



Stephanie Boggs Magagna
Direct Dial: (215) 569-2897
Email: SBoggs@klehr.com

January 12, 2022

VIA ELECTRONIC MAIL

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

**Re: Request for Art Commission Review and Approval
Kimmel Center Café Signage
300-18 South Broad Street, Philadelphia, PA (the “Property”)**

Dear Ms. Berryman:

This firm represents the Kimmel Center for the Performing Arts (“Kimmel Center”), the Ground Lessee of the above referenced Property, in connection with obtaining land use and zoning approvals for signage being proposed in connection with a café proposed within the existing building on the Property. Please accept this submission for the Sign Committee.

I. NATURE OF THE APPLICATION

The Kimmel Center is an existing performing arts venue located on the Property that is part of the larger Kimmel Cultural Campus located along South Broad Street, which includes the Kimmel Center, the Academy of Music and the Merriam Theater. A new café that will be operated as a Garces Trading Co. is currently being proposed at the Plaza Level of the Kimmel Center at the corner of Spruce Street and South Broad Street. The accessory signage being proposed is necessary to identify Garces Trading Co. and direct customers to the café’s own entrance along Spruce Street. The proposed non-accessory signage is intended to replace the existing non-accessory digital signage currently located along Spruce Street, which will be removed in connection with the construction of the café. As the Property is located within the Center City Commercial Area of the Center City Overlay District, the proposed signage is subject to review and approval by the Art Commission. As proposed, we anticipate the proposed signage will require variance relief from the Zoning Board of Adjustment.¹

II. SIGNAGE SUMMARY

¹ Zoning Permit Application #ZP-2022-000369 was filed on January 11, 2022 for the proposed signage. A separate application for the proposed café use was filed on December 7, 2021 as Zoning Permit Application # ZP-2021-015797. 9837957.v1

December 8, 2021

Page 2

We respectfully request approval for the following four (4) signs proposed along Spruce Street:

1. Proposed, New Digital Wall Sign (non-accessory) – 3'-8" x 6'-4" (23 sq. ft.)
2. Proposed, New Digital Wall Sign (non-accessory) – 3'-8" x 6'-4" (23 sq. ft.)
3. Proposed, New Projecting Sign (accessory) – 4'-0" x 7'-8" (30.667 sq. ft.)
4. Proposed, New Window Sign (accessory) – 2'-7 7/8" x 4'-4" (11.51 sq. ft.)

III. SUBMISSION DOCUMENTS

In support of this submission, the following documents are enclosed for your review:

- (1) Zoning & Site Plans, prepared by Kieran Timberlake, consisting of 1 page, including the site plan and elevations.
- (2) Signage Locations, prepared by EXIT, consisting of 4 pages, including signage details.
- (3) Kimmel Center Café Elevation Plans, consisting of 5 pages, including renderings of the proposed signage and photographs of the current condition of the Property and surrounding area.

Please contact me if you have any questions, or if you need any additional information.

Sincerely,

Stephanie Boggs Magagna

Stephanie Boggs Magagna

EXISTING SPRUCE STREET SIGNAGE				
SIGN NUMBER	APPROX. SIZE	APPROX. SF	TYPE	COMMENTS
ES1	8' X 10'	80 SF	EXISTING	TO BE REPLACED WITH I-S1
ES2	8' X 10'	80 SF	EXISTING	TO BE REPLACED WITH I-S2
ES3	8' X 10'	80 SF	EXISTING	
ES4	8' X 10'	80 SF	EXISTING	
ES5	2' X 20'	40 SF	EXISTING	
ES6	76" X 7'10"	59 SF	EXISTING	
E-S7	37'-5" x 5'-8"	212 SF	BUILDING LOGO WALL	
E-S8	37'-5" x 15'-4"	574 SF	BUILDING LOGO WALL	
E-S9 (*)	6" X 48"	445 SF / 6 SF	WINDOW SIGN	6 SF - TEXT ONLY 445 SF - WINDOW GRAPHIC
R-S10 (*)	6" X 48"	445 SF / 6 SF	WINDOW SIGN	6 SF - TEXT ONLY 445 SF - WINDOW GRAPHIC
E-S11	1'-7" X 7'-6"	12 SF	BUILDING LOGO WALL	
E-S12	4'-0" X 4'-0"	16 SF	BUILDING LOGO WALL	
E-S13 (*)	2'-9" x 6"	1.5 SF	WINDOW SIGN	
TOTAL EXISTING		1233 SF	794 SF ALLOWED PER 397 LF BLDG FRONT ON SPRUCE STREET (**)	

(*) E-S9, E-S10, & E-S13 NOT INCLUDED IN CALCULATIONS PER 14-904.1(i)(2)

