

Wayfinding & Gateway Signage Project Questionnaire

The Town of The Blue Mountains is undertaking a refresh of its existing Gateway & Wayfinding signage throughout the municipality. The goal of the project is to design a uniform sign program that will instill a strong sense of character throughout the Town, establish a clear and identifiable hierarchy of signs, and reduce gaps and omissions in existing Town signage.

1. What key message or impression should the gateway signage communicate about The Town of The Blue Mountains?

2. What three words best describe our community's character?

1

2

3

3. What elements, landmarks, or cultural symbols should be included to reflect our Town's identity and history?

4. What design style and materials (e.g., modern, rustic, stone, wood) would best represent our community?

5. Is there anything else you'd like us to consider in the design process?