

Temporary Signage Wayfinding Guidelines

Temporary Wayfinding
Auckland Council

Maynard.

Issue Register

Rev	Date	Originator	Checked By	Issue Purpose	Change Description
A	02/02/24	S. Bradbury	E. Jacob	For review	N/A
B	22/03/24	S. Bradbury	N/A	For submission	N/A

Balancing reality with opportunity

Construction related disruptions are both inevitable and unavoidable for most who travel into any city. Construction is an indicator of growth and rejuvenation, but without the right response, the pathway there can frustrate and annoy.

Impact

Major construction works can be challenging for both local residents and visitors. Changes in access can threaten the viability of businesses. Chaotic streets can permanently alter the impressions made on tourists. The daily frustrations of residents can make simple tasks difficult and, at their worst, impact their feelings towards local government in general.

Responsibility

As the collection of organisations most immediately responsible for disruptions to people’s lives and livelihoods, we can’t eliminate all impacts of major works, but we can play a significant role in easing the transition during this time.

Opportunity

If we respond effectively, people and businesses impacted by major works can navigate through this phase while keeping an eye on the improvements that will follow.

The purpose of this document is to provide a framework that helps to manage the experiences that might be encountered when a disruption occurs.

Once this is achieved, space can be made for both city visitors and residents to consider the long-term positive outcomes and lifestyle improvements that might result from the very construction works causing disruption in the first place.



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1.0 Detailed Strategy

1.1 Things to keep in mind

1.2 *Consider* – what to know about the location

1.3 *Plan* – what you need to create fit-for-purpose sign products

1.4 *Deploy* – decide on what sign products to use, and where they go

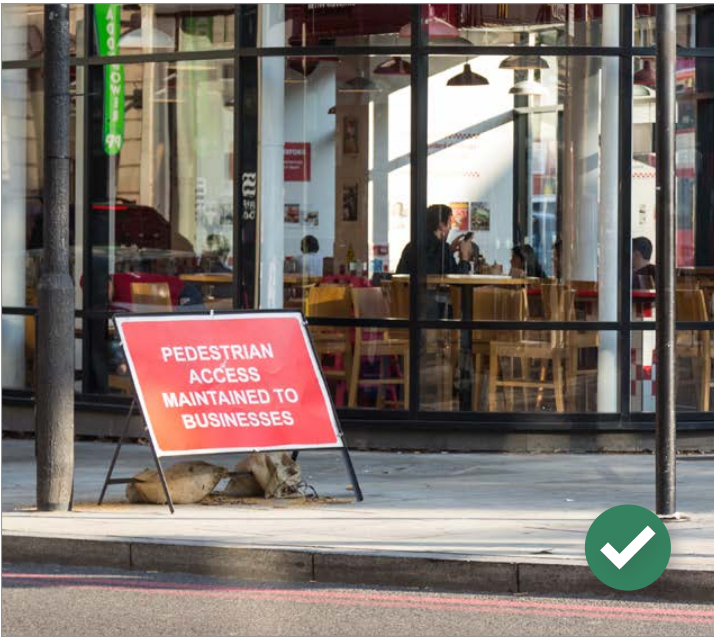
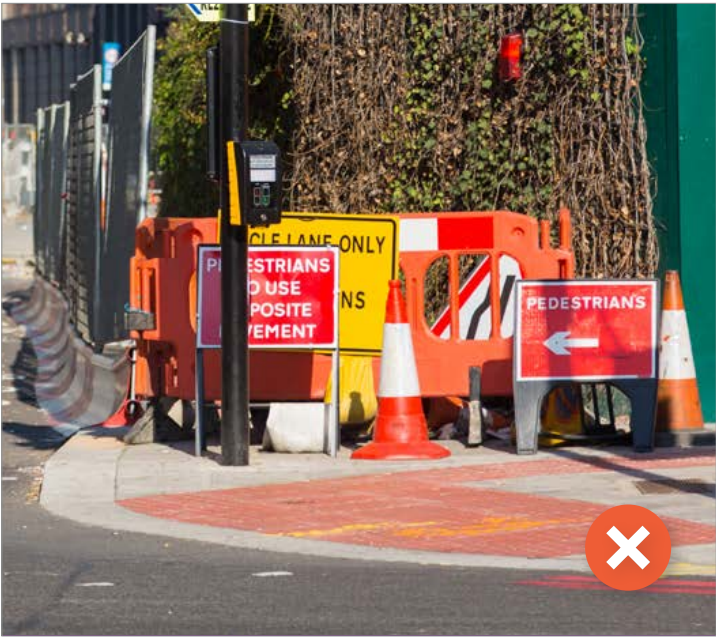
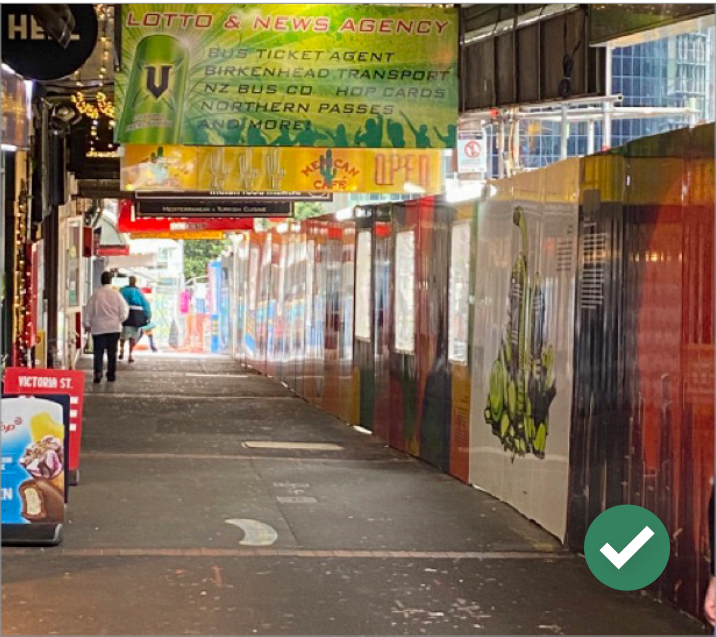
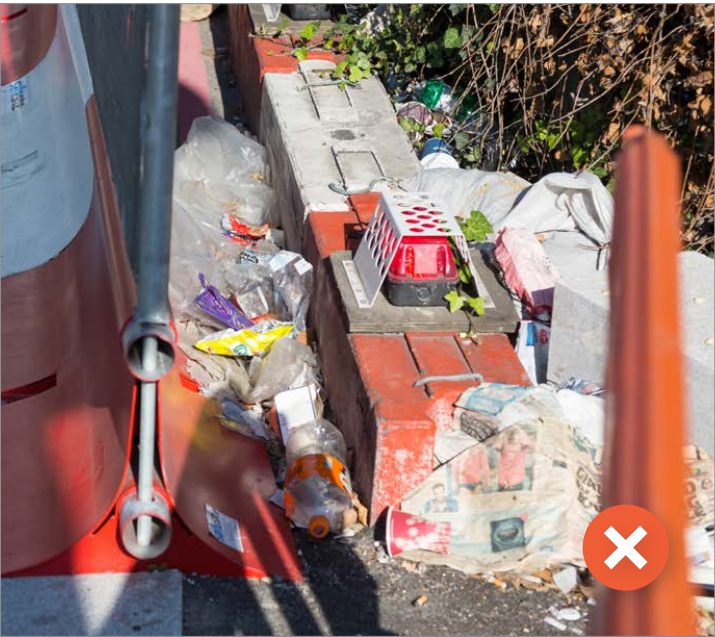
1.5 *Maintain* – keep on top of things.

1.1 Things to keep in mind

Before we get started, there are a few key things to keep in mind that will guide us in planning temporary signage.

Things to keep in mind

Before we get started, there are a few key things to keep in mind that will guide us through planning temporary signage.



1. De-clutter

To lower the appearance and impact of disruption on all site users, maintenance and restriction of clutter is essential:

- Maintain pavements and provide level streets where possible
- Remove unnecessary road cones and sand-bag weights
- Look out for rubbish traps – places where rubbish can get caught or tangled
- Align fences in straight lines and avoid unnecessary or inconsistent borders that might snag low vision people using a white cane
- Restrict the number of different signs and colours used around decision points.

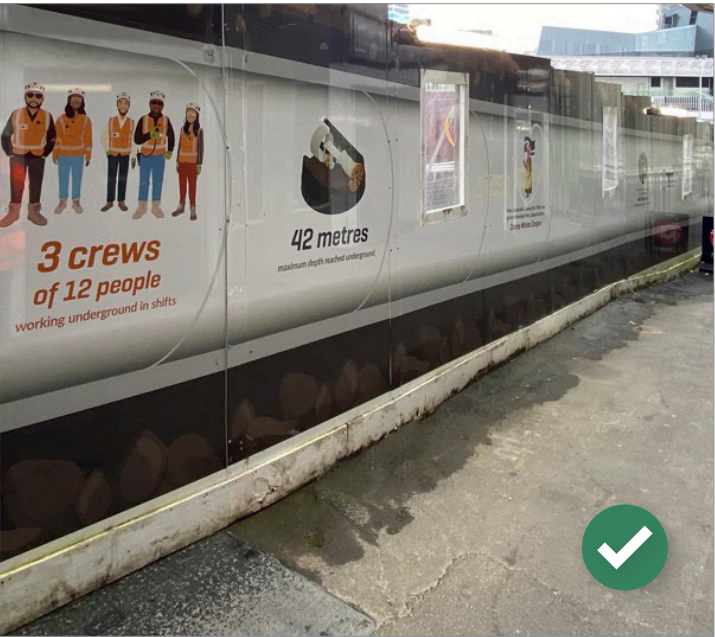
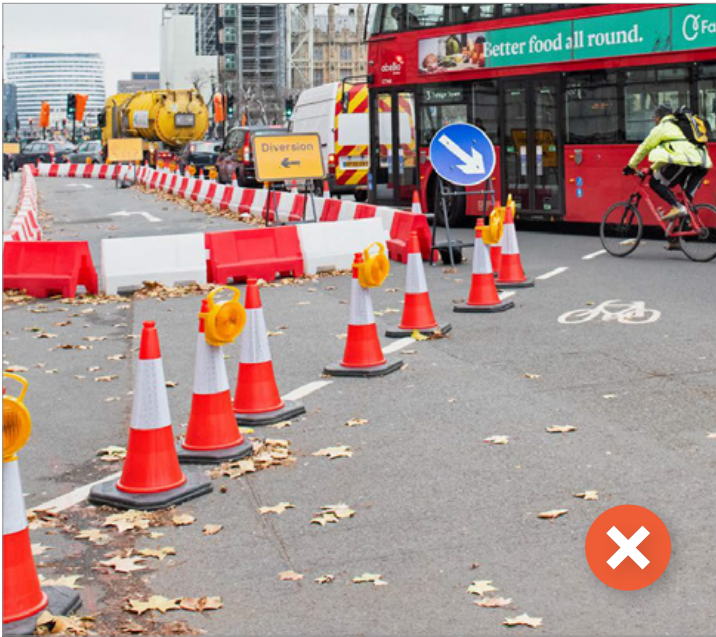
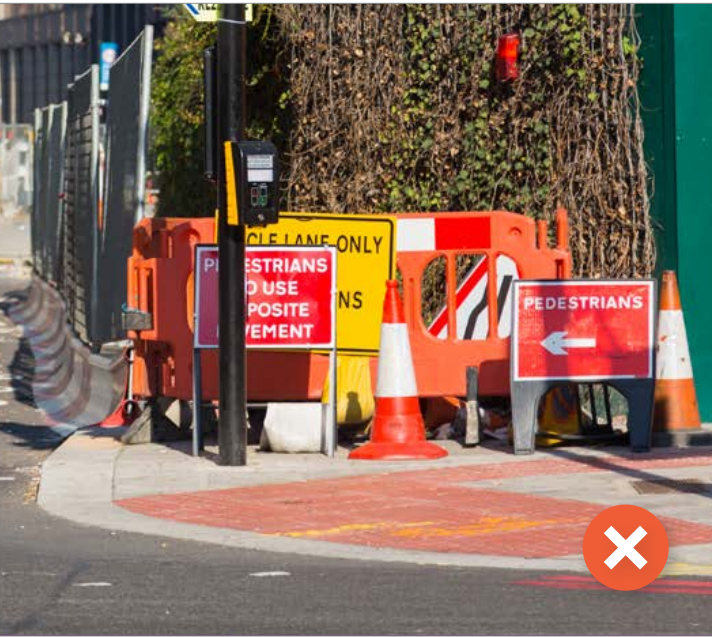
2. Less is more

For clarity, reduce the number of signs. Communicate on signs in a straight forward manner:

- Utilise environmental navigation cues over extra signs
- Avoid overly descriptive language
- Don't use unnecessary signs where disruptions won't impact a journey
- Don't use signs or communications superfluously as gap fillers
- It is not necessary to cover every surface available with signs or posters.

Things to keep in mind

Before we get started, there are a few key things to keep in mind that will guide us through planning temporary signage.



3. Consistency

Disrupted environments can confuse even familiar visitors. Manage this by being consistent and predictable where possible:

- Use signs at expected decision points and for reassurance on blind paths and corners
- Confirm the general direction of travel by using consistent landmarks
- Use labels, language and features that are consistent with the pre-disruption street scape – If there was a seat, offer a seat, if a path was cycle friendly, offer a cycle path – ensure shops can maintain existing accessible entrances, or provide alternatives
- Understand different precinct types and plan for their different requirements. E.g. restaurant zones may need additional access to rubbish bins and seating
- Incorporate existing journey landmarks in temporary signs. E.g. if a disruption alters signposted access to a major landmark, include that landmark on the disruption signs.

4. Universally accessible journeys

Disrupted environments should have maintained, inclusive and accessible pathways by default, and warn when pathways aren't accessible:

- Pedestrians with accessibility requirements plan journeys around anticipated features they need, where those are changed because of a disruption, provide alternative options: E.g. accessible toilets, seating
- Maintain tidy predictable edges and borders to aid low vision navigation – road cones are for cars, not pedestrians
- To improve understanding for neurodiverse individuals or those who speak English as a second language, use clear and direct text alongside recognisable icons on signs
- To prevent backtracking, provide advanced warning on directional signs. Where ramps can't be installed on pathways, provide an alternative signed accessible pathway
- If indicating a specifically accessible path using wheelchair symbols, ensure that path is always accessible. If accessible pathways can't be ensured, alternatives should be signed-to and maintained.

Getting started

Provide the right information, at the right time.

The remainder of this chapter is divided into four parts, each applicable to different stages of a wayfinding response:

<p>1.2 Consider</p> <p>What information should go on a sign?</p> <p>This section includes consideration of how existing wayfinding requirements may change, and how those changes are reflected in sign content.</p> <p>This section is for project leads, coordinators, managers</p>	<p>1.3 Plan</p> <p>What signs should be used?</p> <p>This section includes the technical standards that inform the design of signs and the content that goes on them.</p> <p>This section is for response managers, graphic designers, artworkers and contractors</p>	<p>1.4 Deploy</p> <p>Where should signs go?</p> <p>This section includes an overview of how different types of sign relate to each other across disrupted sites.</p> <p>This section is for response managers, contractors</p>	<p>1.5 Maintain</p> <p>Keeping on top of things.</p> <p>This section provides guidance to help reduce the impacts of change over the long term.</p> <p>This section is for response managers, contractors</p>
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1.2 Consider

Everyone should be on the same page from the outset.

Consider

The following pages offer two exercises to help understand the context of a disrupted environment and enable the creation of accurate and locally relevant signs.

For project leads, coordinators, managers

Understanding context:

The purpose of this exercise is to create a fact sheet that enables a consistent information baseline for all parties responsible for managing pedestrian movement through a disrupted area.

By doing this exercise, project leads, coordinators or contractors develop an understanding of locally relevant businesses, demographics and usage, which in turn forms the backbone of the signage response.

It is important to develop a relevant sign content strategy for a disruption, and to have the information at hand to respond to change once the disruption is live.

The resulting fact sheet should be made available to all parties involved in the wayfinding development and implementation.

– 30 min exercise

What information goes on signs:

A disruption impacts on both local and through-traffic. The purpose of this exercise is to identify what content is required for signs.

The exercise takes the form of an ordered hierarchy grouped by major and local destinations.

Major destinations are those that people access through the site, but are not directly impacted by the disruption - they are city landmarks, major precincts and important services.

Local destinations are those local landmarks, services and businesses directly impacted by disruption.

This list in turn informs what information is directly applied to the signs themselves.

– 10 min exercise



Understanding context

A short exercise to develop a consistent information baseline for all parties responsible for managing traffic flow through the site. (30 minutes)

- To ensure a consistent wayfinding experience, it’s important that all parties share a common understanding of the disruption site.
- The following steps will help create a common baseline of information that can be shared between project personnel, graphic designers, and contractors:
1. Identify the nature of both the local precinct being disrupted and its neighbouring precincts (identifying destinations people either go into, or through the disruption to reach).
 2. Determine the businesses likely to be directly affected by route alterations, the nature of the alteration (such as an altered or blocked entrance), and the estimated timeline of the disruption (one day or one month).
 3. Identify public facilities that will be disrupted (such as toilets, parks, public transport), and determine the facility owner (E.g. Auckland Council, Auckland Transport) and the impact timelines.

This information generates a resource that can be shared beyond project management.

This resource will allow designers to account for local stakeholders when making signs; and contractors to quickly understand the impacts of localised or short-term changes to signs during the course of the disruption.

An example of how this information might be presented as a fact sheet is shown to the right, but the exact information required and how it is best presented will depend on the complexity of the disruption.

Precinct type	Nature of disruption		Timeline
Entertainment zone	Deviated access		Date
Tourism zone	Deviated access		Date
Food court	Access closed		Date
Location type	Nature of disruption	Contact	Timeline
Business name	Deviated access	Details	Date
Restaurant name	Access closed	Details	Date
Tourism operator	Deviated access	Details	Date
Store name	Deviated access	Details	Date
Facility type	Nature of disruption	Owner	Timeline
Public toilet	Access closed	Council	Date
Public park	Access closed	Council	Date
Bus stop	Location moved	Transport authority	Date
Bus stop	Location moved	Transport authority	Date

What information goes on signs

It is important to consider both major points of reference, and local destinations (10 minutes)

The purpose of this exercise is to take the information generated on the previous page, and use it to develop consistent sign content that can be used throughout the disruption.

Major destinations Are landmarks beyond a disruption that can be reached by travelling *through* a disruption. These are consistent landmarks that help orient people in unfamiliar environments. They consist of major streets and landmarks in surrounding neighbourhoods.

Local destinations are points of interest, locations and landmarks that are found *within* the disruption.

An example of how this information might be presented in spreadsheet form is shown to the right. For smaller disruptions, it may be more suitable to present this information directly on a map.

The total number of destinations required for this exercise is contingent upon the scale of disruption, however it is important to note that any individual sign will focus on immediate decisions, and thus will only show a small number of destinations.

Information in this exercise will go directly onto signs.

Destination type	Destination name
Major destination Destinations that people travel <i>through</i> a disrupted precinct to reach	<ul style="list-style-type: none">– Major point of interest or landmark– Major point of interest or landmark– Major point of interest or landmark– Major point of interest or landmark
Local destination Destinations that people travel <i>into</i> a disrupted precinct to reach	<ul style="list-style-type: none">– Affected local point of interest– Affected local point of interest– Affected local point of interest– Affected local point of interest– Affected local point of interest

1.3 Plan

This section outlines the different parts that are required to create fit-for-purpose disruption wayfinding response.

Plan

There are a number of components involved in generating a disruption sign system. This section allows for the creation of accurate and functional signs suitable for the surfaces they will be applied to.

For response mangers, graphic designers, artworkers and contractors

This chapter includes discussion of the following topics:

Sign designs

Temporary disruptions should use guidance established by Auckland Transport (AT).

This section also includes guidance on how to choose between similar sign types at specific locations.

Writing sign content

Wayfinding requires written content that is clear, concise and straightforward.

Choosing the right signs

Signs should be sequenced in such a way that they can be followed on a journey, rather than just resolve individual decisions.

This requires managing sign content across the disruption in a consistent way, and responding to changes to the disruption over time.

Supporting local businesses

Impacted businesses can provide their own sign designs, or can utilise sign design templates provided by the project. There are a few simple rules for them to follow.

Materials and surfaces

There are different ways to prevent or limit access to disruption sites.

The following four products are suitable for displaying different types of information to people as they traverse a disruption.

Sign placement and content

Bringing together all the parts to create a sign placement plan.



1.3.1 Sign designs

An overview of the sign system, including its key features and the different sign types available.

What goes onto a temporary sign?

Artwork for temporary signs should adhere to Auckland Transport’s Transport Design manual for Signage (TDM).

Icons

Icons and arrows are drawn from AT’s icon library and should be shown in their standard colour arrangement.

Fonts

Auckland Transport uses the typeface Gotham-Narrow for all signs. In the disruption context the following fonts should be used:

- **Gotham-Narrow Medium** font is used for all headings and important text.
- **Gotham-Narrow Book** font is used for all secondary text or body copy.

Colours

All text on signs should be white, all backgrounds on signs should be the following shade of pink:

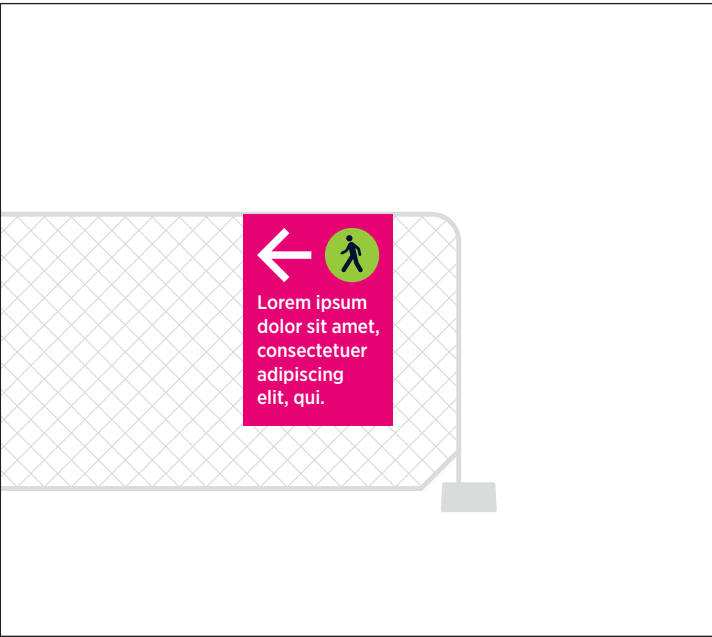
C0 M100 Y22 K3 or #e40571.

Note: This is not a standard pink – it has been darkened to ensure adequate colour contrast with white text and arrows.

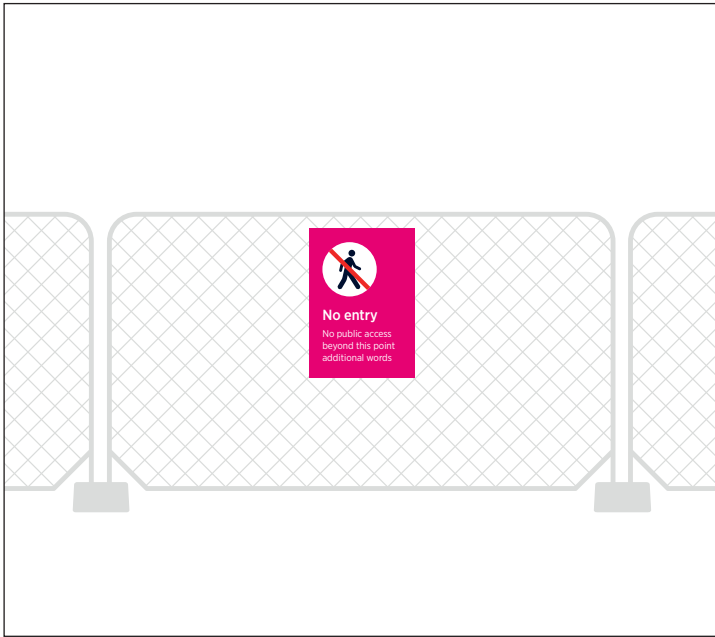


Sign types

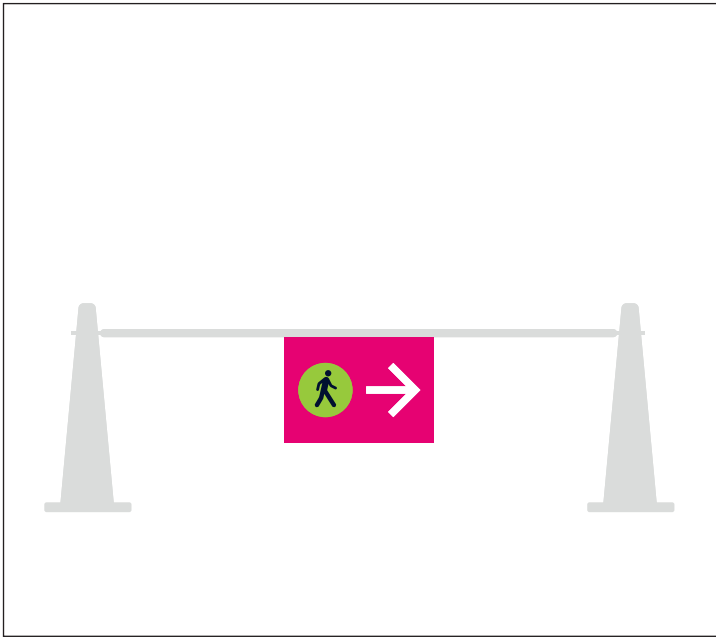
Overview of sign types available for use



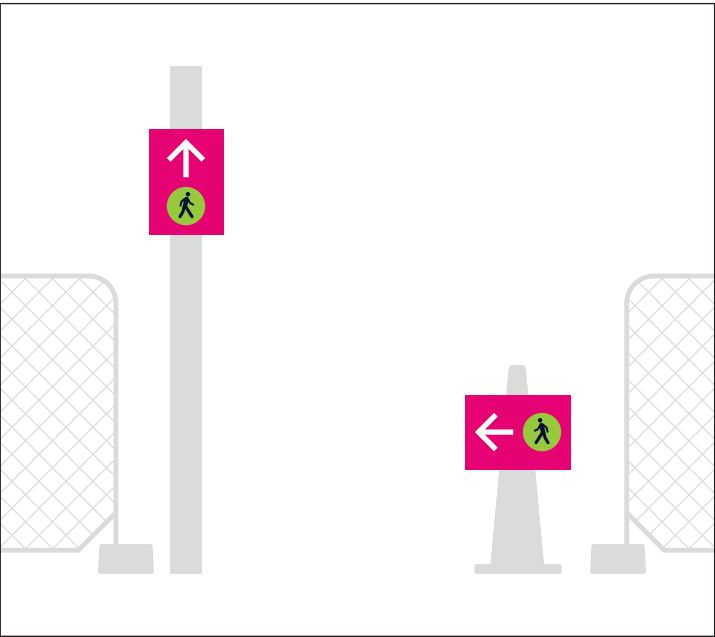
S.001
A1 portrait



S.002
A2 portrait



S.003
A2 landscape



S.004
A3 portrait

S.005
A3 landscape

A1 portrait signs

A1 signs are provided for a wide variety of scenarios. A1 signs offer a combination of size and legibility that is suitable for most environments.

A1 signs can be used for both generic and site-specific information.

A2 portrait signs

A2 portrait signs are provided for a variety of scenarios. They can be used where specific information is required, or where sight-lines are short.

A2 signs can be used for both generic and site-specific information.

A2 landscape signs

A2 landscape signs are provided for a variety of scenarios. They should be used where pathways are narrow or where information requirements are minimal.

A2 signs can be used for both generic and site-specific information.

A3 signs

A3 signs are provided with a limited number of variations. They should only be used where there are strict limitations on available space, or where larger signs might limit visibility or create a safety hazard.

A3 signs don't offer long sight-lines or good visibility at a distance.

1.3.2 Choosing the right sign design

There are a number of things to consider when choosing the right sign to use.

Balancing content with re-usability

Within the temporary signage suite there are different designs that perform similar roles.

Site-specific sign types are more expensive to produce and are less responsive to project changes. However, these signs provide a high level of local context for unfamiliar visitors to an area.

Generic signs have a high level of responsiveness to changes on site. However, they may not provide enough information for visitors to make decisions.

The choice between types of signs used at a given location is context dependent

Sign type			
Design <ul style="list-style-type: none">Is the sign generic or has it been custom designed?	Site-specific information design	Site-specific location design	Generic breadcrumb design
Permanence <ul style="list-style-type: none">The length of time a sign is in use justifies sign choice	Long term (months)	Mid term (weeks)	Temporary (days)
Local acceptance <ul style="list-style-type: none">Will the sign be relevant to local stakeholders?	Relevant to a specific location	Relevant to a direction or area	No local relevance
Expense to project <ul style="list-style-type: none">Can a sign be recycled or reused across a disruption?	Project specific	Locally reusable	Fully reusable
Integration with a location <ul style="list-style-type: none">How well does a sign reflect the location?	Area specific	Area specific	General purpose
Pedestrian confidence <ul style="list-style-type: none">How the sign relates to individual journeys	High reassurance	Mildly reassuring	Basic reassurance
Journey stage <ul style="list-style-type: none">Where on a journey the sign is best located	Initiates a journey	Initiates a journey or supports an existing journey	Supports an existing journey

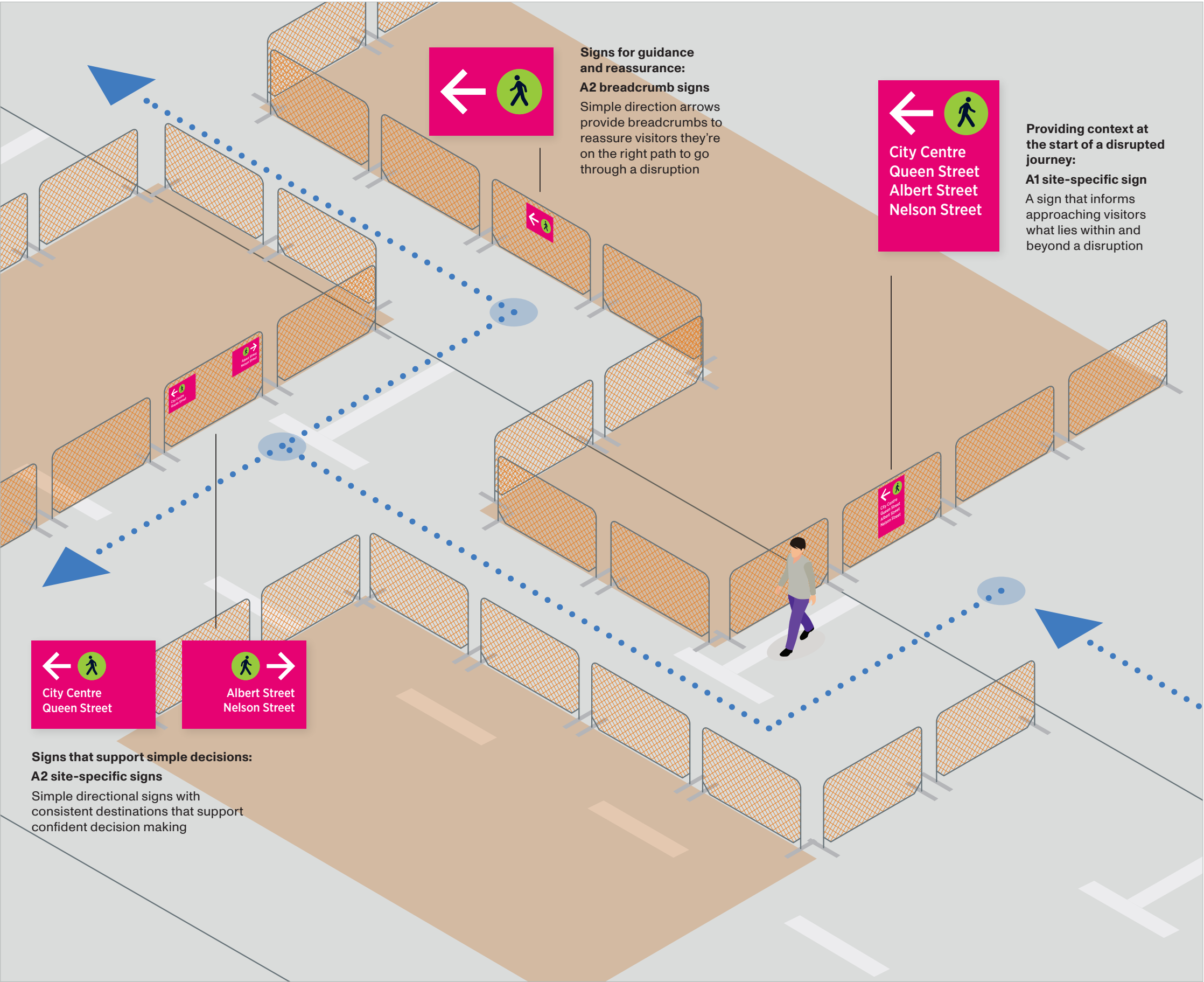
Sign sequencing

Site-specific signs

Large **site-specific A1** directional signs provide context at the start of a journey by showing what to expect in a disrupted area.

