MELBOURNE WAYFINDING SIGNING

MASTER STYLE GUIDE

Melbourne Visitor Signage Coordinating Committee and Traffinity

2016
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1 Background

In 2012, the CEOs of the Melbourne Tourism Partnership (MTP) established the Melbourne Visitor Signage Project (the Project) to investigate improvements to those signage systems most used by visitors to Melbourne.

Although not specifically articulated in the Project’s name, its focus is on wayfinding signage. The CEOs’ aim was to build consistency between existing wayfinding signage systems in Melbourne; to increase their reliability by developing signing principles and ‘business rules’ for their design, installation and the information they carry.

To support the Project, the CEOs established the Melbourne Visitor Signage Coordinating Committee (the Committee) which included representatives from the Inner Melbourne Action Plan (IMAP) councils (Maribyrnong, Melbourne, Port Phillip, Stonnington and Yarra), Wyndham City, Tourism Victoria (now Visit Victoria), Public Transport Victoria (PTV) and VicRoads.

The first initiative of the Committee has been to develop a Melbourne Wayfinding Signing Master Style Guide (the Guide) outlining a common approach to wayfinding signage, including signing principles, eligibility and selection criteria, naming conventions, symbols and arrows, placement and other guidelines.

This Guide also proposes a prototype for pedestrian wayfinding signage.

The Committee was advised by David Nash, a consultant traffic engineer with Trafffinity, in the process of developing the Guide.

The Committee also referenced Transport for London’s (TfL) acclaimed Legible London wayfinding system – its design and development process – for much of its work in developing the Guide.

1.1 Acknowledgements

The Melbourne Wayfinding Signing Master Style Guide is the result of the work of the members of the Melbourne Visitor Signage Coordinating Committee:

- Inner Melbourne Action Plan (IMAP) councils:
  - City of Maribyrnong
  - City of Melbourne (Chair of the Committee)
  - City of Port Phillip
  - City of Stonnington
  - City of Yarra
- Wyndham City
- Tourism Victoria (now Visit Victoria and DEDJTR)
- VicRoads
- Public Transport Victoria (PTV)
In addition, the committee acknowledges the inspiration and wayfinding advice provided by Paul Street, Legible London Programme Manager at TfL during his visit to Melbourne in April 2015.

1.2 What is wayfinding signage?

In his book, *The Image of the City* (1960), American urban planner Kevin Lynch defined ‘wayfinding’ as “a consistent use and organisation of the definite sensory cues from the external environment”.

Wayfinding relates to spatial problem solving. It describes the orientating and route decision-making process involved in reaching a destination. It encompasses indoor and outdoor navigation across all modes of travel and can be supported by a range of interventions, including urban design and built form, landmark recognition, internal structures, landscaping and tactile paving.

Other urban elements that contribute to wayfinding might include lighting, street furniture, public art, design elements such as pavement treatments, and new technologies such as digital navigational aids (mobile phones, tablets, websites, interactive maps, etc.).

Wayfinding signage is the total system of elements that allows people to navigate within and between streets, areas, landmarks and transport infrastructure. It includes signs, maps, naming conventions and graphic elements.

In Melbourne’s context, wayfinding signage applies to people using any mode of transport: walkers, public transport users, cyclists, motorcycle riders and drivers. A good wayfinding signage system meets the needs of all these users and helps people move easily between modes.

A wayfinding signage system helps people unfamiliar with an area to find their way. Users are generally visitors to the area. They may be international, interstate or regional visitors to Melbourne. Equally, they may be local residents who happen to be going to a place they don’t know or intending to use a route they are unfamiliar with or who have just moved in to the area. The purpose of the trip could be leisure, business, a conference or convention, education, medical, to visit friends and relatives, an event, shopping, social occasion or for recreation.

1.3 Purpose

Many journeys made within Greater Melbourne involve travel on more than one mode of transport – walking, public transport, bicycles and/or road vehicles – and travel across more than one municipality.

The purpose of the *Melbourne Wayfinding Signing Master Style Guide* is to provide a set of guidelines to improve the consistency and reliability of information carried by wayfinding signage systems across Melbourne; consistency and reliability within and across municipal boundaries and between transport modes.

It is intended as a guide for good signing practice for use by any council or agency.

The aim of the Guide is to ensure Melbourne has a wayfinding system that:

- helps people orientate themselves and easily find their way to their destinations;
• gives people confidence to stray from the main tourist routes and explore more of Melbourne;
• helps people to move easily between transport modes;
• encourages the use of sustainable modes of transport;
• is easily recognisable, functional, uncluttered and aesthetically pleasing; and
• is well maintained and up-to-date.

The Guide’s principles, guidelines and their application enable the progressive implementation of a consistent, high quality approach to a wayfinding signage system across Melbourne, and across all modes of travel. They are intended to help people responsible for wayfinding signs in councils and State agencies with:

• the process for developing and approving new signs
• coordinating and improving existing signs
• keeping sign information up-to-date, and
• reducing signage clutter by removing redundant signs.

They will also help councils and agencies provide consistent, coordinated responses to signing requests from attractions, precincts and major developments.

While these signing principles and guidelines will initially be implemented by the councils and agencies participating in the Melbourne Visitor Signage Coordinating Committee, the aspiration is that, over time, they will be adopted across the broader metropolitan area of Melbourne, and also within regional Victoria.

1.4 Elements of the Master Style Guide

The process for designing and implementing a new signage scheme involves the following stages:
Strategies need to be determined by the council or agency developing the new signage project. The strategies should specify the scope of the project and how the new signage will integrate with existing signage. For many projects, the scope will include removing or modifying some existing signs.

Principles and design are covered in section 3. Graphic standards and fonts for pedestrian signs will be covered in section 4.8.5 when they are finalised. The symbols and arrows to be used on pedestrian signs are covered in section 4.7.

The signage suite will be covered in section 4.8.5 when the designs of the types of pedestrian signs are finalised.

System application will be specific to the particular project. Guidance on placement of signs is given in section 4.6.
2 Context

2.1 Scope

This Guide’s principles are relevant to wayfinding signage for all four transport modes – walking, public transport, cycling and road travel. Some of the guidelines will relate to all modes and others will relate to specific modes only; for example, pedestrian and public transport signage. The Guide only applies to wayfinding signs in outdoor public areas – it does not apply to wayfinding signs within buildings or private premises.

2.2 Types of Signs

The Guide specifically covers the following types of wayfinding signs and recognises overlap between these categories:

- 🚗 road signs
- 🚶 pedestrian signs
- 🚌 public transport signs, and
- 🚵‍♂️ cyclist signs

The responsibilities for different sign types and locations are summarised in Appendix B. The requirements for compliance with legislation and standards are explained in Appendix C.

The guidelines do not cover temporary signs for events or road closures, nor do they cover advertising signs (details relating to advertising signs can be found in Appendix E).

2.2.1 🚗 Road direction signs

Road signs that provide navigation or directional information to road users are called direction signs and contain arrows or chevrons or other navigational instructions to show the way.

Figure 1: Example of a sign with a chevron
Road direction signs can be sub-divided into the following categories:

- Large direction signs for freeways and arterial roads – generally on a green background – containing road names and city, suburb or town names. They also include route numbers, where appropriate. These signs are on a blue background if they relate to travel on a tollway, such as CityLink or EastLink.

- Small direction signs for municipal roads – generally on a white background – containing road names or locality names.

- Tourist signs – on a brown background – for tourist attractions such as museums, galleries, theatres, historical buildings and gardens.

- Services signs – on a blue background – for motorist services, accommodation, sporting venues, religious venues, education institutions, shopping centres, hospitals, parking, etc.

- Street name signs – blades mounted on a single pole, to the standard design for the municipality. These serve motorists, cyclists and pedestrians.

- Local community facility name signs – usually on a blue background – which are blade signs mounted on a single pole, usually for schools, religious venues, sporting fields, community houses, etc. These may serve motorists, cyclists and pedestrians, depending on their location.
The responsibility for approving road signs is explained in section 4.11.2.

### 2.2.2 Pedestrian signs

Pedestrian signs are wayfinding and directional signs aimed at pedestrians rather than motorists or cyclists.

- **Plinth signs** – located in footpaths, and which may include map-based information.

- **Signs on other infrastructure**, where plinth signs are not practical – for example located in footpaths with directional information, or on walls.

- **Pole-mounted blade signs** – the same as local community facility blade signs (see above: Road Direction Signs) but can serve only pedestrians if located away from roads. (For administrative purposes, they are classified as road signs if they are visible to motorists.)

The responsibility for the approval of pedestrian signs is explained in section 4.8.2.
2.2.3 **Public transport signs**

Signs installed by the public transport operators or Public Transport Victoria (PTV) at, or leading to, train stations, tram stops and bus stops.

2.2.4 **Cyclist signs**

Directional signs aimed at cyclists.

- On-road cyclist direction signs – blade signs mounted on a single pole. The standard design is blue and white even though some councils have adopted different colours.

- Off-road cyclist direction signs – various designs used on bicycle paths and shared paths.

2.3 **Existing Policy Documentation**

The *Melbourne Wayfinding Signing Master Style Guide* relates to other existing documents which have been produced by Australian and Victorian State Government agencies and other Victorian councils, and include policies, standards, guides and manuals. This Guide was designed to inform specific policies, guidelines and manuals of each agency and council, as set out in the following diagram:
A common approach to wayfinding signage across Melbourne will be achieved if municipal and transport authorities formally adopt these guidelines over time. Once adopted, the intention is to align and/or supersede existing signing policies, guides and manuals.
3 Signing Principles

The Melbourne Visitor Signage Project has adopted six principles for wayfinding signage, to build and implement an efficient, coordinated, user-oriented system.

3.1 PRINCIPLE 1: FOCUS ON THE USERS

Users’ needs are paramount and they require wayfinding signage that is coherent and reliable.

A focus on users’ needs, rather than those of signage providers, is essential for an effective wayfinding signage system. Signage should not be intrusive, but should be there when required – easy to recognise and use – helping people to find their way.

3.2 PRINCIPLE 2: REDUCE CLUTTER

The aim is to have fewer, but better positioned, signs in the streets. Transport for London’s Legible London approach is to have “as few signs as possible, as many as necessary”.

In Melbourne, there are many instances of councils and transport operators installing their own separate wayfinding signs at major nodes, attractions and intersections.

This complexity (or ‘visual noise’) is exacerbated by the many examples of redundant, out-of-date signs at these major wayfinding decision points.

This Guide encourages agencies and councils to share infrastructure where possible; for example, where signs carry both pedestrian and public transport information.

3.3 PRINCIPLE 3: DISCLOSE INFORMATION PROGRESSIVELY

At each point, the user should be given enough information to achieve the next stage of their journey, but not so much detail that they become confused.

Providing the right information at the right point along a journey helps the visitor make simple, efficient decisions. The information should explain where the user is and their options. It should be current, accurate, intuitive, accessible and easily acted upon.

3.4 PRINCIPLE 4: CREATE CONNECTIVITY

By linking one location to the next through signing, visitors can move freely and confidently from one place to another and from one transport mode to another.

Wayfinding signs should connect visitor entry points (air, sea, bus and rail terminals, and freeways) with Melbourne’s major centres, attractions, landmarks and developments.

Visible, well co-ordinated placement of signs will enable people to move easily to their destinations.
Helping people to ‘read’ the city means they will use the city’s landmarks to aid navigation and make it easier for them to move between walking, cycling, public transport and vehicles.

### 3.5 PRINCIPLE 5: BE CONSISTENT

From a user’s point of view, the journey should be seamless. Wayfinding signs – whatever the mode, whatever the municipality – should carry consistent, predictable and reliable information.

Several agencies are responsible for wayfinding signing across Melbourne. The aim of this Guide is to ensure consistent information across pedestrian, cycling, public transport and road signage systems by adopting agreed naming conventions and language, such as an agreed approach to eligibility and selection criteria, symbols and arrows.

Ongoing collaboration between responsible agencies is vital to the success of improved wayfinding signage in Melbourne.

### 3.6 PRINCIPLE 6: USE RESOURCES EFFICIENTLY

By working together, available infrastructure and funding can be used more efficiently and effectively.

This Guide seeks to encourage the responsible authorities to adopt a shared approach to design, fabrication and infrastructure procurement, and to agree to maintenance standards and regimes.
4 Guidelines

4.1 Hierarchy of Destinations

A hierarchy of destinations makes it easy for visitors to move throughout Melbourne: from entry points to major nodes to specific places.

The hierarchy relates to the spatial or geographic spread of destinations. It is associated with the principle of ‘progressive disclosure’ (refer Principle 3): providing the information sign users need, when they need it.

Under the hierarchy, large areas are signed from further away (e.g. sign to the city centre from Melbourne Airport), then to a cluster of destinations within an area (e.g. sign to Chinatown once the visitor is in the city centre). Then within the cluster, individual destinations are signed (e.g. sign to the Chinese Museum once in Chinatown).

The hierarchy of destinations can be applied to the content of any wayfinding directional signs – on road, pedestrian, public transport and cyclist signs.

4.1.1 Regional

Regional destinations are major cities such as Melbourne, Geelong, Ballarat, Bendigo and Traralgon, and groupings of suburbs such as ‘South East
Suburbs’ or ‘Northern Suburbs’ (although these designations are used infrequently).

Generally, the Regional category in the hierarchy will only be signed for road traffic along freeways and arterial roads.

Tourist areas such as ‘Yarra Valley’, ‘Dandenong Ranges’ and ‘Mornington Peninsula’ also qualify for this level of the hierarchy. These destinations are not used on pedestrian signs and rarely on cyclist directional signs.

