Borough of Media
wayfinding master plan

June 30, 2016

FINAL DOCUMENT

Borough of Media,
Delaware County, PA

merje

MERJE | ENVIRONMENTS & EXPERIENCES
120 North Church Street
Suite 208
West Chester, PA 19380
T 484.266.0648
www.merjedesign.com

table of contents

Section 1 Program Introduction

1.2 Objectives & Philosophy

Section 2 Wayfinding Tools

2.2 Wayfinding Tools

Section 3 Wayfinding & Signage Analysis

3.2 Highway Signage Review
3.4 Existing Wayfinding Signage
3.6 Existing Gateways
3.7 Potential Gateways
3.8 Borough of Media Destinations
3.9 Terminologies
3.10 Borough Public Parking
3.14 Plum Street Mall
3.16 State Street District
3.18 Streetscape
3.19 Temporary Signage / Events
3.21 Bicycle Plan
3.22 Public Transportation
3.23 Connections
3.24 Generic Menu of Sign Types
3.26 Borough of Media Brand
3.27 Reinforcing the Brand

Section 4 Strategies

4.2 Criteria for Inclusion
4.6 Wayfinding Tiers Chart
4.8 Management & Maintenance
4.12 Sustainability

Section 5 Schematic Design

4.2 Schematic Design 1
4.4 Schematic Design 2
4.6 Schematic Design 3

section 1
introduction

MEDIA
SPECIAL

MEDIA, PA
RANT

Stephen's

SLIGO

objectives & philosophy

OBJECTIVES:

- Create and implement a user-friendly and visible navigational system that will improve traffic flow as it guides visitors and residents around the Borough.
- Market Media's assets, including parks, cultural and historic venues, as well as municipal buildings.
- Support unified messaging for the Borough of Media that can be reflected in the wayfinding signage and carried throughout other aspects of the Borough's marketing efforts.
- Guide visitors to public parking within the Borough.
- Direct visitors to State Street District.
- Promote environmentally-friendly modes of transportation, such as walking, bicycles and mass transit.
- Utilize technology to aid wayfinding.
- Reduce sign clutter.

WAYFINDING PHILOSOPHY:

Create an identity

- Provide visitors and residents with a sense of place and enhanced environment.
- Create a great first impression of a Borough that is well-planned, organized, friendly, safe and caring.

Market the Assets of Media

- Aid visitors in discovering "the little jewels."
- Signs validate that a destination is worth visiting.

Build Relationships

- Promote teamwork among the participants to reach the goal.
- Build consensus to aid the approval process.
- Address the different criteria presented by each destination.

Wayfinding Principles

The following wayfinding principles have guided our process and recommendations:

1. The system is intended for first time visitors and residents alike.
2. First impressions and perception play an active role in determining the best route of travel.
3. The best route may not be the shortest or quickest.
4. Terminology must be kept short and easily understood by a visitor.
5. Direct to the "front door" of a destination.
6. Departure routes are equally as important as arrival routes.
7. Promote economic development and the assets of the Borough of Media by making connections between destinations.

section 2
wayfinding tools

SIGNAGE
Interpretive
Gateways
Pedestrian Signs
Vehicular Signs
Parking
PRE-ARRIVAL TECHNOLOGY
Google Maps
Borough Website
Visit Media Website
PLACE TECHNOLOGY
Mobile Apps
GPS Devices
Pedestrian Kiosks
QR Codes
ENVIRONMENT/SPACES
Destinations
State Street District
Landmarks
Paths and Nodes
Streetscape
SUPPORT INFORMATION
Bus Shelters
Brochures
Visitor Guides
Maps
Street Elements
Rose Hill Manor Park
Hood College
Media, PA
MEDIA
THEATER SCHOOL

wayfinding tools

Media Borough Website

Visit Media PA Website

Wayfinding programs can reinforce a sense of place and promote The Borough of Media as an environment that is easy to navigate. The program will provide first-time and frequent visitors with clear and consistent information.

This Wayfinding Analysis considers a variety of wayfinding tools: landscaping, lighting, street furniture, landmarks, gateway elements, signage, mapping, banners and public art, as well as related issues such as sustainability and integration of technology.

PRE-ARRIVAL TECHNOLOGY

In addition to the Borough's website, there can be either a stand-alone or internal link to a wayfinding map. The wayfinding map can appear on the website and the Visit Media PA website. This map could be designed by a third party or by the Borough itself. Alternately, the information can be presented as a separate site to be managed and hosted by the Borough.

A tourism / wayfinding interactive map allows for a deeper inclusion of attractions and businesses into the overall wayfinding program. An interactive map allows an on-line user to clink links on the map for additional information, such as directions, attraction description, hours of operation or links to other sites. The accessibility and ease of a map and its maintenance broadens the level of inclusion, compared to the cost, code restrictions, and clutter issues associated with a signage program.

The look and feel of the interactive map should reflect the overall identity of the Borough wayfinding program, by using similar colors, shapes, typefaces, etc.

PRIORITY 1

Create a Wayfinding Map for use by the Borough and make it easy to find and access on various Media websites, and utilize on kiosks and in marketing materials.

wayfinding tools cont.

END-USER TECHNOLOGY

This is the utilization of technology where information is communicated to users through the visitor's device (smartphone, iPad or computer). This concept does not require the Borough to invest in hardware or infrastructure and eliminates issues of vandalism, theft, etc. The only investment is in development and ongoing maintenance of the context. End-user technology can include elements such as text message maps, (maps that allow you to acces more information by texting a number on the map, mobile apps the use of QR codes and iBeacon technology, which can send notifications to your smart phone. Kiosks can also be utilized.

ENVIRONMENT

Landmarks are used everyday to provide direction; it can be as simple as "Make a right at the parking garage" or as common as "Meet me at the clock".

In addition to providing direction, landmarks are also helpful for establishing a person's orientation, especially in an exterior environment, where architectural features, landscaping and physical elements help to position us in unfamiliar territory. The State Street trolley tracks are an orienting landmark.

SUPPORT INFORMATION

Whether information is communicated through technology, printed advertisements or a friendly face at a destination, each element effects the experience of a visitor and offers the opportunity to communicate a consistent message, graphic language and helpful customer service.

SIGNAGE

Vehicular and pedestrian signage will guide visitors and residents around the Borough of Media. Parking Directional signs and Parking Lot identification signs will assure drivers of where to park and can provide additional wayfinding information - listing destinations close by, contact information for the Borough, etc.

iBeacon Technology

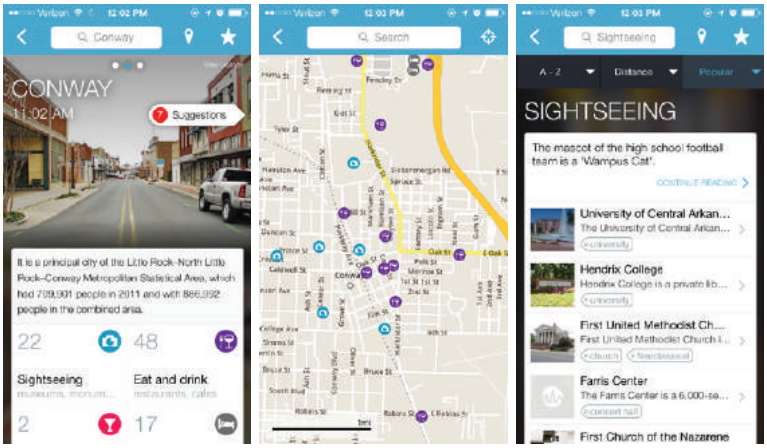
TOPICS for MEDIA APPS:

- Historic Walking Tour
- Dining/Shopping Listings
- Public Parking App
- General Borough of Media events / maps / info

PRIORITY 1 Create a new orientation map to be used consistently throughout The Borough of Media in print and on-line. Map should be created in layers to highlight history, parking, ect.

PRIORITY 2 Create a mobile app for the Borough of Media, able to be downloaded from the Borough's website. Topic could be a general Borough information app or a historic walking tour app.

Examples of Mobile App Engagement



Arkansas Travel Guide App by Triposo

Good examples of consistency in an orientation mapping system

Fredericksburg
IN THE TEXAS HILL COUNTRY

Fredericksburg Logo

Fredericksburg TX regional map

Fredericksburg TX shopping/dining map

Media Landmarks

Media Clock

Delaware County Courthouse

Trolley Tracks on State Street

section 3
wayfinding analysis

Interstate 476 North

Interstate 476 South

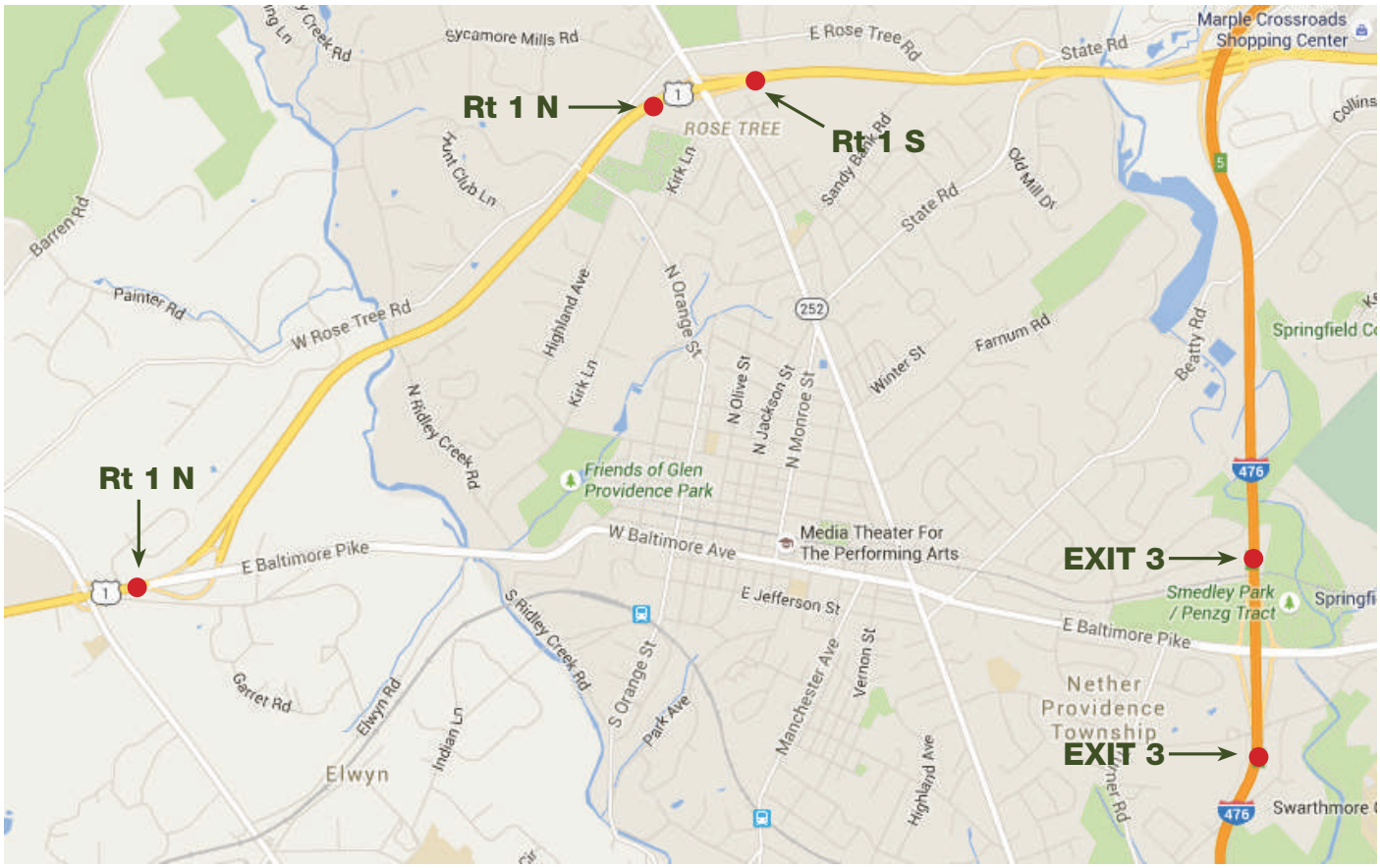
Rt 1 North - Baltimore Pike

Rt 1 North - Media Bypass

Rt 1 South - Media Bypass

highway signage

interstate 476, & Route 1



One intent of the wayfinding system is to review the existing highway signage messages to help the Borough of Media provide a seamless transition from highways onto Borough streets. This is done through two primary evaluations:

EXIT ROUTING

Understanding where the current signs inform drivers to exit for Media will be the starting point for addressing the highway system. Gateways exist at the three roads that enter Media from Exits off I-476 and Route 1. Vehicular signs will be placed after these gateways to introduce the Media Borough Wayfinding System, continuing to provide information when appropriate.

OBSERVATIONS

Gateways exist at the three roads that enter Media from Exits off I-476 and Route 1. Gateways are discussed further on page 3.8. These may remain or could be redesigned as part the wayfinding program. This scope of work will focus on signage in the Borough and therefore our focus will be on signage that picks up from Rt 1 Exits.

existing wayfinding signage

Examples of existing signage

Examples of sign clutter

The current state of signage in the Borough of Media is an array of sign types, sizes and configurations. Signs have been installed as singular efforts by various government agencies, Borough departments and destinations, to address individual needs or requests. This haphazard approach has created visual clutter, with no clear hierarchy of information.

Signs of all different sizes, shapes, colors and typefaces lessens the effectiveness of the signage to aid users in finding their way. The following signage conditions are presented around the Borough:

- Signs are basically the same size, whether it be a destination sign, or parking directional or a standard stop sign, there is no hierarchy of information for visitors to follow.
- Inconsistent mounting heights and placement does not allow the user to anticipate information.
- Copy size is too small to be read or too large for the context.
- Panel size is too small for a user to notice the sign.
- Multiple single message signs can be condensed into a single multi-message sign.
- Mix of multiple sign systems at a single location.

REMOVAL

It is important to note that the intent is not to add signage on top of existing conditions, but to remove and replace existing wayfinding signage to create an organized and comprehensive approach. The scope of this project includes the preparation of a removal plan to reduce sign clutter.

EXISTING SYSTEMS

The County Courthouse should be contacted to see if new signage can be located on their property, replacinhg the worn-looking kiosks and directional signs. The new wayfinding system will interact with existing SEPTA sign systems, as well as any traffic and regulatory signs that are in the public right-of-way.

