

TURNERS FALLS



**WAYFINDING
PROJECT**



PROJECT RECAP

The Town of Montague is developing a comprehensive signage and wayfinding system for Turners Falls, with the help of VHB, to improve navigation, strengthen civic identity, support local economic development, and create a welcoming, accessible environment for residents and visitors.

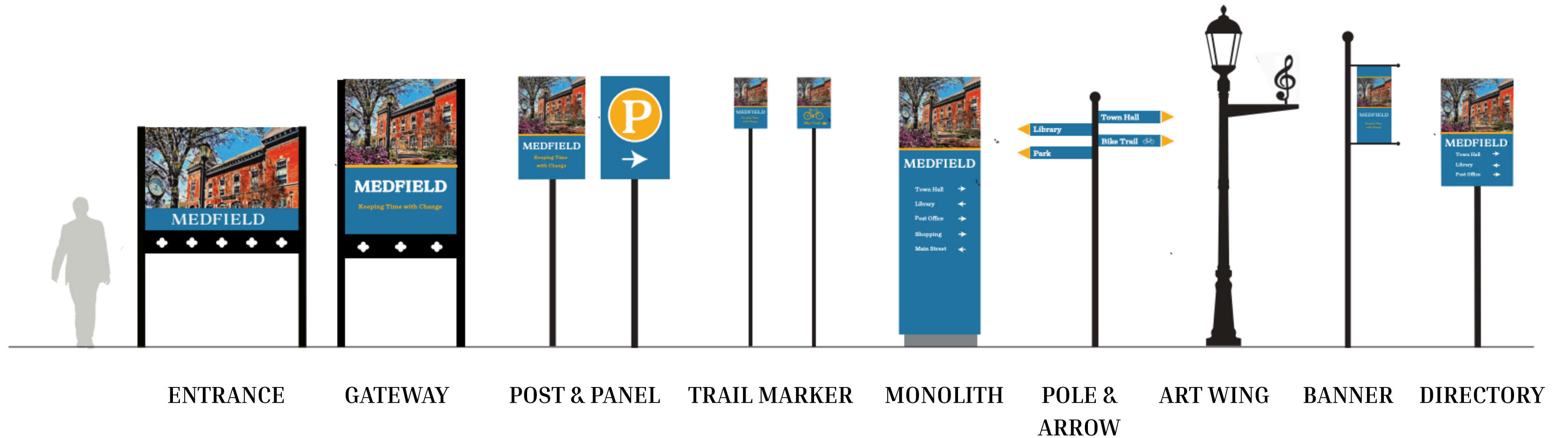
PUBLIC FORUM #1

Key notes & feedback:

- Reviewed the different sign types: gateway, municipal, informational, directional, etc., signage priorities, and preliminary location recommendations.
- Discussed the limitations of certain proposed sign locations and permissions that may be needed.
- Noted visitors often ask, “Where are the falls?”
- Locals are conscious of **sign pollution** and want to incorporate visuals vs. text when possible.



EXAMPLE WAYFINDING SYSTEM



FAMILY OF SIGN ELEMENTS

EXAMPLE WAYFINDING SYSTEM: PROS & CONS

PROS

- Cohesive design
- Legible
- Fulfills its purpose

CONS

- Lacks character
- Municipal

TYPES OF MATERIALS USED

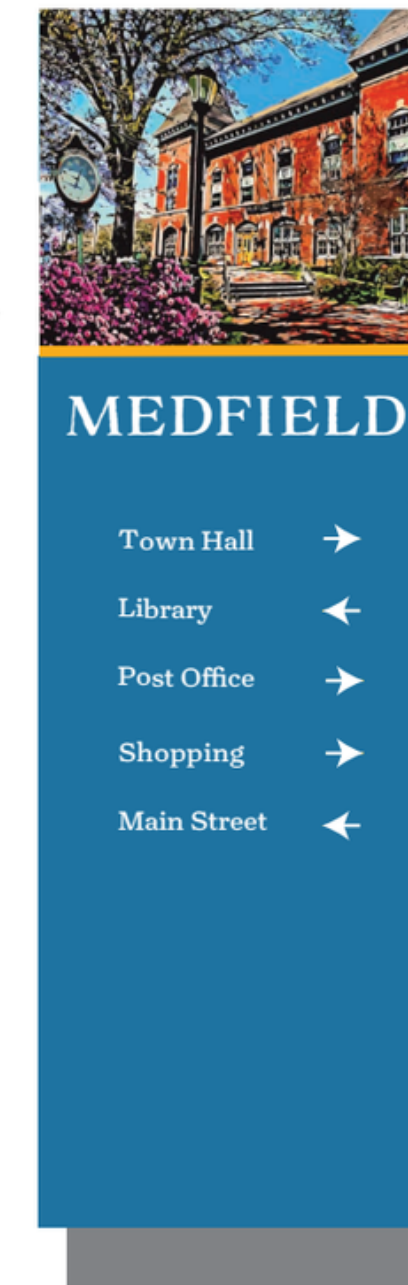
- Aluminum
- Color Printed Vinyl
- Powder Coated Metal
- Pressure Treated Wood
- Galvanized Steel



