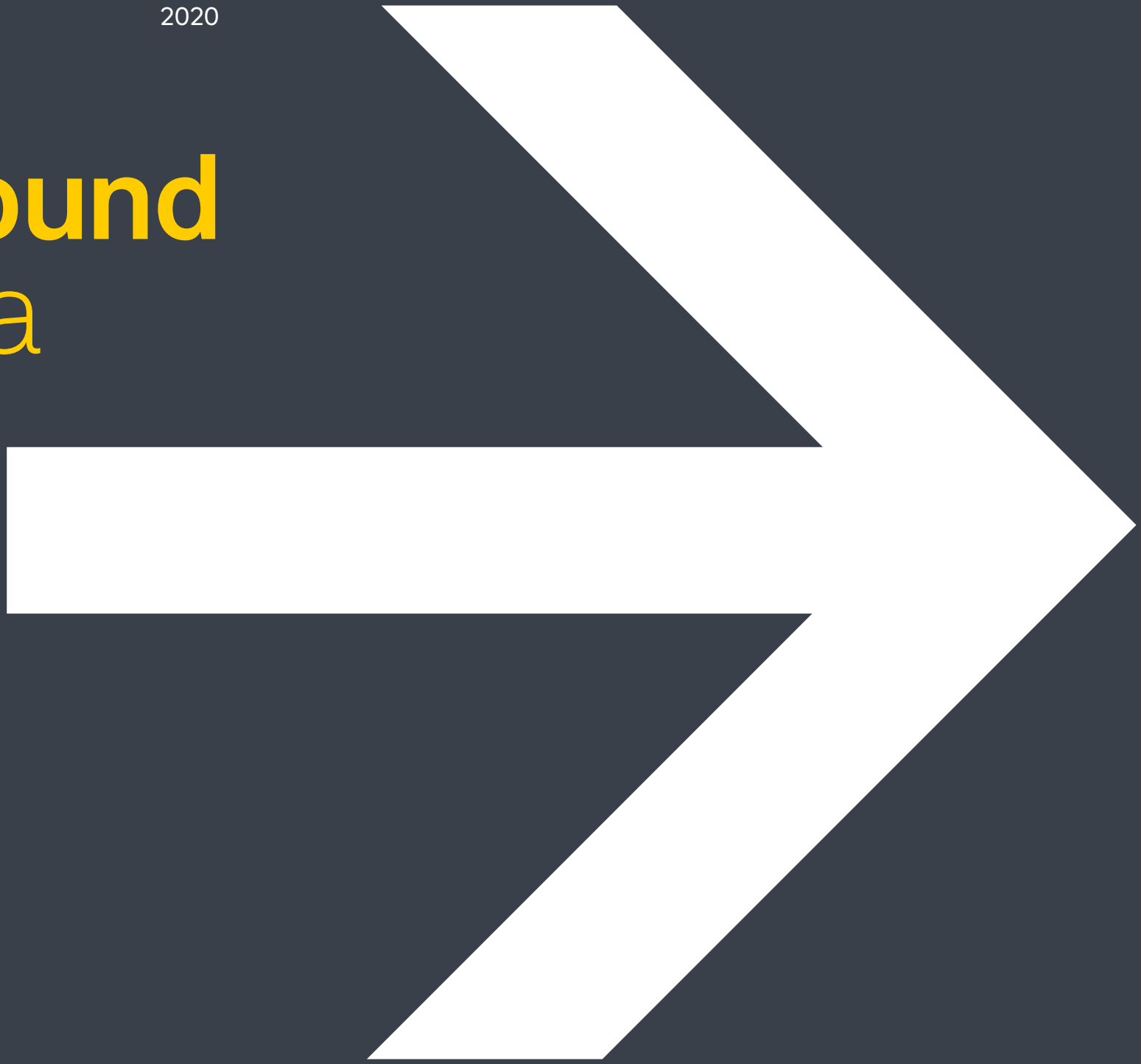
Wayfinding Guidelines V2.0 2020

Wayfound
Victoria



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Contact: **wayfinding@melbourne.vic.gov.au**

Inner Melbourne Action Plan
Making Melbourne More Liveable

CITY OF MELBOURNE · CITY OF PORT PHILLIP · City of STONNINGTON · CITY OF YARRA · Maribyrnong CITY COUNCIL

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VICTORIA State Government | Department of Transport

Wayfound Victoria **has been developed by the Melbourne Visitor Signage Committee (MVSC), a collaboration of the five Inner Melbourne councils and the Victorian Department of Transport.**

The MVSC was assisted in its work by a number of specialist staff and consultants.

The *Wayfound Victoria* signage guide is intended for people working in the field of wayfinding in local councils, State Government authorities and private companies. It provides guiding principles and technical information to assist staff responsible for commissioning, planning, designing, fabricating, locating and installing signs.

This version of the guide contains design and technical detail for pedestrian signs, with cycling signs to be included in a future edition of *Wayfound Victoria*.

The role of signage

MVSC members believe that signage plays a critical role in enabling user journeys: it assists people to travel safely and confidently through unfamiliar areas; encourages them to explore the places they are visiting; and creates a sense of place that can foster commercial activity.

International signage experience tells us that a consistent, reliable, integrated wayfinding system has many benefits:[1] journey times are shorter; people feel safer and travel more confidently; local economies can benefit; and returns on investment are positive.[2]

However, in Victoria each State and local authority has its own system with its own design and visual 'language', and its own approach to what is signed, how destinations are named and where signs are placed. This proliferation of 'bespoke' systems can make journeys more difficult, particularly those involving more than one transport mode and more than one council area.

The aim of *Wayfound Victoria*

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.

It does not seek to supersede Australian Standards or legislation, but rather to complement these requirements and highlight their relevance for signage.

Suggestions for improvements

As it is a work in progress, the MVSC is keen to receive feedback on how the guide can be improved and expanded. By working together, the MVSC is confident that the guide will provide value to people working in the field of wayfinding and signage.

Please send your feedback to:
wayfinding@melbourne.vic.gov.au

[1] T Pearce, *Legible London 10th Anniversary*, January 2018.

[2] T Pearce, *Toronto Wayfinding Benefit/Cost Analysis*, October 2018.

Part A Strategy

Part B Implementation

Appendices

Good signage focuses on the user.

Image © iStock.com/SunflowerEY

Part A

Strategy

Introduction

1.1 What is wayfinding?

The process of using spatial and environmental information to navigate to a destination.[3]

Wayfinding encompasses all the ways in which people orient and navigate themselves in a physical space.

Wayfinding encompasses both indoor and outdoor navigation and can include such physical elements as urban design, architecture, landmarks, lighting, footpaths, landscaping and signage. It also includes digital elements such as navigational aids, beacon technology, mobile apps and digital mapping.

These elements work together to define paths and identify key decision points, while aiming to improve and enhance people's experiences as they move from place to place.

[3] K Lynch, *The Image of the City,* MIT Press, 1960.

1.2 What role does signage play?

Signage and graphics are a vital part of wayfinding systems and, in many cases, signage is the lifeline of a wayfinding system. A building's gesture, lighting and landscape enhance and direct, but people usually look at signage when they are unsure of their surroundings.[4]

Wayfinding can be separated into four classifications when related to signage:

- **Directional**
  Signs which typically point the observer to one or more destinations.

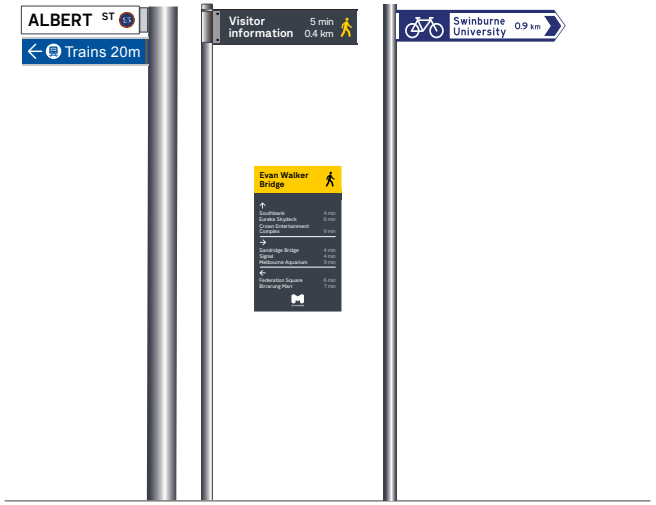
- **Informational**
  Signs which work with directional signs to communicate wayfinding messages, establishing where the observer is in relation to their destination and showing them which way to go to reach it.

- **Identification**
  Signs which label things and indicate arrival, including maps and diagrams.

- **Regulatory**
  Signs which flag legislative requirements such as 'No Parking', 'No Exit', 'No Smoking'.[5]

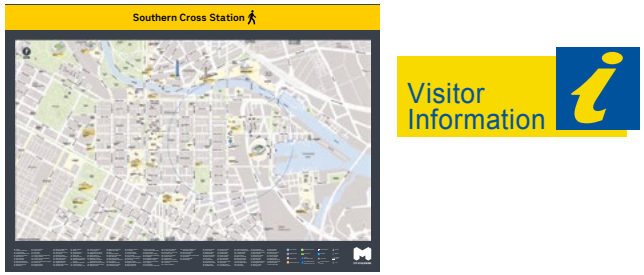
[4] RSM Design, *What is wayfinding? Part 3: Wayfinding is more than just signage*, 30 October 2018.

[5] ibid.

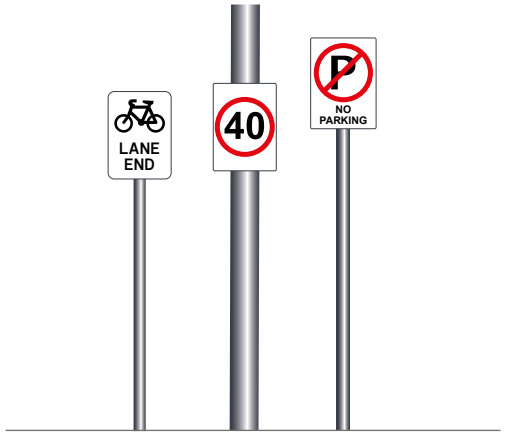


Directional

Informational



Identification



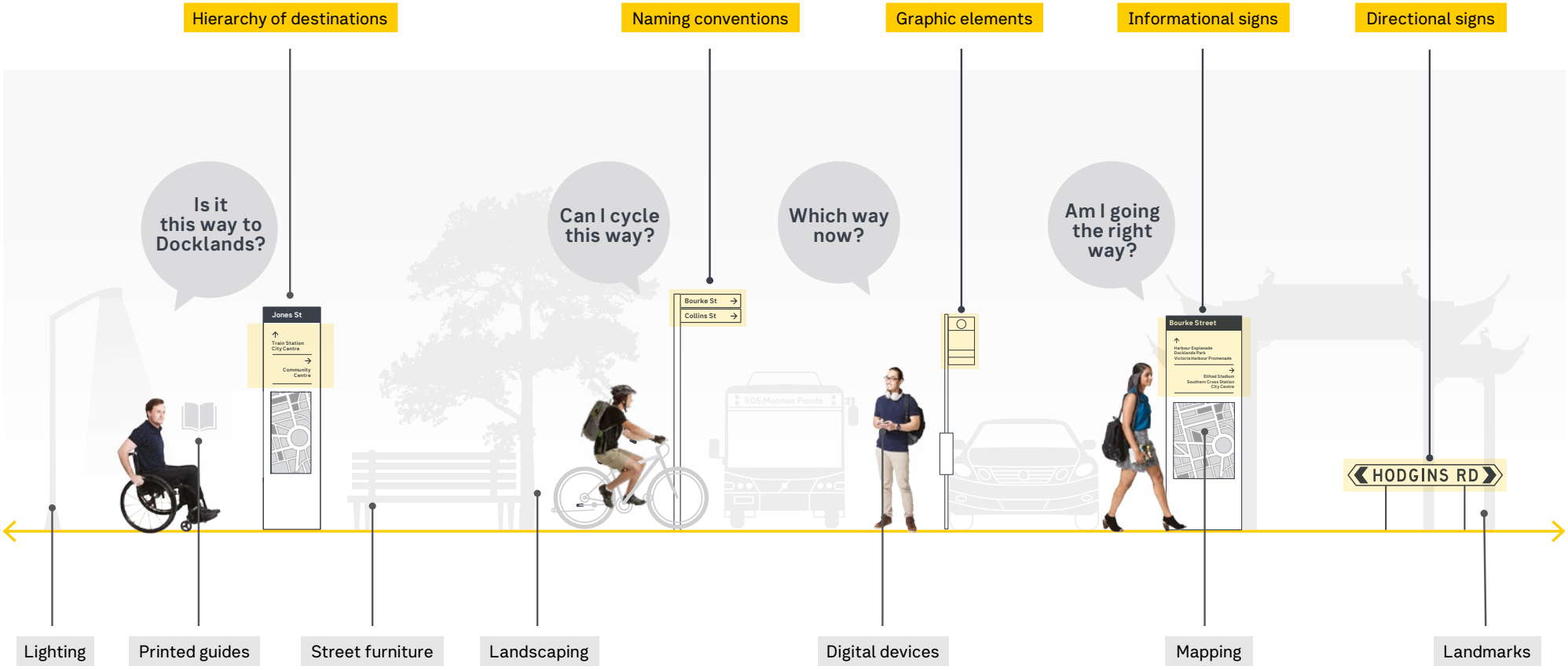
Regulatory

1.3 What does *Wayfound Victoria* cover?

*Yet to be scoped or funded

1.3 What does *Wayfound Victoria* cover?

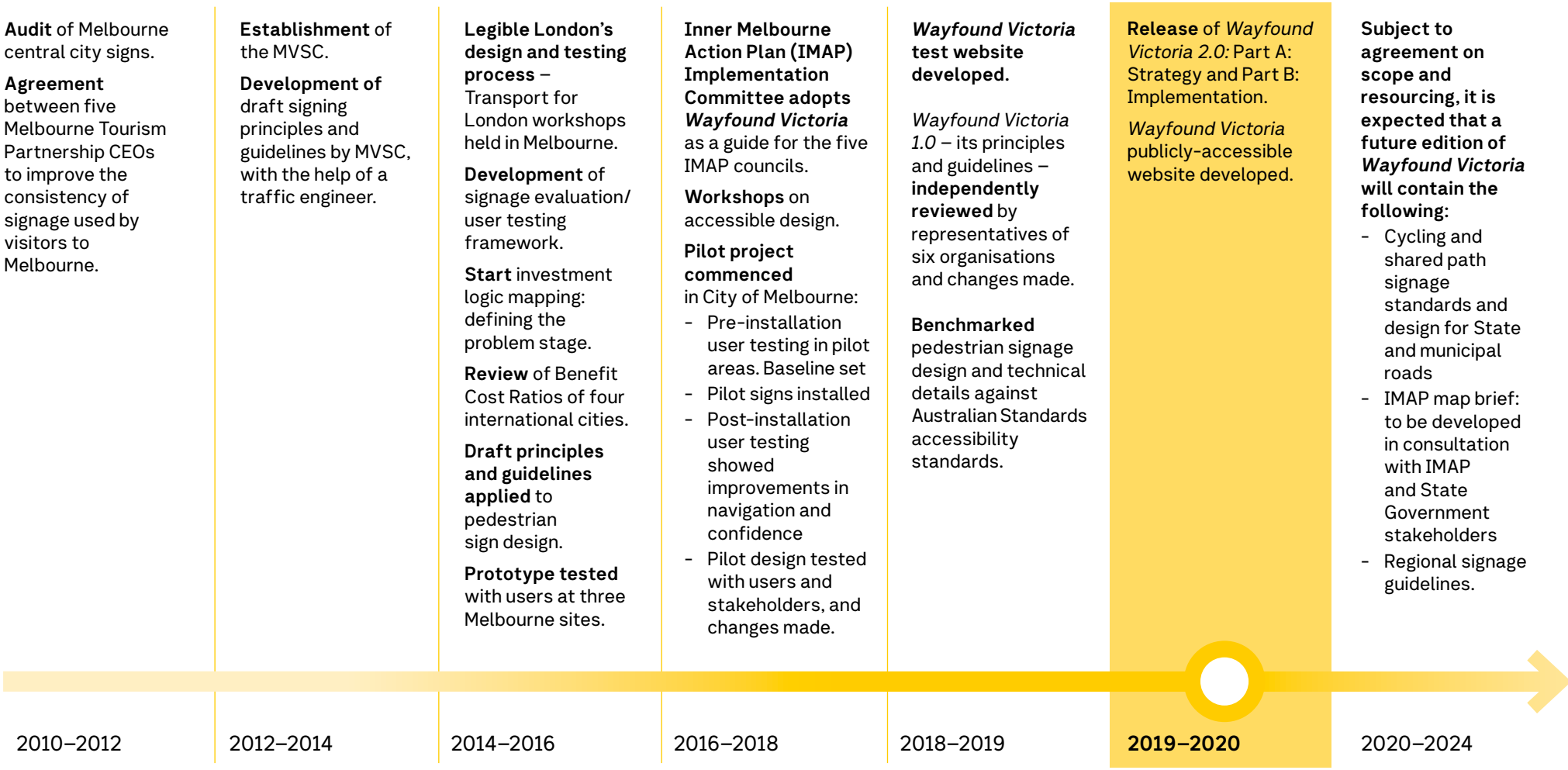
Wayfound Victoria covers the following signage elements



Other wayfinding elements not covered within _Wayfound Victoria_

1.4 *Wayfound Victoria*'s development timeline

The Melbourne Visitor Signage Committee (MVSC) was inspired by the systems design thinking, user testing and evaluation program employed in the development of *Legible London*. Development of *Wayfound Victoria* was informed by a build-test-refine process. It was underpinned by a program of benchmarking, consultation and user testing.

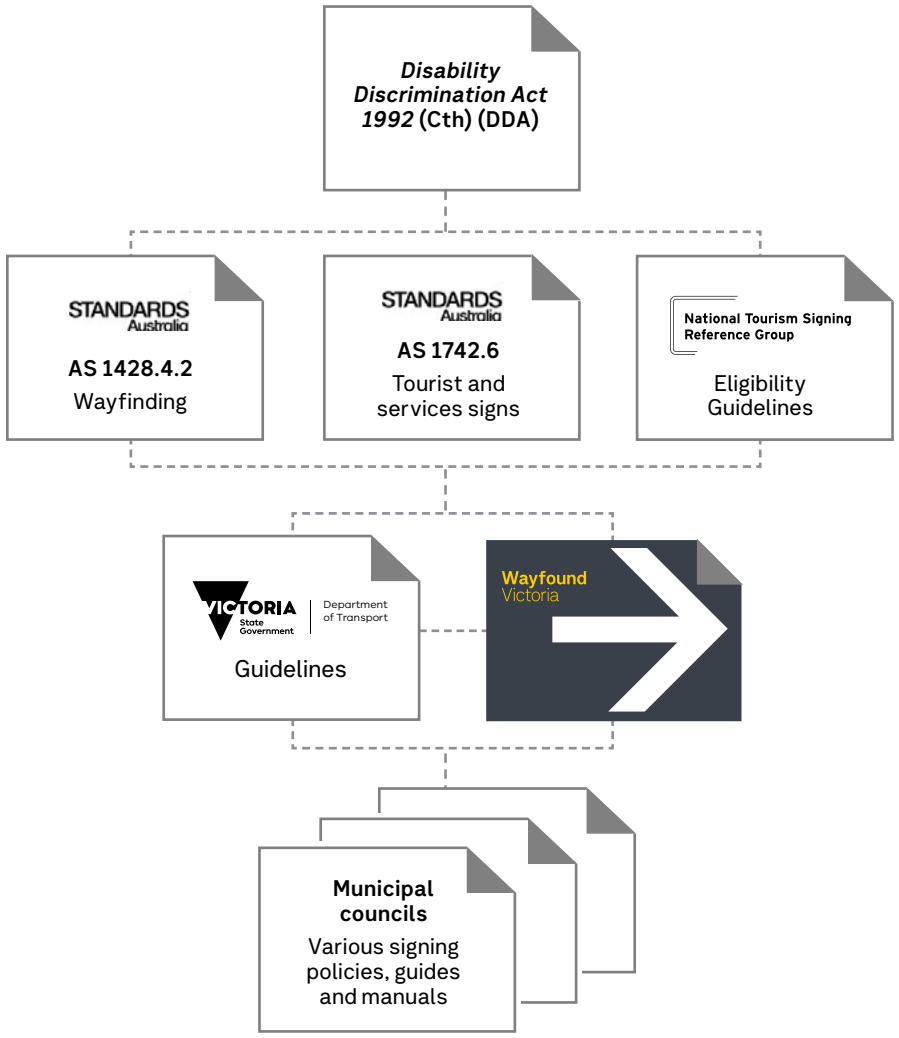


1.5 Existing policy documentation

Wayfound Victoria relates to other existing documents that have been produced by national, State and local governments, as illustrated in this diagram.

Wayfound Victoria does not seek to supersede Australian Standards or legislation, but rather to complement these requirements and highlight their relevance for signage.

A common approach to wayfinding across Victoria will be achieved if local and State Government authorities formally adopt the *Wayfound Victoria* guidelines over time.



Signing principles

Six principles for a signage system that works.

These principles have been adopted for signage to help build and implement a consistent, coordinated, user-oriented system.[6]

1 Focus on the users

2 Cut the clutter

3 Disclose information progressively

4 Create connectivity

5 Be consistent

6 Use resources efficiently

[6] Inspired by the design principles for a coherent wayfinding system outlined in *Legible London, A wayfinding study*, 2006.

2.1 Principle

1

Focus on the users

Users' needs are paramount. They require signage that is consistent, reliable and inclusive.

A focus on users' needs, rather than the interests of signage providers, is essential.

Accessible design, inclusive design and effective user testing will deliver signage that allows everyone to use the system without the need for specialised or adapted features.

Signage should not be intrusive, but should be there when required – easy to recognise and use – helping people to find their way.

2.2 Principle

2

Cut the clutter

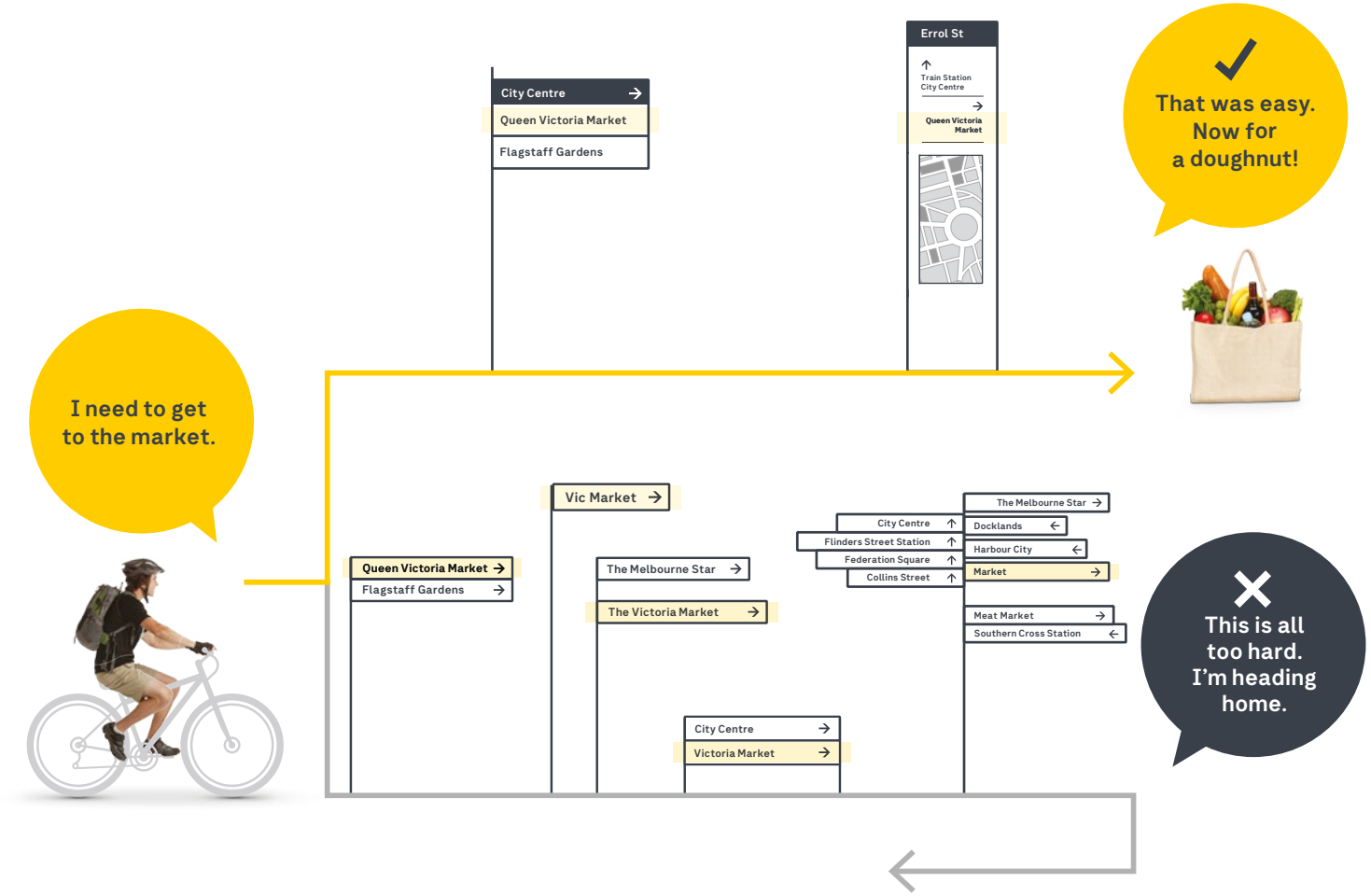
The aim is to have fewer, but better positioned, signs in the streets. Transport for London's *Legible London* approach is to have "as few signs as possible, as many as necessary". [7]

In Victoria, there are many instances of councils and transport operators installing their own separate signage at major nodes, attractions and intersections.

This complexity (or 'visual noise') is exacerbated by the many examples of redundant, out-of-date signs at these major wayfinding decision points.

Wayfound Victoria encourages local and State Government authorities to share infrastructure where possible: for example, signs that carry both pedestrian and public transport information.

[7] AIG for Central London Partnership, *Legible London, A wayfinding study*, March 2006, p.30.



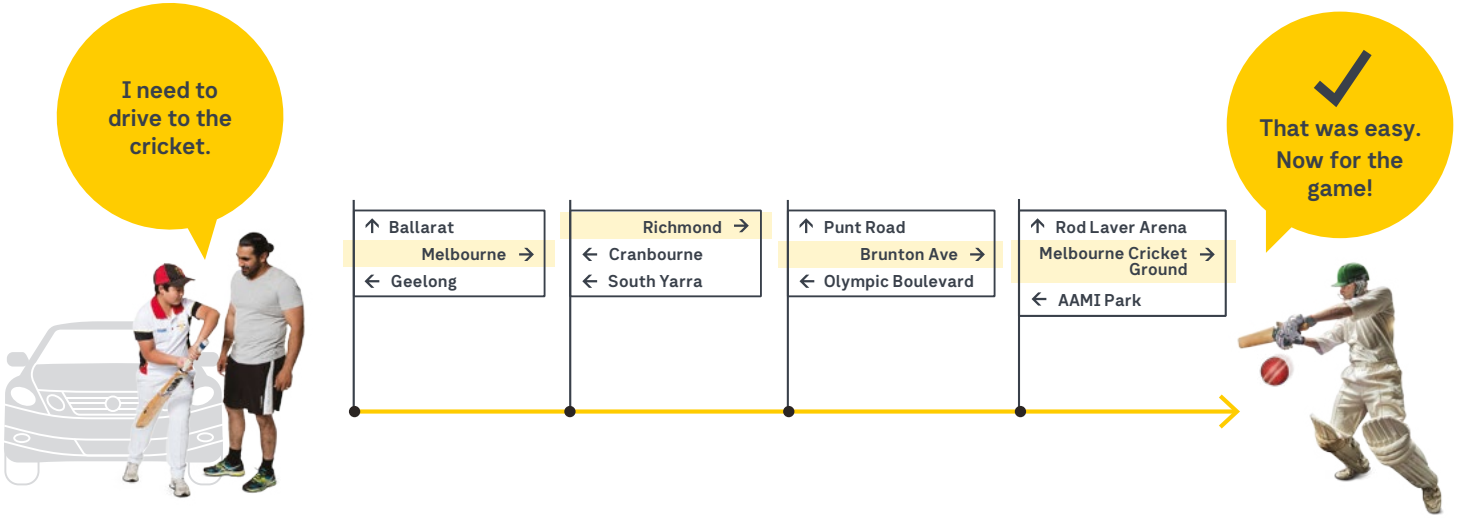
2.3 Principle

3

Disclose information progressively

At each point, the user should be given enough information to achieve the next stage of their journey, but not so much detail that they become confused.

Providing the right information at the right point along a journey helps people make simple, efficient decisions. The information should explain where the user is and their options. It should be current, accurate, intuitive, accessible and easily acted upon.



2.4 Principle

4

Create connectivity

By linking one location to the next through signing, people can move freely and confidently from one place to another and from one transport mode to another.

Signage should connect a destination's entry points (air, sea, bus and rail terminals, and freeways) with its major centres, attractions, landmarks and developments.

Visible, well-coordinated placement of signs will enable people to move easily to their destinations.

Helping people to 'read' the city, town or area means they will use its landmarks to aid navigation and make it easier for them to move between walking, riding, public transport and driving.

2.5 Principle

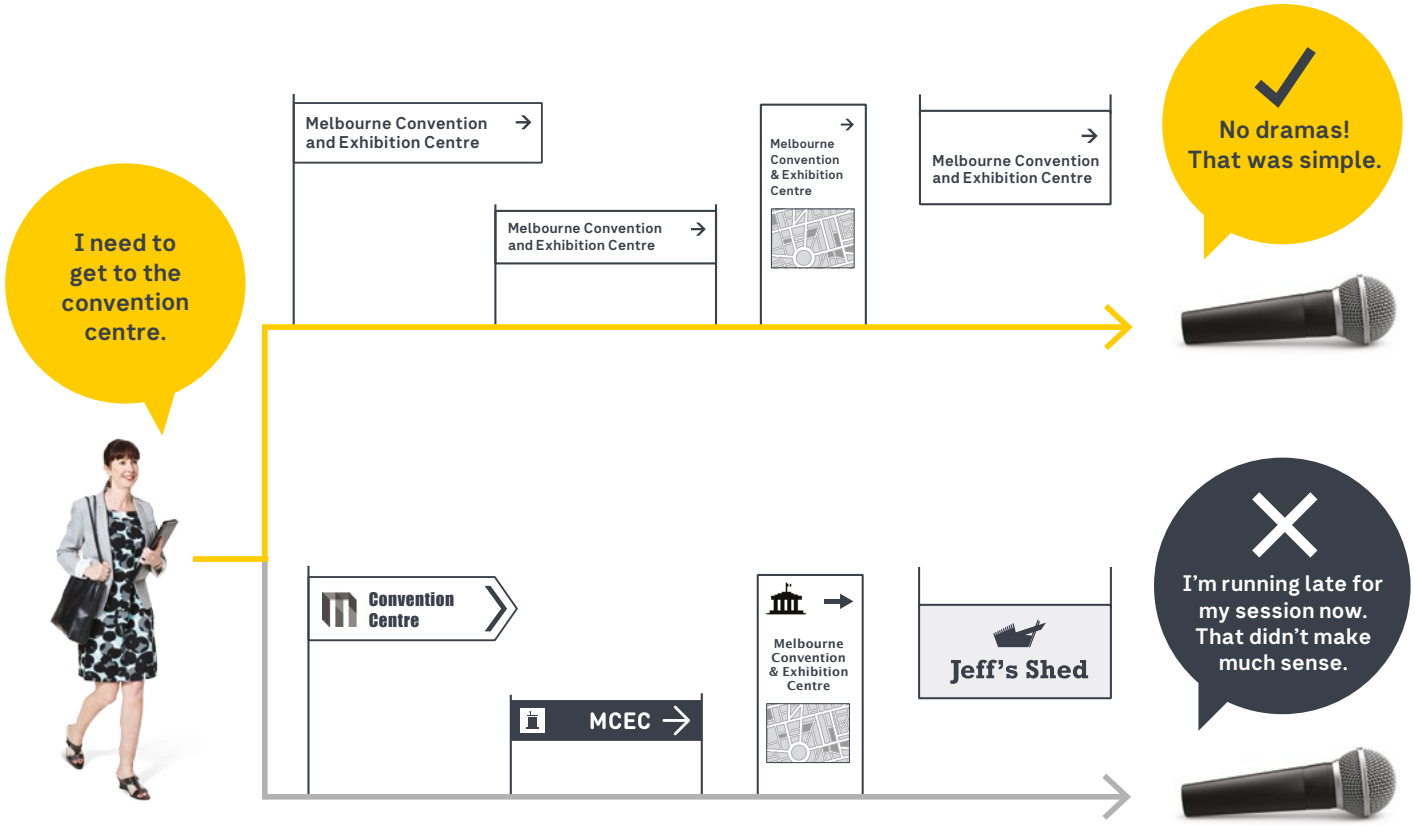
5

Be consistent

From a user's point of view, the journey should be seamless. Signage – whatever the mode, whatever the municipality – should carry consistent, predictable and reliable information.

A range of local and State Government authorities are responsible for signage across Victoria. The aim of *Wayfound Victoria* is to ensure consistent information across pedestrian, cycling, public transport and road signage systems by adopting agreed naming conventions, language and approach to eligibility and selection criteria, symbols and arrows.

Collaboration between responsible authorities is vital to the success of improved signage in Victoria.



2.6 Principle

6

Use resources efficiently

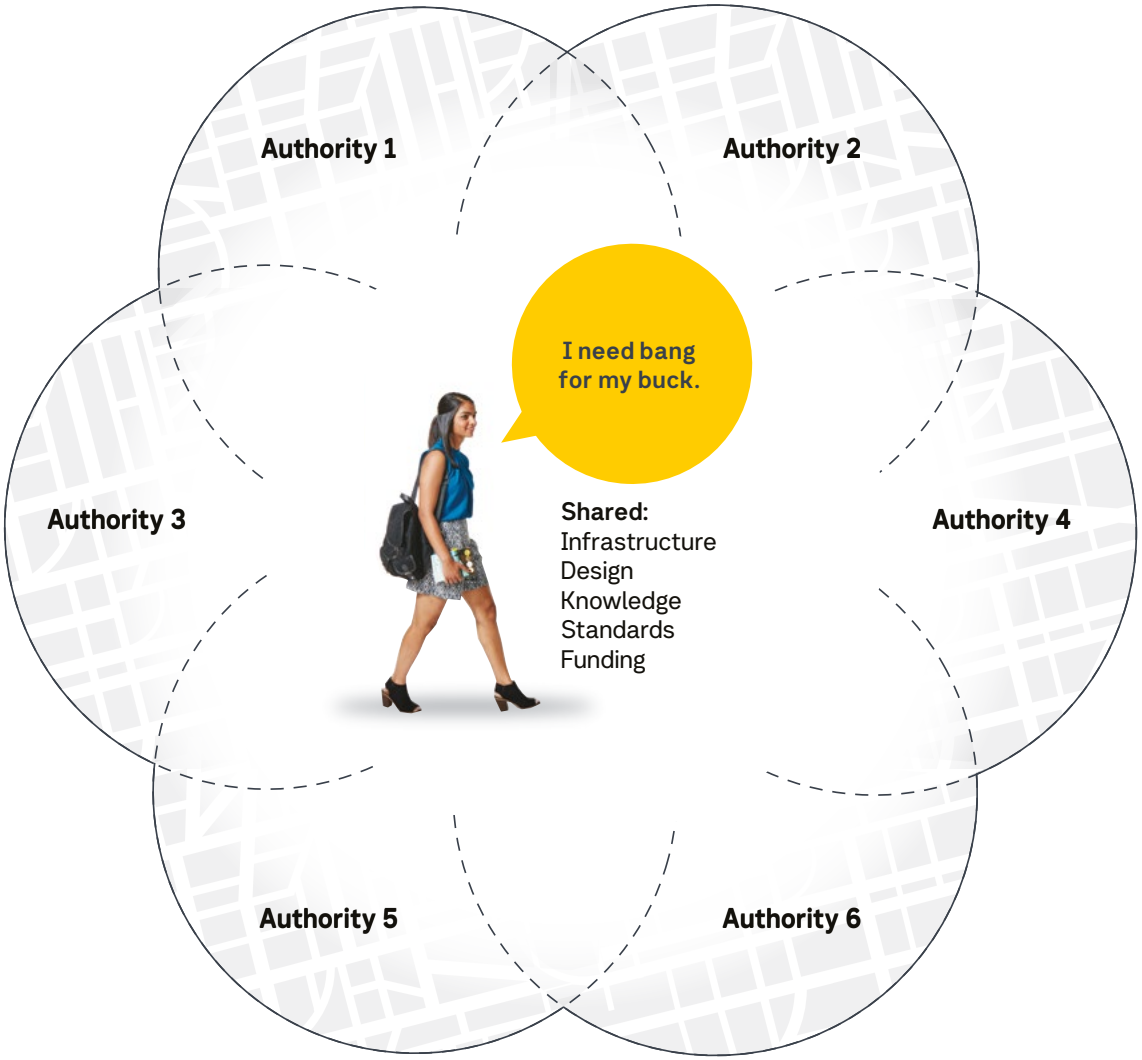
By working together, available infrastructure and funding can be used more efficiently and effectively.

Wayfound Victoria seeks to encourage local and State Government authorities to adopt a shared approach to design, fabrication and infrastructure procurement, and to agree to maintenance standards and regimes.

Examples of authorities:

Municipal councils
- City of Melbourne
- City of Port Phillip
- City of Yarra
- City of Stonnington
- Maribyrnong City Council
- Wyndham City

Department of Transport.



General guidelines

3.1 Key considerations

Guideline 1

Understand the users.

People use a variety of methods to find their way. Many navigate by landmarks as well as signs and some find it easier than others to use maps. Some prefer to ask for directions while others are reticent to do so.

Understanding the users is key to the delivery of good signage for wayfinding.

The worker travelling along an unfamiliar route needs to know they will reach their destination successfully and with as few disruptions as possible.

The person pushing a pram or in a wheelchair needs signage that leads them to routes with low gradients, no kerbs and with ramps rather than stairs.

A tourist might want their journey to be an adventure. They want wayfinding information that enhances their sense of discovery and exploration.

It is essential to test sign locations and information with potential users prior to installation.

3.1 Key considerations

Guideline 2

Provide a network of signs to assist navigation.

The objective of direction and map-based signs is to make it easy for users to find their way. This signage, used together with maps or GPS navigation devices, helps users to locate where they are, orientate themselves and find their way to the destination.

Signage and wayfinding information should be positioned where users need them most, such as at intersections, public transport stops, car parks and other major decision points.

Many journeys involve more than one mode of transport like car, bus, tram, train, cycling and walking. Signing to and from car parks, train stations, bus stops and tram stops is important to ensure that users can find their way between these modes of transport.

Street name signs at intersections are the most fundamental component of the wayfinding system for walkers, cyclists and drivers.

The location of signs and the choice of destinations to be displayed on each sign must be selected strategically, as it is not feasible to lead people from all possible origins to all possible destinations. For many trips to minor destinations, the signs can help with orientation and reassure the user that they are on the right path, rather than directing them to their exact destination.

Providing a seamless, joined-up network of directional signs across commonly travelled areas is a critical part of the wayfinding system.

Guideline 3

Ensure signage and digital wayfinding systems are consistent and complementary.

The increasing use of digital devices can mean a decreasing need for detailed direction signs, particularly for pedestrians and public transport users who can use their smart phones to check their journeys. It is apparent, however, that many people use both their smart devices and directional signs for wayfinding.

The signs, maps and digital devices should complement each other. To avoid confusion, on-street signs and directions from a digital device need to be consistent. Road names and destination names should be the same across platforms and signage systems.

3.1 Key considerations

Guideline 4

To be effective, signage must be conspicuous, clear, comprehensible and concise.

When looking for assistance or confirmation of their route, users need to be able to find the relevant signage. The signs need to be conspicuous in the environment and located in places where users are likely to look for them.

The signs themselves need to be easily read. They need to be designed with legibility in mind.

The content of the signs needs to be simple and easily understood. Directional information needs to be unambiguous and intuitive.

Signs for drivers and cyclists need to be as concise as possible – users have little time to read them. Signs for pedestrians on footpaths may be more complex as users can stand in front of the signs and absorb the information but, even so, simplicity is preferable where possible.

3.2 Hierarchy of destinations

A defined hierarchy of destinations makes it easy for users to move throughout Victoria, from entry points to major nodes to specific places.

The hierarchy relates to the spatial or geographic spread of destinations. It is associated with Principle 3: Disclose information progressively by providing the information sign users need, when they need it.

Under the hierarchy, large areas are signed from further away (e.g. sign to the city centre from Melbourne Airport), then to a cluster of destinations within an area (e.g. sign to Chinatown once the visitor is in the city centre). Then within the cluster, individual destinations are signed (e.g. sign to the Chinese Museum once in Chinatown).

The hierarchy of destinations can be applied to the content of any directional signs – pedestrian, cyclist, public transport and road signs.

The hierarchy can be divided into four levels, progressing from larger to smaller geographic areas (these definitions might not apply in all situations).

Page 30 shows the spatial journey and the progression of signs as well as an example of the hierarchy of destinations.

3.2.1 Regional

Regional destinations are major cities such as Melbourne, Geelong, Ballarat, Bendigo and Traralgon, and groupings of suburbs such as ‘South East Suburbs’ or ‘Northern Suburbs’ (although these designations are used infrequently).

Generally, the Regional category in the hierarchy will only be signed for road traffic along freeways and arterial roads.

Tourist areas such as ‘Yarra Valley’, ‘Dandenong Ranges’ and ‘Mornington Peninsula’ also qualify for this level of the hierarchy on road signs. These destinations are not used on pedestrian signs and rarely on cyclist directional signs.

3.2.2 Suburbs and towns

Suburbs and towns are generally defined by postcodes. On road signs, the choice of suburbs and towns to sign must align with Department of Transport’s 'standard through destinations' (see Appendix B – Terminology). They will mainly be shown on road direction signs on freeways and arterial roads.

Signing to suburbs and towns will be mostly related to road traffic but sometimes suburbs and towns could be signed for cyclists and pedestrians if they are within comfortable cycling or walking distance from the sign. Suburbs and towns may also be shown on map-based signs for pedestrians.

In rural or semi-rural areas, townships and localities would replace suburbs, for example, Kinglake or Daylesford.

3.2 Hierarchy of destinations

3.2.3 Clusters

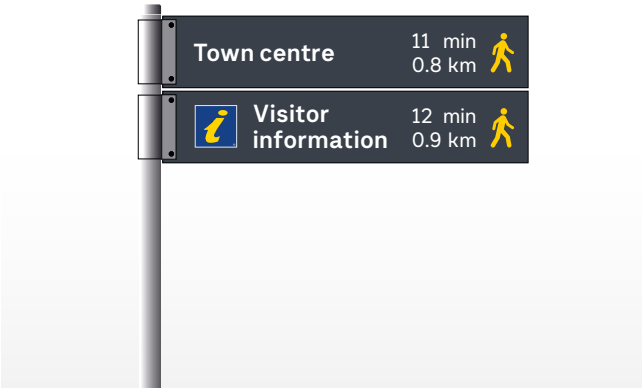
This level of the hierarchy could have many different names, such as villages, neighbourhoods, shopping streets or suburban shopping centres.

Signing to clusters of destinations is applicable to all modes of transport.

Signing at this level should be to a cluster of destinations, such as a designated village (Albert Park Village, for example) or a major shopping destination (such as Chadstone). Then, once the user has reached the area, the signs can indicate the direction to individual attractions or venues within the area. This helps to keep signs simple and avoids overloading the user with too much information.

Signing to a cluster of destinations is only viable if meaningful and well-recognised names can be given to the cluster of destinations, for example Albert Park. (See 3.4 Naming Conventions).

There may be a few instances where one prominent destination within a cluster is still signed individually due to its importance to users, for example, accredited Visitor Information Centres (VICs).



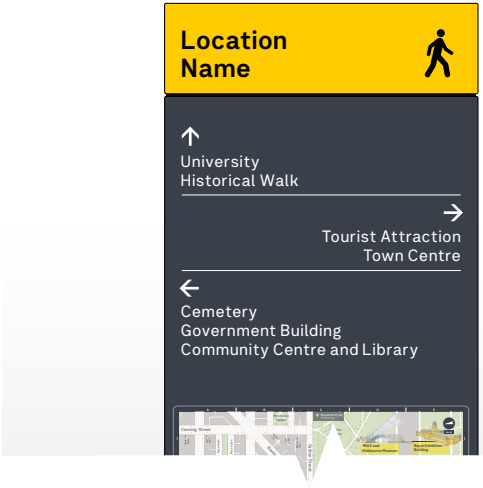
3.2.4 Individual destinations

This level consists of the individual destinations that are eligible for signing. These may be buildings, landmarks, parks, venues or attractions.

Signing to individual destinations is applicable to all modes of transport.

Signing to individual destinations is common practice, subject to the distances and conditions in these guidelines.

If the number of destinations to be signed at a particular place can fit onto the signs without compromising legibility, then all of them can be listed. However, no more than four destinations should be listed on a road sign.

