



COBBS CREEK FOUNDATION

Alex M. Smith

Director of the Philadelphia Art Commission
Art and Design Division Manager
Philadelphia City Planning Commission
Department of Planning & Development
City of Philadelphia

November 12, 2024

RE: Cobbs Creek Golf Course Restoration
Art Commission – Signage Review Meeting
November 27th, 2024

Dear Mr. Smith:

This letter serves as our formal request to be placed on the Art Commissions November 27th Agenda requesting final review for the proposed exterior signage of our project.

Our design firm Exit Group will be joining me at the presentation to outline our proposed signage standards and designs. Our presentation will provide the following information.

- Approximate number and types of signs, including their dimensions and materials.
- We are proposing all new signage for the property.
- Our contact information should include the following individuals.
 - Donald H. Dissinger AIA – Project Development Director for the CCF
 - 215-990-2360
 - dhd@suntopdesign.com
 - Robert Allen – Director of Property & Concessions Management City of Philadelphia Department of Parks and Recreation
 - 215-901-1577
 - Robert.Allen@phila.gov
 - Alex Cohn – Project Manager Exit Group
 - 585-749-9695
 - alex.cohn@exploreexit.com



COBBS
CREEK FOUNDATION

Sincerely,

Donald H. Dissinger AIA

Project Development Director
Cobbs Creek Foundation

President
Suntop Design Group LLC
dhd@suntopdesign.com
215-990-2360

DRAFT

exit

November 27th, 2024

Art Commission
Cobbs Creek Foundation
Exterior Signage

Exit Design
725 N 4th Street
Philadelphia, PA 19123
info@exploreexit.com

exploreexit.com

Work to Date

Goals and Objectives

Expand access to golf. Shift golf to be viewed as an inclusive sport.

Have a positive, meaningful impact on the community.

Be a national model for the future of golf.

Create a once in a lifetime golf course experience.

Brand Experience

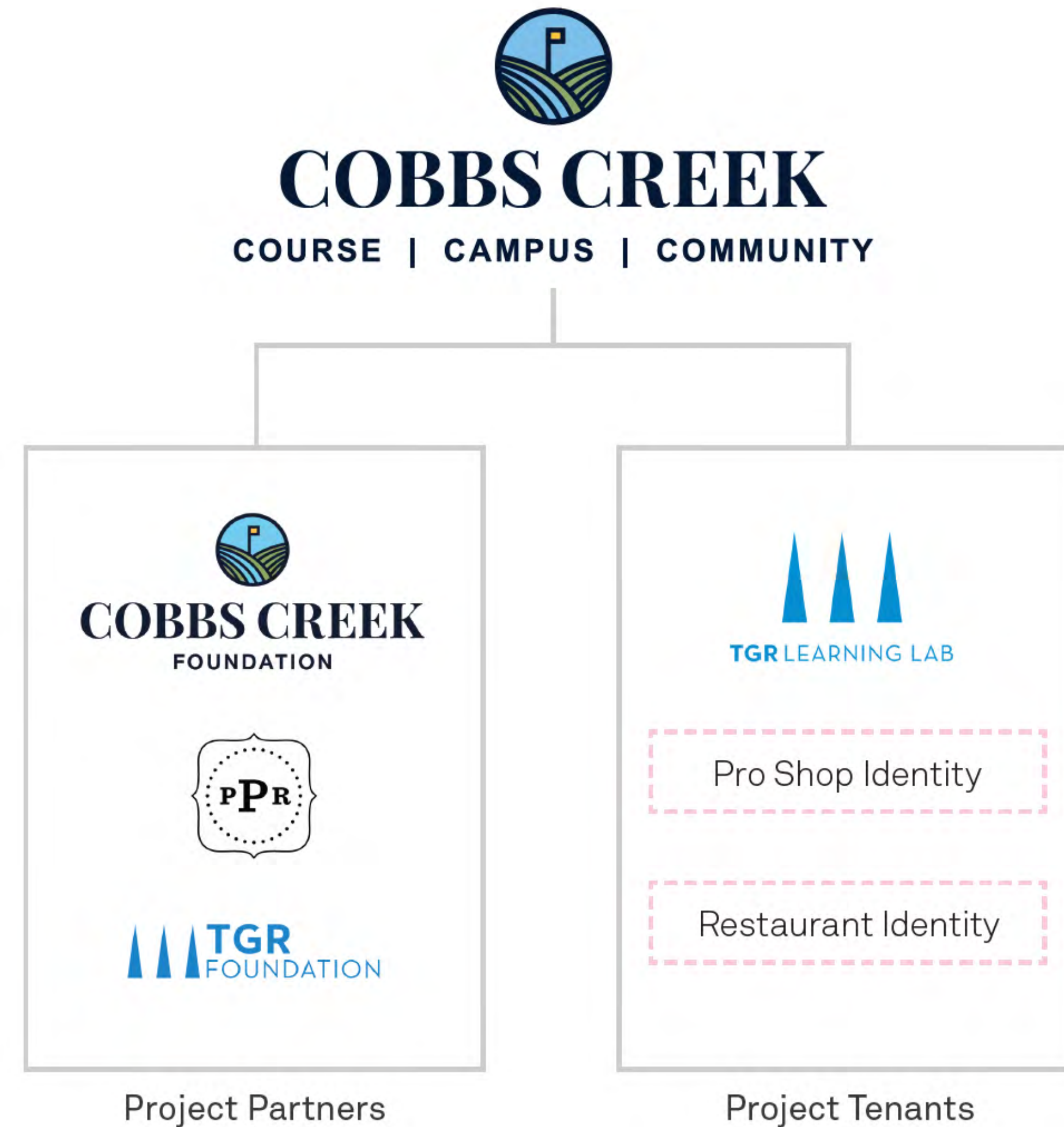
Brand Hierarchy

Site Identification Signs

Scenario 1
Only full Cobbs Creek logo

Scenario 2
Cobbs Creek logomark + PPR logomark

Scenario 3
Cobbs Creek Golf Course logo = primary
Presenting Partner logos = secondary



