Walking

Every journey has an active component of either walking or cycling, and these are more than just a good way to get around the neighbourhood. We encourage walking and cycling as they have proven benefits to health, happiness, the environment and the economy. With an increased programme of investment in walking and cycling initiatives, it is important that signage along these routes encourages and supports more active journeys.

Contents

3.0 Graphic elements

3.1 Graphic application

3.2 Pedestrian sign suite

3.3 Pedestrian route planning

3.1

Graphic elements

The AT logo is the customer facing logo for active modes in Auckland. It will be used throughout the and pedestrian network.

The grey shapes indicate the minimum clear space based on the AT roundel.

Padding = ½ width of AT roundel

Nothing should ever appear in this area. The clear space will increase or decrease in proportion to the logo size.

The operational logo should not be used smaller than 15mm high.
In some situations the logo may need to be smaller than the minimum size.
In this instance approval may be given on a case-by-case basis.

AT logo lock-up

Padding = ½ width of AT roundel

When used on pedestrian signage, the AT logo appears as a lock-up with the AT website address as above. The baseline of the web address lines up with the bottom horizontal line of the A (see above).

Generally the white mono AT logo will be used because signs will use a base colour of Ocean Blue (C: 100 M: 65 Y: 22 K: 80).

Only the single colour version of the logo should be used on signage. This is to reduce visual clutter and maintain clarity on AT signs.

Gotham Narrow

Our core typeface is Gotham Narrow. It's dynamic, clear and has a clean, crisp feel. All lettering within the sign system is carried out using this contemporary sans-serif typeface developed with legibility in mind.

Text should always appear in sentence case. Avoid wording in full upper case, with the exception of the abbreviation AT, for Auckland Transport, in headlines, body copy and some cartography.

For sign use, specific rules of letter and word spacing have been developed to maximise legibility.

For active signage the main type face used is Gotham Narrow medium. Gotham Narrow bold is also used when a destination is a Suburb.

Other forms of Gotham Narrow such as light, book and bold may be used on some pedestrian signage and maps. More detail on where this can be used is specified in each relevant section.

Numbers

Numerals should use Tabular lining in the open type settings. This produces numbers with a standard space between them. This helps when a passenger is comparing distances, prices, platform numbers, route numbers etc.

Regional signage typeface

Gotham Narrow medium
Its clarity and legibility makes it a good choice for a range of wayfinding applications.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890$&.,:;'()/-

Gotham Narrow light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890$&.,:;'()/-

Gotham Narrow book
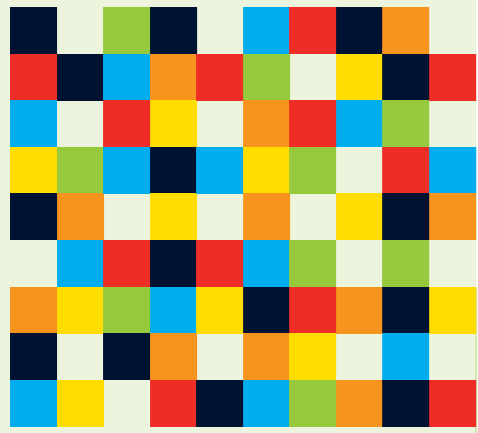Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890$&.,:;'()/-

Gotham Narrow bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890$&.,:;'()/-

Tabular numerals

Our palette

The regional signage colour palette has been adjusted from Auckland Council's colours to improve legibility on signage.

Core colours

Ocean Blue (C: 100 M: 65 Y: 22 K: 80) and White maintain the link to the other CCOs and are the core colours used on signs.

Signage Active Green (C:46 M:0 Y:100 K:0) is the mode colour for cycling and walking and is used to in the header to help identify the signs as relating to walking and cycling.

Secondary colours

The secondary colours Yellow and Red have been added to produce a legible highlight when used on a background of Ocean Blue.

Yellow, and Cyan relate to specific transport modes:

Yellow: Take care on cycle signs and public transport modes (bus, train and ferry)

Red: Warnings

Cyan: Road modes (driving)

Orange: Attractions

Colour palette

	C	M	Y	K	PMS
Signage Ocean Blue	100	65	22	80	PMS 539C
White	0	0	0	0	White
Signage Active Green	46	0	100	0	PMS 376C
Signage Safety Yellow	0	10	100	0	PMS 109C
Signage Pohutukawa Flower Warnings	0	96	97	0	PMS 485C
Signage Commercial Orange	0	50	100	0	PMS 144C
Signage Parking Blue	100	0	0	0	PMS Cyan

Arrows

Arrows are always used to indicate direction.

Public transport icons

The icons for public transport modes must always be used alongside the appropriate text. The interchange icons shown here are for use on signage; however, there is a simpler icon that is used on maps.

Active mode icons

Used on pedestrian cycle and shared paths signage.

Third-party transport icons

Use these to indicate facilities for private vehicles, taxis etc.

Parking icons

Use these to indicate AT car parks, park-and-ride and non-AT commercial carparks.

Icons

Key items and directions are supported on the signs by the use of internationally recognisable icons. This improves accessibility for speakers of other languages and reinforces key messages. Icons for items must appear next to the arrow icon so they can be understood without having to read the text. If a new icon is required, a request must be made to the Design Studio/regional signage project. New icons and landmarks must only be created by these teams.

Bus · Train · Ferry · Light rail · Interchange · Interchange · Bus/Ferry Interchange · Train/Ferry Interchange

Walking · Cycling · Shared path · Bike parking

Car · Taxi · Pick up · Drop off · Car share · Motorbike · Scooter · Campervan · Tow truck

AT parking · Park and ride · Commercial parking
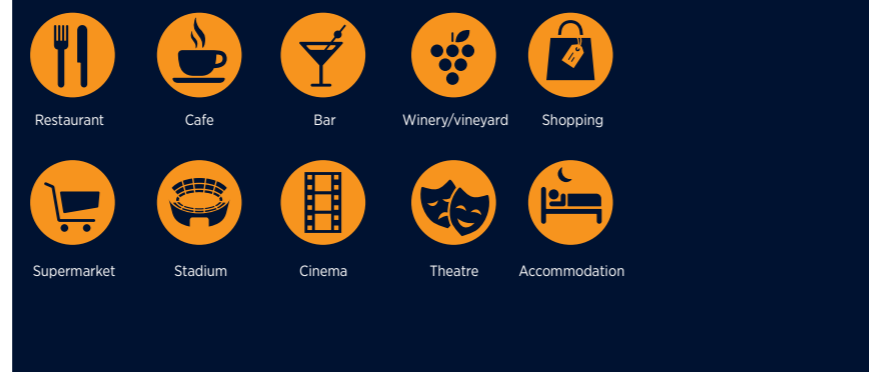
Service and facility icons

Used to indicate a range of publicly accessible services and facilities.

The bulk of destinations included on pedestrian signs are suburbs, town centres and roads. These aren't easily described with a symbol.

Toilets	Accessible	Baby change	Information	Lifts	Escalator
					Stairs
Telephone	i-site	Accessible toilets		Drinking fountain	Church
					Marae
ATM	Bank	Scenic point	Cemetery	Police	Fire station
					Court
Council building	School	Tertiary education	Library	Post Office	Airport
					Museum
Art gallery	Hospital	Shower	Park	Boat ramp	Swimming pool
					Beach
Playground	Exercise/recreation	Swimming	Fishing	Skateboarding	Ice skating
					Golf/Golfcourse
Racecourse/	Zoo	Level crossing horseracing	Interchange	North	

Commercial icons

Commercial facilities/attractions – can be used on maps, and pedestrian and signs. Only used to indicate a retail area rather than individual businesses.

Restaurant	Cafe	Bar	Winery/vineyard	Shopping
Supermarket	Stadium	Cinema	Theatre	Accommodation

Direction of human icons

Where icons feature a side view of a person, the icon should be aligned so that the person is travelling in the direction of the arrow on the sign.

Where directions feature an icon of a pedestrian icon should face in the direction indicated.

This applies to the time information on pedestrian blades. The human icons should face in the direction indicated by the arrow.

NOTE:
The human icons always face in the direction of the arrow.
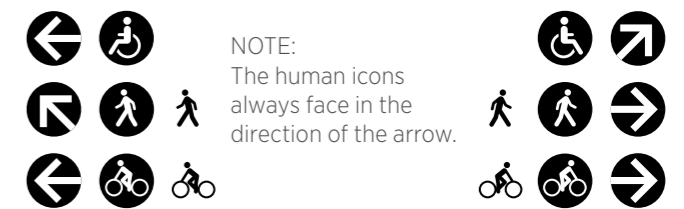
When there is no directional arrow or the direction is straight ahead or down, the human icons will face to the right as here.

Pedestrian blade:

Reserve   1 min

Reserve

Regional Facilities Auckland (RFA) official names

Venues RFA owned and managed
- ANZ Viaduct Events Centre
- Aotea Centre
- Auckland Art Gallery
- Auckland Town Hall
- Auckland Zoo
- Bruce Mason Centre
- QBE Stadium
- Mt Smart Stadium
- The Civic
- Western Springs Stadium

Other major regional facilities
- ASB Showgrounds
- ASB Tennis Arena
- Auckland War Memorial Museum
- Eden Park
- MOTAT
- North Shore Events Centre
- Stardome Observatory and Planetarium
- The Trusts Arena
- Spark Arena
- Vodafone Events Centre
- New Zealand Maritime Museum

Landmark illustrations (points of interest – POI)
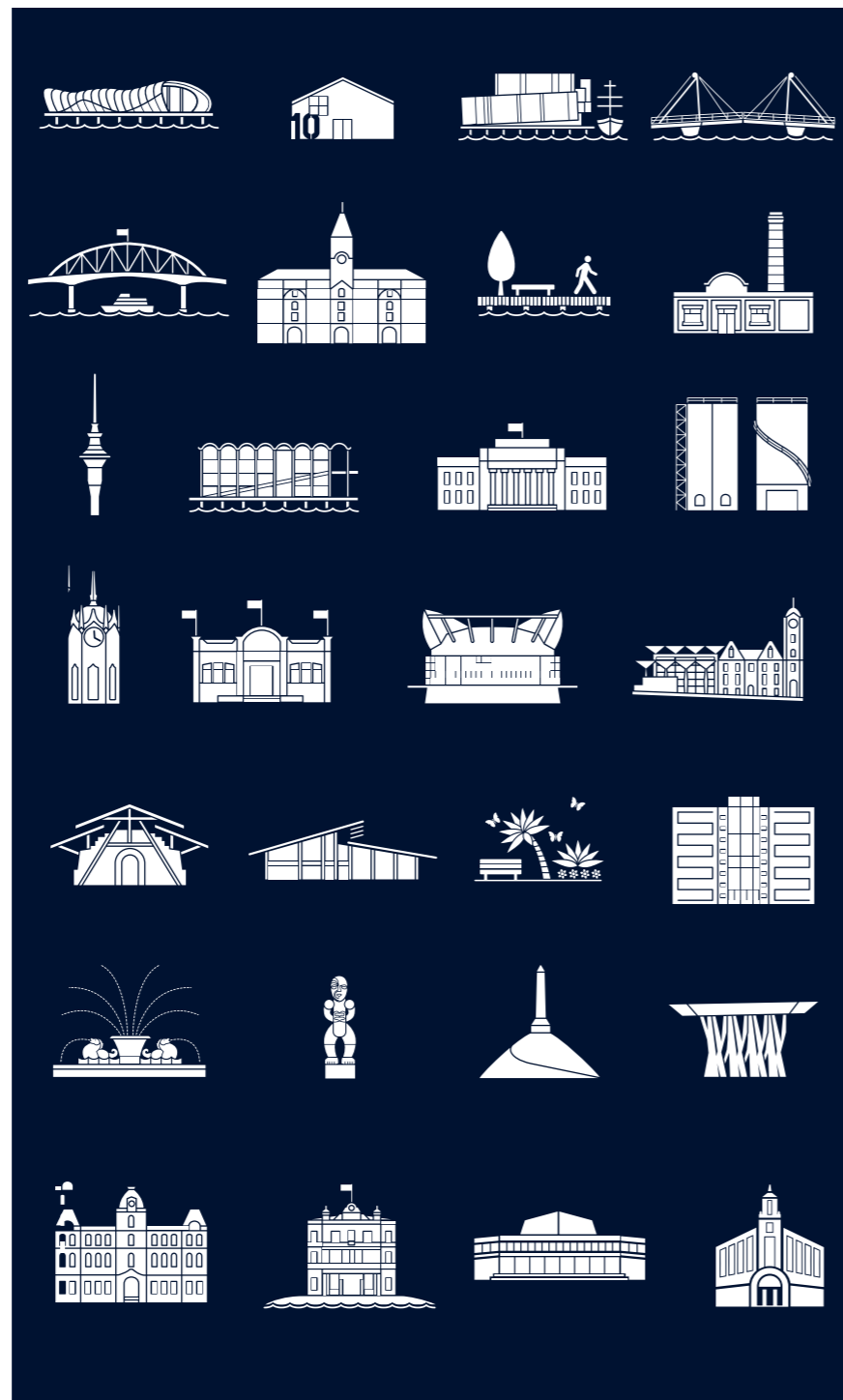
Further landmarks will be added as required

POI usage

Used on some maps and on large explorer signs, these illustrations highlight key landmarks in the region.

Landmark illustrations can be used in two ways: White on the Ocean Blue background or when used on maps, the landmark illustrations appear in shapes as here, with pointers directed to the relevant destination.

The background is slightly transparent to allow the image underneath to show through. This shape appears in 60% White.

POI colour palette
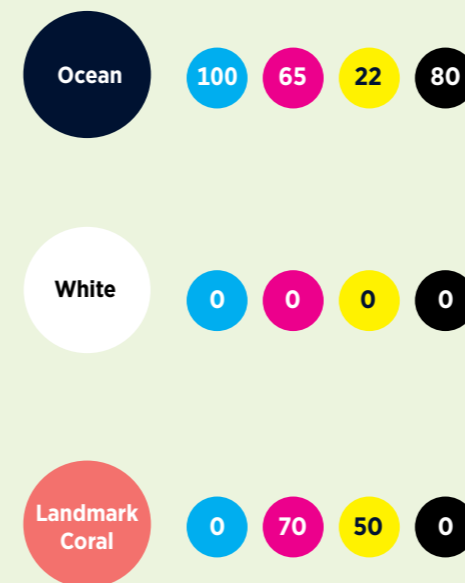
3.1

Cap height (Y) vs x height (x)

Across these guidelines font sizes are expressed in both lower case height (x) and capital height (Y).

The cap height of a typeface is measured by the distance from the baseline to the top of the capital letter.

The x height of a typeface is measured by the distance from the baseline to the top of the lower case letter.

Line spacing

Line spacing is based on the height of the lower-case letter 'x'.

One 'x' is the standard minimum between two lines of information. When information in more than one size of lettering is used, the larger 'x' height should be used to separate the two lines of differing size.

