



Brett D. Feldman  
Direct Dial: (215) 569-3697  
Email: [bfeldman@Klehr.com](mailto:bfeldman@Klehr.com)

June 17, 2021

**VIA ELECTRONIC MAIL**

C. Beige Berryman, AICP  
Mina Monavarian  
Philadelphia Art Commission  
1515 Arch Street, 13<sup>th</sup> Floor  
Philadelphia, PA 19102  
[Beige.Berryman@Phila.gov](mailto:Beige.Berryman@Phila.gov)

**Re: Citizens Bank Branch at Penn Center/1515 Market Street  
Art Commission Sign Application**

---

Dear Ms. Berryman and Ms. Monavarian:

As we have previously discussed, this office represents Citizens Bank (“Citizens”), a first floor tenant of the above building at 1515 Market Street in its efforts to modernize and update its existing. As you had suggested at our earlier project review meeting, we submitted our zoning application to the Department of Licenses and Inspections (“L&I”) and obtained a zoning permit documenting that our proposal is fully zoning code compliant.

Now, we are applying for Art Commission approval of the following fully zoning code compliant signs (all existing signs are proposed to be removed):

1. Market Street Side: One flatwall, internally illuminated, channel letter sign (36 sf) and two (2) interior digital signs/screens (55 sf each).
2. 15<sup>th</sup> Street Side: One flatwall, internally illuminated, channel letter sign (36 sf) and one (1) interior digital sign/screen (55 sf).

In support of this submission I am enclosing pdfs of the following application materials:

- Zoning Permit and approved zoning plans for all proposed signs
- Sign Submittal Package Coversheet
- Site Plan
- Proposed sign elevation and photoshopped renderings
- Photography and Animation Concepts
- Sign color and material details
- Photographs of surrounding buildings, and surrounding streets.

June 17, 2021  
Page 2

Please place this Application on the next available Sign Committee meeting agenda for June 23, 2021.

Sincerely,

*Brett Feldman*

BRETT FELDMAN

BDF  
Enclosures



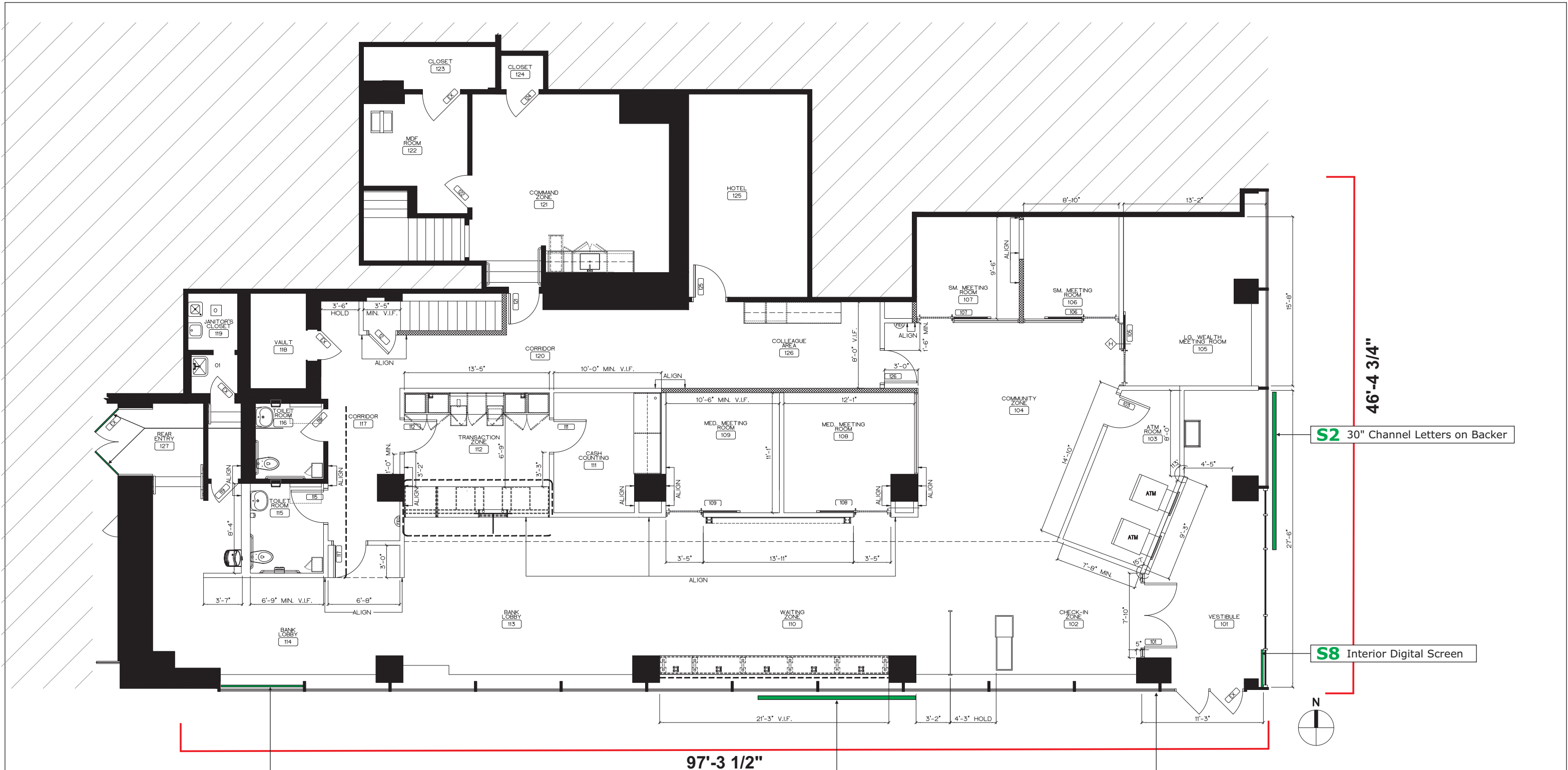
# Penn Center Philadelphia, PA



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2655 International Pkwy., Virginia Beach, VA 23452  
PHONE: (757) 427-1900 - FAX: (757) 430-1297  
www.AGI.net

**BRANCH NUMBER:** **R/C NUMBER:**  
**REQUIRES VARIANCE:** ☐ NO ☐ YES ☐ TBD  
**BRANCH NAME & ADDRESS:**  
Citizens - Penn Center  
1515 Market St., Lobby 1  
Philadelphia, PA  
**DESIGNER:** JER **DATE:** 9/17/2020 **REV. DATE:** 5/7/2021  
**PATH:** O:\Citizens Bank\Site Folders\Penn Center, PA

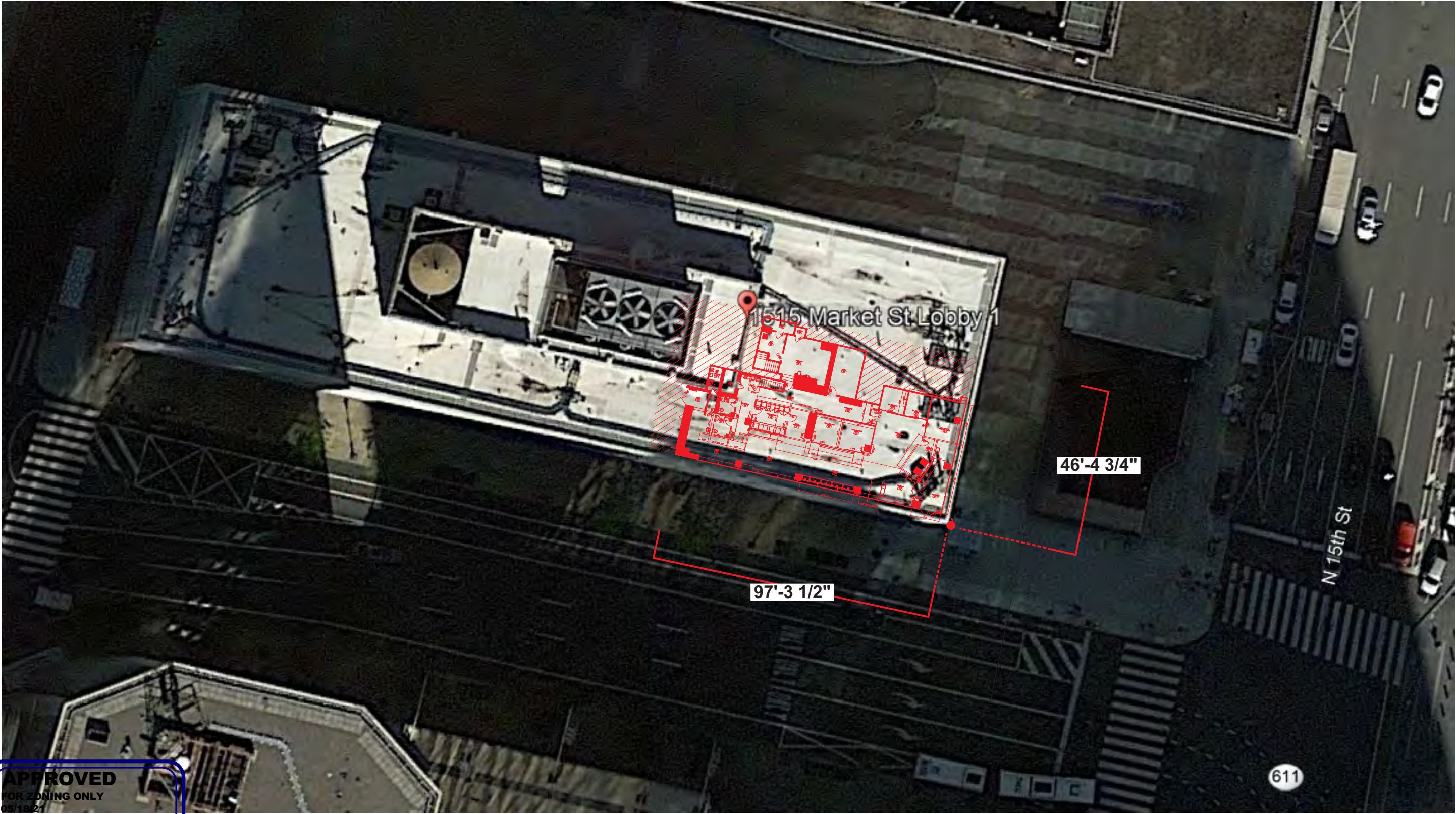
**CONTACTS**  
**PROJECT MANAGER:**  
Devin White  
**CITIZENS BANK PROJECT MANAGER:**  
  
