

Lehigh Valley Greenways Conservation Landscape SUCCESS STORY

By: Watershed Coalition of the
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LV Watersheds Illustrated Map Poster and Brochure Format Development

SUMMARY

This project developed seven poster-sized versions of the large scale story maps for the Saucon Creek, Fry's Run, Cooks Creek, Martins Jacoby, Bertsch Hokendauqua Catasauqua, Little Lehigh, and Bushkill watersheds. These maps will be printed for distribution, and will also be used to make smaller displays. Additionally, a website was developed that showcases scalable online versions of the maps, and logo-sized maps were also created for the groups to use for branding. These story maps visually demonstrate the geography, important features, and interesting plant and animal life of the Lehigh Valley's watersheds.



CHALLENGE

One of the major challenges facing community watershed organizations is helping the public and local decision-makers to understand what their watershed is, and why it is important. The first of these story maps to be created was developed for the Monocacy Creek Watershed Association, and since its installation at Illick's Mill, the group has been able to point to historical features, important ecological resources, and natural features in an artistic, exhibit-based format intended for a public audience. The other six watershed groups in the Lehigh Valley requested that these maps be developed for their watersheds, highlighting the importance of the resources in their boundaries, and graphically presenting the value of their stewardship role in their communities. After a successful art gallery exhibit and many large scale maps were installed around the Lehigh Valley, the groups requested smaller versions that could be printed less expensively and distributed at events, along with a website that would house scalable online versions of the maps.

FUNDING

Grant Award:
\$3200.00

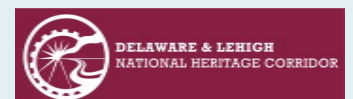
Match:
\$5441.85

**Total Project
Cost: \$8641.85**

PARTNERSHIP IS KEY

Watershed Associations:

**Cooks Creek, Monocacy Creek,
Martins Jacoby, Bushkill
Stream Conservancy, Bertsch
Hokendauqua Catasauqua,
Fry's Run, Saucon Creek, Little
Lehigh Watershed Stewards,
Maxfield Design, Northampton
County Parks, Northampton
County Conservation District**



Solution

Our graphic designer developed poster (24" x30") files which many watershed groups printed and distributed at events. The map files remain available for additional graphic products to be created in the future. This website with the scalable maps and a description of the Landmarks and Waterways project is located here:

<https://www.nurturenaturecenter.org/lv-watershed-maps/> The existing large scale maps from the previous projects have been reprinted many times and installed in public locations.

RESULTS

Excerpts from the Landmarks and Waterways website: This series of illustrated maps was launched in 2018 with a single display, funded by the Lehigh Valley Greenways Conservation Landscape, for the Monocacy Creek watershed. Keri Maxfield designed the maps and Tom Maxfield illustrated the watershed wildlife and created beautiful line drawings of historical and landmark features. Funded by a second (and then third!) Lehigh Valley Greenway's grant, and from a grant from the Pocono Forest and Waters Conservation Landscape, 10 additional maps were developed. These maps are truly a collaborative effort. Every watershed association represented here put countless hours into developing text and locating sites of interest as well as facts about what makes each watershed special. Each of these maps has its own community group, and each group welcomes volunteers who would like to become involved. Please reach out and connect with your local watershed association—they will be glad to have your help.

Contact



www.LVgreenways.org

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