



Naracoorte Lucindale Council

Better by Nature

Naracoorte Caves Connection Wayfinding Project Plan

2019 – 2022

Introduction

The Naracoorte Caves Connection Project is a Council led initiative aimed at improving the community and economic benefits associated with the World Heritage values of the Naracoorte Caves, as part of Council's economic development role.

The [Caves Connection Concept](#) statement contains the following proposals:

1. Develop the town entrances and Visitor Information Centre to enhance the 'sense of arrival' for visitors, and showcase the visitor offerings in the town.
2. Install signage for alternate road travel between the Caves site and Naracoorte, utilising a consistent visual theme.

To support the achievement of these proposals Wayfinding Advice and Plan was identified as a priority action.

Professional advice was provided by Elevation Design on how to improve vehicular wayfinding for visitors and tourists throughout the Naracoorte Lucindale district. In particular, how to entice tourists travelling through the Limestone Coast to explore Naracoorte's Town Centre and to ensure there is adequate wayfinding between the Naracoorte Town Centre and Naracoorte Caves.

Naracoorte Caves Connection Project Background

At the Council meeting held in May 2016 Council endorsed the Naracoorte Caves Connection Project and the formation of the Caves Connection Project Group (resolution 281/16).

The Project Group, formed in October 2016, developed a 10 year Concept Statement which proposes opportunities to grow the local economy, through promoting increased visitation, and encouraging new infrastructure, commercial development, and to grow businesses, partnerships and jobs by leveraging the benefit of the Naracoorte Caves and the World Heritage value of the Caves.

In May 2017, Council adopted the Concept Statement and endorsed the implementation of priority proposals (resolution 256/17). One of the key proposals was a Wayfinding Advice and Plan. The Wayfinding Advice was presented to Council in February 2018.

A copy of the Concept Statement and additional background information is available on Council's Your Say website at <http://yoursay.naracoortelucindale.sa.gov.au/NaracoorteCavesConnection>

Strategic Context

This project supports the achievement of Theme 1 in Council's Strategic Plan 2016-2026:

- *Theme 1 - Prosperous community*

Facilitating and supporting sustainable growth to achieve economic prosperity.

The outcome for this theme relevant to this project is:

- *A sought after visitor destination*

This project supports the achievement of the target to:

- *Lead a process with local businesses and the community to achieve an integrated visitor offering that includes both Naracoorte and the World Heritage site.*

Wayfinding

Wayfinding encompasses navigation across all modes of travel and can be supported by a range of interventions, including urban design and built form, landmark recognition, internal structures, landscaping and tactile paving.

Elevation Design's Wayfinding Advice examined vehicle wayfinding into the Naracoorte Town Centre from major arterial roads, and between the Town Centre and Naracoorte

Caves. The report examined the routes travelled and signage along the routes.

Following their drive through Naracoorte, Elevation Design concluded, "*that vehicular wayfinding is well addressed with current road signage infrastructure*". The report suggests:

- Consistent terminology is used particularly with respect to the Naracoorte Caves World Heritage Area and the use of the 'i' for the Visitor Information Centre
- Large numbers of signs are in need of maintenance in terms of hardware and content
- A revised strategy for management of Tourist Information and Promotional Opportunities

Implementation

To implement the Wayfinding Advice the following projects are proposed from June 2019 to June 2022:

1. Signs for Council boundaries on arterial roads
2. Signs for Key Intersections to direct traffic into Naracoorte Township and declutter by removing signs
3. Promotional banners along main arterial roads
4. Review of Visitor Information Bay and Visitor Information Centre
5. Naracoorte Attractions Brown Sign replacement

6. Old Caves Road route new signs and remove and adjust others as needed
7. Pedestrian Wayfinding
8. Caves entry statement
9. Other improvements - maintenance of hardware and content

1. Signs for Council boundaries on arterial roads

In 2017, signs identifying Council boundaries on 6 routes were replaced with signs that highlight the natural qualities of the district particularly the link to the Naracoorte Caves World Heritage area.

New signs marking Council's boundary on the following roads will mark a sense of arrival to the Council area:

- 1.1. Naracoorte Road (NLC Tatiara boundary)
- 1.2. Frances Road (NLC Tatiara boundary)
- 1.3. Natimuk Frances Road (NLC Victorian border)
- 1.4. Callendale Road (NLC Wattle Range border)

One old boundary sign will be removed from Langkoop Road (NLC Victorian border).

Strategic Links

- Caves Connection Concept Statement - Infrastructure and Place Development - Within the Limestone Coast region, install signage to promote Naracoorte as a visitor destination and increase accessibility from other regional locations.

