



15 / 284 Barkers Road  
 HAWTHORN VIC 3122  
**T:** 03 9029 3081  
**M:** 0400 395 132  
**E:** [traffinity@gmail.com](mailto:traffinity@gmail.com)

ABN 35 277 835 744

## INNER MELBOURNE VISITOR SIGNAGE PROJECT

### PROGRESS REPORT

**12 February 2013**

#### Background

David Nash of Traffinity was engaged by IMAP through the City of Stonnington in November 2012 to undertake this project.

The visitor signing project aims to achieve:

- greater harmonisation of practices for the design and application of pedestrian signs, while still allowing each Council to adopt their own distinctive character
- more consistency in the design and use of symbols on signs and maps
- better signing to attractions, venues and precincts across municipal borders
- better understanding of wayfinding policies, principles and responsibilities by council staff for road signs, cyclist signs and pedestrian signs
- identifying opportunities for removing unnecessary signs.

#### Progress on Tasks

1. Review signing manuals, guidelines and current practice.

Maribyrnong	No documents received yet
Port Phillip	Documents received and reviewed
Stonnington	No documents received yet
Yarra	Documents received and reviewed

2. Collate list of symbols used on pedestrian signs.

Maribyrnong	No symbols identified
Port Phillip	Collating list of symbols used on rubbish bin signs
Stonnington	In progress
Yarra	In progress

3. Work with Council officers to develop a list of attractions and venues in the municipality and surrounds that could be signed. Assign priorities and agreed names for signing.

Maribyrnong	Second draft sent to Council officers, awaiting comments
Port Phillip	Third draft sent to Council officers, awaiting comments
Stonnington	First draft sent to Council officers, awaiting comments
Yarra	First draft given to Council officers, awaiting comments

4. Arrange meetings or workshops within each Council with staff involved in signing. This could include traffic engineers, asset management engineers, tourism officers, urban designers and transport planners.

Maribyrnong	Initial meeting held
Port Phillip	Initial meetings and Workshop held
Stonnington	Initial meeting held
Yarra	Initial meetings held

5. Provide assistance to Tom Haysom in representing IMAP Councils' views at the Coordinating Committee.

Maribyrnong	No comments received yet
Port Phillip	No comments received yet
Stonnington	No comments received yet
Yarra	No comments received yet

6. Develop separate guidelines for each Council providing policies and principles for signing practice relevant to that Council. These would conform to the *Melbourne Visitor Signage Guidelines* once these are formally adopted by the Coordinating Committee. However, they would not get down to the detail of a style manual.

Maribyrnong	First draft complete
Port Phillip	First draft submitted for comment
Stonnington	Started
Yarra	Started

7. Undertake a sample audit of signing within a small defined area of each municipality with the aim of identifying opportunities for removing unnecessary signs or improving existing signs. (This will concentrate more on road signs and community facility blade signs, rather than pedestrian signs.) Prepare reports with pictures of the relevant signs.

Maribyrnong	Site inspections complete for Footscray CBD
Port Phillip	Site inspections complete for Clarendon St
Stonnington	Not finished for High St, Armadale
Yarra	Half done for Bridge Rd

8. Produce a final report on behalf of all four councils to present to the Coordinating Committee with any recommendations for shared cooperative arrangements.

Not started.

David Nash  
Director, Traffinity