

Inner Melbourne Action Plan

Progress Report

Action 2.2 - Coordinated Pedestrian And Public Transport Signage System (Wayfinding)

Purpose

1. To update the IMAP Implementation Committee on the completion of the demonstration route and evaluation of Action 2.2: the Wayfinding Signage Project,

Background

2. 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. 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. As Stage 1 of Action 2.2, J.A. Grant and Associates developed the *Inner Melbourne Wayfinding Signage Report* in December 2007. This report identified and recommended 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).
4. The report recommended a proposed demonstration project as an example of an 'integrated walking, cycling and public transport signage strategy'. Presented to the IMAP Committee in late 2007, a resolution was passed to support progression of implementing the recommended demonstration route, located primarily within the Cities of Yarra and Stonnington.
5. The 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.
6. A key highlight of Stage 2 of the project was the successful delivery of 54 signs in total. 12 level 1, 10 level 2 signs, 21 level 3 and 11 level 4 signs. *See attached map for detailed location and the attachment detailing the different levels of signage.*
7. Stage 2 was also co-funded by IMAP councils and initial Department of Transport Local Area Access Program (LAAP) funding of \$133,500. Additional costs in map design meant that the IMAP Committee contributed an extra \$28k. The Final Report for the Project was submitted to the Department of Transport 30 June 2010 as the final Milestone for funding. The IMAP Wayfinding Signage Project was the largest LAAP project funded of its type. *See attached Final Report produced for the Department of Transport LAAP funding, including a final financial statement.*

Progress

8. Stage 2 of Action 2.2 was led by the the City of Melbourne. The project included Design, Manufacturing, Installation and Evaluation. Design and installation occurred during 2008/09 and 2009/10 and an event held on 11 September 2009 celebrated the launch of the project.
9. Pre Evaluation
Pre-evaluation took place using staff from the City of Melbourne's Visitor Center. They reviewed the content of the signage and advised on items to include, colours and size.

10. Post Evaluation

Post evaluation took place in April 2010. City of Melbourne's Visitor Centre Guides were asked to walk some or all of the demonstration route post installation. Their expertise in assisting visitors in the CAD made them ideal for evaluating the project.

The overwhelming feedback from the evaluation was positive. The four key themes of the notes and comments were;

- The large map signs were useful and easy to use
- There could be more information added that tourists may find useful
- The signs are already graffitied and vandalised.
- The smaller signs between were too infrequent.

The final two points are useful notes for the IMAP Wayfinding Signage Project Working Group.

The full report from the evaluation is attached.

11. The Cities of Melbourne & Stonnington have since extended the demonstration routes to the Docklands precinct and Toorak Village.
12. The Department of Transport is in the process of putting together a 'how to' Guide for Councils wanting to install Wayfinding Signage. This Guide draws heavily on the experience of the IMAP Wayfinding Signage group.

Recommendation

13. That the IMAP Implementation Committee resolve to:

- a) **note** the completion and evaluation of Action 2.2 demonstration project.
- b) **ensure** appropriate signs asset maintenance is now undertaken by individual Councils.