

19 January 2022

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

RE: Renovations to 1725 – 1727 Walnut Street
Application for Signage Approval
Application for PCPC Façade Review

Dear Beige:

We are submitting materials for proposed new signage and façade renovations to 1725 – 1727 Walnut Street. These two addresses are part of a larger building that includes 1723 – 1729 Walnut Street. The property is zoned CMX-5 and is located in the Rittenhouse – Fitler Residential Historic District and is listed as non-contributing.

The building was occupied by Nan Duskin until Borders Bookstore took over in the 1990's to 2003. There has been a mix of tenants since that time including Ann Taylor, Esprit, The Loft, H&M, and Steve Madden. Currently the majority of the building is vacant with the exception of 1723, Steve Madden. Portions of the façade have been modified over time to accommodate various tenant requirements.

A new first floor tenant has been identified, Aritzia, a Canadian clothing retailer. Aritzia stores have a strong physical identity, including a black marble water table, black metal panel siding, steel sash storefront, an illuminated marquee and sign, and a banner sign which they use for their retail locations.

We are pursuing approvals from the relevant authorities having jurisdiction concurrently since the Aritzia identity is very tied to the façade and signage design of their stores. We cannot wait until we are ready to submit for a Building Permit to find out how the Art, Planning, and Historical Commissions will respond to the proposed design. We are aware that we will need Zoning approval for the proposed signs, and we may also require Streets Department review for the Marquee.

The proposed signs for Aritzia are as follows:

- Sign A: Marquee Sign, 2' x 10' (20 SF) illuminated letters with brass surround. Mounted on the leading edge of a new marquee, approximately 4' – 0" from the face of the building and 12' – 10" above the sidewalk.
- Sign B: Banner Sign, 1' – 10" x 17' – 7" (28 SF) cloth banner on metal poles projecting from the face of the building approximately 2' – 0" and 10' – 0" above the sidewalk. The banner is black with white lettering.

Additional signs included in our submittal package include:

- Sign C: A proposed sign for the second floor tenant is submitted for preliminary comment only. The tenant has not been identified for this space. Text and sign format are yet to be determined.

- Sign D: Existing Steve Madden sign shown for information only
- Sign E: Existing Loft sign shown for information only
- Sign F.1: Existing Loft sign shown for information only
- Sign F.2: Existing Loft sign shown for information only

We understand that the signage area formula for CMX-5 is based on the entire building frontage (98' – 0") not just the tenant frontage. A summary of the proposed signage area follows:

SIGN	STATUS	TEXT	TYPE	Proposed SF	LF	Allowable SF
A	Proposed	ARITZIA	Marquee	21		
B	Proposed	ARITZIA	Banner	28		
C	Proposed	FITNESS (TBD)		18		
D	Existing	Steve Madden		21		
E	Existing	LOFT		43		
F.1	Existing	LOFT		3		
F.2	Existing	LOFT		3		
				136	98.0	196

Please reply to me as the primary contact for this application and copy the Owner and Tenant representatives as follows:

Owner Contact:

John Delutis
Midwood Investment & Development
430 Park Avenue, Suite 201, New York, NY 10022
p (646) 292 4942 c (908) 319 1569
jdelutis@midwoodid.com

Tenant Contact:

Levi Dick
Design Project Manager
611 Alexander St, Suite 118
Vancouver, BC V6A 1E1
p: +1 (604) 626-9228
ldick@aritzia.com

Thank you for your consideration of this application.

