	Image	Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes
SN 059	Perth/Meckering	Yilgarn Ave	Heading east on Yilgarn Ave west of Gt Eastern Hwy		Green Advance Warning	Visible	Good	Good	Good	No Change	N/A	-
SN 060	Caravan / Camping 300m	Yilgarn Ave	Heading west on Yilgarn Ave west of Gt Eastern Hwy		Blue Services	Visible	Good	Good	Good	No Change	N/A	-
SN 061	Caravan / Camping	Yilgarn Ave	Heading west on Yilgarn Ave west of Gt Eastern Hwy		Blue Intersection (double sided)	Visible	Good	Poor	Good	Replace Sign Panel	High Priority	Replace - Sign panel faded and in need of replacement.
SN 063	Caravan / Camping	Yilgarn Ave	Heading east on Yilgarn Ave west of Caravan Park		Blue Services	Visible	Good	Poor	Good	Replace Sign Panel	High Priority	Replace - Sign panel faded and in need of replacement.
SN 064	Meckering 33	Yilgarn Ave	Heading east on Yilgarn Ave west of Caravan Park		Green Reassurance	Visible	Good	Poor	Good	Replace Sign Panel	High Priority	Replace - Sign panel faded and in need of replacement.
SN 065	Welcome to Northam	Yilgarn Ave	Heading west on Yilgarn Ave west of Caravan Park		Community sign	Visible	Fair	Fair	Fair	No Change	N/A	NOTE - No corresponding sign on Mitchell Ave or Newcastle St.

Number	Sign Message	Route	Sign Approach	Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes	
SN 066	Perth/york	Yilgarn Ave	Heading west on Yilgarn Ave west of Caravan Park		Green Advance Warning	Visible	Good	Good	Good	Maintenance Needed	Low Priority	<ul style="list-style-type: none"> <li>Sign footing needs to be recemented</li> <li>NOTE sign is nearly 1Km from intersection.</li> </ul>
SN 067	This area is in a Safety House Zone	Yilgarn Ave	Heading west on Yilgarn Ave west of Caravan Park		Community sign	Partial visible	Poor	Poor	Poor	Remove	Low Priority	Remove.
SN 068	Service clubs	Yilgarn Ave	Heading west on Yilgarn Ave west of Caravan Park		Community sign	Partial visible	Poor	Poor	Poor	Remove	Low Priority	Remove.
SN 069	Crime Stoppers	Yilgarn Ave	Heading west on Yilgarn Ave west of Caravan Park		Community sign	Partial visible	Poor	Poor	Poor	Remove	Low Priority	Remove.

# YORK RD. AUDIT

Shire of Northam










Number	Sign Message	Route	Sign Approach	Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes	
SN 070	York 34	York Rd	Heading east on York Rd east of Yilgarn Ave.		Green Reassurance	Visible	Good	Good	Good	No Change	N/A	-
SN 071	Perth	York Rd	Heading west on York Rd east of Yilgarn Ave.		Green Advance Warning	Visible	Good	Good	Good	No Change	N/A	-
SN 072	Northam Race Club	York Rd	Heading west on York Rd east of Yilgarn Ave.		Blue Advance Warning	Partial visible	Poor	Fair	Fair	Remove	Low Priority	Remove.

# SPENCERS BROOK RD

Shire of Northam



Number	Sign Message	Route	Sign Approach	Image	Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes
SN 073	Avon Historic Tourist Drive	Spencers Brook Rd	At intersection of Clackline/Spencers Brook Rd and Spencers Brook/York Rd.		Brown Intersection	Visible	Good	Good	Good	No Change	N/A	-
SN 074	Avon Historic Tourist Drive	Spencers Brook Rd	Heading west on Spencers Brook Rd east of Spencers Brook/York Rd intersection.		Brown Advance Warning	Visible	Good	Good	Good	No Change	N/A	-
SN 075	Avon Historic Tourist Drive	Spencers Brook Rd	Heading north on Spencers Brook Rd south of Burlong Rd Rail Crossing		Brown Advance Warning	Nil	Poor	Nil	Poor	New sign	High Priority	New sign panels at this location. • "Avon Historic Tourist Dr" advance warning
SN 076	Spencers Brook	Spencers Brook Rd	At intersection of Spencers Brook Burlong Rd Rail Crossing		Brown Intersection	Nil	Poor	Nil	Poor	New sign	High Priority	New sign panels at this location. • "Avon Historic Tourist Dr" intersection
SN 077	Spencers Brook	Burlong Rd	At intersection of Spencers Brook Burlong Rd Rail Crossing		Brown Intersection	Nil	Poor	Nil	Poor	New sign	High Priority	New sign panels at this location. • "Avon Historic Tourist Dr" intersection • Burlong Pool intersection
SN 078	Burlong Pool Interp	Burlong Rd	At Burlong Pool Interp		Interpretive	Visible	Good	Good	Good	New sign	High Priority	Maintenance required - site overgrown







