



March 12, 2025

Philadelphia Art Commission
1515 Arch St.
13th floor
Philadelphia, PA 19102

Via email

RE: File #169-22 Calder Gardens Exterior Signage

Dear Members of the Art Commission and the Signage and Streeter Committee,

On behalf of Aegis's client, Calder Gardens (File #169-22), located at 2100 Benjamin Franklin Parkway, I am pleased to submit the attached materials regarding our proposed exterior signage for your review at the upcoming March 26th meeting of the Art Commission's Signage and Streeter Committee.

Calder Gardens has retained the graphic design services of karlssonwilker to develop the exterior signs that will identify Calder Gardens for visitors and passersby. It is worth noting that the signs have been designed to coordinate with the rest of the Calder Gardens project designed by architect Herzog de Meuron and landscape designer Piet Oudolf.

As you can see in the attached PDF from karlssonwilker dated March 12, 2025, the three (3) Signs 01, 02, and 03 are to be die cut blackened stainless steel, will be approximately five feet tall, and will sit among the plantings a few feet behind the perimeter fence (which received its Art Commission approval earlier today). Signs 01, 02, and 03 also all include the etched logo of the City of Philadelphia's Parks and Recreation Department, as requested by the Department and mandated in Calder Gardens' lease agreement with the City of Philadelphia. Calder Gardens is seeking the Committee's approval of Signs 01, 02, and 03.

Sign 04, located on the off-ramp at 22nd Street from the Vine Street Expressway, will follow the typical Pennsylvania Department of Transportation (PennDOT) template for cultural attractions and will help travelers know that they have successfully arrived at Calder Gardens. To be clear, Sign 04 is not part of the exterior signs seeking the Committee's approval since it will be located on PennDOT's right-of-way and is under their jurisdiction. Sign 04 is included in the submitted materials simply to share what Calder Gardens is also contemplating as a new cultural institution.

As always, we are happy to help answer any questions you may have about the project before March 26th or provide any materials that may be missing from this submission.

Sincerely,

A handwritten signature in blue ink, appearing to read "Craig Morton".