Yours truly,



Michael Schade, AIA, LEED AP BD+C

cc: John DeLutis, Midwood Investment & Management
Levi Dick, Artizia



ARITZIA FACADE RENOVATIONS & SIGNAGE

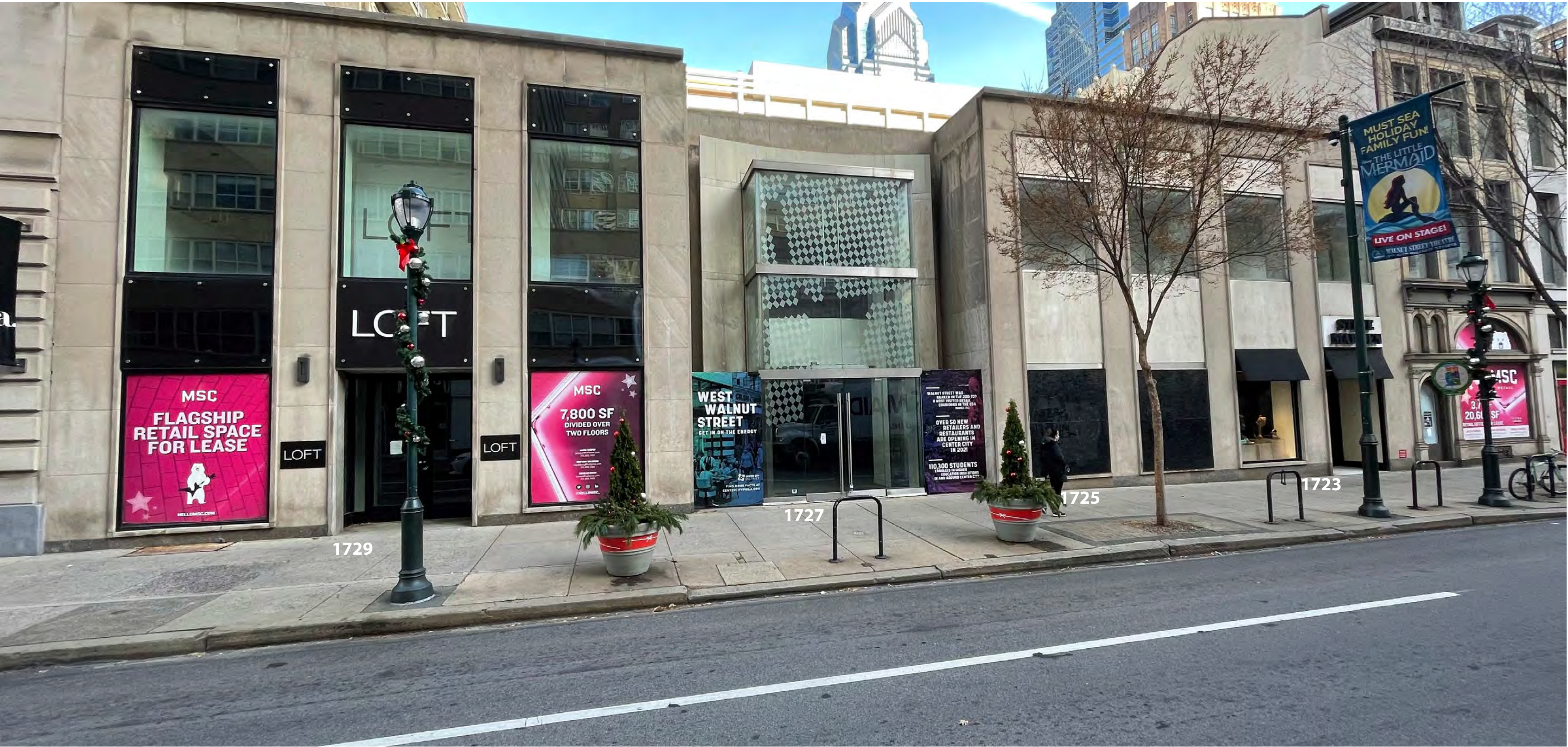
1725 - 1727 WALNUT STREET | PHILADELPHIA, PA