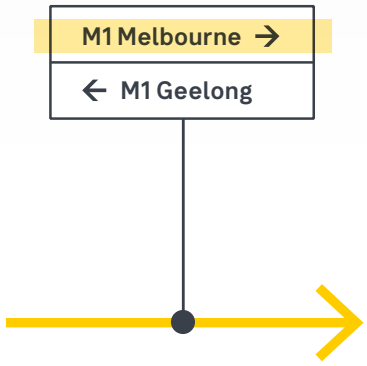


3.2 Hierarchy of destinations

Regional

Geographic regions and major cities

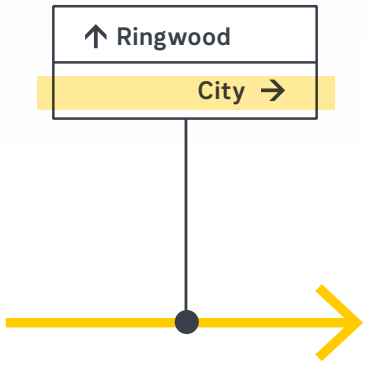
e.g. Bendigo, Geelong, Ballarat



Suburbs and towns

Defined by postcode

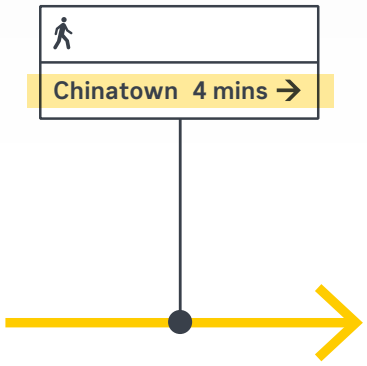
e.g. Greenvale, Frankston, South Yarra



Clusters

Precincts, villages, neighbourhoods, shopping streets, suburban shopping centres

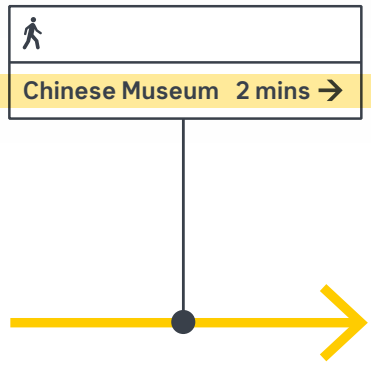
e.g. Arts Precinct, Sports Precinct, Brunswick Street



Individual destinations

Buildings, landmarks, parks, venues, attractions

e.g. Luna Park, Werribee Zoo, MCG

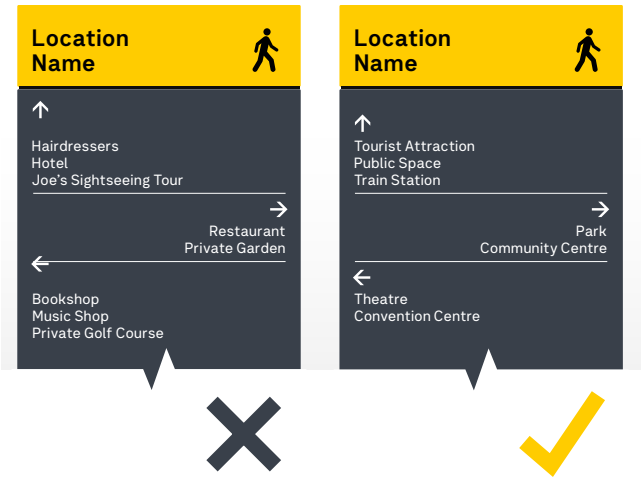


3.3 Eligibility and selection criteria

Prioritise and limit the number of destinations signposted at any one point.

The destinations shown on signs should be restricted to those most likely to be sought by a significant number of users.

To ensure consistency, these eligibility criteria provide a guide for determining the types of destinations that are most important for users.



If, at a particular location, there are more eligible destinations than can fit on a sign, the selection criteria (see 3.3.2) provide a second filter to determine which destinations are more useful for navigation to sign at that point.

The eligibility and selection criteria detailed in this chapter apply to pedestrian and public transport signs only.

Destinations to be signed on cycling and shared path signs include major landmarks along bicycle trails and off-route destinations that are likely to be accessed by bicycle (see 4.2).

The eligibility criteria set out in the Victorian Tourist Signing Guidelines within the Department of Transport *Tourist and Services Signing Technical Reference* must be used for destinations to be signed on road signs.

3.3.1 Eligibility criteria

Eligibility criteria for destinations provide guidelines as to what can be signed, although not all eligible destinations must be included.

To be eligible for destination signing on pedestrian signs (on paths or at public transport stops or stations), a destination must fall into one of the following categories:

- A Visitor Information Centre (VIC) – accredited by the Australian Tourism Accreditation Program (ATAP)
- A tourist attraction
- A building, structure or public space of historical interest
- A park, garden, playground or public space of interest
- A public transport station, tram or bus stop or taxi rank
- A ferry or other public water transport
- A bicycle hire station
- A sporting venue attracting a large number of non-member spectators or users per year
- A theatre or performing arts centre attracting a large number of patrons per year
- A venue (not a hotel) that hosts conventions, functions, receptions, concerts or public events and which attracts a large number of visitors

3.3 Eligibility and selection criteria

3.3.1 Eligibility criteria

- A major religious venue that is generally open to the public
- A cemetery or mausoleum
- A significant education institution
- A hospital
- A police station
- A courthouse
- A library
- A government office providing direct services to a regional area or catchment, such as Centrelink/Medicare office
- A non-profit community facility, such as a community centre or neighbourhood house
- A structured walk (which could also be a shared path or separated footpath) of interest to visitors.

In addition, a signed destination may be a suburb or an area, precinct or cluster of destinations.

Individual businesses, shops, retail outlets and restaurants are not eligible for signing. However, a group of shops or restaurants may be eligible if they have a distinctive character, such as Lygon or Chapel streets. That character would need to differentiate the group of shops or restaurants from others in the vicinity.

Large or landmark department stores or retail precincts may be shown on maps where this assists orientation.

Directional signing at the entrance to a group of shops or restaurants is not needed where the signs on the premises make the entrance obvious to visitors, e.g. Harbour Town. In marginal cases, justification for signing should be based on how difficult it is to find the entrance.

Sporting venues should only be signed if they attract a large number of spectators and/or sporting participants. The magnitude of a 'large number' is relative within a jurisdiction or municipality. For example, the Melbourne Cricket Ground (MCG) is large in the central city context, and the Casey Recreation and Aquatic Centre in Cranbourne is large in an outer metropolitan context.

Sporting venues mostly open to members only, such as private golf or tennis clubs, should not be signed.

Hotels should not be signed where there is a high concentration of accommodation. As a rough guide, if there are more than three or four places offering accommodation within a walkable distance, then none should be named on pedestrian directional signs. However, major hotels may be shown on a map carried by the signs.

Commercial, not-for-profit and government-run operations are treated equally. The key criterion is the value to the user of the sign rather than who runs the enterprise.

Any destination that is indicated with a directional pointer on a sign-face should also be shown on the map – if there is one – carried by the sign.

Some facilities that may be signed from close proximity, depending on the policies of the jurisdiction in which they are located, are:

- Toilets
- Permanent outdoor works of art, if they act as landmarks
- Post offices, particularly those of historical significance
- Free Wi-Fi in public places
- myki retailers
- Drinking water fountains.

Signing to these facilities will typically be achieved by the use of symbols on maps on those signs that carry them.

3.3 Eligibility and selection criteria

3.3.2 Selection criteria

The selection criteria help determine which eligible destinations (assuming there are many) would have priority on a pedestrian directional sign. By using the criteria below to compare eligible destinations, the decision maker can choose which will be shown and which will be omitted if space is limited on the pedestrian sign.

Selection should be based on the importance of a destination or landmark for helping users navigate.

Accredited Visitor Information Centres (VICs)
VICs are the highest priority for signing. Staff and volunteers at Victoria's network of VICs provide a valuable service in finding hotels, attractions, precincts, restaurants, street addresses and other places. Accredited VICs should be signed with the Australian Tourism Accreditation Program's italicised "*i*" symbol.

For information on accreditation, contact the Victoria Tourism Industry Council (VTIC) on telephone (03) 8662 5387 or email **accreditation@vtic.com.au**

Other selection criteria are:

Transport
Signs directing people to train stations and public transport hubs are a priority. In cases where pedestrian signs are located at exits to major transport hubs, consideration should be given to prioritising nearby public transport services as well as precincts and attractions in the immediate area.

Continuity
If a destination has been listed on a sign, then it must be included as a destination on all subsequent signs along the preferred access route until the destination is reached.

Relative number of visitors and familiarity (wide appeal/attraction)
When selecting between destinations, important criteria are the number of visitors who would arrive on foot and the proportion who are unfamiliar with the area.

Proximity
Pedestrian signs should primarily include destinations that are within a walkable distance, and places/landmarks/transport hubs that are key to getting around an area, e.g. signing Swanston Street from Southern Cross Station. (See 4.1.4 – Guideline 22 for further explanation of a walkable distance).

If the destination is visible and the entrance is obvious from where the user is viewing the sign then it could be omitted from the directional destinations on the sign. For example, signing to Melbourne Convention and Exhibition Centre for people walking along South Wharf Promenade is not necessary, as the centre's name is emblazoned across the buildings.

Otherwise, subject to other criteria, the signs should show closer destinations rather than those that are further away.

Navigational difficulty
Signage should assist users find places that are more difficult to get to. A destination with a clear street address on a main road is a lower priority than a similar destination located along an alley or pathway, or inside a park.

Prominent landmarks
A prominent place that can be used as a landmark for wayfinding and orientation, such as a river, a cathedral, a recognisable building or a bridge, may have higher priority than other destinations, even though it is not a highly visited destination in its own right.

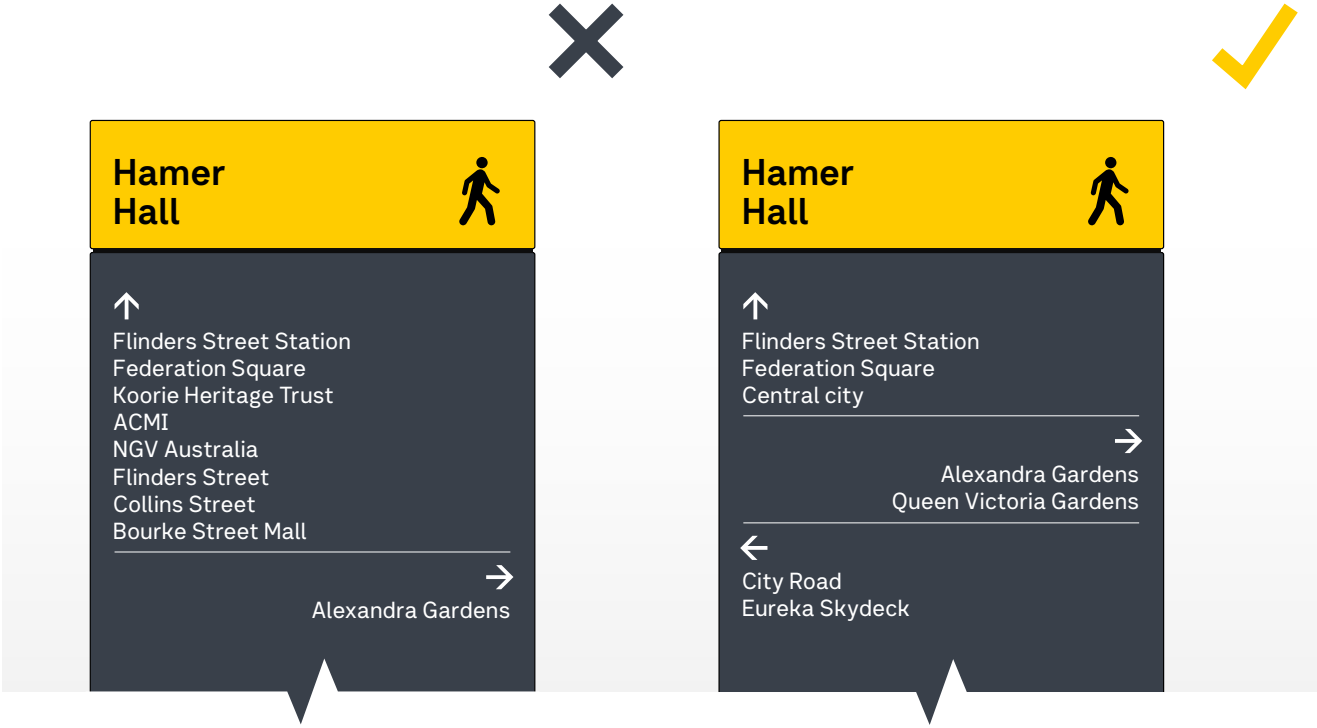
3.3 Eligibility and selection criteria
3.3.2 Selection criteria

Other considerations

Some facilities should be selected as a matter of course if they are in close proximity. These will usually be signed using symbols rather than words. For example, a sign pointing to the Fitzroy Gardens also carries a disabled access toilet symbol.

Where there are more eligible destinations than spaces on the sign, it may be possible to combine destinations. If it is well known that a particular attraction or venue is within another destination, then it is unnecessary to sign to both. (For example, ACMI and The Ian Potter Centre: NGV Australia within Federation Square).

A group of similar destinations may be combined into a cluster of destinations, provided there is a clear and well-known name for the cluster. (See 3.2 for the guidelines on 'hierarchy of destinations' and 3.2.3 for naming clusters of destinations).



3.4 Naming conventions

3.4.1 Naming guidelines

Guideline 5

Names of destinations on signs should be unambiguous and recognisable.

The name of a destination to be used on signs should be:

- Unambiguous within its context
- Recognisable by someone who is unfamiliar with the destination
- Recognisable by a local person in the street
- As concise as possible
- A recognisable match with the name shown at the entrance to the building or premises
- A recognisable match with the name used on maps – both hard copy and online
- A recognisable match with the name used in promotional material.

The first two are the most important criteria. However, it is not always possible to meet all those listed. Decisions on the signed destination name should be based on what is in the best interests of users of the signs.

The name should be recognisable by a local person in the street for two reasons. First, people visiting unfamiliar areas of a city or town may need assistance with navigation. Even if they are not going to a signed location, the sign may assist with orientation but this is only useful if the name is recognisable. Second, if a local person has advised a visitor to go to a place using the locally recognised name, the visitor needs to see this name on the directional signs. User testing may be needed to verify the most recognisable name.

For new or small attractions, the average local person in the street may not have heard the name before and this is difficult to avoid.

3.4 Naming conventions

3.4.2 Concise names

Guideline 6

The name should consist of the minimum number of words that distinguishes the destination.

The name shown on any sign should adequately describe the destination with a minimum of words.

For pedestrian direction signs, the name should preferably fit on a single line or, at most, two lines. Names that cannot fit on two lines should be shortened or abbreviated. More concise names are easier to relate to and more easily remembered.

For road signs, the name should be restricted to two or three words plus any relevant symbol.

The length of blade signs must comply with AS 1742.5.

3.4.3 Acronyms

Guideline 7

Avoid acronyms unless they are well known to users.

Acronyms should be avoided unless they are at least as well known as the full name.

RMIT is a good example of a name that has greater recognition as an acronym than the full name. Other cases may need user testing to verify which is the more recognisable name.

Spelling out the full name and adding the acronym as well should be avoided. If in doubt, spell it out. However, the amount of space on the signs (particularly road signs) could sway the decision.

3.4 Naming conventions

3.4.4 Omit unnecessary words

Guideline 8

The signed name may omit unnecessary words from the official name.

The name used on direction signs does not need to fully match the official name. It may be a shortened version of the name if this still makes sense to the user.

Where the official name of a destination includes ‘Melbourne’ or ‘Victoria’, these words can be omitted from the signed name, unless that omission causes ambiguity. For example, State Library of Victoria can be signed simply as ‘State Library’ as there is only one State library in the vicinity. On the other hand, ‘Melbourne’ should be retained in the name for the ‘Melbourne Museum’ as there are several museums in the central Melbourne area.

Adjectives and other words that describe the attraction, but are not part of the attraction name, should not be used as part of the signed name. Sometimes the operator of a venue or attraction will want to include descriptive words as part of a marketing plan. For example, the word ‘heritage’ should be omitted from the signed name, unless it is specifically part of the name of the place.

Sometimes symbols can be used to replace words to make a more concise name to fit on the sign.

3.4.5 Abbreviations

Guideline 9

Avoid abbreviations if possible.

Abbreviations of words should be avoided where possible. There may be rare occasions when abbreviation is unavoidable due to restricted sign space and the inability to omit words from the name. Also, it is worth considering where an abbreviation may confuse visitors who speak languages other than English, as the full name of the attraction or venue may assist when using translation tools on mobile devices.

3.4 Naming conventions
3.4.6 Commercial names

Guideline 10

Commercial names should generally be avoided but may be used, under certain conditions, to match what the user expects the name to be.

A commercial name (or brand name) should be avoided where possible, but may be used where it is part of the official name of the attraction or venue and it is a necessary part of the name that a user would look for.

Operators are required to ensure that the commercial name is officially recorded in the Register of Geographic Names (VICNAMES). Geographic Names Victoria has a system of recording 'base names' and 'commercial names' for buildings and venues that have limited tenure naming rights.

The signed name must only include a commercial name if:

- The commercial name is part of the official name of the attraction
- The name is registered with VICNAMES
- The name of the place does not make sense or is ambiguous without the commercial name
- There is a written agreement in place requiring the operator to fund changes to all signs if the name is changed in the future
- The name for the attraction does not include more than one commercial name.

The following are examples of where retention of the commercial name in the destination name helps the user:

- Marvel Stadium
- Deakin Edge
- AAMI Park.

On the other hand, an attraction such as the Observation Wheel makes sense in its own right and therefore the associated commercial name should be omitted from the signed name.

On some occasions there may be a choice between a name that includes a commercial name and a more generic name. The decision between these two choices should be made after considering:

- The most likely name that a user would look for
- The long-term implications of a future name change.

3.4 Naming conventions

3.4.6 Commercial names

Guideline 11

If a destination ceases to operate or changes its name, the operator of the destination should fund the removal of, or change to, the signs.

Changing an established name will always be problematic. Even if all signs and maps are changed, it may take several years before local people accept the new name for the destination. Operators and owners of visitor destinations need to be aware of this and be prepared to promote the change of name.

If the name of an attraction or venue changes, the attraction/venue operator should fund the modifications necessary to effect the name change on all signs. If an attraction or venue ceases to operate, the operator should fund the removal of signs to that destination. The authority responsible for names on signage should ensure that this is an agreed condition prior to erecting the sign.

3.4.7 Nicknames

Guideline 12

Don’t use nicknames.

Nicknames should not be used on signs or maps. For example, the Melbourne Convention and Exhibition Centre should not be signed as ‘Jeff’s Shed’.

3.4.8 Consistent names

Guideline 13

All types of signs and maps should use the same name for the same destination.

As far as practicable, the name used on all types of signage (pedestrian, cyclist, public transport and road) and on maps should be the same.

There will be occasional exceptions to this rule as the number of words on road signs is more constrained than on pedestrian direction signs and maps. Nevertheless, the names should be as closely related as possible.

3.4 Naming conventions
3.4.9 Naming clusters of destinations

Guideline 14

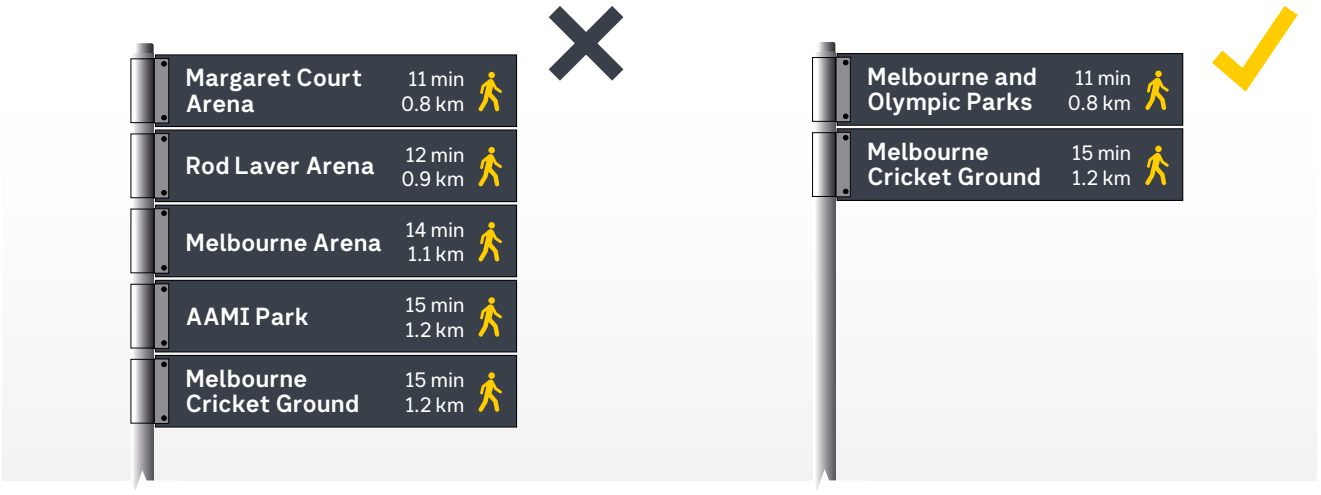
Names of clusters of destinations may be used where agreed by all authorities affected by the name change.

A group of destinations at the 'cluster' level of the hierarchy must have a concise, well-recognised name. The best examples are names of localities that are well established and would be shown on maps, such as Chinatown, Lygon Street and Toorak Village. A name can also be generic covering the types of attractions or venues within the area, such as 'Arts Precinct'.

It is not advisable to invent new names, as it will take some time for the new name to be recognised and accepted by local people and to be included on maps. Marketing-led names do not align with how people know an area. The names must make sense to the user over a reasonable life span.

The word 'precinct' should be used sparingly. Often used by urban planners, it is not common in the general lexicon and is not well understood by people with limited English language. 'Precinct' should not be added to a name that makes sense by itself. For example, 'Lygon Street', 'Chinatown', 'Chapel Street' and 'Bridge Road' do not need the word 'precinct'.

Any new names need to comply with the *Guidelines for Geographic Names* and there needs to be an integrated approach to including the names on all forms of mapping, brochures and online information. In addition, there should be some form of marketing campaign to ensure the names gain recognition.



3.4 Naming conventions

3.4.10 Naming tram and bus stops

Guideline 15

Names on signs at tram and bus stops should match those used on other types of signage.

Most tram stops are named with reference to the nearest cross street. However, the more important stops, particularly platform stops in the central city area, are often given a primary name of an adjacent landmark, feature, building or place. The secondary name would then normally be the street name. This also applies to a limited number of bus stops.

The chosen primary name should relate to a significant landmark, feature, building or place with a frontage and entry adjacent to the stop. Generally, names should only be chosen from destinations considered to be 'high' or 'very high' priority.

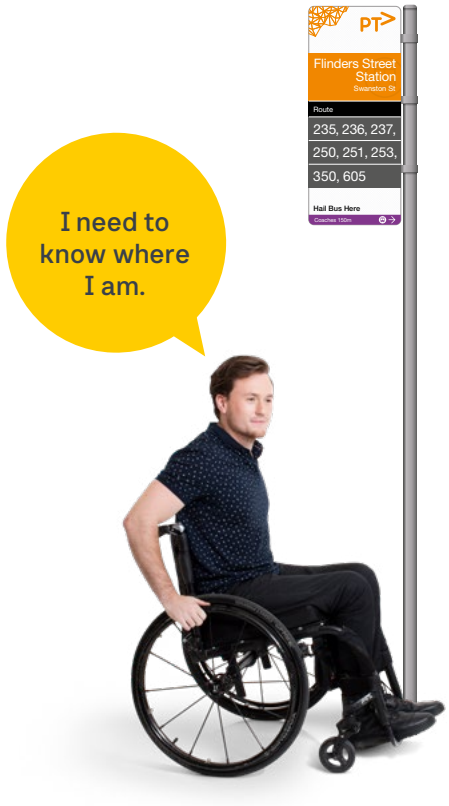
For consistency, the names used on signs at tram and bus stops should match the names used on other types of signage, particularly pedestrian signs.

The chosen name is shown on the tram or bus stop flag, on any direction signs at the stop and on the passenger shelter, if one exists.

The final decision on the naming of tram and bus stops rests with the Department of Transport (DoT). Naming decisions are made after consultation with the relevant municipal council and other stakeholders.

Good examples of tram stop naming are:

- Swanston Street tram stop near Flinders Street – 'Federation Square'
- Swanston Street tram stop near Faraday Street – 'University of Melbourne'
- Nicholson Street tram stop near Gertrude Street – 'Melbourne Museum'.



3.5 Advertising on signage

Guideline 16

Outdoor directional signage must not carry advertising or promotional messages.

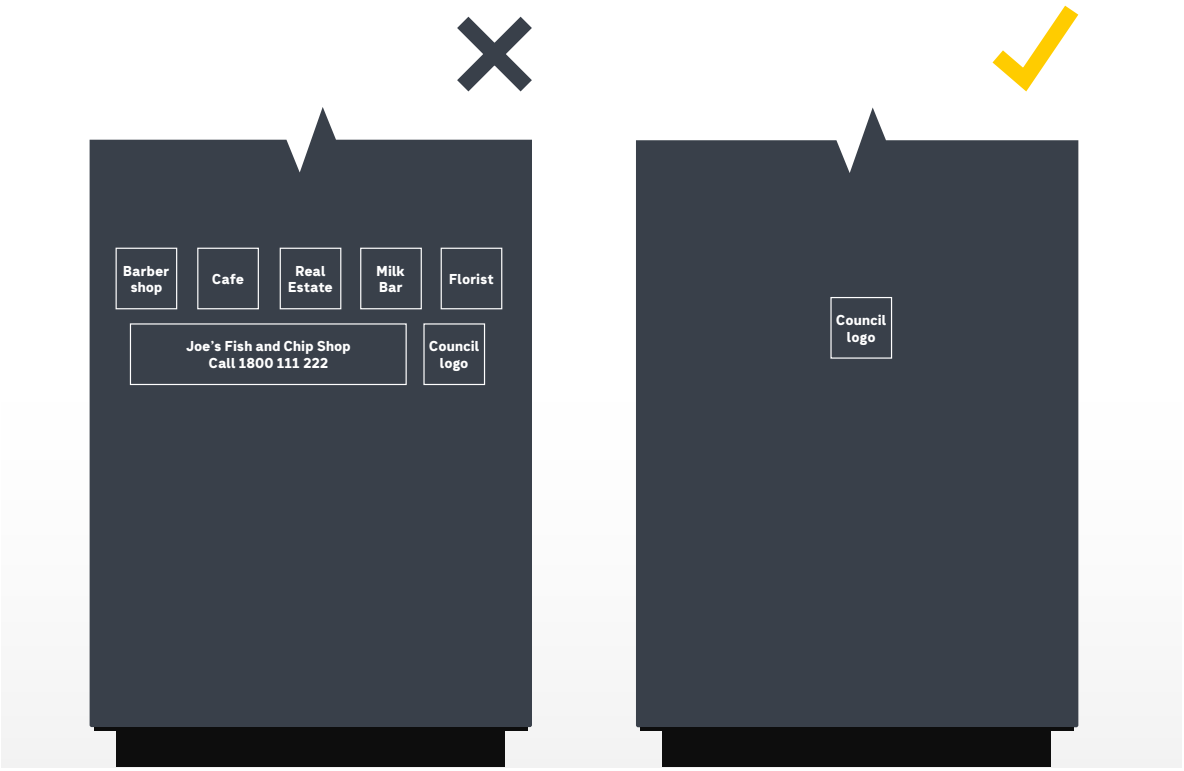
The infrastructure for directional signage must be for user information, not for raising revenue.

Although advertising can be a good source of revenue, the functionality of a sign intended for wayfinding is diminished if it carries advertising or promotional messages.

Pedestrian signs, public transport signs and street name blade signs may, however, carry the logo of the authority responsible for the sign.

In relation to road signs, regulation 23 of the *Road Safety (Traffic Management) Regulations 2009* prohibits commercial advertisements on traffic control devices.

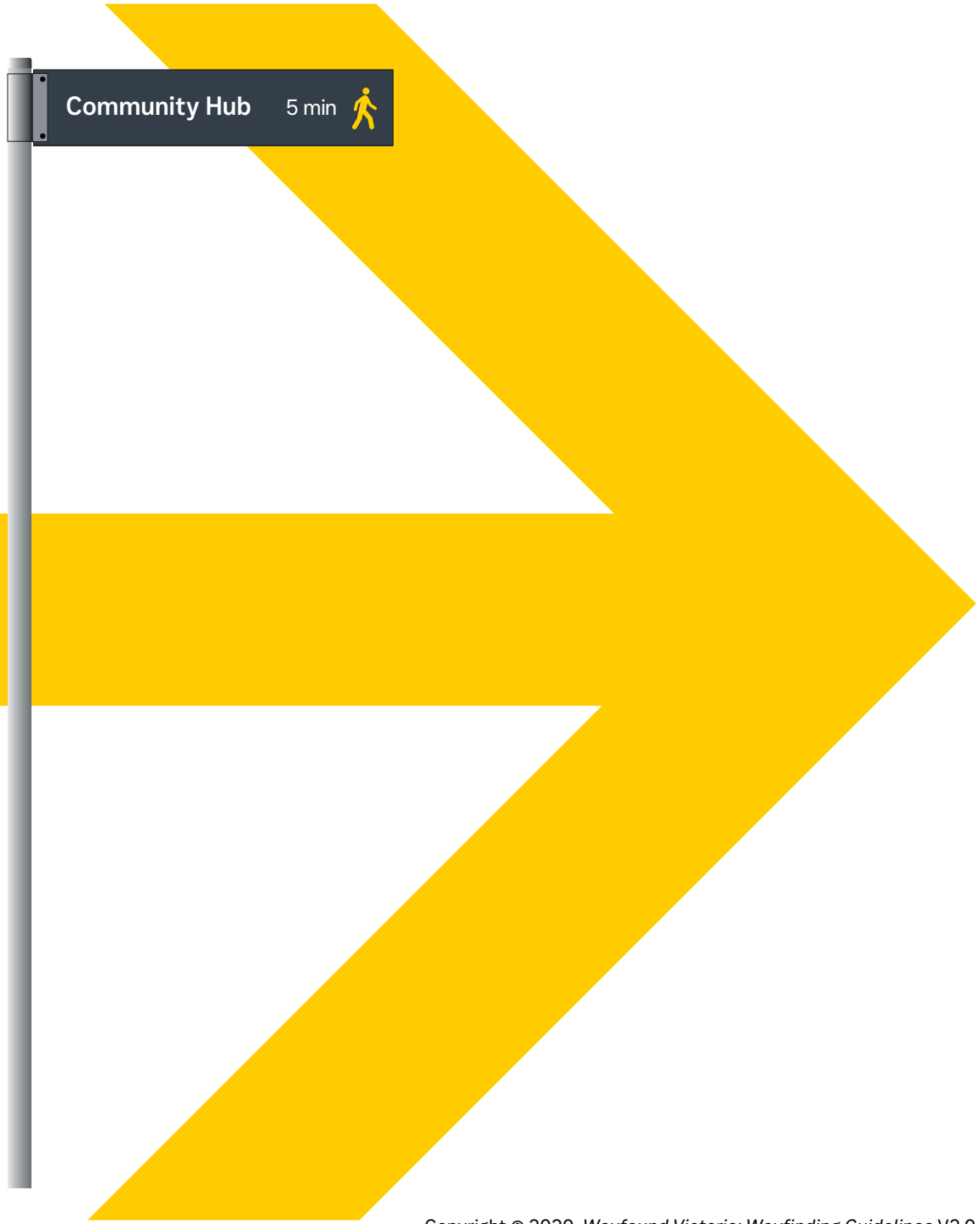
If the operator of an attraction or venue wishes to advertise, they may apply for separate advertising signs as indicated in Appendix F.



Mode-specific guidelines

4

Pedestrian signs



4.1 Pedestrian signs

4.1.1 Purpose

Directional pedestrian signs assist people unfamiliar with an area to reach their destination safely and efficiently. They assist with the walking aspect of a journey, even if most of a trip is by public transport or car.

Pedestrian signs and maps also help people to find their way to and from public transport stations or stops.

4.1.2 Responsibility and ownership

Responsibility for pedestrian signage on public land rests with the relevant municipal council which generally owns and funds these signs. However, where an attraction is signed, there is an opportunity for the attraction owner to meet the costs of manufacture, installation and ongoing maintenance, at the discretion of the council.

If the council proposes to locate signs on private land, then an agreement with the landowner may be necessary, with a view to ownership, responsibility and maintenance (see 11.2 – Checks and agreements).

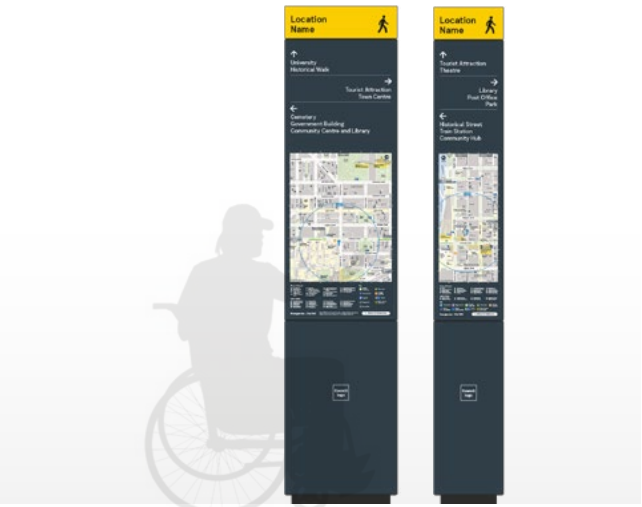
Any sign proposed to be installed on Department of Transport land requires prior consent under the *Road Management Act*. It is an offence to install signs without this consent.

If a developer or landowner proposes locating directional signage on their private land, they should contact the municipal council's statutory planning department to check if a planning permit is required.

If the council proposes locating directional signage on land owned by a State Government authority such as VicTrack, then an agreement between the parties may be necessary.

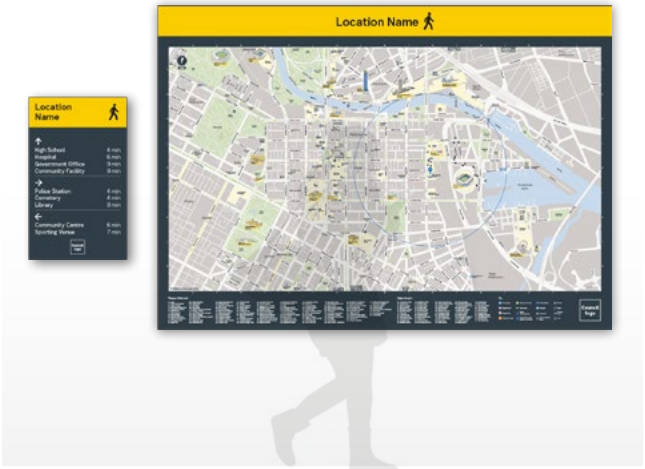
4.1 Pedestrian signs

4.1.3 Examples of pedestrian signage



Totem signs

- Totems assist users with orientation, exploration and journey planning.
- Wide totems (520mm) are typically located at major arrival points and at key decision points along pedestrian routes connecting popular destinations and attractions.
- Thin totems (320mm) are used when footpath space is tight (e.g. laneways, smaller streets).



Wall-mounted signs and wall maps

- Wall maps assist orientation, exploration and journey planning. They give users a large-scale view of the area they are in. They are typically located at major arrival points like Southern Cross Station and Visitor Information Centres (VICs).
- Wall-mounted signs are installed where totem signs are not practical. Wall signs provide directional information to attractions and places of interest within walking distance of the sign.

Blade signs

- Blade signs reassure people that they are on the right path. They support the totems and wall maps, and can be installed where footpath space is tight.
- Blade signs are double-sided and can point to a number of nearby destinations and attractions. They can be installed on galvanised poles or – if the owner provides written consent – on existing infrastructure (e.g. power poles).

4.1 Pedestrian signs
4.1.4 Guidelines for pedestrian signing

Guideline 17

Design signs to aid users, not promote providers.

The eligibility and selection criteria for destinations on pedestrian signs is covered in 3.3.

Signing is provided to assist people to find their way. Although there are pressures to sign to destinations based on perceived commercial advantage, attracting tourist numbers or keeping vested interest groups happy, these are not good reasons for determining what will be signed.

The prime objective is to help people to navigate when they are unfamiliar with an area or route. The main target groups include visitors to the city or town but the signs should also be useful for local people who are not sure of their way.

Guideline 18

Keep it simple.

Simplicity is vital. Even though pedestrians (unlike drivers) often have time to study a sign, people generally will not spend much time searching for the information they want from a sign or a fixed map.

For information to be useful, it should be clear, concise and unambiguous.

Guideline 19

Provide users with a hierarchy of destinations.

Provide information on signage that helps users to move between major attractions, transport modes, precincts and landmarks.

Some places may be indicated to assist users with orientation.

4.1 Pedestrian signs
4.1.4 Guidelines for pedestrian signing

Guideline 20

Sign via key access routes.

Signing to a destination should be via key access routes. Wherever possible, these routes should comprise accessible footpaths along preferred paths, major walkways, outdoor malls and bridges.

Generally, the key access routes will lead users from public transport nodes, large car parks or other major attractions.

Signing should indicate accessible routes: routes with low gradients, distinct and continuous paths, free of obstacles, and that lead to ramps, not stairs.

Signing should not be provided along circuitous or unsafe routes.

Guideline 21

Help visitors explore.

Choose destinations on pedestrian signs that encourage users to explore the area.

Use map-based signs at key locations to let the user know what lies within a particular area and what lies beyond their current location.

4.1 Pedestrian signs
4.1.4 Guidelines for pedestrian signing

Guideline 22

Only sign within a walkable distance.

Pedestrian signs should generally only sign to individual attractions within a walkable distance. This is taken to be 15 minutes walking time or one kilometre. In areas where there is greater competition for destinations to be signed, this may be reduced to 400-500 metres.

Some landmark destinations may be signed from further away to assist with orientation or because they are regarded as the highest priority. For example, pedestrian signing to Federation Square may be placed up to two (2) kilometres away.

In outer metropolitan and regional areas, a landmark destination, such as a town centre, major shopping centre or major sports facility, could be signed up to three (3) kilometres away.

On maps, such landmarks might be shown using off-pointers at the edge of the map.

Destinations along walking trails may be signed over greater distances.

Signing to a destination may be further than a walkable distance if there is a direct tram or bus service to that destination and the sign indicates that mode of transport. However, these cases will usually be a lower priority compared to other destinations within a walkable distance. If signed in this way, the time shown on the sign should be the time by that mode of transport (including any walking and waiting times) or, if this is too variable, the time should be omitted altogether.

Guideline 23

Continue signing to destination.

Once a destination is introduced on a pedestrian directional sign along a route, it should appear with the same name on all subsequent pedestrian directional signs along the route until the destination is reached.

This guideline equally applies when signing to precincts, up to the point where the pedestrian has entered the precinct and signs there start to indicate the individual destinations within the precinct.

4.1 Pedestrian signs
4.1.4 Guidelines for pedestrian signing

Guideline 24

Don’t sign the obvious.

It is unnecessary to sign a destination once the pedestrian is in, at or directly next to the destination. Judgement is needed to apply this guideline. Whether the destination is obvious to a person depends on whether the name is clearly displayed and whether the architecture of the building or structure makes it easily recognisable.

For example, a town hall or a church should be easily recognisable even if no name is displayed. On the other hand, a pedestrian sign outside a park may carry the name of the park if there is no name plate provided for the park at that location.

Guideline 25

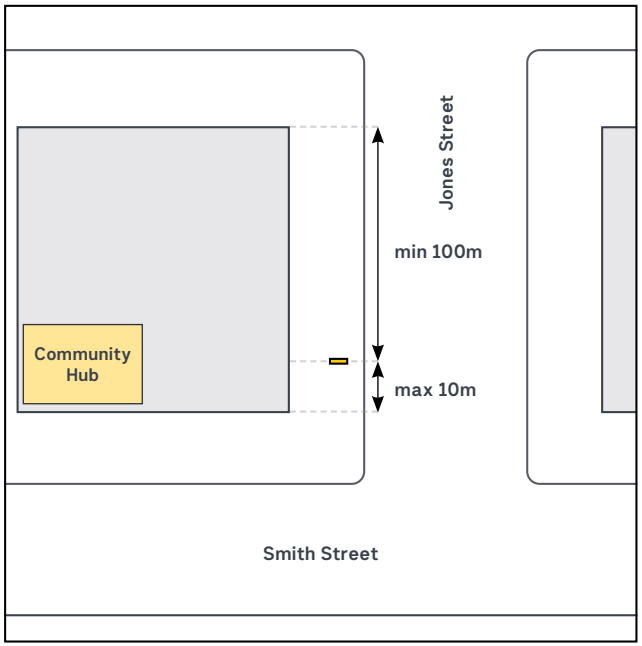
Don’t sign to destinations behind the reader.

Never sign to destinations directly **behind** the user. This can only be indicated by a downwards-pointing arrow which is not an accepted signing convention. Some users would perceive that there should be stairs leading downwards!

A horizontal left or right arrow generally means that the destination is reached by turning at the next street, footway or crossing ahead of the user.

It is acceptable for it to mean turn down the street immediately behind the user but only if:

- The intersection is very close, say within 10 metres of the projection of the building line, as shown in this figure, and
- There is no other side street or lane ahead of the user for 100 metres.



Sign pointing to the Community Hub.

4.1 Pedestrian signs
4.1.4 Guidelines for pedestrian signing

Guideline 26

Sign to closer destinations ahead of those further away.

When deciding priorities for signing, eligible attractions or venues that are closer to the sign should generally be given priority. However, some places further away may be given preference if they are key attractions, public transport nodes or landmarks to assist with orientation.

Guideline 27

Sign to high priority destinations ahead of low priority destinations.

When deciding priorities for signing attractions or venues at a similar distance from the sign, higher priority should be given to those with a greater patronage of people travelling on foot.

Guideline 28

Sign to suburbs and precincts where this is more concise.

The use of suburbs and precincts can assist with rationalising the number of destinations signed on one pedestrian sign. Examples are Docklands, Southbank, Arts Precinct, Sports Precinct, Albert Park and Emerald Hill.

The names of precincts or clusters of destinations need to be well understood and be recorded on maps.

To avoid confusion between signing a street name and signing to a street precinct on a blade sign, a precinct should be signed, for example, as ‘To Chapel Street’, ‘To Bridge Road’ or ‘To Fitzroy Street’.

Guideline 29

Avoid signing to destinations within another signed destination.

Signing should not be provided for a destination that is within another destination on the same sign, where it is well known that one is within the other. For example, anyone looking for ACMI is likely to know (or discover reasonably quickly) that ACMI is within Federation Square.

This supports the principle of progressive disclosure and ensures signs are as simple and concise as possible.

The exception to this guideline is Visitor Information Centres (see 3.3.2 – Selection criteria).

4.1 Pedestrian signs

4.1.4 Guidelines for pedestrian signing

Guideline 30

Avoid signing diagonally across a road grid.

Signing diagonally across a road grid is not helpful for pedestrians.

- An arrow pointing diagonally, as the crow flies, does not help a pedestrian trying to reach that destination if the arrow points through a block of buildings.
- Arrows pointing both ways around the block are confusing.
- Directing pedestrians by one path avoids the two problems above but does not convey the information that the user must make a turn at one of the next streets.

Where the destination is a high priority, it may be signed by one route, provided that there is another sign on the relevant side of the road where the walker needs to turn. Otherwise, the best approach is to omit the destination from the sign until the walker gets to a street that leads directly to the destination.

Guideline 31

Sign across intersections where needed.

Signing diagonally across an intersection is acceptable where the destination is not visible or obvious to the walker from the diagonally opposite corner of the intersection.

Guideline 32

Direct visitors via safe/preferred routes.

Signed routes should be safe routes. A signed route should not involve crossing a major road without the aid of traffic signals or a zebra pedestrian crossing. A route should not direct walkers though parks that may be considered a security risk.

4.1 Pedestrian signs
4.1.5 Design of pedestrian signs

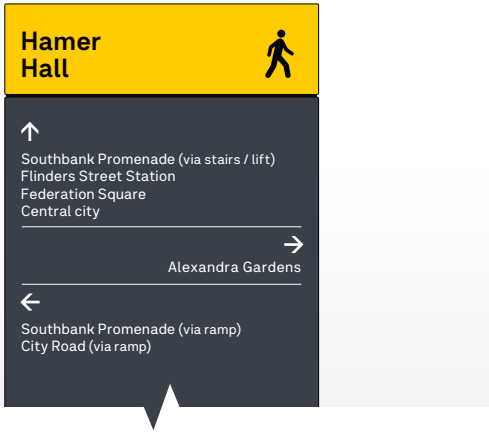
Guideline 33

Ensure directional information is meaningful.

Arrows should point in the correct direction.

Indicate where the user needs to use stairs, lifts, ramps or escalators by using appropriate symbols or words, where relevant.

Do not sign to destinations behind the reader. (See 4.1.4 – Guideline 25).



Guideline 34

Include walking time.

The walking (or travel) time may be included next to each signed destination. For pedestrians, walking time is preferable to distance.

The inclusion (or not) of walking time should be consistent within a region for each sign type:

- Walking time is usually omitted if the sign contains a map, such as totems
- Walking time should be included on finger blade signs, unless the time is less than one minute
- If finger blade signs are intended equally for cyclists as well as pedestrians, then cycling distance may also be shown.

