

IMAP Action 2.2 THE DEVELOPMENT OF INNER MELBOURNE WAYFINDING SIGNAGE

Stage 1 – Part 1 – Main Report

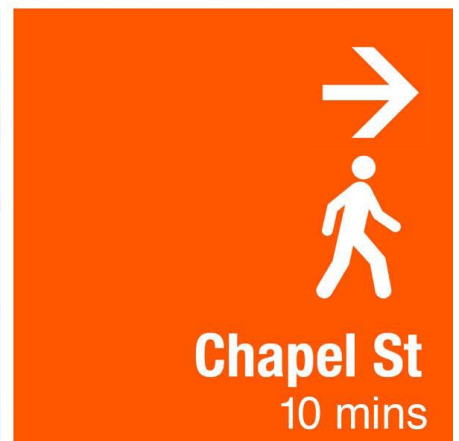
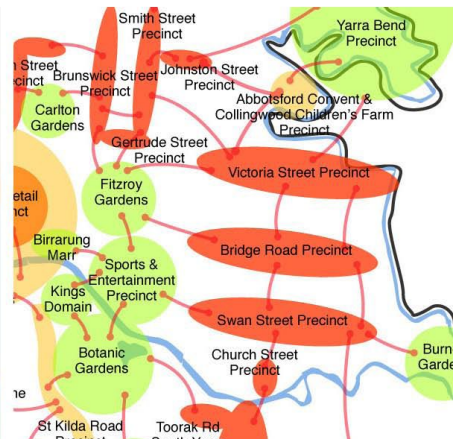
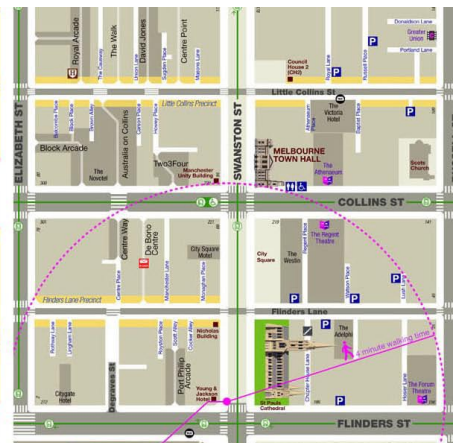
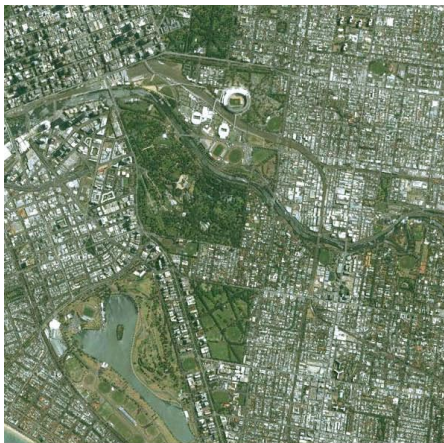
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“Making places more walkable, legible & liveable”



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EXECUTIVE SUMMARY.

Inner Melbourne Action Plan, Action 2.2 seeks to introduce a consistent pedestrian wayfinding signage system across the Inner Melbourne (IMAP) Region to show that the Region and its constituent “precincts” are accessible throughout by walking, cycling and public transport.

The IMAP Region contains up to 35 recognisable precincts. These are linked together by an excellent system of public transport routes (train, tram and bus) which are signed by the Metlink signage system, and illustrated on public transport, TravelSmart and other maps. The region also contains a comprehensive cycling and shared-path network and this too is supported by a comprehensive signage system and illustrated on maps. It is also possible to walk within and between the many Precincts on a series of good quality walking routes.

However, one of the acknowledged weaknesses of the Region is the fragmented and variable signage system for pedestrians and the fact that many inter-precinct walking routes are not signed for pedestrians. The illustration of the availability of these good walking routes is a new and important element in the proposed integrated signage system.

This project is designed to show people that there is a comprehensive and integrated “web” of sustainable transport links throughout the Region and they can easily travel within and between the IMAP Region’s precincts by whichever mode or mix of modes they wish – on foot, by bicycle or by public transport.

The IMAP Action 2.2 Project Management Team commissioned a Stage 1 project for this Action. The aims of the Stage 1 project are to:

1. Identify a hierarchy of signs that provide both regional and local wayfinding information in a consistent format across the Region;
2. Identify the regional and local pedestrian and public transport route system;
3. Identify regional and local signage locations; and
4. Develop a detailed signage plan, based on the research undertaken for 1-3 above, for a “demonstration project” within the Region, showing where each type of sign should be located within the demonstration project area.

The signage required for this project will need to be a “map-based family of signs” focused on illustrating the major origins and destinations within the Precincts and the ways that people can make their journeys between places in sustainable ways within the Region. They include the footpath/shared path system, road crossings, the public transport system (stations and stops), major destinations and a range of amenities. All of these will need to be illustrated on the family of maps to be designed for the Region.

(Stages 2 and 3 of the Action are the implementation of the Demonstration Project signage plan and the roll-out of the signage system across the whole IMAP Region)

The research for the completion of this project was divided into two complementary streams – the WHAT and the WHERE streams.

The WHAT stream examined signage issues – and reviewed good practice in pedestrian wayfinding in urban areas, including the content and information that is required for different sign types, and the nature and extent of existing wayfinding signage in the IMAP Region. The audit of existing signage within the IMAP Region shows that it contains a wide variety of signage, but much of it is of limited value in terms of wayfinding and it is not of good practice standards.

Research into good practice wayfinding signage shows that the optimum signage system is based on a hierarchy of signs, consisting of a “family of signs” containing “heads-up maps” and more traditional directional and route marker signs. Heads-up maps are based on the principle of “where you are is what you see”. A unique sign family has been developed for the IMAP Region based on good practice – a hierarchy of four regional, local and route signs for the Region that will provide the appropriate levels of information in the locations where that information is needed.

The WHERE stream examined location issues. Using all available patronage/boarding data and maps of the public transport, shared path and walking systems, the research showed that the Region can broadly be divided into a hierarchy of four types of locations. These consist of locations such as major public transport stops and other significant decision points within the many IMAP Region precincts and on the regional shared path and walking routes that link them.

The integration of the hierarchy of **four sign types** (developed through the WHAT stream of research) with the hierarchy of **four location types** (developed through the WHERE stream of research) leads to the Signage Plan for a Demonstration Project. Each sign type is allocated to its appropriate location type within the Demonstration Project area and within the precincts covered by the Project. Once a visitor enters a precinct, information about that precinct should be available for the whole precinct.

The implementation of all of the signage needed within the Demonstration Project area and its constituent Precincts is needed to “test” the principles and the practice of the signage system.

The Demonstration Project is focused on Richmond and South Yarra and covers four activity centres precincts, three recreation/park precincts and a number of the walking links that can be used to move between the contiguous precincts. See Diagram 1 p.4

The Signage Plan identifies the appropriate signage (from the signage family) that needs to be installed at every one of the 45 locations/decision points to encourage and enable people to use active transport modes. It specifies the sign type, its content, exact site and orientation at each location.

Research In the UK (See: “Legible London - A Wayfinding Study” - March 2006) showed that between 60-80% of people were likely to make more walk trips when they had access to good quality map-based information, illustrating the safe walking routes, walk-time estimates and the range of destinations that could be easily reached on foot. As a result Transport for London will be rolling out a new wayfinding system covering the “Congestion Charge Zone” (CCZ) in time for the London Olympics – estimated to cost \$100m over 5 years. The London CCZ is approximately half the size (in km²) of the IMAP Region.

Introducing good practice pedestrian and public transport wayfinding in the IMAP Region, which is consistent across municipal boundaries, will make a major contribution to improving sustainable accessibility and active transport choice throughout the inner suburbs of Melbourne.

The information graphic on the following page aims to communicate the vision for the broader project and specifically the demonstration project, which is described in detailed in chapter 4.

DIAGRAM 1. Demonstration Project Vision

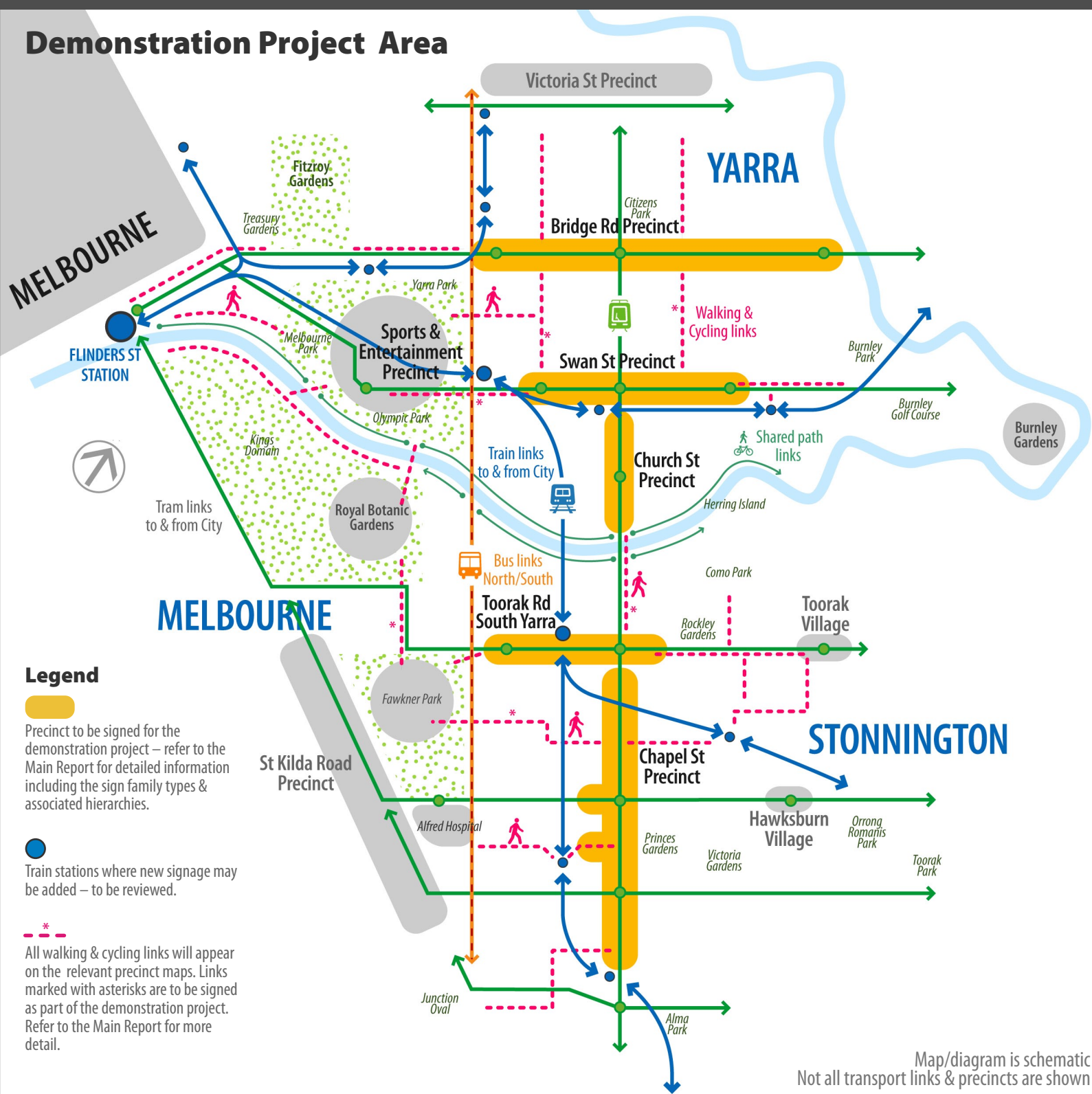


Wayfinding signage for Inner Melbourne

A pedestrian wayfinding project connecting people and places via sustainable transport modes — public transport, walking & cycling



Demonstration Project Area



Prototype System



Precinct Signage

New easy to understand map-based signage:

Precinct Full Area Maps (PFAM) will be installed in each precinct of the demonstration project area providing detailed information for pedestrians. Content will include key destinations, pedestrian infrastructure, public amenities and connectivity by public transport, walking & cycling routes. In-addition a Localised Regional Map (LRM) on the opposite side of the sign will show adjoining precincts with walking/cycling links between precincts.

The precinct signage will be complemented by supplementary information at train stations. Consistent in design, new wall mounted map posters will be installed at selected stations. For arriving travellers, a PFAM will provide local information & orientation. For outward-bound travellers, a Regional Full Area Map (RFAM) will highlight public transport connectivity with IMAP precincts and parks & gardens.



Links Signage

New directional & route marker signs:

Signed pedestrian links are intended to support short walking trips between precincts. The links are through streets audited for good walking amenity and directness. The routes also appear on the precinct maps, raising awareness of closeness of adjoining precincts and the associated walking times.

Content & Signage Examples

The precincts and destinations of the IMAP Region are linked by an integrated web of train, tram and bus routes and stops, complemented by a web of shared paths and walking links. It is possible to 'go anywhere from anywhere' using a variety of sustainable modes throughout the Region. **The vision** is to convey information about the 'web of links' through the development of a user-friendly integrated signage system, enabling people to explore and enjoy the Region by choosing the most appropriate, sustainable, travel options. This requires the use of a map-based family of signs, complemented by directional and other route-marking signs and placing them at the appropriate decision points.



