



Upper Perkiomen Valley Wayfinding and Identity Program

Concept Design

August 28, 2013

Program Goals

- Create a unified regional identity through a visually cohesive system of signs
- Reflect rural characteristics of the area in a contemporary manner
- Increase access to downtown retail areas, amenities, and parking
- Promote the region's assets to residents and visitors
- Support parks and recreation

Insights from Stakeholder Meeting

Insights from Stakeholder Workshop • Group 1

Characteristics of System

Materials

Water
Natural
Autumn colors
Boulders / Stepping stones (Park signs (eg))
Farm houses
Consistent housing style
central spine of downtown
- transitions quickly to natural
historic
Street lights (spine)
artisan
Skilled

Red Hill (soil)
Bricks
School Colors
County Flower on
Park signs (eg)
Pristine
- water quality
- preservation

Accomplishments

positive attitude
You know "you're + here"
gateway / sense of arrival
image of region / identity
functionality (municipal bldgs)
defining overall boundary
+ boundaries within
destinations "which Perkiomen"
recreational
- birding
- ~~hike~~ horse trails
- branding
- "Upper"

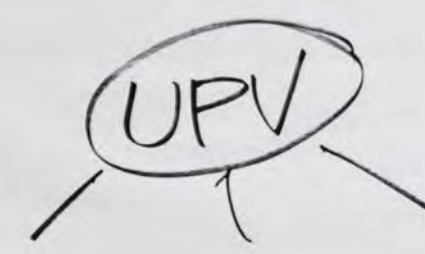
Personality of Region

Past
cigars / gunpowder
textile
agricultural
*rural
Scouting camps
Reservoir
Evolving / transitional

Future
Residential
Recreational
- preservation
Conservation
Integration
- community + commerce
forest
boulders (diabase)
natural resources
Small town
rustic modern
pristine (water)
artistic / creative