Site-specific A2 signs with consistent destinations support simple decisions within a disrupted area. These can be supplemented by signs supporting local businesses on a given pathway.

Generic A2 breadcrumb signs within a disrupted area to provide reassurance that a visitor is on the right track. These can be supplemented by signs supporting local businesses.



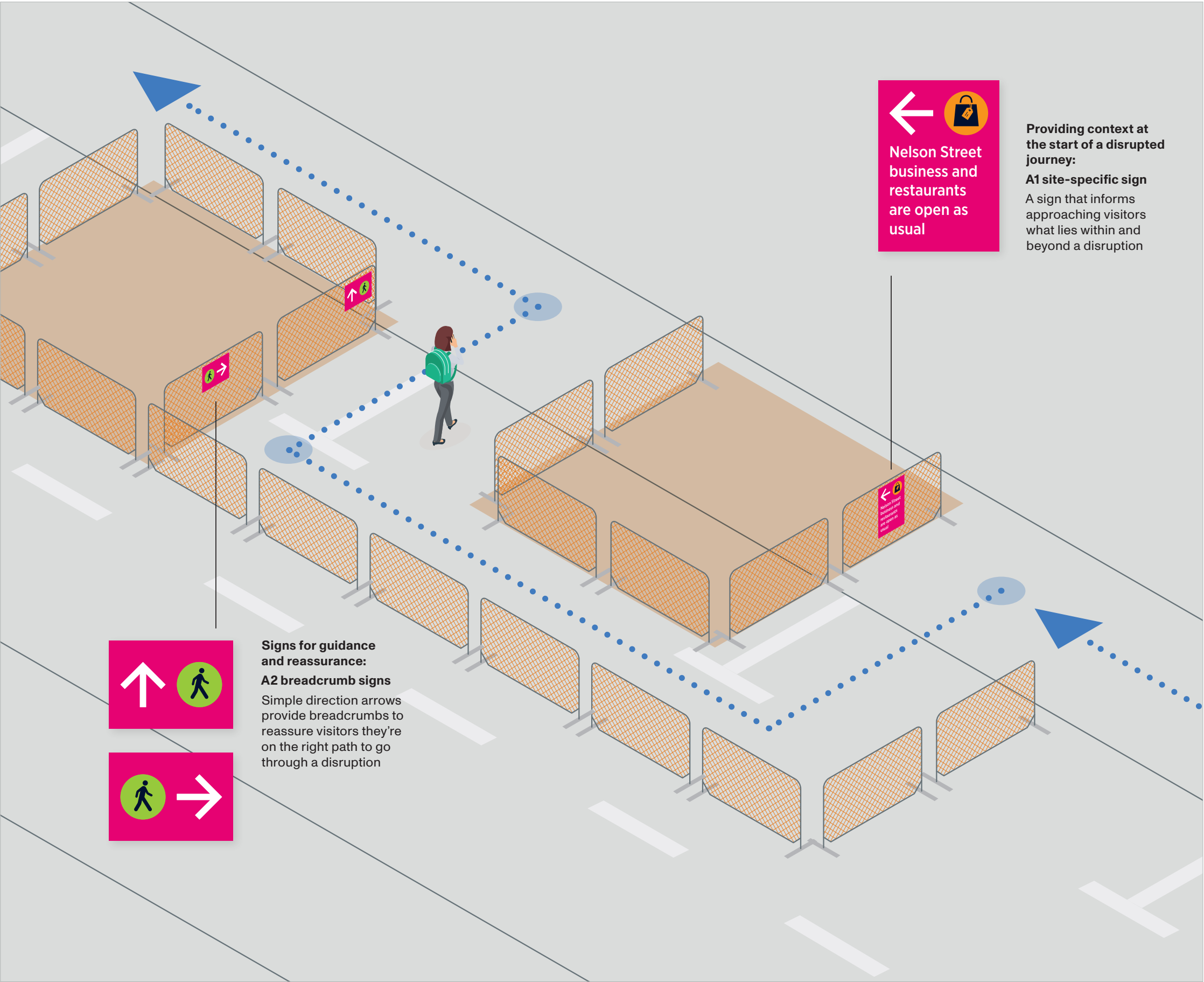
Sign sequencing

Generic breadcrumb signs

Large **site-specific A1 signs** provide context at the start of a journey by showing what to expect in a disrupted area.

Generic A2 signs perform as breadcrumbs within a disrupted area to provide reassurance that a visitor is on the right track.

These can be supplemented by signs supporting local businesses.



1.3.3 Writing sign content

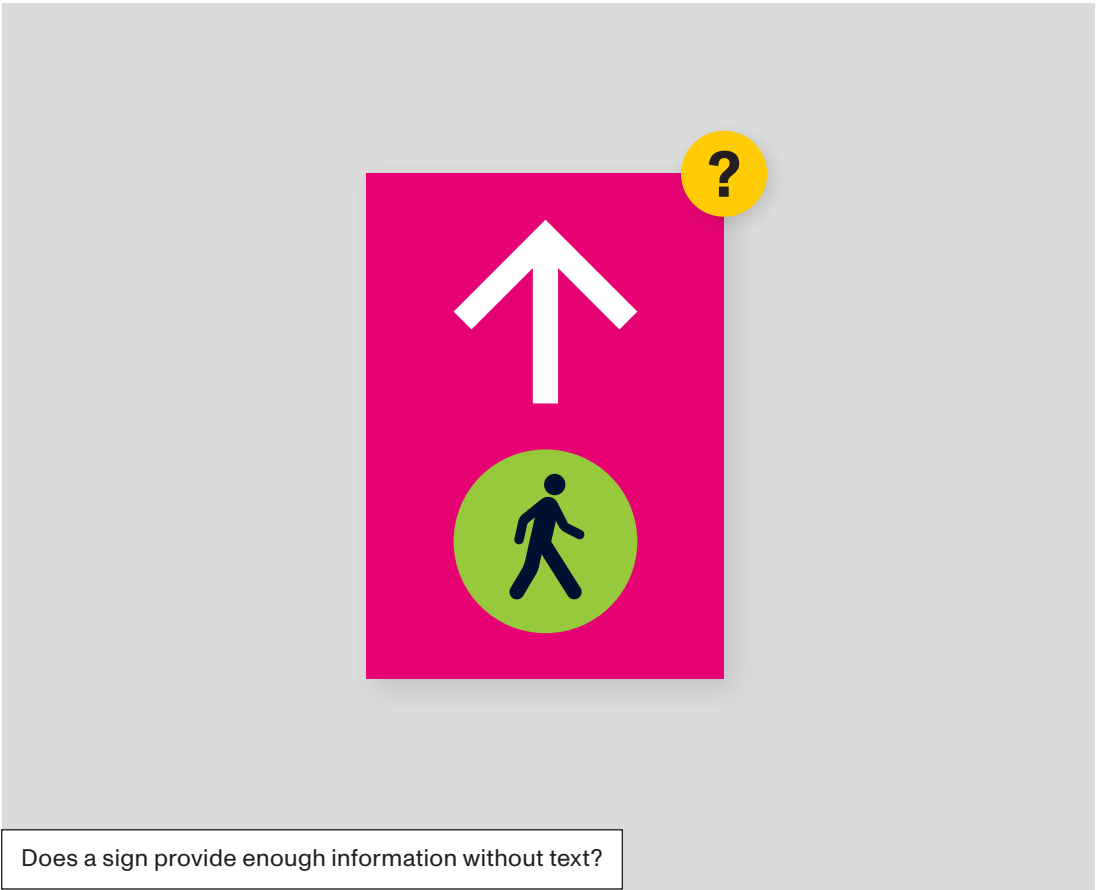
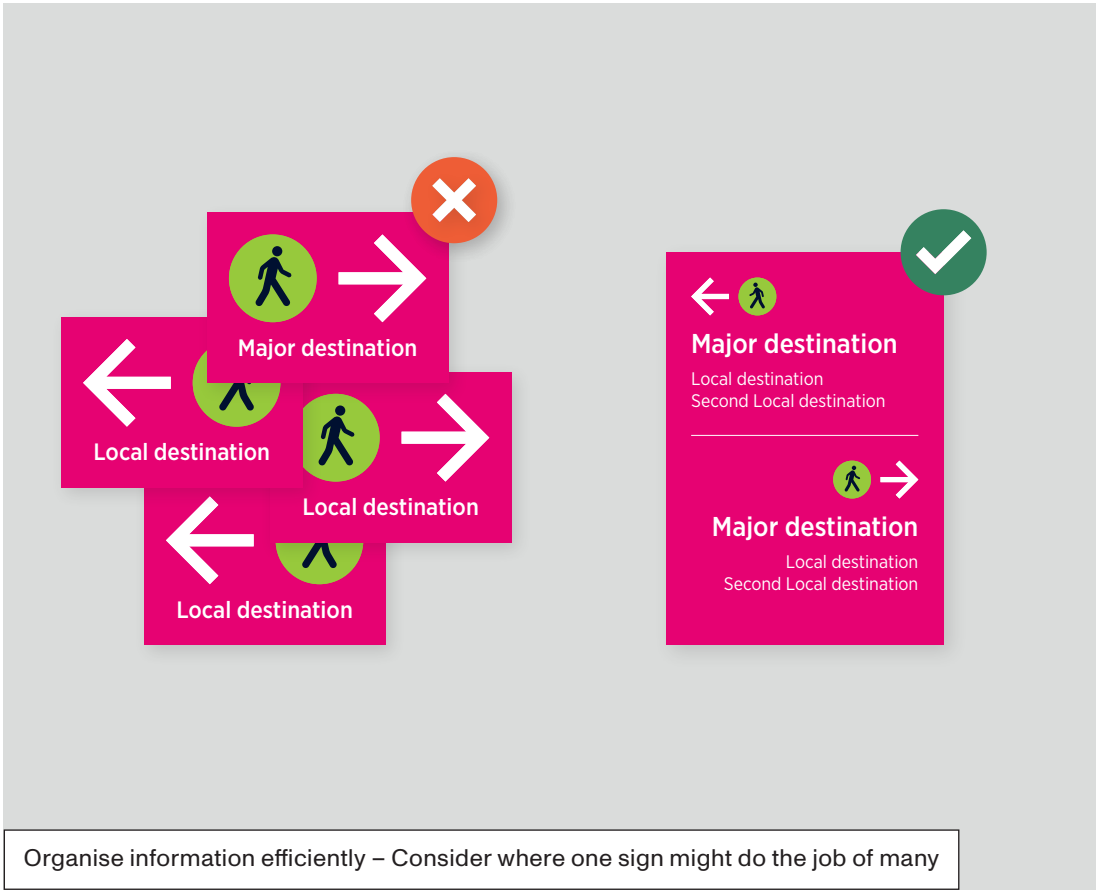
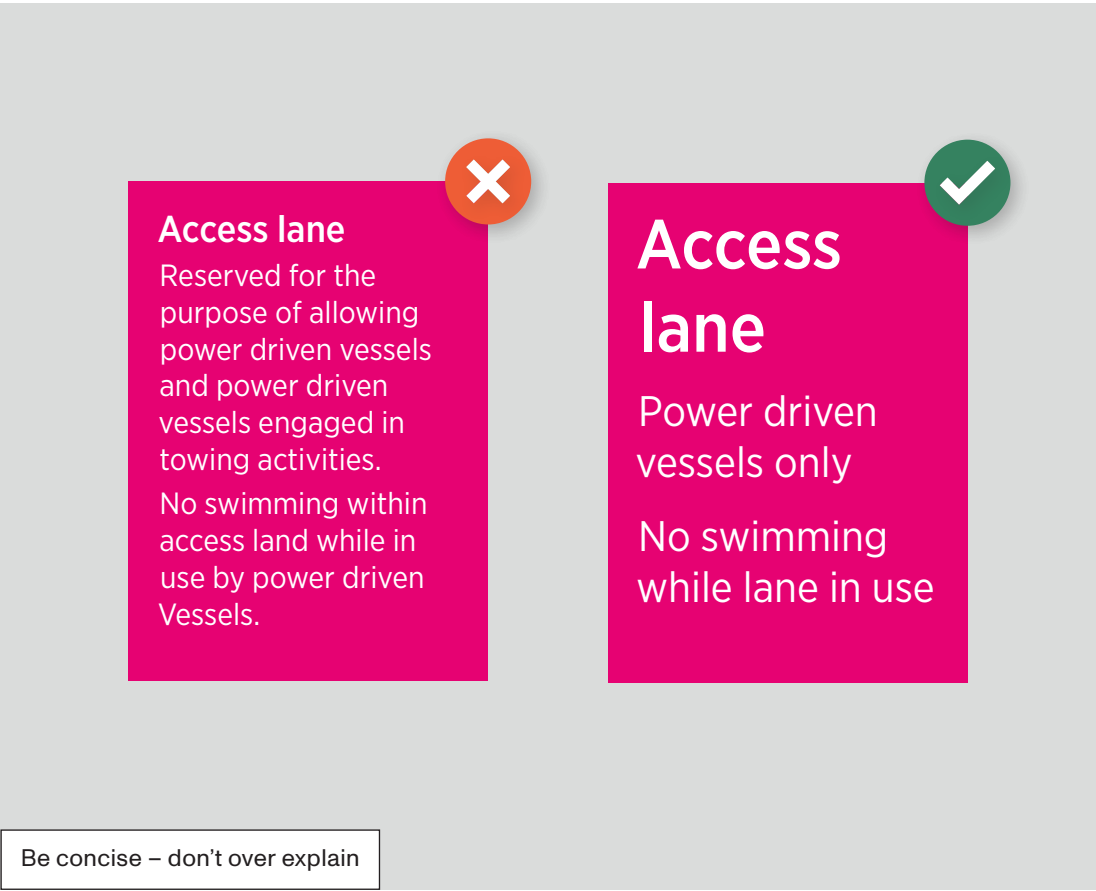
Wayfinding requires written content that is clear, concise and straightforward.

Writing for signs

Written content on signs should be:

- Concise
- Direct
- Inclusive
- Organised
- Provide context where required
- Balance too much and too little information
- Friendly in tone, rather than hierarchical or authoritarian

Section 1.1 of AT’s *Transport Design Manual for Signage (TDM)* offers specific advice for language use on signs.



Writing for signs

Signs should be written to aid a wide variety of people including, but not limited to:

- People for whom English is a second language
- May be neurodiverse, dyslexic or have low vision
- May come from different cultural backgrounds
- May be short-stay tourists or visitors.

With this in mind, signs should be written in plain English, avoiding jargon, legalese and pompous language.

A full glossary of words to use, and to avoid is available in Section 1.1 of AT’s *Transport Design Manual for Signage (TDM)*.

✗

Access Lane

Power Driven Vessels Only

No Swimming While Lane in Use

✓

Access lane

Power driven vessels only

No swimming while lane in use

Capitalisation - use sentence case, but capitalise proper nouns/names

✗

Access lane

Power driven vessels only

No swimming while lane in use

✓

Access lane

Power driven vessels only

No swimming while lane in use

Alignment - align text to the left, unless it is accompanying a right facing arrow

✗

Access lane

Power driven vessels only

No swimming while lane in use

✓

Access lane

Power driven vessels only

No swimming while lane in use

Spacing – signs with breathing space are easier to read

Use	Don't use	Note
Alcohol free	No drinking	
Bus Station		
Bus Stop		Manukau Bus station has bays, all other bus stops in the network are referred to as bus stops, or stops
Buses	Busses	
Buses replace trains	Bus replacement bus service	
CCTV Crime prevention cameras operating 24 hrs	CCTV cameras operating 24 hours	
City centre	"CBD, up town, mid town, downtown"	Instead of up, mid and down town use PCOs such as Atrium Square, Britomart etc.
Customer Service Centre	Ticket office	May be shortened to "Tickets/Information" on directional signs
Ferry terminal (or just "Ferry")	Ferries	Where space is limited "Ferry" may be used on its own
Help	Assist	
Inbound (trains only)	Northbound	This applies to trains only, and is used in conjunction with City centre (Buses) Northbound is used on the Northern Express Busway only
Outbound (trains only)	Southbound	This applies to trains used in conjunction with end of line eg. Manukau
Overbridge	Overpass	
Mail	Westfield Mail	No commercial names to be used
Mens toilet/Wom	"Male toilet, gents toilet"	
... info	Reserved for the use of ...	E.g. "cardholders only" not "reserved for the use of cardholders"
Pick up & drop off	Kiss n Ride	May be shortened to just Pick up if space is limited
Plan	"What's, gals, info, postcard"	
Plm 2.3.4	Plm 2.3 and 4	do not use punctuation or 'and' on signage between numbers
Platform		This is used for train stations only
Please walk	Do not run	
Please walk your bike	Do not cycle	
Slow	"Slow down, go slow"	
Smoke free	No smoking	
Station	Train station	
Stops A B C	Stops A, B and C	do not use punctuation or 'and' on signage between numbers
Taxis	Cabs	
Town centre	Village	unless a singular noun such as "Albany Village"
Waiting area	Waiting room	
Way out	Exit	"Exit" is reserved for the exit signs
Women's toilet/Women	"Female toilet, ladies toilet"	
Underpass	Tunnel	

Standardised vocabulary - available in AT's TDM

Bilingual signs

While a majority of signs for disruptions should be presented in English language only, there are specific scenarios where te reo Māori content can be incorporated. These scenarios include:

- Signs that point to destinations with dual names such as those gifted by local Mana Whenua:
E.g. Te Ara I Whiti – The Lightpath
- Signs where specific project requirements necessitate the inclusion of te reo Māori content alongside English language.

Where te reo Māori language is included, the following guidelines apply:

- Te reo Māori text should always precede English language text.
- On bilingual signs, te reo Māori text should be presented in the *Gotham Narrow Medium* font, English language text should be presented in the *Gotham Narrow Book* font.



1.3.4 Universally accessible journeys

Disrupted environments should have maintained, inclusive and accessible pathways by default, and have labelled alternatives when these can't be ensured.

Supporting universally accessible journeys on signs

Pre-planned journeys

Many people with specific accessibility requirements pre-plan their journeys around features they need. When making changes to the streetscape, always provide well marked alternatives for existing features such as ramps and Tactile Ground Surface Indicators (TGSIs).

Additional consideration should be given to lifts and escalators that may be present in nearby arcades and malls. These may provide important links between streets.

Advanced warning

Always consider the full length of a journey through a disrupted precinct. Provide warnings early so that people with additional mobility requirements such as wheelchairs don't have to guess whether a pathway is suitable, or backtrack to find another way around.

Wheelchair (and other) accessibility symbols

Pathways that are accessible for people in wheelchairs also support people with prams, suitcases and walked bikes. When it is impossible to guarantee a universally accessible pathway, use the combined symbols for universal access to indicate a safe alternative path for a wide range of people.

A2 Landscape single destination sign

To support a simple decision or provide reassurance on a path. Indicates a safe path for a wide range of accessibility needs.



A1 Portrait directory sign

Supporting a simple decision on a path. Indicates a safe path for a wide range of accessibility needs.



1.3.5 Supporting local businesses

Local businesses can be severely impacted by even small disruptions. Supporting them through periods of disruption is an important project consideration.

Signs for local businesses

Signs supporting local businesses.

Allowing businesses to use their own brands on signs offers a vital navigation short-cut for both their regular customers, and those who are discovering them for the first time.

With this in mind, businesses should be able to design their own signage, adhering to their own brand standards to support their customers.

Where businesses don't have access to design resources, this service should be provided by the project and utilise the Auckland's Future in Progress (AFIP) brand.

Directories and maps

When major projects impact on large numbers of local businesses, consideration should be made for maps and directories of local businesses.

Directories and maps should utilise the Auckland's Future in Progress (AFIP) brand.

Maps and directories should only appear at dwell spots, or on the approach path to a disrupted area, and should not appear along pathways or in the middle of busy spaces.



Suggested AFIP A1 portrait local business sign – design illustrative only



Use a clear hierarchy – Organise directory listings into categories to help visitors find what they need quickly

Suggested AFIP A0 landscape local business map – design illustrative only



Suggested AFIP A2 Landscape local business sign – design illustrative only

Only use arrows when they aren't provided by nearby disruption wayfinding signs. Signs with arrows are less re-usable when the site changes over time.



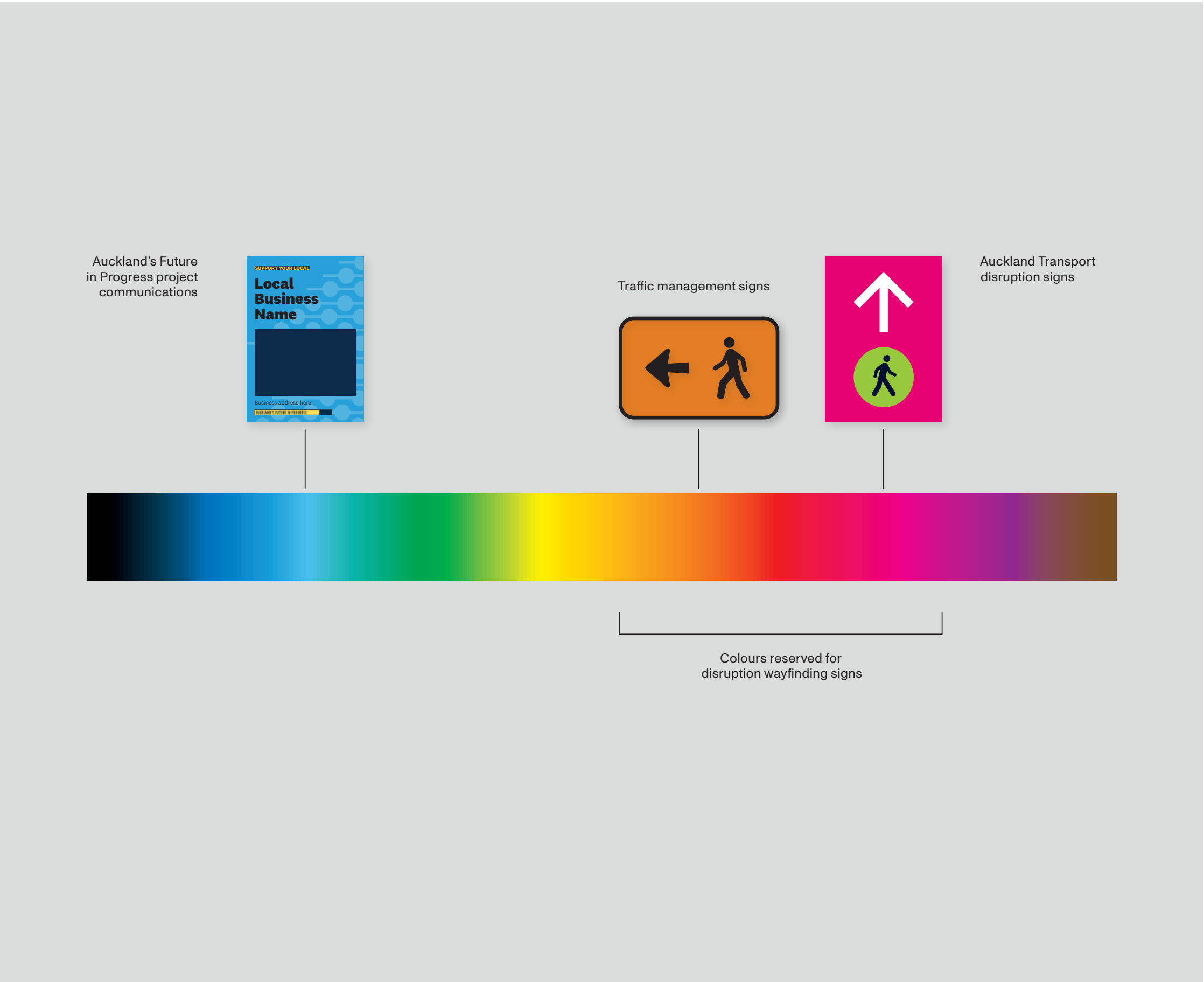
Businesses can design their own A1 portrait sign

Acceptable colours on local business signs

Where custom local business signs are designed, they should not use colours that are reserved for disruption or safety signs.

- Only Traffic management signs can be orange.
- Only Auckland Transport and Auckland Council disruption signs can be pink.
- Only Auckland Transport and Auckland Council caution signs can be red.

Colours that can be used to support local businesses include blues (as shown on Auckland's Future in Progress (AFIP) signs, greens, browns, purples, black and white.



Sign sequencing

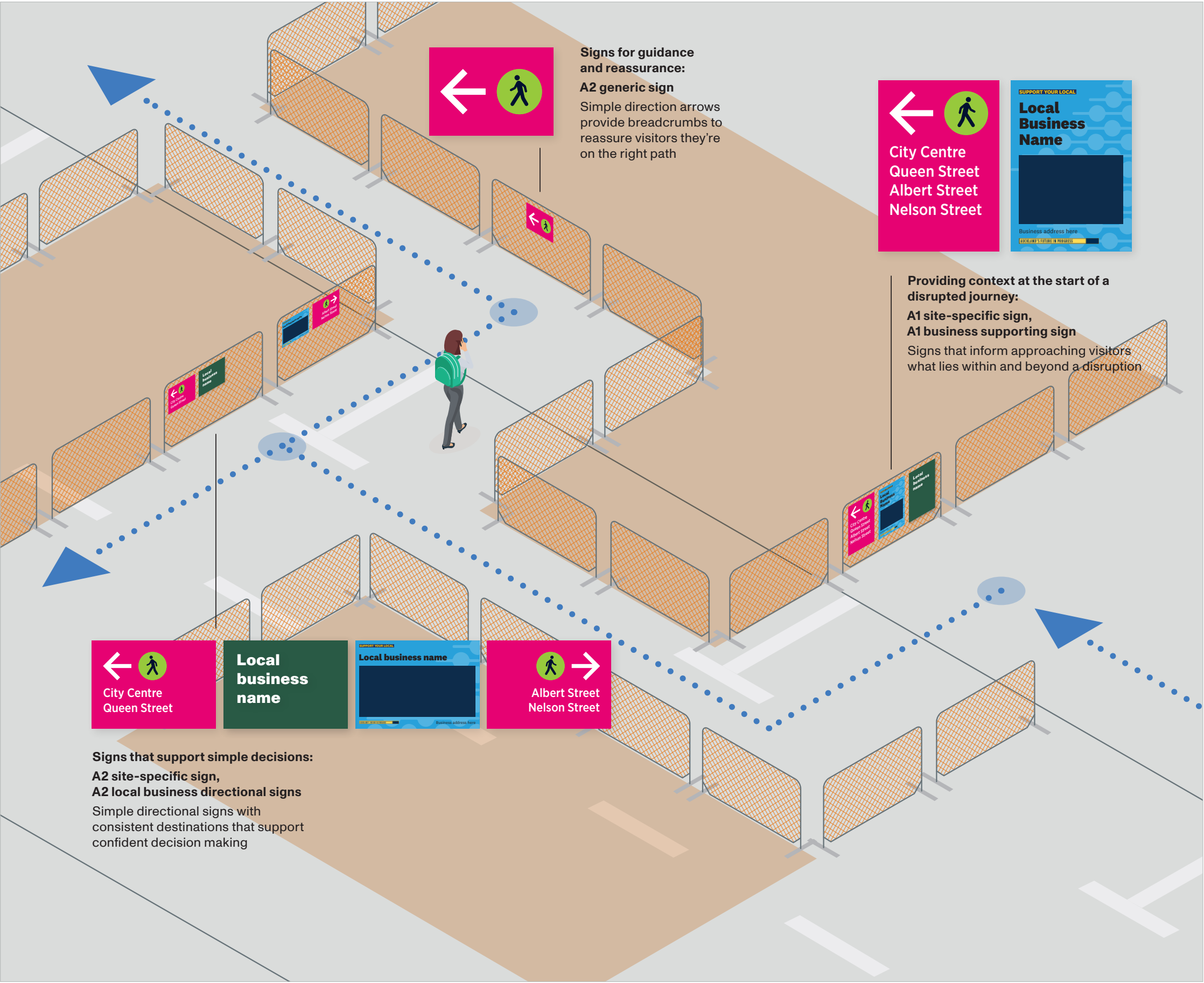
Local business signs

Large **site-specific A1** signs provide context at the start of a journey by showing what to expect in a disrupted area.

Site-specific A2 signs with consistent destinations support simple decisions within a disrupted area. These can be supplemented by signs supporting local businesses on a given pathway.

Generic A2 signs as breadcrumbs within a disrupted area to provide reassurance that a visitor is on the right track. These can be supplemented by signs supporting local businesses.

Local business signs should only use arrows where they aren't accompanied by a nearby disruption wayfinding sign.



1.3.6 Materials and finishes

Sign artwork can be printed onto different materials, and attached to different barriers found in a disruption.

