

Inner Melbourne Action Plan

Briefing Report

IMAP participation in the Melbourne visitor signage project

Background

1. For the past year, the City of Melbourne has been working with VicRoads, Public Transport Victoria and Tourism Victoria to explore ways to assist arriving visitors orientate themselves and navigate the city. This work was undertaken at the direction of the five CEOs of the Melbourne Tourism Partnership (MTP).
2. The collaborating agencies' approach to the task is to build 'common threads' between roads, public transport, tourism, pedestrian, cycling and street directional signage systems.
3. These common threads could include shared symbols and terminology applied across these key signage systems. It is also proposed that the four agencies have a co-ordinated approach to signage requests by tourist attractions, precincts and major developments.
4. A key principle behind the four agencies' collaboration is that Melbourne needs fewer – not more – signs, and that digital technology be explored. Where relevant, signage infrastructure should feature integrated information, especially pedestrian, cycling and public transport information. Any agreed changes to signage would be gradually rolled out and funded as part of annual maintenance and replacement programs.
5. In May 2012, the MTP CEOs directed that a coordinating committee be established to continue this work, and that IMAP councils join the committee. Tom Haysom, a Sustainable Transport Planner with City of Stonnington, has been appointed as IMAP's representative

Comments

6. The majority of Melbourne's tourist attractions and precincts are located within the inner Melbourne region, particularly within the city. The City of Melbourne's Tourism branch has employed a consultant, David Nash, to identify priority attractions within the city and key routes along which visitors need orientation and navigation assistance. David, formerly a traffic engineer with VicRoads, is also drafting visitor signing policies and guidelines. These will be circulated during September to relevant branches for comment.
7. It is important that similar work be undertaken to ensure that attractions, precincts, major developments – and the routes that link them - within the cities of Stonnington, Yarra, Port Phillip and Maribyrnong are equally covered by this collaborative visitor signing strategy.
8. The Tourism branch recommends that David Nash be contracted by IMAP to ensure the visitor signage project covers all five inner city councils, not just Melbourne. The IMAP Tourism Working Group supports this proposal, and has asked the IMAP Implementation Committee to consider funding the work. The cost is estimated to be up to \$20,000.

Recommended Action

9. That the IMAP Implementation Committee provide up to \$20,000 for David Nash to work with Tom Haysom to achieve coverage of IMAP councils by the visitor signage project.