



Brett D. Feldman
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September 16, 2021

VIA ELECTRONIC MAIL

C. Beige Berryman, AICP
Mina Monavarian
Philadelphia Art Commission
1515 Arch Street, 13th Floor
Philadelphia, PA 19102
Beige.Berryman@Phila.gov

**Re: New Citizens Bank Branch (1401 Walnut Street)
Art Commission Sign Application Materials**

Dear Ms. Berryman and Ms. Monavarian:

As we have previously discussed, this office represents Citizens Bank (“Citizens”), a new first floor tenant of the above building at 1401 Walnut Street. A portion of the proposed first floor tenant space was previously occupied by the Banana Republic clothing store. It is believed that many of the proposed Citizens signs are simply replacement for the existing Banana Republic signs.

Now, we are applying for Art Commission approval of replacement signs (all existing Banana Republic signs are proposed to be removed):

1. Walnut Street Side: a) 2 replacement window awning signs and b) 1 replacement plaque sign.
2. Broad Street Side: a) 4 replacement window awning signs; b) 3 replacement plaque signs; and c) one replacement flatwall, internally illuminated, channel letter sign; and d) two double-faced banner signs.
3. Moravian Street Side: a) 2 replacement window awning signs and b) 1 replacement plaque sign.

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

- Sign Submittal Package Coversheet
- Site Plan
- Proposed sign elevation and photoshopped renderings
- Sign color and material details
- Photographs of surrounding buildings, and surrounding streets.

September 16, 2021

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Please place this Application on the next available Sign Committee meeting agenda for September 25, 2021.

Sincerely,

Brett Feldman

BRETT FELDMAN

BDF

Enclosures



Citizens

SIGN SUBMITTAL PACKAGE

Walnut Street Philadelphia, PA

		TABLE OF CONTENTS			VARIANCE	
GENERAL NOTES & PERMIT TIMES	PAGE	SIGN TYPE	SQ.FT.	COLOR	REQUIRED?	EXPLANATION (IF REQD.)
	2	Site Map				
	3	East Elevation				
	4	North & South Elevations				
		Walnut Street (South) Elevation: 90 SF Allowed				
	5	S1- ALB-Custom Awnings (2 @ 1.6 SF)	3.2	Green	No	
	6	S3- Custom Sill Plaque (1 @ 5.5SF)	5.5	Green	No	
		Total sign area this elevation	8.7			
		Broad Street (East) Elevation: 204 SF Allowed			No	
	7	S5- ALB-Custom Awnings (4 @ 5 SF)	20	Green	No	
	8	S3- Custom Sill Plaques (3 @ 5.5 SF)	16.5	Green	No	
	9	S4- ICLL-2-15- Channel Letters, White - Illum., Horiz.	36.5	White	No	
ELECTRICAL ACCESS	11	S2- Flag Mounted Double-faced Banners (2 @ 19.2 SF)	38.4	Green	No	
		Total sign area this elevation	111.4			
		Moravian Street (North) Elevation: 90 SF Allowed				
	12	S1- ALB-Custom Awnings (2 @ 1.6SF)	3.2	Green	No	
	13	S3- Custom Sill Plaque (1 @ 5.5 SF)	5.5	White	No	
		Total sign area this elevation	8.7			
		Total sign area allowed	384			
		Total sign area proposed	128.8			

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.



