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Upper Moreland - Willow Grove

Signage and Wayfinding Master Plan - Schematic Design

February 07, 2013



PROJECT OVERVIEW



ENVIRONMENTAL AUDIT

SITE AUDIT/PHOTOS

2.2

History - A Look Back

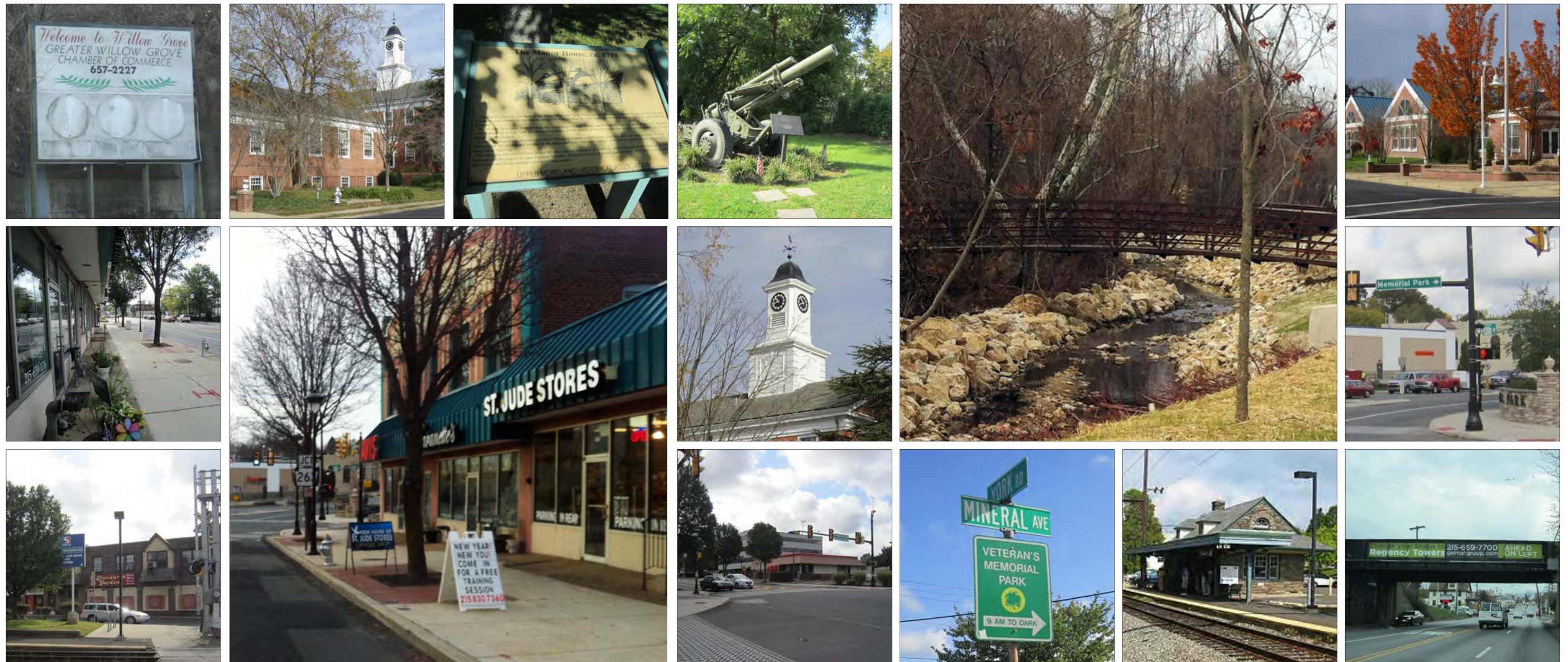




SITE AUDIT/PHOTOS

Present

2.3





SITE AUDIT/PHOTOS

Design Influences - Textures, Patterns, and Colors



Word Map

— 2.5



WELCOME

Creating opportunity and celebrating a new direction.

The northern hub of the philadelphia suburbs.

“proud of our heritage”

TRADITIONAL

“vibrant and progressive local cultural”

Modern



BASIC STANDARDS

Identity Typefaces

AGFA Rotis Serif
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!?,.”

Bembo
Small caps & oldstyle

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &!?,.”

Berthold Bodoni
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!?,.”



BASIC STANDARDS

Informational Typefaces

Gill Sans
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!?,."

