

Findings + Identity
and Wayfinding
Master Plan
Northern Liberties
Business Improvement
District

Exit Design

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Introduction

Northern Liberties Business Improvement District (NLBID) wants to extend their Brand Activation within the community’s physical environment to promote their mission “that Northern Liberties continues to be a desirable place to live, work, shop, invest and visit.”

To do this the NLBID has engaged Exit Design to expand upon the Brand Strategy and Messaging, as well as a Visual Identity for NLBID and Northern Liberties neighborhood recently created by J2 Design.

Evidence of the Brand Activation Rollout can be seen throughout the neighborhood in the form of Trash Can Wraps, Street Banners, Social Media Graphics, and Website Design and Development.

Goals + Objectives

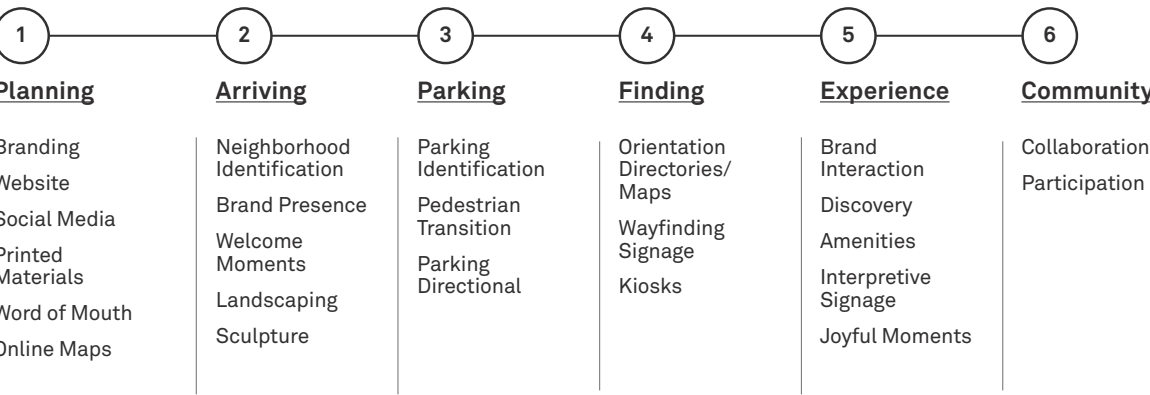
Promote NLBID as a place for businesses, entertainment, retail and tourism

Create a sense of place

Communicate the character of the neighborhood

Touchpointing™

Touchpoints are moments of engagement and opportunities to provide total support towards transforming and creating unique and personal experiences. Understanding what people need and want as they engage with an organization is the foundation of the design process, products, services and place. Design strategies are developed to create the ideal experience at each moment of interaction.



J2 Brand Work

J2 designed the NLBID brand in 2019. The following messaging and logo is taken from their work currently used by NLBID.

BRAND PILLARS

- Our character is:
Formed by function
- Our community is:
Built on common ground
- The possibilities are:
Made to last

BRAND PERSONALITY

- Vibrant
- Invested
- Eclectic
- Adaptable
- Thriving
- Stable

**NORTHERN
LIBERTIES**
Business Improvement District

**Northern Liberties
Business Improvement
District**



Observations

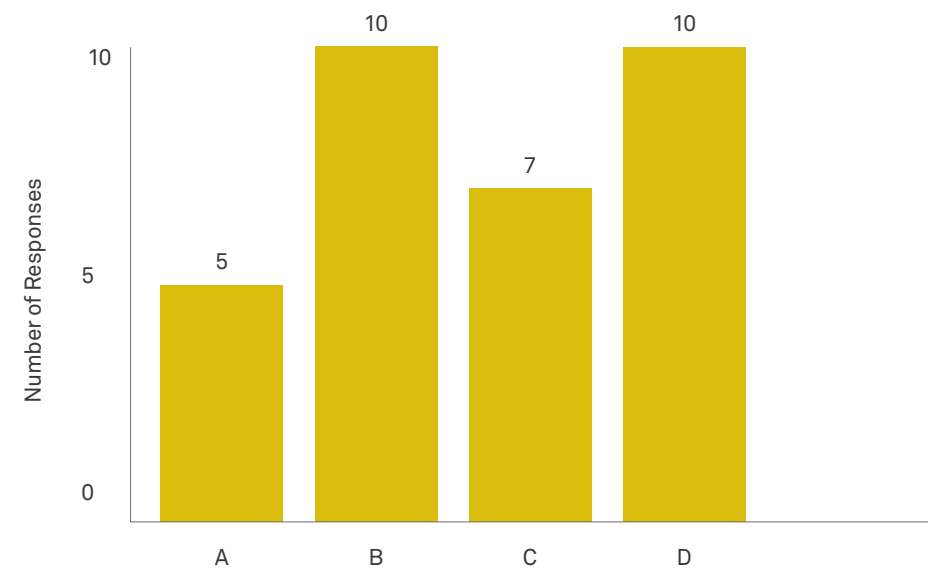


Summary Data

The data below was gathered in a survey completed by focus group participants.

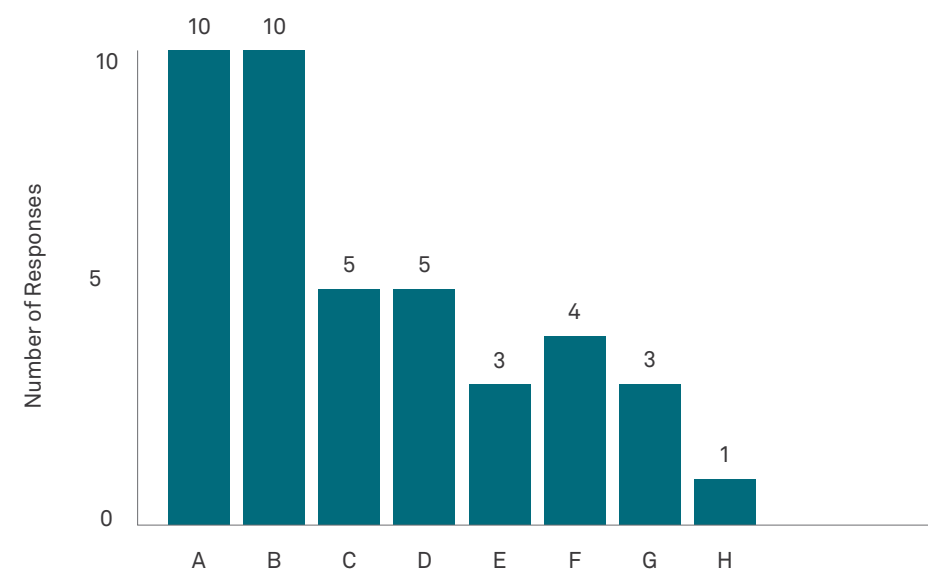
What information/impression do you want visitors to leave with?

- A An understanding of the historic significance
- B The perception of Northern Liberties as a dining/retail hub
- C An appreciation of the art and culture
- D A sense of the community's character



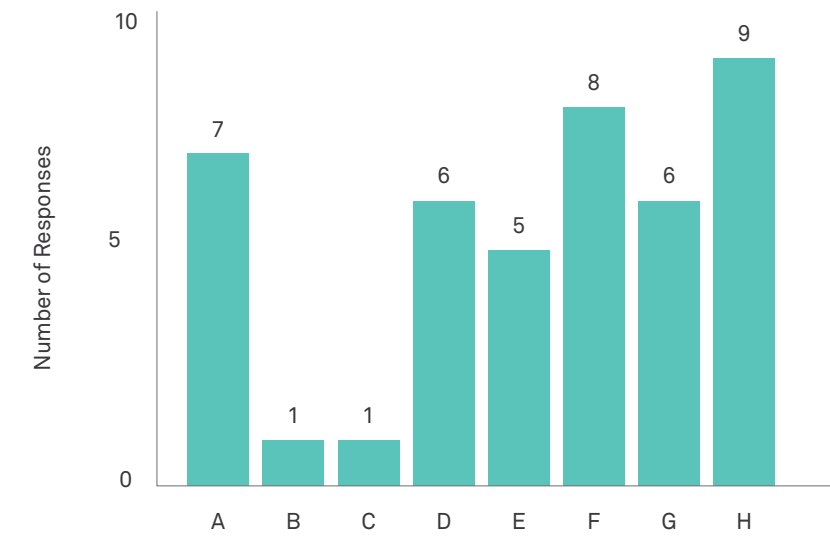
What draws people to Northern Liberties?

