

The background is a solid dark green. A white line starts from the top left, curves down and to the right, then curves down and to the left, ending near the bottom center. There are four large, semi-transparent green arrows: one pointing right from the left edge, one pointing down from the top edge, one pointing right from the right edge, and one pointing up from the bottom edge. These arrows intersect at a central point. Around this central intersection and at the ends of the white line, there are concentric circles with small arrows indicating a clockwise or counter-clockwise flow. The text 'NEW HOPE' is on the left, 'YARDLEY' is in the center, 'MORRISVILLE' is on the right, and 'HISTORIC BRISTOL BOROUGH' is at the bottom.

NEW HOPE

YARDLEY

Landmark Towns

Strategic Wayfinding Plan

MORRISVILLE

HISTORIC BRISTOL BOROUGH

SEPTEMBER 2009

LANDMARK TOWNS

Strategic Wayfinding Plan

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SEPTEMBER 2009

The Landmark Towns Strategic Wayfinding Plan could not have been completed without funding, support and cooperation from the following:

Delaware Valley Regional Planning Commission
Transportation Community Development Initiative

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National Park Service

Pennsylvania Department of Conservation
& Natural Resources
PA Heritage Area Program

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NEW HOPE



YARDLEY



MORRISVILLE



BRISTOL BOROUGH

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INTRODUCTION

What is a Landmark Town?

A “Landmark Town” is a special community. A town becomes a “landmark” by virtue of its history, culture, and public esteem.

Landmark Towns is a cooperative venture between Bristol Borough, Yardley, Morrisville, and New Hope, and the Delaware & Lehigh National Heritage Corridor. The goal is to increase economic development and tourism in the historic downtown business districts. These four towns are prominent communities on the Delaware River, with incredible character developed through a proud history.

The Delaware & Lehigh National Heritage Corridor

These four towns are within the Delaware & Lehigh National Heritage Corridor (hereafter referred to as the D&L Corridor), which stretches for 165 miles through Pennsylvania along the Delaware Canal and the Lehigh Canal. Working with the towns and other partners, the D&L commissioned a wayfinding plan for the Landmark Towns.

What is the goal of the Strategic Wayfinding Plan?

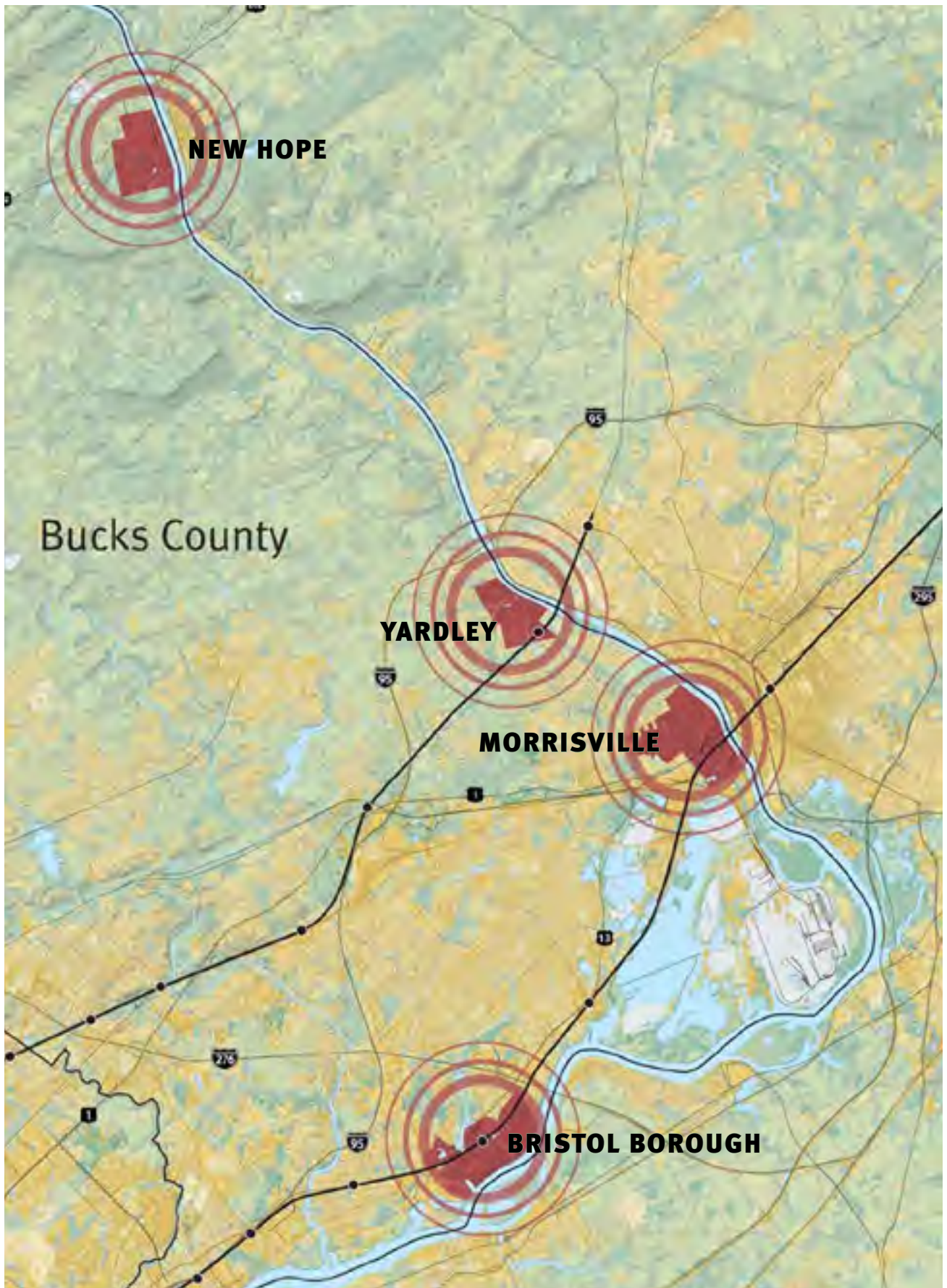
The goal of the wayfinding planning project is to make it easier to navigate to, from, and through the Landmark Towns, thereby improving the vitality, local economy, and quality of life in the towns.



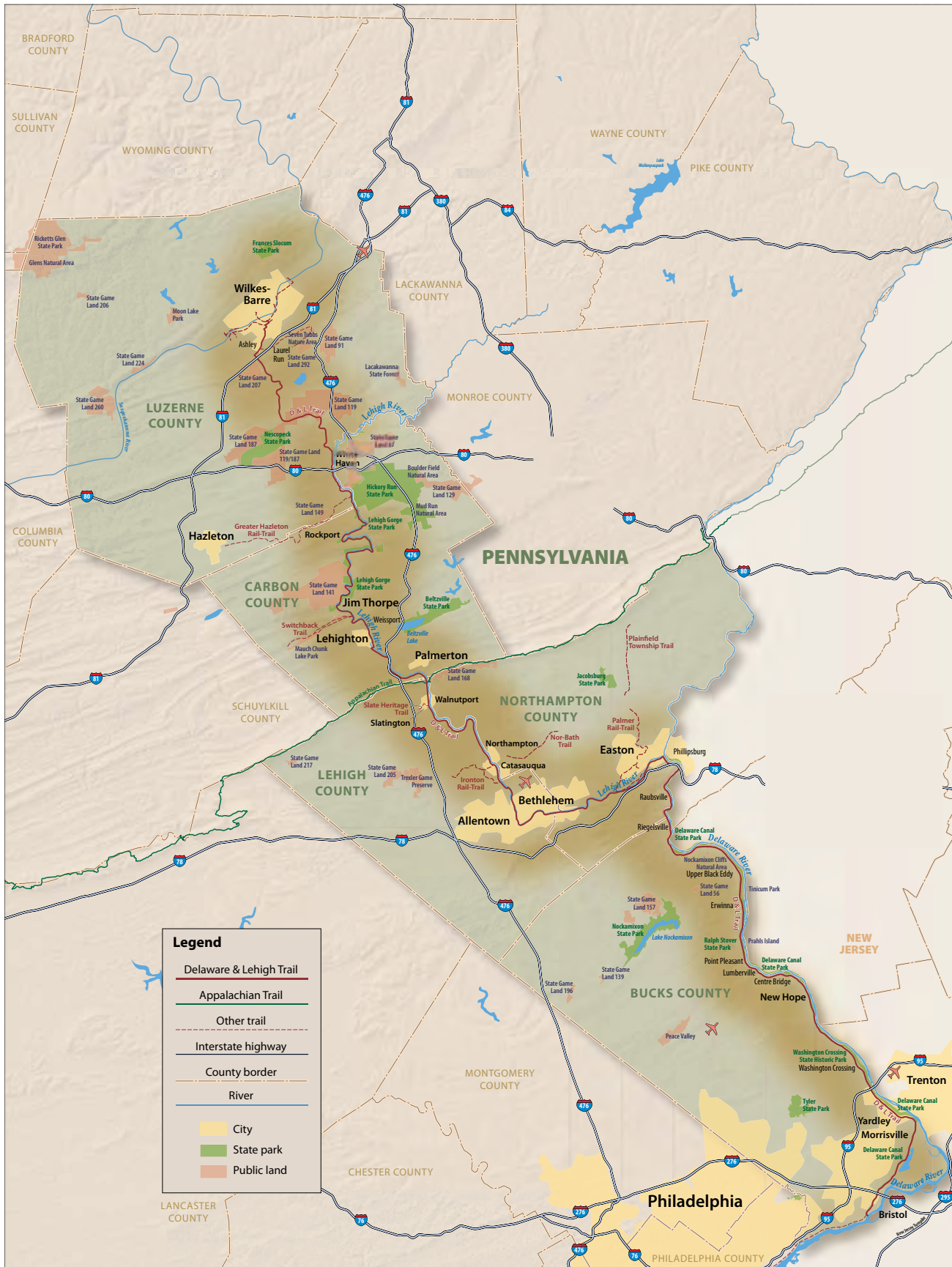
The riverfront in Historic Bristol Borough.



Main Street in Yardley.



Location Map of Four Landmark Towns of Bucks County



Map of the Delaware & Lehigh National Heritage Corridor

PLANNING PROCESS



Presentation of concepts to the Landmark Towns Committee.



Presentation of concepts to the Landmark Towns Committee.

The Committee issued a Request for Proposals and selected the consultant team.

Bristol Borough agreed to be the project sponsor for the purposes of receiving a planning grant from the Delaware Valley Regional Planning Commission (DVRPC).

The Landmark Towns Executive Committee provided project oversight and served as the stakeholder group with representatives from each town.

During the development of the plan, two public meetings were held. The first meeting was convened January 15, 2009, in Bristol Borough, and the second meeting was held February 10, 2009, in Morrisville. The public was invited to review and comment on the initial sign concepts and the framework plan for the wayfinding system. Efforts were made on behalf of the Landmark Towns of Bucks County, the Delaware, & Lehigh National Heritage Corridor, Inc.

Public Reaction

Attendees at the public meetings were generally positive about the plan and the sign designs. Specific items of concern included:

- Will the signs be resistant to graffiti?
- Is long-term maintenance provided for?
- Will more signs worsen sign clutter?
- What locations within the boroughs should be signed?
- Should the signs be illuminated?
- Should the signs be created by local artists?

EXISTING SIGNAGE

A field survey of existing signs was undertaken in the towns and along major connecting routes. This survey identified the following sign types:

- PennDOT signs to guide travelers.
- Delaware & Lehigh National Heritage Corridor signs to identify attractions.
- State and County Parks signs to identify park entrances.
- SEPTA signs to identify train stations and transit centers.
- Local municipal signs, such as gateway signs.
- Private signs, such as billboards, that display advertising and commercial messages.



Billboard (at I-95 and Route 413).



Historical Marker.



Park Directional Sign.



Highway Directional Sign.



D&L Interpretative Sign.



State Park Sign.



Borough Gateway Sign.



SEPTA Station Identification Sign.



SEPTA Station Directional Marker.

EXISTING SIGNAGE

PennDOT

Pennsylvania Department of Transportation (PennDOT) signs provide information and navigational directions to travelers. From PennDOT's Traffic Engineering Manual (Publication 46):

"Guide signs are necessary to inform motorists of intersecting routes; to direct them to cities, towns, villages, or other important destinations; to identify nearby rivers, streams, parks, forests, and historical sites; and generally to give such information as will help them along their way in the most simple, direct manner possible."

Guide signs include:

- Route markers showing the numbered state highways and their cardinal direction (i.e. North, South, East, West).
- Directional signs pointing to municipalities on the state highway map.

Tourist Oriented Directional Signs (generally with a blue background) are:

"...Signs within State highway right-of-way to guide travelers to businesses, services, and attractions in which the traveling public would have reasonable interest."

Key Issues

- Cardinal directions (i.e. North, South, East, West) may confuse tourists, so supplementary signs pointing to the towns are necessary.
- Some intersections require additional signs pointing to the nearby Landmark Towns.
- A proliferation of signs can lead to sign clutter, especially in historic urban downtowns. (see example to the right)
- Many intersections have adequate directional signs.

(Right top) Highway exit sign on I-95.



(Right bottom) **Sign Clutter:** In some locations, sign clutter is a problem. For example, the intersection of State Routes 179 and 32 in New Hope has a proliferation of signage, including route markers, bridge weight limits, turn restrictions, parking regulations, warning signs, regulatory signs, and destination signs among others. It is highly unlikely that motorists are able to read and understand so many signs while driving, and the views of signs are often blocked by other signs. The signs also have the effect of cluttering the streetscape of the historic town.





This is an “assemblage” of smaller individual sign pieces. This sign at a highway junction identifies the intersecting highway as Route 32, and indicates which direction is north and which is south. The green sign at the top indicates the direction to the nearest towns on the State Highway Map.



Building larger signs from smaller components can result in a cluttered affect, reducing clarity and information transfer, while also taking up precious space on urban sidewalks.



Exits on interstate highways are sometimes marked with the nearest town. In this case, the off ramp from northbound I-95 leads to Taylorsville Road, which leads to New Hope. However, Yardley is actually closer to the exit than New Hope; therefore, this sign could be modified to include both Yardley and New Hope.



Tourist oriented destination signs also appear along highways. This sign points to the Starbucks coffee shop in Yardley and a local winery. These businesses have paid to have this sign created. PennDOT has assigned the management of these signs to a new Pennsylvania Tourist Signing Trust.

