



**PUBLIC
MEETING!**

Downtown Holyoke Wayfinding Signage Study



What do you think about wayfinding signage in Holyoke?

The City is working on a wayfinding study for the downtown to:

- Establish an inventory of existing signage
- Ensure signs serve various types of users
- Identify locations for new signage to better direct visitors to downtown and nearby destinations
- Use signage to improve visibility of parking and access to parking
- Create a sense of arrival with a new and distinct sign style that reflects the character of Downtown

Come learn about wayfinding signage in Holyoke today and provide input that will directly inform where new signs should be located and how they might be designed.

You may see these new signs on the street in the near future!

WHEN?

**February 26th 2025, 5:30-7:00pm
HCC MGM Culinary Arts Institute
164 Race Street**

QUESTIONS?

Contact **Aaron Vega**
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Economic Development
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