



**Public
Survey!**

Holyoke Wayfinding and Signage Plan



What do you think about wayfinding signage in Holyoke?

The City has been developing a wayfinding and signage plan in downtown Holyoke 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 distinct sign style that reflects the character of Holyoke

Tell us about your experience when visiting Holyoke, your thoughts on the current signs, and other 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?

Survey open until March 12th



Scan the QR code or visit this website link-
<https://tinyurl.com/holyokesigns>

HOW?

QUESTIONS?

Contact **Aaron Vega**
Planning Director
vegaa@holyoke.org