

Wayfinding Master Plan for Perry County, Pennsylvania



Prepared by:



May 2023

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1. INTRODUCTION

Purpose

Perry County is located in central Pennsylvania and is a rural county with a population of 46,262 (2019). Established in 1820, Perry County retains a distinct rural character that is augmented by the Susquehanna and Juniata Rivers and the ridgelines of the Appalachian Mountains. The county is home to nine (9) Boroughs and twenty one (21) townships.

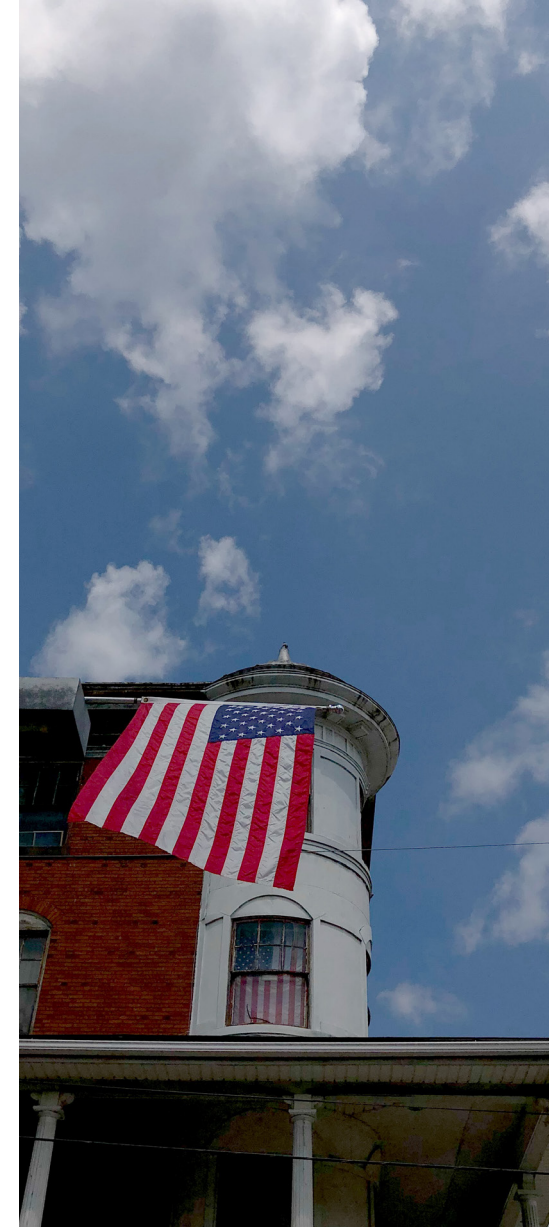
Perry county's rural location and topography places it in a unique position in central Pennsylvania. Its proximity to the Harrisburg metro creates a unique blend of rural character in the county itself and easy access to jobs, retail and dining, and other amenities found in urban areas.

Perry Countians understand that the future of their home towns are not simply being dependent on its proximity to the Harrisburg metropolitan area. They recognize the important role and attraction of farming, rural recreation, and small-town living. To enhance those features and highlight others, the community established the Perry County Economic Development Authority (PCEDA) in 1973 with the goal of developing economic strategies for the boroughs, townships, and villages of the county. This wayfinding system has the opportunity to curate regional and visitor traffic into the numerous communities throughout the county. The focus of the comprehensive wayfinding strategy is to:

- bring awareness to the civic, recreation, visitor, and cultural destinations within the county;
- encourage effective circulation patterns throughout the county;
- strengthen Perry County's regional identity with updated gateway entrances and signage systems;
- design a platform for a signage system that can grow as new destinations are added;
- provide a framework for phased implementation that can be conducted in the most efficient manner.

Planning Process

The recommendations in this document follow the guidance of the Manual of Uniform Traffic Control Devices (MUTCD) for size, content, design, placement, etc. The consulting team worked closely with the PCEDA to identify key locations, gateways, and approaches to this sign system. The prior branding effort for Perry County and each of the nine boroughs was employed in the sign designs.



2. PRELIMINARY ANALYSIS

Stakeholder Input

Reconnaissance began with a meeting of key staff members to establish the framework for the project and define their wayfinding needs. The discussions also provided Arnett Muldrow with guidance on the following:

- Circulation patterns and routes
- Incorporating the Perry County Brand identity into a visually-unified signage system
- Create a system that allows for each community to have a visual presence on their respective signs
- Improving local awareness and pride of amenities and assets
- Implementation capabilities of the county and it's communities
- Management responsibilities for the system and its implementation
- Removing outdated and poorly designed/located signs



Existing Conditions

This existing condition analysis was performed in April 2022. Below is a summary of conditions accompanied by photos that illustrate examples of conditions throughout the county. This plan cannot address all existing conditions and this plan is unable to address signs outside of the jurisdiction of a typical wayfinding system.

- There is limited directional signage currently pointing to any destinations in Perry County's communities.
- The overall condition of signage is fairly outdated, including maintenance issues such as weeds, signs damaged by vehicles or age, inconsistent design, and poor placement.
- Much of the existing signage is state highway designations and directional signage to communities outside of Perry County which are not addressed in this plan. These signs are necessary and maintained by the Commonwealth.
- The existing Perry County signage at municipal limits and key decision points lacks the County's and individual Borough's branding system. In certain instances gateways and borough limit signs with historic or design value should be maintained.

Some boroughs have duplicate signs marking the borough limits this example from Blain shows the white borough marker and the historic gold and blue borough marker. This plan recommends maintaining the historic marker whenever possible.



Gateway signs like the for Saville Township should remain. They represent the effort of local communities to mark place boundaries. This plan does provide optional gateway signs and locations for all nine boroughs in Perry County that include the brand for the County and each Borough.





Park gateway signs like this example from Millerstown and the example for Lynn Shaeffer Dum Memorial Park should remain in place. However, this plan does provide alternative designs for parks where the signs are ageing or need to be replaced. The example panels in this plan can be modified to fit the shape of existing signs that warrant replacement.

This plan does not replace historic markers and monument signs which provide information about the history of the community. This historic marker in Newport is a fine example of existing interpretive historic signs.



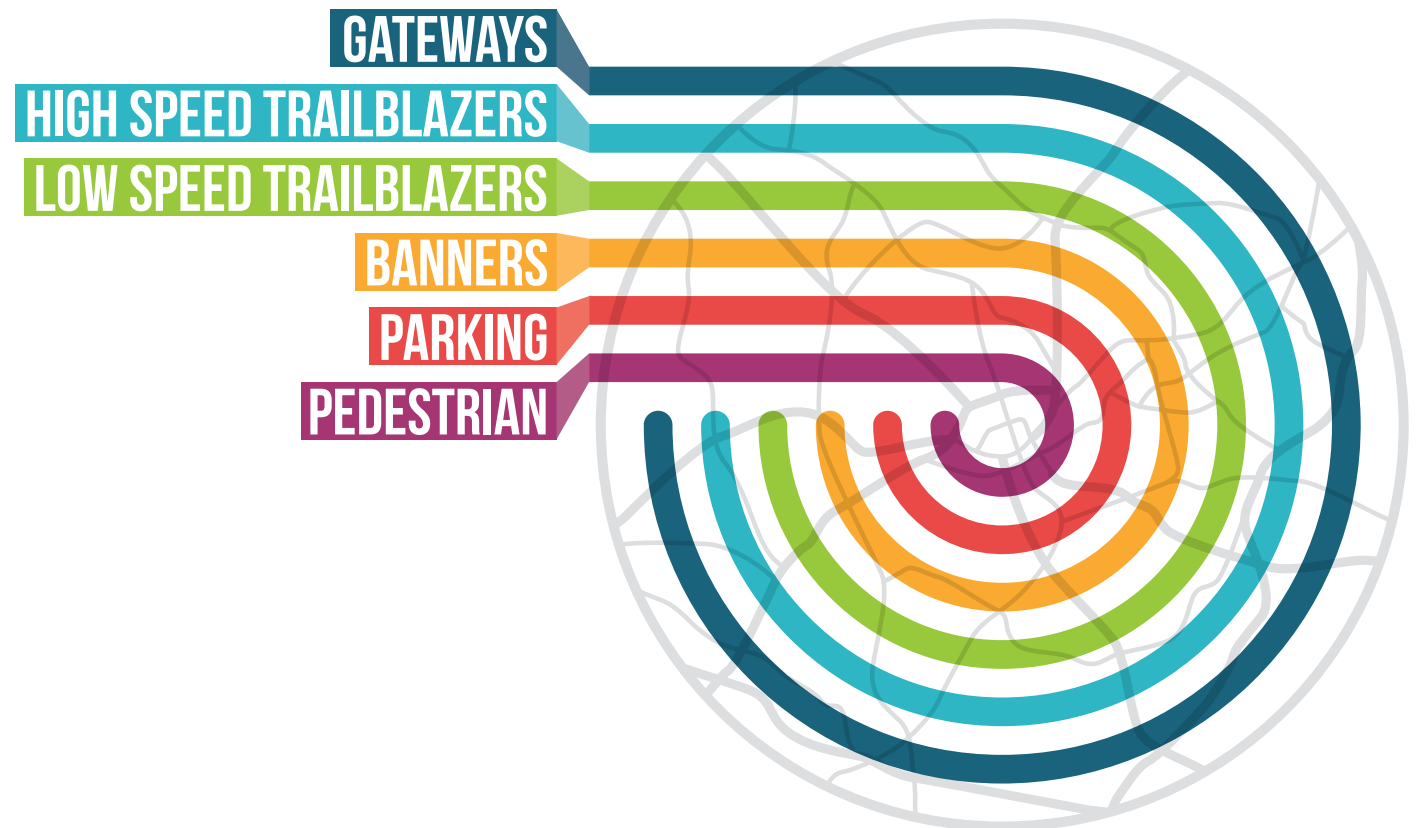
While not an ideal condition, this example of a state route marker and directional sign is not in the purview of this project. These signs show mileage to other communities and are on a green background which is a national standard. The brown sign for Little Buffalo State Park should also remain but this system does incorporate additional wayfinding to this regional destination.



3. SYSTEM DESIGN

System Hierarchy

Wayfinding is a way to curate the experiences of motorists, cyclists, and pedestrians. Whether they are visitors for business or pleasure or even local commuters that are simply driving back and forth from the house to the office, wayfinding helps to orient people and create or reinforce a sense of place. A complete system can consist of numerous different elements ranging from monumental community gateway signs, vehicular scale signs, road-side banners, parking signs, pedestrian signs & kiosks, and even street stencils. All of these items, when planned and designed properly work to guide visitors from the edge of your community to your most important destinations. Destinations which can be retail corridors, cultural destinations, parks, historic sites, character districts, tourist attractions, among others.



System Infrastructure

The process used to determine the routes to Perry County destination consisted of identifying two types of roads: Primary Routes and Secondary Routes. The team reviewed the Pennsylvania Department of Transportation (PennDOT) traffic road maps for Perry County. This, along with discussions with the steering committee, helped to identify all destinations as well as prominent traffic routes into and around Perry County.

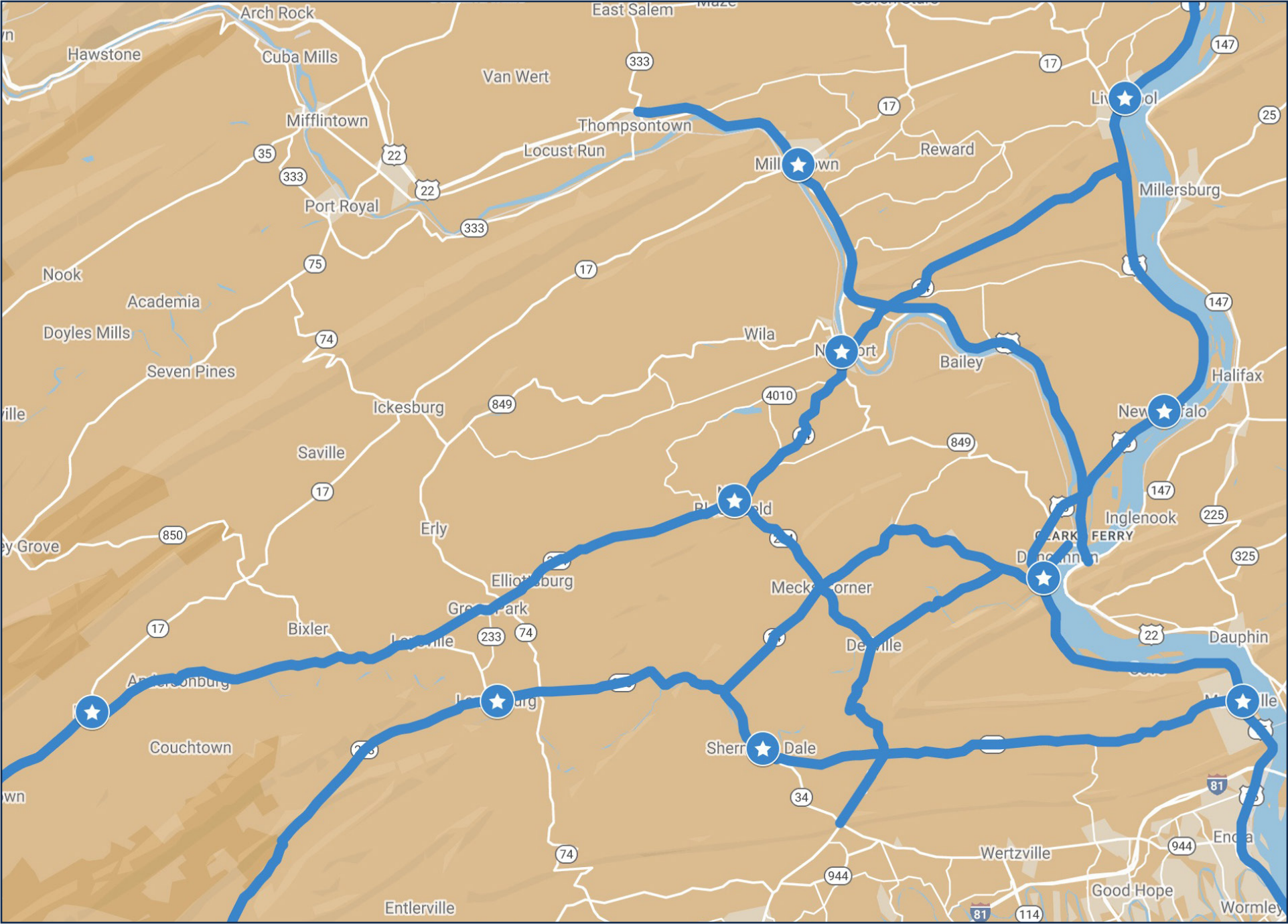
Primary Routes

The accompanying map shows the Primary Routes that will receive wayfinding signs. While other routes provide connections among the communities of Perry County, these routes are most likely to be used by visitors to the County. Using the information gathered from maps and committee input, we determined the Primary Routes into Perry County are as follows:

- US Route 15 connecting Marysville to Liverpool.
- Pennsylvania Route 274 crossing east to west across connecting Duncannon to New Bloomfield and Blain.
- Pennsylvania Route 850 crossing west to east across Perry County connecting Landisburg, Shermansdale, and Marysville.
- Pennsylvania Route 34 connecting New Bloomfield with Newport and Liverpool.
- US Route 322/22 connecting Millerstown to Duncannon.

Secondary Routes

Secondary Routes provide access from the Primary Routes to either the destinations or the roads leading to individual destinations. While these are not illustrated in the accompanying map, they are included in the interactive Google Map that was used to determine the optimal locations for vehicular signage, as well as the content of those signs.