Number	Sign Message	Route	Sign Approach		Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes
SN 079	York via Spencers Brook	Spencers Brook Rd	Heading north on Wellington St at Gairdner St intersection		Blue Advance Warning	Visible	Good	Good	Good	New sign	N/A	<p>New sign panels at this location.</p> <ul style="list-style-type: none"> <li>• "York via Spencers Brook" too small to read</li> <li>• Sign located on the wrong side of the road at decision making point.</li> </ul>















# TOWN CENTRE. AUDIT







Shire of Northam





Number	Sign Message	Route	Sign Approach	Image	Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes
SN 080	York/Town Centre	Peel Tce	At the intersection of Peel Tce and Yilgarn Ave.		Green Intersection	Visible	Good	Good	Good	No Change	N/A	-
SN 081	York	Peel Tce	Heading east on Peel Tce west of Yilgarn Ave.		Green Advance Warning	Visible	Good	Good	Good	No Change	N/A	-
SN 082	Ch of Jesus Christ of LDS	Peel Tce	At the intersection of Peel Tce and East St.		Blue fingerboard	Visible	Good	Poor	Poor	Replace Sign Panel	High Priority	Replace - Sign panel faded and in need of replacement.
SN 083	Recreation Centre	Peel Tce	Heading east on Peel Tce west of Yilgarn Ave.		Entry Statement	Nil	Poor	Nil	Poor	New sign	High Priority	New sign panels at this location. • Northam Recreation Centre"
SN 084	Recreation Centre	Peel Tce	Heading east on Peel Tce west of Yilgarn Ave.		Blue fingerboard	Nil	Poor	Nil	Poor	New sign	High Priority	New sign panels at this location. • Northam Recreation Centre"
SN 085	RV Dump Point 300m	Peel Tce	Heading west on Peel Tce east of Childlow St.		Blue Advance Warning	Nil	Poor	Nil	Poor	New sign	High Priority	New sign panels at this location. • RV Dump Point 300m"

Number	Sign Message	Route	Sign Approach		Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes
SN 086	RV Dump Point	Peel Tce	Heading west on Peel Tce west of Childlow St.		Blue positional	Partial visible	Poor	Fair	Fair	Remove	Low Priority	Remove.
SN 087	RV Dump Point	Peel Tce	Heading west on Peel Tce west of Childlow St.		Blue positional	Nil	Poor	Nil	Poor	New sign	High Priority	New sign panels at this location. • RV Dump Point"
SN 088	RV Dump Point	Peel Tce	Heading west on Peel Tce west of Duke St.		Blue positional	Partial visible	Poor	Poor	Poor	Remove	Low Priority	Remove.
SN 089	Do the right thing	Peel Tce	Heading west on Peel Tce west of Duke St.		Community sign	Partial visible	Poor	Poor	Poor	Remove	Low Priority	Remove.
SN 090	Trans WA Parking	Peel Tce	Heading west on Peel Tce at entrance to Train Station		Green Intersection	Partial visible	Poor	Poor	Poor	Remove	Low Priority	Remove.
SN 091	Trans WA Parking	Peel Tce	Heading west on Peel Tce at entrance to Train Station		Entry Statement	Visible	Good	Good	Good	No Change	N/A	-