**CITIZENS BANK DESIGN MANAGER:**

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**SITE MAP**

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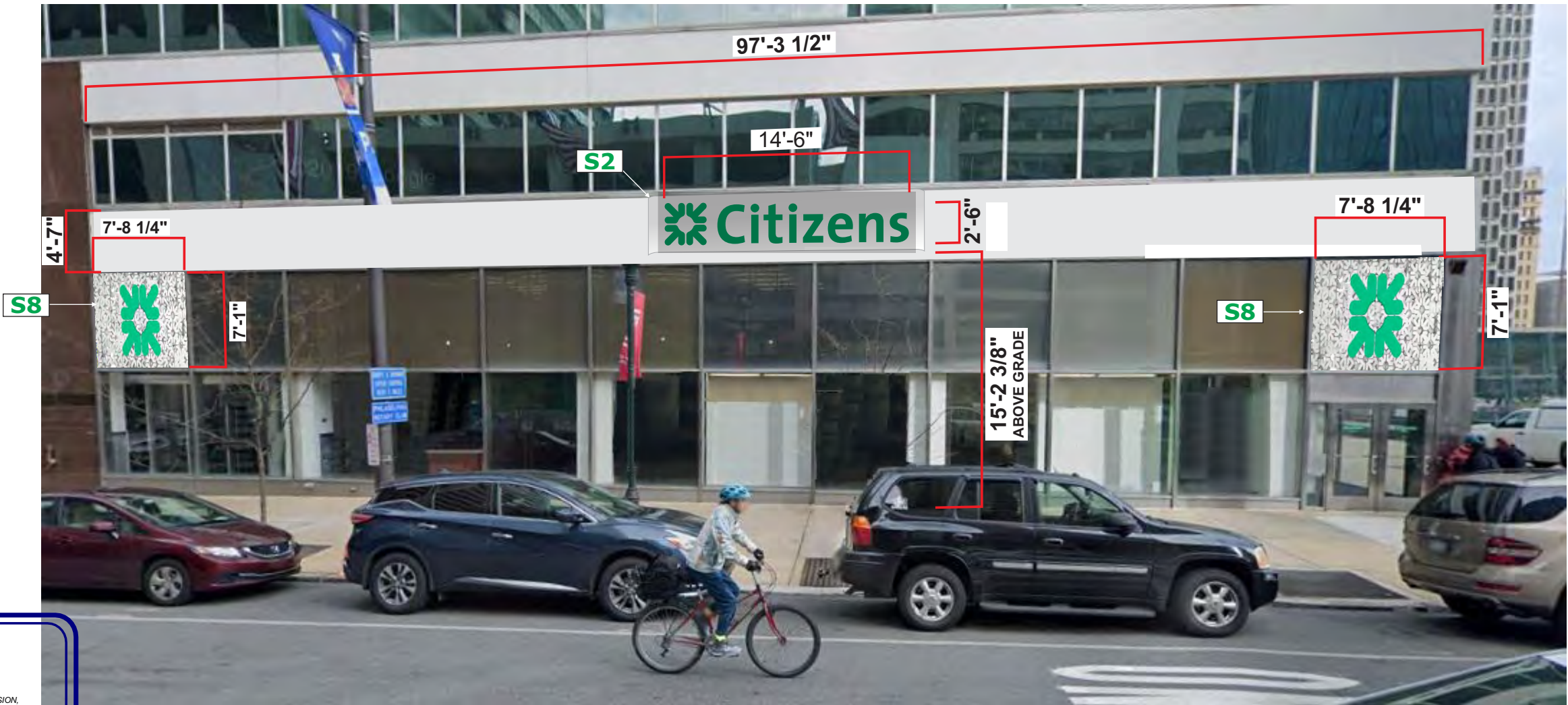
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Proposed Signage (by AGI):  
S2 - ICLL-2-30 - Illum. Green channel letters on backer to match fascia - 36 SF  
  
S8 - Interior Digital Screen(s) 7'-1" H x 7'-8 1/4" W x 2 - 102 SF

*Note: Existing signs to be removed.*  
*Note: Sizes are approximations and rendering may not be to scale*



Market Street Elevation



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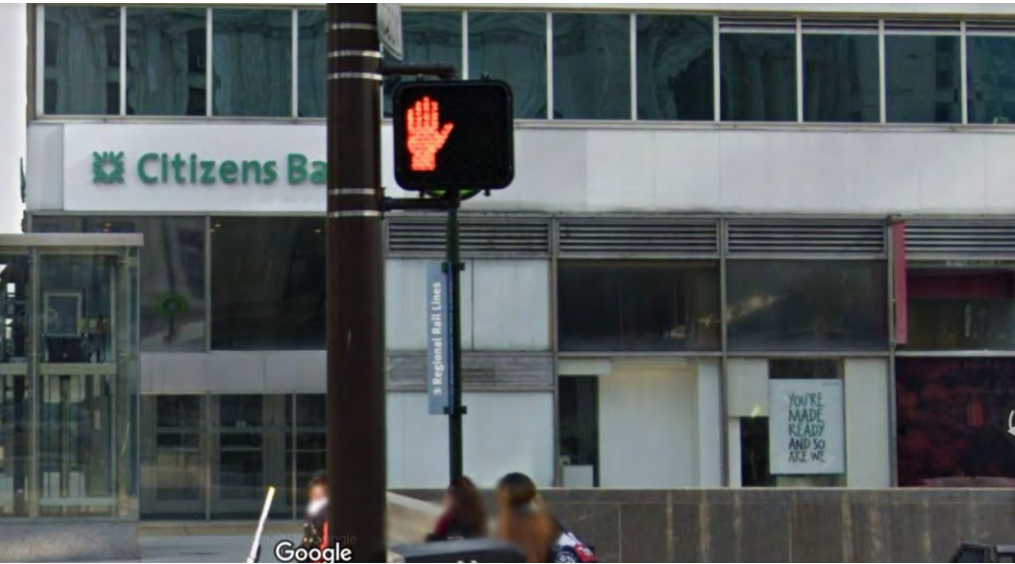
**MARKET STREET**

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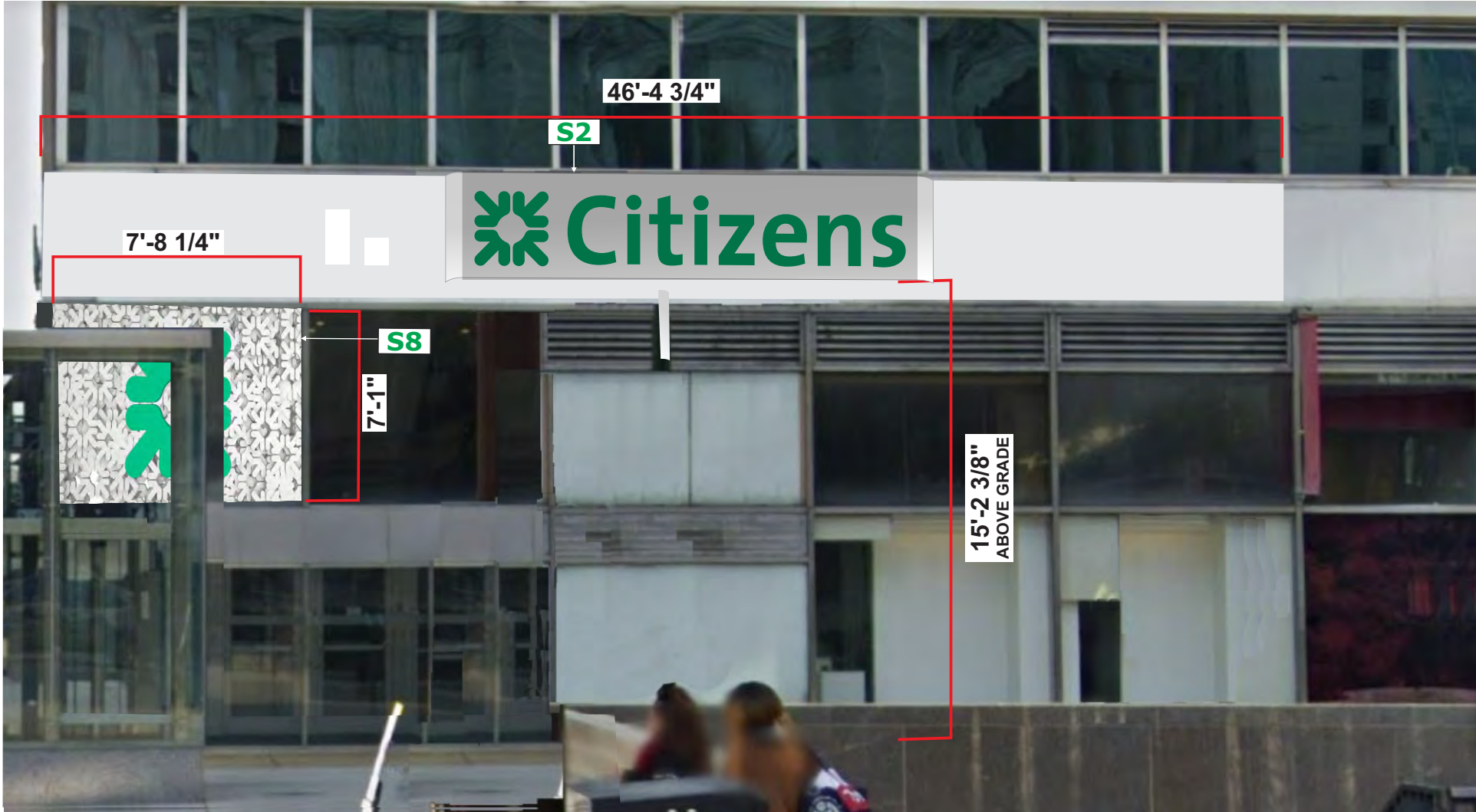


- Proposed Signage (by AGI):
- S2 - ICLL-2-30 - Illum. Green channel letters on backer to match fascia - 36 SF
  - S8 - Interior Digital Screen(s) 7'-1" H x 7' - 8 1/4" W - 55 SF

