**Telluride Wayfinding Exploration & Questionnaire**

**Overall Impressions:**

When you describe Telluride to someone who has never been, what do you say?

Select and start typing…

What do you see as “the future” of Telluride?

Select and start typing…

Describe Telluride’s greatest challenges.

Select and start typing…

In looking at other small mountain communities, whom do you admire?

Select and start typing…

**Conceptual Cues:**

What ideas or concepts best describe Telluride’s downtown architecture and streetscapes?

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Of these ideas and concepts, which do you feel should be echoed in wayfinding and environmental graphics and which should be contrasted?

Select and start typing…

Within the current, eclectic mix of signage styles and applications (everything from posted fliers to wayfinding installments) what aspects represent the good kind of “messy vitality”? What needs the most cleaning up?

Select and start typing…

Of all the current sign “clutter” what bothers you the most?

Select and start typing…

What do you like most about the current Telluride branding/image (via Resort advertising and communications, Town and tourism websites, arts district outreach, etc.)? What do you like least? What is missing altogether?

Select and start typing…

Of Mountain Village’s comprehensive signage program and subsets, what do you like most? What do you like least?

Select and start typing…

Of the new Valley Floor signage program, what do you like most? What do you like least?

Select and start typing…

Looking to other towns and communities, what are some specific examples of wayfinding, signage and environmental graphics that you are drawn to?

Select and start typing…

What kinds of materials would you like to see explored for wayfinding applications?

Select and start typing…

Do you envision the use of color or do you prefer neutral/natural palettes?

Select and start typing…

In a perfect Telluride streetscape world, I would like to see:

Select and start typing…