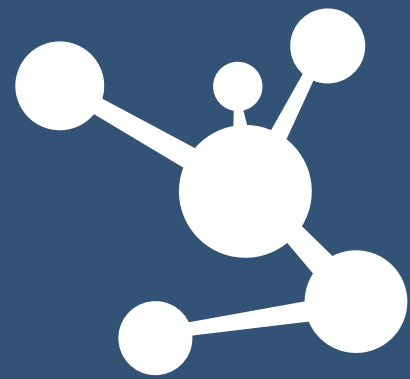


Introduction

Principles



Connectivity



Safety



Accessibility



Identity

Wayfinding is an information system that orients, directs and guides people through an environment and enhances their understanding of the space.

What makes a good wayfinding system?*

Legible, clear and concise

The wayfinding should be simple to understand and provide just the right amount of information, so as not to overwhelm the users. It should make long and/or complex routes easy to understand by breaking them down into smaller, well-defined navigable sections. Wayfinding elements should be placed so that they stand out and can easily be seen from different angles or distances, without contributing to visual clutter.

Inclusive

The wayfinding should provide information in formats that are accessible for all users, including people with impaired vision and/or mobility.

Consistent

The wayfinding elements should have a consistent and distinctive visual style, which makes them easily recognisable. In combination with other landscape features on site, this will contribute to shaping the identity of Mangawhai Coastal Walkway.

The proposed wayfinding is divided into four categories for ease of planning and design. These are arranged according to their function and order of importance, so that they can be implemented independently based on site conditions, project progress and budget availability.

(*Source: Auckland Transport Signage and Wayfinding Design Guide)

POSTER TWO

Results

As part of the wayfinding workshop, attendees were presented with a number of posters with examples of different types of wayfinding signage. These examples were chosen to display a wide array of different design languages and materiality.

The Scoring System

Each attendee was given three sticky dots to apply to the posters highlighting their preferences.

+3

First Preference

Green dots were given three points towards the final tally.

+2

Second Preference

Yellow dots were given two points towards the final tally.

+1

Third Preference

Red dots were given one point towards the final tally.