GATEWAY



TRAIL MARKER



MONOLITH



DIRECTORY

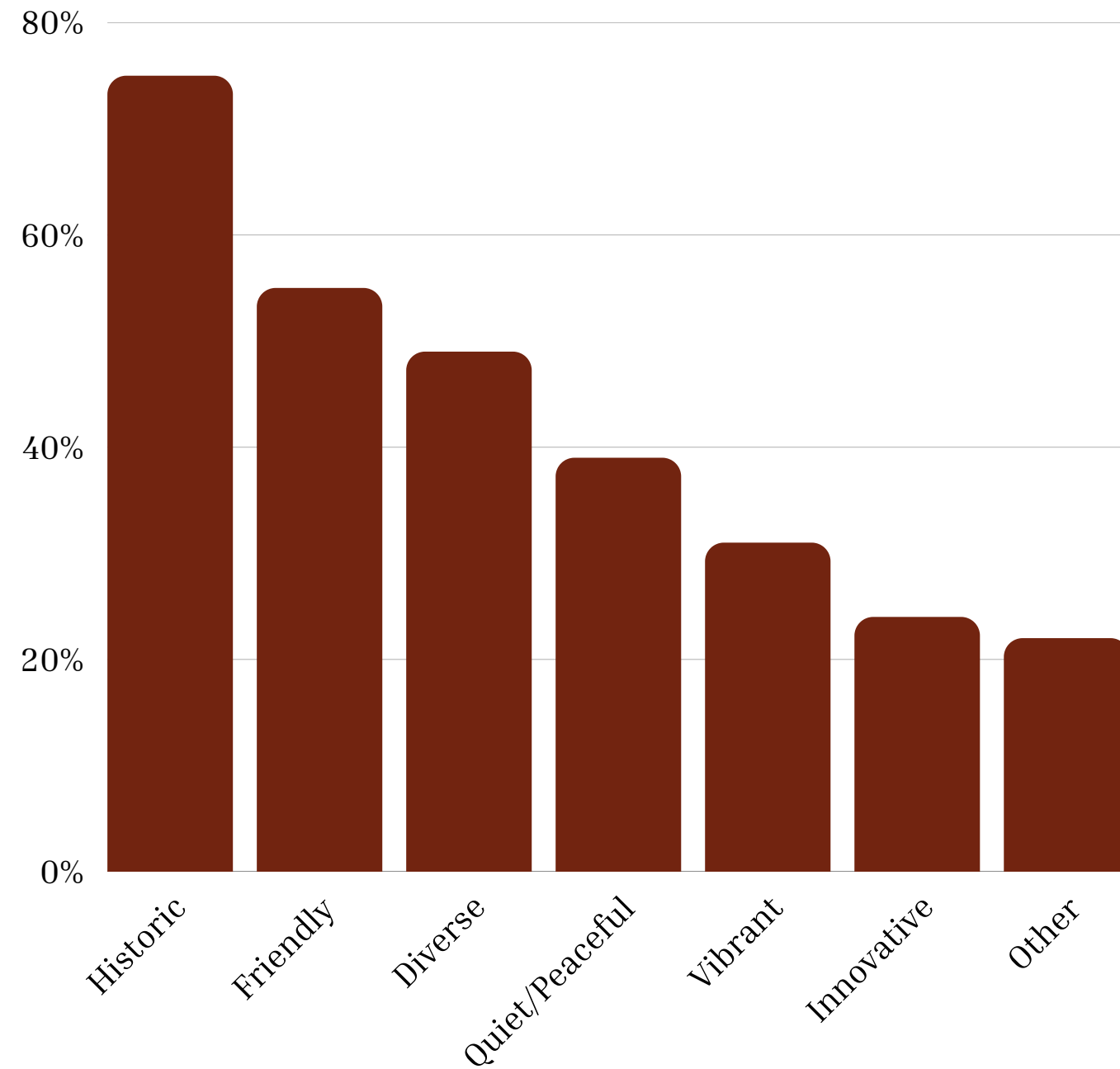


INSPIRATION

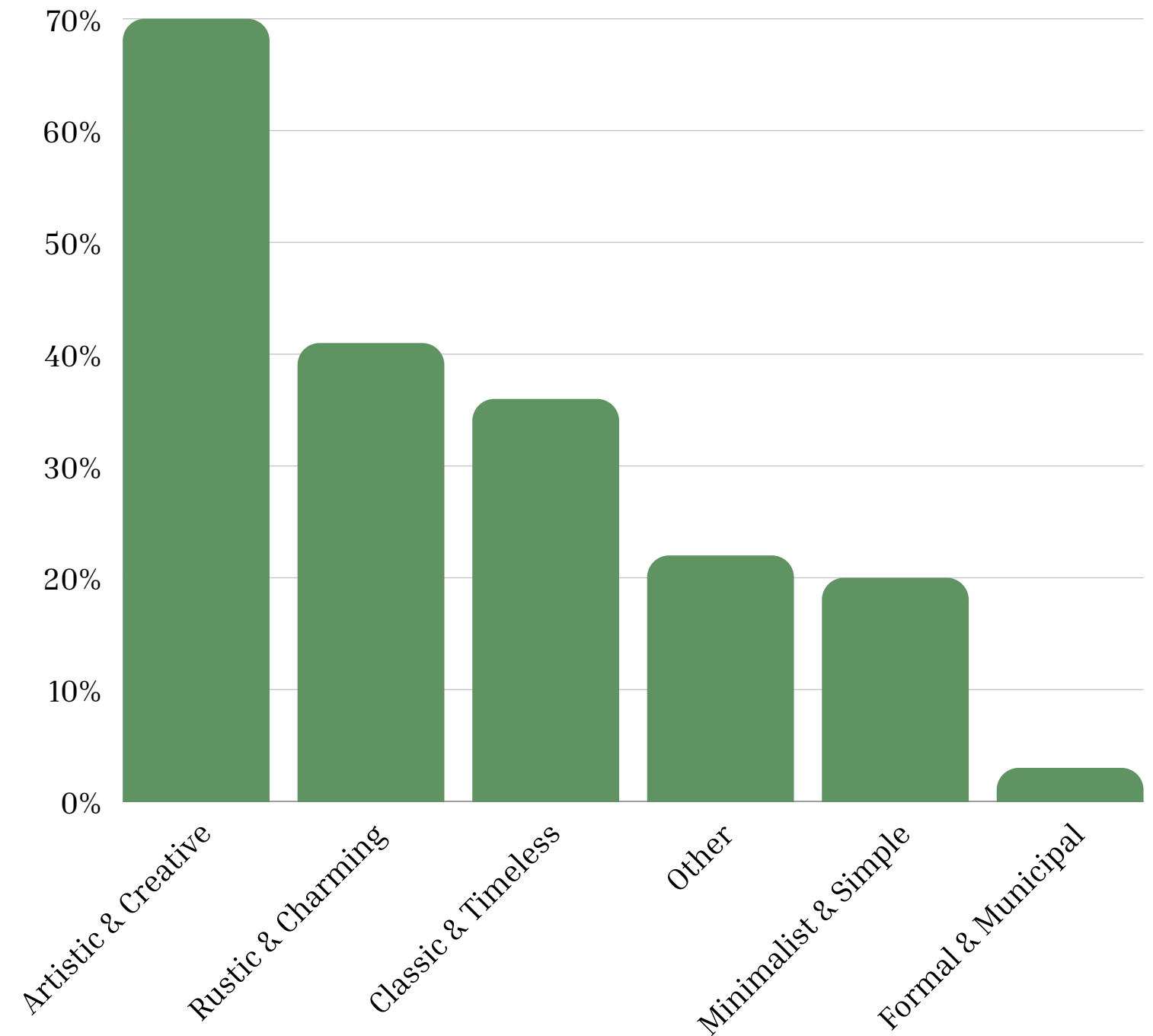
Turners Falls Wayfinding Project

