



**KLEHR HARRISON  
HARVEY BRANZBURG<sup>LLP</sup>**

Ronald J. Patterson  
Direct Dial: (215) 569-4585  
Email: [rpatterson@klehr.com](mailto:rpatterson@klehr.com)

June 25, 2021

**VIA EMAIL**

C. Beige Berryman, AICP  
Art and Design Manager, Philadelphia City Planning Commission  
One Parkway Building  
1515 Arch Street, 13th Floor  
Philadelphia, PA 19102

**Re: 1910-20 Chestnut Street  
Boyd Theatre Building  
Bankroll at the Boyd  
Signage Application**

Dear Ms. Berryman:

We represent Bankroll at the Boyd Restaurant, the proposed tenant in ground floor space in the former Boyd Theatre and in the adjoining former GAP clothing store. The area of the tenant space is depicted on the enclosed zoning site plan.

By this Application we are requesting approval of a package of accessory signage for Bankroll. Bankroll is submitting a concurrent Application to the Historical Commission for the marquee signage on the Boyd Theatre Building.

The proposed signs are described as follows:

- Signs 1, 2 & 3: Marquee signs. We proposed 3 similar sign copy on the existing marquee. We also propose renovating the marquee to match a former version of it.
  - 3 - Flatwall, static, internally illuminated: 16'-6" x 2'-0" each (33 sf each).



June 25, 2021  
Page 2

- Signs 4 & 5: We proposed to make use of the existing, flatwall poster panels that straddle the main Boyd Theatre entrance by replacing/installing copy.
  - 2 – flatwall, static, illuminated 5'-8" x 3'-2" each (18 sf each)
- Signs 6 & 7: Digital signs. These are 2 new signs, located below the bottom of the 2<sup>nd</sup> floor window sills, and located on the former GAP Building (f/k/a 1920 Chestnut Street).
  - 2 - Animated, digital, accessory news ticker signs, 21'-10" x 2'-6" each (55 sf each)

In support of this submission, I am attaching the following documents:

1. Zoning and Sign Package prepared by JKRP Architects, dated June 21, 2021, consisting of 3 pages.
2. Zoning Permit Application.

Please place this Application on the next available Sign Committee meeting agenda. Please let me know if you have any questions, or require any additional information.