Secondary text in a message should be $^2/_3$ of the size of the primary text.

Graphic application

Typography and measurements

Hx

'Y' height
'x' height
Centre reference
Baseline

Y-height Centre reference x-height
Wayfinding

Line spacing principles

X X
X

Henderson
Via Henderson Creek path

X X
X

Text and icons

It is best practice to couple text with an icon (if there is a icon that matches in our suite). This creates a clear message that a viewer can understand, even if English is not their first language.

Icons are centred vertically on the capital letter of the text.

There are some guidelines to follow when using icons with text:

1. Text size is set by the viewing distance.

2. An icon's size is 1 ¼ of the capital letter height (Y).

3. The distance between an icon and text is $^1/_3$ of the width of an icon (i).

4. Minimum top and left margins are ½ the width of an icon (i).

1. Text size

xs S M L XL XXL XXL⁺
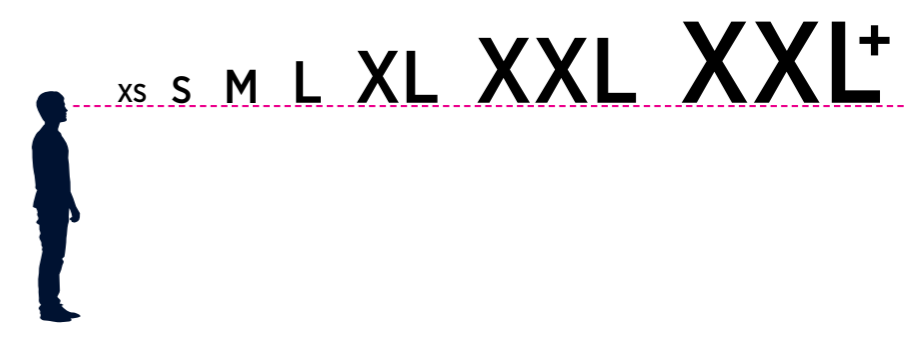
2. Icon sizing: $1^1/_4$ of capital letter height (Y)

10 cm   8 cm   # Main St Y

Icon centred vertically on (Y)

If (Y) = 8 then (i) = 10

3. Icon spacing: $^1/_3$ of icon width (i)

Main St

10 cm 3.3 cm

4. Minimum margin size: $^1/_2$ of icon width (i)

5 cm

Sign edge

5 cm   # Main St

10 cm

(i)   ½(i)   ⅓(i)

Vertical message spacing

To separate messages vertically within one sign, use (Y) or the capital letter height.

This distance is measured from the baseline of the previous line of text to the top of the lower case letter (x) of the next message.

The lower case height (x) will be used to separate lines within a message as explained previously in the line spacing section.

Sign edge

↑ 🚻 Toilets 2 min Y
X Viaduct Events Centre 2 min
North Wharf 2 min X
Y
↑ 🚻 Toilets 2 min
Y
Viaduct Events Centre X 2 min
Y
North Wharf 2 min X

↑ 🚻 Toilets 2 min
Viaduct Events Centre 2 min
North Wharf 2 min

↑ 🚻 Toilets 2 min
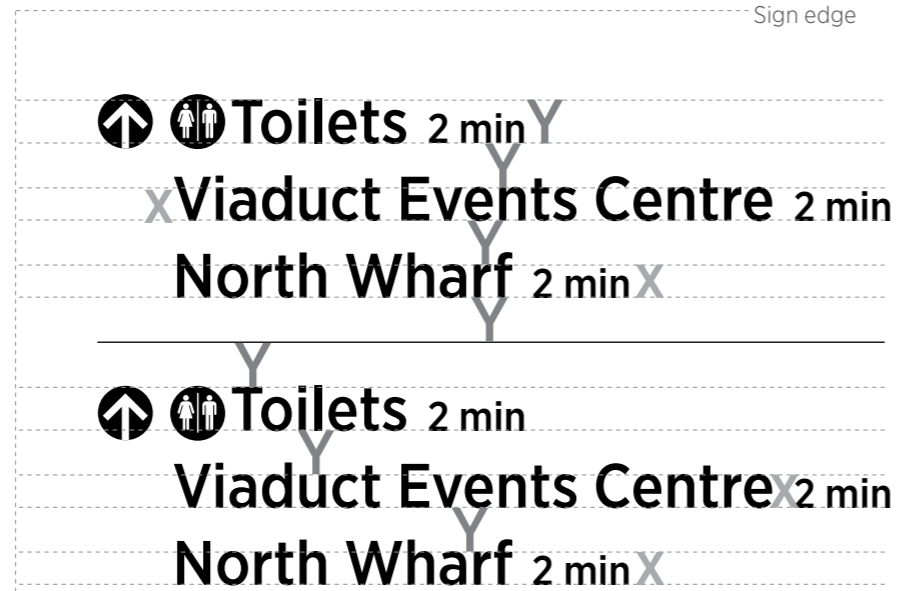Viaduct Events Centre 2 min
North Wharf 2 min

Panel padding

The minimum space from the top edge of the panel to the top of the first icon is ½ the icon's width (i).

The space from the left side of the panel to the left edge of that icon should be the same.

A minimum distance of ½ of the icon width should be left clear around all edges of the panel (the clear zone).

Minimum panel padding indicated on all sides.

Example of part of a pedestrian blade: ½ (i) padding on all sides.

← **Main St**

Example of a full blade: ½ (i) padding on all sides.

← 🍴 ☕ 🔒 **Queen St** 4 min 🚶

(i) Padding is taken from the arrow icon. ½(i)

The above padding is a minimum guide only as some of the larger signs require more padding on top, bottom, left and right margins. See the pedestrian and cycleway arrangement sections in this chapter for sign specific information on padding.

1/3 walking icon

Viaduct Harbour
Princes Wharf

1/4 walking icon

1/4 walking icon

1/2 walking icon

↑ 🚻 Toilets 2min
NZ Maritime Museum 2 min
Viaduct Events Centre 6 min
North Wharf 10 min

🚶
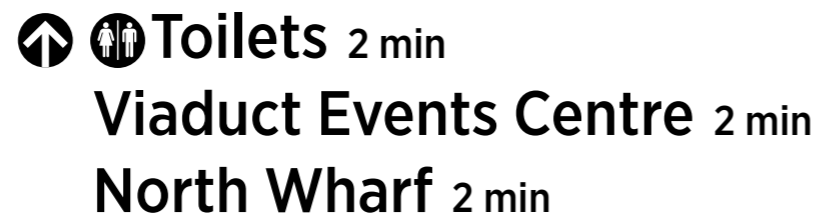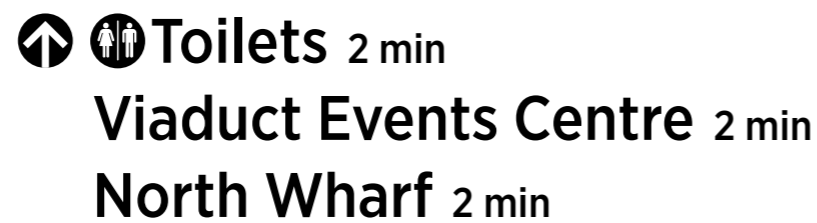
Panel padding on the infohubs is based on the large walking icon on the right hand side of the sign instead of the directional icons within the text. This gives more visual padding on all sides.

(i) Padding is taken from the walking icon in header section.

½(i)
⅓(i)
¼(i)

Information hierarchy

Choosing content for signs
There is only so much information that can fit onto a sign and that information must be large enough to be legible, so decisions need to be made about what to include and what to leave off. What is on the signs must be consistent across the network; the list below shows the standard hierarchy of information for directional wayfinding:

1. Transport stations/Interchanges
2. Toilets
3. Landmarks (POI)
4. Recreation/scenic areas
5. Other facilities
   e.g. Police, post office, shopping
6. Suburbs.

This means that if there is not enough space to include other information such as suburbs, these should be left off the sign, whereas information such as stations, toilets or landmarks will almost always be included.
See Fig. 1 and Fig. 2.

Fig. 1. Choosing information in order of importance to the local area.

1 Trains
Buses
Ferry
2 Toilets
3 Landmarks
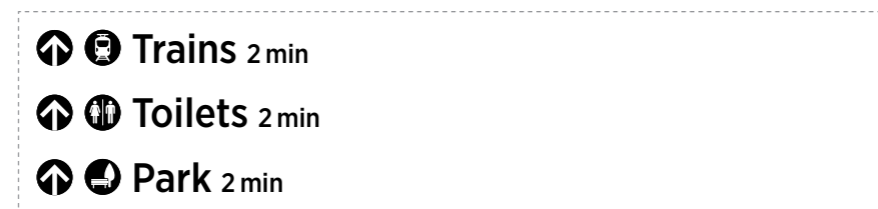Museums
Events centres
4 Parks
Scenic point
5 Schools
Police
Mountain Rd
Restaurant
Cafe
Supermarket

Fig. 2. Order information in order of importance.

⬆ Trains 2 min
⬆ Toilets 2 min
⬆ Park 2 min

After stations, and toilets all other information will be placed in alphabetical order when in the same direction, and the same time. See Fig. 3.

Apply the progressive disclosure rule, giving the pedestrian only enough information necessary to get to the next decision-making point.

For example, as the pedestrian approaches a sign on the street, the wayfinding provides them only with information to get to the next sign or route change.
Once you have narrowed down the content you need to order it depending upon the time measured to get to the next decision point.
See Fig. 4.

When using time, ensure that it is always written as 'min' for minutes, whether it is 1 minute (1 min) or 15 minutes (15 min).
See Fig. 4.

Fig. 3. After stations and toilets, all other information will be placed in alphabetical order (when in the same direction and the same time).

⬆ Trains 2 min
⬆ Toilets 2 min
⬆ Bar 2 min
⬆ Cinema 2 min
⬆ Park 2 min
⬆ Police 2 min
⬆ University 2 min
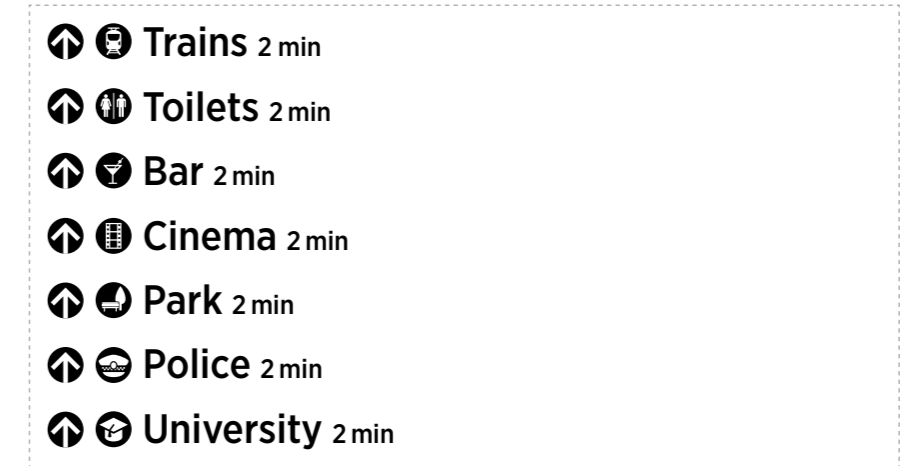
Fig. 4. Sign samples: Pedestrian
Order information in order of time.

⬆ Toilets 2 min
NZ Maritime Museum 2 min
Viaduct Events Centre 6 min
North Wharf 10 min

⬅ The Domain 15 min 🚶
⬅ Auckland Museum 15 min 🚶
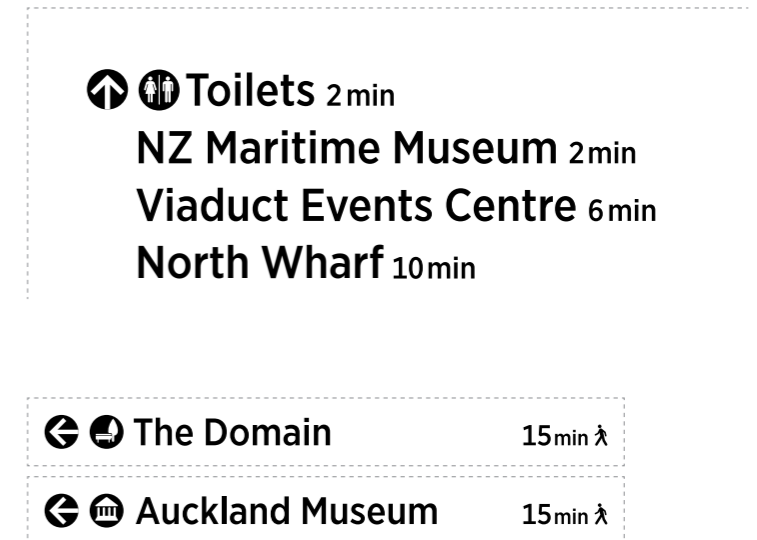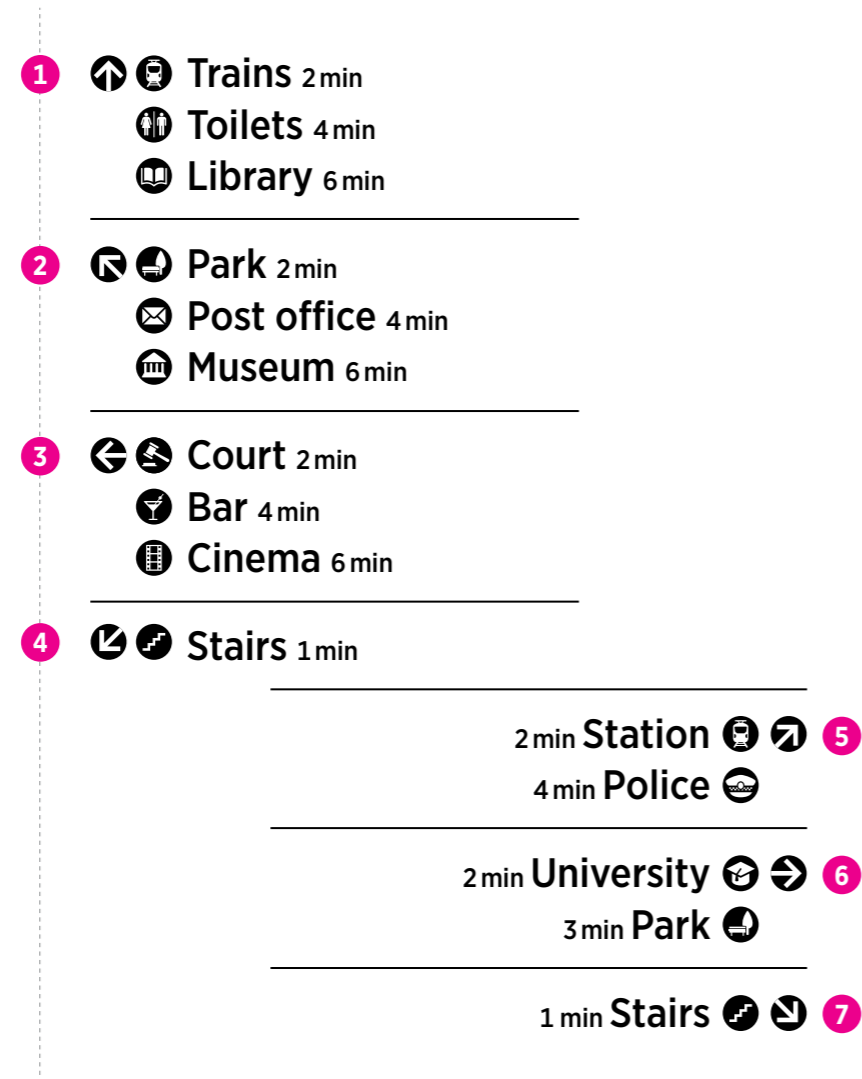
Directional hierarchy

When stacking destinations the order is determined by the direction.
See Fig. 1.

