



10.1 **WAY FOUND: WAYFINDING SIGNAGE STANDARDS FOR VICTORIA**

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1. PURPOSE

- 1.1 To adopt *Way found: Wayfinding Signage Standards for Victoria* as an operational document to guide wayfinding signage development by the City of Port Phillip. Forming part of the broader Melbourne Visitor Signage Project, the adoption of Way Found standards is currently within the commitment phase of Council's PACE framework.

2. EXECUTIVE SUMMARY

- 2.1 The *Way found: Wayfinding Signage Standards for Victoria* (Way found) document is a set of standards and guidelines designed to improve the consistency and reliability of information carried by walking and bike riding signage systems across metropolitan Melbourne and Victoria. The Way found document is included at **Attachment 1**.
- 2.2 Way found is intended as an operational document to provide consistent guidance for good signing practice for use by any council, agency, organisation or individual responsible for development and placement of wayfinding signage. The document will inform the design of signage within Port Phillip and across the region.
- 2.3 The completion of the guidelines is a key output from a partnership project lead by Inner Melbourne Action Plan (IMAP) to improve wayfinding signage in Melbourne and Victoria. It is the second of four phases for the Melbourne Visitor Signage Project involving collaboration across IMAP councils with Public Transport Victoria (PTV), Transport for Victoria, Tourism Victoria, VicRoads and Wyndham City Council.
- 2.4 The purpose of the Way found document is to:
- 2.4.1 Improve the consistency of information within different wayfinding signage systems to facilitate cross-council and multi-modal journeys.
 - 2.4.2 Ensure that signage information and placement focuses on the need of users and assists people travelling in unfamiliar areas and along unfamiliar routes.
- 2.5 The benefits to the community of implementing signage that adheres to the guidance in the Way found document are expected to include: journey time savings; easier movement between transport modes – particularly walking at the start and end of public transport trips; facilitating greater confidence to explore areas; and visitors boosting the local community.



- 2.6 With the completion of the Way found document, the Melbourne Visitor Signage Project is within the Commitment phase of Council's PACE framework. The proposed next steps for the Melbourne Visitor Signage Project are:
- 2.6.1 Communicate Council's decision to the IMAP Executive Officer and the Melbourne Visitor Signage Coordinating Committee.
 - 2.6.2 Council officers will apply the principles and guidance of the Way found document in any future Council wayfinding signage redesign.
 - 2.6.3 Council officers will test the guidance in the Way found document by deploying wayfinding signage in the Port Melbourne Waterfront Precinct in July 2018, reflecting its importance as a visitor gateway into Port Melbourne and metropolitan Melbourne.
 - 2.6.4 Council officers to provide feedback to the Committee on the application of the guidelines contained within the Way found document to inform future updates and technical guidance.
 - 2.6.5 As part of IMAP, work in partnership with Transport for Victoria to secure funding for an integrated base mapping system, ongoing stewardship of Way found and opportunities to implement it as part of major transport project such as the Melbourne Metro Rail Project, the transport portfolio more broadly and inner Melbourne region.
 - 2.6.6 As part of IMAP, work with other project partner organisations to secure funding for the development and commitment to a common suite of wayfinding signs for implementation by councils and Victorian Government agencies.
 - 2.6.7 Consolidate the above steps and the completion of the project with the public release of version two of the Way found document, intended to include signage design manual (technical specifications for sign design, construction drawings) and signage system application.

3. RECOMMENDATION

That Council:

- 3.1 Adopts *Way found: Wayfinding Signage Standards for Victoria* (Way found) included at **Attachment 1** as an operational document.
- 3.2 Endorses the implementation of wayfinding signage, consistent with the Way found document, in the Port Melbourne Waterfront Precinct from July 2018.



