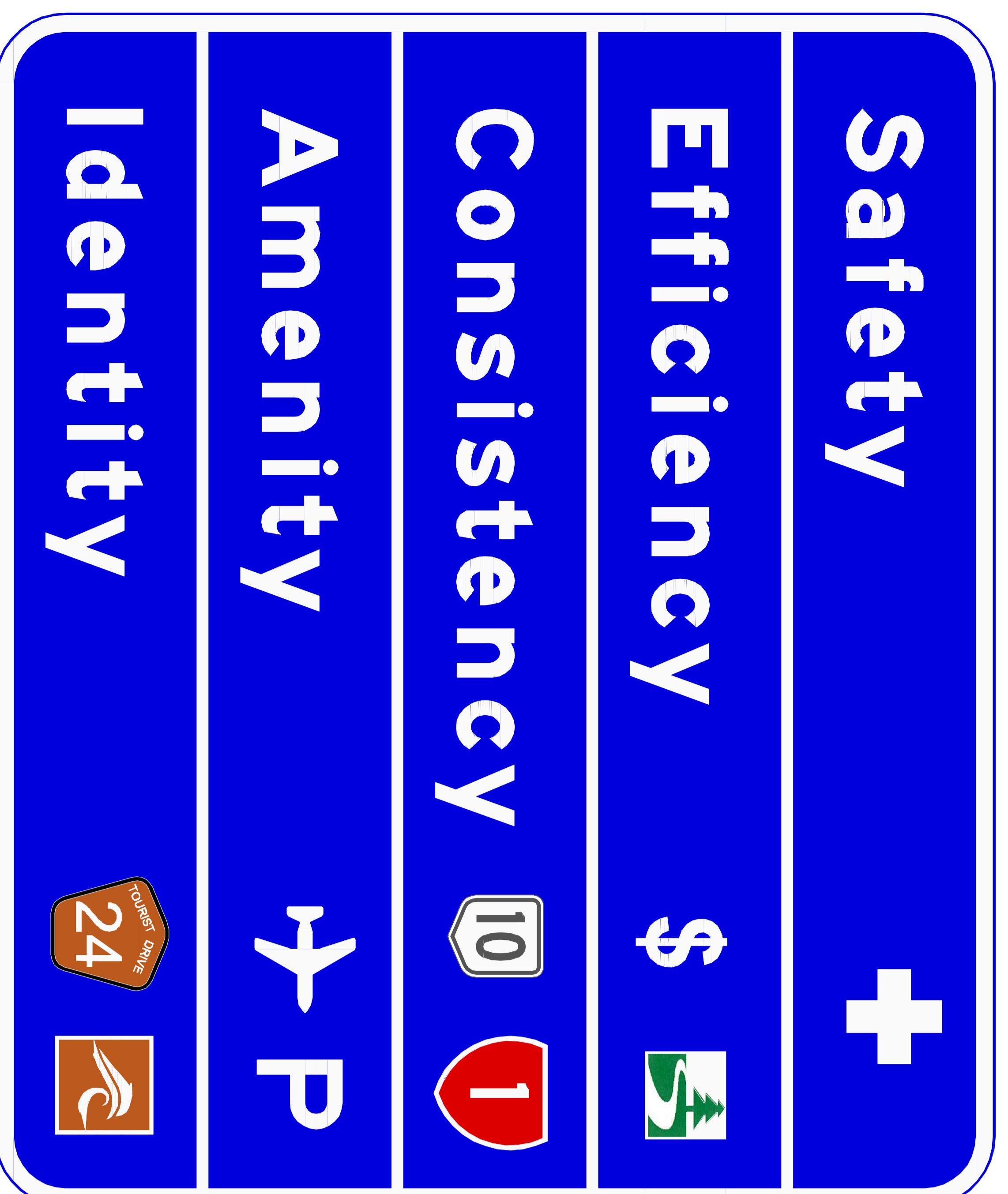


## The Benefits of Signage

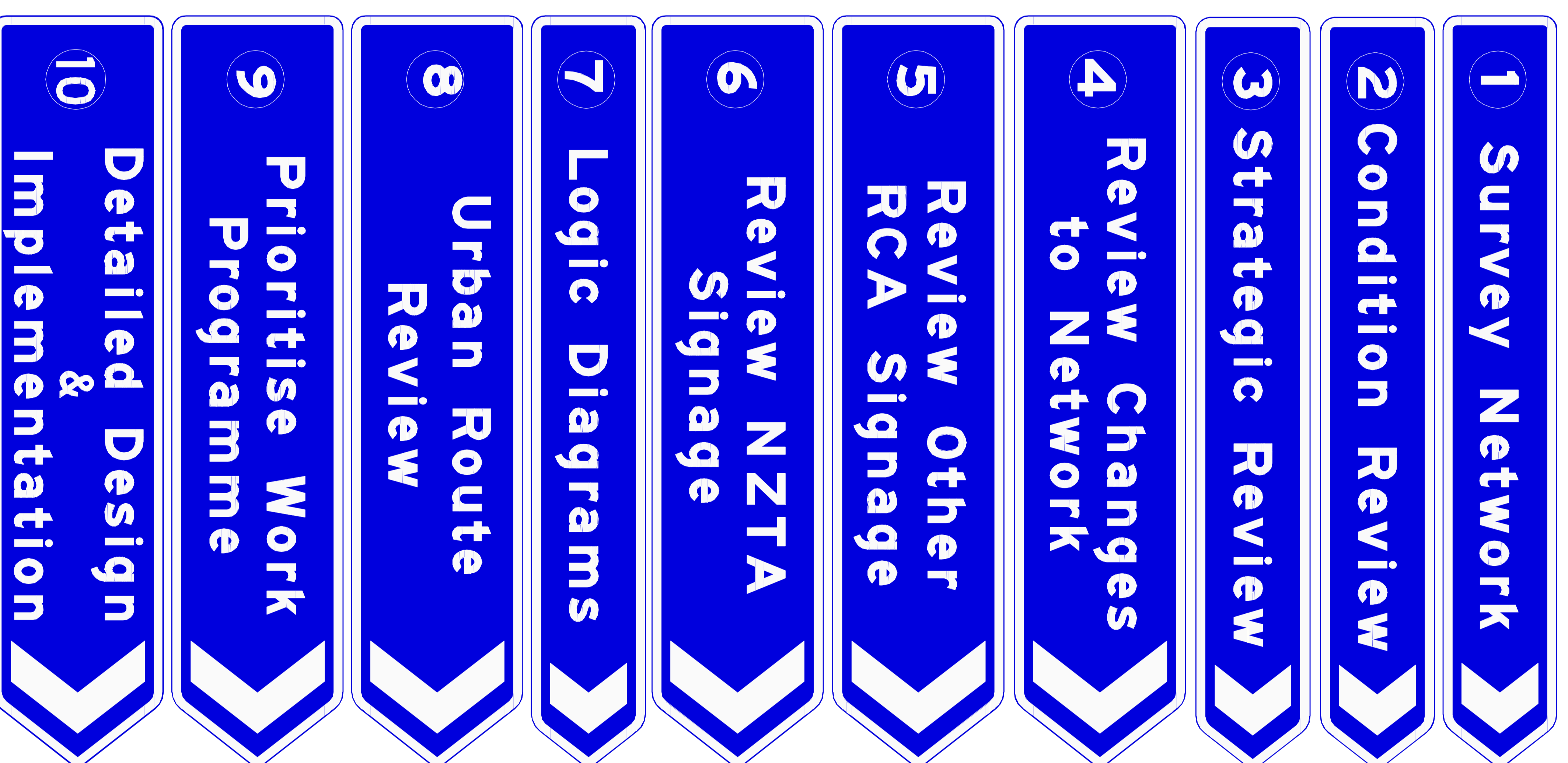


Destination signage has many benefits including facilitating the safe and efficient movement of travellers throughout the road network. A regional approach is required to ensure that the benefits are realised and to obtain consistency and continuity throughout the network.

