

Temporary Signage Wayfinding Guidelines Quick Start Guide

Temporary Wayfinding
Auckland Council

Maynard.



Consider

Establishing a baseline of information

Before starting, consider the following principles:

- 1. De-clutter**
Look out for rubbish traps, remove damaged or old signs, maintain clear pathways that are free from additional road cones, sand bags and other potential tripping hazards.
- 2. Less is more**
Avoid overly descriptive language, combine signs where possible to avoid providing too much information.
- 3. Consistency**
Use signs at predictable locations where people would expect to look for them, use consistent language that references existing place names and landmarks.
- 4. Universally accessible journeys**
The same path that supports a wheelchair, supports a pram, a suitcase, or a person with heavy boxes. Where possible, all pathways should support accessible journeys. Where this can't be achieved, be clear about the alternatives.

Establish the basics:

- 1. What does everyone need to know:**
Build a list of affected businesses and local stakeholders. Include contact details.
- 2. What goes on signs:**
Build a consistent list of the following:
 - Major destinations** – those places people go *through* a disruption to reach
 - Local destinations** – those places people go *into* a disruption to reach.

This list provides sign content for use across a disruption.

A consistent list of destinations allows people to follow destinations around and through a disruption, and links their navigation with existing understanding of the pre-disruption landscape.

Plan

What signs to use

1. Choose the right sized sign for the scale of disruption.

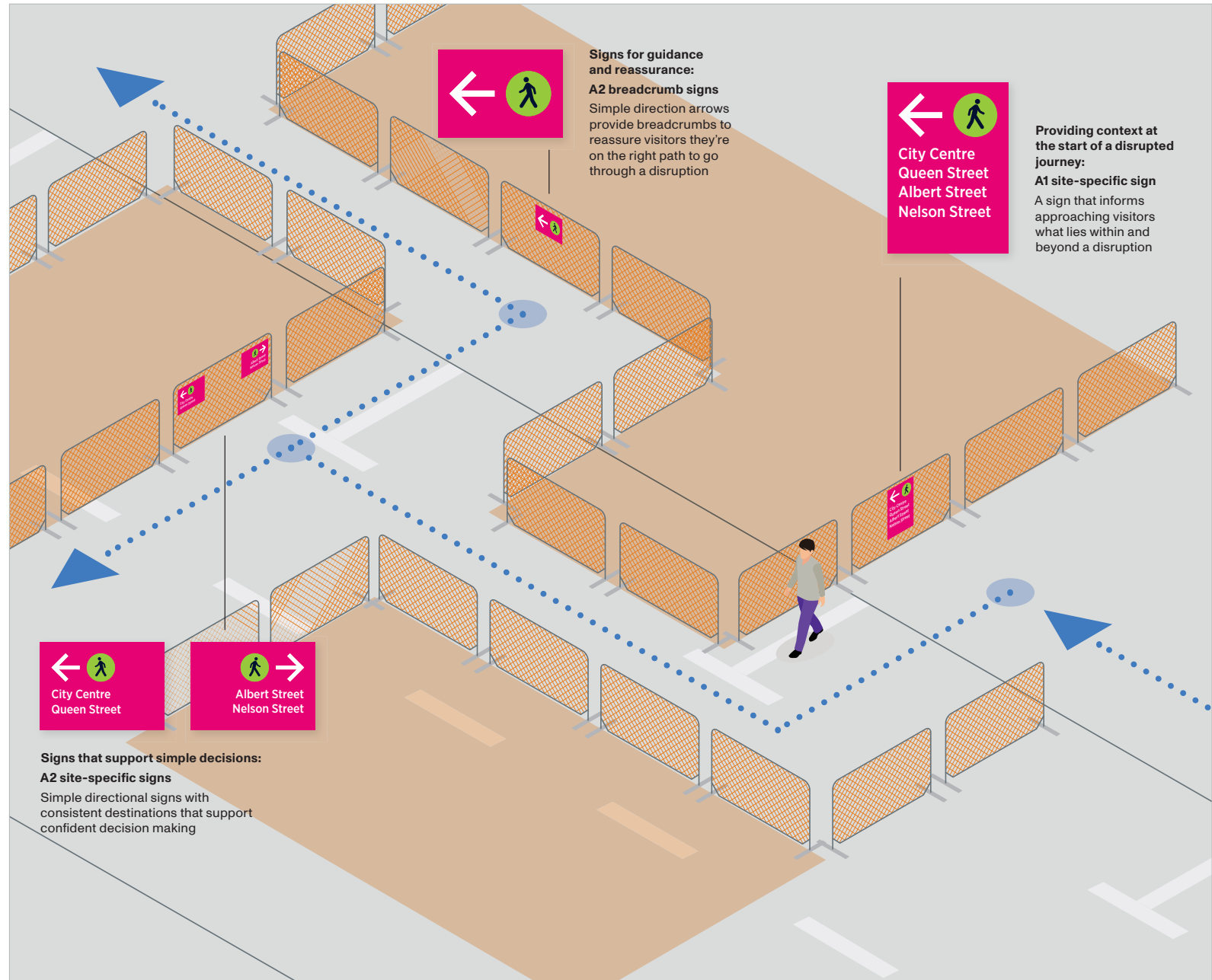
- A1 signs are for places that can be seen from afar.
- A2 signs are for places where signs will be near to the readers.
- A3 signs are only to be used in specific scenarios where people may stand directly beside the sign, or where there are strict limitations on space.