Wayfinding System Routes Map

System Destinations

The next step was to complete destination mapping and ranking based on the qualifying criteria presented below. Arnett Muldrow worked with key staff to collect, refine, and finalize the destination list to be included in the wayfinding system. Thirty-seven destinations were identified in the county. These include parks, downtowns, historic sites, major visitor facilities, libraries, and schools. Not all destinations identified are included in the system.

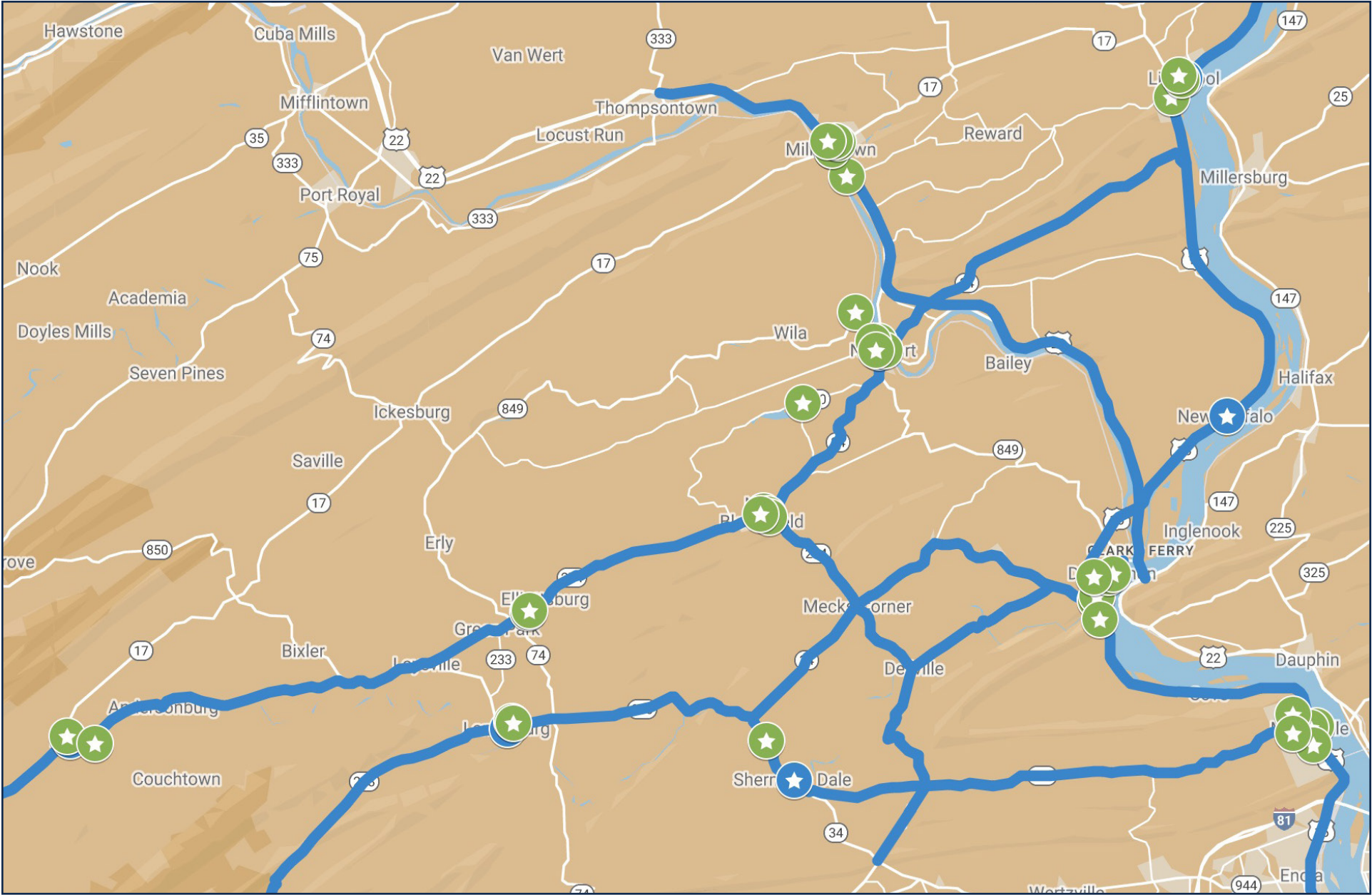
To be considered for inclusion into the community wayfinding system for Perry County, a destination or attraction should clearly conform to one of the following basic categories and be a public destination:

- *Architectural & Historical: Historic Sites, Historic Districts;*
- *Commercial: Farmers Markets, Shopping Districts, Industrial Parks, Zoos, Botanical Gardens;*
- *Districts: Character Districts such as Downtowns, Entertainment Districts, Recreational, etc.;*
- *Cultural & Institutional: Arenas, Colleges and Universities, Convention Centers Courthouses, Government Buildings, Health Care Centers, Libraries, Museums, Schools, Theaters;*
- *Recreational: Boating Access, Campgrounds, Hiking/Biking Trails and Routes, Equestrian Facilities, National/State/Regional Parks/Forests, Parks and Recreational, Facilities, Sports Facilities;*
- *Transportation: Airports, Historic Routes, Parking Resources, Bus Stops, Transit Centers; or Visitor Services: Hospitals, Visitor Information Centers.*

If a destination or attraction fails to conform to one of the above categories, it should be excluded as a qualifying destination. Not all of these destinations currently exist in Perry County. It's important to note there are many types of destinations that cannot appear on municipal wayfinding signs, such as commercial and for-profit businesses.

Similarly, not all of these destinations would be represented on directional signage. Many of these destinations may require a gateway entry sign (neighborhoods, schools) or monument sign (certain government buildings). Others may be incorporated into a system with street sign toppers (historic districts) or simply included in visitor mapping collateral and brochures. Many other important municipal destinations (libraries, visitor center, hospitals, airports) would be included by using standard icon signage.

The map on the adjacent page superimposes the destinations identified with the primary routes and boroughs in the wayfinding plan. More detailed maps of each borough illustrate the destinations and sign schedules for each community.



Wayfinding System Destinations Map

The Consultants worked with key Perry County staff to create, refine, and finalize artwork for the wayfinding system. Important considerations included color palette, form, materials, and other design elements such as the community identities that had been established just prior to this project beginning.

Brand

The County adopted a destination brand logo prior to the wayfinding plan, including iconography, typefaces, and color palettes. The elements of this brand were part of the inspiration for the style and design of the wayfinding system illustrated on the following pages. The elements of the brand for Perry County have been included in the system. The full color version of the Perry County logo is used on most signs, while variations may be used on accent panels.

Typefaces

This wayfinding system features two typefaces which are described and illustrated below. The first typeface is FHWA Series D, which is an approved font for vehicular directional signage based on MUTCD standards. This typeface should be utilized for vehicular signage intended for viewing by people in motorized vehicles along public roadways. The cap height for sign copy must be six inches for signs in speed zones above 25 miles-per-hour. The cap height must be four inches for speed zones 25 miles-per-hour and lower. FHWA Series C is also permitted in cases where spacing and sign size are an issue.

The second typeface is Museo Slab, which is the adopted primary typeface for Perry County's brand system. This font should be utilized for pedestrian and parking signage, as well as for when the Perry County brand or logo is used. This typeface is intended for viewing by people on foot or non-motorized vehicles outside the public right-of-way, so the cap height is not subject to MUTCD regulations and can vary based on use. In addition, the Perry County brand is generally used as the top of vehicular trailblazers, as well as various accent panels as illustrated throughout this report.

All fonts intended to be view by vehicular traffic shall be in accordance with section 2D.05 of MUTCD.



Perry County Logo with Tagline



Perry County Logo-white variation

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890-=!@#\$%^&*()_+

FHWA Series D

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890-=!@#\$%^&*()_+

FHWA Series C

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890-=!@#\$%^&*()_+

Museo Slab

Community Brands

Because this system is countywide, the brands of each community will be used upon entry into each branded borough. The borough brands, shown here, will exist within the borough boundaries with the possible exception of Duncannon which may extend outside of the corporate boundaries due to the nature of its connection with the Appalachian Trail.



Blain
PENNSYLVANIA



Duncannon
PENNSYLVANIA



Landisburg
PENNSYLVANIA



Liverpool
PENNSYLVANIA



Marysville
PENNSYLVANIA



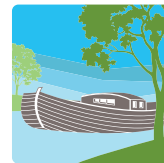
Millerstown
PENNSYLVANIA



New Bloomfield
PENNSYLVANIA



New Buffalo
PENNSYLVANIA



Newport
PENNSYLVANIA

Color Palette

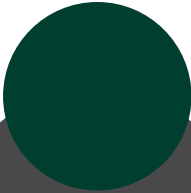


The color palette for Perry County wayfinding comes directly from the adopted brand palette for Perry County. It is important to note that shades of red, yellow, orange, purple, fluorescent yellow-green or pink may not be used as vehicular sign backgrounds, as these colors may resemble regulatory signage and may confuse and endanger motorists. (MUTCD 2D.50:18)


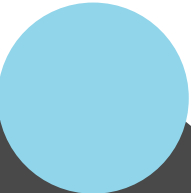
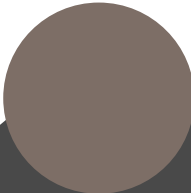
In particular, the medium green (Pantone 7490 CP) has been used for the destination panels of the trailblazer signage, while the dark green (Pantone 3305 CP) was used for accent panels.

Directional Arrows

MUTCD Standards for vehicular directional signage require destinations be listed in order of direction first:

- Straight ahead
- Straight & Left
- Straight & Right
- Left (veer)
- Left (turn)
- Right (veer)
- Right (turn)
- Left & Right
- Destinations sharing the same directional arrows should be listed from top to bottom in order of distance from the sign locations. (MUTCD 2D.37)
- Adequate separation should be made between any destinations or group of destinations in one direction and those in other directions by suitable design of the arrow, spacing of lines of legend, heavy lines entirely across the sign, or separate signs. (MUTCD 2D.37:03)
- These rules are not required of pedestrian wayfinding signs but are recommended for consistency within the larger system.

		
PANTONE 3305 CP	PANTONE 7490 CP	PANTONE 577 CP
RGB 113 152 74	RGB 113 152 74	RGB 168 194 126
HEX/HTML 7 1 9 8 4 a	HEX/HTML 7 1 9 8 4 a	HEX/HTML a 8 c 2 7 e
CMYK 61 23 91 5	CMYK 61 23 91 5	CMYK 38 10 64 0

		
PANTONE 298 CP	PANTONE 2975 CP	PANTONE Warm Gray 10C
RGB 54 180 229	RGB 147 213 232	RGB 121 110 103
HEX/HTML 3 6 b 4 e 5	HEX/HTML 9 3 d 5 e 8	HEX/HTML 7 9 6 e 6 7
CMYK 66 10 2 0	CMYK 40 1 7 0	CMYK 51 50 53 17

Color Palette



Directional Arrows

Design

Signs installed in public rights-of-way intended to be read by persons in motor vehicles must conform to the requirements of MUTCD and PennDOT. Final planning, design, and construction documentation will be determined during permitting and implementation. General guidance is shown below.

Pole-Mounted Signage

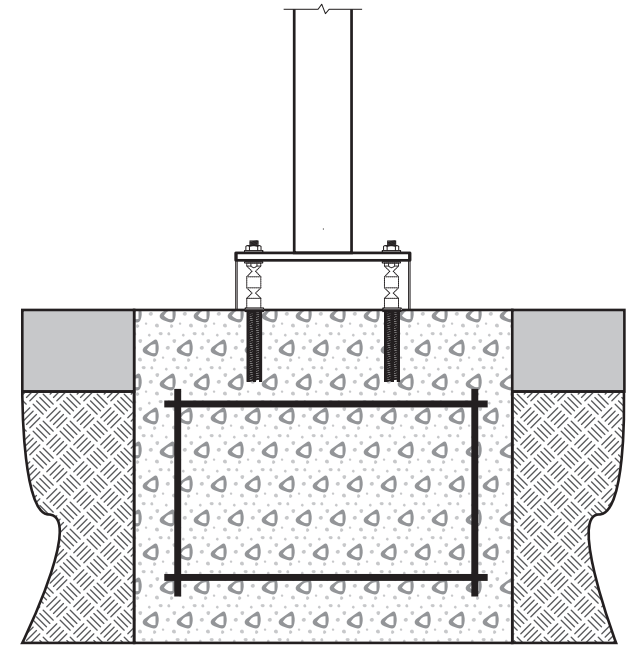
- Sign panels are required to be fabricated with a reflective sign sheeting that meets or exceeds reflectivity standards. (MUTCD 2D.50:20)
- Breakaway posts and decorative post features should be constructed of MUTCD-specified, PennDOT-approved materials including decorative slip jacket, if used.
- All installed signs should meet federal and state requirements for minimum height and breakaway features. Minimum height for trailblazers and parking signs is seven feet above grade. (MUTCD 2A.18:05)
- Pedestrian signage is not allowed to be reflectorized. (MUTCD 2D.50:11)

Sign Supports for Pole-Mounted Signage

- Signs shall be mounted on support poles, and poles will be ground mounted according to the manufacturer's instructions and conditions of applicable permits.
- Shop drawings for sign construction, pole support construction, and mounting instructions will be required from the manufacturer. The installation contractor shall follow the manufacturer's instructions in the installation of the wayfinding signs so that they stay properly in place.
- Depending on style of sign supports, a cover plate may be used to hide the bolts at the base, which may be part of the decorative style of the support.

Monument-Style Signage

- All monument signage must meet any relevant standards of PennDOT and MUTCD, including location, materials, lighting, construction, and breakaway, if required.
- It is recommended that gateway signage be installed outside the public street right-of-way. If they are in the right-of-way, they must be approved through PennDOT, be crashworthy, and be deemed safe by PennDOT.



MUTCD requires that pole-mounted signage be constructed to breakaway standards. The illustration above shows a section of generic breakaway footer. Ultimately, final designs of footers, pole-mounting, and signs will be determined during the permitting and construction phase, based on the requirements of PennDOT and sign manufacturer's specifications.

Sign Typology

The wayfinding system is primarily composed of two unique sign types which serve similar functions based on vehicular traffic speeds. The following sign illustrations should be considered “typical” for each sign type.

Gateway Signs

Monumental gateways should be used at the most heavily trafficked entryways to the community where budget, physical space, and rights-of-way permit. Pole-mounted options can be installed on less traveled ingress roads or where space and/or budget is limited. Perry County already has numerous monumental gateway signs. These gateway signs, located at entrances to Perry County, are in good condition, but do not utilize the current Perry County brand. The renderings below illustrate how the Perry County brand can be applied to the existing gateways signs.



Vehicular Directional Trailblazers

- Destinations sharing the same directional arrows should be listed from top to bottom in order of distance from the sign locations. (MUTCD 2D.37)
- Reduced letter height, reduced interline spacing, and reduced edge spacing may be used on guide signs if sign size must be limited by factors such as lane width or vertical or lateral clearance. (MUTCD 2D.04.05)
- A separator line should be used between destinations in different directions.