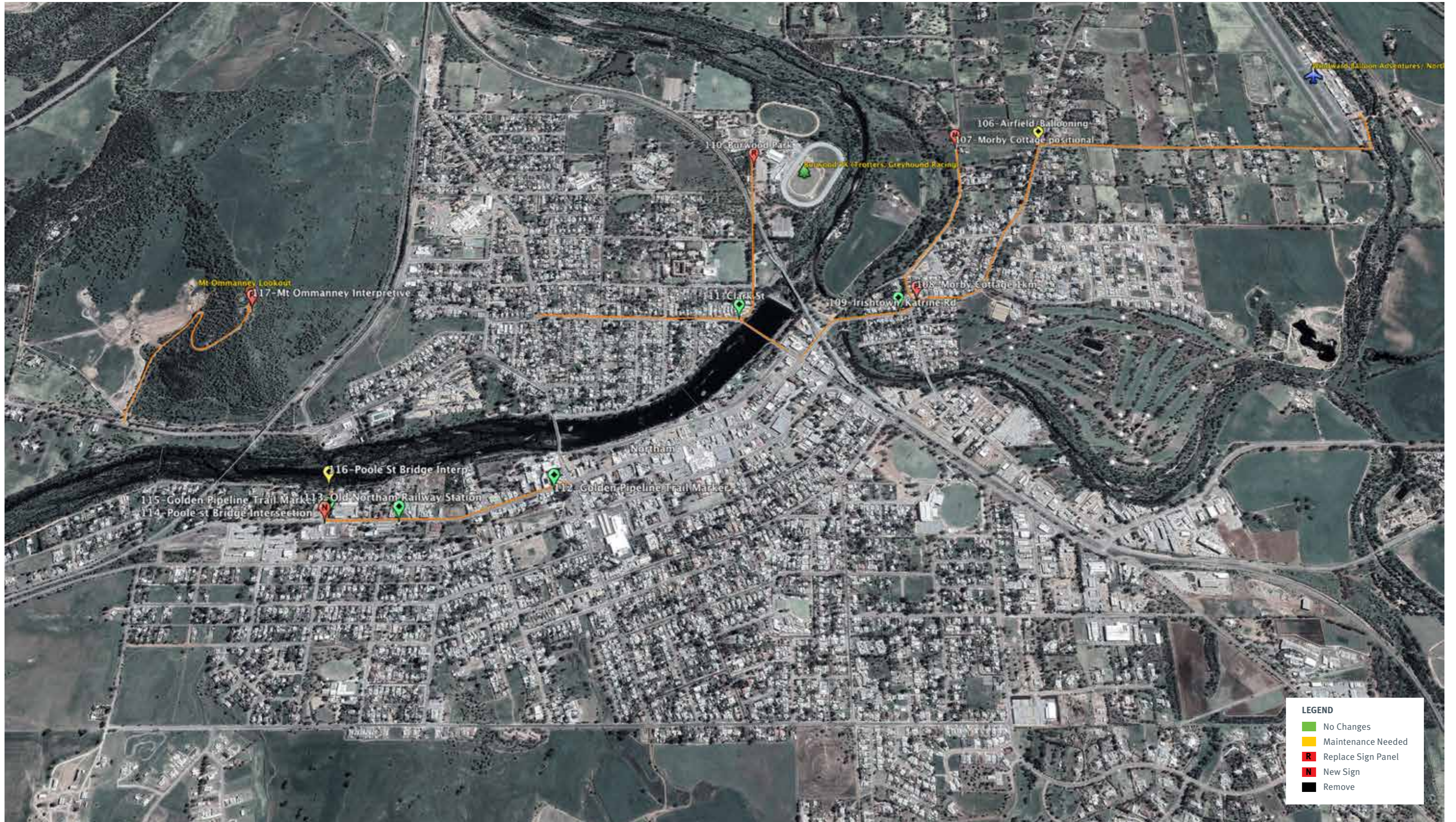
Number	Sign Message	Route	Sign Approach		Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes
SN 092	RV Dump Point 300m	Peel Tce	Heading west on Peel Tce east of Childlow St.		Blue Advance Warning	Nil	Poor	Nil	Poor	New sign	High Priority	New sign panels at this location. • RV Dump Point 300m"
SN 093	Town Centre	Peel Tce	Heading west on Peel Tce east of Fitzgerald St.		Green Advance Warning	Nil	Poor	Nil	Poor	New sign	High Priority	New sign panels at this location. • Green advance warning • Blue Advance warning
SN 094	Hospital	Peel Tce	Heading west on Peel Tce east of Minson Ave.		Blue advance warning	Visible	Good	Good	Good	No Change	N/A	-
SN 095	Visitors Centre	Peel Tce	Heading west on Peel Tce west of Minson Ave.		Blue Intersection	Nil	Fair	Fair	Fair	New sign	High Priority	New sign panels at this location. • Blue intersection "Visitors Centre" • Brown intersection "Bilya Koort Boodja" • Blue services panel • Symbols - Toilets, cafe • Remove home made cafe sign
SN 096	ToodyayKalgoorlie	Fitzgerald St.	Heading north on Fitzgerald St. south of Peel Tce.		Green Advance Warning	Nil	Nil	Nil	Poor	New sign	High Priority	New sign panels at this location. • Green advance warning • Blue advance warning
SN 097	Free parking all day	Minson Ave.	At the intersection of Minson and Grey St.		Blue Intersection	Visible	Poor	Fair	Poor	New sign	High Priority	New sign panels at this location. • Blue advance warning