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S 15th Street Elevation



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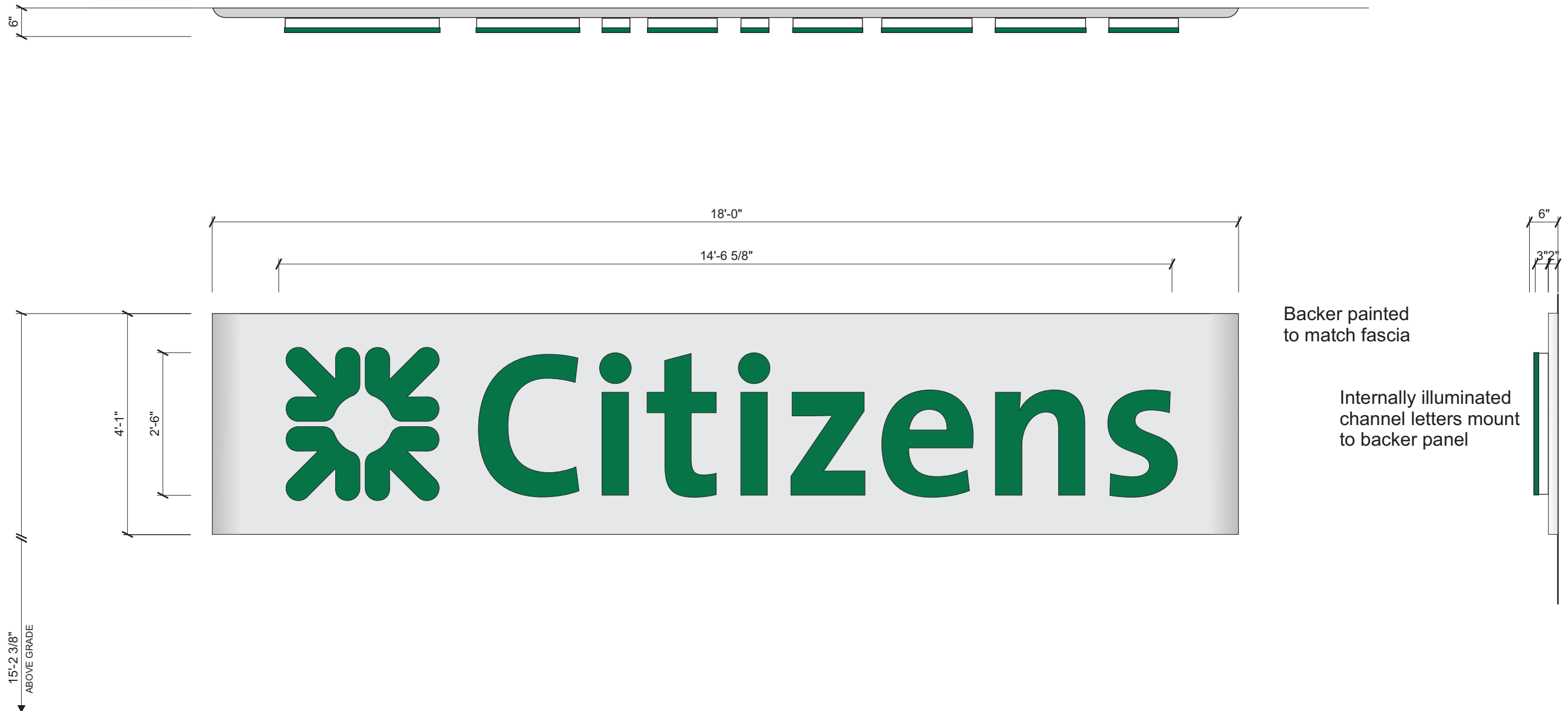
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**S 15TH STREET STREET**

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S2 - ICLL-2-30 - Illum. Green channel letters on backer to match building fascia - 36 Total SF



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PRE-PERMIT SIGN INFO

Property ID:179158

A.) Project Name:

Citizens Bank

DATE COMPLETED 3/26/20

B.) Street Address:

1515 Market Street Lobby 1

C.) Town / City / State / Zip:

Philadelphia, PA 19102

D.) Contact for Permit/Zoning:

Department of Licenses and Inspections

E.) Contact Telephone:

215.686.8686

F.) Jurisdiction: City/Town:

City of Philadelphia.

Address: 1401 John F Kennedy Blvd Concourse Level

or, County of:

City, ST Zip: Philadelphia, PA 19102

G.) Zoning Classification for property:

CMX-5 No overlays indicated.

H.) Is there a Master Sign Plan?

City did not respond to attempts to contact, please check with the Landlord.

I.) Is a permit required?

Yes. The City of Philadelphia required that a local sign company that is licensed in Philadelphia obtain Super imposed elevation drawings, site plain, mounting detail, elevations, footers and engineers may be required.

J.) What documents are required to file for the permit?

K.) How long is the permit process?

30-45 days.

are there special reviews involved?

None indicated by Zoning, City reserves the right to request one.

overlay districts?

None indicated by Zoning, Please check with the Landlord.

city and county review required?

City review only.

design review board / ARB / DRB ?

City reserves the right to request additional reviews at time of submittal.

community association review required?

None indicated.

L.) What are the fees for a sign permit?

Based on total job.

M.) Is engineering needed for wall signs?

City reserves the right to request SEDs at time of submittal.

N.) Does engineering require a PE stamp?

Yes.

O.) Is landlord approval required?

Yes.

P.) Legal Description Required for permit?

Yes.

Q.) Plat/Site Plan required for permit?

Yes.

ATTACHED SIGNS & WINDOW GRAPHICS

1.) Formula for calculating wall sign square footage (Max. Sq. Footage - Primary & Secondary signs):

Two square feet per linear foot of ground floor frontage, maximum 100 sq. ft. per sign.

2.) Sq. Ft allowance for bldg. sides / rear:

Two square feet per linear foot of ground floor frontage, maximum 100 sq. ft. per sign.

3.) How is the sign area calculated?

Smallest rectangle.

4.) Total # Wall Signs allowed per building elevation:

Not applicable per the code.

5.) What is the max letter/character height allowed?

The lower of the roof line or second floor window sill.

6.) Does the ordinance restrict color, design or illumination?

Static illumination is permitted.

Window signage does not require a permit. The total area of signs placed within a window or transparent glass door shall not exceed 20% of the total transparent glazed area of the window or transparent glass door within which they are placed.

7.) Does window vinyl need to be permitted, if so how much is allowed?

8.) Is the entire graphic calculated or just the company logo and name?

Entire graphic area.

FREESTANDING SIGNS

1.) Formula for calculating freestanding sign sq. footage (Max Sq Footage- Primary & Secondary signs):

50 sq. ft. per face, for up to four faces.

2.) # F/S Signs allowed:

One per frontage.

Internal illumination allowed:

Yes.

Height Maximum:

Ten feet.

Clearance from grade to sign:

Cannot obstruct view.

4.) Set-back of sign from right-of-way or property line:

Cannot obstruct view.

DIRECTIONAL SIGNS

Page 1 of 2

5.) Number Allowed:

Not stipulated by code.

Maximum Square Footage:

Ten square feet.

6.) Illumination Allowed?

Yes, but cannot be animated.

Maximum Height:

Seven feet.

Logos are permitted, provided they do not exceed

7.) Permit Required?:

No.

Customer Logo Allowed:

10% of the total sign area.

TEMPORARY BANNERS

1.) What temporary sign types are allowed?

Temporary signs other than real estate signs.

Shall be calculated against the maximum sign area permitted y this or other applicable chapters on the site. Where permanent signage accounts for 100% of the maximum permitted sign area, temporary signs are prohibited.

2.) What is the max sign size area?

3.) How is the sign area calculated?

Smallest rectangle.

4.) Are logos factored into sign area?

Yes.

5.) How many signs per elevation?

Apply for determination.

After a zoning permit for a temporary sign has been approved and the sign has been placed or erected, no application for a zoning permit for the same temporary sign or a substantially similar temporary sign on the same property may be accepted by L&I until at least three months after the expiration date of the approved zoning permit.

6.) How long can signs be up?

7.) Does the ordinance restrict color, design or illumination?

\*Temporary signs that do not exceed 12 sq. ft. do not require a permit and are exempt from the regulations provided above.

VARIANCE INFORMATION

1.) Variance cost?

Fees are determined after submittal.

2.) Variance time frame?

2-4 months.

3.) Variance document deadline?

https://www.phila.gov/zba/appeals-calendar/#/

4.) Variance meeting dates?

https://www.phila.gov/zba/appeals-calendar/#/

5.) Variance documents required?

https://philadelphiazoning.com/zoning-variances/

6.) How many sets?

Eight.

7.) Likelihood of variance approval?

25%

DOCUMENTS REQUIRED FOR PERMITS

Scaled Plot plan

☒

Building elevations

☒

Elevation Drawings

☒

Electrical Permit

☒

Installation drawings

☒

Legal description

☐

Sealed engineering drawings

☐

lotice of Commencement

☐

Sign drawings

☒

Photo of existing

☐

Property Manager's Approval

☒

https://codelibrary.amlegal.com/codes/philadelphia/latest/philadelphia\_pa/0-0-0-156537#JD\_14-904(1)

The recipient of this code check understands and agrees to the following: This code check is not exclusive and should not be used in place of the sign ordinance/code for said city. Please use the definitions, prohibitions and exemptions of the ordinance in conjunction with this code check. This code check is good for the day on which it is completed only. Information contained herein is a guideline and should not in any way be taken as a permit approval. Signs should not be produced until the permit has been issued. Zoning approval is often subject to interpretation that said official makes of the ordinance for their city/county/township. This code check is completed without the knowledge of specific project details and Expedite The Diehl does not assume any liability, we simply provide the code information based on the current code. This provider is not responsible for changes in local sign code after the completion date, nor for the review process, interpretations, calculations or fees of local authorities. It is understood that a permit will be obtained prior to manufacture, if required by authorities. This code check is provided with the assumption that you will get the landlord / property owner approval. This information herein is limited to what the city has told us and we cannot be responsible if they do not inform us that a sign plan is in place. We strongly encourage you to check your lease for sign criteria and to apply for permits before manufacturing a sign.

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# Citizens

SIGN SUBMITTAL PACKAGE

## Penn Center Philadelphia, PA



		TABLE OF CONTENTS				VARIANCE	
GENERAL NOTES & PERMIT TIMES	PAGE	SIGN TYPE	SQ.FT.	COLOR	REQUIRED?	EXPLANATION (IF REQD.)	
	2	Site map					
	3	File Zoning Map					
	4	Corner Elevation from City Hall					
	5	Market Street Elevation - 194 SF Allowed					
		S2 - ICLL-2-30 - Illum. Green channel letters on backer	36 SF	Green	No		
		S8 - Interior Digital Screens (2)	102 SF	Varies	No		
		Total Sign Area Requested this Elevation	138 SF				
	6	S 15th Street Elevation - 94 SF Allowed					
ELECTRICAL ACCESS							
		S2 - ICLL-2-30 - Illum. Green channel letters on backer	36 SF	Green	No		
		S8 - Interior Digital Screen (1)	55 SF	Varies	No		
		Total Sign Area Requested this Elevation	91 SF				
	7	Code Check					
		Total Sign Area Allowable	288 SF				
		Total Sign Area Requested	229 SF				
		Difference of Allowable and Proposed	59 SF				

It is recommend for Electrician to put all exterior signage on a single circuit with a timer or photo-cell to allow for signs to illuminate at night only.