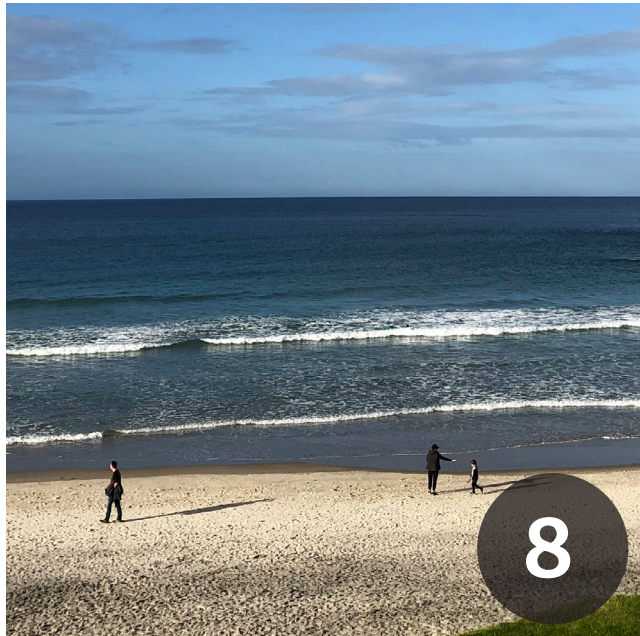
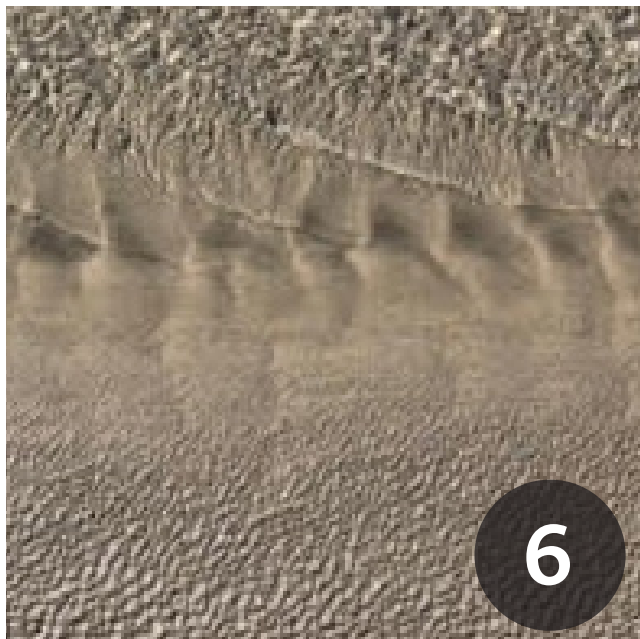
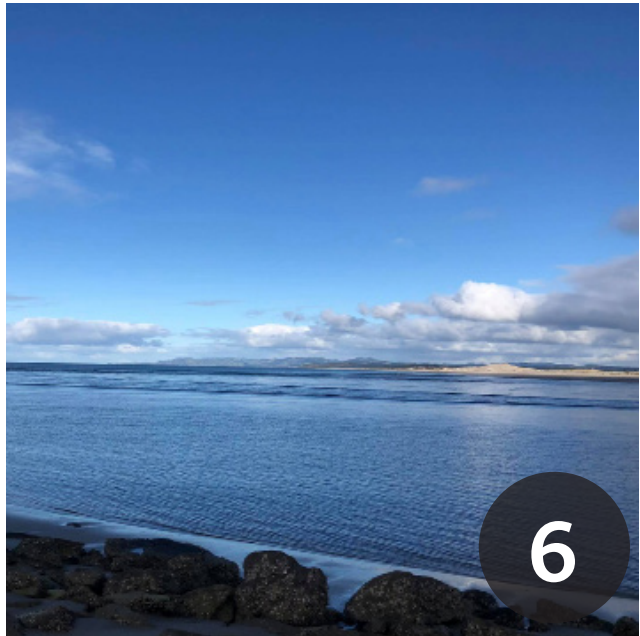
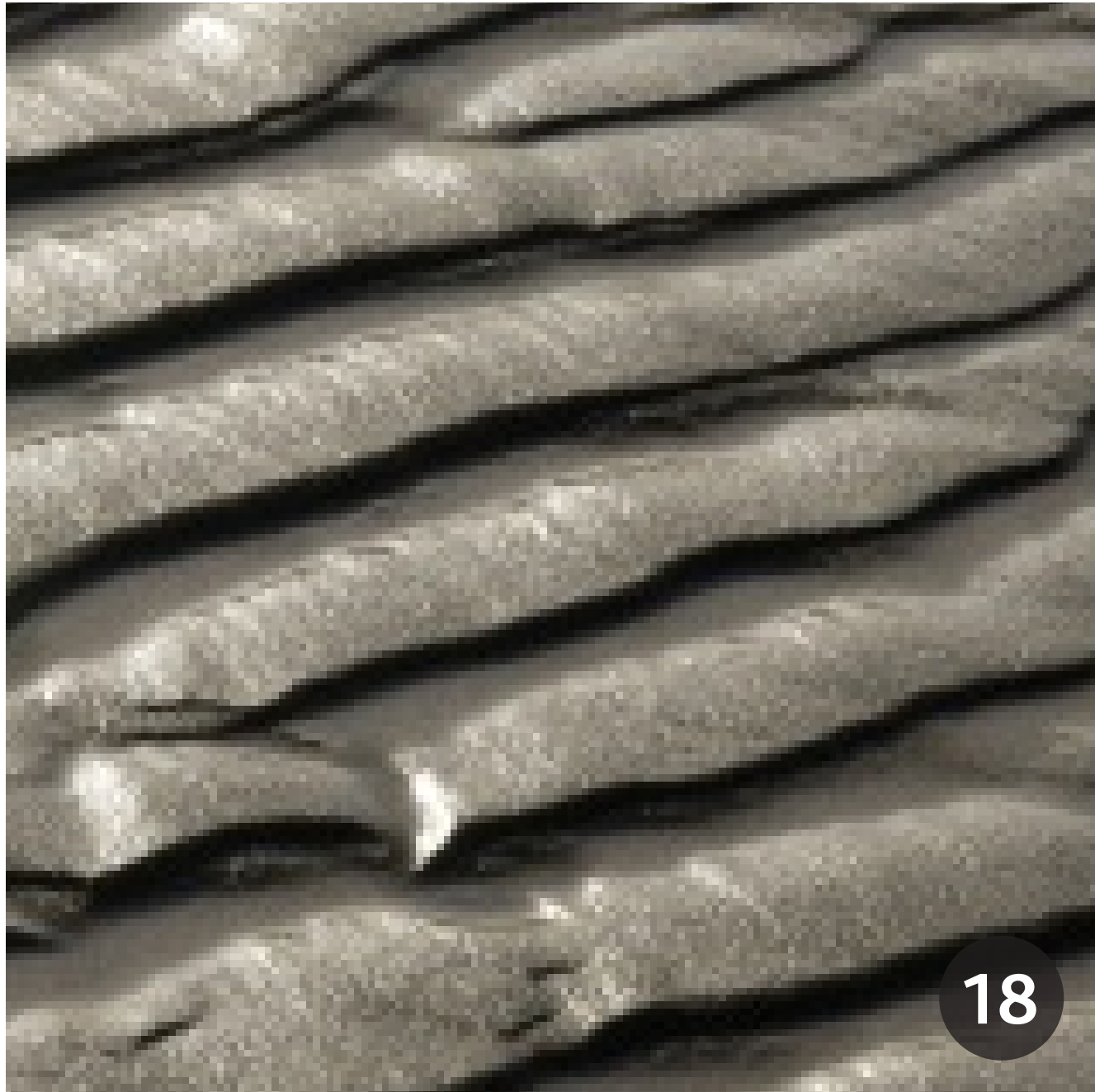
#

