

Inner Melbourne Action Plan

Briefing 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 the work of the Melbourne Visitor Signage Coordinating Committee, and to propose a contribution of \$40,000 to this work from the \$100,000 approved by the IMAP Implementation Committee for the visitor signage project in December 2012.

Background

2. In December 2012, the IMAP Implementation Committee gave conditional approval for the IMAP councils to participate in development of a signage and wayfinding strategy for the inner Melbourne region. The strategy includes adoption of shared signing principles, guidelines and, if relevant, updates of each council's style manual.
3. The Committee also approved IMAP councils budgeting a provisional sum (estimated at \$20,000 each) for the development of a consistent Inner Melbourne signage strategy and style guide which will enable alignment with the City of Melbourne's visitor signage project.

Discussion

4. Signage and wayfinding are key to visitor satisfaction and to ensuring the visitor economy benefits Melbourne's businesses and community.
5. Visitors to Melbourne rely on a number of different signage systems to explore the destination, in particular roads, public transport, pedestrian, street directional and tourism signs. Each of these systems has its own look and feel, its own symbols and language, and its own infrastructure in the city's streets.
6. A collaborative project has been established to make it easier for visitors to get their bearings on arrival in Melbourne, and to explore the city's precincts, attractions and major developments during their stay. The first stage of this work will cover the IMAP councils.
7. A coordinating committee has been established comprising representatives of IMAP, VicRoads, Public Transport Victoria and Tourism Victoria.
8. At their first meeting in November 2012, the committee agreed that the key priority is to develop a master style guide for councils and agencies participating in the Melbourne visitor signage project.
9. The attached proposal outlines the scope of and approach to developing the visitor signage master style guide.

Recommendation

10. That the IMAP Implementation Committee approve the proposal and confirm the budget of \$40,000 from the \$100,000 allocated to the visitor signage project for work on the master style guide in the 2013/14 financial year. This approval would be subject to detailed consultancy and design costs being submitted to the Implementation Committee in August 2013.

Inner Melbourne Action Plan

Project Brief

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

1. Project

To develop a master style guide for councils and agencies participating in the Melbourne visitor signage project.

2. Project background

Improved visitor signage has been identified as a priority by the CEOs of the Melbourne Tourism Partnership (the City of Melbourne, Tourism Victoria, Melbourne Conventions Bureau, Destination Melbourne, Victorian Major Events Company and Public Transport Victoria).

Signage and wayfinding are key to visitor satisfaction and to ensuring the visitor economy benefits Melbourne's businesses and community. In this context, the CEOs aim to make it easy for visitors to get their bearings on arrival in Melbourne, and to explore the city's precincts, attractions and major developments during their stay.

Visitors rely on a number of different signage systems to navigate Melbourne, in particular roads, public transport, pedestrian, street directional and tourism signs. Each of these systems has its own look and feel, each has its own symbols and language, and each has its own infrastructure in the city's streets.

The strategy for improving visitor signage is to build 'common threads' between the different systems: to build an integrated system that features a single 'voice' and consistent messages. The strategy also aims to share infrastructure wherever possible; that is, to have fewer, better, signs in the public domain.

The roll out of the program is anticipated to take a number of years and will largely be funded by agencies' and councils' annual replacement and maintenance budgets.

In establishing the visitor signage project, the CEOs directed that the work produce:

- basic principles of wayfinding signage
- business rules for all stakeholders
- immediate opportunities for collaboration

It was agreed that the first stage of the integrated signage work would cover the IMAP councils; Melbourne's most visited region. It is hoped that this approach to wayfinding signage will eventually extend across greater Melbourne.

A coordinating committee has been established comprising representatives of IMAP, VicRoads, Public Transport Victoria and Tourism Victoria. The committee has been established as a sub-committee of the Melbourne Tourism Partnership (MTP). The committee's work is being project managed by the City of Melbourne.

At their first meeting in November 2012, the committee agreed that the key priority is to develop a master style guide for councils and agencies participating in the Melbourne visitor signage project.

3. The project – a master style guide

The Melbourne visitor signage master style guide will be developed as a collaborative process by a consultant and a designer working with committee members.

The guide will articulate agreed signing principles and policies to be followed by participating councils and agencies, as well as agreed symbols and terminology, and supporting design standards and guidelines.

The guide will draw on good practice examples, eg *Legible London* and New York's recently launched system, as well as draw on available signage and wayfinding research.

In particular, the master style guide will outline:

Vision

- The shared vision for visitor signage and wayfinding in Melbourne.

Context

- The current situation and evidence of needed improvements.

Scope

- Sign types, geography, audience, transport modes.

Objectives

- What success will look like.

Principles and policies

- Principles governing the shared approach to signage eg 'progressive disclosure'
- Policies and guidelines eg use of commercial names

The strategy

- Integrated / shared infrastructure and information architecture
- Visual Identity eg colour palette, iconography, language, tone, typography, visual application

Governance

- The visitor signage coordinating committee's terms of reference and authority
- Ownership / custodianship of the master style guide

Pilots

- Examples of how the shared approach would work eg Melbourne Airport to Melbourne Museum (car + SkyBus + p/t) / Melbourne Airport to St Kilda via Southern Cross Station (car + SkyBus + p/t)

Excluded

This project *is not* an exercise in:

- Designing a new, separate signage system for visitors
- Re-branding participating councils' and agencies' existing signage systems
- Re-designing bus / tram / train / road symbols

Work has begun on the master style guide covering public transport, road and wayfinding signage within the City of Melbourne municipality. The proposal is that this work now be extended to cover signage within the Cities of Maribyrnong, Port Phillip, Stonnington and Yarra, as well as the City of Melbourne.

4. Budget

In December 2012, the IMAP Implementation Committee approved a budget of \$100,000 (\$20,000 from each council) for IMAP's participation in the signage project. The approval was conditional on further information being submitted to the IMAP Implementation Committee.

This proposal recommends that \$40,000 of the \$100,000 approved for the visitor signage project be released for the master style guide. (Proposals relating to expenditure of the remaining \$60,000 will be submitted to the Committee at a later date).

\$40,000 is estimated to be the cost of extending the work on the master style guide to cover all five inner Melbourne councils. This cost estimate is made up of:

- \$25,000 - consultant costs
- \$15,000 – design work

Quotes would be sought on each of these two elements, and the actual costs referred back to the IMAP Implementation Committee.

5. Project Management

The master style guide project would be managed by the City of Melbourne, in consultation with the visitor signage coordinating committee.

6. Timeframe

The proposed timetable for this work is:

Finalise consultant brief and design brief	July 2013
IMAP Implementation Committee approval	August 2013
Issue requests for quotes	September 2013
Award contracts	October 2013
Project inception meetings	October 2013
Draft style guide due	January 2014
Coordinating Committee Workshop	February 2014
Second draft guide submitted	March 2014
Consultation with member councils	March / April 2014
Final draft – master style guide	June 2014
Report back to IMAP Committee meeting	August 2014