- A Events + Festivals
- B Dining + Drinks
- C Retail + Shopping
- D Parks + Recreation
- E History
- F Location
- G People
- H Other (walking/biking destination)



What types of tools would help direct individuals to their destination and encourage exploration upon arrival?

- A Directional Signage
- B Orientation Kiosks
- C Interpretive Signage
- D Historic Markers
- E Brand Moments
- F Neighborhood Gateways
- G Banners
- H Streetscape



Top Strengths

Engagement with stakeholders in focus groups and observations in the environment led to the identification of the following strengths of the current identity and wayfinding effort in NLBID.

Access to Highways

Northern Liberties is in close proximity to I-676, I-76 and I-95. Residents and visitors can easily hop on and off the highways to access the neighborhood and business district.

Walkable to Center City

Northern Liberties is a short walk to Old City and Center City, providing quick access to another host of amenities.

Desirable Neighborhood to Live

Northern Liberties is a welcoming place for families with young children and has dog-friendly parks for residents.

Easy Access via Public Transit

Northern Liberties can be accessed via the 25, 43 and 57 bus routes, trolley line 15 and the Market-Frankford line with stops at Spring Garden Station and Girard Station.

Parks

There are numerous parks in Northern Liberties for residents and visitors to enjoy.

Murals

Murals provide a unique layer of visual interest, character and information about Northern Liberties that residents and visitors can appreciate.

Abundance of Amenities

The NLBID provides a wide variety of amenities such as shopping, dining, entertainment and recreation outlet that can be enjoyed by residents and visitors in one place.

Proximity to Large Draw Destinations

Northern Liberties is in close proximity to several attractions such as Rivers Casino, the Fillmore and Fishtown. These destinations draw large crowds who often explore Northern Liberties while in the area.

Top Challenges

Challenges are the current obstacles that are believed to be constraints to the success of the current experience in NLBID. The challenges listed below were identified as a result of the qualitative research conducted in the focus groups and observations by Exit Design.

Exiting the Highway

Drivers exiting the highways are dumped onto Callowhill Street. The Callowhill area is not only busy and drivers must quickly determine which street provides the most direct route to NLBID, but it also feels very different from the rest of the neighborhood.

Delaware Avenue

While part of Northern Liberties, Delaware Avenue has a very different feel from the 2nd Street corridor and BID.

Lack of Signage

There is a lack of pedestrian and vehicular directional and orientation signage to direct drivers and pedestrians to NLBID from local roads and public transit stops.

Multiple Arrival Moments

The NLBID can be approached by vehicle or foot from all directions. There is no clear direction to the NLBID or apparent arrival moment once you have arrived on 2nd Street.

Lack of Parking Identification

The NLBID is nestled in a residential area where street parking is often the only option for visitors to park. Residential versus public parking is not clearly marked and changes block to block.

2nd Street Corridor is not Cohesive

2nd Street is made up of shops, restaurants and other entertainment. There are gaps along the street where spaces are for rent or construction is in progress that create disconnected pockets of activity along the corridor.

Streetscape

Current sidewalks are damaged in areas and lighting is lacking and inconsistent along the 2nd Street corridor creating a broken up experience.

Off-season Gathering Areas

Public gathering spaces such as the Pod Garden that are activated and bustling during peak-season months look and feel abandoned during off-season months.

Construction

On-going projects in the neighborhood and BID interrupt vehicular and pedestrian traffic patterns and create eye-sores as construction sites are in-progress.

Introduction to the Wayfinding Master Plan

The Wayfinding Master Plan (WMP) provides further analysis of the research and identifies opportunities to create the optimal user/visitor experience while navigating the campus.

The WFMP includes recommendations for decision points, traffic flow, paths of travel, hot spots and overall wayfinding methodology. User/visitor journey scenarios have been developed and tested using the site plans to show how people will experience the campus.

Recommendations are presented in this document to guide signage design and other tools, including pre-arrival communication and employee/staff training in wayfinding methodology. Organizational brand goals have been considered as part of the component recommendations.

Strategies

Planning

- 1.1 Digital Technology
- 1.2 Connect to Public Transit
- 1.3 Mural Arts

Arriving

- 2.1 Define Neighborhood Bounds
- 2.2 Neighborhood Awareness
- 2.3 Streetscape Improvements
- 2.4 Unique Districts

Parking

- 3.1 Parking Map
- 3.2 Clearly Identify Public Parking

Finding

- 4.1 2nd Street as a Destination
- 4.2 Orientation Kiosks
- 4.3 Identify Parks

Experiencing

- 5.1 Highlight History
- 5.2 Furniture Improvements
- 5.3 Connect to Adjacent Destinations

Community

- 6.1 Event Awareness
- 6.2 Activate Underutilized Spaces
- 6.3 Construction

Overview of Experience



Arrival

Arrival moments are the points at which you know you have arrived to Northern Liberties/ NLBID. These moments provide a first impression and highlight the neighborhood/BID as a destination.



Parking

While there are no designated public parking lots, parking is available along the neighborhood streets. Clearly marking available street parking will help visitors overall experience of the neighborhood and BID. Identifying spaces for cars, scooters, motorcycles and bicycles opens up the accessibility of the BID and neighborhood to visitors.



Orientation

Orientation hubs will highlight the assets of the neighborhood, provide maps for orientation, and post general and seasonal information about Northern Liberties events.



Directional

Directional messaging both keeps visitors on their intended path and offers opportunities for unplanned exploration.



District Gateways

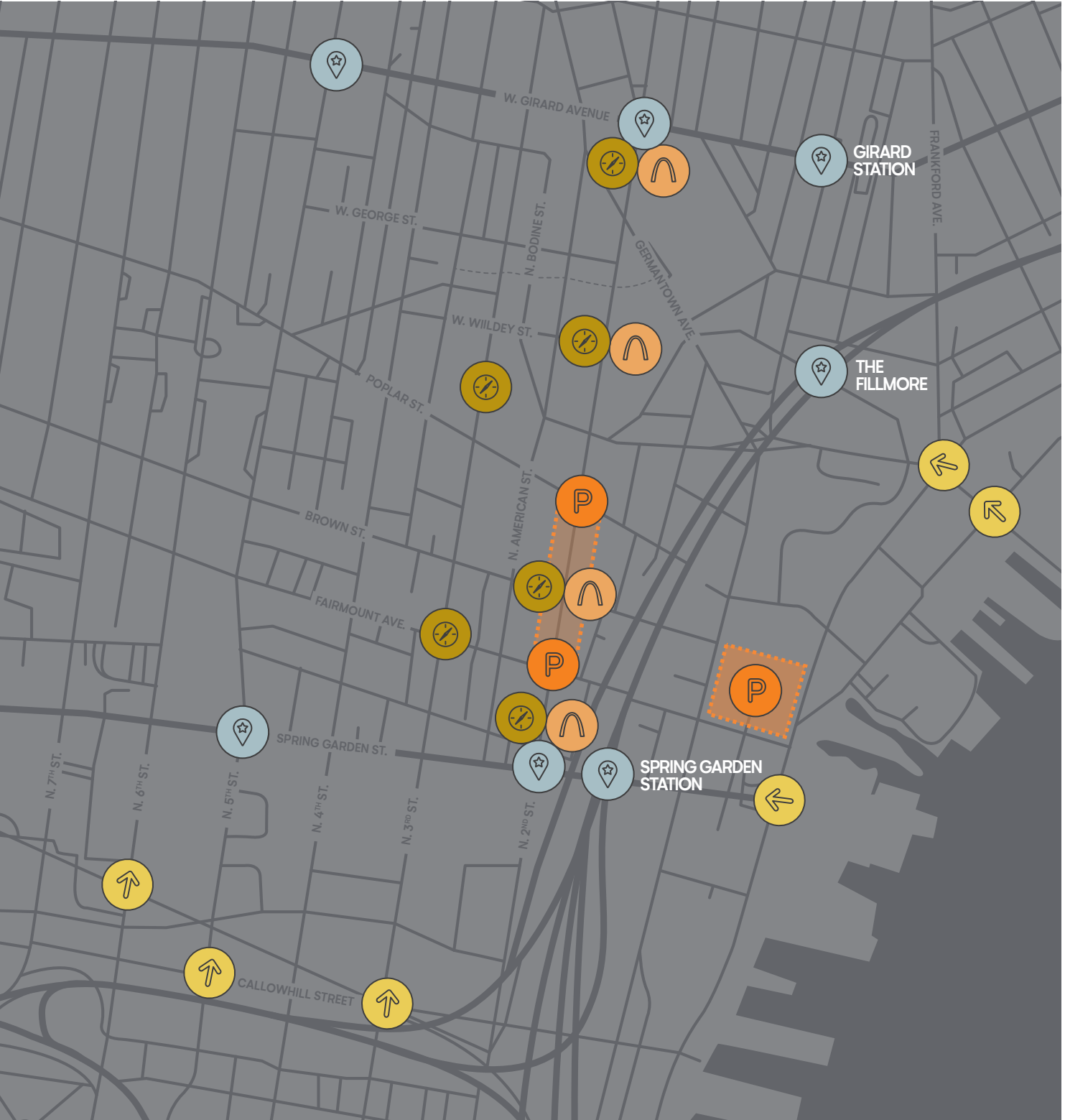
These internal highlighted moments identify new journey access points for those already exploring.