Interstate
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!?,."

Trebuchet MS
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &!?,."

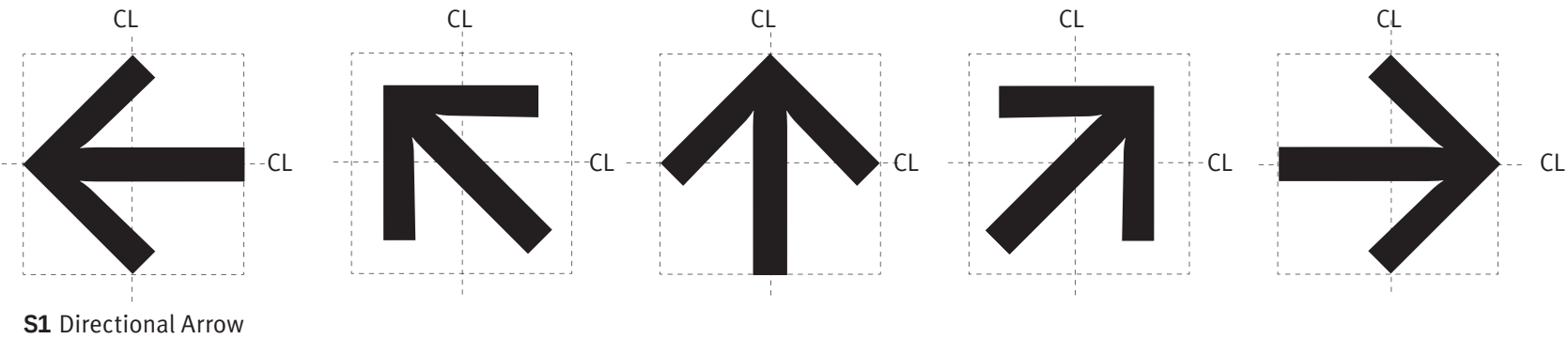
Meta Normal
Capitals

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &!?,."