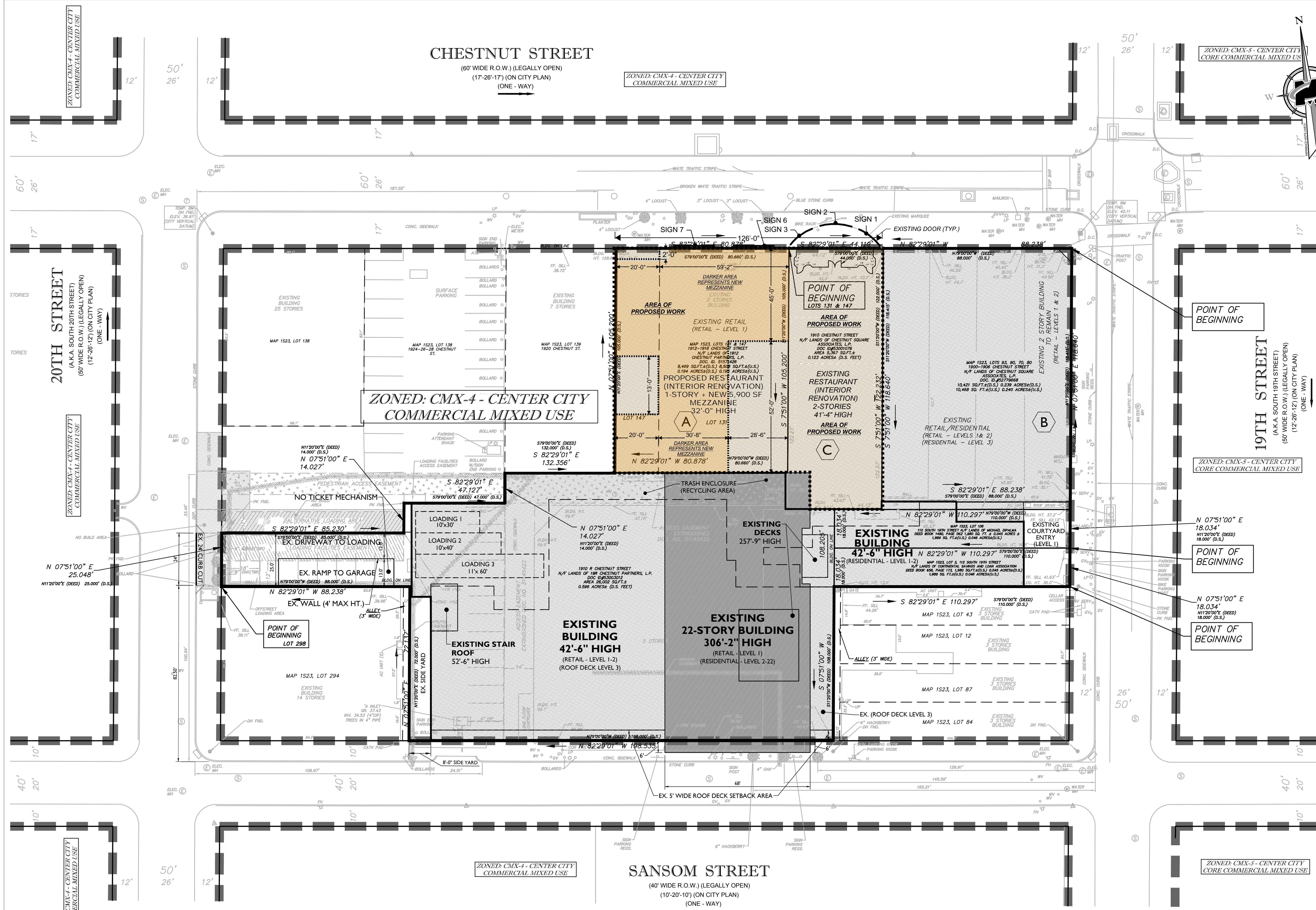
Sincerely,

Ronald J. Patterson

RJP/kmm  
Enclosures

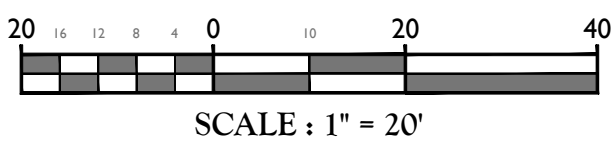


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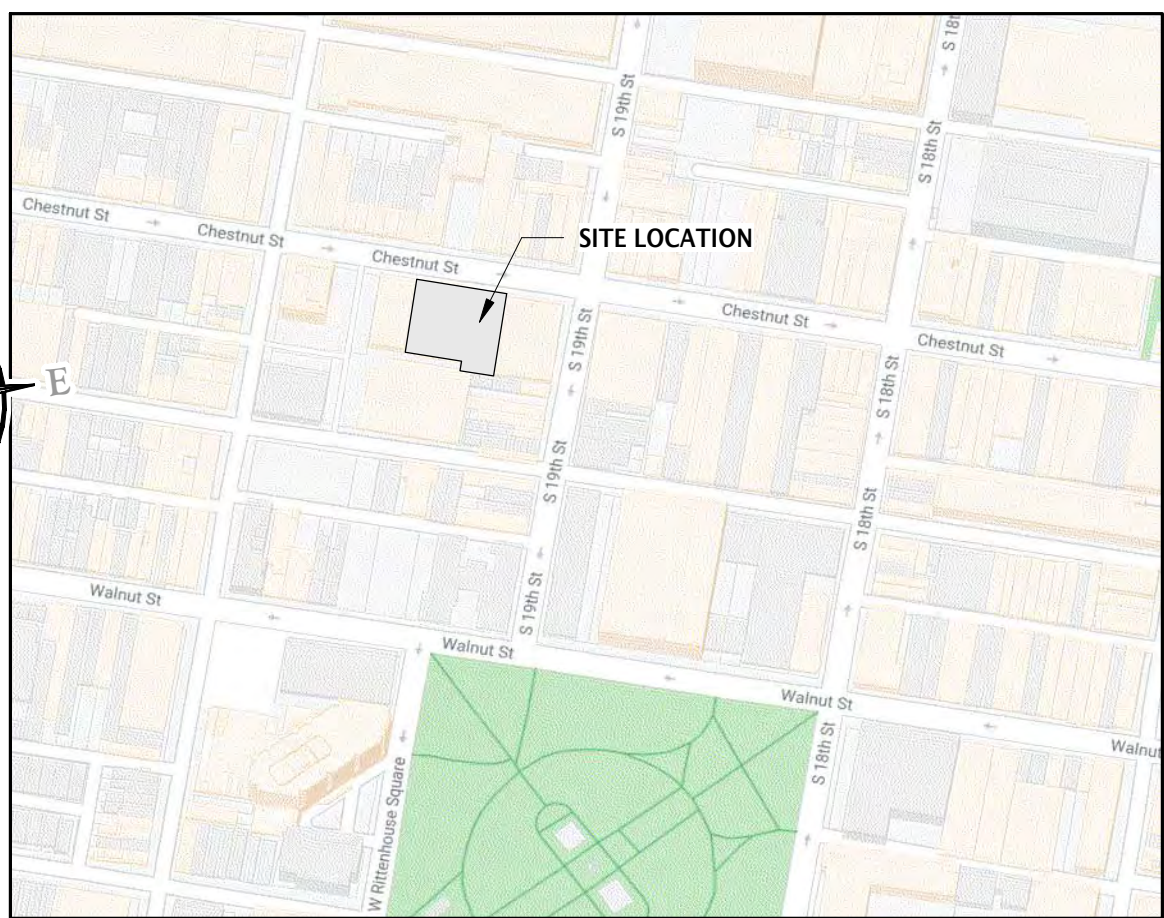


EXISTING BUILDINGS TO REMAIN

- A 1912 CHESTNUT STREET
- B 1900 CHESTNUT STREET (PARTIAL)
- C 1910 CHESTNUT STREET



EXISTING		PROPOSED	
TRAVVERSE LINE, CENTER LINE OR BASELINE (LABEL AS SUCH)		TRAVVERSE LINE, CENTER LINE OR BASELINE (LABEL AS SUCH)	
RIGHT OF WAY LINE		RIGHT OF WAY LINE	
PROPERTY LINE		PROPERTY LINE	
EDGE OF PAVEMENT		EDGE OF PAVEMENT	
CURB		CURB	
DEPRESSED CURB		DEPRESSED CURB	
CONCRETE PAVEMENT		CONCRETE PAVEMENT	
FENCES		FENCES	
TREE LINE		TREE LINE	
ROADWAY SIGNS		ROADWAY SIGNS	
ZONING BOUNDARY LINE		ZONING BOUNDARY LINE	
STALL COUNT		STALL COUNT	
ADA ACCESSIBLE STALL		ADA ACCESSIBLE STALL	
DEPRESSED CURB AND ADA RAMP		DEPRESSED CURB AND ADA RAMP	
DIRECTION OF TRAFFIC FLOW		DIRECTION OF TRAFFIC FLOW	



GENERAL NOTES:  
1. THIS PLAN REFERENCES A PLAN BY:  
MASER CONSULTING  
2000 MIDATLANTIC DRIVE  
SUITE 100  
MT LAUREL, NJ 08054  
ENTITLED "ALTA/ACSM LAND TITLE SURVEY" FILE NO.: 14001419A  
2. OWNER:  
CHESTNUT SQUARE ASSOCIATES, L.P.,  
110 S. 19TH STREET, SUITE 300  
PHILADELPHIA, PA 19103  
3. SITE DATA:  
1900-06 CHESTNUT STREET  
LOTS 93, 90, 70, 80, BRT/OPA #88-2-3901-72  
1910 CHESTNUT STREET  
LOT 298, BRT/OPA #88-2-0432-01  
1912, 1918 CHESTNUT STREET  
LOTS 131 & 147, BRT/OPA #88-2-0433-10  
1910 & CHESTNUT STREET  
BRT/OPA #86-1-0230-02  
110 S. 19TH STREET  
LOT 106, BRT/OPA #87-1-2697-00  
112 S. 19TH STREET  
LOT 3, BRT/OPA #88-2-9635-20

4. ZONING DATA: ZONED: CMX 4 CENTER CITY COMMERCIAL MIXED USE

AREAS & DIMENSIONS	REQUIRED	EXISTING/APPROVED	PROPOSED
MIN. LOT AREA	N/A	54,782 SF (1.26 AC) U.S.S	
	N/A	54,218 SF (1.25 AC) P.D.S.	
FLOOR AREA RATIO (FAR)	328,692 SF (6000') *REFLECTS 100% BONUS FOR ACCESSORY UNDERGROUND PARKING	209,582 SF / 382.6%	210,267 SF + NEW MEZZANINE: 5,000 SF TOTAL: 215,267 SF / 392.6%
MIN. LOT WIDTH	N/A	N/A	
FRONT YARD SETBACK	N/A	N/A	
SIDE YARD SETBACK	N/A	8'-0" WEST SIDE OF SANSON ST.	
REAR YARD SETBACK	N/A	0 FT	
OPEN AREA	0%	6.5%	
BULK & MASSING CONTROLS	OPTION A OR B	OPTION B	
OCCUPIED AREA (OPTION B)	100% UP TO 65 FT 75% UP TO 300 FT <320 FT FRONING SANSON ST.	93.5% 15.3% 306'-2"	

OPTION B - OPEN AREA, BUILDING WIDTH & HEIGHT CONTROLS		
	SITE AREA	BUILDING AREA
75% UP TO 300 FEET	15.3%	54,782 SF
100% UP TO 65 FEET	93.5%	54,782 SF
SANSON STREET HEIGHT	320'	51,247 SF

BUILDING SIGNAGE - BUILDING WIDTH (AREA OF WORK) = 126'-0"		
ALLOWABLE SIGNAGE IN CMX-4: 126'-0" x 2.5% FT OF BUILDING WIDTH = 252 SF		
SIGN 1	INTERNALLY ILLUMINATED LETTERS	16'-6" x 2'-0" 33 SF
SIGN 2	INTERNALLY ILLUMINATED LETTERS	16'-6" x 2'-0" 33 SF
SIGN 3	INTERNALLY ILLUMINATED LETTERS	16'-6" x 2'-0" 33 SF
SIGN 4	EXISTING POSTER CASE TO BE REFURBISHED	5'-8" x 3'-2" 18 SF
SIGN 5	EXISTING POSTER CASE TO BE REFURBISHED	5'-8" x 3'-2" 18 SF
SIGN 6	DIGITAL SIGN BAND	21'-10" x 2'-6" 55 SF
SIGN 7	DIGITAL SIGN BANDS	21'-10" x 2'-6" 55 SF
TOTAL SF OF SIGNAGE:		245 SF