Number	Sign Message	Route	Sign Approach		Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes
SN 098	Visitor Centre/Parking/Toilets	Fitzgerald St.	Heading north on Fitzgerald St. south of Grey St.		Blue Intersection	Nil	Nil	Nil	Poor	New sign	High Priority	New sign panels at this location. • Blue advance warning
SN 099	Blue fingerboards	Fitzgerald St.	Heading north on Fitzgerald St. south of Grey St.		Blue Intersection	Visible	Poor	Poor	Poor	Replace Sign Panel	High Priority	Consolidate all signage at this location
SN 100	Visitor Centre/Parking/Toilets	Minson Ave.	Heading north on Minson Ave at Beavis Place		Blue Intersection	Nil	Fair	Fair	Fair	New sign	High Priority	New sign panels at this location. • Blue intersection "Visitors Centre" • Brown intersection "Bilya Koort Boodja" • Blue services panel • Symbols - Toilets, cafe
SN 101	Caravan Day Site	Fitzgerald St.	Heading north on Fitzgerald St at Beavis Place		Blue Intersection	Visible	Poor	Poor	Poor	Remove	Low Priority	Remove.
SN 102	Gallipoli Lane	Fitzgerald St.	Heading north on Fitzgerald St at Beavis Place		N/A	Visible	Poor	Poor	Poor	Remove	Low Priority	Remove.
SN 103	Visitor Centre/Parking/Toilets	Minson Ave.	Heading north on Fitzgerald St at Beavis Place		Blue Intersection	Nil	Fair	Fair	Fair	New sign	High Priority	New sign panels at this location. • Blue intersection "Visitors Centre" • Brown intersection "Bilya Koort Boodja" • Blue services panel • Symbols - Toilets, cafe

Number	Sign Message	Route	Sign Approach	Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes
SN 104	Blue fingerboards	Fitzgerald St.	At intersection of Fitzgerald St and Gairdner St	 Blue fingerboards	Visible	Poor	Poor	Poor	Remove	Low Priority	Remove.
SN 105	West End Store	Wellington St.	At intersection of Wellington St and Gairdner St	 N/A	Visible	Poor	Poor	N/A	Remove	Low Priority	What is it for?