EXISTING SIGNAGE



D&L trail map with brochure holder.



D&L blade directional sign and map. Note damage at base from bending.



New Hope building-mounted sign based on D&L system.



Park identification sign based on D&L standards. Adjacent regulator signs provide information on park rules.



Pole-mounted directional sign in New Hope based on D&L system.

Delaware & Lehigh National Heritage Corridor

Delaware & Lehigh National Heritage Corridor (D&L) signs direct visitors to various attractions and destinations, including the Delaware Canal State Park. Signs are in use along the Delaware Canal, as well as in several boroughs, including New Hope, which has directional signs based on the D&L system.

The original sign system includes pole-mounted vehicular directional signs, building-mounted directional signs, trailblazers, monument signs, pedestrian blade signs, and interpretative signs.

It was decided that the signs for the Landmark Towns should be related to the D&L family of signs, in order to build on the identity of the existing corridor. However, sign production technology has improved since the original D&L signs were made. This offers the potential to retool the signs for a richer content, such as inclusion of historic photographs.

Fabrication criteria are an issue. Recently, sign fabricators have resisted creating the cut-out shape of the D&L disc at the top of the sign, instead recommending a sign with a straight top. This change diminishes the visual identity and impact of the original sign design.



Key Issues

- The existing D&L system serves as a reference frame for a new signage system for the Landmark Towns.
- The D&L sign system could be updated to take advantage of new sign production technology and a more complete family of sign products.



EXISTING SIGNAGE

State and County Parks

Many State and County Parks signs line the roads that link the towns. The parks and recreation areas are one of the draws for visitors to the area, who may make a visit to the towns a part of their itinerary.

Existing park signs are brown, usually made from wood. Some are similar in appearance to signs used by federal agencies such as the National Park Service and US Forest Service for parks and recreation areas. In some cases, however, the park signs are of a custom format.

Key Issues

- A wide range of sign designs exist, instead of a family of sign types.
- Wooden signs require frequent maintenance, and have limited visibility at night or under low light because they are not retro-reflective.
- Many of the park signs are too small to be seen or read from a distance or a moving car.
- Standard state historic markers offer a limited amount of interpretative information and are often placed where motorists and pedestrians cannot read them.



A sign in Delaware Canal State Park for the New Hope Mule Barge National Landmark—administered by the Department of Conservation and Natural Resources.



A park entrance sign for Washington Crossing State Park is barely visible on the right side of the road.



Existing park signs have small lettering that is difficult to read from a car. The brown color can be difficult to see against the natural background.



Conventional historical markers within the Landmark Towns offer limited formats for interpretation. The location next to the road suggests an orientation to motorists, but the speed of travel would prevent anyone reading the sign. An adjacent real estate sign competes for attention.



Park entrance sign for Bowman's Hill Wildflower Preserve. Larger lettering increases visibility.



A directional sign pointing to Bowman's Hill Tower is barely visible in this photograph. Small signs such as this, particularly those painted in earth tones, are difficult for motorists to see.



A sign for the boat launch in Yardley uses bright colors. The lettering on this particular sign is peeling off and should be replaced.

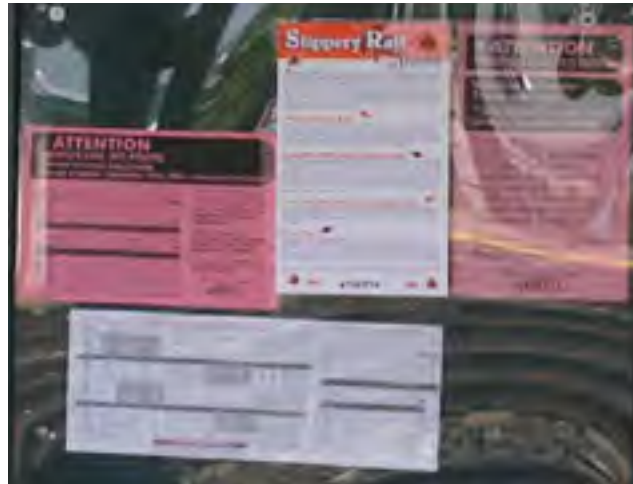
EXISTING SIGNAGE

Existing Transit

Two of the Landmark Towns, Yardley and Bristol, have rail stations, and two, Morrisville and Bristol, have local bus services.

Key Issues

- Stations have little or no information about the local town or nearby tourist activities.
- Pedestrian maps and signs for navigating upon arrival are absent.
- Schedule information could be enhanced.
- Additional signs leading travelers to the station are needed.
- Stations could express a greater “theme” of the local town.
- In some cases, pedestrian infrastructure, such as sidewalk connections, are needed.



Existing information signage at rail stations is often minimal. This board on the platform at the Bristol rail station has a paper version of the schedule (in one direction), but no information on the local town or connecting transit services for arriving passengers.



Passengers arrive at Bristol Borough's regional rail station.



The platform at the Bristol Borough train station offers an excellent view of the adjacent park and historic mill.



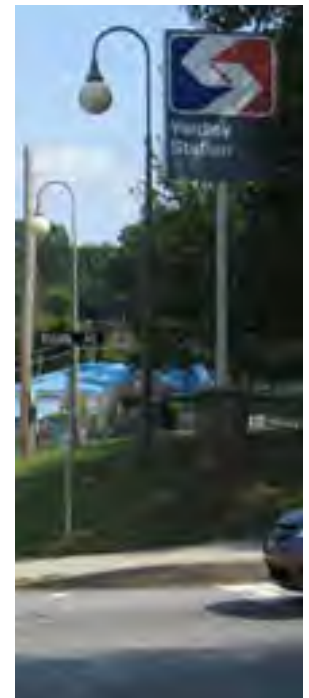
Platform sign in Yardley.



An attractive mural at the Yardley train station improves the perception of the pedestrian underpass. A directional sign points travelers to the correct platform. However, the station lacks adequate sidewalks and signage to reach the tunnel from the outbound platform. This location should also have signs for visitors directing them to downtown.



A limited number of directional signs such as this one in Yardley guide motorists and pedestrians to regional rail stations.



Sign for the Yardley SEPTA Regional Rail station. Signs are needed to direct visitors to the downtown from the station.

EXISTING SIGNAGE

Municipal Signs and Gateways

Municipal Signs are installed by a local community and include entry signs and monuments that provide direction to motorists and pedestrians.

Each municipality has individual gateway signs. There are two types of markers—the standard highway signs that mark the municipal limits, and custom signs designed and installed by each borough.

Generally, the location of gateway signs is at the edge of town as opposed to a location that marks a clear boundary or threshold to the historic downtown area.

Key Issues

- Each town currently has a unique sign style for gateways.
- New Hope's signs reflect a preference for local artisanship.
- Most of the towns have a wide variety of sign styles within the same town, reflecting the wide range of dates of installation.
- Existing gateway signage is usually located near the municipal boundary, but there are often few other visual cues in these locations to create a sense of arrival for travelers. A stronger gateway is needed to mark the downtown district at the actual urban threshold.
- Gateways from US 13 and US 1 in Bristol and Morrisville need enhancement, due to the presence of billboards and a variety of competing sign messages and complicated navigation.
- The adjacency of Bristol Township and Bristol Borough can lead to confusion for travelers and is a challenge to address.
- Useful signs, such as parking identification, could be standardized throughout the towns.



New Hope gateway signs were made by a local artisan.

Bristol Borough



Gateway signs have been installed in selected locations in Bristol Borough. It is recommended that additional signs mark the thresholds of the downtown, in order to signal to visitors that they have arrived.



The railroad underpass has gateway signage; however, this may not create the desired impression for visitors. It is recommended that wayfinding signs be used in this location, and the aesthetics of the underpass improved, but the primary gateway signage should be closer to downtown.



The presence of prominent gateway signage in Bristol Township could create confusion for visitors. Wayfinding signage pointing to downtown Bristol Borough and the Delaware riverfront is needed at intersections along US Highway 13.

EXISTING SIGNAGE

Morrisville



Morrisville is installing new gateway signs.



Monument signs in Morrisville should be replaced with newer and more attractive signs.

Yardley



An existing gateway sign in Yardley.



Existing gateway signage in Yardley is inconsistent. Here, two signs are installed close together, and vines obscure the PennDOT sign.

New Hope



Existing New Hope gateway signs are attractive and were carved by a local artist.



Existing PennDOT signage in New Hope.



This parking lot in New Hope has an eye-catching sign and uses multi-space meters.

Note: PennDOT has not approved multi-space meters for on-street parking.



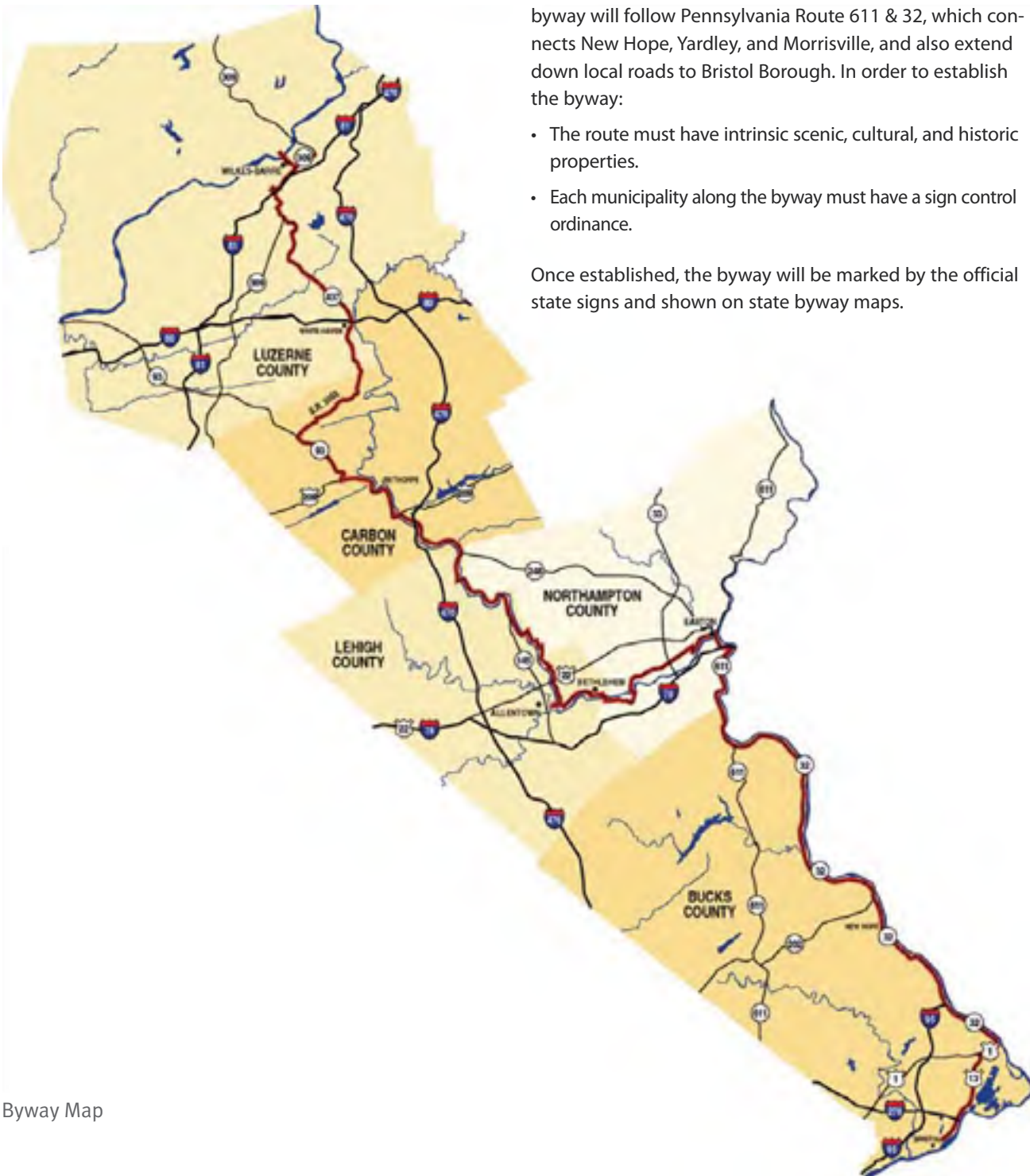
Use of multi-space meters would reduce sidewalk clutter.

PROPOSED SCENIC BYWAY

With assistance from the Heritage Conservancy, the Delaware & Lehigh National Heritage Corridor has been leading an effort to create a new Pennsylvania Scenic Byway that would connect the Landmark Towns. The byway will follow Pennsylvania Route 611 & 32, which connects New Hope, Yardley, and Morrisville, and also extend down local roads to Bristol Borough. In order to establish the byway:

- The route must have intrinsic scenic, cultural, and historic properties.
- Each municipality along the byway must have a sign control ordinance.

Once established, the byway will be marked by the official state signs and shown on state byway maps.



Byway Map



(Above) Yardley railroad bridge over the Delaware River, south of Yardley Borough. The proposed scenic byway would connect the historical and cultural sites along the Delaware River.

(Right) The Federal Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) created the National Scenic Byways Program. The goal of this program is to recognize and promote outstanding corridors throughout the United States, promote tourism, and protect the resources that make these hidden treasures outstanding.



MARKETING TO VISITORS

Web Strategy

Many visitors will begin their travel research on the Internet. Therefore, a comprehensive/Internet strategy will help with encouraging people to visit and with wayfinding. Steps could include:

- Working with partners to ensure the Landmark Towns are represented on larger tourism-related sites in the region.
- Creating a web site tailored to visitors with rich media content and suggested activities.
- Providing directions and maps on the website.
- Working with third party web applications such as Google Maps and Panoramio to spatially locate attractions on web map services.

According to market research commissioned by the Bucks County Conference and Visitors Bureau (BCCVB), New York City and North Jersey offers a prime market for attracting tourists. The BCCVB has placed award-winning ads within trains and stations in New York.