Craig Morton
Associate

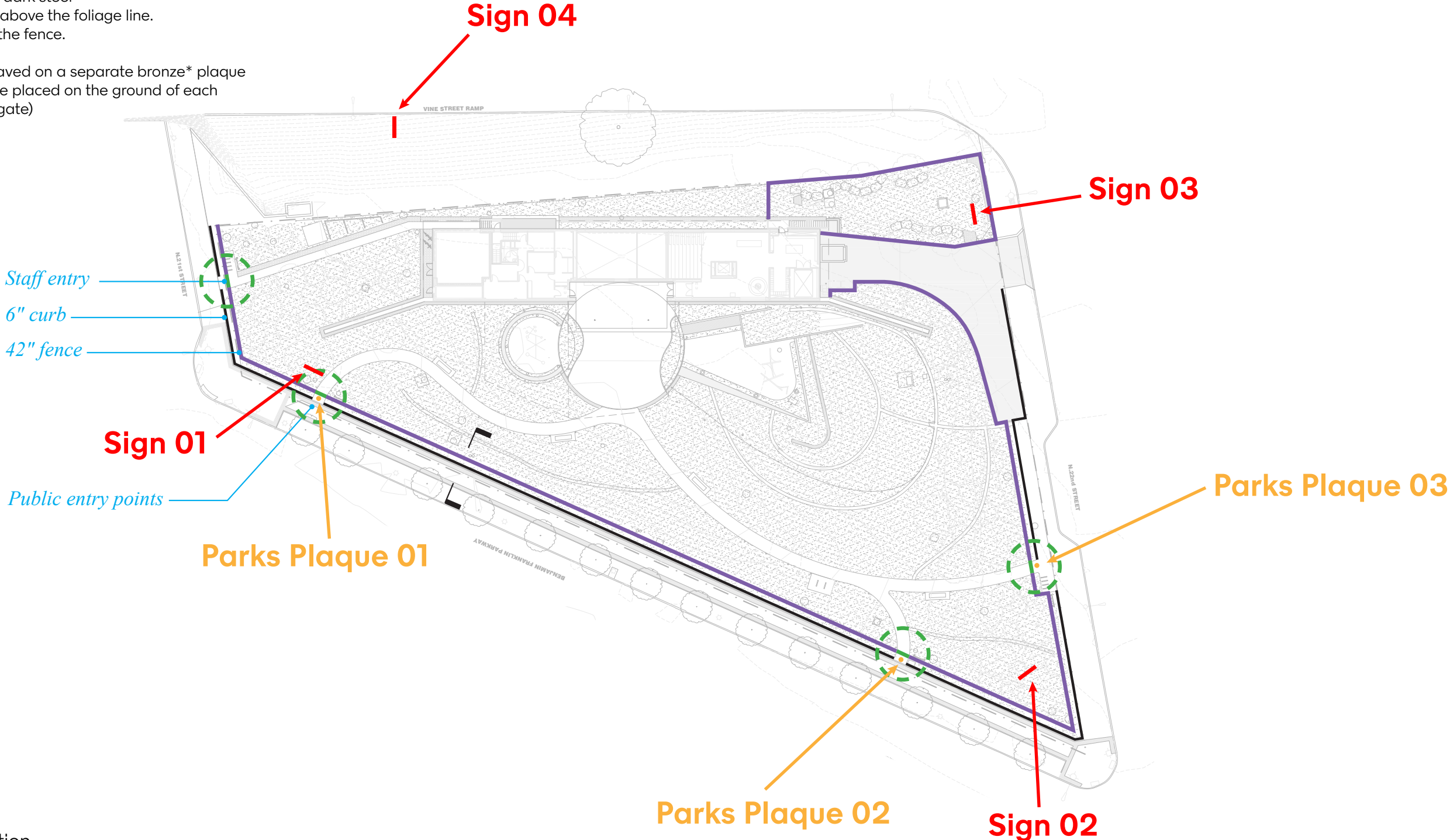
Calder Gardens

Monumental/Perimeter Signage

03 19 2025

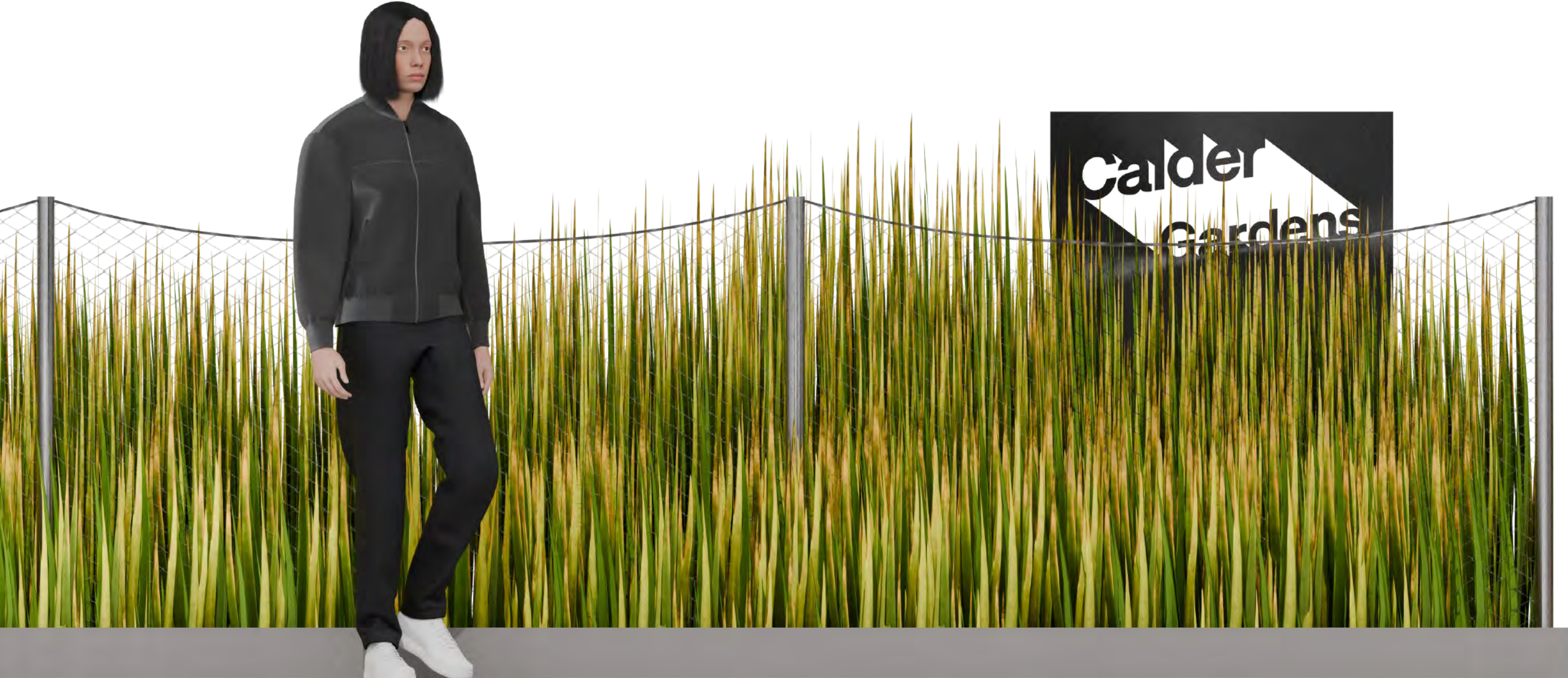
Direction 1A Site Perimeter Fence

Monumental Signage is made of dark steel*
 Calder Gardens logo is seen just above the foliage line.
 Signage is set a few feet behind the fence.
 Calder Gardens is "die cut".
 Parks & Recreations logo is engraved on a separate bronze* plaque
 Parks & Recreations plaque will be placed on the ground of each public entry point (in front of the gate)

