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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

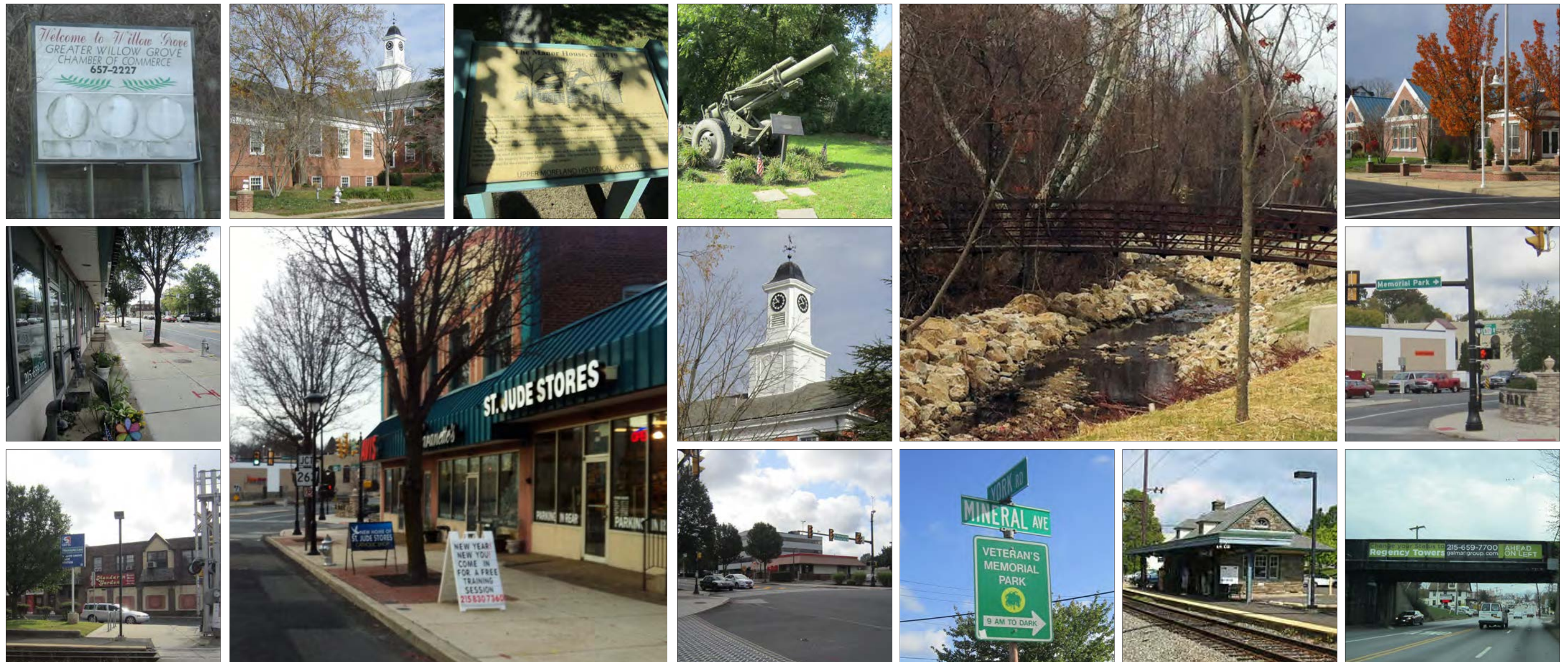




SITE AUDIT/PHOTOS

Present

2.3





SITE AUDIT/PHOTOS

Design Influences - Textures, Patterns, and Colors



BASIC STANDARDS

Word Map

2.5



The Word Map is a horizontal collage of images and text related to Willow Grove. It features various photographs of local landmarks, parks, and streets, interspersed with the words "Willow Grove" and "WELCOME" in large, stylized fonts. Below the collage, the text "Creating opportunity and celebrating a new direction." is displayed, followed by "The northern hub of the philadelphia suburbs." The bottom of the map is divided into two sections: "TRADITIONAL" on the left, characterized by a color palette of earthy tones and the phrase "proud of our heritage", and "Modern" on the right, characterized by a color palette of vibrant colors and the phrase "vibrant and progressive local cultural".

Willow Grove

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 &!?,."

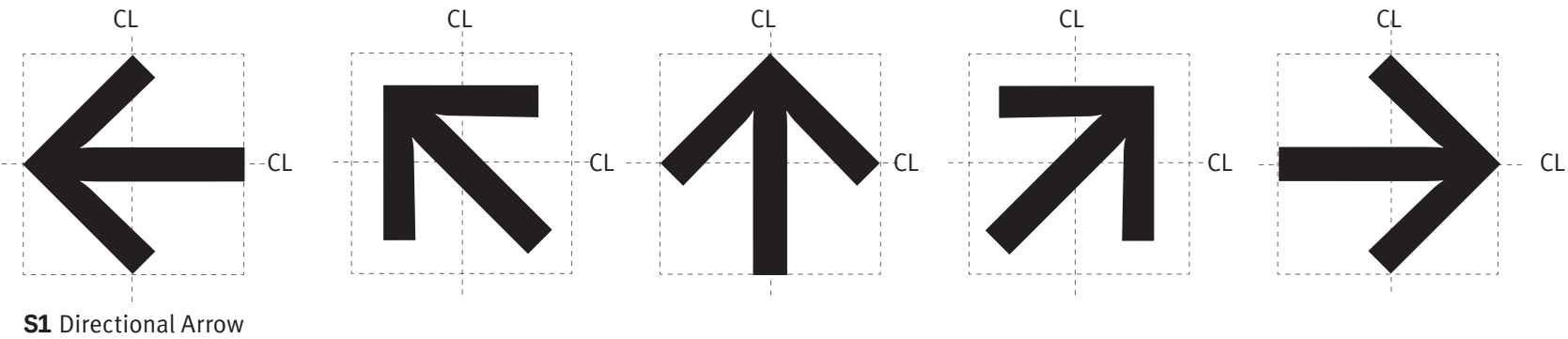
Meta Normal
Capitals

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &!?,."



