



10.1 WAYFOUND VICTORIA: WAYFINDING GUIDELINES V2.0

EXECUTIVE MEMBER: KYLIE BENNETTS, GENERAL MANAGER, CITY GROWTH AND ORGANISATIONAL CAPABILITY

PREPARED BY: SHANNON RICE, LANDSCAPE ARCHITECT

1. PURPOSE

1.1 To seek Council endorsement of *Wayfound Victoria: Wayfinding Guidelines V2.0*.

2. EXECUTIVE SUMMARY

- 2.1 The Wayfound Victoria: Wayfinding Guidelines V2.0 – **Attachment 1** provides guiding principles and technical information to enable unified wayfinding signage across Victoria.
- 2.2 It is intended for people working in the field of wayfinding in local councils, State Government and private companies. It will assist staff responsible for commissioning, planning, designing, fabricating, locating and installing signs.
- 2.3 The aim of Wayfound Victoria is to make people’s journeys easy by ensuring that signage systems used by pedestrians, cyclists, public transport users and drivers are consistent and integrated across Melbourne.
- 2.4 Each set of signage is geared towards an intended audience (bicycle, pedestrian, vehicle), and applies a common set of principles for siting, hierarchy and information.
- 2.5 Adopting a common set of signing standards and guidelines will improve the legibility, usability and consistency of signage to assist people to travel safely and confidently through unfamiliar areas; encourage them to explore the places they are visiting; and create a sense of place that can foster commercial activity.
- 2.6 On 6 June 2018 Council adopted Wayfound 1.0, a wayfinding signage strategy. Following extensive user testing of Wayfound 1.0, a revised version – Wayfound Victoria V2.0 has been produced which adds technical information to assist with implementation.
- 2.7 Wayfound Victoria 2.0 includes design templates, and more information for signage for other modes such as public transportation and vehicle wayfinding. Bicycle wayfinding, mapping and regional wayfinding are acknowledged gaps which will be addressed in a future edition.
- 2.8 As the goal is uniformity across municipal boundaries, producing the guide through IMAP meant projects costs were shared, and the outcomes have wider applicability with more buy-in. City of Port Phillip officers contributed time to the development of the manual.
- 2.9 A 10-year licence agreement with City of Melbourne has been signed for City of Port Phillip to use the technical resources. There was no cost to Council for this agreement.

3. RECOMMENDATION

That Council:

- 3.1 Adopts Wayfound Victoria: Wayfinding Guidelines V2.0 as an operational document.
- 3.2 Endorses the implementation of wayfinding signage, consistent with the Wayfound Victoria: Wayfinding Guidelines V2.0 document.

4. KEY POINTS/ISSUES

- 4.1 In late 2012, the Melbourne Visitor Signage Committee (Committee) was established to investigate potential improvements to signage systems used by visitors to Melbourne. The Committee's focus was on wayfinding signage. The aim was to build consistency between existing wayfinding signage systems in Melbourne and increase their reliability by developing a common set of signing standards and guidelines.
- 4.2 Signage has not been consistently designed or applied across Victoria, or even within Melbourne's metropolitan region. See examples below of inconsistent application of signage.



- 4.3 The committee comprises Inner Melbourne (IMAP) councils and the Department of Transport. City of Melbourne manages the collaborative project, and chairs and resources the work of the committee.
- 4.4 As part of the project the Committee identified current practices and policies, documented all directional signage designs used in Victoria, researched international and best practice approaches and measurable economic benefits generated by wayfinding signage systems. This was supported by the following technical reports:
 - Traffinity completed an audit of signage in specific areas and provided recommendations for decluttering and criteria for new signage to four of the IMAP councils in 2012. Clarendon Street, South Melbourne was the focus for the Port Phillip audit.
 - SGS Economics and Planning - A review undertaken by SGS Economics and Planning in November 2015 showed that positive Cost Benefit Ratios have been achieved by international cities that have developed user-focused, integrated, city-wide wayfinding signage systems.
 - Transport for London - In April 2015 Paul Street, the Program Manager of Transport for London's (TfL) internationally acclaimed Legible London wayfinding system (Legible London), visited Melbourne for 12 days. He ran workshops outlining the experience of TfL in designing and testing the Legible London, its implementation, structures and methodology. The cost of the TfL visit to Melbourne was four thousand dollars, paid for by IMAP.
- 4.5 Throughout the development of the Wayfound document, testing was done on signage design. This work was led by City of Melbourne with input from members of the Committee. The design process included testing with people with particular needs, for

example language barriers, vision impairment, colour blindness, dementia and mobility impairments.

- 4.6 Leveraging the work completed by the Melbourne Visitor Signage Committee on the Wayfound document and testing signage design, the IMAP Executive Committee resolved in February 2016 to:
- Support work on piloting the new wayfinding sign designs within the City of Melbourne, and testing/validating the signs within other IMAP Councils
 - Support the broader application of standardised wayfinding signage infrastructure installation across metro Melbourne
- 4.7 In August 2016, the IMAP Implementation Committee endorsed the text version of Wayfound (then known as the Master Style Guide).
- 4.8 In May 2017, the IMAP Implementation Committee agreed that Wayfound be submitted to each of the five Inner Melbourne councils for adoption as an operational document.
- 4.9 On 6 June 2018 Council adopted Wayfound 1.0, a wayfinding signage strategy.
- 4.10 In September 2018 Council installed signage in Port Melbourne, implementing the principles of Wayfound 1.0.