- Wayfinding Advice - connect visitor entry points into the Town.

2. Signs for Key Intersections to direct traffic into Naracoorte Township and declutter by removing signs

The Wayfinding Advice states that signs should carry consistent, predictable and reliable information. To ensure a consistent look and feel through the Council district new signs should have a similar look to the boundary signs (2400h x 1250w) and Township heritage signs (2100h x 1950w).

The Wayfinding Advice recommends fewer, but better positioned, signs in the streets. The objective should be to have as few signs as possible, and as many as necessary. During Elevation Design's drive through Naracoorte, they identified numerous instances where sign clashes appear resulting in layers of signs, which obscure each other.

The following five intersections in Naracoorte are key locations to encourage visitors to explore Naracoorte's town centre and are opportunities for more creative signs (2400h x 1250w) to mark the township entrance and highlight attractions in Naracoorte:

- 2.1. Stewart Terrace / MacDonnell Street intersection (completed 2018/2019)
- 2.2. Gordon Street / Deviation Road intersection (completed 2018/2019)
- 2.3. Stewart Terrace / Smith Street

2.4. Deviation Road (near Brighton Road)

2.5. Lucindale Road

Strategic Links

- Caves Connection Concept Statement - Install signage for road travel between the Caves site and Naracoorte, utilising a consistent visual theme.
- Wayfinding Advice - Addresses sign consistency, use of accredited VIC *i* and correct world heritage icon, more creative signage, place signs at key decision points on major routes, connect visitor entry points into the Town.

3. Promotional banners along main arterial roads

The Wayfinding advice states that there is potential to promote major attractions with banners along Riddoch Highway and Wimmera Highway to entice visitors to stop in town. This can be achieved with the installation of 5 poles and large banners along the Riddoch Highway both north and south of Naracoorte and on Wimmera Highway. This is 15 poles and banners in total.

3.1. Banners along Riddoch Highway north of Naracoorte

3.2. Banners along Riddoch Highway south of Naracoorte

3.3. Banners along Wimmera Highway

Strategic Links

- Wayfinding advice - there is potential to promote major attractions with banners along Riddoch Highway & Wimmera Highway to entice visitors to stop in town
- Caves Connection - Develop the town entrances and Visitor Information Centre to enhance the ‘sense of arrival’ for visitors

4. Review of Visitor Information Bay and Visitor Information Centre

An important element for towns is the first impression tourists have when entering the town, poor gateway signage distracts potential tourists. Visitors need to feel welcome and should be directed where to go for information or how to get to the business district.

The Wayfinding Advice identifies the following concerns in relation to the Visitor Information Bay (or shed as it is referred to in the Wayfinding Advice), located on Riddoch Highway on the northern entrance of Naracoorte:

- Visitors are required to make a conscious effort to pull over to the side of the road and filter through vast amounts of information. It is unlikely this scenario will entice the impulsive tourist to drive into town.
- Visitors may bypass the Town Centre if their curiosity is not triggered to explore the town further, or their impulsive nature is not captured by advertising.
- The Visitor Information Bay is run down and requires maintenance.

- The information displayed may be out of date.
- It may be detracting Visitors from finding the accredited Visitor Information Centre.
- It *“does not accurately reflect the level of service available within the Town Centre (ie, it looks run down and lacks a certain level of sophistication which is a vast contrast to the experience you actually get in the Town Centre which presents well and is exciting to walk around)”*.

The report suggests that as the advertising and promotion of the town’s attractions is poor, by means of the Visitor Information Bay that the Information Bay is removed and greater emphasis is placed on the accredited Visitor Information Centre on MacDonnell Street, as the main source of providing tourist information for Naracoorte.

The removal of the Visitor Information Bay and placing greater emphasis on the Visitor Information Centre requires Council direction and input, and engagement with Naracoorte Lucindale Business & Tourism Association, therefore two reports will be prepared for Council to consider as follows:

- 4.1. Visitor Information Bay proposals
- 4.2. Visitor Information Centre review and Strategic Plan

Strategic Links

- The advertising and promotion of the town’s attractions is poor, by means of the Visitor Information Bay, It has been suggested the Visitor Information shed, currently located on Riddoch Highway, should be removed and greater emphasis is placed on the accredited Visitor Information Centre on MacDonnell Street, as the main source of providing tourist information for Naracoorte.
- Naracoorte has a Visitor Information Centre - make this a priority destination for all tourists.
- Caves Connection - Develop the town entrances and Visitor Information Centre to enhance the ‘sense of arrival’ for visitors

