

# Turners Falls Wayfinding Project



*Public Meeting 1*

Town of Montague, MA  
04.08.26

COMMUNITY ENGAGEMENT



# Meeting Agenda

- Introduction
- Project Goals
- Community Engagement
- Introduction to Wayfinding
- Existing Turners Falls Wayfinding Signs
- Proposed Sign Types and Locations
- Wayfinding Signage Survey Reminder
- Questions & Answers
- Next Steps



by Hired Hands Signs

**Develop a comprehensive signage and wayfinding system for the Turners Falls district in the Town of Montague**

**Improve navigation, enhance civic identity, support local economic development.**

**Create a welcoming and accessible environment for residents and visitors alike.**

## **Project Deliverables**

***Wayfinding report with wayfinding sign concept design***

## **Community Engagement**

***Public Meeting #1 – April 8<sup>th</sup>, 2026 (Today)***

***Wayfinding Survey – open now until April 30<sup>th</sup>, 2026***

***Public Meeting #2 – May 13<sup>th</sup>, 2026***

# What is Wayfinding Signage?

***Wayfinding is the system of information that helps people understand where they are, where they want to go, and how to get there—comfortably, safely, and confidently.***

**Wayfinding is how people understand:**

- Where they are
- Where they want to go
- How to get there
- When they've arrived

**Wayfinding is not just signs. It includes:**

- The layout of streets and paths
- Landmarks and views
- Maps, signs, and cues
- The consistency of information across the community



# What Makes for Good Wayfinding Design?

- Starts before someone gets lost
- Confirms decisions after turns are made
- Is consistent across the whole community
- Matches the speed and scale of the user
- Aesthetically Pleasing

## Key Characteristics

### Clear hierarchy

- Big decisions first, details later
- Fewer destinations per sign

### Right information at the right place

- At intersections and decision points
- Drivers need larger text, fewer words
- Pedestrians need maps and reassurance

### Integrated with community identity

- Local character expressed through color, materials, and form
- Branding never reduces readability

### *Legible London Wayfinding Family of Signs*



## What Makes for Poor Wayfinding Design

- Too much information
- Long lists of destinations
- Multiple fonts or arrows
- Signs placed where decisions are already missed after intersections
- Hidden behind trees, poles, or parked cars
- Inconsistent naming
- Signs that aren't readable
- Low contrast
- Branding overpowering legibility
- Auto-only thinking
- No confirmation once you arrive



# Wayfinding vs. Branding

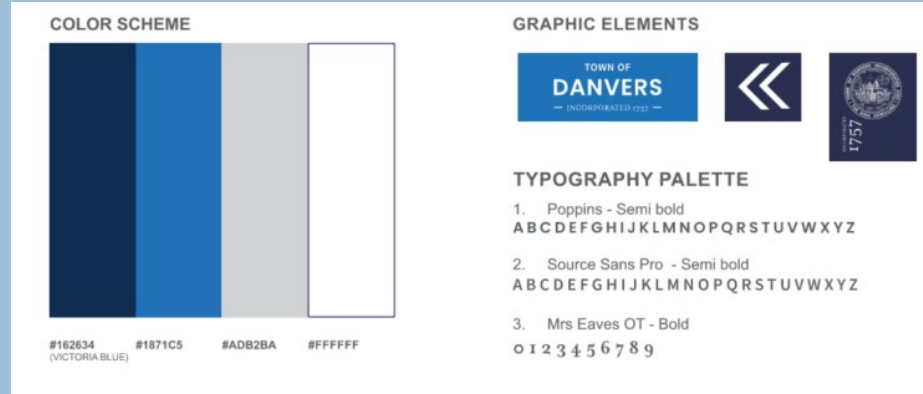
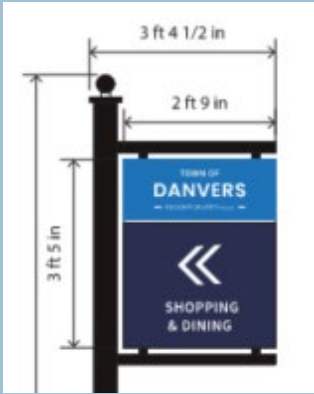
- Wayfinding:**
- About clarity
  - About legibility
  - About helping people move