Example Low Speed Vehicular Trailblazer with optional rear decorative panel



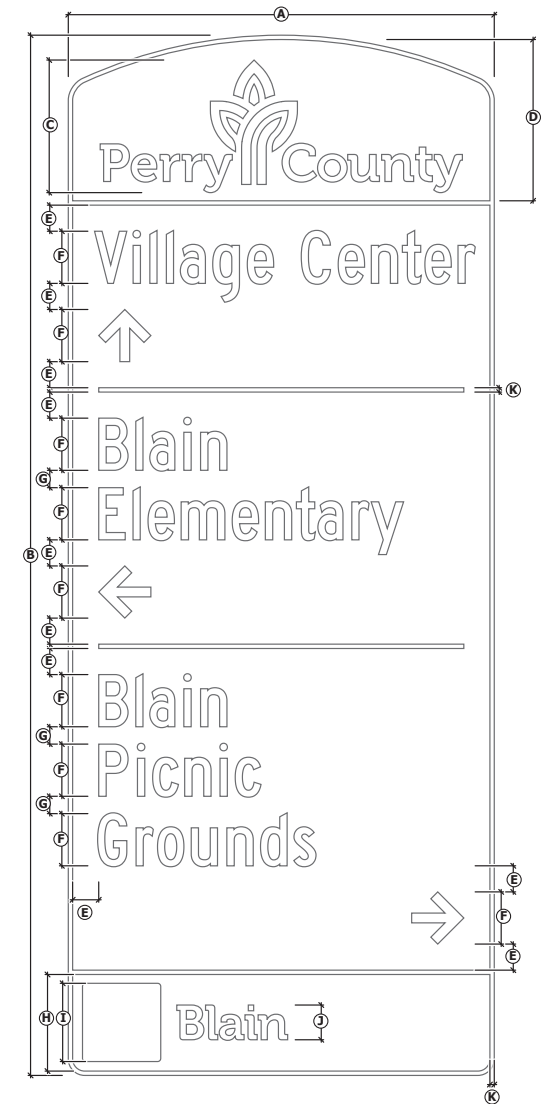
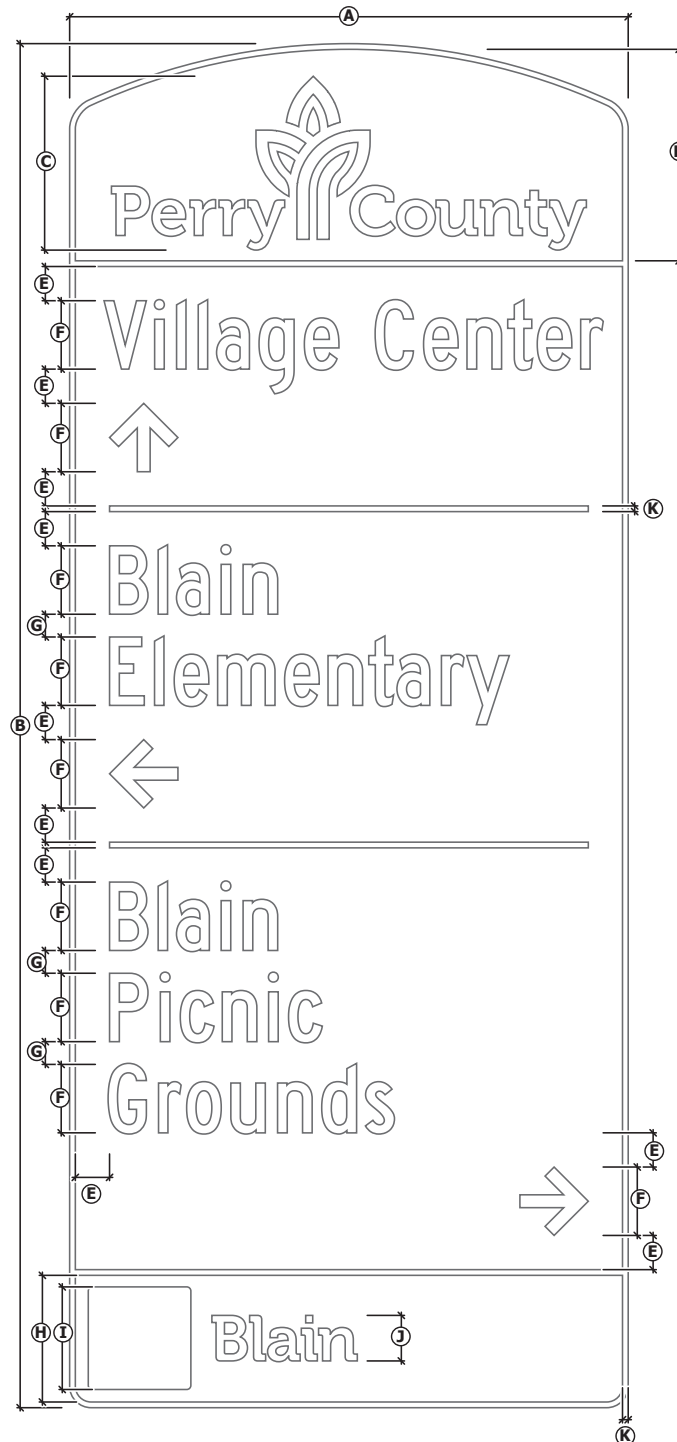
Example of High Speed Vehicular Directional Trailblazer with optional rear decorative panel

Sign Dimensions

	High	Low
A	49"	33"
B	*	*
C	15.25"	10"
D	18.5	12.25"
E	3"	2"
F	6"	4"
G	2"	1.5"
H	11"	7.5"
I	9"	6"
J	4"	2.75"
K	0.5"	0.5"

* The total height of the panel will vary depending on how many destinations are on the panel and how many different directions are represented.

Final designs, locations, and specifications will need to meet applicable MUTCD and PennDOT standards.

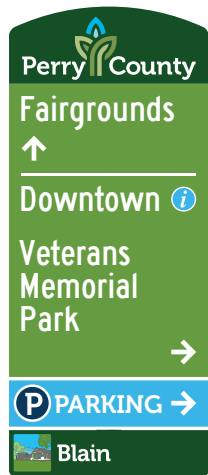


Specialty Signage

There are a number of specialty signs that are ancillary to the vehicular wayfinding signs. These designs include:

- Pole-mounted “P” signage at designated parking lots.
- Directional parking sign panels added to pedestrian or vehicular trailblazers.
- Public Parking as a destination on Vehicular Directional Trailblazers
- Pole-Mounted Park signs
- Monumental scale Park signs
- Pedestrian Kiosks to be located at heavily trafficked trailheads

This report does not specify the particular sign type for each location as it may be a decision made “in the field” with sign fabricators and public works based on physical environment and budget.



Public Parking panel on vehicular trailblazer



Pole-Mounted Parking Sign



Pole-Mounted Park Sign



Monumental Park sign

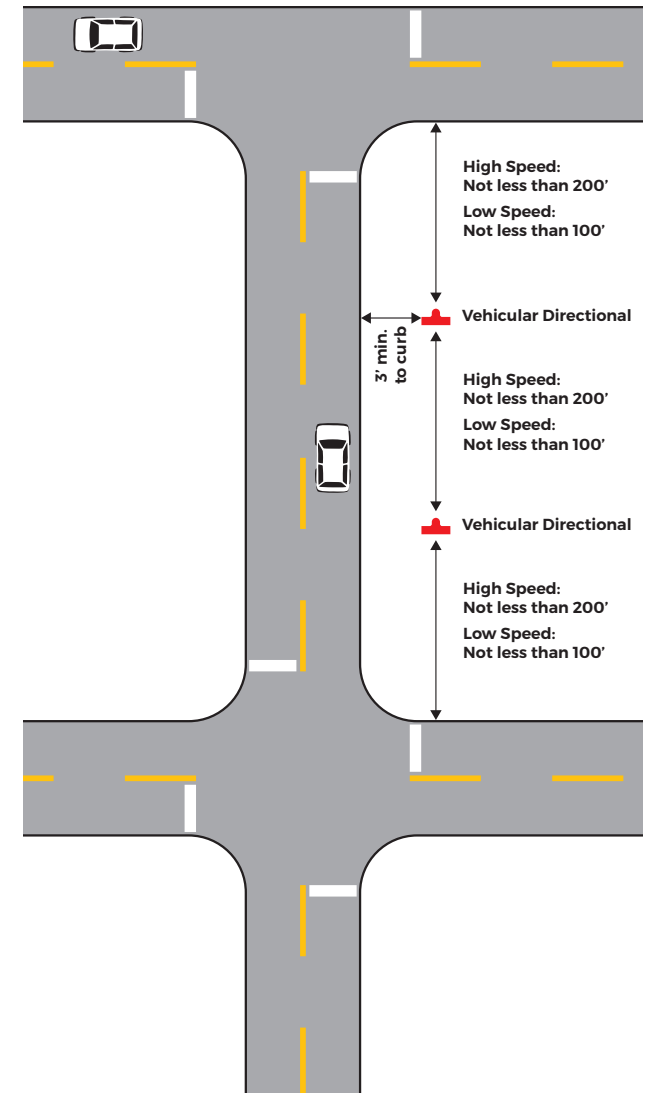
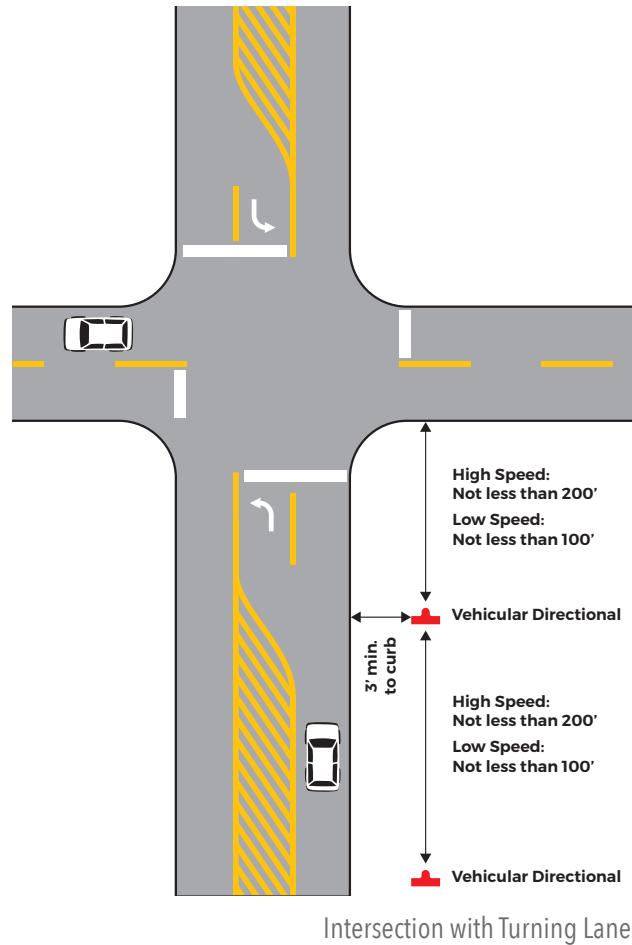


Pedestrian Kiosk

Intersection Types

Sign location diagrams for “typical” intersections in Perry County are displayed on the facing pages. Exact locations of signs will be determined during the permitting process according to PennDOT requirements and MUTCD standards (Section 2D.40). Additional guidance to the following diagrams includes:

- All other official signage has priority for location over community wayfinding.
- Try to avoid placing vehicular wayfinding signage next to or within 100’ of other official signage.
- For approach speeds or speed limits of 20 mph to 35 mph, or stem of “T” approaches where right angle and right turns are required (likely a “stop condition”), sign spacings of 100’ to 200’ are ideal.
- For speeds over 35, advance and separation distances of 200’ are desirable.
- The desirable distances do not override the minimum requirements, and other factors such as the presence of other signs and utilities may mean that a sign needs to be placed the minimum 100’ from an intersection when 250’ is ideal.



4-Way & T Intersections

These illustrations show suggested distances from intersections, roadways, and additional signs for community wayfinding signage. Ultimately, final locations will be determined during the permitting and construction phase, based on the requirements of PennDOT and MUTCD standards.

4. SIGN SCHEDULE

The sign schedule for Perry County combines the key routes, decision points, and destinations into signage content, location, and type. The sign schedule for Perry County is detailed throughout this chapter as a series of exhibits that combine maps and tables to detail relevant information in an easy-to-comprehend format.

The sign schedule tables and maps on the following pages detail the system Directional Trailblazers and Gateways. Each sign schedule table provides a unique code for each sign, additional details regarding the sign typology, the general location of the sign.

The tables for Directional Trailblazers also include the content of each sign panel. This content includes the names of one, two, or three destinations (no more than three destinations are permitted), the direction each sign panel faces, directional arrows for each destination, and additional notes.

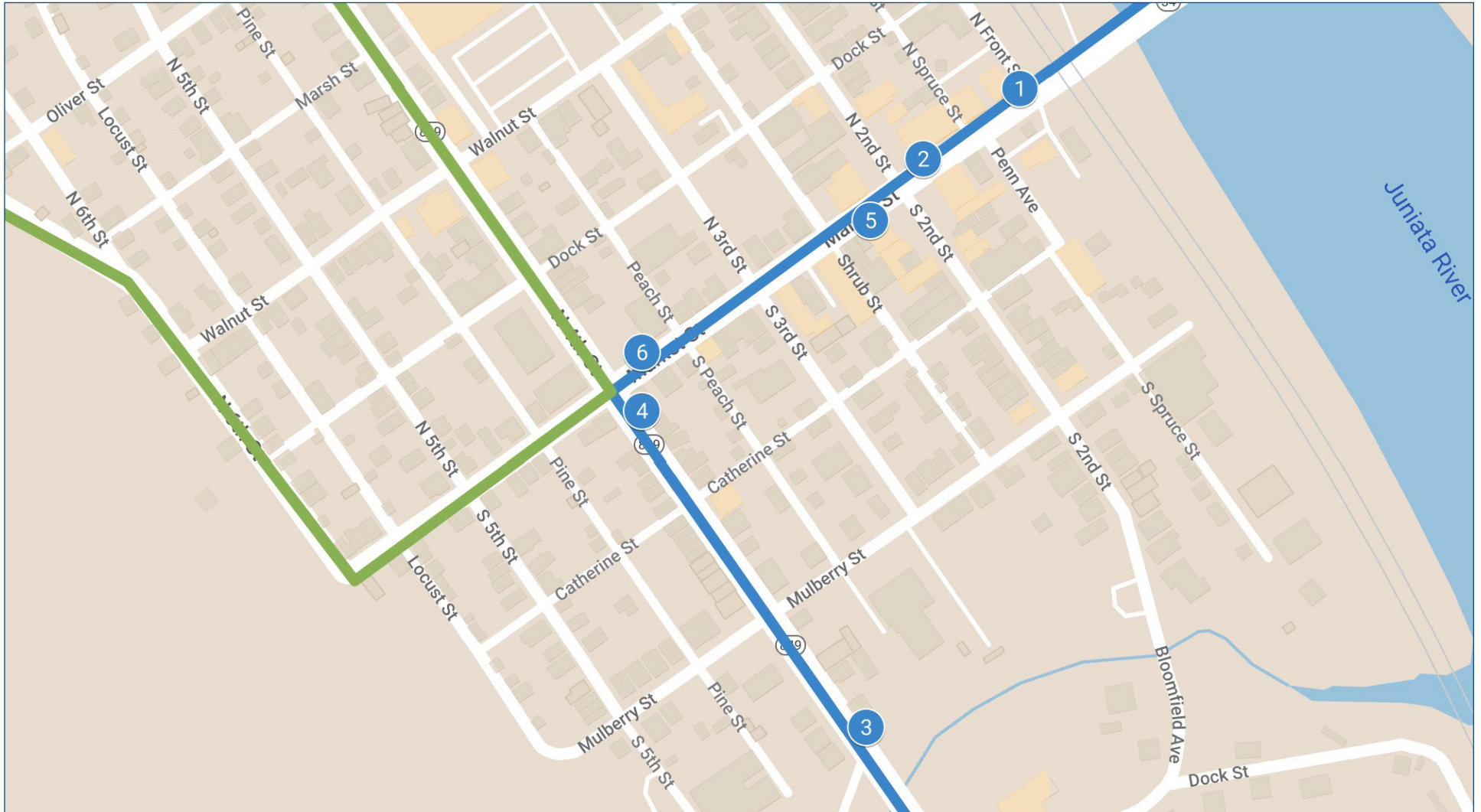
- Vehicular Trailblazers
 - HS: High-Speed
 - LS: Low-Speed
 - EB: East Bound
 - WB: West Bound
 - NB: North Bound
 - SB: South Bound
- Directional Arrows
- Street Identification
- Route Number
- Offset from Edge of Road
- G: Gateways
 - Monumental
 - Pole-Mounted
- Destination 1, 2, 3 content on each sign

The locations identified for each sign is approximate. Precise locations will be determined during the permitting and installation process by the sign installer. Sign locations must meet the MUTCD standards as well as be permitted through the PennDOT encroachment permitting process. This would include the determination of any underground utilities.

