



Industrial Heritage Parkway

Delaware County, Pennsylvania

INTERPRETIVE SIGNAGE GUIDELINES
VOLUME II - DESIGN HANDBOOK

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FOR

Delaware County Planning Department

Court House and Government Center Building

201 West Front Street

Media, PA 19063

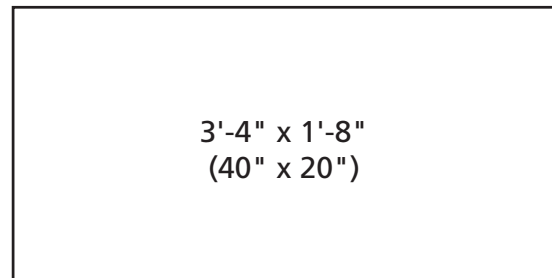
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Industrial Heritage Parkway

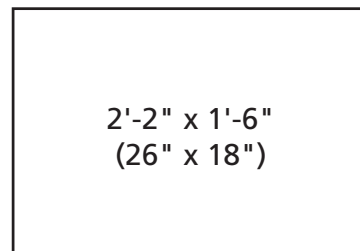
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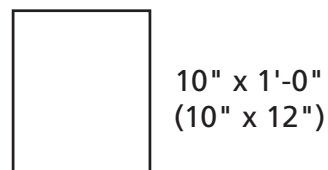
About These Guidelines



Sign Type 1 – Large Panel



Sign Type 2 – Medium Panel



Sign Type 3 – Small Panel

Template

The interpretive signage template was designed to reflect the cultural heritage, environmental resources and general character of the Industrial Heritage Corridor. The colors, artwork, and symbols were all designed to work together across signs of different sizes and ranges of content. Three separate templates of different sizes were created, all based off of the overall design template standards.

The three templates are essentially scaled versions of the same basic design: their general appearance is intended to be consistent, though the size will vary according to the quantity of information presented. This kind of visual uniformity will aid in making the signs within the system easily recognizable to viewers who encounter signs at different locations throughout the Corridor.

Three sign panel sizes were selected for this interpretive signage system:

- **Sign Type 1:** The largest, 1 ft. 8 in. high by 3 ft. 4 in. wide, will be used in locations where there is a substantial story to tell, and where there is sufficient space for a sign of this size to be installed without interfering with its surroundings.
- **Sign Type 2:** A medium-sized sign, 1 ft. 6 in. high by 2 ft. 2 in. wide, is the most commonly used size among the prototypes and should be considered the typical sign type.
- **Sign Type 3:** A small panel, visual area 1 ft. high by 10 in. wide, is the only panel with a larger vertical dimension. It should be used to point out or explain a very specific site or topic that can be summarized succinctly with limited imagery.

All three sizes will use the same text and background colors, typefaces,

and blue strip with “wave” pattern along the bottom of the panels (see artwork pages). On the large and medium panels, the blue strip symbolizes the Delaware River and forms a map of the riverfront communities. The blue strip begins in the lower left corner to show the location of resources along the river, then continues on to form the background field that contains credits, captions, and other necessary notes. The gear symbol represents the Industrial Heritage Parkway (IHP).

The color of a sign’s title will depend upon whether the site is historically or environmentally themed. Individual cultural and historic site signs will have maroon titles (C2), while individual natural site signs will have green titles (C3). The title colors of multi-resource and thematic signs will depend upon the content of the particular sign.

Prototype Designs

The subjects of the twelve prototype designs contained in this document were carefully chosen to cover the six content themes (see Volume I, Project Narrative) and to represent each municipality within the IHP Corridor.

The size of each prototype was determined based upon the quality and quantity of available material, as well as specific siting considerations. For example, the American Viscose Company site in Marcus Hook was given a large panel, as the team obtained a great deal of content. The goal of this sign was to supplement an existing PHMC marker and to describe the company’s history with an emphasis on the factory and the surrounding village, which are all within sight of the sign’s location. The Delaware River Ice Piers sign, on the other hand, covers a more limited topic close to the waterfront, near an existing interpretive display. The goal of this panel was to call attention to the single resource by explaining the history and purpose of the ice piers succinctly, with only limited imagery.

Creating New Signs

Software Requirements

Graphics for the twelve prototype sign panels were created using Adobe CS4 software. The layouts were created in InDesign CS4 at 100% full size and allowing for up to 1/2 inch bleed. Vector graphics, including maps and diagrams, were created using Adobe Illustrator CS4. To ensure visual consistency between the signs in the system that may be created in different phases, it is essential that the original templates be used and that no attempt to re-create them in different software be made.

Using the Templates

The templates (see pp. 15-17) are the bases to which text and image elements are added. All fonts, colors, and text sizes are specified in the templates. Text sizes can be altered modestly (within 5 points) if required by the design (for example, if reducing the size of a title allows it to fit on a single line). The colors, fonts, symbols, and artwork in this manual have all been assigned numbers (i.e., T1, C4), which correspond with the numbers notated on the templates on pp. 15-17.

Depending on the desired size (small, medium, or large) of a new sign panel, the appropriate template, associated artwork, fonts, and other electronic files must be obtained from the Delaware County Planning Department (hereafter referred to as “Planning Department”). Please note that all future designs and content must be reviewed and approved by the Planning Department before fabrication. This will ensure consistency across the sign system.

Developing Interpretive Text

The biggest challenge in creating interpretive panels is to boil down an inevitably complex topic into a few, simple paragraphs. Ideally, an interpretive panel should educate an individual with no prior knowledge

of the topic, yet reveal unique or unusual content that will interest those well-versed on the subject. The text should be understandable for a middle school age range.

It is important to perform research at local historical societies and archives when designing signs with historical topics. In Delaware County, the Delaware County Historical Society is an invaluable resource due to their focus on the Coastal Zone area. The Society has a wide-ranging collection of books, maps, manuscripts and other primary source material at their museum in the City of Chester.

Many books have been written in recent years about specific places in Delaware County, such as those published by Arcadia. These books can be great starting points, but should not be solely relied upon. Always try to get information from primary source documents or writings with detailed citations to ensure that sign content is as accurate and original as possible. Even older books, such as the 19th century “History of Delaware County” by Ashmead, which contains some reprinted primary source passages, should be considered a secondary source and should be treated accordingly.

Approach internet research with caution. Despite the prevalence of inaccurate or unsubstantiated data online, many primary sources can be found via Google Books and various online newspaper archives. Some websites contain well-researched databases, including Philadelphia Architects & Buildings (PAB) at www.philadelphiabuildings.org. This site contains a great deal of information about historic architecture, including dates, architects, builders, and imagery for buildings in the Philadelphia area, including Delaware County.



When designing signs with environmental topics, working with other state and local environmental and conservation agencies can be a great way to obtain accurate information. Consult the Planning Department's Environmental and Historic Preservation sections for content development suggestions. The key is to determine who or what organization works most directly with the resources and to seek them out for assistance in gathering information and reviewing final work products.

Obtaining Imagery

When using multiple images on an interpretive panel, it is best to use different kinds of images. For example, black & white photographs might be the easiest to obtain, but the addition of color photographs of objects associated with the topic, historic building plans, postcards, and maps can add greatly to the overall effect. Try to use color imagery whenever possible (such as color postcards), or add a colored tone to a black & white image if more color is desired. Good examples of images to use include:

- Photographs (historic and present-day, if helpful)
- Maps (scans of historic maps or electronically generated)
- Illustrations/Engravings
- Postcards
- Present-day photographs of associated objects and/or artifacts

It may be ideal in certain circumstances to draw descriptive diagrams to explain some concepts, such as a map of downtown Chester with historic buildings noted and locations of postcard views shown (see sign 6).

Finding appropriate imagery is similar to finding relevant information for text. Sources such as local historical groups including the Delaware County Historical Society may be most helpful. Other notable institutions

that may have appropriate content include:

- The Athenæum of Philadelphia
- The Free Library of Philadelphia
- Philadelphia History Museum at the Atwater Kent
- For maps: www.philageohistory.org

Also check with more specialized local historical societies, organizations, and even individual collectors. Consult with the Planning Department's Historic Preservation section for more suggestions.

Please note that many of these institutions charge fees for the rights and reproductions of their content, and that they may charge a fee to do research in their archive. It is safest to budget funds for the use of the best available content, which can cost up to \$200 per sign depending on the source and number of images.

Ideally, imagery should be scanned at 600 dpi, and saved in .tiff format. It is helpful if even black & white photographs are scanned in color, as sometimes the aging and tone of the old photographs may work well in the design. Scans made in color can be converted to grayscale if necessary, but the reverse is not possible except by time-consuming artificial coloring.

Design

If a single image can adequately tell the story of a site, it may work best as the focus of an entire panel. Do not overcrowd a panel with imagery or text, even if there is a great deal available. Try to summarize all of the information while including the most important information.

Laying out a panel is like a big jigsaw puzzle. Balancing text and imagery



can be a challenge, as can trying to fill all negative space in a way that forces the eye to follow a logical path, from title, to text, to imagery, etc. One must be careful to make images large enough to be understood, but not so large that they overpower other content. Try to reproduce objects and artifacts at as close to full size as possible (with the exception of large items such as architectural artifacts). It is ideal, for example, to reproduce postcards at actual size, so that the viewer not only understands the image, but also can identify that it is a postcard based on its reproduced size.

The Fabrication Process

Interpretive panels are available in a variety of styles and types of materials. Each has its benefits and drawbacks, including cost, maintenance, longevity, resistance to vandalism, and even ranges of available colors and finishes. It is important to select materials that are appropriate to the site; however, you should select the most durable material you can afford.

Porcelain enamel is the most expensive material for sign panels, but it is considered the most durable in most situations. Porcelain panels also feature very good image quality, while others (such as aluminum panels with printed imagery) may appear grainy or pixelated due to their current production processes. Less expensive panels can have better image quality, and if damaged can actually be replaced several times for the same cost as single, more expensive panels.

For the prototype phase of this project, Fossil Industries of Deer Park, NY (www.fossilgraphics.com) was chosen as the panel and pedestal manufacturer. Fossil's product was chosen due to the excellent image quality, durability, range of colors, and relatively low price. While Fossil's product was chosen for the prototypes in 2013, future products from other vendors may prove to be better. If considering an alternative vendor, consult with

the Planning Department.

Fossil creates both the panels and hardware, making coordination relatively simple in comparison to other fabrication processes. Specific parts were chosen for the three panel sizes based upon advice from the company. Consult with Fossil for their digital file submission requirements to ensure that the end product matches the designs as closely as possible. Please note that any standards and processes will vary among fabricators.

Always obtain digital proofs of all panel designs from the manufacturer before fabrication. This must be done to ensure that the appearance will match the intended design. Fossil will supply a small sample of each design submitted. When working with a new fabricator or panel supplier, have a prototype panel made for one of the designs. If it meets expectations it can be used or kept as a sample; if not, it should be sent back to be remade.

Installation





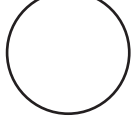
Parties interested in installing future signs should coordinate with the municipality and/or property owner to determine the installation conditions before ordering the required pedestal. Different parts are required if the sign pedestal is to be mounted on a hard surface, such as a concrete sidewalk, or if the base is to be buried underground, such as in a grassy area.

It is suggested that installation be coordinated and executed by the municipality, unless a future sign is located on private property and can be installed by those who wish to obtain signs. The Planning Department is not responsible for installation or any errors in installation. The installer is responsible for the sign being installed at level, and that the instructions provided by the manufacturer have been followed.

2. CREATING NEW SIGNS



Standard Colors

| | Number | Name | CMYK Values | Uses |
|---|--------|--------|---------------------------|--------------------------------|
|  | C1 | Tan | c 0 / m 4 / y 14 / k 0 | Background |
|  | C2 | Maroon | c 20 / m 86 / y 83 / k 43 | Title Text - History Panel |
|  | C3 | Green | c 55 / m 10 / y 51 / k 62 | Title Text - Environment Panel |
|  | C4 | Black | c 0 / m 0 / y 0 / k 100 | Subtitle and Body Text |
|  | C5 | White | c 0 / m 0 / y 0 / k 0 | Text on dark backgrounds |

Typography

| Number | Name | Tracking / Letterspacing |
|----------------------------|---------------------------------|--------------------------|
| T1 | Hoefler Text Small Caps - Roman | 0 |
| ABCDEFGHIJKLMNOPQRSTUVWXYZ | | |
| ABCDEFGHIJKLMNOPQRSTUVWXYZ | | |
| 1234567890 | | |
| T2 | Archer - Semibold | 200 |
| ABCDEFGHIJKLMNOPQRSTUVWXYZ | | |
| abcdefghijklmnopqrstuvwxyz | | |
| 1234567890 | | |



Typography

| Number | Name | Tracking / Letterspacing |
|---|-----------------------|--------------------------|
| T3 | Baskerville - Regular | 0 |
| ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 | | |
| T4 | Baskerville - Italic | 0 |
| <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890</i> | | |



Symbols



S1
Route 291/13 Emblem

For use in areas close to
Routes 291 and 13.