Interpretive Elements

Interpretive elements help the story of the neighborhood, its history, and its character, helping to define who and what Northern Liberties is. Interpretation can simply be markers for areas of key significance to more detailed interpretation as to the importance of a site.

See page 22 for interpretive opportunities.



Scenarios

Northern Liberties sees a wide variety of people throughout the day. Each person has their own unique set of needs as they navigate the neighborhood. Meeting each of these unique needs at each of the key touchpoints in their journey is what will result in the ideal experience of the place.

After spending time observing the various users of the neighborhood, we can categorize these users into three (3) categories: a resident, a visitor, and an event attendee. These user categories represent individuals that are very familiar with the concourse and use it on a day to day basis to users that are completely unfamiliar with it completely. It is important that we understand how each group navigates throughout the space, what their needs are and where their journeys overlap.

Visitor

First time visitors looking to explore Northern Liberties should be engaging with all experiential touchpoints, helping support their journey and shape their experience. Although they might have an intended path of travel that they mapped out prior to their arrival, there is room for unplanned exploration along the way.

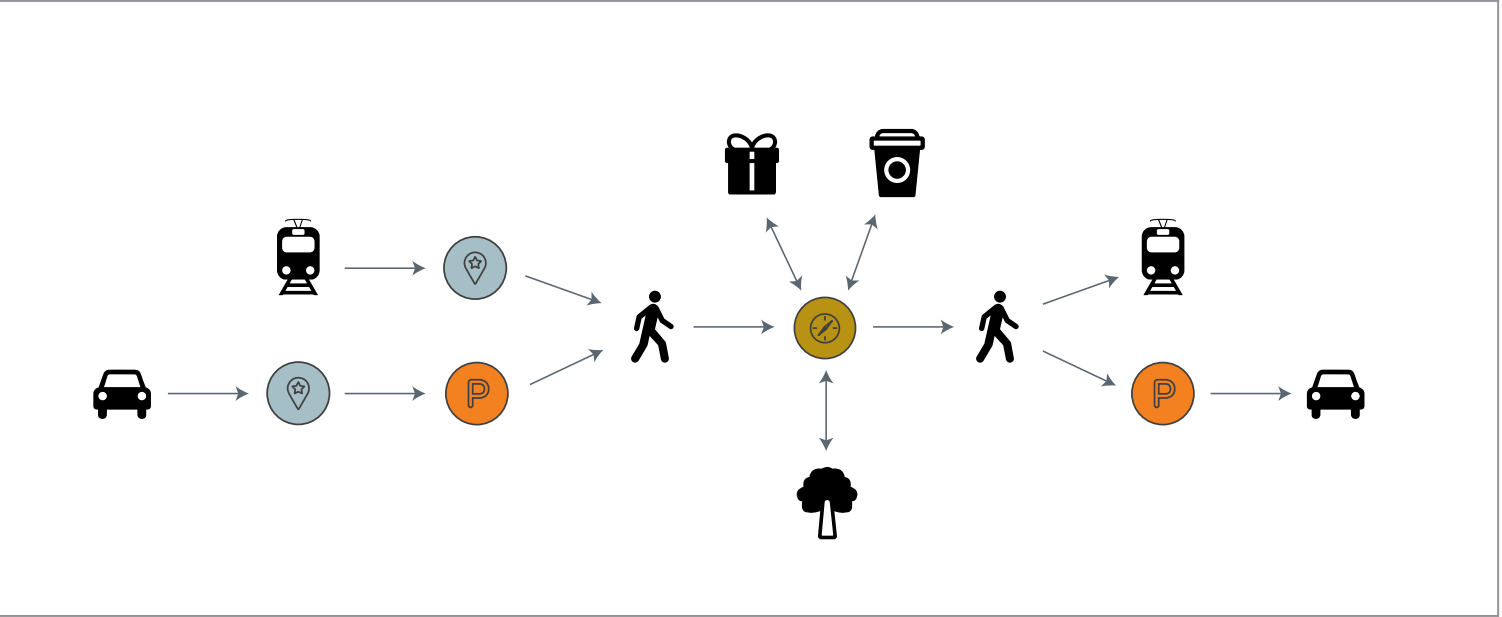
Resident

As regular users of the neighborhood, residents are less reliant on directional information from signage because they are already familiar with the neighborhood layout. However, to promote community engagement, orientation information about how to access neighborhood assets, how to get involved in local campaigns, and when and where to find events should be readily available at locations they frequent.

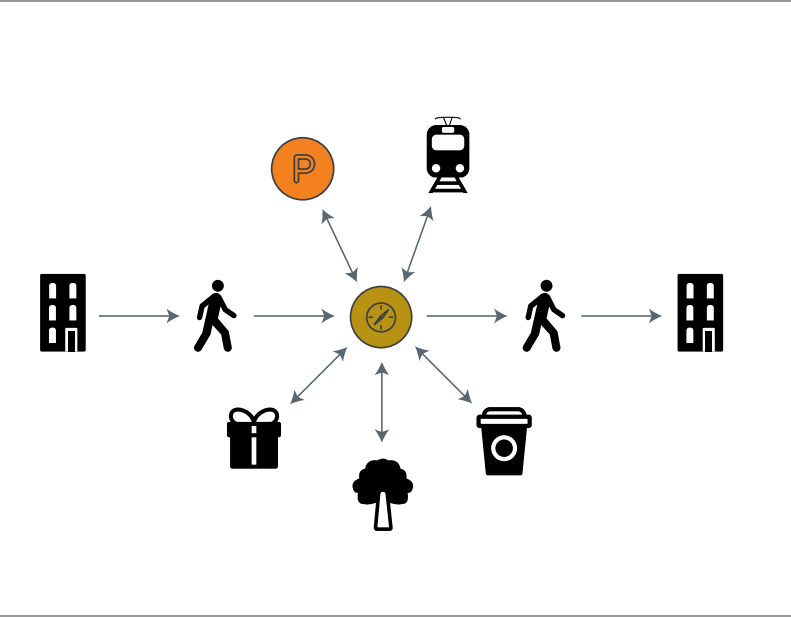
Event Attendee

The close proximity of multiple entertainment spaces, i.e. The Fillmore and Rivers Casino, provides the neighborhood with an opportunity to draw visitors from these crowds. Unlike the typical visitor, these local event attendees are happening upon the neighborhood unexpectedly and are attracted strictly because of their first impression.