BASIC STANDARDS

Arrows



S1 Directional Arrow

Symbols



S2 No Smoking



S3 Restrooms



S4 Telephone



S5 Handicapped Accessible



S6 Parking



S7 Library



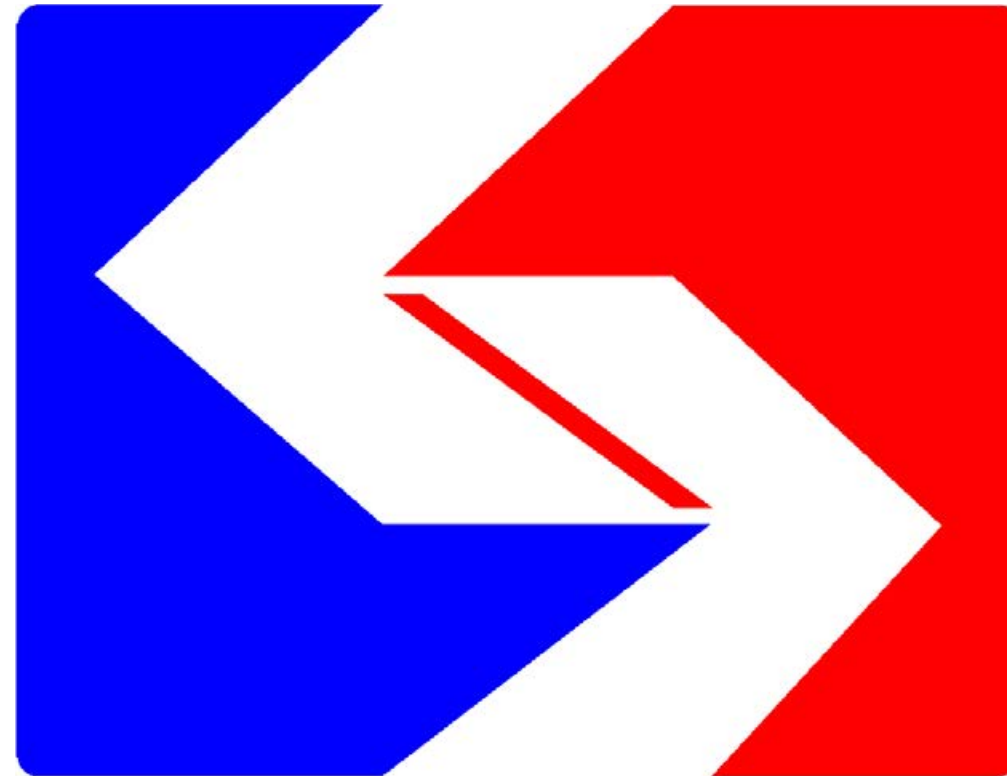
BASIC STANDARDS

2.9

Logos



A1 Upper Moreland Township Logo



B1 Septa Logo

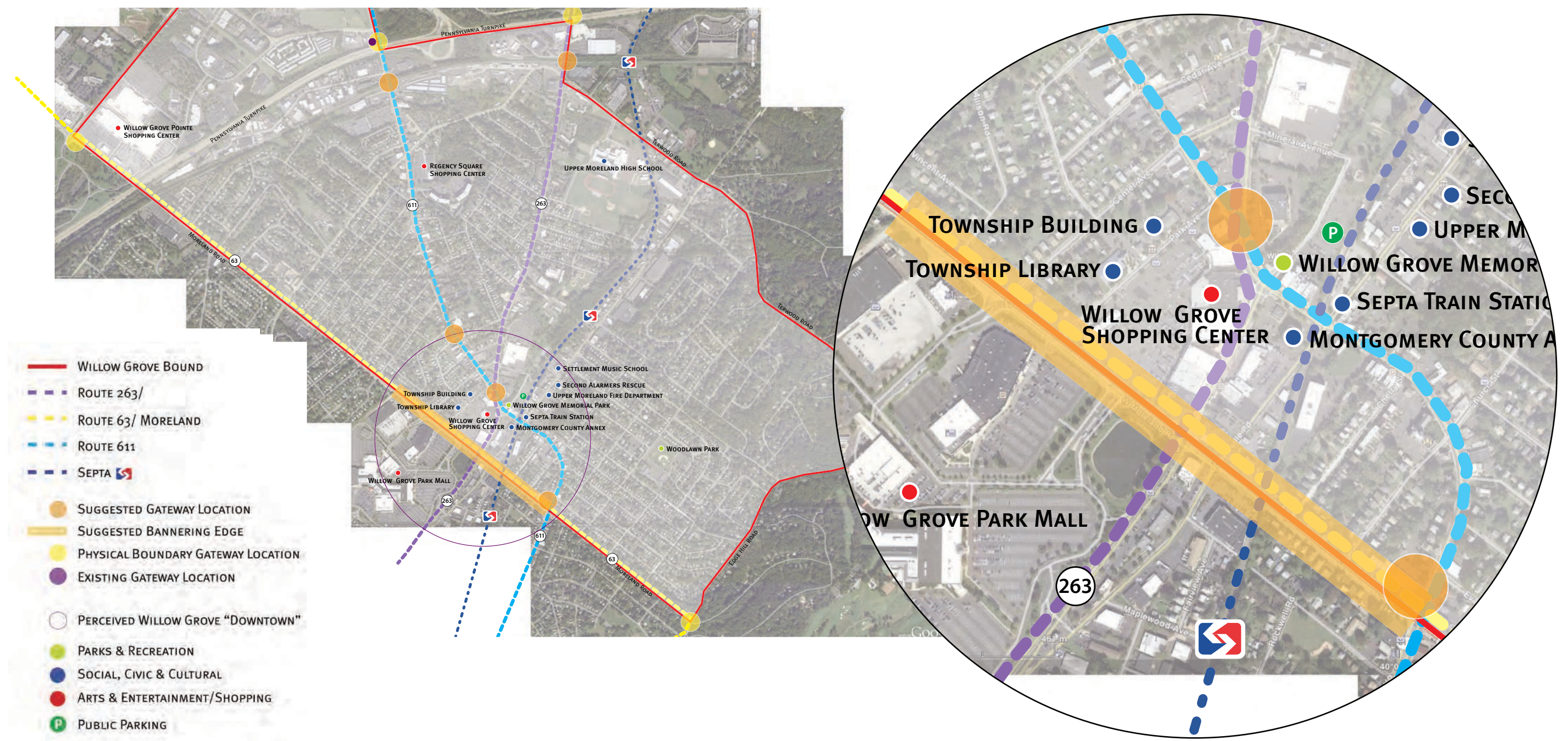


GATEWAY LOCATIONS

GATEWAY AND PLACEMAKING VISION

3.2

Willow Grove Gateways & Destinations