# Branding:

- About character
- About identity
- About expression

# Good systems do both

- Branding should never reduce readability



# Designing for Different Speeds

One size does not fit all

## Drivers:

- Larger text*
- Fewer words*
- Earlier notice*

## Pedestrians:

- Maps and reassurance*
- Short distances*
- Frequent confirmation*

## Cyclists:

- Clear arrows*
- Simple destinations*
- Visibility at speed*

*Richmond VA Wayfinding/  
Identity Sign  
Sign Research Foundation*

## Types

**Identification** - Identifies and labels places, spaces, or features to confirm location. These signs range widely in scale and use.

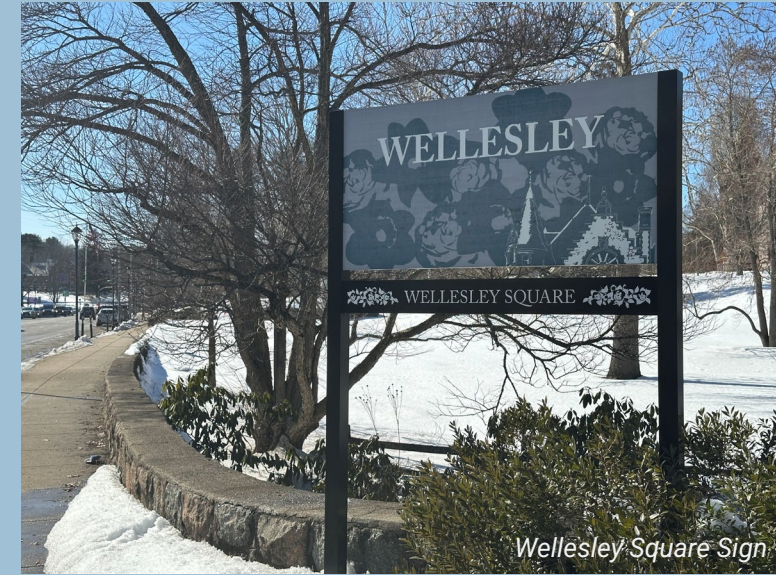
### Gateway Signage

&

### Municipal Signage



Temecula CA Gateway



Wellesley Square Sign



Mass Central Rail Trail Gateway



Torrington CT Gateway Concept



Unity Park Mural by Hired Hands Signs

# Wayfinding Sign Types

Turners Falls Wayfinding Project

**Informational** - Provides detailed wayfinding information—such as maps, diagrams, and directories—to help users understand locations and routes, often working alongside or integrated with directional signs.

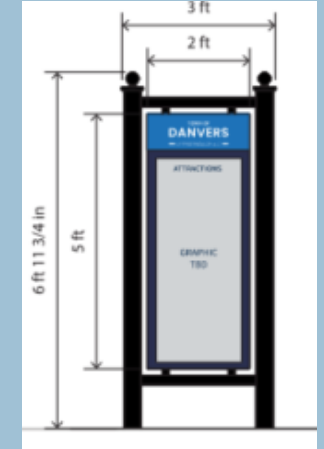
## Kiosks & Interpretive Displays



Falmouth MA Public Kiosk



Mass Central Rail Trail Interpretive Sign



Danvers MA Kiosk Sign

**Regulatory** - Communicates rules and restrictions—such as no parking or restricted access—to establish order and certainty. These signs support wayfinding by setting boundaries, but they do not actively direct people to destinations.