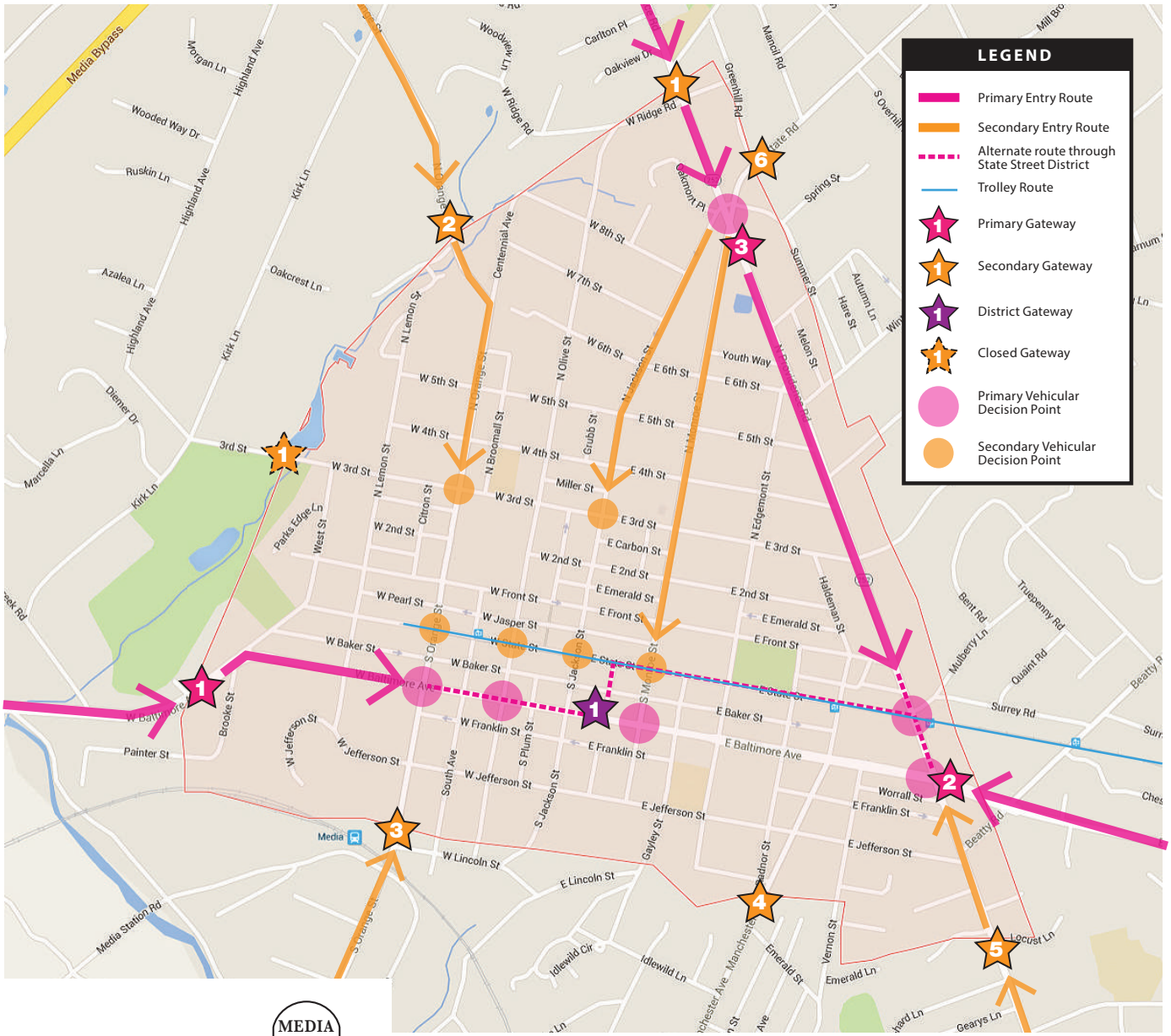
PENNDOT

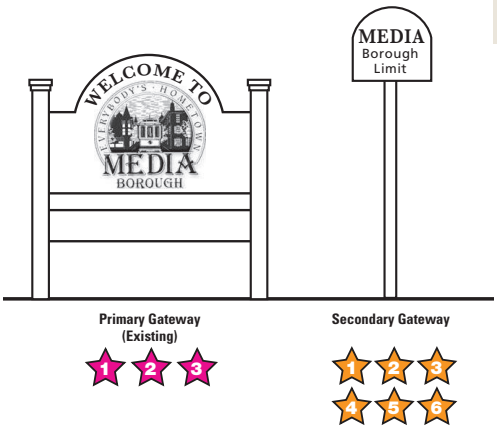
Signage along PennDOT Right-of-Way (ROW) must conform to the Manual for Uniform Traffic Control Devices (MUTCD).

PRIORITY 1

A Removal Plan will be created for the Borough.

existing gateways





Current primary gateways are not placed in the most visually-pleasing areas.

proposed gateways

West End development

WAWA development

BOROUGH GATEWAY PLANS:

- Wawa Gateway
- West End Gateway
- District Gateway at Church St.

GATEWAY LOCATIONS

Gateways for this project will vary in scale and complexity based on their location, environment and purpose. Gateways can make a statement and welcome a visitor or they can simply mark the Borough limit.

Gateways provide a landmark and can include more than just signage; lighting, landscaping, architectural elements, and public art can also be incorporated.

PRIMARY GATEWAYS

Primary gateways are located at the main points of visitor entry into the Borough of Media. While the function of the gateway is to welcome visitors, it can be more than just a sign. The design can include landscaping, lighting, and/or public art in addition to conveying the Borough's brand message. There are already three established gateways at the primary locations on the map at the left. The locations of these gateways should be reviewed in order to present a welcoming view of the Borough. There is a lot of clutter leading up to the gateways (organization's seals, Tree City signs). Incorporating these seals into one well-designed gateway sign would reduce clutter and make for a more impressive gateway.

SECONDARY GATEWAYS

Secondary gateways into the Borough will be marked with a simple, designed marker.

DISTRICT GATEWAYS

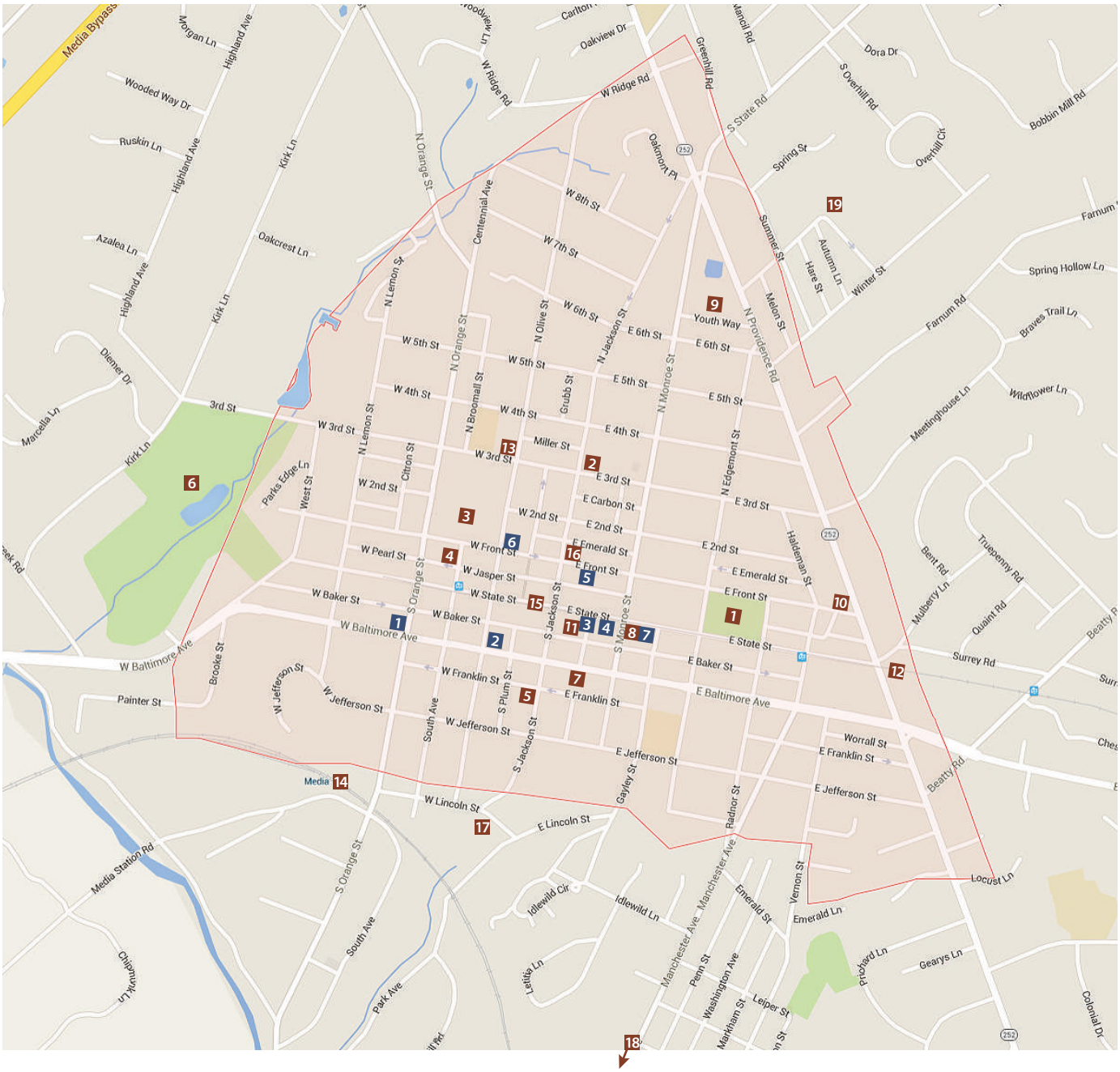
The intersection of Baltimore Pike and Church Street offers an appealing visual gateway to State Street District. It's also the halfway mark of activity on State Street. Placing a gateway element near this location would alert people on Baltimore Pike to all the shops and restaurants on State Street. The intersection is known as an unsafe intersection for pedestrians, so vehicular directional signs will turn people up other streets. Exploring the possibility of turning Church Street into a pedestrian-only street, closed to cars, could be worthwhile in the future.

District Gateway examples

PRIORITY 1

Replace the existing primary gateways and look to incorporate new designs into the proposed developments at the West End and the new WAWA at the east end of the Borough.

borough destinations



MEDIA BOROUGH FACILITIES/ATTRACTIONS

1. Barrall Feild/Park
2. Media Municipal Center
3. Delaware County Courthouse
4. Delaware County Institute of Science
5. Fellowship House
6. Glen Providence Park
7. Media Presbyterian Church
8. Media Theatre
9. Media Youth Center
10. Minshall House
11. Pennsylvania Veterans Museum
12. Providence Road Station
13. Rose Tree School District Offices
14. Media SEPTA Station
15. State Street District
16. Upper Providence Free Library
17. Houtman Park
18. Hedgerow Theatre
19. Cherry Street Fields

PUBLIC PARKING - CURRENT NAMES

1. Orange Street Lot
2. Olive Street Parking Garage
3. State Street Lot A
4. State Street Lot B
5. Firehouse Lot
6. Olive Street Lot
7. Gayley Street Lot

terminologies
vehicular

A basic premise of urban wayfinding is to direct visitors to the “front door” of a destination or district and then get them to parking.

With the exception of **State Street District**, identifying other possible districts would be most helpful on Borough wayfinding maps to give orientation. Additional districts could be: **West End District** and **Courthouse District**.

In Media Borough, the wayfinding plan will be to direct to major destinations where parking is available (Courthouse, Media Theatre, State Street District...) and to public parking lots and garages where many destinations will be reached as a pedestrian.

If a destination outside of the borough can be reached from inside the borough without needing a “follow-up” sign telling a driver to turn left or right, then it may be signed to from the borough.

The destination terminology & abbreviations shown here are PRELIMINARY and for discussion purposes only. The following baseline measurements were used for this study:

VEHICULAR SIGNAGE

Sign Panel Width: 3’-4” (40”)
Character Height: 4”
Typeface: Clearview HWY

Qty. Lines per Listing:
Goal = 1
Acceptable = 2

Qty. Characters per Listing:
Goal = 20 or less
Acceptable = 24 max.

Front St Lot Public Parking

State St District
Library

Olive St Lot Public Parking

Courthouse
State St District
Library

Church St Lot Public Parking

State St District

Orange St Lot Public Parking

State St District
Media Station

State St Lot Public Parking

State St District
Media Theater

Baltimore Ave Garage Public Parking

State St District
Plum Street Mall
Media Station

Gayley St Lot Public Parking

State St District
Media Theater
Farmers Market

public parking

Parking in an urban environment is always a challenge. Based on our interviews with Borough staff and stakeholders, Borough parking lots are hard to find and use with confidence, but there is no true lack of public parking. It is important to note that signage alone will not solve all parking issues, but it can offer a tool for parking to become more visible and accessible.

NAMING PUBLIC LOTS & GARAGES

Naming parking lots after streets or sites they are located adjacent to, and including a clear Parking "P" symbol on signage will act as a wayfinding tool and provide a parking identity. It also assures the visitor they are allowed to park without fear of a ticket. The word "Municipal" is found on both parking lot and garage signs. The Borough logo also appears. A visitor could easily believe those parking areas are for Municipal employees only. It does not say Public Parking anywhere on the lot/garage signage. There also inconsistencies in the names of lots and garages between signage and the parking map available on the Borough website.

EXISTING PARKING SIGNAGE

Currently, small black and white "Downtown Media" parking signs are being used to direct to lots and to identify some lot entrances. They use a "P" symbol, but the scale of the signs are very small. Visitors do not see them easily because their color and size do not stand out from other regulatory signs in the Borough.

The Parking Garage has three separate entrances. The three levels of the garage are not connected, so each level has its own entrance. Directing visitors to the 2nd and 3rd level entrances on Baker Street would be ideal. The Plum Street pedestrian plaza begins right at the Baker and Plum at the garage second level entrance.

Some parking lots have small black signs naming the lot, but they are too small to be seen from a car, and often not located at the lot entrance. There are also trees branches blocking parking signs in many cases.

Existing Parking Trailblazers

Existing Garage entry

Existing Lot entry

PRIORITY 1 Create an identity for parking - Carry the identity through on signage, wayfinding maps and websites.

PRIORITY 1 Utilize the new Media Borough wayfinding map to promote parking.