When signing to clusters or precinct destinations, such as Docklands or Emerald Hill, there may be no clear point of arrival. In such cases, the walking time to the perimeter of the cluster/precinct may be used where this makes sense to the user.

Walking times should be calculated on the basis of an average walking speed of 67 metres per minute or one kilometre in 15 minutes.

Guideline 35

Considerations when signing via indirect routes.

There are many cases where the route to the destination is not direct. This can cause difficulties determining where the arrows should point. Ideally, the arrows should direct the user along the desired route, making use of formal pedestrian crossings, with subsequent signs at each turning point. However, it is often impractical to provide pedestrian signs at every turning point for every route to every destination, and often the pedestrian signs are located a short distance away from an intersection.

These issues need to be resolved for each case on its merits, after careful consideration of users' likely interpretation of the sign in relation to the local layout of roads and paths.

Hooked arrows may be useful to indicate the route in some circumstances (see 9.2 – Hooked Arrow signs).

4.1 Pedestrian signs
4.1.5 Design of pedestrian signs

Guideline 36

Ensure pedestrian signs are not a distraction for motorists.

The design and placement of pedestrian signs should be arranged so that it is clear that the signs are not intended for motorists.

A driver has only a fraction of a second to absorb information from a sign, whereas pedestrians can stop and examine the sign at their leisure. Generally, signs mounted at a height suitable for pedestrian viewing are not convenient for driver viewing, and vice versa.

Pedestrian signs within view of passing motorists must not use retro-reflective materials. In addition, apart from signs with maps, pedestrian direction signs must not be internally illuminated.

Signs orientated within 45 degrees to a line directly facing traffic from any direction must have a letter height not exceeding the maximum values given below.

Separation between sign and nearest trafficable lane	Maximum letter height
< 1 m	40 mm
1 m to 3 m	50 mm
3 m to 6 m	60 mm
> 6 m	70 mm

Maximum letter heights for signs facing traffic.
VicRoads 2010.

4.1 Pedestrian signs
4.1.5 Design of pedestrian signs

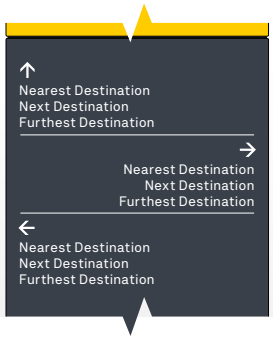
Guideline 37

Destinations on a pedestrian totem or wall-mounted signage must be grouped according to direction.

All straight-ahead destinations must be placed at the top of the sign.
All destinations to the right should generally be placed next, then destinations to the left. The order of the arrows of left and right is not critical, but allows for the arrows to be staggered which makes for a more balanced and intuitive direction sign.

Any destinations signed using 45° ahead arrows are placed between the straight-ahead destinations and the left or right destinations.

For a group of destinations in the same direction, they are listed in order of distance with the nearest at the top. This applies even if some destinations are on a direct path and some are indirect, as demonstrated below.



Guideline 38

Totem and wall-mounted pedestrian signs may include the name of the place where the sign is located.

A place name should only be included under the following conditions:

- The place name is an eligible destination in its own right and is shown on pedestrian signs leading to the destination
- The sign is within, or immediately adjacent to, the place
- The name of the place is not shown as a destination on the sign.

Only one place name should be used on a sign.

The place name should not consist of road or street names, unless the road or street is an eligible destination in its own right.

Place names should not be included on blade signs.

4.1 Pedestrian signs
4.1.5 Design of pedestrian signs

Guideline 39

To ensure accessibility for people with disabilities, pedestrian sign design should comply with Australian Standards requirements.

The design of pedestrian signs should comply with the requirements of Australian Standard AS 1428, *Design for access and mobility, Part 2: Enhanced and additional requirements – Buildings and facilities* to ensure the signs are as accessible as practical for people with a visual or mobility disability.

In particular, consideration should be given to the following elements of the sign design:

- Font style
- Letter height
- Luminance contrast between the sign legend and the background
- Height of the legend above the ground
- Map height and scale
- Placement of the sign in relation to other furniture on the footpath.

It is not necessary to provide braille on pedestrian signage in outdoor locations. People who are blind or vision-impaired have varied preferences for mobility aids: some use guide dogs; others prefer canes, perhaps combined at times with guidance from a personal assistant or friend; and some have enough functional vision to allow successful mobility in most situations.

Only a very small proportion of partially-sighted people can read braille and many independent people who are blind or vision-impaired use adaptive technology. People with a vision impairment will increasingly use technical aids rather than braille to assist with wayfinding. It is usually impractical to provide tactile paving on footpaths to help lead a person with a visual disability to the pedestrian sign, so it is unlikely that a braille reader would find the sign to be able to read the braille.

For these reasons, braille is not required on pedestrian signs unless the sign is in a position where there is a reasonable expectation that it will be useful to regular users with a visual impairment.

Councils can assist people with a mobility impairment by providing online or hard copy maps with information about access, such as steps and footpath gradients. Geo-coded information on street and path layouts, and street numbers, can also be provided to third parties who supply mobile applications to assist wayfinding for people with a disability. These proposals require some development but would offer the best wayfinding opportunities to assist people with a disability.

4.1 Pedestrian signs

4.1.6 Relationship between types of pedestrian signs

Consistency is key to users' confidence in a signage system.

If different types of pedestrian signs are used, such as a mixture of totem signs, wall-mounted signs and blade signs, then they should be of similar design to create a 'family' of signs with common elements, colours and consistent symbols.

Blade signs mounted on a single pole need to be mounted at least 2.5 metres above a footpath and are often higher in order to avoid other street furniture and potential vandalism. Blade signs erected near a road will usually be visible to passing motorists and must therefore be designed to meet the standards for road signs, unless they are clearly directed to pedestrians only.

In inner suburbs, where there are many destinations within a walkable distance, the preferred approach is to use larger road signs for motorists and totem or wall-mounted signs on footpaths for pedestrians.

In middle and outer suburbs, where there are only a few destinations within a walkable distance, often road signs will be sufficient to direct all road users, including pedestrians, to destinations. This relies on the road sign being visible from the relevant footpath. For example, if there is a blue blade sign for a community facility at an intersection, there is little benefit in placing an additional sign directing pedestrians to the same facility.

4.1.7 Maintenance and updates

Each municipal council, and other responsible local and State authorities, should work toward implementing a procedure whereby the text on pedestrian signs is recorded in a database so that all signs bearing that name can be identified through a database search. This will make it easier to change or remove the name of an attraction or venue as the need arises.

Cycling and shared-use path signs

4.2 Cycling and shared-use path signs

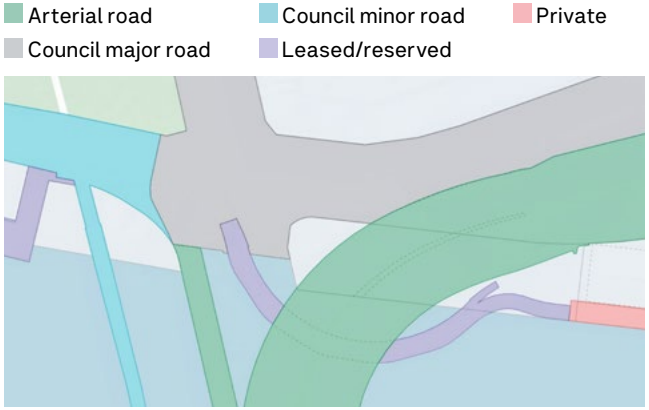
The next edition of *Wayfound Victoria* is expected to include a chapter on standards and designs for directional signs for cycle paths and shared-use paths. Subject to agreement on scope and resourcing, it is proposed that State and local government authorities work together to develop the chapter. In the meantime, this 'placeholder' identifies some of the issues to be addressed and references current standards where they exist.

4.2.1 Responsibility and ownership

Many organisations are involved in planning, delivering and managing cycling infrastructure, including Victorian Government planning authorities, developers, local councils, Department of Transport, Parks Victoria, utility providers and public land managers.[8]

For example, signs on arterial roads are the responsibility of the Department of Transport (DoT), councils are responsible for signs on local paths, roads and parks, and signs on river paths are the responsibility of Parks Victoria. In many cases, cycling and shared-use paths will extend across multiple settings and multiple jurisdictions.

Please note: the Australian Standards for cycling are currently being reviewed by DoT.



Example of land management.

[8] Transport for Victoria, *Victorian Cycling Strategy 2018-2020*, December 2017.

4.2 Cycling and shared-use path signs

4.2.2 Cycling signs – purpose

Cycling signs are for cyclists using off-road paths, on-road cycle lanes or the road network in general. An off-road cycle path is usually shared with pedestrians, but some may be exclusively for cyclists.

Standard design for on-road cyclist signs (sign number G5-V101).

4.2.3 On-road cycle routes

Cyclists riding on roads generally use road signs as navigational aids. In order to avoid the unnecessary clutter caused by additional signage, separate signage for cyclists should be installed only where needed.

To direct cyclists to a destination (such as libraries, shops, stations or swimming pools) via an on-road route, it is preferable to use a road sign that satisfies the wayfinding needs of all road users.

Directional cycling signs should be provided to 'trailblaze' a cycle route where the route has a specific name or a key destination. They may also be provided:

- Where a cycle route proceeds but vehicles are not permitted
- Where it is not obvious to a rider where an on-road cycle route continues
- Where the on-road segment connects parts of an off-road route
- At the point where a cycle route (on-road or off-road) intersects with a road.

Where separate cycling signs are needed on the road network, their design should comply with Australian Standard AS 1742.9 – *Bicycle facilities*, and the VicRoads Supplement to AS 1742.9.

These signs should be a standard design so that:

- Cyclists can easily recognise them as directional signs specifically for cyclists
- Motorists and pedestrians do not mistake them as signs for their use
- The signing style continues across municipal boundaries.

Cycle routes on roads form part of a larger network, so it is important to appreciate that various State and local government authorities are responsible along a route and connecting roads and paths. Signage plan coordination by these authorities is key to providing continuous, consistent and predictable directional signage for cyclists.

4.2 Cycling and shared-use path signs

4.2.4 Off-road cycle paths

Directional signs for off-road paths should be provided in the following priority order:

- Direct cyclists along the path where continuity of the route is not clear
- Provide cyclists with the name of the path they are on
- Direct cyclists to the path by providing signs at the ends of the path and at any road crossings or connections along the path
- Provide cyclists with the names of any major intersecting roads or streets to assist with orientation
- Give cyclists information on the direction and distances to significant destinations that can be reached along the path
- Provide directional signs to nearby destinations off the path.

The most important signs for off-road cycle paths are those trailblazing the route. For this purpose, each major trail should have a unique name and possibly a specific logo, such as the Moonee Ponds Trail.

Currently, a variety of cycling signs are used for off-road paths across Melbourne, ranging from low-mounted horizontal plank signs to pole-mounted blade signs.

The design of directional cycling signs along off-road cycle paths should be consistent along each route or path, despite municipal boundaries. However, it needs to consider the changing urban context along the route and requires coordination between councils. In many cases, the overall route will comprise both on-road and off-road sections.

Directional signs should show what destinations the route leads to and distances to them. Following consultation with relevant councils and stakeholders, a list of 'standard through destinations' should be developed for each route. These destinations should be signed consistently along the route regardless of municipal boundaries.

Directional signs can be placed on off-road cycle paths to direct cyclists to tourist attractions, venues, train stations or city centres that are away from the path. But this should only be done if:

- The destination is likely to be accessed by bicycle
- The destination is roughly within 500 metres of the cycle path
- The on-road route from the path to the destination is reasonably safe for cyclists
- Any turns in the on-road route from the path to the destination are signed.

The destination names used for this purpose should be consistent with the names used on other signage.

Maps could be provided along cycle paths, but must be carefully placed at key locations or decision-making points where cyclists can stop safely to read them. Map locations which also suit pedestrian wayfinding would be ideal.

Paths need to be assessed to establish if they are off-road cycle routes or likely to be shared-use paths. If shared-use paths, the needs of pedestrians must be considered (see page 62).

4.2 Cycling and shared-use path signs
4.2.5 Shared-use path signs – purpose

Shared paths are off-road paths designed to be shared by cyclists and pedestrians.

Separated footpaths are similarly used by both user groups but they are separated along the path, usually by a painted white line, and are identified by the relevant regulatory sign and/or pavement marking (sometimes paths do not have markings).

Both shared paths and separated footpaths are discussed here under the generic name of shared-use paths.[9]

There are currently no clear standards or agreed design for directional signage on shared-use paths.

Shared use path sign
(sign number R8-2)

Separated footpath sign
(sign number R8-3)

These paths – and off-road paths in general – may cover significant distances, cross a number of State and local government jurisdictions, and be located in many different contexts such as river settings in urban and bushland areas, disused railway trails, foreshore areas, parkland and adjacent to roads.

Shared-use paths have different uses – some are commuter routes and others are used by tourists – and they can form part of wider networks such as Melbourne's Capital City Trail and the Gardiners Creek Trail.

Wayfinding needs differ in these various contexts, and signage standards and design need to be flexible to enable their application to these distinct environments.

The complexity of developing signage standards and designs for shared-use paths is compounded by the number of authorities responsible for their installation and maintenance, including local councils, Parks Victoria and the DoT.

To improve the consistency of signing along shared-use paths in all jurisdictions, it is proposed that State and local governments work together to develop principles, processes and design guidelines for inclusion in the next edition of *Wayfound Victoria*.

[9] City of Melbourne, *Bicycle Plan 2016-2020*, 2016.

Public transport signs

4.3 Public transport signs

4.3.1 Purpose

The Department of Transport's (DoT's) purpose is to further integrate the transport network and improve the delivery of services to Victorians for simpler, quicker and safer journeys that connect people and places and support Victoria's prosperity and livability.[10]

4.3.2 Responsibility and ownership

DoT is responsible for setting the principles, strategy and standards for public transport wayfinding and signage, as set out in DoT's *Master Style Guide V3.0*.

DoT staff, public transport operators, State Government and local council representatives, consortium representatives, architects, designers and other third parties are required to follow the *Master Style Guide* (MSG) when planning, developing and installing public transport signage.

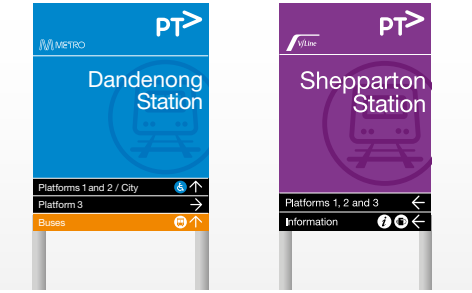
(The MSG is made available to authorities and companies working on DoT-related projects).

4.3.3 Examples of public transport signs

[10] **4.3 Public transport signs** is based on extracts from DoT's *Master Style Guide v3.0*.

4.3 Public transport signs

4.3.3 Examples of public transport signs

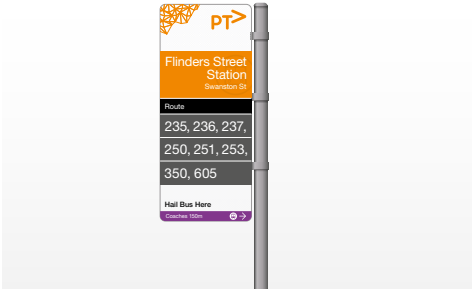


Train signs

- On a blue (metropolitan trains) or purple (regional trains) background
- Includes connectivity to other public transport modes.

Tram signs

- On a green background
- Includes connectivity to other public transport modes
- Flag, totem or mounted depending on location.



Bus signs

- On an orange background
- Includes connectivity to other public transport modes
- Flag, totem or mounted depending on location.

Coach signs

- On a purple background
- Includes connectivity to other public transport modes
- Flag, totem or mounted depending on location.

4.3 Public transport signs

4.3.4 A user-centred, integrated transport system

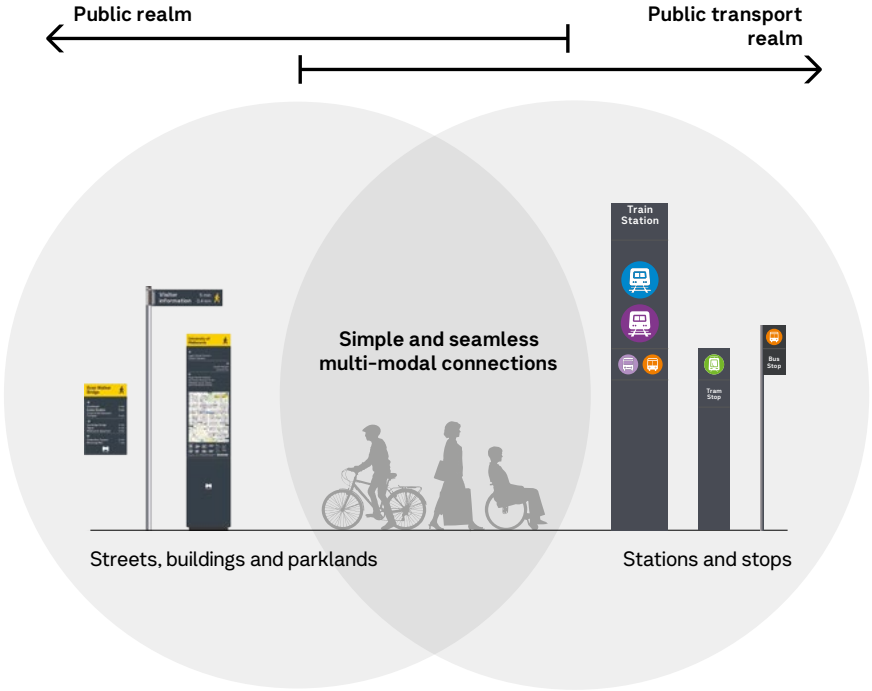
DoT's integrated transport system puts users – whether they travel by train, tram, bus, drive, cycle, walk or move freight – at the centre of transport planning and delivery. It considers a passenger's journey before they have started to think about travelling and goes beyond arriving at a destination.

An integrated journey combines public transport with walking, driving, cycling and ferries and makes connections between different modes simple. With the passenger at the centre of every decision, it makes a journey effortless.

DoT's Passenger Experience Standards provide a benchmark to help put the passenger at the centre of everything DoT does and create the best experience across the network. The standards are written from the perspective of a passenger's need, and they define the desired passenger outcome.

The Passenger Experience Standards include frequency, permeability, consistency, active transport, interchanging, wayfinding, being informed, being safe and feeling secure.

The philosophy underlying DoT's wayfinding and signage is clarity and consistency. The aim is to produce a wayfinding system that minimises anxiety and confusion, is easily identified and understood, and does not place passengers with additional needs at a disadvantage.



4.3 Public transport signs
4.3.5 Public transport wayfinding and signage standards

Design and content of public transport signs must comply with DoT's *Master Style Guide V3.0. Module 6: Wayfinding and Signage Standards* documents the design principles and standards to be applied to wayfinding and signage across Victoria's public transport network. It is aimed at anyone who is planning, designing or implementing any wayfinding or signage activity for, or to integrate with, the Victorian public transport network.

The key insight from Public Transport Victoria's 2016 user testing was that passengers have either a familiar or unfamiliar mindset when travelling. And depending on their mindset, they need different information. This insight underpins DoT's new design approach to wayfinding and signage as set out in the MSG V3.0:

- Consistent and clear
  - Wayfinding is a connected system between static and digital information. It includes signage, Passenger Information Displays (PIDs) and other passenger information
  - A consistent information hierarchy must be applied across passenger information relative to its function
  - The mode pictogram must be visually stronger on signage and information that identifies modes.
- Progressive disclosure
  - Mode colour is used to identify a public transport precinct, such as a station, from the outside. Once inside, line or route colours in signage, PIDs and passenger information.
- Intuitive and easy to use
  - There must be a network map located near all PIDs.

Following the user testing, wayfinding and signage standards have been updated in the MSG V3.0. Among other things, the MSG contains the following:

A wayfinding and signage toolkit

- The toolkit contains the tools and key resources to be used when planning, developing and implementing wayfinding and signage across the network. It includes an overview of DoT's new wayfinding and signage approach.

Wayfinding project framework

- A framework and process for network projects that are delivering new or upgraded infrastructure, including major stations. The framework aims to achieve a consistent outcome and experience for passengers, and outlines:
  - *A Strategy:* that positions the user at the forefront of the wayfinding and signage standards that can serve both new stations and existing stations
  - *Concept Design:* a core set of principles that govern the direction and approach of a network wide outcome
  - *Design Development:* to provide a wayfinding and signage outcome that aligns to the MSG and relevant 'Wayfinding and Signage Standards' section. This ensures that a user-focused outcome for wayfinding and signage is achievable across the network.

4.3 Public transport signs

4.3.5 Public transport wayfinding and signage standards

The following improvements have also been made in MSG V3.0:

- Simplification of passenger information on signage. The application of brandmarks across signage has been simplified
- New wayfinding design approach: introduced through a case study on the Flinders Street Station upgrade project
- Clarification of signage categories. Each mode now includes primary, secondary, multi-modal and operational categories.
- Stop names. Stop names are being updated in line the DoT's naming protocols and stop naming policy
- New materials and finishes section: specifications for use of materials and finishes across the public transport signage system. It aims to make the production of signage across the network consistent ensuring it performs to set standards:
  - *Mode colours for signage.* Colours must be matched to PMS swatches. Only materials specified can be used. These colour specifications are for signage use only.
- Updated typefaces and pictograms:
  - The Network type family has been updated. New versions include Network Sans 2019, Network Rounded 2019, Network Dings 2019 and Network Picts 2019. These include updated characters and pictograms for improved readability
  - New pictograms have been created using construction principles reflecting the aesthetic nuances of DoT's typeface, Network Sans
  - Clearer type scales and equations.

4.3.6 Accessibility and inclusiveness

The Victorian Government is committed to providing public transport services that are well connected and accessible to all Victorians. It seeks to offer a reliable, safe, predictable and accessible experience.

The provision of access to transport modes for people with disabilities is a legislative requirement covered by the *Disability Discrimination Act 1992* (DDA) and *Disability Standards For Accessible Public Transport,* 2002 (DSAPT).

DoT's type size requirements for Network Sans and Rounded exceed DSAPT requirements and the associated Australian Standards.

Road signs

4.4 Road signs

4.4.1 Purpose

Directional road signs assist road users to reach their destination safely and efficiently. They are for the use of drivers, riders and vehicle occupants and they may also be of assistance to pedestrians.

Tourist and services road signs are intended to help people who are already en route to a destination to undertake the final stages of their journey efficiently.

Street name signs are a key element of the wayfinding system as most people using a map to navigate will be looking for the relevant street names at each turn along their route.

4.4.2 Responsibility and ownership

The responsibility for approving road signs rests with the coordinating road authority for the road. Section 66 of the *Road Management Act 2004* makes it illegal for a person to erect a road sign without the written consent of the relevant coordinating road authority. This written consent is issued in the form of a permit or letter.

The coordinating road authority in relation to freeways and arterial roads is the DoT, and it is the municipal council in relation to municipal roads. CityLink and EastLink are the coordinating road authorities for their respective toll roads. For private roads, the road authority is the landowner.

Arterial roads can be distinguished from municipal roads through the *Register of Public Roads*. As a guide, arterial roads are shown as black or red in the Melway street directory.

The responsibility for approving road signs (including cyclist and shared-path signs) on municipal roads rests with the council's traffic engineer (or equivalent).

On arterial roads and freeways, road signs for particular attractions or venues are funded by the operator, unless there is an agreement to the contrary. This includes the design, manufacture, installation, ongoing maintenance, replacement and removal of the signs. Where there are multiple destinations listed on the one sign, the financial responsibility is shared between the operators.

On municipal roads, the ownership of road signs for particular attractions or venues depends on the relevant municipal council's policies. In accordance with the conditions of the written consent, the operator should fund the removal or replacement of a sign, if the municipal council deems it necessary.

Road users are responsible for investigating the most direct route to their destination. Signs only assist with navigating the journey. The DoT will provide green-background destination signs by suburbs/road names on all arterial roads. This should minimise the requirement for additional signs, unless otherwise justified.

4.4 Road signs
4.4.3 Examples of road signs

Road signs that provide navigation or directional information to road users are called direction signs and contain arrows, chevrons or other navigational instructions to show the way.

Road direction signs can be sub-divided into the following categories:

Large direction signs for freeways and arterial roads

- generally on a green background
- containing road names and city, suburb or town names. They also include route numbers, where appropriate. These signs are on a blue background if they relate to travel on a tollway, such as CityLink or EastLink.

Small direction signs for municipal roads

- generally on a white background
- containing road names or locality names.

Street name signs

- blades mounted on a single pole, to the standard design for the municipality
- serving motorists, cyclists and pedestrians.

Tourist signs

- on a brown background
- for tourist attractions such as museums, galleries, theatres, historical buildings and gardens.

Services signs

- on a blue background
- for motorist services, accommodation, sporting venues, religious venues, education institutions, shopping centres, hospitals, parking, etc.

Local community facility name signs

- usually on a blue background
- blade signs mounted on a single pole, usually for schools, religious venues, sporting fields, community houses, etc. These may serve motorists, cyclists and pedestrians, depending on their location.

4.4 Road signs
4.4.4 Eligibility

Guideline 40

Road signs should only be provided for an attraction or venue if it meets the eligibility criteria.

In order to qualify for tourist attraction signing, an attraction must satisfy all of the eligibility criteria set out in the Victorian *Tourist Signing Guidelines.*

Community facilities, such as schools, religious venues, sporting fields, community centres and neighbourhood houses, are eligible for local community facility blade signs. The eligibility criteria are set out in Australian Standards AS 1742.5 – *Street name and community facility name signs*.

Within the inner municipalities of metropolitan Melbourne, the following additional conditions apply. These conditions are supplementary to the State guidelines.

- Road signs are not provided for tourist attractions or venues, unless there is adequate public parking provided within the site itself. Where parking provision is inadequate, pedestrian signing from public transport and suitable car parks is the preferred approach.
- Road signs are not provided for accommodation facilities, such as hotels, motels and serviced apartments. However, signs may be provided to direct motorists from an adjoining road into a major hotel forecourt if the entrance is not visible to drivers.
- Road signs are not provided for restaurants.
- Road signs are not provided for tourist attractions or venues within the city grid – i.e. the area bounded by La Trobe, Spring, Flinders and Spencer streets. Within this area, primary access would be by foot or public transport. The only exception is signing to the Federation Square car park.

These additional conditions reflect the difficulty to access destinations in the inner suburbs of the metropolitan area by car. The intention is that drivers should be led to car parks and then complete their trip by walking, cycling or public transport.

The final decision on whether road signs will be provided for a destination rests with the coordinating road authority – the municipal council or the DoT.

4.4 Road signs

4.4.5 Extent of signing

Guideline 41

Road signs should be provided only as far away as the nearest arterial road, unless the attraction is of State significance.

If a destination is eligible for signing on road signs in accordance with 4.4.4 Guideline 1, the extent of signing to the attraction or venue is determined by the VicRoads *Traffic Engineering Manual*.

Local community facility blade signs are limited to two per venue. These are generally located at the nearest arterial road or collector road intersections.

Guideline 42

For destinations of State significance, the extent of road signing is determined by the Department of Transport.

Generally, an attraction or venue may be signed from no further than the nearest declared arterial road. If the entrance is on an arterial road, signs may be provided for the left and right turns into the entrance but only if signs within the property would not make the entrance obvious to drivers. If the attraction or venue is on a side road, signs may be provided for the turns from the arterial roads into a side road and any subsequent turns on the local road network by the most desirable route until the entrance is reached.

Destinations considered to be major venues or attractions of State or national significance may be signed from further away along arterial road access routes, at the discretion of the DoT.

4.4.6 Concise signage

Guideline 43

To be effective, and for road safety reasons, road signs must be concise.

Drivers can only read and comprehend a limited amount of information as they drive past a sign. Providing more information makes the sign less effective in communicating to the user.

The more information a driver tries to read on a sign, the less time his or her eyes are watching the road ahead. Concise design of road signs is an important road safety consideration.

It is not possible to sign to every possible destination from a major arrival point like Melbourne Airport. Principle number 3 – disclose information progressively – and the concept of a hierarchy of destinations help to achieve an effective and concise signing system.

4.4 Road signs

4.4.7 Design of road signs

4.4.7.1 Community Facility Name Signs are covered in AS 1742.5. They are the same in concept as Services and Tourist signs (see following pages), only smaller. They are blue for services and brown for destinations of interest to tourists.

The table on page 77 provides guidance to distinguish what should be signed on brown or blue. This applies respectively to Tourist signs and Services signs, and also to the brown and blue versions of Community Facility Name Signs.

A key question is the choice between the larger Tourist or Services signs and the smaller Community Facility Name Signs. There is virtually no published guidance on this. Council traffic engineers across Victoria probably have different views with most using their own discretion.

Community Facility Name Signs[11] are signs not exceeding 1200 millimetres in length and 0.3 square metres in area. They are mounted on a single post and direct vehicles or pedestrians to community facilities and (in some cases) tourist attractions.

- These signs are generally white text on a blue background.
- If they relate to a tourist destination, they are white text on a brown background.

(The choice between blue or brown is indicated in the table below. The colours of sign sheeting materials are set out in AS 1906.1).

- For historical reasons, Series D capital letters are used on Community Facility Name Signs.
- These signs are installed on a single post.
- If on the same post as a street name sign, the Community Facility Name Sign should be mounted below the street name sign.
- The name shown on the sign should be the shortest name by which the facility is commonly known.
- To maintain the effectiveness of community facility signage and to avoid sign clutter, the following guidelines apply:

- They should be located to tell road users what is on the side road (although side road is not defined). The great majority of Community Facility Name Signs are the responsibility of local government. The signs relate to local destinations.
- Where a community facility abuts a major road, directional signage should not be provided. (However, identification signs on the property may be permitted, subject to the Planning Scheme).
- A maximum of three community facilities may be signposted at an intersection.
- The number of signs provided for a facility should be kept to a minimum and should generally only be provided on the most direct, accessible route to the destination. (The number should relate to where the signing starts. There must be a sign at every turning point from the starting point to get to the destination).

[11] This text was developed for Mornington Peninsula Shire and is based on VicRoads *Traffic Engineering Manual Vol 2, Ch 11* (2014) and guidelines developed by City of Casey, Moreland City Council and Wyndham City Council.

4.4 Road signs

4.4.7 Design of road signs

Community Facility Name Signs: Eligibility[12]

Type of facility	Eligibility criteria
Town Halls, Civic Centres, Municipal Offices and Community Meeting Rooms	May be signed by name.
Waste Transfer Stations and Tips	May be signed if accessible to the general public.
Hospitals	May be signed if parking is provided.
Medical Centres	May be signed if the centre provides medical emergency services for at least eight (8) hours per day.
Aged Care Facilities	These would not generally meet the guidelines.
Veterinary Clinics	These would not generally meet the guidelines
Sporting and Recreation Grounds and Facilities	This includes sports grounds, indoor recreation centres, swimming pools, golf courses and bowling clubs. These facilities should be assessed on their location, ease of access and the need for visitors to find them. Signs are more likely to be justified where the facility is used for inter-club competitions. Signs are less likely to be justified where participants must book in advance. It is essential to identify the name of the ground/reserve/facility, rather than the individual clubs that may use it.
Commercial Entertainment Venues	Commercial entertainment venues, such as cinemas and theatres, would not generally meet the guidelines.
Universities and Tertiary Education Campuses	May be signed. They have a regional function and are likely to attract visitors from outside the district.
Schools	Primary and secondary schools should only be signed if they have some special facility sought by large number of visitors to the district. Consideration should include an assessment of their use as an electoral centre, community meeting place or as a community shelter during a disaster.
Pre-School/Child Care Centres	These facilities should only be signed if they provide additional community services such as community health centre, senior citizens facility or visiting specialists.
Religious Places of Worship	May be signed. A denominational name may be included, but the name should be kept as concise as possible.
Libraries	May be signed if not obvious.
Arts Centres and Galleries	May be signed if the primary purpose is the display, rather than the sale, of art or crafts.
Parks	May be signed if parking is provided and the park is open to the public.

[12] Source: Based on VicRoads *Traffic Engineering Manual, Volume 2*, 2014, chapter 11, section 11.4.4.

4.4 Road signs

4.4.7 Design of road signs

Community Facility Name Signs: Eligibility

Type of facility	Eligibility criteria
Neighbourhood and Community Houses	May be signed.
Railway Stations and Bus Interchanges	May be signed. The design, placement and funding should be undertaken by the Department of Transport with approval from the coordinating road authority.
Post Offices	Larger post offices may be signed as "POST OFFICE" and may include a red Australia Post symbol. Licenced Post Offices (LPOs) and Community Postal Agents (CPAs) operating as part of another business should not be signed.
Public Toilets	Should be signed if not obvious.
Boat Ramps and Jetties	May be signed.
Cemeteries	Large cemeteries that attract a reasonable number of visitors may be signed if not obvious.
Police, Fire and Ambulance Stations	May be signed if not obvious.
Minor Airports/Aerodromes	May be signed.
Non-Profit Clubs	These would only meet the guidelines if it can be demonstrated that there is a large number of visitors who are unfamiliar with the location of the establishment.
Shopping Centres and Groups of Shops	The need for signs identifying the centre should be based on the ease of locating the centre. A local shopping centre or group of shops on a side road servicing the local community should not be signed unless it is difficult to locate. For a small group of shops where there is no confusion with other shops, the signs should simply say "SHOPS". Where there is some ambiguity, a generic name could be used, such as "SMITH ST SHOPS". The name of individual commercial outlets should not be used. A retail outlet such as a milk bar or take away food outlet, particularly in an industrial area, does not meet the guidelines for a Community Facility Name Sign. Large centres may be identified by name. If not on an arterial road, a directional sign at the nearest arterial connection may be provided.

Compliance

- All community facility signs must comply with Australian Standard AS 1742.5 – *Manual of Uniform Traffic Control Devices – Street name and community facility name signs* and relevant State guidelines. To the extent of any contradictions, the Victorian guidelines prevail.
- Note that the name of the destination is provided in upper case on Community Facility Name Signs.

4.4 Road signs

4.4.7 Design of road signs

4.4.7.2 Tourist and Services signs

The design of tourist (white-on-brown) and services (white-on-blue) road signs must comply with Australian Standard AS 1742.6 – Tourist and services signs and the DoT *Tourist and Services Signing Technical Reference.*

In Victoria, the names of the destination are displayed in title case rather than upper case on tourist and services signs.

The following table indicates whether a sign to an attraction or venue should be white-on-brown tourist sign or a white-on-blue services sign.[13]

See page 78 for information on applying for tourist and services signs.

Tourist signs (brown)
Wineries
Industry-based attractions, e.g. factories, manufacturing plants, agricultural operations with guided tours, farm gates
Museums
Art galleries and craft centres
Antique galleries
Theatres and concert halls
Zoos
Places with guided tours
Historic properties and buildings
Geographic features of tourist interest
Scenic lookouts
Parks and gardens
Nurseries and garden centres with tourist facilities

Services signs (blue)
Accommodation
Sporting facilities, including golf clubs, swimming pools, bowling clubs, sports fields, stadia, racecourses
Religious places of worship
Educational institutions – kindergartens, schools, universities, colleges, TAFEs
Shopping centres and markets
Post offices
Town halls, civic centres, municipal offices
Police stations, court houses
Airports, airfields, aerodromes
Libraries
Cemeteries
Restaurants and refreshments
Parking, including rest areas
Convention centres
Hospitals and medical facilities
Toilets
Municipal depots, tips and transfer stations

[13] Source: Based on *AS 1742.5,* 2017.

4.4 Road signs
4.4.7 Design of road signs

4.4.7.3 Application process – Tourist signing

At present, anyone seeking approval to place tourist attraction and/or services signs within road reserves should lodge an application with the officer in charge of tourist signing at the relevant municipal council.

Application forms for tourist attractions and accommodation providers are available from the following website:

https://www.vicroads.vic.gov.au/business-and-industry/technical-publications/traffic-engineering

As part of a series of small business regulation reforms implemented by the Victorian Government, an online interactive form for tourism signing applications relating to arterial roads will soon be available. The form will be accessible through a dedicated online portal which will provide tourism businesses with information relating to tourism signing, including the Tourist Signing Guidelines, and a series of educative videos. These videos will illustrate the purpose of the Guidelines' restrictions as well as enable a better understanding of alternative and more effective ways to market a business.

In addition to the online form, the assessment process will be streamlined into two sequential stages: (1) tourism eligibility and (2) technical and safety requirements.

An independent tourism assessor will verify the applicant's legitimacy as a tourism business. Eligible applications will then be sent to DoT which will assess the technical and safety aspects and, where appropriate, issue a permit.

4.4 Road signs
4.4.8 Mounting of road signs

Guideline 44

Road signs should be mounted in accordance with the Australian Standard AS 1742 and VicRoads Supplement *Traffic Engineering Manual, Volume 2*.

Minimising the clutter of posts, particularly on busy footpaths, is a key objective. However, placing signs where they are most effective in communicating their message is paramount.

The best strategy to achieve both these objectives is to remove unnecessary signs and avoid adding more signs unless they meet these guidelines.

4.4 Road signs

4.4.9 Standard through destinations

Guideline 45

Primary white-on-green direction signs direct motorists to ‘standard through destinations’.

These are a set of city, town and suburb names that are used consistently on direction signs. In some jurisdictions, they are known as ‘focal points’.

The general criteria for selecting ‘standard through destinations’ are:

- Places that are prominently marked on maps
- Places that are well known
- Places with particular geographic significance
- Places that are key decision points when navigating the freeway and primary arterial network.

DoT’s set of ‘standard through destinations’ has been developed over several decades. Any changes need to be approved by the DoT. This should be done in consultation with the relevant municipal council.

Additions should be made as new suburbs are developed and become well known. However, other changes are not made readily as drivers are familiar with the current names used on signs.

4.4.10 Maintenance and updates

All signage needs to be well maintained and kept up-to-date with any changes. This is important to ensure that people unfamiliar with an area are not confused. Inaccurate signs lead to a loss of credibility and confidence.

Maintaining the effectiveness of signs works at two levels:

- Hardware maintenance involves making sure the sign is still in place, facing the right direction and is clean, legible, not faded and without graffiti
- Updating of content involves ensuring that the sign message is still relevant. The destination must still be operating. The sign needs to reflect any change in name. The route that the sign directs visitors to take must still be viable.

It is important that the responsible authorities keep an accurate asset register of signs and allocate resources to a maintenance and updating regime.

Mapping systems

5.1 The importance of mapping

A data-driven basemap is the strategic element in a wayfinding system.

The next edition of *Wayfound Victoria* is expected to include a chapter on mapping (not yet scoped or funded). In the meantime, this 'placeholder' identifies some of the issues and opportunities relating to a data-based mapping system.

One of the primary goals of a wayfinding system is to provide orientation that helps users create their own mental maps of the terrain.[14]

In Melbourne, the need for good wayfinding is critical as it is Australia's fastest growing city. It is becoming more built up and increasingly difficult to navigate, and major transport infrastructure projects are impacting people's regular transport modes and routes.

Transport for London's *Legible London* project was the result of a 2006 wayfinding study that proposed two recommendations:

1. Establishing a wayfinding system that supports 'mental mapping', the process by which we interact with our environment.

2. Creating 'a central, dynamic map that could provide the basis for other printed maps and signage, ones that can be altered according to geographical factors', and which can be made available to users through various technologies.[15]

According to Janette Sadik-Khan, a former commissioner of the New York City Department of Transportation, it is important that a common language unites city spaces with 'an information system that points the way to key destinations, knits together neighborhoods and makes local businesses even more accessible…'.[16]

[14] Society for Experimental Graphic Design, *What is mapping?* 2014.

[15] I Sonuparlak, *Legible London, Maps Encourage Walking*, 2011.

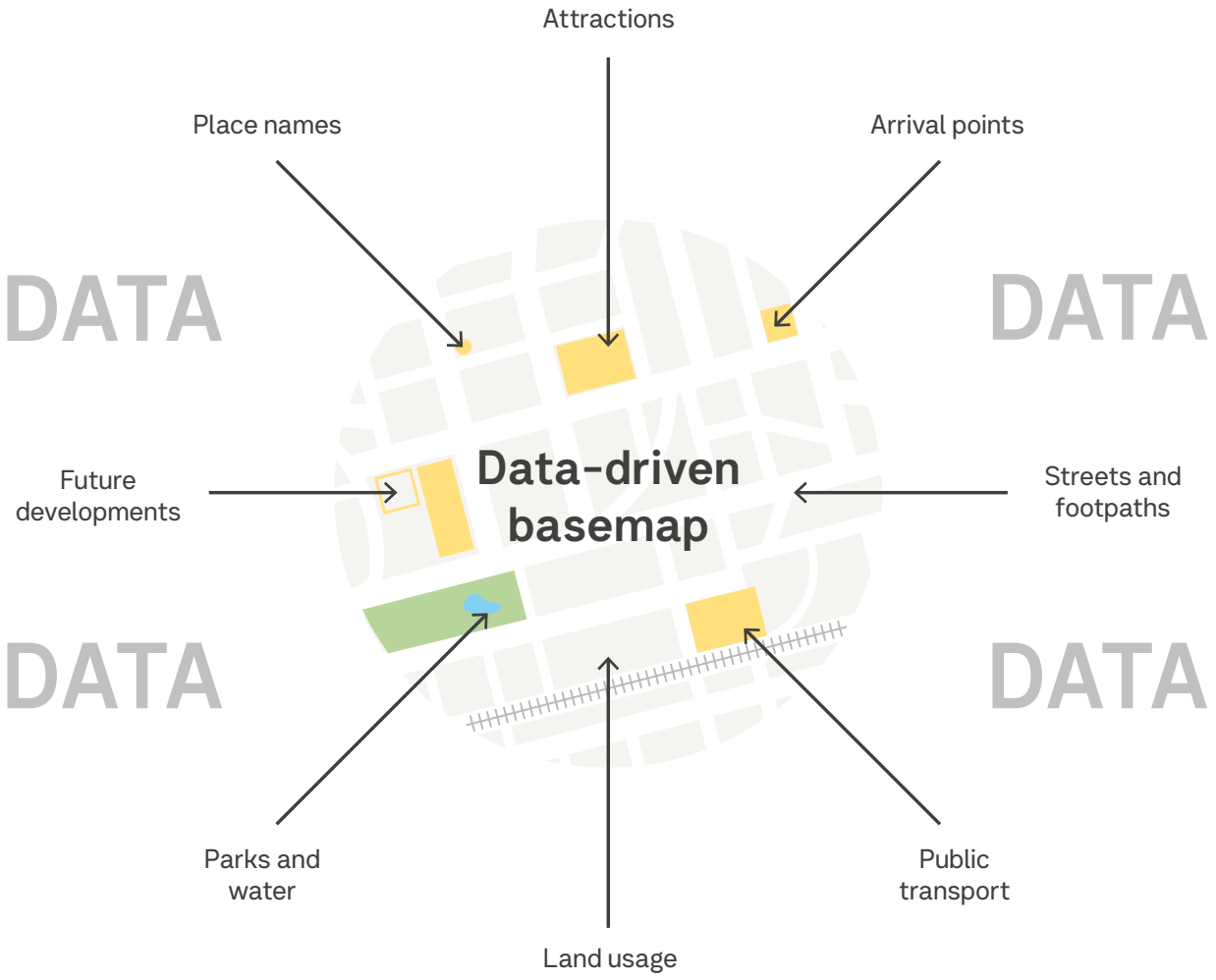
[16] I Sonuparlak, *Wayfinding Maps For Urban Navigators*, 2011.

5.2 Benefits of city-wide map-based wayfinding

Investment in city-wide map-based wayfinding systems has enhanced the brands and reputations of the cities in which they have been established, encouraging exploration and contributing to the sense of welcome experienced by visitors.

Other benefits include: [17]

- Improved legibility and accessibility, journey time savings and more positive user experiences
- Increased walking and cycling leading to wider health benefits and improved feelings of safety and security
- More tourists, local visitors and business travellers benefitting local economies
- Reduced car use and associated externalities, and more efficient use of road space
- Less visual clutter and improvements to the public realm
- Positive Benefit Cost Ratios (BCRs), with the BCR for the Toronto 360 system, for example, showing that for every dollar invested, $3.70 would be generated for the city.[18]



[17] SGS Economics & Planning, *Wayfinding in Melbourne, Business case scoping report for City of Melbourne*, 2015.

[18] T Pearce, *Toronto Wayfinding Benefit/Cost Analysis*, 2018.

5.3 The opportunity for Melbourne and Victoria

Wayfinding systems within Melbourne and across Victoria lack the consistency and predictability of internationally acclaimed systems.

Each of the five inner Melbourne councils, for example, has its own distinct wayfinding system and mapping style. And there are few similarities between the public transport wayfinding system and those created for pedestrians.

Victorian local councils and the State Government have an opportunity to develop a shared GIS-based data platform (a basemap) by exploring the creation of a data 'eco-system' that enables production of multiple, consistent mapping products while also supporting the data needs of technology developers like Google.

Benefits of developing this data platform are expected to include:

- Providing the base for building maps that would be available across all platforms (e.g. digital, web and mobile) and in all formats (e.g. hand-held, static/signage and apps)
- Enabling local and State Government authorities to produce easily updated and scaleable local area maps
- Providing real-time information to visitors and commuters impacted by Melbourne's major transport infrastructure program and its associated disruptions
- Improving accessibility by showing gradients, ramps, stairs and key street-level detail
- Supporting the State's emergency telecommunications services system
- Enhancing the State's brand and reputation.