## Parking Signage



Rockville MD Parking Sign  
Sign Research Foundation



Danvers MA Parking Sign

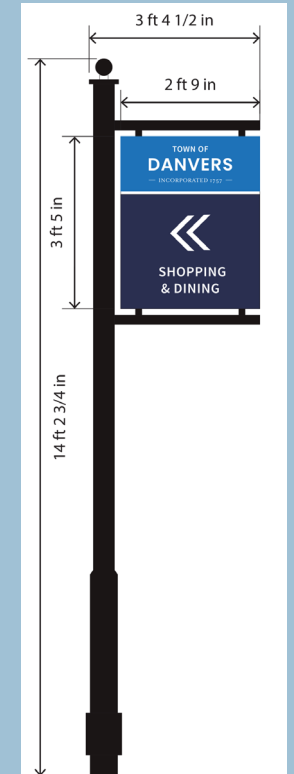
**Directional** - Guides people toward one or more destinations—most often indicated by arrows showing the direction to follow.

## Directional Signage



Covington VA  
Directional Sign  
Sign Research Foundation

Twin Cities Rail Trail  
Directional Sign



Danvers MA Directional Sign

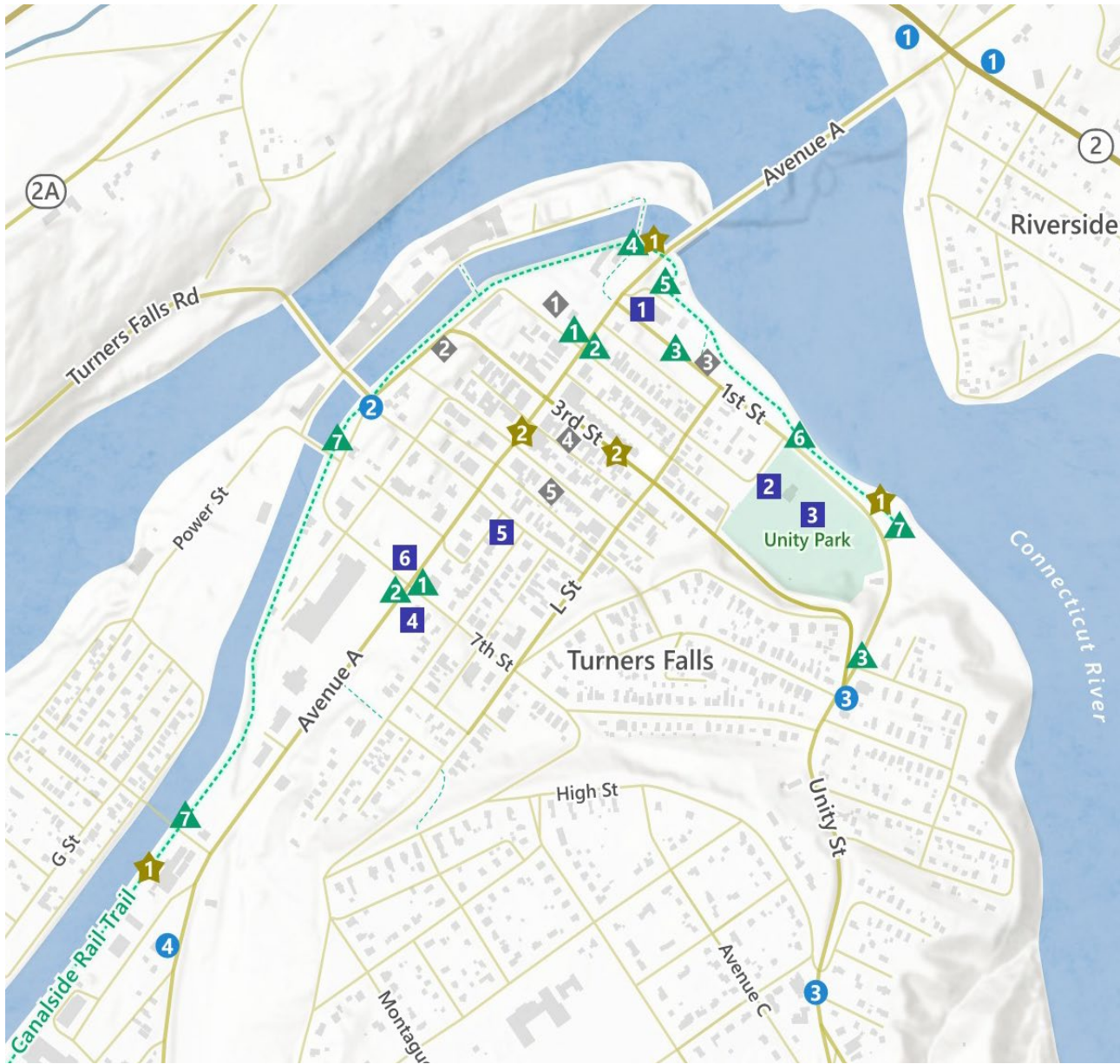
# Existing Turners Falls Wayfinding Signs