When destinations are listed they will be ordered by their direction. When there are multiple destinations in the same direction the order will be determined by the hierarchy of importance, which is explained on the previous page.

⬈ ⬊ Arrows should not generally be used. The exception is when directing the pedestrian down stairs

⬇ Down arrows will not be used.

Fig. 1. Walking: Information is in order of direction first, then time.

1 ⬆ 🚆 **Trains** 2 min
🚻 **Toilets** 4 min
📖 **Library** 6 min

2 ⬉ 🌳 **Park** 2 min
✉ **Post office** 4 min
🏛 **Museum** 6 min

3 ⬅ ⚖ **Court** 2 min
🍸 **Bar** 4 min
🎬 **Cinema** 6 min

4 ⬋ 🏃 **Stairs** 1 min

2 min **Station** 🚉 ⬈ **5**
4 min **Police** 🚔

2 min **University** 🎓 ➡ **6**
3 min **Park** 🌳

1 min **Stairs** 🏃 ⬊ **7**

Arrows

Arrows are used to indicate the direction of a destination.

Arrows are treated in the same way as icons and are 1¼ the size of the capital height of the largest destination type.

An arrow should only be included on the first direction to a destination – other destinations within this direction will not be shown with an arrow.
See Fig. 5.

Arrows used to indicate the left, straight or down direction should be placed on the left-hand side of the first line of the message.
See Fig. 3.

Arrows used to indicate the right should be placed at the right-hand side of the first line of the message.
See Fig. 4.

Sign messages should be justified left or right depending on the direction indicated by the arrow.

On pedestrian and shared blades, each blade is treated as an individual sign, so each blade always has an arrow for the left and right directions.
See Fig. 6.

⬈ ⬊ Arrows should not generally be used. The exception is when directing the pedestrian down stairs.

⬇ Down arrows will not be used.

Fig. 3.

Left justified directions

⬆ 🚆 **Trains** 2 min
⬉ 🌳 **Park** 2 min
⬅ ⚖ **Court** 2 min
⬋ 🏃 **Stairs** 1 min

Fig. 4.

2 min **Station** 🚉 ⬈
2 min **University** 🎓 ➡
1 min **Stairs** 🏃 ⬊

Right justified directions
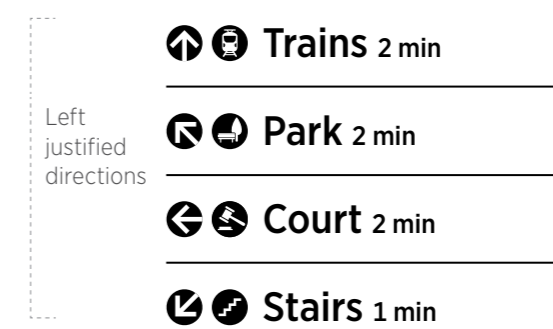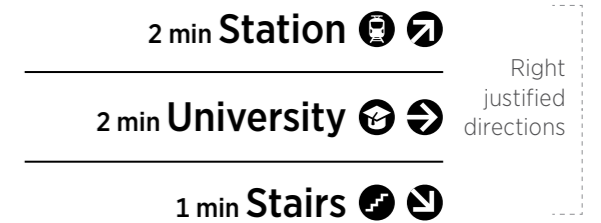
Fig. 5. One arrow used for destinations in the same direction.

⬆ 🚆 **Trains** 2 min
🚻 **Toilets** 4 min
📖 **Library** 6 min

⬉ 🌳 **Park** 2 min
✉ **Post office** 4 min
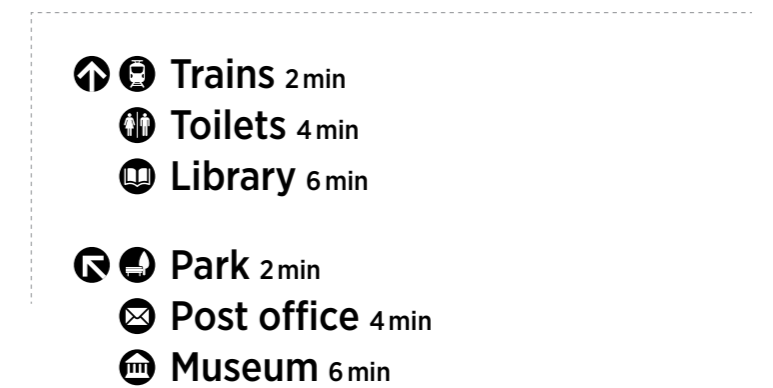🏛 **Museum** 6 min

Fig. 6.
On pedestrian blades, each blade is treated individually and therefore always has a directional arrow.

⬅ 🌳 **The Domain** 15 min 🚶
⬅ 🏛 **Auckland Museum** 15 min 🚶

Icons and arrows

A suite of sign icons has been drawn for use with AT's wayfinding and signage.

Where icons are to be incorporated in directional signs, they must appear next to the arrow. This will speed up navigation for pedestrians and cyclists, even if English is not their first language.

The distance between the arrow and the icon is ⅓ of the width of a icon (i). The same space is inserted between the icon and its matching text. The height of the icon should be 1¼ times the capital height (Y), and centred on the capital height.

Hierarchy of icons

Icons will be placed in alphabetical order with A-Z going from the wording towards the arrow on signs and blades.

When there is a transport icon on a sign or pedestrian blade it will always appear closest to the arrow, then the toilet icon, then the other service facility and commercial icons will follow in alphabetical order.
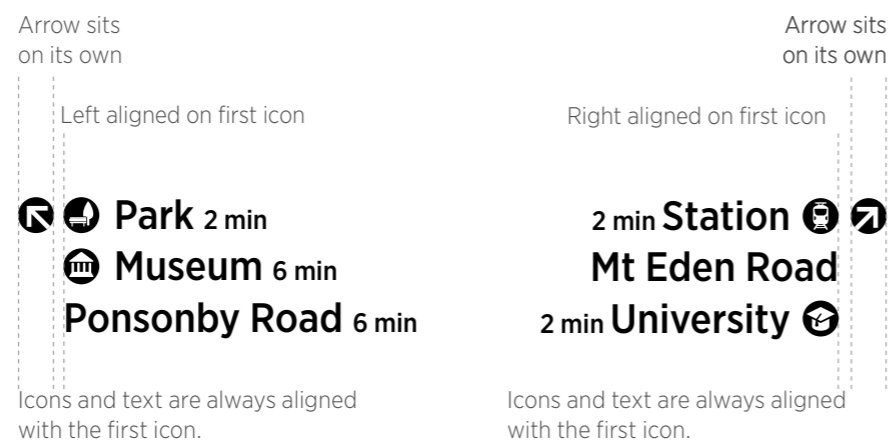
eg: Left arrow icon
Train icon
Toilets icon (including accessible)
Shopping icon
School icon
Recreation icon
Library icon
Cafe icon
Bar icon

eg: Bar icon
Cafe icon
Library icon
Recreation icon
School icon
Shopping icon
Toilets icon (including accessible)
Train icon
Right arrow icon

Arrow & icon at 1¼ height of (Y)

Museum Y
⅓ (i) ⅓ (i)

Y **Symonds Street** Arrow & icon at 1¼ height of (Y)
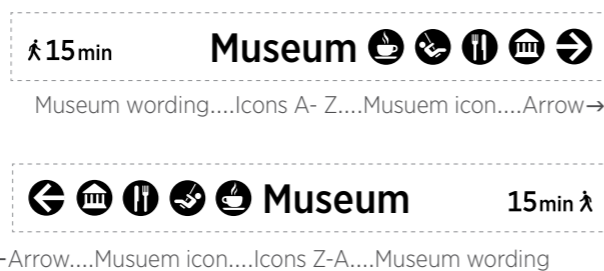⅓ (i) ⅓ (i)

Icons are placed next to directional arrows so they can be quickly understood without having to read the text.

The icon of the second line of a destination always lines up with the icon on the first line, not the arrow. When a destination does not have a relevant icon, the wording is also aligned with the first line's icon.

Arrow sits on its own
Left aligned on first icon
Park 2 min
Museum 6 min
Ponsonby Road 6 min
Icons and text are always aligned with the first icon.

Arrow sits on its own
Right aligned on first icon
2 min **Station**
Mt Eden Road
2 min **University**
Icons and text are always aligned with the first icon.

When there is more than one icon for a destination, the icon that relates to the destination is always beside the arrow.

15 min **Museum**
Museum wording....Icons A- Z....Musuem icon....Arrow→

Museum 15 min
←Arrow....Musuem icon....Icons Z-A....Museum wording

Accessibility icons

Icons for people with impaired mobility should be used to mark accessible routes within the AT network. The icons should be used only at the point where the alternative route deviates from the usual route.

Signs for mobility-impaired customers will use a wheelchair icon. The wheelchair and toilet icons have also been combined in a lock-up to be used on signs when there is limited space. See Fig. 1.

They may also be combined with descriptive messages, for example Ramp, within the immediate vicinity of alternative facilities – in order to aid recognition.

When combined with directional arrows, the icons should be adjusted to reflect the direction indicated.

When an accessible icon is used with a toilets icon, lift icon or baby change icon, the accessible icon always appears beside the wording. The icon relating to the wording always appears beside the arrow.

NOTE: The accessible icon always faces in the direction of the arrow.

When there is no directional arrow or the direction is straight ahead or down, the accessible icon will face to the right as here.

Arrow icon | Toilets icon | Accessible icon | Toilets wording
Toilets

Toilets
Toilets wording | Accessible icon | Toilet icon | Arrow icon
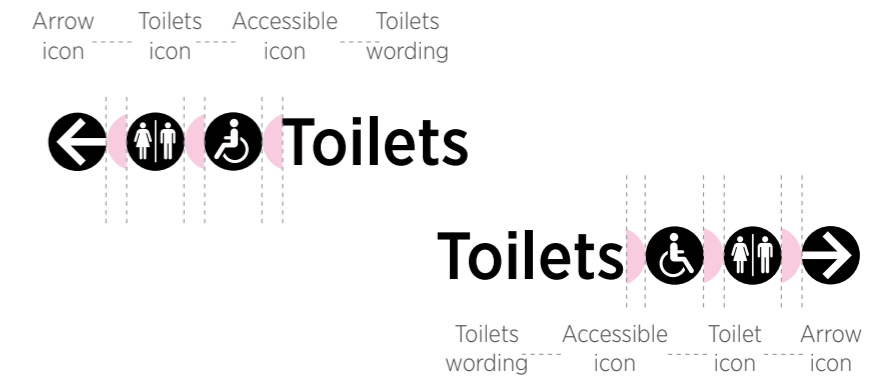
Fig. 1. Toilets/Accessible lock-up

Toilets

Toilets

When there is more than one icon for a destination, the toilets icon will always be beside the arrow. All other icons are in alphabetical order.

1 min **Queen St**
Street wording....icons **A - Z**....Toilets icon....Arrow→

Queen St 1 min
←Arrow....Toilets icon....Icons **Z - A**....Street wording
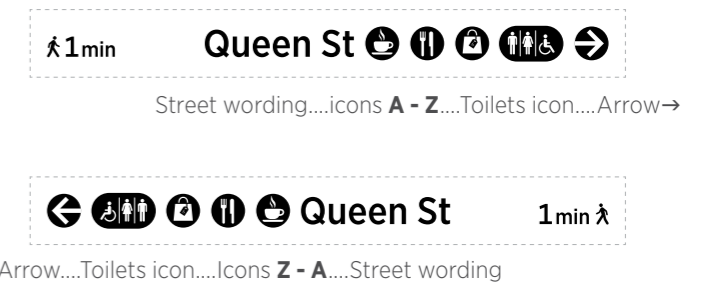
When directing to trains, ferries or buses, the public transport icon will appear beside the arrow, then the toilets icon, then all other icons are in alphabetical order.

15 min **Ferry**
Ferry wording....Toilets icon....Icons **A - Z**....Ferry icon....Arrow→

Britomart 15 min
←Arrow icon....Interchange icon....Toilets icon....Icons **Z - A**....Station wording
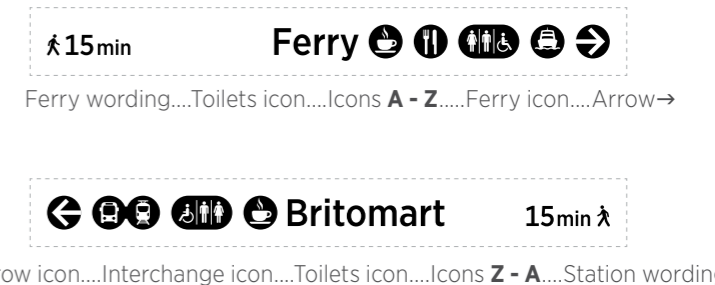
3.2 Pedestrian sign suite

Large explorer Wo010

Viaduct
Harbour
Princes Wharf

Mini explorer Wo020

Viaduct
Harbour
Princes Wharf

Gateway plinth Wo030

Viaduct
Harbour
Princes Wharf
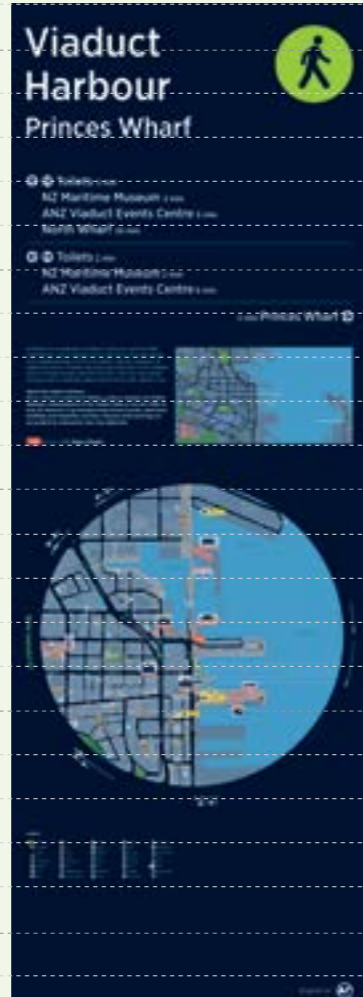
Walking roundel Wd030

Onslow Rd ⟩

⟨ **Wharf**

Reserve ⟩

⟨ Birkdale Rd 1 min

2 min Mackwood Pl ⟩

Pedestrian blade large Wd020

⟵ Britomart Station 2 min
⟵ Ferry building 3 min
⟵ Queen St 4 min
⟵ Buses 7 min

4 min Viaduct Events Centre ⟶
4 min Wynyard Crossing ⟶
1 min Silo Park ⟶
1 min Viaduct Harbour ⟶

Pedestrian blade small Wd010

Gateway landscape Wo040

Viaduct Harbour
Princes Wharf

Large explorer and mini explorer

Used in high pedestrian areas with lots of space, such as plazas and squares, these signs provide a large map to help users explore the surrounding area.