S2
Bicycle Trail Emblem

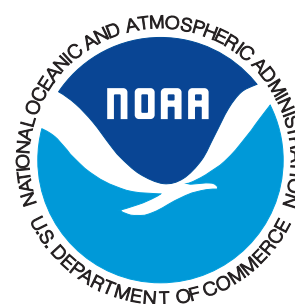
For use in areas along the route
of the East Coast Greenway.

Symbols



S3
Pennsylvania Department of
Environmental Protection Logo

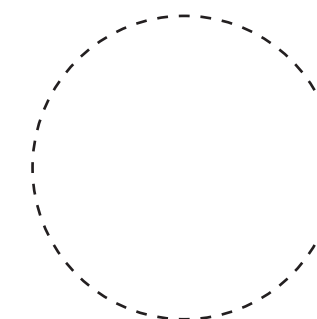
(will appear white when on
dark background)



S4
NOAA Logo



S5
Delaware
County Seal



Municipal Seal
(optional)



River area continues as needed

A1
Industrial Heritage Parkway Map (basic)
Maps with specific focus areas are A4-A9



A2
River Pattern



A3
Ribbon Without Map
To be used in circumstances where the map is not feasible in the overall composition of the layout.

3. STANDARDS - ARTWORK AND PATTERNS





A4
Industrial Heritage Parkway Map - Marcus Hook



A5
Industrial Heritage Parkway Map - Trainer

3. STANDARDS - ARTWORK AND PATTERNS





A6
Industrial Heritage Parkway Map - Chester



A7
Industrial Heritage Parkway Map - Eddystone

3. STANDARDS - ARTWORK AND PATTERNS





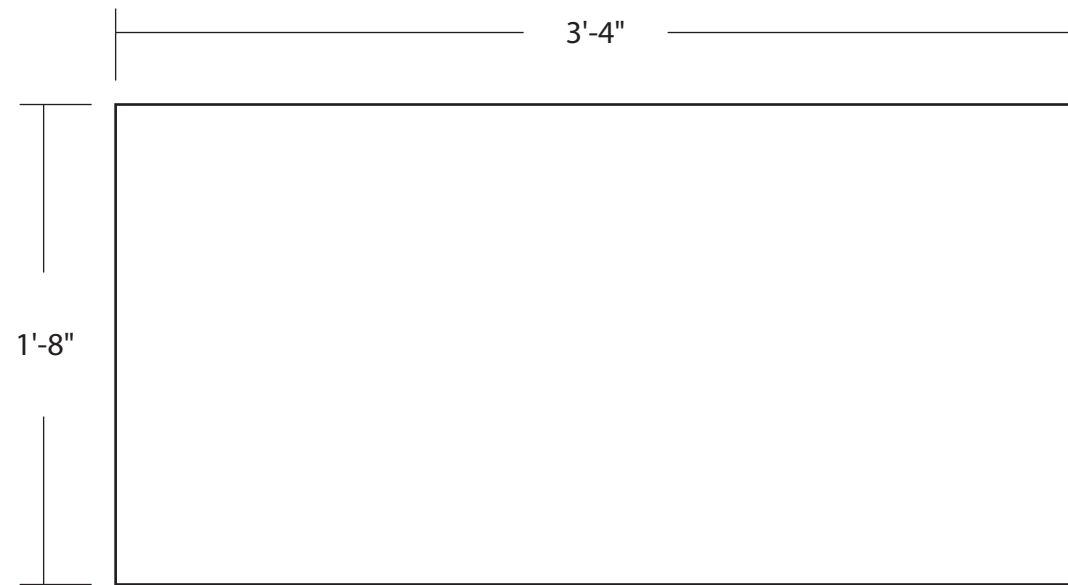
A8
Industrial Heritage Parkway Map - Ridley Township



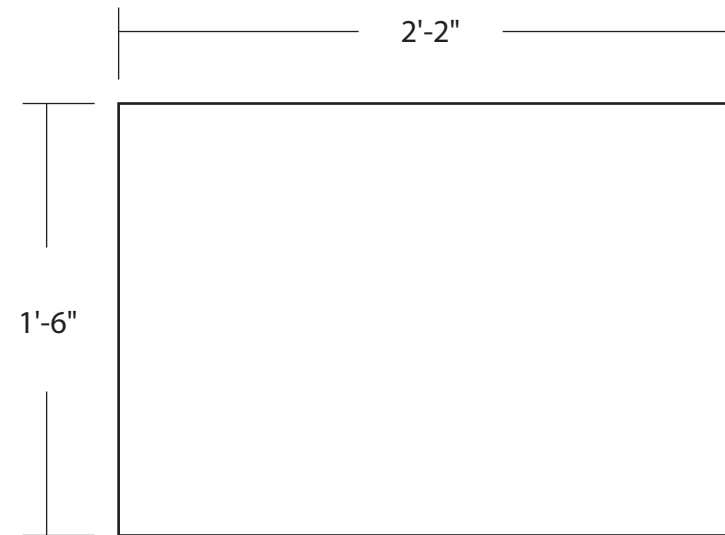
A9
Industrial Heritage Parkway Map - Tinicum Township

3. STANDARDS - ARTWORK AND PATTERNS

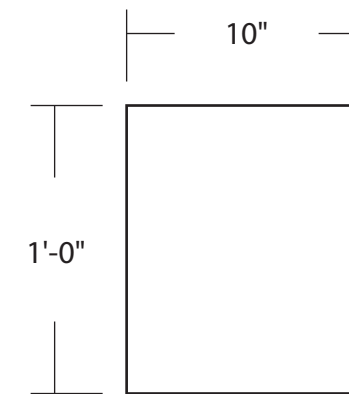




1. Elevation Sign Type 1 - Large Panel
Scale: 3"=1'-0"



2. Elevation Sign Type 2 - Medium Panel
Scale: 3"=1'-0"



3. Elevation Sign Type 3 - Small Panel
Scale: 3"=1'-0"

Notes:

Appropriate panel size will be determined by the amount of content available for the topic, and by the physical limitations of the site.

3. STANDARDS - PANEL SIZES



Note: Title text becomes C3 for environment-themed signs

Background Color: C1

Type: T1 Color: C2

125 pt.

TITLE

Type: T4 Color: C4

72 pt.

Optional Subtitle

Main Body Text

Type: T3 Color: C4

24 pt.

INSET TITLE

Type: T1 Color: C4

48 pt.

Inset Body Text

Type: T3 Color: C4

21 pt.

Caption

Type: T4 Color: C4

20 pt.

Artwork: A1



Industrial Heritage Parkway
Delaware County, Pennsylvania

Credits

Type: T2 Color: C5

14 pt.

Logo Area

Elevation - Sign Type 1 - Large Panel

Scale: 3" = 1'-0"

3. STANDARDS - LAYOUT GUIDELINES



Note: Title text becomes C3 for environment-themed signs

Background Color: C1

Type: T1 Color: C2
125 pt.

TITLE

Main Body Text

Type: T3 Color: C4
24 pt.



Caption

Type: T4 Color: C4
20 pt.

Artwork: A1



Industrial Heritage Parkway
Delaware County, Pennsylvania

Credits

Type: T2 Color: C5
14 pt. (smaller if necessary)

Logo Area

Elevation - Sign Type 2 - Medium Panel
Scale: 3" = 1'-0"

3. STANDARDS - LAYOUT GUIDELINES



Note: Title text becomes C3 for environment-themed signs

Background color: C1

Type: T1 Color: C2
85 pt.

TITLE

Main Body Text

Type: T3 Color: C4
24 pt.

Artwork: A3
This area was altered in the prototype (sign #2) to better fit the design.



Industrial Heritage Parkway
Delaware County, Pennsylvania

Pennsylvania Department of Environmental Protection | NOAA | County of Delaware, Pennsylvania

Notes:

Any credits should be integrated with captions, rather than placed in the bottom strip.

Shown is a basic layout for the credit area, which could be adapted to fit the design (as it was with prototype sign #2).

Integration of logos (S3-S5) has been superseded in the prototype design by simple text credits (14 pt).

Elevation - Sign Type 3 - Small Panel
Half scale



Sign 1


The Old Market Square District
Medium (2'-2" x 1'-6")

THE OLD MARKET SQUARE DISTRICT

In its earliest years, Marcus Hook was known by a number of different names. The earliest Swedish settlers called it "Marikis Hook," and the Dutch "Marreties Hoeck." When King Charles II of England granted William Penn the land for an English colony, they named it "Chichester Town" after the Old World home of many of the first settlers. Despite the English renaming, "Marcus Hook" became the town's accepted name.


In 1701, Governor Markham and William Penn granted the charter for a market on Broad Street, one of only three in Pennsylvania at the time. The other two were in Chester and Philadelphia. The square was located where today's 2nd Street met Market Street. It was a block from Front Street, which was originally at the riverfront. The market's close proximity to the docks enabled commerce to flourish.

A two-story brick market house was built on the square sometime in the 18th century. It was demolished ca. 1869-70 as commerce dwindled. A great deal has changed in Marcus Hook since the days of the market, yet some relics remain to remind us of this historic past.



MARCUS HOOK.


Above: This 1872 view of Marcus Hook from the Delaware River shows the little town with its many churches and homes. In the water to the right are a row of stone piers designed to break apart floating ice.




Above: A trolley waits at the southern end of Market Street (with the River behind) in this postcard view, ca. 1910.

Key:

- Place From History
- Place Existing Today



Above: This map was adapted from an early plan of Chichester Town (the English name for Marcus Hook). There are still many historic structures in this area, several of which are noted on the map.



Above: The Plank House, thought to be the oldest house in Marcus Hook, is pictured in this early 20th century postcard. It has long been a local attraction because of its supposed link to 18th century piracy.

Engraving of Marcus Hook is from "The Chesapeake Peninsula," Scribner's Monthly, March, 1872. Postcards courtesy of the Keith Lockhart Collection.

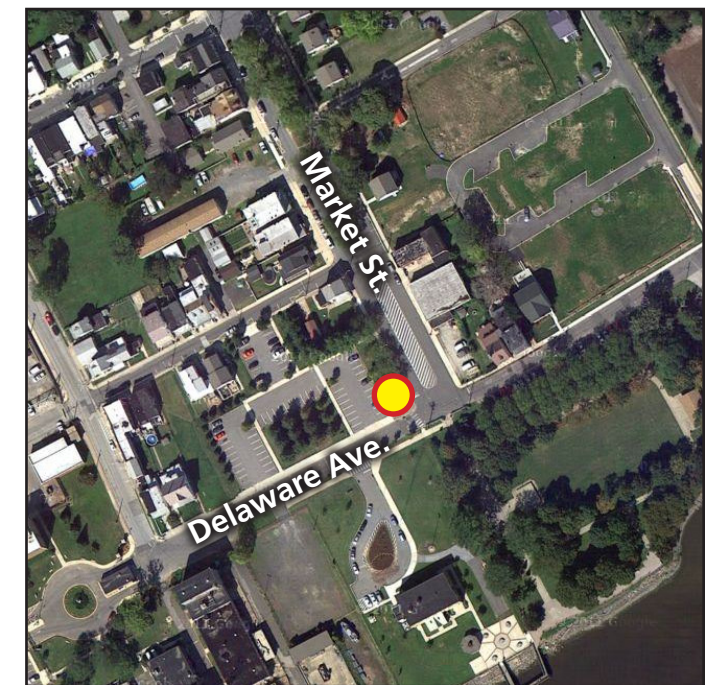
Industrial Heritage Parkway
Delaware County, Pennsylvania

pennsylvania DEPARTMENT OF ENVIRONMENTAL PROTECTION

NRR

Scale: 3" = 1'-0"

