

THE CONSTITUTIONAL WALKING TOUR OF PHILADELPHIA
MASTER PLAN

OCTOBER 31, 2005





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OVERVIEW

Overview

Project Goals

- design a pedestrian experience for The Constitutional that is unique and revolutionary
- create a physical design that integrates with the Philadelphia streetscape and is ADA compliant
- effectively interpret the stories of all sites along the walking tour in a dynamic fashion
- create an easy-to-follow, self-guided tour that can be experienced in parts or as a whole
- develop the design to accommodate and leverage existing infrastructure
- establish a branded “kit of parts” that includes print, web, environmental, and merchandise communications

SPD Approach

- create a conceptual framework that addresses the visitor’s experience and organizes it in a clear and consistent manner, marks the tour, and links resources to educational themes and stories
- connect the buildings and places where the events of the American Revolution transpired
- tell the dramatic stories of the brave men and women who were responsible for creating America
- make The Constitutional Walking Tour of Philadelphia, the destinations within the area, The Constitution of the United States, The Declaration of Independence, and The Bill of Rights compelling, meaningful, and relevant to contemporary society
- encourage visitors to increase the total length of time that they spend in the Independence National Historical Park area

- create wayfinding, markings, and streetscape elements that inform, educate, and engage visitors and encourage them to increase the number of historic sites visited in the Independence National Historical Park area
- establish a design criteria that is respectful of the historic and heritage landscape as well as effective and practical in all mediums
- encourage collaboration among The Constitutional’s Ecosystem Stakeholders such as: the government (Federal, State, City), National Park Service, Independence National Historical Park, Chamber of Commerce, Center City District, etc.
- create a wayfinding and interpretation master plan for The Constitutional Walking Tour that is realistic in scope and designed as a “kit-of-parts” that can be updated and adapted as needed and is cost-effective in all necessary mediums and applications

Overview

Design Goals

Identification

- consistently express the brand of The Constitutional Walking Tour through print, web, environmental, and merchandise communications
- clearly identify The Constitutional Walking Tour within Philadelphia's streetscape
- visually mark each site on the tour as a branded stop on The Constitutional Walking Tour
- identify opportunities off the walking tour as "Steps Off the Tour"
- point out specific patrons along the walking tour (i.e. restaurants, museums, etc.)

Direction

- clearly direct pedestrians along The Constitutional Walking Tour to each site and "Steps Off the Tour"
- create directional device(s) that connect each site in a linear path
- visually link the tour map with the physical walking tour

Information

- provide top level interpretation at each site upon arrival
 - supply deeper level interpretation at specific locations
 - enhance walking experience between sites through embedded "moments of discovery"
 - link The Constitutional Walking Tour information brochure, web site, and merchandise to the interpretive experience on the tour
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Overview

SPD Process

Analysis

- perform site visits, document conditions (paving, property lines, etc.)
- analyze the hierarchy of experiences on the walking tour
- collect existing historical interpretation for each site on the walking tour
- compare similar sites and best practices (Boston, Nashville, San Francisco, etc.)

Conceptual Framework

- develop criteria for design that addresses the visitor's experience, organizes it, marks the tour, and links resources to interpretation