PRIORITY 1 Re-name the parking lots and garage by location and use those names consistently on websites, wayfinding maps and create visible signage at entrances to lots and garages.

Existing Garage Level 2 Entrance - Baker Street

GARAGE SIGN ISSUES

- **"Public" Parking** is not displayed prominently.
- Parking "P" is not displayed.
- Too many signs & no hierarchy
- Entrance & Do Not Enter signs are too large and negative
- No mention of level, or direction to other entrances.
- "Municipal" suggests employee parking.

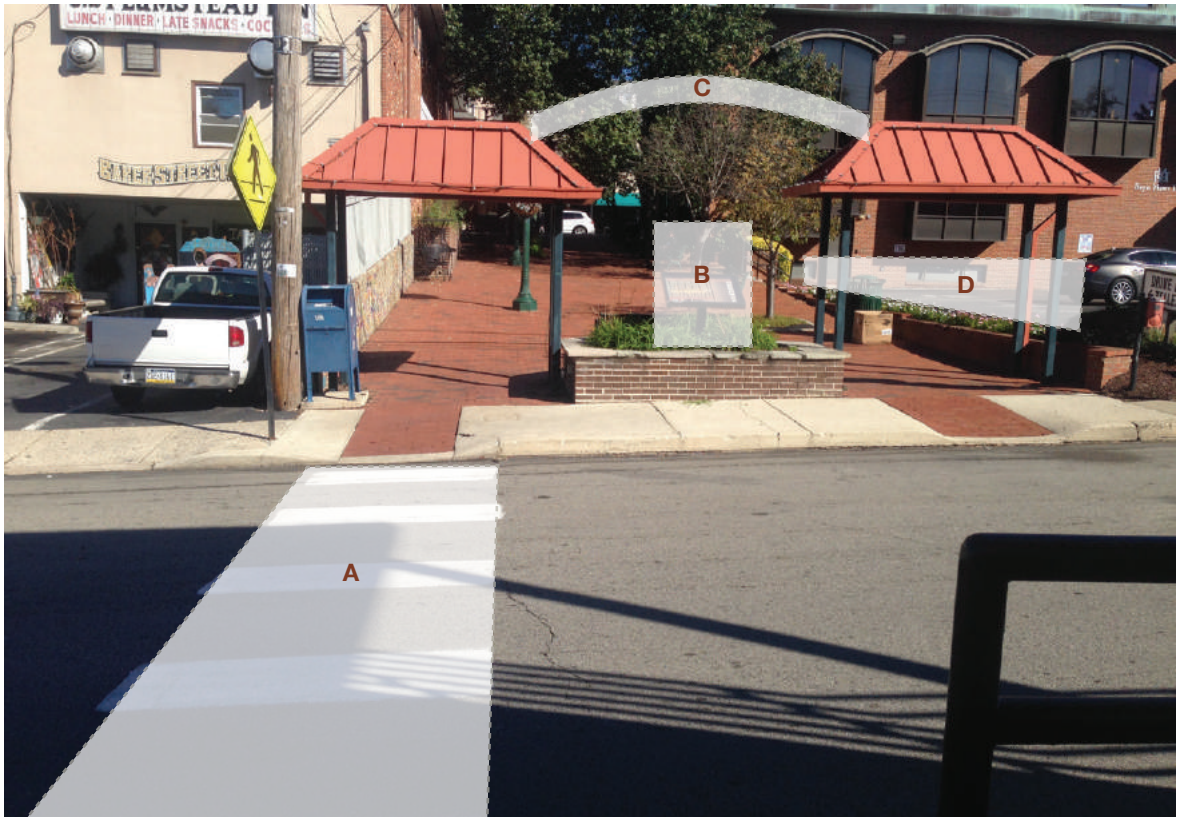
General Design Ideas for Garage Level 2 Entrance - Baker Street

A: Garage name in Dimensional letters **B:** Secondary sign: LEVEL 2 Public Parking **C:** Wall sign: EXIT
D: Wall sign: ENTRANCE - Clearance 6ft - 11in **E:** Flag sign: Parking "P" Icon visible from Olive Street

Existing Garage Level 2 Exit to Plum Street Mall

GARAGE CONNECTION TO PLUM STREET MALL

- **Plum Street Mall** is not identified.
- Weak visual connection from Garage to Mall entrance.
- No signage at garage to promote Plum Street Mall.
- New Kiosk needed in planter.
- Right side of mall is visually open to a private parking lot and has an unattractive sign.



A: Decorative crosswalk to mall entry **B:** New Kiosk with map and event info **C:** Plum Street Mall ID
C: Plum Street Mall ID arch **D:** Artistic/sculptural element to define mall area from parking lot

plum street mall

Plum Street Mall is a series of pedestrian connections and gathering spaces in the heart of the borough. There are plans to renovate this three-block area to use the space more efficiently and to provide a greater range of uses for the mall. It's important not to overlook the spaces between the mall sections, which require pedestrians to navigate three crossings at any time of day, during special events and over trolley tracks.

PEDESTRIAN CONNECTIONS

Highlighting the pedestrian crossings that connect Plum Street Mall would prove reassuring to a visitor and enforce the idea that Plum Street Mall is a single destination Currently there is no visual connection between the three blocks.

REINFORCING THE BRAND

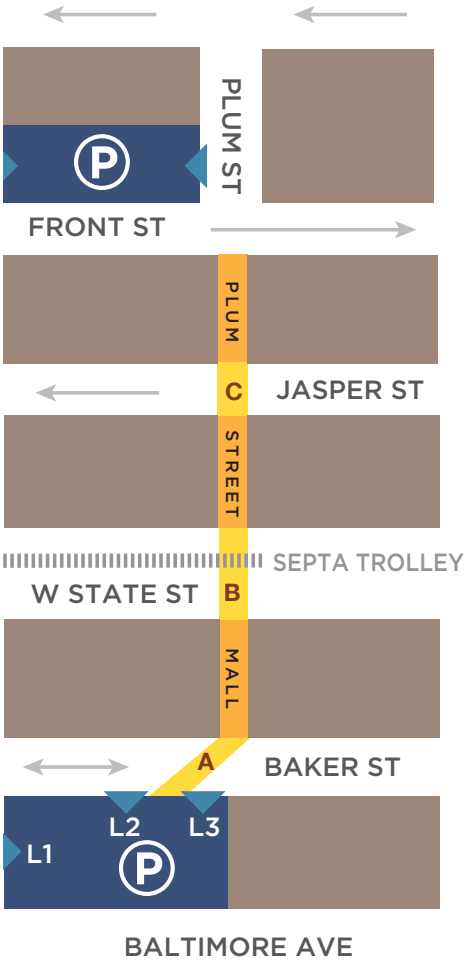
Using these crossings as a way to promote the Media brand as well, through colors, typography, and pattern, serves to strengthen the Borough branding and ties into the new wayfinding program.

Media's gathering spot

A: Pedestrian connection from parking garage

B: Pedestrian connection across State Street trolley tracks.

C: Pedestrian connection across Jasper Street.



Crossings can promote events, brand

Banners can provide information

Plum Street Mall is a series of connections.

A

B

C

DESIGN OPPORTUNITIES:

- A welcoming arch at Baker Street entrance - see page 3.13
- Create a branded connection from parking garage to Plum Street Mall Entrance - see page 3.13
- Illuminated crosswalks for nighttime events.
- Banners - visibility during events.
- Pedestrian flag signs at street crossings, rather than standard DOT issued plastic freestanding pedestrian crossing signs.
- Pedestrian Kiosks providing information at the start of each block of the mall.

PRIORITY 1 Coordinate efforts with the Borough on the Plum Street Mall Renovation project

PRIORITY 1 Coordinate efforts with SEPTA on the Trolley track crossing at State Street

state street district

State Street District, with it's numerous shops and restaurants, is a hub of activity in the Borough of Media. Home to specials events, major destinations and historic architecture, this district is often missed by visitors who travel through the Borough or visit the Courthouse.

OBSERVATIONS

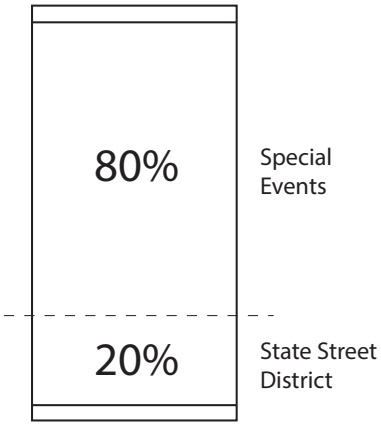
State Street is a strong hub of activity in Media. Residents know about State Street and its offerings. It has all the requirements of a great district; shopping and dining, beautiful historic buildings, public parking and transit stops, landmark features and hosts many special events throughout the year.

But while residents are aware of State Street, a visitor to the Borough can easily pass through Media without even being aware of its existence. Both major arrivals routes to the borough, Baltimore Avenue and Providence Road do not direct to State Street. There is no on-line or digital presence of the State Street District. Visitors to the Delaware County Courthouse may not know they are only one block away from a great place to spend time, eat a meal and help boost the Borough's economy.

Borough parking signs direct to "Downtown Media" lots. Three of these lots are located on State Street. There are red, triangular banners along State Street - the only banners in the Borough.

CONSIDERATIONS

- Identify the district by name on maps and websites. Use State Street District, rather than Downtown Media, as it gives better direction.
- Directing the district by name with signage off Baltimore Pike.
- Re-think plans to line the streets leading to State Street from Baltimore Pike with Red Media banners.
- Redesign banners to promote the State Street District and the events that take place there.
- Looks for ways to connect the district with destinations outside of State Street (i.e. The Courthouse, parks, library and parking lots/garages). SIgning to these destinations or promoting a destination on a kiosk would be an example of this.
- Design a gateway element at Church Street to alert people to the district.
- Long-term projects could include decorative crosswalks on State Street or other public art to create a sense of arrival.



State Street banners can promote various special events along with identifying the district.

Examples of events banners and decorative crosswalks

There's always something going on in the State Street District.

PRIORITY 1 Direct vehicular and pedestrian traffic to **State Street District** off Baltimore Pike. Promote the District as a destination on websites, kiosks, and maps.

PRIORITY 1 Promote the District by incorporating a District Gateway at Church Street off Baltimore Pike.

PRIORITY 2 Utilize banners to promote events and activities within the district.

streetscape

Media Borough can create an individual experience for pedestrians that reflects the borough brand and presents an image that is engaging, comfortable and safe. By presenting a positive pedestrian experience, especially in State Street District, more people may congregate to the district and promote economic growth. These aspects of improvements and further extending the Borough brand will enhance the unique and friendly character of Media Borough.

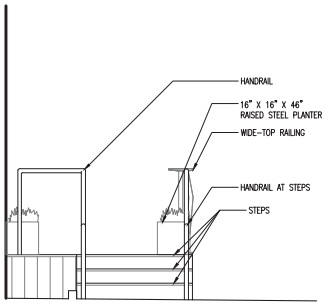
Goals of the streetscape elements are to create landmark experiences, to highlight public art, and to create a sense of place through furniture, materials, details and constructed surfaces.

STREETSCAPE PROJECT AT STATE ST & VETERANS SQUARE

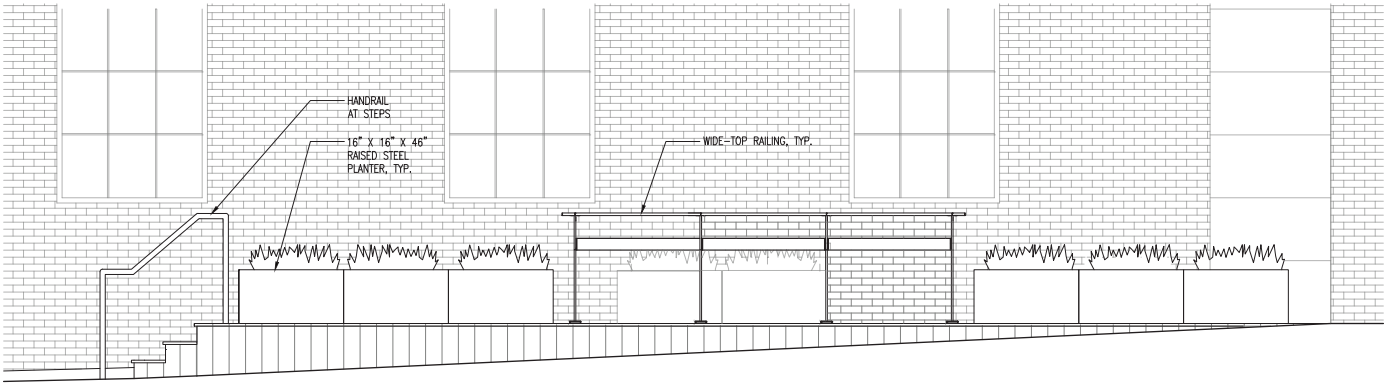
The RBA Group is currently working with the Borough to create a new pedestrian gathering area along Veterans Square. The project is well underway and will incorporate planters, seating, railings and a bump out from the street.

Additional streetscape projects moving forward in the Plum Street Mall and along State Street should look to the Veterans Square Project as a guideline to keep a consistent look in the State Street District.

Veteran's Square Project - streetscape elements



1 DECK SOUTH ELEVATION
SCALE: 1/2" = 1'-0"



2 DECK ELEVATION
SCALE: 1/2" = 1'-0"

Veteran's Square Project - elevation

temporary signage / events

Within the context of a community wayfinding system, it is best to communicate temporary information as a separate layer from the permanent wayfinding system elements, rather than trying to mix messages or create an interchangeable system.

In the scope of the wayfinding system, several tools and coordination efforts can be incorporated to assist the Borough in delivering this information.

Templates can be provided to keep even paper temporary signs consistent with the Borough brand.

SPECIAL EVENTS

Media has numerous events every year centered around music, restaurants and holidays. These events are a huge draw and bring in visitors from outside the Borough, sometimes first-time visitors. Major streets are often closed down for these events and the usual traffic flow to parking and major destinations disrupted. A temporary sign system that carries the across the look of the new wayfinding project will allow a visitor to trust the information presented.