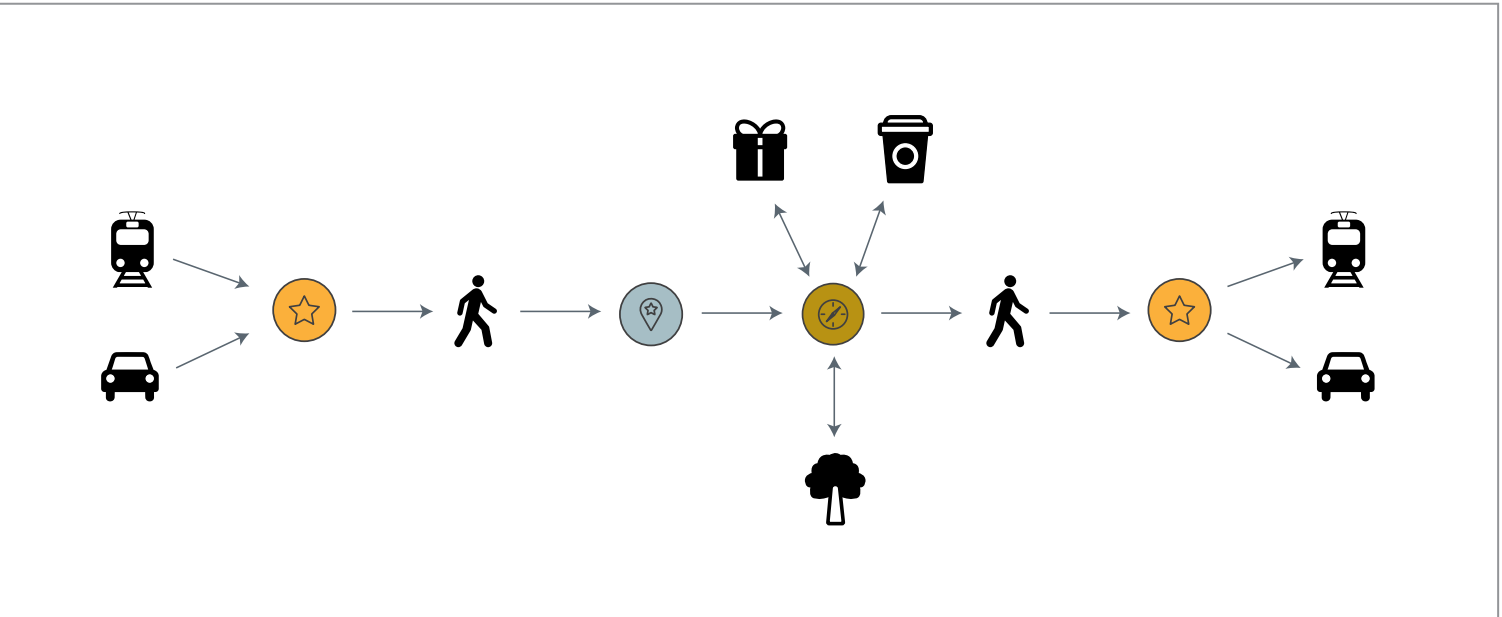
Visitor



Resident



Event Attendee



Key

- Transit Travel
- Vehicular Travel
- Pedestrian Travel
- Home
- Dining/Drinks
- Retail/Shopping
- Parks

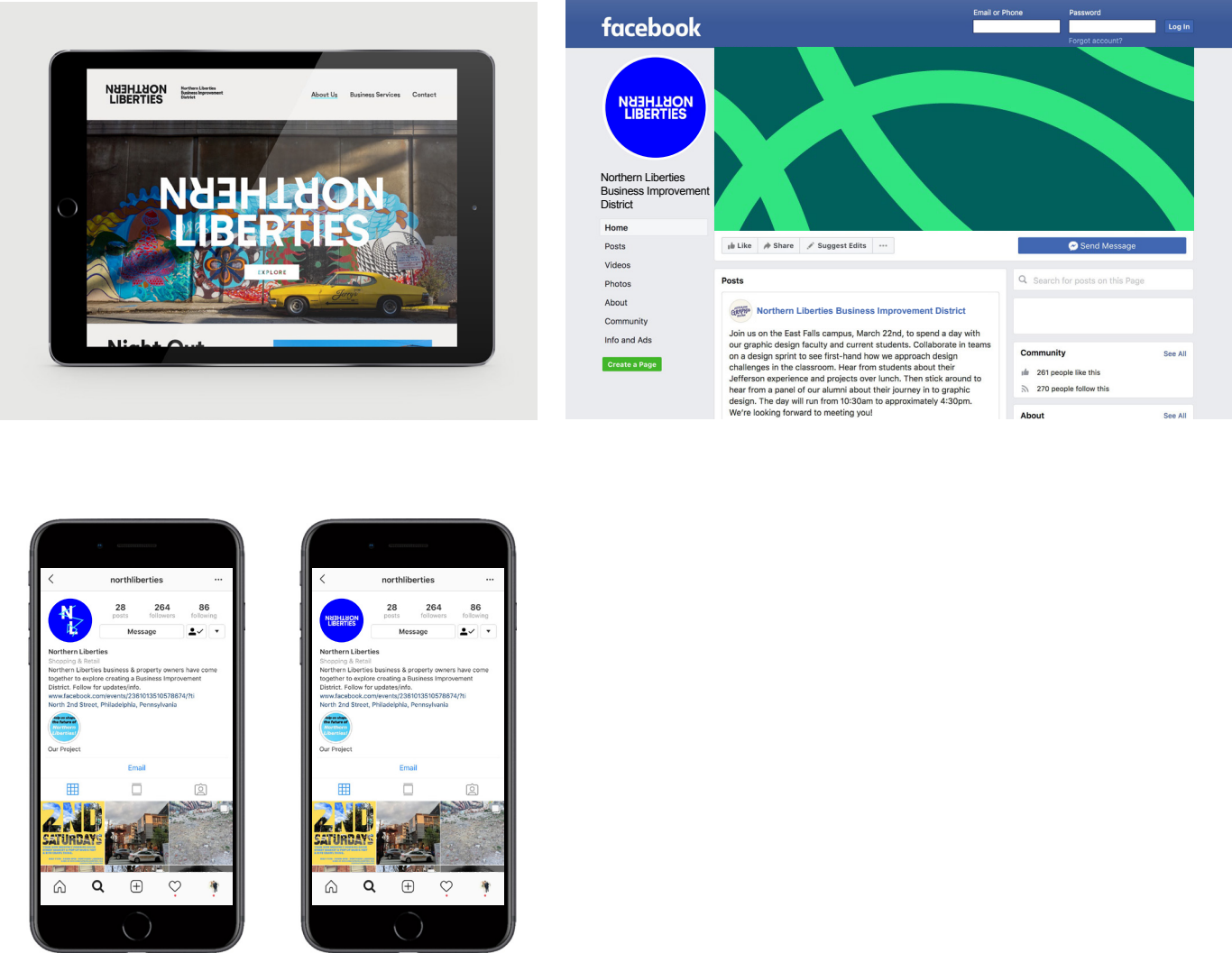
1.0 Planning

Prior to arrival, visitors should be able to reference the Northern Liberties website and mobile access to website to plan their journey and access preliminary wayfinding tools. Teaming with local forces to increase awareness of the neighborhood’s assets can mutually benefit all parties involved.

1.1 Digital Technology

Leverage digital technology and social media to promote neighborhood assets and events. Provide a detailed interactive map online/mobile app to highlight major destinations within the neighborhood and BID.

