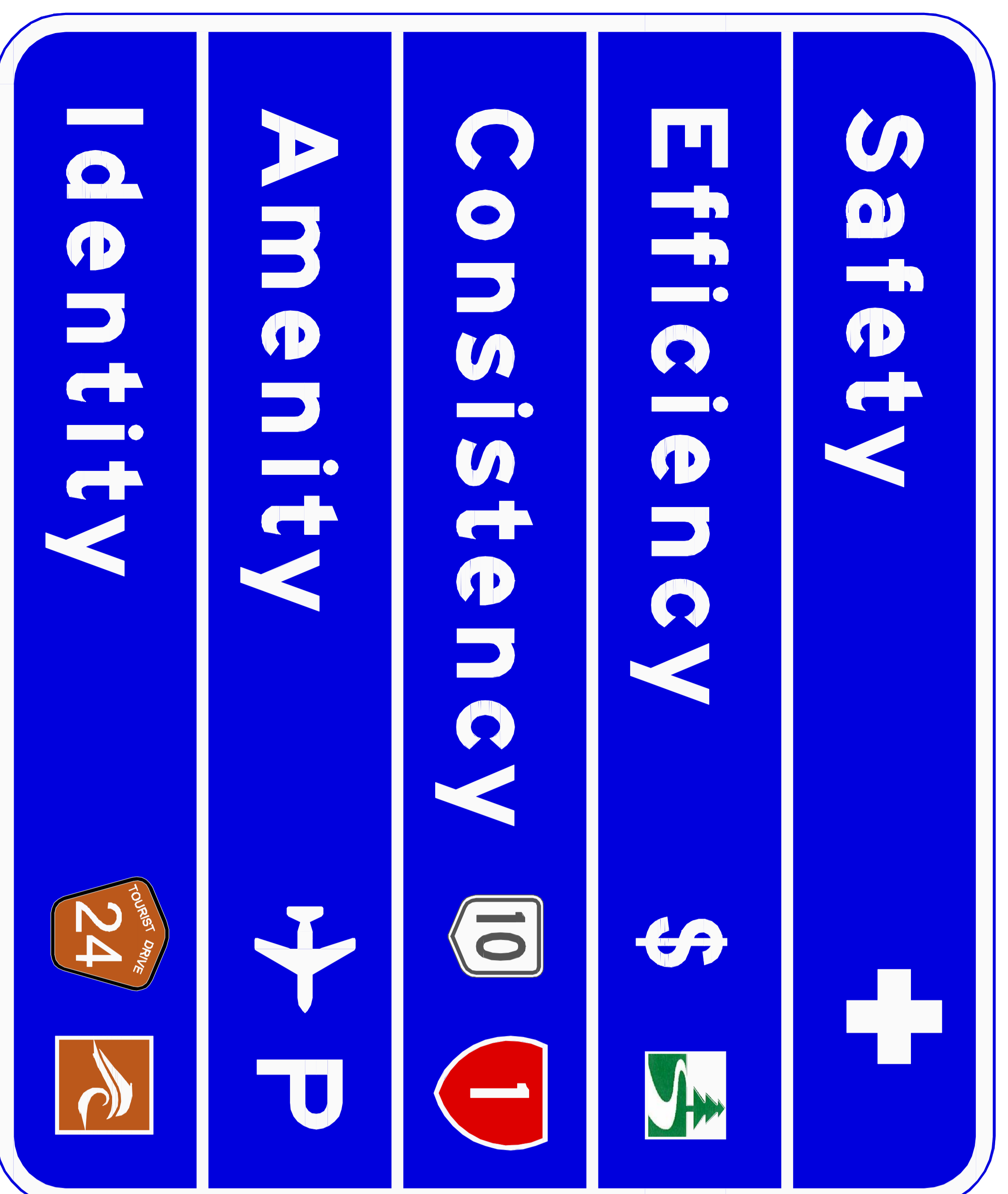


The Benefits of Signage

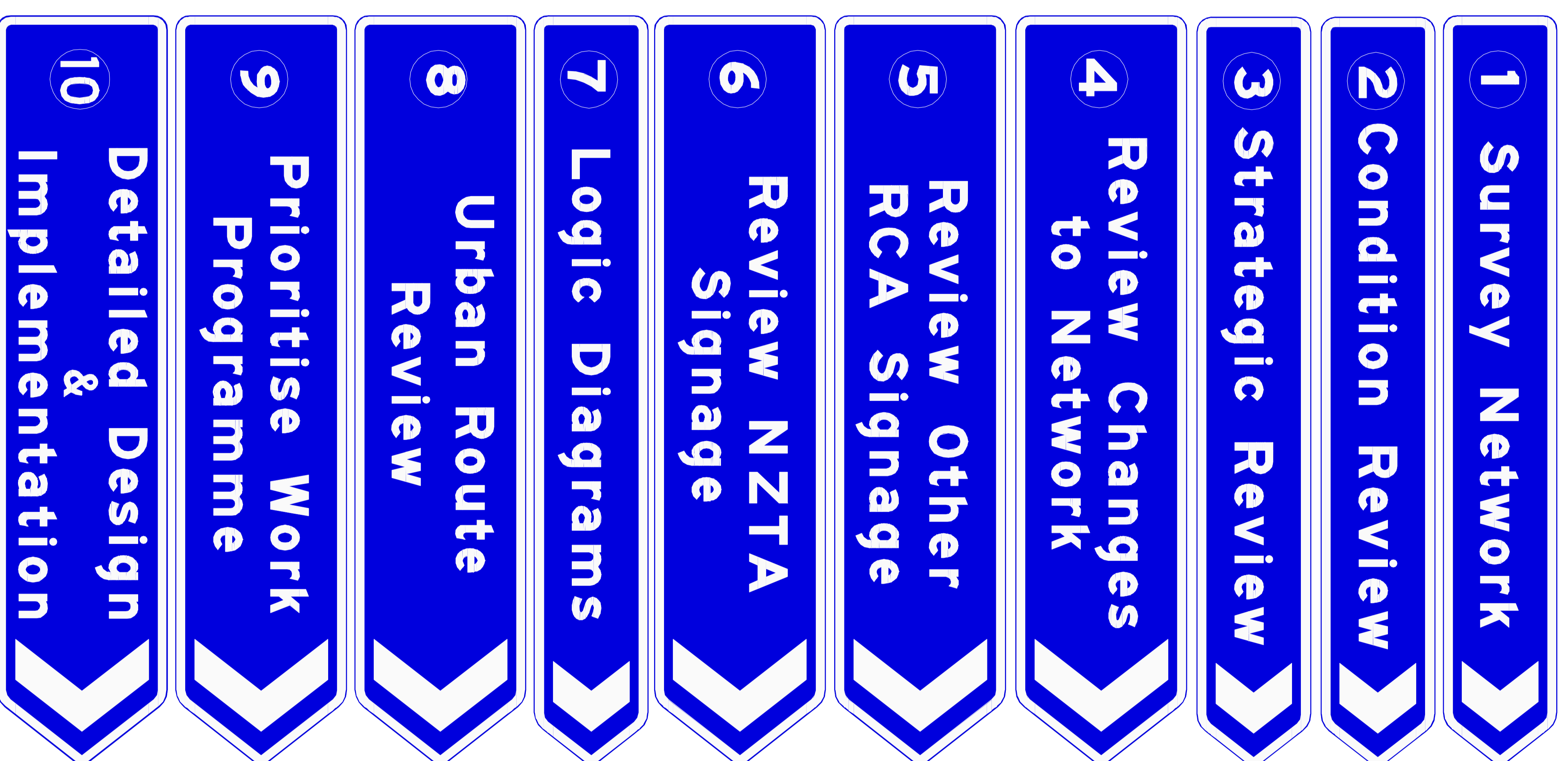


Destination signage has many benefits including facilitating the safe and efficient movement of travellers throughout the road network. A regional approach is required to ensure that the benefits are realised and to obtain consistency and continuity throughout the network.