2655 International Pkwy., Virginia Beach, VA 23452
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www.AGI.net

BRANCH NUMBER: R/C NUMBER:
REQUIRES VARIANCE: NO YES TBD
BRANCH NAME & ADDRESS:
Citizens - Walnut St
1401 Walnut St
Philadelphia, PA
DESIGNER: JER DATE: 9/3/2020 REV. DATE: 8/17/2021
PATH: O:\Citizens Bank\Site Folders\Walnut St, PA - Walnut

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

APPROVAL STAMP:

GENERAL SIGN SPECIFICATIONS
☐ INTERIOR ☐ EXTERIOR
☐ SINGLE FACED ☐ DOUBLE FACED
☐ NON-ILLUMINATED ☐ ILLUMINATED
VOLTS
AMPS(+/-)

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**SITE MAP &
STREET VIEWS**

<https://www.google.com/maps/place/1401+Walnut+St,+Philadelphia,+PA+19102/@39.9495876,-75.166719,17z/data=!3m1!4b1!4m5!3m4!1s0x89c6c62f8b80b52f:0x2b34027ce001e85!8m2!3d39.9495876!4d-75.1645249>



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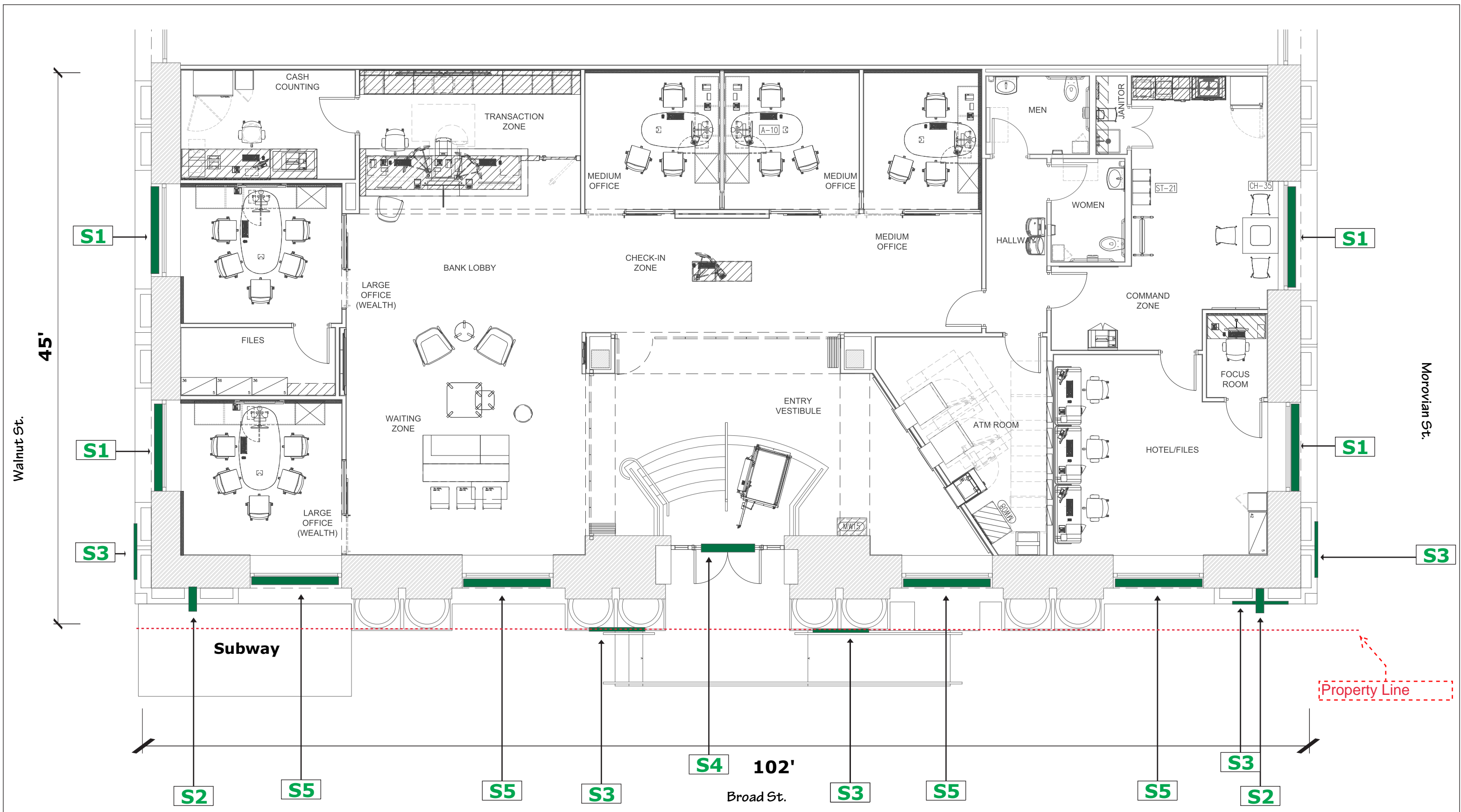
CITIZENS BANK DESIGN MANAGER:

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SITE MAP

Note: Dimensions are estimated

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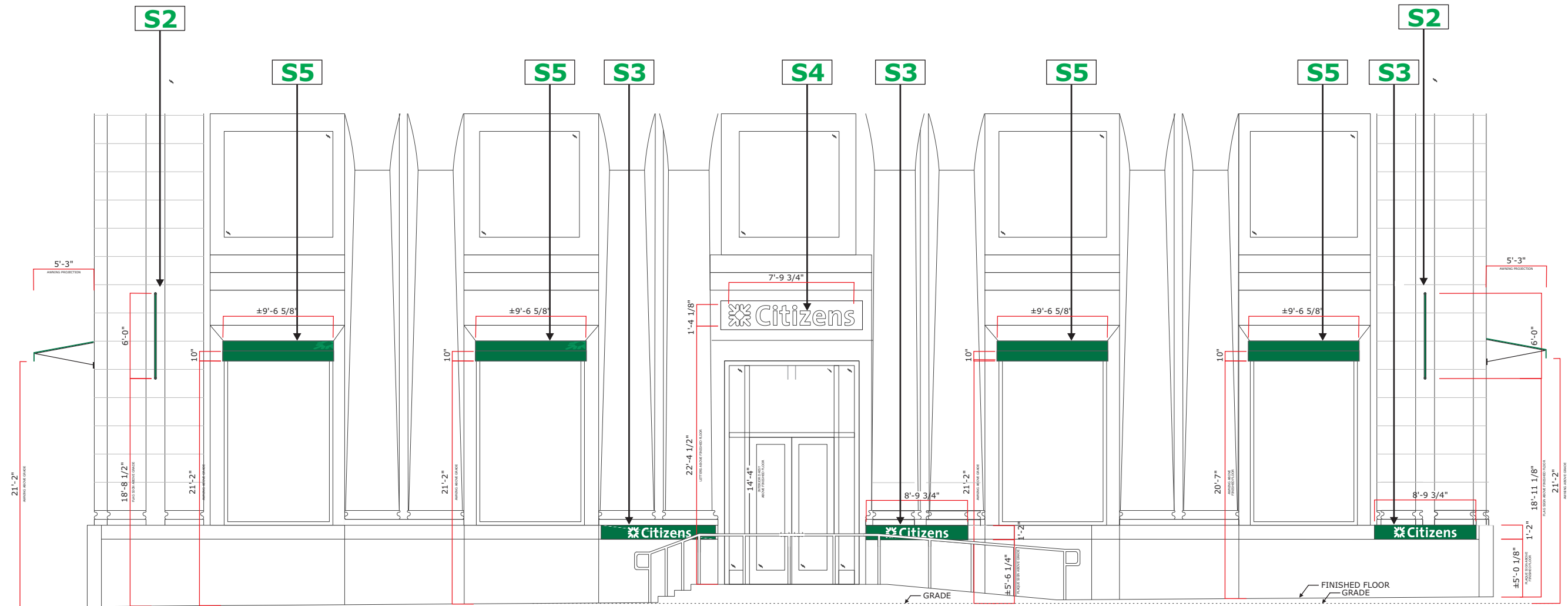


GENERAL SIGN SPECIFICATIONS

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1 EAST ELEVATION / Broad St
SCALE: 1/8"=1'-0"



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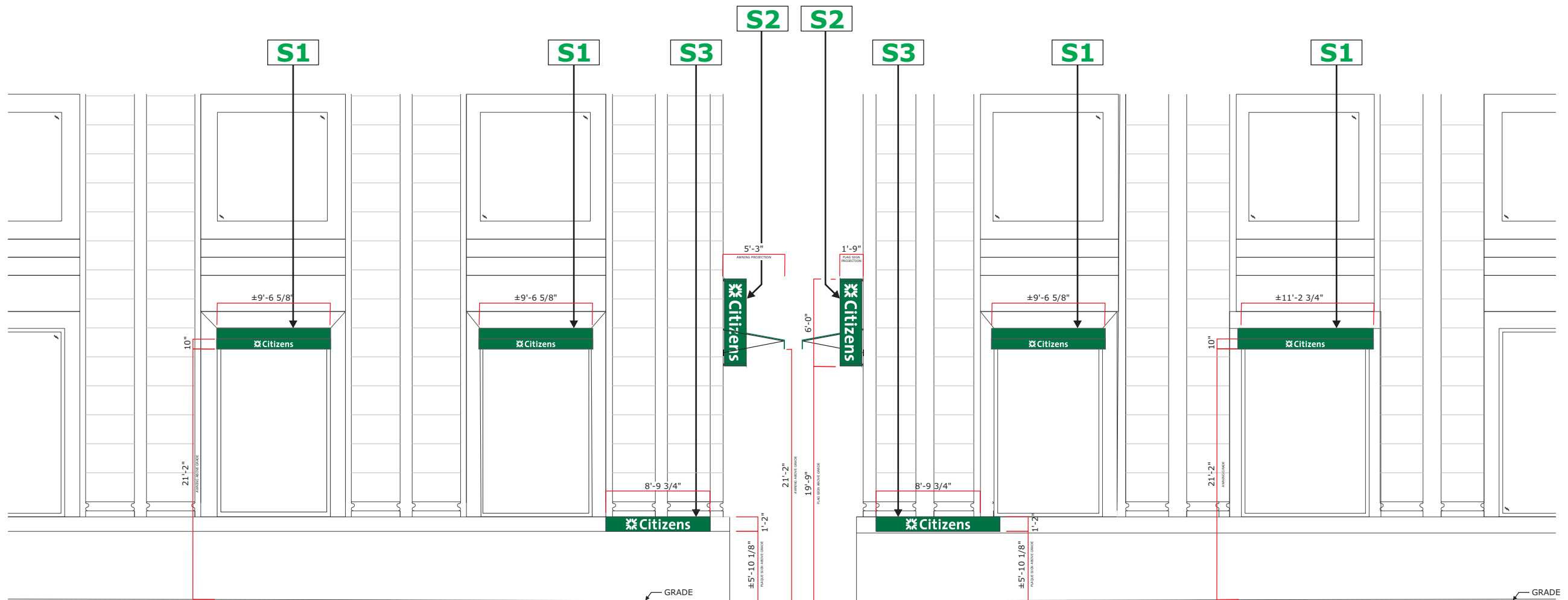
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2 SOUTH ELEVATION / Walnut St
SCALE: 1/8"=1'-0"

3 NORTH ELEVATION / Morovian St
SCALE: 1/8"=1'-0"



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WALNUT STREET ELEVATION

Existing

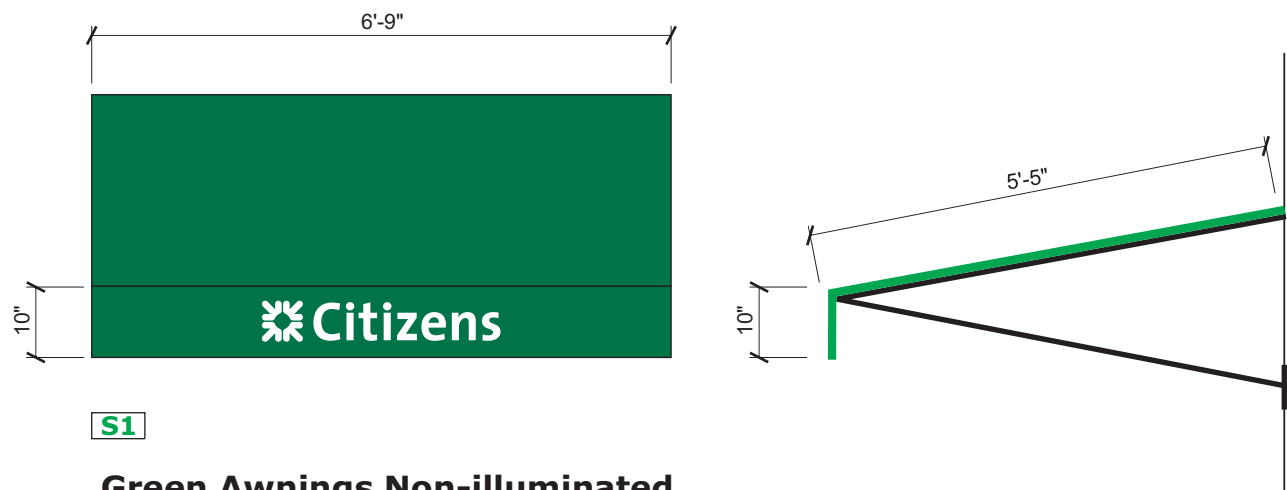
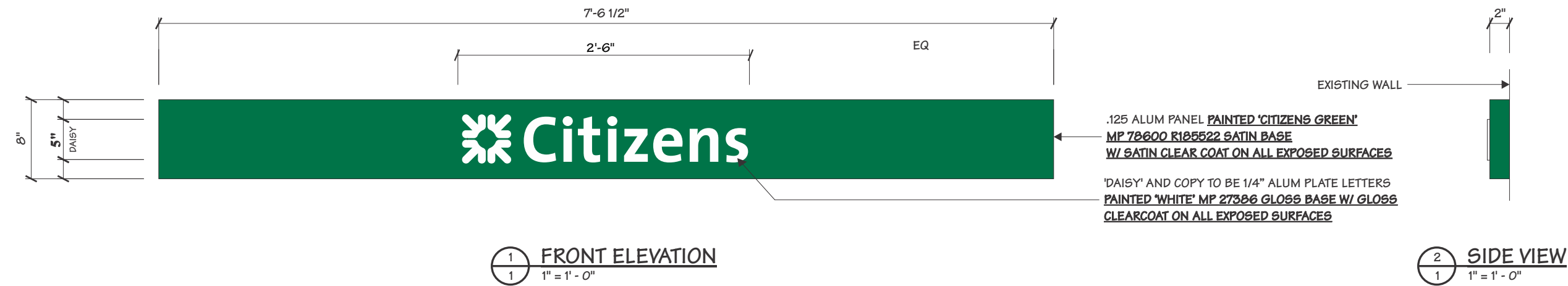


Proposed



WALNUT STREET ELEVATION - Proposed Sign Details

S3 Custom sill plaques - Non-illuminated, dimensions to be determined
Qty 3 on this elevation 1.2SF



S1

Green Awnings Non-illuminated
Existing Awnings to be Re-skinned with Citizens Green
Cooley Awning Fabric, 6'-9 x 6'-3, 1.6 SF
NOTE: All dimensions to be verified prior to manufacture

S BROAD STREET ELEVATION

Existing

Note#2 Comment: "Provide the lowest height from bottom of the banner sign to sidewalk"

Note#2 Response: "S6 Banner Lowest Height from bottom of sign to sidewalk is 19'-9" AFF



Proposed



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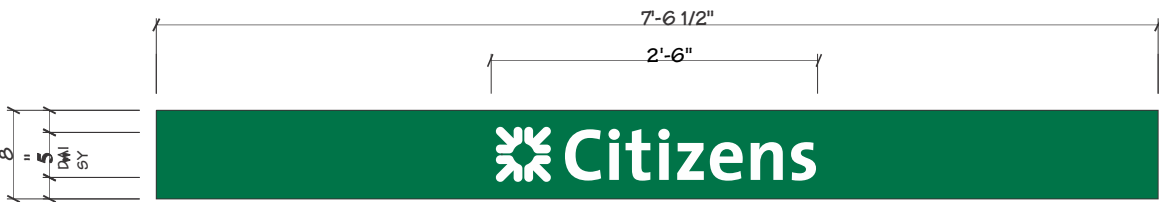
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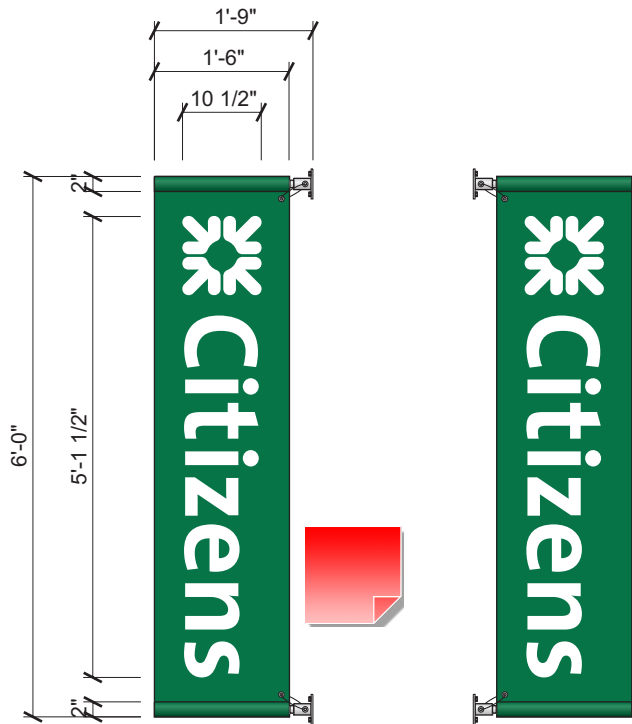
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S BROAD STREET ELEVATION - Proposed Sign Details

S3 Custom sill plaques - Non-illuminated, dimensions to be determined Qty 3 on this elevation 1.2SF

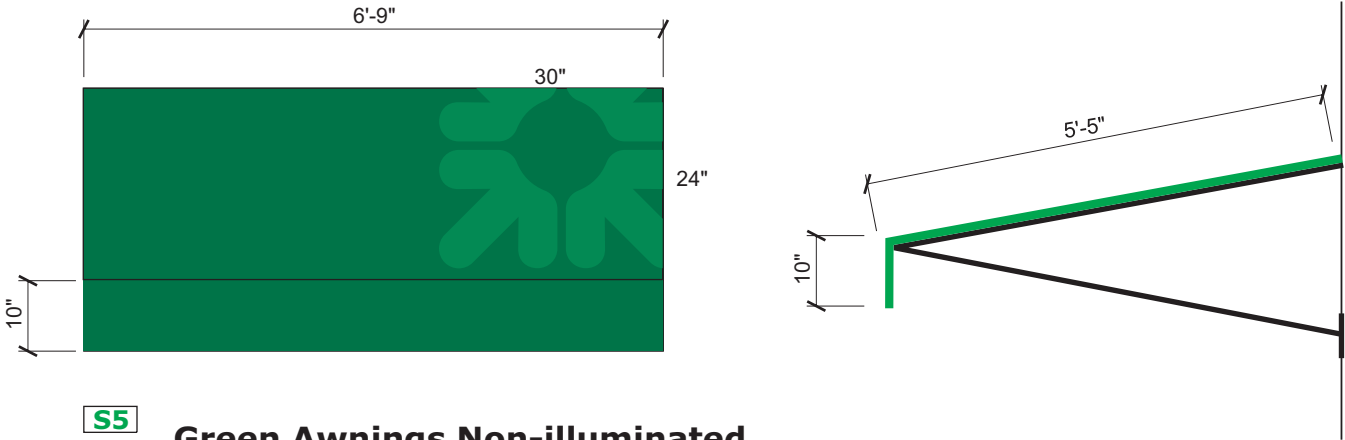


S7 Flag-mounted Double-faced Banners, Qty. (2)
6'-0" x 1'-9", @ 19.2 SF



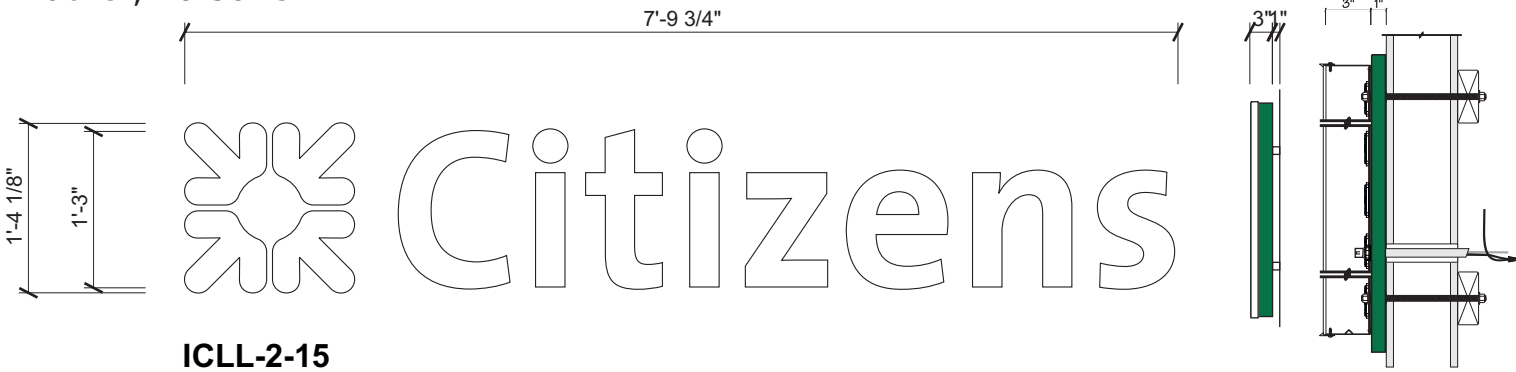
Note#1 Comment: "Provide the signs projections from the wall"

Note#1 Response: "S6 Banner Projection from wall is 1'-9"



S5 **Green Awnings Non-illuminated**
Existing Awnings to be Re-skinned with Citizens Green Cooley Awning Fabric, 6'-9 x 6'-3, 6'-9 x 6'-3, 5 SF
NOTE: All dimensions to be verified prior to manufacture

S4 ICLL-2-15- Channel Letters, White - Illuminated,
Horizontal 1'-4 1/8" OAH x 7'-9 3/4" on Green Aluminum Backer, 10.50 SF



Note: Remote electrical wiring and power source to be housed inside aluminum backer panel- Confirmation by Architect and GC
Note: Remove existing letters over door, GC to patch & paint Greenbelt Green
Note: GC to provide electrical connections