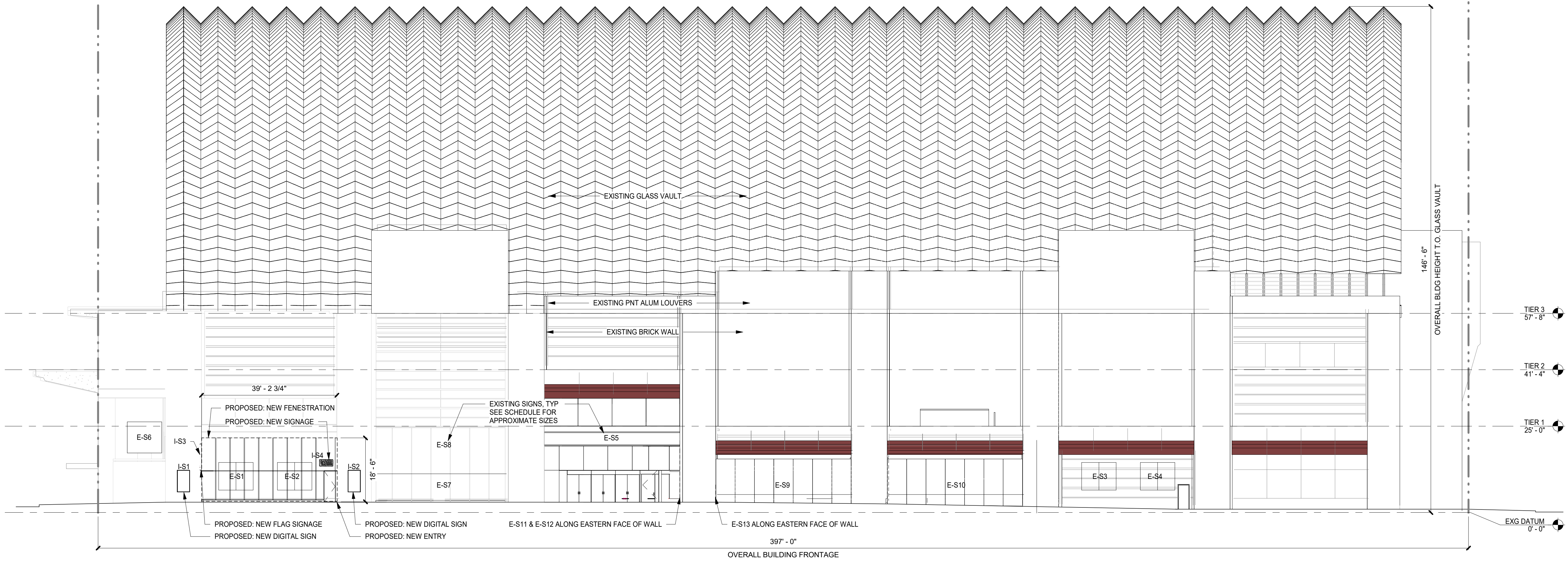
(**) CALCULATION OF LN FT BASED ON TABLE 14-904.1 - ZONING DISTRICT CMX-4. MAXIMUM AREA = 2 SF PER LIN. FT OF GROUND FLOOR FRONTAGE. 100 SF PER SIGN.

REMOVED SPRUCE STREET SIGNAGE				
SIGN NUMBER	PROPOSED SIZE	PROPOSED SF	TYPE	TEXT
ES1	8' X 10'	80 SF	EXISTING	TO BE REPLACED WITH I-S2
ES2	8' X 10'	80 SF	EXISTING	TO BE REPLACED WITH I-S2
TOTAL REMOVED		160 SF		
TOTAL REMAINING EXISTING		1,073 SF	794 SF ALLOWED PER 397 LF BLDG FRONT ON SPRUCE STREET (**)	
PROPOSED SPRUCE STREET SIGNAGE (***)				
SIGN NUMBER	PROPOSED SIZE	PROPOSED SF	TYPE	TEXT
I-S1	3'-8" x 6'-4"	23 SF	BUILDING LOGO WALL	DIGITAL SCREEN TO REPLACE E-S1
I-S2	3'-8" x 6'-4"	23 SF	BUILDING LOGO WALL	DIGITAL SCREEN TO REPLACE E-S2
I-S3 (****)	4'-0" x 7'-7"	30 SF	PROJECTING	"GARCES TRADING COMPANY @ KIMMEL"
I-S4 (*****)	2'-8" x 4'-4"	11.5 SF	WINDOW SIGN	"GARCES TRADING COMPANY @ KIMMEL"
WINDOW SIGNAGE		WINDOW SF: 39' 2.75" X 18'-6" = 725SF	20% OF WINDOW = 145 SF	
TOTAL PROPOSED SIGNAGE		73.5 SF		
TOTAL		1,149 SF	794 SF ALLOWED PER 397 LF BLDG FRONT ON SPRUCE STREET (**)	

(**) 14-502.7(b)(1) - THE JCTR, CENTER CITY OVERLAY DISTRICT, REQUIRES THAT NO SIGN MAY BE ERRECTED OR MAINTAINED UNLESS APPROVED BY THE ART COMMISSION. THE ART COMMISSION HAS 60 DAYS TO APPROVE OR DISAPPROVE THE APPLICATION, AFTER WHICH ITS APPROVAL WILL BE PRESUMED.

