

Inner Melbourne Action Plan

Progress Report

Strategy 11. Promote the inner Melbourne region as a tourism destination: Action 2.4 Coordinated pedestrian and public transport signage system:

- Melbourne Visitor Signage Project

Purpose

1. To update the IMAP Implementation Committee on progress of the Melbourne visitor signage project.

Project background

2. In late 2012, IMAP councils agreed to join the Melbourne visitor signage project: a collaboration by roads, public transport, tourism and municipal authorities to assist visitor orientation and exploration.
3. The project is an initiative of the CEOs of the Melbourne Tourism Partnership (MTP). Deliverables will include: developing basic principles of wayfinding signage, business rules for all stakeholders and identifying opportunities for collaboration.
4. The strategy is to build 'common threads' between key signage systems: to build an integrated system that features a single 'voice', consistent messages and shared infrastructure wherever possible.
5. A visitor signage coordinating committee was established in 2012 under the auspices of the MTP. The committee comprises representatives of VicRoads, Public Transport Victoria, Tourism Vic and IMAP.
6. At their first meeting in November 2012, the committee agreed that the priority is to develop a master style guide for councils and agencies participating in the signage project. The guide will outline shared signing principles and guidelines; symbols and terminology; and supporting design standards.
7. In December 2012, the IMAP Implementation Committee approved \$100,000 for IMAP's participation in the project; in particular, towards costs of developing a wayfinding strategy and a master style guide.
8. In May 2013, the implementation committee approved release of \$40,000 for IMAP's contribution to the master style guide. In their submission, the City of Melbourne, as project manager, undertook to submit consultancy and design costs to the Implementation Committee's August 2013 meeting.

Project update

9. Good progress is being made by the coordinating committee. A brief for design and consultancy work, however, is likely to be in place by end of 2013, not August 2013 as earlier anticipated.
10. In May, the coordinating committee agreed on the scope and structure of the master style guide. At its 28 August meeting, the coordinating committee will consider the guide's proposed contents.
11. David Nash (consultant) has completed working with the five councils to draft wayfinding signage guidelines. He also proposed priorities for signing and lists of redundant signs. (See attached).
12. As preparation for 28 August meeting, IMAP councils met to discuss draft signing principles and guidelines – key elements of the master style guide. A high level of agreement was recorded between the five councils. The draft guidelines will now be collated and submitted to the IMAP Implementation committee. They will also be considered by the coordinating committee with a view to all eight authorities adopting them.

Recommendation

13. That the IMAP Implementation Committee note the recent progress by the Melbourne visitor signage project.



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INNER MELBOURNE VISITOR SIGNAGE PROJECT

PROGRESS REPORT

14 August 2013

Background

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

This phase of the visitor signing project aimed to achieve:

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

Outputs

The project has produced the following outputs:

1. A set of **Visitor Signing Guidelines** for each Council.

The guidelines have been completed. They build on the guidelines developed for the City of Melbourne last year. They form the backbone of a common approach to signing to assist visitors finding their way.

It is now suggested that these be combined into one document to be shared by all IMAP Councils. There is consensus on almost all of the substantive content. The main differences relate to pictures, examples and names of Council departments. Some minor differences in wording can easily be resolved.

2. A **list of destinations** for each Council.

These lists will help Councils set priorities for signing various destinations and will serve as a record of the name that should be used for signing to each destination to ensure consistency.

3. A **Sign Clutter** report for each Council

These reports cover only a small geographic area within each municipality. They highlight the potential to reduce sign clutter by removing redundant signs or replacing them with

simpler versions. Some of the identified items can be removed immediately and some will require stakeholder consultation or referral to VicRoads.

It is now up to each Council to take action on their respective report.

4. Communication of findings in relation to **arrows and symbols**

There is potential to harmonise the design and use of arrows and symbols on wayfinding signs. This also includes Local Law messages which, although not related to wayfinding, are often placed on wayfinding signs, particularly in parks and gardens. While some principles have been established, more work should be undertaken in this area as part of the Master Style Guide project.

5. Knowledge sharing

Through a series of meetings over the last nine months, there has been a substantial sharing of ideas and experiences which has led to greater understanding of the issues and fundamental principles of good wayfinding signage practice.

Conclusion

The tasks in this phase of the project are now complete. The next steps are:

- Undertake further work to combine the 5 Council Visitor Signing Guidelines into one IMAP document.
- Councils to take action on their Sign Clutter reports.
- Extend the work on arrows and symbols as part of the development of a Master Style Guide.

David Nash

Director, Traffinity