4. KEY POINTS/ISSUES

Background

- 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 The committee comprises Inner Melbourne (IMAP) councils, Public Transport Victoria, VicRoads, and Wyndham City. City of Melbourne manages the collaborative project, and chairs and resources the work of the committee.
- 4.3 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:
 - 4.3.1 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. Since this time Traffinity has supported the Committee including researching and assessing legal requirements, standards and guidelines for regulatory and directional signage.
 - 4.3.2 SGS Economics and Planning - A review undertaken by SGS Economics and Planning in November 2015 showed that positive Benefit Cost Ratios have been achieved by international cities that have developed user-focused, integrated, city-wide wayfinding signage systems.
 - 4.3.3 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. During that time he ran workshops outlining the experience of TfL in designing and testing the Legible London, its implementation, structures and methodology for rolling out a comprehensive system across Greater London. A key recommendation from TfL was to underline the importance of a shared basemap to underpin information communicated by the signage system.
- 4.4 At same time as building the Way found signage document, work was also being done to apply them to 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.
- 4.5 Leveraging the work completed by the Melbourne Visitor Signage Committee on the Way found 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.

4.6 In August 2016, the IMAP Implementation Committee endorsed the text version of Way found (then known as the Master Style Guide).

4.7 In May 2017, the IMAP Implementation Committee agreed that Way found be submitted to each of the five Inner Melbourne councils for adoption as an operational document.

What is Way found?

4.8 The purpose of the Way found document is to:

4.8.1 Improve the consistency of information within different wayfinding signage systems to facilitate cross-council and multi-modal journeys.

4.8.2 Ensure that signage information and placement focuses on the need of users and assists people travelling in unfamiliar areas and along unfamiliar routes.

4.9 The application of the Way found document is to ensure Victoria has wayfinding signage that:

4.9.1 Helps people orientate themselves and easily find their way to their destinations.

4.9.2 Gives people confidence to stray from key thoroughfares and shopping strips to explore more of Melbourne and Victoria.

4.9.3 Helps people to move easily between transport modes.

4.9.4 Encourages the use of sustainable modes of transport.

4.9.5 Is easily recognisable, functional and aesthetically pleasing.

4.9.6 Is well maintained and up-to-date.

4.10 The Way found guidelines, included at **Attachment 1**, outlines an agreed approach to the content of wayfinding signage: signing principles, eligibility and selection criteria, naming conventions, symbols and arrows, placement and location criteria.

4.11 The Melbourne Visitor Signage Project is at the Commitment phase of Council's PACE framework with the completion of the guidelines and preparation of a Memorandum of Understanding under development to cover roles and responsibilities of the nine partner organisations for the remaining stages of the project.

4.12 Several metropolitan and regional councils have expressed interest in adopting a common style of wayfinding signage. The benefits are expected to be two-fold: reliable,



consistent signage for users and lower costs from shared procurement for local authorities.

5. CONSULTATION AND STAKEHOLDERS

5.1 Way found has been developed through a partnership across the Melbourne Visitor Signage Coordinating Committee:

5.1.1 Inner Melbourne Action Plan (IMAP) councils:

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

5.1.2 Public Transport Victoria

5.1.3 Transport for Victoria

5.1.4 Tourism Victoria (now Visit Victoria and the Visitor Economy Tourism and Events branch of the Department of Jobs, Tourism and Resources)

5.1.5 VicRoads

5.1.6 Wyndham City

5.2 In May 2017, the City of Melbourne installed a number of these signs in two pilot areas: North Melbourne and Southern Cross Station precinct. In September 2017, these pilot signs - and the maps they carry - were tested both prior to and following installation 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.

5.3 As part of the pilot, City of Melbourne also tested two different coloured plinth signage designs with 54 people travelling through the Southern Cross Station precinct.

5.4 The key findings of the user testing and piloting of signage designed by applying the Way found document were:

5.4.1 Respondents clearly preferred the shorter sign with the yellow banner running across the top of the sign.

5.4.2 Fewer people reported that they felt lost or unsure about where they were going compared with people surveyed before the signs were installed.



5.4.3 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.