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18 JANUARY 2022

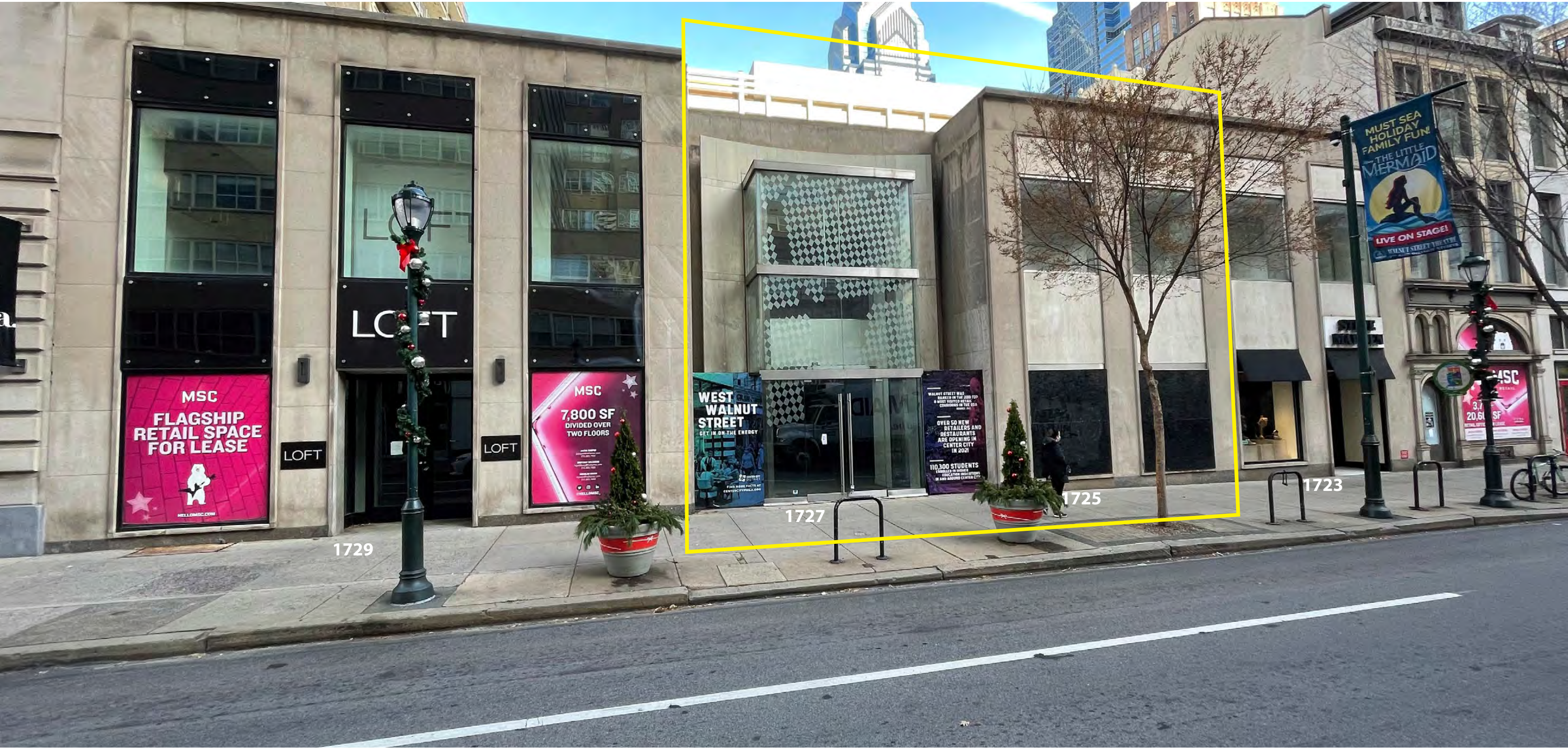
PCPC FACADE & SIGNAGE SUBMITTAL

EXISTING CONDITIONS



Existing - 1729, 1727, 1725, and 1723 Walnut Street

EXISTING CONDITIONS | WORK AREA



Existing - 1729, 1727, 1725, and 1723 Walnut Street

HISTORIC CONDITIONS



1980 - Nan Duskin



2011 - H&M

EXISTING CONDITIONS
NEIGHBORING FACADES TO THE WEST & EAST



Existing: Facade to the west at the corner of 18th & Walnut Street



Existing: Facades to the East on Walnut Street (1715 - 1721)



EXISTING CONDITIONS
FACADES ACROSS THE STREET



Existing: Looking at the facades across the street on Walnut Street



Existing: Looking at the facades across the street on Walnut Street

EXISTING CONDITIONS
VIEWS DOWN WALNUT STREET



Existing: Looking to the East on Walnut Street



Existing: Looking to the West on Walnut Street (project site is on the right)

