

IMAP Implementation Committee

Progress Report – Melbourne Visitor Signage project

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

PURPOSE

1. To update IMAP Implementation Committee on the work of the Melbourne Visitor Signage Committee.

BACKGROUND

1. In 2012, the CEOs of the Melbourne Tourism Partnership¹ established the Melbourne Visitor Signage Coordinating Committee² to improve wayfinding signage used by visitors in Melbourne.
2. Improved wayfinding signage is expected to enhance the visitor experience as well ensure local businesses, attractions and precincts benefit from the visitor economy.
3. The committee's work has drawn on the design principles and processes developed by Transport for London (TfL) when building the acclaimed *Legible London* pedestrian wayfinding system.

DISCUSSION

4. In April, TfL's Programme Manager Legible London visited Melbourne for a 12-day program of meetings, workshops, presentations and on-site visits. The visit was jointly funded by the IMAP councils, City of Wyndham and PTV. Amongst other things, the Programme Manager reviewed the committee's current work and provided advice on its future direction.
5. Following the TfL visit, the committee has structured its work into two streams:
6. **Collaborative projects**
 - 6.1. *Master Style Guide.* The first draft of the guide will be completed by December 2015. The guide will outline an agreed approach to content: signing principles, eligibility and selection criteria, naming conventions, symbols and arrows, placement and location criteria, and 'gateway' signage.
 - 6.2. *Wayfinding signage redesign.* IMAP councils and City of Wyndham will work together to design pedestrian wayfinding signs that are more visible; cheaper to produce, install and update; perform well environmentally; and carry a two-map system. A consistent design is expected to improve users' journeys and deliver cost savings. PTV will participate in the design and prototyping process.
 - 6.3. *Pilot projects (North Melbourne, central city, Balaclava Station and Station Pier):* an opportunity to link pedestrian and public transport signage systems, to explore shared signage infrastructure, and apply the content proposed in the draft style guide. Wyndham City Council is considering participating in the prototyping process.
 - 6.4. *Evaluation:* the pilot projects are also an opportunity to test the new sign design, content and placement with users: to understand their wayfinding needs and to build a robust evaluation framework.
7. **Strategic approach**
 - 7.1. Using free, open data, the proposal is to build a *basemap of metropolitan Melbourne* for use by councils for wayfinding signage and other purposes. The basemap would comprise agreed layers (including waterways, roads, streets, public transport, places and parks) and have an agreed design (colour palette, symbols, features, etc). Councils would be able to adapt and update the basemap in-house. A single basemap for Melbourne would provide consistency of information for visitors and could

¹ City of Melbourne, Tourism Victoria, Victorian Major Events Company, Melbourne Convention Bureau, Public Transport Victoria and Destination Melbourne.

² The committee comprises representatives of each of the Inner Melbourne councils, City of Wyndham, Public Transport Victoria (PTV), VicRoads and Tourism Victoria.

deliver cost savings. The proposal is to form a sub-committee of GIS staff to work with the committee to create the basemap - its layers, data sources, language, operation and design.

7.2. Commission a *business case* on the benefits of improved wayfinding signage in Melbourne. A workshop run in June by SGS Economics and Planning for the committee identified a number of potential benefits of improved, consistent wayfinding signage in Melbourne. These benefits include easier multi-modal journeys and improved health, economic, environmental, economies of scale and governance. Workshop participants proposed that CEOs of the member authorities meet with the state government to discuss undertaking formal Investment Logic Mapping (ILM) to test the need for further development of wayfinding signage in Melbourne. The ILM would define the presenting problems more precisely and scope solutions that might be worthy of government consideration.

RECOMMENDATION

8. That IMAP Implementation Committee resolves to **note** the report of the Coordinating Committee's work, and endorse the strategic approach being proposed.