BASIC STANDARDS

Arrows



S1 Directional Arrow

Symbols



S2 No Smoking



S3 Restrooms



S4 Telephone



S5 Handicapped Accessible



S6 Parking



S7 Library



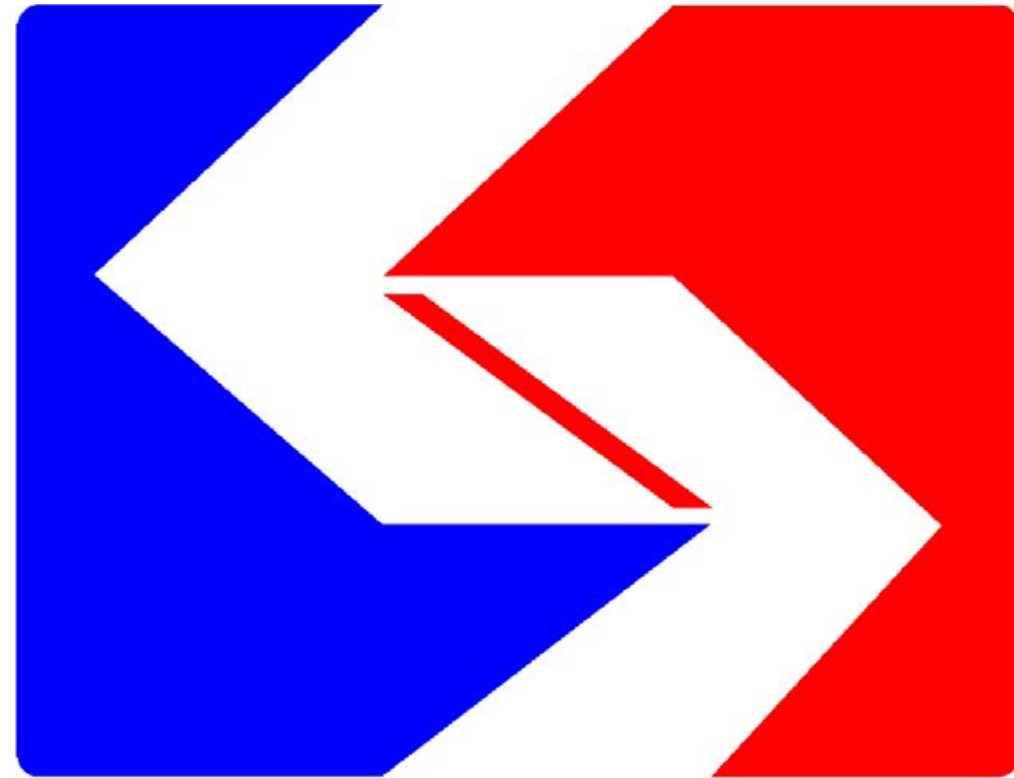
BASIC STANDARDS

2.9

Logos



A1 Upper Moreland Township Logo



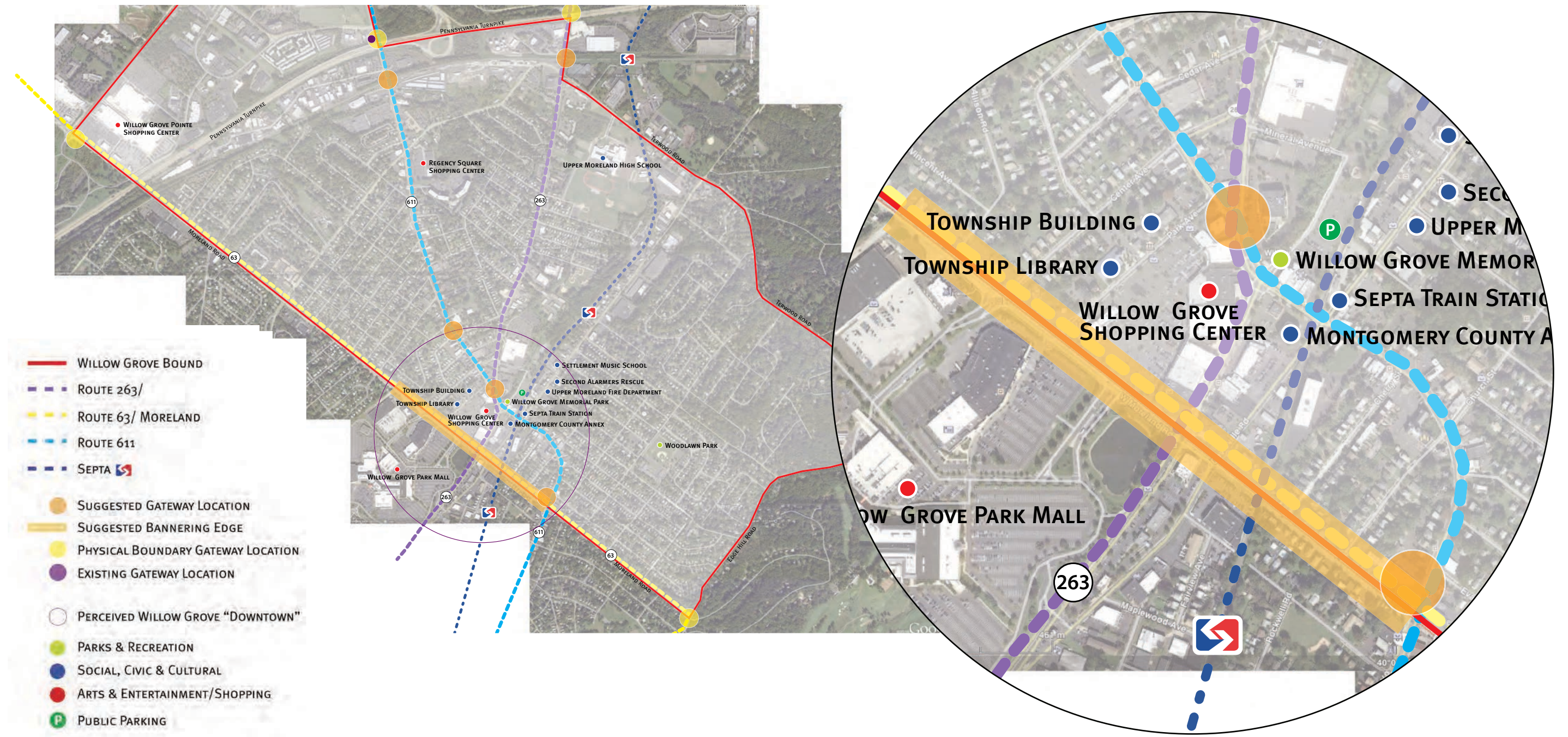
B1 Septa Logo



GATEWAY LOCATIONS

GATEWAY AND PLACEMAKING VISION

Willow Grove Gateways & Destinations





GATEWAY AND PLACEMAKING VISION

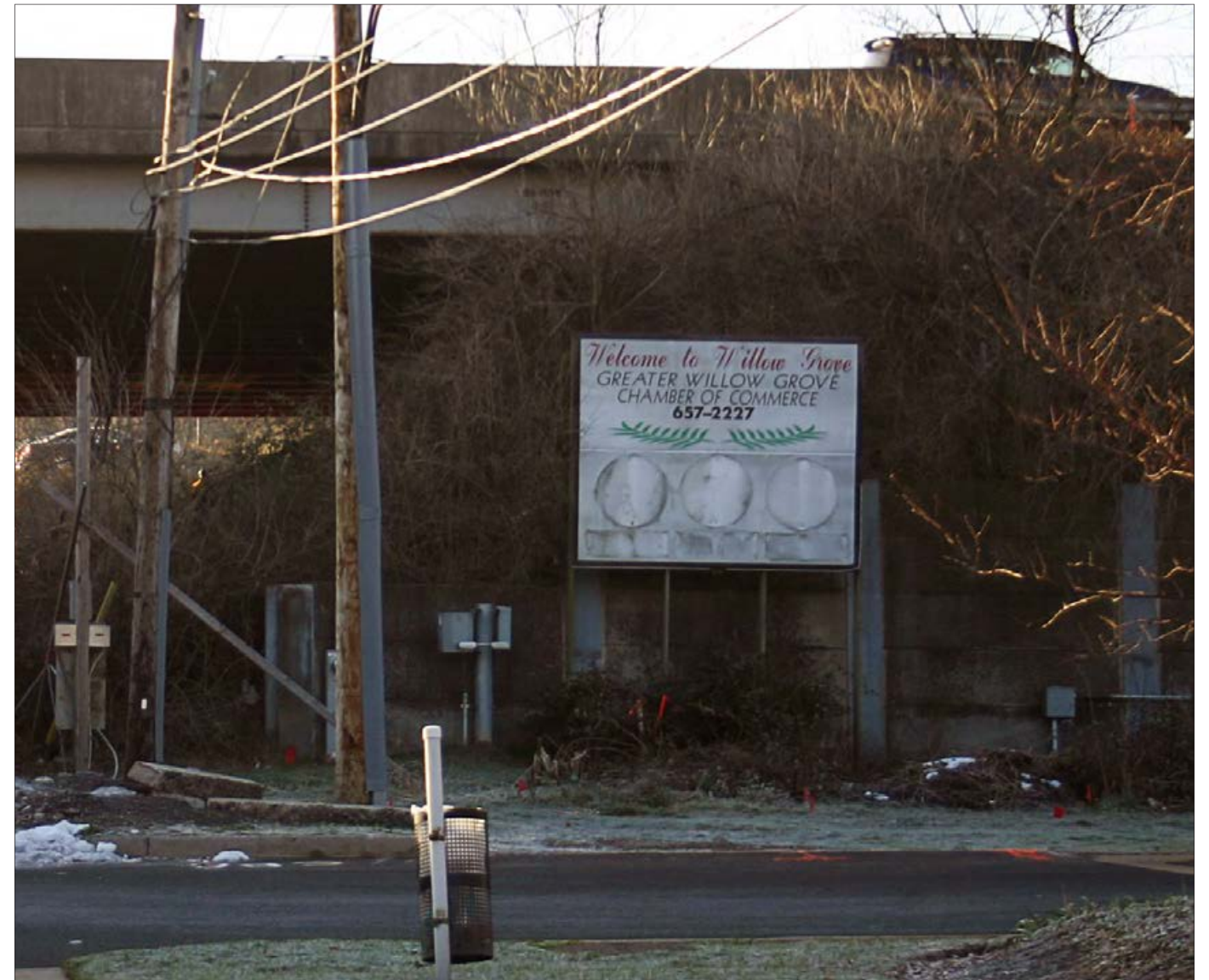
3.3

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