4.1.2 Suburbs

Suburbs are generally defined by postcodes. On road signs, the choice of suburbs to sign must align with VicRoads’ ‘standard through destinations’; for example, St Kilda (see Appendix A – Terminology). They will mainly be shown on road direction signs on freeways and arterial roads.

Signing to suburbs will be mostly related to road traffic but sometimes suburbs could be signed for cyclists and pedestrians if they are within cycling or walking distance from the sign. Suburbs may be shown on map-based signs for pedestrians.

In rural or semi-rural areas, townships and localities would replace suburbs, for example, Kinglake or Daylesford.

4.1.3 Clusters

This level of the hierarchy could have many different names, such as villages, neighbourhoods, shopping streets or suburban shopping centres.

Signing at this level should be to a cluster of destinations, such as a designated village (Albert Park Village, for example) or a major shopping destination (such as Chadstone or Chapel Street). Then, once the visitor has reached the area, the signs can indicate the direction to particular individual attractions or venues within the area. This helps to keep signs simple and avoids overloading the visitor with too much information.

Signing to a cluster of destinations is only viable if there is a meaningful and well-recognised name that can be given to that cluster of destinations, for example, Bridge Road. (See Naming Conventions in section 4.4.)

There may be a few instances where one prominent destination within a cluster is still signed individually due to its importance to visitors. For example, there are several popular attractions within Federation Square, but the Melbourne Visitor Centre deserves to be signed alongside it, as it is an important destination in its own right within the cluster.

Signing to clusters of destinations is applicable to all modes of transport.

4.1.4 Individual destinations

This level consists of the individual destinations that are eligible for signing. These may be buildings, landmarks, parks, venues or attractions.

Signing to individual destinations is applicable to all modes of transport.

Signing to individual destinations is common practice, subject to the distances and conditions in this Guide. If the number of destinations to be signed at a particular place can fit onto the signs without compromising legibility, then all
of them can be listed. However, no more than four destinations should be listed on a road sign.

Figure 3 shows the spatial journey and the progression of signs.

**Spatial journey – the hierarchy of destinations and the progression of signs**

<table>
<thead>
<tr>
<th></th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Regional</strong></td>
<td>Melbourne, Ballarat, Geelong, Yarra Valley, SE Suburbs</td>
</tr>
<tr>
<td><strong>Suburbs</strong> (defined by postcodes)</td>
<td>Docklands, South Yarra, St Kilda, Fitzroy, Footscray, Werribee</td>
</tr>
<tr>
<td><strong>Clusters</strong></td>
<td>Arts Precinct, Sports and Entertainment Precinct, Federation Square, Acland Street, Brunswick Street, Chapel Street, Rathdowne Village</td>
</tr>
<tr>
<td><strong>Individual destinations</strong></td>
<td>St Kilda Botanical Gardens, Abbotsford Convent, Werribee Zoo, Footscray Arts Centre, Myer Music Bowl, Train Stations</td>
</tr>
</tbody>
</table>

Three examples of integrated wayfinding journeys can be found in Appendix F.

### 4.2 Wayfinding Signage Guidelines

For the tourist without a fixed itinerary, wayfinding information should be provided without removing the sense of discovery and exploration. Many visitors want their journey to be an adventure rather than to feel manipulated. Wayfinding tools, such as map-based signs, meet this need well. The aim is for visitors to feel comfortable
about exploring unfamiliar areas of the city with the confidence that they can always find their way again if need be.

Wayfinding information should be provided at key arrival points such as Melbourne Airport, Station Pier and Southern Cross Station. Visitors driving into Melbourne suburbs from interstate or rural areas have less specific arrival points but the system of accredited Visitor Information Centres (VICs) on the approaches to the Melbourne metropolitan area would be the best places to provide wayfinding details. The information should consist of maps, lists of places of interest and how to use trains, trams, buses and taxis, and hire a bicycle. The information should make it easy for visitors to make their way into and around the city.

Guideline 1: Provide a network of pedestrian and public transport signs in areas with high visitor numbers

The main objective of wayfinding signs – direction signs and map-based signs – is to make it easy for visitors to find their way. A tourist may be looking for a tourist attraction; a business visitor may be looking for an office or public building; a visitor from regional Victoria may be looking for a theatre, sporting facility or hospital. Wayfinding signs, used together with maps or global positioning system (GPS) navigation devices, need to make it easy for the visitor to know where they are, to orientate themselves and then to find their way to the destination.

It is not feasible for direction signs to lead people from all possible origins to all possible destinations. When making a trip to an unfamiliar destination, a person cannot rely on signs to lead them along the route. By necessity, the visitor must have a mental map of where they are going, conceived from studying a map, hearing or seeing directions given by another person or from previous experience. The signs can reassure the visitor that they are on the right path and help them to orientate themselves, without necessarily directing them to their exact destination.

People use a variety of methods to find their way. Many navigate by landmarks rather than signs and some find it easier than others to use maps. Some prefer to ask for directions and others are reticent to do so.

Most international and domestic visitors to Melbourne’s CBD arrive by air, sea, train or regional bus and make their way around the city on foot and by public transport. Only five per cent of international visitors arriving in Melbourne who visit the CBD during their trip use a hire car. Most use a taxi, chauffeur-driven hire car or a bus service. Twenty-one per cent use a private or company car, which would often be driven by a local person who does the navigating (Tourism Research Australia, June 2012).

Providing a network of signs for pedestrians, cyclists and public transport users across the most commonly visited areas is a critical part of the wayfinding system.
Wayfinding systems need to lead the visitor through progressive stages of their journey. When travelling by train, for example, the traveller is primarily interested in the station at which to alight. Only when leaving the station does the traveller look for the roads or paths to get to their next mode of transport or their ultimate destination. Even then, it is impractical to have direction signs to direct the arriving traveller to many different destinations. Wayfinding information may be presented in the form of a map, which can show many possible destinations, or in the form of direction signs at the exits from the train station showing the way to a limited number of key landmarks, localities or major venues around the station. The relative priority of destinations needs to be determined so that each type of wayfinding sign best meets the needs of the visitor.

Similarly, it is impractical to have road signs from a major arrival point, such as Melbourne or Avalon airports, to direct visitors to their many destinations. There are over 600 registered suburb names within the metropolitan area and there are hundreds of regional cities and towns in Victoria. Drivers can only read and comprehend a limited amount of information as they drive past a sign. Providing more information makes the sign less effective in communicating to the visitor. Overloading the driver with information merely runs the risk of them ignoring the information on the sign altogether. The more information a driver tries to read on a sign, the less time his or her eyes are watching the road ahead. Drivers need to be looking out for obstacles on the road, other traffic and important traffic safety signs. Concise design of road signs is an important road safety consideration.

Guideline 2:
To be effective, and for road safety reasons, road signs must be concise

Many visitors arriving at Melbourne Airport are destined for a hotel or a place close to the CBD. From an airport or major arrival point, many rely on a taxi or bus driver to take them to their first destination. If they are making their own way by car, e.g in a hire car, they would expect to use a GPS navigation system or pre-plan their route by finding information online or asking for directions at a hire car centre. Road direction signs provide assistance through clear labelling of road names, route numbers and key suburb destination names. Signs from Melbourne Airport clearly highlight the route to the 'City'.

Visitors driving around the metropolitan area use a variety of wayfinding techniques. They may have a GPS navigation system in the vehicle or use maps or guidance from other people and the normal road signs to assist navigation. For medium-distance trips, visitors are more likely to use route numbers than local people, as they are not familiar with road names. However, for local wayfinding, street name signs are the most fundamental component of the wayfinding system.

The visitor journey may involve more than one mode of transport. While taxis provide the best door-to-door service, many journeys include the use of multiple modes by bus, tram, train, cycling and walking. Wayfinding systems need to recognise these different types of trips. Signing between train stations, bus stops and tram stops is important to ensure that visitors can find their way between these modes of transport.

Guideline 3:
Provide pedestrian signs to lead visitors between train stations, bus stops and tram stops
When driving to an attraction or venue in Greater Melbourne, visitors may be unable to find parking at their destination and will need to find a car park and walk or take public transport from the car park to their destination. Road signs should guide the visitor to available car parks and then, when the visitor comes out from the car park onto the footpath, pedestrian signs should help with orientation and directions to key attractions, venues or landmarks. If the carpark is near a train station or tram stop, then the pedestrian signs could help visitors find these services.

A visitor staying in an inner city hotel or a metropolitan serviced apartment might expect to find direction signs to major tourist attractions and public transport facilities within easy walking distance of their accommodation. However, they do not expect to find direction signs from such places back to their hotel.

As a rough guide, if there more than three or four places offering accommodation within a walkable distance, then none should be indicated on pedestrian directional signs. However, it may be appropriate to show major hotels on a map.

There is increasing use of personal navigation devices, such as smart phones with GPS technology. As this trend continues, there is a decreasing need for detailed direction signs, particularly for pedestrians and public transport users who can conveniently use their smart phone to check their journey at any time. Nevertheless, a significant proportion of visitors do not have smart phones or prefer not to use them for wayfinding purposes. The on-street wayfinding signs are complementary to any digital wayfinding devices and the two systems should be consistent.
4.3 Eligibility and Selection Criteria Guidelines

As the number of destinations which can be effectively signposted at any one point is limited, the destinations shown on signs should be restricted to those most likely to be sought by a significant number of visitors. To ensure a consistent policy approach for selecting destinations to be signed, these eligibility criteria provide a guide for determining the types of destinations that are most important for visitors.

If, at a particular location, there are more eligible destinations than can fit on a sign, the selection criteria provide a second filter to determine which destinations are more useful for navigation to sign at that point.

The eligibility and selection criteria detailed in this section apply to pedestrian and public transport signs.

Destinations to be signed on cyclist signs need to be the major landmarks along bicycle trails and off-route destinations that are likely to be accessed by bicycle. See section 4.10.2.

The eligibility criteria set out in the Victorian Tourist Signing Guidelines within the VicRoads Traffic Engineering Manual must be used for destinations to be signed on road signs.

4.3.1 Eligibility criteria

Eligibility criteria for destinations provide guidelines as to what can be signed, although not all eligible destinations must be included. To be eligible for destination signing on pedestrian signs (on paths or at public transport stops or stations), a destination must fall into one of the following categories:

- a Visitor Information Centre – accredited by the Australian Tourism Accreditation Program (ATAP)
- a tourist attraction
- a building, structure or public space of historical interest
- a park, garden, playground or public space of interest to visitors
- a public transport station, tram or bus stop or taxi rank
- a ferry or other public water transport
- a bicycle hire station
- a sporting venue attracting a large number of non-member spectators or users per year
- a theatre or performing arts centre attracting a large number of patrons per year
- a venue (not a hotel) that hosts conventions, functions, receptions, concerts or public events and which attracts a large number of visitors
- a major religious venue that is generally open to the public
- a cemetery or mausoleum
- a significant education institution
- a hospital
• a police station
• a courthouse
• a library
• a government office providing direct services to a regional area or catchment, such as a Centrelink/Medicare office
• a non-profit community facility, such as a community centre or neighbourhood house
• a structured walk (which could also be a shared path or separated footpath) of interest to visitors.

In addition, a signed destination may be a suburb or an area, precinct or cluster of destinations.

Individual businesses, shops, retail outlets and restaurants are not eligible for directional signing. However, a group of shops or restaurants may be eligible if they have a distinctive character, such as Lygon or Chapel streets. That character would need to differentiate the group of shops or restaurants from others in the vicinity. Large or landmark department stores or retail precincts may be shown on wayfinding maps where this assists orientation.

Directional signing at the entrance to a group of shops or restaurants is not needed where the signs on the premises make the entrance obvious to visitors, e.g. Harbour Town. In marginal cases, justification for signing should be based on how difficult it is to find the entrance.

Sporting venues should only be signed if they attract a large number of visitors. These visitors may be spectators or sporting participants who are visiting for ‘away’ matches. The magnitude of a ‘large number’ is relative within a jurisdiction or municipality. For example, the Melbourne Cricket Ground (MCG) is large in the central city context, and the Casey Recreation and Aquatic Centre in Cranbourne is large in an outer metropolitan context.

Sporting venues mostly open to members only, such as private golf or tennis clubs, should not be signed.

Commercial operations, not-for-profit operations and government-run operations are treated equally. The key criterion is the value to the visitor rather than who runs the enterprise.

Any destination that is indicated with a directional pointer on a signface should also be shown on the map – if there is one – on the same signface.

Some facilities that may be signed from close proximity, depending on the policies of the jurisdiction in which they are located, are:

• toilets
• permanent outdoor works of art, if they act as landmarks
• post offices, particularly those of historical significance
• free wi-fi in public places
• Myki retailers
• drinking water fountains.
Signing to these facilities will typically be achieved by the use of symbols on maps on those signs that carry them.

### 4.3.2 Selection criteria

These criteria help determine which eligible destinations (assuming there are many) would have priority on a pedestrian wayfinding directional sign. By using the criteria to compare eligible destinations, the decision-maker can choose which will be shown and which will be omitted if space is limited on the pedestrian sign.

Selection should be based on the importance of a destination or landmark for helping visitors navigate.

Accredited Visitor Information Centres (VICs) are the highest priority for signing. Whenever appropriate, directions to the nearest VIC should be considered for inclusion in signage. Signage cannot be provided for every destination visitors might look for, but staff and volunteers at Melbourne’s network of VICs provide a valuable service in finding places, such as hotels, attractions, precincts, restaurants, street addresses and offices.

Accredited VICs should be signed with ATAP’s italicised “i” symbol.

Other selection criteria are:

- **Transport**
  Signs directing people to train stations and significant public transport hubs are a priority for inclusion. In cases where pedestrian signs are located at exits to major transport hubs, consideration should be given to prioritising nearby public transport services as well as precincts and attractions in the immediate area.