These are the only signs within the wayfinding signage suite that include interpretive information. This section provides the opportunity to give some cultural and historical information about the specific site. Local stakeholders should be engaged around what to say here. The text about the local area should be in both te reo Māori and English, with te reo sitting to the left, or above the English. There is a strict word count limit of 85 in order to ensure consistency of layout and legibility of font size.

To encourage users to explore past the extent of the map, you can include 'off map pointers' to POI that sit further away. These pointers sit just outside the map border, in a place that indicates their direction. Also included is time to get there on foot and by bike along with a landmark illustration of the POI.

The top section gives directions to key POI that are nearby. The map shows all other appropriate POI in the area. Use the hierarchy of POIs to choose the POIs to include on the top section and on the map.

The map is 'heads up', e.g. specific to its orientation and where it is installed. The majority of users find this the easiest way to view the maps because what is up on the map is ahead of them. Compass directions are shown on the green map border.

The designs for these must be done by the Design Studio.

Contact the signage team for help in creating and installing these signs.

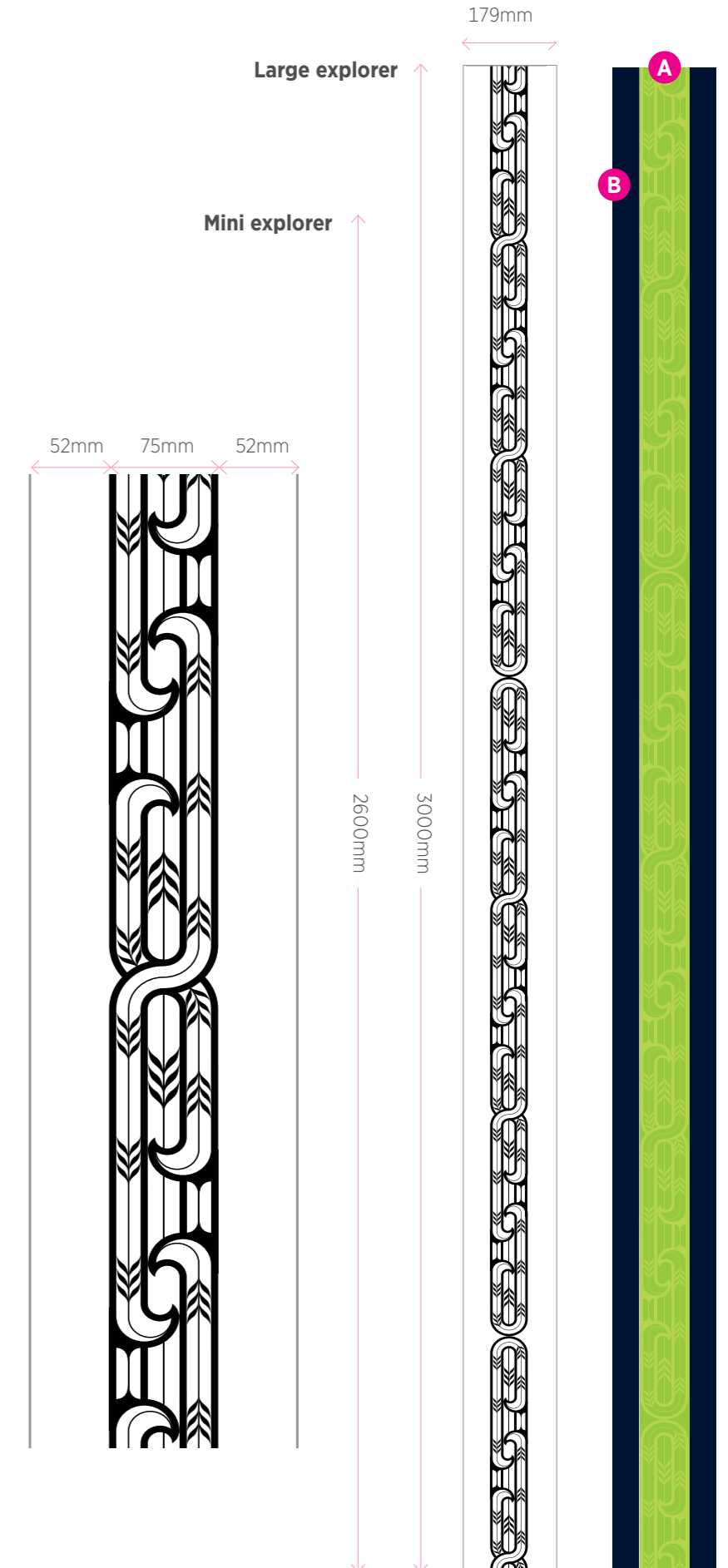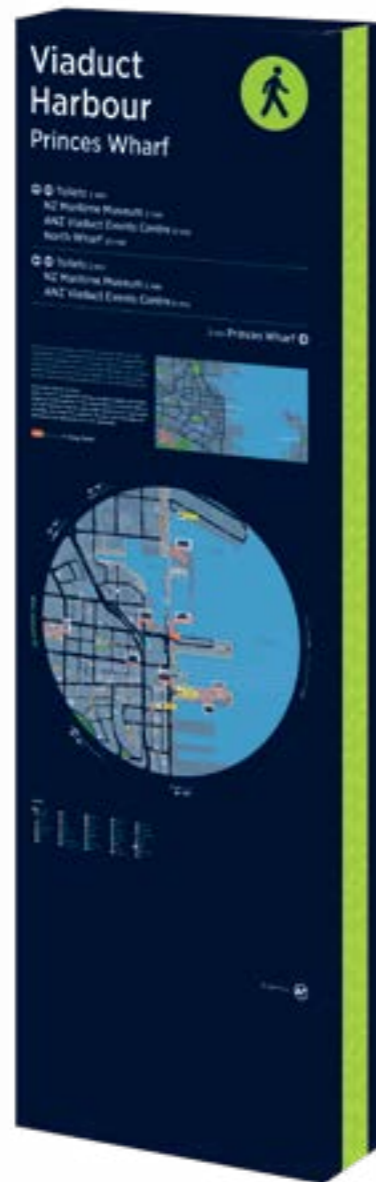**Mini explorer tohu:**
(A) 77mm x 2600mm

Mini explorer panel:
(B) 179mm x 2600mm

Large explorer tohu:
(A) 77mm x 3000mm

Large explorer panel:
(B) 179mm x 3000mm

Large explorer

Mini explorer

179mm

52mm   75mm   52mm

2600mm

3000mm

Large explorer

Wo010

Header:

A 300pt Gotham Narrow medium
320 pt leading

B Roundel: 200mm diameter

C 200pt Gotham Narrow medium

Directional:

D 95pt Gotham Narrow medium
118pt leading

E 63pt Gotham Narrow medium
118pt leading

F 3pt Stroke weight

Interpretive:

G 35pt Gotham Narrow medium
45pt leading

H 485mm x 250mm
AT Design Studio will provide
interpretive map.

I YOU: 44pt Gotham Narrow bold
are at XX: 45pt Gotham
Narrow Light
Street: 44pt Gotham Narrow bold

Mapping:

J AT Design Studio will provide main
map section.

Key:

K 15pt Gotham Narrow medium

AT lock-up:

L Roundel = 35.5mm diameter
AT.govt.nz = 45pt Avenir book

Viaduct Harbour
Princes Wharf

A **B** Header

C

Toilets 2 min
NZ Maritime Museum 2 min
ANZ Viaduct Events Centre 6 min
North Wharf 10 min

Toilets 2 min
NZ Maritime Museum 2 min
ANZ Viaduct Events Centre 6 min

2 min **Princes Wharf**

Directional

Interpretive

Main map

AT lock-up

Kickplate

Viaduct Harbour
Princes Wharf

Main heading
to be centred
vertically on Icon

(i)

1/4 (i) 1/4 (i) 1/3 (i) 295mm

Toilets 2 min
NZ Maritime Museum 2 min
ANZ Viaduct Events Centre 6 min
North Wharf 10 min

Toilets 2 min
NZ Maritime Museum 2 min
ANZ Viaduct Events Centre 6 min

2 min **Princes Wharf**

1/2 (i)
1/3arrow(a)
307mm

He Kōrero mo te Wahapū o te Viaduct.
I tēna wā i rohea hei wāhi hokohoko ika,
rāwa huawhenua me te tuku rakau mā
runga kaipuke, na te whakahōutanga
o te Riu o te Viaduct i ngā tau mutunga
o te 1990 mo te kapu o Amerika, kā
uruatu ngā mahi tāpoi a wai, whakatū
whare nohonga me ngā mahi toki
manuhiri. Huri noa i nga taunga herenga
waka he wharekai, papara kauta me
ōna wāhi ngahau-a-pō.

About the Viaduct Harbour.
Once a zone for commercial fishing,
produce markets and timber shipping,
redevelopment of the Viaduct basin
in the late 1990s to host the America's
Cup included water-based tourism,
apartment buildings and hospitality
activities. Pleasure boat moorings are
surrounded by restaurants, bars and
nightclubs.

220mm   220mm

485mm

1/3 (i)
250mm

YOU are at: 149 **Quay Street**

1/3 (i)

Large Explorer

Total size:
1200mm x 3000mm

Size excluding baseplate:
1200mm x 2630mm

15 Minutes walk

2630mm

1099mm

(i) Padding is taken
from the walking icon
in header section.

1/2(i)
1/3(i)
1/4(i)

1/3 (a)
(a) Spacing between icons
is taken from the arrow icon
in the directional section.

Legend

at.govt.nz

1/4 (i)

1200mm
Kickplate sits below artwork

Mini explorer

Wo020

Header:

A 225pt Gotham Narrow medium
240pt leading

B Roundel: 170mm diameter

C 150pt Gotham Narrow medium

Directional:

D 95pt Gotham Narrow medium
118pt leading

E 63pt Gotham Narrow medium
118pt leading

F 3pt Stroke weight

Interpretive:

G 27pt Gotham Narrow medium
34pt leading

H 485mm x 250mm
AT Design Studio will provide
interpretive map.

I YOU:44pt Gotham Narrow bold
are at XX: 44 pt Gotham
Narrow Light
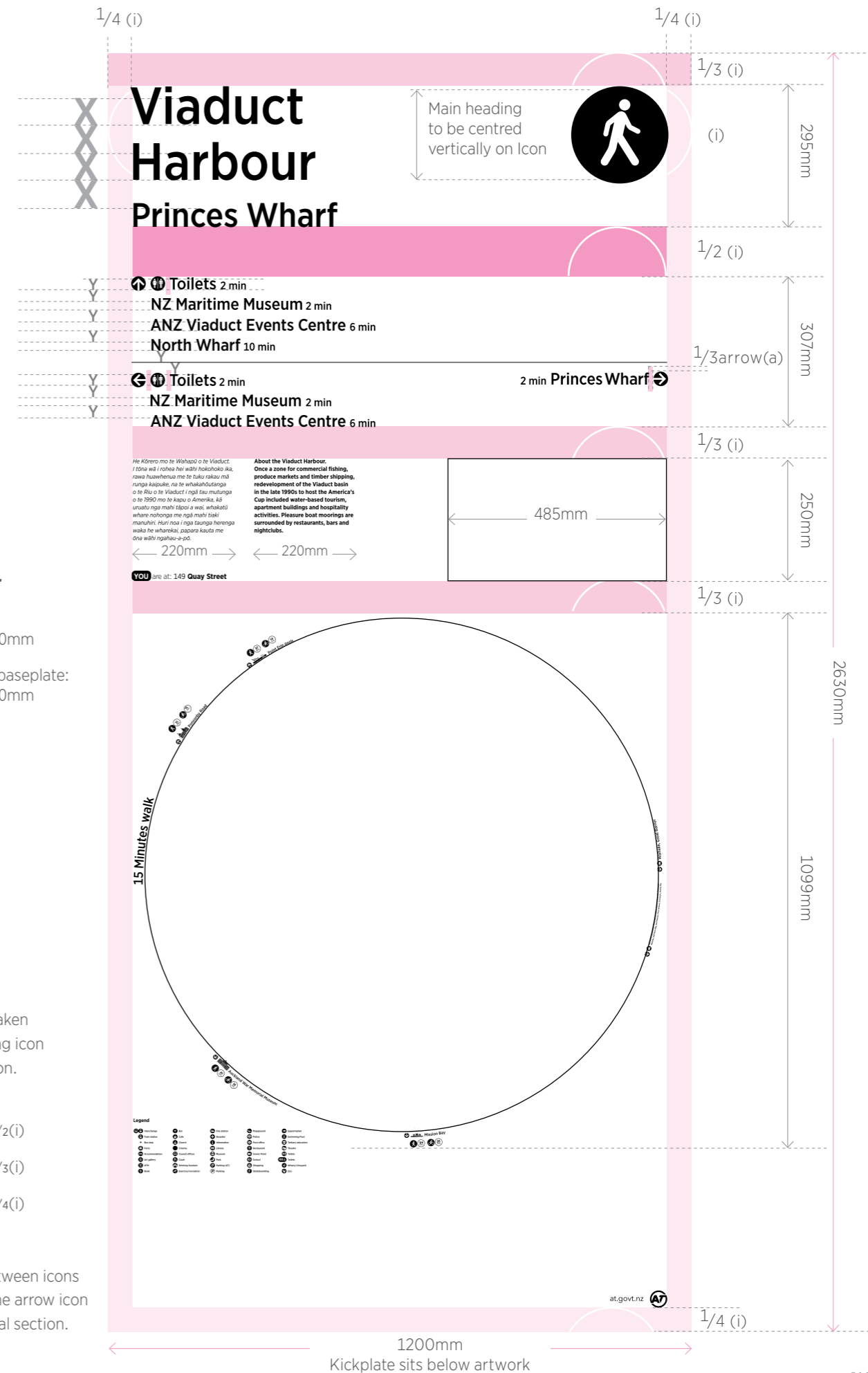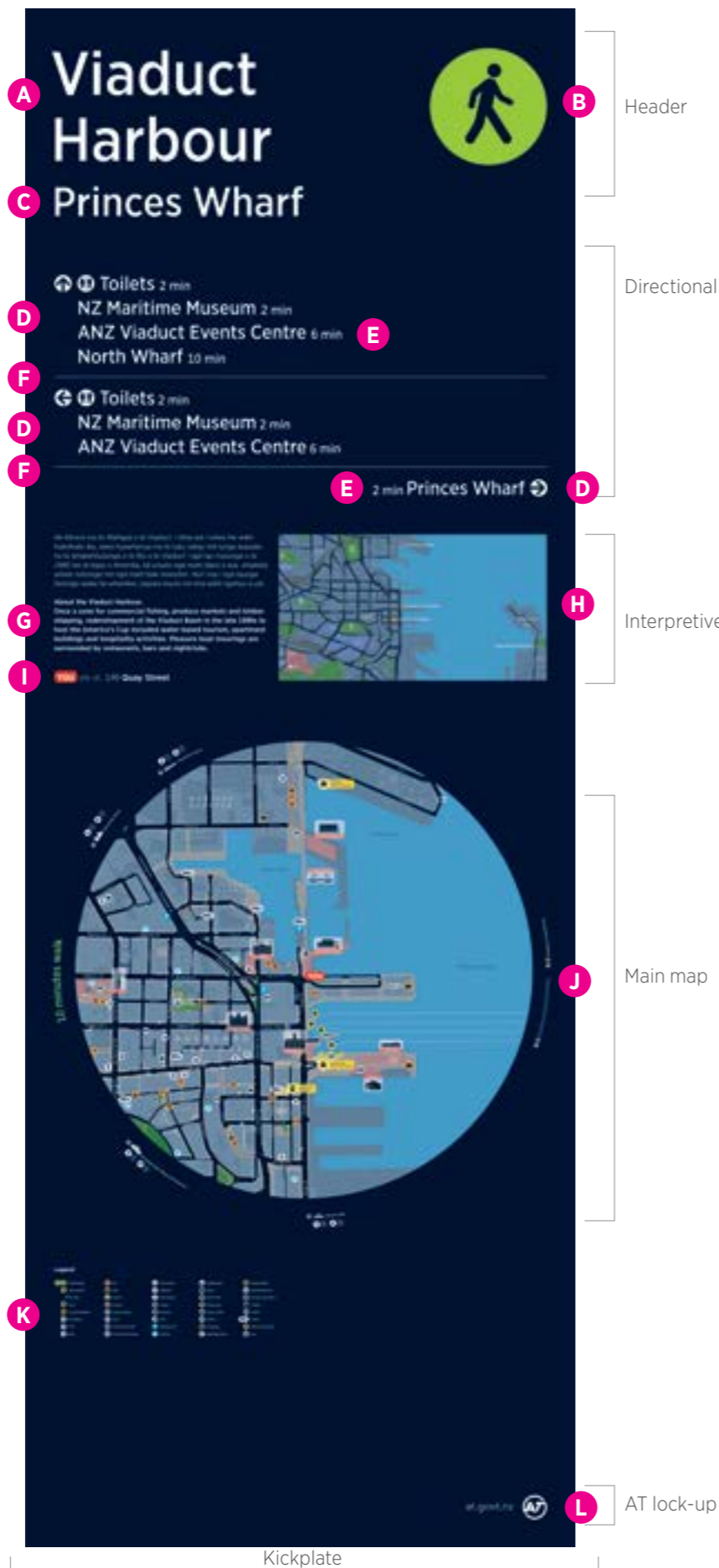Street: 44pt Gotham Narrow bold