= Brand TBD

Design Criteria

Expand access to golf

Support the brand mission and values of Cobbs Creek

Create an elevated golf experience

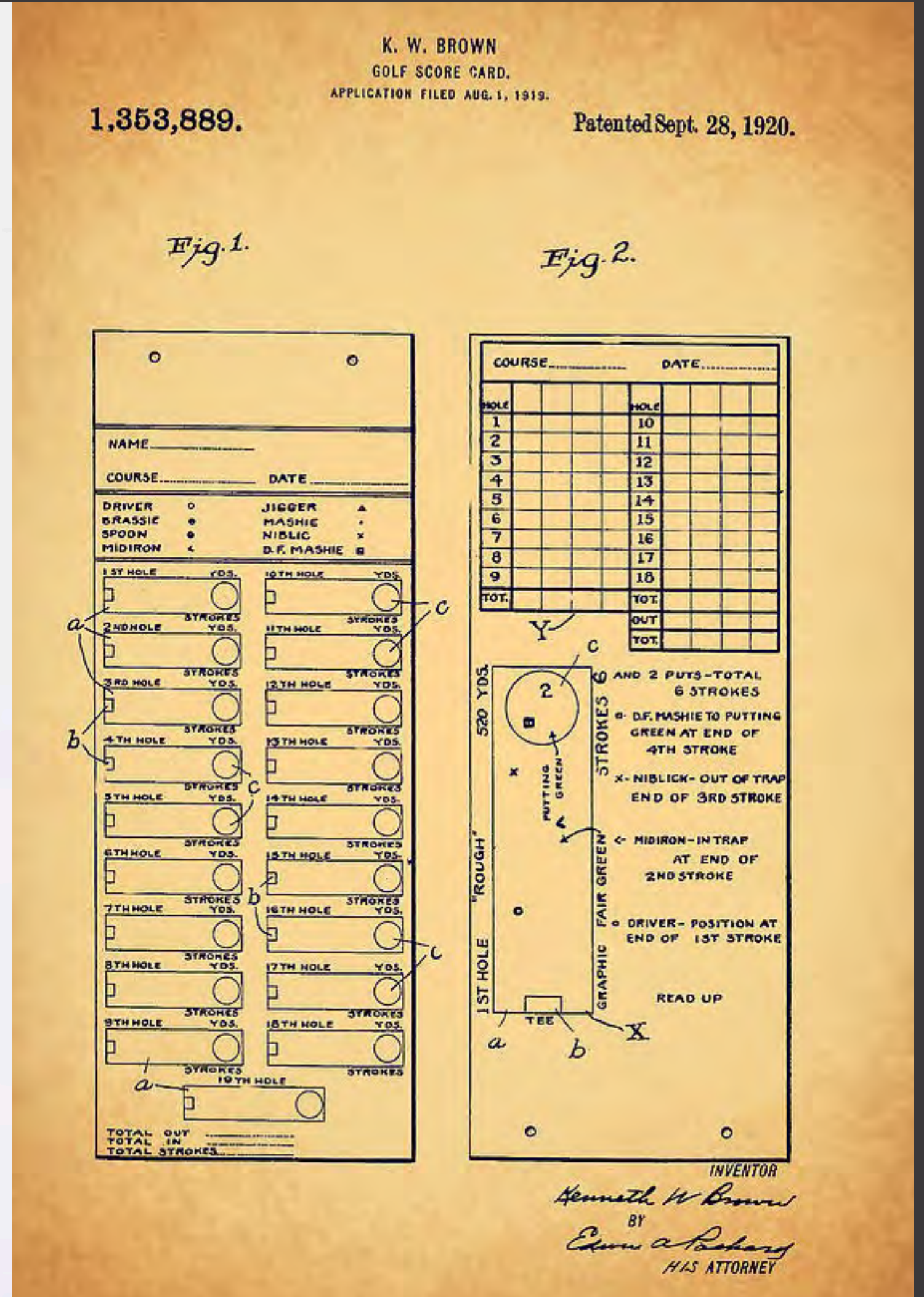
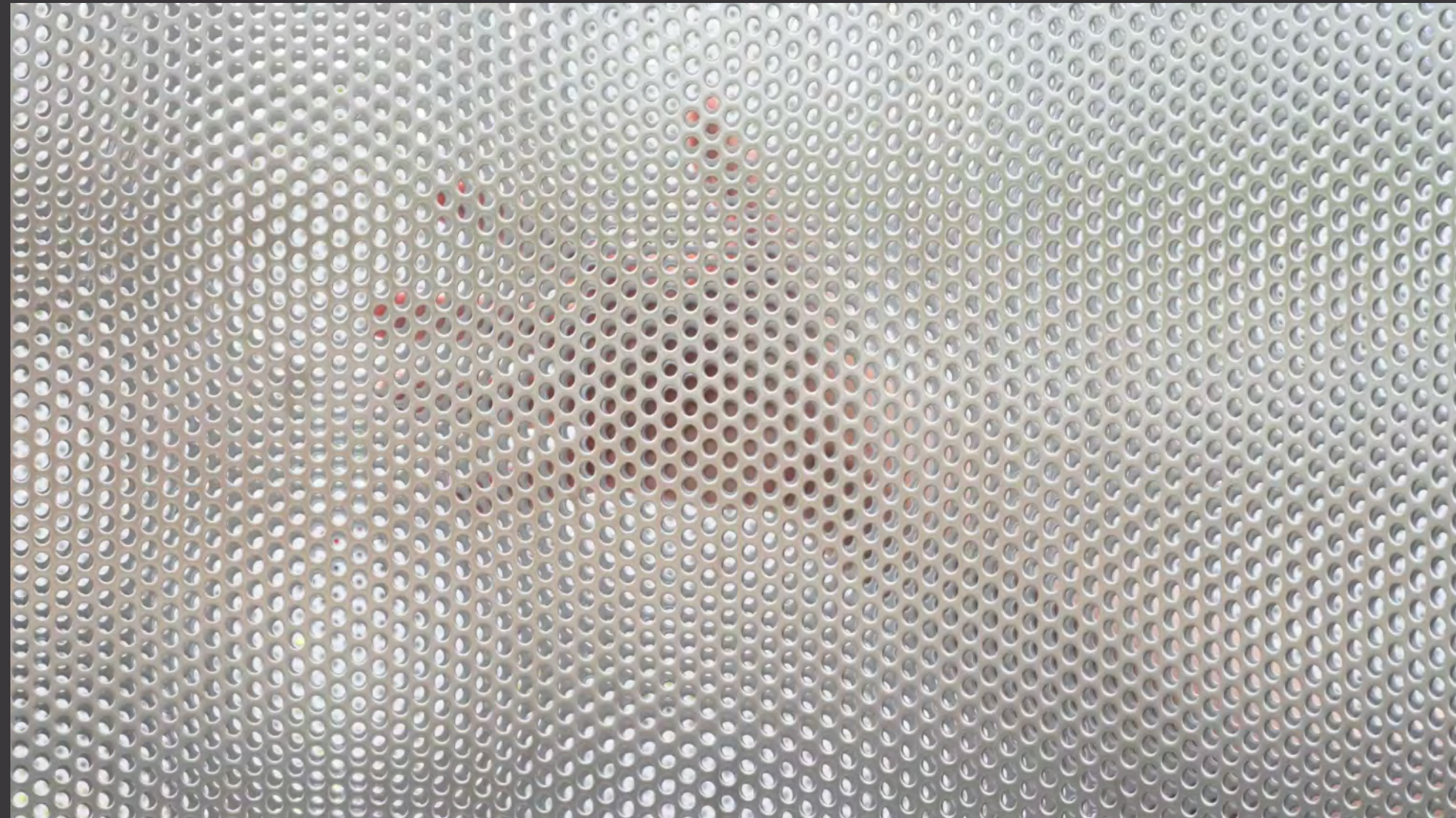
Design appropriate to the place and brand