WE RECEIVED 80 RESPONSES TO OUR WAYFINDING SURVEY!

What words or phrases come to mind when you think of Turners Falls?



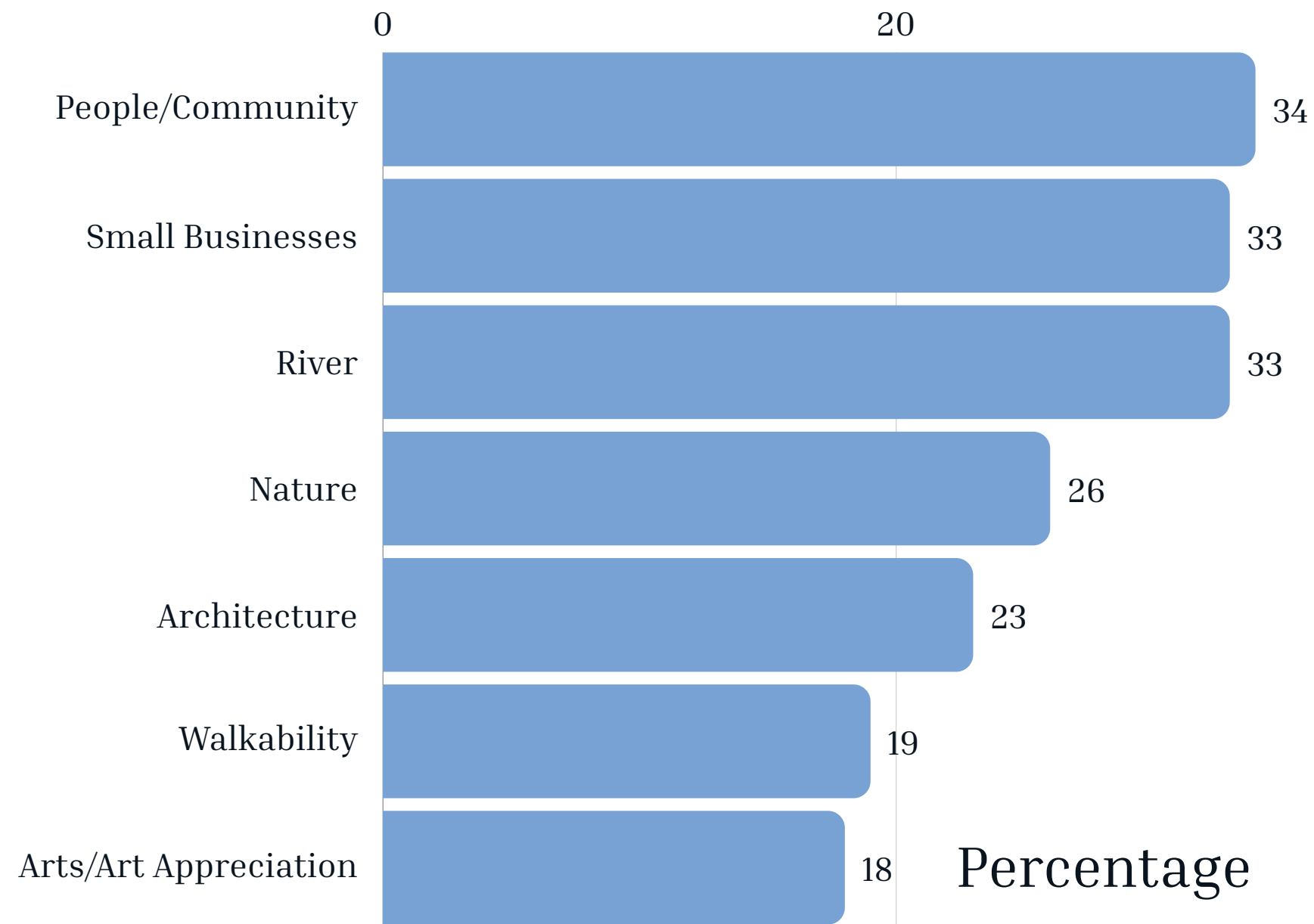
What style defines Turners Falls?