2. Consider the right level of detail to put on signs

Signs that have more detail are less responsive to changes, but provide more context and reassurance for people.

Signs with less detail are more flexible for the project, but provide less context and reassurance for people.

Different signs can be combined in sequence to provide the best outcome (See diagram)



Plan

What signs to use

3. Support local businesses

Signs supporting businesses can appear next to disruption signs. (see diagram)

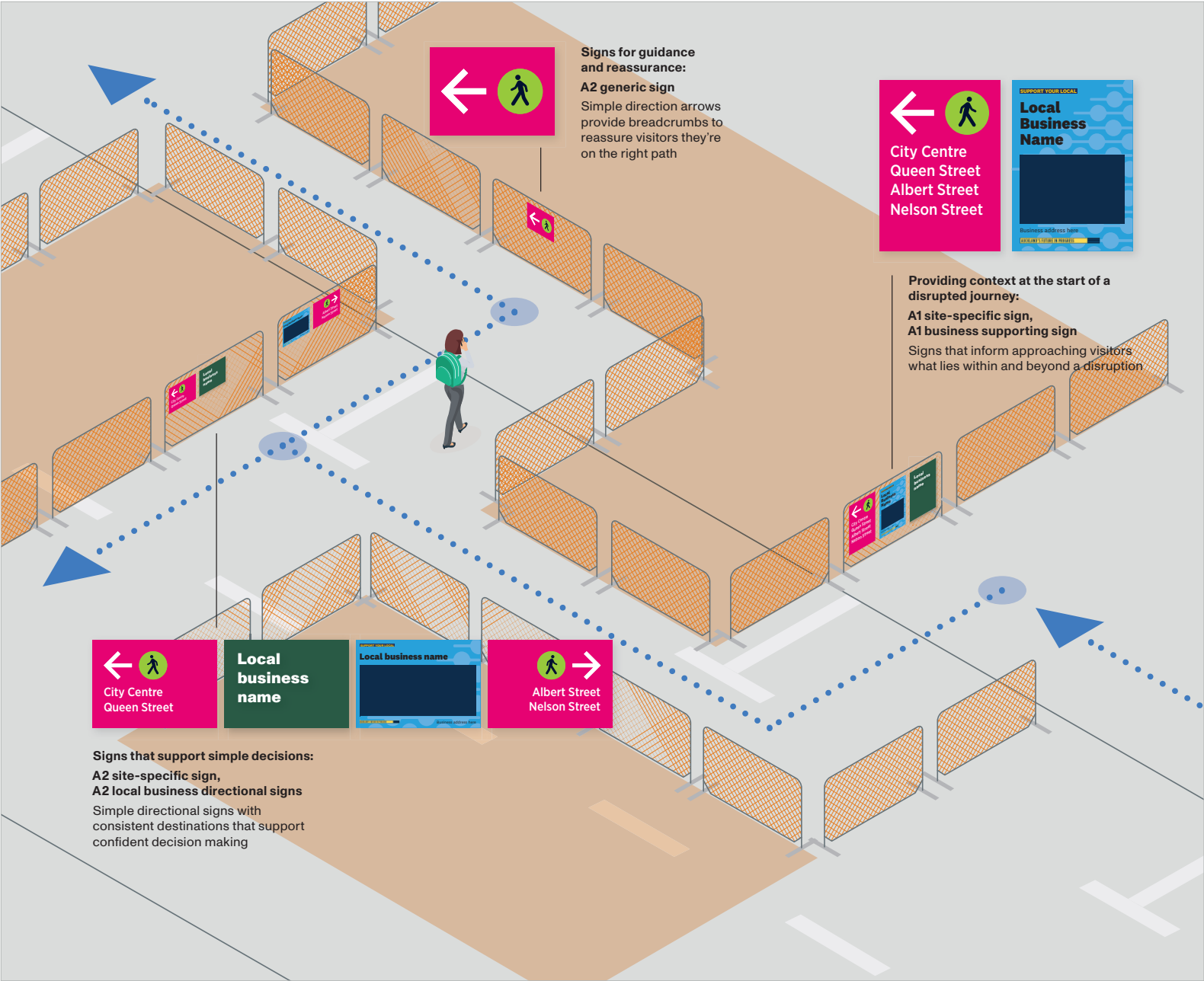
Businesses can design their own signs, or be provided with designs by the project.