EXISTING CONDITIONS
NEIGHBORING MARQUEES



Existing: aka Marquee at the corner of 18th & Walnut Street



Existing: Tiffany & Co. Marquee, 1715 - 1717 Walnut Street

EXISTING CONDITIONS
NEIGHBORING BANNER SIGNS



Existing: Anthropologie Banners at the corner of 18th & Walnut Street

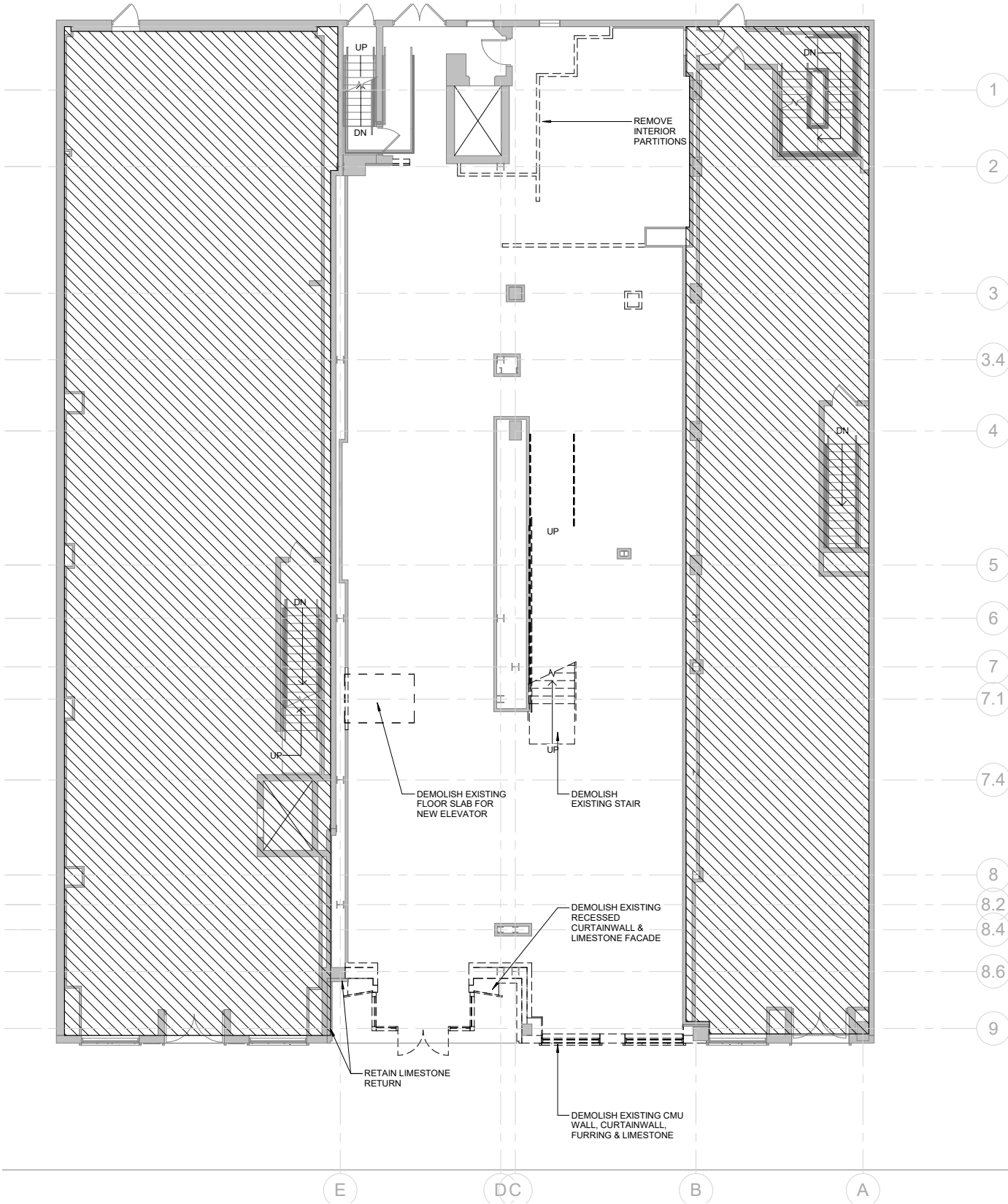


Existing: aka Banner, to the west on Walnut Street

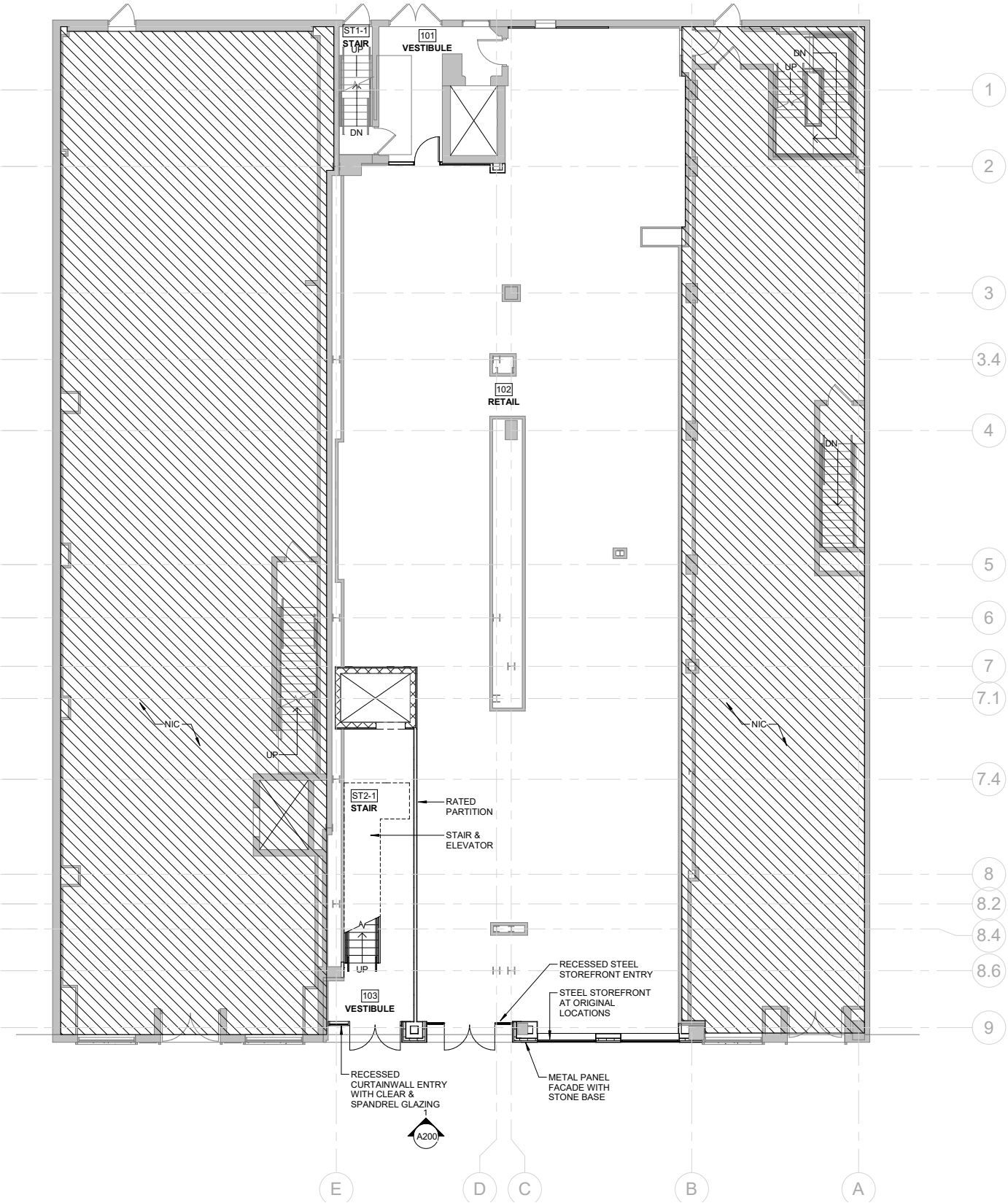