The sign schedule is also provided as a spreadsheet tool for implementation, as well as a .kmz map file.

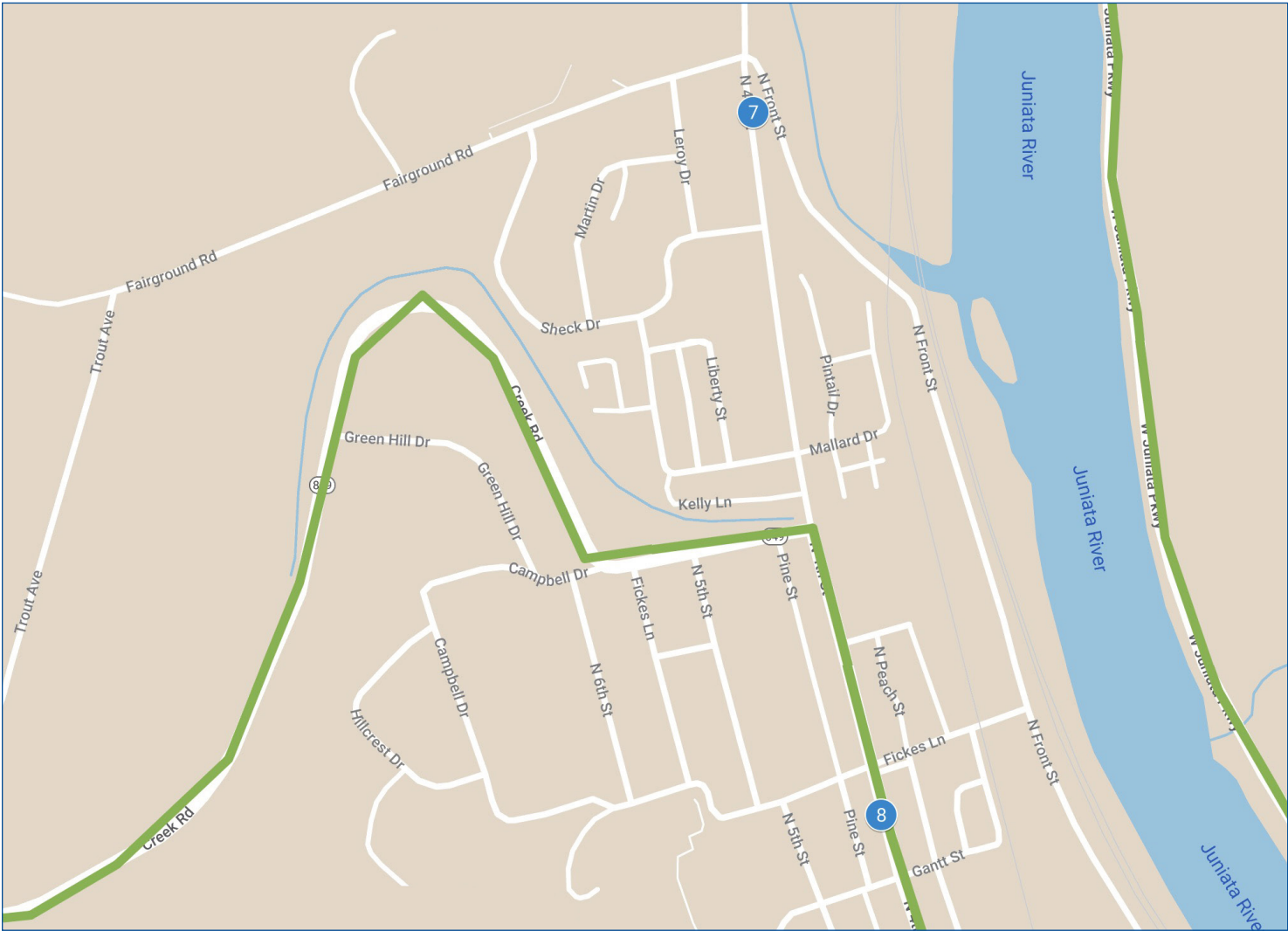
<https://www.google.com/maps/d/u/0/edit?mid=1w-AF34i4A5XP6Xv04ZFKX3CSJGxDvtNe&usp=sharing>

Market Street & N 4th Street, Newport



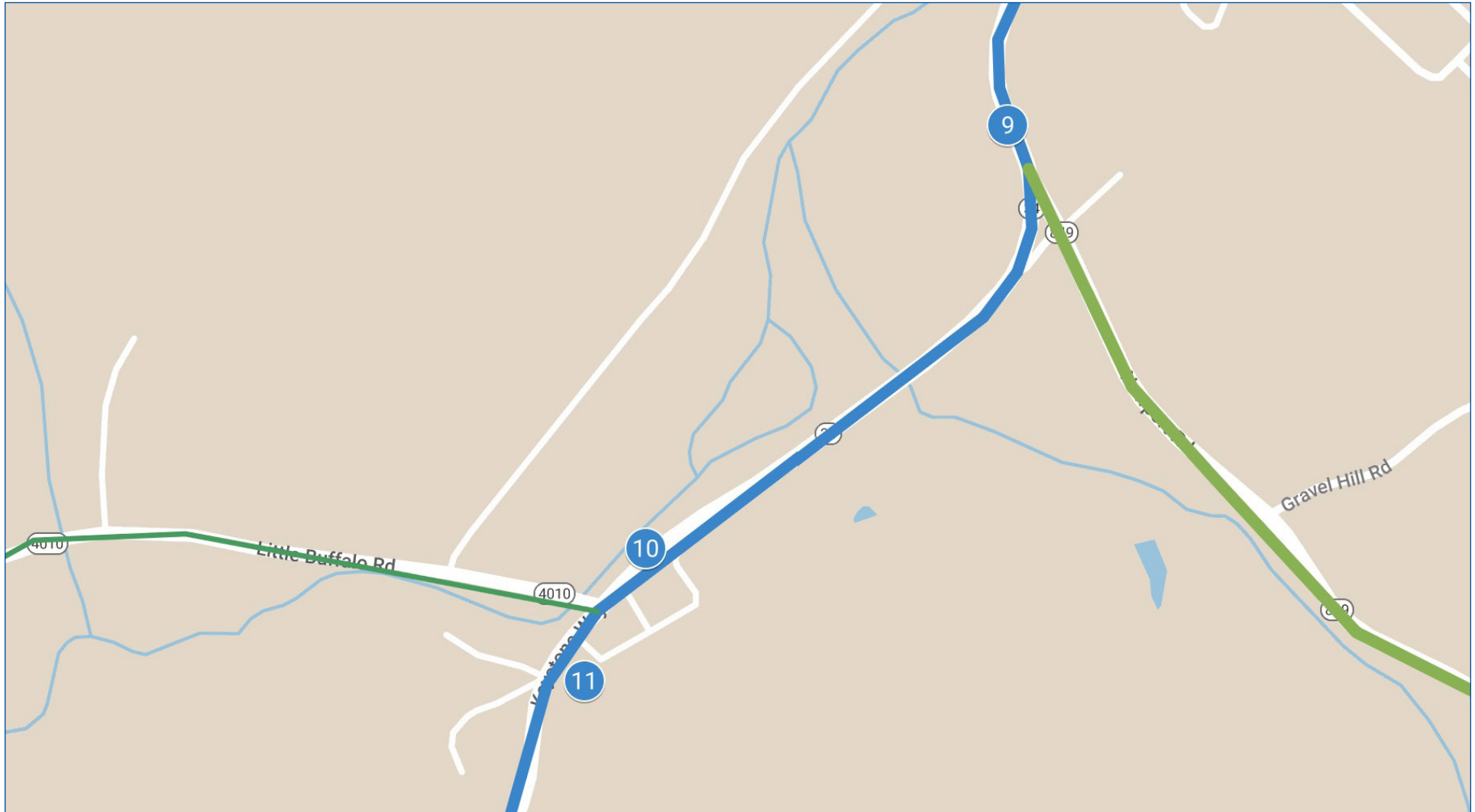
Sign #	Panel Type	Destination 1	Dir.	Destination 2	Dir.	Destination 3	Dir.	Community
1	LS-WB	PCCA Gallery Visitors Information (i)	↑	Veterans Memorial Park	↑	Little Buffalo State Park	↑	Newport
2	LS-WB	Little Buffalo State Park	↑	PCCA Gallery	←	Veterans Memorial Park	→	Newport
3	HS-NB	Downtown	↑	Veterans Memorial Park	↑	Fairgrounds	↑	Newport
4	LS-NB	Fairgrounds	↑	Downtown (i)	→	Veterans Memorial Park	→	Newport
5	LS-EB	PCCA Gallery (i)	↑	Veterans Memorial Park	←	Parking	↔	Newport
6	LS-WB	Fairgrounds	↑	Little Buffalo State Park	←	Landis House	→	Newport

N 4th Street, Newport



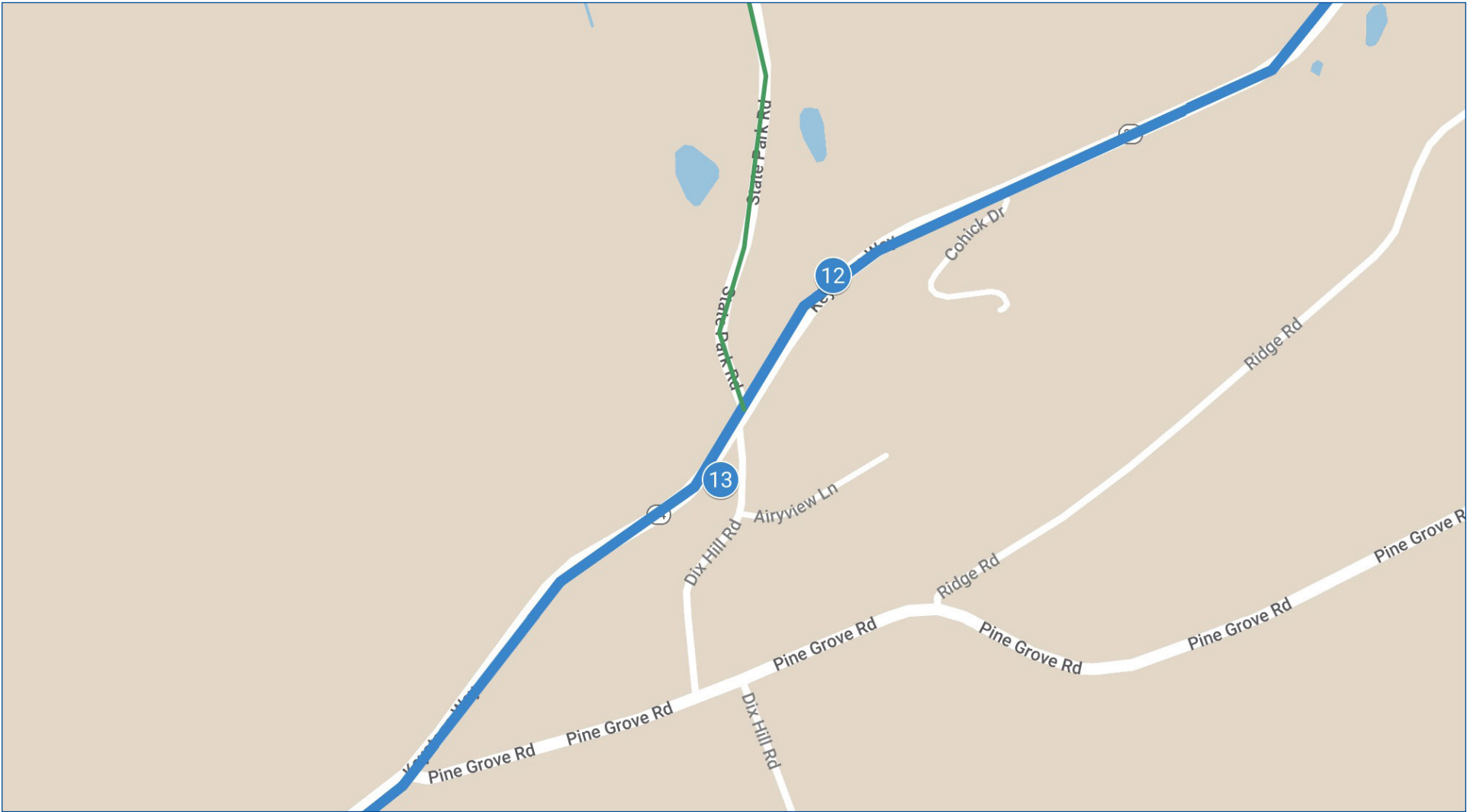
Sign #	Panel Type	Destination 1	Dir.	Destination 2	Dir.	Destination 3	Dir.	Community
7	HS-NB	Fairgrounds	←					Newport
8	HS-SB	Downtown	↑	Little Buffalo State Park	↑	Newport High School	→	Newport

Keystone Way, Little Buffalo Road & Newport Road



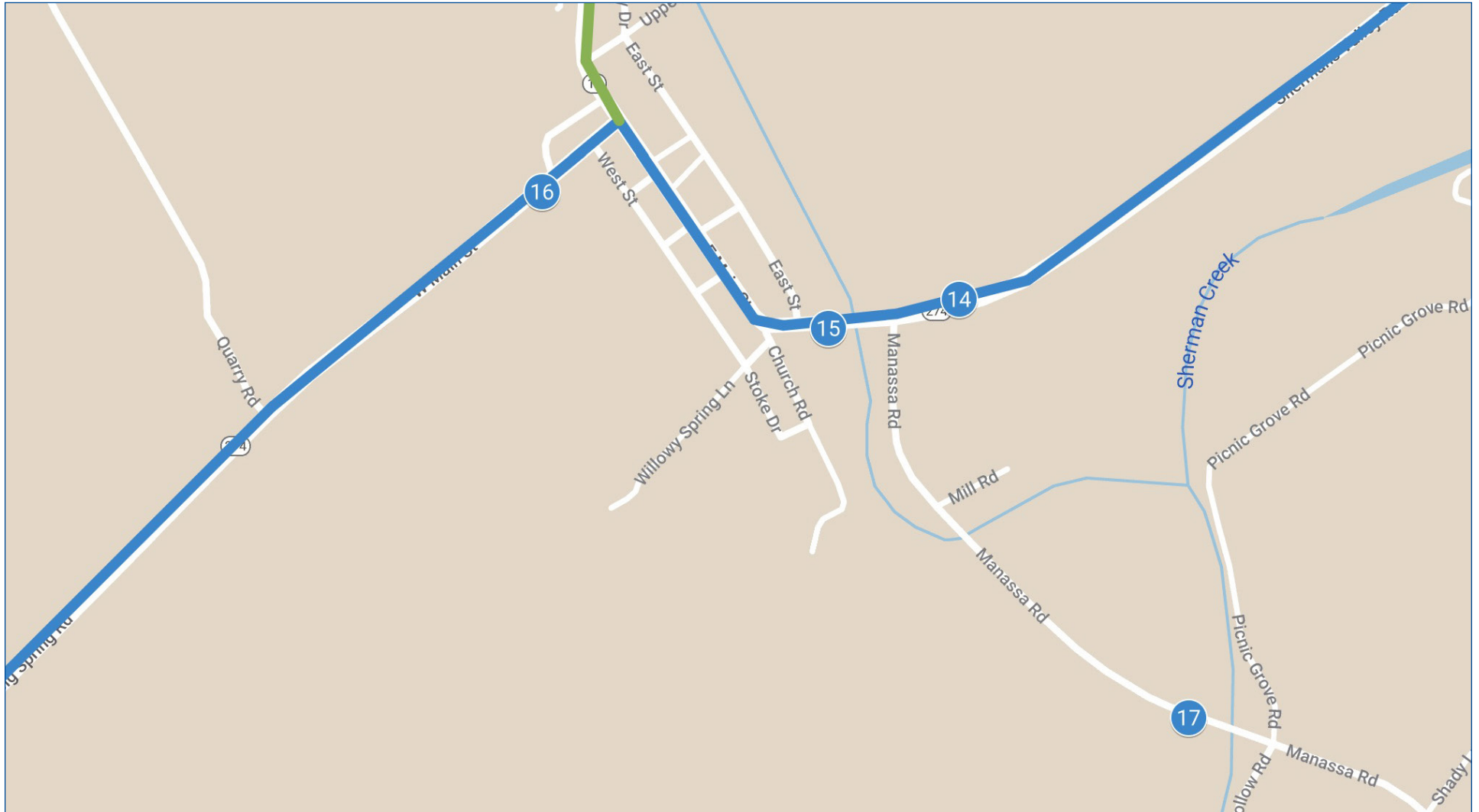
Sign #	Panel Type	Destination 1	Dir.	Destination 2	Dir.	Destination 3	Dir.	Community
9	HS-SB	Little Buffalo State Park	→					Perry County
10	HS-SWB	Little Buffalo State Park	→					Perry County
11	HS-NEB	Downtown Newport	↑	Fairgrounds	↑	Little Buffalo State Park	←	Perry County

