



Upper Perkiomen Valley Wayfinding and Identity Program (Draft 2.22.2013)

Upper Perkiomen Valley Wayfinding and Identity Program Stakeholders

Management Team Members

Craig Berger

craigberger19@comcast.net (*Lead Consultant*)

Eric Jarrell & Marley Bice

Montgomery County Planning Commission

Kim Licata

*UPVCC/PerkUp Outdoor Recreation & Nature Tourism
(Harleysville Savings Bank)*

Luanne Stauffer

UPV Chamber

Michele Fillippo

UPV Chamber/PerkUp

Rich Wood

Montgomery County Parks and Heritage Services

Steering Committee Members

Upper Perkiomen Valley Regional Planning Commission:
East Greenville, Green Lane, Pennsburg & Red Hill
boroughs; Marlborough & Upper Hanover townships

Hereford Township

Montgomery County Parks and Heritage Services

Montgomery County Planning Commission

Upper Perkiomen School District

Upper Perkiomen Valley Chamber of Commerce/PerkUp

Partners

Montgomery County

Natural Lands Trust

Pennsylvania Department of Cons. and Natural Resources

Schuylkill Highlands

Schuylkill River Heritage Area

Other Stakeholders

Lower Milford, Milford & Upper Salford townships

PennDOT



Upper Perkiomen Valley Wayfinding and Identity Program Mission Statement Program Summary and History

The concept of the wayfinding and identity program was initiated in the spring of 2012 as an outgrowth of the PerkUp initiative and a management committee was formed to develop the program beginning in November of 2012. Since being formed, the management committee has developed a draft strategic plan for completing the program.

The strategic plan includes:

- Development of a draft mission statement
- Development of a preliminary set of program elements
- Development of a preliminary destination hierarchy
- The procedures and/or guidelines for:
 - Overseeing the design and approval process
 - Interviewing and selecting a design firm
 - Developing budgets for implementation
 - Seeking additional financing

- Working with a fabrication team on prototype installation
- Developing system guidelines
- Working with schools and other institutions to integrate program into broader initiatives

In addition, a steering committee was formed to assist in the development of the strategic plan and to oversee the design and planning process.

While, the planning and design of traditional urban and town wayfinding signage programs of this scale can cost in excess of \$70,000, the Upper Perkiomen Wayfinding and Identity Program will be developed for a fraction of that cost by implementing a number of innovative cost saving measures including:

- Utilizing a management committee for higher level background work
- Defining a precise/compact scope of work

Upper Perkiomen Valley Wayfinding and Identity Program (Draft 2.22.2013)

- Utilizing professional/academic/fabricator partnerships



A well-designed signage program can create a consistent image across multiple villages or destinations within a Township or Borough.

In addition, the lead consultant, Craig Berger, is contributing an \$8,000 match of in-kind consulting to supplement his

\$8,000 in paid contracted services for developing the program. His total contribution includes the following services:

- Leading steering committee tasks and sessions
- Documenting session meeting and program results
- Value engineering the design process
- Developing a final RFP and managing the selection process
- Seeking volunteer support including design and fabrication support

Following the completion of the mission statement and approval of the steering committee, the management committee will select a design firm to work with the steering committee to develop the proposed design elements of the wayfinding program. Currently funds are being raised for the design stage including a \$22,500 grant from the Natural Lands Trust.



Upper Perkiomen Valley Wayfinding and Identity Program Mission Statement

The Upper Perkiomen Valley communities have partnered with stakeholders representing facilities, institutions, and civic leaders to create a wayfinding and identity system for the towns and boroughs of the Perkiomen Valley. The wayfinding and identity system will be developed to present a consistent image for the Valley and the diverse towns, institutions, and recreational sites within it.

The Concept

The Upper Perkiomen Valley is developing a wayfinding and identity system to both define the identity of the overall Valley as well as the towns and sites within it. The program will develop a set of guidelines for design, planning, fabrication, and implementation that can be utilized by each of the Upper Perkiomen Valley communities, as well as by regional entities.

