

West Chester Wayfinding Project

West Chester Borough—Chester County, PA



West Chester Wayfinding Project
Adopted: July 16, 2003

West Chester Borough is the County Seat for Chester County, and the home of West Chester University. Finding the County Courthouse and the University has been challenging. The Wayfinding Project focused on:

Where is West Chester?

How do I get there?

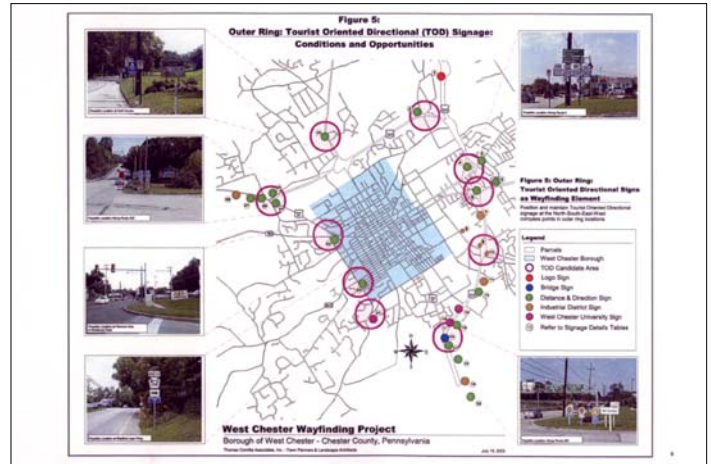
When I arrive, where do I park?

How do I get to my destination?

These questions were answered after studying: Outer Ring; Gateway/Perimeter; Parking; and Streetscape conditions.



Design for Perimeter Sign.



Analysis of Signing Needs:
The Outer-Ring

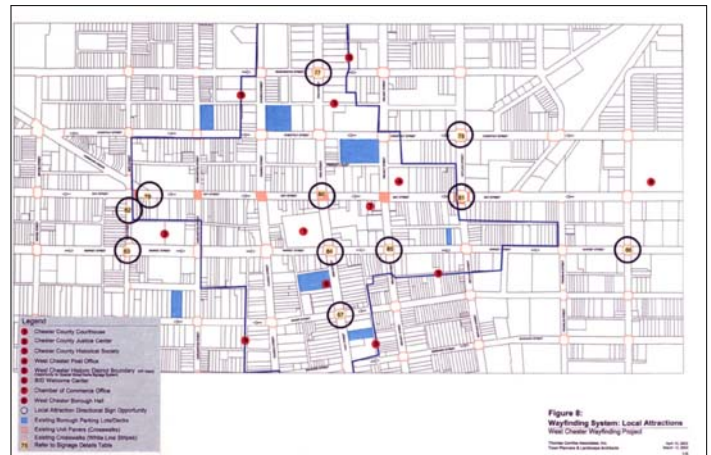
The Key products include:

An identification of recommended sign types and locations;

The design of the various signs in terms of color, size, graphics and lettering;

The estimates of costs for new signs, and the removal/replacement of existing signs.

The Wayfinding Project was unanimously approved by West Chester Borough Council on July 16, 2003.



Analysis for Local Attraction Signage.