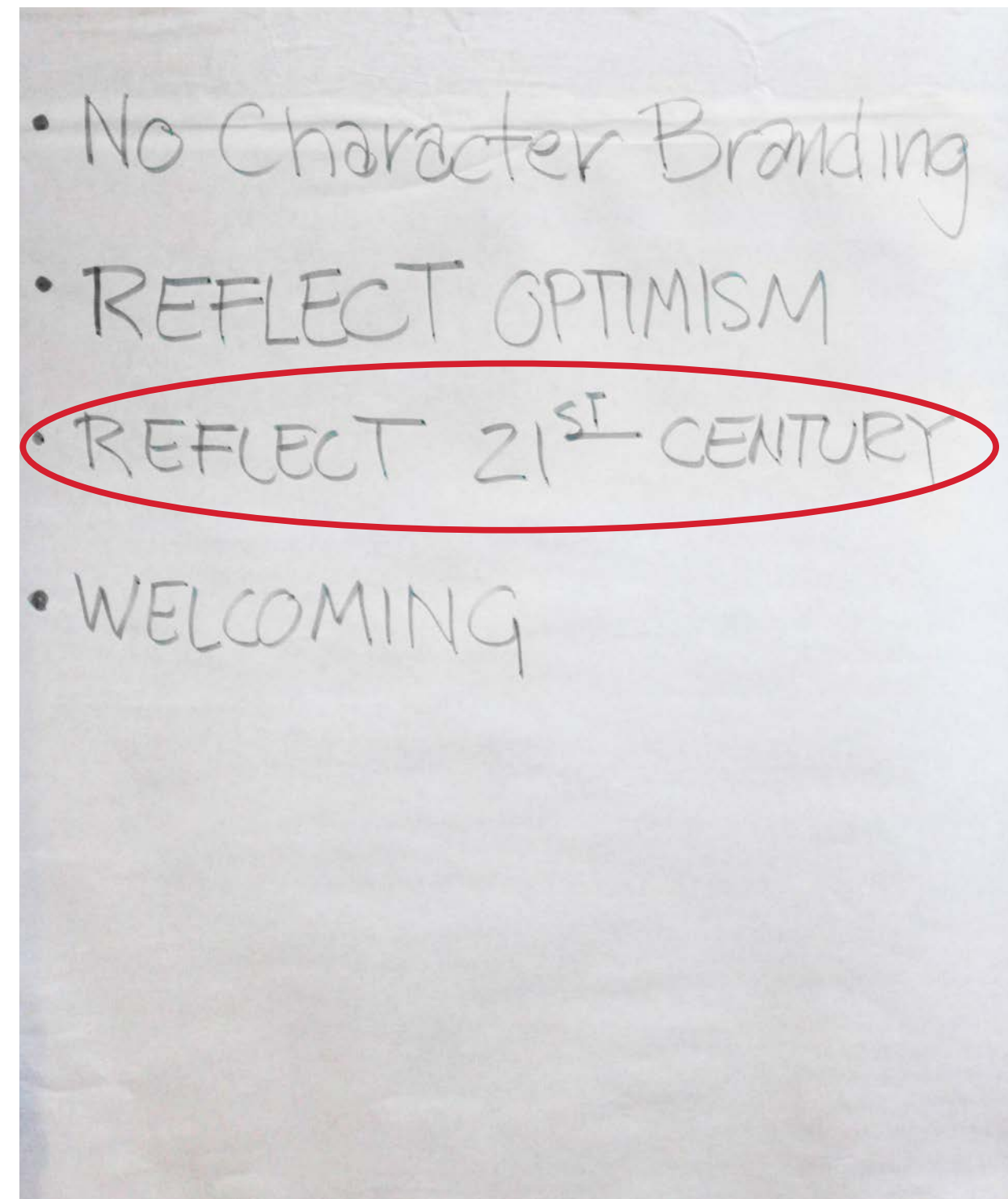
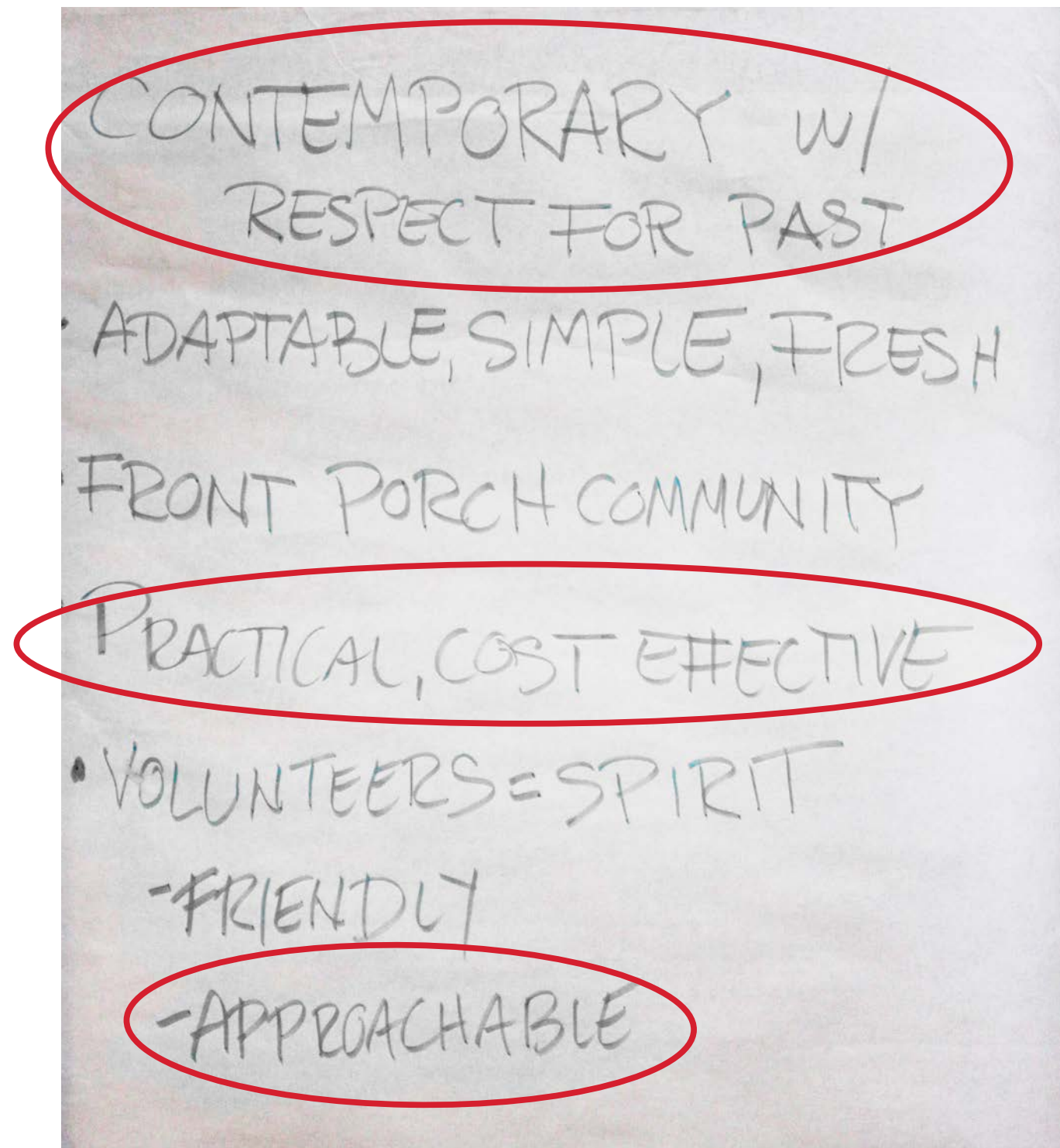
Insights from Stakeholder Workshop • Group 2

- GREEN LANE PARK MUTCD
- COHESIVE, UNITED
- INCREASED COMMUNITY PRIDE
- WHO WE ARE 
- OPEN SPACE IS TOP ATTRIBUTE
- THE "UPPER END"
- RURAL & CULTURAL
- SKILLED CRAFTS