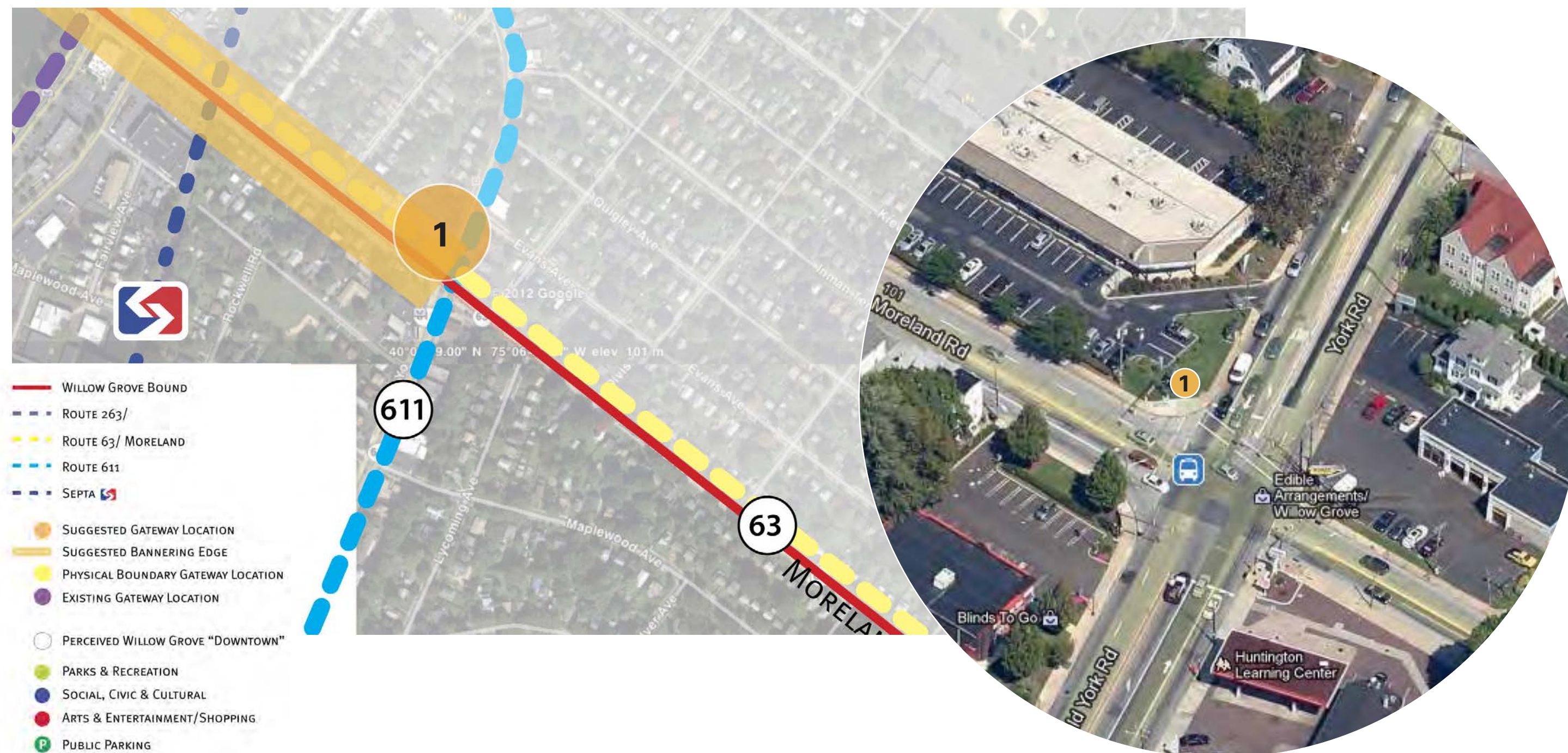


Current gateway

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

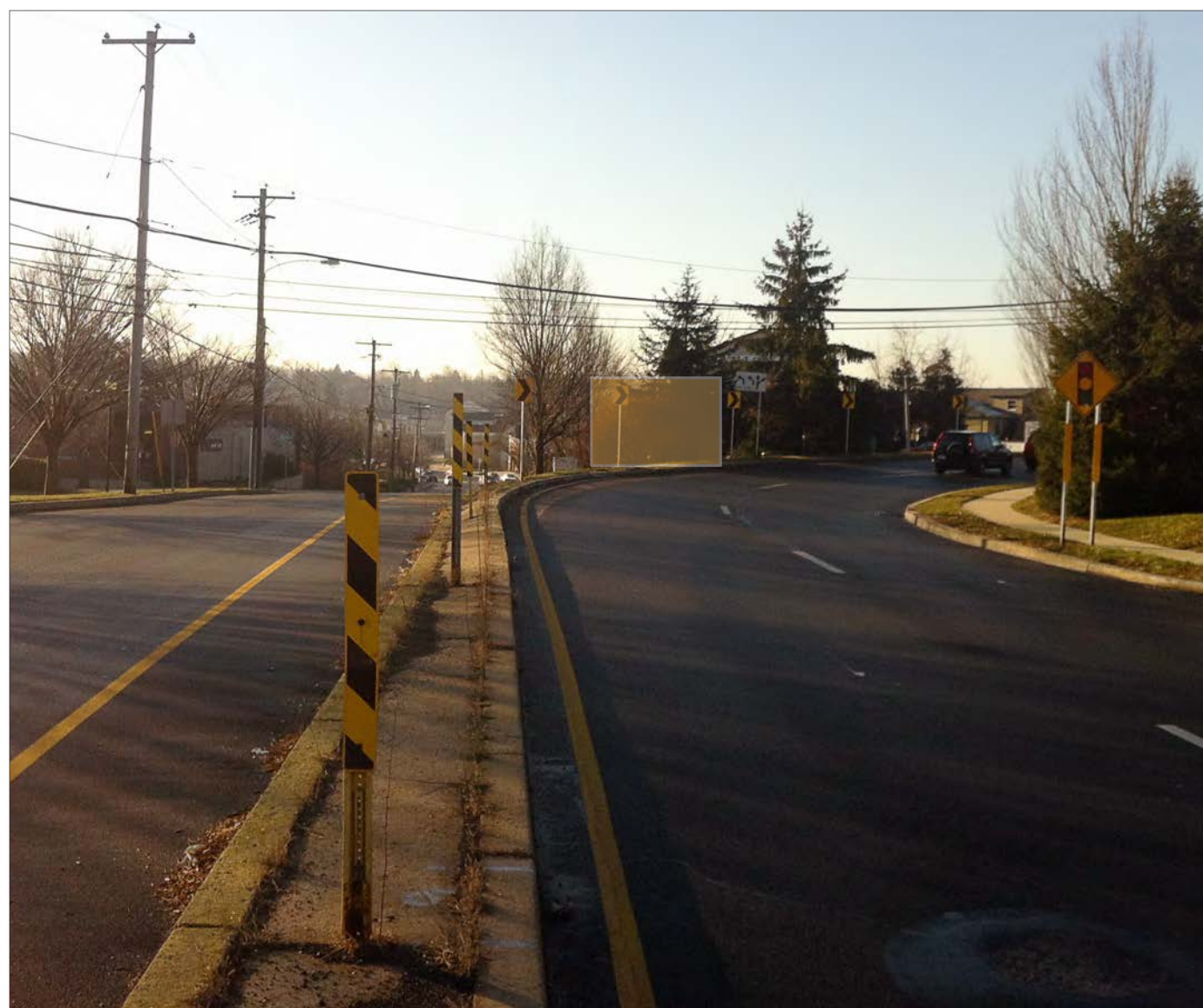
York Rd and Easton Rd



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%

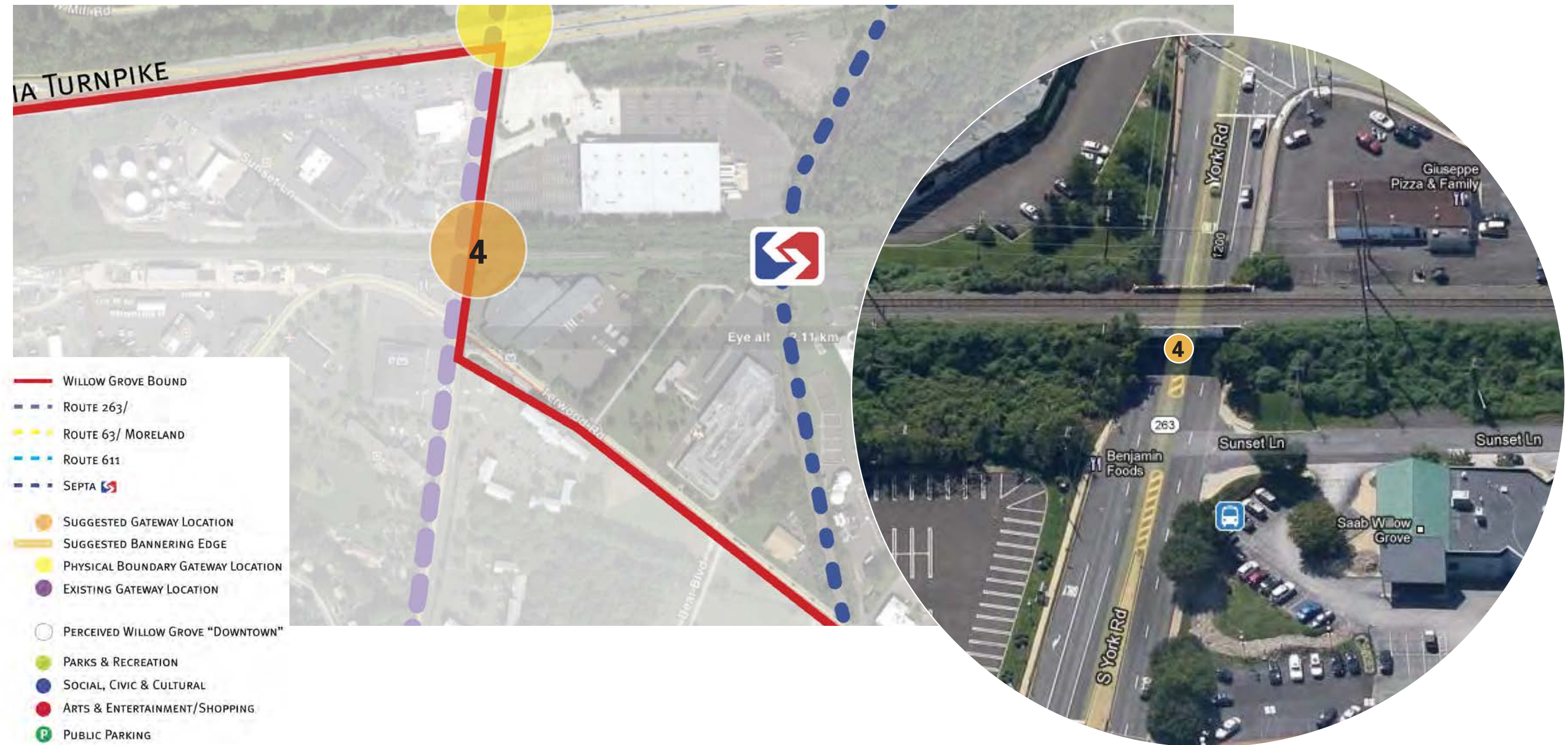


150%

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%

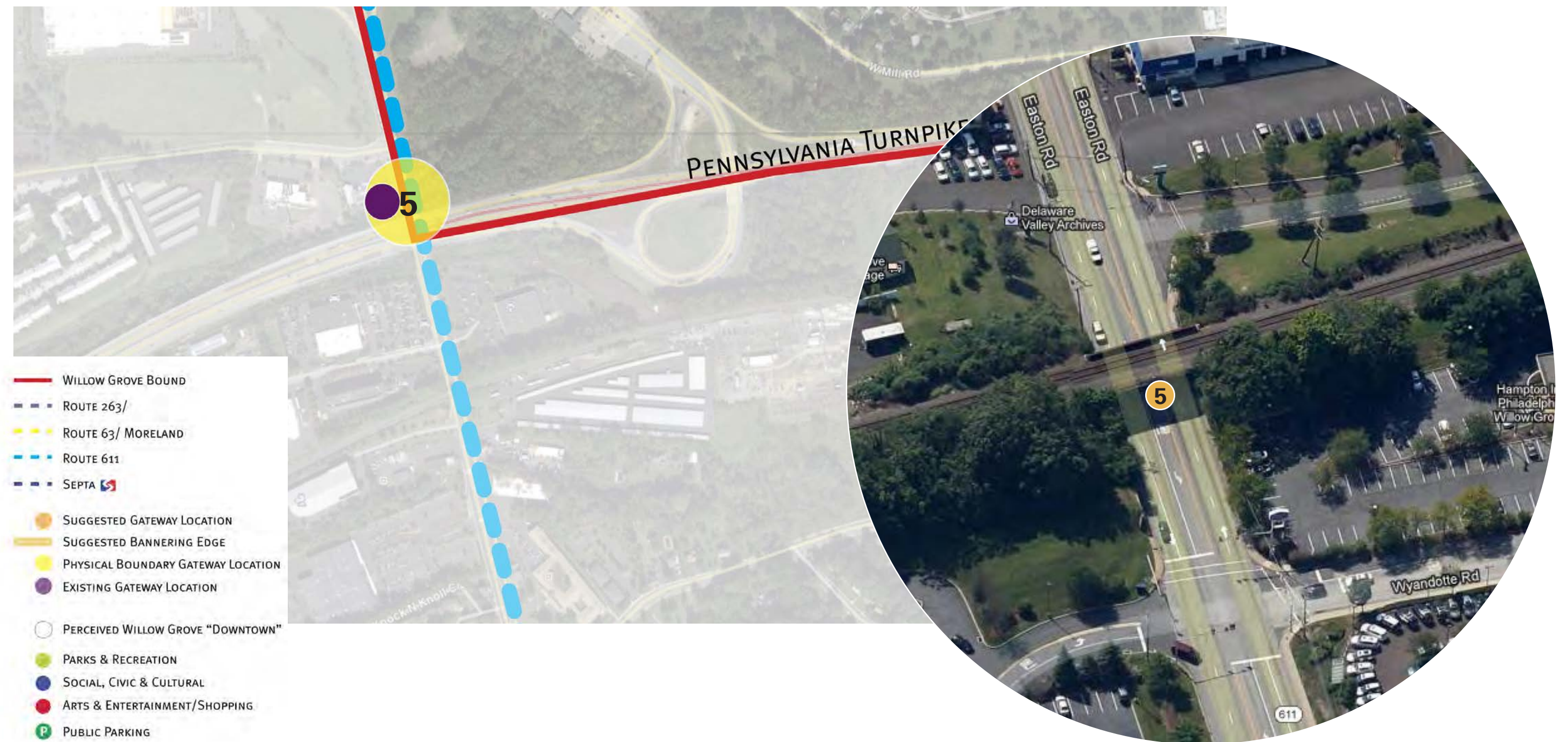


150%

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%



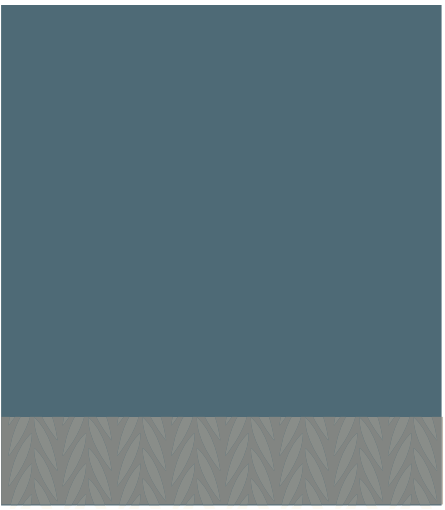
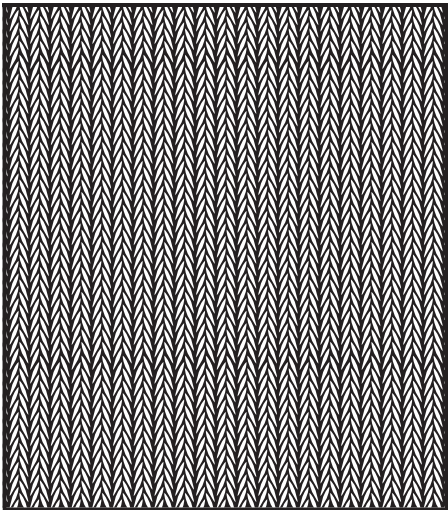
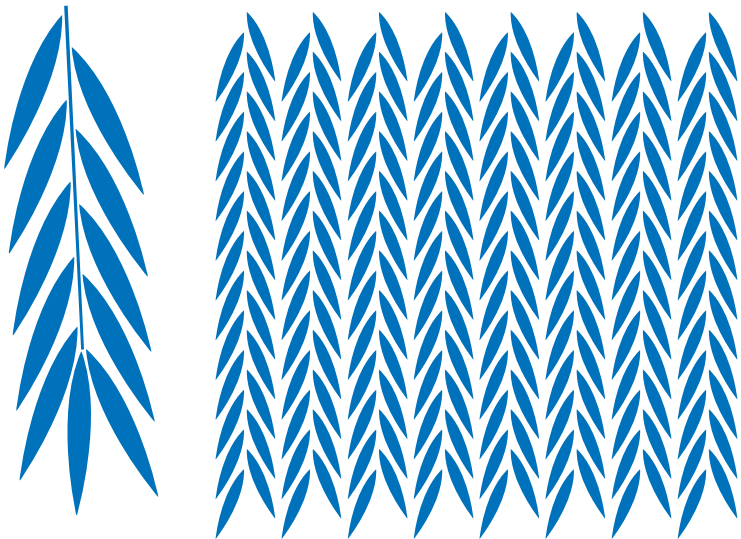