- **Continuity**
  If a destination has been listed on the directional part of a sign, then it must be included as a destination on all subsequent signs along the preferred access route until the destination is reached.

- **Relative number of visitors and familiarity (wide appeal/attraction)**
  When selecting between destinations that attract visitors, important criteria are the number of visitors who would arrive on foot and the proportion who are unfamiliar with the area.

- **Proximity**
  Pedestrian signs should primarily include destinations that are within a walkable distance, and places/landmarks/transport hubs that are key to getting around an area, e.g. signing Swanston Street from Southern Cross Station. (See section 4.8.3, Guideline 6 for further explanation of a walkable distance.) If the destination is visible and the entrance is obvious from where the visitor is viewing the sign (e.g. a nearby tram stop), then it should be omitted from the directional destinations on the sign. For example, signing to Melbourne Convention and Exhibition Centre for people walking along South Wharf Promenade is not necessary, as the centre’s name is emblazoned across the buildings. Otherwise, subject to other criteria, the signs should show closer destinations rather than those that are further away.
• **Navigational difficulty**

Wayfinding signs should assist visitors find places that are more difficult to get to. A destination with a clear street address on a main road is a lower priority than a similar destination located along an alley or pathway, or inside a park.

• **Prominent landmarks**

A prominent place that can be used as a landmark for wayfinding and orientation, such as a river, a cathedral, a recognisable building or a bridge, may have higher priority than other destinations, even though it is not a highly visited destination in its own right.

Some facilities should be selected as a matter of course if they are in close proximity, depending on the policies of the jurisdiction. These will usually be signed using symbols rather than words. For example, a sign pointing to Batman Park also carries a disabled access toilet symbol.

Where there are more eligible destinations than spaces on the sign, it may be possible to combine destinations. If it is well known that a particular attraction or venue is within another destination, then it is unnecessary to sign to both. (For example, ACMI and The Ian Potter Centre: NGV Australia within Federation Square.)

A group of similar destinations may be combined into a cluster of destinations, provided there is a clear and well-known name for the cluster. (See section 4.1 for the guidelines on ‘hierarchy of destinations’ and 4.4.10 for ‘naming clusters of destinations’.)

### 4.4 Naming Conventions Guidelines

#### 4.4.1 Naming guidelines

The name of a destination to be used on signs should be:

• unambiguous within its context
• recognisable by a visitor
• recognisable by a local person in the street
• as concise as possible
• a recognisable match with the name shown at the entrance to the building or premises
• a recognisable match with the name used on maps – both hard copy and online
• a recognisable match with the name used in promotional material.

The first two guidelines are the most important criteria. However, it is not always possible to meet all those listed above. Decisions on the signed destination name should be based on what is in the best interests of visitors who will use the signs.

The name should be recognisable by a local person in the street for two reasons. First, Melburnians visiting unfamiliar areas of their own city often may need assistance with navigation. Even if they are not going to a signed location, the sign may assist with orientation but this is only useful if the name is recognisable. Second,
if a local person has advised a visitor to go to a place using the locally-recognised name, the visitor needs to see this name on the directional signs. For particular cases, some user testing may be needed to verify the most recognisable name.

For new or small attractions, the average local person in the street may not have heard the name before and this is difficult to avoid.

4.4.2 Change of name

Guideline 1:
If a destination ceases to operate or changes its name, the operator of the destination should fund the removal of or change to the signs

Changing an established name will always be problematic. Even if all signs and maps are changed, it may take several years before local people accept the common name for the destination. Operators and owners of visitor destinations need to be aware of this and prepared to promote the change of name.

If the name of an attraction or venue changes, the attraction/venue operator should fund the modifications necessary to effect the name change on all signs. If an attraction/venue ceases to operate, the operator should fund the removal of signs to that destination. The agency responsible for using the name on signs should ensure that this is an agreed condition prior to erecting the sign.

4.4.3 Concise names

Guideline 2:
The name should consist of the minimum number of words that distinguishes the destination

The name shown on any sign should adequately describe the destination with a minimum of words. For pedestrian direction signs, the name should preferably fit on a single line or, at most, two lines. Names that cannot fit on two lines should be shortened or abbreviated. More concise names are easier for visitors to relate to and more easily remembered. For road signs, the name should be restricted to two or three words plus any relevant symbol. The length of blade signs must comply with AS 1742.5.

4.4.4 Acronyms

Guideline 3:
Avoid acronyms unless they are well known to visitors

Acronyms should be avoided unless they are at least as well known as the full name. RMIT is a good example of a name that has greater recognition as an acronym than the full name. Other cases may need some user testing to verify which is the more recognisable name. Spelling out the full name and adding the acronym as well should be avoided. If in doubt, spell it out. However, the amount of space on the signs (particularly road signs) could sway the decision.
4.4.5 Omit unnecessary words

**Guideline 4:**
The signed name may omit unnecessary words from the official name

The name used on direction signs does not need to fully match the official name. In the interests of brevity, it may be a shortened version of the name if this still makes sense to the visitor.

Where the official name of a destination includes ‘Melbourne’ or ‘Victoria’, these words can be omitted from the signed name, unless that omission causes ambiguity. For example, State Library of Victoria can be signed simply as ‘State Library’ as there is only one State library in the vicinity. On the other hand, ‘Melbourne’ should be retained in the name for the ‘Melbourne Museum’ as there are several museums in the central Melbourne area.

Adjectives and other words that describe the attraction, but are not part of the attraction name, should not be used as part of the signed name. Sometimes the operator of a venue or attraction will want to include descriptive words as part of a marketing plan. For example, the word ‘heritage’ should be omitted from the signed name, unless it is specifically part of the name of the place.

Sometimes symbols can be used to replace words to make a more concise name to fit on the sign. New symbols need to be properly tested for comprehension and legibility before being adopted.

4.4.6 Abbreviations

**Guideline 5:**
Avoid abbreviations if possible

Abbreviations of words should be avoided where possible. There may be rare occasions when abbreviation is unavoidable due to restricted sign space and the inability to omit words from the name. Also, it is worth considering where an abbreviation may confuse visitors who speak languages other than English, as the full name of the attraction or venue may assist when using translation tools on mobile devices.
4.4.7 Commercial names

**Guideline 6:** Commercial names should generally be avoided but may be used, under certain conditions, to match what the visitor expects the name to be.

**Guideline 7:** Where a commercial name is used, the operator of the destination must agree to fund sign updates if the name changes in the future.

A commercial name (or brand name) should be avoided where possible, but may be used where it is part of the official name of the attraction or venue and it is a necessary part of the name that a visitor would look for.

Operators are required to ensure that the commercial name is officially recorded in the Register of Geographic Names (VICNAMES). The Office of Geographic Names has a system of recording ‘base names’ and ‘commercial names’ for buildings and venues that have limited tenure naming rights.

The signed name must only include a commercial name if:

- the commercial name is part of the official name of the attraction;
- the name is registered with VICNAMES;
- the name of the place does not make sense or is ambiguous without the commercial name;
- there is a written agreement in place requiring the operator to fund changes to all signs if the name is changed in the future; and
- the name for the attraction does not include more than one commercial name.

The following are examples of where retention of the commercial name in the destination name is more meaningful to the visitor:

- Etihad Stadium
- Deakin Edge
- AAMI Park
- Hisense Arena
- Westpac Centre.

On the other hand, an attraction such as the Observation Wheel makes sense in its own right and therefore the associated commercial name should be omitted from the signed name.

On some occasions there may be a choice between a name that includes a commercial name and a more generic name. The decision between these two choices should be made after considering:

- the most likely name that a visitor would look for; and
- the long-term implications of a future name change.
4.4.8 Nicknames

| Guideline 8: | Do not use nicknames |

Nicknames should not be used on signs or maps. For example, the Melbourne Convention and Exhibition Centre should not be signed as ‘Jeff’s Shed’.

4.4.9 Consistent names

| Guideline 9: | All types of visitor signs and maps should use the same name for the same destination |

As far as practicable, the name used on all types of wayfinding signs (road, pedestrian, cyclist and public transport) and on maps should be the same.

There will be occasional exceptions to this rule as the number of words on road signs is more constrained than on pedestrian direction signs and maps. Nevertheless, the names should be as closely related as possible.

4.4.10 Naming clusters of destinations

| Guideline 10: | Names of clusters of destinations may be used where agreed by all agencies |

A group of destinations at the ‘cluster’ level of the hierarchy must have a concise, well-recognised name. The best examples are names of localities that are well established and would be shown on maps, such as Chinatown, Lygon Street and Toorak Village. A name can also be generic covering the types of attractions or venues within the area, such as ‘Arts Precinct’.

It is not advisable to invent new names for the purpose of simplifying signage, as it will take some time for the new name to be recognised and accepted by local people and to be included on maps. Marketing-led names do not align with how people know an area. The names must make sense to the visitor over a reasonable life span.

The word ‘precinct’ should be used sparingly. Often used by urban planners, it is not common in the general lexicon and not well understood by people with limited English language skills. ‘Precinct’ should not be added to a name that makes sense by itself. When signing to a popular shopping or restaurant strip, the name of the street or area is sufficient. For example, ‘Lygon Street’, ‘Chinatown’, ‘Chapel Street’ and ‘Bridge Road’ do not need the word ‘precinct’.

Any new names need to comply with the Guidelines for Geographic Names and there needs to be an integrated approach to including the names on all forms of mapping, brochures and online information. In addition, there should be some form of marketing campaign to ensure the names gain recognition.
4.4.11 Naming tram and bus stops

**Guideline 11:**
Names on signs at tram and bus stops should match those used on other types of visitor signs

Most tram stops are named with reference to the nearest cross street. However, the more important stops, particularly platform stops in the central city area, are often given a primary name of an adjacent landmark, feature, building or place. The secondary name would then normally be the street name. This also applies to a limited number of bus stops.

The chosen primary name should relate to a significant landmark, feature, building or place with a frontage and entry adjacent to the stop. Generally, names should only be chosen from destinations considered to be ‘high’ or ‘very high’ priority.

For consistency, the names used on signs at tram and bus stops should match the names used on other types of visitor signs.

The chosen name is shown on the tram or bus stop flag, on any direction signs at the stop and on the passenger shelter, if one exists.

The final decision on naming of tram stops and bus stops rests with PTV. Naming decisions are made after consultation with the relevant municipal council and other stakeholders. Good examples of tram stop naming are:

- Swanston Street tram stop near Flinders Street – ‘Federation Square’
- Swanston Street tram stop near Faraday Street – ‘University of Melbourne’
- Nicholson Street tram stop near Gertrude Street – ‘Melbourne Museum’

**Guideline 1:**
Outdoor wayfinding signs must not carry advertising or promotional messages

4.5 Advertising on Wayfinding Signs Guidelines

The infrastructure for wayfinding signs should be prioritised for user information rather than for raising revenue. People do not expect to find reliable orientation or directional information on a sign that carries advertising and they do not expect a wayfinding sign to be cluttered with advertising or promotional messages.

In relation to road signs, regulation 23 of the Road Safety (Traffic Management) Regulations 2009 prohibits commercial advertisements on traffic control devices.

Although advertising can be a good source of revenue, the functionality of a wayfinding sign is diminished if it carries any advertising or promotional message. The only exceptions are that pedestrian signs and street name blade signs may carry the logo of the agency responsible for the sign.
If the operator of an attraction or venue wishes to advertise, they may apply for separate advertising signs as indicated in Appendix E.

### 4.6 Placement Guidelines

**Guideline 1:**
Provide signs at key decision points on major routes to help wayfinding decisions

Wayfinding signs should be placed at arrival points and key decision points, where the user must make a wayfinding decision, such as whether to continue along the current route or change direction. The information on the wayfinding sign should be relevant to the choices offered to the user at that point, as well as the overall navigational task. It is impractical to place a wayfinding sign at every possible decision point for all routes that a person could be taking and the location strategy needs to consider the major routes that lead to the more important destinations.

Should a sign be placed here? If the cost of making a wrong choice is high for the user, or insufficient information is available from the view at the decision point for the user to make the correct choice, a sign should be provided. Where the destination is obvious, a sign is not required.

By design, signs must be in a location to attract the user's attention, yet space for signage is a scarce resource. The benefits of signage must be weighed against other potential uses for the proposed space it will occupy and the cost of installation.

**Guideline 2:**
Give preference to locations where a significant number of users need orientation

People may have a reasonable picture of the road or path network in their minds from studying maps or from previous experience. Nevertheless, when emerging from a train station, a building or a car park, they may have difficulty orientating themselves to that mental picture. So, for those people at that point, the primary role of the wayfinding sign may be orientation and the directional information would serve a secondary role.

**Guideline 3:**
Provide continuity of signs until a destination is reached

If there are signs providing directions to a destination, they must be placed at every turn in the route, from where the destination is first mentioned until the destination is reached. If there is no sign at an intersection, the user will assume that they continue straight ahead. Continuity of signing is essential as users expect that once they start to follow the direction on a sign, the signage system will provide a clearly marked path leading to the destination.
**Guideline 4:**
Provide reassurance signs after complex decision points and along extended routes

Signs may also be placed along routes as reassurance. Such signs may be advantageous after complex decision points so that the user is reassured they are on the correct route. It may also be worthwhile along extended stretches of continuous route, again to reassure people that they are still on the right track.

---

**Guideline 5:**
Develop a strategic location scheme

Pedestrian wayfinding signs in an area should be deployed in accordance with a strategic location scheme developed after considering the following elements:

- What are the key pedestrian routes in the area?
  - pedestrian volumes.
- What are the key destinations in the area likely to be accessed by unfamiliar pedestrians?
- Sign locations
  - decision points, significant arrival points, intersections, complex spaces
  - outside train stations and major public transport interchanges
  - in view of passengers alighting at bus and tram stops which service key destinations (these could be within a tram or bus shelter)
  - outside civic spaces and public buildings
  - reassurance locations to give continuity along routes.
- What sign type is appropriate for each location?

