

Inner Melbourne Action Plan

Progress Report

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

Purpose

1. To update the IMAP Implementation Committee on the progress of Action 2.2 Wayfinding, stage 2 implementation of demonstration 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. Ensuring that new signage is consistent with existing signage is a priority and the knowledge gained from installations already undertaken within the Cities of Melbourne and Port Phillip has assisted in evaluation, design refinement and installation techniques.
4. As Stage 1 of Action 2.2, J.A. Grant and Associates developed the *Inner Melbourne Wayfinding Signage Report* in December 2007. This 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).
5. 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.
6. 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.
7. Stage 1 of Action 2.2 was co-funded through contributions from the four IMAP councils and a \$25,000 grant from the Department of Transport's Local Area Access Program (LAAP). Stage 2, is also co-funded by IMAP councils and LAAP funding of \$133,500.

Progress

8. The implementation stage of Action 2.2 is being led by the the City of Melbourne. The project includes Design, Manufacturing, Installation and Evaluation phases.
9. Design of Signage Hardware
Design of the signage hardware for the Level 1 and 2 signs, including industrial and structural design, was completed in January. The Level 1 signs have been designed at 2.16 metres tall and 0.6 metres wide, while the Level 2 signs sit at 1.8 metres tall and are 0.5 metres wide. Both signs are composed of a powder-coated mild steel inner frame, with a stainless steel exterior. Maps will be printed on posters that are mounted within the sign, held behind a laminated glass panel.

Level 3 and 4 signs will be designed as per typical pole-mounted street signs, which consist of a 210mm high aluminium extrusion. The length of these signs will be around 800mm long, although the overall length will be dependent on the design content.

10. Design of the Content of the Signage

VisualVoice (also responsible for the development of the IMAP Visitors Map) was engaged in January to develop the hierarchy of content maps and directional signage. The IMAP Visitors Map has been used as the base for an IMAP Sign 'Family', which includes the four different levels of signage. To manage the design process, a sub-group with representatives from Cities of Yarra and Stonnington have been working closely with VisualVoice to produce the artwork for the level one and two signs.

Throughout this process, a number of Council officers have also been consulted during the development of the signage across the relevant areas of urban design, accessibility, economic development & tourism, planning, traffic management and engineering services.

Design work is due to be completed mid-June.

11. Manufacture of Signage Hardware

The contract for the supply and delivery of the 12 No. Level 1 signs was awarded in January. Manufacture is now complete, with the signs to be delivered to the installation contractor upon award of that contract.

The contract for the supply and delivery of the 6 No. Level 2 signs was awarded in March. Signs are due to be completed by the end of May, again delivery will coincide with the award of the installation contract.

Quotes will be sought for the Level 3 and 4 signs late May, upon completion of the content design by Visual Voice.

12. Installation

Installation of signage for the demonstration route has been coordinated by the City of Melbourne, with facilitation from the other Councils. Locations for each of the Level 1 and 2 signs have been confirmed in cooperation with the engineering and traffic teams from the relevant Councils. Community consultation is also being undertaken by each individual Council for each of the sign locations.

Quotations have now been issued for the installation of the Level 1 and 2 signs, with contract award expected by 22 May. Installation works are due to commence immediately thereafter, with completion by mid-June.

Installation of the map-based posters within the signs will commence at the start of June or upon completion of the design content, with completion by the end of June.

Installation of the Level 3 and 4 signs will be undertaken throughout June.

13. Pre and Post Evaluation

Pre-evaluation will take place using staff from the City of Melbourne's Visitor Center. They will walk the demonstration route before and after installation. Their expertise in assisting visitors in the CAD makes them ideal for evaluating the project.

Recommendation

14. That the IMAP Implementation Committee resolve to:

- a) **note** the progress of Action 2.2 demonstration project.
- b) **support** an invitation to Minister Pallas to officially launch the IMAP Wayfinding Demonstration project.