Approximate Location of Proposed Installation



Market Square Memorial Park
Marcus Hook, PA 19061

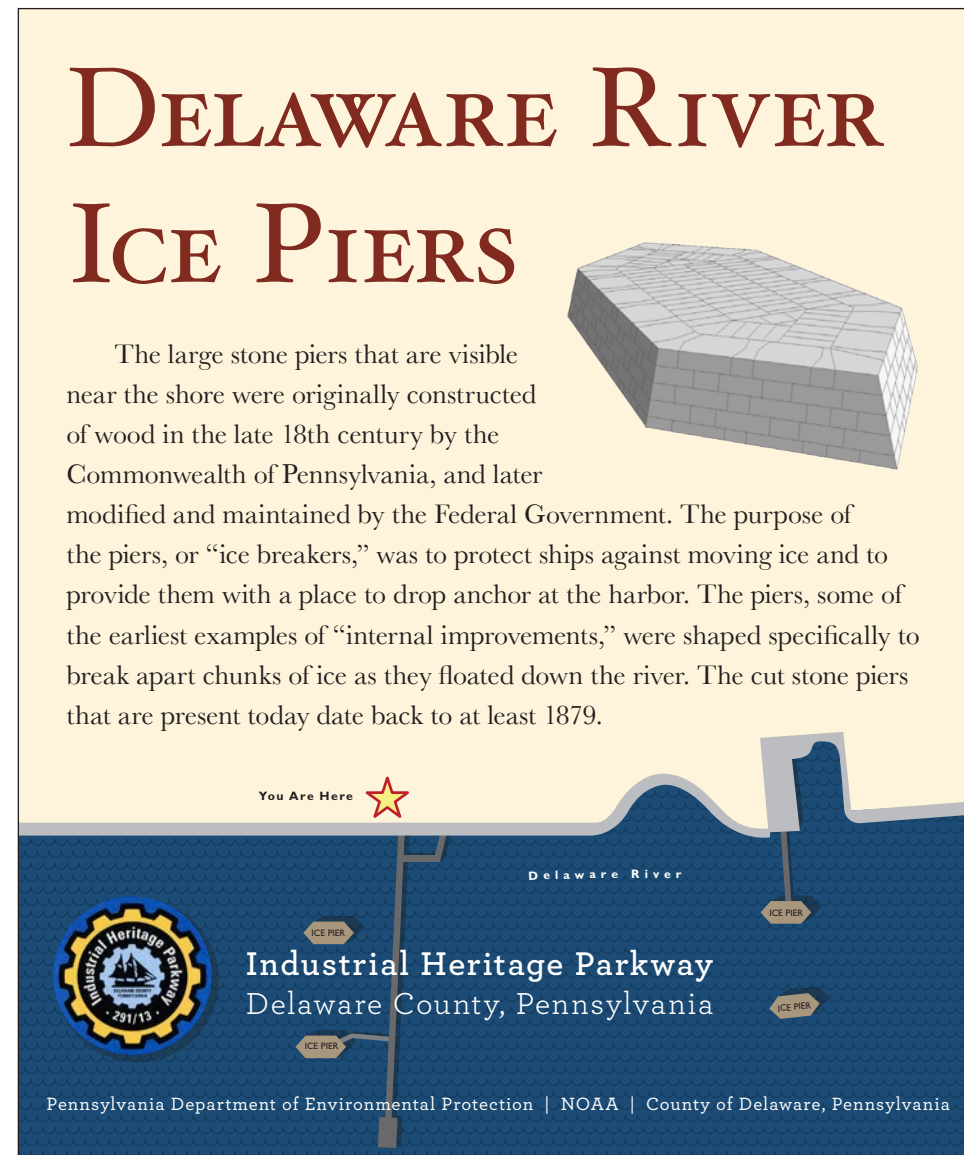
4. Sign Layouts and Locations



Sign 2

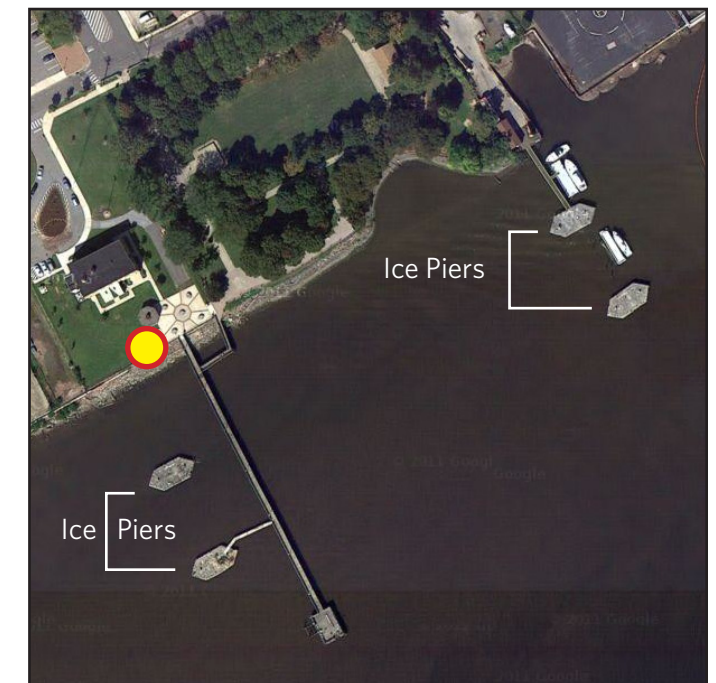
Delaware River Ice Piers

Small (10" x 1'-0")



Half scale

Approximate Location of Proposed Installation



Community Center near Market Square Memorial Park
Marcus Hook, PA 19061

4. Sign Layouts and Locations



Sign 3

The Factory and the Village (American Viscose Co.)

Large (3'-4" x 1'-8")

THE FACTORY AND THE VILLAGE

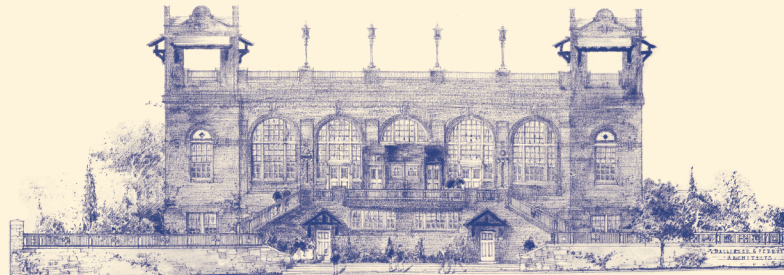
The American Viscose Company in Marcus Hook

Best known as the company that developed "artificial silk," later known as "rayon," the American Viscose Company began construction of its Marcus Hook operation in 1912. Patented by English chemists in 1894, rayon was used extensively for both commercial and military applications. The term "viscose" refers to the organic liquid used to make rayon, which is *viscous*, or much thicker than water. The Marcus Hook factory was the first North American operation of Viscose.


The American Viscose Company hired the prominent Philadelphia architectural firm of Ballinger & Perrot to design not only their factory, but


also the nearby village and other employee amenities. The large brick building across from the plaza was originally designed as the dining hall and recreation center for employees (see drawing below). It was later expanded to become the company's administration building, though the remnants of the original design can still be identified in the building's center portion.

The company expanded significantly to supply fabric for military products such as parachutes during World War II. In the 1950s, production shifted at the factory from rayon to cellophane. Though the factory ceased operations in 1977, many original company buildings, including the village, remain intact today.



DINING HALL
AMERICAN VISCOSE CO.
MARCUS HOOK, PA.








VISCOSE VILLAGE

It was very common for manufacturers of the late 19th and early 20th centuries to construct housing for their workers close to factories. While in most cases these residences were plain brick rowhouses, Ballinger & Perrot wanted to design an "industrial village" for Viscose employees that was self-sustaining, inexpensive and attractive. The result, commonly known as "Viscose Village," was inspired by English factory villages. The 20-acre site originally contained 215 dwellings, two boarding houses and a village store. The community was built complete with paved roads, sewers, back yards and landscaping, setting it apart from ordinary factory housing. As individual home ownership became the norm, the company sold the residences to private owners starting in 1949.

Above: Ballinger & Perrot's rendering of the completed village.
Below left: Village housing under construction, ca. 1912. Below Right: A completed row of houses consisting of six units.








Above: The American Viscose Company complex originally consisted of the factory (lower left corner), employee dining hall/recreation building (bottom center), and the sprawling industrial village. A half-circle shaped public plaza was provided on 10th Street between the dining hall and the village.

Right: This postcard, mailed in 1925, shows the American Viscose Co. Factory complex.

Postcard courtesy of the Keith Lockhart Collection. All other images courtesy of the Ballinger & Perrot Collection, Athenaeum of Philadelphia.

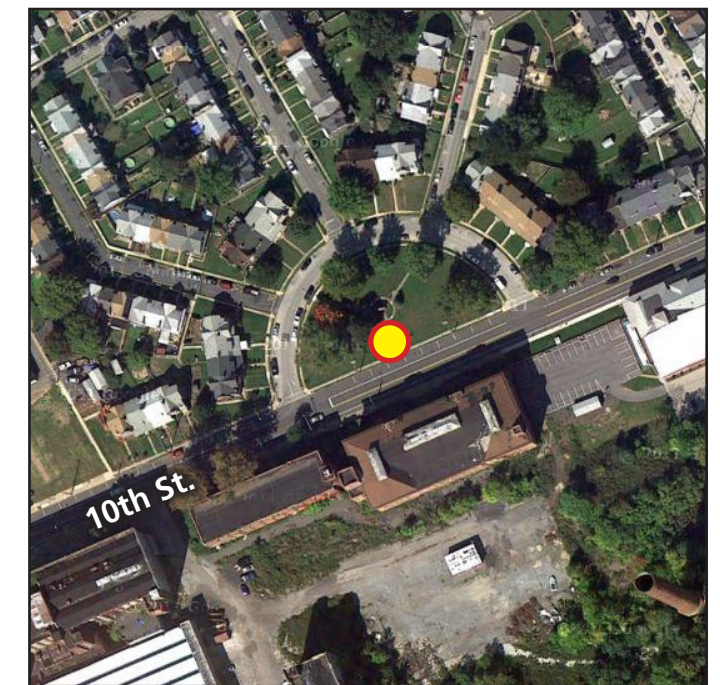


Industrial Heritage Parkway
Delaware County, Pennsylvania



Scale: 3" = 1'-0"

Approximate Location of Proposed Installation



Haebel Plaza at 10th St.
Marcus Hook, PA 19061

4. Sign Layouts and Locations



Sign 4

The Refining Industry along the Delaware River
Medium (2'-2" x 1'-6")

THE REFINING INDUSTRY ALONG THE DELAWARE RIVER *A thriving riverfront industry for over a century*

Beginning in 1892 with the establishment of the Bear Creek Refining Company in Marcus Hook, the refining industry has long been a major influence on the Delaware River and the riverfront communities. The area's access to road, rail, and deep water port facilities, along with an extensive pipeline infrastructure, continue to draw this important industry to the area.

The refinery in Trainer began operation in 1900 when the Union Petroleum Company leased a 17-acre tract of land from the Reading Company railroad. The first refinery here, built primarily of wood, burned in 1912. It was quickly rebuilt, and four years later Union bought the land from the railroad as well as an additional 242 acres. Sinclair Oil Corporation, an oil company from the Midwest, purchased the Trainer refinery in 1925. Production at that time was 10,000 barrels per day. Sinclair operated the refinery for over 40 years. It has changed hands many times, including to British Petroleum in 1969, Tosco Corporation in 1995, and Phillips Petroleum Co. (later ConocoPhillips) in 2001. The refinery was purchased in 2012 by Monroe Energy, a subsidiary of Delta Airlines, and has continued to produce high-grade airline fuel and other petroleum products.

The Sun Oil Co. refinery in Marcus Hook (pictured) has been in operation since 1901. It began as an 82 acre site and grew steadily, not only in terms of acreage, but also the types of facilities found there, including laboratories and a research and development facility. Several major advancements in the field of petroleum production were developed at the Sun Oil refinery, including the Houdry Process of catalytic refining in 1937. This process produced high-grade aircraft fuel and increased the yield of each barrel of crude. The airline fuel produced there is credited with giving the U.S. an advantage in the air during World War II.

