



SIGN NO. 1

LOCATION: SOUTH SIDE ON W. GIRARD AVE.
INSTALLATION: MOUNTED TO EXISTING SEPTA CANTENARY POLE
PROPOSED LISTINGS:

- TO W. GIRARD AVE. SHOPPING ↑
- BOAT HOUSE ROW →
- WATERWORKS →
- GIRARD COLLEGE ↑

SIGN NO. 4

LOCATION: NORTHWEST CORNER OF W. GIRARD AVE. & 29TH ST.
INSTALLATION: MOUNTED TO EXISTING SEPTA CANTENARY POLE
PROPOSED LISTINGS:

- PHILADELPHIA ZOO ↑
- FAIRMOUNT PARK ↑

SIGN NO. 6

LOCATION: EAST SIDE OF W. COLLEGE AVE.
INSTALLATION: MOUNTED TO EXISTING SEPTA CANTENARY POLE
PROPOSED LISTINGS:

- TO W. GIRARD AVE. SHOPPING ←
- FAIRMOUNT PARK ←
- PHILADELPHIA ZOO ←

SIGN NO. 7

LOCATION: WITHIN THE W. COLLEGE AVE & POPLAR ST. ISLAND.
INSTALLATION: MOUNTED TO EXISTING SEPTA CANTENARY POLE
PROPOSED LISTINGS:

- TO W. GIRARD AVE. SHOPPING →

SIGN NO. 2

LOCATION: SOUTH SIDE OF W. GIRARD AVE. & 31ST ST.
INSTALLATION: MOUNTED TO EXISTING SEPTA CANTENARY POLE
PROPOSED LISTINGS:

- WELCOME TO BREWERYTOWN
- TO W. GIRARD AVE. SHOPPING ↑
- GIRARD COLLEGE ↑

SIGN NO. 3

LOCATION: SOUTHWEST CORNER OF W. GIRARD AVE. & 29TH ST.
INSTALLATION: MOUNTED TO EXISTING SEPTA CANTENARY POLE
PROPOSED LISTINGS:

- WELCOME TO W. GIRARD AVE. SHOPPING ↑
- GIRARD COLLEGE ↑

SIGN NO. 5

LOCATION: NORTHWEST CORNER OF W. GIRARD AVE. & W. COLLEGE AVE.
INSTALLATION: MOUNTED TO EXISTING SEPTA CANTENARY POLE
PROPOSED LISTINGS:

- WELCOME TO W. GIRARD AVE. SHOPPING
- FAIRMOUNT PARK ↑
- PHILADELPHIA ZOO ↑

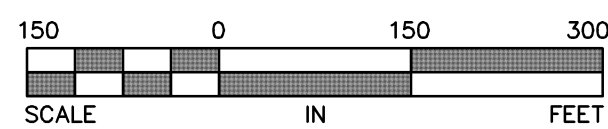
SIGN NO. 8

LOCATION: NORTH SIDE OF POPLAR ST. & TAYLOR ST.
INSTALLATION: MOUNTED TO EXISTING SEPTA CANTENARY POLE
PROPOSED LISTINGS:

- TO W. GIRARD AVE SHOPPING →
- FAIRMOUNT PARK →
- PHILADELPHIA ZOO →



SIGNAGE SCHEDULE				
SIGN NO.	NO. OF LISTINGS	NO. OF ARROWS	LINES PER LISTING	SIGN TYPE
1	4	2	2-1-1-1	FD.1
2	3	1	2-2-1	FD.2
3	2	1	2-1	FD.1
4	2	1	1-1	FD.1
5	3	1	2-1-1	NA.1
6	3	1	2-1-1	FD.2
7	1	1	2	FD.2
8	3	1	2-1-1	FD.3



REV.	PER SEPTA COMMENTS	10/20/2015
SUBMITTED TO DEPARTMENT OF STREETS: APRIL 17, 2015		
CITY OF PHILADELPHIA DEPARTMENT OF STREETS		
PHILADELPHIA DIRECTIONAL WAYFINDING SIGNAGE PLAN		
WEST GIRARD AVENUE STREETScape FROM 31ST STREET TO 2500 BLOCK OF POPLAR STREET		
GILMORE AND ASSOCIATES, INC.		SHEET 1 OF 7