

## Pedestrian Wayfinding in Timaru CBD

Findings from Report by Rodney Tolley prepared for Timaru DC

presented by  
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## Background

- Rodney Tolley visit to Timaru.
- Observation virtually no wayfinding signage in Timaru CBD.
- No pedestrian aids to finding shops, civic services, restaurants, landmarks etc
- Visitors would most likely be completely lost.
- Street name signage for drivers not walkers.
- No signs for cycling either.

## Commission Objective

- To improve walkability of Timaru CBD
- Gain benefits of such
- Contribute to Timaru Transport Vision
  - “we will provide a transport system that promotes community prosperity”
- Contribute to LTMA objectives
- Timaru Active Transport Strategy

## Scope of the Study

- Develop wayfinding system for Timaru CBD
- Provide specification/location of signage
- **ENCOURAGE MORE WALKING**

Timaru CBD



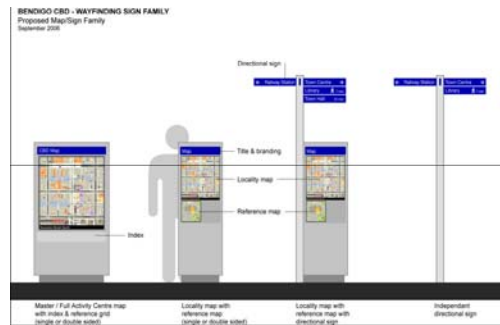
## Get the Information Right - Fundamental Principles

- Road maps are for drivers, walkers have different needs.
- Must work for the first time user.
  - Where to look for wayfinding information
  - Understand it
  - Obtain it quickly, intuitively and without fuss
- A walker experience must be positive one.

## Recommendations

- Sign family consisting of:
  - Master walking map,
  - information panels (IP's) and directional signs
- 16 (IP's) at entrance points to CBD
- 4 IPs at the entrance to the heart of the commercial/retail Activity Centre
- Additional Street name signage for walkers.
- Walking Times shown on map and IP's

## Sign Family Example



## Another Example of Information panel and directional signage



## Street names signage for walkers - example

