

Borough of New Britain, Bucks County, PA

Wayfinding Master Plan Proposal

- Proposed:
 - February 1, 2020
- Revised:
 - March 13, 2020
 - April 20, 2020
 - February 15, 2021
- Written by:
 - Samantha Bryant, Borough Manager
 - Andrea Dewhurst, Assistant to Manager



Wayfinding Project Objectives



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



NEW BRITAIN BOROUGH
A Friendly Place to Live

Wayfinding Philosophy



- 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.
- Aid visitors in discovering “the hidden jewels.”
- Signs validate that a destination is worth visiting.
- The system is intended for first time visitors and residents alike.
- First impressions and perception play an active role in determining the best route of travel.
- The best route may not be the shortest or quickest.
- Terminology must be kept short and easily understood by a visitor.



Wayfinding Philosophy



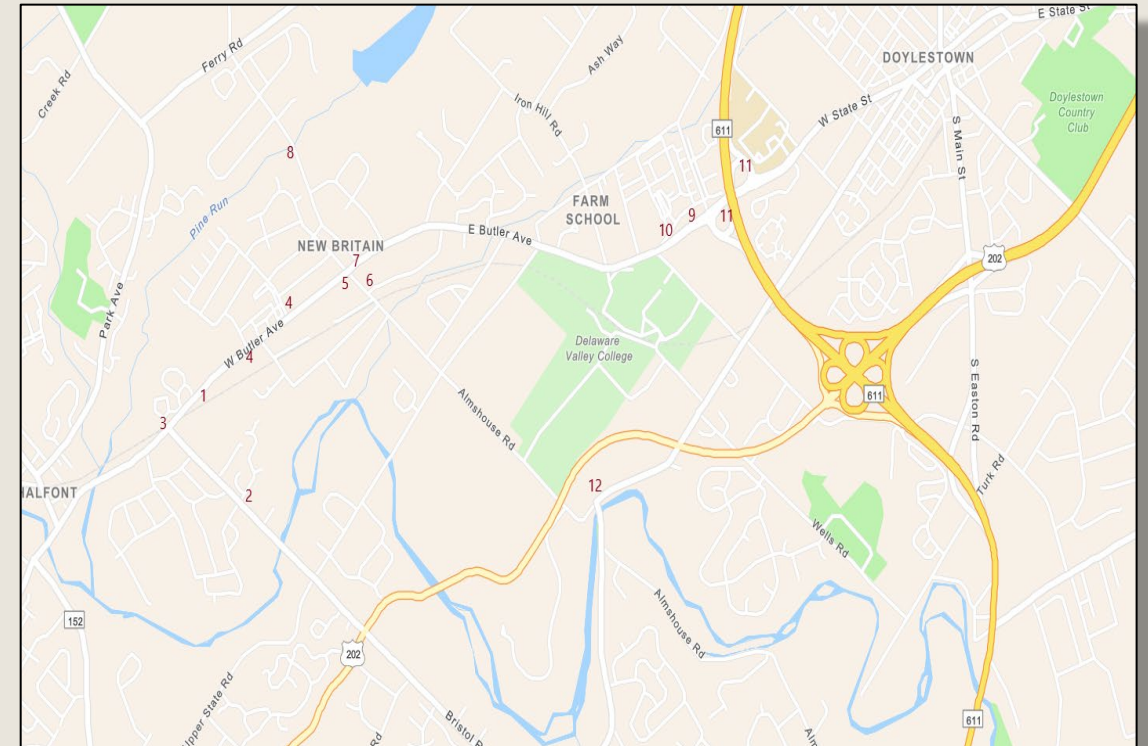
At the November 2019 Community and Business Committee meeting, it was determined that the following locations in the Borough should be promoted based on their value to community and economic development:

- Wilma Quinlan Nature Preserve
- New Britain SEPTA Train Station
- Delaware Valley University SEPTA Train Station
- New Britain Borough Administration Office
- Burkart Hall
- Orchard Park
- Pine Valley Covered Bridge
- World War I Memorial
- Bike Trails
- Farmers Market (seasonal only)
- Covered Bridge Park

Existing Wayfinding Signage



1. Borough Welcome Sign at Bristol / Butler; Bird Town Sign; Tree City Sign; State Boundary Placard; Soliciting Sign
2. State Boundary Placard; Bird Town Sign; Soliciting Sign
3. State Directional Sign
4. State Tourism Sign for WQNP
5. Borough Bicycle and Train Station Sign
6. Borough Welcome Sign; Bird Town Sign
7. Borough Sign for Office and Parks; Covered Bridge Tour Sign
8. Borough Soliciting Sign; Borough Bird Town Sign; Borough Park Sign
9. State Boundary Placard; Bird Town Sign; Tree City Sign
10. Borough Welcome Sign at New Britain Rd / Butler Ave
11. 611 Bypass State Signage for DVU
12. State Signage at Almshouse / Lower State Road