# Existing Turners Falls Wayfinding Signs



# Proposed Sign Types and Locations



## Gateway Signage

- 1 Route 2 – east bound and west bound
- 2 At/near 73 Canal Street
- 3 At/near 15 Unity Street or at/near 70 Unity St
- 4 At/near 10 Montague City Road

## Municipal signage

- 1 Town Hall
- 2 Parks & Recreation Office
- 3 Unity Park – playground, ballfield, community garden, and skate park
- 4 Carnegie Public Library
- 5 Senior Center
- 6 Peskeompskut Park

## Kiosks & Interpretive Displays

- 1 Along Canalside Rail Trail
- 2 Along Avenue A or Third Street

## Parking Signage

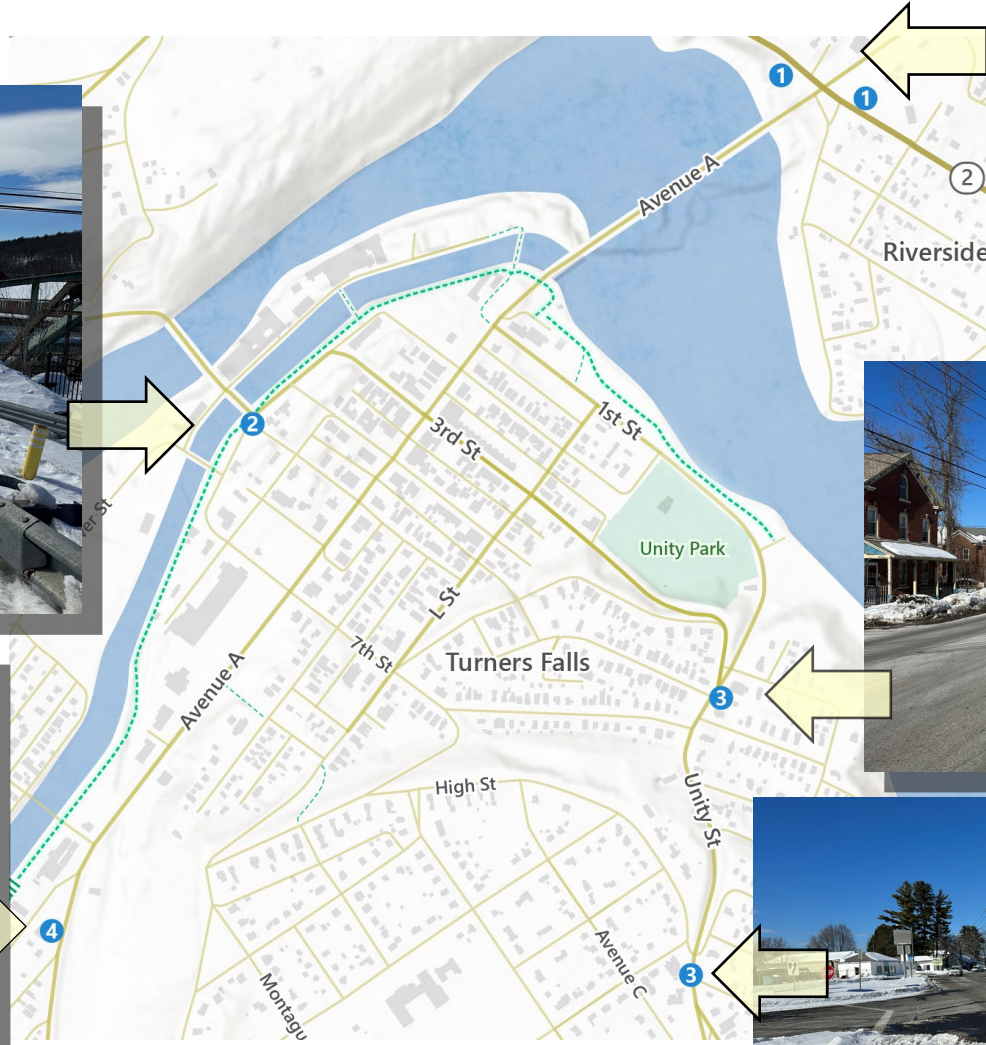
- 1 Discovery Center Parking Lot
- 2 Canal Street Parking Lot
- 3 First Street Parking Lot
- 4 Third Street Parking Lot
- 5 Fourth Street Parking Lot