Sample Itineraries

An itinerary is a sequence of events and activities for a visitor. An excellent case study is the “Three Perfect Days” series offered by the United Airlines in-flight magazine, *Hemispheres*. These types of travel articles whet the appetite for a visit, while providing a starting point for planning an interesting trip. It is recommended that the Landmark Towns create itineraries to suggest what visitors can experience. For example:

- **Recreation:** Provide a wide variety of recreation suggestions, such as bicycling, boating, horseback riding, etc. Offer specifics for where to rent equipment and get service.
- **Eating:** Provide suggestions for where to eat for a variety of cuisines. Also market restaurants that offer good people watching or scenery.
- **Lodging:** Where can people stay to get the Landmark Towns experience?
- **Architecture:** Provide descriptions of the architectural highlights of the towns, and back this up with collateral materials upon arrival. Link sites that are outside of town (such as covered bridges) to an overall itinerary that includes both urban and rural sites.
- **Countryside:** The countryside of the towns offers the chance to explore, and then return downtown for eating and relaxing.
- **Shopping:** Where can visitors find great gifts or unique shopping experiences?



Bucks County Conference & Visitors Bureau

Award winning ads produced for the New York tourist market by the Bucks County Conference and Visitors Bureau.

HIGHWAY WAYFINDING SIGNS

PennDOT Sign Strategy

The overall recommendation for PennDOT signage is to ensure that key intersections on the way to the towns are marked with destination arrows and information. Signs should follow PennDOT standards, but should use the available sign types to communicate directions to the towns. In some cases, it may also be desirable to apply for “experimental” status under the Manual of Uniform Traffic Control Devices to test alternative sign configurations.

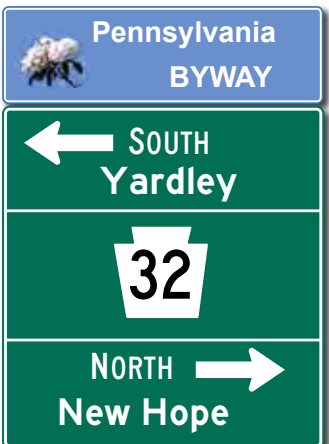
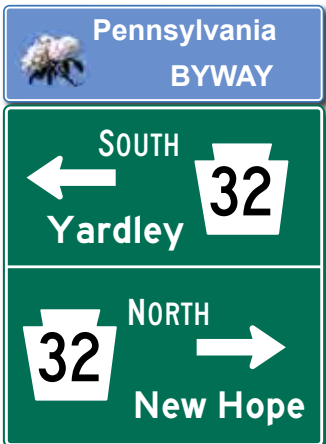
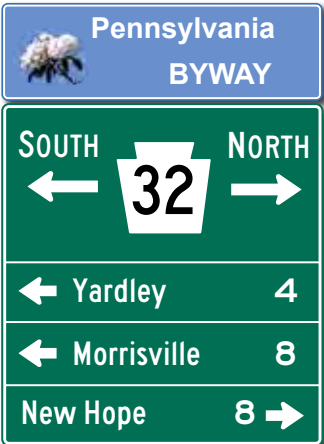
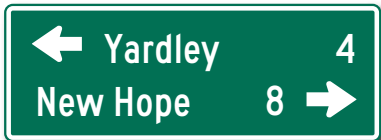
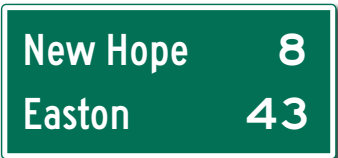
It is recommended that intersections along primary routes to the Landmark Towns should be marked with destination signs and distance signs to improve navigation. At intersections where destination signs are not present, they could be added, and existing signs could be consolidated. An example is shown on the facing page at the intersection of State Route 532 with 32.

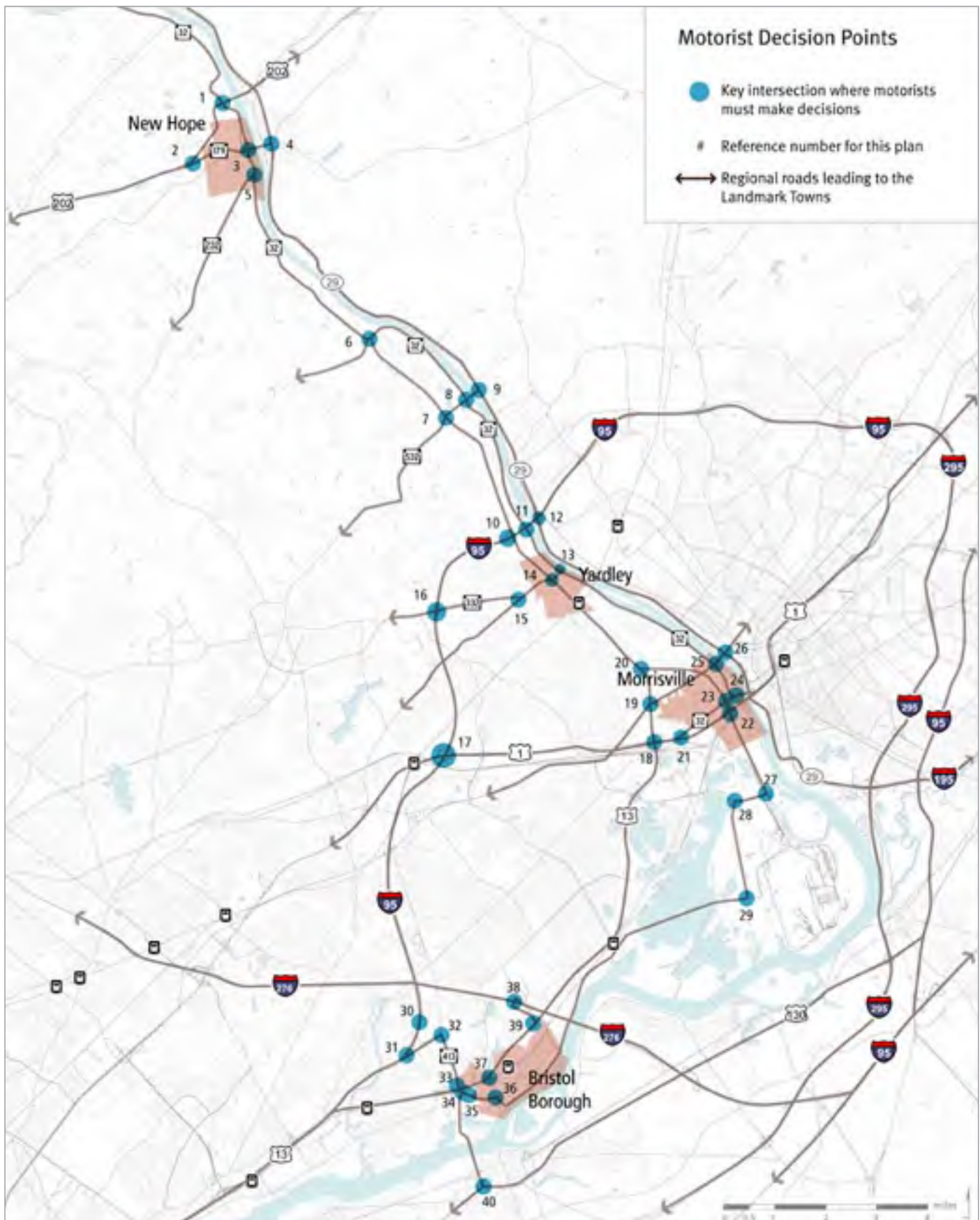
(Right) The existing signs at the intersection of State Routes 532 and 32 indicate cardinal directions (e.g. North and South) but don’t point to the Landmark Towns. The addition of directional signage pointing to Yardley and New Hope will help motorists navigate—especially tourists who may not have a sense of whether to head north or south.

When State Route 32 is designated a scenic byway, appropriate signage should be added to trailblazers and route markers.



These diagrams represent potential options for consolidating existing signs and adding directions to the Landmark Towns. Any and all changes would be subject to PennDOT approval.





Motorist Decision Points Map

Key Intersections and Decision Points

“Decision points” are locations where travelers make turns on the way to and from the Landmark Towns. A map of key intersections on the regional arterial and highway system is shown on the facing page. Some key intersections are located in New Jersey and would require coordination with New Jersey Department of Transportation. These locations are important for wayfinding information.

General Recommendation:

Along Pennsylvania Route 32 and the proposed scenic byway, directional signs should be installed at each intersection pointing in the direction of the nearest Landmark Towns.

#	Intersection	Recommendations
1	US 202/PA 32	Existing signage points to town.
2	US 202/PA 179 (Lower York Road/W Bridge St.)	Existing signage points to town.
3	PA 179/PA 32 (Bridge St./Main St.)	Attempt to reduce sign clutter in this location through design treatments and removal of extraneous signs.
4	NJ 179/NJ 29 (Bridge St./Main St.)	Existing signage points to town.
5	PA 232/PA 32 (Windy Bush Rd./S Main St.)	Install PennDOT directional signs pointing to New Hope, Yardley, Washington Crossing. Install distance plaques to Landmark Towns on PA 32.
6	PA 32	Install PennDOT directional signs pointing to New Hope, Yardley, Washington Crossing. Install distance plaques to Landmark Towns on PA 32.
7	PA 532/Taylorsville Rd. (Washington Crossing Rd. /Taylorsville Rd.)	Install PennDOT directional signs pointing to Washington Crossing, I-95, Delaware Canal Path.
8	PA 532/ PA 32 (General Washington Memorial Blvd./ River Rd.)	Install PennDOT directional signs pointing to New Hope, Yardley, Morrisville. Consolidate signage. Install distance plaques to Landmark Towns on PA 32.
9	Mercer County 536/NJ 29	Existing signage points to town.
10	I-95/Taylorsville Rd.	Include Yardley on PennDOT exit signage for Exit 51 Northbound (currently only lists New Hope). Install distance plaques on Taylorsville Rd. listing distance to Landmark Towns. Install directional guide signs leading to PA 32 via Woodside Rd. Consider using the park and ride as a trailhead for the Delaware Canal Towpath.
11	PA 32/Woodside Rd.	Install directional signs on PA 32 to I-95 and Delaware Canal Towpath.
12	I-95/NJ 29	This interchange is highly complicated. If the opportunity emerges, it would be beneficial to simplify the interchange design to a double roundabout on NJ 29. Ensure that the new pedestrian bridge, when constructed, has guide signs to the canal towpaths.

#	Intersection	Recommendations
13	PA 32/E Afton Ave.	<p>Install stop sign on PA 32.</p> <p>Install directional signs pointing to downtown Yardley and Canal Towpath.</p> <p>Install directional signs pointing to New Hope and Morrisville.</p> <p>Install distance plaques to New Hope and Morrisville.</p>
14	Main St./Afton Ave.	<p>Compact trailblazer signs to PA 32.</p> <p>Directional signs to Delaware Canal Towpath.</p> <p>Compact trailblazer signs to I-95.</p>
15	PA 332/Schuyler Rd. (W Afton Ave./Yardley Newtown Rd.)	<p>Install directional sign to Yardley.</p> <p>Install trailblazer to I-95.</p>
16	I-95/PA 332 (Exit 49)	Existing signage points to town.
17	I-95/US 1	Existing signage points to town.
18	US 1/US 13	<p>Existing signs point to Yardley, Bristol, and Morrisville.</p> <p>Install distance plaque to Yardley on Pine Grove Road.</p> <p>Install distance plaque to Levittown, Tullytown, and Bristol on Southbound US 13.</p> <p>Consider directional sign on US 13 Northbound pointing to Yardley (i.e. Yardley – straight ahead)</p> <p>Existing interchange design is overly complicated and could be a candidate for rebuilding with roundabouts (if the opportunity ever emerged).</p>
19	Pine Grove Rd./W Trenton Ave.	Directional signs to Morrisville, Bristol, Yardley.
20	Pine Grove Rd./Yardley Morrisville Rd.	Directional signs to Yardley/New Hope, and Downtown Morrisville (Southbound via Yardley Morrisville Road).
21	US 1/PA 32	Existing directional signs on NB US 1 point towards Morrisville via PA 32.
22	US 1/Pennsylvania Ave.	<p>Mark Northbound US 1 exit for Pennsylvania Ave. as an exit for Morrisville-Pennsylvania Avenue.</p> <p>It is currently signed as Pennsylvania Avenue.</p>
23	PA 32/Pennsylvania Ave. (Morrisville)	Directional signs to follow byway (when established).
24	E Bridge St./N Delmorr Ave. (PA 32)	<p>Directional sign pointing to Yardley and New Hope.</p> <p>Byway directional signs in the future.</p> <p>Potential location for a roundabout which would establish a gateway.</p>
25	PA 32/E Trenton Ave./Calhoun St. Bridge	<p>Install directional signs to Yardley, New Hope, Morrisville.</p> <p>Investigate building a roundabout (which might also reduce traffic congestion).</p>
26	NJ 29/Calhoun St.	Existing exit signage on NJ 29 points towards Morrisville.

#	Intersection	Recommendations
27	S Pennsylvania Ave./Tyburn Rd.	Install directional signs to Morrisville, Bristol Borough, and Yardley.
28	Tyburn Rd./New Ford Mill Rd.	Install directional signs to Bristol Borough and Morrisville. Install distance plaques. Investigate building a roundabout.
29	New Ford Mill Rd./Bordentown Rd.	Install directional signs to Bristol Borough and Morrisville.
30	I-95 Southbound/PA 413	Existing signage points to town.
31	I-95 Northbound/PA 413	Existing signage points to town.
32	I-95 Ramps/PA 413	Existing signage points to town.
33	PA 413/US 13 (Bristol Bypass/New Rodgers Rd.)	Study redesigning and simplifying this very confusing intersection, which has no left-turns on US 13 and complicated, non-intuitive "jug-handles." On US 13 Southbound, install a directional sign to Bristol Borough indicating that motorists must proceed through the intersection. On PA 413 Southbound, change overhead signage to indicate Bristol Borough is center lane. Remove most of the signage on the Amtrak/SEPTA railroad overpass. Remove billboards on both sides of the railroad overpass which greatly detract from directional signage and make navigation difficult. In the place of existing commercial billboards and gateway signage, commission a new art "portal" at the overpass (potentially working with the Burlington-Bristol Bridge Commission). Install lighting under the railroad bridge. Install pavement markings on PA 413 pointing to Bristol Borough from left lane.
34	PA 413/Otter St.	Directional sign to Bristol Borough.
35	Otter St./Old Bristol Pike	Assuming streetscape project on Bristol Pike is completed, provide directional signage to Downtown Bristol Borough guiding motorists from Otter St. onto Old Bristol Pike.
36	Old Bristol Pike/Main Street	Install compact trailblazers to I-95
37	US 13/Bath Rd.	On US 13 Southbound, direct motorists to downtown Bristol via Bath Street, using the jug-handle. Consider simplifying this intersection (removing jug-handles).
38	Turnpike exit 358	Existing signage points to town.
39	Turnpike off-ramp/US 13	Existing signage points to town.
40	US 130/PA 413	Improve directional signs to Bristol at intersection and through the traffic circle leading to the bridge.