Preliminary Design

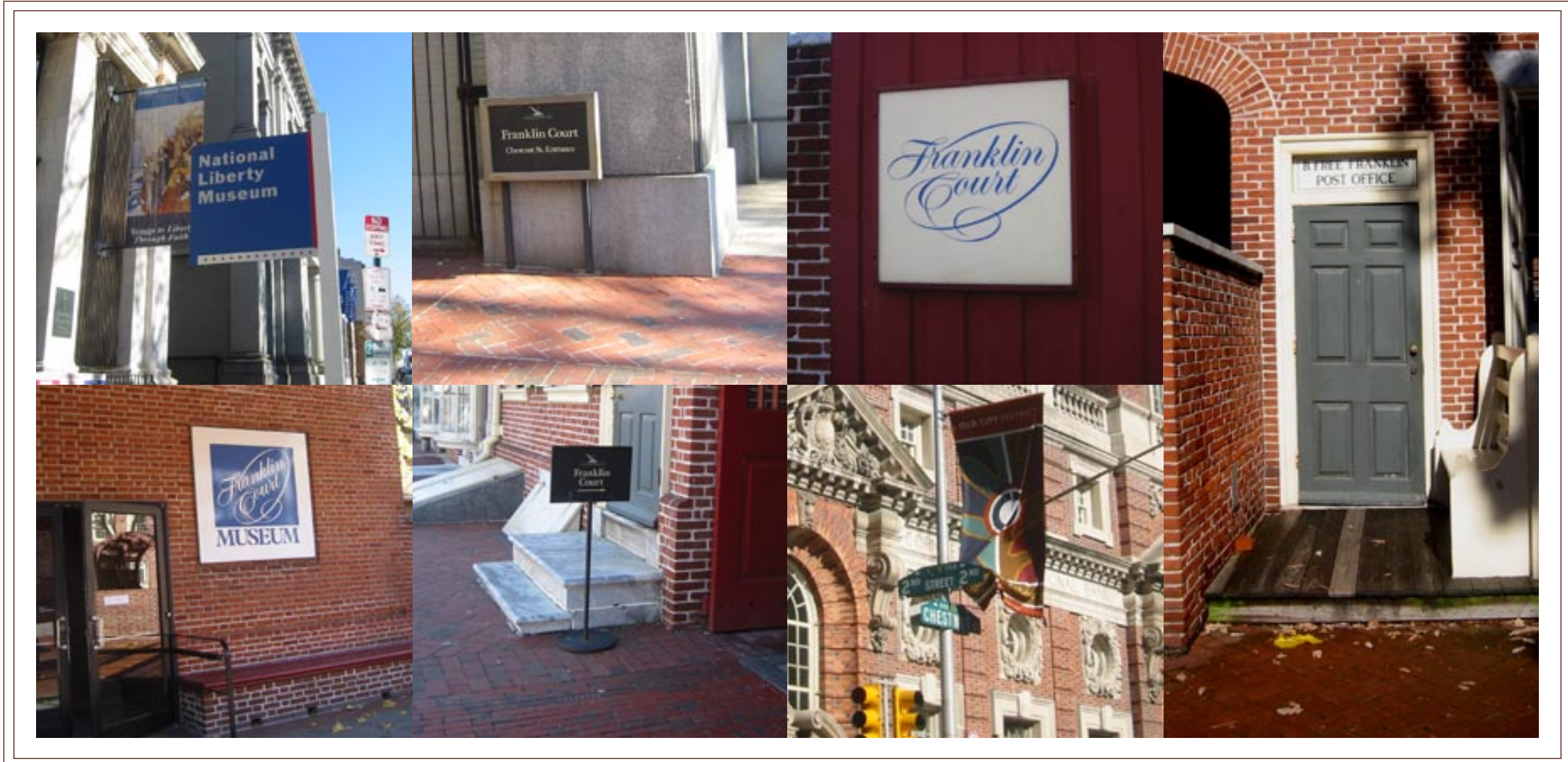
- masterplan – outline communications masterplan for print, web, environmental, and merchandise
 - generate initial concepts that respond to the conceptual framework and visualize the visitor's experience
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Existing interpretive signs