Mapping:

J AT Design Studio will provide main
map section.

Key:

K 13pt Gotham Narrow medium

AT lock-up:

L Roundel = 35.5mm diameter
AT.govt.nz = 45pt Avenir book

Viaduct Harbour — Princes Wharf

Toilets 2 min
NZ Maritime Museum 2 min
ANZ Viaduct Events Centre 6 min
North Wharf 10 min

Toilets 2 min
NZ Maritime Museum 2 min
ANZ Viaduct Events Centre 6 min

2 min Princes Wharf →

YOU are at: 149 Quay Street

— Header
— Directional
— Interpretive
— Main map
— AT lock-up
— Kickplate

Right panel

1/4 (i)   1/4 (i)
1/3 (i)
245mm

Viaduct Harbour Main heading to be centred vertically on Icon
(i)

Princes Wharf

1/2 (i)

1/3 arrow (a)

318mm

Toilets 2 min
NZ Maritime Museum 2 min
ANZ Viaduct Events Centre 6 min
North Wharf 10 min

Toilets 2 min
NZ Maritime Museum 2 min
ANZ Viaduct Events Centre 6 min

2 min Princes Wharf →

1/3 arrow(a)
1/3 (i)

He Kōrero mo te Wahapū o te Viaduct. I tōna wā i rohea hei wāhi
hokohoko ika, rawa huawhenua me te tuku rakau mā runga kaipuke,
na te whakahōutanga o te Riu o te Viaduct i ngā tau mutunga o te
1990 mo te kapu o Āmerika, kā unuatu nga mahi tāpoi a wai, whakatū
whare nohonga me ngā mahi tiaki manuhiri. Huri noa i nga taunga
herenga waka he wharekai, papara kauta me ōna wāhi ngahau-a-pō.

About the Viaduct harbour.
Once a zone for commercial fishing, produce markets and timber
shipping, redevelopment of the Viaduct Basin in the late 1990s to
host the America's Cup included water-based tourism, apartment
buildings and hospitality activities. Pleasure boat moorings are
surrounded by restaurants, bars and nightclubs.

YOU are at: 149 **Quay Street**

390mm

212mm

1/3 (i)

10 minutes walk

737mm

Legend

360mm

at.govt.nz

800mm
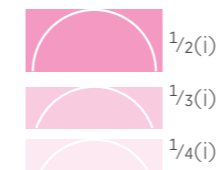Kickplate sits below artwork

2232mm

Mini Explorer
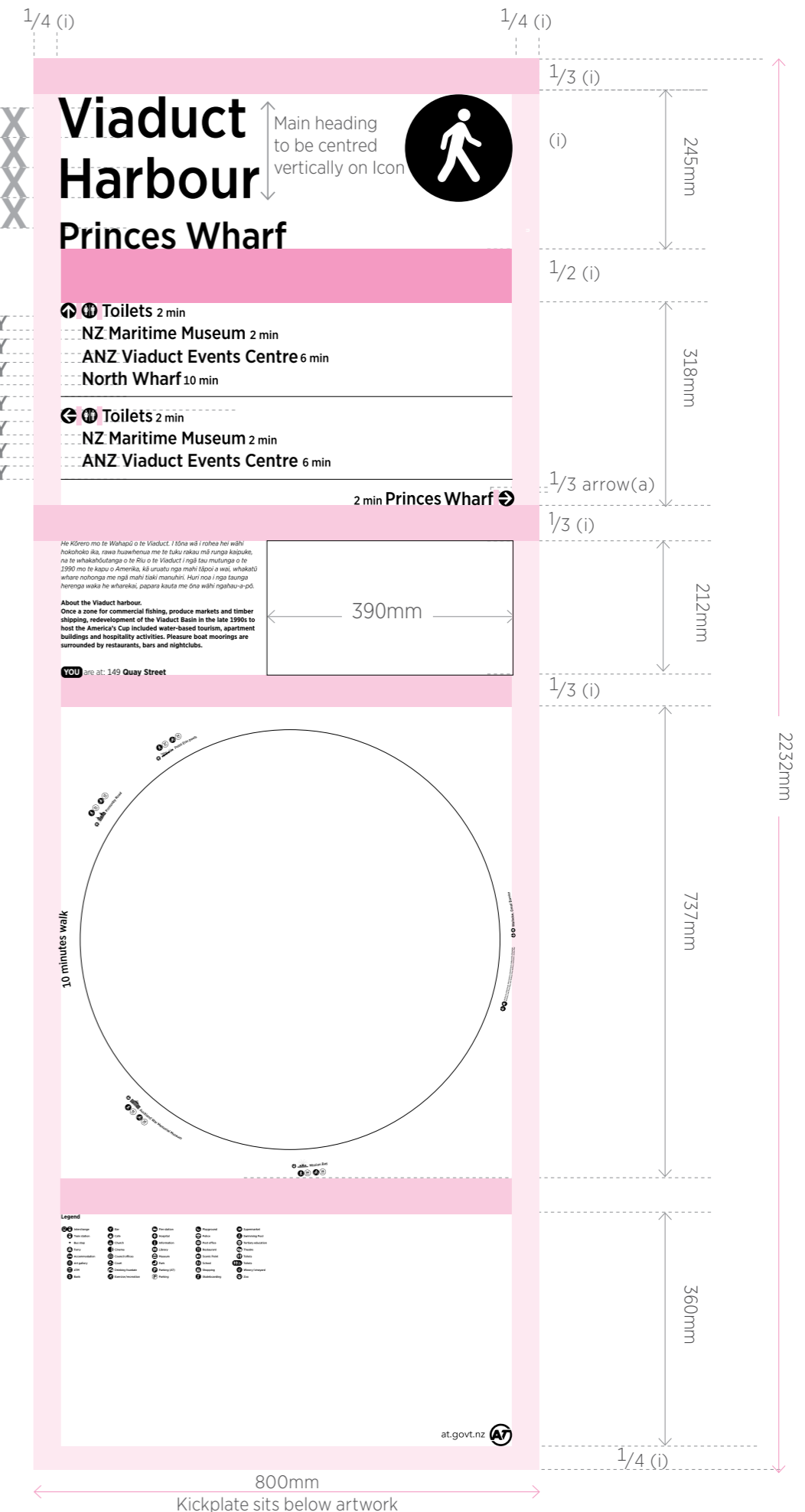
Total size:
800mm x2600mm

Size excluding baseplate:
800mm x 2232mm

(i) Padding is taken
from the walking icon
in header section.

1/2(i)
1/3(i)
1/4(i)

1/3 (a)
(a) Spacing between icons
is taken from the arrow icon
in the directional section.

Gateway landscape

Wo030

Gateway signs give an extra level of wayfinding information for people moving through the area. These signs provide a way for people to orient themselves in the new environment. The header section includes the pedestrian icon and name of the location. The directional section provides key local Points of Interest (POI). The key/mapping section contains a map and directory.

Gateway signs should be placed outside main entrances to major stations. They should be placed at right angles to the direction of pedestrian flow. However, thought must be given to Crime Prevention Through Environmental Design (CPTED) principles and these signs should not block sightlines for CCTV etc.

Use the hierarchy of POIs to choose which ones to include on the top section and on the map. The map is 'heads up', e.g. north is not necessarily at the top – it is made to reflect the orientation of the sign in the site.

The graphic design must be created by the Design Studio – when briefing this in it will be crucial to include the precise location and orientation of the sign.

One-sided, wall-mounted option: where there is no suitable space to install a plinth gateway sign it may be possible to mount a single-sided version to a wall. These are not as effective as it is not usually possible to have them facing in the correct direction for heads up mapping.

This also applies to the gateway plinth.

Header:
A 200pt Gotham Narrow medium
239pt leading

B Roundel: 130mm diameter

C 133pt Gotham Narrow medium

Directional:
D 75pt Gotham Narrow medium
92pt leading

E 50pt Gotham Narrow medium
92pt leading

F 2pt Stroke weight

Key:
G YOU: 44pt Gotham Narrow bold
are at XX: 45pt Gotham
Narrow Light
Street: 44pt Gotham Narrow bold

H Street finder/Location finder:
Headings:
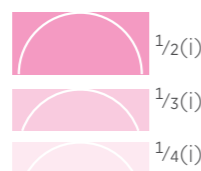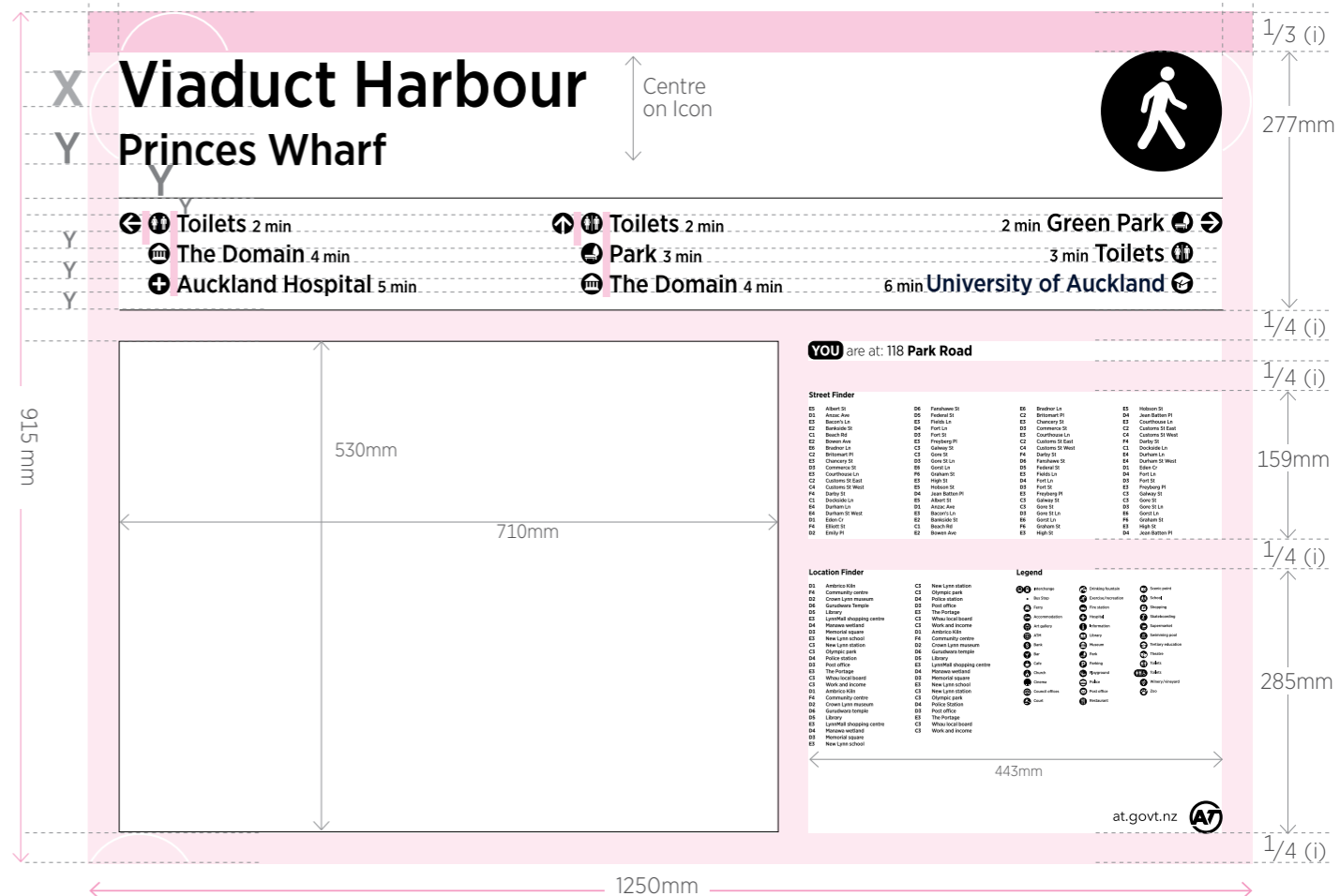24pt Gotham Narrow bold
Text: 16pt Gotham Narrow medium
20pt leading

I Legend: 12pt Gotham Narrow
medium
24pt leading

Mapping:
J AT Design Studio will provide
map section.