- 
- HIGHLANDS & LOWLANDS
 - CAN'T IGNORE HISTORY
 - HERITAGE & PERSONALITY COMES THRU
 - HONORING PAST, LOOKING TO FUTURE

- ATTRACT PEOPLE TO AREA (OTHER MEDIA)
- FIND AREA FEATURES
- OUTDOOR SPORTS & REC
- BEAUTIFUL VISTAS
- GEOGRAPHIC BLURR
- PARKING IMPORTANT
- CONSIDER COLOR

Insights from Stakeholder Workshop • Group 3



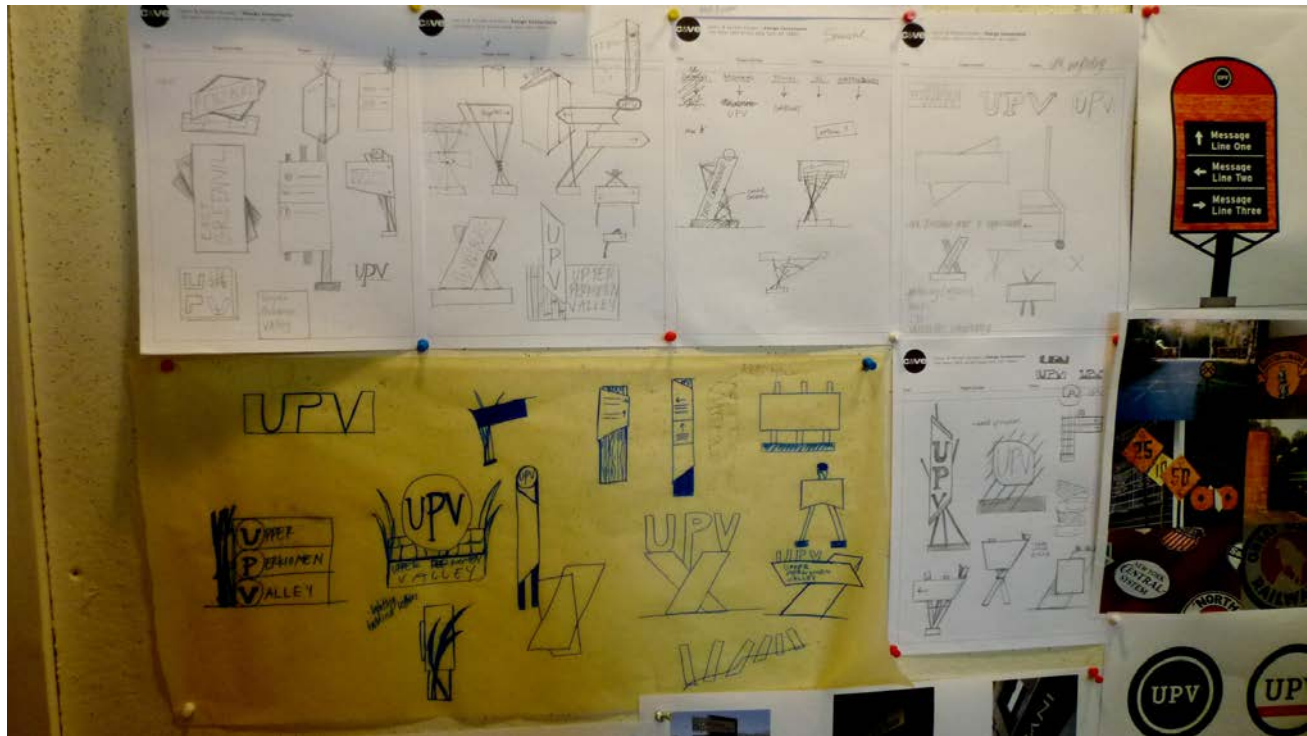
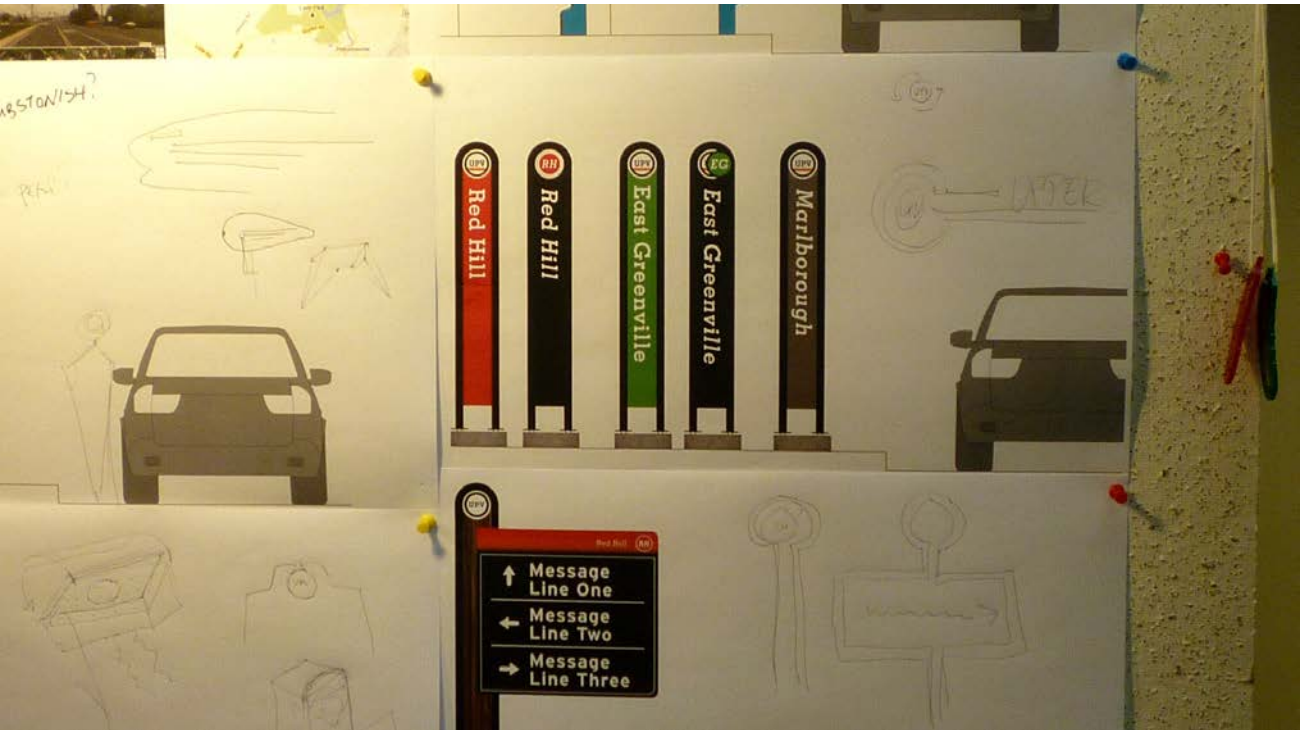
Insights from Stakeholder Workshop

