

OHAKUNE SIGNAGE & WAYFINDING STRATEGY

19 NOVEMBER 2021

Bush Track - 25 mins (Return)

Ohakune TOP 10 Holiday Park - 1 min
Burns Street - 14 mins

DOCUMENT QUALITY ASSURANCE

BIBLIOGRAPHIC REFERENCE FOR CITATION:

Boffa Miskell, 2021. Ohakune Wayfinding & Signage Strategy Report by Boffa Miskell Limited for Ruapehu District Council.

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OVERVIEW

OVERVIEW

AIM

The aim of the signage and wayfinding strategy is to review the existing movement between Ohakune Town Centre and The Junction and set up a framework to better improve the connectivity of the two areas. The strategy looks to review the existing signage and wayfinding to use as a base standard for improvement.

BACKGROUND

On Friday the 1st of October 2021 Ohakune Inc. met with Boffa Miskell to walk the site, photograph and discuss areas the group felt required attention and gain an understanding of the issues presented with the existing signage and wayfinding.

This signage and wayfinding strategy considers the two areas of Ohakune Town Centre and The Junction at a high level to assess the current movement between the two areas and the existing trail networks before suggesting improvements in these networks to better and more clearly connect the two. A new suite of signs is then developed for a staged implementation over time to better connect the two areas and provide clarity for people moving between.



NEXT STEPS AND RECOMMENDATIONS

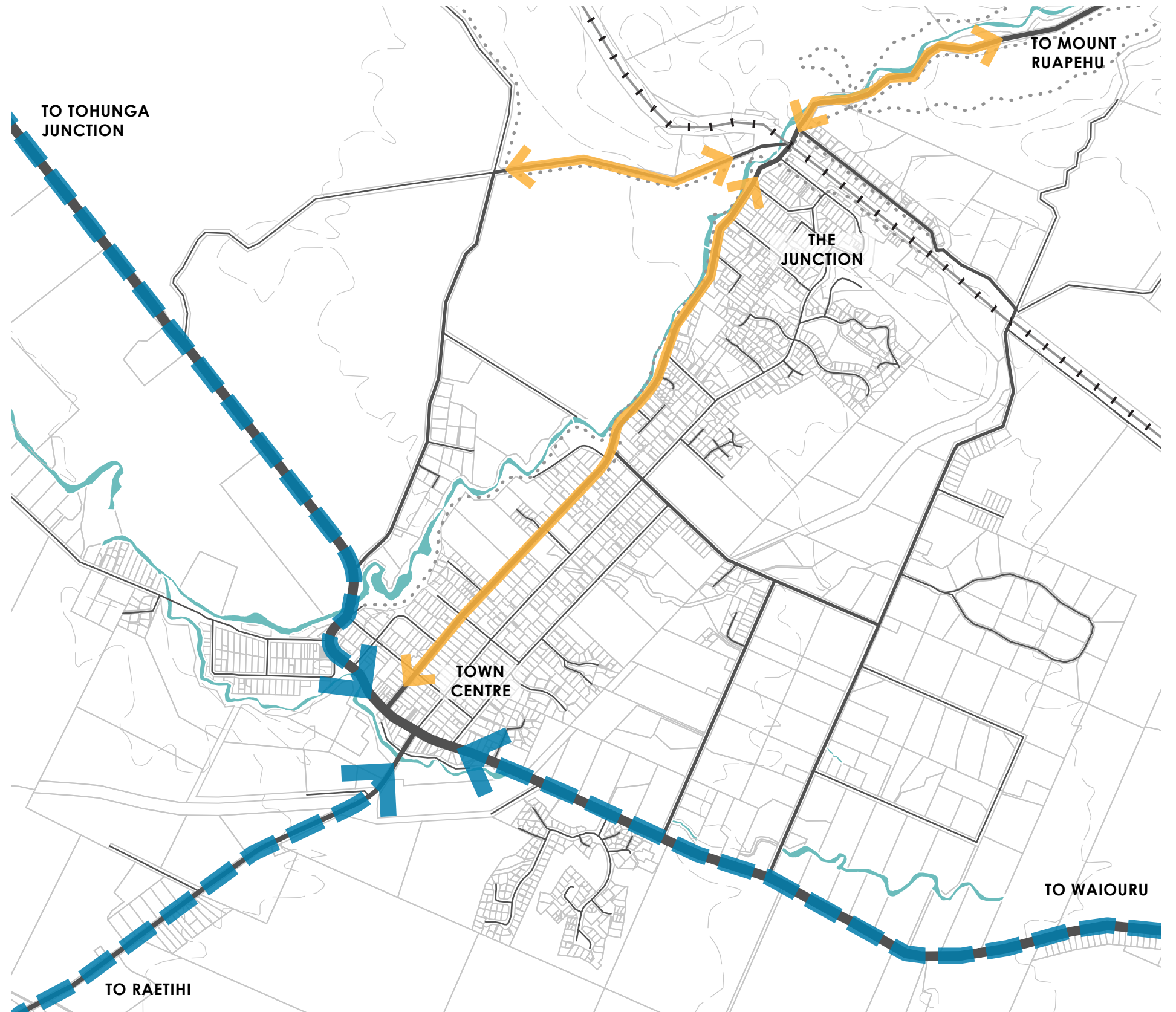
Following a review of this strategy document, and taking on board any recommendations made, the sign suite requires further development with input from a graphic designer to finalise the details of the signage, its appearance and detail schedules for the information to be displayed on each of the signs implemented.

