

**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 the IMAP Implementation Committee on the Melbourne Visitor Signage Committee's 2015 achievements, and to discuss work planned for 2016.

PROJECT UPDATE

2. In 2015, the Melbourne Visitor Signage Committee achieved the following:
 - 2.1 Participated in workshops with the Programme Manager of Transport for London's *Legible London*.
 - 2.2 Finalised content for the draft Master Style Guide for wayfinding signage.
 - 2.3 Designed a pedestrian wayfinding signage prototype; part of a proposed 'family' of signs. (See prototype attached). The prototype applies what has been learnt from the IMAP signage pilot project (2009), from user testing of wayfinding signage systems by other cities, and from visitor research undertaken in Melbourne.
 - 2.4 Tested the prototype with passers-by at three sites in November 2015: Melbourne CBD, Station Pier and Werribee Train Station. GIS teams at Melbourne, Port Phillip and Wyndham councils produced maps for the prototypes after agreeing to layers, fonts and other details. The results of the prototype testing were positive.
3. Work on the Master Style Guide and the prototype testing was funded by IMAP and Wyndham City. The signage project is managed and resourced by the City of Melbourne. (*Refer to the financial report for this project.*)
4. During 2015, the City of Melbourne also separately commissioned SGS Economics and Planning to scope the requirements for a business case for extending the wayfinding signage system across Metro Melbourne. SGS's work included a summary of benefit-cost ratios achieved following implementation of integrated wayfinding signage systems in London, Birmingham and Toronto.

PROPOSED NEXT STEPS: 2016

5. Master Style Guide: In February - March, Committee members will each present the draft Master Style Guide to their internal colleagues. Final amendments will be made and participating councils and agencies asked to formally adopt the Guide for wayfinding signage across Inner Melbourne and Wyndham.
6. Wayfinding signage infrastructure pilot: In the second half of 2016, City of Melbourne (CoM) will pilot the new 'family' of wayfinding signs in North Melbourne and around Southern Cross Station precinct. This is an opportunity to test the new design and to apply the style guide: the agreed signing principles, eligibility and selection criteria, naming conventions, symbols and arrows, and placement guidelines.
7. CoM's pilot process and decision-making will be documented and shared with Melbourne Visitor Signage Committee members, including:
 - 7.1 Materials, technology and maps.
 - 7.2 Tech drawings, fabrication and installation.
 - 7.3 Deployment of the wayfinding signage 'family' as a system within the two pilot areas.
 - 7.4 Ease of maintaining and updating.
8. Signs piloted in North Melbourne and the Southern Cross Station precinct will be tested with users.

8.1 Intercept surveys, stakeholder interviews and accompanied journeys will be conducted prior to installation: to establish a baseline against which post-installation results can be compared.

8.2 Amendments will be made to the design and other elements based on user testing results.

9. Evaluation framework: Indicators that enable CoM to measure and monitor the costs, environmental performance and users' responses to the new signage 'family' and maps will be set at the commencement of the pilot.

9.1 Decisions relating to wider deployment of the new signs (or not) will be made in light of the results achieved.

10. Wyndham City will be developing a Strategic Location Scheme i.e. determining sign locations for Werribee City Centre. A business case has been submitted to develop, document, and install signs in the city centre commencing 2016-17. The agreed signage 'family' would be applied and user testing conducted.

11. Wayfinding signage basemap: Investigation of anticipated benefits, costs, operational, governance and IP requirements of creating a Melbourne basemap is also proposed during 2016.

11.1 A preliminary discussion has been held with VicMaps staff regarding a possible collaboration.

11.2 The signage project team leader, Helen Hardwick, has done some investigation of how *Legible London's* mapping system is managed.

12. IMAP councils might choose to defer decisions relating to implementing the new signs – whether incrementally or as a system in priority areas – pending the results of CoM's pilot.

REPORTING

13. The Project Team Leader updated the IMAP Executive Forum at their meeting on 28 January 2016 to gain clarification on the strategic direction of the project.

The IMAP Executive Forum resolved to:

- 13.1 **note** progress on finalising the Melbourne Visitor Signage Master Style Guide;
- 13.2 **support** work on piloting the new wayfinding sign designs within the City of Melbourne, and testing/validating the signs within other IMAP Councils;
- 13.3 **support** the broader application of standardised wayfinding signage infrastructure installation across metro Melbourne by:
- (i) supporting preparation of a report identifying the implications and costs of establishing and maintaining a wayfinding map base in collaboration with VicMaps. (Timing of investigation and report tbc); and
 - (ii) investigating State Government support to roll out or advocate for standardised wayfinding signage across the metro area (bearing in mind the Destination Management Plan being undertaken through Destination Melbourne Ltd. will identify key visitor attractions requiring improved promotion to achieve best economic value).
- 13.4 **thank** the Steering Committee for their work to date.

RECOMMENDATION

14. That the IMAP Implementation Committee resolve to note the current work being undertaken on the wayfinding signage project and the Draft Melbourne Visitor Master Style Guide.

Wayfinding Visitor Signs Project

Wayfinding Visitor Signs Project (as at 21 January 2016)

INCOME

Stage 1 - review current policies/identify attractions/decluttering

IMAP Councils (4) budget approved Aug 2012	16,000.00
Maribyrnong Council contribution approved Aug 2012	4,000.00

Stage 2 - develop Master Style Guide

IMAP Council budget approved Dec 2012	100,000.00
Wyndham City contribution (2014-15)	20,000.00

Total Income **\$ 140,000.00**

EXPENDITURE

2012-13

Melbourne Visitor Signs Project - sign review - Traffinity	10,000.00
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Total **\$ 10,000.00**

2013-14

Melbourne Visitor Signs Project - sign review - Traffinity final	10,000.00
IMAP Signs - Master Style Guide consultant - 1st payment	9,280.00
IMAPSigns - Master Style Guide edit - 2nd payment	9,280.00

Total **\$ 28,560.00**

2014-15

Melbourne Visitor signs project - Traffinity #1 of 2	12,000.00
Melbourne Visitor signs project - Traffinity #2 of 2	12,000.00
IMAP/Wyndham contribution to TfL visit	4,000.00
Melbourne Visitor signs project - Traffinity #1 of 2	8,000.00

Total **\$ 36,000.00**

2015-16

Action 2.2 Wayfinding - Traffinity #2 of 2	8,000.00
Action 2.2 Wayfinding - Prototype testing	23,026.27

Total **\$ 31,026.27**

Total expenditure **\$ 105,586.27**

Balance at 31 Dec 2015 **\$ 34,413.73**

Purchase Orders awaiting invoicing:

Real Business - Editing: \$2,800

Traffinity - Final sections: \$6,000