Timeless and sustainable

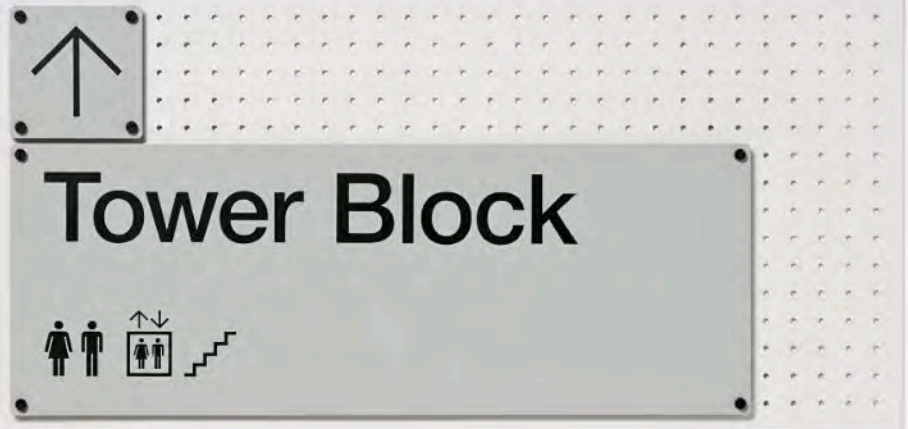
Visual Inspiration/Precedents



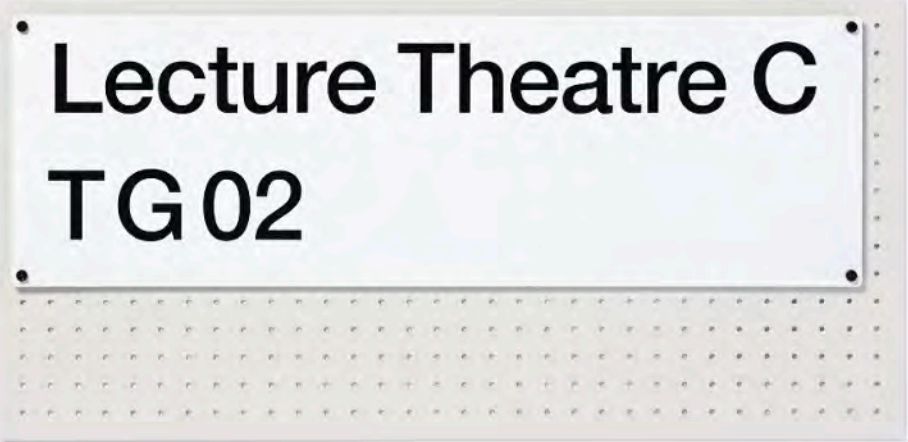
Design Theme



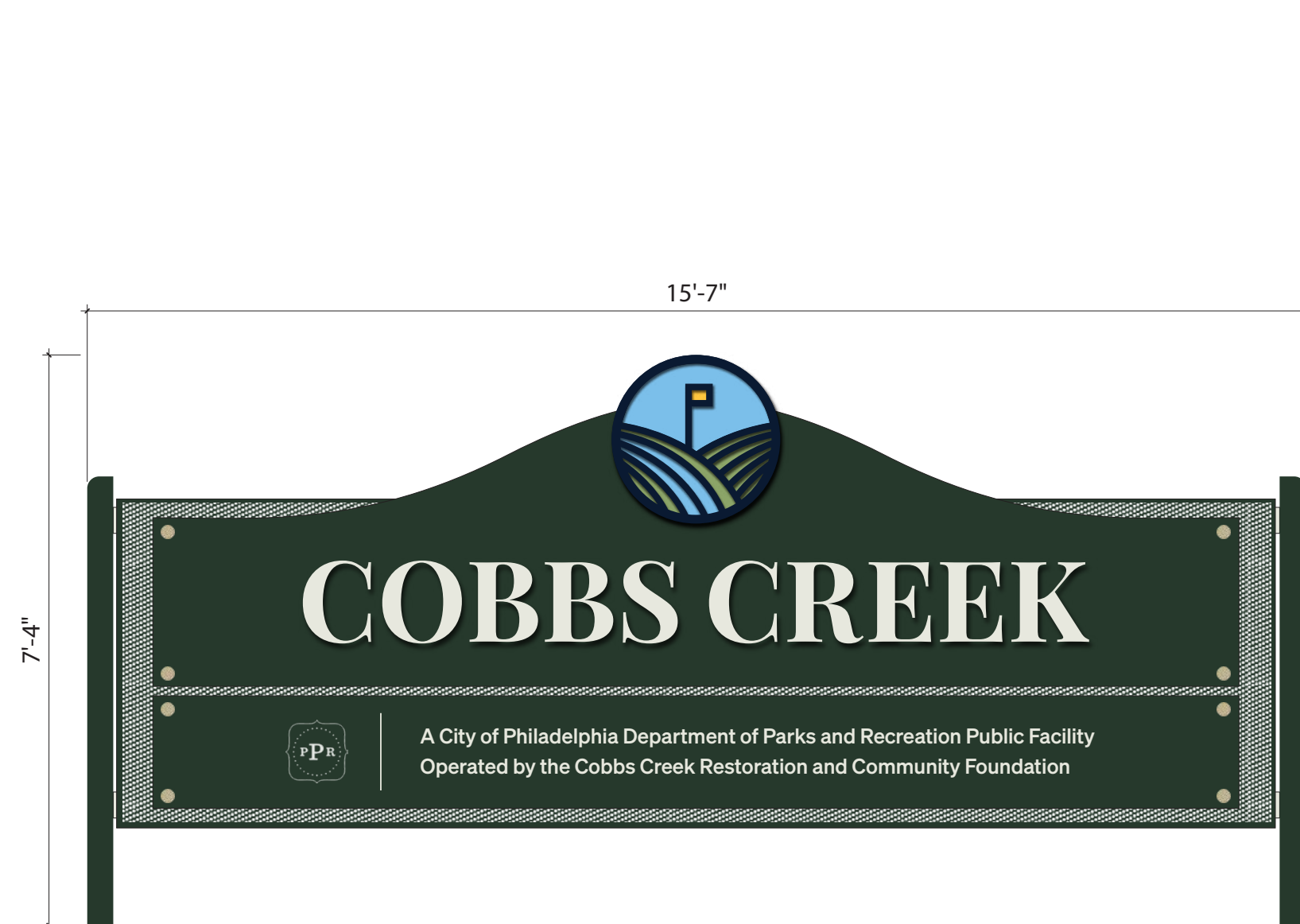
D306



D409
Dean of Academic
Development and Quality



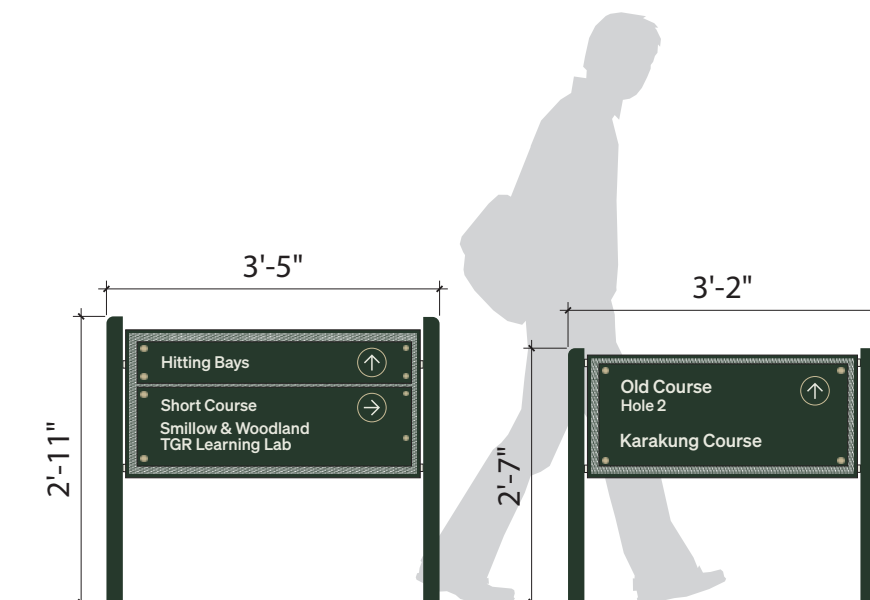
Schematic Sign Menu



Gateway

