



# WARBURTON RAIL TRAIL WAYFINDING AUDIT

HEINE JONES

In 2010, the Shire of Yarra Ranges engaged HeineJones to conduct a comprehensive audit of wayfinding signage needs for the Lilydale to Warburton Rail Trail.

## OVERVIEW

HeineJones recommended a system incorporating identification, promotional, orientation, directional, regulatory, cautionary and interpretive signs, with clear branding, design and production quality to meet Australian and international principles and standards for premier tourism precincts. HeineJones presented the Shire of Yarra Ranges with a 66 page report detailing

recommendations on marketing, branding, mapping, infrastructure, wayfinding strategies and signage for the rail trail. The report enabled Shire of Yarra Ranges to secure stakeholder support for its vision for the trail as a major tourism and recreational asset.

Platform and sign at old Warburton station



#### KEY FACTS

**Client:** Shire of Yarra Ranges

**Scope:** Signage audit for the 44km Lilydale to Warburton Rail Train route; wayfinding strategy.

**Timeline:** Delivered on time: May 2010 to August 2010

**Location:** Yarra Ranges Shire: Lilydale to Warburton via Mt Evelyn, Wandin, Seville, Killara Glen, Woori Yallock, Launching Place, Yarra Junction, Wesburn and Millgrove.

**Team:** Mike Heine and Steve Jones

#### CREATIVE APPROACH & METHODOLOGY

HeineJones consulted closely with the Shire of Yarra Ranges to fully understand its vision for the Rail Trail, and how the signage audit should complement the project master plan, with reference to Australian guidelines specific to rail trail developments. HeineJones cycled the trail to conduct a detailed site audit, using GPS technology and geo-tagged aerial and site photographs to map the trail and accurately position the signs at key locations. HeineJones presented the Shire of Yarra Ranges with a comprehensive 66 page document detailing design principles, priorities and recommendations on marketing, branding, mapping, infrastructure, wayfinding strategies and signage for the rail trail. Shire of Yarra Ranges then engaged HeineJones to cost out the next steps of the project, being the “off trail” audit, design, prototyping, artwork and production of the signage system.