Sign materials and finishes

Sign artwork can be printed onto different materials – avoid materials that are susceptible to water damage such as cardboard



1. Corflute

Corflute can be attached to any surface with cable ties, screws, nails.

Directional signs are printed directly to corflute.

Additionally, vinyl adhesives can be attached to corflute – E.g. directional arrows can be applied in-situ to provide greater flexibility in a changing environment.

Corflute signs enable people seeing through and around a disruption.

Corflute signs may add additional wind load to temporary fences so must be managed in severe weather.



2. Scrim

Scrim can be applied to a temporary fence either blank or printed.

Directional signs can be printed directly onto scrim, or it can be printed to corflute and attached over scrim.

Blank scrim offers an excellent backdrop that ensures clarity of attached sign content, but can be more susceptible to graffiti and is difficult to see through.

Scrim can be susceptible to light bleed, so should be avoided where legibility is important and back lighting is likely.

Scrim can cast shadows making pathways dark and preventing visibility of businesses.



3. Vinyl decal

Solid surfaces on hoardings can be used to hold directional signs on corflute or directly applied vinyl decals.

Use a matte vinyl to reduce reflections and include anti-graffiti films for long-term installations.

Vinyl decals on solid hoardings may block visibility around corners.



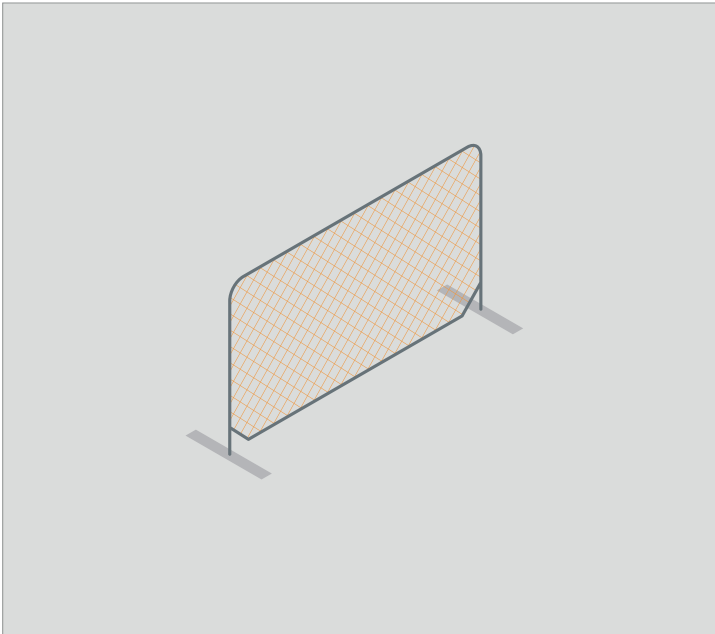
Materials to avoid:

Cardboard and paper are to be avoided for signs – even if laminated. These materials can be damaged by both moisture and sunlight and have short lifespans.

Signs printed by high quality ink jet printers for indoor use are likely to quickly degrade outdoors.

Fences, hoardings, barriers

Barrier types that are suitable for holding directional signs



1.2m temporary fence

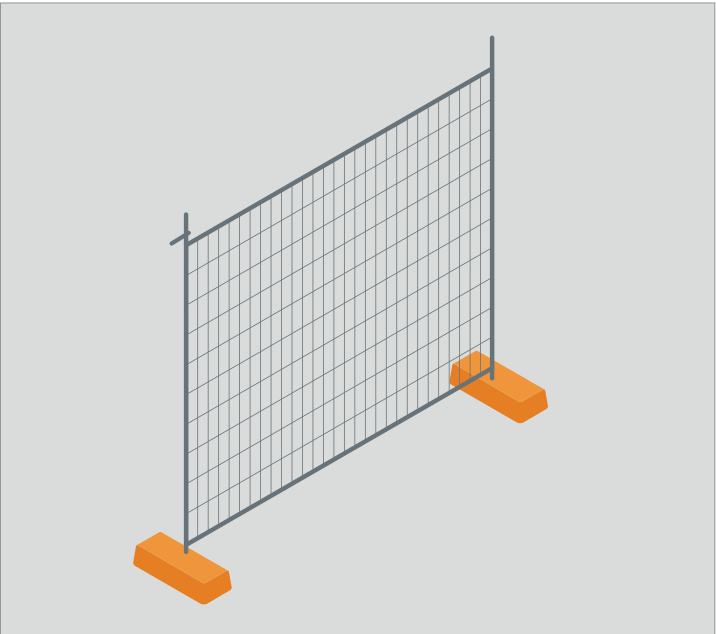
1.2m fences prevent access while maintaining visibility through a disruption.

Their lower height allows pedestrians to see across the disruption, making them ideal for maintaining visibility to local businesses.

These fences can be directly attached to the ground for longer term disruptions.

Fences offer flexibility – they can be moved depending on circumstance. **Note:** moving these fences may impact on attached directional signs.

Projecting feet may impact on through-disruption journeys for low vision pedestrians.



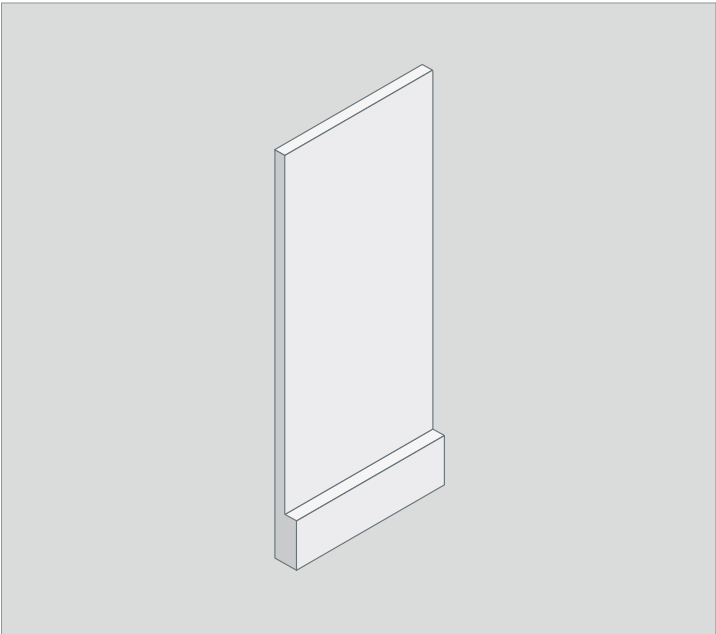
1.8m temporary fence

1.8m fences prevent access while maintaining visibility through a disruption.

These fences should be directly attached to the ground for longer term disruptions.

Fences offer flexibility – they can be moved depending on circumstance. **Note:** moving these fences may impact on attached directional signs.

Projecting feet may impact on through-disruption journeys for low vision pedestrians.



Hoarding

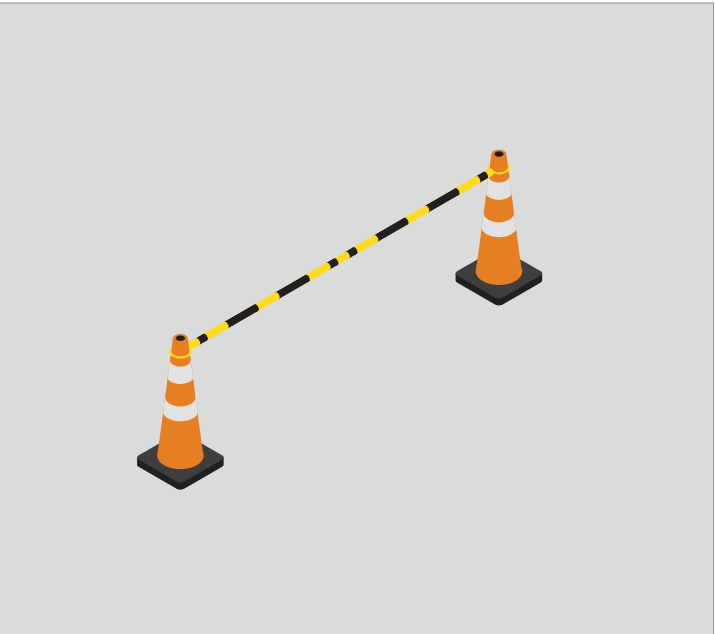
Hoardings offer clean long term surfaces for signs, communications and artworks.

Hoardings are less likely to move during the progress of a construction, so are more suitable for long term site-specific signs.

Hoardings restrict visibility and create shadows that may make a site unwelcoming.

Hoardings block visibility around corners so may impact on Crime Prevention Through Environmental Design (CPTED) requirements.

Footings offer flat, consistent surfaces to help low vision pedestrians traverse a disruption.



Retractable road cone bar

Also known as a Bumblebee.

Road cone bars are flexible and easy to move.

These barriers are not suitable for medium or long term disruptions, and therefore are not suitable for long term or site-specific directional signs.

Road cones offer no consistent edge for low vision pedestrians to follow.

Line of sight

It is important to consider the impact of fence and hoarding types.

Information on signs should sit between 0.7m and 1.8m above the ground to increase the viewing distance.

Scrim clarifies directional information by separating signs from busy backgrounds. But scrim may also obscure local businesses and landmarks, and create hazards around obscured corners.

Visibility:

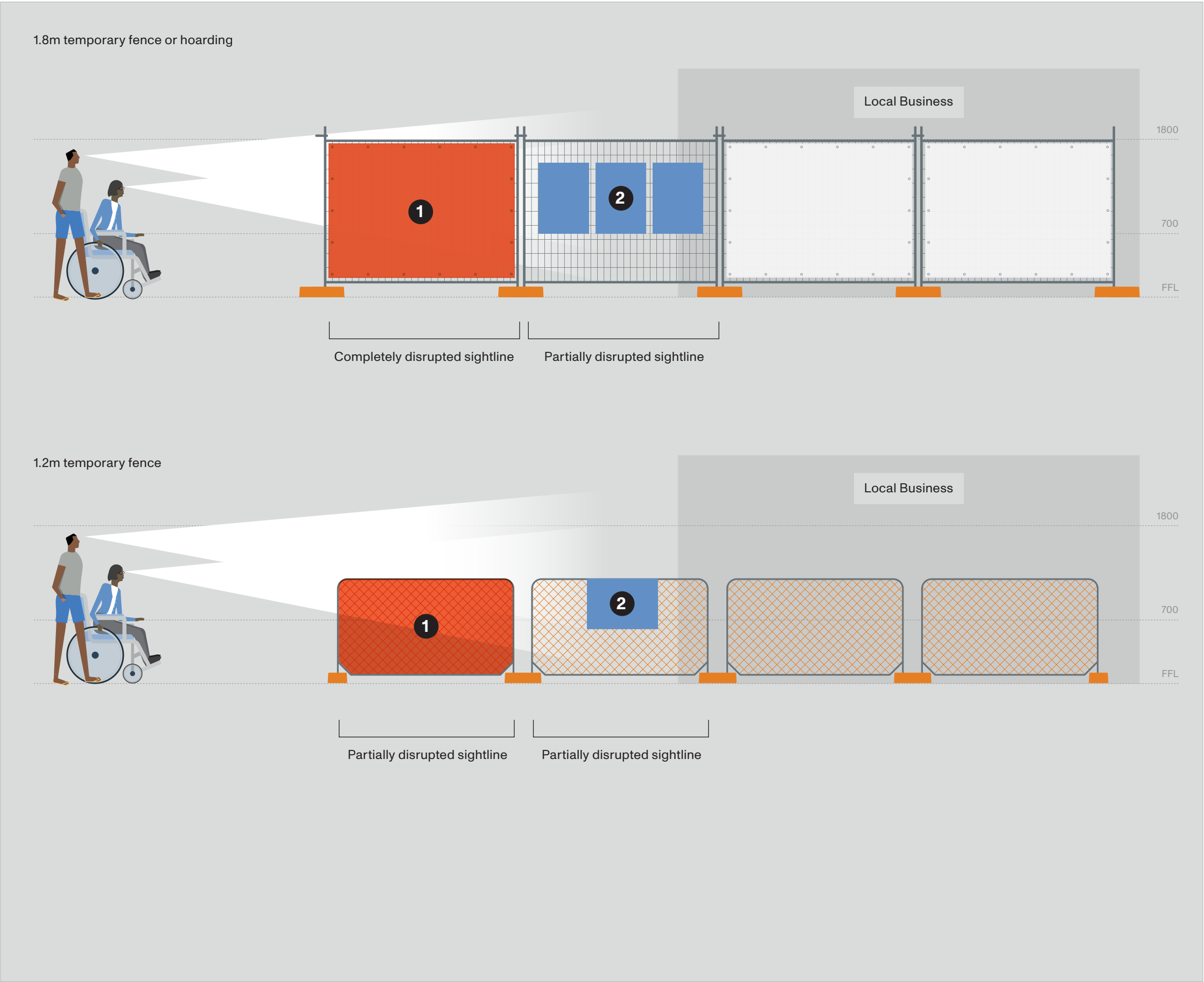
- Hoardings are likely to completely restrict visibility and may create blind or unpredictable corners. These areas may require additional directional signs.
- Scrim that covers an entire 1.8m fence will obscure visibility. These areas may require additional directional signs
- Signs on 1.2m temporary fences offer visibility across a disruption site. Sites with 1.2m temporary fences require fewer signs. However, signs on 1.2m fences are lower to the ground and may be obscured by pedestrian traffic.

1. Full coverage

- Blocks visibility but improves clarity by separating signs from the background.

2. Partial coverage

- Allows visibility through a site, but signs with a lot of content may be too low to be seen.



Patterns, artwork and ground markings

Carefully applied surface treatments can improve wayfinding clarity



Patterns

Patterns provide a simplified backdrop that improves sightlines and makes navigation clearer.

Patterns can provide a clean blank canvas for wayfinding signs and local support posters.

Patterns on scrim and hoardings can cast shadows making pathways dark and preventing visibility of businesses.

Patterns should not use the visual language of wayfinding or disruption – E.g. they should not use pink backgrounds or large arrows.

Site-specific artworks

Patterns provide a simplified backdrop that improves sightlines and makes navigation clearer.

Artworks on scrim and hoardings can cast shadows making pathways dark and prevent visibility of businesses.

Similarly to Project Communications, artworks can be placed on pathways or dwell spots, but shouldn't be used at decision points on a journey.

Artworks should not use the visual language of wayfinding or disruption – E.g. they should not use pink backgrounds or large arrows.

Ground markings

Directional wayfinding on applied ground markings can be used to supplement breadcrumb signs around difficult to navigate environments.

Ground markings have short life spans and quickly become damaged by foot traffic.

Ground markings have low viewing angles and are easily obscured by pedestrians.

Unmaintained ground markings contribute to clutter. They should not be used unless maintenance or removal can be assured.

Tactile Ground Surface Indicators

TGSIs or painted lines can be temporarily applied to highlight or mark edges or temporary crossings for both people with low-vision and people who are fully sighted.

A combination of TGSIs and wayfinding may be required in busy locations to clearly indicate pathways through disruptions.

There are specific requirements for the deployment of TGSIs. Temporary applications must adhere to these requirements.

1.3.7 Sign placement and content

Bringing together all the parts to create a sign allocation plan. Where a sign is located in turn defines what information should go on it.

Sign placement and content:

1. Destinations

Map out major and local destinations noted during the exercise in *Chapter 1.2: What information goes on signs*. Include those out of the immediate disruption zone that might form important navigation aids.

Understanding how a disruption impacts access to different locations helps to define what information is required on signs.

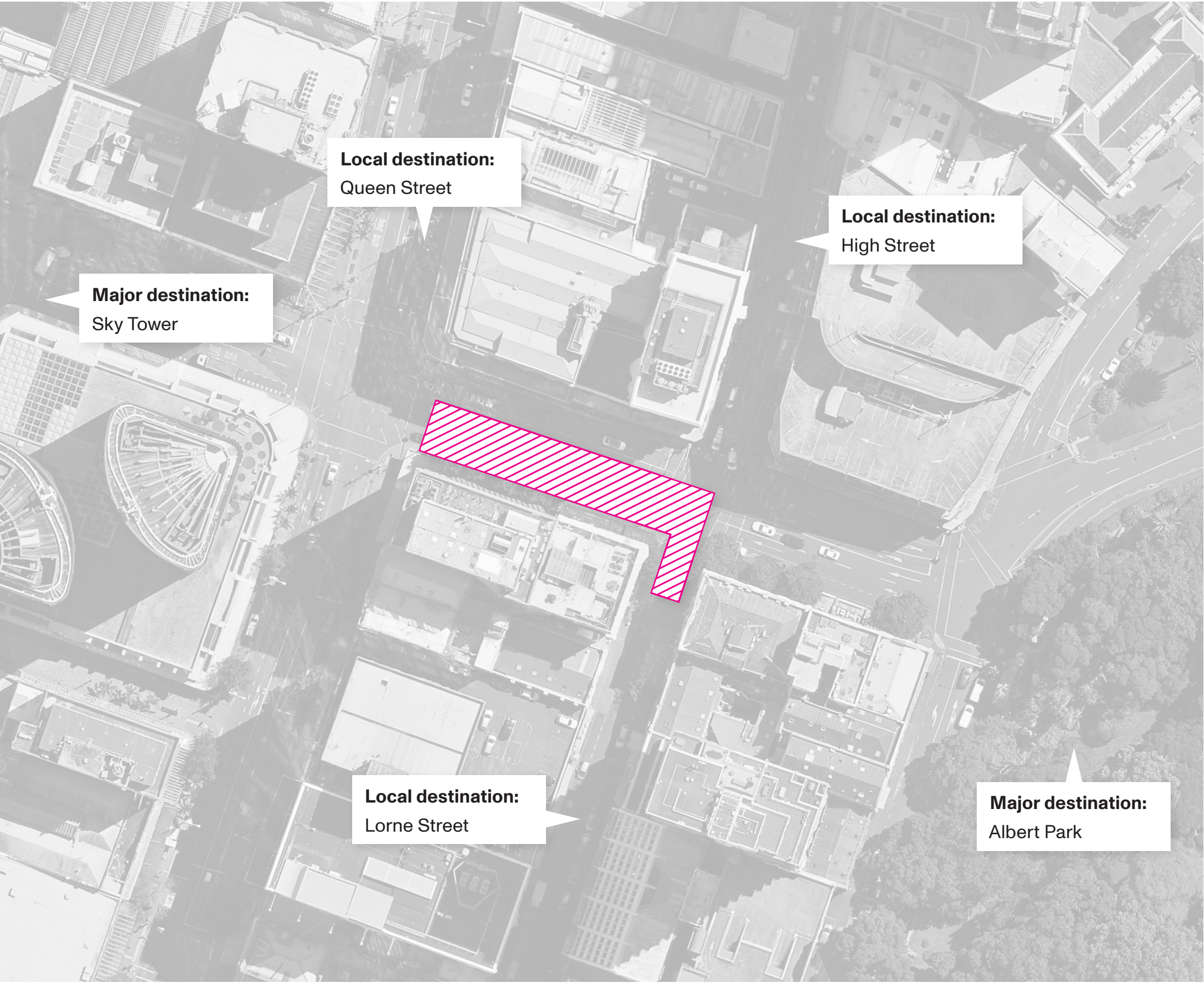


Sign placement and content:

2. Disruption

Mark up the approximate disruption zone on the map alongside the major and local destinations.

This informs how access to the area will be impacted.

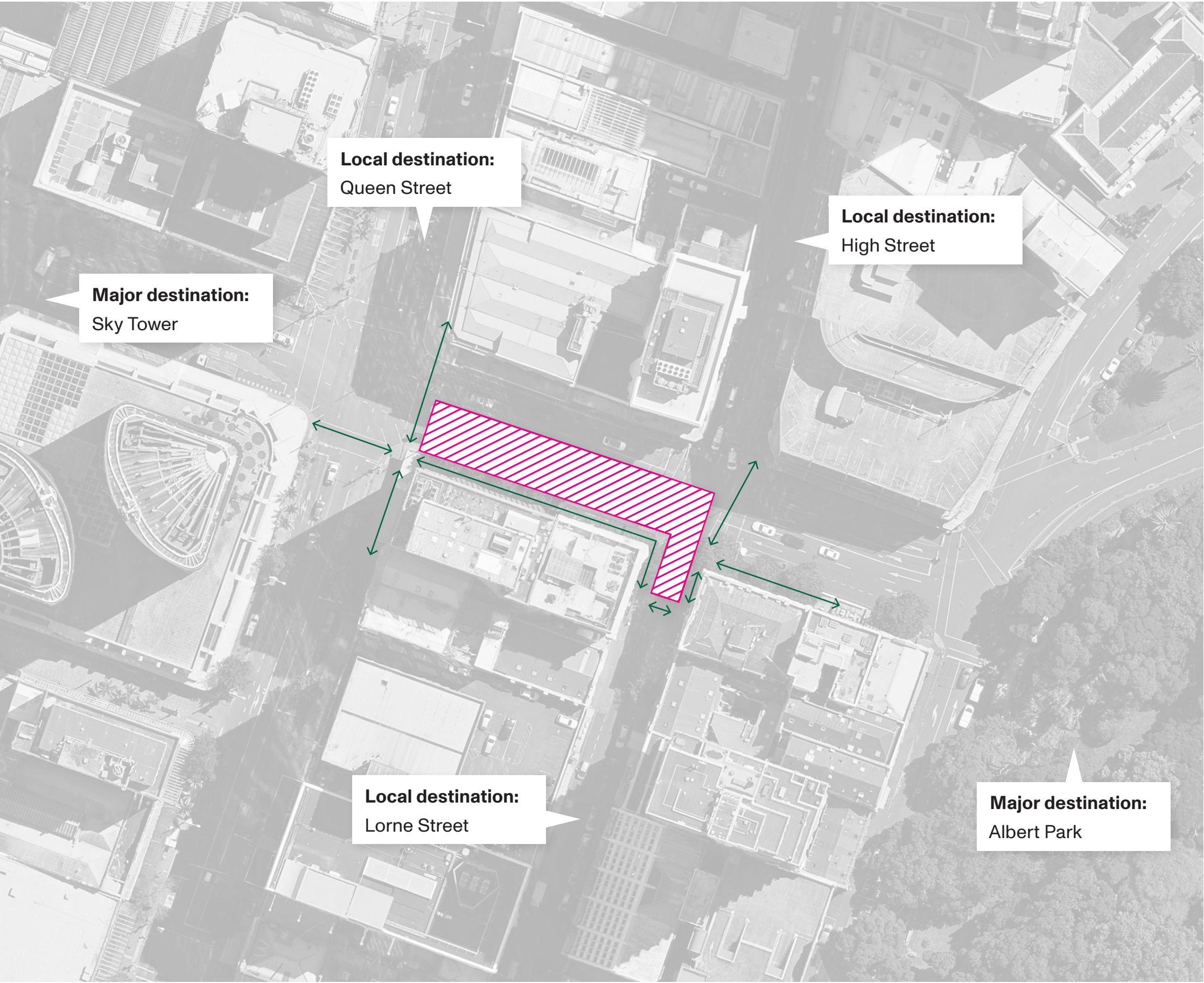


Sign placement and content:

3. Pathways

Plot pathways around and through the disruption zone on the map.

This informs how we might expect visitors to traverse the disruption zone.

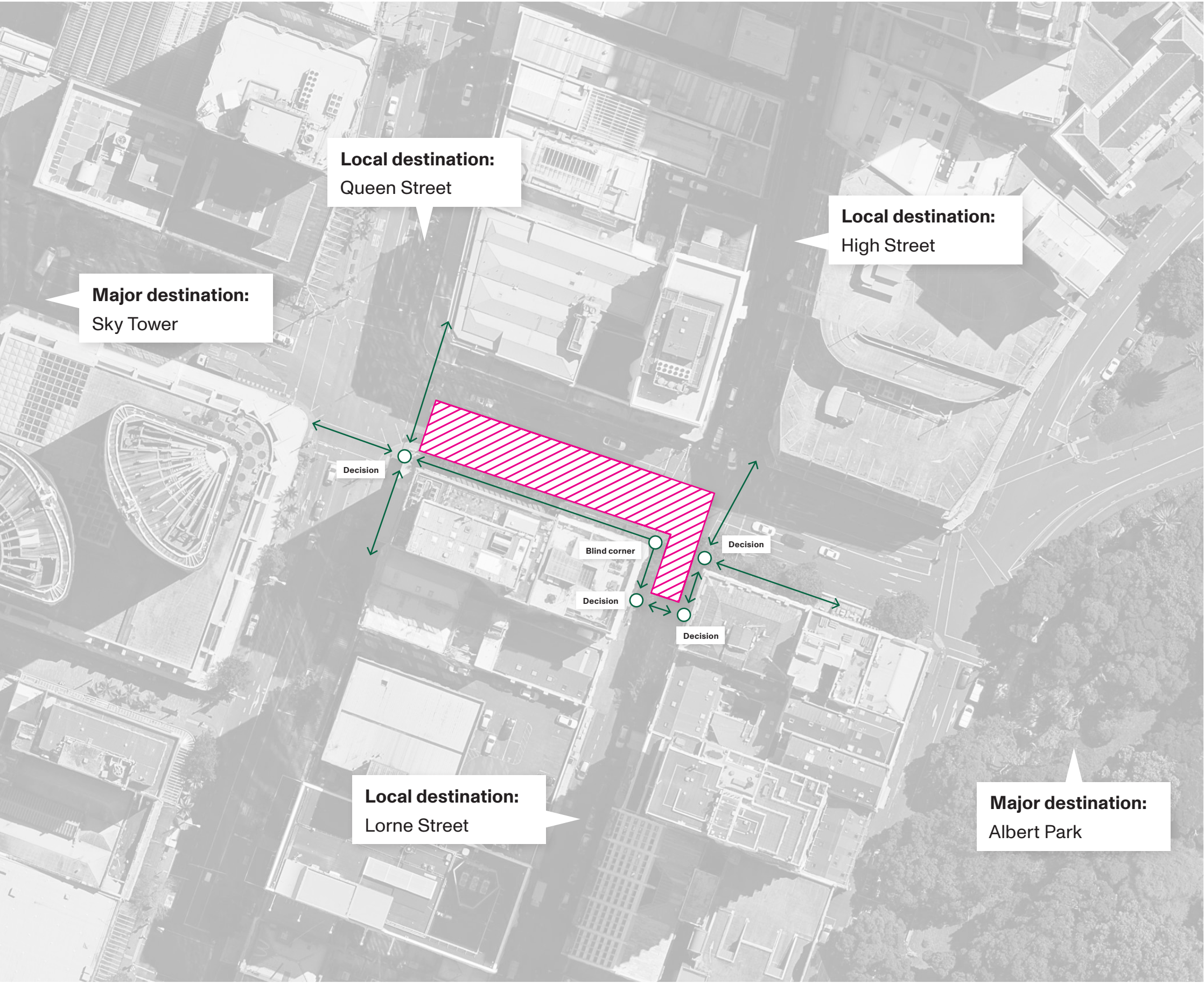


Sign placement and content:

4. Decisions

Mark on the path where visitors will be faced with a journey decision.

Also include points where blind corners or long pathways prevent intuitive navigation.



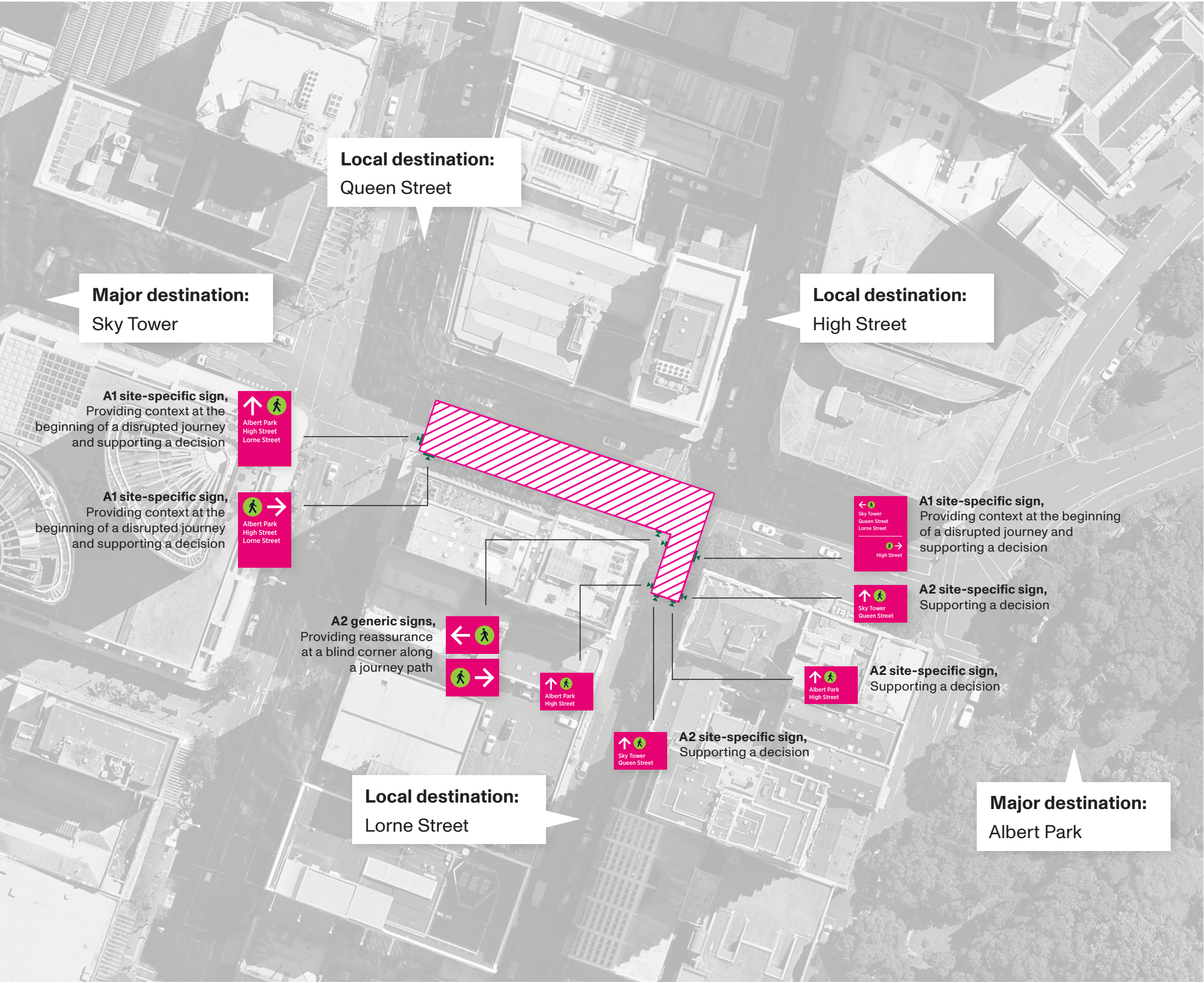
Sign placement and content:

5. Allocating signs

Choose sign content based on major and local destinations, and sign locations based on decision points.