GATEWAY AND PLACEMAKING VISION

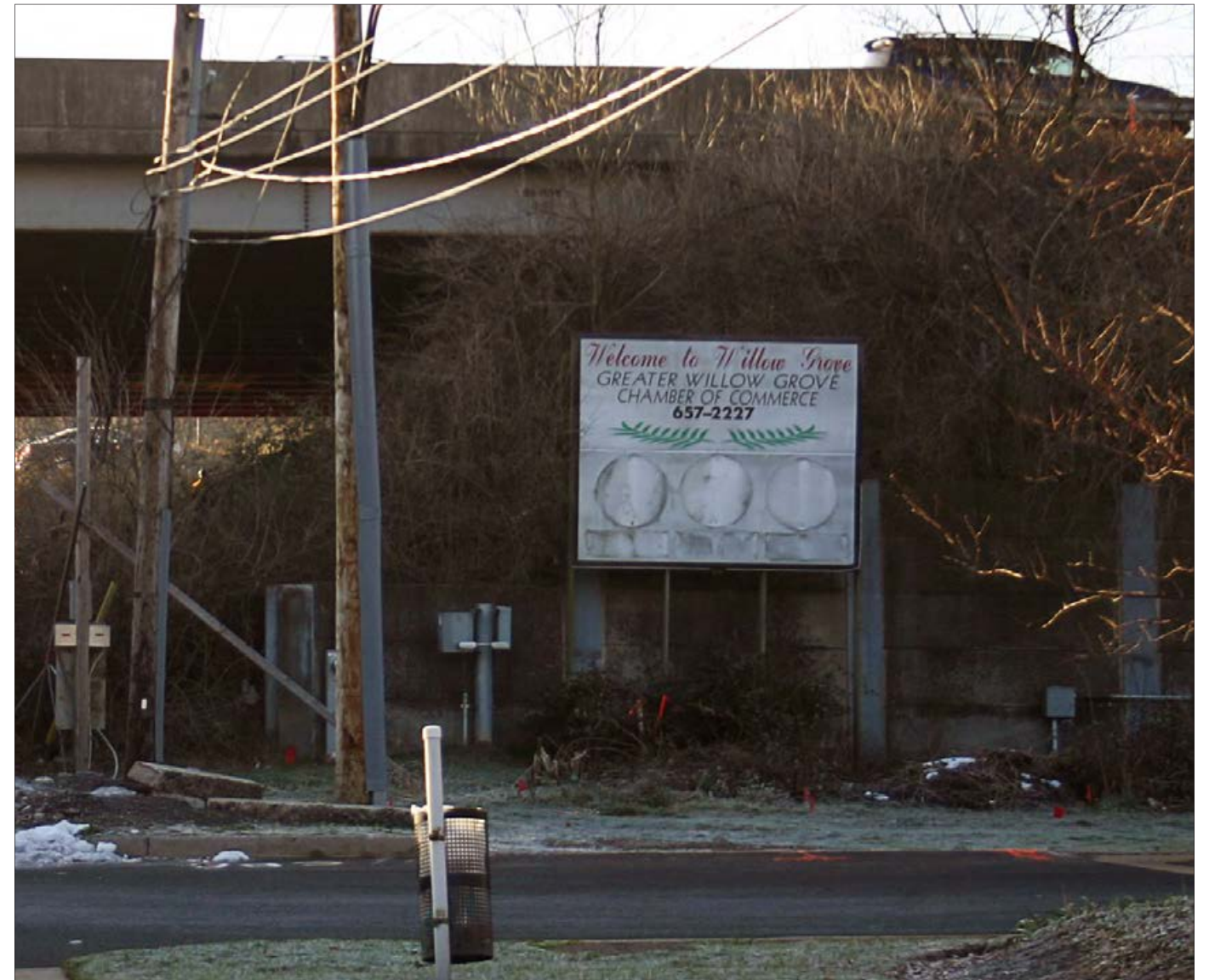
3.3

List of Public Destinations

- Parks & Recreation
 - Willow Grove Memorial Park
 - Woodlawn Park

- Social, Civic & Cultural
 - Montgomery County Annex
 - Second Alarmers Rescue
 - Septa Train Station
 - Settlement Music School
 - Township Building
 - Township Library
 - Upper Moreland Fire Department
 - Upper Moreland High School