In addition, the project would:

- Support the aims of the *Transport Integration Act 2010* and the *Victoria Cycling Strategy 2018-2028*.
- Be consistent with the Transport portfolio's focus on users' experiences and their end-to-end journeys
- Contribute to the legacy of the State Government's major transport infrastructure program.

Inner Melbourne maps.

Regional

6.1 Scale and location

The wayfinding needs of regional cities and towns can differ from those of metropolitan areas. Many, but not all, of the signage guidelines outlined in *Wayfound Victoria* are relevant to regional areas.

Feeling welcome is important to people's experience of regional cities and towns, and is key to visitors and new residents exploring these places, enjoying their stay and contributing to local economies. A good wayfinding system is one of the elements of a welcoming experience.

Wayfound Victoria's first principle is to 'focus on the user'. This is the cornerstone of this guide. The application of signage in rural towns can be different to metropolitan centres in terms of scale and the selection of destinations to sign.

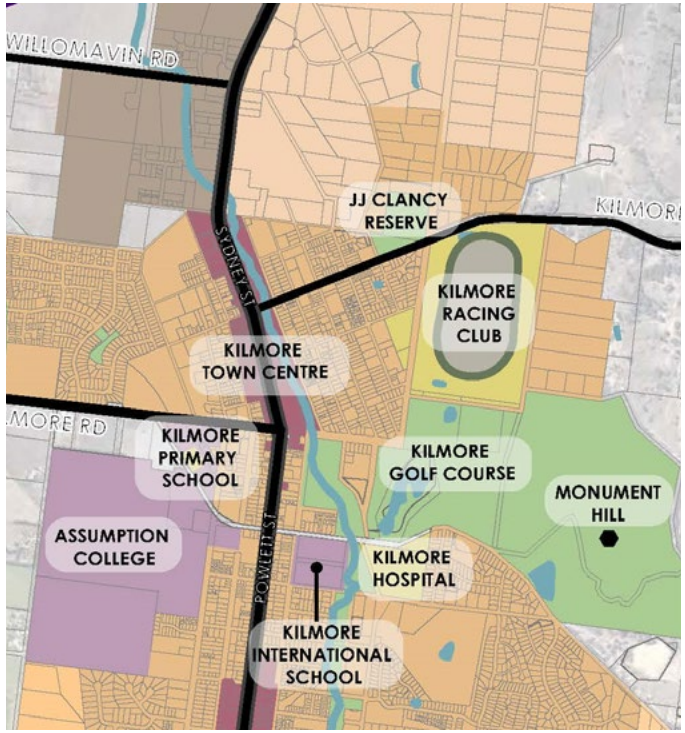
The next edition of *Wayfound Victoria* is expected to include a chapter focusing on regional signs (not yet scoped or funded). It will address how wayfinding guidelines can be adapted to regional cities and towns. Outlined here are some of the issues relevant to regional areas.

Scale and location of maps are two important issues in regional environments:

- Maps are needed at transport hubs and in town centres, but they are needed most at a town's entry points (such as the train station) and where foot traffic is heaviest
- The scale of maps for regional centres needs to be larger than for metropolitan areas, to reflect the greater distances between destinations (the five-minute walking radius on Melbourne maps, for example, is not appropriate for many regional towns).

A two-map system may be a better solution for some regional cities and towns:

- Prototypes of maps intended for pedestrian signs need to be user-tested to determine their effectiveness
- The look and feel of maps must be relevant for regional cities and towns.



Kilmore Town map.

6.2 Responding to regional environments

Signage systems must respond to regional environments:

- Exploring regional centres on foot can be difficult, with distances between some attractions exceeding 3 kilometres, and with no clear routes for walkers (or cyclists) to follow
- Regional transport alternatives are more limited, with trains sometimes one of the few available options and stations located several kilometres from the centre's main street
- Infrastructure in some centres is limited. Many regional towns do not have footpaths between points of interest, so walking along connecting roads can be difficult
- Unlike metropolitan centres, regional towns do not have clearly defined precincts and a town's centres of activity can be located across a wide area
- The distances between these centres – shopping, sporting, recreation, educational, medical, employment and services – can be great. As well as directional signage, a secondary level of information, such as brochures, is needed to assist people to travel between these places. Identifying information gaps – and complementary requirements – is an essential element in developing a signage plan for a regional centre.

The challenge is to develop signage systems that take account of these distances and connect destinations.

The hierarchy of destinations set out in 3.2 needs to be adapted for regional cities and towns. Regional cities have suburbs which might not be defined by separate postcodes. In rural and semi-rural areas, the second level of the hierarchy would apply to towns rather than suburbs.

Kilmore east Train Station.

Regional road – no footpath for walkers.

Inner Melbourne road – footpath for walkers.

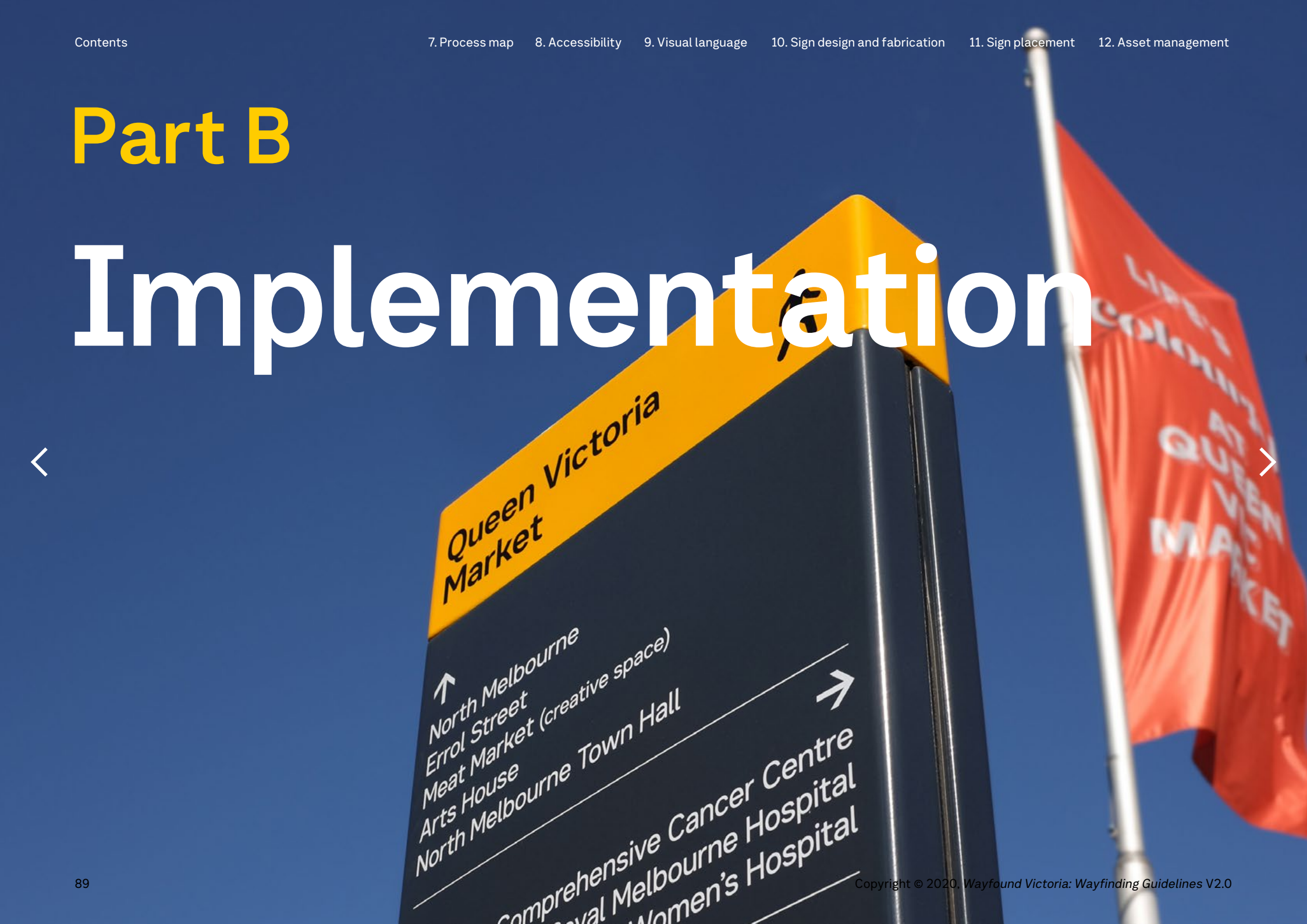
6.3 Funding

Funding a signage system is beyond the resources of many regional councils. This must be addressed if a consistent, reliable, predictable system is to be rolled out across Victoria:

- Regional municipalities typically cover larger areas than metropolitan municipalities, but have smaller, more scattered populations. Many Victorian regional towns are experiencing historically high levels of development, and demand for essential infrastructure and services. The strain on regional council budgets can be significant
- Signage supports the needs of visitors. It can help local businesses benefit from the visitor economy. *Wayfound Victoria* can provide regional councils with the guidelines, design and technical details for a consistent signage system. Funding its implementation is a challenge for regional councils.

Part B

Implementation

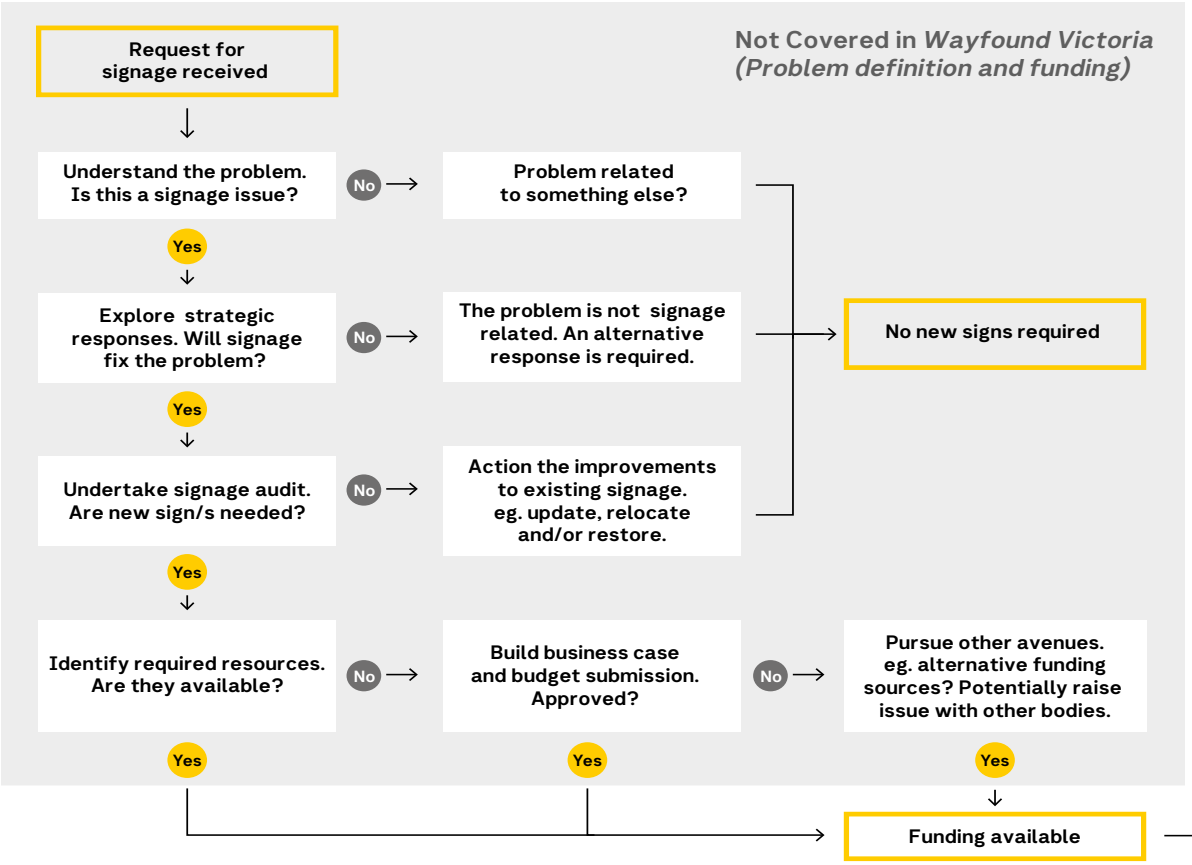


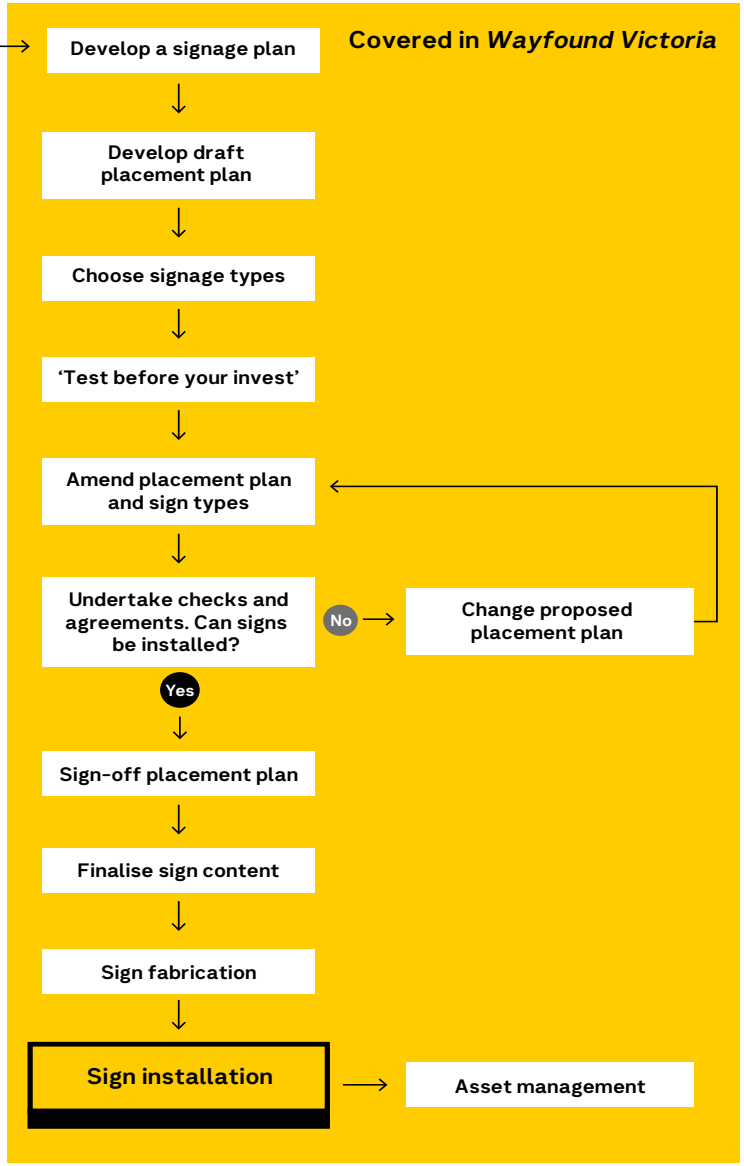
Process map

7

7.1 Mapping the process

Several people requested that *Wayfound Victoria* include a checklist or 'process map' to follow when planning, commissioning and installing signs. This diagram and the supporting text (see 7.2 – Mapping the process explained) are MVSC's first attempts at 'mapping' the process and relating it to *Wayfound Victoria*'s contents. (The diagram also includes steps that are not covered by *Wayfound Victoria*: problem definition and funding questions that precede decisions about installing signs).





7.2 Mapping the process explained

Request for signage received

Requests for signage are made by a variety of people and organisations for a range of reasons, for example:

- To prevent visitors getting lost in unfamiliar areas
- For commuters travelling unfamiliar routes during periods of major transport disruption
- For businesses wanting more customers
- To help people find their way to and around new developments and redevelopments.

Understand the problem. Is this a signage-related issue?

The first step is to understand why signage has been requested: what is the problem that signage is expected to 'fix'?

The following information will help:

- Evidence of the problem*
- Causes of the problem
- Affected users and stakeholders, and how the problem impacts them.

*Evidence could include hard data (e.g. number and source of complaints) and/or anecdotal information (e.g. discussions with users and affected stakeholders).

Explore strategic responses. Will signage fix the problem?

Identify how signage is expected to fix the problem and benefit users and stakeholders.

Consider other responses: for example, improving promotion and communications.

Question: Is signage the most effective response to the problem?

- No → the problem is not signage related. An alternative response is required.
- Yes → move to next step: **Undertake signage audit.**

7.2 Mapping the process explained

Undertake signage audit. Are new sign/s needed?

Before installing new signs, first consider whether improvements to existing signage would address the problem.

Undertake an audit of any existing signage and consider the following:

- Removing redundant signs (clean up 'clutter')
- Updating existing signs
- Improving the condition of existing signs
- Gaps in key locations/at key decision points
- Moving existing signs to better locations.

Question: Are new signs needed?

- No → action the improvements to existing signage, e.g. update, relocate and/or restore.
- Yes → move to next step: **Identify required resources**.

Identify required resources. Are they available?

Identify resources required to plan, make and install signage:

- Number and costs of signs
- People and expertise
- Availability of funding, e.g. business, council, State Government.

Question: Are resources available to do the job?

- Yes → submit signage plan and estimated expenditure for approval.
- No → move to next step: **Build business case and budget submission**.

Build business case and budget submission. Approved?

Build a business case and budget submission to outline:

- The problem: scale and impacts
- Strategic responses: why signage is recommended
- Scope of task: a single sign or a signage system?
- Costs: estimated capital costs (fabrication and installation of signs) and life cycle costs (maintenance)
- Benefits: expected benefits for users, stakeholders and local area.

Question: Have the business case and budget been approved?

- No → pursue other avenues, e.g. alternative funding sources? Potentially raise issue with other bodies.
- Yes → move to next step: **Develop a signage plan**.

7.2 Mapping the process explained

Develop a signage plan

The signage plan would outline:

- Clear objectives, e.g. making it easy to walk from the train station to the main street
- Key destinations, e.g. activity centres, major precincts, attractions and transport interchanges
- Primary routes connecting these destinations (walking, cycling, public transport and vehicle)
- Results of the audit: signage gaps and improvements to existing signs
- Proposed sign locations, sign types and their functions.

Note: Consultation with internal and external stakeholders is key to developing the signage plan.

Wayfound Victoria references:

- Part A: Strategy – Chapter 2 *Signing principles*, Chapter 3 *General guidelines* and Chapter 4 *Mode-specific guidelines.*
- Part B: Implementation – Chapter 10 *Sign design and fabrication* and Chapter 11 *Sign Placement*.

If the signage plan is approved → move to next step: **Develop draft placement plan**.

Develop draft placement plan

Developing a placement plan can involve 'mapping' the relevant area/s by:

- Identifying key entry points, destinations and connecting routes
- Observing traffic flow along connecting routes (volume and circulation)
- Identifying decision points along these routes
- 'Plotting' existing signs
- Identifying locations for new signs and, if relevant, relocation of existing signs
- Identifying sign type for each location.

Wayfound Victoria references:

- Part B: Implementation – Chapter 10 *Sign design and fabrication* and Chapter 11 *Sign Placement*.

7.2 Mapping the process explained

'Test before you invest'[19]

Before finalising a placement plan, test the locations and sign types with intended users and stakeholders:

- Brief stakeholders on objectives of the signage program, the proposed placement plan and the user-testing exercise
- Test the draft placement plan with people who are unfamiliar with the area by setting a task such as navigating between two designated points
- Observe where the test participants stop/make decisions about direction/look for information
- Debrief participants after they have completed the task. Debrief questions could include:
  - What would have helped with the navigation task?
  - What cues were used to navigate?
  - Would signage have helped? If so, what wayfinding information and located where?

Suggestions:

- Recruit backpackers from local accommodation to test the draft plan. If appropriate, use incentives such as vouchers to local businesses to encourage participation
- Video the test participants' journeys: this will help with the debrief
- Tertiary education students with research and documentation skills can be an excellent source of assistance during the testing phase.

Wayfound Victoria reference:

- Part B: Implementation – Chapter 11 *Sign Placement*.

Choose signage types

Confirm which sign types from *Wayfound Victoria*'s pedestrian signage product range are required.

Wayfound Victoria references:

- Part A: Strategy – Chapter 4 *Mode-specific guidelines*
- Part B: Implementation – Chapter 10 *Sign design and fabrication*.

Suggestion:

- Engage other authorities in the planning and testing exercise if the audit shows that signage for other modes, e.g. roads, public transport and cycling, will also be needed.

[19] GNU Group, *Wayfinding Signage Best Practices to Get Them Where They Need to Go*, May 2019.

7.2 Mapping the process explained

Undertake checks and agreements. Can signs be installed?

Before finalising a sign placement plan, the following checks must be completed and agreements put in place:

1. Identify the owner of the land or infrastructure on which it is proposed to install pedestrian sign/s:
   - If the land is owned or managed by a private company or other level of government, a signed Deed of Agreement will be required prior to installing signs
   - Installing a blade sign on a power company's light pole will require a Facilities Access Agreement.

2. Ensure that the installation of each sign complies with safety and other regulatory requirements, and will not damage underground infrastructure:
   - Conduct an underground services check to ensure there is no essential services infrastructure where it is proposed to install signs
   - Department of Transport (Roads) to approve set-back, sightlines, etc. for signs to be installed along arterial roads
   - Council traffic engineer to check safety issues and to approve set-back, sightlines, etc. for signs to be installed along municipal roads
   - Council engineering services to sign off materials and space available for cleaning and maintaining signs.

Wayfound Victoria reference:

- Part B: Implementation – Chapter 11 *Sign placement (*11.2 Checks and agreements).

Question: Can signs be installed? (Are agreements in place and have approvals been given?)

- No → change proposed placement plan.
- Yes → approve the placement plan and move to next step: **Finalise the sign content**.

Finalise the sign content

Refer to the 'mapping' exercise in **Develop draft placement plan** above in order to decide key destinations and travel routes.

Wayfound Victoria references:

- Part A: Strategy – Chapter 2 *Signing principles*, Chapter 3 *General guidelines* and Chapter 4 *Mode-specific guidelines* (*4.1 Pedestrian signs*).

Suggestion:

- This could be a good point at which to update user-testing participants (if still contactable) and stakeholders on the final plan. If the plan is consistent with results from user testing, then changes would only be made at this stage if a safety or other critical issue was identified.

7.2 Mapping the process explained

Sign fabrication

For graphic standards, artwork layout, materials and technical drawings, refer to *Wayfound Victoria* reference:

– Part B: Implementation – Chapter 10 *Sign design and fabrication*.

Sign installation

Wayfound Victoria reference:

– Part B: Implementation – Chapter 10 *Sign design and fabrication*.

Asset management

Details of each installed sign should be entered in the responsible authority's asset management system: for example, the sign type and model number, its unique identification (ID) number, location, information the sign carries and its capital value.

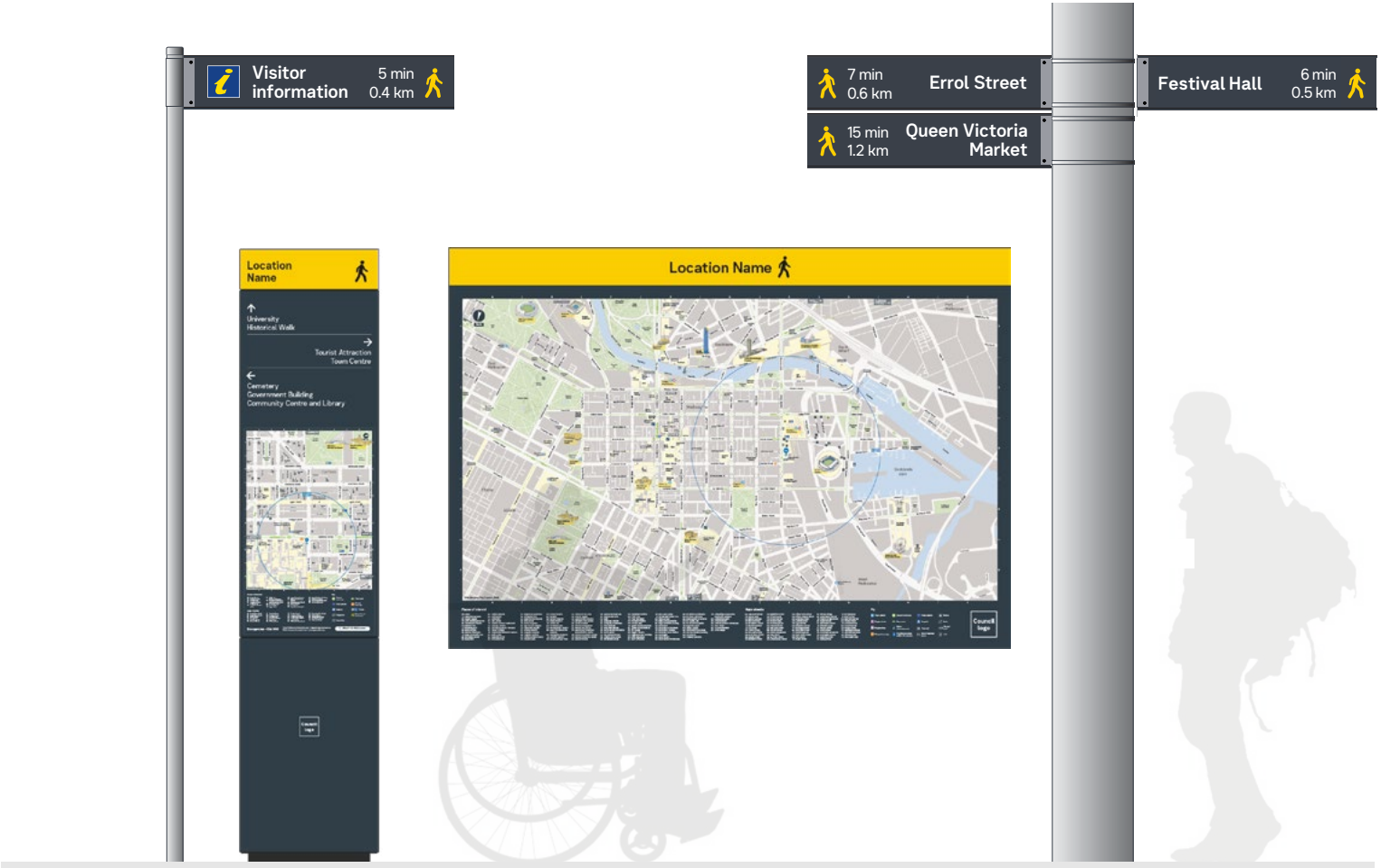
Wayfound Victoria reference:

– Part B: Implementation – Chapter 12 *Asset management*.

Accessibility

8.1 Accessibility benchmarks

***Wayfound Victoria*'s pedestrian signage system (see Chapter 10) has been benchmarked against relevant Australian and international standards, and deemed appropriate to meet the needs of people with accessibility requirements.**



***Wayfound Victoria*'s pedestrian signage system – the benchmarked product range.**

8.1 Accessibility benchmarks

Visibility, legibility and placement are key to ensuring that everyone can use the system, including people with accessibility requirements.

Architecture & Access, the accredited accessibility audit consultancy appointed to review the system, benchmarked *Wayfound Victoria*'s signs and maps against the following Australian and international standards:[20]

- **AS1428.1-2009** *Design for access and mobility – General requirements for access – New building work* and **AS 1428.1-2009 Amendment 1 – 2010**
- **AS 1428.2-1992** *Design for access and mobility – Enhanced and additional requirements – Buildings and facilities*
- **ISO 7001:2007** specifies graphical symbols for the purposes of public information.

[20] The auditor's report notes that *Wayfound Victoria*'s pedestrian signs are non-mandatory forms of signage. There is no legislation requiring they be assessed in an accessibility context, nor is there a relevant stand-alone signage standard. While standards **AS1428.1-2009** and **AS 1428.2-1992** are not mandatory, they are recognised as 'the premier standards for pedestrian signage in Australia.' These standards serve as best practice guides.

8.2 Benchmarking scope

The review by Architecture & Access covered the following aspects of *Wayfound Victoria*'s pedestrian signage system:

- Design of the signs: for example, visibility, legibility, colour palette, graphic standards, contrast, font type, font size, symbols and arrows, layout and height of information.
- Design of the maps: for example, visibility, legibility, colour palette, graphic standards, contrast, font type, font size, symbols and arrows, and layout of information.
- Materials: suitability for different users and different contexts, with particular reference to glare or other impediments.
- Context: for example, suitability of the design of the signs and wall maps to a range of different outdoor public contexts.
- Placement: for example, height of signs, distance at which information can be read, distance of the signs and maps from kerbs and continuous accessible path of travel (CAPT), allowance for wheelchair turning circles and proximity to other street infrastructure/obstacles.

8.3 Benchmarking results

The Architecture & Access report concluded, among other things, that:

- *Wayfound Victoria* contains highly relevant and succinct information. It references Australian standards, particularly relating to design and placement
- The design of the system's totem signs, finger blades and wall maps has been successfully completed in line with Australian standards 1428.1 2009 and 1428.2 1992
- The effectiveness of the signs is then largely dependent on their placement and location relative to the item's features and other signage and wayfinding cues.

8.3 Benchmarking results

The following extracts from the report submitted by Architecture & Access illustrate some aspects of *Wayfound Victoria*'s signage system's alignment with Australian and international standards:

Totem signs

Design element	Comments
Visibility	– The yellow top 'beacon' provides appropriate contrast against most buildings and outdoor elements.
	– The totem has been designed appropriately in line with AS 1428.2.1992's recommended viewing heights and minimum letter heights.
Legibility	– Title case is utilised appropriately, as per AS1428.1 2009 cl 8.
Colour palette and contrast	– AS 1428.2 1992 requires icons and symbols to provide a minimum luminance contrast of 30% to the base colour surface.
	– The totem design achieves a luminance contrast value of approximately 85%, which far exceeds the minimum recommendation of 30%.
Graphic standards, symbols and arrows	– All arrows are designed appropriately, as per ISO 7001:2007 Graphic Symbols (considered the primary global standard regarding symbols for public information). All pictograms are in the style of ISO 7001:2007.
	– The symbols/pictograms have been placed at a height of 80mm, and are viewable from up to approximately 10-12m, as per AS1428.2 1992 Table 1.
	– Internationally recognised symbols are important for people who have difficulty reading English and people with dyslexia.
Font type	– The Network Sans font is 'sans serif' (i.e. free from small counterstrokes) and utilises title case (upper case first letter and lower case for the remaining letters) across the signage package, as per AS1428.1 2009 cl 8.
Font size	– 'Location' text of 120pt (31.4mm height) and 'Destination' text of 75pt (19.2mm height) are used as per AS1428.2 1992 Table 2.
Layout	– The totem sign utilises a top to bottom layout. Upper elements are designed to be viewed from distance, with lower elements map and legend designed to be viewed from within 2000mm (AS1428.2 1992 Table 1 and 2).
	– The layout is inside the recommended viewing heights.
Height of information	– Top information (120pt content for the beacon and 75pt for direction information) is located between 1620mm-2300mm and is intended to be viewed from a distance in excess of 10-15m. This font size, at this distance is in line with AS1428.2 1992.
	– The totem map is placed between 1020mm-1620mm above the finished floor level. When viewed from approximately 2000mm away (or closer), this falls within the prescribed line of sight range as per AS1428.2 1992 Figure 30.

8.3 Benchmarking results

Totem signs – placement and materials

Design element	Comments
Circulation space	– *Wayfound Victoria* specifies that all totem signs have a circulation space in excess of the 180 degree turning space of 1540mm wide x 2070mm in length as stipulated by AS1428.1 2009.
	– All signs should be placed directly next to a continuous accessible path of travel. They must not block the pathway, including kerb ramps.
Materials	– Totem signs are constructed of a matte vitreous enamel exterior over a galvanised steel frame. The matte finish reduces glare and increases the legibility of the sign for all people, particularly those with low vision.

Finger blades

Visibility	– Lacks bright 'beacon' of the totem signs; however, at 3000mm high, they are not competing with signs other than those also affixed to light poles.
	– The contrast of the sign to the background will largely be determined by the in situ positioning of the blade signs.
Legibility	– Title case is utilised appropriately, as per AS1428.1 2009 cl 8.
Colour palette and contrast	– AS 1428.2 1992 requires icons and symbols to provide a minimum luminance contrast of 30% to the base colour surface.
	– The finger blade design achieves a luminance contrast value of approximately 85%, which far exceeds the minimum recommendation of 30%.
Graphic standards, symbols and arrows	– All arrows are designed appropriately, as per ISO 7001:2007 Graphic Symbols (considered the primary global Standard regarding symbols for public information). All pictograms are in the style of ISO 7001:2007.
	– The symbols/pictograms have been placed at a height of 120mm, and are viewable from up to approximately 18m (AS1428.2 1992 Table 1).
	– Internationally recognised symbols are important for people who have difficulty reading English and people with dyslexia.
Font type	– The Network Sans font is 'sans serif' (i.e. free from small counterstrokes) and utilises title case (upper case first letter and lower case for the remaining letters) across the signage package, as per AS1428.1 2009 cl 8.
Font size	– 'Destination' text of 190pt (48mm height) and 'Time/distance' text of 160pt (41mm) are used as per AS1428.2 1992 Table 2.
Layout	– Given the dimensions of the sign (i.e. short and wide), a left-to-right layout – symbol, destination, time and distance, mode of transport – is most appropriate. There is no standard which covers this.
Height of Information	– All information is located at approximately 2600mm-3000mm above finished floor level, sufficiently high to be seen over other street signage and infrastructure, and making the sign viewable from a distance.
	– As there is no accessibility standard for a blade/street sign, positioning the sign correctly in relation to AS1428.2 1992 Figure 30, Table 1, and Table 2 is critical.

8.3 Benchmarking results

Finger blades – placement and materials

Design element	Comments
Placement	– All information is located at approximately 2600mm-3000mm above finished floor level, depending on the type of post the sign is affixed to. This is sufficiently high to be seen over other street signage and infrastructure, making the sign viewable from a distance.
Materials	– Blade signs are constructed of powder-coated aluminium with stainless steel banding fastening them to a pole. They do not incorporate any anti-graffiti elements as they do not include maps, nor are they at a height that is likely to be intentionally damaged. The text and symbols are applied as Class 2 reflective vinyl cut decals.

Wall maps

Visibility	– Generally, highly visible due to the uniqueness and size of the surface image.
	– Yellow 'beacon' provides appropriate contrast against most buildings and outdoor elements on which the maps will be mounted. *Note: there is no accessibility standard relating to detailed street maps.*
Legibility	– Title case is utilised appropriately, as per AS1428.1 2009 cl 8.
Colour palette and contrast	– AS 1428.2 1992 requires icons and symbols to provide a minimum luminance contrast of 30% to the base colour surface.
	– The base colour on the edging of the wall maps achieves a luminance contrast value of approximately 85%, which far exceeds the minimum recommendation of 30%. The map itself also achieves a minimum luminance contrast of 30%.
	– Different forms of colour blindness have been considered in creation of the maps. The chosen design supports users who experience protanopia (predominantly red colour blindness) and deuteranopia (predominantly green colour blindness).
Graphic standards, symbols and arrows	– All pictograms are in the style of ISO 7001:2007. The sizes of the symbols vary depending on the size of the map.
	– The maps are intended to be viewed from inside 1-2m. The symbol sizes are appropriate for the intended use of the maps at such a short distance.
	– Refer AS1428.2 1992 Figure 30, Table 1, and Table 2 for appropriate sizes.
Font type	– The Network Sans font is 'sans serif' (i.e. free from small counterstrokes) and utilises title case (upper case first letter and lower case for the remaining letters) across the signage package, as per AS1428.1 2009 cl 8.
Font size	– 'Destination' text of 160pt (41 height) viewable from approximately 12m, as per AS1428.2 1992 Table 2.
	– Map and legend text of 8-20pt (2.8-7mm height) means it is viewable from 2m or less, as per AS1428.2 1992 Table 2.
Height of information	– All information is located at a height of between 800mm-2300mm, with the map covering a width of 2100mm.
	– When viewed from approximately 2000mm away, this falls within the prescribed line of sight range for people in a seated or standing position as per AS1428.2 1992 Figure 30.

8.3 Benchmarking results

Wall maps – placement and materials

Design element	Comments
Placement	– Wall maps should be placed a minimum of 500mm off the continuous accessible path of travel, as per AS1428.2 1992. Due to their size, the maps are readily identifiable by pedestrians on the continuous accessible path of travel.
Materials	– Wall maps utilise a matte anti-graffiti laminate across the entire surface. As the map is predominantly light in colour, it is essential to reduce as much reflectivity and glare as possible.

For a copy of the full Architecture & Access accessibility report, email **wayfinding@melbourne.vic.gov.au**

8.4 Accessibility testing program

Wayfound Victoria's signage system has been designed to assist all pedestrians, including people who are from non-English speaking backgrounds, with vision and/or hearing impairments, physical disabilities, colour blindness or who have early stage dementia.

The Architecture & Access benchmarking exercise was the third of three stages of accessibility testing that supported the signage design and development process:

1. As part of the **design process**, draft sign and map concepts were tested with people with accessibility needs. The concepts were also tested with accessibility and wayfinding representatives from metropolitan councils, public transport authorities and accessibility associations such as Vision Australia and Guide Dogs Victoria. Changes were made to the design concepts based on feedback received.

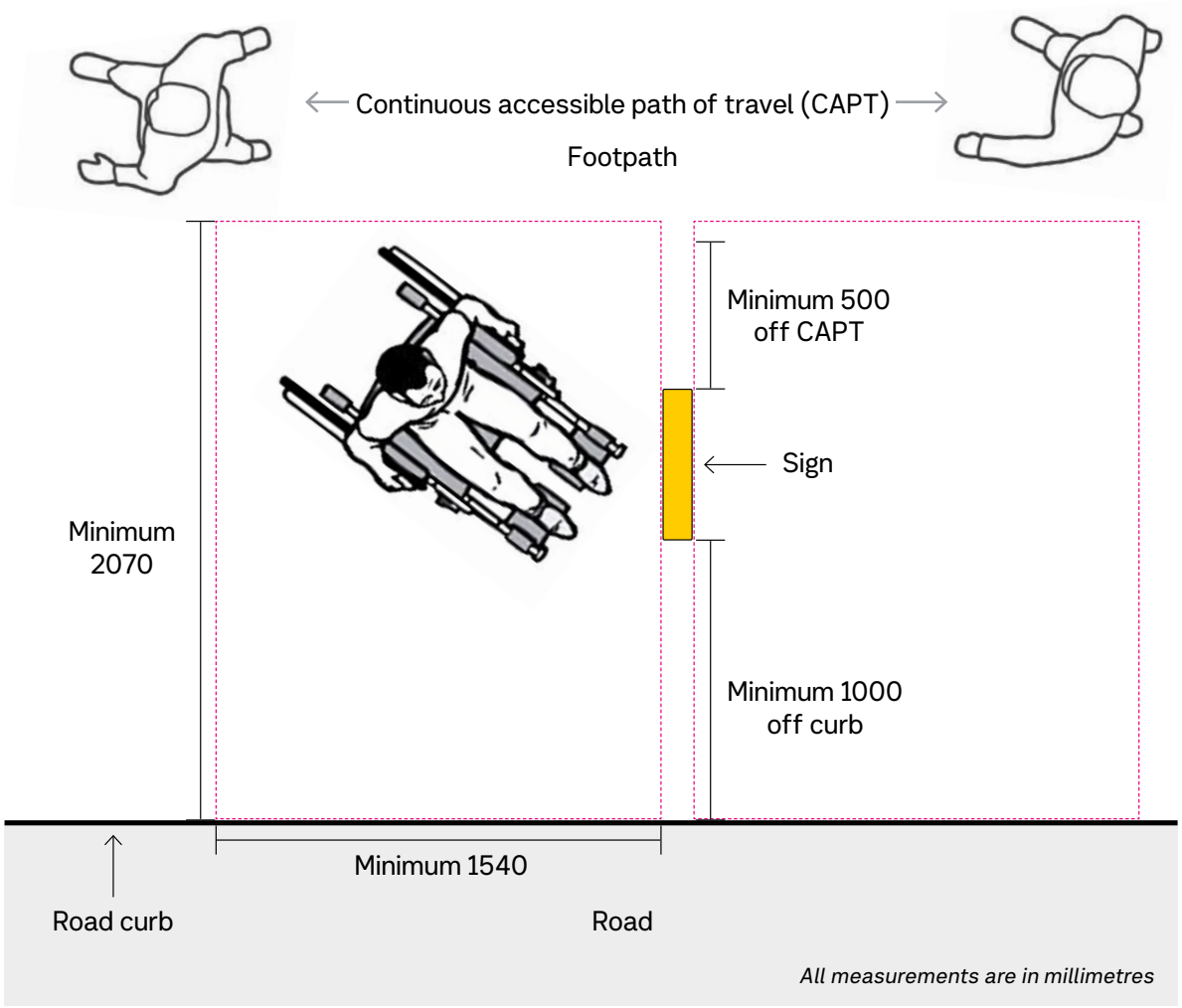
2. The signs and maps were fabricated and **piloted** within the Melbourne municipality. As part of the pilot, a two-stage user-testing process was conducted: prior to installation of the signs (to establish a baseline) and then again after installation. Ten people with accessibility requirements participated in each of the two stages of the user testing.
   - Pre-installation results: one of the 10 participants was able to navigate to a designated destination prior to installation of signage.
   - Post-installation results: all of the 10 participants were able to navigate to a designated destination after the signs and maps had been installed.

3. *Wayfound Victoria*'s pedestrian signage system was **benchmarked** against relevant Australian and international standards to determine if it met the needs of people with accessibility requirements. The benchmarking exercise was conducted in two parts:

A desktop assessment which covered the following:
- *Wayfound Victoria*, the guide that outlines principles and guidelines for the information carried by signage systems
- The signage system's graphic standards, layout, materials, technical drawings and placement criteria.

An in situ assessment which covered the following:
- The placement of pedestrian signs and maps installed within the Melbourne municipality
- The visibility and legibility of the signs and maps within different contexts including: train station surrounds; a typical shopping street; wider and narrower footpaths; and taking into account busy and quiet places, traffic volumes, gradients, backgrounds and street furniture.

8.4 Accessibility testing program



Minimum space required for wheelchair to make a 90° to 180° turn.
Illustration interpreted from AS1428.2 1992.

Table 1: Size of International Symbol For Access and Deafness for Varying Viewing Distances

Required Viewing Distance (m)	Minimum Size of Symbol (mm)
<7	> 60 x 60
>7 – <18	> 110 x 110
>18	> 200 x 200

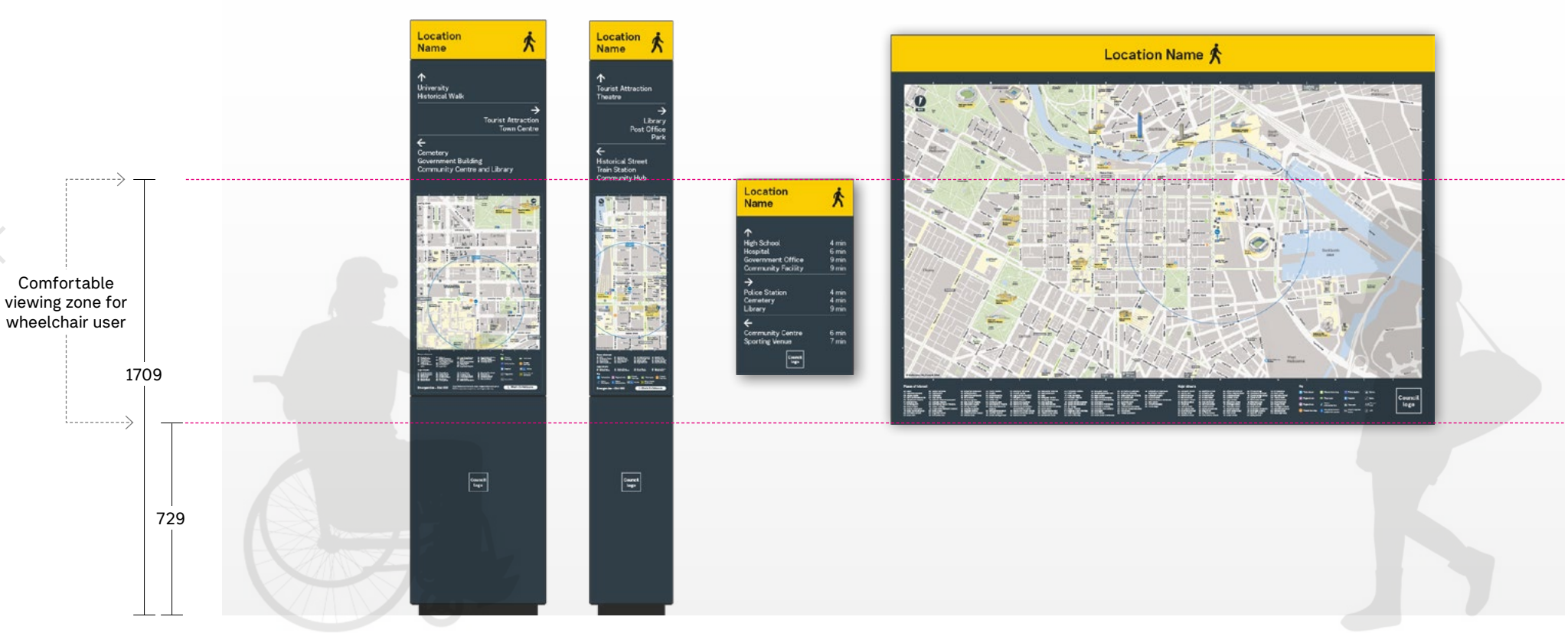
Table 2: Height of Letters for Varying Viewing Distances

Required Viewing Distance (m)	Minimum Size of Symbol (mm)
2	6
4	12
6	20
8	25
12	40
15	50
25	80
35	100
40	130
50	150

Tables 1 and 2 AS1428.2 1992.