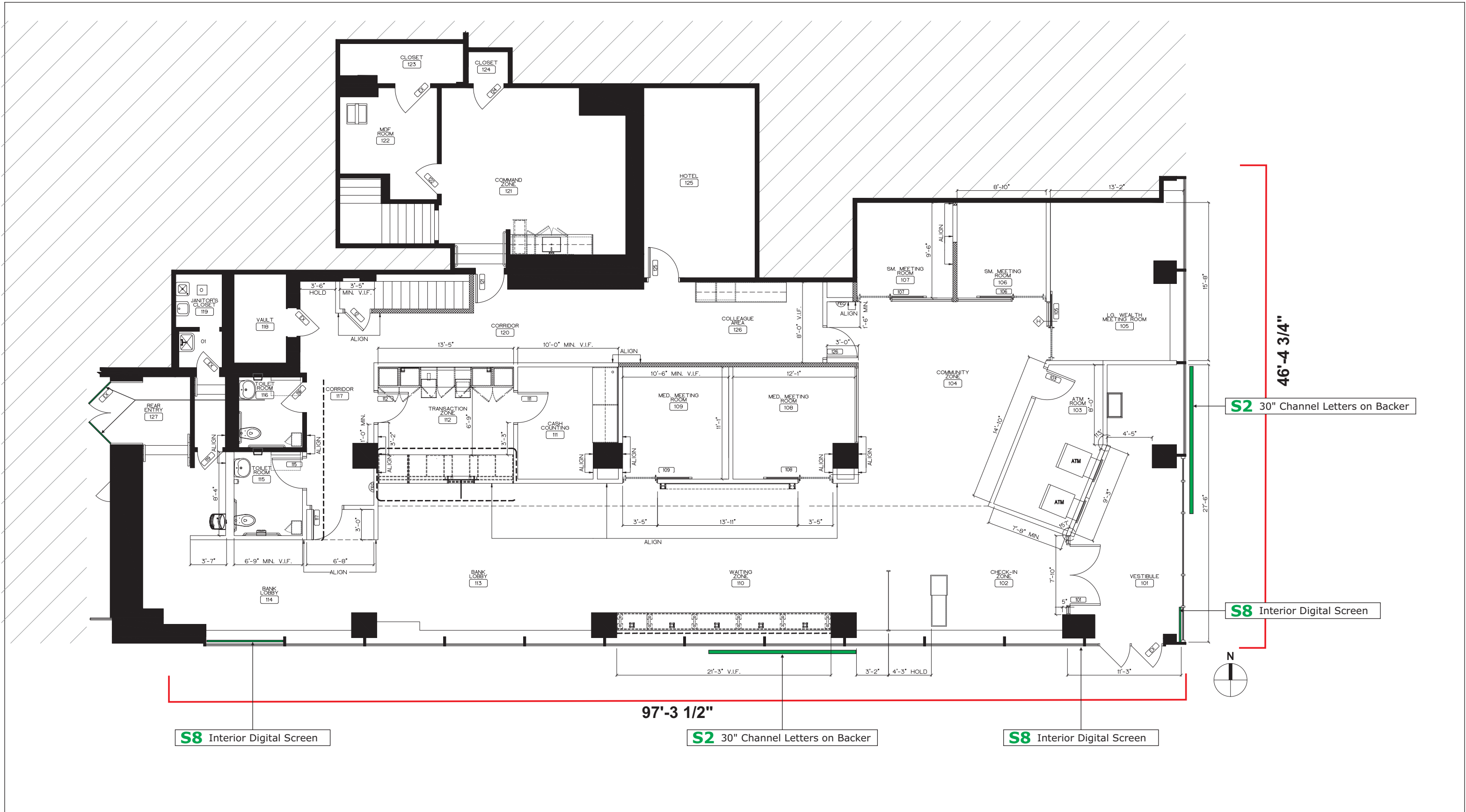
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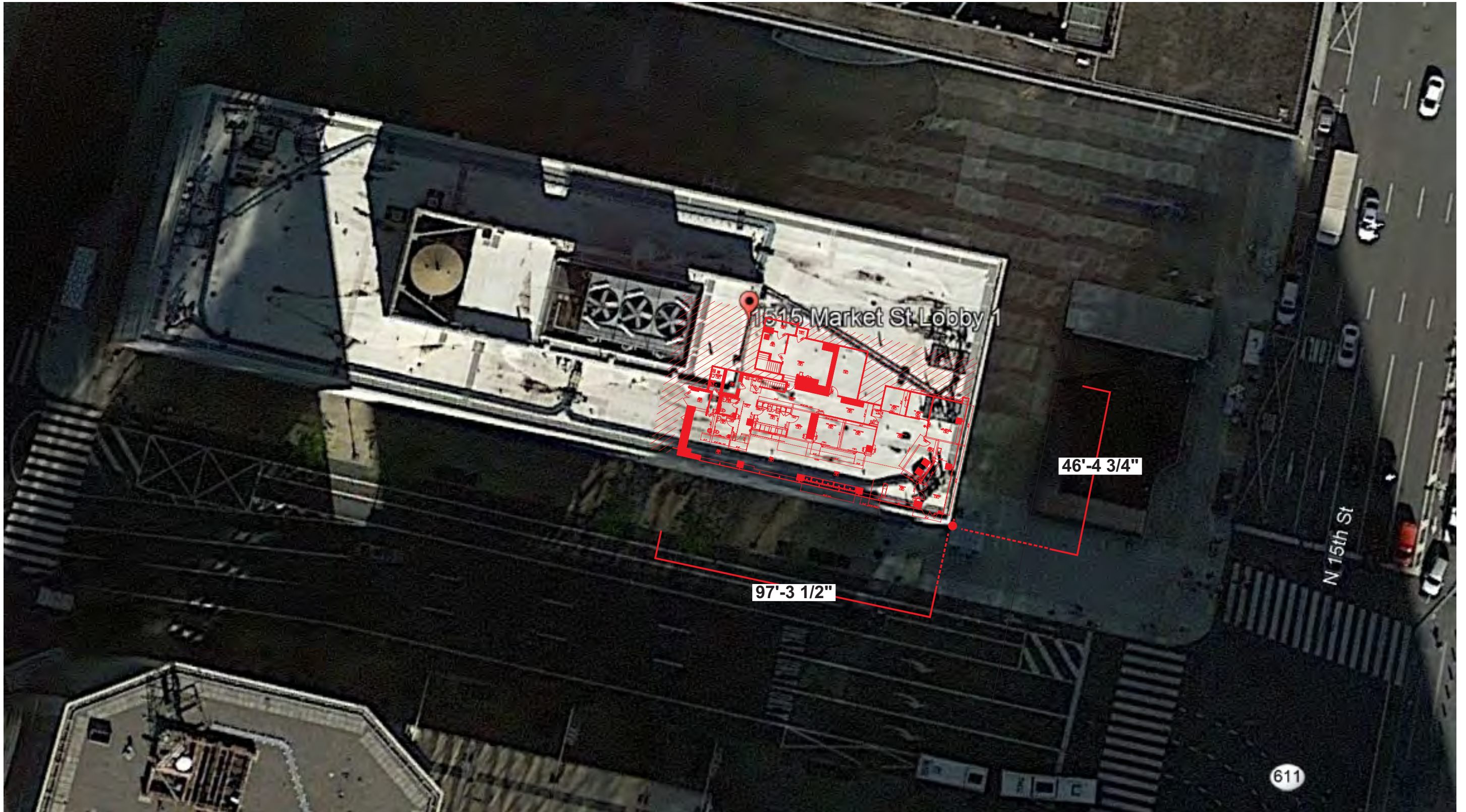
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#### SITE MAP

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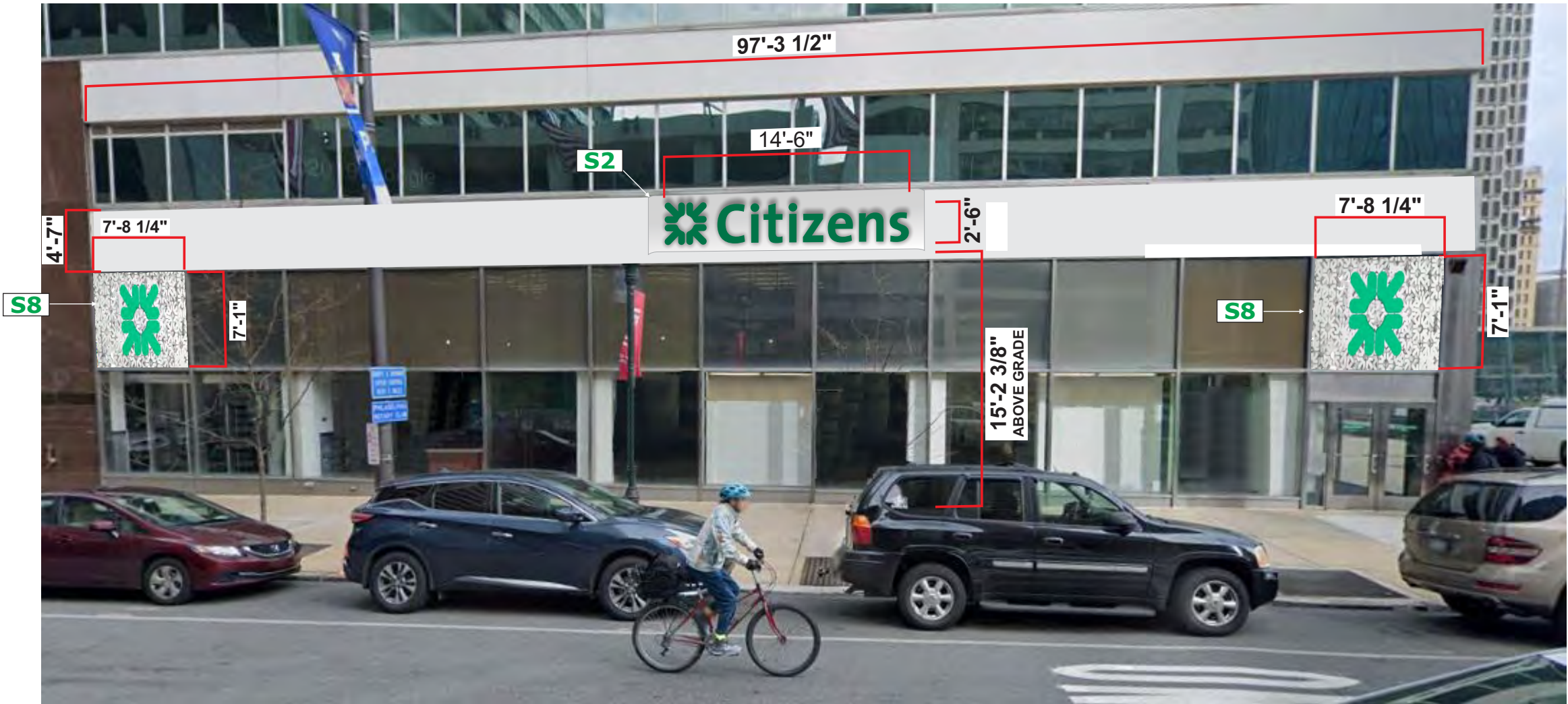