Sign Plans for Intersections

At a typical intersection on a major road leading to the Landmark Towns, the following signs would be used to aid navigation (a typical diagram in on the next page):

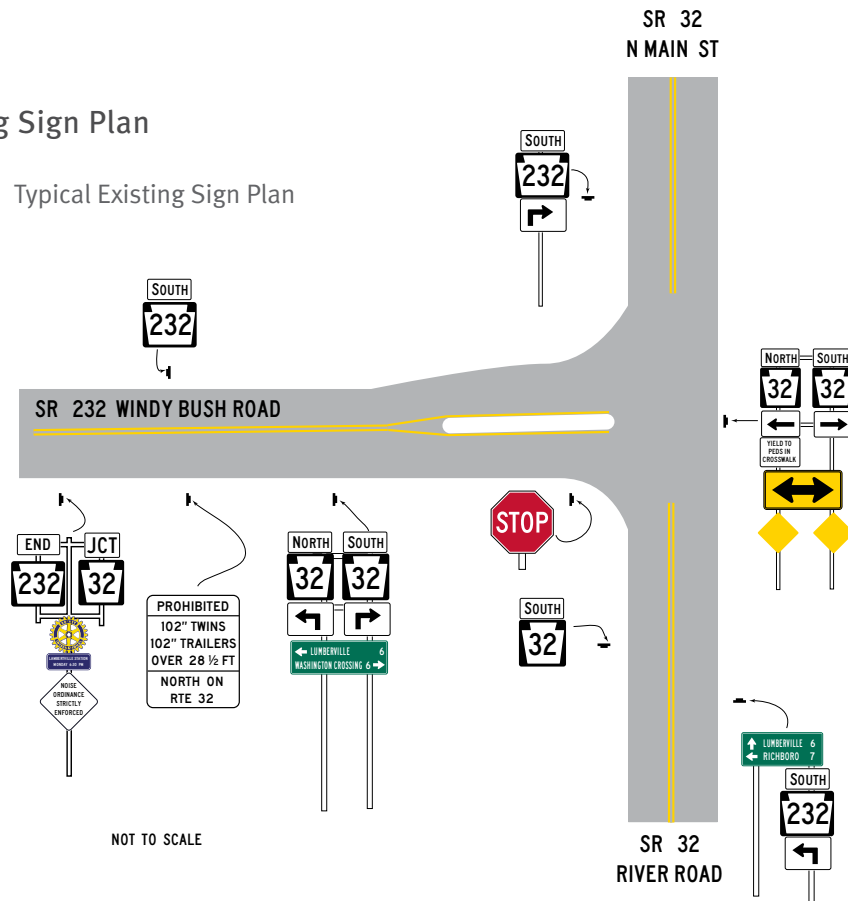
- As the driver approaches the intersection, directional signs are located at about 400 feet in advance of the turn. Route markers should be used for state routes, or name signs for other routes. These signs help the motorist prepare to select the right direction and prepare to turn when necessary.
- At a distance of about 200 feet from the intersection, a directional sign should indicate which direction to turn in order to reach the nearest towns.
- If the intersection configuration allows for it, another sign with directions can be placed at the intersection, on the far side. In urban areas, compact formats may be an option. See the report section on reducing sign clutter for further discussion on compact sign forms.
- After the driver passes the intersection, a trailblazer sign with the name and direction of the route should be placed within 200 feet. This helps the drivers confirm that they are on the right route.
- A distance sign indicating the distance to up to three towns should be installed within 300 feet to help drivers confirm that they are traveling in the right direction and help them estimate the time until they reach the destination.
- When possible, the signs described above can be combined into assemblies or consolidated sign faces to reduce clutter.



Sign at the intersection of PA 232 and PA 32.

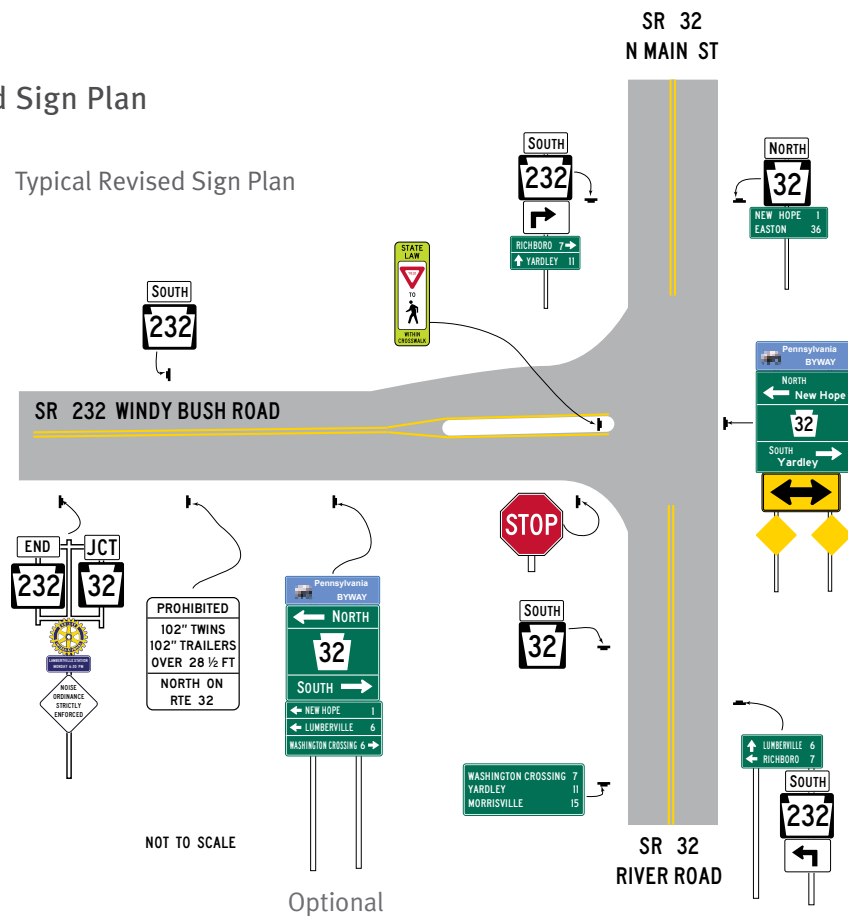
Typical Existing Sign Plan

Typical Existing Sign Plan



Typical Revised Sign Plan

Typical Revised Sign Plan



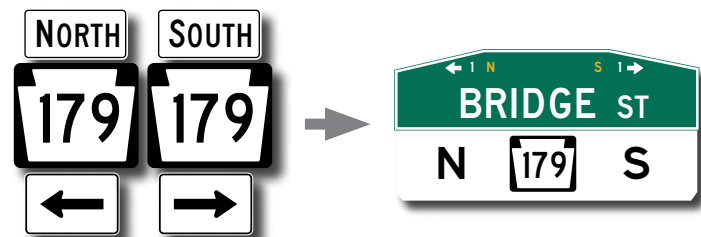
HIGHWAY WAYFINDING SIGNS

Reducing Sign Clutter

Sign clutter is the proliferation of signs (both public and private). Having too many signs reduces the transfer of information and creates an unattractive public realm.

Recommendations for reducing sign clutter:

- Audit the signage in towns to identify signs which are obsolete, not effective, and which can be consolidated or removed.
- Consolidate signs to reduce the total number on the street.
- Use smaller and more compact versions of signs when possible.
- Consider annotating street signs with highway designations for clarity and compactness.



(Above) In some locations it is worth looking at alternative sign types. State Route 179 is only one mile long, connecting US 202 to the New Hope/Lambertville Bridge. Compact signs may be appropriate for tight urban intersections.



(Above) Philadelphia uses compact trailblazers and routemarkers on some street signs on arterial roads. This method is worth exploring for the urban areas of the Landmark Towns, in order to reduce sign clutter.



(Above) Sign clutter is the proliferation of signs. Too many signs decreases the usefulness of each sign, as the viewer will have trouble sorting out the information. Sign clutter can be caused by both official and commercial signs. This photo from New Hope is typical of the sign clutter present at the intersection of Routes 179 and 32. A sign audit may allow for removing redundant or confusing signs and installing more compact wayfinding signs.

ACCESS ROUTES & DESTINATIONS

Bristol Borough



Potential Destination Signs for Bristol Borough

(Corresponds to "Points of Interest" in map at right):

- Basin Park/Canal's End
- Borough Hall
- Bristol Cultural and Historical Foundation
- Delaware Canal State Park
- Downtown Shops
- Grundy Ice Rink
- Grundy Library & Museum
- Municipal Recreation Fields
- Police Station
- Public Parking Lots
- Public Restrooms
- Riverboat Dock
- Riverside Theater
- SEPTA Station
- Waterfront



A view down Mill Street, which leads to all of Bristol Borough's destinations and attractions along the Delaware riverfront.



A gateway is proposed at this intersection of Radcliffe Street and Green Lane. Vehicular traffic from Interstate 276 (PA Turnpike) would be directed to Bristol Borough's waterfront attractions through this gateway.



Bristol Borough Access Routes

ACCESS ROUTES & DESTINATIONS

Morrisville



Potential Destination Signs for Morrisville

(Corresponds to "Points of Interest" in map at right):

(Future Train Station if constructed)

Borough Hall

Delaware Canal Towpath

Downtown Shopping

Falls of the Delaware

Morrisville Free Library

Graystone Preserve

Heritage Center Theater

Police Station

Public Parking

Summerseat House

The Levy Walk

Trenton Makes Bridge

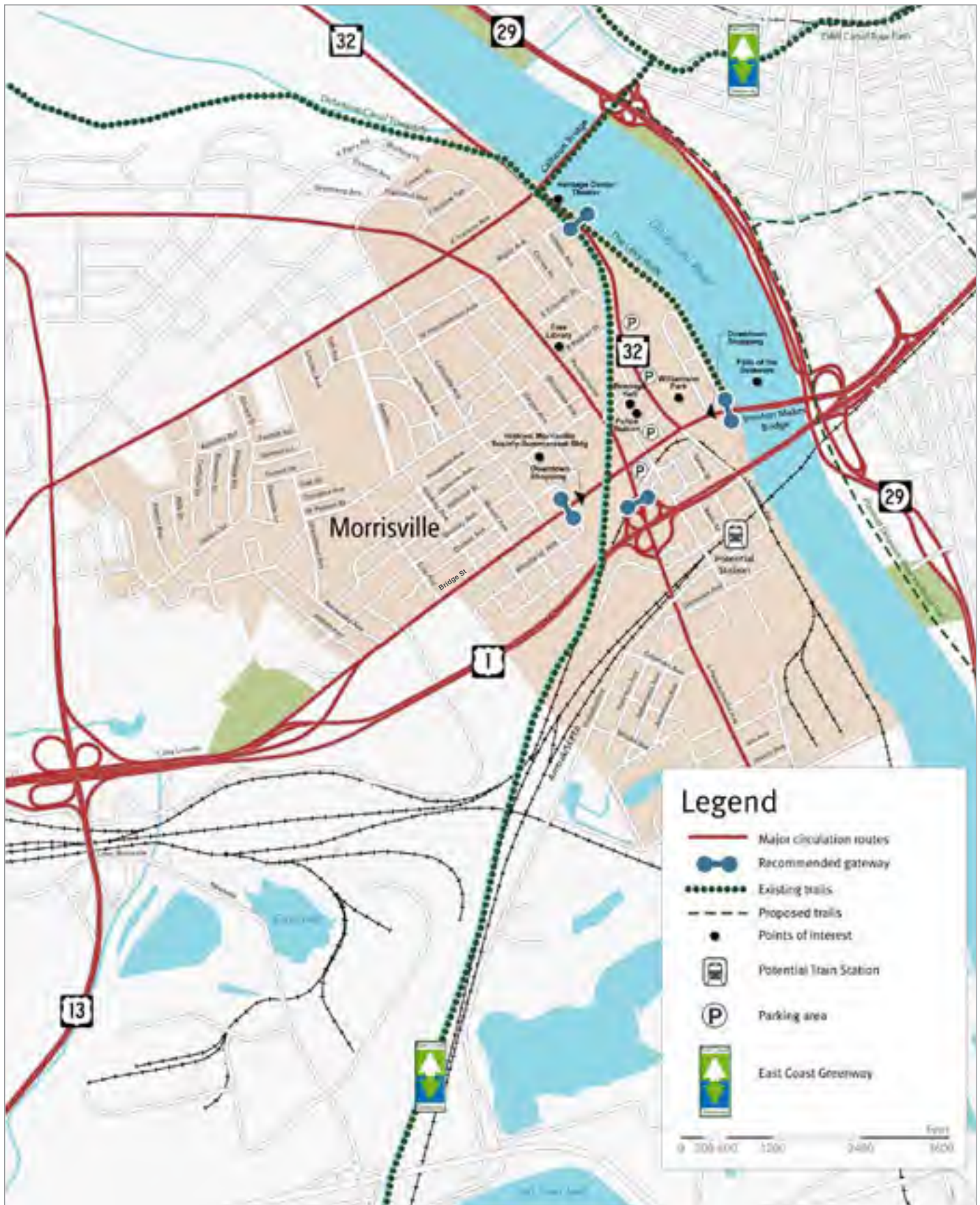
Williamson Park



The downtown shopping district of Morrisville offers tree-lined streets with streetside metered parking, and buildings representing generations of development. Wayfinding signage will increase the visibility and cohesion of this district along this well-travelled road.



A significant amount of vehicular traffic driving to and through Morrisville converges at this intersection at Pennsylvania and Bridge Street, in the heart of the downtown shopping district. Also, the East Coast Greenway along the Delaware Canal passes through nearby. Here, a plaza commemorates Robert Morris, after whom the town was named. Wayfinding and orientation elements here would serve a diverse audience.