Program Goals

- Strengthen the small-town environment by utilizing borough and regional identification to support quality-of-life amenities for all members of the community.
- Confirm the value of our open space, natural resources, and agricultural heritage.
- Instill a sense of community pride and stewardship that leads to a wider commitment to civic involvement.
- Market the region's assets to residents, visitors, and potential employers.
- Protect and enhance community and cultural events, open spaces, parks, natural areas, and recreational and fitness opportunities unique to the Upper Perkiomen Valley.
- Promote downtown retail areas, villages, and parking.
- Coordinate signage through a cohesive multi-municipal system with public involvement for the shared success of the region.

Upper Perkiomen Valley Wayfinding and Identity Program (Draft 2.22.2013)

- Ensure consistency.
- Coordinate with regional entities, including Montgomery County and Schuylkill Highlands.
- Improve understanding of the Upper Perkiomen Valley and its destinations.
- Support parks and recreation sites.
- Reduce haphazard signage clutter and signage redundancy.
- Develop a clear and concise system that communicates and supports the regional character.
- Support nature based tourism including trails, horseback riding, boating, fishing, and birding.
- Establish wayfinding links to regional bike & pedestrian trails and the Schuylkill River Valley Heritage Area/Schuylkill Highlands.
- Reflect rural characteristics of the area.



Vocabulary

The hierarchy of signage types within a wayfinding system must work together to make a complete and coordinated system. The diagram below helps to illustrate how one might think about traveling through a series of wayfinding zones of varying scale and type from a regional gateway down to a destination within a town. Like peeling back the layers of an onion, each wayfinding zone serves as the introduction to the next zone, and the destinations within it.



Upper Perkiomen Valley Wayfinding and Identity Program (Draft 2.22.2013)

Regional Gateways

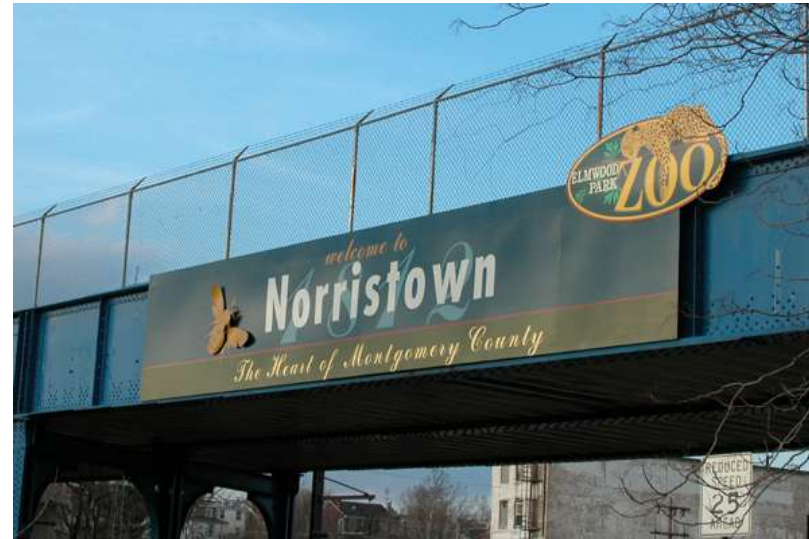
Gateways introduce the visitor to the Valley from the surrounding county and are meant to serve as major landmarks. Gateways should be integrated with existing major gateways while introducing people to the identity of the Valley. There will be a variety of gateways from three large landmark structures to smaller sign elements. The gateways will reflect the materiality and landscape of the Valley.

Major Gateway Locations:

- Route 63 just east of Hiester House
- Route 29 South of Perkiomenville Sale
- Route 29 North/near Hereford Elementary School

Secondary Gateway Locations (to be discussed)

- Route 663 South and North (existing signs)
- Route 100
- Hereford/Seisholtzville



A gateway sign for the City of Norristown identifies the County, City and an individual destination, the Elwood Park Zoo.

Regional Wayfinding

These directional signs direct visitors to towns and destinations outside of boroughs and main street areas and are within larger townships.

Regional Wayfinding Sign Locations:

Destinations outside of town areas including parks, recreational areas, and towns.

