

Gateway Signage –Meeting with Council

Community gateway signs serve as markers or entry points that define the entrance to a neighborhood, district, town or community. These signs often reflect the town's character and values of the area and help establish a sense of place. Including visual references can help visualize potential design feedback and it also helps narrow down preferences quickly and highlights specific design elements that resonate with the community. This approach helps capture aesthetic preferences and functional recommendations and engages the community in the decision-making process.

1. What is the key message or impression the gateway signage should communicate to new arrivals and residents?
2. What three words best describe The Town of The Blue Mountains' character?
3. What elements, landmarks or symbols represent our Town's identity or history that should be incorporated into the sign?
4. Should the sign have a welcoming message for visitors or be more focused on celebrating the community's identity? Eg.the name of the community, a slogan, or a motto?
5. Are there any elements of the community's cultural or historical heritage that should be incorporated into the sign, such as indigenous designs, early settlers, or notable local events?
6. Which design styles resonate more with you for the gateway sign? (Modern, Traditional & Historical, Rustic, Eco-friendly/Sustainable)
7. What types of materials (eg. Wood, metal, stone) would you like to see used in our signage to reflect a sense of durability and local character?
8. Would you prefer to see a horizontal or vertical sign?
9. Is there anything else you'd like to add or any ideas you think are important to consider when designing the sign?
10. Are there any inspirational examples, locally or elsewhere, that embody the qualities or characteristics you are looking for?

Examples of Design Styles for Gateway Signs

Modern & Contemporary

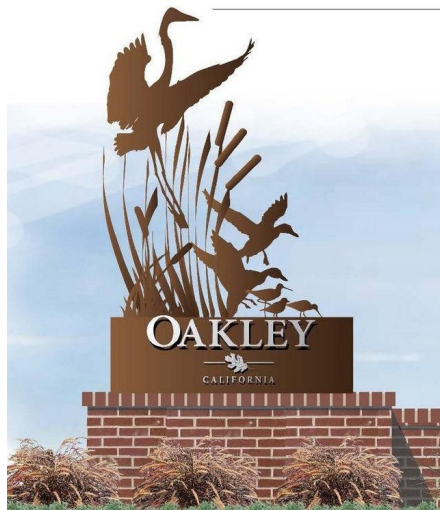


Description

- Sleek lines, minimalistic, use contemporary materials like steel or glass, often focusing on functionality and simplicity.
- A tall, steel structure with clean lines and a simple town name inscribed.
- Simple Linear Structures: Utilizing a flat design with matte metal and a minimal color palette.
- Abstract Shapes: Bold, geometric elements that make a striking statement



Traditional & Historical



Description

- Classic design elements with decorative details, often involving wood and brick, reflecting long-standing architectural styles. Classic and timeless elements, often adhering to local heritage or historical styles.
- Inspired by a particular historic period, uses period-specific fonts, motifs, and materials.
- A Victorian-era inspired sign, possibly using wrought iron and ornate details.
- A wooden sign with ornate carvings, perhaps framed with brick or stone columns.
- Traditional fonts and decorative elements like scrolls or coat of arms.

Rustic



Description

- Natural, weathered look, often uses reclaimed wood, stone, or other natural materials, embodies a cozy, homey feel.
- Emphasis on natural textures and earthy tones to create a rugged yet welcoming look.
- Naturalistic Landscapes: Signs integrated into existing natural features or adorned with native plants.

Eco-friendly/Natural/ Sustainable



Eco-friendly/Natural/ Sustainable

- Emphasis on blending with the natural environment, often using wood, stone, and natural colors.
- A sign that integrates seamlessly with the surrounding landscape.
- Natural curves and organic shapes, using untreated wood and native plants.
- Green materials, solar-powered