Tally Results

The numbers inside each circle on the subsequent pages indicate the total number of votes received as part of the wayfinding workshop voting exercise.



Textures of Mangawhai



Interpretive Signage

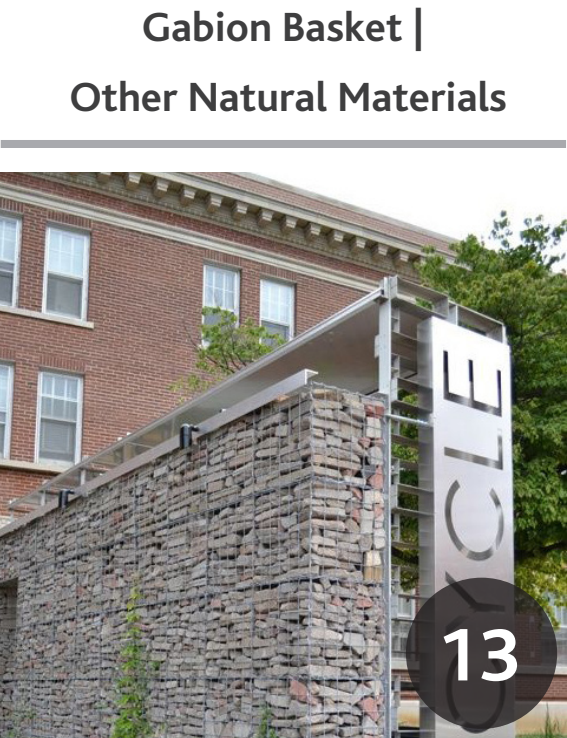
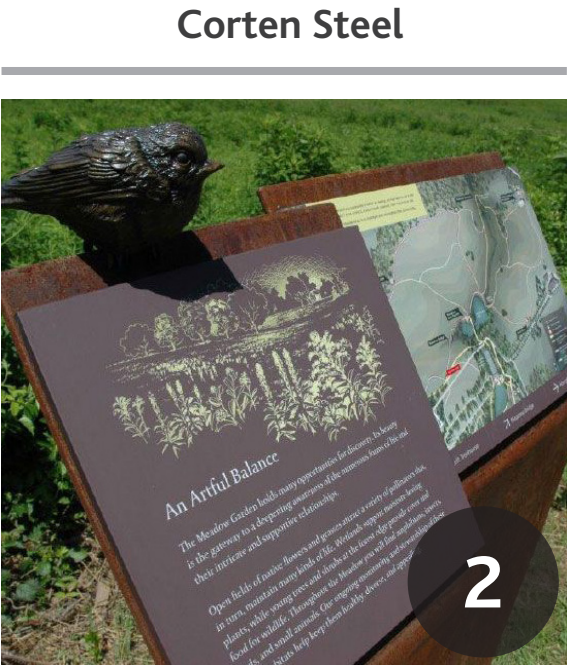
Interpretive Signage in this project consists of educational signage and artworks which are designed to help users discover and understand the significance of a place, historical events, culture, and certain natural features or processes. Other than being functional and informative, interpretive signage should be stimulating and having an element of fun.