TEMPORARY SIGNAGE (STATIC)

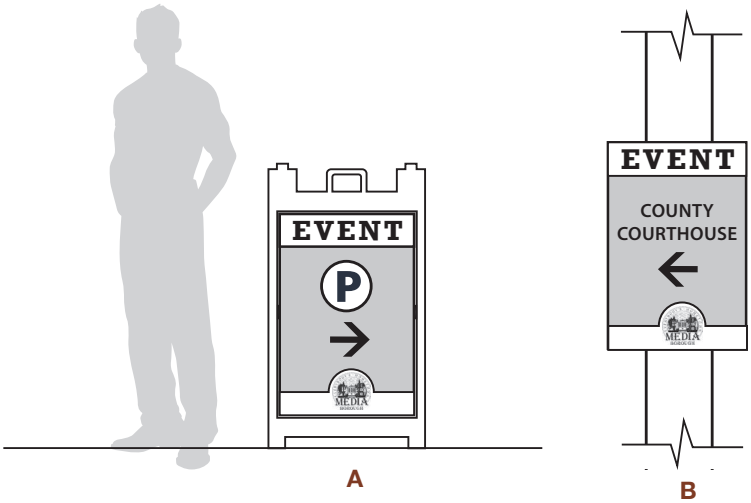
The sign menu includes the design of standardized temporary signage elements that can be utilized by the Transportation Department and/or Police Department. This “sandwich board” configuration should be designed to match the wayfinding system. This communicates that these signs are part of the overall wayfinding system, allows visitors to anticipate the information along their route and presents the permanent and temporary signs as an organized effort.

Some signs can be produced with standardized messages for select destinations. These would be used primarily for situations when the traffic patterns have changed from the day to-day routing established by the wayfinding system to a temporary route based on a specific event, construction project, or other unique circumstance.

Destinations that may be considered within a standardized sign message may include:

- County Courthouse
- Municipal Center
- State Street District
- Additional parking facilities

Temporary signage typically requires a greater level of day-to-day coordination.



A: Freestanding sandwich board with design insert to match wayfinding system.

B: Temporary signs on GatorBoard can be zip-tied to existing poles.

PRIORITY 1

Create a temporary/event sign system and create templates for disposable temporary signage

Data and orthophotography source: Borough of Media, 2015; DVRPC, 2010-2015

Media Bike Facility Recommendations

- Phase I: Sharrows (2-way)
- Phase I: Sharrows (1-way)
- Phase II: Sharrows (2-way)
- Phase II: Sharrows (1-way)
- Phase II: Bike lanes (2-way)
- Future Trail Connections
- Supplemental strategies (Phases I and II)

Draft Bike Plan Network

The network shown here is intended to maximize connectivity across the borough without impacting on-street parking or street directions. The proposed network is sharrow-based in the near term, since in all cases bike lanes cannot be accommodated without removing parking or travel lanes, but with supplemental strategies to respond to survey interest in more intensive treatments than sharrows.

bicycle plan

Creative bike racks: metal circles and racks that also serve as benches.

PHASE 1 STREETS: (SHARROWS ONLY)

- 5th Street
- Front Street
- Jefferson Street
- Jackson Street
- North Edgemont Street
- Radnor Street
- Haldeman Street

MEDIA BIKE PLAN

The Media Borough Environmental Advisory Council is in the midst of creating a Media Borough bike plan to be implemented in phases over the next few years. The first phase focuses on the use of sharrows on Borough-owned streets. There is a future goal of connecting to Delaware County's recently-adopted greenways plan. This would include a connector trail linking Glen Providence Park (and the Mineral Creek area beyond) with the Leiper-Smedley Trail and other points east. This connection was only conceptually defined in the plan, and includes a routing on 3rd Street in Media—which would be challenging without modifying street directions.

There is public support for the plan, as shown in an on-line survey that put out in summer of 2015. 242 surveys were completed. 70% of people surveyed said they would ride in Media Borough more often if there were bike lanes or painted bike facilities implemented. This plan works well to promote the transportation and accessibility aspects of the Media Borough brand.

Once bike-friendly streets are established, they should be added and promoted on Borough maps. Adding creative bike racks throughout the Borough at destinations like the Library and parks that coordinate with existing streetscape furnishings would also be recommended.

PRIORITY 1

Once established, highlight bike-friendly streets on Borough maps. Coordinate borough bike racks with existing streetscape furnishings.

public transportation

SEPTA TROLLEY

SEPTA has their own signage at trolley stops. There is a major pedestrian crossing at Plum Street Mall and State Street that crosses the trolley tracks. Currently, there is a standard painted path guiding people across the tracks. An enhanced crossing would promote Plum Street Mall as a true pedestrian destination that spanning multiple blocks. Coordination with SEPTA will be necessary. Trolley stops can be identified on pedestrian signage.

BUS SHELTERS

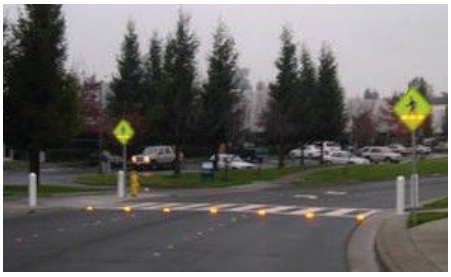
The existing bus shelters in Media Borough are generic and dated. To promote the Borough as Transit-friendly and accessible, creating more welcoming and branded shelters should be explored. Simply enhancing the existing shelters with fresh paint, applied graphics on the glass and a Borough map panel would also be helpful and promote the Borough brand.

MEDIA TRAIN STATION

The Media Train station is used by many commuters and residents in Media Borough, but the pedestrian path from the station to the heart of the borough is not the easiest to traverse. The pedestrian connection to the Train Station should be clear on maps and pedestrian signage. If Orange Street Lot is used for overflow Station parking, that information can be communicated on the parking lot signage.

Existing Bus Shelters

Existing crossing over trolley tracks



Illuminated crosswalks

Friendly Bus Shelters

PRIORITY 1 Work with SEPTA and Plum Street Mall Project to create a memorable crossing at State Street over trolley tracks.

PRIORITY 2 Replace/Enhance existing Bus Shelters to reflect the Media Borough Brand

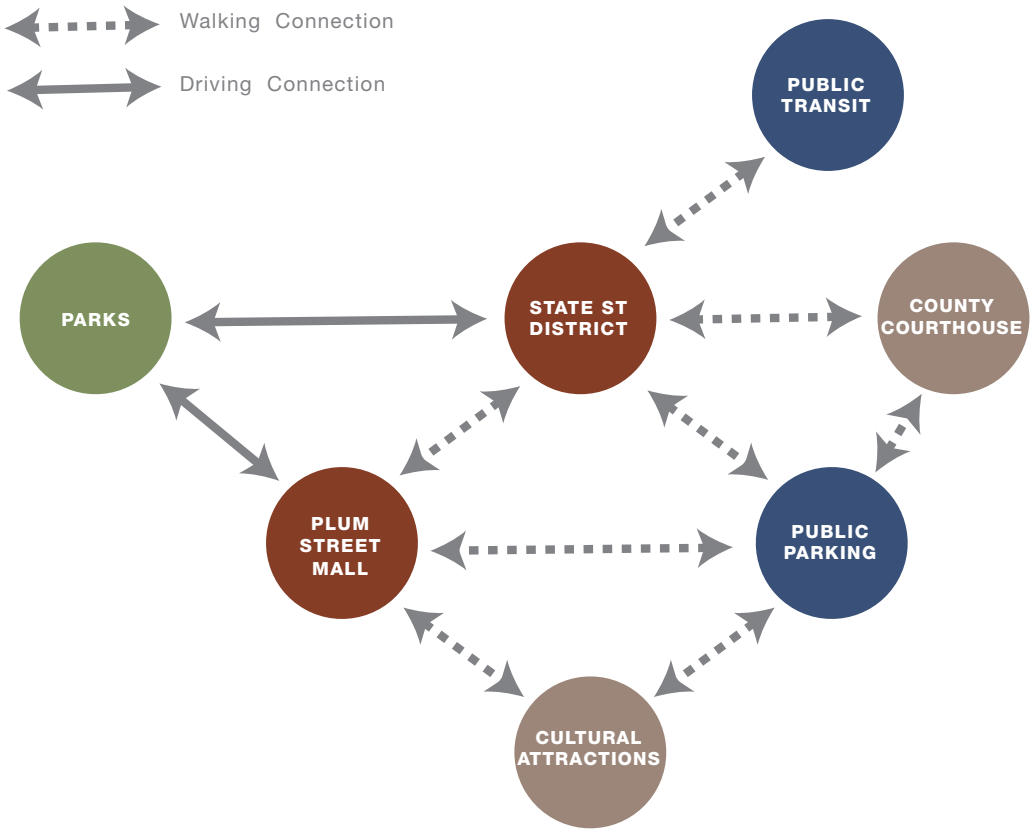
connections

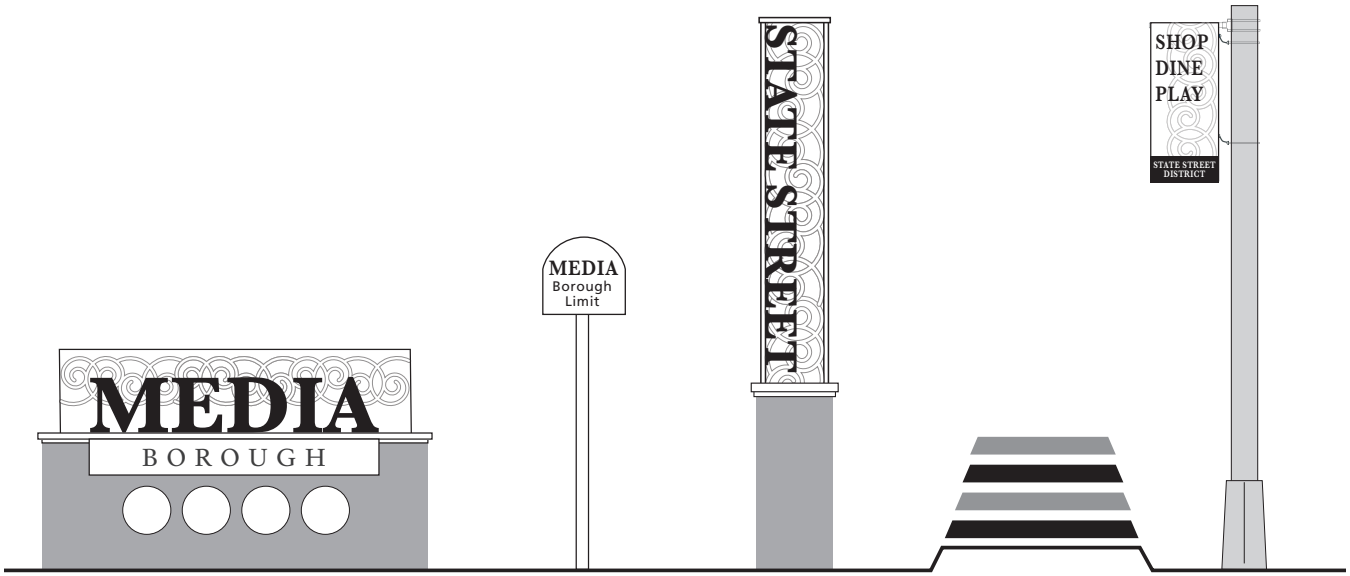
Wayfinding programs present the opportunity to connect districts, destinations and people. Whether the connection is a strategic cross-marketing campaign between multiple attractions, a common visitor activity that links two destinations or an unplanned encounter while exploring the Media Borough – connections are a powerful marketing tool that can increase revenue and present the Borough in a favorable light.

By promoting connections, the wayfinding system encourages visitors to stay longer to fully experience the Borough. This connection strategy helps to improve the overall experience of a visitor, promoting a positive image, favorable word-of-mouth and social media effect. Ultimately, this can lead to return visits.

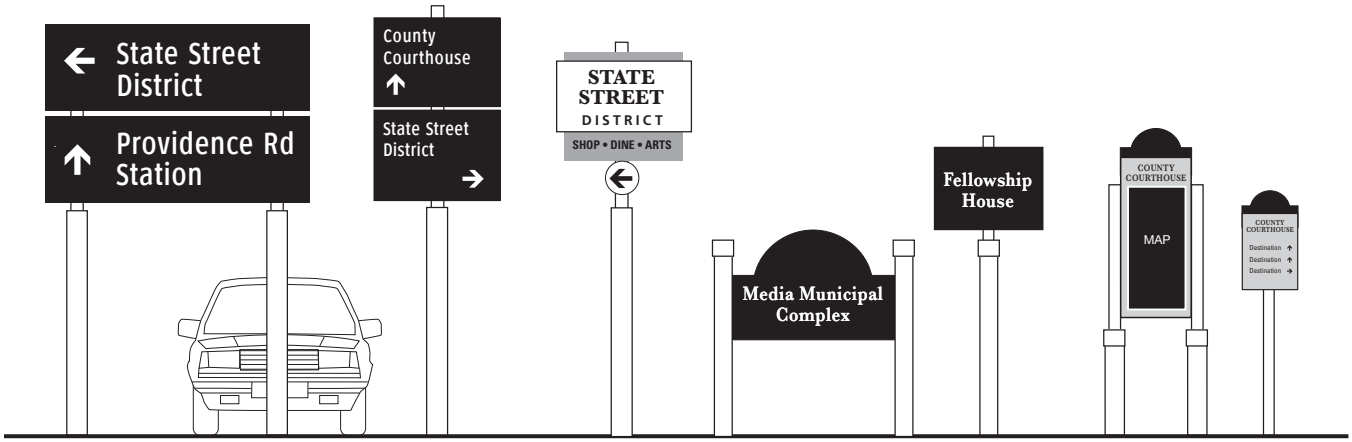
Creating connections between major destinations, parks and other attractions has the potential to:

- Increase visibility of the Borough's amenities and special events
- Boost attendance for smaller destinations
- Increase repeat visitation to the Borough.