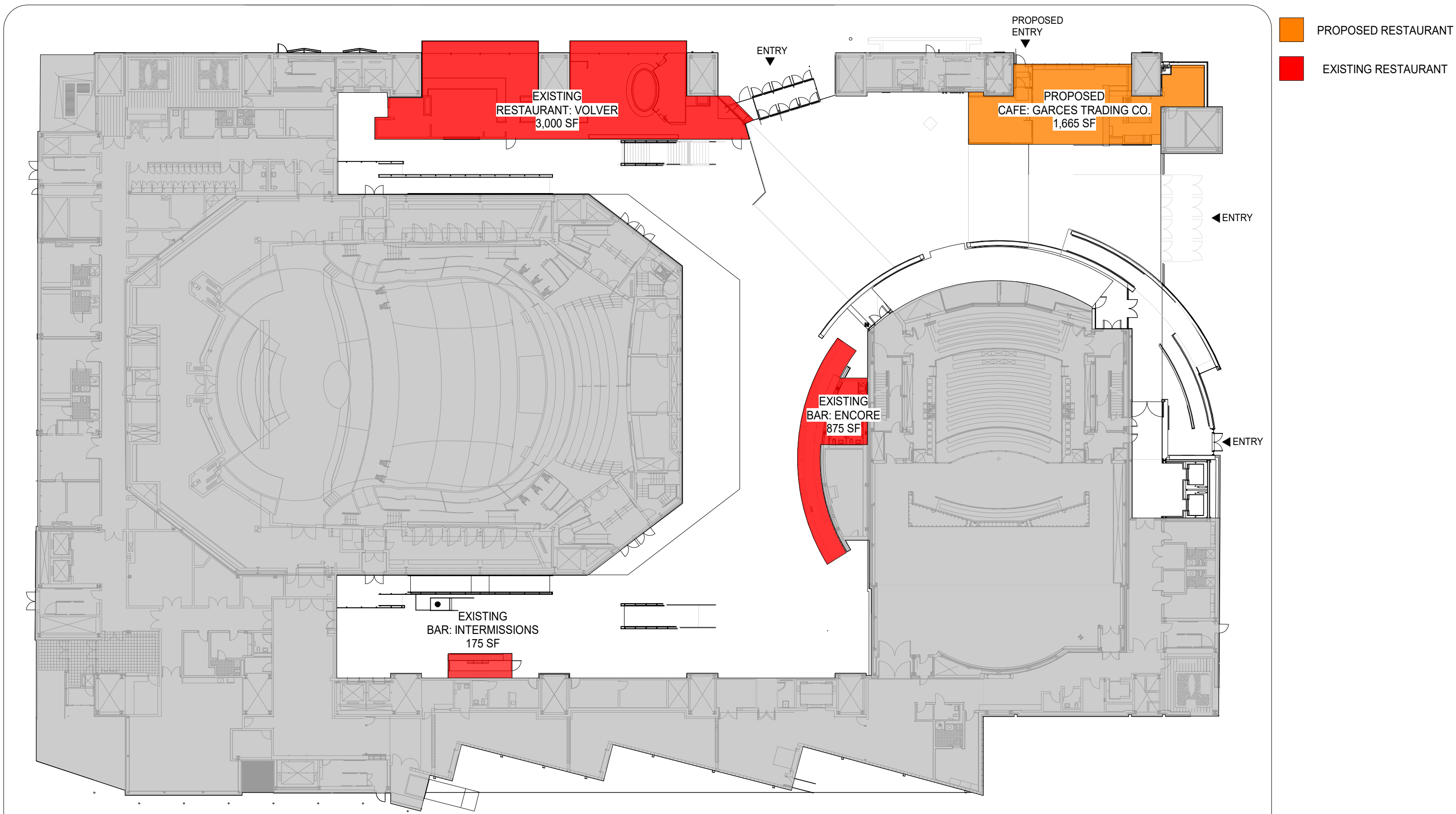
(****) 14-502.7(b)(2) - PROJECTING SIGNS ARE PROHIBITED EXCEPT ON PROPERTIES FRONTING MARKET STREET BETWEEN FRONT STREET AND 5TH STREET. SEEKING SPECIAL APPROVAL.

(*****) 14-904.1 (i.1) THE TOTAL AREAS OF SIGNS PLACED WITHIN A WINDOW OR TRANSPARENT GLASS DOOR SHALL NOT EXCEED TWENTY PERCENT (20%) OF THE TOTAL TRANSPARENT GLAZED AREA OF THE WINDOW OR TRANSPARENT GLASS DOOR WITHIN WHICH THEY ARE PLACED.
14-904.1 (i.2) THE AMOUNT OF AREA PERMITTED FOR A WINDOW SIGN IS IN ADDITION TO THE MAXIMUM SIGN AREA PERMITTED