- Heritage
- Artistic and creative
- Rural industrial
- Historic
- Contemporary with reference to past
- Evolving
- Clean
- Boulders
- Honor the past, look to the future
- Cultural
- Rustic modern
- Autumn colors

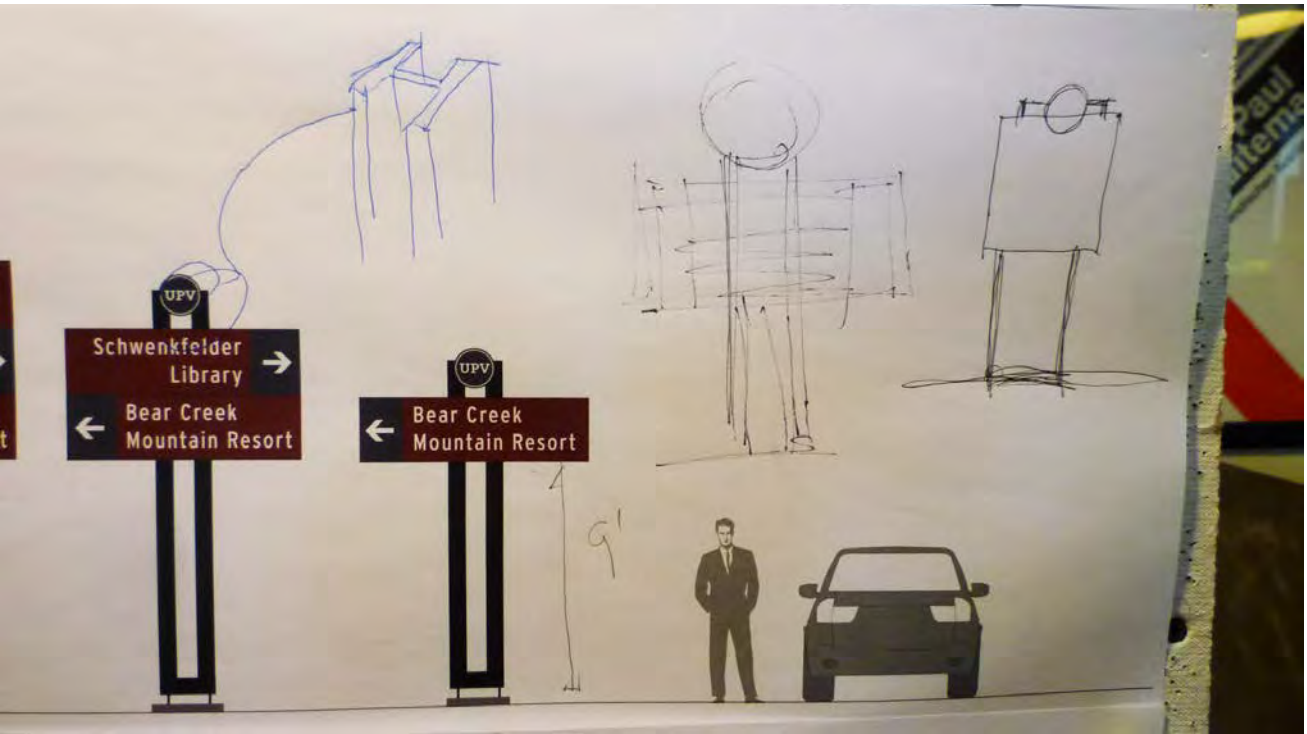
Our Approach

Combine materials, forms, and imagery common to the region with contemporary arrangements and compositions. The combinations yield solutions that reference the rustic, agricultural/industrial heritage of the valley while simultaneously projecting a modern, efficient, and approachable image. This results in a signage kit-of-parts that pairs everyday materials with practical simplicity.