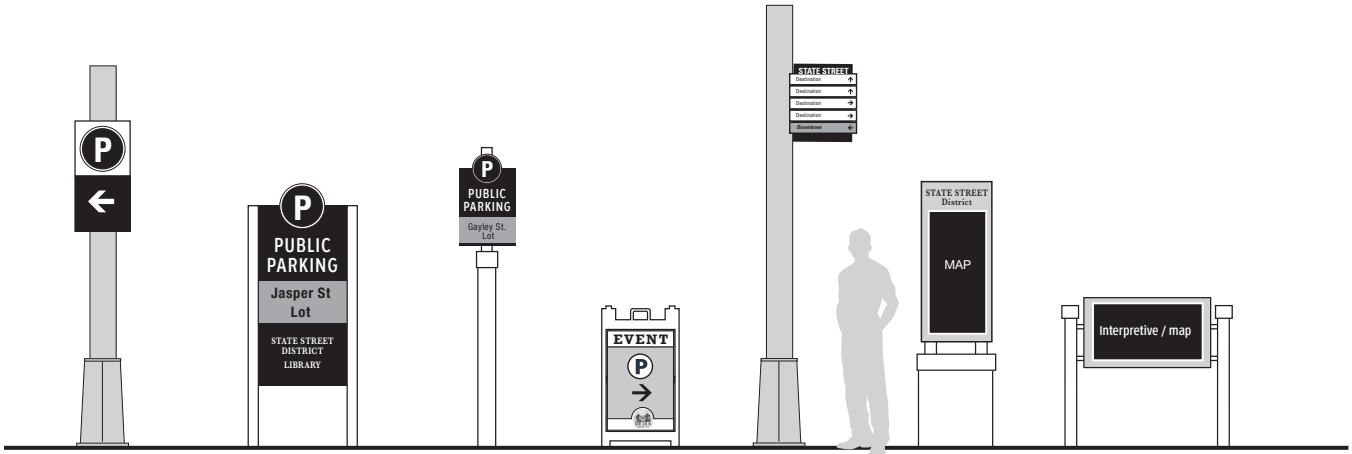




Primary Gateway | Secondary Gateway | District Gateway | Pedestrian Crossings | Banner



Destination Directional (Over 25 mph) 6" copy | Destination Directional (25 mph & Under) 4" copy | District Trailblazer | Destination Arrival (Large) | Destination Arrival (small) | Destination Kiosk | Destination Pedestrian Directional



Parking Trailblazer | Parking Lot Arrival Double Post | Parking Lot Arrival Single Post | Temporary Sign | Pedestrian Directional | Pedestrian Kiosk 3-sided | Pedestrian Interpretive Panel

generic menu of sign types

The menu at left is generic in nature to give an idea of sign types that may be included in the Media Borough Wayfinding Program - they are **not** representative of the actual schematic designs.

VEHICULAR

Primary Gateway
Identifies arrival to the Borough and incorporates the brand. One sign located at each primary gateway into the Borough limits. (three in place currently)

Secondary Gateway
Identifies secondary arrival to the Borough and incorporates the brand. One sign located at each secondary gateway into Borough.

District Gateway
Identifies arrivals to the District and incorporates the brand.

Destination Directionals
Directs to Borough attractions.

- Maximum 3 listings per sign
- Maximum 2 lines per attraction
- Goal: 1 sign per Borough block
- Minimum 150 feet between signs

District Trailblazer
Directs to District, may give distance.

Destination Arrival
Marks arrival to destination. Offers place for sub-listings of location destinations.

Parking Trailblazer
Trailblazer signs to public parking lots.

Parking Arrival
Identifies public parking lots.

Banners
Identify Districts/Events/Activities and incorporates brand.

Temporaray Signage
System of A-Frame inserts that reflect Borough brand for use during special events.

PEDESTRIAN

Pedestrain Crossings
Enhanced pedestrian crossings at Plum Street Mall crossing across Baker Street, State Street and Jasper Street

Information Kiosks
Located at key gathering points. Includes maps, brochures, directions and other visitor information. Electronic/Interactive features TBD.

Pedestrian Directional
Directs to destinations within pedestrian zones. Located at intersections and/or street corners.

Destination Pedestrian Directional
Directs to destinations from a certain destination/campus (i.e. Co. Courthouse)

Orientation Map
Provides graphic map of District, Borough, or Region. Located mid-block and/or key pedestrian nodes. Includes distances to destinations.

Interpretive Panel
Provides a graphic and written narrative on historical context, data and interesting facts regarding a site or destination.

Borough of Media brand

BRAND ATTRIBUTES

There is no denying that Media is a warm and vibrant hometown. Walkable, tree-lined streets, plenty of access to transit and events going on year-round make Media Borough a special place.

reinforcing the brand

Current Gateways (and locations) do not reinforce the Media Borough brand.

Current banners do not market Borough events; informational signs are hidden and branding opportunities in existing gathering spaces are missed.

Bus shelters are a way to promote the Media Borough brand; garage entrances need to be cleaned up and utilize a hierarchy of information; and the train station should be considered a gateway.

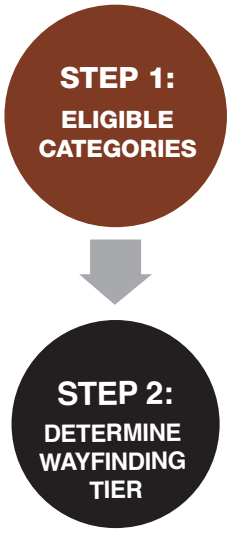
section 4
strategies

criteria for inclusion

The Borough of Media Wayfinding System looks to include a variety of destinations. The following Criteria Ranking System provides guidelines in determining which type of destinations qualify and what types of wayfinding tools they may be listed on.

Even though a type of destination listed here is not currently found in Media Borough, if the Borough decides it may be an attraction at some point in the future, the destination should remain on the criteria list.

2-Step Inclusion Process:
Listed below is a two-step process for determining whether or not a particular destination is eligible for inclusion in the Borough of Media Wayfinding System Program.



STEP 1: ELIGIBLE CATEGORIES
Destinations must fall under one of the following categories and meet the criteria established.

100. COMMERCIAL ATTRACTIONS

101. Breweries: A licensed site which shall be open to the general public for tours, tasting and sales, a minimum of 1,500 hours per year, and provide an educational format for informing visitors about beer and beer processing.

102. Unique Natural Areas: A naturally occurring area or site of interest to the general public. Such areas may include riverfronts, caverns, waterfalls, caves, or special rock formations.

103. Specialty Shopping Centers: A group of 12 or more specialty shops (antique, craft, outlet, farmers' market, etc.) retail stores, and restaurants with ample parking facilities. Specialty shops must offer goods or services of interest to tourists and that derive the major portion of their income during the normal business season from motorists that do not reside in the immediate area. The goods or services shall be readily available to tourists, without the need for scheduling appointments or return trips.

104. Wineries: A licensed site, which produces a maximum of 200,000 gallons of wine per year. Winery shall maintain a minimum of 3000 vines or five acres of vineyard on site. Winery must be open to the general public for tours, tasting and sales a minimum of 1500 hours per year, and provide an educational format for informing visitors about wine and wine processing.

200. COMMUNITY DESTINATIONS

201. Business Districts: An area within the Borough which is officially designated as a business district by government officials.

202. Courthouses/Government Buildings: A public building, structure, or complex used by a federal, county, state or municipal government for the purposes of convening official legal activities and that is open to the public.

203. Fairgrounds: Includes county and state fairgrounds.

205. Shopping Centers – Neighborhood: A group of 15 or more shops, retail stores, or restaurants usually concentrated within a neighborhood, often at a corner, that functions as the node or nucleus of the neighborhood(s) surrounding its location.

206. Shopping Districts: A group of 30 or more shops, retail stores, or restaurants usually grouped along a street or within a neighborhood typically spanning two or more contiguous blocks.

300. CULTURAL/INSTITUTIONAL

301. Arenas: Includes stadia, auditoriums and civic or convention centers.

302. Colleges or Universities: An educational institution that is nationally accredited, grants degrees at the

associates, bachelor, professional, masters, and/or doctoral levels, and that has a physical campus of at least 5 acres. (Campus signage is the responsibility of the destination.)

303. Hospitals: An institution providing primary health services and medical or surgical care to persons, primary inpatients, suffering from illness, disease, injury, deformity and other abnormal physical or mental conditions. The facility must have 24-hour emergency care with a doctor on duty at all times. (Campus signage is the responsibility of the destination.)

304. Institutions: A center operated by a municipal, county, state, or federal government unit that is open to the public.

305. Libraries: A repository for literary and artistic materials, such as books, periodicals, newspapers, recordings, films, and electronic media, kept and systemically arranged for use and reference operated either by the Borough or by a non-profit organization. Private media outlets (e.g. Book Stores, Best Buy, etc.) do not qualify under this definition.

306. Museums: A facility in which works of artistic, historical, or scientific value are cared for and exhibited to the General public. (Campus signage is the responsibility of the destination.)

307. Theatres, Performing Arts, and Concert Halls: Any not-for profit facility used for the public's enjoyment of the performing arts that has a minimum occupancy capacity of 200 people and associated parking.

400. HISTORICAL/ARCHITECTURAL

401. Historic Sites: A structure or place of historical, archaeological or architectural significance listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the Borough. The site must be accessible to the general public and provide a place where visitors can obtain information about the historic site.

Historic Sites may include the following types, provided they meet the above criteria:

- Houses
- Commercial buildings
- Farms, farmsteads and barns
- Religious sites, places of worship, cemeteries and monuments
- Bridges
- Railroad Stations
- Waterbodies

402. Historic Districts: A district or zone listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the State or the Borough. Historic districts may provide the general public with a single, central location such as a self-service kiosk or welcome center, where visitors can obtain information concerning the historic district.

Historic Districts may include, but not be limited to, the following:

- Historic residential streets
- Shopping streets and districts
- Courthouses and public buildings
- Landmarks
- Buildings of architectural, design, or artistic merit

500. RECREATIONAL

501. Waterfronts: Areas with access to and views of the rivers, streams, and lakes which are recognized by the Borough, County, or State as having significant recreational or cultural value and are open to the public a minimum of 180 days per calendar year.

502. Boat Launches: A public facility for the launching of boats and parking of motor vehicles and trailers.

503. Canoeing, Rafting, and Kayaking: Public areas with established canoeing, rafting, and/or kayaking facilities. Individual private facilities are not eligible for signage.

504. Golf Courses: A golf facility open to the public and offering at least nine (9) holes of play. Miniature golf courses, driving ranges, chip and putt-putt courses, and indoor golf shall not be eligible.

505. Hiking and Biking Trails/ Routes: Areas designated for recreational hiking, biking, walking, etc. which are publicly accessible, and owned and maintained by either the Local or County government or the State Department of Conservation and Natural Resources, or non-profit organizations. Signs will only be installed at locations that direct the motorist to an established trailhead with parking facilities.

506. Hunting and Fishing Areas: Areas so designated and under the jurisdiction of the State Department of Agriculture and Consumer Services, Department of Environmental Protection, or the Pennsylvania Department of Fish and Wildlife.

508. Parks – County: An area so designated and under the jurisdiction of the County government with facilities open to the general public.

509. Parks – Borough: An area so designated and under the jurisdiction of the Borough with facilities open to the general public and with enough amenities that its appeal is broader than a particular neighborhood or singular district.

510. Sports Facilities: Regional (multi-jurisdictional) facilities such as minor league and little league baseball fields, youth athletic fields, BMX courses, skateboard parks, etc. Recreational fields associated with K-12 schools are not considered a part of this system.

600. TOURIST SERVICES

601. Scenic Overlooks: An area, usually at the side of the road, where persons can observe a scenic area such as significant geology, unique botanical resources, or across expanses of land or water.

602. Visitor Information Center: A facility where the primary purpose of its operation is to provide information and tourist supportive services. Adequate parking must be provided to support such center.

700. TRANSPORTATION

702. Heritage Roads, Historic Routes and Trails: A road, trail, or route designated by Department of Transportation Right-of-Way (ROW), United States Department of the Interior, or other Federal agency as being part of a national or state recognized historic or heritage park/trail system. Bike paths are not eligible for signage under this system.

703. State Highways: A state designated, limited access highway.

704. Parking Lots, Garages & Decks: A parking facility for public parking. These include all Borough-owned lots. Fees may or may not be charged for parking.

705. Train Stations: A train station serving at least one daily running line with a dedicated lot for public parking.

STEP 2:
DETERMINE WAYFINDING TIER

To determine the destination's tier it must be ranked using the objective criteria outlined below.

The Criteria Ranking System sets up a tiered system with specific attributes aimed at determining which Wayfinding tools are appropriate for a destination. The Criteria Ranking System begins with Tier 1, the most visible and highly prescriptive of the Wayfinding tools (i.e. vehicular signage with specific type face and message requirements) and moves down to destinations that can be accommodated by more general wayfinding tools such as pedestrian signs, orientation maps, websites, and brochures.

Once a destination is determined to fall into a particular Tier, that destination is eligible for wayfinding prescribed in that Tier and all subsequent Tiers. For example, destinations eligible for Tier 2 wayfinding are also eligible for Tier 3, but not Tier 1. Please note that privately-owned and maintained entities are eligible for inclusion in Tier 3 only.

TIER 1: Vehicular Signs

These are identified as major destinations and receive directional information to their locations on vehicular signs from a large radius throughout downBorough and its major routes. These destinations are typically nationally recognized or serve a primary visitor function (i.e. visitors center or convention center). These destinations also typically have a designated parking facility or significant accessible parking nearby.

(Must meet 5 out of 6 criteria attributes listed below)

- Regionally Recognized Destination
- Governmental, Historical, or Cultural Institution
- Greater than 20,000 visitors per year
- Open a minimum of 40 hours per week.
- Open 12 months a year
- Parking associated with destination

TIER 2: Pedestrian Signs

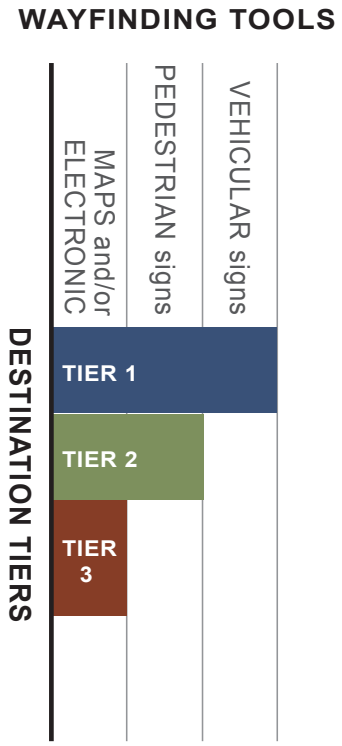
Destinations included at this level receive directional information to the destination on pedestrian signs. Information directing to their destination is generally placed within a 5-10 min walking distance. Destinations limited to this tier are primarily access via non-motorized vehicles or offer non-motorized activity (i.e. parks,trails, plazas). These destinations are generally local attractions or activities.