100%



SCHEMATIC DESIGN

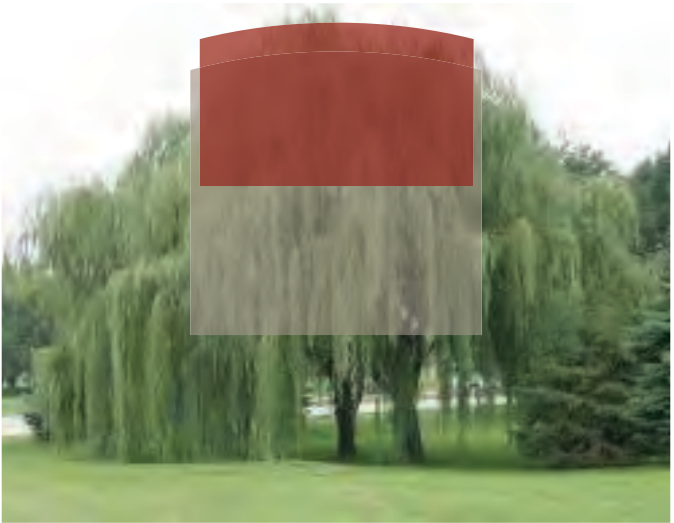
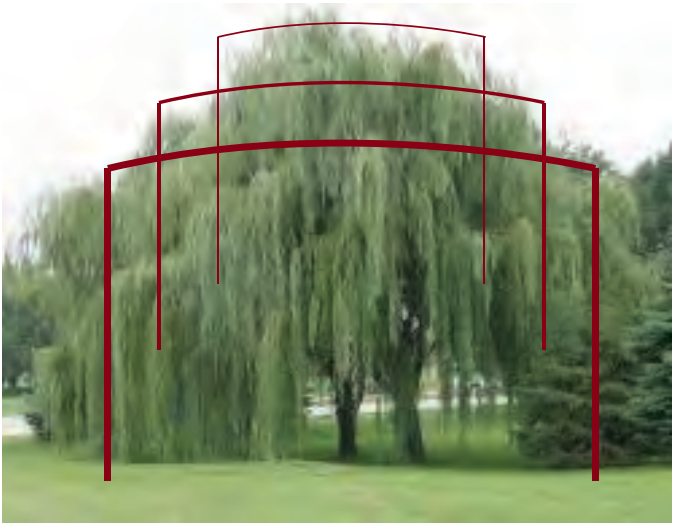


DESIGN INFLUENCES





DESIGN INFLUENCES



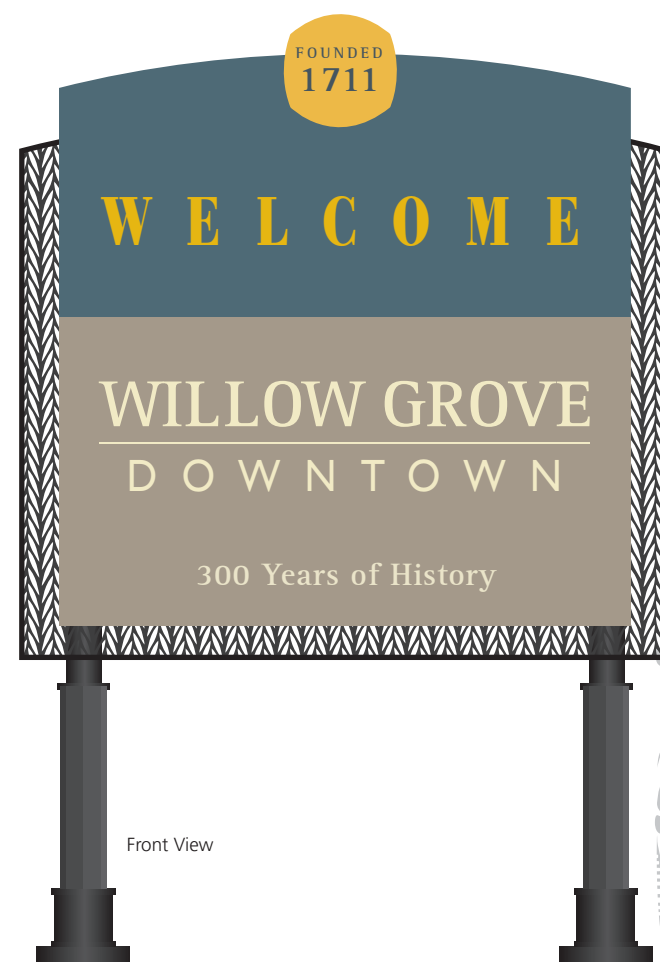


SCHEMATIC DESIGN

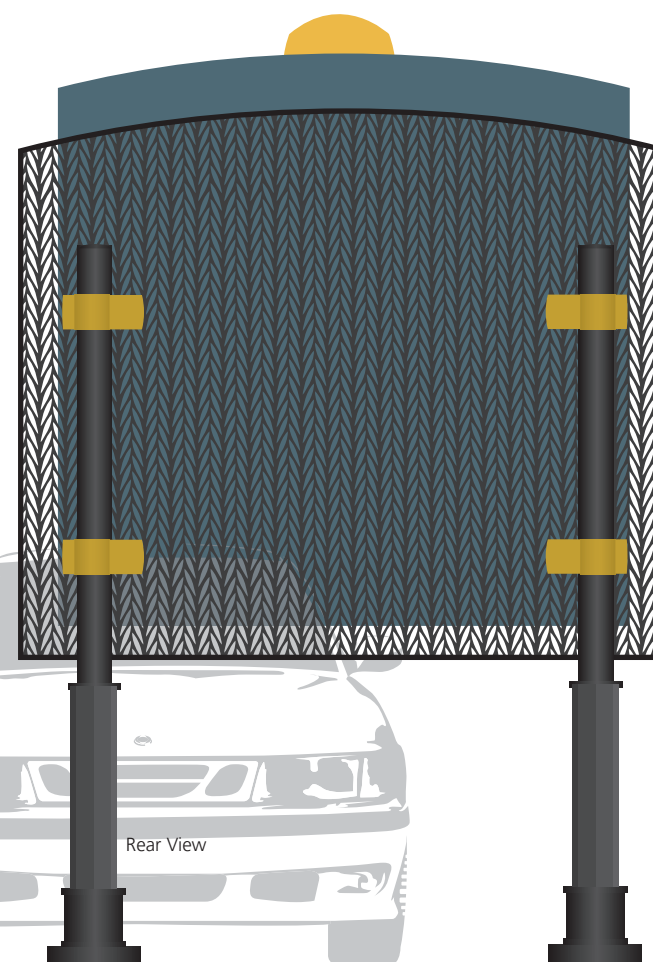
Concept 1



ST1 - Gateway Sign - Option 3
Gateway Sign /Welcome sign
Panel In-set into Stone tructure
Illuminated or Non-illuminated



Front View



Rear View



Front View

ST1 - Large Gateway Sign - Option 1
Gateway Sign /Welcome sign
Double Post and Panel
Illuminated or Non-illuminated