Ideation, Concept Design, Type Studies



Ideation, Concept Design, Details



Concept 2

Features an emblem as a visual accent to reinforce a regional identity.

Concept 2 • References



Concept 2 • References



Concept 2 • References



Concept 2 • Synthesis



Concept 2 • Typefaces

DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

UPPER
PERKIOMEN
VALLEY

DIN Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Bold

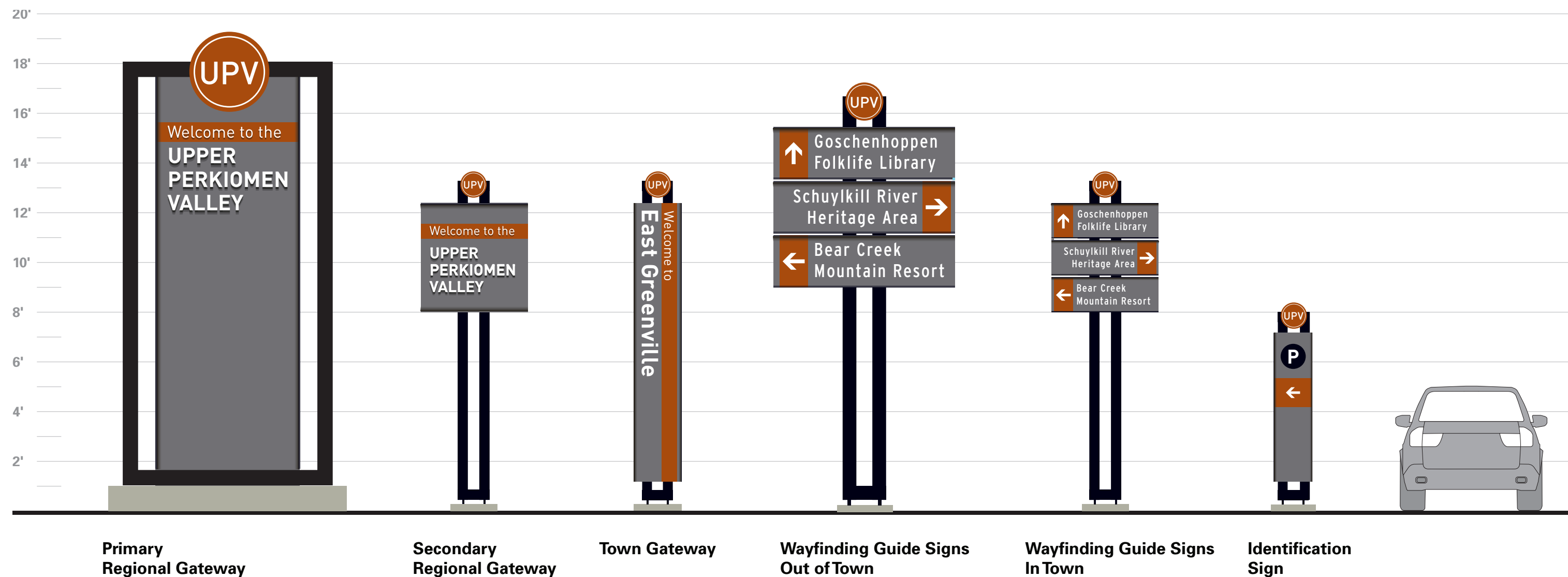
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1234567890