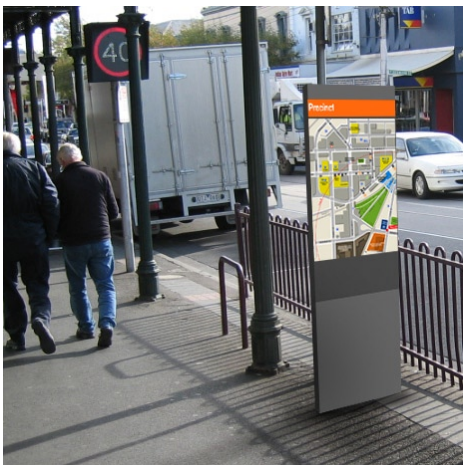
Indicative Precinct Map – showing 'you are here' reference and walking time contour



Indicative Localised Regional Map – showing connectivity options to and from adjoining precincts



Indicative illustration of walking link directional sign



Indicative illustration of a map-based sign

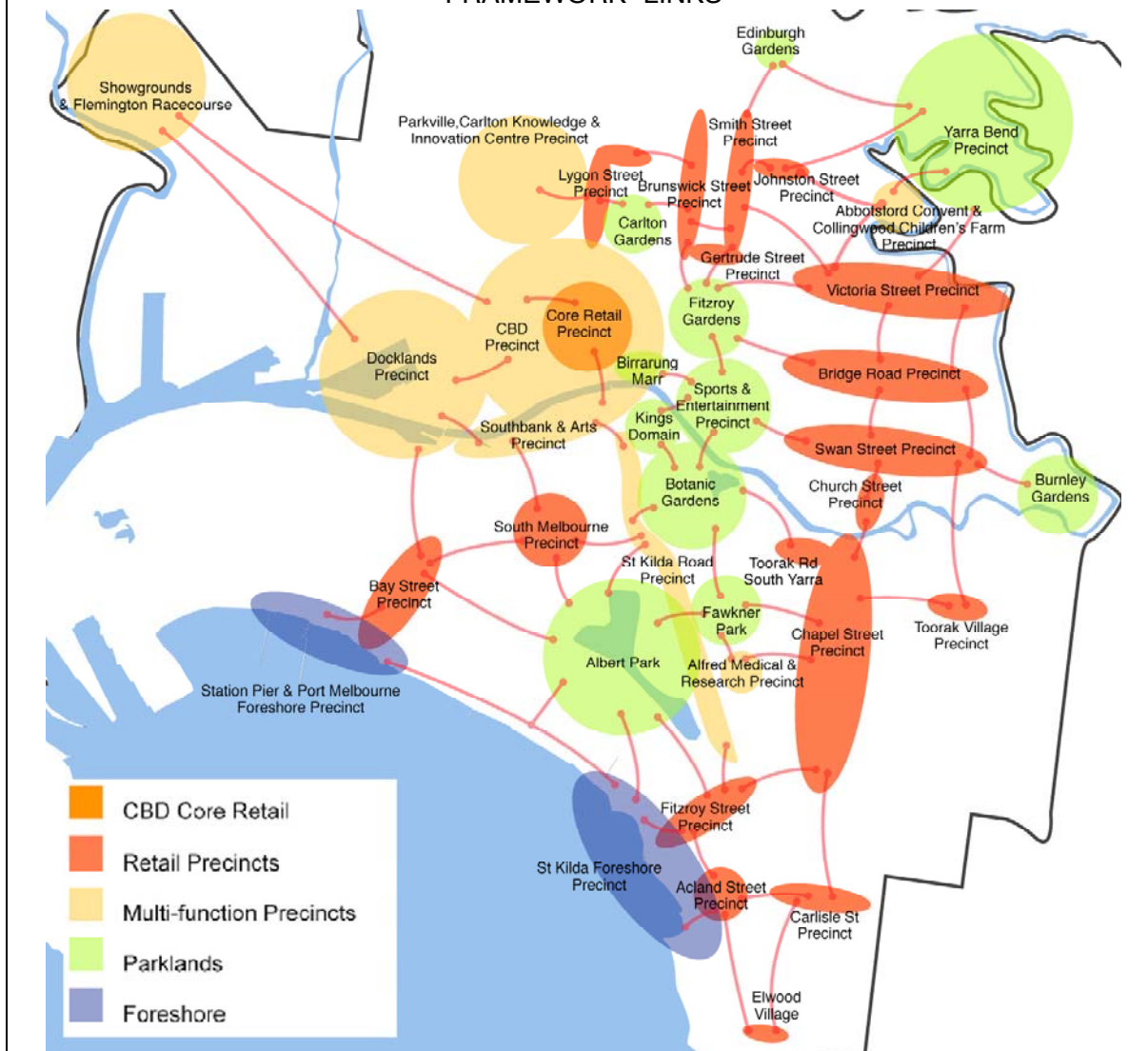
1. INTRODUCTION

The Inner Melbourne Action Plan (IMAP) is a collaborative project between the Cities of Melbourne, Port Phillip, Stonnington (west of Kooyong Road) and Yarra and VicUrban, and was adopted in December 2005. IMAP responds to the directions of Melbourne 2030 – the State Government’s blueprint for managing sustainable growth and change across metropolitan Melbourne.

The IMAP Region is the primary domestic, regional and international tourist destination in Victoria, as well as the home to over 310,000 people, and this will grow as more people move into the area. The Department of Planning and Community Development (formerly DSE) has estimated that the resident population is expected to grow by 100,000 over the period to 2021 (See DPCD website “know your area”)

The Region has a large number of “origins” (public transport step-off points and car parks) and a vast array of destinations (such as sporting, cultural, shopping, community and recreation facilities) of different types within 35 recognisable activity centre and open-space precincts. It is well served by all modes of public transport and generally provides a good quality walking environment.

MAP 1. THE PRECINCTS OF THE IMAP REGION INCLUDING POTENTIAL “WALKING FRAMEWORK” LINKS



MAP 2. MOST OF THE PRECINCTS ARE WITHIN A SHORT WALK OF THEIR NEIGHBOURS

The map displays the following precincts and their approximate locations:

- Edinburgh Gardens
- Smith Street Precinct
- Yarra Bend Precinct
- Parkville, Carlton Knowledge & Innovation Centre Precinct
- Lygon Street Precinct
- Brunswick Street Precinct
- Johnston Street Precinct
- Abbotsford Convent & Collingwood Children's Farm Precinct
- Gertrude Street Precinct
- Victoria Street Precinct
- Bridge Road Precinct
- Swan Street Precinct
- Church Street Precinct
- Toorak Village Precinct
- Carlisle St Precinct
- Elwood Village
- St Kilda Foreshore Precinct
- Acland Street Precinct
- Fitzroy Street Precinct
- Albert Park
- Alfred Medical & Research Precinct
- Fawkner Park
- Toorak Rd South Yarra
- Chapel Street Precinct
- Bay Street Precinct
- South Melbourne Precinct
- Botanic Gardens
- Kings Domain
- Sports & Entertainment Precinct
- Birrarung Marr
- Fitzroy Gardens
- Core Retail Precinct
- CBD Precinct
- Southbank & Arts Precinct
- Docklands Precinct
- Carlton Gardens
- St Kilda Road Precinct
- Station Pier & Port Melbourne Foreshore Precinct
- Showgrounds & Flemington Racecourse

Legend:

- 1km radius 15 min walktime
- 500m radius 8 min walktime

IMAP Action 2.2 seeks to introduce a consistent pedestrian oriented signage system across the Region to effectively link all transport routes so that the Region is recognised as being accessible throughout by walking, cycling and public transport. The public transport system already allows people to access all precincts. Once in a precinct people can be informed of the ease of access, by a variety of modes, to nearby precincts. A new emphasis of the signage system will be on the “walking web” of links that enable people to walk between precincts.

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The vision for the IMAP Region is to create a signage system that will make it legible and thus accessible to visitors and residents, and further stimulate the use of the whole Region by pedestrians and users of other sustainable transport modes.

This **Stage 1 Report** seeks to identify and recommend the locations for a hierarchy of signs (from a consistent and related “family” of signs) that will lead people to and through the network of routes linking origins to destinations within and between the precincts within the IMAP Region.

The Report is structured to result in the production of a **demonstration project** – an example of an “integrated wayfinding signage strategy” that recommends both the types of signs that need to be installed, and the locations where they need to be installed along the demonstration project route.

(Further stages will involve the implementation and assessment of the demonstration project, followed by the roll-out of the approved signage system across the IMAP Region)

The demonstration project was selected in consultation with the Project Committee to provide an example of urban “wayfinding” within a variety of local environments, across a number of precincts and within three of the four participant municipalities. Agreement has also been reached with Metlink to ensure that the new signage system complements the investment already made on signage for public transport in the Region.

The case study demonstration project examines the signage needs within an area that covers the activity centre precincts of Bridge Road, Swan Street, Church Street, and Chapel Street, three recreation precincts (the Sports & Entertainment, Fawkner Park and Botanical Gardens precincts) and the walking and other transport links between them.

This demonstration project provides a comprehensive exposure to the range of issues likely to be encountered elsewhere throughout the IMAP Region – including signage within busy Activity Centres/precincts and at public transport nodes, along the regional walking/cycling links between the precincts, and through residential and open-space areas.

An audit of the demonstration area highlighted that there is existing wayfinding signage in some areas, especially in the City of Melbourne, but that most areas are a relatively blank canvas in this respect.

The audit also showed that the promotion of walking within the IMAP Region through improved signage will need to be accompanied by some improvements to walking infrastructure – including attention to the quality of footpaths, pram ramps, road crossings and other issues that provide pedestrians, public transport users and cyclists with a quality environment.

However, before proceeding to detail the signage plan for the demonstration project it is necessary to outline the research and development process conducted to reach that stage.

2. RESEARCH AND DEVELOPMENT PROCESS.

2.1. Identifying WHAT signage needs to be installed within the IMAP Region.

2.1a. Good practice in pedestrian wayfinding within urban areas

Introduction.

Pedestrian wayfinding is about enabling people to navigate (on foot, or using bicycles) through public and private space and maximising their experience by explaining the environment ahead. If the wayfinding system has made the environment “legible” and it has enhanced the visitors’ experience and made their trip safe and easy, then it has been successful.

Many cities and urban areas have become fast-paced, complex & divided. In the past buildings and spaces could be far more easily identified. Today buildings can change names, functions and identities quickly. Cities have sprawled and become a series of specialised areas and precincts each with unique characteristics. Wayfinding signage plays a critical role in tying together an increasing number of specialised places or precincts in a coherent way.

In addition policy makers have recognised the importance of walkability for transport and planning policy. ‘Melbourne 2030’ depends, in part on making Melbourne more walkable. Wayfinding systems will play an important part in the implementation of change which is both needed and wanted.

A recent publication (Legible London - A Wayfinding Study - March 2006) made the following statement:

“It’s clear many journeys are ‘walkable’ – but how many people could be persuaded to walk, merely through better information? A study by Research Business International (2002) found that 66% of travellers said they would consider walking instead, after being shown a walking map. (Among tourists it’s as high as 80%, and even among city wise commuters the figure was 60%.)

These findings are supported by a MORI study for the London Borough of Islington, which reported in 2005 that 49% of respondents had seen and used map-based signs, and of these 83% were satisfied that the signs had helped them find their way. Maps had assisted 66% with their journey, with 47% saying that the maps had ‘encouraged’ them to walk. Only 5% said that they did not find them useful. What this suggests is that an integrated signage and information strategy to support the needs of walkers can be expected to deliver substantial dividends.”

Although this applied to research in London, there is no reason why similar results could not be expected in Melbourne.

Signage strategies

A planned and cohesive “Signage Strategy” for pedestrians usually reduces the number of signs used. This minimises maintenance costs, clutter, obstruction and visual blight. A signage strategy should be based on locating signs at ‘decision points’ on the pedestrian network, specifically at:

- Trip origins, that is, where people join the pedestrian network such as transport interchanges, stops and car parks;
- Pedestrian trip destinations - once the visit has been made to that location, it will become a trip origin either to another destination or back to the original origin (e.g. the public transport stop). Examples include tourist attractions, community facilities, sporting venues and retail areas;
- Locations where there is possible ambiguity in the route, including major junctions and open areas; and,
- Locations along routes where the pedestrian may be uncertain that they have chosen the correct direction and confirmation is required.

A pedestrian encountering one type of sign is likely to seek signs of a similar style at other points on their journey. Consequently, a good practice signage strategy should, if possible, employ a coherent family or similar types of signs, sign-face designs & colours. Mounting heights should be consistent. This approach also assists in minimising installation, maintenance and replacement costs.

The strategy should include signage to all major destinations to which a pedestrian might wish to walk. Once a destination appears on a sign, it must continue to be signed at every subsequent decision point until the destination is reached. Selecting destinations can be contentious, and so a systematic approach is strongly recommended.