AT lock-up:
K Roundel = 35.5mm diameter
AT.govt.nz = 45pt Avenir book

(i) Padding is taken from the walking icon in header section.

¹/₂(i)
¹/₃(i)
¹/₄(i)

¹/₃ (a)
(a) Spacing between icons is taken from the arrow icon in the directional section.

Viaduct Harbour
Princes Wharf

Toilets 2 min
The Domain 4 min
Auckland Hospital 5 min

Toilets 2 min
Park 3 min
The Domain 4 min

2 min Green Park
3 min Toilets
6 min University of Auckland

X
Y

Centre on Icon

1250mm
915 mm
530mm
710mm
443mm
277mm
159mm
285mm

¹/₃ (i)
¹/₄ (i)
¹/₄ (i)
¹/₄ (i)
¹/₄ (i)

YOU are at: 118 Park Road

Gateway plinth

Wo040

The gateway plinth sign works in the same way as the gateway landscape.

Header:

A 200pt Gotham Narrow medium 239pt leading

B Roundel: 130mm diameter

C 133pt Gotham Narrow medium

Directional:

D 75pt Gotham Narrow medium 92pt leading

E 50pt Gotham Narrow medium 92pt leading

F 2pt Stroke weight

Mapping:

G AT Design Studio will provide map section.
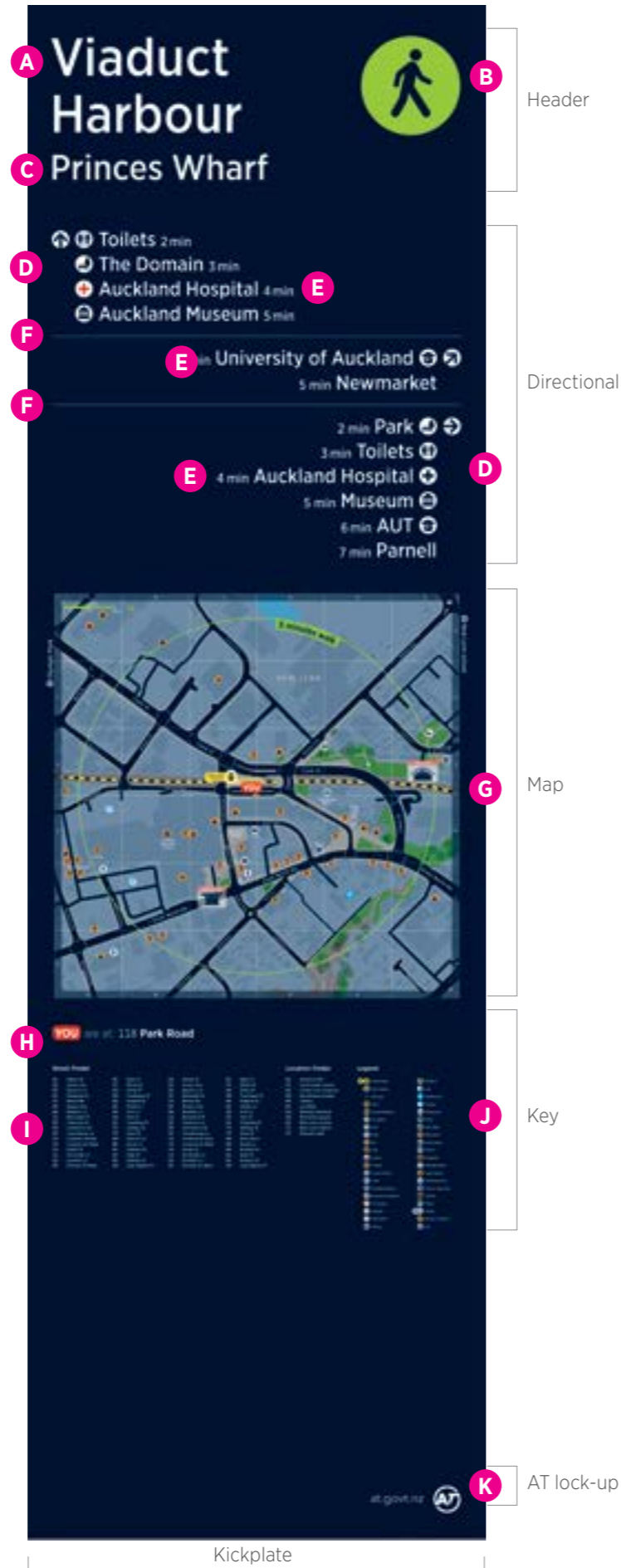
Key:

H YOU: 44pt Gotham Narrow bold are at XX: 45pt Gotham Narrow Light Street: 44pt Gotham Narrow bold

I Headings: 24pt Gotham Narrow bold Text: 16pt Gotham Narrow medium 20pt leading

J 12pt Gotham Narrow medium 24pt leading

AT lock-up:

K Roundel = 35.5mm diameter AT.govt.nz = 45pt Avenir book

Viaduct Harbour
Princes Wharf

A Header
B
C

Toilets 2min
The Domain 3 min
Auckland Hospital 4 min
Auckland Museum 5 min

Directional

University of Auckland — 5 min Newmarket

2 min Park
3 min Toilets
4 min Auckland Hospital
5 min Museum
6 min AUT
7 min Parnell

Map **G**

YOU are at: 118 Park Road **H**

Key **J**

I

AT lock-up **K**

Kickplate

Viaduct Harbour
Princes Wharf

Centre on icon

Toilets 2min
The Domain 3 min
Auckland Hospital 4 min
Auckland Museum 5 min

2 min University of Auckland
5 min Newmarket

2 min Park
3 min Toilets
4 min Auckland Hospital
5 min Museum
6 min AUT
7 min Parnell

1/4 (i)
1/4 (i)
1/3 (i)
189mm
1/2 (i)
1/3 arrow(a)
431mm
1/3 (i)

535mm
535mm
535mm
1/4 (i)
1/4 (i)

YOU are at: 118 Park Road

Street Finder   Location Finder   Legend

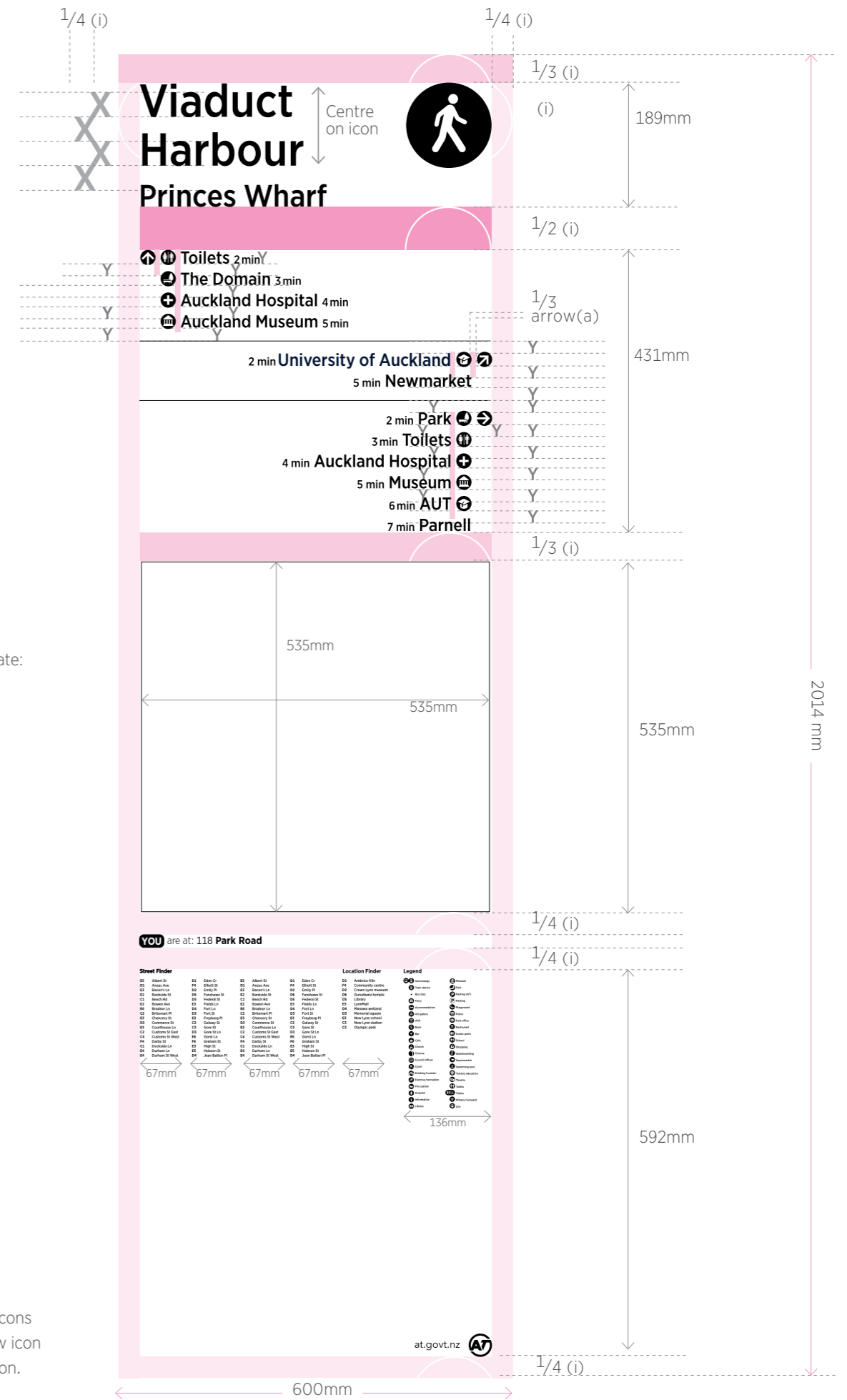67mm 67mm 67mm 67mm 67mm

136mm

592mm

2014 mm

at.govt.nz

1/4 (i)
600mm

Total size:
600mm x 2384mm

Size excluding baseplate:
600mm x 2014mm

(i) Padding is taken from the walking icon in header section.
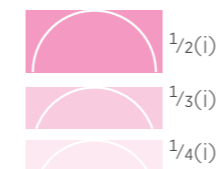
1/2(i)
1/3(i)
1/4(i)

1/3 (a)

(a) Spacing between icons is taken from the arrow icon in the directional section.
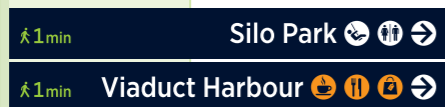
Pedestrian blade (small)

Wd010

Small pedestrian blades (often referred to as finger pointers in other signage systems) are used at minor decision points in pedestrian wayfinding areas. These small blades are mounted on a green pole, with a green pedestrian icon in a roundel sitting on top of the pole. A maximum of four blades can be mounted in each of the four directions.
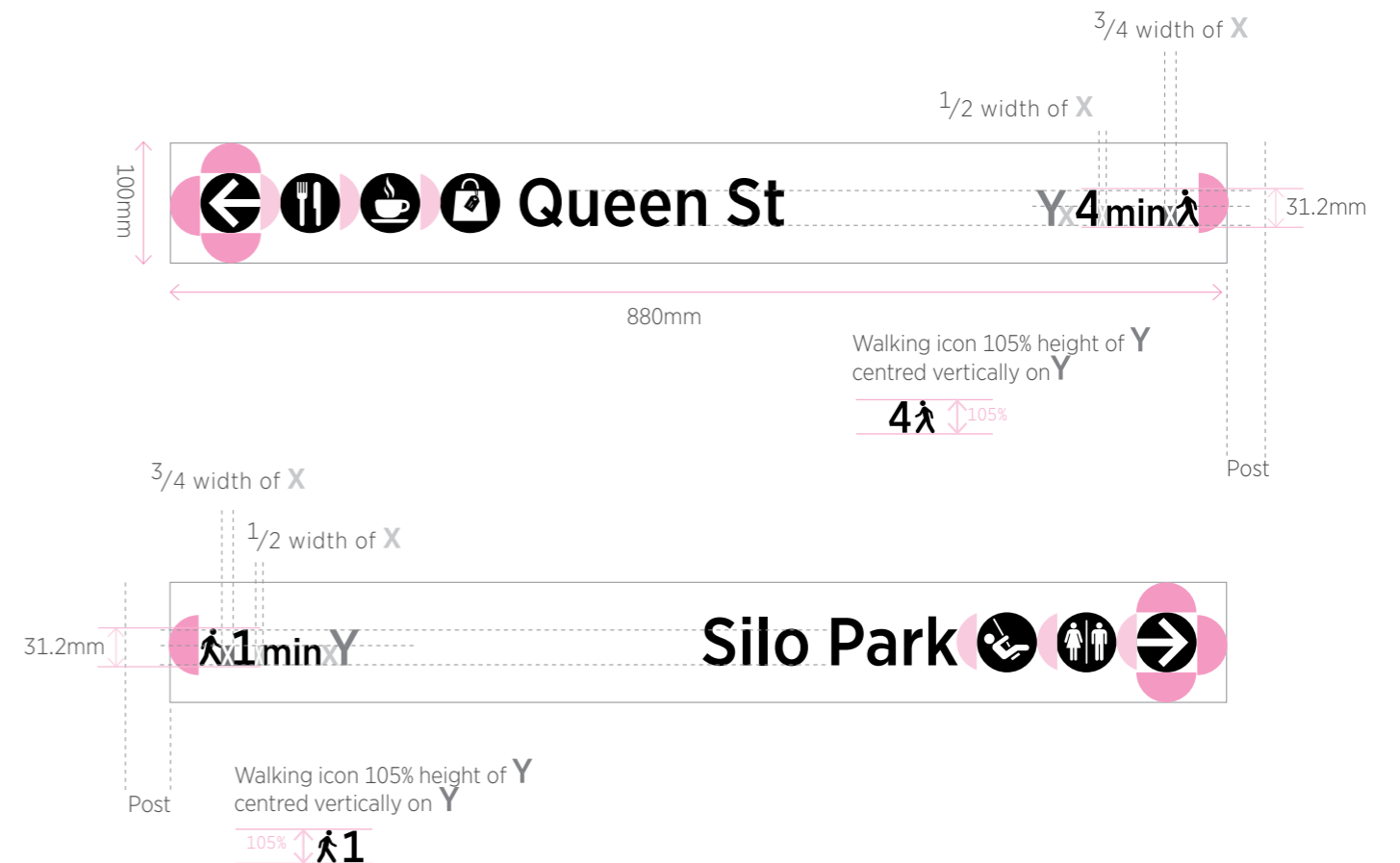
These signs include estimated walking time for pedestrians.