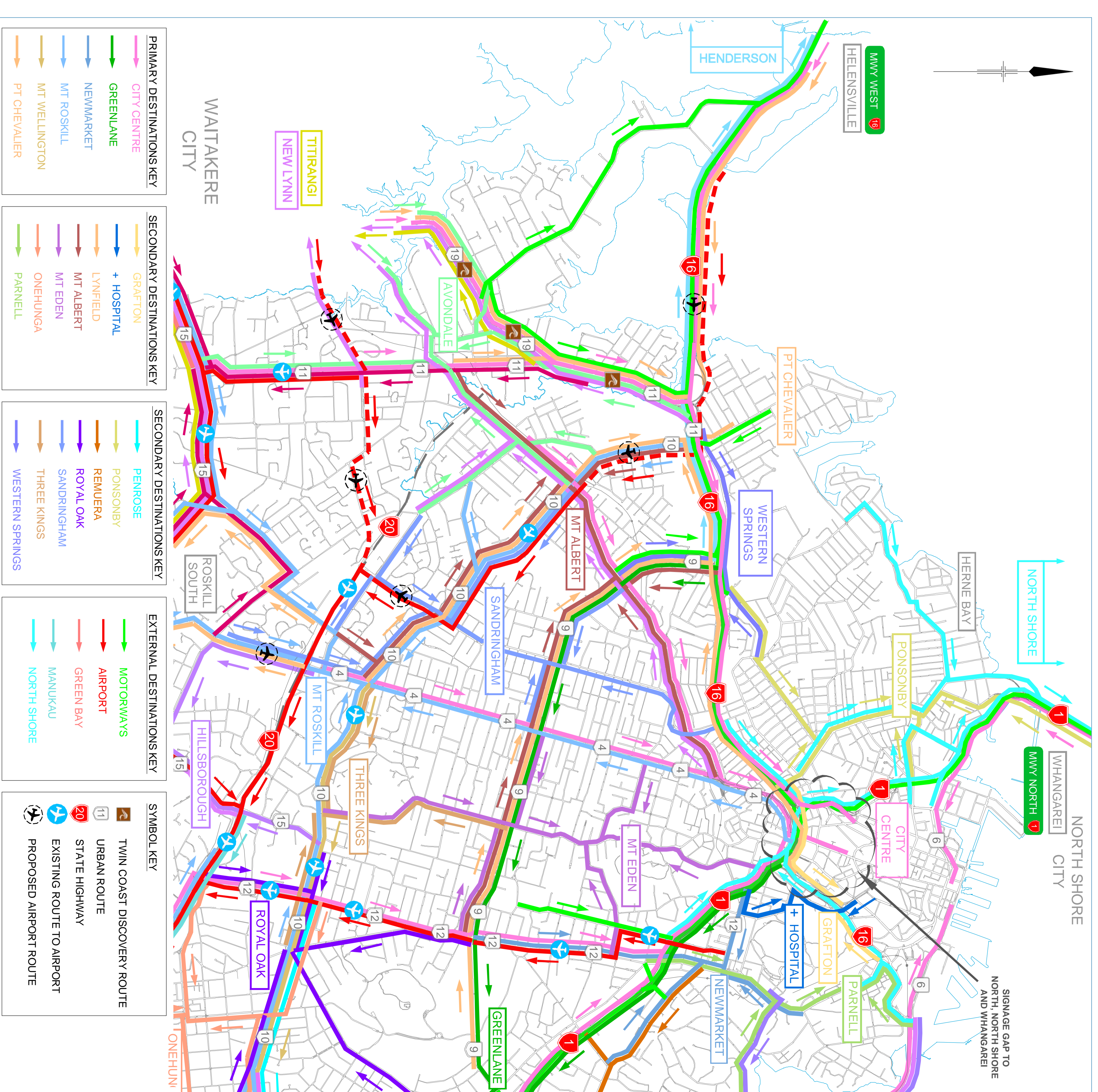


## The Benefits of Developing a Destination Signage Strategy and Network

### The 10 Step Development Process



### Use Logic Diagrams to Rationalise Destinations



Thanks to:

- Auckland City Council
- Manukau City Council
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