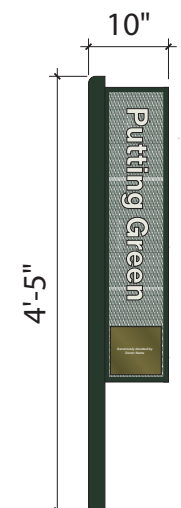


Vehicular Directional



Pedestrian Directional

Cart Directional



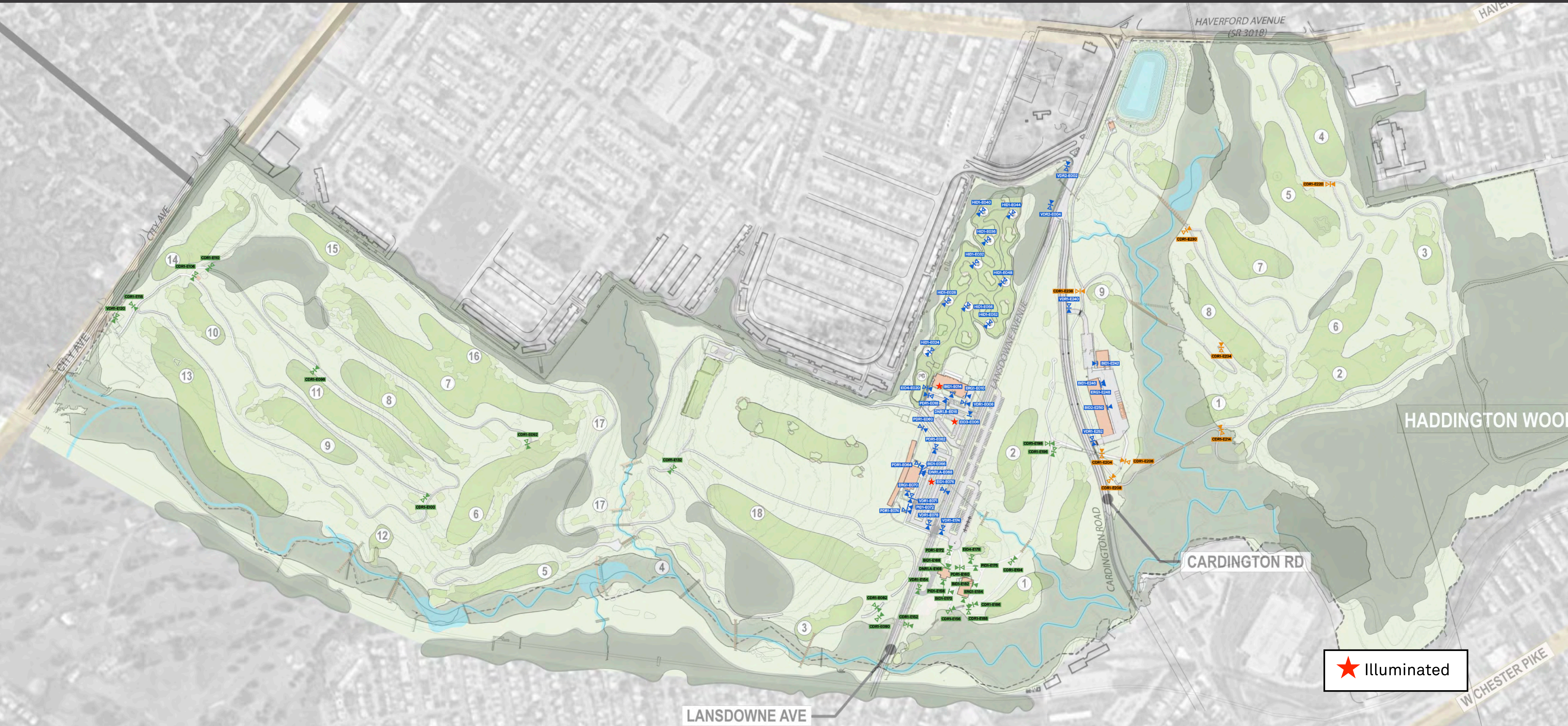
Amenity Identification

Vehicular Directionals



Exterior Design Development

Location Plan

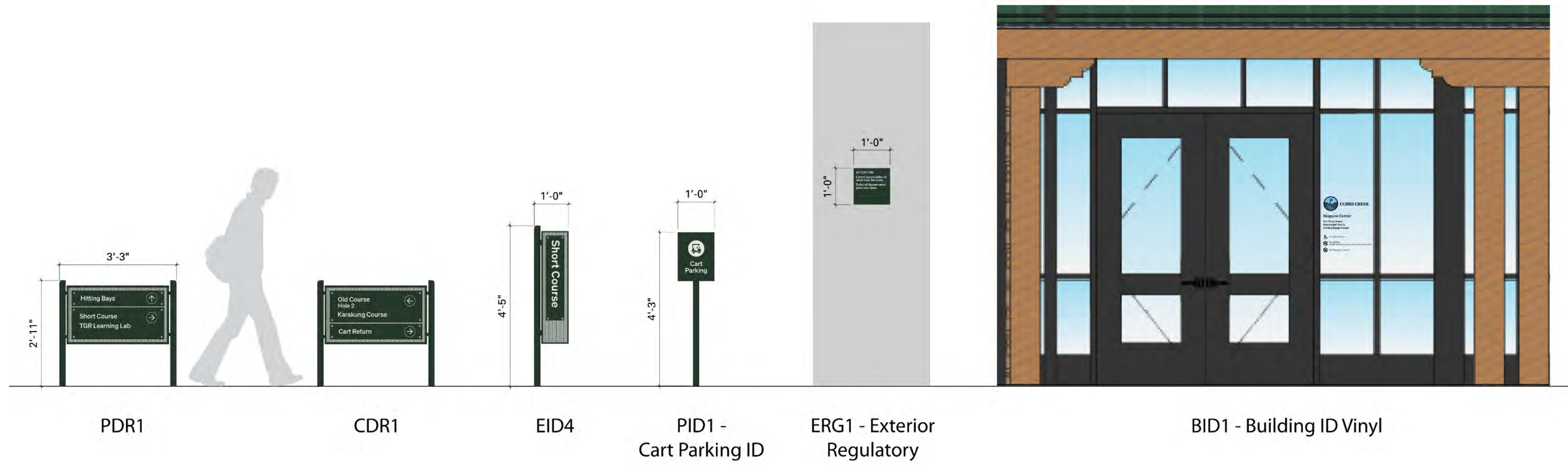
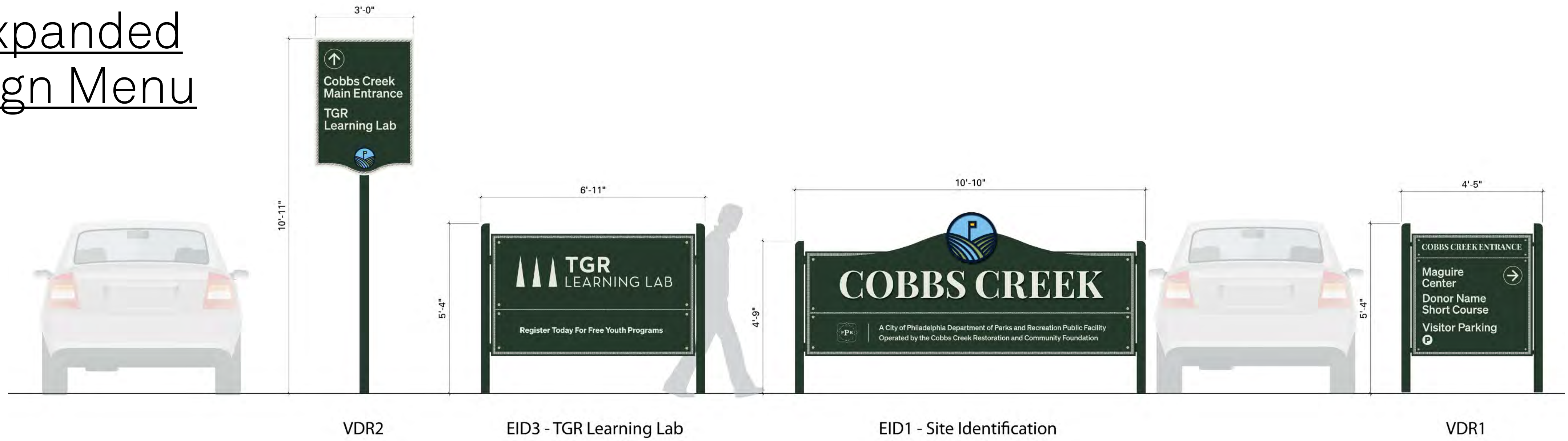