## Directional Signage

- 1 Shops and dining
- 2 Shea Theater Arts Center
- 3 Unity Park
- 4 Great Falls Discovery Center
- 5 Town Hall
- 6 Parks & Recreation Office
- 7 Canalside Rail Trail

# Proposed Sign Types and Locations

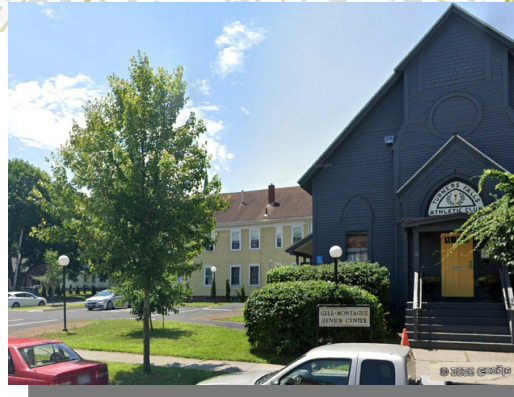
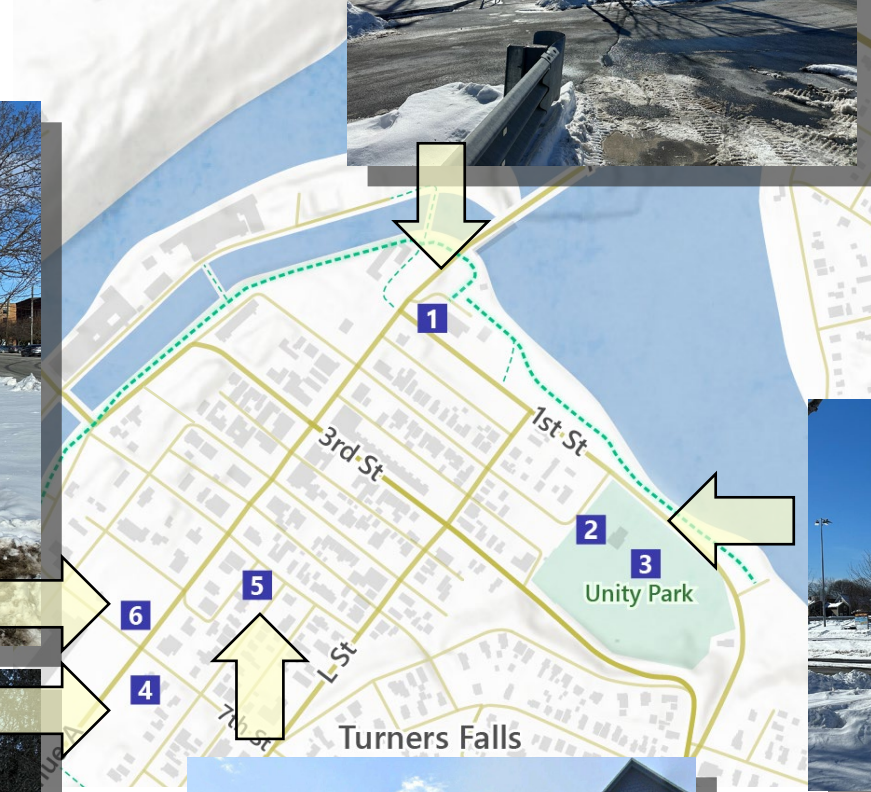
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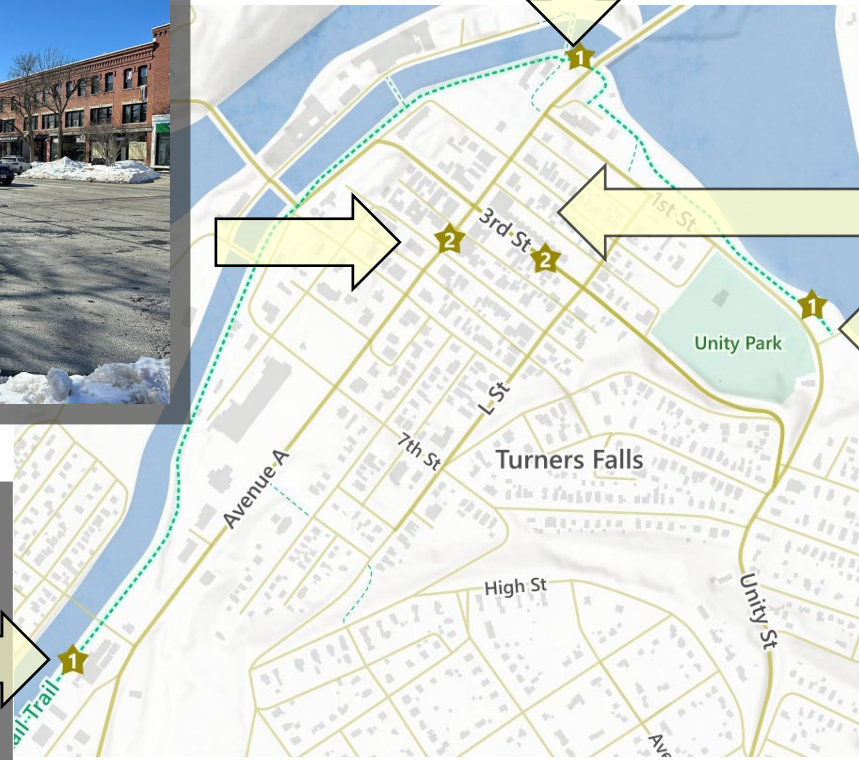
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# Proposed Sign Types and Locations