MORAVIAN STREET ELEVATION

Existing

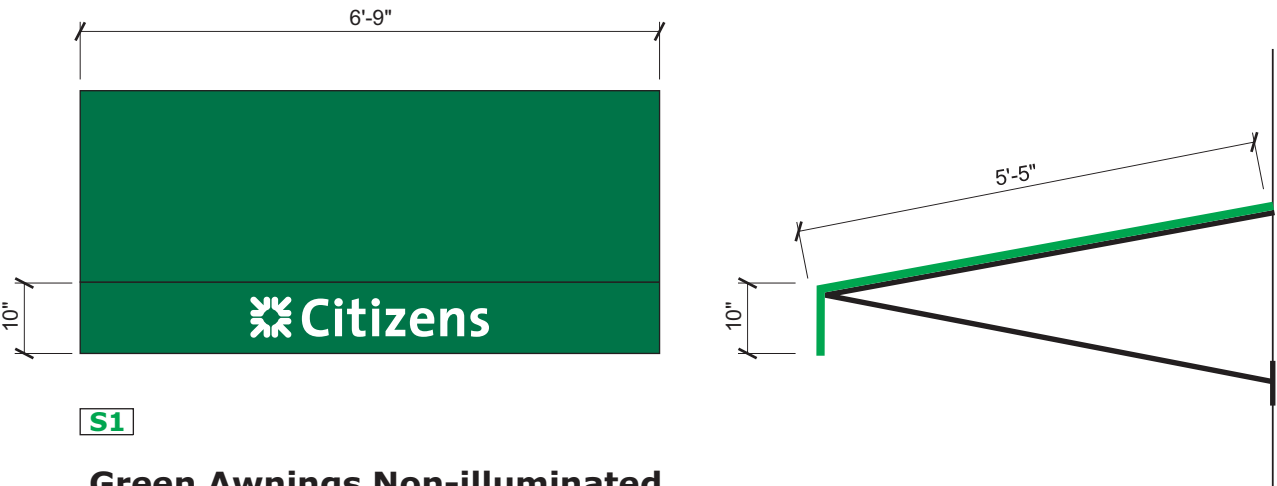
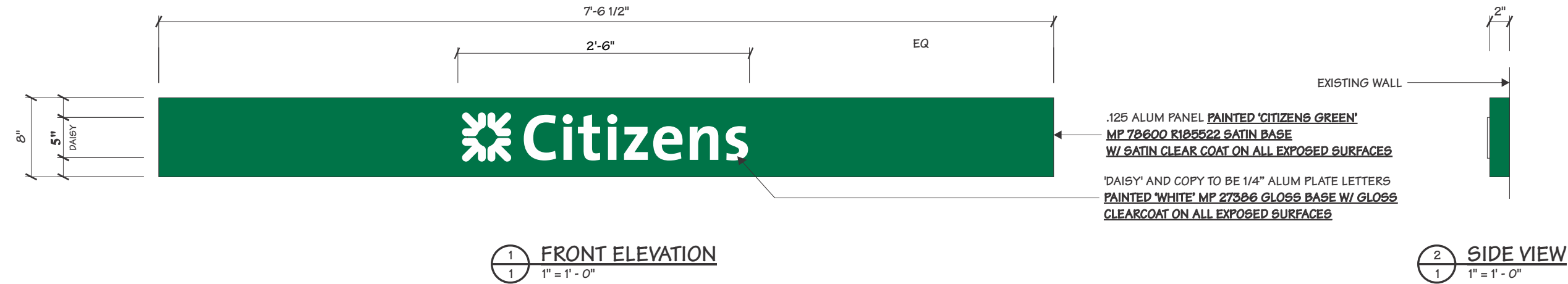


Proposed



MORAVIAN STREET ELEVATION - Proposed Sign Details

S3 Custom sill plaques - Non-illuminated, dimensions to be determined
Qty 3 on this elevation 1.2SF



S1
Green Awnings Non-illuminated
Existing Awnings to be Re-skinned with Citizens Green
Cooley Awning Fabric, 6'-9 x 6'-3, 1.6 SF
NOTE: All dimensions to be verified prior to manufacture