Sign Count

Sign Code	Sign Type	Details	Qty
DNR1.A	Dimensional Donor Letters		2
DNR1.B	Dimensional TGR Learning Lab Donor Letters		1
EID1	Site Identification		1
EID3	TGR Learning Lab Identification		1
VDR1	Vehicular Directional		8
VDR2	Vehicular Directional (Pole Mount)		2
PDR1	Pedestrian Directional		7
CDR1	Golf Cart Directional		24
EID4	Amenity Identification		2
HID1	Hole Identification (Short Course)		9
BID1	Building Identification Vinyl		7
BID2	Building Identification Letters		1
PID1	Parking Identification		3
ERG1	Exterior Regulatory Message		4

Subtotal: 72

Expanded Sign Menu



Graphic Palette

Typography – Söhne

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz**

Additional Characters

**0123456789
#!%^&@()?\$**

Sample Application

**Old Course
Hole 2**

Weights

Light Italic
Regular Italic
Medium Italic
Bold Italic

Graphic Elements & Iconography



Color/Material Palette

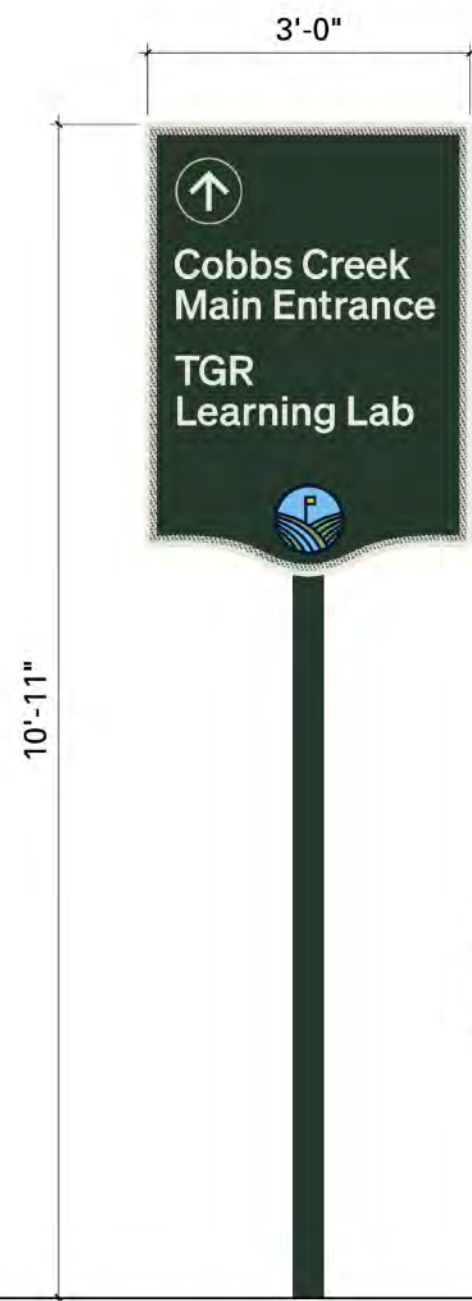
Material Palette



Color Palette



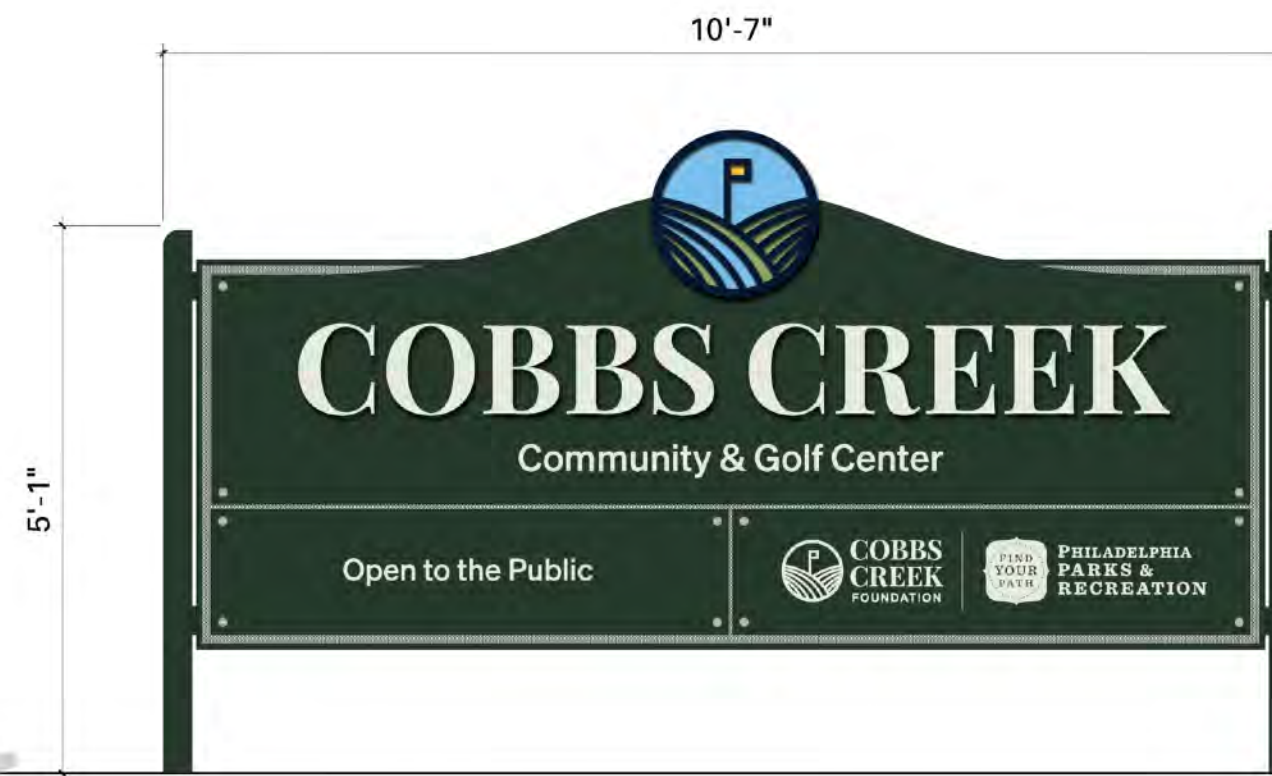
Lansdowne Ave



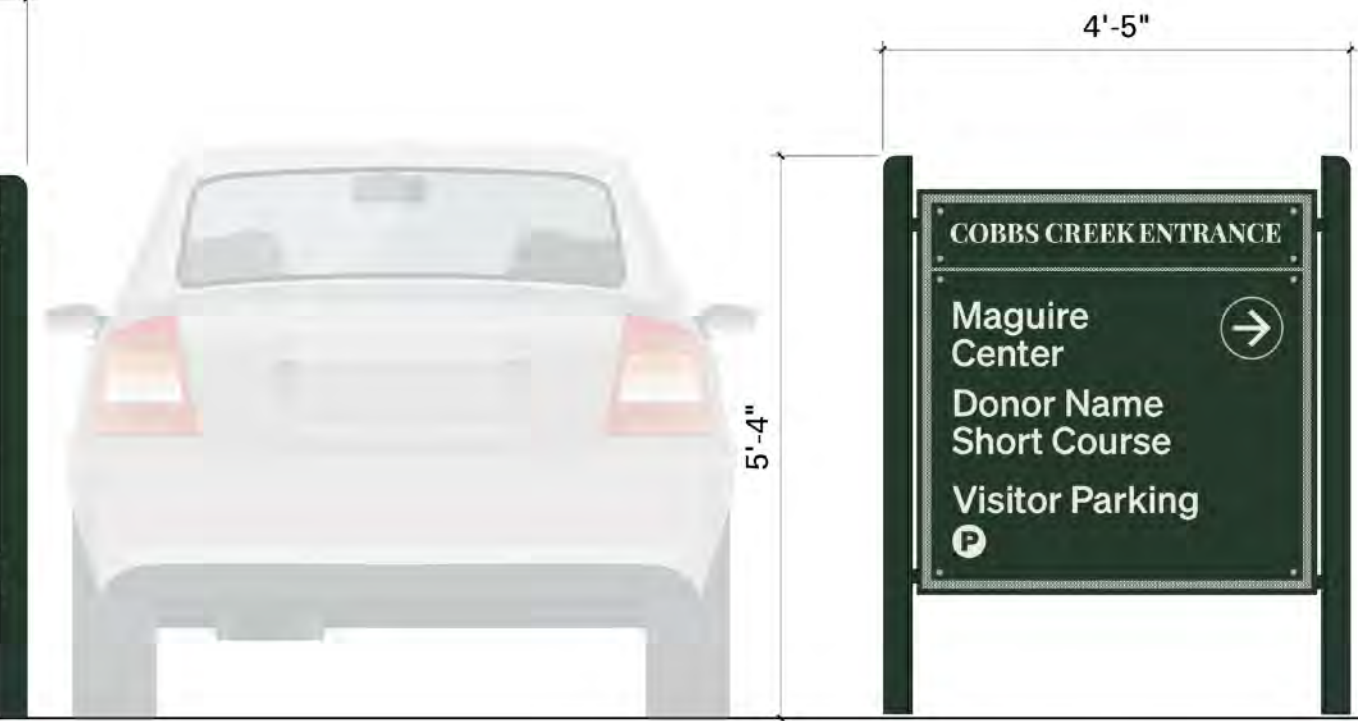
VDR2



EID3 - TGR Learning Lab



EID1 - Site Identification



VDR1





ONLY

ONLY

↑
Cobb Creek
Main Entrance
TGR
Learning Lab
↓

13-0

↶
Maintenance
Complex
P



COBBS CREEK ENTRANCE
← Maguire Center
Donor Name
Short Course
Visitor Parking

COBBS CREEK

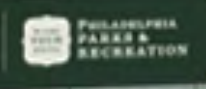
COBBS CREEK ENTRANCE
Donor Name Clubhouse →
Golf Parking