Arrow:
A 50mm diameter

Icons
B 50mm diameter

Destination:
C 160pt Gotham Narrow medium

Time numbers: (e.g. 12)
D 120pt Gotham Narrow medium

Time min:
E 90pt Gotham Narrow medium

Walking man:
F 31.2mm height = 105% height of Y (number), centred vertically on Y

A green shared path icon in a roundel can also be used to sit on top of the pole instead of the walking icon in some circumstances.

A B B B C D E F
← 🔲 🍴 ☕ Queen St 1 min 🚶

F D E C B B A
🚶 1 min Silo Park 🏊 🚻 →

← 🔲🔲 🚻 Britomart Station 2 min 🚶
← 🔲 🚻 Ferry building 3 min 🚶
← 🔲 🍴 ☕ Queen St 4 min 🚶
← 🔲 Buses 7 min 🚶

🚶 4 min Viaduct Events Centre 🚻 →
🚶 4 min Wynyard Crossing 🚻 →
🚶 1 min Silo Park 🏊 🚻 →
🚶 1 min Viaduct Harbour ☕🍴🔲 →

🚶 1 min Silo Park 🏊 🚻 →
🚶 1 min Viaduct Harbour ☕🍴🔲 →

← 🔲 🍴 ☕ Queen St 4 min 🚶

← Queens Wharf 6 min 🚶

← 🔲🔲 🚻 Britomart Station 2 min 🚶

← 🔲 🚻 Ferry building 3 min 🚶

For information on abbreviations on pedestrian blades go to *Abbreviating pedestrian blade content* document for further information.

³/4 width of X
½ width of X
100mm
← 🍴 ☕ 🔲 Queen St Y x 4 min 🚶 31.2mm
880mm
Walking icon 105% height of Y centred vertically on Y
4 🚶 105%
Post

³/4 width of X
½ width of X
31.2mm 🚶 1 min Y x Silo Park 🏊 🚻 →
Walking icon 105% height of Y centred vertically on Y
105% 🚶 1
Post

(i)   ½(i)   ¹/3(i)   ½(x)   ³/4(x)

Pedestrian roundel

Wd020

Pedestrian icon:

(A) 205mm diameter

Ensure that the correct pedestrian icon is used from the AT icon suite.
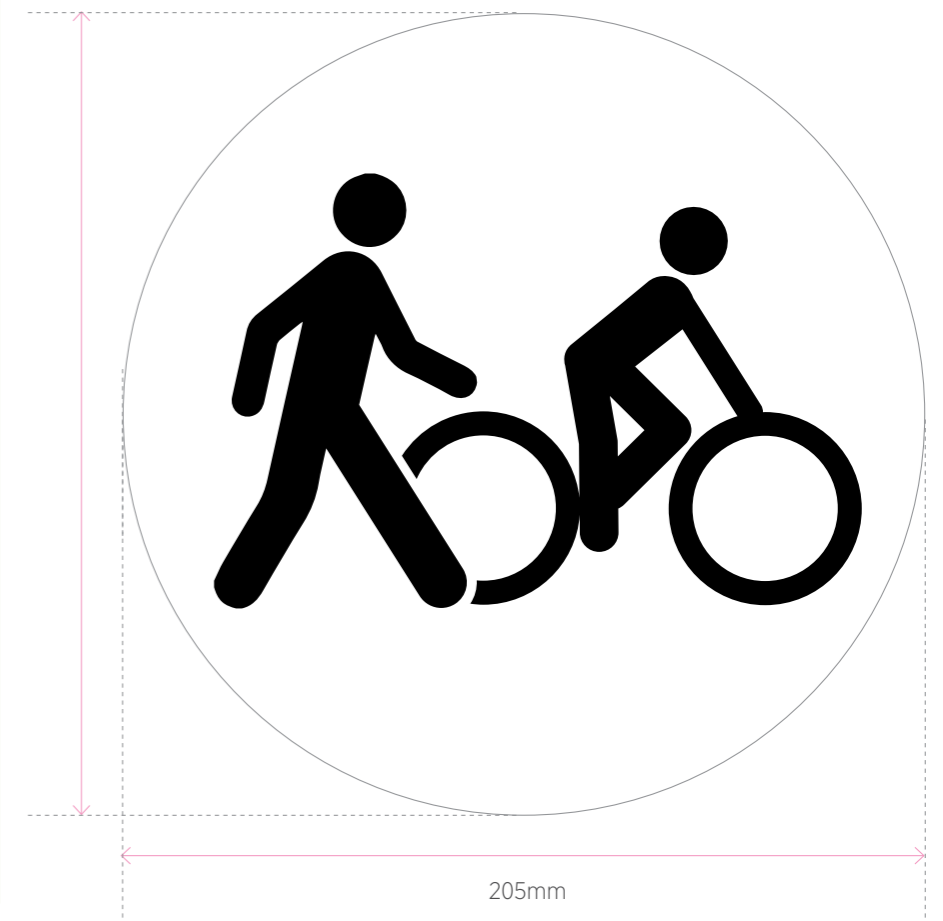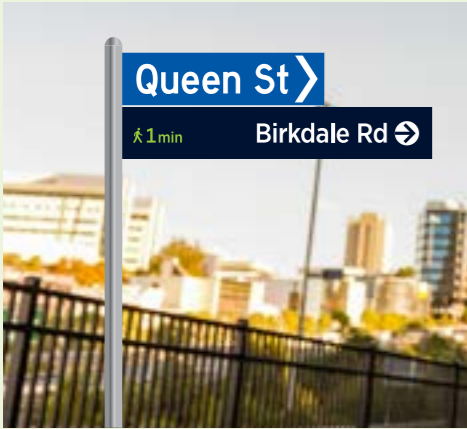
(A)

205mm

Shared path roundel

Wd021

Shared path icon:

(A) 205mm diameter

Ensure that the correct shared path icon is used from the AT icon suite.
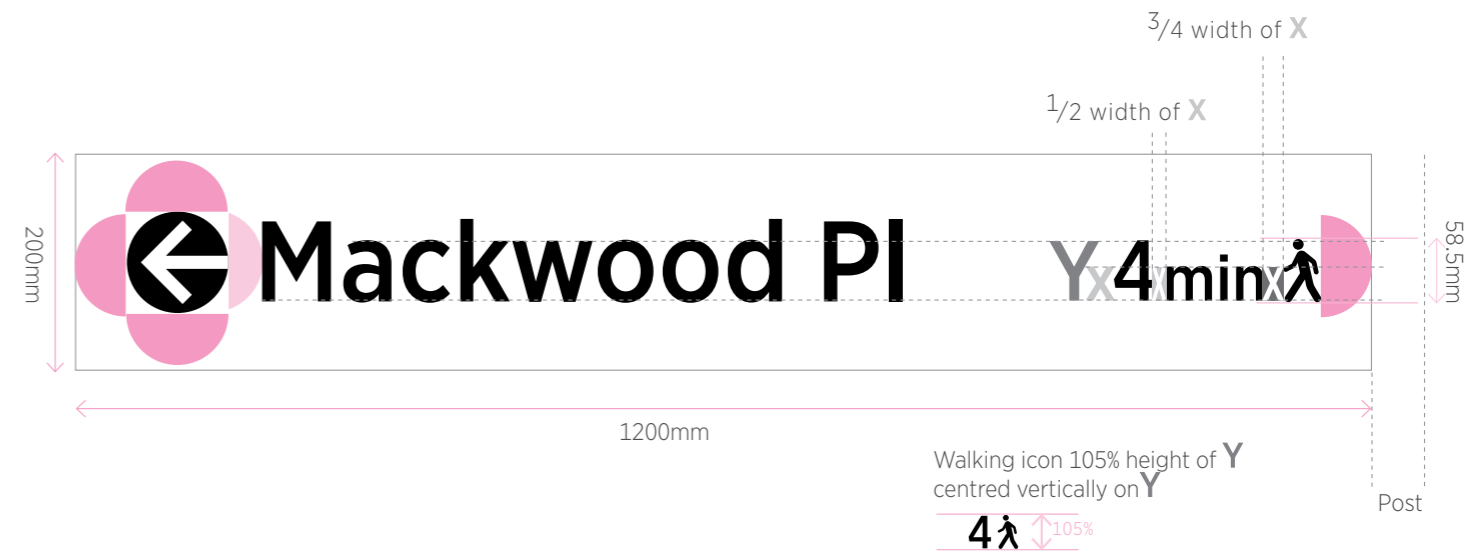
(A)

205mm

Pedestrian blade (large)

Wd030

These signs are used when you need only one or two blades at the site and there is already a suitable lamp post or street name sign pole to attach the blades to. If attaching to the same pole as a street name sign, you may only add these signs if there are currently less than three signs on the pole in that direction.

Arrow:

Ⓐ 94mm diameter

Destination:

Ⓑ 300pt Gotham Narrow medium

Time numbers: (e.g. 12)

Ⓒ 225pt Gotham Narrow medium

Time min:

Ⓓ 168pt Gotham Narrow medium

Walking icon:

Ⓔ 58.5mm height = 105% height of Y (number), centred vertically on Y

A B   C D E

← Mackwood Pl   2 min 🚶

E C D   B   A

🚶 1 min   Birkdale Rd →

Queen St ›

← Birkdale Rd   1 min 🚶   🚶 2 min   Mackwood Pl →

For information on abbreviations on pedestrian blades go to ***Abbreviating pedestrian blade content*** document for further information.

← Birkdale Rd   1 min 🚶

🚶 2 min   Mackwood Pl →

3/4 width of X
1/2 width of X
58.5mm
200mm
← Mackwood Pl   Y x 4 min x 🚶
1200mm
Walking icon 105% height of Y centred vertically on Y
4 🚶 ↕105%
Post

3/4 width of X
1/2 width of X
58.5mm
🚶 x 2 min x Y   Mackwood Pl →
Walking icon 105% height of Y centred vertically on Y
105% ↕ 🚶 2
Post

● (i)   ● 1/2(i)   ● 1/3(i)   ▮ 1/2(x) x ▮   3/4(x)

General interest sign (GIS) blade

Wd040 – Wd044

General interest signs (GIS) are approved advisory signs from the traffic signs suite. They should be used to alert pedestrians and cyclists to paths at the end of no exit streets. For this purpose three icons may be used: pedestrian icon, cycle icon, stairs icon, along with the descriptor: 'Access', 'Beach', 'Reserve', or other type of facility that is directly reached by the path.

Chevron:
A 75mm wide

Destination:
B 109mm diameter

Icons - accompanied with words:
C 125mm height

Icons - only:
D 155mm diameter

For more detailed information on GIS signs, see the traffic section in the Transport Design Manual.
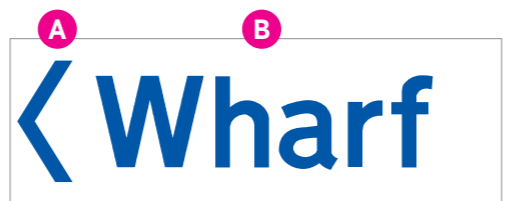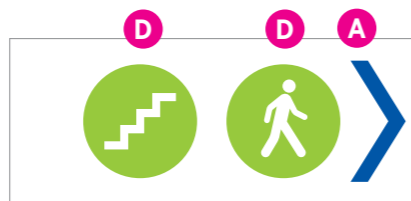
Wd042

Wd043

Wd044

Pedestrian Icon always appears closest to the chevron.

Pedestrian and stairs always face the chevron.

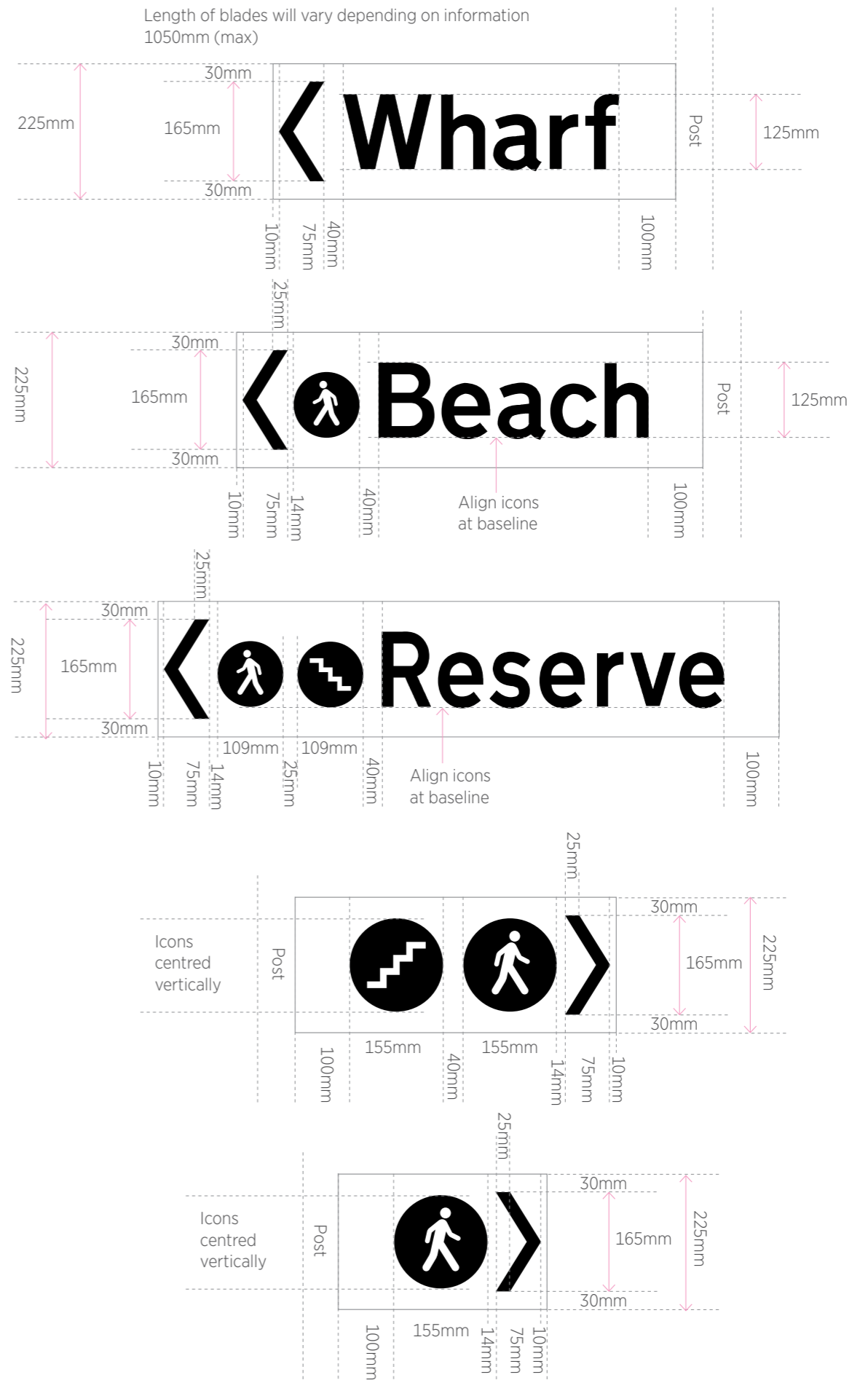Icons are bigger when on a blade on their own without words, as below.