Types of signs

A good practice signage system aims to make a complex subject simple for the user. A range of sign types, such as those listed below, can provide the right information at the right place, taking into account the complexity of the environment. Choice of the most appropriate mix of sign types for any given area will depend on the outcomes of a signage strategy.

Information panel signs (These are upright ‘monoliths’)

The Bristol system pioneered the development of panels that contained “Heads-up” maps. Research shows that map-based signage is superior to all other types of wayfinding signage for pedestrians.



The use of Heads-up based maps (where the maps identify the area “in front of” the viewer”) is an intuitive system. “Where you are is what you see” is a key principle of the mapping system and is considered to be a major improvement over the more traditional system of providing “directional arrows” pointing to named locations, on information panels. Heads-up maps are also superior to those maps which always have north at the top, regardless of the location of the map and the viewer.

Bristol Information Panel sign with: city-wide reference map (showing the viewer’s location within the city); the current site name; the detailed heads-up map (showing the area immediately in front of the viewer); &, directional signs.

The City of Bendigo has implemented a signage system based on the Bristol model. In this system there are two types of panel maps. In “prime” locations, such as the exit from the

rail station and the pedestrian mall in the town centre a number of “Full Area Maps” have been installed. These are heads-up style maps but show the full extent of the Bendigo CBD.

The viewer’s location is marked by a ‘You are here’ icon, and what is physically in front of the viewer is always above that icon on the map.

These Full Area Maps (FAMs) are supplemented by a series of smaller Information Panel (IP) maps which only show the area of the CBD immediately in front of each panel, as viewed by pedestrians.



The Bendigo sign family; Full Area Map sign – approx 1 meter wide (left), Information Panel sign (centre) with Directional Sign, and Independent Directional Sign (right)

The Information Panel Maps (IPs) can have Directional Signs attached to them, pointing to important “off-panel” destinations. The IPs are located at important decision points and origins which do not require the larger-scale FAMs.

The Full Area Maps are created first in order to produce the Information Panel Maps. Once produced, the Full Area Maps can be further utilised to produce hand held guide maps of an area.

Directional signs

These are thin, finger post signs bearing the name of the major trip destinations and pointing in the direction in which to walk to reach it.

- Fingers pointing to different destinations can be clustered together on one signpost
- Additional destinations can easily be added
- Provides positive directions
- Intuitive for users
- Can be seen over 360 degrees
- Confirmatory signs can be of identical type.

Directional signs are useful supplements to the Full Area and Information Panel Maps, and are inexpensive and easy to install on a more regular basis.

Trail marker signs

While this system does not provide the comprehensive guidance of a map, it is very easy to use and provides the walker with frequent reassurance that s/he is on the right track.

The advantage of the trail system is that it is relatively cheap, it has a consistent, recognisable 'look', and it is easy to maintain.

Content

The information that is appropriate for each type of sign varies from location to location.

Each sign type needs to be classified according to its function (or multiple functions). There is likely to be a hierarchy of signs from within the total sign family to suit the hierarchy of locations within an area to be signed.

The most important arrival points, for example, require information to aid understanding of the total signage area, as well as dispersal and orientation to the surrounding “precinct” or part of the City and will thus need to contain more “layers of information”

Decision points call for local area knowledge.

En-route signs are required to support wayfinding from that location to the indicated destination. Primary destinations need to be found from all appropriate arrival or entry points.

Pedestrian mapping system content

The following infrastructure, facilities & amenities should be included on pedestrian maps:

<i>Primary information</i>	<i>Description</i>
Pedestrian zones:	Footpaths & kerbs clearly show safe pedestrian access
Streets, lanes, alleys:	Labeled & numbered for easy identification
Pedestrian crossings:	Safe pedestrian crossing locations
Pictorial icons:	Visual representation of major attractions and landmark buildings
Building footprints:	Significant buildings identified for reference
Through routes:	Pedestrian access through retail centres
Public transport:	Tram, tram stops with wheelchair access, train stations, and
taxi	ranks. Major bus interchanges & bus stops
Public facilities:	Toilets, including wheelchair accessible toilets
	Post offices & Information centres
Walking routes:	With walking time from sign location

Conclusions

From the viewpoint of pedestrians – including local residents, visitors or commuters - it is necessary to implement a coherent signage system. This is expected to lead to greater walking activity.

Good practice wayfinding systems represent excellent value in relation to the other categories of improvements that can be undertaken to improve walkability.

The review of London’s wayfinding system concluded with the following comments:

“The case for coherent signs is far stronger than using separate sign systems in each borough. If we devise new strategies borough-by-borough, without achieving a common system, then our customers (Londoners and visitors alike) will derive little benefit. In other words, reducing the 32 signage systems to 10 would be an improvement but would still create confusion and do little to encourage people to walk significantly more.

The end game is to create a unified system that provides pedestrians with a set of measures that helps them to walk with ease and confidence. Providing this kind of support signals that London cares about the people who choose this city as a place to live, work or visit (and is an) important milestone for London’s continued success as a world class place for people and business”.

The same comments apply to the IMAP Region. The IMAP Region and its constituent Councils (and other bodies responsible for signage) need to adopt a “world best practice” pedestrian wayfinding system.

The full version of “Good Practice in Pedestrian Wayfinding within Urban Areas” is included in the “Part 2” Report (Appendix 2.1) See: Part 2 p2.

2.1b. Audit of existing signage in the IMAP Region.

The purpose of the signage audit was to identify the types of signs and quality of the existing pedestrian wayfinding signage *systems or families* within the IMAP Region

The audit of pedestrian wayfinding signs within the IMAP Region identified:

- Approximately ten different types of map-based signs, of a variety of different styles. Some were of the 'heads-up' type but most were not. The content, graphic style and scales varied widely and there was no consistency between the many sign types. Two examples are:

City of Melbourne Secondary Hub



Docklands Visitor Map



- Six different types of directional signs based on panels. Two examples are:

Docklands directional sign



City of Melbourne Parks sign



- Four different types of directional signs on poles or bins.
- Four different types of trail or destination arrival signs
- At least two different styles of hand-held maps

Based on the audit within each Council in the IMAP Region we identified the following;

1. Metlink has a "Signage Manual". All Stations in all Council areas are signed by Metlink. This is a directional pointer system on panels. However, one of the major weaknesses of the Metlink system is that it only signs to other Metlink assets – such as buses and trams, (including information on distance in meters).
2. The Cities of Yarra and Stonnington are in the process of developing their own signage manuals. The draft Yarra manual calls for pedestrian directional signage to be an extension of the Metlink system.
3. The City of Port Phillip has no signage manual. It has adopted a hybrid version of the Bristol wayfinding system in Clarendon Street, South Melbourne, but elsewhere there is limited wayfinding assistance.
4. The City of Melbourne has a signage manual which identifies a "family" of signs. However, the family consists of both map-based and directional pointer panels, as well as directional signs.

Most of the map-based panels (including the "Hubs") are found within the CBD. The CBD also contains trail marking, (the Golden Mile) as well as a mix of directional finger pointer signs.

Outside of the CBD the parks are signed by a mix of directional sign panels, "diagrammatic" map panels, as well as finger-pointer signs. The maps were recently updated with "heads-up" style maps.

The situation in the City of Melbourne is further complicated by the signage systems for Docklands and Federation Square.

The Docklands/Telstra Dome wayfinding signs consist of two different sizes of directional pointer panels, different coloured finger-pointer signs, as well as some 2D non heads-up map signs and Docklands development signs with 3D maps where the development is viewed from somewhere over the Bolte Bridge. Federation Square signage is a mix of panel maps of the Square area, at a very small scale, as well as other wayfinding information.

5. Many areas within the IMAP Region have "TravelSmart" maps available for them. However, the ability of people to access to these maps, or any of the other "walking map" resources produced by individual Councils, is limited. There appears to be no consistency in their distribution and where or how people access them.

Overall there is a wide range of wayfinding styles and types of signs within the IMAP Region. The density of signage declines rapidly from the CBD.

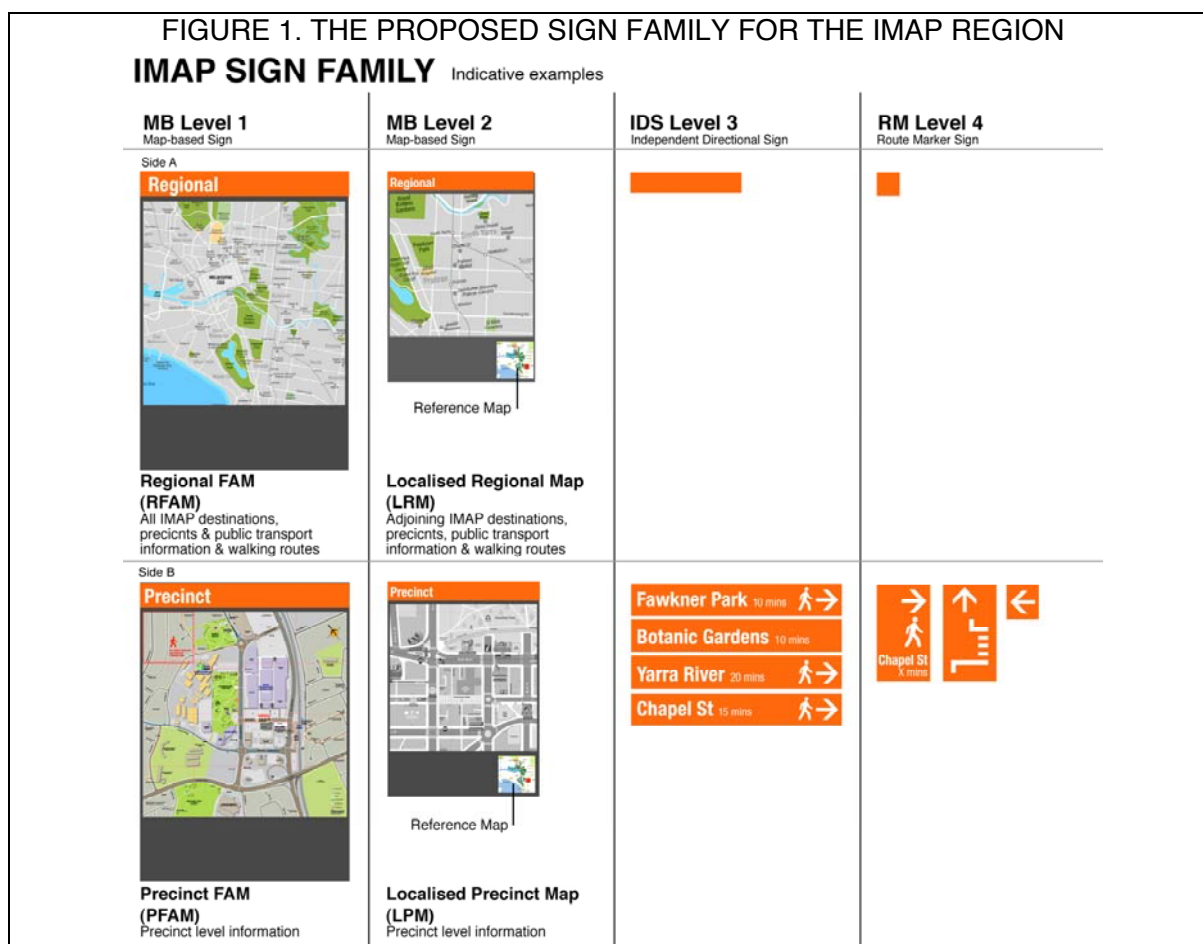
(For the full version of the Audit see Part 2 – Appendices, Appendix 2.2. p. 23)

2.1c. The proposed sign family for the IMAP Region.

The requirements for the signage family for the IMAP Region are that:

1. It should be of “good practice” (as identified in 2.1a above and in Appendix 2.1) and include heads-up, map-based signs.
2. It should be consistent across the Region
3. It should provide guidance on wayfinding at a variety of levels – at the regional, precinct, and local levels, and along individual routes between the precincts.

Given the above requirements, a “family” of four signs has been identified. Sign levels 1 and 2 are heads-up, map-based signs, and levels 3 and 4 are directional and route marker signs. See Fig 1.



The map-based signs consist of:

MB 1a. A Regional Full Area Map.

This is a map of the whole IMAP Region outlining the locations of all the precincts, the public transport system and the walking and shared path framework. Its purpose is to illustrate the proximity of the many precincts in the Region and the ease of travel between them using sustainable and active transport modes.

MB 1b. A Precinct Full Area Map.

This is a map of a complete precinct (the one where the viewer is located) and shows the full range of destinations within the precinct, travel options within the precinct, walk-time estimates and other pedestrian-focused information.

The general guiding principle is that these two maps will usually be on either side of a double sided panel and located at **major entry points** to each precinct.

MB 2a. A “Localised” Regional Map.

This is a map of the “local” precincts – the one that the viewer is in together with the contiguous precincts. Its purpose is to illustrate the proximity of other precincts and to encourage exploration of the broader local area. It will contain the same type of information as the Regional Full Area Map.

MB 2b. A “Localised” Precinct Map.

This is a map of the part of the precinct close to the site of the sign – within 4-8 minutes walk, providing detail of the attractions, destinations, travel options and walk-time estimates.