- 4.11 Since adoption, stakeholders have provided feedback that the document was overly long and was missing key information on wayfinding signage for other modes of transport. It was noted that road signs for vehicles could be especially confusing and inconsistent. Therefore, the second edition has rationalised the document to reduce its length and add more information on public transport signage and road signs. A short section has been added for bicycle route wayfinding, however it is acknowledged that this section is incomplete.
- 4.12 Detailed specifications are included for the manufacture of individual signs. Location maps will need to be individually drafted as no shared base map exists across council boundaries.
- 4.13 Generally, larger format pedestrian wayfinding signs include a map showing the location surrounding it with walking radii and points of interest. A custom map is required for each location which can be labour intensive. Each council across Victoria uses their own map style. Examples of IMAP Council's maps below.



4.14 IMAP plans to advocate to the State Government that the Department of Transport take on the responsibility of creating a single master base map for use across the state. This would ensure not only that the signs look and feel the same but that the communication tools of mapping are also the same. It would also mean a more efficient process for Council to deliver new signs.

5. CONSULTATION AND STAKEHOLDERS

5.1 Wayfound has been developed through a partnership across the Melbourne Visitor Signage Coordinating Committee, which includes:

- Department of Transport
- Tourism Victoria (now Visit Victoria and the Visitor Economy Tourism and Events branch of the Department of Jobs, Tourism and Resources)
- Wyndham City

Inner Melbourne Action Plan (IMAP) councils:

- City of Melbourne
- City of Port Phillip
- City of Stonnington
- City of Yarra
- City of Maribyrnong

5.2 In May 2017, the City of Melbourne trialed signs in two pilot areas: North Melbourne and the Southern Cross Station precinct. In September 2017, these pilot signs and maps were tested with people travelling through these areas. The testing covered 201 pre and 180 post- implementation intercept surveys, 10 accompanied journeys and 13 interviews with business and transport stakeholders. As part of the pilot, City of Melbourne tested two different coloured plinth signage designs with 54 people travelling through the Southern Cross Station precinct.

5.3 The key findings of the user testing and piloting of signage designed by applying the Wayfound document were:

- Respondents clearly preferred the shorter sign with the yellow banner running across the top of the sign
- Fewer people reported that they felt lost or unsure about where they were going compared with people surveyed before the signs were installed



- All 10 participants in the accompanied journeys found their way to a designated destination after the signs had been installed. Only one out of 10 had found their way prior to installation of the signs

5.3.1 Several respondents in North Melbourne said the signs encouraged them to spend more time in the area and made it easier to find their way to or from a rail, bus or tram stops.

6. LEGAL AND RISK IMPLICATIONS

6.1 Wayfound's intellectual property sits with IMAP. The City of Melbourne owns the intellectual property of the sign designs, however CoPP has signed a 10-year licence agreement allowing Council to use the designs and technical drawings for new signage.

6.2 There was no charge to Council for the licence. A \$1 fee is a legal requirement for a licence however payment of the fee was waived.

7. FINANCIAL IMPACT

7.1 There is no direct financial impact to CoPP by endorsing the Wayfound document.

7.2 The signs described in Wayfound are generally consistent with Council's current practices. Council has installed similar sign outside the St Kilda town hall, on Fitzroy Street and in Port Melbourne. Implementing these templates are not expected to add additional costs compared to current practices. The use of standard templates may provide some efficiencies.

7.3 The development of the Wayfound document has been funded by IMAP and other project partners, totalling \$348,849 (2012-2020) and supported in-kind through Council officer time.

7.4 Installation of new wayfinding signage projects will be done as separate projects or as a component of larger projects, which will be considered through Council's normal budgetary process.

8. ENVIRONMENTAL IMPACT

8.1 Endorsing the Wayfound Victoria: Wayfinding Guidelines V2.0 will have no environmental impact.

8.2 Implementing Wayfound Victoria may reduce vehicle emissions by:

- Demonstrating to pedestrians that local journeys are easy to do on foot
- Reducing confusing vehicle signage therefore making navigation easier and reducing missed turns
- Make public transport easier to use

9. COMMUNITY IMPACT

9.1 The document will be regularly reviewed and updated based on feedback from document users and gives the opportunity to be developed from community feedback.

9.2 The implementation of new wayfinding signage consistent with the Wayfound document will mean:

- Pedestrians can orientate themselves and find local destinations



- Locals and visitors can get around easily and explore.
- Local businesses benefit from a visitor economy.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

10.1 Wayfound aligns with Strategic direction 2: We are connected and it's easy to move around as the purpose of the work is to make wayfinding easier within and between municipalities.

10.2 The Wayfound Victoria guidelines are focussed on users and their experience, aligning with enhancing the customer experience under Strategic direction 6: Our commitment to you.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

11.1.1 City of Port Phillip is already utilising the principles and standards of Wayfound Victoria, including signage installed at Waterfront Place.

11.1.2 IMAP councils are expected to lobby the Department of Transport to develop a base map for use on signs across Victoria. This would make delivery of pedestrian wayfinding signs less costly. Should lobbying be unsuccessful, IMAP councils will need to regroup to determine a way to deliver a base map.

11.1.3 COVID-19 has meant that many councils are now fast-tracking bicycle infrastructure delivery. The gap in the bicycle signage in Wayfound Victoria may be progressed via trials. IMAP councils are sharing information on successes and failures. This information will contribute to a future edition of Wayfound Victoria.

11.2 COMMUNICATION

11.2.1 The City of Melbourne is progressing with the development of a website for Wayfound Victoria: Wayfinding Guidelines V2.0. The main objectives of the website are to:

- Allow users to provide feedback, ask questions and give their contact information
- Serve as a platform for Victorian Councils and industry to easily find and download the PDF guide.
- Allow the Wayfound team to access essential data (e.g. analytics – audience, number of downloads, CSV database and contact form submissions)

12. OFFICER DIRECT OR INDIRECT INTEREST

12.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

TRIM FILE NO: 11/03/22

ATTACHMENTS 1. Wayfound Victoria: Wayfinding Guidelines v2.0