

Gateways

Campus gateways mark those moments of arrival to the Penn campus, either as pedestrians or at the faster paced vehicular scale, both within the broader context of University City.

The campus is characterized by a well-maintained and identifiable network of open space and a consistent landscape design quality that creates a sense of place distinctive to Penn. Streetscape improvements aligning the campus access roads employ a common design vocabulary that reinforces the arrival and presence on campus and enhances the public experience.

The perimeter of the Penn campus is accented by various forms of signage and graphic iconography. Some of these locations are at the vehicular scale, including large painted graphics on overhead railway bridges, while others are at a more intimate pedestrian scale.

Prominent vehicular-scaled Penn gateway signs are currently located at:

- FMC Tower at 29th and Walnut Streets
- CSX railway bridges at Walnut, South Streets and University Ave
- Building signage within the Penn Medicine precinct

Attractive pedestrian-scaled gateway signage at major entrances to the campus can be found at:

- Woodland Walk entrance at 33rd and Chestnut Streets
- Levin Building at University Ave and Woodland Ave

Future gateway improvements are under study for:

- 40th Street and Locust Walk

In addition to gateway signage, new streetscape improvements are planned for Walnut Street along Hill College House, 34th Street from Walnut to Spruce Streets and completing the Woodland Walk diagonal pathway from 36th to 37th Streets as part of the Wharton Academic and Research Building project. Each of these enhancements will further the contribution of open space and the pedestrian walking experience to Penn's brand identity.



University Avenue at Levin Neural Behavioral Labs



Woodland Walk at New College House



40th Street and Locust Walk



FMC Tower at Walnut Street