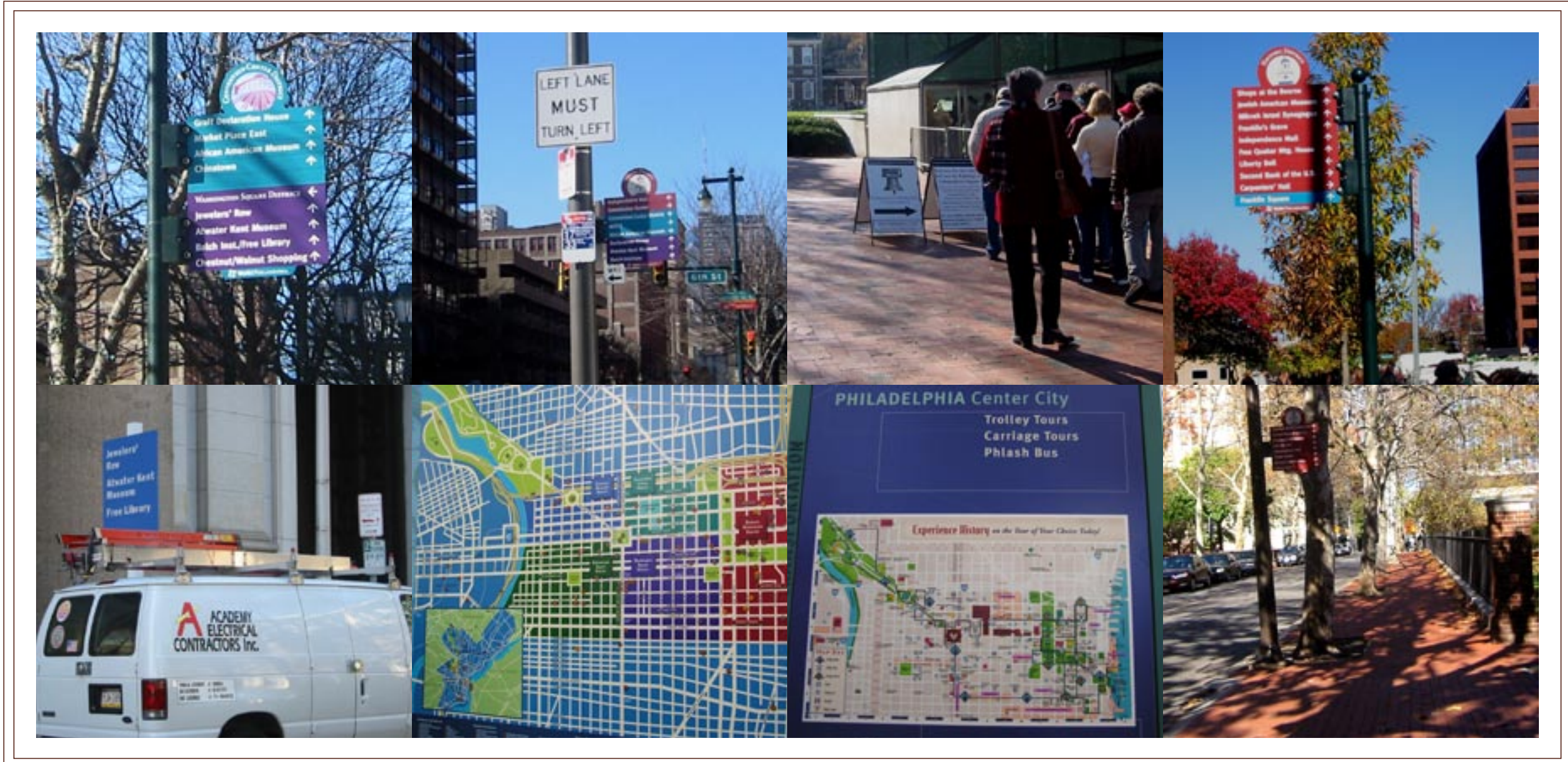
Existing identification signs



Existing identification signs



Existing direction signs



Existing direction signs



Existing pavement treatment



The CONSTITUTIONAL
Walking Tour of Philadelphia

- 1 National Constitution Center
- 2 Independence Visitor Center
- 3 The Liberty Bell Center
- 4 Independence Hall
- 5 Congress Hall
- 6 Old City Hall
- 7 Philosophical Hall
- 8 Tomb of the Unknown Soldier
- 9 Library Hall
- 10 Second Bank of the United States
- 11 Todd House
- 12 Bishop White House
- 13 Polish American Cultural Center Museum
- 14 Merchants' Exchange
- 15 City Tavern
- 16 The First Bank of the United States
- 17 Carpenters' Hall