VEHICLE PARKING		
	REQUIRED	EXISTING/APPROVED
RESIDENTIAL: (3/10 OF 177 UNITS)	54 SPACES	82 SPACES
ADA PARKING (76-100 SPACES)	4 SPACES	4 SPACES
BICYCLE PARKING:		
RESIDENTIAL (1/3 OF 177 UNITS)	59 SPACES	64 SPACES
OTHER USES (1 FOR EVERY 10,000 SF)	8 SPACES	8 SPACES
TOTAL:	67 SPACES	72 SPACES
LOADING REQUIREMENTS		
RESIDENTIAL USES: 100,000-200,000	1 SPACES	2 SPACES
OTHER PERM USES: 40,000-100,000	1 SPACES	1 SPACES
TOTAL:	2 SPACES	3 SPACES

9. MASERT CONSULTING, PA BUSINESS PRIVILEGE NUMBER IS 305518
10. ALL IMPROVEMENTS SHALL BE CONSTRUCTED IN ACCORDANCE WITH THE STANDARDS AND SPECIFICATIONS OF THE CITY OF PHILADELPHIA AND PHILADELPHIA WATER DEPARTMENT (PWD), AND ZONING REQUIREMENTS IN THE PHILADELPHIA CODE.
11. ELEVATIONS AREA BASED ON CITY OF PHILADELPHIA DATUM. LOT DIMENSIONS AND EASMENTS ARE BASED ON PHILADELPHIA DISTRICT STANDARDS UNLESS OTHERWISE NOTED.
12. DEVELOPMENT TO BE SERVICED BY PUBLIC WATER AND SEWER IN ACCORDANCE WITH CITY OF PHILADELPHIA REQUIREMENTS.
13. PLAN PREPARED AS PER INSTRUCTIONS OF 19R CHESTNUT PARTNERS, L.P.
14. ATTENTION IS CALLED TO THE ZONING REQUIREMENTS IN THE PHILADELPHIA CODE AS AMENDED.
15. A ZONING PERMIT IS REQUIRED FOR ANY PROPOSED CHANGES TO LOT LINES INCLUDING SUBDIVISION/CONSOLIDATION OF EXISTING PARCELS.
16. THIS PROJECT IS PART OF A PREVIOUSLY APPROVED UNITY OF USE AGREEMENT ZONING USE PERMITS #657201-11, ISSUED IN CONNECTION WITH ZONING PERMIT #657212 (MASTER LOT ZONING PERMIT). AN APPROVED SUBDIVISION WAS CREATED TO CREATE (2) LOTS FROM 1910 CHESTNUT STREET (1910 CHESTNUT STREET AND 1910 R CHESTNUT STREET AS PER ZONING PERMIT # 664810). SUBSEQUENTLY, 1910 R CHESTNUT STREET, 110 S. 19TH STREET, AND 112 S. 19TH STREET WERE CONSOLIDATED INTO ONE (1) LOT AS PER ZONING PERMIT #5 720388, 712386, & 708917.
17. TRASH PICKUP WILL BE VIA A PRIVATE HAULER.
18. BUILDING AND SITE DEMOLITION MUST COMPLY WITH THE CITY OF PHILADELPHIA DEMOLITION PERMIT APPLICATION AND GUIDELINES. THE OWNER MUST APPLY AND OBTAIN A DEMOLITION PERMIT.
19. PWD ESRA TRACKING NUMBER: 2015-19TH-2823-01
20. EXISTING CONCRETE CURB AND SIDEWALK ALONG CHESTNUT STREET AND 19TH STREET TO REMAIN.
21. THIS PROPERTY IS PREDOMINANTLY LOCATED IN FLOOD HAZARD ZONE X (AREAS DETERMINED TO BE OUTSIDE THE 0.2 ANNUAL CHANCE FLOODPLAIN) AND PARTIALLY LOCATED IN FLOOD HAZARD X (OTHER) (AREA OF 0.2% ANNUAL CHANCE FLOOD). AREA OF 1% ANNUAL CHANCE FLOOD WITH AVERAGE DEPTHS OF LESS THAN 1 FOOT OF WIDTH DRAINAGE AREAS LESS THAN 1 SQ. MILE, AN AREA PROTECTED BY LEVEES FROM 1% ANNUAL CHANCE FLOOD).

THIS PLAN REFERENCES A PLAN BY MASER CONSULTING, DATED 02/06/2017

NOT FOR CONSTRUCTION

OWNER/CLIENT	
Client Name	
Client Address 01	
Client Address 02	
### ### ###	
STRUCTURAL	
ODONNELL & ACCARATO	
701 MARKET ST #600	
PHILADELPHIA, PA 19106	
215.717.3603	
MEP	
DALETTIC ENGINEERING	
310 W. 20TH ST STE. 200	
KANSAS CITY, MO 64108	
816.997.7623	
CONSULTANT 3 DISCIPLINE	
CONSULTANT 3 NAME	
Address 01	
Address 02	
### ### ###	
CONSULTANT 4 DISCIPLINE	
CONSULTANT 4 NAME	
Address 01	
Address 02	
### ### ###	
CONSULTANT 5 DISCIPLINE	
CONSULTANT 5 NAME	
Address 01	
Address 02	
### ### ###	
CONSULTANT 6 DISCIPLINE	
CONSULTANT 6 NAME	
Address 01	
Address 02	
### ### ###	