Although these accessibility requirements are current best practice, a 1000mm set-back from the curb might not always be possible, as signs would impede the continuous path of travel on narrower footpaths.

8.4 Accessibility testing program



Height of information, when viewed from 2 metres or closer.

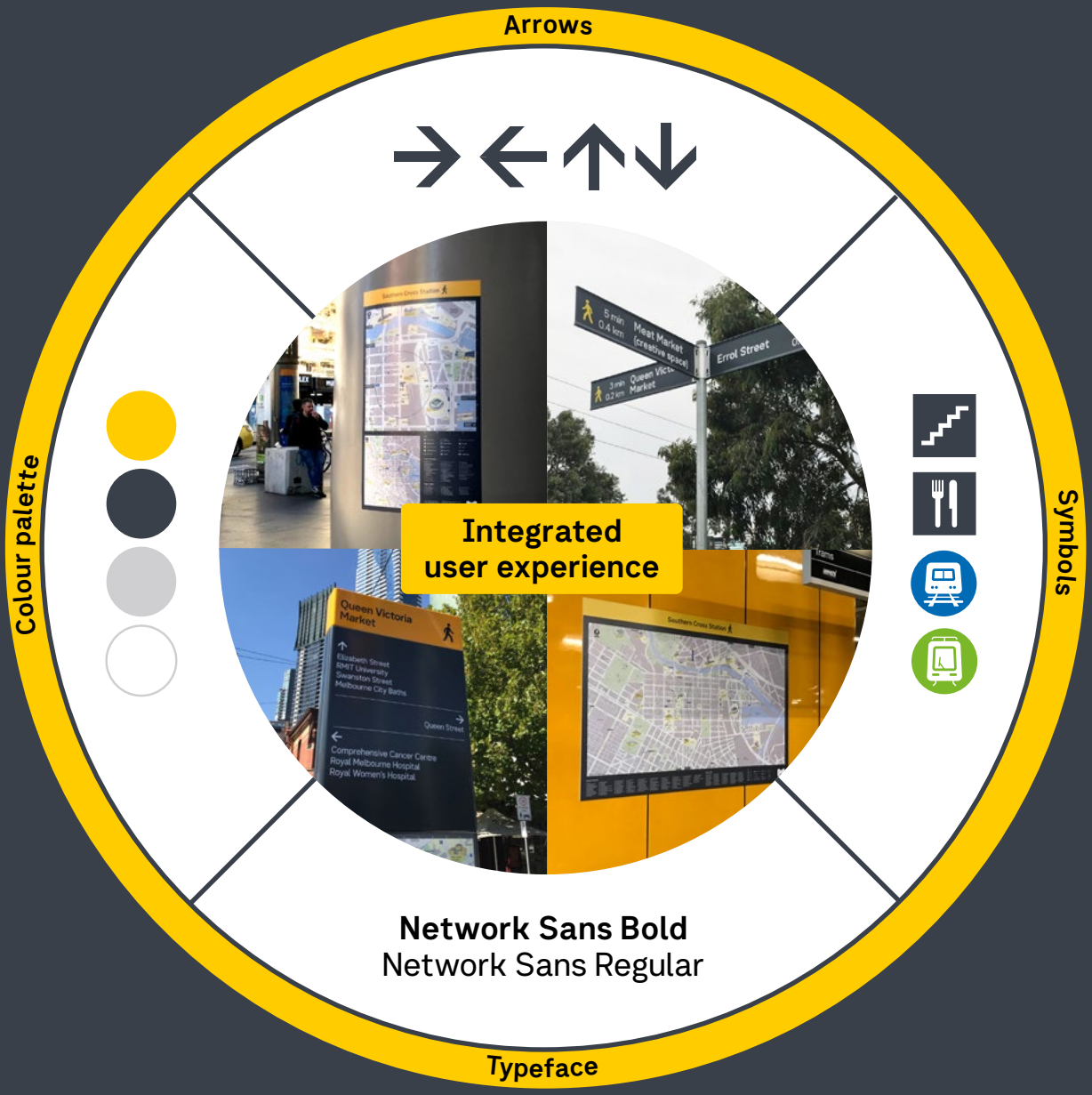
8.4 Accessibility testing program

Height of information, when viewed from a distance of approximately 6-10 metres.

Visual language

9.1 The tool kit

This tool kit brings together common visual elements into one resource. It captures specifications and provides guidance for when and how to use them to achieve a consistent and integrated user experience.



9.2 Typeface

Network Sans

Consistent use of the same typeface helps build seamless integration across a signage system.

Bold and Regular cuts of the Network Sans typeface have been used on the signs and maps of the pedestrian signage and across this guide.

Network Sans has been custom designed by the Department of Transport (DoT) for this purpose. It adheres to the highest principles of legibility and has Vision Australia endorsement.

The typeface is available for use by all entities producing pedestrian signage in the public realm across Victoria.

Email **studio@transport.vic.gov.au** for the typeface files and Intellectual Property Licence Deed.

9.2 Typeface

Network Sans Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Network Sans Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Features:

- Humanist, friendly and functional, and timeless
- Letter forms designed to aid readability
- Large x-height for legibility
- Distinctive characters
- Scalable for large signage and small mapping requirements
- Heritage influences

9.3 Arrows

The arrows shown in this chapter are for use, as appropriate, on pedestrian, cyclist and public transport signage.

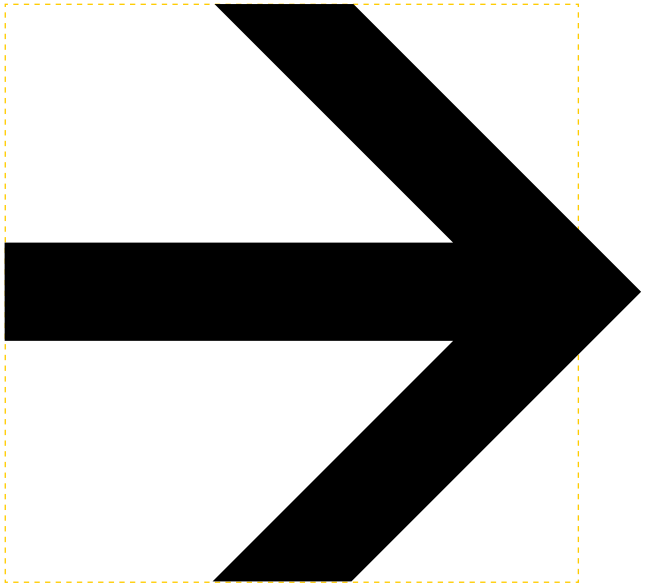
Different arrow shapes are used on road signs.

On-road cyclist and shared path signs generally only use chevrons rather than arrows but if arrows are used, the guidance in this chapter should be applied.

The standard arrow shape

Dimensions are:

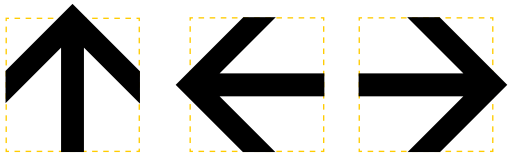
- Angle between the two wings is 90 degrees
- The stroke width is 0.15 times the length of the shaft
- The length of the shaft is 1.1 times the width of the arrow (i.e. the wingspan).



Most frequently used arrows

The **Ahead**, **Left** and **Right** arrows should mainly be used on directional signage as they are the easiest to understand and are unambiguous.

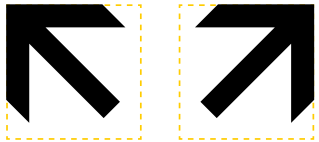
The **Ahead** arrow generally means straight ahead. However, it may also be used to indicate that the destination is on a higher level, in which case it should be used together with (or replaced by) the relevant symbol for stairs, lift, ramp or escalator.



Ahead **Left** **Right**

Less frequently used arrows

Only use **Ahead left** and **Ahead right** arrows when **Ahead**, **Left** or **Right** arrows do not accurately explain the direction of the end destination.



45° Ahead left **45° Ahead right**

9.3 Arrows

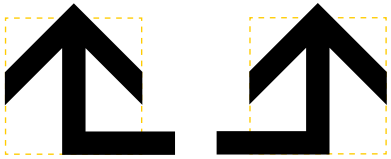
Hooked arrows

The four hooked arrow shapes are useful when the destination is reached via a turn in the path but it is impractical to install a second directional sign at the turn. These arrow shapes are less confusing in some applications, although their use should be infrequent.

The hooked arrow should be used if the distance to be travelled before making the turn is between approximately 10 metres and 100 metres, even if there is another directional sign at the turning point. This is because the hooked arrow provides advance information that a turn is required within a reasonably short distance, helping the user to be alert for the next turn.

- If the distance is less than 10 metres, then a normal arrow should not be misleading, or the sign should be placed in a better position to avoid any confusion.
- If the distance is more than 100 metres, it is not going to be easy for a user to determine where the turning point is located. A straight arrow is usually more intuitive, with a second directional sign provided at the turning point.

Ahead then ahead **Ahead then ahead**



Left then ahead **Right then ahead**

Down arrows

The **Down left**, **Down right** and **Down** arrows may only be used to indicate destinations reached via stairs, lifts, ramps or escalators. These arrows can be easily misinterpreted and should only be used in very specific cases. **They are never to be used to indicate destinations behind the user**.

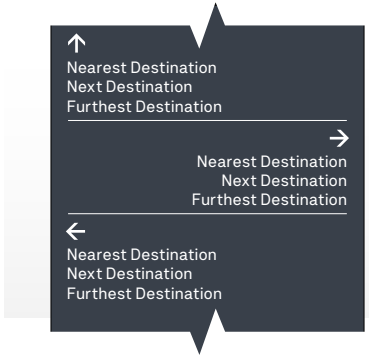
45° Down left **Down** **45° Down right**

Placement of arrows

The point of the arrow should be at the edge of the sign. Thus, ahead arrows should be at the top of the sign, left-pointing arrows should be on the left side of the sign, and right-pointing arrows should be on the right-hand side, etc.

Arrows should be placed in the following order from top to bottom:

- Ahead arrow
- Ahead then left or right hooked arrow
- 45° ahead arrow (left or right)
- Left or right then ahead hooked arrow
- Horizontal arrows (left or right)
- 45° down arrow (left or right) but only when indicating a lower level
- Down arrow but only when indicating a lower level.



9.4 Symbols

Symbols can be used to add information on signage.

Symbols are often called ‘pictograms’ in other signing and wayfinding documents.

The Melbourne Visitor Signage Committee has collated a set of standard symbols for pedestrian signs. The symbols have been chosen and developed from a number of sources, including:

- AIGA (American Institute of Graphic Arts) online
- The Noun Project (**thenounproject.com**)
- ISO 7001, Graphical symbols – Public information symbols, 2007
- Australian Standard AS 1428.1, Design for access and mobility, Part 1: General requirements for access – New building work, 2009
- Australian Standard AS 1742, Manual of uniform traffic control devices, Part 6: Service and tourist signs for motorists, 2014
- Public transport suite of symbols
- City of Melbourne, symbols developed for *Wayfound Victoria*.

Standard symbols for road signs are covered in the national standards and State guidelines. See the Bibliography in Appendix E.

Refer to 9.5 for the suite of standard symbols developed for pedestrian, cyclist and public transport signs.

9.4 Symbols

9.4.1 General guidelines for the use of symbols

Guideline 46

Consistently use endorsed symbols.

Pedestrian signs should only include symbols shown in 9.5 of this guide.

There is no clear guidance on which suite of symbols should be used on cycling and shared path signs. However, they should be chosen from those in the Australian Standards and the symbols in 9.5 of this guide.

Public transport signs in Victoria should only include symbols as agreed by DoT, which will generally match the symbols in 9.5 of this guide.

Road signs should only include symbols that have been endorsed by national or State standards and guidelines.

Guideline 47

In exceptional circumstances, other symbols may be used as long as they have been tested for legibility and comprehension.

Symbols must be able to convey their meaning without ambiguity. They will sometimes be more effective than words for people who do not read English. Symbols are a more concise means of communication and will take up less space on a sign. However, it is often difficult to develop a clear symbol for some facilities and types of destination, and the choice between words and symbols is not always simple.

The level of understanding of a symbol will increase with consistent use for the same meaning.

In exceptional circumstances, new symbols may be developed and used as long as they have been tested for legibility and comprehension.

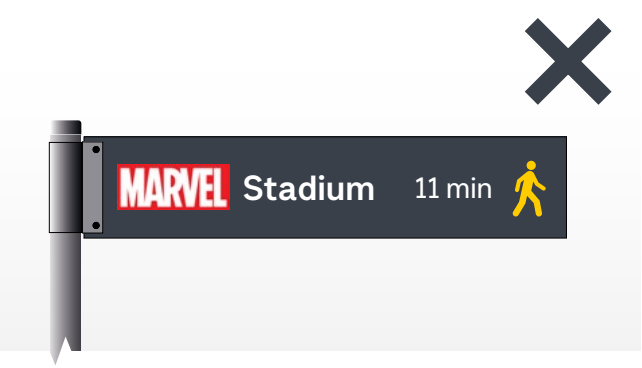
9.4 Symbols

9.4.1 General guidelines for the use of symbols

Guideline 48

Unique logos for individual destinations should not be used.

Unique symbols or logos for individual destinations should not be used. This is important to keep direction signs and maps simple, uncluttered and readable. Although a symbol or logo for a particular attraction may match the publicity material for that place, it will not gain broad recognition if it is only used for one place. It is also advisable to avoid pedestrian signage being classified as promotional or advertising signs.

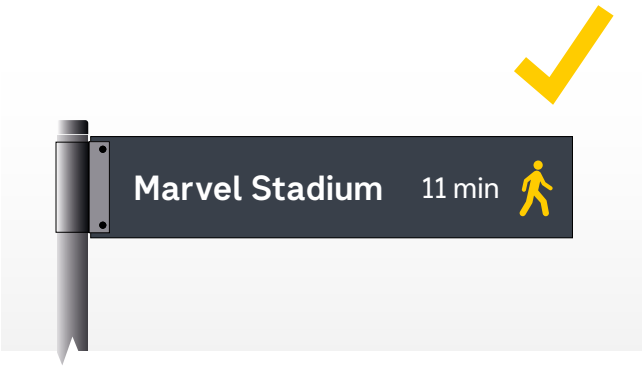


Guideline 49

Avoid using symbols and words which mean the same thing.

Symbols can be used to supplement information conveyed by words or they can be used instead of words.

In the interests of brevity, it is generally better to avoid using both words and a symbol to communicate the same information.



Guideline 50

Use symbols sparingly.

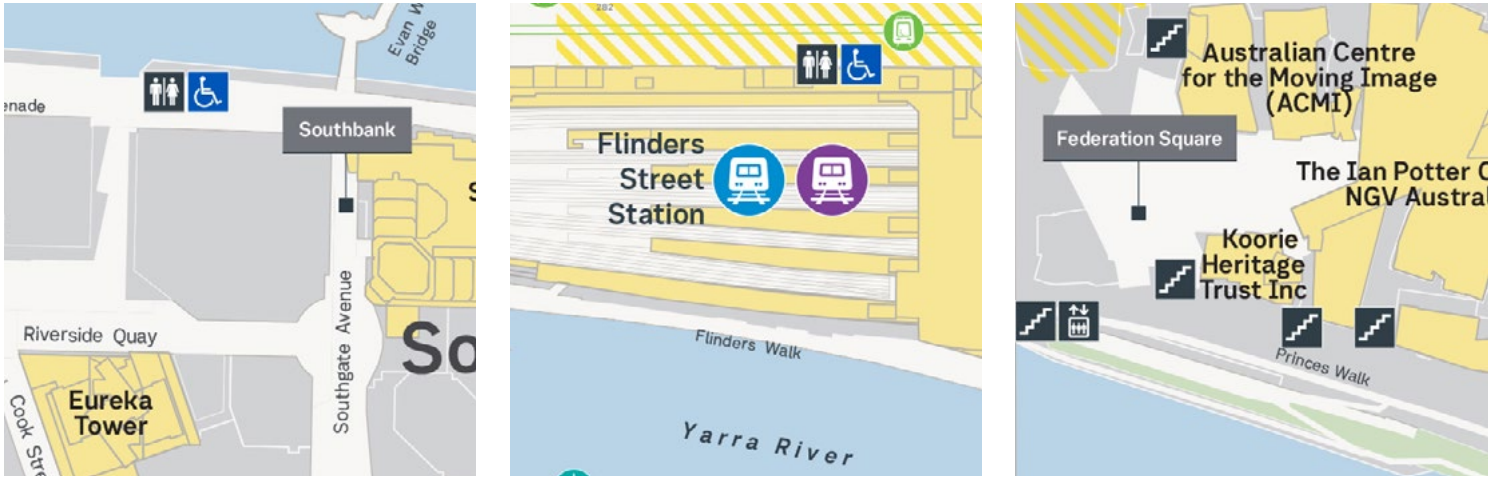
Symbols should be used sparingly. Although an effective symbol can communicate concisely, it still adds information and clutter to a sign. Just because there is a relevant symbol in the recommended suite of symbols, it does not mean it has to be used. For example, there will often be several toilets, public telephones, free Wi-Fi spots, restaurants and shops within a reasonable distance of any pedestrian signage, but these symbols should only be added to the directional part of the sign if they are considered to be important destinations.

9.5 Symbol set

The use of symbols (pictograms) on maps and signs will aid all users of a wayfinding system. Simple and clear designs which include commonly understood features allow symbols to be easily recognised visually.

Pictograms should generally be used in accordance with internationally recognised symbols, including those described in AS 1428.4.2.

Where applicable, the symbols on the following pages should be used.



Example of symbols on maps.

9.5 Symbol set

9.5.1 AS 1428.4.2:2018 symbols

Where applicable, use the Australian Standards.

Australian Standard AS 1428.4.2:2018 symbols are not available for download from Australian Standards (nor from SAI Global). The Standards themselves are copyright, but the symbols are for use in the public domain.

AS 1428.4.2:2018 symbols:

- are designed to assist the orientation of people with vision impairment.
- are not to be altered/styled.

https://infostore.saiglobal.com/en-us/Standards/AS-1428-4-2-2018-1136398_SAIG_AS_AS_2687074/

Email:
wayfinding@melbourne.vic.gov.au
to request full symbol set.

9.5 Symbol set

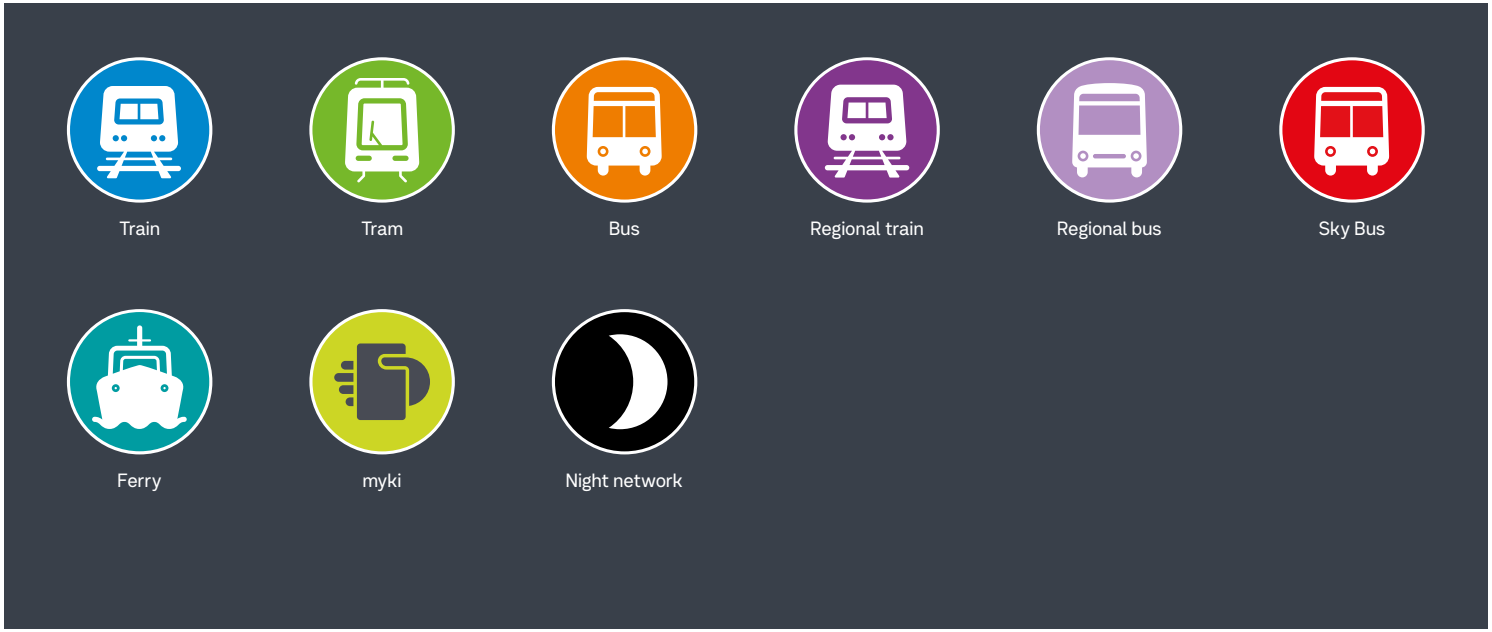
9.5.2 Public transport symbols

These symbols should only be used for Victoria's public transport services.

An Intellectual Property Licence Deed is required for their use.

Email:
studio@transport.vic.gov.au
to request full symbol set and Intellectual Property Licence Deed.

Public transport symbols are not to be altered/styled.



9.5 Symbol set

9.5.3 Other symbols

All other symbols should be designed appropriately, and recognised internationally.

Colour swatches

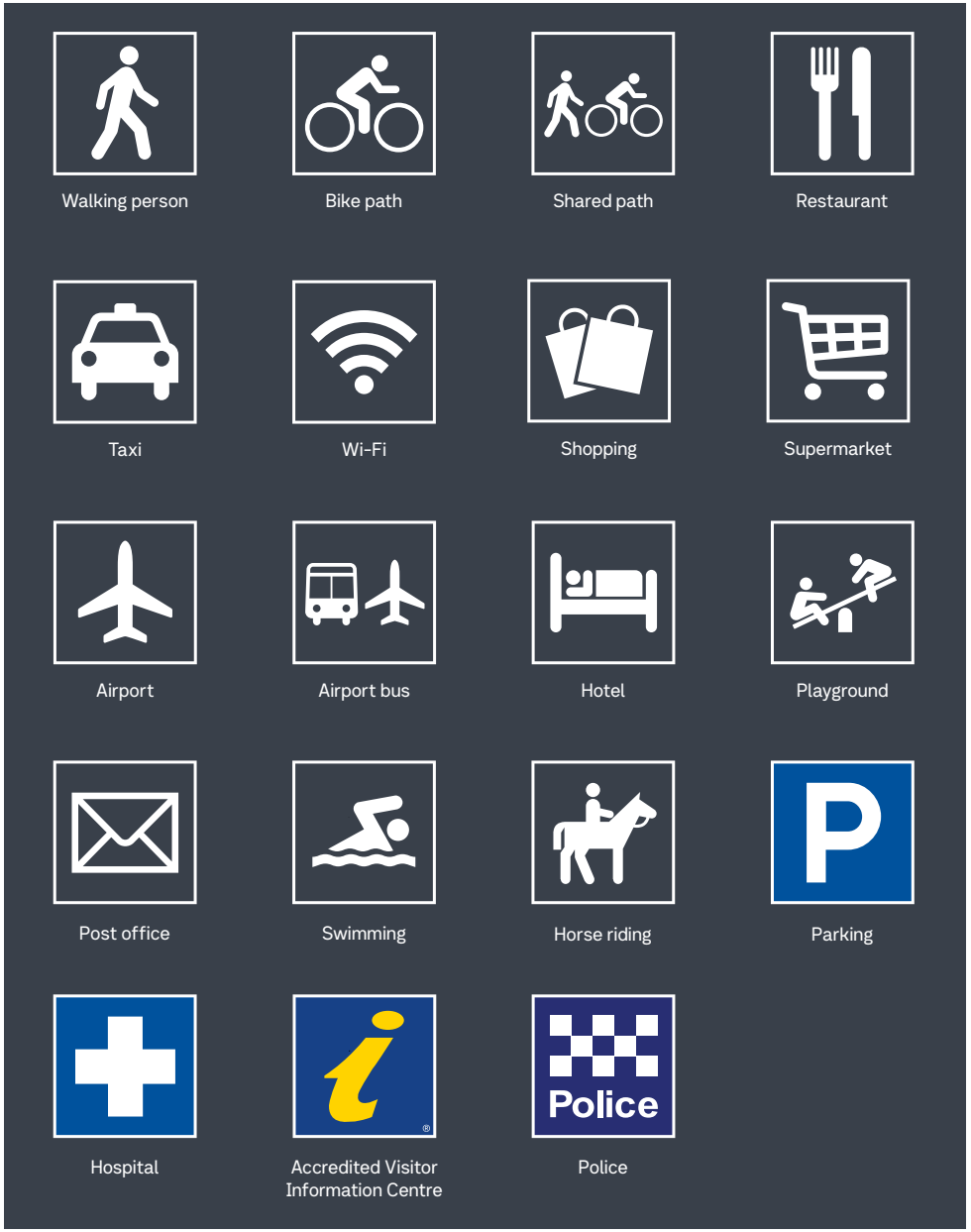
- Most symbols – White symbol on PMS 432C background.
- Parking, hospital and information – White symbol on PMS 2935C background.
- Accredited Visitor Information Centre – PMS 109C on PMS 293C.
- Police – White symbol on PMS Reflex Blue.

Email:
wayfinding@melbourne.vic.gov.au
to request full symbol set.

These symbols have been sourced from a number of organisations (see 9.4 – Symbols) and some of them have been modified for use on *Wayfound Victoria*'s pedestrian signage system.

The yellow italicised "*i*" with the blue background is a registered trademark and can only be used by an accredited Visitor Information Service. It is a nationally recognised trademark. The Victoria Tourism Industry Council (VTIC) manages the 'i' logo trademark on behalf of the Victorian Government.

For information on accreditation, contact VTIC on telephone (03) 8662 5387 or email **accreditation@vtic.com.au**



9.6 Colour palette

The colour palette has been selected to offer maximum contrast and to stand out in a busy environment.

PMS colours used in the pedestrian signage system – the artwork, typeface, symbols, arrows and maps – are detailed here.

The colour palette and contrast used on the signs and maps were benchmarked as part of the accessibility assessment (see Chapter 8).

AS 1428.2 1992 requires icons and symbols to provide a minimum luminance contrast of 30% to the base colour surface.

The totem design achieved a luminance contrast value of approximately 85%.

Pantone 116C

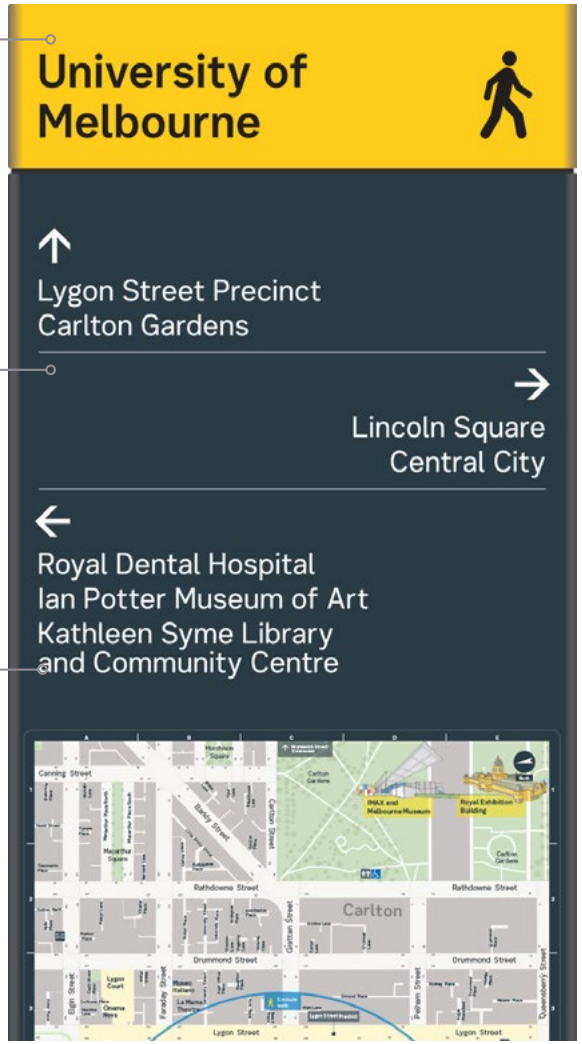
Yellow in top panel acts as a beacon, providing high visibility in a busy environment

Pantone 432C

Dark grey employed as base colour allows maximum contrast between navigational elements

White

White employed as base colour allows maximum contrast between navigational elements



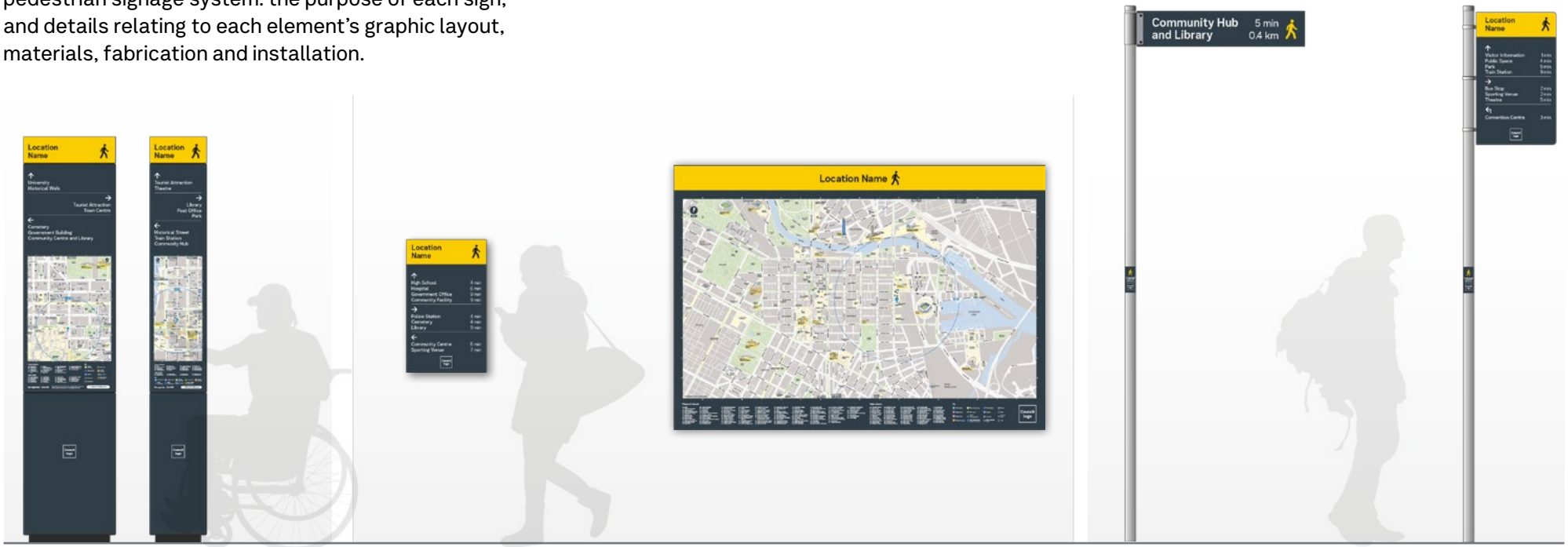
The signs in *Wayfound Victoria* were designed by the City of Melbourne in collaboration with local and State Government members of the Melbourne Visitor Signage Committee.

Sign design and fabrication

10

10.1 Signage suite

This chapter contains details of *Wayfound Victoria*'s pedestrian signage system: the purpose of each sign, and details relating to each element's graphic layout, materials, fabrication and installation.



Totem

- Totems assist users with orientation, exploration and journey planning. They are typically located at major arrival points and at key decision points along pedestrian routes that connect popular destinations and attractions.

Wall sign

- Wall signs are installed where totems are not practical. Wall signs provide directional information to attractions, places of interest and public transport services.

Wall map

- Wall maps assist orientation, exploration and journey planning. They give users a large-scale view of the area they are in.
- They are typically located at major arrival points like Southern Cross Station and Visitor Information Centres (VICs).

Finger blade **Flag blade**

- Blade signs reassure people that they are on the right path. They support the totems, wall signs and wall maps, and can be installed where footpath space is tight.
- Blade signs are double-sided and can point to a number of nearby destinations and attractions. They can be installed on galvanised posts or on existing infrastructure.

10.2 Totems
10.2.1 Purpose

Totems assist users with orientation, exploration and journey planning.

Map-based totems enable users to work out where they are, where they want to go and the best way to get there. The maps on the signs highlight the surrounding area, its attractions, points of interest, nearby amenities and public transport services.

Totems are typically located at major arrival points like Footscray Station and Southern Cross Station, and at intersections along busy streets in built-up areas like Swanston Street and Brunswick Street. They are designed to assist users at key decision points along pedestrian routes that connect popular destinations and attractions.

The signs comprise three elements of information:
1. Orientation: the sign's location (street or place name) is shown on the yellow beacon at the top.

2. Journey planning: directional information pointing to nearby precincts and places of interest.

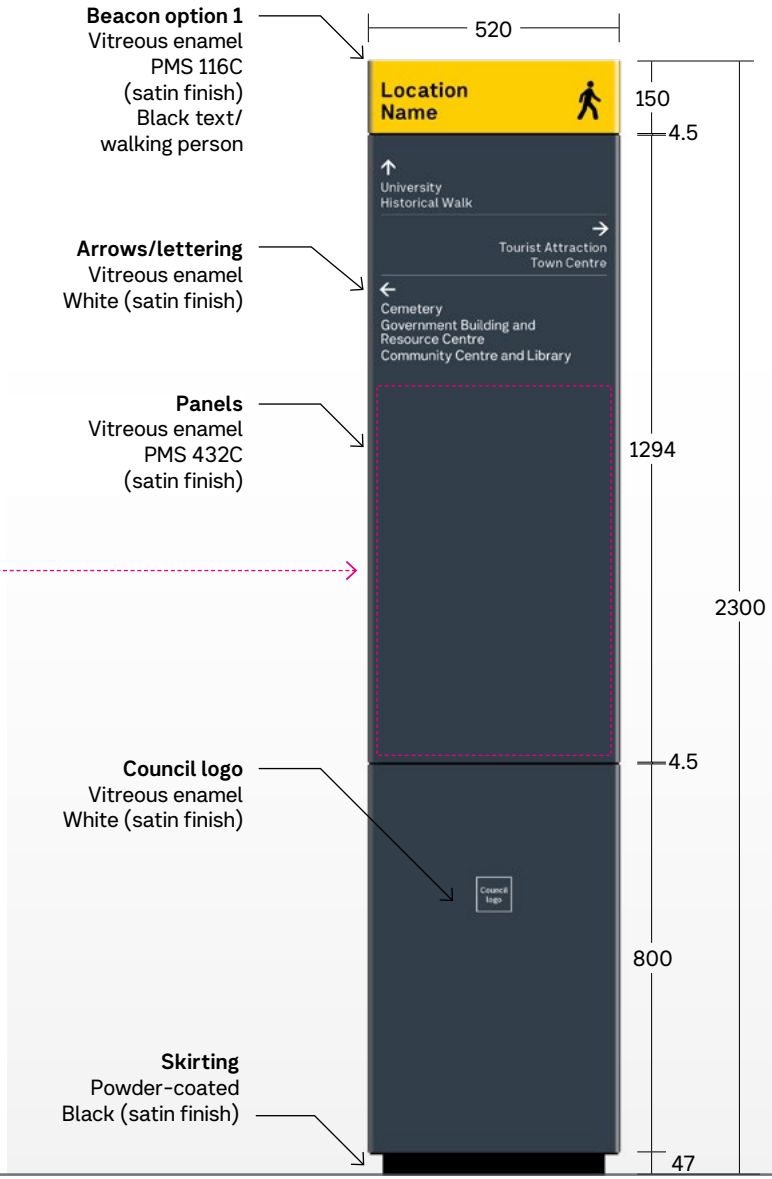
3. Exploration: heads-up style maps showing the area around the sign: its pedestrian, bike, public transport and road networks; its shopping and dining precincts, attractions and landmarks.

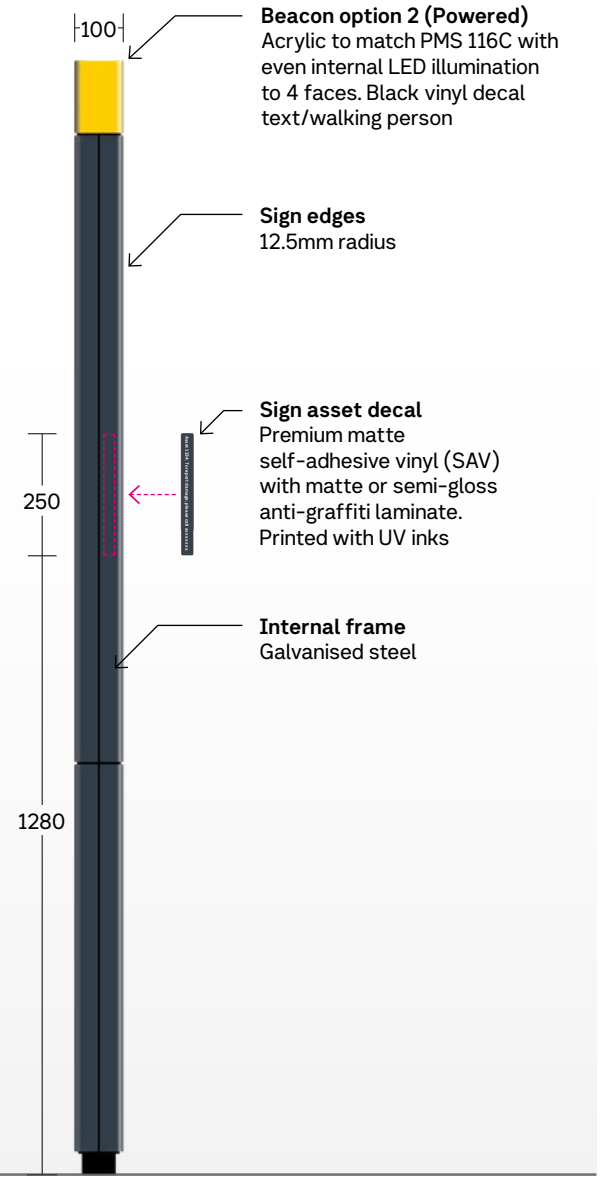
10.2 Totems

10.2.2 Graphic layout: 520mm Totem

Freestanding
Double-sided
Unpowered

Map decal
Premium matte self adhesive vinyl (SAV) decal with matte or semi-gloss anti-graffiti laminate. Printed with UV inks (double strike)





Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

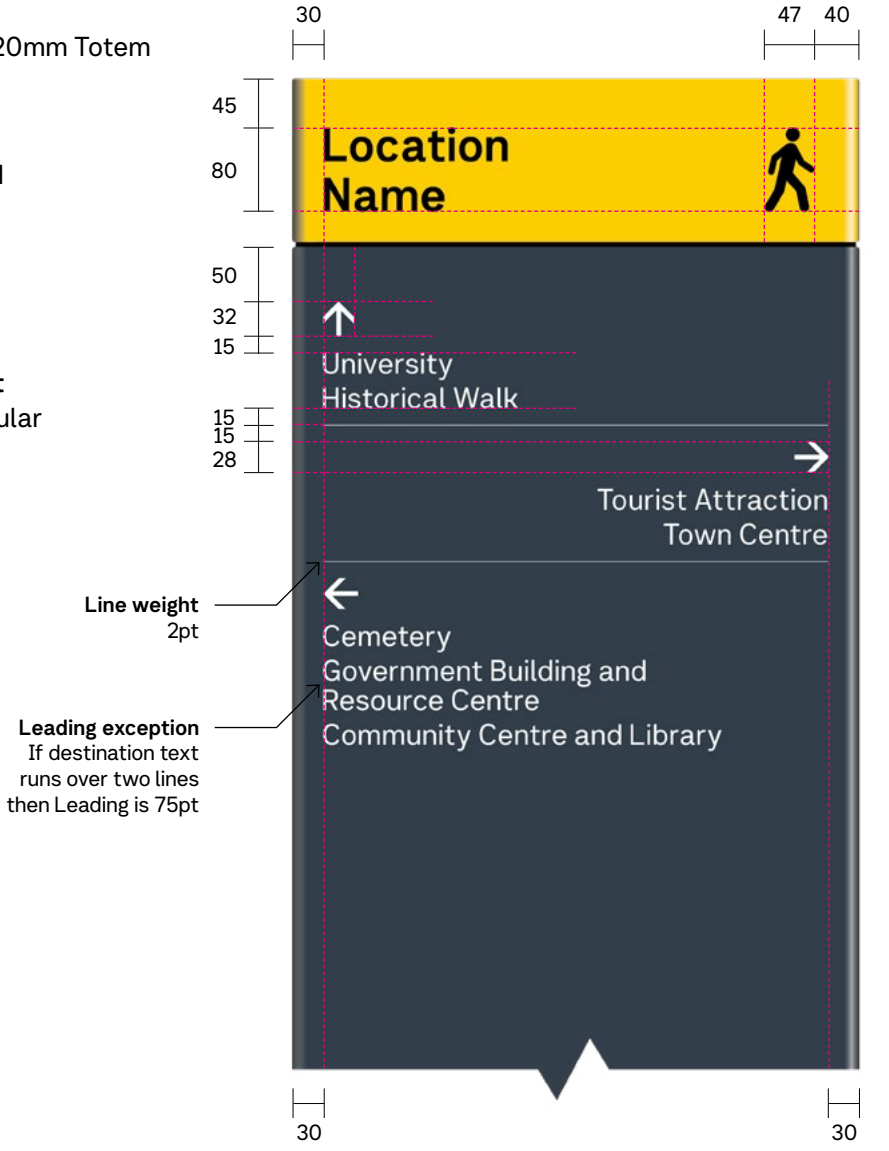
All measurements are in millimetres

10.2 Totems

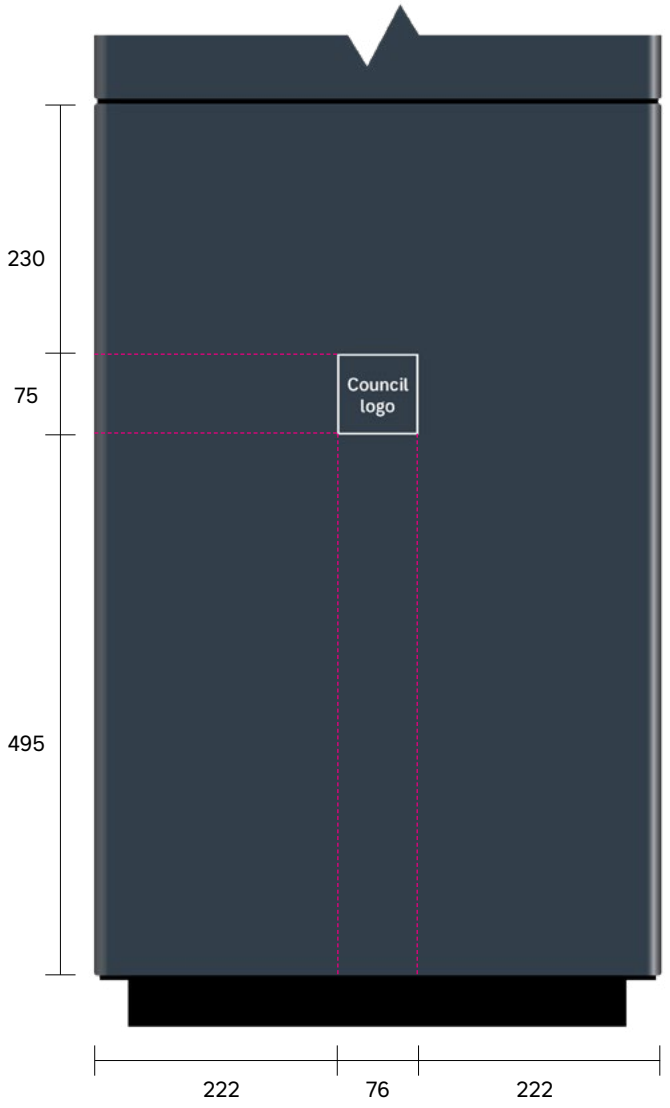
10.2.2 Graphic layout: 520mm Totem

Header name text
Font: Network Sans Bold
Font size: 120pt
Leading: 130pt
Kerning: Optical
Tracking: 0

Destination pointer text
Font: Network Sans Regular
Font size: 75pt
Leading: 90pt
Kerning: Optical
Tracking: 0



TOP OF TOTEM



BOTTOM OF TOTEM

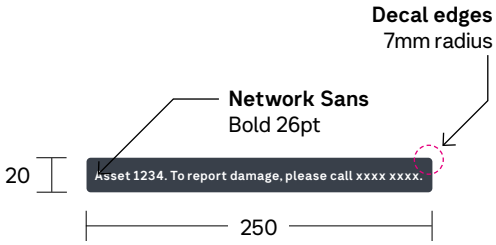
Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