(Must meet 2 out of the 2 attributes listed below)

- Locally Recognized Destination
- Primarily accessed via non-motorized vehicle

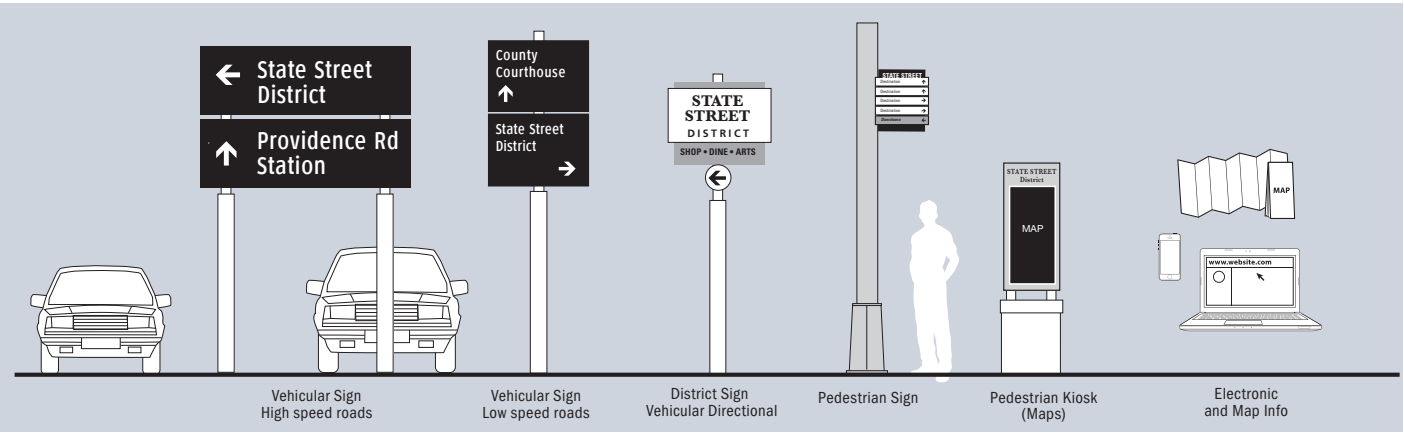
TIER 3: Maps and/or Electronic

This tier captures a variety of public & privately-owned entities or amenities that do not meet the attributes outlined in Tier 1 or 2.

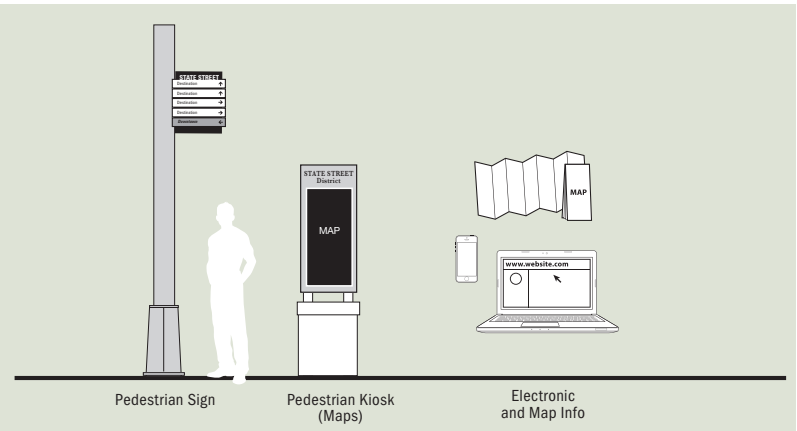


wayfinding tiers chart

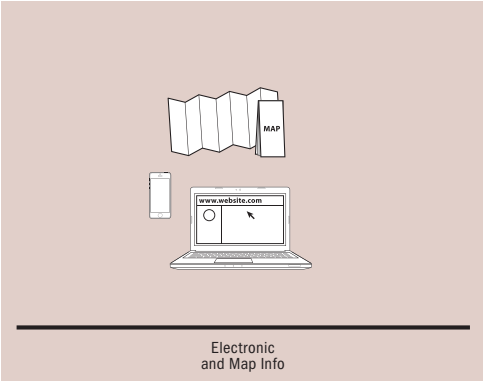
TIER 1: Vehicular Signage • Pedestrian Signage • Electronic + Maps



TIER 2: Pedestrian Signage • Electronic + Maps



TIER 3: Electronic + Maps



The Criteria for Inclusion will place a destination into a one of three Destination Tiers. Each tier has a different level of wayfinding tools at their disposal.

The Criteria for Inclusion can be found on page 4.2 of this document.

management & maintenance

After approval of a sign design, the Borough of Media will confirm sign routes, final sign locations, and an ongoing maintenance and management plan. With the approval of these standards, the Borough can proceed with full installation of signs.

MANAGEMENT

Management:
The establishment of a governing body that oversees the funding, maintenance and expansion. A project manager must be assigned the responsibility of the day to day management of the system.

MAINTENANCE

Maintenance Funding & Contracts:
Maintenance should be a shared responsibility between the Borough and the programs Stakeholders.

Average annual maintenance budget is 10% - 15% of the total project construction cost.

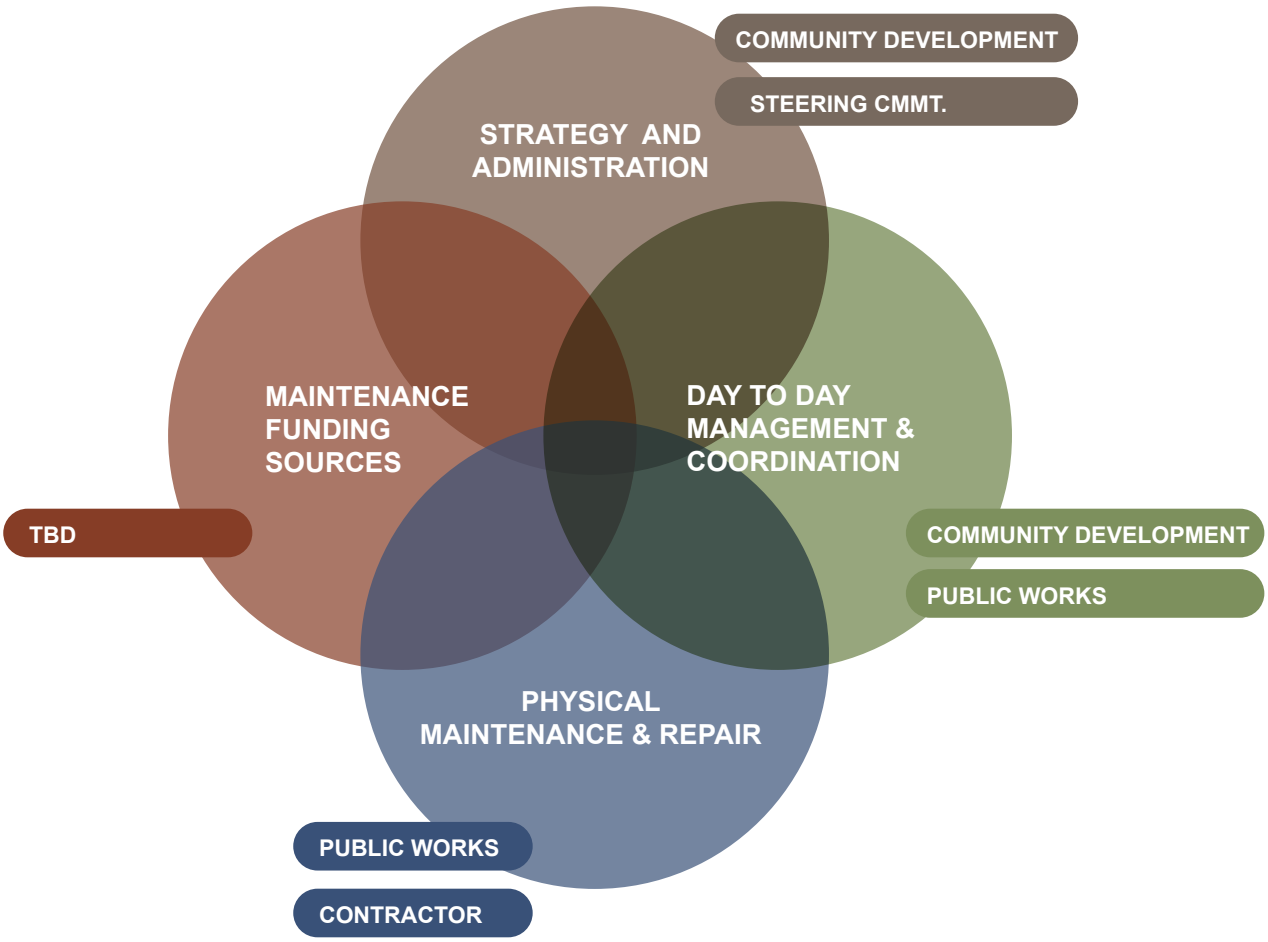
Annual Budgets:
Generally 10% - 15% of the total phasing cost should be established for annual maintenance of the system.

Initial “attic stock” of parts should be included in the base bid of each phase of the project.

By purchasing materials and parts in a large quantity the Borough will reduce its overall costs. Attic stock can include poles (painted), sign panels (painted/no lettering), brackets finished and painted, and other parts.

Sign Longevity	0-4 Years	5-9 years	10-15+ years
Design and Planning	Design: General Evaluation of positive and negative aspects of the system. Planning: Borough In-house maintenance based on new request and circulation/destination updates.	Design: General Evaluation of positive and negative aspects of the system. Planning: Contract with a consultant to analyze major changes to the Borough and necessary system adjustments. 1 or 2 updates possible during this time period.	If the system has not been analyzed since implementation, a major updating is likely to be needed. Outside consultants will be required to review and inventory the system, as well as make suggested changes based on new circulation, destinations, etc.
Vandalism	Annual cleaning/repair. Stickers and graffiti are most common. Cleaning solvents and Goo-Gone are typical products utilized.	Parts replacements and full sign replacement as needed. Cleaning solvents and Goo-Gone are typical products utilized.	Parts replacements / full sign replacement as needed. Cleaning solvents and Goo-Gone are typical products utilized.
Cleaning Schedule	Annual Cleaning	Annual Cleaning	Annual Cleaning
Management / Administration	Weekly coordination transitioning to quarterly coordination between Borough and fabricator during year 1 and 2. Day-to-day monitoring of the system, based on the Borough’s observations, safety issues and citizens reports.	Annual coordination between Borough and fabricator. Day-to-day monitoring of the system, based on the Borough’s observations, safety issues and citizens reports.	Annual coordination between Borough and fabricator. Day-to-day monitoring of the system, based on the Borough’s observations, safety issues and citizens reports.
Breakaway Product: Transpo	Maintenance Free - Covered under Warranty for 3 years.	Maintenance Free - consider general review as part of yearly inspection process.	Maintenance Free - consider general review as part of yearly inspection process.
Reflectivity Life Span: 3M High Intensity Diamond Grade	Covered under warranty for 5-8 years	Covered under warranty for 5-8 years. Reflectivity may be effective beyond the warranty period. Individual signs may require sheeting to be replaced during this time period.	Reflectivity becomes less effective, if not previously replaced. 10 – 15 years is the maximum lifespan.

Sign Longevity	0-4 Years	5-9 years	10-15+ years
Custom Color Life Span: 3M High Intensity Diamond Grade	Covered under warranty for 3 years. Color generally maintained beyond warranty period, depends on direction sign panel is facing.	Fading may begin depending on the direction sign panel is facing. Individual signs may require sheeting to be replaced during this time period.	Fading occurs, if not previously replaced. 10 -15 years is the maximum lifespan.
General Materials: Aluminum Sign Panels & Posts	Specifications require 5 year fabricator warranty for workmanship. General wear-and-tear maintenance required	General wear-and-tear maintenance required.	General wear-and-tear maintenance required.
Painted Surfaces	Covered under manufacturers warranty. General maintenance and touch-up will be required.	Warranty expires. Typically color holds up beyond warranty period. Fading may begin depending on the direction sign panel is facing. Individual signs may require individual parts to be replaced during this time period.	Fading occurs – based on direction sign panel is facing – 10 – 15 years is the maximum lifespan to expect.
Sign Panels / Fasteners	Specifications require 5 year fabricator warranty for workmanship. General repairs and replacement due to auto incidents or vandalism. Inspect welds and fasteners for connection integrity.	Quantity of repairs increases, if not maintained previously. Inspect welds and fasteners for connection integrity.	Consider full inventory of system and repairs based on consistency of maintenance and up-keep over the years.
Brackets/ Fins / Details	Specifications require 5 year fabricator warranty. General repairs and replacement of parts due to auto incidents or vandalism. Inspect welds and fasteners for connection integrity.	Quantity of repairs increases, if not maintained previously. Inspect welds and fasteners for connection integrity.	Consider full inventory of system and repairs based on consistency of maintenance and up-keep over the years.
Concrete Footers	Maintenance free. Inspect structural integrity – similar to any construction project.	Maintenance free. Inspect structural integrity – similar to any construction project.	Maintenance free. Inspect structural integrity – similar to any construction project.

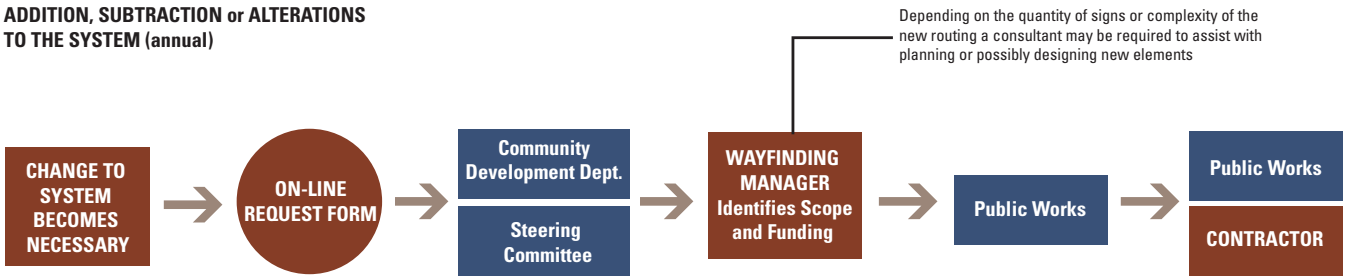

COMMUNITY DEVELOPMENT
STEERING CMMT.
STRATEGY AND ADMINISTRATION
MAINTENANCE FUNDING SOURCES
TBD
DAY TO DAY MANAGEMENT & COORDINATION
COMMUNITY DEVELOPMENT
PUBLIC WORKS
PHYSICAL MAINTENANCE & REPAIR
PUBLIC WORKS
CONTRACTOR

Media Borough Wayfinding Program Maintenance Flow Chart

DAY-TO-DAY MAINTENANCE PROCESS FOR REPAIR OR REPLACEMENT OF EXISTING SIGNS

Town Public Works & Staff Monitor Sign Program	WAYFINDING MANAGER (TBD) Places Order with Approved Vendor	Town: Quality Control Contract: Fabrication and Installation

LONG TERM MAINTENANCE PROCESS FOR ADDITION, SUBTRACTION or ALTERATIONS TO THE SYSTEM (annual)



DESTINATION Identifies Need	DESTINATION Submits Online Request Form to WAYFINDING MANAGER	Based on program criteria Planning Dept. and Steering Committee Reviews Request	WAYFINDING MANAGER: Quality Control Borough: Approves Funding	Borough Places Order with Approved Vendor	Borough: Quality Control Contract: Fabrication/ Installation

sustainablity

Wayfinding programs can offer the opportunity to reduce the negative impacts that the built environment and transportation can have on our planet.