Business signs should avoid designing signs in pink or orange.

4. Materials and finishes

Most signs should go on corflute in full colour. Larger bespoke signs for long term disruptions can go on scrim or vinyl hoardings.

Avoid materials like cardboard that can degrade quickly and add to worksite clutter and a general sense of chaos.



Plan

What signs to use

5. Sign placement

- Plot **major** and **local** destinations on a map of the disruption
- Mark the disruption on the map
- Mark pathways that will be available to people on the map
- Mark decision points along pathways
- Assign signs to decision points
- Additional signs can be assigned to long or winding pathways to reassure people they're on the right path.

(See diagram)

6. Where to attach signs

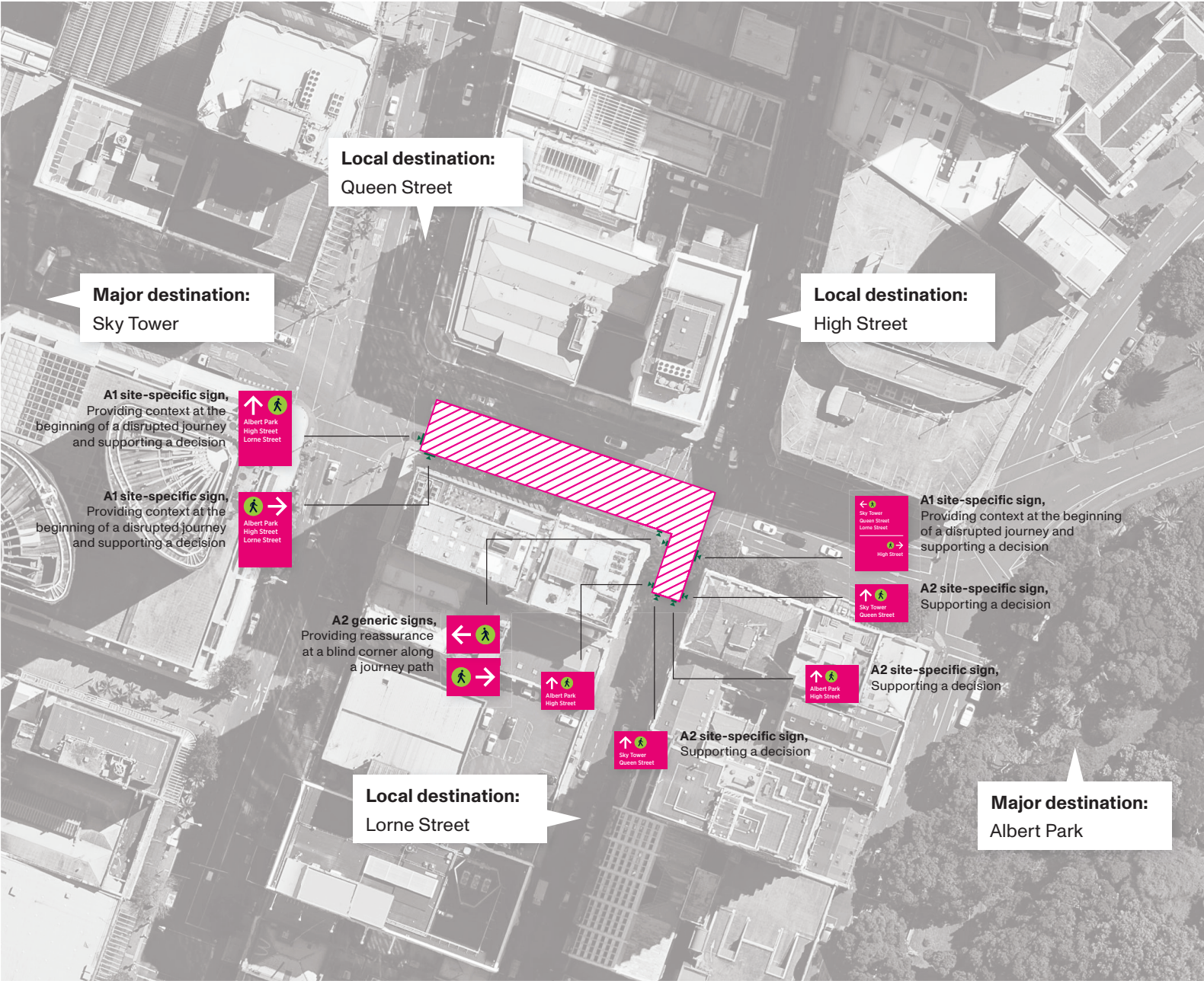
Signs can be attached to fences and hoardings.

7. Sign height

Written content on signs should be no lower than 700mm above the ground, and no higher than 1.8m.

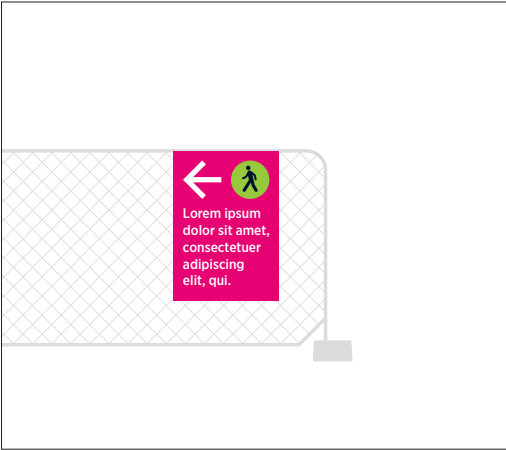
8. Cross-disruption visibility

Lower fences allow visibility across a disruption – fewer signs may be needed in these areas.

