

Merit Award: Fairmount Park Master Signage and Interpretive Guidelines

Location: Philadelphia

Client: Fairmount Park Commission, Center City District

Design: Cloud Gehshan Associates

Design Team: Jerome Cloud (principal in charge), Peter Kelly, Julie Colton, Peter Reed, Barbara Schwarzenbach, Dorothy Funderwhite, Andy Parsons, Greg Prichard, John Herrick

Consultants: Dommertphillips (interpretive planning)

Images: Cloud Gehshan Associates

Jury Comments

"I developed documentation envy. As a group, the SEGD membership should strive to attain this level of professionalism. The document demonstrates a complete understanding of the entire EGD process from start to finish."

Philadelphia's Fairmount Park system encompasses 9,200 acres, 63 neighborhood parks, and a crowded events calendar. Cloud Gehshan Associates developed a sign system that extends throughout the park, from the quietest trails through the heart of the city and on to the Delaware waterfront.

The system includes 42 sign types, as well

as variations that allow for different budgets. Type fonts and colors are drawn from a common palette, interpretive signs work equally well for natural treasures and man-made features, and materials, finishes, and lettering technologies are consistent. Whether identifying athletic fields, historic buildings, public art, or nature trails, the comprehensive sign

program gives park officials the tools they need to serve diverse needs.

Installation of the park signs has begun in the northeast quadrant of the city. The remaining quadrants will be phased in over the next three to four years. When complete, the system will include approximately 600 signs.