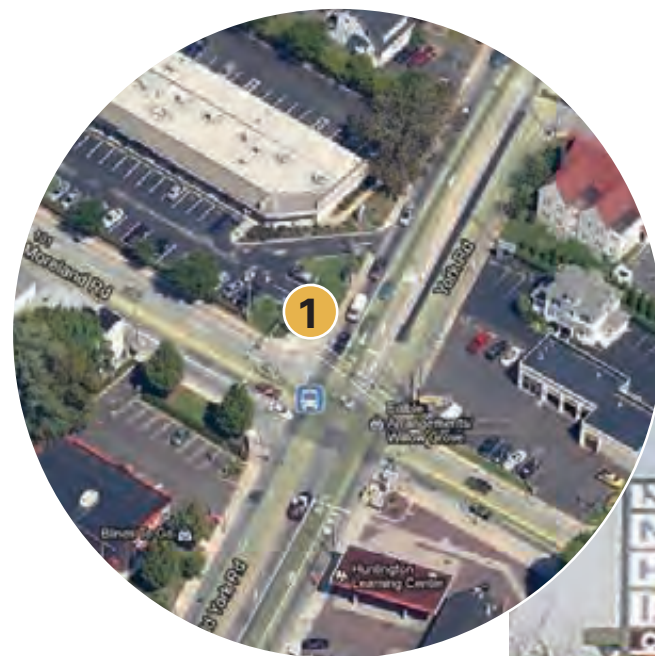
ST1 - Gateway Sign - Option 2
Gateway Sign /Welcome sign
Double Outset Post and Panel
Illuminated or Non-illuminated