Keystone Way & State Park Road



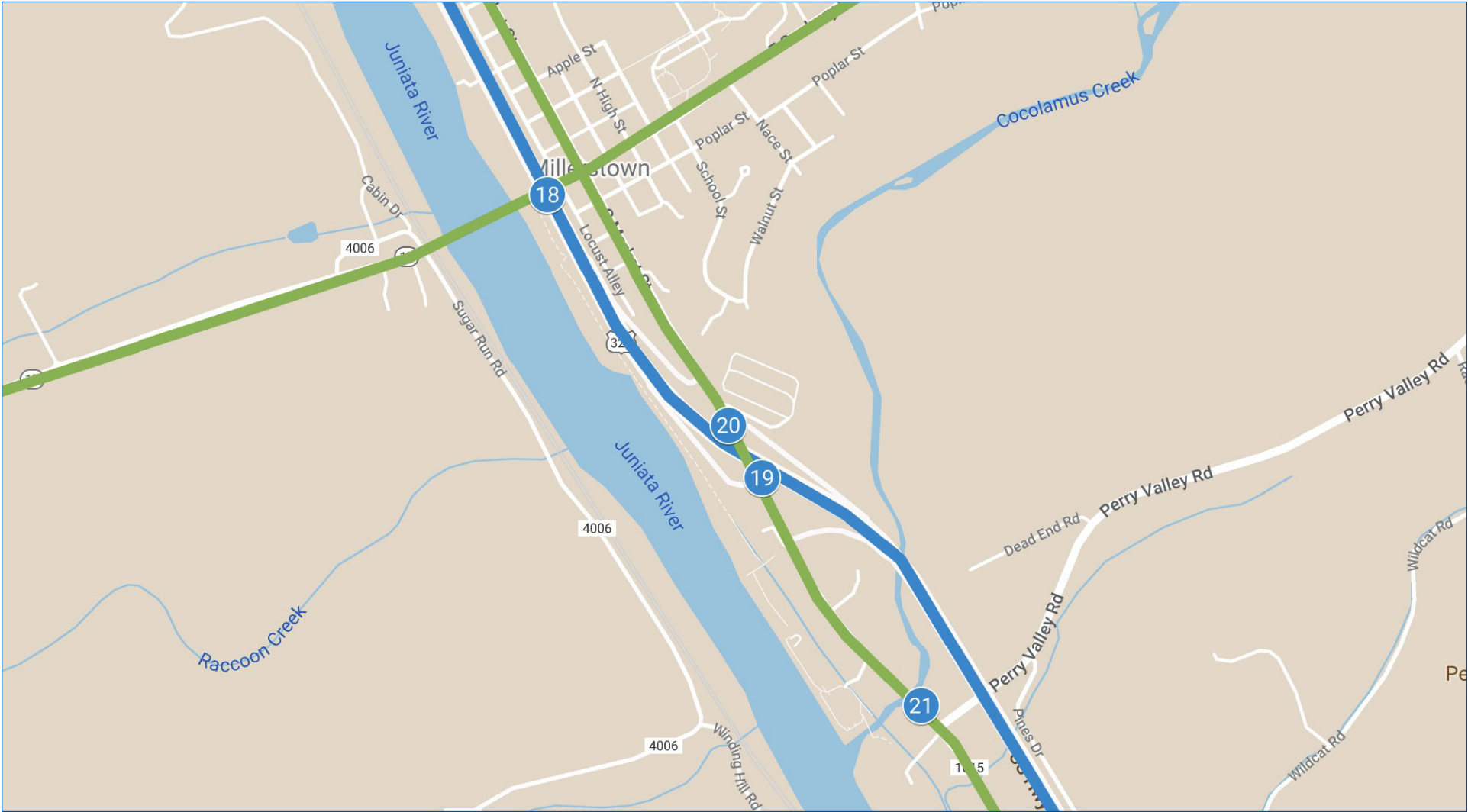
Sign #	Panel Type	Destination 1	Dir.	Destination 2	Dir.	Destination 3	Dir.	Community
12	HS-SWB	Little Buffalo State Park	→					Perry County
13	HS-NEB	Little Buffalo State Park	←					Perry County

Blain



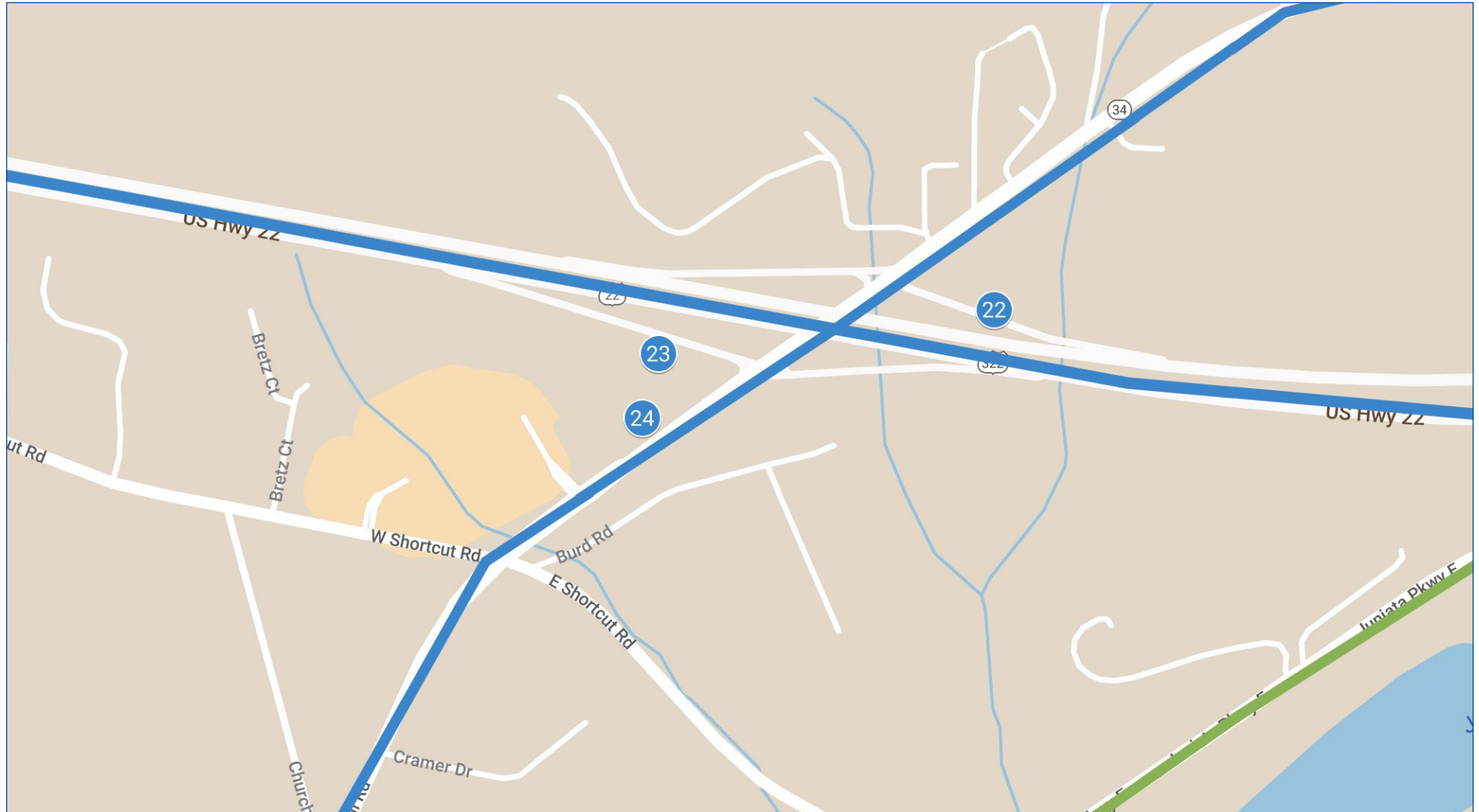
Sign #	Panel Type	Destination 1	Dir.	Destination 2	Dir.	Destination 3	Dir.	Community
14	HS-WB	Downtown	↑	Blain Elementary	↑	Blain Picnic Grounds	←	Blain
15	HS-EB	Blain Picnic Grounds	→					Blain
16	HS-EB	Downtown	↑	Blain Elementary	←	Blain Picnic Grounds	→	Blain
17	LS-EB	Blain Picnic Grounds	←					Blain

Millerstown



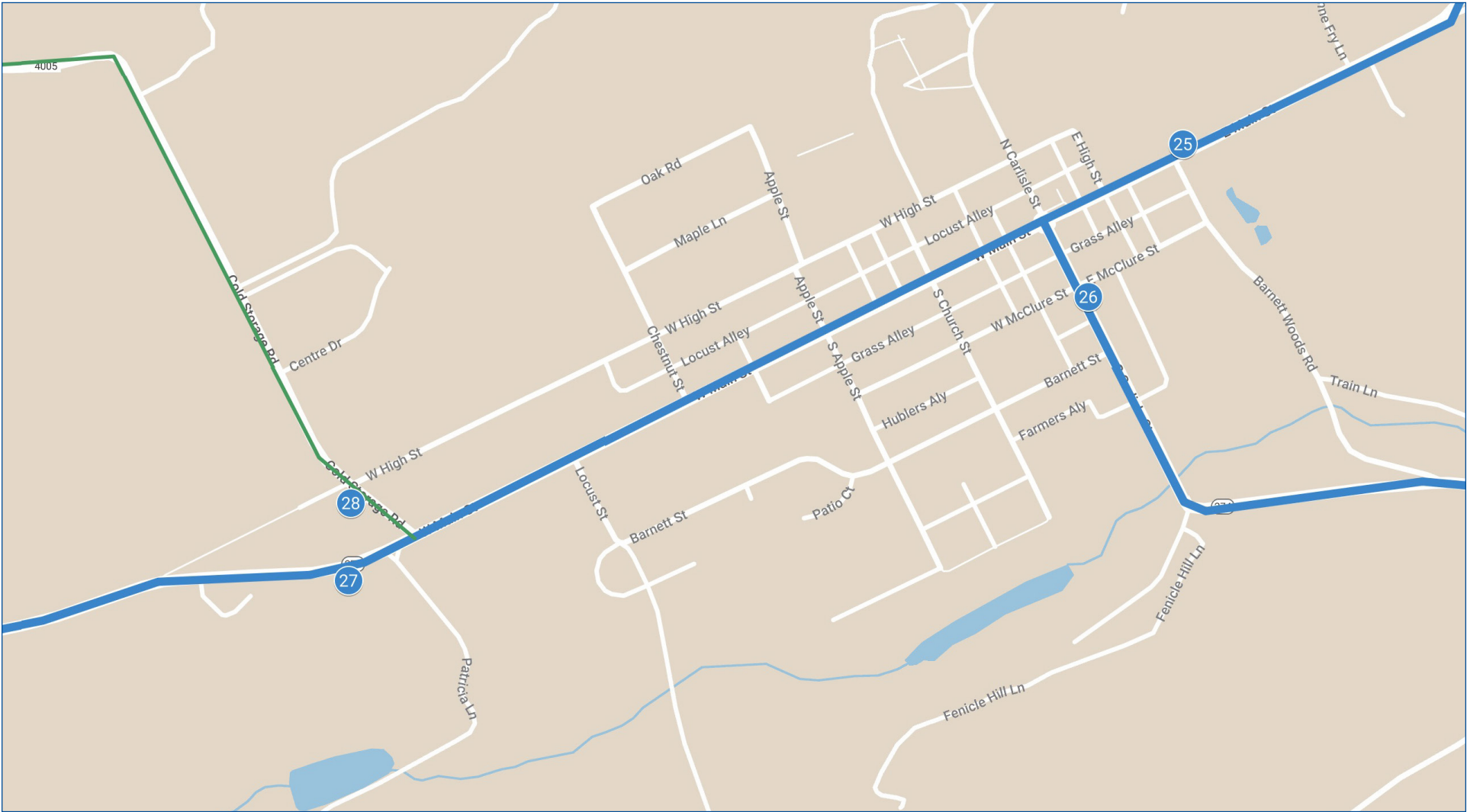
Sign #	Panel Type	Destination 1	Dir.	Destination 2	Dir.	Destination 3	Dir.	Community
18	HS-EB	Greenwood Schools	↑	Millerstown Park Amphitheater	→			Millerstown
19	HS-SEB	Downtown	←	Greenwood Schools	←	Millerstown Park/Amphitheatre	→	Millerstown
20	HS-NWB	Millerstown Park/Amphitheater	←	Downtown	→	Greenwood Schools	→	Millerstown
21	HS-NWB	Downtown	↑	Greenwood Schools	↑	Millerstown Park/Amphitheatre	←	Millerstown