---

**Guideline 6:**
Place signs where they will have greatest visibility and navigational relevance

Once the general location is chosen, the specific placement should consider:

- user safety in terms of street lighting and preferred routes for pedestrians
- that plinth signs must always face the users so they can be recognised from a distance
- at intersections, plinth signs should be oriented to face the majority of pedestrian traffic
- visibility of signs and viewing angles
• proximity to decision points such as turns, stairs, etc.
• orientation so that arrow directions will be unambiguous from the preferred route
• space available for signs
• sign location consistent with other signs along the journey
• separation from nearby street furniture, such as poles, rubbish bins and other signs
• sufficient ambient light for the signs to be read at night.

Signs should never impede pedestrian, vehicle or signal view lines, nor should they block existing signs (particularly regulatory or safety signs).

Sufficient set back/clear zone is essential. Plinth-style pedestrian signs must be placed so that there is a convenient place for people to stand to view the sign, particularly if it contains a map or any content using smaller lettering. The space should also be convenient for people in wheelchairs to get close to the sign and manoeuvre safely around the sign.

The location of road signs should comply with the relevant national and State standards and guidelines.

Placement Guideline sources – adapted from:

- Mark A. Foltz, Designing Navigable Information Spaces, Washington University in St. Louis
- Paul Street, Legible London Workshop, May 2015
- Legible Sydney Wayfinding Strategy report, November 2012

4.7 Symbols and Arrows Guidelines

4.7.1 Symbols

Symbols can be used to add information on wayfinding signs and maps. They are often called ‘pictograms’ in other signing and wayfinding documents.

The Melbourne Visitor Signage Coordinating Committee has developed a set of standard symbols for pedestrian signs. The symbols have been chosen and developed from a number of sources, including:

- AIGA (American Institute of Graphic Arts) online
- ISO 7001, Graphical symbols – Public information symbols, 2007
- Australian Standard AS 1428, Design for access and mobility, Part 1: General requirements for access – New building work, 2009
- Public Transport Victoria (PTV) suite of symbols (under development).

Standard symbols for road signs are covered in the national standards and State guidelines. See the Bibliography in Appendix D.

See over page for the suite of standard symbols developed for pedestrian, cyclist and public transport signs.
## 4.7.2 Symbols for pedestrian, cyclist and public transport signs

These symbols are for use, as appropriate, on pedestrian, cyclist and public transport wayfinding signs.

<table>
<thead>
<tr>
<th>Ref</th>
<th>Meaning</th>
<th>Symbol</th>
<th>Source</th>
<th>Direction</th>
<th>Map</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Walking person</td>
<td>![Walking Person]</td>
<td>The Noun Project CC</td>
<td>Beacon</td>
<td>Yes</td>
<td>To be used on the beacon at the top of plinth-style and wall-mounted pedestrian wayfinding signs and at the pole end of pedestrian blade signs. To indicate a walking path on maps. To indicate the five-minute walking radius on maps.</td>
</tr>
<tr>
<td>2</td>
<td>Access</td>
<td>![Access]</td>
<td>AS 1428.1</td>
<td>Yes</td>
<td>Yes</td>
<td>To indicate direction to the nearest disabled toilet – generally together with the toilet symbol. May also be used to direct people to access routes suitable for people in wheelchairs or with other ambulatory disabilities. [Pantone 2935 C]</td>
</tr>
<tr>
<td>3</td>
<td>Ramp access</td>
<td>![Ramp Access]</td>
<td>AS 1428.1 (modified)</td>
<td>Yes</td>
<td>Yes</td>
<td>To indicate direction to an access ramp suitable for people in wheelchairs or with other ambulatory disabilities. [Pantone 2935 C]</td>
</tr>
<tr>
<td>Ref</td>
<td>Meaning</td>
<td>Symbol</td>
<td>Source</td>
<td>Direction</td>
<td>Map</td>
<td>Usage</td>
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<td>---------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| 4   | Toilets Separated      | ![Toilets Separated Symbol](image) | AIGA (modified) | Yes       | Yes | To indicate direction to or location of the nearest public toilet facility – with separate toilets for male and female. A signed toilet should be within five minutes walking distance and easily accessible to the general public from a footpath or outdoor public area. To warrant signing, the toilets should preferably be open at all times of day and accessible to people with a disability. The symbol is not used:
  - with destinations where visitors would reasonably expect to find toilets, such as a public building, indoor tourist attraction, theatre or sporting venue
  - where the toilets are accessed from an area where a ticket is required, such as within the ticketed area of a railway station, theatre or sporting venue.
  
  If there are no public toilet facilities within a five-minute walk, then no toilet symbol should appear on the sign. The ‘disabled access’ symbol should be used together with the ‘toilets’ symbol where the toilets meet the Australian Standards for accessibility by people with a disability. (Refer AS 1428.) |
<p>| 5   | Toilets Unisex         | <img src="image" alt="Toilets Unisex Symbol" /> | AIGA | Yes       | Yes | To indicate direction to or location of the nearest public toilet facility with unisex toilets. Other guidelines as above. |
| 6   | Toilets Female         | <img src="image" alt="Toilets Female Symbol" /> | AIGA | Yes       | Yes | To indicate direction to or location of the nearest public toilet facility for females. Other guidelines as above. |</p>
<table>
<thead>
<tr>
<th>Ref</th>
<th>Meaning</th>
<th>Symbol</th>
<th>Source</th>
<th>Direction</th>
<th>Map</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Toilets Male</td>
<td><img src="image" alt="Toilets Male Symbol" /></td>
<td>AIGA</td>
<td>Yes</td>
<td>Yes</td>
<td>To indicate direction to or location of the nearest public toilet facility for males. Other guidelines as above.</td>
</tr>
<tr>
<td>8</td>
<td>Parking</td>
<td><img src="image" alt="Parking Symbol" /></td>
<td>AIGA (modified)</td>
<td>No</td>
<td>Yes</td>
<td>To indicate location of a public car park on a map. Should not be used on directional pedestrian signs. [Pantone 2935 C]</td>
</tr>
<tr>
<td>9</td>
<td>Shop</td>
<td><img src="image" alt="Shop Symbol" /></td>
<td>MVSCC</td>
<td>Yes</td>
<td>Yes</td>
<td>To indicate direction to or location of a group of shops. The symbol must not be used merely because there are shops at the destination. For the symbol to be used, the primary purpose for visiting the destination must be shopping. It should not be used on directional signs to indicate individual shops. It may be used on maps to indicate individual shops of significance, such as department stores. It may be used alongside the destination name for a shopping centre.</td>
</tr>
<tr>
<td>10</td>
<td>Supermarket</td>
<td><img src="image" alt="Supermarket Symbol" /></td>
<td>MVSCC</td>
<td>No</td>
<td>Yes</td>
<td>To indicate location of a supermarket on a map.</td>
</tr>
<tr>
<td>Ref</td>
<td>Meaning</td>
<td>Symbol</td>
<td>Source</td>
<td>Direction</td>
<td>Map</td>
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</tr>
<tr>
<td>11</td>
<td>Restaurant</td>
<td>![Restaurant Symbol]</td>
<td>AIGA</td>
<td>Yes</td>
<td>Yes</td>
<td>To indicate direction to or location of a group of restaurants with a distinctive character. It should not be used on pedestrian signs or maps to indicate individual restaurants. It should not be used to supplement a destination where it is normally expected that food and drinks are available, at places such as tourist attractions, major train stations and sports venues.</td>
</tr>
<tr>
<td>12</td>
<td>Train</td>
<td>![Train Symbol]</td>
<td>PTV</td>
<td>Yes</td>
<td>Yes</td>
<td>To indicate direction to or location of a train station for metro trains. [c90, m30, y, k0]</td>
</tr>
<tr>
<td>13</td>
<td>Regional train</td>
<td>![Regional Train Symbol]</td>
<td>PTV</td>
<td>Yes</td>
<td>Yes</td>
<td>To indicate direction to or location of a train station for regional trains. [c60, m90, y0, k0]</td>
</tr>
<tr>
<td>14</td>
<td>Tram</td>
<td>![Tram Symbol]</td>
<td>PTV</td>
<td>Yes</td>
<td>Yes</td>
<td>To indicate direction to or location of a tram stop. [c60, m0, y100, k0]</td>
</tr>
<tr>
<td>Ref</td>
<td>Meaning</td>
<td>Symbol</td>
<td>Source</td>
<td>Direction</td>
<td>Map</td>
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</tr>
<tr>
<td>15</td>
<td>Bus</td>
<td><img src="image" alt="Bus Icon" /></td>
<td>PTV</td>
<td>Yes</td>
<td>Yes</td>
<td>To indicate direction to or location of a bus station or bus stop.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>[c0, m60, y100, k0]</td>
</tr>
<tr>
<td>16</td>
<td>Regional coach</td>
<td><img src="image" alt="Bus Icon" /></td>
<td>PTV</td>
<td>Yes</td>
<td>Yes</td>
<td>To indicate direction to or location of a bus station for regional buses.</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>[Pantone 521 C]</td>
</tr>
<tr>
<td>17</td>
<td>Night Network</td>
<td><img src="image" alt="Moon Icon" /></td>
<td>PTV</td>
<td>Yes</td>
<td>Yes</td>
<td>To indicate direction to or location of a train station, tram stop, bus stop or coach stop which is part of PTV’s Night Network service.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(Note: The Night Network trial is being conducted for 12 months from January 2016.)</td>
</tr>
<tr>
<td>18</td>
<td>Airport bus</td>
<td><img src="image" alt="Bus Icon" /> <img src="image" alt="Plane Icon" /></td>
<td>PTV (modified)</td>
<td>Yes</td>
<td>Yes</td>
<td>To indicate direction to or location of the airport bus station that takes passengers to the airport. Not to be used within the airport.</td>
</tr>
<tr>
<td>19</td>
<td>Ferry</td>
<td><img src="image" alt="Ferry Icon" /></td>
<td>PTV (modified)</td>
<td>Yes</td>
<td>Yes</td>
<td>To indicate direction to or location of ferry services. Will normally be associated with words.</td>
</tr>
<tr>
<td>Ref</td>
<td>Meaning</td>
<td>Symbol</td>
<td>Source</td>
<td>Direction</td>
<td>Map</td>
<td>Usage</td>
</tr>
<tr>
<td>-----</td>
<td>--------------------------</td>
<td>------------------------------</td>
<td>----------------</td>
<td>-----------</td>
<td>-----</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>20</td>
<td>Cruise ship</td>
<td>![Cruise ship symbol]</td>
<td>MVSCC PTV (modified)</td>
<td>Yes</td>
<td>Yes</td>
<td>To indicate direction to or location of a pier or wharf from which cruise ships operate.</td>
</tr>
<tr>
<td>21</td>
<td>Bike share</td>
<td>![Bike share symbol]</td>
<td>MVSCC</td>
<td>No</td>
<td>Yes</td>
<td>To indicate location of a Melbourne Bike Share station. [c96, m78, y2, k0]</td>
</tr>
</tbody>
</table>
| 22  | Taxi                     | ![Taxi symbol]              | AIGA           | Yes       | Yes | Used to indicate direction to the nearest taxi rank if it is not obvious.  
|     |                          |                              |                |           |    | If the taxi rank is within a destination, then only the symbol should be added. If the taxi rank is a separate destination, then the destination name should be ‘Taxi’ and the symbol should be used as well.  
|     |                          |                              |                |           |    | To indicate the location of taxi ranks on a map.                     |
| 23  | Airport                  | ![Airport symbol]           | AIGA (modified) | Rare      | Yes | To indicate direction to an airport. The most common application will be to show the direction to the airport as an off-pointer at the edge of a map. |
| 24  | Bicycle path – directional | ![Bicycle path symbol]     | The Noun Project PD | Yes       | Yes | To indicate direction to a major bicycle route, path or trail.  
|     |                          |                              |                |           |    | To indicate a bicycle path on a map.                                
<p>|     |                          |                              |                |           |    | This symbol must not be used to designate a Bicycle Lane, Bicycle Path, Shared Path or Separated Footpath. Regulatory signs must be used instead. |</p>
<table>
<thead>
<tr>
<th>Ref</th>
<th>Meaning</th>
<th>Symbol</th>
<th>Source</th>
<th>Direction</th>
<th>Map</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>Shared path</td>
<td><img src="image" alt="Shared Path Symbol" /></td>
<td>As for items 1 and 24 above</td>
<td>No</td>
<td>Yes</td>
<td>To indicate a shared path or segregated footpath on a map.</td>
</tr>
</tbody>
</table>
| 26  | Stairs      | ![Stairs Symbol](image) | AIGA (modified) | Yes       | Possibly | To indicate the route involves stairs.  
The appropriate stairs symbol may be placed next to a destination name to indicate that the route to the destination involves up or down stairs.  
It also may be placed adjacent to a directional arrow where all the destinations associated with that direction are accessed via stairs.  
The stairs symbol with an up or down arrow indicates that the destination is reached by going up or down the stairs, respectively. The symbol with no arrows may be used to indicate where the stairs are located, if the stairs lead to both higher and lower levels. |
<table>
<thead>
<tr>
<th>Ref</th>
<th>Meaning</th>
<th>Symbol</th>
<th>Source</th>
<th>Direction</th>
<th>Map</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>27</td>
<td>Hospital</td>
<td><img src="image1.png" alt="Image" /></td>
<td>AS 1742.6 (S1) &amp; AIGA</td>
<td>Yes</td>
<td>Yes</td>
<td>To indicate direction to or location of a hospital or emergency medical facility. [Pantone 2935 C]</td>
</tr>
<tr>
<td>28</td>
<td>Police</td>
<td><img src="image2.png" alt="Image" /></td>
<td>AS 1742.6 (S24 modified)</td>
<td>Yes</td>
<td>Yes</td>
<td>To indicate direction to or location of a Police Station open to the public.  [Pantone Reflex Blue C]</td>
</tr>
<tr>
<td>29</td>
<td>Telephone</td>
<td><img src="image3.png" alt="Image" /></td>
<td>AS 1742.6 (S2)</td>
<td>No</td>
<td>Yes</td>
<td>To indicate location of a public telephone. Use should be limited as few people are looking for a public phone.</td>
</tr>
<tr>
<td>30</td>
<td>Wi-fi</td>
<td><img src="image4.png" alt="Image" /></td>
<td>MVSCC</td>
<td>No</td>
<td>Yes</td>
<td>To indicate free wi-fi is available at a public place. Free wi-fi spots should not be signed specifically on direction signs. May be used on maps. Take care not to overuse.</td>
</tr>
<tr>
<td>31</td>
<td>Post office</td>
<td><img src="image5.png" alt="Image" /></td>
<td>AIGA (modified)</td>
<td>No</td>
<td>Yes</td>
<td>To indicate location of a post office.</td>
</tr>
<tr>
<td>Ref</td>
<td>Meaning</td>
<td>Symbol</td>
<td>Source</td>
<td>Direction</td>
<td>Map</td>
<td>Usage</td>
</tr>
<tr>
<td>-----</td>
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<td>--------</td>
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<td>-----------</td>
<td>-----</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>32</td>
<td>Playground</td>
<td><img src="image" alt="Symbol" /></td>
<td>MVSCC</td>
<td>Yes</td>
<td>Yes</td>
<td>To indicate direction to or location of a playground.</td>
</tr>
<tr>
<td>33</td>
<td>Accredited Visitor Information Centre</td>
<td><img src="image" alt="Symbol" /></td>
<td>TV</td>
<td>Yes</td>
<td>Yes</td>
<td>This symbol should always be used for formally accredited visitor information centres. It is a registered trade mark of Tourism Victoria and must not be used for any other purpose. Other sources of visitor information should be indicated by the ‘information’ symbol. [Pantone 293C (blue) and Pantone 109 C (yellow)]</td>
</tr>
<tr>
<td>34</td>
<td>Information</td>
<td><img src="image" alt="Symbol" /></td>
<td>ISO 7001 (PI PF 001 modified)</td>
<td>Yes</td>
<td>Yes</td>
<td>While this symbol may be commonly used within buildings, its use on generic pedestrian wayfinding signs should be limited to places that provide extensive information services and are open during business hours and at weekends. It should not be used for an accredited Visitor Information Centre. [Pantone 2935 C]</td>
</tr>
<tr>
<td>35</td>
<td>Lift</td>
<td><img src="image" alt="Symbol" /></td>
<td>PTV (modified)</td>
<td>Yes</td>
<td>Yes</td>
<td>To indicate directions to or location of a lift.</td>
</tr>
<tr>
<td>36</td>
<td>Myki</td>
<td><img src="image" alt="Symbol" /></td>
<td>PTV</td>
<td>No</td>
<td>Yes</td>
<td>To indicate location of a MYKI retailer. [c28, m0, y92, k0 and c48, m36, y24, k66]</td>
</tr>
<tr>
<td>Ref</td>
<td>Meaning</td>
<td>Symbol</td>
<td>Source</td>
<td>Direction</td>
<td>Map</td>
<td>Usage</td>
</tr>
<tr>
<td>-----</td>
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<td>-----------</td>
<td>-----</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>37</td>
<td>Drinking/water fountain</td>
<td><img src="image" alt="Symbol" /></td>
<td>AIGA (modified)</td>
<td>No</td>
<td>Yes</td>
<td>To indicate the location of a drinking/water fountain.</td>
</tr>
</tbody>
</table>