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*Note: Sizes are approximations and rendering may not be to scale*



Market Street Elevation



2655 International Pkwy., Virginia Beach, VA 23452  
PHONE: (757) 427-1900 - FAX: (757) 430-1297  
www.AGI.net

BRANCH NUMBER: R/C NUMBER:  
REQUIRES VARIANCE: ☐ NO ☐ YES ☐ TBD  
BRANCH NAME & ADDRESS:  
Citizens - Penn Center  
1515 Market St., Lobby 1  
Philadelphia, PA  
DESIGNER: JER DATE: 9/17/2020 REV. DATE: 5/7/2021  
PATH: O:\Citizens Bank\Site Folders\Penn Center, PA

CONTACTS  
PROJECT MANAGER:  
Devin White  
CITIZENS BANK PROJECT MANAGER:  
  
CITIZENS BANK DESIGN MANAGER:

APPROVAL STAMP:

MARKET STREET

This document is the sole property of AGI, and all design, manufacturing, reproduction, use and sale rights regarding the same by others are expressly forbidden. It is submitted under a confidential relationship, for a special purpose, and the recipient, by accepting this document, assumes the custody and agrees that this document will not be copied or reproduced in whole or in part, nor its contents revealed in any manner or to any person except for the purpose for which it was tendered, nor any special features peculiar to this design be incorporated in other projects.



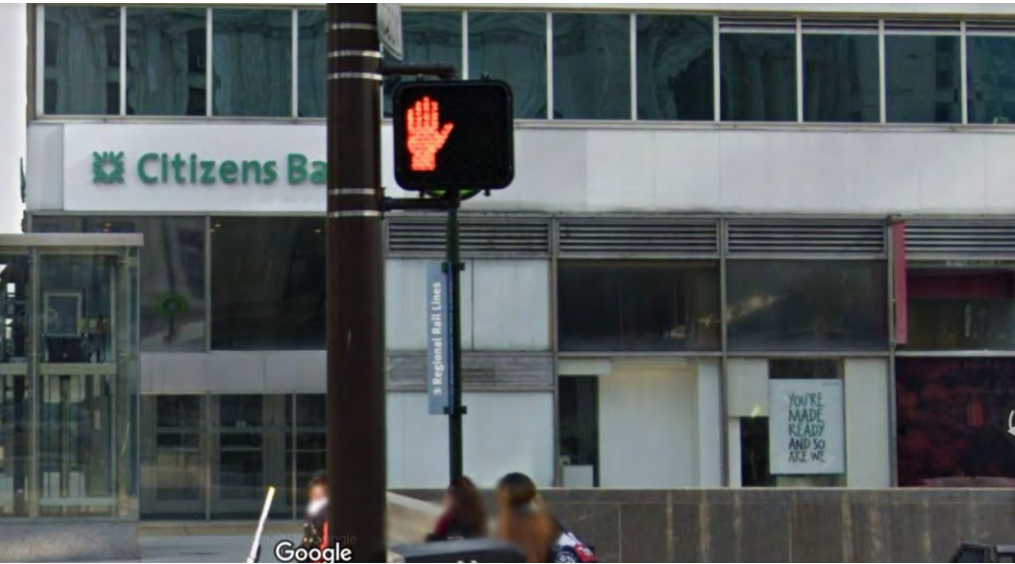
Proposed Signage (by AGI):

S2 - ICLL-2-30 - Illum. Green channel letters on backer to match fascia - 36 SF

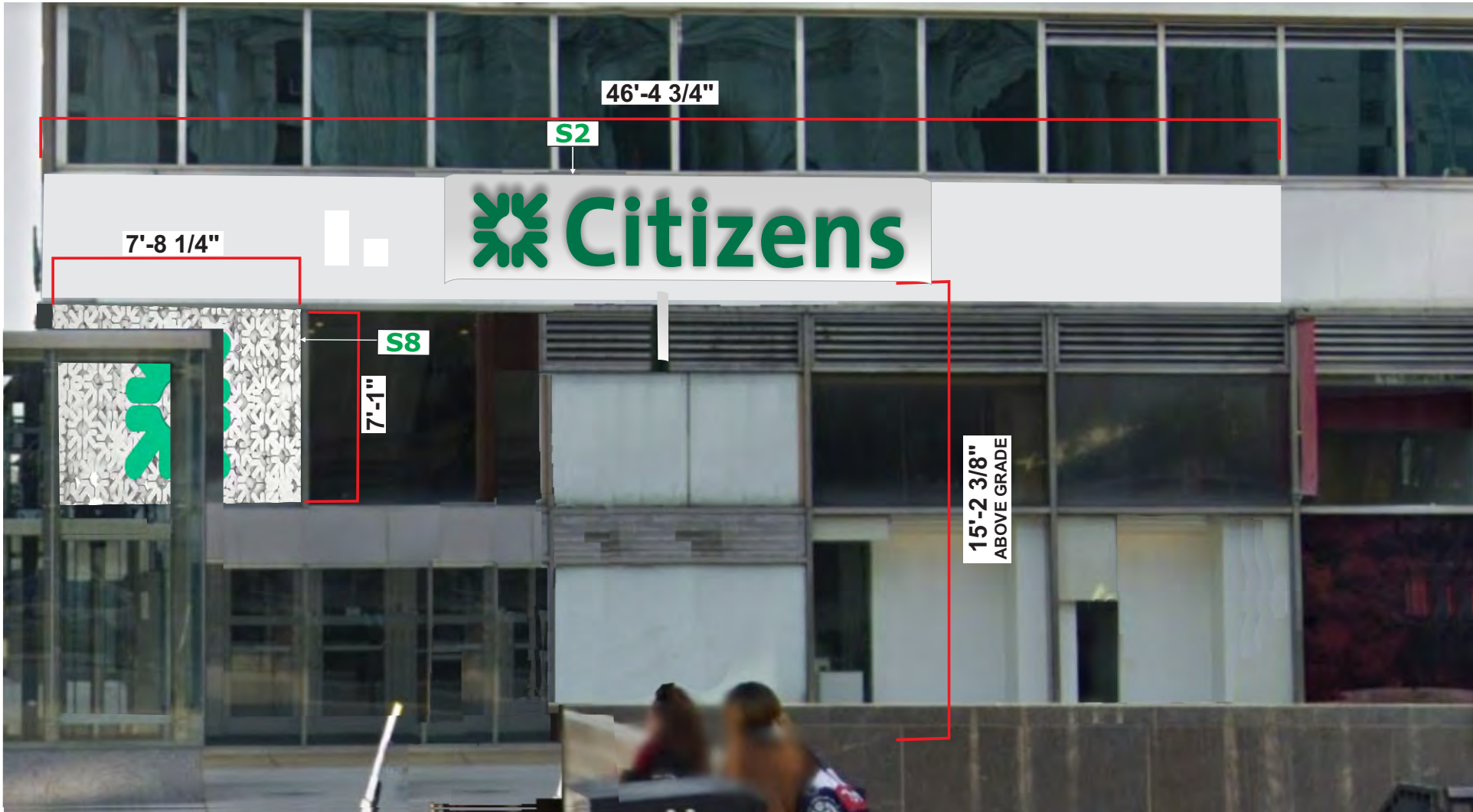
S8 - Interior Digital Screen(s) 7'-1" H x 7' - 8 1/4" W - 55 SF

*Note: Existing signs to be removed.*

*Note: Sizes are approximations and rendering may not be to scale*

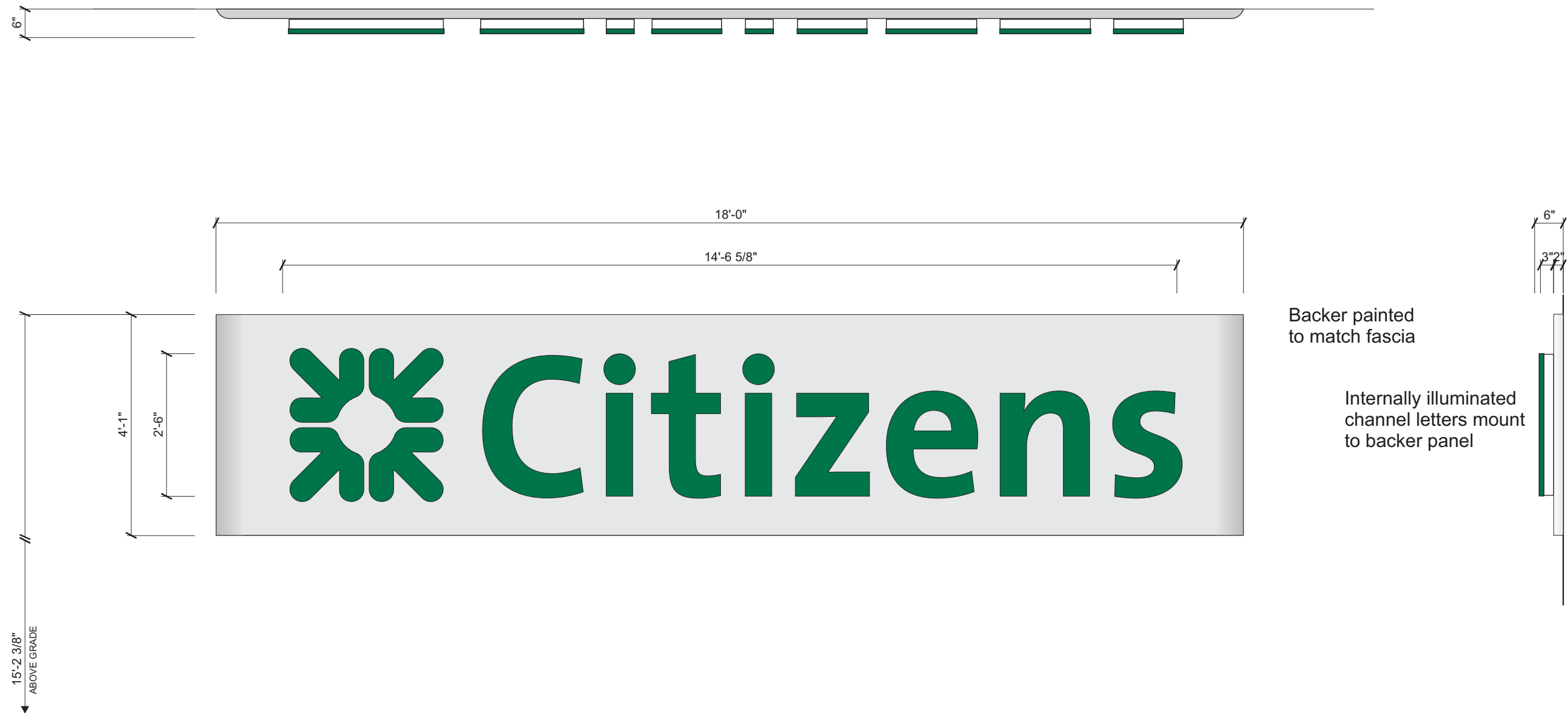


S 15th Street Elevation





S2 - ICLL-2-30 - Illum. Green channel letters on backer to match building fascia - 36 Total SF



