**Project Brief – Wayfinding Installations**

**Location:** Home Base: Canyon and Mermod (outside the MainStreet office)

Wayfinding Installations – throughout the district, directing people to the Farmer’s Market

**Description:** The wayfinding installations will direct people to the Farmer’s Market, Milton’s Outdoor Seating Area, and the Children’s Play Area.

**Goals/Requirements:**

* Follow guidance provided by Michele Robertson, Milton’s Brewing Eventster
* Select locations throughout the district for wayfinding installations to maximize outreach
* Design and install wayfinding installations (signs, chalk, etc.) to provide accessible, engaging, visible messaging
  + Installations should not block access or create a hazard
* Encourage people throughout the district to visit the Farmer’s Market
* Provide a visual connection/shared theme with Moveable Mural, Outdoor Seating Area, and Play Area
* Share information with customers and passers-by about NMMS and Carlsbad MainStreet

**Materials:**

* Maps of District
* Materials table
* pop up shade canopy
* chalk
* flagging tape
* straw bales
* duct tape
* wooden pallets
* cardboard
* boxcutters
* zip ties
* twine/string
* sheets/cloth
* NMMS/Carlsbad MainStreet promotion materials

**PPE**

1. Sunscreen
2. Hand sanitizer
3. Wipes
4. First aid kit