Legend to sources:
- AIGA – American Institute of Graphic Art; Public Domain
- AS 1742.6 – Australian Standard AS 1742.6
- ISO 7001 – International Standard ISO 7001
- MVSCC – developed by the Melbourne Visitor Signing Coordinating Committee for use in the public domain
- PTV – developed by Public Transport Victoria, used with permission
- The Noun Project CC – Creative Commons, Attribution (CC BY 3.0 US)
- The Noun Project PD – Public Domain
- TV – Tourism Victoria, registered trademarked symbol, used with permission
4.7.3 General guidelines for the use of symbols

| Guideline 1: | Consistently use endorsed symbols for the relevant mode of transport |
| Guideline 2: | In exceptional circumstances, other symbols may be used as long as they have been tested for legibility and comprehension |

Symbols must be able to convey their meaning without ambiguity. They will sometimes be more effective than words for people who do not read English, although those familiar with other languages that use a Latin alphabet will recognise destination names in English. Symbols are a more concise means of communication and will take up less space on a sign. However, it is often difficult to develop a clear symbol for some facilities and types of destination and the choice between words and symbols is not always simple.

The level of understanding of a symbol will increase with consistent use for the same meaning.

Road signs should only include symbols that have been endorsed by national or state standards and guidelines.

Pedestrian signs should only include symbols shown in section 4.7.2 of this Guide.

Public transport signs in Victoria should only include symbols as agreed by PTV, which will generally match the symbols in section 4.7.2 of this Guide.

There is no clear guidance on which suite of symbols should be used on cyclist signs. However, they should be chosen from those in the Australian Standards and the symbols in section 4.7.2 of this Guide.

In exceptional circumstances, new symbols may be developed and used as long as they have been tested for legibility and comprehension.

| Guideline 3: | Unique logos for individual destinations should not be used |

Unique symbols or logos for individual destinations should not be used. This is important to keep direction signs and maps simple, uncluttered and readable. Although a symbol or logo for a particular attraction may match the publicity material for that place, it will not gain broad recognition if it is only used for one place. It is also advisable to avoid wayfinding signs being classified as promotional or advertising signs.

| Guideline 4: | Avoid using symbols and words to mean the same thing |

Symbols can be used to supplement information conveyed by words or they can be used instead of words. In the interests of conciseness, it is generally better to avoid using both words and a symbol to communicate the same information.
Symbols should be used sparingly. Although an effective symbol can communicate concisely, it still adds information and clutter to a sign. Just because there is a relevant symbol in the recommended suite of symbols, it does not mean it has to be used. For example, there will often be several toilets, public telephones, free wi-fi spots, restaurants and shops within a reasonable distance of any pedestrian wayfinding sign, but these symbols should only be added to the directional part of the sign if they are considered to be important destinations.

4.7.4 Arrows

The arrows shown in this section are for use, as appropriate, on pedestrian and public transport wayfinding signs. Different arrow shapes are used on road signs. Cyclist signs generally only use chevrons rather than arrows but if arrows are used, the guidance in this section should be applied.

The standard arrow shape is as shown here.

Dimensions are:
- angle between the two wings is 90 degrees
- the stroke width is 0.15 times the length of the shaft
- the length of the shaft is 1.1 times the width of the arrow (i.e. the wingspan).

The different orientations of the directional arrow are shown below:

**Most frequently used arrows:**

The **Ahead**, **Left** and **Right** arrows should mainly be used on directional signage as they are the easiest to understand and are unambiguous.
The **Ahead** arrow generally means straight ahead. However, it may also be used to indicate that the destination is on a higher level, in which case it should be used together with (or replaced by) the relevant symbol for stairs, lift, ramp or escalator.

**Less frequently used arrows:**

| 45° Ahead left | 45° Ahead right |

Only use **Ahead left** and **Ahead right** arrows when **Ahead**, **Left** or **Right** arrows do not accurately explain the direction of the end destination.

**Hooked arrows:**

<table>
<thead>
<tr>
<th>Ahead then left</th>
<th>Ahead then right</th>
</tr>
</thead>
<tbody>
<tr>
<td>Left then ahead</td>
<td>Right then ahead</td>
</tr>
</tbody>
</table>

The four hooked arrow shapes are very useful when trying to unambiguously convey the direction of a destination where there is a turn in the path. These arrow shapes are less confusing in some applications, although their use should be infrequent. Ideally, there should be a second directional sign at the turn, but this is not always practical.

A hooked arrow should be used if one of the main arrow types could be misleading or encourages crossing a road mid-block.

The hooked arrow should be used if the distance to be travelled before making the turn is between approximately 10 metres and 100 metres, even if there is another directional sign at the turning point. This is because the hooked arrow provides advance information that a turn is required within a reasonably short distance, helping the user to be alert for the next turn.
• If the distance is less than 10 metres, then a normal arrow should not be misleading, or the sign should be placed in a better position to avoid any confusion.

• If the distance is more than 100 metres, it is not going to be easy for a visitor to determine where the turning point is located. A straight arrow is usually more intuitive, with a second directional sign provided at the turning point.

(Note: These distances may be different in indoor environments.)

**Down arrows:**

The **Down left**, **Down right** and **Down** arrows may only be used to indicate destinations reached via stairs, lifts, ramps or escalators. These arrows can be easily misinterpreted and should only be used in very specific cases. They are never to be used to indicate destinations behind the user.

**Placement of arrows**

The point of the arrow should be at the edge of the sign. Thus, ahead arrows should be at the top of the sign, left-pointing arrows should be on the left side of the sign, and right-pointing arrows should be on the right-hand side, etc.

Arrows should be placed in the following order, from top to bottom:

- Ahead arrow
- Ahead then left or right hooked arrow
- 45° ahead arrow (left or right)
- Left or right then ahead hooked arrow
- Horizontal arrows (left or right)
- 45° down arrow (left or right) but only when indicating a lower level
- Down arrow but only when indicating a lower level.

This is demonstrated with the most common arrows in Figure 4.
4.8 Pedestrian Signs Guidelines

4.8.1 Purpose
Directional pedestrian signs assist people unfamiliar with an area to reach their destination safely and efficiently. They assist with the walking aspect of a journey, even if most of a trip is by car or public transport. Pedestrian signs and wayfinding maps also help people to find their way to and from public transport stations or stops.

4.8.2 Responsibility and ownership
The responsibility for pedestrian wayfinding and direction signs on public land rests with the relevant municipal council which generally owns and funds these signs. However, where a commercial attraction is signed, there is an opportunity for the attraction owner to meet the costs of manufacture, installation and ongoing maintenance, at the discretion of the council.

If the municipality proposes to locate any wayfinding signs on private land, then an agreement with the landowner may be necessary, with a view to the ownership and responsibility for the sign being vested in the municipal council. If a developer or landowner proposes to locate any wayfinding signs on their private land, they should contact the municipal council’s statutory planning department (or equivalent) to check if a planning permit is required.

If the municipality proposes to locate any wayfinding signs on land owned by a State government department or agency, such as VicTrack or Melbourne Water, then an agreement with the landowner may be necessary.

4.8.3 Guidelines for pedestrian signing

**Guideline 1:**
Design signs to aid users, not promote providers

The eligibility and selection criteria for destinations on pedestrian signs is covered in section 4.3.

Signing is provided to assist people to find their way. Although there are pressures to sign to destinations based on perceived commercial advantage, attracting tourist
numbers or keeping vested interest groups happy, these are not good reasons for
determining what will be signed. The prime objective is to help people to navigate
when they are unfamiliar with the area. The main target groups are visitors to the city
but the signs should also be useful for local people who are not sure of their way.

Guideline 2:
Keep it simple

Simplicity is vital. Even though pedestrians (unlike drivers) have time to study a sign,
people generally will not spend much time searching for the information they want
from a sign or a fixed map. For information to be useful, it should be clear, concise
and unambiguous.

Guideline 3:
Provide users with a hierarchy of destinations

Provide information on directional signs and maps that helps visitors to move
between major attractions, transport nodes, precincts and landmarks. Some places
may be indicated to assist users with orientation.

Guideline 4:
Sign via key access routes

Signing to a destination should be via key access routes. These routes should use
the footpaths along preferred paths, major walkways, outdoor malls and bridges.
Generally, the key access routes will lead users from public transport nodes, large
car parks or other major attractions. Signing should not be provided along circuitous
routes or routes that are unlikely to be attractive to many visitors.

Guideline 5:
Help visitors explore

Choose destinations on pedestrian signs that encourage visitors to explore the city.
Use map-based signs at key locations to let the visitor know what lies within a
particular area and what lies beyond the current location.

Guideline 6:
Only sign within a walkable distance

Pedestrian signs should generally only sign to individual attractions within a walkable
distance. This is taken to be 15 minutes walking time or one (1) kilometre. In areas
where there is greater competition for destinations to be signed, this may be reduced to 400-500 metres.

Some landmark destinations may be signed from further away to assist with orientation or because they are regarded as the highest priority for visitors. For example, pedestrian signing to Federation Square (which includes the Melbourne Visitor Information Centre) may be placed up to two (2) kilometres away. In outer metropolitan areas, a key landmark destination, such as a town centre, major shopping centre or major sports facility, could be signed up to three (3) kilometres away. On maps, such landmarks might be shown using off-pointers at the edge of the map coverage.

Destinations along walking trails may be signed over greater distances than indicated above.

Signing to a destination may be further than a walkable distance if there is a direct tram or bus service to that destination and the sign indicates that mode of transport. However, these cases will usually be a lower priority compared to other destinations within a walkable distance. If signed in this way, the time shown on the sign should be the time by that mode of transport (including any walking and waiting times) or, if this is too variable, the time should be omitted altogether.