SCHEMATIC DESIGN

Concept 1 - Gateway Design Treatment 1

4.5

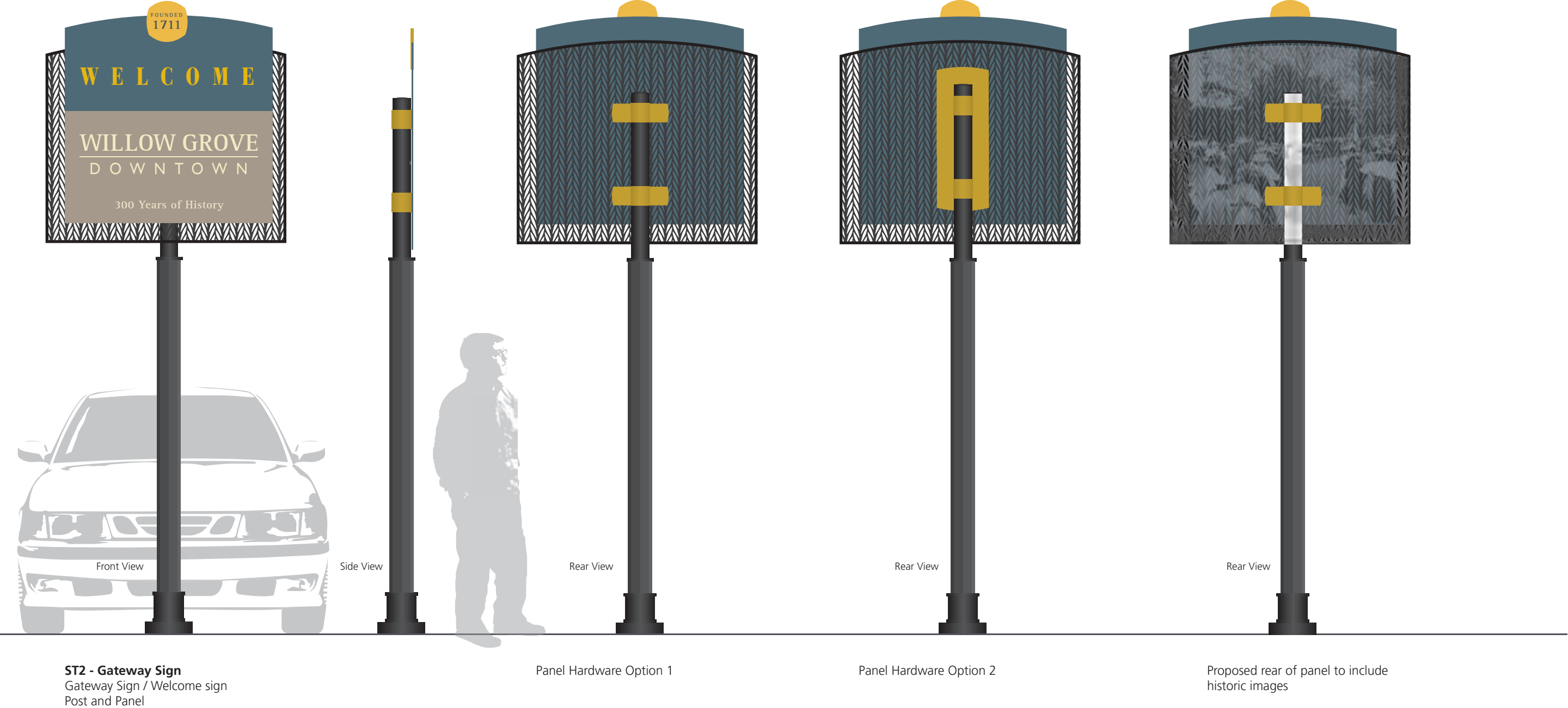


Option 1
611 & 63 Intersection at Moreland Rd & York Rd



SCHEMATIC DESIGN

Concept 1





SCHEMATIC DESIGN

Concept 1 - Gateway Design Treatment 2



York Rd and Easton Rd



Option 1



SCHEMATIC DESIGN

Concept 1



York Rd and Easton Rd



Option 2



SCHEMATIC DESIGN

Concept 1



ST6&7 - Vehicular Parking ID & Directional
Vehicular Directional Sign

ST8 - Directional - Small Post Mounted
Vehicular Directional Sign

ST10 - Banners
Metal and/or Fabric



SCHEMATIC DESIGN

Concept 1 - Gateway Design Treatment 3

4.10



W Moreland Rd near
Willow Grove Park Mall



Option 1



SCHEMATIC DESIGN

Concept 1

4.11



W Moreland Rd near
Willow Grove Park Mall



Option 2



4.12

SCHEMATIC DESIGN

Concept 2



Option 1

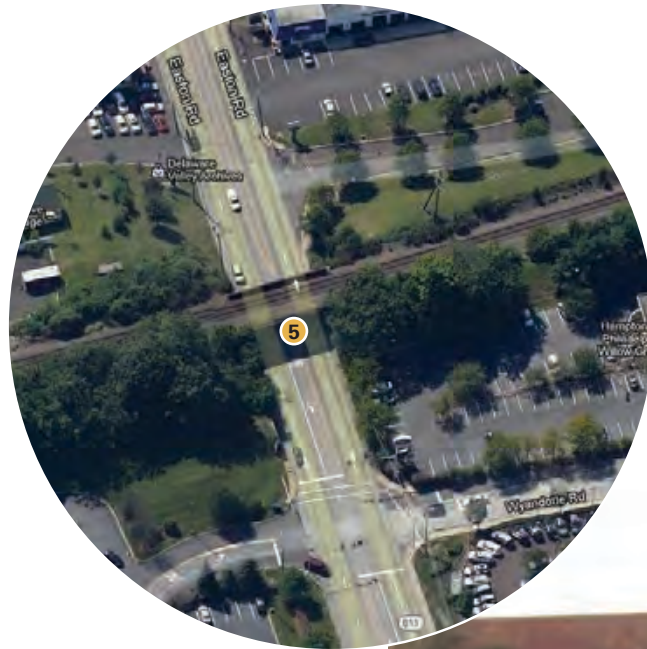
Heading south on York Rd and Sunset Ln



SCHEMATIC DESIGN

Concept 1 - Gateway Design Treatment 5

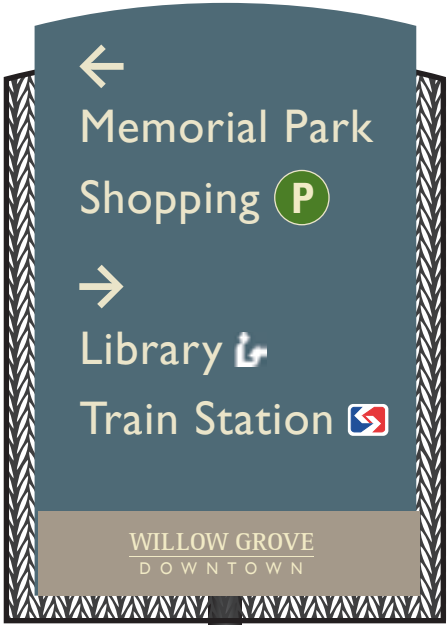
4.13





SCHEMATIC DESIGN

Concept 1



Front View

ST3 - Vehicular Directional Sign - Large



Front View

ST4 - Vehicular Directional Sign - Medium



Front View

ST5 - Vehicular Directional Sign - Small



SCHEMATIC DESIGN

Concept 1 - Vehicular Signage Design Treatment

4.15

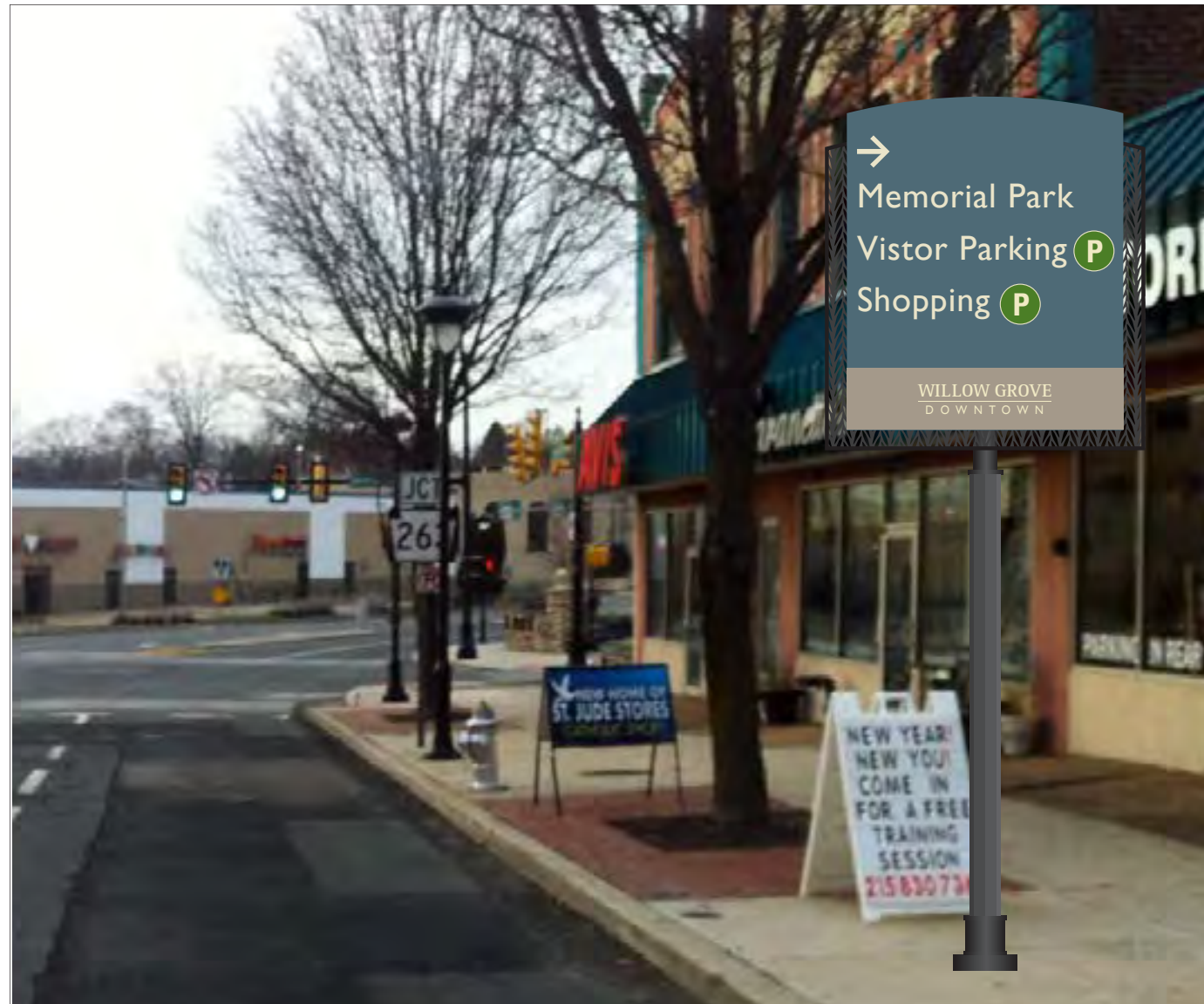


Photo Rendering 1

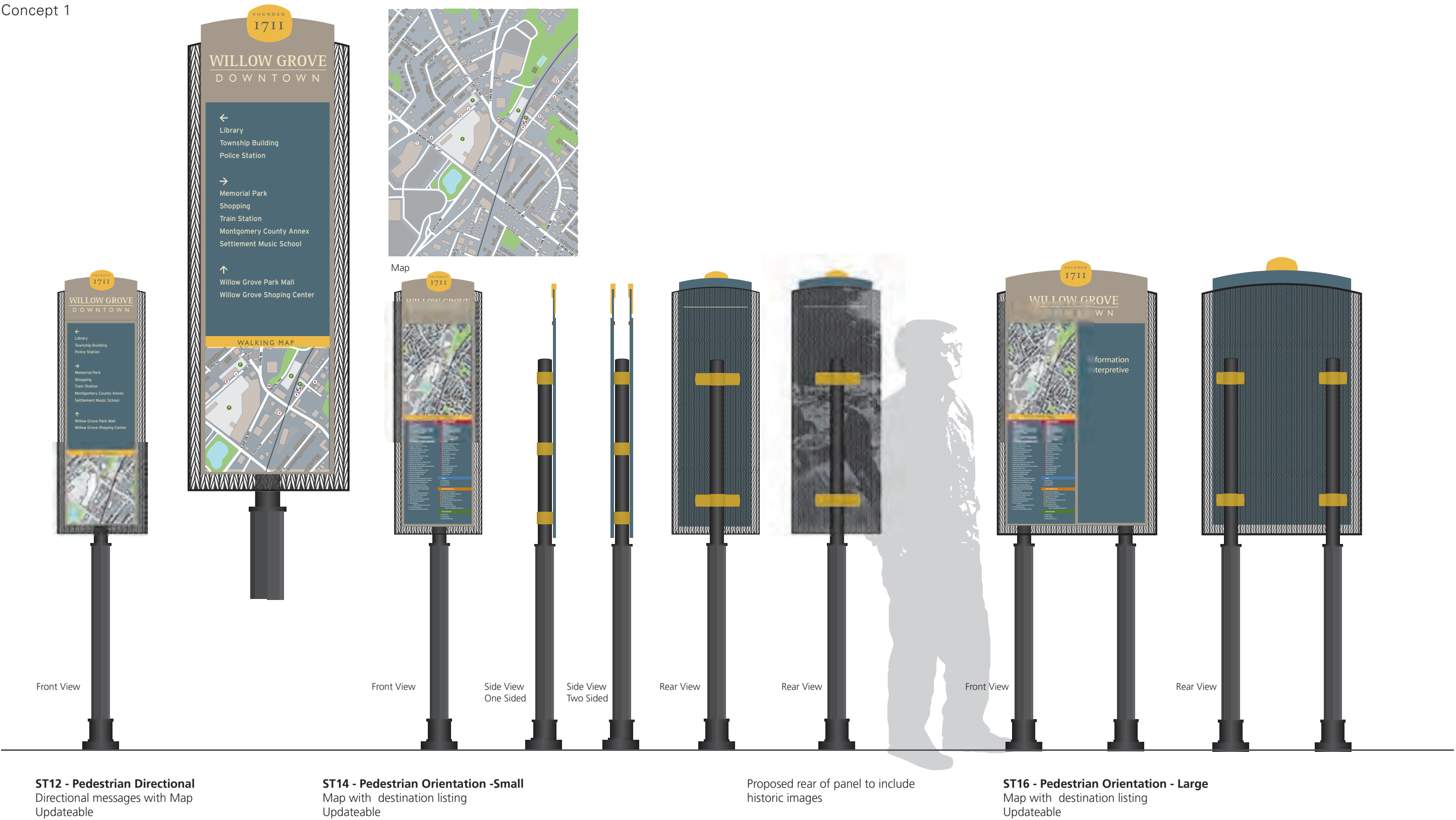


Photo Rendering 2



SCHEMATIC DESIGN

Concept 1



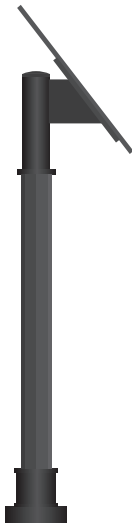


SCHEMATIC DESIGN

Concept 1



NOTE: Content for design only. CGA will require Interpretive content from township for design.



Interpretive Stories

The Underground Railroad

Legends of the area

- Legend of Sampson's Hill
- The Bird of Happy Omen
- Legend of Huckleberry Hill

Notable People who passed through; Some who stayed

- | | |
|-------------------------------|---------------------------|
| Lt. Colonel Robert Abreaction | David Newport |
| James Gordon Bennet Jr. | William Newport |
| James Gordon Bennet Sr. | Rev. Joshua Potts |
| Leonard Bernstein | Sr. George Rex |
| Nathaniel Boileau | Henry Darwin Rogers |
| William Jennings Bryan | Betsy Ross |
| William Joseph Buck | Nicholas Scull |
| David Cherry | John Philip Sousa |
| James Cooper | Horace Trumbauer |
| Sampson Davis | John Wannamaker |
| Jacob & James Dubree | General George Washington |
| Amelia Earhart | Ted Williams |
| Fred Ehrenpfort | Henry Wynkoop |
| William West Frazier | Richard E. Yerkes |
| President Benjamin Harrison | |
| Ferdinand Hassler | |
| Victor Herbert | |
| Peter Kalms | |
| Sir William Keith | |
| John Fitzgerald Kennedy | |
| Major General Lafayette | |
| Jeremiah Berrell Lazalere | |
| Thomas Lloyd | |
| President William McKinley | |
| General George Meade | |
| James Michener | |
| Benjamin J. Morgan | |
| Christopher Morley | |

ST20 - Interpretive Sign - Large
Interpretive story / Historical Content
Changeable



SCHEMATIC DESIGN

4.18

Concept 2



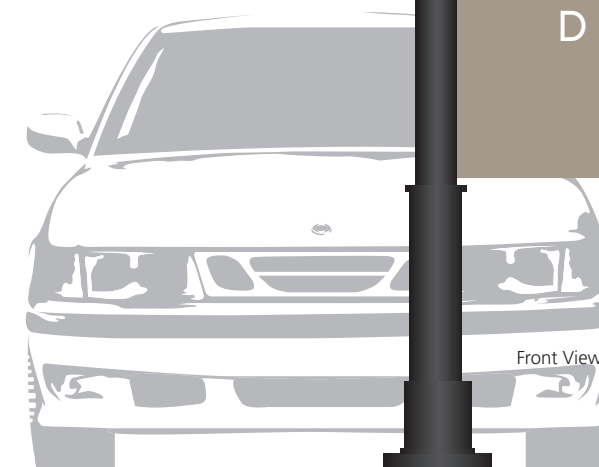
ST1 - Gateway Sign - Option 3
Gateway Sign /Welcome sign
Panel In-set into Stone Structure



Front View



Rear View



Front View

ST1 - Large Gateway Sign - Option 1
Gateway Sign /Welcome sign
Double Post and Panel

Proposed rear of panel to include historic images

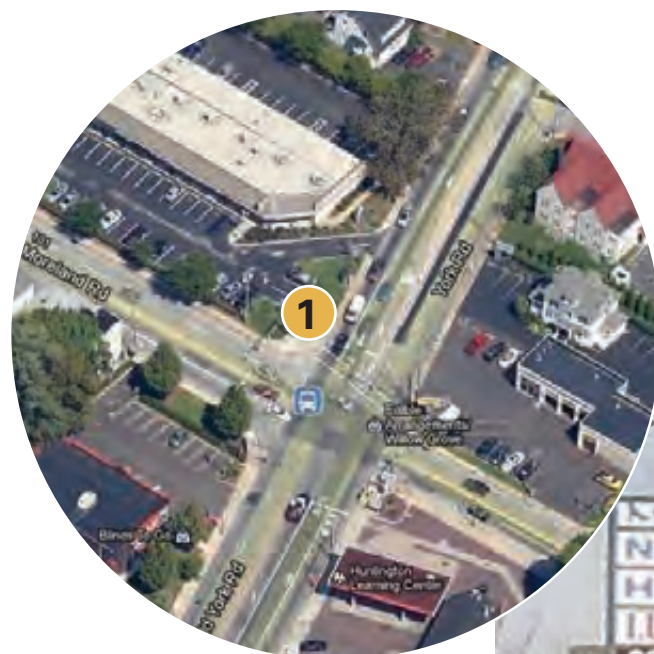
ST1 - Gateway Sign - Option 2
Gateway Sign /Welcome sign
Double Outset Post and Panel