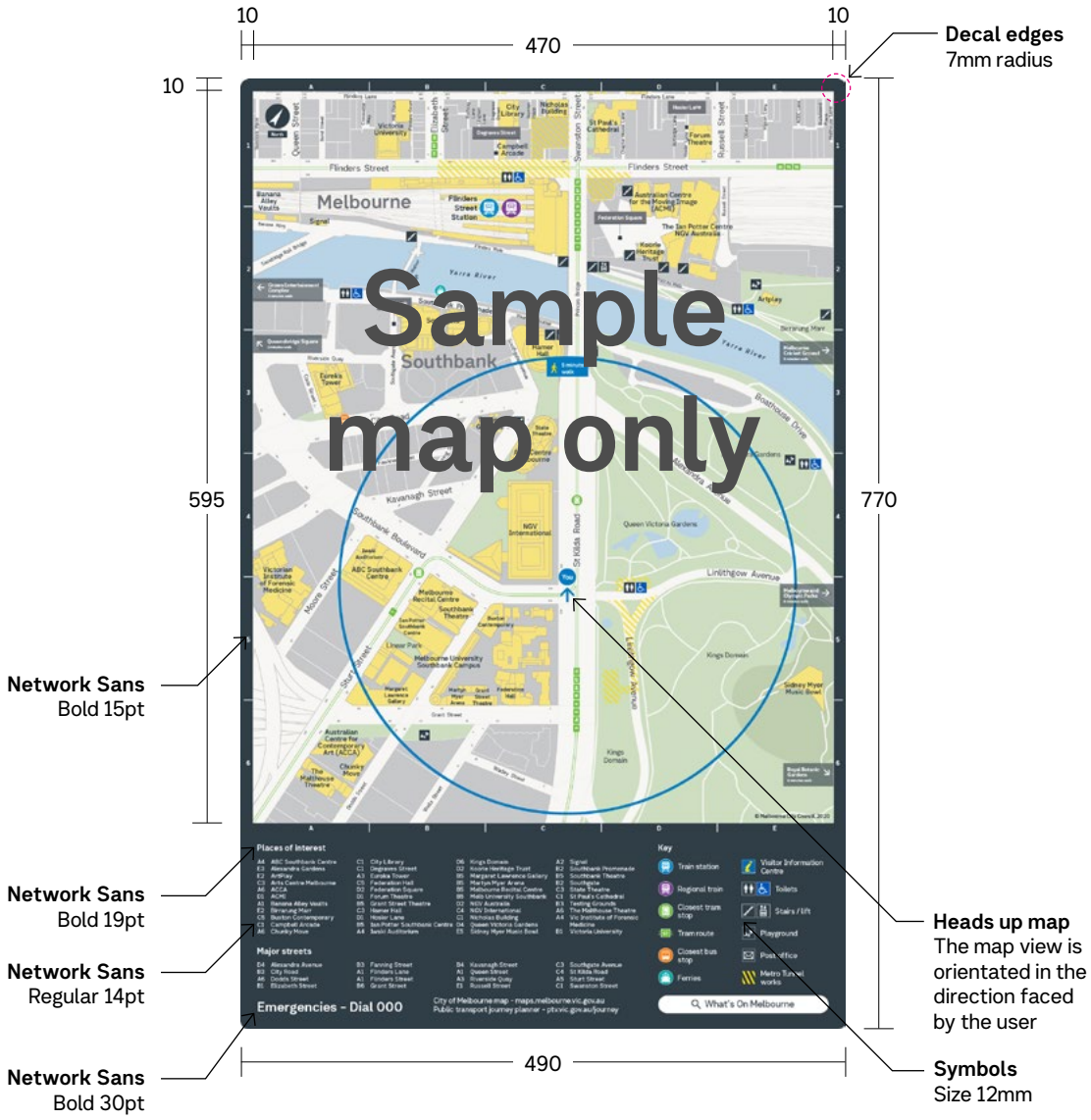
10.2 Totems

10.2.2 Graphic layout: 520mm Totem decal and map

City of Melbourne sample map only. The graphic layout for maps is not covered in this version of *Wayfound Victoria.*



SIGN ASSET DECAL



MAP DECAL

Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

10.2 Totems

10.2.3 Installation: 520mm Totem

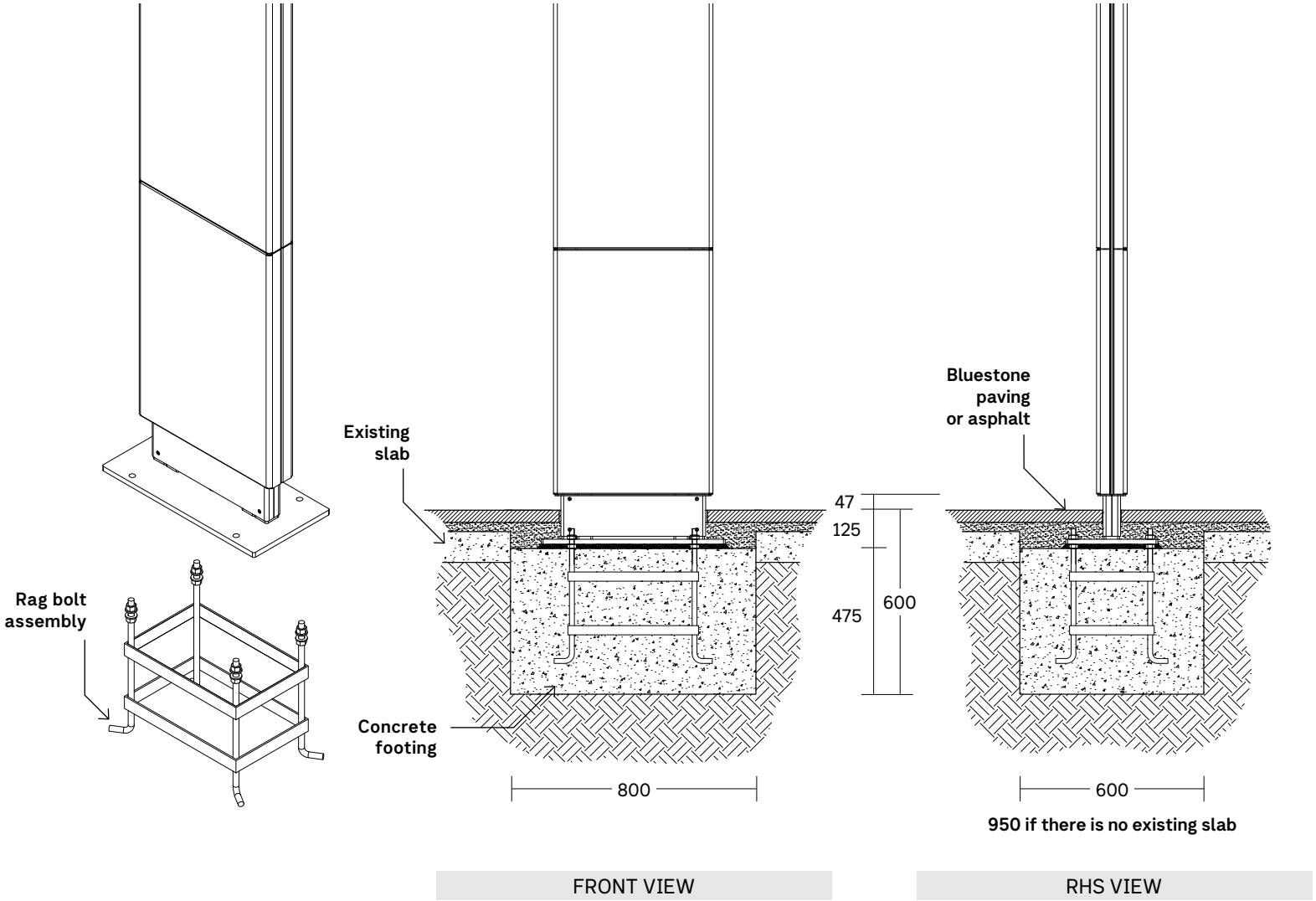
Installation detail
Footing type

In most cases a 'footing type' installation will be the preferable option.

This installation is used where there is only bluestone or asphalt paving on a thin layer of concrete with no solid structure underneath.

An 800 x 600 x 600mm concrete footing is to be poured for the sign, with a rag bolt assembly set inside at the desired height.

If there is no existing slab (such as in parks), then the sign's concrete footing should be 800 x 950 x 600mm.



Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

10.2 Totems

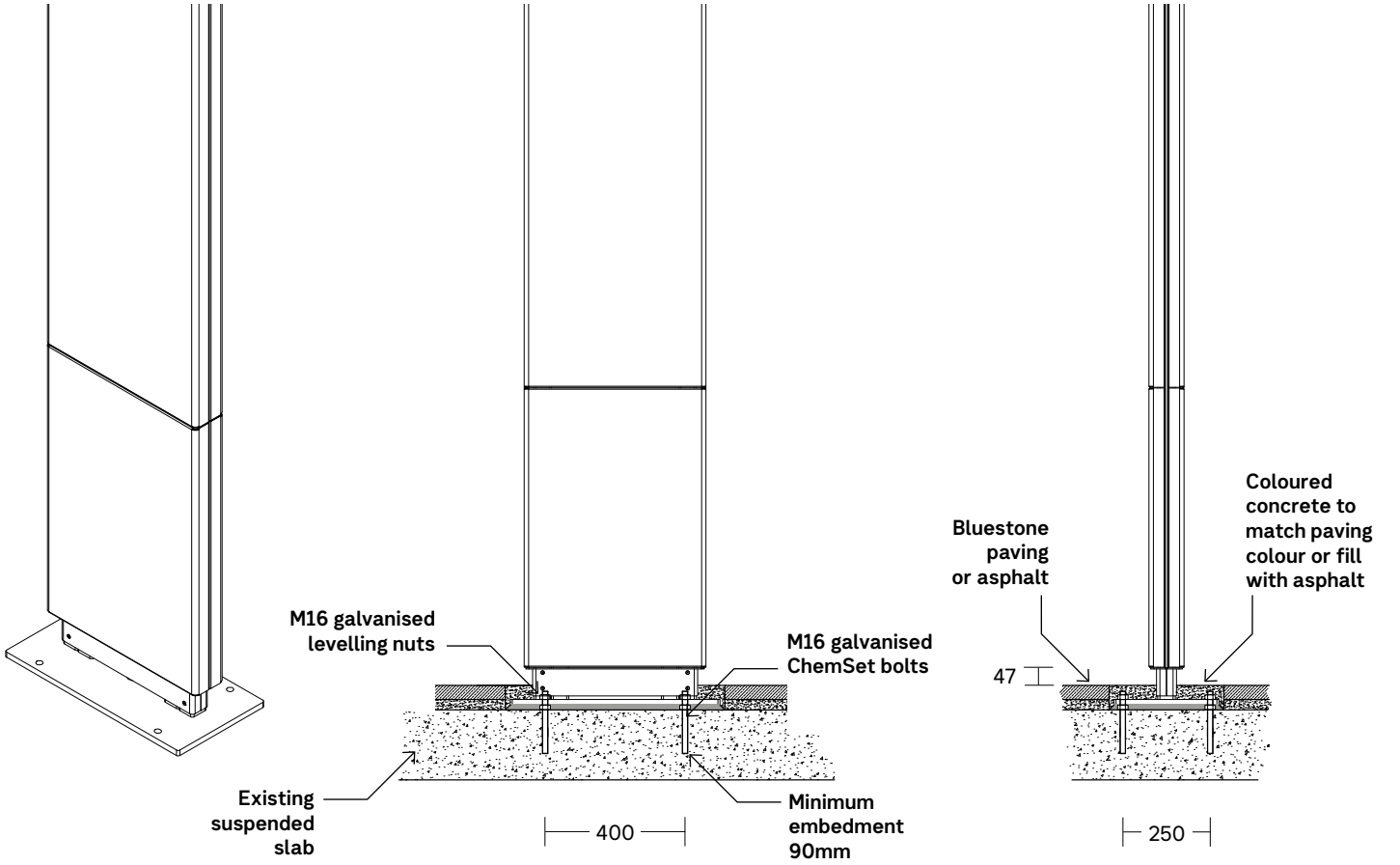
10.2.3 Installation: 520mm Totem

Installation detail
Suspended slab type

If there is a suspended concrete slab under the bluestone paving or asphalt, it is preferable to use a ChemSet fixing rather than a rag bolt assembly, so as to not compromise the integrity of the suspended slab.

A ChemSet fixing is a fast-curing, medium-duty adhesive for anchoring threaded studs and reinforcing bar into solid concrete.

Fix sign to footing with 4No-M16 galvanised ChemSet bolts. The minimum embedment depth for bolts is 90mm.



FRONT VIEW

RHS VIEW

Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

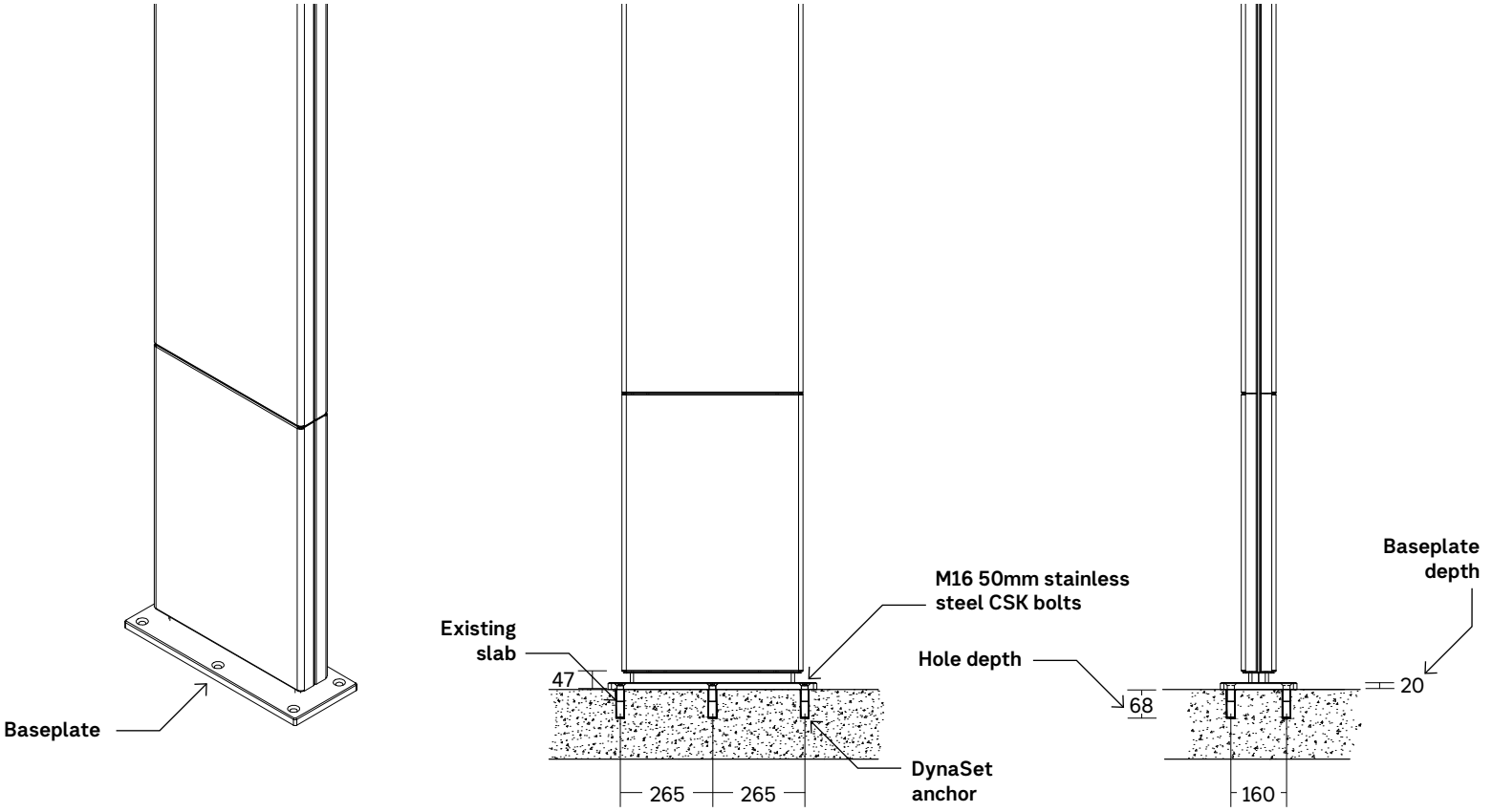
10.2 Totems

10.2.3 Installation: 520mm Totem

Installation detail
Above ground type

If there is no bluestone paving or asphalt on the suspended slab, then the above ground installation type should be used.

Fix sign to slab with 6No-M16 50mm stainless steel CSK bolts, that are fastened into M16 65mm S/S DynaSet anchors. Hole depth of 68mm.



FRONT VIEW

RHS VIEW

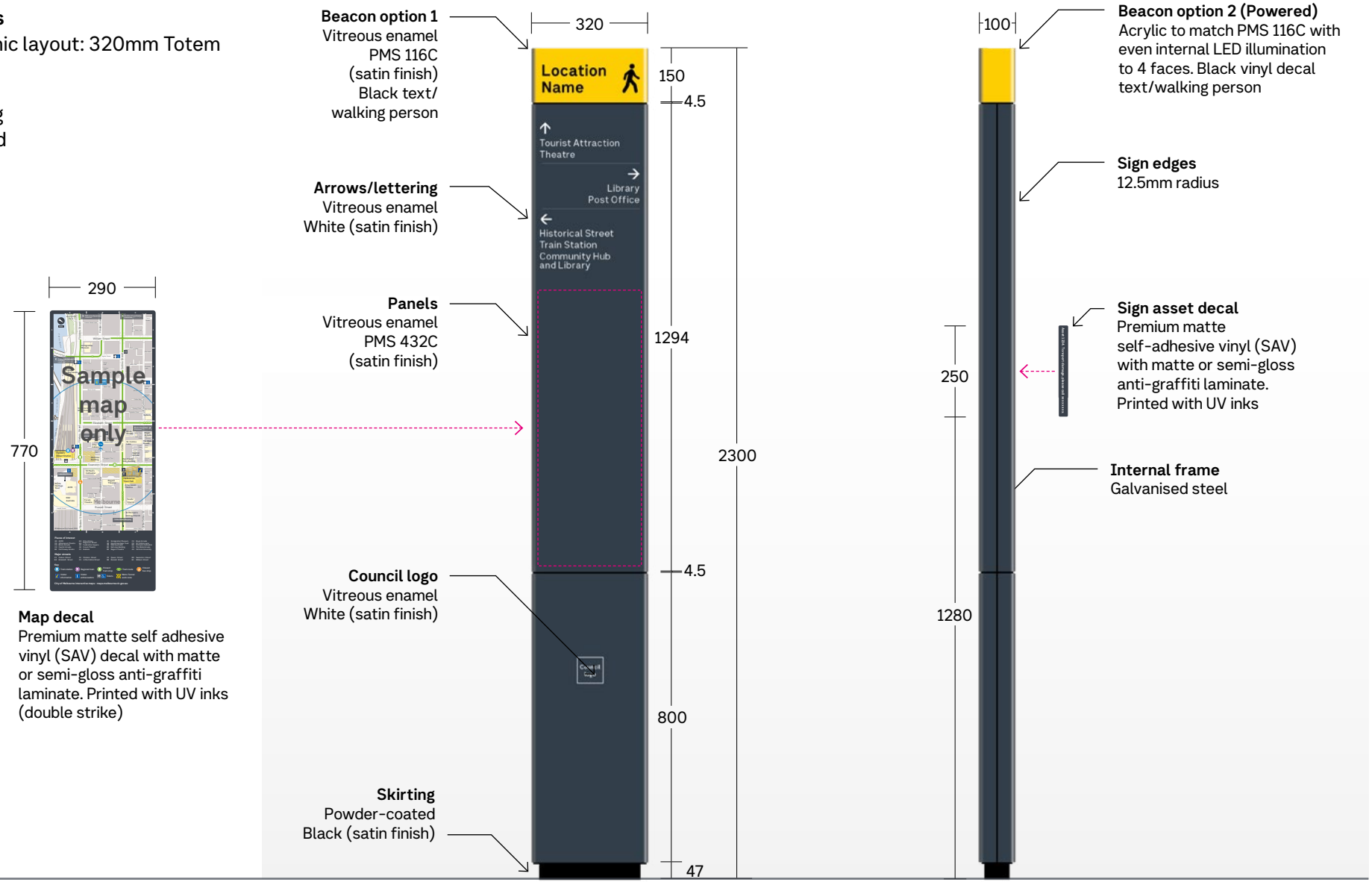
Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

10.2 Totems

10.2.4 Graphic layout: 320mm Totem

Freestanding
Double-sided
Unpowered



Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

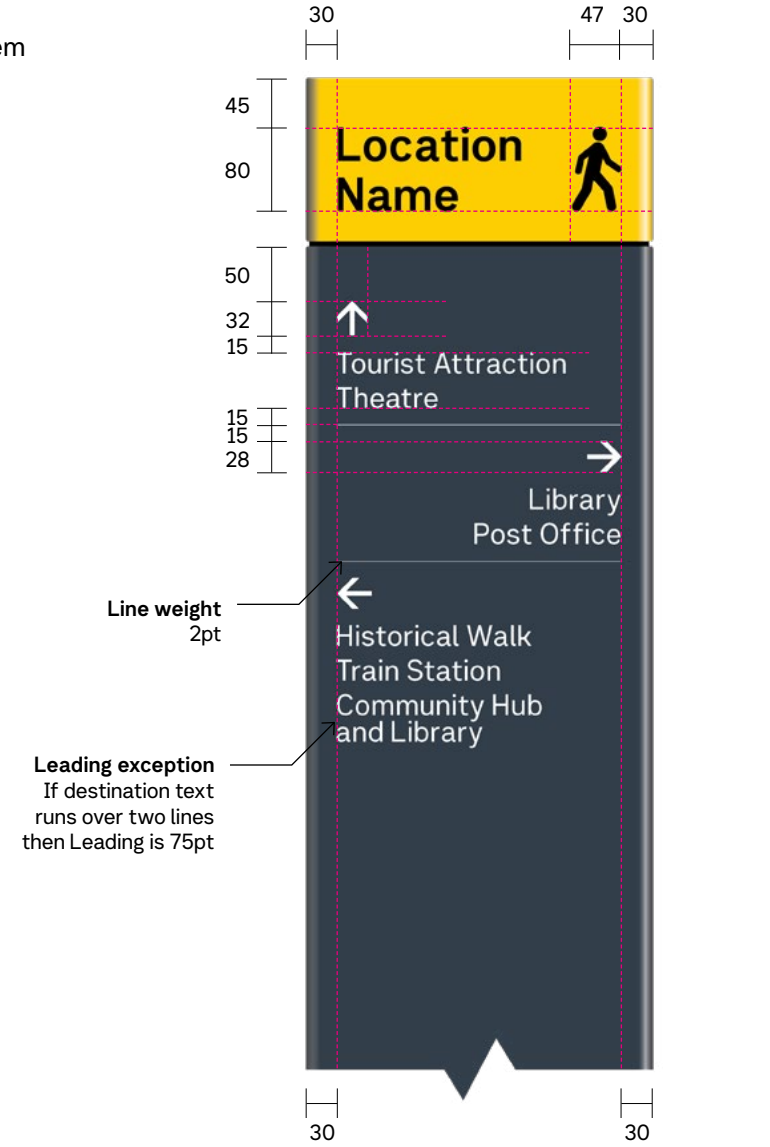
All measurements are in millimetres

10.2 Totems

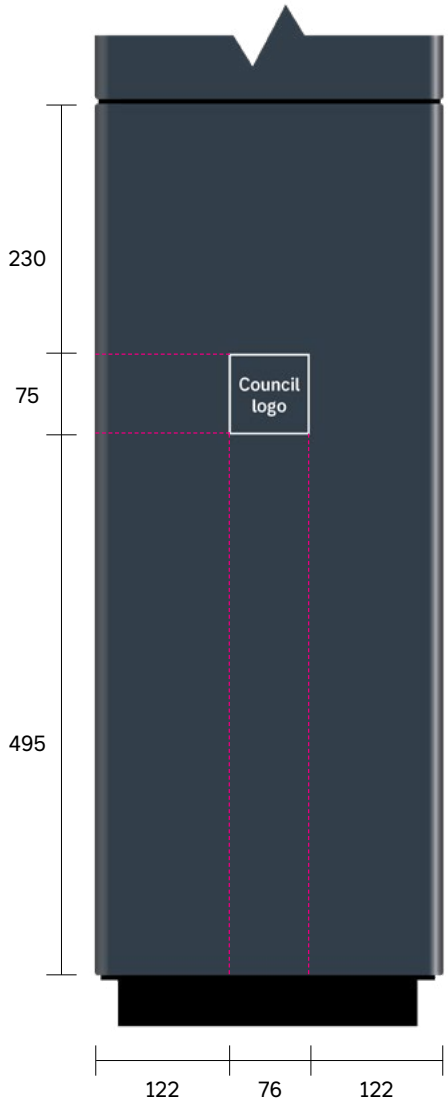
10.2.4 Graphic layout: 320mm Totem

Header name text
Font: Network Sans Bold
Font size: 120pt
Leading: 130pt
Kerning: Optical
Tracking: 0

Destination pointer text
Font: Network Sans Regular
Font size: 75pt
Leading: 90pt
Kerning: Optical
Tracking: 0



TOP OF TOTEM



BOTTOM OF TOTEM

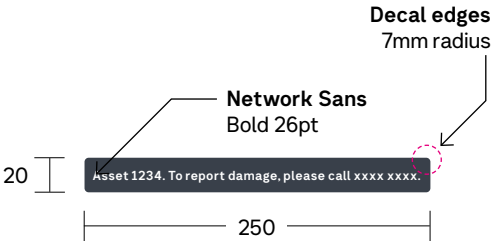
Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

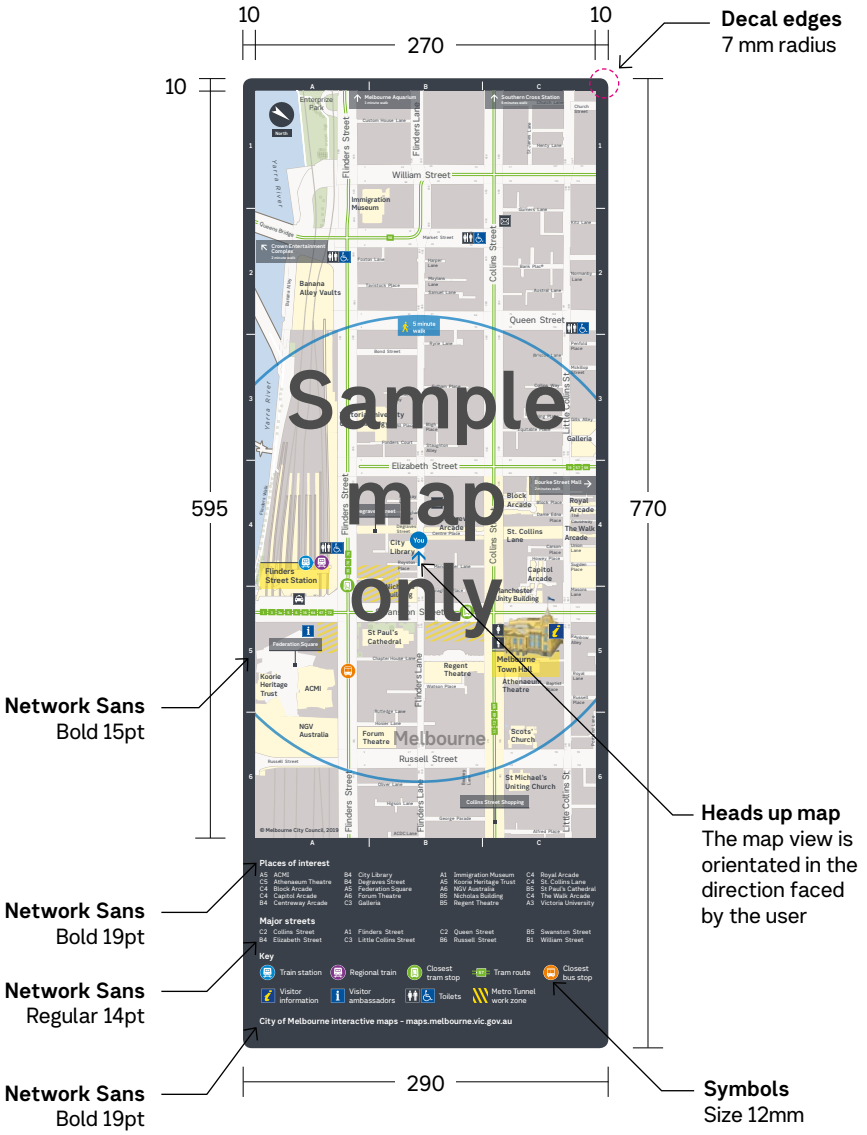
10.2 Totems

10.2.4 Graphic layout: 320mm Totem decal and map

City of Melbourne sample map only. The graphic layout for maps is not covered in this version of *Wayfound Victoria.*



SIGN ASSET DECAL



MAP DECAL

Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

10.2 Totems

10.2.5 Installation: 320mm Totem

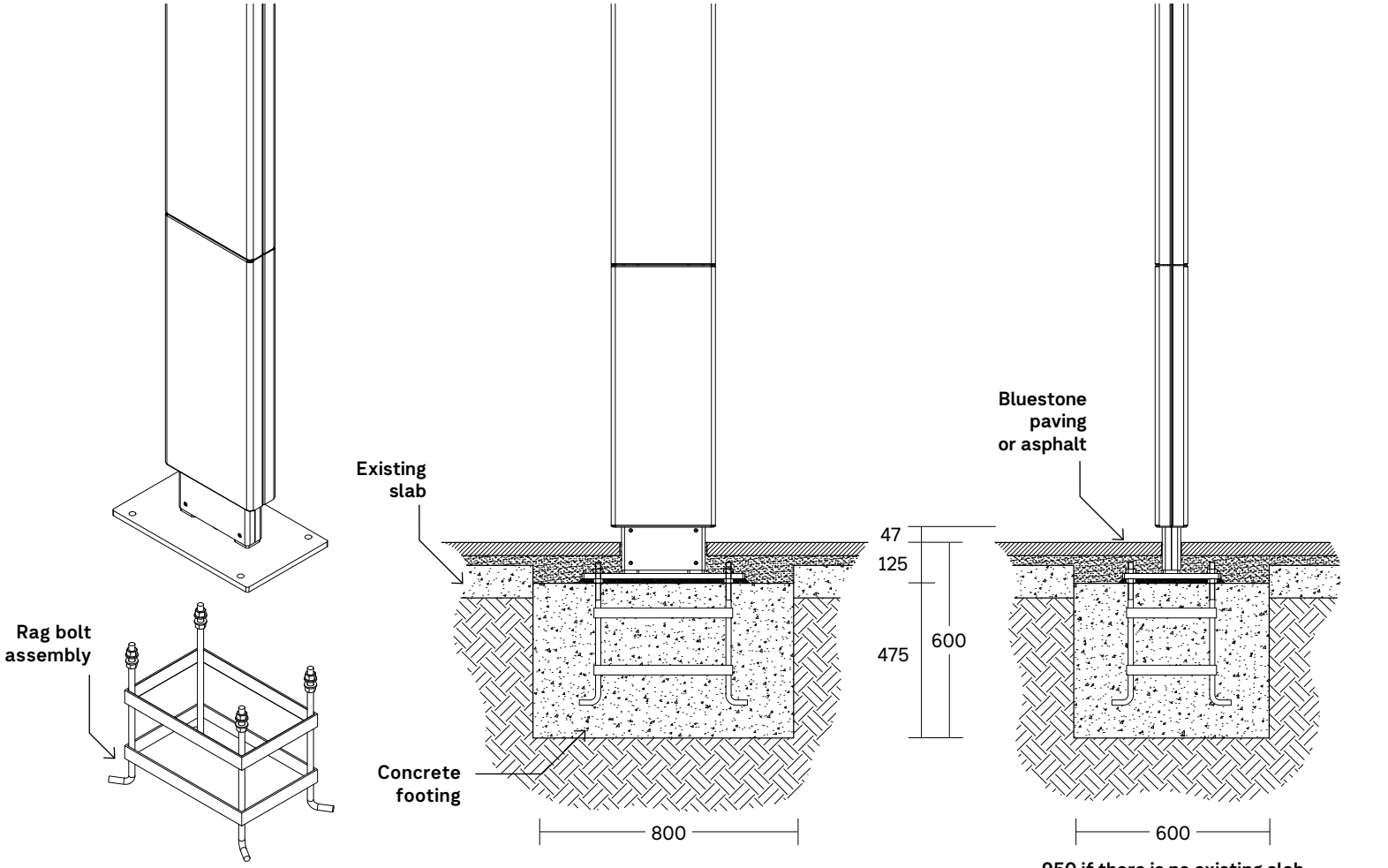
Installation detail
Footing type

In most cases a 'footing type' installation will be the preferable option.

This installation is used where there is only bluestone or asphalt paving on a thin layer of concrete with no solid structure underneath.

An 800 x 600 x 600mm concrete footing is to be poured for the sign, with a rag bolt assembly set inside at the desired height.

If there is no existing slab (such as in parks), then the sign's concrete footing should be 800 x 950 x 600mm.



Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

10.2 Totems

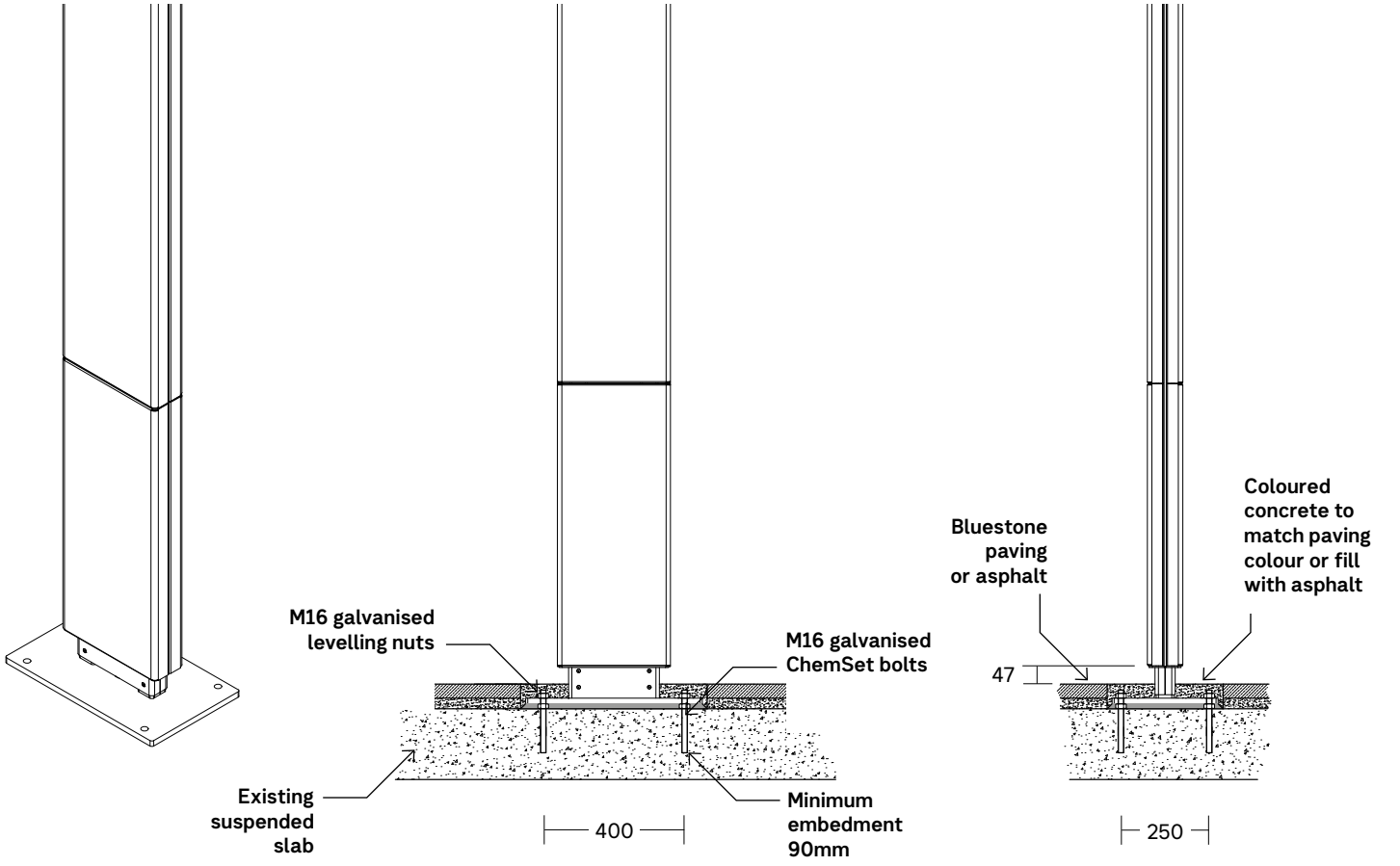
10.2.5 Installation: 320mm Totem

Installation detail
Suspended slab type

If there is a suspended concrete slab under the bluestone paving or asphalt, it is preferable to use a ChemSet fixing rather than a rag bolt assembly, so as not to compromise the integrity of the suspended slab.

A ChemSet fixing is a fast-curing, medium-duty adhesive for anchoring threaded studs and reinforcing bar into solid concrete.

Fix sign to footing with 4No-M16 galvanised ChemSet bolts. The minimum embedment depth for bolts is 90mm.



FRONT VIEW

RHS VIEW

Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

10.2 Totems

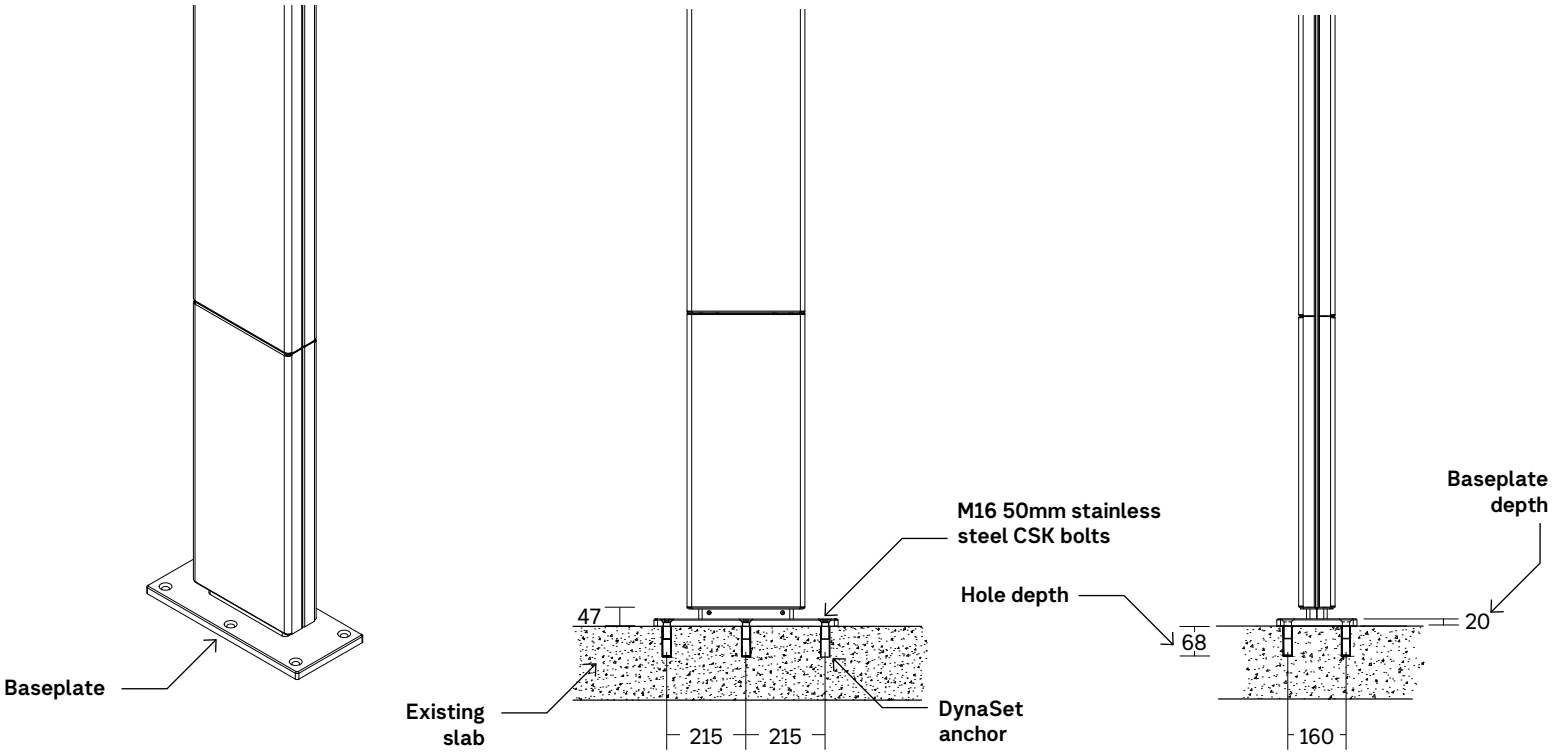
10.2.5 Installation: 320mm Totem

Installation detail

Above ground type

If there is no bluestone paving or asphalt on the suspended slab, then the above ground installation type should be used.

Fix sign to slab with 6No-M16 50mm stainless steel CSK bolts, that are fastened into M16 65mm S/S DynaSet anchors. Hole depth of 68mm.



Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

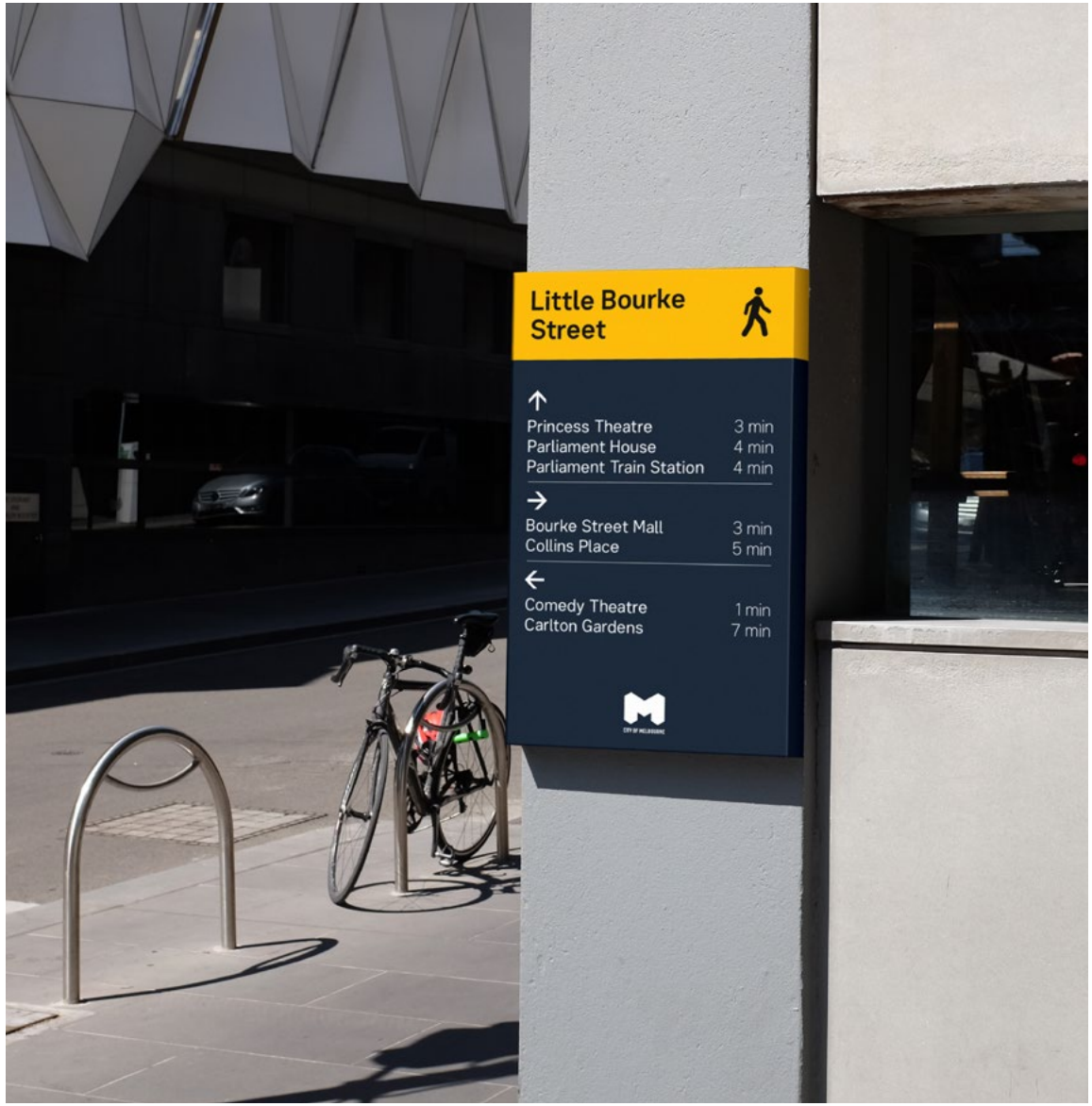
All measurements are in millimetres

10.3 Wall signs
10.3.1 Purpose

Wall signs direct people to attractions and places of interest within walking distance of the sign.

