

# RIVER TOWN ORIENTATION PANEL Development Form

This handout has been developed for use by the RLO/Greenway Coordinator when developing River Town Orientation Panels with communities. A digital copy is located on the Susquehanna Greenway Website.

## Susquehanna Greenway River Town Panel

**Location:** [Town Name]

The Susquehanna Greenway is a place and a journey connecting people and communities to the Susquehanna River and its enduring story. The Greenway unveils the spirit of the river – renewing awareness of its natural and cultural heritage.

The Susquehanna Greenway Partnership (SGP) developed a Susquehanna River Water Trail & Susquehanna Greenway Interpretive Master Plan in May 2009. Recommendations for interpretive signage are included in the plan, and the Susquehanna Greenway River Town panels are one of the Interpretive Panel types currently being developed by SGP.

The objective of River Town Orientation Panels is to increase awareness of the many land and water based assets within the Susquehanna Greenway corridor. These signs are designed to orient visitors and residents to the attractions found in and around Greenway River Towns. They use the experience categories of *Live, Learn, Explore*.

A *Live Experience* captures the way of life in the local community and its relationship to the river. People traveling to Pennsylvania are often looking for “small town America.” Examples of *Live Experiences* include: downtown Main Streets, historic buildings, sites and districts, historical and cultural museums, antiques, Heritage Areas, theaters, fairs, farmers markets, walking and driving tours, etc. When describing *Live Experiences*, be sure to talk about why this asset is important to the town or region. (Is it a major part of town culture? Does it represent a widespread or distinctive architectural style that the town is noted for?)

A *Learn Experience* expands the public’s knowledge about the historic use of the river and river corridor, its economic and environmental value, and the overall water quality and health of the Susquehanna River Watershed. *Learn Experiences* include Native American history, archaeological resources, river canals, cultural and historical sites, natural resources, conservation areas, wildlife habitats and unique ecosystems.

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An *Explore Experience* is about enjoying outdoor recreation opportunities. The Susquehanna Greenway is a gateway to the Susquehanna River that offers water-based recreation and a link to countless resources beyond the river's edge, such as state parks, state forests and trails that offer numerous outdoor activities. *Explore Experience* opportunities include, but are not limited to, hiking, biking, walking, running, canoeing, kayaking, boating, fishing, camping, hunting, rock climbing, wildlife watching, etc.

**Content Development:**

SGP and representatives from the community will work cooperatively to identify the assets to feature on the Orientation Panel, source photos and text descriptions. Sites to be listed on the panel as “*Live, Learn, Explore*” experiences or “Places of Interest” must be owned or managed by a non-profit organization or government agency. (See attached Site Accession Form.) Sites should be open to the public and have regularly posted hours of operations or be accessible at any time, such as scenic overlooks, self-guiding tours or historic districts. Exceptions may include privately owned sites listed in the historic register.

**Guidelines for Images:**

Please provide images with a minimum of 200 pixels per inch (300 ppi or higher is preferred). Any copyright or image credit information needs to be submitted with the digital files. When selecting images, look for ones that will still be interesting and legible if cropped as a square. Additional files with 72 ppi or higher may also be submitted for inclusion on the website.

**Panel Design and Fabrication:**

Typically, the community will contract with a Preferred Susquehanna Greenway Interpretive Designer for the design and fabrication of the panel.

**Panel Location:**

It is preferred that the panel be located on municipal property. SGP will have the right to approve the location and orientation of the panel prior to installation.

**Installation and Maintenance:**

The community will be responsible for installing and maintaining the panel, and for fixing or replacing the panel if damaged. Damage to panels should be reported to SGP for record keeping and to advise on the best course of action to fix or replace damaged panels.

**Community Background Photo:**

This is the larger photo that is at bottom of the panel, preferably a photo of the town taken from the perspective of the river or a photo including the river that shows the character of the town (300 ppi or greater).

## LIVE, LEARN, EXPLORE ASSETS

Six Live, Learn, Explore assets will be pictured and described on the sign. A Site Accession Form should be completed for each of these six assets. (See attached Site Accession Form). Word count on the sign is limited to 50 - 60 words (first paragraph). A longer description for each asset will be placed on the community web page of the Susquehanna Greenway website. Please provide about two to three paragraphs (120 – 150 words) describing each asset, keeping in mind that the first paragraph will appear on the sign and should provide the most important information about this asset, which captures its character. Also describe why this asset is important to the town and/or its way of life. Use additional pages as needed.

Potential Sites include the following (limit to six):

(For photos, please describe subject briefly and list any image credits)

1. Location Name \_\_\_\_\_; Photo: \_\_\_\_\_; Text: \_\_\_\_\_

\_\_\_\_\_

2. Location Name \_\_\_\_\_; Photo: \_\_\_\_\_; Text: \_\_\_\_\_

\_\_\_\_\_

3. Location Name \_\_\_\_\_; Photo: \_\_\_\_\_; Text: \_\_\_\_\_

\_\_\_\_\_

4. Location Name \_\_\_\_\_; Photo: \_\_\_\_\_; Text: \_\_\_\_\_

\_\_\_\_\_

5. Location Name \_\_\_\_\_; Photo: \_\_\_\_\_; Text: \_\_\_\_\_

\_\_\_\_\_

6. Location Name \_\_\_\_\_; Photo: \_\_\_\_\_; Text: \_\_\_\_\_

\_\_\_\_\_

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### ADDITIONAL PLACES OF INTEREST ON MAP

Places of Interest: 35 words or less, including place name and address. These places help set the context or provide additional sites exceeding the six sites chosen to be highlighted for the town.

7. Location Name: \_\_\_\_\_; Text: \_\_\_\_\_  
\_\_\_\_\_

8. Location Name: \_\_\_\_\_; Text: \_\_\_\_\_  
\_\_\_\_\_

9. Location Name: \_\_\_\_\_; Text: \_\_\_\_\_  
\_\_\_\_\_

10. Location Name: \_\_\_\_\_; Text: \_\_\_\_\_  
\_\_\_\_\_

11. Location Name: \_\_\_\_\_; Text: \_\_\_\_\_  
\_\_\_\_\_

12. Location Name: \_\_\_\_\_; Text: \_\_\_\_\_  
\_\_\_\_\_

### TOWN DESCRIPTION

Describe the essential character of the town in 100 words or less:

\_\_\_\_\_ is an historic, \_\_\_\_\_ community ....  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_