---

**Guideline 7:**
Continue signing to destination

Once a destination is introduced on a pedestrian directional sign along a route, it should appear with the same name on all subsequent pedestrian directional signs along the route until the destination is reached.

This guideline equally applies when signing to precincts, up to the point where the pedestrian has entered the precinct and the signs start to indicate the individual destinations within the precinct.

---

**Guideline 8:**
Don’t sign the obvious

It is unnecessary to sign a destination once the pedestrian is in, at, or directly next to the destination. Judgement is needed to apply this guideline. Whether the destination is obvious to a person depends on whether the name of the destination is clearly displayed and whether the architecture of the building or structure makes it easily recognisable.

For example, a town hall or a church should be easily recognisable even if there is no name prominently displayed. On the other hand, a pedestrian sign outside a park may carry the name of the park if there is no name plate provided for the park at that location.
Never sign to destinations directly **behind** the reader. This can only be indicated by a downwards-pointing arrow which is not an accepted signing convention. Some users would perceive that there should be stairs leading downwards!

A horizontal left or right arrow generally means that the destination is reached by turning at the next street, footway or crossing ahead of the reader. It is acceptable for it to mean turn down the street immediately behind the reader but only if:

- the intersection is very close, say within 10 metres of the projection of the building line, as shown in Figure 5; and
- there is no other side street or lane ahead of the reader for 100 metres.

![Diagram](image)

**Figure 5: Location of pedestrian sign to allow signing behind the reader**

When deciding priorities for signing, those attractions or venues that are closer to the sign should generally be given priority. However, some places further away may be given preference if they are key attractions, public transport nodes or landmarks to assist with orientation. (See Guideline 3.)
**Guideline 11:**
Sign to high priority destinations ahead of low priority destinations

When deciding priorities for signing attractions or venues at a similar distance from the sign, higher priority should be given to those with a higher patronage of visitors on foot.

**Guideline 12:**
Sign to suburbs and precincts where this is more concise

The use of suburbs and precincts can assist with rationalising the number of destinations signed on one pedestrian sign. Examples are Docklands, Southbank, Arts Precinct, Sports Precinct, Albert Park and Emerald Hill.

The names of precincts or clusters of destinations need to be well understood and be recorded on maps.

To avoid confusion between signing a street name and signing to a street precinct on a blade sign, a precinct should be signed, for example, as ‘To Chapel Street’, ‘To Bridge Road’ or ‘To Fitzroy Street’.

**Guideline 13:**
Avoid signing to destinations within another signed destination

Signing should not be provided for a destination that is within another destination on the same sign, where it is well known that one is within the other. This supports the principle of progressive disclosure and ensures signs are as simple and concise as possible. For example, any visitor looking for ACMI is likely to know (or discover reasonably quickly) that ACMI is within Federation Square. Similarly, it is unnecessary to sign to the National Gallery or to Hamer Hall on a sign that indicates the direction to the Arts Precinct. It is fairly obvious that Albert Park Lake, the Albert Park Boatsheds and the Albert Park Golf Course are all within Albert Park.

**Guideline 14:**
Avoid signing diagonally across a road grid

Signing diagonally across a road grid is not helpful for pedestrians.

- An arrow pointing diagonally, as the crow flies, may be regarded as useful for orientation purposes but it does not help a pedestrian trying to reach that destination if the arrow points through a block of buildings.
- Arrows pointing both ways around the block are confusing.
- Directing pedestrians by one path avoids the two problems above but does not convey the information that the user must make a turn at one of the next streets.
Where the destination is a high priority, it may be signed by one route, provided that there is another sign on the relevant side of the road where the walker needs to turn. Otherwise, the best approach is to omit the destination from the sign until the walker gets to a street that leads directly to the destination.

---

**Guideline 15:**
Sign across intersections where needed

Signing diagonally across an intersection is acceptable where the destination is not visible or obvious to the walker from the diagonally opposite corner of the intersection.

---

**Guideline 16:**
Direct visitors via safe/preferred routes

Signed routes should be safe routes. A signed route should not involve crossing a major road without the aid of traffic signals or a zebra pedestrian crossing. A route should not direct walkers though parks that are considered to be a security risk at the times-of-day that most walkers would be using the route.

### 4.8.4 Design of pedestrian signs

**Ensure directional information is meaningful:**

Arrows should point in the correct direction.

Indicate where the user needs to use stairs, lift, ramp or escalator by using appropriate symbols or words, where relevant.

Don’t sign to destinations behind the reader. (See Guideline 9 in section 4.8.3 above.)

**Include walking time:**

The walking time (or travel time) may be included next to each signed destination but is usually omitted if the sign contains a map. Distance is not shown on these signs.

When signing to clusters or precinct destinations, such as Docklands or Emerald Hill, there may be no clear point of arrival. However, in such cases, the walking time to the perimeter of the cluster/precinct may be used where this makes sense to the user.

Walking times should be calculated on the basis of an average walking speed of 67 metres per minute or 15 minutes per kilometre.

**Signing via indirect routes:**

There are many cases where the route to the destination is not direct. This can cause difficulties determining where the arrows should point. Ideally, the arrows should direct the user along the desired route, making use of formal pedestrian crossings, with subsequent signs at each turning point. However, it is often impractical to provide pedestrian signs at every turning point for every route to every destination,
and often the pedestrian signs are located a short distance away from an intersection.

These issues need to be resolved for each case on its merits, after careful consideration of the users’ likely interpretation of the sign in relation to the local layout of roads and paths. Hooked arrows may be useful to indicate the route in some circumstances (refer to Hooked Arrow signs).

**Ensure pedestrian signs are not a distraction for motorists:**

The design and placement of pedestrian signs should be arranged so that it is clear that the signs are not intended for motorists because the access route to a destination by car and by foot may be quite different. Furthermore, a driver has only a fraction of a second to absorb information from a sign, whereas pedestrians can stop and examine the sign at their leisure. Generally, signs mounted at a height suitable for pedestrian viewing are not convenient for driver viewing, and vice versa.

Pedestrian signs within view of passing motorists must not use retro-reflective materials. In addition, apart from signs with maps, pedestrian direction signs must not be internally illuminated.

Signs orientated within 45 degrees to a line directly facing traffic from any direction must have a letter height not exceeding the maximum values given in Table 1.

<table>
<thead>
<tr>
<th>Separation between sign and nearest trafficable lane</th>
<th>Maximum letter height</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 1 m</td>
<td>40 mm</td>
</tr>
<tr>
<td>1 m to 3 m</td>
<td>50 mm</td>
</tr>
<tr>
<td>3 m to 6 m</td>
<td>60 mm</td>
</tr>
<tr>
<td>&gt; 6 m</td>
<td>70 mm</td>
</tr>
</tbody>
</table>

**Order of destinations:**

Destinations on a pedestrian plinth or wall-mounted direction sign must be grouped according to direction. All straight-ahead destinations must be placed at the top of the sign. All destinations to the right should generally be placed next, then destinations to the left. The order of the arrows of left and right is not critical, but allows for the arrows to be staggered which makes for a more balanced and intuitive direction sign.

Any destinations signed using 45° ahead arrows are placed between the straight-ahead destinations and the left or right destinations.

For a group of destinations in the same direction, they are listed in order of distance with the nearest at the top. This applies even if some destinations are on a direct path and some are indirect. This is demonstrated by an example in Figure.
Place name:
Plinth and wall-mounted pedestrian signs may include the name of the place where the sign is located. This is less important on pedestrian signs that include a map, as these maps will include a ‘you are here’ indication.

A place name should only be included under the following conditions:

- the place name is an eligible destination in its own right and is shown on pedestrian direction signs leading to the destination
- the sign is within, or immediately adjacent to, the place
- the name of the place is not shown as a destination on the sign.

Only one place name should be used on a sign.

The place name should not consist of road or street names, unless the road or street is an eligible destination in its own right.

Place names should not be included on blade signs.
Accessibility for people with a disability:
The design of pedestrian signs should comply with the requirements of Australian Standard AS 1428, Design for access and mobility, Part 2: Enhanced and additional requirements – Buildings and facilities to ensure the signs are as accessible as practical for people with a visual or mobility disability.

In particular, consideration should be given to the following elements of the sign design:

- font style
- letter height
- luminance contrast between the sign legend and the background
- height of the legend above the ground
- map height and scale
- placement of the sign in relation to other furniture on the footpath.

It is not necessary to provide braille on pedestrian direction signs in outdoor locations. Those who are blind or vision-impaired have varied preferences for mobility aids: some use guide dogs; others prefer canes, perhaps combined at times with guidance from a personal assistant or friend. Some have enough functional vision to allow successful mobility in most situations. Only a very small proportion of partially-sighted people can read braille and many independent people who are blind or vision-impaired use adaptive technology. People with a vision impairment will increasingly use technical aids rather than braille to assist with wayfinding. It is usually impractical to provide tactile paving on footpaths to help lead a person with a visual disability to the pedestrian sign, so it is unlikely that a braille reader would find the sign to be able to read the braille.

For these reasons, braille is not required on pedestrian signs unless the sign is in a position where there is a reasonable expectation that it will be useful to regular users with a visual impairment.

Councils can assist people with a mobility impairment by providing online or hard copy maps with information about access, such as steps and footpath gradients. Geo-coded information on street and path layouts, and street numbers, can also be provided to third parties who supply mobile applications to assist wayfinding for people with a disability. These proposals require some development but would offer the best wayfinding opportunities to assist people with a disability.

4.8.5 Pedestrian sign design specification
In October 2015, the Melbourne Visitor Signage Committee agreed to a design concept for a plinth-style wayfinding sign. Prototypes of the concept were developed by the City of Melbourne for Swanston Street/Bourke Street and Wyndham City for Werribee Train Station. A third test was undertaken in the City of Port Philip at Station Pier using an amended prototype. Prototype signs were installed at the test locations in November 2015, with intercept surveys conducted with passers-by at each location. Eighty-one per cent of respondents said they would sometimes or always use the signs (75 per cent at Werribee; 75 per cent in the central city; and 92 per cent at Station Pier).
This feedback provided strong endorsement for the signs’ height (2400 millimetres) and information placement. The next stage will see the development of graphic standards, including sign colour palette and contrast, font type size and kerning. [Further detail to be included when the design has been completed.]

4.8.6  Relationship between types of pedestrian signs

A pedestrian relying on signs to find their way will expect to find signs of a similar type along the journey. Once a person has encountered one helpful sign, they will be looking for similar types of signs to assist with the rest of the journey. Consequently, good signing practice is to use similar types of signs within an area.

If different types of pedestrian signs are used, such as a mixture of plinth signs, wall-mounted signs and blade signs, then they should be of similar design to create a ‘family’ of signs with common elements, colours and consistent symbols.

Blade signs mounted on a single pole need to be mounted at least 2.5 metres above a footpath and are often higher in order to avoid other street furniture. This height is outside the recommended viewing height in Australian Standard AS 1428 but may still be legible to pedestrians due to the larger letter height. Blade signs erected near a road will usually be visible to passing motorists and must therefore be designed to meet the standards for road signs, unless they are clearly directed to pedestrians only.

In inner suburbs, where there are many destinations within a walkable distance, the preferred approach is to use larger road signs for motorists and plinth or wall-mounted signs on footpaths for pedestrians.

In middle and outer suburbs, where there are fewer destinations within a walkable distance, often road signs will be sufficient to direct all road users, including pedestrians, to destinations. This relies on the road sign being visible from the relevant footpath. For example, if there is a blue blade sign for a community facility at an intersection, there is little benefit in placing an additional sign directing pedestrians to the same facility.
4.9 Public Transport Signs Guidelines

4.9.1 Purpose
Public transport signs are those signs installed by the public transport operators or Public Transport Victoria (PTV) at, or leading to, train stations, tram stops and bus stops.

4.9.2 Responsibility and ownership
Pedestrian signs specifically related to train stations, bus stops and tram stops are the responsibility of PTV. However, PTV should consult with the relevant council during the process of deciding what will be signed and before actual installation of such signs.

4.9.3 Guidelines for public transport signing
The design and content of public transport signs should comply with the guidelines given for pedestrian signs in section 4.8. In addition, PTV has its own style guide for the detailed design of public transport signs.

4.10 Cyclist Signs Guidelines
Directional cyclist signs serve the same purpose as road signs and pedestrian signs. They are specifically directed at a particular group of people, in this case – cyclists. Cyclist signs may be aimed at cyclists using off-road paths, on-road bicycle lanes or the road network in general. An off-road path may be an exclusive bicycle path, a shared path or a separated footpath.

4.10.1 Responsibility and ownership
Ownership and the responsibility for providing directional cyclist signs rests with the municipal council.

Directional cyclist signs on off-road paths and municipal roads need to be approved by the municipal council. Cyclist signs on freeway reserves and on arterial roads need to be approved by VicRoads.

However, signs located on off-road bicycle paths through parks controlled by Parks Victoria are the responsibility of, and owned by, Parks Victoria. These are generally on the Metropolitan Trail Network.

4.10.2 Cyclist signs for off-road paths
Direction signs for off-road paths should:
- direct cyclists along the path
- provide cyclists with the name of the path they are on
- provide cyclists with the names of any intersecting roads or streets
- direct cyclists to the path by providing signs at the ends of the path and at any road crossings or connections along the path
- give cyclists information on the direction and distances to significant destinations that can be reached along the path.
The most important signs for off-road bicycle paths are those trailblazing the route. It is essential to provide signs at any point where continuity of the route is not clear to the cyclist. For this purpose, each major trail should have a unique name and may have a specific logo. For example, the Main Yarra Trail/Capital City Trail should have one unique name.

