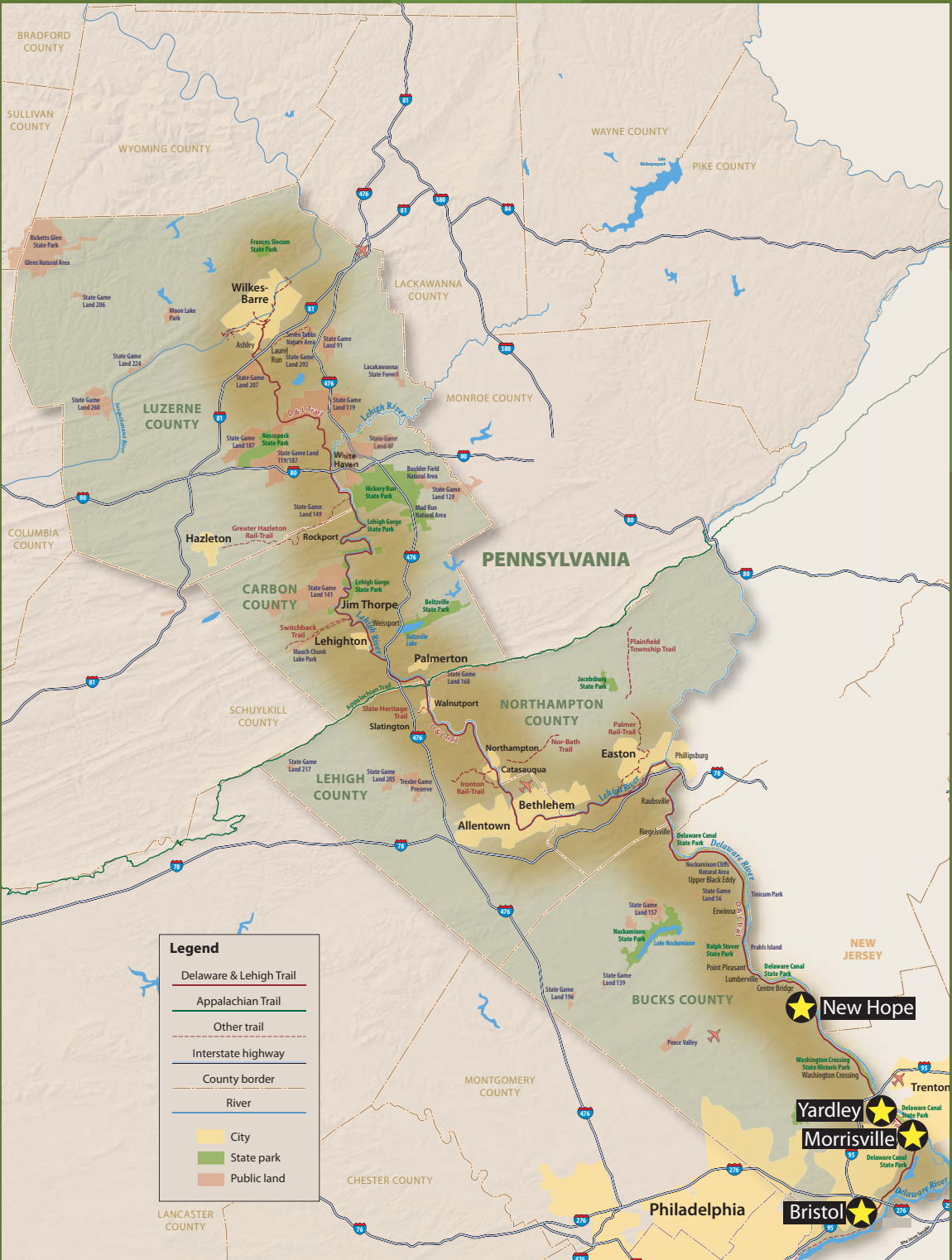


Map of the Delaware & Lehigh National Heritage Corridor

The Landmark Towns of Bucks County are part of the Delaware & Lehigh National Heritage Corridor, which extends from Bristol to Wilkes-Barre along the Delaware and Lehigh Rivers.



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Landmark Towns Strategic Wayfinding Plan

EXECUTIVE SUMMARY

PREPARED BY
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HISTORIC BRISTOL BOROUGH



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YARDLEY



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BRISTOL BOROUGH

WHAT IS A LANDMARK TOWN?

A "Landmark Town" is a special community. A town becomes a "landmark" by virtue of its history, quality, and public admiration.

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.

What would the signs look like?

The existing signs in the Delaware & Lehigh National Heritage Corridor serve as a basis for creating a new family of signs. The intent is to create a visual harmony while also establishing a unique identity for each town. Colors and imagery would draw from the rich historical palette of each community.

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.

The sign drawings developed as part of the strategic wayfinding plan are schematic in nature. Phase II of this project will involve further design development and specifications of these products.

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. To do this, the plan recommends:

- Creating 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.
- Building on the existing Delaware & Lehigh system, including logotype, supporting typefaces and color as specified in the "Visually Speaking" guidelines.
- Reviewing and defining branding recommendations for the expanded signage & wayfinding system.
- Developing schematic signage recommendations for an expanded D&L system that embrace and supports the goals of the Landmark Towns Initiative.

How much will it cost?

A wayfinding sign system is a "kit of parts" that can be implemented in modules and phases. A preliminary quantity estimate was prepared for the entire sign program. For all four towns a preliminary estimate of 350 signs was prepared, with a total cost of around \$1.6 million. This includes town gateway signs, banners, building identification signs, maps, and vehicular directional signs. It does not include modifications or additions to conventional Department of Transportation signs, which would be undertaken separately.

