

# Walking & Wayfinding

Responding to today's issues & improving the pedestrian environment

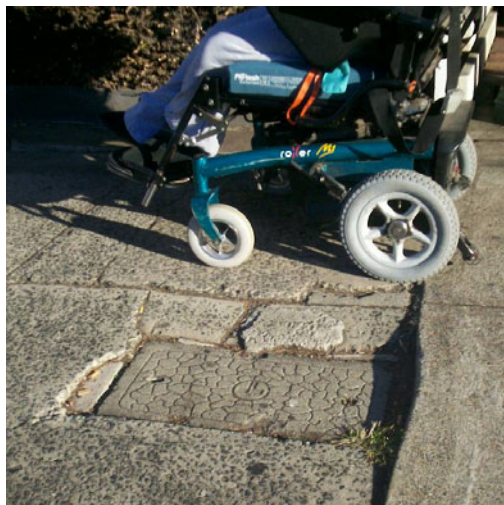


**Improved walking environments lead to better health, less traffic congestion and more livable cities.**



Providing relevant pedestrian information improves people's understanding of an area and encourages walking

## 5C's Auditing



## User Centered Design



- ✓ Walkability audits
- ✓ Walking strategies
- ✓ Signage strategies

### JOHN GRANT

J A Grant and Assoc 0431 454 311

### Walking & Signage Strategies

Dr John Grant has been at the forefront of the walking movement in Australia since his involvement with the Melbourne 2030 Strategy. Over the past 4 years he has been Australia's only dedicated walking consultant specialising in making places more "pedestrian friendly" by conducting detailed audits, consultations and research to produce "Walking Strategies" that identify how to make our towns and cities places where people can, and want to walk. John has worked in a range of environments, including large city centres (Parramatta) and country towns (Warragul), transit cities (Footscray and Ballarat) tourist destinations (Mandurah) and a variety of urban centres (Kew, Gosnells & Heidelberg).

[www.jagrant.com.au](http://www.jagrant.com.au)

encouraging walking for everyone



- ✓ Wayfinding strategies
- ✓ Signage design
- ✓ Maps for pedestrians
- ✓ Transport Access Guides

### BRUCE HERBES

Visualvoice 0404 003 716

### Wayfinding Design

Bruce Herbes founded Visualvoice in 1995 and commenced the development of a new approach to pedestrian wayfinding. Visualvoice specialises in the design of signage for visitor destinations and activity centres. Implementing all projects with a user centred design approach leads to improved visitor experience and enjoyment of an area and provides, economic, environmental, social and health benefits for everyone. Bruce has developed pedestrian signage strategies in conjunction with John Grant and has designed and produced map based signage for the Cities of; Melbourne, Parramatta, Bendigo, Ballarat and numerous other smaller centres such as Bayswater and Broadmeadows.

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making cities legible