- Arts & Entertainment/Shopping
 - Regency Square Shopping Center
 - Willow Grove Park Mall
 - Willow Grove Pointe Shopping Center
 - Willow Grove Shopping Center

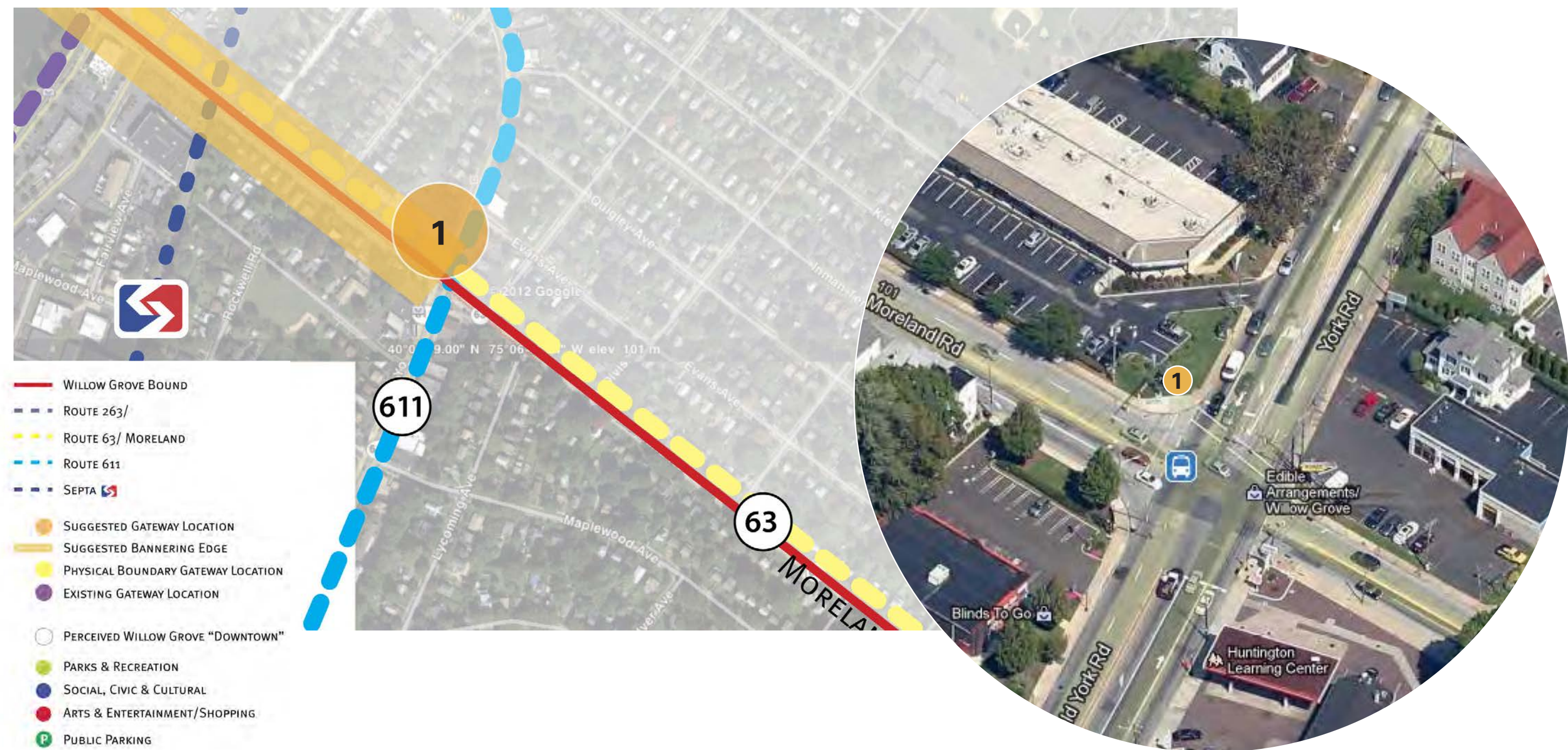


Current gateway

GATEWAY LOCATION 1

3.4

Intersection at Moreland Rd and York Rd





GATEWAY LOCATION 1

Intersection at Moreland Rd and York Rd