US Highway 22 & Red Hill Road



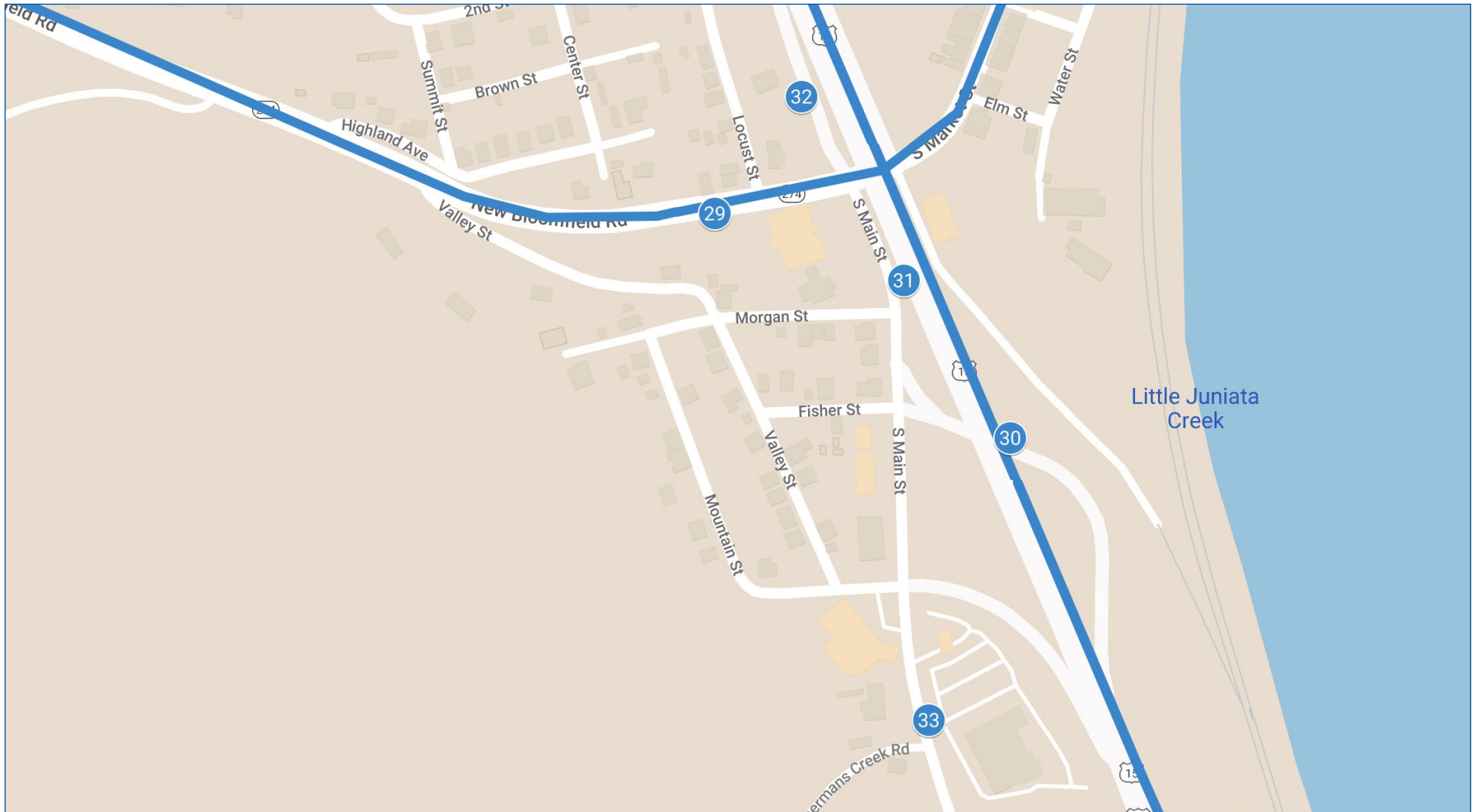
Sign #	Panel Type	Destination 1	Dir.	Destination 2	Dir.	Destination 3	Dir.	Community
22	HS-WB	Downtown Newport	←	Fairgrounds	←	Little Buffalo State Park	←	Perry County
23	HS-EB	Downtown	→	Little Buffalo State Park	→	Fairgrounds	→	Perry County
24	HS-SWB	Downtown Newport	↑	Fairgrounds	↑	Little Buffalo State Park	↑	Perry County

New Bloomfield



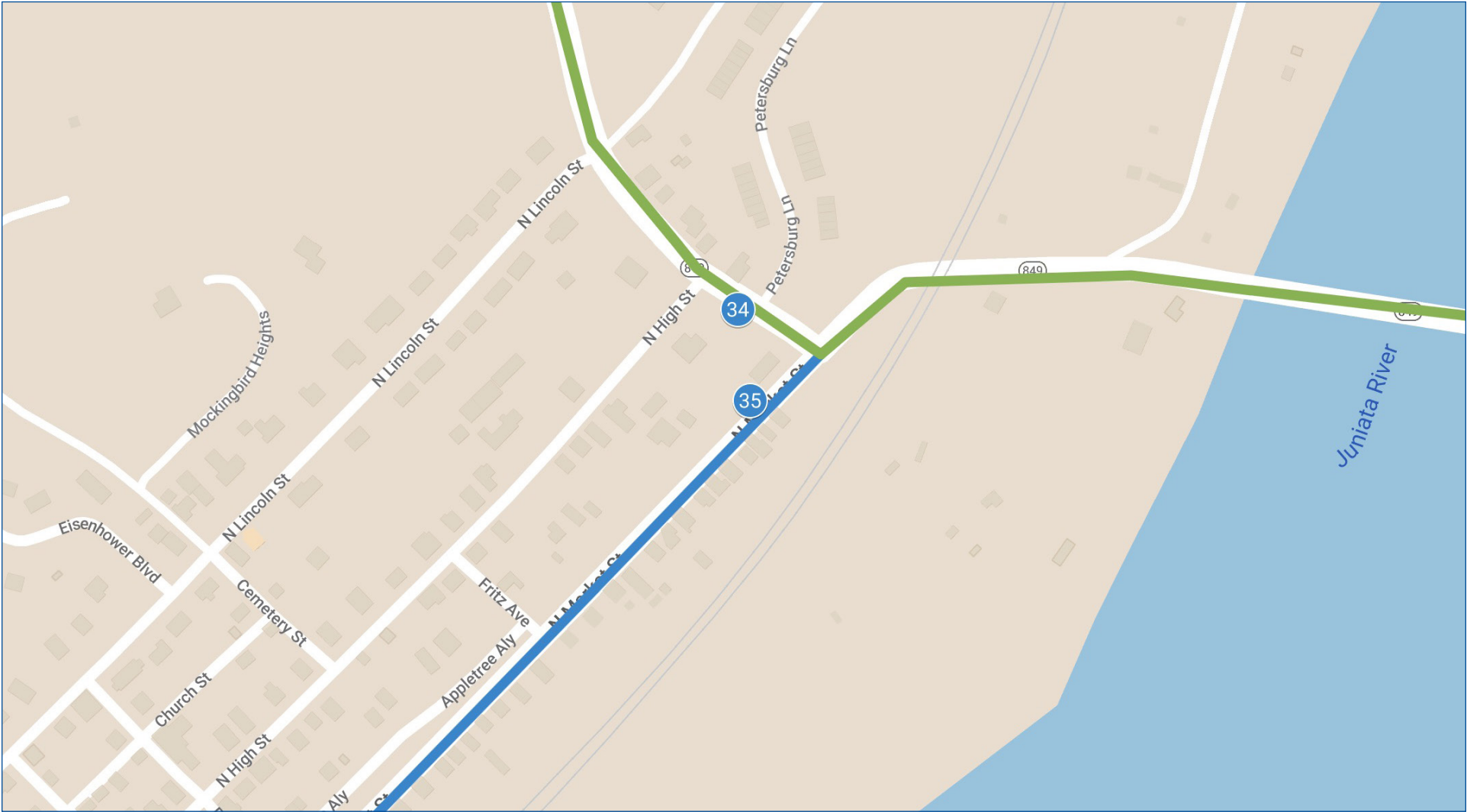
Sign #	Panel Type	Destination 1	Dir.	Destination 2	Dir.	Destination 3	Dir.	Community
25	HS-WB	County Courthouse	↑	Borough Building (L)	←	Borough Park	←	New Bloomfield
26	HS-NWB	County Courthouse	↑	Borough Building (L)	→	New Bloomfield Park	→	New Bloomfield
27	HS-EB	County Courthouse	↑	Borough Building (L)	↑	Little Buffalo State Park	←	New Bloomfield
28	LS-SB	County Courthouse	←	Borough Building (L)	←	Borough Park	←	New Bloomfield

S Market Street & New Bloomfield Road, Duncannon



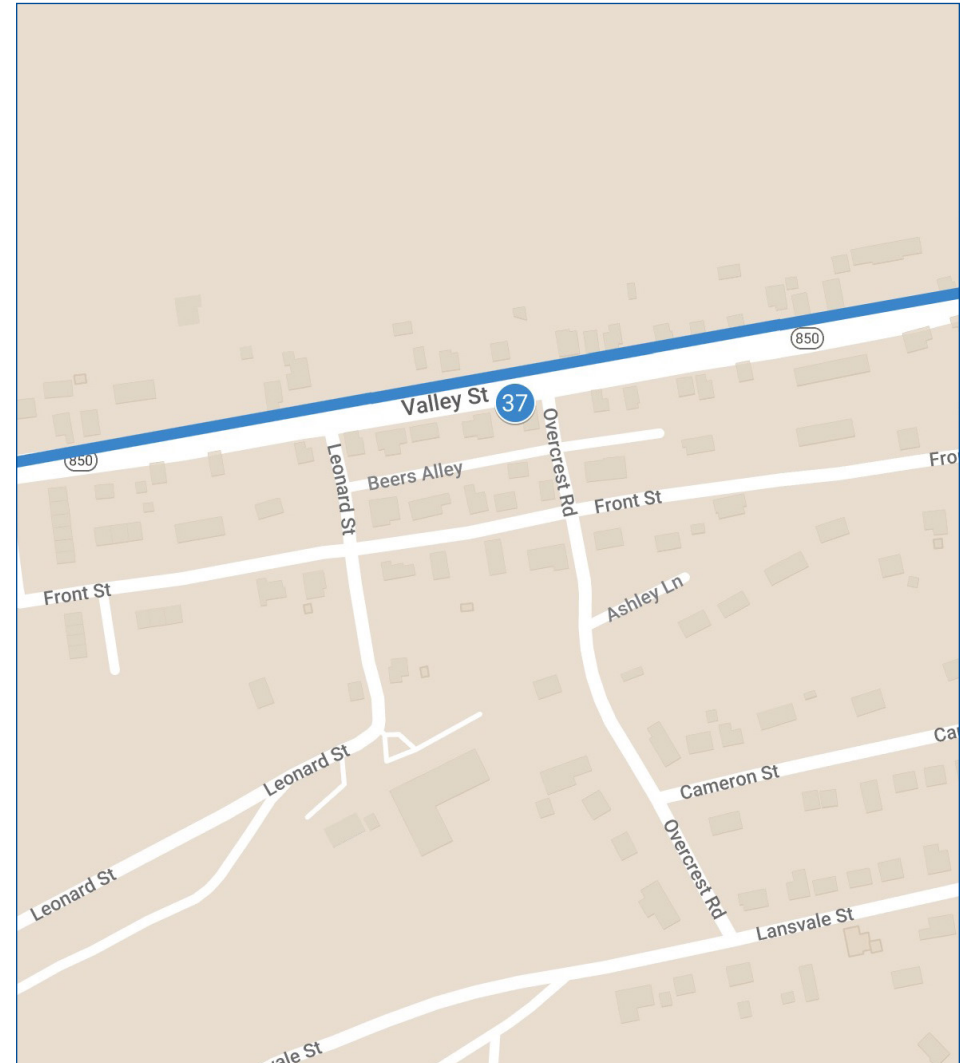
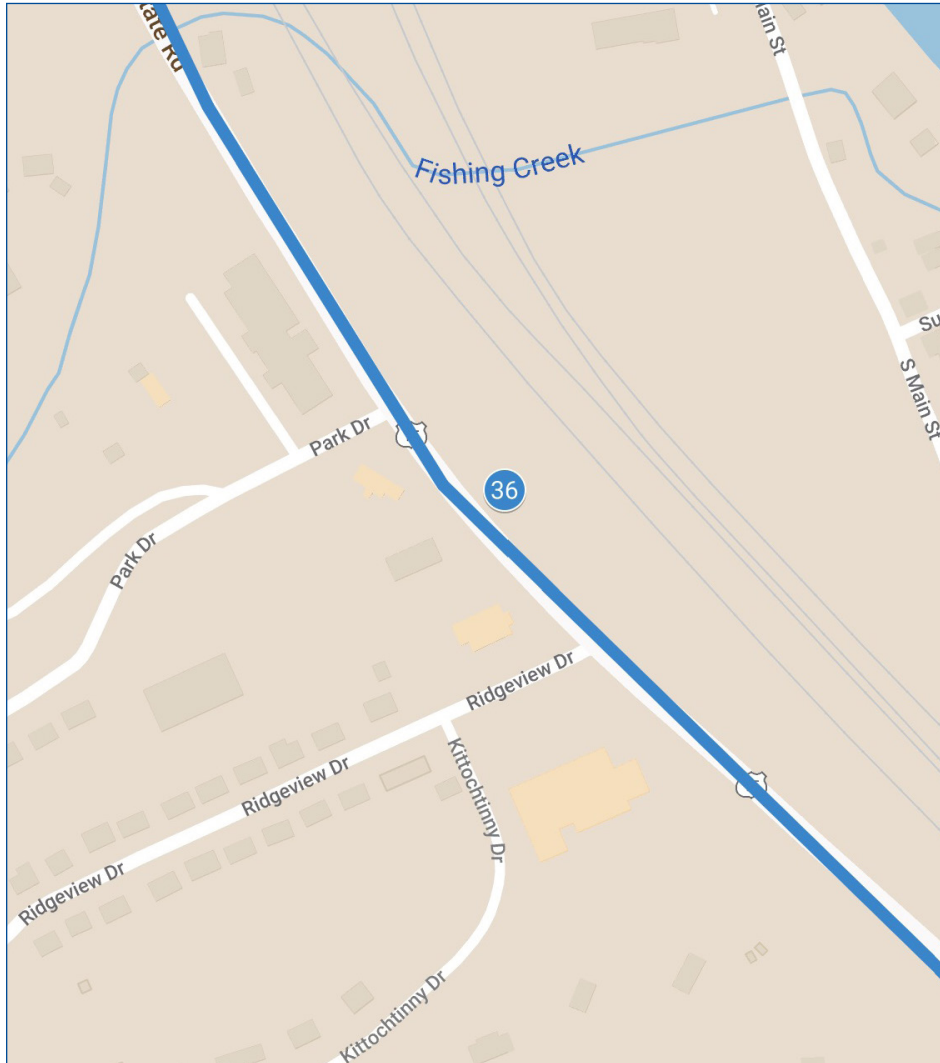
Sign #	Panel Type	Destination 1	Dir.	Destination 2	Dir.	Destination 3	Dir.	Community
29	HS-EB	Downtown	↑	Appalachian Trailhead	→			Duncannon
30	HS-WB	Appalachian Trail/Hawk Rock	←	Downtown	→			Duncannon
31	LS-NB	Penn Township Shopping	←	Downtown	→			Duncannon
32	HS-SB	Appalachian Trail/Hawk Rock	↑	Downtown	←	Penn Township Shopping	→	Duncannon
33	LS-NB	Downtown	↑	Food Groceries Dining	↑			Duncannon