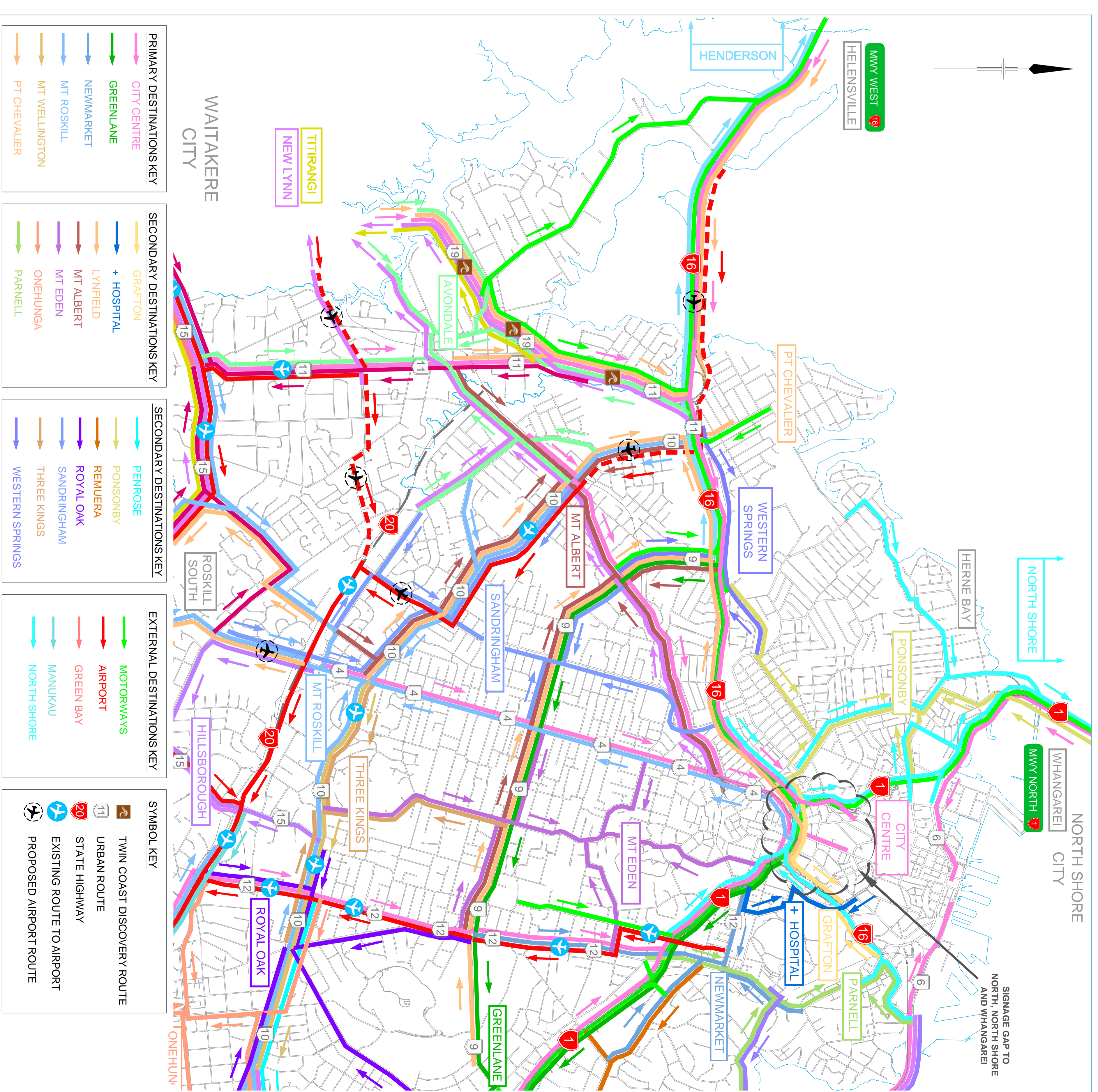


The Benefits of Developing a Destination Signage Strategy and Network

The 10 Step Development Process



Use Logic Diagrams to Rationalise Destinations



Thanks to:

- Auckland City Council
- Manukau City Council
- North Shore City Council
- Waitakere City Council
- Dunedin City Council
- NZTA, ARTA