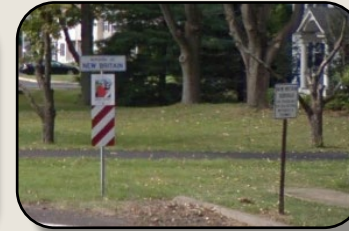
Existing Wayfinding Signage



1. Borough Welcome Sign at Bristol / Butler;
Bird Town Sign; Tree City Sign; State
Boundary Placard; Soliciting Sign
2. State Boundary Placard; Bird Town Sign;
Soliciting Sign
3. State Directional Sign
4. State Tourism Sign for WQNP
5. Borough Bicycle and Train Station Sign
6. Borough Welcome Sign; Bird Town Sign



1 - Bristol Gateway



2 - Bristol Road



3 - Bristol / Butler



4 - WQNP Signs



5 - Bike / Station Sign



**6 - Almshouse
Welcome Sign**

Existing Wayfinding Signage (Continued)



7. Borough Sign for Office and Parks; Covered Bridge Tour Sign
8. Borough Soliciting Sign; Borough Bird Town Sign; Borough Park Sign
9. State Boundary Placard; Bird Town Sign; Tree City Sign
10. Borough Welcome Sign at New Britain Rd / Butler Ave
11. 611 Bypass State Signage for DVU
12. State Signage at Almshouse / Lower State Road



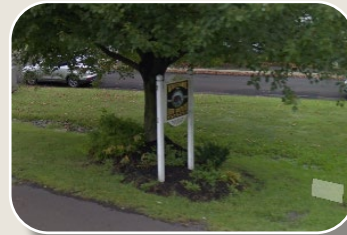
7 - Office / Park Sign



8 – Keeley Ave Signs



9 – 611 Bypass Signs



10 – Eastern Welcome Sign



11 – 611 Bypass Sign



12 – Almshouse / Lower State Road Sign

Recommendation Proposal #1



**There is little signage directing people to New Britain Borough.
Most highway signage pointed to Chalfont or locations in Doylestown.
Only two signs point people to “New Britain” (#3 and #12).
The only location in New Britain demarcated by highway signage
was Delaware Valley University (sign #11).**

- **Recommendation:** Contact PennDOT about revising highway signage on Routes 152, 202 and 611 to direct people to New Britain or locations in it.
- **Recommendation:** Check with the TODS (Tourist Oriented Directional Signing) program about the Borough.

Recommendation Proposal #2



Once people get to the border of New Britain Borough, there is a variety of signage letting people know they are here (#1, #2, #6, #9, #10). Many people don't know the boundaries of the Borough. Much of the existing signage is either inconsistent or not noticeable.

- **Recommendation:** Move and remove signage obstructing the view of the Western Gateway (sign #1).
- **Recommendation:** Budget permitting, construct the Eastern Gateway at New Britain Road / Butler Ave.
- **Recommendation:** Refurbish the welcome signs replaced by the gateways and replace the signage at Keeley (#8) and Almshouse (#6) with them.
- **Recommendation:** Add state placards at other Borough boundaries (N Shady Retreat Rd, Iron Hill Rd & Lamp Post Rd).
- **Recommendation:** Ask Delaware Valley University to add signage on its campus noting part of its location in New Britain Borough.

Recommendation Proposal #3



Once in the Borough, few of the desired locations are promoted.

There are two signs for the Nature Preserve, one for the trail, one for the train station, and one for the Borough Office, Burkart Hall, Orchard Park and Covered Bridge Park. The 2019 Active Transportation Plan calls for a need for greater wayfinding within the Borough.

- **Recommendation:** The Borough should review existing signage in its Row and on Borough owned properties to remove signage that is not legally required or essential to public safety, so as not to distract from wayfinding goals.
- **Recommendation:** The Borough could be more restrictive with temporary sign permits to prevent roadside clutter. This could include automatic collection of any sign that does not have a temporary sign permit, restricting the allowed uses for a temporary sign, and/or reducing the number of days a temporary sign can be displayed.