SCHEMATIC DESIGN

Concept 2 - Gateway Design Treatment 1

4.19



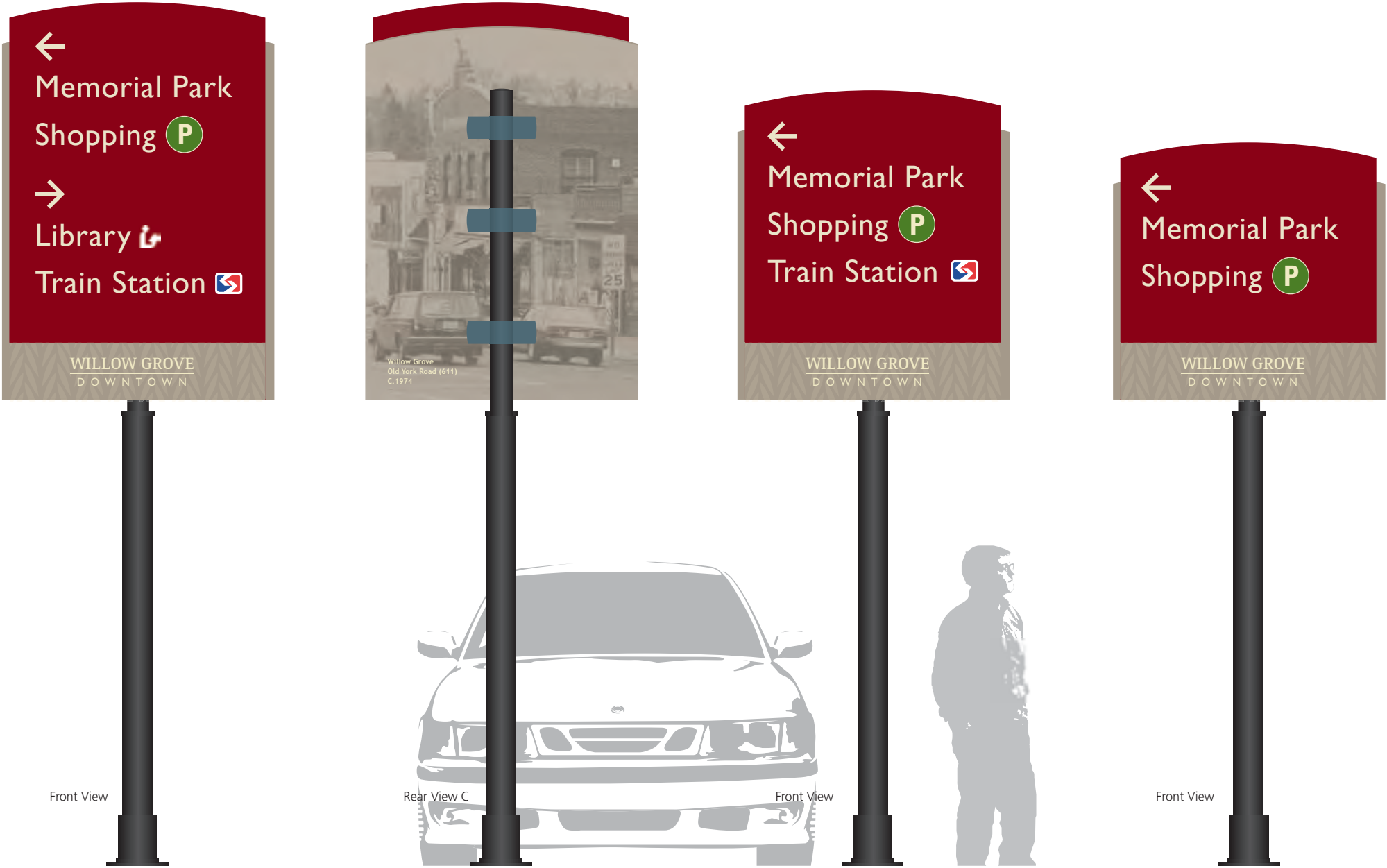
Option 1

611 & 63 Intersection at Moreland Rd & York Rd



SCHEMATIC DESIGN

Concept 2





SCHEMATIC DESIGN

Concept 2 - Gateway Design Treatment 2

4.21



York Rd and Easton Rd



Option 1



SCHEMATIC DESIGN

4.22

Concept 2



York Rd and Easton Rd



Option 2



SCHEMATIC DESIGN

Concept 2





SCHEMATIC DESIGN

Concept 2

4.24



W Moreland Rd near
Willow Grove Park Mall



Option 1



SCHEMATIC DESIGN

Concept 2



W Moreland Rd near
Willow Grove Park Mall



Option 2



SCHEMATIC DESIGN

4.26

Concept 2



Option 1

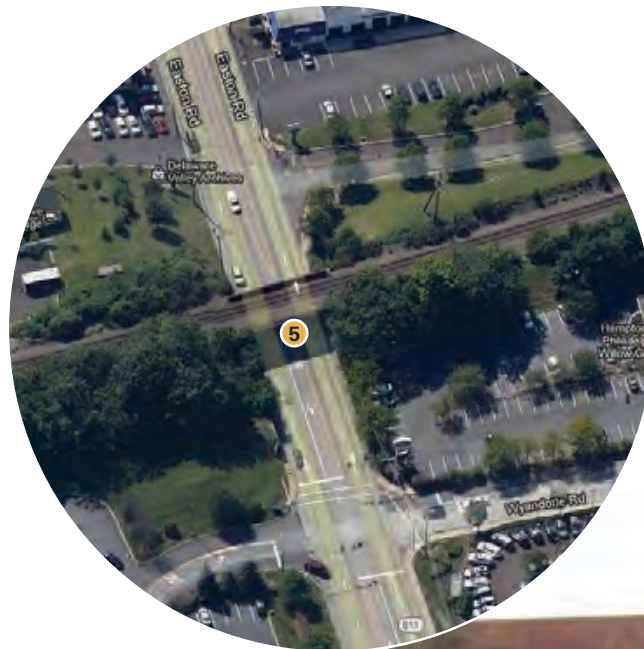
Heading south on York Rd and Sunset Ln



SCHEMATIC DESIGN

Concept 2

4.27

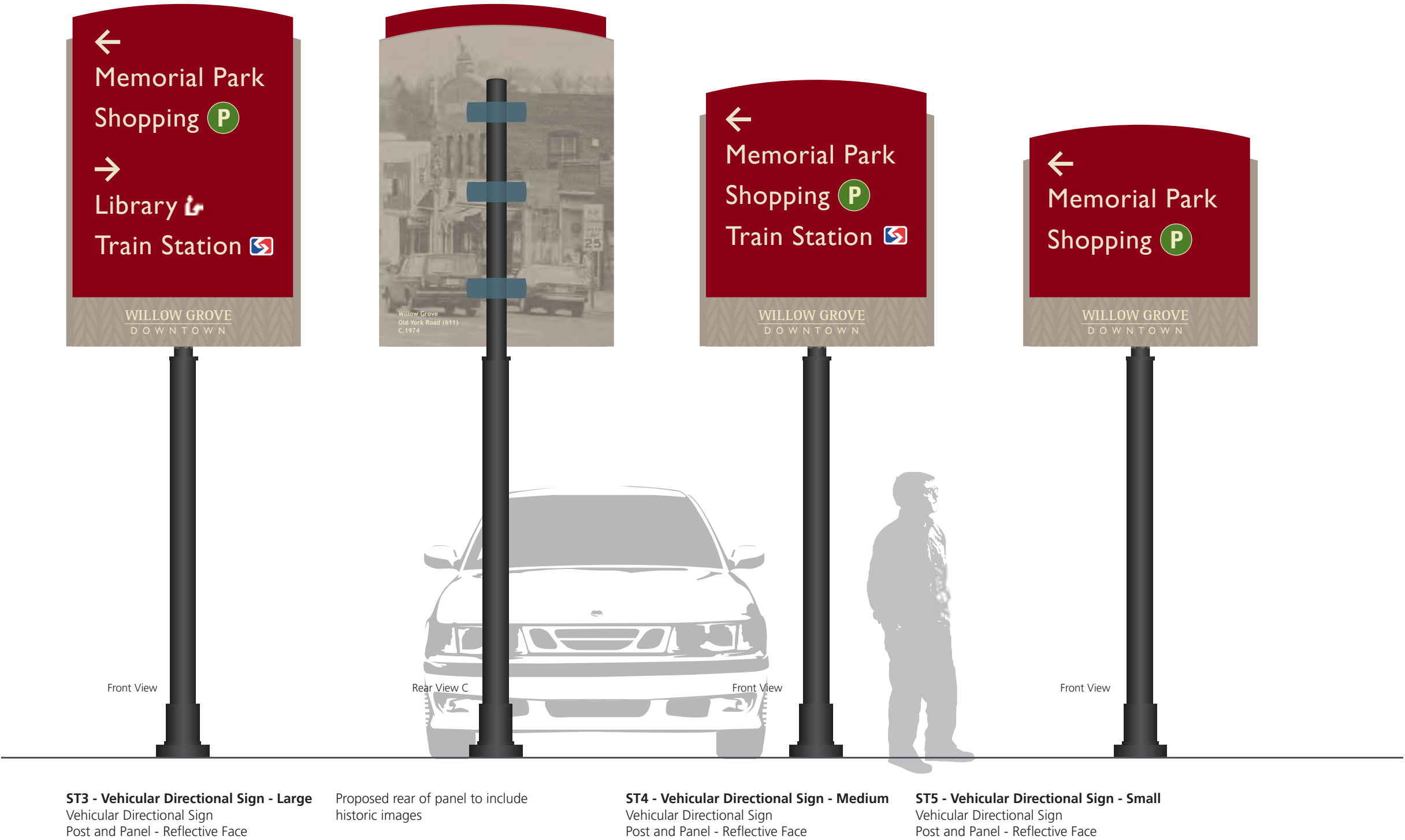


Option 1



SCHEMATIC DESIGN

Concept 1





SCHEMATIC DESIGN

Concept 2 - Vehicular Signage Design Treatment

4.29



Photo Rendering 1



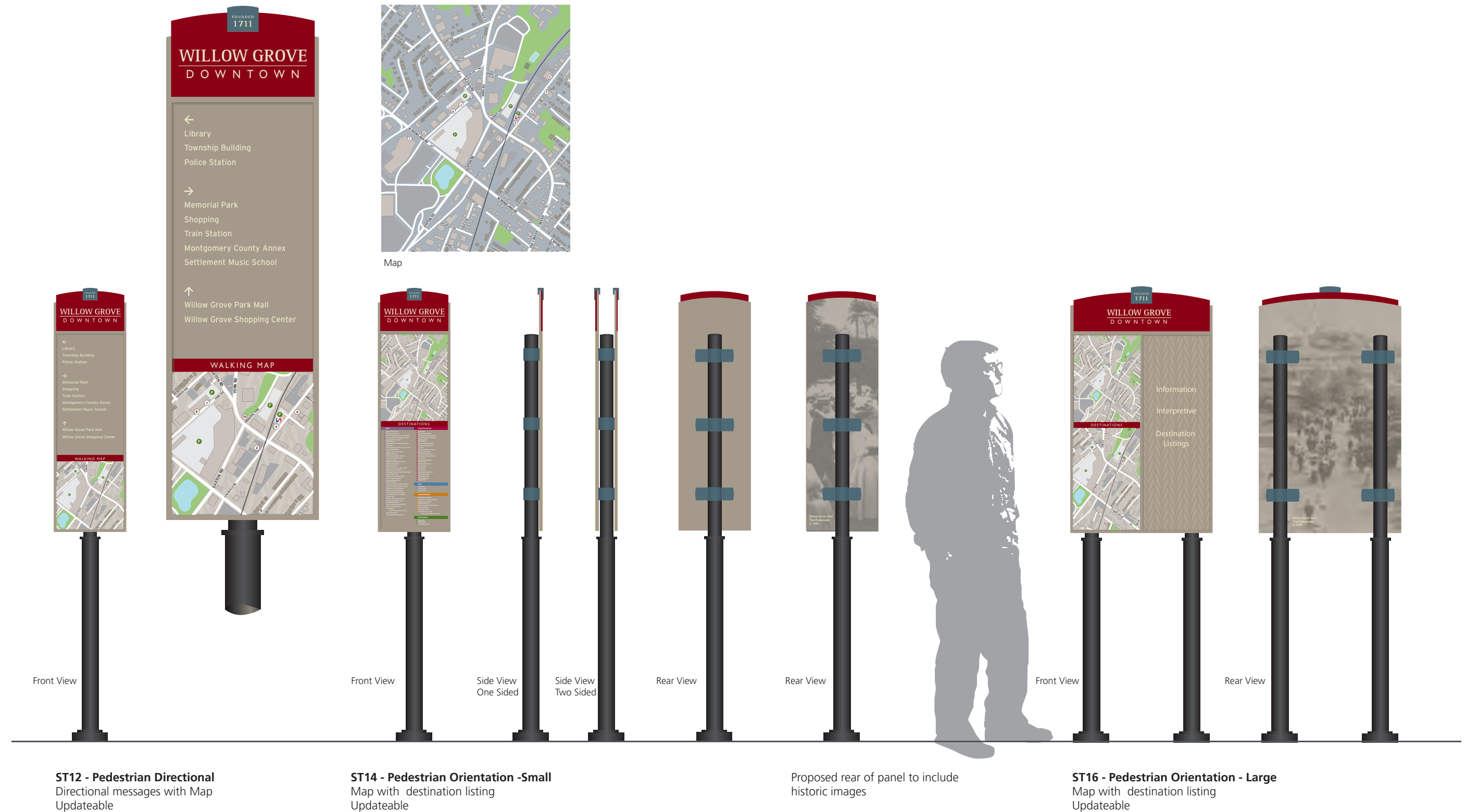
Photo Rendering 2



SCHEMATIC DESIGN

Concept 2

4.30



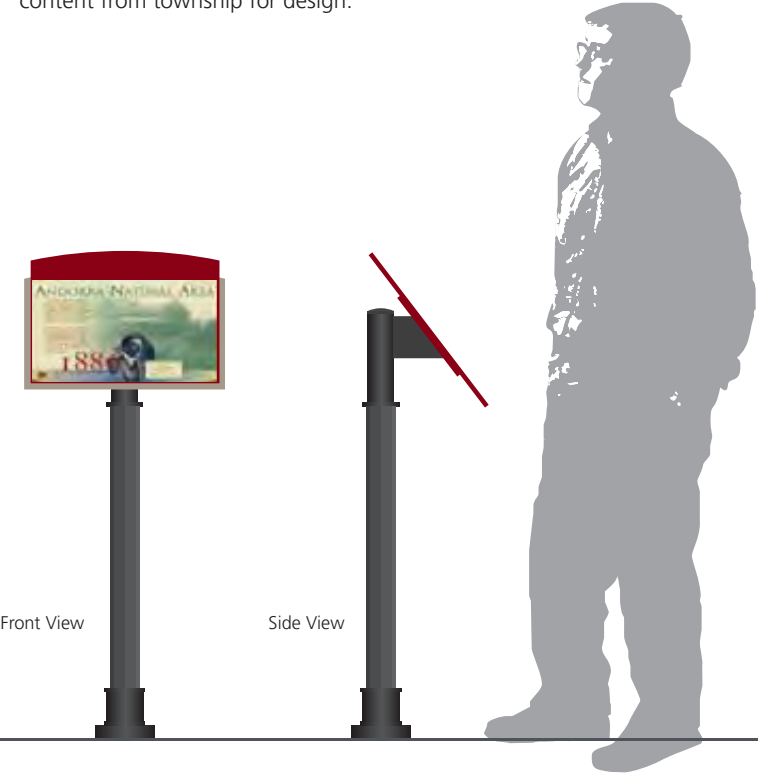


SCHEMATIC DESIGN

Concept 2



NOTE: Content for design only. CGA will require Interpretive content from township for design.



ST20 - Interpretive Sign - Large
Interpretive story / Historical Content
Changeable

Interpretive Stories

The Underground Railroad