Long term disruptions or locations that won't change much should use site specific sign types that provide context.

Short term or frequently changing disruptions should use generic sign types that can be re-used or moved regularly.



1.4 Deploy

A wayfinding plan is created by combining knowledge about the location with the tools that are available.

Deploy

This section informs where different sign types should appear, how they interact with each other, and how they should be considered within the disrupted environment. This allows for accurate procurement of sign products.

For response managers and contractors

Sign sequencing

There are 4 key types of temporary sign that may be deployed within an active disruption zone:

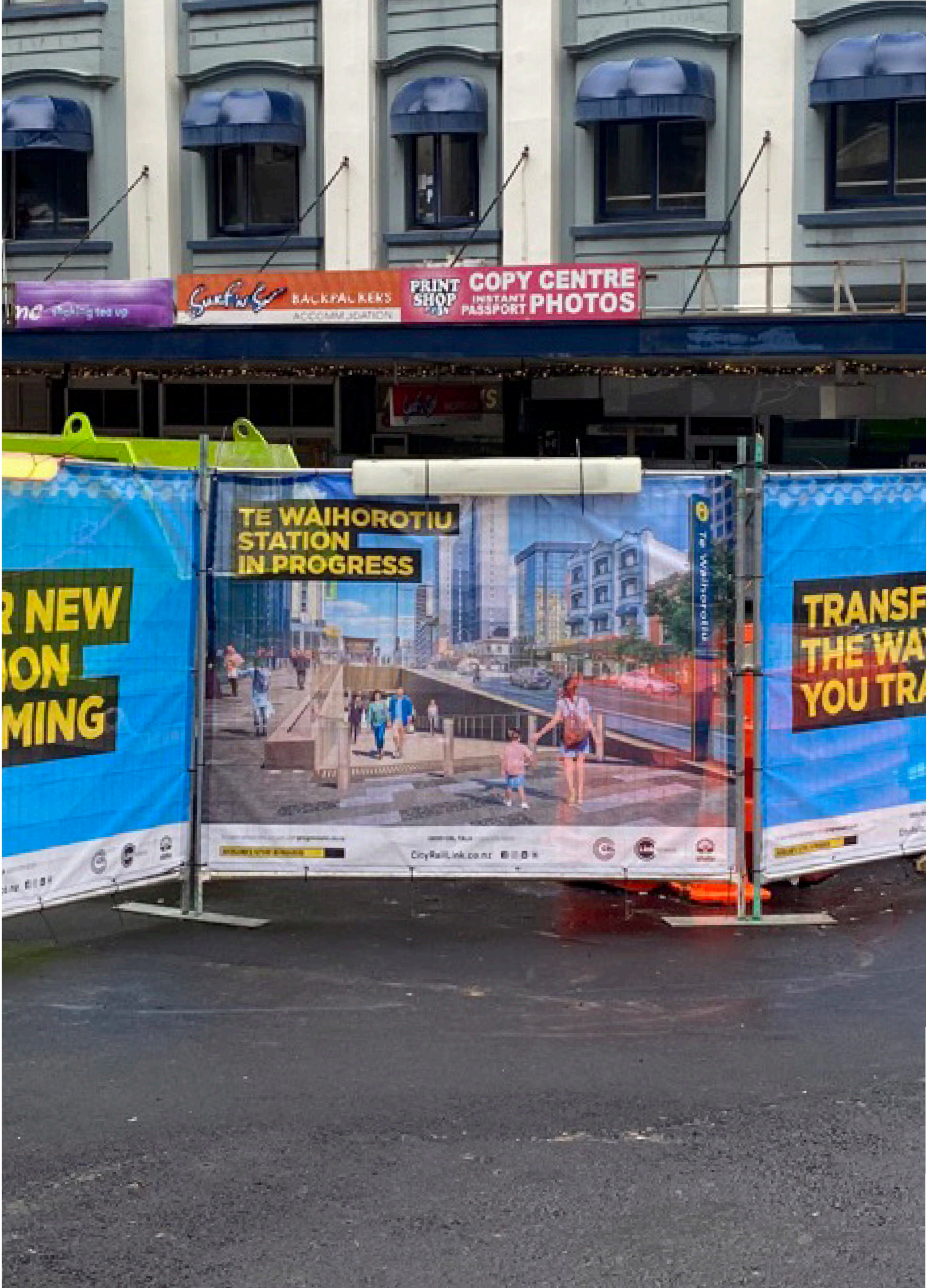
- Wayfinding directional signs
- Local business support
- Project communications
- Operational and regulatory signs

Additionally, artworks and patterns can be utilised in specific circumstances.

Example scenarios

Each disruption poses unique scenarios that have to be managed and no two disruptions are alike. The following pages provide examples of how some common scenarios might be resolved.

The pages in this section offer guidelines on how these different sign types are brought together on the disruption site.



1.4.1 Sign placement

There are 4 key types of sign that may be deployed within an active mode disruption.

Sign order of priority

The following pages provide guidance on how different signs should be sequenced around disrupted environments



1. Wayfinding

Directional and information signs manage how people navigate the disrupted environment.

- Directional signs are placed at decision points in a journey.
- Directional signs should be best placed to maximise visibility on approach.
- Directional signs should be clearly defined from other signs in the environment using pink backgrounds and directional arrows.

2. Local business support

Signs that specifically address the negative impacts of disruption on local stakeholders.

- Business support signs should not use the visual language of wayfinding or disruption – E.g. they should not use pink backgrounds or large directional arrows that might distract from wayfinding signs.
- They can be placed alongside wayfinding signs at key decision points and along a disrupted pathway.
- Business support signs can use own-brand colours where they don't conflict with wayfinding signs.

3. Project communications

Signs that inform and educate people about the scope and time-line of a disruption.

- These signs encourage tolerance of a disruption by providing evidence of its long term benefits.
- They should be strategically located in areas where they can be read without disrupting traffic flows. E.g. near public seating, pedestrian crossings, outdoor seating at restaurants.
- They should not be placed where active decisions are required.
- To maximise their impact, they should not be used as a general purpose coverall for hoardings or fences.

4. Operational and regulatory

These signs manage safety and access for staff in the disruption environment.

- There are specific requirements for where these signs appear on site.
- Operational and regulatory signs should use the appropriate NZTA or industry specific design templates.
- Signs should be visibly separated from other sign types, away from pedestrian pathways.

Clear space

It is important that directional wayfinding isn't crowded by competing information. Clear space should be maintained around signs.

Corners on 1.8m fences must be kept clear of all signs, allowing visibility through the fence to prevent collisions and to meet CPTED requirements for personal safety. Where possible this should extend at least one 1 x sign width from the corner.

1. Wayfinding

Wayfinding signs are the priority at corners and decision points. Clear space with no other signs should extend to the natural edge of a fence in the direction of travel, or a minimum of 1 x sign width on a hoarding.

2. Local business support

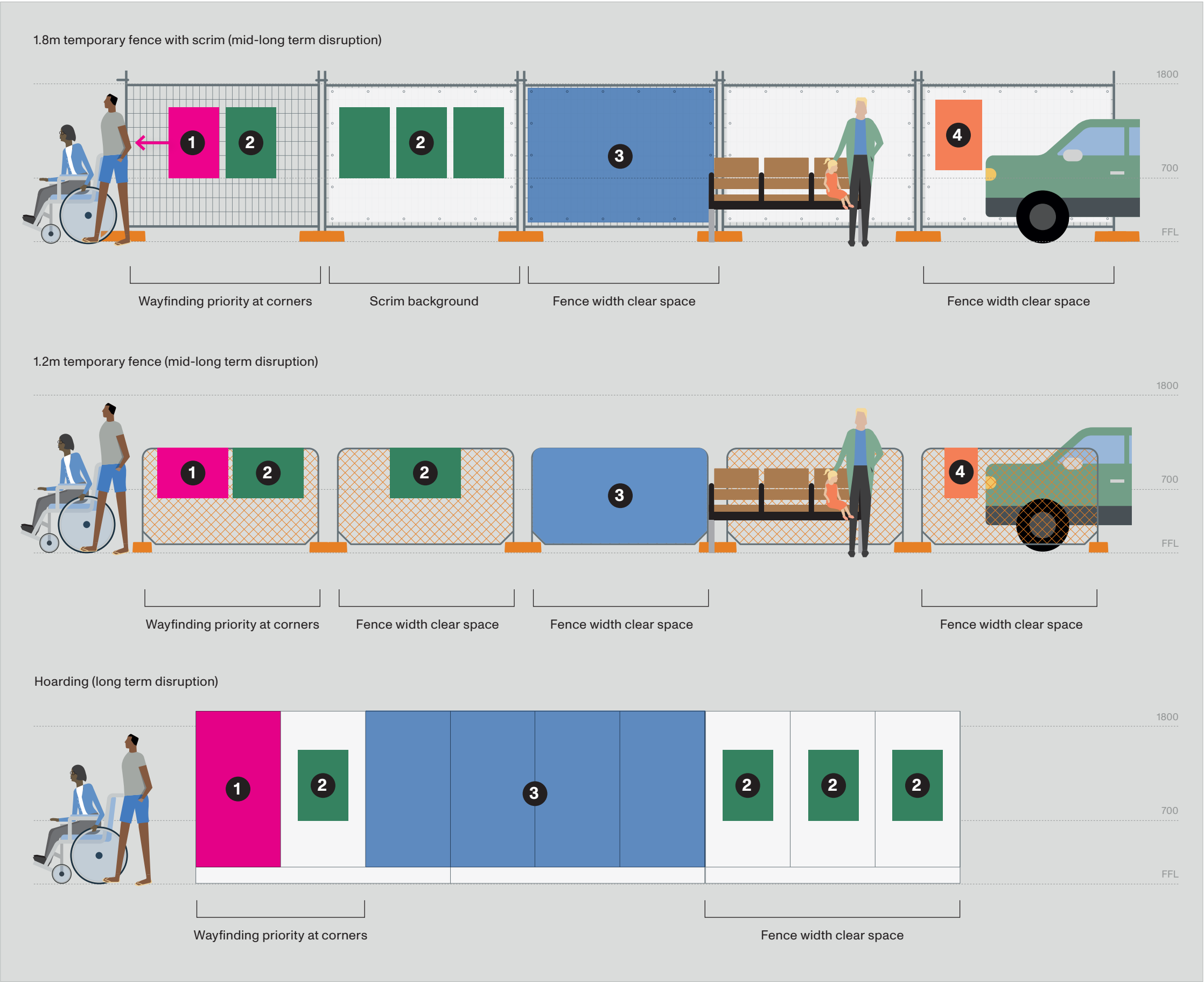
There may be multiple posters supporting local businesses in sections dedicated to local business support.

3. Project Communications

Clear space free of other signs at the edge of project comms should extend to the natural edge of the nearest fence or hoarding.

4. Operational signs

Operational and regulatory signs should not share space with other sign types.



Sign sequencing on pathways

Signs are sequenced in order of priority for navigation, and to maximise the visibility of each at appropriate stages of journeys.

1. Wayfinding

Directional signs always take priority in the direction of travel at decision points along a pathway.

2. Local business support

Local business signs may support wayfinding signs at decision points and appear along a disrupted path towards the relevant business.

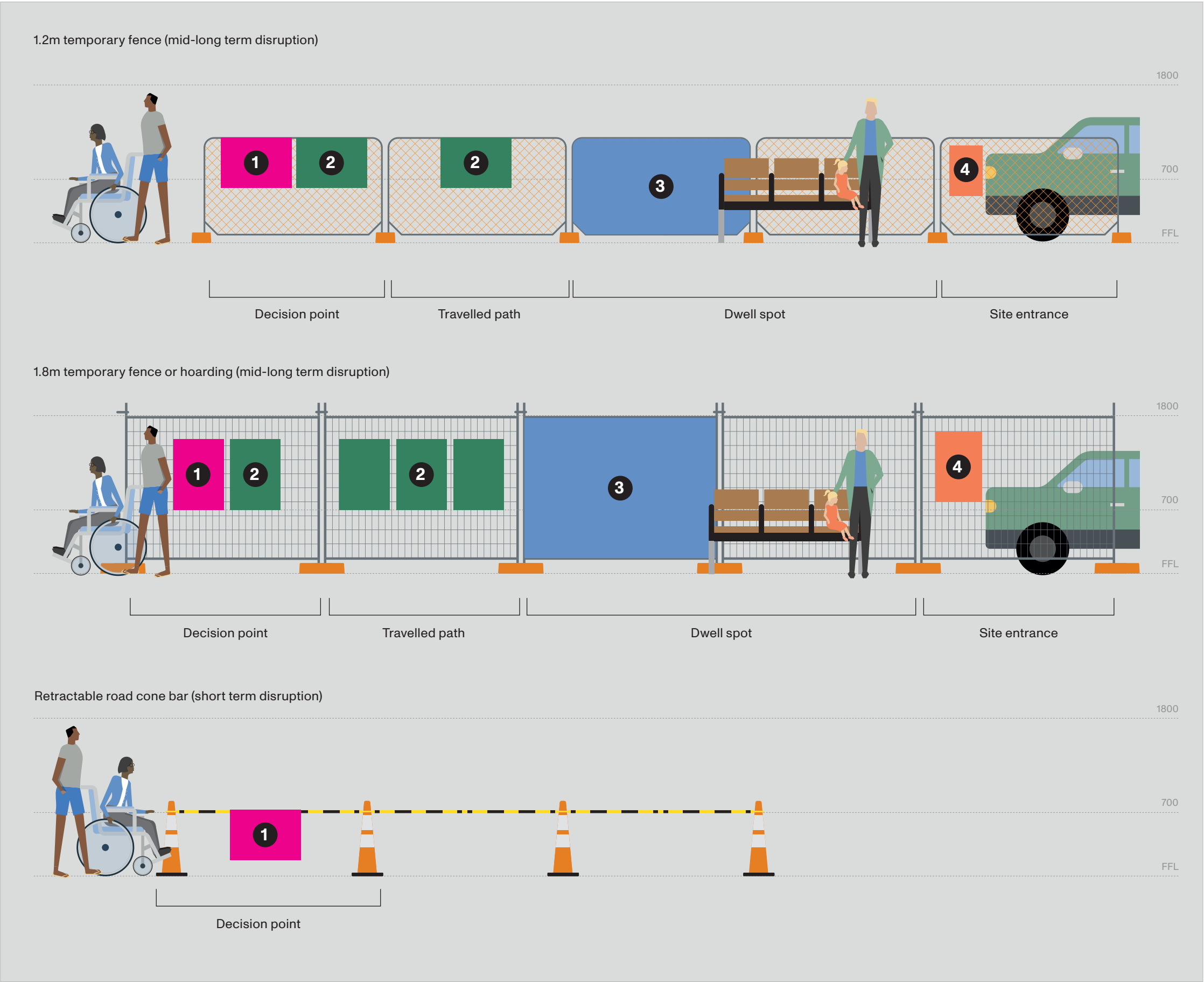
3. Project Communications

Project communications appear at dwell spots along the path, or at spots where readers are unlikely to disrupt movement.

4. Operational signs

Operational and regulatory signs appear near relevant site entrances where required.

Datum: Where possible, important information such as destinations and headers should sit between 0.7m and 1.8m above the ground.



Sign sequencing near gateways

Barriers near gateways or with blind corners require clear fences to allow pedestrians visibility of oncoming traffic.

1. Wayfinding

Directional signs always take priority at decision points along a journey.

2. Local business support

Site-specific local business signs may support wayfinding signs at decision points and appear along a disrupted path towards the relevant business.

3. Project Communications

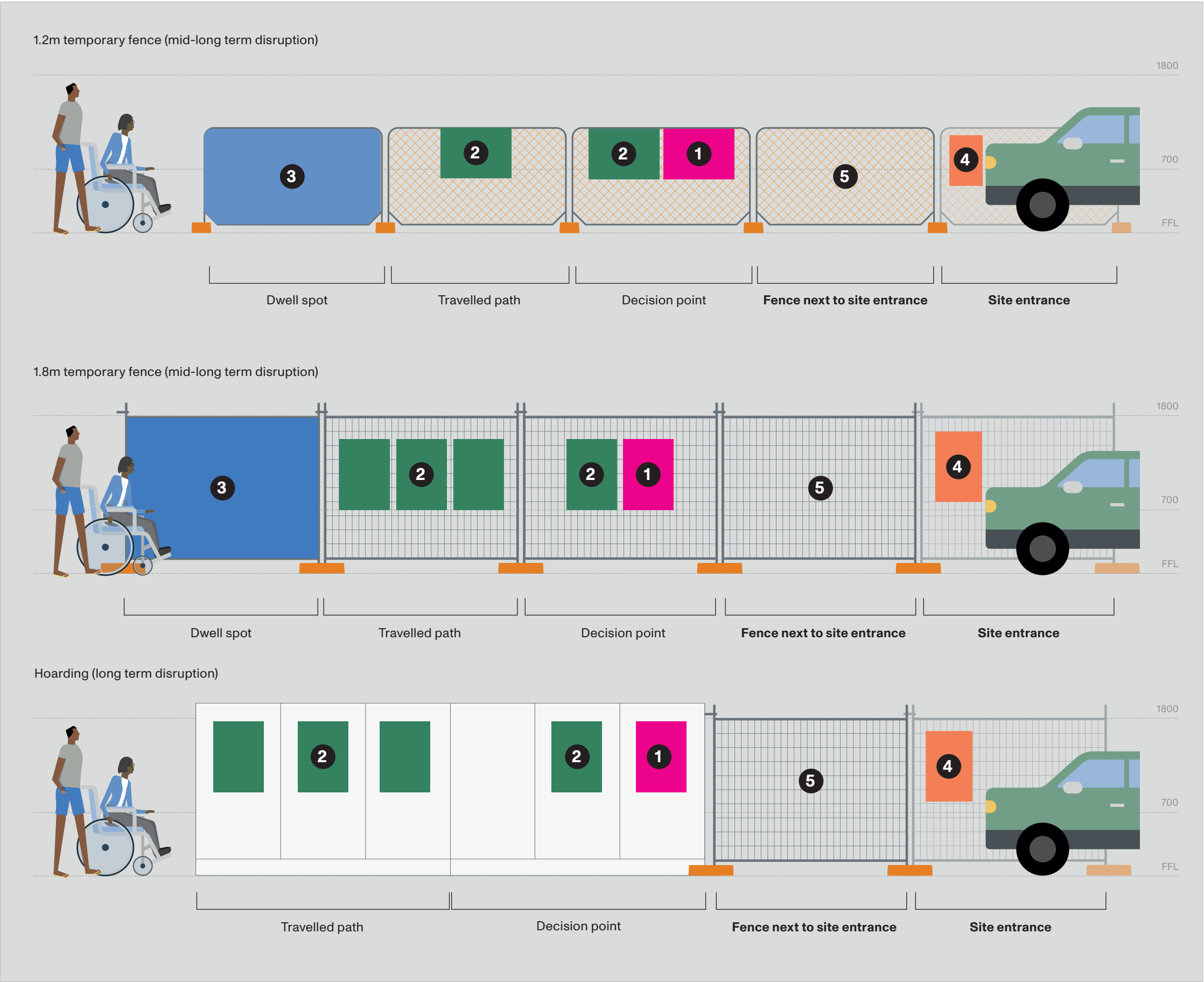
Project communications appear at dwell spots along the path, or at spots where readers are unlikely to disrupt movement.

4. Operational signs

Operational and regulatory signs appear near relevant site entrances where required.

5. Clear fence

Fences alongside site entrances should remain clear and free from signage to allow pedestrians and traffic visibility.



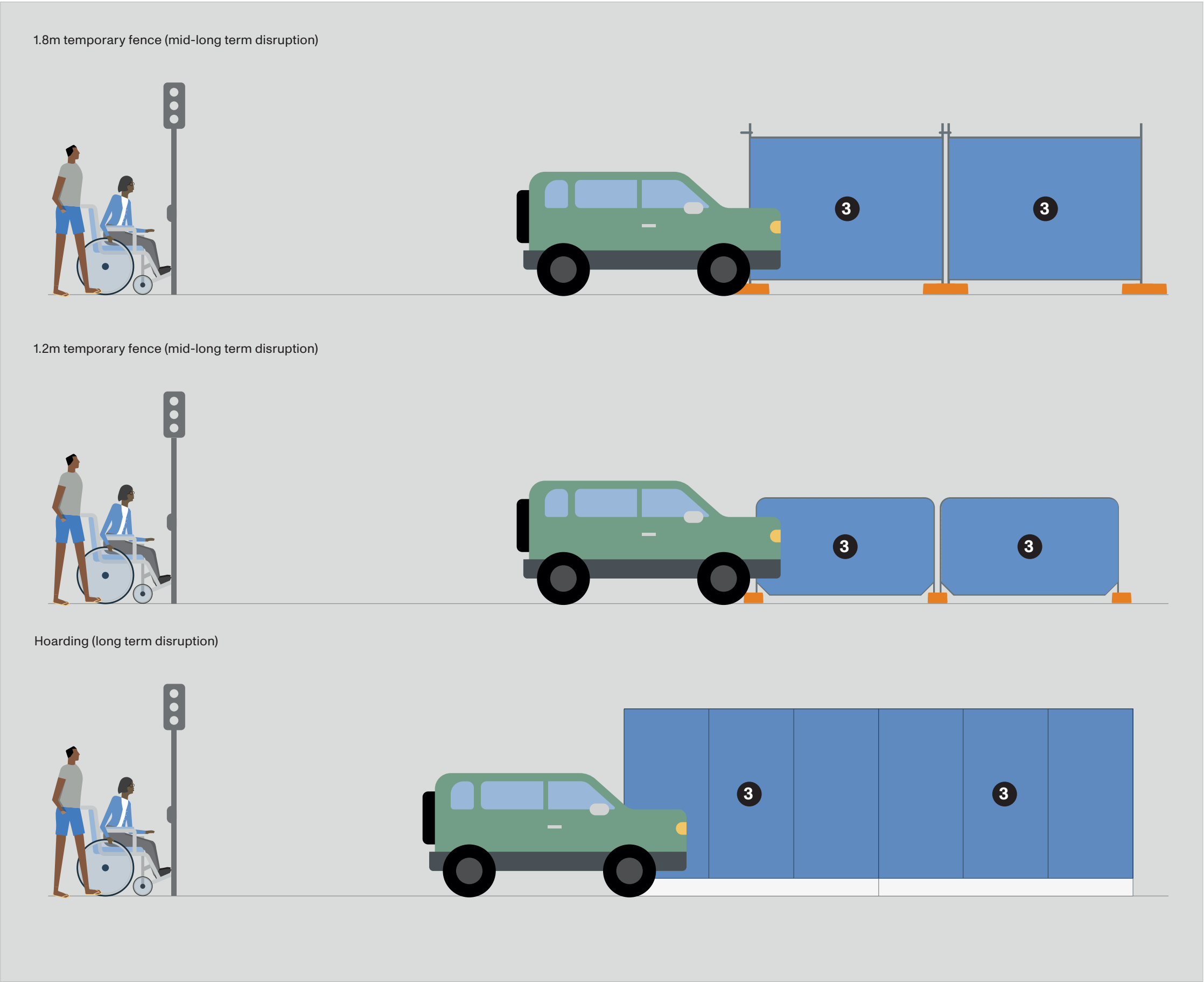
Sign sequencing on roadsides

Signs on fences and hoardings alongside roads with no footpath are also visible to people waiting on the opposite side of the road, and to passing cars.

With consideration to viewing distances for text, these locations can be used for signs.

3. Project Communications

Project communications appear on hoardings and fences which face roads, visible to pedestrians, drivers and passengers on public transport.



1.4.2 Example scenarios

Each disruption poses unique scenarios that have to be managed and no two disruptions are alike. The following pages provide examples of how some common scenarios might be resolved.

Example sequence:

T Junction

Example of sign placement through a forced pedestrian T junction.

1. Wayfinding

Directional signs always take priority at decision points in the direction of travel along a pathway. Where there are multiple directions of travel, wayfinding signs take priority in each direction.

2. Local business support

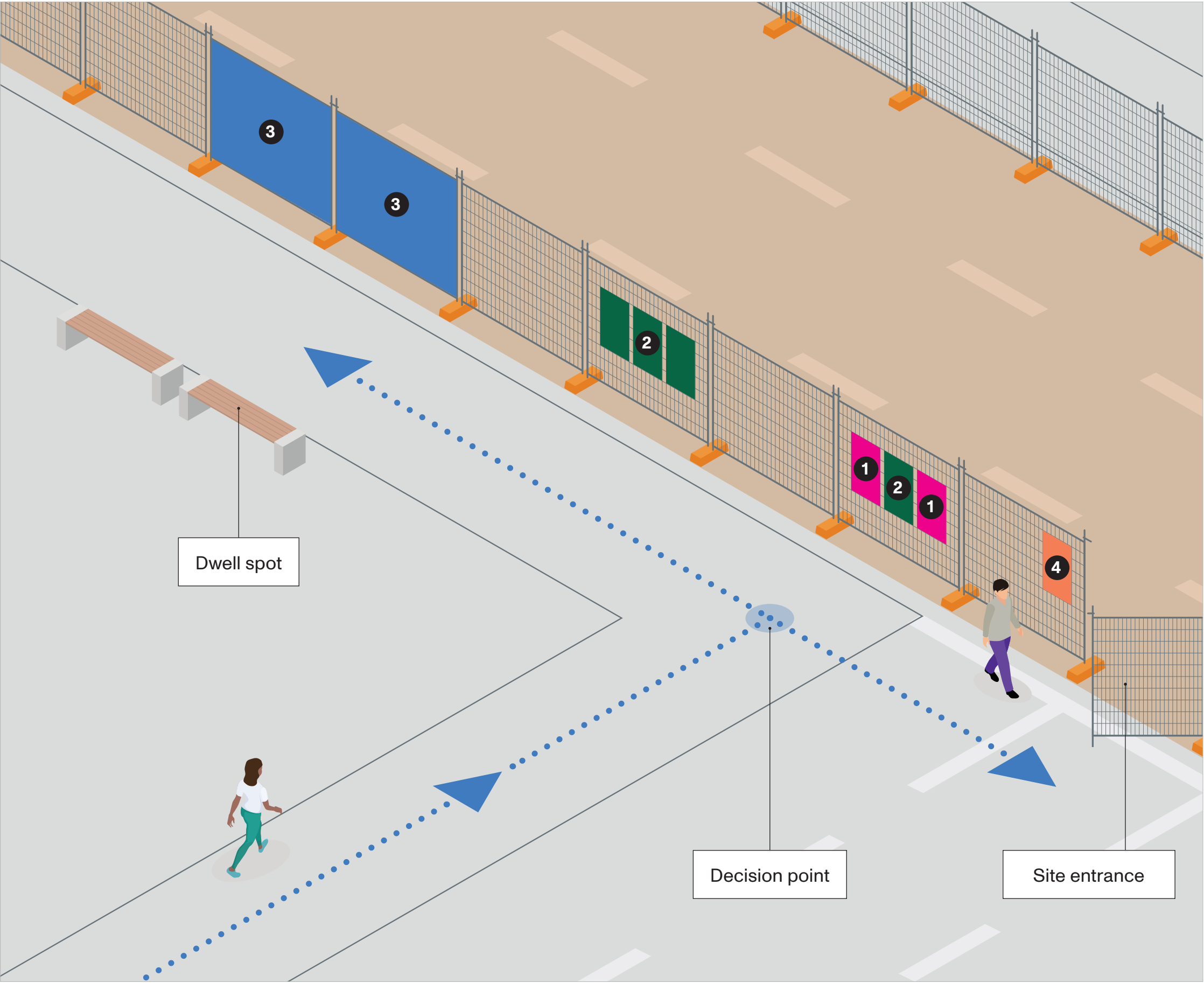
Local business signs can support wayfinding signs at decision points and may appear along a disrupted path towards the relevant business.

3. Project Communications

Project communications appear at dwell spots along the path, or at spots where readers are unlikely to disrupt movement.

4. Operational signs

Operational and regulatory signs appear near relevant site entrances where required.



Example sequence:

L Junction

Example of sign placement through a forced pedestrian L junction.

1. Wayfinding

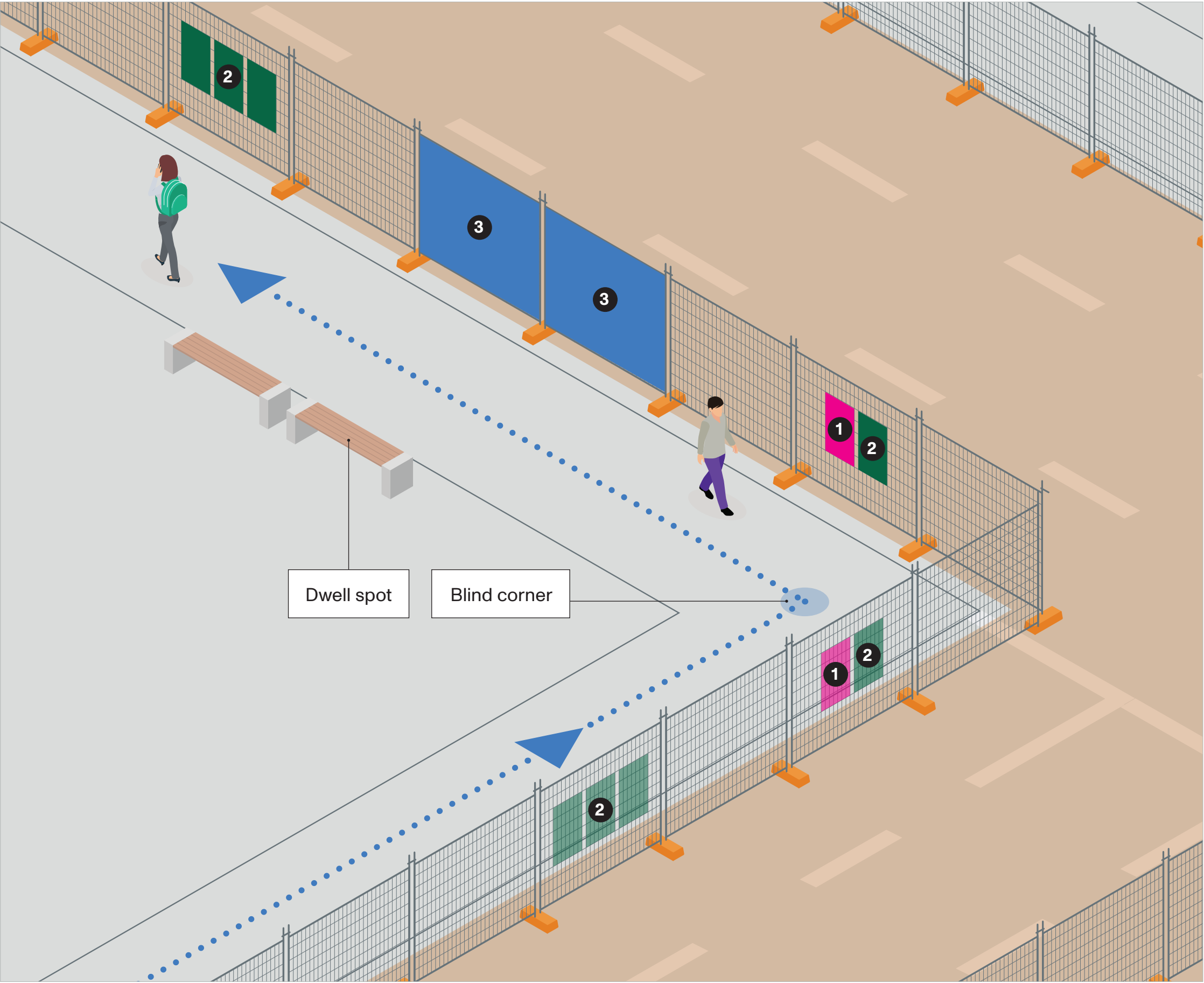
Directional signs offer reassurance at blind corners along a journey. Wayfinding signs take precedence in the direction of travel at blind corners.

