

GOVERNMENT GARDENS PROMOTION AND SIGNAGE GUIDELINES

Application

This guideline applies to the NZHPT Conservation Area shown on the attached plan and can be used for other parts of the Government Gardens. Safety signage should meet these guidelines where possible. The guidelines are an agreement between the lessees and the land administrator.

Objectives

- Promote the site as an international tourism destination.
- A reserve of the highest achievable standard which is easy to navigate, understand, and with vitality.
- Primary view-shafts are not obstructed.
- Identify opportunities for promotion other than signage.
- Signage projects are undertaken holistically and improve use of the reserve and attractions without detracting from the heritage values and photographing opportunities.
- The stakeholders work collaboratively to achieve these objectives and continually improve use of the Government Gardens and attractions.
- The requirements of New Zealand Historic Places Trust Pouhere Taonga and the Resource Management Act 1991 are promoted.

Guidelines

1. Entrances should be inviting and clearly identify the reserve or subject attraction.
2. Reserve entry, naming (e.g. roads, reserve amenities), interpretation, and wayfinding signage shall have consistent designs (refer to appendix 2).
3. Methods of promotion other than signage should be prioritised.
4. Advertising signage near nodes and entrances shall be coordinated and not contribute to clutter.
5. Signage shall not cause irreversible damage to heritage items and structures.
6. Signage should not block identified primary view-shafts.
7. Signage design and location shall relate to the identified audience.
8. Branding of businesses should be maintained yet be integrated with the values of the reserve and appropriate styles of signage.
9. All signage should have a unified, consistent approach yet be flexible for specific activity branding.
10. Commercial viewshafts are secondary to primary view-shafts.
11. Priority shall be given to the entrance of the main attraction within a commercial view-shaft.

Case studies

The following case studies are of four representative signs in the gardens and are provided to assist the applicant understand how the guidelines can apply in practice.



Standardised interpretation panels

Interpretation panels throughout the gardens are mostly standardised. The sign design is unique, durable, and attractive. By using a standard design, potential clutter issues are reduced and tourists are more readily alerted to an item of interest. The signs are typically located near to the item of interest and in many cases in front of the main façade of a structure and within the primary viewshaft. These signs are considered appropriate for a number of reasons which are encapsulated by the sign in front of the band rotunda. The sign is low to the ground and small. Even though it blocks a part of the significant façade of the building, the sign is innocuous and does not command attention. The location of the sign respects the architecture of the rotunda and is integrated with the composition of the building.

Unique interpretation panel

The interpretation panel outside the Bathhouse Café has a different and unique design. This sign is located in front of an identified significant façade and yet does not detract from the primary viewshaft. The sign is predominantly dark which makes it less obvious at distance. Although it is taller than the standardised interpretation panels, the sign is still of a height that when viewed appears as a part



of the furniture outside the café. Also, the height and location allow the architecture of the Bathhouse behind to dominate. The composition and decorative detailing of the building is not interrupted by the sign. The unique design does not add clutter to the gardens as it relates to the branding of the café. In addition, the graphic design of the sign is completed to a high standard.



Museum entrance sign

The museum entrance sign is an excellent example of a sign designed for the purpose of attracting customers that is integrated with the heritage values of the gardens. The sign is located in a prominent position in front of the significant façade of the Bathhouse. The branding of the museum is used in a way that is sympathetic to the surroundings. Although highly visible to approaching pedestrians and motorists, the sign is relatively small and low to the ground. The sign is barely visible in photographs from the key photo point for this façade because it is orientated parallel to the alignment of the primary view-shaft. In addition, the sign is located and sized to respect the architecture of the façade.



EEC large naming sign

The name or entry sign to the Energy Events Centre, although relatively large at over 4.9m tall, is appropriate and sympathetic to the heritage values of the gardens. The sign is located away from a significant façade for photos. In addition, the sign is next to a much larger tree and is seen as a recessive element that does not command attention although it is highly visible. The dark background colour helps the structure of the sign to recede at the same time as making the information more visible. The sign is unique within the gardens but is seen as a part of the EEC by using the same font as on the building.

Actions to reduce the need for signage

During the development of these guidelines, a number of potential improvements were identified which will boost promotion and reduce the need for signage. These improvements are conceptual and subject to further investigation. If attractions are interested in developing any of these improvements, they will need to collaborate with the land administrator.

1. Temporary exhibitions and art installations within the reserve to create a regularly changing attraction for locals and tourists.
2. Entrances and primary view-shafts are improved using existing design themes.
3. Creatively designed lighting is used to enhance the reserve as an evening attraction.
4. Improve pedestrian connectivity through the further development of linkages and paths.

Appendix 1: Resources

McLean, R. (2007). Sustainable Management of Heritage Resources, Discussion Paper No.3: Heritage Landscape Values. Wellington: New Zealand Historic Places Trust Pouhere Taonga (NZHPT).

McLean, R. (2007). Sustainable Management of Heritage Resources, Discussion Paper No.4: Urban Design and Historic Heritage. Wellington: NZHPT.

NZHPT (2007). Sustainable Management of Historic Heritage Guidance, Information Sheet 16: Assessing Impacts on the Surroundings associated with Historic Heritage. Wellington: NZHPT.

NZHPT (2007). Sustainable Management of Historic Heritage Guidance, Information Sheet 21: Assessing Impacts of Advertising Signs on Historic Heritage. Wellington: NZHPT.

Appendix 2: Standard sign designs

Reserve naming sign



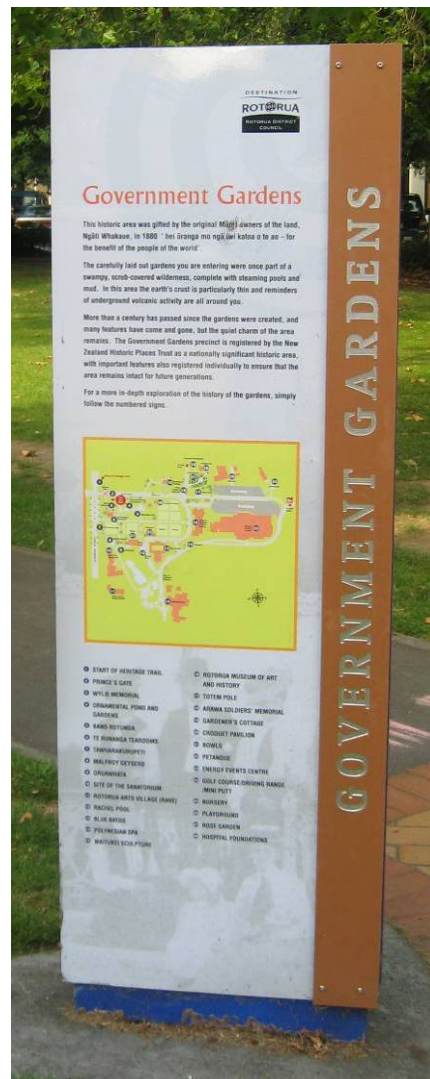
Road name signs



Wayfinding signs



Motorist wayfinding



Pedestrian wayfinding

Appendix 3: Plan

