

Signing up for a better way around town

By **Marcus Power**

THE SIGNS are all good for central Ballarat.

New signs to help pedestrians get around the city centre have been erected in recent weeks.

Four larger signs have been placed in high-pedestrian traffic areas at Ballarat Railway Station, the Town Hall, and either end of the Bridge Mall.

They feature maps of Ballarat's central businesses district, and highlight places of significance, shopping centres and major community services.

Rather than the traditional north-oriented design, the maps face the way the walker is looking.

"It's called a 'heads up map' and makes the signs easier to read and interpret," Cr Taylor said.

They also show distances between places of interest and approximate travel time on foot.

City of Ballarat sustainability director Ian Rossiter said the signs marked the first stage of council's Pedestrian Wayfinding strategy, which has been part funded by the State Government.



MAPPED OUT: Ballarat City Councillor Ben Taylor with one of the new signs. Picture: **Andrew Kelly**