# OTHER TOURISM RELATED ROADS. AUDIT

Shire of Northam



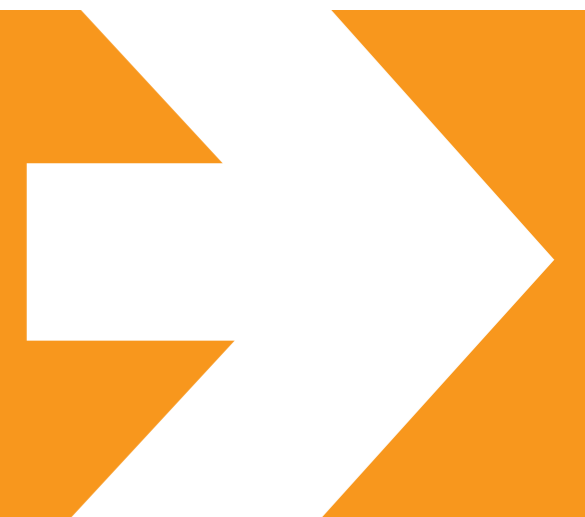
Number	Sign Message	Route	Sign Approach		Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes
SN 106	Airfield/Ballooning	Goomalling Rd	At intersection of Goomalling Rd and Withers St		Blue Intersection (double sided)	Partial visible	Good	Good	Good	Maintenance Needed	High Priority	Maintenance required - site overgrown
SN 107	Morby Cottage	Katrine Rd	At Morby Cottage at Katrine Rd		Brown Positional	Nil	Fair	Fair	Fair	New sign	High Priority	New sign panels at this location. • Brown positional "Morby Cottage"
SN 108	Morby Cottage/ Cemetery 3	Katrine Rd	At intersection of Goomalling Rd and Katrine Rd		Brown Intersection (Double sided)	Visible	Poor	Poor	Poor	Replace Sign Panel	High Priority	New sign panels at this location. • Brown intersection "Morby Cottage" • Cemetery 3 • NOTE - Remove Brackson House
SN 109	Irishtown/Katrine Rd	Goomalling Rd	Heading north on Goomalling Rd south of Katrine Rd		Brown Advance Warning	Visible	Fair	Fair	Poor	New sign	High Priority	New sign panels at this location. • Brown advance warning "Avon Historic Tourist Dr"
SN 110	Burswood Park	Clarke St	Heading north on Clarke St at turn-off to Burwood Park		Entry Statement	Visible	Good	Good	Good	No Change	N/A	-
SN 111	Avon Weir	Clarke St	At intersection of Clarke St and Forrest St.		Blue fingerboards	Visible	Good	Good	Good	No Change	N/A	-



Number	Sign Message	Route	Sign Approach	Image	Sign Type	Sign Visibility	Sign Functionality	Sign Condition	Sign Connectivity	Sign Action	Priority	Sign Notes
SN 112	Golden Pipeline Heritage Trail	Fitzgerald St (Sth)	Heading south on Fitzgerald St south of Gairdner St		Brown Trail marker	Visible	Good	Good	Good	No Change	N/A	-
SN 113	Old Northam Railway Station	Fitzgerald St (Sth)	Heading south on Fitzgerald St south of Beswick Pl.		Brown Intersection	Visible	Good	Good	Good	No Change	N/A	-
SN 114	Poole St Bridge	Fitzgerald St (Sth)	At intersection of Poole St and Fitzgerald St.		Brown Intersection	Nil	Nil	Nil	Poor	New sign	High Priority	New sign panels at this location. • Brown Intersection "Poole St Bridge"
SN 115	Golden Pipeline Heritage Trail	Fitzgerald St (Sth)	At intersection of Poole St and Fitzgerald St.		Brown Trail marker	Visible	Good	Good	Good	No Change	N/A	-
SN 116	Poole St Bridge	Poole St	At the end of Poole St		Interpretive	Partial visible	Poor	Poor	Poor	Maintenance Needed	High Priority	Maintenance required - site overgrown

**wayfound** ➔

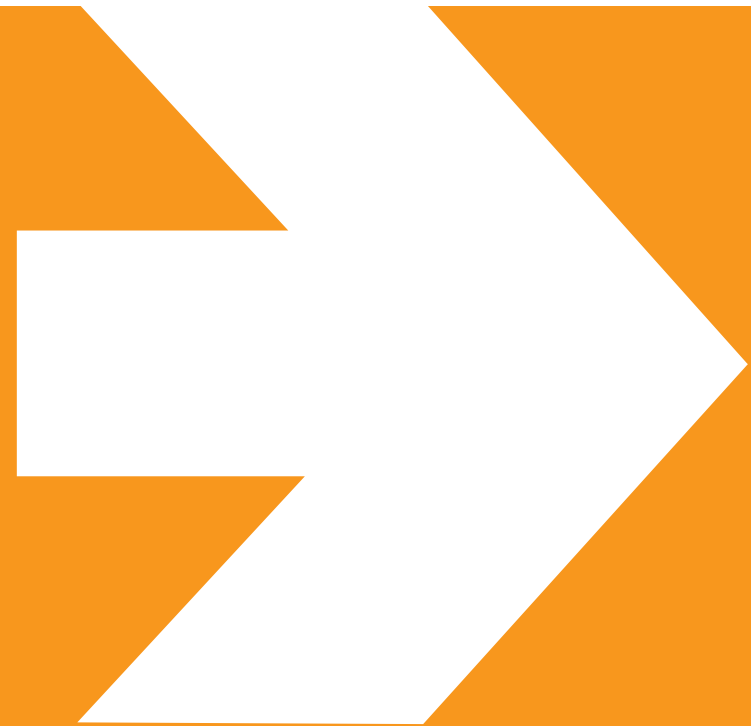
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# Tourism Signage Strategy

Recommendations & Priorities



November 2018

# introduction

As part of this project, the Shire of Northam requested a Recommendations and Priorities Report to identify opportunities, priorities tourism signage and potential alternatives.