TENANT DELINEATION



BUILDING PLANS



Existing 1st Floor Plan



Proposed 1st floor plan

ARITZIA STANDARD FACADE MATERIALS



Aritzia Store, Bloor Street, Toronto



Nero Marquina Stone base



Bliss Noram Steel Sash Storefront
Painted Steel Marquee



Banner Sign

PROPOSED ELEVATION

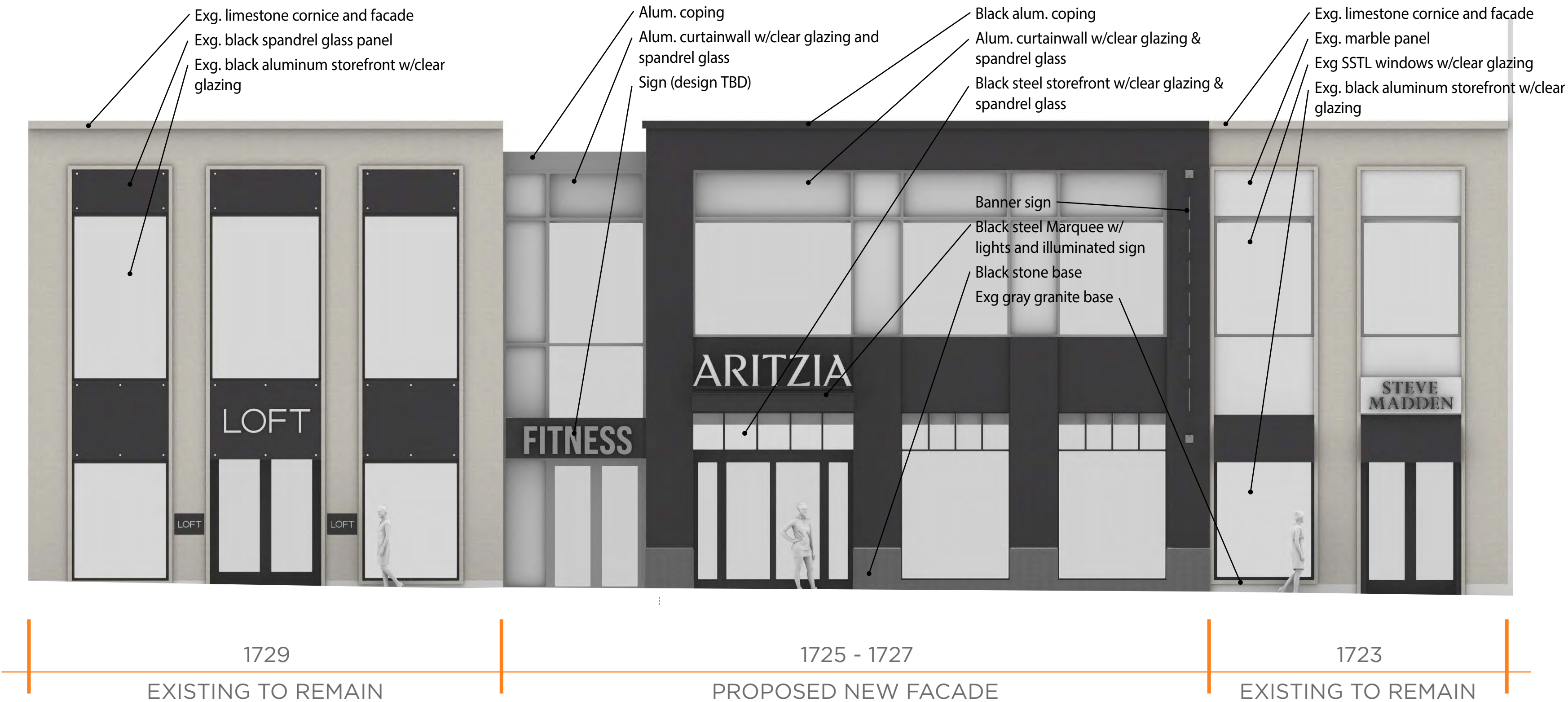


1729
EXISTING TO REMAIN

1725 - 1727
PROPOSED NEW FACADE

1723
EXISTING TO REMAIN

PROPOSED ELEVATION | MATERIALS



PROPOSED ELEVATION | SIGNAGE

1723 - 29 is a single building.
Total building frontage is 98 LF.
Allowable signage area is 196 SF.
Proposed signage area is 136 SF.

Existing Sign E (43 SF)
Existing Signs F.1 and F.2 (3 SF each)

Proposed **Sign C** (18 SF) Design TBD
Proposed **Sign A** (20 SF) Mounted above Marquee
Proposed **Sign B** (27 SF) Banner Sign

Existing Sign D (21 SF)

