

Lehigh Valley Greenways Conservation Landscape SUCCESS STORY

By: Wildlands Conservancy
www.wildlandspa.org

Jordan Creek Greenway Interpretive Signage (Awarded 2018)

SUMMARY

Wildlands Conservancy developed new interpretive signage and graphics to help tell the story of the Jordan Creek Greenway, a regional conservation initiative throughout Lehigh County. This project also produced an updated Jordan Creek Greenway logo and helped to purchase ADA site amenities for a new trailhead along the Jordan Creek Greenway in Whitehall Township. All logos and signage are now available as images for future use along the Greenway and establish a guide for interpretive information related to the Greenway.

FUNDING

Grant Award:
\$5,000.00

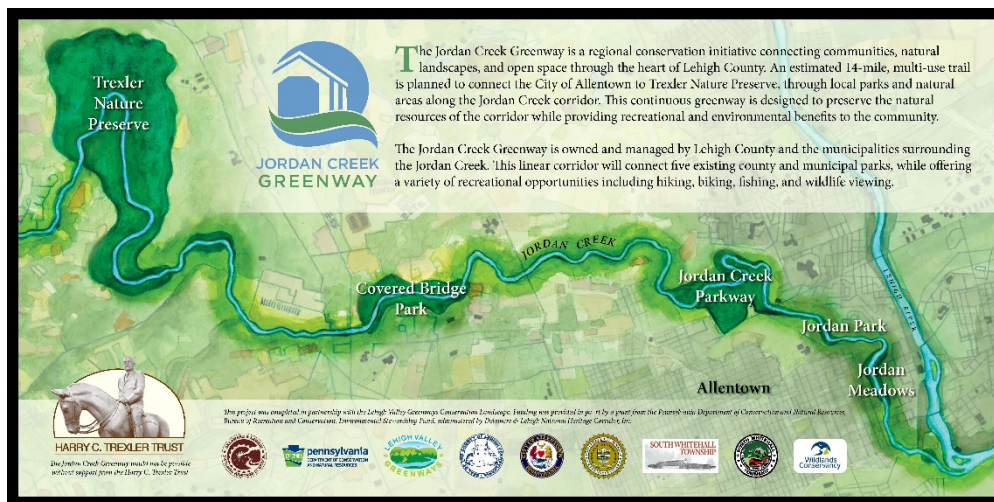
Match:
\$7,219.00

Total Project Cost:
\$12,219.00

PARTNERSHIP IS KEY

Harry C. Trexler Trust
Continued support for the development of the Jordan Creek Greenway

Jordan Creek Greenway Steering Committee
Lehigh County
City of Allentown
Whitehall Township
South Whitehall Township
North Whitehall Township



CHALLENGE

The Jordan Creek Greenway has been in development for the past 10 years, but only in recent years has there been significant trail construction. The Greenway is a primarily a conservation initiative, connecting and preserving the green spaces throughout the Jordan Creek corridor. A main feature of this initiative is a 14-mile multi-use trail being developed between the City of Allentown and Trexler Nature Preserve. As this trail gets built, more information about the Greenway and the conservation message behind the project is needed to educate the public and garner more support. No formal signage for the Jordan Creek Greenway currently exists and a logo created at the start of this project is unusable in most formats.

Whitehall Township is in the process of constructing a new trailhead for the Greenway, presenting an opportunity to display appropriate, updated content and share more information about the Jordan Creek Greenway.



SOLUTION

The interpretive map that was designed is informative, yet general enough to be used at any location along the trail and for web or print publications. It will also continue to be relevant, even as more sections of trail are constructed. The map provides an overview of the Greenway and how local parks are connected via the stream corridor. Revising the original Jordan Creek Greenway logo gave Wildlands and partners a full suite of images and basic style guide for future content and signs related to the Greenway. Having all images and logos prepared in a format that is easily adjusted will allow this sign and relevant content to be used by municipalities that have more restrictive signage requirements or pre-existing sign programs.

A 24"x48" interpretive map and ADA picnic table will be added to the new trailhead being constructed in 2020, allowing Whitehall Township to leverage more funding for additional amenities at the site.

RESULTS

- 1 – 24"x48" Interpretive Jordan Creek Greenway Map has been fabricated and will be installed at the new Mickley Road Trailhead in Whitehall Township, following construction.
- 1 – 12"x24" Interpretive Jordan Creek Greenway Map has been fabricated and will be installed on a new section of trail in South Whitehall Township, following construction.
- 4 – Replacement Jordan Creek Greenway Info Signs have been fabricated to replace out of date signs in Lehigh County's Jordan Creek Parkway
- 1 – Recycled Plastic ADA-compliant picnic table has been purchased to be installed at the new Mickley Road Trailhead in Whitehall Township
- All logos, images, designs, and content are available for future signage or website use for the Jordan Creek Greenway

Contact



www.LVgreenways.org

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Future Trailhead Development – 2020