Wd041

Wd040

Length of blades will vary depending on information 1050mm (max)

225mm
30mm
165mm
30mm
10mm
75mm
40mm
25mm
Post
125mm
100mm

Wharf

225mm
30mm
165mm
30mm
10mm
75mm
14mm
40mm
Align icons at baseline
Post
125mm
100mm

Beach

225mm
25mm
30mm
165mm
30mm
10mm
75mm
14mm
25mm
40mm
109mm
109mm
Align icons at baseline
100mm

Reserve

Icons centred vertically
Post
25mm
30mm
165mm
225mm
30mm
100mm
155mm
40mm
155mm
14mm
75mm
10mm

Icons centred vertically
Post
25mm
30mm
165mm
225mm
30mm
100mm
155mm
14mm
75mm
10mm

3.3

Pedestrian route planning

Planning overview

The steps below will help you to create the best possible set of signage for the area you wish to help people move through.

1. Mark up points of interest and define the area boundary

2. Create a flow diagram, mark up decision points

3. Choose the appropriate sign type for each decision point

4. Create content for signs

5. Create sign graphics.

Planning a schedule of signs for pedestrians needs to take into account quite a few aspects, all of which are laid out in this section.

The end result should be a plan with just the right number of signs, of the right type in the most effective places containing the most useful information. This will provide an effective and efficient set of signs.

Define boundary and points of interest

← Entry point   Boundary

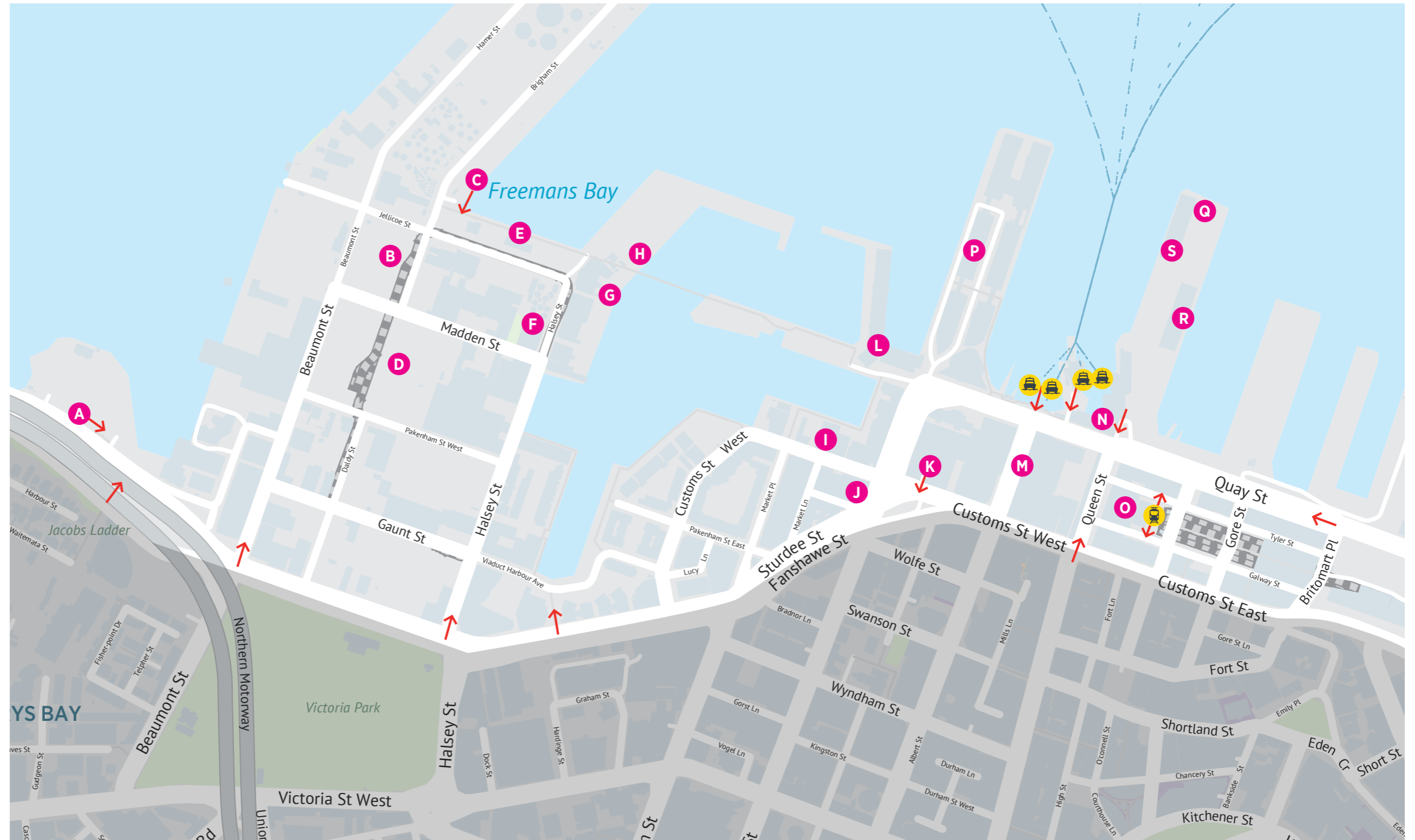### Mark up points of interest (POI) and define area boundary

Mark up on your map the key POI that you think pedestrians will want to find – use the POI hierarchy to help you choose what kind of POI to include.

You may also want to engage with the local board on which of these POIs they believe are key to the area.

Once the POIs are marked up on the map, add the key entrance points to the area, such as public transport hubs, car parks and key walking routes or roads.

Now use these entrance points to create the boundary of the area. Your boundary could be right at these entrance points, or a little further off, such as a block away. Without a firm boundary it is difficult to decide where to stop putting in signs, as there is always something else that could be signed to (unless you are at the coast!).

Points of interest (POI)

A Westhaven Promenade
B Silo Park
C Wynyard Wharf Ferry Terminal
D Daldy Street Park

E North Wharf
F ASB Theatre
G Karanga Plaza
H ANZ Viaduct Events Centre

I Market Square
J Tepid Baths
K Downtown car park
L NZ Maritime Museum

M Lower Albert Street bus stops
N Downtown ferry terminal
O Britomart
P Princes Wharf

Q Queens Wharf
R Shed 10
S The Cloud

Create flow diagram

Pedestrian flow | Entry point | Major decison | Minor decision | Crumb | Boundary

Create flow diagram, mark up decision points

Using your entrance points, map the routes you think pedestrians are most likely to take to the POI. Mark these on your map as a flow diagram (include the direction of travel).

On each of these routes, mark the point where the pedestrian will need to make a decision about which direction to go in. These will mostly be at turns, but if a straight route is very long you can add a point along the way to confirm that the pedestrian is still going in the right direction.
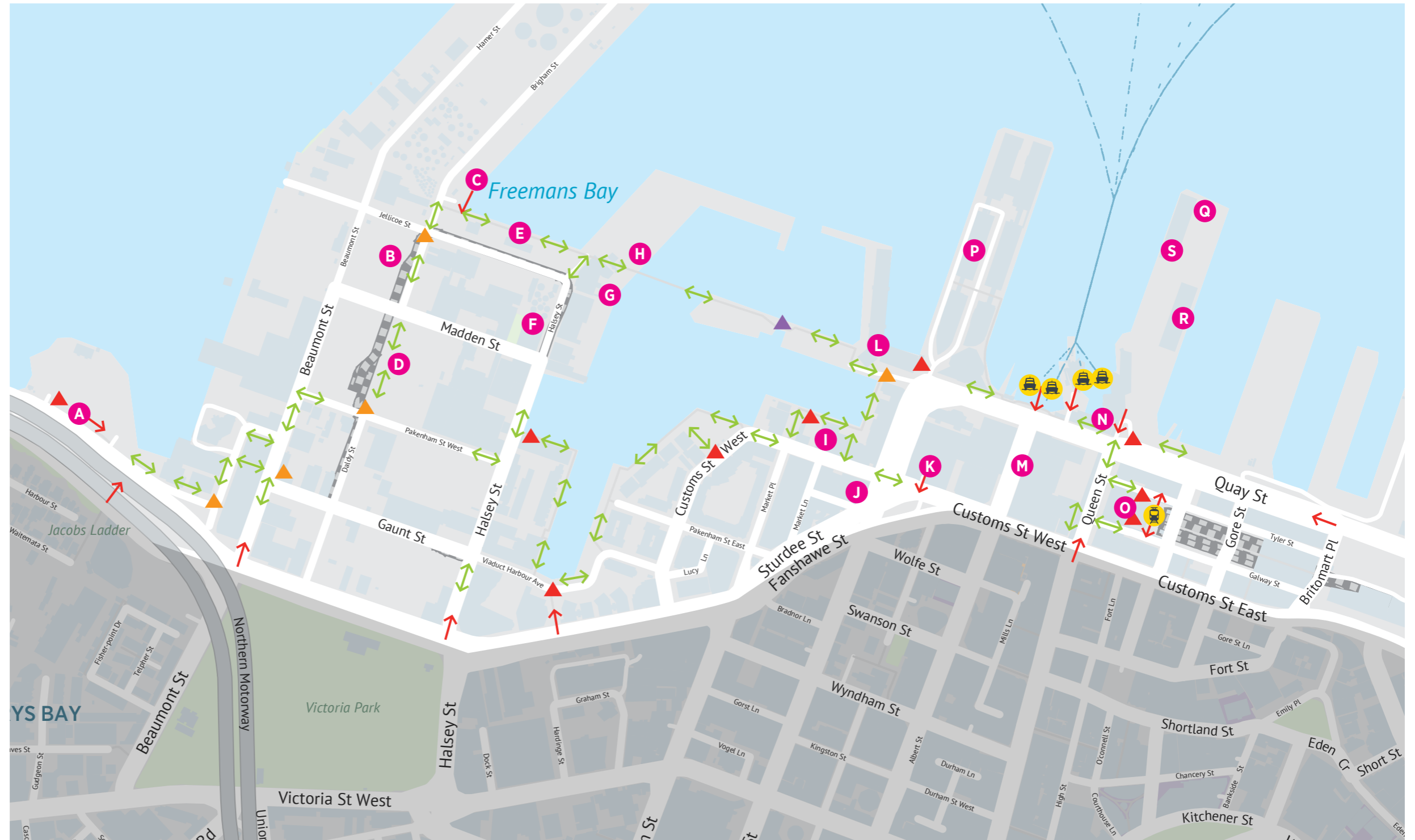
Categorise your decision points:

Major decision points – by a major entrance point, at large junctions, at heavy footfall areas

Minor decision points – by a minor entrance point, at small junctions

Breadcrumbs – along a long straight route

Choose the appropriate sign type for each decision point

▲ **Major decision points –**
large explorer, mini explorer, gateway

▲ **Minor decision points –**
pedestrian blades

▲ **Breadcrumbs –**
pedestrian blades

Read the descriptions of these signs under each of the headings later in this chapter to help you decide which sign type to choose.

Check it is feasible to install the sign type in that location – e.g. is there enough space, who owns the land, do you need a resource consent?

Choose sign types

Major decision   Minor decision   Crumb   Boundary

The term points of interest (POI) is used to describe general destinations.

POIs also cover items such as drinking fountains, toilets and statues, as well as places.

Space is limited on signs, so judgement may be required as to which POIs to include.
When making decisions, use the table below for guidance.

The table is weighted towards POIs that are important, nearby, publicly funded and publicly accessible.

Hierarchy

The hierarchy of points of interest (POI) outlined (right) helps us to achieve usefulness, legibility and consistency of our signs for pedestrians and cyclists.

Choosing content for signs

As a general rule, exclude commercially operated POIs because:

• businesses move, close down and change name more often than public resources

• we can't be seen to be advertising some businesses but not others

• we want to ensure that we only sign people to places that are open to everyone and are open most of the time.

However, there are many major landmarks that are commercially run, and smaller ones that might need to be included for a specific audience. See policy for points of interest.

There are also areas of commercial activity such as those with bars, cafes and restaurants that will be of interest to most audiences. These are usually fine to include, as long as individual businesses are not identified.

Show areas with high levels of these, not individual businesses:

| • Cafes | • Pubs | • Takeaways |
| • Restaurants | • Bars | • Nightclubs. |

Only to be included if it meets the criteria of landmark:

• Individual commercial ventures

• Churches/mosques/temples.

Create content for signs

For each sign follow the guidance on choosing content on the previous page.

Create sign graphics

For explorers and gateways you will need to fill in the AT signage briefing form with your content copy, the planned site and the orientation of the sign. The signage team/Design Studio will work with you to create the designs.

For pedestrian blades you can either fill in the signage form with the details as above, or you can brief in an external company (most signage companies should be able to create these). You will need to send them this manual and the templates for the signs you want. Once the designs are done, the AT signage team will need to check them and sign them off.

Manufacture and install signs

Follow procurement guidance on the correct process for appointing a signage company.

Transport	Public amenities	Educational establishments	Sport	Commercial	Cultural	Public services	Miscellaneous
Stations	Toilets	Schools	Stadiums	High retail areas	Museums	Hospitals	Suburbs (label only, not borders)
Bus stations	Libraries	Kindergartens	Sports fields	Malls	Galleries	Clinics	
Ferry terminals	Swimming pools	Colleges	Clubs	Cinemas	Event centres	A&E	Entertainment zones (bars, cafes, restaurants)
Bus stops	Parks	Universities		Theatres	Zoos	Police stations	
Railway lines	Playgrounds			Bowling alleys	Landmarks	Main council offices	Street numbers
Cycleways	Car parks (AT)			Hotels	Maraes	Post offices	School zones
Walkways	Car parks (commercial)			Motels	Churches	Post boxes	
Airports	Drinking fountains			Hostels	Mosques	Telephones	
Main streets (eg. Queen Street)					Temples	ATMs	
Taxi stands							
Akl paths (greenways)							
Shared paths							

■ Include where appropriate

■ Include only if necessary