N Market Street & Newport Road, Duncannon



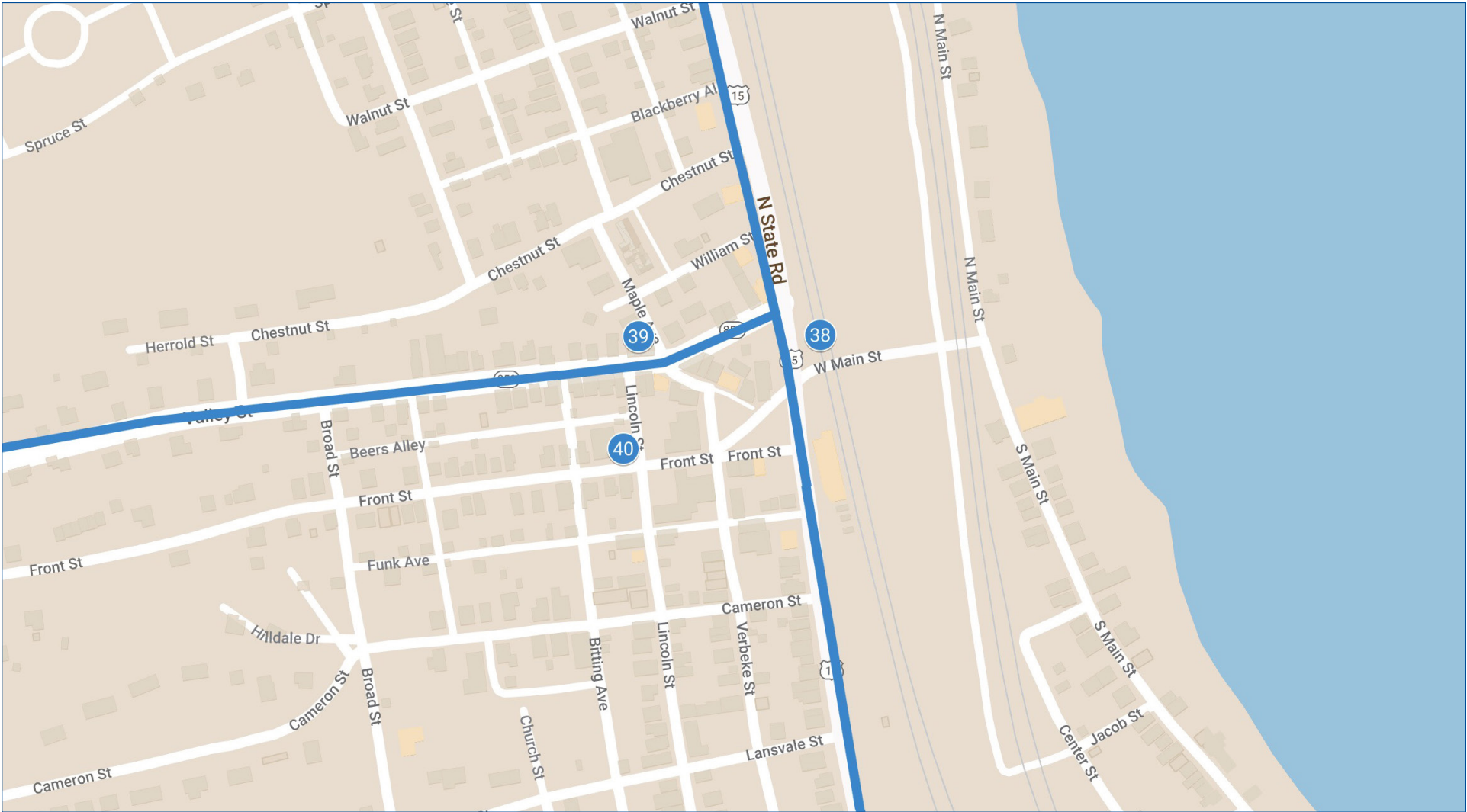
Sign #	Panel Type	Destination 1	Dir.	Destination 2	Dir.	Destination 3	Dir.	Community
34	LS-SB	Downtown	→	Appalachian Trailhead	→			Duncannon
35	HS-SWB	Downtown	↑	Appalachian Trailhead	↑			Duncannon

S State Road & Valley Street, Marysville



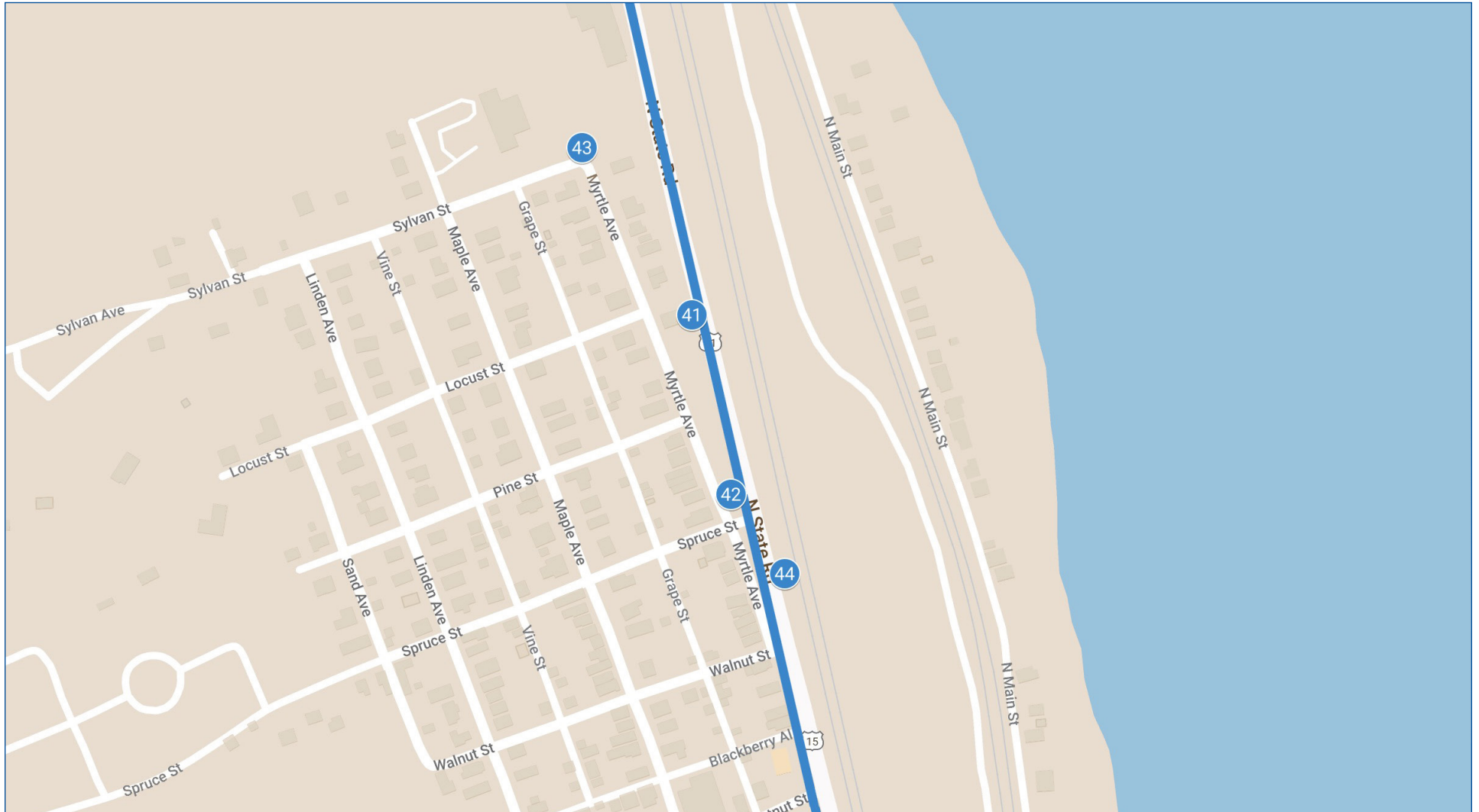
Sign #	Panel Type	Destination 1	Dir.	Destination 2	Dir.	Destination 3	Dir.	Community
36	VTB - HS - NB	Downtown	↑	Heritage Park	↑	Lions Park	←	Marysville
37	VTB - HS - EB	Downtown	↑	Lions Park	↑	Marysville-Rye Library	→	Marysville

Downtown Marysville



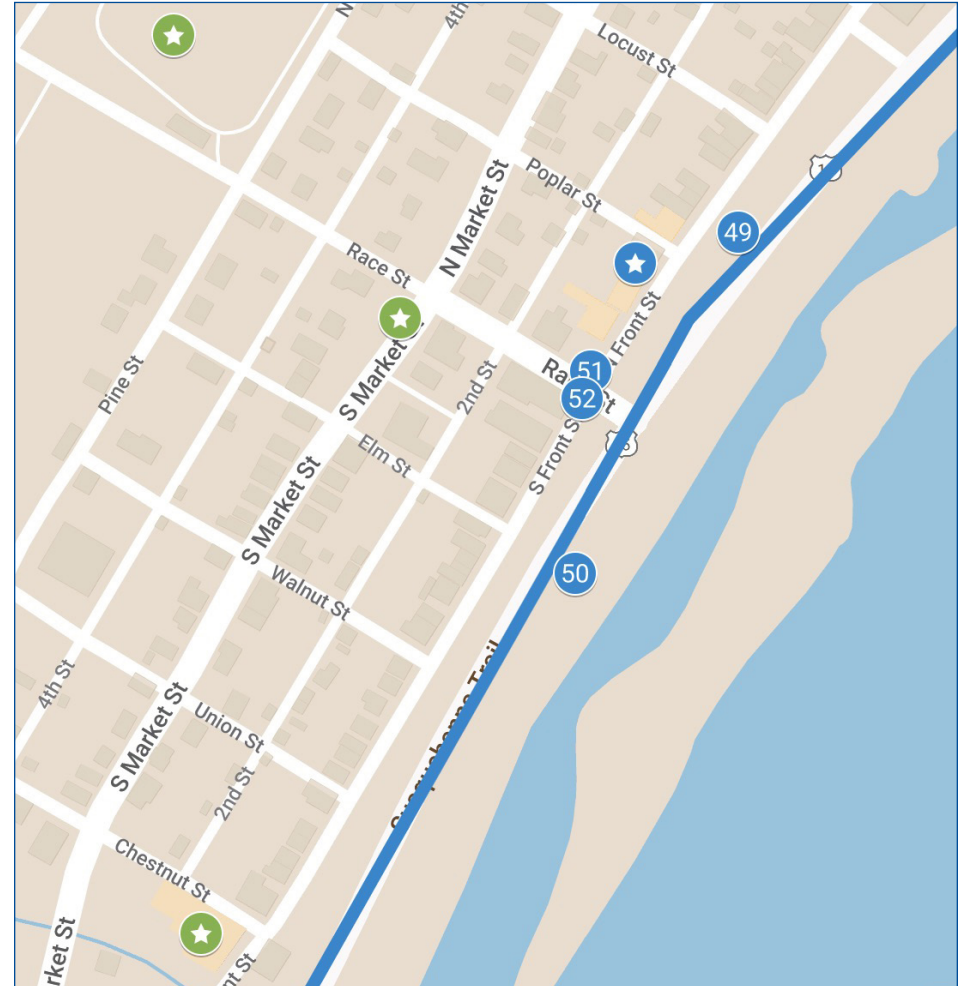
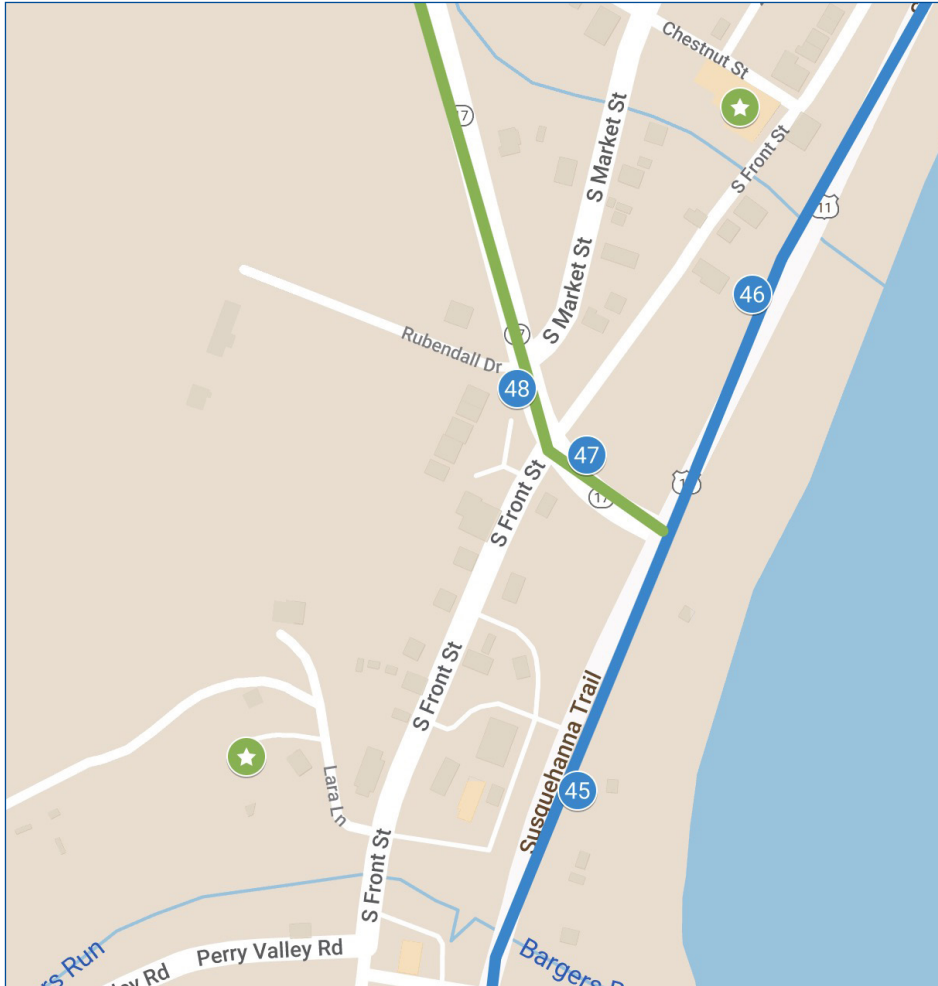
Sign #	Panel Type	Destination 1	Dir.	Destination 2	Dir.	Destination 3	Dir.	Community
38	HS-NB	Downtown	←	Marysville Rye Library	←	Heritage Park	←	Marysville
39	LS-WB	Marysville-Rye Library	↑	Heritage Park	←	Downtown/Parking	←	Marysville
40	LS-SB	Heritage Park	→					Marysville

N State Road, Marysville



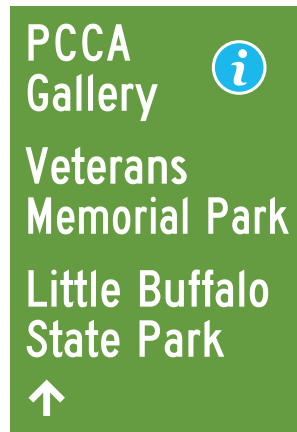
Sign #	Panel Type	Destination 1	Dir.	Destination 2	Dir.	Destination 3	Dir.	Community
41	HS-SB	Downtown	↑	Scenic Overlook	←	Cove Mtn. Trailhead	←	Marysville
42	LS-WB	Scenic Overlook	→	Cove Mtn. Trailhead	→			Marysville
43	LS-WB	Cove Mtn. Preserve Trailhead	←					Marysville
44	HS-NB	Scenic Overlook	←	Cove Mtn. Trailhead	←			Marysville

Liverpool

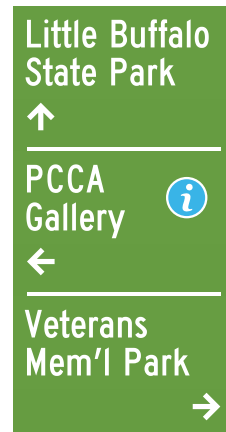


Sign #	Panel Type	Destination 1	Dir.	Destination 2	Dir.	Destination 3	Dir.	Community
45	VTB - HS - NB	Community Pool	←					Liverpool
46	VTB - HS - SB	Community Pool	→					Liverpool
47	VTB - LS - WB	Community Pool	←	Borough Office	→	Baseball Field & Playground	→	Liverpool
48	VTB - LS - SB	Borough Office	←	Baseball Field & Playground	←	Community Pool	→	Liverpool
49	VTB - HS - SB	Borough Office	→	Baseball Field & Playground	→	Bandstand	→	Liverpool
50	VTB - HS - NB	Borough Office	←	Baseball Field & Playground	←	Bandstand	←	Liverpool
51	VTB - LS - WB	Borough Office	←					Liverpool
52	VTB - LS - NEB	Bandstand	←	Baseball Field & Playground	←			Liverpool