The general guiding principle is that these two maps will usually be on either side of a double sided panel and located at **secondary entry points** to each precinct

Many of the shopping strip precincts are long and narrow. The form or shape of the precinct map-based signs within linear precincts could be designed to suit this characteristic. The benefit is that the sign shape will allow the map to cover a linear precinct without showing an extended area of lesser interest.

The non map-based signs consist of:

Levels 3 signs – Independent Directional Signs (IDS).

These are pointer signs and will be located at **decision points where directional guidance is needed**. They can be used at the intersections of different routes to indicate the direction and approximate walk times to nearby precincts/destinations.

In order to emphasise the proximity and connectivity of the IMAF Area it is recommended that these signs indicate the walk time from a precinct to both the adjacent precinct and the one beyond that. This is designed to show it is possible to walk to a number of precincts from any one starting point.

Level 4 signs – Route Markers (RM).

These are to be used **on long stretches of routes** as “reminders” that people are on the right path, to advise pedestrians of turns along routes or of minor deviations **to encourage safe pedestrian road crossing**.

This relatively small “family” of signs can cater for all of the needs for signage in the IMAP Region, and that each level of signage can be used at the appropriate type of location.

It has been agreed that all references to public transport services on the new maps will be consistent with existing Metlink icons and colours.

2.2 Identifying WHERE the different elements of the signage family need to be installed

2.2a. Introduction.

Signage needs to be installed at pedestrian, cyclist and public transport user “decision points”. Most of research in this part of the study was directed at identifying the active transport network and the most important decision points on that network.

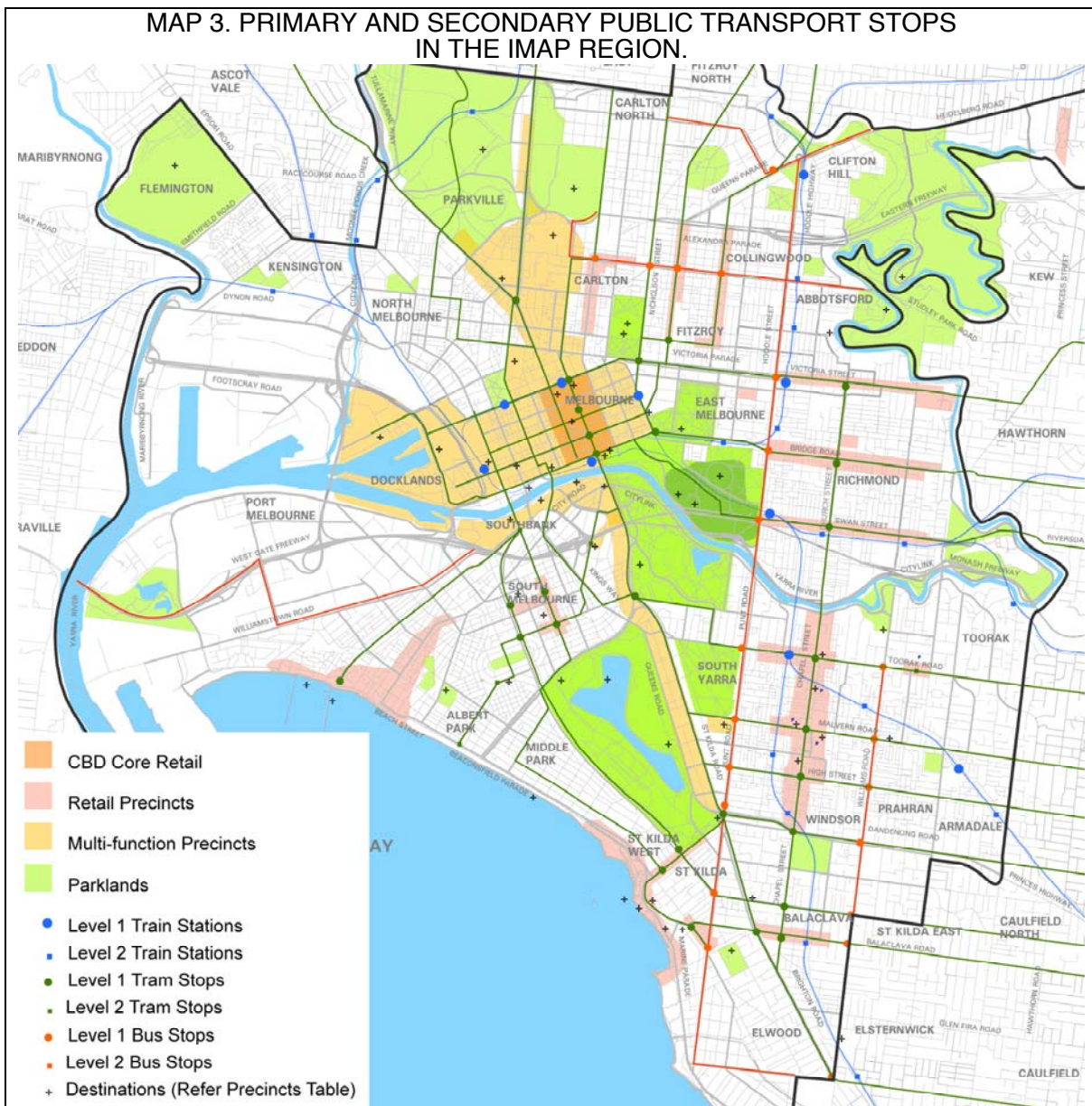
TABLE 1. IMAP REGION VALIDATION DATA AND CONNECTIVITY OF THE PUBLIC TRANSPORT SYSTEM

Aggregate daily entry validations & connectivity at IMAP Region railway stations*

Council	Train Station	Weekly	Yearly	Connectivity
Melbourne	Flinders Street	592,564	30,813,347	■ ▲
Melbourne	Melbourne Central	362,587	18,854,527	■ ▲
Melbourne	Parliament	258,205	13,426,642	■ ▲
Melbourne	Southern Cross	166,627	8,664,623	■ ▲
Melbourne	Flagstaff	147,431	7,666,415	■ ▲
Stonnington	South Yarra	53,395	2,776,538	■ ▲
Yarra	Richmond	52,944	2,753,102	■ ▲
Port Phillip	Balaclava	19,297	1,003,446	■
Yarra	Clifton Hill	18,696	972,184	■ ▲
Stonnington	Windsor	16,775	872,294	■
Melbourne	Newmarket	14,958	777,804	■
Stonnington	Prahran	14,900	774,822	■
Stonnington	Armadale	11,430	594,340	■ ▲
Melbourne	Kensington	10,436	542,691	▲
Yarra	Burnley	9,887	514,110	■
Stonnington	Hawksburn	9,333	485,312	
Stonnington	Toorak	8,604	447,416	■ ▲
Melbourne	North Melbourne	8,311	432,164	▲
Yarra	East Richmond	7,198	374,273	■
Stonnington	Kooyong	6,558	341,007	■
Melbourne	Jolimont	6,411	333,383	■
Yarra	Victoria Park	4,810	250,114	▲
Yarra	Collingwood	4,387	228,135	▲
Yarra	North Richmond	4,127	214,628	■ ▲
Yarra	West Richmond	3,528	183,461	▲

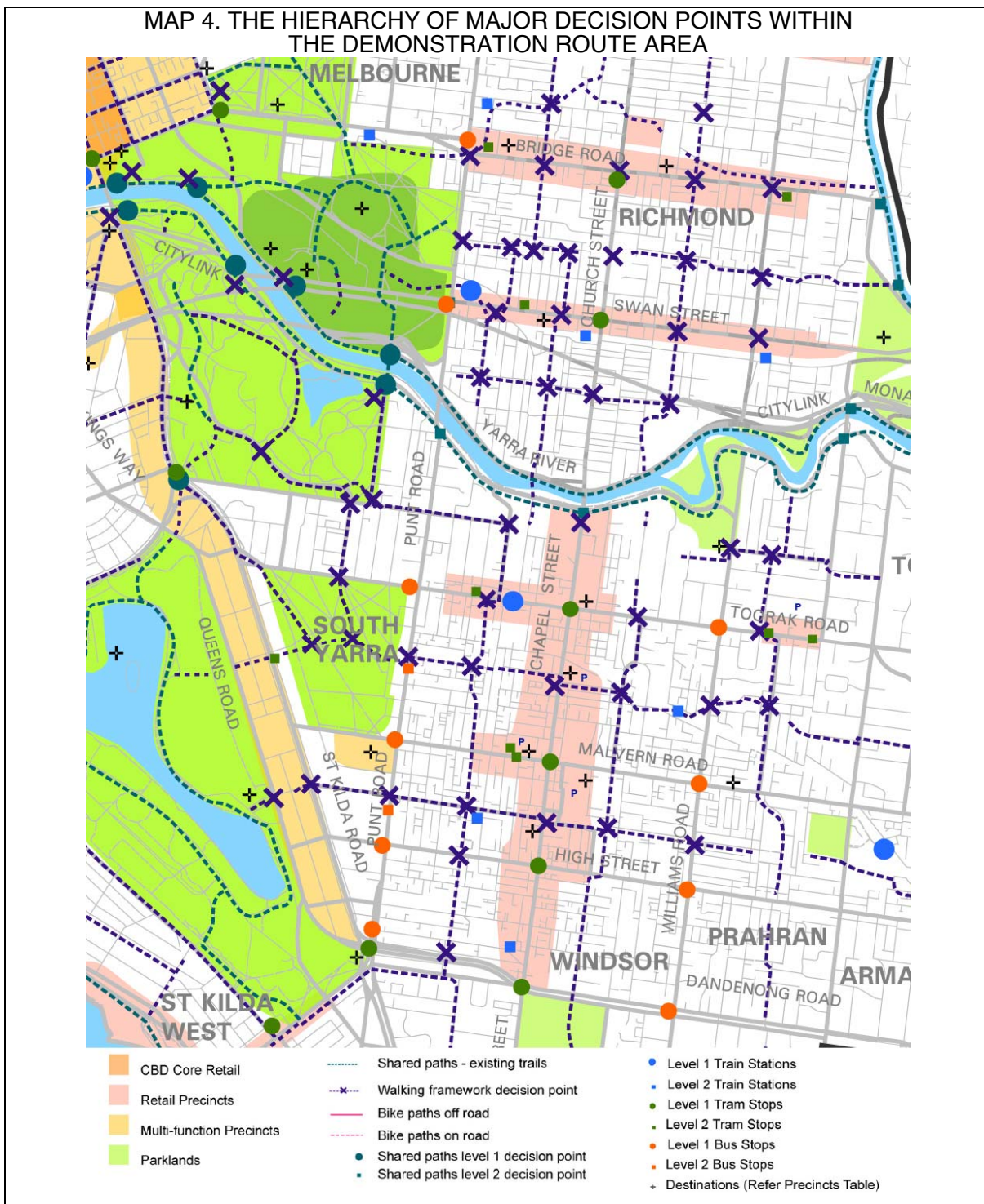
Melbourne	Royal Park	3,267	169,889	■
Stonnington	Heyington	2,929	152,329	
Melbourne	South Kensington	2,263	117,675	
Yarra	Rushall	1,894	98,496	▲
		1,823,753	94,835,169	
*Data supplied by DOI (excludes VLINE data)				
<p>Grey = Trains connecting</p> <p>■ Trams connect with trains ▲ Buses connect with trains With buses & trams</p>				

The validation data and connectivity analysis enabled the identification of the major decision points on the public transport system – the primary and secondary train, tram and bus stops. These are illustrated on Map 3.



Map 4 covers the Demonstration Project area and adds the further levels of detail of the potential “walking framework” and shared path and cycle path routes, and their major intersections. This serves to identify the main decision point locations in the area – Level 1 & 2 Train Stations, Level 1 & 2 tram intersections and stops, Level 1 & 2 Bus Stops, as well as the major decision points along the non-motorised routes. (The “location grading system” is detailed in Part 2, Appendix 2.3. p. 46.)

Signage needs to be focused at these decision points – the beginning, the end, and at places along the route where people need information (such as intersections, deviations or other places where there may be “ambiguity”).



The integration of the analysis of where signs are needed within the IMAP Region, with the proposed best practice signage family is achieved through using simple “guiding

principles” to identify which signs should go where. These guiding principles were identified above (see pp.15-16)

3. THE AUDIT OF THE PROPOSED DEMONSTRATION PROJECT AREA

An audit of the area was undertaken on foot for the full extent of the Demonstration Project area, including all of the precincts within the area and their regional walking/shared path links.

The audit recognised the fact that people may want to travel in any direction along the walk, cycle or public transport routes within the study area, for longer or shorter distances, by a number of modes.

A signage planning schedule was developed to assist in assessing the need for signage at each decision point, and in assigning content and recording site-specific information such as tram stop numbers, the proximity to existing lighting etc. This schedule also includes a photograph of the view from each side of the potential sign location (including any existing signage). The information recorded assists in the signage strategy planning process and provides a valuable implementation and future reference tool.

It is recommended future IMAP signage be planned and recorded in the same or similar format. The schedule essentially provides a database of any existing signs, their content, location and photographic references etc. as well as the required information for sites where new signage is likely to be required.