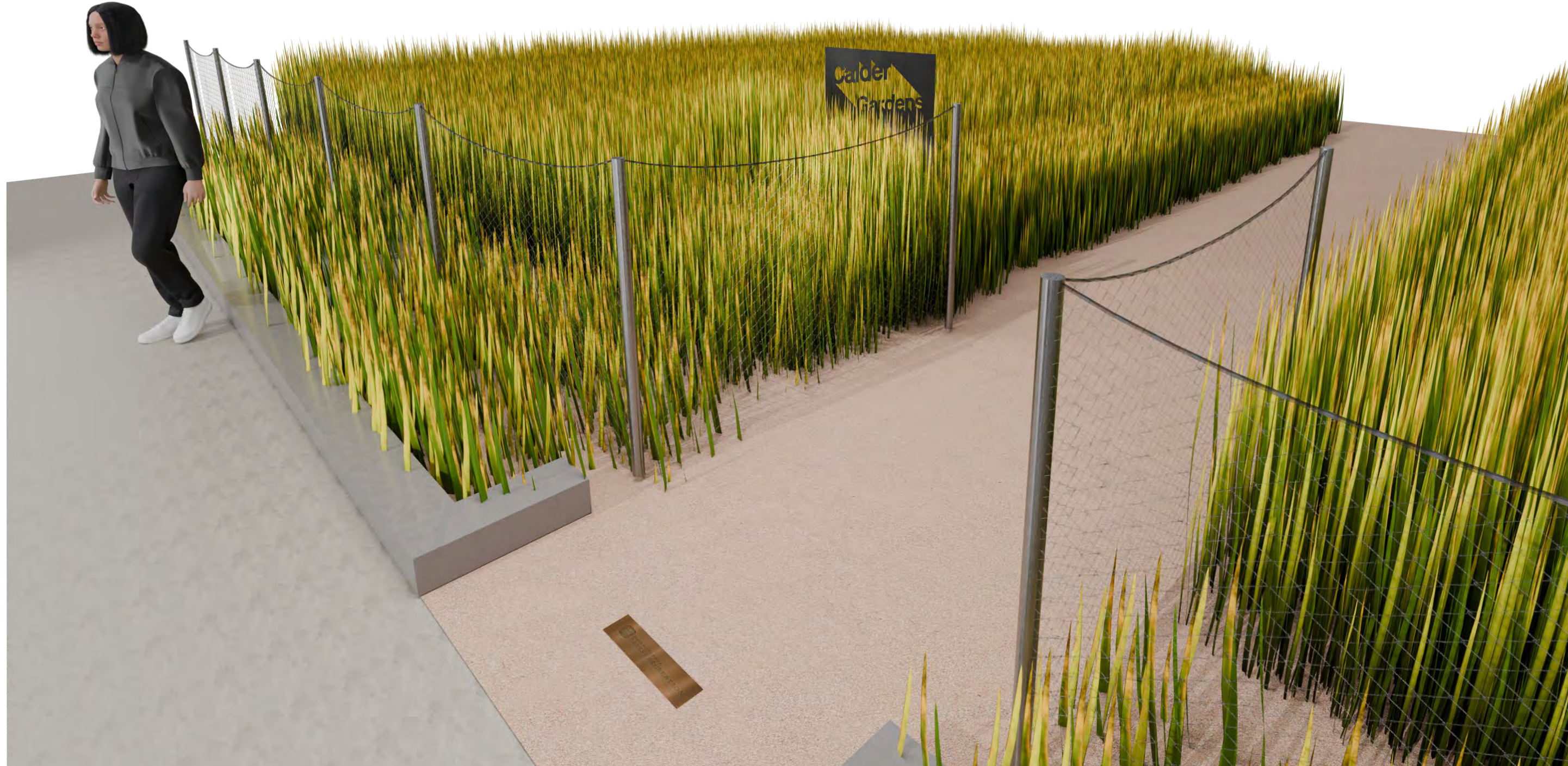


- = Perimeter Sign Location
- = Parks Plaque

Sign 01



Sign 01



Sign 01



Sign 01

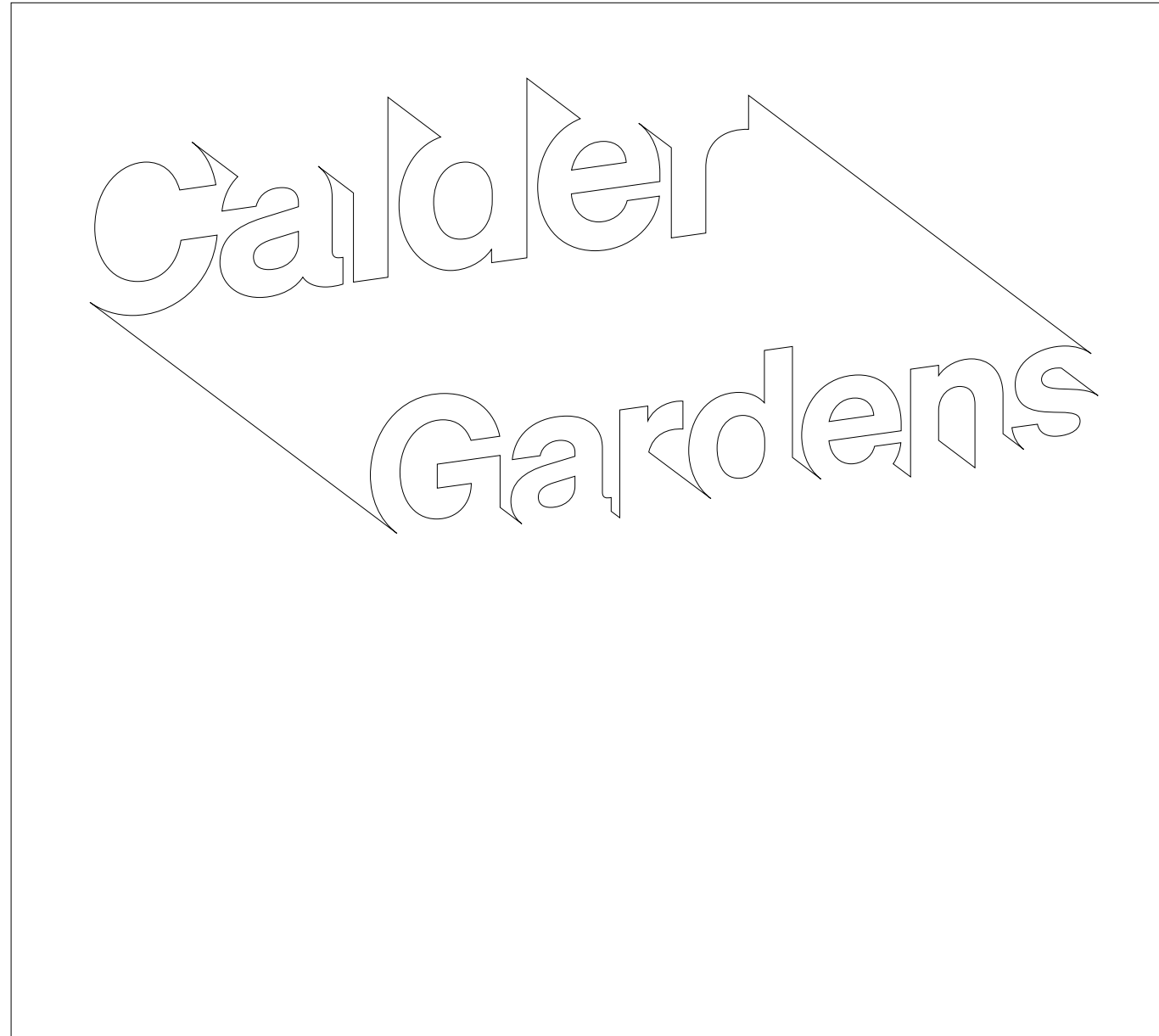


Sign 02



Sign 03

Height of signage will depend upon the height of the foliage around it.



48"

*Not drawn to scale

Sign 04



ATTRACTION- EXIT 1



Thank You