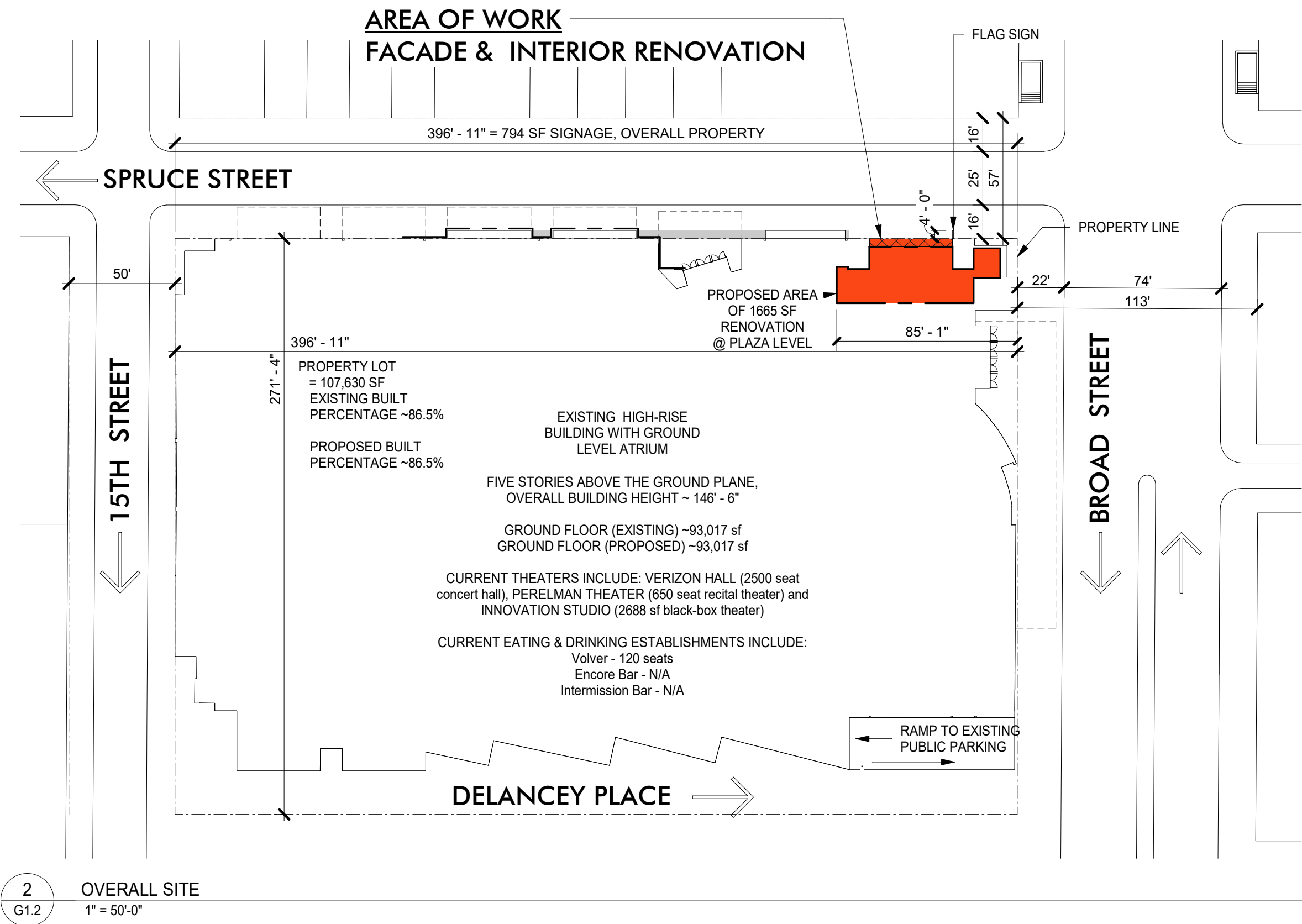


3
G12 EXTERIOR NORTH ELEVATION AT SPRUCE STREET
1/16" = 1'-0"

CODE SUMMARY								
ZONE CMX-4	MAX OCCUPIED AREA (% OF LOT)	MIN FRONT YARD DEPTH (FT)	MIN SIDE YARD WIDTH (FT)	MAX FLOOR AREA (% OF LOT AREA)	HEIGHT THRESHOLD FT. ABOVE SIDEWALK	REGULATED HEIGHT INTERVAL FT. ABOVE SIDEWALK	ALLOWED BLOCKAGE OF SKYPLANE	CMX-4 ALLOWABLE USES
EXISTING	100	N/A	8	500	125	125-190 +125	85% 100%	COMMERCIAL SERVICES USE: ASSEMBLY & ENTERTAINMENT SIT DOWN RESTAURANT
PROPOSED	NO CHANGE	NO CHANGE	NO CHANGE	NO CHANGE	NO CHANGE	NO CHANGE	NO CHANGE	COMMERCIAL SERVICES USE: ASSEMBLY & ENTERTAINMENT SIT DOWN RESTAURANT TAKE OUT RESTAURANT



5
G12 PLAN - PLAZA - ZONING - USE
1" = 30'-0"



2
G12 OVERALL SITE
1" = 50'-0"



1
G12 Zoning Neighborhood map
12" = 1'-0"

NOTES
1. The Kimmel Center is located at 300 S. Broad Street and on the block bound by Broad and 15th Street to the east and west and Spruce and Pine to the north and south.
2. The proposed new renovation and addition is along Spruce Street.
3. Survey data per drawings on Zoning Archive, City of Philadelphia. atlas.phila.gov
4. Building footprint and street locations are based upon existing drawings provided by Architect of record.

ARCHITECT
KIERANTIMBERLAKE
841 NORTH AMERICAN STREET
PHILADELPHIA, PA 19123
V 215-922-6600
F 215-922-4680
kierantimberlake.com

STRUCTURAL ENGINEER
THORNTON TOMASETTI
120 BROADWAY
15TH FLOOR
NEW YORK, NY 10271
V 917-661-7800
F 917-661-7801

ME/P/FP
AKF GROUP
ONE WASHINGTON SQUARE, 510 WALNUT STREET
SUITE 1600
PHILADELPHIA, PA 19106
V 215-735-7290
F 215-735-6706

LIGHTING CONSULTANT
THE LIGHTING PRACTICE
PUBLIC LEDGER BUILDING
600 CHESTNUT STREET, SUITE 772
PHILADELPHIA, PA 19106
V 215-238-1644

FOOD SERVICE CONSULTANT
SPACE BY SPIELMAN LTD
2200 ARH STREET, UNIT 305
PHILADELPHIA, PA 19103
V 215-688-6256

ACOUSTIC + AV CONSULTANT
THRESHOLD
141 WEST JACKSON BOULEVARD, SUITE 2080
SUITE 2080
V 312-386-1400
F 312-386-1414

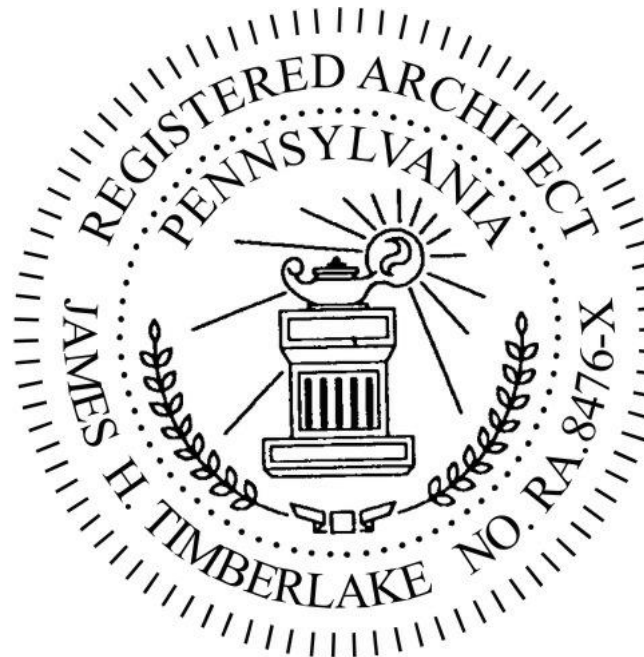
IDENTITY + WAYFINDING CONSULTANT
EXIT
725 N 4TH STREET
PHILADELPHIA, PA 19123
V 215-561-1950

SPECIFICATION CONSULTANT
WILSON CONSULTING INC
201 SABINE AVENUE
NARBERTH, PA 19072
V 610-668-3511
F 610-668-3512

KIMMEL CENTER CAFE

KIMMEL CENTER INC.

