

Inner Melbourne Action Plan Briefing Paper - Action 2.2 Coordinated Pedestrian & PT Signage

Background

1. Every regional journey has a walking component. The Inner Melbourne Region currently provides an attractive and pedestrian friendly walking environment that will continue to be enhanced by the provision of well-located informative signs across the Region, which will support the growth and promotion of walking as both a primary and secondary mode of 'transport' in addition to its recreational and health based benefits.
2. IMAP Action 2.2, "to introduce consistent pedestrian oriented and public transport signage systems across the Region" seeks to contribute to the delivery of IMAP Strategy 2, which is to "effectively link transport routes so that the Inner Melbourne Region is accessible throughout by walking, cycling and public transport.
3. City of Melbourne has already made substantial progress with provision of pedestrian signage and to a lesser extent the City of Port Phillip. Ensuring that new signage is consistent with existing signage is a priority and the knowledge gained from these installations will assist in evaluation, design refinement and installation techniques.
4. This project has been co-funded through contributions from the IMAP councils and a \$25000 grant from the Department of Infrastructure's Local Area Access Program (LAAP).

Progress to Date

5. A walking/wayfinding consultancy (J A Grant and Associates) was employed to develop Stage 1 of the project. The report identifies and recommends the locations for a hierarchy of signs that lead people to and through the network of routes, linking origins to destinations within and between the IMAP precincts (pedestrian priority areas). This includes the identification of priority regional signage locations.
6. The report also recommends a proposed demonstration project as an example of an "integrated walking, cycling and public transport signage strategy", including the types of signs that need to be installed and the locations where they need to be installed along the demonstration project route.
7. The recommended demonstration project route leads from the CBD (Federation Square) via the Sports Precinct, to the Swan Street Precinct, via Church Street to the Chapel Street Precinct, and back to Federation Square via residential streets and parklands.

Next Steps

8. Stage 2 will consist of the implementation of a demonstration route through the cities of Yarra and Stonnington.
9. Stage 3 will be a wider rollout into other areas identified in Stage 1, informed by the lessons of Stage 2.

Key Outcomes

10. The key outcome of Stage 1 has been the development of a methodology to determine a single and consistent pedestrian wayfinding signage system across the IMAP area, which consists of three principle steps *.
WHAT: '*Best Practice in Pedestrian Wayfinding in Urban Areas*'* determines what signage and content is needed for the IMAP wayfinding system and has been used to evaluate the existing pedestrian signage.
WHERE: '*Precincts, Destinations and Stops*'* contains the rules for determining map & signage content. A list of precincts, their attractions and major public transport access points has been compiled.
INTEGRATION: '*Location & Content*'* identifies possible sign content to fulfil the project objective at the identified locations.
11. The Stage 1 report provides an initial estimate of the costs of implementing the demonstration project (circa \$110,000 plus manufacture and installation of the signage) together with options for project evaluation methods.

Recommendation

12. That the IMAP Implementation Committee resolve to note the progress of Action 2.2 Coordinated Pedestrian & PT Signage and support progressing to an implementation phase with a demonstration route, located within the Cities of Yarra and Stonnington.

* Three research papers were conducted as part of the Stage 1 report to develop the principle steps