Recommendation Summary



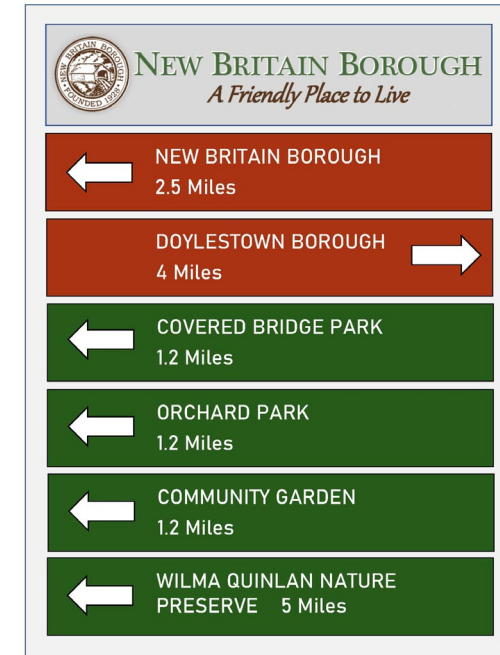
Borough owned wayfinding signs should have a consistent look and should either be a sign or a map. They should also be intended for either just pedestrians or vehicles/pedestrians. Given that the CBC has gone with iron black for its recommended bench, pedestrian streetlight, etc. the proposed pedestrian wayfinding is that color scheme.

To the right are examples of these sign designs and on the next slides are Comprehensive Examples of New Britain Borough Wayfinding Signs and Placemaking Signs with Borough Colors. Final sign designs would be done by a professional vendor, along with the recommended map, and recommended locations for each.

For vehicular signs, burgundy is used as part of the Boroughs colors (burgundy, forest green, dark gold). In addition, sign #7 and sign #4 should be replaced with ones that are consistent with other wayfinding signage.



Example of New Wayfinding Signage

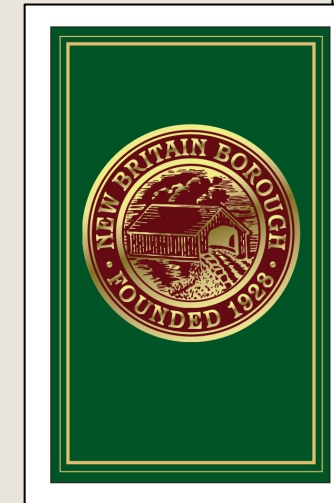


Comprehensive Examples of New
Britain Borough Wayfinding Signs
with Borough Colors