BANKROLL AT THE BOYD

NEW BAR/RESTAURANT

1910 CHESTNUT STREET  
PHILADELPHIA, PA 19103



ZONING FLOOR PLAN

**Z1.0**

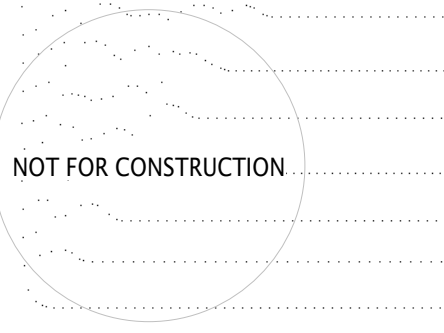
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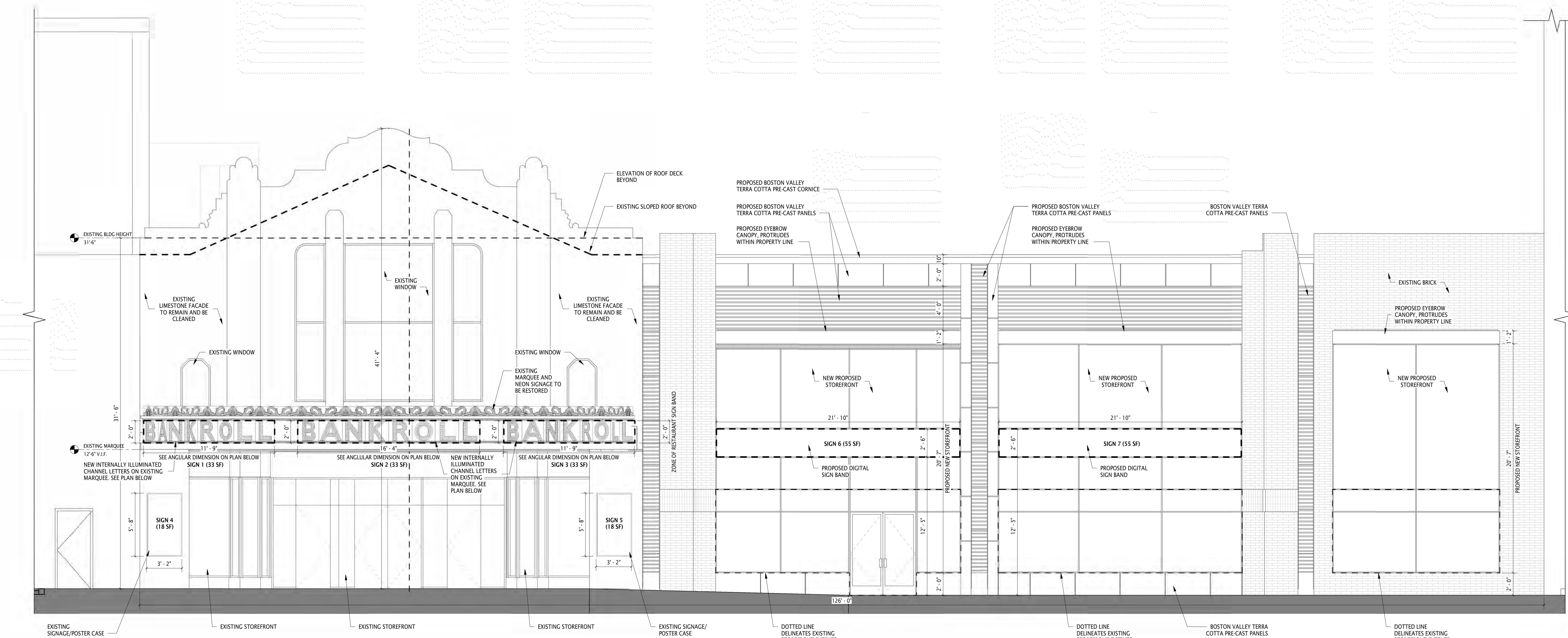


ARCHITECTS

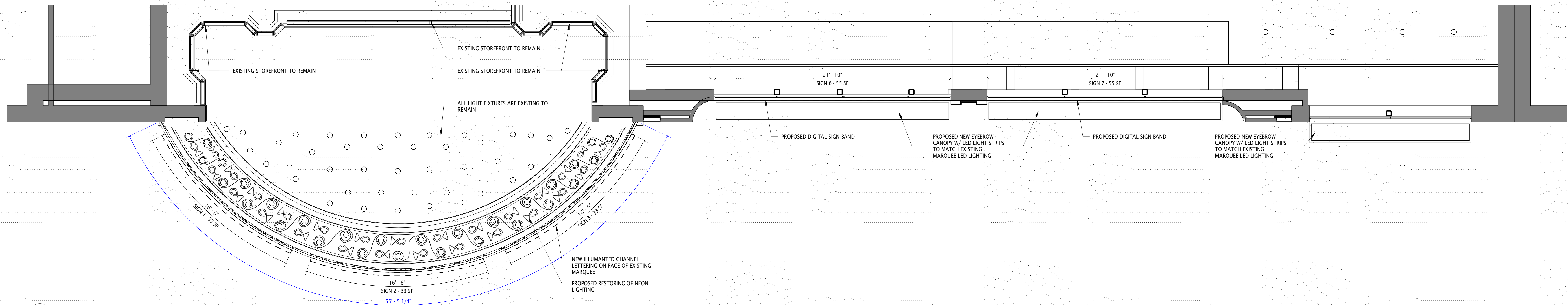
100 EAST PENN SQUARE  
SUITE 1080  
PHILADELPHIA, PA 19107  
215 . 928 . 9331  
JKRPARCHITECTS.COM



OWNER/CLIENT
Client Name
Client Address 01
Client Address 02
### ### ###
STRUCTURAL
ODONNELL & NACCARATO
701 MARKET ST #6000
PHILADELPHIA, PA 19106
215.717.3603
MEP
DIALECTIC ENGINEERING
310 W. 20TH ST. STE. 200
KANSAS CITY, MO 64108
816.997.9623
CONSULTANT 3 DISCIPLINE
CONSULTANT 3 NAME
Address 01
Address 02
### ### ###
CONSULTANT 4 DISCIPLINE
CONSULTANT 4 NAME
Address 01
Address 02
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CONSULTANT 5 DISCIPLINE
CONSULTANT 5 NAME
Address 01
Address 02
### ### ###
CONSULTANT 6 DISCIPLINE
CONSULTANT 6 NAME
Address 01
Address 02
### ### ###



1 EXTERIOR ZONING ELEVATION - CHESTNUT STREET  
1/4" = 1'-0"



2 GROUND LEVEL RCP - ZONING  
1/4" = 1'-0"

BANKROLL AT THE BOYD

NEW BAR/RESTAURANT

1910 CHESTNUT STREET  
PHILADELPHIA, PA 19103



ZONING ELEVATION & RCP

DATE: 06.21.2021  
DRAWN BY: RM | BH | JY | DV  
REVISIONS:



AS INDICATED

Z1.1

PERMIT SET





LOOKING EAST ON CHESTNUT



EXISTING RETAIL SPACE TO BE CONVERTED TO RESTAURANT W/ NEW STOREFRONT



EXISTING MARQUEE TO REMAIN AND BE RESTORED. NEW ILLUMINATED CHANNEL LETTERING TO OCCUPY 2'-0" BLACK BAND

EXISTING LIMESTONE FACADE TO REMAIN AND BE CLEANED

EXISTING WINDOWS

EXISTING WINDOW

HISTORIC NEON SIGNAGE TO BE RESTORED

EXISTING MARQUEE WITH NEW ILLUMINATED CHANNEL LETTERING

HISTORIC NEON TUBE LIGHTING TO BE RESTORED

EXISTING POSTER CASES TO REMAIN

EXISTING STOREFRONT TO REMAIN



PROPOSED EXTERIOR RENDERING

EXISTING BRICK

PROPOSED BOSTON VALLEY TERRA COTTA PRE-CAST PANEL

PROPOSED BOSTON VALLEY TERRA COTTA PRE-CAST PANEL

PROPOSED EYEBROW CANOPY

PROPOSED NEW STOREFRONT

EXISTING BRICK

PROPOSED BOSTON VALLEY TERRA COTTA PRE-CAST PANEL

PROPOSED NEW STOREFRONT

PROPOSED DIGITAL SIGN BAND



100 EAST PENN SQUARE  
SUITE 1080  
PHILADELPHIA, PA 19107  
215 . 928 . 9331  
JKRPARCHITECTS.COM

NOT FOR CONSTRUCTION

OWNER/CLIENT

Client Name  
Client Address 01  
Client Address 02  
###.###.####

STRUCTURAL

ODONNELL & NACCARATO  
701 MARKET ST #6000  
PHILADELPHIA, PA 19106  
215.717.3603

MEP

DIALECTIC ENGINEERING  
310 W. 20TH ST. STE. 200  
KANSAS CITY, MO 64108  
816.997.9623

CONSULTANT 3 DISCIPLINE

CONSULTANT 3 NAME  
Address 01  
Address 02  
###.###.####

CONSULTANT 4 DISCIPLINE

CONSULTANT 4 NAME  
Address 01  
Address 02  
###.###.####

CONSULTANT 5 DISCIPLINE

CONSULTANT 5 NAME  
Address 01  
Address 02  
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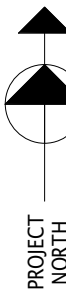
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CONSULTANT 6 NAME  
Address 01  
Address 02  
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BANKROLL AT THE BOYD

