

To: Philadelphia Arts Commission
1515 Arch St. 13th Floor
Philadelphia, PA 19102

From: Dan L'Esperance

Date: January 12, 2022

Subject: Art Commission Signage Submission

To Whom It May Concern:

We have been engaged by TD to perform design services for proposed new signage at their 1500 John F Kennedy Boulevard, Philadelphia, PA location. The proposed scope of work includes but is not limited to the removal of the existing (5) illuminated box/channel letter signs; (3) located on the N 15th St façade, (1) on the JFK Blvd façade, and (1) on the façade between the TD property and adjacent building. The signage band that the signs are mounted to is also to be removed with the existing stone behind to be patched/repaired as necessary.

New Metal panel is to be applied/attached to the building substrate with (4) illuminated box/channel letter signs to be attached on top of the metal panel. Box sign and channel letters are constructed of aluminum cabinets with the channel letters containing an acrylic face. All proposed new signage is internally illuminated. Proposed metal panel length is to align with the mullion system on the floor above as shown in the separate attached renderings.

Per the original design the metal panel amount has been reduced. The new proposed signage closely resembles the existing signage but has been updated to new TD branding standards. The number of new signs has been reduced from (5) to (4). The new signage and metal panel will also resolve the current pigeon issue as seen in the existing photos.

Feel free to reach out with any questions regarding the scope of work to be performed.

As project manager for Bergmeyer Architectural P.C.,

Daniel L'Esperance

Daniel L'Esperance
Bergmeyer Architectural P.C.
51 Sleeper St.
Boston, MA 02210
dlesperance@bergmeyer.com 617-695-7708