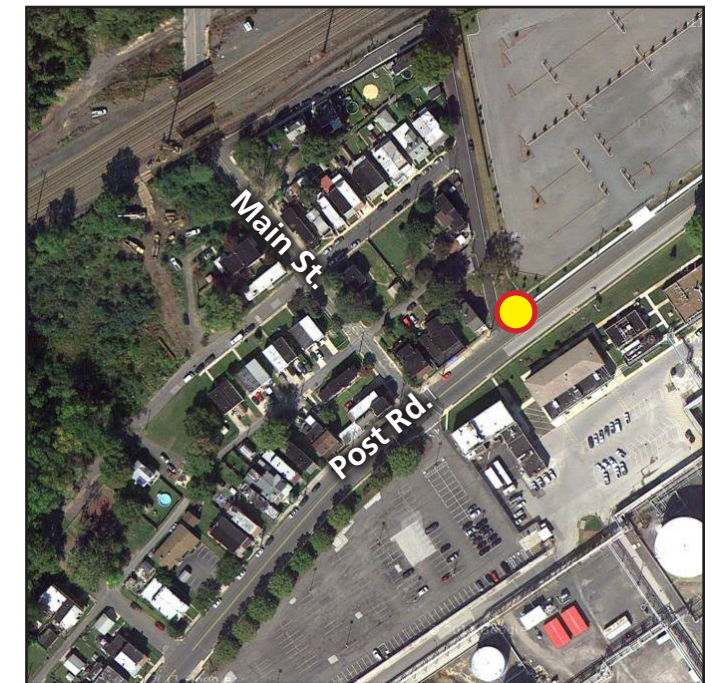
Industrial Heritage Parkway
Delaware County, Pennsylvania

Large photo courtesy of the Delaware County Historical Society. Postcard courtesy of the Keith Lockhart Collection.

Logos: Delaware County Historical Society, Pennsylvania Department of Environmental Protection, NOAA, and a circular seal.

Scale: 3" = 1'-0"

Approximate Location of Proposed Installation



Along Post Road (Route 13)
Trainer, PA 19061

4. Sign Layouts and Locations



Sign 5

“What Chester Makes, Makes Chester

Large (3'-4" x 1'-8")

“WHAT CHESTER MAKES, MAKES CHESTER”

A History of Industry in Chester

Chester's location on the Delaware River waterfront made it an important port and an ideal manufacturing center. The many industries established in Chester helped to shape the land development pattern and character of the city, enabling it to become an economic anchor for Delaware County. The rapid industrialization of the riverfront created a demand for worker housing and other social amenities.

Shipbuilding became a massive industry in Chester. The Riverfront was home to the largest shipyard in the country following the Civil War, the John Roach Iron Ship Building and Engine Works, which built the U.S. Navy's famed "Great White Fleet." The Roach shipyard also produced the first screw propellers and double-hulled ships in the United States.

In addition to shipbuilding, Chester's location along the water supported the manufacture of a wide range of familiar

products ranging from fabric and toilet paper, to cars and other machinery. Notable companies in Chester have included the Penn Steel Casting & Machine Company, the Philadelphia Quartz Company, and Robert Wetherill & Company (manufacturers of the Corliss steam engine). A Ford Motor Company plant once stood at Front and Lloyd Streets (the location of the former Roach shipyard) from 1927-1961.

Today, Chester's waterfront is still home to several major industries including Kimberly-Clark and Pq Corporation. However, the look of the waterfront is changing due to fewer industries and a desire for more varied land uses including recreation (PPL Park, Harrah's Casino) as well as waterfront offices (the Wharf at Rivertown, pictured at right).




Above: This famous slogan was found on a large lit sign located atop the Delaware County Electric Company's substation building on 6th and Crosby Streets. It dominated the Chester skyline from 1926-1973.



Above: A postcard showing the Sun Shipbuilding yards in the 1920s.



Right: Among the diverse maritime-related industries in Chester was the Baldi Anchor Company, makers of anchors and chains.



Supplee (left) was a popular brand of ice cream and other dairy products in the early 20th century.



"Ranger Joe", introduced in 1939, is considered to have been the first sugar-coated breakfast cereal ever created. Items like this mug (right) helped establish the cereal's brand image.



Right: One of Chester's most prominent industries, both today and in the past, is the Scott's Tissue plant (today operated by Kimberly-Clark). The Scott Paper Company was founded in Philadelphia in 1879, and has since grown into a global power. This water tower with the Scott's Tissue logo was once a recognizable waterfront landmark.



Industrial Heritage Parkway
Delaware County, Pennsylvania

Postcard courtesy of the Keith Lockhart Collection.
Other historic images courtesy of the Delaware County Historical Society.

Logo: pennsylvania DEPARTMENT OF ENVIRONMENTAL PROTECTION

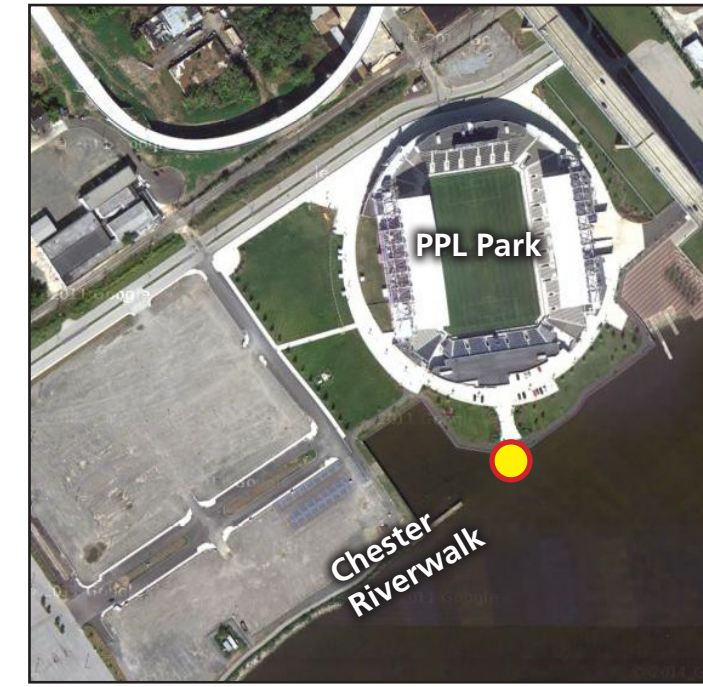
Logo: NOAA

Logo: Delaware County Historical Society

Scale: 3" = 1'-0"

4. Sign Layouts and Locations

Approximate Location of Proposed Installation



Chester River Walk, between PPL Park and Wharf at Rivertown
Chester, PA 19013




Sign 6

Historic Downtown Chester

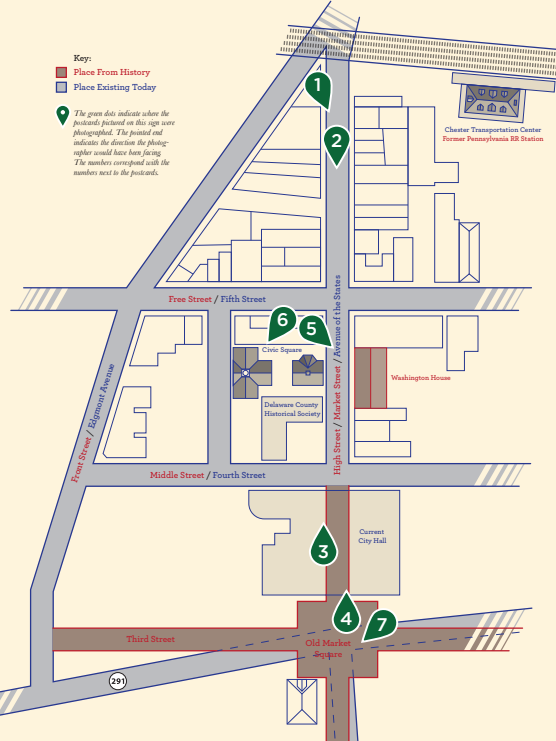
Large (3'-4" x 1'-8")

HISTORIC DOWNTOWN CHESTER



THE OLD CIVIC SQUARE

Chester's old court house (pictured above) was built ca. 1724, making it the oldest building currently standing in downtown Chester, and one of the oldest remaining public buildings in the nation. The structure served as the Chester County Courthouse until 1786, when the county seat was moved to West Chester. When Delaware County split from Chester County three years later, the building was put to use as the Delaware County Courthouse, until the seat was moved to Media in 1850. The building then served as City Hall until it was replaced in the 1920s by the building pictured below. The 1724 courthouse is now maintained by the Chester Community Improvement Project. It was added to the National Register of Historic Places in 1971.









Key:
■ Place From History
■ Place Existing Today

The green dots indicate where the postcard pictured on this sign were photographed. The pointed end indicates the direction the photographer would have been facing. The numbers correspond with the numbers next to the postcards.



POSTCARD VIEWS OF MARKET STREET

Imagine today's Avenue of the States as it existed in its heyday – a bustling shopping district where trolleys passed by, going south through the location of today's City Hall. Travel back a bit farther, and you may see George Washington ride through town on his horse to stay at his favorite local inn. Every building has a story to tell, and those in downtown Chester are full of stories. These postcards show downtown Chester as it appeared from about 1905 to 1930.


MARKET SQUARE

Market Street (today the southern end of Avenue of the States) was named for the old market house which stood near the present day City Hall. Though the market house (seen in the drawing, left) was gone by the 1860s, the Market Square remained for decades to come. It is pictured in the postcard, right.

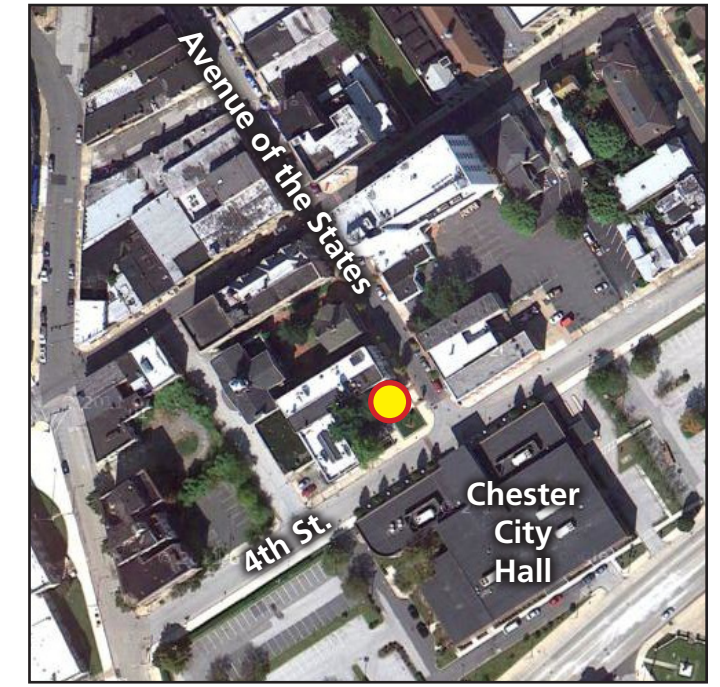



Industrial Heritage Parkway
Delaware County, Pennsylvania

1724 Courthouse lithograph is from "A History of Delaware County, Pennsylvania" by Charles Palmer. Old Market House drawing is from the Anna Broomell scrapbooks at the Delaware County Historical Society. Postcards courtesy of the Keith Lockhart Collection.



Approximate Location of Proposed Installation



Near intersection of Avenue of the States and W. 4th St.
 Or: Court House Square
 Chester, PA 19013

Scale: 3" = 1'-0"

4. Sign Layouts and Locations



Sign 7

Chester's Influence on American Music

Large (3'-4" x 1'-8")

CHESTER'S INFLUENCE ON AMERICAN MUSIC

ETHEL WATERS

Born to a young mother and raised in poverty, Ethel Waters overcame a difficult childhood to become an accomplished singer, radio host, and actress, having had roles in movies, on Broadway and on television. She was born in 1896 in Bethel Court, an infamous neighborhood of Chester that is now the location of Ethel Waters Park.

Waters left Chester for Philadelphia, where she became a chambermaid at a hotel. While there, she participated in a night club talent show and was discovered by a small vaudeville circuit, which offered her a two week gig in Baltimore. She later continued as one of the "Hill Sisters," and assumed the stage name "Sweet Mama Stringbean."

Her recorded hits included "Dinah," "Am I Blue?," "His Eye is on the Sparrow," and "Heat Wave." She was among the first to record the famous song "Stormy Weather" in 1933, which became a favorite at the Cotton Club in Harlem. The song was selected for the National Recording Registry of the Library of Congress in 2004.

