Wayfinding Signage Digitized Rendering at Corner of RT 66 and Main Street

D R A F T 8-4-09

The Streetscape Steering Committee: Liz Harris (Chair), Kevin Burnham, Ralph Stoekle, Sue Weintraub

SUMMARY

- The Streetscape Committee recognized the need for consistent directional signage highlighting the Town's many natural resources, historical landmarks, and services during the development of the streetscape project on RT. 66.
- Local designer Teri Prestash of Red Barn Studio volunteered her services to give a fresh perspective to the project and worked with the Streetscape Committee during the development of the sign.
- The cobalt blue background, the arrowhead directional pointers, and the bell/ship graphic are all intended to provide maximum visibility, readability and impact while maintaining our historical perspective.
- This design has been endorsed by the Economic Development Commission, the Design Review Board and the Town Council.
- Funding for the signs intended for the RT. 66 project area will be provided by the existing State grant for the Streetscape project. Any additonal way-finding signage in other areas of town will need to be funded by other means.
- Please email towncouncil@easthamptonct.org to provide comments and feedback.