

JOINT IMAP STATEMENT

New signage helps visitors find their way around Inner Melbourne

Finding your way around as a pedestrian will be much easier now with a new street signage system being launched on Friday at Richmond Library.

Wayfinding signage systems provide a comprehensive and integrated 'web' of sustainable transport links between Inner Melbourne's precincts using a choice of modes – walking, bicycle or public transport.

The Cities of Yarra, Stonnington, Port Phillip and Melbourne collaborate on a regional level under IMAP – the Inner Melbourne Action Plan. The Plan contains 11 strategies and 57 actions to make the inner Melbourne region more liveable. The new signage system is one of these actions.

The IMAP Wayfinding signage is a partnership project between the Victorian Government and the IMAP councils. Funding has been provided to this project through the Victorian Government's TravelSmart and Local Area Access Program grants.

The Wayfinding signage system provides a consistent range of around 40 new and improved signs which vary in content from directional signs, through to maps with travel times and distances.

City of Yarra Mayor Cr Amanda Stone said she was pleased with the results of the regional collaboration by the IMAP councils and the Victorian Government.

"Visitors are not really aware of Council boundaries when they are travelling around the inner Melbourne region, particularly when they're trying to find their way to the many attractions it offers," Cr Stone said.

"This comprehensive tool will help anyone, whether tourists or residents, wanting to enjoy our municipalities without the added pressure of worrying about how to get from one place to another."

This 'best practice' demonstration project will be officially launched this Friday at Richmond Library (415 Church Street) at 10am. It will be followed by a walking tour to demonstrate the simple directions of the signs that guide visitors through the unique and vibrant precincts that the inner Melbourne region has to offer.

Media are welcome to attend.