## Kiosks & Interpretive Displays



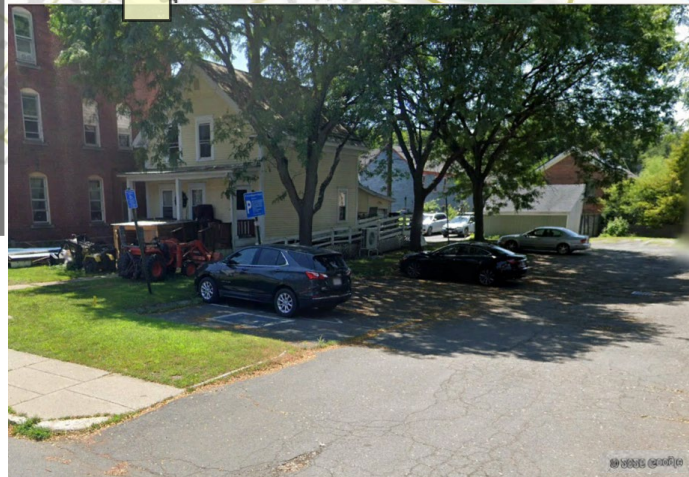
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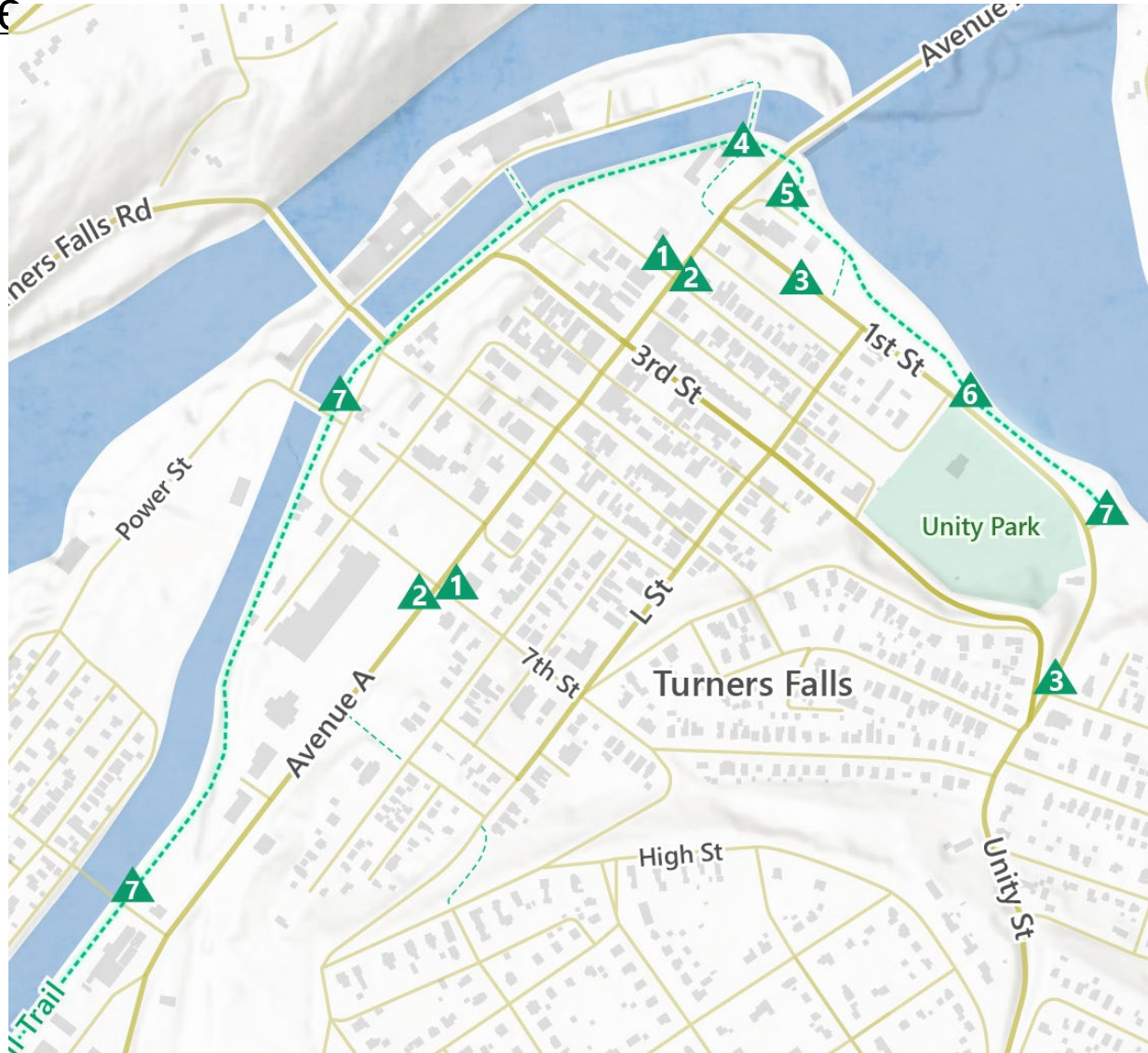
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# Proposed Sign Types and Locations

## Directional Signage



### Directional Signage

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-  Shea Theater Arts Center
-  Unity Park
-  Great Falls Discovery Center
-  Town Hall
-  Parks & Recreation Office
-  Canalside Rail Trail

# Q&A

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# Next Steps

- Community Feedback
- Sign Design
- Public Meeting #2 and Select Board Meeting
- Grant Application for Final Sign Design and Sign Fabrication/Instalation

***Scan to access the Community Survey!***



**<https://arcg.is/0CGGO00>**

Thank  
you!

For questions/comments, please email  
Maureen Pollock, Planning Director  
at [mpollock@montague-ma.gov](mailto:mpollock@montague-ma.gov)