COBBS CREEK

Community & Golf Center

Open to the Public

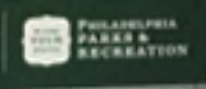


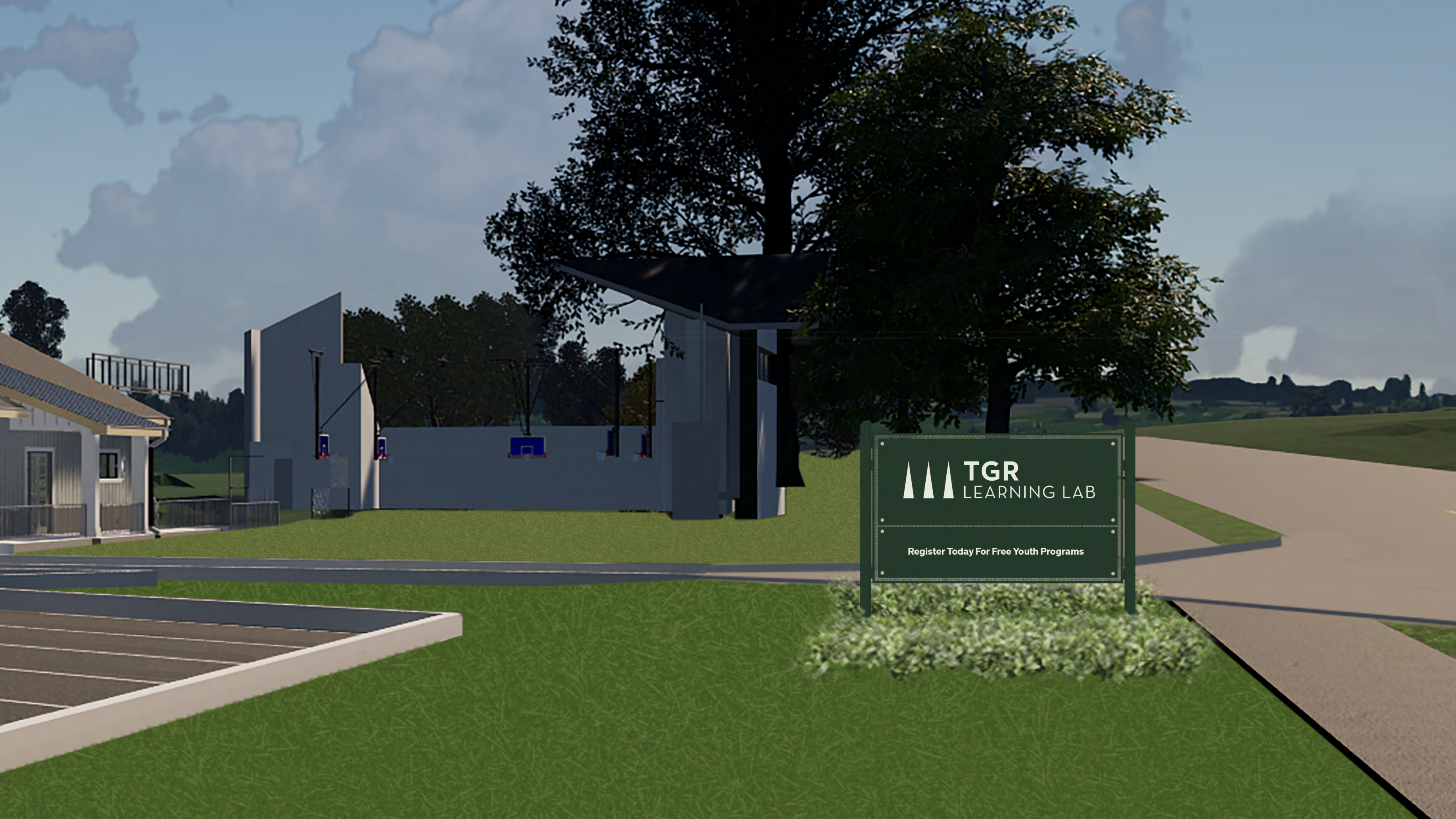


COBBS CREEK

Community & Golf Center

Open to the Public





 **TGR**
LEARNING LAB

Register Today For Free Youth Programs



 **TGR**
LEARNING LAB

Register Today For Free Youth Programs

Details

Cobbs Creek Gateway



Dimensional Logo



Dimensional Letters

COBBS' CREEK
Community & Golf Center

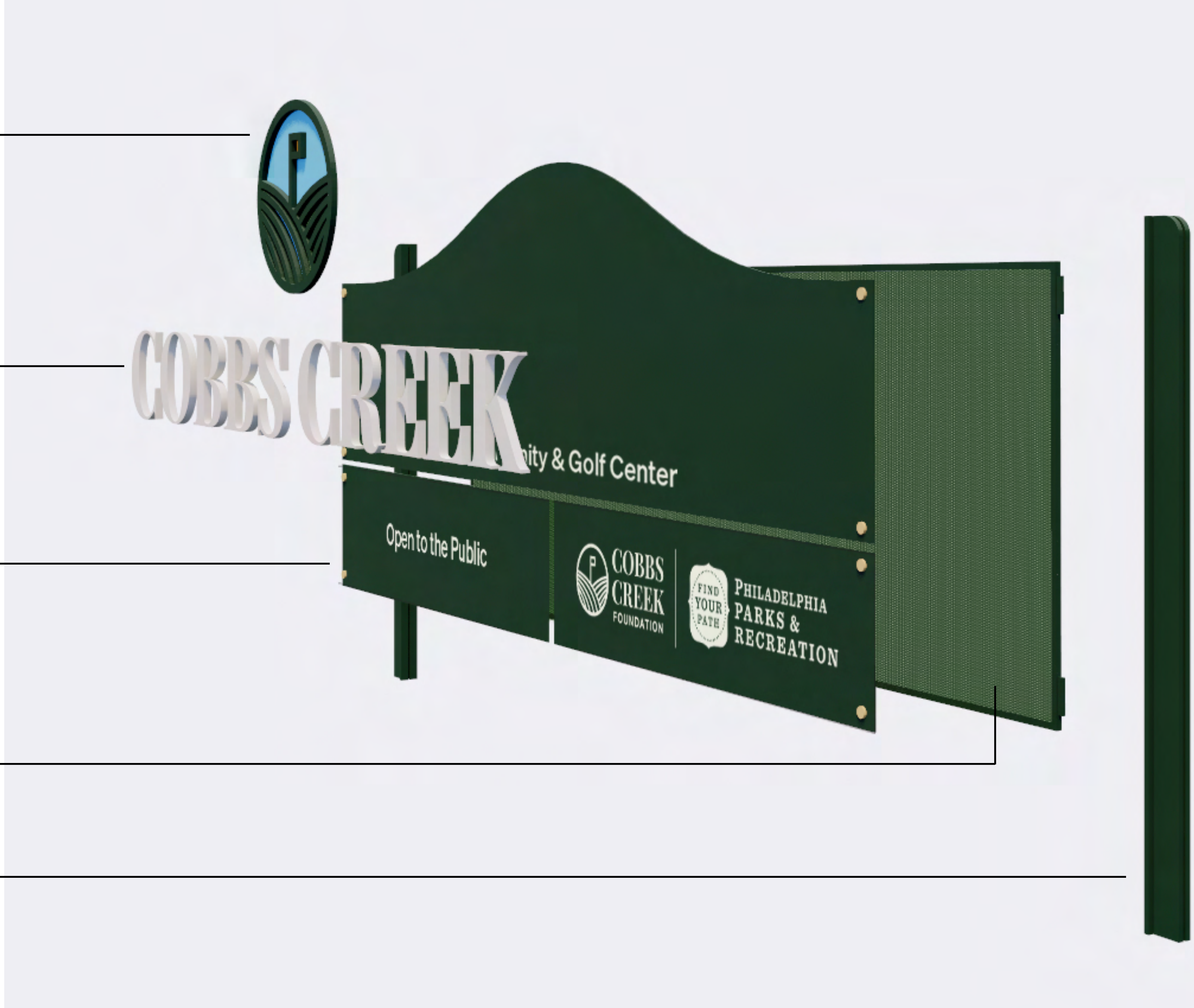
Front Panel - Solid

Open to the Public

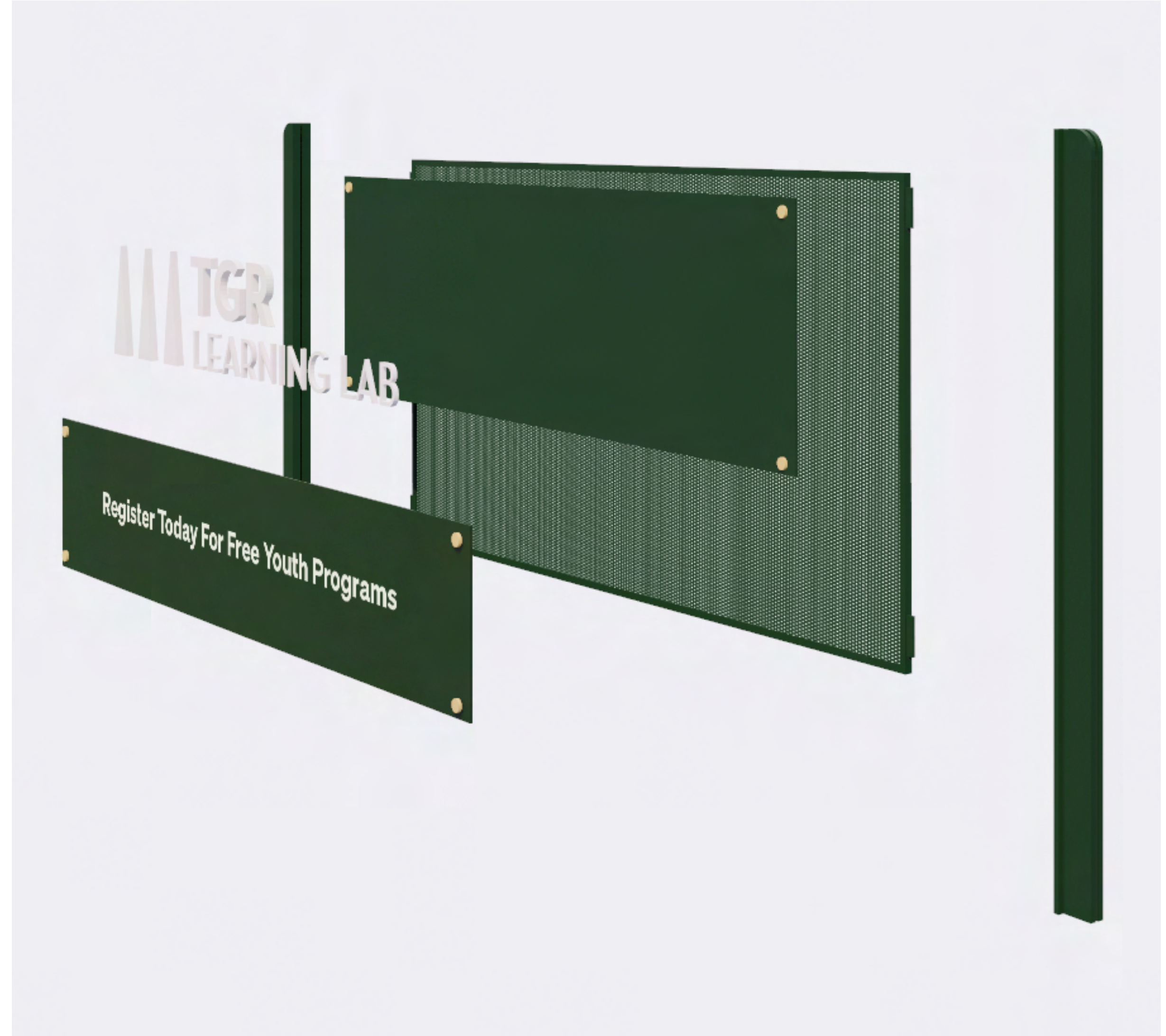


Back Panel - Perf

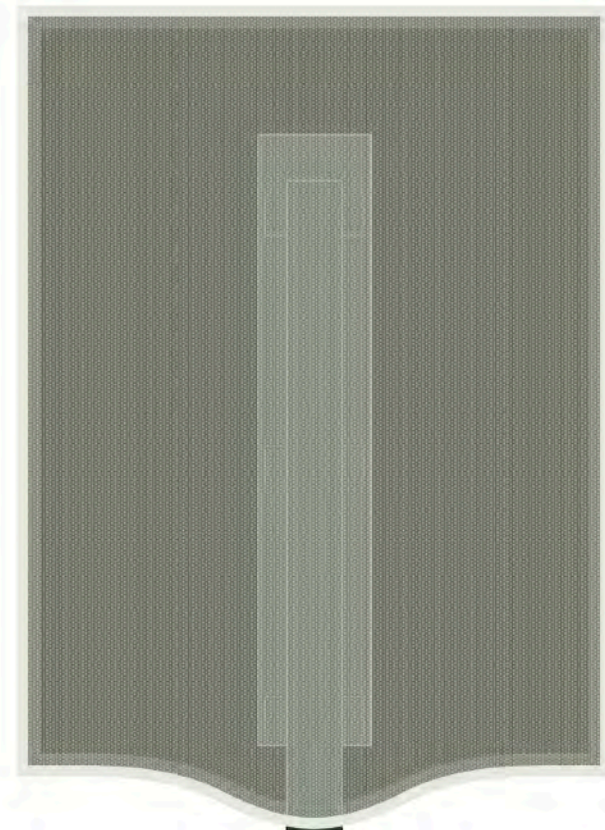
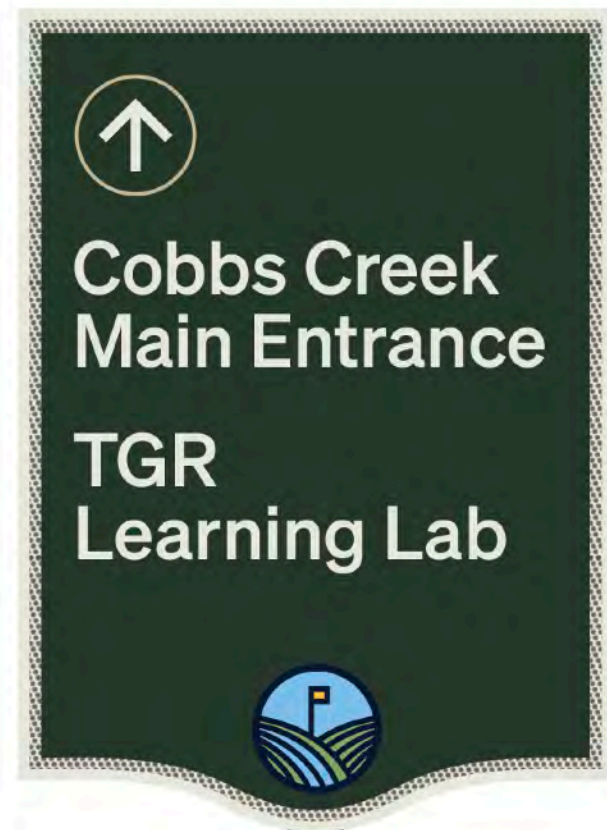
Sign Posts