NEW BAR/RESTAURANT

1910 CHESTNUT STREET  
PHILADELPHIA, PA 19103



EXISTING PHOTOS &  
PROPOSED RENDERING

DATE: 06.21.2021  
DRAWN BY: RM | BH | JY | DV  
REVISIONS:



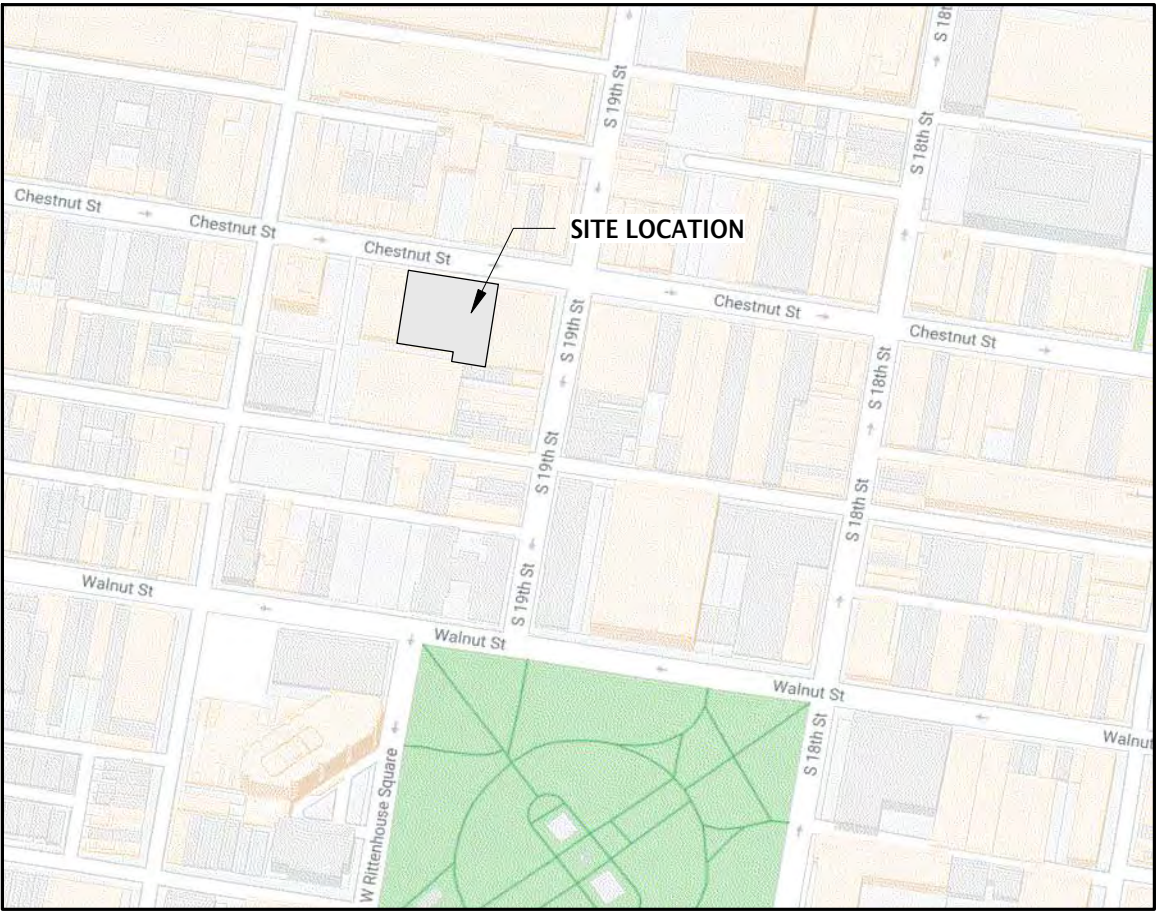
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Z1.2

PERMIT SET





**JCRP**  
**ARCHITECTS**  
100 EAST PENN SQUARE  
SUITE 1080  
PHILADELPHIA, PA 19107  
215 . 928 . 9331  
JKRPARCHITECTS.COM

NOT FOR CONSTRUCTION

OWNER/CLIENT

BANKROLL CLUB  
Client Address 01  
Client Address 02  
### ### ###

INTERIOR DESIGN

AVRKO  
62 ALLEN ST, 3RD FLOOR  
NEW YORK, NY 10002  
212.343.7024

STRUCTURAL

O'DONNELL & NACCARATO  
701 MARKET ST #6000  
PHILADELPHIA, PA 19106  
215.597.9625

MEP

DIALECTIC ENGINEERING  
310 W. 20TH ST. STE. 200  
KANSAS CITY, MO 64108  
816.997.9625

AV

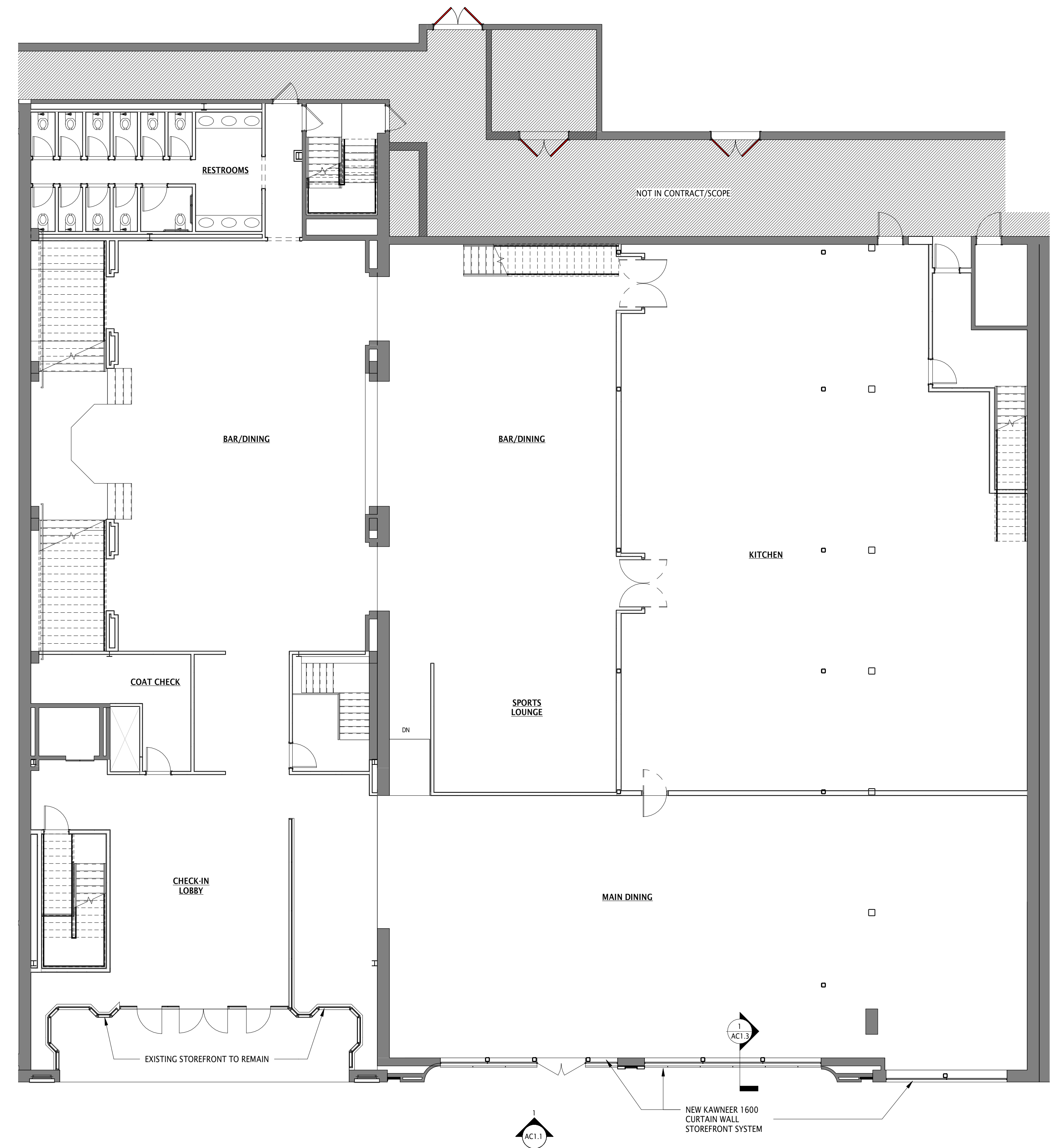
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3475 W. POST ROAD, SUITE 100  
LAS VEGAS, NV 89118  
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CONSULTANT 5 DISCIPLINE