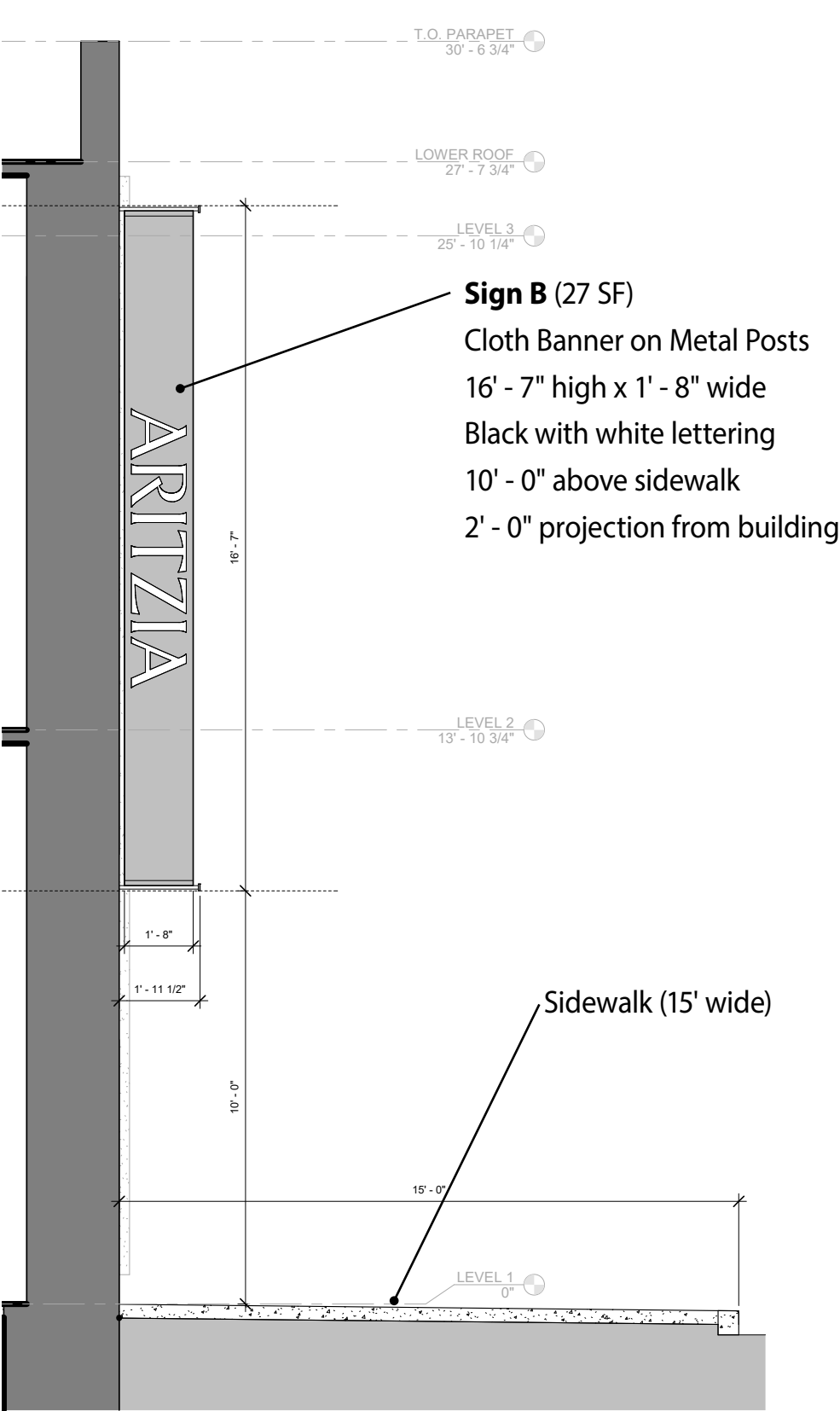


1729
EXISTING TO REMAIN

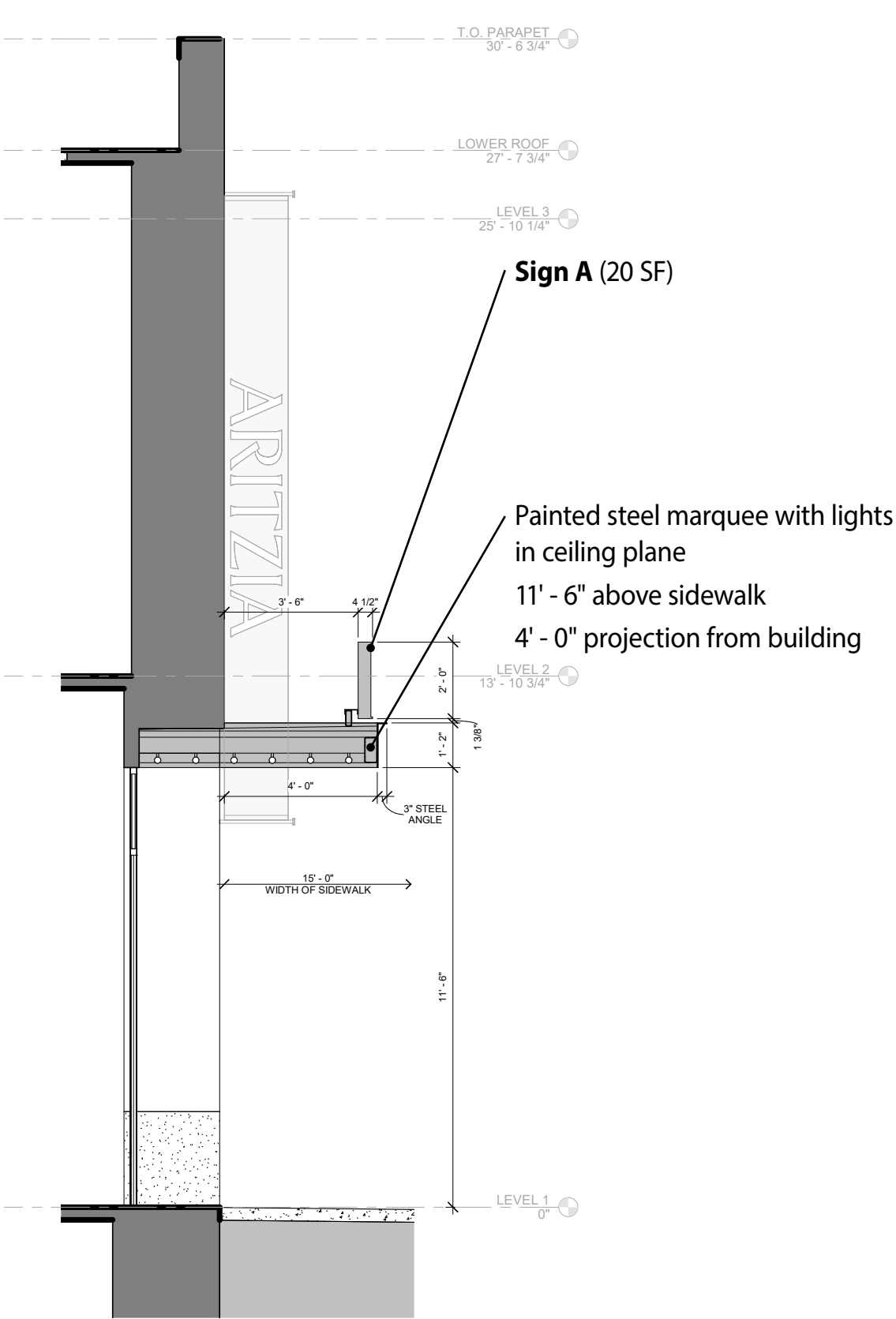
1725 - 1727
PROPOSED NEW FACADE

1723
EXISTING TO REMAIN

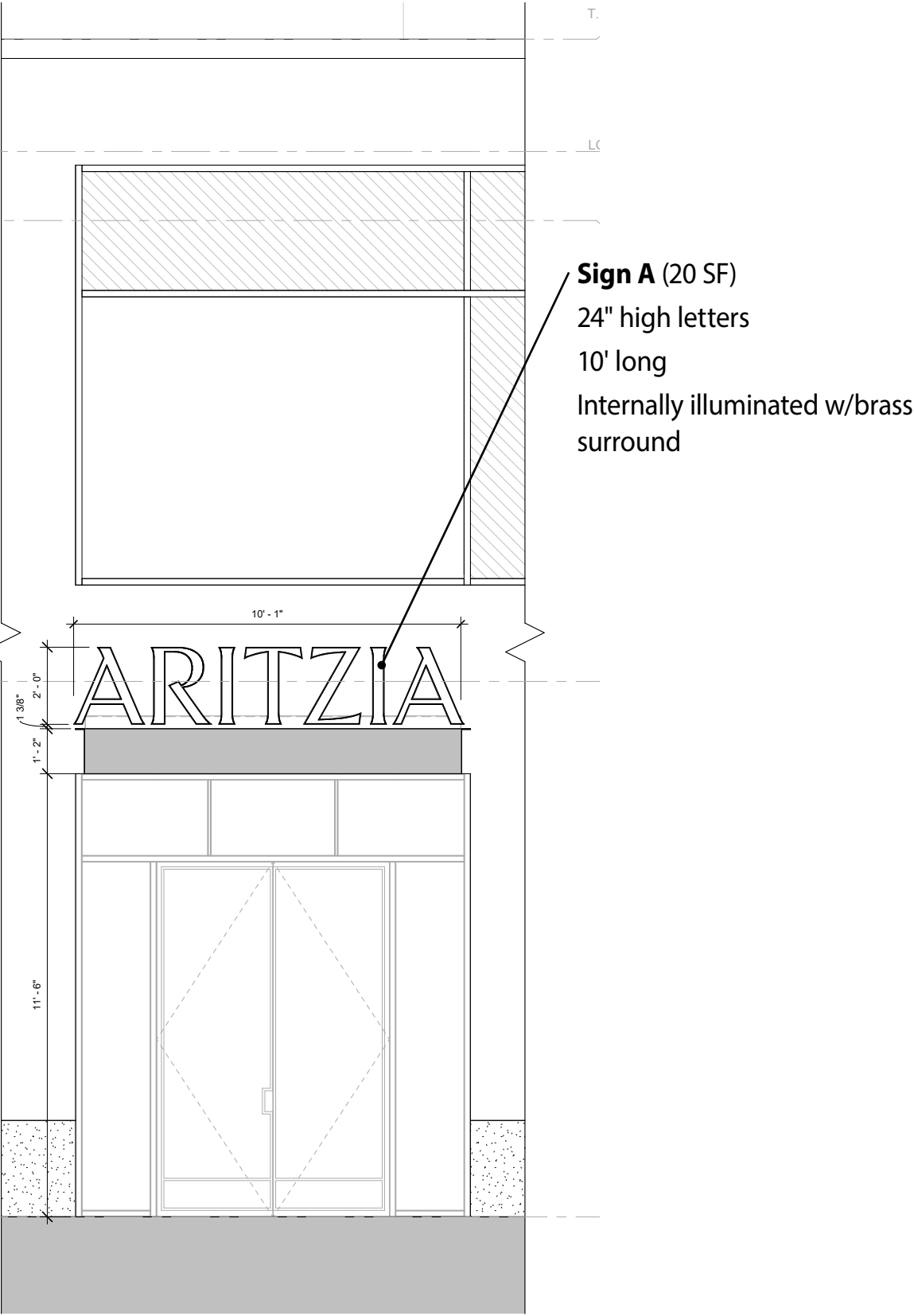
SIGNAGE DETAILS



Section at Banner Sign



Section at Marquee



Elevation at Marquee

PROPOSED PERSPECTIVE
LOOKING NORTHEAST ON WALNUT STREET



PROPOSED FACADE PERSPECTIVE
LOOKING NORTHWEST ON WALNUT STREET