This report is based on the work and understanding we have of the Shire of Northam, its tourism goals and the needs of visitors, which we gained during the work completed for in Tourism Signage Strategy.

This report will provide options for future planning and options for the Shire to continue to develop its signage, make it more interactive, collect valuable visitor data, market and promote its resources and the destination's offerings. Some options can be actioned quickly and within existing resources. Others will take time to plan and secure a budget.



# Priority 1

## Directional Signage

Reinstate all green directional signage into and out of Northam at the key intersections of;

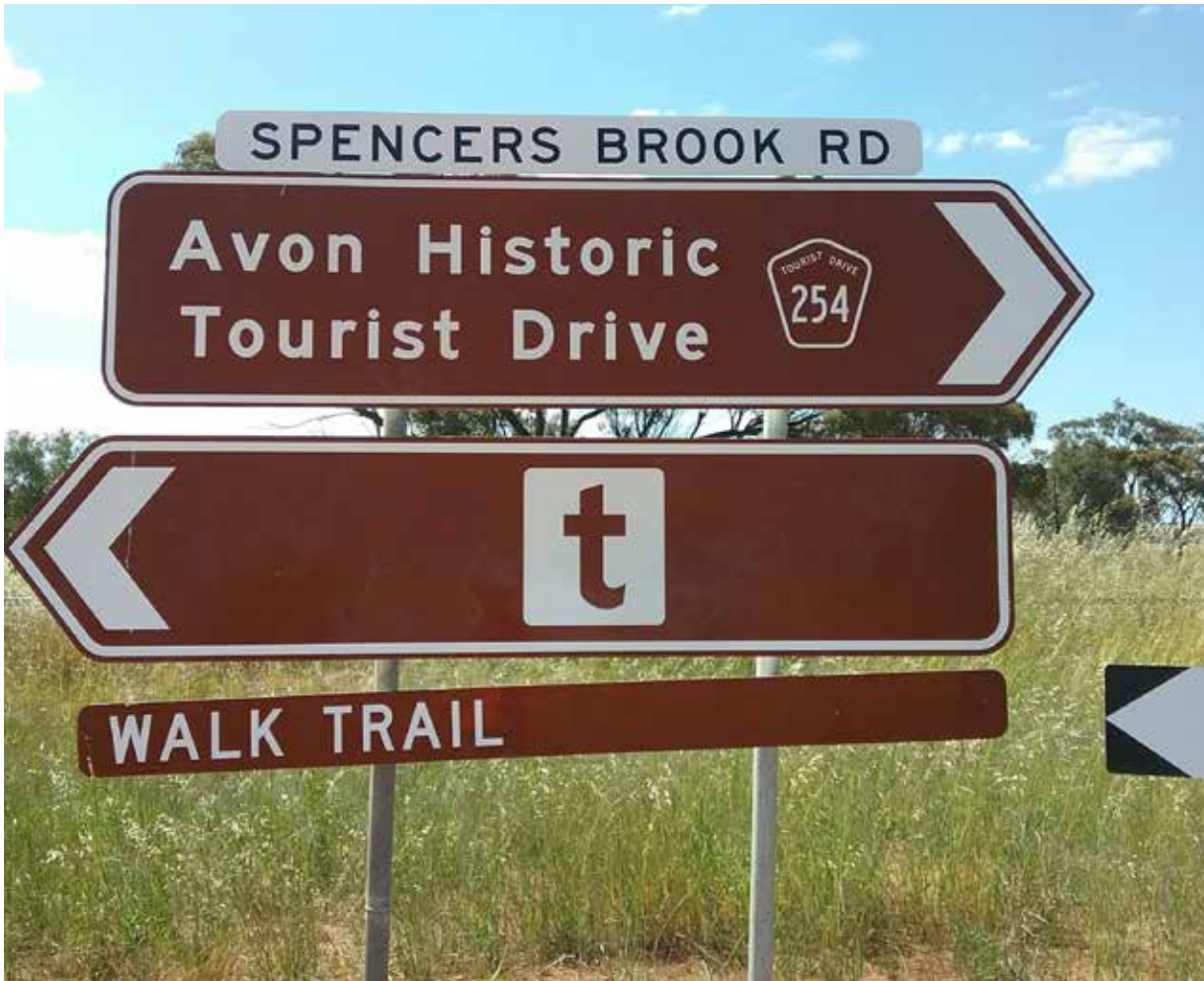
1. Newcastle Rd. / Forrest St.
2. Mitchell Ave. / Newcastle Rd.
3. Fitzgerald St. / Gairdner St.
4. Fitzgerald St. / Beavis St.
5. Minson Ave. / Peel Tce.
6. Fitzgerald St. / Peel Tce.
7. Wellington St / Peel Tce.