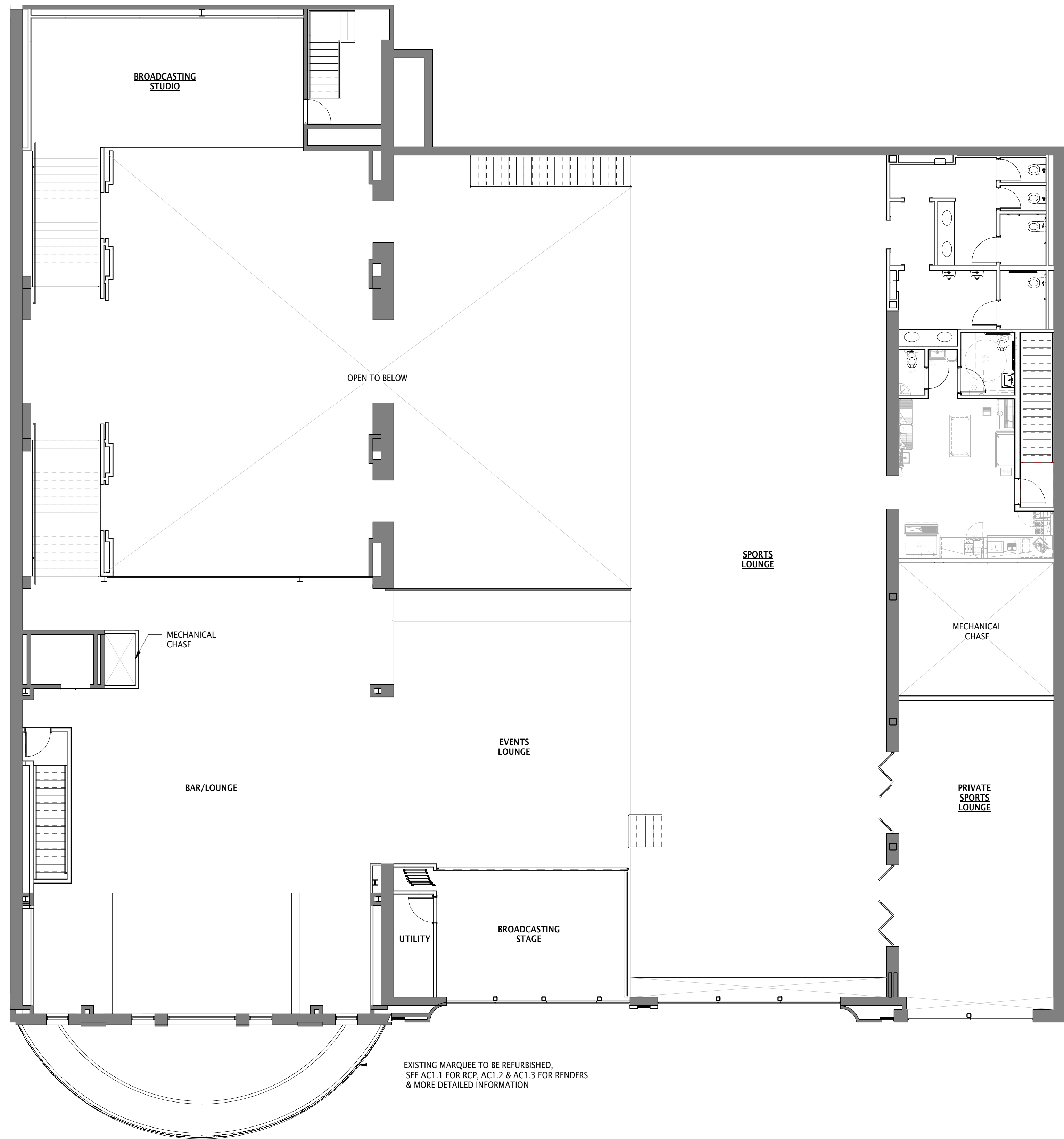
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Address 01  
Address 02  
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CONSULTANT 6 DISCIPLINE

CONSULTANT 6 NAME  
Address 01  
Address 02  
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1  
ACT.0  
ART COMMISSION - GROUND FLOOR PLAN  
1/8" = 1'-0"

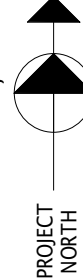


2  
ACT.0  
ART COMMISSION - SECOND FLOOR PLAN  
1/8" = 1'-0"

BANKROLL AT THE BOYD

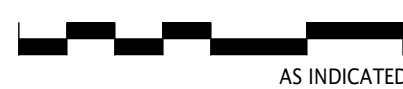
NEW BAR/RESTAURANT

1910 CHESTNUT STREET  
PHILADELPHIA, PA 19103



ART COMMISSION FLOOR  
PLAN

DATE: 07.14.2021  
DRAWN BY: RM | CRC | JY | DV  
REVISIONS:



AS INDICATED

AC1.0

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OWNER/CLIENT

BANKROLL CLUB  
Client Address 01  
Client Address 02  
### ### ###

INTERIOR DESIGN

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62 ALLEN ST, 3RD FLOOR  
NEW YORK, NY 10002  
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816.997.9625

