

RUTHERFORD COUNTY WAYFINDING

CLIENT:

Rutherford County
Tourism Development
Authority

JMTE SERVICES:

- Field Data Collection
- Professional Consulting
- Community Meetings
- Construction Management Research

LOCATION:

Rutherford County, NC

J.M. TEAGUE
ENGINEERING
& PLANNING

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J.M. Teague Engineering & Planning (JMTE) served as the project manager for a countywide wayfinding program.

Rutherford County is a largely rural county in southwestern North Carolina. The county’s Tourism Development Authority wanted a wayfinding system to enhance the user-experience for first time visitors by making the area more navigable and illuminate many of its destinations.

JMTE studied traffic patterns, facilitated three stakeholder meetings, and made recommendations on the placement of signs and destinations to be included in the program.

JMTE also worked with Arnett Muldrow to design wayfinding signs that built upon the county-brand while also allowing communities to customize their signs.