- Legends of the area
Legend of Sampson's Hill
The Bird of Happy Omen
Legend of Huckleberry Hill

Notable People who passed through; Some who stayed

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|-------------------------------|---------------------------|
| Lt. Colonel Robert Abreaction | David Newport |
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| Leonard Bernstein | Sr. George Rex |
| Nathaniel Boileau | Henry Darwin Rogers |
| William Jennings Bryan | Betsy Ross |
| William Joseph Buck | Nicholas Scull |
| David Cherry | John Philip Sousa |
| James Cooper | Horace Trumbauer |
| Sampson Davis | John Wannamaker |
| Jacob & James Dubree | General George Washington |
| Amelia Earhart | Ted Williams |
| Fred Ehrenpfort | Henry Wynkoop |
| William West Frazier | Richard E. Yerkes |
| President Benjamin Harrison | |
| Ferdinand Hassler | |
| Victor Herbert | |
| Peter Kalms | |
| Sir William Keith | |
| John Fitzgerald Kennedy | |
| Major General Lafayette | |
| Jeremiah Berrell Lazalere | |
| Thomas Lloyd | |
| President William McKinley | |
| General George Meade | |
| James Michener | |
| Benjamin J. Morgan | |
| Christopher Morley | |

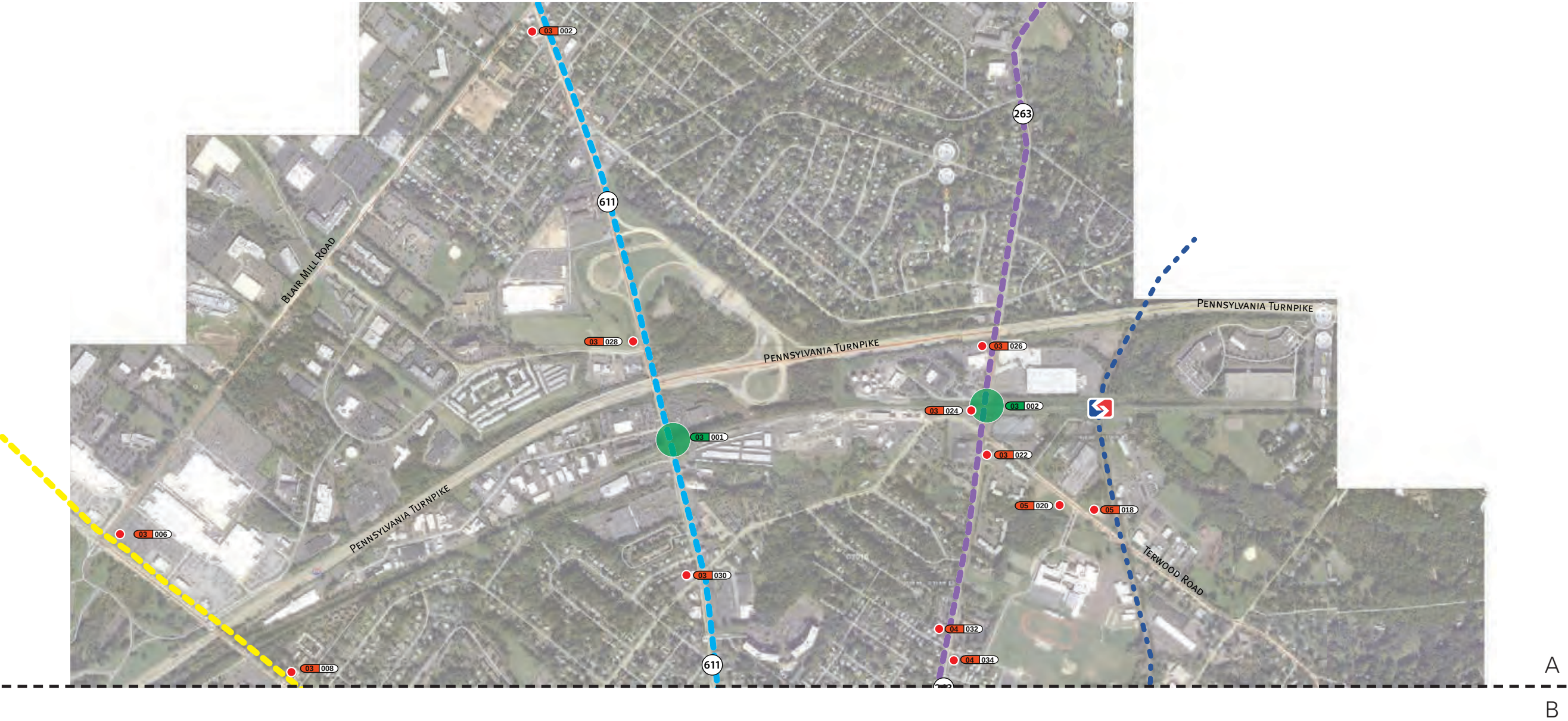


LOCATION PLAN



LOCATION PLAN

Vehicular Signage Locations





LOCATION PLAN

Vehicular Signage Locations

A
B

