

**IMAP Implementation Committee
Progress Report – Melbourne Visitor Signage project**

G1.P4 Wayfinding and Signage (formerly Actions 11 and 2.2)

PURPOSE

1. To update the IMAP Implementation Committee on the Melbourne Visitor Signage project.

BACKGROUND

2. Improving wayfinding signage is a focus of the *Inner Melbourne Action Plan 2016-2026*.
3. Opportunities identified as part of Goal 1 (which supports marketing tourism destinations and ensuring Melbourne's entertainments precincts are safe and accessible) and Goal 2 – A connected transport network that provides real travel choices – include:
 - 3.1 Implementing a regional wayfinding signage suite and style guide;
 - 3.2 Collaborating with State Government to develop a single basemap for wayfinding signs.

PROJECT PROGRESS

4. PTV has now completed design work on the wayfinding signage master style guide that the IMAP Implementation Committee approved in August 2016; now titled *Way found: wayfinding signage standards for Victoria*.
5. *Way found* will be presented to the Melbourne Visitor Signage Committee (of which IMAP is a member) at its 24 May meeting. (Hard copies of *Way found* will be circulated at the IMAP Implementation Committee's 26 May meeting. The document will still be subject to final review.)
6. Proposed next steps:
 - 6.1 Submit *Way found* to the IMAP Councils for adoption as an operational document outlining standards and guidelines for information carried by wayfinding signs. (September quarter, 2017.)
 - 6.2 Draft two legal agreements: an MoU covering ownership of the *Way found* Intellectual Property by the nine authorities that developed the standards, and a licence agreement for sharing *Way found* with third parties.
 - 6.3 Host *Way found*, a web-based document, on VicRoads' website. Each of the six partner councils, PTV and Transport for Victoria (TfV) to link to VicRoads' website.
 - 6.4 Test *Way found* with three organisations (private and public sector) responsible for designing wayfinding signs. Suggested improvements will be incorporated in *Way found 2.0*.
 - 6.5 Conduct information sessions with relevant organisations e.g. the Municipal Association of Victoria.
7. Pilot projects: *Way found's* standards have been applied to a new 'family' of wayfinding signs being piloted in Melbourne municipality and Wyndham City.
 - 7.1 Amongst other things, the pilots will generate construction details, indicative costings, location templates and other technical information that can be included in *Way found 2.0*.
 - 7.2 User testing is a key element of City of Melbourne's and Wyndham City's pilot projects. The accessibility of the signs – their design, the information they carry and its legibility - and the graphic standards applied by City of Melbourne to its pilot signs, will be a feature of the testing.
 - 7.3 The testing also seeks to understand users' preferences for digital and physical wayfinding information.

7.4 In February 2016, the IMAP Executive Forum resolved to **support** work on piloting the new wayfinding sign designs within the City of Melbourne, and testing/validating the signs within other IMAP Councils.

7.5 Subject to funding, a gap analysis could also be undertaken to identify and advise on important visitor decision points for future wayfinding sign installation across the IMAP council region.

8. Exploring development of a shared basemap. On 8 May, a meeting was held at Transport for Victoria (TfV) and attended by PTV, VicRoads, IMAP, Wyndham City and City of Melbourne members of the Melbourne Visitor Signage Committee.

8.1 Development of a shared basemap for Victoria was one of the items discussed.

8.2 It was agreed that a brief for undertaking this investigation be drafted for consideration by TfV.

RECOMMENDATIONS

9. That the IMAP Implementation Committee resolve to:

9.1 **Support** the proposal that, when final review has been completed, the IMAP councils formally adopt *Way found* as an operational manual.

9.2 **Support** the ongoing work of the Melbourne Visitor Signage Committee in their proposed next steps, the pilot projects and discussion of a shared basemap.