- 18 New Hall Military Museum
- 19 National Liberty Museum
- 20 Franklin Court
- 21 B. Free Franklin Post Office & Museum
- 22 Christ Church
- 23 Elfreth's Alley
- 24 Betsy Ross House
- 25 Arch Street Friends Meeting House
- 26 Christ Church Burial Ground
- 27 National Museum of American Jewish History
- 28 Congregation Mikveh Israel
- 29 The Bourse Building
- 30 Lights of Liberty & Signers' Walk
- 31 Atwater Kent Museum
- 32 Declaration House (Graff House)
- 33 The African American Museum in Philadelphia

Steps off The Tour

- A Walnut Street Theatre
- B Pennsylvania Hospital
Mikveh Israel Cemetery
- C Mother Bethel African Methodist Episcopal (AME) Church
- D Old St. Mary's Church
James Madison House
Old Pine St. Church
St. Peter's Church
Thaddeus Kosciuszko House
National Memorial
- E Old St. Joseph's Church
- F Powel House
- G Independence Seaport Museum
- H Chemical Heritage Foundation
- I Fireman's Hall Museum
- J Old First Reformed Church
- K St. George's United Methodist Church
- L The United States Mint
- M Federal Reserve Bank of Philadelphia

Visit *The Constitutional Walking Tour of Philadelphia* online at www.TheConstitutional.com to learn even more about Philadelphia's unique history. *The Constitutional's* Web site also includes links to the Web sites for virtually all of the historical places and organizations included along *The Constitutional*.