Ethel Waters is believed to have been the first African American to perform on the radio in 1922, and was the first African American woman to star in a commercial network radio show in 1933. She is said to have been the first African American to have a starring role on television, in the 1939 NBC special *The Ethel Waters Show*. Waters continued to work in television throughout her life, with roles such as the title character in the 1950s series *Beulah*. She also acted in many films, including the leading role in 1943's *Cabin in the Sky*, and earning an Oscar nomination for her supporting role in 1949's *Pinky*.

Ethel Waters Park was dedicated on April 30, 1972, declared "Ethel Waters Day" by the city. She died in 1977.



BILL HALEY AND HIS COMETS

Originally from Highland Park, Michigan, Bill Haley moved to Boothwyn in the late 1930s. Foremost a musician, he worked for local radio stations including WPWA in Chester, where he was musical director. He organized a studio group for the station which he named The Four Aces of Western Swing, and later formed Bill Haley and the Saddlemen, both blues-inspired country & western groups. The Saddlemen evolved into the Comets in 1952. The name was inspired by the astronomical phenomenon known as "Halley's Comet."

The Comets were among the first rock and roll artists, and their recordings included "Crazy Man, Crazy," the first of the genre to be nationally televised, and "Shake, Rattle and Roll." Their most famous recording was "Rock Around the Clock," released in 1954. Popularized by its use in the 1955 film *Blackboard Jungle*, "Rock Around the Clock" became one of the first popular rock and roll records, and helped propel the genre into the forefront of American culture.

The Comets continued to record rock and roll hits including "See You Later, Alligator," but their popularity declined with the increasing influence of other musicians such as Elvis Presley. Members of the group re-formed in various incarnations over the years, and "Rock Around the Clock" was used in the 1970s as the original theme of the television show *Happy Days*. Bill Haley died in 1981 and was posthumously inducted into the Rock and Roll Hall of Fame in 1987. The Comets were inducted in 2012.



ALEX NORTH

A prolific composer, Alex North is best remembered as a successful composer of film scores. Born in Chester in 1910, North attended the Juilliard School in New York City and the Moscow Conservatory, where he was his first American pupil.

During World War II, North contributed to the American war effort by writing music for over 25 Office of War Information documentaries. After the war, he began to write the scores for theater productions including *Death of a Salesman* (1949), and *The Innocents* (1950). He also wrote the scores for films such as *A Streetcar Named Desire* (1951), *Spartacus* (1960), *Cleopatra* (1963), and *Who's Afraid of Virginia Woolf?* (1966), and wrote the music for the well-known song "Unchained Melody," with lyrics by Hy Zaret.

North received an Oscar for Lifetime Achievement in 1986. He died in 1991.



MARCUS BELGRAVE

An accomplished trumpet player who was born in Chester, Marcus Belgrave began playing trumpet at the age of six, and as a teenager, played in Chester clubs such as the Belaire and the Harlan, both on 3rd Street. In the 1950s, Ray Charles frequented Club Belaire, and during one visit, Belgrave sat in with his band. Charles was so impressed that he invited Belgrave to play with his touring band, which he did for several years.

Over the course of his career Belgrave played for the Charles Mingus and Max Roach Groups, Ella Fitzgerald, Sammy Davis, Jr., Tony Bennett, and Aretha Franklin, among others. He moved to Detroit in the 1960s to play trumpet for many well-known Motown hits of the era. He cofounded the Jazz Studies programs at the Detroit Metro Arts Complex and was a jazz professor at Oberlin College and Oakland University. Belgrave was given the distinction of Jazz Master Laureate for the City of Detroit.



THE FOUR ACES

A successful pre-rock & roll vocal group, the Four Aces were formed in Chester in 1949 by Navy shipmates Al Alberts and Dave Mahoney. Lou Silvestri and Sal Vaccaro rounded out the group. Their hits included the million-selling "It's No Sin," "Tell Me Why," and the themes to the films *Three Coins in the Fountain* and *Love is a Many-Splendored Thing*. Al Alberts later became a television personality with his TV program *Al Alberts Showcase*, which helped to launch the careers of several performers.





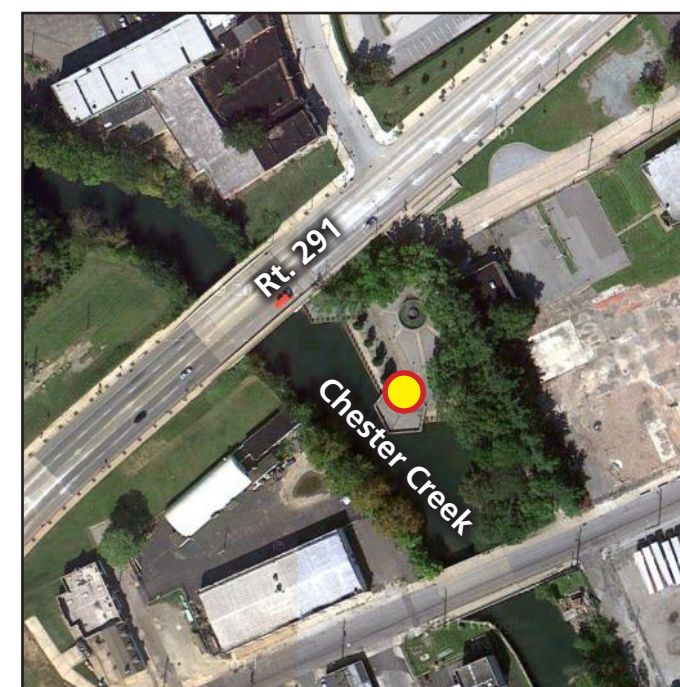
Industrial Heritage Parkway
Delaware County, Pennsylvania

Ethel Waters Photo: Library of Congress, Prints & Photographs Division, Carl Van Vechten Collection, LC-USZ62-115134.
Bill Haley and the Comets photo by James Kriegsman, 1956. Four Aces Photo from "Chester Music Memories" by Clarence D. Lutton, Jr.
Alex North Photo from alexnorthmusic.com. Marcus Belgrave photo from marcusbelgrave.net.





Approximate Location of Proposed Installation



Ethel Waters Park
3rd St. between Market & Avenue of the States
Chester, PA 19013

Scale: 3" = 1'-0"

4. Sign Layouts and Locations



Sign 8

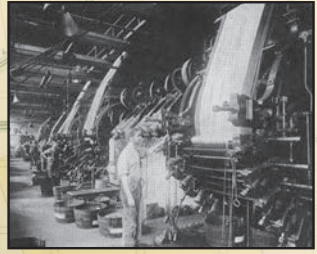
Eddystone: A True Factory Town
Medium (2'-2" x 1'-6")

EDDYSTONE: A TRUE FACTORY TOWN

Originally part of Ridley Township, Eddystone was incorporated as a borough in 1880. First developed by the Simpson family in the 1870s as the home of their print works, the town's name was inspired by the Eddystone Lighthouse in Devon, England. The borough has been home to many industries over the years, including the Belmont Iron Works, Sun Shipbuilding and the Remington Arms Plant, which was built to make weaponry for World War I. However, Eddystone is probably best remembered by the two industries shown here.

EDDYSTONE PRINT WORKS

Established in Philadelphia in the 1840s, William Simpson & Sons moved their textile company to Eddystone in 1875, shortly after the expansion of the Philadelphia, Wilmington & Baltimore Railroad. During its early years, the Borough of Eddystone was owned almost entirely by the Simpsons. They built many amenities for the company's workers including tenement housing and Lighthouse Hall (which contained a library and meeting room), and gave land for a park and for a school. The print works closed in 1963.





Above: When this image was printed in the late 19th or early 20th century, the Eddystone Print Works produced 2 1/2 million yards of finished cloth per week.

Background: This map from 1892 shows the factories, tenements and even the parkland (in green) provided for workers.

BALDWIN LOCOMOTIVE WORKS

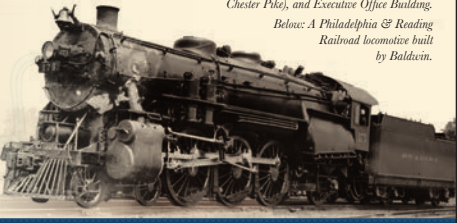
The Baldwin Locomotive Works was once a company with enormous influence on the railroad industry. In 1909, the company, originally located in Philadelphia, began purchasing farmland in Eddystone from the Simpsons to move their massive operation. Over the years, thousands of locomotives were produced at the Baldwin plant in Eddystone. However, partly due to the company's slow acceptance of diesel technology over steam, Baldwin went out of business and the plant closed in 1956.

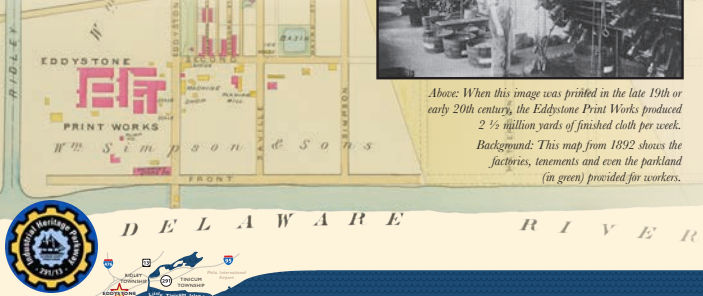
The Executive Office Building was completed in 1928 from a design by architects Simon and Simon. It has changed hands several times over the years following Baldwin's departure. The building continues to function as an office tower, as well as a reminder of the borough's industrial heritage.

Above: Postcards show Baldwin's shops (from Chester Pike), and Executive Office Building.


Below: A Philadelphia & Reading Railroad locomotive built by Baldwin.





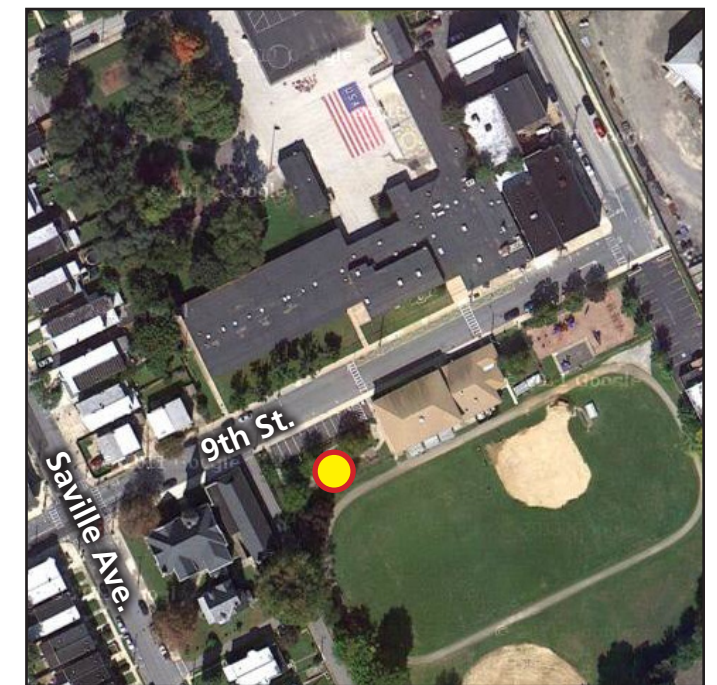
Industrial Heritage Parkway
Delaware County, Pennsylvania

Print Works photo courtesy of the Delaware County Historical Society. Map courtesy of the Radnor Historical Society. Baldwin postcards and locomotive photo courtesy of the Keith Lockhart Collection.



Scale: 3" = 1'-0"

Approximate Location of Proposed Installation



Light House Hall Community Center
1401 9th St.
Eddystone, PA 19022

4. Sign Layouts and Locations



Sign 9

The Industrial Heritage Corridor: A Transportation Hub
Large (3'-4" x 1'-8")

THE INDUSTRIAL HERITAGE CORRIDOR: A TRANSPORTATION HUB

FROM DIRT ROADS TO INTERSTATES

The corridor's proximity to Philadelphia and the Delaware River has made it an important transportation hub for hundreds of years. Delivering goods from the river ports to nearby towns required a network of roads which led to town marketplaces, such as those in Marcus Hook and Chester, seen below.

Route 13, part of which comprises a segment of the Industrial Heritage Parkway, evolved from a network of American Indian paths, to postal trails, to a Colonial-era wagon and stagecoach route before becoming a highway for automobiles. It has been known by a number of names, including the Swede's Path, the (Great) Post Road, the Queen's Highway, and the King's Highway.