*Additional survey feedback referenced in the presentation.

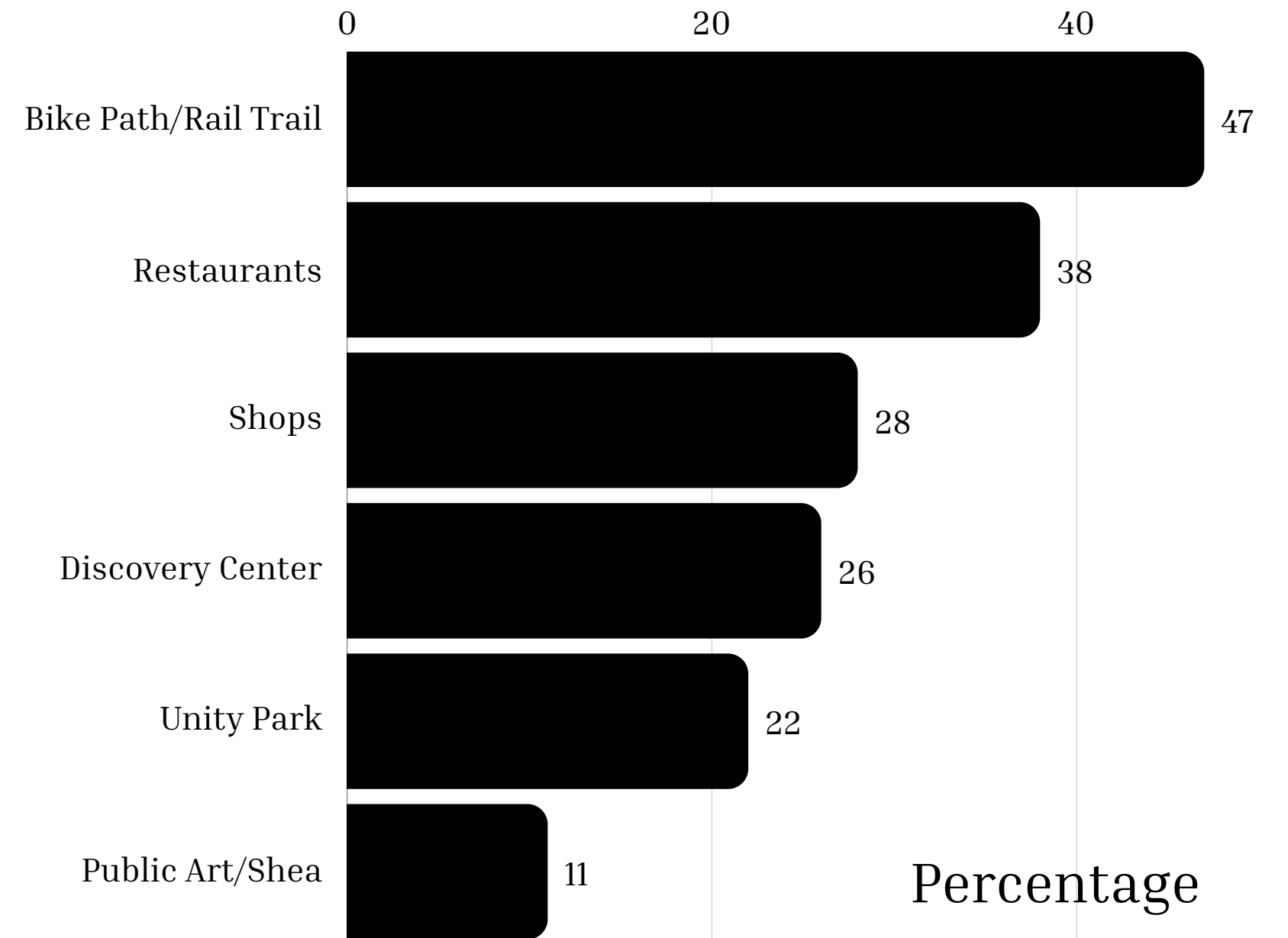
What do you love most about Turners Falls?

Top Answers of 74 Responses



Where is your favorite place to take visitors in Turners Falls?

Top Answers of 74 Responses



*Additional survey feedback referenced in the presentation.

Are there any unique features, landmarks, or traditions that should be reflected in the signage?

1. River, Falls, Canal & Waterways

Visual Ideas:

Flowing water
Fish imagery (shad, eel, lamprey)
Canal/industrial/bridge silhouettes
River bends and geology

2. Indigenous History & Cultural Recognition

Desired tone:

Respectful
Educational
Inclusive
Truthful about local history

3. Industrial & Mill Heritage

Visual ideas:

Brick and stone textures
Historic mill imagery
Machinery motifs
“Rock, Paper, Scissors” sculpture concepts

4. Parks, Recreation & Outdoor Assets

Overall takeaway:

Signage should reinforce Turners Falls as an active, family-friendly, outdoor-oriented destination.

5. Wildlife, Ecology & Geology

Overall takeaway:

There is interest in environmentally themed signage that highlights unique natural features and wildlife.

6. Arts, Creativity & Small-Town Character

Overall takeaway:

Residents want signage that feels artistic and community-rooted rather than corporate or touristy.

*Additional survey feedback referenced in the presentation.

What improvements would you suggest for the signage?