2. Local business support

Local business signs may support wayfinding signs at blind corners and appear along a disrupted path towards the relevant business.

3. Project Communications

Project communications appear at dwell spots along the path, or at spots where readers are unlikely to disrupt movement.



Example sequence:

Deviation

Example of sign placement through a forced pedestrian crossing deviation.

1. Wayfinding

Directional signs always take priority in the approaching line of sight at decision points, fence corners and approach corridors along pathways.

2. Local business support

Local business signs may support wayfinding signs at decision points on corners and appear along a disrupted path towards the relevant business.

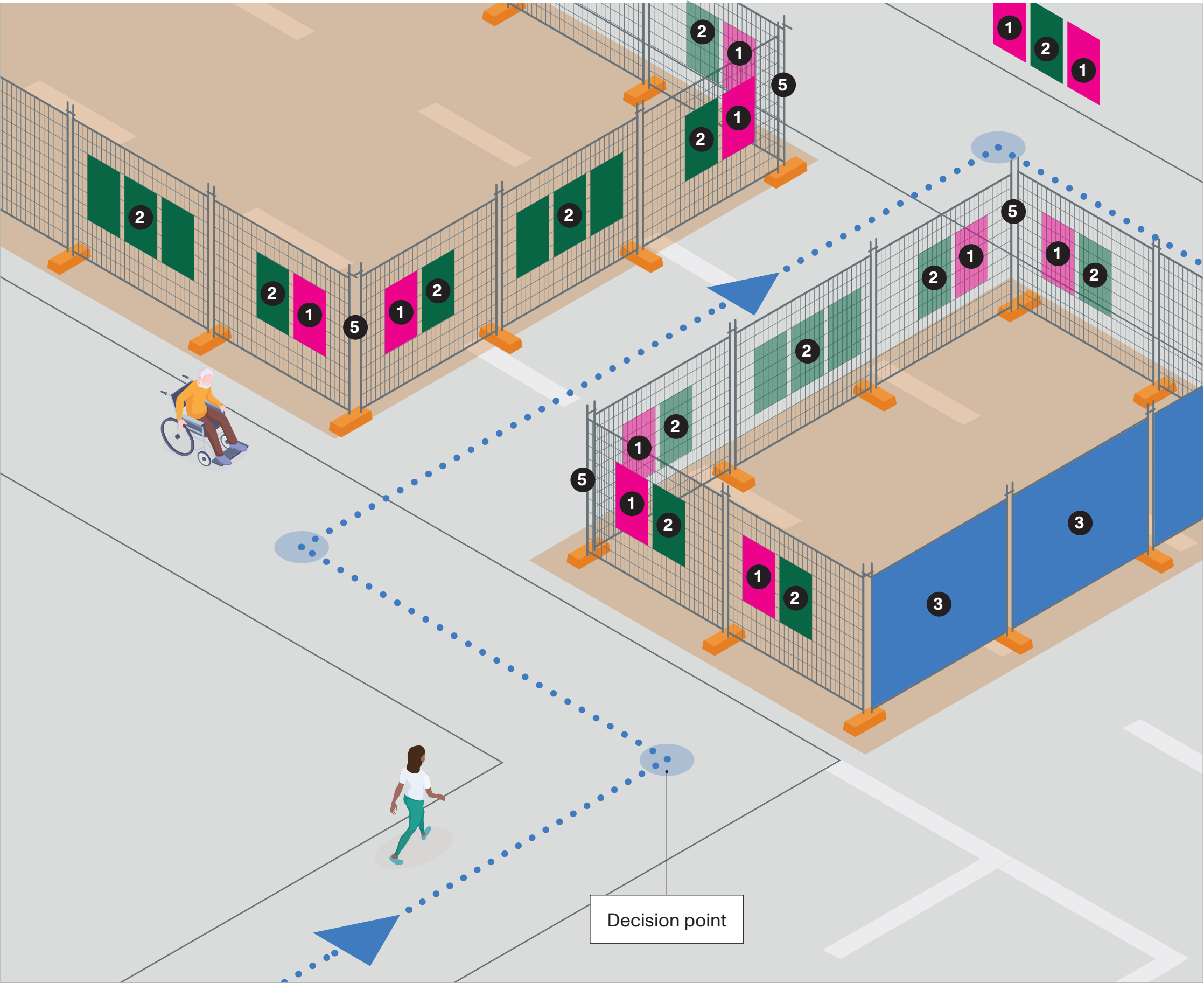
3. Project Communications

Project communications appear at dwell spots along the path, or at spots where readers are unlikely to disrupt movement.

Project communications can also appear on street-side fences and hoardings that are visible to cross-road pedestrians and traffic.

5. Corners

Corners should be kept clear of signs on full height 1.8m fences to allow clear visibility for personal safety and to prevent collisions.



Example sequence:

Altered shop access

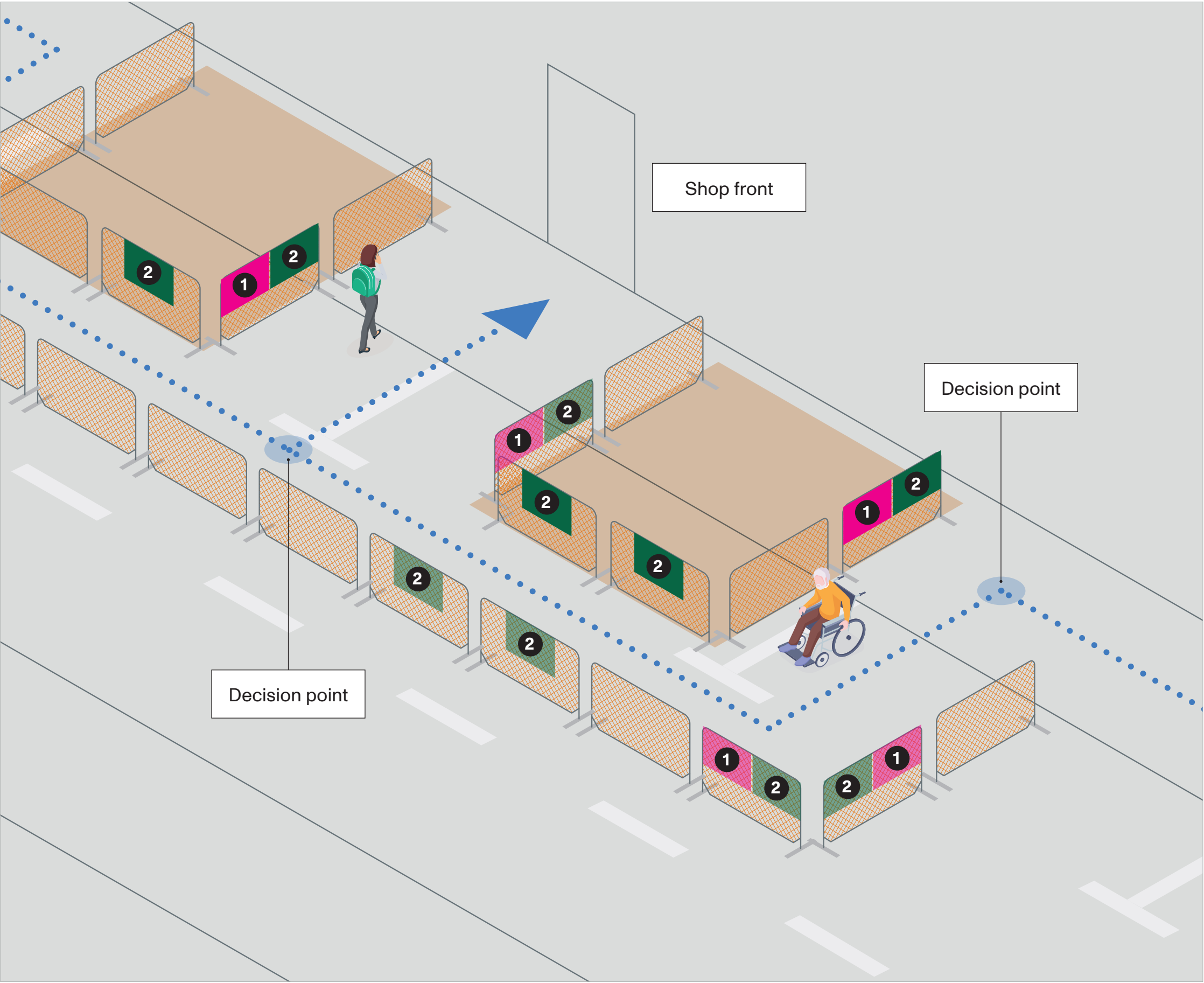
Example of sign placement around an altered shop-front access pathway.

1. Wayfinding

Directional signs always take priority in the approaching line of sight at decision points, fence corners and approach corridors along pathways.

2. Local business support

Local business signs may support wayfinding signs at decision points on corners and appear along a disrupted path towards the relevant business.



Example sequence:

Site gateway

Example of a short notice change to a disruption site due to operational requirements. E.g. receiving a delivery.

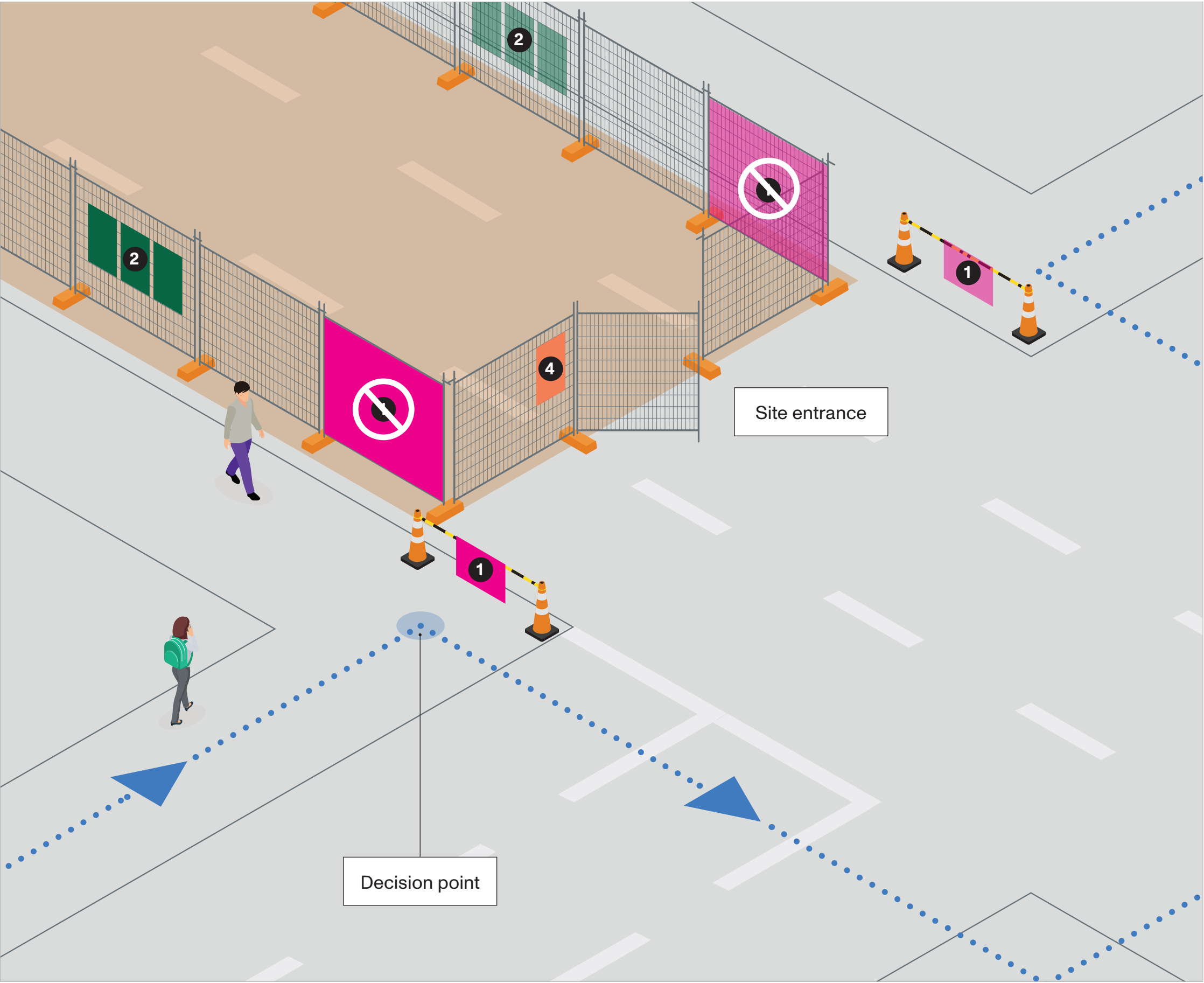
1. Wayfinding

Directional signs always take priority at decision points along a journey.

Note: Remove or cover existing temporary signs that conflict with the operational change. This can be as simple as temporarily covering signs with a sheet.

2. Local business support

Local business signs appear along a disrupted path towards the relevant business.



Example sequence:

No footpath

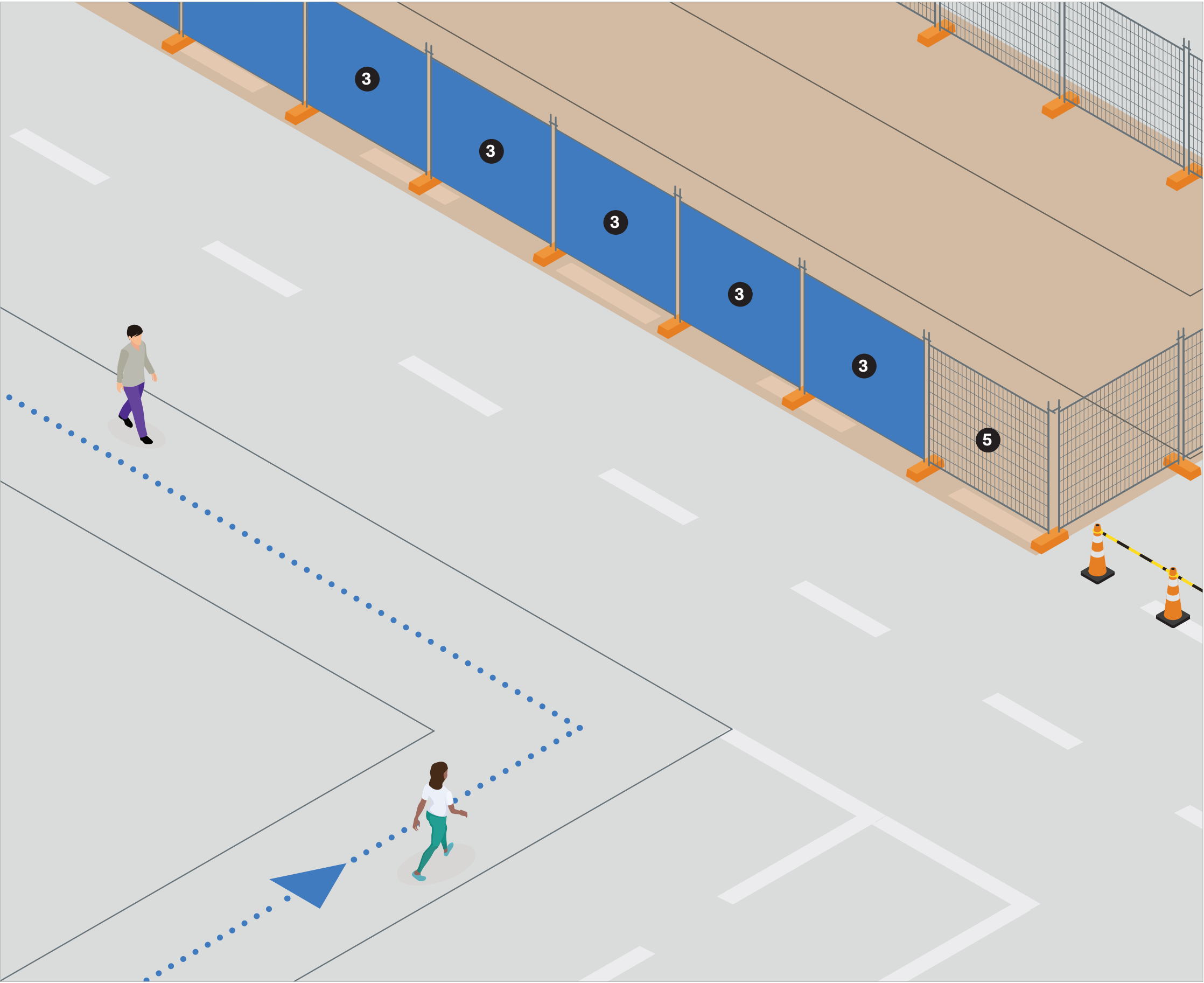
Signs on fences that face roads with no footpath are also visible to people on the opposite side of the road.

3. Project Communications

Project communications appear at dwell spots along the path, or at spots where readers are unlikely to disrupt movement.

5. Clear fence

Fences alongside site entrances should remain clear and free from signage to allow pedestrians and traffic visibility.



1.5 Maintain

It is important that the wayfinding is managed, and remains responsive to changing circumstances.

Maintain

Disruption sites are constantly changing. The need for ongoing management and supervision is imperative. Maintenance processes need to keep in mind: de-cluttering, less is more, consistency and continuity.

For response managers, contractors, work-site staff

Site walks

Regular checks on the site for vandalism, changes to the disruption footprint, engagement with local stakeholders who may act as additional eyes-on.

Feedback

Regular feedback exercises with local stakeholders as well as contractors, and construction workers themselves. This allows for accurate and responsive maintenance of sign systems in a living environment.



Site walks

Use the *Things to know* section at the beginning of this document as a start point for checking on the day-to-day changes that occur on the disruption site.

Do regular checks of the disruption site for vandalism, changes to the disruption footprint and to check in with site staff for any changes to wayfinding that might be required. Ideally, these checks should occur daily, but the frequency of these checks will depend on the scale of the disruption.

<p>De-clutter:</p> <p>Is the disruption site free from visual and physical clutter?</p> <ul style="list-style-type: none">– Are there uneven pavements?– Do disused fences or equipment need to be removed?– Have rubbish traps emerged?	<p>Less is more:</p> <p>Are there opportunities to reduce the amount of sign types or content?</p> <ul style="list-style-type: none">– Are there signs that are no longer necessary?– Are signs over-communicating?	<p>Consistency:</p> <p>Does the wayfinding and experience offer continuity with the pre-disruption precinct and the surrounds?</p> <ul style="list-style-type: none">– Are signs performing their intended role?– Are there gaps in the navigation pathway?	<p>Accessibility:</p> <p>Does the site maintain accessible pathways by default?</p> <ul style="list-style-type: none">– Do any pathways need to be labelled as not accessible?– Are ramps in good order?– Do pathways provide adequate support for low vision pedestrians?
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Feedback

Check in regularly with partners and stakeholders, allow them to extend your eyes and ears.

Maintaining communication with local stakeholders, staff and the wider public allows problems and issues to be identified early and site management to be responsive to changing needs.

The lists below include some ways in which feedback can be sought. How feedback is gathered and processed will depend on the resources available on individual projects, but it is important that a mechanism exists.

Stakeholder engagement:

It is important to maintain open channels with impacted businesses and communities.

- Visit impacted businesses to understand how a disruption appears to them.
- Be visible and approachable on a disruption site on a regular basis.
- Respond directly to issues.

Written feedback:

Use on-site resources such as written feedback forms or suggestion boxes.

- Use staff and stakeholders as extended eyes and ears on site by regularly seeking their input.
- Use feedback forms to cover blind-spots in understanding of disruption experience.
- Anonymous feedback helps ensure honesty.

Verbal feedback:

Directly engage with both visitors to a construction site, and those who live and work within it.

- Intercept and interview pedestrians and retailers who are travelling within the disruption to gather insights into ways to improve the response.
- Talk with construction crews who interact with the public.

Online resources:

Online tools such as social media and surveys are powerful tools for understanding what small changes might impact experiences.

- Use online surveys to understand how changes are impacting on businesses.
- Check social media for emerging themes in public perceptions that can be quickly addressed.

2.0 Sign designs

2.1 A1 signs

2.2 A1 sign rules

2.3 A2 signs

2.4 A2 sign rules

2.5 A3 signs

2.6 A3 sign rules.

2.1 A1 signs

A wide variety of A1 signs are provided. A1 signs offer a combination of size and legibility that is suitable for most scenarios. They are a primary sign deployed near a disruption entrance or where sight lines are long.

S.001

A1 Portrait sign

Variation 1 – Site-specific hero text

Purpose

To highlight the most important information and provide legibility beyond 25m.

Typical Location

- Where prior warning of a changed environment is required with long approach distances
- Disruption site approaches and entrances, areas with long lines of sight

Notes

- Deployed with an arrow to announce an altered pathway
- Deployed without an arrow to announce a current location or instruction
- Suitable for very simple instruction or information over 3 lines

Template

- **Adobe Illustrator:**
S.001-A1-Portrait.ait
- **Microsoft Powerpoint:**
S.001-A1-Portrait.potx

Without direction arrow



With direction arrow



Set-out = 1:5

S.001

A1 Portrait sign

Variation 2 – Site-specific standard

Purpose
Standard sign type providing legible information beyond 15m.

- Typical Location**
- Used at decision points throughout a disrupted environment
 - Used to provide specific behavioural information at key locations

- Notes**
- Deployed with an arrow to announce an altered pathway
 - Deployed without an arrow to announce a current location or instruction
 - An additional second icon can be added in place of the arrow to support complex behavioural information
 - Suitable for detailed information over five lines

- Template**
- **Adobe Illustrator:**
S.001-A1-Portrait.ait
 - **Microsoft Powerpoint:**
S.001-A1-Portrait.potx

Without direction arrow



With direction arrow



Set-out = 1:5

S.001

A1 Portrait sign

Variation 3 – Site-specific bilingual

Purpose
Standard sign type providing legible information beyond 15m in two languages.

- Typical Location**
- Used at decision points throughout a disrupted environment
 - Used to provide specific behavioural information at key locations

- Notes**
- Suitable for simple information over two lines in two languages
 - On bilingual signs, English language always appears in the Gotham-narrow **Book** font
 - On bilingual signs, te reo Māori always appears in the Gotham-narrow **Medium** font

- Template**
- **Adobe Illustrator:**
S.001-A1-Portrait.ait
 - **Microsoft Powerpoint:**
S.001-A1-Portrait.potx

Without direction arrow



Te reo Māori
English
language text

With direction arrow



Te reo Māori
English
language text

Set-out = 1:5

Te reo Māori text

On bilingual signs, te reo Māori always appears in the Gotham-narrow Medium font

English language text

On bilingual signs, English language always appears in the Gotham-narrow Book font

S.001

A1 Portrait sign

Variation 4 – Site-specific detailed

Purpose

Standard sign type providing legible information beyond 5m.

Typical Location

- Used at decision points throughout a disrupted environment
- Used to provide specific behavioural information at key locations

Notes

- Deployed with an arrow to announce an altered pathway
- Deployed without an arrow to announce a current location or instruction
- An additional second icon can be added in place of the arrow to support complex behavioural information
- Suitable for detailed information
- Should only be deployed where signs can be approached close enough to read small text

Template

- **Adobe Illustrator:**
S.001-A1-Portrait.ait
- **Microsoft Powerpoint:**
S.001-A1-Portrait.potx

Without direction arrow



With direction arrow



Set-out = 1:5

S.001

A1 Portrait sign

Variation 5 – Site-specific detailed with multiple icons in a pill

Purpose

Standard sign type providing legible information beyond 5m.

Typical Location

- Used at decision points throughout a disrupted environment
- Used to provide specific behavioural information at key locations

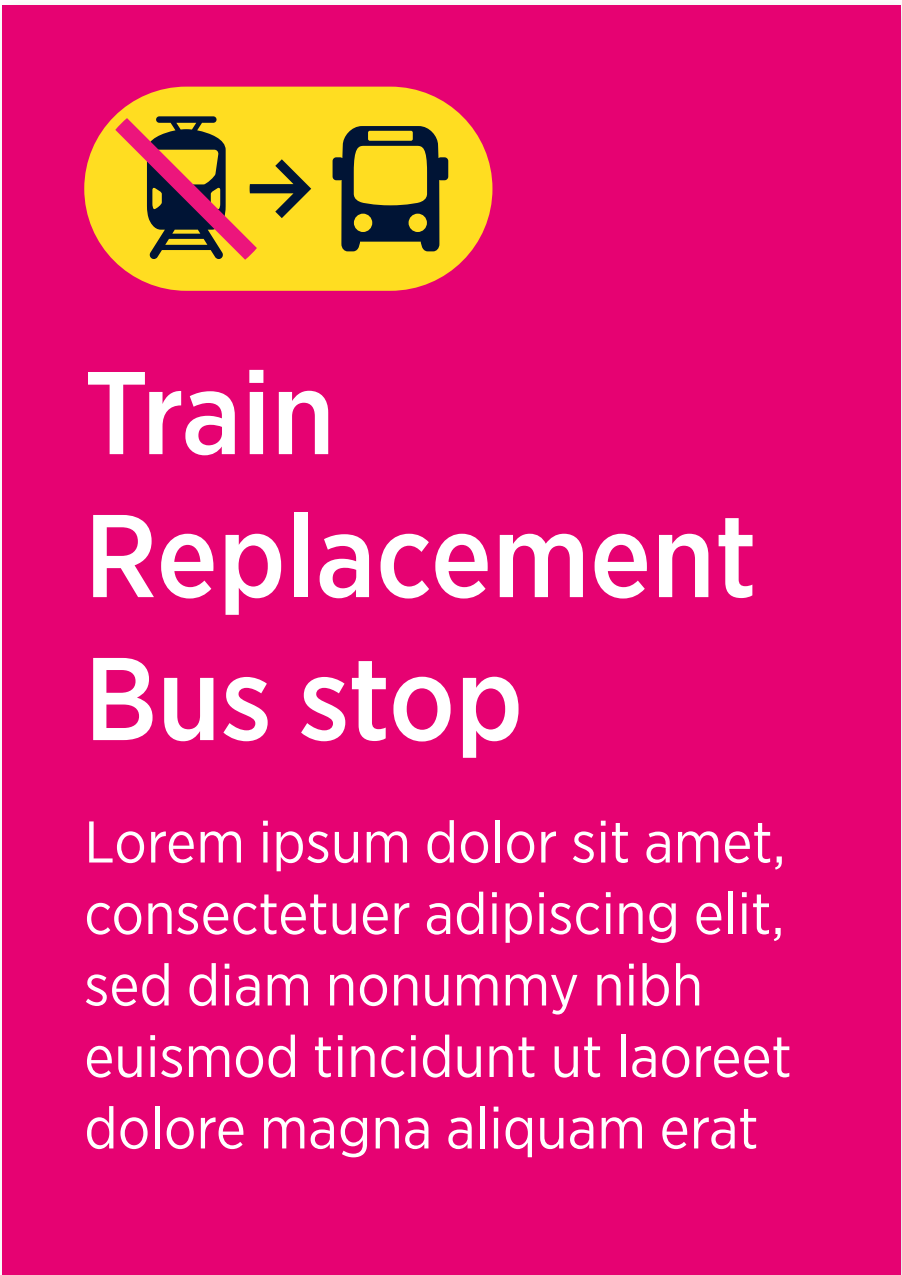
Notes

- Deployed with an arrow to announce an altered pathway
- Deployed without an arrow to announce a current location or instruction
- An additional second icon can be added in place of the arrow to support complex behavioural information
- Suitable for detailed information
- Should only be deployed where signs can be approached close enough to read small text

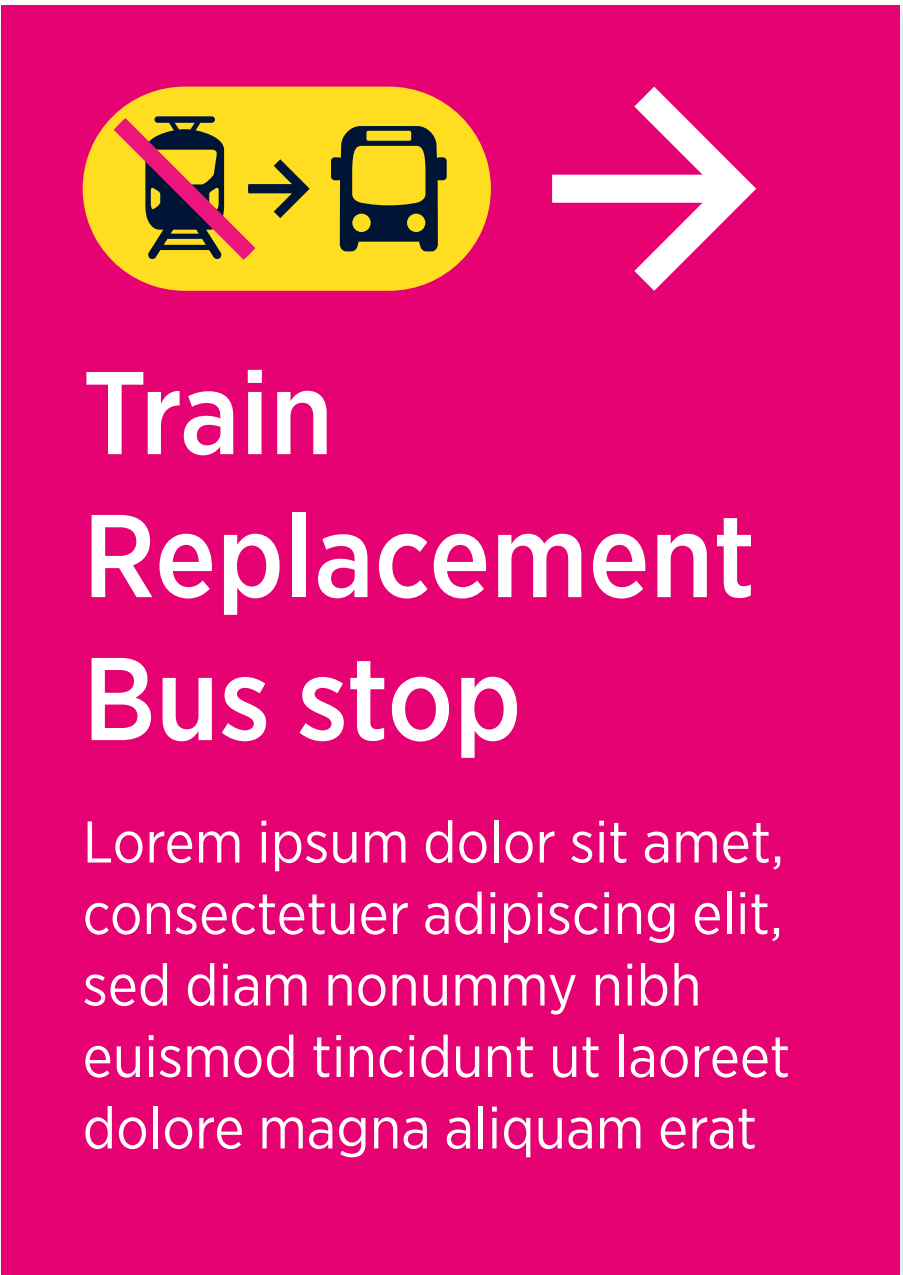
Template

- **Adobe Illustrator:**
S.001-A1-Portrait.ait
- **Microsoft Powerpoint:**
S.001-A1-Portrait.potx

Without direction arrow



With direction arrow



Set-out = 1:5

S.001

A1 Portrait sign

Variation 6 – Site-specific decision directory

Purpose
Standard sign type providing legible information beyond 5m.