Route 291, also known as the Industrial Highway and Governor Printz Boulevard, was constructed in 1928. It begins at Route 13 in Trainer and runs the length of the Delaware River before connecting with Interstate 76 in Southwest Philadelphia.

Perhaps the largest and most heavily traveled highway in the area is Interstate 95, completed in the mid-20th century. This section of I-95 is an important link between the southern end of the highway and Philadelphia and other major Northeast cities.



Central Part of Chester.



Industrial Heritage Parkway
Delaware County, Pennsylvania

THE MIGHTY RIVER

Historically, The Delaware River was an important thoroughfare for both British and American ships during the Revolutionary War, and starting in the mid-19th century, a magnet for heavy industry. The Corridor's industrial development pattern was centered around the River, which, before railroads and highways, was the major route of travel for people and goods alike. The River, which defines the eastern edge of Pennsylvania, has for centuries been used not just to ship goods to and from Philadelphia, but as a means to transport the products manufactured nearby to places around the world.

The Delaware River and Bay are still used heavily for cargo transportation. Together they comprise one of the largest freshwater port complexes in the world in terms of total waterborne commerce. In 2011, more than 50 million tons of cargo were moved through the ports of Philadelphia, Marcus Hook, and Chester alone. About 85% of the East Coast's oil imports are handled in the River and Bay.

Crossing the River:

Chester has long been a point from which to cross the Delaware River into New Jersey. Ferry service, operated by the Wilson Line, began in 1882. Early steam ships like the one pictured above carried passengers, and later ships were large enough to carry automobiles as well.

Ferry service continued until the Commodore Barry Bridge was opened for service in 1974. The bridge took nearly five years to complete. It is the longest cantilever bridge in the United States. Just like the ferry, the bridge takes travelers from Chester to Bridgetown, New Jersey. The photo above was taken two years before the bridge's completion.

TRAVELING BY RAIL

Trolley cars, first pulled by horses and later powered by electricity, could be found crisscrossing Delaware County for decades before the automobile became popular. The Union Railway Company trolley pictured below was supposedly the first electric streetcar in Marcus Hook, as seen sometime in the 1890s. The Union Railway was formed in Chester to connect the city with nearby towns, including Marcus Hook and Eddystone. This particular car, one of ten original open-air Union cars, was built by the Lamokin Car Works of Chester.

Though small street railways connected citizens to nearby towns by operating directly on main streets, the bulk of passenger and freight rail traffic was handled by the nation's major railroads. The Pennsylvania Railroad, Baltimore & Ohio Railroad and Philadelphia & Reading Railroad all established links to the corridor's riverfront areas. Pictured here is the Pennsylvania Railroad passenger station at Marcus Hook. Today, the old Pennsylvania Railroad right-of-way is still in use as Amtrak's route between Philadelphia and points south.

THE CORRIDOR'S PLACE IN AVIATION HISTORY

The Industrial Heritage Corridor's proximity to the Philadelphia International Airport makes the airspace over the Delaware River a major air travel right-of-way. In addition, the manufacturing industry in this portion of Delaware County has long played an important role in the development of aviation technology.

In 1938, the Platt-LePage Aircraft Company was established in Eddystone. The company built several rotating-wing aircraft prototypes (predecessors of today's helicopters), including the XR-1 – the first helicopter tested by the United States Army Air Forces in the early 1940s. Former Platt-LePage engineer Frank Piasecki went on to found the pioneering Piasecki Helicopter Corporation, located in Morton, which also specialized in double-rotor aircraft. Boeing Rotorcraft Systems purchased Piasecki Helicopter (then called Vertol Aircraft Corp.) in 1960 continues to develop and build helicopters at its facility in Ridley Township. Another company started by Piasecki, Piasecki Aircraft Corporation, continues to advance aircraft technology from its headquarters in Essington, Tincicum Township.



The Piatt-LePage XR-1A

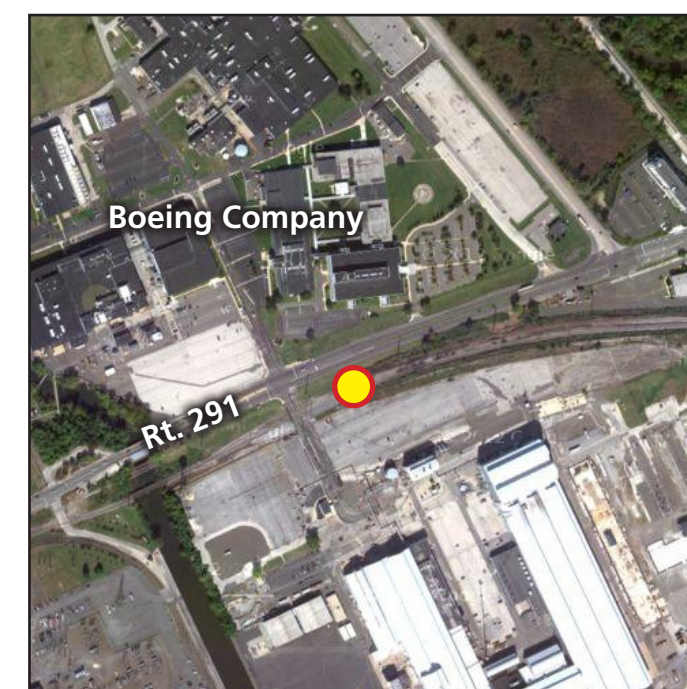


Platt-LePage XR-1A photo from the W.L. LePage Archive. All other historic images courtesy of the Delaware County Historical Society.



Scale: 3" = 1'-0"

Approximate Location of Proposed Installation



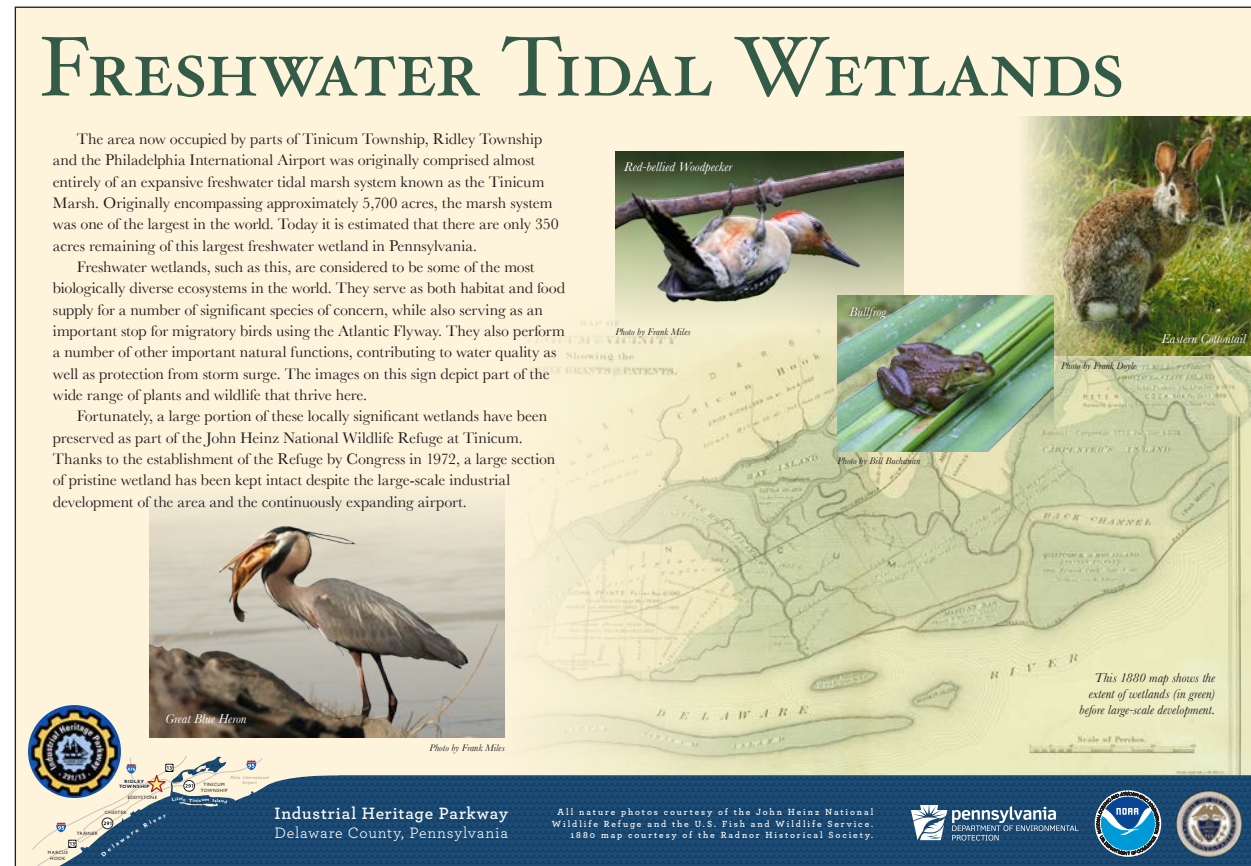
Along Industrial Highway (Route 291) in Ridley Township (approximate location shown)

4. Sign Layouts and Locations



Sign 10

Freshwater Tidal Wetlands
 Medium (2'-2" x 1'-6")



Scale: 3" = 1'-0"

Approximate Location of Proposed Installation



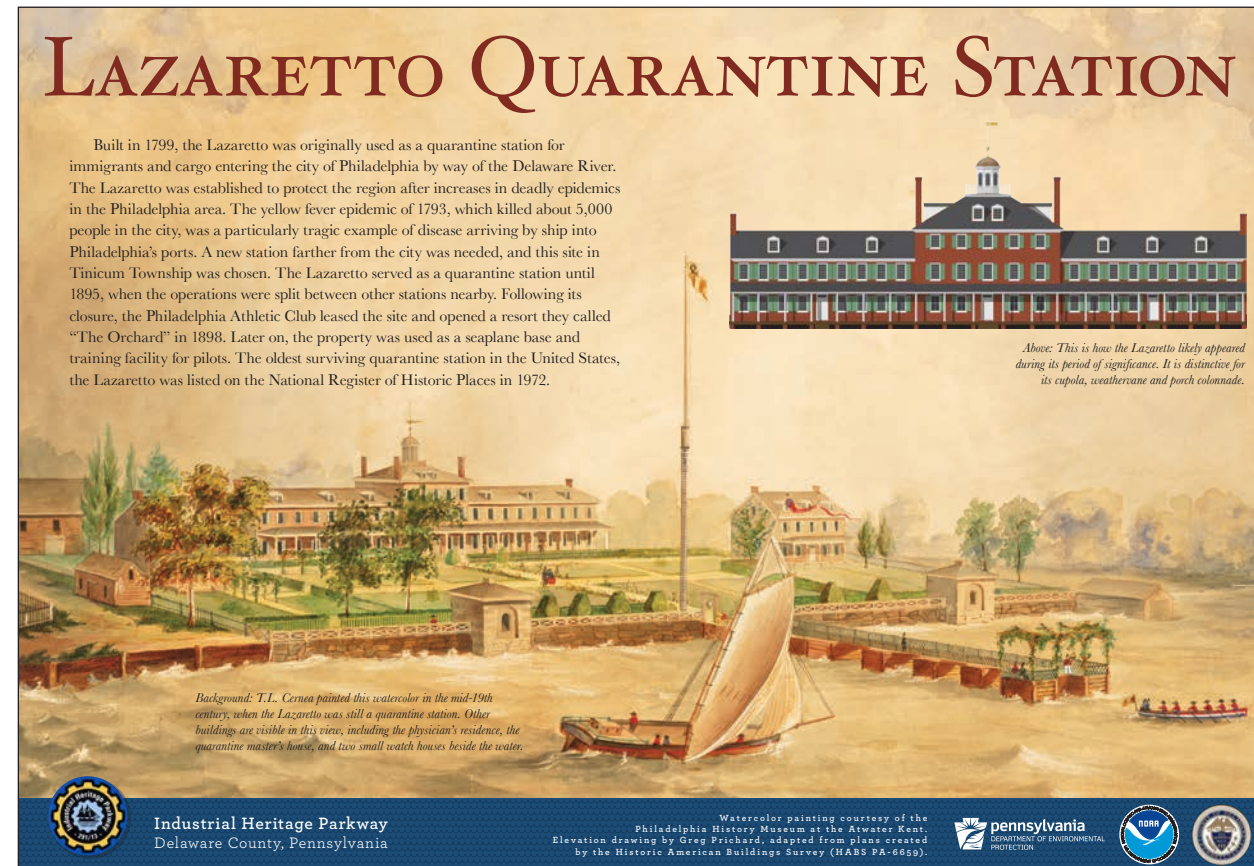
Ridley Township Marina
 401 S. Swarthmore Avenue
 Ridley Park, PA 19078

4. Sign Layouts and Locations



Sign 11

Lazaretto Quarantine Station
Medium (2'-2" x 1'-6")



Scale: 3" = 1'-0"

Approximate Location of Proposed Installation



Lazaretto Quarantine Station
Wanamaker Ave. at E. 2nd St.
Tincum Township, PA 19029

4. Sign Layouts and Locations



Sign 12

Little Tinicum Island
 Medium (2'-2" x 1'-6")

LITTLE TINICUM ISLAND

Little Tinicum Island is a long, narrow island in the Delaware River off the coast of Tinicum Township. Since 1982 it has been managed by the Pennsylvania Bureau of Forestry as part of the William Penn State Forest. It is one of only two remaining islands of an extensive chain of low, sandy, marsh-surrounded islands that once spanned from League Island (now the Navy Yard) in Philadelphia to Chester Island, now part of New Jersey.