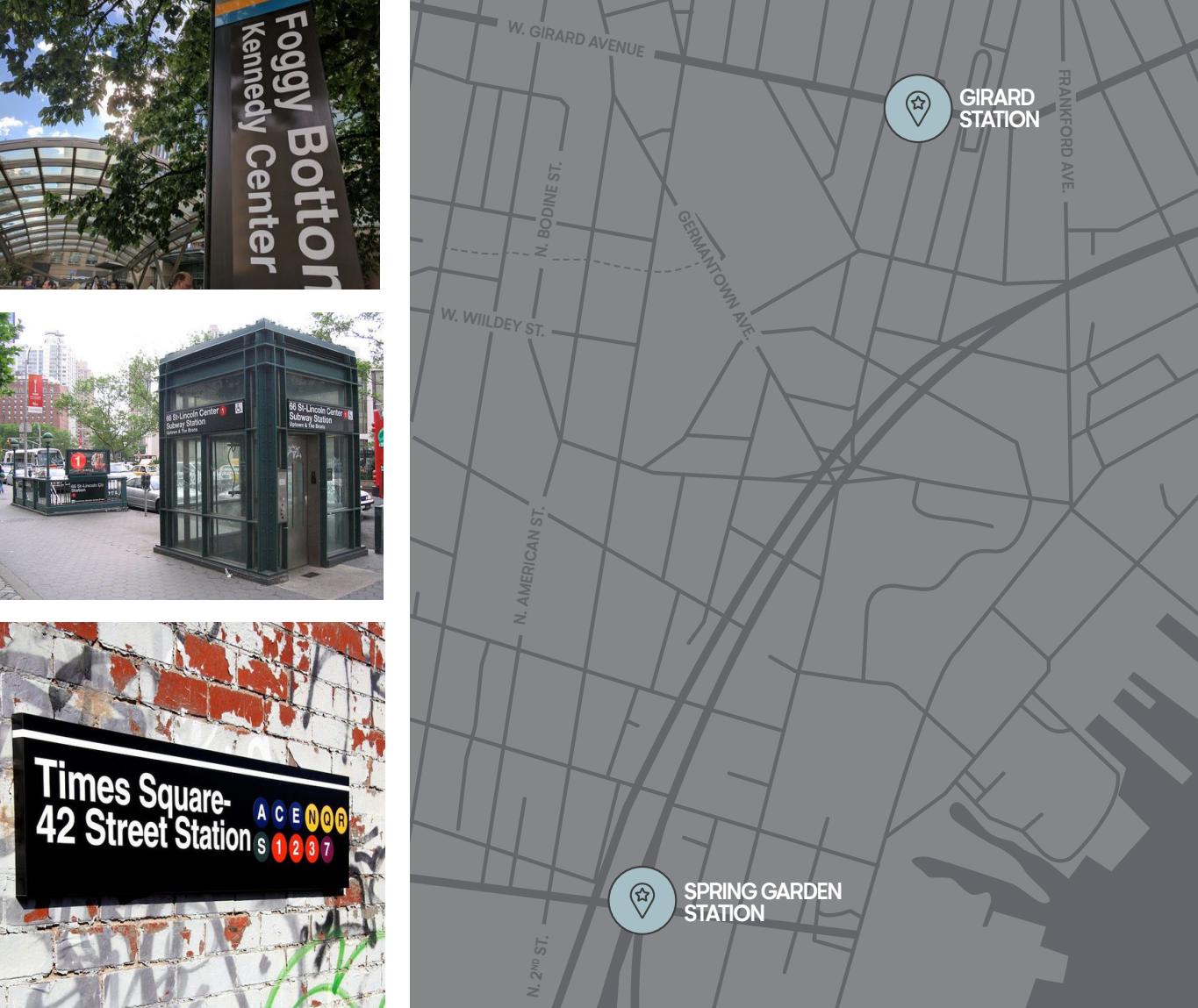
AREAS TO IMPACT:
Website
Social Media



1.2 Connect to Public Transit

Leverage SEPTA stops as gateways into the neighborhood and NLBID. Request that Northern Liberties be announced as an accessible destination from the Spring Garden and Girard subway stops upon arrival to stations.

EXAMPLE SEPTA ANNOUNCEMENTS:
“Spring Garden Station for access to Northern Liberties neighborhood”
“Girard Station for access to Fishtown and Northern Liberties 2nd Street Corridor”



Benchmark Images

1.3 Mural Arts

Leverage Mural Arts in the neighborhood and work with them to help create neighborhood awareness through mural promotion.

AREAS TO IMPACT:
Website
Social Media



2.0 Arriving

In order to shape strong first impressions, Northern Liberties access points should exude the community's character as much as its internal feel.

Defining neighborhood edges, identifying the BID, and creating memorable arrival experiences will facilitate this. Upon arrival, visitors should be able to immediately identify the Northern Liberties Brand and recognize that they've entered into the neighborhood.



Spring Garden + 2nd Street



Spring Garden + 3rd Street



Spring Garden + 5th Street



Girard + 2nd Street



N. Front Street + E. Allen Street



2.1 Define Neighborhood Bounds



Redefine neighborhood bounds so that areas devoid of the neighborhood's character are excluded. The area south of Spring Garden Street and the area east of 2nd Street feel disconnected from the rest of the neighborhood.

Rather than being marked as neighborhood arrival points, these locations should provide directional signage that pushes visitors towards the neighborhood's core.



2.2 Neighborhood Awareness



Create awareness of the Northern Liberties neighborhood by marking entry points to the neighborhood and BID. Entry points should be selected to create the best first impression. These don't need to align exactly with the defined geographic boundaries.

Spring Garden Street at 2nd, 3rd and 5th Streets are key arrival moments from the south and east as they are perceived entry points into the neighborhood.

Girard at 2nd Street is a key arrival moment from the north that funnels you directly into the BID.

There is an opportunity for a secondary arrival moment at the intersection of N. Front Street and E. Allen Street. Marking this arrival can provide a direct connection into the neighborhood for concert goers attending events at the Fillmore.



Benchmark



Benchmark



2.3 Streetscape Improvements

Provide a clear sense of arrival to the BID with updates to lighting, sidewalks, and landscaping that creates a memorable and cohesive 2nd Street experience.



Benchmark Images

2.4 Unique Districts

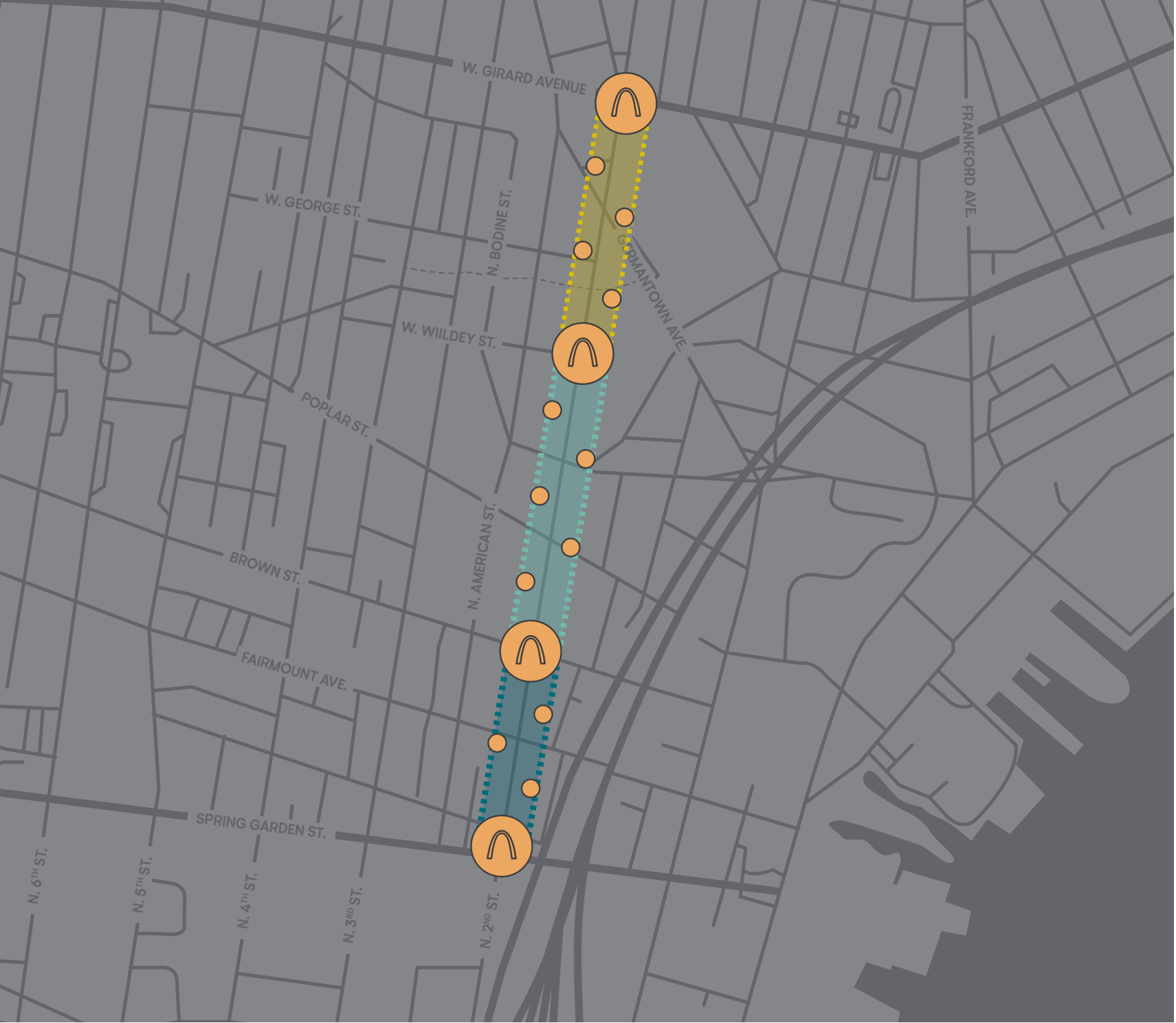
Identify the 2nd Street corridor by name and mark and brand the corridor into three unique segments and identify them to target the unique audiences for each area.

Each segment can have it's own unique brand application (color, pattern, etc.) to distinguish it from the other segments.



Benchmark Images

2nd Street Corridor District Map



Provide each district within the 2nd Street Corridor with a unique name that will be used in wayfinding and identification.



District Gateway Signage
Announce the arrival to a district



District Identification Signage
Disperse throughout each district to create a unique and memorable visual presence

District Name Options:

CARDINAL DIRECTION BASED:

North

Central

South

SOUNDS LIKE:

"2nd Street Corridor North"

SERVICE BASED:

Main Street

Hub

North Quarter

SOUNDS LIKE:

"2nd Street Corridor Main Street"

STREET NAME BASED:

Spring Garden

Poplar

Girard

SOUNDS LIKE:

"2nd Street Corridor Spring Garden"

3.0 Parking

Parking spaces within Northern Liberties bounds can be somewhat limited due to the lack of parking lots, but providing visitors with the tools to help them easily identify public street parking can make the search feel effortless.

Depending on which street visitors choose as an access point, this experience can transform into an arrival moment, so brand should also be subliminally present.