3.5



50%



150%

3.6

GATEWAY LOCATION 2

York Rd and Easton Rd





GATEWAY LOCATION 2

York Rd and Easton Rd

3.7



50%



150%

GATEWAY LOCATION 3

3.8

Gateway edge marker with banners on north side of W Moreland Rd



GATEWAY LOCATION 3

Gateway edge marker with banners on north side of W Moreland Rd

3.9



50%

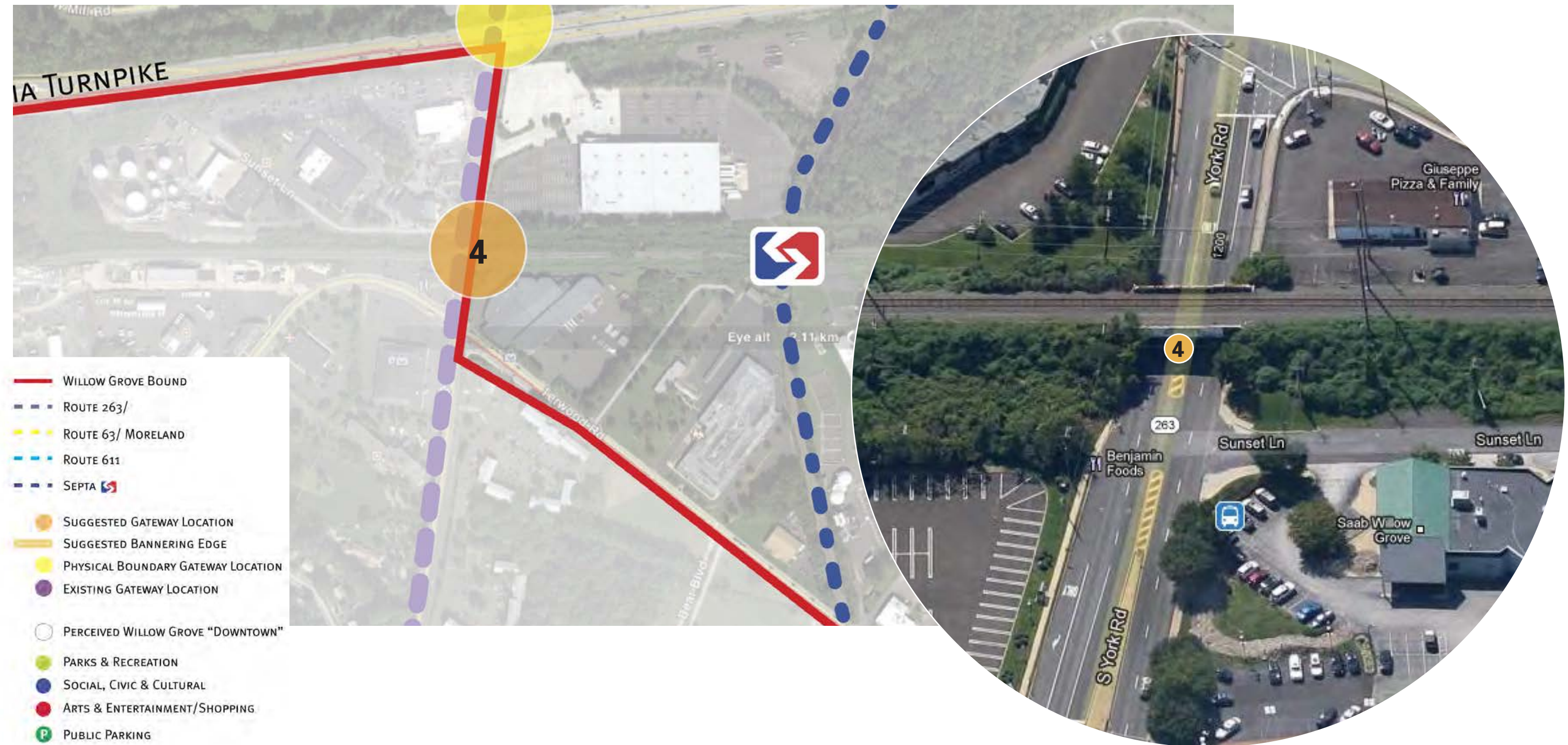