Audit Outcomes.

The detailed audit of the demonstration project area identified the optimum locations for the different members of the sign family. At the same time it also served to identify the practical difficulties, on the ground, of strictly adhering to the general sign location principles identified in the research process.

The audit of the demonstration project area thus played a valuable role in highlighting the need for flexibility in the implementation process. It is anticipated that further consultation with each council will assist to identify the **precise final location** of each sign.

In principle the sign placement approach aims to **place Level 1 and 2 signs as close as possible to important public transport stops, stations and precinct entry points** in order to inform public transport users who are either embarking or disembarking from trams or trains. Sites with high visibility (open space) are preferable. However the signs themselves should not create barriers or exacerbate congestion or clutter.

Level 3 and 4 signs should be located at all decision points without adding unnecessarily to the amount of street furniture.

In practice it was found that it was difficult to adhere to the basic sign-placement guidelines at all locations, and that flexibility in sign-placement and sign-design will be required.

The audit of this area also shows that ALL other areas will need to be audited in detail to identify the exact sites for all signs, and whether some aspects of sign-design will need to be modified to suit particular sites.

Based on the detailed audit of the demonstration project area a number of generic issues are identified at locations which are likely to be found throughout the IMAP Region. We have identified potential solutions to these issues. They are:

1. Where there is ample existing wayfinding signage, especially in the City of Melbourne, it is generally recommended that new signage structures are not installed. Most of the City of Melbourne signage lacks the regional/precinct component and thus we recommend that new signage to adjacent precincts is added to the existing signs, in the same format as the existing signs.
2. Where Level 1 or 2 signs are needed outside rail stations or at intersections of tram routes, but there is insufficient space for a new sign from the proposed sign family in the optimal location, a number of potential optional solutions can be developed.

Option 1 is to install an Independent Directional Sign at the optimal site, pointing to the appropriate member of the sign family, located on a suitable site, as close as possible to the optimal site.

Option 2 is to modify the size or shape of the appropriate member of the sign family so that it is possible to locate it at the optimal site. In some cases where precincts are “long and thin” (strip shopping centres) the Level 2 Local Regional Maps/Local Precinct Maps (LRM/LPM) signs could be modified to suit the shape of the precinct and be mounted on existing structures, such as street light or tram line poles (with permission of the owners).

Option 3 is to provide additional wayfinding signage within the station confines, subject to Metlink approval and the availability of suitable sites.

3. Where numbers of Level 3 & 4 signs are needed to help people navigate through residential areas and it would be inappropriate to install new poles, we recommend that new signage be installed on existing poles, as far as is practicable.

The audit also highlighted two additional broad issues.

- A. Given the nature of the IMAP Region – with fully developed public transport and footpath networks and a well developed off road walk/cycle/shared path network – people have numerous options for travelling within and between the precincts.

This project is designed to provide a signage system that encourages people to use particular designated routes. It is, therefore, necessary to ensure that the promoted routes are “fit for purpose” and provide a safe and usable walking environment.

During the audit of the demonstration project area there were some places in need of improvement to bring it to an acceptable standard. Examples included uneven footpaths, missing pram ramps and vegetation over footpaths

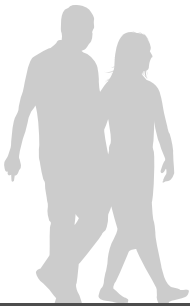
- B. The demonstration project area is one of many that will eventually cover the total IMAP Region and lead to the signage of a “contiguous web” of walk, cycle and public transport routes. Many routes will intersect. This demonstration project audit has identified some of the potential intersections between routes in the southern part of the IMAP Region, and where the IDS (Level 3) signs may need to be supplemented at some stage in the future, when additional routes are signed.

4. THE DEMONSTRATION PROJECT SIGNAGE PLAN

The Signage Plan details which particular types of signs are recommended for installation at every location (decision point) within the Demonstration Project area. We have taken into account the existing signage, any constraints on installing new signage at each location and all other factors that may affect the basic principles of installing a the appropriate sign family member from the hierarchy of signs at the hierarchy of locations. The preliminary walking framework (See: Inner Melbourne Action Plan – Map 3) and the auditing process determined regional link locations.

MAP 5. The Demonstration Project Signage Locations (refer next page).

Sign Family



s35 E4

Existing signs

Precinct Signage



Sign number

Sign type & number

s37 MB16

New map-based signs

Links Signage



s40 IDS8

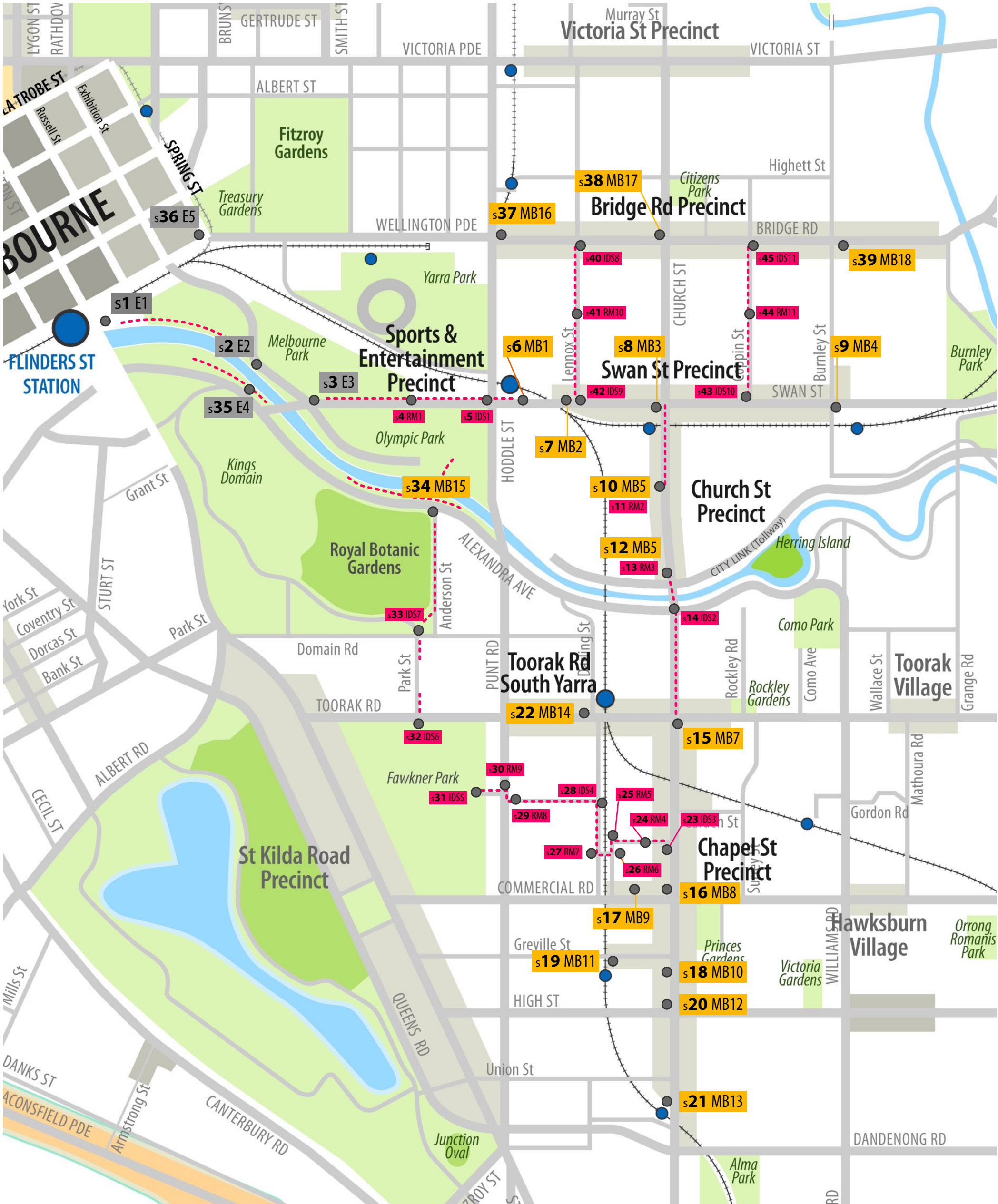
New Independent Directional signs



s40 RM8

New Route Marker signs

Demonstration Project Signage Locations



The IMAP Sign Family Illustration shows the indicative sign/content designs. There are four basic sign types:

1. Level 1 Map-based signs covering the whole IMAP Region (the Regional Full Area Map - RFAM) and the whole Precinct (the Precinct Full Area map - PFAM);
2. Level 2 Map-based signs covering the local Precincts (Local Regional Map - LRM) and the area local to the sign (the Local Precinct Map - LPM);
3. Independent Directional Signs (IDS); and
4. Route Marker Signs (RM).

At each location there is a coding system identifying the site number, the sign type and the sign number.

There are 45 sites recommended for new or modified signage:

- (a) Five sites where existing signs need to be updated – within the City of Melbourne;
- (b) Twelve sites where Level 1 Map-based signs need to be installed;
- (c) One site where a mix of Level 1 and Level 2 Map-based signs needs to be installed;
- (d) Five sites where Level 2 Map-based signs need to be installed;
- (e) Eleven sites where Level 3 Independent Directional Signs need to be installed; and,
- (f) Eleven sites where Level 4 Route Marker signs need to be installed.

Each of these sites is shown on Map 5.

For every site we have provided a “schedule” which shows:

1. The Site reference number;
2. For most sites there is also a photograph of the site with either the existing signage shown, or a photomontage of the recommended new signage;
3. A brief site description;
4. Comments on any existing signage;
5. The type of recommended new signage needed for people travelling in both directions along the demonstration route (we have called these the clockwise and anti-clockwise directions);
6. Comments on the content of each sign in both directions;
7. Comments on the siting of the sign;
8. An assessment of whether additional signage may be needed in the future (e.g. whether this site may need more directional pointers when additional intersecting routes are identified); and.
9. Any general comments about the site, implementation issues, etc.

The 45 Schedules for the recommended sign sites are attached below. They provide sufficient information to enable work to commence on the implementation (Stage 2) of this IMAP Action.


Note all maps and signs illustrated throughout the report are **indicative only** and final colours, fonts, arrows, DDA compliance, finishes etc will be determined during Stage 2 in consultation with the committee. In addition the new signage system must be integrated with the existing public transport and cycling signage throughout the region.


The list of sites, by sign type, are summarised in Table 2.


Table 2 – Summary schedule of Signs – Most signs are double-sided.


Municipality	SITE NO.	EXISTIN G	MBL1 OR MBL2	IDS	RM
Melbourne	1	E1			
Melbourne	2	E2			
Melbourne	3	E3			
Melbourne	4				RM1
Melbourne	5			IDS1	
Yarra	6		MB1		
Yarra	7		MB2		
Yarra	8		MB3		
Yarra	9		MB4		
Yarra	10		MB5		
Yarra	11				RM2
Yarra	12		MB6		
Yarra	13				RM3
Stonnington	14			IDS2	
Stonnington	15		MB7		
Stonnington	16		MB8		
Stonnington	17		MB9		
Stonnington	18		MB10		
Stonnington	19		MB11		
Stonnington	20		MB12		
Stonnington	21		MB13		
Stonnington	22		MB14		
Stonnington	23			IDS3	
Stonnington	24				RM4
Stonnington	25				RM5
Stonnington	26				RM6
Stonnington	27				RM7
Stonnington	28			IDS4	
Stonnington	29				RM8
Melbourne	30				RM9
Melbourne	31			IDS5	
Melbourne	32			IDS6	
Melbourne	33			IDS7	
Melbourne	34		MB15		
Melbourne	35	E4			
Melbourne	36	E5			
Yarra	37		MB16		
Yarra	38		MB17		
Yarra	39		MB18		
Yarra	40			IDS8	
Yarra	41				RM10
Yarra	42			IDS9	
Yarra	43			IDS10	
Yarra	44				RM11
Yarra	45			IDS11	
	Totals	5	18	11	11


4.1 Signage within the area between Federation Square and Swan Street.

Site & Sign Ref No. MELBOURNE	S1 E1 
Site description	On the corner of Swanston St, (outside Federation Square) and at the start of Princes walk along the Yarra River.
Existing signage	The existing signs are CoM Directional–post & Directional–free standing signs. The signage points to the Sports & Entertainment precinct destinations, but no regional signage is present.
New signage	Clockwise: Use existing Anti-clockwise: Use existing
Type of signage	Addition to existing signage in existing format
Content	Clockwise: Directions and walk times to “Sports & Entertainment Precinct X mins” and “Royal Botanic Gardens Y mins” Anti-clockwise: None. Existing signage satisfactory.
Location	See illustration
Potential future signage	Not likely to be needed.
Comments	Final content and signs to be modified should be negotiated with CoM. Practicalities and cost associated with modifying the existing signs can to be identified at the implementation phase.