Morrisville Access Routes

ACCESS ROUTES & DESTINATIONS

Yardley



Potential Destination Signs for Yardley

(Corresponds to "Points of Interest" in map at right):

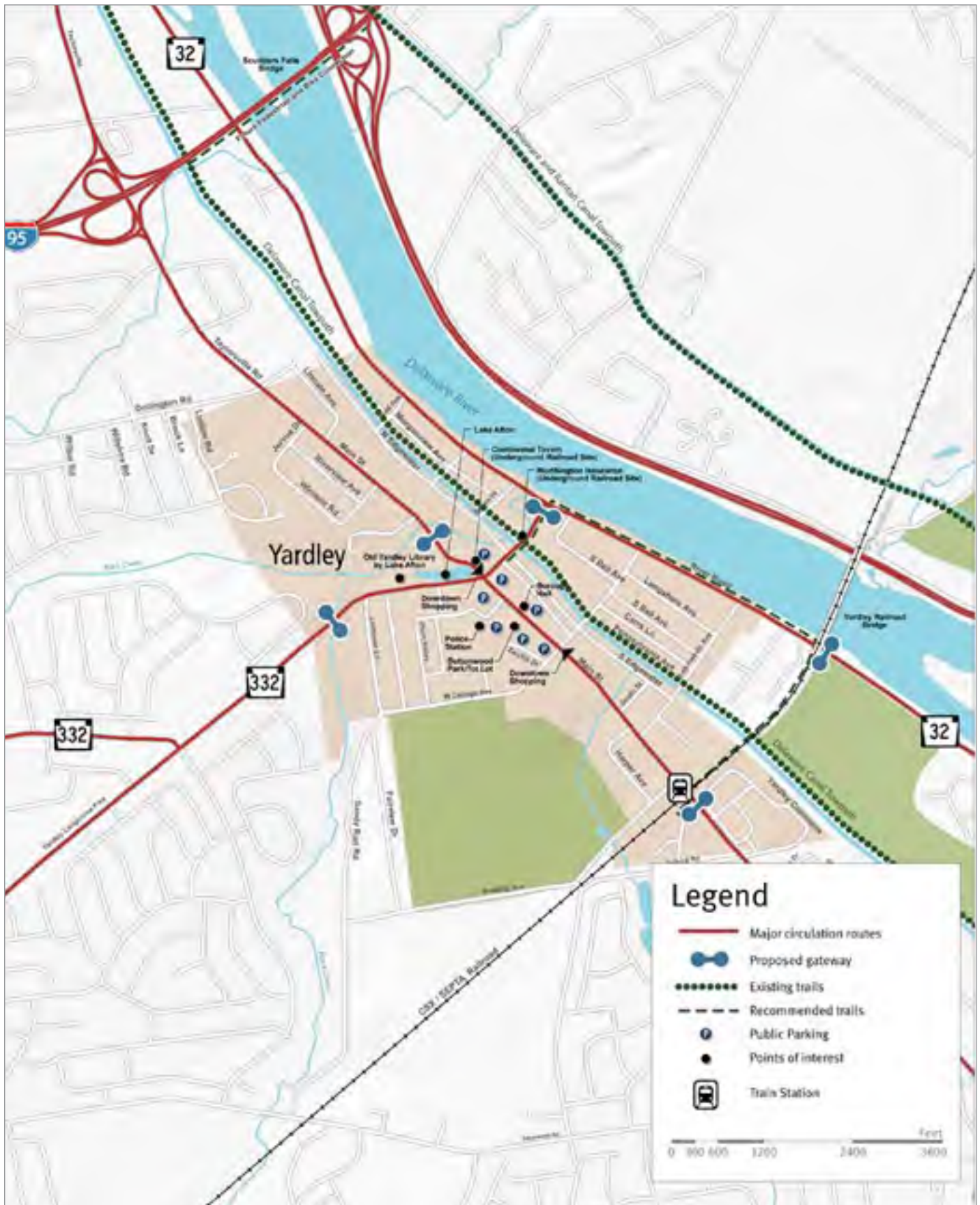
- Borough Hall
- Buttonwood Park/Tot Lot
- Delaware Canal Towpath
- Downtown Shopping
- Lake Afton
- Old Library by Lake Afton
- Police Station
- Public Parking
- SEPTA Station
- Underground Railroad sites



Approaching the northern end of the downtown district at West Afton Avenue as viewed from Main Street. Wayfinding elements in this area will not only help visitors navigate, but also identify and unify this charming town center.



Existing streetscape elements in Yardley's downtown shopping district on Main Street.



Yardley Access Routes

ACCESS ROUTES & DESTINATIONS

New Hope



Potential Destination Signs for New Hope

(Corresponds to "Points of Interest" in map at right):

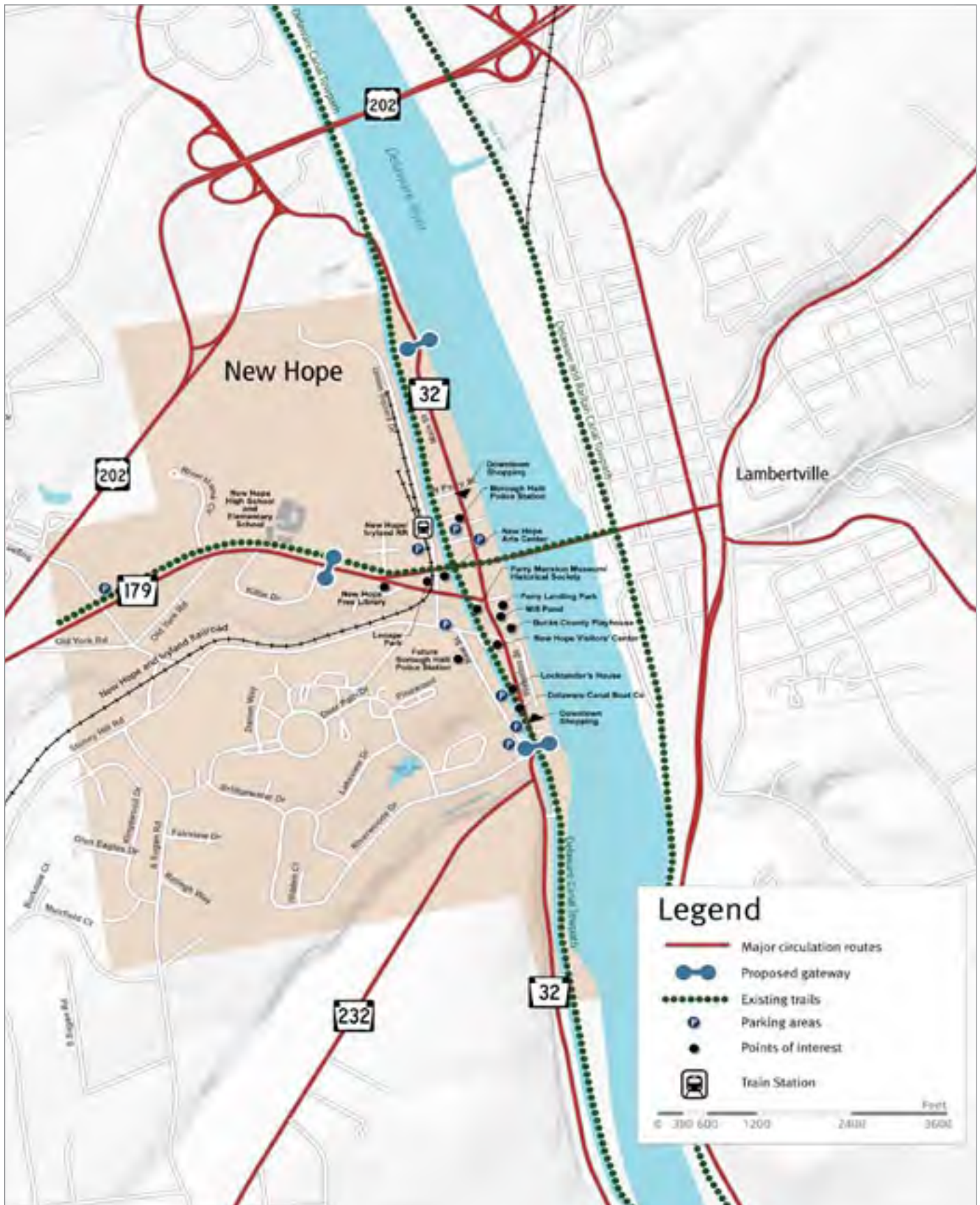
- Borough Hall
- Bucks County Playhouse
- Delaware Canal Boat Co./Friends of the Delaware Canal
- Delaware Canal Towpath
- Downtown Shopping
- Ferry Landing Park
- Lenape Park
- Library
- Mill Pond
- New Hope & Ivyland Railroad
- New Hope Arts Center
- Parry Mansion Museum
- Police Station/Borough Hall
- Public Parking
- Visitors' Center



Sign clutter caused by directional and commercial signage in the downtown shopping district of New Hope.



Approaching New Hope Station, a regional destination at the end of the line of the New Hope/Ivyland Railroad. Wayfinding elements would enhance the identity of this historic site as it relates to New Hope's other attractions.



New Hope Access Routes

BICYCLE WAYFINDING STRATEGY

The Delaware Canal towpath offers a very strong potential bicycle connection among the four Landmark Towns. In addition, the East Coast Greenway will pass through Bristol Borough and Morrisville. The Landmark Towns are also on state bicycle routes E and S.

Key recommendations for the bicycle system include:

- Trailheads should be established for the Delaware Canal towpath in each town at strategic locations offering good access to the business district. In some locations, these trailheads may already exist, but even existing trailheads can be enhanced. Each trailhead should provide:
 - A map board of the town with locations of interest, such as the visitor center, bicycle shops, etc.
 - Relevant telephone numbers (e.g. emergency services, town information, taxis, museums and attractions, etc.).
 - Racks for brochures and maps.
 - Bicycle parking.
 - Distance information to destinations along the path.
- Create strong bicycle and pedestrian access routes to the towpath.
- Use a mileage system on the towpath to identify distances between towns. Improve the visibility of mile markers to help travelers gauge distances and to help with trip planning.
- At trailheads and road crossings the towpath should have directional signage pointing to the towns, with distance markers.
- Work with SEPTA to improve bicycle access on Regional Rail.
- Investigate sponsoring one-way bicycle rental capabilities (through vendors) with shuttle-back systems (similar to canoe rentals).
- Market the canal path as a reason to visit the towns. Reach out to the bicycling community and through outlets targeted at families and recreational riders. Suggested itineraries should include stopovers for lunch or shopping.
- The East Coast Greenway should figure prominently into plans for Bristol Borough and Morrisville, to provide an attraction along this national trail.
- The towns should make plans for “complete streets” policies to build out the local bicycle infrastructure.
- Events and programming, such as organized rides and festivals, provide an opportunity to encourage tourism and celebrate bicycling.



Bicyclist on the Delaware Canal Towpath.



A sign along the towpath in New Hope directs travelers to a local restaurant.

PUBLIC TRANSPORTATION STRATEGY

Public transportation can help to increase visitation, reduce parking demand, and improve access for residents and employees.

Three of the towns are served by SEPTA (Bristol Borough, Yardley, and Morrisville). New Hope is served by intercity buses (Trans-Bridge Lines).

Signing for Rail and Bus Stations

The general strategy for public transportation is to improve wayfinding for travelers arriving by train or bus. Basic steps include the following:

- Each rail station should have a map board of the town on the platform. The map should show the relationship of the station to the destinations within the town.
- The map board should also provide key telephone numbers, such as taxis, police, borough services, etc.
- Each station should have a map showing the location of bus stops and a route map showing key destinations.
- Each bus stop should have the schedule for the bus line posted, and a map of the route.
- Wayfinding directional signs should be installed on streets leading from the rail station, wherever a change of direction is required (e.g. at an intersection) and at a distance of approximately every 300 feet.
- Signs within the town should direct motorists and pedestrians to the rail station, out to a radius of approximately mile.



A typical station-area map in the Tokyo subway provides information about the local area and directional signs.

Should the Landmark Towns be Connected by Shuttle Bus?

The Delaware Valley Regional Planning Commission studied the potential of new transit services to the Landmark Towns in a 2008 report, *Seamless Regional Transit Access: an Evaluation of New Intersate Links and Connectors*. DVRPC recommends the following:

- The estimated costs and ridership of providing bus service between Trenton and New Hope/Lambertville are not favorable as compared to existing subsidy rates for transit in the region. Based on those estimates, the service is probably not financially feasible.
- Burlington, New Jersey, and Bristol Borough should explore the potential for a seasonal shuttle bus connecting the towns to promote waterfront tourism. The Burlington-Bristol Bridge Commission could be a partner. Extending existing New Jersey Transit service across the bridge is unlikely to be feasible because of the required subsidies.



The SEPTA R7 Regional Rail train stops at Bristol Borough.



Existing Transit Routes

This map shows existing bus routes in Bristol Borough. Each route offers limited service (most routes running every hour or less). Modifying the existing routes to create an overlapping circulator pattern that runs more frequently should be studied.



Bristol Transit Strategy

- Bristol is served by four bus routes: SEPTA 128, 129, 304, and TMA Bucks Rush Bus. Each route uses different streets in Bristol, with only a few short stretches of overlap. All the routes serve the train station except Route 128.
- Instead of following different street routings, the lines could be combined onto one alignment through Bristol (where possible), with schedules staggered to produce more frequent service between the train station, downtown, and the waterfront.
- Bristol could also apply for supplemental funding to transform the Rush Bus into an all-day circulator line.
- As described above, signage at the station and leading to and from the train station should be improved, including installation of maps at the rail station.
- Information on train access can be provided through the Landmark Towns website and coordinated marketing efforts.

(Top) The RUSH bus is a service of TMA Bucks and offers a shuttle to major employers in Bristol Borough during commuting hours.

(Center) The tunnel at Bristol regional rail station should be improved to appear more attractive to visitors. Artistic lighting and murals would be one approach.

(Bottom) The connection between the regional rail station and downtown Bristol should be strengthened.

Morrisville Transit Strategy

- Morrisville should seek to have a rail station constructed that would serve downtown and provide access to both SEPTA and New Jersey Transit trains. A first step is a feasibility study. It is possible that the track switches along Amtrak's Northeast Corridor (in railroad terminology, known as "the interlocking") in Morrisville would need to be reconfigured.
- Morrisville bus service could be improved through operation of a shuttle from Trenton to make a stronger connection to office workers across the river and to the intermodal train station.