5. SIGN INVENTORY



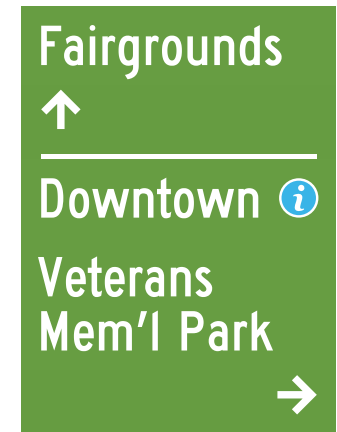
01 LS-WB



02 LS-WB



03 HS-NB



04 LS-NB



05 LS-EB



06 LS-WB



07 HS-NB



08 HS-SB

Little Buffalo
State Park



09 HS-SB

Little Buffalo
State Park



10 HS-SWB

Downtown
Newport
Fairgrounds



Little Buffalo
State Park



11 HS-NEB

Little Buffalo
State Park



12 HS-SWB

Little Buffalo
State Park



13 HS-NEB

Downtown
Blain
Elementary



Blain Picnic
Grounds



14 HS-WB

Blain Picnic
Grounds



15 HS-EB

Downtown
↑

Blain
Elementary



Blain Picnic
Grounds



16 HS-EB

Blain Picnic
Grounds



17 LS-EB

Greenwood
Schools



Millerstown Park
Amphitheatre



18 HS-EB

Downtown
Greenwood
Schools



Millerstown Park
Amphitheatre



19 HS-SEB

Millerstown Park
Amphitheatre



Downtown
Greenwood
Schools



20 HS-NWB



21 HS-NWB



22 HS-WB



23 HS-EB



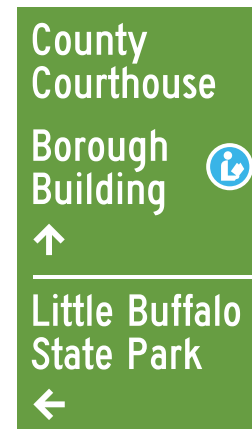
24 HS-SWB



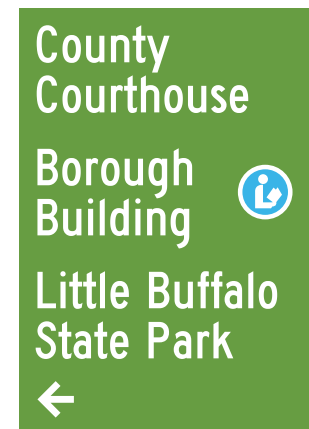
25 HS-WB



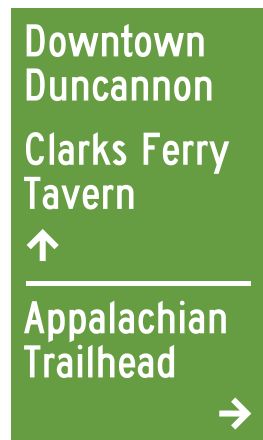
26 HS-NWB



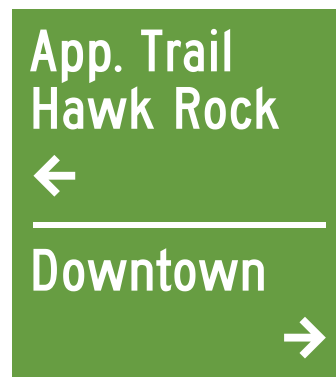
27 HS-EB



28 LS-SB



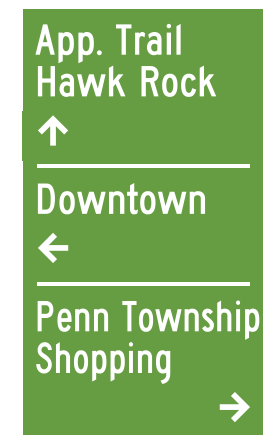
29 HS-EB



30 HS-WB



31 LS-NB



32 HS-SB



33 LS-NB



34 LS-SB



35 HS-SWB



36 HS-NB



37 HS-EB



38 HS-NB



39 LS-WB



40 LS-SB



41 HS-SB



42 LS-WB



43 LS-WB



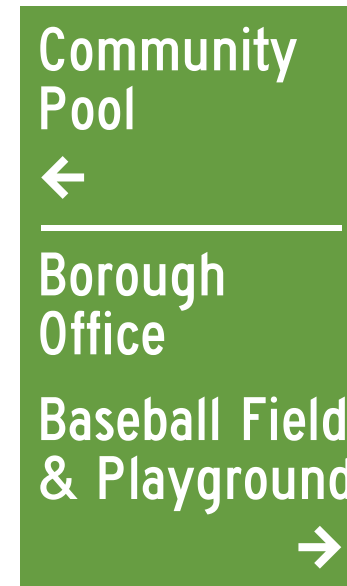
44 HS-NB



45 HS-NB.pdf



46 HS-SB.pdf



47 LS-WB.pdf



48 HS-SB.pdf



49 HS-SB.pdf



50 HS-NB.pdf



51 LS-WB.pdf



52 LS-NEB.pdf



Header



Footer-Blain



Footer-Duncannon



Footer-Landisburg



Footer-Liverpool



Footer-Marysville



Footer-Millerstown



Footer-New Bloomfield



Footer-New Buffalo



Footer-Newport

6. IMPLEMENTATION

Implementation of this wayfinding system will require additional work beyond the adoption of this plan. Partner roles will need to be clearly identified and funding streams must be considered for fabrication, installation and maintenance. Other considerations will include ongoing costs for maintenance and replacement, as well as thoughtful approaches to potential revisions regarding new destinations, system elements, and new signage.

It is recommended that Perry County lead the implementation of the wayfinding program. The County will direct grants and other outside funding efforts.

Administration & Management

A community wide wayfinding system will necessitate cooperation and active administration. The day-to-day and long-term management of the wayfinding system will rely on Perry County. Depending on local resources, other stakeholders and destinations could be engaged for future planning and funding.

As the County begins the implementation process, it should convene its partners to determine roles and responsibilities related to planning, maintenance, and funding. This includes determining costs and financing strategies, which are estimated later in this section.

Day-to-Day System Management

Perry County should manage the wayfinding system and be responsible for scheduled system maintenance including cleaning and repair to minor damage of system components. This would include assessing the County's capacity to perform initial or ongoing installation, should an outside vendor not be required. Ultimately, County staff would routinely review system status, address maintenance or repair issues, and determine actions to alter, modify, or expand the existing system. Future design services can be managed by Perry County or through an as-needed services contract with a qualified firm.

A first step will be to assign a project manager for the implementation phase of the project. This person will be responsible for the execution of this plan, and should be given the appropriate staff time, resources, and procurement responsibilities. Ultimately, the County should establish policies for inspections, repairs and sign replacement, including engaging with sign fabricators. It is critical that the project manager understand all instructions from the fabricator in order to protect all warranties related to materials, reflective sign sheet, and installation. The manager should also be familiar with all manufacturer's instructions for installation including hardware. It is recommended that the project manager inventory all signage that is included in the system, recording location, sign content, date of installation of sign supports, as well as of panel placement on supports.

Long-Term System Management

Perry County will need to manage and allocate additional funds to an ongoing wayfinding management program. This plan recommends that five percent of the capital cost outlay be programmed each year for the cost of maintaining supplies for supports, mounting hardware and damaged signs. This budget, including staff time allocated to ongoing management, can be adjusted over time as the County has a better understanding of costs for long-term maintenance. Perry County, in conjunction with its partners, may be required on occasion to contribute additional funds to ensure the system is adequately maintained. Ultimately, a replacement budget based on a ten to twelve-year life span of signs dependent on manufacturers standards should be incorporated into the long-term budgeting of system management. This budget is often established as a reserve fund to be used for replacing damaged signs or those who have run their life cycle.

MUTCD requires agencies to have a retro-reflectivity maintenance program for signs it maintains. It is recommended that the County conduct an annual sign inspection that meets these requirements, as well as general inspection of conditions and maintenance issues. As signs from the wayfinding system are installed, it is recommended that an asset sticker be applied to each sign, based on the town's existing asset management policy. These stickers often would include "Property of Perry County" and have date of installation in a printed or scannable format. This can be completed by County public works staff or through an outside contractor, which could be the installation contractor. The sign schedule spreadsheet included in this document can be expanded as an ongoing inventory to include asset number, installation date, warranty expiration date, and inspection date.

Inspections would include a night time drive-by to ensure the sign's reflectivity is still functional, as well as a day-time inspection of installation hardware, condition, and orientation. This database should be updated on inspection, as well as any when sign damage occurs that requires replacement or maintenance. The installation contractor should keep a copy of this plan on hand, so that replacements signage can be produced quickly when needed.

Permitting and Installation

This wayfinding plan is a tool to guide the implementation of the wayfinding system. System design is based on MUTCD standards and approximate locations are identified in the sign schedule. It is recommended that Perry County utilize private vendors for sign fabrication and installation work, including final permitting from PennDOT. While separate vendors can be utilized, it is also suggested that the County engage a company that will both fabricate and install the signs. Using an individual contractor will not only help with final costs, but also limit responsibility of damage that may occur in transportation, handling, and installation to a single firm.

The selected fabricator/installer would be required to seek permits through the PennDOT encroachment permitting process to ensure precise final sign locations and that final sign schematics meet all applicable MUTCD and PennDOT standards. This will include the need to clear all sign support locations with Pennsylvania 811 or other underground locating service as used by Perry County. It is recommended that the selected sign fabricator/installer guarantee meeting the specifications required by PennDOT.

Clear roles should be established between the local project manager and sign installer, and contracts should specify that no work will begin without a notice to proceed from Perry County. No sign installation should commence until PennDOT has approved the encroachment agreement and the required utility location clearances have been conducted. It is highly recommended that the County assess the previous work of the selected installer, including any work for PennDOT projects, if applicable. All signage must be installed to the manufacturer's and fabricator's specifications. General sign locations are identified in this report, but final locations should be chosen that do not block views of motorists or intrude into pedestrian travel ways.

Cost Estimates

Ultimately, final costs for the fabrication, installation, and maintenance of the signage system will be determined during the construction phase. A comprehensive signage system such as this may require installation to occur over multiple phases. While costs may vary during the implementation period, estimates for construction and implementation are shown below. Perry County and its partners should use this information for planning and budgeting purposes.

Because costs may fluctuate depending on location, vendor, and timeframe, two cost estimate scenarios are shown below. The cost ranges are based on average costs and industry standards from similar programs that have been implemented in other communities, including the River District system. The range is purely for planning purposes. These estimates are based on round figures from similar recent projects.

The low estimates are based on other systems that were implemented, including costs of installation, posts, sign fabrication, etc. The high estimate is based on higher-end systems recently implemented in other communities, including more ornate design elements.

In addition to the pole mounted signs, this wayfinding plan also identifies community gateways, but costs of monument gateway signs can vary widely, and will ultimately depend on final design dimensions, materials, and construction. Monument signs such as these can range from \$10,000 to \$50,000 per unit, depending on a wide variety of variables, and are not included in these estimates.

		Fabrication		Installation		Total Est. Cost
Count	Type	Unit Cost	Total Unit Cost	Unit Cost	Total Unit Cost	
30	Vehicular - High Speed	\$3,500	\$105,000	\$1,200	\$36,000	\$141,000
14	Vehicular - Low Speed	\$1,500	\$21,000	\$800	\$11,200	\$32,200
44	Low Estimate Total		\$126,000		\$47,200	\$173,200

Cost Estimates: Low

		Fabrication		Installation		Total Est. Cost
Count	Type	Unit Cost	Total Unit Cost	Unit Cost	Total Unit Cost	
30	Vehicular - High Speed	\$8,000	\$240,000	\$2,000	\$60,000	\$300,000
14	Vehicular - Low Speed	\$3,000	\$42,000	\$1,500	\$21,000	\$63,000
44	High Estimate Total		\$282,000		\$81,000	\$363,000

Cost Estimates: High

Project Phasing

It is not necessary to install an entire wayfinding system at once for it to be effective. Project phasing will dependent entirely on budgeting for the County and its funding partners, including identification of potential funding tools. In fact, most system's phasing is determined by how much money can be appropriated in the initial implementation. At that point, a determination is made on the number of signs and strategic location of signage that can be accomplished in that initial budget.

Generally speaking, initial phases would include directional trailblazers and parking directional signage located along the primary routes and directing traffic to Tier One destinations, while future phases would include Tier Two-specific signage, signs on secondary routes, and specialty signs. Ultimately, these phases will be completed over the course of multiple years. Monument gateways are not shown in phasing.

Project phasing should be seen as dynamic, as priorities and opportunities may change over time resulting in adjustments to the overall implementation schedule. In addition, it should be noted that with a robust signage system as this, PennDOT will need the appropriate time to properly review individual signs and locations through the permitting process.

Potential Funding

Wayfinding projects can be funded through a variety of sources and mechanisms. Potential funding options for implementing the Perry County Wayfinding Master Plan are outlined below.

- *General Funds:* Many communities appropriate an annual budget in their capital improvement plan to pay for phased wayfinding implementation.
- *Partner Funding:* The signs in this plan direct people to City, County, State, and private destinations. These partners can be approached to determine their potential to fund portions of implementation.
 - Intergovernmental agreements – There is the potential to solicit funding from local government partners or even nearby communities. This may require an expanded program to propose signage in unincorporated portions of the county, or adjacent cities.
 - Contributions from local destination partners such as the Convention / Visitor Bureau or the Greater Perry County Chambers and Visitors Center.
- *Accommodations & Hospitality taxes:* While the funds below are likely appropriated to existing projects, future revenues could be used to fund phasing in the wayfinding plan.
 - *Occupancy Tax:* Revenues from the 2% Occupancy & Tourism Tax (Both City & County & allocated to TDA).
 - *Prepared Food & Beverage Tax:* PA counties and communities can leverage a sales tax specifically for prepared meals.
 - *Local Sales Tax or Option Sales Tax:* Perry County could levy an additional sales tax above the state tax.
- *Grants:* A number of grants can be used to provide funding for wayfinding projects. These grant monies can be added to any additional funding to pay for portions of phased wayfinding.
 - *Transportation Alternative Program Grant:* The federally-funded transportation alternative program provides grants streetscape projects as well as improvements to pedestrian and bicycle facilities. The grants pay up to 80% of eligible project costs and require a 20% or more local match.
 - *Community Development Block Grants:* The Department of Housing and Urban Development's Community Development Block Grants can be used for streetscape improvements including wayfinding signage implementation.
 - *Congestion Mitigation and Air Quality Improvement Program:* The federally funded CMAQ program provides funds for transportation projects that improve air quality. As a part of the Harrisburg metro, Perry County may be eligible for this funding.

It is likely that funding for Perry County's wayfinding implementation would come from multiple sources, including many mentioned above. One of the first steps of implementation will be to identify potential funding streams and pull together an initial Phase 1 budget. That budget figure will determine the number and location of signs to be implemented in that early phase.

Concluding Remarks

This document represents a plan for Perry County to implement a cohesive way to curate visitor traffic in the community. It will serve several purposes:

- It will reduce sign clutter allowing for motorists to better navigate through the community.
- It will demarcate more destinations on fewer signs.
- It will bring the sign system in compliance with Federal and State guidance for wayfinding signs as enumerated in the MUTCD.
- It will reinforce to locals and visitors alike the amenities available in Perry County.

This sign system is not designed to be exhaustive in nature. As amenities are added, relocated, or enhanced, this plan provides all of the necessary criteria to evaluate the inclusion and implementation of such changes. Implementation of this plan should be coordinated with an experienced sign fabricator, installer, and with regulatory agencies at the municipal, state, and local level. Arnett Muldrow & Associates, Ltd. provides this plan as a tool to be used within the framework of the MUTCD and accepted practices nationally and does not assume any liability for failure to adhere to state and federal regulations not included in this plan.

Wayfinding Master Plan for Perry County, Pennsylvania



Prepared by:

