

Ronald J. Patterson  
Direct Dial: (215) 569-4585  
Email: RPATTERS@klehr.com

July 27, 2021

**VIA EMAILRY**

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

**Re: University of Pennsylvania, Penn Medicine  
The Pavilion Building  
Signage Application**

Dear Ms. Berryman:

We represent University of Pennsylvania, Penn Medicine, in connection with its on-going development of the Pavilion Building located at 1 Convention Avenue, and related building and site improvements. The Pavilion is a medical hospital facility having retail/commercial ground floor tenants, and an accessory underground parking garage. By this Application we are submitting a package of accessory signage for Commission review and approval.

By this Application, we are seeking approval for one flatwall sign on the face of a canopy that projects over the property line. (The Commission previously approved the canopy.)

- Sign WL1 – 78' 1" x 4'-2" (328 square feet).

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

1. Zoning Permit Site Plans entitled, "PennFIRST – Penn Medicine Pavilion", dated October 16, 2016, as last revised March 15, 2021, consisting of 1 page).
2. Zoning Permit Application.
3. Sign Detail Package entitled, "Penn Medicine, Exterior Signs – HOA Pavilion, 1 Convention Avenue, undated, and consisting of 36 pages, and contains:

- A Sign Site Plan
- Existing and proposed building elevation renderings
- Sign Details of dimensions, locations, construction materials and color details
- Photographs of the existing structure.

July 27, 2021  
Page 2

Please place this Application on the next available Sign Committee meeting agenda.

Sincerely,

Ronald J. Patterson

RJP/kmm  
Enclosures

**Notice of:**      ☒ **Refusal**      ☐ **Referral**

<b>Application Number:</b> ZP-2021-002793	<b>Zoning District(s):</b> SPINS	<b>Date of Refusal:</b> <b>5/3/2021</b>
<b>Address/Location:</b> 1 CONVENTION AVE, Philadelphia, PA 19104-4311 Parcel (PWD Record)		Page Number Page 1 of 1
<b>Applicant Name:</b> Ronald Patterson DBA: KLEHR HARRISON HARVEY BRANZBURG	<b>Applicant Address:</b> 1835 Market Street 14th Floor Philadelphia, PA 19103 USA	

APPLICATION IS FOR A TWO(2) DIRECTION SIGNS ( 8.5 SF EACH); FOR THE ERECTION OF ONE(1) WINDOW SIGN; FOR THE ERECTION OF FOUR(4) FLATWALL SIGNS, FOR THE ERECTION OF TWO(2) BUILDING IDENTIFICATION SIGNS AND FOR THE ERECTION OF THREE(3) FREE-STANDING SIGNS ACCESSORY TO EXISTING HOSPITAL COMPLEX . SIZE AND LOCATION AS SHOWN IN THE APPLICATION.

The permit for the above location cannot be issued because the proposal does not comply with the following provisions of the Philadelphia Zoning Code. (Codes can be accessed at [www.phila.gov](http://www.phila.gov).)

<u>Code Section(s):</u>	<u>Code Section Title(s):</u>	<u>Reason for Refusal:</u>		
TABLE 14-904-1	ACCESSPRY SIGN CONTROLS FOR SPECIFIC ZONING DISTRICTS	FREE-STANDING SIGN	REQUIRED 1/ BUILDING	PROPOSED 3/BUILDING
14-904(3)	BUILDING IDENTIFICATION SIGNS	THE PROPOSED BUILDING IDENTIFICATION SIGN, IS PROHIBITED IN THIS ZONING DISTRICT		

TWO (2) USE REFUSALS  
**Fee to File Appeal: \$300**

NOTES TO THE ZBA:

NO SIGN ON THIS APPLICATION

Parcel Owner:

TRUSTEES OF THE UNIVERSIT



CHELI DAHAL  
PLANS EXAMINER

5/3/2021  
DATE SIGNED

Exterior Signs

# HUP Pavilion 1 Convention Avenue





# Current Site Photos: Spruce and 34<sup>th</sup> Streets





# Current Site Photos: Civic Center Boulevard



# Current Site Photos: Spruce Street





# Current Site Photos: Main Lobby Drop-Off on Convention Avenue





# Current Site Photos: Convention Ave and Health Sciences Drive



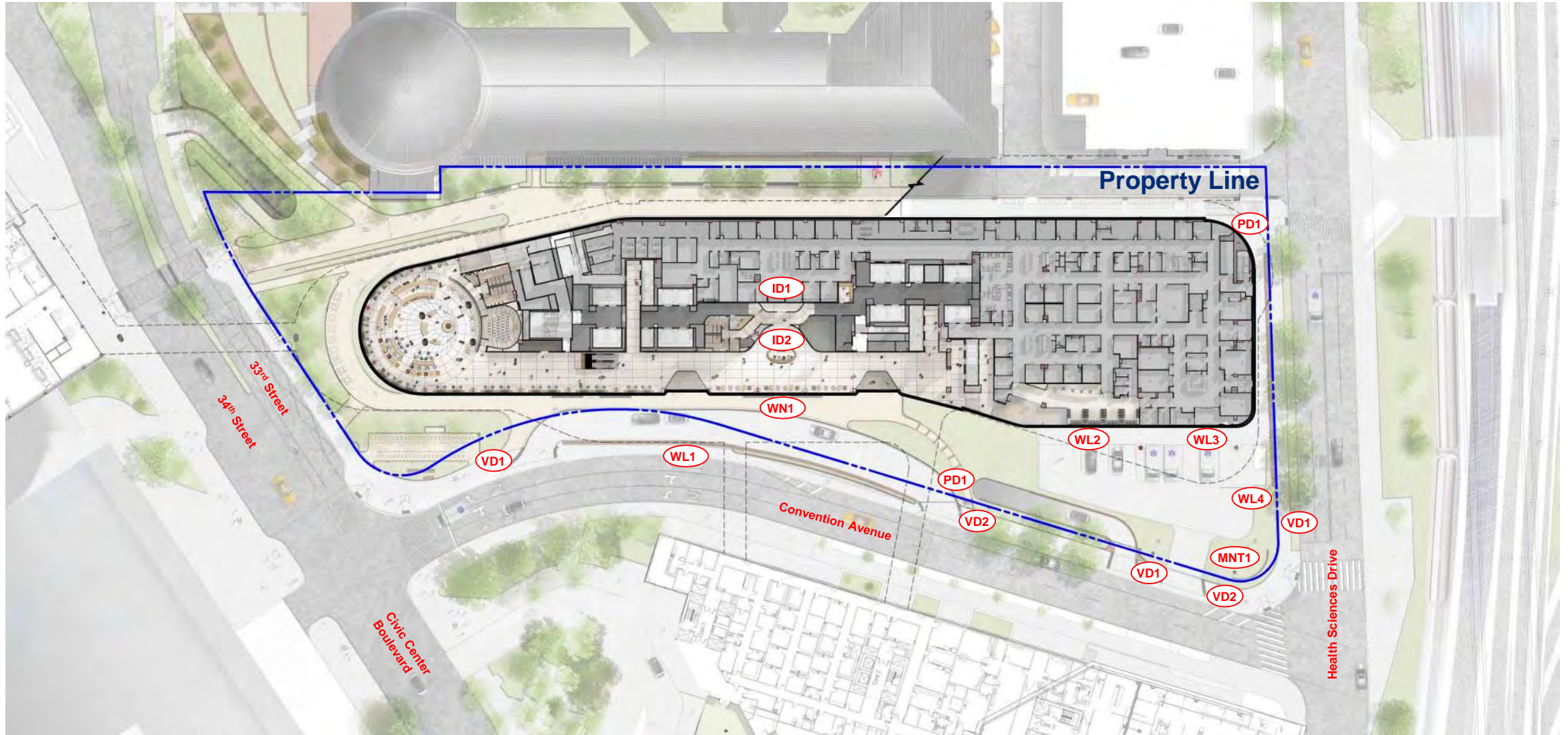


# Current Site Photos: South Street Bridge





# Proposed Sign Locations – 1 Convention Avenue



# Matrix of Proposed Signs

Sign	Type	Location	Within Property	Dimension	Area	Notes
VD1	Vehicle Direction	Health Sciences Drive and Convention Avenue	No	51"w x 70"h	25 sf	
VD2	Vehicle Direction	Convention Avenue	No	51"w x 35"h	12.5 sf	
PD1	Pedestrian Direction	Health Sciences Drive and Convention Avenue	Yes	16"w x 74"h	8.5 sf	
WL1	Wall Sign	Canopy Face at Convention Avenue	No	78'-1"w x 4'-2"h	328 sf	
WL2	Wall Sign	Emergency Department Façade	Yes	21'-7"w x 2'-9"h	59.5 sf	
WL3	Wall Sign	Emergency Department Façade	Yes	13'-0"w x 1'-9"h	23 sf	
WL4	Wall Sign	Wall along Health Sciences Drive	Yes	29"w x 11"h	2.5 sf	
WN1	Window Sign	Storefront along Convention Avenue	Yes	30'-2"w x 1'-8"h	20 sf	
MNT1	Monument Sign	Health Sciences Drive and Convention Avenue	Yes	24'-9"w x 2'-3"h	56 sf	
ID1	Building ID Sign	Top of Building Facing Northeast and Southwest	Yes	52'-11"w x 14'-0"h	742 sf	



# Vehicle and Pedestrian Directional Signs

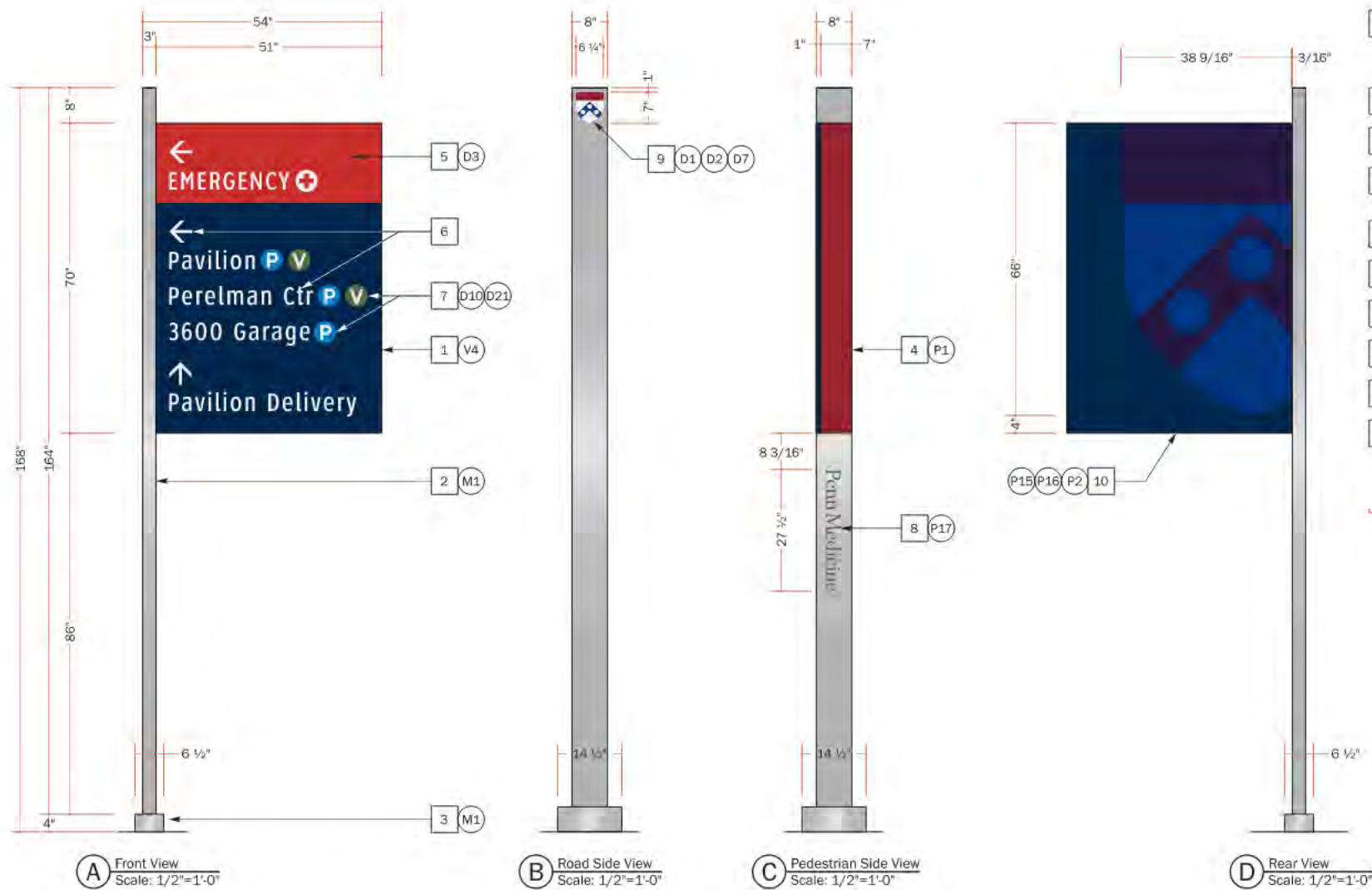


# Vehicle Direction Signs (VD1, VD2): Convention Ave and Health Sciences Drive





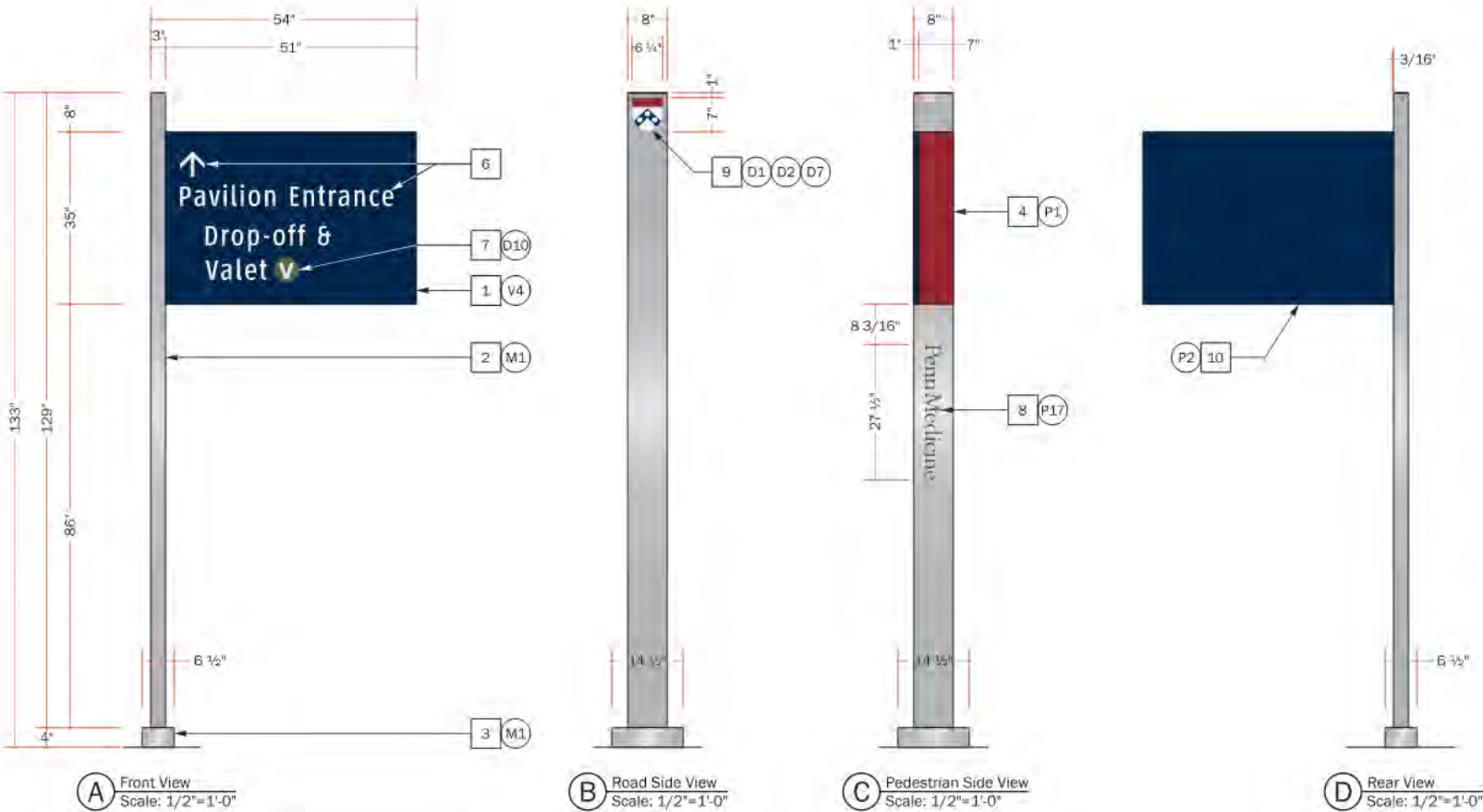
# Vehicle Direction Sign (VD1): Elevations



Notes and Specifications	
1	70" x 51" x 1/8" (thk) M1 aluminum face panel; Painted; Color: P2, Edges Copy & Graphics: First Surface; flood coated; digitally Printed Graphics w/ Drop Out Copy/Arrows on V4; Printed Using Translucent UV Inks; Color: D2/D3
2	8" x 3" x 1/4" wall M1 aluminum post
3	4" x 6 1/2" x 14 1/2" M1 aluminum escutcheon cover
4	7" x 70" x 3/16" (thk) acrylic accent panel; Painted; Color: P1, Face and edges; install to post w/ 1/32" (thk) VHB adhesive
5	Emergency Band; Reverse Printed copy/symbol/arrow; Color: D3
6	5" (h) reverse printed arrows/ 4" (h) reverse printed copy Copy: Typeface 1
7	5" (dia) Symbols; Printed; Color: D3/D21
8	Etched and filled word mark; Color: P17 Copy: Typeface 6
9	V5 print/cut vinyl shield w/ matte laminate; Digitally Printed; Color: D1/D2
10	70" x 51" x 1/8" (thk) M1 aluminum back panel; Painted; Color: P2, Face & Edges Graphics: Masked and Painted Shield Graphic:



# Vehicle Direction Sign (VD2): Elevations



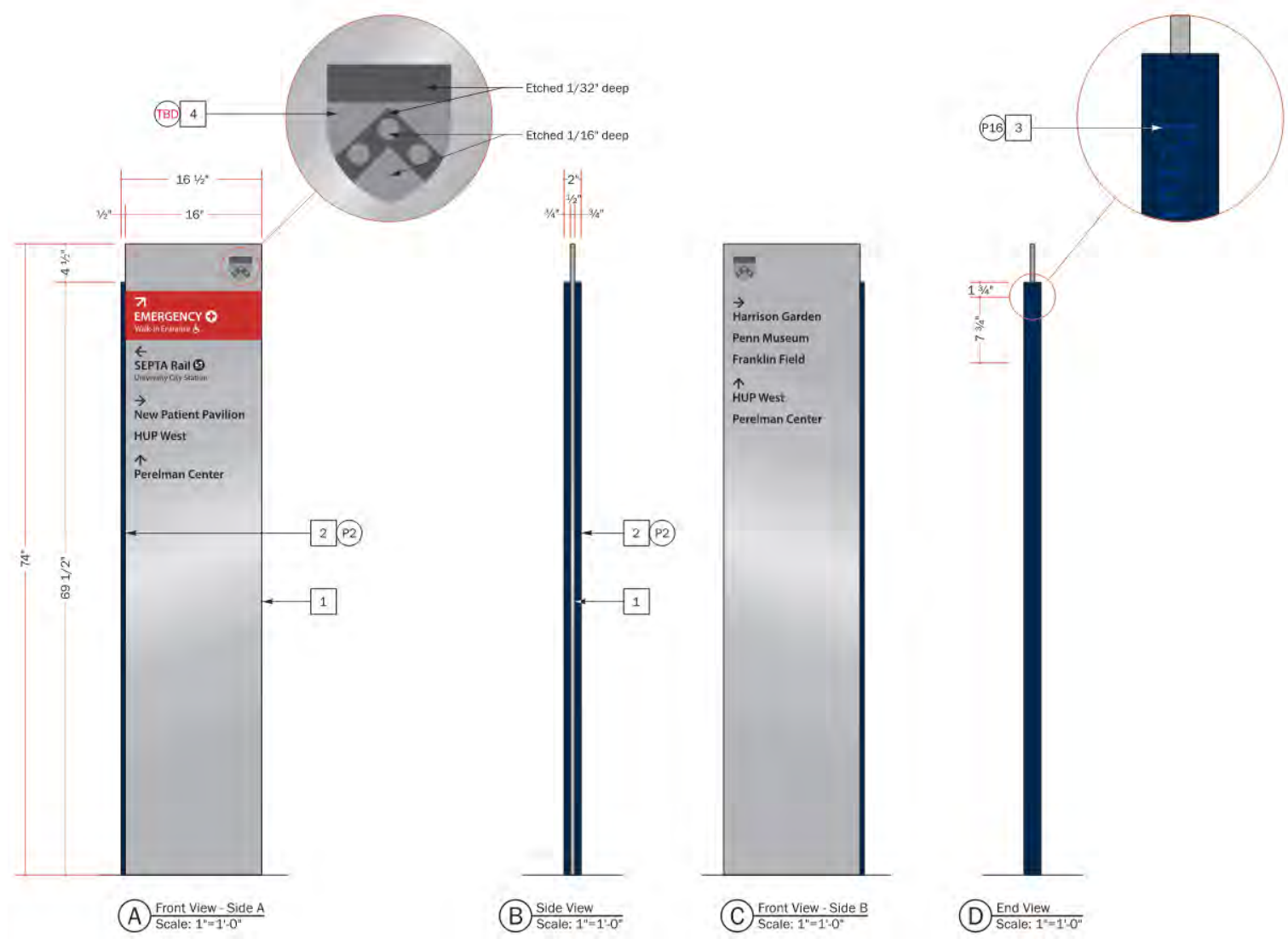
## Notes and Specifications

- 35" x 51" x 1/8" (thk) M1 aluminum face panel; Painted; Color: P2, Edges  
Copy & Graphics: First Surface; flood coated; digitally Printed Graphics w/ Drop-Out Copy/Arrows on V4; Printed Using Translucent UV Inks; Color: D2
- 8" x 3" x 1/4" wall M1 aluminum post
- 4" x 6 1/2" x 14 1/2" M1 aluminum escutcheon cover
- 7" x 35" x 3/16" (thk) acrylic accent panel; Painted; Color: P1, Face and edges; install to post w/ 1/32" (thk) VHB adhesive
- Emergency Band; Reverse Printed copy/symbol/arrow; Color: D3; Copy; Typeface 1
- 5" (h) reverse printed arrows/ 4" (h) reverse printed copy Copy; Typeface 1
- 5" (dia) Symbols; Printed; Color: D10
- Etched and filled word mark; Color: P17 Copy; Typeface 6
- V5 print/cut vinyl shield w/ matte laminate; Digitally Printed; Color: D1/D2
- 35" x 51" x 1/8" (thk) M1 aluminum back panel; Painted; Color: P2, Face & Edges





# Pedestrian Direction Sign (PD1): Elevations



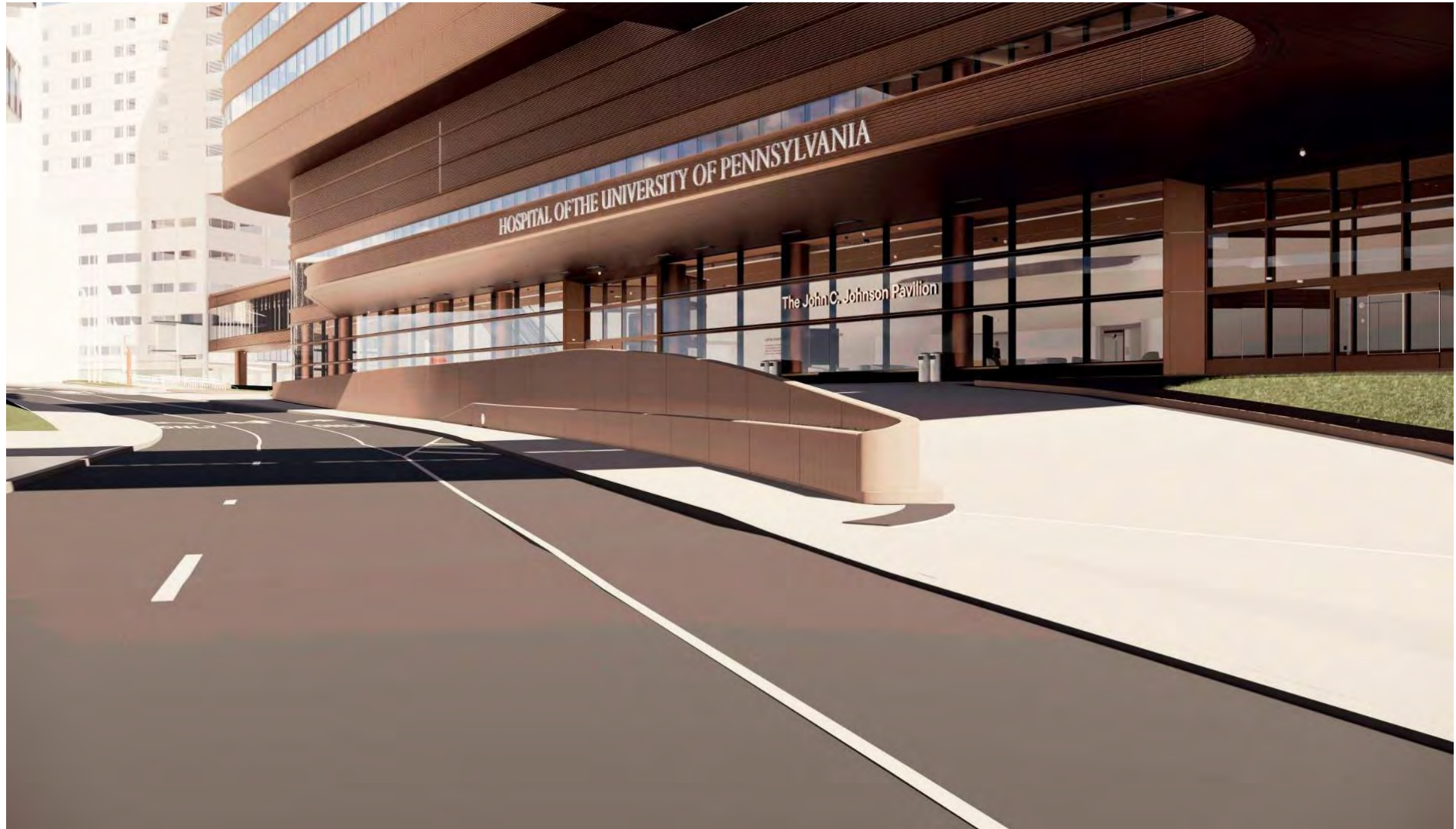
Notes and Specifications	
1	77" x 16 1/4" x 1/2" (thk) [74" x 16" visible/above grade] M1 aluminum face panel
2	73" x 2" x 1/2" (thk) [69 1/2" x 2" x 1/2" visible/above grade] M1 aluminum back plate: Painted: P2; All Surfaces
3	1" (h) masked and painted word mark; Color: P16; Copy: Typeface 6
4	Etched and filled shield; Colors:

# Wall Signs

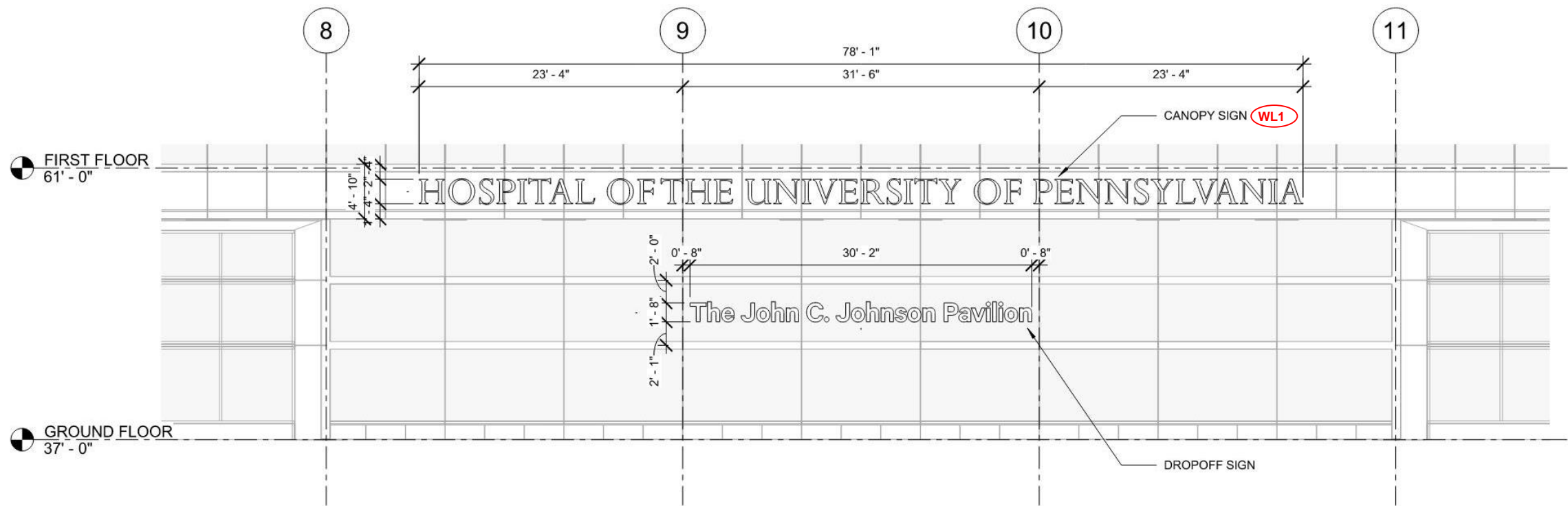




# Wall Sign (WL1): Convention Ave, Main Lobby Drop-Off

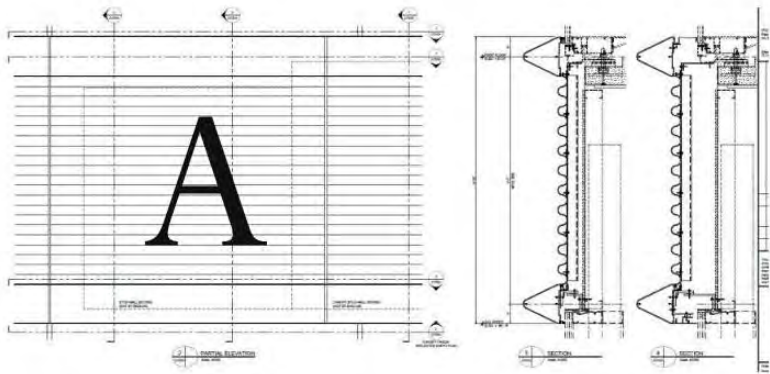
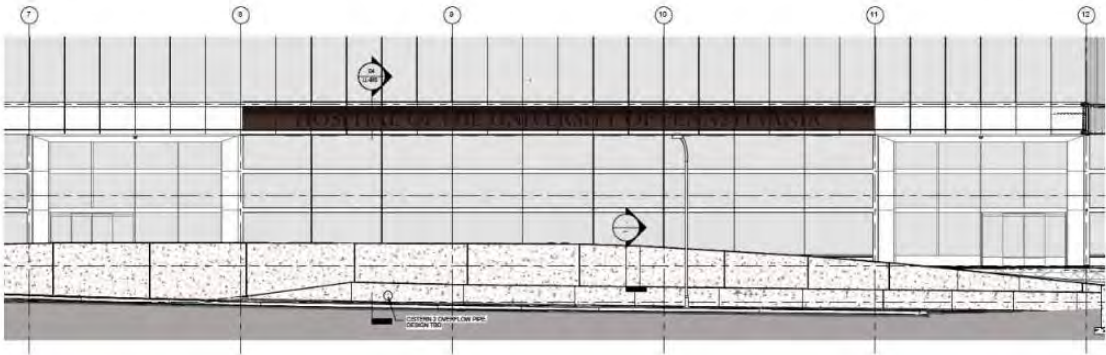


# Wall Sign (WL1): Elevation





# Wall Sign (WL1): Details



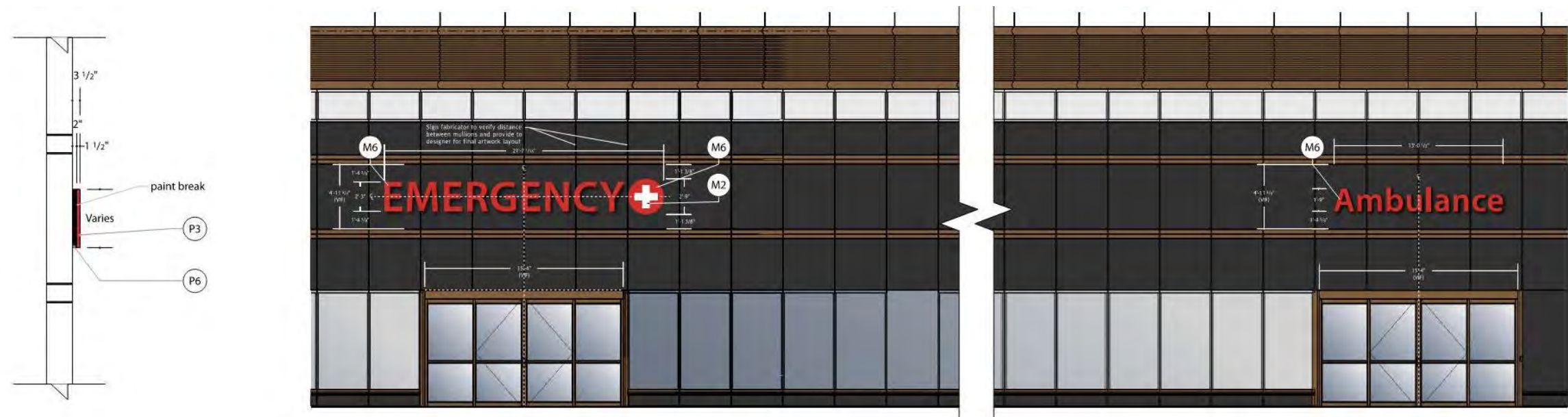


## Wall Signs (WL2, WL3, WL4): Convention Ave and Health Sciences Drive

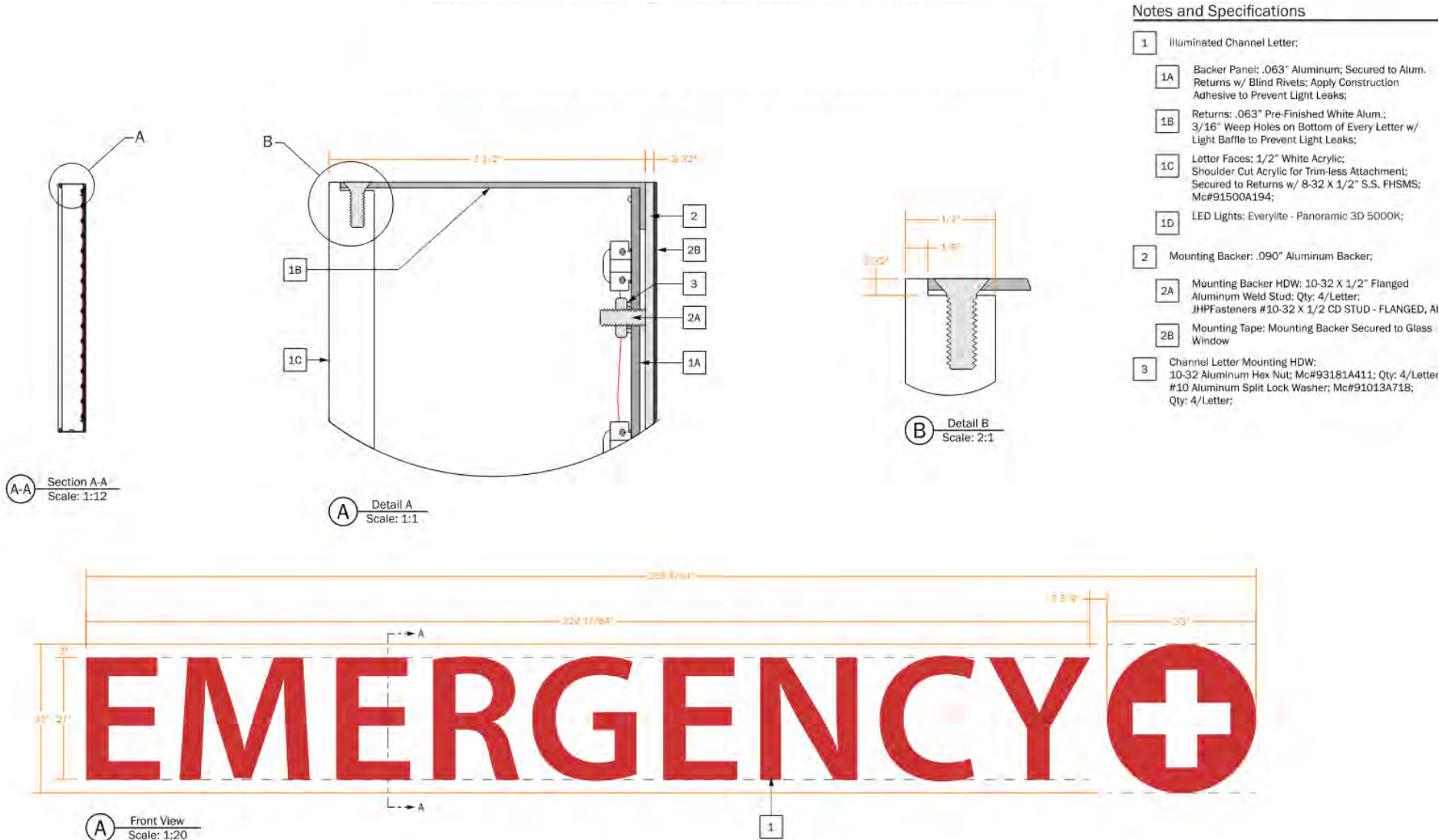




# Wall Signs (WL2, WL3): Elevation

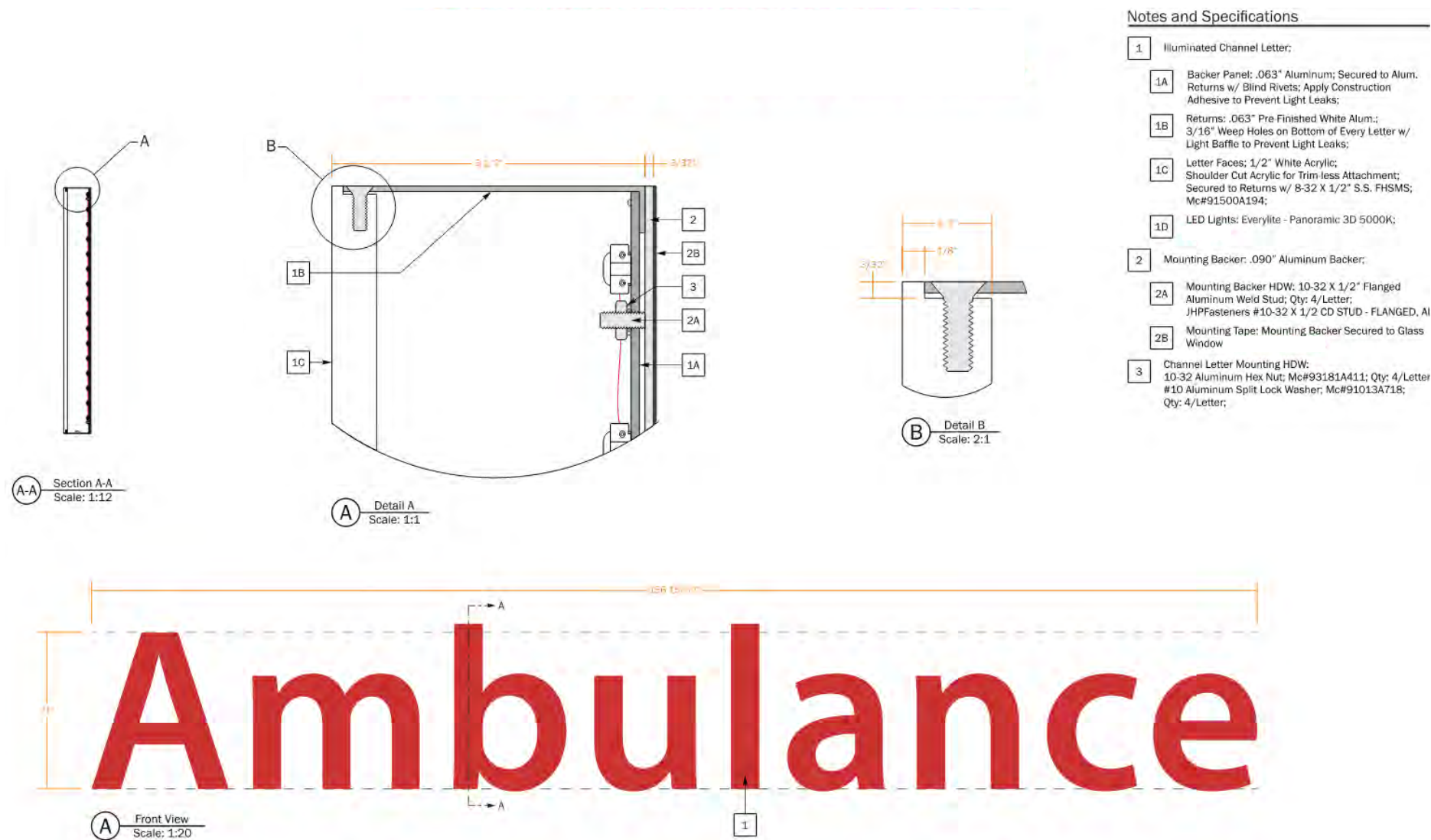


# Wall Sign (WL2): Detail

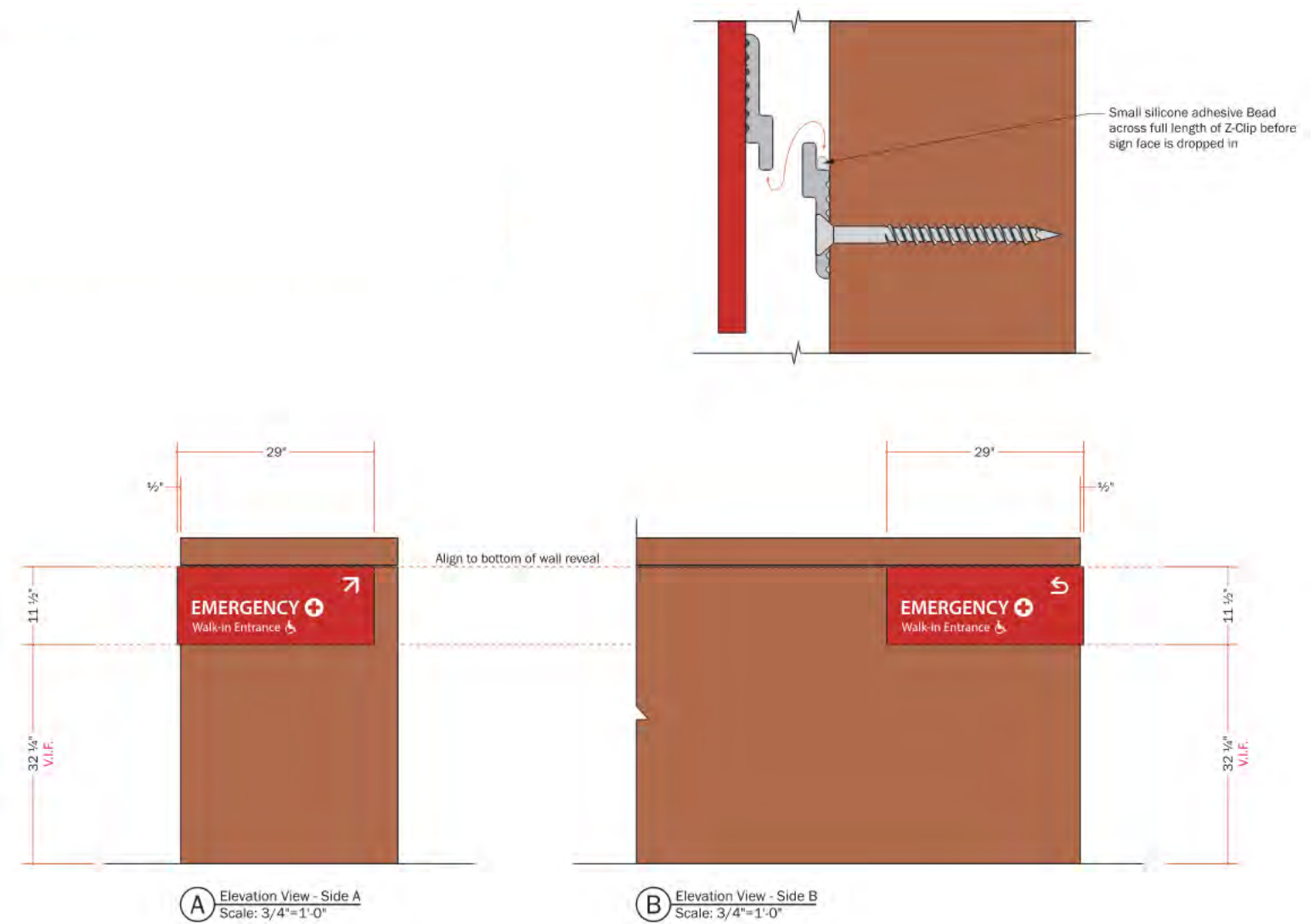




# Wall Sign (WL3): Detail



# Wall Sign (WL4): Detail

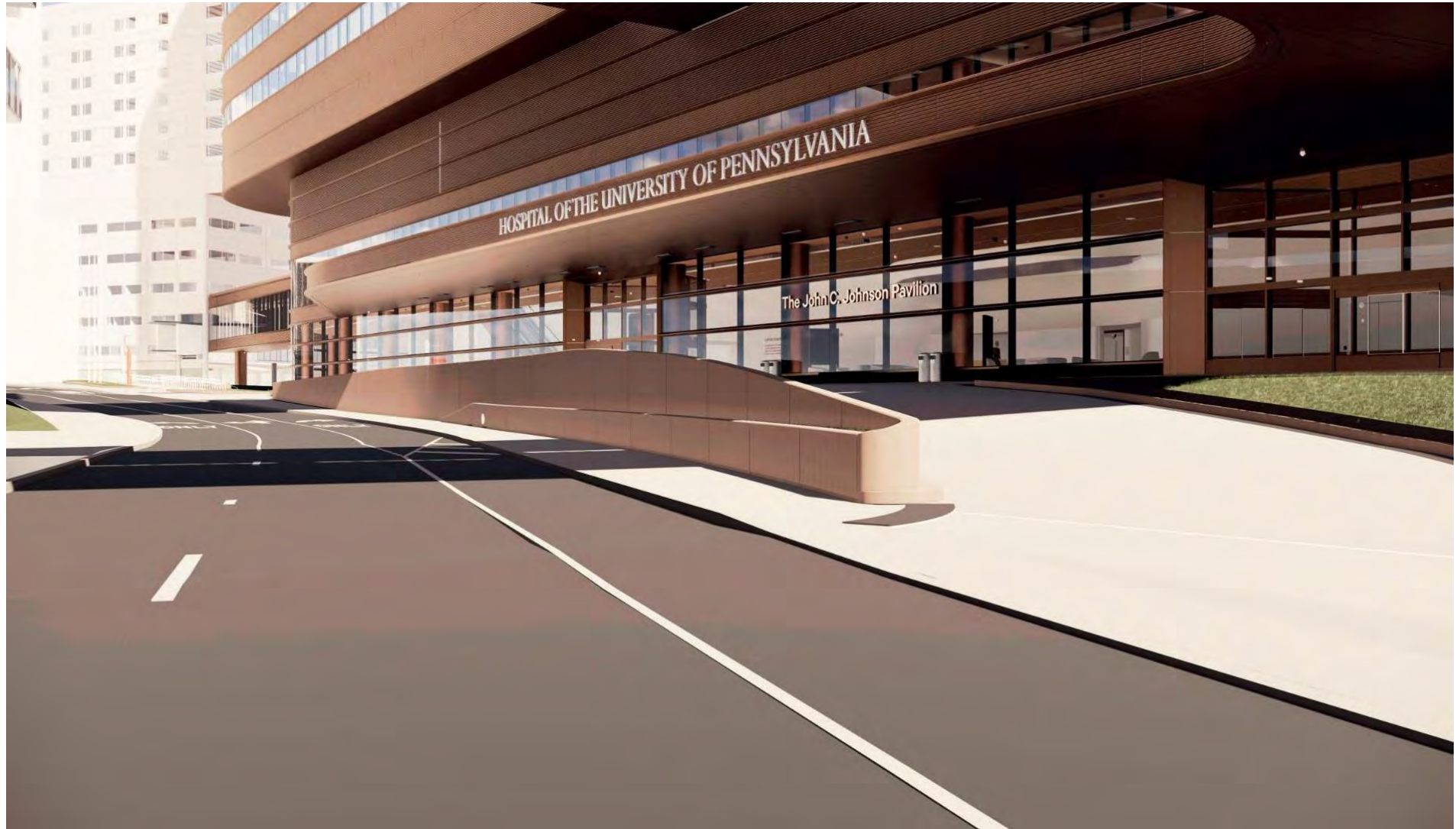




# Window Sign

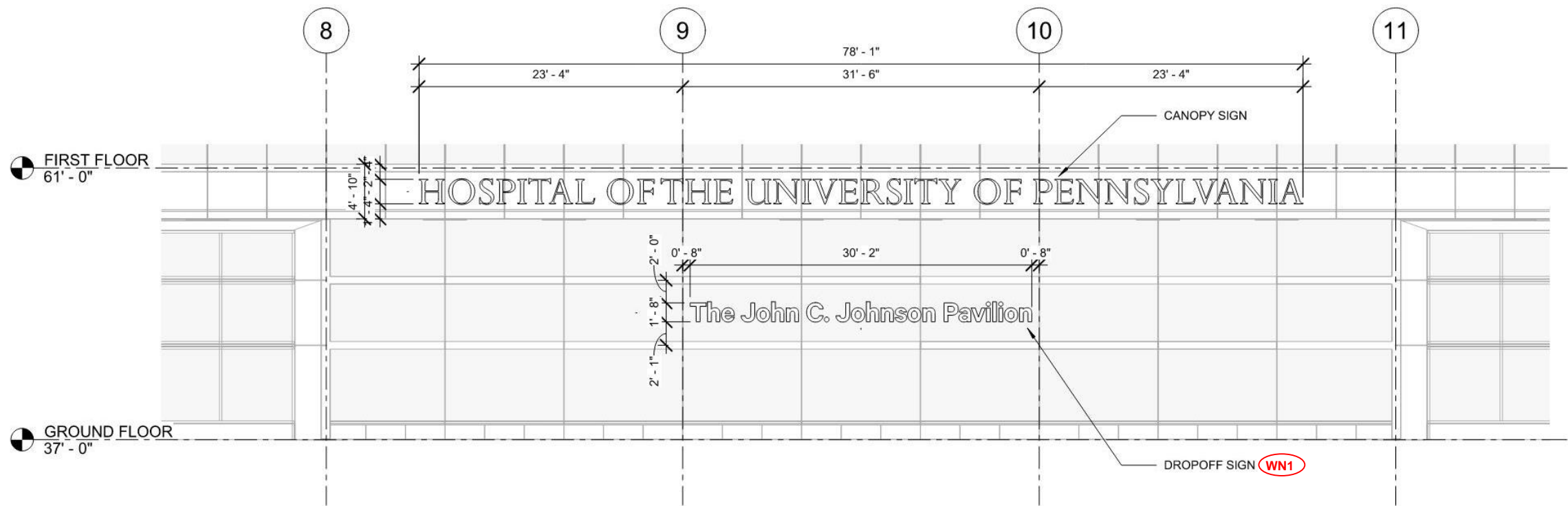


# Window Sign (WN1): Convention Ave, Main Lobby Drop-Off





# Window Sign (WN1): Elevation



# Monument Sign

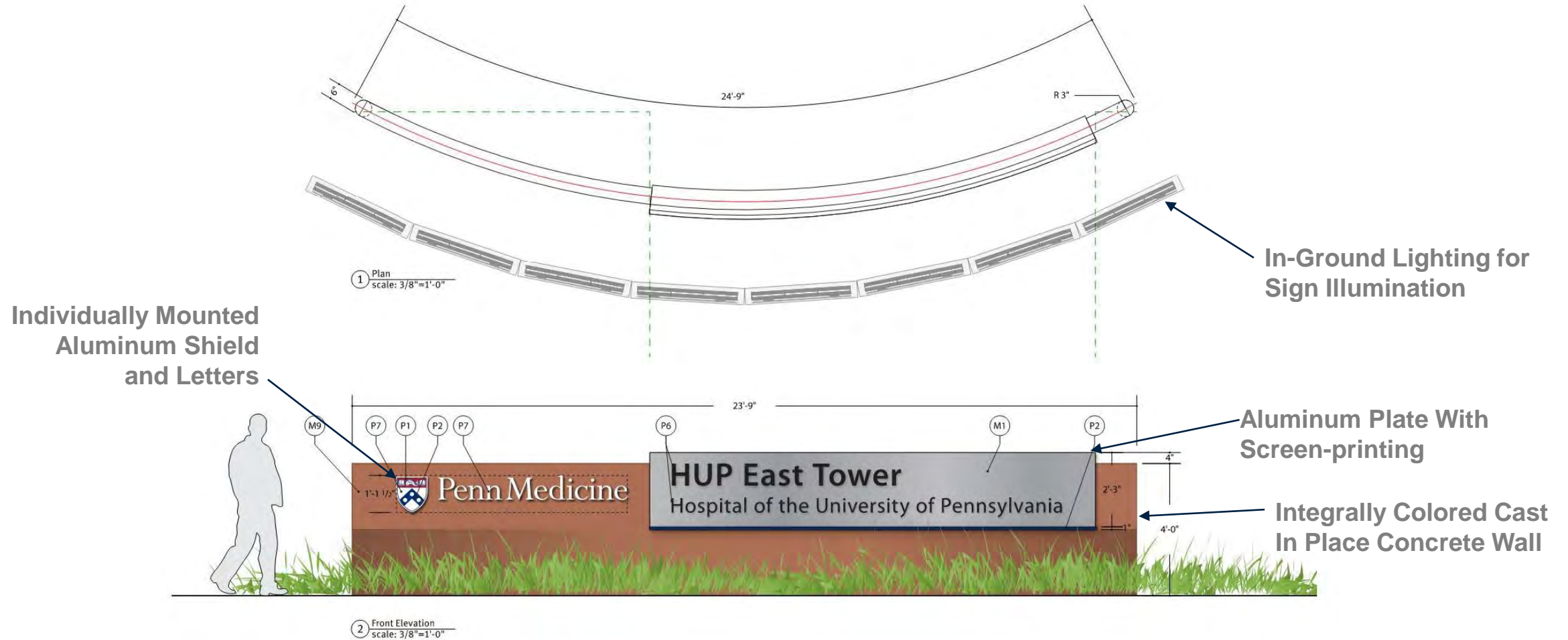


# Monument Sign (MNT1): Convention Ave and Health Sciences Drive





# Monument Sign (MNT1): Elevation and Detail



# Building Identification Signs



# Building Identification Sign (ID1): Spruce and 34<sup>th</sup> Streets





# Building Identification Sign (ID1): Neighborhood View





# Building Identification Signs: Overall Elevations



ID1: Facing Northeast

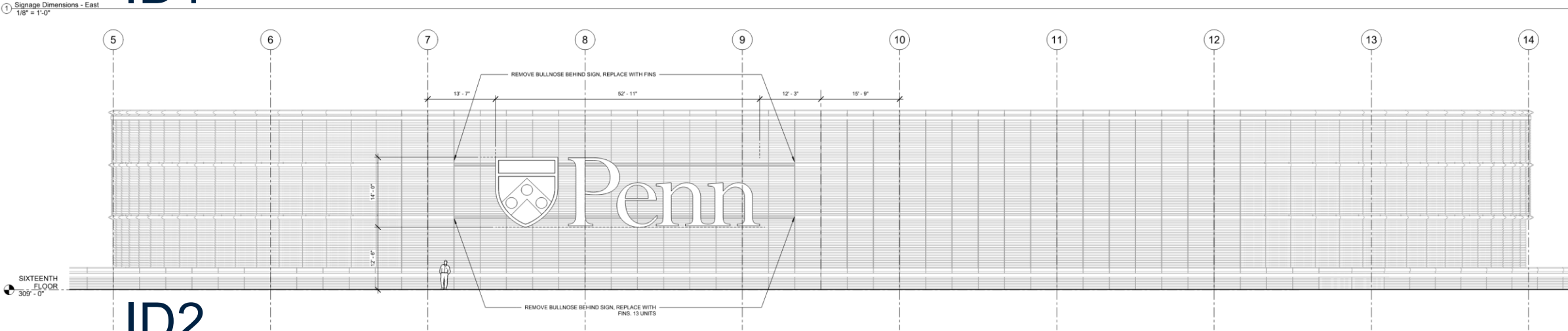
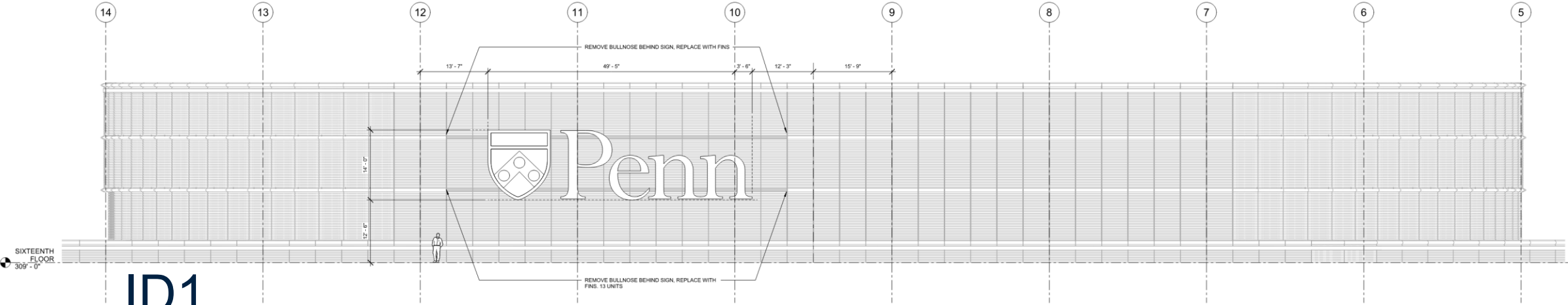


ID2: Facing Southwest

Bottom edge of each sign is approximately 284' above grade



# Building Identification Signs: Elevations



② Signage Dimensions - West  
1/8" = 1'-0"



# Building Identification Signs (ID1, ID2): Detail View