<http://local.live.com>

Potential location for Morrisville station.

Yardley Transit Strategy

- As described above, signage at the train should be improved, including a new map board, as well as signs leading to and from the train station.
- Yardley should work with SEPTA to construct improved sidewalk connections to the pedestrian underpass, in particular to connect to the northbound (outbound) platform.
- Yardley should seek to build a sidewalk connection from the train station to the Delaware Canal State Park and to the riverfront at the Yardley Bridge.
- Yardley should work with SEPTA to plan development at the train station, which could include elements such as a station building with retail amenities (e.g. a coffee shop) and possibly new development with structured parking. This will help to improve the arrival experience in the town.
- Yardley should pursue enhancements to the sidewalks leading to the train station.



The SEPTA R3 Regional Rail train stops at Yardley.



Yardley station. A dirt path is worn through the grass at Yardley station, indicating the need for a new pedestrian sidewalk to the underpass.

New Hope Transit Strategy

While New Hope does not have much public transportation today, improvements are possible. Recommendations include:

- Seek to build a high quality bus facility for intercity coach service. This will allow for marketing New Hope as a destination for urban residents (e.g. New York) who may not own a car. It may also help to facilitate charter bus operations.
- Locate the intercity bus/charter bus facility in proximity to the rail station to create potential intermodal connections in the future.
- Seek to implement a public transit connection to Doylestown to connect to the SEPTA network.
- Explore the potential for rail service connecting to SEPTA in Warminster based on successful models and precedents for low cost diesel shuttles.



Could the New Hope train station one day be an intermodal facility serving intercity buses and regional trains?



Diesel light rail has also been developed in North America, including in New Jersey. The River Line runs 34 miles between Camden and Trenton, with an average daily ridership greater than 9,000. The cost of this line, however, was relatively high, due to a large amount of infrastructure investment.



In Germany, some rural rail lines that had been abandoned are being reopened using low-cost diesel trains. At left is a rural line in 1990, and the same line in 2005. Fourteen miles of track were reclaimed from nature. The total cost of the project, including stations and crossings, was less than 23 million dollars.

Rail Service to the Landmark Towns

All of the Landmark Towns are on the border with New Jersey. In many cases, bi-state cooperation will be required to improve public transportation and rail access. The Landmark Towns would benefit from the following “big picture” strategies to improve access to the regional rail network:

- Joint ticketing among rail carriers (Amtrak, SEPTA, New Jersey Transit) to facilitate access to the Landmark Towns).
- Joint marketing and mapping among carriers, with a common website for trip planning to facilitate accessing the towns.
- Shuttle bus connections from rail stations to downtowns.
- Coordination of planning on the Northeast Corridor to serve new travel markets.






















At the present time, none of the towns enjoys direct (one-seat ride) rail service from New York and the Northern New Jersey markets. However, several possibilities exist for future service:

- The R3 (West Trenton) line could be extended to Newark/Hoboken, restoring a route that was terminated in the 1980s.
- Morrisville could be served by a new station, which could host both SEPTA and New Jersey Transit trains, offering a one seat ride to New York.
- Bristol Borough could be served by an extension of New Jersey Transit service to Philadelphia on the R7 line, which was considered when New Jersey Transit took over Amtrak’s “Clocker” commuter runs or by a coordinated connection between Amtrak, New Jersey Transit, and SEPTA at Trenton.

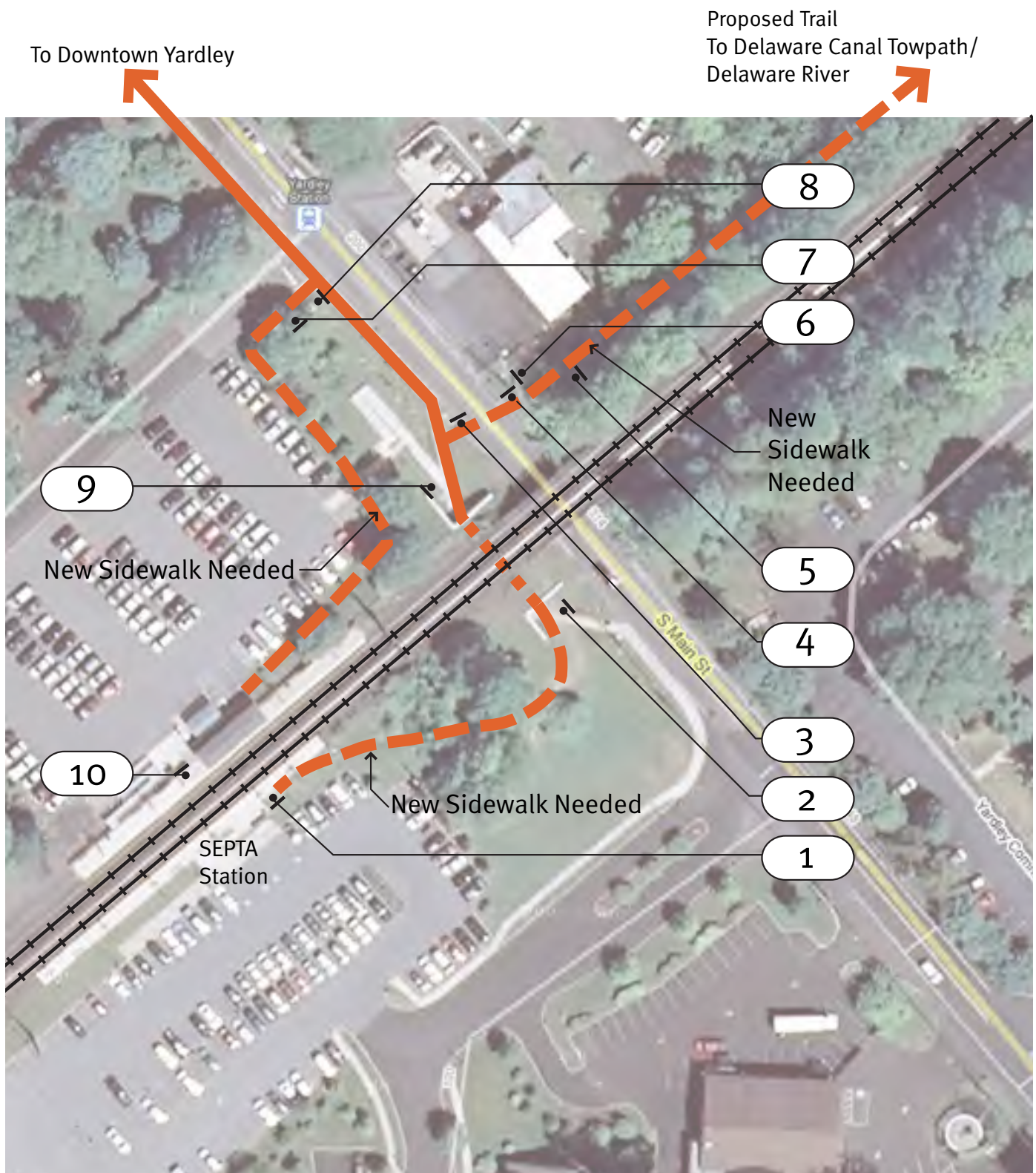
As mentioned previously, New Hope has a rail track connection to the SEPTA network. This rail line could be used for a shuttle connection, following a low-cost approach used in other locations.

Vehicular Journey in Yardley

This diagram and sign description table lists the signs that a visitor arriving by car would encounter on the way to downtown Yardley.



























Item #	Description	
1	Welcome to Yardley	
2		Old Library
		Lake Afton
3		Delaware River
		Canal Path
		Shopping
		Train Station
4		Police
		Playground
5		Borough Hall
		Parking
6		To I-95
7		Delaware River
		Canal Path
		Train Station
8		Shopping
		Train Station
9		Delaware Canal
10		Lake Afton
		Old Library
11		Police
		Playground

SAMPLE JOURNEYS



Transit/Bicycle Sample Journey

This diagram and sign description table lists the signs that a visitor arriving by train with or without a bicycle would encounter on the way to downtown Yardley.

Item #	Description
1	Local Area Map Train Schedule Board  Cross-under to Outbound Trains  Downtown Yardley  Delaware Canal Towpath  Delaware River
2	 Cross-under to inbound trains  Downtown Yardley (requires proposed trail connection)  Delaware Canal Towpath  Delaware River
3	 Delaware Canal Towpath  Delaware River
4	 Downtown  Delaware Canal Towpath (requires proposed trail connection)  Delaware River
5	 Delaware Canal Towpath  Delaware River (requires proposed trail connection)
6	 SEPTA station  Downtown Yardley
7	Station Identification Sign  Trains to Philadelphia  Trains to West Trenton
8	 Downtown  Delaware Canal Towpath
9	 Trains to Philadelphia  Trains to West Trenton
10	Local Area Map Train Schedule Board  Crossover to Outbound Trains  Downtown  Delaware Canal Towpath

LANDMARK TOWNS WAYFINDING SIGN SYSTEM



A double post gateway sign is shown within a planting bed at a location that visitors perceive as the edge of town.

The Sign Plan

People are natural pathfinders; if you can provide them with simple, clear and consistent information to assist them in their journey they will regard that place as enlightened and truly welcoming. The signage plan provides for visitor information through vehicular and pedestrian direction, site and destination identification, auto-tour pathfinders, transit identification and information, orientation maps and hiking and bicycling trail signs. Included are some interpretive recommendations that supplement the existing Delaware & Lehigh system. These recommendations should form the basis for the development of a comprehensive set of design guidelines.

The signage system should play an important role in raising public awareness about the Landmark Towns of Bucks County and the Delaware & Lehigh National Heritage Corridor. A consistent graphic language that establishes visual continuity throughout the system should be developed. In general a strong but understated look is recommended, balancing clarity and effectiveness with brand/identity.

The sign drawings presented in this plan are at a schematic level of development. Phase II of this project will involve further design development and specifications of these products.

A Comprehensive System

The comprehensive wayfinding and sign system that follows has emerged from a user scenario approach. Whether directional, identification or interpretive signage, this approach imagines a series of typical users and their needs.

In the case of motorists, we had to imagine their destinations, directions and critical decision points. Of course, the actual trajectories of visitors, residents and workers are as varied as the individuals, but by imagining a few of the most common sequences of movement, it is possible to develop a system that will serve many people efficiently and conveniently. This system also includes orientation/information kiosks with maps and interpretive content. These are intended to introduce visitors to the The Landmark Towns of Bucks County and convey a richer level of information about destinations and services.

This plan presents a framework for a comprehensive system of tools that each town can utilize within its own town limits while connecting to the greater D&L system and network. It is intended as a toolbox to draw from as each partner defines individual goals and objectives. These tools are intended to assist and enhance the towns; tighten the connections between towns and the Delaware & Lehigh experience; and elevate the entire region as a vital and exciting place for people to live, work and play.

Goals & Recommendations

- Create an expanded set of identity standards for the consistent use and application of the D&L logotype, Landmark Towns of Bucks County name and four town names: Morrisville, Yardley, Bristol Borough and New Hope.
- Build on the existing Delaware & Lehigh system, including logotype, supporting typefonts and color as specified in the "Visually Speaking" guidelines.
- Review and define branding recommendations for the expanded signage & wayfinding system.
- Develop schematic signage recommendations for an expanded D&L system that embraces and supports the goals of the Landmark Towns Initiative.

Identity, Branding and Color

This is a limited planning survey of identity standards required for the successful design and implementation of a signage and wayfinding system for the four Landmark Towns of Bucks County. It is understood that the Delaware & Lehigh National Heritage Corridor and the Landmark Towns Initiative have a much broader array of marketing, promotional and educational message needs that are not currently part of the scope of this project.

Analysis

The study began with an analysis of the existing identities, medallions & seals in use for the Delaware & Lehigh National Heritage Corridor and Landmark Towns of Bucks County. It quickly became clear that the existing circular identities for the D&L and Landmark Towns were similar in color, shape and design and using the two together throughout the new system would result in lowered brand recognition for each organization. The existing D&L identity was selected as the umbrella identity or overbrand to be used throughout the system and a new typographic treatment for Landmark Towns was developed to identify and distinguish it from the D&L. In addition, individual town seals, mostly circular in format and design, are being considered for use on select signs located within each town.

The goal is to provide the appropriate level of recognition for each of these entities in a location, sequence and hierarchy that provides understanding, clarity and connection for the visitor.



BRISTOL BOROUGH



NEW HOPE



MORRISVILLE

YARDLEY

Primary Brand

The overbrand or primary brand functions as an umbrella for multiple destinations, activities and events throughout the region. In this function the chosen identity is featured prominently at the top or bottom of the signage and serves to let people know that this destination, activity or event falls within or is part of the Delaware & Lehigh National Heritage Corridor experience. The only time the D&L symbol is not featured is for signs that identify town facilities and functions. These signs will replace the D&L symbol with the individual town identity or seal.

Secondary Brand

The role of the secondary brand is one of supporting connection and association between the Landmark Towns wordmark and a business, institution, organization or activity. In this application the wordmark (a logo made up of typography) is subordinate to the primary identity and message of the partner (town) or site. It gains resonance by association and partnership with other experiences the visitor values. The Landmark Towns wordmark is recommended for use throughout the entire signage and wayfinding system.

Other Applications

There are many other applications and formats that cross a wide range of media that are not currently described in this plan. It should be noted that in some of these other applications the "Landmark Towns" wordmark and existing circular symbol may become the primary brand message. In these applications individual town seal(s) as well as the D&L symbol would become underbrands or secondary brands and may be subordinate to the Landmark Towns message and identity.

Color

A family of complementary colors has been developed for use throughout the signage system with community input. The colors chosen grow from existing uses and/or preferences shared or expressed by each community. The Landmark Towns palette should be composed of harmonious colors and complement the Delaware & Lehigh burgundy. These colors will also need to be equal in value and chroma so that no one color stands out from another and to meet important legibility requirements.

These colors are recommended for the widest possible use and implementation across all media throughout the Landmark Towns network.

Typefont

The identity guidelines of the Delaware & Lehigh National Heritage Corridor specify two families of typefonts, Serifa, a serif font, and Meta, a sans serif font, that are used throughout their signage and identity programs. These typefonts are strongly associated with the brand of the D&L. Meta Bold Capitals was pulled from the Visually Speaking design guidelines for the town names. To distinguish the Landmarks Towns from its parent, the Delaware & Lehigh National Heritage Corridor, an additional serif typefont, Adobe Caslon Regular, has been introduced.