Wall signs are typically installed at the entry to an area, like an arcade or a laneway. They do not impede pedestrian traffic and are good for tight spaces.

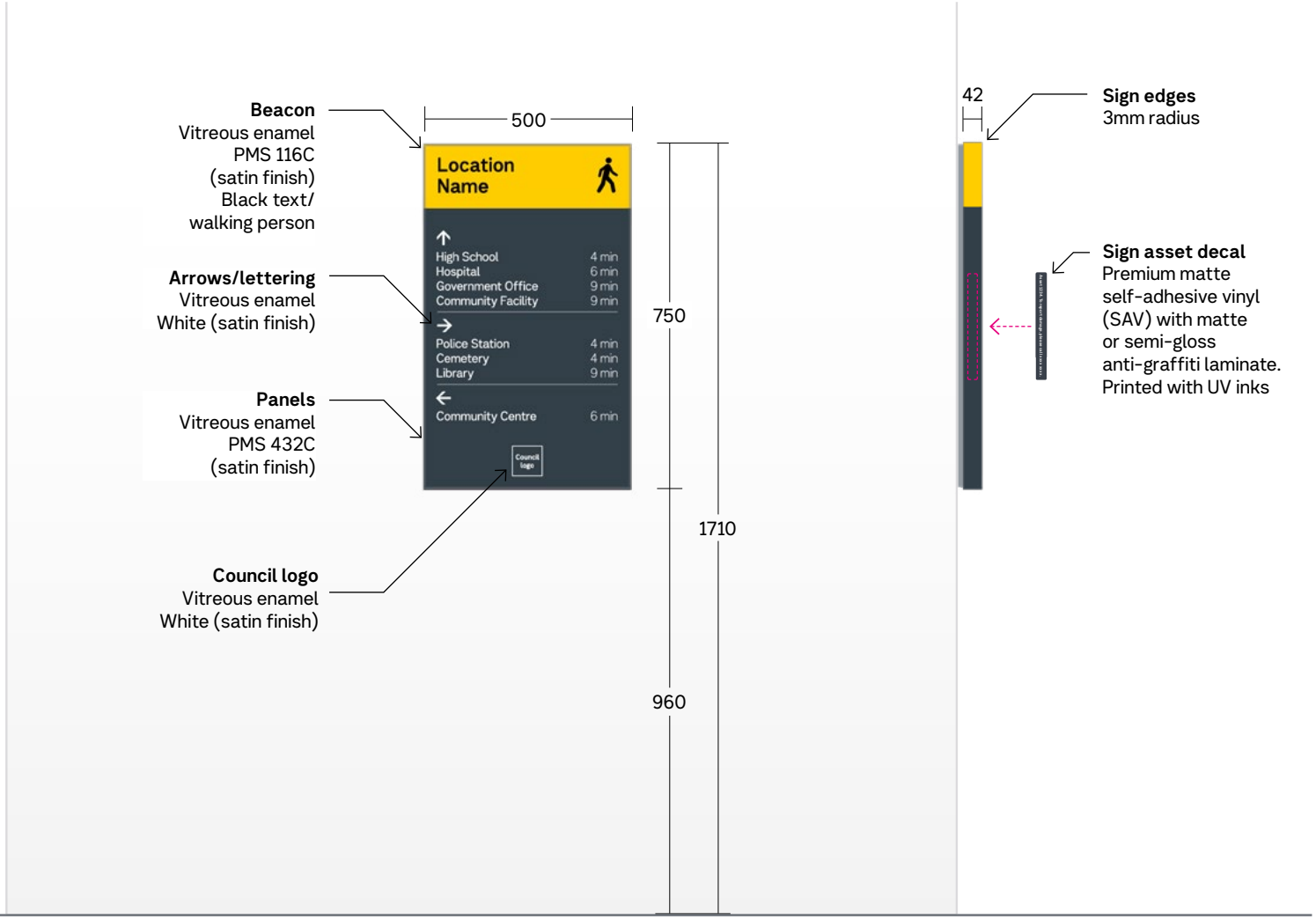
The signs are single-sided and can be fixed to a building or other structure. (Get the building owner's written permission first!)



10.3 Wall signs

10.3.2 Graphic layout

Wall-mounted
Single-sided
Unpowered



FRONT VIEW

LHS VIEW

Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

10.3 Wall signs

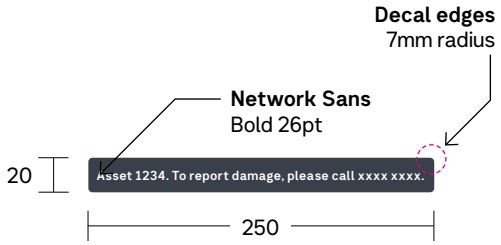
10.3.2 Graphic layout

Header name text
Font: Network Sans Bold
Font size: 120pt
Leading: 130pt
Kerning: Optical
Tracking: 0

Destination pointer text
Font: Network Sans Regular
Font size: 75pt
Leading: 90pt
Kerning: Optical
Tracking: 0

Minutes walk text
Font: Network Sans Light
Font size: 75pt
Leading: 90pt
Kerning: Optical
Tracking: 0

FRONT VIEW



SIGN ASSET DECAL

Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

10.3 Wall signs

10.3.3 Installation

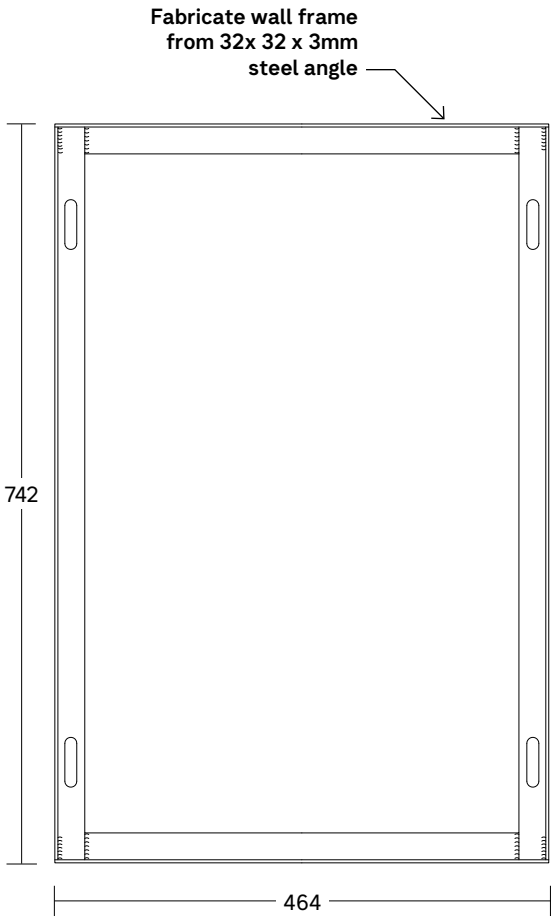
Installation detail
Fix to walls

Fix galvanised sign frame to wall with 4No. M8 95mm long (min) grade 316 stainless steel ChemSet bolts, nuts & washers.

Fit 4No. 40 x 16mm thick EPDM rubber bushes between the wall and the frame.

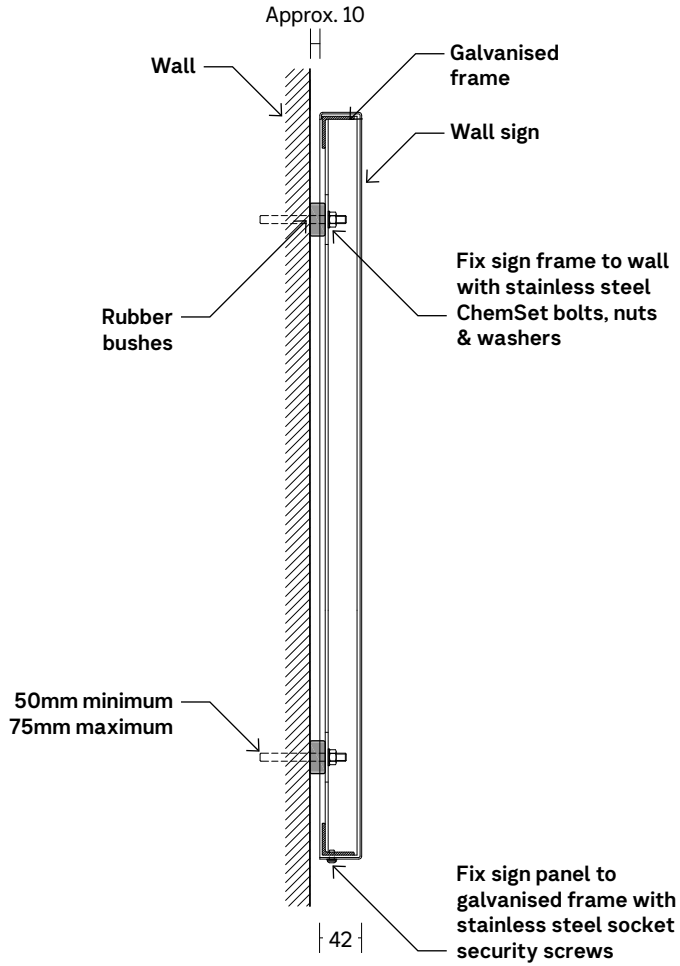
A minimum drill depth of 50mm is required. Maximum of 75mm.

Fix sign panel to galvanised frame with 3No. M4 12mm stainless steel socket security screws with nylon washers to underside of screw head (drill & tap galvanised steel frame to suit bolt thread).



FRAME FRONT VIEW

FRAME LHS VIEW



INSTALLATION CROSS SECTION VIEW

Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

10.4 Wall maps
10.4.1 Purpose

Wall maps assist users with orientation, exploration and journey planning.

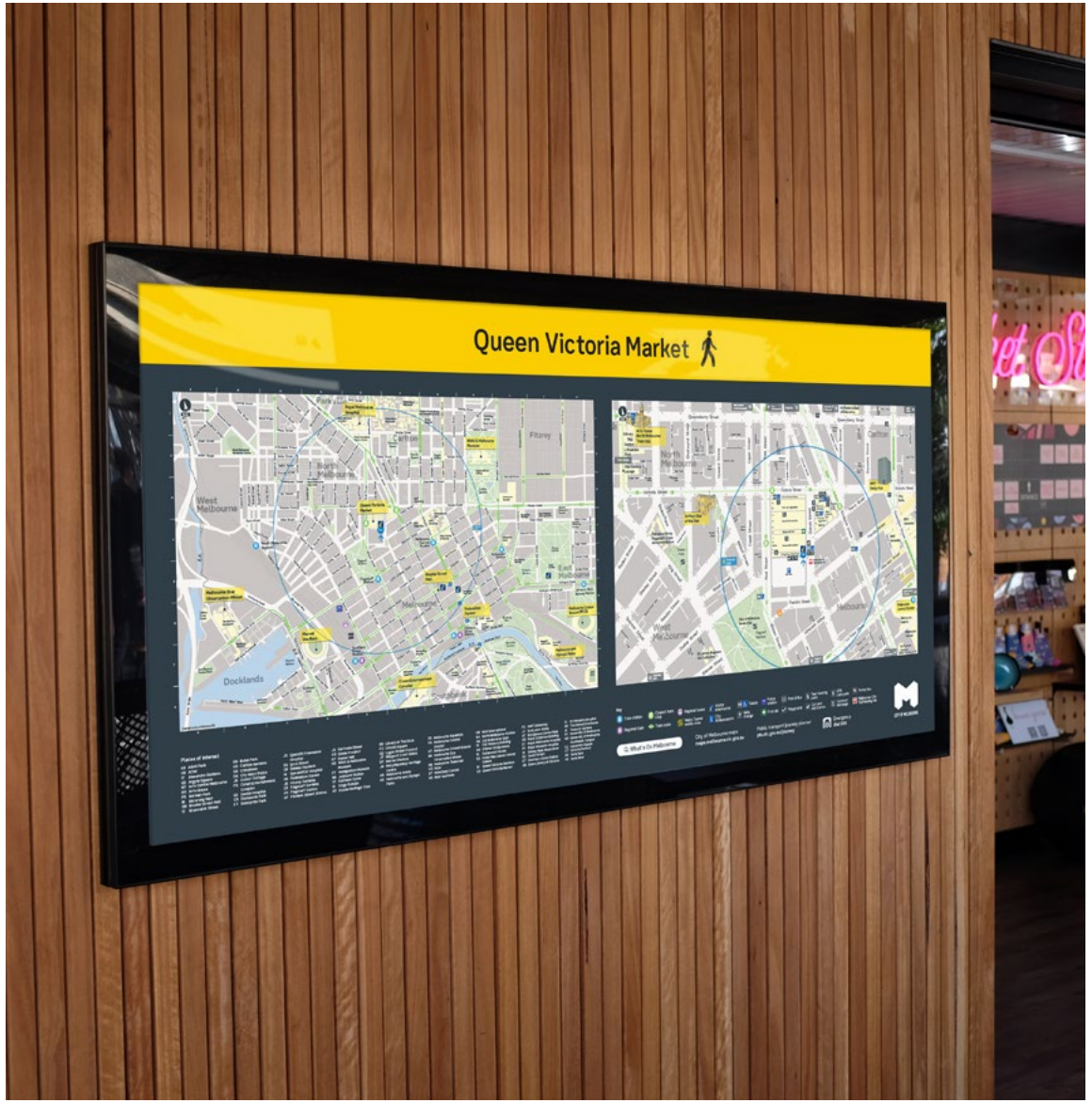
The maps give users a large-scale view of the area they are in: the layout of its precincts, landmarks and places of interest; its pedestrian, cycling, public transport and road networks.

Wall maps are typically located at major arrival points and high traffic areas such as airports, cruise ship terminals, public transport interchanges, town centres and civic squares.

They are useful at Visitor Information Centres, within sports, medical, education and cultural precincts, and in popular areas like Station Pier and Federation Square.

The maps are 'heads-up' style: that is, the map view is orientated in the direction the user is facing.

Wall maps can be installed as vinyl decals onto existing infrastructure such as walls, pillars, windows, etc. Or they can be inserted into a frame that is attached to a wall or freestanding posts.



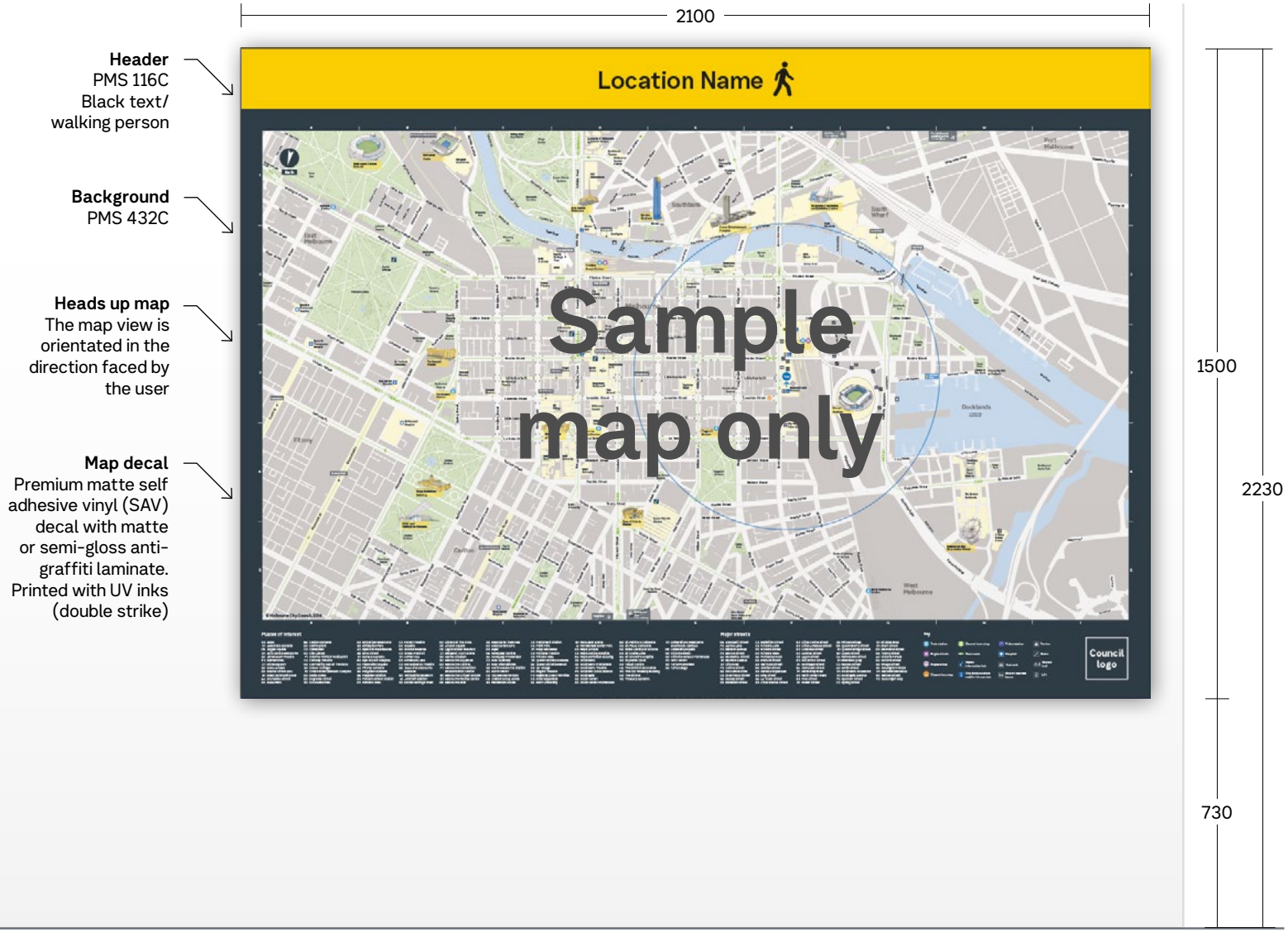
10.4 Wall signs

10.4.2 Graphic layout

Wall-mounted
Single-sided
Unpowered

Wall maps can be any size and are usually designed to fit the space available.

City of Melbourne sample map only. The graphic layout for maps is not covered in this version of *Wayfound Victoria.*



FRONT VIEW

Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

10.4 Wall signs

10.4.2 Graphic layout

Wall maps can be any size and are usually designed to fit the space available.

When installing wall maps, all important information should be within the desired accessible height of 729mm to 1709mm.

City of Melbourne sample map only. The graphic layout for maps is not covered in this version of *Wayfound Victoria*.

FRONT VIEW

Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

10.4 Wall maps
10.4.3 Installation

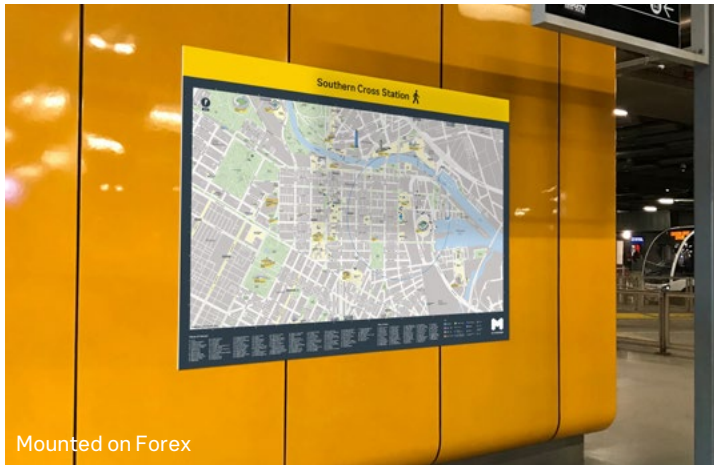
Installation options

Mount on Forex
Print onto premium matte self-adhesive vinyl (SAV) with matte or semi-gloss anti-graffiti laminate. Attach to 5mm Forex PVC sheet and secure to wall with non-abrasive self-adhesive.

Mount inside light-box
Print onto a premium back-lit film, with matte laminate to improve rigidity and insert in light-box.

Mount onto existing infrastructure
Print onto premium matte self-adhesive vinyl (SAV) with matte or semi-gloss anti-graffiti laminate. Apply to existing infrastructure, such as wall, pillar or window.

Printing
Digital print with UV inks (double strike) to protect from fading and sun damage.



Mounted on Forex

Mounted inside light-box

Mounted onto existing infrastructure

10.5 Finger blades
10.5.1 Purpose

Finger blades are positioned along pedestrian routes leading to popular destinations and attractions. Their purpose is to reassure people that they are heading in the right direction.

Finger blades support the totems, wall signs and wall maps, and are typically placed in street blocks between major intersections and other complex decision points. They can be installed where footpath space is tight.

Finger blades are double-sided and can point to a number of nearby destinations and attractions.

They can be freestanding (e.g. fixed to a standard 50NB galvanised post) or attached to existing infrastructure, if formal approval has been received (e.g. power poles).

10.5 Finger blades

10.5.2 Graphic layout

Double-sided
Unpowered

Maximum of five finger blades per pole/post.

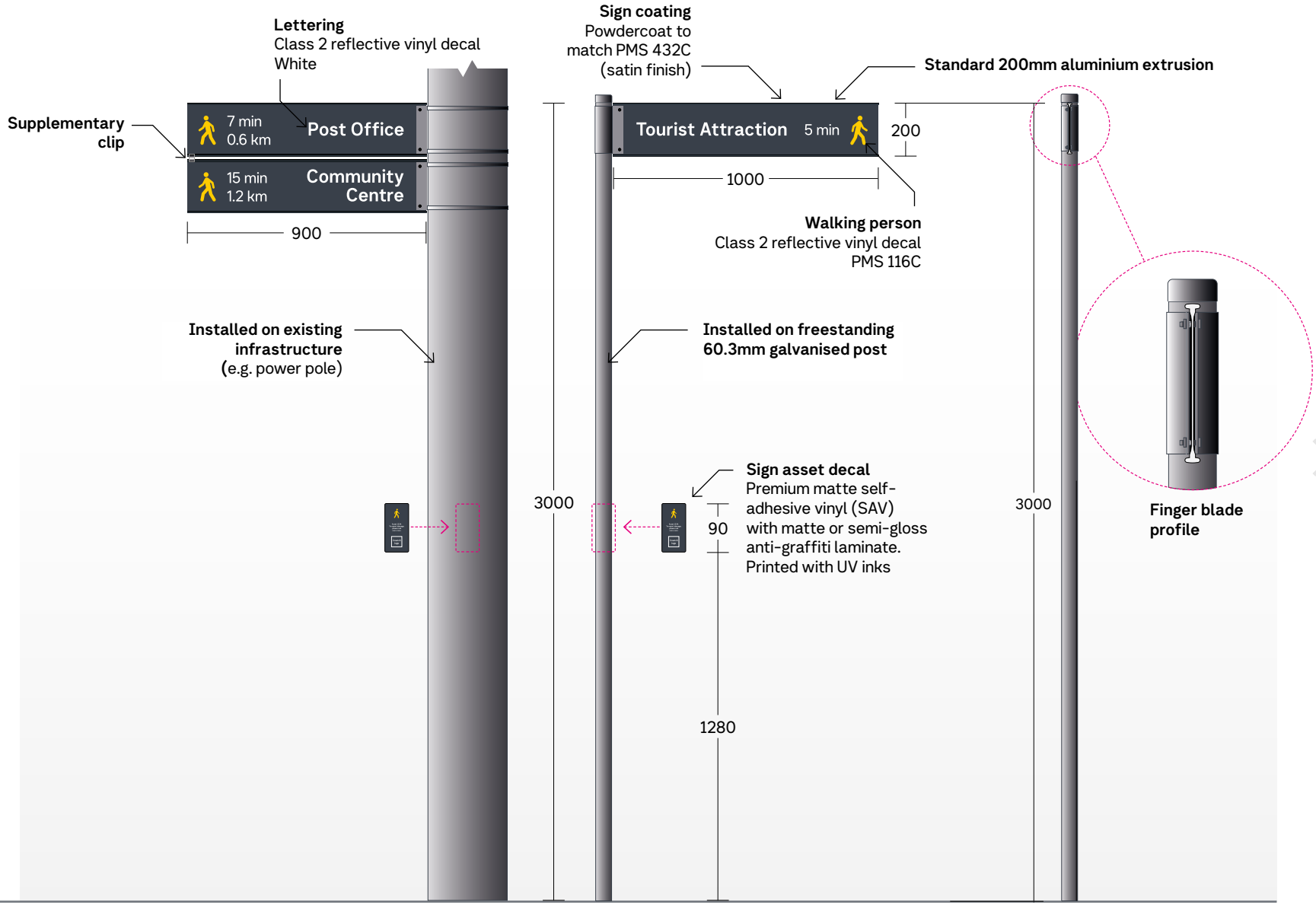
Maximum of three finger blades pointing in the same direction.

Minimum finger blade length 800mm.

Maximum finger blade length 1200mm.

All finger blades pointing in the same direction must be the same length.

Use supplementary clip between blades when there is more than one sign pointing in the same direction.



Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

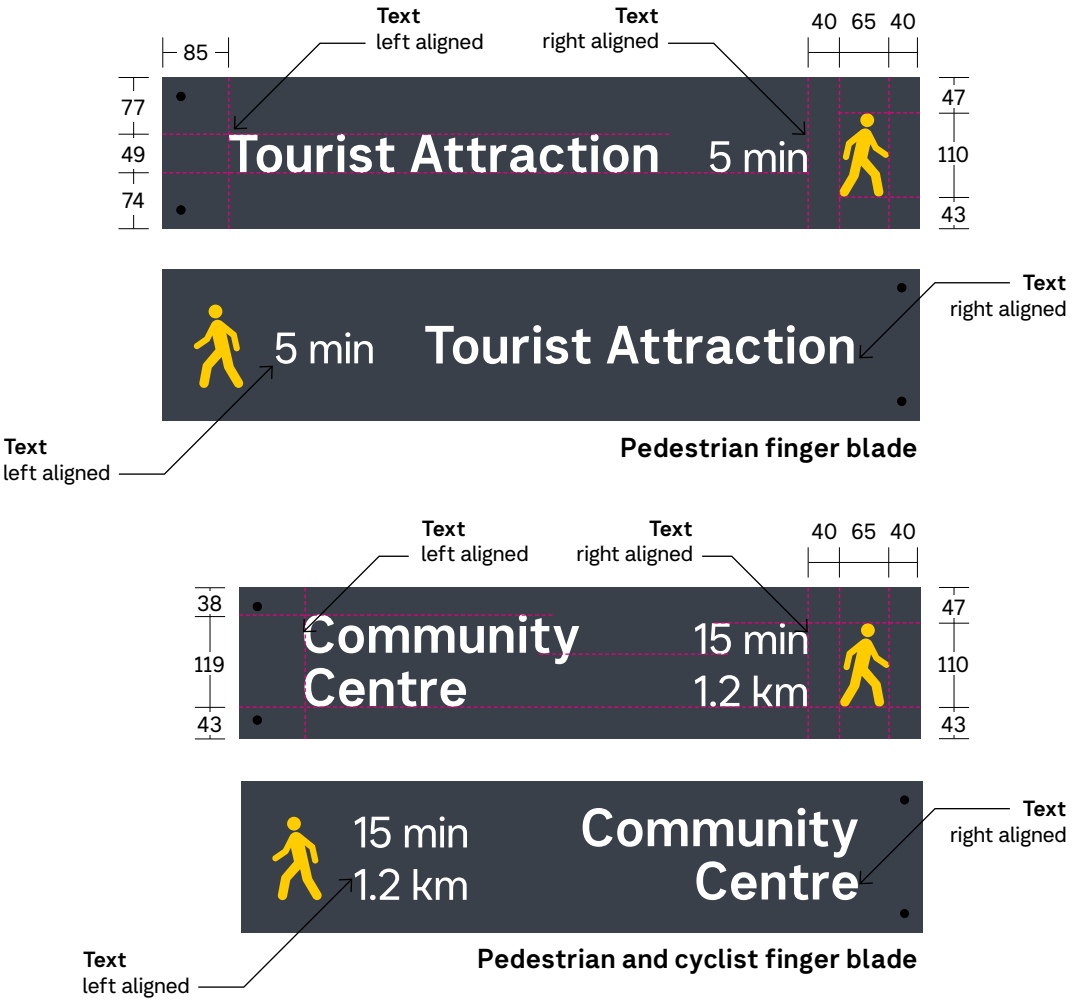
All measurements are in millimetres

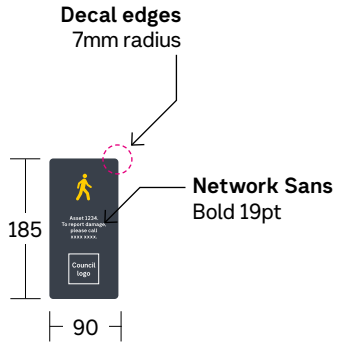
10.5 Finger blades

10.5.2 Graphic layout

Destination pointer text
Font: Network Sans Bold
Font size: 190pt
Leading: 200pt
Kerning: Optical
Tracking: 0

Minutes walk / km text
Font: Network Sans Regular
Font size: 160pt
Leading: 195pt
Kerning: Optical
Tracking: 0





Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

10.5 Finger blades

10.5.3 Installation

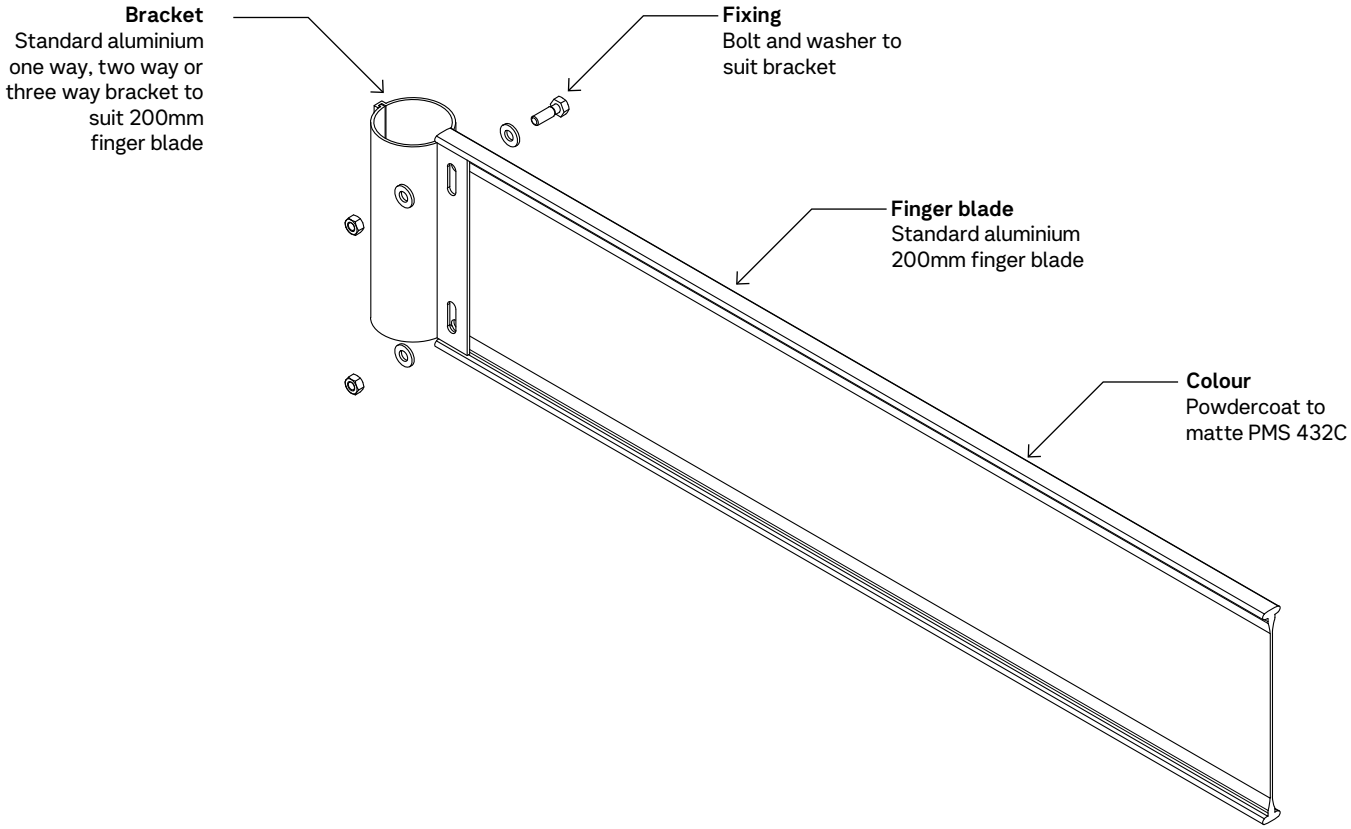
Installation detail
Freestanding post

Finger blades are standard 200mm deep aluminium extrusions.

Minimum blade length of 800mm and maximum blade length of 1200mm.

Powdercoat to match PMS 432C (satin finish).

Fix with standard one-way, two-way or three-way bracket to suit 200mm finger blade onto a standard 50NB wall galvanised steel post (60.3mm).



INSTALL ASSEMBLY

Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

10.5 Finger blades
10.5.3 Installation

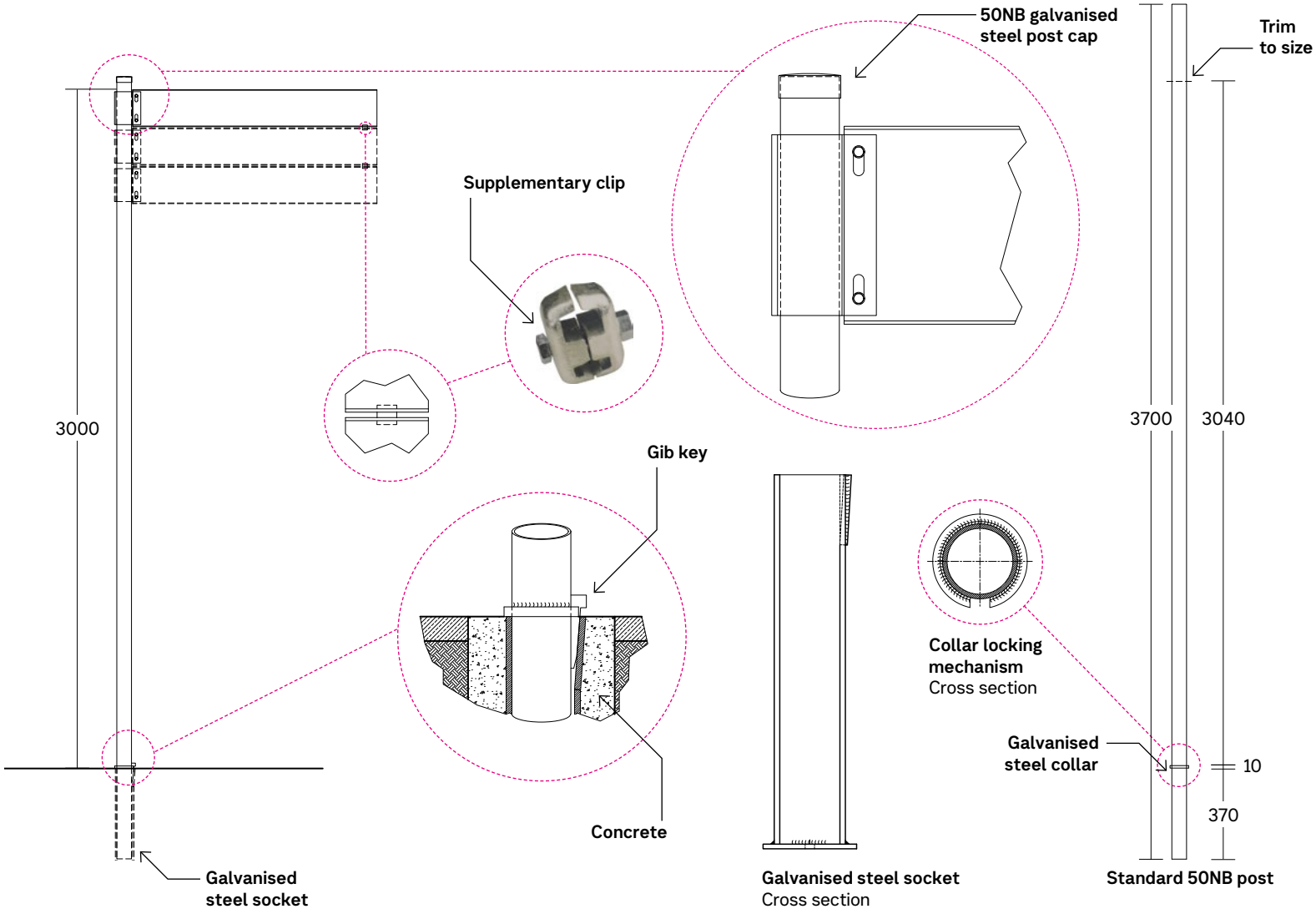
Installation detail
Freestanding post

Set galvanised steel socket into concrete, flush with ground level.

Insert 3700mm standard 50NB (60.3mm) galvanised steel post and lock direction in place with locking gib key.

Install supplementary clips when additional finger blades point in the same direction.

Trim excess post with tube cutting tool to the desired length and cap with standard 50NB galvanised steel post cap.



Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

10.5 Finger blades
10.5.3 Installation

Installation detail
Existing infrastructure

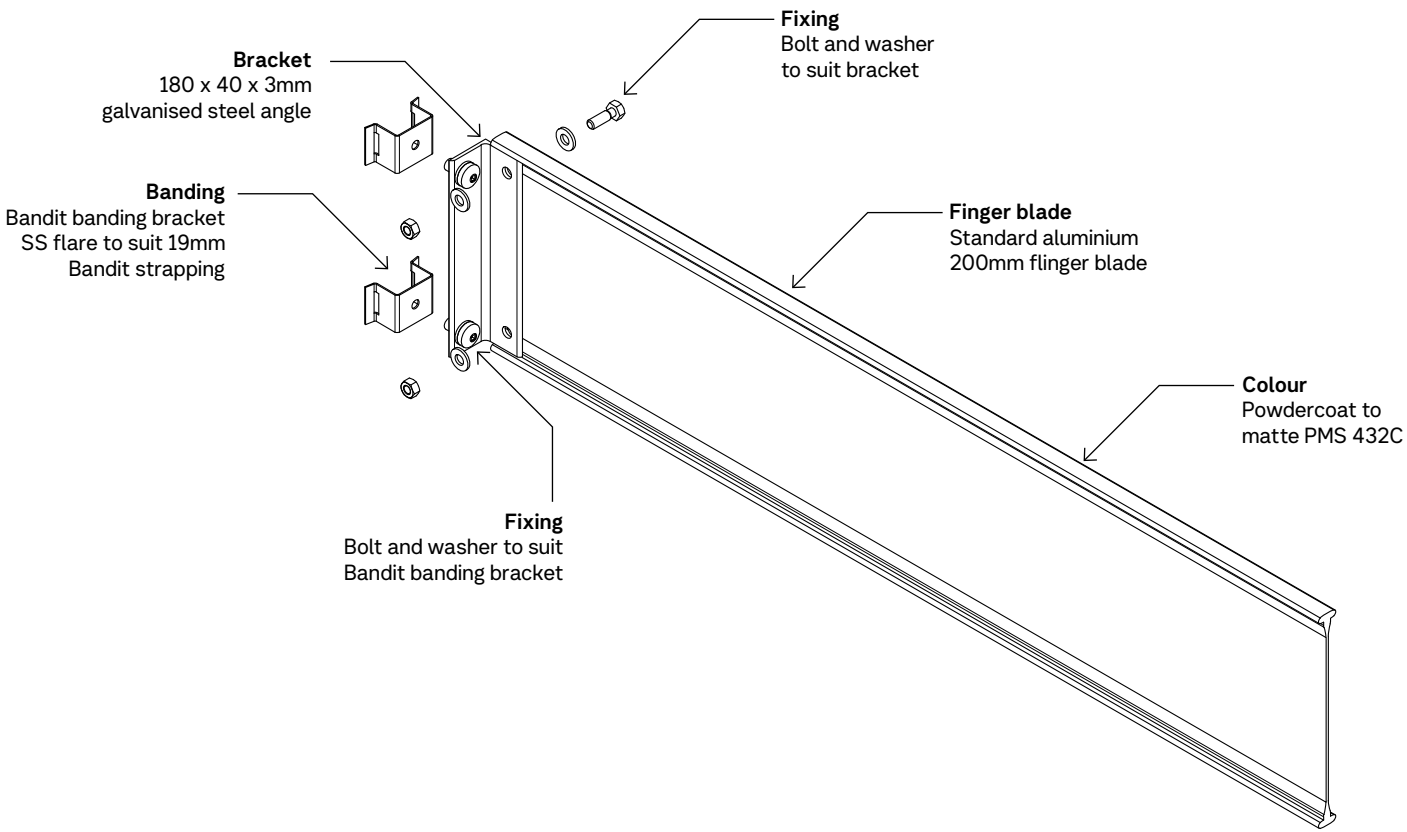
Finger blades are standard 200mm deep aluminium extrusions.

Minimum blade length of 800mm and maximum blade length of 1200mm.

Powdercoat to match PMS 432C (satin finish).

Fix with Bandit 19mm stainless steel strapping* and Bandit SS flare brackets to galvanised steel right-angle bracket.

*Featured in illustration on next page.



INSTALL ASSEMBLY

Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

10.5 Finger blades
10.5.3 Installation

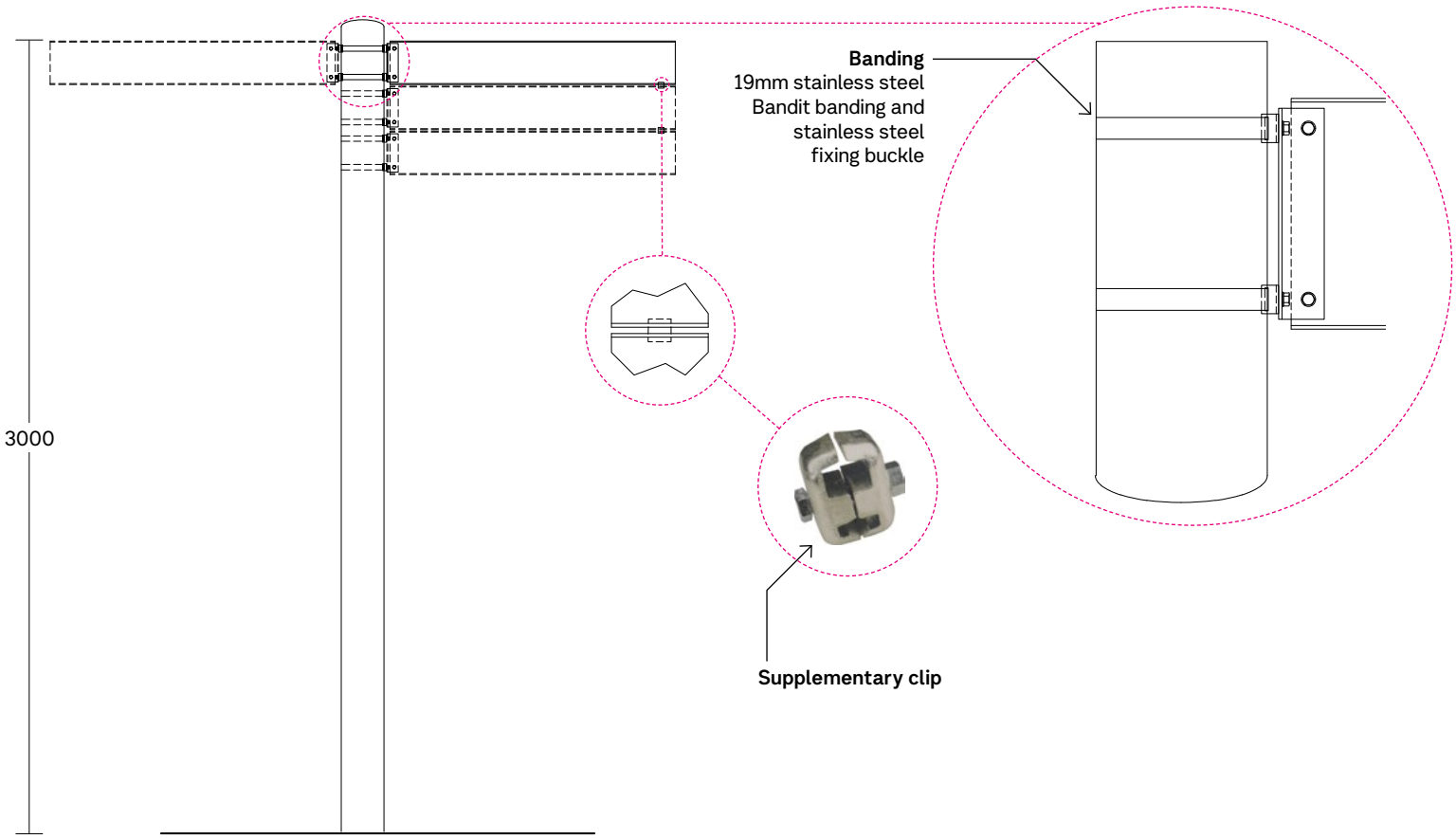
Installation detail
Existing infrastructure

Install top finger blade at a height of 3000mm.

Maximum of three finger blades pointing in the same direction.

Maximum of five finger blades on a pole.

Install supplementary clips when additional finger blades point in the same direction.



