



TOWN OF
MONTAGUE
MASSACHUSETTS

TOWN HALL
One Avenue A
Turners Falls, MA 01376

DEPARTMENT OF PLANNING &
CONSERVATION
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April 1, 2026

FOR IMMEDIATE RELEASE

Montague Launches Community Engagement for Turners Falls Signage and Wayfinding System

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

Technical assistance is provided by [VHB](#) and [Hired Hand Signs](#). This project is being funded has been funded by the FY26 MA Downtown Initiative Technical Assistance Program.

We encourage all community members to get involved! Here are some upcoming opportunities:

Public Forum #1:

- **Date/Time:** Wednesday, April 8, 2026 from 6:00 to 7:30 PM
- **Location:** Second Floor Meeting Room, Town Hall, 1 Avenue A, Turners Falls and via Zoom. Click [HERE](#) Zoom login info.
- **Details:** The project team will present project goals and expected deliverables, review existing sign conditions and proposed sign locations, and take public comments to help guide this project.
- **Event Flyer:** Click [HERE](#)

Wayfinding Survey:

This survey is being conducted to help us create signage that reflects our community's identity and values. Your participation is an integral part of the planning process and is greatly appreciated! Survey may be accessed via: <https://arcg.is/0CGGO00>

For more information, please visit the project webpage at: <https://montague-ma.gov/p/1630/>

For questions/comments, contact Maureen Pollock, Planning Director, at mpollock@montague-ma.gov or (413) 863-3200 x112.

About MA Downtown Initiative Technical Assistance Grant Program: The MA Downtown Initiative (MDI) Technical Assistance Program is a Massachusetts Executive Office of Economic Development (EOED) grant initiative that provides expert consulting, planning, and small business support to revitalize downtowns, village centers, and main streets. It is accessed through the Community One Stop for Growth portal to help municipalities enhance walkability, reduce vacancies, and foster economic activity.