Site & Sign Ref No. MELBOURNE	S2 E2 
Site description	The signalised pedestrian crossing over Batman Avenue is the preferred crossing point for connecting to Olympic Blvd on foot or bicycle from Birrarung Marr.
Existing signage	The existing sign is a CoM Directional–free standing.
New signage	Clockwise: Use existing Anti-clockwise: Use existing
Type of signage	Addition to existing signage in existing format
Content	Clockwise: Directions and walk times to “Swan Street X mins” and “Chapel Street Y mins” Anti-clockwise: None. Existing content satisfactory.
Location	See illustration
Potential future signage	Not likely to be needed
Comments	

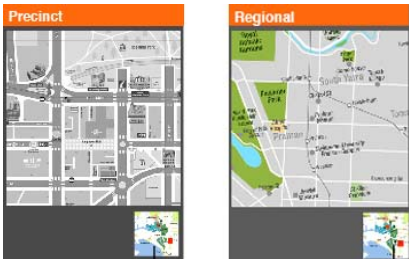
Site & Sign Ref No. MELBOURNE	S3 E3 
Site description	On the pedestrian route into the Sports & Entertainment precinct near the intersection of Batman Ave & Olympic Blvd/Swan St.
Existing signage	CoM Secondary Information Hub sign
New signage	Clockwise: Use existing Anti-clockwise: Use existing
Type of signage	Addition to existing signage in existing format & replacement
Content	Clockwise: The current maps should be modified to include references to the adjacent Swan St & Chapel St precincts together with the associated walking times. Anti-clockwise: Replace Melways map with RFAM
Location	See illustration
Potential future signage	Not likely to be needed
Comments	This sign is easy to update due to the design type. The current content provides good information about the Sports & Entertainment precinct.


Site & Sign Ref No. MELBOURNE	S4 RM1  indicative
Site description	On Olympic Blvd, Swan St precinct is not obviously visible in the distance, route confirmation is recommended.
Existing signage	None
New signage	Clockwise: Level 4, west side Anti-clockwise: None
Type of signage	1 RM
Content	Clockwise: "Swan Street X mins" Anti-clockwise: None. The Sports facilities can be seen ahead.
Location	Halfway between Batman Ave & Punt Rd. Install on west side of an existing pole face.
Potential future signage	Not likely to be needed
Comments	


Site & Sign Ref No. MELBOURNE	S5 IDS1 Fawkner Park  indicative sign type
Site description	At the intersection of Olympic Blvd & Punt Rd. This is a busy & congested intersection with limited pedestrian signage. Swan St precinct, while very close by, is obscured by the rail bridge over Swan St, route confirmation is recommended.
Existing signage	None
New signage	Clockwise: Level 3, east side pointing along Swan St Anti-clockwise: Level 3, west side pointing along Olympic Blvd
Type of signage	IDS Level 3
Content	Clockwise: "Swan Street X mins" and "Chapel Street Y mins" Anti-clockwise: "Sports & Entertainment Precinct X mins" and "City Centre Y mins"
Location	Install on an existing pole on the north west corner of the intersection
Potential future signage	Yes-TBD
Comments	

4.2 Swan Street Precinct signage



Site & Sign Ref No. YARRA	S6 MB1 
Site description	Richmond train station is a major train interchange for several lines into & out of the city. The Station is a Level 1 decision point providing connectivity with the bus & tram network and is one of the primary access points to the Swan St precinct.
Existing signage	None
New signage	Clockwise: Level 1 Anti-clockwise: Level 1
Type of signage	MB Level 1
Content	Clockwise: PFAM Anti-clockwise: RFAM
Location	On the open space beside the station ramp, subject to Metlink review. The sign should be installed at a right angle to the footpath. See illustration
Potential future signage	No
Comments	


Site & Sign Ref No. YARRA	<p>S7 MB2</p>  <p>indicative – double sided sign</p>
Site description	Tram stop 10 on Swan St is the first stop within the Swan St precinct for people arriving via tram (70) from the Sports & Entertainment precinct & CBD. This is a secondary Level 2 entry point.
Existing signage	None
New signage	Clockwise: Level 2 Anti-clockwise: Level 2
Type of signage	MB Level 2
Content	Clockwise: LPM Anti-clockwise: LRM
Location	The final location is to be determined when the sign structure designs are known; this may be an ideal location for a pole mounted sign.
Potential future signage	Yes-TBD
Comments	


Site & Sign Ref No. YARRA	<p>S8 MB3</p> 
Site description	At the intersection of Swan St & Church St and East Richmond station. This is a junction of 3 tram routes (70,78,79) and 1 train route and is a Level 1 decision point. It is the mid point of the Swan St core retail strip and the primary entry point from the east. This location is also a set off point, by foot, tram or cycle to the adjacent Sports & Entertainment precinct and Bridge Rd & Chapel St precincts & Burnley Gardens.
Existing signage	None
New signage	Clockwise: Level 1 Anti-clockwise: Level 1
Type of signage	MB Level 1
Content	Clockwise: RFAM Anti-clockwise: PFAM
Location	On the SW corner of the intersection on Swan St. The final location is to be determined when the sign structure designs are known.
Potential future signage	Yes-TBD
Comments	East Richmond station is considered a secondary Level 2 entry point because 60% of express trains do not stop there.


Site & Sign Ref No. YARRA	S9 MB4 
Site description	At the intersection of Swan St & Burnley St. The Burnley station is located behind Swan St and Tram 70 runs along Swan Street. The location is a Level 2 decision point using the grading principles – due to the low patronage at Burnley station. However Level 1 signage is recommended to ensure the extent of information provided is adequate. The location is the eastern end of the Swan Street precinct and is considered a secondary entry point. It is a set off point, by foot, tram or cycle to the adjacent Bridge Road precinct & Burnley Gardens.
Existing signage	None
New signage	Clockwise: Level 1 Anti-clockwise: Level 1
Type of signage	MB Level 1
Content	Clockwise: RFAM Anti-clockwise: PFAM
Location	On the SE corner of the intersection on Swan St. The final location is to be determined when the sign structure designs are known.
Potential future signage	Not likely to be needed
Comments	


4.3 Church Street Precinct signage

Site & Sign Ref No. YARRA	S10 MB5   indicative – double sided sign
Site description	On Church Street across the Street from the Bryant & May building
Existing signage	None
New signage	Clockwise: Level 1 Anti-clockwise: Level 1
Type of signage	MB Level 1
Content	Clockwise: RFAM Anti-clockwise: PFAM
Location	The final location is to be determined when the sign structure designs are known. Preferred location is at the tram stop entering the precinct from the North.
Potential future signage	Not likely to be needed
Comments	The location requires the Level 1 signage be provided in a small form factor (sign structure).



Site & Sign Ref No. YARRA	S11 RM2  indicative
Site description	Church St is a direct walking & cycling route between Chapel St & Swan St precincts. Route confirmation is recommended mid point on route.
Existing signage	None
New signage	Clockwise: Level 4, north side Anti-clockwise: Level 4, south side
Type of signage	2 RMs Level 4
Content	Clockwise: "Chapel Street X mins" Anti-clockwise: "Swan Street Y mins" See illustration
Location	Install on each side of an existing pole.
Potential future signage	Not likely to be needed
Comments	


Site & Sign Ref No. YARRA	S12 MB6 
Site description	On Church Street
Existing signage	None
New signage	Clockwise: Level 1 Anti-clockwise: Level 1
Type of signage	MB Level 1
Content	Clockwise: RFAM Anti-clockwise: PFAM
Location	The final location is to be determined when the sign structure designs are known. The preferred location is at the tram stop entering the precinct from the south.
Potential future signage	Not likely to be needed
Comments	The location requires the Level 1 signage be provided in a small form factor (sign structure).



Site & Sign Ref No. YARRA	S13 RM3  indicative
Site description	Church St is a direct walking & cycling route between Chapel St & Swan St precincts. Route confirmation is recommended on each side of the Church St bridge.
Existing signage	None
New signage	Clockwise: Level 4, north side Anti-clockwise: Level 4, south side
Type of signage	2 RMs Level 4
Content	Clockwise: "Chapel Street X mins" Anti-clockwise: "Swan Street Y mins" See illustration
Location	Install on each side of an existing pole.
Potential future signage	Not likely to be needed
Comments	


Site & Sign Ref No. STONNINGTON	S14 IDS2 Fawkner Park  Indicative sign type
Site description	At the intersection of Church St & Alexandra Ave route confirmation is recommended.
Existing signage	None
New signage	Clockwise: Level 3, south side pointing along Chapel St Anti-clockwise: Level 3, north side pointing along Church St
Type of signage	IDS Level 3
Content	Clockwise: "Chapel Street X mins," Anti-clockwise: "Swan Street X mins, Bridge Road Y mins".
Location	Install on an existing pole on the north east side of the intersection
Potential future signage	Yes. IMAP destinations which could be added are Botanic Gardens, Fawkner Park, Como Park, Como House, and Toorak Village
Comments	


4.4 Chapel Street Precinct signage



Site & Sign Ref No. STONNINGTON	<div> <div>Precinct</div>  </div> <div> <div>Regional</div>  </div> <div>indicative – double sided sign</div>
Site description	The intersection of Chapel St and Toorak Rd is a major entry point to the Chapel St precinct. It is the junction of 3 tram routes (8,78,79) and is a Level 1 decision point. The South Yarra train station is a short walk from here – also a Level 1 decision point. This location is a set off point, by foot, cycle or tram to the adjacent Toorak Village & Swan St precincts.
Existing signage	None
New signage	Clockwise: Level 1 Anti-clockwise: Level 1
Type of signage	MB Level 1
Content	Clockwise: PFAM Anti-clockwise: RFAM
Location	The sign should be installed at a right angle to the footpath on the south east corner (outside the NAB Bank on Chapel St)
Potential future signage	Yes
Comments	Consideration of the use of IDS signs in addition to the map based sign recommended on this intersection should be discussed


Site & Sign Ref No. STONNINGTON	S16 MB8 
Site description	The intersection of Chapel St & Commercial Rd is a major entry point to the Chapel St precinct. It is the junction of 3 tram routes (72,78,79) and is a Level 1 decision point. The Prahran Market is a short walk from here, which is a major destination. This location is also a set off point, by foot, cycle or tram to the adjacent Alfred Medical & Research Precinct.
Existing signage	None
New signage	Clockwise: Level 1 Anti-clockwise: Level 1
Type of signage	MB Level 1
Content	Clockwise: RFAM Anti-clockwise: PFAM
Location	The sign should be installed at a right angle to the footpath on the north west corner of the intersection.
Potential future signage	Yes
Comments	


Site & Sign Ref No. STONNINGTON	S17 MB9  
Site description	Tram stop 30 is the first stop on Commercial Rd within the Chapel St precinct for people arriving via tram (72) from the St Kilda Rd & the CBD. This is a secondary Level 2 entry point.
Existing signage	None
New signage	Clockwise: Level 2 Anti-clockwise: Level 2
Type of signage	MB Level 2
Content	Clockwise: LRM (east side) Anti-clockwise: LPM (west side)
Location	The sign should be installed at a right angle to the footpath near the tram stop outside the Prahran Market building. The final location is to be determined when the sign structure designs are known.
Potential future signage	Yes
Comments	

Site & Sign Ref No. STONNINGTON	S18 MB10 
Site description	Prahran Town Hall on the corner of Chapel St & Greville St is a Level 1 decision point and is central point within the Chapel St precinct. Greville St shopping area is accessible from here. This location is also a set off point, by foot or cycle to the adjacent Alfred Medical & Research Precinct and Prahran train station.
Existing signage	None
New signage	Clockwise: Level 1 Anti-clockwise: Level 1
Type of signage	New MB sign installed
Content	Clockwise: RFAM Anti-clockwise: PFAM
Location	The sign should be installed at a right angle to the footpath on the west side of Chapel St in front of the Town Hall
Potential future signage	Yes
Comments	

Site & Sign Ref No. STONNINGTON	S19 MB11 
Site description	Prahran train station is secondary Level 2 entry point to the Chapel St Precinct. The station is a direct set off point, by foot or cycle to Prahran Market, Chapel St and the Alfred Medical & Research precinct.
Existing signage	None
New signage	Clockwise: Level 2 east side Anti-clockwise: Level 2 west side
Type of signage	MB level 2
Content	Clockwise: RFAM Anti-clockwise: PFAM
Location	The sign should be installed at a right angle to the footpath on the south side of Greville St. The final location is to be determined when the sign structure designs are known.
Potential future signage	Yes
Comments	



Site & Sign Ref No. STONNINGTON	<div> <div>S20 MB12</div> <div>   </div> </div> <div>indicative – double sided sign</div>
Site description	The intersection of Chapel St & High St is a major entry point to the Chapel St precinct. This is the junction of 3 tram routes (6,78,79) and is a Level 1 decision point. This location is a set off point, by foot, cycle or tram to the adjacent Carlisle St precinct & Albert Park.
Existing signage	None
New signage	Clockwise: Level 1 north side Anti-clockwise: Level 1 south side
Type of signage	MB Level 1
Content	Clockwise: RFAM Anti-clockwise: PFAM
Location	The sign should be installed at a right angle to the footpath on the north-west corner of the intersection.
Potential future signage	Yes
Comments	

Site & Sign Ref No. STONNINGTON	<div> <div>S21 MB13</div>  </div>
Site description	Windsor train station is secondary Level 2 entry point to the southern end of the Chapel St Precinct. Trams 78 & 79 connect with the Swan St & Bridge Rd precincts to the north & Carlisle St precinct in the south. Trams 5 & 64 are a short distance away on Dandenong Rd and connect to St Kilda Rd.
Existing signage	None
New signage	Clockwise: Level 2 north side Anti-clockwise: Level 2 south side
Type of signage	MB Level 2
Content	Clockwise: LRM Anti-clockwise: LPM
Location	The sign should be installed at a right angle to the footpath on the west side of Chapel St close to the station exit and pedestrian crossing. The final location is to be determined when the sign structure designs are known.
Potential future signage	Yes
Comments	



Site & Sign Ref No. STONNINGTON	S22 MB14 
Site description	South Yarra station is a Level 1 decision point and is a major entry point to the Chapel St precinct. Tram 8 runs along Toorak Rd connecting to Toorak Village in the east & Fawkner Park & Botanic Gardens in the west. There is insufficient space for a new sign from the proposed sign family in the optimal location outside South Yarra station. The above location has wider foot path and is located centrally along Toorak Rd.
Existing signage	None
New signage	Clockwise: Level 1 west side Anti-clockwise: Level 1 east side
Type of signage	MB Level 1
Content	Clockwise: RFAM Anti-clockwise: PFAM
Location	The sign should be installed at a right angle to the footpath on the north side of Chapel St at the intersection of Darling St - outside the ANZ Bank. See illustration
Potential future signage	Yes
Comments	An IDS "information map" pointing west along Toorak Rd could be considered outside South Yarra Station.