Brand Architecture

	Symbols	Typography and Colors
D&L		
	Primary Brand	
Landmark Towns of Bucks County		
	Logomark for print	Secondary Brand
Towns		
	Town seals that may be developed for town signage	Typography and Color for Individual Towns

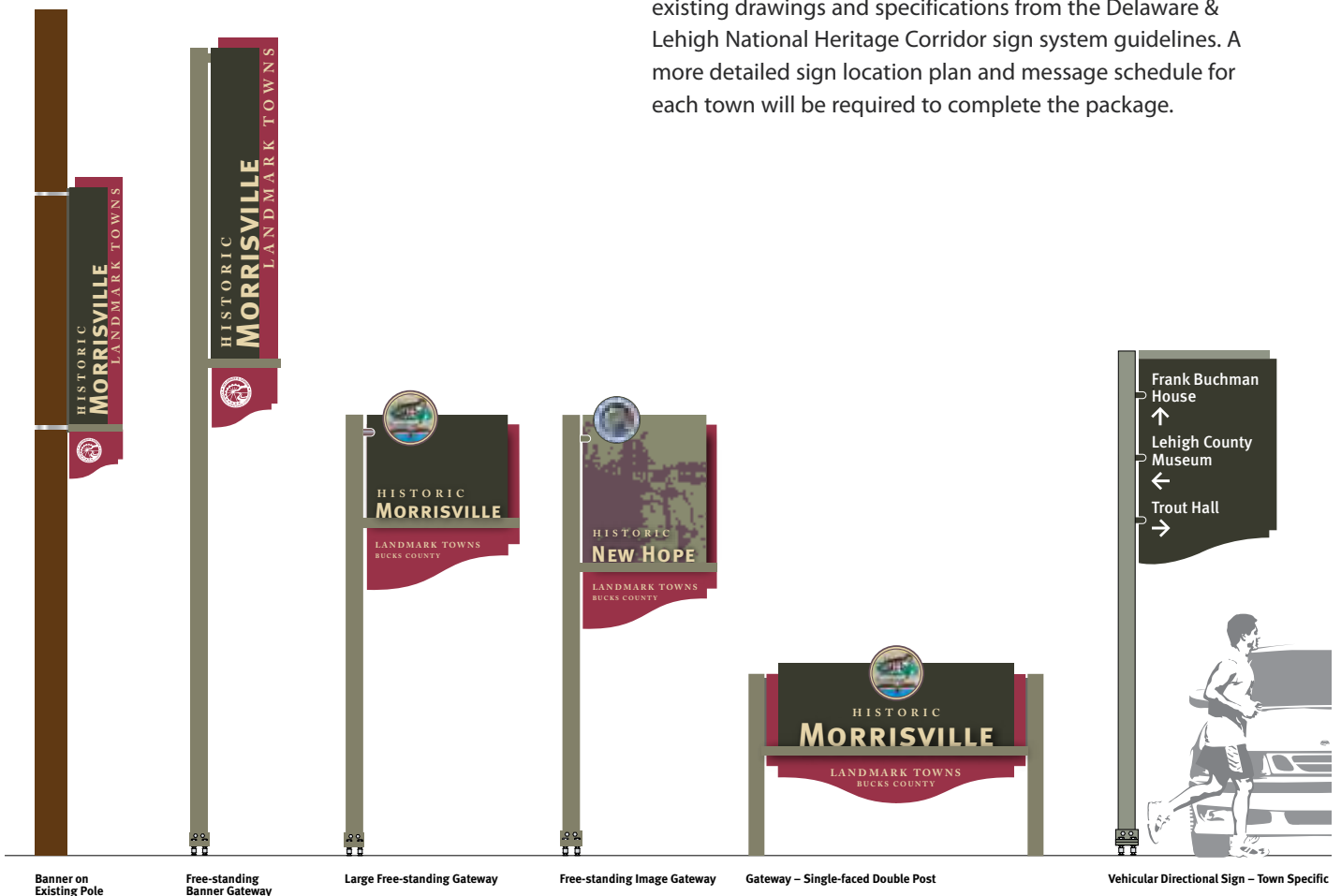
This diagram catalogues the essential identity elements for the signage and wayfinding system presented in this plan.

Sign System Recommendations

Overview

This is the recommended signage and wayfinding system for the Landmark Towns Initiative. It is intended for application to the widest possible range of informational, directional and interpretive uses within each of the four Landmark Towns: New Hope, Yardley, Morrisville and Bristol Borough in Bucks County, Pennsylvania.

The system presented is schematic in nature and was chosen from several design options presented to the Landmark Towns executive committee and stakeholders from each community. It is intended for conceptual review, input and approval. To complete the system will require design development, documentation and specification steps. During design development additional design details and content issues will be resolved. The documentation and specification steps should be abbreviated because of the reuse of existing drawings and specifications from the Delaware & Lehigh National Heritage Corridor sign system guidelines. A more detailed sign location plan and message schedule for each town will be required to complete the package.



Goals & Recommendations

1. Create an integrated and unified signage, wayfinding and interpretive system to orient residents and visitors to the resources, amenities and history of the Landmark Towns communities.
2. Build identity and create a strong sense of place. To accomplish this will take more than “You are entering” and “You are leaving” signs. The regional and interior roads that connect these towns should receive an overlay of elements that creates a continual sense of being in a “Landmark Town of Bucks County.”
3. Create support and enthusiasm for the project. If you live and work in the area, your viewpoint is going to be different than that of a visitor. Residents have a “non-physical sense of place” that visitors do not have. This system should communicate pride, welcome and connection with the places, values and history within the community. The business community has a major stake in how Landmark Towns are marketed and presented. If they are going to support the project, they will be more interested if it somehow supports their interests.

System Components

- PennDOT—Manual on Uniform Traffic Control Devices (MUTCD) signs on interstate and state highways
- Gateways—primary and secondary identification signs
- Vehicular directional blazes for the Scenic Byway (state byway signs)
- Vehicular directional signs
- Parking blazes directing visitors to specific destinations
- Building and facility identification signs
- Pedestrian orientation kiosks
- Public transportation identification and route maps
- Interpretive information



LANDMARK TOWNS WAYFINDING SIGN SYSTEM

Delaware & Lehigh System Overview

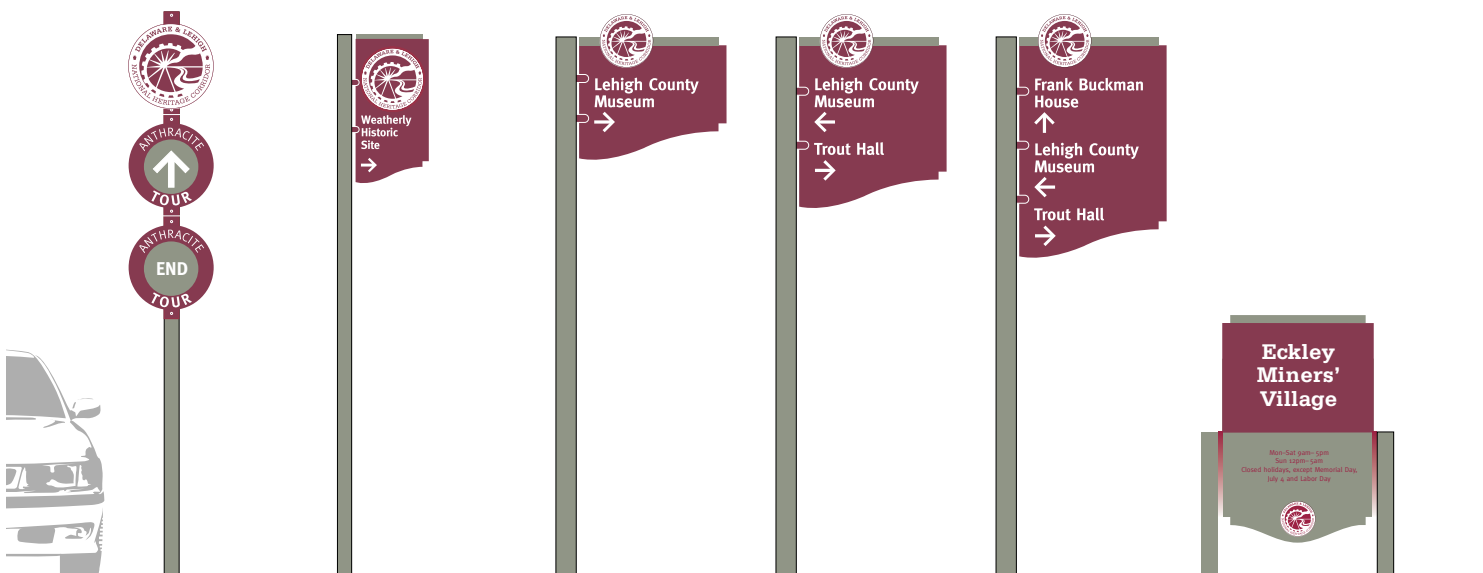
Overview

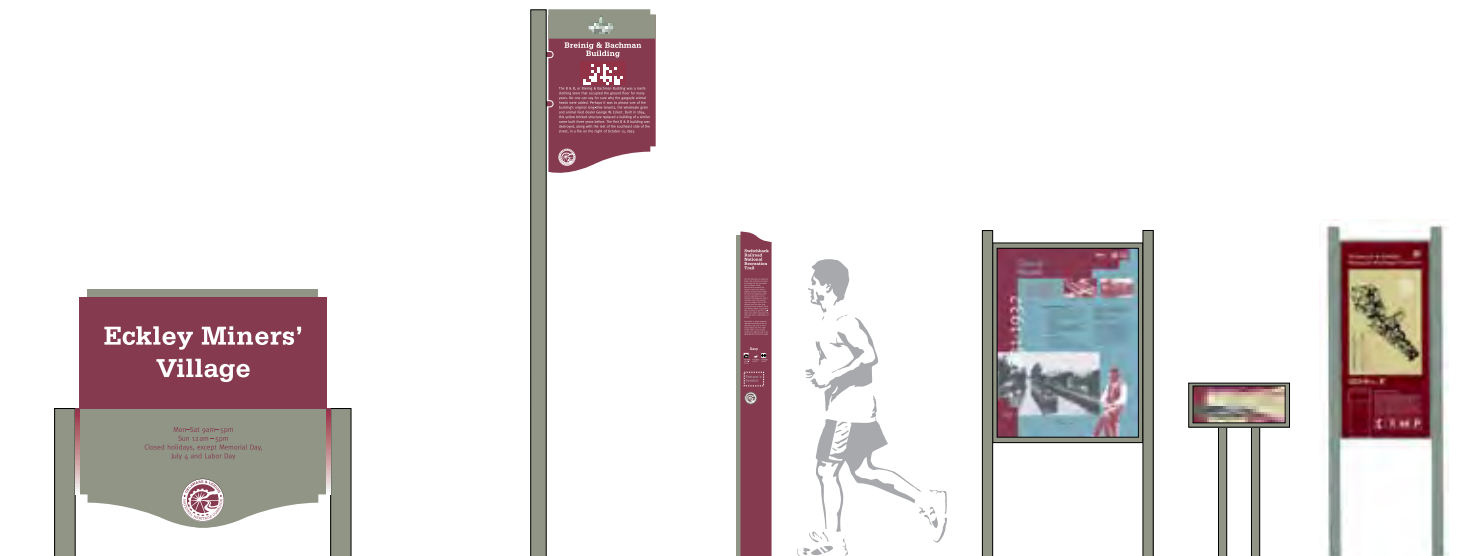
The Delaware & Lehigh system standards “Visually Speaking” form the basis and foundation for the development of additional signage, wayfinding and interpretive elements for the Landmark Towns initiative. Every attempt has been made to develop these new products as part of an integrated regional system. As such the D&L system presented here will remain in use throughout the region.

Goals & Recommendations

Expand and upgrade the existing D&L system. System enhancements could include:

1. Overall upgrades to materials and finishes to reflect current changes in technology, finishes and related warranties.
2. Addition of break-away-footer to bring signs up to DOT safety standards.
3. Larger type size on vehicular directional signs.
4. Upgrades to the interpretive signs to introduce new National Park Service standards and features.
5. Changes to the design and layout of the interpretive panel system to provide greater range of content, image and color options.
6. Addition of land and water emergency response system that uses codes and other relevant information so that emergency teams, police and fire departments can respond more quickly.





Vehicular Directional

Delaware & Lehigh Signage

DESCRIPTION	LOCATION CRITERIA	MESSAGE CONTENT
Single-faced post and panel sign provide timely information to help the traveler make decisions. Directional information signs direct visitors from interstates and neighboring areas to primary and essential destinations.	<ul style="list-style-type: none">• Vehicular visibility• Night visibility• Located perpendicular to main thoroughfares• Located 100-150 feet in advance of decision points	<ul style="list-style-type: none">• Directional arrows• Destinations• Parking symbols• Delaware & Lehigh logo

The D&L system is used in the interstitial spaces between the Landmark Towns. Once the motorist enters the town the town color is used for the vehicular directional background color helping the motorist identify that they are within the town proper.

Destinations should be listed by order of movement: left, right, ahead.

