

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 district and also identified opportunities for signage to support tourism and to create a sense of pride and brand.

PURPOSE

This policy aims to address the identified issues and opportunities, 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.

1 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 destinations
- 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



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



Considering the 'whole of life' in the signage design.

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).