● *The Constitutional*
● *Steps off The Tour*

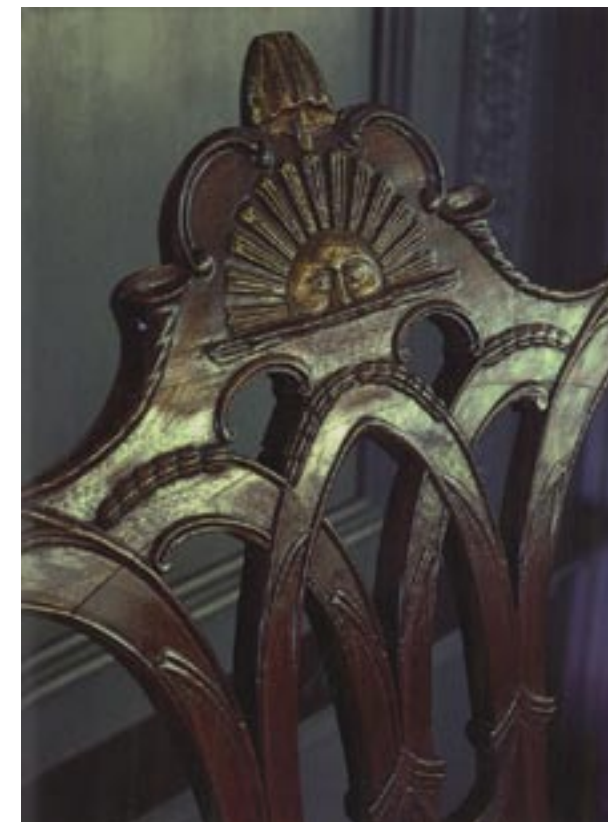
The Constitutional Walking Tour Map



EXISTING LOGO



PROPOSED LOGO



RISING SUN CHAIR

Logo study



Site sculptures with interpretation integrated into sculpture base



Site sculpture benches with interpretation integrated into sculpture base



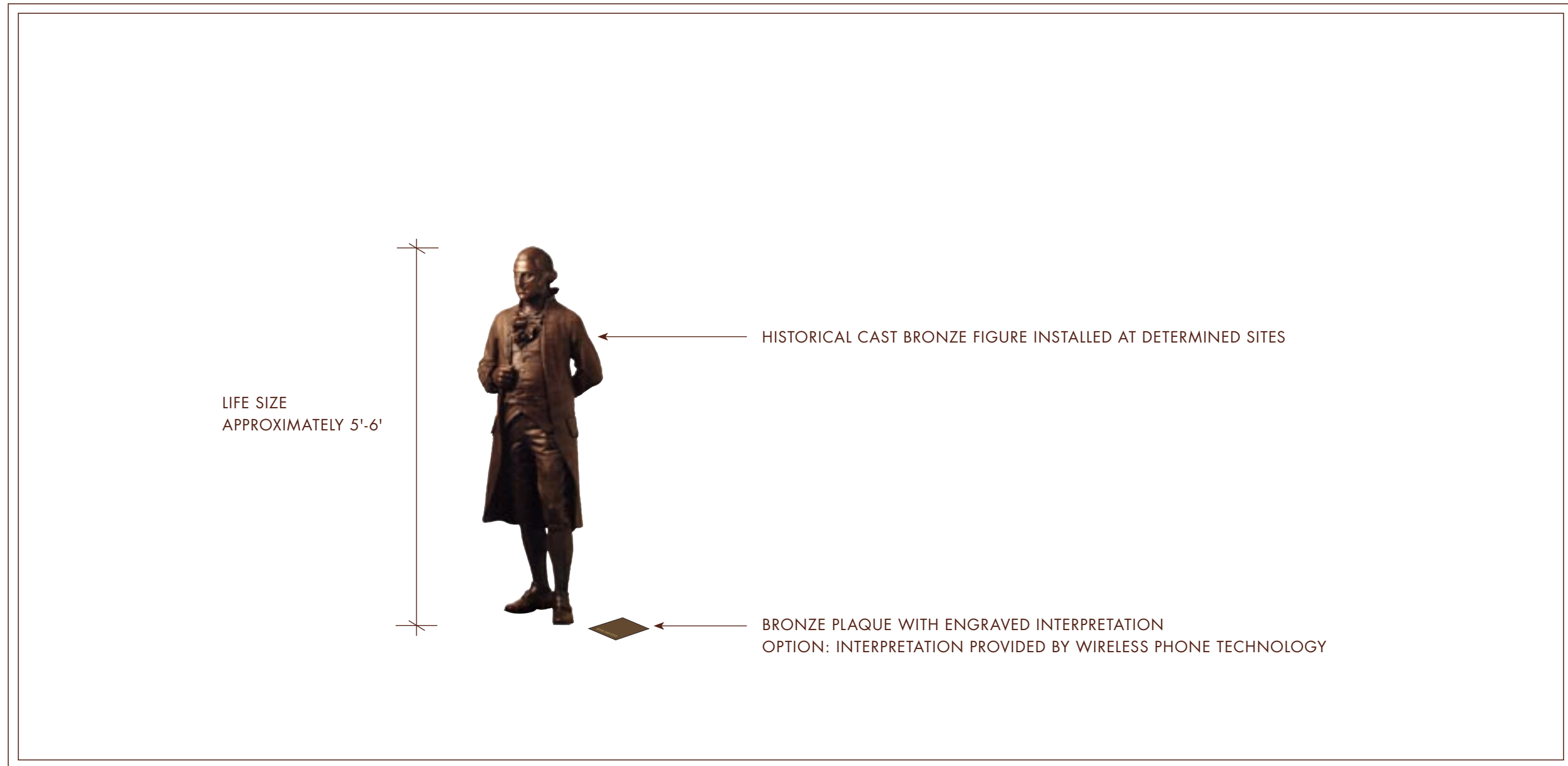
Benjamin Franklin Bench Sculpture example from the University of Pennsylvania campus along Locust Walk in Philadelphia



