# SIGNAGE POLICY

CATEGORY:	Office of the Chief Executive	STATUS:	FINAL
DATE POLICY ADOPTED:	3 September 2019	APPROVAL BY:	Council
REVIEW PERIOD:	5 years	NEXT REVIEW DUE BY:	2024
DATE PREVIOUSLY ADOPTED:	Not applicable	REVISION NUMBER:	0

# INTRODUCTION

Signage is a powerful tool for communities to develop a strong brand for their region, create a positive first impression for visitors, provide important information about an area and to aid navigation and way-finding.

There are a number of historical issues with the rollout of signage within the distrct and also identified opportunites for signage to support tourism and to create a sense of pride and brand.

### PURPOSE

This policy aims to address the identified issues and opportunites, and aims to ensure that signage within the district is planned, designed and located in a strategic way.

# SCOPE

This policy applies to all Council signage.



### **VISION STATEMENT**

A strong brand for the district that creates a positive first impression for visitors and a sense of identity for residents. Meaningful signage that is useful and informative and eases navigation for residents and visitors alike.

### **2 OBJECTIVES & METHODS**



Informing visitors about local attractions and how to get there.

### To achieve this we will:

- · Identify a list of the key destinations that we want to direct people to
- Ensure that wayfinding principles are incorporated in sign site selection and directional design to assist to easily locate key destinations
- Develop a district map sign that shows key destinations and use this in promotional material and at key desitnations
- Provide historical and storytelling information at key sites throughout Wairoa



# High quality signage that is recognisable & reflecting of community identity, branding and pride.

#### To achieve this we will:

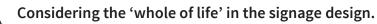
- Develop a set of different signage types that will be used by the Council and ensure that they have a consistent format that visitors and the community can relate to, and clearly identify the purpose of the sign.
- Provide guidance for each sign type including its purpose, content, style and location recommendations
- Utilise the Te Wairoa Community Identity Guide in signage design (where relevant)
- All Wairoa District Council signage will be bilingual (Maori and English) in accordance with the Wairoa District Council Te Reo Maori Policy

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# Signage that is designed, located and planned according to wayfinding principles and relevant regulations.

### To achieve this we will:

- Provide guidance on wayfinding principles
- Plan and implement an interconnected sign network
- Provide guidance on signage rules and regulations
- Provide guidance on road and pedestrian safety considerations



To achieve this we will:

- Require that signage is durable and requires low maintenance
- Ensure that all signage (including off-road signage) is included in Council's Asset Management Databases
- Consider how sign vandalism can be prevented or remedied in signage design and location selection



#### Encouraging innovative signage.

#### To achieve this we will:

• Encourage the use of innovative signage, where appropriate (eg projected signage for night time display, LCD screens.