There are two types of Interpretive Signage proposed for this project:

Educational Signage - proposed at areas where certain features are to be highlighted (cultural, historical, ecological)

Artwork (permanent and temporary) - creative expression in the form of sculptural elements and artworks inspired by significant events in the area’s history, cultural context or ecology

Educational Signage



Artworks



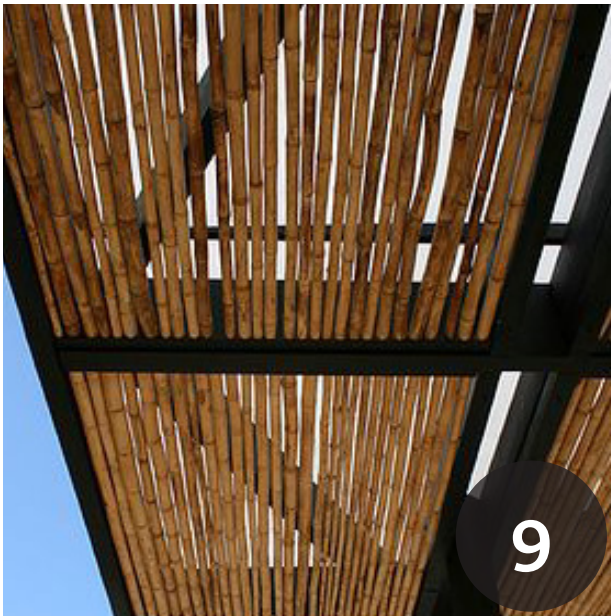
Landscape Spaces

Landscape Spaces are small nodes located at intervals and at key junctions, such as where more than two paths meet. They are provided so that users can take a short break during their walk, to reorient themselves, rest, and/or enjoy the view.

Special landscape features such as gateways are proposed for these locations with specific planting palettes associated with them to create a distinctive experience and character, so that users are able to recognise when they are approaching a "Landscape Space".

The facilities provided at each Landscape Space may vary according to site condition, section-specific requirements and budget availability. Examples of appropriate facilities include shelters, seating, picnic tables, bike racks, and recycling bins.