D&L Revised Vehicular Directional Signs

- Increased message size (Shown)
- Increased panel size and height
- Break-away footer

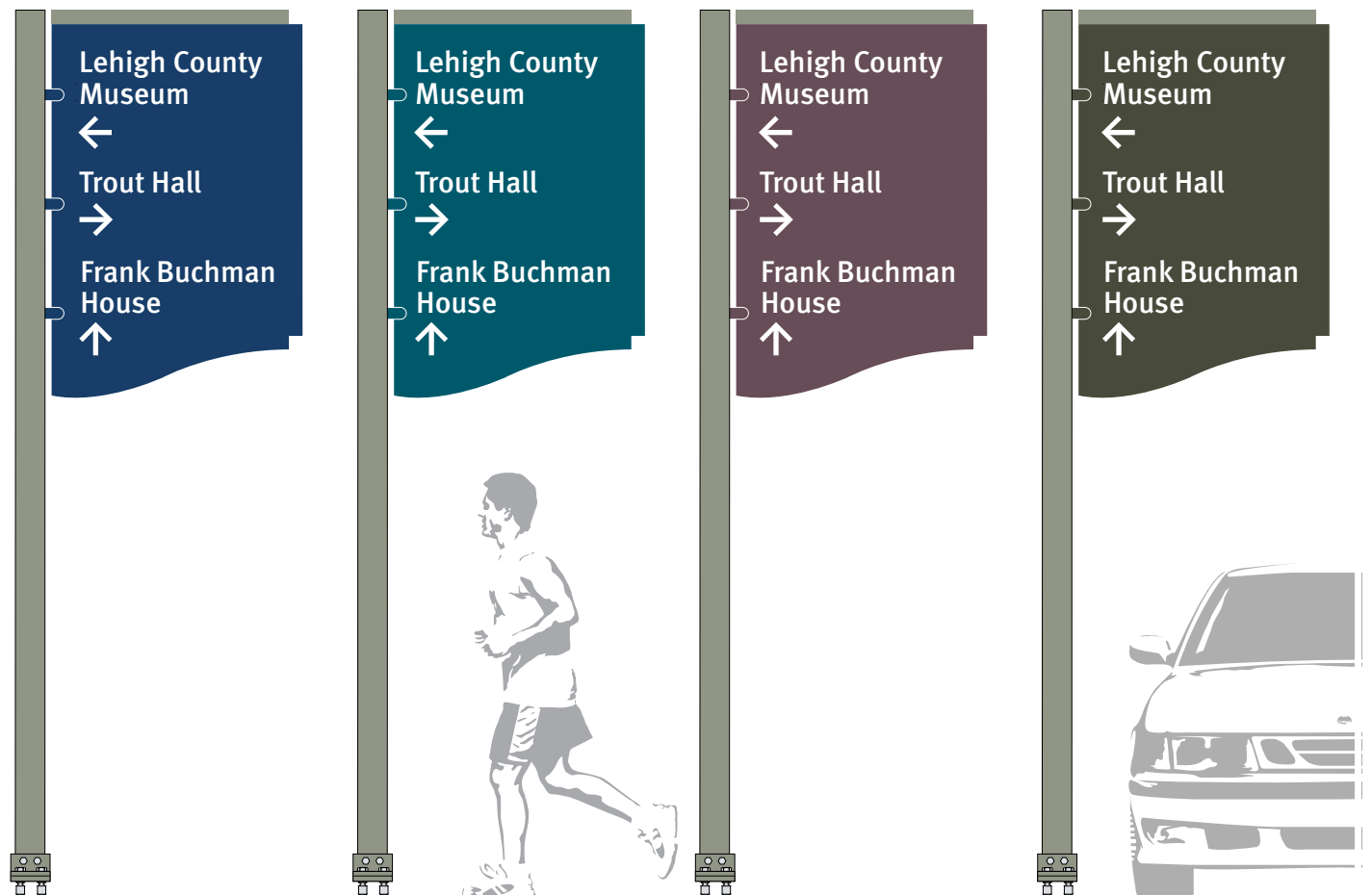


Vehicular Directional

Town Signage

To create continuity, vehicular wayfinding signs within the communities will use the existing architecture of the D&L system. Fewer resources will be used by building on the existing D&L system.

Each town, during design development, will establish a signature background color that works well with the D&L base color. This color will be used throughout their sign system. The color has to be dark enough that when reflective type is placed on it the signs will meet ADA's contrast and legibility requirements.



Colors for each town will be developed during the design development phase with stakeholder input.



Banner

Free-standing Banner Gateway

Free-standing Gateway – Large

Vehicular Directional

Gateway Identification

DESCRIPTION	LOCATION CRITERIA	MESSAGE CONTENT
<p>Banner Gateways—Double-faced permanent banners. Banners are used in locations where the site lines to smaller post and panel signs would be blocked.</p> <p>Freestanding Single-post Gateways—Four sizes of single-faced post and panel signs may be used at main and secondary entrances to the town. The different sizes accommodate the different length names of the towns and different site conditions found at each gateway location. Locate signs with maximum visibility from thoroughfares.</p> <p>Freestanding Double-post Gateway—This sign may be used at primary entrances to the town where landscaped locations allow.</p>	<ul style="list-style-type: none">• Vehicular visibility• Night visibility• Located perpendicular to main thoroughfares• Located at perceived entrances to the center of town	<p>Banners</p> <ul style="list-style-type: none">• Town name• Historic• Landmark Towns• D&L logo <p>Post and Panel Signs</p> <ul style="list-style-type: none">• Town symbol• Town name• Historic• Landmark Towns Bucks County



Option: Adding period photographs as an underlay on the signs can help tell a story about each town's rich history.

Free-standing Gateway – Small

Free-standing Gateway – large with Image

Gateway – Low

Municipal Building Identification Signs

DESCRIPTION	LOCATION CRITERIA	MESSAGE CONTENT
Medium-size single- or double-faced post and panel sign provides identification for municipal buildings. Locate at entrances with maximum vehicular visibility from thoroughfares.	<ul style="list-style-type: none">• Vehicular visibility• Night visibility• Located perpendicular to main thoroughfares near entrances, or• Parallel to road in front of building	<ul style="list-style-type: none">• Town seal• Town name• Building name• Landmark Towns Bucks County wordmark <p>Optional</p> <ul style="list-style-type: none">• Street number



Transportation Identification/Information Signs

DESCRIPTION

Bus Stop/Route Map Sign—Double-faced sign that attaches to existing posts. The sign identifies bus stops and gives route information. Local points of interest may also be indicated on the map.

Rail Station Identification Panels—These panels are attached to existing Regional Rail Sign System standards along the train platform.

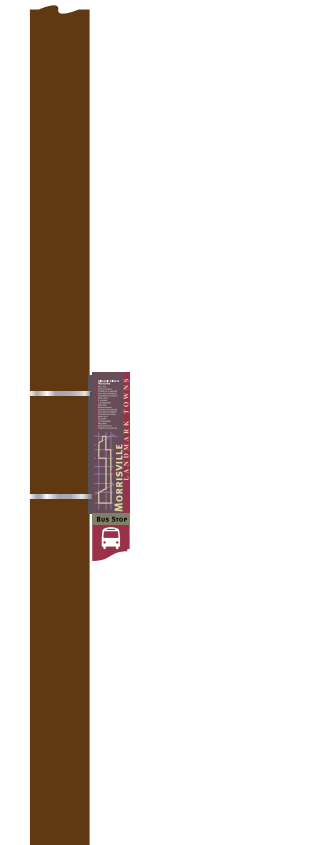
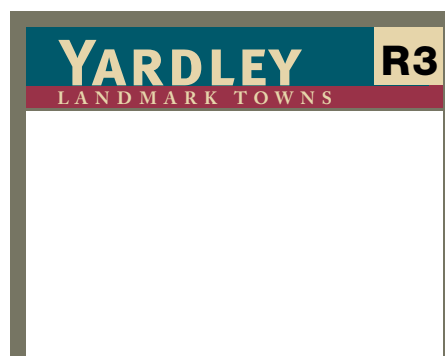
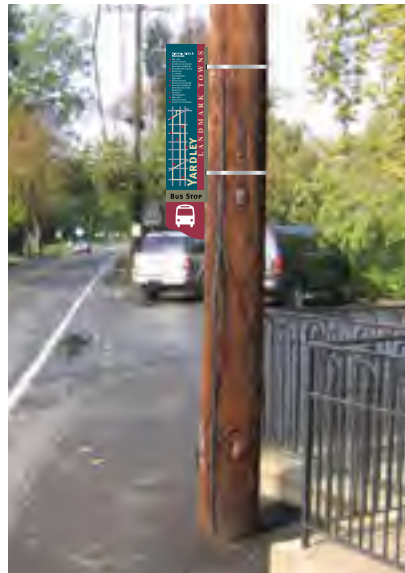
Regional Rail Station Identification Banners—Freestanding banner signs identify Landmark Towns with the Regional Rail station.

LOCATION CRITERIA

- Located along bus routes or train platforms
- Night visibility for identification signs
- Regional Rail signs are located along access roads to stations or at rail station parking lot entrances.

MESSAGE CONTENT

- Town name
- Landmarks Towns
- Bus symbol or regional rail number
- Route map with highlighted points of interest (bus stop signs only)



Pedestrian Orientation/Information/Interpretive Kiosk

DESCRIPTION	LOCATION CRITERIA	MESSAGE CONTENT
<p>A double-faced freestanding pedestrian kiosk provides orientation information at the towpath trail, town center or train station. Located at entry points the marker may stand alone or be used in combination with a selection of interpretive components.</p> <p>The map detail would show access to the multi-modal journeys, related visitor sites, trails, towns and neighborhoods. A key map and legend would accompany the map detail. Information on where the visitor may acquire take-away maps and other information would also be posted.</p> <p>In some situations it may be desirable to have these kiosks illuminated at night or placed in a well illuminated area. Lighting can help visitors locate the structure, make it readable and provide a beacon of welcome and safety.</p> <p>While designing such a kiosk is a relatively simple matter, it is the programming and management of information that will determine if it is an effective source of information for visitors. The appropriate entities will need to work closely to develop an effective management plan for upkeep.</p>	<div></div> <ul style="list-style-type: none">• Pedestrian visibility• Perpendicular to directed path of travel• Located at entry points to towpath	<ul style="list-style-type: none">• Community name• Landmarks Town and D&L logo• Map detail of local area with key map to entire D&L area• Pedestrian directional information• Interpretive information• Directions for how to get additional information about the area• Local safety information and related emergency phone numbers



As information is gathered from the community, the size of the kiosk may be adjusted.

Interpretive Signs

DESCRIPTION

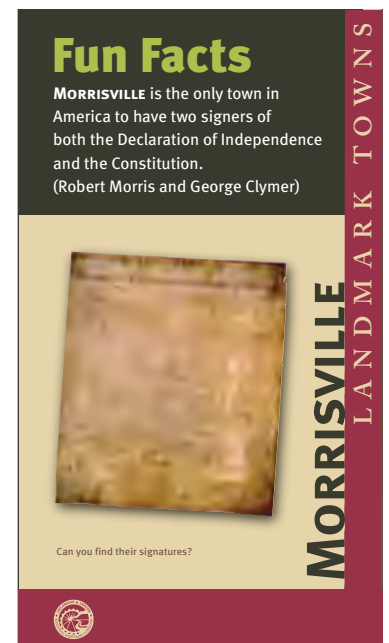
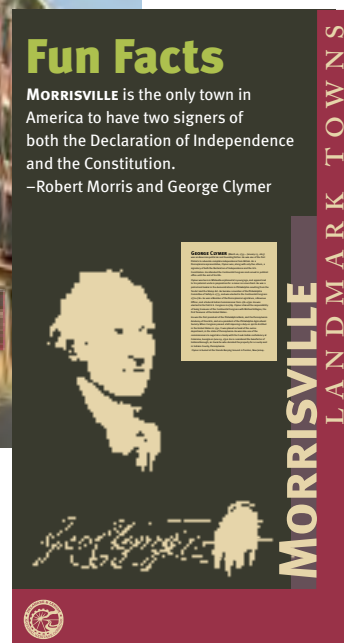
Stories and opportunities abound for engaging visitors and residents. Stories can be told about the history of the town or region, notable characters or natural phenomena and wildlife to name a few. Interpretive panels can also be used to activate an area. Illustrated below are poster size panels with fun facts about the town that could be displayed in buildings under renovation.

LOCATION CRITERIA

- Located along pedestrian walk ways

MESSAGE CONTENT

- Notable story
- Relevant images
- Town name
- Landmark Towns
- Sponsor names



SIGNAGE FABRICATION BUDGET

Section A - Basic			est. qty	unit price	total price	unit install	total install	total
1	Town gateway - major	Single-faced	8	6,800	54,400	1,020	8,160	62,560
2	Town gateway - minor	Single-faced	12	4,200	50,400	630	7,560	57,960
3	Town gateway - banner- custom pole	Double-faced	8	9,200	73,600	1,380	11,040	84,640
4	Vehicular directional - large	Double-faced	24	6,120	146,880	918	22,032	168,912
5	Vehicular directional - medium	Double-faced	36	4,432	159,552	665	23,933	183,485
6	Vehicular directional - oversized	Single-faced	16	6,940	111,040	1,041	16,656	127,696
7	Town vehicular trailblazer	Single-faced	40	2,735	109,400	410	16,410	125,810
8	Town banner - existing pole-mnted - lrg	Double-faced	8	6,600	52,800	990	7,920	60,720
9	Town banner - existing pole-mnted - med	Single-faced	48	4,200	201,600	630	30,240	231,840
10	Tain station banner - existing pole-mnted - sm	Single-faced	16	3,600	57,600	540	8,640	66,240
11	Interpretive panels - storefront	Single-faced	16	1,600	25,600	240	350	25,950
12	Pedestrian orientation & map	Single-faced	24	3,790	90,960	569	13,644	104,604
Sub-total			256		1,133,832		166,585	1,300,417
Contingency - 5%								65,021
General conditions - 5%								65,021
Subtotal cost for 4 towns			(approx \$360,000 per town)					\$1,430,458
Section B - Optional								
13	Main/large building identification	Double-faced	4	3,800	15,200	570	250	15,450
14	Medium building identification	Double-faced	4	3,110	12,440	467	1,866	14,306
15	Parking trailblazer - small	Single-faced	32	525	16,800	79	2,520	19,320
16	Parking trailblazer - post-mounted	Single-faced	32	2,135	68,320	320	10,248	78,568
17	Parking lot identification	Double-faced	16	2,000	32,000	300	4,800	36,800
Sub-total			88		144,760		19,684	164,444
Contingency - 5%								8,222
General conditions - 5%								8,222
Subtotal cost for 4 towns			(approx \$45,222 per town)					\$ 180,888

Estimates are approximate and based on "ballpark" proposals from regional sign contractors. Estimates assume aluminum construction with Coraflon fluoropolymer paint. Removal of existing signs, payment of performance bonds, sales tax and consolidation of interstate signs into one simplified format have not been included in this estimate.

Sign quantities are based on the following formula for each town:

Section A - Basic

2 major & 3 minor gateways; 4 large banner (2 towns only) structures each; 6 large, 12 medium and 4 oversized vehicular directional; 10 veh trailblazers; 4 storefront interpretive displays; 6 pedestrian orientation stations; 4 sm train station banners.

Section B - Optional

1 main building id; 1 medium building id; 8 small parking trailblazers; 8 post-mounted parking id; 4 parking id