5.4.4 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 A Memorandum of Understanding covering ownership of the Way found Intellectual Property and a licence agreement for using and sharing Way found with third parties is currently under development.

7. FINANCIAL IMPACT

7.1 The development of the Way found document has been primarily funded through the council contributions to IMAP and other project partners totalling \$150,000 and supported in-kind through Council officer time.

7.2 The five IMAP councils and Wyndham City funded the work involved in developing the principles, standards and guidelines contained in Way found. The six councils also funded market testing of a wayfinding signage prototype, the design of which is based on application of these principles and guidelines.

7.3 There is no financial impact by endorsing the Way found document. The design and installation of new wayfinding signage will be as separate projects or as a component of larger projects for consideration through Council's normal budgetary process.

8. ENVIRONMENTAL IMPACT

8.1 This is no environmental impact by endorsing the Way found document.

9. COMMUNITY IMPACT

9.1 The Way found document responds to the needs of people for reliable, cohesive and easy to understand directional information. During the process of developing the Way found document, the guidance in the document and the pilot designs were tested to meet the needs of all people including those with challenges related to language, vision, mobility and dementia.

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

9.3 The implementation of new wayfinding signage consistent with the Way found document will mean:

9.3.1 Arriving visitors can orientate themselves.

9.3.2 Locals and visitors can get around easily and explore.



- 9.3.3 Local businesses benefit from the visitor economy.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 With the purpose of making wayfinding easier within and between municipalities, the Way found aligns with *Strategic direction 2: We are connected and it's easy to move around.*
- 10.2 The Way found guidelines is 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 Communicate Council's decision to the IMAP Executive Officer and the Melbourne Visitor Signage Coordinating Committee.
- 11.1.2 Council officers will apply the principles and guidance of the Way found document in any future Council wayfinding signage redesign.
- 11.1.3 Council officers to install wayfinding signage in the Port Melbourne Waterfront Precinct that tests the application Way found document, in July 2018. The focus of this signage will be between the gated entrance to Station Pier and the Port Melbourne Tram Terminus.
- 11.1.4 Council officers to provide feedback to the Committee on the application of the guidelines contained within the Way found document to inform future updates and technical guidance.
- 11.1.5 As part of IMAP, work in partnership with Transport for Victoria to secure funding for an integrated base mapping system, ongoing stewardship of Way found and opportunities to implement it as part of major transport project such as the Melbourne Metro Rail Project, the transport portfolio more broadly and inner Melbourne region.
- 11.1.6 As part of IMAP, work with other project partner organisations to develop and agree on a common suite of wayfinding signs for use across Victoria by councils and Victorian Government agencies.
- 11.1.7 Consolidate the above steps and the completion of the project with the public release of version two of the Way found, intended to include signage design manual (technical specifications for sign design, construction drawings) and signage system application.

11.2 COMMUNICATION

- 11.2.1 The *Way found: Wayfinding Signage Standards for Victoria* (Way found) document provides a set of standards and guidelines to improve consistency



and reliability of information carried by wayfinding signage systems across Victoria.

- 11.2.2 Endorsement of the Way found represents a milestone in delivering a consistent and reliable system of wayfinding for people across Port Phillip, Inner Melbourne and Victoria more broadly. It is a tangible example of how councils working in partnership through IMAP can generate real value for the local community by making it easier for people to get around.
- 11.2.3 Council is eager to deliver better wayfinding information and will do so by applying the guidance in the Way found document by implementing wayfinding signage in the Port Melbourne Waterfront Precinct in July 2018.
- 11.2.4 Council as a member of the Inner Melbourne Action Plan (IMAP) councils, seeks to work in partnership with Transport for Victoria in leading the implementation of Way found across Victoria, to create integrated mapping and consistent wayfinding signage and directions across the transport portfolio, infrastructure projects and the inner Melbourne region.

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: 16/01/661

ATTACHMENTS 1. Way found: Wayfinding Signage standards Manual for Victoria
Version 1.0