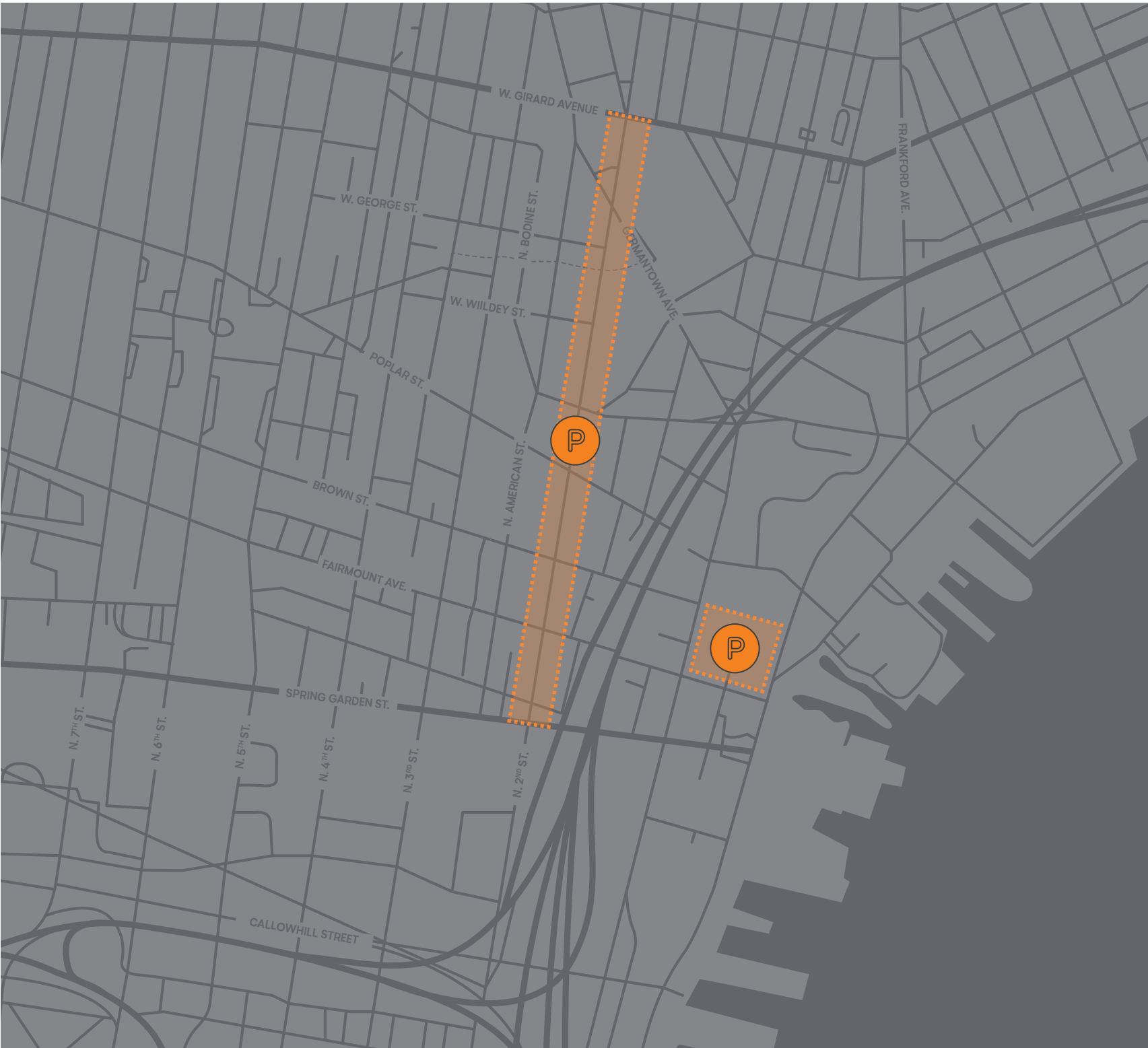
Angled parking on 2nd Street



Typical residential permit street parking



Parking Lot on 2nd Street near Delaware Avenue

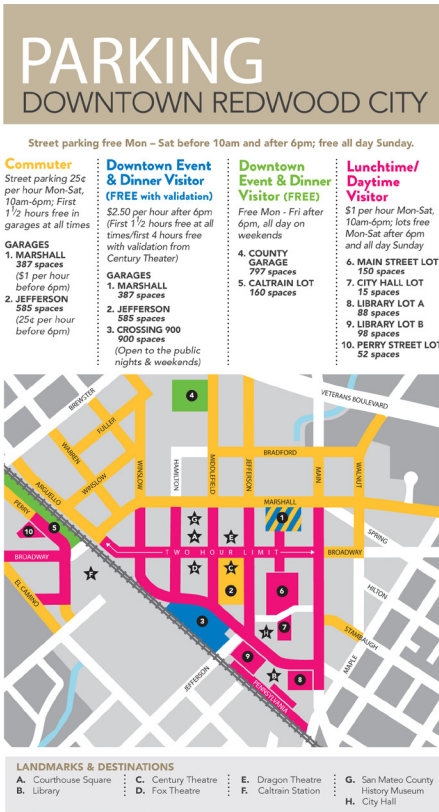


3.1 Parking Map

Provide a parking map on the NLBID website that highlights available spaces on the street and reference nearby public parking lots.



Benchmark Images



3.2 Clearly Identify Public Parking

In order to reduce confusion it is important to clearly identify which parking spaces/areas are designated for the public, specifically those spaces that are free or in close proximity to the 2nd street corridor.

Develop a visual language that quickly informs visitors where they can and cannot park.

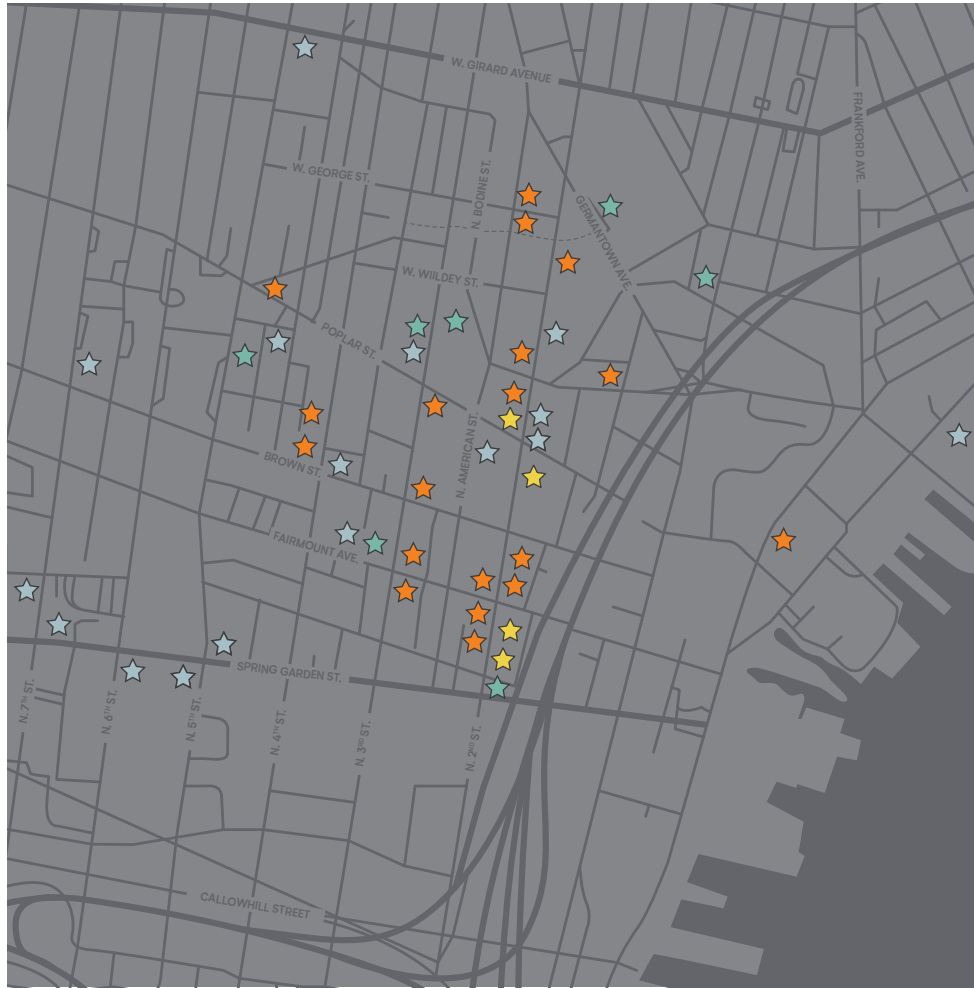


Benchmark Images

4.0 Finding

Major gathering areas and decision point hubs should provide opportunities for making orientation information readily available. Providing orientation/information hubs at these locations will connect the various assets of the neighborhood for visitors.