There are both forest and marsh habitats present on the island. This combination attracts all sorts of creatures, including deer and other mammals, which swim across the channel. Various bird species, such as the great egret, red-tailed hawk, and even wild turkey call the island home. The surrounding freshwater tidal marsh and mudflat areas are submerged during high tide and are exposed at low tide. As a result, vegetation (such as wild rice) and other species (such as herons, ducks, and sandpipers) that call these types of habitat home are uniquely suited to survive and flourish with the coming and going of the tide. The island provides a crucial spring and fall stopover along the Atlantic flyway for migratory birds.

Despite decades of preservation as part of the State Forest, the island is still at risk from changes brought about by dredging the river, erosion caused by wakes from ships and power boats, trash, and invasive species.

Above: This is how Little Tinicum Island appeared in 1969, when some activity took place on the east end.

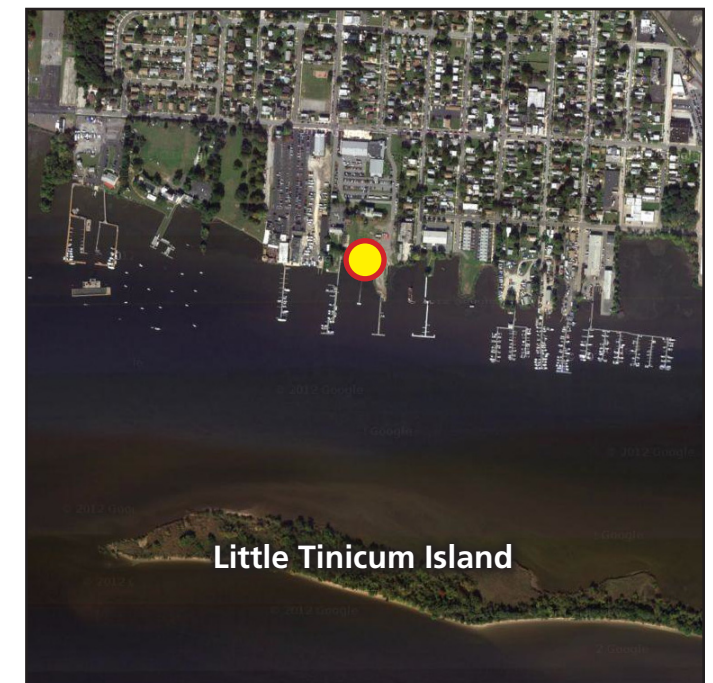
This 1777 map of the Delaware River was created to show the position of British and American ships during the Revolutionary War. It shows that Little Tinicum Island was once one of many islands along the Delaware County shoreline (here colored green). Since this time, the shape of the shore and Little Tinicum Island (labeled here as Tinicum Islands) have changed drastically due to natural changes as well as developments including Philadelphia International Airport.

Industrial Heritage Parkway
 Delaware County, Pennsylvania

Nature photos courtesy of the U.S. Fish and Wildlife Service.
 Map adapted from a drawing in the Map Collection of the Library of Congress.
 Aerial photo courtesy of the City of Philadelphia Division of Aviation.
 Thanks to NHI/Western Pennsylvania Conservancy for information.

Scale: 3" = 1'-0"

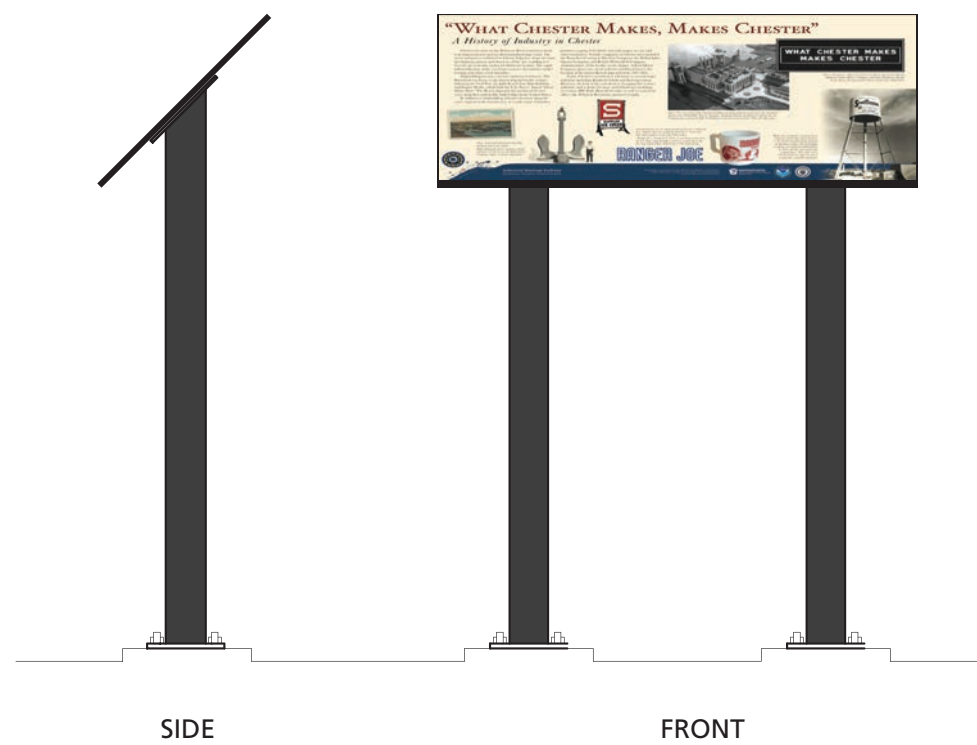
Approximate Location of Proposed Installation



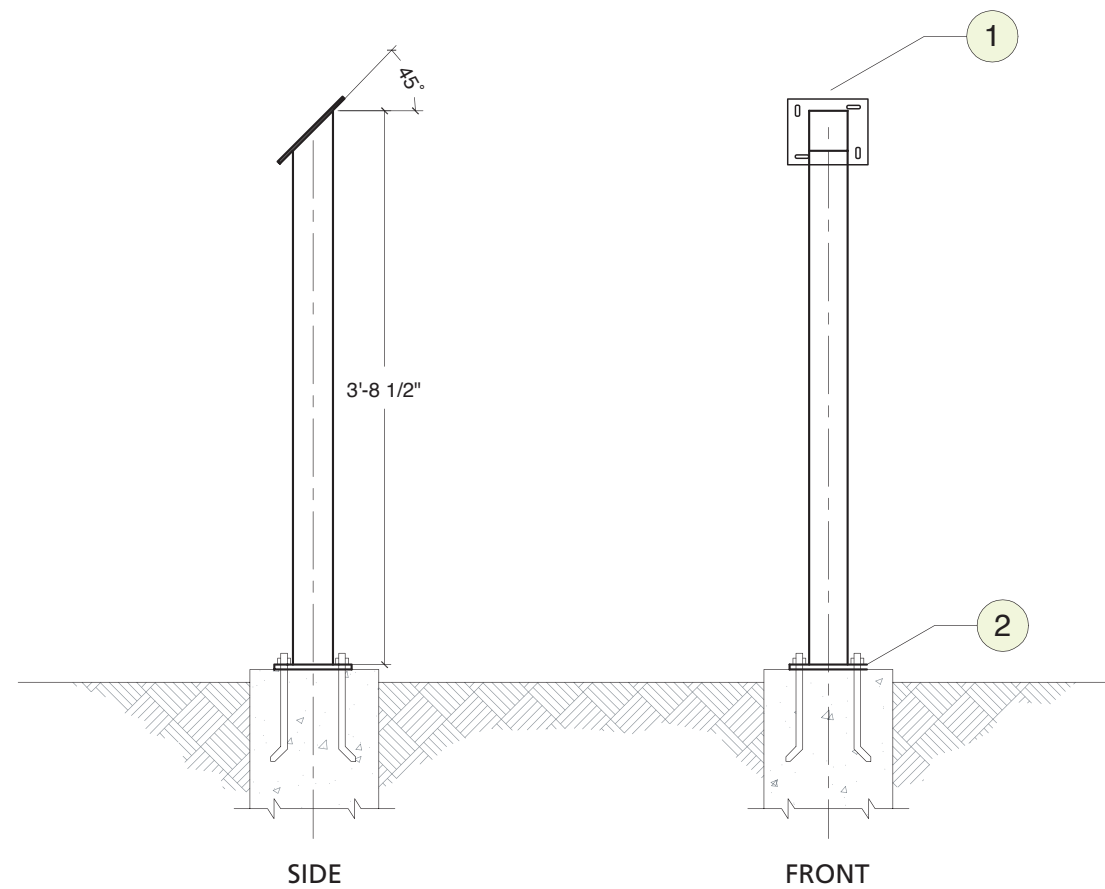
Lazaretto Quarantine Station
 Wanamaker Ave. at E. 2nd St.
 Tinicum Township, PA 19029

