

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

**Strategy 11: Promote the inner Melbourne region as a tourist destination
Action 2.2: Coordinated pedestrian and public transport signage system**

PURPOSE

1. To seek endorsement by the IMAP Implementation Committee of the *Melbourne Wayfinding Signing Master Style Guide* developed by the Melbourne Visitor Signage Committee* and David Nash from Traffinity.
2. To update the IMAP Implementation Committee on the application of the draft Guide's signing principles and guidelines to the design of pedestrian wayfinding signage infrastructure.
3. To advise the committee of next steps in the wayfinding signage project.

PROJECT PROGRESS

4. The final draft of the *Melbourne Wayfinding Signing Master Style Guide* (MSG) is now available (attached).
 - 4.1 The MSG's draft contents (signing principles and guidelines) were completed in December 2015.
 - 4.2 Members of the Melbourne Visitor Signage Committee consulted with internal colleagues (traffic engineers, urban designers, economic development staff) on the signing principles and guidelines contained within the draft MSG (February to April).
 - 4.3 The MSG's structure and content were reviewed following feedback from the consultation (March to June).
 - 4.4 PTV has agreed to design the MSG. *The MSG's text will be supported by images, illustrations and diagrams to assist users of the Guide. The MSG will be a web-based document.* A design brief has been developed and discussions have commenced (July and August).
5. Design of the pedestrian wayfinding signage infrastructure is nearing completion.
 - 5.1 Signage design workshops were held with Committee members, Public Transport Victoria (PTV) and City of Melbourne (CoM) signage and map designers (September and October 2015).
 - 5.2 Signage prototypes were tested with 455 people in the CBD, Station Pier and Werribee Train Station (November). Design changes were made based on the feedback.
 - 5.3 Pre-installation user testing was conducted in the two designated pilot sites (North Melbourne and Southern Cross Station precinct) (November). Results from the testing provide a baseline against which post-installation user testing results can be measured.
 - 5.4 Graphic standards workshops involving Committee members, PTV and CoM designers were conducted in February and June 2016.
 - 5.5 Workshops were held to test signage design and maps with Vision Australia, the Accessibility teams from PTV, Yarra Trams and partner councils, and with members of accessibility communities (July)
6. Work on developing the Master Style Guide and the prototype testing was funded by IMAP and Wyndham City. The wayfinding signage project is managed and supported by the City of Melbourne.

NEXT STEPS

7. In early 2017, the *Melbourne Wayfinding Signing Master Style Guide* (the illustrated / designed version) will be submitted to the six participating Councils with a recommendation that each council:

7.1 Adopts the Guide.

7.2 Reviews existing signage policy or drafts new signage policy with the MSG as a reference document.

8. When adopted, the MSG will be launched and a communications and distribution program rolled out. The document will be promoted to councils through Victoria. As a result of the broad make-up of the Signage Committee, the MSG works well with other major signage systems operating in Melbourne and aims to establish a standard approach to wayfinding signage across the city.

8.1 Brand / communications managers from each of the councils will be consulted during the design of the MSG and on its launch, communication and distribution.

8.2 While the councils and agencies involved will be acknowledged, the document itself needs to remain reasonably generic to encourage its broad use.

9. In early 2017, City of Melbourne will install the new 'family' of pedestrian wayfinding signs in the two pilot areas. As part of the pilot, users will be surveyed about the new design, the operation of the signs as a system, and about their preferences for digital and physical wayfinding. Business, community services and public transport providers will also be surveyed as part of the pilot.

9.1 At its meeting on 28 January 2016, IMAP Executive Forum agreed to '*support work on piloting the new wayfinding signs designs within City of Melbourne, and testing / validating the signs within other IMAP councils*'.

10. January's IMAP Executive Forum also resolved to '*support the broader application of standardised wayfinding signage infrastructure across metro Melbourne by:*

10.1.1 *supporting preparation of a further report identifying the implications and costs of establishing and maintaining a wayfinding basemap in collaboration with VicMap. (Timing of investigation and report tbc.); and*

10.1.2 *investigating State Government support to roll out or advocate for standardised wayfinding signage across the metro area.*

11. Work has not yet started on the basemap or proposals to roll out or advocate for standardised wayfinding. In early 2017, a further report will be submitted to IMAP Implementation Committee addressing these proposed next steps.

RECOMMENDATIONS

12. That the IMAP Implementation Committee:

12.1 **Endorse** the *Melbourne Wayfinding Signing Master Style Guide*.

12.2 **Note** progress on the signage infrastructure design.

12.3 **Note** proposed future work in the project.