5. Naracoorte Attractions Brown Sign replacement

Replacing brown attraction signs at the following locations will address poor sign condition, content changes and ensure consistency of terminology and use of correct World Heritage emblem and Visitor Information Centre ‘i’:

- 5.1. Riddoch Highway north of Naracoorte
- 5.2. Riddoch Highway south of Naracoorte
- 5.3. Smith Street (east of Naracoorte)
- 5.4. Lucindale Road (west of Naracoorte)

Strategic Links

- Tourists and visitors require clarity of information. Consistent terminology, with simple, clear and succinct messages will inform, assure and aid navigation through the Naracoorte Township

6. Old Caves Road route new signs and remove and adjust others as needed

Once the reconstruction of Old Caves Road is complete visitors can be directed through the township of Naracoorte along Old Caves Road to the Naracoorte Caves. This route provides significant added benefit to the Town Centre, which may result in the Visitor, stopping for a refreshment or to explore other parts of town they may not have considered - it also aligns with the principles of the Wayfinding report - to encourage Visitors to explore town in greater depth.

Some additional signs and adjustments to existing sign locations will be required. New directional signs are required at:

- 6.1. Wimmera Highway
- 6.2. Corner Smith Street / Jenkins Terrace
- 6.3. Corner Arthur St / Jenkins Terrace
- 6.4. Corner Arthur St / Old Caves Road
- 6.5. Old Caves Road / Caves Road intersection
- 6.6. Old Caves Road / Caves Road intersection

Strategic Links

- By opening-up Old Caves Road there is no deception in directing Visitors through the Town Centre as they reach the Naracoorte Caves via a different avenue, rather than going back to the same road they came from (as per the current signed pathway along Jenkins Terrace back to Riddoch Highway).

7. Pedestrian Wayfinding

The 2019/2020 budget includes an allocation to develop a Master Plan for the Naracoorte CBD. It is recommended that pedestrian wayfinding in the CBD is examined in the Master Plan.

Strategic Links

- There is a distinct 'gap' in pedestrian wayfinding throughout the town centre, and suggest this may be an area worth reviewing in detail as an expansion project.

Total project budget

- To be determined

8. Caves entry statement

The Wayfinding report suggests an exploration of a Naracoorte Caves 'Branded' entry statement could be used in lieu of the road network sign on Wonambi Road. This is a matter for the Naracoorte Caves to consider.

Strategic Links

- There is an opportunity for more creative signage that aligns with branded signage provided throughout the Naracoorte Caves Area.

Budget Years

- Naracoorte Caves to determine

Total project budget

- To be determined

9. Other improvements - maintenance of hardware and content

The Wayfinding Advice states that signs should carry consistent, predictable and reliable information and it recommends fewer, but better positioned, signs in the streets. The report notes that large numbers of signs are in need of maintenance in terms of hardware and content

Replacement signs required are at:

- 9.1. Stewart Terrace (adjacent to MacDonnell St) - update World Heritage logo
- 9.2. Stewart Terrace / Smith St roundabout and Deviation Road / Smith St roundabout - the report suggests 'Naracoorte' or 'Town Centre' should be incorporated into these signs.
- 9.3. Riddoch Highway (RH24, 25 and 26) - three signs are in poor sign condition - example of 'patches' and blanked out areas where content has been removed, signage panels should be replaced, rather than patched, to retain sign credibility.
- 9.4. Wonambi Road - sign requires updating to include correct accredited Visitor Information 'i'. Suggest sign accumulation - integrate blue facilities signage as a separate panel below Tourist wayfinding (brown panel).

Strategic Links

- Consistent terminology is used particularly with respect to the Naracoorte Caves World Heritage Area and the use of the 'i' for the Visitor Information Centre. Large numbers of signs are in need of maintenance in terms of hardware and content

Implementation Plan & Cost Estimates

PROJECT	COST ESTIMATES		
	19/20	20/21	21/22
1. Signs for Council boundaries on arterial roads			
<ul style="list-style-type: none"> • Remove Langkoop Road old boundary sign (NLC Victorian border) • Construct and install new boundary signs <ul style="list-style-type: none"> ○ Naracoorte Road (NLC Tatiara boundary) ○ Frances Road (NLC Tatiara boundary) 	\$15,000		
<ul style="list-style-type: none"> • Construct and install new boundary signs <ul style="list-style-type: none"> ○ Natimuk Frances Road (NLC Victorian border) ○ Callendale Road (NLC Wattle Range border) 		\$15,000	
2. Signs for Key Intersections to direct traffic into Naracoorte Township and declutter by removing signs			
<ul style="list-style-type: none"> • Remove RH8, RH10A, RH10B 			
<ul style="list-style-type: none"> • Design and construct directional signs <ul style="list-style-type: none"> Stewart Terrace / Smith Street ○ Deviation Road (near Brighton Road) ○ Lucindale Road • Remove RH17, RH14, LU3 following installation of new signs 		\$19,370	