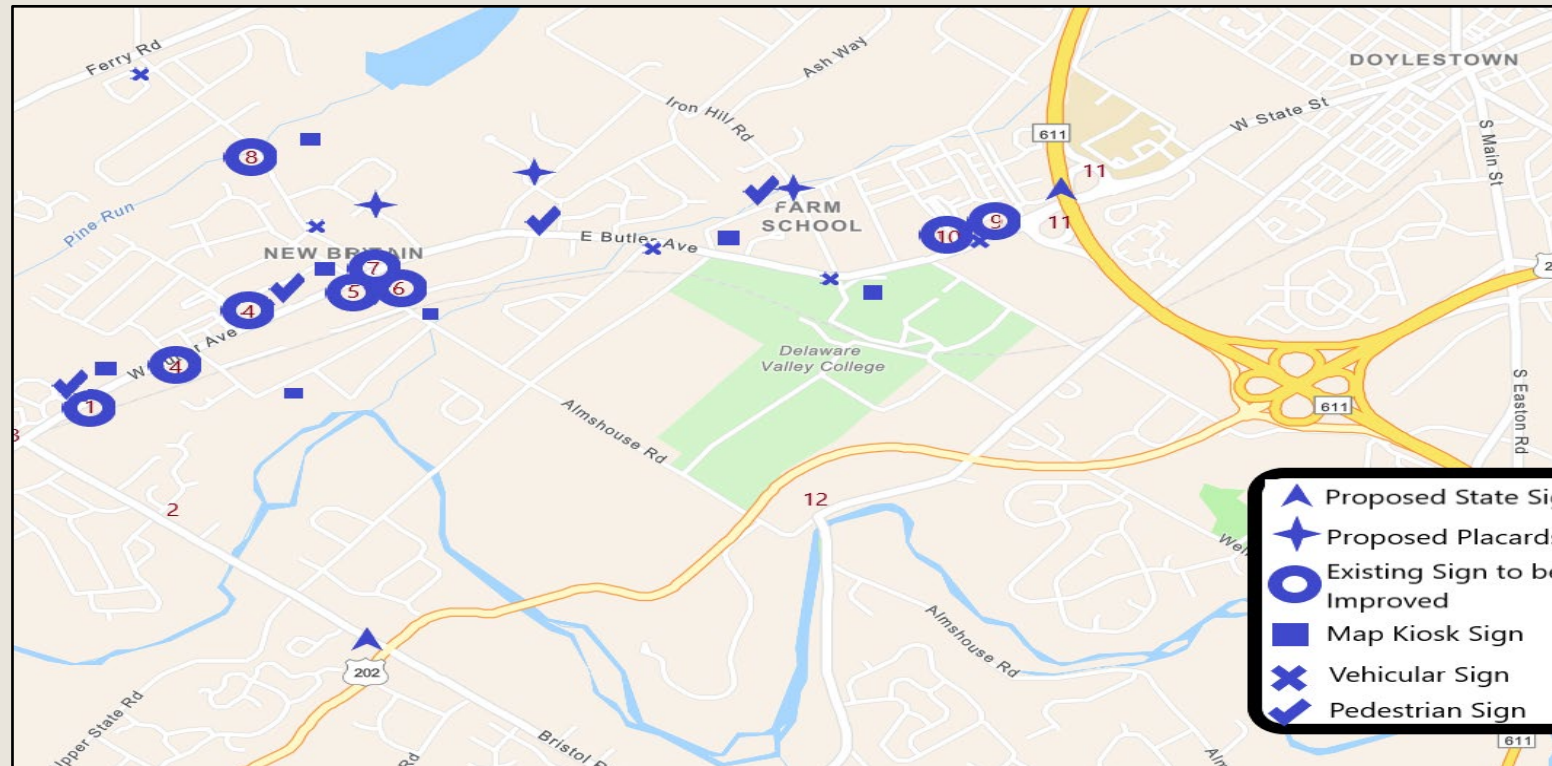
Example of New Placemaking



- Placemaking is also important to enhance the visibility and desirability of the Borough. Currently, the Borough has the painted traffic control box at Tamenend / Butler.
- Recommendation: Consideration of similar wraps on the traffic control box at Sand/Butler and Iron Hill/Butler.
- Another placemaking opportunity for the Borough would be via the CBC approved Spring City pedestrian lights, such as in the image to the right.
- Recommendation: Add banners (proposed design below) on to Spring City lights installed in the Borough that assist with placemaking.



Map of Proposed Kiosk



Summary of Wayfinding Proposal Changes



1. Petition PennDOT for Signage Pointing to New Britain at 152/Butler, 202/Bristol and 611/Butler
2. Remove all Borough signs not legally required or essential to public safety (which would also be reviewed by Public Safety Committee) Aid visitors in discovering “the hidden jewels.”
3. Ask property owners to allow Borough to add pedestrian map kiosks at Town Center, next to branded control box at Tamenend /Butler, at Covered Bridge Park bike trail, along S Tamenend bike trail, The Gatherings, Del Val University SEPTA Station, New Britain SEPTA Station.
4. Add pedestrian signage near the post office directing people to Nature Preserve, Train Station, Trails, Covered Bridge Park, Orchard Park, Borough Office, Covered Bridge
5. Install boundary placards at Iron Hill/Shady Retreat, Sandy Ridge/Maple, and Lamp Post/Wagon Wheel
6. Reduce availability of temporary sign permits; more strictly enforce temp sign regulations;
7. Add vehicular signage at Sioux/Keeley directing people to Covered Bridge, Covered Bridge Park, Orchard Park and to Admin Office/Burkart Hall
8. Remove obstructions to Western Gateway
9. Replace sign #8 with former Western Gateway and sign #6 with former Eastern Gateway
10. Coordinate addition of vehicular signage with Doylestown Township at Ferry/Old Iron Hill directing people to Covered Bridge, Covered Bridge Park, Orchard Park
11. Remodel Signs #4, #5, #7 to be consistent with vehicular wayfinding signage
12. Replace signs #9 and #10 with Eastern Gateway
13. Add vehicular signage at Iron Hill/Butler directing people to the DVU SEPTA Station (discuss with DVU and/or SEPTA for permission and financial support)

Appendix: Wayfinding Proposal Estimated Cost

- Western Gateway Improvements - \$250
- Eastern Gateway Construction - \$15,000
- Existing Signage Refurbishment and Relocation - \$1,500
- Installation of State Placard Boundaries - \$500
- Purchase of 7 Kiosks and Installation - \$7,500
- Purchase of 4 Pedestrian Signs and Installation - \$4,500
- Purchase of 5 Vehicular Signs and Installation - \$2,000
- Banner Costs – TBD
- Spring City Light Fixtures - \$2,500 per light