These areas can also act as information touchpoints for residents and community members to stay updated on neighborhood events, campaigns, and resources.



Destinations Listed in Focus Groups

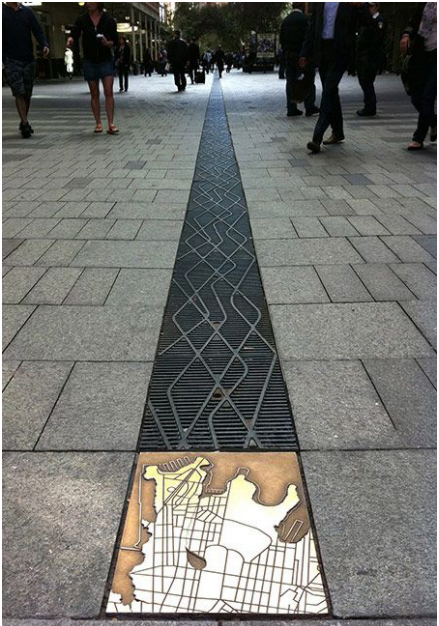
★ DINING/DRINKS	★ HISTORY/EXPERIENCE
Jaxon	Ortlieb's
The Abbaye	Yards
Ortlieb's	Edgar Allen Poe House
Yards	Philadelphia Records Department
Silk City	German Society
Jerry's Bar	Log Cabin House
Honey's Sit N' Eat	Rivers Casino
Craft Hall	Craft Hall
★ PARKS/RECREATION	North Bowl
Dough Boy Park	Local Host
Liberty Lands	Murals
Northern Liberties Recreation Center	St. Peter the Apostle Parish
Orianna Park	Saint Andrew's Russian Orthodox Cathedral
Orkney Park	Saint Michael the Archangel Orthodox Church
Pod Park	St. Agnes St. John Church
Tiptop Playground	St. Nicholas Eastern Orthodox Church
★ RETAIL SHOPPING	
Art Star	
Penn Herb Company	
Exit Skate Shop	
Once Worn	

4.1 2nd Street as a Destination

Brand 2nd street as a destination and direct to the area from entry points to the neighborhood and from public transit stops.



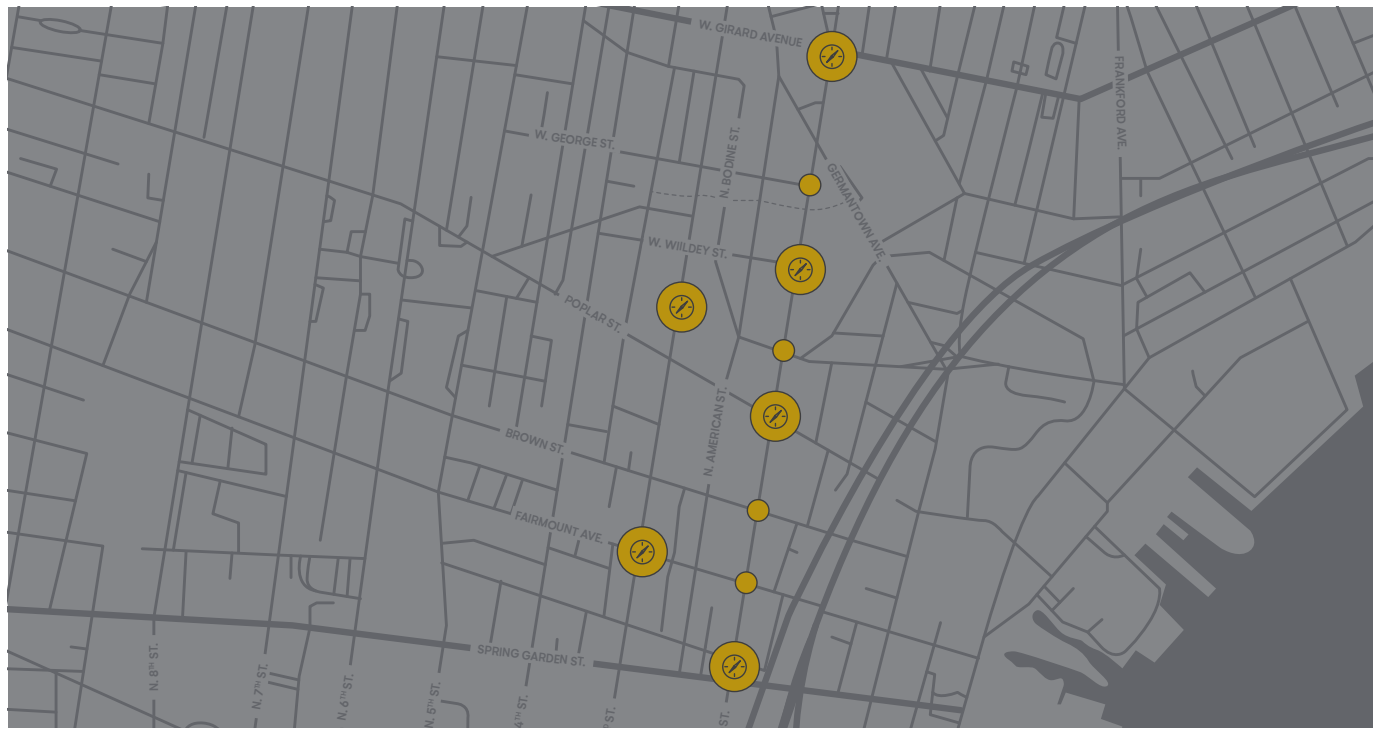
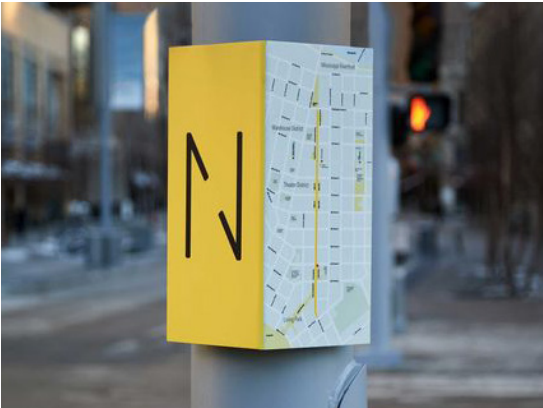
Benchmark Images



4.2 Orientation Kiosks

Orient the public to the neighborhood and BID with informational kiosks along the 2nd Street corridor and at key parks, destinations or other gathering spaces throughout the neighborhood.

Orientation kiosks should include maps, walk times and information about the neighborhood assets.



4.3 Identify Parks

Consider identification signage and orientation kiosks within neighborhood parks to highlight the neighborhood green spaces. These areas are major destinations for residents and visitors and can be opportunities to promote the BID

and other neighborhood assets to extend the visitors engagement with Northern Liberties.



Benchmark Images



5.0 Experience

Defining the Northern Liberties experience is key to understanding how the community should be promoted and what aspects should be highlighted within the environment.

With the wide variety of things to do within neighborhood bounds, Northern Liberties has so much to offer for residents and visitors alike. Connecting the dots between these experiences will nurture a spirit of discovery and shape visitor's experiences into especially memorable ones.



5.1 Highlight History

Identify the unique history sprinkled throughout Northern Liberties with site identifiers and provide visitors with expanded information and/or stories on the NLBID website.



Benchmark Images

5.2 Furniture Improvements

Street furnishings are another way to expand the Northern Liberties brand into the physical space. These elements add to an overarching sense of place. Upgrades to bike racks, seating, planters, etc. should be considered.