So cyclists can orientate themselves along the path and navigate off the path, signs should be provided at every bicycle path junction with another bicycle path. Road or street name signs should also be provided at each intersection of the path with a road (but not necessarily every local street). Where a path goes under or over a major road, the name of the road should be signed to assist with orientation.

Signs should be provided where cyclists join the path, at the ends of the path and at any significant intersection with another path or road where cyclists are likely to enter the path.

Signs should also be provided along a route to reassure riders what trail they are on, what destinations the route leads to and the distance to those destinations. Following consultation with the relevant councils and stakeholders, a list of ‘standard through destinations’ should be developed for each trail. These destinations should be signed consistently along the trail regardless of municipal boundaries. Standard destinations used along bicycle paths should consist of well-recognised suburb, locality or landmark names. In some cases, other bicycle trails and other features may be used as destinations. For example, along a beachside route, piers and marinas may be regarded as key landmarks. Standard destinations should be spaced between 5 and 15 kilometres apart along a trail.

Supplementary signs may be placed on off-road bicycle paths to direct cyclists to tourist attractions, venues, train stations or city centres that are off the path. This should only be done if:

- the destination is one which visitors are likely to access by bicycle
- as a rough rule of thumb, the destination is within 500 metres of the bicycle path
- the on-road route from the path to the destination is reasonably safe for cyclists
- the on-road route from the path to the destination is signed
- no more than three destinations are signed off the path at any one intersection.

The names used for this purpose should be consistent with the destination names used on other wayfinding signs and maps. Where provided, signs on off-road bicycle paths to tourist attractions or venues should be provided at the turn-off from the bicycle path. Signing along the bicycle path leading to the turn-off should only be provided if the attraction or venue is an agreed ‘standard through destination’ for that path.

Signing may also be provided to other facilities for cyclists, such as:

- toilets
- secure bicycle parking or storage facilities.

Wayfinding maps may be provided along bicycle paths. This may minimise the need for directional signs. Maps must be carefully placed at key locations or decision-making points where cyclists can pull off the path to inspect the map. The scale of
these maps should also be expanded from that used for pedestrian maps, and they
should be aimed at recreational riders rather than commuters.

4.10.3 Signs on shared paths

Shared paths (and separated footpaths) are designed to be used by both cyclists and
pedestrians. Wayfinding signs along shared paths should be integrated to address
the needs of both user groups. To avoid clutter and repetition of information, it is best
to avoid a separate suite of signs for each user group. The graphic design of the
signs could be based on the conventions for cyclist signs or pedestrian signs –
whichever seems to be the primary user of that shared path.

Walking time should not be used on these signs, as the travel time by bicycle will be
a lot quicker. Distance should be used instead.

4.10.4 On-road cyclist signs

Cyclists riding on roads will generally be able to use road signs as navigational aids.
Cyclists’ trips are, on average, shorter than car trips, and many cyclists will have a
good understanding of the geography of their local area and the location of key
destinations. Cyclists’ trips are also very diverse, with many origins and destinations.
Visitors from outside Melbourne are unlikely to use a bicycle, apart from occasional
use of the bike hire scheme. In order to avoid the clutter caused by another layer of
signage, separate wayfinding signs for cyclists should be implemented only where
needed.

Directional cyclist signs should be provided to ‘trail blaze’ a bicycle route where the
route has a specific name or a key destination. They may also be provided:

- where a bicycle route proceeds but motorists are not permitted
- where it is not obvious to a rider where an on-road bicycle route continues
- where the on-road segment connects parts of an off-road route
- at the point where a bicycle route (on-road or off-road) intersects with a road

Where it is desired to direct cyclists to a destination (such as a library, shops, station
or swimming pool) via an on-road route, the preference is to use a road sign that
satisfies the wayfinding needs of all road users.

4.10.5 Design of cyclist signs

Off-road paths

Currently, there is a wide variety of cyclist signs used for off-road paths across
Melbourne. These range from low-mounted horizontal plank signs to pole-mounted
blade signs of various designs.

The design of directional cyclist signs along off-road bicycle paths should be
consistent along each route or path, regardless of municipal boundaries. This will
require coordination between councils. In many cases, the overall route will comprise
some sections which are on-road and some that are off-road.

On-road

The design of directional cyclist signs on the road network should comply with
Australian Standard AS 1742.9 – Bicycle facilities and VicRoads Supplement, Traffic
Engineering Manual, Volume 2, Part 2.9. These signs should be a standard design
so that:
cyclists can easily recognise them as directional signs aimed specifically at cyclists.

- motorists and pedestrians do not mistake them as signs for their use.
- there is continuity of signing style across municipal boundaries.

**Figure 8: Standard design for on-road cyclist signs** (sign number G5-V101)

If the distance is less than one (1) kilometre, then the distance should be expressed to the nearest 0.1 of a kilometre, such as ‘0.9 km’.

To ensure legibility, each blade must only feature one destination. This should preferably be on one line of text but sometimes it will be necessary to have the name of the destination in two lines of text as shown for ‘Swinburne University’ in the example above.

### 4.11 Road Signs Guidelines

#### 4.11.1 Purpose

Directional road signs assist road users to reach their destination safely and efficiently. They are for the use of drivers, riders and vehicle occupants and they may also be of assistance to pedestrians. Tourist and services road signs are intended to help visitors who are already en route to a destination to undertake the final stages of their journey efficiently.

Street name signs are a key element of the wayfinding system as most people navigating using a map will be looking for the relevant street names at each turn along their route.

#### 4.11.2 Responsibility and ownership

The responsibility for approving road signs rests with the coordinating road authority for the road. Section 66 of the *Road Management Act 2004* makes it illegal for a person to erect a road sign without the written consent of the relevant coordinating road authority. This written consent is issued in the form of a permit or letter.

The coordinating road authority in relation to freeways and arterial roads is VicRoads, and it is the municipal council in relation to municipal roads. CityLink and EastLink are the coordinating road authorities for their respective toll roads. For private roads, the road authority is the landowner.

Arterial roads can be distinguished from municipal roads through the *Register of Public Roads*. As a guide, arterial roads are shown as black or red in the Melway street directory.

The responsibility for approving road signs (including cyclist signs) on municipal roads rests with the council’s traffic engineer (or equivalent).

On arterial roads and freeways, road signs for particular attractions or venues are funded by the operator, unless there is an agreement to the contrary. This includes
the design, manufacture, installation, ongoing maintenance, replacement and
removal of the signs. Where there are multiple destinations listed on the one sign, the
financial responsibility is shared between the operators.

On municipal roads, the ownership of road signs for particular attractions or venues
depends on the relevant municipal council’s policies. In accordance with the
conditions of the written consent, the operator should fund the removal or
replacement of a sign, if the municipal council deems it necessary.

4.11.3 Eligibility

Guideline 1:
Road signs should only be provided for an attraction or venue if it meets the
eligibility criteria

In order to qualify for tourist attraction signing, an attraction must satisfy all of the

Community facilities, such as schools, religious venues, sporting fields, community
centres and neighbourhood houses, are eligible for local community facility blade
signs. The eligibility criteria are set out in Australian Standard AS 1742.5 – Street
name and community facility name signs.

Within the inner municipalities of metropolitan Melbourne, the following additional
conditions apply. These conditions are supplementary to the State guidelines.

• Road signs are not provided for tourist attractions or venues, unless there is
adequate public parking provided within the site itself. Where parking
provision is inadequate, pedestrian signing from public transport and suitable
car parks is the preferred approach.

• Road signs are not provided for accommodation facilities, such as hotels,
motels and serviced apartments. However, signs may be provided to direct
motorists from an adjoining road into a major hotel forecourt if the entrance is
not visible to drivers.

• Road signs are not provided for restaurants.

• Road signs are not provided for tourist attractions or venues within the city
grid – i.e. the area bounded by La Trobe, Spring, Flinders and Spencer
streets. Within this area, primary access would be by foot or public transport.
The only exception is signing to the Federation Square car park.

These additional conditions reflect the difficulty to access destinations in the inner
suburbs of the metropolitan area by car. The intention is that drivers should be led to
car parks and then complete their trip by walking, cycling or public transport.

The final decision on whether road signs will be provided for a destination rests with
the coordinating road authority – the municipal council or VicRoads.
4.11.4 Extent of signing

**Guideline 2:**
Road signs should be provided only as far away as the nearest arterial road, unless the attraction is of State significance

If a destination is eligible for signing on road signs in accordance with section 4.11.3, the extent of signing to the attraction or venue is determined by the VicRoads Traffic Engineering Manual.

Local community facility blade signs are limited to two per venue. These are generally located at the nearest arterial road or collector road intersections.

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**Guideline 3:**
For destinations of State significance, the extent of road signing is determined by VicRoads and the Tourism Events & Visitor Economy Branch

Generally, an attraction or venue may be signed from no further than the nearest declared arterial road. If the entrance is on an arterial road, signs may be provided for the left and right turns into the entrance but only if signs within the property would not make the entrance obvious to drivers. If the attraction or venue is on a side road, signs may be provided for the turns from the arterial roads into a side road and any subsequent turns on the local road network by the most desirable route until the entrance is reached.

Destinations considered to be major venues or attractions of State or national significance may be signed from further away along arterial road access routes, at the discretion of VicRoads and Tourism Events & Visitor Economy Branch.

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4.11.5 Limit to sign numbers at intersections

**Guideline 4:**
No more than three attractions or venues should be signed on the approach to an intersection

The VicRoads Traffic Engineering Manual sets out the limit to the number of destinations signed at intersections. No more than three destinations (apart from road names and suburb or town names) should be listed on signs facing a motorist approaching an intersection from one direction.

---

4.11.6 Design of road signs

The design of community facility name signs (blade signs) must comply with Australian Standard AS 1742.5, section 3.

Table 2 indicates whether a sign to an attraction or venue should be a white-on-brown tourist sign or a white-on-blue services sign.

### Table 2: Distinction between tourist and services signs

<table>
<thead>
<tr>
<th>Tourist signs (brown)</th>
<th>Services signs (blue)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wineries</td>
<td>Accommodation</td>
</tr>
<tr>
<td>Industry-based attractions, e.g. factories, manufacturing plants, agricultural operations, with guided tours</td>
<td>Sporting facilities, including golf clubs, swimming pools, bowling clubs, sports fields, stadia, racecourses</td>
</tr>
<tr>
<td>Museums</td>
<td>Religious venues</td>
</tr>
<tr>
<td>Art galleries and craft centres</td>
<td>Educational institutions – kindergartens, schools, universities, colleges, TAFEs</td>
</tr>
<tr>
<td>Antique galleries</td>
<td>Shopping centres and markets</td>
</tr>
<tr>
<td>Theatres and concert halls</td>
<td>Post offices</td>
</tr>
<tr>
<td>Zoos</td>
<td>Town halls, civic centres, municipal offices</td>
</tr>
<tr>
<td>Places with guided tours</td>
<td>Police stations, court houses</td>
</tr>
<tr>
<td>Historic properties and buildings</td>
<td>Airports/aerodromes</td>
</tr>
<tr>
<td>Geographic features</td>
<td>Libraries</td>
</tr>
<tr>
<td>Scenic lookouts</td>
<td>Cemeteries</td>
</tr>
<tr>
<td>Parks and gardens</td>
<td>Restaurants and refreshments</td>
</tr>
<tr>
<td>Nurseries and garden centres with tourist facilities</td>
<td>Train and bus stations</td>
</tr>
<tr>
<td>Parking, including rest areas</td>
<td>Convention centres</td>
</tr>
<tr>
<td>Hospitals and medical facilities</td>
<td>Toilets</td>
</tr>
<tr>
<td></td>
<td>Municipal depots and tips</td>
</tr>
</tbody>
</table>

### 4.11.7 Mounting of road signs


Minimising the clutter of posts, particularly on busy footpaths, is a key objective. However, placing signs where they are most effective in communicating their message is paramount. The best strategy to achieve both these objectives is to remove unnecessary signs and avoid adding more signs unless they meet these guidelines.
4.11.8 Standard through destinations

Primary white-on-green direction signs direct motorists to ‘standard through destinations’. These are a set of city, town and suburb names that are used consistently on direction signs. In some jurisdictions, they are known as ‘focal points’.

The general criteria for selecting ‘standard through destinations’ are:

- places that are prominently marked on maps
- places that are well known
- places with particular geographic significance
- places that are key decision points when navigating the freeway and primary arterial network.

The set of ‘standard through destinations’ has been developed by VicRoads over several decades. Any changes need to be approved by VicRoads. This should be done in consultation with the relevant municipal council. Additions should be made as new suburbs are developed and become well known. However, other changes are not made readily as drivers are familiar with the current names used on signs.

4.12 Maintenance and Updates

All direction signs and visitor signs need to be well maintained and kept up-to-date with any changes. This is important to ensure that visitors are not confused and the signs retain credibility.

Maintaining the effectiveness of signs works at two levels:

- Hardware maintenance involves making sure the sign is still in place, facing the right direction and is clean, legible, not faded and without graffiti.
- Updating of content involves ensuring that the sign message is still relevant. The destination must still be operating. The sign needs to reflect any change in name. The route that the sign directs visitors to take must still be viable.

It is important that the responsible authorities keep an accurate asset register of wayfinding signs and allocate resources to a maintenance and updating regime.

Each municipal council and responsible agency should work toward implementing a procedure whereby the text on pedestrian signs is recorded in a database so that all signs bearing that name can be identified through a database search. This will make it easier to change or remove the name of an attraction or venue as the need arises.
## Appendix A – Terminology

**Attraction**
A destination which is of interest to, and commonly visited by, visitors or tourists.

**Chevron**
A shape on a sign that is not an arrow but which points the way to something. For example:

![Chevron Sign](image)

**Destination**
The end point of a trip, the name of which is indicated on direction signs and maps.

**Direction sign**
A sign with arrows, chevrons or other navigational instructions indicating the way to one or more destinations.