150%

3.10

GATEWAY LOCATION 4

Trestle on York Rd and Sunset Ln





GATEWAY LOCATION 4

Trestle on York Rd and Sunset Ln

3.11



50%



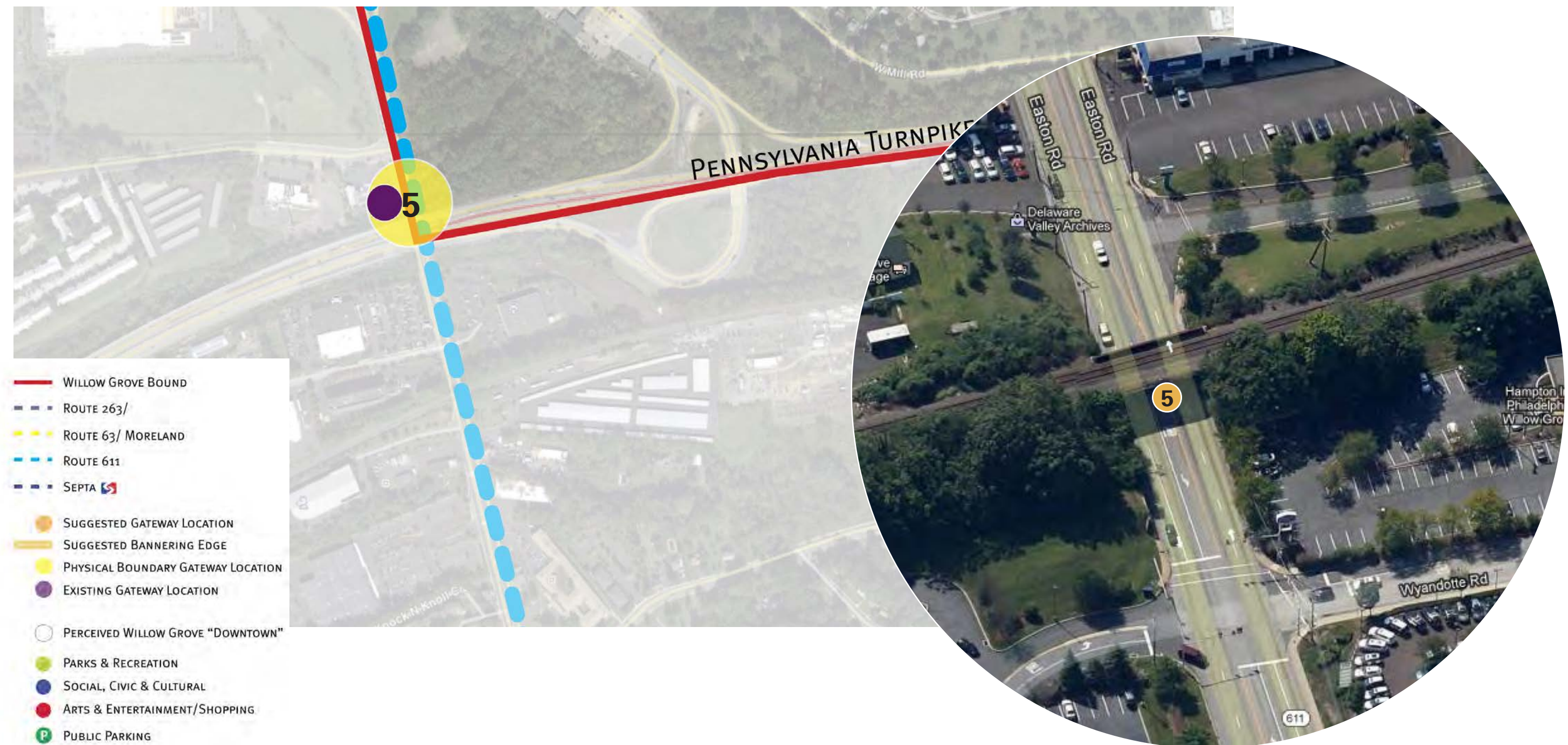
150%



3.12

GATEWAY LOCATION 5

Trestle on Easton Rd and Wyandotte Rd





GATEWAY LOCATION 5

Trestle on Easton Rd and Wyandotte Rd

3.13



50%



100%