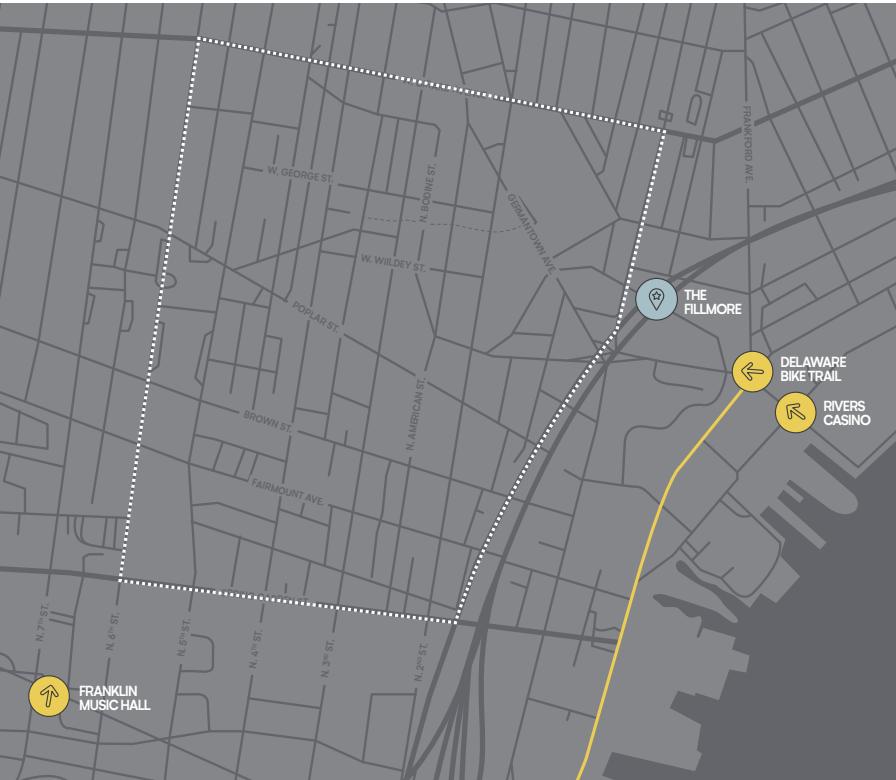


Benchmark Images

5.3 Connect to Adjacent Destinations

Connect to high profile destinations outside the Northern Liberties boundaries such as Rivers Casino, Franklin Music Hall, the Fillmore and the Delaware River Trail.

Connect to NLBID from these destinations using signage and brand elements to attract new visitors and extend their stay in the neighborhood.



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6.0 Community

Both commercial and residential, Northern Liberties dually acts as a destination and a home for many. Engaging residents and encouraging them to maintain a sense of pride about the neighborhood is essential to developing a strong sense of place and to keeping Northern Liberties on the map.

6.1 Event Awareness

Provide designated areas along 2nd Street Corridor for neighborhood residents and NLBID members to post information about upcoming events.



Current posting station



Benchmark Images



6.2 Activate Underutilized Spaces

Public spaces that are used for seasonal gatherings and events can become eye-sores during the off-season when they are not activated.

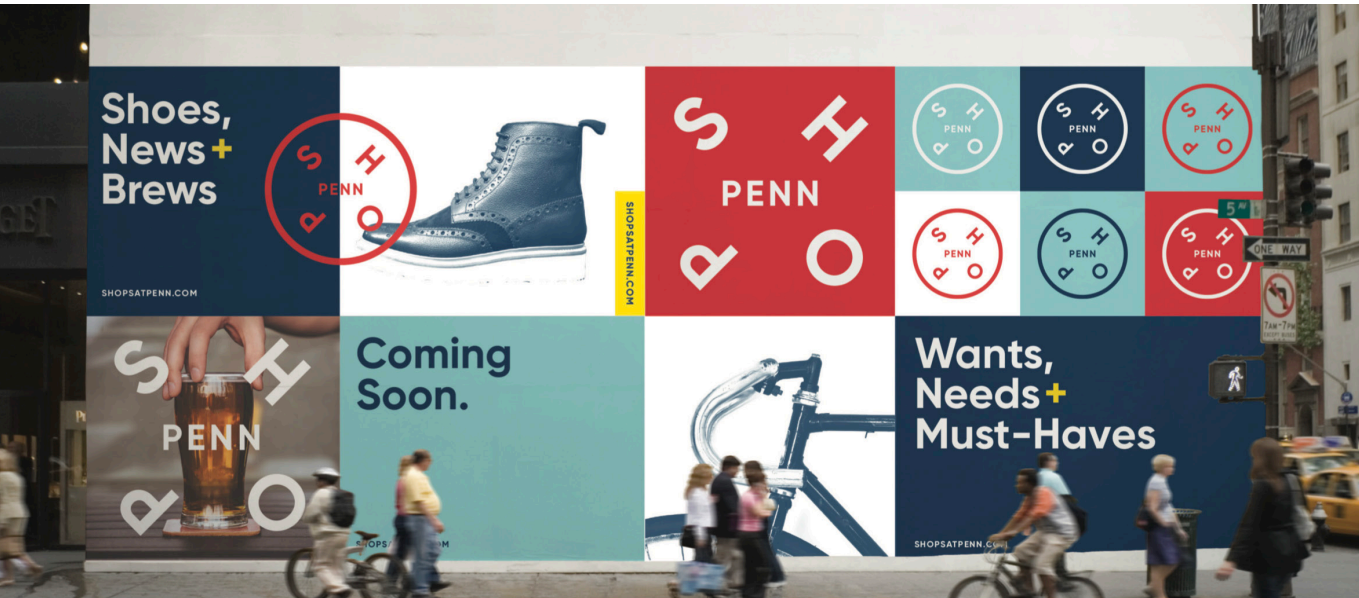
Cover spaces in the off-season and advertise future events so the community is aware of when the space will be open again.



Off-season Pod Park

6.3 Construction

Create temporary exhibits to hide construction sites and provide storytelling or creative opportunities for the community to learn from and enjoy.



Benchmark Images

Order of Magnitude Budget













* Unit cost ranges are for fabrication only and additional 10–20% should be added for installation. Quantities will have a significant impact on unit costs as unit costs tend to go down when quantities go up. Final design will also impact final unit costs.

** In addition to adding a percentage for installation, a contingency of 25% should be added to all cost to account for unknowns and changes in materials cost.

OUTSIDE NLBID

SYMBOL	ELEMENT	DESCRIPTION	QTY	UNIT COST RANGE*	TOTAL COST (LOW)**	TOTAL COST (HIGH)**
	Brand Banners	Locate on lightpoles along major roadways within Northern Liberties	20	\$750–\$1,200	\$15,000	\$24,000
	Directional Banners	Locate at northbound street intersections along Callowhill Street and westbound street intersections along Delaware Avenue	6	\$750–\$1,200	\$4,500	\$7,200
	Secondary Arrival Gateway	Locate at arrival moments to Northern Liberties neighborhood	6	\$2,500–\$8,000	\$15,000	\$48,000
	Interpretive	Locate at destinations with significance to Northern Liberties + the BID	12	\$500–\$2,500	\$6,000	\$30,000
	Furniture	Along Fairmount Avenue from 2nd to 5th Streets	—	TBD	TBD	TBD
	Lighting	Along Fairmount Avenue from 2nd to 5th Streets	—	TBD	TBD	TBD
	Streetscape Improvements	Along Fairmount Avenue from 2nd to 5th Streets	—	TBD	TBD	TBD
	Park Identification Signs	Locate at entrances to parks	4	\$2,500–\$4,500	\$10,000	\$18,000
	Parking Identification Signs	Locate at Spring Garden Street parking lot	1	\$3,000–\$5,000	\$3,000	\$5,000

WITHIN NLBID

SYMBOL	ELEMENT	DESCRIPTION	QTY	UNIT COST RANGE	TOTAL COST (LOW)**	TOTAL COST (HIGH)**
	Brand Banners	Locate on lightpoles along 2nd Street	12	\$750–\$1,200	\$9,000	\$14,400
	Primary Arrival Gateway	Locate at the two main entrances to the 2nd Street Corridor	2	\$5,000–\$15,000	\$10,000	\$30,000
	District Identification Banner	Locate interstitially throughout each district	20	\$750–\$1,200	\$15,000	\$24,000
	District Gateway	Locate along 2nd Street Corridor at borders of each district	4	\$3,000–\$7,500	\$12,000	\$30,000
	Parking Identification Signs	Locate along designated future public street parking spaces on 2nd Street	12	\$2,000–\$4,000	\$24,000	\$48,000
	Parking Ground Graphics	Highlight future public parking spaces on 2nd Street from Fairmount Avenue to Poplar Street (per block)	9	\$2,000–\$5,000	\$18,000	\$45,000
	Orientation Signs	Locate a mix of freestanding and pole-mounted elements along 2nd Street Corridor and at large gathering spaces	10	\$2,500–\$10,000	\$25,000	\$100,000
	Interpretive	Locate at destinations with significance to Northern Liberties + the BID	4	\$500–\$2,500	\$2,000	\$10,000
	Furniture	Along 2nd Street Corridor	—	TBD	TBD	TBD
	Lighting	Along 2nd Street Corridor	—	TBD	TBD	TBD
	Streetscape Improvements	Along 2nd Street Corridor	—	TBD	TBD	TBD
	Bike Parking	Locate every other block	4	\$1,200–\$2,500	\$4,800	\$10,000

OUTSIDE NLBID



WITHIN NLBID