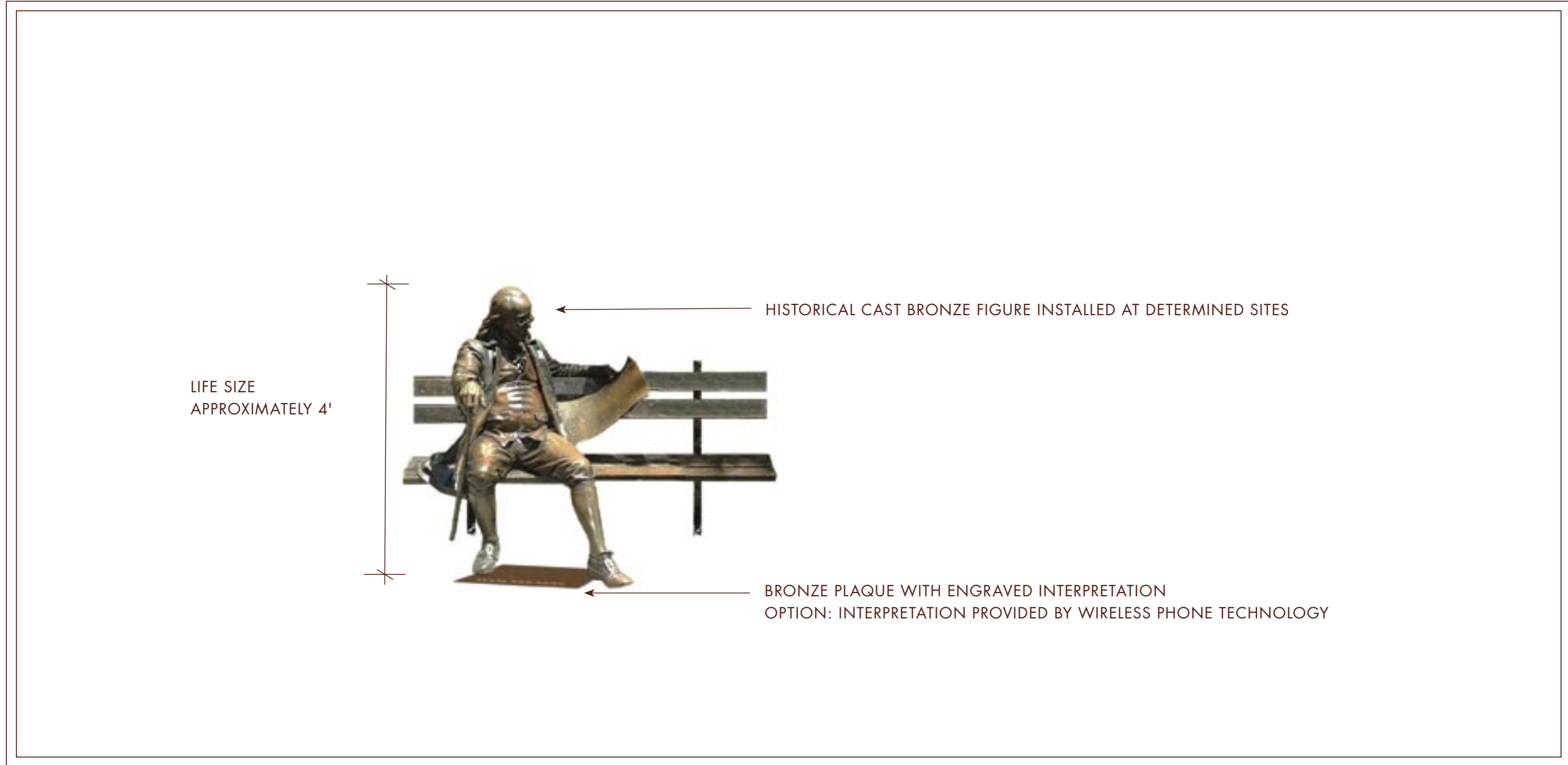
Bronze “Discovery Dot” medallions embedded in pavement



Bronze “Discovery Dot” medallions embedded in pavement and blue wayfinding medallions attached to sign posts



Detail of site sculptures



Detail of bench sculptures



Detail of the bronze "Discovery Dot" medallion



TEAM

Team

The Constitutional Walking Tour of Philadelphia

The Constitutional Walking Tour of Philadelphia is an independent, non-partisan and non-profit organization which is dedicated to increasing the understanding of, appreciation for and promotion of Philadelphia's historically significant sites, along a suggested marked sequence, in the Independence Mall area ecosystem. As such, The Constitutional aims to increase the:

- number of overall visitors to the City of Philadelphia
- number of historic sites visited per visitor in the Independence National Historical Park Area; and
- total length of time that each visitor spends in the Independence National Historical Park area.