4.5 Signage within the area between Chapel St and Fawkner Park .


Site & Sign Ref No. STONNINGTON	<p>S23 IDS3</p> 
Site description	Grosvenor St is a residential street off Chapel St. It provides access to the mid block bridge across the Sandringham train line. It is the only bridge between Toorak Rd & Commercial Rd.
Existing signage	None
New signage	Clockwise: Level 3, south side pointing along Grosvenor St Anti-clockwise: None. Double sided IDS
Type of signage	2, IDS Level 3
Content	Clockwise: "Fawkner Park X mins" and "Botanic Gardens Y mins" Anti-clockwise: As above
Location	At the intersection of Church St & Grosvenor St and on both sides of Chapel St. Install on existing poles.
Potential future signage	Not likely to be needed.
Comments	Grosvenor St has some walkability issues – vegetation, uneven footpath


Site & Sign Ref No. STONNINGTON	S24 RM4  
Site description	The intersection of Phoenix St and Grosvenor St presents the need for route confirmation.
Existing signage	None
New signage	Clockwise: Level 4, pointing up & along Grosvenor St Anti-clockwise: As above
Type of signage	2, RM Level 4
Content	Clockwise: Route direction arrow Anti-clockwise: as above
Location	The intersection of Phoenix St and Grosvenor St install on opposite sides of an existing pole face.
Potential future signage	Not likely to be needed
Comments	


indicative



Site & Sign Ref No. STONNINGTON	S25 RM5  
Site description	The corner intersection of Balmoral St and Grosvenor St presents the need for anti-clockwise route confirmation.
Existing signage	None
New signage	Clockwise: None Anti-clockwise: Level 3
Type of signage	1, RM level 4
Content	Clockwise: None Anti-clockwise: "Chapel St X mins"
Location	The intersection of Balmoral St and Grosvenor St. install on an existing pole
Potential future signage	Not likely to be needed
Comments	


indicative

Site & Sign Ref No. STONNINGTON	S26 RM6  indicative
Site description	The corner intersection of Balmoral St and Argo St presents the need for route confirmation.
Existing signage	None
New signage	Clockwise: Level 4, pointing west along Argo St Anti-clockwise: Level 4, pointing north along Balmoral St
Type of signage	2, RM level 4
Content	Clockwise: Route direction arrow Anti-clockwise: As above
Location	The intersection of Balmoral St and Argo St. Install 2 RM at right angles to each other on an existing pole on the east side of Balmoral St
Potential future signage	Not likely to be needed
Comments	


Site & Sign Ref No. STONNINGTON	S27 RM7  indicative
Site description	The corner intersection of Balmoral St and Osborne St presents the need for route confirmation.
Existing signage	None
New signage	Clockwise: Level 4, facing north along Osborne St Anti-clockwise: Level 4, facing east along Argo St
Type of signage	2, RM Level 4
Content	Clockwise: "Fawkner Park X mins" Anti-clockwise: Route direction arrow
Location	The intersection of Balmoral St and Argo St. Install on an existing pole face on the south west corner. See illustration.
Potential future signage	Not likely to be needed
Comments	

Site & Sign Ref No. STONNINGTON	S28 IDS4  indicative sign type
Site description	The intersection of Osborne St and Fawkner St presents the need for route confirmation.
Existing signage	None
New signage	Clockwise: Level 3, west side pointing along Fawkner St Anti-clockwise: Level 3, south side pointing along Osborne St
Type of signage	2, IDS Level 3
Content	Clockwise: "Fawkner Park X mins" and "Botanic Gardens Y mins" Anti-clockwise: "Chapel St X mins"
Location	Install on the existing pole on the north-east corner of the intersection.
Potential future signage	Not likely to be needed.
Comments	


Site & Sign Ref No. STONNINGTON	S29 RM8   indicative
Site description	The intersection of Fawkner St and Punt Rd presents the need for route confirmation. Pedestrians must be guided to the pedestrian lights crossing on Punt Rd. This represents a dogleg route and should be indicated on the signage.
Existing signage	None
New signage	Clockwise: Level 4, facing west Anti-clockwise: Level 4, facing south
Type of signage	2, RM Level 4
Content	Clockwise: Route direction arrow with dogleg diagram Anti-clockwise: Route direction arrow
Location	Install on an existing pole face on the north-east corner. See illustration.
Potential future signage	Not likely to be needed
Comments	Fawkner St has some walkability issues.


Site & Sign Ref No. MELBOURNE	S30 RM9  indicative
Site description	The intersection of Punt Rd and Pasley St presents the need for route confirmation. Pedestrians traveling anti-clockwise must be guided to the pedestrian lights crossing on Punt Rd. This represents a dogleg route and should be indicated on the signage.
Existing signage	None
New signage	Clockwise: None Anti-clockwise: Level 4, facing south
Type of signage	1, RM level 4
Content	Clockwise: None Anti-clockwise: Direction arrow with dogleg diagram
Location	Install on the existing pole face on the north west corner of Pasley St at the intersection of Punt Rd,
Potential future signage	Not likely to be needed
Comments	

4.6 Fawkner Park Signage


Site & Sign Ref No. MELBOURNE	S31 IDS5  indicative
Site description	Pasley St runs into Fawkner Park. The clockwise route across Fawkner Park exits Fawkner Park at the intersection of Toorak Rd and Park St. The anti-clockwise route exits the Park to Pasley St.
Existing signage	Arrival at Fawkner Park is confirmed by Parks & Recreation signage. The sign content is limited to the park boundaries. No regional signage is present.
New signage	Clockwise: Level 3, north-west pointing along the park path to Park St. See illustration Anti-clockwise: Level 3, south-east pointing to Pasley St
Type of signage	IDS Level 3
Content	Clockwise: "Botanic Gardens X mins" and "Yarra River Y mins" Anti-clockwise: "Chapel St X mins"
Location	To be installed close to the existing signage on the route.
Potential future signage	Yes-TBD
Comments	


4.7 Signage between Fawkner Park and the Yarra River.

Site & Sign Ref No. MELBOURNE	S32 IDS6 Fawkner Park  indicative sign type
Site description	Fawkner Park, Toorak Rd and Park St intersection
Existing signage	Arrival at Fawkner Park is confirmed by Parks & Recreation signage. The sign content is limited to the park boundaries. No regional signage is present.
New signage	Clockwise: Level 3, north pointing along Park St. Anti-clockwise: Level 3, south east, pointing along the park path to Pasley St
Type of signage	2, IDS Level 3
Content	Clockwise: "Botanic Gardens X mins" and "Yarra River Y mins" Anti-clockwise: "Chapel St X mins"
Location	To be installed on an existing pole on the south side of Toorak Rd opposite Park St.
Potential future signage	Yes-TBD
Comments	


Site & Sign Ref No. MELBOURNE	S33 IDS7  indicative
Site description	Park St and Domain Rd intersection. The route follows the path through the corner park outside the boundary of the Botanic Gardens to Anderson St
Existing signage	The Botanic Gardens entrance gate D can be seen from this point and arrival is confirmed by Parks & Recreation signage. The sign content is limited to the park boundaries. No regional signage is present.
New signage	Clockwise: Level 3, north-east pointing along the park path to Anderson St. Anti-clockwise: Level 3, south pointing along Park St
Type of signage	IDS Level 3
Content	Clockwise: "Yarra River X mins" and "Sports & Entertainment Precinct Y mins" Anti-clockwise: "Fawkner Park X mins" and "Chapel St Y mins"
Location	To be installed on an existing pole on the north side of Domain Rd at the pedestrian lights crossing.
Potential future signage	Yes-TBD
Comments	

4.8 Signage between the Yarra River and the CBD.


Site & Sign Ref No. MELBOURNE	S34 MB15 
Site description	The intersection of Anderson St & Alexandra Avenue is a major decision point for walking & cycling in the area. The shared path along the Yarra River is the Capital City Trail, one of the major off road cycling routes in the south-east. Morell Bridge is an important pedestrian crossing point over the Yarra River to many IMAP destinations.
Existing signage	None
New signage	Clockwise: Level 1 south side Anti-clockwise: Level 2 north side
Type of signage	MB Level 1
Content	Clockwise: RFAM Anti-clockwise: LRM
Location	The sign should be installed at a right angle to the Bridge on the open space, at the Alexandra Avenue end of the Bridge.
Potential future signage	No
Comments	


Site & Sign Ref No. MELBOURNE	S35 E4 
Site description	The shared path along the Yarra River (Capital City Trail)
Existing signage	CoM Secondary Information Hub sign
New signage	Clockwise: Use existing Anti-clockwise: Use existing
Type of signage	Addition to existing signage in existing format & replacement
Content	Clockwise: Replace Melways map with RFAM Anti-clockwise: The current maps should be modified to include references to the adjacent Swan St & Chapel St precincts together with the associated walking times.
Location	See illustration
Potential future signage	Not likely to be needed
Comments	This sign is easy to update due to the design type.


4.9 Signage between the CBD and Bridge Road

Site & Sign Ref No. MELBOURNE	S36 E5 
Site description	Corner of Spring and Flinders. This is a major “set-off” point for Bridge Road shops Tram route and Bridge Road visible to people from this location
Existing signage	CoM Primary information Hub sign
New signage	Clockwise: Use existing Anti-clockwise: Use Existing
Type of signage	Addition to existing signage in existing format & replacement
Content	Clockwise: Add RFAM to blank area Anti-clockwise: Revise existing maps to include PFAM
Location	See illustration
Potential future signage	Not likely to be needed
Comments	This sign is easy to update due to the design type.


4.10 Signage within Bridge Road Precinct


Site & Sign Ref No. YARRA	S37 MB 16 
Site description	At the “western entry” to Bridge Road & Cnr. of Hoddle Street. This is accessed by Tram and Bus routes and people walking into the Centre from the CBD
Existing signage	None, apart from area identification/street branding signage.
New signage	Clockwise: Level 1 sign Anti-clockwise: Level 1 sign
Type of signage	MB Level 1
Content	Clockwise: looking east into the street - PFAM Anti-clockwise: when exiting Street - RFAM
Location	See illustration
Potential future signage	Not likely to be needed
Comments	Sign to be installed at right angles to footpath close to the street branding sign.

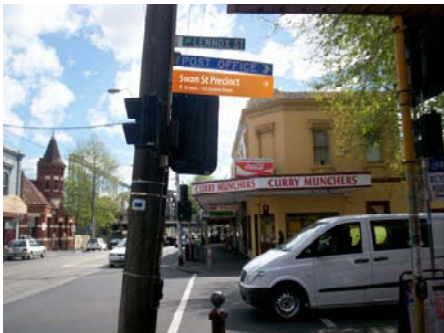
Site & Sign Ref No. YARRA	S38 MB17 
Site description	At the Junction of Bridge Road and Church Street on the footpath at the junction of 2 tram routes.
Existing signage	None
New signage	Clockwise: Level 1 Anti-clockwise: Level 1
Type of signage	MB1
Content	Clockwise: facing east PFAM Anti-clockwise: Facing west RFAM
Location	See illustration – on the footpath, but located where it is not an obstruction.
Potential future signage	Not likely to be needed
Comments	

Site & Sign Ref No. YARRA	S39 MB 18 
Site description	At the junction of Bridge Road and Burnley Street. While this is not the 1 st entry point at the eastern end of Bridge Road, the alternative site, at Bridge/Westbank Terrace would be inappropriate, as it has limited retail at that location.
Existing signage	None
New signage	Clockwise: Level 1 Anti-clockwise: Level 1
Type of signage	MB1
Content	Clockwise: PFAM Anti-clockwise: RFAM
Location	See illustration
Potential future signage	Not likely to be needed
Comments	


4.11 Signage between Bridge Road and Swan Street – via Lennox


Site & Sign Ref No. YARRA	S40 IDS 8 
Site description	Existing street name sign hidden behind traffic lights. Suggest relocation of street sign pole to west side of lights at lower level and installation of IDS to “Swan St. Precinct 10mins” (pointing south) and possibly “Victoria St. Precinct 10 mins (pointing north)
Existing signage	Poor street name signage
New signage	Clockwise: IDS Anti-clockwise:IDS
Type of signage	
Content	Clockwise: (point south) to Swan St Anti-clockwise: (point north) to Victoria St.
Location	See illustration
Potential future signage	Not likely to be needed
Comments	This sign is easy to relocate and update.


