

## Inner Melbourne Action Plan

### Briefing paper

#### Strategy 11 – Promote the Inner Melbourne Region as a tourism destination: Melbourne Visitor Signs Project

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#### Purpose

1. To request that the IMAP Implementation Committee approve IMAP involvement in the development of a Visitor Signage and Wayfinding strategy that includes Melbourne Tourism Partnership (MTP) members, Public Transport Victoria and VicRoads.

#### Background

2. In 2010 Melbourne Tourism Partnership (Tourism Victoria, Victorian Major Events, Destination Melbourne, Melbourne Convention and Visitors Bureau, City of Melbourne) commissioned a major project to explore ways to assist visitors to orientate themselves and navigate the city.
3. Key principles behind this collaborative project were:
  - that visitor navigation would be improved if major signage systems (roads, public transport, pedestrian, street directional and tourism);
  - carried consistent information;
  - that Melbourne needs fewer, not more signs; and
  - that digital wayfinding technology be explored.

Wherever possible, signage infrastructure could be shared and integrated information featured.

- 4. Any agreed changes to signage would be gradually rolled-out and funded as part of the participating agencies' / councils' annual maintenance and replacement programs.
- 5. One key outcome of the project was establishment of a Melbourne Visitor Signage Coordinating Committee to oversee development of shared signage principles to be adopted by participating agencies / councils;
  - to work collaboratively on rationalising and standardising signage where possible; and
  - to explore new wayfinding opportunities.

This committee includes representatives from City of Melbourne, Tourism Victoria, VicRoads, Public Transport Victoria and IMAP (Tom Haysom, Stonnington Council and Elissa McElroy, IMAP Executive Officer).

- 6. At the inaugural committee meeting (12 November 2012) it was agreed to develop an over-arching Signage and Wayfinding Strategy, including a high-level Signage Style Manual.

#### Discussion

7. IMAP Councils are currently engaged in the Melbourne Tourism Partnership visitor signage and wayfinding project. Tom Haysom, Stonnington Council and Elissa McElroy, IMAP Executive Officer are IMAP's representatives on the committee. In mid-2012, the IMAP Implementation Committee approved the engagement of consultant David Nash to work with IMAP Councils to review their signage manuals in light the draft shared principles.
8. The City of Melbourne has already identified the need to develop a city-wide Signage and Wayfinding Strategy and associated Style Manual. This work will be undertaken in 2013-14.
9. An estimated contribution of up to \$20,000 by each IMAP council during 2013-14 would fund the investigation and development work needed to establish shared principles, practical guidelines and, where necessary, coordinated updates of the signage manuals of the five IMAP councils.

#### Recommendation

10. That the IMAP Implementation Committee provides conditional **approval** for the IMAP Councils to be part of the development of a Signage and Wayfinding Strategy for the Inner Melbourne Region including the adoption of shared principles, guidelines and, if relevant, updates of each council's Style Manual.
11. That the IMAP Councils budget a provisional sum (estimated at \$20K each) for the development of a consistent Inner Melbourne Signage Strategy and Style Manual which will enable alignment with the City of Melbourne's signage project.

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