300 S BROAD ST
PHILADELPHIA, PA 19102
PROJECT NUMBER: KT 835



Kieran Timberlake

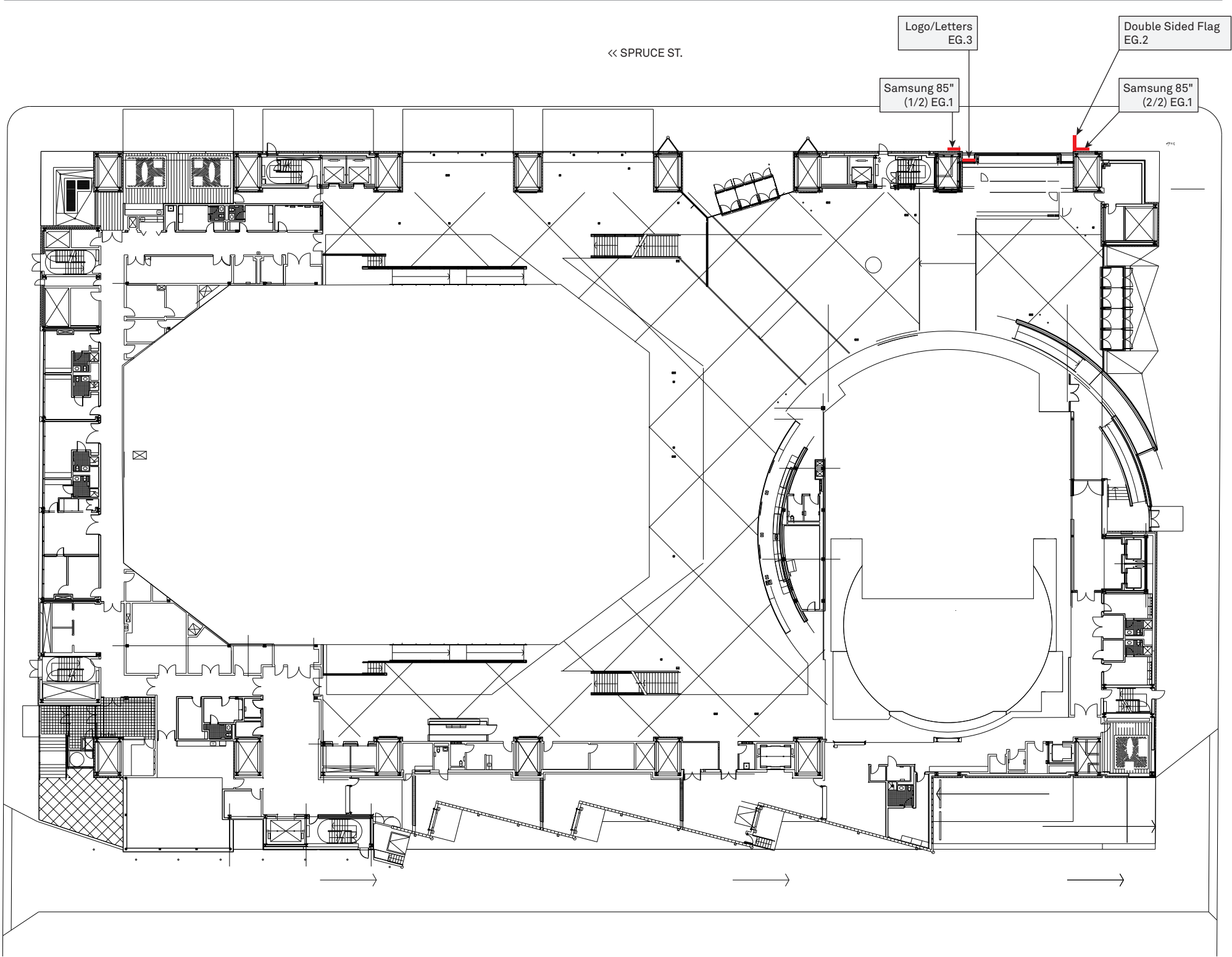
REVISIONS
NO. DATE DESCRIPTION

ZONING & SITE PLANS

SCALE:As indicated
DRAWN BY:KLH
CHECKED BY:JCN
CAD FILE:
DATE: 17 DECEMBER 2021

G1.2

ISSUED FOR ZONING
NOT FOR CONSTRUCTION



PERMITTING DRAWINGS	
OWNER ADDRESS	DATE
Richard Maimon	12/07/21
FAIA, LEED, AP BD+C	
KieranTimberlake	
841 North American St.	
Philadelphia, PA 19123	
PROJECT NAME AND ADDRESS	PROJECT #
The Kimmel Center	121035
300 S Broad St.	DRAWN
Philadelphia, PA 19123	JO

SHEET TITLE	
Signage Location Plan - Garces Tr. Co.	
DESCRIPTION	SHEET NO.
Signage Locations	LP.1