Clearview Highway

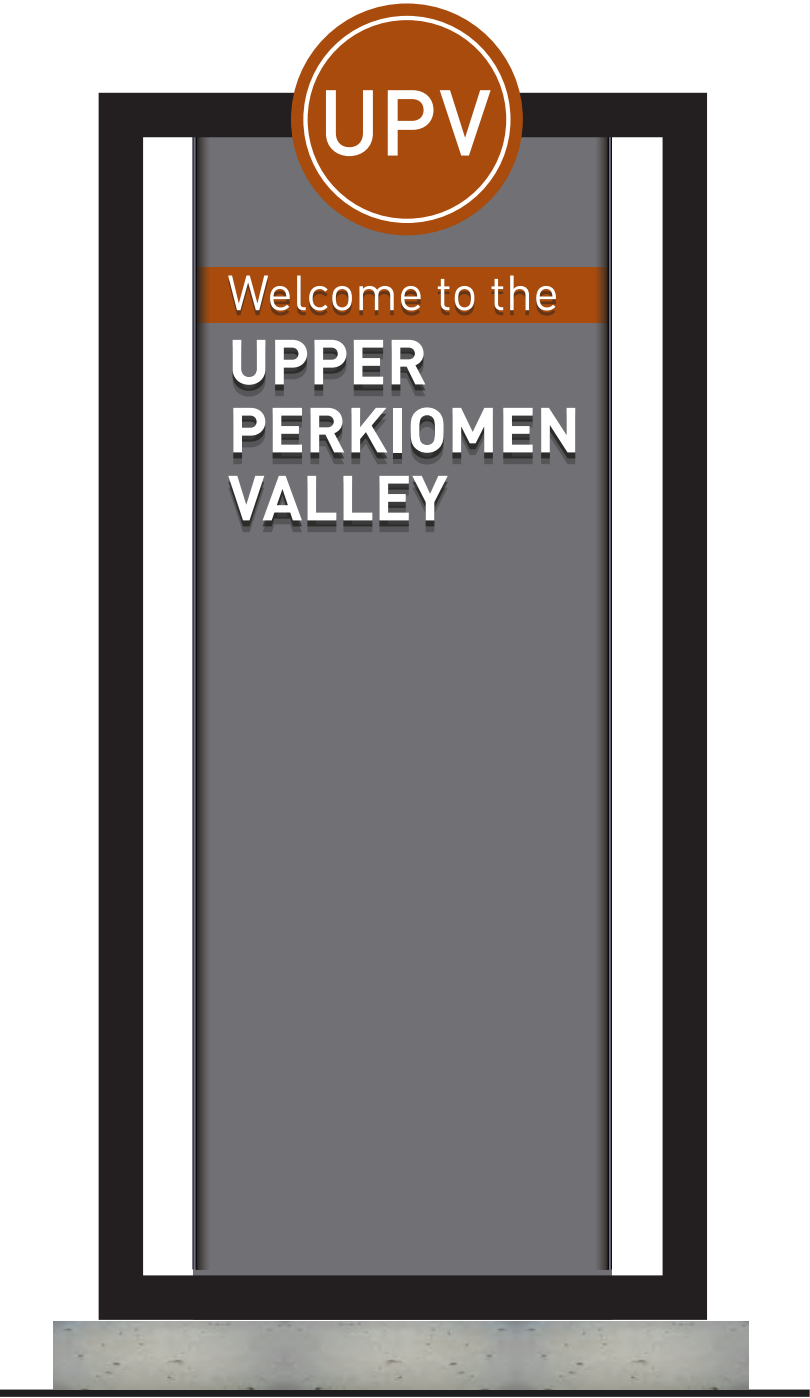
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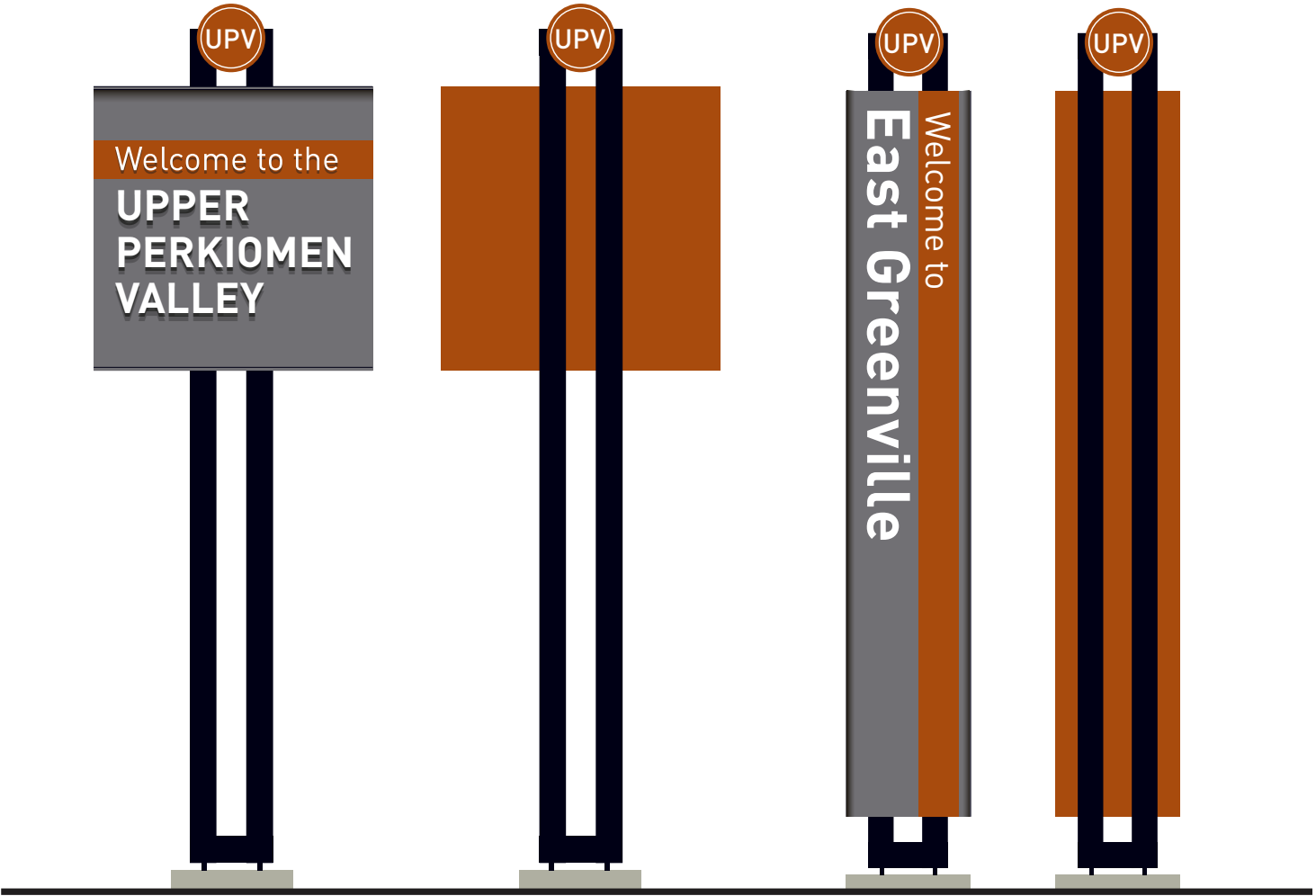
Concept 2 • Sign Family