Wayfinding can have a positive effect on our environment.

Promote Multi-Modal Transportation
Wayfinding programs promote the use of alternative transportation methods by communicating information that encourages the use of bicycle paths, pedestrian walkways and public transportation. Wayfinding programs help to support the use of these transportation means by making them accessible, user-friendly and promoting their availability.

Efficiency in Transportation
In an effort to reduce traffic, wayfinding programs help people find their way quickly and efficiently to their desired destination, whether it is a major attraction or a hard-to-find parking lot. Less time traveled equals less time searching which reduces the carbon foot-print left by the vehicle.

MATERIALS AND PROCESSES

The design of the wayfinding program shall meet our modern needs and preserve to the greatest degree possible the finite resources of our planet. The wayfinding program may consider a variety of "green" materials and processes, as well as administrative efforts that promote "local" inclusion.

Solar Power
Solar panels can provide power to the illuminated signs such as gateways and information kiosks. In Tampa, solar-powered kiosk units consume only 2.05 kilowatt-hours (KWh) per month at a cost of 20 cents – in comparison to $72 per month if the units were powered with traditional fluorescents.

Green Materials / Reflective Sheeting
The manufacturing process for 3M High Intensity Reflective Vinyl, reduces VOC emissions by 97 percent and energy consumption by 72 percent, compared to the standard engineer grade vinyl sheeting products typically used in the past.

Local Construction
Some municipalities are awarding extra points to local qualified fabricators during the bid process to help keep the projects local and reduce the need for shipping large portions of the project across the country as well as supporting local businesses.

Some clients are "buying local" by engaging community artisans, who can produce finials and other sign components locally. These local initiatives also support the local economy.

Local materials, such certain types of stone or wood can also be utilized.

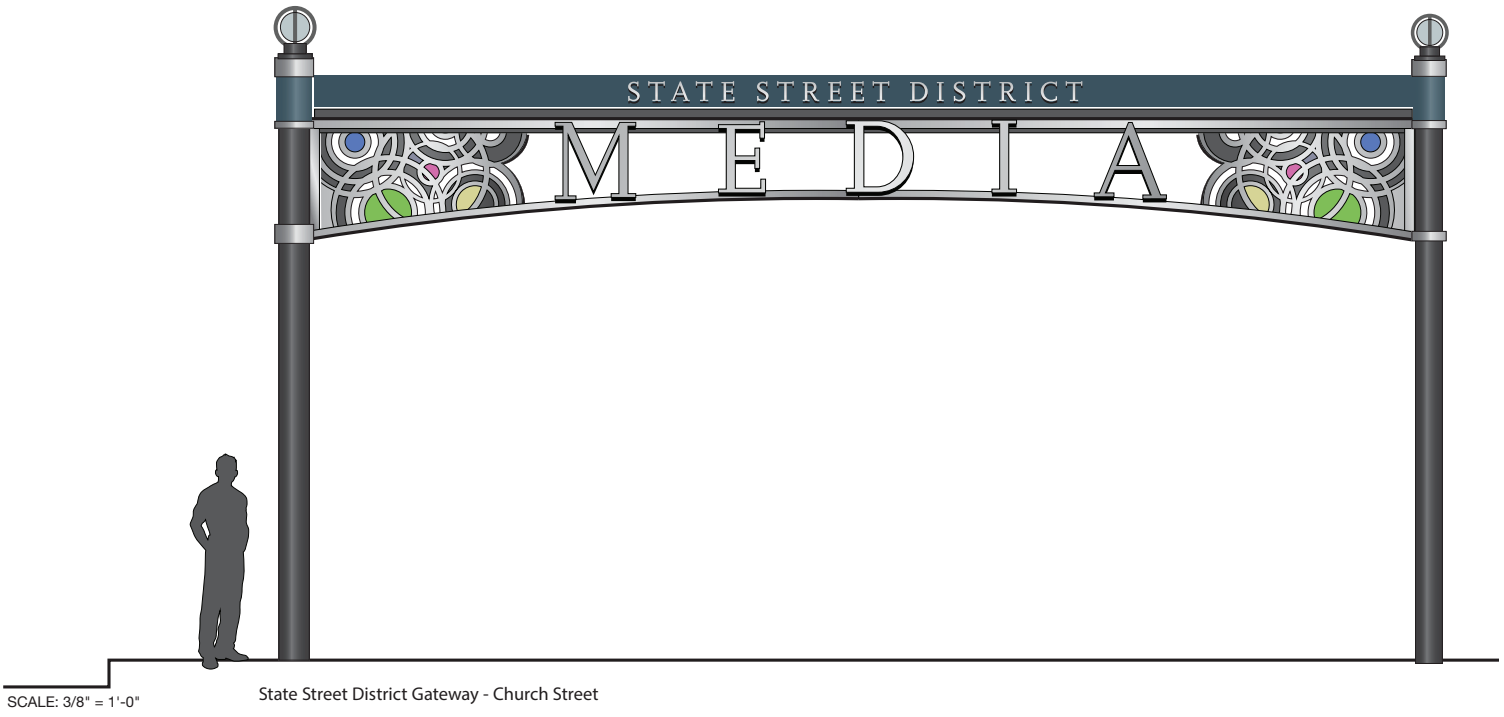
3m High Intensity
Reflective Sheeting

Miami Beach, Florida
Solar Power Gateway

Asheville, North Carolina
Local Artisans

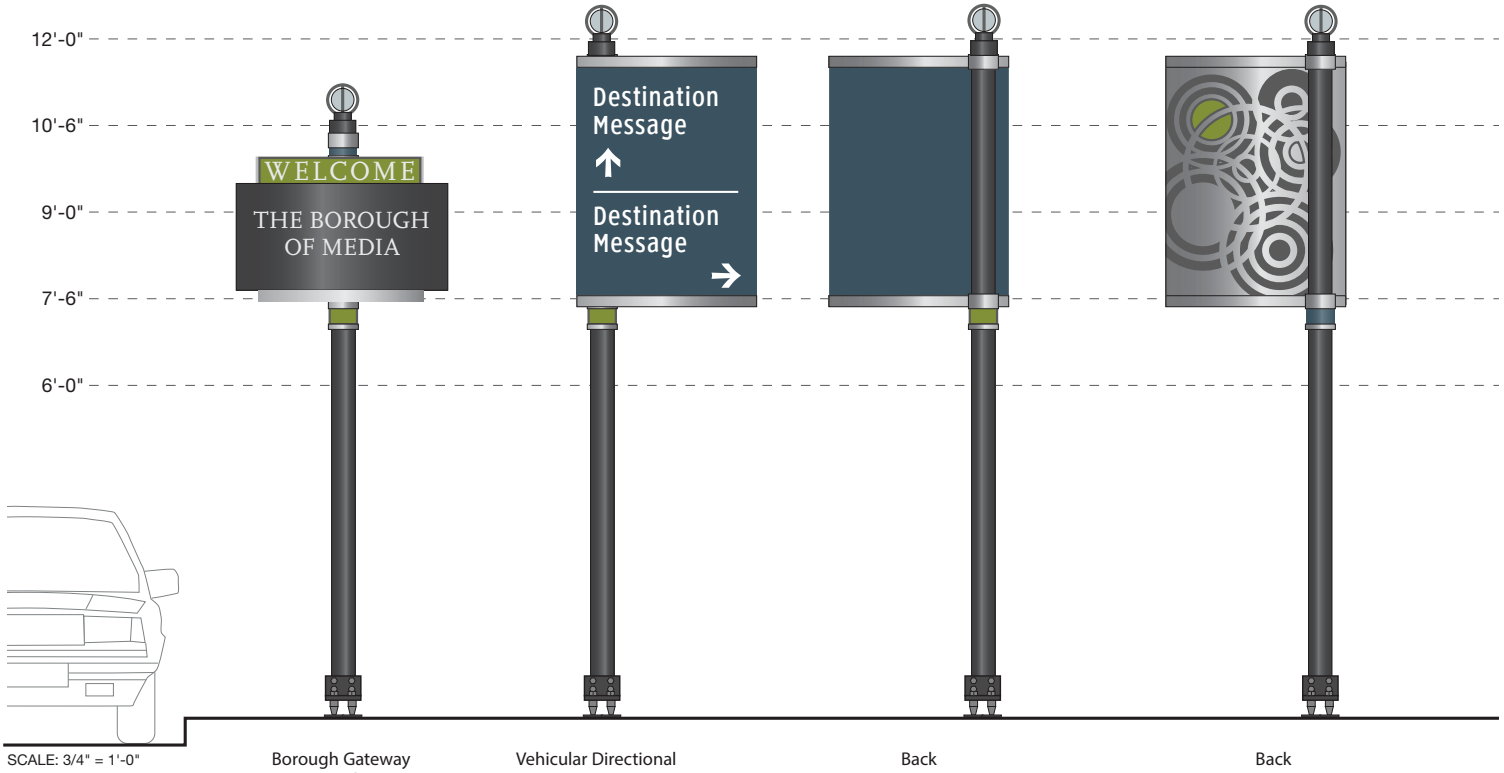
section 5
schematic design

schematic design - option 1



SCALE: 3/8" = 1'-0"

State Street District Gateway - Church Street



SCALE: 3/4" = 1'-0"

Borough Gateway (Secondary)

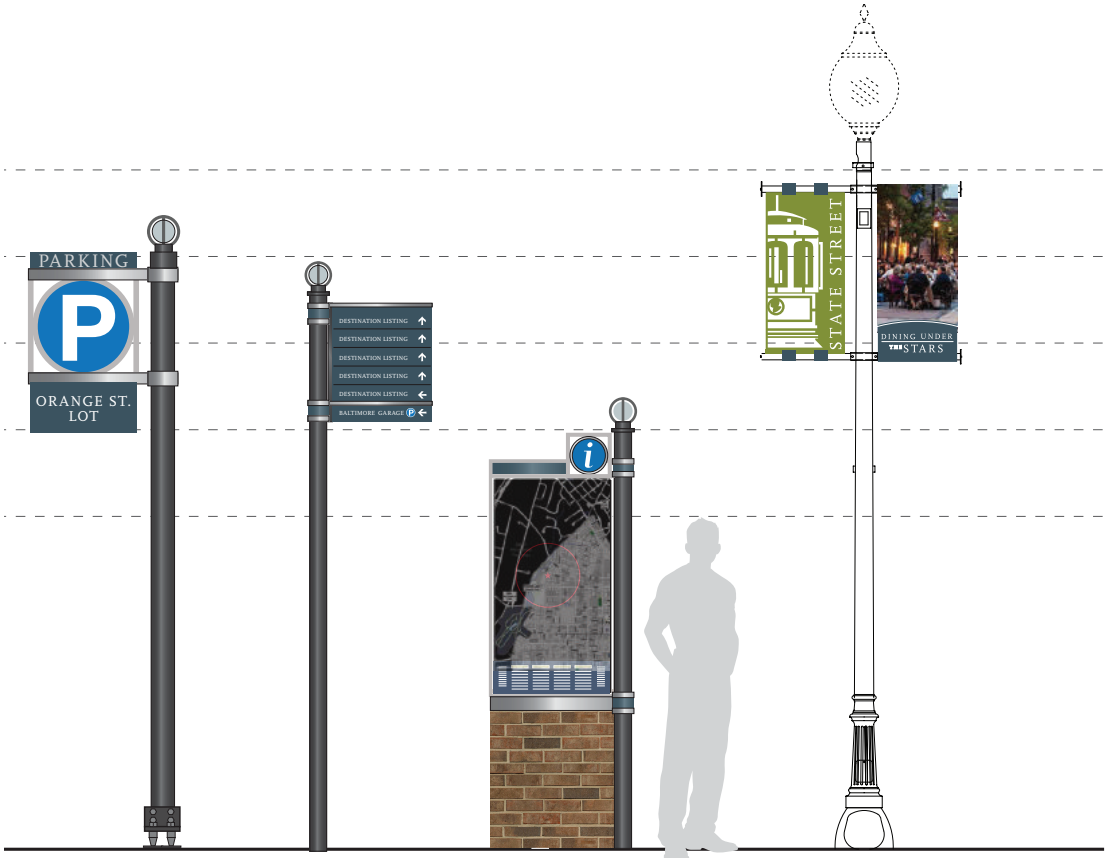
Vehicular Directional (25 MPH & Less)

Back

Back ART Option

Parking Garage
Identification

Event Banner
(Zoom In)