**Greater Melbourne**
Greater Melbourne is comprised of 31 local government areas (LGAs) in Victoria, and includes: Melbourne, Banyule, Darebin, Hume, Moreland, Nillumbik, Whittlesea, Bayside, Cardinia, Casey, Frankston, Glen Eira, Greater Dandenong, Kingston, Boroondara, Knox, Manningham, Maroondah, Monash, Whitehorse, Brimbank, Hobsons Bay, Maribyrnong, Melton, Moonee Valley, Wyndham, Port Phillip, Stonnington, Yarra, Yarra Ranges and Mornington Peninsula.

**Inner Melbourne region**
The five LGAs that collaborate under the Inner Melbourne Action Plan (IMAP) banner: the cities of Maribyrnong, Melbourne, Port Phillip, Stonnington and Yarra.

**LGA**
Local government area.

**Melbourne Municipality**
The LGA for which Melbourne City Council is responsible. It spans 37.6-square-kilometre and shares its borders with seven other LGAs.

**Precinct**
A geographic area that has a distinct character and a recognisable name, and which contains several attractions or venues.

**Signage**
Signs collectively.

**Signing**
The provision of signs.

**Standard through destinations**
Standard through destinations permit staged information about destinations to be provided, to reassure a driver that the right route, and the right direction along that route, is being taken. They also permit the amount of information on advance and intersection direction signs to be kept to a minimum, to ensure that motorists can comprehend the signs quickly. Demand for additional destination information is met by use of reassurance direction signs. Standard through destinations are, above all, places prominently marked on maps.
<table>
<thead>
<tr>
<th><strong>Venue</strong></th>
<th>A destination which is commonly visited by the public, such as a sporting venue, educational institution, religious establishment or community facility</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Visitors</strong></td>
<td>‘Visitors’ include visitors from international, interstate and intrastate, as well as Melburnians from other LGAs</td>
</tr>
<tr>
<td><strong>Wayfinding</strong></td>
<td>The process of finding one’s way or navigating to a destination. It is about knowing where you are, where you want to go and how to get there from where you are</td>
</tr>
<tr>
<td><strong>Wayfinding sign</strong></td>
<td>A sign used to assist finding one’s way – including direction signs and signs with maps</td>
</tr>
</tbody>
</table>
## Appendix B – Responsibilities for Different Sign Types

<table>
<thead>
<tr>
<th>Type of Sign</th>
<th>Contact</th>
<th>Responsible Authority</th>
<th>Referral</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Road Signs</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Road direction signs on a freeway or arterial road</td>
<td>Council or VicRoads¹</td>
<td>VicRoads</td>
<td></td>
</tr>
<tr>
<td>Road direction signs on CityLink</td>
<td>CityLink</td>
<td>CityLink</td>
<td>VicRoads</td>
</tr>
<tr>
<td>Road direction signs on EastLink</td>
<td>EastLink</td>
<td>EastLink</td>
<td>VicRoads</td>
</tr>
<tr>
<td>Road direction signs on a municipal road or an off-road public footpath</td>
<td>Council</td>
<td>Council</td>
<td></td>
</tr>
<tr>
<td>Street name blade signs</td>
<td>Council</td>
<td>Council</td>
<td></td>
</tr>
<tr>
<td>Road direction signs on private land, such as Melbourne Airport or Port of Melbourne</td>
<td>Land owner</td>
<td>Land owner</td>
<td>VicRoads</td>
</tr>
<tr>
<td><strong>Cyclist Signs</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>On-road cyclist direction signs on arterial roads</td>
<td>Council</td>
<td>VicRoads</td>
<td></td>
</tr>
<tr>
<td>On-road cyclist direction signs on municipal roads</td>
<td>Council</td>
<td>Council</td>
<td></td>
</tr>
<tr>
<td>Off-road cyclist direction signs</td>
<td>Council</td>
<td>Council</td>
<td></td>
</tr>
<tr>
<td><strong>Pedestrian Signs</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pedestrian direction signs on an arterial road</td>
<td>Council</td>
<td>Council</td>
<td>VicRoads*</td>
</tr>
<tr>
<td>Pedestrian direction signs on a municipal road or an off-road public footpath</td>
<td>Council</td>
<td>Council</td>
<td></td>
</tr>
<tr>
<td>Pedestrian direction signs on state-owned or private land</td>
<td>Council</td>
<td>Land owner, leasee or committee of management</td>
<td></td>
</tr>
<tr>
<td><strong>Public Transport Signs</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public transport signs relating to tram stops</td>
<td>Yarra Trams</td>
<td>Yarra Trams</td>
<td>PTV and Council</td>
</tr>
<tr>
<td>Public transport signs relating to train stations</td>
<td>Metro Trains</td>
<td>Metro Trains</td>
<td>PTV and Council</td>
</tr>
<tr>
<td>Public transport signs at bus stops</td>
<td>PTV</td>
<td>PTV</td>
<td>Council</td>
</tr>
</tbody>
</table>

1. By convention, applications for tourist or services road signs on any type of road are submitted to the municipal council in the first instance. The council then refers the application to VicRoads in relation to any signs on an arterial road or freeway, if relevant.

2. Pedestrian signs on arterial roads should be referred to VicRoads for approval if they are large signs, signs that involve supporting structures or signs that may pose a safety risk to road users. For further guidance, contact VicRoads on 13 11 71 and ask for the road signing officer of the relevant VicRoads Region.

3. Agreement should be obtained from the asset owner if a sign of any type is to be mounted on an asset owned by another party. For example signs attached to electricity poles need to be approved by the Electricity Distribution Business, usually through a ‘facilities access agreement’.
Appendix C – Relevant Legislation and Standards

All types of visitor signs should comply with the relevant legislation and standards.

**Road signs**

Consent and authorisations for road signs must comply with the *Road Management Act 2004* and the *Road Safety (Traffic Management) Regulations 2009*.

The design and placement of road signs must comply with:

- Australian Standards –
  - AS 1742 *Manual of uniform traffic control devices*
  - AS 1743 *Road signs-Specifications*
  - AS 1744 *Forms of letters and numerals for road signs*

**Public transport signs**

Public transport signs must comply with the Disability Standards for Accessible Public Transport made under subsection 31 (1) of the *Disability Discrimination Act 1992*. These standards require signs in public transport premises and infrastructure to comply with clause 17 of AS 1428 Design for access and mobility, Part 2, Enhanced and additional requirements—Buildings and facilities.

These requirements relate to:

- letter height
- sign illumination
- luminance contrast between the sign legend and the background
- location of signs
- height of the legend above the ground.

**Pedestrian signs**

Although not mandatory, the design of all types of pedestrian direction signs should also comply with the above requirements to ensure the signs are as accessible as practical for people with a visual or mobility disability.
Appendix D – Bibliography

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Australian Standard AS 1428, Design for access and mobility
  • Part 1: General requirements for access – New building work, 2009
  • Part 2: Enhanced and additional requirements – Buildings and facilities, 1992
  • Part 4.2 Wayfinding (Draft)

Australian Standard AS 1742, Manual of uniform traffic control devices
  • Part 5: Street name and community facility name signs, 1997
  • Part 6: Tourist and services signs, 2014
  • Part 9: Bicycle facilities, 2000
  • Part 15: Direction signs, 2007

Australian Standard AS 1743, Road signs-Specifications, 2001

Australian Standard AS 1744, Forms of letters and numerals for road signs, 2015


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- Part 2.12 Tourist and Services Signs
- Part 2.13 Wine Tourism Guidelines
- Part 2.14 Community Information Signs
Appendix E – Advertising Signs

Advertising signs are those that advertise products, goods or services, promote an event or publicise a policy. They range from large billboards to small ‘A-frame’ signs on footpaths.

The operators of attractions or venues may wish to achieve greater prominence through wayfinding signs – by having more of them, or making them more conspicuous, or by adding advertising or promotional messages. This is not the purpose of wayfinding signs. Operators may apply for separate advertising signs in the same way as any other commercial product.

Advertising signs are subject to the Victorian Planning Provisions and generally require a planning permit from the relevant planning authority (usually the municipal council). Applications for a planning permit are submitted to the Statutory Planning Department (or equivalent) in the relevant municipal council.

In addition, advertising signs on the road reserve must have the written consent of the relevant coordinating road authority under Section 66 of the Road Management Act 2004. The coordinating road authority is VicRoads in relation to freeways and arterial roads, and it is the municipal council in relation to municipal roads. CityLink and EastLink are the coordinating road authority for their respective toll roads. For private roads, the road authority is the landowner.

As the approval process for advertising signs is very different to the authorisation process for wayfinding signs, it is important to maintain a clear distinction between these types of signs.
Appendix F – Examples of Integrated Wayfinding

Three examples follow to show how various signs involving different authorities can assist visitors undertaking journeys around Melbourne.

These examples demonstrate the principle of the progressive revelation of information as visitors need it.

These examples also show the importance of coordination between the many private and public parties responsible for signage, so that the journey is made easy – with seemingly seamless information – at key points along the journey.

Example Journey 1

A journey from Melbourne Airport using Skybus to Southern Cross Station, walking to a city hotel, then taking public transport to an attraction in Southbank. The wayfinding system assists the visitor to find their way by the following means:

- The visitor has booked accommodation online and knows that the hotel is in the central city area. The visitor arrives at the airport expecting to find some form of public transport from the airport to the city.
- Information within Melbourne Airport assists the visitor to choose to travel by Skybus to get directly to Southern Cross Station.
- Arriving at Southern Cross Station by bus, information signs within the station direct the visitor to information hubs and exits. (Responsible authority: PTV.)
- Map-based pedestrian wayfinding signs outside Southern Cross Station help the visitor find the way to the street in which their hotel is located. The visitor may remember the number of blocks, street names or relevant landmarks to assist this part of the journey. (Responsibility: CoM.)
- Street name blade signs at the corner of each intersection assist with orientation and finding the appropriate street. (Responsible authority: CoM.)
- Departing the hotel, the visitor is looking for an attraction in Southbank. A brochure provided by the attraction owner shows the tram routes that lead to the stop adjacent to the attraction. (Responsibility: attraction owner.)
- Customer information, signs and maps at the origin tram stop assist the choice of tram route and direction. (Responsible authority: PTV.)
- At the destination tram stop, the name of the attraction is prominently displayed. Direction signs on the tram stop point the way to the attraction. (Responsible authority: PTV.)
- Signing on the attraction building welcomes the visitor and provides a sense of arrival at the destination. (Responsibility: attraction owner.)

The operator of the attraction may wish to advertise to visitors. Most of the advertising media are within the control of the operator. More specific promotional opportunities could be employed to complement the journey from the airport to the city, such as:

- Promotional material or advertising within Melbourne Airport. (Responsible authority: Melbourne Airport.)
Example Journey 2
A journey driving from Melbourne Airport to an attraction in Docklands. The wayfinding system assists the visitor to find their way by the following means:

- The visitor collects a hire car at the airport. In planning the trip, the visitor knows that the attraction is in a place called ‘Docklands’ which is adjacent to the city centre.
- Direction signs at Melbourne Airport show the way to ‘City’. (Responsible authority: Melbourne Airport.)
- Along the Tullamarine Freeway there are pictorial signs welcoming the visitor to Melbourne and Victoria. (Responsible authority: Tourism Events & Visitor Economy Branch.)
- At each interchange, signs reassure the visitor that ‘City’ is straight ahead. This takes the visitor along Tullamarine Freeway and CityLink, although the visitor does not need to know the road names. The route number is 43 (in future, M2). There are a few reassurance signs between interchanges which also confirm the route and distance to the city. (Responsible authorities: VicRoads and CityLink.)
- Direction signs from CityLink to the Footscray Road exit show the way to ‘Docklands’. (Responsible authority: CityLink.)
- Along Footscray Road, brown tourist signs have the name of the attraction and show where to turn from Footscray Road into a municipal road. (Responsible authority: VicRoads.)
- Along the municipal roads, brown tourist signs show the same attraction name and indicate any turns on the municipal road network and then the turn into the car park which is associated with the attraction. (Responsible authority: CoM.)
- Once parked, the path to the attraction may be obvious, but if not, pedestrian signs would show the way from the car park to the attraction entrance. (Responsibility if on private land: attraction owner; responsibility if on public land: CoM at the attraction owner’s cost.)
- Signing at the entrance welcomes the visitor and provides a sense of arrival at the destination. (Responsibility: attraction owner.)

Example Journey 3
A journey by tram from Station Pier to an attraction in Carlton. The wayfinding system assists the visitor to find their way by the following means:

- The visitor arrives by ferry or cruise ship at Station Pier and, after looking at promotional material, decides to experience an attraction in Carlton. A tourist information brochure gives a sketch map of the location. (Responsibility: attraction owner.)
Information signs within Station Pier direct the visitor to the nearest tram stop at the end of the pier. (Responsible authority: Port of Melbourne, Station Pier.)

Customer information, signs and maps at the tram stop indicate that tram route 109 goes through the city towards Carlton. (Responsible authority: PTV.)

From the maps, the visitor decides to alight at St Vincent’s Plaza and walk to Carlton. The tram stop at St Vincent’s Plaza has the name clearly displayed. (Responsible authority: PTV.)

At St Vincent’s Plaza, signs on the platform and street name blades assist the visitor with orientation. (Responsible authorities: PTV and CoM.)

Pedestrian hubs and plinth signs along the footpaths show the way to the attraction in Carlton. (Responsible authority: CoM.)

Signing on the attraction building welcomes the visitor and provides a sense of arrival at the destination. (Responsibility: attraction owner.)