Site & Sign Ref No. YARRA	S41 RM 10 
Site description	Corner of Lennox Street and Rowena Parade.
Existing signage	Street name sign
New signage	Clockwise: RM pointing south (to Swan St.) Anti-clockwise: RM pointing north (to Bridge St.)
Type of signage	RM
Content	Clockwise: RM Anti-clockwise: RM
Location	See illustration – on either side of pole housing street name sign
Potential future signage	Possible future location of IDS pointing west to Sports and Entertainment Precinct and CBD. This route to CBD could be part of the “walking web”
Comments	Street name sign could be placed lower on existing pole to make it more visible to pedestrians

Site & Sign Ref No. YARRA	S42 IDS9 
Site description	Junction of Swan St. and Lennox St. Existing street name sign on light pole (not straight).
Existing signage	Street name sign
New signage	Clockwise: North IDS Anti-clockwise: None
Type of signage	IDS
Content	Clockwise: "Bridge Rd Precinct 10 mins" Anti-clockwise: None.
Location	See illustration
Potential future signage	Possibly add IDS to "Sports and Ent. Precinct. 15mins via Rowena Pde."
Comments	.

4.12 Signage between Bridge Road and Swan Street – via Coppin Street

Site & Sign Ref No. YARRA	S43 IDS 10 
Site description	Junction of Swan Street and Coppin Street. Existing pole on Coppin St. can be used to hold IDS to Bridge Rd.
Existing signage	Limited
New signage	Clockwise: IDS Anti-clockwise: none
Type of signage	IDS
Content	Clockwise: North to bridge Rd. Anti-clockwise: None
Location	See illustration
Potential future signage	Not likely to be needed
Comments	

Site & Sign Ref No. YARRA	S44 RM 11 
Site description	Junction of Coppin St. with Wall St.
Existing signage	None
New signage	Clockwise: North RM Anti-clockwise: South RM
Type of signage	RM
Content	Clockwise: RM Anti-clockwise: RM
Location	See illustration. The existing light pole can be used to site the RM signs
Potential future signage	Not likely to be needed
Comments	.

Site & Sign Ref No. YARRA	S45 IDS 11 
Site description	Junction of Bridge Rd. with Coppin St.
Existing signage	Some street name signage
New signage	Clockwise: Pointing south IDS Anti-clockwise: None
Type of signage	IDS
Content	Clockwise: IDS "Swan St. Precinct 10mins" Anti-clockwise:
Location	See illustration
Potential future signage	Not likely to be needed
Comments	.

4.13 Train Station signage

In addition to the signage above, consideration should be given to the installation of Precinct Full Area Maps (PFAM) & Localised Regional Maps (LRM) at some train stations.

If implemented, this will make information available to travelers who are exiting stations in a direction where they are unlikely to encounter the proposed street signage. The signs should be wall mounted and located in the path of the main exit from platforms or the main station exits. It is preferable that these map-based signs be located in areas offering shelter where possible.

The additional cost will be minimal and primarily for printing & the installation of suitable wall mounted display units. Consultation with Metlink will be required for the co-ordinated placement of signs. The potential stations for the case study area are Richmond, Richmond East, Burnley, South Yarra, Prahran and Windsor.

5. IMPLEMENTATION

5.1 Developing the Regional “Walking Framework – or Web”.

One basic and major component of the Signage Plan is the Regional Full Area Map (RFAM) of the whole IMAP Region. This is an essential component of the Level 1 signs, and is the basis for the production of all of the Localised Regional Maps on Level 2 signs.

It is already possible to show the existence of the network of train routes (and stations), tram routes (and stops), bus routes (and stops) and the shared path network on the RFAM.

Map 3 within the IMAP report (See: Inner Melbourne Action Plan – Adopted Dec. 2005. p 49.) provides an indication of what the regional “Walking Framework” could look like in the longer-term – a web of inter- and cross-precinct walking routes that provide residents and tourists with well-signed and quality pedestrian routes enabling them to explore all or part of the total IMAP Region - on foot.

However, with the exception of the walking links audited as part of the Demonstration Project it will be difficult to show the other inter-precinct walking links (the Walking Framework) in the balance of the IMAP Region. None of these have been audited and few (if any) are “signed” to enable and encourage people to walk between the adjacent precincts.

Until these routes have been identified and audited in detail it is not possible to produce the RFAM which contains the full walking framework options for travelling around and within the IMAP Region. Any initial RFAM produced without the full walking framework would need to be regularly updated and replaced with new maps that included any new elements of the walking framework that were recently brought on stream.

We therefore recommend that work is undertaken, in the short-term, to enable a basic “Walking Framework” to be agreed and used on the RFAM.

It is a fundamental principle that we should not actively encourage people to walk (e.g. by providing pedestrian-focused signage) where it is not safe to do so and where the pedestrian environment is not fit for purpose. As a result it would be necessary to conduct an audit of each of the potential back street, inter-precinct walking links between precincts to assess whether there were any significant problems (from the pedestrian perspective) and to identify signage needs.

We have identified at least 22 additional walking framework routes that should be audited (in addition to those that have already been audited for the Demonstration Project). The list of these routes follows. This list will be finalised within Stage 2 of the Project, in conjunction with the Project Committee and individual Council representatives.

Each audit would confirm the suitability of the route from a pedestrian perspective and identify the basic Independent Directional and Route Marker Signs needed along each route.

Proposed walking framework routes to be audited

Precinct-to-Precinct (+ 1).....	Route description and Comments. All to be decided in consultation with Committee, Council Reps and as result of Audits
1. Docklands to Bay Street (+ Station Pier/Foreshore)	
2. Docklands to South Melbourne – Clarendon Street (+ Albert Park)	
3. South Melbourne to Bay (+ Foreshore)	
4. Albert Park (south) to St Kilda Foreshore	
5. Albert Park (NE Corner) to Fawkner Park (+ Chapel Street or Botanic Gardens)	
6. Albert Park (SE Corner) to Chapel Street (+ Toorak Road/Village or Balaclava/Carlisle Street)	
7. Balaclava to Acland Street	
8. Balaclava to Chapel Street	
9. Acland to Fitzroy Street	
10. Fitzroy to Chapel Street	
11. Chapel Street to Toorak Village	
12. Chapel Street south to Albert Park	
13. Swan Street to Bridge Road (+ Victoria Street)	
14. Bridge Road to Sports Precinct (and CBD)	
15. Victoria Street to Fitzroy Gardens (and CBD)	
16. Victoria Street to Smith Street	
17. Smith Street to Brunswick street	
18. Brunswick Street to Lygon Street	
19. University to CBD	
20. University to Docklands	
21 Victoria Street to Yarra Bend Park	
22 Yarra Bend Park to Smith Street	
Others to be decided in Stage 2	

5.2 Developing the signage**Step 1. Data confirmation**

The project commences with the gathering of all relevant information available about the area to be mapped and signed. Each of the four councils has begun to identify the precise content that will appear on the maps and signs. The schedule lists the correct naming convention for precincts and attractions for the entire IMAP Region. The document must be completed and approved prior to commencing step 2 (below).

Step 2. Creation of Wayfinding Master Elements

The design of the signage system requires the development of the individual elements that come together to communicate the aim – wayfinding. The elements include icon family, color palette, typography and the development of consistent methods to present a hierarchy of information for public transport & precincts etc. The production process requires a planned strategy to facilitate variations and future updates. The digital master map files must be organised with content hierarchies to accommodate this need. The sign structure(s) and sizes must be identified prior to commencing the design of the master maps.

Regional Maps

The RFAM is generic to the project and is focused on highlighting the regional precincts, the major attractions within precincts and how to get to them via public transport & shared paths. In addition the regional walking framework is to be shown, however this first needs to be identified before the RFAM can be commenced, as previously discussed.

The Local Regional Map (LRM) is derived from the RFAM. It can be developed progressively because it is used to provide information in specific areas. For example the Demonstration Route LRMs will require the south-east area of the RFAM map to be fully developed. As the IMAP signage expands to other areas the LRMs for other parts of the region can be progressively completed.

Precinct Maps

The precinct maps needed for the case study are the Swan Street, Church Street & Chapel Street PFAMs. These are pedestrian focused maps derived from sources such as Council supplied GIS maps, aerial photography and information gathered in the walkability audit. Accurate illustrations of key landmarks which are recommended to be incorporated into the precinct maps are produced from photographs and publications. The LPMs are derived from the relevant PFAMs and are rotated to suit their respective locations within the streetscape.

The completed maps are then inserted into the appropriate MB Level 1 & 2 sign templates.

Map-based sign templates

Sign layout templates are designed to integrate wayfinding identity, sign titles, maps, stakeholder logos and optionally precinct branding & historical references. The fully assembled sign templates enable a sign manufacturer to print the complete sign for each site.

IDS & RM signage

The IDS & RM signage is documented using the Master Wayfinding Elements. The generic signage designs are specified (font, letter size, icon placement, colours etc). Unique street or path conditions will require custom design solutions for some RMs, refer to S29 RM8 & S30 RM9. An installation guide needs to be developed specifically for the Route Markers to simplify the number of ways they can be installed.

In addition to the new maps & signs, a small number of existing signs need to be updated.

Step 3. Virtual prototype

Prior to rolling out the case study signage, a virtual prototype is recommended. This can take the form of printed examples of each type of sign. The prototypes should be printed at full size and be mounted on boards for display. This will enable an effective review and opportunity for extended consultation with stakeholders.

Step 4. Signage manufacturing and installation

Manufacturing of the sign structures and graphics is undertaken from the signage information package. The sign structures and graphics may be sourced from differing suppliers and is dependant on the final sign structure design, materials and graphic application methods. Map-based signs can be designed in 3 principal ways;

- (a) cabinet style signs with printed graphics displayed inside;
- (b) digital print graphics adhered to metal panel signs which are sealed; and,
- (c) baked enamel metal panel signs.

Each method has associated advantages and disadvantages as well as differing costs and maintenance requirements. In addition the specific needs of the Map-based content will require a sign structure design that is flexible enough to accommodate a range of sizes & shapes. These design issues are to be resolved in Stage 2 of the project.

The IDS & RM signs can be economically produced with vinyl graphics on pre-finished metal panels. The pole structures for these signs should be integrated with the design of the sign structure family.

6. EVALUATION

Evaluation of the proposed signage Strategy could be undertaken in a number of ways.

It will be necessary to conduct both pre-installation and post-installation surveys of the same kind, so that the results can be compared. These surveys could be expected to include counts (such as pedestrian counts at selected locations, both before and after the installation) and interviews (such as intercept interviews to ask people about what they do, where they go, what they notice, how they find their way around, etc - also both before and after the installation).

There are thus two major options for the evaluation of the new signage.

Option 1 – Conduct “before” and “after” interviews.

- a. Interview people at proposed signage locations **before** any signage is installed.
 1. Seek background information – age, gender, home postcode, reason for walking,
 2. Seek comments on existing signage – if any - and importance of lack of wayfinding and the impact this has on their “exploration” of the IMAP Region and the local precincts.
- b. Interview people at signage locations **after** the signage is installed.
 1. Seek background information – age, gender, home postcode, reason for walking,
 2. Seek comments on new signage and the impact this has had on their active-transport “exploration” of the IMAP Region and the local precincts.

Option 2 – Conduct “before” and “after” pedestrian counts.

- Count people using the routes that are scheduled to be signed, especially along the regional links, before signage is installed.
- Count people using the signed routes after signage is installed.

The details of the numbers and locations of interview and count points are to be determined in discussion with the Project Committee, within the context of the available budget.

At this stage we have estimated the cost will be in the order of \$10,000 for each of options 1 and 2 above.

Following completion of the initial design of the map-based and other signs it may be appropriate to conduct a small number of focus groups to gauge public reaction to the form and content of the new signage system. The cost of these focus group meetings could be in the order of \$5,000.

Decisions on the evaluation and assessment methods should be considered within Stage 2 of the project.

7. CONCLUDING COMMENTS.

Information from “Transport For London” (<http://www.tfl.gov.uk/>) shows that \$100m is estimated to be needed to be spent on wayfinding signage throughout the Congestion Charging Zone (the CCZ) of Central London in the 5 years to the 2012 Olympics (\$20m/a). The CCZ is approximately half the size of the IMAP Region. A further \$315m has been allocated to pedestrian improvements throughout London over the next three financial years (\$105m/a).

The estimated cost of implementing a comprehensive signage system in the IMAP Region is significantly lower than in inner London.