1. Create a Unified & Cohesive Sign System

Frequently mentioned design qualities:

Historic but modern
Cohesive without feeling corporate
Artistic and authentic
Consistent iconography/logos

2. Reflect the Town's Artistic, Funky & Unique Character

Repeated concerns:

Current signage feels “forgettable,” “dry,” or generic
Avoid overly polished or corporate aesthetics
Preserve local authenticity and character

3. Improve Wayfinding & Visibility

Common requests:

Better wayfinding downtown
Directions to parks, trails, and landmarks
Larger lettering
Better visibility at town entrances

4. Highlight Local History, Heritage & Identity

Suggested content & themes:

Industrial/manufacturing history
Indigenous history
Geological history
River & canal heritage
Historic plaques & interpretive signs

5. Use More Color, Imagery & Visual Personality

Frequently suggested elements:

More color
Birds, fish, river imagery
Icons and illustrations
Distinctive typography
Decorative/artistic elements

6. Keep Signage Simple & Avoid Clutter

Frequently expressed preferences:

“Less is more.”
Traditional materials
Clear and readable
Fewer but better signs
Timeless rather than trendy

*Additional survey feedback referenced in the presentation.

The Village of
TURNERS FALLS

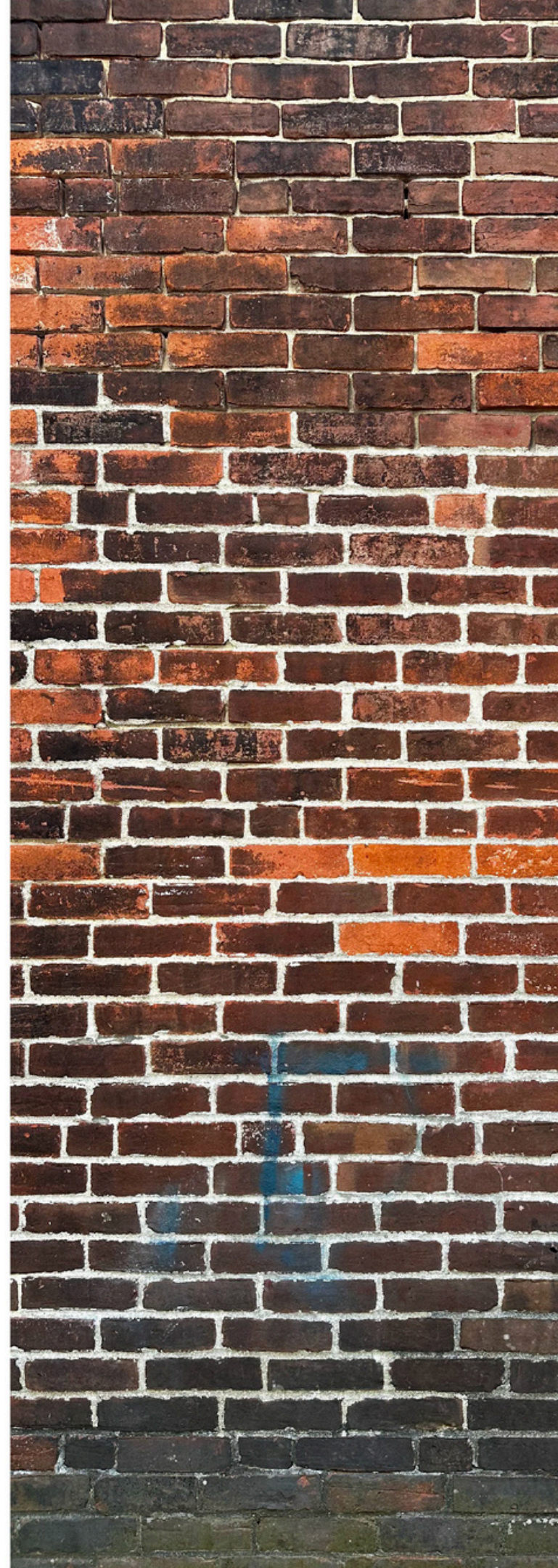


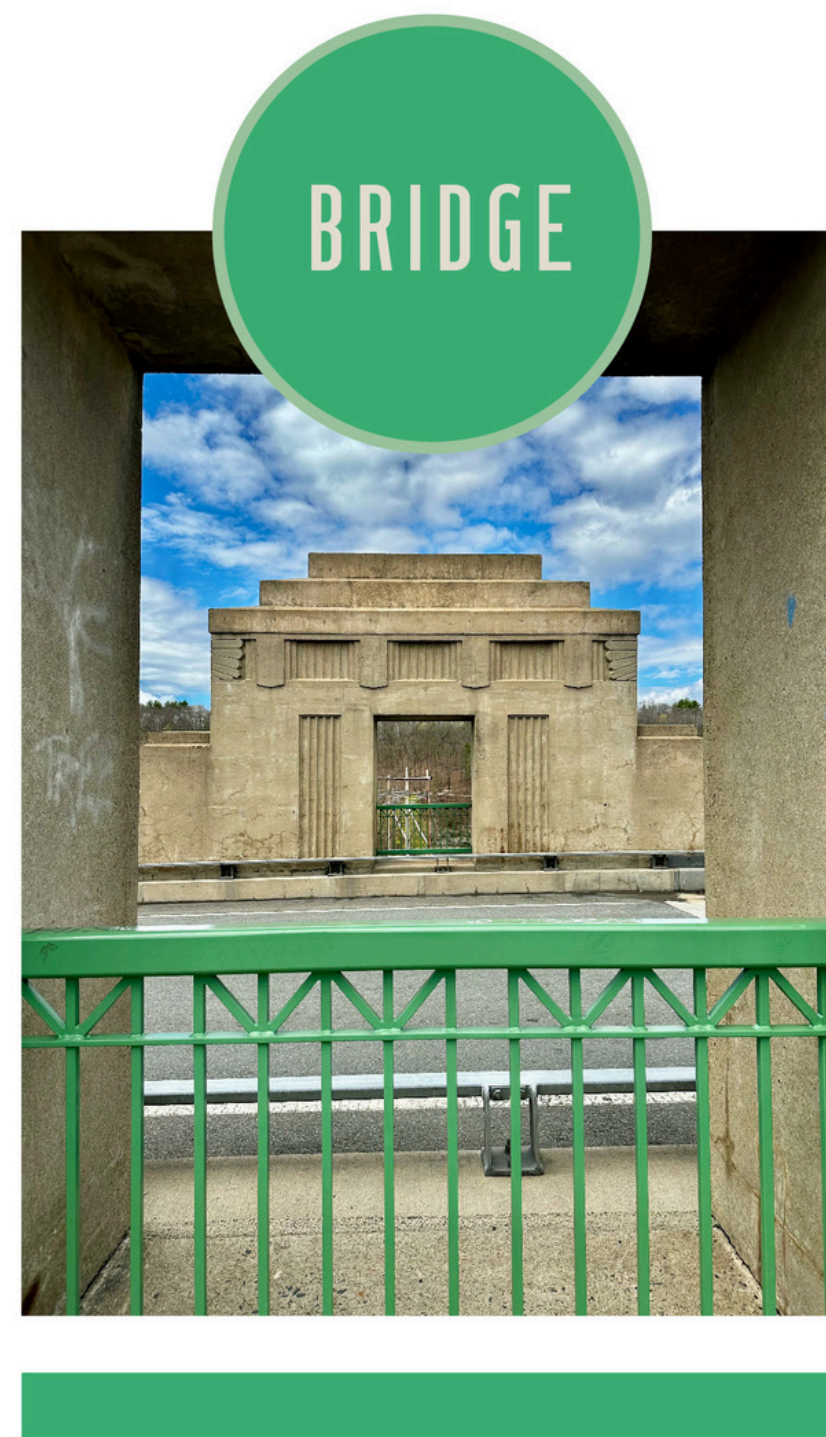
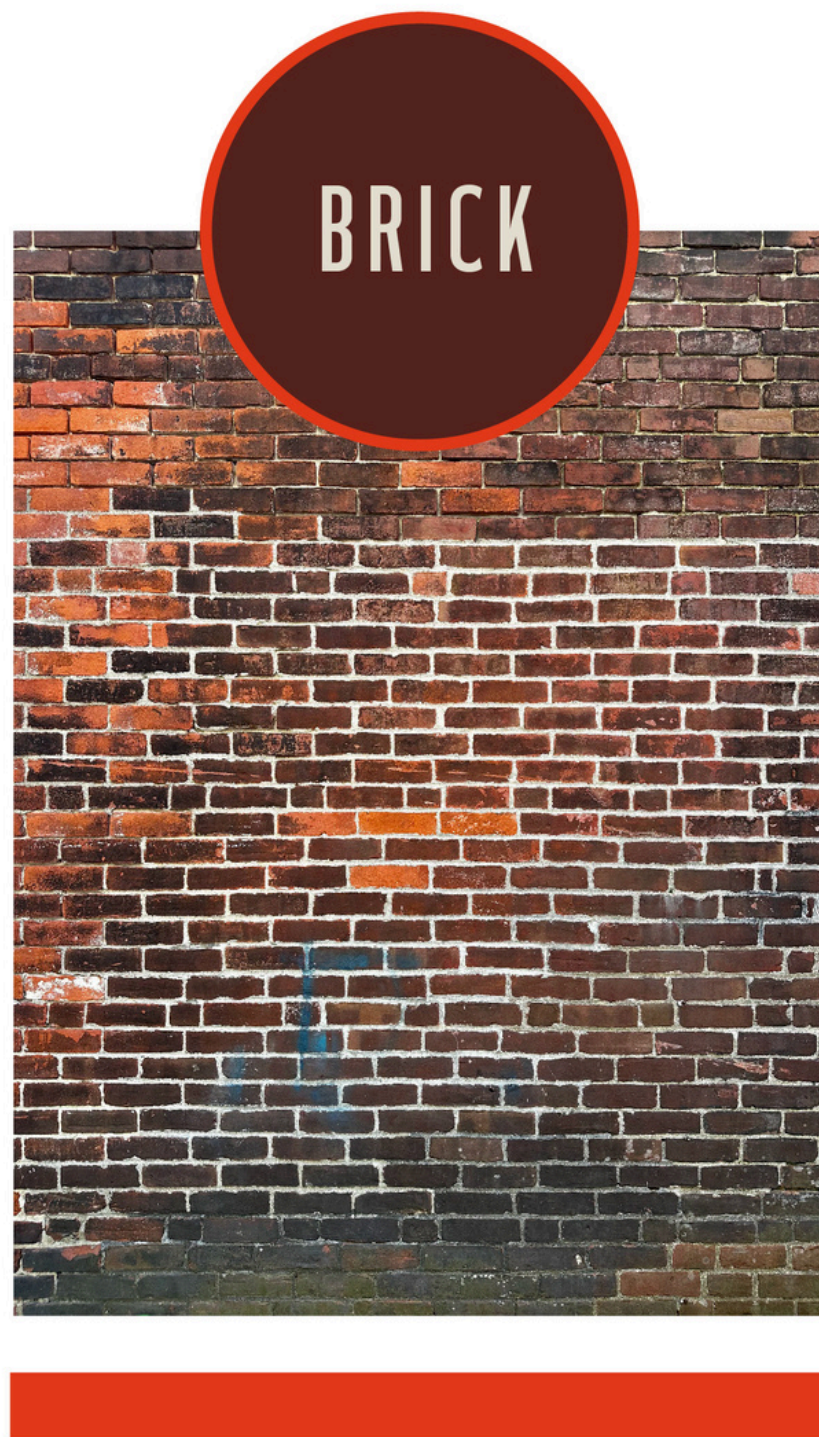
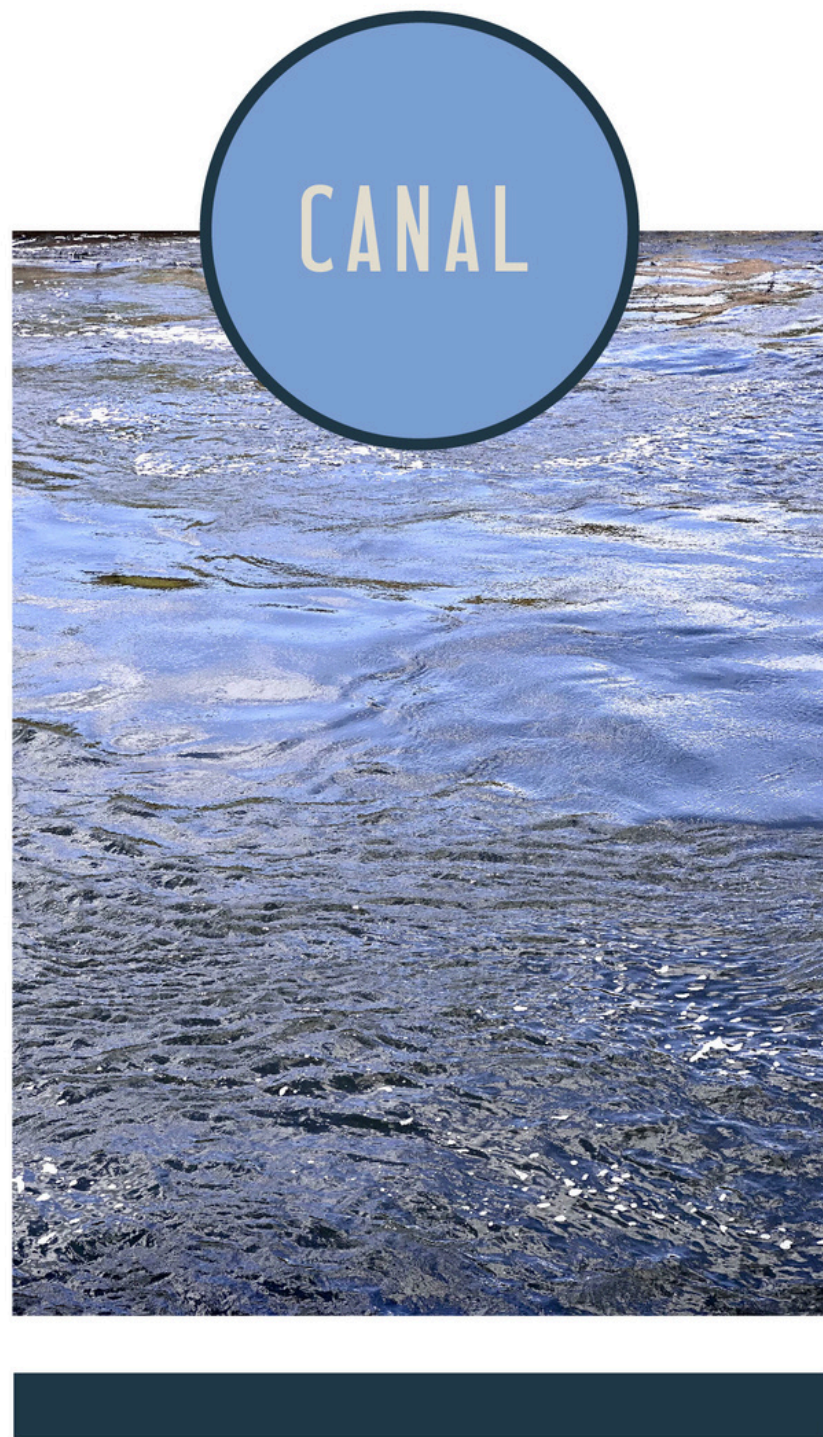
T