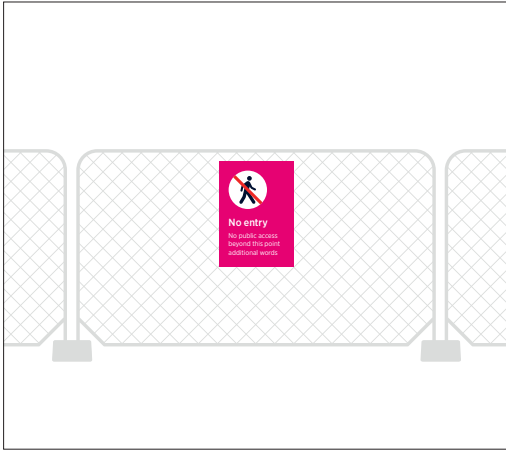


Plan

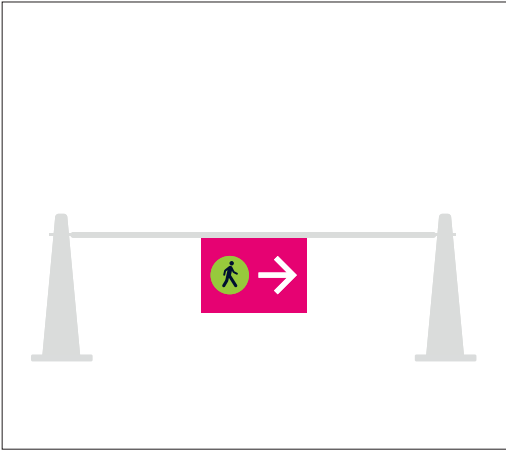
Different signs available for use



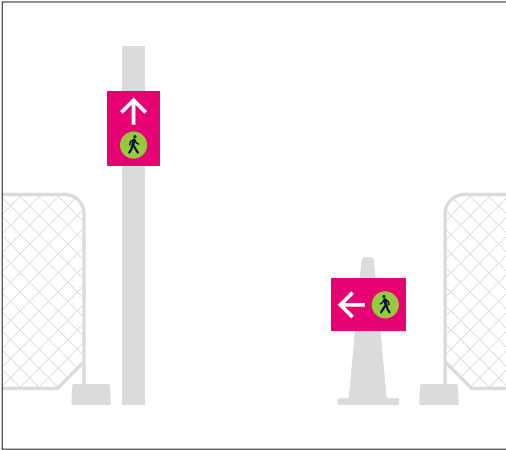
S.001
A1 portrait



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 visibility at a distance.

Deploy

Where to put signs

1. Wayfinding priority on pathways

In a disruption response, wayfinding signs take priority over other sign types at key decision points.

2. Signs supporting local businesses:

Signs supporting businesses can appear alongside wayfinding signs at decision points, but wayfinding signs always take priority in the direction of travel.

3. Project communications

Signs advertising the project, or supplying general comms from the project shouldn't appear at decision points. Project communications should appear at dwell spots or other places where people are stationary out of the flow of pedestrians.

4. Operational or regulatory signs

Signs for the management of the project or site safety have specific locations where they must go. Operational or regulatory signs should never be present at pedestrian decision points.

Maintain

What to look out for once signs are up

Regularly check in on the site, using the principles as a point of reference:

1. De-clutter

- Are there uneven pavements?
- Do disused fences or equipment need to be removed?
- Have rubbish traps emerged?

2. Less is more

- Are there signs that are no longer necessary?
- Are signs over-communicating?

3. Consistency

- Are signs performing their intended role?
- Are there gaps in the navigation pathway?

4. Accessibility

- Do any pathways need to be labelled as not accessible?
- Are ramps in good order?
- Do pathways provide adequate support for low vision pedestrians?

Use the public and stakeholders as resources to ensure that the project is responding to their needs:

1. Stakeholder engagement

- 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.

2. Written feedback

- 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.

3. Verbal feedback

- Intercept and interview pedestrians and retailers.
- Talk with construction crews who interact with the public.

4. Online resources

- 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.

Shane Bradbury
shane.bradbury@maynard-design.com

Maynard Design Consultancy
info@maynard-design.com

London

5 Baldwin Terrace
London N1 7RU
United Kingdom

+44 020 7724 9500

Naarm
Melbourne

3 / 67-73 Hardware Lane
Melbourne VIC 3000
Australia

+61 3 8538 1716

Eora
Sydney

85 William Street
Darlinghurst NSW 2010
Australia

+61 2 8667 5333

Tāmaki Makaurau
Auckland

101 Pakenham St West
Auckland 1010
New Zealand

+64 9 887 7404