

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 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 a Design, Manufacturing, Installation and Evaluation phase.
9. Design of Signage Hardware
Design of the signage hardware for the level one and two signs, including industrial and structural design, has been completed. The 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 clear polycarbonate panel and backlit by LEDs. Level one signs are approximately 2.2 metres tall, while the level two signs sit at 1.8 metres tall. Level three and four signs will be designed as per typical pole-mounted street signs. Detailed design of these signs will be undertaken in March.

10. Design of the contents of the signage
Bruce Herbes from Visual Voice (also responsible for the development of the IMAP Visitors Map) has been engaged to develop the hierarchy of content maps and directional signage. The IMAP Visitors Map will be used as the base for an IMAP Sign 'Family'. A sub group with representatives from Cities of Yarra and Stonnington are working closely with Visual Voice to produce a prototype. Relevant Council officers will be consulted during the development of this prototype across the areas of urban design, accessibility, economic development & tourism, planning, traffic management and engineering services.
11. Manufacture of Signage Hardware
The contract for the supply and delivery of the Level 1 signs has been let. Manufacture is expected to be complete and the signs delivered by 10 April 2009. The request for quotations for the manufacture of the level 2 signs is to be issued early February 2009, with a view to letting the contract by the month's end. Delivery of the level two signs will be expected around the start of May.

Quotes will be sought for the level three and four signs in April and May, upon completion of the content design by Visual Voice.
12. Installation
Installation of signage for the demonstration route will require individual council facilitation through the planning process and the use of a City of Melbourne contractor. Installation of the level one and two signs are to commence in April and are expected to be fully installed by the end of May. Installation of the map-based posters within the signs will commence at the end of May, with completion by the end of 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.