F

M

A





TYPOGRAPHY

PRIMARY FONT:

HWT UNIT GOTHIC - ALL CAPS

A historic wood block typeface based on hand painted lettering, originally published in 1907 by Hamilton Manufacturing Co. This multi-height typeface includes seven fonts ranging from sturdy and small to thin and tall, allowing for various lengths of harmonious text and headline compositions. Combining weights allows for fun and flexible layouts with character.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 · 1234567890 1234567890 1234567890 1234567890 1234567890

TURNERS FALLS ■ MASSACHUSETTS

Why do we like this typeface?

**STRUCTURED BUT REFINED
LEGIBLE AND EXCEPTIONALLY VERSATILE
INDUSTRIAL YET CHARMING
HISTORIC AND FULL OF CHARACTER**

TYPOGRAPHY

Secondary Font:

Kinescope

(To be used sparingly for words and information of least importance.)

Kinescope is a dashing 1940s-style brush script, inspired by hand-painted lettering.

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890*

“Easy to love, hard to leave!”

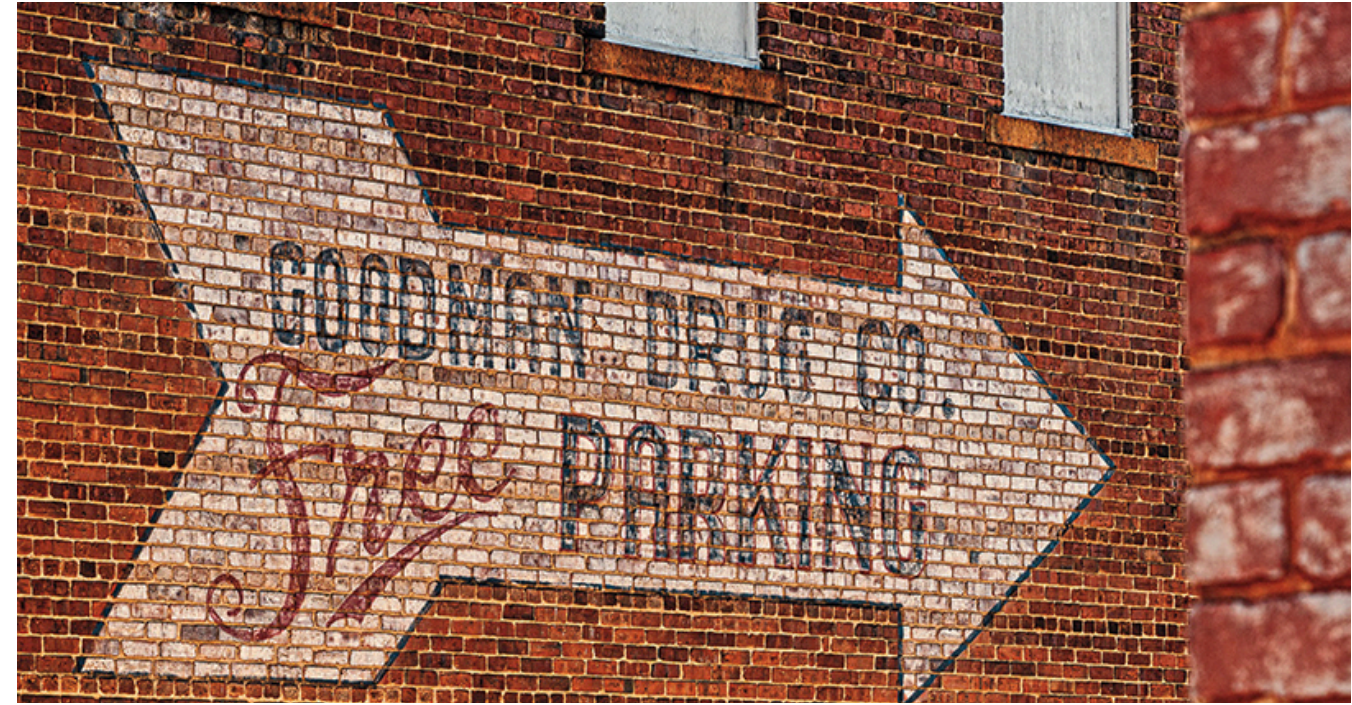
WHAT GIVES A PLACE *character?*



THINGS I LIKE TO CALL
"SIGNS OF LIFE"

- PEOPLE
- HISTORY
- ARCHITECTURE
- PUBLIC ART
- TEXTURE
- NATURE





Whenever and wherever possible, we should utilize existing walls and buildings for directional and informational signage. Signs painted on brick are both affordable and charming and convey a creative touch that suits Turners Falls.



DESIGN: POTENTIAL LOCATION FOR WALL SIGNS

Turners Falls Wayfinding Project

GATEWAY SIGNS *inspired by* LANDMARKS



What message should our signage convey to visitors & residents?

GATEWAY SIGNS

improving what we already have.

Of the 57 responses to this question, over 65% said,
WELCOMING!

Turners Falls Wayfinding Survey



This recent addition to Turners Falls has a lot going for it! Materials like brick and steel that reference the industrial heritage of the town, eye-catching stainless steel letters pop from the sign in an attractive art deco era typeface. Areas for improvement: to create a more dynamic and welcoming display, we can include a welcoming message, improve the lettering of the middle panel to better compliment the freestanding letters, and add a little bit of color.

TURNERS FALLS

TOWN OF MONTAGUE

Welcome













Residents want signage that is:
Distinctive and expressive...

...but NOT:

Corporate

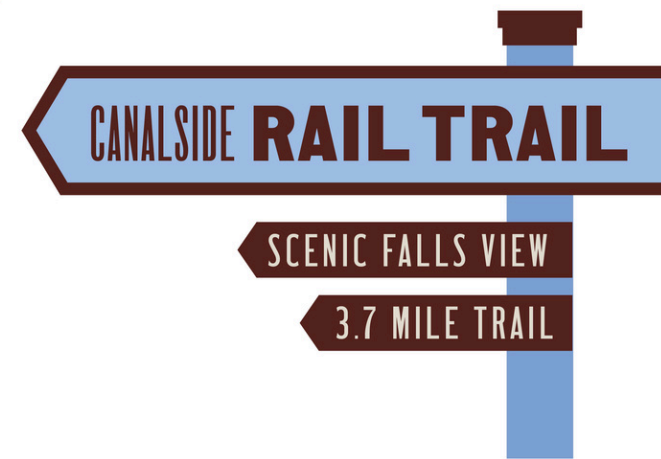
Over-branded

Generic

Overly polished

Excessive or cluttered

Survey Summary



Q & A