TGR Gateway



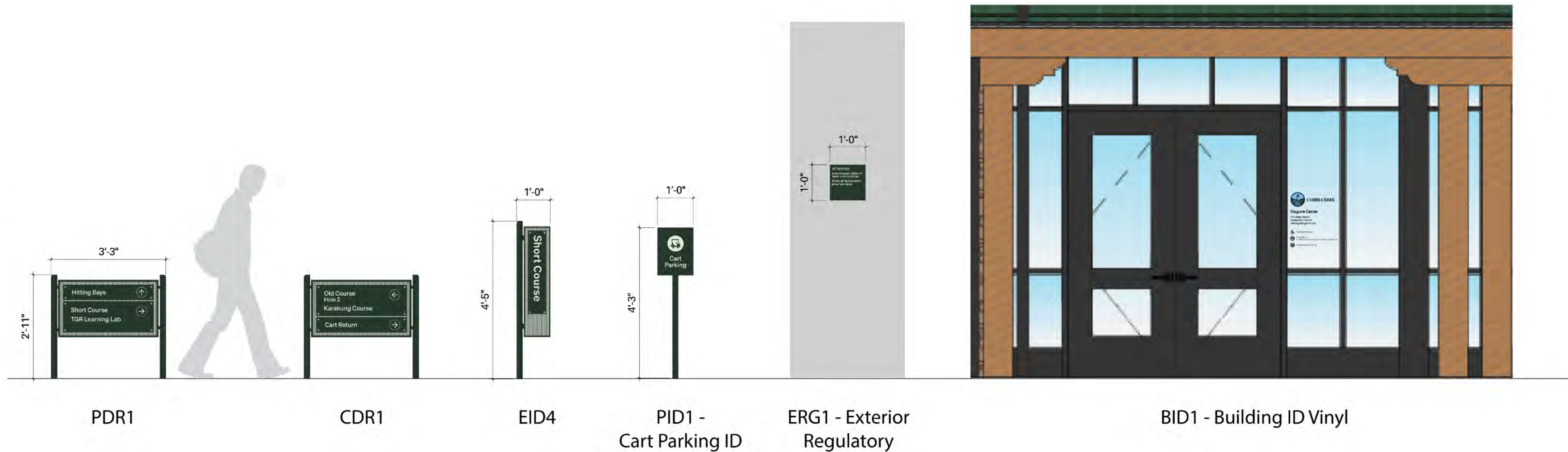
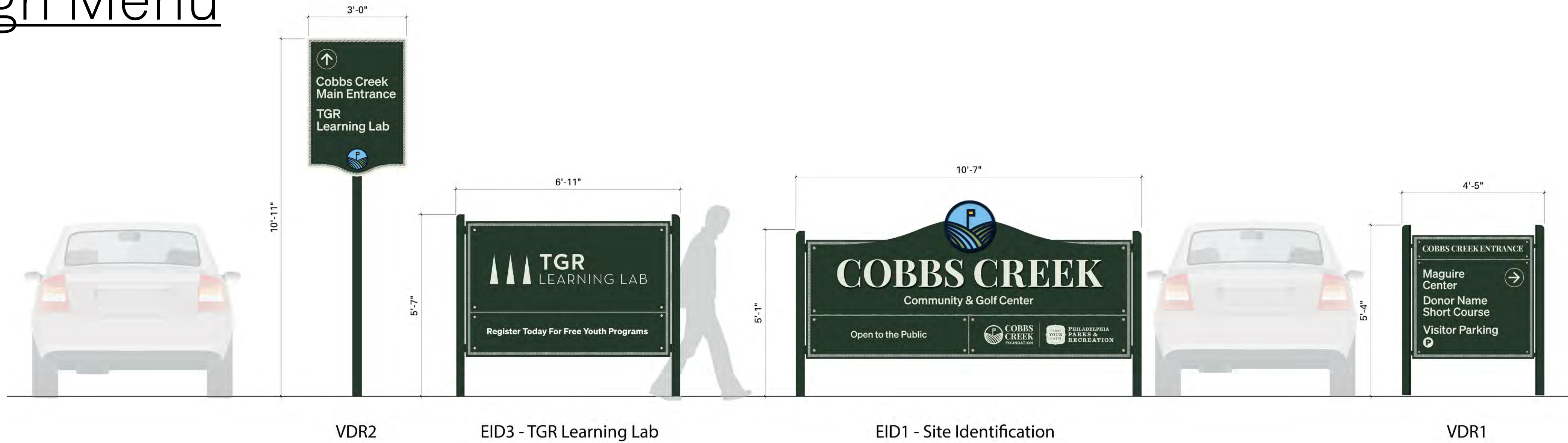
VDR2 - Single Post



Amenity ID



Sign Menu



Donor Signage

Work to Date

Donor Recognition

Establish Levels of Giving

Establish a consistent approach to giving levels to create equity across the site. Designate giving levels per spacial typology (campus, building, golf course, hole, driving range bay, etc.) and assign specific recognition sign elements to each level. Established giving levels and recognition sign elements create clear distinctions between gifts and help to manage donor expectations. Create rules around where donor recognition may appear in the environment based on giving levels to help plan space for donor contributions.

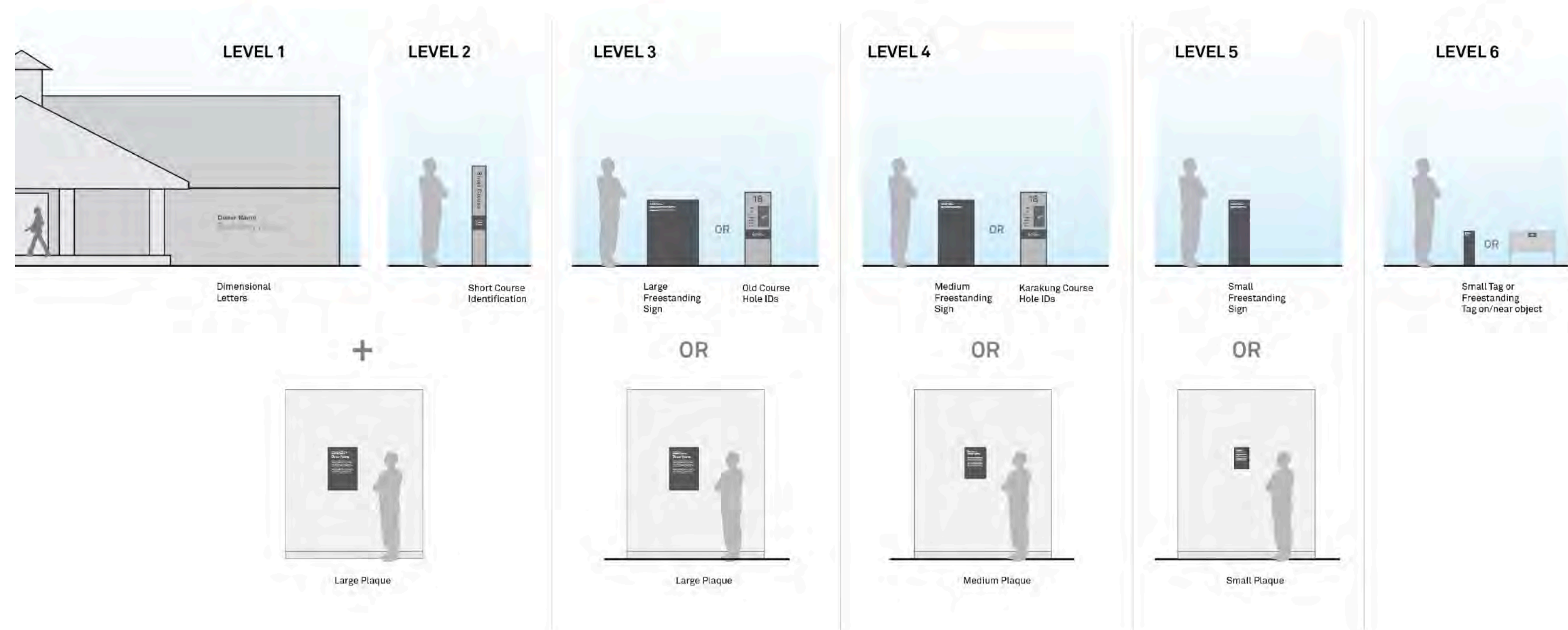
Donor Name Representation

DONOR'S FULL NAME		NON-SIGNAGE (Website, print, etc.) Full Name + Logo
Jane A. & Jack Smith		Jane A. & Jack Smith Driving Range Building
VEHICULAR/PEDESTRIAN DIRECTIONALS Abbreviated Name	BUILDING ID Full Name	ENTRANCE ID Full Name + Logo
Smith Driving Range Building	Jane A. & Jack Smith Driving Range Building	Jane A. & Jack Smith Driving Range Building



Exterior Giving Levels

LEVEL 1 \$10M-15M	LEVEL 2 \$5M-10M	LEVEL 3 \$1M-5M	LEVEL 4 \$500K-1M	LEVEL 5 \$100K-500K	LEVEL 6 \$500+
EDUCATION The Learning Lab	EDUCATION Short Course	GOLF West Campus Central Campus East Campus 18 Hole Course 9 Hole Course First Hole Practice Green Charlie Sifford Statue Cobbs Creek Holes (18)	GOLF Halfway House Karakung Starter hut Karakung Holes (9)	GOLF Practice Green Caddie Space Youth Golf Putting Green Short Course Holes (18) Bridges/Tunnels (6) Driving Range Bays - Learning (10) Driving Range Bays (74) Yardage Plaques	GOLF Benches Golf Carts
GOLF Clubhouse Driving Range	GOLF Patio	ENVIRONMENT Restored Cobbs Creek Wetlands	ENVIRONMENT Bird Watching Stations Gardens	COMMUNITY Bricks Trees	
OTHER Maguire Family Gift TBD					



Exterior Donor Development

Donor Signage

MAGUIRE CENTER

DNR1.A
Dimensional Donor Letters

Level 1



PRESENTED BY
The Smillow Foundation
The Woodland Family

DNR1.B
Dimensional TGR Learning Lab Donor Letters

Level 1



DNR6
Amenity Donor Plaque
Level 2

DNR7
Hole Donor Plaque
(Old & Karakung Courses)
Level 3 & 5

DNR5.B
Freestanding
X-Small
Level 6

DNR4.B
Freestanding
Small
Level 5

DNR3.B
Freestanding
Medium
Level 4

DNR2.B
Freestanding
Large
Level 1-3

DNR5.A
Wall Plaque
X-Small
Level 6

DNR4.A
Wall Plaque
Small
Level 5

DNR3.A
Wall Plaque
Medium
Level 4

DNR2.A
Wall Plaque
Large
Level 1-3

Donor Signage Details

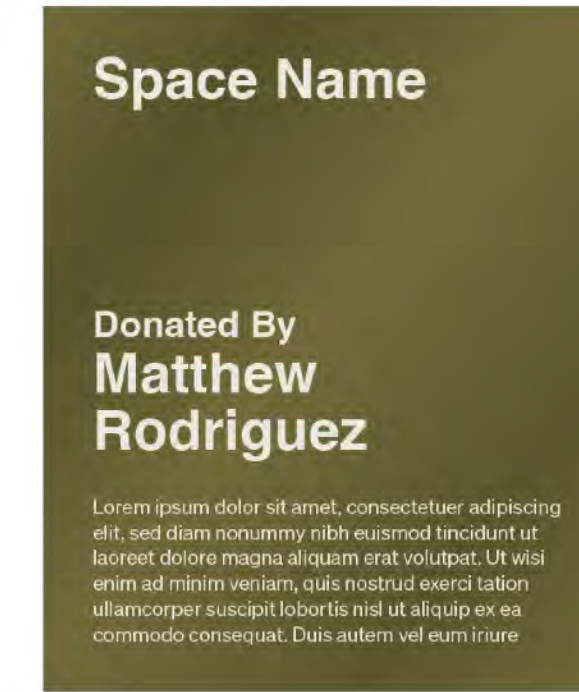
LEVELS 1-5



DNR4.B
Freestanding
Small
Level 5

DNR3.B
Freestanding
Medium
Level 4

DNR2.B
Freestanding
Large
Level 1-3



DNR2.B
Large Plaque Layout



DNR3.B
Medium Plaque Layout



DNR4.B
Small Plaque Layout



Benchmark

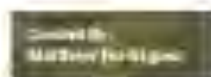
Donor Signage Details

LEVELS 3-4 & 6



DNR7
Hole Donor Plaque
(Old & Karakung Courses)