	19/20	20/21	21/22
3. Promotional banners along main arterial roads			
• 5 poles and banners along Riddoch Highway north of Naracoorte with Flagtrax & 4 sets flags (includes powder coating and installation)	\$25,000		
• 5 poles and banners along Riddoch Highway south of Naracoorte with Flagtrax & 4 sets flags (includes powder coating and installation)		\$25,000	
• 5 poles and banners along Wimmera Highway with Flagtrax & 4 sets flags (includes powder coating and installation)			\$25,000

	19/20	20/21	21/22
4. Review of Visitor Information Bay and Visitor Information Centre			
<ul style="list-style-type: none"> • Report to Council outlining Strategic Plan for VIC and clarifying Council commitment to VIC 	Council resource		
<ul style="list-style-type: none"> • Integrated and creative sign panel at the driveway / entrance to the VIC (MacDonnell Street). <ul style="list-style-type: none"> ○ Greater prominence and identification of the Visitor Information Centre could be explored to improve visibility upon approach. This is an opportunity for an integrated and creative sign panel. 		\$6,000	
<ul style="list-style-type: none"> • Remove MD2 		Council resource	
<ul style="list-style-type: none"> • Assess options to upgrade Visitor 'shed' on Riddoch Highway (north of Naracoorte) <ul style="list-style-type: none"> ○ Remove existing infrastructure and place greater emphasis on the accredited Visitor Information Centre on MacDonnell Street, as the main source of providing tourist information for Naracoorte. ○ Upgrade pull off area to integrate and complement the existing entrance sculpture 		\$30,000	

	19/20	20/21	21/22
5. Naracoorte Attractions Brown Sign replacement			
<ul style="list-style-type: none"> • Replace Brown Attraction signs as in poor condition and ensure WH logo Caves consistency <ul style="list-style-type: none"> ○ Riddoch Highway north of Naracoorte ○ Riddoch Highway south of Naracoorte ○ Smith Street (east of Naracoorte) ○ Lucindale Road (west of Naracoorte) 			\$28,000
6. Old Caves Road route new signs and remove and adjust others as needed			
<ul style="list-style-type: none"> • New directional signage on Wimmera Highway with Council look and feel 		\$9,000	
<ul style="list-style-type: none"> • Sign consolidation corner Smith Street / Jenkins Terrace 		\$6,590	
<ul style="list-style-type: none"> • Additional directional signage at the corners of <ul style="list-style-type: none"> ○ Corner Arthur St / Jenkins Terrace ○ Corner Arthur St / Old Caves Road ○ Old Caves Road / Caves Road intersection 		\$6,000	
<ul style="list-style-type: none"> • Remove signs on Jenkins Terrace and Smith Street <ul style="list-style-type: none"> ○ JE2, SM5, SM7, SM8, SM9 		Council resource	
7. Pedestrian Wayfinding			
<ul style="list-style-type: none"> • Examine pedestrian wayfinding as part of Naracoorte CBD master plan 	Incorporate with CBD master plan		

	19/20	20/21	21/22
8. Caves entry statement			
<ul style="list-style-type: none"> At Naracoorte Caves creative signage that aligns with branded signage provided throughout the Naracoorte Caves Area 	Naracoorte Caves to determine		
9. Other improvements - maintenance of hardware and content			
<ul style="list-style-type: none"> Stewart Terrace (adjacent to MacDonnell St) - update World Heritage logo Stewart Terrace / Smith St roundabout and Deviation Road / Smith St roundabout - the report suggests 'Naracoorte' or 'Town Centre' should be incorporated into these signs. Riddoch Highway (RH24, 25 and 26) - three signs are in poor sign condition - example of 'patches' and blanked out areas where content has been removed, signage panels should be replaced, rather than patched, to retain sign credibility. Wonambi Road - sign requires updating to include correct accredited Visitor Information 'i'. Suggest sign accumulation - integrate blue facilities signage as a separate panel below Tourist wayfinding (brown panel) 			\$4,500
10. Total - \$214,460	\$40,000	\$116,960	\$57,500