A thorough review of the existing signage and wayfinding has been undertaken by Boffa Miskell. It is recommended that once the signage and wayfinding strategy is complete, another review is completed with the aim of reducing visual clutter. This would involve identifying opportunities where signs could be removed and replaced to fit the new aesthetic developed and simplify information available to visitors. This would need to be done in discussion with the various stakeholders of the different signage throughout Ohakune and a strategic timeline development for replacement and removal of visual clutter alongside funding opportunities to complete this work.

EXTERNAL MOVEMENT MAP

LEGEND:



-  Primary Vehicular Route to Ohakune
-  Secondary Vehicular Movements



2 MOVEMENT CONTEXT

EXISTING CONDITIONS

LEGEND:




-  Primary Vehicular Movements
-  Destinations / Points of Interest



OHAKUNE - MOVEMENT CONTEXT

EXISTING RECREATION NETWORK

LEGEND:

-  Walking and/Or Cycling Trail
-  5 Minute Walking Catchment
-  10 Minute Walking Catchment



3 SIGNAGE & WAYFINDING

SIGNAGE & WAYFINDING

PROPOSED MOVEMENT



LEGEND:

- (Walking and/or Cycling icon) Existing Walking and/Or Cycling Trail
- (Solid Green line) Proposed 3.0m Shared User Path
- - - (Dashed Green line) Future Shared User Path
- ➔ (Purple arrow) Primary Vehicular Movement



KEY GATEWAYS

LEGEND:

-  Primary Signage and Wayfinding Gateway
-  Secondary Signage and Wayfinding Gateway