AV

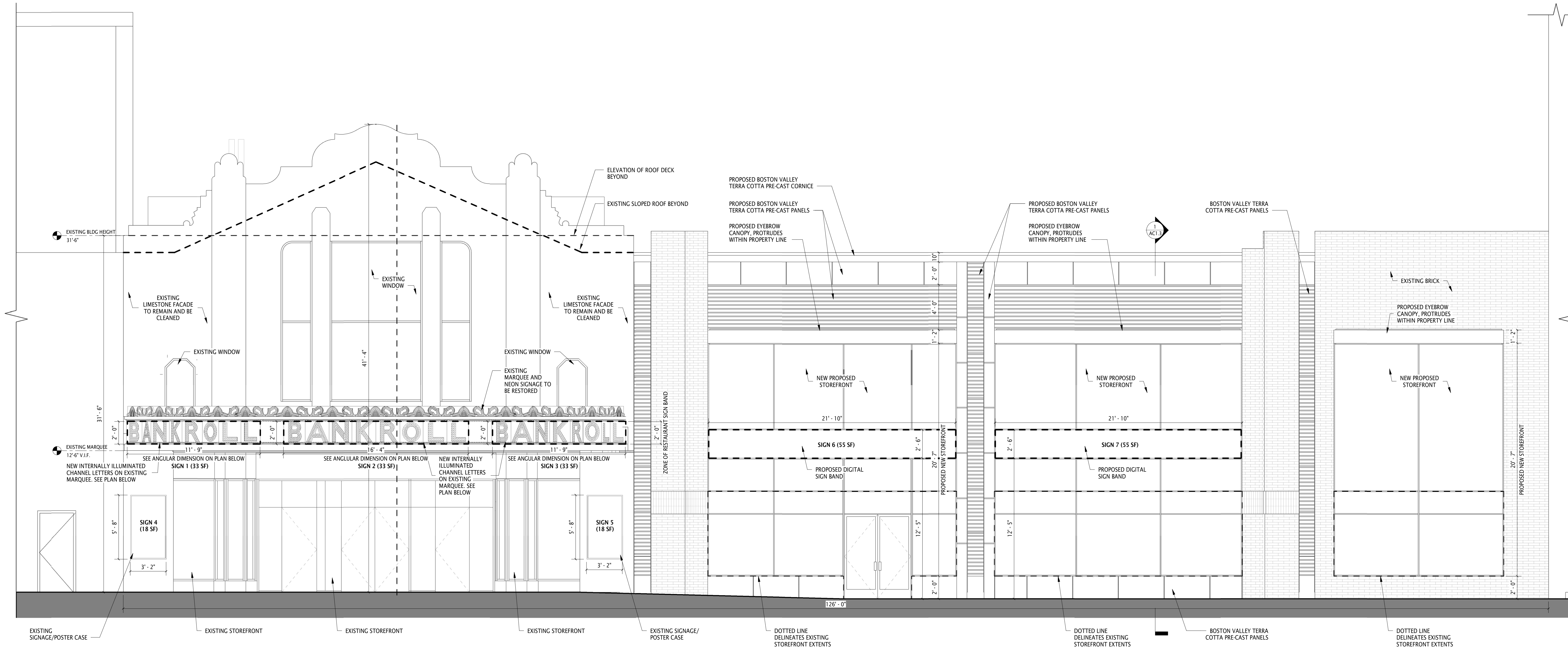
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3475 W. POST ROAD, SUITE 100  
LAS VEGAS, NV 89118  
### ### ###

CONSULTANT 5 DISCIPLINE

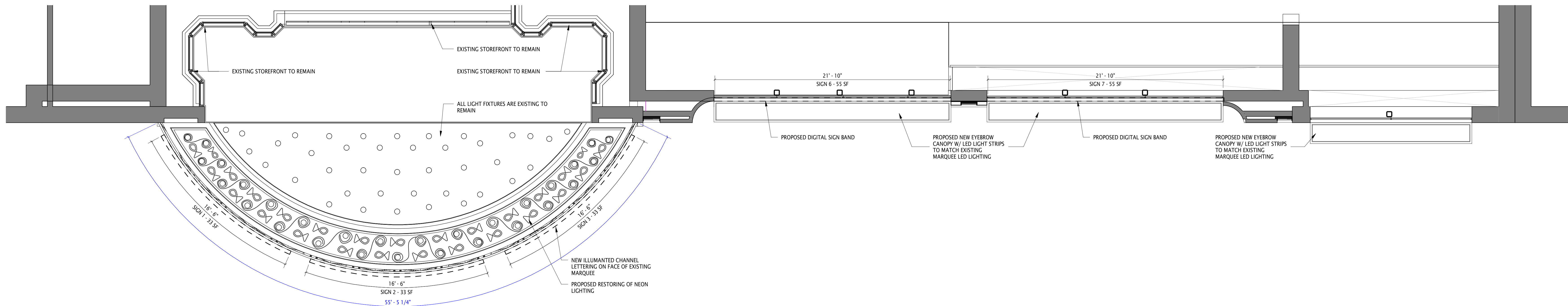
CONSULTANT 5 NAME  
Address 01  
Address 02  
### ### ###

CONSULTANT 6 DISCIPLINE

CONSULTANT 6 NAME  
Address 01  
Address 02  
### ### ###



1 ART COMMISSION - EXTERIOR ELEVATION - CHESTNUT STREET  
AC1.1 1/4" = 1'-0"



2 GROUND LEVEL RCP - ART COMMISSION  
AC1.1 1/4" = 1'-0"

BANKROLL AT THE BOYD

NEW BAR/RESTAURANT

1910 CHESTNUT STREET  
PHILADELPHIA, PA 19103



ART COMMISSION  
ELEVATION & RCP

DATE: 07.14.2021  
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REVISIONS:



AS INDICATED

AC1.1

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LOOKING EAST ON CHESTNUT



EXISTING RETAIL SPACE TO BE CONVERTED TO RESTAURANT W/ NEW STOREFRONT



EXISTING MARQUEE TO REMAIN AND BE RESTORED. NEW ILLUMINATED CHANNEL LETTERING TO OCCUPY 2'-0" BLACK BAND

EXISTING LIMESTONE FACADE TO REMAIN AND BE CLEANED

EXISTING WINDOWS

EXISTING WINDOW

HISTORIC NEON SIGNAGE TO BE RESTORED

EXISTING MARQUEE WITH NEW ILLUMINATED CHANNEL LETTERING

HISTORIC NEON TUBE LIGHTING TO BE RESTORED

EXISTING POSTER CASES TO REMAIN

EXISTING STOREFRONT TO REMAIN

EXISTING BRICK

PROPOSED BOSTON VALLEY TERRA COTTA PRE-CAST PANEL

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PROPOSED EYEBROW CANOPY

PROPOSED NEW STOREFRONT

EXISTING BRICK

PROPOSED EYEBROW CANOPY

PROPOSED NEW STOREFRONT

PROPOSED DIGITAL SIGN BAND



PROPOSED EXTERIOR RENDERING

NOT FOR CONSTRUCTION

OWNER/CLIENT

BANKROLL CLUB  
Client Address 01  
Client Address 02  
###.###.####

INTERIOR DESIGN

AVROKO  
62 ALLEN ST, 3RD FLOOR  
NEW YORK, NY 10002  
212.343.7024

STRUCTURAL

O'DONNELL & NACCARATO  
701 MARKET ST #6000  
PHILADELPHIA, PA 19106  
215.997.9625

MEP

DIALECTIC ENGINEERING  
310 W. 20TH ST. 200  
KANSAS CITY, MO 64108  
816.997.9625

AV

MCCANN. SYSTEMS  
3475 W. POST ROAD, SUITE 100  
LAS VEGAS, NV 89118  
###.###.####

CONSULTANT 5 DISCIPLINE

CONSULTANT 5 NAME  
Address 01  
Address 02  
###.###.####

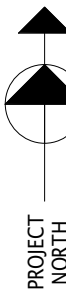
CONSULTANT 6 DISCIPLINE

CONSULTANT 6 NAME  
Address 01  
Address 02  
###.###.####

BANKROLL AT THE BOYD

NEW BAR/RESTAURANT

1910 CHESTNUT STREET  
PHILADELPHIA, PA 19103



ART COMMISSION EXISTING  
PHOTOS & RENDERINGS

DATE: 07.14.2021  
DRAWN BY: RM | CRC | JY | DV  
REVISIONS:



AS INDICATED

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AC1.2



NOT FOR CONSTRUCTION

OWNER/CLIENT

BANKROLL CLUB  
Client Address 01  
Client Address 02  
### ### ###

INTERIOR DESIGN

AVRKO  
62 ALLEN ST, 3RD FLOOR  
NEW YORK, NY 10002  
212.343.7024

STRUCTURAL

O'DONNELL & NACCARATO  
701 MARKET ST #6000  
PHILADELPHIA, PA 19106  
215.997.9625

MEP

DIALECTIC ENGINEERING  
310 W. 20TH ST, STE. 200  
KANSAS CITY, MO 64108  
816.997.9625

AV

MCCANN, SYSTEMS  
3475 W. POST ROAD, SUITE 100  
LAS VEGAS, NV 89118  
### ### ###

CONSULTANT 5 DISCIPLINE

CONSULTANT 5 NAME  
Address 01  
Address 02  
### ### ###

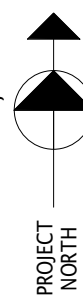
CONSULTANT 6 DISCIPLINE

CONSULTANT 6 NAME  
Address 01  
Address 02  
### ### ###

BANKROLL AT THE BOYD

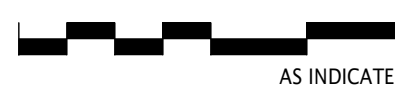
NEW BAR/RESTAURANT

1910 CHESTNUT STREET  
PHILADELPHIA, PA 19103



ART COMMISSION  
ENLARGED DETAILS

DATE: 07.14.2021  
DRAWN BY: RM | CRC | JY | DV  
REVISIONS:



AS INDICATED

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AC1.3



BOSTON VALLEY TERRA COTTA TERRACLAD,  
SAND COLOR



BOSTON VALLEY TERRA COTTA PRE-CAST  
PANELS, SLATE COLOR



NEW DIGITAL SIGN BAND TO BE  
INCORPORATED INTO STOREFRONT SYSTEM

NEW METAL PANEL EYEBROWS WITH LED STRIP  
LIGHTING

NEW TERRA COTTA PRE-CAST PANELING

NEW KAWNEER 1600  
CURTAINWALL STOREFRONT  
SYSTEM

EXISTING BRICK TO REMAIN

EXISTING LIMESTONE

EXISTING WINDOW ART TO REMAIN

RESTORATION OF NEON LIGHTING TO  
MATCH ORIGINAL MARQUEE DESIGN

ILLUMINATED CHANNEL LETTERING WITH  
FACETED BAND TO MATCH AESTHETIC OF  
ORIGINAL MARQUEE

EXISTING STAINLESS STEEL BAND ON TOP AND  
BOTTOM OF LETTERING

EXISTING LED STRIP LIGHTING TO REMAIN

EXISTING DOWNLIGHTING TO REMAIN

EXISTING METAL PANEL CEILING TO REMAIN

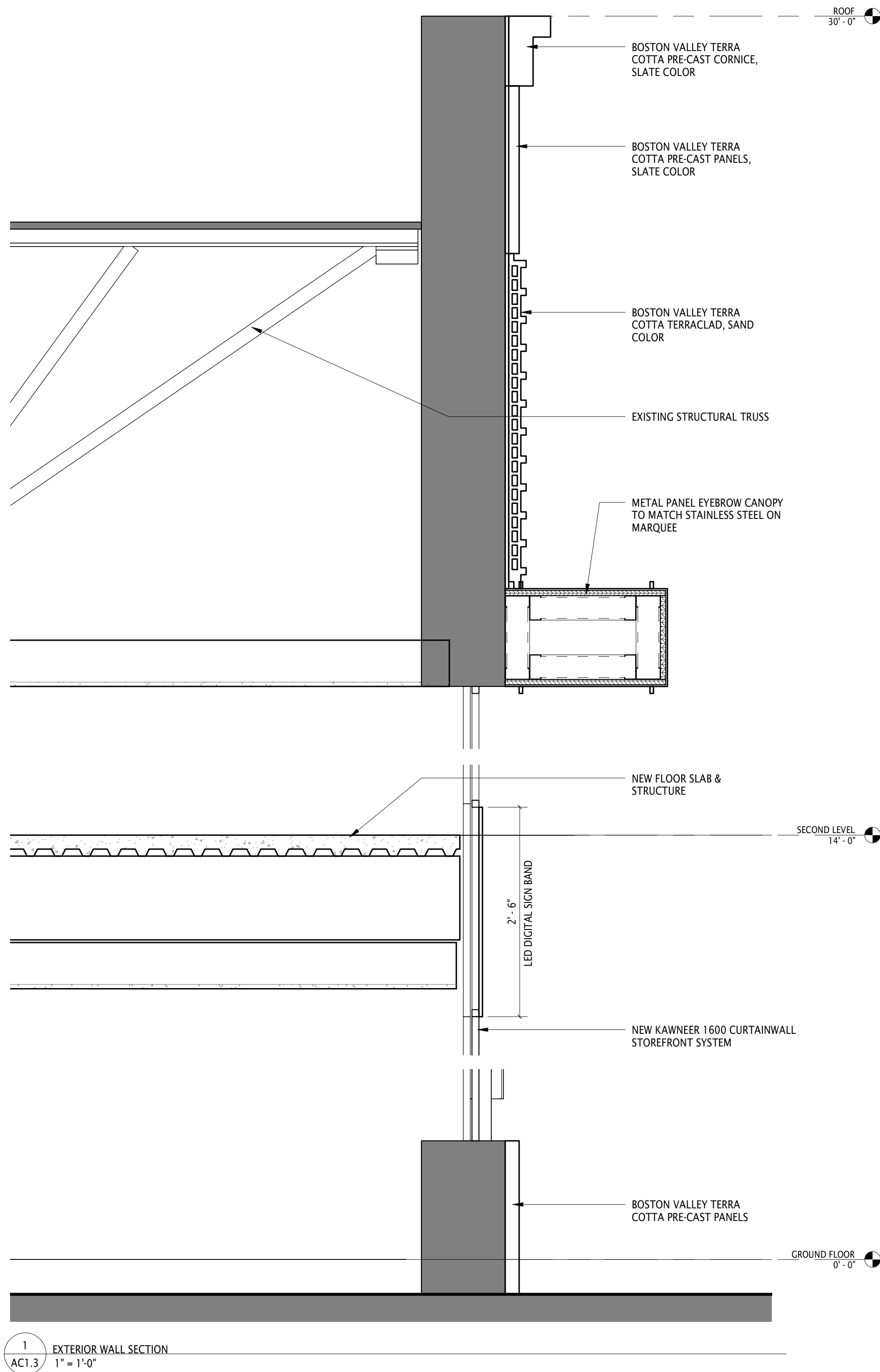
NEW NEON LIGHTING TO MATCH ORIGINAL  
MARQUEE

EXISTING STOREFRONT TO REMAIN

EXISTING POSTER CASES TO BE RESTORED  
WITH DIGITAL SIGNAGE



PREVIOUS BOYD MOVIE THEATRE MARQUEE



PROPOSED RESTORATION OF THE EXISTING MARQUEE TO RESEMBLE THE OLD THEATRE  
MARQUEE