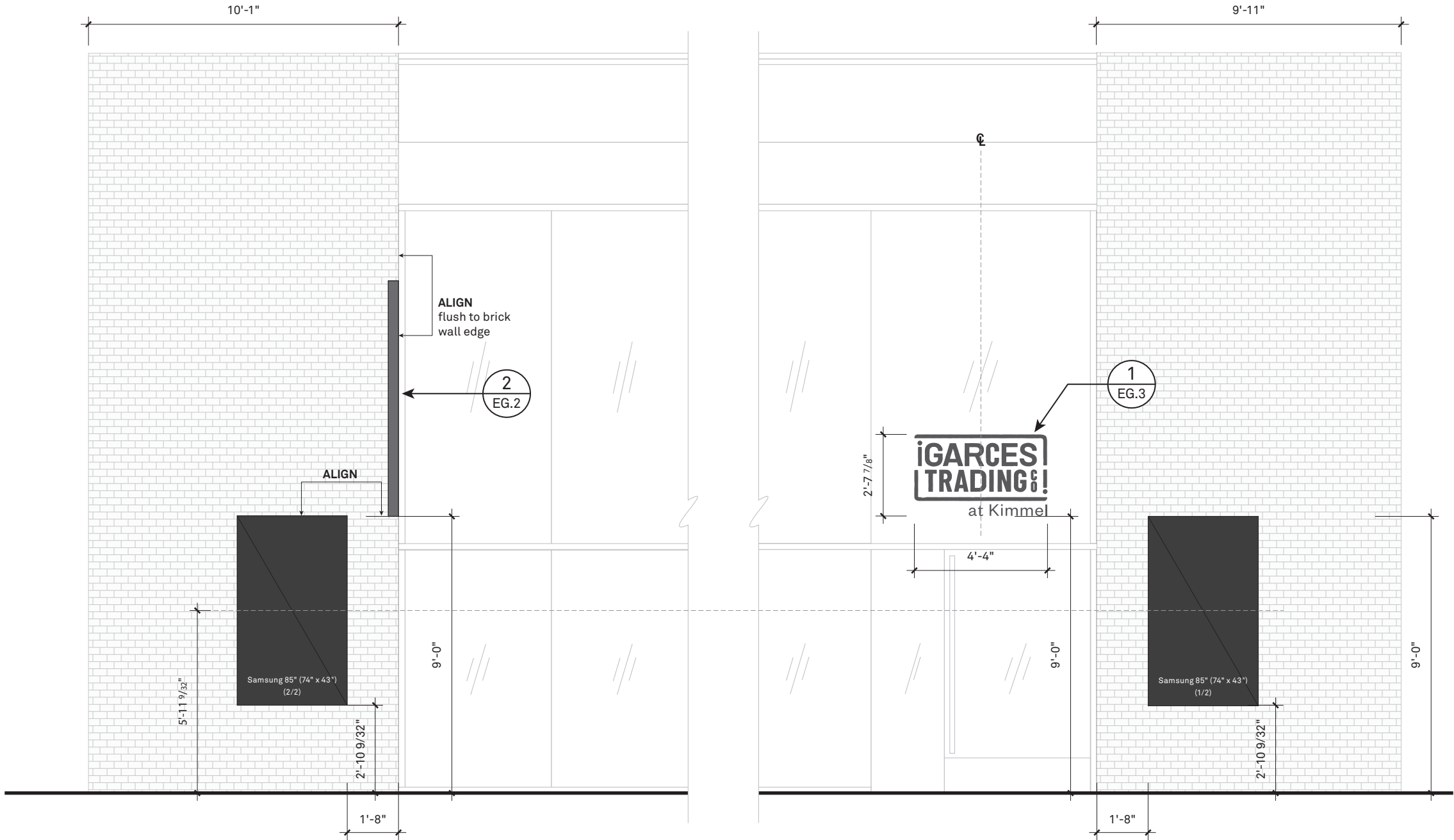
PERMITTING DRAWINGS

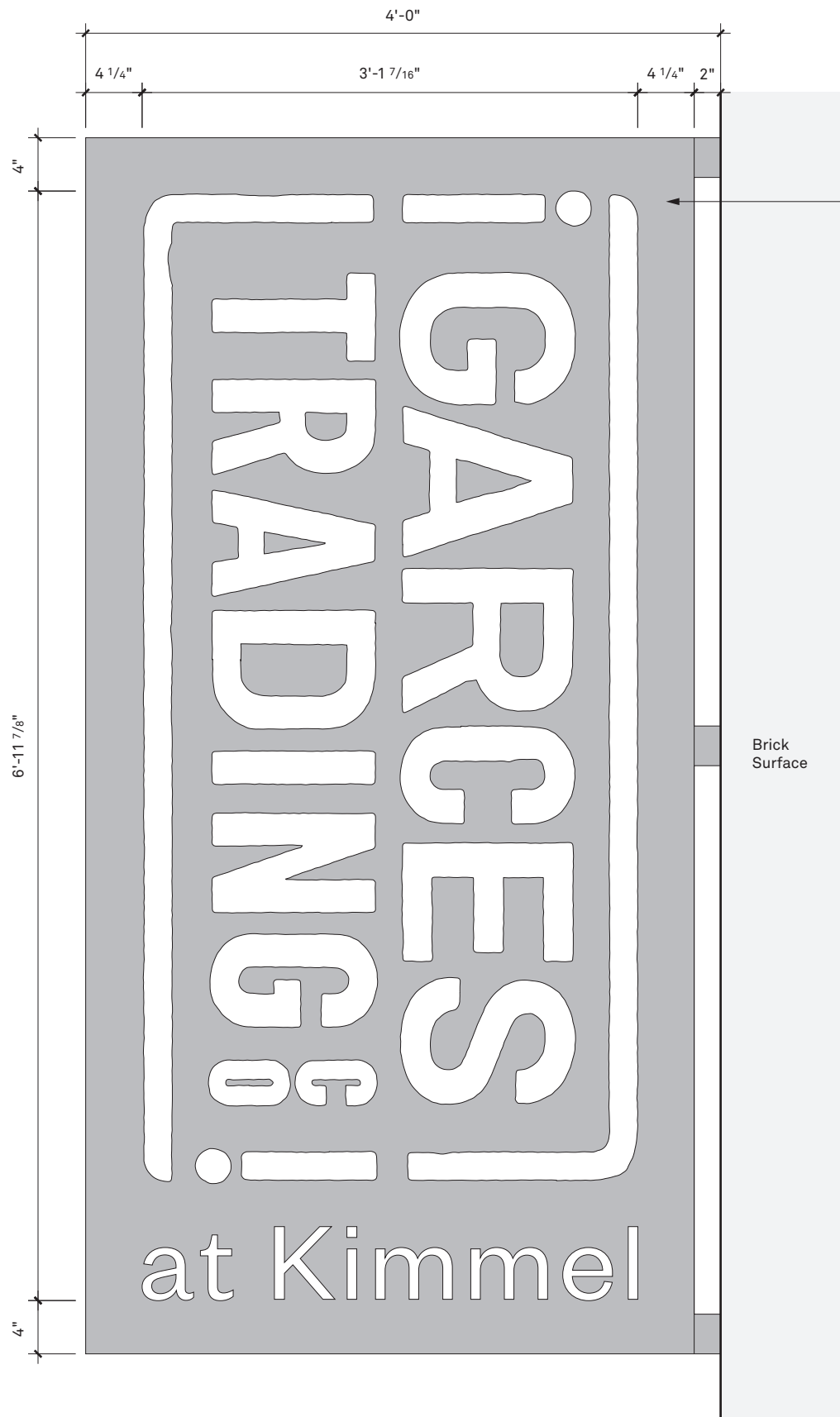
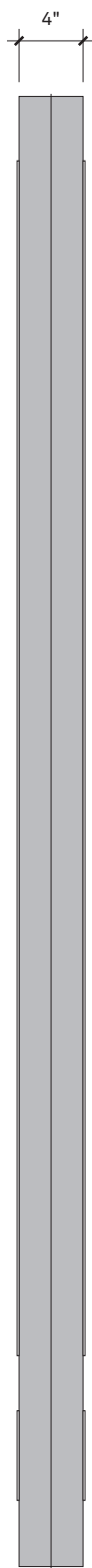
OWNER ADDRESS
Richard Maimon
FAIA, LEED, AP BD+C
KieranTimberlake
841 North American St.
Philadelphia, PA 19123

DATE
12/07/21

PROJECT NAME AND ADDRESS
The Kimmel Center
300 S Broad St.
Philadelphia, PA 19123

PROJECT #
121035
DRAWN
JO



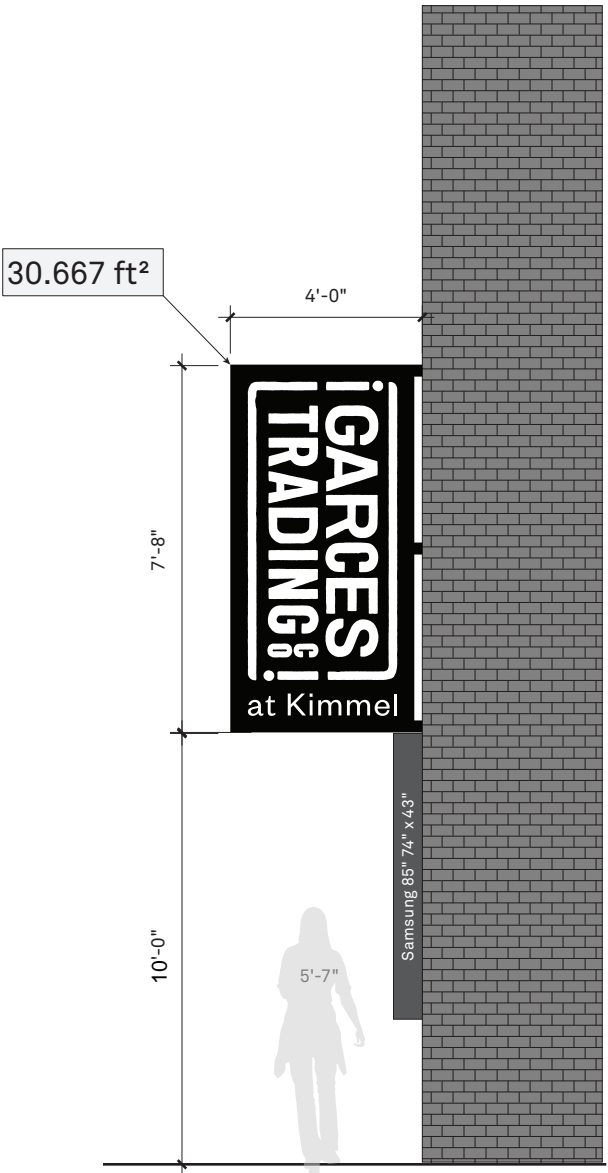


Front Elevation - Detail
Scale: 1"=1'-0"

A **Double Sided Sign Flag**
4' x 7'-8" x 4" Aluminum cabinet,
with translucent white acrylic
push-through letters (1/4" proud).
Minimum 5000K internal LED
lighting.

Anchored to brick facade, with
concealed electrical feed.

P1 **Color 1**
Cabinet: Black Chasm MP 28560



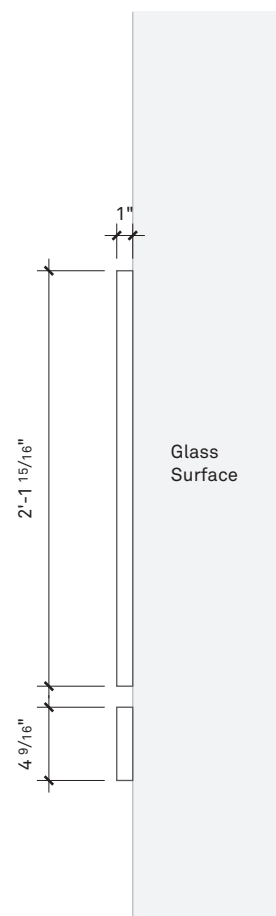
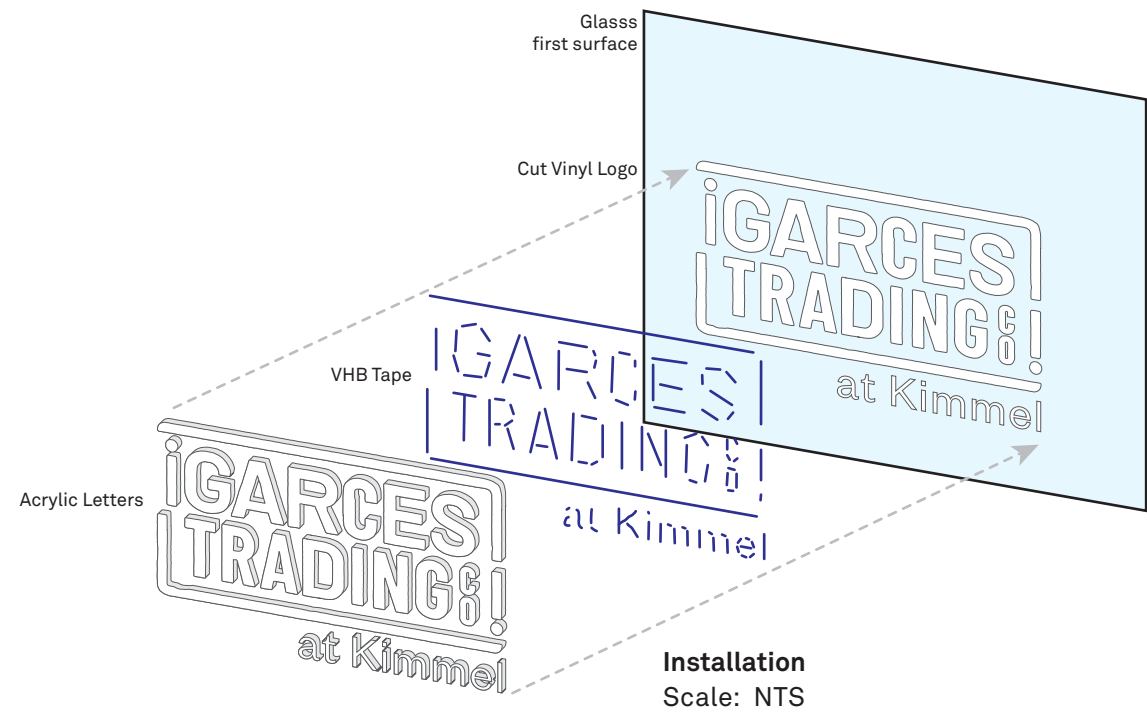
Front Elevation
Scale: 1/4"=1'-0"