Structures



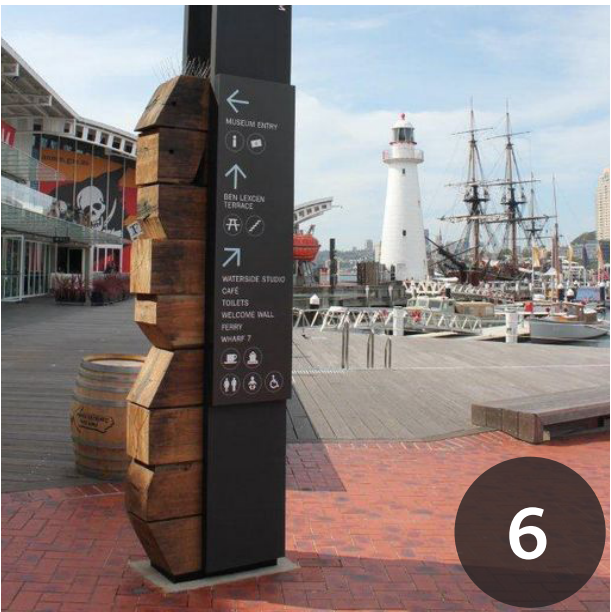
Amenity
Planting



Warning & Advisory Signage

Warning and Advisory Signage indicate a potential hazard, obstacle or condition requiring special attention to ensure users' safety.

Locations of Warning and Advisory Signage shown here are indicative and to be reviewed in the later stage in conjunction with Kaipara District Council.



Directional Signage

Directional Signage displays information on how to find specific destinations. There are two types of directional signage proposed for this project:

Directional Blade - proposed at locations where directional choices are to be made. The signage should be visible from a safe distance for all types of users (cyclists, walkers, and those using assisted mobility devices).

Ground-plane Directional Signage - proposed as a complementary item to Directional Blades, providing confirmation that users are heading in the right direction for their intended destination.

Directional Blade



Ground-Plane Signage



Identification & Information

Gateway Signage

This type of signage is proposed at primary entry points to the route, such as at the start/end of the MCW, nodes and major access points from landmarks or existing urban centres. It provides high-level information about MCW and offers information on multiple options of activities and destinations along the route.

Section Signage

Section signs are proposed at the start/end of each section, colour-coded for ease of navigation and zone recognition. Different themes can be applied to every section to give each its own character.

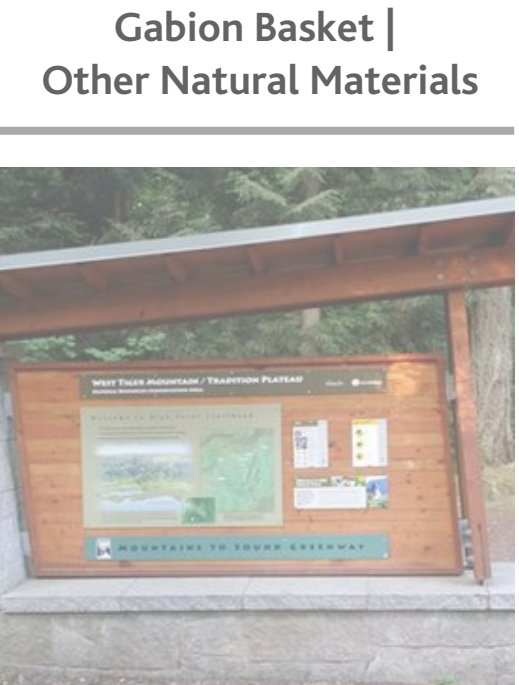
Entrance Signage

Entrance signs are proposed at the junctions where Coastal Connections meet the MCW. Orientation, distances and directions to nearby points of interest are provided to guide the users in making decisions.

Path Markers

Path markers are repetitive elements installed at intervals along the route, to help users recognise and identify specific directions/tracks.