LHS VIEW

DETAILS

Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

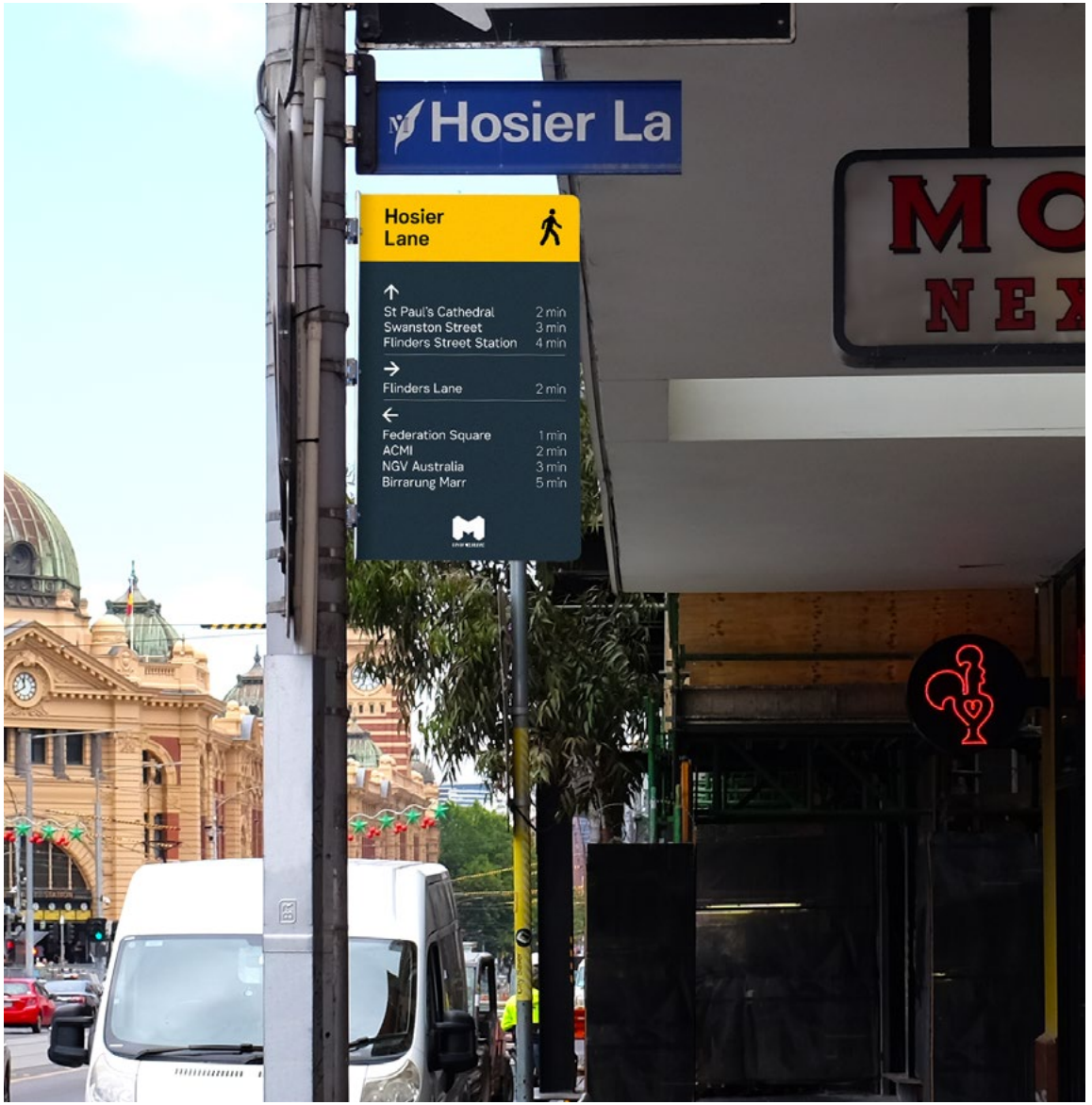
10.6 Flag blades
10.6.1 Purpose

Flag blades direct people to attractions and places of interest within walking distance from the sign.

Flag blades are double-sided. They can point to nearby destinations and places of interest, and can be installed in footpaths where space is tight (e.g. laneways).

Flag blades support the totems, wall signs and wall maps.

They can be freestanding (e.g. fixed to a standard 50NB galvanised post) or attached to existing infrastructure, if formal approval has been received (e.g. power poles).



10.6 Flag blades

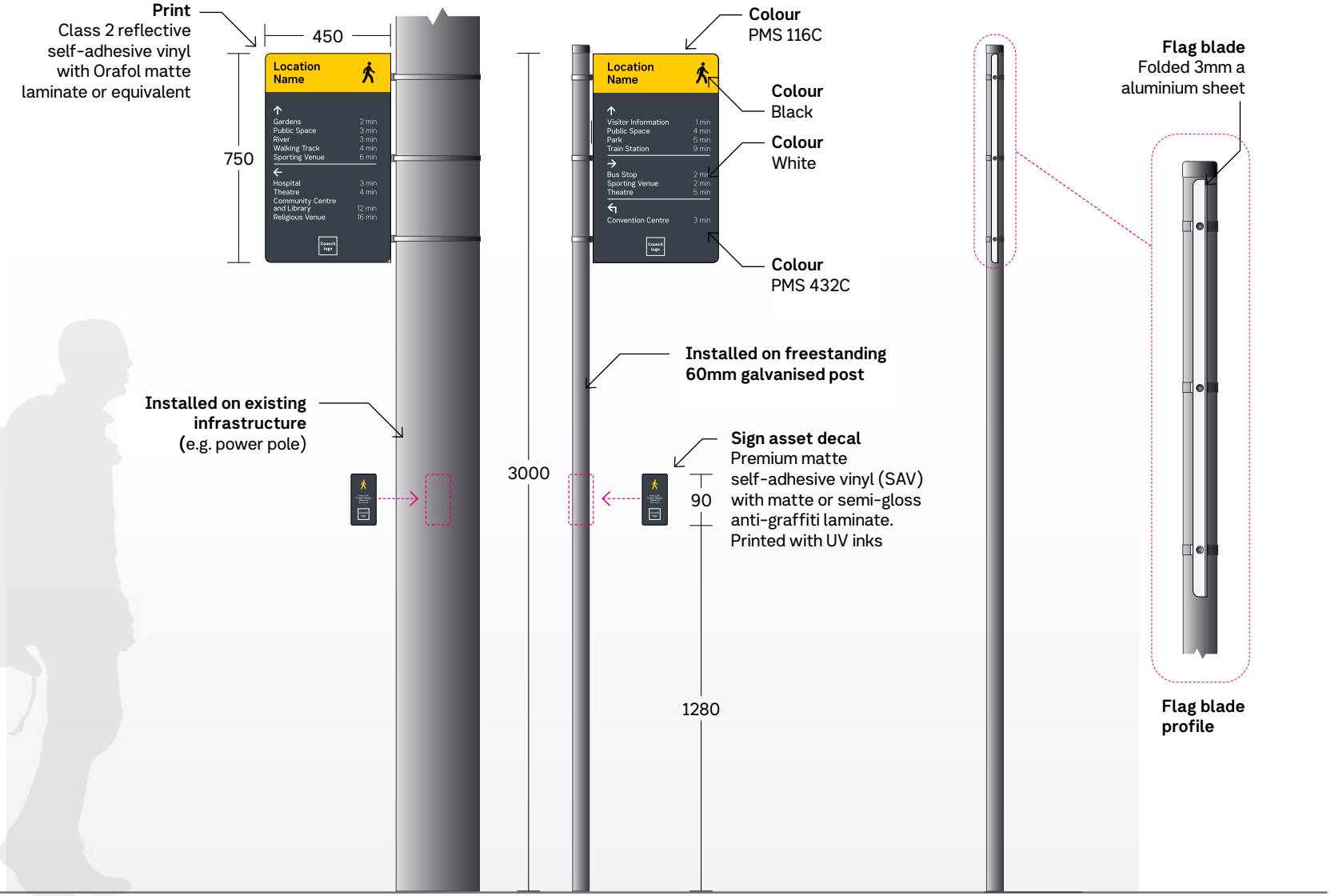
10.6.2 Graphic layout

Double-sided
Unpowered

Maximum of one flag blade per pole/post.

Manufactured from a 3mm folded aluminium sheet.

Class 2 reflective self-adhesive vinyl digital print with Orafol matte film laminate or equivalent.



Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

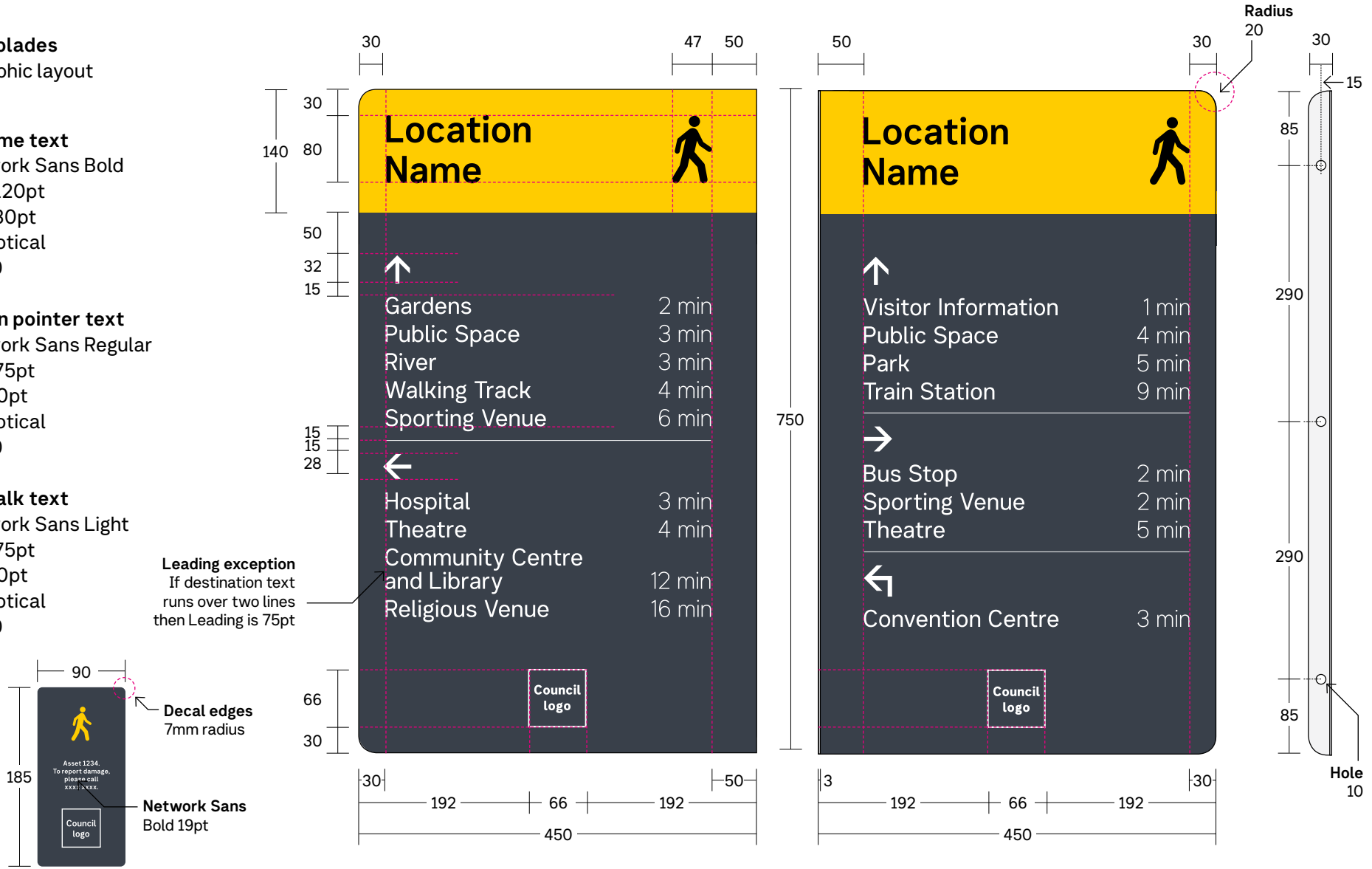
10.6 Flag blades

10.6.2 Graphic layout

Header name text
Font: Network Sans Bold
Font size: 120pt
Leading: 130pt
Kerning: Optical
Tracking: 0

Destination pointer text
Font: Network Sans Regular
Font size: 75pt
Leading: 90pt
Kerning: Optical
Tracking: 0

Minutes walk text
Font: Network Sans Light
Font size: 75pt
Leading: 90pt
Kerning: Optical
Tracking: 0



Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

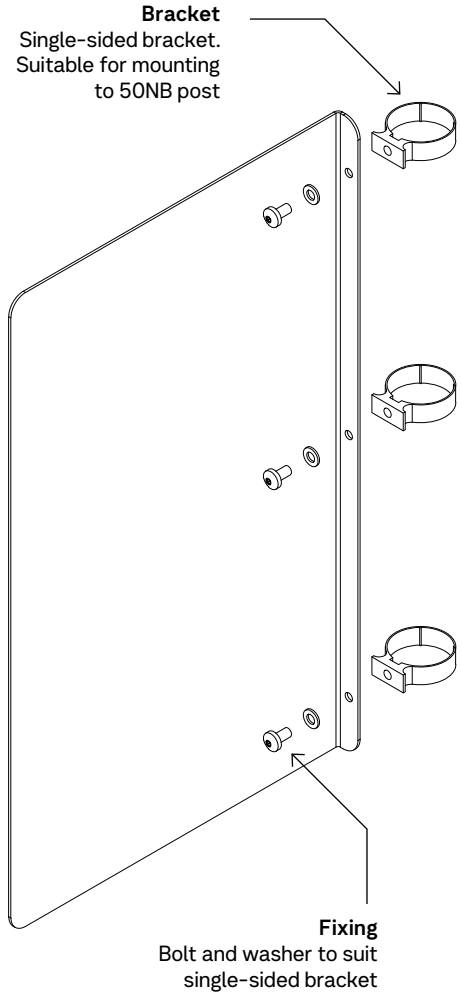
10.6 Flag blades

10.6.3 Installation

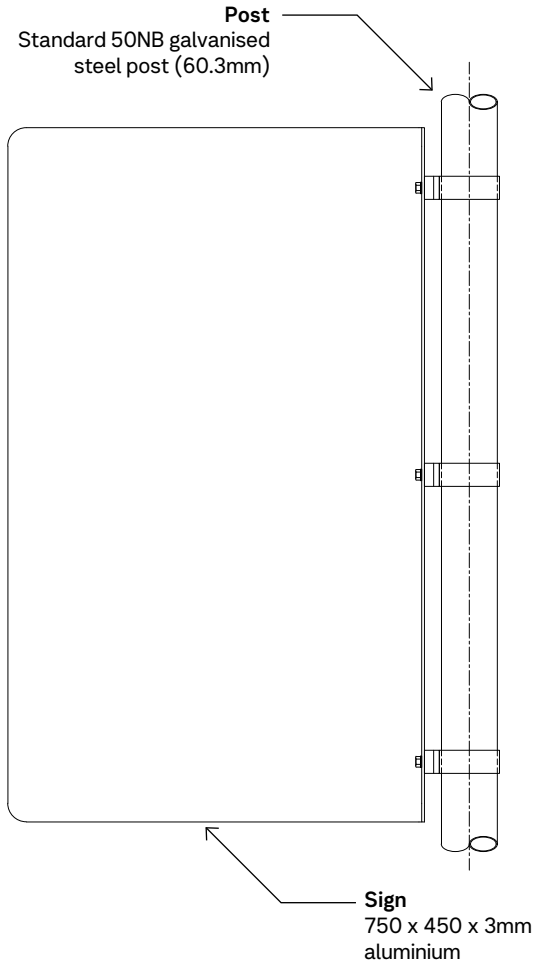
Installation detail
Freestanding post

Install flag blade (one sign) to freestanding 50NB galvanised post steel (60.3mm).

Use three standard single-side brackets and secure with bolts and washers to suit.



INSTALL ASSEMBLY



FRONT VIEW

Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

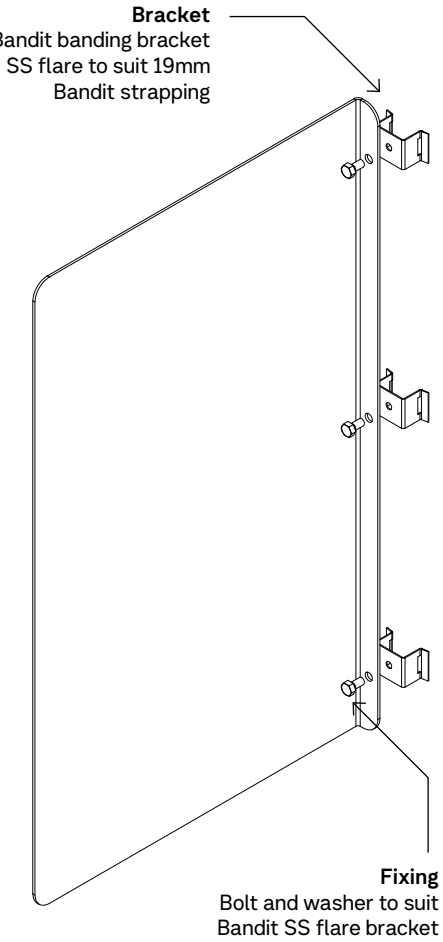
All measurements are in millimetres

10.6 Flag blades
10.6.3 Installation

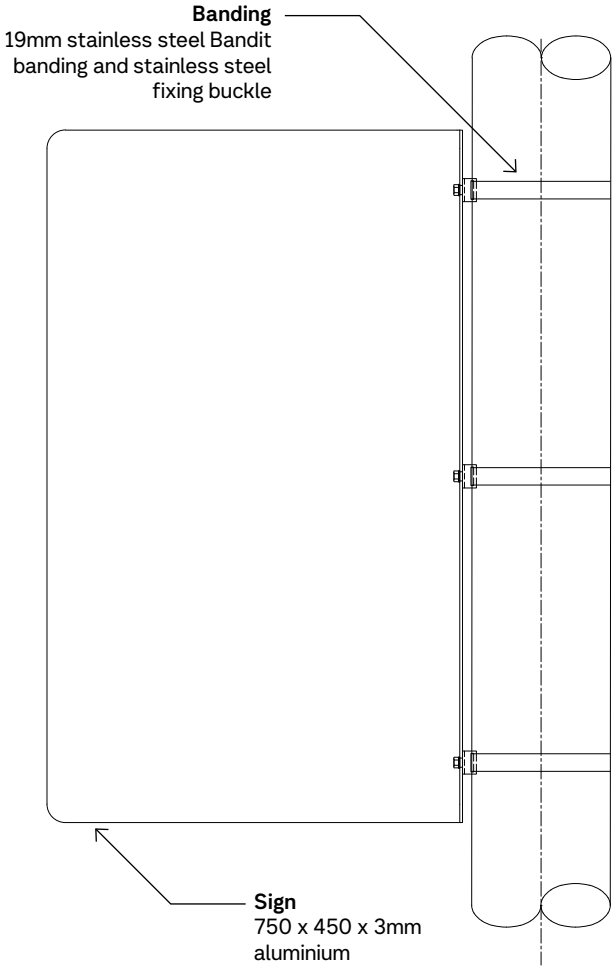
Installation detail
Existing infrastructure

Install with Bandit 19mm stainless steel strapping and Bandit SS flare brackets.

Secure with bolts and washers to suit.



INSTALL ASSEMBLY



FRONT VIEW

Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

10.6 Flag blades
10.6.3 Installation

Installation detail
Freestanding post

Set galvanised steel socket into concrete, flush with ground level.

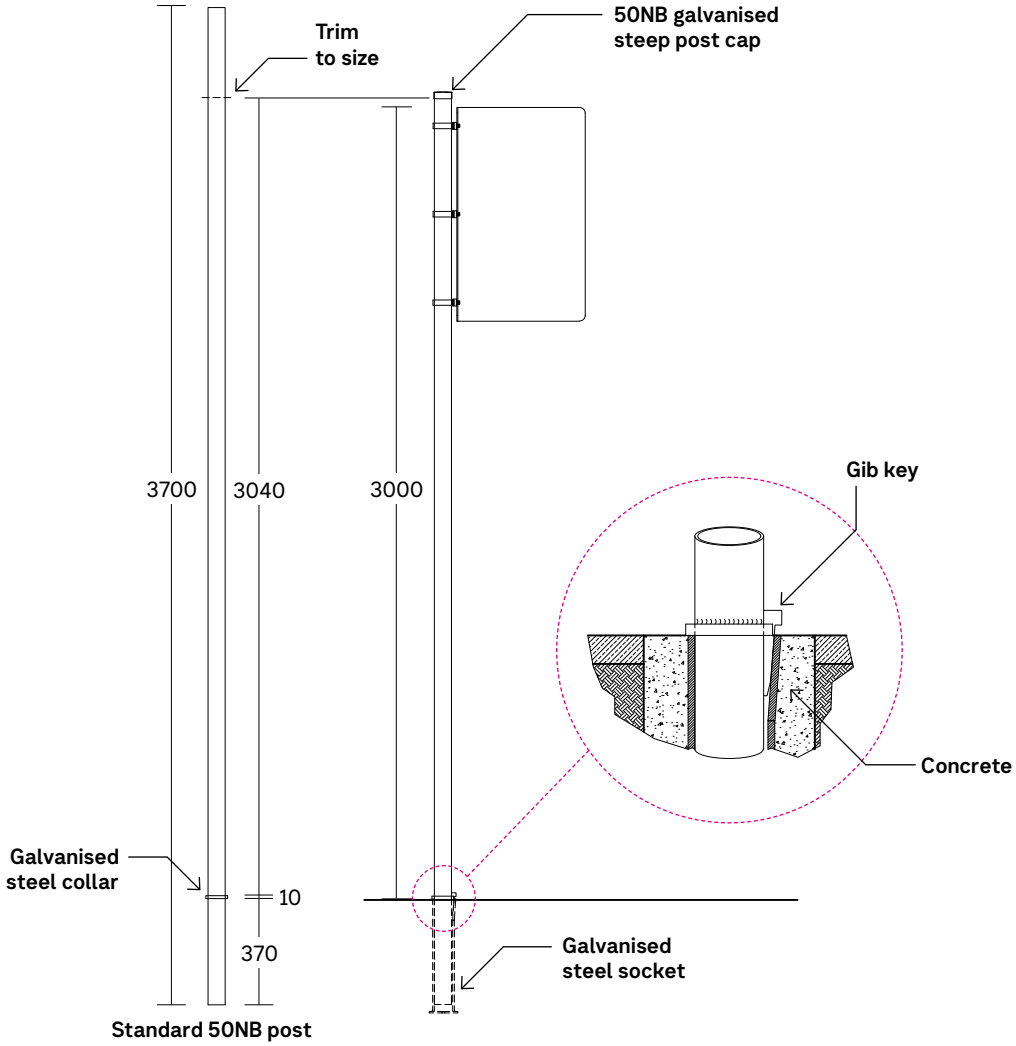
Insert 3700mm standard 50NB (60.3mm) galvanised steel post and lock direction in place with locking gib key.

Trim excess post with tube cutting tool to desired height and cap with standard 50NB galvanised steel post cap.

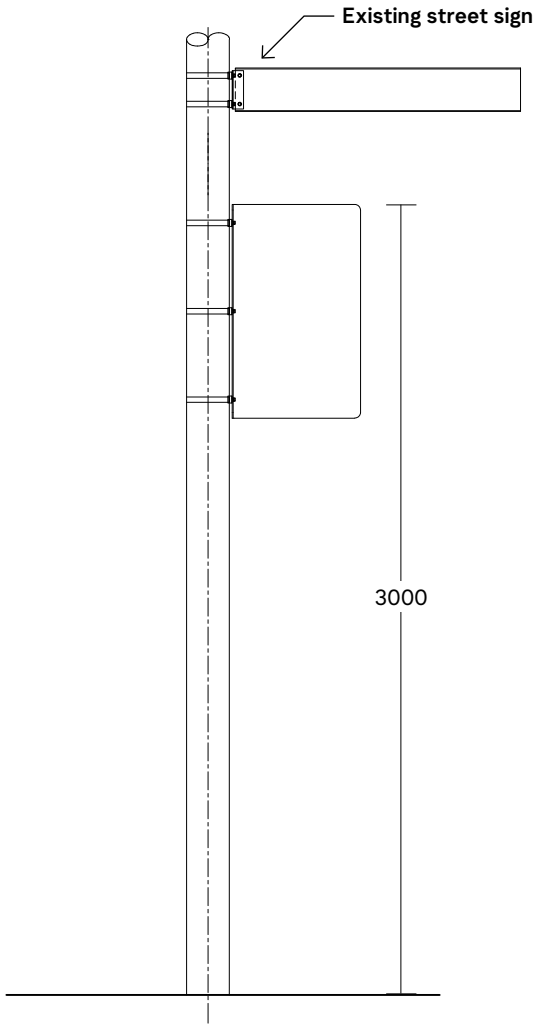
Install flag blade at a height of 3000mm.

Installation detail
Existing infrastructure

Install flag blade at a height of 3000mm to the top of flag blade.



FRONT VIEW – FREESTANDING



FRONT VIEW – EXISTING POLE

Style guide only. Please refer to City of Melbourne's technical drawings for fabrication requirements (see 10.7).

All measurements are in millimetres

10.7 Licence to use technical drawings

The signs in *Wayfound Victoria* were designed by the City of Melbourne in collaboration with local and State Government members of the Melbourne Visitor Signage Committee.

Sign designs and technical fabrication drawings are available for use by other councils, State authorities or private organisations who are installing signs in the public realm.

A licence needs to be signed to use the City of Melbourne's technical drawings.

The licence covers:

- Intellectual property acknowledgment
- Usages acknowledgment
- Indemnity acknowledgment.

All standard signage components are specified to be fabricated in line with Australian Standards.

The totem signs outlined in this document have been certified for structural integrity by a qualified Structural and Civic Engineer.

Email:
wayfinding@melbourne.vic.gov.au
to apply for a licence or for more details.

Sign placement

11

11.1 Placement planning

11.1.1 Placement strategy

Guideline 51

Develop a strategic placement scheme.

Pedestrian signage in an area should be deployed in accordance with a strategic placement scheme developed after considering the following elements:

- What are the key pedestrian routes in the area?
  - pedestrian volumes.
- What are the key destinations in the area likely to be accessed by unfamiliar pedestrians?
- Sign placement:
  - decision points, significant arrival points, intersections, complex spaces
  - outside train stations and major public transport interchanges
  - in view of passengers alighting at bus and tram stops which service key destinations (these could be within a tram or bus shelter)
  - outside civic spaces and public buildings
  - reassurance locations to give continuity along routes.
- What sign type is appropriate for each location?

Guideline 52

Provide signs at key decision points on major routes to help wayfinding decisions.

Pedestrian signage should be placed at arrival points and key decision points, where the user must make a wayfinding decision, such as whether to continue along the current route or change direction.

The information on pedestrian signage should be relevant to the choices offered to the user at that point, as well as to the overall navigational task.

It is impractical to place a sign at every possible decision point for all routes that a person could be taking. The placement strategy needs to consider the major routes that lead to the more important destinations.

Guideline 53

Give preference to locations where a significant number of users need orientation.

People may have a reasonable picture of the road or path network in their minds from studying maps or from previous experience. Nevertheless, when emerging from a train station, a building or a car park they may have difficulty orientating themselves to that mental picture. For those people at that point, the primary role of pedestrian signage may be orientation and the directional information would serve a secondary role.

11.1 Placement planning
11.1.1 Placement strategy

Guideline 54

Provide continuity of signs until a destination is reached.

Signs providing directions to a destination must be placed at every turn along the route from where the destination is first mentioned until the destination is reached.

If there is no sign at an intersection, the user will assume that they continue straight ahead.

Continuity of signing is essential as users expect that once they start to follow the direction on a sign, the signage system will provide a clearly marked path leading to the destination.

Guideline 55

Provide reassurance signs after complex decision points and along extended routes.

Signs may also be placed along routes as reassurance. Such signs may be advantageous after complex decision points so that the user is confident they are on the correct route. It may also be worthwhile along extended stretches of continuous route, again to reassure people that they are still on the right track.

Guideline 56

Test the locations with potential users.

Understanding the user is key to delivering effective signage.

Prior to sign installation, the wayfinding needs of target potential users should be tested. This might involve allocating a navigational task to a number of people who match the target group, but who have never visited the area before.

Undertaking the task will provide information about where users look for information and where they are likely to want signs. The task will also indicate whether other contextual cues, such as landmark buildings, assist with wayfinding and inform decisions about whether signs are required.

11.1 Placement planning

11.1.1 Placement strategy

Guideline 57

Place signs where they will have greatest visibility and navigational relevance.

Once the general placement is chosen, consider:

- User safety in terms of street lighting and preferred routes for pedestrians
- That totem signs must always face the majority of pedestrian traffic, so that they can be recognised from a distance
- That at intersections, totem signs should also be oriented to face the majority of pedestrian traffic
- Visibility of signs and viewing angles
- Proximity to decision points such as turns, stairs, etc.
- Orientation so that arrow directions will be unambiguous from the preferred route
- Space available for signs
- Sign location consistent with other signs along the journey
- Separation from nearby street furniture, such as poles, rubbish bins and other signs
- Sufficient ambient light for signs to be read at night.

Signs should never impede road safety sight lines – between drivers and other vehicles, and between drivers, riders and pedestrians. Signs should also never block the view of traffic signals or other signs.

Sufficient space in front of the sign is essential. Totem-style pedestrian signs must be placed so that there is a convenient place for people to stand to view the sign, particularly if it contains a map or any content using smaller lettering.

The space should also be convenient for people in wheelchairs to get close to the sign and manoeuvre safely around the sign (see Chapter 8 – Accessibility).

The location of road signs should comply with the relevant national and State standards and guidelines.[21]

Please note: After written consent, any sign installation works must be undertaken to current Australian Standards, including all of the relevant OH&S procedures, and to the satisfaction of the responsible authority.

[21] Placement guideline sources adapted from:
- Mark A Foltz, *Designing Navigable Information Spaces*, May 1998
- Paul Street, Legible London Workshop, Melbourne, May 2015
- City of Sydney, *Legible Sydney – Vol 1, Wayfinding Strategy,* November 2012.

11.1 Placement planning
11.1.2 Assessing the context

Guideline 58

Always consider the context of sign placement.

Should a sign be placed here? If the cost of making a wrong choice is high for the user, or insufficient information is available from the view at the decision point for the user to make the correct choice, a sign should be provided.

Where the destination is obvious – or other wayfinding cues, like landmark buildings, are available – a sign is not required.

By design, signs must be in a location to attract the user's attention, yet space for signage is a scarce resource. The benefits of signage must be weighed against other potential uses for the proposed space it will occupy and the cost of installation.

11.1 Placement planning

11.1.3 Placement planning – checklist

Email:
wayfinding@melbourne.vic.gov.au
to request the checklist in printable Excel format.

Placement planning – checklist

Sign no.

Sign location

Is it a:

- ☐ decision point, arrival point, intersection
- ☐ complex space that is difficult to navigate
- ☐ outside a train station, civic centre or public building
- ☐ location that would need reassurance
- ☐ close proximity to decision point: turns, stairs
- ☐ safe route/well lit route/preferred route
- ☐ area with significant number of users (busiest route)
- ☐ other - explain why (extreme cases only)

Choose sign type

☐	Totem	☐	520mm	☐	320mm
☐	Wall sign	☐			
☐	Wall map	☐			Map size
☐	Finger blade	☐	Galvanised pole	☐	Existing pole (power pole)
☐	Flag blade	☐	Galvanised pole	☐	Existing pole (power pole)

Sign orientation

- e.g. N-S, E-W, NW-SE, NE-SW
- ☐ Does the sign face the user (recognised from a distance)
- ☐ Oriented so that arrow directions will be unambiguous

Would the sign location:

- ☐ be clear of underground services and awnings
- ☐ be consistent with the other signs placed along the journey
- ☐ be visible from last sign (preferred but not necessary)
- ☐ leave clear sight-lines between pedestrians and vehicles
- ☐ be clear of obstructions like tree foliage (winter / spring)
- ☐ be clear of existing infrastructure/hazards (other signs, bins, motorbike parking, bin collection, legal buskers)
- ☐ Ideally be a distance of 1000mm from curb edge
- ☐ be wheelchair accessible (1540x2070mm)
- ☐ be clear of vehicles reversing
- ☐ have adequate lighting (street lighting)

Land ownership or building ownership

- ☐ Council (most preferable)
- ☐ Crown Land
- ☐ Private
- ☐ VicRoads (Arterial Road)
- ☐ Melbourne Water
- ☐ CitiPower
- ☐ Victrack/Metro/Yarra Trams

Sign content

Header name

Destination pointers for totem signs

Side 1

1	Forward	
2	Forward	
3	Forward	
4	Forward	
5	Right	
6	Right	
7	Right	
8	Right	
9	Left	
10	Left	
11	Left	
12	Left	

Side 2

1	Forward	
2	Forward	
3	Forward	
4	Forward	
5	Right	
6	Right	
7	Right	
8	Right	
9	Left	
10	Left	
11	Left	
12	Left	

Flinger blade

Is the sign to be used by pedestrians or both pedestrians and cyclists?

☐ Pedestrians (min walk) ☐ Pedestrians and cyclists (min walk and distance in km)

Destination pointers for blade signs

	Direction	Destination	Minutes walk	Distance in km
1				
2				
3				
4				
5				

11.2 Checks and agreements

Before finalising a sign placement plan, the following checks must be completed and agreements put in place:

11.2.1 Agreements: Identify the owner of the land or infrastructure on which it is proposed to install pedestrian sign/s.

- If the land is owned or managed by a private company or by an authority other than the one installing the sign/s, a Deed of Agreement between the landowner/manager and the authority must be signed prior to installation.
  - Among other things, the Deed of Agreement would include details of the land on which the sign/s will be installed, the location of the sign/s, responsibilities of the parties named in the agreement, indemnity, and issues relating to the sign/s' installation, maintenance and removal.
  - To search for land ownership details, go to **mapshare.vic.gov.au**
    Council staff may receive assistance from their council's property branch or Graphical Information Services (GIS) team. If planning to install a blade sign on a power company's light pole, a Facilities Access Agreement between the power company and the authority installing the sign must be signed prior to installation.
- Among other things, the Facilities Access Agreement would include ownership of the facility, conditions of attachment, dismantling, responsibilities of the parties, warrants and indemnity.

Any sign proposed to be installed on Department of Transport land requires prior consent under the *Road Management Act*. It is an offence to install signs without this consent.

11.2.2 Checks: Ensure that the installation of each sign complies with safety and other regulatory requirements, and will not damage underground infrastructure.

Prior to installing the sign/s, the following checks are required:

- An underground services check to ensure there is no infrastructure in the area where the sign is proposed to be installed. For guidance on this process, go to the *Best Practice Guide for Locating Underground Services*[22]
- The guide has been produced by the Dial Before You Dig service: a single point of contact to request information about infrastructure networks at planned installation sites
- It covers lodging an enquiry, general responsibilities, duty of care, consent requirements for work within the road reserve, and considerations for safely locating infrastructure assets
- The guide emphasises the importance of NOT proceeding until all relevant information has been received from all asset owners affected by the planned project (in this case, sign installation)
- The Department of Transport (Main Roads) approves set-back, sightlines, etc. for signs to be installed along arterial roads
- Council traffic engineers check safety issues and approve set-back, sightlines, etc. for signs to be installed along municipal roads
- Council engineering services sign off materials and that appropriate space is available for cleaning and sign maintenance.

DIAL BEFORE YOU DIG®
www.1100.com.au

[22] Dial Before You Dig, *Best Practice Guide for Locating Underground Services*.

Asset management

12

12.1 Asset management and maintenance

12.1 Asset management and maintenance

Key to users' trust in a wayfinding system is signs in good condition that carry up-to-date information. Regular maintenance is essential for building this trust.

According to Tony Pearce of City Wayfinding: "Maintenance is essential to preserve the reputation and integrity of wayfinding information, and can be the difference between a thriving system which grows over time in reputation and value, and one which fades into a symbol of disrepair and decay."[23]

Poorly maintained and out-of-date signage is not uncommon for two main reasons: inadequate registering and monitoring systems for signage assets, and limited recurrent funding for regular maintenance, auditing and updates.

Regularly updated signs are particularly important in places like Melbourne. Population growth, fast-paced development and major transport infrastructure programs mean frequent changes to the city's fabric, its travel networks and place names.

Ideally State and local government authorities responsible for signage will work towards developing a shared asset management system, or database, for registering and monitoring signs. An agreed procedure for recording details would, for example, mean that all signs bearing a particular name could be identified quickly through a database search, making it easier to change or remove the name of an attraction or venue as the need arises. Equally, it would enable authorities to monitor the condition of their signage assets.

For each sign the following details should be recorded in the asset management database:

- Unique identification (ID) number
- Type
- Model
- Location (GPS coordinates)
- Number of sides and orientation
- Photographs (all views)
- Information on the sign, for example street or place name, destinations and other points of interest
- Map details (if relevant)
- Visual language, such as the sign's colour palette, symbols and arrows
- Deeds of agreement, facilities agreements, permits, site plans, reports and other documents relevant to the sign's installation
- Its history, including installation, safety and risk assessments, repairs, maintenance, content updates, cleaning and, if relevant, its removal
- Capital value, depreciation and life-cycle costing.

Regular sign evaluation (every three to five years?) would also provide useful feedback on its perceived value to users and could include:

- How often the sign is used (observation)
- Users' feedback on the sign's value (intercept surveys of people who have used the sign)
- The number of complaints and compliments received (customer service records).

[23] T Pearce, City Wayfinding, *Don't mention the 'M' word,* 2019.

Appendices

13. Appendix A – Acknowledgments

Wayfound Victoria has been developed by the Melbourne Visitor Signage Committee (MVSC), a collaboration of the five Inner Melbourne councils and the Victorian Department of Transport.

The MVSC was assisted in its work by a number of specialist staff and consultants.

The MVSC comprises the following members:

- **Inner Melbourne Action Plan (IMAP) councils**
  - City of Melbourne (MVSC Chair & Project Lead)
  - City of Port Phillip
  - City of Stonnington
  - City of Yarra
  - Maribyrnong City Council
- **Wyndham City** (member of MVSC from 2014-2018)
- **Department of Transport (DoT).**

Specialist staff and consultants:

- **Consultant Traffic Engineer**
  - David Nash, Traffinity
- **Signage design and technical detail**
  - Senior Project Coordinator (Wayfinding), Martin Whittle, City of Melbourne
  - Senior Industrial Designer, Shannon Tee, City of Melbourne
- ***Wayfound Victoria* graphic design and layout**
  - Department of Transport Design Studio
- **Editor**
  - Fran Madigan, The Real Business
- **Project Manager**
  - Helen Hardwick.

The Committee thanks staff from the six organisations who reviewed *Wayfound Victoria* 1.0 during 2018: staff from Tract Consulting; Mitchell Shire Council; the Maribyrnong, Port Phillip and Yarra City councils; and Department of Transport (staff from the public transport and roads areas).

The MVSC also acknowledges the inspiration and wayfinding advice provided by **Paul Street**, the then **Legible London Program Manager** at Transport for London during his visit to Melbourne in April 2015.

14. Appendix B – Terminology

Attraction	A destination which is of interest to, and commonly visited by, locals, visitors or tourists.
Chevron	A shape on a sign that is not an arrow but which points the way to something. For example: 
DoT	Department of Transport.
Destination	The end point of a trip, the name of which is indicated on direction signs and maps.
Direction sign	A sign with arrows, chevrons or other navigational instructions indicating the way to one or more destinations.
Guideline	A recommendation or statement which offers advice.
Heads-up	The map view is orientated in the direction faced by the user.
Inner Melbourne region	The five LGAs that collaborate under the Inner Melbourne Action Plan (IMAP) banner: City of Melbourne, City of Port Phillip, City of Stonnington, City of Yarra and Maribyrnong City Council.
LGA	Local government area.
Metropolitan Melbourne	Metropolitan Melbourne is comprised of 31 LGAs in Victoria, and includes: Melbourne, Banyule, Darebin, Hume, Moreland, Nillumbik, Whittlesea, Bayside, Cardinia, Casey, Frankston, Glen Eira, Greater Dandenong, Kingston, Boroondara, Knox, Manningham, Maroondah, Monash, Whitehorse, Brimbank, Hobsons Bay, Maribrynong, Melton, Moonee Valley, Wyndham, Port Phillip, Stonnington, Yarra, Yarra Ranges and Mornington Peninsula.
Precinct	A geographic area that has a distinct character and a recognisable name, and which contains several attractions or venues.
Signage	Signs collectively.
Signing	The provision of signs.
Standard	A specification or mandatory requirement.
Standard through destinations	Standard through destinations permit staged information about destinations to be provided, to reassure a driver that the right route, and the right direction along that route, is being taken. They also permit the amount of information on advance and intersection direction signs to be kept to a minimum, to ensure that motorists can comprehend the signs quickly. Demand for additional destination information is met by use of reassurance direction signs. Standard through destinations are, above all, places prominently marked on maps.
Venue	A destination which is commonly visited by the public, such as a sporting venue, educational institution, religious establishment or community facility.
Visitors	'Visitors' include people from international destinations, and interstate and intrastate, as well as local residents.
Wayfinding	The process of navigating to a destination. It is about knowing where you are, where you want to go and how to get there from where you are.
Wayfinding signage	Signage used to assist finding one's way – including direction signs and signs with maps.

15. Appendix C – Responsible Authorities

Type of sign	Contact	Responsible Authority	Referral
Road Signs			
Road direction signs on a freeway or arterial road	Council or Department of Transport[24]	Department of Transport	
Road direction signs on CityLink	CityLink	CityLink	Department of Transport
Road direction signs on EastLink	EastLink	EastLink	Department of Transport
Road direction signs on a municipal road or an off-road public footpath	Council	Council	
Street name blade signs	Council	Council	
Road direction signs on private land, such as Melbourne Airport or Port of Melbourne	Land owner	Land owner	Department of Transport
Cyclist and shared path signs			
On-road cyclist direction signs on arterial roads	Council	Department of Transport	
On-road cyclist direction signs on municipal roads	Council	Council	
Off-road cyclist and shared-path direction signs	Council	Varies	
Pedestrian Signs			
Pedestrian direction signs on an arterial road	Council	Council	Department of Transport
Pedestrian direction signs on a municipal road or an off-road public footpath	Council	Council	
Public Transport Signs			
Public transport signs relating to tram stops	Yarra Trams	Yarra Trams	Department of Transport and Council
Public transport signs relating to train stations	Metro Trains	Metro Trains	Department of Transport and Council
Public transport signs at bus stops	Department of Transport	Department of Transport	Council

[24] By convention, applications for tourist or services road signs on any type of road are submitted to the municipal council in the first instance. The council then refers the application to Department of Transport in relation to any signs on an arterial road or freeway, if relevant.

16. Appendix D – Relevant Legislation and Standards

All types of visitor signs should comply with the relevant legislation and standards.

Road signs

Consent and authorisations for road signs must comply with the *Road Management Act 2004* and the *Road Safety (Traffic Management) Regulations 2009*.

The design and placement of road signs must comply with:

- Australian Standards –
  - AS 1742 Manual of uniform traffic control devices
  - AS 1743 Road signs-Specifications
  - AS 1744 Forms of letters and numerals for road signs
- VicRoads Traffic Engineering Manual.

Public transport signs

Public transport signs must comply with the Disability Standards for Accessible Public Transport made under subsection 31 (1) of the *Disability Discrimination Act 1992*. These standards require signs in public transport premises and infrastructure to comply with clause 17 of AS 1428 *Design for access and mobility, Part 2, Enhanced and additional requirements—Buildings and facilities*.

These requirements relate to:

- Letter height
- Sign illumination
- Luminance contrast between the sign legend and the background
- Location of signs
- Height of the legend above the ground.

Pedestrian signs

Although not mandatory, the design of all types of pedestrian direction signs should also comply with the above requirements to ensure the signs are as accessible as practical for people with a visual or mobility disability.

17. Appendix E – Bibliography

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- Part 1: General requirements for access – New building work, 2009
- Part 2: Enhanced and additional requirements – Buildings and facilities, 1992
- Part 4.2 Wayfinding, 2018

Australian Standard AS 1742, *Manual of uniform traffic control devices*

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- Part 6: Tourist and services signs, 2014
- Part 9: Bicycle facilities, 2000
- Part 15: Direction signs, 2007

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- Part 2.9 AS 1742.9: Bicycle facilities
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- Part 2.9 Sign Rationalisation Guidelines
- Part 2.12 Tourist and Services Signs
- Part 2.13 Wine Tourism Guidelines
- Part 2.14 Community Information Signs

18. Appendix F – Advertising Signs

Advertising signs are those that advertise products, goods or services, promote an event or publicise a policy. They range from large billboards to small 'A-frames'.

The operators of attractions or venues may wish to achieve greater prominence through directional signage – by having more of them, or making them more conspicuous, or by adding advertising or promotional messages. This is not the purpose of directional signage. Operators may apply for separate advertising signs in the same way as any other commercial product.

Advertising signs are subject to the Victorian Planning Provisions and generally require a planning permit from the relevant planning authority (usually the municipal council). Applications for a planning permit are submitted to the Statutory Planning Department (or equivalent) in the relevant municipal council.

In addition, advertising signs on the road reserve must have the written consent of the relevant coordinating road authority under Section 66 of the *Road Management Act 2004*. The coordinating road authority is the Department of Transport in relation to freeways and arterial roads, and it is the municipal council in relation to municipal roads. CityLink and EastLink are the coordinating road authorities for their respective toll roads. For private roads, the road authority is the landowner.

As the approval process for advertising signs is very different to the authorisation process for directional signage, it is important to maintain a clear distinction between these types of signs.