exit
725 N 4th Street
Philadelphia, PA 19123
215.561.1950
info@exploreexit.com

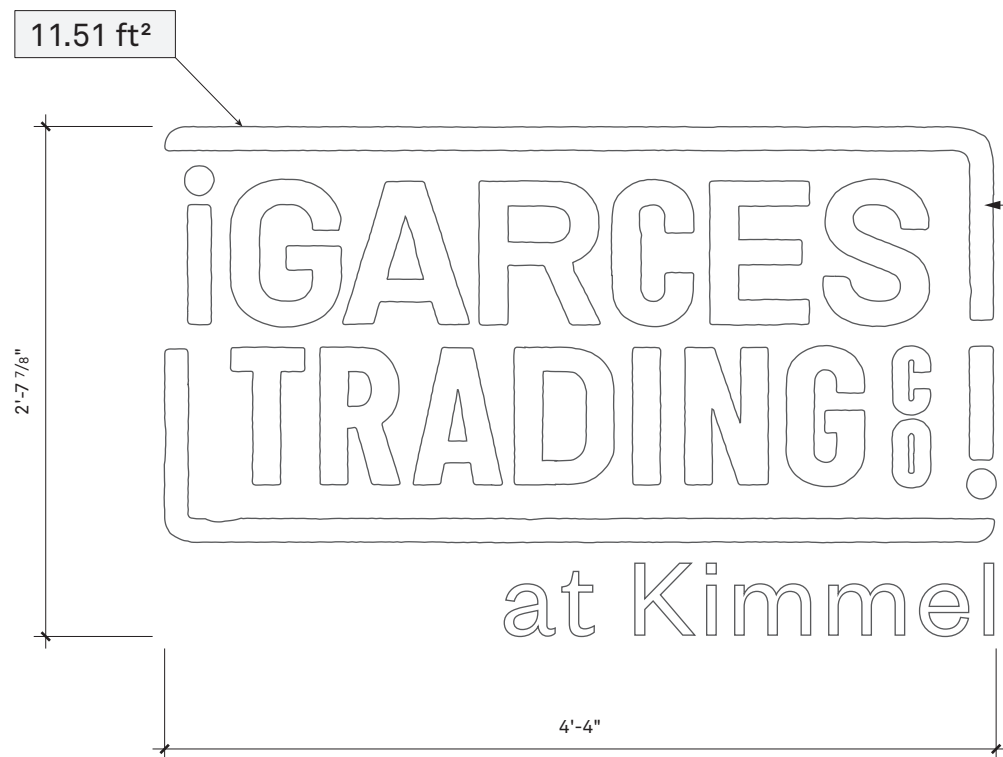
PERMITTING DRAWINGS

OWNER ADDRESS	DATE
Richard Maimon	12/07/21
FAIA, LEED, AP BD+C	
KieranTimberlake	
841 North American St.	
Philadelphia, PA 19123	

PROJECT NAME AND ADDRESS	PROJECT #
The Kimmel Center	121035
300 S Broad St.	DRAWN
Philadelphia, PA 19123	JO



2 Section Detail
Scale: 1"=1'-0"



Front Elevation
Scale: 1/4"=1'-0"

- B Door Signage**
1" Acrylic cut letters, applied to matching cut vinyl logo with VHB tape.
- VHB tape to be concealed between vinyl logo and acrylic letters.
- P2 Color 2**
Letters: White Wonder MP 32071

exit

725 N 4th Street
Philadelphia, PA 19123
215.561.1950
info@exploreexit.com

PERMITTING DRAWINGS			
OWNER ADDRESS		DATE	
Richard Maimon		12/07/21	
FAIA, LEED, AP BD+C			
KieranTimberlake			
841 North American St.			
Philadelphia, PA 19123			
PROJECT NAME AND ADDRESS		PROJECT #	
The Kimmel Center		121035	
300 S Broad St.		DRAWN	
Philadelphia, PA 19123		JO	

SHEET TITLE	
Door Signage (Above Door)	
DESCRIPTION	SHEET NO.
Elevations and Dimensions	EG.3



KIMMEL CENTER CAFÉ CAFÉ ELEVATION
KIMMEL CENTER CAFÉ



KIMMEL CENTER CAFÉ CAFÉ ELEVATION
KIMMEL CENTER CAFÉ



KIMMEL CENTER CAFÉ CAFÉ ELEVATION
KIMMEL CENTER CAFÉ



KIMMEL CENTER CAFÉ CAFÉ ELEVATION
KIMMEL CENTER CAFÉ



KIMMEL CENTER CAFÉ CAFÉ ELEVATION
KIMMEL CENTER CAFÉ