The new directional signage needs direct visitors both into and out of Northam and direct people to key destinations in Northam including;

1. Northam Visitor Centre
2. Public toilets
3. Bilya Kordt Boodja Nyoongar Cultural Centre
4. Northam airport
5. Northam racing
6. Shopping
7. Tourist attractions

## Work required

1. Develop sign schedule including sign type, symbols and messaging.
2. Design sign artwork
3. Quote production and installation



## Priority 2

### Drive Trails

Reinstate the Avon Historic Tourist Drive through Northam. This drive trail is an important link for visitors touring the Avon Valley and is an easy way to bring visitors into Northam and visit Northam attractions.

### Work required

1. Install new signage from Spencers Brook Rd. through Northam to Katrine Rd.
2. Realign the trail to make Bilya Koort Boodja one of the stopping points on the trail.
3. Increase interpretive stopping points along trail - currently there is only one site in Northam.
4. Work with Trail organisers and Trails WA to update trail route information on their websites.
5. Publicise this trail through WA Tourism (The Road Trip State) Shire website, Avon Valley Tourism.



## Priority 3

### **Bilya Koordt Boodja**

This fantastic indigenous cultural and interpretive centre could become a major tourism drawcard for Northam. It is a fantastic building in a great location. The interpretation is well done and tells the story well. But the centre is almost invisible.

### **Work required**

1. Install brown tourist signs with indigenous tourism symbol from the highway.
2. Install exterior building or free standing signage to tell visitors what the building is.
3. Improve awareness and tie in with the VC and the river side walk path
4. Improve promotion and awareness at the VC.
5. Publicise this site through WA Tourism, Shire website, Avon Valley Tourism.
6. Improve search engine optimisation (SEO) currently the website is not indexed with google (can't be found unless the full name is correctly typed into the search query).



## Priority 4

### Walk Trails

Northam has a number of walk trail including;

1. Dorntj Koorliny
2. Mt Ommanney Walking Tracks
3. Northam Historic Buildings Tour
4. Town Centre Heritage Walk
5. Northam-Katrine Heritage Trail

These trails are a great way to tell the stories of Northam and give both visitors and the community a variety of themes and things to do.

### Work required

1. Audit all walk trails for wayfinding and interpretive requirements.
2. Increase interpretive stopping points along trails. Explore themes and other ways of telling the stories through audio, beacon, app technology.
3. Publicise these trails through Trails WA, Shire website and Avon Valley Tourism.





## Priority 5

### **Interpretive signage**

Northam like most towns has various interpretive signs that were put up usually as part of some project. Most of these sign are neglected and in need of replacement or repair.

### **Work required**

1. Audit all Shire of Northam interpretive signage and sign locations.
2. Prioritise and budget for repair and replacement.
3. Implement annual maintenance schedule.
4. On commissioning of new interpretive projects archive all signage artwork for replacement purposes.



## Priority 6

### Visitor Centre

Northam has a well run Visitor Centre in a well situate building on the banks of the Avon River.

### Work required

1. Upgrade to Yellow “i” signage on highway directing visitors to VC
2. Design and implement a new signage program for the exterior of the building
3. Improve connection between the VC, the river and Bilya Koort, Boodja.
4. Improve the standand and consistency in design of VC maps and brochures
5. Develop a stand alone tourism website for the VC.

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