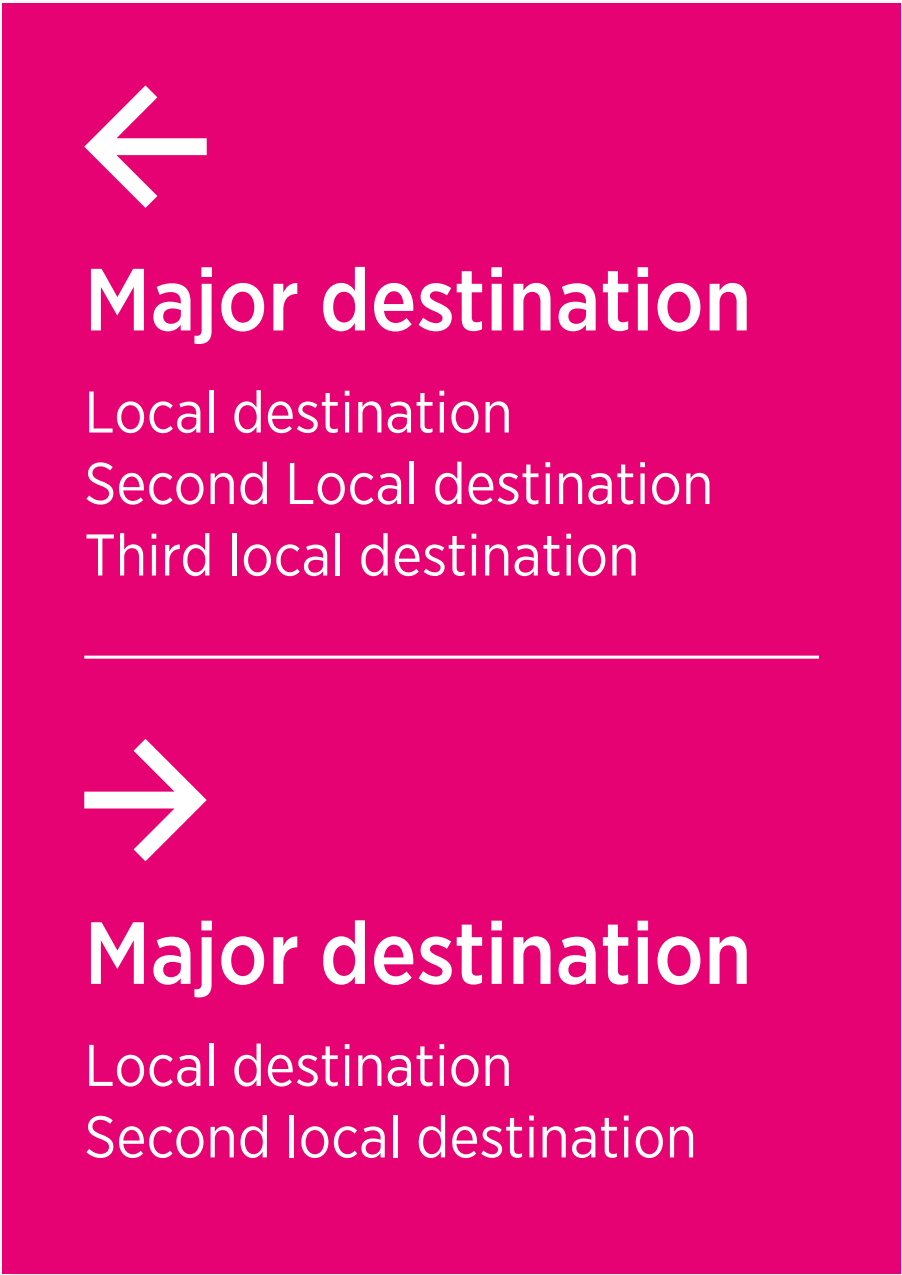
Typical Location

- Used specifically to support decisions at key junctions

- Notes**
- Secondary text can be used to highlight additional local destinations, or for extra detail on a single major destination
 - Where signs are installed for long periods, directional information should be aligned with the intended direction of travel shown on the sign
 - Where signs are likely to be highlighting changeable pathways, sign information should al be aligned to the left of a sign
 - Should only be deployed where signs can be approached close enough to read small text

- Template**
- **Adobe Illustrator:**
S.001-A1-Portrait.ait
 - **Microsoft Powerpoint:**
S.001-A1-Portrait.potx

Without icons, left aligned arrows in all cases
Including supporting information such as additional destinations. Suitable for short term or frequently changing signs



With icons and arrows aligned to the direction of travel
Including supporting information such as additional destinations. Suitable for long term signs



Set-out = 1:5

2.2 A1 sign rules

A1 signs can be changed depending on requirements, but there are a few basic rules to follow.

A1 sign alignments

Margins, borders, spaces

Page margins

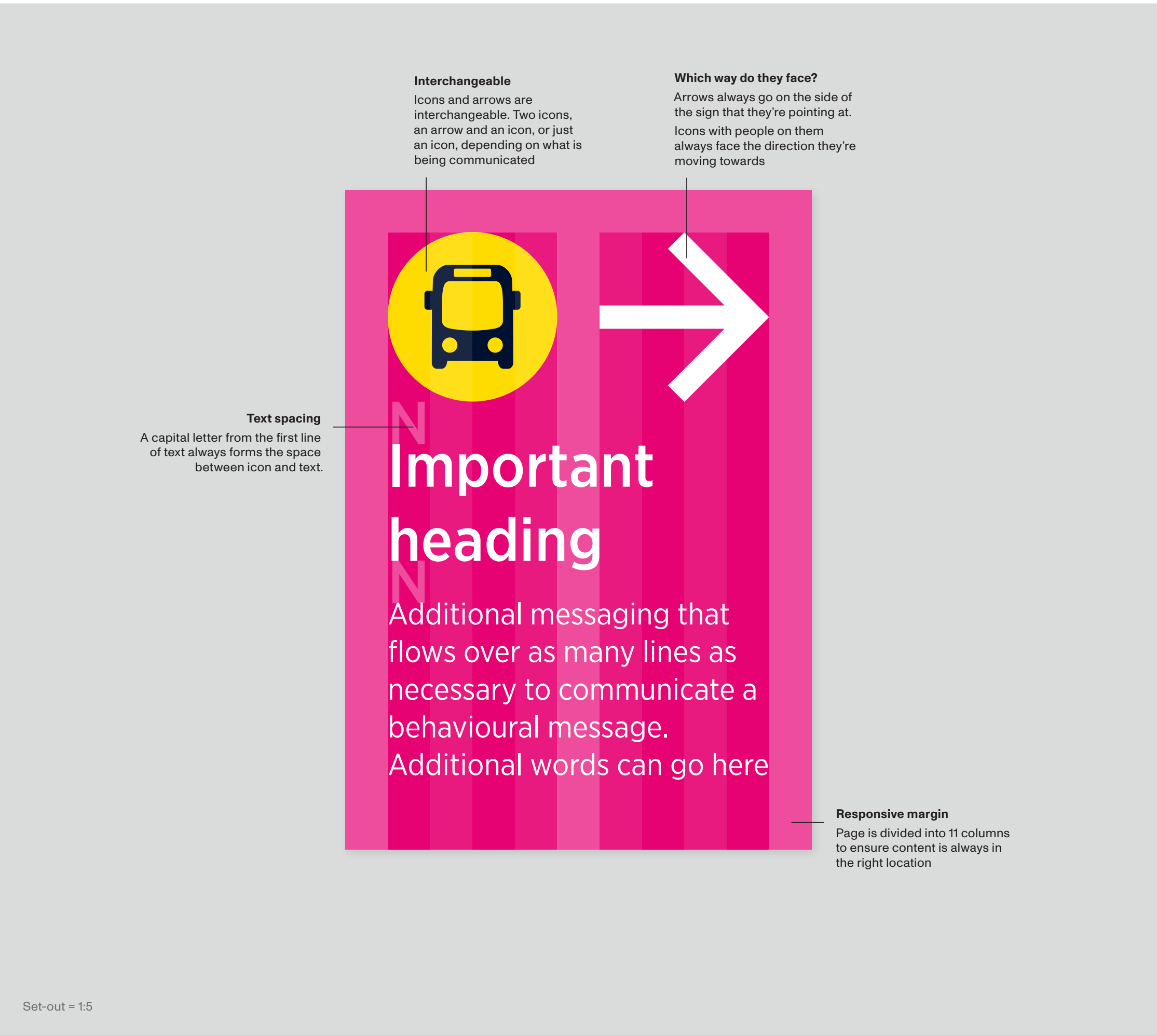
- Pages are divided into 11 equal columns
- Standard single icons or arrows are 4/11 columns wide each

Text spacing

- A capital letter from the first line of text forms the space between icons and text

Icons and arrows

- Icons and arrows are interchangeable, and fill the same space
- Two icons, an arrow and an icon, or just an icon can be used, depending on requirements
- Arrows always appear on the side of the sign they are pointing at



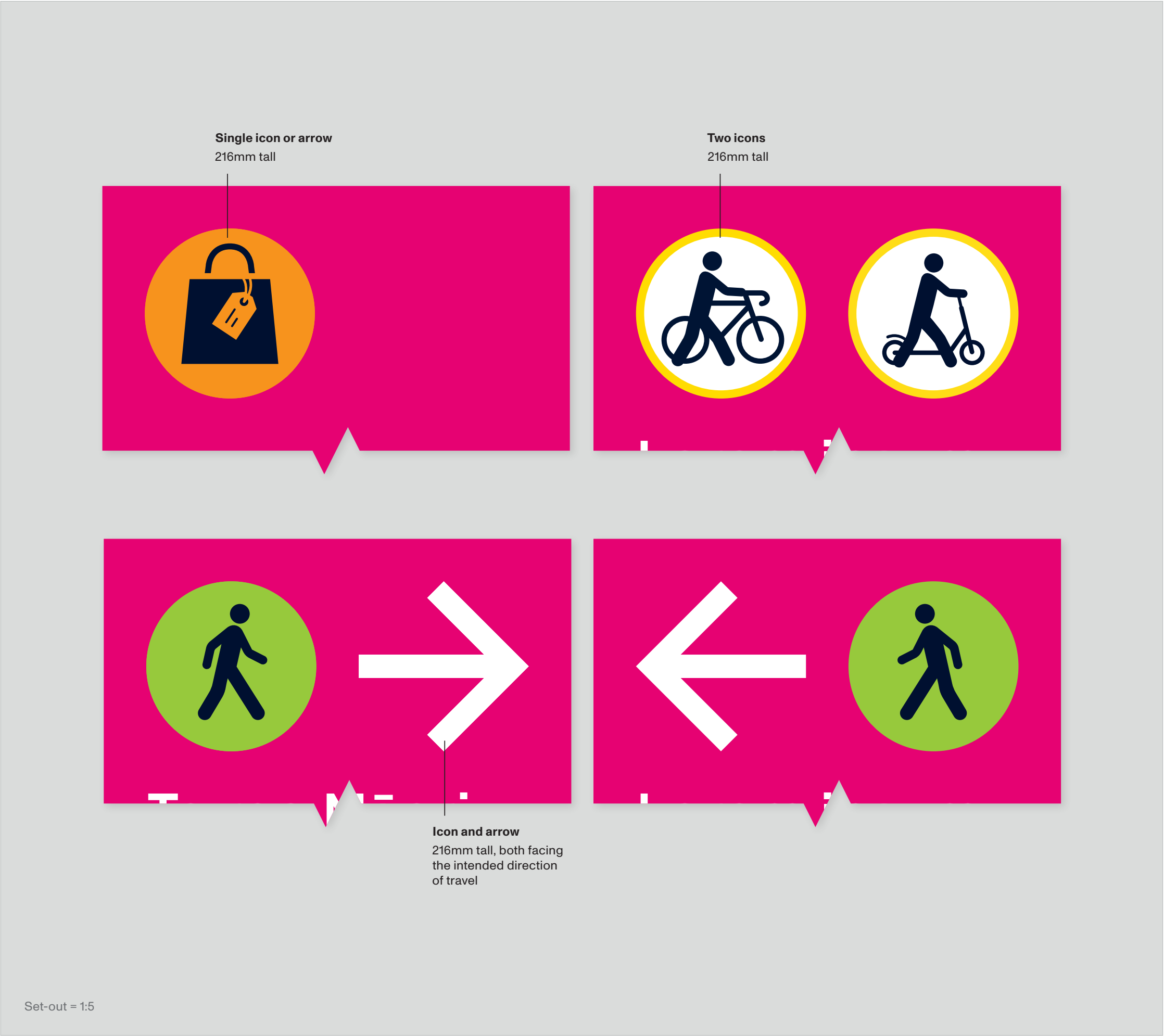
A1 Sign elements

Large icon arrangement

Interchangeable symbols

Icons and arrows share the same scale and are interchangeable.

Standard A1 portrait signs have space for up to two icons, arrows or a combination of both.



A1 Sign elements

Icon locations

Large icons and arrows

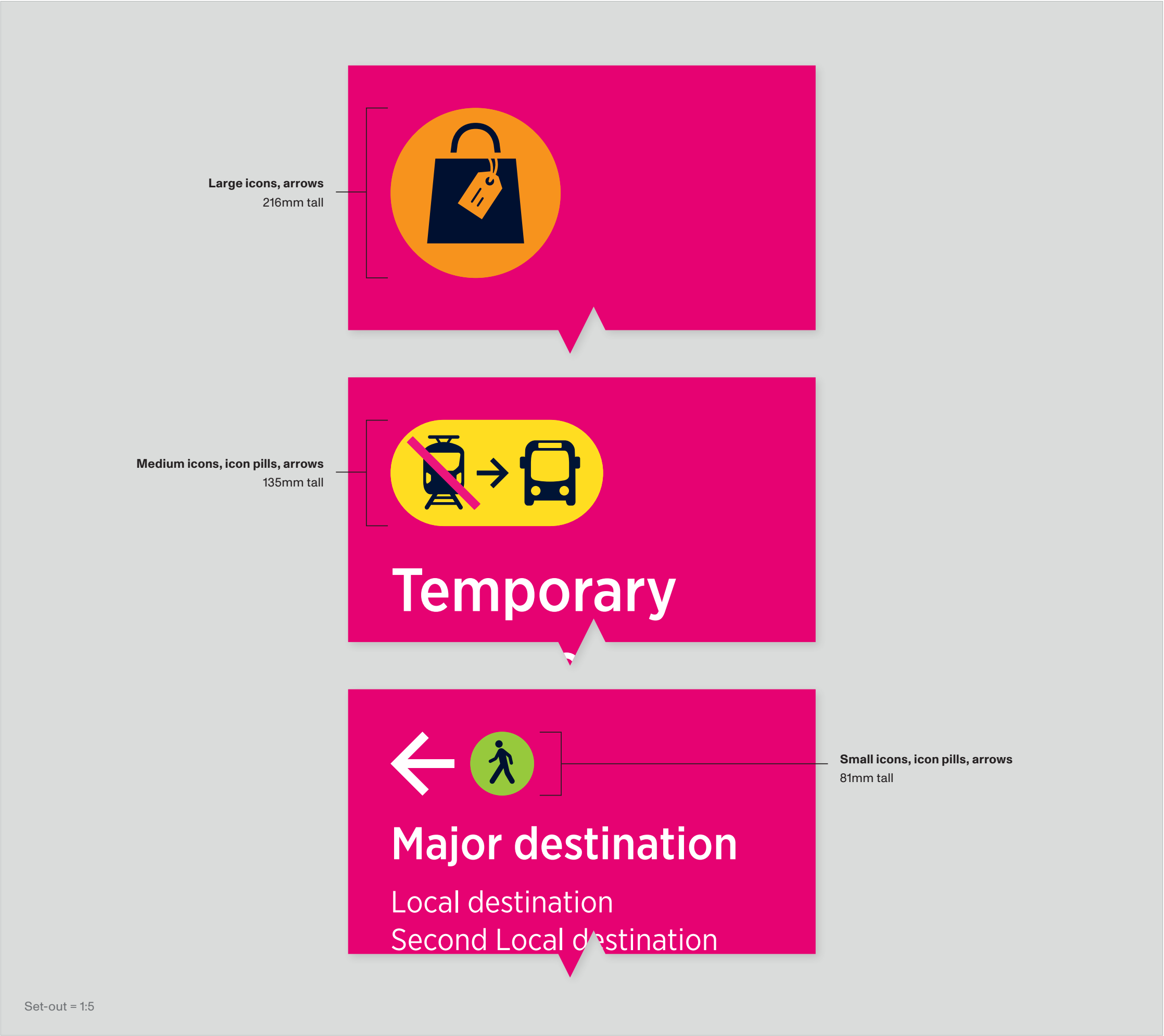
- Most frequently used icon size across sign types

Medium icons, icon pills and arrows

- Medium size is primarily used for pill style icons that include multiple symbols

Small icons, icon pills and arrows

- Used to support decisions on directory style signs



A1 sign elements

Text sizes

Hero text

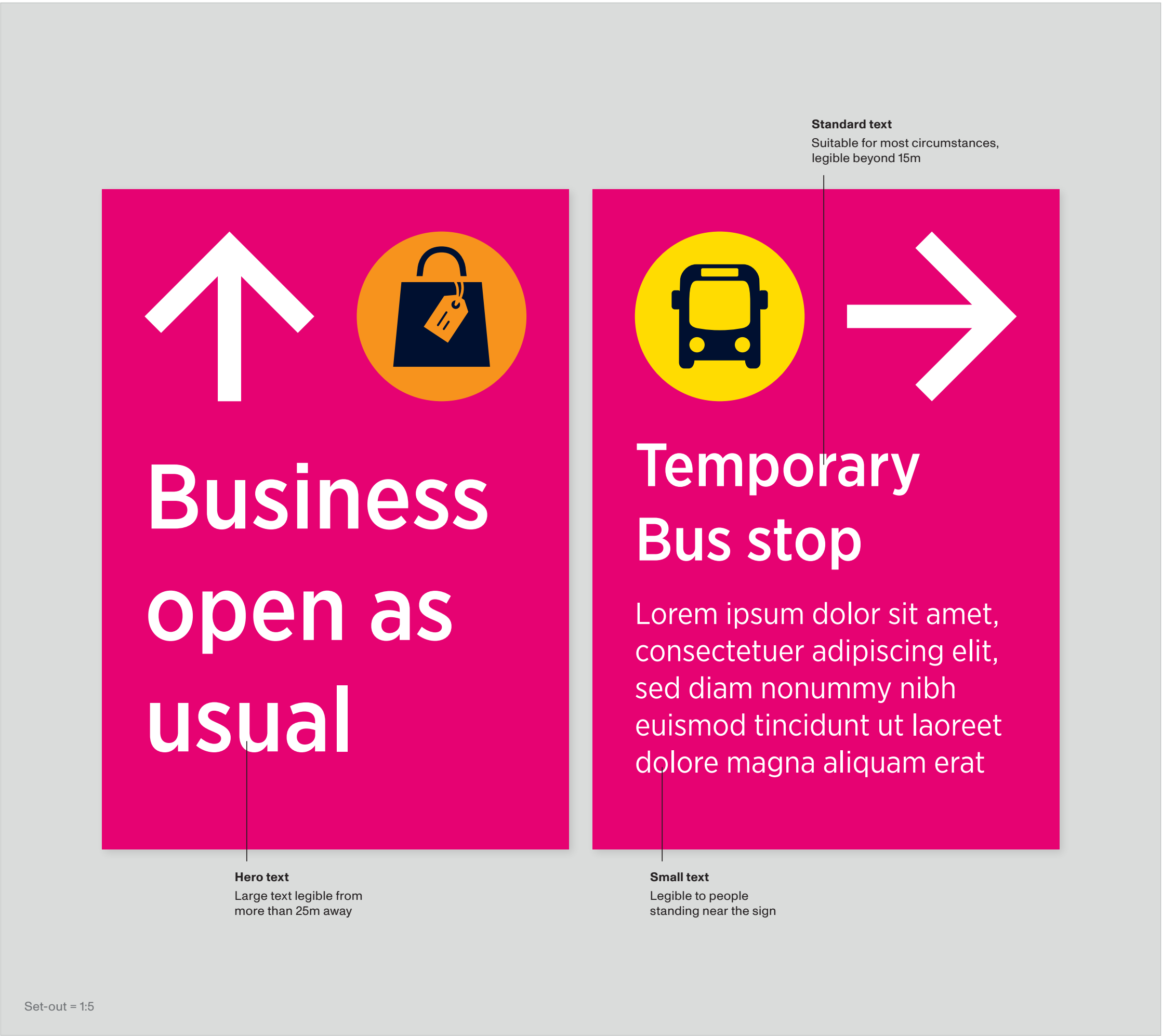
- 330pt Gotham-Narrow Medium
- 25m reading distance
- Suitable for major headings with long lines of sight
- Limited to 3 lines

Standard text

- 220pt Gotham-Narrow Medium
- 15m reading distance
- Suitable for most circumstances
- Up to 5 lines of text

Small text

- 165pt Gotham-Narrow Book.
- Suitable only for signs that can be approached to less than 5m
- Used for providing additional detail or context to a message



2.3 A2 signs

A2 signs offer a suitable scale for smaller disruptions. They are a primary sign deployed within a disruption or where sight lines are shorter.

S.002

A2 Portrait sign

Variation 1 – Generic directional

Purpose
To highlight simple directional information and visible beyond 25m.

- Typical Location**
- Used as a breadcrumb along travelled pathways
 - Where pathways are narrow or sight-lines are short

- Notes**
- Only deployed with an arrow to announce an altered pathway

- Template**
- **Adobe Illustrator:**
S.002-A2-Portrait.ait
 - **Microsoft Powerpoint:**
S.002-A2-Portrait.potx



Set-out = 1:5

S.002

A2 Portrait sign

Variation 2 – Site-specific instruction

Purpose

Standard sign type providing legible information beyond 5m.

Typical Location

- Used to provide behavioural information at key locations

Notes

- Deployed without an arrow to announce a current location or instruction
- Suitable for basic information

Template

- **Adobe Illustrator:**
S.002-A2-Portrait.ait
- **Microsoft Powerpoint:**
S.002-A2-Portrait.potx



Set-out = 1:5

S.002

A2 Portrait sign

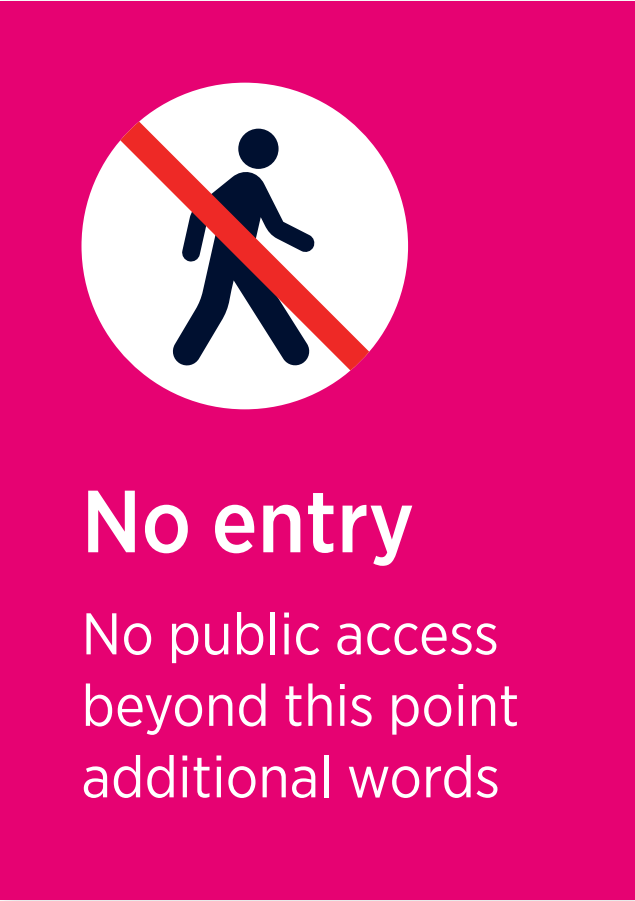
Variation 3 – Site-specific instruction

Purpose
Standard sign type providing legible information beyond 5m.

Typical Location
– Used to provide detailed behavioural information at key locations

Notes
– Deployed without an arrow to announce a current location or instruction
– Suitable for detailed information
– Should only be deployed where signs can be approached close enough to read small text

Template
– **Adobe Illustrator:**
S.002-A2-Portrait.ait
– **Microsoft Powerpoint:**
S.002-A2-Portrait.potx



Set-out = 1:5

S.003

A2 Landscape sign

Variation 1 – Generic directional

Purpose
To highlight simple directional information and visible beyond 25m.

- Typical Location**
- Used as a breadcrumb along travelled pathways
 - Where pathways are narrow or sight-lines are short

- Notes**
- Only deployed with an arrow to announce an altered pathway

- Template**
- **Adobe Illustrator:**
S.003-A2-Landscape.ait
 - **Microsoft Powerpoint:**
S.003-A2-Landscape.potx



Set-out = 1:5

S.003

A2 Landscape sign

Variation 2 – Site-specific directional, 1 destination or instruction

Purpose

To highlight simple directional information and visible beyond 5m.

Typical Location

- Used as a breadcrumb along travelled pathways
- Used to support decisions where pathways are narrow or sight-lines are short

Notes

- Only deployed with an arrow to announce an altered pathway
- Suitable for simple instructions or destinations only
- Suitable for showing details for one direction only. If a second direction is required, a second sign should be deployed

Template

- **Adobe Illustrator:**
S.003-A2-Landscape.ait
- **Microsoft Powerpoint:**
S.003-A2-Landscape.potx



Set-out = 1:5

S.003

A2 Landscape sign

Variation 3 – Site-specific directional, 2 destinations or a single long instruction

Purpose

To highlight simple directional information and visible beyond 5m.

Typical Location

- Used as a breadcrumb along travelled pathways
- Used to support decisions where pathways are narrow or sight-lines are short

Notes

- Only deployed with an arrow to announce an altered pathway
- Suitable for simple instructions or destinations only
- Suitable for showing details for one direction only. If a second direction is required, a second sign should be deployed

Template

- **Adobe Illustrator:**
S.003-A2-Landscape.ait
- **Microsoft Powerpoint:**
S.003-A2-Landscape.potx



Set-out = 1:5

S.003

A2 Landscape sign

Variation 4 – Site-specific directional, 3 destinations

Purpose

Standard sign type providing legible information beyond 5m.

Typical Location

- Used specifically to support decisions at key junctions

- Notes**
- Should only be deployed where signs can be approached to read small text
 - Secondary text can be used to add extra local destinations, or for additional detail on a single major destination
 - Where signs are installed for long periods, directional information should be aligned with the intended direction of travel shown on the sign
 - Where signs are likely to be highlighting changeable pathways, sign information should al be aligned to the left of a sign
 - Suitable for showing details for one direction only. If a second direction is required, a second sign should be deployed

Without icons, left aligned arrows and text in all cases

Including supporting information such as additional destinations.
Suitable for short term or frequently changing signs



With icons and arrows aligned to the direction of travel

Including supporting information such as additional destinations. Suitable for long term signs - example is aligned to the right, with the right arrow



Set-out = 1:5

S.003

A2 Landscape sign

Variation 5 – Site-specific directional, Single direction with additional message

Purpose

Standard sign type providing legible information beyond 5m.

Typical Location

- Used specifically to support decisions at key junctions

Notes

- Should only be deployed where signs can be approached to read small text
- Secondary text can be used for additional detail on a single destination
- Suitable for showing details for one direction only. If a second direction is required, a second sign should be deployed

Template

- **Adobe Illustrator:**
S.003-A2-Landscape.ait
- **Microsoft Powerpoint:**
S.003-A2-Landscape.potx

With icons and arrows aligned to the direction of travel
Including supporting information such as additional destinations. Suitable for long term signs



Set-out = 1:5

2.4 A2 sign rules

A2 signs can be edited and changed depending on requirements, but there are a few basic rules to follow.

