



### CAPE MAY COUNTY, NEW JERSEY

Signage and wayfinding along a coastal destination

Located on a peninsula at the southernmost tip of New Jersey, Cape May County encompasses 16 municipalities—five on the mainland and 11 on the barrier islands. With a year-round population of 100,000 that swells to 750,000 in the summer, Cape May is a popular beach destination that also boasts an extensive state park system.

CG has been hired by Cape May County to develop a comprehensive vehicular, pedestrian and bicycle wayfinding system to enhance the visitor experience. Inspired by the area’s birds, butterflies and beach dunes, the signage is being designed to reflect the region’s scenic environment and reputation as a popular summertime vacation spot. Major destinations are being highlighted in the wayfinding system including state parks, wineries, campgrounds, museums and shopping districts.