2655 International Pkwy., Virginia Beach, VA 23452  
PHONE: (757) 427-1900 - FAX: (757) 430-1297  
www.AGI.net

BRANCH NUMBER: R/C NUMBER:  
REQUIRES VARIANCE: ☐ NO ☐ YES ☐ TBD

BRANCH NAME & ADDRESS:  
Citizens - Penn Center  
1515 Market St., Lobby 1  
Philadelphia, PA

DESIGNER: JER DATE: 9/17/2020 REV. DATE: 5/7/2021  
PATH: O:\Citizens Bank\Site Folders\Penn Center, PA

CONTACTS

PROJECT MANAGER:  
Devin White  
CITIZENS BANK PROJECT MANAGER:  
CITIZENS BANK DESIGN MANAGER:

APPROVAL STAMP:

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PRE-PERMIT SIGN INFO		Property ID:	179158
A.) Project Name:	<u>Citizens Bank</u> DATE COMPLETED <u>3/26/20</u>		
B.) Street Address:	<u>1515 Market Street Lobby 1</u>		
C.) Town / City / State / Zip:	<u>Philadelphia, PA 19102</u>		
D.) Contact for Permit/Zoning:	<u>Department of Licenses and Inspections</u>		
E.) Contact Telephone:	<u>215.686.8686</u>		
F.) Jurisdiction: City/Town:	<u>City of Philadelphia.</u>	Address:	<u>1401 John F Kennedy Blvd Concourse Level</u>
	or, County of:	City, ST Zip:	<u>Philadelphia, PA 19102</u>
G.) Zoning Classification for property:	<u>CMX-5 No overlays indicated.</u>		
H.) Is there a Master Sign Plan?	<u>City did not respond to attempts to contact, please check with the Landlord.</u>		
I.) Is a permit required?	<u>Yes. The City of Philadelphia required that a local sign company that is licensed in Philadelphia obtain</u>		
	<u>Super imposed elevation drawings, site plain, mounting detail, elevations, footers and</u>		
J.) What documents are required to file for the permit?	<u>engineers may be required.</u>		
K.) How long is the permit process?	<u>30-45 days.</u>		
are there special reviews involved?	<u>None indicated by Zoning, City reserves the right to request one.</u>		
overlay districts?	<u>None indicated by Zoning, Please check with the Landlord.</u>		
city and county review required?	<u>City review only.</u>		
design review board / ARB / DRB ?	<u>City reserves the right to request additional reviews at time of submittal.</u>		
community association review required?	<u>None indicated.</u>		
L.) What are the fees for a sign permit?	<u>Based on total job.</u>		
M.) Is engineering needed for wall signs?	<u>City reserves the right to request SEDs at time of submittal.</u>		
N.) Does engineering require a PE stamp?	<u>Yes.</u>		
O.) Is landlord approval required?	<u>Yes.</u>		
P.) Legal Description Required for permit?	<u>Yes.</u>		
Q.) Plat/Site Plan required for permit?	<u>Yes.</u>		
ATTACHED SIGNS & WINDOW GRAPHICS			
1.) Formula for calculating wall sign square footage (Max. Sq. Footage - Primary & Secondary signs):	<u>Two square feet per linear foot of ground floor frontage, maximum 100 sq. ft. per sign.</u>		
2.) Sq. Ft allowance for bldg. sides / rear:	<u>Two square feet per linear foot of ground floor frontage, maximum 100 sq. ft. per sign.</u>		
3.) How is the sign area calculated?	<u>Smallest rectangle.</u>		
4.) Total # Wall Signs allowed per building elevation:	<u>Not applicable per the code.</u>		
5.) What is the max letter/character height allowed?	<u>The lower of the roof line or second floor window sill.</u>		
6.) Does the ordinance restrict color, design or illumination?	<u>Static illumination is permitted.</u>		
<u>Window signage does not require a permit. The total area of signs placed within a window or transparent glass door shall not exceed 20% of the total transparent glazed area of the window or transparent glass door within which they are placed.</u>			
7.) Does window vinyl need to be permitted, if so how much is allowed?	<u>Entire graphic area.</u>		
8.) Is the entire graphic calculated or just the company logo and name?	<u>Entire graphic area.</u>		
FREESTANDING SIGNS			
1.) Formula for calculating freestanding sign sq. footage (Max Sq Footage- Primary & Secondary signs):			
<u>50 sq. ft. per face, for up to four faces.</u>			
2.) # F/S Signs allowed: <u>One per frontage.</u>		Internal illumination allowed: <u>Yes.</u>	
3.) Height Maximum: <u>Ten feet.</u>		Clearance from grade to sign: <u>Cannot obstruct view.</u>	
4.) Set-back of sign from right-of-way or property line: <u>Cannot obstruct view.</u>			

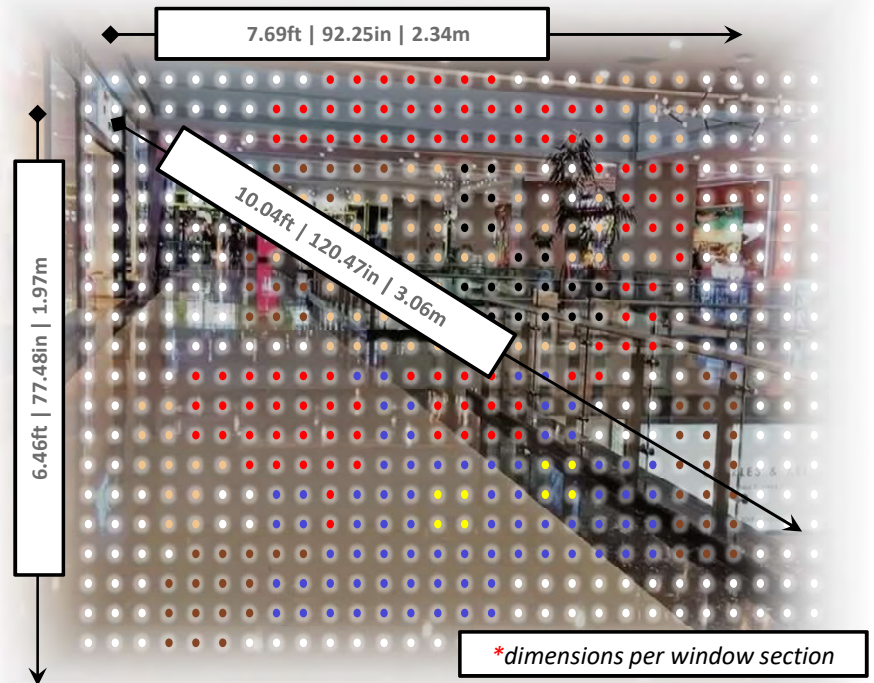
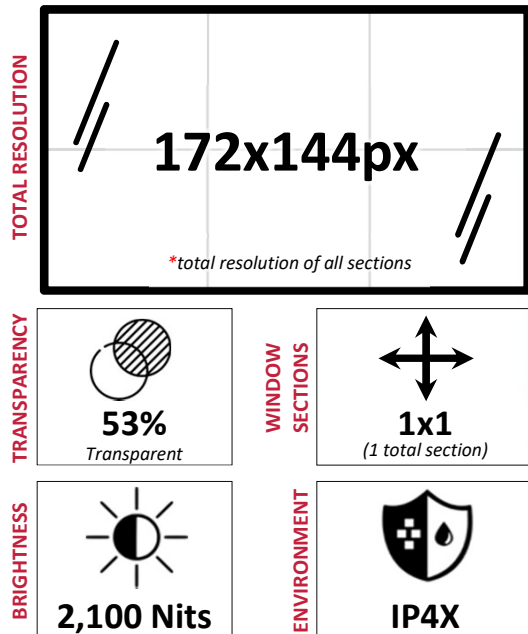
DIRECTIONAL SIGNS	
Page 1 of 2	
5.) Number Allowed: <u>Not stipulated by code.</u>	Maximum Square Footage: <u>Ten square feet.</u>
6.) Illumination Allowed? <u>Yes, but cannot be animated.</u>	Maximum Height: <u>Seven feet.</u>
7.) Permit Required?: <u>No.</u>	Logos are permitted, provided they do not exceed Customer Logo Allowed: <u>10% of the total sign area.</u>
TEMPORARY BANNERS	
1.) What temporary sign types are allowed?	<u>Temporary signs other than real estate signs.</u>
2.) What is the max sign size area?	<u>Shall be calculated against the maximum sign area permitted y this or other applicable chapters on the site. Where permanent signage accounts for 100% of the maximum permitted sign area, temporary signs are prohibited.</u>
3.) How is the sign area calculated?	<u>Smallest rectangle.</u>
4.) Are logos factored into sign area?	<u>Yes.</u>
5.) How many signs per elevation?	<u>Apply for determination.</u>
6.) How long can signs be up?	<u>After a zoning permit for a temporary sign has been approved and the sign has been placed or erected, no application for a zoning permit for the same temporary sign or a substantially similar temporary sign on the same property may be accepted by L&amp;I until at least three months after the expiration date of the approved zoning permit.</u>
7.) Does the ordinance restrict color, design or illumination?	<u>*Temporary signs that do not exceed 12 sq. ft. do not require a permit and are exempt from the regulations provided above.</u>
VARIANCE INFORMATION	
1.) Variance cost?	<u>Fees are determined after submittal.</u>
2.) Variance time frame?	<u>2-4 months.</u>
3.) Variance document deadline?	<u><a href="https://www.phila.gov/zba/appeals-calendar/#/">https://www.phila.gov/zba/appeals-calendar/#/</a></u>
4.) Variance meeting dates?	<u><a href="https://www.phila.gov/zba/appeals-calendar/#/">https://www.phila.gov/zba/appeals-calendar/#/</a></u>
5.) Variance documents required?	<u><a href="https://philadelphiazoning.com/zoning-variances/">https://philadelphiazoning.com/zoning-variances/</a></u>
6.) How many sets?	<u>Eight.</u>
7.) Likelihood of variance approval?	<u>25%</u>
DOCUMENTS REQUIRED FOR PERMITS	
Scaled Plot plan <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Building elevations <input checked="" type="checkbox"/> Elevation Drawings Electrical Permit <input checked="" type="checkbox"/>
Installation drawings <input checked="" type="checkbox"/>	<input type="checkbox"/> Legal description <input type="checkbox"/> Sealed engineering drawings Lotice of Commencement <input type="checkbox"/>
Sign drawings <input checked="" type="checkbox"/>	<input type="checkbox"/> Photo of existing <input checked="" type="checkbox"/> Property Manager's Approval
<u><a href="https://codelibrary.amlegal.com/codes/philadelphia/latest/philadelphia_pa/0-0-0-156537#JD_14-904(1)">https://codelibrary.amlegal.com/codes/philadelphia/latest/philadelphia_pa/0-0-0-156537#JD_14-904(1)</a></u>	
The recipient of this code check understands and agrees to the following: This code check is not exclusive and should not be used in place of the sign ordinance/code for said city. Please use the definitions, prohibitions and exemptions of the ordinance in conjunction with this code check. This code check is good for the day on which it is completed only. Information contained herein is a guideline and should not in any way be taken as a permit approval. Signs should not be produced until the permit has been issued. Zoning approval is often subject to interpretation that said official makes of the ordinance for their city/county/township. This code check is completed without the knowledge of specific project details and Expedite The Diehl does not assume any liability, we simply provide the code information based on the current code. This provider is not responsible for changes in local sign code after the completion date, nor for the review process, interpretations, calculations or fees of local authorities. It is understood that a permit will be obtained prior to manufacture, if required by authorities. This code check is provided with the assumption that you will get the landlord / property owner approval. This information herein is limited to what the city has told us and we cannot be responsible if they do not inform us that a sign plan is in place. We strongly encourage you to check your lease for sign criteria and to apply for permits before manufacturing a sign.	