A2 sign alignments

Margins, borders, spaces

Page margins

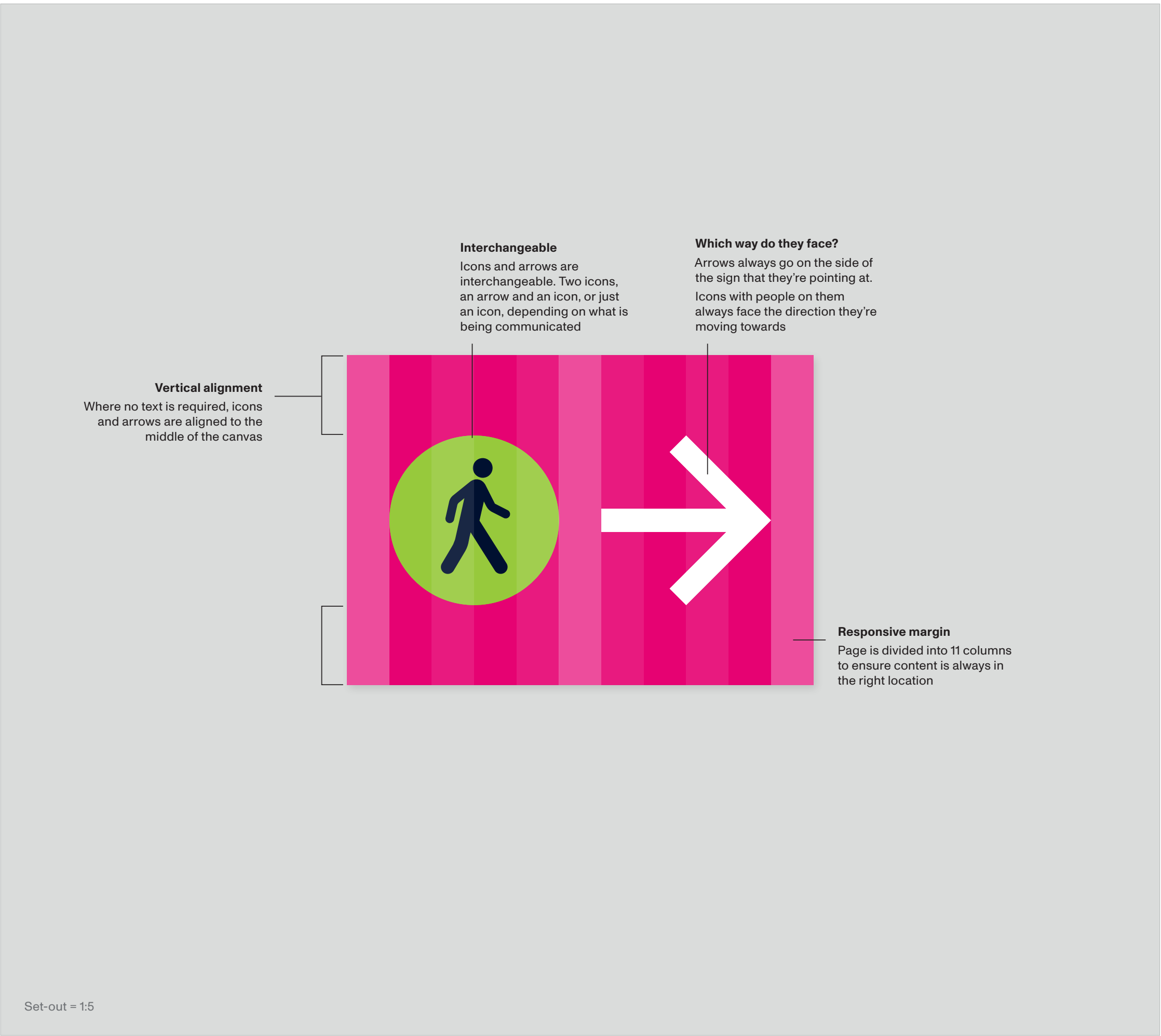
- Pages are divided into 11 equal columns
- Standard single icons or arrows are 4/11 columns wide each
- Icons are centred vertically on the page

Text spacing

- A capital letter from the first line of text forms the space between icons and text

Icons and arrows

- Icons and arrows are interchangeable, and fill the same space.
- Two icons, an arrow and an icon, or just an icon can be used, depending on requirements
- Arrows always appear on the side of the sign they are pointing at



A2 sign alignments

Margins, borders, spaces

Page margins

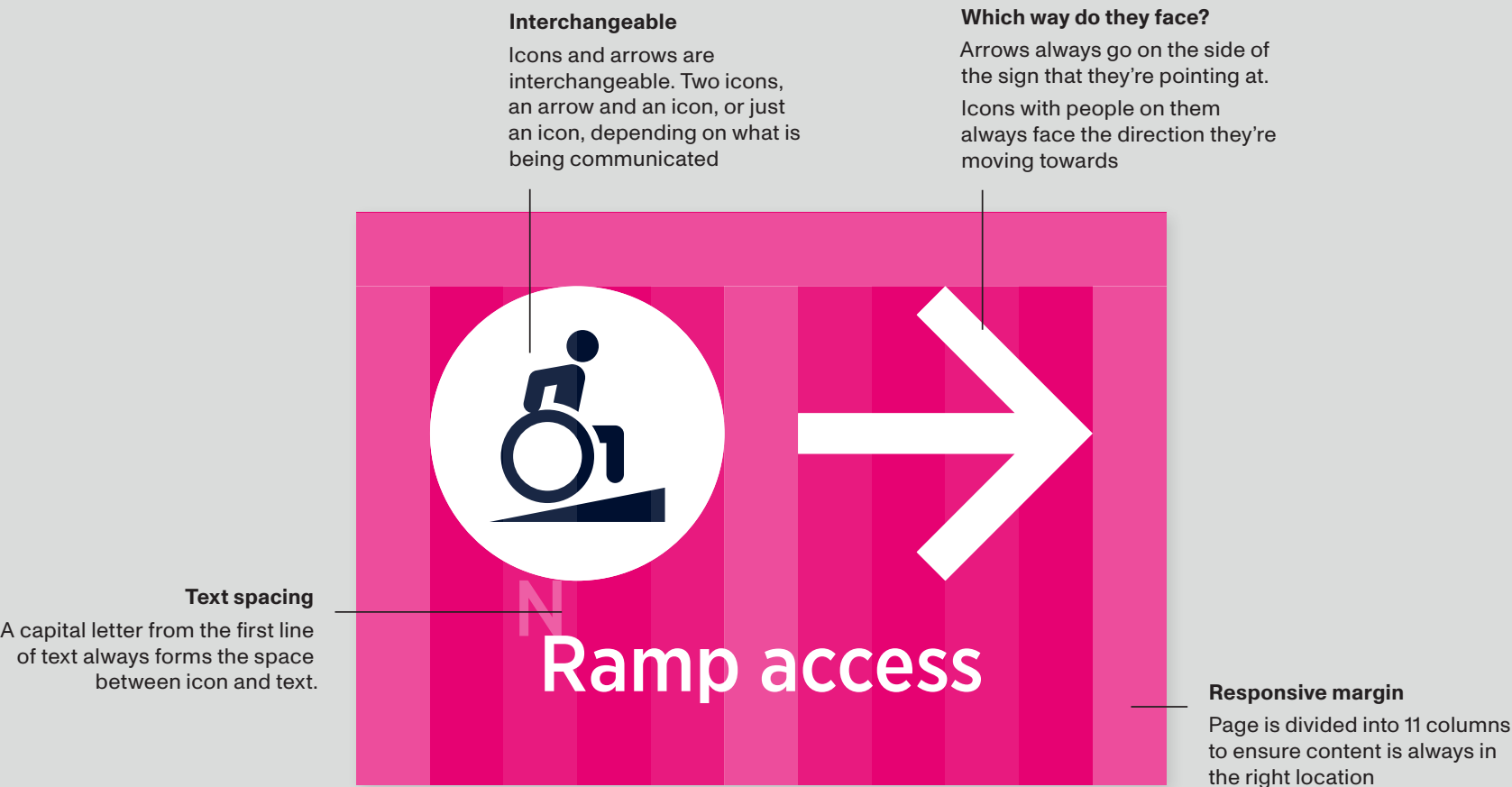
- Pages are divided into 11 equal columns
- Standard single icons or arrows are 4/11 columns wide each

Text spacing

- A capital letter from the first line of text forms the space between icons and text

Icons and arrows

- Icons and arrows are interchangeable, and fill the same space
- Two icons, an arrow and an icon, or just an icon can be used, depending on requirements
- Arrows always appear on the side of the sign they are pointing at



Set-out = 1:5

A2 sign elements

Arrow and icon arrangement

Interchangeable symbols

Icons and arrows share the same scale and are interchangeable.


Standard A2 signs have space for two icons, or an arrow and an icon.

Which way do they face?

Arrows always go on the side of the sign that they're pointing at.

Icons with people on them always face the direction they're moving towards.

Icon and arrow
216mm tall, both facing the direction of travel



Ramp access

Icon and arrow
216mm tall, both facing the direction of travel



Nelson Street



One-way footpath

Two icons
216mm tall



Travel with care

Set-out = 1:5

Which way do they face?
Arrows always go on the side of the sign that they're pointing at.
Icons with people on them always face the direction they're moving towards

A1 Sign elements

Icon locations

Large icons and arrows

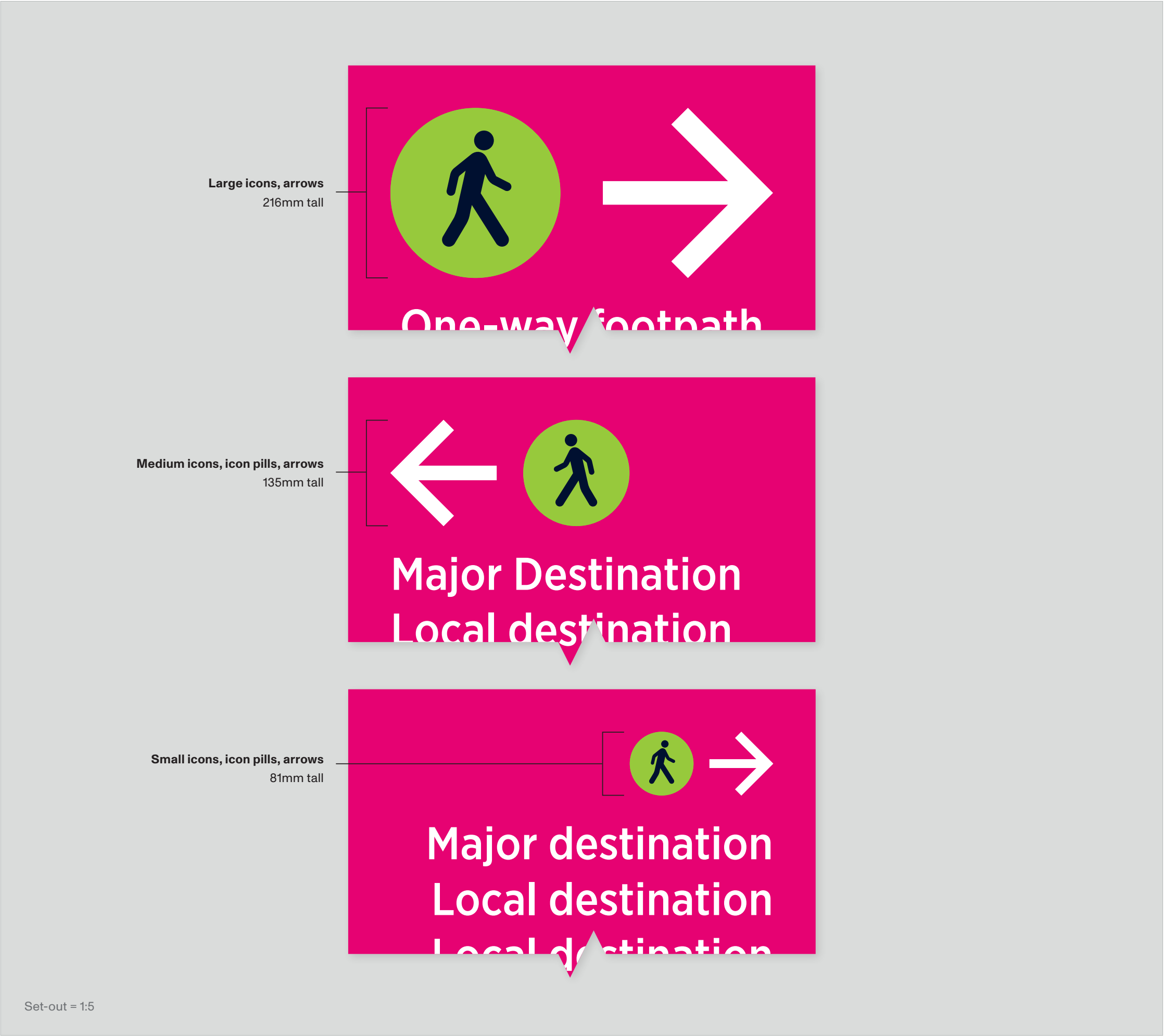
- Most frequently used icon size across sign types

Medium icons, icon pills and arrows

- Medium size is primarily used for pill style icons that include multiple symbols

Small icons, icon pills and arrows

- Used to support decisions on directory style signs



A2 sign elements

Text sizes

Small text

- 165pt Gotham-Narrow Medium
- Suitable only for signs that can be approached to less than 5m

Message text

- 110pt Gotham-Narrow Book
- Suitable only for signs that can be approached to less than 5m
- Used for providing additional detail or context to a message



Standard text
Suitable for most circumstances,
legible beyond 5m

Message text
Legible to people
standing near the sign

Set-out = 1:5

A2 sign elements

Text alignment

One line of text

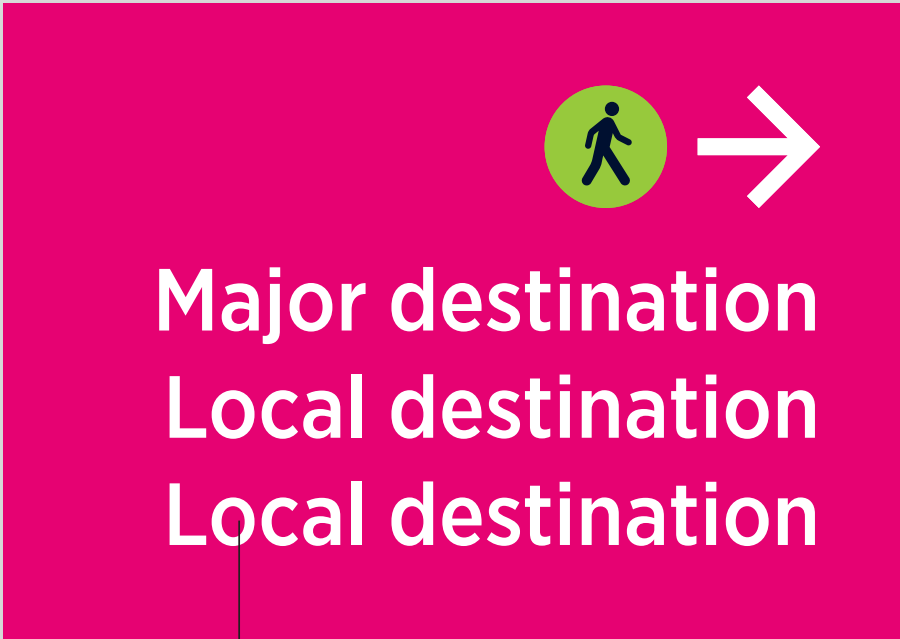
- Where there is only one line of text, it aligns to the centre

Multiple lines of text

- Multiple lines of text align with the arrow



Aligned to the centre
Where there is only one line of text, it aligns to the centre



Aligned to arrow
Multiple lines of text –
Arrow aligns to the right,
text aligns to the right

2.5 A3 signs

A3 signs are provided with a limited number of variations. They should only be used where there are strict limitations on available space, where larger signs limit visibility or where signs might create a safety hazard.

S.004

A3 Portrait sign

Variation 1 – Generic directional

Purpose
To highlight simple directional information and visible beyond 15m.

- Typical Location**
- Used as a breadcrumb along travelled pathways
 - Where pathways are narrow or sight-lines are short

- Notes**
- Only deployed with an arrow to announce an altered pathway

- Template**
- **Adobe Illustrator:**
S.004-A3-Portrait.ait
 - **Microsoft Powerpoint:**
S.004-A3-Portrait.potx



Set-out = 1:5

S.004

A3 Portrait sign

Variation 2 – Site-specific instruction

Purpose
Standard sign type providing legible information beyond 5m

Typical Location
– Used to provide behavioural information at key locations

Notes
– Deployed without an arrow to announce a current location or instruction
– Suitable for basic information

Template
– **Adobe Illustrator:**
S.004-A3-Portrait.ait
– **Microsoft Powerpoint:**
S.004-A3-Portrait.potx



Set-out = 1:5

S.004

A3 Portrait sign

Variation 3 – Site-specific instruction

Purpose

Standard sign type providing legible information beyond 5m

Typical Location

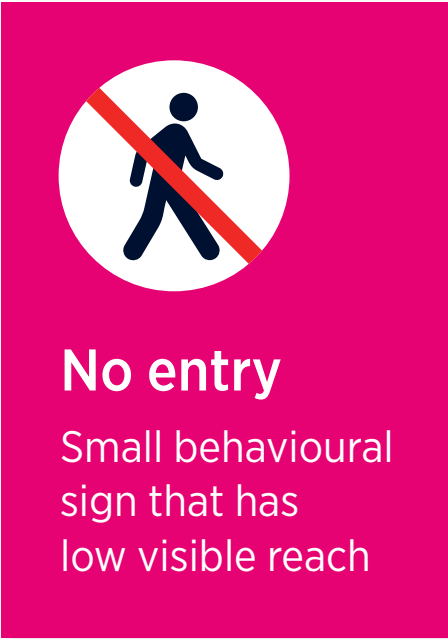
- Used to provide detailed behavioural information at key locations

Notes

- Deployed without an arrow to announce a current location or instruction
- Suitable for detailed information
- Should only be deployed where signs can be approached to read small text

Template

- **Adobe Illustrator:**
S.004-A3-Portrait.ait
- **Microsoft Powerpoint:**
S.004-A3-Portrait.potx



Set-out = 1:5

S.005

A3 Landscape sign

Variation 1 – Generic directional

Purpose
To highlight simple directional information and visible beyond 15m.

- Typical Location**
- Used as a breadcrumb along travelled pathways
 - Where pathways are narrow or sight-lines are short

- Notes**
- Only deployed with an arrow to announce an altered pathway

- Template**
- **Adobe Illustrator:**
S.005-A3-Landscape.ait
 - **Microsoft Powerpoint:**
S.005-A3-Landscape.potx



Set-out = 1:5

2.6 A3 sign rules

A3 signs can be edited and changed depending on requirements, but there are a few basic rules to follow.

A3 sign alignments

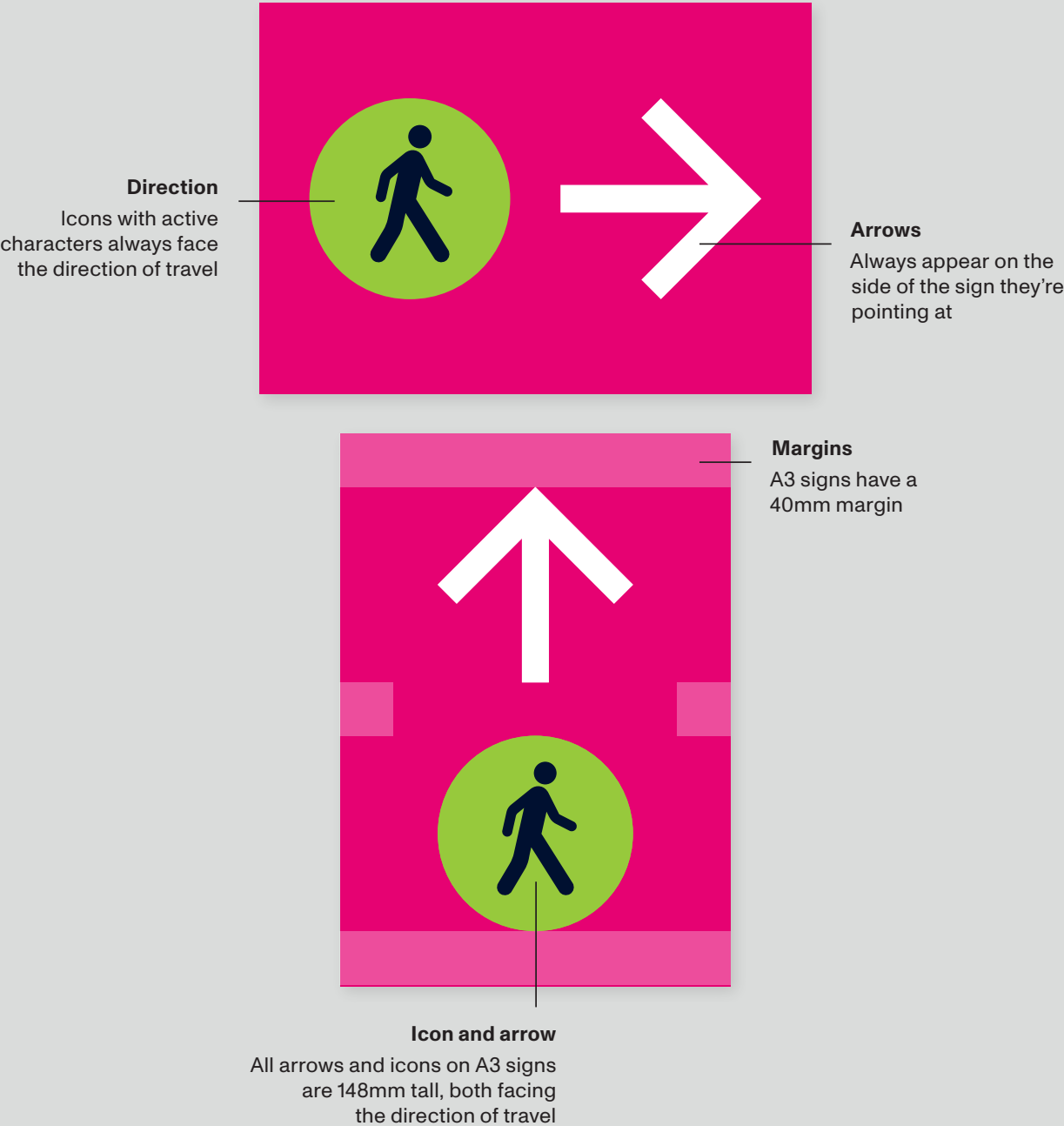
Margins, borders, spaces

Page margins

- Pages have a 40mm margin on all sides
- The 40mm margin also forms the space between arrow and icon

Icons and arrows

- Icons and arrows are interchangeable, and fill the same space.
- Arrows always appear on the side of the sign they are pointing at



A3 sign alignments

Text sizes

Text spacing

- A capital letter from the first line of text forms the space between icons and text

Message text

- 110pt Gotham-Narrow Medium.
- Suitable only for signs that can be approached to less than 5m

Small message text

- 83pt Gotham-Narrow Book.
- Suitable only for signs that can be approached to less than 5m
- Used for providing additional detail or context to a message

Text spacing
A capital letter from the first line of text always forms the space between icon and text



2.7 Sign design templates

Accompanying this document is a set of artwork templates for common sign designs in both Adobe Illustrator and Microsoft Powerpoint format.

There are a few things to keep in mind when using the templates.

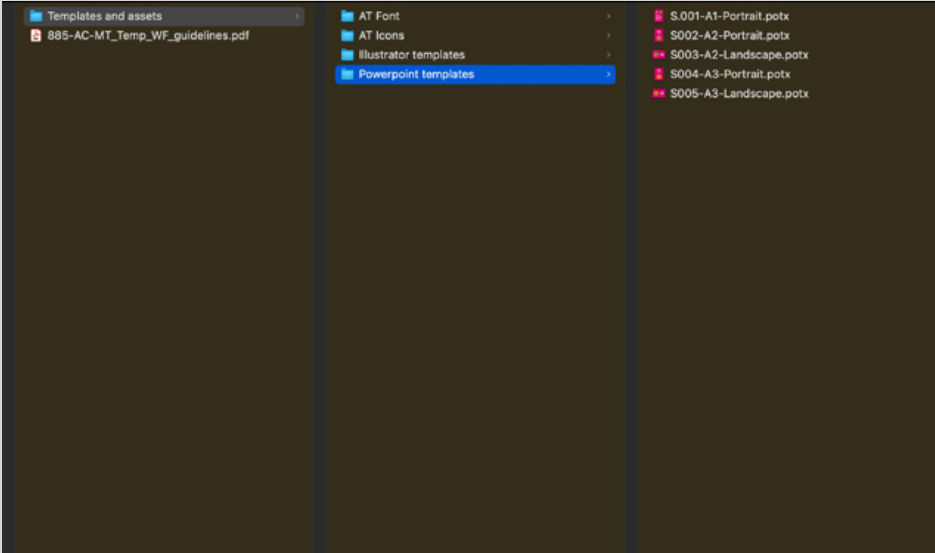
Sign artwork templates

The designs specified in this chapter have also been provided as templates for Adobe Illustrator and Microsoft Powerpoint.

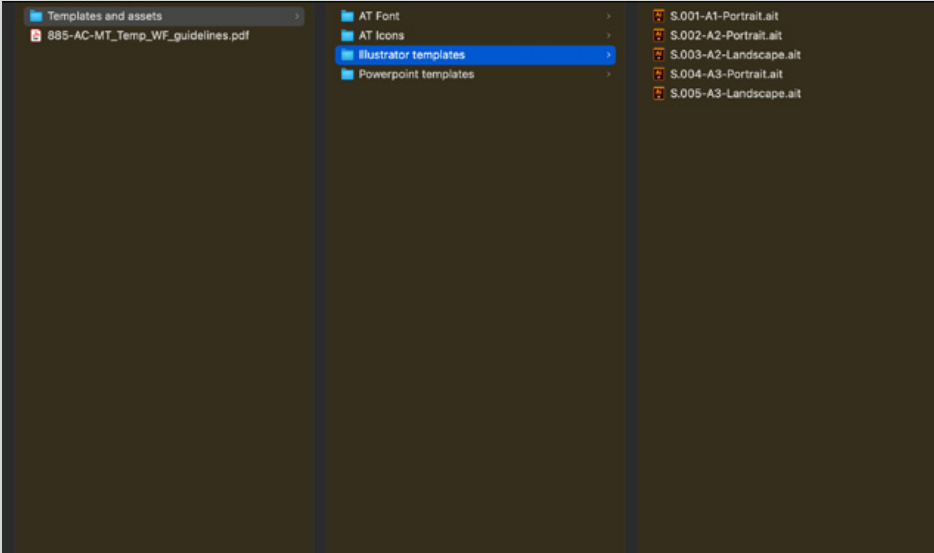
There are important considerations to note when using these templates.

When creating artwork using the provided templates:

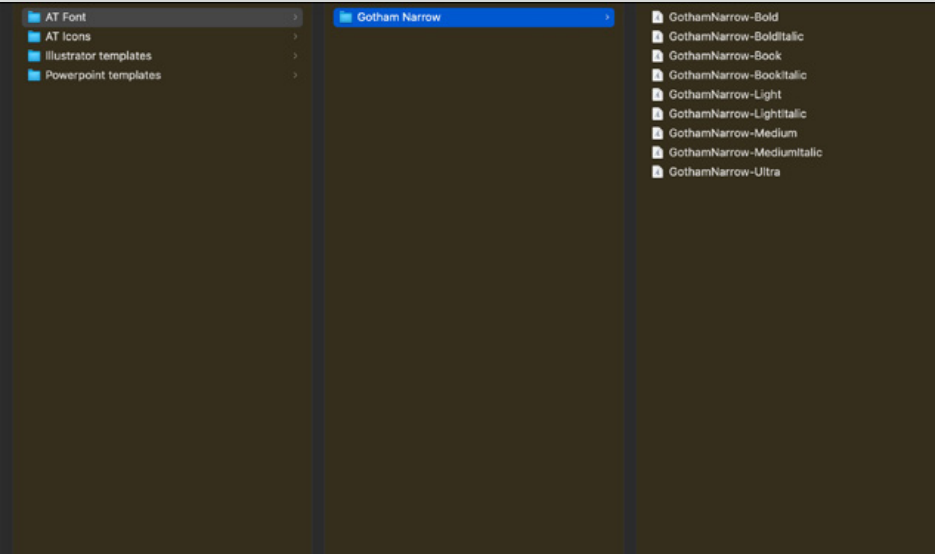
- No matter which template, always ensure the correct fonts are installed: *Gotham-narrow Book* and *Gotham-narrow Medium*. These fonts are provided with the templates.
- Powerpoint will not give warning when a font is missing. Be sure to visually compare artwork templates in this document to ensure the correct font is installed.
- Both Illustrator and Powerpoint templates include placeholder starter files. These can be edited directly to create new signs. Additionally, in Powerpoint, new blank artwork can be created using the *New Slide* button.