Upper Perkiomen Valley Wayfinding and Identity Program (Draft 2.22.2013)

Town and Borough Gateway

These gateway signs introduce visitors to the individual townships and boroughs. The signs should also reflect the overall character of the Perkiomen Valley gateways.

Town and Borough Gateway Locations:

- Montgomery County
Townships: Marlborough, Upper Hanover, Upper Salford
Boroughs: East Greenville, Green Lane, Pennsburg, Red Hill
- Berks County
Townships: Hereford Township



City of Philadelphia Directional Sign

Town Destination Wayfinding and Identification

Vehicular signs direct people to key destinations and parking facilities within the townships and boroughs.

Destination Wayfinding Locations:

Inside the borough limits directing visitors from the gateways into the central core and from the central core, out.

Town Identity

Permanent and temporary banner programs can be included that reflect the identity of the individual towns and boroughs and relate to the overall system. These banners can also identify villages and shopping areas within the boroughs and villages.

Town Identity Locations:

Borough Main Street areas and Villages within the Townships.

Upper Perkiomen Valley Wayfinding and Identity Program (Draft 2.22.2013)



Identity banners, reflective of an overall signage program for Lower Merion, help to define the community of Ardmore individually.

Destination Identity

Optional signs that mark destinations. These destinations can include both single buildings and village areas within townships.

Destination Identity Locations: In front of destinations

Geographic Scope and Key Destinations

The program will encompass the Upper Perkiomen Valley predominantly within Montgomery County, but includes Hereford Township in Berks County. Levels of destinations will tentatively include:

Overall Area: Upper Perkiomen Valley

Destinations Outside of Main Street Areas

- *Green Lane Park* – Upper Hanover and Upper Frederick Townships
 - Boat landings
 - Horseback riding trails
 - Biking and hiking trails
 - Fly fishing locations
 - Entertainment (Amphitheater)
- *Butter Valley Golf Course* – Upper Hanover Township
- *YMCA Kistler-Bitting Park* – Upper Hanover Township
- *Knoll Museum* – Upper Hanover Township
- *Important Bird Areas (IBAs)* – Upper Hanover and Marlborough Townships
- *Sweet Water Country Club* – Upper Hanover Township
- *Macoby Run Golf Course* – Marlborough Township



Upper Perkiomen Valley Wayfinding and Identity Program (Draft 2.22.2013)

- *Musser Boy Scout Reservation* – Marlborough Township
 - Camp Delmont
 - Camp Garrison
 - Camp Hart
- *Lake Skymount* – Marlborough Township
- *Perkiomen Trailhead Parking* – Borough of Green Lane
- *Hiester House* – Upper Salford Township
- *Alpaca Farm* – Lower Milford Township
- *Mill Hill Open Space*
- *Unami Creek Park* – Marlborough Township
- *Bear Creek Mountain Resort*
- *Schuylkill River Heritage Area*

Townships and Boroughs

- Montgomery County
Boroughs: East Greenville, Green Lane, Pennsburg, Red Hill
Townships: Marlborough, Upper Hanover, Upper Salford
- Berks County
Hereford Township

Major Destinations within Boroughs and Main Street Areas

Primary Destinations

- *Goschenhoppen Folklife Library* (aka “Red Men’s Hall”)– Borough of Green Lane
- *The Perkiomen School* – Boroughs of Pennsburg and East Greenville, Upper Hanover Township
- *Schwenkfelder Library & Heritage Center* – Borough of Pennsburg
- *Upper Perkiomen Valley Library* – Borough of Red Hill
- *Upper Perkiomen School District Buildings*
- *Municipal Buildings*
- *Fire and Police Department Buildings*

Secondary Destinations

- *Globe Inn* – Borough of East Greenville
- *Grand Theater* – Borough of East Greenville
- *The New Goschenhoppen Reformed Grounds* – Borough of East Greenville
- Municipal Parks and Open Space
 - *Isaac Smith Park* – Borough of Green Lane
 - *Blaker Drive Park* – Borough of East Greenville
 - *Nature Meadow* – Borough of East Greenville
 - *Nature Preserve* – Borough of Pennsburg