4. Sign Layouts and Locations



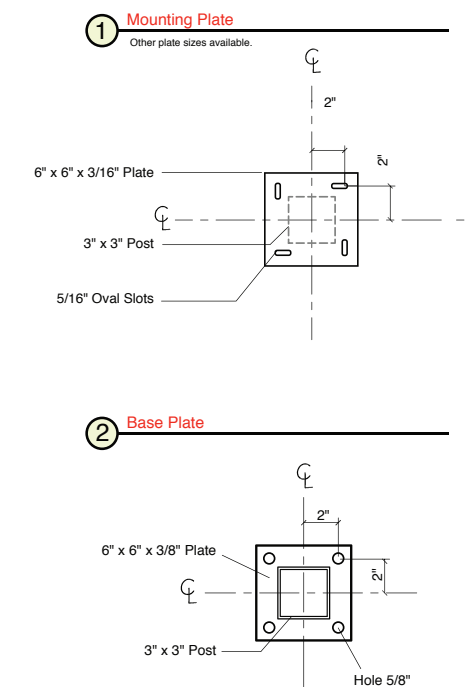


1. Elevation Sign Type 1 - Large Panel
Scale: 3/4"=1'-0"



2. Elevation - Sign Type 1 Parts
Scale: 3/4"=1'-0"

Pedestal: Fossil Part DP66
For ground burial situations, use part DPG66

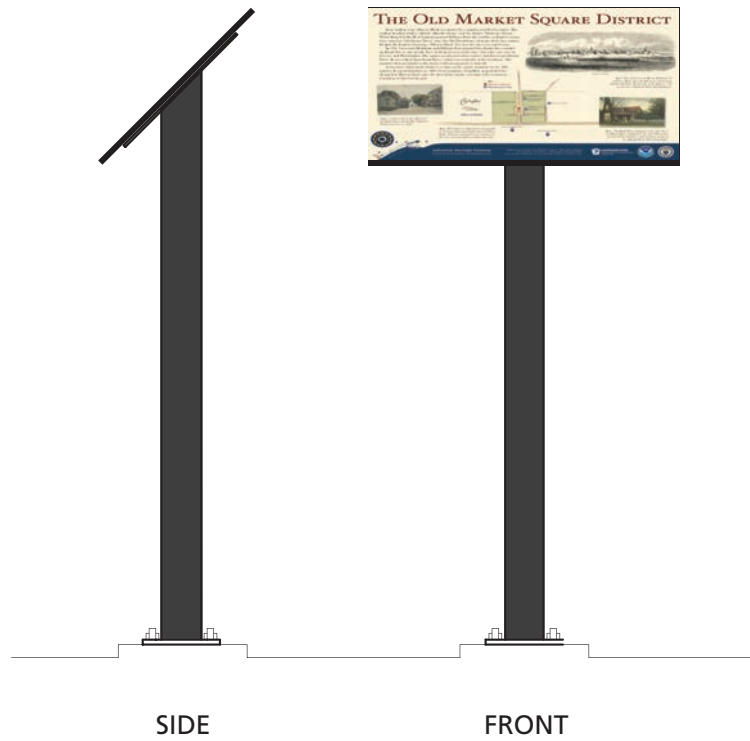


Drawings supplied by

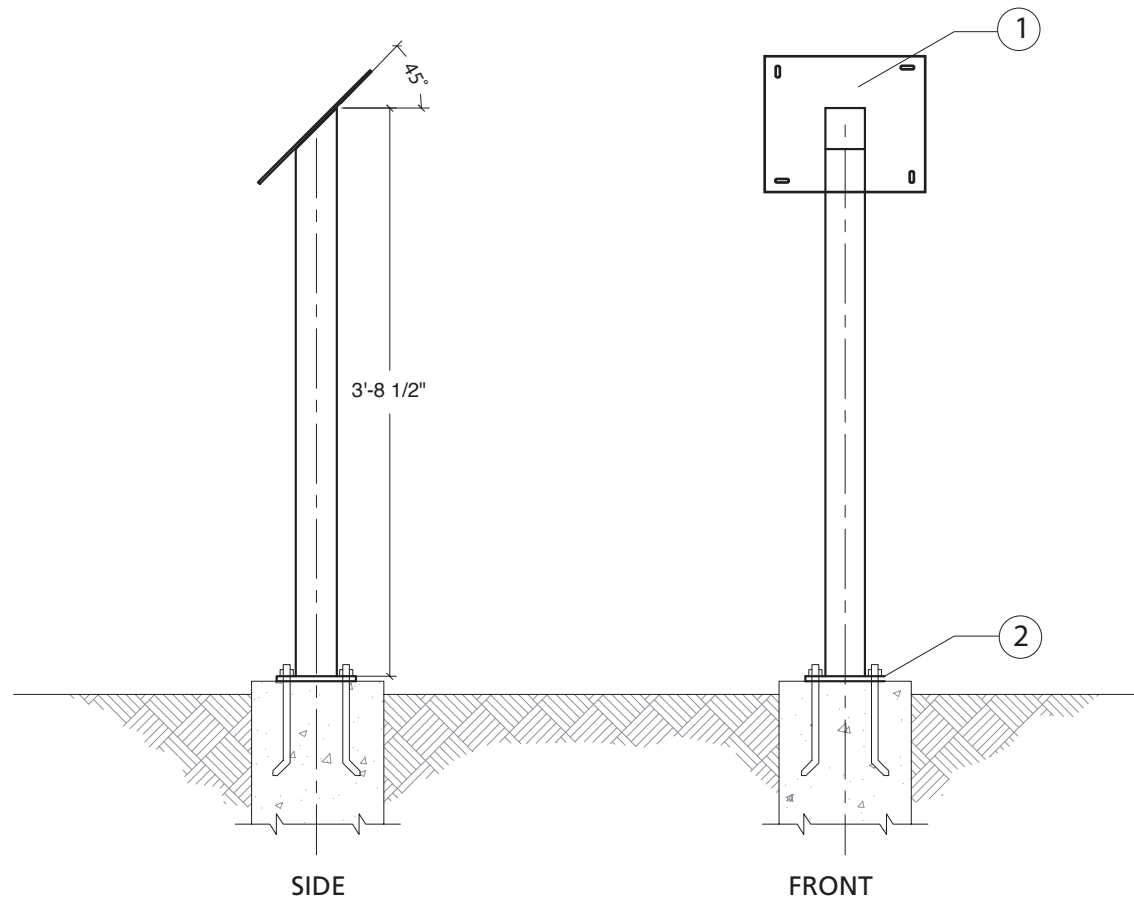
FOSSIL
INDUSTRIES

5. CONSTRUCTION DETAILS - SIGN TYPE 1 - LARGE SIGN



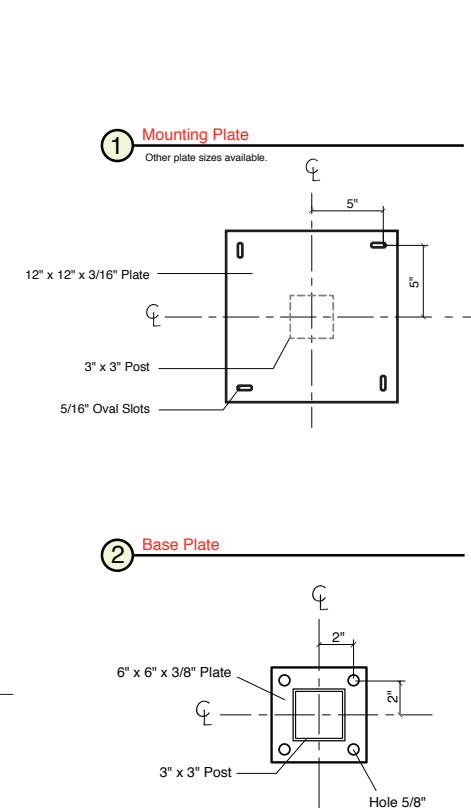


1. Elevation Sign Type 2 - Medium Panel
Scale: 3/4"=1'-0"



2. Elevation - Sign Type 2 Parts
Scale: 3/4"=1'-0"

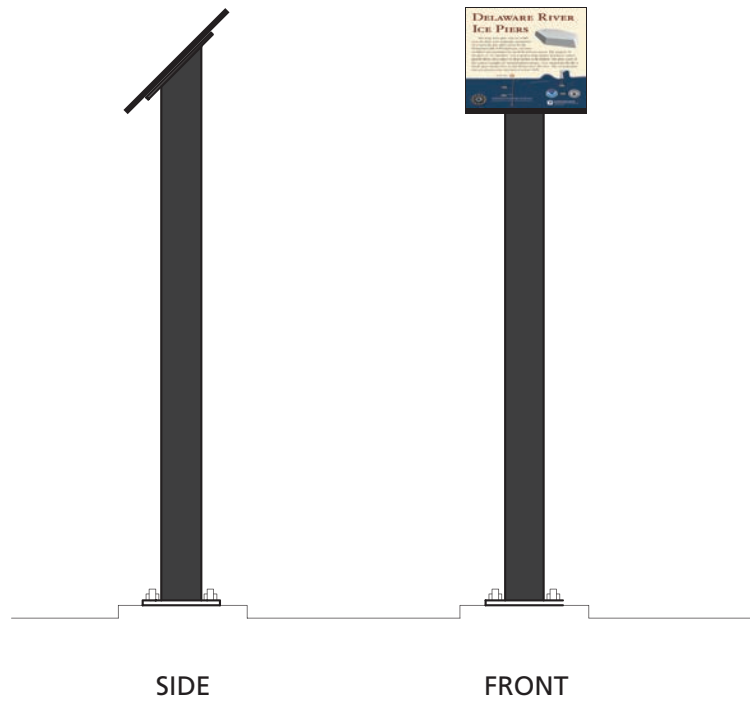
Pedestal: Fossil Part SP1212
For ground burial situations, use part SPG1212



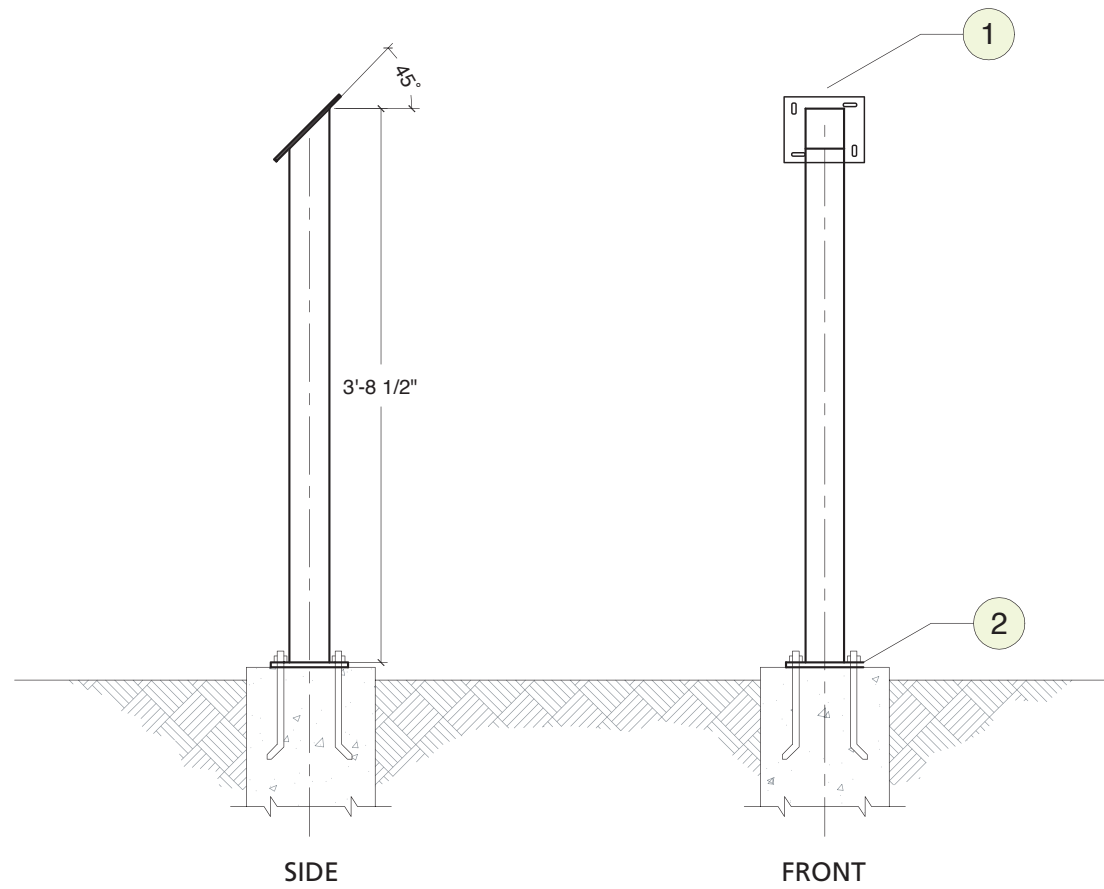
Drawings supplied by
FOSSIL
INDUSTRIES

5. CONSTRUCTION DETAILS - SIGN TYPE 2 - MEDIUM SIGN



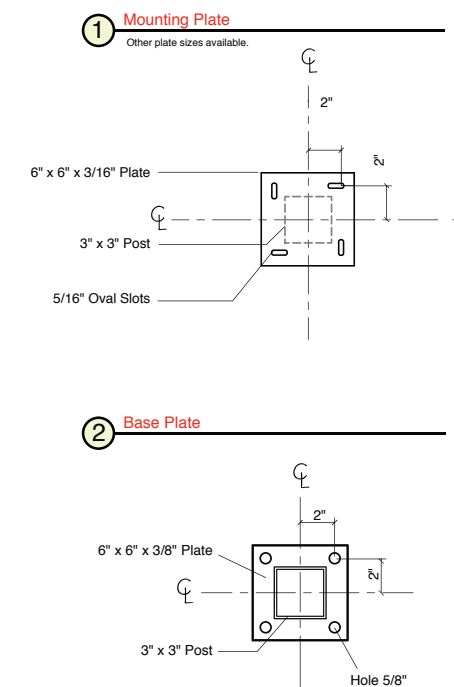


1. Elevation Sign Type 3 - Small Panel
Scale: 3/4"=1'-0"



2. Elevation - Sign Type 3 Parts
Scale: 3/4"=1'-0"

Pedestal: Fossil Part SP66
For ground burial situations, use part SPG66



Drawings supplied by

FOSSIL
INDUSTRIES

5. CONSTRUCTION DETAILS - SIGN TYPE 3 - SMALL SIGN