Parking
Identification

2-sided
Pedestrian Directional

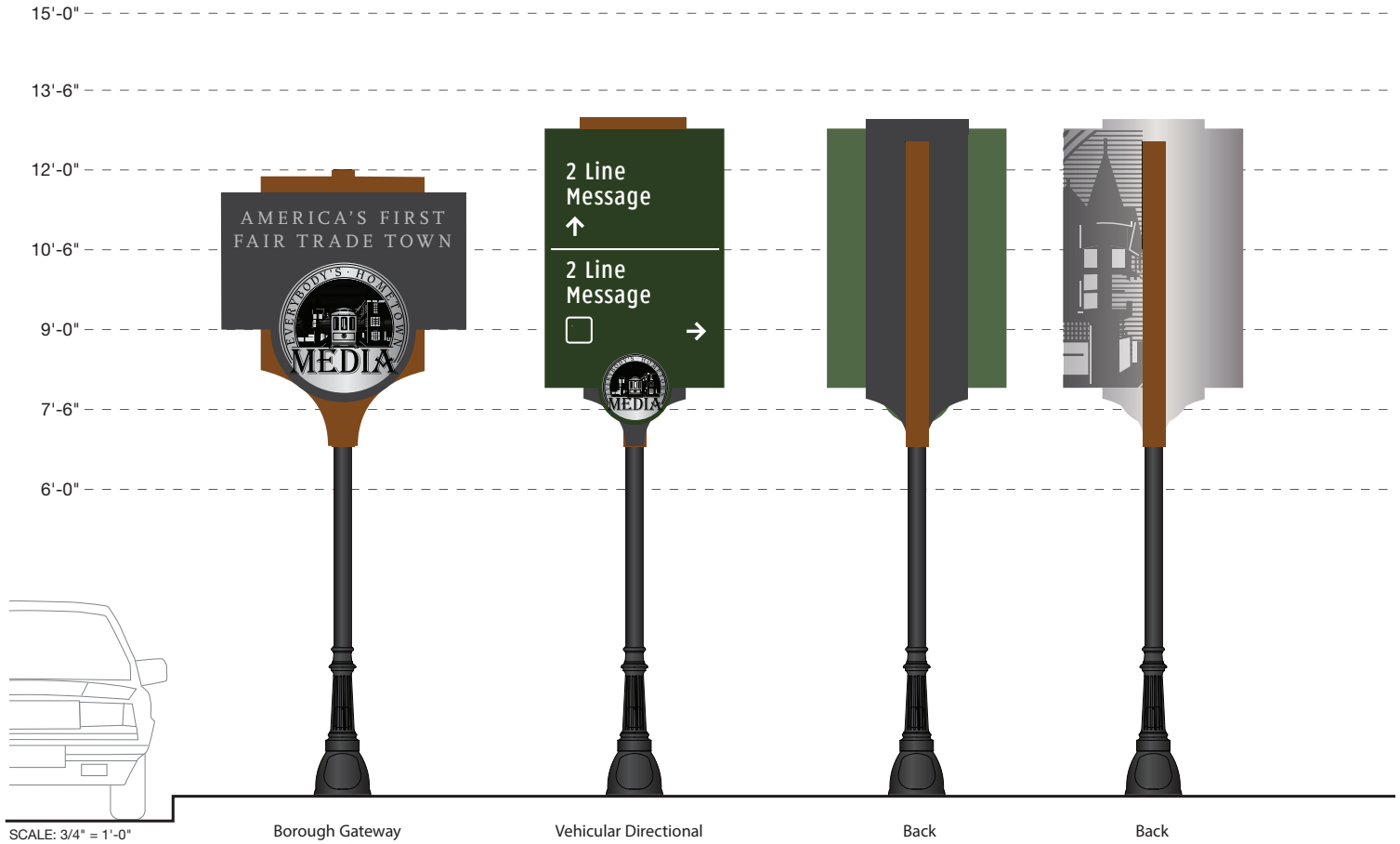
2-sided
Pedestrian Kiosk

Event
Banner

schematic design - option 2

SCALE: 3/8" = 1'-0"

Borough Gateway-West End



SCALE: 3/4" = 1'-0"

Borough Gateway
(Secondary)

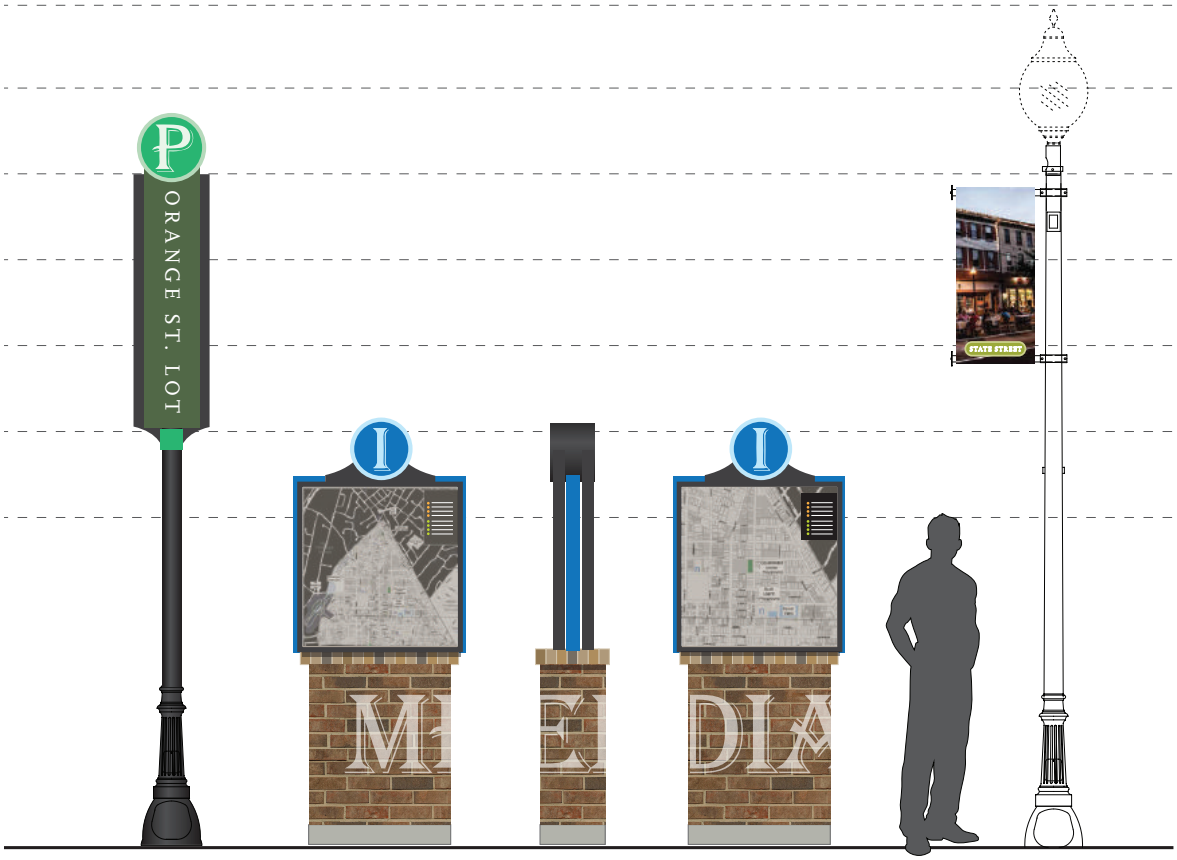
Vehicular Directional
(25 MPH & Less)

Back

Back
ART Option

State Street District Gateway - Church Street

Event Banner (Zoom In)



Parking Identification

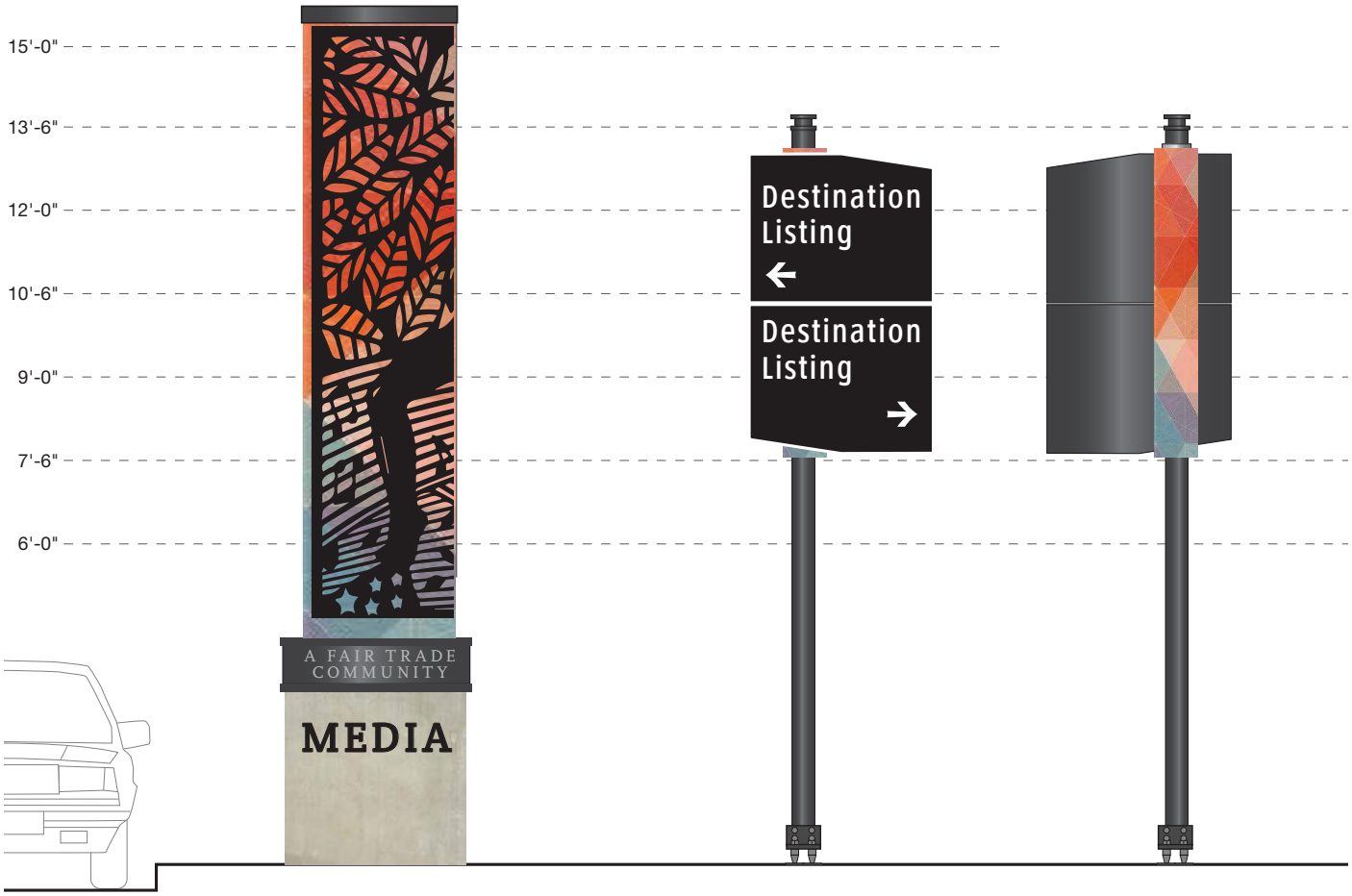
2-sided Pedestrian Kiosk

Event Banner

schematic design - option 3

SCALE: 3/8" = 1'-0"

Borough Gateway - Five Points



ALE: 3/4" = 1'-0"

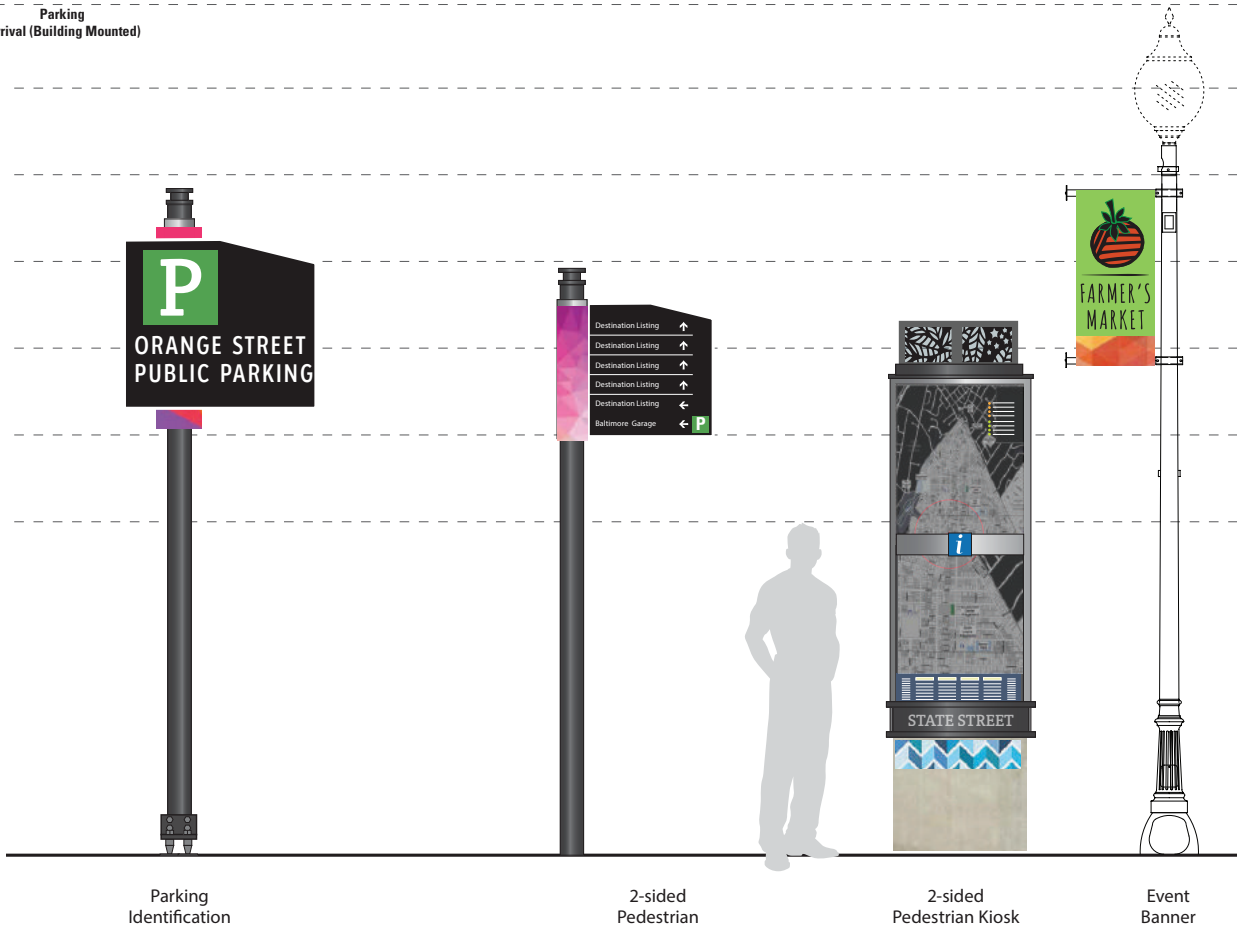
State Street District Gateway - Church Street

Vehicular Directional
(25 MPH & Less)

Parking
Trailblazer

Parking
Arrival (Building Mounted)

Event Banner
(Zoom In)



Parking
Identification

2-sided
Pedestrian

2-sided
Pedestrian Kiosk

Event
Banner