LG Transparent dvLED Display for a single window section, 92" x 77"

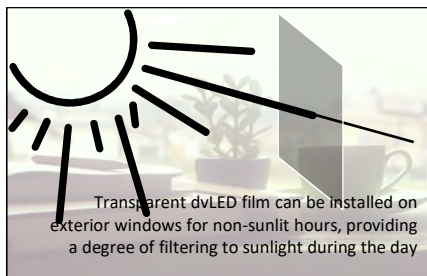
(LAT140GT81, 14mm)

Estimate Number:  
77-44274-3315

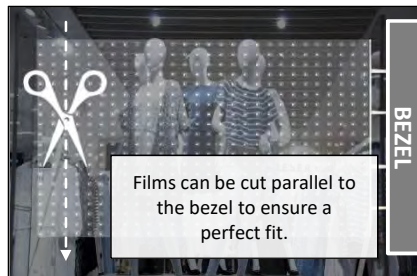
## About this display



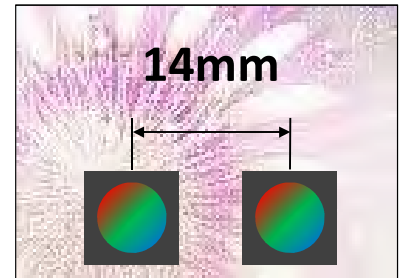
## Sunlight






## Trimming



## Pixel pitch



## Some basic specifications, which are good to know

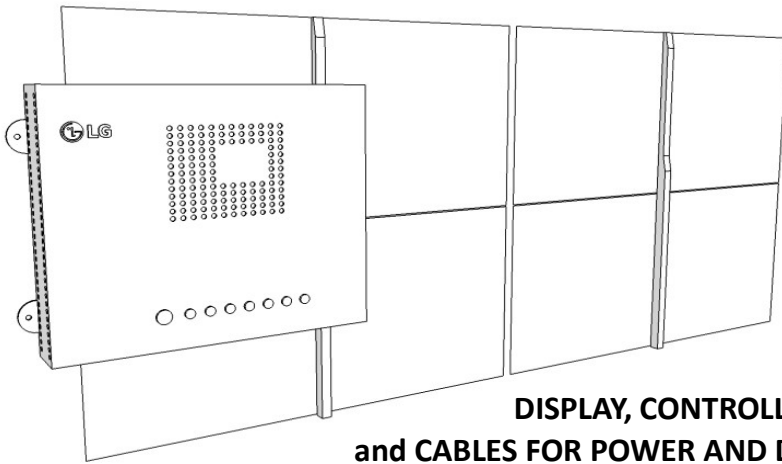
	<b>No curve</b>	This product must be installed on a flat, glass surface. The product cannot be installed on a curve, or on transparent mediums other than glass.
	<b>682 W</b>	This is maximum potential power draw the display can have with brightness set at 100%, showing a full white test pattern. Any real operation be use a fraction of this amount.
	<b>2,329 BTU/hr</b>	Most modern dvLED displays exhibit very little heat, due to improved power handling. The BTU value shown here is for reference only. Special HVAC is typically not required to handle heat produced by the

LG Transparent dvLED Display for a single window section, 92" x 77"

(LAT140GT81, 14mm)

Estimate Number:  
77-44274-3315

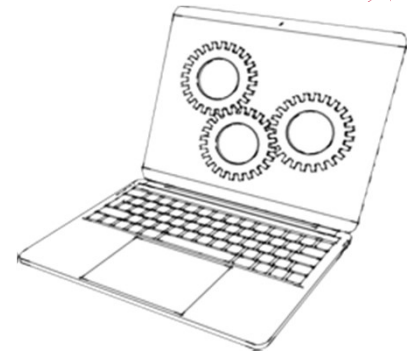
## What's included with the display



**DISPLAY, CONTROLLERS,  
and CABLES FOR POWER AND DATA**

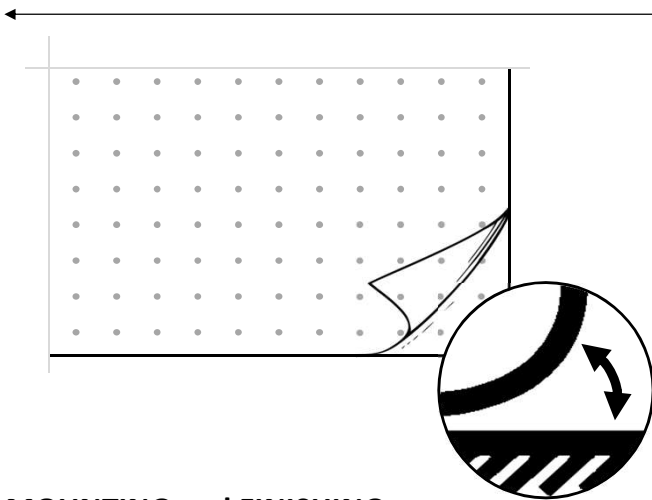
The display comes complete with the components which make up the display itself, the controller which translates your source to signal the display understands, and all accompanying cables needed to support power and data.

*\*One exception for the included cables is the ethernet cabling that is run between the display and controller. As these cables are run custom and terminated onsite, they are not included with the display.*



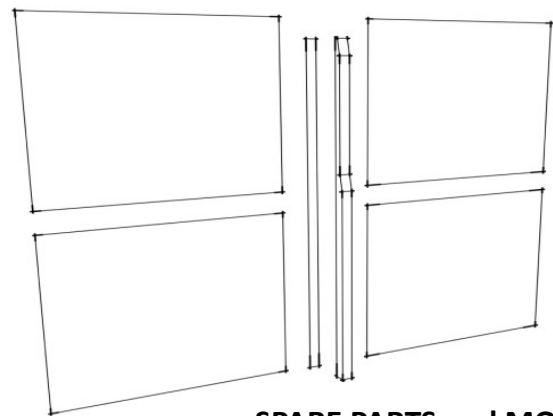
**CONFIGURATION FILES and  
SOFTWARE**

The display are all configuration files necessary for creating and maintaining a perfectly uniform color balance across the display.



**MOUNTING and FINISHING**

Everything needed to mount this display is included. There is no need for additional mounting. Be aware that the LAT films can only be installed on glass. Films will not bond and cure to Plexiglass.



**SPARE PARTS and MODULES**

The display includes 300% spares for primary parts, which is more than the standard amount included with displays. These parts are to replace components as needed in the display. There are smaller quantities of those parts which rarely require replacement.

Parts include replacement modules from the same manufacturing batch, for perfect and automatic color uniformity without special calibrations or manual tuning.



LG Transparent dvLED Display for a single window section, 92" x 77"

(LAT140GT81, 14mm)

Estimate Number:  
77-44274-3315

## Concierge Services



### LG IN-FIELD TRAINING

New to direct view LED or to the products used for this display? LG offers complete training services which can be delivered during the display's installation. An LG certified engineer can provide your team with certification-level training while the installation is taking place.

This display includes in-field training. An LG Engineer will be onsite to provide guidance for 2 days. LG's Academy will host a webinar beforehand for orientation and installation preparations.



### LG EXTENDED CARE™ WARRANTY

Warranties offer great piece of mind about how a display's components will be protected and covered following the installation. An ExtendedCare™ warranty allows your end user to feel confident their display will look amazing years after installation.

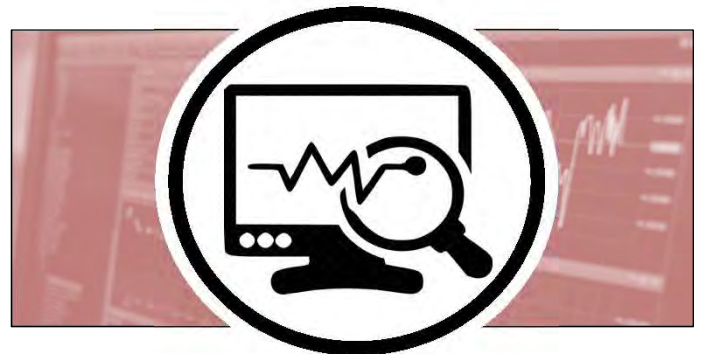
This display is covered by a comprehensive 3-year ExtendedCare warranty.



### LG TOTAL CARE™ HEALTH CHECKS

LG's TotalCare™ service provides for two on-site health checks of the display by an LG Engineer. The Engineer will perform a visual inspection, as well as analyze the display's health data. If any issues are identified during these checks, corrective action can be taken immediately.

