

Walk!Philadelphia

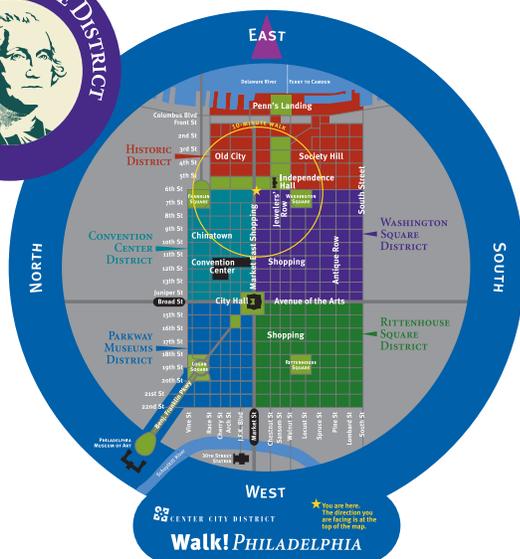


Philadelphia's innovative and visually dynamic pedestrian sign system designed to help guide visitors in Center City

Conceived in 1995 by the Center City District as part of the \$26 million Streetscape Improvement Project, Walk!Philadelphia is the largest comprehensive pedestrian sign system in North America. Walk!Philadelphia consists of two major components: diskmaps and directionals.



Shops at the Bellevue	↑
Avenue of the Arts	↑
City Hall	↑
Academy of Music	←
Chestnut Street Shopping	←
PARKWAY MUSEUMS DISTRICT	←
CONVENTION CENTER DISTRICT	↑
WASHINGTON SQUARE DISTRICT	↑



Disk Maps

These simplified, diagrammatic maps of Center City are located mid-block on both sides of the street. They utilize a "heads-up" orientation which always place the direction the viewer is facing at the top of the map. This allows visitors to quickly orient themselves in the City. If a destination on the map is toward the top and left on the map, they simply walk forward and turn left.

The map itself divides Center City into five color-coded districts each with a distinct, color-coded icon. Key landmarks and significant cultural and commercial areas are shown and a "You Are Here" star indicates the center of a 10-minute walking radius that helps users determine walking distance to destinations.

Directionals

These colorful signs, located at each street corner, display six to ten listings of nearby destinations. The double-faced directional signs also display the name, color and icon of the district the user is in. Listed destinations include landmarks and areas shown on the disk maps as well as attractions within a 2-to-5 block radius. Arrows indicate the direction of the listed destinations in order of proximity to the sign location.

Since 1998 licensing agreements with the Foundation for Architecture and University City District have resulted in the expansion of the wayfinding system beyond its original boundaries. Walk!Philadelphia now covers Philadelphia from the Delaware River west to 42nd Street and from Vine to South Streets featuring 1,368 directional faces on 684 signs and 870 diskmaps on 435 signs.

Elements of the Walk!Philadelphia map have also been incorporated into:

- Old Philadelphia Congregations interpretive signs
- Widely-distributed visitor maps published by the Philadelphia Convention and Visitors Bureau and Where Magazine
- PATCO train stations in Center City

Walk!Philadelphia was designed by Joel Katz Design Associates (bracket design by Bressler Group). The signs were manufactured by AGS of Exton, PA.