

RUTHERFORDTON WAYFINDING MASTER PLAN

CLIENT:

Town of
Rutherfordton

JMTE SERVICES:

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

LOCATION:

Rutherfordton, NC

J.M. TEAGUE
ENGINEERING
& PLANNING

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J.M. Teague Engineering & Planning (JMTE) developed a master plan for implementing a wayfinding signage system throughout Rutherfordton. The proposed wayfinding system effectively advances the vision of Rutherfordton and enhances the Town's branding and image, while also taking tourism and wayfinding to a new level.

As part of the master plan process, JMTE inventoried key destinations and existing wayfinding sign locations with the purpose of assessing where signs exist, which existing signs need replacement, and where new sign locations are necessary.

The system is currently being implemented. After the system is fully implemented, Rutherfordton will offer an improved visitor experience, generate additional tourism dollars, better promote tourism-related destinations, and ultimately improve the Town's economic condition.