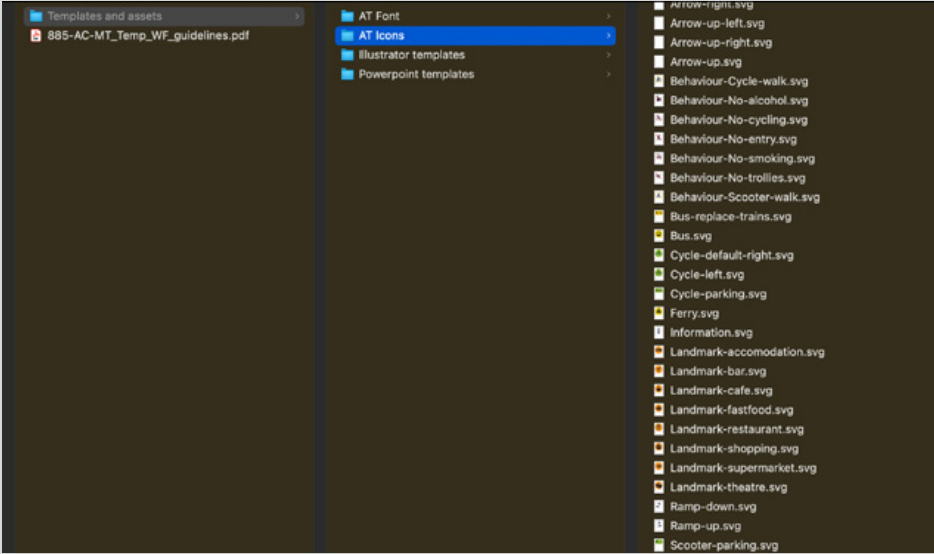
Microsoft Powerpoint templates



Adobe Illustrator templates



Gotham-Narrow font



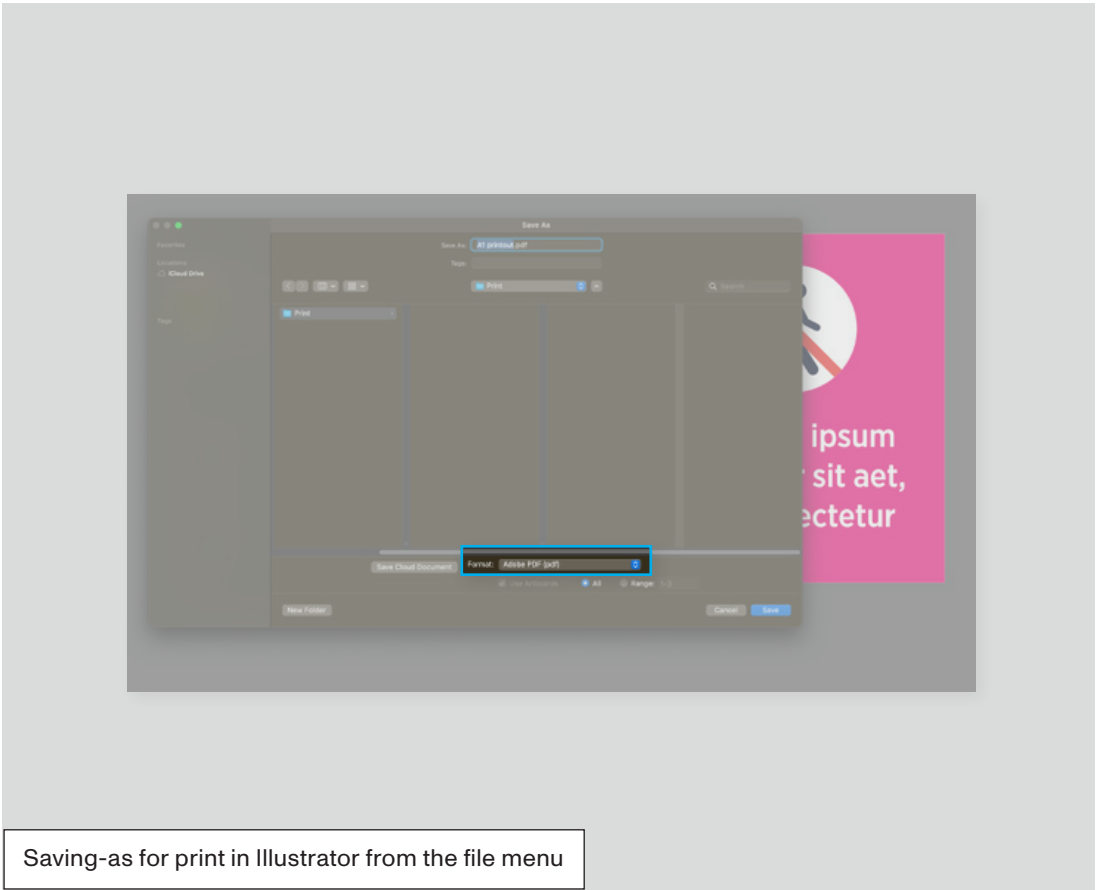
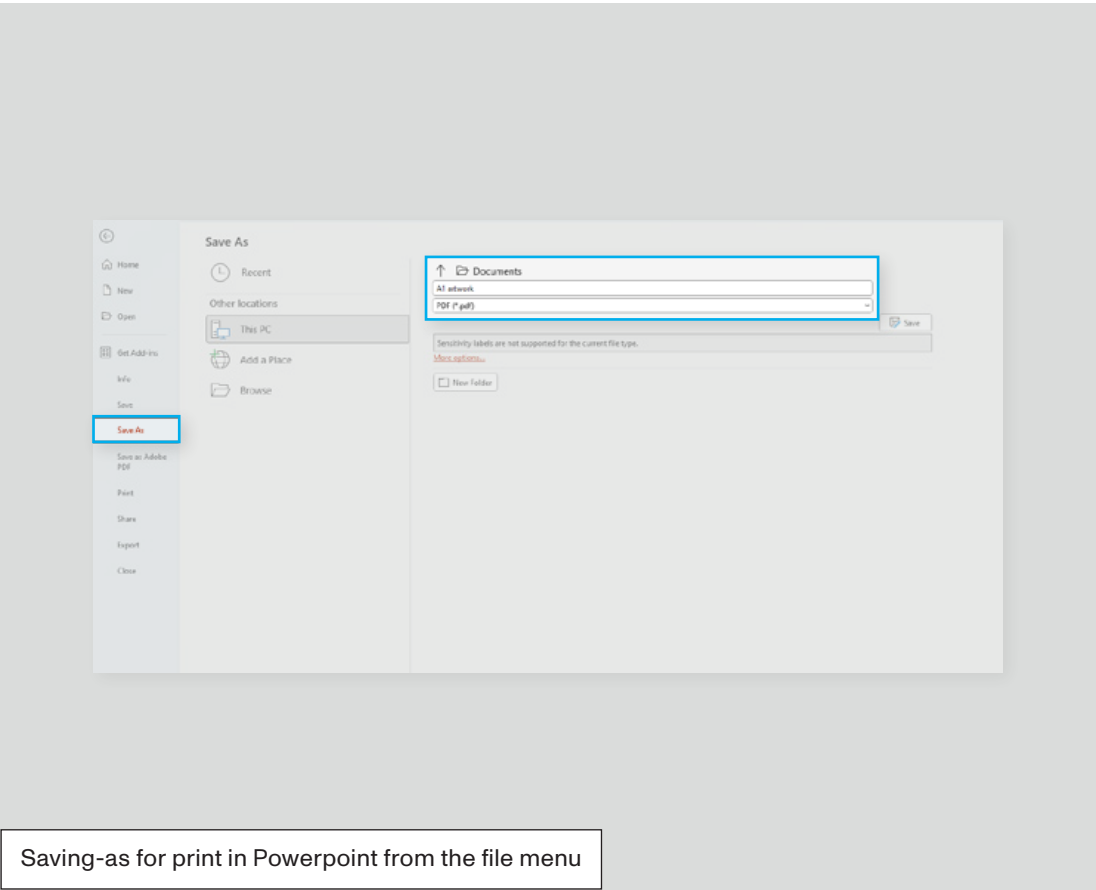
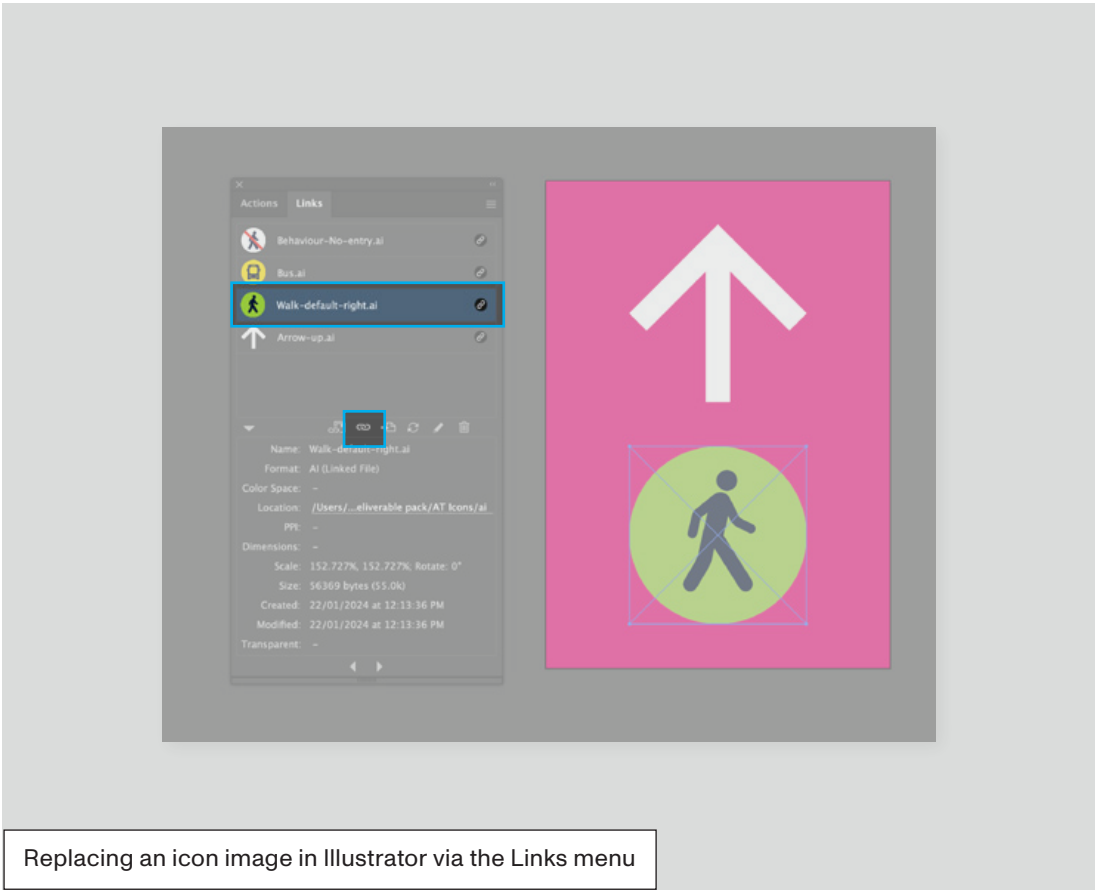
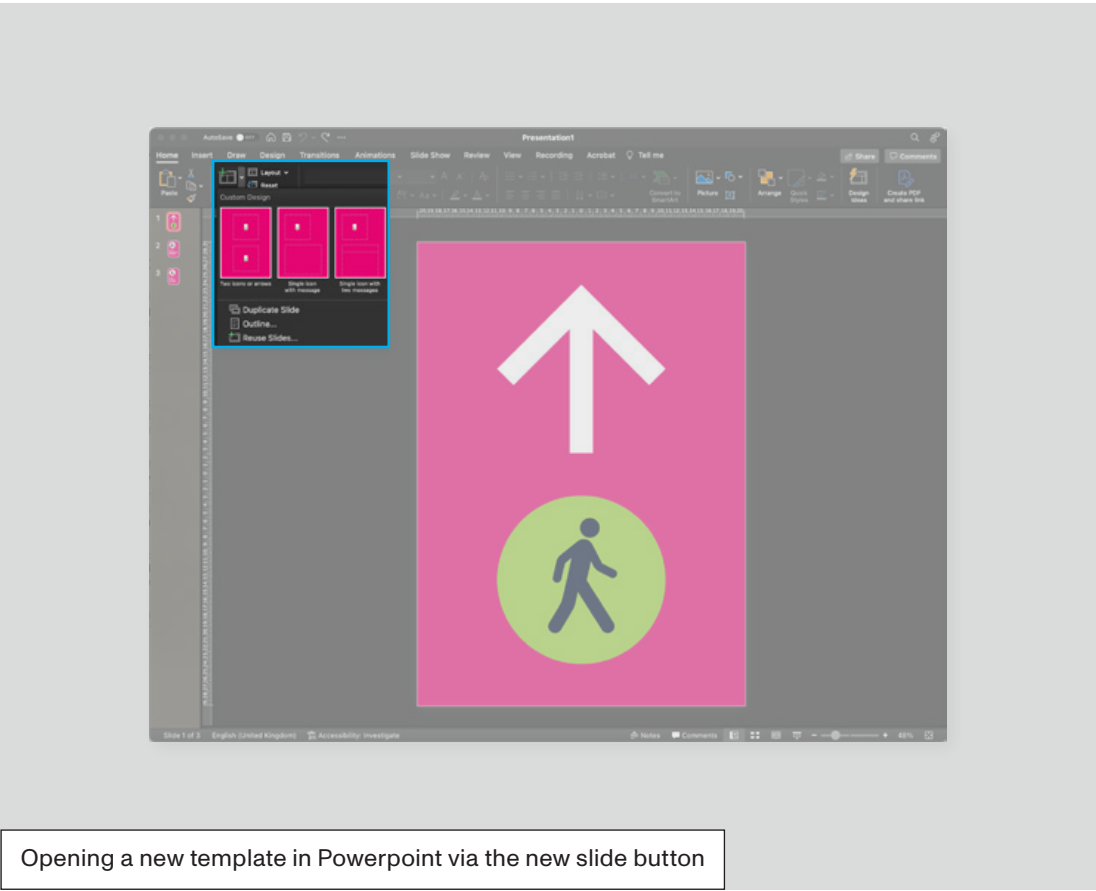
SVG Icon suite

Sign artwork templates

- Icons are provided in SVG (.svg) and Illustrator (.ai) formats:
 - In Powerpoint, add .svg icons by clicking on the relevant place-holder image on the artwork canvas.
 - In Illustrator add .ai icons through the *Place* menu option, or swap out existing place-holder icons using the *Links* menu.
- Templates are starter files only. The content provided in them is purely place-holder and should be customised for the local context.

When preparing artwork created from templates for print production:

- Always provide Adobe pdf files to printers to ensure fonts and icons print correctly, even if the printer doesn't have them installed.
- In Powerpoint, create a pdf by selecting *save as* from the *file* menu and choosing *pdf* as the file type.
- In Illustrator, create a pdf by selecting *save as* from the *file* menu and choosing *pdf* as the file type
- Never provide original Powerpoint files to printers.



3.0 Appendix A – Pilot feedback

3.1 Customer intercept interviews

3.2 Direct observations.

3.1 Intercept interviews

To survey the performance of this sign strategy, intercept interviews with the general public were conducted in and around the Te Ha Noa construction zone.

Overview

The temporary wayfinding strategy was tested in-situ at the Te Hā Noa construction site on Victoria Street East and West during the second half of 2023.

To survey the performance of this sign strategy, intercept interviews with the general public were carried out in and around the construction zone on Thursday 17 November between 11:30am and 2:30pm.

17 interviews were carried out, including a mix of genders, ages and levels of familiarity with the location.

Intercepts

Intercept interviews generate qualitative insights and aid the identification of common themes. They provide a high level snapshot of experiences that people have in a given scenario.

Intercept interviews do not provide quantitative insights or representative samples. As such they help steer a project, by identifying themes, rather than provide an absolute direction.



Te Hā Noa construction site

Summary of themes

Key themes identified by interviews

Colour	Signs	Practicality	Language
<p>There was a strong identification of the colour orange with disruption.</p> <p>Respondents regularly identified the orange as the primary colour used in wayfinding around the disruption site.</p> <p>This extended to misremembering signs that are actually designed in disruption-pink, as orange.</p> <p>Only two respondents recalled pink directional signs, even when some were visible from the interview location.</p> <p><i>“I followed the orange sign with walking person”</i></p> <p><i>“The orange one with the street names on it”</i></p> <p><i>“The orange signs with the arrows”</i></p>	<p>A number of respondents recalled signs designed to highlight local businesses – both for high profile large businesses such as supermarkets, and lower profile businesses such as restaurants.</p> <p>Respondents also noted project comms signs, with several admitting to reading information about major projects in the area.</p> <p><i>“I didn’t see signs today, but I read the information signs once”</i></p> <p><i>”I saw the ones with the shop names on them, countdown”</i></p> <p><i>“Yes, the business open this way sign”</i></p> <p><i>“Yes - Shop signs with arrows, street names with arrows”</i></p>	<p>Both respondents that were familiar and also those who were unfamiliar with the area frequently expressed a mix of minor frustration at disruption, but also balanced with acceptance and practicality.</p> <p><i>“It can be frustrating, but they have to work don’t they”</i></p> <p><i>“I just walk around until I find the way through”</i></p> <p><i>“I’ve seen the construction, but it is pretty easy to get through”</i></p> <p><i>“I walked around, then around, then around, then around until I found somewhere to sit”</i></p> <p><i>“I’ve seen that there is construction ahead of me but I want to avoid it”</i></p>	<p>The construction site crosses part of midtown Auckland that includes both major international tourist landmarks such as the Sky Tower, and a language school.</p> <p>This led to there being a high number of respondents who didn’t speak the same language as written on signs, or that was spoken by site workers.</p> <p>However in spite of this, no additional difficulty was encountered by interviewees with English as a second language.</p> <p><i>“We study here on Queen Street. ESOL College, construction doesn’t effect me”</i></p> <p><i>“On holiday from Germany, it is easy to get around”</i></p>

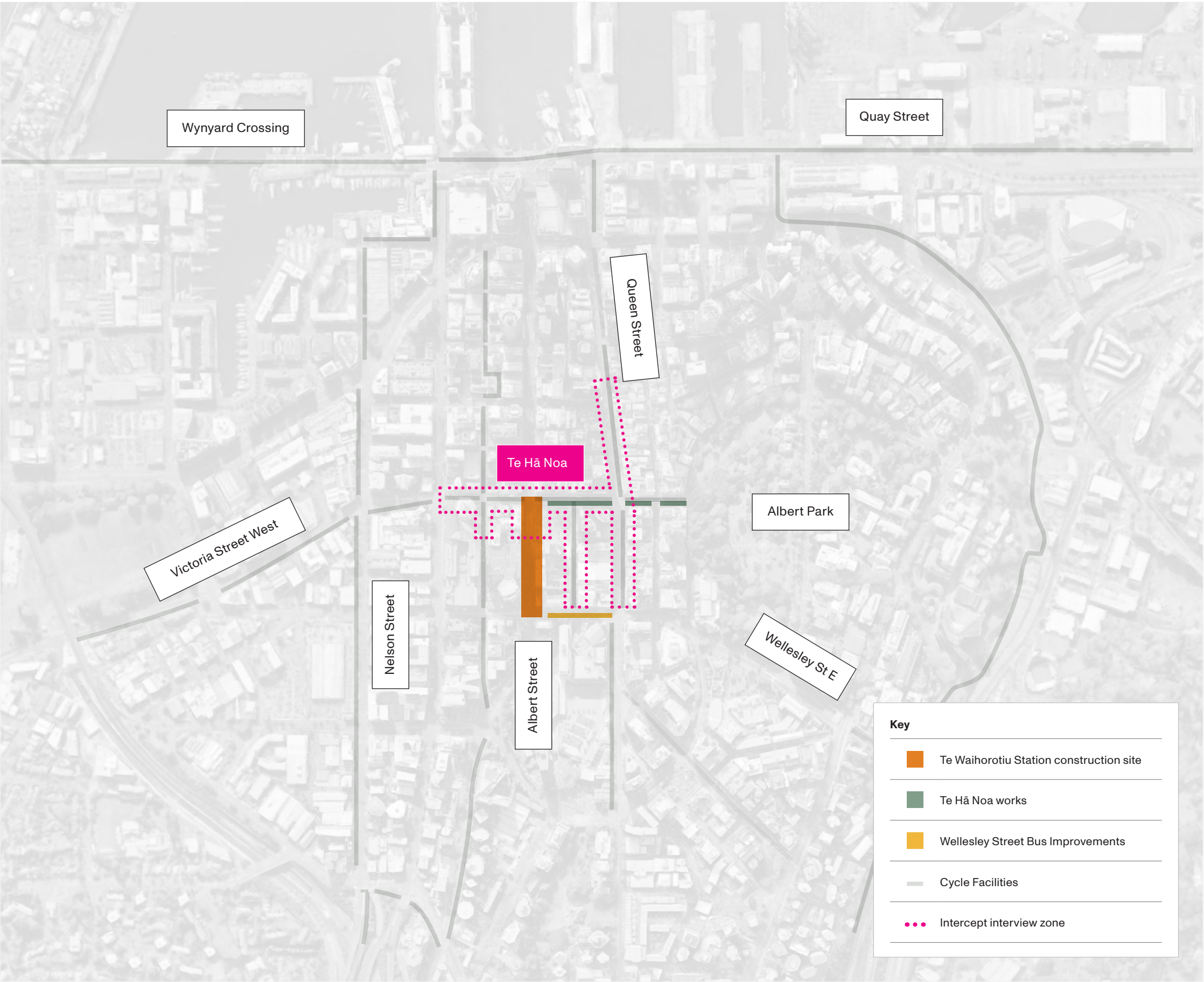
Site Analysis

Location

Interviews were carried out both within the Te Hā Noa construction site, and in the surrounding blocks.

Additional construction sites relating to Te Waihoritu Train Station connect with Te Hā Noa at Elliott and Albert Streets.

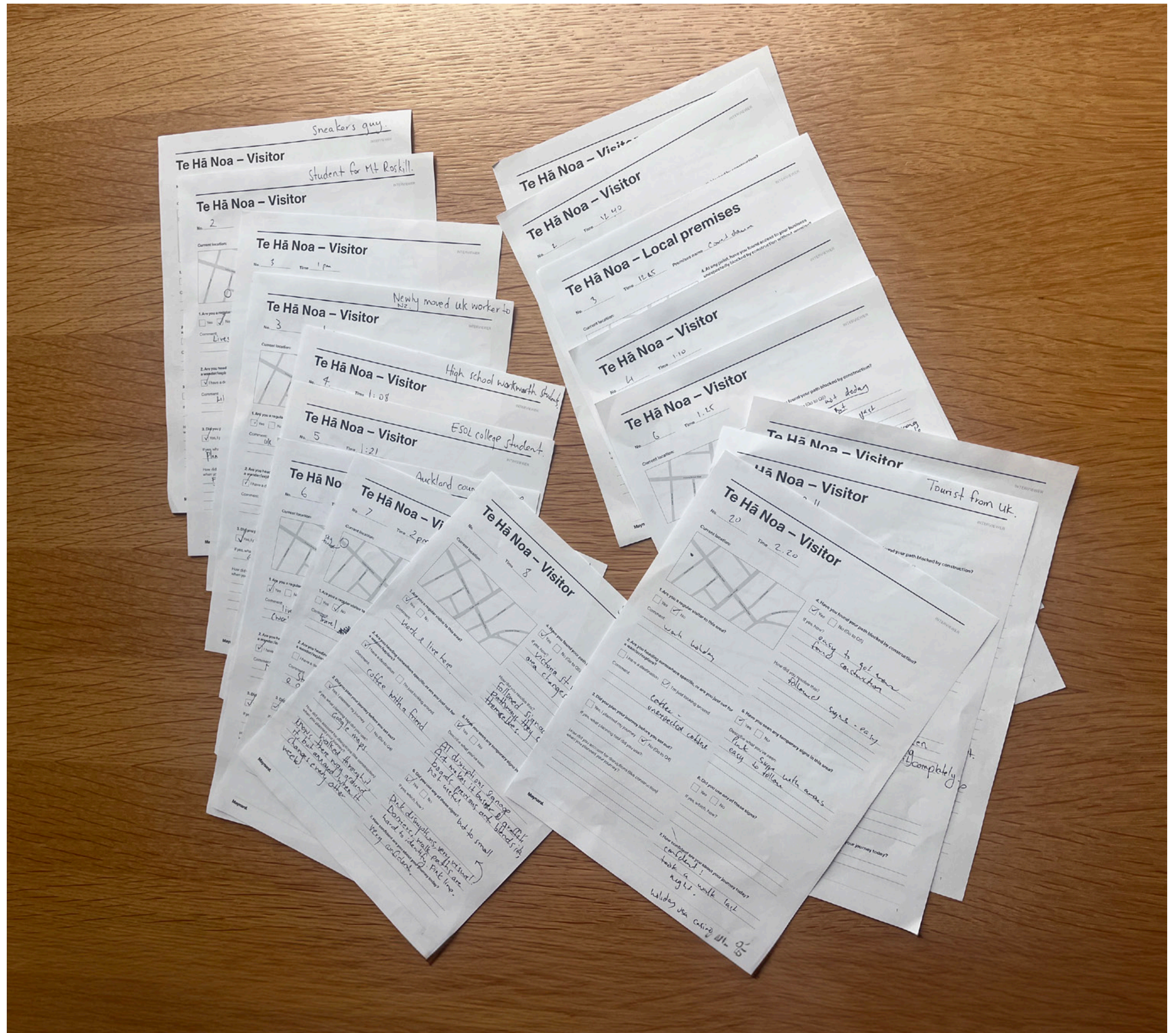
Te Waihoritu construction is managed independently to Te Hā Noa, and engagement with this area may provide a different or inconsistent experience for interview respondents.



Questions

Intercept questions were designed to provide insights by encouraging discussion about the following key areas:

- Familiarity with the area
- Use of journey planning
- Level of disruption to a journey
- Engagement with signs in the disruption
- Confidence when navigating



Respondent snapshot

High-level characteristics of interview respondents:

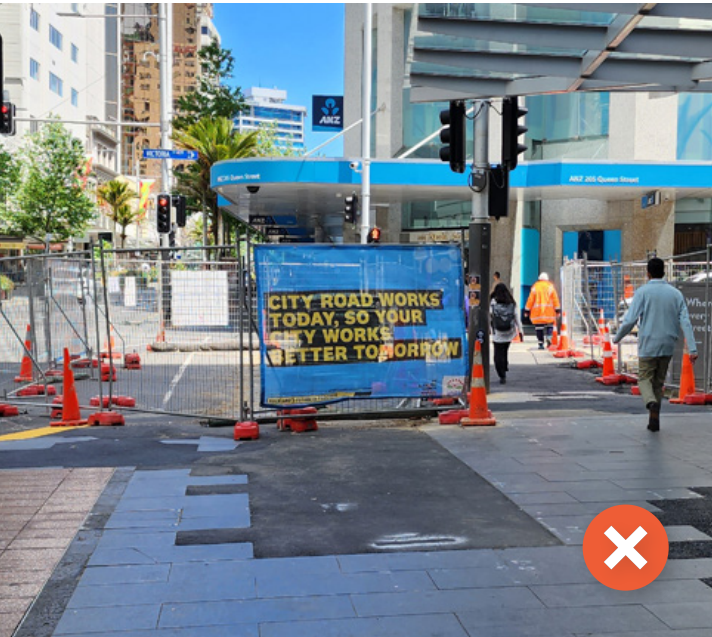
Familiar long term locals	Unfamiliar short stay visitors	Unfamiliar recent arrivals	ESOL
<p>About half of respondents lived locally and were familiar with the area. This included an even mix of the following:</p> <ul style="list-style-type: none">– Workers out for lunch or a walk– Students of all levels– Locals catching up with friends– ESOL school students	<p>About a quarter of respondents were short stay visitors to Auckland. They included the following characteristics:</p> <ul style="list-style-type: none">– Tourists on holiday– ‘Out-of-towners’ here for the day– International travellers for work	<p>About a quarter of respondents were recent arrivals who intended to stay for longer periods. This included:</p> <ul style="list-style-type: none">– ESOL school students– University students– Recent arrivals for work	<p>About a third of respondents, both familiar and unfamiliar with the area identified with English as a second language. This included the following:</p> <ul style="list-style-type: none">– ESOL school students– Tourists on holiday– Recent arrivals for university

3.2 Direct observations

During the intercept interview phase, direct observations were made into how the sign strategy was deployed, and where the strategy could be improved.

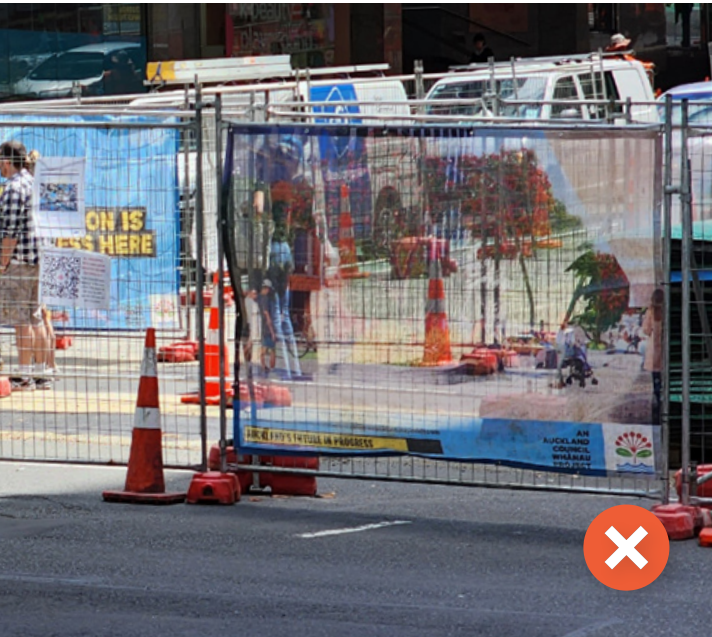
Direct Observations & Recommendations

(1 of 2)



1. Approaches

Fences and hoardings at the entrance to a disrupted zone should be reserved for wayfinding signs that provide context for approaching visitors.



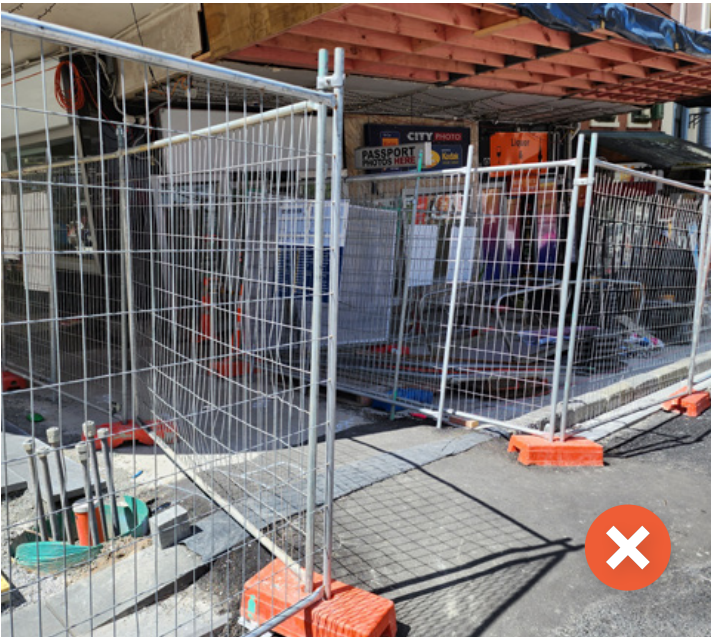
2. Back-lighting

Fences and hoardings that may be exposed to back-lighting should be reserved for solid signs printed onto corflute.



3. Pre-warning

It is important to indicate to pedestrians in advance of a disruption that change should be expected. This allows pedestrians to anticipate an altered path, and plan around it.



4. Very short-term temporary signs

Generic signs should be used for very short term changes to the construction site - including when fences are moved to receive a delivery or to manage fast moving progressive works such as the installation of tiles or concrete paving.

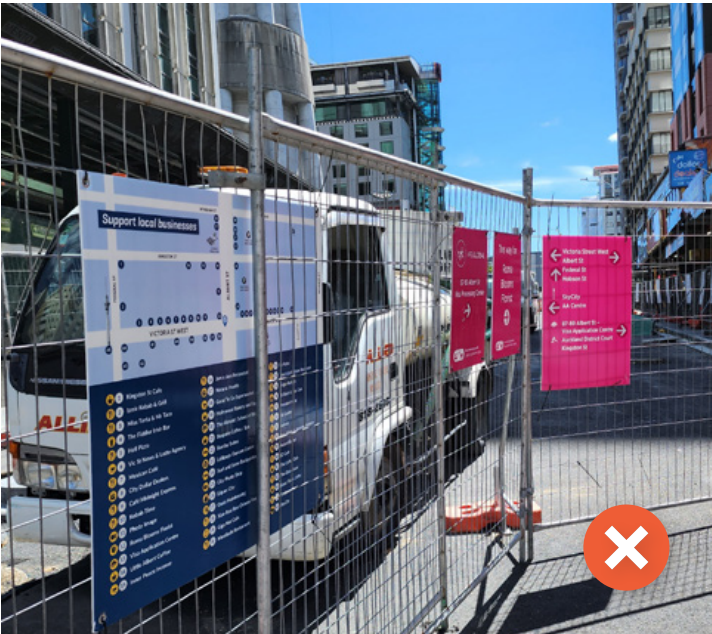
Direct Observations & Recommendations

(2 of 2)



5. Sign priority

Pink directional signs should always have prominence at decision points, in the direction of intended travel. Signs supporting local businesses should be secondary or supporting signs.



6. Operational boundaries

Pedestrians don't see operational scope boundaries. Side-by-side construction projects should coordinate major sign destinations to ensure pedestrians don't lose their way as they travel between them. Where possible this should extend to how sites manage local business supports.



7. Crossing safety

Pedestrians were observed walking around safety signs that blocked their path, to make dangerous crossings that the signs were warning against. Around difficult crossings, signs should be teamed up with other intuitive behaviour indicators. Painted lines and tactiles on the ground can provide a natural stopping point on roads where signs might be ignored.