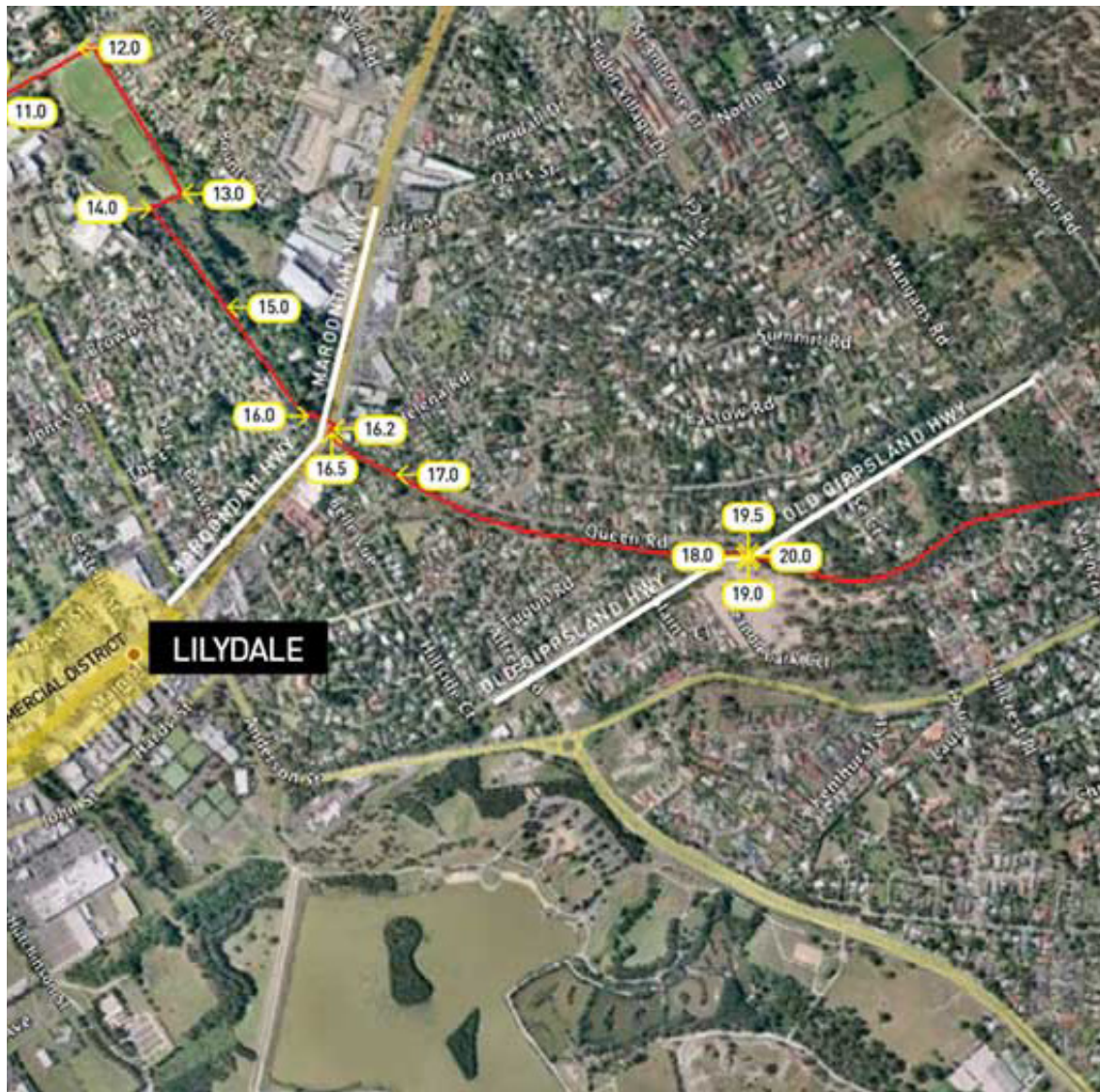
**CHALLENGES**

To accurately locate key sites and signage requirements over the 44km route, HeineJones cycled the trail, using GPS technology and geo-tagged aerial and site photographs to map the trail and accurately position the signs at key locations. HeineJones developed a set of scenarios where trail users may approach key points along the track from various directions and side trails, re-travelling the route to ensure adequate signage solutions for these approaches.

**OUTCOMES**

Comprehensive audit report and recommendations that enabled the Shire of Yarra Ranges to secure stakeholder support, plan and progress the Rail Trail development project; A coherent and comprehensive wayfinding signage system to meet the unique requirements and challenges presented by the 44km Rail Trail route; Value added design and new media directions to broaden and enhance the visitor experience; Design principles to reinforce the sense of place, environment and history of the Yarra Ranges; Improved access, amenity and usage of the Rail Trail and side routes; and, Improved pedestrian and cyclist access to small town along the Rail Trail to boost the positive local economic impact of the development.

Audit documentation showing recommended sign locations along the trail



Audit documentation



#### VALUE ADD

HeineJones provided value-added insights, advice and recommendations on:

- Creative directions for trail head visitor nodes incorporating landscaping, public art and facilities;
- Off trail" vehicle-oriented signage to promote the Rail Trail and facilitate access from the Lilydale and Warburton trail heads, public transport and commercial districts;
- Push and pull" wayfinding strategies based on breaking the trail into ten distinct stages, with visitor nodes at each rail platform or siding (thirteen in all);
- Scope for interpretative signage to enhance the Rail Trail's educational and tourism potential;
- Use of mobile technologies to provide additional wayfinding guidance and to connect trail users with local commercial and recreational operators.

#### FORWARD BENEFITS

The Lilydale to Warburton Rail Trail Audit project demonstrates key strengths HeineJones brings to wayfinding signage projects in the local government sector:

- Flexible and effective consultative and site reconnaissance methods;
- Comprehensive audit as the evidence-based for effective wayfinding signage strategies;
- Capacity to add value drawing on high order branding, conceptual development and design expertise;
- Extensive knowledge of relevant Australian and international signage standards;
- Capacity to deliver complex wayfinding strategies on time and within budget.

#### CLIENT REFEREE

Mr Ben Bainbridge, Executive Officer  
Recreation Services, Shire of Yarra Ranges,  
telephone (03) 9294 6758

Top: Audit documentation; Bottom: Existing assets at Warburton trail head.

	A1. Primary Identificational	A2. Secondary Identificational	B1. Primary Identificational	B2. Secondary Identificational	C1. Primary Directional	C2. Secondary Directional	D. Distance Marker	E. Regulatory Marker	F1. Primary Interpretive	F2. Secondary Interpretive	G1. Primary Cautionary	G2. Secondary Cautionary	H. Promotional	I. Temporary	J. Vehicle / Road	SIDES	SIG
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	1	- Brand - Schematic - Trail design - Structure - Website - Other Trail
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	2	Side 1 DM 100m DM 200m
●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	3	DM 100m DM 200m



Audit documentation.