Team

StudioEIS

StudioEIS is an energetic 3D design and fabrication studio with clients in the US, Europe and Asia. Since 1976, StudioEIS, started by Elliot and Ivan Schwartz, has been the leading force in the design and production of museum figure wing services offer a way-finder to working with StudioEIS.



Team

Selbert Perkins Design

Selbert Perkins Design (SPD) is a strategic branding and design firm with over 20 years of experience creating branded environments and related communications for cultural and public organizations such as museums, the National Park Service, state and city municipalities, tourism and heritage organizations, and community groups. SPD, with offices on both coasts, combines the disciplines of branding, environmental communications, and marketing communications with the beauty of art and architecture to create branded, competitively differentiated experiences for destinations throughout the United States and around the world.

Selbert Perkins's solutions aid in community revitalization, economic development, and heritage education. Some of Selbert Perkins's heritage recent projects include:

- Rose Kennedy Greenway in Boston
- The Blackstone River Valley National Heritage Corridor in Massachusetts and Rhode Island
- South Carolina's National Heritage Corridor
- Wheeling National Heritage Area in West Virginia
- Motorcities — The Automobile National Heritage Area in Michigan
- The Yadkin Pee Dee Lakes Project in North Carolina





COST ESTIMATES

Cost Estimate

Statues	Unit	Cost
Reproduction of NCC Sculpture/unit	1	\$62,500
New Sculpture (Optional)	1	\$80,000
Fabricated Base (based on size and design)	1	\$4,500
Bench	1	\$25,000
Shipping (includes foundry load and unload in Philadelphia based on truckload of 20 units minimum)	1	\$275
Installation per unit	1	\$2,000 (estimate)
Maintenance (wax once a year/per unit)	1	\$500 (estimate)

Project Model	Unit	Cost
StudioEIS Meetings, Project Management, Misc.	1	\$25,000
Sculptures (based on NCC molds)	20	\$1,250,000
Unique Sculptures (optional)	3	\$240,000
Bases	5	\$22,500
Bench Sculptures	2	50,000
Shipping	23	\$6,325
Installation	23	\$46,000
Maintenance	23	\$11,500
TOTAL		\$1,651,325
Projected increase for late 2006 or 2007 installation	10%	\$165,132
PROJECTED TOTAL		\$1,816,457

* Estimate provided by StudioEIS.

** All pricing is based on today's date and would be good for 90 days.

Medallions	Unit	Unit Cost	Unit Ex.	Installation	Total
Bronze "Discovery Dot" Medallions	5	\$475	\$2,375	\$3,750	\$6,125
<i>Cast bronze medallion @ 12" diameter w/raised graphics and darke oxidized finish. Inset into various pavements.</i>	50	\$245	\$12,250	\$15,000	\$27,250
	200	\$210	\$42,000	\$40,000	\$82,000
Blue Wayfinding Medallions	5	\$445	\$2,225	\$750	\$2,975
<i>Painted 1/4" aluminum medallion @ 12" diameter w/4 color screened graphics mounted to existing post w/banding.</i>	50	\$230	\$11,500	\$3,750	\$15,250
	200	\$175	\$35,000	\$14,000	\$49,000
General Conditions & Setup <i>Project coordination, shop drawings and layouts</i>					\$4,500
TOTAL (200 units)					\$135,500

*Estimate provided by Design Communications Ltd

**Non-inset plaques would dramatically reduce install costs.

***The unit pricing includes materials, fabrication, crating, and shipping. The installation pricing includes travel, equipment rental, and non-union installation during normal working hours. Any applicable taxes, permits, or fees are excluded.