



Picton Smart and Connected Steering Group

Submission to MDC Annual Plan

Wayfinding Signage and Information

Picton Smart & Connected is making a number of submissions to the MDC Annual Plan 2016/17 through its working groups, related to public spaces and to boosting bike and walk related activity. Linked to this, we urge the council to include a smart project that can be planned this year and executed in 2017/18, with benefits to the Picton community, the visitor economy and satisfaction ratings, and the wider Marlborough economy - greatly outweighing the investment!

- Picton Smart & Connected asks the MDC to include in its 2016/17 Annual Plan, funds to enable the review, planning, and research of wayfinding signage from arrival points into and through Picton, into the network of town walking tracks, and through to Waikawa.
- We ask the MDC to schedule the construction and installation of this signage in the 2017/18 annual plan, linking it into the public spaces redesign (foreshore, London Quay, High St etc).
- This project fits within the Growing Marlborough Strategy 2011 and the Urbanism Plus work of 2010 identifying ways to create links and connections around and through Picton and environs as well as wayfinding for visitors and the Marlborough community.

Rationale:

Signage and wayfinding around Picton Town Centre and environs were identified as key initiatives in the Urbanism Plus and Growing Marlborough reports. However at present there is no project set up to carry this out. Cycling and walking were the top preference at the Picton public meeting to identify a 'big picture project' to take Picton forward in the future – and good signage is at the heart of this.

Picton's economy and community activity is closely linked to the outdoor spaces, yet its connectivity between places outdoors is considerably behind other regions. That connectivity has come through strongly in the early stages of the Picton Identity project currently underway (towards welcome signage). There is a superb opportunity now to develop **contemporary, forward focused signage and wayfinding information** which will deliver considerable benefits to the visitor economy and visitor satisfaction levels for Marlborough, without having to devote a large budget.

Other towns and cities offer examples of how wayfinding, timeline and map signage improves visitor experience and the length of time they choose to stay in those localities, which results in

considerable flow-on benefits to the community. Sharp stylish presentations work in both small towns and individual localities within large centres – such as the wayfinding signage used in Auckland’s Wynyard quarter, which in style and some content, could translate easily to Picton.

Good signage can bring visitors from trains and ferries through into the town centre, likewise cruise ship passengers, and encourage them to go on the excellent short bush walks nearby in Victoria Domain, the Snout, Tirohanga Track, Essons Valley etc, stopping in the shopping areas on the way through, and discovering unique scenic outlooks just a short distance from the town centre.

The signage can include maps but also make it clear how long each section takes the average walker, and which tracks are suitable for which ability/age levels. There have been numerous instances of both New Zealanders and foreign tourists getting confused about distances and also which track leads where, or how to get to everything from the start of tracks, to toilet facilities, lookout points or the main shopping area.

Thus good wayfinding signage will also build the domestic visitor experience. As for locals – even some of us get mixed up on the trails on the Victoria Domain!

Destination Marlborough is asking Picton for products and experiences it can market easily outside the region; this is a relatively low cost project that would deliver considerable impact, and make Picton’s natural assets a lot easier to promote.

Wayfinding signage is also significant in people looking to walk or cycle to Waikawa – one of the fastest growing populations in Marlborough. Too often Waikawa is overlooked, but it is an intrinsic and important segment of the Picton community, and good wayfinding signage will help link our localities.

With cycling and walking becoming the focus of tourism in New Zealand, it is vital that Marlborough is seen as an important destination for these visitors, and that means we need excellent signage.

Picton Smart & Connected has several working groups who have identified this one aspect: our Public Spaces WG, Picton Visitor Economy, Brand Picton, and most importantly, Bike Walk Picton. We see it as a straightforward way Marlborough can substantially improve our visitor experience for relatively modest investment.

Waikawa Residents & Ratepayers have also identified wayfinding signage as a critical element needing overhaul, with locals there too frequently fielding questions from anxious visitors who have walked there without realising how far it is – or how to get back to a cruise ship or ferry departure on time.

We need to make the visitor & community experience nothing short of ‘Brilliant’!

We propose:

- **This year 2016/17: research and plan wayfinding signage, test it out, and cost it**
- **Next year 2017/18: design and install**