This display does not include pre-installation equipment inspection, or bi-annual TotalCare health checks by an LG Engineer.



### LG CONNECTED CARE™ REMOTE MONITORING

LG dvLED displays are capable of active network health monitoring. Monitoring includes status, hours, temperature and more. Options include licensing the software, or can include active monitoring by LG. Monitoring can alert when maintenance is needed, often before seen on the display.

This display does not include licensing for the monitoring software, or any monitoring services by LG.



M/1/0.3300/2/0.3300/3/0.3300/4/0.3300/5/0.3300/6/0.2590

**TERMS AND CONDITIONS** | Please refer to your signed dealer agreement for the terms and conditions of purchase of any LG products. If you have any questions, contact your Account Manager for details.





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# 21Q2 Penn Center LED - photography and animation concepts

May 28, 2021

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PHOTOGRAPHY  
CONTENT

- LOCALIZED PHOTOGRAPHY  
IN A DUATONE OF CITIZENS GREEN

LED SCREENS

- 3 EXTERIOR FACING SCREENS
- SIZE: 7'-8 1/4" X 7'-1"



LOVE SCULPTURE







INDEPENDENCE HALL 1  
011976625-independence-hall-solo



INDEPENDENCE HALL 2  
039132059 independence hall Philadelphia



LOVE SCULPTURE  
Love-Park-Philadelphia-929804



PHILADELPHIA SKYLINE  
012041651-philadelphia-pennsylvania



PHILADELPHIA BROWNSTONE  
022773377-brownstone-townhouse



LIBERTY BELL  
032374723-liberty-bell-philadelphia-penn



ROCKY STATUE  
032374970-rocky-statue-philadelphia



GEORGE WASHINGTON STATUE  
021945466-statue-george-washington



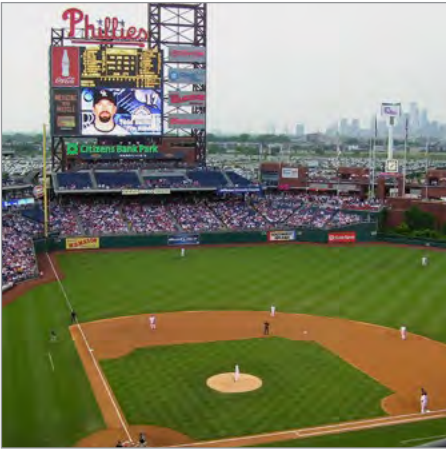
LOGAN PARK FOUNTAIN  
039577141-fountain-logans-circle-park



ELFRETH'S ALLEY  
Historic-Philadelphia-2905682



CITIZENS BANK PARK 1  
6f3fStadium-Philadelphia-1501641



CITIZENS BANK PARK 2  
910cCitizens-Bank-Park-1501638



CHINA TOWN  
039115016-friendship-gate-chinatown



BOATHOUSE ROW  
Boathouse-Row-875248





RITTENHOUSE SQUARE PARK 1  
DSC\_0293



RITTENHOUSE SQUARE PARK 2  
DSC\_0319



RITTENHOUSE SQUARE PARK 3  
DSC\_0326



RITTENHOUSE SQUARE PARK 4  
DSC\_0328



BENJAMIN FRANKLIN BRIDGE  
Bejamin-Franklin-Bridge-875245



KELLY DRIVE / BOATHOUSE ROW  
Boathouse-Row-875246



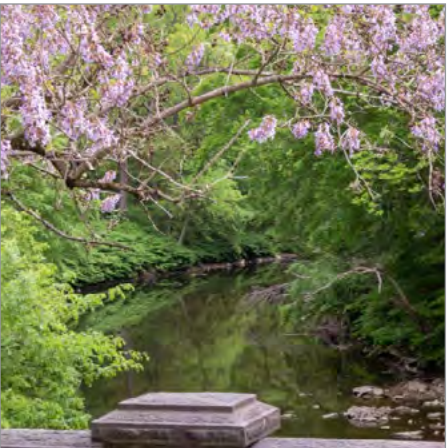
KELLY DRIVE / BOATHOUSE  
Boathouse-Row-875246 Boathouse-1898073



SCHUYLKILL RIVER  
Schuylkill-River-3142625



GERMANTOWN / VERNON PARK 1  
PHILAGERMANTOWN\_PA\_VERNONPARK\_2020-09-18\_BP (20)



GERMANTOWN / VERNON PARK 2  
PHILAGERMANTOWN\_PA\_WISSAHICKONPARK\_2020-09-18\_BP (6)



FDR PARK  
(SOUTH)PHILADELPHIA\_PA\_FRDPARK\_2021-05-01\_BP (30)



WALT WITMAN BRIDGE  
(SOUTH)PHILADELPHIA\_PA\_WALTWHITMANBRIDGE\_2021-05-01



HUNTINGTON PARK  
CFG 072720IMGP3264 (Medium)





DAFODILS  
gettyimages-88159133-170667a



CHERRY BLOSSOMS  
gettyimages-1312375409-170667a



PENN'S LANDING  
gettyimages-157672444-170667a



SCHUYLKILL RIVER BANK  
gettyimages-157672444-170667a



BENJAMIN FRANKLIN BRIDGE SUNSET  
062508109-ben-franklin-bridge-philadelph



PHILADELPHIA FALL  
069996619-fall-philadelphia



SWAN MEMORIAL FOUNTAIN  
141189481-swann-memorial-fountain-city-h

ANIMATED  
CONTENT

- DIGITAL ANIMATION SPANS  
ACROSS ALL 3 SCREENS

LED SCREENS

- 3 EXTERIOR FACING SCREENS
- SIZE: 7'-8 ¼" X 7'-1"



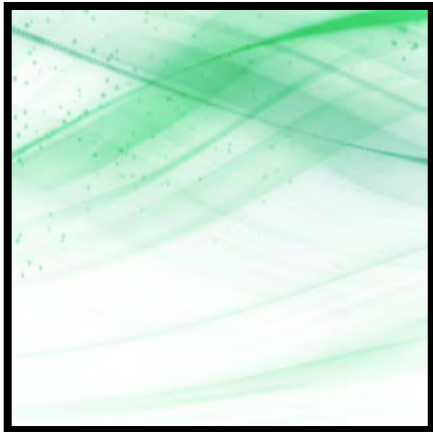
GREEN LIGHTS ABSTRACT



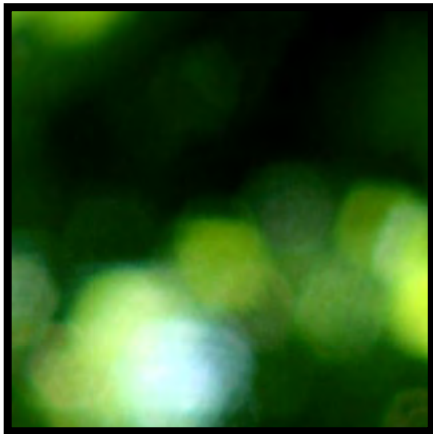
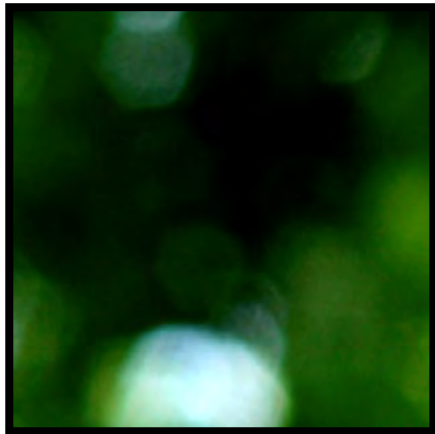




GREEN AND WHITE BALLS



FLOWING PARTICLES

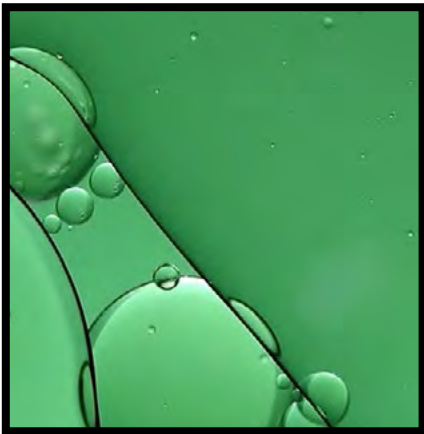


GREEN LIGHTS ABSTRACT

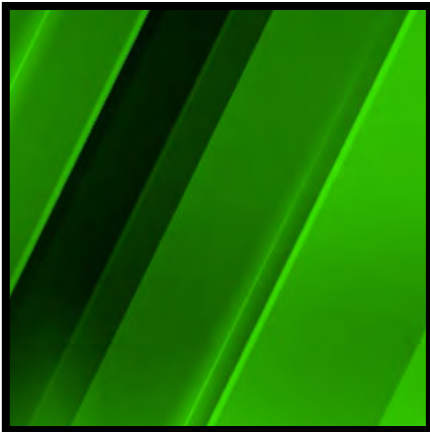
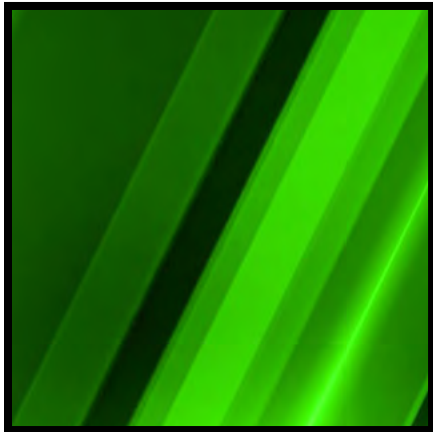


DEWY GREEN GRASS





GREEN BUBBLES ABSTRACT

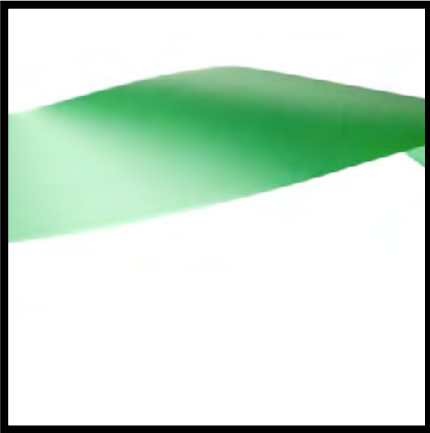


GREEN CRISS-CROSSING STRIPES





DANDELIONS



FLOWING RIBBON



SUBTLE TWINKLING LIGHTS



EASTERN HEMLOCK, THE PENNSYLVANIA STATE TREE, BLOWING IN THE WIND