Gateway Signage



Section Signage



Entrance Signage



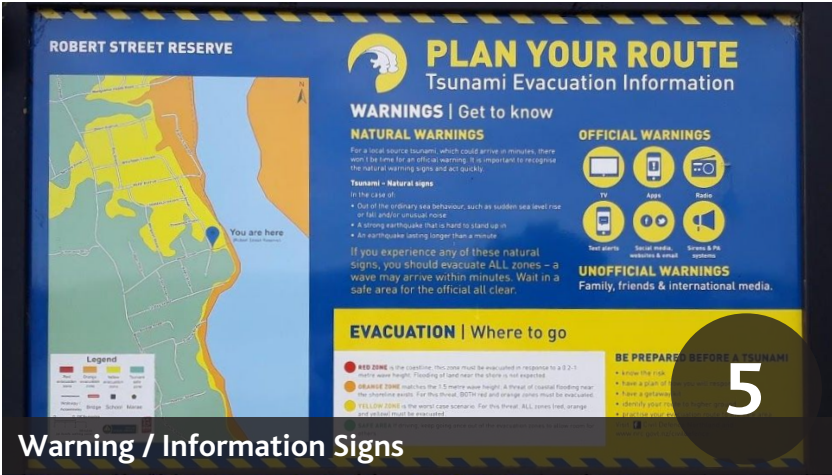
Path Markers



Existing Wayfinding in Mangawhai



Coastal Posts/Shells/Nautical Theme



Warning / Information Signs



Coastal Walkway - Te Whai Point



2



6



Mangawhai Museum Te Whai Image

2



Coastal Connection Marker



6

Coastal Picnic Seating



2



3

Estuary Drive Entranceway



3

Village Heritage Trail Interpretation Boards

Wayfinding Data

As part of the workshop, attendees were asked to share any key ideas, words or locations that should be considered in the design of wayfinding components within Mangawhai. The results are as follows:

- Images and Icons**
- Landscape - Brynderwyns, Whangarei Heads, Hen and Chicks
 - Fertile Valley Mountains
 - Head rock
 - Pohutukawa, Ti Kouka, Harakeke
 - Ocean surf , estuary
 - Kauri
 - Pou carvings
 - Stingray beach, sand, ocean
 - Dolphins, Orcas, Stingrays
 - Clear sea, tides, surf
 - Birds, fish
 - Dune, sandhills, shadows and light
 - Harbour

- Culture and Narrative**
- Dual language
 - Areas of interest
 - Make Mangawhai an experience
 - Significant cultural sites
 - Maori presence
 - Spiritual
 - Protect the environment - Taonga
 - Regional history
 - Historic narratives and storyboards
 - Iwi and early settlers
 - Pronunciation - Mangawhai and Te Arai
 - Education - Environment and Biodiversity
 - Te Uri O Hau - Cultural, Spiritual, Historical and traditional narratives

- Other (ex. People and locations)**
- Clear path from School to shops to estuary
 - Signage that explains why dogs need to be on as leash (ex. to protect the birds)
 - Active community
 - Beach and Sea
 - Sound of surf
 - Heritage of work ethic
 - Do not over do it
 - Sculptures - wood/ stone/ metal
 - Murals - to stop graffiti
 - Sculpture (stingray with raised wings)
 - Walkways
 - Social inclusion (ex. skateboard freely)
 - Signage encouraging physical activity

- Colours and Tones**
- Sand (dunes)
 - Brown/ Turquoise/ Green
 - Vivid sea blue (azure)
 - Teal blue and yellow
 - Forest green
 - Green farmland
 - Aqua
 - White (pure, sand and birds)
 - Blue (sea and sky)
 - Green (land)
 - White chalky rocks
 - Toi Toi (biege)
 - Pohutukawa
 - Coastal grasses
 - White belly stingray

- Textures**
- Granules (sand)
 - Driftwood
 - Black shells and shellfish on rocks
 - Estuary mud
 - Native forests
 - Tree canopy
 - Ngahere
 - Sand and waves
 - Different sands of Mangawhai

- Materials**
- Macrocarpa
 - Wood
 - Stone - sense of perseverance
 - Reflection of the Brynderwyns
 - Driftwood, cotton, sand
 - Native plants and trees
 - Natural fibres
 - Huge majestic tress
 - Vandal resistant and low maintenance
 - Recycled from the area

- Words**
- Moana
 - Wai / Water
 - Iwi and Pa names
 - Welcoming
 - Surf/ Sea
 - Forest
 - Walking
 - Nature (living things)
 - Aspirational - to be different
 - Skyline - hills to sea
 - Peace, quiet and calm
 - English and Te Reo