Level 3 & 4



DNR5.B
Freestanding
X-Small

Level 6



Donor Signage Details

LEVELS 2 & 5



DNR6
Amenity Donor Plaque
Level 4



Building Signage

Driving Range Building



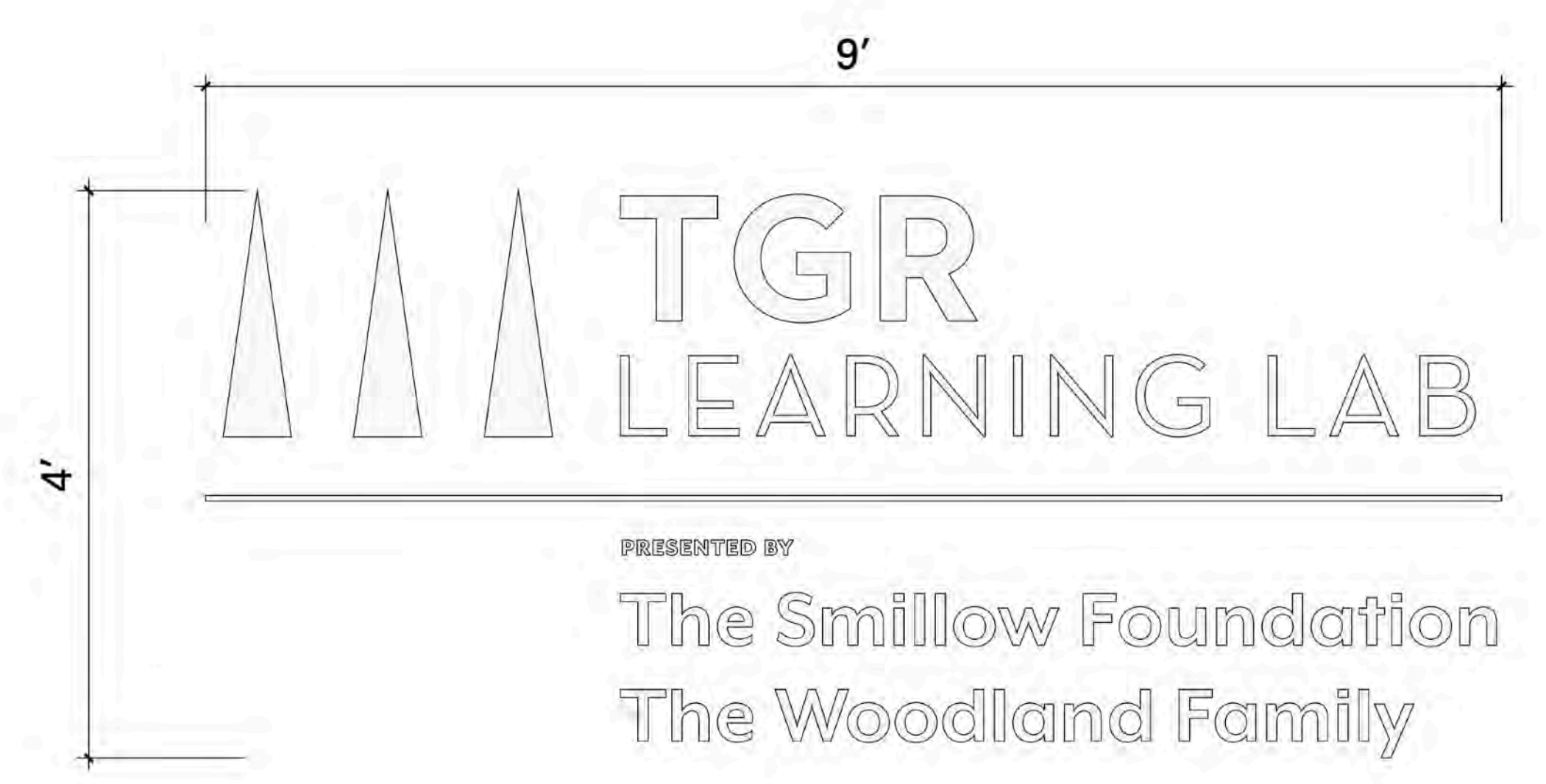
13'-6"
1'-2"
MAGUIRE CENTER

Driving Range Building

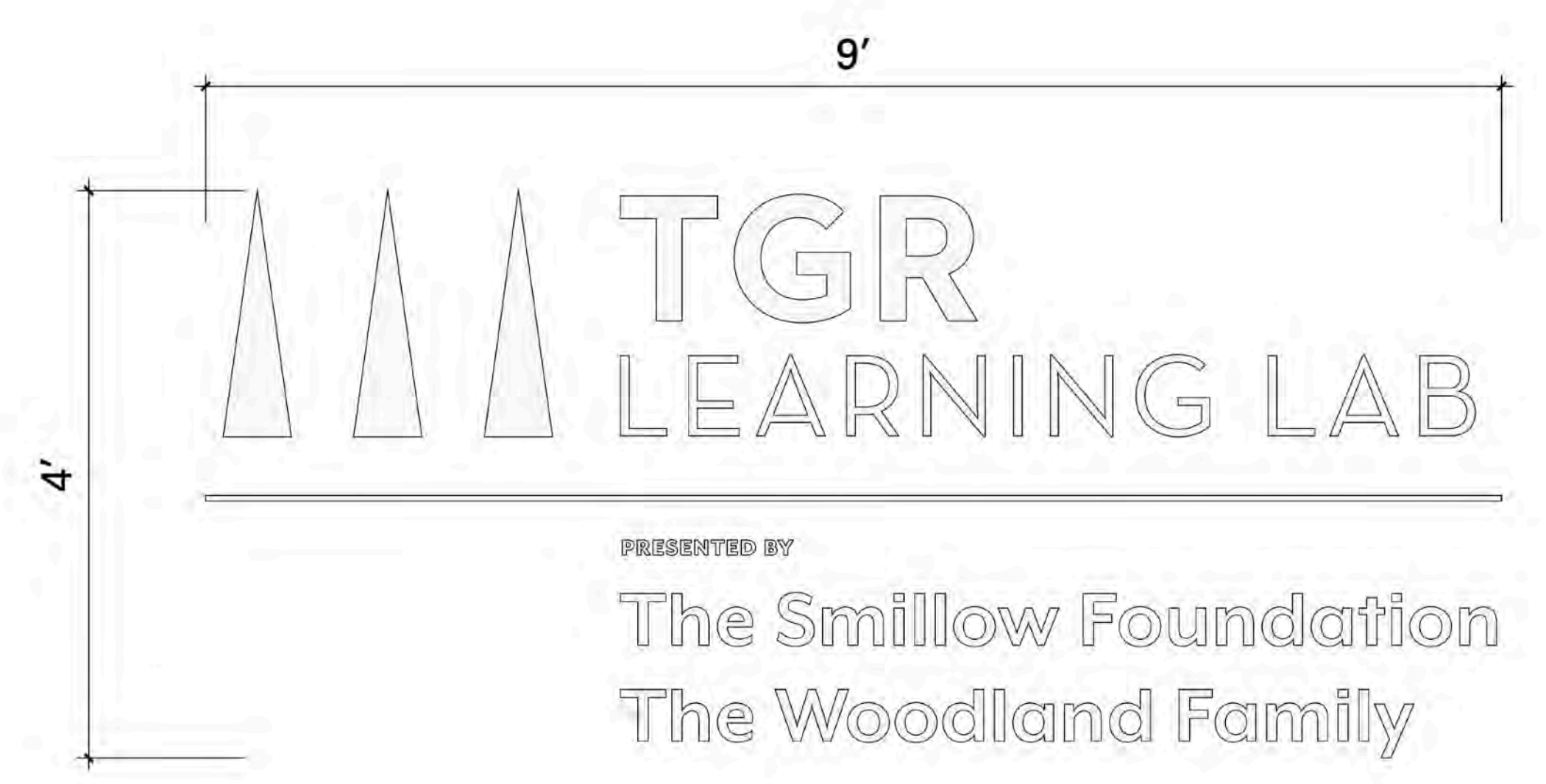


13'-6"
1'-2"
MAGUIRE CENTER

TGR Learning Lab - Option 2



TGR Learning Lab - Option 2



Club House - Option 1



12'-10"
10"
Donor Name Club House



Club House - Option 1



12'-10"
10"
Donor Name Club House



Club House - Option 2



14'-5"
10"
DONOR NAME CLUB HOUSE



Club House - Option 2



14'-5"
10"
DONOR NAME CLUB HOUSE



Building Signage



Clubhouse Option 1



Clubhouse Option 2



Thank you!