Concept 2 • Gateway Signs



Primary
Regional Gateway



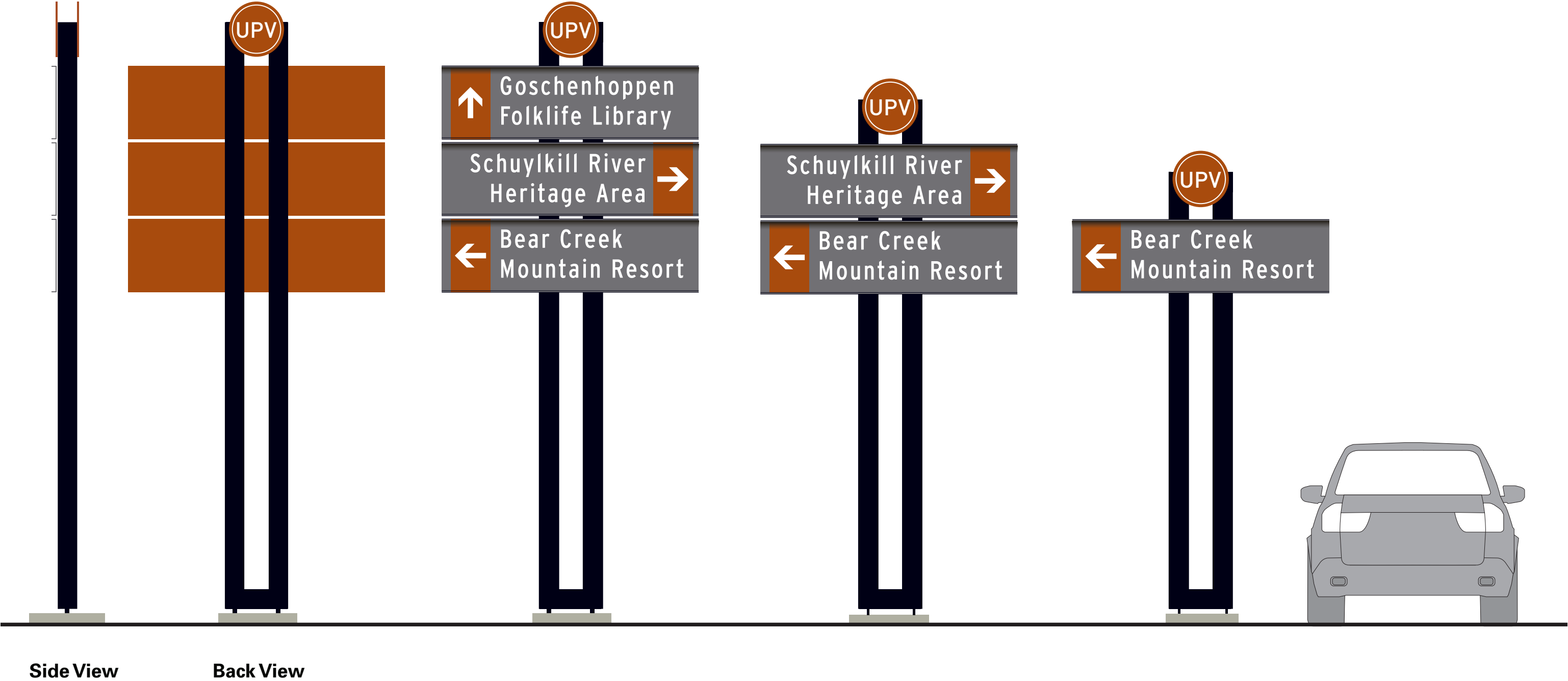
Secondary
Regional Gateway

Town Gateway

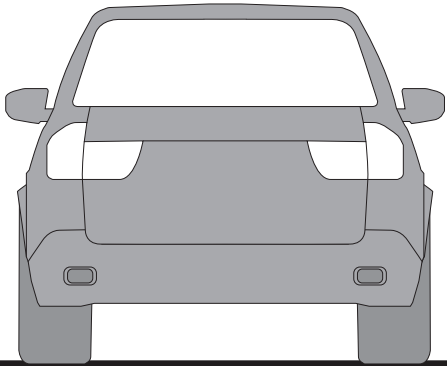
Concept 2 • Sign Family, Rendering



Concept 2 • Wayfinding Guide Signs, Message Quantities



Concept 2 • Wayfinding Guide Signs, Directional Variations



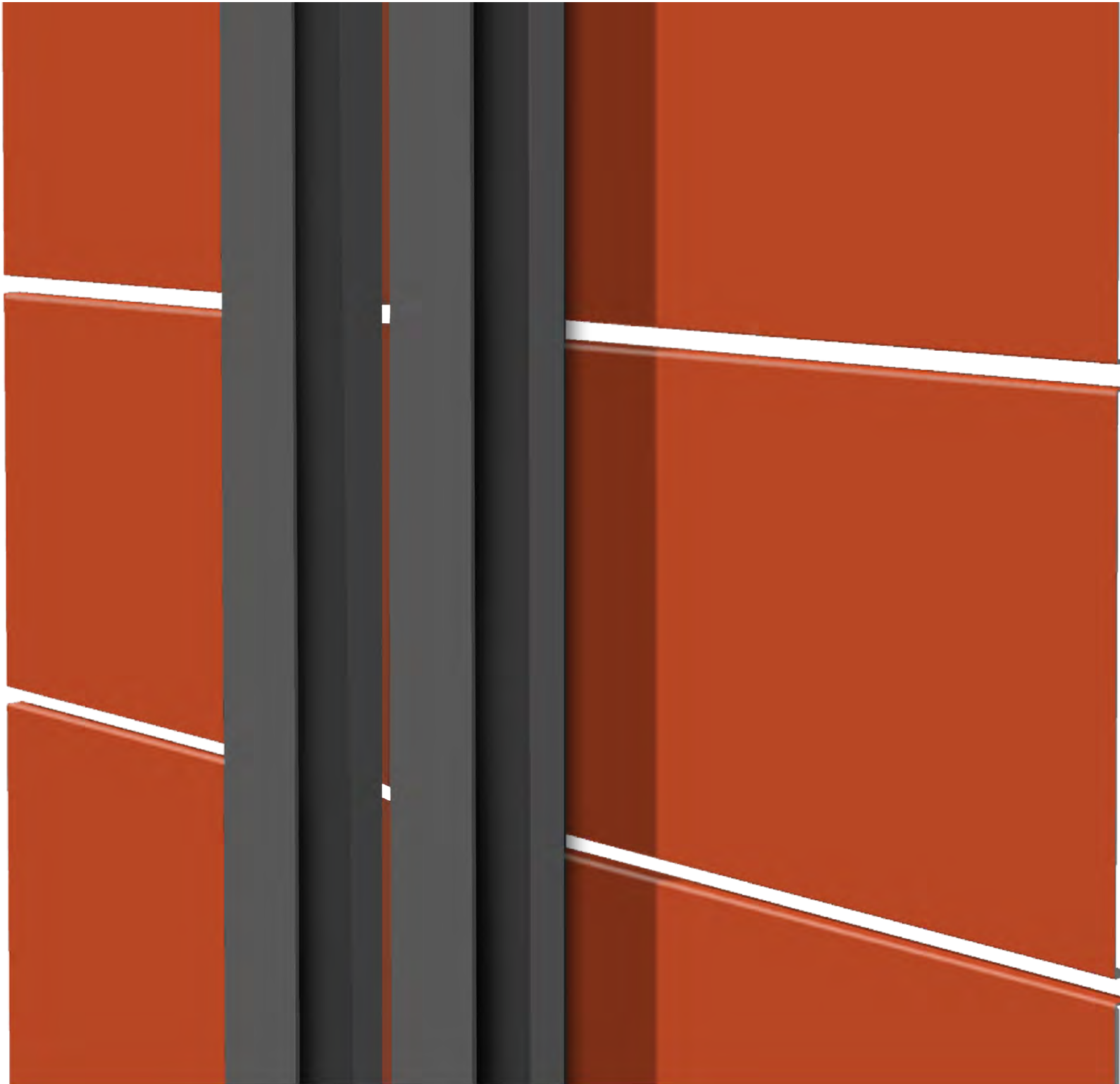
Concept 2 • Vehicular Wayfinding, Detail



Concept 2 • Vehicular Wayfinding, Detail



Concept 2 • Vehicular Wayfinding, Detail



Concept 2 • Scale Comparison



Concept 2 • Landscaping Treatment



Concept 2 • Study Model



Next Steps

- Selection of design concept
- Dimensioning and refinement of selected concept
- Coordination of educational component
- Production of prototypes

Thank You!



Calori & Vanden-Eynden / **Design Consultants**