SIGNAGE & WAYFINDING STRATEGY

REDUCE VISUAL CLUTTER



CONSISTENT GRAPHICS & BRANDING



STRONG AND RESILIENT MATERIALS



SIGNAGE & WAYFINDING STRATEGY

SIGN FAMILY



1 GATEWAY FEATURE SIGN

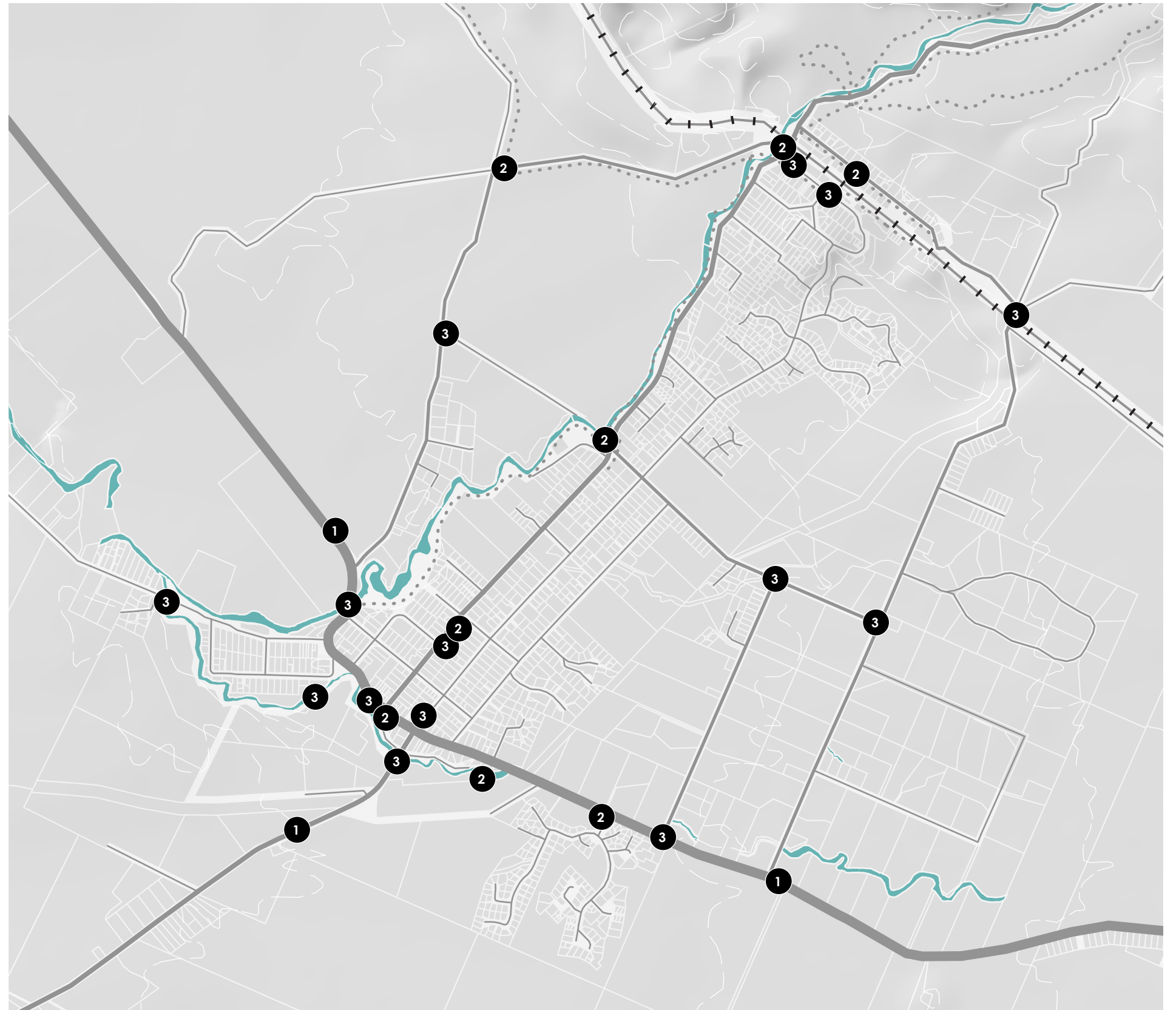
2 DESTINATIONAL WAYFINDING

3 DIRECTIONAL WAYFINDING

WAYFINDING INTERVENTIONS

LEGEND:

- 1 Gateway Feature Sign
- 2 Destinal Wayfinding
- 3 Directional Wayfinding



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SIGINAGE & WAYFINDING PRECEDENTS



1 GATEWAY FEATURE SIGN



PRECEDENT IMAGES - GATEWAYS

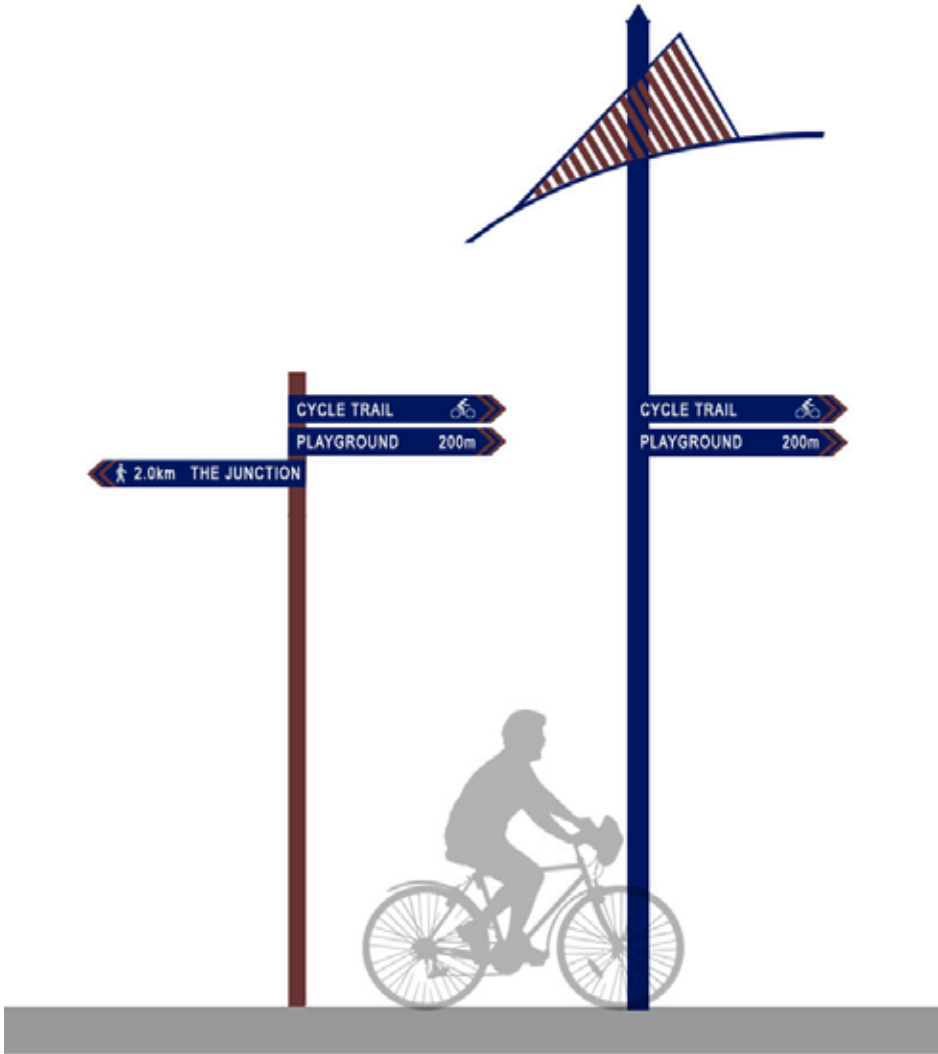


2 DESTINATIONAL WAYFINDING



PRECEDENT IMAGES - DESTINATIONAL

SIGN PRECEDENTS - DIRECTIONAL



3 DIRECTIONAL WAYFINDING



PRECEDENT IMAGES - DIRECTIONAL