EXISTING PHOTOS

1500 JFK BLVD
PHILADELPHIA, PA 19102

ENTERPRISE REAL ESTATE
ARCHITECTURE + DESIGN



Renovation



JFK BLVD LOOKING WEST



JFK BLVD LOOKING EAST



15TH ST LOOKING NORTHWEST



15TH ST LOOKING WEST



15TH ST LOOKING SOUTHWEST



CORNER OF 15TH ST & JFK BLVD

EXISTING PHOTOS

1500 JFK BLVD
PHILADELPHIA, PA 19102

ENTERPRISE REAL ESTATE
ARCHITECTURE + DESIGN



Renovation



MAIN ENTRANCE FROM ACROSS THE STREET



MAIN ENTRANCE SIGNAGE



JFK BLVD FACADE/ELEVATION



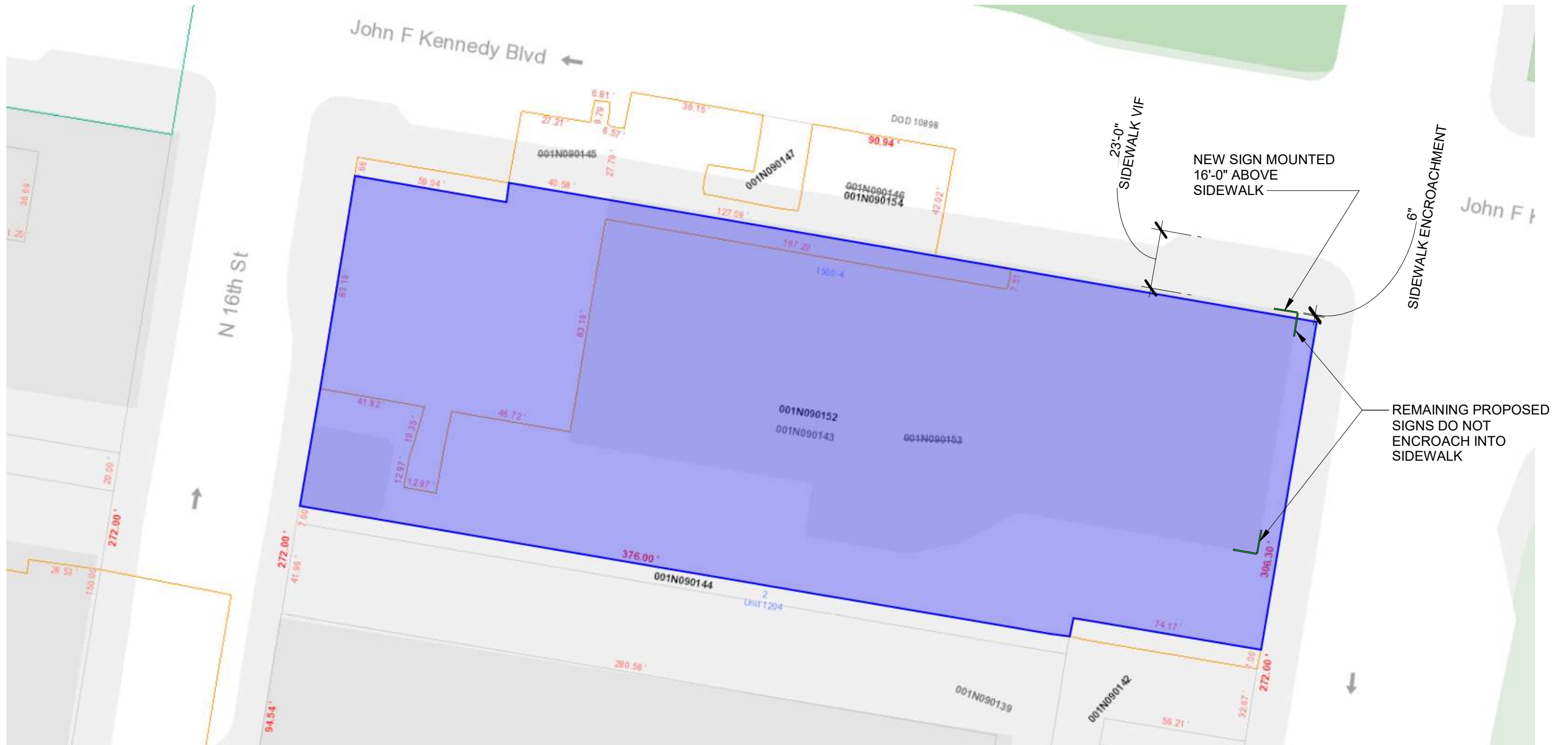
TYPICAL EXISTING BUILDING SIGN



15TH ST FACADE/ELEVATION



PLAZA FACADE/ELEVATION





NEW INTERNALLY ILLUMINATED
CORNER SHIELD - 45 SF (TOTAL OF
BOTH ELEVATIONS) PROVIDE SLOPED
CAP OVER SIGNAGE BAND TO
REDUCE/ELIMINATE PIGEON STANDING

NEW INTERNALLY ILLUMINATED
CORNER SHIELD - 45 SF (TOTAL
OF BOTH ELEVATIONS)

NEW TD GREEN METAL RAINSCREEN
CLADDING BY ALPOLIC

TOTAL SF TD GREEN METAL
RAINSREEN CLADDING: 418 SF



NEW INTERNALLY ILLUMINATED SIGNAGE - 68.9 SF (TOTAL OF BOTH ELEVATIONS) PROVIDE SLOPED CAP OVER SIGNAGE BAND TO REDUCE/ELIMINATE PIGEON STANDING

NEW INTERNALLY ILLUMINATED SIGNAGE - 68.9 SF (TOTAL OF BOTH ELEVATIONS) PROVIDE LED DOWN LIGHT UNDER NEW SIGNAGE ON EACH SIDE

NEW TD GREEN METAL RAINSCREEN CLADDING BY ALPOLIC

TOTAL SF TD GREEN METAL RAINSCREEN CLADDING: 296 SF

Renovation

NEW INTERNALLY ILLUMINATED CORNER SHIELD - 45 SF (TOTAL OF BOTH ELEVATIONS) PROVIDE SLOPED CAP OVER SIGNAGE BAND TO REDUCE/ELIMINATE PIGEON STANDING

NEW TD GREEN METAL RAINSCREEN CLADDING BY ALPOLIC

NEW TD GREEN METAL RAINSCREEN CLADDING AT SOFFIT

NEW RECESSED GREEN ACCENT LIGHTING



TOTAL SF TD GREEN METAL RAINSCREEN CLADDING: 418 SF

Renovation

NEW INTERNALLY ILLUMINATED CORNER SHIELD - 68.9 SF (TOTAL OF BOTH ELEVATIONS PROVIDE SLOPED CAP OVER SIGNAGE BAND TO REDUCE/ELIMINATE PIGEON STANDING

NEW TD GREEN METAL RAINSCREEN CLADDING BY ALPOLIC

NEW TD GREEN METAL RAINSCREEN CLADDING AT SOFFIT

NEW RECESSED GREEN ACCENT LIGHTING



TOTAL SF TD GREEN METAL RAINSCREEN CLADDING: 296 SF

Renovation



NEW INTERNALLY ILLUMINATED CORNER SHIELD - 45 SF (TOTAL OF BOTH ELEVATIONS) PROVIDE SLOPED CAP OVER SIGNAGE BAND TO REDUCE/ELIMINATE PIGEON STANDING

NEW TD GREEN METAL RAINSCREEN CLADDING BY ALPOLIC

NEW VINYL WINDOW GRAPHICS HIGHLIGHTING LOCAL PHILADELPHIA ARTISTS

TOTAL SF TD GREEN METAL RAINSCREEN CLADDING: 418 SF

Renovation



NEW INTERNALLY ILLUMINATED SIGNAGE - 68.9 SF (TOTAL OF BOTH ELEVATIONS)
PROVIDE SLOPED CAP OVER SIGNAGE BAND TO REDUCE/ELIMINATE PIGEON STANDING

PROVIDE LED DOWN LIGHT UNDER NEW SIGNAGE ON EACH SIDE

NEW TD GREEN METAL RAINSCREEN CLADDING BY ALPOLIC

NEW VINYL WINDOW GRAPHICS HIGHLIGHTING LOCAL PHILADELPHIA ARTISTS

EXISTING SOFFIT PAINTED TD GREEN AND UPLIT

TD POWERWALL SIGNAGE

TOTAL SF TD GREEN METAL RAINSCREEN CLADDING: 296 SF



NEW TD GREEN
METAL RAIRNSCREEN
CLADDING BY
ALPOLIC

NEW INTERNALLY ILLUMINATED
CORNER SHIELD - 45 SF (TOTAL OF
BOTH ELEVATIONS) PROVIDE
SLOPED CAP OVER SIGNAGE BAND
TO REDUCE/ELIMINATE PIGEON
STANDING

NEW TD BRANDING
VINYL



TOTAL SF TD GREEN METAL
RAIRNSCREEN CLADDING: 418 SF



NEW TD GREEN
METAL RAINDSCREEN
CLADDING BY
ALPOLIC

NEW INTERNALLY ILLUMINATED
SIGNAGE - 68.9 SF (TOTAL OF BOTH
ELEVATIONS) PROVIDE SLOPED
CAP OVER SIGNAGE BAND TO
REDUCE/ELIMINATE PIGEON
STANDING. PROVIDE LED DOWN
LIGHT UNDER NEW SIGNAGE ON
EACH SIDE.

NEW TD BRANDING
VINYL

NEW VINYL WINDOW
GRAPHICS
HIGHLIGHTING LOCAL
PHILADELPHIA ARTISTS

TOTAL SF TD GREEN METAL
RAINDSCREEN CLADDING: 296 SF