Upper Perkiomen Valley Wayfinding and Identity Program (Draft 2.22.2013)

- *Pennsburg Community Park* – Borough of Pennsburg and Upper Hanover Township
- *Red Hill Park* – Borough of Red Hill
- *Centennial Park* – Borough of Red Hill and Upper Hanover Township
- *Zeigler Nature Preserve* – Marlborough Township
- *Finland Road Park* – Marlborough Township
- *Weidner Farm Park* – Marlborough Township

Villages

- *Village of Palm* – Upper Hanover Township
- *Village of Sumneytown* – Marlborough Township
- *Village of Seisholtzville* – Hereford Township

Upper Perkiomen Valley Wayfinding and Identity Program (Draft 2.22.2013)

Design Process and Plan

The design process is designed to be open, transparent and innovative. This process will consist of these key parts:

1. Academic Development

This project is a great opportunity to incorporate vocational academic programs within the Upper Perkiomen School District and Western Montgomery Career & Technology Center. The projects should incorporate advanced tools and techniques like etching, laser cutting, and routing that could be incorporated into the final signage system.



2. Fabricator Collaboration

The program will seek unique collaborative approaches with specialty manufacturers and fabricators including utilizing academic programs to study implementation and design/build approaches utilizing local fabricators.

3. Designer Participation

Hired designers will incorporate the fabricator and education into their role.

4. Stakeholder Process

The project will be a transparent stakeholder process where major planning and design decisions will be publicized during key stages in the process.

5. Implementation

Implementation approaches will be developed by three specific approaches.

- Corporate and grant funding for the joint educational programs.
- Local funds for identification programs.
- Roadway and municipal funding for wayfinding signs.



Upper Perkiomen Valley Wayfinding and Identity Program (Draft 2.22.2013)

Signs. Signs. Everywhere Signs?

Where am I? What can I do here? Where can I go from here? How do I get out of here? They may be the most obvious, but these aren't the only questions signs can answer. Actually, signs can do much more than answer questions. They can market events, identify points of interest, reinforce identity, introduce a location, and even brand a region.

We are delighted to have received a Schuylkill Highlands mini-grant funded by the PA Department of Conservation and Natural Resources and the William Penn Foundation administered collaboratively by both the Schuylkill River Heritage Area and Natural Lands Trust. The grant will allow us to continue pursuing the community vision set forth in the PerkUp Plan.

Commonly Asked Questions When Developing a Wayfinding Program

Why Wayfinding?

- Enhances the overall brand and identity of a place
- Supports and promotes destinations
- Allows for consistent graphics and nomenclature across a system
- Creates a structure for ongoing system management

How much will a wayfinding program cost?

Signs are the least expensive public utility for defining and displaying the quality and character of an area. There is a real cost associated with properly designing and implementing a wayfinding program. There's a lot of

homework involved in doing it right and understanding what will work best for our community. Implementing physical improvements within a regulatory environment requires responsible municipal review and approvals. This process alone can be expensive and time-consuming. When things are not well-designed, they will be ineffective and wasteful. However, a well-designed and thoughtful wayfinding program can have a wide-reaching, positive impact on the physical image and economy of the region.



Upper Perkiomen Valley Wayfinding and Identity Program (Draft 2.22.2013)

What can be done to keep costs down?

A number of initiatives are being utilized to reduce the cost of this program, including:

- Extensive volunteer work by a management and steering committee that will handle many of the planning and regulatory tasks given to the consultants.
- Half of the planning consultant's fee is being donated.
- The designers will be hired as part of a design/build process which will lower design fees.
- Fabricators will work with vocational programs to develop prototypes at a lower cost.

Will I be able to participate in choosing the final design?

The final design will be developed through a transparent and publicized process where the community will be given the opportunity to weigh-in. Design decisions will also be part of a process where best practices from other systems will be used as benchmarks ensuring that all design decisions are based on the goals established during the planning strategy stage.

How will my town get signs?

Planning is the first phase. Additional funding will be required for the second phase which will involve prototype fabrication. At that point, we'll have specifications for full implementation and will work with our municipalities to prioritize and pursue funding for the fabrication and installation of signs.